# OBU Project Outline

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| --- | --- | --- | --- |
| Requesting Business Unit: | **Kmart Apparel** | Requestor: | **Shelly Hunter** |
| Date Submitted: | **12/21/11** | | |

|  |  |
| --- | --- |
| Project Name: | KAPPAREL: Kmart Fashion and Stylesip Mobile |
| WorkLenz ID: | **14750** |

## Business Request

## Business Need and Objectives

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| --- | --- |
| **Business Need** | Enhance the Kmart Fashion and Stylesip Mobile sites |
| **Project Overview** | Phase 2 will enhance the current mobile experiences with more dynamically pulled content.  We will add a video page and dynamically pull the video content in through a YouTube playlist.  Enhance the current lookbook pages so they are dynamic. Team will leverage the WordPress feed to dynamically pull in the look image and the shoppable product list.  The shoppable product list will display the following information  -image thumbnail  -Product name (this will link to product summary page)  -Regular price  -Discounted price  -Out of Stock Treatment – if an item is out of stock, Words, “out of stock” will appear in place of the price  The mobile site will support 12 lookbook pages per site  Brand links in the landing pages will go to a search results page that shows all products within the brand. |
| **Desired Date** | 5/1/2012 |
| **KPI  (Key Performance Indicators)** | various |

## Summary Business Case (attach business case if available)

|  |  |  |  |
| --- | --- | --- | --- |
| 1-yr Revenue (Annualized) | $ | 1-yr BOP (Annualized) | $ |
| 3-yr Revenue (Annualized) | $ | 3-yr BOP (Annualized) | $ |

## Preliminary BU Financial Approval:

Requesting Business Unit confirms the intent to fund this project should the scope, cost and delivery date commitment meet the Requesting Business Unit needs. No fees will be charged for the estimate itself.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Sign-off:** | **Name** | **Title** | **Signature** | **Date** |
| BU Requestor | Shelly Hunter |  |  |  |
| BU Finance Approval |  |  |  |  |

## Statement of Work (Completed by OBU)

## Project Description

Update Kmart Fashion and Stylesip Mobile sites to align with Spring content to integrate with the other channels.

## Deliverables

|  |  |  |  |
| --- | --- | --- | --- |
| **4.3** | **Update Video Content dynamically and Create Video Page (Mobile “Sneak a Peak”)** |  | **Phase 2** |
| 4.3.1 | Provide integrations to YouTube to display video content  Note: Video content displayed in “Sneak a Peak” section of the .com solution is fed from YouTube playlist. |  | Phase 2 |
| 4.3.2 | Display primary video (assumed to be most recent video) in the video container on the landing page |  | Phase 2 |
| 4.3.3 | Tapping anywhere on the video container will bring users to a Video Page |  | Phase 2 |
| 4.3.4 | In the Video Page, display all video thumbnails for all videos in “Sneak a Peak” playlist |  | Phase 2 |
| 4.3.5 | Tapping on the video thumbnail will launch videos |  | Phase 2 |
| **4.4** | **Make Lookbook Pages dynamic (to remove manual building building of the pages every quarter)** |  | **Phase 2** |
| 4.4.1 | Dynamically display the following info for each look in the lookbook pages   * Look image * Shoppable Product List   NOTES: Leverage .com wordpress to feed information to mobile web. |  | Phase 2 |
| 4.4.2 | For each product in the Shoppable Product List, dynamically display the following information:   * Image thumbnail * Product Name ( Links to Product Summary Page) * Regular Price * Discounted Price * “Out of Stock” treatment – in place of price, we display out of stock for out of stock items |  | Phase 2 |
| 4.4.3 | Support up to 12 Lookbook Pages Per Site  NOTES: 12 is the UX/Product recommendation to ensure best consumer experience for touch interactions and performance. |  | Phase 2 |
| 4.5 | Update **Brand** links in the Landing Pages to instead go to Search Results page that shows all products within that brand  NOTES: Would need to build search criteria for various brands to link to: |  | Phase 2 |
| 4.5.1 | As part of phase 1, while this solution is built out, remove the Brand bar and drop down in the header |  | Phase 1 |
| 4.5.2 | As part of phase 2, bring back the Brand bar and Brand drop down in the header |  | Phase 2 |

