

OBU Product Requirements Document (PRD)

***SHC – Communities Platform***

**Preliminary**

**Final**

Product Manager/Author:

*Judy Massuda* [jmassud@searshc.com](mailto:jmassud@searshc.com)

Business/Vertical Sponsor: *Don Fotsch, VP Customer Experience*

|  |  |
| --- | --- |
| ***Current Revision:*** | *Version 1.12* |
| ***Document Name:*** | *PRD\_Communities Platform.doc* |

**Table Of Contents**

[1 Administrative 3](#_Toc323813648)

[1.1 Revision History 3](#_Toc323813649)

[1.2 Related Documentation 3](#_Toc323813650)

[1.3 Core Team and Key Stakeholders 3](#_Toc323813651)

[2 Product Overview 4](#_Toc323813652)

[2.1 Mission 4](#_Toc323813653)

[2.2 Strategy 4](#_Toc323813654)

[2.3 Objectives 4](#_Toc323813655)

[2.4 Guiding Principles 4](#_Toc323813656)

[3 Components and Functional Requirements 5](#_Toc323813657)

[3.1 Register and Sign On Requirements – P1 5](#_Toc323813658)

[3.2 Communities Profile Requirements – P1 6](#_Toc323813659)

[3.3 Header 6](#_Toc323813660)

[3.4 Homepage – P1 & P2 7](#_Toc323813661)

[3.5 Q&A and Commenting Requirements – P1 8](#_Toc323813662)

[3.6 Following Requirements – P1 9](#_Toc323813663)

[3.7 Badging Requirements – P1 10](#_Toc323813664)

[3.8 Social Integration Requirements – P1 10](#_Toc323813665)

[3.9 Customer Service Requirements – P1 & P2 10](#_Toc323813666)

[3.10 Blogging and Buying Guides – P1 11](#_Toc323813667)

[3.11 Category Page Requirements – P1 12](#_Toc323813668)

[3.12 Advertisement Units – P1 12](#_Toc323813669)

[3.13 Emails – P1 12](#_Toc323813670)

[3.14 Crowdsourcing – P2 13](#_Toc323813672)

[3.15 Static Pages – P1 13](#_Toc323813673)

[4 User Experience Requirements 14](#_Toc323813677)

[5 Integration and Migration 14](#_Toc323813678)

[6 Operations and Maintenance 15](#_Toc323813679)

[6.1 Service Level Agreement 15](#_Toc323813680)

[6.2 Monitoring and Alerts 15](#_Toc323813681)

[6.3 Business Continuity Planning (BCP) 15](#_Toc323813682)

[6.4 Capacity Planning 15](#_Toc323813683)

[6.5 Escalations 15](#_Toc323813684)

[7 International 15](#_Toc323813685)

[8 Legal 15](#_Toc323813686)

[9 SEO and Marketing 16](#_Toc323813687)

[10 Other Stuff 16](#_Toc323813688)

[10.1 Future Business Flow 16](#_Toc323813689)

[10.2 Other Business Areas / Departments Impacted 16](#_Toc323813690)

[10.3 Properties to be impacted 16](#_Toc323813691)

[10.4 Horizontal domain Impacts 17](#_Toc323813692)

[10.5 Merchant Services Impacts (Marketplace) 18](#_Toc323813693)

[10.6 External Vendor Involvement 18](#_Toc323813694)

[10.7 Security and Compliance 18](#_Toc323813695)

[10.8 Operations, Networking, and System Requirements 19](#_Toc323813696)

[10.9 Global Non-Functional Requirements 20](#_Toc323813697)

[10.9.1 SEO requirements 20](#_Toc323813698)

[10.10 Future Phases of Project 20](#_Toc323813699)

[10.11 Preliminary Wireframes (Optional) 21](#_Toc323813700)

[11 Project Milestone RACI Diagram 21](#_Toc323813701)

[12 Appendix: 21](#_Toc323813702)

[12.1 Priority List 21](#_Toc323813703)

## Administrative

## Revision History

|  |  |  |  |
| --- | --- | --- | --- |
| Date | Version | Update Description | Author(s) |
| *11/21/11* | 1.0 | Communities Platform | Judy Massuda |
| *11/25/11* | 1.1 | Various Updates | Judy Massuda |
| *12/8/11* | 1.2 | Various Updates | Judy Massuda |
| *2/10/11* | 1.3 | Various Updates | Judy Massuda |
| *2/13/11* | 1.4 | Various Updates | Judy Massuda |
| *2/14/11* | 1.5 | Various Updates | Judy Massuda |
| *2/22/11* | 1.6 | Various Updates | Judy Massuda |
| *2/24/11* | 1.7 | Various Updates | Judy Massuda |
| *2/27/11* | 1.8 | Updated CMS | Judy Massuda |
| *4/5/11* | 1.9 | Updated interest pages | Judy Massuda |
|  | 1.10 | Removed store pages | Judy Massuda |
| *4/25/11* | 1.11 | Updated reputation points | Judy Massuda |
| *5/3/11* | 1.12 | Various updates | Judy Massuda |

## Related Documentation

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Document Name & Description | Author | | Location/URL | |
| Reviews and Communities Profile PRD | | Judy Massuda | | Basecamp | |
| Communities Moderation PRD | | Judy Massuda | | Basecamp | |
| UX Designs | | Shirley McClain | |  | |

