Mercedes Benz South West
Technical Specification Document

Version	Author	Date
1	Andrew Constantinou – Project Manager - (Head of IT) James Willans (Developer) Amy Hedger (Snr UX Designer) Holly Hudson (Client Strategist)	14th January 2021

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1. WEB DESIGN AND USER EXPERIENCE

1.1 Branding

The Mercedes Benz brand guidelines will be adhered to throughout the project and the Mercedes Benz South West logo will be used in the new website header.

1.2 Global Elements

Breadcrumbs
- Breadcrumbs will be displayed on the desktop site.

Callout Message Panel
- A horizontal panel showing text only to highlight important messages. It will be clickable and link through to a designated landing page.
- The client would like the ability to publish this panel on all pages and/or on specific pages with the flexibility of having different messages per page.
- There will be an option to close the panel, indicated by a cross.

Website Keyword Search
- Vehicles will be searchable by keywords.
- The most recent website content will appear first in the search result list.

Vehicle Search
- The vehicle search will be accessible from all pages, in a global position, as well as being present on the homepage above the fold.
- The user must have the ability to toggle between personal and business options.
- The search will be a simple quick search. Search parameters will include:
    - Model ('All' and 'Hybrid' need to be added in the drop down)
    - Minimum/maximum price
    - Full price
        - Min/max price and full price will be toggled. The client would like to see A/B test results, 6 months after launch to analyse usage.
- Advanced search filters will be shown on the results page.

Request a call back (quick enquiry)
- This CTA is currently on enquire forms. It was agreed to make this a global CTA.

Header
- The header area will be fixed to the top of the page upon scroll.
- Customer account login with a prompt to reset password.
- Main navigation (to be reviewed and defined at design stage. Items will likely be re-grouped and re-categorised for a more intuitive and clearer navigation).
    - 'New' needs to show all new vehicles across MB and smart.
- Contact telephone number.

Footer
- Email marketing sign-up CTA. To include a title or introductory copy plus GDPR checkbox.
- Links to social media accounts including Facebook, Twitter, Instagram, LinkedIn, and YouTube.
- Website footer links will replicate key links from the main navigation. Smart and used vans must be included (currently not on existing website).

Logos
- Feefo logo which will be clickable and link to the MBSW Feefo page.
- New logos will include smart logo and possibly Autotrader. The smart logo will be clickable and link to a news post. The Autotrader logo will not be clickable.

1.3 Homepage

Hero Image Section
A hero component will be included at the top of the page to accommodate either a static image or a video. This content will be editable in the CMS. It will be possible to add up to four panels which will then be displayed in a carousel. The client will need to supply Accord any videos so that we can format them and upload on to the website.

Unique Selling Points (USP)
Space to include up to three USP's which will include an icon and short description. This area needs to be editable in the CMS.

Approved New Vehicles
There will be drivers to promote approved new vehicles in a grid/column structure. The look and feel of these sections will be defined at the design stage.

Drivers will display:
- Vehicle image (including a rollover state and the MBSW logo applied).
- Image flashes will be needed and will include text such as 'Drive away today' and '48-hour delivery'. The flashes must be clickable and link or anchor link to terms and conditions copy.
- Hybrid/electric vehicles are a priority for 2021 and such vehicles must be highlighted. Look and feel to be confirmed at design stage, potentially use a flash or an icon.
- Branch location.
- Vehicle name.
- A short description of vehicle.
- Up to four description icons
  - Accord will refresh the look and feel of the icons, which include.
    - Reg year
    - Fuel Type (petrol, diesel, hybrid, electric)
    - Mileage
    - Transmission
    - MPG
    - Co2 (This is very important for business customers, as their tax depends on this)
- Offers – show an offer for example a 'was' and 'now' price, 'was' having a strike through.
- Price
- CTA to view vehicle details.
- CTA to view all vehicles in tagged branch location.

Approved New Vehicles

There will be drivers to promote vehicles by lifestyle categories, such as 'family friendly' or 'city living'. Other drivers will be more inspiration led such as 'style seeker' or 'eco-friendly'. This new section has been inspired by [Cazoo homepage](#). Upon clicking a driver, the user will land on a pre-defined listing page with advanced search options available.

