

Abstract geometric lines in the top left corner of the page, consisting of several overlapping, irregular polygons and lines in a light beige color.

# THE SELLERS FRIEND

Development Briefing

Draft v2 for Pete Mattison



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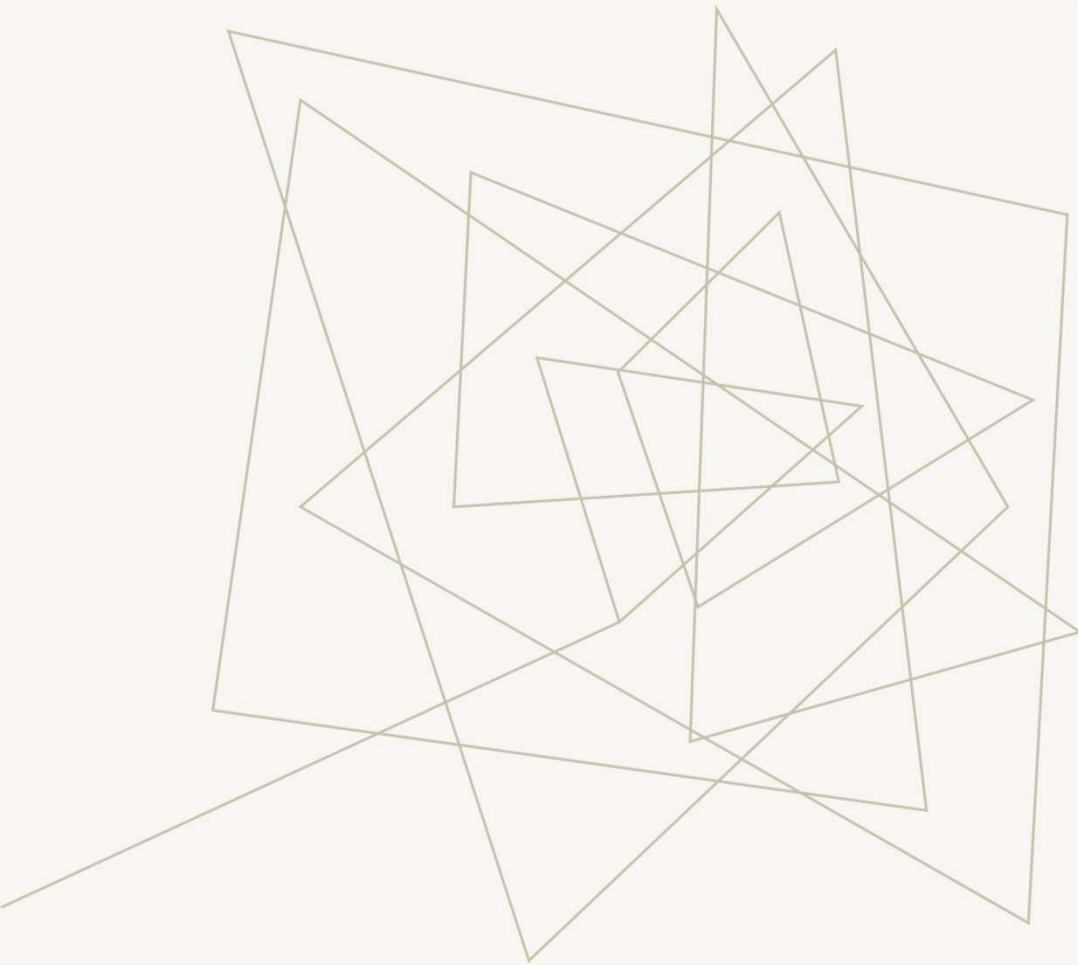
# PROJECT OVERVIEW

## PROBLEM STATEMENT

- Shoppers have moved online for both research and purchase.
- Some online retailers see 80% of their traffic on mobile.
- Digital Creatives (images) are designed and approved on desktop computers.
  - Product Detail Page (PDP) image gallery
  - Creatives for media sites (press and social).

## PROJECT OBJECTIVE

- Provide a platform for sellers to submit creatives to see images in a wireframe example of the page (rather than a file viewer).
- Wireframes will be pre-defined, designed to meet a common use case (e.g. online retailer)
- Wireframes will be available in specific (not responsive) versions for desktop and mobile.
- Project is not a repository for images (admin can delete after a defined period)



# FUNCTIONAL REQUIREMENTS

# LOG-ON SCREEN

The diagram illustrates a log-on screen layout. It features a central area with a light gray background. At the top of this area is a light orange rectangle labeled "LOGO". Below the logo are two rows of input fields. The first row contains a light purple box labeled "User ID" followed by a white input box. The second row contains a light purple box labeled "Password" followed by a white input box. Below these input fields are two green buttons: the top one is labeled "Logon" and the bottom one is labeled "Request access". At the bottom of the entire screen is a light orange footer bar labeled "Footer".

- Generic logon screen.
  - Users will need to logon to upload assets.
    - Request access would trigger a form submission to the admin.
- To view assets in situ:
  - User would be emailed a link.
  - Link should be dynamically generated
    - Not password protected
      - Simpler journey
      - Links maybe shared – and reduces risk of UserID being shared
  - Not guessable – so difficult to accidentally view another set of assets, or another users assets
  - Will expire (30-90 days TBC)

# USER JOURNEY – SCREEN 1 OF 3

The screen layout is as follows:

- Top Left:** A box labeled "LOGO".
- Top Right:** A box containing the text "Welcome back {User Name}" and "Days remain in billing period: X".
- Center:** Two rows of selection controls. The first row has a label "Site Type" followed by a dropdown menu with a green downward arrow. The second row has a label "Specific Site" followed by a similar dropdown menu.
- Bottom Center:** Two green buttons labeled "Log Out" and "Next".
- Bottom:** A light orange footer bar with the text "Footer".

- Site type is type of website
  - E.g. social media, retailer, publisher
- Specific Site is the specific site that user would want to see asset on.
  - E.g. Retailer -> Amazon
- Admin would be able to add/delete Site Type and Specific Site.
  - No restrictions to specific users are currently required.

# USER JOURNEY – SCREEN 2 OF 3

LOGO

Welcome back {User Name}  
Days remain in billing period: X

Site Type X

Specific Site X-1

Click Upload to upload new assets to view In-Situ

Upload

Device Type	Asset Size	Uploaded	Error
Desktop	000 x 000	Yes / No	
Desktop	111 x 111	Yes / No	
Mobile	...	...	

Back Next

Footer

- Upload button triggers dialogue box to upload 1 or more assets.
- Ideally pre-checks should be performed (admin can provide specifics per specific site:
  - Number of assets do not exceed number of assets available (per specific site).
  - Asset file names are compliant (to allow the application to place them in the page (General)
  - Asset file types are correct and do not exceed individual file sizes.
- Rows in the table should show all sizes available for the specific site and if they are present in the upload.

