

YEAR IN INDUSTRY PLACEMENT: LOGBOOK

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Introduction

This document is a logbook of my performance and learning achievements over the course of 10 months working for Shop Direct. This document can also be accessed by the website URL below, a responsive site I have developed to display some of the skills learned over the last year.

<https://jeffreyjordan.netlify.com/>

July

Week 1

As this was the introductory week, I spent time getting to know the team in which I would be working in over the next few months, understanding the systems they use, with an introduction to the processes involved with BAU (Business as Usual) updates.

The first day involved meeting with Lucy Rogers, the current intern on the content team at Shop Direct. She gave me a brief tour around the building, and we sorted out my pass to provide access in/out of the building. Following this, I was introduced and welcomed into the content team, trying to recall everyone's name.

I then spent time with Lucy, who talked over Very, Littlewoods, and the services they offer/use. Introducing me to different software and websites used to manage all services. This involved:

- Content schedule: business as usual (BAU) schedule, delegation of updates required to Very, Littlewoods (LW), and Littlewoods Ireland (LWI).
- BCC: eCommerce tool, including management of code (stored, used at staging, used on live site).
- SharePoint: document store, containing weekly web updates, used to confirm completion of jobs from the content schedule. Also includes the overtime log.
- Trello: workflow management tool, used for contingency and asset removal.
- Fuse: material design for website.
- Corporate: intranet of the organisation, used to access additional services such as HR, Shine (rewards system).
- Outlook: already familiar with outlook emailing software, but was introduced to calendar tool (& how it can be used effectively).
- Excel Online: document store for briefs, weekly updates, training schedule etc.

The remainder of the first day and the rest of the week involved shadowing Lucy as she talked through several tasks such as creating new projects in the BCC, altering HTML code to switch out new images, (e.g. on the Littlewoods Ireland (LWI) kids zone page), then approving these changes by deploying to the staging websites, a copy of the live sites where updates can be checked before uploading to the live sites.

No inductions occurred on the first day, which allowed me to spend more time getting to know the team, which I preferred. I also enjoyed having lunch with the new interns over the first week, getting to know them individually and discussing the teams they are all working in.

Throughout the rest of the week I also spent time in several meetings around the business. This included finding out about the search engine optimisation team with Phil Bryan, and meeting with the other interns to update Louise Utton on our first few days working at Shop Direct, providing time for further queries and issues.

The project of focus during the first week was the Very/LW/LWI Clothing and Footwear Women's Curves landing page. A landing page is a webpage containing all products in one tab, and inspiration for the products in another. In some cases there can be multiple inspiration tabs. Although updates to the desktop version were completed relatively quickly, the mobile version brought about my first challenging task at Shop Direct. Given heavy workload towards other members of the team, a slight build-up of pressure developed, with the goal to resolve overflowing tasks on Monday morning before updates were pushed live. As I was able to finish the build and send over for sign off on Friday afternoon, the pressure on the team was eased.

Week 2

The main focus of the second week was on BAU (business as usual) updates, specifically to Littlewoods Ireland, with the idea to start building the Brand Boutique landing page. BAU updates are released every Monday and Friday, with clothing and footwear on Monday, and home and leisure on Thursdays. This not only helped me to further understand the processes behind BAU updates, but also allowed for additional time to work on my HTML and CSS coding skills.

A main learning curve this week was towards time management and attention to detail, as with so many small updates occurring at one time, the awareness required to reduce the possibility of error was increased drastically. Also, with updates being required for sign off the day prior to going live, there is a demand for continuous turnover of projects, with the amends process occurring the previous or day of the updates going live.

This was also the first time I acted upon myself to chase up on assets (images, linked documents etc), contacting Richard Baldwin, one of the creative designers, regarding missing assets for the LWI home page and kids zone page. This required asking Richard to drop in the assets, located in the Very file store, into the Littlewoods Ireland file store in Versions.

This week also contained several meetings around the business, finding out more about the teams that work with the content team. I first attended the marketing team induction (1-on-1) with Jennifer Bergh, discussing how they communicate with the brands, Creative and Content teams to provide regular updates, focused around the target customer, Miss Very. It was also described how Google analytics is used to view user data, including the products clicked, revenue earned and journey of the customer from first landing on the site to confirming purchase of products. This data can then be used to influence updates, and in most cases, create contingency projects for short term promotions and new product releases.

Another induction I attended was with Steven McCluskie, one of the senior managers within the Creative team, discussing how they manage versions of assets (creative images), producing a slice guide as a guidance document for building, and the importance of communicating with other teams to manage workload, especially related to contingency tasks.

During the week, myself and the other interns met with Beth Maghazachi to discuss our current experience so far working at Shop Direct. After the meeting, we were able to experience a balcony briefing hosted by Henry Birch, CEO of Shop Direct, providing an update on the strategy of the company, presented on the 'street' to everyone within the Skyways one building.

Week 3

Holiday

Week 4

Started the week completing regulatory legislation on Shop Direct's talent online profile, sorting out arrangement of staff discount, and access to payslips, then began working on adding in four new 4thways for all brands (12 total across all brands), concerning men's sportswear, men's sports clothing, women's sportswear and women's sports clothing for each brand.

I came across difficulty understanding how the BCC stores each page for each site, and how these may be combined, named, and located. After clarification from Mike, sitting with him as he explained the process of using the search feature in the BCC to find web pages, I was able to make the necessary updates and update the appropriate slots used on each page.

The main build this week was to design a new page for LWI C&F Debutant landing page, for both desktop and mobile, initially starting with the desktop build. This page was designed for Littlewoods Ireland only, given the debutant ball is an event that occurs in Ireland at the end of July. The purpose of this page is to allow for promotion of dresses, suits, shoes, bags and accessories, providing inspiration for outfit ideas. After developing this page over a two-day period to align with upcoming updates, I finalised the changes and updated the content schedule to confirm this, then sending the web URL across to website sign off emailing list (containing around 100 participants) so that Rebecca Healey, the marketing executive for Littlewoods Ireland, could sign off the page to go live.

The final day of the week I spent out of office at the away day event at Avenue HQ in Liverpool city centre. This day involved listened to talks concerning company strategy and culture. I also listened to several talks from companies sponsoring the event day, including Qubit, a personalisation software that stores vast amounts of data to build up a personalised profile on different types of customers. I enjoyed a buffet-style lunch with the team I had been placed in for the day, networking and getting to know them individually. The afternoon mainly consisted of team-based exercises similar to that of the TV show 'The Apprentice', whereby each team was given a list of tasks to gain points, based on the size/scale of the task. To end the day at Avenue HQ, there was an awards ceremony to provide gifts to the winners of the challenge. individual staff were also presented with awards in relation to their contributions towards Shop Direct and the departments in which they work.

I found this away day to be a great way of getting to know other people around the business that I had not previously spoken to. The team-building exercises were a great way to initiate this, and the whole day was a relaxing break away from our day-to-day roles.

Week 5

Performed amends to projects completed the previous week for the update going live on 30/07. This involved updating many missing links, or broken links, as well as changing image ordering and the assets used for certain pages, such as the homepage (30% off holiday-wear banner introduced). It is clear at this point, the speed at which I performed these amends has improved massively, now fully familiar with the process, and many issues that may occur during this time.

In a one-to-one with Mike Heath we discussed workload, my current goals and progress, and how I look upon improving/how I have improved since joining Shop Direct. He spoke about how well I am progressing during my time so far on placement, having received very positive feedback from those I had recently worked with on landing page builds for Littlewoods Ireland, which resulted in me receiving a Shine reward from Rebecca Healey.

