



Beauty Plan MVP – Backlog

February 23th 2023



Chanel | CEC x TECH_F&B

Objective

Describe the features that will be implemented for Beauty Plan through the backlog and customer experience



Agenda

- 1 Beauty Plan user journey review**
- 2 Beauty Plan backlog definition**
- 3 Appendices**

3-steps of logged-in or logged-out user Journey for Beauty Plan

1

Create my look

Experience the CTO service as
a **logged-in** or **logged-out user**
to **take a photo** and **save it**

2

Retrieve my look

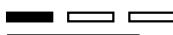
Log-in to my personal account
to consult my look gallery

3

Interact with my look

Interact with my look gallery to
download, delete or save a
product in my Wishlist

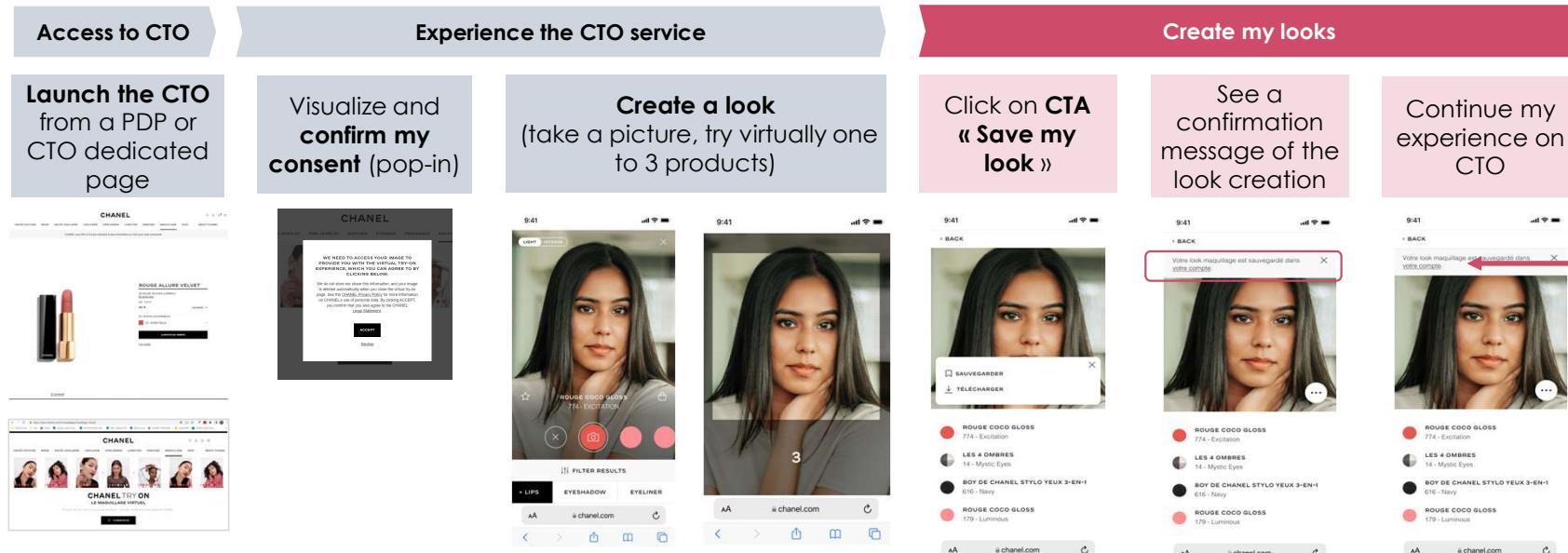
Step 1: create a look as a logged-in user



As a logged-in user, illustration on mobile

Existing feature

Feature to build

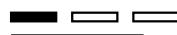


Notes

This user journey flow is fully managed by GDS. New requirements are needed with Beauty Plan project (see detailed list in appendices):

EBU Performance requirement Look must be saved and available to be displayed on gallery page when the user clicks on the banner (see use case 3 « 230203_BeautyPlan_MVP_GDS_Dependencies »)

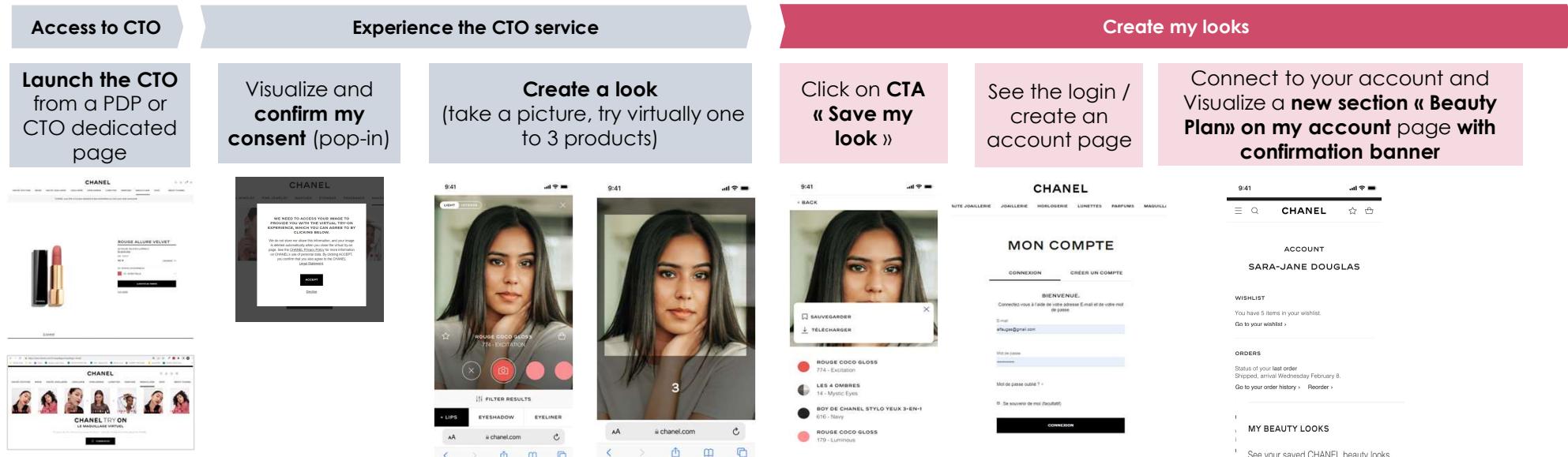
Step 1: create a look as a logged-out or a new user



As a logged-out or new user, illustration on mobile

Existing feature

Feature to build



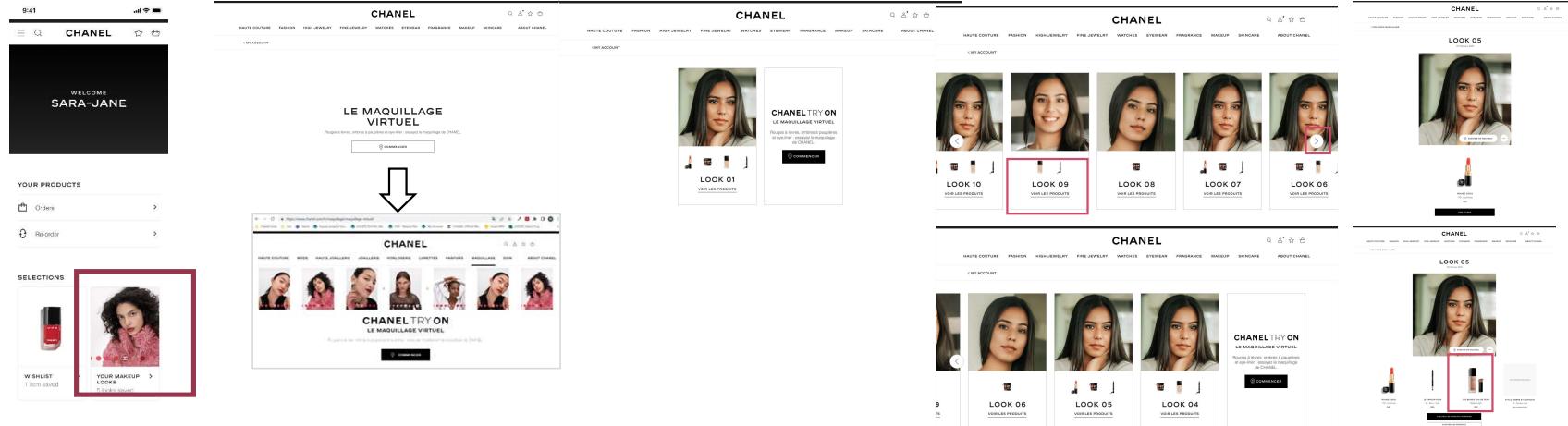
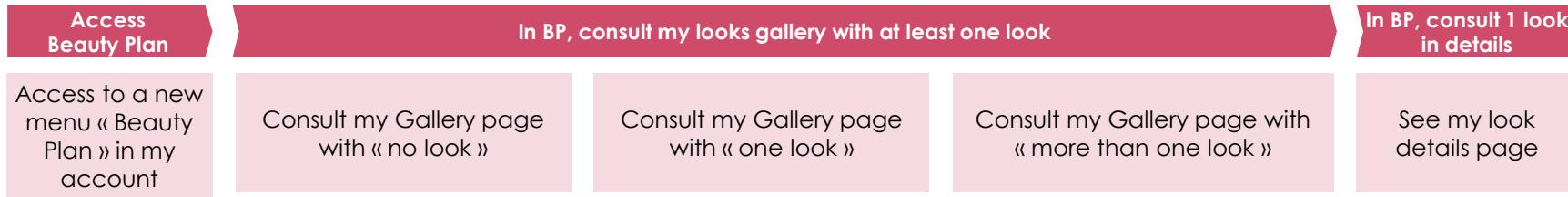
Step 2: navigate in my gallery of looks and find my look details



As a logged-in user – illustration on desktop

Existing feature

Feature to build



Notes

- To access to Beauty Plan, **user must be logged in**
- A look = a picture and one to 3 products, in the following order: lipstick, eye shadow and eyeliner
- To plan post MVP: for all the use cases / all CTO links, the e-business wants the **user to be directly redirected to CTO experience (start of the experience) instead of being redirected to the CTO landing page**.

Step 3: interact with my look



Existing feature

Feature to build



As a logged-in user – illustration on desktop

Consult one look
in detail

Click on the menu « ... »

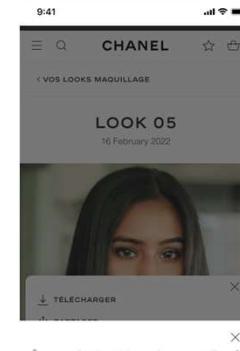
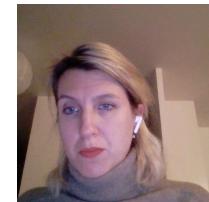
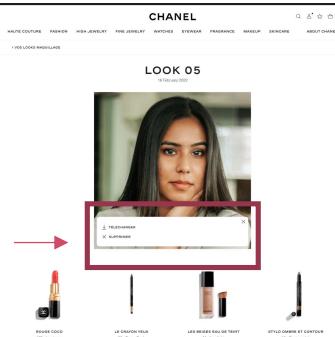
Manage my looks

Download my look

Delete my look

Add a product to Wishlist

"Download"
and
"Delete"
features
are
the
only
features
that will be
developed
for the MVP



Notes

- **Wishlist features:** Beauty Plan will use the Chanel.com SDK for 3 interactions with Wishlist:
 - Add a product in the Wishlist,
 - Remove a product in the Wishlist,
 - Check if a product is already in the Wishlist.
- The "Picture download" will be built by leveraging the **native features of iOS and Android** for mobile (native sharing options).

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Beauty Plan MVP backlog items

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<p>DF 1 Access to a new section "My Beauty Look" (my account HP)</p> <p>DF 2 Save a look from CTO experience</p> <p>DF 3 Authentication journey and banners</p> <p>DF 4 Manage the BP activation</p>	<p>TS 0 Set-up BP FE and BFF</p> <p>TS 1 Manage the URL redirection to access Beauty Plan</p> <p>US 1 Consult my gallery page with no look - « Find your look »</p> <p>US 2 Consult my gallery with no look – access to « CTO dedicated page »</p>	<p>US 3 Consult my gallery page with one look</p> <p>US 4 Consult my gallery with more than one look (without arrows & lazy load)</p> <p>US 5 See all my looks (with arrows & lazy load) - desktop</p> <p>US 6 See all my looks - mobile</p> <p>US 7 Go back to my account homepage from my look gallery</p>	<p>US 8 Consult my look in details</p> <p>US 9 Add a product to Wishlist</p> <p>US 10 Access the PDP</p> <p>US 11 Consult my look with at least one product no longer available</p> <p>US 12 Manage access to a look that doesn't exist</p> <p>US 13 Go back to my gallery from a look detail page</p>	<p>US 14 Delete my look from my Beauty Plan</p> <p>US 15 Download my look</p> <p>US 16 Consider my language choices</p> <p>DF 5 Delete my account</p>

- Figma mock-up available [here](#)

Beauty Plan MVP backlog items

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- **Figma mock-up** available [here](#)

TS 0: Set-up BP FE and BFF

Technical tasks

- Set-up the technical foundation of Beauty Plan web fullstack app
 - nodejs
 - typescript config
 - npm scripts
 - react
 - jest configuration
 - babel
 - webpack
 - fastify
 - api doc
 - swagger
 - dockerfile
 - docker compose stack
 - pulumi iac
 - release mgt config
 - commitlint
 - git config
 - eslint config
 - prettier config
- Set-up and validate the CI/CD pipeline

TS 1 : Manage the URL redirection to access Beauty Plan

US description

Homepage beauty plan: /:market/account/beauty-experiences/

- Level not existing in MVP
- Page to be created only after MVP when integrating other experiences

→ To Do :

Auto redirect of the URL /:market/account/beauty-experiences/ to the page /:market/account/beauty-experiences/virtual-makeup-try-on/

as long as the Beauty plan homepage does not exist.