# USER JOURNEY – SCREEN 3 OF 3

The wireframe shows a screen layout with a light gray background and a light orange footer. At the top left is a 'LOGO' box. To its right is a box containing 'Welcome back {User Name}' and 'Days remain in billing period: X'. Below the logo are two input fields: 'Site Type' with the value 'X' and 'Specific Site' with the value 'X-1'. To the right of these is a box containing '{Message describing next steps – see comments}'. Below this message box is a green 'Send email' button. The footer area is labeled 'Footer'.

- Depending on privacy concerns (e.g. GDPR; please feel free to recommend) there are two options for email:
  - The application emails the users registered email.
  - Or – if the design uses user-names not email address (e.g., to reduce need for GDPR compliance or security concerns) then a field may be used to request the email.



# RENDERING OF PAGE / ASSET NAMING

- To simplify images could the in-situ page URL describe which set of assets to use – a directory (random, unique string) could be created at point of upload and used to point the application to the assets to be used in the specific links (mobile and desktop) emailed to the user.
- File naming could be prescribed to users e.g.
  - Users\_File\_Name- $\{Device\}$ - $\{Width\} \times \{Height\}$ - $\{Sequence\# \}$ .jpg
    - For non-retailer pages – images will each have a unique size
    - For retailer pages – images will be same size but  $\{Height\} \times \{Width\}$  –  $\{Sequence\# \}$  would signify position.
    - $\{Device\}$  would be Mobile or Desktop
      - Assets on retailer pages are same for mobile and desktop
      - Assets for non-retailer pages will be specific (although size may be identical)



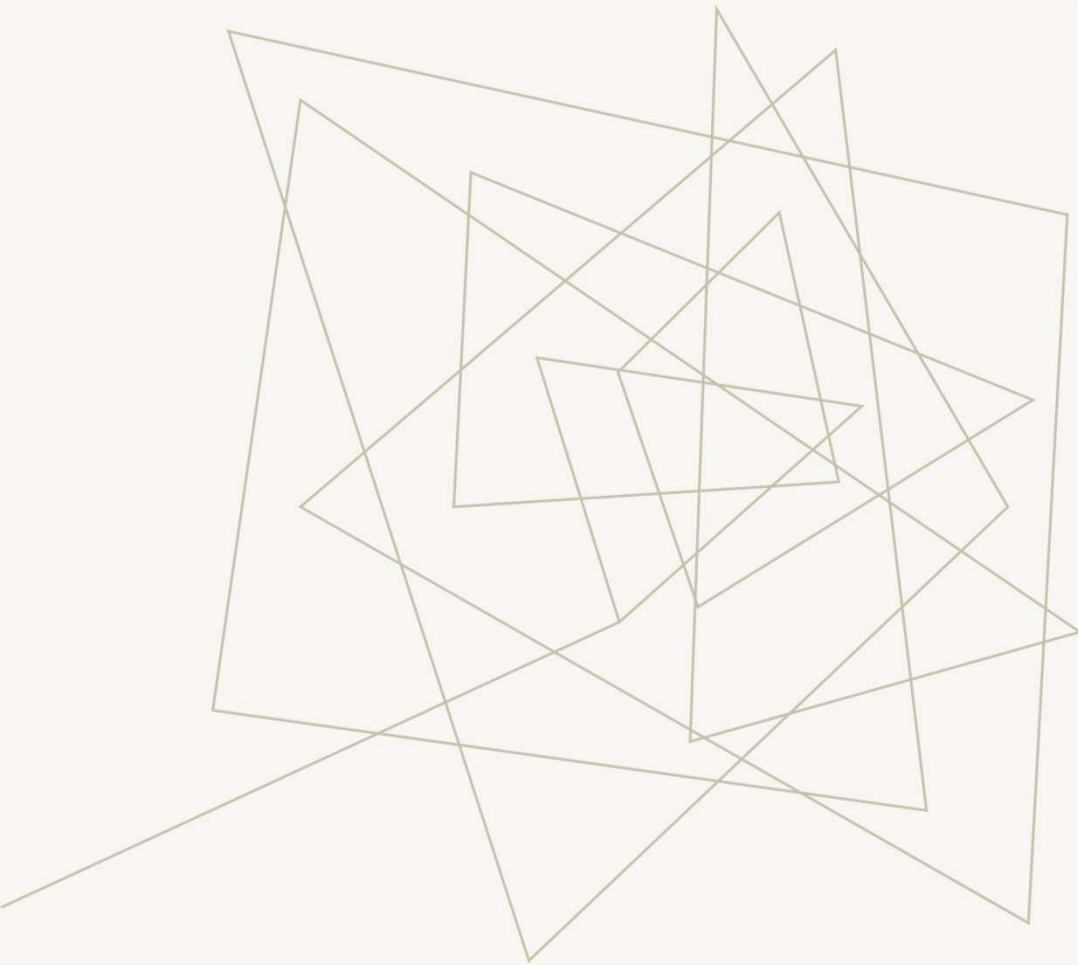
# THOUGHTS ON ERROR MANAGEMENT

- Using a CSV file to provide rules for asset compliance checking. i.e.
  - Rows containing
    - Details of asset type, dimensions, file size, max number of images – and error checking rule to follow.
- If errors are present and the user chooses to continue, an alert / filler image should be used for the images with errors or not uploaded.
- Consider a button triggering a form to report and application issue – either in head or footer, but clearly visible



# ADDITIONAL COMMENTS

- Specific site wireframe pages will need to be held in both mobile and desktop format
  - Responsive rendering of the platform the application uses, may not reflect that of the specific page.
- The user journey proposes the links (one mobile, one desktop) are emailed to the user as most users will have their email available on both devices.
  - Email template should be accessible to admin to adjust.
  - Likely that the links (and the assets) will be deleted after 30-90 days (TBC)
- The wireframes for the specific sites will be create separately
  - Please advise requirements of those pages
    - Directory structure, etc.
    - Ensure solution allows specific HTML (not template) to be displayed
- An admin process – either though CMS functionality or the specific application will be required to at least (and not limited to):
  - Add/Delete/Pause/Change user accounts
  - Add/Delete new specific sites
  - Submit update pages for specific sites
  - Add/Delete/Change error checking file (see Thoughts on Error Management)



# NON- FUNCTIONAL REQUIREMENTS



# NON-FUNCTIONAL REQUIREMENTS

## DEVICE COMPATIBLY

Personal Computer – page should render and function on both Windows and MacOS based personal computers

Mobile Device – pages should render for both Android (e.g. Samsung Galaxy) and iPhone (iPhone 12 onwards)

## CONFIDENTIALITY

Users may work for competing organisations, as such the assets uploaded should not be accessible by other users.

