



BF Product Detail Page.doc

Last Updated: 21-Apr-2014

TABLE OF CONTENTS

<u>1</u>	<u>Modification History</u>	3
<u>2</u>	<u>Processing Rules</u>	4
2.1	<u>Introduction and Discontinued Dates</u>	4
2.2	<u>Out of Stock</u>	4
<u>3</u>	<u>Product Detail Page (PDP)</u>	5
3.1	<u>Processing Overview</u>	5
3.2	<u>UI Guideline</u>	5
3.3	<u>Add to Cart</u>	7
3.4	<u>Add to Wishlist</u>	7
3.5	<u>Quantity</u>	8
3.6	<u>Content, Images and Image Sizing</u>	8
3.7	<u>"View Larger Image"</u>	8
3.8	<u>Price and Percent Savings</u>	9
<u>4</u>	<u>Variant Processing</u>	10
4.1	<u>Variant Selectors</u>	10
4.2	<u>Variant Descriptions and Features</u>	10
4.3	<u>Variant selection and variant image display</u>	11
4.4	<u>Selecting Multiple Variants on PDP</u>	12
4.5	<u>Feature (Variant & Descriptive) Tooltip</u>	13
<u>5</u>	<u>Visual Options</u>	14
5.1	<u>UI Example</u>	14
5.2	<u>DIV Sequencer Components</u>	14
5.3	<u>More Views / Alternate Images</u>	14
5.4	<u>Show Video</u>	15
5.5	<u>Show 360 View</u>	15
5.6	<u>Back to Images</u>	15
5.7	<u>Specific Product Content</u>	15
5.8	<u>Styling</u>	15
<u>6</u>	<u>Inventory Considerations</u>	16
6.1	<u>Standard Variant Processing</u>	16
6.2	<u>Multi-Select Variant Processing</u>	16
6.3	<u>PS OUT OF STOCK Content Spot</u>	17
6.4	<u>PS IN STORE ONLY Content Spot</u>	17
<u>7</u>	<u>Product Scrolling</u>	19
7.1	<u>Processing Rules</u>	19
7.2	<u>Visual Guideline</u>	19
<u>8</u>	<u>Recently Viewed Products</u>	20
8.1	<u>Overview</u>	20
8.2	<u>Technical Considerations</u>	20
<u>9</u>	<u>Product Review Page</u>	21
9.1	<u>Sample Illustration</u>	21
9.2	<u>'Popup' product review page</u>	23

