



# ACTIVE KIDS

## Ecommerce

### Specifications

01.04.2021 - Draft v01

##PR-1751.1 - MASTERATIVO - ECOMMERCE ACTIVE KIDS

**CG:** Nuno Oliveira

**GP:** André Carmo

---

**Design:** HTML Template

**CMS:** WordpressHours

Largo Luís de Camões, Edifício Rainha, Piso 12RuaMarechal Teixeira Rebelo, nº 2, 1º

DT. +351.256.668.413

: 290H

**Deadline:** July 15, 2021

---

## CONTEXTUALIZATION

- Current website ativokids.com has 200/300 orders per month
- It has +3000 references, adding +/-700 with each new collection.

## OBJECTIVES

- New platform to accommodate brand growth, flexibility to adjust to constant changes

## TARGET PUBLIC

- One online store, two platforms:
  - **B2C** - End customer
  - **B2B** - Distributor / Retailer [Reserved Area]

## DIFFERENTIATION

- Usability and experience
- Increased online visibility and notoriety

## REFERENCE SITES

- [Mayoral](#)
- [Zippy](#)
- [Zara Kids](#)
- [Lion of Porches](#)
- [Snail](#)
- [Lefties](#)

## PROJECT PHASE

- Planning
  - Commercial Briefing
  - Specifications
  - **Template Selection**
- Design
  - Adaptation & Adjustments Template HTML (Layout)
- Programming
  - Front End
  - Back End
- QA & Checklist
- Content Insertion
- Training
- Launch
  - Stabilization [30 days]
  - Warranty [365 days]

## DESIGN

Using an HTML template:

- [Proposal / Demo](#) [Option #01] (**Approved**)
- [Proposal / Demo](#) [Option #02]
- [Proposal / Demo](#) [Option #03]

Constraints and limitations on template customization and personalization apply

Examples shared by the customer for additional reference.

**Mango:** <https://shop.mango.com/pt/crianca>

Note: very well structured and organized. Product list: possibility to hide the subcategories and filters, done intuitively and possibility to add to cart without opening the product.

**Boden:** <https://www.boden.co.uk/en-gb/girls-clothing>

Note: here we highlight the easy navigability - very clean and practical homepage. Visual effects on product thumbnails...

**JCrew:** <https://www.jcrew.com/pt/kids>

Note: clean and functional. We like the articles view with the filters on the left side and with the quick view option to buy, visual effects as for example when passing the cursor on the products colors, among others.

**Gocco:** <https://www.gocco.es/>

Note: good example in terms of structure and navigability.

**American Eagle:** <https://aeo.eu/en/men/bottoms/jeans>

**Liu Jo:** <https://www.liujo.com/int/kids/junior/t-shirts>

Note: home clean. Presentation of the product in a clean and interesting way;

Scotch&Soda: <https://www.scotch-soda.com/global/en/whats-new/girls>

## LOBA ECOMMERCE PORTFOLIO

- <https://www.loba.pt/pt/ecommerce>

## REQUIREMENTS

- Template HTML Customization (Colors, Logo and Font)
- Wordpress (CMS) Integration (BO)
- Two platforms
  - B2C
  - B2B
    - Registration request (subject to validation)
      - Form
    - Payment Methods
      - Bank Transfer
    - ERP integration (Sage Cloud)
    - Transport Integration; Portugal - FEMA; Abroad: FEMA, GLS, Torrestir.
    - Specific PVP (different B2C)
    - PVP of the article varies according to delivery address
      - Grouping prices by country (clusters)
- Responsive Website (Desktop + Mobile)
- SEO Structuring
- Banner / Dynamic Slider
- Multi-languages[PT][EN][FR][IT]
- Social Networks
  - Pictogram + URL [FB][IN][YT][IG][TIKTOK][WA]
  - Share content (Product Page & Blog Posts)
- Contact Forms (CTA)
- Search Engine
  - Categories Filter
  - Product Type
  - Color Product
  - Page (Product)
  - Sorting results
    - Categories
    - Prices
- Product Reviews (Stars + Comment)
- Pages
  - Categories Listing
  - Product Listing
  - Product Detail
  - Template Page (Institutional)
  - Page Blog Listing
  - Detail Blog Page
  - Contact Page
- Sorting Products / Filters
  - Default - News First
  - Price (Ascending / Descending)
  - Promotions