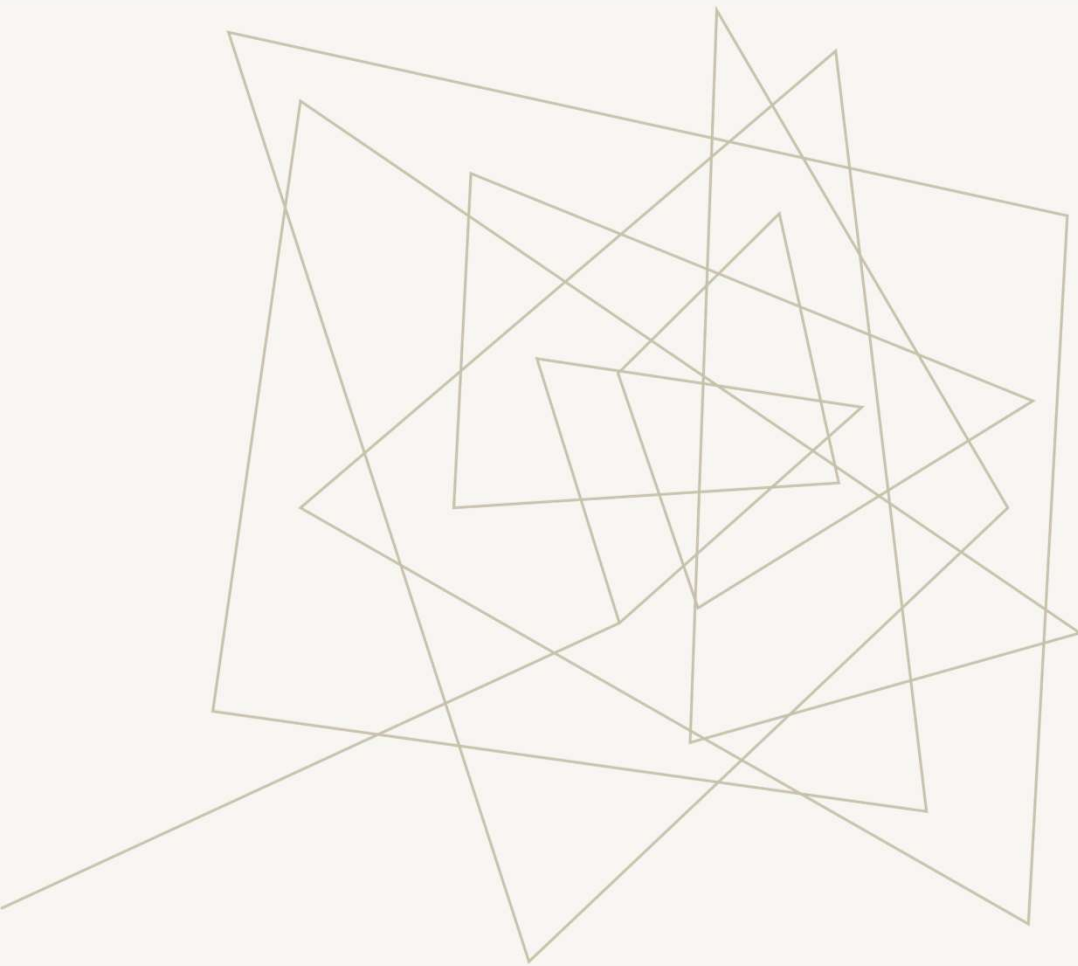
Links to view assets on desktop / mobile should not be easily guessable and unique.

## EXPECTED LOAD

Light

User Count - Potentially up to ten users uploading images.

Images – A typical batch of images will be between 7-20 images. Images specification are in “Other” Section



# PLATFORM CONSIDERATION



# PLATFORM CONSIDERATIONS

## THIRD PARTY LICENSING & INTEGRATIONS

It is envisaged that the solution will be reasonably simple and possible within WordPress with supporting code (e.g. PHP, Ruby on Rails, etc.).

Any additional licensing costs should be made clear in proposal – along with implications of integrating.

## DATABASE / FILE SYSTEM

There are two types of file systems – the wireframes, and the submitted assets.

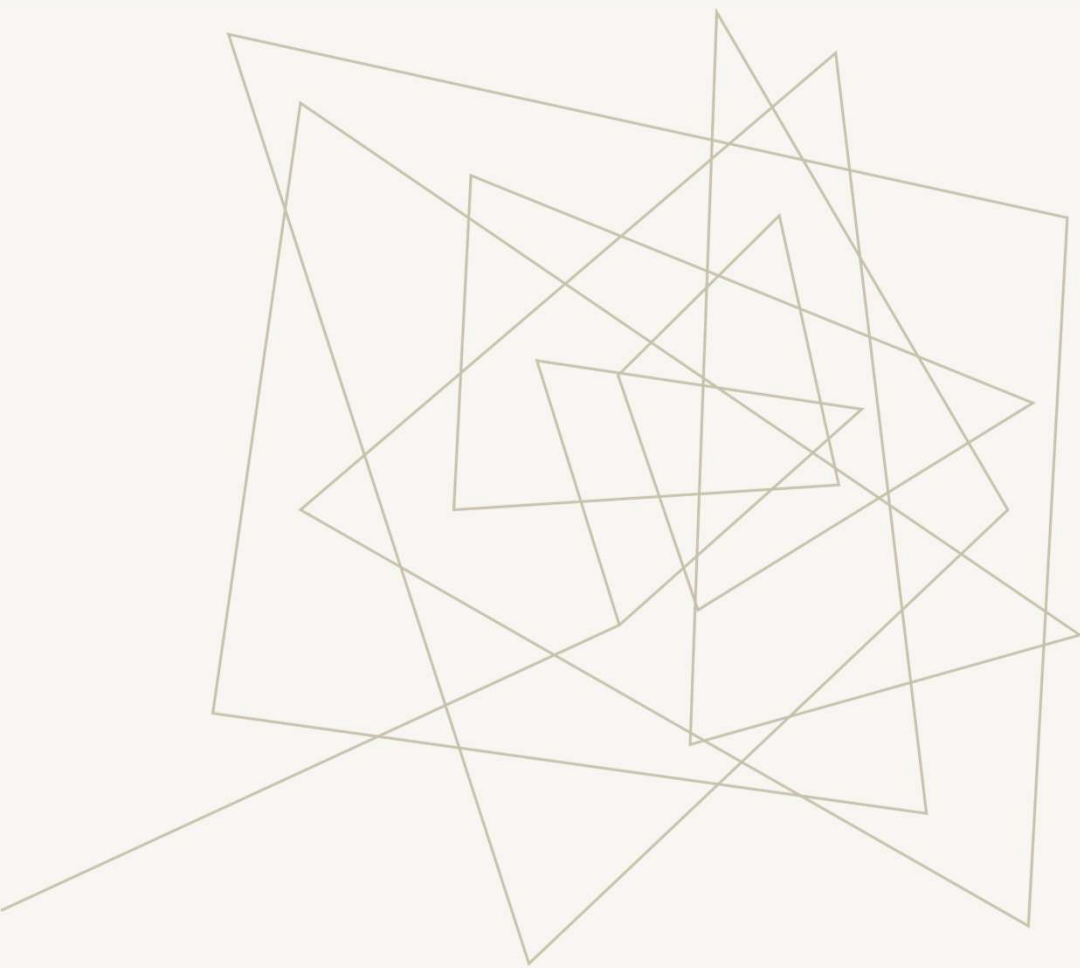
Wireframes should be structured to allow wireframes to be easily added, changed or deleted by admin.

