

COMCAST Spaces People Questions Calendars Create ...

Dashboard / Home / Innovation  

# MiniMart

Created by Lisa Demusis, last modified on Oct 29, 2020

 **Description**  
The MiniMart will serve as a proof-of-concept with a limited set of SaaS products to test with customers. Designs will work to improve/solve the challenges of the current cloud marketplace.

---

## Vision & Goal

Be the premier destination businesses go to buy apps and accessories. Build an in-house cloud marketplace beta solution (aka "MiniMart").

## Problem Statement

The Cloud Marketplace has functional barriers that decrease awareness and inhibit purchase decisions and sales opportunities.

## Global Project Requirements

- Responsive, mobile-friendly build
- Integrated KPI reporting
- Hosted on its own subdomain (url tbd)
- Linked from business.comcast.com under Cloud Solutions nav item

## Global Browser Testing Requirements

### Desktop

- Chrome
- Safari
- Firefox
- Edge
- Opera

### Mobile

- Chrome
- Safari
- Opera (Android)
- Samsung Internet
- Firefox

---

## MiniMart Presentation Decks

File	Modified
>  MiniMart_VALT Kickoff.pptx	Aug 10, 2020 by Lisa Demusis
>  MiniMart_KPI Strategy.pptx	Aug 10, 2020 by Lisa Demusis
>  MiniMart_Product Vision.pptx	Aug 10, 2020 by Lisa Demusis
>  MiniMart_Strategy-Scope.pptx	Aug 10, 2020 by Lisa Demusis
>  MiniMart_Launch Strategies.pptx	Aug 25, 2020 by Lisa Demusis
>  AccountUserRoles.png	Oct 28, 2020 by Lisa Demusis

 Drag and drop to upload or browse for files



---

## URL Mapping

Full list of MiniMart URLs. The strings are not the actual verbiage that's used.  
/queries refers to a type of URL that is dependent on an input and can have numerous/infinite variations. Example: a search result page based off a

search input.

Pages labeled with **Redirect** indicate a link from MiniMart that takes the user to cloudsolutions.comcast.com or another existing Comcast page.

- Sign in - **Redirect** - bcp/cima portal
- Storefront: /home
- Product browse: /listing
- Search results: /listing/search=queries
- Product details (min 6 URLs) - depending on designs, each product could have numerous URLs - TBD
  - eComFax: /products/ecomfax
  - Chime: /products/chime
  - Norton: /products/norton
  - Companion: /products/companion
  - Zipwhip: /products/zipwhip
  - Alexa: /products/alexa
- My Products: /myproducts
- Cart: /cart
- Checkout - depending on designs and authentication there may be more URLs
  - /checkout-payment
  - /checkout-confirmation
- Footer - depending on designs there may be more URLs
  - *Product browse?*
  - **Redirect** - Live chat: <http://www.livehelpnow.net/lhn/livechatvisitor.aspx?lhnid=27836>
  - **Redirect** - Privacy policy: <https://www.xfinity.com/privacy/policy?pc=1>
  - **Redirect** - Terms of service (Visitor Agreement): <https://www.xfinity.com/corporate/legal/visitorAgreement?pc=1>
  - **Redirect** - Help & Support: <https://business.comcast.com/help-and-support/cloud-solutions>

#### User Account Roles

Comcast I&C	Comcast Customer Portal	Comcast SSO Role(s)
Business Owner	Primary Manager	OWNER
Administrator + BillPay Manager	Service Manager + Billing Manager	ADMIN + BILLP
BillPay Manager + Service User	Billing Manager	BILLP
Administrator	Service Manager	ADMIN
Service User	Service User	(undefined SSO role)

**Primary Managers, Billing Managers:** Have billing admin rights = ability to purchase (unsure if they can assign)

**Service Managers:** Have ability to assign

**Service Users:** Cannot purchase or assign

**Payment Methods:** Credit Card, Billing Account Number (BAN)

 Like    Justin Keith likes this

No labels 



Write a comment...

Powered by Atlassian Confluence 7.4.1 · Report a bug · Atlassian News

 ATLASSIAN

COMCAST Spaces People Questions Calendars Create ...

Dashboard / ... / MiniMart 🔍

**Feature Prioritization**

Created by Lisa Demusis, last modified on Oct 01, 2020

Edit Save for later Watch Share ...