Technical main task

- Front End will be responsible of the redirection
- Redirection will be applied to all URLs matching /:market/account/beauty-experiences/*

Acceptance criteria

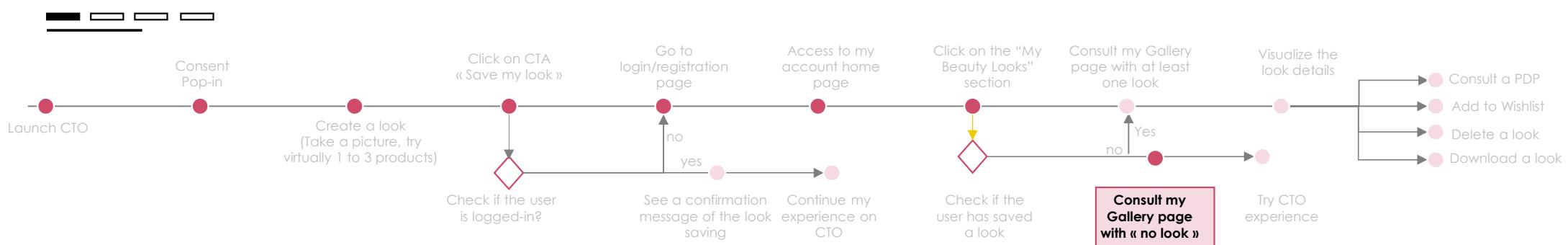
To be auto redirected

GIVEN THAT I'm a logged-in user

WHEN I want to access this page /:market/account/beauty-experiences/

THEN I should be auto-redirected to this page /:market/account/beauty-experiences/virtual-makeup-try-on/

US 1: Consult my gallery page with no look – « Find your look»



US description

- As a **logged-in user**,
- When I **click on “Your makeup looks”** from my account home page,
- And I **don't have any look yet**,
- **I should be able to access a new page promoting the CTO experience**
So that I can have an easy access to that feature.

From the new page with the CTA to start the CTO, I want also to see a **back button at the top in the left, so that I can go back to “My Account” homepage**.

Dependencies / risks: availability of a new section “beauty Plan” in my account from GDS (Global Digital Services).

Design requirement

The design requirements section shows the visual representation of the user interface for both desktop and mobile platforms.

Desktop: The user is redirected from the account homepage to a new page titled "LE MAQUILLAGE VIRTUEL". The page features a title "LE MAQUILLAGE VIRTUEL", a description "Rouges à lèvres, ombres à paupières et eye-liner : essayez le maquillage de CHANEL.", and a call-to-action button labeled "COMMENCER".

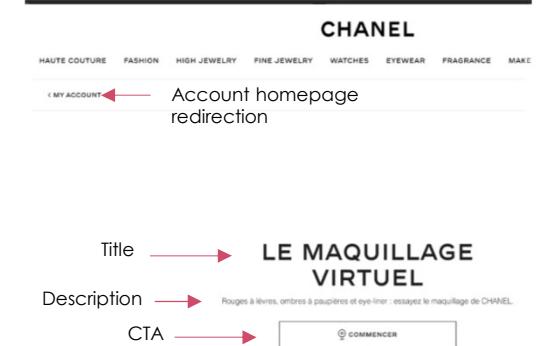
Mobile: The mobile interface follows a similar structure, with the user being redirected to the "LE MAQUILLAGE VIRTUEL" page, which includes the title, description, and "COMMENCER" button.

US 1: Consult my gallery page with no look – « Find your look»



Business requirements

- [See translations](#)
- **Title:** FIND YOUR LOOK
Description: Try make up virtually and manage all saved looks here.
CTA: COMMENCER → link: <https://www.Chanel.com/fr/maquillage/maquillage-virtuel/> (ex for France, link will be adapted with the market)
- URL should be: /account/beauty-experiences/virtual-makeup-try-on/
 - And should not be displayed on google search (SEO impact),
 - That needs to be in the child field: /account/beauty-experiences/
 - URL should not be translated.
- That page should not be indexed and crawled.
- **Only logged-in user can access that page.**
- **The only person who can access my gallery is only me, even if I have shared the link of my Beauty Plan.**



US 1: Consult my gallery page with no look – « Find your look »



Acceptance criteria

1. Access to the "Find your look" page

GIVEN THAT I'm a logged-in user,
AND I haven't saved any CTO look yet,
WHEN I click on "Your makeup Looks",
THEN I should be redirected to "Find your look" page, with the correct title, description and CTA ([See translations](#)).

2. To be redirected to the account homepage after a click on the hyperlink

GIVEN THAT I'm a logged-in user who hasn't saved any CTO look yet,
WHEN I'm navigating to "Find your look" page (=gallery with no look),
AND I click on "My account" at the top left,
THEN I should go back to "My Account" homepage.

3. To be redirected to the account homepage after receiving a link

GIVEN THAT I'm a not a logged-in user,
WHEN I click on the "Find your look" page URL that I have received from a friend,
THEN I should be redirected to the "Account login/registration" page.

4. To be redirected to the "Find your look page" after creating an account / after logging in

GIVEN THAT I'm not a logged-in user,
AND I click on the "Find your look" page URL that I have received from a friend
WHEN I'm redirected to the registration page
AND I sign in or create an account
AND I haven't saved any CTO looks yet
THEN I should be redirected to "Find your look" page, with the correct title, description and CTA.

5. To be redirected to my Gallery page

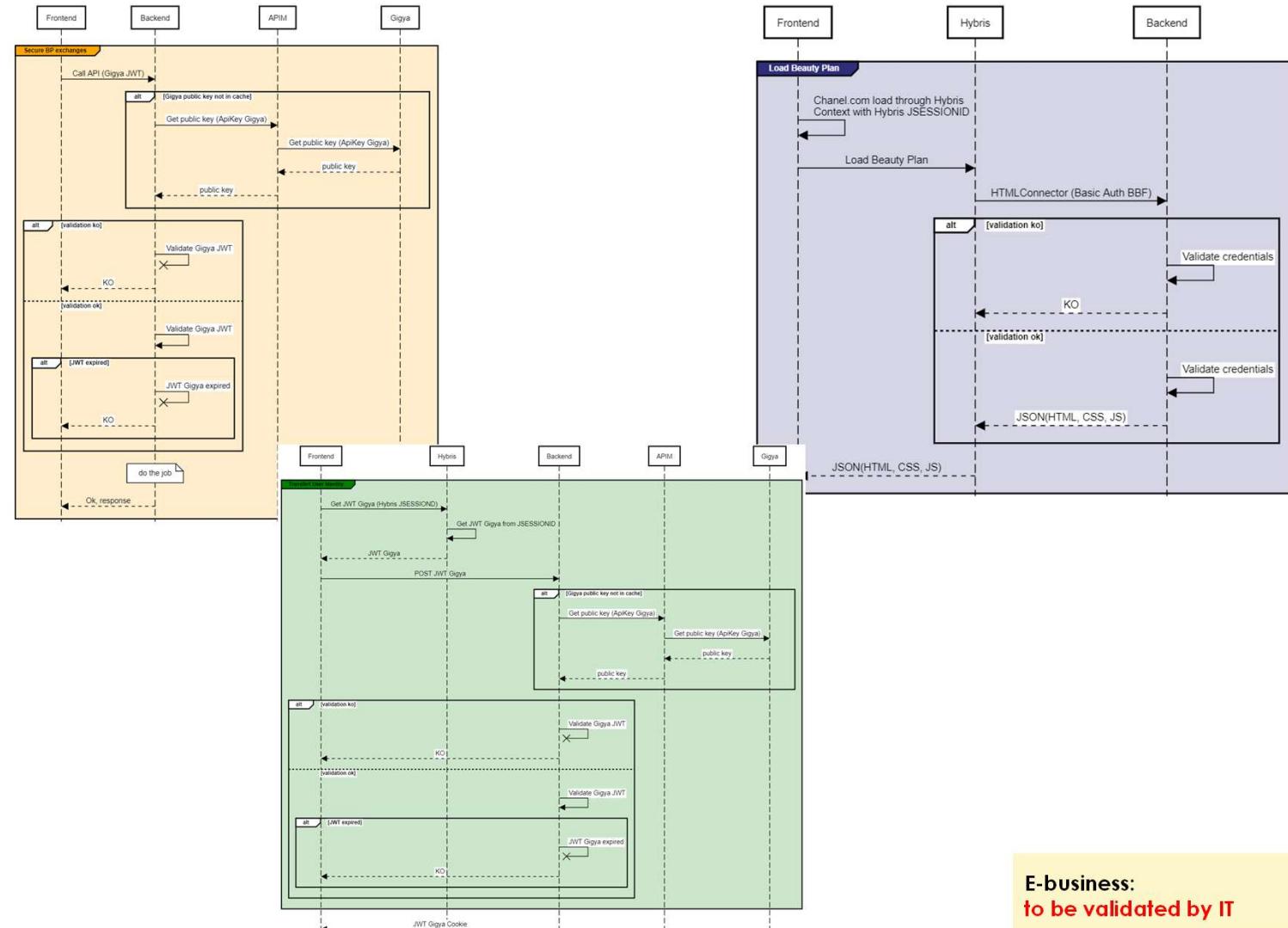
GIVEN THAT I'm not a logged-in user,
AND I click on the "Find your look" page URL that I have received from a friend,
WHEN I'm redirected to "My Account" login page,
AND I sign in,
AND I have already saved CTO looks in "My Account",
THEN I should not be redirected to "Find your look" page but to my gallery page with one or more looks.

US 1: Consult my gallery page with no look – « Find your look»

Main technical tasks

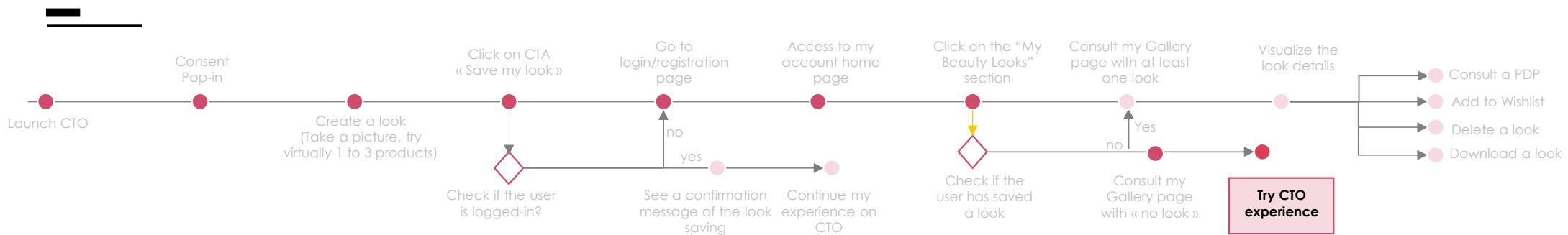
Initiate key logical principles and create the integration workflow:

- Implement HTML connector to Chanel.com
- Implementing Gigya ID
- Implementing JWT workflow
- Implementing multi markets and routing workflow to retrieve all data from markets components instances



**E-business:
to be validated by IT**

US 2: Consult my gallery with no look – redirection to « CTO dedicated page »



US description

As a user by **clicking on the CTA "COMMENCER"** of the « **Find your look page** ».

I should be redirected to the CTO dedicated page to easily try the experience.

