

Objective

Make shopping easier and more convenient by providing uniform, cross-merchant access to AOL shopping services. Provide a flexible, context-sensitive delivery platform for AOL shopping services regardless of where or how a user shops. Raise awareness of AOL services and merchants and provide a mechanism for extending and scaling the existing channel-based Shop@AOL business model.

Project Status

Project is preparing for an alpha release on May 3rd. Project is part of AOL 6.0 (K2) client.

Business Dependencies

Part of the AOL 6.0 client. Also, services being recommended by Shopping Assistant (Merchant Comparison and Product Reviews) are new services currently under development by the AOL Shopping Divlet (AOL Products, AOL West.) Aspects of interface are tied to other channel designs(Channel Hat and Toolbar)

Technology Dependencies

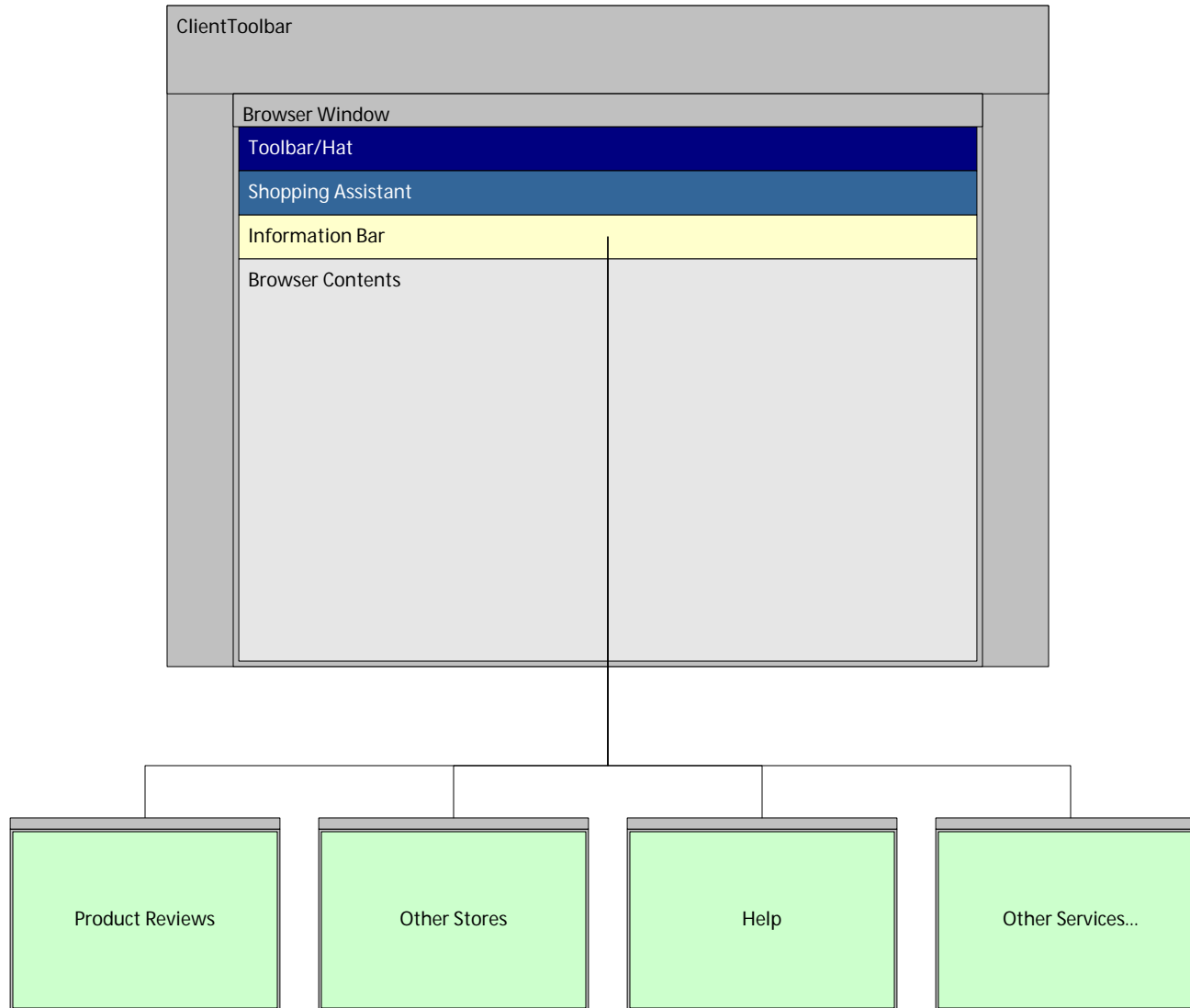
New technology being developed by Shopping Divlet in AOL Products.

Next Milestone

May 3rd, alpha release (part of K2 alpha.)

Project Launch

August 23, 2000 (K2 release date.)



Shopping Assistant

Component Interaction

Toolbar only appears to AOL 5.0 users and below (and Internet users) and Shopping Assistant only appears to AOL 6.0 users.

