Phase 2 Kmart fashion and style sip

Mobile Lookbook:

Manual upload

* Needed to be changed every quarter
* Every 2 weeks videos updated

-link to youtube playlist, so we don’t manually upload every 2 weeks

Shop by brand:

* So if you search for “sofia” it’ll search anything that has the name sofia in it

Wordpress

-Content management system

-Using taxonomy for lookbook and etc.

-don’t need codes to upload content

Estimation issue 16k or 30k?

Date launch:

Eddie:

Build API that feeds the mobile lookbook

-front end is on wordpress

-mobile feed through JSON