## Omniture Reporting Requirements

|  | Validate and Implement new SDR for tracking Kmart and Fashion Style SIP pages |  |  |
| --- | --- | --- | --- |
|  | Track all pages created for Kmart Fashion and Style SIP |  |  |
|  | Track all relevant info (including product views, carts, orders, revenue) related to Kmart Fashion and Style SIP |  |  |
|  | Be able to track all relevant metrics by Brand |  |  |

## Project Costs & Timeline (Completed by OBU)

## Project Costs

|  |  |
| --- | --- |
| Cost Source | Total Estimated Monthly Costs |
| Product & Project Management | **$ 4,000** |
| Creative & User Experience Development | **$ 12,600** |
| Technical Development | **$** |
| Infrastructure & Info Security | **$** |
| Imagery | **$** |

|  |  |
| --- | --- |
| **Total Cost** | **$ 16,200** |

## Timeline

|  |  |
| --- | --- |
| Start Date: | **12/21/11** |
| Preliminary Delivery Date: | **5/1/2012** |

## Expiration

|  |  |
| --- | --- |
| Cost estimate is valid until: |  |
| Timeline is valid until: |  |

## Note: The OBU will validate the project Total Cost estimate and timeline upon completion of wireframes and prior to commencement of code development. If the validated cost estimate exceeds the above Total Cost by more than 10%, OBU will communicate cost overrun to BU and request change approval.

## Cost & Timeline Approval

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Name** | **Title** | **Date** |
| OBU Product Lead: | **Jenny Fanning** | Vertical Product Manager |  |
| Mobile Product Lead | **Chat Shah** | Mobile Product Manager |  |
| OBU Engineering Lead: | **n/a** |  |  |
| OBU UX Lead | **John Burger** | UX Project Manger |  |

## Funding and Chargeback (Completed by BU)

## Please provide signatures and chargeback information below. No development will begin without acceptance and approval of Project Costs.

|  |  |
| --- | --- |
| Unit # (Peoplesoft Ledger- 5 digit numerical): |  |
| Account # (5 digit numerical): |  |

Payment Terms. OBU is prepared to begin this project immediately upon receipt of signed copies of this Project Outline. Upon signing, 50% of project costs will be charged to the Unit and Account number provided above. The second 50% of project costs as well as any changes to scope and estimates will be charged upon project completion.

Estimates. Except where otherwise noted, the costs specified in this Project Outline are the OBU’s best estimates and are based on hourly rates. Throughout the development process, an OBU Project Manager will work with Requesting Business Unit to provide up-to-date information and advice related to the project scope and timeline. As long as OBU has control over the scope of the project, project estimates are typically accurate estimates, unless Requesting Business Unit orders a change in scope or the project runs long through unexpected iterations, complexities, or Requesting Business Unit delays. Development cost is based on the project scope and timeline outlined; if the project scope is altered or deadlines change, development costs will be adjusted. Estimate assumes the Requesting Business Unit delivers all content in OBU specified format.

Expenses. Pricing does not include image royalty or software licensing, if applicable. All third party costs are estimates. Third party expenses will be billed and paid by Requesting Business Unit at cost.

Signature constitutes agreement to pay the above Total Cost, to be charged to the Unit and Account numbers provided. Project Delivery Date will be confirmed upon completion and approval of functional wireframes. Any functional, design or technical requests in addition to the work described in the attached PRD may result in increased costs, project delay, or both, and shall be requested via submittal of a new Business Intake Request & Funding Form.

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| **Sign-off:** | **Name** | **Title** | **Signature** | **Date** |
| BU Requestor | Shelly Hunter |  |  |  |
| BU Approval |  |  |  |  |

**Corporate Finance Approval Limits:**

Manager up to $100,000

Director up to $250,000

DVP up to $500,000

VP up to $750,000

SVP or direct report to CFO up to $999,999