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ScottsMarketPlace.com Functional

Specification

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Prepared by

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# Overview

This document serves as a functional specification for ScottsMarketPlace.com. ScottsMarketPlace.com is a transformation of bizznesscard.com from a business oriented application to a consumer product and service focused marketplace. Neubloc will utilize as much of the existing application as possible of the business card application as possible. It is acknowledged that the changes to bizznesscard towards ScottsMarketplace.com will be more substantive than just a rebranding effort.

This document will describe changes to existing bizznesscard.com functionality as well as new functionality. This document will not describe detail functionality where there are no changes required.

# High-Level Requirements

## User Account & General Requirements

The following are requirements for user accounts:

|  |  |  |
| --- | --- | --- |
| **ID** | **Description** | **Related Sec/Reqs** |
| 2.1.1 | **Account Types:**  The system will have two account types:   * **Shoppers** – Shopper accounts operate as buyers only * **Business Owners** – business owners join the market place and can buy or sell.   Note – These account types are like the original account types from bizznesscard |  |
| 2.1.2 | **Account Levels**:  The application will have the following account levels for business owners:   * Free * Standard – 14.99/month * Premium – 29.99/month * Free Trial Account – this account has the same level of access as a premium account except that there is not a transaction fee.   Each account level offers different levels of feature access and different transaction fees. (see the chart below) |  |
| 2.1.3 | **Bread Crumbs:**  Below the page header, the application will use bread crumbs to provide another layer of navigation for the user. |  |
| 2.1.4 | **Rich Text Editors:**  In various areas of the application, we permit a user to enter data using a rich text / HTML editor.  As part of the rollout of Scotts Marketplace, a user can select an item from the video and image library to embed in the page by clicking on the add image or add video option on the rich text editor. User can select an existing image from the library or add/upload a new image.  User needs to also be able to enter alt description and title tags. |  |
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## Admin Requirements

The following are requirements for the Business Owner Dashboard page

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| --- | --- | --- |
| **ID** | **Description** | **Related Sec/Reqs** |
| 2.2.1 | **Subscription Plan Changes:**  In the admin panel, under subscription plans, add the following:   * Ability to set the transaction fee % to be charged for each subscription plan. * Add a subscription plan default for Free Trial and Standard.   The transaction fees charged are based on the current settings at the time of the monthly charge process. See Req ???? |  |
| 2.2.2 | **Collections Management:**  The purpose of this list is for the administrator to be able to add/edit new collections. Collections are another category which items can be identified.  **Properties of a Collection/Department**   * **Name (required, text)** – name of the collection * **Active (checkbox)** – If checked, the collection is active and displayed.   User can edit the properties of existing collections by clicking on edit.  This should work like other Admin lists. |  |
| 2.2.3 | **Admin Dashboard:**  The following are additional requirements for the admin dashboard for SMP.com: |  |
| 2.2.4 | **Season Management:**  The purpose of this list is for the administrator to be able to add/edit new seasons. Seasons are another category which items can be identified.  **Properties of a Collection/Department**   * **Name (required, text)** – name of the collection * **Active (checkbox)** – If checked, the collection is active and displayed.   User can edit the properties of existing season by clicking on edit.  This should work like other Admin lists. |  |
| 2.2.5 | **Regions Management:**  The purpose of this list is for the administrator to be able to add/edit Regions used for navigating and defining which states are in the region.  **Properties of the Region:**   * **Name (required)** * **List of states (list box)** – User can select one or more than state. When the user clicks the add button, the state(s) are moved from the list of states to the lists of states in the region. * **List of states in the region (list box)** * **Buttons**   + Add – Adds the selected state from the left list to the list of states in the region   + Remove – Removes the selected states from the region list and adds them back to the list of states. * **Terminal Buttons**   + Save   + Cancel |  |
| 2.2.6 | **Change to Industry Admin Page:**  In order to better manage products, we will add the ability for a system admin to assign one or more than one collection to an industry. Any Collection defined under Req 2.2.2 can be added to an industry. A collection can be added to one or more than one industry. |  |
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|  | FREE TRIAL | FREE | $14.99 | $29.99 |
| SELL PRODUCTS & SERVICES |  |  |  |  |
| Showcase unlimited products or services (includes gift cards) | ✓ | ✓ | ✓ | ✓ |
| Multiple views of each product or service | ✓ | ✓ | ✓ | ✓ |
| Special deals ($50 for $100) | ✓ | ✓ | ✓ | ✓ |
| Built-in social sharing for each individual product or service | ✓ | ✓ | ✓ | ✓ |
| Shopping cart | ✓ | ✓ | ✓ | ✓ |
| Automatically re-engage shoppers who abandon a full cart | ✓ | ✓ | ✓ | ✓ |
| Transaction fee per sale | NONE (?) | 3% | 2% | 0% |
| CONNECT WITH NEW CUSTOMERS |  |  |  |  |
| Post to Facebook, Twitter, LinkedIn | ✓ | ✓ | ✓ | ✓ |
| One-click connect to your company’s Facebook, Twitter, LinkedIn or Google+ pages | ✓ | ✓ | ✓ | ✓ |
| GENERATE REFERRALS |  |  |  |  |
| Built-in social referrals | ✓ | ✓ | ✓ | ✓ |
| Build credibility with shopper ratings/reviews | ✓ | ✓ | ✓ | ✓ |
| Be found on shoppers’ wish lists | ✓ | ✓ | ✓ | ✓ |
| Network with other small businesses | ✓ | ✓ | ✓ | ✓ |
| CUSTOMIZE YOUR LOOK |  |  |  |  |
| Customizable messaging on your web pages | ✓ | ✓ | ✓ | ✓ |
| Custom images | ✓ | ✓ | ✓ | ✓ |
| SHOW YOUR PERSONALITY |  |  |  |  |
| Blog | ✓ | ✓ | ✓ | ✓ |
| Video | ✓ | ✓ | ✓ | ✓ |
| TRACK YOUR SALES |  |  |  |  |
| Business reports | BEST | GOOD | BETTER | BEST |
| User accounts | 3 | 1 | 2 | 3 |
| BUILD YOUR WEB PRESENCE |  |  |  |  |
| Storefront or profile page | ✓ | ✓ | ✓ | ✓ |
| About US page | ✓ | ✓ | ✓ | ✓ |
| Contact Us page | ✓ | ✓ | ✓ | ✓ |
| Customized portfolio/gallery page | ✓ |  | ✓ | ✓ |
| List of services or classes | ✓ |  | ✓ | ✓ |
| Highlight your team/employees | ✓ |  | ✓ | ✓ |
| STAND OUT FROM THE REST |  |  |  |  |
| Coupon codes / special offers / sales | ✓ |  | ✓ | ✓ |
| Track inventory | ✓ |  | ✓ | ✓ |
| Schedule appointments (TBD) | ✓ |  | ✓ | ✓ |
| Respond to RFQs (TBD) | ✓ |  |  | ✓ |
| Live chat (TBD) | ✓ |  |  | ✓ |
| Forums (TBD) | ✓ |  |  | ✓ |
| Premium advertising opportunities (TBD) |  |  |  | ✓ |
| Lead capture (TBD) |  |  |  | ✓ |

