

The overall goal for Shopping Search I of finding the "Right Product at the Right Merchant," does not change in this next release of Shopping Search II (SII). The SI feedback logs have shown that 63% of SI users have a product in mind when they begin their search. SII will serve them best by helping the shoppers quickly and easily find the product they want and then help them find where to buy it.

The plans for Shop@2000 call for a separation of the products that are available to be purchased from the merchants who sell them. This will provide shoppers with detailed information about the products they are looking to purchase. By giving them that information up front, SII can then deliver to the merchants the most qualified shopper as possible with a very high conversion rate for the merchant.

The features planned for SII fall into three main categories:

1. Information - One of the most requested feature enhancement from SI is to have more product details included in the search result. This includes images, product features, etc.
2. Relevance - Since shoppers often have a product in mind at the start of search, SII should enable the shopper to find the most relevant results as quickly as possible. This can be accomplished with features such as category-specific searches and the ability to refine results.
3. Action - In SI, the only action available to the shopper was to click-thru to a merchant product page. However, feedback logs have shown that the shopper wants to do more with their results, including sorting, comparing merchants and looking for a local merchant who sells the product.

Objective

Our objective is to help shoppers find the right product at the right merchant. With the 2.0 release we are planning to provide shoppers w/more information, more relevant results and with the ability to take more action with those results.

Project Status

The project is in development from a technology standpoint.

Business Dependencies

"AOL shall provide to Dealttime a link containing mutually agreed-upon wording at the bottom of each AOL Shopping Search Product Results Page. Each such link shall link to the corresponding product search results page on the Customized Site and shall be coded in a format designated by AOL"

Technology Dependencies

New technologies are being created for this project.

