# Description

CTC launched their first mobile site in 2009 and subsequently engaged Usablenet to develop a Kiosk Application (“Kiosk Application”) based on the Tires.canadiantire.ca website. The focus of Kiosk Application is to improve customer service at the store level, by enabling customers to assist themselves with product searches.

The Kiosk Application allows CTC customers to access to enhanced product information within the tires department in the store. This will empower customers to complete their own product search, compare options and print out their selection and bring to the service counter for purchase.

CTC’s goals for this project were as follows:

* Increase the customer value of the Kiosk Application by enhancing product information and adding up-to-date regular and promo pricing – specific to region
* Increase scope of products listed in Kiosk Application to include tires and wheels
* Automate data refreshes to allow more frequent updates of vehicle fitment and product data (former solution updated data twice a year)
* Provide more consistent customer experience across the tires website and Kiosk Application
* Use the existing IBM Kiosk Anyplace device (“Kiosk Hardware”)

Now, there is a requirement to provide the same kiosk functionality that was delivered for Firefox (minus the print option) on a larger array of in-store devices. This includes both touch screen and non-touch touch screen (mouse and keyboard) devices running a variety of browsers (Chrome, FF, IE), with screen sizes ranging from tablets to 32” screens in both 4:3 and 16:9 aspect ratios. Please note that audio was in the original scope, but is no longer a requirement.

