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Client

Johnson Controls-Hitachi Air Conditioning

Project Name

**Range, Sub-range and Product detail template for
Global website**

Documentation

Functional - V1

Project ID #476_22

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to Hitachi-Johnson Controls

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Range, Sub-range and Product detail template - Functional V1

ID Project #476_22

About the project

The aim of this project is to implement several changes to the Ranges, Sub-ranges and Product Pages in order to improve both the Global and local websites.

Some changes will require modifications to the templates used for the product content.

Design

The functionality will be programmed according to the design approved by the client (V3):

<https://www.figma.com/file/dFyTcps77zpbqBMNBEMs5w/Changes-Ranges%2C-Subranges-and-Product-detail---Deliverables?node-id=155%3A8080&t=HWVYrt6d7IYAJPK9-1>

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Main Elements

This project is divided into three phases.

Phase 1

1. Header changes + Product grid (Ranges)
2. Table/Comparison (Ranges and Sub-ranges)
3. Header changes (Product detail)
4. Tabbed module (Product detail)

Phase 2

The following features apply to Ranges, Subranges and Product detail pages.

1. Step by step
2. Icon + text
3. Highlight changes
4. Accordion module
5. Elements module - Add formats to the text

Phase 3

The following features apply to Ranges, Subranges and Product detail pages.

1. Update on content modules (Elements module)
2. Module for QR codes
3. Bottom text

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Phase 1

Header changes + Product Grid

Applies to: Ranges

Requirements:

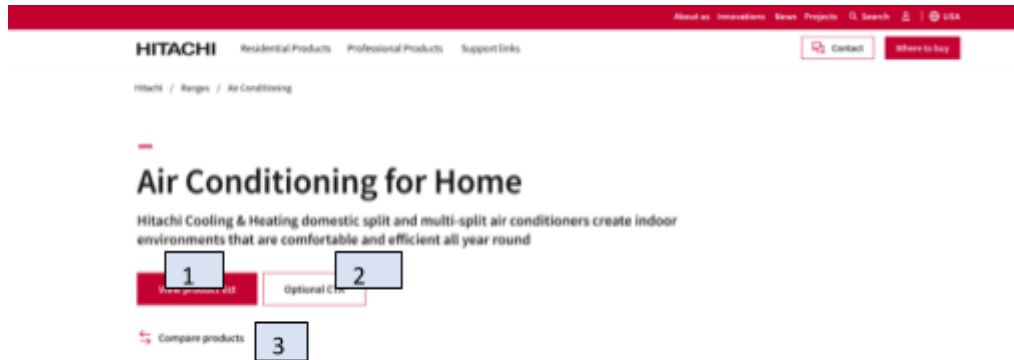
- Change the header by:
 - Removing the image/slider (Fields must also be removed from the CMS)
 - Expansion of the title + introduction of the text paragraph to the width of the page. (Maximum N° of Characters TBD by the client).
 - Adding shortcuts to subcategories. The thumbnail and subcategory name will be embedded from the subcategory page header. So shortcuts will only appear if there are sub-ranges linked to the range.
 - This module will only be displayed if there are subcategories. If so, the "View all products" CTA and "Compare products" link will be hidden.
 - The maximum number of thumbnails for a row will be six. If there are more than six thumbnails ill will be shown in a second line, left justified if there are less than six.
 - If there are no subcategories, the thumbnail module will not appear, but the product grid will appear, and the "View all products" call to action and "Compare products" link will appear in the header. On the same site where they are currently located.
- The cases would be:
 - If there are subcategories: The "View products" call to action and "View product comparison" link do not appear. But it will be possible to display the optional call to action.
 - There are no subcategories: The call to action remains unchanged.

*Existing features: Texts, links, video player, etc. They are not described because they should continue to work as they do now.

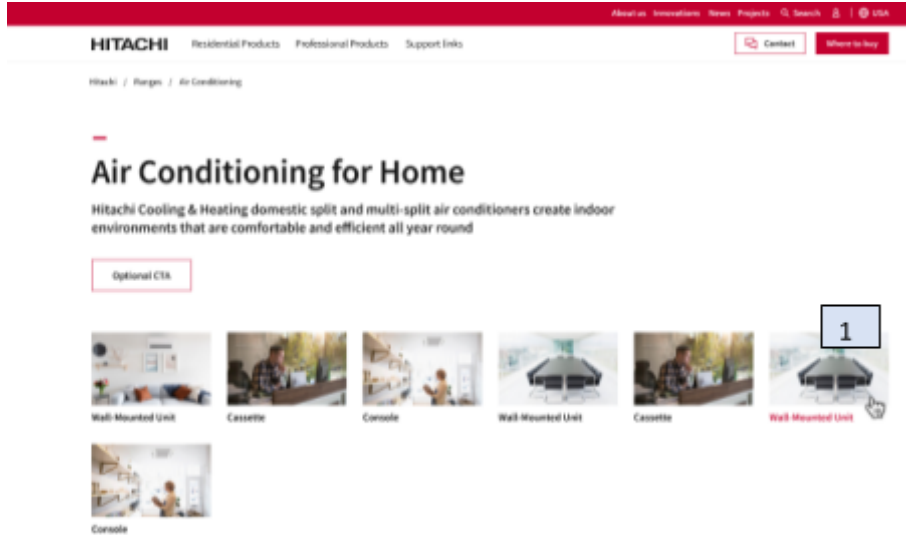
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User Flow

1. As a user I want to click on CTA 1 and scroll down to the product grid.
2. As a user I want to click on CTA 2 and go to the corresponding page (free CTA).
3. As a user I want to click on the link "Compare products" and access the comparison pop-up.