News

There will be drivers to promote news articles.
 Drivers will display:
- Article image.
- Article title.
- Short description of article.
- CTA to read the full article.

Feefo Reviews

A Feefo component is to remain on the homepage. At the design stage two concepts will be mocked up. One version showing a full testimonial like the current website, including the same content and the second version showing only the Feefo logo, mimicking the Carparison website.

1.4 Search Listing Page

Results will show across all brands/categories (new vehicles/used vehicles/smart/used vans)

Vehicle Advanced Search (Refiner)
- The listing page will display an advanced search panel, which acts as a refiner for the user to simplify/edit the results further.
- The advanced search panel will be presented on the left-hand side of the page. It will also be fixed upon scroll and so will follow the user down the page.
- The user must have the ability to toggle personal and business options.
- The advanced search panel will include the following parameters:
  - Model
  - Mileage
  - Branch location
  - Post code
  - Price
  - Age of vehicle
  - Keyword (e.g. sat nav, sun roof) inspired by [Autotrader](#).
  - Vehicle type
  - Transmission
  - Fuel type
  - Features
  - Colour
  - Body type
  - 'Reset filters' option

Saved Searches

Users will have the ability to save a search and give the search criteria a name e.g. 'A-Class search'. Users will be prompted to log in to their account to save this information. Reference Autotrader functionality.

Vehicle Alerts

Users will be able to sign up to receive vehicle alerts, based on their search. Users will be alerted on a weekly basis if a vehicle becomes in stock. Users will be prompted to input their name and email address to receive alerts.

Listings

- The listing results will be presented in a grid structure using 'tiles', not landscape panels.
- Results will show new and used vehicles with the option to toggle.
- The user will be able to switch between personal or business options.
- The user will be able to sort the results by:
    - Price: Low to High
    - Price: High to Low
    - Date: Old to New
    - Date: New to Old
    - Age: Old to New
    - Age: New to Old

Vehicle Drivers (tiles)

Drivers will display:
- Vehicle image (including a rollover state and the MBSW logo applied).
- Image flashes (wording dependant on new or used vehicles).
- Branch location.
- Vehicle name.
- Short description of the vehicle.
- Add to favourites (heart icon) function to be shown. Session storage to work the same way as Carparison.
- Up to four description icons.
- Offers – ability to show an offer for example a was and now price.
- Price
- CTA to view vehicle details.

Pagination

Pagination will be used where appropriate, notably on "all vehicle view" with no filters applied. The exact number of vehicles on display prior to pagination showing will be defined at the design stage.

1.5 Vehicle Detail Page

Overall, the vehicle detail page needs to be re-designed and re-configured to be more aesthetically pleasing and easier to scan. All content from the existing website template must be captured and in addition:

- Service history (inspired by Cazoo)
  OUTSTANDING - advise where this data will come from (MSBW)
- Service plans
- Buy Now CTA
- Make a Deposit CTA
- Get my car valued CTA
- Arrange a Call Back CTA
- Download Brochure

- Compare vehicle – a user will have the ability to save a vehicle to compare it with others. Upon selection a prompt will show in the header area, which when clicked with take the user to a landing page where vehicle information is displayed side by side. Reference Carparison functionality.

Header Inspiration

Reference Cazoo regarding the fixed summary panel which shows key information and CTA as the user scrolls.

Image Carousel

A static vehicle image will be displayed. If multiple images exist, they will be displayed in a carousel.

Unavailable Stock

If a vehicle is currently unavailable the user will be prompted to complete a form to be added a waiting list.

Related Vehicles

At the bottom of the page a section will showcase related vehicles or other vehicles of interest. If more than three are available, they will be displayed in a carousel.

The relatable categories will be.

- Model
- Colour
- Age

Examples of how this is to work.

Example 1. Customer is looking at a new GLC, but it is not in stock, however a used GLC which is only two years old is available to drive away today. The customer would prefer not to wait three months so opts for the drive away today option.

Example 2. Customer looks at a used A-Class as they do not think a new vehicle is within their price range. However, we do have an offer on the new A-Class and added to the related vehicles, they see that it's only an extra £20 a month and has a free three-year service offer. No brainer!

