S2C / C2C RMT Platform Specifications (Current and Available)

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1. Listing Types

- The webapp allows for seven types of listings:

    Currency (Single Lot)
    Currency (Multi-Lot)
    Account
    Item
    Game Guide
    Service
    Custom (a free-form, catch-all listing type)

- Subsequent listing forms are tailored for each particular listing type.

2. Listing Category Selection

- Category selection is achieved by way of a category search. For example, if the seller were to search for "mar", the webapp would ask the seller to select one of the following categories:

    EverQuest - Erollisi **Mar**r
    EverQuest Online Adventures - **Mar**rs Fist
    Final Fantasy XI - Bis**mar**ck
    Maple Story - Korea - **Mar**dia
    World of Warcraft - US - Aggra**mar** - Alliance
    World of Warcraft - US - Aggra**mar** - Horde
    Neocron 2 - **Mar**s
    etc….

- The seller does not need to drill down one level after another. Time is saved. Frustration is avoided.

- The webapp understands abbreviations such as "eq2" or "wow". For example, if the seller were to enter "mxo", the webapp would display the following results:

    Matrix Online - Recursion
    Matrix Online - Syntax
    Matrix Online - Vector

- The search results are updated in real time as the seller types (AJAX technology).

3. Listing Titles

- Listing titles are two dimensional. The first part contains the category name, as selected by the user. The second part contains a summary of the listing (i.e.: "Level 70 Human Druid, 500 AA").

- Listing titles are automatically generated. The possibility of spelling mistakes are eliminated. The listing pages are visually pleasing.

4. Currency Listings (Single Lots)

- The listing form explicitly asks for the quantity of currency to be listed.

- The webapp understands the many ways in which currency can be described and converts the input into a standardized form. For example, a seller could enter any of the following: 1000k, 1M, 1 Million, and the webapp would store the value as the integer 1000000 and display this as "1 Million [Currency Type]"

- The currency type is inferred based on the game, which is inferred based on the category that was selected. If a game offers multiple currency types, a drop-down box is made available.

- This method allows us to do some very creative things such as 'return all listings that are around 200k Platinum' on a given server.

5. Currency Manager (Multiple Lots)

- Suppliers and brokers can manage all their currency listings for a particular game using one simple page which we refer to as the currency manager.

- The currency manager makes selling large amounts of currency easier than ever before possible. A seller can, within seconds, change how much they have for sale, for which servers, and at what denominations and prices.

- The currency manager partitions the servers in a number of seller-defined groups. Servers can be moved from one group to another via drag and drop.

- Each group supports a different pricing scheme. Each pricing scheme allows for up to six denominations (this can be increased or decreased).

- The seller enters the amount of currency they have for each server. The currency manager automatically creates the appropriate listings based on the amount of currency on hand and the corresponding pricing scheme.

- The currency manager keeps track of how much currency has been sold on each server and automatically removes listings for which the seller's projected remaining inventory can no longer cover. In this manner, the problem of overselling is completely avoided.

- Only one listing is created per server - denomination. This listing is persistent (in accordance with the previous bullet). In this manner, the problem of spamming is completely eliminated.

- At any time, the seller can update the currency that they have on hand for a particular server, and new listings will be created (if applicable).

6. Accounts Listings

- The listing form explicitly asks for the level of the character being sold and offers drop-down boxes for class and race selection.

- The listing form explicitly asks for profile numbers/URLs for popular character profiling systems (i.e.: Magelo) where applicable. The listing page automatically links to the profile page for that character.

- The listing form accepts an image upload.

7. Item Listings

- The listing form explicitly asks for the name of the item being sold.

- The webapp cross checks the item name with an item database and automatically serves up item stats (if available). The seller can optionally enter their own item stats via text or image upload.

- For less popular games where an item database is not available, sellers can use previously submitted item stats. In the case where multiple users have submitted different stats for the same item, the seller is asked to select one version from a list (sorted by popularity). In this manner, over time, the webapp can generate an item database for every game.

8. Game Guide Listings

- The seller selects a top-level game category. The listing appears on all sub categories for that game. The seller does not need to duplicate the listing for every localization and server for a particular game.

- The listing is persistent. Two buyers can purchase the same guide at precisely the same time without requiring the seller to create a new listing and without reducing the number of copies that are available to other buyers.

- As part of the listing process, the seller uploads a copy of the game guide to the server. Using PayPal's IPN service (Instant Payment Notification), the webapp detects when a buyer sends payment for a game guide and allows the buyer to immediately download the guide from our server. The buyer does not need to wait for seller to acknowledge payment and manually send the guide.

- Sellers can upload free updates to a guide. Past buyers are automatically notified via email when a free update becomes available.

