

Making a purchase using the First Virtual payment systems is easy, as long as you are able to read and follow instructions and read your e-mail regularly. The transaction examined in this chapter shows how to purchase a subscription to the InfoHaus news list — a good value for anyone interested in using the First Virtual InfoHaus — but the process will be similar for any other product, with only a minor difference when buying hard goods.

THE TRANSACTION PROCESS

As has been discussed elsewhere, the transaction process starts with the merchant offering a product for sale. Providing a VirtualPIN to the merchant is just about all the consumer

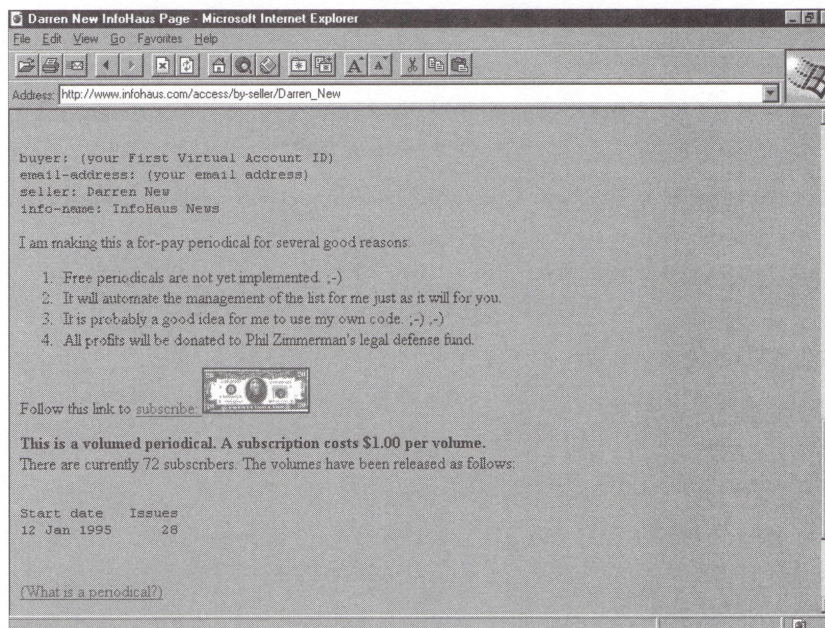


FIGURE 7-1 This offering on the InfoHaus is for the InfoHaus News e-mail list. Reprinted with permission from First Virtual Holdings Incorporated, 1996.

Subscription form - Microsoft Internet Explorer

File Edit View Go Favorites Help

Address: http://www.infohaus.com/access/subscription/Darren_New/InfoHaus_News

Subscription to Darren_New/InfoHaus_News

Use this form to give the InfoHaus(TM) the information it needs to start your subscription to *InfoHaus_News* sold by Darren_New.

This is a volumed periodical. A subscription costs \$1.00 per volume.
There are currently 72 subscribers. The volumes have been released as follows:

Start date	Issues
12 Jan 1995	28

To buy a subscription, you must fill in the following fields:

First Virtual Account ID to be billed:

Email address to receive issues:

(Not necessarily your own. Makes for fun gifts!)

Select to purchase!

If your browser does not support forms, please compose an electronic mail message as follows:

To: subscription@infohaus.com

FIGURE 7-2 *Paying for a product using First Virtual's payment system. Reprinted with permission from First Virtual Holdings Incorporated, 1996.*

If your browser does not support forms, please compose an electronic mail

To: subscription@infohaus.com

SELLER: Darren_New
 INFO-NAME: InfoHaus_News
 BUYER: Your First Virtual Account ID
 EMAIL-ADDRESS: The email address to receive issues

Thank you for shopping with First Virtual!

FIGURE 7-3 *Instructions for making a First Virtual purchase by e-mail. Reprinted with permission from First Virtual Holdings Incorporated, 1996.*

the seller, the product (“InfoHaus News”), and the buyer (VirtualPIN). In this case, an e-mail address is required because the product is delivered through e-mail.