



BF Email a Friend.doc

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1 Modification History

Date	Who	Comments
25-Nov-13	Solveda	Initial

2 Email a Friend

2.1 Accessed From

- Typically this will be accessed from the Product Detail Page (PDP) so a customer can email details of a specific item to a friend
 - However, this should be implemented with a consideration that other pages may provide links to this feature
- Each caller will provide a default “subject” for the email:
 - Called from PDP:
 \${sendFrom} has sent you a link from \${EMAIL_CLNT_URL_DISP}

2.2 Email a Friend

Email a Friend

Page Content Spot:

Content Menu: “PAGE_TOP_SPOT” (MENU_CONTAINER)

Content ID: “PTS_EMAIL_A_FRIEND”

[client specific message]

FROM

- * Email Address:
- * First Name:
- * Last Name:

TO

- * Email Address:
- First Name:
- Last Name:
- * Subject:
- * Comment:

[data entry box]

255 characters left

Back

Send Email

2.3 Processing Rules

- For the BF baseline implementation the [client specific message] is to display as follows:

Go ahead and tell a friend about our fabulous products!

- If the user is logged into the website then pre-populate the following fields:
 - FROM
 - First Name
 - Last Name
 - Email Address
- All entry fields should be restricted to 255 entry
- The comment field has a "character countdown" indicating how many more characters the customer may type.
- This form should use the DIV Sequencing strategy
 - See spec "*BF Admin Module DIV Sequencer.doc*" for more details

2.4 Form Validations

- Validations are performed for mandatory fields. Error messages:
 - FROM:
 - Your Email must be a valid email address
 - TO:
 - The recipient Email must be a valid email address
 - Please enter a Subject
 - Please enter a Comment

2.5 Action

- Back
 - Return to the previous screen
- Submit
 - Email the request and return to the previous screen
 - The previous screen should display a "success" message "We have sent an email to your friend!"

2.6 Technical

- Setup:
 - Configuration: PRDS_TELL_FRIEND
 - Template: E_TELL_FRIEND
- Send:
 - It is critical that the Email "configuration" is used for the actual "from" address
 - This is because the typical email hosting company will consider using a mismatching domain as spam
- TODO: we need to somehow log both the sending email info (if not registered) and the recipient in such a way that it can be extracted for external email campaigns