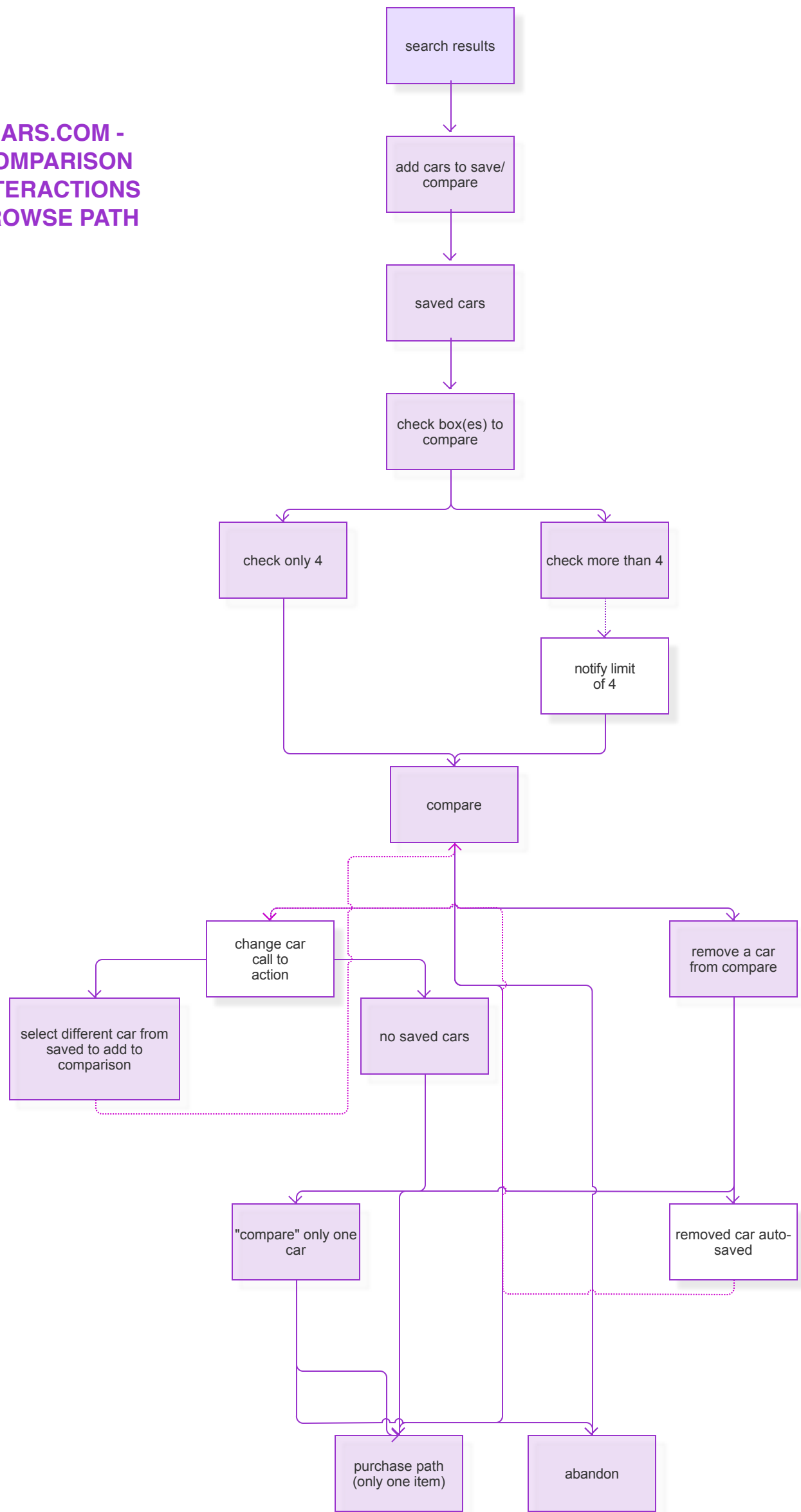
