



BF Admin Module Content.doc

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1 Modification History

Date	Who	Comments
24-Aug-11	Solveda	Split from initial "BF Admin Module" document, refer to this document for general concepts, processing and prior modification history.
23-Sep-11	Solveda	- Expanded General Guidelines section to discuss OFBiz implementation details. - Standardized all screens, using generic term "Content" - Added the "Content ID" to all LIST and DETAIL screens; the ID is now the clickable link from list to detail
26-Sep-11	Solveda	Changed PLP-Content and PDP-Additional-Text sections to be more in line with other content maintenance screens (changed List screens to link from text; added status, active-date, created-date; removed the "Edit" Link)
4-Oct-11	Solveda	- Combined all SITE_INFO_MENU content into a single list / detail screen (Logo, Header, Footer etc.). - Described "Save" button, "Back" button and Validation in the General Guidelines section, to apply to all content screens.
11-Oct-11	Solveda	Added "Back" button to all screens. Positioned "Back" button as the left-most button.
18-Oct-11	Solveda	Clarified the <H1> heading for every screen
15-Nov-11	Solveda	Changed all read-only data displays to be not-bold.
22-Nov-11	Solveda	Changed STATIC_PAGE to allow "Delete" action; ID is not longer editable
13-Dec-11	Solveda	Completed "Media" section
28-Dec-11	Solveda	Added "type" to List and Detail screens
13-Jan-12	Solveda	Allow users to change the asset loaded in the Media section
18-Jan-12	Solveda	Media Detail page: if preview image is resized then added note to user
25-Jan-12	Solveda	Static Page: Added "quick view" flyout to view HTML content. Added ability to override SEO meta tags.
8-Feb-12	Solveda	Added "Preview" function for all content screens.
28-Feb-12	Solveda	Added different "types" of content for Category Content (PAGE_TOP, PAGE_END, FACET_TOP, FACET_END)
29-Feb-12	Solveda	Added a generic "Content Library" to store re-usable content to be re-used in other functions.
9-Mar-12	Solveda	Added delete feature on Media-Library List page
15-Mar-12	Solveda	Content Library: changed Content-ID to be user managed
19-Mar-12	Solveda	Added "zip" type to Media Library
23-Mar-12	Solveda	Renamed "Dynamic PLP Content" to "Product Category Content". Added a "MEGA_MENU" type for use in the Mega-Menu functionality.
2-Apr-12	Solveda	Added "n characters left" helper text for Description and Meta-Tag fields.
16-Apr-12	Solveda	For "multi-store" support: reworked the usage of the OFBiz schema for managing all Content. No longer using the "MENU_CONTAINER" – replaced with specific CONTENT_TYPE_IDs for the appropriate content and the introduction of the

		XCONTENT_XREF table.
4-Jun-12	Solveda	Page Content Spots: added content prefixed with PES_ for display at the END of certain pages
13-Jun-12	Solveda	Merged the "Additional PDP Content" into the more generic "Product Category Content"
27-Jun-12	Solveda	Added XXX_LOGIN_INFO page content spots to be displayed on the "Change Login Info" page (part of My-Account)
11-Jul-12	Solveda	Ability to Add new content for "Page Content" and "Site Info" (for emergency use only).
12-Jul-12	Solveda	Added PDP_XXX special content to the Page Content section
23-Jul-12	Solveda	Added SEO-Friendly-URLs for Static Pages
1-Aug-12	Solveda	Changed to use Helper and Warning tooltip
28-Jan-13	Solveda	Added XXX_WISHLIST page content
12-Apr-13	Solveda	Added XXX_PMT_METHOD_EDIT page content
11-Jun-13	Solveda	Added XXX_GIFT_MESSAGE page content
15-Jul-13	Solveda	Media Library: Modified usage of "Type" to be "Folder"
27-Jan-14	Solveda	Added "Specific-Product-Content"
21-Feb-14	Solveda	Preview function for SI_HEADER_CONTENT
26-Mar-14	Solveda	Added option for all content to be either embedded or file based.

2 Navbar and Sub-Menu

content

Media Library

Manage all the site images and other media that can be referenced in various content throughout the site

Content Library

Manage all generic and reusable content to be included within other content areas.

Site Info Content

Manage your site logo; header and footer links and other content that impacts your eCommerce site.

Home Page Spots

Manage the Home Page Content Spots

Static Pages

Manage Static Page content

Page Content

Manage specific page content for Login, Cart and other pages

General PDP Content

To manage special text that appears on the PDP for Introduction and Discontinued products.

Product Category Content

Manage content that appears on each PLP page or as a Mega-Menu. These are associated with Product CATEGORIES.

Additional PDP Content

Manage additional text that is maintained for a sub-category and displayed on each PDP page within that sub-category.

Affiliate Pixel Tracking

Manage affiliate tracking code.