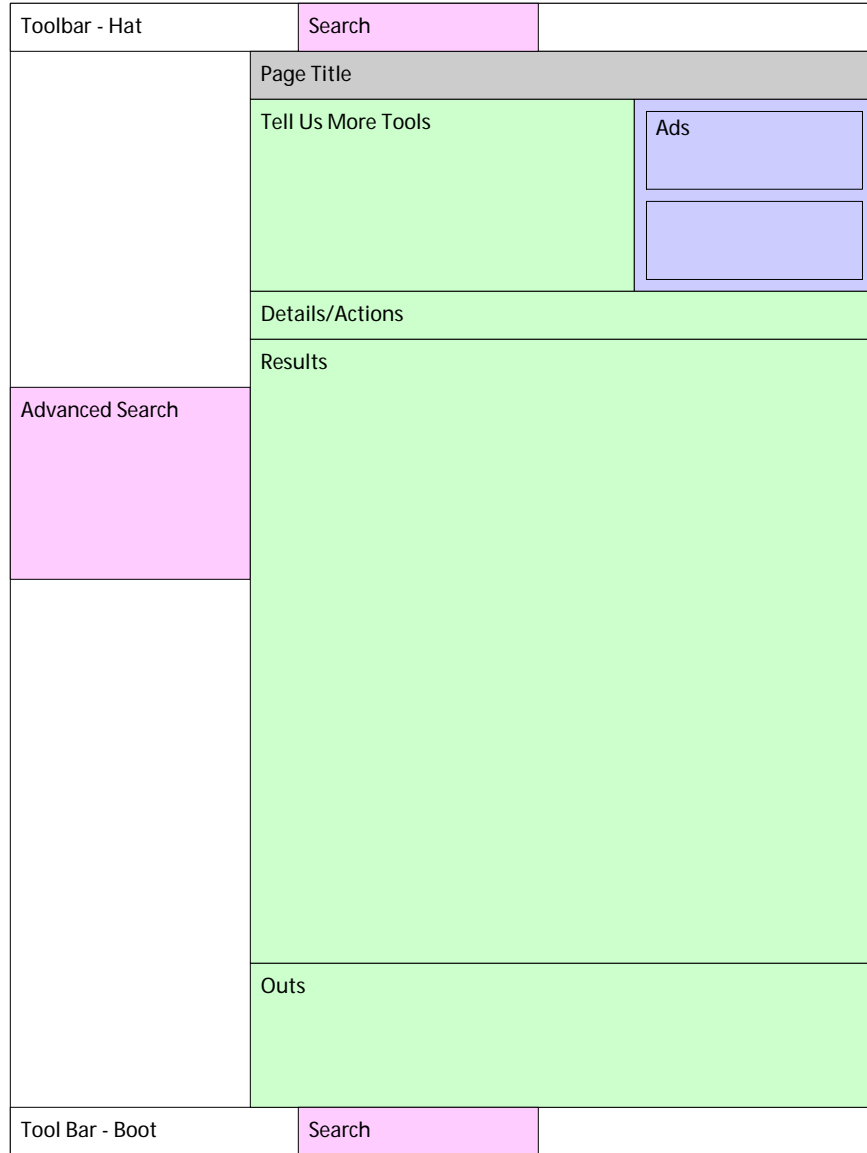
Next Milestone

Graphic Design

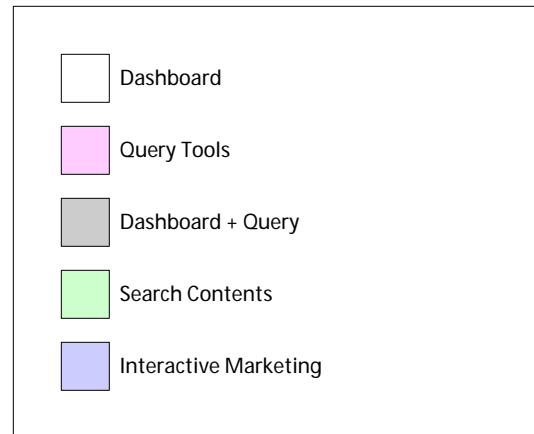
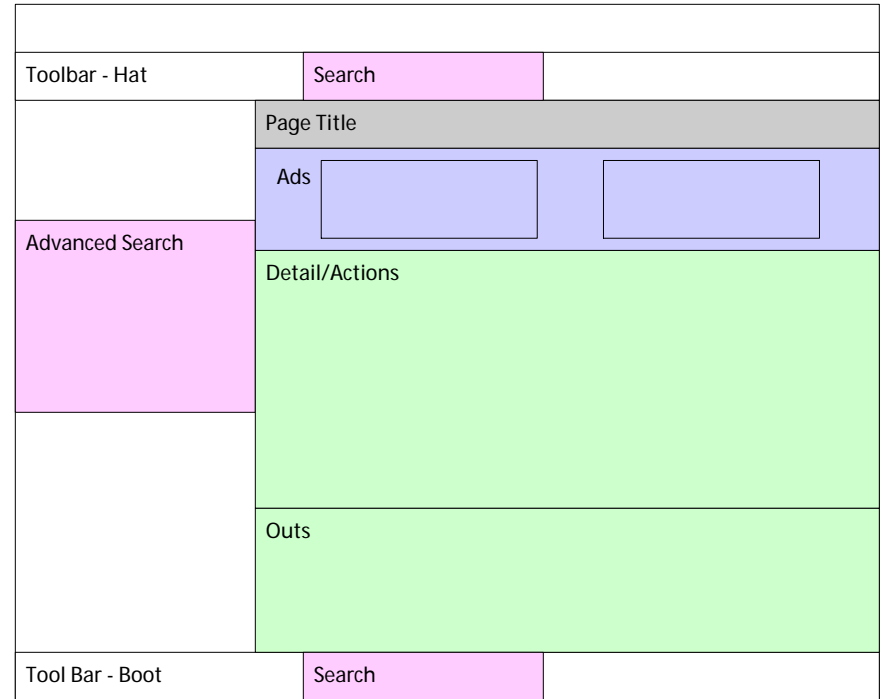
Project Launch

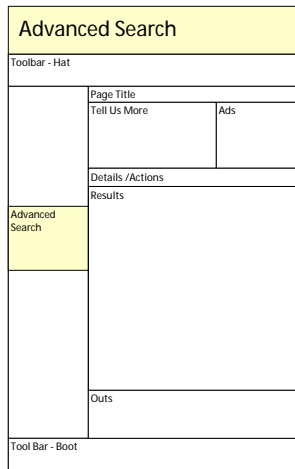
Est launch is beginning of September

Results w/ Returns



Results w/out Returns





Advanced Search - A set of tools which lets the user limit their search before executing it.

in **All Categories** ▼

- All Categories
- Books
- Music
- Videos
- Software
- Hardware
- Games
- Electronics
- Toys
- Apparel
-
- Shopping Categories
- ...

in **Books** ▼ for

Title

Author

ISBN

Books

- Title
- Author
- ISBN

Games

- Category
- Platform

Dropdown: Mac, PC, Linux, ???