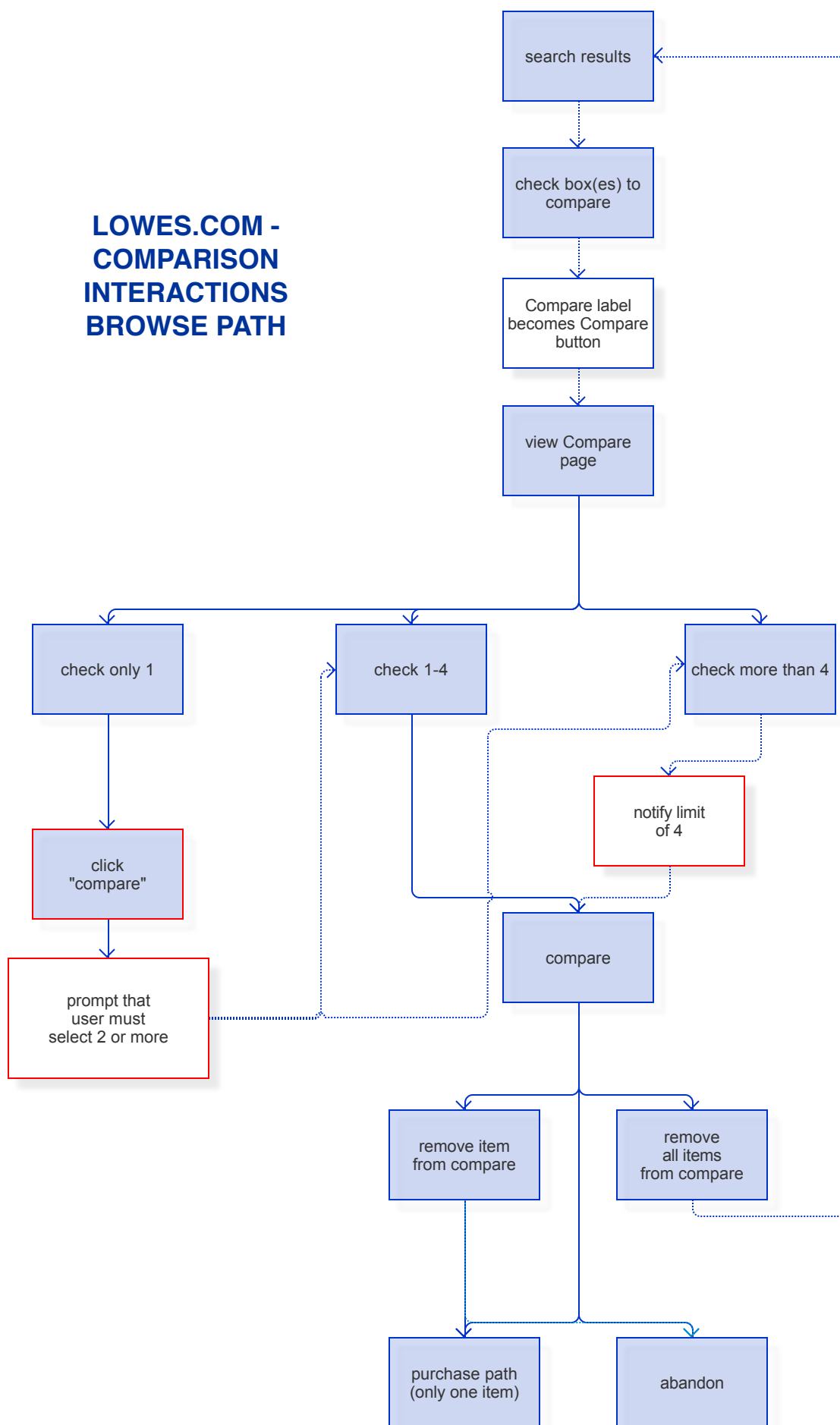


