

High Level Requirement

Optimus – eCommerce Reference Site

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# Executive Summary

## Purpose of document

This document contains the requirements for the eCommerce Reference Site project, the requirements will be outlined from a business perspective and will not contain any technical details; this document will enable a clear understanding of the requirements to be obtained by all of the project team, and therefore enable a project impact assessment to be completed, and the project to be estimated, but it won’t contain all of the detailed requirements for the solution – these will be discussed and agreed during the development phase of the project.

## High level outline of project and business benefit

The eCommerce Reference Site is an example implementation of the functionalities available within an eCommerce site; it is used by the Optimus core development and testing team to implement new functionalities, and by the Sales Teams to demonstrate the implementation to potential and existing clients.

Note: all email communications are triggered by Optimus applications rather than by the reference site itself e.g. order confirmation email is part of the eCommere core application.

Figure 1 - High level process flow for completing an order on the eCommerce Reference site.

There will be two forms of reference site:

1. A version used for demonstrations during sales pitches etc. to external clients.
   1. This version will use stub technology so that the site looks fully operational whilst not requiring all of the other systems to be available.
2. A version used by the project and in future the implementation teams for testing integration for all Optimus systems etc.

# Document Control

## Versioning

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Ver. # | Change Description | Release Reference | Date | Author |
| 0.1 | Implementing phase 1 of Optimus eCommerce core | 1.0 | 3/10/14 | Sarah Toogood |

## Reviewing information

|  |  |
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## Review history

|  |  |  |
| --- | --- | --- |
| Document Ver. # | Reviewers | Sign off status |
|  |  |  |

# Requirement Specifications

## Branding & Design

### Requirement statement

The eCommerce reference site is easily branded for a client. This includes domain names, logos, background, button, menu and text style and colours.

### Requirement scenarios

1. Domain names can be specified by the client to suit their needs.
2. The colours on the website can be specified by the client e.g. text colour, menu, background, buttons etc.
3. The text styles can be amended to meet the client’s requirements.
4. With the CMS usage the eCommerce reference site page layouts can be amended to reflect the client’s requirements. Within user journeys there will be some limitations e.g. basket must come before a checkout.
5. Customer can have key branding elements customized, e.g. logos, favourite’s icons.

## Home Page

### Requirement statement

The home page will provide a central landing page for potential and existing customers. Provide easy navigation to the user journeys on the site, whether this is browsing for products, logging into their account, or completing a purchase. The homepage will also be a starting point for key marketing activity, e.g. product promotions.

### Requirement scenarios

1. The home page functionality will include:
   1. Key promotion area
   2. Access to key journeys
   3. Promoted products
2. Key promotion area consists of animated slideshow banner.
3. Access to key journeys – e.g. banner, content or button area with a link to the starting point for a key journey on the website.
4. The promoted products functionality is a way of a site administrator/product manager promoting key products that customers would be most interested in, e.g. key products for a category, new products, best sellers, highest rated etc.

## Header, footer and menu navigation

### Requirement statement

The eCommerce reference site will have a header, footer and menu navigation. These are used by a customer to easily navigate around the site and access key information.

### Requirement scenarios

1. The header will contain key information e.g. link to basket (and in future phases’ link to login/logout and My Account), and the search bar.
2. The header, footer and menu navigation will adhere to all branding.
3. The footer will contain key information links (e.g. privacy policy, terms and conditions etc.) and also contain logos to key accreditation.
4. The footer will also contain copyright information.
5. The menu will have a link to the home page, product listing page(s), and other key information pages (e.g. About Us and/or Contact Us).

## Product Listing, Search Page and Filter Options

### Requirement statement

There is a product listing, search and filter page(s), these enable the customer to find products that are of interest to them. The product listing and search pages would be formatted to suit the product type (e.g. physical products, price plans and services).