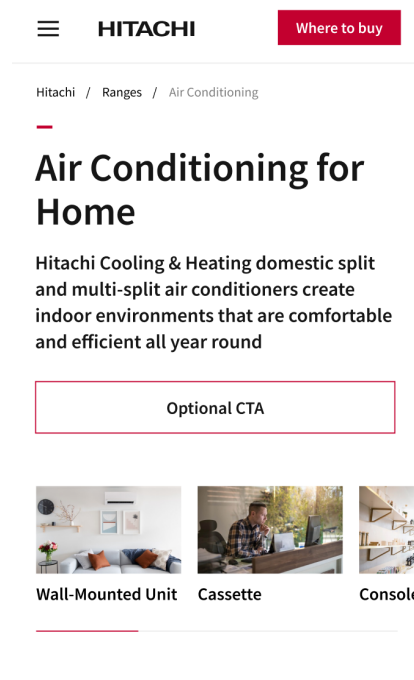
1. (Desktop) Only If there are subcategories, as a user I want to click any of the shortcuts (both thumbnail or title) and go to the sub-range page.



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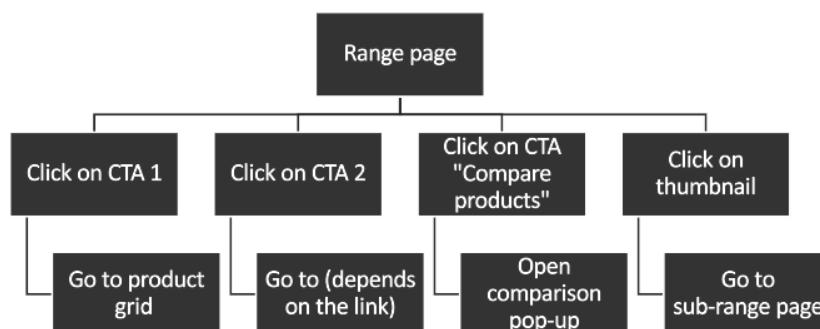
- (Mobile) Only If there are subcategories, as a user I want to scroll sideways to see products thumbnails that do not appear on the screen, click any of the shortcuts (both thumbnail or title) and go to the sub-range page. The interaction will be the same as in the example provided by the client:

<https://www.ikea.com/es/es/cat/camas-bm003/>



Clarifications:

- CTA 1 : Mandatory
- CTA 2: Optional
- Link comparison: It will only appear if there are available comparisons for that range.
- It will continue to be possible to add the optional CTA that is currently available on the CMS in all cases no matter there are subranges or not ("Secondary CTA")



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Product Comparison Table

Applies to: Ranges and Subranges

Requirements:

- Non-compulsory module
- Where:
 - After the shortcuts to the sub-ranges or just below the header if there are no shortcuts.
 - Implementation of a new content module to explain the product range clearly and concisely in comparative terms made up of:
 - Main title (not compulsory) (Maximum N° of Characters TBD by the client).
 - Introductory text (Not compulsory). It must be possible to add italics, bold, underlining, superscript and links. (Maximum N° of Characters TBD by the client).
 - Data table
 - The table text will be plain.
 - The table header must act as a link (Optional)
 - Option of adding icons (image) for descriptions (e.g. Capacity). The icons will be uploaded to the CMS and each icon will have a URL that can be added to the Excel spreadsheet and displayed on the frontend. The width of the icons will be limited to 24 pixels.
 - Call to action (optional): Includes CTAs at the end of each column. The text will be the same for all columns and the link will be the same as in the table header.
 - If there are more than five rows, the CTA (More details) must appear to display the entire table. If there are less than five rows, the CTA should not appear.

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- If there are any columns that are not visible, it will be possible to navigate by using arrows. These arrows will not be displayed if, by default, all the columns are visible. The component, location and operation of the arrows to show more will have the same behavior as the current product comparison table. The left/right arrows will be inactive when it is not possible to navigate to that side.
- How do you upload the table content? : Preferably in CSV/Excel format (same as product comparison). Instructions on how to upload this CSV/Excel file into the CMS will be provided by the customer. An Excel table can be downloaded as a guide. The operation of downloading the sample Excel file and uploading by using the CMS admin will be the same as in the product comparison.
- It will be possible to add stars as in the product comparison. The possibility of adding haspa and X as in the wireframe example provided by the customer is also envisaged.

