

# Infrastructure Options for a Flash Sales System

This document will cover multiple options for the implementation of a Flash Sales system within the Style Me Pretty network.

The purpose of the system is to facilitate time-limited offers at high discounts for consumers of SMP content. The consumer-side of the system should not be limited to those who are members of the SMP network although the system workflow should allow for the conversion of non-members to members.

*There's a lot I could say here about why time-limited sales work for SMP. Basically you ensure that the inventory exists once and then you can promote it. For long term shopping carts you need full inventory integration. The high discounts are really just there for us to drive sales.*

The provider-side of the system should be restricted to those who can provide products and services of benefit to the SMP content consumers, can meet their product fulfillment obligations, can provide a secure shopping experience and meet their financial obligations to SMP. In other words, a vetting process should be in place similar to what is currently used to qualify vendors for membership in the SMP vendor guide.

Flash Sales promotion methods should include the use of social media, SMP newsletter, SMP promoted/sponsored posts and direct advertising on the SMP website. Further consideration should be given to third-party advertising networks, sales aggregators and offline promotional material.

For all implementation options, we should assume that the consumer may or may not be a member of the SMP network (registered website member or newsletter subscriber).

The following is a description of solutions to be considered in the deployment of the Flash Sales system.

## Minimal Option

In the minimal option approach, SMP would take those steps necessary to implement a system closely associated with the SMP brand yet offloading most of the responsibility to the product or service provider. This would incur minimal implementation on behalf of SMP's technical team, project management, creative team and support.

The following responsibilities represent those incurred by both Provider and SMP for a purchase in a minimal implementation.

## Provider responsibilities

- Inventory verification
- Advertisement Provisioning
  - Media
  - Text
  - URL's
- Advertising placement (provider-owned properties, network)
- Product page
- Shopping cart
- Purchase order fulfillment (payment transaction/refund, shipping, tracking, notifications, returns)
- Customer service

## **Inventory verification**

The provider would be responsible for providing proof that the items they are promoting for sale on the SMP do in fact exist in a quantity that would satisfy SMP supply requirements for the particular sale. Some sales will be of declining inventory stocks (“while supplies last”), some will be aggregated sales orders (“ships in 4 to 6 weeks”), others will be reservation-based sales (package deals) and yet some will be voucher-type sales where the provider can offer discounts on future sales. At a minimum, a contract should be in place that would guarantee product/service delivery as well as the honoring of reservations, coupons or other vouchers within a specified time period.

## **Advertisement Provisioning**

The provider would be responsible for providing all advertisement materials to include media, product/service description and appropriate URL's used for the sole purpose of promoting the specified product/service. These materials would be industry-compliant as well as appropriate for the SMP network in content and purpose.

## **Advertising placement**

Should the provider desire to further promote their sale through a third-party not affiliated with SMP, they would be responsible for the costs, content and product/service availability above and beyond the amount negotiated with SMP.

## **Product page**

The provider would be responsible for the provision of a web page detailing the product/service offered for sale to the SMP network which would include appropriate media, contextual descriptions, the terms of sale and a method by which the user can choose to make a purchase.

*TEL: I wonder if the product detail page should live on SMP or on the vendor's site. The vendor*

*likely already has a product detail page. Having the vendor do the product detail page reminds me a lot of coupon codes. Just enter this coupon code when you get close to checkout time.*

*JAY: for the minimal implantation we'd have to go with whatever product page/description the vendor provides including one where the user simply enters a coupon code. In the other options SMP would host the product page.*

## **Shopping cart**

The provider shall be responsible for the provision of a secure e-commerce solution that would allow for product/service purchasing. This solution should not only be able to perform financial transactions between the SMP network member and the provider but also allow for purchase confirmation, refund confirmation, delivery tracking and disseminate any notifications on behalf of the SMP network member.

## **Purchase order fulfillment**

The provider would be responsible for the actual procurement, shipment and delivery of any physical purchases as well as the administration of any reservations, coupons or vouchers which require no physical possession on behalf of the purchaser.

## **Customer service**

The provider would be responsible for guaranteeing a minimal customer servicing level to purchasers that could include assistance via email, online chat or telephone. The purpose of this customer service would be to assist purchasers with any difficulties that may arise due to shipping, payment or procurement errors. The customer service level provides to purchasers by the provider on behalf of SMP should be at a level where SMP can avoid a situation similar to that of the [Avenger Controller](#).

## **SMP responsibilities**

- Vendor sourcing, recruitment and qualification
- Inventory verification
- Advertisement content review and approval
- Flash Sales system promotion
- Advertisement placement (SMP-owned properties, network)
- Feedback collection and analysis

## **Vendor sourcing, recruitment and qualification**

SMP would be responsible for the sourcing, recruitment and qualification of all providers invited to join the provider program. This would ensure that no third-party vendors would be participating in the program without SMP approval and would facilitate the subsequent

recruitment of additional providers into the partner program in addition to the vendor guide. I would imagine that this process would be somewhat similar to SMP's current vendor vetting process yet not as strict nor would it incur any up-front payments to SMP other than a potential surety bond.

### **Inventory verification**

SMP would have to ensure that the inventory for sale actually exists, can be procured within reasonable amount of time or that guarantees at the time of purchase will be honored by the provider. For a minimal implementation, a contract would have to suffice.

### **Advertisement content review and approval**

SMP would have to review all materials pertaining to the advertisement (media, text, terms) and approval of those materials for deployment to the network. This would include the product page as well.

### **Flash Sales system promotion**

SMP would be responsible for the actual promotion of the existence of the Flash Sales system to the network via blog postings, newsletter articles or social media dissemination prior to the launch of the actual system. This would educate the network on the workflow, expectations and purpose of the system. For a minimal implementation, a simple beta test would be ideal yet not required.

### **Advertisement placement**

SMP would be responsible for the placement and dissemination of all advertisement throughout SMP-owned properties to include the SMP website, newsletter, social media accounts and any third party networks deemed necessary to assist in the promotion.

### **Feedback collection and analysis**

Should SMP desire to collect feedback from the network regarding the Flash sales workflow, transaction, customer service and overall experience, they would need to engage an independent service or expand their current contact process to include the Flash Sales system.

### **Conclusion**

This minimal implementation covers the very basic needs to get a Flash Sales system deployed on the SMP network and would be optimal for large, well-known partners who have not only an independent, qualified sales network in place but also a level of experience that would be comfortable handling a user base the size of the SMP network.

This implementation would be less than ideal for smaller providers who do not have a dedicated sales and customer service team or system in place.

## **Drawbacks**

The main drawbacks that I see from this approach would be the reliance on the provider to provision the product page and shopping interface along the reporting of sales analytics and being ultimately responsible for customer service.

SMP would have no control over the product branding/advertisement outside of its own network nor would they have complete control over the product offering.

SMP would have to rely upon provider for any sales data and payment as negotiated with provider.

*We rely on them to accurately provide info about sales. I hate this. This is a big reason for moving to flash sales for me. Control over transactions and accounting.*

SMP would have to rely on solicited feedback from the network as well as interface any customer service resolutions with the provider.

*Could we still collect email addresses? Probably if the workflow was designed correctly.*

This implementation leaves open many chances for the creation of errors, misunderstandings and subsequent damage to the SMB brand, not to mention the potential for a poor experience that could hamper further sale opportunities or initiatives.

## **Benefits**

It's cheap. SMP would set a minimal baseline of requirements and be able to source a large number of vendors who could meet them. SMP would be required to supply at a minimum one dedicated sales resource, one part-time technical resource and a very low engagement from the creative team, most likely on a once-a-week basis.

SMP would also be required to deliver the most basic technical development whose costs could be easily absorbed into the existing budget and would not require any long-term development on behalf of the SMP technical team.

