



# **Request Information (RFI) Fine-Tuning**

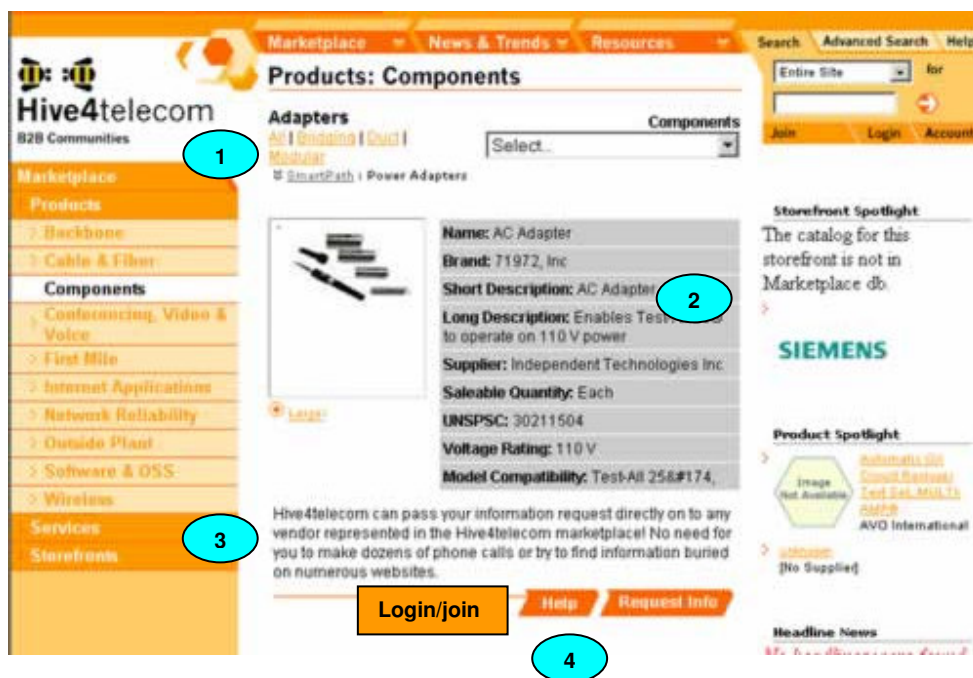
**Version 1.0**

**2/28/01**


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## CONTENTS

I. Product Detail.....	3
Ia. Help Page #1 Popup .....	4
Ib. Login/Registration Page .....	5
II. Request Information page (top).....	6
II. Request Information page (bottom).....	7
IIa. Help Page #2 Popup .....	8
IIb. “Are You Sure?” popup .....	9
III. Edit User Information form .....	10
IIIa. Help Page #3 Popup .....	11
IV. Review Page.....	12
IVa. “Are You Sure?” #2 Popup.....	13
V. Confirm Request Page .....	14
Va. “About Your Request for Information” popup .....	15
Buyer Confirmation Email.....	16
RFI Email to Supplier .....	17



**#2 Detail: product description**

 **Sony AC Adapter**  
Independent Technologies, Inc.

Voltage Rating: 110V  
Model Compatibility: Test-All 25®

**Description:** Enables Test-All 25® to operate on 110 V power.

## I. Product Detail

**Question:** would it be possible to put the login form on the product detail page?

- Subcategory listing, select box, and SmartPath need to be redesigned as part of overall IA reworking.
- Product description: include only fields that are meaningful to the end user. Eliminate field labels for name, brand, and supplier. Eliminate "short description" (same as Name), saleable quantity, and UNSPSC. If possible, wrap product description around product image, perhaps with long description below image. (See detail.)
- Copy: brief instructions need to be added, as shown in modified screenshot. If user is not logged in, the instructions must state that membership is required to use the RFI feature and should tell the user to login or register. Something like, "Request information on this product: To contact this supplier, please login or register if you are not a member yet." For logged-in member, copy simply explains how to use the RFI feature. (Help link provides details.)
- Buttons:
  - Buttons should appear both above and below the product description.
  - Button graphics must be redesigned to look like buttons. Make them look 3-D and possibly use rollover.
  - If user is not logged in, "Request Info" button should be greyed out so it is clear the user cannot request info without being logged in/registered (default link to login).
  - If user is not logged in, a LOGIN button should appear.