3 General Guidelines

3.1 OFBiz Implementation

- In order to support Content being maintained for multiple stores it is necessary to expand the OFBiz data model.
- For managing content the primary database entity is the CONTENT table
- New rows will be required for the CONTENT_TYPE entity:
 - BF_CONTENT_LIBRARY
 - BF_HOME_PAGE
 - BF_SITE_INFO
 - BF_STATIC_PAGE
 - BF_PAGE_TOP_SPOT
 - BF_PDP_SPOT
- This allows for specific content to be grouped together
- For example:

CONTENT.CONTENT_TYPE_ID = "BF_HOME_SPOT"

provides the association to group together all Home page Content Spots
- A new OFBiz database entity will be required in order to separate all content by Product Store. The definition is:
 - XCONTENT_XREF
 - CONTENT_ID reference back to the CONTENT entity
 - BF_CONTENT_ID specific content names used in BigFish
 - PRODUCT_STORE_ID ID for the specific Product Store
 - CONTENT_TYPE_ID De-normalized column to assist in retrievals
- Data Setup Example illustrating Home Page Spot setup for 2 stores:

CONTENT_TYPE	
ID	Comment
BF_CONTENT_LIBRARY	New data
BF_HOME_PAGE	New data
BF_SITE_INFO	New data
BF_STATIC_PAGE	New data
BF_PAGE_TOP_SPOT	New data
BF_PDP_SPOT	New data

CONTENT	
Content ID	Content Type ID
STORE1_HPS_01	BF_HOME_PAGE

STORE1_HPS_02	BF_HOME_PAGE
STORE1_HPS_03	BF_HOME_PAGE
STORE2_HPS_01	BF_HOME_PAGE
STORE2_HPS_02	BF_HOME_PAGE
STORE2_HPS_03	BF_HOME_PAGE

XCONTENT_XREF			
Content ID	BF Content ID	Content Type ID	Product Store ID
STORE1_HPS_01	HPS_01	BF_HOME_PAGE	STORE1
STORE1_HPS_02	HPS_02	BF_HOME_PAGE	STORE1
STORE1_HPS_03	HPS_03	BF_HOME_PAGE	STORE1
STORE2_HPS_01	HPS_01	BF_HOME_PAGE	STORE2
STORE2_HPS_02	HPS_02	BF_HOME_PAGE	STORE2
STORE2_HPS_03	HPS_03	BF_HOME_PAGE	STORE2

NOTES:

- In reality this example would cater for up to 16 Home Pages content spots; 3 shown for convenience
- The "Content ID" can be derived in manner that development feels is appropriate; the Content-ID will never be shown to the user; it is generally felt that embedding the Store-ID into the Content-ID will be useful
- To retrieve Home-Page spots for Store-2 now becomes an easy retrieval process:

```

SELECT [columns]
FROM   CONTENT C,
       XCONTENT_XREF X
WHERE  C.CONTENT_ID      =      X.CONTENT_ID
AND    X.CONTENT_TYPE_ID =      "BF_HOME_PAGE"
AND    X.PRODUCT_STORE_ID =      "STORE2"

```

Len: are you sure you want the Content-Type-ID column in the XREF table?

3.2 Embedded vs File Based

- Content can be stored as "embedded" content or within an external file on the file system
- Embedded Content

Type:	☒ Embedded ☐ File Reference
Content:	<pre><html> <some tag> </some tag></pre>

	<code></html></code>
--	----------------------------

■ File Reference Content

Type:	☐ Embedded ☒ File Reference
File:	<code>\content\staticPages\returnPolicy.txt</code>

- The File entry will be validated to ensure that the content file actually exists on the server. In the event that it does not display the error:

"File [FULL-FILE-NAME] does not exist on the server. Please check and retry."

- Helper Text

"The file is expected to already exist on the server. The file reference is relative to the Web Application Root Directory. Your root directory is [WEBAPP_ROOT]. An entry example could be `\fileContent\staticPages\returnPolicy.txt`"

■ Technical Notes

- Type is mapped to DATA_RESOURCE_TYPE that determines embedded or file based

Type	DATA_RESOURCE_TYPE
Embedded	ELECTRONIC_TEXT
File Reference	CONTEXT_FILE

- Data Setup Example illustrating 2 types of Content:

■ Embedded

DATA_RESOURCE		
ID	Date Resource Type ID	Object Info
EMBEDED_ID_01	ELECTRONIC_TEXT	

ELECTRONIC_TEXT	
ID	Text
EMBEDED_ID_01	<code><html></code> <code><some tag></code> <code></some tag></code> <code></html></code>

■ File Reference

DATA_RESOURCE		
ID	Date Resource Type ID	Object Info
FILE_REFERENCE_ID_01	CONTEXT_FILE	<code>\staticPages\returnPolicy.txt</code>

3.3 Validation of Content Entry

- Backslash Entry
 - The usage of a single “\” (backslash) will typically cause inconsistencies within the eCommerce implementation
 - If a single “\” exists within the Content attribute:
 - Upon “Save”
 - Assuming all other validations have passed
 - Check for a single “\” within the content
 - Save the data
 - If successful, display a “Warning” message as follows:

“You have successfully saved your information. However, note that your content contained a single backslash (\) which may be displayed inconsistently within your eCommerce implementation.”

3.4 Processing Notes

- “Save” action. This should return control to the List screen with the success message “You have Successfully Saved Your Information”
- “Back” button action. Should return control to the List Screen.

3.5 Common Validation Rules

- Content Name
 - Name cannot be blank (when editable)
 - Error: “The Name field cannot be blank”
- Description
 - Description cannot be blank (when editable)
 - Error: “The Description field cannot be blank”
- Embedded Content
 - Content cannot be blank (when editable)
 - Error: “The Content field cannot be blank”
- File Reference Content
 - File reference cannot be blank (when editable)
 - Error: “The File reference cannot be blank”
 - File must exist
 - Error “The File [FILE_NAME] does not exist”

3.6 Status Values

OFBiz State	Admin Tool Label	Note
NULL	n/a	Not Used

CTNT_IN_PROGRESS	n/a	Initial creation status; or can be set to PENDING
CTNT_PUBLISHED	ACTIVE	Will be included on the eCommerce home page
CTNT_DEACTIVATE	INACTIVE	Will NOT be included on the eCommerce Home page

- If the Status is "Active" then the Detail Screen will offer a "Set to Inactive" helper button
- If the Status is "Inactive" then the Detail Screen will offer a "Set to Active" helper button

3.7 General Guidelines

- The main edit box (used to maintain HTML content) should be sized so that it provides as much of a view to the content as possible.