Attended a Content team meeting, learning about projects other members of the team have been working on. James McLennan, one of the frontend developers, also sat in on this meeting to discuss

how we can implement BEM to our HTML and CSS code. BEM stands for block element modifier, which is a way of writing code to improve its readability. I found this to be very interesting, with the goal of implementing BEM to my future landing page builds to aid the team in making future changes. Lucy Rogers spoke about her work on the beauty offers page, designing a spreadsheet to manage offers & speed up the HTML update process. Joe Parker spent time taking about site update performance, introducing the idea to implement lazy loading on landing pages to speed up page loading time. Luis Bailey spoke about threefold tagging, adding in a google analytics tag to new 4thways and landing pages so that the Threefold agency are able to track the success of content clicked on site.

August

Week 1

This week I worked on the weekly home and leisure updates to Littlewoods Ireland, including the home page, electricals zone, child & baby zone, and the home & garden zone. I enjoyed having the freedom to work on these updates, without requiring any assistance. Later, I had a meeting with Matt Wafer, discussing my current time at Shop Direct. During the meeting we spoke about how I have approached learning new skills, improving my networking around the company, and my enjoyment so far on placement.

Other focuses this week included the desktop build of the Michelle Keegan landing page, aligning with the new range of women's clothing. This build helped improve my knowledge of CSS, understanding how classes can be implemented to create general styles for similar cells.

Week 2

One of the main events this week was meeting with CEO, Henry Birch. This was a Q&A session with myself and the other interns, where he spoke about his career and ambitions for both himself and Shop Direct. We discussed the culture of Shop Direct compared to other companies he's worked at, and his goals for driving Shop Direct's success into the next 5 years. One question I asked was focused on how he's improved his confidence speaking in large groups, as I was most impressed by his ability to speak clearly and fluently in all situations.

This week, Mike introduced me to segmentation and the process of updating segmentation assets across Very and Littlewoods. Segmentation is the process of updating banner assets on the homepage of Very and Littlewoods, displayed to large groups of similar customers, based on their shopping habits and therefore the category under which they fall in. For example; if a customer purchases sportswear frequently but has never purchased any electricals, then the first primary banner displayed on the homepage would relate to sportswear, as opposed to the standard primary banner used globally, which would move to the second primary banner.

Several other interns and I spent an afternoon during the week volunteering at the Belvidere family centre. We learned how the centre helps house the homeless and opened our eyes to the many different circumstances under which people become homeless. Later, we helped with litter picking and gardening activities to clean up the outdoor area behind the centre. Although this was not directly work related, it was important to understand how the contributions of Shop Direct are being used to improve the lives of others.

Projects I worked on this week included the home & zone updates for Littlewoods for 09/08. This included the electricals and gaming zones, involving insertion of new assets and links to primary and secondary banners. Also in this update was the Clark's Brand store landing page, requiring redesign

to promote new products. I found these updates to be relatively straightforward, with the Clark's landing page taking up most of my time.

Week 3

This week I had a meeting with Mike, discussing my current progress at Shop Direct, and how I aim to progress further. I explained that I have started to research basic JavaScript features, and plan to begin working through MOOCs, massive online open courses, providing tutorial videos to progress with my learning.

In relation to projects worked on this week, I updated several Littlewoods 4thways on the desktop computers and laptops pages (across all brands), coming across an issue regarding slider arrows on a banner for the desktop computers page, required changing part of the JavaScript and CSS to ensure they were functional.

Other updates included the Littlewoods home and zones updates for 16/08, including the homepage, top navigation image alterations, kids zone, toys zone, electricals zone and gaming zone. I performed amends to the 16/08 update for Littlewoods home and zones, desktop computing, laptops and windows laptops 4thways, based on the amends document returned the previous day. Following this, I ensured all updates were ready for sign off from the rest of the team and sent the 'website sign off' email, including over 100 people to confirm the 16/08 updates were live.

I also began the 20/08 clothing and footwear home and zone updates for Littlewoods Ireland, working on the homepage, women's, men's, kids, sports, gifts and jewellery, and beauty zone pages. This also involved updating the kids' zone to add in contingency requests, involving a 40% off selected brands offer. This was the first time I had been assigned responsibility to the two home and zone updates in a week, showing my project management skills and speed of working have increased rapidly, as stated by Mike.

Week 4

This week I made an error reverting the 20/08 Littlewoods Ireland home & zone project at the time when the BCC was down, accidentally deleting the project. As a result, I had to redo the updates, with help from the team as they took up my amends from other projects, such as the men's brand hub.

Given the time restriction on the updates to go live, I wouldn't have been able to complete amends alone, therefore the help provided allowed the updates to be pushed live without delay. This helped me understand the importance of asking for help where necessary, as making the team aware of my current progress with a task allowed others to understand whether there may be an issue, and how this can be prevented.

One of the larger projects picked up this week was the Russell Hobbs brand store landing page, desktop version. This build required writing all new HTML & CSS code given the current version of the page contained older products. During the build I had difficulty incorporating videos into sections on the page, asking Luis for help. Luis broke down the code well so that I could clearly understand where and which classes were being called, and the JavaScript used with this to make the video display correctly.

I spent time altering the code written for the Russell Hobbs brand store page to fit in with the BEM coding methodology, improving the readability of code, therefore allowing for easier replacement of page elements.

Following completion of the Russell Hobbs brand store, I updated the Littlewoods home and zones for 23/08, including changes to the homepage, on mobile, desktop and the app, understanding how code for the Littlewoods app is stored in the BCC. Also worked on the electricals, gaming, kids and toys zone pages. I then performed amends to these updates as I noticed errors on staging. After resolving conflicts of projects in the BCC with Joe Parker's sports trainers project, I confirmed these updates could be pushed live with the rest of the team.

During a meeting with Jill Bouchard-Cross I was introduced to supplier funded content updates, located at the bottom of the schedule. To perform one of these updates, the task is viewed through Trello, via a unique name assigned to a card. After all comments (containing links, asset paths etc.) have been read over, you can update the page through the BCC as with BAU updates, creating a local copy for larger builds prior. Once complete and up on staging, you update the schedule and make the points of contact on Trello aware that the update is ready for sign off. Once signed off the project can be pushed live, usually as soon as possible, sometimes with a specific date/time.

Part of this week was also spent working through JavaScript tutorials online to understand the basics of the scripting language, making notes as I learned new features.

Week 5

This week I had a meeting with Mike Heath, discussing my current progress so far, stating that my coding skills have improved significantly since joining the firm. We also discussed the possibility to progress into different teams within the next 6-8 weeks, likely to be one of the product squads. This would involve working with Jay, one of the frontend developers, focusing on JavaScript.

Builds this week included the Ideal home landing page for mobile, copying JavaScript and CSS from an example mobile slider carousel on another page of the live site. I also followed the BEM coding structure to allow for easier understanding of code in future updates.

Another build was the Kate Spade brand store landing page for desktop. Given the landing page was not currently present in the BCC, this required creating a new page in the BCC for all brands. This was the first time I was able to fully create a new tabbed landing page without assistance, showing my clear understanding of the process. However, I was made aware that the Kate spade build on Littlewoods and Littlewoods Ireland were not to be pushed live, as requested by the brand. This meant that part of my build was redundant. This was clear indication of the dynamic environment I work in, showing time spent building these pages could have been spent working on another project.