## Core Team and Key Stakeholders

|  |  |  |  |
| --- | --- | --- | --- |
| Name | Role – Organization | E-mail | Approver? |
| Judy Massuda | Product Manager | [jmassud@searshc.com](mailto:jmassud@searshc.com) | Author |
| Shirley McClain | UX Lead | [smccla7@searshc.com](mailto:yvonne.french@searshc.com) |  |
|  |  |  |  |
| Brendan Gualdoni | Profile Engineering Lead | [bguald0@searshc.com](mailto:sgouris@searshc.com) |  |
| Patrick Szczypinski | FED Lead | [Patrick.Szczypinski@searshc.com](mailto:Patrick.Szczypinski@searshc.com) |  |
| Iga Zyzanska | Art Director | [Iga.Zyzanska@searshc.com](mailto:Iga.Zyzanska@searshc.com) |  |
| Kat Ferrell | Project Manager | [kferre2@searshc.com](mailto:Kelly.Gruver@searshc.com) |  |
| Casey Goddard | Business Lead | [cgodda3@searshc.com](mailto:cgodda3@searshc.com) | Y |
| Don Fotsch | VP Customer Experience (Sponsor) | [Don.fotsch@searshc.com](mailto:Don.fotsch@searshc.com) | Y |

## Product Overview

## Mission

To provide an online social support community that replicates in-person interaction and conversation so that customers and prospective customers access information, customer service and expert advice from SHC associates, vendors and fellow members while providing invaluable feedback and customer behavior understanding to SHC.

## Strategy

* Provide an online social support platform
* Strengthen Customer Engagement
* Leverage community feedback and insights

## Objectives

1. Deliver Phase 1 release of Communities by End of August 29,2012 to migrate Communities and Reviews off of the Viewpoints platform.
2. Deliver Phase 2 release of additional functionality in two week iterations beginning August 29, 2012 through October 30, 2012.

## Guiding Principles

To be the leader in online social support communities and delight our customers through every touchpoint.

**1. For Customers:**

* to connect with SHC, product experts and enthusiasts: ask questions, share advice and feedback, receive answers
* to be heard, to be helped, to receive excellent customer care
* to find Information: Guides, Articles, Blogs, Videos, etc.

**2. For SHC:**

* a deeper engagement with our customers to create brand ambassadors
* reduce contact costs through digital interactions
* to drive conversion/sales by influencing, shaping, informing and enabling customer shopping behaviors and buying decisions
* ongoing feedback on our products and marketing initiatives
* valuable UGC which is optimized for SEO and is considered more reliable
* to connect our customers with our brands, products and initiatives, to provide increased customer conversion and in turn increase lifetime value.

## Components and Functional Requirements

User Roles

|  |  |
| --- | --- |
| User Role | Description |
| Business | Moderator, Expert, Customer Care Agent |
| User | Customer, Member |
| System | Non-human user; automated interaction |

## Register and Sign On Requirements – P1

|  |  |
| --- | --- |
| **Req #** | **Description** |
| 3.1 | **Register**  User does not have existing SHC account   * When trying to post content, User is prompted with in flow simple sign on to enter email address and create username and prechecked box to sign up for Community emails, can uncheck to opt out. * When registering from header link User is prompted with login form that includes Username as a required field. * User signs in using Open ID login – prompt after signing in to create a username for communities and reviews   **Functional Requirement:** Standard Registration links are needed: Sign in, terms of use, privacy policy, Open ID |
|  | **Sign On**  User has an SHC account   * User is interacting with Communities site and wants to leave UGC * User is prompted with in flow simple sign on for email address and password. * User has WCS account but never created a username in past. User is prompted to create a username. If User has existing username then there is no change in process after standard login prompt. * UGC displays username   **Functional Requirement:** Standard Sign In links are needed: Forgot Password, Register, Open ID |

## Communities Profile Requirements – P1

|  |  |
| --- | --- |
| **Req #** | **Description** |
| 3.2.1 | Full Communities Profile:  User Information:   * User Name * Profile Photo * Location if opted in * Badges * Questions Asked   Badges Link to static communities page with explanation of badges |
|  |  |
| 3.2.2 | Discussion Activity shows user discussions he has posted in that have had activity in the last 30 days. |
|  |  |
| 3.2.3 | Contact a moderator contact (mailto: client)   * Include help text – please include a way for us to contact you in the note. |
|  | |
|  |  |

WCS Profile to not be modified in first phase; existing integration (My Stuff and Order Center links) to be maintained only.

## Header

|  |  |
| --- | --- |
| **Req #** | **Description** |
| 3.3.1 | **Header**   * Log in / Join the Communities; Log Out * Customer Service link * Search   + Results indicate what type of results are displayed (i.e. whether the content is a blog, Q&A, etc)   + User can filter through search results * Number of Members * Link for MyKmart directing people to associate page (existing) |
| 3.3.2 | **Site Navigation**   * Home * Categories (L&G, Appliances, Fitness – Phase 1) * Customer Service * Buying Guides * Blog   + Page where all blog posts are aggregated, regardless what category the blog was written under * Experts **(Phase two)** |
| 3.3.3 | **Navigation Message**   * Highlighted section on the navigation bar that links to any part of the site that admin wants highlighted. Text is input by admin * Updated in Admin tool * Current example: |
| 3.3.4 | **Qualtrics feedback link** |