**CARS.COM -
COMPARISON
INTERACTIONS
BROWSE PATH**



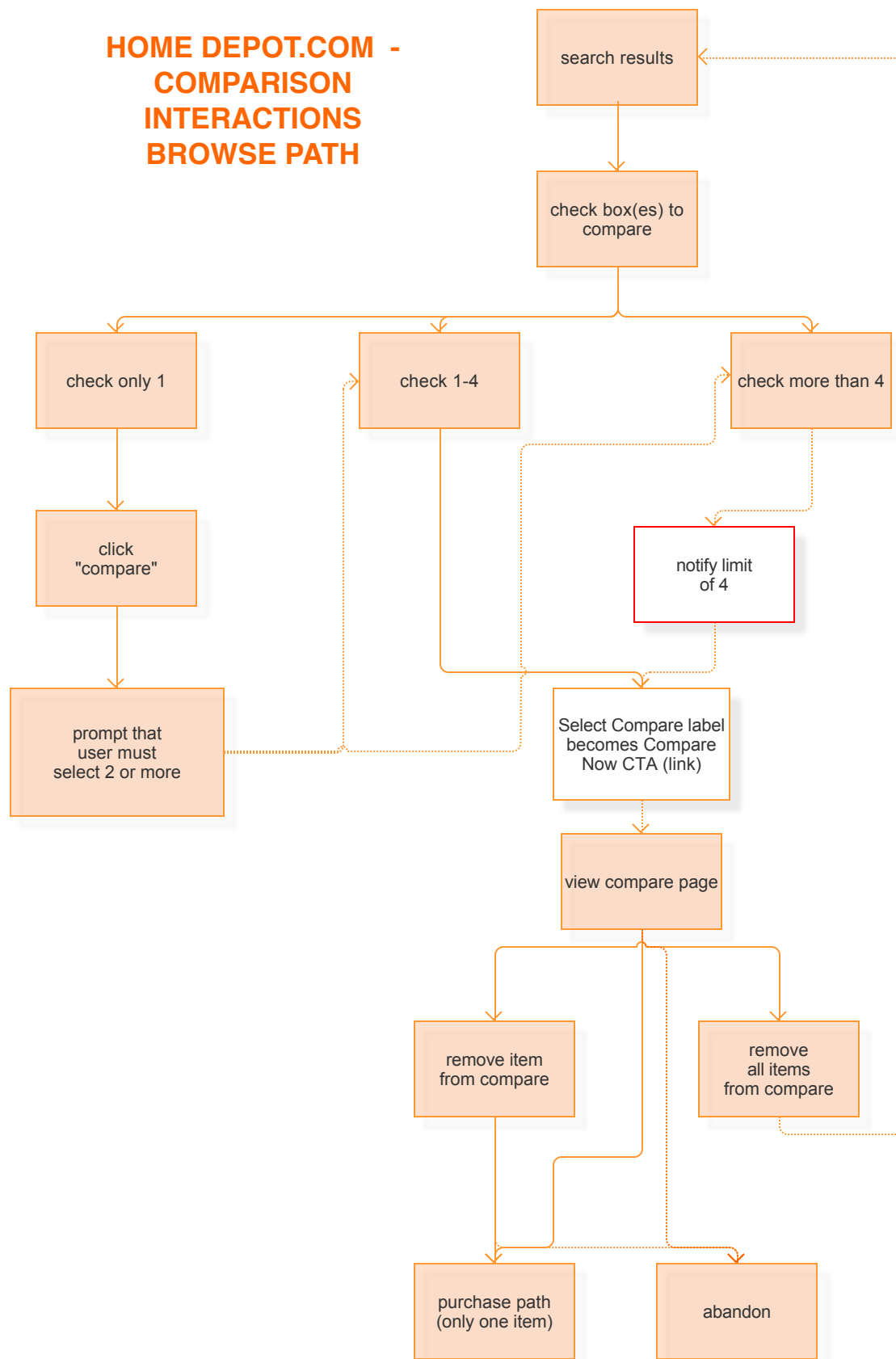
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**LOWES.COM -
COMPARISON
INTERACTIONS
BROWSE PATH**



