

AOL Merchant Comparison (MC) is technology that enables online shoppers to quickly compare AOL merchants that offer the same product. The basic service will enable shoppers to make a more informed purchase decision by allowing them to:

- Compare merchant ratings and prices among the AOL merchants offering the product.
- Access detailed merchant rating information.
- Purchase the item from the most appealing merchant.

### Project Goals

- Help shoppers decide where to buy after they have found what to buy.
- Provide sufficient and accurate comparison data so that shoppers replace their own research with ours.
- Create a flexible service which can be launched from multiple entry points, i.e. Product Search, Shopping Assistant and Decision Guides so that shoppers can comparison shop without leaving the Shop@ environment.

### Value Proposition

Merchant Comparison provides distinct value to three groups:

#### Online Shoppers

- Helps shoppers decide where to buy after they have found what to buy.
- Eliminate the need for consumers to search multiple sites for information.

#### Online Merchants

- Increase the amount of qualified shopping traffic.
- Provide a new venue for highlighting competitive advantages.

#### AOL

- Increases traffic to the Shop@AOL channel.
- Provides a new service to offer merchant partners.

### Usage Scenarios

MC will have multiple access points. Initially it will be available from Product Search, and subsequently will be available through Shopping Assistant, Reviews and Ratings and Decision Guides. As more services become available, Merchant Comparison will be accessible anytime a specific product is listed (e.g. Wishlists, Product Comparison.)

## Objective

Allows members to quickly and easily compare AOL Merchants that carry the same product.

## Project Status

Product is currently under development and is looking at a Mid-May alpha release.

## Business Dependencies

Relies on data that will be part of the DealTime deal.

## Technology Dependencies

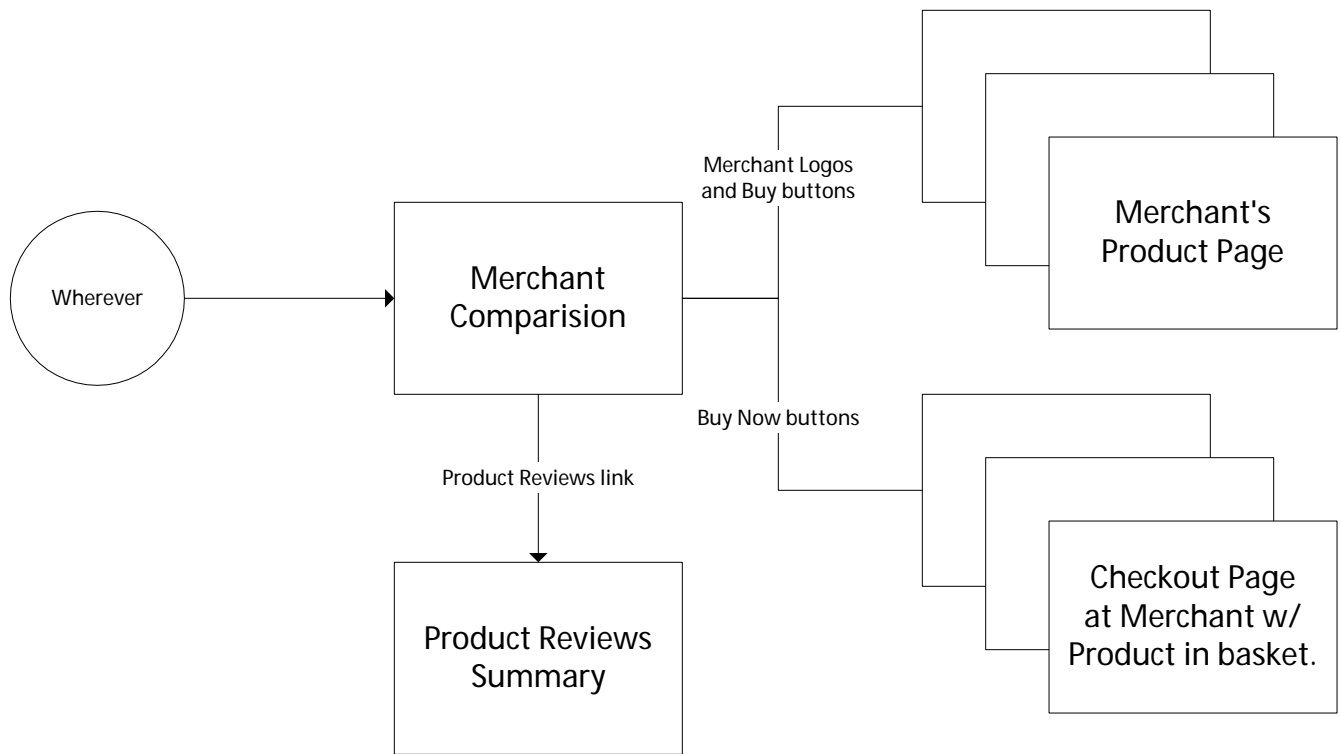
New technology is being developed by the AOL Shopping Divlet (AOL Products, AOL West.)

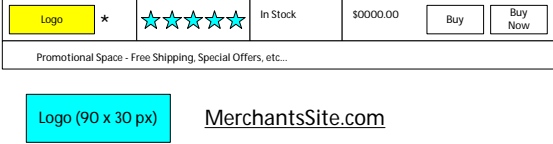







## Next Milestone

4/28: Committed Schedule determined.