September

Week 1

This week I took on the responsibility of developing the 'Above The Line' (ATL) landing page for LWI, a relatively large task in terms of responsibility, given strict deadlines to go live. This ATL promotion aligns with a TV advert being aired on Friday, therefore it is essential the page is ready and signed off at that point. This task offered me a challenge in terms of delivering the work within a given timeframe, ensuring all points of contact are aware of the progress of the project at each stage of development. I found this to be trusting in my ability, and I was really keen to begin this task (awaiting receipt of assets).

Pictures with interns to be displayed in digital digest the following week, followed by individual pictures to those that provided a quote.

Meeting with Mike, Adrienne, Amy Parkinson & Karen Miah to discuss the idea of implementing a 'performance hub' (similar to brand hub/boutique). Volunteered myself to take co-lead with Adrienne in leading this project from a content perspective, with the ability to contribute ideas to the format and content of the page. Discussed possible contents, including videos, articles, blogs, giveaways, interviews with sports athletes, promotion of running gear, nutritional and training guidance – generally, all things related to sports & fitness. The benefits of implementing a performance hub have been listed below:

- Allow for promotion of events, e.g. boxing, football (women's world cup), marathons, 'new year new you' campaign.
- Promote new products – reviews from athletes & customers, push certain products at different times, maintain trends.

Week 2

worked on the Lingerie Boutique landing page for desktop & mobile, across all brands. To ensure the go live date was met, this required chasing up on links, given they were yet to be provided. I began building the page for desktop, knowing the links could be added in at a later date.

I attended an expo event based in London, all about IT in ecommerce and retail. This event, named Retail week, allowed me and several other interns and apprentices to attend talks and seminars to learn more about how the use of technology has and will continue to drastically change consumer habits when buying goods online. There was also opportunity to speak to different companies, such as Klarna and Sorted, to understand how they can implement their business idea into the strategy of your business, or to simply find out more about who they are.

Some of the key talks I found to be most interesting were...

- Unlocking emotion – the science of emotions in advertising.
- Plugging in the right people and technology – Spencer Hudson, Global Technical Solutions manager, discussed the transformation of the ecommerce landscape, and how getting the right people and technology together is key to delivering successful customer outcomes
- Intelligent future: human habits, behaviours, and phenomenon's and what they mean for brands – Dr Hannah Fry discussed the use of data gathering to discover patterns in human tendencies around social issues, from human relationships to urban crime
- Human-centred experiences: operational considerations which drive buying decisions. Questioning whether the smartphone has begun to reign over our individual ability to be creative, and whether the proliferation of technology is having an adverse impact on emotional wellbeing.
- Understanding generation z

I found the first day to be very productive, speaking to several businesses about what they do, who they partnership with etc. including Klarna, a company offering payment services, most famously used with Asos checkout, and Sorted, a delivery service improving the efficiency of service.

The second day at the retail week event was structured similarly, attending several talks throughout the day. This included motivational talks with young entrepreneurs, and the 'wake up with retail' talk where leading ecommerce retailers discussed innovation and progression in the industry. Sally Anne-Newson, the Business Development director at Shop Direct, was also involved in the 'wake up with retail' talk. She discussed the benefits of the apprenticeship programme, and how focusing on talent has led to greater success within the growth of Shop Direct.

Week 3

I spent time speaking to Jill to clarify any confusion I was having with Threefold processes, and how the sign off process differs from BAU updates, given my error earlier in the week where I pushed live before sending over the staging links to the Threefold agency so they could be checked, requiring me to message the point of contact from the Threefold agency to make them aware, and that I would fix this as soon as possible. To resolve this issue, I created a new project to revert the slot in the BCC back to its previous version. I then decided to use my local version of the build and edit the code to its previous version, meaning I could comment out the new banner and uncomment this when the update is signed off to go live, saving time deleting and retyping the code for this banner.

I also worked on a Buy Now Pay Later (BNPL) promotional offer separate to the standard BNPL promoted across site, requiring addition of a banner to the sports zone, across all brands. As there was a required slot in the BCC for displaying the standard BNPL banner, I created a new slot for this BNPL promotion so that the slot would override the standard BNPL banner, as editing this slot would impact many different page locations. This process helped with my understanding of the BCC and how the issue of shared slots can become an issue, especially since the individual making changes to a pre-existing slot may be unaware of any other pages the slot has been used.

Throughout the week I also worked on 20/09 site updates, involving sending out the missing links email to retail trading, and the missing briefs email to the brands team (usually handled by Sam). This shows I was given further responsibility in the absence of Sam, making it clear to me that I have progressed in my knowledge of the process of BAU updates. This was definitely a confidence boost, as it allowed me to come into contact with others from around the business, where I wouldn't have been able to otherwise.

I also dealt with a contingency request to change the Very and Littlewoods secondary banner on the Home page, since secondary two conflicted with the Christmas banner used for secondary four. This change required emailing web sign off (containing over 100 recipients) as I needed to take down the 24/09 H&L updates from staging so that I could add in the piece of contingency & push this live asap, meaning other teams were unable to check for amends. Process took around 20mins and was a good process to learn handling contingency requests, especially since this required no interference from my manager, helping to improve my confidence & level of clarity of the processes when sending emails to larger groups of people, as well as helping improve the formality of my emails.

After having a short discussion with Matt Wafer, I learned a lot about the importance of specificity in CSS, and how this is used when writing code to improve the understandability of code and help target elements generally or more direct. This helps to figure out issues with conflicting CSS, such as why it is preferred to not use important tags as they can't be overridden, therefore complicating code.

Week 4

This week I worked on the Exotic Florals landing page, including creation of new slots given this was a new build. This process was replicated across all brands. However, I later found out that Joe had been marked on the schedule to complete the Ideal Home landing page, and that I was only to have added in the cell on the Home hub, meaning that my version of the Exotic Florals landing page was a duplicate and therefore wouldn't be used to go live. This happened because of the naming convention used in the schedule, given I was marked off to complete the 'Home Edit', I didn't see that Joe had been marked off to do the exotic florals, named Ideal Home, as I thought the task of both was listed under the same name of a 'Home' relation. This shows the importance of keeping the schedule updated, clear, and correct. This was frustrating given I had done overtime the previous day to ensure the page was complete for the 27/09 update.

After finishing off the Home update, I began working on the Catherine Tyldesley landing page for Littlewoods on desktop, aligning with the new Catherine Tyldesley clothing range going live on Friday.

At the end of the week, Jill asked me to pick up a task for financial services (FS), involving changes to the insurance pages on the money zone on Very and Littlewoods, specifically adding in a new cell to link through to the new IPID terms below the FS T&Cs. This process took slightly longer than usual tasks of a similar page weight (as recorded in the schedule) due to the FS pages being built externally, where the code structure was different to that developed by the content team.

After contacting Rachel Evans, the point of contact from FS Insurance to let her know that the update was ready to be pushed live, she asked if I could also update the T&Cs linked through from the insurance pages.

Following this, she also notified me that the home insurance offered by Very and Littlewoods was currently unavailable and so customers should not be able to enquire for a quote. I therefore removed the 'get a quote' button from the home insurance page.

After liaising with other staff, she asked if I could rebuild the home insurance page to go live Sunday night when the IPID terms were to be updated. I then spent the rest of the afternoon building the home insurance page for both desktop & mobile. Although this wasn't a large build, the pressure to provide staging links by the end of the day was high, therefore it was required that I act quickly.

After staying behind for over an hour to complete the builds, I was able to send over the staging links. Further amends were required by Rachel to hide access to the T&Cs, which I acted upon when arriving home after contacting her through email. I scheduled the project as requested, to go live on Sunday at 11pm.

