Site Redesign Business Requirements Document

Phase 3

Table of Contents

1 Document History

Revision Record			
Revision	**Date**	**Revised by**	**Description**
1.0	7/13/2012	Andrea Gedrich	Initial Draft
1.1	7/14/12	Amanda Burgess	Formatting & Phase 2
1.2	7/20/2012	Andrea Gedrich	

2   About this document

The purpose of this document is to outline the business requirements for Phase 3 of the VIZIO Web Redesign. The business requirements document (BRD) serves as a primary component of the scope phase, and provides a foundation for and direction to the BLITZ information architecture, design, and technical teams. The business requirements document also ensures that VIZIO and BLITZ have a mutual understanding of the project requirements, relevant business rules, and project scope

This document will only detail core requirements for Phase 3, the first phase which will launch in September, 2010.

This document will inform the creation of a Features and Functionality Outline, which will need to have priorities assigned depending on client goals, risks and dependencies, and budget requirements.

3   Phase 3: Background

VIZIO successfully launched Phase 2 of its Website Redesign, including:

- Homepage redesign
- Navigation improvements
- Complete product experience including:
  - Overview Page
  - Features Page
  - Gallery Page
  - Specs Page
- Product/SKU Selector
- Technology and cross product content pages
- Reskin of SKU pages

 and now seeks to move ahead with Phase 3.

Phase 3 will build on the current development by re-architecting the site navigation and organization, redesigning the product pages, integrating a new 3rd party retailer location software and improving the user's ability to find and learn about the VIZIO product that suites their needs.

4   Document Terminology

1. SKU: Stock Keeping Unit

5 Overarching Redesign Requirements

5.1 Phase 3 Updates

- Site-wide Navigation re-architecture
- Product Category Landing Page – architecture and redesign
- SKU Page redesign
- Product Support Section

5.2 Items not included in Phase 3

- Product registration optimization
- Account Registration & Registered User Support Management
- Customer Relationship Management Implementation
- Sharepoint integration for Cookbooks.
- Integration of Social Media, PR, Marketing and VIZIO event promotions.
- VIZIO Brand Messaging ([About Us](#), [Careers Page](#), [News Page](#))
- Media Center Page
- Updates to VIZIO.com eCommerce process, security and fulfillment.
- Ecosystem configurator

6 Experience Requirements

6.1 Site Navigation

6.1.1 Business Objectives Requirements

- Navigation should support the appearance of a complete consumer electronics company with an entertainment focus, as opposed to a "TV + other accessories"
- Intuitive navigation with clear path to purchase.
    - Improve product drill-down (sub-navigation) – "more help"
- Make it easier for customer to experience great product content even if they enter site from a product page
- Integration of Technology Pages
    - Technology pages should easily link to/ display products which contain the technology, or are accessories related to the technology.
- Creation of Category Landing Pages

6.1.2 User Objective Requirements

- Navigation should give the appearance of a simple product line-up, does not overwhelm user with quantity of products to choose from.
- Customer should be able to move horizontally through content as well as vertically – user can navigate between same type products within price level and up and down price levels.
- Address and correct any navigation difficulties presented in the User Testing Findings Report (see: Appendix item 4)

- User should never get stuck in a dead end (see: https://vizio.custhelp.com/)

6.1.3 Content Requirements
- Products: Home Audio, TV, Computers, Tablets, Stream Players, Accessories
    - Addition of Slate, Direct LED & Large Screen TVs, Computing Accessories
- Technology Pages: Picture Quality, Theater, Apps, Internet Apps
- Support: Q&A, Chat Support, Glossary, Downloads, Warranty and Returns
- Search Bar
- My VIZIO Account Log In
- Shopping Cart
- News & Awards

6.1.4 3rd Party Software Integration Requirements
- Support content powered by RightNow
- Product Warranty powered by Square Trade
- Career Section powered by Acquire
- Others?

6.1.5 Long Term Maintenance Requirements
- Navigation must be able to scale to accommodate the addition of an undetermined number of new product categories.

6.1.6 Platform/ Technology Constraints
- [Adam to document tech stuff such as SKU pages are on the magento platform, while other pages are built in HTML, how the affects ability to update the non-magento pages etc]
- Assumes non-dynamic navigation (static html) to be included on both the showroom and the store.

6.2 Product Categorization

6.2.1 Business Objectives Requirements
- Product categorization must account for possibility of products with the same specs (size, features) but with different industrial design.