*We could structure deals where we get paid an affiliate deal on any sales we have. Use a URL with a ref code to set a cookie. If user buys using that cookie we get paid.*

## **Proposed Minimal Workflow - Success**

### **1. User arrives at SMP access point and activate link to Flash Sale (SMP responsible)**

#### **1a. SMP Facebook Page**

Style Me Pretty

<https://www.facebook.com/stylemepretty>

facebook Search Camille Betancourt Find Friends Home | ▾

**bridal inspirations**

**Style Me Pretty** 88,542 likes - 2,466 talking about this

About Photos Likes Magazine Events

Society/Culture Bringing chic, stylish weddings to the masses. [www.stylemepretty.com](http://www.stylemepretty.com) Follow us on twitter: [www.twitter.com/stylemepretty/](http://www.twitter.com/stylemepretty/) Check us out on

**Highlights**

Style Me Pretty shared a link. about an hour ago

**Save \$500 on your destination wedding!**

Save \$500 when you book your destination wedding with Style Me Pretty It's true. You've been dreaming of that destination wedding since before you were even engaged. Destination Travel Services by 1-800-Registry

Like · Comment · Share 23 people like this. View all 8 comments

Style Me Pretty Thanks Tamara Pinkney – we'll look into it! xxo

Likes See All

- Style Me Pretty Texas Society/Culture
- Style Me Pretty Australia Website
- Style Me Pretty Florida Society/Culture
- Style Me Pretty Illinois Society/Culture
- Aaron Delesie Photographer Arts/Humanities

Chat (8)

## 1b. SMP Newsletter

Style Me Pretty Newsletter – July 2012

To: Jay Fallon <jayfallon@gmail.com>

Cc:

Bcc:

**Subject:** Style Me Pretty Newsletter – July 2012

**From:** Style Me Pretty

Helvetica

**Style Me PRETTY**  
bridal inspirations

*Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.*

### 1c. SMP unique landing page

The screenshot shows a web browser window with the title "Style Me Pretty - The Ultimate..." and the URL "www.stylemepretty.com". The page features a header with the text "let your registry do the planning and YOU can do the relaxing". Below the header are three images: a couple getting a massage, a couple's legs hanging over a beach, and a tropical beach scene with palm trees. To the right of the images is the "Style Me PRETTY" logo with "bridal inspirations" underneath. There are two blocks of placeholder text (Lorem ipsum) and a green "SAVE" button.

let your registry do the planning and  
YOU can do the relaxing

STYLE *Me* PRETTY  
*bridal inspirations*

From Paradise with love xoxo

SAVE

### 1d. SMP Website (sidebar advert show, post and others not included in this example)

Style Me Pretty - The Ultimate Wedding Planning Resource

www.stylemepretty.com

Press tab to search stylemepretty.com

Log In

Home Local Weddings Little Black Book Blog Local Events Magazine SHOP

STYLING PRETTY bridal inspirations

REAL WEDDINGS VENDOR GUIDE DIY PROJECTS WEDDING INSPIRATION FASHION LOOK BOOK

Backyard Bellingham Wedding by Eldad Efendi Photography

April 25th, 2012 by Emilia Jane | 12 comments

Our Wedding Wednesday just wouldn't be complete without a pretty, little, vintage number added to the mix. And this one by [Eldad Efendi Photography](#) is just the perfect one! It is fun, casual and totally cool in every single way. I love the mix of patterns and the succulent-filled bouquets and centerpieces. It brings a little modern edge to the sweet, vintage-inspired theme. [I just want to eat up every single detail in the full gallery!](#)



CHECK OUT OUR NEW MAGAZINE!

Style Me Pretty

2011

Search Categories Tags Archives Find it!

Book your destination wedding with Style Me Pretty and save \$500



## 2. Server returns Flash Sale product page (provider responsible)

Screenshot of the 1-800-Registry Destination Weddings website.

The page shows a navigation bar with links for Couples: Join Now | Login, Vendors: Join Now | Login, and Wedding Guest: Click here to begin. It also features a customer service phone number: 1-888-734-4787 and a live chat icon.

The main header includes the 1-800-Registry logo with the tagline "Weddings. Honeymoons. Homes." and a menu bar with categories: Weddings, Destination Weddings, Travel, Registry, Homes, and Wedding Guests.

## Destination Weddings

**FEATURED DESTINATIONS:**

- Las Vegas
- California
- Florida
- Fiji
- Caribbean
- Hawaii
- Mexico
- South Pacific

**CREATE YOUR VACATION:**



CALL A DESTINATION SPECIALIST  
TO EXPLORE TRAVEL PACKAGES

**BREATHTAKING TURQUOISE WATERS MAKE THE CARIBBEAN A STUNNING WEDDING BACKDROP.**  
Dance, dive, climb, fish, sail or shop alongside white, salmon or coal beaches...ahhh.



### 3. User selects product to purchase, activate purchase workflow (provider responsible - workflow can be of any length)

Destination Weddings | Beaches > 1800registry.everafter.com/best-destination-weddings/caribbean

Couples: Join Now | Login      Vendors: Join Now | Login      Wedding Guest: Click here to begin

CUSTOMER SERVICE: 1-888-734-4787 [LIVE CHAT](#)

**1-800 Registry**  
Weddings. Honeymoons. Homes.

Weddings   Destination Weddings   Travel   Registries   Homes   Wedding Guests

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## Destination Weddings

▼ FEATURED DESTINATIONS

- [Las Vegas](#)
- [California](#)
- [Florida](#)
- [Fiji](#)
- [Caribbean](#)
- [Hawaii](#)
- [Mexico](#)
- [South Pacific](#)

► CREATE YOUR VACATION



CALL A DESTINATION SPECIALIST  
TO EXPLORE TRAVEL PACKAGES

**BREATHTAKING TURQUOISE WATERS MAKE  
THE CARIBBEAN A STUNNING WEDDING BACKDROP.**  
Dance, dive, climb, fish, sail or shop alongside white, salmon or coal beaches...ahhh.



#### 4. User provides required financial information (provider responsible)

**Payment Information:**

**Review the Price**  
(All prices are in US dollars.)

Flight, Transportation, Accommodation and Taxes:	\$23,255.18 *
Vatulele Island Resort Honeymoon Bonus	\$0.00 *
Honeymoon Flex Declined	\$0.00 *
Pacific Destinationz Airport Welcome with Pottery Lei, cold towel and Fiji Water	\$40.72 *

**Total Price:** \$23,295.90 \*

**Total Deposit Due:** \$23,295.90 \*

\*Unless otherwise noted prices include all taxes.

**Select Payment Method**

Payment Options:     

Payment Method:  Card Verification Number:

Card Number:  Expiration Date:   Card Verification Number:

Amount to charge:

**Billing Information**  
Please enter the cardholder's full name and billing address as they appear on the credit card statement.

Cardholder's Full Name:  OR  Other:   
 Street Address:  Suite, Apt, etc: #  
 City:  State/Province:   
 Zip/Postal Code:  Country:

**Terms and Conditions:**

I have read and I accept the [Terms and Conditions](#)

## 5. User activates purchase (provider responsible)

New Reservation - Passenger

Amount to charge:  Billing information  
Please enter the cardholder's full name and billing address as they appear on the credit card statement.

Cardholder's Full Name:  OR  Other:   
Street Address:  Suite, Apt, etc:   
City:  State/Province:   
Zip/Postal Code:  Country:

Terms and Conditions:  
 I have read and I accept the [Terms and Conditions](#)

**COMPLETE RESERVATION >>**

© 2012 1800 Registry [Baggage Fees](#)

As Seen On...     
    
  

Driven by  Softrip Reservations  
Version 1.12.1.15885

## 6. User receives confirmation of purchase (provider responsible)

The screenshot shows a web browser window for 'New Reservation - Passenger' on the '1-800-REGISTRY, LLC [US]' website at <https://travel.1800registry.com>. The page is titled 'Travel' and displays a 'Purchase Confirmed' message. The confirmation number is B539023-1207. There are three columns of links: 'Weddings', 'Destination Weddings', 'Travel', 'Registries', 'Homes', and 'Wedding Guests'. A sidebar on the right features sections for 'Vendor Search Tour' and 'Honeymoon Registry Tour'.

Couples: Join Now | Login   Vendors: Join Now | Login   Wedding Guests: Click here to begin   My Account | My Cart | Vacation Builder

CUSTOMER SERVICE: 1-800-256-4920 | [LIVE CHAT](#)

**1-800 Registry**  
Weddings. Honeymoons. Homes.

**Travel**

1. Review | **2. Confirm** | START OVER

**2 Purchase Confirmed**

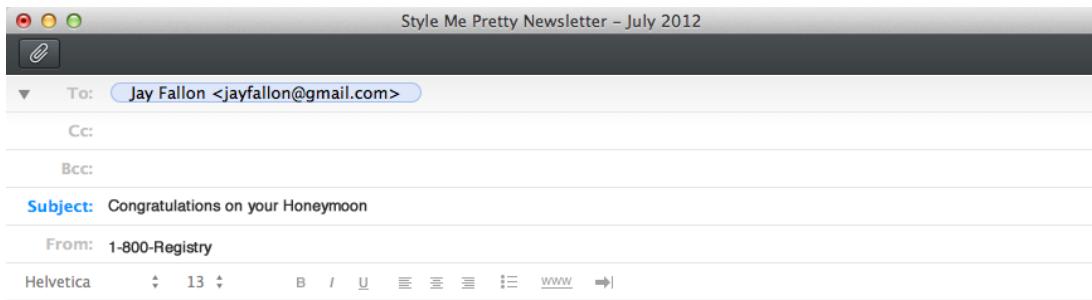
Confirmation Number B539023-1207

**Vendor Search Tour**

**Honeymoon Registry Tour**

## 7. User receives confirmation or purchase availability or physical shipment

(provider responsible)



Dear Mr. Fallon,

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Confirmation Number B539023-1207