1 Modification History

Date	Who	Comments
09-Dec-10	Solveda	Initial
24-Jan-11	Solveda	Expanded visuals for PDP
28-Jan-11	Solveda	Expanded visuals for PDP
01-Apr-11	Solveda	Added product Review Visuals for PDP
26-Apr-11	Solveda	Added 'you save' to detail section
26-Apr-11	Solveda	Added 'Share' social media links
26-Apr-11	Solveda	Added 'Popup' Product review
04-May-11	Solveda	Added rules about showing prices and saving percent
17-May-01	Solveda	Volume pricing
6-Sep-11	Solveda	Added logic for "sales_discontinued_date" and "introduction_date"
17-Oct-11	Solveda	Added reference to doc "BF Product Content and Images"
8-Feb-12	Solveda	Large image display, size popup window correctly
21-Mar-12	Solveda	Modifications to handle different images for a Variant
23-Mar-12	Solveda	Auto set "selective features" if only one available
4-May-12	Solveda	<ul style="list-style-type: none">- Consider INVENTORY_xxx parameters to provide "Low Stock", "Out of Stock" or "In Stock" indicators on the PDP.- Rules for new parameters PDP_QTY_MIN, PDP_QTY_MAX
15-May-12	Solveda	Added "Recently Viewed Products" as an option for the PDP.
25-May-12	Solveda	Clarified visual options such as Video / 360-View / Images / See Larger Image (section "Visual Options")
31-May-12	Solveda	"Scroller" options for alternate images in the "Visual Options" section.
12-Jun-12	Solveda	Noted all components that are part of the DIV-sequencing strategy
12-Sep-12	Solveda	Variant descriptions need to be displayed when selectable feature changes.
28-Jan-13	Solveda	Added "Wishlist" feature
26-Feb-13	Solveda	Added "REVIEW_RESPONSE" to read reviews listing
1-Apr-13	Solveda	Added new attribute for a Product that will allow for multiple selection of Variants within a PDP.
11-Apr-13	Solveda	Added rules for "stock" considerations for multi-select variant (see mod hist for 4-May-12).
16-Apr-13	Solveda	Added "paging" on the PDP so that customers can easily scroll thru the products (rather than returning to the PLP).
18-Jun-13	Solveda	Added usage of new parameter PDP_QTY_DEFAULT
9-Oct-13	Solveda	Product level overrides (PRODUCT_ATTRIBUTE) for PDP_QTY_MIN, PDP_QTY_MAX and PDP_QTY_DEFAULT.
29-Oct-13	Solveda	Added PRODUCT_NAME to QTY check error messages
22-Nov-13	Solveda	PS_OUT_OF_STOCK Content Spot added
9-Dec-13	Solveda	Facet tooltip available for variant "selective" attributes
10-Jan-14	Solveda	"In Store Only" processing rules defined (PS_IN_STORE_ONLY content spot)
27-Jan-14	Solveda	Processing rules for PDP_SPECIFIC_CONTENT_nn
27-Jan-14	Solveda	Processing rules for parameter ADD_TO_CART_REDIRECT
21-Apr-14	Solveda	Added review-custom attribute in UI examples ("Primary Use")

2 Processing Rules

2.1 Introduction and Discontinued Dates

- It is possible that the SOLR index will have a product available for view when it is not currently available (this is because the index is not rebuilt dynamically so if a product is indexed and the client modifies the "sales-discontinued-date" the product may not actually be available)
- If [system-date] > sales-discontinued-date then display the content spot "Product Discontinued"
- If [system-date] < introduction-date then display the content spot "Product Not Yet Introduced"
- In either of the above cases do not allow "Add to Cart" or "Add to Wishlist" to be clicked

2.2 Out of Stock

- Inventory checks will be used to determine if the product (Finished Good or Variant) is available for purchase
- If not, the PS_OUT_OF_STOCK content spot is displayed
- See the "*Inventory Considerations*" section for more details

3 Product Detail Page (PDP)

3.1 Processing Overview

- The Product Listing Page (PLP) is the key shopping page that will show either a list of sub-categories or Products.
- Use this as a sample illustration, obviously attributes, content and functionality may change depending on the products being displayed.

3.2 UI Guideline

ACME Sewing Machine

The best machine on the planet!

Page Content Spot:
Content Menu: "PAGE_TOP_SPOT" (MENU_CONTAINER)
Content ID: "PTS_MAILING_LIST"

PRODUCT_NAME + PDP_LABEL

Product Image

View Larger Image

List Price: **\$899.99**

Online Price: **\$799.99**

You Save: **42%**

Size: **Large**

Qty: **1**

Complement:

Product Image

Another One
\$888

Accessory:

Product Image

Matching Belt
\$12

PDP Content Spot: PS_OUT_OF_STOCK

Volume Pricing

1 -3

4 – 11

12 or more

\$799.99

\$699.99

\$599.99

Product Image

Product Image


Product Image

PDP Content Spot: PS_IN_STORE_ONLY


PDP Content Spot:
Content Menu: PDP_SPOT_MENU
Content ID: PS_DISCONTINUED
PDP Content Spot:
Content Menu: PDP_SPOT_MENU
Content ID: PS_INTRODUCED

ADD TO
CART
BUTTON

ADD TO
WISHLIST
BUTTON

Customer Rating  4.6

[Read all reviews](#) [Write a review](#)

Connect & Share  

Details

This product is really nice. All of our customers love it. Once you're used this magnificent sewing machine you'll be able to make any item of clothing. Even a pipe! That's right, a pipe!

