# HTL INTERNATIONAL

Internal Website / Intranet

Make a Difference to Inspire Life

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## HTL International – Internal Website / Intranet

***PURPOSE:***
The idea is to develop an internal website for all of HTL International to be used by all regions.
A place for product information and resources specific for each region as well as news and information sharing among different regions.

***AUDIENCE:***
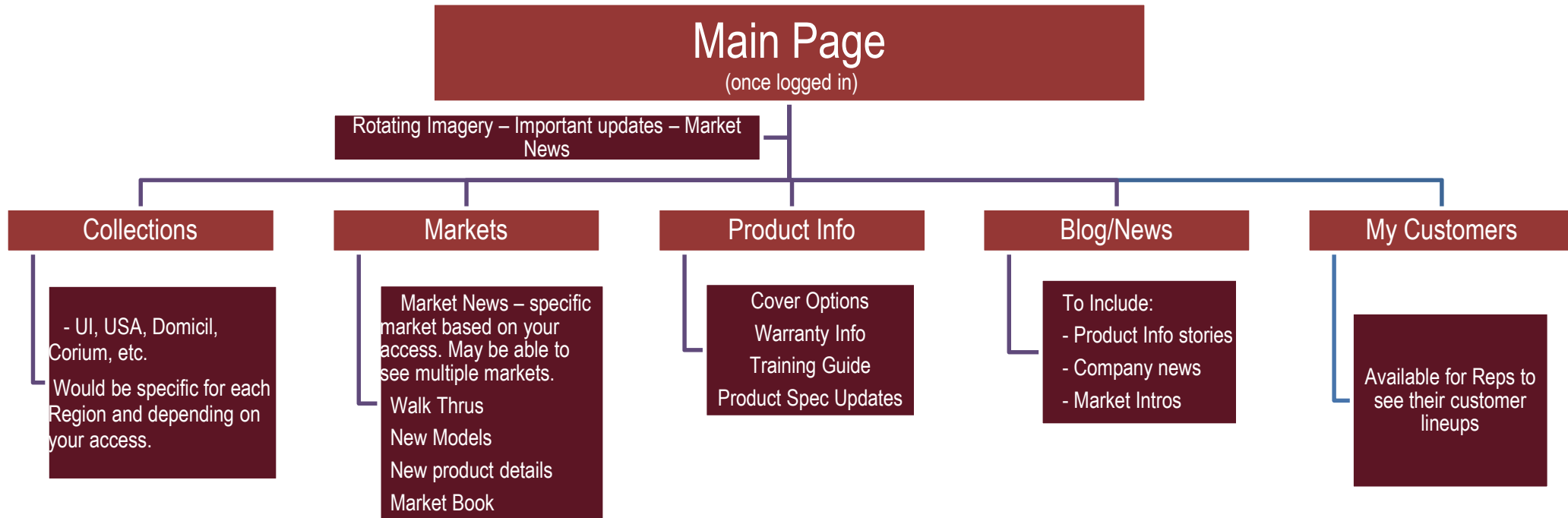HTL International Staff and Sales Reps across all Regions

Goal is to create an overall layout that  can be customized for each region as well as include information that is used by all regions.
This would be an internal product information site that would be used to "sell" models to our reps, making it easier for them to put together presentations for their customers and keep track of customer lineups.

Would also serve as a platform for sharing information (especially what is happening in other markets) among regions.