Asset should be structured to allow storage management by admin (deleting old assets) and to maintain user confidentiality.

## ONGOING MAINTENANCE

Code and user procedures, especially Admin functions should be documented (including comments in code).

Proposal should include costing for adhoc maintainance



## APPENDIX



# TERMINOLOGY

- **PLP** – Product Lister Page –  
e.g.  
<https://www.amazon.co.uk/b/?node=3618681>
- **PDP** – Product Detail Page –  
e.g.
  - <https://www.amazon.co.uk/dp/B08K8TKBF7/>
- **Browser** – common browsers –  
e.g. Chrome, Edge, Safari, Firefox
- **Wireframe** – Simplified version of a webpage. Highlighting the core elements of the page, not the specific detail.

# WIREFRAMES REQUIRED

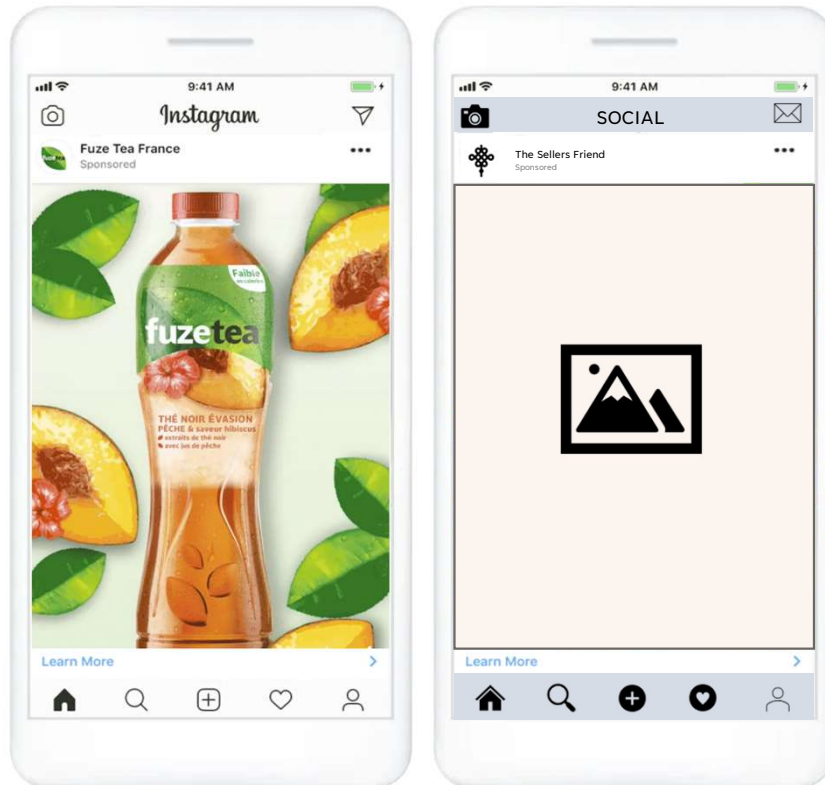
Many of the wireframes have common elements (e.g. both Social Media – Carousel and Retail – Image Gallery both use a swiping motion to move horizontally through images).

All wireframes should have a footer detailed in brief.

Site Type	Specific Site
Social Media	Generic – Post (based on Instagram)
	Generic - Carousel (based on Instagram)
Retail	Generic – Image Gallery (based on Amazon)
	Generic – Video (based on Amazon)
Publisher	*Generic – Desktop – long scroll page
	Assets only – Desktop - no wireframe
	*Generic – Mobile – long scroll page
	Assets only – Mobile - no wireframe

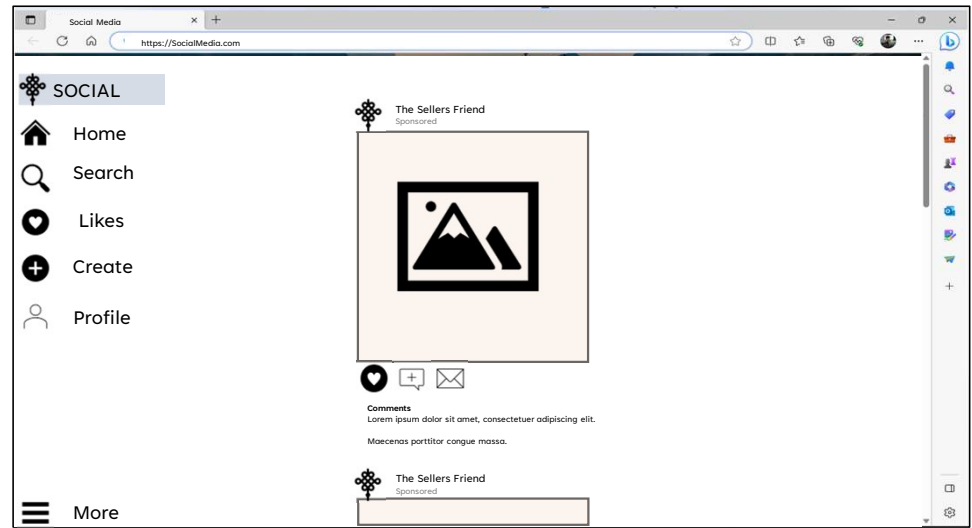
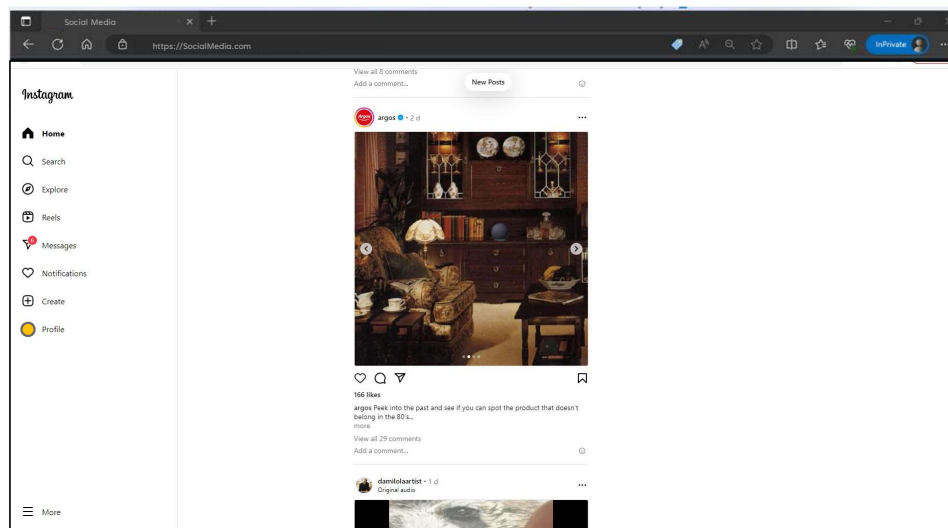
\*The mock-up / brief for the Publisher-Generic pages (desktop and mobile) are not included. As part of the proposal, one could be proposed but costed as optional