I also spent time on Sunday night checking that the pages had gone live successfully, to which they had. As mentioned, although the workload was lower than usual, the time restrictions and pressure to complete gave the build more weight.

Following this, I found out Rachel had contacted my senior manager at the time, Gareth Naser, giving very positive feedback about myself and Jill. I very much appreciated the kind words she had to say, and as a result Gareth chose to give me his shine points for the month as a thank you for my efforts.

October

Week 1

I began the week by working on the Littlewoods Ireland Benefit Brows banner addition. Shortly after sending over for sign off, I received amends to fix the issue of only one rotate displaying. This delayed the Littlewoods Ireland updates from going live for around an hour, since the Home page secondary linked through to the Benefit Brows page, so the site updates were told not to push live until this was fixed.

This shows the importance of ensuring all updates are ready on staging to go live when expected, as conflicts with work similar to this cause delays to other projects. As it was discovered this was an issue with code one of the developers had created for an experiment, it was not an issue I was able to fix, however the conflict still led to a delay in the weekly updates, therefore impacting both the branding and retail trading teams.

Whilst building the Outdoor landing page for mobile on Very, I came across an issue concerning the page footer merging into the main content. As I was unable to fix this issue, I passed this to Luis who

discovered it was a conflict of work in the BCC with an experiment one of the frontend developers in the product squads had previously worked on. The issue was later resolved, but it showed to me the importance of a team willing to help each other, as there is no way I'd have been able to recognise and fix the issue alone.

This week I also spent an afternoon with Lucie Farrington, the intern in the UX team, to discuss both our areas of work. I provided help with her webpage design project, describing the basics of HTML and CSS to help give her help with an issue of adding in images and resizing them.

Lucie then told me more about the UX teams and squads they are involved in, including the roles and responsibilities of UX researchers, who provide ideas and organise labs to gather feedback, as well as designers who develop ideas into designs and visual prototypes.

Lucie also made me aware of a few meetings/events that occur in the squads that I have not yet experienced, such as CoP meetings, standing for community of practice, are discussions for new ideas and changes to user experiences, a form of improving their agile ways of working. Design sprints are a way of working in the squads, where specific goals are implemented in a 2-week period.

During my meeting with Lucie, I found it interesting to see the work she has done since starting placement, explaining how the UX researchers work, hence why the sitewide changes they implement can take a long time to implement, as well as the additional time for development and testing to produce a functioning solution.

Personally, I don't think the area of UX is of most interest to me, simply due to the speed of updates, taking a long time to implement such small changes. Although I like the idea of researching to improve the look and feel of the website, I don't think I'd be best suited to the speed of implementation, as my current role allows me to provide updates much quicker, in some cases instantly, with the route of a frontend development role also offering the same opportunity.

Week 2

This week the Content team attended a meeting with Gareth Naser, finding out about his role change onto the Rebuild team to lead the NASA squad, and the consequent changes would impact the Content team. Given the Content team have little to no relation with the IT department, it was decided there would be a move to become part of the Retail department. As a result, this means over the next few weeks we'll be moving from our current seating location to the desks alongside the Creative team, allowing us to become closer to the Retail team we would be working with, including the Creative, Brands, and Retail Trading teams.

The move from IT to Retail is a positive move for the Content team, especially because this means we will be moving closer to Creative, allowing us to work alongside them. This will help speed up processes, such as issues with over saving assets, or asking for updates on when assets will be sliced and ready. This move also means the team's senior manager will change from Gareth Naser to Shaun Brennan, the current senior manager of Creative and UX research.

This week I also had a one-to-one meeting with Michael Heath, confirming my shift in roles from the BAU team within the content team, to the supplier funded team in content. I believe that this would be the best opportunity for me to progress learning JS, without working with JavaScript full time like the frontend developers in the agile squads. I am looking forward to working on larger builds, as they will provide more opportunities to improve and implement JQuery and JavaScript skills I will learn along the way.

On the same day of my meeting with Mike, I received a confirmation letter from Matthew Wafer, confirming the end of my probationary period, therefore officially working for Shop Direct for the

remainder of my internship. I was very pleased and proud to hear positive feedback, setting the goal to continually progress my skills in JavaScript.

On Friday, the content team attended our first creative huddle with the creative team. This huddle is a weekly meeting to provide updates on the current financial situation of the business, reading through the digital digest, as well as providing updates for anything regarding the content and/or the creative team. There is also a raffle at the end, with the opportunity to win the jackpot prize.

Week 3

On Monday I worked from home, spending the morning finishing off the 4thways I hadn't started from Friday, and I also assigned myself another task for a small landing page update.

When working on the landing page update, I found it to be relatively difficult to work from home given I had to work off only a laptop, whereas I had been used to developing with the 3 screens, a keyboard and a mouse. This meant that the speed of working was reduced as processes requiring changes of the window on screen were slow. Also, given other personal reasons, I was unable to complete the quantity of work usually complete in office as I had to take time out of my day.

This week I also began building the Smart Home landing page for mobile, the biggest build I had worked on to date, given a 5-page weight in the content schedule. Building this page allowed me to deal with more JavaScript than usual, specifically for the tabbing function. I tried writing my own JavaScript for switching the banner above the tabs given on the current tab clicked, since the banners corresponded to each of the tabs, as listed below.

- Voice activation tab – morning banner
- Lighting tab - afternoon banner
- Security tab – evening banner
- Heating tab – night banner

I also read over the JavaScript for the scroll to function, called `animate()`. This is a JQuery function used to scroll automatically to a certain point on the page, at a certain speed. I used this to scroll the page from its current position to the top of the banner above the 4 tabs on the Smart Home page.

To find out more about the UX team, I met with Shaun Holdom-Eyles, the senior UX designer. He discussed the purpose of UX show & tell meetings, helping me understand the process of how they gather new ideas and select the few they can progress with, as well as managing existing issues on site that require fixing or re-evaluating.

Week 4

On Monday I attended a meeting with content team to discuss the Christmas timetable, booking days off around the Christmas and new year period (including me, even though I may or may not be in the content team at that time). The main project in focus at the start of the week was an update to the GoPro brand store, adding in two tabs to promote the Hero 7 Silver and Hero 7 White devices.

Following completion of the GoPro brand store update, I began building the Gaming hub landing page for desktop, containing videos and auto scroll features that occur on click of a link from the sub-navigation bar at the top of the page, beneath the inspiration tabs.

I also had a meeting with Matt Wafer, discussing university submissions and deadlines. We then spoke about projects I've recently worked on, specifically the GoPro page. He mentioned about pushing for a move to another squad, to which I explained I thought it was best to stay with supplier funded for a while longer due to several reasons, believing there is still plenty more opportunity to learn JS, and improve my HTML and CSS skills before joining the squads, but also that I was still

enjoying my current role and team I was working in, hence why I don't feel the need to rush the move.

Later in the week I started building the Xbox brand store tabbed landing page for desktop, containing a sticky navigation bar consisting of images that, when clicked, scrolled to the selected content below. For each section of content, dropdown sections were used to display more information, one of which contained another tabbed navigation with more content.

November

Week 1

At the start of the week I began working on a collapsible sub-navigation bar for the Xbox brand store update I had recently built. The purpose of this is to keep the navigation displayed in view after the user scrolls past, with the collapsible feature to reduce the amount of space it takes up at the top of the page. Once the user scrolls back up to the initial point where the sub-navigation bar was located, it would expand to its original height and become relative to other elements on the page again.

