



BUSINESS TECHNOLOGY

# Emergen-C Canada English and French Sites

Apr/2013

# Macro Scope

The site will be built as a single page website. (The use of InnoCompany template is not recommended by Ci&T. See Detailed explanation in the Assumptions slide)

Website is 960px wide, with background covering the remaining of the page.

The responsive site will adapt to variation of windows sizes, according to the image on Slide 8.

French and English languages will be created.

Widget "Add this" link will be part of the top navigation bar and will be leveraged from Robax.ca

Main menu bar (navigation var) will have anchors to the different sections of the page.

Instead of sub-pages, or second level pages, links on the site will open Modal windows.

User will be able to download free backgrounds and posters

Coupons will be static and printable. (Leveraged from Diflucan and Caltrate with expiration date)

Share the page using "Add this" and possible direct links near the footer.

The site will support two languages (French-English) and will have the Translation Module installed and enabled.

The site will contain two different Carousels.

A "contact-us" form is required and will be leveraged from the Caltrate Website

# Detailed Scope

Story	Acceptance Criteria	Module's Reuse
Create of the Site Layout	Main page with the site layout , utility + navigation anchored bar , "Billboard Space" region , "product benefits and attributes" region , "click for a coupon" bar , "flavours" region , "Ads + Events" region , "click for a coupon" bar and the footer	- Drupal theme considering the future responsive behavior - I18n for translation - MTX module for sharing links configured per environment
Banner marquee <b>with</b> the preview of hidden images		- Reuse of jQuery library - Circles link to jQuery behavior
Product Benefits and Attributes	a plain text with description, an image from the product and the instructions "how do I get ..."	
Flavours region	list of flavour images are show with a brief description	- View to list the flavour nodes

# Detailed Scope

Story	Acceptance Criteria	Module's Reuse
Ads and events (mocktails) region	list of events , a gallery of wallpapers with arrows to navigate , a link to download posters , links to share the site	- View fo listing events - Re use of jQuery plugin for gallery - Re use of addthis module (if not possible, static links to share)
Overlay with the coupon when I click on the corresponding links	overlay shows up with the coupon  AND the print option	- Re use of coupon module
Overlay with a gallery of flavours and descriptions when I click on one of them	an overlay with one flavour (image and description) is shown	- Re use of jQuery gallery plugin
Overlay with the wallpapers, navigate between them, download or "pin-it" the ones I like, when I click on the corresponding links	an overlay with the wallpaper in a bigger size  AND prev and next links  AND download and pin the images  are shown	- View with detailed nodes - Re use of jQuery gallery plugin

# Detailed Scope

Story	Acceptance Criteria	Module's Reuse
Download all wallpapers zipped when I click on the link	Download file	N/A
Share the site on social networks (with AddThis and Facebook, Twitter or Pin-it separated)	the corresponding social network will confirm and share the page on my profile overlay for sharing the page will open the social network confirmation window will appear to share it	- Reuse of AddThis module
Contact the product crew	modal box with the contact form will show	- Reuse of Webform module
"Click for a coupon.." bar in one specific place of the page	"Kapow time!" banner will not link to coupons.	N/A
Omniure	track user's info and reports on SiteCatalyst	
Script implementation for tracking Browsers scrolling	Related to Omniure tracking	
Marquee showing the left and right Previews		

# Details of the Scope

Meeting with Jeffery Bennett, Dilawar Jaulikar and Akur Rai, on 4/16/2013.

## Topics:

1. Include French site in the estimate
  - a) Janos: English was already included. It's clarified now.
2. Check why French and English are in the scope and not on the title
  - a) Janos: mistake fixed.
3. There are no articles (remove from the scope)
  - a) Correct. Articles removed.
4. Marquee preview: Send the cost of the extra day of work
  - a) It was already included (check slide Pricing)
5. Kapow image not linkable
  - a) Understood.
6. Fire tracking events when the page is scrolled.
  - a) Check with Traci to receive different variables.
  - b) Ci&T will create a script to fire up two different events:
    - I. when the page is loaded and/or scrolled to the top.
    - II. if the page is scrolled to the bottom
  - c) Tracking constrain: In mobile devices, the script will only work if the user lifts his finger from the screen. This means that if the user scrolls down and up without stopping touching the screen, the event won't be tracked.
  - d) Estimation added (see Pricing)
7. Fix the timeline with the starting date
  - a) Please check slide "Development Strategy".

# Details of the Scope

Meeting with Jeffery Bennett, Dilawar Jaulikar and Akur Rai, on 4/16/2013.