Technical Details

Height: 3 feet

Width: 7 feet

Weight: 789 pounds

Ingredients

Canola Oil

Fish Heads

Rocks

Natural Minerals

Spinach

Spaghetti Sauce

Essences


Non Lead paint


Product Reviews

[Review ACME Sewing Machine](#)


Sort By: DD

Love this product!


Overall Rating:  5

Quality:  4

Date: January 25, 2011

Effectiveness:  5

Written By: Joanna (Long Island, NY)

Satisfaction:  5

Age: 30

Gender: Female

Primary Use: Making clothes

I loved this product and I've since recommended it to all of my friends.

Review Response: Thanks for the kind words, we're glad you like it.

Thank You Big Fish!

Overall Rating: ★★★★★ 5

Date: May 25, 2011

Written By: Bob (Los Angeles, CA)

Age: 42

Gender: Male

Quality:  4

Effectiveness:  5

Satisfaction:  5

I was skeptical at first, the claims sounded almost too good to be true. But since I've been using this product I've been amazed at how my nose has gotten much bigger, and much greener. Thank you Big Fish!

Review Response: The best way is to rub it in your hair directly. Good luck!.

3.3 Add to Cart

- Standard processing that will add the selected item to the Cart
- After the item is added, the processing is redirected depending on the value of ADD_TO_CART_REDIRECT system parameter;
 - CART:
 - "View Cart" page will be displayed
 - CHECKOUT
 - Redirect to the first page of the Checkout workflow
 - This is the same action as clicking "Checkout" on the "Show Cart" page
 - If a valid value is not obtained from the ADD_TO_CART_REDIRECT parameter then process as "CART"

3.4 Add to Wishlist

- Standard processing that will add the selected item to the Wishlist
- After the item is added, the "Show Wishlist" page will be displayed
 - See spec "[*BF Wishlist.doc*](#)" for more information
- Technical Notes:
 - OFBiz Service "addToWishList" should be used
 - parameters: productId (will always be variant or finished good).

3.5 **Quantity**

- Quantity should be entered a whole number, with no decimal places. Error “The Quantity for Product [PRODUCT_NAME] must be entered as a whole number, decimals are not allowed. Please retry”

- PDP_QTY_MIN, PDP_QTY_MAX and PDP_QTY_DEFAULT

- These settings are held as system parameters and as Product Level overrides
- The rules of precedence are as follows:

```
If PRODUCT_ATTRIBUTE.PDP_QTY_xxx exists
AND PRODUCT_ATTRIBUTE.PDP_QTY_xxx is an integer
Then
    use the PRODUCT_ATTRIBUTE value
Else
    use the SYSTEM-PARAMETER
```

- PDP_QTY_DEFAULT

- If numeric then pre-populate the Qty field on the page
- If a Variant is subsequently selected via the “Selectable Features” then
 - Do not update Qty if it was previously modified
 - Update from PRODUCT_ATTRIBUTE.PDP_QTY_DEFAULT (for that Variant) if available and numeric

- PDP_QTY_MIN

- If the quantity entered is less than PDP_QTY_MIN then error with message: “The Quantity for Product [PRODUCT_NAME] is less than the minimum allowed. The minimum allowed is [PDP_QTY_MIN]. Please retry”.

- PDP_QTY_MAX

- If the quantity entered is greater than PDP_QTY_MAX then error with message “The Quantity for Product [PRODUCT_NAME] is greater than the maximum allowed. The maximum allowed is [PDP_QTY_MAX]. Please retry”
- The check needs to consider what may already be in the Shopping Cart for the same “buyable” product
 - Matching FINISHED_GOOD or exact VARIANT

- Error Messages: should be managed as part of the Labels-and-Captions strategy so that clients can edit.

3.6 **Content, Images and Image Sizing**

- See “*BF Product Processing*” for additional information on product content, images and image sizing.