# Project Scope (requirements that no longer apply have been removed or struck out)



## In-Scope Features from Current Full Site

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| **Ref No.** | **Feature** | **Description** |
|  |  |  |
| 3.1 – A | **Home Page** <http://tires.canadiantire.ca/view/content/ctHomePage> | * ~~ScrollingBanner Ads (website or Scene 7)~~ * French / English language toggle * Tires * Wheels |
| 3.1 – B | **Tires:** <http://tires.canadiantire.ca/view/content/tireslandinginfo> | * **Search by Vehicle Type** * **Choose by Vehicle**   + Year   + Make   + Model   + Body   + Options * **Choose by OE standard plus/minus sizing** * Additional options screen after the first 5 selections have been made. Choice of different tire sizes.   + **Results show info depicted in PDP (3.1-D)**     - Show my Vehicle chosen     - Help me choose     - Compare (up to 4 other products)     - Run Flat Disclaimer   + **Sort by**     - Price     - Brand     - Customer Rating     - Sort order is defaulted to normally stocked items   + **Filter By**     - Mileage Rating     - Sub Category     - Price     - Speed Rating     - Load index     - Brand     - Sale Items     - Low Rolling Resistance Tires     - Run Flat Tires     - Show All Tires * **Search by Tire Size** * Enter Tire Size (Section Width, Aspect Ratio, Diameter) * Enter load index and speed rating (optional – and must come with the proper disclaimer should the customer no enter this information)   + **Results show info depicted in PDP (3.1-D)**     - Show my size chosen     - **Help me choose**     - **Compare (up to 4 other products)**   + **Sort by**     - Price     - Brand     - Customer Rating     - Sort order is defaulted to normally stocked items   + **Filter By:**     - Mileage Rating     - Sub Category     - Price     - Speed Rating     - Load index     - Brand     - Sale Items     - Low Rolling Resistance Tires     - Run Flat Tires     - Show All Tires |
| 3.1 – C | **Wheels:**  <http://tires.canadiantire.ca/view/content/ctWheelsLandingPage> | * **Search by Vehicle Type** * **Choose by Vehicle**   + Year   + Make   + Model   + Body   + Options * **Choose by OE standard plus/minus sizing**   + **Results – show info depicted in PDP (3.1-D)**     - Show My Vehicle chosen     - Compare (up to 4 other products)   + **Sort by: (in line prioritized first)**     - Price     - Brand     - Customer Rating   + **Filter by**     - Price     - Brand     - Customer Rating     - Colour     - Finish     - Sub Category     - Show All Wheels |
| 3.1 – D | **Product Details Page** | * Selected Vehicle * Product Picture / Image * Product Name   + Regular price   + Sale price * Product # ID * Category / Type * Feature / Benefit info * Overall Rating * Tire/Wheel Size * Product Specifications * Product Features * Product Reviews * Warranty Information * Save story * My Vehicle (car for this type of tire or wheel) * ~~Print Product Details Page~~ * Email Product Details Page |
| 3.1 – E | **Help Me Choose** | Passenger Vehicle Flow   * Are you looking for dedicate winter tires, summer tires or all-season tires * Dedicated Winter Tires   + Are you planning to add studs to your winter tires (check with your provincial regulations before installing on studs on your tires as they may be illegal )   + How important is maintaining optimal performance handling on your vehicle at high speeds during the winter driving season? Very important, neutral, not important * Summer Tires   + Please rank the following categories based on importance     - Treadwear     - Performance     - Traction * All Season Tires   + Please rank the following categories based on importance   + Treadwear   + Performance   + Tractions   Results generated include the “we recommend” CTC icon. Help me Choose functionality also results in initial search results being filtered and/or resorted with the “we recommend” icon showing on top 3 refined search results. |
| 3.1 - E | **Help Me Choose (contd)** | Light Truck Flow  Will you be using these tires during the winter driving season?   * Yes   + Will you be using these tires for other seasons besides winter?   + Winter Only     - Are you planning to add studs to your winter tires?       * Yes   + How important is maintaining optimal performance handling on your vehicle at high speeds during the winter driving season?     - Very important     - Neutral     - Not important * No   + How important is maintaining optimal performance handling on your vehicle at high speeds during the winter driving season?     - Very important     - Neutral     - Not important   + All Seasons     - What road conditions will your tires be used on most often?       * Mostly HighwayMostly off-road       * On and off paved road * No   + What road conditions will your tires be used on most often?     - Mostly Highway     - Mostly off-road     - On and off paved road |
| 3.1 – F | **Comparison Tool (Tires)** | Compare (up to 4 products)   * “My Vehicle” display * “Back to search results” link * Tire image * Remove button (x) * Brand logo * Product name * Availability * Price – reg and promo * Customer rating * Star Rating * CT product number * Category (Performance, LT, etc.) * Features and benefits * Specifications   + Size   + Load index   + Sidewall   + Wheel size   + Wheel width min.   + Wheel width max.   + Speed rating   + Load index – Dual   + Load range   + UTQG   + Mileage Rating   + Weight   + Country origin   + Warranty |
| 3.1 - G | **Comparison Tool (Wheels)** | Compare (up to 4 products)   * “My Vehicle” display * “Back to search results” link * Product image * Remove button (x) * Brand logo * Product name * Availability * Price – reg and promo * Customer rating * Star Rating * CT product number * Category * Features and benefits * Specifications   + Wheel diameter   + Wheel width   + Offset   + Bolt pattern 1   + Bolt pattern 2   + Brand   + Colour   + Finish   + Estimated maximum load   + Warranty |

## Additional In Scope Features

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Ref No.** | **Feature** | **Source** | | | **Description** |
|  |  | **CTC HTML Site** | **CTC Web-services** | **Other** |  |
| 3.2 – A | **Virtual Keyboard – alpha numeric** |  |  | ~~Usablenet Platform~~ | Pop up on screen when entering text and numbers (touch screen optimized UI) |
| ~~3.2 - B~~ | **~~Voice Over Audio~~** |  |  | ~~Audio files provided by CTC on Kiosk Hardware or other agreed upon source~~ | ~~Voice over description of step by step instruction for each screen used by customer.~~ |
| 3.2 – C | **Store Location Awareness** |  |  | See 3.3 - I | Kiosk Application specific to store in order to display specific location information (products, pricing, etc). Kiosk Application will be set by store location and cannot be changed by user. |
| 3.3 – D | **Support for French and English languages** | X |  |  | Toggle button between language will exist on each screen and change on screen content and audio language automatically |
| 3.2 – E | **User Session Timeout** |  |  | Provided in Kiosk Application | After a to be determined time (currently 45 seconds, but should be configurable) the user session will expire and the Kiosk Application will reset to the home screen. |
| ~~3.2 – F~~ | **~~Product Print Out~~** | ~~X~~ |  |  | ~~Product details page will be printed in a format similar to Appendix B. Data for the printout must be available on the full site or Kiosk Hardware local drive.~~  ~~Data Sources: HTML site – store contact information, vehicle year, make, model, body and option, selected tire, price (regular or sale as reflected on HTML website), product #, tire size, vendor #. For wheel: selected wheel, wheel size, price (regular or sale), product number, vendor # and name.~~  ~~Kiosk Hardware – Date/Time and Store Number (Source to be determined in planning phase)~~ |