## Topics:

8. Setup time with the team to work with Traci, at the beginning of the project.
  - a) The team will ensure that.
9. Add time to create the script of the bubbles.
  - a) Please check the slide 9, and view it in Presentation Mode our suggestion of animation. If agreed, Ci&T will develop it without extra cost, if this proposal is approved.
10. Explain better number 6 of the assumptions
  - a) It just means that there will be no animation on this Mocktails and there will be only two links.
11. Number 8 of assumptions – create it static each one of the blocks should be editable but not automatically swapped.
  - a) As per Jeff's request there will be only 2 editable blocks and no automatic swap.
12. Responsiveness options (check slide 8 for a preview of the responsiveness)
  - a) Jeff's question: "How responsive can be improved, to work closer to what the theme innoCompany has to offer <http://demo.worthapost.com/switcher.php?theme=icompany>"
  - b) As also discussed by email, it can be done without using the innoCompany Theme.
  - c) The top menu bar is rearranged
  - d) The body page is rearranged
  - e) No horizontal scrolling do not appears.
  - f) The banner image is cut
13. Number 14 of the assumptions
  - a) All blocks must have the same size, for when they are reorganized in the page, they do not break alignment.





# Details of the Scope

Representation of the animation suggested.  
View it in Presentation mode (shift+F5)



It won't be used. Juniper Park will provide further guidelines and the animation will be estimated.  
This proposal does not include this animation.

# Development Strategy

Task	Duration	Start	Finish
<b>Emergen-C Canada</b>			
Project Start	0 d	Fri 4/26/13	Fri 4/26/13
<b>Website</b>	<b>26 d</b>	<b>Fri 4/26/13</b>	<b>Mon 6/3/13</b>
Grooming	0.5 d	Fri 4/26/13	Fri 4/26/13
Setup	0.5 d	Fri 4/26/13	Fri 4/26/13
<b>Sprint 1</b>	<b>25 d</b>	<b>Mon 4/29/13</b>	<b>Mon 6/3/13</b>
Development	9 d	Mon 4/29/13	Fri 5/10/13
Release	1 d	Mon 5/13/13	Mon 5/13/13
UAT	3 d	Tue 5/14/13	Thu 5/16/13
ST	11 d	Fri 5/17/13	Fri 5/31/13
MTP	1 d	Mon 6/3/13	Mon 6/3/13
<b>Hypercare Phase</b>	<b>3 d</b>	<b>Tue 6/4/13</b>	<b>Thu 6/6/13</b>
Flex team	3 d	Tue 6/4/13	Thu 6/6/13

Starting date after the UAT of the Express Site.

# Resources Allocation

## Development

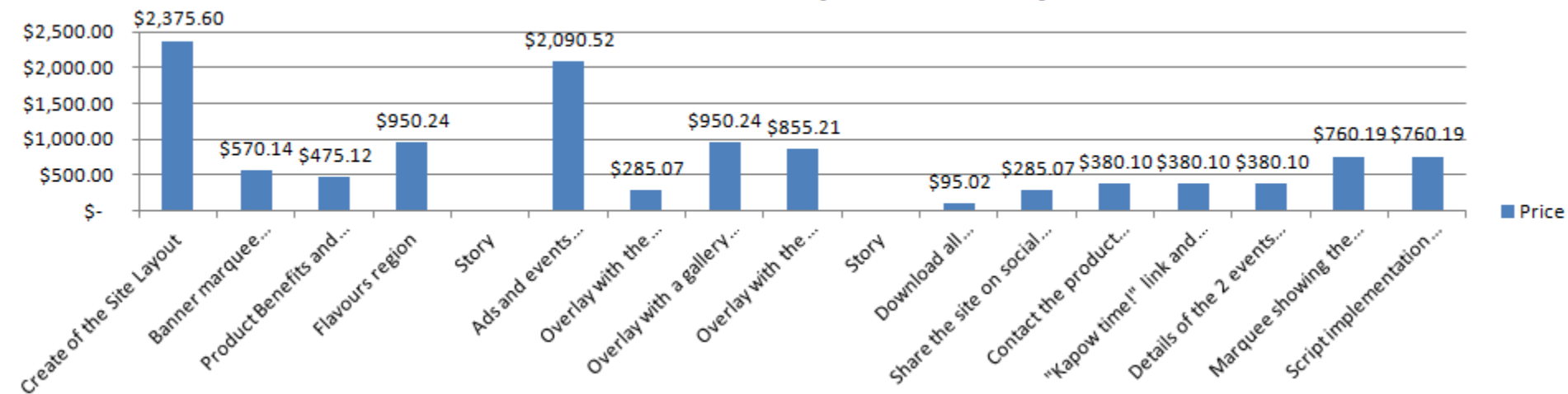
Location	Resources	# of Resources	Hours	Hourly Rate (\$/h)	Total (\$)
AR	Scrum Master	0.30	30.40	\$ 43.00	\$ 1,307.20
AR	Software Architect	0.30	30.40	\$ 43.00	\$ 1,307.20
AR	Senior Developer	0.00	0.00	\$ 30.39	\$ -
AR	Developer	2.00	216.00	\$ 26.43	\$ 5,708.88
AR	Tester	1.00	48.00	\$ 26.43	\$ 1,268.64
US	Project Manager	0.15	13.20	\$ 94.00	\$ 1,240.80
<b>Total</b>		<b>3.75</b>			<b>\$10,832.72</b>

