

BrandFinder Product Requirements Document

Overview

BrandFinder is a mobile app that uses data provided by distributors to locate retail outlets for particular brands.

The first version of BrandFinder utilised an “infinite scroll” interface that loads pictures of all the brands in the system in batches as the user scrolls down.

While this is visually attractive it is not a practical way to display thousands of different products such that users can navigate or that specific brands can be promoted.

New App Design

The new design resolves this by providing three interfaces to the product data in BrandFinder: 1. Lucky Dip, 2. Search and 3. Favourites.

Lucky Dip



The Lucky Dip interface is basically this same as the existing BrandFinder however the ordering of the Brands will be determined by the following criteria:

1. Paid Promotions
2. Brands with BarDeals in the users radius
3. Other brands in the users radius

Once a drink is selected the users is navigated to the results screen, the list of nearby outlets on a map (see results screen below).

Search

The Search screen allows the users to both search for specific brands as well as browse through different drink types. There are three screen types in the search workflow; Home, Navigate and Brand Type.

Home



The Search Home screen is where the search experience starts. The users has three variables they can use to refine their search:

Keyword: The keyword field provides free text search on all text related to the brands. Initially the search will be on drink name and tags (see below) with the drink name boosted.

Location: By default the search will be limited to the user's immediate vicinity, however this user can enlarge this radius or choose to search by zip code/postcode.

Navigational Facets: The Navigational Facets are categories the users can use to limit their search. These categories will come from tags created on the drinks. The most basic tag is the drink type (wine, beer, spirit, etc.), but also includes country (English, Scottish, Japanese, etc.), type (e.g. for whisky, Blended, Single Malt, etc.) tasting notes (e.g. for whisky Peaty, etc.) and any other data available for the drink. To begin with we will most likely be limited to type and country of origin. On the home screen the navigation options will be static for the drink type, once results are returned they are dynamically generated based on the results returned.

[FUTURE] Navigation Screen



Each brand is tagged and these tags are used to dynamically bundle brands into categories when results are retrieved to help users navigate the results. For

information on Faceted Search or Navigation see http://lucene.apache.org/core/4_2_0/facet/org/apache/lucene/facet/doc-files/userguide.html.

When a large result set is returned they are grouped by the tags that minimises the number of categories created while evenly distributing the results as best possible.

Singleton results can be displayed underneath the categories.

This navigation process continues until there are only ~30 results returned after which these brands are listed out.

The conditions selected are used to create a breadcrumb which can be saved to favourites.

[STATE ONE] Navigation Screen

If possible for now we'll group the results by drink category and further reduce the number of results by reducing the search radius such that only ~30 results are returned. If this is possible the home screen option can remove the search radius setting which can only be adjusted from within the map.



Brand Results



This screen allows users to scroll through images of the results once the result set size is manageable.

Results are again ordered as follows:

1. Paid Promotions
2. Brands with BarDeals in the users radius
3. Other brands in the users radius

Map



Once a brand is selected the retail locations for that brand are displayed on a map. Clicking on the pin sends the user to the DrinkedIn listing for the retail outlet.

[FUTURE] These final results can be saved as favourites and are afterwards available in the favourites tab.



Facebook and Website Widgets

Our initial strategy is to launch website and facebook widgets for manufactures that allow them to provide their site / social page visitors with details of nearby retail outlets for their brands.

We will work closely with the first few customers to create reusable widgets but the basic functionality will be:

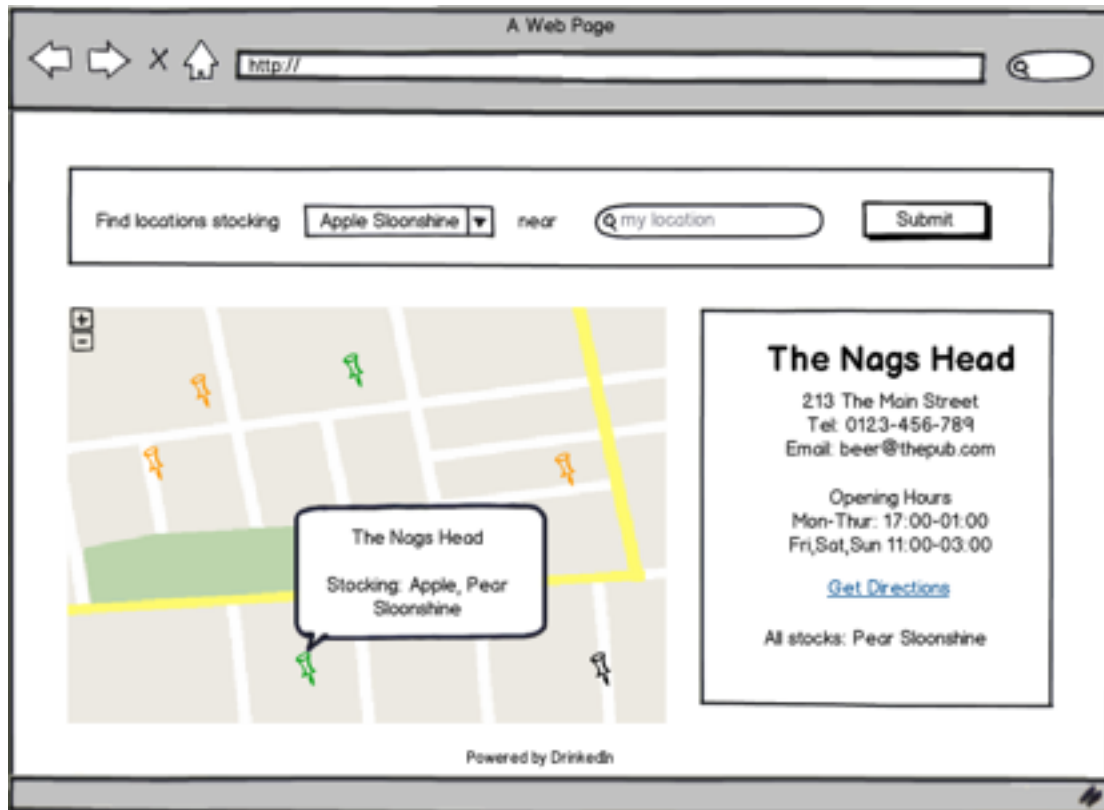
1. Product Finder
2. Where to Find Us

The Product Finder will be a map widget that can be placed on a website product page that displays a map with retail outlets for that specific product in the browser's vicinity pinned. Clicking on a pin pulls details of the retail outlet, such as NAP and opening hours, email and link to site and DI listing.

The Where to Find Us widget is similar to the Product Finder but shows all outlets carrying any product by that manufacturer. Clicking on a pin pulls up the details as in the Product Finder along with the list of specific products available.

Both of these are very similar to the existing BrandFinder but just starting the workflow from the step after the brand has been chosen.

The widget for the product page has three sections, the search box, the map pane and the location result pane.



Search Box

The search box has a dropdown of all brands made by the manufacturer. On a product page this is set by default to the specific product, on the Where to Find Us page by default this is set to all brands. The location search box has the same functionality as the BarFinder search box and autocompletes to a location based on the text entered. The default radius should be determined so as to include the nearest result.

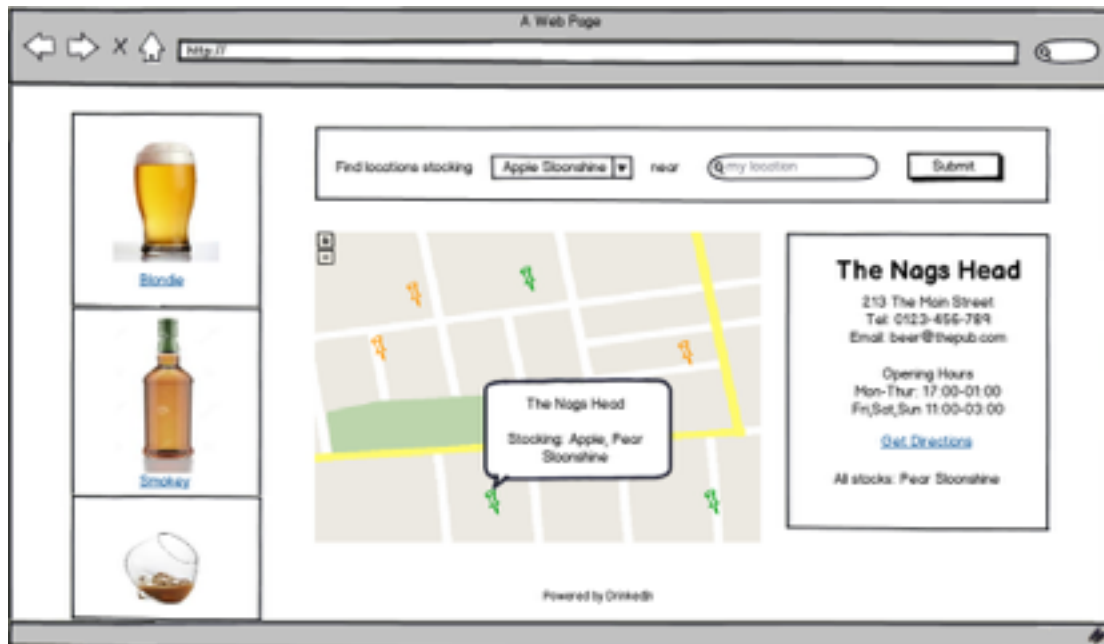
Map

The map functions similarly to the existing BrandFinder map. However the icon colours are determined by whether the location stocks the brand searched for or whether they only stock other brands from the same manufacturer (when search set to a specific brand). When a pin is hovered over the location is displayed and the result pane updates.

Result Pane

The result pane displays information on the currently selected map location. It includes contact details, opening hours and possibly a link to the DrinkedIn profile for the location. Additionally it contains full details on all brands stocked there that are supplied by the manufacturer.

The “Where to Buy” widget has an additional pane, a scroll of available brand images (as in the existing BrandFinder). Users can change the filter in the search bar by selecting an image.



As these widgets are part of the manufacturer’s website (or Facebook page) all product references should link back to the applicable page on the website. Should the manufacturer not have product pages then these references should link to the DrinkedIn brand profile page.

Missing Data

If a user visits from a region where we have no data available (as supposed to a region where our data says there are no corresponding outlets) the widget should display an apology that we don’t have details for that locality and give the user the options to either search in a different location or receive the BarFinder results for the area (in a separate window). **Note** that this requires the relationship between distributor region and their data to also be saved.