Example 3. Customer is looking at a used A-Class, a product we usually have a lot in stock. It could show the same vehicle, but in different colours to give them some options.

Example 4. Customer looks at the new EQA, but as it is a new model it will not be available until April. We could show them either the EQC which is the only Electric vehicle we have in stock or a GLA which is its combustion alternative (input needed for client for rules).

1.6 Contact Us Page

Overall, the contact us page needs to be re-styled to be more aesthetically pleasing and easier to scan. All form fields from the existing website template must be captured so not to interfere with current migration in to third party services.

1.7 Vehicle Offer Page

Vehicle Offer Listing Page
- All offers will be displayed on the listing page, showing drivers in a grid view.
- Pagination will be used if the number of offers per page dictates.
- Electric and hybrid vehicles to be highlighted on the offer driver to show availability.

Vehicle Offer Detail Page
- On the detail page a CTA will be included which links to a landing page, whereby all vehicles associated with an offer will be displayed.
- Every offer will contain terms and conditions copy. There must be a clickable link so the user can navigate to the terms and conditions.
- APR information must be shown on an offer detail. User will be able to change options via a finance calculator and go on to either buy the vehicle/leave a deposit or enquire.
- CTA's to show on detail page:
    - Arrange a call back.
    - Enquire.
    - Download a brochure.
    - Leave a deposit.
    - Buy vehicle.
- Offers to be filtered by personal/business/new vehicles/used vehicles/smart and used vans.

1.8 EQ Landing Page (Electric & Hybrid)

The detail page will be composed from content blocks such as text, images and links and will be manageable in the CMS. All content from the existing website template must be captured with the following changes:
- An additional enquiry CTA to be positioned further up the page.
- Drivers to have more body copy.
- Components on this page to be flexible to use for other pages. For example, this template can be used for SVUs.

1.9 News Listing and Detail Pages

Listing Page

- The news drivers will be listed in a grid layout.
- A featured news article will sit at the top of the page above the grid listings. A featured article will be selected in the CMS by a checkbox.
- Pagination will be used where appropriate. The exact number of articles on display prior to pagination showing will be defined at the design stage.
- Users will be able to filter the articles by categories.
- Links to the most popular top five articles will be displayed (most popular to be indicated over a one-year period from GA).
- If a news post is regarding an event, an event flash will be displayed on the driver.
- At the design stage consideration is needed for images so they are appropriately cropped for the listing view and detail view.
- The client has requested a toggle in the CMS to select a desktop or mobile news article, regarding copy length.

Detail Page

The detail page will be composed from content blocks such as text, images and links and will be manageable in the CMS.

- Related posts will be displayed at the bottom of the detail page. Client would like the ability to choose what shows by selecting in the CMS and to be automatically generated by tags.
- Users will have the ability to leave a reply. Comments must be saved in the CMS for the client to review, approve and before publishing to the website.

1.10 Locations Landing Page

All content from the existing website template must be captured with the following changes:

- Remove the list of models.
- Remove the hero image.
- Review content hierarchy – position the form so it is higher up the page.
- It is important to keep the team reference but potentially in a more subtle capacity.

1.11 Events Landing Page

The events section will be composed from content blocks such as text, images and links and will be manageable in the CMS. All content from the existing website template must be captured with the following changes:

Event Listing View
- Events will be displayed in a list view only (no calendar view).
- User to have the option to view events by month.
- Both videos and static images will be needed for the events section. Videos will be hosted on YouTube.

Event Detail View
- All content on current site will need to be followed and migrated.

OUTSTANDING - Discussions around IP determination of location and suitable other events will require users to allow this information provision from browser (standard IP is not accurate enough). Which will be intrusive (popup) potentially and poorly engaged with we predict. (MSBW)
We propose events location triggers assumption of suitability of upcoming event as the basis of this or just show all?
- Users will have the ability to sign up to an event from the event detail page. Personal information will need to be captured but exactly what details will depend on if it's a showroom event or outdoor event. Client to discuss internally and confirm details per event type.

1.12 FAQ Page

MBSW explained that this is a new page but one which is needed on the new website.