## Project Launch

August 23, 2000 (estimate date.)



Store	An Image if merchant provides one; otherwise a link to the product's page at that merchant.	
Authorized Reseller	Authorized Dealer only holds for some merchants in some categories. It should serve as a highlight, not a lowlight.	
Store Rating	Linked to detailed ratings site for the merchant.	
Availability	Availability can contain either In Stock, Out of Stock or blank. This is not a sortable field, and we don't require it. Merchants who don't supply it shouldn't be penalized.	 <p>In Stock, Out of Stock, (Blank)</p>
Price		 <p>\$0000.00</p>
Buy Button	Button linked to the product's page at that merchant.	
Buy Now Button	If merchant is integrated w/ wallet this button puts buys the product via the Buy Now process.	
Promotional Space	Should hold space for 65 characters worth of information.	

Merchants will be listed in the order dictated by these rules (listed in priority):

- If the originating search query or MC request comes from a toolbar displayed at the top of a merchant, then that merchant is always listed first.
- The rest of the list is sorted by Merchant Rating, Price and finally, Merchant Name.

Shopping Hat

## Product Name

At these stores for \$000.00 to \$000.00 # consumer reviews and # professional reviews

Merchant Comparison

<div style="border: 1px solid black; height: 100px; margin-bottom: 5px;">Product Image</div> <div style="border: 1px solid black; height: 100px;">Product Data</div>	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 25%;">Store</th> <th style="width: 25%;">Store Rating</th> <th style="width: 25%;">Availability</th> <th style="width: 25%;">Price</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">▽</td> <td style="text-align: center;">▽</td> <td style="text-align: center;">▽</td> <td style="text-align: center;">▽</td> </tr> <tr> <td style="text-align: center;"> <div style="background-color: #00b050; color: white; padding: 2px; display: inline-block;">Logo (90 x 30 px) *</div> </td> <td style="text-align: center;">★ ★ ★ ★ ★</td> <td style="text-align: center;">In Stock</td> <td style="text-align: center;">\$0000.00</td> </tr> <tr> <td colspan="4" style="text-align: center; padding: 2px;">Promotional Space - Free Shipping, Special Offers, etc...</td> </tr> <tr> <td style="text-align: center;"> <a href="#">MerchantsSite.com</a> *                 </td> <td style="text-align: center;">★ ★ ★ ★ ☆</td> <td style="text-align: center;">Out of Stock</td> <td style="text-align: center;">\$0000.00</td> </tr> <tr> <td colspan="4" style="text-align: center; padding: 2px;">Cak pwico vux bolug incluros all uf cak sirucor hawrgasi itoms along gith cakiw nog pwicos.</td> </tr> <tr> <td style="text-align: center;"> <div style="background-color: #00b050; color: white; padding: 2px; display: inline-block;">Logo (90 x 30 px)</div> </td> <td style="text-align: center;">★ ★ ★ ☆ ☆</td> <td style="text-align: center;"></td> <td style="text-align: center;">\$0000.00</td> </tr> <tr> <td colspan="4" style="text-align: center; padding: 2px;">Nam liber te conscient to factor tum poen legum odioque civiuda.</td> </tr> <tr> <td style="text-align: center;"> <a href="#">MerchantsSite.com</a> </td> <td style="text-align: center;"></td> <td style="text-align: center;">In Stock</td> <td style="text-align: center;">\$0000.00</td> </tr> <tr> <td colspan="4" style="text-align: center; padding: 2px;">Trens roxas eis ti Plokeing quert loppe eis yop prexs.</td> </tr> <tr> <td style="text-align: center;"> <div style="background-color: #00b050; color: white; padding: 2px; display: inline-block;">Logo (90 x 30 px)</div> </td> <td style="text-align: center;"></td> <td style="text-align: center;">In Stock</td> <td style="text-align: center;">\$0000.00</td> </tr> <tr> <td colspan="4" style="text-align: center; padding: 2px;">Plasa maku noga wipont trenzsa schengos ent kaap zux copy wipont trenz kipg naar.</td> </tr> </tbody> </table> <p style="margin-top: 10px;">* Authorized Reseller</p>	Store	Store Rating	Availability	Price	▽	▽	▽	▽	<div style="background-color: #00b050; color: white; padding: 2px; display: inline-block;">Logo (90 x 30 px) *</div>	★ ★ ★ ★ ★	In Stock	\$0000.00	Promotional Space - Free Shipping, Special Offers, etc...				<a href="#">MerchantsSite.com</a> *	★ ★ ★ ★ ☆	Out of Stock	\$0000.00	Cak pwico vux bolug incluros all uf cak sirucor hawrgasi itoms along gith cakiw nog pwicos.				<div style="background-color: #00b050; color: white; padding: 2px; display: inline-block;">Logo (90 x 30 px)</div>	★ ★ ★ ☆ ☆		\$0000.00	Nam liber te conscient to factor tum poen legum odioque civiuda.				<a href="#">MerchantsSite.com</a>		In Stock	\$0000.00	Trens roxas eis ti Plokeing quert loppe eis yop prexs.				<div style="background-color: #00b050; color: white; padding: 2px; display: inline-block;">Logo (90 x 30 px)</div>		In Stock	\$0000.00	Plasa maku noga wipont trenzsa schengos ent kaap zux copy wipont trenz kipg naar.			
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