# General Requirements

The following are general requirements that apply to the Administration of the Application:

## Top Level Navigation Requirements

The following are requirements for top level navigation in the header.

|  |  |  |
| --- | --- | --- |
| **ID** | **Description** | **Related Sec/Reqs** |
| 3.1.1 | **Public Navigation:**  The following describes the top level navigation in the header when the user is not logged into SMP. It has the following elements and behaviors:   * **Home** – This links back to ScottsMarketplace.com * **Sell –** Clicking on this link will navigate the user to a static web page. See Req ???? * **Community – (future link, not visible in initial release)** * **About –** Clicking on this link will navigate the user to the /about page. See Req ???? * **Blog –** clicking this link navigates the user to the local-business-blog.scottsmarketplace.com   **Additional Navigation elements:**   * Clicking on the Scott’s Marketplace logo will navigate the user to the home page if in a logged out state. * **AddThis** – The page header will contain AddThis to facilitate sharing SMP.com across social media. * **Sign In** – Clicking on this button will navigate the user to the login Page. * **Join Now** – Clicking on this button will navigate the user to the signup page. /signup |  |
| 3.1.2 | **Logged In Navigation (Business Owner)**:  The following describes top level navigation in the header when the user is logged into SMP. It has the following elements and behaviors:   * **Home** – This links back to ScottsMarketplace.com * **Community – (future link, not visible in initial release)** * **About –** Clicking on this link will navigate the user to the /about page. See Req ???? * **Blog –** clicking this link navigates the user to the local-business-blog.scottsmarketplace.com * **My Business Account**   + **My Company Dashboard –** Clicking on this menu item will navigate the user to the Company Dashboard (old seller dashboard)   + **Edit My Company Site –** on mouse-over, the below is displayed. On click Navigate the user to the General Settings Page.     - **About –** See Req 4.2     - **Contact -** See Req 4.3     - **Store / Services -** See Req 4.5     - **Blog -** See Req 4.11     - **Updates -** See Req 4.6     - **Site Layout -** See Req 4.4     - **Social Media Settings -** See Req 4.7     - **eCommerce Settings -** See Req 4.8     - **General Settings** - See Req 4.9   + **Account Settings -** on mouse-over, the below is displayed. On click, navigate the user to the User Account Page.     - **User Accounts -** See Req 4.12     - **Billing -** See Req 4.13     - **Upgrade Account -** See Req ????     - **Shopping Preferences -** See Req 4.14   **Additional Navigation elements:**   * Clicking on the Scott’s Marketplace logo will navigate the user to the home page if in a logged out state. * **AddThis** – The page header will contain AddThis to facilitate sharing SMP.com across social media. * **User Name** – Clicking on this button will navigate the user to the Dashboard Page. * **Admin** – (only displayed for Admin users). Clicking this link will navigate the user to the admin panel. * **Logout** – Clicking on this button will navigate the user to the signup page. /signup |  |
| 3.1.3 | **Logged In Navigation (Shopper):**  The following describes top level navigation in the header when the user is logged into SMP. It has the following elements and behaviors:   * **Home** – This links back to ScottsMarketplace.com * **Community – (future link, not visible in initial release)** * **About –** Clicking on this link will navigate the user to the /about page. See Req ???? * **Blog –** clicking this link navigates the user to the local-business-blog.scottsmarketplace.com * **My Account**   + **My Dashboard –** Clicking on this menu item will navigate the user to the Shopper Dashboard (old Shopper dashboard) See Req 5.1   + **Account Settings -** on mouse-over, the below is displayed     - **User Accounts -** See Req 4.12     - **Upgrade Account -** See Req ????     - **Shopping Preferences -** See Req 4.14 |  |
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## Left Navigation (Edit My Site) Requirements

The following are requirements for the Business Owner home page

|  |  |  |
| --- | --- | --- |
| **ID** | **Description** | **Related Sec/Reqs** |
| 3.2.1 | **General Requirements:**  When a business owner is logged in and viewing pages other than the dashboard page, the user will see the following left hand navigation:   * **My Website Content (heading)**   + About - Navigate the user to About Page(old Profile). See Req 4.2   + Store – Navigate the user to Store Page. See Req 4.5   + Contact – Navigate the user to the Contact Page. See Req 4.3.   + Blog – (Hide in phase 1). This Navigates the user to the blog page. See Req 4.11   + Social Media Updates – This Navigates the user to the social media update page. See Req 4.6 * **Website Settings (heading)**   + Site Layout – Navigate the user to the site layout page. See Req 4.4   + Social Media Settings – Navigate the user to the site settings page. See Req 4.7   + eCommerce Settings – Navigate the user to the ecommerce settings page. See Req 4.8   + General Settings – Navigate the user to the General Settings Page. See Req 4.9 * **Video & Image Library (heading)**   + Videos   + Images   When an item is clicked, the user is navigated to the selected page. The selected page will be shown with an arrow graphic and with blue text. |  |
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## Left Navigation (Account Settings) Requirements

The following are requirements for the Business Owner home page

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| --- | --- | --- |
| **ID** | **Description** | **Related Sec/Reqs** |
| 3.2.1 | **General Requirements:**  This left navigation appears on pages when a user is logged in and viewing items under Account Settings in the top navigation. See Req 3.1.2. This page is available to all users:   * **Account Settings**   + User Account   + Billing   + Upgrade Account   + Shopping Preferences   When an item is clicked, the user is navigated to the selected page. The selected page will be shown with an arrow graphic and with blue text. |  |
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## Left Navigation (Public Pages)