Music

- Title
- Artist
- Song
- Label

Electronics

- Category
- Manufacturer

Dropdown:
 Dropdown:

Video

- Title
- Director
- Actors
- MPAA Rating

Toys

- Manufacturer
- Age Group

Dropdown:
 Dropdown:

Software

- Category
- Manufacturer
- Platform

Dropdown:
 Dropdown: Mac, PC, Linux, ???

Apparel

- Category
- Gender

Dropdown:
 Dropdown:

Hardware

- Category
- Manufacturer
- Platform

Dropdown:
 Dropdown: Mac, PC, Linux, ???

Outs		
Toolbar - Hat		
Advanced Search	Page Title	
	Tell Us More	Ads
Details / Actions		
Results		
Outs		
Tool Bar - Boot		

Tell Us More -a set of interfaces which give the user a set of choices which rephrase their search to a query which more closely reflects their intent.

Related Searches

[juicers](#) | [green power juicer](#) | [omega juicers](#) |
[green life juicer](#) | [champion juicers](#) | [juicer health](#)

Related Stores

[Merkata](#) | [Macy's](#) | [Hammacher Schlemmer](#) |
[Cooking.com](#)

Related Searches - a list of terms which may help the user hone their search.
- There should not be duplicate items.

Related Stores - Anchor merchant promotions served up by ad server.

Details/Actions		
Toolbar - Hat		
Advanced Search	Page Title Tell Us More	Ads
Details /Actions		
Results		
Outs		
Tool Bar - Boot		

Details/Actions w/ Returns - an explanation of the returns with actions that can be taken against them.

512 products found, sorted **by category** , limited to **any price**

- by brand
- by product name
- by category
- by popularity
- by relevance
- by price

- any price
- \$0 - \$1
- \$1 - \$10
- \$10-\$100
- \$100-\$1000
- \$1000 and above

Sort Menu contains ways to sort the results. If all of the results fall into one of the special categories (Movies, Books, Music) then the menus contents change to reflect that.

Price Range restricts the returns to only those items which fall in the range. It will be broken up into no more than 5 buckets where the lowest is "\$0 to \$(low range)" and the highest is "\$(highest price) and above"

Books
<ul style="list-style-type: none"> by title by author by category by popularity by relevance by price

Movies
<ul style="list-style-type: none"> by title by director by MPAA rating by category by popularity by relevance by price

Music
<ul style="list-style-type: none"> by title by artist by label by popularity by relevance by price

Query Type	Example	Details/Action
Flat Relevance across multiple categories	"mouse", "paper", "cards"	# products found, sorted [by category], limited to [any price]
Brand	"nike"	# products found, sorted [by category], limited to [any price]
Store + Brand	"macys levis"	# products found, sorted [by category], limited to [any price]
Direct Hit on an uber-category	"books", "furniture"	# products found, sorted [by category], limited to [any price]
Flat Relevance in one category	"digital camera", "history book"	# products found, sorted [by popularity], limited to [any price]
Brand + One Category	"nike running shoes"	# products found, sorted [by popularity], limited to [any price]
Store + One Category	"nordstrom shoes"	# products found, sorted [by popularity], limited to [any price]
Direct Hit on a leaf category	"mouse pad"	# products found, sorted [by popularity], limited to [any price]
Steep Relevance across multiple categories	"red shoes"	# products found, sorted [by relevance], limited to [any price]
Steep Relevance in one category	"auto-focus digital camera"	# products found, sorted [by relevance], limited to [any price]
Product	"palm v"	# products found, sorted [by relevance], limited to [any price]

Details/Actions	
Toolbar - Hat	
Advanced Search	Page Title
	Ads
	Details /Actions
	Outs
Tool Bar - Boot	

Details/Actions w/out Returns - - an explanation of why we don't have returns with actions that indicate directions to possible returns and/or directions to likely intended destination(s).

Query Type	Example	Details/Action
No Query	""	No search term was entered. Would you like to try browsing one of these AOL Shopping areas?
No Results	"zxcvb"	We have no products which use the term "query." If you are sure this is the correct spelling you may want to try one of the following.
Order Number	CDW "AO99171"	We think you are looking information on or the status of an order. Please go to the merchants site where you bought the item and check on the order there.
Parentally Restricted	"sex"	Parental Restrictions indicate that this is a restricted term.
Definite Web-site	"www.amazon.com"	Next time search for products at AOL Shopping and we'll give you additional information and show you the best prices.

Results		
Toolbar - Hat		
Advanced Search	Page Title	
	Tell Us More	Ads
	Details / Actions	
	Results	
	Outs	
Toolbar - Boot		

Results - a list of products , sorted based on the returns information structure.