### la. Help Page #1 Popup

1. Copy: Explain how the buying process works using the Request Info From Supplier form. Explain that user must be registered and specify how user goes about registering.

#### #1 Detail: sample copy

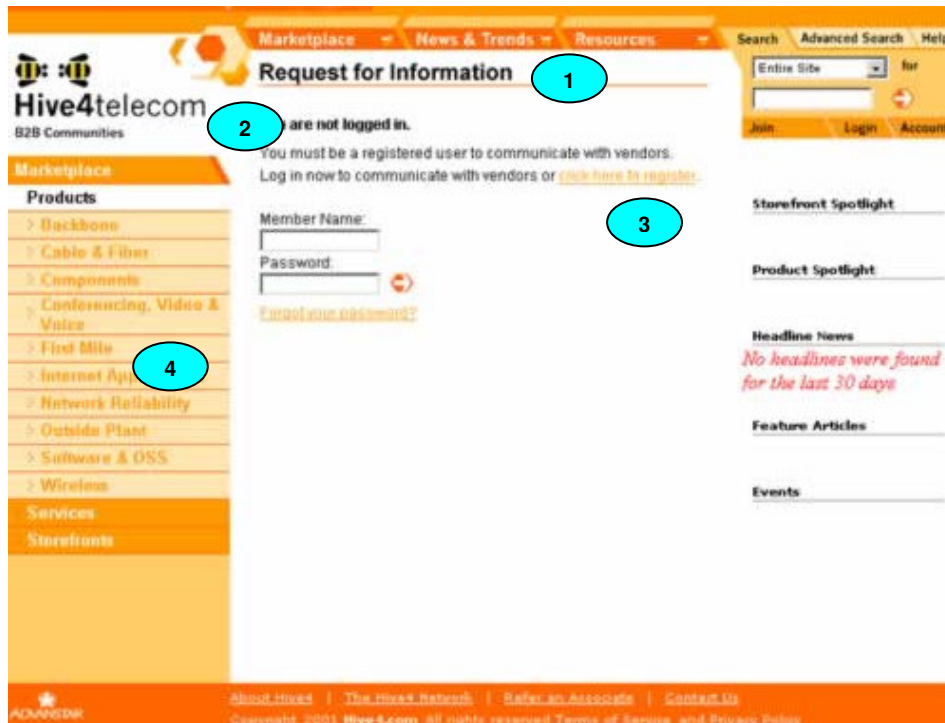
Hive4telecom can pass your information request directly on to any vendor represented in the Hive4telecom marketplace! No need for you to make dozens of phone calls or try to find information buried on numerous websites.

To request information directly from the supplier, please login. then click the "request information" button. You will be asked to provide your contact information and to specify the kind of information you would like the vendor to give you. Your request will be sent directly to the vendor, who will contact you with the information you have requested.

**Not a member yet?** Just click the join/login button and complete the simple registration form. Membership is FREE and allows you not only to use the Information Request feature, but also to customize the content on Hive4telecom, and to receive free e-mail newsletters, if desired.

If you require additional help, click "help" in the main menu.

2. JOIN: do not use all caps (equivalent to yelling). The instructions on how to join should refer to a special join link on the product detail page, not to the universal join button in the top menu.
3. Close Window button: needs to look like a button.