The following are requirements for the left navigation on Public Pages page

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| --- | --- | --- |
| **ID** | **Description** | **Related Sec/Reqs** |
| 3.4.1 | **General Requirements:**  The following are navigation for left side of general public pages. Note that pages that display search results or are industry pages will have a set of filters on the left side   * **Great Stuff**   + **Current Best Sellers** – Clicking on this page navigates the user to the Best Sellers Page. See Req 6.4   + **Stuff We Love** – Clicking on this page navigates the user to the Stuff We Love Page See Req 6.5   + **Newest** – Clicking on this page navigates the user to the Newest Page See Req 6.6   + **Deals and Steals** – Clicking on this page navigates the user to the Deals and Steals Page See Req 6.7 * **Products –** This is a list of all industries marked as a product industry. This will be an expand collapse list of industries with the following industries visible before clicking the more link:   + **Fashion, Jewelry, and Accessories –** Clicking on this link will navigate the user to the Product Industry Page showing products from the selected industry. See Req 6.8   + **Beauty and Personal Care –** Same as above   + **Home Goods –** Same as above   + **Pet Products –** Same as above   + **More Product Industries –** Clicking on this link will expand the to show the entire list of product industries. * **Services –** This will be similar to products except that this will show service industries. This will be an expand collapse list of industries with the following industries visible before clicking the more link:   + **Beauty and Personal Care**   + **Home Building and Remodeling**   + **Home Maintenance**   + **Pet Services**   + **More Service Industries -** Clicking on this link will expand the to show the entire list of service industries. * **Shop & Search –** The items in the section are expand collapse areas showing a list of links that can be selected.   + **By Collection –** This is an expand / collapse list of collections as defined by the system administrator. See Req 2.2.2. Clicking on this link will navigate the user to the Collections Page returning all products of for a selected collection. See Req 6.9     - When expanded, each collection defined by the system administrator is visible as a link.   + **By Season -** This is an expand / collapse list of seasons as defined by the system administrator. See Req 2.2.4. Clicking on this link will navigate the user to the Collections Page returning all products of for a Selected Season. See Req 6.9   + **By Region –** This is an expand / collapse list of seasons as defined by the system administrator. See Req 2.2.5. Clicking on this link will navigate the user to the Collections Page returning all products of for a Selected Season. See Req 6.9 * **Scott’d Daily Finds (email passed to Marketo?) Future.** |  |
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# Business Owner Requirements

The following are general requirements that apply to Business Owners Pages:

## Business Owner Dashboard Page Requirements

The following are requirements for the Business Owner Dashboard page

|  |  |  |
| --- | --- | --- |
| **ID** | **Description** | **Related Sec/Reqs** |
| 4.1.1 | **General Page:**  The business owner dashboard for Scott’s Marketplace mirror’s the existing shopper dashboard. The page has the following elements and behaviors:   * **Bread Crumbs** – Home > My Business Account **> My Company Dashboard** * **Tabs**   + **Site Activity –** Default View. See Req 4.1.2   + **Ratings & Reviews –** Navigates the user to the Ratings and Reviews Page. See Req 4.1.3   + **Messages Center –** Navigates the user to the message center. See Req 4.1.4   + **Announcements –** See Req 4.1.5 |  |
| 4.1.2 | **Site Activity Tab:**  The site activity is the default view and represents the business owner’s dashboard. This page has the same elements as the existing dashboard with the following changes:   * **Buttons**   + **Add Product –** Clicking this button navigates the user to the store Page. See Req 4.5   + **Add Video –** Clicking this button navigates the user to the Video Library. See Req 4.10   + **Add Blog –** Clicking on this page navigates the user to the Blog Page. See Req 4.11 (Post BETA)   + **Add Social Media Update –** Clicking on this button navigates the user to the social media updates page. See Req 4.6. * **Business Sponsor Views – TBD…** * **Product Promotion Views – TBD**… |  |
| 4.1.3 | **Ratings & Reviews Page:**  The Ratings and Reviews page shows the user a list of product or business ratings and reviews. This page uses the existing ratings and reviews page internally. It has the following elements and behaviors:   * Bread Crumbs – Home/ My Business Account**/** My Company Dashboard/ **Ratings & Reviews** * User can view all ratings and reviews, business ratings and reviews or product ratings and reviews. * This page will use the same Ratings and Reviews object found at /ratings |  |
| 4.1.4 | **Message Center Page:**  This area will remain unchanged from bizznesscard except that the new style shall be applied. |  |
| 4.1.5 | **Announcements Page**:  This area will remain unchanged from bizznesscard except that the new style shall be applied. |  |
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## About Page Requirements

The following are requirements for the Business Owner home page

|  |  |  |
| --- | --- | --- |
| **ID** | **Description** | **Related Sec/Reqs** |
| 4.2.1 | **General Requirements:**  The purpose of this page is for the user to populate data which will appear on the public marketplace about page (See Req 7.4) for the business owners business. This page is a mix of elements on the current Profile page. It has the following elements and behaviors:   * **Bread Crumbs** – Home > My Business Account > Edit My Site **> About** * **Left Side Menu** – See Req 3.2   The following represents items found under the bizznesscard on the profile page on bizznesscard.com   * **About My Business (required, multiline rich text)**   + This field is the same as the current Profile   + **Rich Text Editor** – See Req 2.1.4 * **About Me (required, multiline rich text) *New***   + This is a new field displayed on the about public page   + **Rich Text Editor** – See Req 2.1.4 * **Page Comments (checkbox) *New* -** Default is unchecked. If checked, users can comment and reply on the business about page of the business in the marketplace. (See Req 7.4 & 8.2) * **Terminal Buttons**   + **Save –** Clicking this button will save the current changes. Once saved, the system display an alert message “Your changes have been saved.” OK   If a user makes a change and tries to navigate away from the page without saving the changes, the system prompts the user to save the changes or cancel. |  |
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## Contact Us Page Requirements