## Backlog List

**MV = Minimum Viable**

Register button: Dev LOE Medium

- Currently in Cloud Solutions nav
- Redirects user to <https://business.comcast.com/myaccount/Registration/PrimaryRegistrationLanding>

Customer Acquisition Strategy

- A/B Redirect from Cloud Solutions - Unknown lift, most traffic, doesn't differentiate between existing vs. new

Feedback

1. Category selection dropdown (suggestion, issue, etc.)

Search

1. Categorized predictive search
2. Categorized/Sortable results page
3. Similar/Recommended/Collection product suggestions on results page

Shop page

1. Filtering/Categorizing
2. Collections opportunity

Product Detail pages

1. Desktop app device messages for downloading (identify when on tablet/mobile)
2. Lead collection feature
3. Sticky tab navigation
4. Back to Top button: Dev LOE Medium (3)
5. Recommended products
6. Similar products

My Apps page

1. Read only product list with links to Cloud Solutions for management
2. Actionable product list (See Account section for feature list)

Checkout

1. Custom feedback submission for post-checkout

Account pages

1. Dashboard (Recent activity)
2. Billing history
3. Company settings
4. Full app management
  - a. Manage users
  - b. Assign apps
  - c. Manage apps (Settings, users, subscription, history)
  - d. Saved orders

## Release 1 Features (November)

### Must haves

Complete / Doing / To Do

- Customer Acquisition Strategy (target existing accounts)
  1. Marketing email - Lowest lift, least amount of traffic
  2. Button added to nav
  3. *Splash page/banner (dependent on SiteBuilder implementation for the Marketplace)*
- Google analytics implementation
  - Internal/External views
- Feedback MV features:
  - Open text block submission
  - Email address field and willingness to be contacted checkbox
  - *Reach goal: Ranking/star rating or NPS*
- Nav & Footer
  - Sign in/Sign out account name & dropdown
- Promotional tags (New, Free Trial, Offer)
- Home page features:
  - Hero
  - Value prop banner
  - App cards/grid
  - **Collections**
  - FAQs
  - Cloud Solutions banner
- Product Detail page features:
  - Header
  - Description
  - Pricing block (sticky sidebar)
    - Add. Users in Pricing block: Dev LOE Medium (3-5)
    - Pricing card Authenticated: Dev LOE Small (2)
  - Get support
  - Info tabs
  - Edition comparisons - Dev LOE Large (3-5)
- Checkout features:
  - Billing info
  - Order receipt with global feedback call out
  - Custom header
  - Custom footer
- My Apps page MV:
  - Text statement with link to Cloud Solutions

COMCAST Spaces People Questions Calendars Create ...

Dashboard / ... / Meeting Notes: MiniMart

[Edit](#) [Save for later](#) [Watch](#) [Share](#) ...

## Technical Meetings

Created by Lisa Demusis, last modified on Sep 23, 2020

Jump to... [6/4/20](#) [6/10/20](#) [7/22/20](#) [7/29/20](#) [8/12/20](#)

Date	Attendees
23 Sep 2020	<ul style="list-style-type: none"> <li>@Lisa Demusis</li> <li>Kevin Switzer</li> <li>Ryan Seivers</li> <li>Chris Dath</li> <li>Ryan Sullivan</li> <li>Ben Janos</li> <li>Liz Royer</li> <li>Jordan</li> <li>Aidan</li> </ul>

Goals

- Review and discuss the options for the VoiceEdge Download flows for all user types

Item	Notes	Who
BVE Download Flows	<ul style="list-style-type: none"> <li>We can do whatever we want, but writing back to CS is probably more work</li> <li>Should probably just stick to the Marketplace flow for first release and finish a new flow as a fast-follower</li> <li>Want to create system diagrams to better visualize the API flows for various users</li> </ul>	Ben
Email API?	<ul style="list-style-type: none"> <li>Is there an API for sending request emails?</li> </ul>	Ben
Other products	<ul style="list-style-type: none"> <li>Does this need to be considered for other products? Ben           <ul style="list-style-type: none"> <li>Liz: Not the download-specific, but showing various states of the button in various situations, yes.</li> <li>Lisa: Needs to be considered for eComFax, Norton, VoiceEdge, and Chime</li> </ul> </li> </ul>	Lisa/Liz