3.7 **“View Larger Image”**

- the Larger image is displayed in a browser “popup” window
- the window itself should be sized slightly larger than the size of the image
 - add 100 pixels to the IMG_SIZE_PDP_POPUP_H parameter to derive the height of the popup window
 - add 100 pixels to the IMG_SIZE_PDP_POPUP_W parameter to derive the width of the popup window
- the displayed image should be centered (vertically and horizontally) within the popup window
- the background of the popup window should be white

3.8 Price and Percent Savings

- See spec “*BF Product Processing.doc*” for additional information

4 Variant Processing

4.1 Variant Selectors

- Many products will have “variant selectors” such as Color with a drop-down of available variant colors
- After selecting the first option (such as color), any subsequent variant selectors should be set to “not selected” (unless there is only one available, see below)
- if the drop-down has multiple values available, default to “Select One ...”
 - any subsequent drop-down will also display “Select One ...”
- “Select One ...” should be maintained in the Labels file
- In the event that the drop-down only has one value it should be pre-selected
 - in the event that a subsequent drop-down, dependent on the former drop-down, only has one value it should also be pre-selected
- Drop-downs vs Checkboxes vs “Image Selectors”
 - The rules above apply to all types of selectors
 - Checkboxes:
 - “Select One ...” equates to “not checked”
 - Image Selectors:
 - “Select One ...” equates to “not selected”

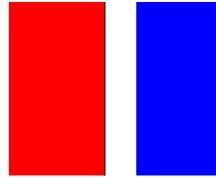
4.2 Variant Descriptions and Features

- Variant Descriptions:
 - in some cases the Variant may contain an alternate description



- if the customer clicks on the blue swatch then the description will display as follows:





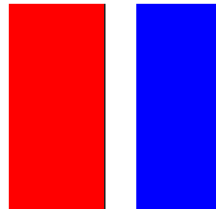
This is a lovely **blue** item that is perfect for a cold winters day.

■ The features should also reflect the item selected:

- Example, red selected



Color:



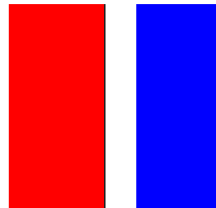
This is a lovely **red** item that is perfect for a cold winters day.

Brand: ACME
Color: Red
Color Group: Reds and Browns
Heel Height: High
Lining Color: Gold

- Example, blue selected



Color:



This is a lovely **blue** item that is perfect for a cold winters day.

Brand: ACME
Color: **Blue**
Color Group: **Ocean Tones**
Heel Height: High
Lining Color: **White**

4.3 Variant selection and variant image display

- See spec “BF Product Processing.doc” for additional information

4.4 **Selecting Multiple Variants on PDP**

- The ability to add multiple Variants with a single “Add to Cart” action is a specialized requirement
 - For the Swedish Institute:
 - it will be used to offer a number of educational courses to be selected from a single PDP
 - the rules for Pricing are such that 10 individual courses are offered within a single class, and the customer can select one or more individual courses
 - pricing rules will provide discounts for the number selected
 - For other clients:
 - If is feasible that other clients will have requirements to offer a “kit” as the primary product
 - But also allow customers to select pieces of the kit on the PDP
- The Product attribute “PDP_SELECT_MULTI_VARIANT” allows for a Product to have the option of many or all variants to be selected for purchase
 - Technical Mapping:
 - PRODUCT_ATTRIBUTE.ATTR_NAME = “PDP_SELECT_MULTI_VARIANT”
 - PRODUCT_ATTRIBUTE.ATTR_VALUE = “CHECKBOX” or “QTY” or “NONE”
- The existence of the PDP_SELECT_MULTI_VARIANT attribute is optional. If it does not exist then assume standard processing
- The values of PDP_SELECT_MULTI_VARIANT are:
 - QTY: all Variants will be offered and the customer will be able to enter a Quantity value for each
 - CHECKBOX: all Variants will be offered but the customer can only select one of each Variant. The Variants should be displayed with Checkbox selectors.
 - NONE: this feature does not apply
- The “Add to Cart” function:
 - will convert a Checkbox selected as a Qty of 1
 - all Variants selected with a Qty > 0 will be added to the Cart
 - other processing, validation, and rules will be processed as per specs
- UI Guideline (QTY)