## Homepage – P1 & P2

|  |  |
| --- | --- |
| **Req #** | **Description** |
| 3.4.1 | **Homepage (same view for logged in and logged out)**   * User sees featured Blog posts from the site * User sees featured Q&A made throughout the site * Recent activity on the site * Ad Units **(3.11)** * Featured Business member – controlled through CMS * SEO optimized |
| 3.4.2 | **Communities Specific Search**   * User can search keywords to find Communities content, search should look for relevant titles, content and meta tags, and tags   + Clearly identified content in results (blog post, vs Q&A, vs Buying Guide) |
| **Req #** | **Description** |
| 3.4.3 | **Signed in User homepage**   * Recent Blog posts and Buying Guides from Category Pages * Condensed version of the Activity Feed available in Profile **(3.2.3)** * Ad Units **(3.11)** – Preset ad units * Featured Business Member (controlled through CMS) |
| **Future planned enhancements** | |
|  |  |

## Q&A and Commenting Requirements – P1

|  |  |
| --- | --- |
| **Req #** | **Description** |
| 3.5.1 | Structured question and answer in discussion type forum.   * Ask questions   + Add tags from predefined list and show associated tags.     - Limit of 5 tags     - Tags should be searchable but not displayed     - **Functional Requirement:** tags can be tied to Answer network P2   + Add topic to the Q&A * Answer / Comment on questions   + Displaying answers are truncated if over set character limit – reader can expand and collapse as desired.   + Vote an answer helpful * Search questions / answers * Share to social networks * Receive notifications of new comments (feed and if opted in, email) * Vote on/Select a best answer * SEO Optimized   **Functional requirements:** Spell Check hyper linking, and paste PDFs,that is limited to Admin / Moderator / Associate and Expert badged users |
| 3.5.2 | Q&A functionality to be available for   * Category Pages * Other platforms (i.e.sears.com, kmart.com)   + Vertical, Category, SubCategory   + Offers * Customer Service |
| 3.5.3 | Comments   * Ability for Users to comment on:   + Q&A   + Blogs   + Buying Guides |
| 3.5.4 | Q&A and Comments can be flagged for concern by readers **(refer to Moderation tool PRD)**   * Flagger must enter a comment with flag |
| 3.5.5 | Resolution Notifications:  Once the business responds to a user and resolves the question/issue; business will prompt system to send a follow up email to user to ask if they were satisfied with the response/service   * Notification includes questions: “where you satisified with the service you received? Yes/no buttons * Click on yes will trigger a “satisified” icon to appear on original post; no will display nothing * If no is clicked, system notifies business to follow up; process repeats |
| 3.5.6 | Opt into Answer Network   * Users can opt-in to categories and/or sub-categories to receive notifications of questions postedWhen User comments on Question, prompt User to opt in to answer other questions within the same topic or interest group |
| **Future planned enhancements** | |
| **Req #** | **Description** |
| 3.5.7 | * Upload video/image in either post or comment. business only with admin rights |

**Functional Requirement:**

## Following Requirements – P1

|  |  |
| --- | --- |
| **Req #** | **Description** |
|  |  |
| 3.6.1 | User can opt-out to receiving category Question Post notifications anything he/she has followed. |

## Badging Requirements – P1

|  |  |
| --- | --- |
| **Req #** | **Description** |
| 3.7.1 | **Reputation**   * Badges   + Craftsman Club Members – applied from badge in profile   + Expert – Manually added through Admin/Moderation tool   + Associate – appears for anyone who has an employee ID in membership profile     - ***Functional requirement***: integrate with LDAP for automatic add/removal of associate badge BUT also need to badge associates that interact on the site without using admin tool.   + Customer Care Network – tied to CCN employees working within the communities     - ***Functional requirement***: integrate with LDAP for automatic add/removal of associate badge   + Moderator Badge – Assigned to anyone with Admin/Moderator tool access; manually added   + Vendors – Manually added through Admin/Moderation tool |

## Social Integration Requirements – P1

|  |  |
| --- | --- |
| **Phase One** | |
| **Req #** | **Description** |
| 3.8.1 | **Share It Functionality**   * Blogs **(3.10)** * Buying Guides **(3.10)** * Question Post **(3.4)**   ***Functional Requirement:*** Use existing Share It Capabilities |
|  |  |
|  | |
| **Req #** |  |
|  |  |

## Customer Service Requirements – P1 & P2

|  |  |
| --- | --- |
| **Phase One** | |
| **Req #** | **Description** |
| 3.9.1 | Communities Specific Customer Service page   * + Q&A – select category (routes to different areas of the business)Order Issue   + Delivery   + Installation   + Part Orders & Inquiries   + Repair   + Others TBD * FAQ page based on common customer questions – updateable through CMS * Featured Business Members on duty – updateable through CMS; assign admin rights to update to agents * Ability for user (original poster only) to indicate on the answer if they were satisfied with the service they received from the business; once clicked option is removed; cannot be edited |
| **Phase Two** | |
| **Req #** | **Description** |
| 3.9.2 | Customer Service Q&A **(3.4)**   * Moderated by Business (social media support team in CCN) |
| 3.9.3 | Customer Service Help form enables user to submit a request for help privately to the business; form submission should be integrated into KANA as an email submission ***Functional Requirement:*** Integration into Kana (to work with Eric in Des Moines on integration) |

