From: Autumn Neault (Womack)
Sent: Friday, February 27, 1998 5:44 PM
To: Carl Gulledge
Cc: Kurt Kolb
Subject: ISP yellow flag?

Sensitivity: Private

i wanted to run this by you to see if you perceive any flags in this picture. the info i refer to below was included in the MSN Migration pitch SusanWe made to JKDirs so perhaps y'all didn't think it was a big deal

the reasons i am sending this to you are:
1. i suspect OEMs will be very dissatisfied with the organization of ISP referrals and will think their endusers will have a tough time figuring out which is the right place to get signed up. OEMs pick up additional support calls.
2. Lowest on the list from NSTL "Out of Box" experience ratings was setting up the ISP!

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i can't believe that we are making it very awkward for endusers to set up w. a particular ISP. there will be at least 4 places a user can go to select an ISP and at least 3 of them will have different lists!! (actual company names are not final and may not be accurately resprented):

- **MSN icon** opens up the following icons: **MCI, Sprint, X, Y, Z**
- **OLS folder** opens up the following icons: **MSN icon** (which, when clicked, will link to the above icon group), **AOL, Prodigy, AT&T, ?**
- **Get Connected icon** opens up the referral server list (dials out to the server and drops down the list). This may or may not include the entire group of ISPs from the OLS folder (SusanWe didn't seem confident whether it would or not).
- **Connect to the Internet** button from the W98 Welcome screen should be the same as the Get Connected icon
- **OEM icon** can promote their special ISP, if OEM chooses to.

when i raised my concern that endusers will be more confused than ever, SusanWe basically said,
1. we have biz deals that make it this way (i assume AOL, Prodigy, AT&T are continuing a legacy contract which requires the need for a separate OLS click)
2. users want less options, so the logic was if we create a subset from MSN icon for example, that's a good thing.
3. users typically don't click on more than one icon (i challenged this logic and said they click all over the place to see what's behind icon #x)

i recommended that they at least include a MORE button on each of the locations if the complete list of ISPs is not provided, so that the enduser doesn't have to hunt down where to find the others that MS is also doing deals with.

the good news is Susan seemed confident we could add the OEM's favorite ISPs to our list and keep them all in the same place and would pay OEMs $$ for using *our* ISPs (not sure if this happens whether or not OEM adds to the ISP referral list).

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Susan asked me to check back w. her early next week for, hopefully, the final resolution.
thoughts?

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