6.2.2 User Objective Requirements

6.2.3 Content Requirements
- Bundle Support
- Related Products
- Related Accessories

6.2.4 3rd Party Software Integration Requirements
n/a

6.2.5 Long Term Maintenance Requirements
- Product Categorization should be able to adjust for a reduction of industrial designs (bezel design)
- Product Categorization should be able to adjust for a change of product model number.
- Needs to accommodate VIA+ existing in the product line-up next to VIA, with user being able to differentiate between the features of the two.

6.2.6 Platform/ Technology Constraints
- Limited by functionality provided by Magento or 3rd party Magento plugins

6.3 SKU Level Product Page Redesign

6.3.1 VIZIO Business Objectives Requirements
- Make sure that customers visiting the VIZIO Website feel like we are providing them the best information and tools to help them make the most informed decision as to what product is right for them.
    - Educate and emphasize on great product features
    - Educate on product support to reduce customer feeling of risk.
- Define aggregation & product tagging strategy to {allow} for cross sell/ upsell / architecture
    - Implement Cross sell and upsell on products.
- Design needs to make items LOOK like expensive, high quality product.

6.3.2 User Objective Requirements
- User must be able to compare products within the same product type.
    - User should be able to access information on how VIZIO provides additional value compared to other OEM
- Product details must accommodate two different types of users
    - Those who understand product specs sheets and can translate technical documentation into usable and relatable information.
    - Those who need to be told benefits through graphics, videos and relatable benefits.
- User must be able to find the product at a retailer.
- Clicking on any item within the SKU page should not make the user unable to return to original SKU page (for example, see social share, which take user off VIZIO.com and out to facebook)

6.3.3 Content Requirements
- See Appendix Item 5 for list of Supported Products for Launch
- Customer Reviews
- Industry Reviews and Awards
- Up to 5 cross sell/ accessory items to display on SKU Level Pages, elegantly degrade to less products.
    - Larger Screens – include Sound Bar
    - Non-Smart TVs – include stream player

- - 3D TVs – include glasses
    - HDMI cables are highest volume selling accessory
  - Templates to accommodate product bundles for sale on VIZIO.com
  - Open type field for product disclaimers
  - Technical Specs
    - Connections & ports
  - Display available apps
  - Support potential display of Video content
  - Product Photo Gallery
    - Implement CMS error to not allow content manager to upload new SKU page without an associated image.
  - Email / Send to a Friend
  - Print Page
  - Social Media Sharing – Facebook, Twitter, Pinterest
  - MSRP
  - Stock Status/ Retail Locations

6.3.4   3rd Party Software Integration Requirements
- Web Collage – develop all new content to syndicate to web collage

6.3.5   Long Term Maintenance Requirements
- Products must have a SKU page created and be up on the website at MP phase, when product is 4-6 weeks from shipping to retail.
- ~~Must be~~ able to easily update cross sell items to adjust for changes in trends (for example, blu-ray players being overcome by stream players).
- SKU pages must be able to accommodate a specific SKU changing model number – for example, if an M-Series TV model gets reduced to an E-Series model upon release of a newer model.
- Must be easy to update prices on SKU Level Pages.
- Must be able to easily update lists if Apps for "smart" products.
- Must be able to easily update list and linking to industry product reviews and awards.

6.3.6   Platform/ Technology Contraints
- Limited by functionality provided by Magento or 3rd party Magento plugins and the limits imposed by the Magento skin system.
- [Define Magento constraints for customer review parameters such as: star rating and other check/box type rating/ review modules]
- [Define Magento constraints for cross sell items display, number of items supported, ability to dynamically customize view depending on user funnel if possible, is it possible to implement any pre-set logic or will it all need to be done manually]
- [Define magento constraints for video integration into SKU pages]

6.4 Product Support

6.4.1 VIZIO Business Objectives Requirements
Every VIZIO product needs to be accessible in order to provide product-specific support.

- More 2-way communication for user about products
- Educate on VIZIO product support further up consideration funnel in order to reduce customer perceived risk.
  - o US based support call centers
  - o In home repair/ pick-up for large TV
  - o Warranty info

6.4.2 User Objective Requirements
- User must be able to register his/ her VIZIO products.
- User must have quick/ easy access to VIZIO product @ VIZIO support
- User must feel sense of assurance because of outstanding reputation in customer service.