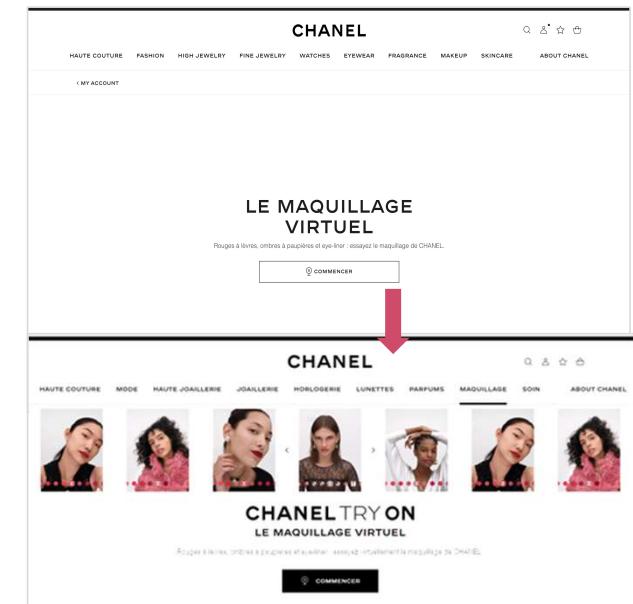
Acceptance criteria

Access to the dedicated CTO page

GIVEN THAT I'm a **logged-in user** and I don't have any CTO look yet,
WHEN I'm redirected to "Find your look" page,
AND I click on "**COMMENCER**",
THEN I should be **redirected to CTO dedicated page**,
AND it should be in the **same tab**.

Main technical task

Move the browser location to the CTO dedicated page



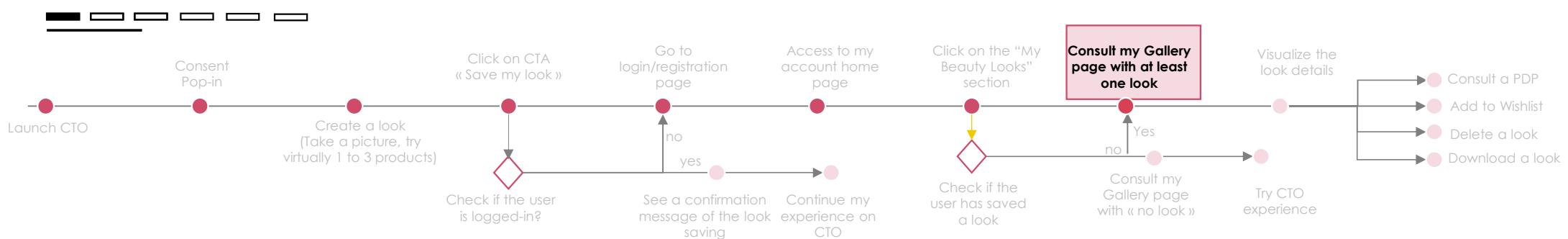
E-business: reviewed

Beauty Plan MVP backlog items

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DF 2 Save a look from CTO experience	US 1 Consult my gallery page with no look - « Find your look » US 2 Consult my gallery with no look – access to « CTO dedicated page »			
DF 3 Authentication journey and banners				
DF 4 Manage the BP activation				

- Figma mock-up available [here](#)

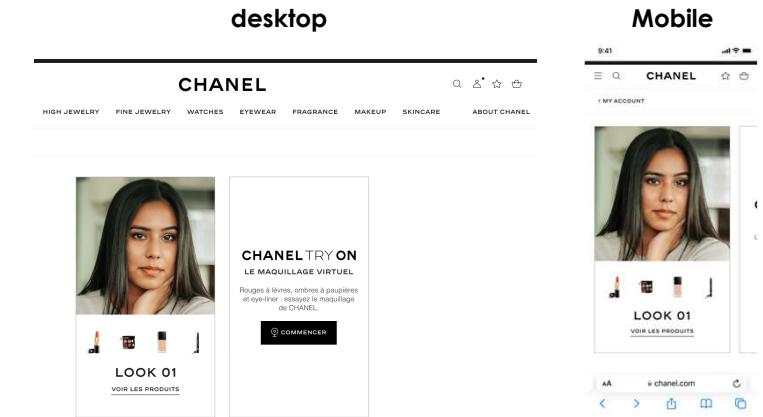
US 3: Consult my gallery page with one look



US description

As a logged-in Chanel user, clicking on "Your makeup looks" from my account and knowing that I have only one look available, I should be **redirected to a dedicated page so I can see my only look and the CTO Card**.

Design requirement



US 3: Consult my gallery page with one look



Business requirements (1/2)

1. The First card, on the left is **dedicated to the look**.
2. The Second card, on the right, is **dedicated to CTO redirection**: should be only one rectangle with a title, a subtitle, a description and a CTA.

The CTA should redirect to CTO dedicated page.

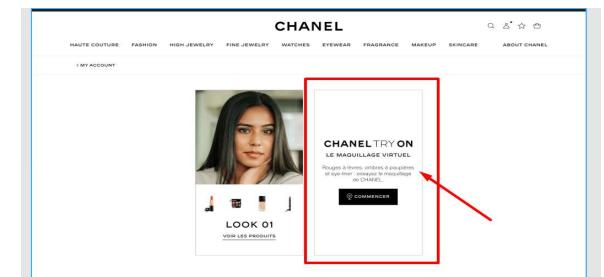
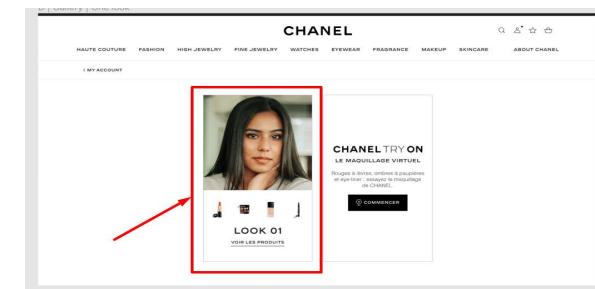
- 3- I should be able to **see the correct CTO photo** that I have saved in the correct size. (square photo)

4- Adapt the feature with mobile view :

- As a logged-in user, on mobile,
- When I click on "Your makeup looks" from my account,
- I want to see in first position my look at the center of my screen.
- I can scroll on the left to see the second card (CTO Card) and be redirect to the CTO dedicated page.

- 5 - Below the photo, the user should be able to **see the visuals of all the products he/she has applied while taking the photo**. (For the MVP we should have **at least 1 product** and **3 products maximum**).

If 1 or all product(s) is / are no longer available (discontinued on the market = not sold anymore), reproduce the same behavior as in US 10.



US 3: Consult my gallery page with one look



Business requirements (2/2)

6- The **product visuals are displayed in the following order** (per category):

- Lipstick
- Eyeshadow
- Eyeliner

The product order should be configurable to easily adapt to different scenarios (only Nails, adding the foundation by changing the order of display of categories etc.).

7- **Below the product visuals I should see: the title of the look :**

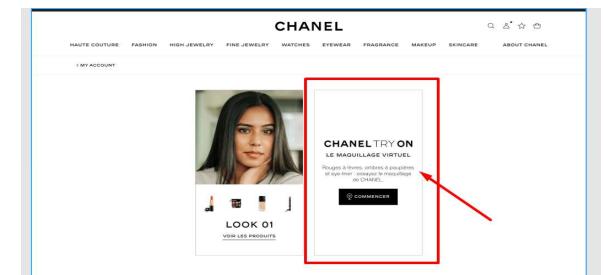
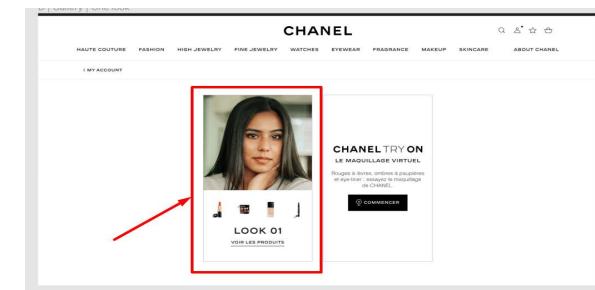
The name of the look **should be “LOOK x” in that example it’s “LOOK 01”**. The name should come from the data capture tool (Salesforce).

Format / Position: The name **should be in capital letters and should be displayed just below the product SKU**.

Note: in MVP, the name is associated to only and only one look and **cannot be updated**.

8 - **Below the title I should see the hyperlink :**

- “Show products” ([See translations](#))
- Clicking on “Show products’ hyperlink OR anywhere on the card (on the photo, the title or the products), I should be **redirected to a new page with the details of my look**.



US 3: Consult my gallery page with one look

Acceptance criteria (1/3)

1 first card dedicated to look details

WHEN I click on "Your makeup looks",
AND I have only one look saved,
THEN I should be able to see the two cards,
AND the one at the left **should be dedicated to the look**,
AND **should contain the correct data photo, mini visuals of the products, title and hyperlink.**

2- Second card dedicated to CTO

GIVEN THAT I'm a logged-in user,
WHEN I click on "Your makeup looks",
AND I have only one look saved,
THEN I should be able to see two cards,
AND the one on the right **should be dedicated to the CTO redirection.**

3- See the photo of the look I saved in the first card

GIVEN THAT I'm a logged-in user navigating on My account page,
WHEN I click on "Your makeup looks" hyperlink
AND I have only one look saved,
THEN I should be able to **see the photo look that I have saved from CTO**,
AND this photo should be in the correct size.

4. To be redirected to the account homepage after clicking on the hyperlink

GIVEN THAT I'm a logged-in user navigating on account/beauty-experiences/virtual-makeup-try-on
WHEN I click on "My account" hyperlink,
THEN I should be redirected to "My account" homepage.

5- To be redirected to the account homepage after receiving a link and logging in

GIVEN THAT I'm a not a logged-in user,
AND I click on the gallery with one look page URL that I have received from a friend,
THEN I'm redirected to "Account login/registration" page,
AND I sign in or create an account,
-- **AND** I have already saved CTO looks in "My Account",
THEN I should be redirected to my gallery with one or more looks,
-- **AND** I haven't saved any look yet,
THEN I should be redirected to "Find your look" page.

6- See the products in the right order

GIVEN THAT I'm a logged-in user navigating on My account page,
WHEN I click on "Your makeup looks" hyperlink
AND I have only one look saved,
THEN I should be able to see the products in the following order: **lipstick, eyeshadow, eyeliner**

E-business: reviewed

US 3: Consult my gallery page with one look

Acceptance criteria (2/3)

7. See the products related to my look

GIVEN THAT I'm a logged-in user navigating on "My account" page,
WHEN I click on "Your makeup looks",
AND I have only one look saved,
THEN I should be able to see the details of my looks below the look,
AND I should be able to **see the products related to my look**.

8. See one product

GIVEN THAT I'm a logged-in user,
AND I have tried only one product within the CTO experience,
WHEN I consult my gallery page with one look,
AND I consult my card with the only one look saved,
THEN I should be able to see only one product displayed on the card.

9. See two products

GIVEN THAT I'm a logged-in user,
AND I have tried only two products within the CTO experience,
WHEN I consult my gallery page with one look,
AND I consult my card with the only one look saved,
THEN I should be able to see only two products displayed on the card.

10. See three products

GIVEN THAT I'm a logged-in user,
AND I have tried only three products within the CTO experience
WHEN I consult my gallery page with one look,
AND I consult my card with the only one look saved,
THEN I should be able to see only three products displayed on the card.

11. See the title of my look

GIVEN THAT I'm a logged-in user navigating on My account page,
WHEN I click on "Your makeup looks",
AND I have only one look saved,
THEN I should be able to see the details of my look below the photo,
AND I should be able to **see the correct title "LOOK 01"**.

12. See the hyperlink

GIVEN THAT I'm a logged-in user,
WHEN consulting the only look I have on the gallery page with one look,
THEN I should be able to **see the hyperlink "Voir les produits"** underlined below the photo, product preview and title.

13. To be redirected to the look detail page

GIVEN THAT I'm a logged-in user consulting the gallery page with one look,
WHEN I click on the card (on the photo OR the title OR the products OR the hyperlink (Show products),
THEN I should be **redirected to the look details page** (see US 7 for look details page).