The following are requirements for the Business Owner home page

|  |  |  |
| --- | --- | --- |
| **ID** | **Description** | **Related Sec/Reqs** |
| 4.3.1 | **General Requirements:**  The purpose of this page is for the user to populate data which will appear on the public marketplace contact us page (See Req 7.5) for the business owners business. This page is a mix of elements on the current Profile page under the business card and tagline object. It has the following elements and behaviors:   * **Bread Crumbs** – Home > My Business Account > Edit My Site **> Contact Us** * **Left Side Menu** – See Req 3.2   The following represents items found under the bizznesscard on the profile page on bizznesscard.com   * **Upload Image (button)** – Clicking on this button opens an open file dialog, allowing a user to select an image to upload. Once they select and image and click Ok, the item is uploaded and the logo thumbnail is updated. (this is the same as the logo under the businesscard on the existing site) * **Thumbnail** – This will show a default place holder graphic until the user selects an item to upload. At which time, the thumbnail will update to display the uploaded image. * **Business Name (required, text)** – * **Tagline (optional, text)** * **Web Address –** Scott’s Marketplace subdomain   + **Check Availability button** * **Your First Name (required, text)** * **Last Name (required, text)** * **Title (optional, text) *New*** * **Address 1 (required, text)**   + **Hide this information (checkbox) –** Default is unchecked. If a user clicks this checkbox, this piece of information is not displayed on the public page. It hides address1, city, state, zip * **Address 2 (optional, text)** * **City (required, text)** * **State (drop down list of states)** * **Zip / Postal Code (required, text)** * **Country (drop down list of countries)** * **Phone Number (required, text)**   + **Hide this information (checkbox) –** Default is unchecked. If a user clicks this checkbox, this piece of information is not displayed on the public page. * **Email Address (required, text)**   + **Hide this information (checkbox) –** Default is unchecked. If a user clicks this checkbox, this piece of information is not displayed on the public page. * **Hours of Operation –** For each day of the week, include the following:   + **Display (checkbox) –** If clicked, the corresponding day of the week will display in the hours of operation list on the contact us page. See Req 7.5   + **Open Time (select box 01:00 – 12:00)**   + **Open AM/PM (select box AM, PM)**   + **Close Time (select box 01:00 – 12:00)**   + **Close AM/PM (select box AM, PM)** * **Contact Form (checkbox) *New* -** Default is checked. Enable the contact form on the contact us page. See Req 7.5 * **Terminal Buttons**   + **Save –** Clicking this button will save the current changes. Once saved, the system display an alert message “Your changes have been saved.” OK   If a user makes a change and tries to navigate away from the page without saving the changes, the system prompts the user to save the changes or cancel. |  |
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## Layout Page Requirements *New*

The following are requirements for the Business Owner home page

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| --- | --- | --- |
| **ID** | **Description** | **Related Sec/Reqs** |
| 4.4.1 | **General Requirement:**  The purpose of this page is to provide the business owner a place to upload the market place banner image and select the default view of the businesses market place. This page has the following elements and behaviors:   * **Bread Crumbs** – Home > My Business Account > Edit My Site **> Layout** * **Left Side Navigation** – See Req 3.2 * **Top Navigation** – See Req 3.1 * **Preview** – On click this displays a preview of what the settings would look like if the user performs the save operation. * **Business Banner (upload image button)** – Clicking this button will open a file dialog box so the user can select an image file to upload. When the user presses OK, the file is uploaded and the thumbnail updated. (800px x 100 px) * **Site Layout (radio button)** – Business owner selects which page style to display for his site: Catalog/Gallery View (7.1), List View (7.2) and Slideshow View (7.6) This is the Default page that should be used when a public user clicks on the business name or navigates to the subdomain. * **Terminal Buttons**   + **Save –** Clicking this button save changes to the site layout**.** Once saved, the system display an alert message “Your changes have been saved.” OK |  |
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## Store Page Requirements

