Updated Terms of Reference Bank of Ireland Home Journey Responsive build

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| **Summary** | This Terms of Reference Defines the key deliverable for the project and accompanies miles stones document outlining key delivery dates and feedback & peer reviews.  **Project Outline**   * The Shared Services Team has been asked to take the existing Bank of Ireland journey and make it mobile friendly * The Team will provide expert reviews and prototypes leading to fully visual designs and HTML/CSS templates * The new capability will be cross-browser and mobile browser/platform compatible. Building a capability that is fit for the future * Review stages will be worked into the timelines to allow feedback |
| **Shared Services Project team** | * Neil Mercer - Global Business Partner * Stuart Trevithick - Head of Design / Project Lead * Paul Chapman – Visual design * Phil Carr - UI Developer * Matt Begin - Analyst |
| **Local Team Distribution** | * Kirk Dunford - eBusiness Project Manager RSA * David McGuinness - Business Analyst RSA |
| **Document history** | V1.0 |
| **Background** | **Currently:**   * Bank of Ireland current home product journey isn't currently optimised for mobile use * Mobile browsers and commerce doubling every year |
| **Glossary of Terms** | **CoE**: Centre of Excellence(Horsham based) |
| **Objectives** | **Objectives:**   * Increase usability on mobile by creating a responsive version of the current journey * Use design patterns created for Tesco/Bank of Ireland motor responsive journey |
| **Scope & Deliverables** | **Project scope**  To provide User Experience, Design & Front-end Development for Tesco home journey  **UX**   * Provide competitor/best in class reviews * Analytics deep dive to surface common drop off points * Provide usability review identifying areas for improvement * Create a set of design principles to outline key success criteria * Report summarising results of UX work and recommendations   **Design/UX**   * UI Sketching to map out any design changes needed * Low-fi Axure mobile wireframes of the full journey * High-fi Axure mobile prototype of Quote Summary page * Visual designs   **Development**   * Production of HTML/CSS templates for all pages * Cross browser testing based on current \*NFRs   **Analytics**   * Initial analysis of current home journey * Implementation of Omniture tags on current journey * Implementation of Omniture tags on new journey   **Support**   * During implementation of front end code (4 days) * Post live (1 day per week for a month) (4 days) |
| **Project Approach** | * Using information found during discovery phase provide a full report and low-fi prototype (Axure) for Kirk and David to gain buy-in for change within the RSA Ireland team. * Present findings and hi-fi prototype Axure (full journey) to Bank of Ireland (visit to Dublin). * User testing of Home quote summary options (if required) * Create home journey based on current design patterns, deliverable will be style guide rather than creative's of each page * Create HTML/CSS of full journey * Delivery and implementation support |
| **Cost Benefit case** | **See objectives of the Project:**  To be confirmed by Tesco team |
| **Impact** | To be confirmed by Tesco team |
| **Dependencies/Risks/Issues** | * Review period slippage * Sickness in team * Scope creep * Availability of RSA project team (David/Kirk) * User testing results |
| **Measurement Targets** | To be agreed with the Local Team |
| **Project Lead** | Stuart Trevithick |
| **Project Sponsor** | Neil Mercer |
| **Project Plan** | See Milestones document |
| **Budget** | Budget will be used from the Global eBusiness budget that has been agreed. |
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