- FAQ's will be organised into categories and questions/answers will be presented in an accordion style menu.
- By default, the accordions will be closed.
- Pagination or quick links/anchor links will be considered at the design stage, dependant on the number of categories.

1.13 About Us/Meet The Team

As discussed in the scope call the current 'About Us' and 'Meet the Team' pages will be streamlined and integrated in to one. All content from the existing website templates must be captured with the following changes:

- Introduce a keyword search field so a user can search the team by name.
- Staff will be listed per branch and then broken down into brand departments.

1.14 Forms

Utilising Codeweavers (Finance Calculator) and Hubspot (other)

The following forms will be present on the website:

- Book a test drive
- Email marketing sign-up (global)
- Vehicle enquiry [example](#)
- Get your car valued [example](#)
- Finance calculator [example](#)
- Electric & hybrid enquiry form [example](#)
- Accessories and Merchandise contact form [example](#)
- Service bookings (such as winter health) [example](#)
- Used van enquiry [example](#)
- Contact us [example](#)
- Customer service [example](#)
- Careers/job role enquiry [example](#)

2. DEVELOPMENT PHASE ONE

2.1 Vehicle Search

The vehicle search page will be driven primarily by a React component, which will use the /vehicle/search endpoint in the REST API.

Search Form

Values for choice fields will be derived from facets within either the **/vehicle/search/facets**, or **/vehicle/search** REST API responses, depending on the context of how the form is used (I.e., header search form, vehicle search page refiner). See the Development > REST API section below for more details.

- **Reset** (button) **-** Clear all search parameters
- **Models** (multiple choice) - Select multiple models (optional)
- **Mileage** (choice) **-** Select max mileage, ranging from 2500 to 50000 miles (optional)
- **Price type** (choice) - Monthly/retail (required)
- **Min retail price** (choice) - Value ranging from £10,000 to £100,000 (optional, only shown if retail price type is selected)
- **Max retail price** (choice) - Value ranging from £10,000 to £250,000 (optional, only shown if retail price type is selected)
- **Min monthly price** (choice) - Value ranging from £200 to £1000 (optional, only shown if monthly price type is selected)
- **Max monthly price** (choice) - Value ranging from £200 to £1000+. £1000+ is equivalent to selecting no max monthly price (optional, only shown if monthly price type is selected)
- **Age** (choice) **-** Select an age range: 0-1 years, 1-2 years, 2-3 years, 3-4 years, 4-5 years, 5 years plus (optional)
- **Advanced** (expanded to show additional filters)
    - **Vehicle type** (multiple choice) - E.g., Car, Van, etc. (optional)
    - **Transmission** (multiple choice) - E.g., Manual, Automatic, etc. (optional)
    - **Fuel type** (multiple choice) - E.g., Petrol, Electric, etc. (optional)
    - **Features** (multiple choice) - E.g., Air con, Sunroof, etc. (optional)
    - **Colours** (multiple choice) - (optional)
    - **Body type** (multiple choice) - (optional)

2.2 Vehicle Details

Finance Calculator

The Codeweavers finance calculator widget will be shown below the vehicle specifications
A field above the widget will allow the customer to enter a offer/coupon code. If the code is valid, the vehicle price will be adjusted accordingly, and the calculator widget will be reloaded so that it is given the new reduced price.
OUTSTANDING - Can we pass information about applied discounts/offers to the Codeweavers widget? How will the client know that the customer was offered a non-monetary item? (Accord)

2.3 Doctrine Entities

Vehicles

Property	Type	Notes
id	int	
created	?\DateTimeInterface	
updated	?\DateTimeInterface	
published	bool	Default FALSE, switch to TRUE upon completion of data collation
feedId	string	
externalId	string	
capId	string	
baumasterId	string	
collationStatus	int	Bitwise 0 = No collation completed 1 = HPI/CAP 2 = Codeweavers 4 = MBSW/RQuotes CSV Data
model	?VehicleModel	
modelDate	?\DateTimeInterface	
bodyStyle	?VehicleBodyStyle	
variant	string	
packageName	?string	
wasPrice	?float	
nowPrice	?float	
savingAmount	?float	Difference between wasPrice and nowPrice
financeInitialPayment	?float	
financeMonthlyPayment	?float	
financeContractTermMonths	?int	
location	?Location	
mileage	?int	
registration	?string	
registrationDate	?\DateTimeInterface	
vin	?string	
fuel	VehicleFuel	
co2	int	
numGears	?int	
transmission	?VehicleTransmission	
colour	?VehicleColour	
interior	?string	
demoModel	bool	Default FALSE
description	?string	
deliveryTimeText	?string	
primaryImage	?Image	
additionalImages	Image[]	

