Message

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on behalf of Nicole Nestel <nicole@nicolenestel.com> [nicole@nicolenestel.com]
Sent: 6/2/2004 6:16:30 PM
To: Milton Diaz [mdiaz@bbitv.com]; Kim Wall [kimberlywall@yahoo.com]
Subject: BBiTV - "Community Classified" Product Functionality

Hi Everyone,

As we look at the web application prototype, I believe that there are a couple of areas of functionality that need to be expanded on.
1. A process by which the user can delete or cancel their ad early. (this should be free)
2. A process by which the user can change something in an existing ad. (this should be a paid service)
3. Renewal - An ad nears the end of its appointed time, and the user is able to buy additional time, without going through the editorial process. (This should be a paid service, based on the same rate schedule as the original ad)

My initial thought is to make these two services accessible only from inside the user account, ie according to the web flow charts, this would be two additional menu items on Screen Two underneath the My Account header. Ideally - one would be able to click on the ad in the ad history -- preview it and be able to create a change, a deletion, or a renewal from a detail ad history page. An option that required a service charge would automatically route to the shopping cart before completing the editorial cycle. I do not know whether we will be able to incorporate that functionality in the initial build, that may need to be phase 2.

Alternatively, a less development-intensive (more manual) solution might look like the following.
1. The deletion link would kick off an email form to customer service/editorial . It would require the code for the specific ad order to be included.
2. The change or modification would be a flat fee. The user would click a menu item under "My Account" fill out a form which required the ad order number and then "purchase" the change.
3. Renewal - The user would click a menu item under "My Account" fill out a form which required the ad order number and then "purchase" one of several options based on duration.

What does everyone think about the need for these pieces of functionality? Critical? Nice to have? Completely Unnecessary?

Thanks,
Nicole