## Blogging and Buying Guides – P1

|  |  |
| --- | --- |
| **Req #** | **Description** |
| 3.10.1 | SHC editorial content displayed within   * **Blogs**    + Interest Category specific blog posts   + Ability to search by     - Author     - Tags * **Buying Guides**   + Vertical specific   + Longer than blogs, should have different look / feel than blog (e.g. page turn) * Store Pages **(Events 3.15.4 / News 3.15.5)**   + Microblogging on Store pages for events/news |
|  | |
|  |  |
|  |  |

## Category Page Requirements – P1

|  |  |
| --- | --- |
| **Phase Two** | |
| **Req #** | **Description** |
| 3.11.1 | Template based   * Plug and play features to create new category page on the fly through admin tool   + Blog **(3.10)**   + Buying Guides **(3.10)**   + Q&A **(3.4)**   + Polls (P2)   + Video (drop zones)   + Ads |
|  |  |
|  | |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

## Advertisement Units – P1

|  |  |
| --- | --- |
| **Req #** | **Description** |
| 3.12.1 | Standard size ad unit spots throughout site for internal and external ads   * Various sizes (tbd by UX): should include 3 standard placements on the page which will only appear if an add is published |
| 3.12.2 | Configurable through Admin tool |

## Emails – P1

|  |  |
| --- | --- |
| **Req #** | **Description** |
|  |  |
| 3.13.2 | Communities Trigger Emails   * Notification emails, including:   + Welcome   + Weekly feed   + Discussions/Q&A comment (opted in)   + Answer Network   ***Functional Requirement:*** Emails should be sent through system wherever possible rather than through Responsys; Track performance: OR, CTR, Shares, Conversion, Revenue, etc. (Omniture integration) |
|  |  |
| 3.13.3 | Qualtrics Survey Integration  Website Feedback   * Include code for community feedback form from Qualtrics (Robert Gierwatowski will create) * SurveysSurveys will be emailed by outside system (Qualtrics). * Admin will need ability to download lists of members by profile answers or interest groups |

Needs to be part of Communities Admin PRD



## Crowdsourcing – P2

|  |  |
| --- | --- |
| **Req #** | **Description** |
| 3.15.1 | **Polls**   * Consistent Template includes: * Question creation using text, image or video * Multiple answer types: multiple choice, ratings, etc. * Title and tags * Crawlable * Created and published through the Admin tool, results pulled though Admin tool or Business Objects * Select location to publish (home page, category page, other site pages)   Only displays when there is content |
|  |  |

## Static Pages – P1

|  |  |
| --- | --- |
| **Req #** | **Description** |
| 3.15.1 | * FAQ * About / Why Join * Terms of Service * Badges/Team Page – updateable through CMS as team members change |











## User Experience Requirements

* Overall goal is to increase awareness of communities and seamless integration with SHC ecommerce sites
* Experimentation: Should be possible to quickly modify UX flows, do A/B testing, get feedback and iterate
* Formats: support for desktop, mobile, ipad, in-store kiosk?
* Supported Browsers:

|  |  |
| --- | --- |
| **Browser** | **Supported (Y/N)** |
| Internet Explorer 6 | n |
| Internet Explorer 7 | y |
| Internet Explorer 8 | Y |
| Netscape (version?) | N |
| Safari (version?) | Y |
| Firefox (version?) | Y |
| Google Chrome (version?) |  |
| Other |  |

## Integration and Migration

* Provide fully documented Web Service APIs for all communities functions being pulled into Profile
* Migrate existing user data from Viewpoint to Universal Profile
* Migrate existing reviews, discussions, and profile data (where applicable) from Viewpoint to new Reviews system

## Operations and Maintenance

## Service Level Agreement

*From any US location:*

* Uptime: 99.5%
* Responsiveness: 85% of all API calls will return in < 100 milliseconds @ x reads/second, < 200 milliseconds @ x writes/second

## Monitoring and Alerts

* Proactive monitoring of basic system services ((server load, server up-time)
* Proactive monitoring of rate of communication with client web servers.

## Business Continuity Planning (BCP)

* Communities integration should be deployed in Sign On and Profile
* Platform will support semi-automated failover in the event of a failure in either location
* Data Back-Up: data will be backed up to tape once a day. In case of loss of data, data will be restored within 1 business day.

## Capacity Planning

* Capacity Planning will be done on a quarterly basis, based in traffic estimates provided by customers
* Emergency plan for expanding capacity (data storage, rate of access for both reads and writes):
* Expand by 15% : 5 business days
* Expand by more than 15% - 30 business days
* Traffic Estimates by Customer: tbd

## Escalations

* CCN will be integrated into Communities and will have its own escalation plan

## International

Support some non-english language reviews: Spanish (US), French (Canada), Other?

## Legal

## SEO and Marketing

## Other Stuff

## Future Business Flow

## Other Business Areas / Departments Impacted

|  |  |  |  |
| --- | --- | --- | --- |
| DomesticStores  OffshoreStores  Super K Stores  Store Ops  Store Conversions  Distribution Centers  Legal  Mobile | Merchandising  International  Cross Merchandising  Merchandise Prchsing  Non-Merch. Prchsing  Decon Center  Supply Chain Ops  Supplier | Purchasing  Sourcing  Corporate Center  Overseas Offices  GENCO  Marketing  MyGofer  Home Services | Credit  Audit Services  Asset Protection  Finance/Accounting  Human Resources  Payroll  Other: |