- Most Popular (most visited to least visited)
- Related Products
- Guest Purchase (No registration)
  - Add to the "*ongoing*" checkout
- Voucher Management
  - The vouchers will always be associated to specific clients, or they can be massively issued up to a limit, limited to 1 use per client
  - All vouchers issued will have a use-by date starting from the issue date, which will be defined by the brand
- Recommendation / Loyalty [CRM]
  - Benefits (Customer / New Customer)
  - Benefit management (e.g. when you complete a purchase)
- Newsletter Subscriber
  - Pop up Subscription (E.g.:Discount Offer)
- Security & Integrations
  - SSL encryption [1 Year].
  - reCAPTCHA
  - Google Maps / My Business
  - Google Analytics
- CMS Training
- Favicon
- Customization BO Login Page
- Logistics Management
  - B2B - Zones / Clusters
  - B2C - Zones / Clusters
  - Shipping Method
    - Store Pickup (Checkout) (variable price / free)
- Promotions
  - Discount % on items or categories of items
  - Direct price reduction
  - Promotion Validity (Start & End)
- Integrations
  - Zoho Desk
  - Zoho CRM
  - Zoho Campaigns
  - Online Chat ([SALES IQ](#) Integration)
    - Includes parameterization, customization and customer training (Zoho)
- Returns & Claims Management
  - CRM Integration
- Sticky Menu
- 301 Redirect
- Favicon
- Pop Up Cookies

## CONTENTS

To be supplied by the client (ATIVO KIDS), in digital format, according to the requirements (format, resolution, etc.)

- Copy / Content Marketing (text, description, captions, titles, subtitles, etc.)
- Photos / Images (High Resolution)
  - Image Bank [Photo Session to be done by the client].
- Videos / Links
- Files: Catalogues / Brochures / Flyers / Technical Files
- Brand Identity Manual
- Vector logos
- Legal Notes:
  - Privacy Policy
  - Cookie Policy
  - Terms & Conditions
  - RGPD (Exercise of the Right to Hold Personal Data)
  - Complaint Book
  - Alternative Dispute Resolution (ADR)

The project does not include image/video bank, image supply, and editing (adjustments, cuts, etc.).

The project does not include creation (copywriter) and insertion of content in the platform, which should be provided by the client after approval of the platform and training.

Translation of any content is not included, being possible if needed, but should be framed commercially with the Client Manager (Nuno Oliveira).

It is possible to purchase a package of hours to ensure the insertion of content, which should be negotiated with the Client Manager (Nuno Oliveira, as it is extra to the parameters and scope of the project.

## SITEMAP

Information Architecture [Link]

### NAVBAR [Header][Menu]

- ATIVO KIDS Logo
- Language Selector [EN][EN]FR[ES][IT] [PT][EN]FR[ES][IT] [PT]
- Search
- Client Area
- *Wishlist*
- Cart
- **Baby**
  - Girl 6 - 36 Months
  - Boy 6 - 36 Months
- **Kids**
  - Girl 4 - 16 Years Old
  - Boys 4 - 16 Years Old

### FOOTER

- Contact
  - Postal Address
  - Phone /mobile
  - Email
  - GPS Coordinates (Google Maps link)
- SiteMap
  - **A Active**
    - About Us
    - Work at Ativo
    - Mission & Values
    - Where We Are
  - **Online Shop**
    - Terms & Conditions
    - How to Buy
    - Payment Methods
    - Shipping Methods
    - Exchanges and Returns
    - Size Guide
    - Exchange Policy
    - Refunds

Largo Luís de Camões, Edifício Rainha, Piso 12RuaMarechal Teixeira Rebelo, nº 2, 1º

DT. +351.256.668.413

+351.256.668.414

PortugalPortugalwww.loba.pt

3720-232 Oliveira de Azeméis2780-271OeirasF.



- Complaint Book
- **Business**
  - Corner
  - Franchising
  - Resale
  - Partners
- **Customer Support**
  - Inquiries
  - Terms & Conditions
  - Frequently Asked Questions [FAQS]
  - Client Card
  - Contact
  - Online Complaints Book
- Newsletter Subscriber (E-mail)( Zoho Campaigns)
- Contact Form
  - Title: "Request More Information
  - Name (required field)
  - Email (required field)
  - Phone (required field)
  - Message
  - reCAPTCHA
  - RGPD Acceptance
- Social Networks [FB][IN][IG] + ...
- Legal Notes
  - Terms of Use
  - Privacy Policy
  - Cookie Policy
  - RAL
  - RGPD
- **Financing & Incentives**
- Payment Methods
- Deliveries (Logistics Operators)(GLS)
- Loba Logo
- 2021 Ativo Kids All rights reserved

