**TDA: GYT.ca Website Refresh**

Business Requirements

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Prepared for: Toyota Dealers Association

Prepared by: The Showroom

Docket number:

**PURPOSE OF THIS DOCUMENT & VERSION CONTROL**

The purpose of this document is to outline the content, functionality, updates and requirements associated with the Toyota T2 Website FY2018.

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| --- | --- | --- | --- |
| **Version Nr.** | **Date** | **Revisions** | **Contributors** |
| 1.0 | 2/22/2019 | Initial | Jessica Tran |
| 1.1 | 3/1/2019 | Added site traffic info & Inventory Management info | Jessica Tran |
| 1.2 | 3/4/2019 | Added MaToyota Alt. Details | Jessica Tran |
| 1.3 | 3/6/2019 | Added Toyota.ca .CSS file + Style Guide | Jessica Tran |
| 1.4 | 4/2/2019 | Removed used car & comparison tool considerations | Jessica Tran |
| 2.0 | 4/18/2019 | All yellow highlights are part of phase 2 (Parts & Service & MaToyota)  All pink highlights are part of phase 3 (Inventory management) | Jessica Tran |
| 2.1 |  |  |  |

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# SUMMARY

The Showroom will be re-designing the TDA GYT web experience to:

1. Be mobile-first
2. Update branding and content to have a consistent look and feel with T1 Toyota.ca. Consumers should feel like they’re on the same website.
3. Update URL structure so GYT is seen as a sub-domain of Toyota.ca (i.e. ontario.toyota.ca)
4. Migrate GYT onto the Sitecore content management system to reduce development work required for future changes
5. Make major content and UI changes to better address our customer’s needs and drive conversion
6. Improve on-site navigation so users can easily find the information they’re looking for
7. For Quebec: Integrate the MaToyota.ca/ MyToyota.ca loyalty program

The new GYT site will be developed, managed, and hosted by The Showroom team.

The site design will be based on the existing assets from Toyota.ca supplied by Toyota Canada International (TCI).

This document will outline the existing state of the site as well required and agreed upon updates to be made by The Showroom.

# HOSTING ENVIRONMENT & SOFTWARE

2018 Site Traffic info across all zones:

Users: 2,160,351

Sessions: 2,734,537

Page Views: 4,581,432

# SECURITY

All Server instances and applications will be be PCI compliant. The hosting provider should meet these standards before hosting any production versions of the application.

The Showroom to host in the Telus Data Center, which is a PCI compliant environment. The ASP.net Form and API which will collect and transmit customer and payment information will be fully housed within a PCI DSS compliant environment. Note, The Showroom as an organization has not undergone a PCI DSS audit and has not achieved PCI compliance certification.

Production environments will be secured with the use of SSL certificates which will be installed on all servers or the load balancers for both parts of the application (Wordpress and ASP Form). All non SSL traffic will be redirected to SSL urls.

Penetration testing will be completed in the production environment prior to launching the application. Currently the tool to be used will be [Qualys](https://www.qualys.com). Once all security concerns have been addressed then only can the application go live. Tests will be conducted against both parts of the application (Wordpress and ASP Form). Testing will be done once the servers are setup prior to pushing the application live to production and again once after the application is live. A report will be shared with client once testing has been completed. Any security issues that can’t be addressed for any reason will require client approval to move forward with those security issues in production.

# ACCESSIBILITY

Applications are required to meet [WCAG 2.0 standards](https://www.ontario.ca/page/how-make-websites-accessible#section-3) as legally required. AODA testing will be conducted by The Showroom then verified by client. The testing tool that will be used is either [DynoMapper](https://dynomapper.com/) or [Ozart](https://www.accessibilityoz.com/ozart/). Both tools will provide reports that will help address any WCAG issues. Meeting these guidelines is a requirement prior to going live to production environments.

Once legal or client requirements are met for WCAG 2.0 a report will be provided to the internal team and client for verification.

# SUPPORTED ENVIRONMENTS

Support browsers will include the last two versions of Chrome / Safari / Firefox and IE (Edge).

* Chrome 63 and Chrome 62
* Safari 11 and Safari 10
* Firefox 57 and Firefox 56
* IE 11 and Edge

Supported devices:

* Desktop Browsers (Windows and Mac)
* Mobile Browsers (IPhone, Samsung, Google)
* Tablet Browsers (IPad and Android)

# LANGUAGE & LEGAL REQUIREMENTS

The site will be available in English and French.