3.8 Preview Functionality

- The "Preview" function will provide a quick and easy mechanism to allow the user to view the content as it will appear in their eCommerce implementation
- All content "edit" screen will have a "Preview" function
- The key is to use the appropriate eCommerce CSS file in order to preview, and show the user the content as it will appear in the eCommerce site
- The Preview will open a new target window "tab"
- Preview is initiated by clicking on the  icon on either List or Detail screens
- The  icon should only appear in Lists when content is available
- The  icon should have a tooltip of "Click to preview the content in a new window"

4 Media Library

4.1 Overview

- The Media content screens provide the ability to upload any media file that will be used within other content (for example, a Home Spot, a Page Spot etc.)
- The Media Folder is provided to allow customers to organize media assets, it effectively determines which sub-directory to use for retrieval and new content:
 - Image: osafe_theme/images/user_content/image
 - Document: osafe_theme/images/user_content/document

4.2 Search Capability

Column	Processing
Media Folder	Checkboxes, displays the list of existing sub-directories on the server and ultimately determines which <u>sub-directory</u> should be used to retrieval
File Name	Ignore case, perform a "contains" function

4.3 List

Column	Alignment, formatting rules, comment
File Name	The complete file name of the media asset
	Image "hover" over viewer
Media Folder	Server sub-directory
Size	Centered, in Kbs
Height	Centered, in pixels
Width	Centered, in pixels

4.4 Sort Sequence

- File Name

4.5 Visual Guideline

media library list

Enter Search Criteria:

Media Folder: ☒ All ☒ Image ☒ Document ☒ Zip ☒ HomePage

File Name:

Search

Matching Media

File Name				Media Folder	Size	Height	Width
-----------	--	--	--	--------------	------	--------	-------

Home_spot_image_number1.jpg	 	Image	345Kb	120px	300px	
Home_spot_image_number2.gif	 	HomePage	120kb	240px	320px	
Some_other_image.gif	 	Image	53Kb	20px	30px	
Large_image_used_for_esports.jpg	 	Document	1208kb	1240px	1320px	

Back

Add

- List Screen should NOT retrieve any rows until the user clicks on the Search button
- Actions
 - 
 - On hover will display a preview of the asset
 - See *BF-Admin-Module-Catalog* for an example
 - See "scaling" rules in the Detail Screen below
 - 
 - On hover display "Click to Copy Link Location"
 - Add
 - Pass control to the Detail screen in "Add" mode
 - Delete 
 - See Detail section for rules
- Helper Text:
 - The Helper Icon will display a tooltip that will indicate how to include the File Name in other content.
 - It is context sensitive and will use the actual File-Name in the display
 - For example:

Content Path Name is

"osafe_theme/images/user_content/images/some_other_image.gif"

4.6 Detail Screen

- Pre-Processing
 - Find all existing sub-directories and display as radio-button selections
- If accessed in "add" mode
 - "Full Name" is not displayed
 - The "Media Folder" option is available for selection
 - "New Folder" is always added as the first option
 - If "New Folder" is selected then allow entry in "Folder Name" for entry
 - The "file upload" component is displayed AFTER the "Folder Name" item with a caption of "Load File Name"
 - The "Delete" button will be hidden
- If accessed in "edit" mode
 - "Full Name" is displayed, showing the path and file name
 - The "Media Folder" option is read-only
 - The "Folder Name" is read-only, entry not allowed
 - The "file upload" component is displayed AFTER the existing image, with a caption of "Change File Name"
 - The "Delete" button will be displayed

media library detail

Media Detail: some_image.gif

Full Name: **osafe_theme/images/user_content/images/some_image.gif**

Media Folder: ☐ New Folder ☒ Image ☐ Document ☐ Zip ☐ HomePage

Folder Name:

Load File Name:

Preview:

PREVIEW
IMAGE
SHOWN
HERE

Optional resize note

Size: **345Kb**

Height: **120px**

Width **300px**

■ Validation:

- Valid File Name must be loaded
 - Error: "A valid File Name must be uploaded"
- On Edit, user is trying to load a different type of image. For example:
 - Existing file is called filename.JPG
 - User is trying to upload somefile.GIF
 - Original file is a "JPG", new file is a "GIF", this is not allowed.
 - Error "The existing JPG media file cannot be overlaid with a GIF file"
- An uploaded file must have a unique file name that "type"
 - Error "A File Name with the same name currently exists, please retry"

■ The Preview is only used for "Image" types. The image should be displayed as best as possible. Simple algorithm is:

- If Width > 3500 pixels then scale to 10% of original size
- If Width > 2800 pixels then scale to 20% of original size
- If Width > 2100 pixels then scale to 30% of original size
- If Width > 1400 pixels then scale to 40% of original size
- If Width > 700 pixels then scale to 50% of original size

- Else do not scale
- Optional resize note
 - If the image is resized as per the preview algorithm above, a message will be displayed as follows:

"Note: preview image resized from original H=nnn, W=nnn to H=nnn, W=nnn"
- Actions:
 - "Back", return to List Screen
 - "Save"
 - Success message. "Your MEDIA changes [file-name] have been saved"
 - If any errors returned while attempting to save: "Your MEDIA changes [file-name] failed. Message returned [technical-error-message]"
 - "Delete": a confirmation popup will be displayed with the message "Are you sure you want to delete the file [file-name]?" prior to physical file deletion
- Helper Text:
 - See helper on List Screen

