

IEEE-SA Standards Store Update

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IEEE 802 Opening EC

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IEEE Standards Store

standards.ieee.org/store

- Since launch traffic to online store and sales have been steadily increasing
- 8 April to 30 June 2011
 - Visits: 16,952
 - Conversion rate: 6.7%
 - Avg time on site: 3.09 mins
 - Avg pgs viewed per visit: 3.6
 - Top referring sites
 - standards.ieee.org
 - ieee.org
 - Linkedin.com
 - Facebook.com
 - grouper.ieee.org

IEEE Standards Store

- Top selling 802 standards
 - IEEE 802.1AS-2011
 - IEEE 802.11u-2011
 - IEEE 802.11v-2011
 - IEEE 802.Qat-2010

Work Plan

Search	Issue Description	Solution	Status
Sort order	Most recent documents should appear "first"	Consolidated superseded/historic versions under active base std, sort by publication date	Complete
Standards status	Need to incorporate SA standard status terminology	Until longer term fix in place, will append status to end of document title	In progress Aug deliverable
Display of amendments, drafts, etc.	Amendments are not appearing as individual record; Some drafts are appearing as amendments	Amendments consolidated under base std; All drafts will be tagged as Drafts	Complete Complete
Keywords/terms	Partial std number searches produced incomplete results; Searching by industry terms didn't produce expected results	Search function modified; Added keywords/terms to enhance searchability	Complete Complete

Work Plan

Browse	Issue Description	Solution	Status
Browser incompatibility	Browse not functioning properly on IE when store launched	Fix browser loading issues for IE	Complete
Sorting buttons	Browse sorting buttons were non-functional	Fix browse button functionality. Default to std no., with ability to resort by date, title and most popular	Complete
Standards in multiple categories	802 stds limited to one category	Modify data feed so that a std has multiple assigned categories	In progress Aug deliverable
Browse tree	Request to add another category level for each 802 "dot" std	Modify browse tree structure data to include family level	In progress Nov deliverable

Work Plan

Product Details	Issue Description	Solution	Status
Corrigenda	Not displaying corrigenda consistently in store interface	Data relationship adjustments in stds database	Complete
Draft designations	Draft designation of "P" and version of drafts was not appearing in browse/search results	Program feed so "P" would be associated w/ draft and render, & incorporate draft version in data feed.	Complete
Truncated titles	Some IEEE std titles very long, resulting in titles being truncated	Edit titles down to 300 or less characters Extend no. of characters in title field	Complete TS cannot accommodate at this time. Still working the issue to incorporate into TS future release.

THANK YOU!