## Flex Team

Location	Resources	# of Resources	Hours	Hourly Rate (\$/h)	Total (\$)
AR	Scrum Master	0.25	6.00	\$ 43.00	\$ 258.00
AR	Developer	1.00	24.00	\$ 26.43	\$ 634.32
AR	Developer Sr	0.00	0.00	\$ 30.39	\$ -
AR	Tester	1.00	24.00	\$ 26.43	\$ 634.32
US	Project Manager	0.10	2.40	\$ 94.00	\$ 225.60
AR	Soft Architect	0.25	6.00	\$ 43.00	\$ 258.00
<b>Total</b>		<b>2.6</b>			<b>\$2,010.24</b>

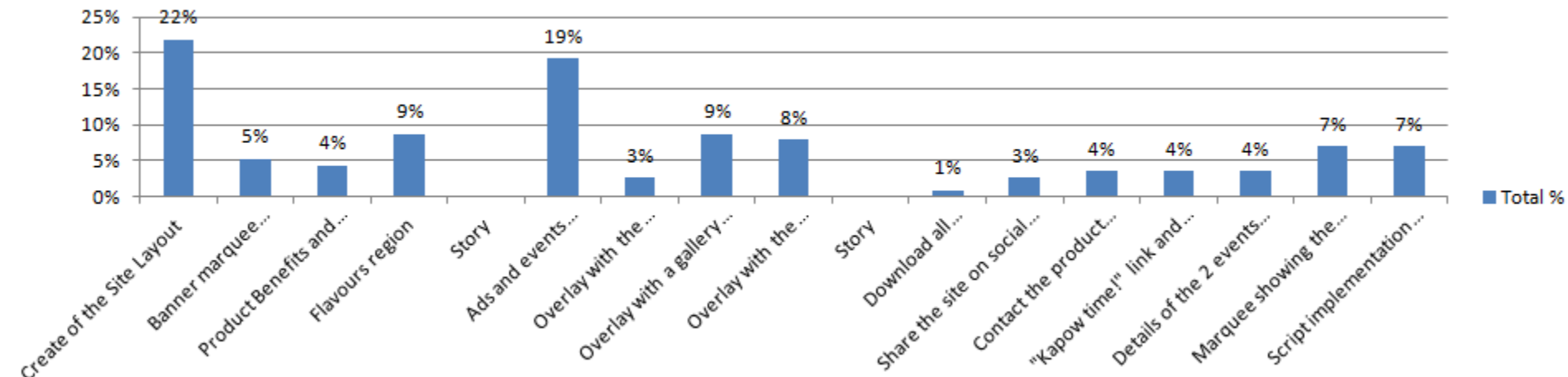
# Price Breakdown

## Price Breakdown per User Story



# Effort Breakdown

## Effort Breakdown per User Story



# Pricing

## English & French Development

Development, UAT and MTP	\$	10,832.72
<u>Total</u>	\$	<b>10,832.72</b>

## Features requested by the Brand

Marquee showing the left and right Previews	\$	780.00
Script implementation for tracking Browsers scrolling	\$	760.19
-	\$	<b>1,540.19</b>

## Hypercare Period

Flex team	\$	2,010.24
-	\$	<b>2,010.24</b>
<u>Total</u>	\$	<b>14,383.15</b>

# Assessments

## **Marquee preview**

We believe that Pfizer can decrease the cost of the project, if we can leverage the existing Marquee, from the other Pfizer Brands.

An alternative to the Preview effect, would be to receive from the Agency, the image with the left and right stripes, painted on the color of the next and previous rotation.

## **Pfizer's response:**

“We aren't leveraging from other Brands”.

Meaning that the Carousel, will have the left and right previews.

# Assessments

## InnoCompany Theme

After a PoC Ci&T found some issues on the features offered on the product

### Modal:

- 1 On desktop browsers, the modal window disappears from all browsers when the window size is smaller than the modal being displayed.
- 2 Modal window is not resizable in UX time
- 3 Modal window in mobile is going to the center of the page but if page is large, it won't be on the visible area for the user and scrolling will be necessary.

### Behavior:

- 1 Tested an Android 4+ version and the Menus didn't work properly.