videos	Video[]	
imageDisclaimer	?string	E.g., "Image for illustrative purposes only, may not be representative of actual vehicle"
mpg	?int	
accelerationMph	?float	0-60mph
topSpeedMph	?int	
powerBhp	?int	
torqueLbsFt	?float	
torqueNm	?float	
engineSizeCC	?float	
condition	?string	new used factory_ordered factory_pipeline
availabilityText	string	E.g., "Available to drive away now"
availabilityStatus	?string	available ==See Phase 2== sold
depositAvailable	?bool	

VehicleManufacturer

Property	Type	Notes
id	int	
created	?\DateTimeInterface	
updated	?\DateTimeInterface	
code	string	
name	string	

VehicleModel

Property	Type	Notes
id	int	
created	?\DateTimeInterface	
updated	?\DateTimeInterface	
code	string	
name	string	
listingImage	?Image	
manufacturer	VehicleManufacturer	

VehicleBodyStyle

Property	Type	Notes
id	int	
created	?\DateTimeInterface	
updated	?\DateTimeInterface	
code	string	
name	string	

VehicleTransmission

Property	Type	Notes
id	int	
created	?\DateTimeInterface	
updated	?\DateTimeInterface	
code	string	
name	string	

VehicleColour

Property	Type	Notes
id	int	
created	?\DateTimeInterface	
updated	?\DateTimeInterface	
code	string	
name	string	

VehicleFuel

Property	Type	Notes
id	int	
created	?\DateTimeInterface	
updated	?\DateTimeInterface	
code	string	
name	string	

Customer

Property	Type	Notes
id	int	
created	?\DateTimeInterface	
updated	?\DateTimeInterface	
email	string	
password	string	

CustomerSavedSearch

Property	Type	Notes
id	int	
created	?\DateTimeInterface	
updated	?\DateTimeInterface	
name	string	
parameters	json	

CustomerFavouriteVehicle

Property	Type	Notes
customer	Customer	
vehicle	Vehicle	

CustomerDocument

Property	Type	Notes
id	int	
created	?\DateTimeInterface	
updated	?\DateTimeInterface	
customer	Customer	
name	string	
path	string	
private	bool	If FALSE, the file is located in /public/documents and is downloaded directly If TRUE the file is located in /var/private_documents and downloaded via a controller which asserts that the current user has permission to download

CustomerAppointment

Property	Type	Notes
id	int	
created	?\DateTimeInterface	
updated	?\DateTimeInterface	
customer	Customer	
name	string	
description	?string	
start	\DateTimeInterface	
end	\DateTimeInterface	

VehicleOffer

Property	Type	Notes
id	int	
published	bool	
created	?\DateTimeInterface	
updated	?\DateTimeInterface	
name	string	
mode	string	compound choice
stackable	bool	Default FALSE
priority	int	Default 10
codes	VehicleOfferCode[]	
choiceRequired	bool	Default FALSE
rules	VehicleOfferRule[]	

VehicleOfferCode

Property	Type	Notes
id	int	
created	?\DateTimeInterface	
updated	?\DateTimeInterface	
offer	VehicleOffer	
code	string	

VehicleOfferRule

Property	Type	Notes
id	int	
created	?\DateTimeInterface	
updated	?\DateTimeInterface	
offer	VehicleOffer	
name	string	
conditions	json	
discountAmount	?float	

Page

Property	Type	Notes
id	int	
published	bool	
created	?\DateTimeInterface	
updated	?\DateTimeInterface	
url	string	
title	string	
content	json	
metaTitle	?string	
metaDescription	?string	

