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### **Pronto to Launch Social Shopping Site**

<http://mashable.com/2007/08/07/pronto-social-shopper/>

By: Kristen Nicole

Pronto, the shopping comparison site, is launching its social shopping component later on this week.

With the incorporation of some social shopping features, Pronto users will be able to create accounts and vote for the products they like. There's still the ability to see comparison prices for a given item, but now you can also leave your own reviews, read the reviews of others, and see how many people have voted for the item. In this sense, the Pronto social shopping community is somewhat like Digg. Your profile will show which products you like and don't like. In addition to indicating your preference for a particular item, you can do the same for stores as well. You can also make friends and keep up with their product and store reviews or shoot them a message.

There are a few things that could be worked on for Pronto, and perhaps it's due to its current pre-launch, beta status. But as of right now, it's a bit too easy to navigate away from the site, and too tricky to find the profile of a particular product or store, which will show the comparison prices, reviews, and external links for purchasing the product. In addition, I notice that there are categories for items that users don't like, but I don't see how to vote an item down instead of up. Otherwise, as Pronto is setting out to incur customer and user loyalty, it's on the right track. Adding the ability to add products, and even offering a bookmarking tool, widget and RSS subscriptions for trusted users would also move Pronto to a community of repeat users.

Similar sites include Viewpoints, Ciao, ExpoTV and friend2friend.