6.4.3 Content Requirements
- Per Product:
  - o User Manual
  - o Quick Start Guide
  - o Data Sheet
  - o Warranty Details
- Support potential display of video content
- VIZIO User Account

6.4.4 3rd Party Software Integration Requirements
- Content from Navigation "Support" is powered by RightNow Technologies.
- Warranties are managed through a 3rd Party, Squaretrade

6.4.5 Long Term Maintenance Requirements

6.4.6 Platform/ Technology Constraints
- All product data provided by Magento.

6.5 VIZIO Retail / Store

6.5.1 VIZIO Business Objectives Requirements
- Chanel Agnostic – We don't care if they purchase products at our website or retail partners. Make it easy to do either.
  - o Cannot give the appearance of anything that can be interpreted as preferential treatment to any individual retailer.
  - o VIZIO pricing cannot uncut any retailer.
- Easier way to merchandise bundles

- Merchandising strategy should encourage the creation of [a] VIZIO entertainment ecosystem.
- Make VIZIO exclusives (such as CoStar and Cinema Wide) very easy to buy.
- Allow for pre-order of selected items in during MP phase
  - Implement reporting on pre-sale items to provide data for sales forecasting.
  - Allow user to sign-up for notifications.
- VIZIO B-Stock/ End of Life products should not interfered with the potential sale of a newer, A-Stock product.
- Sell more accessories

6.5.2   User Objective Requirements
- No user drop-off between VIZIO.com and retailer site – user should have seamless transition from VIZIO SKU page to retailer VIZIO product page.
- User will need to be able to navigate between SKU level and product experience/ tech pages.
- User should be able to put together a "shopping list" to print out and take to a retail store to make sure they have all the required items to set up (for example 3D TV Shopping List would need to include HDMI cable, Wall Mount, etc.)

6.5.3   Content Requirements
- Landing Page
- Retailer Locator
- Product Locator (?)
- B-Stock/ Outlet

6.5.4   3rd Party Software Integration Requirements
- Channel intelligence integration or Digital River.
- Stock levels for products available on VIZIO.com and managed via SAP.

6.5.5   Long Term Maintenance Requirements
- Must be able to allow VIZIO to reclassify products as "bstock" or "end of life" and re-prioritize how those products appear in upsell/ cross sell and search results.

6.5.6   Platform/ Technology Constraints
- Refers to Magento SKU page reskinning and the limits imposed by that skin system.
- [Adam outline any tech pre-order constraints]
- [Adam outline any constraints regarding shifting a product from in and out or stock on VIZIO.com if applicable]
- [Adam to outline any constraints for prioritizing/ weighing products in searches/ product listing if possible]

6.6   Product Selection System

6.6.1   VIZIO Business Objectives Requirements

- For TVs, educate consumer on VIZIO product series as a method of narrowing down a product selection.
- Provide users with variety of ways to find the TV that best meets his/ her need, primarily by size, series, lifestyle/ usage, with technologies, design, retailer location, and price as potentially secondary considerations.
  - o Educate consumers about the audio line – product differences, what is surround sound, etc.
- VIZIO.com product selection should only display current products in retail (other older products should be transitioned to Outlet or Support only).
- VIZIO would like to surface "step up" product – allow users to see additional benefits/feature they could receive for just a little more money when in product selection process.
  - o VIZIO would like consumers to purchase the $2k 55" TV versus the $1k 55" TV because they see the value in the better technologies and features.
- Communicate over-arching VIZIO standards to consumers – that VIZIO is offering the best product for the best price, with no compromise in quality.
  - o Where Vision Meets Value
- All product touchpoints should have CTA to buy either online or at retail.

6.6.2   User Objective Requirements

- User needs to be able to search for products by size, this is the primary consideration for consumers when shopping for a new TV.
- User needs to be able to search for computers by use, mobility.
- User needs to be able to search for product by major feature sets: 3D, Smart TV
- User should be able to filter products based on MSRP price ranges.
- Product descriptions should clearly convey product benefits in context, as opposed to every technological detail, but allow customers to explore further and deeper into technologies.
- VIZIO is open to creating product search parameters based on Lifestyle (gamer, home theatre, sports fan) but it is not a requirement.

6.6.3   Content Requirements

- TVs: E-Series, M-Series, XVT-Series
- Accessories: 1 Series, 3 Series, 5 Series
- Filters
- Comparison
- Lifestyle Tool

6.6.4   3rd Party Software Integration Requirements

- channel intelligence integration or Digital River

6.6.5 Long Term Maintenance Requirements
- Product Selection System needs to be able to accommodate additional TV series as there is the potential for an additional line to enter the TV offering.
- System must be able to accommodate cross-category product naming convention change (Carlos to provide new details).
- Need to determine process for "End of Life" products – when do products get removed from the product selection option?