5 Content Library

5.1 Overview

- The Content Library is designed to have the ability to create pieces of content that can be included within other content
- This allows clients to define content ONCE and re-use MANY times
- If the generic content is modified, the changes are automatically reflected in areas where it is included
- In future phases it may be necessary to expand the inclusion of generic content into other areas (for example, an product attribute)
- To include a generic piece of content the following syntax is used:

<@renderContentAsText contentId="[content ID]" />

5.2 Technical Note

- Content-Type-ID = BF_CONTENT_LIBRARY
- BigFish-Content-ID = user managed

5.3 List Screen

content library list

Content Library							
BigFish Content ID		Name	Status	Description	Active Date	Created Date	
PDP_RETURNS		Standard Returns Content	Active	Content to be included in the majority of products that specifically defines our Returns policy.	08/01/11	07/27/11	
PDP_DELIVERY		Delivery Content	Active	Content to be included in the majority of products that specifically defines our Delivery and Shipping prices.	08/02/11	07/27/11	
THING_001		Content_001	Active	This is another piece of re-usable content.	08/02/11	07/29/11	
THING_002		Content_002	Active	This is another piece of re-usable content.	08/03/11	08/01/11	
THING_003		Content_003	Inactive	This is another piece of re-usable content.		08/02/11	
THING_004		Content_004	Inactive	This is another piece of re-usable content.		08/04/11	
THING_005		Content_005	Active	This is another piece of re-usable content.	08/01/11	08/01/11	
THING_006		Content_006		This is another piece			

of re-usable content.

Back

Add

- - Tooltip is set to "Edit Content"
 - Redirect to the Detail page in "edit" mode
- 
 - Tooltip is set to "Preview Content in New Window"
 - use the actual BigFish-Content-ID in the display, syntax:
`<@renderContentAsText contentId="[CONTENT_NAME]" />`

5.4 Detail Screen

content library detail

Content Detail: PDP_RETURNS	
BF Content ID:	PDP_RETURNS_CONTENT
Name:	Standard Returns Content
Description:	Content to be included in the majority of products that specifically defines our Returns p * 255 character limit (n characters left)
Type:	☒ Embedded ☐ File Reference
Content:	<pre><html> <some tag> </some tag> </html></pre>
Created Date:	07/27/11 at 9:00am
Status:	Active Set to Inactive
Active Date:	08/01/2011 at 3:00pm
Back Save	

- Characters left countdown
 - Description is limited to 255 characters
- ID:
 - convert to uppercase
 - cannot include spaces or other special characters that will cause problems when including within other content

- Helper Text:
 - See helper on List Screen

6 Home Page Spots

6.1 Technical Note

- Content-Type-ID = BF_HOME_PAGE
- BigFish-Content-ID = HPS_nn

6.2 List Screen

home page spots list

Home Page Spots						
BigFish Content ID	Name	Status	Description	Active Date	Created Date	
HPS_01	Home Page Spot 01	Active	Home Spot 01	08/01/11	07/27/11	☐
HPS_02	Home Page Spot 02	Active	Home Spot 02	08/02/11	07/27/11	☐
HPS_03	Home Page Spot 03	Active	Home Spot 03	08/02/11	07/29/11	☐
HPS_04	Home Page Spot 04	Active	Home Spot 04	08/03/11	08/01/11	☐
HPS_05	Home Page Spot 05	Inactive	Home Spot 05		08/02/11	☐
HPS_06	Home Page Spot 06	Inactive	Home Spot 06		08/04/11	☐
HPS_07	Home Page Spot 07	Active	Home Spot 07	08/01/11	08/01/11	☐
HPS_08	Home Page Spot 08		Home Spot 08			☐
HPS_09	Home Page Spot 09		Home Spot 09			☐
HPS_10	Home Page Spot 10		Home Spot 10			☐
HPS_11	Home Page Spot 11		Home Spot 11			☐
HPS_12	Home Page Spot 12		Home Spot 12			☐
HPS_13	Home Page Spot 13		Home Spot 13			☐
HPS_14	Home Page Spot 14		Home Spot 14			☐
HPS_15	Home Page Spot 15		Home Spot 15			☐
HPS_16	Home Page Spot 16		Home Spot 16			☐

Back

- If content has not been entered for a specific Home Page Spot then all columns should be blank, with the exception of the Home Page Spot link. Clicking on this link will open the Detail Screen in "Add" mode.
- Clicking on the "Home Page Spot" link will pass control to the Detail Screen
- Preview function 
 - The Preview function will display ALL selected spots
 - The Popup window needs to be sized (specifically width) in such a way as to simulate the layout in the actual eCommerce page
 - If no checkboxes are selected then display a message "At least one Home Page Spot must be selected to use the Preview function"

6.3 Detail Screen

home page spots detail

Content Detail: HPS_01

BF Content ID:

HPS_01

Name:

Home Page Spot 01

Description:

This is the Home Spot that appears in the first position. It is focused on promoting the 1
Coupon Code that is offered to all shoppers.