<input type="text" value="1"/>	Blue
<input type="text" value="7"/>	Red
<input type="text"/>	Yellow

Green

■ UI Guideline (CHECKBOX)

☒ Blue

☒ Red

☐ Yellow

☒ Green

- If there are multiple "Selective Features" for a product then they should be combined with a comma separator

- NOTE: it is very unlikely that this would ever be a requirement

UI Guideline

Blue, Large

Blue, Medium

Red, Large

Red, Medium

Yellow, Large

Yellow, Medium

Green, Large





Green, Medium

4.5 Feature (Variant & Descriptive) Tooltip

- There are options to provide a Tooltip for a Facet Group (within a category)
 - See spec "BF Admin Module Manage SOLR Config.doc" for more information
- If the tooltip text is available then it should be available for display and styling
 - Example: Reference BF Faceted Navigation 4.12 Facet Group Tooltip

5 Visual Options

5.1 UI Example

More Views	 View Larger Image	Manufacturer	
		Variant Selectors	
		Product Descriptions	
		Recently Viewed	
		Complement	
		Accessory	
  		Show Video	Show 360 View
		Back to Images	

5.2 DIV Sequencer Components

- This page needs to be part of the "DIV Sequencing" strategy, see spec "*BF Admin Module DIV Sequencing*"

5.3 More Views / Alternate Images

- This visual component provides access to the Alternate set of images
- In some implementations there may be more alternate images than can be displayed at once
 - In this case a "scroller" component may be required
 - System Parameters to support the "scroller" is as follows:

PDP_ALT_IMG_SCROLLER_ACTIVE	PDP	TRUE or FALSE. This will define if there is a special scroller component implemented for the set of alternate images
PDP_ALT_IMG_SCROLLER_VERTICAL	PDP	TRUE or FALSE. A value of TRUE will display a Vertical scroller. A value of FALSE will display a Horizontal scroller.
PDP_ALT_IMG_SCROLLER_IMAGES	PDP	The number of images that should be scrolled up or down when the arrow is clicked.

5.4 Show Video

- If available, the PDP has the option of showing a Video.
- This may be styled as an inline or popup display

5.5 Show 360 View

- If available, the PDP has the option of showing a 360 degree view.
- This be styled as an inline or popup display.

5.6 Back to Images

- In the event that the PDP has Video and / or 360-Views, this option allows the customer to return to the Image display
- It should display the first entry in the Alternate view

5.7 Specific Product Content

- The specific product related content spots PDP_SPECIFIC_CONTENT_nn should be included for display on the PDP based on the DIV-Sequencing strategy

5.8 Styling

- Styling to be delegated to the CSS layer

6 Inventory Considerations

6.1 Standard Variant Processing

- The main parameter to determine if the PDP needs to consider Inventory is INVENTORY_METHOD
- The values available are:
 - NONE: no inventory considerations
 - OFBIZ: this uses all the Inventory features (reservations, facility, and much more).
NOTE: as of May-2012 we do NOT need to code for this option, to be clarified at a later date
 - BIGFISH: simple Inventory level is stored as a simple attribute in the PRODUCT_ATTRIBUTE entity with a ATTR_NAME of "BIGFISH". The ATTR_VALUE determines the inventory level for the Product (Variant).
- After retrieving the BIGFISH_INVENTORY, the PDP page will determine if the current level of inventory is to marked as "Out of Stock", "Low Stock" or "In Stock". Algorithm as follows:

```
If BF_INVENTORY_TOT <= INVENTORY_OUT_OF_STOCK_TO
    Product is "OUT OF STOCK"
Else
    If BF_INVENTORY_TOT >= INVENTORY_IN_STOCK_FROM
        Product is "IN STOCK OR AVAILABLE"
    Else
        Product is "LOW STOCK"
```

