**B&H SmartAssistant Product Advisors Project- Process Robert Morton 11/17**

1. Competitive Research/Discovery Phase
	* Research and analyze competitor’s finders, product advisors, and blog content pertaining to category
2. Stakeholder Interviews
	* Meet with project owners to establish long and short term goals for project
3. Survey customer facing employees
	* Survey experienced sales professionals and product specialist associated with category to determine customers’ needs for advisor based on store and phone sales interactions
4. Preliminary Question & Answer Flow
	* Create preliminary Q&A flow based on input from professional teams input
5. Review
	* Review preliminary Q&A flow with decision making team to determine goals moving forward
6. Q&A Flow Map
	* Create visual wireframe of Q&A flow mapping all possible user paths
7. Create preliminary text for Buttons and Interface
	* Create text to help explain and guide the customer/user in a conversational manner- mimic in-store interaction
8. Review & Edit as needed
	* Create edits and revisions of Q&A flow and text menus for next phase
9. Review Attribute data in context with new Q&A flow
	* Analyze current refinement data for category, determine data relationships of tenements and refinement values with Q&A flow- Create data relationship map
10. Create and/or Adjust Refinement data to align with Q&A flow
	* If necessary create new refinements to match Q&A flow requirements- If additional adjustments to refinements and refinement values are required those changes are made in this stage
11. Create bug (JIRA) for data feed to SmartAssistant FTP site (B&H Reporting Dept.)
12. B&H Reporting Dept. creates new data tables and daily feed for SmartAssistant FTP site
13. Verify data feed
	* Validate data flow with Smartassistant- adjust feed as needed
14. Build Advisor in “Base Template” in SmartAssistant back-end
	* All Q&A flow maps and refinement data maps sent to Smartassistant to start preliminary build of advisor- B&H PM editing concurrently
15. Create Preview link for Review
	* New link created for review by PM and decision making team
16. Revisions as needed
	* Any new edits and/or revisions required are finalized at this stage
	* Implement SmartAssistant progressive filtering
17. Beta Testing and Debugging Advisor
	* Beta testing semi-finalized version occurs at this phase- PM and other team members review all paths looking for bugs and problematic interactions
18. Bug reports
	* Daily bug reports are sent to SmartAssistant until all bugs are resolved
19. Generate finalized Links and Q&A Flow maps for front-end designers
20. Ux design creates preliminary front-end and mobile design
21. Preliminary Front-end design reviewed by PM and Stakeholders
22. Generate Integration Code for uploading B&H production environment
23. Beta test front-end design
24. Edits and revisions as needed
25. Final sign off by PM and Stakeholders
26. Advisor is integrated
27. Performance Analytics