## PAGE LAYOUTS

### Home Page - Homepage

- Navbar menu (see above)
- Banner / Dynamic Slider
  - Title + Copy + Button (Link)
- Block News / Highlights
  - Title + Image (Product/Category) + Button (View Products/Categories)
- Block Promotions
  - Title + Image (Product/Category) + Price + Button (See products) + Promotional Conditions (start/end date + shipping offer, etc.)
- Block Category Products
  - Title + Image (environment) + Button (See products)
- Blog Block
  - Latest News [3] (Image + Title + Button (see more))
- Gallery Block
  - Carrousel ambient / generic images
  - Pop up (browse the gallery)
- Block Stores
  - Highlight the network stores
- Footer (see above)

## Institutional Page

It will serve as a basis for pages like "About Us" (template for content)

- Title + Subtitle + Text + Images + Video + Links
- History + Milestones + Highlights + Mission & Values

## Page Categories Listing

- Breadcrumb + Title + Subtitle + Text + Images + Button (View Categories) + Filters

## Page Sub-Categories Listing

- Breadcrumb + Title + Subtitle + Text + Images + Button (View Categories) + Filters

## Product Page Listing

- Banner / Dynamic Slider (allusive to the Category)
- Categories (Baby + Kids)
- Subcategories Boys / Girls (6 to 36) (4-16 years)
  - Baby boy: basics, pants, shorts, shirts, jackets, sets, sports, polos, sweatshirts, tshirts, long sleeve tshirts.
  - Boy: basics, pants, shorts, shirts, jackets, sets, sports, polos, sweatshirts, tshirts, long sleeve tshirts.
  - Baby girl: basics, skirts and shorts, jackets, sets, leggings, tops and blouses, t-shirts, long-sleeved t-shirts, dresses, and jumpsuits.
  - Girl: basics, jackets, ensembles, leggings, skirts and shorts, tops and blouses, t-shirts, long-sleeved t-shirts, dresses and overalls, pants.

(you can **add**, **delete** and **sort** the categories; put visible for each category, for example: skirts only for girls)

(in the future we may have shoes and accessories available " possibility to create new subcategories:

- Subcategory clothing
  - Footwear Subcategory.
- Block highlights
- Filters
  - Price
    - Ascending / Descending
  - Popularity
    - Best Sellers
  - Latest
    - Chronological sorting
  - Quantity (per page)

- Lazy Load
  - Groupings
    - 2 or 3 Columns
  - Color
  - Size
  - Collection
  - Categories
  - Balances
  - Highlights
  - News
- Grid Products
  - Breadcrumb
  - Banner / Dynamic Slider (sports environment images)
  - Product
    - Photo + Color + Category + Price + Wishlist + (View +) Additional cart button

## Page Product Detail

- Breadcrumb
- Description (Title + Text)
- Category
- Title Product
- SKU Reference
- Description
- Composition
- Instructions
- Price + Taxes
- Sizes
- Size Guide
- Available colors
- Notification when in stock
- Weight / Volume (Not visible)
- Share Social Networks
- Multimedia Association
  - Galleries images, videos, related links
- Gallery (browseable on images)
- Product name
- Variable Unit Price (varies according to size)
  - Information if discount applied (before / after)
- Ratings (Stars)
- Comments

- Quantity
- Additional Favorites
- Add Cart
- Product Category
- Shipping, Exchanges and Returns
- Tag
  - Promotion
  - New
  - Last units
  - Best Seller
- Share Social Networks [FB][IG][IN]
- Commercial Conditions
  - Promotion Duration (Start and End)
- Related Products
  - Combinations
- Recommended

## Page Blog Listing

- Title + Image + Date + Button (Read +)
- File + Categories + Search Field

## News Detail Page

- Title + Subtitle + Image/Video + Date + Author + Copy (body message) + Category + Share Social Networks + Comments (upon validation)

## Contact Page

- E-Mails
- Complete Postal Address
- GPS Coordinates
- Google Maps (link)(Google API Key)
- Form (CTA):
  - Name (required field)
  - Email (Required field)
  - Phone (Required field)
  - Message (Required field)
  - reCAPTCHA
  - RGPD Acceptance and Privacy Policy
- List ATIVO KIDS Stores
  - Address
  - Email

Largo Luís de Camões, Edifício Rainha, Piso 12RuaMarechal Teixeira Rebelo, nº 2, 1º

DT. +351.256.668.413

- Phone
- Hours of Operation
- Photograph of the store/identification
- Possibility of integrating the cell phone number with the store's whatsapp (Zoho Desk?)