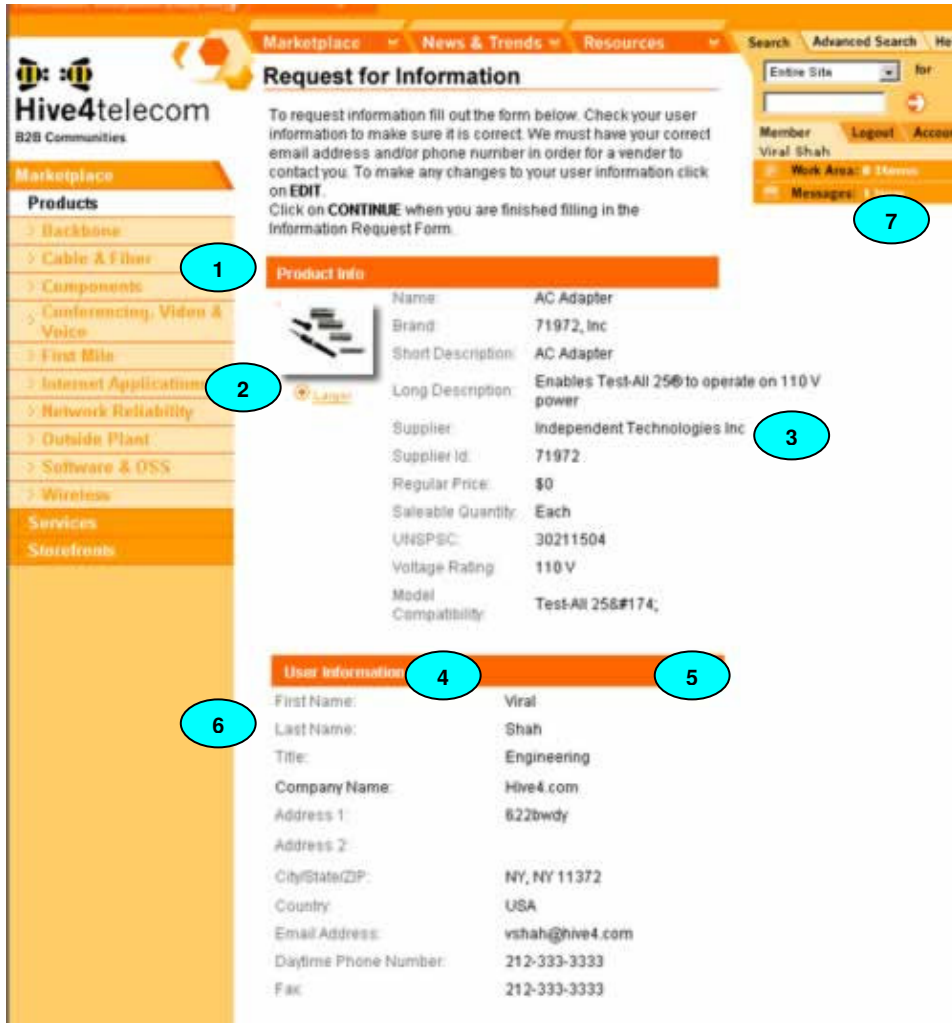
## Ib. Login/Registration Page

**Question:** would it be possible to put the login form on the product detail page and eliminate this page?

1. Title: change title to "Request for Information: Login."
2. Copy: Please login to communicate with vendors. If you are not yet a member of Hive4telecom, please [click here to register](#).
3. Register link: when the new registration process is implemented, the register link will point to basic membership.

### Future development note:

In the new registration process, the basic membership page would have unique greeting because the user is registering specifically in the context of RFI. It may be a good idea to present only the basic membership form, since the user will then go on to fill out the RFI form. Perhaps we could add a page at the end of the RFI process that asks member if s/he wants to save her contact info in his/her account profile and also asks user if s/he wants to customize the homepage, etc.



The screenshot shows a web page titled "Request for Information" for "Hive4telecom". The page is divided into two main sections: "Product Info" and "User Information".

**Product Info:**

Name:	AC Adapter
Brand:	71972_Inc
Short Description:	AC Adapter
Long Description:	Enables Test-All 25# to operate on 110 V power
Supplier:	Independent Technologies Inc
Supplier Id:	71972
Regular Price:	\$0
Saleable Quantity:	Each
UNSPSC:	30211504
Voltage Rating:	110 V
Model Compatibility:	Test-All 25#174

**User Information:**

First Name:	Viral
Last Name:	Shah
Title:	Engineering
Company Name:	Hive4.com
Address 1:	622bwdy
Address 2:	
City/State/ZIP:	NY, NY 11372
Country:	USA
Email Address:	vshah@hive4.com
Daytime Phone Number:	212-333-3333
Fax:	212-333-3333

Annotations on the screenshot:

- 1: Points to the left navigation menu.
- 2: Points to the "Product Info" section header.
- 3: Points to the "Supplier" field in the Product Info section.
- 4: Points to the "User Information" section header.
- 5: Points to the "Edit" button in the User Information section.
- 6: Points to the "User Information" section.
- 7: Points to the right-hand navigation area (Member, Logout, Account, Work Area, Messages).

## II. Request Information page (top)

Product Info section:

1. Move section to top of form, as shown in modified screen shot.
2. Add thumbnail of product image (smaller than on product detail page). **What are options if there is no product image available?**
3. Condense product details: include only fields that are meaningful to the end user. Eliminate field labels for name, brand, and supplier. Eliminate "short description" (same as Name), saleable quantity, and UNSPSC. If possible, wrap product description around product image, perhaps with long description below image.

