Request a Swatch

Revision History

Date	Track Record	Owner
8th July 2016	Base PRD	Kunal Saddar
14th July 2016	Updated the document with ● Tracking implementation. ● Mocks added ● Added more address fields in the Swatch request form ● Future impact section updated with proposed phases. ● Email & SMS flow added	Kunal Saddar

Business Case

To provide an option to customer to opt for swatches to remove ambiguity against fabric & colour

Feature overview

Provide the users to opt for swatches at the VIP page.

- We will do this by providing the user a lead form on the VIP page.
- This option will for opting swatches will available for all users (i.e Serviceable pincodes)
- The details captured in the lead form would be
  - Swatches selected
  - Name
  - Mobile no
  - Address
  - Pincode
  - Landmark
  - City Area
  - State
  - Country
  - Email id
- On submitting the necessary details, an email & SMS will be triggered to the Pepperfry user with the details.
- The swatches will be sent delivered offline manually.
- We will send a special unique coupon with the swatch card for easy accessibility of the product.

Affected modules

- VIP
- LM

Feature details

Backend details

1. **Swatch mapping against SKUS-** Mapping to be done in the backend against swatches.
   a. Create Swatches in the BE
      o Basis BRD shared, there are 58 unique swatches.
      o Create a table in the backend for mapping swatches & swatch images
      o This can be done by creating an attribute and mapping the image links with the values.
   b. Tag the swatches against the SKUS
      o Provide a bulk upload to the BE user for uploading swatches against SKUS
      o The upload format would be as below
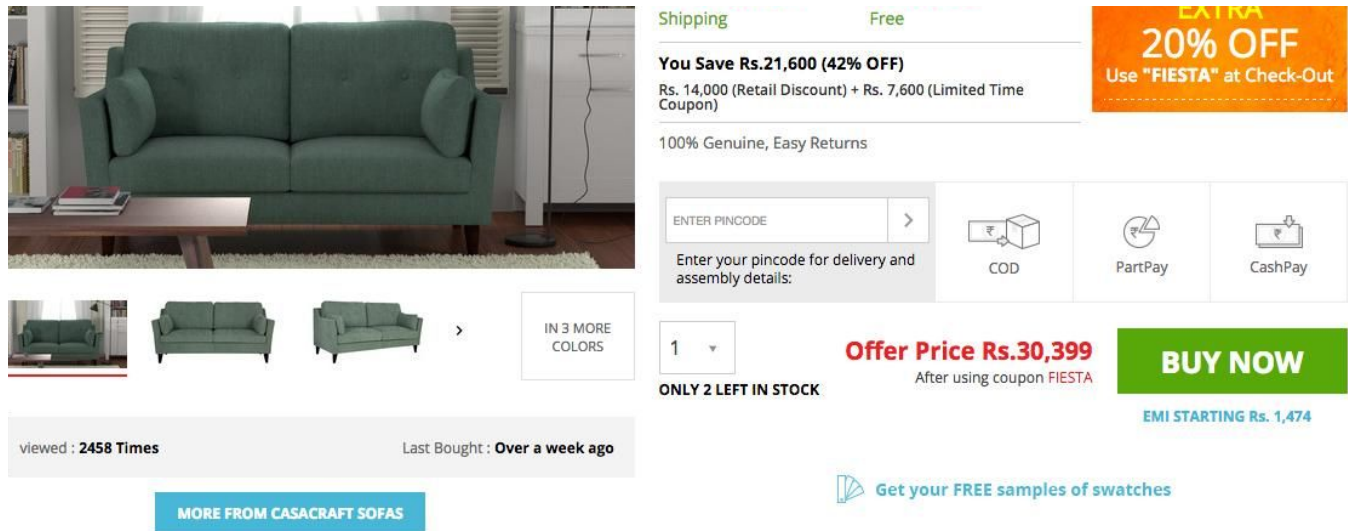
SKU	Swatch_id
FN129123-S-PM12214	Furry red

   c. Multiple swatches can be uploaded against a product.
      o UX team to define limit of max swatches
      o Basis data shared,
         ▪ maximum swatch count per product is 6
         ▪ majority cases would be 2 swatches per product

2. **Lead form to be built for the user on the FE**
   o The form will capture the below details on the FE
      ▪ Swatches selected
      ▪ Name
      ▪ Mobile no
      ▪ Address
      ▪ Pincode
      ▪ Landmark
      ▪ City Area
      ▪ State
      ▪ Country
      ▪ Email id
   o All the above details will be pre-entered for a logged in user
      ▪ Name – Account name to be picked
      ▪ Mobile no – Account mobile number to be picked
      ▪ Address – To be picked from the default shipping address
      ▪ Pincode – To be picked from the default shipping address

- Landmark – To be picked from the default shipping address
- City – To be picked from the default shipping address
- Area – To be picked from the default shipping address
- State – To be picked from the default shipping address
- Country – To be picked from the default shipping address
- Email – Email if with which he is logged in
  - This data will be stored in a table in the BE for pulling the report which will display all the above details.