# EXAMPLE WIREFRAME :- SOCIAL MEDIA, POST, MOBILE



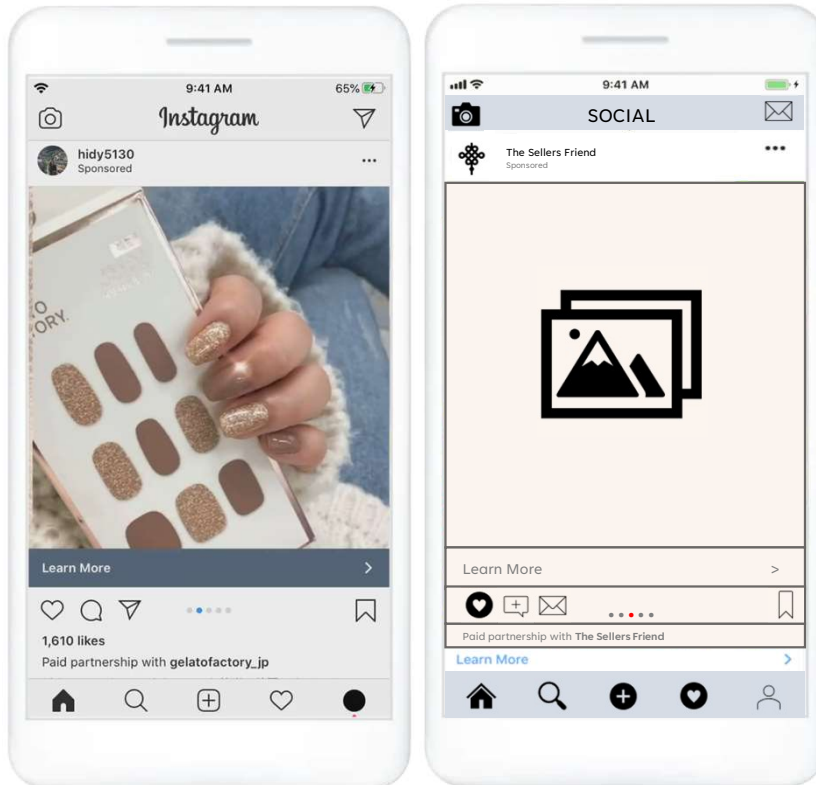
- Wireframe Header and Footer (Grey/Blue) should lock and remain in place when scrolling.
  - Icons are for display only (non-functioning)
- Displayed Asset should be shown three times to allow for scrolling.
- After “Learn More” of third asset an “END OF PAGE” message should be displayed.

# EXAMPLE WIREFRAME :- SOCIAL MEDIA, POST, DESKTOP



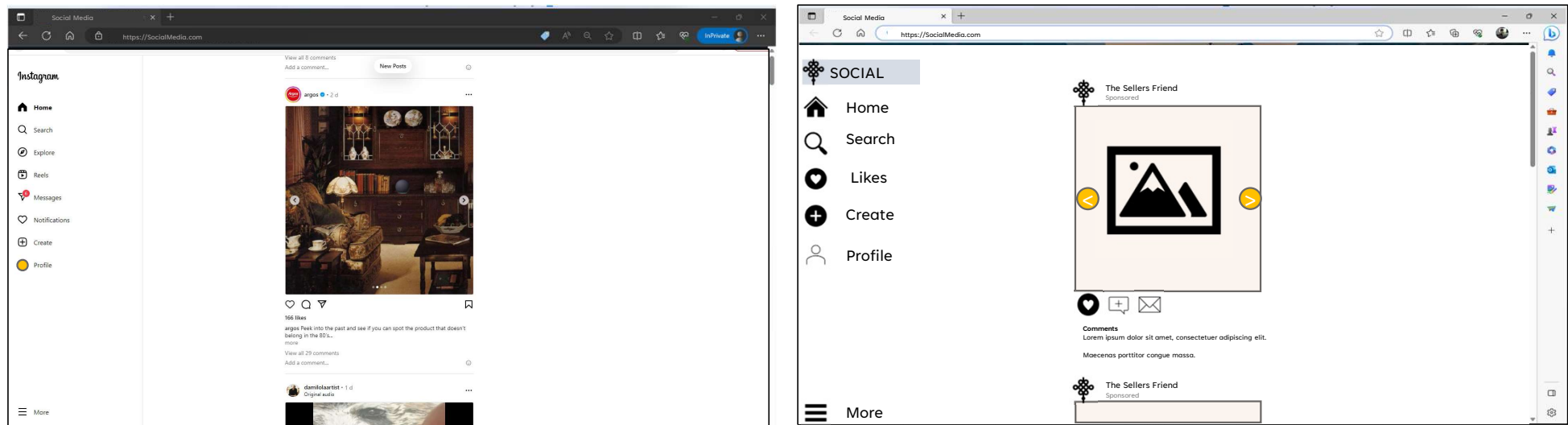
- Wireframe Header and Footer (Grey/Blue) should lock and remain in place when scrolling.
  - Icons are for display only (non-functioning)
- Displayed Asset should be shown three times to allow for scrolling.
- After “Learn More” of third asset an “END OF PAGE” message should be displayed.