Key Components:
*   Various levels of access  (ex. Regional Directors would have access to all content across all regions and determine access available for others, where as Sales Reps for USA would only have access to USA model 'collections' and could only see pricing specific to their territories).
*   Ability to make adjustments for each Region.  Each Region would work separately within the larger HTL international site – pull information that is available for all as well as the option to upload information specific for each Region.
*   Ability to view models in a 'shoppable' format (castlery.com as inspiration, search features and narrow down by categories, see pricing based on certain selections, add models to 'Presentation' similar to adding items to a cart).
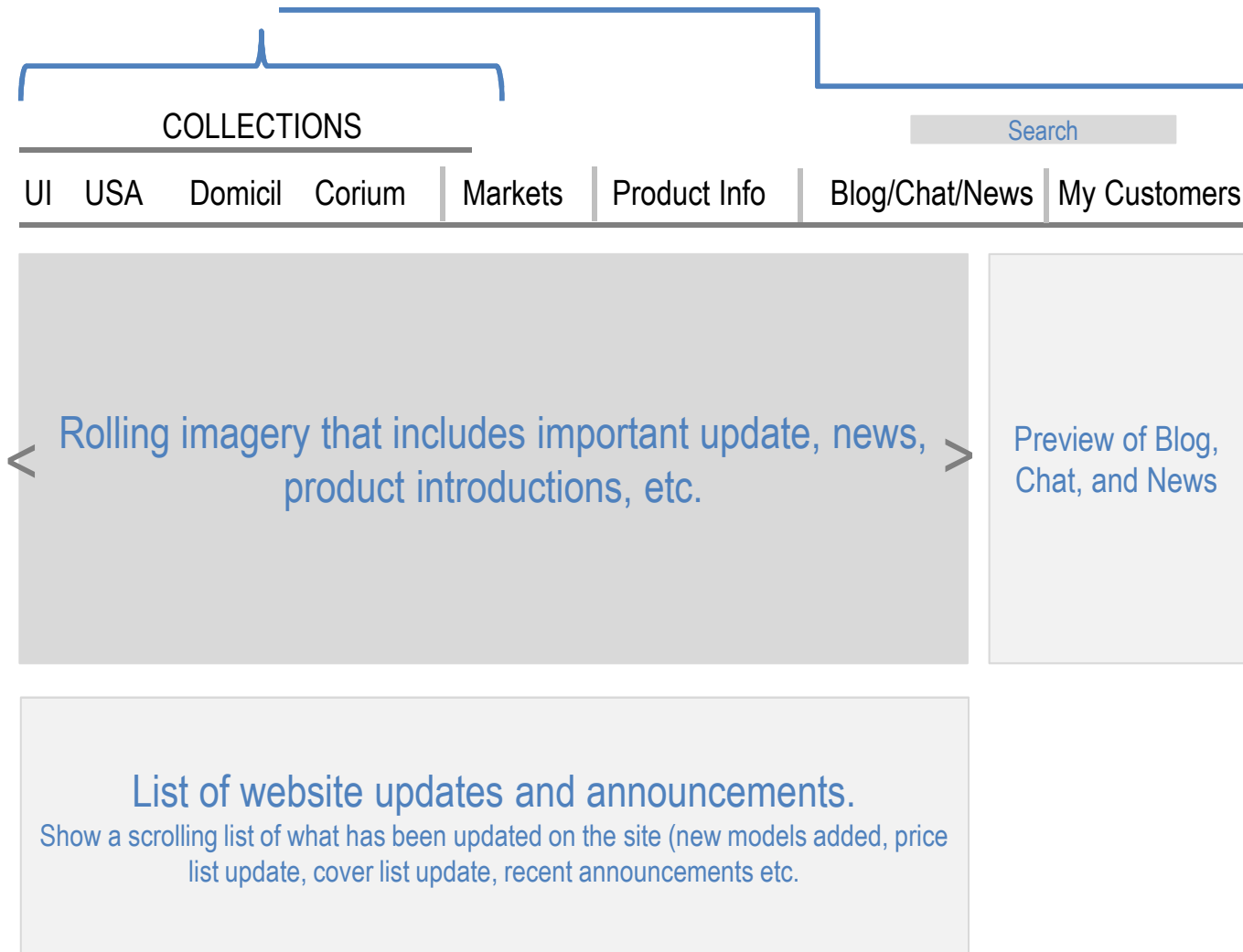
Website General Overview

## Main Page
(once logged in)

Rotating Imagery – Important updates – Market News

### Collections

- UI, USA, Domicil, Corium, etc.

Would be specific for each Region and depending on your access.

### Markets

Market News – specific market based on your access. May be able to see multiple markets.

Walk Thrus

New Models

New product details

Market Book

### Product Info

Cover Options

Warranty Info

Training Guide

Product Spec Updates

### Blog/News

To Include:

- Product Info stories
- Company news
- Market Intros

### My Customers

Available for Reps to see their customer lineups

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## User Access

**Different Access Levels**
- Different user types would have varying amounts of access. This would be determined when the user is registered and decided by the Regional Directors
- User access would first be determined by Region
- From there, the collections available for that particular Region could be available for all or defined by each user.
- Would need ability to define what price zones each user is able to access.
- Also what markets a user is able to see.
- Would need to determine the main levels of access (Regional Directors, Region VPs, Sales Reps, etc.) but also have the ability to determine access to more specifics when registering the user.