## **Terms & Conditions Page**

- Title + copy

## **How to Buy Page**

- Title + copy
- Purchasing demonstration video (tutorial)

## **Payment Methods Page**

- Title + copy

## **Shipping Methods Page**

- Title + copy

## **Exchanges and Returns Page**

- Title + Copy

## **Sizes Guide Page**

- Title + copy

## **Trade Policy Page**

- Title + copy

## **Refunds Page**

- Title + copy

## **Complaint Book Page**

- Title + Copy + Zoho Desk (Pictogram + URL)
- Pictogram + URL

## **Business Page**

- Title + copy

- Corner
- Franchising
- Resale
- Partners

## Customer Support Page

- Title + Copy + Zoho Desk (Pictogram + URL)

## Inquiries Page

- Title + Copy + Zoho Desk

## Customer Card Page

- Title + Registration form

## Terms of Use Page

- Title + copy

## Privacy Policy Page

- Title + copy

## Cookies Policy Page

- Title + copy

## RAL Page

- Title + copy

## RGPD Page

- Title + copy
- Link redirects to unsubscribe/forget data (CRM + Campaigns).

## FAQ Page

- Title + Text
- Search
- Accordion
  - Frequently Asked Questions
  - Frequently Answered Questions
- Contact Form

## Client Area Page [B2C]

The personal area refers, as the name indicates, to the customer's area where he can find information related to his Personal Data, orders placed, favorites, among others.

- Create Account
  - First Name + Last Name (required)
  - Cell phone
  - E-mail (required)
    - *Double opt-in* confirmation (User receives an email to confirm registration)
  - GDPR Acceptance, Terms & Conditions and Privacy Policy
  - Option to create customer card simultaneously
- Login to Your Account
  - E-mail
  - Password
  - Remember Password
- Personal Data
  - Editing and rectifying data used in registration / First purchase
    - Name
    - Address
    - NIF
  - Billing Data
  - Delivery Addresses
  - Personal Data (more complete than registration, optional)
    - Age + Gender
    - Children + Ages + Birthdays + Names
  - Password Reset
    - Sending email to recover password
    - Retrieval Form
    - After validation, the user is forwarded to the Login area of the site
  - RGPD (Exercise Personal Data Rights)
    - Change of Personal Data
    - Marketing communication authorization (E-mail, newsletter)



- Request Personal Data provided
- Delete account
- Orders
  - Orders in Progress
    - Order Status (define states)
      - New / In process / Cancelled / Finished / Dispatched
    - Paying for Orders
    - Cancel Orders (if still being processed)
  - Order History
- Loyalty (Vouchers)

## Client Area Page [B2B]

- Prior registration subject to approval/validation of resale customers
  - Company Name + Full Postal Address + Telephone + Contact Name + Mobile Phone + Attachment registration document, for example: NIPC, CAE, etc.
- Payment methods: bank transfer
- ERP Integration
  - SAGE 100CLOUD
- Integration Carrier(s); Portugal - FEMA; Abroad: FEMA, GLS, Torrestir.
- Country-specific PVP (delivery) (country group)
- No Stock (Manual Management or ERP)

## Shopping Cart

- Summary of all articles (quantities) added
  - You can edit the order
    - Delete
    - Change quantities
    - Add articles
    - Move forward with the purchasing process
- Checkout
  - Ask the customer if they want to make a purchase with registration, without registration, or if they want to log in. If they want to register, have the option

to do it at that time. Same for Login. If they want to do it without registration, finish the purchase as a guest.

- Billing and Delivery Data (Invoicing and Shipping)
  - First + Last Name
  - Billing Address + Delivery Address
    - Button in case the Billing Address is the same as the Delivery Address
    - Some fields should be mandatory:
      - Address
      - Cell phone
      - Postal Code (make validation to assume the district automatically)
      - Name
  - Fiscal data (NIF or NIPC)
- Field to define if it is for gift (gift ticket + gift bag - quantity, depends on the number of items in the order) " for B2C only.
- Stock validation at checkout:
  - B2C: stock validation via ERP
  - B2B: Validation whether the reference is ON or OFF.
- Field for remarks.
- Payment Methods
  - B2C:
    - Integration with the HIPAA platform (MB, MBway, Credit Card) and Paypal.
  - B2B:
    - Bank transfer (manual check).
- Shipping Methods
  - Available (Shipment to home or pickup in store with option to select the desired " for B2C only)
  - Possibility to define different weight steps so that the calculation of the shipping costs is automatic
  - Free shipping above a certain threshold and per cluster (defined in the BO)
- Vouchers (update the order value after validation)
- Recommend vouchers (send voucher to friend/family/etc).
- Order Confirmation
  - Confirmation of all order elements (Addresses, Articles, Prices (taxes), Logistic Method and Cost, Payment Method)
  - Possibility to go back to rectify the cart / order
- ERP Stock Validation System (Duration "Reserve") [ERP]
- Submission Order

