



Big Fish eCommerce

BF Mailing List.doc

Last Updated: 31-Jul-2012

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1 Modification History

Date	Who	Comments
12-Oct-11	Salmon	Initial, split out from BF-General-Concepts. Added validation details.
31-Jul-12	Salmon	Ability to have a Email Entry Box prompt for an email address, then a submit button or link redirect to the Mailing list page, passing the email address.

2 Mailing List Page

2.1 Simple Link Accessibility

- The Mailing List form can be accessed by having a simple image, link or button located as a piece of content, with a redirect to the Mailing List form
- UI Example:

CLIENT LOGO	Store Locator	Mailing List	My Account
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- Clicking on the Mailing List link will redirect to the form

2.2 Enter Email Address Accessibility

- A client may require that a customer enters their email address before moving to complete the form
- UI Example:

Sign up for special offers. Enter your email address:	<input type="text"/>	< SUBMIT >
About Us Company Info	Useful Links Quick Shop	Privacy Policy Terms and Conditions

- Clicking on the "Submit" button will redirect control to the mailing list.
- If data is entered in the entry field it should be passed to the form, and displayed appropriately
- If data is NOT entered, control should still be passed to the form
- No validation is required, the form will perform validation

2.3 Input Form

- Title: Subscribe to special Email offers from [client]
- This page should accommodate a specific page content spot PTS_MAILING_LIST
- This page will prompt for the following information:

Mailing List

Page Content Spot:

Content Menu: "PAGE_TOP_SPOT" (MENU_CONTAINER)

Content ID: "PTS_MAILING_LIST"

Please enter the following:

- * Email Address:
Please enter a valid email address
- * First Name:
Please enter your First Name
- * Last Name:
Please enter your Last Name.
- ☒ I prefer emails in HTML
- ☐ I prefer emails in Plain Text

SUBSCRIBE

- Labels / Captions
 - Should be controlled via the standard Labels XML file

2.4 Form Validations

- Email:
 - Must be a properly formed email address"Please enter a valid Email Address"
 - Cannot already be registered for the mailing list"This Email Address is already subscribed to the Mailing List"
- First Name:
 - Mandatory field"Please enter your First Name"
- Last Name:
 - Mandatory field"Please enter your Last Name"

2.5 Thank you Message

- Upon success a mailing-list email is sent
- Control is then passed to the generic "Confirm" page
 - Passed UI-Caption property keys are:
 - ConfirmH1MailingList
 - ConfirmH2MailingList

- ConfirmTextMailing

2.6 **Email**

- Email PRDS_MAILING_LIST will be generated
- This uses email template E_MAILING_LIST
- See spec *BF-Email* for additional information