- Visual Guideline:

Color:   

Size:         

Quantity:

 Available  Low Stock  Out of Stock

6.2 Multi-Select Variant Processing

- The rules for a multi-select Variant product are essentially the same as above
- Visual Guideline:

Click the box to indicate which Classes you want to sign-up for:

- ☒ Math and Finance, How it Impacts the Economy
- ☒ English, Shakespeare Appreciation
- ☐ Spanish for Beginners, How to Order Beer in Madrid
- ☐ History, Study of the British Class System
- ☐ Science, Why you can't count to infinity
- ☒ English, Who Invented the Question Mark

☐ Not Available, Class is Full

6.3 PS_OUT_OF_STOCK Content Spot

- For any products that are not available for sale because they are out-of-stock, the content spot PS_OUT_OF_STOCK will be displayed
 - This provides a client with an opportunity to explain why a product may be out-of-stock, provide a telephone number to call, etc.
- The Content Spot is part of the DIV Sequencing strategy
 - PDP, PDPTabs and Quicklook
 - See spec "[*BF Admin Module DIV Sequencer.doc*](#)"
- Finished Goods
 - If BF_INVENTORY_TOT < 1 then display the content spot
- Variants
 - If ALL Variants have BF_INVENTORY_TOT < 1 then display the content spot
 - If a specific Variant has BF_INVENTORY_TOT < 1 then display the content spot when the variant is selected
- Visual Guideline

Color:

Size:

Quantity:

PDP Content Spot
Content Menu: PDP_SPOT_MENU
Content ID: PS_OUT_OF_STOCK

Add to Cart

Add to Wishlist

6.4 PS_IN_STORE_ONLY Content Spot

- Some Products will be displayed on an eCommerce site but only available for purchase within a Store
 - Condition is triggered if PRODUCT_ATTRIBUTE (attr_name of PDP_IN_STORE_ONLY) is set to "Y"

- General Rules

- For an "In Store Only" condition the following should occur:
 - Content Spot PS_IN_STORE_ONLY should be displayed
 - "Add to Cart" button should be hidden
 - "Add to Wishlist" button should be hidden
 - "Qty" should be hidden

- Rules are applied for all product types:

- Finished Goods:
 - check PRODUCT_ATTRIBUTE
 - Virtual:
 - check PRODUCT_ATTRIBUTE
 - can be overridden by a Variant setting
 - Variant
 - Check PRODUCT_ATTRIBUTE

- Visual Guideline

Color: **Red**

Size: **Small**

PDP Content Spot
Content Menu: PDP_SPOT_MENU
Content ID: PS_IN_STORE_ONLY

- The Content Spot is part of the DIV Sequencing strategy
 - PDP, PDPTabs and Quicklook
 - See spec "*BF Admin Module DIV Sequencer.doc*"