NewsArticle

Property	Type	Notes
id	int	
published	bool	
created	?\DateTimeInterface	
updated	?\DateTimeInterface	
slug	string	
title	string	
content	json	
metaTitle	?string	
metaDescription	?string	

Event

Property	Type	Notes
id	int	
published	bool	
created	?\DateTimeInterface	
updated	?\DateTimeInterface	
slug	string	
title	string	
content	json	
start	?\DateTimeInterface	
end	?\DateTimeInterface	

2.4 Page Content Editor

Panel Name	Description
Hero	
WYSIWYG	WYSIWYG editor
Image	
Vehicle search results	Editable search parameters to control which vehicles appear
HTML	Allows raw HTML to be added to a page, useful when JS widgets need to be embedded
USPs	Universal selling points (see Homepage section of site spec)
News articles	Shows a selection of news articles based on search parameters
Feefo reviews	
Hubspot form	Embeds a Hubspot form on a page

2.5 Vehicle Shortlist

When a customer adds a vehicle to their shortlist while not logged in, the vehicle ID is added to a JSON array in local storage.

If a customer adds a vehicle to their shortlist while they **are** logged in, it is persisted via an API call immediately.

If a customer is logged in, and favourite vehicles are found in local storage, the site will fetch the IDs of persisted shortlist vehicles, merge it with the IDs found in local storage, then persist the shortlist via a REST API call. Once the shortlist is persisted, the IDs are purged from local storage.

See REST API documentation for related endpoints.

2.6 REST API

The site will provide a REST API to be used by React components and other JS elements on the site. The API will the meet the requirements laid out in the following specification.

https://app.swaggerhub.com/apis/Kyoushu/mercedes-benz-south-west-website/1.0.0#/

2.7 Elasticsearch

Elasticsearch (https://www.elastic.co/) will be used to drive a highly performant vehicle search REST API. See REST API documentation for details for the specification of the search endpoint.

Whenever a Vehicle entity is mutated, a notification is passed to a message queue. The message queue consumer will perform a sync with Elasticsearch.

The schema for the Elasticsearch vehicle index should match that of the entity.

2.8 Vehicle Offers

MBSW will be able to manage offers for vehicles via the CMS. Each offer will consist of the following

- **Name** (text field)
- **Mode** – *If "compound" is selected, all applicable rules will be applied, if "choice" is selected the customer must choose one of the applicable rules*
- **Stackable** (checkbox) - *If checked, this offer can be combined with any other applicable offers. If un-checked, only the offer with the lowest priority number which also contains at least one matching rule is applied to a vehicle.*
- **Priority** (number) - *Used to control the order in which offers are applied, or which non-stackable should take priority*
- ***Choice Required*** – *If the offer mode is "choice", and one or more rule is applicable, the customer must choose one of the offers before they can start the finance process*
- **Rules**
    - **Name** (text)
    - **Conditions**
        - **Property/attribute** - *The vehicle attribute or property against which a comparison is being made (e.g. body style, fuel, model, etc.)*
        - ***Operator*** - *(e.g. equals, greater than, between, in list)*
        - ***Value*** (text/number)
    - **Discount amount** (number) - *If the amount is zero or left empty the rule will be considered non-monetary*

2.9 Vehicle Price Calculation

Vehicle prices will always be calculated in the following way, including prices passed to the Codeweavers finance calculator, and monthly payment estimates.

- The "now" price is fetched from the site SQL database
- All applicable offer/coupon discount rules are matched, and the price is reduced accordingly

For search purposes, the site will calculate the minimum possible price given all applicable offers, the monthly payment amount shown for each vehicle will be based on the adjusted minimum price.

2.10 Third Party Integrations

CAP/HPI

Provides data relating to technical specifications of a vehicle (e.g., engine size, fuel, body style, etc.)
OUTSTANDING - Improve summary of service, describe integration, link to documentation (Accord)
OUTSTANDING – we need access credentials to check required data is available. (Accord/3rd party)

RQuotes/MBSW

Provides details of vehicles in stock, in pipeline, or available for factory orders, along with their prices and the team/location managing each vehicle. Uploaded to Accord's server via FTP.
OUTSTANDING - describe the process by which CSVs will be transferred to our server, and the frequency of updates. (Accord)
OUTSTANDING - describe what will be sent, and how/when each file will be processed. (Accord/3rd party).