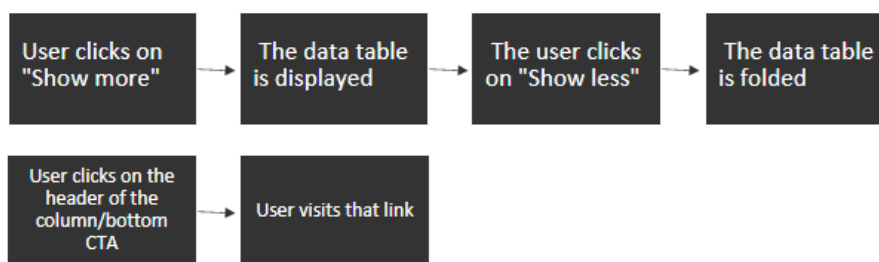
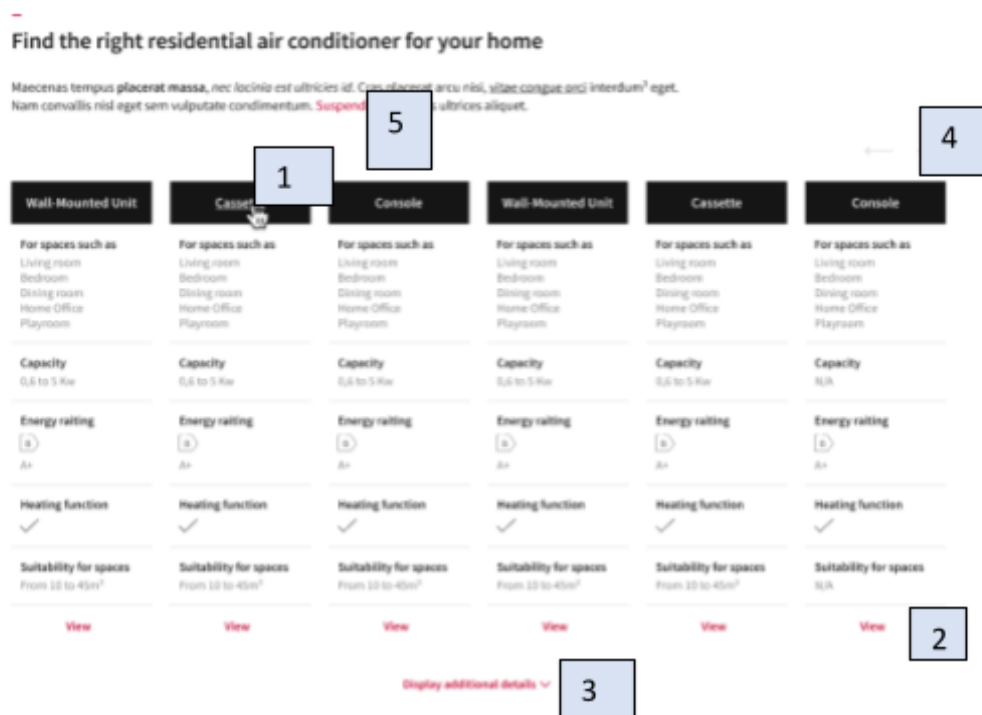
- How will empty values be displayed? They should be displayed as shown in the product comparison table (N/A). If a value is empty in all columns, this row will not be displayed.

*Existing features: Texts, links, video player, etc. They are not described because they should continue to work as they do now.

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User Flow

1. As a user I want to click on the table header's link.
2. As a user I want to click on "view" CTA
3. As a user I want to click on "more details CTA" to expand the table and click on "less details" to collapse the data table.
4. As a user I want to click on the arrows to go back and forth (In case all columns are not visible).
5. As a User I want to click on the available links in the introduction text.



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Header Changes

Applies to: Product detail page.

Requirements:

Desktop/Mobile:

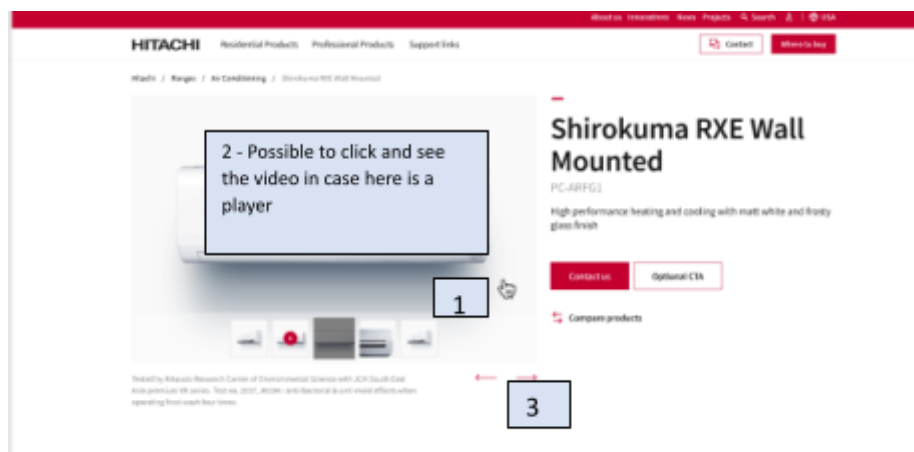
- Add a new text field below the page title to include the product name (not mandatory). Optional field with a maximum of 45 characters. Make the search engine take this field into account.
- The left/right arrows will be inactive when it is not possible to navigate to that side. The existing arrows in the current slider will disappear and will only work with the arrows below the thumbnails. The thumbnails will move as the user interacts with the arrows.