Tracking Number A400921-8765

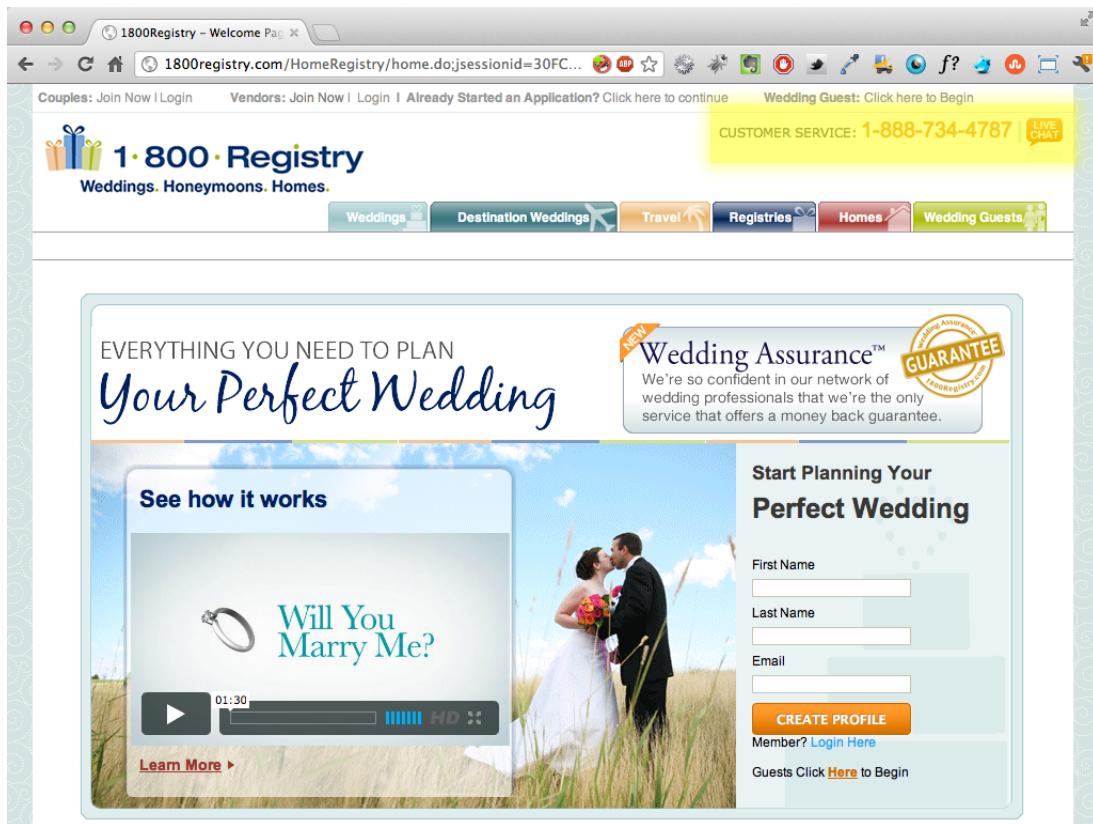


Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

## 8. User is able to track purchase (provider responsible)

The screenshot shows a web browser window for 'UPS: Tracking Information' at [www.ups.com/tracking/tracking.html](http://www.ups.com/tracking/tracking.html). The page is titled 'United States'. The navigation bar includes links for 'New User', 'Log-in', 'Contact UPS', 'The UPS Store', and a search bar. Below the navigation is a menu bar with 'My UPS', 'Shipping', 'Tracking' (which is highlighted in blue), 'Freight', 'Locations', 'Support', and 'UPS Solutions'. The main content area is titled 'Tracking' and contains tabs for 'Track Packages & Freight', 'UPS My Choice', 'Quantum View', and 'Flex Global View'. On the left, there's a sidebar with options like 'Track by Number', 'Track by Reference', 'Track by E-mail', 'Import Tracking Numbers', and 'SMS Tracking'. The 'Track by Number' section has a tracking number input field containing 'A400921-8765' and a 'Track' button. To the right, a 'Recently Tracked' section displays a table with columns for 'Tracking Number', 'Description', and 'Status'. A note says 'Login or Register to view your recently tracked shipments.' Below this is a promotional banner for 'UPS MY CHOICE™— HOME DELIVERY THAT FITS YOUR LIFE' featuring a yellow heart icon with a house inside, and text about free notifications and electronic authorization.

**9. User is able to contact customer service (provider responsible)**



10. User is able to complete product return/refund if applicable (provider responsible)

Screenshot of the 1-800-Registry website showing a refund confirmation.

**Header:** New Reservation - Passenger | 1-800-REGISTRY, LLC [US] https://travel.1800registry.com/res/... | My Account | My Cart | Vacation Builder | CUSTOMER SERVICE: 1-800-256-4920 | LIVE CHAT

**Main Navigation:** Couples: Join Now | Login | Vendors: Join Now | Login | Wedding Guests: Click here to begin | Weddings | Destination Weddings | Travel | Registries | Homes | Wedding Guests

**Section Title:** 4 Refund

**Message Box:** Your refund of \$23,295.90 has been credited to your account.

**Text Content:**

- Consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.
- Consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.
- Consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

**Side Content:**

- Vendor Search Tour:** A screenshot of the Vendor Listings page showing various vendor profiles.
- Honeymoon Registry Tour:** A screenshot of the Honeymoon Registry page showing a couple's profile and registry details.

## 11. User is able to provide feedback to SMP sales team (SMP responsible)

The screenshot shows a web browser window with the title 'Style Me Pretty - The Ultimat...' and the URL 'www.stylemepretty.com'. The page features the 'Style Me PRETTY bridal inspirations' logo at the top left. Below the logo, there's a section titled 'Customer Feedback' and a '1-800-Registry' section. The '1-800-Registry' section contains two paragraphs of placeholder text (Lorem ipsum) and a note about collecting email addresses. To the right of these sections is a form with three input fields: 'Name', 'Email Address', and 'Message', followed by a green 'Submit' button.

*TEL: should we collect email addresses before showing the deal? Most companies do. Would help drive growth. What would a newsletter that promotes flash sales look like?*

*JAY: I don't necessarily agree that we should harvest an email address prior to showing them the offer. Most retailers ask at the time of purchase once the sale has been tallied, RadioShack being the exception. I think we should offer them the opportunity to provide their email if we provision the product page. Currently, user info doesn't appear to be collected on either Facebook or Twitter so I would have a hard time justifying doing that to a web user.*

## Option 1

In the Option #1 approach, SMP would take those steps necessary to implement a system closely associated with the SMP brand yet offloading the majority of the responsibility to the product or service provider while enhancing and controlling more of the sales process on SMP's end.

SMP's technical team would be expected to provide more middleware to the process, most notably a method by which the provider would provision advertisement assets, provide a product page template and enable user conversion. A method by which to collect, analyze and display statistics related to the sales process would also need to be implemented.

The following responsibilities represent those incurred by both Provider and SMP for a purchase

in an Option #1 implementation.

## **Provider responsibilities**

- Inventory verification
- Advertisement Asset Supply
  - Media
  - Text
  - URL's
- Advertising placement (provider-owned properties, network)
- Shopping cart
- Purchase order fulfillment (payment transaction/refund, shipping, tracking, notifications, returns)
- Customer service

### **Inventory verification**

The provider would be responsible for providing proof that the items they are promoting for sale on the SMP do in fact exist in a quantity that would satisfy SMP supply requirements for the particular sale. Some sales will be of declining inventory stocks ("while supplies last"), some will be aggregated sales orders ("ships in 4 to 6 weeks"), others will be reservation-based sales (package deals) and yet some will be voucher-type sales where the provider can offer discounts on future sales. At a minimum, a contract should be in place that would guarantee product/service delivery as well as the honoring of reservations, coupons or other vouchers within a specified time period.

### **Advertisement Asset Supply**

The provider would be responsible for supplying all advertisement materials to include media, product/service description and appropriate URL's used for the sole purpose of promoting the specified product/service. These materials would be industry-compliant as well as appropriate for the SMP network in content and purpose.

### **Advertising placement**

Should the provider desire to further promote their sale through a third-party not affiliated with SMP, they would be responsible for the costs, content and product/service availability above and beyond the amount negotiated with SMP.

### **Shopping cart**

The provider shall be responsible for the provision of a secure e-commerce solution that would allow for product/service purchasing. This solution should not only be able to perform financial transactions between the SMP network member and the provider but also allow for purchase

confirmation, refund confirmation, delivery tracking and disseminate any notifications on behalf of the SMP network member.

### **Purchase order fulfillment**

The provider would be responsible for the actual procurement, shipment and delivery of any physical purchases as well as the administration of any reservations, coupons or vouchers which require no physical possession on behalf of the purchaser.

### **Customer service**

The provider would be responsible for guaranteeing a minimal customer servicing level to purchasers that could include assistance via email, online chat or telephone. The purpose of this customer service would be to assist purchasers with any difficulties that may arise due to shipping, payment or procurement errors.

