# OBU Project Outline

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| Requesting Business Unit: | **Kmart Apparel** | Requestor: | **Kristin Hand** |
| Date Submitted: | **June 8, 2012** | | |

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| Project Name: | Kmart Fashion and Stylesip Fall Updates |

## Business Request

## Business Need and Objectives

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| **Business Need** | Update Kmart Fashion and Stylesip Experiences along with the brand shops and lookbooks associated with these experiences for Fall. |
| **Project Overview** | Creative and Wires will be developed by PMH however will be reviewed and signed off by OBU/UX and BU  **Landing page plan at time of brief**  **Kmart Fashion**   * Spotlight module content- would like this to auto scroll.   + If a user scrolls over or interacts the auto scroll will stop. Auto scroll won’t continue unless the page is refreshed * “Be in the Loop” email module – Recommendation is for this to be animated. Files need to be delivered as a GIF and then UX team can recreate it in HTML5 * Shoppable Lookbook- use a randomization code so that each time you come to the page a new image from the lookbook will appear on the page. When you click on that image, the user will be taken to that specific page of the lookbook – we will be using our own image coming from WCS and then pointing to a specific number in WP slider. Lookbook will load and then slide to the specific look. * Instagram – there is a kmart instagram feed being curated. When a user clicks on follow us, they will be taken to the kmart instagram page and be asked to login to follow. There is a wordpress plug in that will help with the instagram feed. The feed will pull in the 4 most recent images on the KmartFashion account, this will require a serverside script to generate an authentication code. * Facebook Feed Update – This will most likely happen in Phase 2 as time will be needed to research the proposed functionality within the PMH comps provided. The desire is to pull any KmartFashion ‘featured’ posts from a users timeline. – All on the Front End experience. Featured posts will go in the content calendar and update the ID to pull in the newest posts * Voting Module – This would be created using a WP plug-in solution, Wordpress would track votes and syndicate results back to the WCS. – Using facebook likes as votes so we can use the API’s we are already using for the other facebook feature. * Video- will function as shown in the comps, this would pull in the videos utilizing the KmartFashion YouTube channel, and Order of the videos would match the order of the current playlist on Youtube. * Brand shop buttons on the top of the page will need to be updated with new creative * Brand Shop Carousel on Lookbook pages – each lookbook is generating its own menu of links for the brand shops – need to match what is on the site. * Blog module – want the blog to have an infinite scroll, larger images, and the look and feel. The way in which blog posts are fed onto the page will remain the same.   **Stylesip**   * Spotlight module content- would like this to auto scroll.   + If a user scrolls over or interacts the auto scroll will stop. Auto scroll won’t continue unless the page is refreshed * “Be in the Loop” email module – Recommendation is for this to be animated. Files need to be delivered as a GIF and then UX team can recreate it in HTML5 * Shoppable Lookbook- use a randomization code so that each time you come to the page a new image from the lookbook will appear on the page. When you click on that image, the user will be taken to that specific page of the lookbook * Instagram – there is a kmart instagram feed being curated. When a user clicks on follow us, they will be taken to the kmart instagram page and be asked to login to follow. There is a wordpress plug in that will help with the instagram feed. 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This may require a resizing tool to be created, this will occur in Phase 2 after the sights have been updated and launched, we will also need to make sure that mobile experience mirrors that of the .com site, the current experience is not the correct size and requires scrolling.   **Shopping Tabs (Shop Women’s, Shop Men’s, Shop Juniors)**  -need to analyze quickview. Current state, when you click on the name of the product user is taken off the experience and onto the kmart.com product detail page. Recommendation would be to add all necessary details to the quickview to keep user within the kmart fashion experience  Quickview should mirror that of the .com experience, goal is to keep the user within the experience.  **Lookbooks**  -Need to determine how many new looks we will have for fall (this will be required for estimation purposes)  -Link that says Return to Kmart Fashion (Bread crumb) in the upper right hand corner needs to be changed to be Return to (wherever the user is coming from). i.e. if you are on the Sofia brand page and you click on the Sofia lookbook, the bread crumb link needs to be updated to say, Return to Sofia Brand Shop  In Quickview  -Thumbnail of the product should match the color of the product that is featured in the main look.  -if you select an alternate color from the dropdown, the thumbnail will update to the color you have selected  -After selecting all required attributes to purchase the product from the quickview and user adds the product to cart, need to show a button that says, View Cart and Checkout  -Add zoom functionality for when you hover over the thumbnail, product image will zoom  -Mobile experience will need to be monitored, making sure any edits, updates do not affect the experience  **Brand Shops**  **Sofia**  -Update the lookbook module to be a taller image  -Remove Sofia’s Fashion Favs and Sofia’s Home Favs from the right side of the page  -Add a carousel under the video module for additional videos and keep it to three additional videos  -Update all photography and images on the site with fall images (all creative will be supplied by PMH)  **GLO**  -Update the lookbook module to be a taller image  -Remove the bloggers fav’s module  -Update all photography and images with fall images (all creative will be supplied by PMH) |
| **Desired Date** | **TIMELINE**  **WEEK OF 6/10**  6/11- OBU feedback due  6/13- Kmart to provide final image assets and taxonomy for brandshops  6/13- PMH to send KF/SS revised layouts based on OBU feedback (if necessary)  6/14- Final approval of KF/SS layouts due  6/15- PMH releases KF and SS for development  **WEEK OF 6/17**  6/21- PMH to present DOL, BONGO, GLO, Attention, Jaclyn Smith brandshop carousel  6/22- Kmart feedback due  6/22- PMH releases DOL, BONGO, GLO, Attention, Jaclyn Smith brandshop carousel for development  **WEEK OF 6/24**  6/27- PMH to present Attention, Jaclyn, Route 66 and LYS brandshop layouts  6/28- Kmart feedback due  6/29- PMH to release above assets to OBU for development  **7/13- STYLE SIP and KMART FASHION**  **7/20- DOL, GLO, BONGO, SOFIA, ROUTE 66, ATTENTION, LYS, JACLYN go LIVE** |
| **KPI  (Key Performance Indicator)** | Various |

**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.

Requestor:

Print: \_\_ Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Business Unit CFO

Print: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_