Later in the week I worked on the Clarks brand store landing page, focusing on the desktop build, implementing a hotspot that provides a direct link through to products. Other builds I pushed live this week included The North Face brand store update for desktop and mobile, and several 4thway banners.

Week 2

I began working on the Microsoft surface landing page for mobile. Although this was assumed to be a relatively simple build, given a page weight of 2 in the schedule, there were many sliders on the page, the with the primary slider determining the content displayed below. The primary slider allowed the user to slide between content related to each of the Microsoft surface devices, and for each of the surface devices, the content contained a video, several CTA buttons, a custom slider and a list of additional descriptions/features in a grid format with images. The custom slider was used to display an image and text description of a feature of the device, with around three features to slide between for each device. Below the custom content for each device, a dynamic carousel was to be added, followed by another slider to scroll between the benefits of using Windows.

When adding in content for the second device, I came across an issue with the custom sliders. After being unable to solve the problem, Luis came around to help, to which he also called over Jay, one of the frontend developers in the agile squads, to see if he could fix the issue of initialising so many sliders, with the inner sliders requiring initialisation of their positions upon scroll of the primary slider. After staying behind till around 6, we were able to produce an efficient solution that could initialise the sliders upon scroll of the primary slider, which was initialised separately.

The other project I worked on this week was the Silentnight brand store update for desktop and mobile, a simple update to several cells in each of the 3 inspiration tabs.

Week 3

This week I worked on the Extra Hour Computing landing page for desktop, being an additional inspiration tab to the Laptops page. Within this new tab was a custom sub-navigation to alternate the content displayed for each of the laptops. I spent an afternoon focusing on the custom sub-navigation, implementing JavaScript functionality to display certain content. A task I would not have been able to complete several weeks ago, therefore proving to me the improvements I have made in learning JavaScript.

On Wednesday I had a new laptop installed, first ensuring all files and other useful tools were sent over to the new machine. My old machine and docking station were then removed. I spent the rest of a morning re-adding shortcuts, bookmarks, then installing and redownloading software.

As this sub-navigation to switch between laptop content was similar to that used on the Xbox update I recently worked on, I spent time implementing the collapsible navigation feature so that when the user scrolls past the top of the sub-navigation bar, it collapses into a smaller, fixed navigation, returning to normal when the user scrolls back to the original location of the sub-navigation bar.

On Friday I worked on the Black Friday updates with the Content team. The Approach taken to Black Friday was a slow release launch of promotions over a 2-week period, as opposed to hourly drops on the day of Black Friday, thus allowing easier management of the event. During this 2-week period there would be daily drops of products arriving at midnight, with the day of Black Friday containing 5 large product drops throughout the day.

It was important that the Brands, Retail Trading and Content teams were all available during this period as updates to product stock statuses meant that individual products were added and removed frequently, along with the requirement for promotional banner updates.

There was a significant amount of responsibility on the Content team, required to provide maximum support for the Black Friday updates. This involved 24-hour support the day of the event, and availability to perform changes at all times by at least one member of the team for the whole 2 weeks leading up to the event. Prior to the day of Black Friday, it was required that an individual from the content team was available on call from home, or available to work if necessary. A schedule was put in place after having a meeting with the content team

On the day of the Black Friday event, I spent the day working with Paul & Sam in the 'War' room. This helped to understand the processes involved in updating both product lists, product deals and page headers/banners provided by trading and merch teams. Use of Trello boards was very useful in managing the workflow of different tasks between teams, as it allowed live updates to occur so content could action changes as soon as possible.

Week 4

At the start of the week I picked up the Love Giving page amends for Sam in his absence, fixing the video pop up on mobile. It was important that I fixed this as soon as possible given Beth, the point of contact from the retail trading team who I'd spoke to about the issue, was out of office later in the day. I was able to fix the issue and ensure the page was signed off before lunch, ready to go live the following morning. Actioning these amends within a certain timeframe shows that I can produce a quick turnaround under pressure, a skill I had little experience of prior to starting placement.

Other builds I worked on this week included the Ryobi brand store update for desktop and mobile, the Playmobil brand store for desktop, and several 4thways for desktop and mobile. These builds were relatively small, mainly containing text copy, hence the speed at which they were completed. Due to the supplier funded content schedule being close to completion for this week, I continued to work on my introductory report assignment for university.

December

Week 1

I began the week making final amends to my Introductory Report after receiving feedback from Matt, regarding the 'analysis of new skills' section. I then constructed a preparation I would show to

my academic tutor on their visit on Tuesday, should there be time. This summarized my role in the current team, discussing why the BAU and Supplier funded teams exist.

On Tuesday morning my academic advisor from university visited Shop Direct for a check-up meeting, getting an update on my current experience so far at Shop Direct. We started by having a chat in costa, followed by a brief building tour, then meeting my managers, Matt & Mike, so they could discuss my progress.

Overall, I found the meeting to be very successful and informative. I felt that Terry gained a good understanding of what it is Shop Direct do, and how my role as an intern in the content team has progressed over the last 5 months. I was very pleased to hear the feedback provided by Matt and Mike, making it clear they're pleased with my progress now that I'm part of the team.

On Thursday I arrived to see my desk had been decorated with birthday balloons and banners, being my 21st the following day. Also received a card signed by the team, and a gift voucher for Alphalete.

Throughout the week I worked on the Nike brand store update, both desktop and mobile builds. The required content to be updated and added was the same as that of desktop, therefore being a relatively simple build.

Week 2

This week I began building the Instant Event landing page for desktop. This was a full width (930px) page, with custom tab navigation to separate printers and cameras content, changing the content displayed below. Within each of these tabs, there were several videos, custom CTA buttons, and uniquely styled text content.

Week 3

This week I focused on building 'The one for Headphones' landing page, involving adding in 2 inspiration tabs, with separate versions on Very & Littlewoods.

On Tuesday morning I enjoyed breakfast at the Tavern Co with the threefold agency and the supplier funded creative designers and content developers.

Later in the week I had a one-to-one with Mike, where we discussed missing members of our team, and how workflow will be managed during the Christmas period, deciding that overtime may be necessary. I also had a one-to-one with Shaun Brennan, discussing my assignments for university.

Mike added in daily catch ups with the supplier funded team due to Jill's absence, also now Luis on holiday, allowing us to update him on management of our schedule and projects, should we require any guidance or need to involve him in any conflicts with other teams. I found these meetings to be very useful as they provided scope of all updates in progress, useful should another member of the team need to pick up a project in someone's absence.

Given Jill and Luis were away from the team, myself, Paul and Shaun had to pick up their current projects as well as our own. Consequently, I decided to take on 'The one for Headphones' mobile build developed by Luis. This build was more of a challenge than desktop given Luis was halfway through the build, therefore I had to spend time understanding how he had began building the page so I could continue in a similar style.

January

Week 1

I began the week by adding in JavaScript functionality to the Murad Guide landing page promoting the Murad brand. This functionality was implemented so the correct banner is displayed above the sub-navigation bar, based on the current tab displayed from the sub-navigation. This was added in on both Very and Littlewoods sites. Despite not previously implementing functionality like this, I found this task to be relatively simple, implementing this feature without the need for assistance from Luis, Jay or Paddy.

The majority of week was spent implementing Lazy Loading onto several landing pages on desktop and mobile, both Very and Littlewoods. The lazy load script prevents the downloading of all images on page load, hiding images and only downloading them when they come into view. The purpose of this is to reduce the page load-in time, useful for customers on a limited data package, should they not view the inspiration tabs.