Desktop:

- Place the slider to the left and the thumbnails above the image at the bottom of the image.
- Align the page title at the top of the image.
- Change the arrows to the standard arrows in the rest of the galleries and align the buttons with the bottom of the image. Thumbnails: They will be displayed as dots by default, and when the user hovers the mouse over them the thumbnails will be displayed.

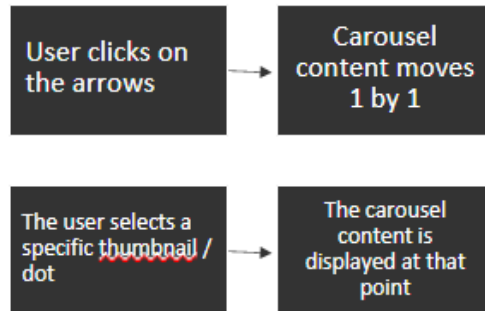
User Flow

1. (Desktop) As a user I want to hover in the header image and click on the different thumbnails available to see them in the header.
2. As a user I want to click on the Youtube player icon to see a video.
3. As a user I want to click on header arrows to go back and forth.



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1. (Mobile) As a user I want to click on the dots in the image to display the next or previous image/gif/video.



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Tabbed Module

Applies to: Product detail page.

Description of feature: Tabs that change the content modules below (Elements) when the user clicks on the tabs.

Requirements:

- The tabs will only affect the "Elements" content. They will not affect the header, data tables, documentation and product features for filters.
- The options may be:
 - No tab or only one tab: in both cases, the content to be displayed will be the same. The difference is that with the "only one tab" option the name will be displayed and the application the product is intended for (e.g. small businesses) will be clear.
 - With two tabs: The content will change when the user clicks on either tab. It will be as if the "Elements" modules were filtered according to the type of application. The content must be in the same HTML, each tab must be an H2. Each tab should act as an anchor so that content that is appropriate for different audiences can be shared. The headlines of each tab will be editable from the CMS.
 - The text content will be loaded by default and one or the other will be displayed on demand. Non-visible images will be loaded on request and will not be loaded until the user changes tabs.
- The Elements in this module will be:
 - Title: **(Maximum N° of Characters TBD by the client).**
 - The same for all pages. It will be possible to include the option of adding a [title] parameter, so that the product name can be displayed automatically.
 - E.g.
 - Learn more about [title]:
 - Learn more about Small Floor Type Inverter
 - Dehumidifier Reheating Only:

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- On a mobile device, the selector will be displayed as a drop-down menu.

User Flow

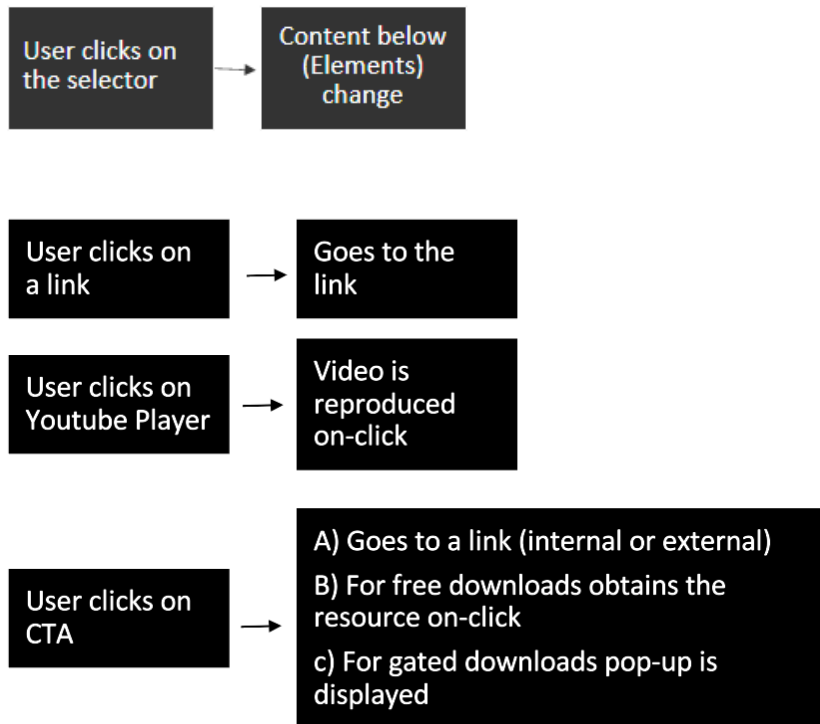
1. As a user I want to click on each of the tabs to display the content that applies in each case.
2. As a user I want to access on-click to the available links on the text
3. As a user I want to access the available youtube videos on-click on the player.
4. As a user I want to click on the CTA
 - a. Go to a link
 - b. Download resource on-click (free download)
 - c. Complete the Pop-up form and submit it to get the resource in mailbox (4C).