## Properties to be impacted

***Check all that apply:***

|  |  |  |
| --- | --- | --- |
| [Craftsman](http://www.craftsman.com)  [Delver](http://www.Delver.com/)  [DieHard](http://www.diehard.com)  [Kenmore](http://www.kenmore.com/)  [Kmart.com](http://www.kmart.com)  [Lands' End](http://www.landsend.com/)  [ManageMyLife](http://www.ManageMyLife.com/)  [MyGofer](http://www.MyGofer.com/)  International Site | [MyKmart](http://www.Mykmart.com/)  [MySears](http://www.MySears.com/)  [Sears.com](http://www.sears.com/)  Catalog.[Sears.com](http://www.sears.com/)  [Sears Commercial](http://www.commercial.sears.com/)  [Sears Driving School](http://www.searsdrivingschools.com/)  [Sears Flowers](http://www.searsflowers.com/)  [Sears Garage Doors](http://www.searsgaragedoors.com/)  [Sears Home Services](http://www.searsclean.com/) | [SearsHometown Stores](http://www.searshometownstores.com/)  [Sears Optical](http://www.searsoptical.com/)  [Sears Parts Direct](http://www.searspartsdirect.com/?sid=PSHx20080114x00001s)  [Sears Outlet](http://www.searsoutlet.com/)  [Sears Photos](http://www.searsphotos.com/)  [Sears Portrait Studio](http://www.searsportrait.com/)  [Sears](http://www.searsportrait.com/) Puerto Rico  [Sears](http://www.searsportrait.com/) Spanish Site  [tgi.com](http://www.thegreatindoors.com/) |

**Other Web Types (check all that apply):**

Market Place Multi-Channel (in store Kiosk, etc) API Mobile

*Note: The store Kiosk view on the web sites differs in some cases from what is seen from the standard external web view; this is done for performance reasons and to recognize that the kiosk viewer is in our store. (e.g., if in-store, no pop up prompt displays, asking if the customer wants to speak or chat with a representative, since we’d rather the customer speak directly with an in-store associate). Where applicable, PRD stated requirements should differentiate guidance on how the UI experience should differ between in-store vs. external website.*

**Other Sites (List all impacted):**

Catalog.[Sears.com](http://www.sears.com/) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

## Horizontal domain Impacts

***Briefly describe the summary changes to any of the standard horizontal domains in the table below. Consult Engineering if necessary.***

| **Domain** | **Highlight new features** | **Existing features to be impacted/how?** |
| --- | --- | --- |
| Profile / SSO | * Single Profile (and login) for all users that write Reviews, across all sites * Reviews widget will display author’s mini profile view (user card aka quick view) next to each Review * Profile Page Changes |  |
| Header / Tool Box |  |  |
| Home Page |  |  |
| Vertical Page – specify which vertical(s) or all |  |  |
| Category Page |  |  |
| Search & Browse |  |  |
| Product Detail |  |  |
| Cart / Checkout |  |  |
| Post Order/Purchase |  |  |
| Email Communication | Message Center, Address Book |  |
| Bundles/Collection Page |  |  |
| Compare Pages |  |  |
| Product Options |  |  |
| Gift Cards |  |  |
| Registry |  |  |
| Club Rewards |  |  |
| Recommendations |  |  |
| Lists |  |  |
| Community | Redesign |  |
| Content |  |  |
| Videos |  |  |
| APIs |  |  |
| Sears Catalog |  |  |
| Mobile |  |  |
| Multi Channel |  |  |
| International |  |  |
| Marketing |  |  |
| Social sites |  |  |
| Omniture |  |  |
| SOLR/BRAT |  |  |
| Save a Story |  |  |
| Customer Service |  |  |

## Merchant Services Impacts (Marketplace)

***Briefly describe the summary changes to any of the standard horizontal domains in the table below. Consult Engineering if necessary.***

| **Domain** | **Highlight new features** | **Existing features to be impacted/how?** |
| --- | --- | --- |
|  |  |  |
|  |  |  |
|  |  |  |

## External Vendor Involvement

***Check each External Vendor property that may be involved in effecting a solution to these requirements. Final decision on involvement will come later in the life cycle. Consult OBU IT Operations if necessary. (Check all that apply)***

|  |  |  |
| --- | --- | --- |
| [Responsys](http://www.Responsys.com/)  [Scene7](http://www.scene7.com/)  [ExpoTV](http://www.expotv.com/)  [5Min](http://www.5min.com/)  Viewpoints  Other: | [Akamai](http://www.akamai.com/html/custom/index.html?source=google&i=3&r=4&p=10)  [Omniture](http://www.omniture.com/en/)  [KANA](http://www.omniture.com/en/)  [CommerceHub](http://www.omniture.com/en/)  [LivePerson](http://www.omniture.com/en/)  Other: | DesignKitchen  ARS  Fluid  Agency.com  Zemoga  KBPS  RealArt  Other: Business Objects |

If the vendor is new, please specify vendor name and anticipated service from the vendor:

## Security and Compliance

***Please fill out the following list to help the team understand how the new project will be secured and meet compliance initiatives. Consult OBU IT Operations if necessary.***

Does this project introduce a new application to the SHC environment?

|  |  |
| --- | --- |
| Yes | No |

If yes, briefly explain:

Is there any consumer or vendor data that will be stored, processed, accessed, or transmitted for this project? If so, please answer questions 2 and 3.

|  |  |
| --- | --- |
| Yes | No |

If yes, briefly explain:

