**RKWLTD.COM**

**Functional Brief**

**Over-all Functions of Site**

Allow search and browsing of RKW’s current product range – Stock status should be shown, if OOS but on order to the business next in-stock date should be shown. Stock availability and figures should be no more than 15 minutes out of sync with Dynamics NAV.

Allow customers to log in – Logins should be issued from Dynamics Nav but passwords should be set by users on their first visit (from confirmation email of log-in creation generated by site) and then managed from within the website itself.

Product Pricing – Once logged in customers should see prices for products as they would be charged (based on Dynamics NAV Sales Prices and Item Records).

Ordering/ Quoting – Logged in customers should be able to place an order for supply of goods, and to build up a prospective order and save this for final amendment and placing at a later stage. Any order placed should be represented in Nav within 15 minutes of being placed and show the RKW Sales Order reference on the site within the same time-frame.

Account Tracking – Logged in users should be able to see their orders and their statuses (although filtered to trade orders by default and then only orders placed in the last 12 months), ~~see any paid and outstanding invoices and see if they have enough credit available for a new order (if not we should still capture the order and handle the lack of credit separately though)~~.

Product information – Customers should be able to download manuals, imagery, videos and line form information for products they have bought or are interested in.

Search – The products available via the search should not include EOL OOS items but these products should still be maintained on the site for 2 years after they reach this status in order for linking from past orders and saved links to work.

Salespersons functionality – Our salespeople should be able to log into the site and: -

1. See the view a customer of their gets complete with the customers pricing, order and account statuses
2. Build a saved basket~~/ quote~~ for a customer, ~~including setting a custom price for that customer that will generate a Sales Price in Nav as well as the~~ that will only become an order if confirmed by the customer after the rep has finished

**Structure of the Site**

For the purposes of describing the sites functionality and data requirements in a sensible method to guide development sprints the rest of this document will break down into the following: -

Header – Things that appear on every page/ view at the top of the screen

Footer – Things that appear on the bottom of every page/ view but may require scrolling to get to dependant on final graphical design

Menu – The main menu of the site sitting just underneath, or forming part of, the header

Home Page – The first page/view that loads when a visitor navigates to the sites address.

Product List/ Category Page – A page containing multiple products arrived at via either clicking through the menu or searching the site.

Product Page – A page relaying information about one particular product.

Account Page – A page relaying information about the customer’s account and orders.

Checkout Pages – A number of views where a user can see the products in their basket and place an order.

Static Pages – A number of pages with static information on them required to be provided for policy information etc.

Within each of these sections below this document will attempt to identify which information should be displayed to the user and what functionality should be accessible from each page or view.

**Header**

The header area of the site should not only add to the branding and identity of the site and business but also provide navigation for the usual suspects: -

* Company logo linking to home page
* Log in/ out for users
* “My Account” or similar
* Basket access

The site’s search functionality should be placed in the header area to keep it visible at all times on the site from any page.

The telephone number for the sales office should also be displayed prominently in this area.

**Footer**

This is the place for all the things we expect registered users to need but not too often: -

* Links to all static pages (see later section), these may be grouped into sections by type
* Copyright disclaimer including company registration number and VAT registration number
* Any logos relating to the payment gateway in use on the site or similar
* The company telephone number and email address (sales@) should also be re-stated here

**Menu**

The top level of the menu should be permanently displayed as part of the “Header” to keep it accessible from all pages on the site. Each of these top-level categories should be clickable but also allow for a menu to expand downwards on mouse over to provide access to the separate categories of goods and information underneath (if sub-categories exist). Nearly all clicks on an item in the menu will result in navigation to the Product List page with a filtered selection of items.

Menu categories need to be largely data driven and work to define product categories to be used and their mappings as a business is on-going at the time of writing. However dependant on design some may also include informational or filtered product selection (i.e. shop by brand, shop by price point etc).

Not all top-level menu items will have sub-categories and an expanding menu. For example a clearance category will need to be created to link to a filtered set of products marked as for clearance in the Product List page.

**Home Page**

This page exists purely to sell the business to new prospective clients. As such products are not per se reflected here in any way other than content. The actual details of this page will need to be defined as part of the graphical design of the site but heavy use of banners, blocks and sliders is to be expected with each of them having specific functionality to link to static pages or filtered product sets at the time of graphical design completion.

**Product List**

This page is the main one used for product discovery and as such requires a lot of attention. At its heart the main space on the page will be given over to a series of cards listing products (filtered, search results, category specific etc.). Each product card should display: -

* An image (particularly hero image with first lifestyle displayed instead on mouse-over the card)
* If logged in the customer should see RRP/SSP and their price. If not logged in just RRP and SSP should be displayed.
* The product brand (potentially as a logo rather than text)
* The product description
* An items availability status (quantity if Available in WH NROA, restock date if inbound or statement of OOS and expected soon
* An indicator if the product is priced for clearance

This page has the following functionality requirements: -

* Filtering and search refinement
  + Brand
  + Product category
  + Colour
  + Price range based on RRP/SSP
  + Minimum qty available now
* Quick ordering – a qty should be able to be added to the basket from the cards in this view
* Clicking on a product card should open the Product Page for that item
* Ability to specify the logged in user should be emailed when an OOS item is back in stock (non-logged in customers should be prompted to log in when clicking this)

**Product Page**

This page is where we show off a product and everything about it. As such the page should contain: -

