# OBU Project Outline

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| --- | --- | --- | --- |
| Requesting Business Unit: | **Kmart Apparel** | Requestor: | **Shelly Hunter** |
| Date Submitted: | **12/29/11** | | |

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| --- | --- |
| Project Name: | KAPPAREL: Shoppable Lookbook Spring 2012 Updates |
| WorkLenz ID: | **14787** |

## Business Request

## Business Need and Objectives

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| --- | --- |
| **Business Need** | To increase commerce in high visibility and conversion opportunity we have utilized the editor lookbooks to feature the key looks of the season and make it shoppable on our social sites (Kmart Fashion and Stylesip).  We look to update the exciting Kmart Fashion shoppable lookbook with Spring looks and launching in Stylesip. |
| **Project Overview** | OBU to develop creative and build for the shoppable lookbook.  Shoppable lookbook should be similar to the existing shoppable lookbook with the following updates   * Ability to shop all of the items featured (not limited to 4) in a variety of categories (i.e. apparel, footwear, etc.) * When Item is selected quick view pop up to add to cart * When product is not available will flag or change color to let consumers product is not shoppable.   There will be lookbooks for the following:  Kmart Fashion Lookbook  Sofia Lookbook  DOL Lookbook  GLO Lookbook  Bongo Lookbook  Build should include   * Reporting (Omniture & Google Analytics) * DAP page should have separate url identifier to drive folks direct to if desired. |
| **Desired Date** | Phase 2- Launch Monday 2/13- (To launch with the Kmart Fashion and Stylesip update)  \*\*\*\*OBU to provide timeline by Friday 12/23\*\*\*\* |
| **KPI  (Key Performance Indicators)** | CTR & Conversion |

## 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

To increase commerce in high visibility and conversion opportunity we have utilized the editor lookbooks to feature the key looks of the season and make it shoppable on our social sites (Kmart Fashion and Stylesip). We look to update the exciting Kmart Fashion shoppable lookbook with Spring looks and launching in Stylesip.

## Deliverables

OBU to develop creative and build for the shoppable lookbook.

Shoppable lookbook should be similar to the existing shoppable lookbook with the following updates

* Ability to shop all of the items featured (not limited to 4) in a variety of categories (i.e. apparel, footwear, etc.)
* When Item is selected quick view pop up to add to cart
* When product is not available will flag or change color to let consumers product is not shoppable.

Build should include

* Reporting (Omniture & Google Analytics)
* DAP page should have separate url identifier to drive folks direct to if desired.

## Assumptions & Exclusions

## Requesting Business Unit Obligations

## Project Costs & Timeline (Completed by OBU)

## Project Costs

|  |  |
| --- | --- |
| Cost Source | Total Estimated Monthly Costs |
| Product & Project Management | **$ 1,350** |
| Creative & User Experience Development | **$ 13,750** |
| Technical Development | **$** |
| Infrastructure & Info Security | **$** |
| Imagery | **$** |

|  |  |
| --- | --- |
| **Total Cost** | **$ 15,100** |

## Timeline

|  |  |
| --- | --- |
| Start Date: | **12/29/11** |
| Preliminary Delivery Date: |  |

## 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

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| --- | --- | --- | --- |
|  | **Name** | **Title** | **Date** |
| OBU Product Lead: | **Jenny Fanning** | Vertical Product Manager |  |
| OBU Engineering Lead: | **n/a** |  |  |
| OBU UX Lead | **Eryn Cech** | 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