Query Type	Example	Sort
Flat Relevance across multiple categories	"mouse", "paper", "cards"	Category
Brand	"nike"	Category
Store + Brand	"macys levis"	Category
Direct Hit on an uber-category	"books", "furniture"	Category
Flat Relevance in one category	"digital camera", "history book"	Popularity
Brand + One Category	"nike running shoes"	Popularity
Store + One Category	"nordstrom shoes"	Popularity
Direct Hit on a leaf category	"mouse pad"	Popularity
Steep Relevance across multiple categories	"red shoes"	Relavance+
Steep Relevance in one category	"auto-focus digital camera"	Relavance
Product	"palm v"	Relavance

Sorted By

Standard

by brand
by product name
by category
by popularity
by relevance
by price

Books

by title
by author
by category
by popularity
by relevance
by price

Movies

by title
by director
by category
by popularity
by relevance
by price

Music

by title
by artist
by label
by category
by popularity
by relevance
by price

Alphabetically - Brand, Product Name, Title, Author, Director, Actor, Artist, Label

A Product
Aa Product
Ab Product
... Product
Az Product
Aa-Bo, Bo-Ei ... U-I-Ze
Next 10 Products

Popularity

Most Popular Product
2nd Most Popular Product
3rd Most Popular Product
... Most Popular Product
10th Most Popular Product
Next 10 Products

Sorted 1st by popularity then alphabetically by brand/title, then by product name/author/director/artist.

Relevance

Most Relevant Product
2nd Most Relevant Product
3rd Most Relevant Product
... Most Relevant Product
10th Most Relevant Product
Next 10 Products

Sorted 1st by relevance then alphabetically by brand/title, then by product name/author/director/artist.

Buckets

Aa-Bo, Bo-Ei ... U-I-Ze
Back Up - Aa-Ag, Ag-At ... Bi-Bo

Links - 10 groupings w/ Back Up link when user descends into a bucket.

Previous/Next

Next 10 Products
Previous 10 Products Next 10 Products
Previous 10 Products

Price

Least Expensive Product
2nd Least Expensive Product
3rd Least Expensive Product
... Least Expensive Product
10th Least Expensive Product
Next 10 Products

Sorted 1st by price then alphabetically by brand/title, then by product name/author/director/artist.

Possible Cool Interface: Go To: [] [Go] where user can specify part of name, price, etc. from the sort

To go to products for around \$13

Go To: [\$10] - [Next 10 Products](#)

To go to books whose author is "Wellington"

Go To [Well] - [Next 10 Products](#)

Sorted By

Relevance+

Most Relevant Product
2nd Most Relevant Product
3rd Most Relevant Product
... Most Relevant Product
10th Most Relevant Product
Categories: [Categories]
Next 10 Products

Sorted 1st by relevance then alphabetically by brand/title, then by product name/author/director/artist.

Menu - Lists cats. of products found in order of which have the highest number of most relevant products.

<10 Categories

1st Category
Most Popular Product
2nd Most Popular Product
... Most Popular Product
1st Category Accessories
2nd Category
Most Popular Product
2nd Most Popular Product
... Most Popular Product
2nd Category Accessories
... Category
Most Popular Product
2nd Most Popular Product
... Most Popular Product
... Category Accessories
- 1st Accessories Category
- 2nd Accessories Category
- ... Accessories Category

- Equal distribution of products among groups
- Example products chosen by popularity
- Categories will be ordered by the most popular product for each category in the result set.

10+ Categories

1st Category
Most Popular Product
1st Category Accessories
2nd Category
Most Popular Product
2nd Category Accessories
3rd Category
Most Popular Product
3rd Category Accessories
... Category
Most Popular Product
... Category Accessories
10th Category
Most Popular Product
10th Category Accessories
Other Categories: [Categories]
- 1st Accessories Category
- 2nd Accessories Category
- ... Accessories Category

Outs		
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Tool Bar - Boot		

Outs - a set of tools which gives the user some actions to take if the results do not look like they are meaningful.

Related Shopping Sites

[site.com](#), [site.com](#)

Also search for "query" on

[AOL](#), [the Web](#), [Local Stores](#), [DealTime](#)

Related Shopping Sites - a link to a merchant's site if the query contains a word which is likely a merchant's name. (Ex. Query="amazon" Related Shopping Site would be "amazon.com")

Also search for "query" on - a list of alternate places the user might find information about their query.