Week 2

This week was focused around improving my JavaScript abilities, working through the JavaScript 30 online courses. These included:

- Array cardio day, discovering different methods that can be used on arrays.
- Flex panels image gallery task – involved using the CSS style/tool called flex, and how this can be used in different ways.
- Ajax type ahead – implemented JS/CSS to enable a search and match tool for cities or states containing letters entered by the user.
- Array Cardio Day 2 – discovering further methods that can be used on arrays.
- Fun with HTML5 canvas – using tools to create a canvas that, when clicked, acts as a coloured pen on screen.
- 14 must know Dev tools tricks – useful tools in the developer tools on Google Chrome.

Also, this week I spent time building 'The One for Dishwashers landing page on desktop and mobile, for both brands. This was a relatively simple build, as I was able to copy a similar existing build on site, changing the content and several layout features.

Week 3

This week began by working on The One for Dishwashers landing page for mobile, on both Very & Littlewoods. Within the landing page tabs there were 3 new tabs required, with each tab containing a video, 3 sliders, text copy, links, CTA buttons, and content styling. I found this build to be more complex than others given the number of JavaScript required to ensure all sliders were functional and initialised correctly. I knew that this build would take longer than usual builds of this size, as product differences meant that the build for Very could not simply be copied for Littlewoods.

During the week I picked up a piece of contingency work for Mike, adding in a new cell to promote Grenade products on the New Year New You page on Very and Littlewoods, both desktop & mobile. After sending this project over for sign off and pushing live, the content team was later contacted regarding the BNPL banner on the page. There were complaints that a custom Buy Now Pay Later carousel banner had been pushed live that was not approved by the financial services team. Consequently, we were asked to immediately remove this, which I handled. I then spoke with Mike and Adrienne about the process of adding or updating BNPL banners, as they require sign off from both the branding team and the financial services team, a factor myself and several members of the brands team were unaware of, given this banner should have been pulled up by them before signing

off. This error showed me the importance of knowing and following strict processes, ensuring that all are followed before pushing a project live.

Later in week I worked on the Starlink brand store desktop build. This build contained some complex features, including a custom sticky navigation bar with 4 tabs that becomes fixed once the user scrolls past. This fixed navigation required a redesign on becoming sticky, given a background image had been used for each tab, and only text was required to shorten the height once sticky. I found this to be an interesting build, given it shows how I could implement the previous sticky navigation for the Xbox brand store update.

During less busy periods throughout the week I continued learning through the JavaScript 30 online courses, this time completing the checkboxes task used on email to select many items, then following the custom HTML 5 video player tutorial.

After final discussions with Matt and Mike, it was decided that I move over to the discovery tribe the following week, sitting with the UX designers and researchers to learn more about what they do on a day-to-day basis. This move into the agile squads would, over time, help me to understand how agile teams work together to improve the website through small incremental changes, proven to be successful from research and data collected.

Week 4

To start this week, I moved over to the discovery tribe, sitting next to Dylan Bullas, one of the current second year apprentices. My first task was to identify the features and discrepancies of the gallery page. This involved listing features appearing on gallery pages, enabling the rebuild team to determine whether a redesign of each feature will be required to align both desktop and mobile builds into one.

Throughout the week I arranged meetings with each member of the discovery tribe to find out about their role in the squad. The first meeting I had was with Anna Alexiou to discuss UX Design and their involvement in the RAD team (Research, analysis, design). I found out that they use Google Sketch to create designs, and there is constant communication with UX researchers and developers to keep up to date with projects, helping to understand the best way to design and brief ideas to developers. I also found out that UX design is the first line of testing. Stress testing occurs to explore all different customer journeys, deciding if the suggested solution covers all possible outcomes for the customer.

The next meeting I had arranged was with Ruth Richman to discuss her role as a data analyst. Data analysts play an important role in the discovery tribe, focusing on quantitative data that can be used to determine whether a project may go ahead or not. For example, with AB testing, where 50% of users view the original site, 50% view the new solution, figures are collected as to how users click on the site, ultimately leading to how this affects sale/revenue figures and user activity.

A more recent example of data analysis involved the removal of the 'In stock/low stock' flag below each product in all product galleries. This was AB tested, meant to last 15 days before a decision was made, however after 8 days revenue was down 111k (along with other factors), of which the significant cause was identified as the removal of the flag. This is because users began clicking away from pages and products, showing revenue in the C&F department took the biggest hit (around 3%). Consequently, this feature was not removed.

Another meeting I attended this week was with Lee Sommers and Jessica Crawford to discuss UX Research. They explained the RAD process flow from initial research ideas through to a final solution being developed and implemented. The main stages of UX Research are said to be to discovery, generation, evaluation and validation.

Discovery helps understand customer behaviour, needs and trends. Generation describes the creation of problems and opportunities within a narrowly defined scope. Evaluation is important to analyse potential solutions for a known problem or opportunity, and validation is for the final solution(s). The flow of processes usually occurs in this order, however with some projects requiring greater demand, awareness of projects may occur at the validation stage, so researchers may need to revisit earlier stages that the developers haven't considered in depth.

I also learned about different methods of research, both qualitative and quantitative techniques. This included user interviews, usability tasks and Guerrilla studies (going to different local locations and asking in person to perform some task).

The final meeting of this week was with Neil Blantern, the Business Analyst in the discovery tribe. His role involves collecting information from other members within the squad to determine their progression in a 'story' (project), so it can be determined whether the solution suggested is viable. The BA is typically invited to all meetings regarding a story at the early stages so they can voice what is possible, break down information overloads and determine the benefits it may have to the company.

As a story progresses, the business analyst clears up any uncertainty and discusses what is possible to develop within the given timeframes. Should a story yet be created, the business analyst will create a story for the project on Gera, a project management software. This will hold all information for a project, clearly outlining requirements, descriptions of designs, and location of assets. Once a story has been created and agreed with developers, the BA passes the story onto developers.

Throughout the week, whilst not in meetings, I watched UX psychology and design videos, making notes on key topics/keywords to better understand the importance and purpose of UX research and development. This included several videos from Mrjoe.uk.

Week 5

After the daily stand up, a meeting each morning around 9am to discuss progress of work within the squad, I spoke with Kathryn and Mike, as it was required that I move back over to content until the end of the week, given the low resource in the team. As a result, I moved back over to the content team to work with supplier funded content for the following week.

Although I was happy to move back over to the content team, I was frustrated in that I hadn't had much of a chance to get to know the new squad, so on my return I was unsure of the work I would be getting involved with.

Back in the content team, I worked on the Intel brand store update. This build was a tabbed landing page with a slider banner and two custom sliders to display featured content.

Midweek the content team had a meeting with Shaun Brennan, regarding business changes across the four category teams, fashion, home, electrical and developing categories, as well as retail planning and operations, and marketing. Consequently, this will result in around 225 redundancies across the firm, 100 of which within the retail and marketing departments. This created the possible uncertainty of our jobs, however he reassured us that this is unlikely to affect the content team directly.

Later in the week I had several meetings, the first with Jill Woods discussing the role of a Delivery Manager (DM). Jill explained she works with two teams, the discovery tribe and the mobile app team. The Discovery tribe work in a 'cambam' approach, where tasks are received or created and a length of time is assigned to complete, whereas the Mobile app team work in 'sprints', where tasks are received and prepared, then the team has 2 weeks to complete the project.

The key role of the DM is to ensure there are no conflicts of work between different roles in the team, selecting what is required and what may be given extra time/delayed, e.g. they ensure developers have the required content/information from the BA at a specified time, and that the BA has received all info from the UX research and designers.