US 3: Consult my gallery page with one look

Acceptance criteria (3/3)

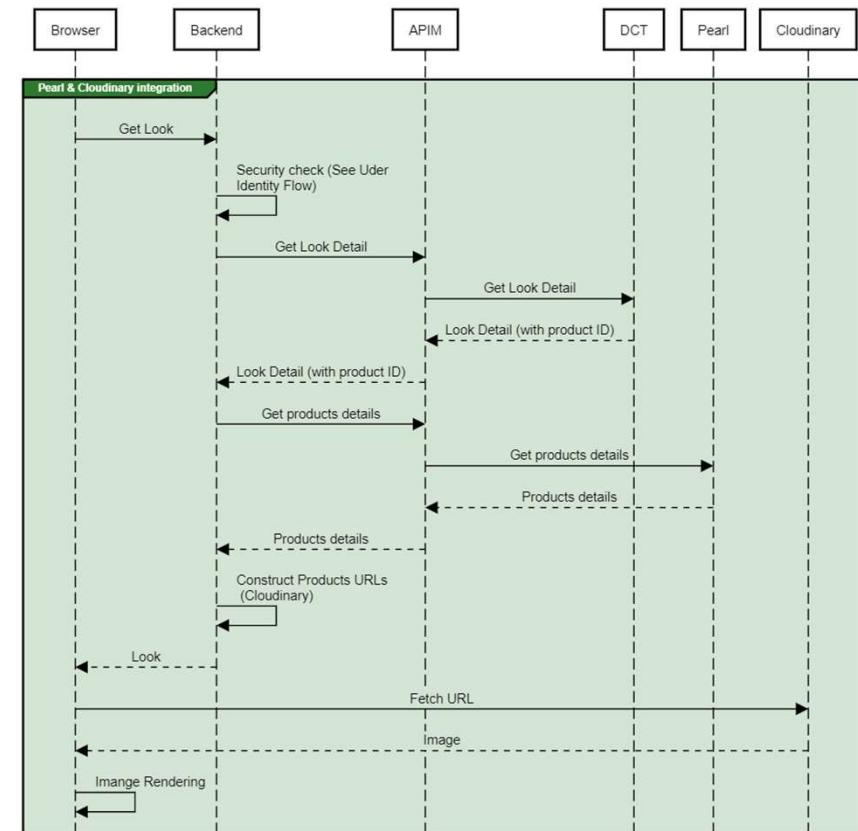
14. Go back on gallery with one look (inside Beauty plan)

GIVEN THAT I'm a logged-in user consulting the gallery page with one look,
WHEN I am redirected to the look details page
AND I click on the GO BACK button of the browser
THEN I should be **redirected to my gallery page with one look.**

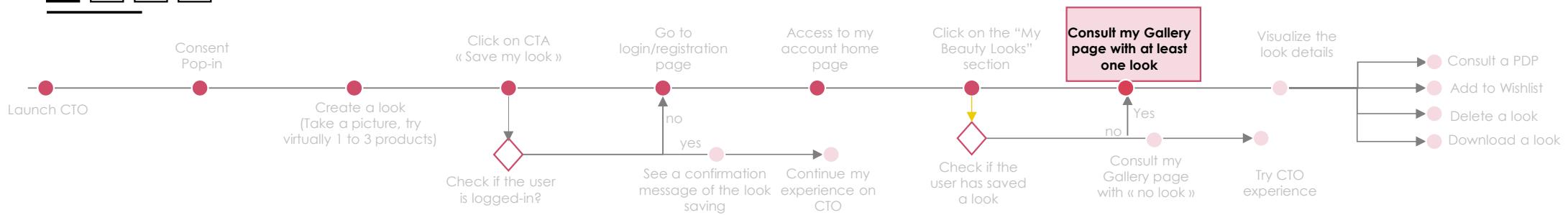
US 3: Consult my gallery page with one look

Technical main tasks

- Authenticate the user (Gigya id, JWT)
- Manage the request and response flow between the BFF and the DCT to check if the user has at least one look saved to create 2 cards dedicated to the looks and CTO Experience
- Implement calls to PEARL through APIM
- Implement calls to Cloudinary



US 4 Consult my gallery with more than one look – desktop only (without arrows & lazy load)



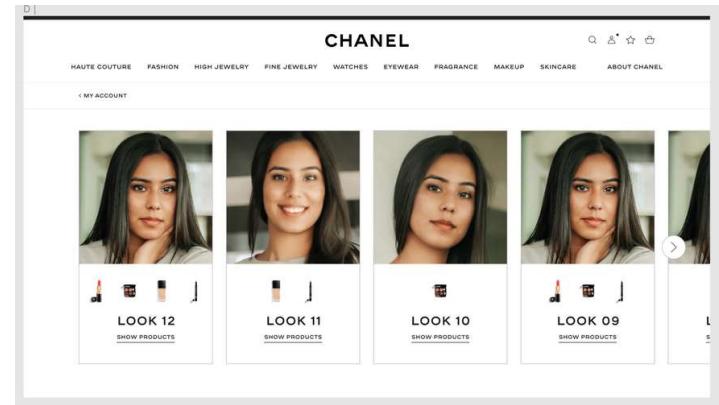
US description

This user story doesn't cover the carousel feature to scroll horizontally on desktop, nor the lazy load.

- As a logged-in user who has several looks,
- I want to see the **most recent** looks I saved: all looks that can be displayed without scroll (**design rule for dynamic display by device**
TBC by DA : dedicated meeting with Niji front devs, in average ~ 4 looks),

Design requirement

Not contractual mock-up



US 4: Consult my gallery with more than one look – desktop only (without arrows & lazy load)

Business requirements

1. Order of Looks

- From left to the right, looks should be ordered **from newest to oldest** (Look 4 is the one saved most recently while Look 01 is the oldest).
- When user navigates to his gallery page, he should be able to **see directly, on the left, the most recently saved look from CTO.**

2. CTO redirection:

- At the opposite side of the gallery, on the right, the user should be able to see **the card about CTO with redirection** (same as US 3).
- When clicking on the hyperlink "My account" the **user should be directed to the homepage of his account.**

3. Each look should **match with the correct data:**

- the photo of the look,
- the title of the look,
- the mini-visuals of the SKUs tested by the user.

4. The display for discontinued products is not included in this user story but is part of US10.

(If one of the tested products is no **longer available**, then **a grey square will replace the product visual**)

Main technical tasks

- Implement calls to DCT without list management
- Implement calls to PEARL
- Implement calls to Cloudinary



US 4: Consult my gallery with more than one look – desktop only (without arrows & lazy load)

E-business: reviewed

Acceptance criteria

1. See the last looks

GIVEN THAT I'm a logged-in Chanel user who has several looks.
WHEN I navigate to My Gallery page.
THEN I should be redirected to the correct url </account/beauty-experiences/virtual-makeup-try-on/>
AND I should be able to see first the most recent looks I saved.

2. See the looks in square photos

GIVEN THAT I'm a logged-in Chanel user who has several looks,
WHEN I navigate to My Gallery page,
THEN I should see all my looks' photos in square format

3. See mini visuals of products

GIVEN THAT I'm a logged-in Chanel user who has several looks
WHEN I navigate to My Gallery page on desktop
THEN I should see all cards with the same look preview
AND with mini visual of products in the correct format

4. See the correct title of the look

GIVEN THAT I'm a logged-in Chanel user who has several looks
WHEN I navigate to My Gallery page on desktop
THEN I should see each look associated to the correct Title

5. See one product

GIVEN THAT I'm a logged-in Chanel user,
AND I have tried only one product within the CTO experience?
WHEN I consult my "Gallery page with more than one look"
AND I consult my card of the look with only one product applied.
THEN I should be able to see only one product displayed on the card.

6. See two products

GIVEN THAT I'm a logged-in Chanel user,
AND I have tried only two products within the CTO experience
WHEN I consult my "Gallery page with more than one look"
AND I consult my card of the look with 2 products applied.
THEN I should be able to see only two products displayed on the card.

7. See three products

GIVEN THAT I'm a logged-in Chanel user,
AND I have tried only three products within the CTO experience
WHEN I consult my "Gallery page with more than one look"
AND I consult my card of the look with 3 products applied
THEN I should be able to see only three products displayed on the card.

8. Access to look detail page

GIVEN THAT I'm a logged-in Chanel user who has several looks
WHEN I navigate to My Gallery page on desktop
THEN I should see on each look "Show products" hyperlink
AND clicking on this hyperlink OR elsewhere on the card, user accesses the look detailed page <https://Chanel.com/account/beauty-experiences/virtual-makeup-try-on#Look1> for example

US 5: See all my looks (with arrows & lazy load) - desktop



US description

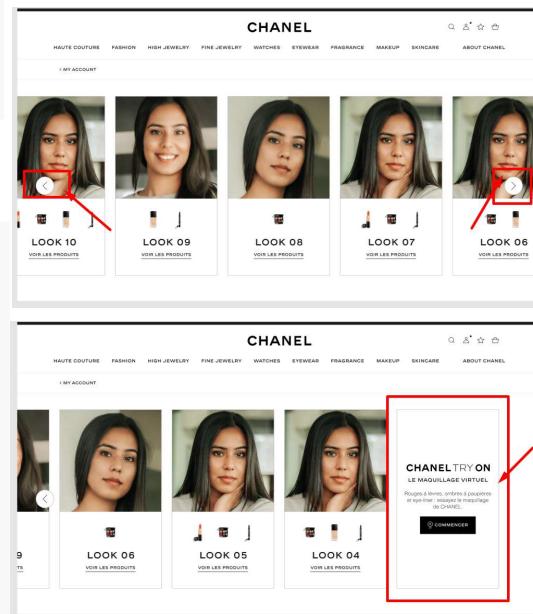
As a desktop user who has several looks, I want to be able **to use left and right arrows, so that I can navigate in the gallery and see all my looks.**

Business requirements

1. Looks should be **displayed one by one from the newest to oldest**, meaning that the latest look appears in the first place.
2. **Use of the arrows on the right and left** in the gallery.
3. Arrows should be centered vertically and should only appear when there are too many looks to see them all without carousel (arrows) – cf. design rules TBC by DA
4. At the end of the list of looks, the user should always be able to see the **CTO card**.
5. The display of photos as the user clicks on the arrows to scroll through the looks.
6. The **lazy load** allows to load the photos progressively.

Chanel | CEC x TECH_F&B

Design requirement



Main technical tasks

- Implement calls to DCT with list management
- Implement calls to PEARL
- Implement calls to Cloudinary

E-business: reviewed

US 5: See all my looks (with arrows & lazy load)

Acceptance criteria

1. See the looks in square photos

GIVEN THAT I'm logged as a Chanel user who has several looks
WHEN I navigate to My Gallery page
THEN I should see all **my looks' photos in square format**

2. Display of the right arrow

GIVEN THAT I'm logged as a Chanel user who has several looks
WHEN I navigate to My Gallery page
AND WHEN I have **too many looks to display / see them without carousel** (according to design rules)
AND WHEN I am on the first "page" (i.e. on most recent looks)
THEN the arrow on the right should appear to display older looks

3. Display of the left arrow

GIVEN THAT I'm logged as a Chanel user who has several looks
WHEN I navigate to My Gallery page
AND WHEN I have **too many looks to display / see them without carousel** (according to design rules)
AND WHEN I am on the first "page" (i.e. on most recent looks)
AND WHEN I have clicked at least once on the right arrow
THEN the arrow on the left should appear to display more recent looks

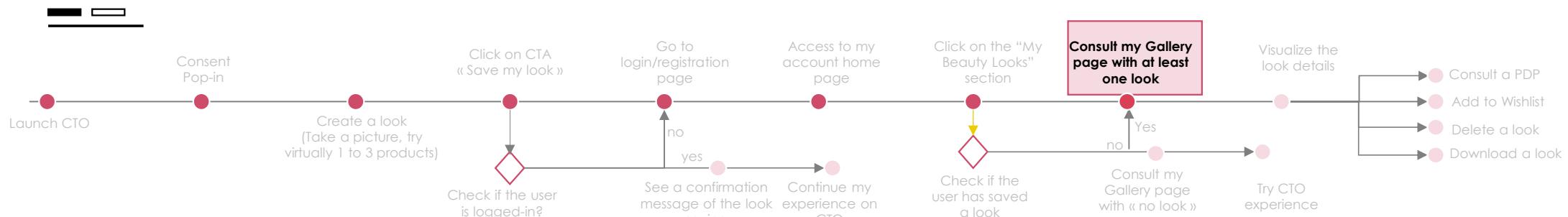
4. Click on the right arrow – old looks

GIVEN THAT I'm logged as a Chanel user who has several looks
WHEN I navigate to My Gallery page on desktop
AND I click on the right arrow
THEN I should **see look display one by one**
AND more and more old
AND the last card should be dedicated to the CTO page

5. Click on the left arrow – recent looks

GIVEN THAT I'm logged as a Chanel user who has several looks
WHEN I navigate to My Gallery page on desktop
AND I click on the left arrow
THEN I should **see look display one by one**
AND more and more recent
AND the first card should be the most recent look

US 6: See all my looks - mobile

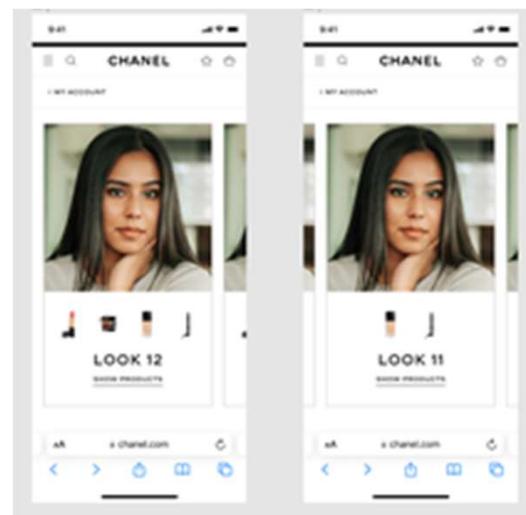


US description

As a mobile user who has several looks, I want to be able **to scroll through my looks in the gallery to see all my looks and the card dedicated to CTO.**

Business requirements

1. Looks should be displayed one by one from the newest to oldest, meaning the latest look appears in the first place.
2. User should scroll to the right to display the oldest look, and to the left to display the most recent look.
At the end of the look list user should always be able to see the CTO card.
3. When user scrolls to the left or the right and stops scrolling then he should be able to see the complete look and it should be centered.
4. For accessibility: a keyboard to navigate from a look to another.



