

After one year of MikMak being live, “the QVC for the Snapchat generation” is making its tools available for all brands. Turn your eCommerce and media channels into a mobile-first shoppable-video platform, no engineering necessary!

[View sales materials and sample mock-ups here.](#)

MVP Platform:

The first part of the enterprise tool that we’re rolling out focuses on the shoppable video media distribution. A brand buys a monthly series of minimercials from MikMak which then can be distributed across our partner network. Minimercials have been distributed across these networks : AOL, BuzzFeed, Conde Nast, Distractify, Facebook, Hearst, Snapchat, Twitter, YouNow and YouTube. View live examples here on [AOL](#) and [Buzzfeed](#).

After this piece, we will build a web-app interface that turns any web based mobile commerce experience into “YourBrandTV”.

High Level User Stories:

1. MikMak produces a series of minimercials for the Brand based on products the brand has chosen
 - a. The brand gives creative feedback on the creative direction on the scripts, casting and content and approves the final minimercials
2. MikMak distributes the minimercials in an embeddable player across Publisher Partner sites based on brand’s choosing
 - a. The Brand selects the media partner and package they want
 - b. The Brand customizes the embeddable player by selecting colors and imagery so it reflects their brand aesthetic
 - c. The Publisher Partner sets media rates
3. Users can watch and shop minimercials in an embeddable player on the publisher partner’s site and check-out on the Brand’s site
 - a. When the User clicks check out, they are taken to The Brand’s cart to finish their purchase
4. The Brand can view the status and metrics of their campaign at any time
 - a. The Brand can view analytics data from their campaign

Potential features

For the MVP, we’d like automate some but not all of the processes depending on the required engineering work. We will prioritize features that enable users to complete a purchase and use email, Google forms, and other services to fill in for yet to be built parts of the platform.

Admin

- Sign MikMak's SOW
- Set up MikMak as Vendor in its System
- Input your brand information (logo, website, social, add to cart integration details)
- Select font, colors for public display
- Access campaign content
- Access campaign analytics

Merchandise

- Select Product SKUs for minimercials
- Mail SKU samples to MikMak
- Connects Brand eComm product page URLs to corresponding minimercials
- Connect shopping cart to MikMak
- Edit any product info (text, photos, comments, pricing)

Video

- Complete minimercial creative brief
- Pick and provide one of the three creative directions provided to you by MikMak
- Approve a final creative direction
- Pick from MikMak casting
- Provide feedback to MikMak scripts
- Approve final scripts
- Attend MikMak video shoot
- Provide Feedback to Video Edits
- Approve Final Videos

Media Distribution

- Select media partner(s)
- Select media package(s)
- Complete campaign information and media package(s) for distribution
- Ask / any questions between Brand & Media Partner
- Approve campaign to go live
- Access live URLs to campaign

Publisher Partner:

- Set media opportunities and rates available to MikMak brands
- Receive Brand Proposal from MikMak
- Answer any questions from Brands
- Approve Campaign
- Embed iFrame(s)
- Receives any additional creative assets
- Invoice MikMak
- Provide analytics

Customer:

- Sees shoppable video within media publisher or social media platform
- Can watch (auto play if possible)
- Can review more product information
- Can check out via Brand's preferred cart

Embeddable Player Requirements:

- Exists as a responsive iFrame
- Can showcase 1 - many minimericals within an iFrame
- Autoplays video
- Includes video controls like mute, pause, play
- Mirrors product information (text, photos, reviews) from parent eComm site
- User select color way or size
- Brand can customize certain features of the player to reflect a unique Brand identity
- Connects to parent eComm shopping cart
- Takes into account MikMak's best practices (coming soon)

Design deliverables:

- Embeddable Player (*high priority*, highest level of detail required)
 - **Full annotated responsive designs** for **every** section of the player(s*)
 - Call out customizable areas
 - Call out responsive breakpoints
 - Call out different player states (e.g. 'focused', 'unfocused'), if applicable
 - * If multi-product player is significantly different from single-product player, then it will require separate designs
 - **Full user flows**
- CMS (*medium priority*, low level of detail required (select a framework / theme, wireframe + user flows for complicated sections))
 - **Wireframes** outlining different layouts used in the CMS (e.g. full-width form, two-column form, tabbed form)
 - **User flows** for the more complicated sections like
 - User registration
 - Forgot my password
 - Video workflow / publication
 - *Must* be built on top of a CSS framework like [Twitter Bootstrap](#), [Skeleton](#), [BlazeCSS](#), or [Flat UI](#) (can be separate from homepage, alternatives require dev approval)
 - If the CMS is going to be complicated, we'd prefer to use a [Bootstrap admin dashboard theme](#) (specific theme requires dev approval)

- If we go this route, style overrides must be minimal
- Website homepage (*low priority*, high level of detail required (full designs))
 - **Full annotated responsive designs**
 - *Preferably* built on top of a CSS framework like [Twitter Bootstrap](#), [Skeleton](#), [BlazeCSS](#), or [Flat UI](#) (alternatives require dev approval)
 - Open to using a responsive [Bootstrap landing page theme](#) (specific theme requires dev approval)
 - If we go this route, style overrides must be minimal

MVP Timeline:

- August 12: R1 wireframes
- August 19: R2 wireframes
- August 22: final wireframes
- August 29: R1 designs
- September 5: R2 designs
- September 12: final designs