# EXAMPLE WIREFRAME :- SOCIAL MEDIA, CAROUSEL, MOBILE



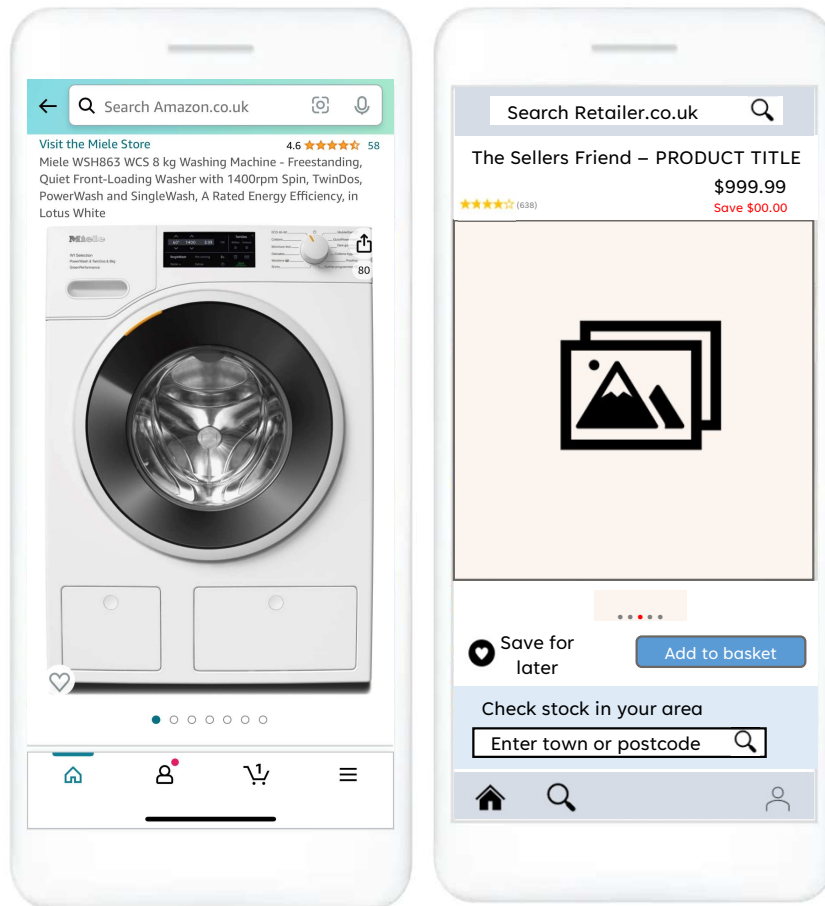
- Same general structure as Social Media, Generic, Mobile – but images is displayed as a carousel.
- Carousel should allow to swiping to move between images in the carousel. Ideally the image count (e.g. “...”) should show image count and position, but not essential)

# EXAMPLE WIREFFRAME :- SOCIAL MEDIA, CAROUSEL, DESKTOP



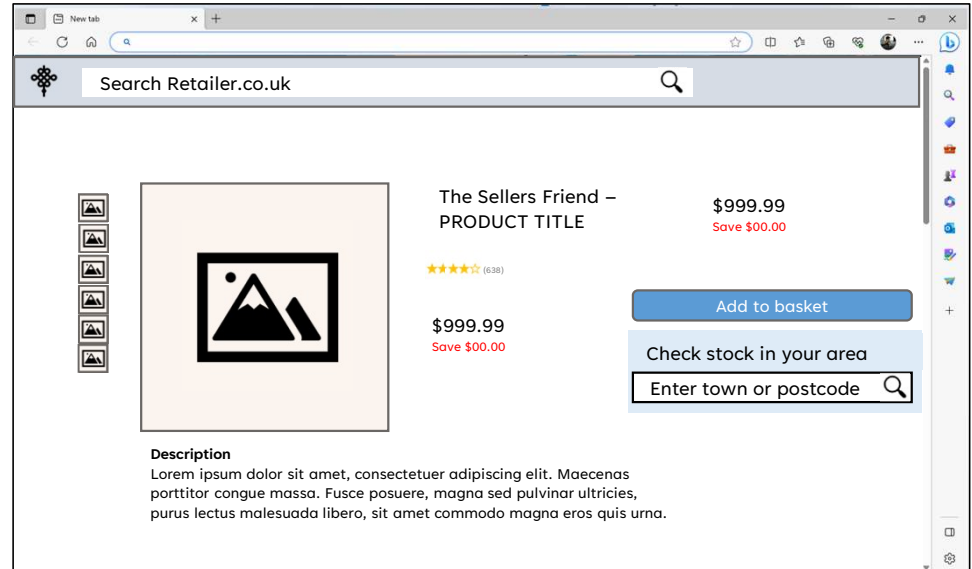
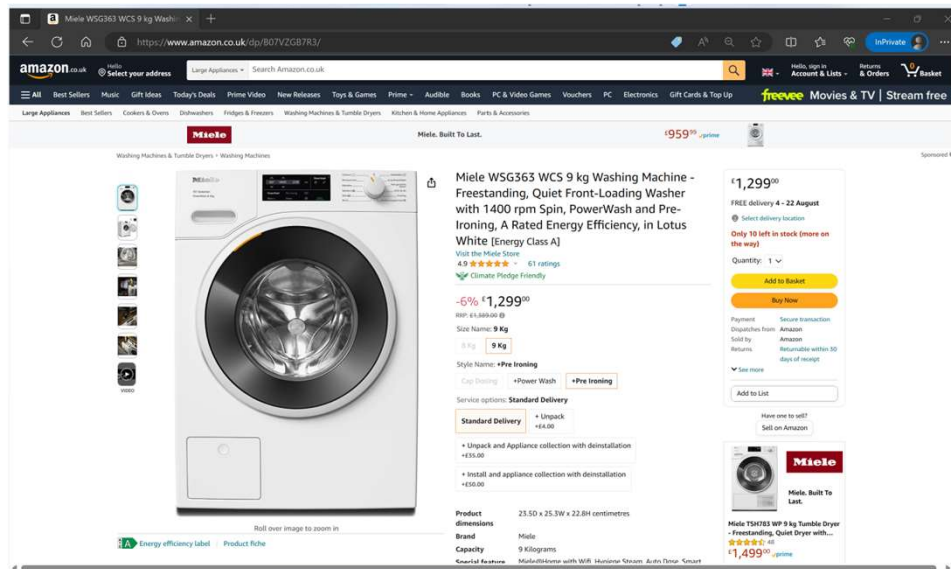
- Same general structure as Social Media, Generic, Desktop – but images is displayed as a carousel.
- Image navigation is with arrows overlayed (or next to image). Ideally the image count (e.g. “....”) should show image count and position, but not essential)

# EXAMPLE WIREFRAME :- RETAIL, IMAGE GALLERY, MOBILE



- Page layout is designed to replicate a generic online retailer.
- All text is static and for illustration only.
- Below “Check Stock” (below the fold) an “END OF PAGE” message should be displayed.
- Product image should allow swiping through gallery, as per social media carousel.