### Requirement scenarios

1. There are two type of pages:
   1. Product listing, with filter options
   2. Search results page with filter options.
2. The product listing page:
   1. Is easily accessible, e.g. through links on the homepage, or from the menu.
   2. Optimised for SEO, to help drive natural traffic.
   3. Show key information to entice the customer to either view more details, or purchase the item (e.g. product image, name, price and teaser description).
3. Search result page:
   1. Is accessible through the use of the search box in the header, or through a link.
   2. Search options would be dependent upon the product type e.g. size, colour, brand, product category etc.
   3. The customer can search, and refine their results easily using the filter options.
   4. The search results format is similar to those on the product listing page, to ensure consistency in the customer experience.
4. The filter options:
   1. Can be easily added or removed.
   2. Are dependent upon the product types that are in the search.
   3. Only see filter options which have matching products, i.e. cannot get zero results.

## Product/Bundle Details

### Requirement statement

The eCommerce reference site will have a detailed product/bundle page; this would be formatted to suit the product/bundle type (e.g. physical products, price plans and services).

### Requirement scenarios

1. There is one product/bundle detail page for each product or bundle of products.
2. The format of the product/bundle detail page is specific to the product type.
3. The product detail is accessible from anywhere the product is displayed on the site, e.g. homepage, listing page, search results etc.
4. The page is optimised for SEO, to help drive natural traffic.
5. The product/bundle detail page will show the product/bundle image(s), product/bundle name, price(s), key information, detailed description, links to reviews (if available) and ability for the customer to add the product/bundle to their basket.
6. For product variants, there is one product page, and the customer selects the specific product variants by selecting option(s) on the page e.g. size, colour etc.
7. Note: hidden items within a bundle would not be specified on the product detail page; this is managed through the Product Catalogue.
8. Each product version has its own product detail page, and there is no clear link between the different versions.

## Cart

### Requirement statement

The reference site contains the cart functionality that is integrated with the eCommerce core.

### Requirement scenarios

1. See eCommerce core HLR for the functional details.
2. The cart is branded as per the reference site branding requirements.
3. The cart has links to enable customers to continue shopping, or proceeding through the customer journey (e.g. checkout (in phase 1) or select the next product in a constructed bundle (not in phase 1)).

## Checkout

### Requirement statement

The reference site contains the checkout functionality that is integrated with the eCommerce core.

### Requirement scenarios

1. See eCommerce core HLR for the functional details.
2. The checkout is branded as per the reference site branding requirements.
3. The customer is able to continue the checkout journey or return to the basket to amend their order.

## Payment Page

### Requirement statement

The reference site contains the payment functionality that is integrated with the eCommerce core.

### Requirement scenarios

1. See eCommerce core HLR for the functional details.
2. The payment page/section is branded as per the reference site branding requirements.
3. Once the necessary payment step(s) (depends upon the payment method) is complete the customer can continue their order journey.

## Order Confirmation Page

### Requirement statement

The reference site contains the order confirmation page functionality that is integrated with the eCommerce core.

### Requirement scenarios

1. See eCommerce core HLR for the functional details.
2. The order confirmation page is branded as per the reference site branding requirements.
3. The customer has the option to print their order details.

## Static Content/Information Pages

### Requirement statement

The reference site will contain a series of static content or information pages, e.g. about us, terms and conditions etc.

### Requirement scenarios

1. The content (text, images, layouts etc.) of the static pages is provided by the CMS. These pages are created, managed and controlled from the CMS (including translations).
2. These pages are accessed from the homepage, menu, header and footer.
3. The pages that are created for the reference site are:
   1. About Us
   2. Terms and Conditions
   3. Benefits of shopping
   4. Privacy & Cookies Policy
   5. Contact Us
4. The site map is optimised for SEO.

## FAQ

### Requirement statement

The reference site will contain an FAQ central page, which has the necessary information to help a customer with common queries e.g. how to return a product.

### Requirement scenarios

1. The customer can access a page on a FAQ topic, e.g. returns, and then see a list of common questions and see the information relating to those questions.
2. FAQ subjects include delivery (options and process), returns etc.
3. The content (text, images, layouts etc.) of the FAQs is provided by the CMS. These pages are created, managed and controlled from the CMS (including translations).
4. In phase 1 the customer cannot search the FAQs.
5. The site map is optimised for SEO.

## Site Map

### Requirement statement

The reference site will have an automatically generated site map provided by the CMS.

### Requirement scenarios

1. The site map will cover all functional and content pages (product listing and detail pages, as well as the static content pages and FAQ).
2. The site map is optimised for SEO.