Please check all customer and/or vendor data that will be stored, processed, accessed, or transmitted with this functionality:

|  |  |  |
| --- | --- | --- |
| [Credit card](http://www.Responsys.com/) number  CVV (three numbers on the back of the credit card)  First name  Last name  Mailing address | Phone number  Mobile number  Fax number  Order number  Email address  Birthday  Family members’ information | Healthcare information  Rewards information  Bank routing number  Bank account number  Driver’s license  Prescription information |

Is there a change to network architecture/infrastructure associated with this project (e.g., the introduction of a new network segment, the introduction of a new network connection between SHC and an untrusted network)?

|  |  |
| --- | --- |
| Yes | No |

If yes, briefly explain:

Is there a change to the method utilized by end-users to authenticate to the network, a workstation, or an application associated with this project?

|  |  |
| --- | --- |
| Yes | No |

If yes, briefly explain:

Does the information associated with this project traverse a public (non-SHC) network?

|  |  |
| --- | --- |
| Yes | No |

If yes, briefly explain:

## Operations, Networking, and System Requirements

***Consult OBU IT Operations if necessary.***

1. What areas of the system are customer facing? Sign on, Profile
2. What existing applications or infrastructure components can be affected operationally by impairments in the new service?
3. What are the OS and/or database platform and version requirements for required third-party applications?
4. Are there any access requirements, firewall rules? If yes, briefly explain:
5. What is the projected growth of website traffic (or specifically, additional website traffic due to project)
6. What is the current DB and/or application storage requirements (if known)?
7. What is the expected DB and/or application storage requirements, and over what time (or in what increments)?
8. What is the network attached storage (NAS) requirement, if any?
9. In the event of catastrophe, how much data loss is acceptable? - recovery point objective (RPO)
10. In the event of catastrophe, how quickly must data be brought back online? – recovery time objective (RTO)
11. Is there a shared data (i.e. SAN storage) requirement across multiple servers?

**Appendix:**

## Global Non-Functional Requirements

## SEO requirements

***Define:***

* ***What the page structure should be***
* ***Meta description and keyword***
* ***Content***
* ***Sitemap to be updated***

***What can be an issue to launch this project successfully? For example, needs to have an extensive marketing plan, dependency with another project.***

## Future Phases of Project

***Are there any future phases of this project? If yes, please explain.***

## Preliminary Wireframes (Optional)

***Insert or link a document depicting the preliminary wireframes to help give better product management guidance to the desired user experience. (Jpeg, Visio diagram, etc.)***

***Minimally strive to elaborate on expectations related to:***

* ***Search Engine Oprimization (SEO)***
* ***Page site structure***
* ***Meta description***
* ***Content***

## Project Milestone RACI Diagram

***The RACI Diagram below illustrates each team member’s role in conjunction with the preliminary PRD and 6 major milestones for the project. The role titles should be replaced with specific names of assigned team members.***

| **Major Milestone** | **Accountable** | **Responsible** | **Consulted** | **Informed** |
| --- | --- | --- | --- | --- |
| **Preliminary PRD** | *Prod Mgr* | *Prod Mgr* | *Functl Mgrs* |  |
| **Project Kickoff** | *Prod Mgr* | *Prod Mgr* | *Proj Team* | *SDM* |
| **Final PRD** | *Prod Mgr* | *Prod Mgr* | *Proj Team* | *SDM* |
| **Wireframe Signoff** | *Prod Mgr* | *UE* | *Dev Team* | *SDM, Proj Team* |
| **HTML Complete** | *Prod Mgr* | *UE* | *Dev Team* | *SDM, Proj Team* |
| **Deploy to QA** | *Prod Mgr* | *Dev Lead* | *QA Lead* | *SDM, Proj Team* |
| **Deploy to Staging** | *Prod Mgr* | *QA Lead* |  | *SDM, Proj Team* |