## **SMP responsibilities**

- Vendor sourcing, recruitment and qualification
- Inventory verification
- Advertisement content aggregation, review and approval
- Product page
- Flash Sales system promotion
- Advertisement placement (SMP-owned properties, network)
- Statistical collection, analysis and display
- Feedback collection and analysis

### **Vendor sourcing, recruitment and qualification**

SMP would be responsible for the sourcing, recruitment and qualification of all providers invited to join the provider program. This would ensure that no third-party vendors would be participating in the program without SMP approval and would facilitate the subsequent recruitment of additional providers into the partner program in addition to the vendor guide. I would imagine that this process would be somewhat similar to SMP's current vendor vetting process yet not as strict nor would it incur any up-front payments to SMP other than a potential surety bond.

### **Inventory verification**

SMP would have to ensure that the inventory for sale actually exists, can be procured within reasonable amount of time or that guarantees at the time of purchase will be honored by the provider. For a minimal implementation, a contract would have to suffice.

### **Advertisement content aggregation, review and approval**

SMP would have to provide a system similar to the submissions server where the provider would be able to upload all of their advertisement assets. These assets would be retained by SMP for future use.

SMP would have to review all materials pertaining to the advertisement (media, text, terms) and approval of those materials for deployment to the network.

### **Product page**

SMP would be responsible for the provision of a web page detailing the product/service offered for sale to the SMP network which would include appropriate media, contextual descriptions, the terms of sale and a method by which the user can choose to make a purchase. The SMP-provisioned product page would be linked directly to the provider's shopping cart upon the activation of a call to purchase action by the user.

The product page would lend itself to multiple uses, including the collection of email addresses to be added to the newsletter initiative as well as affording SMP the opportunity to convert users to members. SMP would also be able to further expand the product page to include other content promoting the SMP network.

### **Flash Sales system promotion**

SMP would be responsible for the actual promotion of the existence of the Flash Sales system to the network via blog postings, newsletter articles or social media dissemination prior to the launch of the actual system. This would educate the network on the workflow, expectations and purpose of the system. For a minimal implementation, a simple beta test would be ideal yet not required.

### **Advertisement placement**

SMP would be responsible for the placement and dissemination of all advertisement throughout SMP-owned properties to include the SMP website, newsletter, social media accounts and any third party networks deemed necessary to assist in the promotion.

### **Statistical collection, analysis and display**

SMP would benefit from the collection of user statistics at all points of entry to the product page and any subsequent actions the user may take on the page (time on page, favoring, sharing, purchasing). This data should be collected and stored in a database and displayed through a simple interface to SMP.

### **Feedback collection and analysis**

Should SMP desire to collect feedback from the network regarding the Flash sales workflow, transaction, customer service and overall experience, they would need to engage an

independent service or expand their current contact process to include the Flash Sales system. While SMP could easily design, build and maintain a feedback system, I would recommend utilizing a service that specializes in that, such as [Zendesk](#).

## Conclusion

An Option #1 implementation covers the basic needs to get a Flash Sales system deployed on the SMP network and would be optimal for large, well-known partners who have not only an independent, qualified sales network in place but also a level of experience that would be comfortable handling a user base the size of the SMP network.

This implementation would be less than ideal for smaller providers who do not have a dedicated sales and customer service team or system in place.

## Drawbacks

The main drawbacks that I see from this approach would be the reliance on the provider to provision the shopping interface along the reporting of actual sales analytics and being ultimately responsible for customer service. While a feedback system would be in place from SMP's side, the SMP team would still be relying on the solicitation of feedback on the SMP network while having to interface any challenges with the provider.

The SMP technical team would have to build a provisioning server (Dropbox as an option) as well as provision a process for collection and display of data.

## Benefits

The expansion of SMP's role in the Flash Sales system would bring about greater control in the product presentation. SMP would control any and all of the assets used to promote the product, the product page layout, design and functionality along with the collection of data from user interaction. While funneling users to the product page, SMP can also seize the opportunity to convert any unregistered user to the network as well as gather further data to assist in the understanding of the network's shopping behavior.

## Proposed Option #1 Workflow - Success (wireframes to come)

**1. User arrives at SMP access point and activate link to Flash Sale (SMP responsible)**

**1a. SMP Facebook Page**

Style Me Pretty

<https://www.facebook.com/stylemepretty>

facebook Search Camille Betancourt Find Friends Home | ▾

**bridal inspirations**

**Style Me Pretty** 88,542 likes - 2,466 talking about this

About Photos Likes Magazine Events

Society/Culture Bringing chic, stylish weddings to the masses. [www.stylemepretty.com](http://www.stylemepretty.com) Follow us on twitter: [www.twitter.com/stylemepretty/](http://www.twitter.com/stylemepretty/) Check us out on

**Highlights**

Style Me Pretty shared a link. about an hour ago

**Save \$500 on your destination wedding!**

Save \$500 when you book your destination wedding with Style Me Pretty It's true. You've been dreaming of that destination wedding since before you were even engaged. Destination Travel Services by 1-800-Registry

Like · Comment · Share 23 people like this. View all 8 comments

Style Me Pretty Thanks Tamara Pinkney – we'll look into it! xxo

Likes See All

- Style Me Pretty Texas Society/Culture
- Style Me Pretty Australia Website
- Style Me Pretty Florida Society/Culture
- Style Me Pretty Illinois Society/Culture
- Aaron Delesie Photographer Arts/Humanities

Chat (8)

## 1b. SMP Newsletter

Style Me Pretty Newsletter – July 2012

To: Jay Fallon <jayfallon@gmail.com>

Cc:

Bcc:

**Subject:** Style Me Pretty Newsletter – July 2012

**From:** Style Me Pretty

Helvetica

**STYLE Me PRETTY**  
bridal inspirations

*Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.*

### 1c. SMP unique landing page

The screenshot shows a web browser window for 'Style Me Pretty - The Ultimate' at [www.stylemepretty.com](http://www.stylemepretty.com). The page features a header with the website's name and a search bar. Below the header, there is a main content area with three decorative images:

- A top image showing a couple relaxing on a beach with the text: "let your registry do the planning and YOU can do the relaxing".
- A middle image showing a couple's legs hanging over a beach railing.
- A bottom image showing a tropical beach scene with palm trees and the text: "From Paradise with love xoxo".

On the right side of the page, there is a logo for "STYLE Me PRETTY" with "bridal inspirations" underneath, featuring a stylized hummingbird icon. Below the logo, there are two blocks of placeholder text (Lorem ipsum) and a large green button at the bottom.

### 1d. SMP Website (sidebar advert show, post and others not included in this example)

Style Me Pretty - The Ultimate Wedding Planning Resource

www.stylemepretty.com

Log In

Home Local Weddings Little Black Book Blog Local Events Magazine SHOP

STYLING PRETTY bridal inspirations

REAL WEDDINGS VENDOR GUIDE DIY PROJECTS WEDDING INSPIRATION FASHION LOOK BOOK

Backyard Bellingham Wedding by Eldad Efendi Photography

April 25th, 2012 by Emilia Jane | 12 comments

Our Wedding Wednesday just wouldn't be complete without a pretty, little, vintage number added to the mix. And this one by [Eldad Efendi Photography](#) is just the perfect one! It is fun, casual and totally cool in every single way. I love the mix of patterns and the succulent-filled bouquets and centerpieces. It brings a little modern edge to the sweet, vintage-inspired theme. [I just want to eat up every single detail in the full gallery!](#)



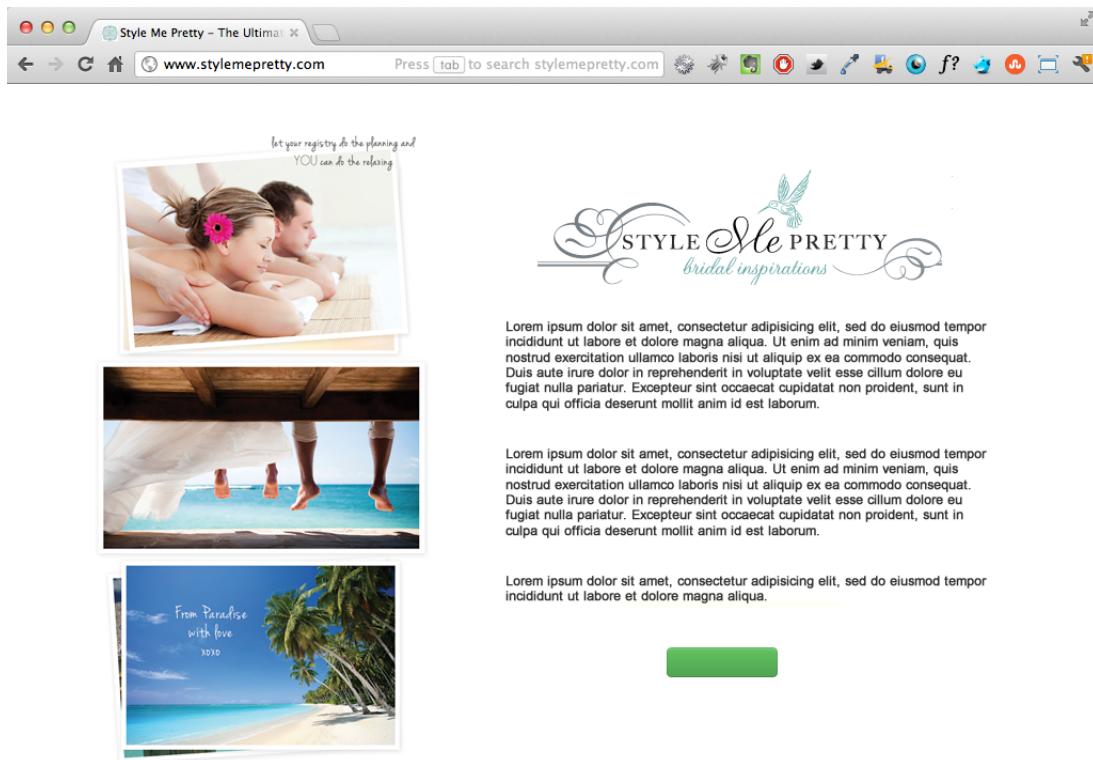
SEARCH | CATEGORIES | TAGS | ARCHIVES

Find it!