We need to share the incremental cost of adapting the site to different languages. Currently, the Pacific site is also adapted to Punjabi, Chinese Traditional, and Chinese Simplified.

The site requires users to select location by province as each region has different promos and offers. The regions that are supported are:

* Alberta
* British Columbia
* Manitoba
* New Brunswick
* Newfoundland
* Nova Scotia
* Ontario
* Prince Edward Island
* Quebec
* Saskatchewan
* Northwest Territories
* Nunavut
* Yukon (note: there is one dealer in Whitehorse that isn’t currently on GYT but will need to be considered on the site)
* Nouveau-Brunswick
* Terre-Neuve-Et-Labrador
* Nouvelle-Ecosse
* L’ile du Prince Edouard
* Quebec
* Total = 19 regions

From a legal standpoint, it’s important that we implement clear signals to consumers when they’re navigating between the GYT site and Toyota.ca.

# WEBSITE CONTENT & FUNCTIONALITY

The website is structured around six content pillars:

1. Home (1)
2. Models (15+)
3. Parts & Service (TBC)
4. Quebec: MyToyota Loyalty Program
5. Legal (1)
6. Terms & Conditions (1)
7. comingPrivacy Policy (1)

Total = 20 pages

The site needs to be replicated to 19 regions. Assuming all regions will support all possible pages, The GYT site will contain 380 pages.

The site needs to be built in EN/FR. We also need to quote the option of also supporting Punjabi, Mandarin, and Cantonese.

This is a summary of the functionality that is desired on the new GYT

1. Home (1)
   1. Desire to personalize the landing page experience based on who arrives on the site (a new visitor, a 30 day visit, a 60 day visit) + from where SM
   2. Ability to regionalize the site based on postal code vs province selection
   3. Clickable carousel header image
   4. Chat - Partner: Confirm existing partner (global across the site)
   5. SMS - Partner: Kimoby (global across the site)
   6. Dealer locator tool - Partner: Dealer Central (global across the site)
   7. Ability to book appointments with dealers - Partner: Dealer Central
   8. Register for updates prompt - connected to existing lead gen tool - Partner: Rapid Response
2. Models (15+)
   1. Feature model images, videos, etc.
   2. Finance Calculator
   3. Lease Calculator
   4. Seamless connection to Toyota.ca build & price tool
   5. Inventory Management Tool
      1. Existing Inventory management partners :
         1. Vehicle and Parts inventory - DMS (Dealer Management Software) companies that handle all our transactions, accounting, etc, and are located on servers within each dealership.:
            1. Reynolds and Reynolds
            2. Quorum
            3. Dealertrack
            4. CDK
            5. ADP
         2. Macro level vehicle inventory management via TCI’s software - possibly created by SAP
            1. Information is located on TCIs servers (or more likely AWS) - not at the dealership level.
            2. Information is accessed via an inventory tool called Infostream.

This is used to access data on (among other things):

Our vehicles build dates

Our vehicles shipping dates

The location of our vehicles before they arrive

Other dealers incoming inventory

Other dealers on the ground unsold inventory.

We also use this system to trade vehicles between dealers

* 1. Social reviews - Partner: Bazaar Boys

1. Parts & Service (TBC)
   1. Dealer locator tool (global across the site) - Partner: Dealer Central
   2. Ability to book appointments with dealers - Partner: Dealer Central
   3. Register for updates prompt - connected to existing lead gen tool - Partner: Rapid Response
2. MaToyota/MyToyota Loyalty Program
   1. Note: We’re quoting two scenarios (1) Migrating hosting over ONLY (2) Integrating MaToyota into new GYT
   2. Hosting Info
      1. MaToyota
   3. Integration Info
      1. Sign Up Flow
         1. My Account
            1. First Name
            2. Last Name
            3. Email
            4. Confirm Email
            5. I don’t have an email address box
            6. Password
            7. Confirm password
            8. Language of correspondence
            9. Legal Opt in
         2. My Profile
            1. Phone Number
            2. Address
            3. City
            4. Postal Code
            5. Province
            6. DOB
         3. My Toyota
            1. Model
            2. Year
            3. Location of Purchase
            4. Main maintenance location
            5. Leased or Purchased
            6. Other vehicle options
         4. My Card
            1. Activate my Toyota Card
            2. Virtual Card
         5. Finalize registration + Confirmation
      2. Log-in Flow
      3. Personalized account information
         1. My Account
            1. My Points
            2. My Card
         2. Purchase History
         3. Account settings
            1. Connection to DataCandy for loyalty points management
      4. Connection to Adobe Campaign/DataCandy for triggered CRM
         1. Confirmation email
         2. Welcome Emails Day 1
         3. Welcome Emails Day 21
         4. Birthday Emails - Active User version
         5. Birthday Emails - InActive User version
         6. Point Balance Email - 10K Milestone
         7. Point Balance Email - 30K Milestone
         8. Point Balance Email - 50K Milestone
      5. Note: MaToyota App is managed by DataCandy
      6. Promotional pages
3. Legal (1)
4. Terms & Conditions (1)
5. Privacy Policy (1)

