

Rover Photo SOP

1 Getting Photos Taken and Delivered Back to Ahead

1.1 SKUS to Be Photographed

1.1.1 First Gen requires the following items to begin a new batch of product photos...

- List of SKU's (a spreadsheet listing SKUs).
- Sample Pieces – Shipped to FG
- External HD (i.e., one of the orange Lacie drives provided by IT) – the drive should/can contain the spreadsheet list of skus.

1.1.2 Task Owner, IT

- Nick, Mike, Ryan

1.2 Product File Names (PNG files)

1.2.1 The product file names need to be in this format where applicable:

- SKU.PNG (for ¾ image)
- SKU-F.PNG, SKU-B.PNG, SKU-R.PNG, SKU-L.PNG

Apparel photos need to be STYLE-COLORWAY-F.PNG (and if back photo also, then STYLE-COLORWAY-B.PNG)

2 Receiving the Photo Files from First Gen

2.1 File Storage on Portable HD or Shared Location

- The PNG photos should be all in one single flat folder, NOT in separate style folders as that creates more work and room for error.
- The Folder Name should reflect the Batch Date of the new PNGs, such as: FG_JULY_2022 (if First Gen) or JULY_2022. If necessary, you can add the day of month.
- If the files are on a portable HD, the HD needs to be delivered to IT for processing and loading into Rover.

3 IT Processing of the Files

After IT receives the files, the following process is done to load the data into Rover...

3.1 Image Processing Steps

IT runs scripts to...

1. Automatically crop all the PNG images.
2. If necessary, automatically generate an alpha version for each image (transparent background).
3. Mogrify files into huge, large, medium, small, tiny images in a folder structure that models Rover web server file system.

3.2 Rover Database

1. Once all images are in a single flat folder, script is run to extract the distinct style-colors into a file.
2. The extracted file is turned into an Excel and loaded into a crosscheck table in the rover database.
3. A query is run to extract the style description, colorway description, marketing name, etc. from OLO – this generates an Excel file that maps to either the styles table and/or the colorways table in rover.
4. The data is then bulk loaded into the appropriate Rover database tables.

3.3 Corporate Site

- The rover images are zipped up and extracted into the corporate site file system. As needed the corporate item front end is used to add/activate/edit styles/colors. Any images not “corporate” are ignored.

4 Exceptions

These are the types of problems we (IT) often has to deal with for each new batch of photos...

1. PNG image files are not in a flat folder (we can get them into a flat folder but it's more work and adds possible errors into the process).
2. Image files are mis-named, like...
 - a. STYLE-pink, STYLE-navy... (i.e., no colorway).
3. Image files are wrongly named – i.e., colorway should be 1234 and not 3456.
4. Images that miss the FG photo process and are later photoshopped to be added to Rover – it is handled in a similar manner as the normal process.

5 Completed Batch

- When a batch of photos is fully processed and the photos are live in Rover, email team to let them know it has been completed.