The store list page is the current product page

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| --- | --- | --- |
| **ID** | **Description** | **Related Sec/Reqs** |
| 4.5.1 | **Store List Page:**  The store list page is displayed when a user clicks on the store page. This will display either a list of products or services the user has created. This is the same functionality on the current /products/my page with the following updates:   * **Bread crumbs** – Home > My Business Account > Edit My Site **> Store** * **Left Side Navigation** – See Req 3.2 * **Top Navigation** – See Req 3.1 * Page to be updated with new look and feel * Edit link replaced with pencil icon – Clicking on the edit button navigates the user to the * Delete link replaced with X icon * **Up and Down arrows (buttons)** – Clicking on the up arrow changes the position of the item in the list. Clicking the down button changes the position of the item to be lower in the list. * The system must remember the order of items as this will be used as the order to display items on the public pages in the business owner’s site. (See Req 7.1, 7.2, 7.6) * When a user navigates to the page and does not have any products/services created, display the PSA message. |  |
| 4.5.2 | **Add/Edit Product Page:**  The purpose of this page is to be able to add/add products. This page is similar to the current add/Edit product page. It has the following elements and behaviors:   * **Bread Crumbs** – Home > My Business Account > Edit My Site > Store **> Add/Edit Item** * **Left Side Navigation** – See Req 3.2 * **Top Navigation** – See Req 3.1 * **Name (required, text)** * **Description (required, text)** * **Status (required, radio button)**   + **Active –** Product is active and Available for sales (default)   + **Sold Out –** Product is active and displayed with a sold out banner. The item can be found and viewed, but it cannot be ordered.   + **Hidden –** Item is not available to the public (not in search or in the marketplace. (item is marked as hidden if user has not associated a paypal account with SMP)   + **Coming Soon –** Similar to sold out, the product is viewable but it cannot be ordered. A Coming Soon banner is displayed over the product thumbnail.   + **On Sale –** Product is active and a user can purchase the item. If an item is marked as on sale, the sale price field is displayed. (see below) * **Price (text, number, required)** – This is the default price of the item * **Sale Price (optional, hidden text) –** This field is only visible when the user clicks that the item is on sale. * **Options List –** The options list represents user definable options that will display on the product details page in a Select list. If a product has an option, an option must be selected. Each option will have the following elements:   + **Name (required, text, char(25))**   + **Stock (optional, number) –** This is the number of the option which is in stock. (See inventory Req ????)*Hidden for phase I release*.**\*\***   + **SKU # (optional, text) –** This is a field to enter a unique sku or UPC code for an option.   + **Price –** This is the price for the option. The default price is the item price, but the user can enter a different price.   + **Pencil (icon)** – Clicking on the pencil allows the user to edit the line.     - Clicking the pencil while in edit mode will take the user out of edit mode.     - User can only edit one line at a time. Clicking on the pencil of another line makes that option editable and the previous option viewable only   + **Delete (icon)** – Clicking on this button will display a message, “Are you sure you want to remove this option?” CANCEL | Remove.     - **Cancel** – closes the alert message and cancels the delete operation.     - **Remove** – deletes the option from the list. * **Add New Option (button) –** Clicking on this button adds a new option to the option list   + **Name (required, text, char(25))**   + **Stock (optional, number) –** This is the number of the option which is in stock. (See inventory Req ????)*Hidden for phase I release*.**\*\***   + **SKU # (optional, text) –** This is a field to enter a unique sku or UPC code for an option.   + **Inventory (optional, text)** – This is the initial stock quantity for the option.   + **Add Option (button)** – Clicking this button will add the option to the list of options for this item.   If an item has options with different prices and the user marks the item on sale, the sale price shall be copied to each item option price. The user can then edit the price of the option.  **Images and Video** – Images and videos added to a product are stored in the users video and image library. These images and videos are available to other areas of the application. (See Req 4.10)   * The first image on a product is the main image. * Users can remove the image from the product. Note that this does not remove the image from the image library.   **Product Category –** User must select a category for their item based on the categories the user has selected on under site settings. (same as today).  **Collections (optional) –** This is a selectable list of items defined by the system administrator. See Req 2.2.2. The collection is used as another way of grouping items.  **Season (optional) –** This is similar to collections. The user can select a season as defined by the system administrator. See Req 2.2.4  **Shipping** – See 4.5.3  **Terminal Buttons**   * **Save** – Clicking save, saves any changes and navigates the user back to the store list page. See Req 4.5.1 * **Cancel** – Clicking cancel abandons the changes and navigations the user back to the store list page. See Req 4.5.1 |  |
| 4.5.3 | **Shipping *New***  The purpose of this area is to allow a user to add shipping costs. The costs are broken into shipping for 1 item and shipping for each additional item.   * **First Product Shipped (number**) – The cost of shipping the first product. * **Additional Products** (**number)** – the cost of each additional item beyond the first item. |  |
| 4.5.4 | **Add/ Edit Service Page: *New***  The page for add/edit service is very similar to the add edit product. This page is called when the selected industry the business belongs to is a service industry instead of a Product Industry. Services are slightly different in that they have deals instead of options.   * **Bread Crumbs** – Home > My Business Account > Edit My Site > Store **> Add/Edit Item** * **Left Side Navigation** – See Req 3.2 * **Top Navigation** – See Req 3.1 * **Name (required, text)** * **Description (required, text)** * **Status (required, radio button)**   + **Active –** Service is active and Available for sales (default)   + **Sold Out –** Service is active and displayed with a sold out banner. The item can be found and viewed, but it cannot be ordered.   + **Hidden –** Item is not available to the public (not in search or in the marketplace. (item is marked as hidden if user has not associated a paypal account with SMP)   + **Coming Soon –** Similar to sold out, the service is viewable but it cannot be ordered. A Coming Soon banner is displayed over the service thumbnail.   + **On Sale –** Service is active and a user can purchase the item. If an item is marked as on sale, the sale price field is displayed. (see below) * **Price (text, number, required)** – This is the default price of the item. NOTE – A service item cannot be purchased unless it is part of a deal. See below: * **Offer a Deal (checkbox) *New*** – Default is unchecked. If checked, the user must complete the items which describe the deal. This will make the item sellable.   + **Label – “What Deal Would You Like To Create?”**   + **Customer can Pay (text, number) –** The amount the customer pays. This is what the customer would be charged.   + **Amount of Services –** Amount of services. This is shown to the user to demonstrate the value of the deal.   + **Deal Start Date (date) –** MM/DD/YYYY format   + **Deal End Date (date) –** MM/DD/YYYY format. Must be greater than the start date.   + **Deal Name –** Name of the Deal to appear on the Voucher   + **Deal Description –** Description for the Deal to appear on the voucher.   + **Deal terms/conditions –** Multiline text box up to 400 chars for terms to appear on voucher.   If the offer a Deal checkbox is clicked, the above items are required.  **Note –** When a service Item is purchased, two events happen:   1. An email is sent to the shopper consisting of the following:    1. Business Logo    2. “Thanks you for your purchased! You can print your deal “<dealname>” below. Your attached Voucher is good for $ <AmountOf Services> worth of services for $ <customer Pay> to be redeemed at <businessName>.   Please print your deal: < URL to voucher PDF>.  Sincerely,  <businessName>   1. A voucher PDF is created. The voucher consists of the following:    1. **ScottsMarketPlace Logo**    2. **Name of Deal at Business Name**    3. **Value of the Deal**    4. **Voucher Number** (Unique System assigned number)    5. **Deal Description**    6. **User/Terms and Conditions**    7. **Business Name**    8. **Address**    9. **Business Phone**   **Images and Video** – Images and videos added to a service are stored in the users video and image library. These images and videos are available to other areas of the application. (See Req 4.10)   * The first image on a service is the main image. * Users can remove the image from the service. Note that this does not remove the image from the image library.   **Service Category –** User must select a category for their item based on the categories the user has selected on under site settings. (same as today).  **Collections (optional) –** This is a selectable list of items defined by the system administrator. See Req 2.2.2. The collection is used as another way of grouping items.  **Season (optional) –** This is similar to collections. The user can select a season as defined by the system administrator. See Req 2.2.4  **Shipping** – See 4.5.3  **Terminal Buttons**   * **Save** – Clicking save, saves any changes and navigates the user back to the store list page. See Req 4.5.1 * **Cancel** – Clicking cancel abandons the changes and navigations the user back to the store list page. See Req 4.5.1 |  |
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## Social Media Updates Page Requirements

The following are requirements for the Business Owner home page

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| **ID** | **Description** | **Related Sec/Reqs** |
| 4.6.1 | **General Requirements:**  This page is based on the current Social Media Updates – posts to their social media accounts registered under social media settings. This page has the following additions and updates to the existing functionality:   * **Bread Crumbs** – Home > My Business Account > Edit My Site > Store **> Social Updates** * **Left Side Navigation** – See Req 3.2 * **Top Navigation** – See Req 3.1 * **Google+ (Checkbox)** ***New*** – If checked, the message will post to Google+. *Note – As of the writing of this version, posting to Google+ is not supported through the API.*    + Like the other choices, this choice should not be available if the user has not registered their account.   + ***This feature cannot be done in Phase I as the Google+ API does not support posting yet.*** * **Post Update (button)** – Clicking this button posts the update to the selected social media sites using the clients account. * **Post Future Update (button)** ***New*** – Clicking this button displays a modal popup where the user selects a date from the calendar to post the update. On this day, the system will post the update. The user cannot specify a date prior to the current date. POST | CANCEL   + **Post** – Clicking this button saves the post to be posted in the future according to the date selected.   + **Cancel** – Closes the Post Future modal window and returns the user to the social media updates page. The page is not reloaded so the client message is still available to post.   **Integration with Bitly** – Links that are posted should be posted in a shortened state using bitly or some like plugin. |  |
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## Social Media Settings Page Requirements