* 255 character limit (n characters left)

Type:

☒ Embedded

☐ File Reference

Content:

<html>

<some tag>

</some tag>

</html>

Created Date:

07/27/11 at 9:00am

Status:

Active

Set to Inactive

Active Date:

08/01/2011 at 3:00pm

Back

Save

- Characters left countdown
 - Description is limited to 255 characters

7 Site Info Content

7.1 Technical Note

- Content-Type-ID = SITE_INFO
- BigFish-Content-ID = SI_xxx

7.2 Available Content

Content ID	Name	Description
SI_HEADER_CONTENT	Main Site HEADER Content	Typically used for standard HEADER links such as Contact-Us, Request-Catalog, My-Account etc. Will be rendered at the TOP of EVERY page within your implementation.
SI_LOGO	Site Logo	The primary client logo (and automatic link back to the Home Page) displayed on EVERY page within the HEADER area.
SI_FOOTER_CONTENT	Main Site FOOTER Content	Typically used for standard FOOTER links such as About-Us, Policies, Social Media and additional product catalog links. Will be rendered at the BOTTOM of EVERY page within your implementation.
SI_MAILING_LIST	Join Mailing List	Optional, provides the ability to easily subscribe to a Mailing List. Displayed on EVERY page within the HEADER area.
SI_SEARCH	Site Search	The Site Search component, displayed at the TOP of EVERY page.
SI_SHOPPING_CART	Shopping Cart	A standard component that shows Shopping Cart summaries with a link to Check Out pages. Displayed at the TOP of EVERY page.
SI_HEAD_TAG_CONTENT	HEAD Tag Content	Content generated on EVERY page within the <HEAD> page tags. Typical usage is to include additional CSS files or Javascript snippets.
SI_SUPER_MEGA_MENU	Super Mega Menu	Menu that completely replaces the standard navigation bar

7.3 List Screen

site info content list

Site Info						
BigFish Content ID	Name	Status	Description	Active Date	Created Date	
SI_SITE_LOGO	Site Logo	Active	This contains your site logo to be displayed on every page	08/01/11	07/27/11	
SI_HEAD_CONTENT	Header Content	Active	This contains the main links that will	08/02/11	07/27/11	

SI_FOOT_CONTENT	Footer Content	Active	appear at the top of every page This contains the main links that will appear at the bottom of every page	08/02/11	07/29/11
SI_ETC	Etc	Active	This is another piece of Site content	08/03/11	08/01/11

Back

Add

- - Tooltip is set to "Edit Content"
 - Redirect to the Detail page in "edit" mode
- 
 - Tooltip is set to "Preview Content in New Window"
 - use the actual BigFish-Content-ID in the display, syntax:
 <@renderContentAsText contentId="[CONTENT_NAME]" />
- Clicking on the "Spot Name" link will pass control to the Detail Screen in "Edit" mode
- Clicking on the "Add" button will pass control to the Detail Screen in "Add" mode
 - Note: the "Add" function should not be necessary given that the addition, removal or renaming of Site Info Spots for a new BigFish release should be handled as part of that release. Therefore, this is really meant for emergency situations – hence the "Warning" icon on the Detail page that explains this to the user.

7.4 Detail Screen

site info content detail

Content Detail: SI_HEADER_CONTENT	
BF Content ID:	SI_HEADER_CONTENT
Name:	Main Site HEADER Content
Description:	Top Header * 255 character limit (n characters left)
Type:	☒ Embedded ☐ File Reference
Content:	<pre><html> <some tag> </some tag></pre>

		</html>	
Created Date:	07/27/11 at 9:00am		
Status:	Active	Set to Inactive	
Active Date:	08/01/2011 at 3:00pm		
Back		Save	

- In Edit mode:
 - The BF Content ID attribute is read-only
 - Warning icon is hidden
- In Add mode:
 - The BF Content ID field is required
 - General "ID" validation rules should apply, with appropriate error message
 - The BF Content ID field must be unique
 - Error: "Content ID [XYZ] is already available. You can only add unique Content in this function"
 - Warning Icon with tooltip is available:
 - "New content is only valid if you use a specific BF-Content-ID that is used in the eCommerce implementation. This function should only be used for emergency situations."
- Characters left countdown
 - Description is limited to 255 characters

7.5 Preview Function

- Content entered in the above functions is typically "wrapped" in additional markup that is used to specifically style the content within an eCommerce implementation
- In order to properly preview content, this wrapping markup will also need to be generated
- The following sections show the wrapper markup for each content type:
 - SI_HEADER_CONTENT

```
<div class="content links siteHeaderLinks">
  <div id="siteHeaderLinks">
    [CONTENT]
  </div>
</div>
```

8 Static Pages

8.1 Technical Note

- Content-Type-ID = BF_STATIC_PAGE
- BigFish-Content-ID = SP_xxxx
- To Delete use service "removeContent" and "removeContentAssoc"

8.2 List Screen

static pages list

Static Pages							
BigFish Content ID	Name	Status	Description		Active Date	Created Date	
SP_PRIVACY_POLICY	Privacy Policy	Active	This page describes the Privacy Policy for GMH.COM.		08/01/11	07/27/11	
SP_SITE_MAP	Site Map	Active	Static page that will display a full site map.		08/02/11	07/27/11	
SP_WHY_SHOP	Why Shop at GMH.com	Active	Why you should shop on our site.		08/02/11	07/29/11	
SP_TERM_COND	Terms and Conditions	Active	This page describes the Terms and Conditions for GMH.COM.		08/03/11	08/01/11	
SP_REVIEW_COND	Review Terms and Conditions	Inactive	This page describes the Review Policies.		08/03/11	08/02/11	

[Back](#)[Add](#)[SEO Friendly URLs](#)

- Actions
 - - On "hover" will display a popup dialog that displays the underlying content
 - Use the "tooltip" approach (see *BF-Admin-Module-General*)
 - - Tooltip is set to "Show HTML Meta Tags"
 - Always displayed
 - Redirect to Product HTML Meta Tags Page
 - SEO Friendly URLs
 - See section Static Page: SEO Friendly URLs