## Appendix:

## Priority List

## 

|  |  |  |  |
| --- | --- | --- | --- |
| **Functional Area** | **Description** | **Priority** | **Notes** |
| **People** |
| Profile | User information for configuration of experience. Needs to share login / password information from commerce system (SSO). Profile data ideally is pulled directly from Sears.com and additional community features are either added commerce database or linked to commerce profile information. | H | Communities Profile tab  Need to meet with Legal to find out if they have to specifically say they want to be a community member to opt in? Or can anyone who signs up be a community member automatically?  Message center, comments, disscussions, reviews, groups, badges, etc.   Need a public/private view   If in community do not want them going to Sears.com to look at the profile - want to have profile visible from Community header and Community Profile default view (not landing page for overview) |
| Relationships (Following) | Allow entities (community members / blogs / topics / stores / etc) to follow or have followers. Followers would be notified of activity via their feed or email notification. | H | SM: Once a group is added, all associated followers of the group will be automatically connected with the member Remove friends, just have following, can follow individuals and add to their stream - following a group will not automatically all all memebers of group to feed |
| Social Network Integration | Allow for login via social media account. Link FB and community account via FB Connect, import profile image. name, FB ID, friend ID's, Friend information, email, interests, locate which FB friends are also on community and follow them. Link Twitter and MySears account, import profile image. Allow for postings created in community site (by users or by Sears) to be posted to social media account. FB/Google+ Share/Like (Twitter post) for Site, Clubs, Stores, Blog posts, Articles, Questions, etc. Allow members to invite friends to join community through facebook, twitter, emails. | H | Browse team may have already built - need to follow up and provide pieces of content that needs to be shared |
| SYWR Integration | Allow for community members to store SYWR number in profile to convert loyalty points to SYWR points. Members should be able to input and link SYWR number easily to their account through email and/or phone number. If a member is not a SYWR member they can easily sign up directly through the registration process or through an integrated sign-up form within community. System must also map loyalty points to SYWR points based on system defined mapping table. (ex: 1:1 point structure - 1 community point = 1 SYWR point). Any SYWR points earned will need to be communicated to our SYWR Loyalty Program partner (Epsilon) to be applied to member. (TBD - pending legal) | H | Conditional on #7 - SYWR points yet to be determined   Sign up for SYWR, link, should all be linked to community without having them leave. |
| Reputation/Loyalty Program | Allow community members to gain reputation points via community engagement (posting reviews, answers, ideas, etc.) Points will equate to different levels of reputation/membership (7 tier membership system) – the more points you receive, the higher you will grow in membership level and the more benefits/rewards you will receive. Each time a new level is reached there will be automatic benefits (profile badges, SYWR VIP status, etc.) applied to member account along with bonus rewards (this will be a catalog of items that the member can chose from - such as coupons, gift cards, products, shipvantage membership, etc.)   Will still need Epsilon connection  System to award Reputation points to users based on the quantity and quality of their community contributions. Display Reputation points as Icons that depict level of user engagement. | H | Need point system and badging system and status - how they are rewarded is still up for dicussion #6 vs. social coupons, etc. . |
| Community Voted Experts | Members become an expert through 1 of 2 ways: Manual (#9) or socially selected; based on peer votes placed on their content. | L | Manually applied is part of badging (#9) |
| **Badging** | Badging Associate members, Experts and Vendors, Store Managers, Alumni in the community  Public Q&A Functionality (Ask an Expert, Ask store, Ask associate) - unlocked when badged | H | Mapped to interest pages (Featured experts within interest groups) |
| CDW/SYWR Database Integration | Ensure all member data is shared/integrated with internal customer databases. | H | If they're an existing member, and a current customer and we have SSO, how will it merge? Need to look into |
| **Participation** | | | |
| Q&A/Discussion Forum | Structured question and answer or discussion forum. Live Q&A engagement Quora-like service in member’s own profile page. Members can ask questions, tag questions, search question, and questions are treated as news feeds for the followers to be notified and help answered. Include video/image in either post or comment. Add tags to post. Share to social networks. Receive notifications of updates (email/feed/social networks). Vote on/Select a best answer. Search Q+A for archived questions/answers.   Associate a question with a content item or entity (buyer guide, blog post, deal, product, store) | H | P4 - Recommended product based on reviews in discussions - need to work with machine learning and Shub |
| What other features are we missing? |  |
| Read/Write Product Reviews | Members will be able to read/write product reviews throughout the entire community (interest pages, homepage along as well as a dedicated MySears Reviews page.) The read/write should all take place within the community (no re-directs) but should be integrated with our core Product Reviews technology. The entire product catalog should be accessible through the community to read/write reviews. | H | What is value proposition of keeping reviews with community? Is it to keep status quo?   Need better display, but communities is research phase and reviews are a big part of that. |
| Ideas/Co-Creation/Crowd sourcing | Allow user to submit idea relating to improving some product/service, store innovation, site feature and new marketing campaigns. Other users can comment, share and vote on feature. The higher the number of votes, the more prominent the idea is placed. Apply evaluation status to ideas to make members aware of the idea status (i.e. Investigating, Updates In Progress, Completed, etc.) | M |  |
|  |
| Allow members to participate in the development of new products, services and processes by providing their opinions through an interactive experience. |
|  |
| Allow members to respond to challenges/problems by providing comment/solutions. Notifications go out to members to inform them of a new challenge. Include images/videos in post. Vote on solutions. |
| Polls | Create questions / polls to be answered by community members. Image-based as well as text. We will have the ability to set-up and post a poll to any page within the community (homepage, product pages, interest pages, etc.) through the admin tool. Polls can easily be turned on/off as needed. All results should be accessible through the admin/reporting tool. | L | Can leverage existing Delver tools? If so Priority is H |
| Answer Network | Provide an opt-in for members to be notified when questions are posted in specified topics. For example, if a member is knowledgeable in appliances - each time a another member posts a question about appliances an email will be sent to the "Answer Network" to notify them of the post. The email will contain the question posted with a link back to the post to easily allow the notified member to return to the community and answer the question. | M |  |