The following are requirements for the Business Owner home page

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| **ID** | **Description** | **Related Sec/Reqs** |
| 4.7.1 | **General Requirements:**  This page is based on the current social media integration tab on the site settings page. The purpose of the page is to allow a user to connect their account to various social media sites. This page will have the following new features:   * **Bread Crumbs** – Home > My Business Account > Edit My Site > Store **> Social Media Settings** * **Left Side Navigation** – See Req 3.2 * **Top Navigation** – See Req 3.1 * Edit link replaced with a pencil icon * Hide link replaced with an up arrow icon * **Check Mark *New*** – When a user completes an arrow, a check mark is displayed. |  |
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## eCommerce Settings Page Requirements

The following are requirements for the Business Owner home page

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| **ID** | **Description** | **Related Sec/Reqs** |
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## General Settings Page Requirements

The following are requirements for the Business Owner home page

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| **ID** | **Description** | **Related Sec/Reqs** |
| 4.9.1 | **General Requirements:**  This Page is the current site settings tab under the account settings page. This page will remain largely unchanged with the exception of the following items:   * **Bread crumbs** – Home > My Business Account > Edit My Site **> General Settings** * **Left Side Navigation** – See Req 3.2 * **Top Navigation** – See Req 3.1 * Updated UI to match SMP.com * Edit link to change to pencil icon * Hide link to change to up arrow icon * Hide **Service Reach section.** * **Bizzness Categories** renamed to Business Categories   + This should show an updated list of business categories. * **Google Maps / Places** – Rather than implementing Google Maps we will look at using Google Places. This means the location should be added to Google Places via Google API. (*We will determine if this feature can rollout in BETA*)   In other respects, the functionality remains the same as today. |  |
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## Video and Image Library Requirements *New*

The following are requirements for the Business Owner home page

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| **ID** | **Description** | **Related Sec/Reqs** |
| 4.10.1 | **General Requirements:**  The purpose of area is to unify the storage and usage of images and video in a single Library for a business owner. Images and video added through other pages of the site are available here within the library and to other parts of the Application. This page allows the user to manage these assets. The Library will have one page for video and one page for images.  Videos will continue to be uploaded to YouTube. |  |
| 4.10.2 | **Images Library Page**:  The purpose of this page is to provide the ability to add/remove images in the library. The page has the following elements and behaviors:  This page use the same template as the about page.   * **Bread crumbs** – Home > My Business Account > Edit My Site **> Images** * **Page Title – “**Edit My Company Website – Images” * **Left Side Navigation** – See Req 3.2 * **Top Navigation** – See Req 3.1 * **Add Image** (Button) – Clicking on this button will open an open file dialog for the user to select an image to upload.   + **Ok** – When the user clicks Ok, the image is uploaded to the library, a thumbnail is visible of the image, and the image is available for use in other areas of the application.   + **Cancel** – closes the modal window. * **Thumbnail –** Each image in the library will be displayed as a thumbnail.   + If the user clicks on the image, display a modal page with a large view of the image.   + If the user mouse over a thumbnail, a red X will appear in the top right corner. * **Remove Button** – If the user clicks the remove button, the system will display a an alert message:   + **Alert Message** – “Are you sure you want to remove the selected image?” Remove | Cancel   + **Remove** – Image is removed.   + **Cancel** – Closes the modal and abandons the process. |  |
| 4.10.3 | **Video Library Page**:  This page is similar to the existing Video page. All videos uploaded to YouTube or add from YouTube by the user will be visible in the video library. The purpose of this page is to provide the ability to add/remove Videos in the library. The page has the following elements and behaviors:  This page use the same template as the about page.   * **Bread crumbs** – Home > My Business Account > Edit My Site **> Videos** * **Page Title – “**Edit My Company Website – Images” * **Left Side Navigation** – See Req 3.2 * **Top Navigation** – See Req 3.1 * **Add Video** (Button) – On click, this launches the Add Video Modal. See Req 4.10.4 * **Thumbnail –** Each video in the library will be displayed as a thumbnail.   + If the user clicks on the video, Open a new browser tab and navigate to the video on YouTube.   + If the user mouse over a thumbnail, a red X will appear in the top right corner. * **Remove Button** – If the user clicks the remove button, the system will display a an alert message:   + **Alert Message** – “Are you sure you want to remove the video from your library?” Remove | Cancel   + **Remove** – YouTube video is removed from the library. Note that the video still exists on YouTube.   + **Cancel** – Closes the modal and abandons the process. |  |
| 4.10.4 | **Add Video Modal:**  The purpose of this modal is to allow a user to either submit a URL of a video for reference or to upload a video to the users YouTube account. In either case, the video is available as a reference to other areas of the application. This page has the following elements and behaviors:   * This page is based on the current Add Video Modal Page * **Radio Buttons**   + **Video Link (text, URL) –** This is a link to a video on YouTube.   + **Upload Video -** This requires that the user has associated his google (youtube) account with his account. If not, display an alert message: “In order to upload video to YouTube you must first add your Google Account under Social Media Settings.” OK   + **Video Title (text) –** *Required if Upload Video is Selected*   + **Select Category (select List) -** *Required if Upload Video is Selected*   + **Select Video (button) –** Clicking on this button launches an open file dialog for the user to select a video to upload. (required)   + **Upload (button) –** Clicking this button uploads the video to YouTube with the YouTube API. * **Terminal Buttons**   + **Save –** Clicking on this button saves the changes and closes the window   + **Cancel –** Closes the page without changes |  |
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## Blog (Business Owner) Requirements

The following are requirements for the Business Owner home page

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| **ID** | **Description** | **Related Sec/Reqs** |
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## User Accounts Requirements

The following are requirements for the Business Owner home page

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| **ID** | **Description** | **Related Sec/Reqs** |
| 4.12.1 | **General Requirements:**  The purpose of this page is for the user to manage their account email and password. It has the following elements:   * **Bread crumbs** – Home > My Business Account > Account Settings **> User Account** * **Page Title – “**Account Settings – User Account” * **Left Side Navigation** – See Req 3.3 * **Top Navigation** – See Req 3.1 * **Email Address –** Expand and collapse   + **Edit (pencil icon)** – clicking on the icon expands the area so the user can update their email address. * **Change Password –** Expand Collapse   + **Edit (pencil Icon) –** clicking on the icon expands the area so the user can update their password. * Replace the hide link with an up arrow. |  |
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## Billing Requirements