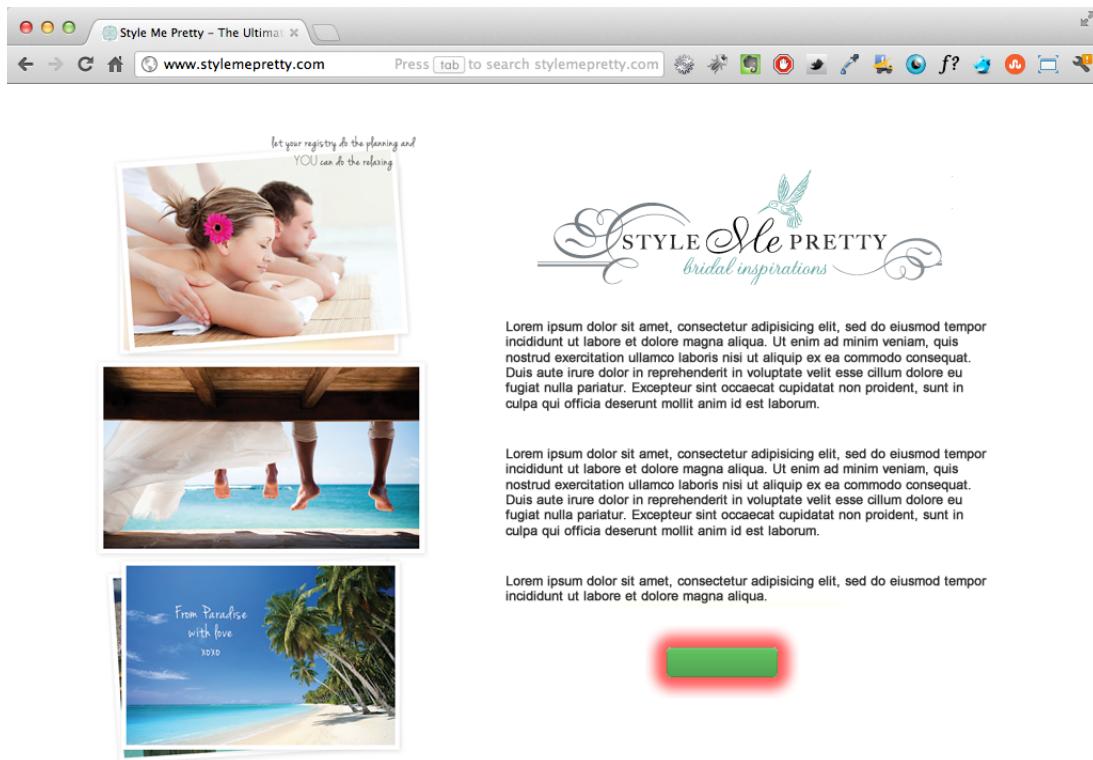
Book your destination wedding with Style Me Pretty and save \$500



## 2. Server returns Flash Sale product page (SMP responsible)



### 3. User selects product to purchase, activate purchase workflow (SMP responsible)



#### 4. User provides required financial information (provider responsible)

**Payment Information:**

**Review the Price**  
(All prices are in US dollars.)

Flight, Transportation, Accommodation and Taxes:	\$23,255.18 *
Vatulele Island Resort Honeymoon Bonus	\$0.00 *
Honeymoon Flex Declined	\$0.00 *
Pacific Destinationz Airport Welcome with Pottery Lei, cold towel and Fiji Water	\$40.72 *

**Total Price:** \$23,295.90 \*

**Total Deposit Due:** \$23,295.90 \*

\*Unless otherwise noted prices include all taxes.

**Select Payment Method**

Payment Options:     

Payment Method:  Card Verification Number:

Card Number:  Expiration Date:   Card Verification Number:

Amount to charge:

**Billing Information**  
Please enter the cardholder's full name and billing address as they appear on the credit card statement.

Cardholder's Full Name:  OR  Other:   
 Street Address:  Suite, Apt, etc: #  
 City:  State/Province:   
 Zip/Postal Code:  Country:

**Terms and Conditions:**

I have read and I accept the [Terms and Conditions](#)

## 5. User activates purchase (provider responsible)

New Reservation - Passenger

Amount to charge:  Billing information  
Please enter the cardholder's full name and billing address as they appear on the credit card statement.

Cardholder's Full Name:  OR  Other:   
Street Address:  Suite, Apt, etc:   
City:  State/Province:   
Zip/Postal Code:  Country:

Terms and Conditions:  
 I have read and I accept the [Terms and Conditions](#)

**COMPLETE RESERVATION >>**

© 2012 1800 Registry [Baggage Fees](#)

As Seen On...     
    
  

Driven by  Softrip Reservations  
Version 1.12.1.15885

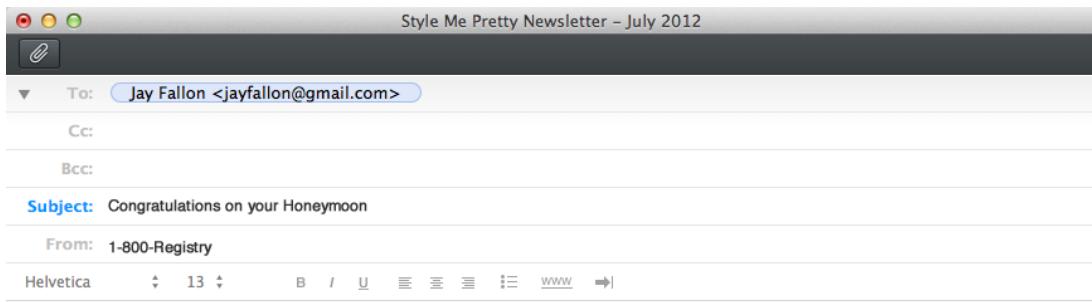
## 6. User receives confirmation of purchase (provider responsible)

The screenshot shows a web browser window for 'New Reservation - Passenger' on the '1-800-Registry, LLC [US]' website at <https://travel.1800registry.com>. The page is titled 'Travel' and displays a 'Purchase Confirmed' message. Key elements include:

- Header:** '1-800 Registry' logo, 'Weddings. Honeymoons. Homes.', 'Couples: Join Now | Login', 'Vendors: Join Now | Login', 'Wedding Guests: Click here to begin', 'My Account | My Cart | Vacation Builder', 'CUSTOMER SERVICE: 1-800-256-4920' with a 'LIVE CHAT' button.
- Navigation:** 'Weddings', 'Destination Weddings', 'Travel' (highlighted), 'Registries', 'Homes', 'Wedding Guests'.
- Section Headers:** 'Travel', '1. Review | 2. Confirm' (underlined), 'START OVER'.
- Confirmation Message:** '2 Purchase Confirmed'.
- Text:** 'Confirmation Number B539023-1207'.
- Text Content:** Three paragraphs of placeholder text (Lorem ipsum) describing travel services.
- Side Panels:**
  - Vendor Search Tour:** Shows a screenshot of the 'Vendor Listings' page.
  - Honeymoon Registry Tour:** Shows a screenshot of the 'Diane & Ryan's Registry' page.

## 7. User receives confirmation or purchase availability or physical shipment

(provider responsible)



Dear Mr. Fallon,

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Confirmation Number B539023-1207

Tracking Number A400921-8765



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## 8. User is able to track purchase (provider responsible)

Screenshot of the UPS Tracking Information website ([www.ups.com/tracking/tracking.html](http://www.ups.com/tracking/tracking.html)) showing the tracking interface.

The page title is "UPS: Tracking Information". The header includes the UPS logo, "United States", and navigation links: New User, Log-In, Contact UPS, The UPS Store, and a search bar.

The main content area is titled "Tracking" and contains several tabs: Track Packages & Freight (selected), UPS My Choice, Quantum View, and Flex Global View.