Learn more about the benefits of Shirokuma RXE Wall Mounted

The image shows a product page for the Shirokuma RXE Wall Mounted air conditioner. It features several sections with numbered callouts: 1. A top navigation bar with tabs for 'Small Business' and 'Large Business and Buildings'. 2. A section titled 'A breath of fresh air' describing the advanced air-filtering system with a stainless steel pre-filter and a patented self-cleaning Frost Wash technology. 3. A section titled 'Environmentally friendly R32' highlighting the use of sustainable R32 refrigerant. 4. A section titled 'Knows when you're around' describing the built-in smart motion sensor that automatically switches to energy-saving Eco Mode. Each callout is represented by a blue box with a white number and a red line pointing to the relevant element on the page.

The image shows a download form for 'Yutaki technical information'. The form includes a title, a description, a 'Download now' button, and a form with fields for 'First', 'Last', 'Email', 'Phone (optional)', and 'Company (optional)'. There are also checkboxes for 'I agree to the privacy policy' and 'I agree to the terms and conditions'. A red 'Send' button is at the bottom. A blue callout box with the number '4c' is positioned over the 'Last' field.

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Phase 2

New Modules: Step by Step

Applies to: Range, Sub-range and Product Detail.

Requirements:

- Non-mandatory module.
- Have the ability to add new content modules containing:
 - Main title (Not compulsory) (Maximum N° of Characters TBD by the client).
 - Introductory text (Not compulsory) (Maximum N° of Characters TBD by the client).
 - Image* (Maximum size 1200x800) and YouTube link ** + description (Maximum N° of Characters TBD by the client).
 - (rich text editor: italics, bold, underline, superscript and links) x Up to 12 (min.2).
 - **From now on, the GIF format will also be included when an image is required.*
 - ****Not mandatory.**
- This new format will be added as a content module under the Elements tab along with Text, Image + text, etc. (It can be placed in order).
- Recently implemented changes (footnotes, GIFs, etc...) are also included for these content modules.

*From now on, the GIF format will also be included when an image is required.
- Arrows and step numbers between, will be added below the description text on both the mobile and desktop versions so that the user can interact with arrows, and the content will change to slider mode as they click on each of the steps/arrows.



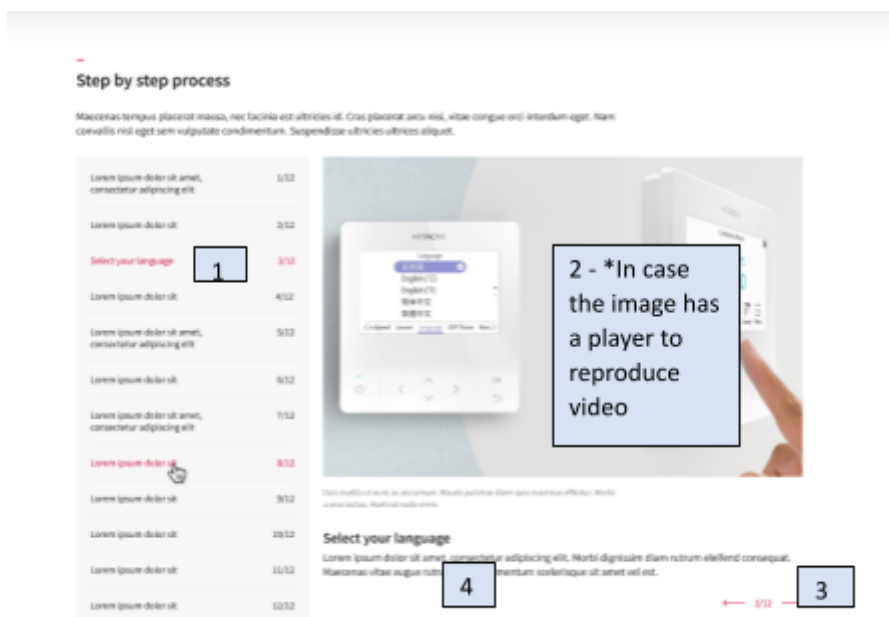
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How the step-by-step module will work:

- Navigation arrows:
 - There will always be arrows and step numbers between in this component, both on the mobile and desktop versions.
 - The left/right arrows will be inactive when it is not possible to navigate on these sides.
 - Both the steps in the menu and the arrows will be used to switch from one step to another.
 - The current step will be highlighted in the menu.
- Menu with steps:
 - The link to the menu will only be displayed on mobiles. It will be permanently displayed on the desktop version. The menu text should indicate the total number of steps and the step the user is on.
 - Current step: The current step should be highlighted in the menu.
 - Clickable menu area: The clickable menu area has to cover as much as possible.

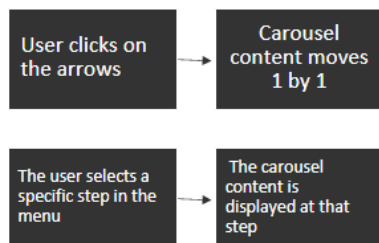
User Flow

1. As a user I want to click on each of the steps and see the content detail.
2. As a user I want to see Youtube video clicking on the player icon.
3. As a user I want to click on the navigation arrows and go back and forth.



