
OASIS WSIA Technical Committee

Business Case Document Business Case: Beauty Boutique

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Revision History

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Business Case: Beauty Boutique

1. Scenario Name

1.1 Description

This scenario describes a *cosmetics manufacturer* (Producer) who creates and manages *beauty boutiques* that are incorporated into the commerce sites of its *retailer partners* (Consumers). This allows the manufacturer to *support its channel partners*, while controlling its *branded customer experience* and offering its customers *sales effectiveness tools*, such as online beauty advisors.

2. Participants

2.1 “Producer”: Cosmetics Manufacturer

2.1.1 Role

Known for its classic couture and famed fragrance, the manufacturer has been a haute name in fashion and cosmetics for decades. Founded in 1913, the company today carries a sophisticated appeal to both young and mature audiences globally.

2.1.2 Relationships

In the offline world, the manufacturer distributes its cosmetics products through retail partners that feature the manufacturer "corners" or branded boutiques located at authorized major department stores or perfumeries. Every one of these boutiques carries a dynamic vibrant charm and style. As its retail partners move to online sales, the manufacturer needed to allow its partners to present its products online – while maintaining the manufacturer brand through its style and sophisticated presentation. Most importantly, the manufacturer wanted to ensure that when its cosmetics are featured in its business partners Web sites, they are presented in the manufacturer context: with the famous chic and elegance that comprise the manufacturer attitude.

2.1.3 Business Objectives

- Increase and maintain brand presence throughout online retailer partner sites
- Understand better customer buying behaviors
- Strengthen relationship with retailer channel partners
- Increase channel sales
- Improve customer satisfaction by offering sophisticated beauty advisors

As part of its online strategy, the manufacturer developed an on-line boutique expressly for use as an interactive Web Service by its online retailer partners. This online boutique is designed to ensure that consumers are exposed to the manufacturer products within the right context, using the manufacturer’s powerful online tools. It lets partners offer to their customers the manufacturer experience, including:

- Product series
- Skin diagnostic application
- Lifestyle pages to give the audience additional exposure to the brand

2.1.4 Solution Requirements

The manufacturer decided to build its new “partnership corner” online boutique so it has the following capabilities:

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2.1.4.1 Business Needs

- *Integrated Presentation.* Integrate with retailers’ site to present a seamless customer experience
- *Brand Control.* Provide the manufacturer with full control over its brand and presentation
- *Integrated Flow/Data.* Integrate with the retailers’ commerce environment to facilitate sales (“Add to Cart”).
- *Integrated Reporting.* Provide visibility into user buying behavior both to the manufacturer and its partners (click-stream support).

2.1.4.2 Technology Requirements

- *Loose Coupling.* Support changes to the boutique (including adding new pages) without requiring changes at the retailers
- *Easy for Consumer.* Minimize IT effort at the retailer’s site
- *Easy for Development.* Leverage manufacturer knowledge and investment in Web development environments.

2.1.4.3 Functionality

Here are the main functionality use cases that are required in this scenario:

- *Entry points.* The end user should be able to “enter” the boutique at multiple locations. Examples include the boutique’s home page, a category page or a specific product page. The latter are important when the entry point to the boutique follows a search for a particular product at the retailer’s site.
- *Navigation.* The end user should be able to navigate through the boutique, while receiving pages that contain the retailer’s “container” environment and the manufacturer’s application. The retailer’s container pages may be dynamic and personalized (e.g., contain a seasonal look-and-feel and/or the number of items in the retailer’s shopping cart). The manufacturer’s application is composed of both navigation through links and form-based interaction (e.g., product advisor).
- *Exit points.* When the end user selects “Proceed to Buy” in the boutique environment, the particular’s product data should be transferred back to the retailer’s systems in the context of the right user session. An additional business requirement is to support not just “Proceed to Buy” but also to allow the end user to select quantity and particular sub-product (e.g., pink lipstick) and then select “Proceed to Buy”. In that scenario, multiple data items need to be communicated to the retailer.
- *Bookmarks.* Each page throughout the navigation should be “bookmarkable” by the user.
- *Reporting.* The manufacturer must know – for every page viewed – who the corresponding retailer is and be able to follow an individual user throughout a navigation session through a mechanism such as cookies or session id.
- *Customization.* The boutique is customized for every retailer by the manufacturer. For example, one version of the boutique may have a different assortment or may display slightly different texts or images (e.g., X@Retailer1 versus X@Retailer2). It should at least be possible for the manufacturer to determine who the retailer is.

2.1.4.4 Usability

N/A

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2.1.4.5 Reliability

Being delivered to online consumers at major retailers, there was a clear need for 24x7 availability.

2.1.4.6 Performance

Being delivered in high-traffic consumer sites, performance is a major consideration. It is crucial that the system does not invoke redundant multiple requests across the wire.

2.1.4.7 Supportability

N/A

2.1.4.8 Constraints

N/a

2.2 “Consumer”: Retailer (Department Store)

2.2.1 Role

The Consumers of the Beauty Boutiques are high-end retailers, mainly top department stores.

2.2.2 Relationships

The applicable retailers have been selling the manufacturer’s products for decades, and are interested to continue and sell them online while allowing the manufacturer to maintain and control its brand. The retailers may not be authorized to sell the manufacturer’s products online in any means other than the manufacturer’s boutique.

2.2.3 Business Objectives

Offer the manufacturer’s products while minimizing set-up and maintenance costs. The retailer has multiple manufacturers and hence minimizing the implementation time and effort with each is key.

2.2.4 Solution Requirements

The main requirement is to minimize the implementation time and effort.

2.2.4.1 Functionality

The end user should be offered a seamless user experience which includes:

- Maintaining the complete branded retailer’s environment (i.e., the retailer’s logo and URL).
- Retailer’s personalized pages (e.g., Items in Cart).
- Retailer’s seasonal pages (e.g., Winter Sale).
- Complete and seamless integration with the retailer’s shopping cart.
- If the manufacturer serves product pages (versus linking to them when the user selects “Proceed to Buy”), then the prices and availability should be up to date.

3. References

To see the manufacturer’s application, see <http://retailer.chanel.com/>.

To see sample retailers, see <http://www.macys.com> or <http://www.sephora.com> and look for “Chanel”.