User Information section:

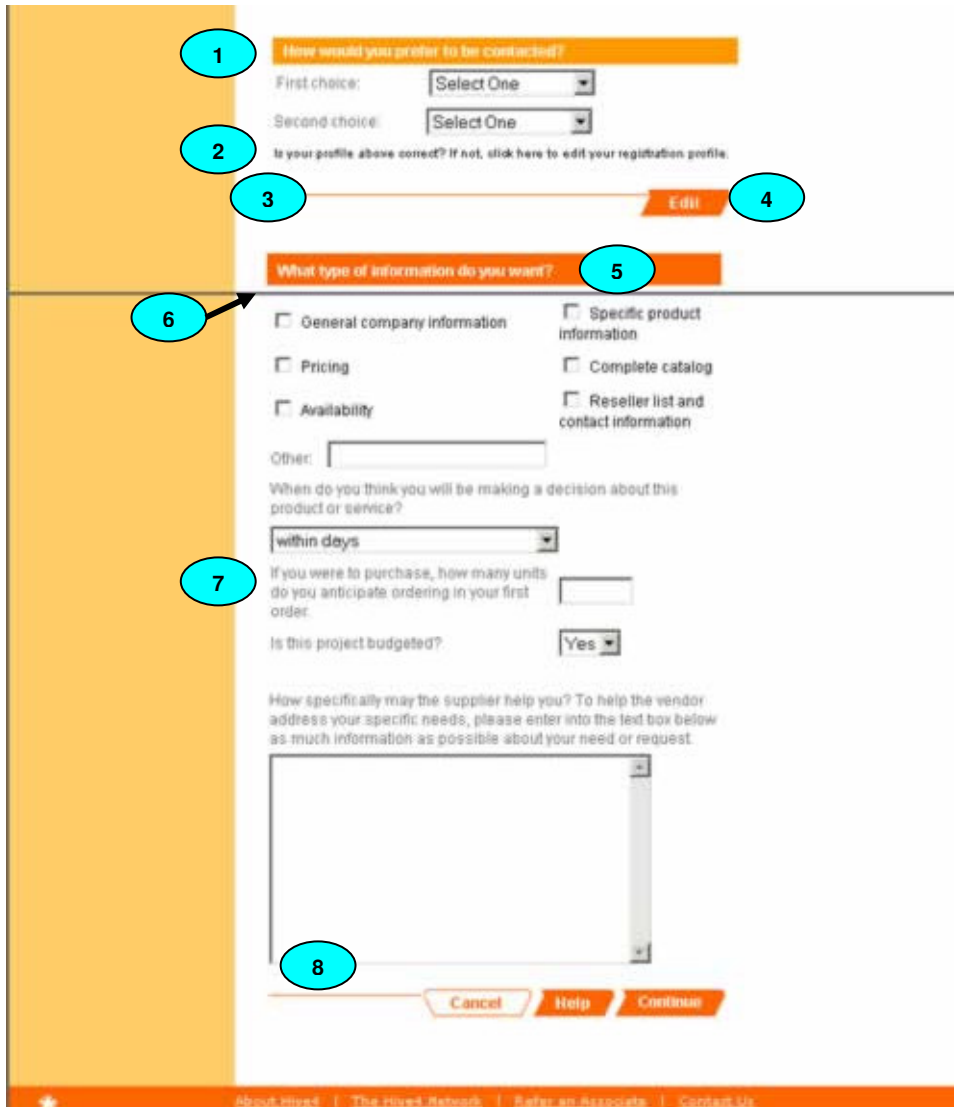
4. Copy: change "User Information" label to "Contact Information"
5. Add "Edit" button to top of User Information (Contact information) section.
6. Remove field identifiers (first name, last name, etc.) and single space member contact information.

**Question:** can user information be a fill-in form, with all fields pre-populated? (Eliminate "edit user info" page.)

7. Remove right column auxillary elements and work area/messages box from all pages.

**Future development note:**

When revamped work area and messaging features are implemented, left navigation will be Account menu.



