# OBU Project Outline

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| Requesting Business Unit: | **L&G** | Requestor: | **Phil Reiter** |
| Date Submitted: | **11/26/2012** | OBU Account Manager: | **Todd Schmeling** |

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| Project Name: | **17668 L&G Garden Club** |

## Business Request (Section 1 Completed by Requesting BU)

## Business Need and Objectives

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| --- | --- |
| **Business Need** | Build an engaging site with relevant content for Kmart Garden Customers |
| **Project Overview** | Utilize the Kmart Communities Platform to build a content site to build awareness, engagement and to merchandise for Kmart Garden Shop. Include articles, blogs, projects, links to products, Expert Q&A and links to 3rd party (Bloom IQ) content |
| **User Experience Type**  **(check all that apply)** | DAP Mobile Brand Showcase Other  **Showcase Type:** Silver Gold Platinum |
| **Desired Date**  **(be as specific as possible)** | Quarter: Q1 Month: Day:  What is driving the date (e.g. media event)? Spring Selling Season |
| **KPI / Measurements  (Key Performance Indicators)** | Conversion AOV CSAT SEO Other |

## Summary Business Case (attach business case if available)

|  |  |  |  |
| --- | --- | --- | --- |
| 1-yr Revenue (Annualized) | $ | 1-yr BOP (Annualized) | $ |
| 3-yr Revenue (Annualized) | $ | 3-yr BOP (Annualized) | $ |

## Statement of Work (Section 2 Completed by OBU)

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| --- | --- |
| WorkLenz ID: | **17668 L&G Garden Club** |

## Project Description

## Overview & Project Requirements

* **Articles, Blogs, project guides posted on L&G Kmart Garden Shop Site**
  + Tips, tricks, and ideas for managing your lawn and garden written by OBU editors, utilized from MML, or L&G vendors
  + Users can comment on articles, blogs and project guides
  + Keyword search for articles
  + Leave a comment, Like on Facebook, share content to social media – Twitter, Facebook, SWY*,* email
  + Product recommendations as part of articles, project guides, blogs – links to kmart.com product categories or bundles specific for a project.
* **Videos**
  + “How to” videos, accompanying articles or stand-alone.
  + Videos created for L&G needs or utilized from MML, other content suppliers or L&G vendors
  + Keyword search for videos and contents
  + Users can leave comments on videos, Like on Facebook, share to twitter, SYW and Twitter, email
  + Product recommendations or bundles showcased with specific products – links to kmart.com product categories or bundles specific for a project. Note: Clickable products within the videos are currently not supported.
  + Videos hosted on youtube.com
* **Ask an Expert**
  + Customers can send specific questions to an expert and receive an answer within 72 hours.  Note, most are answered much quicker than 72 hours. We can define an SLA.
  + Product Experts are currently on community and can answer L&G product and repair questions.
  + Optional: Gardening Expert answers are contracted with Kris Wetherbee <http://www.kriswetherbee.com/> and are priced on a per question basis.
* **Questions & Answers**
  + Database of all questions/answers.
  + Data will be easily  filter by category searchable via keyword search
  + Section for ‘Most Frequently Asked Questions’.
  + Comments can have ‘thumbs up or thumbs down’ from community
* **Not Supported**
  + User-Generated videos, photos and articles(not supported at launch – 2013 roadmap)
    - The following are supported at launch
      * Q&A supported
      * Blog and Guide commenting
      * Thumbs up / Thumbs down
  + Product reviews – *this is in progress for end of Q1 2013 delivery for the general community.*
  + Incentivize engagement with exclusive offers – can be posted within ad units.
* **Surveys and Polls** 
  + Questions meant to learn more about our customers and their needs (results posted in real-time)
  + Poll widget in communities would be utilized for this functionality.
  + Incentiving with points cannot currently be supported
  + Poll widget on page that can be changed
* **News & Updates – Can be posted as articles or in ad zones**
  + Pull in kmart store finder as part of the Kmart header
  + Local Kmart Garden Shop open dates, based on user’s ZIP or location. Location based content not currently supported
  + Information on new products
  + Advanced notice of deals/promotions
* **Exclusive Offers – Offers can be posted in ad zones, all deals would go through standard deals system**
  + Regular line/item-specific coupons to increase basket size
  + Occasional division-wide offers to drive incremental trips
* **Integration with SYW.com**
  + Members will have the ability to share any content to SWY.   If needed any content can also be posted to L&G site on SWY.
* **Integration with Kmart.com**
  + Customers can enter the online experience seamlessly through Kmart.com. – links from kmart.com and kmart.com lawn and garden or use Kmart.com/gardenshop or other vanity URL
  + Content will connect to relevant products, available for purchase on Kmart.com. – Associate products and bundles for purchase from articles and projects.
  + Products highlighted on Kmart Garden Shop linking to the specific product page
* **Integration with Stores**
  + Online experience will contain info on all products in stores – utilize standard product page for product information.  Communities can provide links to product pages or bundles.
  + QR codes in stores will connect products to Plant Library and other content – link to bloom IQ, reskinning of Bloom IQ is the responsibility of Bloom IQ
  + Kmart Garden shop will create dropzones to link to Bloom IQ to content defined by the L&G Business Unit. All Bloom IQ content will be hosted by Bloom IQ and off of the Kmart.com site. Bloom IQ will need to create links back to the Kmart Garden Club Site.