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1. (Mobile) As a user I want to click on the drop-down and see available steps.



Icon + text module

Applies to: Range, Sub-range and Product Detail.

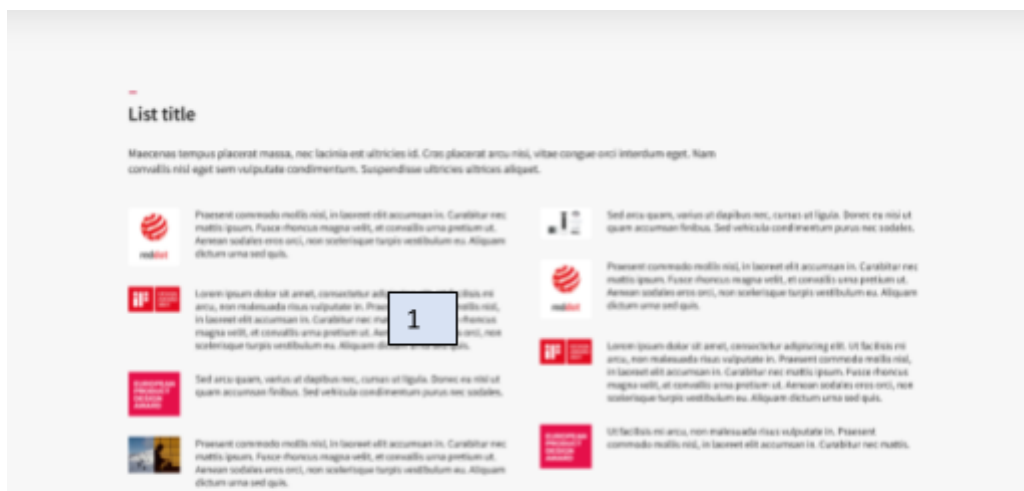
Requirements:

- Be able to add a list made up of:
 - Main title (not compulsory) (Maximum N° of Characters TBD by the client).
 - Introductory text (not compulsory) (Maximum N° of Characters TBD by the client).
 - Icon (Max. 120px) + Description (rich text editor: Italics, bold, underline, superscript and links) x up to 10 in 2 columns (Max. 350 characters). For icons: They will be images (jpg, png, svg allowing images with a transparent background layer, not optional).
 - Add this new format as another content module under the Elements tab along with Text, Image + Text, etc...), with the reordering option.
 - The background of the feature will be light grey to make it stand out from the other modules.

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User Flow

1. As a user I want to click on the available links in the text.



Highlights changes

Applies to: Range, Sub-range and Product Detail.

Requirements:

- Non-mandatory content module.
- It will be also possible using the Highlights module in the Range and Sub-range templates. (These are now only available in the product detail templates).
- It will be possible to reordering the module among the other content modules Elements. For example:
 - Text + Image
 - Highlights
 - Image + Text
- It will be possible to add footnotes as recently implemented.
- Changes in the text fields; main title, and secondary titles non-mandatory.
- It will be two types of modules in Fact Boxes:
 - One with images (current)
 - One without images, with the enlarged size of the title. (Maximum number of characters: 12).It will allow about 9-10 characters per line that will be reduced by making it responsive. If there are no images, no data table will have images.

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- There will be no limit to fax box elements. The layout behavior will be the same as in the current module.
- The text will be enriched and will allow the addition of: italics, bold, underlining, superscript and links.

CMS considerations:

There will be two different modules that will be managed independently:

- Highlight boxes with image
- Highlight boxes without any image

User Flow

1. As a user I want to click on the available links in the text.



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Accordion Module

Applies to: Range, Sub-range and Product Detail.

Requirements:

- Non-mandatory content module
- Where: Add after the generic content modules ("elements" in the CMS).
- The content modules will change when the user clicks on the accordion tabs (the current FAQ functionality will be used).
- The module will be headed by a title + introductory text*. The title (Maximum N° of Characters TBD by the client) of each of the content modules will become a non-mandatory field.
- The introductory text (Maximum N° of Characters TBD by the client). will become a non-mandatory field and it will be possible to add bold, italics, subscripts, superscripts, links and underline, bullets and numbered lists.

- To create content the CMS user will be able to use the following elements:
 - Image + Text
 - Gif + text
 - Text + image
 - Text + Gif
 - Text
 - Slider
 - Image
 - Gif
 - Image and video link (full width)
 - Data tables (No changes to the way the specification tables work) More than one may be added.
 - *The size of the images will be the same as currently are in the Elements tab.*

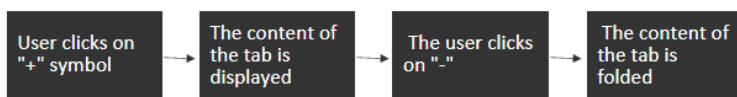
- Considerations: For these content modules, recently implemented changes (footnotes, GIFs, etc.) will be applied.

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- Functioning of the accordion:
 - It should work in the same way as the FAQ module.
 - The first module will be open by default. The closing animation will be the same, as well as the icons indicating whether the accordion is open or closed.