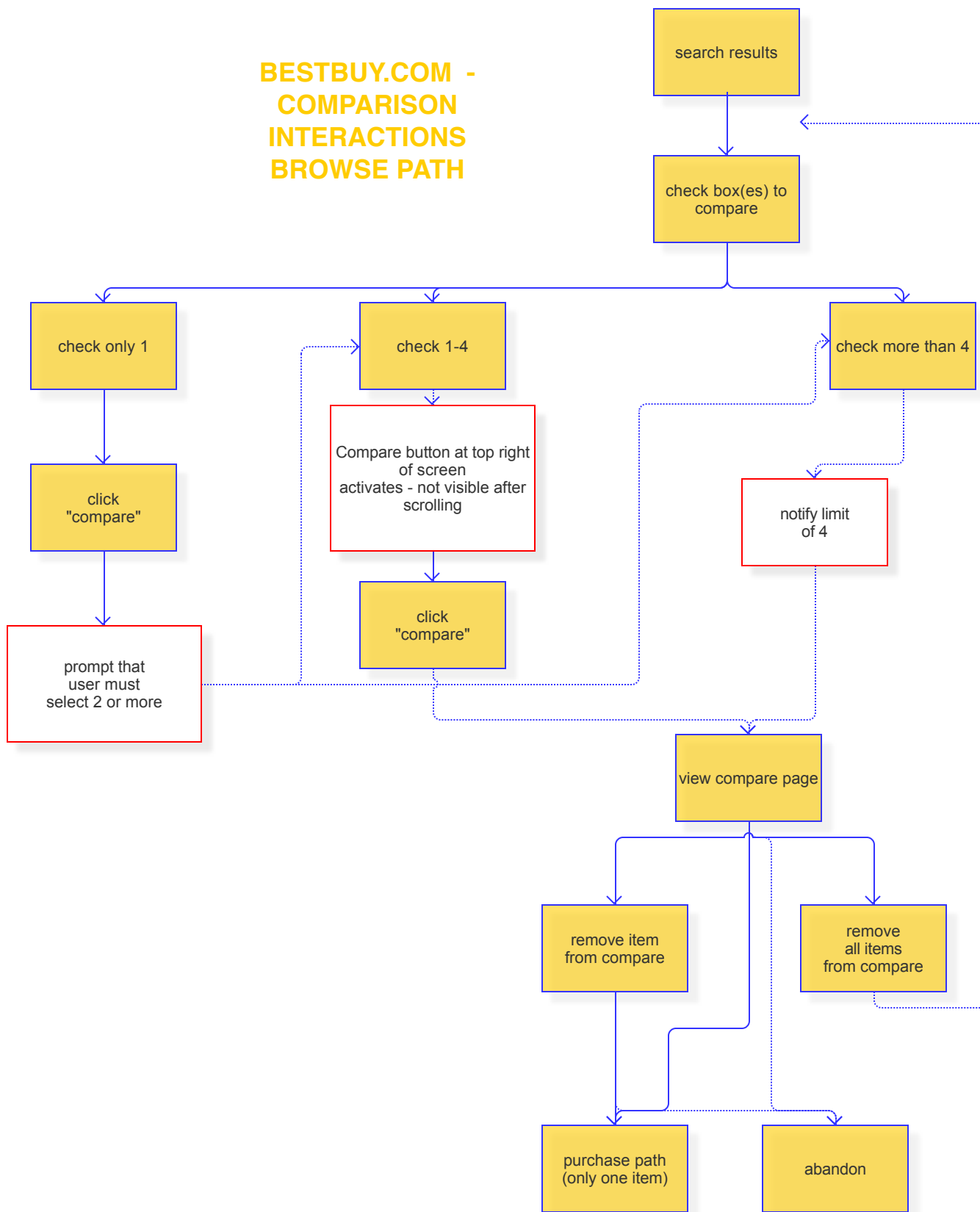
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**HOME DEPOT.COM -
COMPARISON
INTERACTIONS
BROWSE PATH**