VoiceEdge Download Permissions Variations - Authenticated

- Purchase Permissions, Company does not have app: User can check Terms box and Download the app from MiniMart.
- Non-Purchase Permissions, Company does not have app: User sees a 'Request App' button/message. 'Request App' sends an email to Company Purchase Permissions User.
- Purchase Permissions, Company has app: User sees a 'View in My Apps' button, directs them to CS My Apps.
- Non-Purchase Permissions, Company has app, User is Assigned (2 options): Logic on sign in, page load, or button click checks for Company has App? (yes) and User is Assigned to App? (yes):
  - 100% Marketplace option - Lightest Dev Lift: User sees a 'Get in Cloud Solutions' button/message, directs them to CS My Apps or whatever CS link you want.
  - MiniMart Custom option - Higher Dev Lift: User sees a 'Download' button. Button function bypasses the typical "Purchase" flow and writes back to CS so the App is displayed in CS My Apps after download.
- Non-Purchase Permissions, Company has app, User is Not Assigned: Logic on sign in, page load, or button click checks for Company has App? (yes) and User is Assigned to App? (no):
  - Possible Solution: User sees a 'Request Assignment' button/message. 'Request Assignment' sends an email to Company Purchase Permissions User. Unknowns:
    - Does an email like this exist?
    - What is the current CS Marketplace flow for this experience?

VoiceEdge Download Permissions Variations - Not Authenticated

- MiniMart displays the download panel with the checkbox. When user checks the box and clicks download, they are redirected to CIMA login. When user returns:
  - Purchase Permissions, Company does not have app: Download starts immediately.
  - All other variations are the same as the Authenticated Flows described in the above list.

Action Items

- Ben to create system diagrams for APIs and specific users
- Lisa to create a list of user variations (above)

Date	Attendees
16 Sep 2020	<ul style="list-style-type: none"> <li>@Lisa Demusis</li> <li>Kevin Switzer</li> <li>Ryan Seivers</li> </ul>

Spaces ▾ People Questions Calendars Create ...

Search ? 2 🔍

Dashboard / ... / Page & Feature Documentation

**Navigation & Footer (global)**

Created by Lisa Demusis, last modified on Jul 27, 2020

**Description**  
The navigation will be desktop and mobile friendly with its own structure. It will not be reliant on the Comcast Business or Cloud Solutions navigation structures.

**Objective**  
Host MiniMart on its own subdomain linked from business.comcast.com under Cloud Solutions.  
Create a custom navigation for MiniMart that is desktop and mobile friendly.

**On this page**

- Navigation objective
- Business requirements
- MoSCoW MVP feature list
- Functional requirements
- Knowns/Unknowns

---

**Business requirements**

- Hosted on new/custom subdomain
- Responsive, mobile-friendly
- Integrated KPI reporting
- Support non-authenticated and authenticated shoppers
- Access to help and support
- Access to product management for authenticated users
- Access to shopping pages
- Access to cart

---

**MoSCoW MVP Feature Lists**

<b>Must have</b>	<b>Should have</b>
<ul style="list-style-type: none"> <li>• Non-authenticated and authenticated states</li> <li>• Comcast Business logo</li> <li>• Link to Sign in</li> <li>• Link to Storefront</li> <li>• Link to Product Browse</li> <li>• Link to Cart</li> <li>• Accept cookies banner</li> <li>• Footer: Privacy policy           <ul style="list-style-type: none"> <li>• <a href="https://www.xfinity.com/privacy/policy?pc=1">https://www.xfinity.com/privacy/policy?pc=1</a></li> </ul> </li> <li>• Footer: Terms &amp; Conditions           <ul style="list-style-type: none"> <li>• <a href="https://business.comcast.com/terms-conditions-smb">https://business.comcast.com/terms-conditions-smb</a></li> </ul> </li> <li>• Footer: Help &amp; Support           <ul style="list-style-type: none"> <li>• Phone: (888) 426-6014 Monday-Friday 9AM-5PM MST</li> <li>• Email: <a href="mailto:business_innovation@comcast.com">business_innovation@comcast.com</a></li> <li>• Live chat support               <ul style="list-style-type: none"> <li>• <a href="http://www.livehelpnow.net/lhn/livechatvisitor.aspx?lhnid=27836">http://www.livehelpnow.net/lhn/livechatvisitor.aspx?lhnid=27836</a></li> </ul> </li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Site/Product search</li> </ul>
<b>Could have</b>	<b>Won't have (for MVP)</b>
<ul style="list-style-type: none"> <li>• Custom help &amp; support page (footer)</li> </ul>	<ul style="list-style-type: none"> <li>• Comcast Business L0-L2 navigations or footer</li> <li>• Cloud Solutions navigation or footer</li> </ul>

---

**Authenticated state:**

- Link to My Apps

---

**Knowns**

Known	Detail
Utilize custom subdomain	URL TBD

**Unknows**

Unknown	Answer	Date
Custom help & support page?	No	6/16/20
Site/Product search? What is the LOE?		

Like Be the first to like this

No labels 🔍

Write a comment...

Powered by Atlassian Confluence 7.4.1 · Report a bug · Atlassian News

ATLASSIAN

Spaces ▾ People Questions Calendars Create ...