Main technical tasks

- Implement calls to DCT with list management
- Implement calls to PEARL
- Implement calls to Cloudinary

US 6: See all my looks - mobile

Acceptance criterias

1. Scroll to the left and to the right

GIVEN THAT I'm a logged-in Chanel user who has several looks
WHEN I navigate on My Gallery page on mobile
THEN I should be able to **scroll to the left or the right**
AND I should be able to **see all my looks**

2. See photos more and more old

GIVEN THAT I'm a logged-in Chanel user who has several looks
WHEN I navigate to My Gallery page on mobile
THEN I should be able to see one by one my looks
AND the first one should be the most recent
AND WHEN I scroll to the right
THEN I should **see older looks**
AND the last card should be dedicated to the CTO page
AND when I scroll once again to the left I should be able to see the most recent look.

3. See the photo entirely

GIVEN THAT I'm a logged-in Chanel user who has several looks
WHEN I navigate on My Gallery page on mobile
AND I scroll to the left or the right
AND I stop scrolling
THEN I should be able to **see the complete look.**

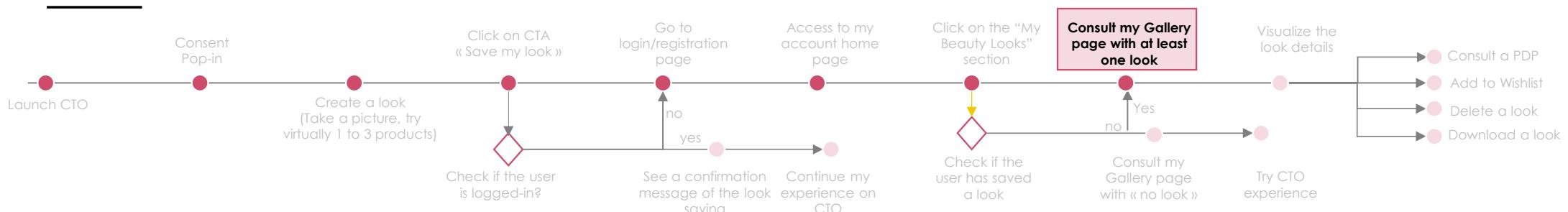
4. See the most visible photo centered

GIVEN THAT I'm a logged-in user navigating on mobile
WHEN I click on "Your makeup looks",
AND I have more than one look saved,
THEN I should be able to slide to the left or the right
AND when I stop scrolling
THEN the complete card should center itself.

5. See CTO card

GIVEN THAT I'm a logged-in Chanel user who has several looks
WHEN I navigate on My Gallery page on mobile
AND I scroll to the right to the last card
THEN I have to see the dedicated CTO card after my oldest look

US 7: Go back to my account homepage from my look gallery



US description

As a user navigating on my gallery page, I want to be **able to return to my account homepage** by clicking on the “< My account” hyperlink

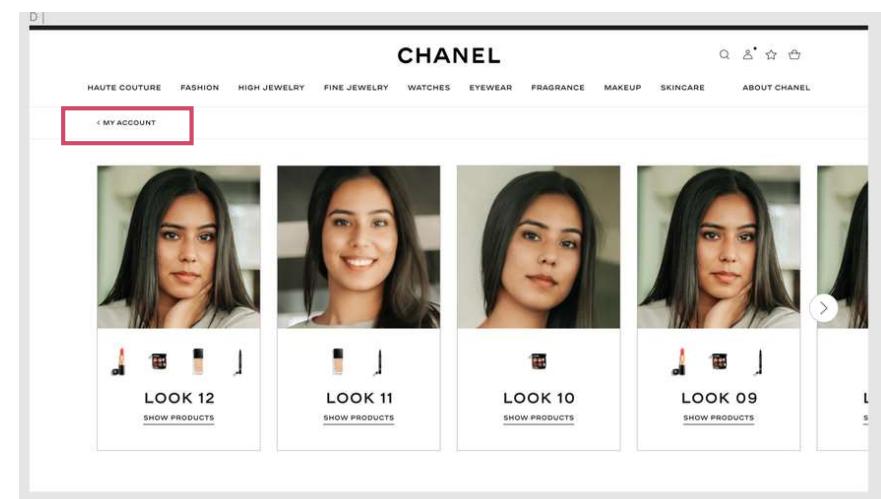
Acceptance criteria

Go back to my Account homepage

GIVEN THAT I'm a logged-in Chanel user who has several looks
WHEN I navigate on my Gallery page
AND when I click on the “< My Account” hyperlink on the top left of the screen
THEN I should go back on My Account homepage

Main technical tasks

NA

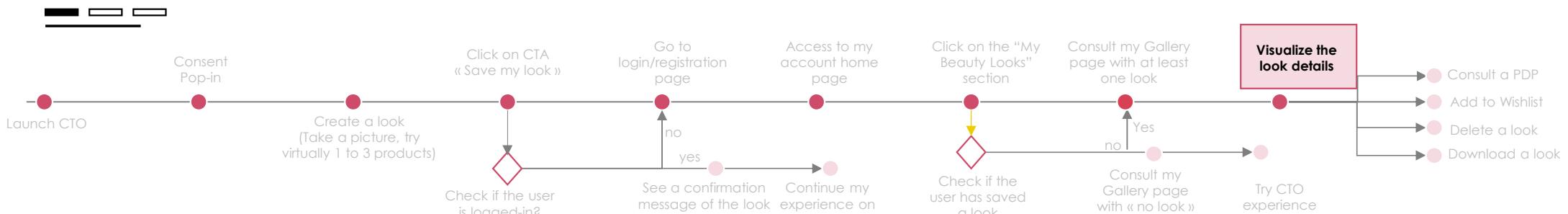


Beauty Plan MVP backlog items

EPIC 0 Create my looks	EPIC 1 Consult my gallery with no look	EPIC 2 In BP, consult my looks gallery with at least 1 look	EPIC 3 In BP, Consult one look in detail	EPIC 4 Manage my looks
<p>DF 1 Access to a new section "My Beauty Look" (my account HP)</p> <p>DF 2 Save a look from CTO experience</p> <p>DF 3 Authentication journey and banners</p> <p>DF 4 Manage the BP activation</p>	<p>TS 0 Set-up BP FE and BFF</p> <p>TS 1 Manage the URL redirection to access Beauty Plan</p> <p>US 1 Consult my gallery page with no look – « Find your look»</p> <p>US 2 Consult my gallery with no look – access to « CTO dedicated page »</p>	<p>US 3 Consult my gallery page with one look</p> <p>US 4 Consult my gallery with more than one look (without arrows & lazy load)</p> <p>US 5 See all my looks (with arrows & lazy load) - desktop</p> <p>US 6 See all my looks - mobile</p> <p>US 7 Go back to my account homepage from my look gallery</p>	<p>US 8 Consult my look in details</p> <p>US 9 Add a product to Wishlist</p> <p>US 10 Access the PDP</p> <p>US 11 Consult my look with at least one product no longer available</p> <p>US 12 Manage access to a look that doesn't exist</p> <p>US 13 Go back to my gallery from a look detail page</p>	<p>US 14 Delete my look from my Beauty Plan</p> <p>US 15 Download my look</p> <p>US 16 Consider my language choices</p> <p>DF 5 Delete my account</p>

- **Figma mock-up** available [here](#)

US 8: Consult my look in details



US description

As a user who has **clicked on a Look card on my CTO Gallery.**

I want to **land on a page that displays my look in details** with Title, Date, photo of my look, and products list.

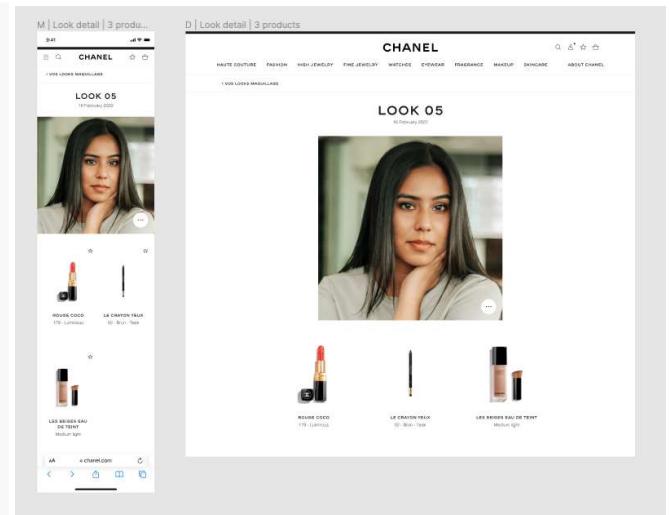
So that I can **see my look in details.**

And I want to be able to **return to the gallery** by clicking on the "See my makeup looks" hyperlink.

Business requirements

1. URL should be (for ex look 01) [account/beauty-experiences/virtual-makeup-try-on#look-1](#)
2. On the look details page, elements will be placed **in correct way**
 - o Look Title
 - o Date of the look
 - o Photo of the look
 - o Products tested (3 maximum for the MVP), with image, name and SKU (shade)
2. On each line, **elements should be centered**, with the correct margins based on the Figma.
3. All **the product block** (image, name & SKU) **is clickable** and leads to the PDP.
4. **The square format** of the look should be taken directly From Data Capture Tool, no cropping to do on our side (maybe only a resizing to do via the CSS, depending on the size required on this page)
5. **For mobile:** the look should take the whole length of the screen, 2 products per line, the third one should be aligned on the left.

Business requirements



E-business: reviewed

US 8: Consult my look in details

Acceptance criteria for desktop

1. See the detailed information

GIVEN THAT I'm a logged-in user who has clicked on a look card on my CTO Gallery from desktop or tablet,
WHEN I am redirected to my Look Detail page,
THEN I should be able **to see title, date, photo and products tested** in this order, from top to bottom.

2. See the product details

GIVEN THAT I'm a logged-in user who has clicked on a look card on my CTO Gallery from desktop or tablet
WHEN I am redirected to my Look Detail page
THEN I should be able **to see the product visual, the product name and the shade of the product**

3. See the elements centered

GIVEN THAT I'm a logged-in user who has clicked on a look card on my CTO Gallery from desktop or tablet
WHEN I am redirected to my Look Detail page
THEN I should be able **to see all the elements centered horizontally**

4. Be able to go back to the gallery

GIVEN THAT I'm a logged-in user who has clicked on a look card on my CTO Gallery from desktop or tablet
WHEN I am redirected to my Look Detail page
AND I click on the hyperlink « Mes looks maquillage » to go back to the gallery OR on the « go back » button of the browser,
THEN I should go back to the **Gallery page**

Technical main tasks

- Implement calls to DCT to retrieve look details
- Implement calls to PEARL to display product references
- Implement calls to Cloudinary to display the products pictures

US 8: Consult my look in details

Acceptance criteria for mobile

1. See the position of the photo

GIVEN THAT I'm a logged-in mobile user who has clicked on a look card on my CTO Gallery

WHEN I am redirected to my Look Detail page

THEN I should be able to see the photo **taking the whole length of the screen**

2. See 2 products per line

GIVEN THAT I'm a logged-in mobile user who has clicked on a look card on my CTO Gallery

WHEN I am redirected to my Look Detail page

THEN I should be able to **see 2 products per line**

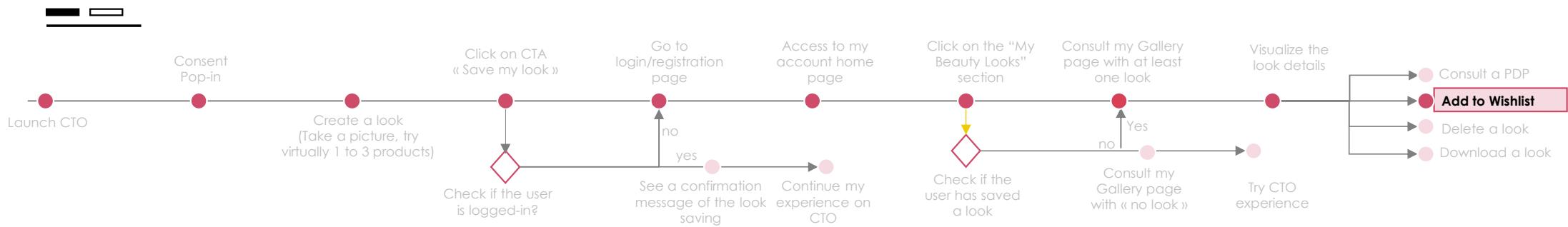
3. See the 3rd product aligned on the left

GIVEN THAT I'm a logged-in mobile user who has clicked on a look card on my CTO Gallery

WHEN I am redirected to my Look Detail page

THEN I should be able to **see the third product aligned on the left**

US 9: Add a product to Wishlist



US description

- As a user navigating on a Look details page
- I want to **see the Wishlist icon** at the top right on each product on desktop and always displayed at the top right product image on mobile
- so that I can **add products to My Wishlist**

Business requirements

- Same size and behavior as we currently have on PLP and PDP**
- Desktop:** On roll-hover on a product: Wishlist icon should appear at the top right of the product image
- Mobile:** Wishlist icon should be displayed at the top right of each product image (fixed display)

When a product is added to Wishlist:

When clicking on the Wishlist icon, the latter should turn black. Product is added to Wishlist with a confirmation message on a banner displayed at the bottom of the page.