User Flow

1. As a user I want to click on the "+" to expand the content and click on "-" to collapse the content.
2. As a user I want to see the Youtube videos by clicking on the player icon.
3. As a User I want to click on available links in the text modules.
4. As a user I want to click on the CTA
 - a. Go to a link
 - b. Download resource on - click (free download)
 - c. Complete the Pop - up form and submit it to get the resource in mailbox.



Elements module: Add formats to the text.

It will be possible to include the following in rich text modules: bold, italics, underlined text, subscripts, superscripts, bulleted and numbered lists. Applies to range, sub-range and product detail pages.

Solutions for Hotels

P — Rar



Inviting environments that sell

Units come with **motion detectors** as standard which *automatically switches* to eco mode *when no people are detected* and then switches back, to standard mode when someone enters the room.

- Lowers running costs and increases energy efficiency.
- Lowers running costs and increases energy efficiency.
- Lowers running costs and increases energy efficiency.
- Lowers running costs and increases energy efficiency.

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Phase 3

Updates on content Modules (Elements Module)

Applies to: Range, Sub-range and Product Detail.

Requirements:

- It will be possible to include a CTA in each of the following modules:
 - Text
 - Text + image (left/right)
Style: secondary button.

- The actions that could be performed with this button are as follows:
 - Open internal URL
 - Open external URL
 - Download document (open)
 - Download document (closed). Opening a pop up window to fill in the form... Same functioning as in Business Verticals.
- Sliders, gifs and video will be added as in the Business Verticals pages:
 - GIF
 - GIF + text/text + GIF
 - Video
 - Video + text /text + video
 - Slider

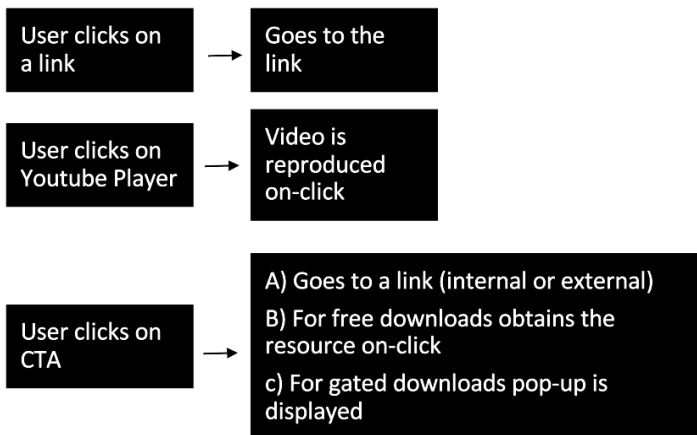
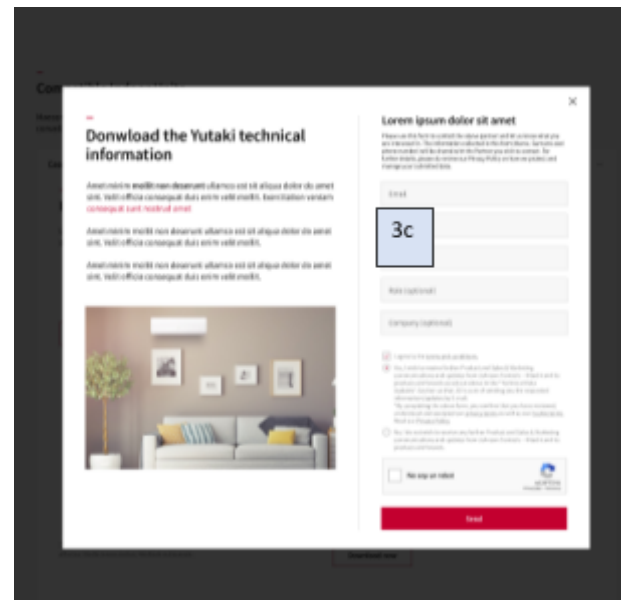
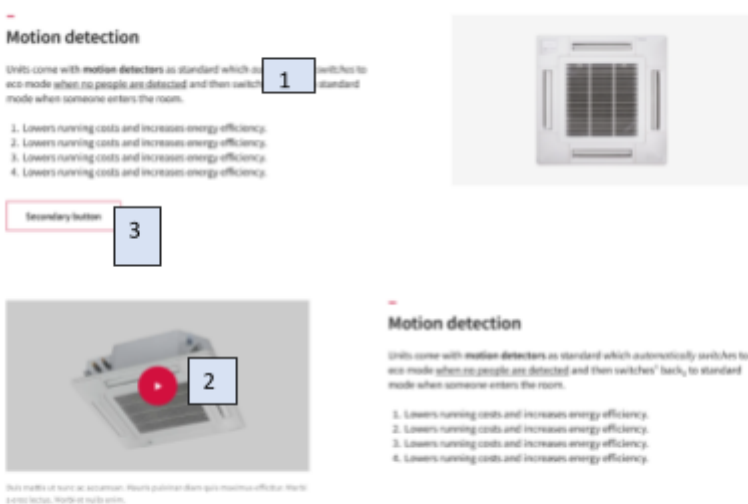
*The videos that can be added are either MP4 files or YouTube links, as in Business Verticals.

