

# Scope Of Work

American Freight Local Pricing

Updated: 6/25/12

**Project Goals:** Interface changes (public and admin) to enter and display regional pricing on americanfreight.us website.

## Executive Overview/Deliverables:

- 1) Automatic location detection
- 2) Custom pricing zones based on where they are relative to the closest store
- 3) Pricing zones assigned to store locations
- 3) Individual product pricing by zone
- 4) Individual product descriptions by zone
- 5) Default zone pricing
- 6) Method for reviewing product pricing/descriptions across zones

## Requirements:

1. The website should attempt to determine the user's location automatically (based on IP or other applicable technologies). Currently recommending <http://www.maxmind.com>
2. The user should be able to manually change location (see roomstogo.com as an example... it says "Showing pricing and availability for: Columbus, OH - change location").
3. The process for showing pricing will be as follows. The logic goes: Location determines closest store, determines zone, determines pricing shown.
  - a. Based on their location we identify which store is closest to them.
  - b. Based on the store closest to them we apply "a zone" which displays the proper pricing. If a customer is more than 100 miles from all stores they'll be presented with default pricing.
  - c. A zone is defined by (a) Which stores are applied to that zone and (b) the zone pricing.
  - d. To build out a zone it will be a two step process. (1) Build out the pricing and descriptions for the products in that zone and (2) Define which store locations are attached to that zone pricing.
4. The user's acquired location should also set the nearest store as default when the user visits the Locations Page. Or at least pre-fill the zip code search field, and show the location search results as if they had manually entered the zip code.
5. Custom zone names (such as "Default Zone", "Florida", "Florida South", "Central Region"). Will have the ability to add/edit/delete zones from the backend.
6. The "Store Locations" section of the backend should allow the pricing zone to be set for each store. Each store should only allow a single pricing zone to be set via drop-down box populated from the zones table. Default value should be the "Default Zone".

7. If item is entered without a "default zone", user should be prompted to warn that the item will not display in all locations... "click OK to continue, or GO BACK"
8. The display of zone pricing should be hierarchical in the respect that if no zone price exists for a specific zone, the default zone price and description are displayed for the item. This is because many products will carry the same price throughout all zones.
9. If no "Default Zone" exists for an item, it should ONLY be displayed in the zone assigned to that item. Example, we may have a neon green sofa that is only sold in Florida stores. It should only display in the Florida zone, and would not have a "Default Zone" price/description.
10. Existing records should be set as the "Default Zone" prices and descriptions. Default zone pricing will be managed as it is now within each product listing.
11. Management of zone pricing: The suggested method will be as follows and you will have two options in the system to edit zone pricing:
  - a. Product Add/Edit Page. This will now have a table at the bottom with fields for Default Zone price, and then a list of all zones with text boxes beside each for all zone pricing. If nothing is entered in a zone, the default pricing will be applied.
  - b. A separate 'quick edit' page for proofing and quick changes. It will list all products as rows and zones as columns, sort of in an excel like sheet. Each cell would have the product-zone price and description. Having this would be the best method of proofing and verifying pricing across all products and zones.
12. The Wishlist will have to also reflect user's zone prices. Customer wishlist should reflect prices based on the recorded customer zip code.
13. SEO is a consideration and should be properly understood and planned for. URL structure, page names, etc. will not be affected. Will need to identify all possible problems, issues and concerns before the project begins.

**What's not included:**

Currently we are not providing a method for importing and mass updating data unless requested otherwise. The following will all be accomplished manually within the interface:

1. Setup and management of custom zones
2. Zone assignment for each store location
3. Management of individual product pricing and descriptions for each zone