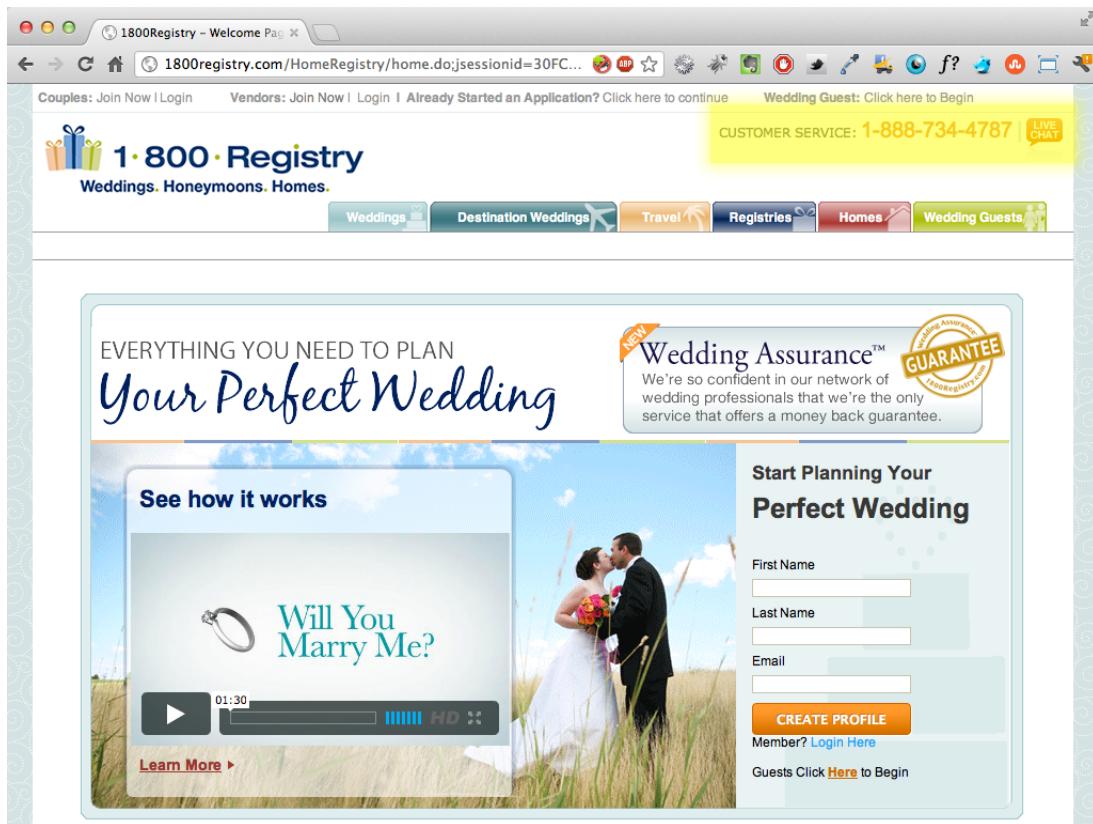
The "Track by Number" section shows a tracking number A400921-8765 and a "Track" button. Below it, a note states: "By selecting the Track button, I agree to the Terms and Conditions".

The "Recently Tracked" section displays a table with columns: Tracking Number, Description, and Status. It shows one entry: "A400921-8765" with a status of "In Progress". A note below says: "Login or Register to view your recently tracked shipments."

On the left sidebar, there are links: "Track by Reference", "Track by E-mail", "Import Tracking Numbers", and "SMS Tracking".

A promotional banner for "UPS MY CHOICE™— HOME DELIVERY THAT FITS YOUR LIFE" features a yellow heart icon with a house inside, and text: "INTRODUCING", "Free notifications the day before delivery", and "Free electronic authorization to leave packages".

**9. User is able to contact customer service (provider responsible)**



10. User is able to complete product return/refund if applicable (provider responsible)

New Reservation - Passenger

Couples: Join Now | Login   Vendors: Join Now | Login   Wedding Guests: Click here to begin   My Account | My Cart | Vacation Builder

**1-800 Registry**  
Weddings. Honeymoons. Homes.

CUSTOMER SERVICE: 1-800-256-4920 | [LIVE CHAT](#)

Weddings | Destination Weddings | Travel | Registries | Homes | Wedding Guests

**Travel**

**4 Refund**

Your refund of \$23,295.90 has been credited to your account.

**Vendor Search Tour**

**Honeymoon Registry Tour**

## 11. User is able to provide feedback to SMP sales team (SMP responsible)

Style Me Pretty - The Ultimate Guide to Wedding Planning

www.stylemepretty.com Press Tab to search stylemepretty.com



**Customer Feedback**

**1-800-Registry**

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

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Name

Email Address

Message

## 12. Provider uploads assets (SMP responsible)

The screenshot shows a web browser window for 'Style Me Pretty - The Ultimate' at [www.stylemepretty.com](http://www.stylemepretty.com). The page title is 'Asset Submission Server'. At the top right, there is a file upload bar with buttons for '+ Add files...', 'Start upload', 'Cancel upload', and 'Delete'. Below the upload bar is a grid of 16 empty gray boxes arranged in four rows of four. To the left of the grid, there is sample text: 'Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.' and 'Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.'. On the far left, there are three blue underlined links: 'Excepteur sint occaecat cupidatat', 'Excepteur sint occaecat cupidatat', and 'Excepteur sint occaecat cupidatat'.

### 13. SMP manager views product page data (SMP responsible)

	Duis aute irure dolor in reprehenderit	12,089	142	10
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	Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.			

## Option 2

In the Option #2 approach, SMP would take those steps necessary to implement a system closely associated with the SMP brand while assuming the majority of the responsibility for the system. SMP would be relying on providers to supply assets for product advertisement, product procurement and shipping.

SMP's technical team would be expected to provide the entire middleware to the process, from the product page to the shopping cart, transaction processing and notification to the provider. A method by which to collect, analyze and display statistics related to the sales process would also need to be implemented along with a user dashboard view for tracking purchases and providing feedback.

The following responsibilities represent those incurred by both Provider and SMP for a purchase in an Option #2 implementation.

### Provider responsibilities

- Inventory verification
- Advertisement Asset Supply
  - Media

- Advertising placement (provider-owned properties, network)
- Purchase order fulfillment (shipping, returns)

## **Inventory verification**

The provider would be responsible for providing proof that the items they are promoting for sale on the SMP do in fact exist in a quantity that would satisfy SMP supply requirements for the particular sale. Some sales will be of declining inventory stocks (“while supplies last”), some will be aggregated sales orders (“ships in 4 to 6 weeks”), others will be reservation-based sales (package deals) and yet some will be voucher-type sales where the provider can offer discounts on future sales. At a minimum, a contract should be in place that would guarantee product/service delivery as well as the honoring of reservations, coupons or other vouchers within a specified time period.

## **Advertisement Asset Supply**

The provider would be responsible for supplying all advertisement materials to include media, product/service description and appropriate URL’s used for the sole purpose of promoting the specified product/service. These materials would be industry-compliant as well as appropriate for the SMP network in content and purpose.

## **Advertising placement**

Should the provider desire to further promote their sale through a third-party not affiliated with SMP, they would be responsible for the costs, content and product/service availability above and beyond the amount negotiated with SMP.

## **Purchase order fulfillment**

The provider would be responsible for the actual procurement, shipment and delivery of any physical purchases as well as the administration of any reservations, coupons or vouchers which require no physical possession on behalf of the purchaser. The provider would also have to handle returns as directed by SMP. This process would be akin to a drop-ship.

## **SMP responsibilities**

- Vendor sourcing, recruitment and qualification
- Inventory verification
- Advertisement content aggregation, review and approval
- Product page
- Shopping cart
- Purchase order fulfillment (payment transaction/refund, tracking, notifications)
- Flash Sales system promotion
- Advertisement placement (SMP-owned properties, network)

- Statistical collection, analysis and display
- Customer Service, Feedback collection and analysis

## **Vendor sourcing, recruitment and qualification**

SMP would be responsible for the sourcing, recruitment and qualification of all providers invited to join the provider program. This would ensure that no third-party vendors would be participating in the program without SMP approval and would facilitate the subsequent recruitment of additional providers into the partner program in addition to the vendor guide. I would imagine that this process would be somewhat similar to SMP's current vendor vetting process yet not as strict nor would it incur any up-front payments to SMP other than a potential surety bond.

## **Inventory verification**

SMP would have to ensure that the inventory for sale actually exists, can be procured within reasonable amount of time or that guarantees at the time of purchase will be honored by the provider. For a minimal implementation, a contract would have to suffice.

## **Advertisement content aggregation, review and approval**

SMP would have to provide a system similar to the submissions server where the provider would be able to upload all of their advertisement assets. These assets would be retained by SMP for future use.

SMP would have to review all materials pertaining to the advertisement (media, text, terms) and approval of those materials for deployment to the network.