## 

## Assumptions

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| --- | --- |
| **Ref No.** | **Description of Assumption** |
| 3.3 – A | Source website (http://tires.canadiantire.ca) is stable and will not change during the implementation process. |
| 3.3 – B | Work is based on all assumptions and sources being correct, stable and error free. |
| 3.3 – E | Upon completion/expiration of each user session the Kiosk Application will refresh to home page or scrolling banner. |
| 3.3 – F | Product reviews must indicate if there are no reviews for a particular product – BUT will not include a ‘write review’ option for the customer. |
| 3.3 – G | “Help me choose” option will be available to customers in the same flow as HTML |
| ~~3.3 – H~~ | ~~Kiosk Application must run as a full-screen browser-based (Firefox 10.03esr) application. CTC is responsible for the installation, configuration of the browser and required software (e.g. plugins, drivers) on the Kiosk Hardware. Upon required updates from Mozilla to ensure stability and security in the browser, CTC will be responsible for implementing any updates to the browser or peripherals. UN will be responsible for any updates to the Kiosk Application to ensure consistency with the browser requirements. The tire selector Kiosk Application will contain all the required capabilities to interact with the Kiosk Hardware (i.e., O/S, audio, printing, etc.).~~  As noted in the description, Kiosk Application must support all major browsers, and various screen sizes. |
| 3.3 – I | Client to configure and support customization of location for each Kiosk Application. Tire selector Kiosk Application should be developed with the Kiosk Hardware ID and store location as “externalized” parameters. Example, use a configuration file on the Kiosk Hardware to contain kiosk ID and any other store specific information (e.g., store #, postal code, etc.). Upon initial configuration of the Kiosk Hardware a “pop-up” form is presented to capture the relevant information and write it to the configuration file. The tire selector Kiosk Application would read the parameters from this configuration file and use them as part of the application logic. CTC to ensure the configuration file is preserved on the Kiosk Hardware after a re- boot and “read only”. |
| 3.3 – K | All applicable product disclaimers on the full website that are not noted in Section 3, Project Scope, will be included |
| ~~3.3 – L~~ | ~~Audio feed for Kiosk Application (in English and French) to be provided by CTC to Usablenet in an agreed upon format~~ |
| 3.3 - M | Any solution must not interfere with the performance of the tires.canadiantire.ca website and should not require any modifications to the tires.canadiantire.ca website. |
| 3.3 - N | The solution being built will be integrated into a new In-store Kiosk which houses multiple web-based applications. As a result, this solution will require an EXIT function to close the Tires application and return to the default splash screen. We are open to this solution appearing as a full screen window or a lightbox. |

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# Analytics and Other Third Party Requirements



## Analytics

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| --- | --- | --- |
| **Ref No.** | **Description of In-Scope** | **Comments** |
| 4.1 – A | Omniture Analytics | Omniture Analytics will be implemented to specify Kiosk Hardware ID and be specific to store location. |
| ~~4.1 – B~~ | ~~Google Analytics~~ | ~~Included~~ |

## Platforms to Support

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Ref No.** | **Description of Platform** | **Browser** | **Hardware Devices (specific)** | **Notes** |
| 4.2 – A | **Kiosk Application** | ~~Firefox 10.03esr~~  Varied | ~~IBM Anyplace Kiosk~~  Varied | ~~Kiosk Hardware specifications attached in Exhibit A~~ |