The screenshot shows a web form titled "Request Information" with several sections. Callouts 1-8 point to the following elements:

- 1:** Section header "How would you prefer to be contacted?"
- 2:** Instructional text "Is your profile above correct? If not, click here to edit your registration profile."
- 3:** "Edit" button (top)
- 4:** "Edit" button (bottom)
- 5:** Section header "What type of information do you want?"
- 6:** Checkboxes for "General company information", "Pricing", and "Availability".
- 7:** Text area for "Other:"
- 8:** "Continue" button at the bottom of the form.

## II. Request Information page (bottom)

"How would you prefer to be contacted?" section:

1. "How would you prefer to be contacted?" label should not be a section label. Text only.
2. Move instructional copy ("Is your profile above . . .") to top of User Information section, just below section label.
3. Copy: Change "Is your profile above . . ." to "Is your contact information correct? If not, click "edit" to make necessary changes."
4. "Edit" button: place both on top and bottom of User Information (Contact information) section.

"What type of information do you want?" section:

5. Change text on "What type of information do you want?" label (something like "Comments to Supplier").
6. Insert text between "Comments to Supplier" label and check boxes: "What type of information do you want?"
7. Copy change needed to correct bad grammar: "If you were to purchase, how many . . ."
8. Copy: between text area and cancel/help/continue buttons, add copy telling the user that when they click "Continue," they will be given a chance to review the RFI before it is sent to the supplier. OR: change "Continue" to "Review."

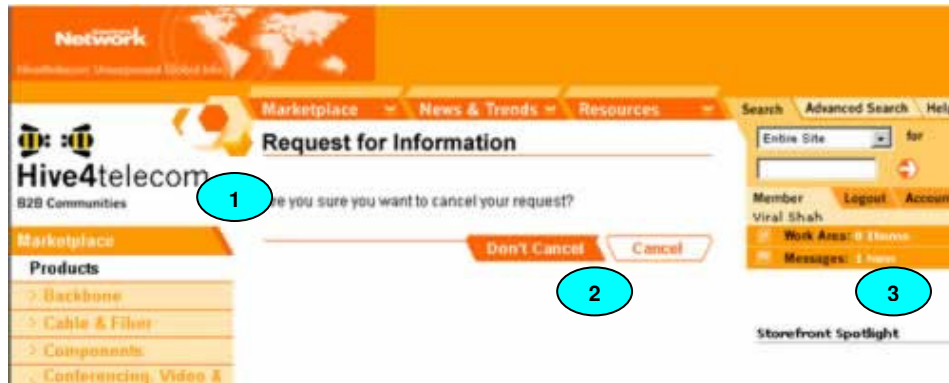


## Ila. Help Page #2 Popup

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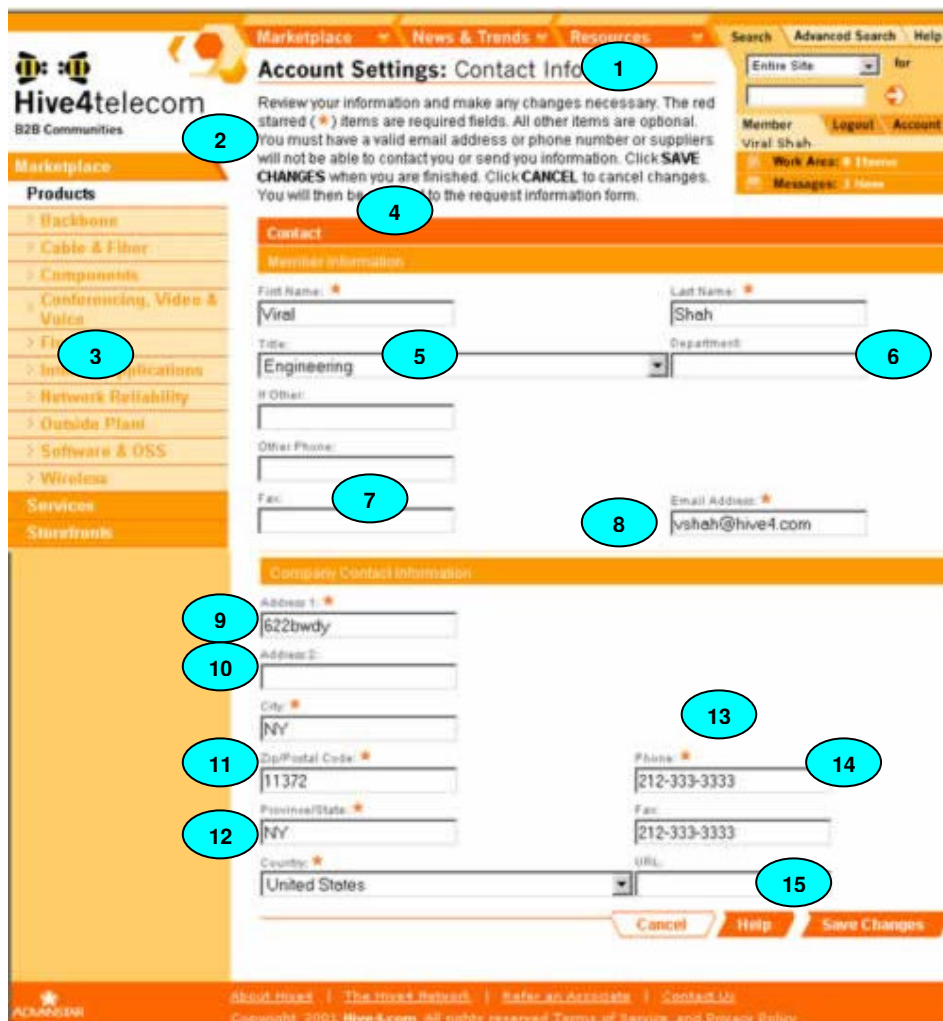
Copy needed:

- Explain concept of RFI.
- **Explain what kind of info the user can request from supplier (Not just the list of options already presented on the form!)**
- **Explain what additional information should be provided in the text field. Give the user an idea what kinds of information will a supplier find useful so the user doesn't have to guess.**
- **Also, in case there is a technical problem with the form itself, there should be instructions on how to get additional support. (For example, if the user has a low-end computer, sometimes a form like this will crash the computer.) Refer to main Help menu.**



## IIb. "Are You Sure?" popup

1. Copy needed: the idea here is to prevent the user from canceling the RFI. The user should be told that if they cancel, they will have to start over.
2. Buttons: the buttons are bigger than the message, and also too far to the right.
3. Remove right column auxiliary elements and work area/messages box from all pages.



The screenshot shows the 'Account Settings: Contact Info' page. The page title is circled in blue with the number 1. A navigation menu on the left is circled with 2. The main content area has a heading 'Contact' circled with 4. Below it, the 'Member Information' section contains fields for First Name (Viral), Last Name (Shah), Title (Engineering), and Department (circled with 6). There are also fields for Other (circled with 5), Other Phone (circled with 7), and Fax (circled with 8). The Email Address field (vshah@hive4.com) is circled with 8. The 'Company Contact Information' section includes Address 1 (622bwdy, circled with 9), Address 2 (circled with 10), City (NY, circled with 13), Zip/Postal Code (11372, circled with 11), Province/State (NY, circled with 12), Phone (212-333-3333, circled with 14), Fax (212-333-3333), and Country (United States, circled with 15). The URL field is also present. At the bottom, there are 'Cancel', 'Help', and 'Save Changes' buttons.

### III. Edit User Information form

**Note:** if this page is eliminated from the RFI process, implement the following changes on Request Information form.

1. Page title: change to "Account Settings: Edit Contact Info"
2. Copy: instructions need to be simplified. Add reference to help pages, FAQ, privacy policy, and terms and conditions. Remove instructions about clicking buttons. Do not use ALL CAPS.
3. Left menu: use Account settings menu (new version)

Member Information section:

4. Remove "Contact" label
5. Title: change to "Job Title" (check with Chris)
6. Move "Department" field below "Job Title."
7. Remove "Other Phone" and "Fax" fields
8. Move Email to below name.

Company Contact Information section:

9. Change "Address 1" to "Address"
10. Delete field label "Address 2" (leave text field)
11. Zip/Postal Code: specify acceptable format, like "Five-digit Zip/Postal Code" or "(e.g. 10012 or 10012-4567)"
12. Province/State: make this a drop-down menu
13. Move Phone, fax, and URL fields to below Country field so that no fields are in right column.
14. Phone/fax: specify acceptable format (e.g. 212-333-3333, or 212.333.3333, or 333-3333, or (212) 333-3333, or 2123333333 . . .). If only one format is acceptable, like 212-333-3333, offer three fields for three parts of number.
15. URL: Change label to "Website URL" and add pre-filled <http://> in the text field.