8.3 Detail Screen

static pages detail

Content Detail: SP_PRIVACY_POLICY	
BF Content ID:	SP_PRIVACY_POLICY
Name:	Privacy Policy
Description:	This page describes the Privacy Policy for GMH.COM. It defines all conditions. A link will offer access to this policy from every page. * 255 character limit (n characters left)
Type:	☒ Embedded ☐ File Reference
Content:	<pre><html> <some tag> </some tag> </html></pre>
Created Date:	07/27/11 at 9:00am
Status:	Active Set to Inactive
Active Date:	08/01/2011 at 3:00pm
Back Save Delete	

- Characters left countdown
 - Description is limited to 255 characters
- Actions:
 - 
 - Tooltip is set to "Show HTML Meta Tags"
 - Always displayed
 - Redirect to Product HTML Meta Tags Page
- Delete:
 - Need to confirm the delete action (see spec BF-Admin-Module-General)
 - Title: Please Confirm Delete
 - Text: Are you sure you want to delete content SP_xxxxx ?
 - Button1: Yes
 - Button2: No

8.4 Static Page: HTML Meta Tags

static page: HTML meta tags

HTML Meta Tags: SP_STATIC_PAGE	
<TITLE>	About Us
BF Default:	
<TITLE>	

Override:	
	* 250 character limit (n characters left)
<META DESC> BF Default:	My company was established in 1942. It is a very nice company.
<META DESC> Override:	
	* 250 character limit (n characters left)
<META KEY> BF Default:	My company was established in 1942. It is a very nice company.
<META KEY> Override:	
	* 250 character limit (n characters left)
Back Save	

- Characters left countdown
 - All meta tags should be restricted to 250 characters since common crawlers such as Google and Yahoo will only consider the first 250 characters
- Technical Notes
 - The content should be stored in the entity CONTENT_ATTRIBUTE
 - Use ATTR_NAME to identify the tag
 - Use ATTR_VALUE to store the override
 - Three new ATTR_NAME will be used:
 - HTML_PAGE_TITLE
 - HTML_PAGE_META_DESC
 - HTML_PAGE_META_KEY

8.5 Static Page: SEO Friendly URLs

static page: SEO friendly URLs

Static Page: SEO Friendly URLs		
BigFish Content ID	SEO Friendly Prefix	SEO Friendly Name
SP PRIVACY POLICY	www.sellstuff.com/online/shop/	Sell-Privacy-Policy
SP SITE MAP	www.sellstuff.com/online/shop/	
SP WHY SHOP	www.sellstuff.com/online/shop/	
SP TERM AND COND	www.sellstuff.com/online/shop/	Terms-and-Conditions
SP REVIEW COND	www.sellstuff.com/online/shop/	

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Save

- Processing
 - All Static Pages should be displayed
 - Sorted in BigFish Content ID Sequence
 - SEO Friendly Name is an OPTIONAL Field
 - SEO Friendly Prefix is retrieved from system parameter SITEMAP_STATIC_URL
- Validation
 - The SEO Friendly name can only contain alpha, numbers and underscore (_)
 - No other characters are acceptable
 - Message "The SEO Friendly name must contain alpha, numbers or underscore. Other special characters are not allowed."
- Technical Note:
 - Data should be stored in the CONTENT_ATTRIBUTE entity
 - ATTR_NAME = "SEO_FRIENDLY_URL"

9 Page Content

9.1 Technical Note

- Content-Type-ID = PAGE_TOP_SPOT
- BigFish-Content-ID = PTS_XXXXX, PES_XXXXX or PDP_CONTENT_n

9.2 Available Page Spots

- This function will allow for the creation of special content:
 - PTS_XXX
 - Content that will be displayed at the TOP of specific pages throughout an eCommerce implementation
 - PES_XXX
 - Content that will be displayed at the END of specific pages throughout an eCommerce implementation
 - PDP_CONTENT_n
 - Content that will be displayed on EVERY Product Detail Page (PDP) in an eCommerce implementation
 - There are up to 5 available content spots of this type
 - For styling and UI positioning purposes, PDP_CONTENT_n is part of the DIV-Sequencing strategy
 - Typical usage would be for:
 - Standard Social Media Links
 - Standard "Email a Friend" functionality
 - Standard "Print this Page" functionality
- The specific content available is:

Content ID	Name	Description
XXX_ADDR_BOOK_EDIT	Address Book Edit	Content Spot displayed on the YYY of the Edit-Address-Book page (eCommerceUpdateAddressBook)
XXX_ADDR_BOOK_VIEW	Address Book View	Content Spot displayed on the YYY of the View-Address-Book page (eCommerceEditAddressBo
XXX_CONFIRM	Confirm Page	Content Spot displayed on the YYY of the gener Confirm-Page page
XXX_CONTACT_US	Contact Us Active	Content Spot displayed on the YYY of the Conta Us page
XXX_LOGIN	Login Inactive	Content Spot displayed on the YYY of the Login page
XXX_MAILING_LIST	Join Mailing List	Content Spot displayed on the YYY of the Join-Mailing-List page
XXX_MY_ACCOUNT	My Account	Content Spot displayed on the YYY of the My-Account page
XXX_ONE_STEP_CHKOUT	One step checkout	Content Spot displayed on the YYY of the One-s