Search ? 2 🔍

Dashboard / ... / Page & Feature Documentation

**Product Detail (page)**

Created by Lisa Demusis, last modified on Jul 27, 2020

**Description**  
The MiniMart product detail pages will leverage a template to host all information currently on Cloud Solutions.

**Objective**  
Create a replicatable page template that suits all products with few variations. Utilize the content on the Cloud Solutions page to leverage APIs instead of maintaining all site content manually.

**On this page**

- Product Detail objective
- Business requirements
- MoSCoW MVP feature list
- Functional requirements
- Knowns/Unknowns

---

**Business requirements**

- Responsive, mobile-friendly
- Integrated KPI reporting
- Support non-authenticated and authenticated shoppers
- Include product descriptions, technical details, and edition comparisons
- Access to learn more and buy
- Support

---

**MoSCoW MVP Feature Lists**

Must have	Could have
<ul style="list-style-type: none"> <li>• Navigation + Footer</li> <li>• Content from Cloud Solutions</li> <li>• Edition comparisons</li> <li>• Buy buttons</li> <li>• Support information</li> </ul>	<ul style="list-style-type: none"> <li>• Reviews</li> <li>• Star ratings</li> <li>• Testimonials</li> </ul>

---

Should have	Won't have (for MVP)
<ul style="list-style-type: none"> <li>• One new product description - manual content management</li> </ul>	<ul style="list-style-type: none"> <li>• Recommended product trays</li> <li>• Similar product trays</li> <li>• Suggested for you product trays</li> </ul>

---

Knowns	Unknowns
<b>Known</b> Product descriptions from Cloud Solutions aren't consistent in any way.	<b>Unknown</b> How much of the content will we need to manually manage?  Will we be able to leverage the APIs for the content and style it as per the designs?
	Answer Date No labels

Like Be the first to like this

Write a comment...

COMCAST Spaces People Questions Calendars Create ...

Dashboard / ... / MiniMart 🔒

Edit Save for later Watch Share ...

## Content Reference

Created by Lisa Demusis, last modified on Oct 22, 2020

① **Description**  
All of the various Product detail content will be kept on this page as a reference.

**On this page**

- FAQ content
- Product detail content
- Checkout content

### Home page Content

#### FAQs

Click here to expand...

---

### eComFax

**Product Header:**  
FAX  
Digital, cloud-based fax solution

**Product Detail Description**  
Click here to expand...

<https://www.youtube.com/watch?v=M1ToE0P-Xy0&t=2s>

**Send and receive faxes digitally**  
Send and receive faxes in a clean, safe and reliable way, to any recipient, from any application, device or location. With eComFax, you can keep your current number or create a new number to support all of your domestic and international faxing needs. See the "Editions" section below to select the best features to suit your business.

**Product Detail Questions/FAQs**  
Click here to expand...

**How do I send a fax?**  
Faxes are sent 2 ways: The first is to access the "My Apps" section of the [Cloud Solutions Marketplace](#) with your eComFax assigned username and password. The second is by using your email connected to eComFax, using a pin number and email format: number@fax.ecomfax.com

**Can we still use our fax machine to send a fax or is it all done via the computer?**  
After subscribing to eComFax there is no need to use a fax machine as everything becomes automated in an electronic way. We enable you to send and receive faxes electronically using your email client. Sometimes customers want to keep using the fax machine and this is possible, however, with the aim of decreasing your equipment and maintenance costs, we advise you to eliminate any hardware you currently have, such as your fax machine.

**What does porting mean?**  
Porting is related to carrying your existing fax number over to eComFax. This means you can keep the fax number you already have and use it within eComFax. Non-porting, on the other hand, is an option where through eComFax you get a new number.

**What does SOHO mean? What does SMB mean?**  
SOHO is a Small office or home office and SMB is a Small/Medium Business.

**Are there overage charges or any other charges per page?**  
If you exceed your monthly credits you can purchase additional credits for that month.

**What happens if I upgrade editions in the middle of a billing cycle?**  
You will get charged a prorated amount for the upgrade and the billing cycle resets on the upgrade checkout date. You will get immediate access to the new edition features when you upgrade.

**What happens if I downgrade editions in the middle of a billing cycle?**  
You will get charged a prorated amount for the downgrade and the billing cycle resets on the downgrade checkout date. You will get immediate access to the downgraded edition.

**What happens if I cancel a subscription in the middle of a billing cycle?**  
When you cancel your subscription to an application you will no longer have access to that application. We do not provide refunds on paid subscriptions.