* **Mobile-Ready**
  + Online experience will be mobile-ready (tablet and smartphone) – Experience would work on tablet and mobile web in standard html browse.
  + The Communities page will become responsive in 2013.
* **Geo-Targeted Content** 
  + Zip code can be prompted to be entered as in profile.
  + Store Locator (with directions, store hours, store information) – will utilize store locator on global Kmart header
  + Local weather and weather advisories, ‘weather bug’ – will create a weather widget utilizing a free weather feed if available
* **Search, Sort, Save, and Share**
  + Visitors can search the Plant Library, articles, videos, project guides, and FAQ by keyword.  Category search is currently not supported, sorting of content (most recent, most viewed, etc, currently not supported). Searching of the Plant Library is only on the BloomIQ website.
  + Content can be sorted in several ways (most recent, highest rating, most viewed, alphabetical, etc.) – sorting not currently supported, search by keyword is supported
  + Visitors can share content to SWY, Facebook, Twitter and email.
* **Other**
  + Create a Kmart Garden Shop Garden Shop Theme / Border to give the page an overall L&G look
  + Create Kmart Garden Shop Hero Image Based on current size of communities’ hero.
  + Create Specific content links that will link to Bloom IQ site; This may include a Plant Library Image, Collections as determined by L&G BU
  + Consult to Bloom IQ on design standards, creative, headers, sign-on and cart to cart functionality.  Review creative to make sure it meets design standards.
* Content (This cost is not included in overall development cost)
  + - 2 blog posts / week = **750 per month**
    - 2 videos / month = **10K per month (5000 per new project video)**
    - 1 project guide / article per week = **500 per month**
    - Available expert for respond to Q&A =  **500 month** ($10 per response)
    - Editor (calendar creation and content review/editing) = **900 per month**
  + **Note: Content can be provided through providers the OBU has a license with or MML if it is applicable. The charge above is for new content creation, other than the Editor. The Editor would create the content schedule and post and maintain content.**

## Omniture / Analytics / Reporting Requirements

Standard Omniture Tagging – Clicks on each piece of content, overall traffic, links to 3rd party content providers, links to merchandising products.

## SEO Requirements

All Copy shall be in text format (not part of the image) as to garner SEO value

## OBU Deliverables

Wireframe and Creative Reviews, Copy creation based on BU inputs, links to Bloom IQ

## Requesting Business Unit Obligations & Deliverables

* Provide information or assets to OBU in a timely fashion.
* Participate in project meetings or send representation
* Provide feedback or approval of deliverables within two business days of receipt
* Approve changes in scope and resulting changes to cost and timeline, if applicable
* Responsible for all costs and timing associated with 3rd party providers
* All licensing of Bloom IQ or other 3rd party content is the responsibility of the L&G BU. The OBU will consult on design and reskinning of the Bloom IQ site but will not create or execute the design.

## Assumptions & Exclusions

* Assumes the Kmart Garden Shop will live within the Kmart Communities platform.
* Assumes Garden Shop will leverage existing community features including Q&A, Ratings + Reviews, etc.
* Assumes online experience will be mobile-ready only, redirecting to BloomIQ or L+G vertical. No UX estimates provided.
* Assumes no independent mobile experience or app will be designed or built.
* Assumes standard Kmart social integration.
* Assumes estimates for features identified in scope above
* UX estimate includes BloomIQ design consultation only.