		Checkout page
XXX_ORDER_CONFIRM	Order Confirmation	Content Spot displayed on the YYY of the Order Confirmation page (part of the check-out flow)
XXX_ORDER_STATUS	Order Summary	Content Spot displayed on the YYY of the Order Status page (part of My-Account)
XXX_ORDER_SUMMARY	Order Summary	Content Spot displayed on the YYY of the Order Summary page (part of the check-out flow)
XXX_PERSONAL_INFO	Personal Information	Content Spot displayed on the YYY of the Personal Information page (part of My-Account)
XXX_PMT_METHOD_EDIT	Edit Payment Methods	Content Spot displayed on the YYY of the Edit Payment Method pages (part of My-Account)
XXX_LOGIN_INFO	Login Information	Content Spot displayed on the YYY of the Change Login-Info page (part of My-Account)
XXX_SEARCH_NO_RESULT	No Search Result Page	Content Spot displayed on the YYY of the No-Results-Search page
XXX_SHIPPING_ADDRESS	Shipping Address	Content Spot displayed on the YYY of the Shipping Address page (part of the check-out flow)
XXX_SHIPPING_METHOD	Shipping Method	Content Spot displayed on the YYY of the Shipping Method page (part of the check-out flow)
XXX_SHOPPING_CART	Shopping Cart	Content Spot displayed on the YYY of the View-Shopping-Cart page
XXX_STORE_LOCATOR	Store Locator	Content Spot displayed on the YYY of the Store Locator page
XXX_STORE_PICKUP	Store Pickup	Content Spot displayed on the YYY of the Store Pickup "pop" box
XXX_WISHLIST	Wish List	Content Spot displayed on the YYY of the View-Wish-List page
XXX_GIFT_MESSAGE	Gift Message	Content Spot displayed on the YYY of the Gift-Message page
PDP_CONTENT_01	PDP Content 01	Special content displayed on EVERY PDP. Can be positioned using the DIV-Sequencing strategy.
PDP_CONTENT_02	PDP Content 02	Special content displayed on EVERY PDP. Can be positioned using the DIV-Sequencing strategy.
PDP_CONTENT_03	PDP Content 03	Special content displayed on EVERY PDP. Can be positioned using the DIV-Sequencing strategy.
PDP_CONTENT_04	PDP Content 04	Special content displayed on EVERY PDP. Can be positioned using the DIV-Sequencing strategy.
PDP_CONTENT_05	PDP Content 05	Special content displayed on EVERY PDP. Can be positioned using the DIV-Sequencing strategy.
CHECKOUT_CC_VERIFY	Credit Card Verification Helper	Special check-out page content to show where verification can be found

Where: XXX = PTS or PES
YYY = Top of Bottom

9.3 List Screen

page content list

Page Content					
BigFish Content ID	Name	Status	Description	Active Date	Create Date
PTS_LOGIN	Login Page Spot	Active	This spot appears in the Login page, just below the H1 tag	08/01/11	07/27/11
PTS_SHOPPING_CART	Shopping Cart Spot	Active	This spot appears in the "View Cart" section.	08/02/11	07/27/11
PTS_ORDER_SUMMARY	Order Summary Spot	Active	This spot appears in the Order Summary page.	08/02/11	07/29/11
PTS_OTHER_PAGE	Other Page Spot	Active	This is an other spot.	08/03/11	08/01/11
Etc Spot	Etc Spot	Inactive	Etc.		08/02/11

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Add

- - Tooltip is set to "Edit Content"
 - Redirect to the Detail page in "edit" mode
- 
 - Tooltip is set to "Preview Content in New Window"
 - use the actual BigFish-Content-ID in the display, syntax:
 <@renderContentAsText contentId="[CONTENT_NAME]" />
- Clicking on the "Spot Name" link will pass control to the Detail Screen in "Edit" mode
- Clicking on the "Add" button will pass control to the Detail Screen in "Add" mode
 - Note: the "Add" function should not be necessary given that the addition, removal or renaming of Page Content Spots for a new BigFish release should be handled as part of that release. Therefore, this is really meant for emergency situations – hence the "Warning" icon on the Detail page that explains this to the user.

9.4 Detail Screen

page content detail

Content Detail: PTS_CONTACT_US	
BF Content ID:	PTS_CONTACT_US
Name:	Contact Us
Description:	Contact Us * 255 character limit (n characters left)
Type:	☒ Embedded ☐ File Reference
Content:	<pre><html> <some tag> </some tag></pre>

	</html>	
Created Date:	07/27/11 at 9:00am	
Status:	Active	Set to Inactive
Active Date:	08/01/2011 at 3:00pm	
	Back	Save

- In Edit mode:
 - The BF Content ID attribute is read-only
 - Warning icon is hidden
- In Add mode:
 - The BF Content ID field is required
 - General "ID" validation rules should apply, with appropriate error message
 - The BF Content ID field must be unique
 - Error: "Content ID [XYZ] is already available. You can only add unique Content in this function"
 - Warning Icon with tooltip is available:
 - "New content is only valid if you use a specific BF-Content-ID that is used in the eCommerce implementation. This function should only be used for emergency situations."
- Characters left countdown
 - Description is limited to 255 characters

10 General PDP Content

10.1 Technical Note

- Content-Type-ID = PDP_SPOT
- BigFish-Content-ID = PS_XXXXX

10.2 List Screen

general PDP content list

General PDP Content						
BigFish Content ID	Name	Status	Description	Active Date	Created Date	
PS_INTRODUCED	Product Introduced Spot	Active	This spot will display content if [system-date] is earlier than the Product Introduction-Date	08/01/11	07/27/11	🔍
PS_DISCONTINUED	Product Discontinued Content	Active	This spot will display content if the [system-date] is after the Product Discontinued Date	08/02/11	07/27/11	🔍

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- Clicking on the "Spot Name" link will pass control to the Detail Screen

