

Feature Set for TriveniSarees.com Website

Context

Triveni Sarees is a 27 year old saree brand, manufactured by Sakambari Silk Mills (Surat, India). TriveniSarees.com (www.trivenisarees.com) sells Triveni collection (expanded now to include all kinds of Indian ethnic wear – including Sarees, Salwar Suits, Kurtis). TriveniSarees.com is looking at redoing the website experience, bringing in the understanding and learning from the last year.

New look Triveni Brand

The new look Triveni brand (being worked on) will can be thought of as a matrix – with a single identity, different product lines (eg Festive Sarees = Triveni Festive, Sarees = Triveni Sarees, Dresses (Salwar suits) = Triveni Dresses, Kurtis = Triveni Trendy – eg name still being worked on) and different sensitivities to different customer segments.

The various product lines will be incorporated in the product browsing experience – by the product bar at the top. Sensivities to different customer segments will be incorporated in the form of different “microsites” – essentially, support / provision for

1. Different default currency on all pages, based on the visitor IP address. Location & currency selection is always available to override at the top right – location overrides the microsite selection & default currency for it.
2. Different look & feel (CSS), banners, home page highlighted elements (below) on the home page, and
3. Different banners on Category pages.

Currently, we are looking at 2 such microsites – one for international visitors (default currency USD), and one for Indian (INR). More maybe added during the course of use. Initial set of currencies being looked at are INR, USD, GBP and Euro. From SEO perspective, these are microsites / currencies are not exposed as different URLs.

Proposed Front End

Key features proposed in the front end:

1. Homepage

1. Various product lines horizontal bar – under the
2. Home page has the initial logo bar, shopping cart link/ login details / register (as currently on www.trivenisarees.com), Product lines bar, a Main banner set (with automatic rolling over to the other banners). Can also be used for story telling – eg about Triveni
3. Key product lines / catalogs highlighted under the main banner – in smaller rectangular blocks (as on www.gilt.com or most flash sale sites). These blocks can also emphasize thematic offers – eg COD services, product guarantees etc.
4. Newsletter, Social media engagement links (facebook, twitter, pinterest, google plus, blog) at the top right

5. About Triveni Sarees – products, basic content – as on the current page. Most of these will also be clearly highlighted.

2. Category pages

1. Filter bar - horizontal top or vertical left frozen. Allows filtering by type (sarees – printed/ embroidered, salwar kameez – stitched / unstitched, fabric, color, price range). Should be similar across all categories, and yet – be tabbed under the category – to indicate that this is searching within the category. Hover links to explain more about the specific fabric selections etc.
2. Two views of the product pages on the main part – products view (default), and collections view. Both of these are infinite pages with lazy loading (for SEO). Both views can be sorted by Recency (default), Popularity, Lowest Price, Highest Price.
 1. Product view shows the default product pages meeting the filter, along with the MRP & offer price (if different). Option to add as a Favorite & add to Shopping Cart on hover, along with details on click.
 2. Collections views shows the Collections meeting the filter – using a default collection photo selected when uploaded.

3. Product pages

1. Products filter bar (as on the category pages) maybe removed (can try with & without)
2. Product path as breadcrumbs – eg Home > Sarees > <Category name> > Product code
3. Product page clearly shows the product image, with product details / actions on the right
4. Product details: Name, description, Fabric, color, price, offer price, rating.
5. Product actions: Add to cart (add on options available – stitching options – by product category), Add to favourites, Enquire about, Social media engagement – post on facebook, post on Google plus, post on pinterest, tweet about.
6. Related products below the product. The concept of “related” can be explicitly specified at the time of uploading and same catalogs, or can be based on co-shopping (requires backend algorithms to compute it).

4. Shopping workflow pages

1. Cart view. Option to change quantity, delete items, change addons (stitching charges etc). Add an optional discount coupon.
2. Checkout pages – option to checkout as a guest or login. Flow:
 - a. Billing address (picked up by default if logged in – can be edited)
 - b. Shipping address (can be same as billing)
 - c. Shipping method (options based on shipping address)
 - d. Billing amount & payment (payment methods dependent on billing address & currency).
 - e. Payment gateway integration – Paypal for international addresses or non-INR. For Indian addresses / INR – best / easiest failure payment gateway?

5. Customer login pages.

1. Edit profile – name, addresses, change password
2. Review favourites in a table. Table view shows the item, price, availability status, with actions to – goto details, add to cart, remove from favourites
3. Review orders. Orders show the order list with items (actions to review items if shipped), status (pending, paid, shipping), shipping details (if shipped), actions to cancel or complete payment if pending.
4. Ability to upload products & inventory updates on integrated sites. Specifically support different product prices & currencies – possibly by having currency as a field
5. Add measurements, and specify measurement ID to the product – if Addon stitching selected

6. Other functionality

1. General product content pages – to be added by choice,
2. Support for Wholesale buyers. Similar workflow – except wholesale buyers approved specially, and get specially discounted rates. Expectation is that they place orders of a specified total minimum value monthly.
3. Affiliate module, which allows specially allowed users to integrate the product pages in different website. The affiliate website can use it's own branding elements, but product selection, ranges, payment options remain Triveni's.

Admin functionality

1. Product management
 1. Categories (add / edit / delete / show / edit attributes / add attributes / description text, banners). Categories can be hierarchical.
 2. Collections (add / edit / delete / show – under categories). A collection can have multiple categories.
 3. Add products – with rate, wholesale rate, collection, fabric, color, style, any optional category elements
 4. Manage productwise inventory
 5. Import / export products by various filters, inventory
2. Orders management
 1. Review orders, change status (payment status = pending, paid, cancelled; processing status = cancelled, pending, shipped, received)
 2. Import / export orders
3. Coupon management

4. Catalog discounts - % discount, fixed amount, free shipping on a All products, specific categories / collections. Discount duration.
5. User management – ability to approve users for wholesale, view order history / total order amount
6. Currencies – with exchange rates for default pricing
7. Shipping methods – free, fixed, tablewise rates (by country)
8. Payment methods – Paypal (for international), a good Indian payment gateway?
9. Transaction emails
10. Home page management – Banners (s), featured Blocks (catalogs) – can be selected

Steps / Plan of Action

1. Do a short audit of current site. Understand the Google analytics data for the current site to identify users, where users are trailing / falling off, usability weak links.
2. Do basic workflow mockups using the above. New look logo & a couple of webpages to be shown as an initial look & feel starting point – that should apply to all pages. Additionally, basic workflow wireframes will be shown as well.
3. Development continues while mockups are getting approved.

Attachments

1. To be done – wireframes (may take time!)=--