When a product is removed from Wishlist:

When clicking again on the same Wishlist icon, the latter should turn white. Product is removed from Wishlist with a confirmation message on a banner displayed at the bottom of the page.



US 9: Add a product to Wishlist

Acceptance criteria (for desktop & mobile)

1. No product added

GIVEN THAT I'm a logged-in user navigating on a Look detail page
WHEN I look on the list of products tested
AND I have never added any of these products to My Wishlist
THEN I should be able to **see all star icons in white**

2. See products added

GIVEN THAT I'm a logged-in user navigating on a Look detail page
WHEN I look on the list of products tested
AND I have already added all these products to My Wishlist
THEN I should be able to **see all star icons in black**

3. See the confirmation message / products added

GIVEN THAT I'm a logged-in user navigating on a Look detail page
WHEN I have never added any of the products tested to My Wishlist
AND I **click on one of the star icons**
THEN I should be able to see the star icon in black
AND I should **get a confirmation message**
AND I should see the product in My Wishlist

4. See the confirmation message / products removed

GIVEN THAT I'm a logged-in user navigating on a Look detail page
WHEN I have already added one of the products tested to My Wishlist
AND the star icon is black
AND I **click again** on the same star icon
THEN I should be able to see the star icon in white
AND I should **get a confirmation message**
AND I should not see the product in My Wishlist anymore

Technical main task

- **Wishlist management:** Beauty Plan will use the Chanel.com SDK for 3 interactions with the Wishlist:
 - Add a product in the Wishlist
 - Remove a product from the Wishlist
 - Check if a product is already in the Wishlist

US 10: Access the PDP



US description

As a user navigating on a Look details page, I **want the products to be clickable**, so that I can be redirected to the PDP.

Business requirements

On roll-hover on a product, the cursor should change, meaning that the element is clickable.
By clicking on the product, user should be redirected to the corresponding PDP.
This PDP will be opened in the same page (no new tab).

Technical main task

- Build the PDP URL from Product SKU

Acceptance criteria

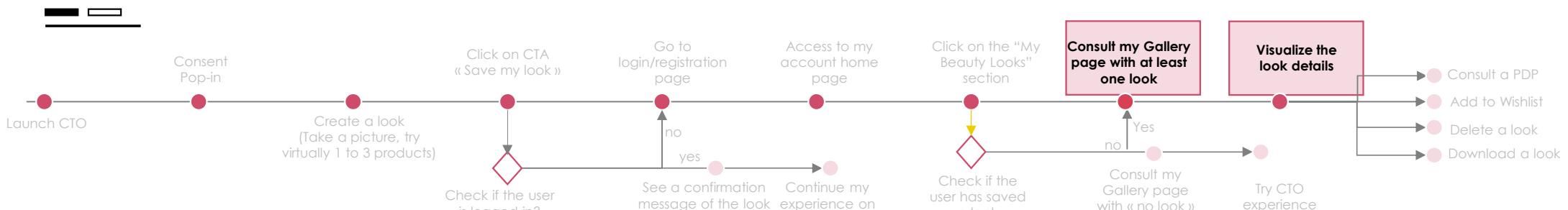
1- See the PDP on the same page

GIVEN THAT I'm a logged-in user navigating on a Look details page
WHEN I click on a product tested
THEN I should be **redirected to the corresponding PDP**
AND the PDP should be opened on the same page.

2- Go back to the BP last page viewed

GIVEN THAT I'm a logged-in user navigating on a Look details page and after clicking on the product visual and being redirected to a PDP
WHEN I click on the "Back" arrow of my browser
THEN I should be **redirected to the latest Beauty Plan page viewed (=look details page)**.

US 11: Consult my look with at least one product no longer available



US description

As a logged-in user navigating my look gallery or a look details page, if a product that I have tested on a look is no longer referenced, then I **should no longer see any element of that product**: no visual, no name and no shade.

BUT I should **be informed** that this product is no longer available.

Business requirements

Context : If one of the products is no longer available, then we don't have **info on this product anymore** (technical issue)

If a product is no longer available, **then display:**

1. On the Gallery page :

The product visual is not displayed anymore with the other products (below the look name) and is replaced by a grey box with a Ø symbol inside)



2. On the Looks details page :

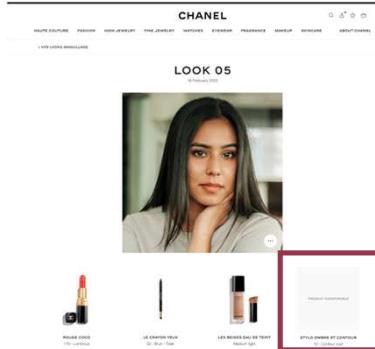
- A grey square instead of the product visual** informing the user that one of the tested products is no longer available (see mock-up on the right)
- An informative banner (need mock-up from DA)**

3. And as there is no more information on the category, **display unavailable product inserted at the end**

4. If **several products are unavailable**, display as many grey inserting – "Product unavailable" – as products unavailable

5. And if all the products are unavailable, display the picture of the look and all the grey inserts corresponding to the unavailable products.

Design requirement



Technical main task

Handle Pearl error in case of product no longer available

E-business: reviewed

US 11: Consult my look with at least one product no longer available

Acceptance criteria (for desktop & mobile)

1. One product of the look no longer available / look detail page

GIVEN THAT I'm a logged-in user consulting my look
WHEN a product is no longer available

THEN no information (visual, name and shade) and picture of this product should be displayed

2. One product of the look no longer available / gallery page

GIVEN THAT I'm a logged-in user consulting the gallery
WHEN a product is no longer available

THEN no information (visual, name and shade) and picture of this product should be displayed on my look

3. One product of the look no longer available / grey insert

GIVEN THAT I'm a logged-in user consulting the gallery or a look detail page

WHEN a product is no longer available

THEN I should be able to see a **grey inserting** instead of the product visual informing me that the tested product is no longer available

4. One product of the look no longer available / banner

GIVEN THAT I'm a logged-in user consulting the gallery or a look detail page

WHEN a product is no longer available

THEN I should be able to see an informative banner (need mock up from DA)

5. Several products of the look no longer available / banner

GIVEN THAT I'm a logged-in user consulting the gallery or a look detail page

WHEN several products are no longer available

THEN I should see as many grey inserts instead of the product visual as unavailable products and the informative banner

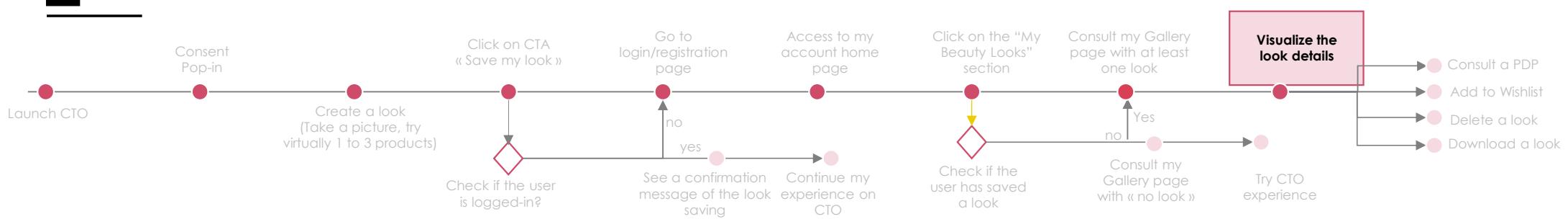
6. All products no longer available

GIVEN THAT I'm a logged-in user consulting my look

WHEN all the products of my look are no longer available

THEN I should only see the photo of my look and as many grey inserts as there are unavailable products and the informative banner

US 12: Manage access to a look that doesn't exist



US description

As a logged-in user
if the URL of a look entered in my browser **does not correspond to any look created** (e.g. /account/beauty-experiences/virtual-makeup-try-on#look-5555)
then I should **be redirected to my look gallery**

Acceptance criteria

1. Redirect the user to his gallery page if look does not exist

GIVEN THAT I'm a logged-in user

WHEN I enter an URL of a look that does not exist e.g. /account/beauty-experiences/virtual-makeup-try-on#look-5555) in my browser

THEN I should **be redirected to my look gallery**

Technical main task

Handle DCT error in case of look does not exist

US 13: Go back to my gallery from a look detail page



US description

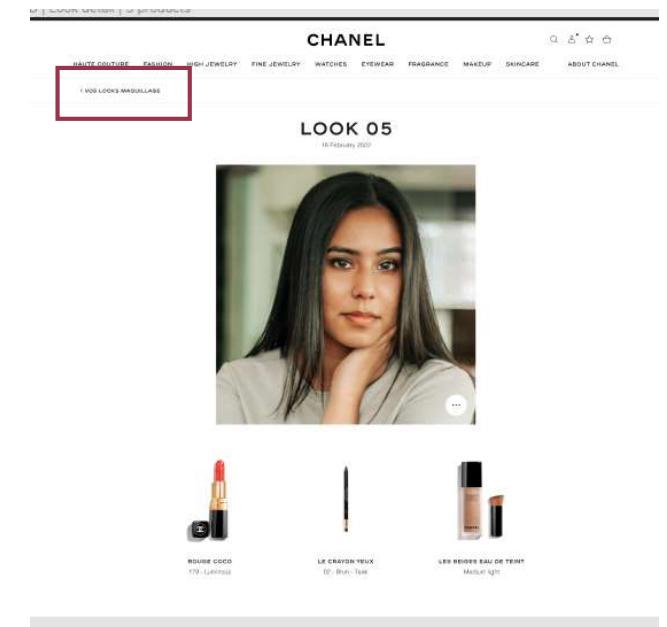
Acceptance criteria

Go back to my Gallery page

As a user navigating on a Look details page, I **want to be able to go back to my gallery by clicking on the hyperlink "Your makeup look"**

Technical main task

NA



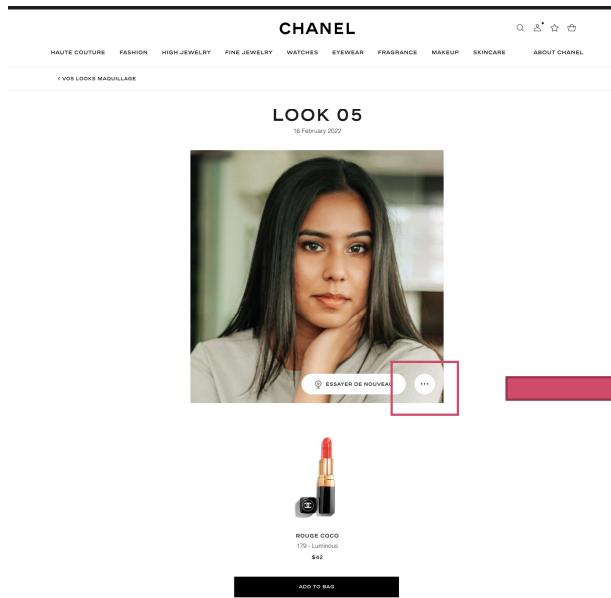
Beauty Plan MVP backlog items

EPIC 0 Create my looks	EPIC 1 Consult my gallery with no look	EPIC 2 In BP, consult my looks gallery with at least 1 look	EPIC 3 In BP, Consult one look in detail	EPIC 4 Manage my looks
DF 1 Access to a new section "My Beauty Look" (my account HP)	TS 0 Set-up BP FE and BFF US 1 Manage the URL redirection to access Beauty Plan	US 3 Consult my gallery page with one look US 4 Consult my gallery with more than one look (without arrows & lazy load) US 5 See all my looks (with arrows & lazy load) - desktop US 6 See all my looks - mobile US 7 Go back to my account homepage from my look gallery	US 8 Consult my look in details US 9 Add a product to Wishlist US 10 Access the PDP US 11 Consult my look with at least one product no longer available US 12 Manage access to a look that doesn't exist US 13 Go back to my gallery from a look detail page	US 14 Delete my look from my Beauty Plan US 15 Download my look US 16 Consider my language choices DF 5 Delete my account
DF 2 Save a look from CTO experience	US 1 Consult my gallery page with no look – « Find your look » US 2 Consult my gallery with no look – access to « CTO dedicated page »			
DF 3 Authentication journey and banners				
DF 4 Manage the BP activation				