The second meeting was with James Wolstenholme, the Product owner for the Transaction tribe. Given the High Cost Credit squad had recently been formed to focus on managing how credit is promoted and managed on the site, the transaction tribe was split to enable the majority of the team to move to this new squad, whilst the remaining few moved to the discovery tribe, now being renamed to the Customer Journey squad.

The customer journey squad will focus on the whole customer experience, from the home page, zone pages, product galleries and products, basket, and checkout. Within the customer journey squad, the goal is to implement smaller teams that will contain an individual in the following areas -

- Developer
- Business Analyst
- Data scientist
- Tester
- UX researcher & designer (combined or separate)

Each smaller team will focus on a project, then, once delivered, can disband and move into the larger team/other smaller teams.

The final point of discussion concerned my role in the new squad. As I had a keen interest in the work of the frontend developers James McClennan and Patrick Walsh, we agreed that shadowing these for the following week would help bring a good understanding of the processes involved in their updates, different to that of the Content team.

February

Week 1

As several of the current jobs I was working on whilst back in the Content team were urgent, I decided that that it was best to remain in the content team until Wednesday so that I could finish off projects I still remained a part of, as well as allowing time for Jill Woods to make the suitable arrangements in the Customer Journey squad to allow for me to move over & shadow one of the frontend developers.

On Wednesday afternoon I set up my PC & monitor for the next few weeks, sitting next to Patrick Brown, one of the frontend developers in the Customer Journey squad.

On Thursday morning, the Customer Journey squad had a meeting, led by James Wolstenholme, regarding the Customer Journey squad & how their focus will be on prioritising projects that will be essential in the rebuild. A workflow schedule was also presented to estimate timescales for the year.

I also sat with Patrick Walsh as I completed my first project in the Customer Journey squad, involving a change in colour of the product review stars, present on the gallery page, product page, and basket. It was interesting to see how the workflow is managed on the Gera software, from creation of the story by the BA, through to the go live after approval from testing and data science.

The remainder of the week was spent completing JavaScript 30 online courses, involving objects and arrays, reference vs copy, Local Storage and Event Delegation, and CSS Text Shadow Mouse Move Effect.

Week 2

After finding out I did not have the correct environment set up on my computer, nor the permissions to do so, I was unable to contribute to any of the work the frontend developers worked on. I was disheartened by this fact, as it meant that I would be unable to contribute to any significant projects. As a result, the majority of this week was spent completing JavaScript 30 online courses to improve my knowledge, asking the developers should I have any queries.

In order to update the review star colour on the mobile site, this required a developer environment. Paddy walked me through the process of locating and updating a page, involved using Git and Bitbucket to perform the update in the developer's environment. Process involves using Git to create a new branch coming off the developer's branch to perform changes. The name of this project on Gera was as follows: DISCO-383 – Very | Mobile | Product | Update review star colour.

This week was the first time I attended a CEDP monthly meetup meeting, whereby all members of the CEDP team are presented with departmental updates, including rebuild, wider group and strategy updates, people forum, speakers within CEDP taking about current projects, and charity information.

This week I was also able to attend my first UX lab session, focused on redesign of the advice note/return form received in the parcel when items are delivered. I spectated a participant, a middle-aged woman that was a Very customer, as she answered several questions regarding 'stand-out' features of different advice notes. This included the process of how the individual would go about returning a parcel, discovering any issues they have in the process.

As spectators, we wrote up notes, quotes and ideas onto post-it notes to be used in the review process. Over the course of the day, there were 5 individuals interviewed, each generating around 30-40 post-it notes from spectators. After the final lab study, I spent time helping out Lucie and Liam in grouping together similar post-it notes for each of the lab studies.

As the Customer Journey squad was without a logo, there was a competition to vote for a new logo, designed by one of the team. I spent time designing a logo to represent the squad, however it was only voted third, although this opened my eyes to new design principles.

During my one-to-one with Matt Wafer, we discussed the possible opportunity to merge work between the customer journey squad and the content team. This would involve working in the content team for 4 days a week, with the one day to progress learning in the Customer Journey squad, with opportunity to focus on UX research, university assignments, and learn further from the developers in the squad.

To conclude the week, I began putting ideas together for the layout of the logbook website I will produce. The initial ideas included...

- Using Bootstrap to aid in use of a responsive website
- Decided a calendar structure will not be used, however dropdown features will be used, with a modal appearing for displaying content for each week.

Week 3

After moving back to the Customer Journey squad, now sat next to Jay, one of the frontend developers, I worked on styling for my logbook website. I spent time with Jay, producing an example structure of how I can use JavaScript from an external file, then manipulate this information to display certain content upon a user action (e.g. click). In the example, we focused on displaying the day/week content when the month was clicked.

The following day I worked on adding a navigation bar after realising the amount of content I would be adding is too much for one page. I sat down with Lucie & Jack to discuss the way in which I could display content on my logbook website, as I was looking for further inspiration for design ideas.

Throughout the rest of the week I focused on implementing several features to my logbook website, including a functional navigation bar that shows and hides content when a link in the navigation bar is clicked. I then developed styling for both the main navigation bar (hover styles) and began working on the logbook page, specifically the month navigation bar. This was to display content for the month in the form of cards, located below the month sub-navigation bar, to display a card for each week of the month.

Week 4

This week, myself and the other interns visited the Shaw and Raven distribution centres. Raven is the returns centre, where there are 11 million items returned each year, averaging around 200,000 per week. Items ready to return to stock are delivered back to Shaw (or suppliers), with around 94% of clothing items are restored and returned to stock. This is compared to around 48% or below for home & furniture and garden products. The restoration process for clothing involves products being given a barcode and scanned at each stage. These stages are quality assurance (checking for rips/tears/stains), cleaning (involving steaming), removal of stains, and repackaging.

Shaw is the Distribution centre, with the bulk-capacity storage unit (BCS) used to store products, in a range of different box sizes. Order picking is a fully automated process, operating 24/7 as orders are received. Within the BCS there are around 338,000 containers, and the processing area packages a maximum of approximately 7200 products per hour.

I enjoyed the trip to Shaw and Raven as it helped me understand the scale of production. It was a shock to me to see how many contributions occur in the background to get a product from storage to the customer, or vice versa.

On Wednesday I sat with the customer journey tribe, as it was decided that each Wednesday I'd sit with the agile squads to keep involved with the processes of working, with opportunity to get involved on smaller stories. This time also allows for working on university projects, being the logbook website as of recent.

After picking up several 4thways for the supplier funded team, I continued work on my logbook website, adding in functionality to display a modal popup on click of each card of the logbook page.

March

Week 1

This week I focused on several landing page builds for the supplier funded content team, including the Huawei brand store update for desktop and mobile, and the Sony Mobile update, adding in 3 new sub-navigation tabs to promote new products.

One of the key events this week involved setting up visual studio code with the help of Luis. He walked me through how to create a workspace and manage keyboard shortcuts. Luis also showed me how to add a 'snippets' extension, allowing me to use the json file he had created, containing templates for different features on the site, including sliders, dialog popups, and videos, each with HTML, CSS and JavaScript code separated. Implementing this tool across the team helps improve efficiency, as with an increase in project turnover, the capacity in our weekly schedule has the ability to be increased, should this be required.