This module will follow the same functioning as Business Verticals, but they are independent elements to be managed from the CMS.

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User Flow

1. As a user I want to access on-click to the available current links on the text.
2. As a user I want to access available Youtube videos on-click on the player.
3. As a user I want to Click on the CTA and
 - a. Go to a link
 - b. Download resource on-click (free download)
 - c. Complete the Pop-up form and submit it to get the resource in the mailbox.



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Modules for QR codes

Applies to: Range, Sub-range and Product Detail.

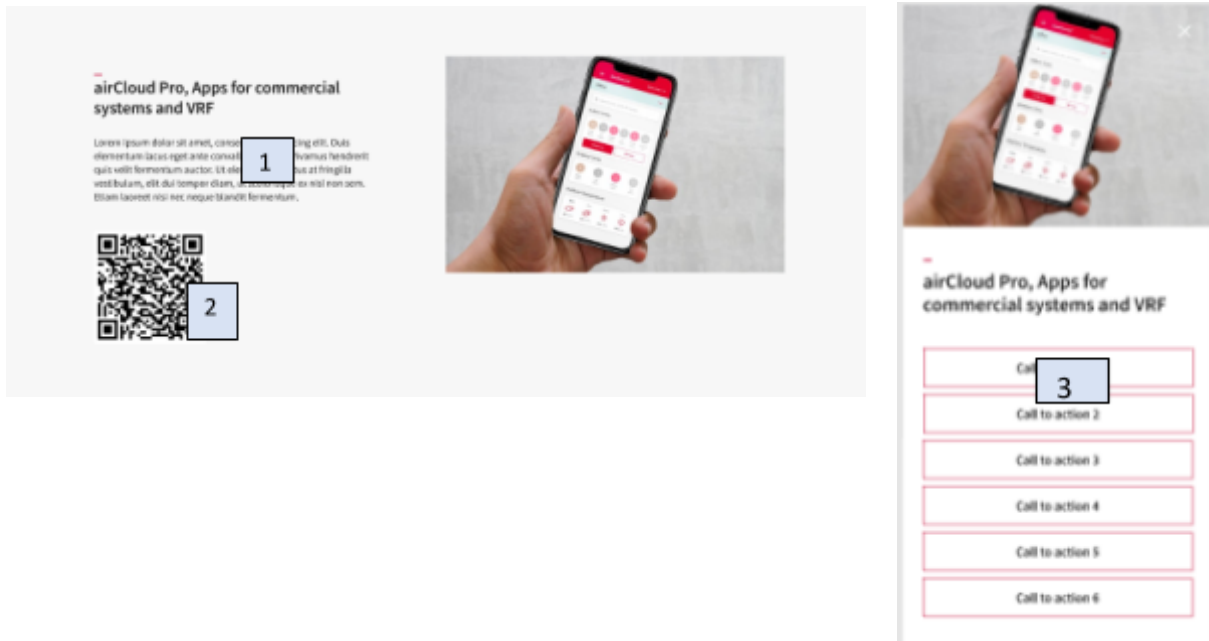
Requirements:

- Creation of a content module (Example: Innovations) that changes its behavior depending on the device:
 - On a desktop version: It will display a QR code.
 - On the Mobile version: It will display a CTA.
- The elements in the section will be as follows:
 - Title (Optional) (Maximum N° of Characters TBD by the client)
 - Subtitle (Optional) (Maximum N° of Characters TBD by the client)
 - Image (*Same size as the current module of innovations*)
 - CTA + link or QR code.
To consider having the button style for marketplace apps, the same feature that currently exists in the CMS in the Apps section will be used.
- From the website (desktop), users will be able to access the links by scanning the QR code. On a mobile device, the link will be the button itself.
- Functioning:
 - On a Mobile device:
 - The user will find a CTA with which they can either open a modal with several options or redirect to a link.
 - The link to the app store or main CTAs with an internal or external link will only be displayed on mobile devices within the modal.
 - The number of CTAs to be displayed will be the same as in innovations (6).
 - On a desktop version: The user will find a QR code that can open a mobile modal when scanned or redirect to a link.

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User flow

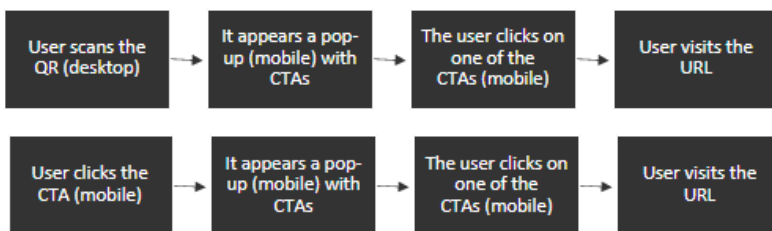
1. As a user I want to click on available links in introduction text
2. As a user I want to scan de QR code (Desktop)
3. As a user I want to click on each of the available CTAs in the modal (Mobile).



1. As a user I want to click on the CTA to open the modal (Mobile).



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Bottom text

Applies to: Range, Sub-range and Product Detail.

Requirements:

- Include rich text formatting (with all its options). Also possible to add different text levels with a value of H.

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