- Order "Thank You" Page
  - Customer receives an email with the order confirmation, soon after finishing the purchase process, you are presented, as a thank you, with the actual order confirmation:
    - "Thank you for shopping at ATIVO KIDS. An email confirmation of your order has been sent to you"
    - Button to return to homepage and/or personal area (if login is active)

## TRANSACTIONAL EMAILS

To be implemented by ATIVO KIDS through its Automation Marketing Management System, LOBA only integrates the API Key into the platform (upon technical validation of compatibility).

### CLIENT [B2C]

- Transactional emails are an important source of communication between the online store and the user, because they reinforce the security and trust that the user has towards the brand.
- Thus, we should assume the following transactional emails:
  - **Client Registration**
    - Thank you email with a link to activate your account;
  - **Registration confirmation email** (after activation)
  - **Email Order Confirmation** (E.g.: When payment is made at the time of purchase by Credit Card)
  - **Email Order on Hold**
    - Notification with order details, sent to the customer, when the order is catalogued as "Awaiting Payment" (when using for example bank transfer or ATM reference)
  - **Email Order Processing**
    - Order notification sent to the customer containing the order details after payment has been made
  - **Email Order Completed**
    - These types of notifications are sent to customers when their orders are marked as completed, and usually indicate that the order has been shipped
  - **Shipment email of the order** (evaluate after the selection of the carriers)
    - This email is informative. Thus, the content of this email should be only the notification to the customer that his order has already been shipped and that within days it will be delivered on the delivery date set at the time of purchase and with the tracking of the order.

Largo Luís de Camões, Edifício Rainha, Piso 12 Rua Marechal Teixeira Rebelo, nº 2, 1º

DT. +351.256.668.413

- **Delivery Confirmation Email** (evaluate after selection of carriers)
  - Like the previous one, this is an informative communication about the actual delivery of the purchase at the customer's home
- **Password Recovery Email**
- E-mail Notification, when Stocked
- **Email confirmation of newsletter subscription (and respective cancellation)**

## CLIENT [B2B]

- **Client Registration**
  - Thank you email with a link to activate your account, with a note saying "We are reviewing your registration. You will soon receive news from us" (example).
- **Email confirmation of Registration** (after validation from Ativo).
- **Order Confirmation Email**
  - Notification with order details, sent to the customer, with a note that all items and shipping costs are being validated, and that we will contact you shortly.
- **Email Order Processing**
  - Order notification ready to ship and with payment details.
- **Email Order Completed + Shipping**
  - These types of notifications are sent to customers when their orders are marked as completed, and usually indicate that the order has been shipped along with the order tracking.
- **Delivery Confirmation Email** (evaluate after selection of carriers)
  - Like the previous one, this is an informative communication about the actual delivery of the purchase at the customer's home
- **Password Recovery Email**
- **Newsletter subscription confirmation/cancellation email** (in case of B2B email communication).

## ACTIVE KIDS

- New registration made
- New order placed
- Notification of failed order (misplaced payment for example)

## PLUGINS

- WPML
- Activity Log
- W3 Total Cache
- Custom Login Page Customizer
- Smush
- WP-Optimize
- Yoast SEO
- Duplicate Post

## ACCESS

It is necessary to provide the access data so that we can implement, if necessary, as the developments will be in a quality environment (dev).

- Housing: LOBA
- Domain(s): DNS Access for pointing
- E-mail: E-mail and SMTP data (Set up CTA and transactional e-mails)
- Google Analytics: Providing API Key
- Google My Business: API Key Delivery
- Newsletter (Zoho Campaigns): LOBA
- Payments Platform (HiPay): Providing API Key
- Logistic Operators (GLS): Supplying API Key

## COMMITMENTS

### LOBA

- Online launch on schedule
- Bug Fixes (Stabilization Period) (30 days)
- 12-Month Warranty after online release (LOBA Hosting)

### ACTIVE KIDS

- Approval during the flow of the various development phases
- Responsibility for loading content
- Content delivery (text and images)

## REMARKS

- The online launch should be at the beginning of the week, never on a Friday
- Warranty only provided for websites hosted on LOBA servers
- *Deadline* compliance is intrinsically linked to the length and flow of client approvals during the various stages of project development and implementation