Vehicle Images (DVI)

Used – For Dealer 360 - FTP, the current set up MBSW using for our PXC is reg number, but request this is changed to Chassis number as plates can change and this is a safer option.
For DVI FTP and the chassis number is in the image title.
New:

- Option 1 – presuming a serve, MBSWneed access so that we could add additional imagery.
- Option 2 - API

Codeweavers

Provides both embeddable widgets and an API for calculating and processing finance applications. For finance pricing shown on vehicle search listing and detail pages, the site will use the API to calculate monthly payments, which will be stored in the SQL database and Elasticsearch index. The finance calculator widget will be embedded on the vehicle details page.
MBSW will push a stock feed to Codeweavers on a regular basis. When embedding the finance calculator on a page, the site will use the column StockbookNumber from the RQuotes CSVs as the unique identifier for a vehicle.
https://docs.codeweavers.net/integrations/quick-start/introduction

Hubspot

All enquiry forms will be embedded using Hubspot, excluding forms relating to finance, which will be provided by Codeweavers.

https://knowledge.hubspot.com/forms/how-can-i-share-a-hubspot-form-if-im-using-an-external-site

Autotrader

Used to list vehicle stock on external websites. The site will perform a push of published vehicles daily.

https://developers.autotrader.co.uk/datafeeds#tpf-stock-file

Heycars

OUTSTANDING – we now have an example of to review (Accord)

Collation of Vehicle Data

Vehicle export CSVs from RQuotes will be uploaded to a server managed by Accord. Separate files will be generated and uploaded [hourly/daily/weekly] for both new and used vehicles.

Once the base vehicle data has been imported into an SQL database, additional data from 3rd party APIs will be retrieved to build a full profile of specifications, images, and descriptions for each vehicle.

OUTSTANDING – what about service history data where from? What will be shown? (MSBW)

Data will be mapped to Vehicle entities in Doctrine using the following mappings.

https://accordgroup-my.sharepoint.com/:x:/g/personal/james_willans_accordmarketing_com/EbXvKHav1sRPvlNexvckvdEB_BRbh2nSvL6KUZPzcTg88g?e=6GquEh

OUTSTANDING - API documentation, see GitLab wiki. (Accord)

Blog Post Migration

MBSW will install a blog export plugin on their WordPress site, and provide and export of all blog post data to Accord. Accord will create a script to process the WordPress export and import the blog posts into the new site.

3. WEB DESIGN AND DEVELOPMENT PHASE TWO

All of the below will require further information, confirmation and where relevant design amends following a scoping of these features.

3.1 Vehicle Details

Finance Calculator
OUTSTANDING - Coupon codes and optional offers require a more complex integration with Codeweavers than the embedded calculator allows. Further scoping required. (Accord)

3.2 Customer Area

Appointments
OUTSTANDING - We currently don't have a method to fetch appointment. (Accord/MBSW)

Track order
OUTSTANDING - No current data. (Accord/MBSW)

Finance Applications
OUTSTANDING - Not currently available in Codeweavers (3rd party/Accord)

3.3 Doctrine Entities
Vehicles
Availability status
finance_application_pending
OUTSTANDING - We don't have confirmation that this data will be available from Codeweavers, the ability to tell if a customer has started a finance application. (3rd party/Accord)

3.4 Vehicle Offer and Coupons
OUTSTANDING - The ability to process coupon codes and optional offers requires a more complex integration with the Codeweavers finance calculator. (Accord/3rd party)
Offer codes (collection of text fields *or* comma-separated list) - *If one or more code is provided, the rules within this offer will only be applicable if the customer has already entered a coupon code elsewhere on the site.*

3.5 Review Page
OUTSTANDING - To be confirmed. (Accord/MBSW)

3.6 Customer Account Area/Checkout

Design
Information Held Within Account
Personal details, with the ability to edit:
- Name, email, postal address, ability to update password

Information accessible:
- Legal documents, favourites, compare searches, saved brochures, alerts, Feefo reviews

OUTSTANDING – reviews- how will this work exactly (page 8 on tender)? (MSBW)

Checkout
- This section will be entirely managed by a third party, Codeweavers.
- No design is required but we can advise on colour scheme.
- The design team will leave a space in the vehicle details page for the Codeweavers vehicle finance widget. It will need the full width of the page container to render correctly.

