

Business need

Microsite for promoting paper sales with short video, e-book offering and links to eshop. Collecting user data for marketing purposes.

Functional description

The basic logic behind the whole campaign is that the microsite will offer visitors a unique e-book about the history of printing and paper making. Visitors will land on this microsite from online ads (Facebook, PPC, banners, newsletter campaigns, etc.). The first thing that visitors will see after landing on the microsite is a short video. When the video finishes, they will be offered an ebook. To get it, they have to give us their name and email address.

Limitations

User cookies must be handled according to law. Essential cookies must be erased after closure of the browser window.

Eshop must be functional without acceptance of nonessential cookies.

Microsite must be designed according to the company graphical handbook.

If the prompt about cookies is shown after the video, some statistical data about the user's behaviour will be lost. If the prompt about cookies is shown before the video, it can annoy some people in the beginning and they can be lost forever. It's needed to find out which damage would be greater and what is the more desired way.

Data usage

Companies need all the possible data, users want to share as little data as possible. Some people are checking and sharing how much data is gathered by the companies. It would be useful to find out, how big is the reputation loss in case of gathering everything and compare it to the sales gains and also compare it to the gathering only the optimal functional data and reputation gain out of the public knowledge of responsible data use. Also, it is needed to find out if a company is really able to work with all the gathered data or if some of them are just taking space in storage and generating costs.

Needed data

- How many unique people saw the video
- How many times was video seen by unique user
- How many people continues to the Microsite
- How many people enter the Microsite with switched off analytics (this must be counted based on approved data storage)
- How many people leave without accepting cookies
- How many people reopen video from the Microsite
- How many people downloaded the e-book
- How many people provided real email
- How many people unsubscribe from the newsletter after the first received email
- How many people continue to the eshop

Other data

Data about actual shopping are not telling if the Microsite is successful. There can be other problems, like pricing, why the sales on the eshop won't be affected by increased traffic from the Microsite.

Use cases

1. *Entering website from external source*

User lands on microsite, video playback is activated, after which cookies approval is requested.

	Who	Description
1	User	User lands on page after click through from external site
2	Microsite	Plays fullscreen video, so it will bypass the ad blockers
3	Microsite	After the end of the video, the Microsite prompts an offer to continue to the microsite with approval of essential or all cookies at the same time.
4	User	User clicks on the button approving all cookies and continues to the Microsite. This option will enable Microsite analytics and statistics Alternate scenario 1: User clicks on the button approving only the essential cookies and continues to the site. This option disables all statistics and data gathering. Alternate scenario 2: User picks the option to choose the cookies Alternate scenario 3: User declines cookies and leaves site. Alternate scenario 4: User replays video. Then returns to point 3.
5	Microsite	Alternate scenario 2: Microsite prompts window with definition of all cookies and possibility to choose any of them by active click on box.
6	User	Alternate scenario 2: User picks cookies as desired and clicks on button to save and continue.

2. *Saving the e-book*

User can save e-book in exchange for e-mail and name.

	Who	Description
1	User	User clicks on the button to download e-book
2	Microsite	Microsite prompts window with request to fill the name and email and approve the usage of personal data for marketing purposes

3	User	User fills in requested data and clicks on button submitting approval of the usage of personal data for marketing purposes which starts the download of e-book Alternate scenario 1: User does not fill the data and closes the window.
4	Microsite	Microsite send email to user with confirmation of submitted data
5	Microsite	Microsite stores data about the user in data warehouse

3. Click Through to the eshop

User can open the -shop through the link in the header of the Microsite

	Who	Description
1	User	User clicks on the link of the eshop
2	Microsite	Microsite verifies, which cookies were accepted by the user when he/she entered the Microsite
3	Microsite	User approved only essential cookies. Microsite prompts window with request to share more information with the company Alternate scenario 1: In any other case open the eshop Microsite with cookies setting as desired by the user in the beginning
4	User	User accepts all cookies. Microsite opens eshop page with all cookies on. Alternate scenario 1: User declines all nonessential cookies. Microsite opens eshop with only essential cookies on. Alternate scenario 2: User picks some cookies. Microsite opens eshop with desired settings.

4. Click Through to the eshop category

User can open the exact category of e-shop through category picture with name

	Who	Description
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1	User	User clicks on the picture of desired product category or the button with category name
2	Microsite	Microsite verifies, which cookies were accepted by the user when he/she entered the Microsite
3	Microsite	<p>User approved only essential cookies. Microsite prompts window with request to share more information with the company</p> <p>Alternate scenario 1: In any other case open the e-shop and desired category with cookies setting as desired by the user in the beginning.</p>
4	User	<p>User accepts all cookies. Microsite opens e-shop desired category with all cookies on.</p> <p>Alternate scenario 1: User declines all nonessential cookies. Microsite opens e-shop desired category with only essential cookies on.</p> <p>Alternate scenario 2: User picks some cookies. Microsite opens e-shop desired category with desired settings.</p>

5. Confirmation email handling

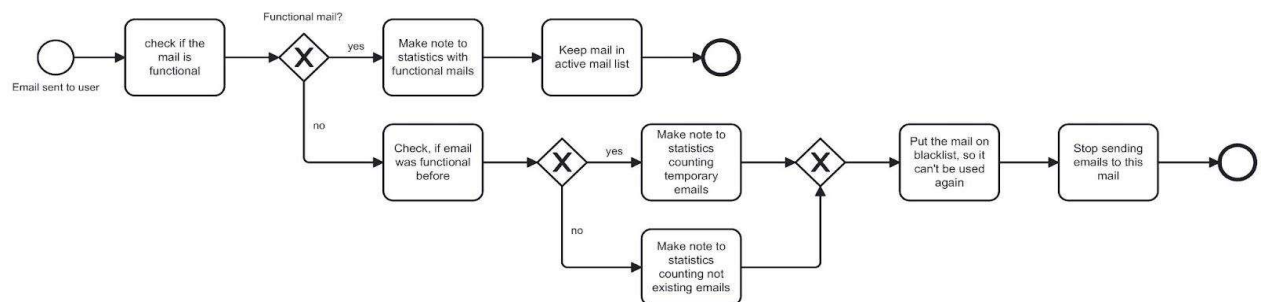
Mailbot should send email with confirmation of data provided by User and let User to react

	Who	Description
1	Mailbot	Mailbot send email with confirmation of submitted data
2	Mailbot	<p>Uses Use Case 6 and receives confirmation of functional email</p> <p>Alternate scenario 1: Uses Use Case 6 and receives confirmation of wrong email</p>
3	User	User receives confirmation email
4	User	<p>User requests removal from the mail list and erase of all personal data</p> <p>Alternate scenario 2: User ignores mail</p>

5	Mailbot	Microsite removes email from the mail list and removes user personal data form the data warehouse
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6. *Verification of functional email*

Mailbot should verify, if the mail submitted by user is functional or not and react accordingly. This Use Case should be reused every time mail is sent to the User



Wireframe

<https://www.figma.com/file/oqVEVUypL1wsrTgUITl5e6/Microsite-Wireframe?type=whiteboard&node-id=0%3A1&t=I3U9XgZJ5SyA3LU1-1>