

PROTECTIVE ORDER MATERIAL

Message

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on behalf of Nicole Nestel <nicole@nicolenestel.com> [nicole@nicolenestel.com]
Sent: 5/3/2004 3:00:05 PM
To: Milton Diaz [mdiaz@bbitv.com]; Kim Wall [kimberlywall@yahoo.com]
Subject: Community Classified Specifications - and pricing

Hello All,

I have updated these specifications according to comments. There are some changes that we may want to integrate into the HTML prototype (I'll be calling you, Kim!), and we should probably nail down the pricing scheme fairly quickly. Regarding Guy's suggestion of breaking out the purchase and completing it with a customer service, my instinct is that if you delay the purchase to a phone call, it will create user dropoff, which might counteract any upsell that you may have gained by using a graduated pricing model and inserting a personal interaction. As far as I can tell, there are examples of both types of cases, I looked at;

1. New York Time
2. Burlington Free Press (Vermont)
3. Washington Post
4. Miami Herald
5. Albany Times-Union (upstate New York)

In the case where the selling price of the item affects the ad price, this is usually because the category "Merchandise" has been broken into subcategories such as "Under \$500" or "over \$1000", so it is the subcategory which is chosen that has keyed the price, not the selling price of the item. There were several examples where the user was asked to enter the text of the ad and submit contact information to be contacted by a classified ad representative. I think that we may want to tend towards a more automated model though, given a very light infrastructure at BBitV...

Best,
Nicole

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