* The brand and title of the item
* An area with all imagery and video for the item displayed and navigable
* The bullet pointed specification
* The textual descriptions recorded in Nav
* If logged in the customers price as they will be charged when ordering at the time
* The RRP & SSP
* The Ti Hi, pallet qty, carton Qty (inner and outer if applicable)
* The item dimensions
  + Item only
  + Product packaging
  + Carton
* The gross and net weight of the item in its packaging
* The gross and net weight of the carton
* An items availability status (quantity if Available in WH NROA, restock date if inbound or statement of OOS and expected soon
* Country of origin
* An indicator if the product is priced for clearance

Functionality here is also significant and users should be able to: -

* Add an item to the basket specifying qty in pieces, cartons or pallets
* Remove an item already in the basket from that basket or adjust the qty
* Download all imagery, videos and product manuals individually
* Download a powerpoint specification sheet detailing the product
* Ability to specify the logged in user should be emailed when an OOS item is back in stock (non-logged in customers should be prompted to log in when clicking this)

Where products are also produced in different variations/ colours this should also be highlighted on this page and allow the users to navigate between the Product Page for the item they are on and the variant.

Where products are part of a “sub-brand” or “Range” these should also be highlighted on the Product Page and allow navigation between the items. If not items of related categories from the same brand and in the same colour should be highlighted instead.

**Account Page**

This page is to allow customers to manage their account and should allow them to: -

* View the details of past orders with their status (preferably through a graphical representation)
  + From the detail view of orders customers should also be able to click through to the Product Page for item information
  + Download their order summary as an excel sheet with all line form information
  + Download a powerpoint of the spec sheets for the products on the order as a single document (rather than individuals from the Product Page)
  + Repeat the order from one button click that will only then require them to give a new order reference.
* Initially we would like the user to be able to request an invoice via email from the list of completed orders rather than seeing it from this area
* Customers should be able request a statement of account from this area
* Although not expected to be used at go live we may choose to make customers available credit limit available on this page in the future
* See a list of their addresses (but not add to them as that would need to be done by contacting the sales office, and not addresses marked as DD), this should be done with a form to request addition of a new address that emails it to the sales office and when they add the address to the account in Nav and it is synced up to the website

**Checkout Pages**

This area is actually a set of pages. On this site no customer will be able to make a payment initially as we have decided not to pay the card fees associated with payment online. Trade account customers with a credit limit should be able to do all the normal things with their basket and then confirm their order, with a selection of address and entry of their unique reference for the order being enforced. After this is done the order should be pushed to Nav and appear under the customers account on the website giving its status within 15 minutes (including internal RKW reference rather than a website based order reference).

A pro-forma customer should see the order as “awaiting confirmation” and at the final stage of confirming their order be prompted to make a BACS payment giving our account details and a copy of the pro-forma invoice, instructing them to put our order reference on the payment so that we can confirm their order. Orders in this status should sit at a status of awaiting payment but still sync to Nav in that state there.

Each time the basket is loaded we should check all items in the basket to make sure they are still in stock and that the price for the logged in customer has not changed, in this way we will account for inactivity between items being added to the basket and the checkout process happening.

Carriage on orders is dependant on area of delivery and the site will need to display a message in the basket pages if an order falls below the carriage paid amount for the area of the selected delivery address. The exact figures are to be confirmed but orders are not to be rejected for not meeting this limit, instead users should simply be informed that their order may require an additional amount ot be added to it for delivery and if that is the case they will be contacted by the sales team to discuss.

**Static Pages**

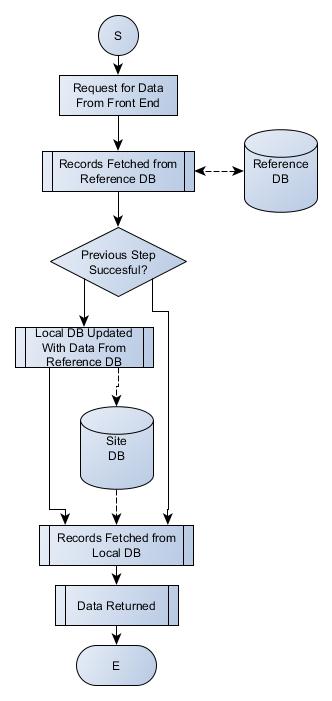
As with all sites there are a number of static pages required. Content for these is normally simple text blocks but some may differ a little. These are: -

* About us – explaining all about who RKW are
* Our showrooms – covering the multiple showrooms the business has and explaining how to arrange to come and see us
* Trade account registration – giving access to the account registration form to be completed and sent to RKW to open a new account
* Contact us
* Delivery Information
* Returns & Cancellations policy
* Site terms and conditions
* Privacy & Cookies policies
* Find an Account Manager – this will actually be interactive taking a prospective customers product code and using the county and business type to choose which salesperson to allocate then showing their photo, telephone number and email to initiate contact.

**A Note on CDN Databases**

As we are to sync data by pushing to our web hosted MySQL reference DB and pull from there to the site on demand it is worth looking at this process as part of this specification.

With any request for data provision coming into the back-end from the fron-end of our site the data should be attempted to be retrieved from the reference database, then if successful written into the local database at that time. Whether successful or not this should be followed immediately with retrieval of the desired records from the local database before the response message is generated from that last data-set. In this way the site will update itself against the reference database with use. This pattern is illustrated below.



It may be advantageous to also schedule an update overnight but this is in no means essential as long as the data transmission times between the reference database and the RESTful API on the back-end server is fast enough.