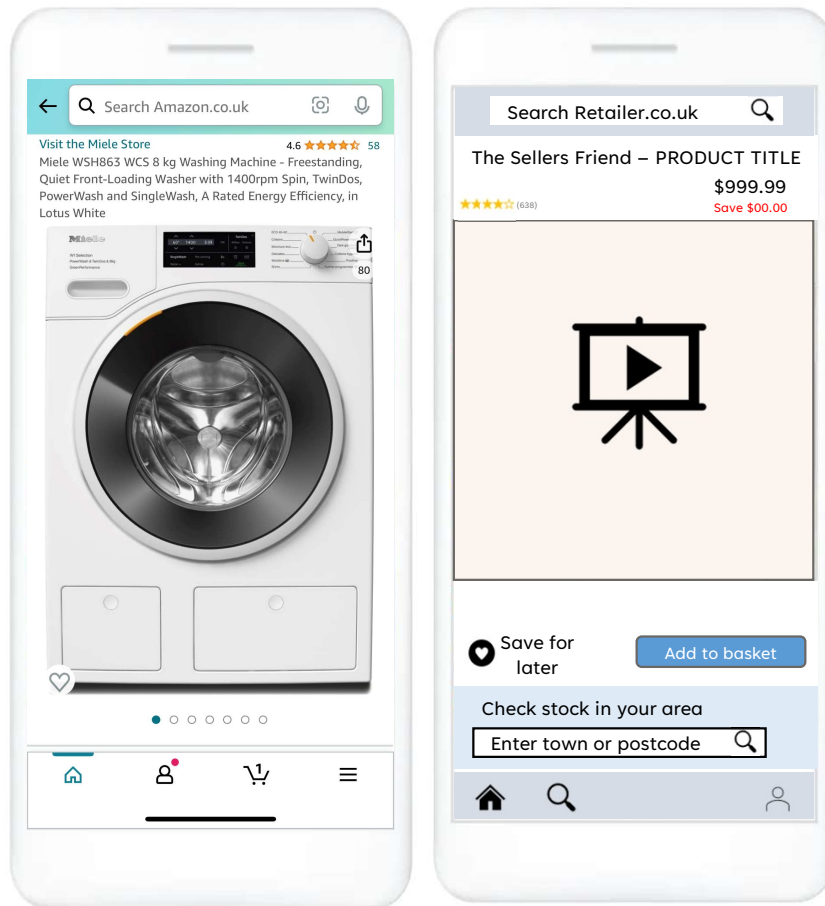
# EXAMPLE WIREFRAME :- RETAIL, IMAGE GALLERY, DESKTOP



- Page layout is designed to replicate a generic online retailer.
- All text is static and for illustration only.
- Below “Description” (below the fold) an “END OF PAGE” message should be displayed.
- Image icons to the left of the main image should allow selection of the image in sequence – can be either reduced size images or simply numbers (images preferred).

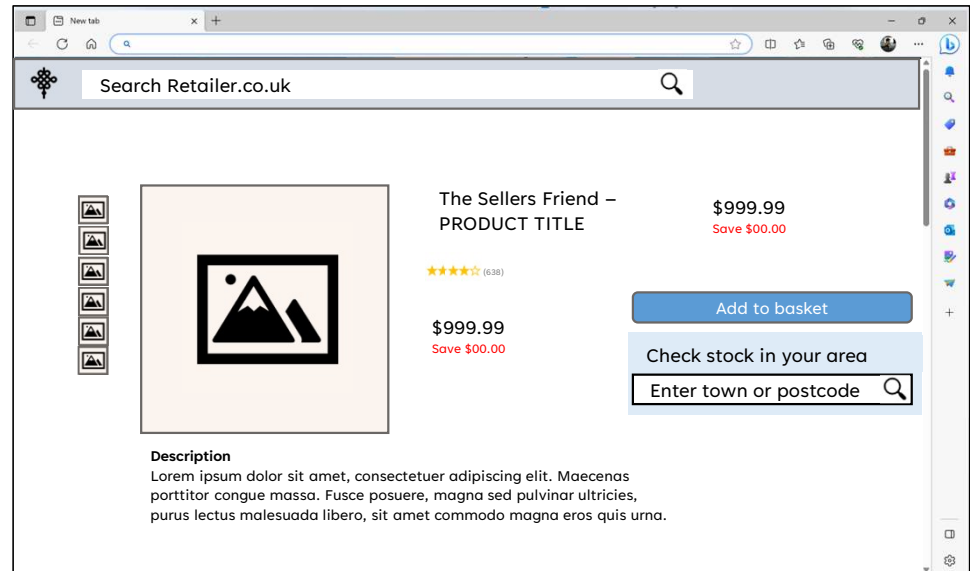
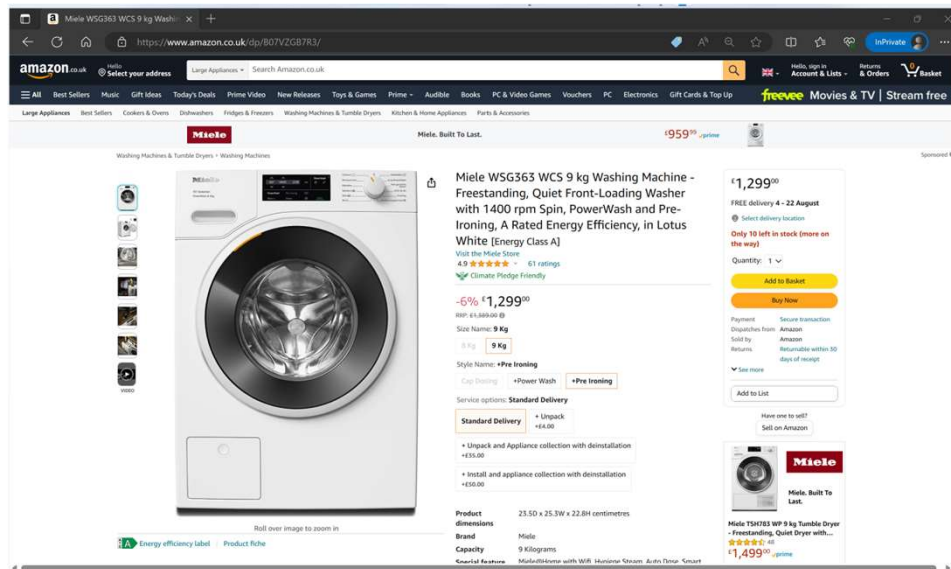


# EXAMPLE WIREFRAME :- RETAIL, VIDEO, MOBILE



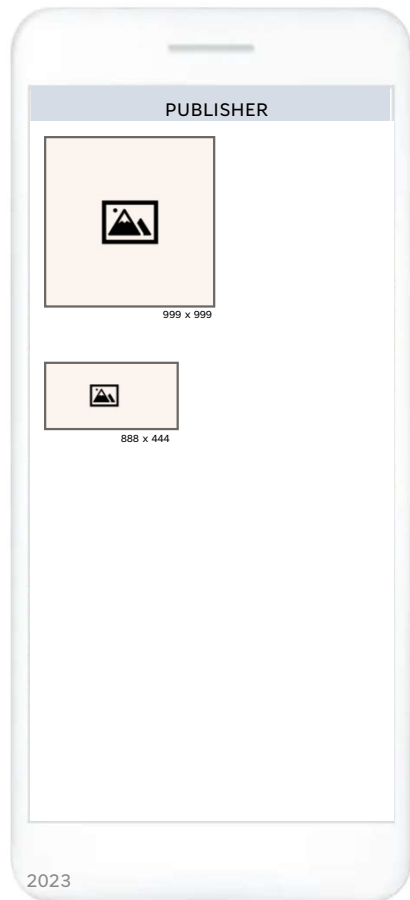
- As per Image Gallery, but video.
- If simpler to integrate into wireframe then that is an option.