6.6.6 Platform/ Technology Constraints
- [Adam, need magento specs for how it might be possible to mark a product as "out of retail" and maintain the information for support/ search]
- When locating TVs by retailer location, functionality will be limited to what is provided by 3rd party find-a-retailer plugins.
- Product comparison functionality will be limited to what is currently provided out-of-box by Magento or by a 3rd Party Magento extension.
- When searching for a product in the product selection system, searchable attributes must be able to be crafted within Magento. Display of the search results will be dependent on what data is provided by the Magento search system.

6.7 Glossary & Tool Tips

6.7.1 *andreagedrich CONFIDENTIAL* ess Objectives Requirements

6.7.2 User Objective Requirements

6.7.3 Content Requirements
- Support Video content
- Tool tips

6.7.4 Platform/Technology Requirements
Glossary and tool tips will be served from the showroom application. Content will be stored in HTML, not through any content management system. Page will require limited JavaScript interactivity at most. Limited here refers to level of interactivity found on the product experience features pages.

6.8 Segmented Search Results

6.8.1 *andreagedrich CONFIDENTIAL* ess Objectives Requirements

6.8.2 User Objective Requirements
- User must be able to visually see a difference between different products when a search result of multiple SKU items are returned.

6.8.3 Content Requirements
- Support surfacing applicable video content

6.8.4   3rd Party Software Integration Requirements
- ADAM same as below – do we need another software to support this?

6.8.5   Long Term Maintenance Requirements
- ADAM – need your help defining how search gets updated when new products/ content gets added

6.8.6   Platform/ Technology Constraints
- Segmented search will be limited to what search facilities Magento provides or limited via 3rd Party Magento plugin limitations.
- [Adam, please include constraints for surfacing magento stuff with support stuff with product category page links – do we need to implement another software plug in for this?]

7   Phase 3: Analytics Requirement

7.1   Analytics Tagging Implementation
- Track user referral to retailer sites – conversion on Amazon.com etc, via Digital River integration.

7.2   Analytics Reporting Implementation
- Weekly

7.3   Site Optimization Requirements

7.4   Search Engine Optimization Requirements

8   Content Management Requirements

8.1   *andreagedrich CONFIDENTIAL* ess Objectives Requirements
- Less manual process for updating VIZIO.com inventory (currently done by support team in Sioux City).
- All areas where product SKU pages are surfaced on a Product Category or Technology page must be dynamically populated or easily updatable to account for frequent product line-up changes.

8.2   Content Requirements
- Video
- Product Photos
- News Items
- Awards
- Customer Reviews

8.3 3rd Party Software Integration Requirements

8.4 Platform/ Technology Constraints

- [Adam, please include any details of pages not controlled by the magento CMS, that will not be editable]

9 Miscellaneous/Other Requirements

9.1 Security

Security best practices will be followed. In addition BLITZ recommends a code analysis tool be run over the code base with the option for additional penetration testing to be performed to certify the security of the code base.

9.2 Deployment

Deployment will continue to be done via "git pull" to the .201 production server. After the pull succeeds the dckap provided code_sync.sh script will be run to sync the new code to the servers .202-.208

9.3 Supported Browsers/ Platforms

9.3.1.1 Desktop

Desktop is considered the primary UI implementation.

9.3.1.2 Mobile

Mobile devices will render the primary UI implementation.

9.3.1.3 Tablet

Tablet devices will render the primary UI implementation.

9.4 Localization

TBD from client. The showroom backend currently supports some localization. This feature has yet to be put though any testing, as localization was down-ranked during the initial showroom development. Additional dev time may be required to fully implement localization on the showroom.

10 Schedule Requirements

10.1 <Required Due Dates>

10.2 Assumptions

- ENTER assumption for when digital river/ will be implemented

10.3 Dependencies

andreagedrich
CONFIDENTIAL

- Need VIZIO to provide BLITZ with list of products we need to support for Phase 3 Launch
- Need VIZIO Approval/Consultation on Product Aggregation Approach
- Need VIZIO to provide new product naming conventions.