Development
Customers will be able to register an account on the site. Once the customer has registered and logged in, they will be able to access additional information relating to orders, appointments, vehicle searches, and documents.

Saved Searches
OUTSTANDING - how will results be managed, can the customer name/rename searches? (Accord)
OUTSTANDING - weekly alerts? (MSBW)
A customer may choose to receive notifications of new vehicles matched saved searches by
OUTSTANDING - determine mechanism by which a customer opts-in to notifications (Accord)
When a search is saved, the site will also store the timestamp for the current date and time. The site will re-run the search every using the original search parameters,
OUTSTANDING- at what interval - recommend? (Accord)
With an additional filter which only includes vehicles added after the date and time of the original search. If new vehicles are found, a notification email summarising the first vehicles will be sent, along with a link to see all the matching vehicles.
OUTSTANDING - determine number of vehicles to show (Accord)

Documents
This section will list any documents associated with a customer. Documents can be added by client.
OUTSTANDING – confirm storage method (Accord)
OUTSTANDING – how will this be managed in CMS (Accord)

Compare Vehicles
This page will list all vehicles the customer has added to their shortlist and will allow the customer to select any two cars to compare their specifications side-by-side.
The functionality will be built as a React component, and shortlists will be fetched via the REST API
OUTSTANDING – list specs that will appear in comparison fields (Accord)

4. ADMIN FUNCTIONALITY

The CMS
Will provide the ability to edit, create and delete content as expected - this will be defined later once capabilities of 3rd parties are confirmed.

5. ACCESS

OUTSTANDING - This section will be completed once specification has been completed. (Accord)

6. COMPATABILITY

Mobile Browsers
The website will be compatible and optimised for modern iOS and Android tablet and mobile devices.
Devices no longer supported by their parent company will not be supported.

Desktop Browsers
The website will be compatible with the following:
- Microsoft Edge (latest version)
- Google Chrome (latest version)
- Firefox (latest version)
- Safari (in macOS only, latest version)

Internet Explorer 11 or below will not be supported. A message on the homepage, upon initial page load, will prompt the user to upgrade to a modern browser.

7. PROCESS NOTES

7.1 Design iterations
Each designed page is limited to 2 iterations per page (following the initial design).
Upon requirement for additional iterations, we will charge additional time at £75 per hour.

7.2 Testing
Three weeks prior to launch the site will enter Alpha launch.
All feature development on the site will conclude at this point.
At this point for one week Accord will test and fix the website in a test environment.
With two weeks remaining until launch the site in this environment will be considered in beta
launch. Released to the client for further testing and content population. Accord will continue to fix
any issues that arise.
For two weeks post launch any issues that arise in the live environment that are contrary to the
designs & agreed scope will be fixed inclusive.

8. ASSUMPTIONS AND EXCLUSIONS

1	Imagery to be provided prior to design phase.
2	Content population by client utilizing the CMS.
3	Client to set up and manage accounts with chosen payment gateways (if applicable).
4	Domain to be managed by the client.
5	Client to supply and manage Cookie Bot account.
6	Client to set up and supply Google analytics accounts (via Accord if required).
7	Accord will ensure current page structure is redirected where necessary – any further SEO direction to be provided by and discussed with the client.

9. QUOTE AND TIMESCALE

Item	Quote	Timescale
Design (Phase 1)		
Front End Development (Phase 1)		
Back End Development (Phase 1)		
Release beta	Inclusive	
Testing	Inclusive	
SEO redirects	Inclusive	
Launch	Inclusive	
Total		
Hosting & Support	£350	Monthly
Retainer (studio hours guaranteed)	£700	Monthly
Phase Two	TBC	TBC

Payment terms for this project are three payments of one third of total value on start, on launch and in the middle of the project.