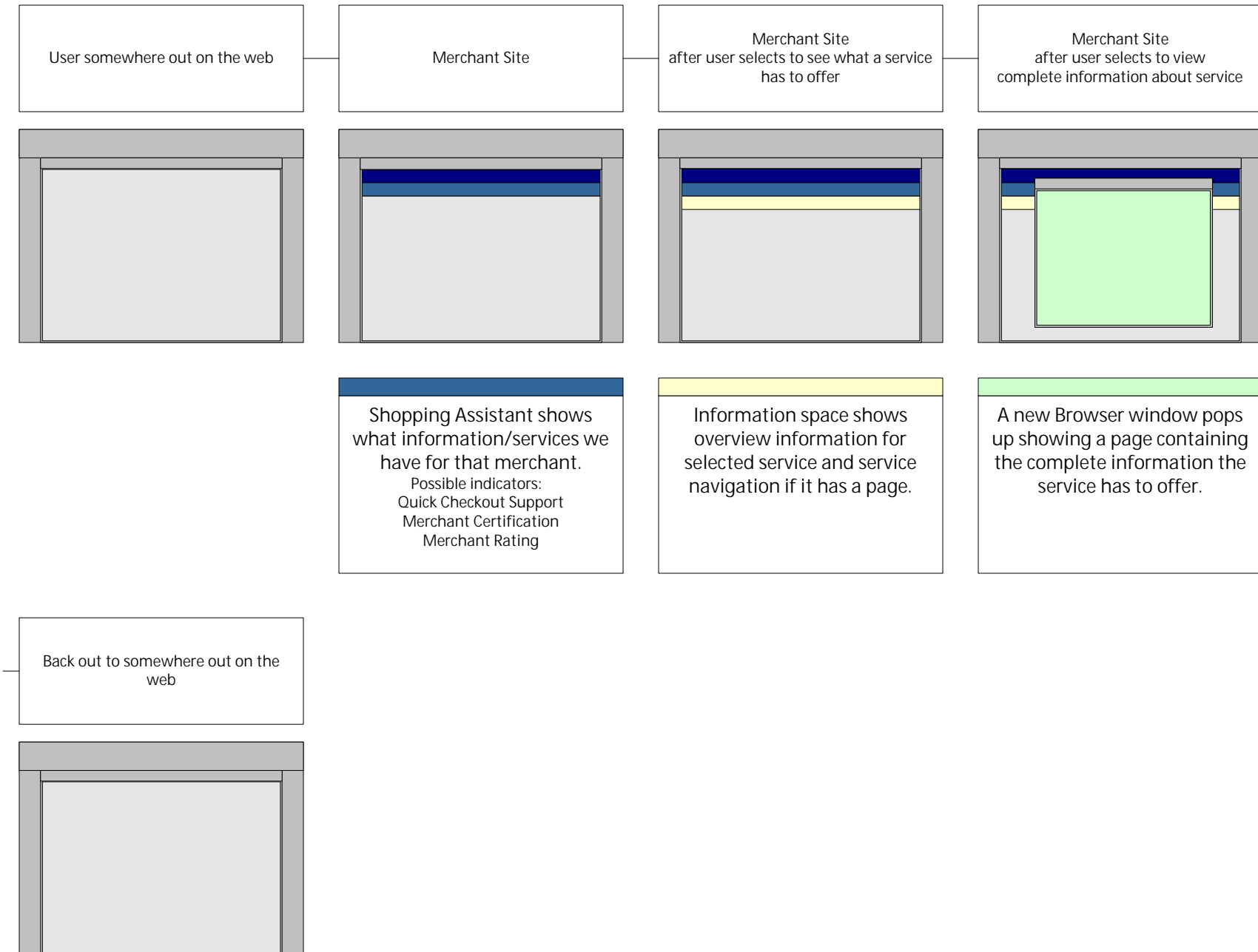
Channel	Partner Site	Non-Partner Site	Partner Site at Product	Non-Partner Site at Product
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Toolbar	Service Availability - "Shown if..."			
Shop@ Branding	Always			
Search	Always			
Browse	Always			

Shopping Assistant	Service Availability - "Shown if..."			
Quick Checkout Support	...partner is Enabled		...partner is Enabled	
AOL Certification	...partner is Certified		...partner is Certified	
Product Reviews		...we have Reviews	...we have Reviews	...we have Reviews
Merchant Comparison			...AOL Merchants carry the Product	...AOL Merchants carry the Product
Merchant Information			...we have a rating for the Merchant	

Info Bar	Service Availability - "Shown if..."			
Product Reviews				...user clicks service indicator on toolbar
Merchant Comparison			...user clicks service indicator on toolbar	...user clicks service indicator on SA
Merchant Information			...user clicks service indicator on SA	


Page	Service Availability - "Shown if..."			
Product Reviews			...user clicks more info link on info bar	...user clicks more info link on info bar
Merchant Comparison			...user clicks more info link on info bar	...user clicks more info link on info bar



This Store

This Store	Other Stores	Product Reviews	?
AOL Certified Merchant, Rating: ★★★★★☆  			


Other Stores

This Store	Other Stores	Product Reviews	?
Other AOL merchants have this product from \$000.00 to \$000.000 More Info 			

Product Reviews

This Store	Other Stores	Product Reviews	?
AOL has product reviews for. . . Rating: ★★★★★☆ More Info 			

Help

This Store	Other Stores	Product Reviews	?						
<p>Shopping Assistant is...</p> <p>When a Shopping Assistant service is turned on and AOL has information about the store you are visiting Shopping Assistant will enabled the following tools.</p> <p>More Info</p>	<p>Select the services you would like Shopping Assistant to provide:</p> <table border="1"><tr><td><input type="checkbox"/> Product Reviews</td><td>Provides information about what reviews we have as well as a link to where you can read them.</td></tr><tr><td><input type="checkbox"/> At This Store</td><td>Provides AOL certification SOMETHING, Quick Checkout status, and more about the store.</td></tr><tr><td><input type="checkbox"/> At Other Stores</td><td>Provides information from each merchant about the product.</td></tr></table> 			<input type="checkbox"/> Product Reviews	Provides information about what reviews we have as well as a link to where you can read them.	<input type="checkbox"/> At This Store	Provides AOL certification SOMETHING, Quick Checkout status, and more about the store.	<input type="checkbox"/> At Other Stores	Provides information from each merchant about the product.
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