Big Fish eCommerce

BF Product Compare Page.doc

Last Updated: 17-Jan-2012

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1 Modification History

Date	Who	Comments
12-Jan-12	NR	Initial

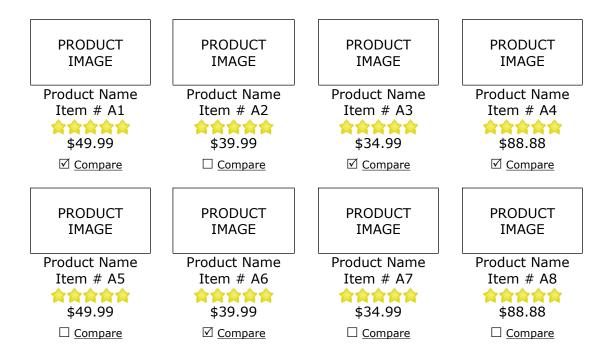# 2   Product Compare Overview

2.1   Overview

- The Product Compare page will allow a certain number of Product items to be compared to each other

- The selections are made from the Product List Page (PLP)

- The various attributes are then used to generate the comparison page

- Attributes consist of:

  - Product Pricing
    - List Price
    - Sale Price
    - You Save

  - Product Descriptions
    - Long Desc
    - Special Instructions, if used
    - Delivery Info, if used
    - Directions, if used
    - Terms and Conditions, if used
    - Ingredients, if used
    - Warnings, if used

  - Variant attributes (used in faceting)
    - Example: Size = Large;
    - Example: Color = Red

  - Descriptive Features (used in faceting)
    - Example: Length = Long
    - Example: Style = Modern

  - Ratings & Reviews, if applicable
    - Star Rating

2.2   Live Sites to Consider

- http://www.blacks.co.uk
  - Uses a popup to place the item into the "compare box" ; does not handle if only one item is selected
- http://www.rugsusa.com
  - Uses a checkbox and compare-link ; displays an ugly error page if only one item is selected

3   PLP UI Guideline

PRODUCT IMAGE	PRODUCT IMAGE	PRODUCT IMAGE	PRODUCT IMAGE
Product Name Item # A1 ★★★★★ $49.99 ☑ Compare	Product Name Item # A2 ★★★★★ $39.99 ☐ Compare	Product Name Item # A3 ★★★★★ $34.99 ☑ Compare	Product Name Item # A4 ★★★★★ $88.88 ☑ Compare
PRODUCT IMAGE	PRODUCT IMAGE	PRODUCT IMAGE	PRODUCT IMAGE
Product Name Item # A5 ★★★★★ $49.99 ☐ Compare	Product Name Item # A6 ★★★★★ $39.99 ☑ Compare	Product Name Item # A7 ★★★★★ $34.99 ☐ Compare	Product Name Item # A8 ★★★★★ $88.88 ☐ Compare

- If active, the Product Compare feature will offer a checkbox for each product on the PLP

- Clicking any of the "Compare" links will activate the feature, assuming at least two products have been selected

- If less than 2 items have been placed into the "compare box", then display a standard pop-up error

    "You must select at least 2 items in order to compare products"

- The customer is restricted to the number of items for comparison, as defined by the system parameter COMPARE_MAX_ITEMS. An error is NOT displayed if this limit is exceeded – the compare page will simply limit to the maximum allowed and ignore others

- In the above example, clicking any "compare" link will compare items A1, A3, A4 and A6

4 Compare Page

4.1 Example Data

- ■ Assume the following Products are used for a comparison:

Item#	A1	A2	A3
List Price	$35.99	$29.99	$49.99
Sale Price	$31.99	$24.99	$44.99
Long Desc	Paisley designed jacket with satin lining	Winter coat made from Scottish wool	Brown rain jacket, designed to repel water
Special Instructions			
Delivery Info		Next Day	
Directions	Dry Clean Only	Dry Clean Only	Dry Clean Only
Terms and Cond			
Ingredients			
Warnings			Highly Flammable
Sizes	S, M, L, XL	S, M, L	L, XL, XXL
Colors	Red, Blue	Red, Blue, White	Red
Length	Medium	Long	Long
Style	Trendy	Formal	Casual
Ratings & Reviews	3 stars	Unrated	4 stars

4.2 UI Guideline

		Remove ☒	Remove ☒	Remove ☒
Compare Products		**PRODUCT IMAGE**	**PRODUCT IMAGE**	**PRODUCT IMAGE**
Item#:		A1	A2	A3
List Price:		$35.99	$29.99	$49.99
Sale Price:		$31.99	$24.99	$44.99
You Save:		$4.00 11%	$5.00 16%	$5.00 10%
Long Desc:		Paisley designed jacket with satin lining	Winter coat made from Scottish wool	Brown rain jacket, designed to repel water
Delivery Info:			Next Day	
Directions:		Dry Clean Only	Dry Clean Only	Dry Clean Only
Warnings:				Highly Flammable
Sizes:		S, M, L, XL	S, M, L	L, XL, XXL
Colors:		Red, Blue	Red, Blue, White	Red
Length:		Medium	Long	Long

Style:	Trendy	Formal	Casual
Rating:	✶✶✶	Not Yet Rated	✶✶✶✶
Compare Products	**PRODUCT IMAGE**	**PRODUCT IMAGE**	**PRODUCT IMAGE**
Sale Price:	$31.99	$24.99	$44.99
	ADD TO CART	ADD TO CART	ADD TO CART

- ■ All Captions are right aligned

- ■ All attributes are left aligned

- ■ Captions should be generated via the UI-Labels XML method; captions should be the same as the PDP for consistency

- ■ Both the "Remove" link and the "X" image are active links that will remove the product from the comparison and refresh the display

- ■ The "Product Image" displayed should be the same image displayed in the PDP page (PRODUCT_CONTENT.LARGE_IMAGE_URL), resized appropriately

- ■ The "Product Image" and "Sale Price" are repeated at the bottom of the page as a visual reminder to the customer in the event that scrolling is required to view all comparison attributes

- ■ The rules for "You Save" should mimic the rules implemented in the PDP

- ■ Attributes "Special Instructions", "Terms and Conditions" and "Ingredients" are NOT listed in the UI Guideline because none of the Products have any content for those attributes

- ■ Attributes "Delivery Info" and "Warnings" ARE listed in the comparison because content is available for at least one of the products being compared.

- ■ Ratings will display the same imagery as the PLP and PDP pages for that Product

- ■ The "Add-to-Cart" buttons should mimic the functionality in the PDP

4.3 System Parameters

Name	Key	Description	Seed Value
IMG_SIZE_COMPARE_W	IMAGE	Width of Compare images	250
IMG_SIZE_COMPARE_W	IMAGE	Height of Compare images	150
COMPARE_MAX_ITEMS	COMPARE	Maximum number of items that can be compared	5