## **Product page**

SMP would be responsible for the provision of a web page detailing the product/service offered for sale to the SMP network which would include appropriate media, contextual descriptions, the terms of sale and a method by which the user can choose to make a purchase. The SMP-provisioned product page would be linked directly to or be a part of SMP's shopping cart.

The product page would lend itself to multiple uses, including the collection of email addresses to be added to the newsletter initiative as well as affording SMP the opportunity to convert users to members. SMP would also be able to further expand the product page to include other content and product sales promoting the SMP network.

## **Shopping cart**

SMP shall be responsible for the provision of a secure e-commerce solution that would allow for product/service purchasing. This solution should not only be able to perform financial transactions between the SMP network member and SMP's payment provider but also allow for

purchase confirmation, refund confirmation, delivery tracking and disseminate any notifications on behalf of the SMP network member.

### **Purchase order fulfillment**

SMP would be responsible for payment transaction/refund, purchase tracking and user notifications. SMP would be responsible for notifying the provider for each purchase as well supplying the provider with and maintaining the user information required to complete the sale. SMP would be responsible for providing all sale information to the user.

### **Flash Sales system promotion**

SMP would be responsible for the actual promotion of the existence of the Flash Sales system to the network via blog postings, newsletter articles or social media dissemination prior to the launch of the actual system. This would educate the network on the workflow, expectations and purpose of the system. For a minimal implementation, a simple beta test would be ideal yet not required.

### **Advertisement placement**

SMP would be responsible for the placement and dissemination of all advertisement throughout SMP-owned properties to include the SMP website, newsletter, social media accounts and any third party networks deemed necessary to assist in the promotion.

### **Statistical collection, analysis and display**

SMP would benefit from the collection of user statistics at all points of entry to the product page and any subsequent actions the user may take on the page (time on page, favoring, sharing, purchasing) as well as all interactions that occur at the point of sale. This data should be collected and stored in a database and displayed through a simple interface to SMP.

### **Customer Service, Feedback collection and analysis**

SMP would be responsible for guaranteeing a minimal customer servicing level to purchasers that could include assistance via email, online chat or telephone. The purpose of this customer service would be to assist purchasers with any difficulties that may arise due to shipping, payment or procurement errors.

Should SMP desire to collect feedback from the network regarding the Flash sales workflow, transaction, customer service and overall experience, they would need to engage an independent service or expand their current contact process to include the Flash Sales system. While SMP could easily design, build and maintain a feedback system, I would recommend utilizing a service that specializes in that, such as [Zendesk](#).

## **Conclusion**

An Option #2 implementation would cover the entire needs to get a Flash Sales system deployed on the SMP network and would be optimal for not only large, well-known partners but also small and medium sized partners whose focus is on product procurement and shipping rather than the supervising and provisioning the entire sales process.

This implementation would be ideal for SMP in a scenario where the recruitment of smaller vendors in regional markets became a priority.

### **Drawbacks**

Most expensive and time-consuming option. The drawbacks that I see from this solution are that SMP would have to be fully engaged in the design, implementation and maintenance of the entire Flash Sales system. Certain services could be engaged to alleviate technical difficulties:

- [Stripe](#)
- [Braintree](#)
- [Shopify](#)
- [ShopLocket](#)

or SMP could implement the entire solution. This would also increase the level of engagement of both the creative and customer support teams.

### **Benefits**

The most obvious benefit would be the complete control over the SMP promotional and sales process, exclusive user affinity development and data aggregation. SMP could couple these opportunities with the ability to target multiple markets simultaneously with a product mix that would allow SMP to not only focus on product demand by demographics and regions but also create and expand demand in the marketplace.

### **Proposed Option #2 Workflow - Success (wireframes to come)**

#### **1. User arrives at SMP access point and activate link to Flash Sale (SMP responsible)**

##### **1a. SMP Facebook Page**

Style Me Pretty

<https://www.facebook.com/stylemepretty>

facebook Search Camille Betancourt Find Friends Home | ▾

**bridal inspirations**

**Style Me Pretty** 88,542 likes - 2,466 talking about this

About Photos Likes Magazine Events

Style Me Pretty shared a link.  
about an hour ago

**Save \$500 on your destination wedding!**

Save \$500 when you book your destination wedding with Style Me Pretty  
It's true. You've been dreaming of that destination wedding since before you were even engaged.  
Destination Travel Services by 1-800-Registry

Like · Comment · Share  
23 people like this.  
View all 8 comments

Style Me Pretty Thanks Tamara Pinkney – we'll look into it!  
xxo

Likes See All

- Style Me Pretty Texas Society/Culture
- Style Me Pretty Australia Website
- Style Me Pretty Florida Society/Culture
- Style Me Pretty Illinois Society/Culture
- Aaron Delesie Photographer Arts/Humanities

Chat (8)

## 1b. SMP Newsletter

Style Me Pretty Newsletter – July 2012

To: Jay Fallon <jayfallon@gmail.com>

Cc:

Bcc:

**Subject:** Style Me Pretty Newsletter – July 2012

**From:** Style Me Pretty

Helvetica

**STYLE Me PRETTY**  
*bridal inspirations*

*Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.*

### 1c. SMP unique landing page

The screenshot shows a web browser window for 'Style Me Pretty - The Ultimate' at [www.stylemepretty.com](http://www.stylemepretty.com). The page features a header with the website's name and a search bar. Below the header, there is a main content area with three decorative images:

- A top image showing a couple relaxing on a beach with the text: "let your registry do the planning and YOU can do the relaxing".
- A middle image showing a couple's legs hanging over a beach railing.
- A bottom image showing a tropical beach scene with palm trees and the text: "From Paradise with love xoxo".

On the right side of the page, there is a logo for "STYLE Me PRETTY" with "bridal inspirations" underneath, featuring a stylized hummingbird icon. Below the logo, there are two blocks of placeholder text (Lorem ipsum) and a large green button at the bottom.

### 1d. SMP Website (sidebar advert show, post and others not included in this example)

Style Me Pretty - The Ultimate Wedding Planning Resource

www.stylemepretty.com

Log In

Home Local Weddings Little Black Book Blog Local Events Magazine SHOP

STYLING PRETTY bridal inspirations

REAL WEDDINGS VENDOR GUIDE DIY PROJECTS WEDDING INSPIRATION FASHION LOOK BOOK

Backyard Bellingham Wedding by Eldad Efendi Photography

April 25th, 2012 by Emilia Jane | 12 comments

Our Wedding Wednesday just wouldn't be complete without a pretty, little, vintage number added to the mix. And this one by [Eldad Efendi Photography](#) is just the perfect one! It is fun, casual and totally cool in every single way. I love the mix of patterns and the succulent-filled bouquets and centerpieces. It brings a little modern edge to the sweet, vintage-inspired theme. [I just want to eat up every single detail in the full gallery!](#)



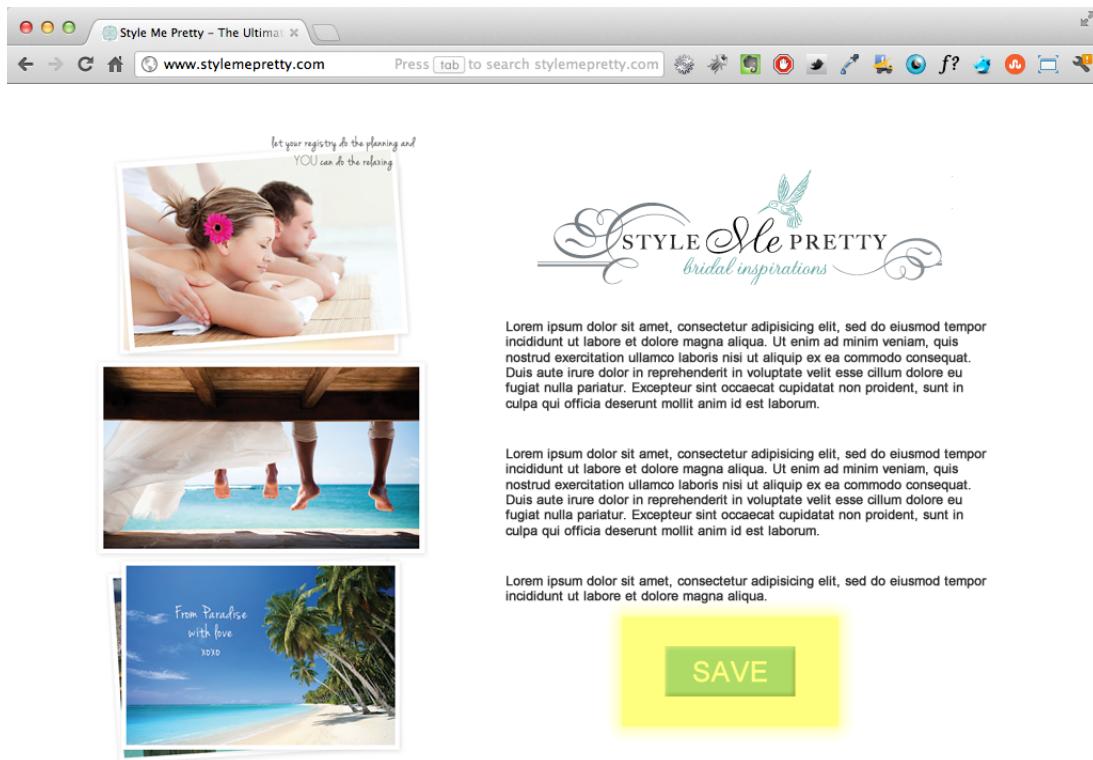
SEARCH | CATEGORIES | TAGS | ARCHIVES

Find it!