### General comments

- 1 Based on this assessment, we do not recommend the use of this template, due to the premises of the project.
- 2 The layout proposed does help responsiveness, jeopardizing one of the theme's advantages.
- 3 License is purchased per site, so it's not scalable/reusable (full license costs \$2.250)
- 4 Savings on the development of the site using innoCompany theme, will not be substantial and the cons are heavier.



# Assumptions

1. Omniture tracking variables will be delivered to the development team before the first sprint.
2. Product benefits and attributes animation guidelines (the glass with moving bubbles) will be provided within the assets. The animation will then be estimated and presented to Pfizer before developed.
3. Flavor overlay transition is not animated, just passes from one image to the other.
4. Ads overlay transition is not animated, just passes from one image to the other.
5. There are only 2 (two) mocktail contents that contain nothing else than text and images (no animation) and open an html into a modal (if internal article) or links to an external page. (Mocktails and Edgefest)
6. Share icons, only the 3 listed will be included at the bottom of the page: Facebook, Twitter, Pin It.
7. Only 2 events will be shown in the events section of the page.
8. The translation of all the texts included (including flavor descriptions, events, wallpapers and all sets of images) will be provided by Pfizer.
9. Main marquee cannot be resized during the transition. The image will be cropped while copy is re-arranged.
10. There is no “overlay over overlay”, ie: no modal layout will open a new overlay. In particular, Product details/labeling.

# Assumptions

12. Once user clicks on the coupon link, the printable coupon will be shown without any further action on user side such as filling a form
13. The flavor icons with their short explanation have the same size all of them (space that image and text occupies in high and width). Also the mocktails. It will allow the responsive behavior
14. Ads carousel will decrease the quantity of items while compressing/narrowing the page.
15. Contact us form is simple without any special L&F (similar to backrelief.ca)
16. All the images will be provided as they should be included in the site.
17. In case main marquee uses preview of previous and next item, this behavior won't be used in mobile (narrow design)
18. Header on mobile won't be fixed at the top. I will scroll with the content
19. AddThis should be used for all sharing.
20. There is no product categorization.
21. If "email to a friend" feature is required, we will use Addthis feature. Not a different module in the site
22. IE 8 does not support modals with rounded borders.

# Express Site

## Scope – English and French sites

Header

Share

Menu with anchors

marquee 4 to 5 slides.

Emergen-c sure looks fizzy. Tell me more

How do I get it from inside the pack to inside me?

Green banner with coupon link

Products section

Ads section (no Carousel. 4 ads)

Like these posters a little too much? Download posters (not clear how it works)

Share with friends. Or your mom (using AddThis)

Violet banner with coupon link

Footer links and copyright

Notice out of site



# Express Site

## Pricing, resources and timeline

Location	Resources	# of Resources	Hours	Hourly Rate (\$/h)	Total (\$)
AR	Scrum Master	0.25	8.52	\$ 43.00	\$ 366.36
AR	Software Architect	1.00	8.52	\$ 43.00	\$ 366.36
AR	Senior Developer	0.00	0.00	\$ 30.39	\$ -
AR	Developer	1.00	56.80	\$ 26.43	\$ 1,501.22
AR	Tester	0.10	8.20	\$ 26.43	\$ 216.73
US	Project Manager	0.25	4.20	\$ 94.00	\$ 394.80
<b>Total</b>		<b>2.6</b>			<b>\$2,845.47</b>

Task	Duration	Start	Finish
<b>Express Site</b>	<b>10 d</b>	<b>Mon 4/15/13</b>	<b>Fri 4/26/13</b>
Express Site - English	4 d	Mon 4/15/13	Thu 4/18/13
Express Site - French	1.5 d	Fri 4/19/13	Mon 4/22/13
Express Site - UAT	1 d	Mon 4/22/13	Tue 4/23/13
Express Site - WI	3 d	Tue 4/23/13	Fri 4/26/13
<b>Express Site - MTP</b>	<b>0.5 d</b>	<b>Mon 4/29/13</b>	<b>Mon 4/29/13</b>

# Back up Slides

# Browsers Versions used in QA

Windows Operating System	MAC Operating System
Internet Explorer 8	Mozilla Firefox (last version)
Internet Explorer 9	Google Chrome (last version)
Mozilla Firefox (last version)	Apple Safari (last version)
Google Chrome (last version)	

Android Devices (*)	iOS Devices (*)
Motorola Defy – Android 2.3.6	iPod Touch 4 – iOS – 6.0
Motorola Atrix TV – Android 2.3.7	iPhone 4 – iOS – 4.0, 5.0 and 6.0
Samsung Galaxy S3 – Android 4.1.2	iPhone 5 – iOS – 6.0
	iPad 2 – iOS – 5.0 and iOS – 6.0

*(\*) For mobile Responsive or Custom sites*