- There may be different teams/users that would need to have access to upload information: product teams, pricing, photography, etc. along with different users within each region.

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COLLECTIONS

Search

| UI | USA | Domicil | Corium | Markets | Product Info | Blog/Chat/News | My Customers |

Rolling imagery that includes important update, news, product introductions, etc.

< >

Preview of Blog, Chat, and News

List of website updates and announcements.

Show a scrolling list of what has been updated on the site (new models added, price list update, cover list update, recent announcements etc.

- Main Page would change depending on who is logged in and the access they have.

- Collections would be specific to each region. Each region would have ability to select and name which collections they use. For example, USA has USA model list, where as Korea may decide to include Fabbrica, etc.

- User access – when signing up a user, you could determine what collections within their region they have access to.

- Dynamic search function – # tags on all files that allow for easy search of all updates, products, news, etc.

**Website Layout Flow**

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**Once a "Collection" is selected**

UI    USA    Domicil    Corium    Markets    Product Info    Blog/Chat/News    My Customers

UI Collection    |    Motion    Stationary    Chairs    [ Search Collection ]

[ Select Price Zone ]    [ Select Cover Grede ]

Categories

☐ Euro Motion
☐ American Motion
☐ Power Headrest
☐ Sleeper
☐ Etc.

| Model Sofa Image | Model Sofa Image | Model Sofa Image |
|---|---|---|
| Model #        $$$ | Model #        $$$ | Model #        $$$ |
| Model Sofa Image | Model Sofa Image | Model Sofa Image |
| Model #        $$$ | Model #        $$$ | Model #        $$$ |
| Model Sofa Image | Model Sofa Image | Model Sofa Image |
| Model #        $$$ | Model #        $$$ | Model #        $$$ |

- When hovering over one of these categories – you see further break down options (ex. under Motion you would have "Euro Motion" and "American Motion". But you would also see some of the same categories on the lefthand side with check boxes.

- Ability to search within a collection. Use of # to allow for easy search with a variety of terms – ex. Sofa, 3 Seater, Couch, etc.

- In order to see pricing for the sofa on main page, must select your Price Zone and Cover Grade
- Price Zone options available would be based on the user (must be able to select which price grade each user can see – some may need to see multiple

**Website Layout Flow**

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- Models could be uploaded from different places (by different users)
    - UI models would be added at the International level and each region would have the ability to select which models they want to include to be shown on their pages, or they can show all
    - For other categories that are specific to each region (ex. USA List), the USA team would need to be able to upload those models themselves.
    - All model pages would be shown in the same format.

    - Option to label models as Current, Provisional, Discontinuing, Dropped
        - Certain access levels would have ability to look at discontinued or dropped models as needed

UI   USA   Domicil   Corium   Markets   Product Info   Blog/Chat/News   My Customers

---

UI Collection   |   Model #                                         Price Zone Selected

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Model Sofa Image

(other images to click through if available)

< ... > • • • • •

**Build Product Presentation ("Cart")**

**Configs (SKUs)**                    ⌄

**Cover**                             ⌄

**If Leather….**                      ⌄

**Leg (optional)**                    ⌄

**ADD TO PRESENTATION**

Download Spec Sheet

Download Model Images

Download Room Scene Images

## Backend Notes

- Layout inspiration taken from castlery.com
- Place for Reps to build product presentations by selection skus, options, and adding to a Presentation/"cart" to compare models

- Configs would show all available skus and price based on zone selected. Can select multiple for sectional.