The CMS should give admin access to make the following updates:

1. Offer Updates
   1. Ability to make batch offer updates across the site - data tables need to be consistent
   2. Offer updates need to be able to make regional global changes to all tools based on relevant monthly offers
2. Home
   1. Header image(s) changes
3. Models
   1. Ability to add images and video content
   2. Control the ability to add, remove, and re-order model pages to the site
   3. Ensure the same model of different model years can be displayed on the site
   4. Ensure model pricing doesn’t round up
4. Parts & Service (TBC)
   1. Update images
   2. Update offers
5. MaToyota/MyToyota Loyalty Program
   1. Promo code management
      1. Set up promo codes
      2. Extract lists for each promo code
      3. Link promo codes to DataCandy
6. Legal
   1. Ability to easily update legal copy
   2. Option to upload a doc to update legal copy
   3. Option to make global changes to legal copy across the site
7. Ability to disable the P&S tab from the menu
8. Ability for updates to be pushed to a staging site for review prior to pushing changes live

The following analytics requirements are needed:

1. Enhanced tagging and tracking throughout the site
2. Google Analytics Dashboard

Below is a summary of each content pillar, along with outstanding questions and a full list of pages on the website.

Note: The Showroom will need to consider where handoff points from Toyota.ca to GYT should be and vice versa.

## Design

Toyota.ca common .CSS file [HERE](https://www.toyota.ca/toyota/css/bundles/common.css)

Toyota.ca Style Guide found [HERE](https://www.toyota.ca/toyota/en/style-guide)

[Note: Toyota.ca web standards are being updated. The Showroom to confirm timing]

## Home

The homepage is where most consumers will land on GYT. The goal of the page is to surface the most relevant information to the consumer.

Most consumers will be further along down their purchase journey and are looking to get easy access to finding their local dealer, regional offers, and offer specific pricing,

## Models

Each Toyota model has its own page which features:

* A hero image of the car
* Option to see a 360 view of the car
* Opportunity to show enhanced content of the car (i.e. video, etc.)
* All-In Leasing Info
* All-In Finance Info
* All-In Price
* A Finance Calculator
  + Fields:
    - Down payment or trade-in equivalent
    - Payment Frequency: Weekly, Bi-Weekly, Monthly
    - Terms (Months): 36, 48, 60, 72, 84
    - Cash purchase value
    - Annual interest %
    - Dynamic payment amount by payment frequency
* A Lease Calculator
  + Fields:
    - Down payment or trade-in equivalent
    - Payment Frequency: Weekly, Bi-Weekly, Monthly
    - Annual interest %
    - Terms (Months) 60
    - Dynamic payment amount by payment frequency
* Consider a trade in calculator: Canadian Black Book API Partner
* 3rd party reviews - current partner is Bazaar Boys
* A CTA to Build & Price at Toyota.ca
* A CTA to request info or a test drive

Each region has different models features on their pages. Consider structuring each model page like it’s own landing page.

## Parts & Service

TBC

## Connect with a Dealer

This tab drives to the dealer locator tool.

## Legal

The legal page houses the complete legal disclaimers for the current month’s regional offers.

Each regional page will have different legal.

## 

## Terms and Conditions

The Terms and Conditions page houses the complete legal disclaimers for use of the site. Each regional page will have different Terms and Conditions.

## Privacy Policy

The Privacy Policy page houses the complete terms of how a user’s personal information is collected and used on the site. Each regional page may have different privacy policies.

## Opt Out

Form Field

* First Name
* Last Name
* Email
* Phone
* Comments
* Opt Out legal

## Gaps & Outstanding Questions

* TBC

# ONGOING CONTENT UPDATES TO LIVE SITE

Content updates that are not customizable within the CMS will be managed OOS based on the information provided by client.

On the days in which content updates are required, a technical team will be available to monitor the go live and troubleshoot any business critical issues, as required. This does not include changes to functionality and/or site structure.

Client to advise on exact scope and dates of required updates.