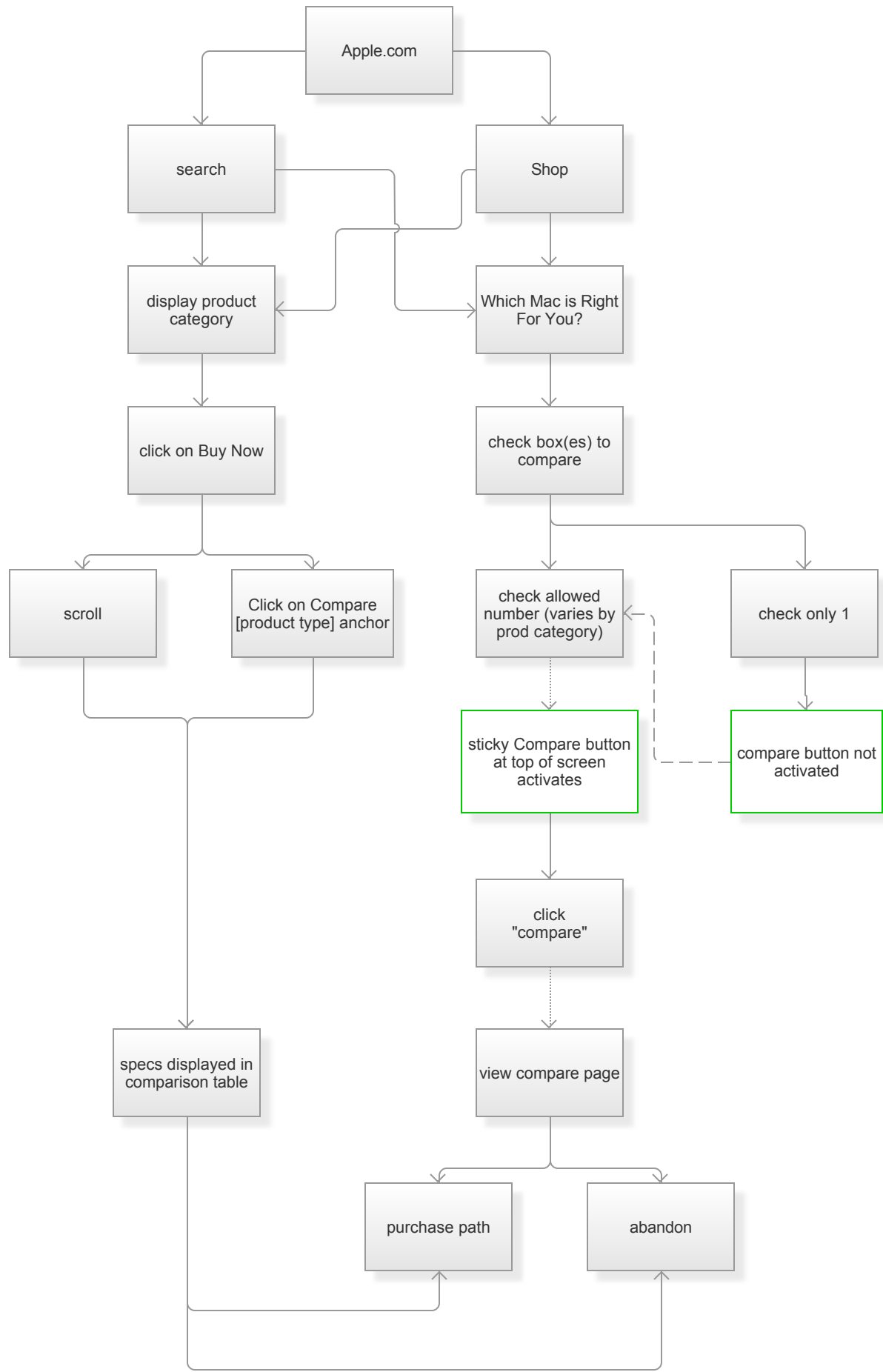
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**BESTBUY.COM -
COMPARISON
INTERACTIONS
BROWSE PATH**