### Illa. Help Page #3 Popup

Copy needed:

Explain how to edit user information and what each piece of information is for. Refer to additional help pages, FAQ, privacy policy, terms and conditions in Account menu.

The goal here is to allay any concerns about how personal and business information will be used. For example, state that the information will be shared only with the specified supplier and will be used only for the purpose of supplying the information the user is requesting.

If user needs more help, they should go to the main help menu.

Also, in case there is a technical problem with the form itself, there should be instructions on how to get additional support. (For example, if the user has a low-end computer, sometimes a form like this will crash the computer.)



**Request for Information: Review**

Please review your request for accuracy. When you are finished reviewing, click "Submit."

**Product Information**

Sony AC Adapter  
Independent Technologies, Inc.

Voltage Rating: 110V  
Model Compatibility: Test-All 25â

Description: Enables Test-All 25â to operate on 110 V power.

**Contact Information**

Viral Shah  
Chief Cook and Bottle Washer  
Engineering Department  
Hive4.com  
622 Broadway  
2nd Floor  
New York, NY 10012  
USA

Email: vshah@hive4.com  
Phone: 212-333-3333  
Fax: 212-333-3333

Preferred method of contact: phone  
Alternate contact: email

**Comments to Supplier**

I am requesting information about: Pricing  
Specific product information

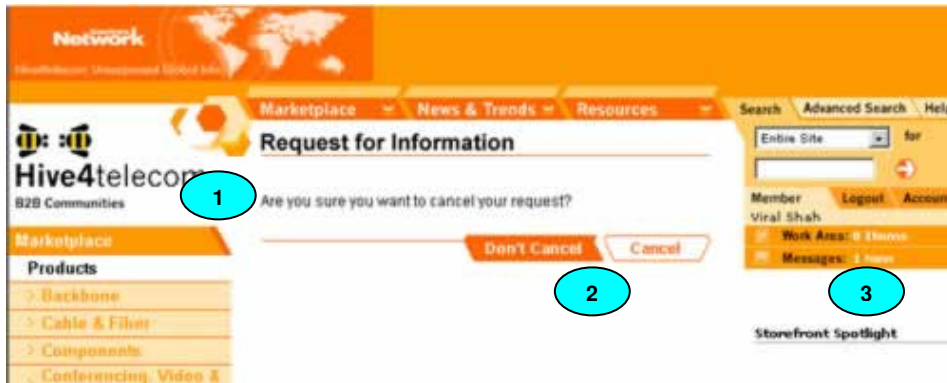
I expect to make a decision about this product within days.  
If I purchase this product, I expect to order 35 units.  
This project is not budgeted.

Comments:  
Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et justo odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugiat nulla facilisi.

Change Cancel Submit

#### IV. Review Page

Page redesigned, as shown. (Verify with Crystal!)



#### IVa. "Are You Sure?" #2 Popup

1. Copy needed: the idea here is to prevent the user from canceling the RFI. The user should be told that if they cancel, they will have to start over.
2. Buttons: the buttons are bigger than the message, and also too far to the right.
3. Remove right column auxiliary elements and work area/messages box from all pages.



**Request for Information Sent**

Thank you. Hive4Telecom will immediately send your request for information to **Independent Technologies Inc.** The supplier will then act on your information request as they deem appropriate. [More info >>>](#)

We recommend printing this page for your records.

**Product Information**

 Sony AC Adapter  
Independent Technologies, Inc.  
Voltage Rating: 110V  
Model Compatibility: Test-All 25â

Description: Enables Test-All 25â to operate on 110 V power.

**Contact Information**

Viral Shah  
Chief Cook and Bottle Washer  
Engineering Department  
Hive4.com  
622 Broadway  
2nd Floor  
New York, NY 10012  
USA

Email: vshah@hive4.com  
Phone: 212-333-3333  
Fax: 212-333-3333

Preferred method of contact: phone  
Alternate contact: email

**Comments to Supplier**

I am requesting information about: Pricing  
Specific product information  
I expect to make a decision about this product within days.  
If I purchase this product, I expect to order 35 units.  
This project is not budgeted.

