

Brief

Baha.com.au Product builder upgrade

Overview:

Baha.com.au are an e-commerce provider of indoor and outdoor blinds, awnings and shutters. It has been identified that the multistep process that a customer needs to undertake to get a quote or order a product may be reducing the number of sales and sample conversions. This is also the case for the checkout experience which we would like to streamline.

For this first Phase, the product builder upgrade is the focus.

Objectives:

- Reduce # of clicks to quote or sale
- Improve functionality of the product builder including:
 - Increase speed of generating a quote
 - Reduce # of steps
 - Reduce complexity
 - Improve visibility of options configured
 - Availability of instructions and tool tips
 - Ability to share a quote
- Improve management of product pricing
 - Centralise product pricing tables for product attributes including:
 - Fabric type; and
 - Dimensions
- Expand the product listings to list all products by fabric and colour type under their category pages. Currently colour and fabric are configured by the product builder when the customer is building the product, we would like to remove these features and list the colour/fabric combinations as individual products.

Changes:

The business is seeking to simplify the quoting and product building process starting with Roller Blind products. This includes:

1. On category pages:
 - a. Creating and listing all product fabric and colour variations on category pages (please consider changing to this style for all products)
 - b. Providing a way to filter by fabric type or colour on the category pages
 - c. As an example, for roller blinds this includes the following category pages:
 - i. Blockout Roller Blinds
 - ii. Light Filter Roller Blinds
 - iii. Sunscreen Roller Blinds
 - iv. Double Roller Blinds
2. On individual product pages (e.g. <https://www.baha.com.au/indoor-blinds/roller-blinds/blockout-roller-blinds/>):

- a. Simplify the product builder. The new proposed format can be found here for roller blinds (this simplification approach is intended to be replicated across all products): <https://drive.google.com/open?id=0B3pjQioHuDyxSDZfaE9Yc1Ztelk>
 - b. Provide a way for users to email or share a quote on the product builder page
 - c. Provide a method to show modal windows and tooltips to explain product builder steps to users
3. For product pricing tables:
- a. Be able to centrally change pricing tables for multiple products that are related. I.e.
 - i. By fabric at a category level

Fabric Options
Set the Fabric categories & prices

	Name <i>Name of the Fabric</i>	Category	Price Percent <i>Price Percentage Increase/Decrease</i>	Colour	Pattern	Texture
1	Palm B	\$	100	Select Color	- Sele	Plain
2	Palm B	\$	100	Select Color	- Sele	Plain
3	Palm B	\$	100	Select Color	- Sele	Plain
4	Palm B	\$	100	Select Color	- Sele	Plain
5	Palm B	\$	100	Select Color	- Sele	Plain

- ii. By dimensions sizing table at a category level

Price Ranges

Measurement Options
Add the Price Range Option for this product.

	Minimum Height *	Maximum Height *	Minimum Width *	Maximum Width *	Price *
		<i>Enter the maximum height.</i>	<i>Enter the minimum width.</i>	<i>Enter the maximum width.</i>	<i>Enter the price.</i>
1	400	1200	400	600	158
2	400	1200	601	900	179
3	400	1200	901	1200	217
4	400	1200	1201	1500	252
5	400	1200	1501	1800	290

Considerations:

- The product builder on this website uses a combination of Woocommerce and TM Extra Product Options plugin + custom pricing tables and code to operate the product builder.
- To successfully edit this website you will need to be able to manage and work with this setup to achieve make the changes.
- Proposals have suggested Gravity Forms Woocommerce Product Options as a replacement for the current product builder. Feel free to investigate this as an option.
- The solution should allow business users to easily edit any central pricing tables or configure the way products or categories inherit pricing from these tables.

What we need from you:

1. A quote and time estimate for making the changes to the product builder page for roller blinds.
2. A quote and time estimate for simplifying the configuration of product builders for all product types.

Note: If you need access the website for the estimation process, please contact me at matthew@morethandigital.com.au

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