# EXAMPLE WIREFRAME :- RETAIL, VIDEO, DESKTOP



- As per Image Gallery, but video.
- If simpler to integrate into wireframe then that is an option.

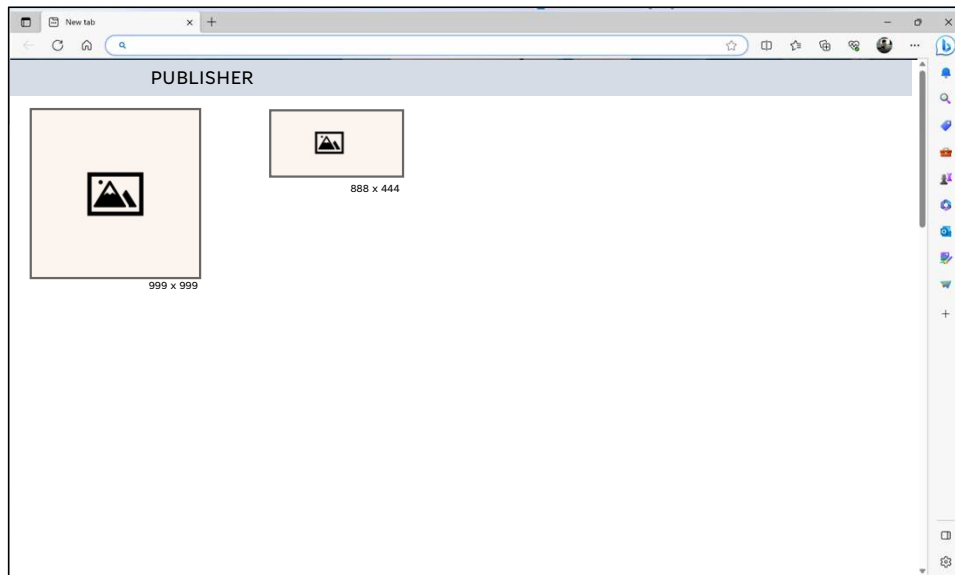
# EXAMPLE WIREFRAME :- PUBLISHER, ASSETS ONLY, MOBILE



- Page layout is simple layout of images in sequence.
- Desktop and Mobile wireframe can be responsive (i.e. the same page)
- Each image has it's size below for reference (font size must be readable on desktop and mobile.
- Any missing images should be shown
- At end of images an “END OF PAGE” message should be displayed.

# EXAMPLE WIREFRAME :- PUBLISHER, ASSETS ONLY, MOBILE

- As per Mobile version but link rendered for desktop





# END OF PAGE

- At the end of the page there should be a footer.
  - Should be below the fold to avoid distraction from the page design.
  - Should signify to user that page is at end.
- Footer should contain two action (possibly by button to trigger a form)
  - Report Error
  - Suggestion / Feedback
- Should also contain generic footer information
  - E.g branding, build version etc.
- Should appear on desktop and mobile version.

# IMAGE SPECIFICATIONS- 1 OF 3

Site Type	Specific Site	Asset Type	Width	Height	Dimensions	Ratio	Max File Size (kB; per file)	File Formats	Min Qty of files	Min Qty of files	Limiting Factor
Social Media	Meta - Ad	Image	1080	1080	Recommended	1.91 to 1.1	30000	JPG or PNG	1	1	File Size and Ratio
Social Media	Meta - Carousel	Images	1080	1080	Recommended	1.91 to 1.1	30000	JPG or PNG	2	10	File Size and Ratio
Retailer	Generic- Image Gallery	Images	3000	3000	Recommended	01:01	30000	JPEG, TIFF, PNG	1	10	File Size and Max Dimensions
Retailer	Generic - Single Video	Video	1280	720	Min	16:09	100000	MP4, MOV, 3GP, AAC, AVI, FLV, or MPEG-2	1	1	Min Res and Ratio

# IMAGE SPECIFICATIONS – 2 OF 3

Width	Height	Dimensions	Ratio	Max File Size (kB; per file)	Min Qty of files	Min Qty of files
120	60	Fixed	n/a	100	1	1
250	250	Fixed	n/a	300	1	1
300	250	Fixed	n/a	300	1	1
320	320	Fixed	n/a	300	1	1
336	280	Fixed	n/a	300	1	1
120	600	Fixed	n/a	300	1	1
160	600	Fixed	n/a	300	1	1
300	600	Fixed	n/a	300	1	1
300	1050	Fixed	n/a	500	1	1
468	60	Fixed	n/a	300	1	1
728	90	Fixed	n/a	300	1	1
800	250	Fixed	n/a	500	1	1
970	90	Fixed	n/a	400	1	1
970	250	Fixed	n/a	500	1	1

Site Type = Publisher;  
 Specific Site = Generic – Desktop;  
 Asset Type = Image  
 Limiting Factor - Dimension and File Size;  
 File Formats - JPG, PNG, GIF (image or animation)

# IMAGE SPECIFICATIONS – 3 OF 3

Width	Height	Dimensions	Ratio	Max File Size (kB; per file)	Min Qty of files	Min Qty of files
300	50	Fixed	n/a	100	1	1
320	50	Fixed	n/a	100	1	1
640	1136	Fixed	n/a	600	1	1
750	1334	Fixed	n/a	600	1	1
1080	1920	Fixed	n/a	600	1	1
120	20	Fixed	n/a	100	1	1
168	28	Fixed	n/a	100	1	1
216	36	Fixed	n/a	100	1	1
300	100	Fixed	n/a	300	1	1
320	100	Fixed	n/a	300	1	1
320	480	Fixed	n/a	300	1	1
360	592	Fixed	n/a	300	1	1
360	640	Fixed	n/a	300	1	1
375	667	Fixed	n/a	300	1	1

Site Type = Publisher;  
 Specific Site = Generic – Mobile;  
 Asset Type = Image  
 Limiting Factor - Dimension and File Size;  
 File Formats - JPG, PNG, GIF (image or animation)



A series of thin, light brown lines forming an abstract, overlapping geometric pattern on the left side of the slide.

# THANK YOU