## Google Tag Manager Integration

### Requirement statement

The reference site pages will support tagging through Google Tag Manager. This will enable marketing agility (for tracking conversion, site analytics, marketing campaigns, content experiments etc.).

### Requirement scenarios

1. The reference site will be integrated with Google Tag Manager, and access will be provided to the necessary Implementation Team members, and client site administrators (inc. marketing team(s) if necessary).
2. The tagging functionality is provided by the Google Tag Manager application.

# Requirement Specifications: Generic

## Generic requirements

### Requirement statement

The eCommerce reference site will adhere to the generic Optimus requirements (see separate HLR).

### Requirement scenarios

1. The following generic requirements are supported:
   1. Multi-region
   2. Multi-language
   3. Multi-currency
   4. Omni-channel
   5. Multi-device
   6. Multi-site
   7. Sales tax
2. The system will be monitored, as per:
   1. System health check
   2. System alerts
3. The system will support reporting, as per:
   1. Strategic reporting – through Google Tag Manager/Google Analytics.
4. There are no generic requirements which are not supported.
   1. Operational information – not applicable, as the information displayed and captured through other applications which would manage this.
   2. Multi-tenanted – not applicable, as each reference site would be client specific.
   3. Audit logging – not applicable, as the information captured is provided through other applications which would manage this.
5. The reference site will be compatible with:
   1. The latest editions of Internet Explorer, Firefox and Chrome (at the point of go-live), and the latest Safari for Mac (at the point of go-live).
   2. The site will also be backward compatible with:
      1. Internet Explorer 9 and up.
      2. The site will not be tested against older versions of other browsers.

## System integration

### Requirement statement

The eCommerce reference site will be integrated with the other Optimus systems to both obtain and display information to enable the business processes to be completed.

### Requirement scenarios

1. The eCommerce reference site will be integrated with the following Optimus systems:
   1. eCommerce core – for cart, checkout, payment and order confirmation functionality.
   2. Product Catalogue tool – for products, services and pricing information.
   3. Stock orchestration module – for information on stock levels.
   4. CMS – for content information.
2. The eCommerce reference site will be integrated with the following 3rd party systems:
   1. Google Tag Manager – for tagging
   2. Google Analytics – for strategic reporting.
3. Integration can be completed via different methods e.g. using native java and web services.
4. There won’t be any reporting on the system integration.
5. The system integration feeds & services will be monitored to ensure that the services and available and the data is being received and sent correctly, and without issue. This would be through the system health check and alert functionality.

# Glossary

| **Term** | **Description** |
| --- | --- |
| Cart |  |
| Bundle |  |
| Catalogue |  |
| Checkout |  |
| Constructed bundle |  |
| eCommerce core |  |
| FAQ |  |
| Filter options |  |
| HLR |  |
| Order confirmation page |  |
| Product detail page |  |
| Product listing |  |
| Product type |  |
| Product variant |  |
| Product version |  |
| Reference site |  |
| Search page |  |

# Data Confidentiality Statement for this document

## Confidentiality Policy

This data confidentiality policy is intended to:

* Protect sensitive company data
* Support the communication of company data on a ‘need to know basis’

This policy is applicable to all information within and relating to the **High Level Requirement: Optimus Reference Site**. Failure to comply with the policy may place the EXPANSYS group companies and subsidiaries, suppliers and clients at serious risk and/or result in financial loss. Failure to comply with the policy when handling data may be considered a disciplinary offence.

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The business owner for the High Level Requirements: Optimus Reference Site is Mark Grant; all queries relating to the confidentiality should be directed to this person.

## Intended audience

[If this is restricted 3rd party and unrestricted internally, then modify this section to be restricted 3rd party audience only.]

| **Company** | **Role** | **Name** |
| --- | --- | --- |
| **[Company]** | **[role of document owner]** | **[name]** |
| PJ Media Limited | Business Analyst | [name] |
| [company] | [role] | [name] |

## Intended audience audit

| **Version #** | **Change Description** | **Date** | **Author** |
| --- | --- | --- | --- |
| 0.1 | Created intended audience | dd/mm/yy | [name] |