**Comments:**  
Duis autem vel eum inure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Your request for information has been sent to **Sony, Inc.** A copy has been sent to your email address for your records.  
Please click [Continue](#) to return to the Marketplace.

[Continue](#)

## V. Confirm Request Page

Page redesigned, as shown. (Verify with Crystal!)

Instructional copy (top):

Thank you. Hive4Telecom will immediately send your request for information to [supplier name]. The supplier will then act on your information request as they deem appropriate. [More info>>>](#)

More info link: opens new popup window (see next page).

Instructional copy (bottom):

Your request for information has been sent to [Sony, Inc.](#) A copy has been sent to your email address for your records.

Please click [Continue](#) to return to the Marketplace.



#### Va. “About Your Request for Information” popup

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This is a new page.

1. Title: About Your Request for Information
2. Copy: If the vendor does not reply, please contact the vendor directly. Hive4telecom's role is as the information intermediary. We cannot guarantee all suppliers will respond to your request in a timely fashion; however, we will be sure to forward your information request to them promptly.



You requested information from [Supplier Name] about the following product:

Brandname AC Adapter  
Independent Technologies, Inc.  
Voltage Rating: 110V

Model Compatibility: Test-All 25®

**Description:** Enables Test-All 25® to operate on 110 V power.

<http://www.hive4telecom.com/dkjflsdkjflaskdjf>

The contact information you provided for yourself is:

**Viral Shah**  
**Chief Cook and Bottle Washer**  
**Engineering Department**  
**Hive4.com**  
**622 Broadway, 2nd Floor**  
**New York, NY 10012**  
**USA**

**Email:** [vshah@hive4.com](mailto:vshah@hive4.com)

**Phone:** 212-333-3333

**Fax:** 212-333-3333

**Preferred method of contact:** phone

**Alternate contact:** email

**You expect to make a decision about this product within days.**

**If you purchase this product, you expect to order 35 units.**

**This project is not budgeted.**

**Information requested:**

product info  
catalog

**Comments:**

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel

## Buyer Confirmation Email

1. **Revise copy to make it user-friendlier, as shown to the left.**
2. **Include URL of product detail page.**
3. **Subject heading: change RFI to Request for Information.**
4. **At end of message, provide followup information, including direct contact details for the supplier:**

If [supplier name] does not reply, please contact the vendor directly:

Supplier Name  
1234 Streetname  
City, State 12345  
USA  
Ph: 212-555-1234  
Fax: 212-555-5678  
Email: [supplier@supplier.com](mailto:supplier@supplier.com)  
<http://www.supplier.com>

Hive4telecom's role is as the information intermediary. We cannot guarantee all suppliers will respond to your request in a timely fashion



From: cs@hive4.com [mailto:cs@hive4.com]  
Sent: Wednesday, February 21, 2001 11:58 AM  
To: dschmidt@hive4.com  
Subject: ALERT: Sales Lead From Hive4telecom

This is an information request, probably a sales lead, send to you by signed up as a member of Hive4telecom. Please RESPOND directly to the Note: Hive4telecom.com's site visitors are generally highly qualified cannot guarantee the quality of particular information requests such If you are not the correct person to receive and act on all of your c service at cs@hive4.com or 1-877-554-4834 to have our contact informa

Thank you.  
Hive4telecom.com

Product Information  
Product Name: AC Adapter  
Brand: 71972, Inc  
Short Description: AC Adapter  
Long Description: Enables Test-All 25@ to operate on 110 V power  
Supplier Name: Independent Technologies Inc  
Price: 0  
Hive4 Catalog Id: 3980  
Salesable Quantity: Each  
UNSPSC: 30211504  
Voltage Rating: 110 V  
Model Compatibility: Test-All 25@#174;

User Information  
Name: Viral Shah  
Title: Hive4.com  
Company: Hive4.com  
Email: vshah@hive4.com  
Address1: 622bwdy  
City: NY  
State: NY  
ZipCode: 11372  
Company Size: 1,000-4,999 employees  
Industry: Manufacturer or Distributor

Preferred Contact Method:  
First Preference: none selected  
Second Preference: none selected

Information Requested:

Other information requested

Decision Time:  
within days  
Units to purchase:

Is project budgeted?  
Yes

Comments:

## RFI Email to Supplier

1. Needs proofreading (e.g., "probably a lead, **send** to you . . .")
2. Add link to product detail page at end of product information section.