The following are requirements for the Business Owner home page

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| **ID** | **Description** | **Related Sec/Reqs** |
| 4.13.1 | **General Requirements:**  The purpose of this page is to allow a user to view their billing history. This is exactly as today except styled into the new style. The page will have the following new areas:   * **Bread crumbs** – Home > My Business Account > Account Settings **> Billing** * **Page Title – “**Account Settings – Billing” * **Left Side Navigation** – See Req 3.3 * **Top Navigation** – See Req 3.1   Below the Monthly payment section, include the following new object:   * **Monthly Transaction Fee Reports** – This object will contain a list of each month / year ordered Newest to oldest. The purpose of this list is to allow a user to download a list of transactions for the selected month. * Each item in the list will have the following properties:   + **Month**   + **Year**   + **Account Level**   + **Fee %**   + **Total Sales**   + **Total Fees**   + **Status – (Paid or open)**   + **Download (button) –** Clicking on this button enables a user to download an excel CSV file containing details of the individual transactions for the month:     - **Transaction date**     - **Shopper name**     - **Email address**     - **Paypal transaction / invoice number**     - **Transaction amount before shipping**     - **Transaction Fee**     - **Total price (total + shipping)** * **Cancel Account (button) -** |  |
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## Shopping Preferences Requirements

The following are requirements for the Business Owner home page

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| **ID** | **Description** | **Related Sec/Reqs** |
| 4.14.1 | **General Requirements:**  The purpose of this page is for the user to be able to specify additional profile data. This page will contain the following elements and behaviors:   * **Bread crumbs** – Home > My Business Account > Account Settings **> Shopping Preferences** * **Page Title – “**Account Settings – Shopping Preferences” * **Left Side Navigation** – See Req 3.3 * **Birthday (textbox + Calendar control)** – MM/DD/YYYY format * **Gender (select box)** – Male/Female * **You Define Local** – This section is for the user to provide us with additional location information.   + City   + State   + Zip * **Interests (check list) –** This is a checklist of the industries. A user can select one or more than on as an interest. * **Save Button –** Clicking the save button will save any changes * **Send Me Deal Alerts (checkbox) –** Clicking on this checkbox will indicate the user wants to receive emails about deals post on the site. (Default is checked)   *This page is available for shoppers and business owners. All data on the page is optional.* |  |
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# Shopper Requirements

The following are general requirements that apply to Shopper Pages:

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| **ID** | **Description** | **Version** | **Status** |
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## Shopper Dashboard Requirements

The following are requirements for the Shopper Dashboard page:

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| **ID** | **Description** | **Related Sec/Reqs** |
| 5.1.1 | **General Requirements**:  The purpose of this page is to provide information to shoppers about their Scott’s Marketplace.com shopping experience. This page will mimic the Shopper dashboard from bizznesscard. It has the following Elements and behaviors:   * **Page Title – “**Shopper Dashboard” * **Top Navigation (shopper)** – See Req 3.1.3 * **Tabs**   + **Shopping Preferences –** See Req 5.2   + **Message Center -** See Req 4.1.4 * **Custom Dashboard –** Clicking on this button will open the custom dashboard modal page. * **Account Updates** –   + **Unread Messages**   + **Total Ratings Posted**   + **Total Reviews Posted**   + **Average Rating Given** * **My Favorite Businesses –** Old Book Marks. These are created when a user clicks on the Favorite on a business   + **Date Added**   + **Business Name**   + **URL**   + **Actions**     - **Red X –** Clicking on this removes the business from the favorites list     - **Magnifying Glass –** Clicking this button navigates the user to the URL. * **My Favorite Products –** A product is added to the list when a user marks a product as a favorite from the Product Details Page.   + **Date Added**   + **Product Name**   + **Business Name**   + **URL**   + **Actions**     - **Red X –** Clicking on this removes the business from the favorites list     - **Magnifying Glass –** Clicking this button navigates the user to the URL. * **My Recent Comments**   + **Date Added**   + **Comment**   + **Business Name**   + **Actions**     - **Red X –** Clicking on this removes the business from the favorites list     - **Magnifying Glass –** Clicking this button navigates the user to the Comment * **My Shopping List**   + **Date Added**   + **Product Name**   + **Quantity**   + **Status –** (in list or checkout or ???)   + **Business Name**   + **Actions**     - **Checkout** – Clicking on this will navigate the user to the shopping cart to checkout.     - **View Details –** Clicking on this link navigates the user to the item details page for the item. See Req 7.7     - **Remove** – Clicking this link displays an alert message.. “ Are you sure you wish to remove this item from your shopping list?” Remove | Cancel |  |
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# Public Pages Requirements

The following are general requirements that apply to the overall design of the application:

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| **ID** | **Description** | **Version** | **Status** |
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## Home Page Requirements

The following are requirements for the Home page

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| **ID** | **Description** | **Related Sec/Reqs** |
| 6.1.1 | **General Requirements:**  This page serves as the home page for the web site. This page contains navigation and two objects: one for Products and one for services. This page has the following elements and behaviors:   * **Top Level Navigation** – See Req 3.1 * **Left Public Navigation** – See Req 3.4 * **Search Bar** – See Req ???? * **Product Home Page Gallery** – See Req 6.1.2 * **Service Home Page List** – See Req 6.1.3 * **Right Side Column** – See Req 6.1.4 * **Pagination** – Clicking on an item will display the next page of products and services. |  |
| 6.1.2 | **Product Gallery (Home Page):**  This object contains a list of products in a gallery view. The object will have the following elements and behaviors:   * The Product Gallery will display 10 Random Product items posted to the site in 5 rows of 2 columns * Each product will display the following:   + **Thumbnail**     - If the item is on-sale, coming soon, or sold out, the appropriate graphic will be displayed on top of the thumbnail     - On click, the user is navigated to the product details page for the selected item. See Req 7.7   + **Product Name**   + **Business Name –** Clicking on the business name will navigate the user to the business Gallery Page. See Req 7.1   + **Price** – This will be the base price of the item or the item sale price if it is on sale. See Req 4.5.2 |  |
| 6.1.3 | **Service List (Home Page):**  This object contains a list of services displayed in a list view. The object will have the following elements and behaviors:   * The service list will contain 10 services listed in a single column. The default will be the 10 random services. * Each service listing will have the following:   + **Service Name –** Clicking this link will navigate the user to the items details page. See Req 7.7   + **Business Name –** Clicking on this link will navigate the user to the business owner Gallery Page, slide show, or list page depending on the business owner settings under Site Layout. See Req 7.1, 7.2, 7.6, 4.4 |  |
| 6.1.4 | **Right Side Column:**  This column appears on the right side of the home page and contains the following objects:   * **Featured Item Object** – See Req 6.1.5 * **Static Text for SEO –** See Req 6.1.6 |  |
| 6.1.5 | **Featured Item Object:**  This object will randomly display a product or service. The object resides on the right column and has the following elements and behaviors:   * **Image** – Clickable image of the product or service. If clicked, the system navigates the user to the item details page for the selected item. See Req 7.7 * **Product Name** – Name of the product * **Business Name (link)** – Clicking this link will navigate the user to the business home page for the business. This will either be the Gallery, List or Slideshow page. The page will depend upon the selected layout. See Req 4.4., 7.1, 7.2, 7.6 |  |
| 6.1.6 | **Static Text for SEO:**  This area will be static text that will be used for SEO purposes. The DIV will need to appear as close to the BODY tag as possible. Additionally, f the user clicks more link, the area expands downward revealing any additional text. |  |
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## Search Results (Wall View) Requirements