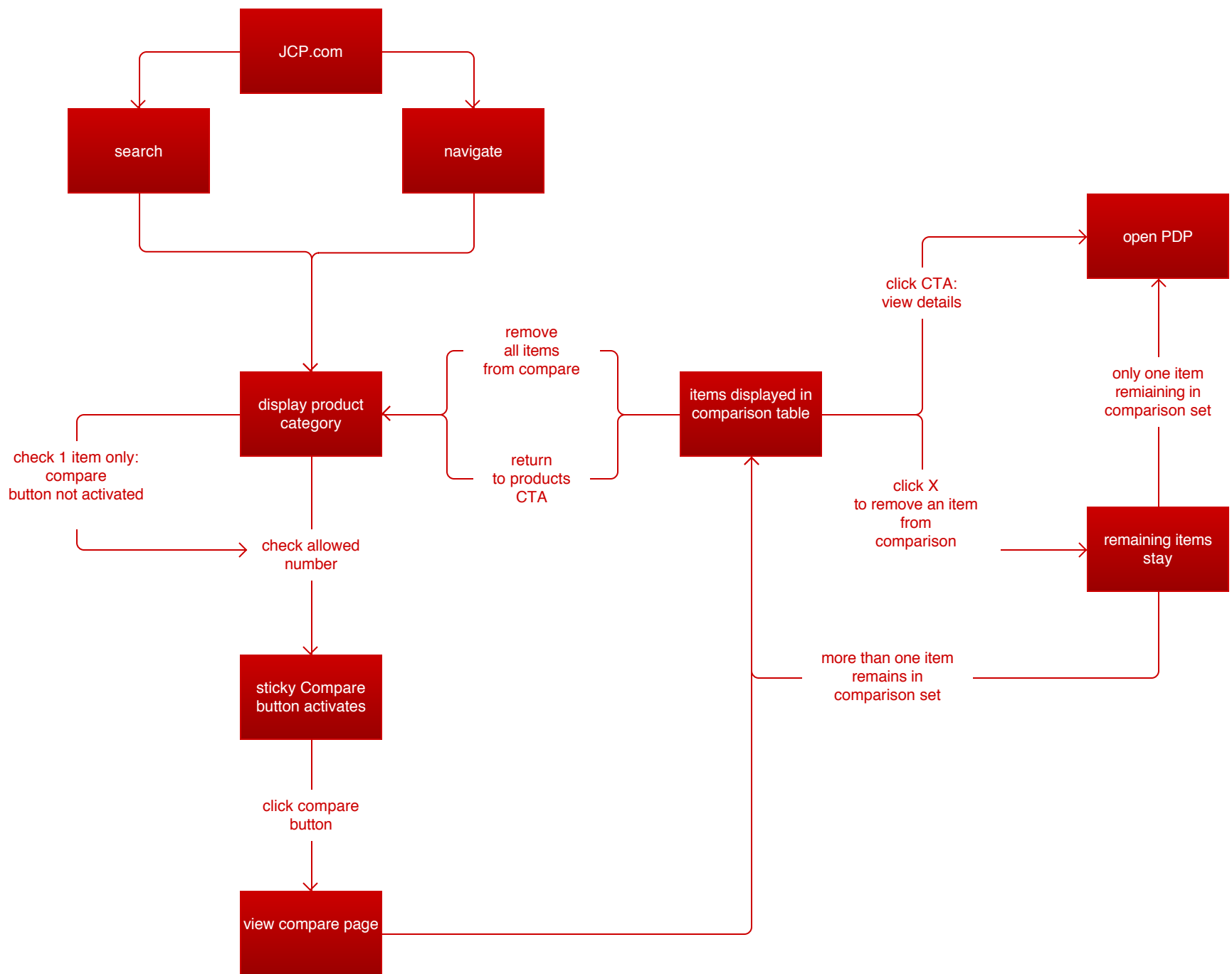
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APPLE.COM -
COMPARISON
INTERACTIONS
BROWSE PATH



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JCP.COM - COMPARISON INTERACTIONS



1. ITEMS FOR COMPARISON - BY CATEGORY

UX would like to hold off comparison in the flow restrict product types for comparison at the category level (washers, refrigerators, etc.) to prevent false comparisons between refrigerators and mixers, for example.

Option 2

- Customer CAN check more than allowed number of items
- Once limit reached, message appears next to selection with a clear CTA to Compare, "Compare the first # items you have selected?" with small "compare" link in message

2. COMPARISON - OVERSELECTION

- Customer CANNOT check more than allowed number of items
- Once limit reached, other check boxes are disabled.
- NO error message.
- Clear CTA to Compare.

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