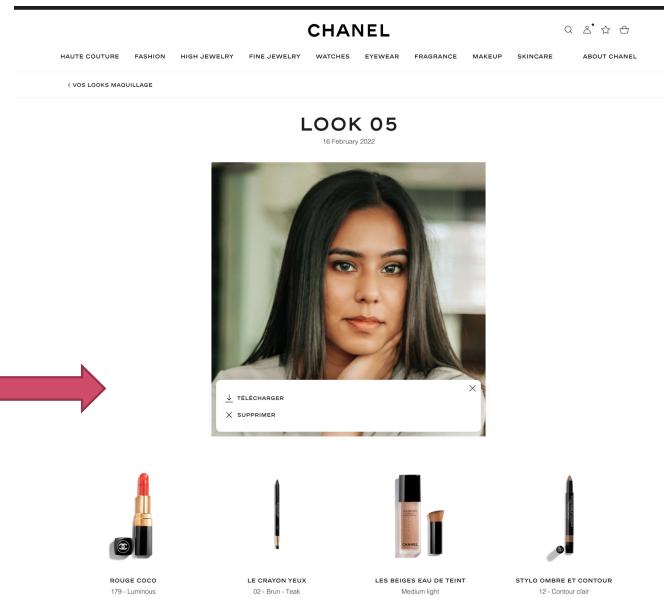
- **Figma mock-up** available [here](#)

User journey to open the menu on the look details page

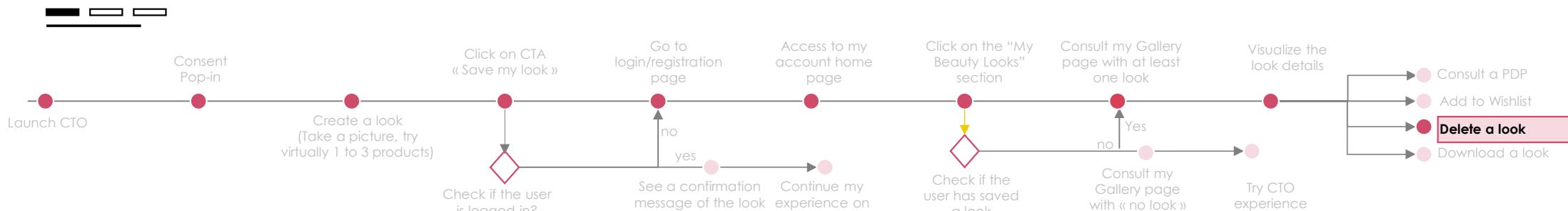
1 « ... » menu is displayed at the bottom right



2 At the click, the menu opens



US 14: Delete my look from my beauty plan



User description

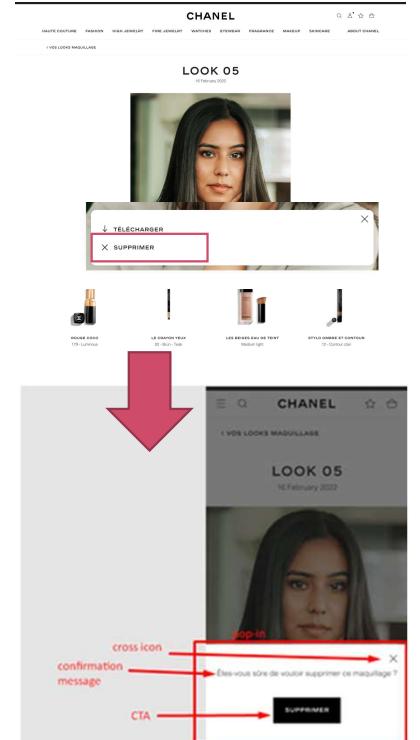
- As a logged-in user, navigating on the look details
- I want to **be able to delete the look**
- So that I can **no longer have access** to this look.

Business requirements (1/2)

- Clicking on "..." I should **be able to see the "Supprimer" option** so that I can delete the look.
- Clicking on this option, user should be able to see **a pop-in displayed**. That pop-in should contain:

 - Title: Are you sure you want to delete this look?
 - CTA: "Delete this look"
 - Cross icon** displayed at the top left of the pop-in so we can close the pop-in
 - After clicking on the cross icon, the **pop-in should disappear** and the user should go back to the details look
 - If the pop-in is displayed and the user clicks outside the pop-in, the pop-in should close and the user should go back to the details look.
 - If user deletes his only look, then they should be redirected to the gallery page with "no look" (see US 1)**

E-business: reviewed



US 14: Delete my look from my beauty plan



Business requirements (2/2)

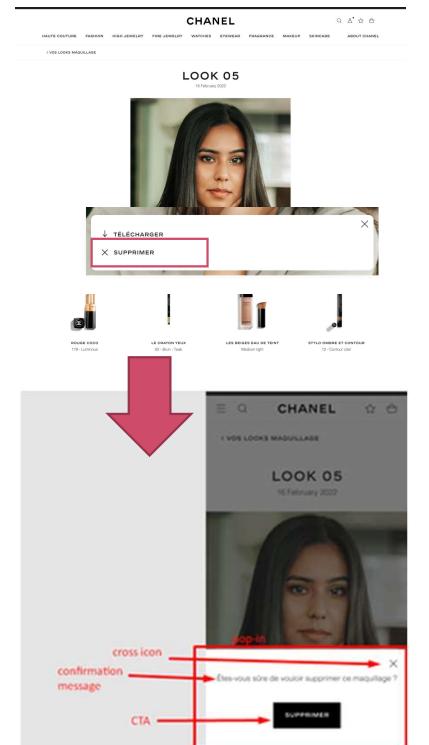
9. By clicking on “delete this look”, the user should go back to the Gallery page:
 - If user deletes his one out of 2 looks, then they **should be redirected to the gallery page with “one look only”**
 - If user deletes one out of several looks, then **they should be redirected to the gallery page with “more than one look”**
9. When a look is deleted: **the look URL must no longer be accessible** and a redirection to the parent page (=gallery for the MVP) must be done (if the user tries to access the look url again)

NB: Business rules for looks title generation in DCT :

10. If user has 10 looks and deletes **intermediate** look(s) (Look 07 and Look 08 for example), **the next look saved will be named Look 11**.
11. If user has 10 looks and deletes **the latest look**, i.e. Look 10, **the next look saved will be named Look 10**.
12. If user has only **one look** and he deletes it, **the next look saved will be named Look 01**.

Technical main tasks

- Call DCT to delete this look
- Handle DCT error in case of look does not exist



US 14: Delete my look from my beauty plan

Acceptance criteria

1. Access the menu

GIVEN THAT I'm a logged-in Chanel user navigating on Details look page
WHEN I click on "..."
THEN I should be able to see the delete option

2. See the confirmation popin

GIVEN THAT I'm a logged-in Chanel user looking for the option I can have from my detail look
WHEN I click on "delete this look"
THEN I should be able to see a pop-in displayed
AND that pop-in should contain a title, a description, a CTA and a cross icon

3. Go back to the details look page / click outside

GIVEN THAT I'm a logged-in Chanel user navigating on the delete pop-in
WHEN I click outside the pop-in
THEN I should go back to the detail look page
AND pop-in should disappear

4. Go back to the details look page / click on the cross

GIVEN THAT I'm a logged-in Chanel user navigating on the delete pop-in
WHEN I click on a cross icon
THEN I should go back to the detail look page
AND a pop-in should disappear

5. See no look

GIVEN THAT I'm a logged-in Chanel user navigating on the delete pop-in
WHEN I click on the CTA "delete this look"
AND it was my only look, so I don't have anymore looks
THEN I should go back to the gallery page with no looks

6. See one look

GIVEN THAT I'm a logged-in Chanel user navigating on the delete pop-in
WHEN I click on the CTA "delete this look"
AND it was the second look that I deleted so I should have only one look available now
THEN I should go back to the gallery page with one look

7. No longer see the deleted look on my gallery

GIVEN THAT I'm a logged-in user
WHEN I click on the CTA "delete this look"
AND it was the second look that I deleted so I should have still more than one look available now
THEN I should go back to the gallery page with more than one look
AND the look that I deleted should not be present anymore (e.g.: we should pass from look 09 to look 11)

8. No longer see the number of a deleted look

GIVEN THAT I'm a logged-in Chanel user who has several looks
WHEN I delete one look from the Look Detail page
AND I go back to the Gallery page
THEN I should not see this look anymore
AND the number of each look should remain the same

9. Keep the same looks order

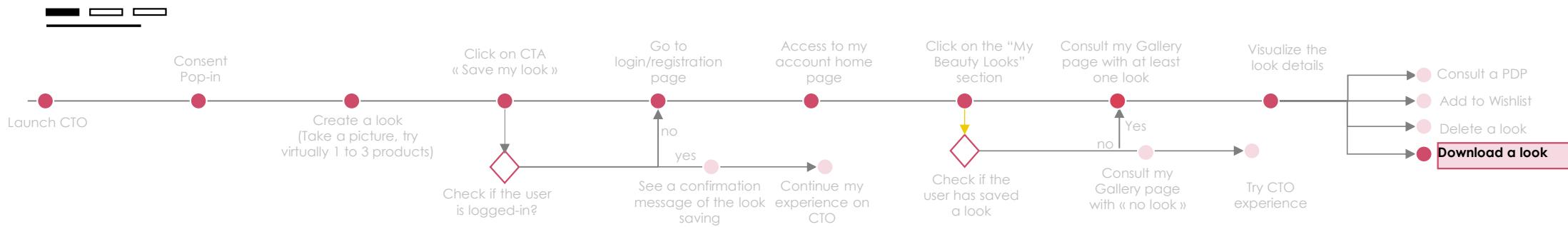
GIVEN THAT I'm a logged-in Chanel user who has several looks
WHEN I delete one look from the Look Detail page
AND I go back to the Gallery page
THEN I should not see this look anymore
AND the order of looks should not change

10. See the remaining data in DCT

GIVEN THAT I'm an admin person authorized to access the DCT in UAT environment
WHEN I delete one look from the Look Detail page
THEN I should only see the name of the look and the products references in the Salesforce Product Object

E-business: reviewed

US 15: Download a look from My Beauty Plan look details



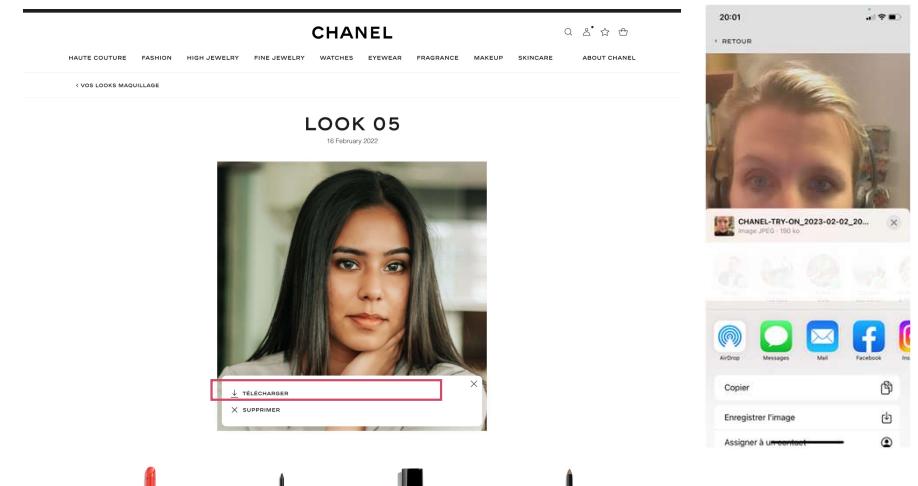
US description

As a logged-in user I want to **download the photo of my CTO look on my device**

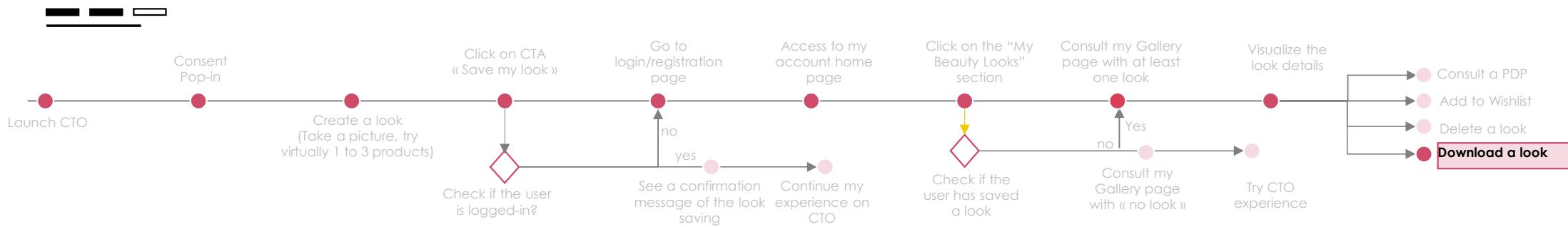
So, I can use the photo of my look out of Chanel.com

Business requirements (1/2)

1. Clicking on "..." I should be able to **see the "download" option**.
2. Clicking on the download option activates the downloading of the photo
 - i. Desktop: **the photo (only) should be downloaded** on the desktop and **be available within the downloaded file of the user's device**
 - ii. Mobile: the click on the download option opens the **native sharing options of the OS (iOS/Android)**. The user can choose to Save photo on their device or share it directly.