The following are requirements for the Search Results Wall View page

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| **ID** | **Description** | **Related Sec/Reqs** |
| 6.2.1 | **General Requirements:**  The purpose of this page is to display search results. This is the default view for search results when a user has selected to search for Products. This page has the following elements and behaviors:   * **Top Level Navigation** – See Req 3.1 * **Filters** – See Req 6.2.2 * **Left Public Navigation** – See Req 3.4 * **Search Bar** – See Req ???? * **Product Page Gallery Object** – See Req 6.2.3 * **Right Side Column** – See Req 6.1.4 * **Pagination** – Clicking on an item will display the next page of products. |  |
| 6.2.2 | **Filters:**  When this page is displayed, all items will be displayed that match the search criteria. The user can then filter the results. The filters have the following elements and behaviors:   * **Dynamic Filters** – The page will display the categories of the products or services and the count of the number of results for each category. Clicking on the link will filter the current results of products or services to only items of the filter type. |  |
| 6.2.3 | **Product Gallery Object:** |  |
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## Search Results (List View) Requirements

The following are requirements for the Business Owner home page

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| **ID** | **Description** | **Related Sec/Reqs** |
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## Best Sellers Page Requirements

The following are requirements for the Business Owner home page

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| **ID** | **Description** | **Related Sec/Reqs** |
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## Stuff We Love Page Requirements

The following are requirements for the Business Owner home page

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| **ID** | **Description** | **Related Sec/Reqs** |
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## Newest Page Requirements

The following are requirements for the Business Owner home page

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| **ID** | **Description** | **Related Sec/Reqs** |
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## Deals & Steals Page Requirements

The following are requirements for the Business Owner home page

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| **ID** | **Description** | **Related Sec/Reqs** |
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## Product Industry Page Requirements

The following are requirements for the Product Industry Page page

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| --- | --- | --- |
| **ID** | **Description** | **Related Sec/Reqs** |
| 6.8.1 | **General Requirements:** |  |
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## Collection/Season/Regions Page Requirements

The following are requirements for the Product Industry Page page

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| --- | --- | --- |
| **ID** | **Description** | **Related Sec/Reqs** |
| 6.8.1 | **General Requirements:** |  |
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# Public Business Owner Page Requirements

The following are general requirements that apply to the overall design of the application:

## Catalog/Gallery Page Requirements

The following are requirements for the Business Owner home page

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| **ID** | **Description** | **Related Sec/Reqs** |
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## List View Page Requirements

The following are requirements for the Business Owner home page

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| --- | --- | --- |
| **ID** | **Description** | **Related Sec/Reqs** |
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## Blog (Business Owner) Requirements

The following are requirements for the Business Owner home page

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| **ID** | **Description** | **Related Sec/Reqs** |
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## About Page (business owner) Requirements

The following are requirements for the Business Owner home page

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| **ID** | **Description** | **Related Sec/Reqs** |
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## Contact Us (business owner) Requirements

The following are requirements for the Business Owner home page

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| **ID** | **Description** | **Related Sec/Reqs** |
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## Slide Show View (business owner) Requirements

The following are requirements for the Business Owner home page

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| **ID** | **Description** | **Related Sec/Reqs** |
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## Item Details Page (business owner) Requirements

The following are requirements for the Item Details page

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| **ID** | **Description** | **Related Sec/Reqs** |
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# Comment Module Page Requirements

The following are general requirements that apply to the overall design of the application:

## General Comment Requirements

The following are requirements for the Business Owner home page

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| **ID** | **Description** | **Related Sec/Reqs** |
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## Company Comments Requirements

The following are requirements for the Business Owner home page

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| **ID** | **Description** | **Related Sec/Reqs** |
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## Product Comments Requirements

The following are requirements for the Business Owner home page

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| --- | --- | --- |
| **ID** | **Description** | **Related Sec/Reqs** |
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# Business Owner Signup Wizard

When a business owner signs up for a new account, the user will be navigated through the pages below. The purpose of this wizard is to help the user complete necessary steps to publish their site. After completing the wizard, the user will have a few remaining steps to complete before being able to publish.

## Sign-up Wizard – Step 1

The following are requirements for the Sign-up Wizard – step 1

|  |  |  |
| --- | --- | --- |
| **ID** | **Description** | **Related Sec/Reqs** |
| 9.1.1 | **General Requirements:**  The purpose of this step is to capture the information that is necessary on the Contact Us Page. All data items on this page are the same as those on the Contact us page. The page will have the following elements and behaviors:   * **Business Name (required, text)** – * **Tagline (optional, text)** * **Your First Name (required, text)** * **Last Name (required, text)** * **Title (optional, text) *New*** * **Address 1 (required, text)**   + **Hide this information (checkbox) –** Default is unchecked. If a user clicks this checkbox, this piece of information is not displayed on the public page. It hides address1, city, state, zip * **Address 2 (optional, text)** * **City (required, text)** * **State (drop down list of states)** * **Zip / Postal Code (required, text)** * **Country (drop down list of countries)** * **Phone Number (required, text)**   + **Hide this information (checkbox) –** Default is unchecked. If a user clicks this checkbox, this piece of information is not displayed on the public page. * **Email Address (required, text)**   + **Hide this information (checkbox) –** Default is unchecked. If a user clicks this checkbox, this piece of information is not displayed on the public page. |  |
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## Company Comments Requirements

The following are requirements for the Business Owner home page

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| **ID** | **Description** | **Related Sec/Reqs** |
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## Product Comments Requirements

The following are requirements for the Business Owner home page

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| --- | --- | --- |
| **ID** | **Description** | **Related Sec/Reqs** |
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{screen}

Top-Level Navigation Mock-Up