



Shoppe in Style - Accessorize

Minor Project

Disclaimer

This Software Requirements Specification document is a guideline. The document details all the high level requirements. The document also describes the broad scope of the project. While developing the solution if the developer has a valid point to add more details being within the scope specified then it can be accommodated after consultation with IBM designated Mentor.

INTRODUCTION

The purpose of this document is to define scope and requirements for company launching a range of accessories on their website. With a tough competition having its presence in the Internet world, the company focused on its strategy to leverage the state of the art search capabilities available on the WEB. “Accessorize” tool is proposed with the following objectives.

1. Simple and intuitive interface to enter the range of products.
2. Automatically generate the html page for publishing on their website.
3. Each product in their range shall be published as Rich Snippets. They will comply with the Microdata format requirements of Google’s shopping search view.

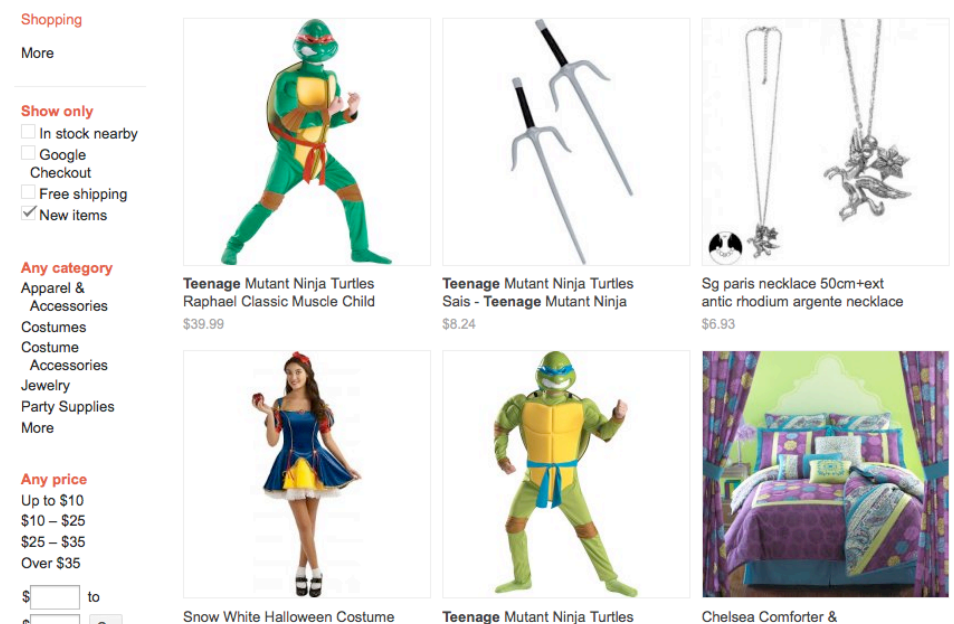
This document is the primary input to the development team to architect a solution for this project.

System Users

The company’s brand marketing team shall use the tool to upload and manage range of accessories being marketed online.

REQUIREMENTS

The Accessorize tool is required to capture and store the product range in a format understood by the Google’s shopping search. The following layout is a sample search result of a user looking to buy “teenage accessories”.



On Google.com, the Shopping view displays the content in Rich Snippet format displaying the product image, name, brand, price, availability and lot more. The left panel displays the options for narrowing down the search on the basis of New items posted, category or price range or availability.

Create/Maintain Range of Products

The tool will display an intelligent form for capturing required product details to ensure automatic HTML publishing, compliance with shopping micro format by construction.

The form will include the Rich Snippet fields such as Picture, Brand, Product Name, Price, Currency, and brief description. It also allows classification of the products such as 'bag packs, key chains, watches, costumes', etc.

In addition, it includes information like Availability, Store, Condition of the product (new, old, Used for sale) Price offer, Discounts etc.

The product entries can be saved as draft and published once the information entered is complete. The user can modify the product details once they have been published.

The HTML will be published in the directory based on the classification of the product. For example, under HTML root there can be directories like "Watches", "Bag packs" and "Costumes".

For testing purpose, set-up a simple web server and point it's HTML root so that it maps to the product classification directory structure.

About Microdata

While HTML tells the browser how to display the content, Microdata format adds semantics to the content being published by HTML. With these additional tags, search engines are able to recognize the underlying meaning of the content.

Using Microdata you can help search engines and other applications better understand your content and display it in a useful, relevant way. Microdata is a set of tags, introduced with HTML5, which allows you to do this. Read more about Microdata on <http://www.schema.org/docs/gs.html>.

Product specific schema can be found at <http://schema.org/Product> URL. Google's guidelines for recipe may be found at <http://support.google.com/webmasters/bin/answer.py?hl=en&answer=146750> URL.

About Rich Snippets

Rich Snippets make the search results meaning full for the user by providing

highlights of the entry in a manner that either meets the user's expectation or invokes interest to click on the link and get to the details. Referring to the shopping view shown earlier in the document, analysis of the search results shows each entry highlights its Brand, Model, Price, Availability etc. This kind of information contributes towards making a Rich Snippet of the Recipe. You may read more on <http://googlewebmastercentral.blogspot.in/2009/05/introducing-rich-snippets.html> URL.

Testing Guidelines

The published HTMLs must be validated using Google's Rich Snippets Testing Tool available at <http://www.google.com/webmasters/tools/richsnippets> URL.

DEVELOPMENT ENVIRONMENT

Accessorize will be developed as a web application using Java/JSP and DB2 database. Eclipse will be used as the IDE for the same. Knowledge of XML is a must for this project.