US 15: Download a look from My Beauty Plan look details



US description

As a logged-in user I want to **download the photo of my CTO look on my device**
So, I can access my look easily

Business requirements (2/2)

3. Content of the download:
only the photo is downloaded, **no product visual / name / SKU is displayed on the file downloaded.**
4. **Name of the file downloaded:**
Format will be universal Chanel-TRY-ON_year-month-day_hoursminutsseconds

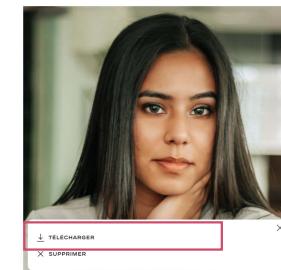


HAUTE COUTURE FASHION HIGH JEWELRY FINE JEWELRY WATCHES EYEWEAR FRAGRANCE MAKEUP SKINCARE ABOUT CHANEL

< VOS LOOKS MAQUILLAGE

LOOK 05

16 February 2022



ROUGE COCO

179 - Luminous



LE CRAYON YEUX

02 - Brun - Teck



LES BEIGES EAU DE TEINT

Medium Light



STYLO OMBRE ET CONTOUR

12 - Contour clair

E-business: reviewed

US 15: Download a look from My Beauty Plan look details

Acceptance criteria

1. Access the menu

GIVEN THAT I'm a logged-in user navigating on a "look details" page
WHEN I click on "..."
THEN the menu opens, and I should **be able to see the download option**

2. Download the photo on my desktop

GIVEN THAT I'm a logged-in user looking for the option I can have from my details look
WHEN I click on "Download this look" on desktop
THEN the photo of the look (only) should be directly downloaded on my device, and it should be named correctly.

3. Download the photo on my desktop / mobile

GIVEN THAT I'm a logged-in Chanel user looking for the option I can have from my details look
WHEN I click on "Download this look" on mobile
THEN I should see the native mobile sharing option for IOS or Android



4. Download the photo on my desktop / mobile

GIVEN THAT I'm a logged-in Chanel user looking for the option I can have from my details look
WHEN I click on "Download this look" on mobile
THEN I should see the native mobile sharing option for IOS or Android

Technical main task

Implement the binary download route

E-business: reviewed

US 16: Consider my language choices

US description

- As a logged-in user,
- If I change the language on the footer of the page,
- I should be able to see the content updated on the BP pages.

Business requirements

The language choices are the following:

1. **France:** 8 languages
 1. Deutsch
 2. English
 3. Spanish
 4. French
 5. Italian
 6. Dutch
 7. Polish
 8. Portuguese
2. **UK:**
 1. EN_GB
3. **USA:**
 1. EN_US
4. **Japan:**
 1. Japanese

If the User selects a country that is not listed above, then redirection to "My account" page.

Acceptance criteria

1.Change the language/ language considered by BP

GIVEN THAT I'm a logged-in Chanel user navigating in the Beauty Plan

WHEN I change the language via the menu of the footer of chanel.com

AND WHEN I selected one of the available languages of BP (French, English, Spanish, Italian, Dutch, Polish, Portuguese and Japanese)

THEN The content I see should be translated into the language I selected

2.Change the language / language considered by BP

GIVEN THAT I'm a logged-in Chanel user navigating in the Beauty Plan

WHEN I change the language via the menu of the footer of chanel.com

AND WHEN the language selected is not French, English, Spanish, Italian, Dutch, Polish, Portuguese and Japanese

THEN I should be redirected to the account homepage

Technical main task

Language resource files integration

Objective

Describes the features that will be implemented for Beauty Plan through the backlog and customer experience



Agenda

- 1 Beauty Plan user journey review**
- 2 Beauty Plan backlog definition**
- 3 Joint Backlog**

Transversal topics for MVP (which apply on all US)

Implementation point	Related US	Comment / Next steps
AD & Expertise requirements		
Design system (CTA & «equivalence of typography »)	Transversal TS	Meeting to plan in sprint 1 : Niji front Dev x AD, to add to Carroussel meeting
Implementing Design requirements (Carrousel)	Transversal TS	Meeting to plan in sprint 1 : Niji front Dev x AD (Audrey, Claude (+ TBC Audrey : designer DA GDS))
Implementing Tagging Plan (provided by Chanel)	Transversal TS	
Implementing Specs accessibility	Transversal TS	
Implementing Performance guidelines	Transversal TS	
URL requirements		
URL redirection #1 : Attempt to access the URL of a look that does not exist or no longer exists	US 11 – RG 12	AC à écrire dans US11 + US technique à faire (look qui n'existe pas)
URL redirection #2 : from account/beauty-experiences to account/beauty-experiences/virtual-makeup-try-on	Transversal TS	US technique à faire
Back button : inside and outside of Beauty Plan (on web & mobile) If user is on a Beauty Plan page and leaves it (navigation to go to another page, chanel.com or other) > click on back button (browser) > must return to the Beauty plan page that was consulted		
TS GDS (TBC) Implementation design to confirm meeting on 22/2 Included in GDS backlog. E2E tests to be done Acceptance criteria to write: in BP, outside BP, from BP from .com, from google		

DCT Backlog

ID	Description	Criticality for MVP	Impacts on DCT & chanel.COM	Next steps
#1	(Gigya ID x Market) to identify customers	Must have	DCT : minor evolution (=small configuration required on Salesforce) .COM : rework of calls to DCT	- Chanel.com must estimate evolution. - Niji : estimation is done. → Awaiting go no-go to made this evolution GDS + IT F&B
#2	Duplicate Customers created in salesforce	Must have	DCT : minor evolution (=small configuration required on Salesforce) .COM : Rework to handle DCT technical response	Add the right setting on Salesforce. Estimation on-going Niji
#3	Set up APIM calls to DCT	Must have	DCT : no impacts .COM : Rework on calls to change endpoint	Set up APIM for DCT IT F&B
#4	Returning number of looks for a service	Good to have	DCT : No evolution needed. Chanel : rework of calls to DCT	Decide if this evolution is in scope or not for MVP E business 15/2
#5	Handling of DCT non-JSON response to chanel.com	Nice to have	DCT : minor impact(=small development required on Salesforce) .COM : Impact TBC	Confirm if there is an impact on chanel.com before Niji intervention GDS 15/2
#6	Streamlining of Calls : rework of calls to DCT	Post MVP	DCT : minor rework .COM : major rework of calls	This evolution will be arbitrated post MVP.
#7	Amazon S3 Media Storage : extra folder addition (Appendix : S.32)	Post MVP	DCT : no impact .COM : Rework and impact TBC	Validated Niji solution and Confirm impact of the modification of the tree structure in AS3 for the storage of photos. IT F&B

GDS Backlog

EPIC 0 Create my looks		EPIC 1 Consult my gallery with no look	EPIC 2 In BP, consult my looks gallery with at least 1 look	EPIC 3 In BP, Consult one look in detail	EPIC 4 Manage my looks
DF 1	Access to a new section "My Beauty Look" (my account HP)	US 0 Set-up BP FE and BFF	US 3 Consult my gallery page with one look	US 7 Consult my look in details	US 11 Delete my look from my Beauty Plan
DF 2	Save a look from CTO experience	US 1 Consult my gallery page with no look - « Find your look »	US 4 Consult my gallery with more than one look (without arrows & lazy load)	US 8 Add a product to Wishlist	US 12 Download my look
DF 3	Authentication journey and banners	US 2 Consult my gallery with no look – access to « CTO dedicated page »	US 5 See all my looks (with arrows & lazy load) - desktop	US 9 Access the PDP	US 13 Consider my language choices
DF 4	Manage the BP activation		US 6 See all my looks - mobile	US 10 Consult my look with at least one product no longer available	DF 5 Delete my account

- Figma mock-up available [here](#)
- Market scope: MVP countries (FR, UK, JP and US (+ KR awaiting legal validation)) + all markets with CTO + My Account

DF: Dependency feature managed by GDS

US: Beauty Plan User Story

TS: Beauty Plan Technical Story

Objective

Describes the features that will be implemented for Beauty Plan through the backlog and customer experience



Agenda

- 1 Beauty Plan user journey review**
- 2 Beauty Plan backlog definition**
- 3 Appendices**

Missing inputs for MVP (21/02/2023)

Open points	Related US	Comment / Next steps
Delivery of complementary models/mock-up of the authentication journey	GDS - DF3	DA to share new mockup for non-logged user journey for registration & banners. @Mylène : Objective for 20/2 : all mock-up and validated orientations
Delivery of consent copies for CTO	GDS - DF2	Consent & corporate pages translation expected for <ul style="list-style-type: none">• Master copy (TBC Legal teams)• Final Translations (TBC edition team)
Need information banner wording and visual for product unavailability	US 10	@Mylène AD inputs to deliver (2 deliveries : 1 - Wording 2 – visual)

Beauty Plan backlog V2 (v1 refers to MVP scope)

#	Requirement	Status	Comment / Next steps
1	<ul style="list-style-type: none"> Products ordering – Contribution: Do we need real time contribution to change business rules for products ordering VS Evolution to build when Fundation product is added to CTO Related US : US3, US4, US5, US6, US7, US9, US10 	To assess (IT)	<ul style="list-style-type: none"> For MVP : hard coded with E business requirements. But should be easy to modify with dev. Need precision on business requirement : do we need real time contribution or not ?
2	<ul style="list-style-type: none"> Account revamp – number of looks : On the account page, the user must see the number of looks he saved (dependency Niji to clarify API evolution requirements and GDS to display the number of looks) – not blocking for MVP 	GDS To estimate	
3	<ul style="list-style-type: none"> BP Text contribution : Title and description should be managed via contribution and not properties TB validated @mylène 24/2 	To assess (IT)	<ul style="list-style-type: none"> Need precision on business requirement : do we need real time contribution or not ? Niji to propose technical solutions implementation to address Business need
4	<ul style="list-style-type: none"> Try my look again : Add feature « Essayer de nouveau » feature on Beauty plan user journey 	To assess (IT)	
5	<ul style="list-style-type: none"> Add a “feature flipping” to deactivate all pushes to CTO from the Beauty plan (e.g.when the CTO is down) <ul style="list-style-type: none"> - Display of the CTO card on the gallery page (1 look or more) - Adapt the No look page - (vX) : deactivate Try on (on single products) and Retry (on looks) 	To assess (IT)	CTO Card, No CTA to CTO (on off one shot in the BP interface)
6	<ul style="list-style-type: none"> Banner for discontinued product : US 10. AC 3 : E-Business had talked about displaying a banner only the first time a look is displayed with a discontinued product @Mylène to confirm 24/2 	BR to define	<ul style="list-style-type: none"> Detailed requirement to be defined by EBU.
7	<ul style="list-style-type: none"> Reaching maximum number of looks (500/5000) @Mylène 24/2 Business rules to define (GDS & BP app) => 	BR to define	<ul style="list-style-type: none"> Detailed requirement to be defined by EBU.

Dependencies identified for MVP Beauty Plan Experience

Direct Impact on MVP

GDS dependencies :

➔ **To Reach Beauty Plan** : several Open point must be planned and cost to integrate them on GDS Roadmap for Cadence 1.

Without them, the experience of Beauty Plan will not be deployed.

➔ **To interact and have a fluent navigation (come back)** :

the navigation rules and interaction between Chanel. com and the beauty plan must improve the user experience.

Those are essential but not blocking for MVP development launch.

Security requirements :

➔ **Additional system APIM for BFF call**

Securization could be mandatory and blocking.

Other Projects and Systems

➔ Interaction and synchronization on Chanel technical environment :

- Additional system block : DCT optimization, APIM...
- SSO globalization project
- Chanel.com roadmap and deployment
- All API evolution system : PEARL, Cloudinary, Gigya (each 3years), DCT (Salesforce & AS3),
- Tools and infrastructures evolutions/updates : Azure Dev ops, UAT/Integration environment,

➔ Beauty plan clusters framing : additional experience

- CTO Nails : integration of new US and new flow to collect Experience information.
- New Touchpoint : Moodboard with "Looks" setup

➔ Other dependencies :

- Legal : impact on countries roll out