- Cover selection would include leather or fabric name: ex. NC, MAD, etc. If leather selected, option for Full Top, Split, LV as applicable

**Available SKUs**

❏ 3S2UA  $$$
❏ 2.5S2UA  $$$
❏ 1S1U  $$$
❏ 1.25EL1U  $$$
❏ 1.25ER1U  $$$
❏ C12 $$$
❏ 1.25NA  $$$
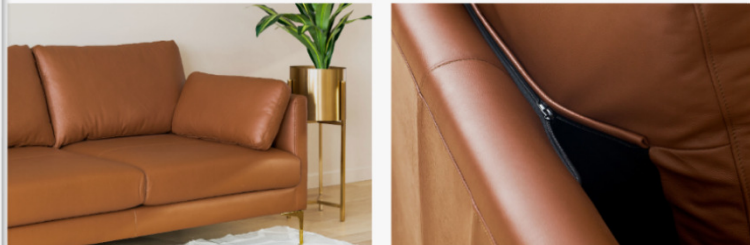
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**Website Layout Flow**

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UI Collection | Model #



**Versatile Stylings**

Fusing classic leather with a contemporary outline, this piece comes in more custom leather options to adapt easily to your living room style.

**Room for Everyone**

The sofa sits deep and roomy which is perfect for stretching out or socialising with your favourite people.

**Fuss-Free Detail**

Maintaining the good looks of the leather sofa is made easy with the zipper feature.

## Product Information

| Product Details | Product Dimensions | Delivery & Warranty |
|---|---|---|
| **Frame:** Solid Wood with Plywood | **Dimension:** W260 x D90/167 x H84cm | **Cancellation:** Free - 3 Days Before Delivery |
| **Fabric Composition:** Leather | **Seating Depth:** 60/137cm | **Delivery Condition:** Legs to be Fitted |
| **Leg:** Plating Metal | **Leg Height:** 15cm | **Warranty:** Frame 3 Years, Foam & Leather 1 Year |
| **Filling:** Foam Filled Seating and Headrest, Fibre Filled Cushion | **Seatable Width:** 230cm | **Return Policy:** 30 Days Return |
| **Cover Type:** Removable Seat and Cushion Covers | **Seating Height:** 43cm | |
| **Colour Variance:** Disclaimer ⓘ | | |

84cm    90cm    167cm    170cm    260cm

**Website Layout Flow**

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- Models and specific sku and cover information could be added into a "Presentation" like adding a product to a "shopping cart" for Rep to view all models they are wanting to propose
- Ability to Print Out Presentation – one model per page with all info, specs, imagery and pricing based on selections – print out include 'generated date' to keep track of recent presentations and any changes
- Pricing also includes a 'date stamp' to know what price list the pricing has been pulled from

- On occasion, special pricing may be required.  VP of Sales access would allow them to input pricing that is not included in the uploaded pricelist. (this would need to be noted on the presentation).
- Option to 'email' or send lineup between rep and VP of Sales as needed.

- Once a model has been selected by a customer and added into their line up the rep would have the option to "Add to Customer Lineup" and the model and information would show up under their "My Customers" Page

**Website Layout Flow**

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**Once "My Customer" is selected**

COLLECTIONS

Search

UI   USA   Domicil   Corium        Markets       Product Info        Blog/Chat/News   My Customers

**Customer**

| HIGH BACK - LOW BASE | HIGH BACK - LOW BASE POWER HEADREST | HIGH BACK -HIGH LEG | HIGH BACK - HIGH LEG POWER HEADREST | LOW BASE -RATCHET BACK | LOW BASE - POWER RATCHET | HIGH LEG - RATCHET BACK | HIGH LEG - POWER RATCHET |
|---|---|---|---|---|---|---|---|
| HTL-9578 | RS-11499-PR | RS-10859 | RS-11370-PR | HTL-9202-US | RS-A0136-PR | RS-B0197 | RS-B0197-PR |
| HTL-9997 | RS-11510-PR | RS-11044 | RS-11486-PR | HTL-9557 | RS-B5054-PR | RS-B0209 | RS-B5057-PR |

Generate Excel Lineup

- Reps could select their customer from a drop down menu and to show that customer's lineup

- Would view all models by categories (similar to our excel catalogs)

- Ability to generate the excel version of the lineup with pricing details that can be sent to the factory.