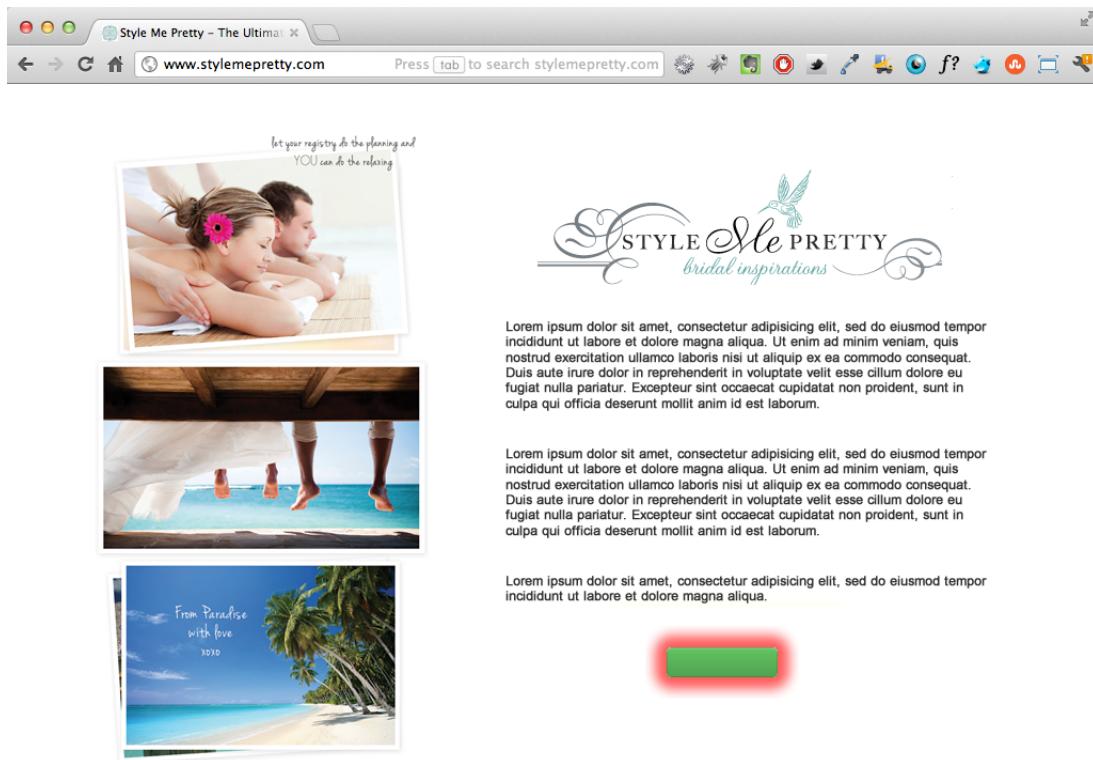
Book your destination wedding with Style Me Pretty and save \$500



## 2. Server returns Flash Sale product page (SMP responsible)



**3. User selects mount of product to purchase, activate purchase workflow (SMP responsible)**



#### 4. User provides required financial information (SMP responsible)

Style Me Pretty - The Ultimate...

www.stylemepretty.com

Press Tab to search stylemepretty.com

First Name

Last Name

Address

Card Number  CVC

Expiration Date  /

  
let your registry do the planning and  
YOU can do the relaxing

1-800-Registry  
Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Destination Wedding

Your price: \$15,762.00

## 5. User activates purchase (SMP responsible)

Style Me Pretty - The Ultimate Wedding Planning Guide

www.stylemepretty.com

Press Tab to search stylemepretty.com

1-800-Registry

Destination Wedding

Your price: \$15,762.00

let your registry do the planning and  
YOU can do the relaxing



**Green button with a red border**

**Text on the right side:**

**Top section:** Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

**Middle section:** Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

**Bottom section:** Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.

## 6. User receives confirmation of purchase (SMP responsible)

Style Me Pretty - The Ultimat... [www.stylemepretty.com](http://www.stylemepretty.com) Press tab to search stylemepretty.com

let your registry do the planning and  
YOU can do the relaxing

**STYLE Me PRETTY**  
*bridal inspirations*

**1-800-Registry**  
Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

**Congratulations!**  
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Confirmation number: CC723041-B

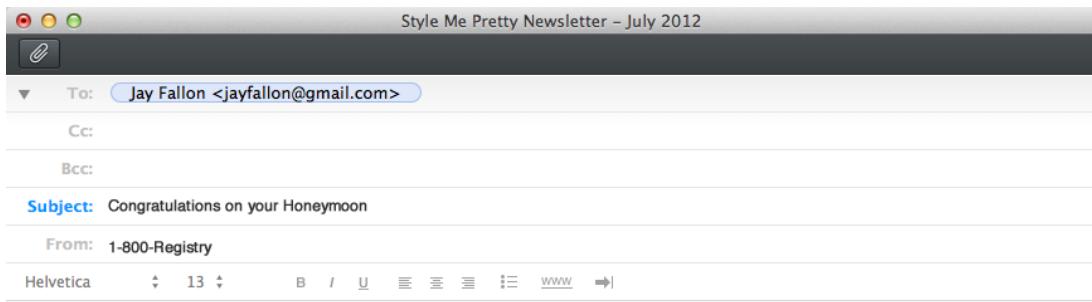
UPS Tracking number: Az34By





## 7. User receives confirmation or purchase availability or physical shipment

(provider responsible, SMP branded)



## Style Me Pretty Destinations

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UPS Tracking number: Az34By



## 8. User is able to track purchase (SMP responsible)

The screenshot shows the UPS Tracking Information website. At the top, there's a navigation bar with links for "New User", "Log-in", "Contact UPS", "The UPS Store", and a search bar. Below the navigation is a main menu with tabs for "My UPS", "Shipping", "Tracking" (which is selected), "Freight", "Locations", "Support", and "UPS Solutions". The main content area is titled "Tracking" and contains several sections:

- Track Packages & Freight**, **UPS My Choice**, **Quantum View**, **Flex Global View**
- Recently Tracked** table:

Tracking Number	Description	Status
Login or Register to view your recently tracked shipments.		
- Track by Number** section:

Tracking or InfoNotice Numbers:

By selecting the Track button, I agree to the [Terms and Conditions](#).

**Track**

  - ▶ **Track by Reference**
  - ▶ **Track by E-mail**
  - ▶ **Import Tracking Numbers**
  - ▶ **SMS Tracking**
- INTRODUCING** 
- UPS MY CHOICE™— HOME DELIVERY THAT FITS YOUR LIFE**
-  **Free notifications** the day before delivery
-  **Free electronic authorization** to leave packages

## 9. User is able to contact customer service (SMP responsible)

The screenshot shows a web browser window with the URL [www.stylemepretty.com](http://www.stylemepretty.com). The page features the Style Me Pretty logo at the top left. On the right side, there is a "Feedback" section with fields for Name, Email Address, and Message, each with a placeholder text. A green "Send" button is located below the message field.

Style Me PRETTY  
bridal inspirations

**Customer Service**

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**Live Chat**

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**Email**

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**1-800-STYLE-ME8**

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**Feedback**

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Name

Email Address

Message

**Send**

**10. User is able to complete product return/refund if applicable (SMP/provider responsible)**



**11. User is able to provide feedback to SMP sales team (SMP responsible)**

Style Me Pretty - The Ultimate Guide to Wedding Planning

www.stylemepretty.com

Press Tab to search stylemepretty.com

Customer Feedback

**1-800-Registry**

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Name

Email Address

Message

## 12. Provider uploads assets (SMP responsible)

The screenshot shows a web browser window for 'Style Me Pretty - The Ultimate' at [www.stylemepretty.com](http://www.stylemepretty.com). The page title is 'Asset Submission Server'. At the top right, there is a file upload bar with buttons for '+ Add files...', 'Start upload', 'Cancel upload', and 'Delete'. Below the upload bar is a grid of 12 empty gray boxes arranged in three rows of four. To the left of the grid, there is sample text: 'Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.' and 'Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.'. On the far left, there are three blue underlined links: 'Excepteur sint occaecat cupidatat', 'Excepteur sint occaecat cupidatat', and 'Excepteur sint occaecat cupidatat'.

### 13. SMP manager views product sales data (SMP responsible)