10.3 Detail Screen

general PDP content detail

Content Detail: PS_DISCONTINUED	
BF Content ID:	PS_DISCONTINUED
Name:	PDP Product Discontinued Spot
Description:	Content for Discontinued Products
	* 255 character limit (n characters left)
Type:	☒ Embedded ☐ File Reference
Content:	<html> <some tag>

	</some tag> </html>	
Created Date:	07/27/11 at 9:00am	
Status:	Active	Set to Inactive
Active Date:	08/01/2011 at 3:00pm	
	Back	Save

- Characters left countdown
 - Description is limited to 255 characters

11 Specific Product Content

11.1 Technical Note

- OFBiz entity: PRODUCT_CONTENT
 - PRODUCT_CONTENT_TYPE_ID = "PDP_SPC_CONTENT"
- This function will allow for up to 3 specific PDP content spots

11.2 Accessed From

- This function is accessed from the Product List and Detail pages
 - See spec "*BF Admin Module Catalog.doc*"

11.3 List Screen

product content list

Content List for Product 10578: Blue Sneaker					
BigFish Content Type	Name	Status	Description	Active Date	Created Date
PDP_SPC_CONTENT_01	Blue Sneaker Content	Active	Content spot for Blue Sneakers advising customers that these items take 3-4 weeks to deliver	08/01/11	07/27/11
PDP_SPC_CONTENT_02	Content Name	Inactive	Content Description		08/01/12
PDP_SPC_CONTENT_03	Content Name	Inactive	Content Description		08/01/12

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- Pre-Processing
 - Typically the 3 specific content spots would not all be available in the database
 - Therefore, for all content that is NOT available create a row in the database so that it is available to display as above (content 02 and 03 simulate created entries)
- - Tooltip is set to "Edit Content"
 - Redirect to the Detail page in "edit" mode
- 
 - Tooltip is set to "Preview Content in New Window"
- Clicking on the "Content Type" link will pass control to the Detail Screen in "Edit" mode

11.4 Detail Screen

product content detail

PDP_SPC_CONTENT_01. Product 10578: Blue Sneaker

Content ID: 10051

Name: Blue Sneaker Content

Description: Content spot for Blue Sneakers advising customers that these items take 3-4 weeks to c
* 255 character limit (n characters left)

Type: ☒ Embedded ☐ File Reference

Content: <html>

<some tag>

</some tag>

</html>

Created Date: 07/27/11 at 9:00am

Status: Active

Set to Inactive

Active Date: 08/01/2011 at 3:00pm

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Save

12 Product Category Content

12.1 Overview

- This function will manage content spots that appear on the Category-Listing and Product-Listing pages
- This function allows for different placements of the content as follows:

Position / Type	CONTENT_TYPE_ID	Description
MEGA_MENU	PLP_ESPOT_MEGA_MENU	To be use as an alternative to the Sub-Nav drop-down
ADDL_PDP	PDP_ADDITIONAL	Content defined on a category level gets dynamically included in child products.
PAGE_TOP	PLP_ESPOT_PAGE_TOP	Immediately below the <H1> page tag and before the listing of sub-categories or products
PAGE_END	PLP_ESPOT_PAGE_END	Immediately after the scrolling bar on the listing page
FACET_TOP	PLP_ESPOT_FACET_TOP	Immediately above the facet bar
FACET_END	PLP_ESPOT_FACET_END	Immediately after the last facet data

12.2 Technical Note

- OFBiz entity: PRODUCT_CATEGORY_CONTENT
 - PROD_CAT_CONTENT_TYPE_ID = "xxxx" (see above table)
 - CONTENT_ID references back to the CONTENT and related database structures

12.3 List Screen

- PLP content spots are associated at the navbar or sub-category level. It is a piece of content that is displayed on the PLP or to replace the drop-down sub-item as a mega-menu option
- The first screen displayed should be the product-catalog structure (this should leverage the existing screen)

product category content list

Product Category Content									
Seq#	Top Navigation	Seq#	Sub Item	Mega Menu	Addl PDP	Page Top	Page End	Facet Top	Fa E
1000	Women's Apparel								
		1010	Tops						
		1020	Dresses						
		1030	Pants						
2000	Handbags								
		2010	Handbags						
		2020	Wallets						
3000	Shoes								
		3010	Sneakers						

		3020	Heels						
		3030	Sandals						
		3040	Slippers						
		3050	Wedges						
4000	Top Trends								
		4010	Leather						
		4020	Fur						
		4030	Capes and Ponchos						
		4040	Lady Like						
5000	What's New								
		5010	Designers						
		5020	Apparel						
		5030	Shoes						
		5040	Jewelry						

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- Processing Rules
 - Mega Menu content is ONLY available on the "Top Navigation" level
 - Addl-PDP content is ONLY available on "Sub Navigation"



Indicates that content is available and can be previewed



Indicates that there is currently no content, clicking on this will allow the addition of content for that type

12.4 Detail Screen

product category content detail

PAGE_TOP Content Detail for [category]: 10051	
Content ID:	10051
Name:	Sneakers PLP Spot
Description:	Sneakers PLP Spot * 255 character limit (n characters left)
Type:	☒ Embedded ☐ File Reference
Content:	<pre><html> <some tag> </some tag> </html></pre>
Created Date:	07/27/11 at 9:00am
Status:	Active Set to Inactive

Active Date: 08/01/2011 at 3:00pm

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Save

- Characters left countdown
 - Description is limited to 255 characters
- Adding New Content
 - Default the description of new content to (for example):

PAGE_TOP Content Detail for category: Sneakers and Shoes

- Should be made "Active" automatically