From: **Leslie Leifer** <lleifer@1800flowers.com>  
Date: Mon, Jun 8, 2015 at 6:04 PM  
Subject: ShopRunner High Level Scope and Documentation  
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**ShopRunner**

As discussed in today's meeting, below is a high level scope of the requirements.  Attached is also some mock-ups for the web.

Finally, you will see a link with a login and password to the developer site below.

**Scope:  ​**

* This will be for all brands on the FD4 MBP, including the H&D tab.  Web only orders
* Desktop, Mobile and Table.  Not phone orders

**​Three ways of getting ShopRunner benefits​:**

* The program will allow, for those that authenticate by logging into Shoprunner in the checkout by way of pop-up box, to receive 2 business day free shipping​ (to be detailed)​
* Those who come to the site, already logged into to ShopRunner, would see this benefit in the shipping calendar, as if they were a Passport customer.
* ​Single Sign on Cookie​

**​Functionality​/Requirements**

**​1.  ​Join**

* ​Implement and Java script code provided by ShopRunner to present an instream offer window and a voluntary opt in option on Retailer’s, cart, checkout for the Shipping Service

**2. Validate Member**

* ​Develop code to call a ShopRunner web service (REST) for token verification
* ​Single Sign On Cookie​.
* If the customer is signed in for ShopRunner they can still sign in separately with their FD4 login

**3.  ​Shipping​**

* ​Shipping is calculated based on days of the week similar to Passport.  This is not based on ship method.  Calculation starts based on the first available delivery date being 1.
* Cut off is included in calculations
* ​Includes two day shipping, ground shipping and standard shipping

**​4.  Web**

* Places that ShopRunner will be present on the web ​ (divs to be confirmed)​:  Product Page, Calendar, Full Page Shopping Cart, Recipient Page, Card Message Page, Review & Payment Page, Confirmation Page and order emails.
* ​Proposed mock-ups from ShopRunner attached​

**5.  Feeds**

**a.**Product Feed:   Displaying which products are eligible for ShopRunner

**b.**Shipment Feed:  Provide Shipping and Tracking Details

**c.**Order Feed:  Provide shipping and Tracking Details

**6.Tracking**

* ​Provide ShopRunner with order (including cancellations, returns, processing delay cause, product or quantity changes), shipment, product and promotion information via data feeds or real time web service calls.
* There should be an attribute in MDM to track ShopRunner customers
* There should be a value on orders to show they are ShopRunner.
* Order Tracking Pixel should be on the order confirmation page

**​​7. Business Rules**

* ​​If the customer is a Passport customer, they should not see ShopRunner messaging
* Customers should not be able to double dip for other promotions as well as ShopRunner
* ​Flex does apply to ShopRunner​
* If a product code is promo code restricted it could still take ShopRunner if it is ShopRunner eligible
* ​There should be a flag in Oracle to determine whether a product is ShopRunner eligible, similar to Passport​

**​8.  ​​Out of Scope​**

* + ​We will not be implementing Express Checkout at this time​
  + ShopRunner will not be displayed as or with the payment options
  + ​Synced login between Flowers and ShopRunner​
  + This will be communicated based on our existing approach, we will not be adding an option in checkout for the ShopRunner ship method
  + We will not be imposing a minimum order value.

**9.  ​​​Questions​ for ShopRunner​**

* + ​When a shop runner user is signed in on our site and prefers to take advantage of another promotion instead, do we offer that option?
  + Should FD4 remember in My Account that they are a Shoprunner customer?  If so, how does FD4 know it is still valid and active?​
  + ​What is the charge if the customer wants delivery faster than two days? i.e.  expedited?  Saturday Delivery?
  + Is Saturday Delivery included in two day?​

Here is a link and credentials to their detailed documentation that will be reviewed when we have an official IT kickoff.  The link has information on the core experience, express checkout, and cross-border solution.  Your team should ignore cross-border and Express Checkout as that is not in scope at this time.

[​​](https://developer.shoprunner.com/dokuwiki/doku.php?id=section_1)

[https://developer.shoprunner.com/dokuwiki/](https://developer.shoprunner.com/dokuwiki/doku.php?id=section_1)

Username: 1800flowers

Password: shoprunner

​Please let myself or Dena know if you have any questions.

Regards

Leslie

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