| Advisory Council | Select members of the community will be invited to join our Advisory Council. Advisory Council will be required to participate in a pre-determined amount of surveys, polls, online focus groups, etc. and will earn rewards for their participation. We will need to track participation and apply to their account – members will lose Advisory Council membership (and rewards) if they do not meet requirements. Automated notifications will keep member informed of their status. | M | Need to determine the best way to communicate with them (orientation strategy).   How will we highlight they are special to the community? Private interest page / badge - not asking them to be experts, just loyal customers who are getting rewarded |
| Customer Service Network | Created similar to an interest page - provide users a dedicated community page for customer-service specific issues. This page will contain a forum, click-to-chat, feedback form and other customer service related tools to easily allow our customers to reach us to get help with issues. This page will be monitored by CCN. | H |  |
| **Content** |
| Blogs | Community managers / DMM/BU social/marketing will post blogs and blog entries based on specific topics. Community members will not create blogs. Members can comment and share blogs. | H |  |
| Buying Guides | Page that includes a step by step for how to choose a particular product or category items. | H | Similar to a blog in fuctionality but in it's own area - section in landing page. Layout and design needs to be different from a blog as well. |
| Ad Units and Deals (Community & Partner Businesses) | Standard ad unit space that will display for all members. Future will allow outside vendors to place deals on site. | H |  |
| Live TV Channel/Video Hub | Create a dedicated landing page that will host our Live TV channel streaming various events. Include live chat. Also provides an archives of previous shows/videos that is easily accessible for our members. | M | CMS built for it already - early phase can put as blog content, later can expand. |
| Interest Pages (Cateogy pages or Micro-Communities) | This is a template-based functionality that will allow us to easily and quickly set-up categories within community that could also serve as "micro-communities" within the larger community focused on specific interests (example: DIY, Gardening, Fashion, etc.). These pages should be set up by selecting from a list of available features (blog, Q&A, polls, video, ads, etc.) through a plug & play model and should creatively be customizeable. All interest pages will automatically have the functionality for members to "join" or follow the page. All members who join an interest page will be flagged in a database and receive any promotional offerings from the interest page and also benefits to following the interest. Their pages will also appear in their profile and content from their interest pages will flow into their activity feeds. | H | Both Public and Private (Invitation process for private) |
| Contextual Ads | Site advertisements that are targeted toward the logged in community member. | L | Personalization prerequisite  Will utilize third party ad-platform technology to enable. |
| Email Surveys | Surveys will be emailed by outside system (Qualtrics). Community system will need to allow site administrators to download lists of members by profile attributes and download unique groups of members (ex: download 5K members today, next week, need different 5K group of members.) | L |  |
| Store Pages | Entity page that is maintained by the individual store. System auto locate member’s nearest stores and have the store info as part of their profile, members can always change their preferred store. Stores will be able to post news, events, pictures, etc. Community members will be able to follow stores and changes will show up in member’s feeds or email notifications. Community members will be able to post questions to individual stores. Notifications should go to store managers when posts are made to their page. | H | Is the promo team doing this as part of local store ads - can we collaborate with their initiative to put our experience on top of it? Need to follow up with Brian Hodge; want local store ad to be accessible on Store Pages.   Eventually My Store store page should be a profile tab.   Collaborating with Delver |
| **Discovery** |
| Customized Experience (Dashboard) | Ability for community member to customize the site experience. This includes: followers, notifications, feed layout. | M | This is Homepage (iGoggle)   Feed Layout might not be 1st priority, usibility testing will be necessary |
| SEO | Ability to add SEO tags to content types to enhance natural search. System will automatically add tags to content items and community managers will be able to manually add / edit SEO tags. | H | Part discovery  Part Admin |
| Notification Emails | Emails sent from the system, triggered on certain actions (new followers, updates from the interest clubs, Q&A , new answers, events invite from the clubs) | H | Trigger point is following   Need to connect with Legal and have preference settings (Weekly recap, vs. daily vs instant) |
| Search | Ability to search site content (QA / blogs / ideas) for specific search terms | NEW | Jumpstarted from new core capability for search (global search as core site but need to bubble up community content first rather than product content) Need connect with Levi. |
| Happening Now / Activity Feed | Users (and other entities e.g,stores, clubs) can share a summary of each action they take in the community with their Followers. On the home page users see an aggregated, real-time activity stream from users and entities that they follow. For non-members/website visitors, the happening now includes updates from store pages, blogs, and clubs. If they are a new visitor, they will see an aggregate of all recent posts made throughout the site as well as from our social networks (FB, Twitter) | H |  |
| **Activity Feed for Social Media Sites \*NEW\*** | real time activity stream from Twitter and Facebook | H |  |
| **Other** |
| Admin Tool / Reporting | Functions include: | H | PDF will be very difficult - unless from Google Analytics or Omniture Need to look into additional reporting tools |
|          Moderation (Q&A) |
|          Blog Write/Publish |
|          Ad Network |
|          Deals Publish |
|          List Pulls |
|          User Info |
|          Analytics/Reports/Alerts |
|          Create /Manage Clubs |
|  |
| Admin systems includes community control tool and BU content management tool: |
| -Community control tool |
| 1. Membership management: create, delete, find, edit, update, grant features, edit badges/membership status |
| 2. Content management: Q&A, blogs content update, ideas, co-creation, user-flagged inappropriates, images, video, profanity, approves, delete, edit. |
| 3. Ad network: post SHC ads (outside of contextual – Image management) |
| 4. Clubs, interests, topics management: create, update, edit new clubs, topics, interests and map to different BU ambassadors. |
| 5. Analytics/reports tool: ad hoc reports/dashboards on KPI. |
|  |
| -BU Content management tool |
| 1. Clubs management: assigned club content update, edit, delete |
| 2. Q&A: interest, topics, questions with the followers, open access to create, edit, delete, update content, ad reports on followers user info. |
| 3. Blogs: access to upload, edit, delete blogs. |  |
| 4. Analytics: generate adhoc reports on top issues from Q&A in related BU areas. |
|  |
| -Store Pages management tool |
| 1.      Post news updates |
| 2.      Post events (by corporate in real time, by store through corp moderation process) |
| 3.      Answer questions posted |
| 4.      Mobile Accessible |
|  |
| Export reports tool: csv |
|  |