**Website Layout Flow**

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COLLECTIONS                                    Search

UI    USA    Domicil    Corium    Markets    Product Info    Blog/Chat/News    My Customers

| **USA: High Point** | Guangzhou | Shanghai | HTL International Market News Blog |

< Rolling Information and Market Updates >

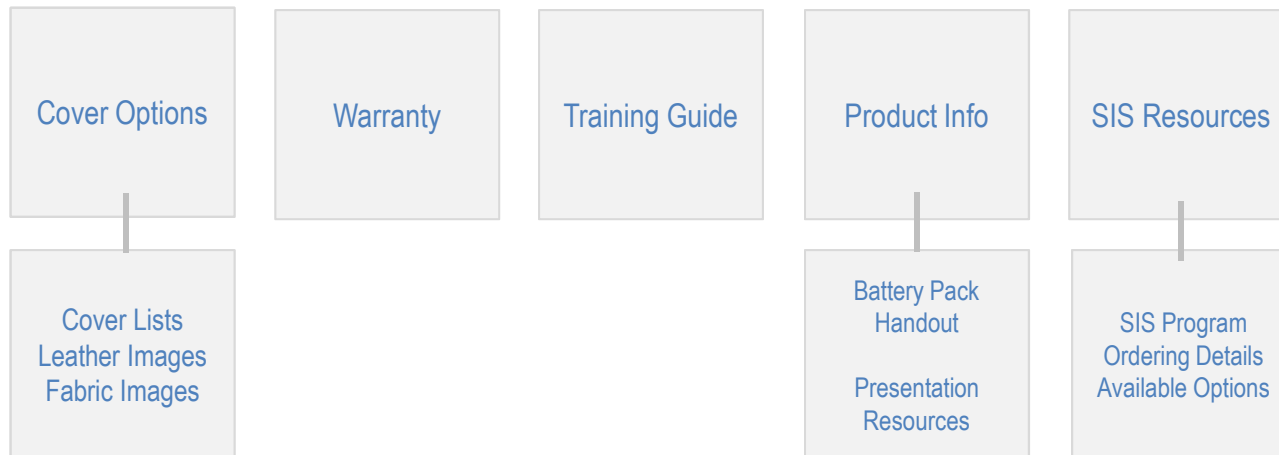| Walk Through | Market Price List | New Model Intros | Market Books |

**Backend Notes**

- Market Information that you are able to see is based on login If you are a USA sales rep, you would see "High Point" and possibly Guangzhou or Shanghai if you have customers attend.

- HTL International Market News Blog would be a place for all regions to upload information and updates about the shows in their region for all to see.

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COLLECTIONS

Search

UI   USA   Domicil   Corium      Markets      Product Info      Blog/Chat/News   My Customers

**Product Info**

| Cover Options | Warranty | Training Guide | Product Info | SIS Resources |
|---|---|---|---|---|

| Cover Lists Leather Images Fabric Images | | | Battery Pack Handout

Presentation Resources | SIS Program Ordering Details Available Options |

**Backend Notes**

- Specific categories would vary for each region, along with the info included in each.  (not all regions have the same leathers and fabrics).

- Ability for categories to be flexible – can add or remove categories, easily change names, etc.

**Website Layout Flow**

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## COLLECTIONS

Search

UI   USA   Domicil   Corium   Markets   Product Info   Blog/Chat/News   My Customers

**Blog**

**Blog Headline/ Image**

Preview of story…

**Blog Headline/ Image**

Preview of story…

**Blog Headline/ Image**

Preview of story…

**Chat**

Chat Topics…

- Blog to be updated with company news articles, new introductions, color stories, inspiration, etc.

- Chat as a place to discuss topics between regions, or topics for a specific region (discuss things that are working in other areas, models that are doing well, etc.)

**Website Layout Flow**

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- Website that can grow and change over time.
  - Easily add in and take away as needed.
  - Functions that could vary slightly by region but overall layout that can work for all
- Additional phases of the project would be creating an extranet for retailers – this would include allowing them to see their lineups and the pricing that is specific to them
  - Idea of using customer lineup and available models as a digital catalog within retail store.  Draw from the information on the intranet site, but make it specific to the individual retailer.
- Multiple language options based on regions
- Ability to send update notification email from within intranet – select group of users or individual users to notify them of new updates without having to go to email separately.
  - Rolling log of all updates would be on homepage so that it is easily visible and accessible to the user, and can be easily referenced as needed.

END OF PRESENTATION
THANK YOU

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