- Game guides must be approved by the administration before they appear as listings. As part of the approval process, site admin can edit the guide to include some promotional content for the site (i.e.: "Published by www.domain.com").

9. Service Listings

- For each service, sellers can select from one of three pricing schemes:

  1. Tiered Pricing: The seller defines a price for each tier between some minimum and maximum tier. This scheme is appropriate for such things as custom leveling.

  2. Unit Pricing: The seller can define a minimum and maximum number of units that can be ordered along with a price per unit. This scheme is appropriate for such things as ability points, faction points, etc.

  3. Fixed Pricing: The seller can define a single price for some discrete service. This scheme is appropriate for such things as quest completion or packaged levels (i.e.: Levels 1 through 60).

- A single service listing can be linked to one, some, or all servers for a particular game.

- Service listings are persistent in precisely the same way as game guide listings.

- Buyers can mix and match services offered by a particular service provider, generate quotes, and place inquiries or orders for a package of services.

10. Inquiries

- Listings each have an "Ask a question" button. By asking a question, an "Inquiry" is created.

- The inquiry page contains a summary of the underlying listing, an instant-messenger style conversation area with message history, and a button that allows the buyer to convert the inquiry into an actual order, which will then end the underlying listing (where appropriate - recall that some listings are persistent).

- In the case of service inquiries, the inquiry page enumerates the services included in the quote.

- Sellers can adjust the price of an inquiry without affecting the underlying price of the listing, thereby allowing them to give discounts to particular buyers.

11. Orders

- Listings each have a "Buy Now" button. By clicking this button, an "Order" is created. An order can also be created from an Inquiry (see above).

- The order page extends the inquiry page by adding the following: order status (open, paid, completed, cancelled), and a dynamically generated PayPal button that carries all the appropriate order information such as seller's paypal email, transaction price, transaction ID, and listing title.

- Payment via this button triggers a PayPal Instant Payment Notification (IPN) to our server, which allows us to automatically change the order status from unpaid to paid.

- The order page includes a button for the seller to manually change the status to paid in the event that the buyer sends payment via another method.

- The order page includes a button for the seller to indicate when the order is completed.

- In the case of service orders, the order page contains textboxes where the buyer can indicate character/account details, and textboxes where the seller can enter the status of each particular service ordered (ie: "Level 45 now", "50% done", "3 AA done", "Just need to kill the queen now", etc.).

- In the case of game guide orders, the order page contains links with which the buyer can download a copy of the guide.

- Once the order enters the completed stage, the order page will display links with which to leave feedback.

12. Feedback System

- The feedback system currently in place is too idealistic and complicated. We are currently developing a simplified system that still differs slightly from the traditional eBay-type system. The simplified system is as follows:

- In place of *positive / neutral / negative*, each party must respond to the question "How did the transaction go" using one of the following choices:

> A. As expected
> B. Better than expected
> C. Worse than expected

- These options are displayed in such a way that encourage people to select "As expected".

- Thresholds are established for what defines an outstanding seller versus an average seller, poor seller, or new seller. Once a seller crosses one of these thresholds, a corresponding label or image is displayed on each of their listings.

- This system allows buyers to better make the distinction between good sellers and outstanding sellers.

- People either forget or don't care to leave feedback. In order to solve this problem, a score of "As expected" is automatically left five days following the completion of an order.

- Scores are hidden until both parties have submitted their score. In this manner, feedback retaliation is completely avoided.

- Comments are optional. This reduces the prevailing problem of superfluous and exaggerated comments.

13. Stores

- A store dynamically aggregates all the listings of the store owner.

- A store combines the benefits of having your own site with the power and simplicity of using our S2C / C2C platform.

- Every aspect of a store is customizable. This includes URL (i.e.: www.domain.com/storename), number of pages, category navigation, layout, text, graphics, and style (via CSS).

- The functionality of the store is handled by a collection of one line code snippets that can be added, removed, or moved around on the page.

- From the point of view of the site owner, we see this feature as a necessary evil. On one hand, a store will increase a seller's brand awareness. On the other hand, a store might help retain a seller that would otherwise leave to establish their own site.

13. Miscellaneous

- A global on/off switch allows a seller to quickly and immediately turn off all listings in the event that they must take an unexpected leave of absence. Sellers avoid having to go through the tedious task of canceling and later reposting all their listings.

- Sellers can enter global payment and delivery instructions which are in turn automatically displayed on each of their listings.

- An in-house escrow service has been seamlessly integrated in the "Order" page. This service can be turned on and off on a per-game basis. The seller must opt-in to the service before a buyer can request that a particular order be escrowed.