# OBU Project Outline

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| Requesting Business Unit: | **Seasonal** | Requestor: | **Jennifer Dominiquini** |
| Date Submitted: | **2/7/2013** | OBU Account Manager: | **Veronica Rosborough** |

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| --- | --- |
| Project Name: | **Kmart Sandra Lee Community** |

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

## Business Need and Objectives

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| --- | --- |
| **Business Need** | Provide a unique customer experience featuring Sandra Lee product and cooking and entertaining ideas. Cross merchandising seasonal/grocery/home products. |
| **Project Overview** | Create a custom shop that illustrates Sandra Lee innovation and entertaining recommendations. Increase brand awareness and customer engagement with Sandra Lee and inline grocery products. |
| **User Experience Type**  **(check all that apply)** | DAP Mobile Brand Showcase  **Showcase Type:** Silver Plus Gold Platinum Other |
| **Desired Date**  **(be as specific as possible)** | Quarter: Q1 Month: April Day:  What is driving the date (e.g. media event)? |
| **KPI / Measurements  (Key Performance Indicators)** | Conversion AOV CSAT SEO Other  Expected Lift: Drive incremental traffic to product pages and increase sales |

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

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| --- | --- | --- | --- |
| 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.

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| --- | --- | --- | --- | --- |
| **Sign-off:** | **Name** | **Title** | **Signature** | **Date** |
| BU Requestor |  |  |  |  |
| BU Finance Approval |  |  |  |  |

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

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| --- | --- |
| WorkLenz ID: | 18705 |

## Project Description

## Overview & Project Requirements

Create a Sandra Lee Community page leveraging the newly created L&G template. The page should provide the customer with a unique experience featuring Sandra Lee products, recipes and entertaining ideas. This is a cross merchandising effort with seasonal and grocery some home products may be mixed in.

The desired launch date is 3/29/13 in time for the Easter holiday.

***Requirements:***

* Library of recipes 4-6 on main page
  + customer should be able to search and filter recipes
  + recipes to be updated update monthly on main page
  + upon clicking recipe a dedicated blog page should open for customer that has recipe info with link back library
* Coupons on main page will link to SYW
* Main page should have links to Sandra’s SYW celebrity page and Sandra’s SYW catalog page
* Capability to host video (feature available for community platform April 2013)
  + Will not be available until Christmas- need capability to incorporate later
* Blog content to be updated monthly based on Sandra’s magazine
  + Business has magazine calendar and will work with content team to develop blog update calendar
  + Some months business will create content and provide for review and other months content team will have to develop.
* HERO to be updated monthly based on Sandra’s magazine
  + Business will provide image and copy direction; UX to design
* Featured products to be updated monthly (feature available for community platform April 2013)
  + Business to provide product, link and image to be used

## Mobile Requirements

Page should be available on tablets and on smart phones (expected to be part of community roadmap for Q2)

## Omniture / Analytics / Reporting Requirements

* Omniture Tagging
* Measure views, clicks, next page

## SEO Requirements

SEO considerations will be discussed with SEO lead

## Item setup / Merchandising requirements

All items must be setup and online prior to launch

## OBU Deliverables

The OBU will leverage the My Sears Community template created for Lawn and Garden.

Although a template will be used the design will be focused on the key areas communicated by ODL in order to provide customers with a unique Sandra Lee experience. The design will provide customers with relevant content, create a sense of community as well as offer an easy path to Kmart.com for purchasing.

The business will provide a vanity URL

## Requesting Business Unit Obligations & Deliverables

* Provide OBU all images/assets necessary based on timeline defined in project plan
* The business will work with content team to create a content calendar that fits their needs
* Participate in project meetings or send representation
* Provide feedback or approval of deliverables based on timeline provided
* Provide details for Featured Categories module
* Provide details and recipes for social area
* Provide blog copy for blog
* Provide featured product pids
* BU must provide keywords for brand; SEO lead will evaluate and make recommendations

## Assumptions & Exclusions

* + - * Sears My Community template will be leveraged
      * Development of videos are out of scope

## Project Costs & Timeline (Section 3 Completed by OBU)

## Project Costs

|  |  |
| --- | --- |
| Cost Source | Total Estimated Cost |
| Design, Creative, Management |  |
| Development |  |
| **Total Cost** |  |

## *Note: The hours and cost associated with this project are based on the requirements/deliverables described in this document. Any changes to scope may require a revised estimate.*

## Project Duration

|  |  |
| --- | --- |
| Project Duration (in weeks): |  |

## *Note: Duration is based on the deliverables/requirements described in this document. Any changes to scope may require a new timeline.*

## Expiration

|  |  |
| --- | --- |
| Cost estimate is valid until: |  |
| Project Duration 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%, approval shall be obtained from the OBU Project Review Board prior to commencement of code development.*

## SOW & Cost Approval

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| --- | --- | --- | --- |
|  | **Name** | **Title** | **Date** |
| OBU Product Lead: | Veronica Rosborough | Product Manager |  |
| OBU Engineering Lead: | N/A | N/A | N/A |
| OBU UX Lead | Niccole Diaz | Project Manager |  |
| OBU Finance Lead\*  (\*for >$1MM or retainer) |  |  |  |

## Funding and Chargeback (Section 4 Completed by Requesting BU)

## Please provide signatures; development will not begin without acceptance and approval of Project Costs.

Payment Terms (EFFECTIVE FEBRUARY 1ST, 2012): The OBU will prorate the monthly billing amount based on the life of the project. An additional month will be added to the life of the project to accommodate fluctuations in completion dates. For example:  A 100K project with a life of 3 months will be billed $25K for 4 months.

If the release date of the project changes by more than 30 days and remains in the same quarter as the original release date, no changes will be made to the current billing. If the revised release dates falls in another quarter or fiscal year then the outstanding billing amount will be updated based on the revised release date.

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 and other deliverables 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 JA# provided below. 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 this document or the PRD (if applicable) 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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| **JA # (Required):** |  | **Unit/Overhead:** |  | |
| **Sign-off:** | **Name** | **Title** | **Signature** | **Date** |
| BU Requestor |  |  |  |  |
| 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