This week I also attended a UX lab session for testing the High Cost Credit Payment page, focusing on the latest designs with customers and non-customers. The session I attended involved a non-customer, where they were asked to complete 3 tasks, with guidance provided throughout. Two of the tasks involved navigating through the checkout process, one with selecting the 'Buy now pay later' option and the other without (pay now). In this lab study, the participants behaviour was recorded separately to their spoken responses to questions. It was interesting to see the conflicts in how they responded to each task, compared to their actions in doing so.

After initially being sceptical to the benefits of lab sessions with such a small number of individuals, I was amazed to see how much information could be gathered from one individual alone. The results following the lab session I attended focused on highlighting the BNPL buttons on the BNPL area and highlighting that the modal popup is scrollable. Should these results be a reoccurring theme across all study participants, it shows implementation of these features is likely to be successful.

This week I was also the first time I attended a Customer Journey tribe retro. A retro is a meet up with the whole team, occurring once every month, providing opportunity to discuss positives and negatives of how the team operates. It was identified that the positives focused around the merging of discovery tribe and RAD teams from the transaction tribe, focus on rebuild, and the winning experiments over the last month, one of which forecast to bring in an estimated £11m revenue within a year. During this time, the negatives identified focused around the current organisation of morning stand ups, said to be too many people attending, 2 POs currently managing the tribe that has created confusion, and the lack of visibility on projects.

Week 2

This week I picked up several projects for the supplier funded content team, including the Asics brand store update on desktop & mobile, for both brands. This involved replacing the men's footwear section with new content. The main project I focused on this week was the Littlewoods 'One for' landing pages videos. This involved adding in videos to several pages across the LW site, as stated below:

- Tumble dryers (x4)
- Washing machines (x4)
- Dishwashers (x3)
- Fridges and freezers (x4)
- Cookers (x8)

This didn't account for the separation of desktop and mobile, therefore having to duplicate this process. I chose to pick up this task given Shaun had recently completed this task for Very, and so I thought it was only fair he did not spend the following week completing the exact same task as previous.

After recent discussions between the creative and content teams, this week it was decided that slice guide PDF documents are to be scrapped and replaced by a more design-friendly software, Adobe Xd. Adobe Xd allows for inspecting of styles used in designs, including font sizes, line heights, margins and other features to manipulate the appearance. The purpose of using this software is to align more closely with the fuse design guidelines. So far, the software has improved efficiency in the team, speeding up copying of styles and text when building content, and I have found it extremely easy to use.

Week 3

After several months without a Content team show and tell, this week the Content team was able to come together to listen to some of the recent projects other members of the team had worked on. In this meeting, there were talks from Joe Furniss, Joe Parker, Luis Bailey and Shaun Dewsbury.

I found Luis's presentation to be most interesting, speaking about the rebuild and its impact on our way of working in the future, specifically impacting how we upload to the live sites, as the ATG system currently in place is being replaced. He also spoke about snippets, allowing for shortcuts to insert frequently used code. This template system will therefore speed up the pace of simple updates in the future.

I also had a one-to-one with Matt, where we discussed my university assignments and their current progress. I also mentioned about the possibility of me staying on in the summer as Lucy did the previous year until she returned to university, however given the current situation regarding redundancies in our department, it appears unlikely I'll be able to do this.

Aside from several 4thway banners, my main focus this week was on improving my logbook website, adding in content from my logbooks to the site.

Week 4

This week I spent time updating the TV & Audio tab on the Samsung brand store, providing a link through to the QLED landing page to promote the new 4k screens, which I was also required to build. As Luis was building this update for desktop, I took on mobile.

It was also interesting this week to attend a tour of the newly built Customer Closeness Centre (CCC) to find out more about what they do. On the 14th February 2019, the CCC was officially launched, built to help become a truly customer-centric business and find the root causes of any bad experiences so that the best possible solution can be provided.

The remainder of the week I spent working through my logbook content, ensuring it was of a readable format, up to date, and ready to add to my logbook website.

April

Week 1

As it was confirmed with Mike that I would be unable to extend my contract throughout the summer, it was required that I use up my remaining holidays. I therefore booked in holidays over the coming weeks. Although I was disappointed that I'd be unable to continue working for Shop Direct throughout the summer, I've been extremely lucky to have the opportunity to spend a year working with so many great and inspiring individuals at such an innovative and forward-thinking company.

On Monday and Tuesday, I worked on my logbook website, adding in content from my logbook records for each day, and from Wednesday onwards I booked holidays.

Week 2

Monday, Thursday and Friday this week were holidays, so this week was relatively short. For the days that I was in work, I continued to add content to my logbook website. I spent time finalising changes to my logbook website before sending over to my academic advisor, allowing them time to read over some content before the presentation on the final Monday before I finish.

Week 3

This week, due to a bank holiday and booked holidays, I spent only Friday in work. During this time, I had a trial run of my presentation for the end of placement. This presentation accounts for 15% of my overall grade for the year in industry, hence it was important that I prepared as much as possible. Performing the presentation in front of Matt, Mike and Jill allowed me to add in further

valuable content to help ensure my academic advisor fully understand my roles and responsibilities over the year.

Week 4

As my contract for the placement ends on the 30th April 2019, this is my final week at Shop Direct.

Glossary

4thway	top banner(s) situated above a gallery, usually promoting new product lines, sales, or individual brands.
BAU	Business As Usual, updates provided twice a week to Very, Littlewoods, and Littlewoods Ireland Homepage and Zone pages, occasionally with Landing pages.
BCC	Business Control Centre, online management system for all webpages, across all brands, where code is uploaded.
Build	Creating and designing a webpage.
Brand Stores	Webpage that only displays content for a specific brand, usually containing unique content such as a custom-built landing page or 4thway.
CSS	Cascading Style Sheet, style sheet used for describing the presentation of a document written in a markup language like HTML.
Debugger	Program used to test and debug other programs.
Dynamic carousel	Carousel of products which is pulled through via JS, based on a link containing the products to be displayed from the gallery. This gallery can be changed, hence the products pulled through may change.
HTML	Hyper Text Markup Language, the standard markup language for creating web pages. Contains the content of a webpage.
JavaScript	High-level, interpreted programming language, allowing for dynamic content on web pages.
jQuery	A JavaScript library designed to simplify client-side scripting of HTML.
Landing page	Webpage containing a tabbed navigation bar. One tab is used to display products, and the other tab(s) display informative content and provide inspiration for products.
LHN	Left-hand navigation, used to access and filter products, which, in turn, is used to develop the main navigation bar at the top of the page, sitewide.
Product pages	Webpages displaying a product and product information.
Scripting languages	Programming language that supports scripts.
Sitewide	Located on all pages of the site.
Slice guide	Document, usually in pdf format, provided by the creative team to show how the webpage should look.
Slice	Image that has been designed and resized by the creative team, uploaded to TortoiseSVN as a jpg or png file.
Staging	Test site, replication of live site, where updates can be checked before pushing live. Inaccessible outside of the Shop Direct network.

Supplier funded	Small team within the Content team that work with Threefold agency and the projects they request.
Threefold agency	In-house marketing agency that manages the relationship between Shop Direct and external brands, including management of projects requested by suppliers. Example; Xbox brand store update.
Trello card	Brief for a specific project, containing location of assets, page URL being altered, members assigned to the task, and all additional information required. Provides email notifications to each member on the card as comments are added.
Trello	Web-based project management application.
URL	Uniform Resource Locator, a web address.
UX	User experience design, the process of enhancing user satisfaction, improving the usability, accessibility, and pleasure provided in the interaction with the product, with the goal of creating successful customer journeys.
Web browser	Software application for accessing information on the world wide web.
Zone page	Webpage for a category displayed in the left-hand navigation.