11 Appendix

The following appendix documents the point rules and requirements established in Phase 3.0. These requirements are also detailed in the Phase 3.0 requirements but should serve as a quick source for reference.

andreagedrich
CONFIDENTIAL evelopment Life-cycle

11.1.1.1 Product Development: (Ideally 18 months out, but varies, could be 6 weeks out)

11.1.1.1.1 Starts with either a new technology or a new customer need.

- 18 month roadmap
  - o 36 mo/ 3 yr roadmap for technology
  - o Within 18 months – 9 months concepting, technologies, consumer value, price, target, audience,
  - o 9 months of greenlight retail feedback, getting it to market
- After production product lasts 12-18 months, then replaced with something better.

11.1.1.1.2 EVT – product gets greenlight, work with manufacturers, design, features, give them specs of what the product needs to have, high-level product messaging. Have preliminary list of retailers that are interested in carrying the product.

11.1.1.1.3 DVT – 6 months, product takes its own life, Carlos gets more involved, can start producing digital assets. Some products require longer lead time. A+ products need more lead time because of more campaigns. This is where BLITZ would get involved. Product naming, messaging (photography – maybe BLITZ will do this). Start refining retailers.   Instruction manuals, packing designed, quickstart guide, define what is in box. Begin defining key features, priority list of key points for products

11.1.1.1.4 PVT – list of retail partners fully defined. Messaging locked in, copywriter makes copy for features and messaging. Customer support gets notified.

11.1.1.1.5 MP – when product is actually getting mass produced. Support gets involved (this is when pre-order can be activated, but have never done pre-order so not totally sure).

11.1.1.1.6 Xhub – when product hits warehouse and distribution, product will be in stores 2 weeks after.

11.1.1.2 Product Aggregation Process

11.1.1.3 Cookbook Process

11.1.1.3.1 Product Cookbooks are co-owned by manufacturers and VIZIO product managers.
- Cookbook production is authorized by a signed product spec and business model, issued by the VIZIO Program Manager.
- Product key messaging is generated by the VIZIO Marketing Manager.
- Cookbook revisions coincide with Production development stages, Cookbook revisions are documented via file naming convention: Cookbook_EVT.doc, Cookbook_DVT.doc, etc.

11.1.1.3.2 Finalize cookbook – 6 weeks prior to MP

11.1.1.3.3 Specifications to be Defined in Cookbook
- 3-5 Related products for upsell and cross-sell at product launch: accessories, up-sell items such as blu-ray or stream player
- Up to 3 Key Selling points for each product.

Asset Development

VIZIO is currently challenged with how retailers present their products online. BLITZ should create assets and marketing copy that will be repurposeable to retail channels for consistency of quality and content.

11.2.1.1 Product Imagery

- Cosmetically correct product samples are available in the PVT phase, however PVT is frequently 2-4 weeks away from product launch. This creates a significant time crunch.
- Alternate option would be to utilize a DTV stage unit, however this will require additional creative time for potential revisions.
- BLITZ will provide photo angles / lighting set-up request for digital photo assets, that will be taken along with the packaging photos.
    o When possible, VIZIO will also allow

11.2.1.2 Key Shot Render Completion

- If CAD models are desired/ required, a request needs to be made of the manufacturer before the PVT stage (most products to not have CAD drawings created because of such frequent product changes).
    o TV products have the highest frequency of changes.
    o PCs have CAD files created and tend to have less frequent revisions.
    o Tablets had CAD files created.
    o Remote controls have CAD files created.
- Higher production products will have product renderings

11.2.1.3 Support Items

- Instruction manuals and Quickstart Guides are created in DVT

11.2.1.4 Integration with Web Collage

- Retailers utilizing web collage content:
    o Walmart, Sam's Club: product layout is maintained exactly how it is entered in Web Collage.
    o Target, BJs, Meijers, New Egg: pick and choose layout from assets provided.
- Image Size requirements:
    o 450x450
    o 320x320
- Enhanced Content Requirements

11.2.1.5 Asset Requirements for Retailers Outside of Web Collage

- Amazon.com
    o **100k** page weight limit
    o Right- or left-aligned images should be no more than 300 pixels on the longest side
    o Centered images should be avoided unless expressly approved by your site merchandiser
    o For images with a lot of photographic detail, use JPEG compression (60 or better).
    o For images with large areas of solid colors, use PNG or GIF compression.
    o Do not use images with borders (of any thickness)
- Costco.com
    o Assets are manually delivered to the Costco sales team.
    o Costco.com currently does not support enhanced content.
    o

andreagedrich
CONFIDENTIAL

Approval Process

User Testing Findings Report
See Attached

Supported Product Line
See Attached