Frontend details

1. **Model link to be displayed in VIP –** The link will be displayed on all products where the swatches are tagged and for Mumbai pincodes only.

2. **Model view (default state)**- The below model will open when the user clicks on the link

Welcome to Pepperfry

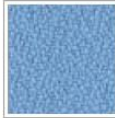Select the swatches that you would like to receive:

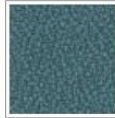Following swatches are available for Liliana Three Seater Sofa in Pistachio Colour by Casacraft
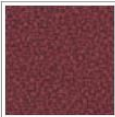
Sandstorm
PF107

Apple
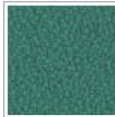PF118

Parasol
PF104

Windjammer
PF135

Lobster
PF384

Jamaika
PF267

Tarot
PF464

Rainforest
PF345

First Name:

Last Name:

Email ID:

Mobile:

Address:

Pincode:

Area:

City:

Landmark:

State:

Country:

Submit

Show captcha code for more than 1 attempt in 15mins.

3. **Model View (Swatch Selected state)**

4. **Modal view – Form submitted state-** When the user submits the above form, the below screen will be displayed.
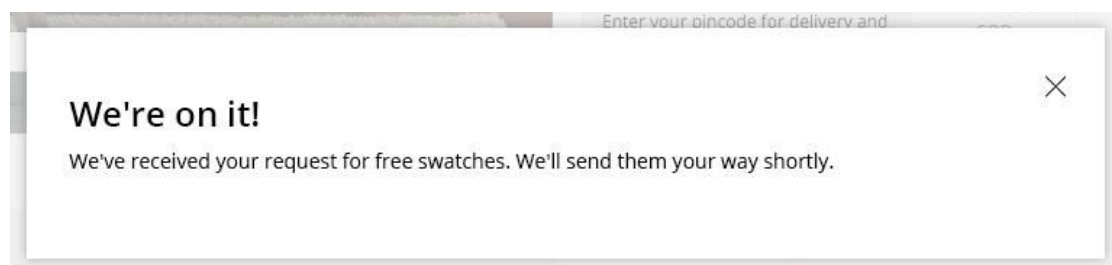
5. **Email & SMS** – An email will be triggered to the user regarding his swatch request. (Design to be finalized)

6. **SMS** – An SMS will be triggered to the user aswell.
   - **SMS Copy which will be triggered to the user when the form is submitted** –
     o Dear Customer, We have received your request for free swatch. We will be sending them to you within the next 3-5 days. Regards, Pepperfry

- **SMS copy when the swatches have been shipped to the customer** *(Ideal case , day 2 of swatch received)* – This would have to be triggered manually . Owner to be finalized
  - o Dear Customer, we have shipped the Swatch samples to your delivery address via **Bluedart**. The swatches will be delivered to you within the next 2 working days. Regards,Pepperfry.

Impact on Mobile/Tablet & App

The Swatch request display and form will need to be built for WAP & APP aswell.

(Will build on WAP & APP post successfully conversion on Web)

Events to be tracked/Reports required

1. **Reports to be built**
   - o Report required for swatches & product mapping

SKU id	Pid	Swatches selected

   - o Report required for Data stored by Lead form on FE

Swatches selected	Name	Mobile no	Address	Pincode	Timestamp

2. **Track the Conversion of Swatches**
   - o **To track UX conversion** – Tracking pixels need to be implemented to track if users are opting for swatches.
     - ▪ No. of times the swatch option was displayed
     - ▪ No. of times, the modal was successfully submitted

   - o **To Track Sales conversion**-
     - ▪ A unique Coupon code will be printed on the swatches card with the SKU code under every swatch. The coupon code will be used to track the users placing orders. (Swatch card getting designed)

3. **Question**: We will send this as a Lead to CRM in the next phase.

A-B Testing

NA

Team/Policy impact

1. FAQs will be needed to be added on the Contact Us page as the customer might call up CS for queries regarding delivery of the swatches..
2. Train CS team regarding this feature
3. Provide CS team the data of customers opting for this, so that CS can be aware when a customer calls.

Future impact

Phase 2: Basis the conversation of users opting for the swatches and placing for orders,

- We can provide inventory management for the swatches by treating swatches as SKUs.
- Provide an option to the user to place an order (Free) or paid and allow the WH to fulfill the operations.

Phase 3: Integrate Swatch request with Order flow process

- Provide the option to the user for opting for swatches during order processing to attract serious buyers with controlled conversion.
- The below message can be displayed the customer

    Buy now, decide later
    Lock in the price today and make your final choice when you're ready.
    Production turnaround time does not start
    The clock doesn't start until you confirm your fabric or leather selection so don't wait too long.
    Make your selection
    Please confirm your fabric or leather choice as soon as possible.
- Add Swatch Delivery & Tracking in My Account

Signoff

- Shailesh KL
- Ahmed
- Deepak
- Pragati
- Naresh Thadani
- Hussaine