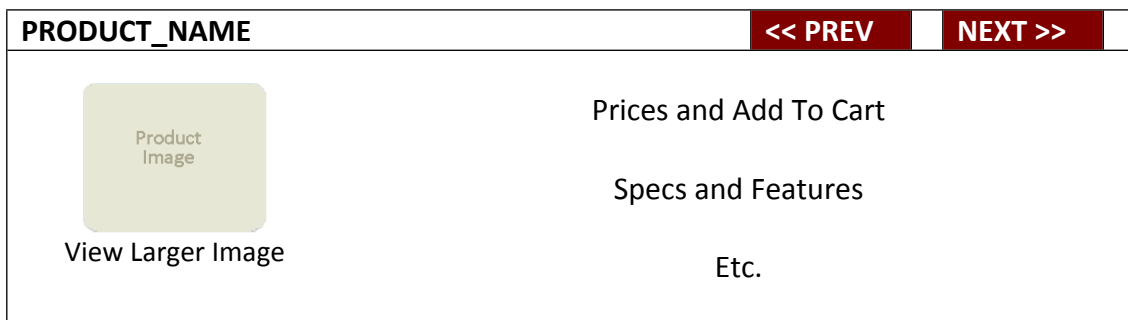
7 Product Scrolling

7.1 Processing Rules

- The Product Scrolling feature will allow a customer to display the next or previous product that was displayed on the underlying PLP
- The scrolling functions, from a UI perspective, may be buttons, links or other visual objects as defined by the client
 - This should be controlled in the CSS styling
- The "PREVIOUS" option is only displayed if the product being displayed is NOT the first product in the underlying PLP
- The "NEXT" option is always displayed unless the LAST product is being displayed, based on the underlying PLP
- In some cases, the PDP may be accessed from a link other than the PLP
 - Scrolling capability should be switched off
 - For example: displaying the Product Detail from the Order Status page
- This feature is controlled by the "DIV Sequencing" strategy and UI styling
 - see spec "[*BF Admin Module DIV Sequencing.doc*](#)"

7.2 Visual Guideline

- This example shows "button" styling, other styling options should be made available, controlled in the CSS



8 Recently Viewed Products

8.1 Overview

- A system parameter PDP_RECENT_VIEW_MAX controls how many products should be displayed within the PDP
- Example:
 - PDP_RECENT_VIEW_MAX is set to 3
 - Customer views Product #1
 - Recently Viewed Shows: P1
 - Customer views Product #2
 - Recently Viewed Shows: P2, P1
 - Customer views Product #3
 - Recently Viewed Shows: P3, P2, P1
 - Customer views Product #4
 - Recently Viewed Shows: P4, P3, P2

8.2 Technical Considerations

- Implement as a session list of Product IDs
- The list should only be maintained if PDP_RECENT_VIEW_MAX > zero
- The list should NOT consider the actual number displayed, it should store an unlimited number of ids
- When returning a list of products in the PDP the logic should return the last ID in the list (the most recently viewed) and work backwards through the list up to PDP_RECENT_VIEW_MAX (see example above)

DEV: consider holding more than just the ID in a list – if we held all the product details needed we do not have to issue additional DB retrieves on subsequent PDP pages.

9 Product Review Page

The Product Review Page is the page for customer's to 'submit' a review for a product.

9.1 Sample Illustration

Write a Review



ACME Sewing Machine

The Best Machine on the Planet!

This product is really nice. All of our customers love it. Once you're used this magnificent sewing machine you'll be able to make any item of clothing. Even a pipe! That's right, a pipe!

Product Ratings

Any information with an asterisk * is required.

* Overall Rating: ★★★★★

Quality: ★★★★★

Effectiveness: ★★★★★

Satisfaction: ★★★★★

* Your Nickname:

Share your opinion with others and write a detailed review

Review Title:

Example: Best Purchase Ever

* Review:		Tips for writing a great review To see your review featured on our website: <ul style="list-style-type: none">• Review text should be at least 50 characters, otherwise only your ratings will count.• Use the product before reviewing it.• Focus on the product's features, and please be specific• Avoid...<ul style="list-style-type: none">○ Information that changes, such as price and promotional details.○ Inappropriate language and attitude.○ Information about other companies and websites.○ Detailed personal information – we want to protect your privacy!• Have something else to say? Contact Customer Service. (Your comment will be sent privately to our staff.)
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Tell other customers about yourself and connect

Location:	<input type="text"/>
	Example: New York, NY
Age:	<input type="text"/>
Gender:	<input type="text"/>
Primary Use:	<input type="text"/>

[Terms & Conditions](#)

[Review Guidelines](#)

Submit

Cancel

9.2 'Popup' product review page

The 'popup' review page is a smaller and easier way for a customer to submit a review for a product. The 'popup' version remains on the product detail page and allows the customer to enter an overall rating, nick name and review text.

Submit a review

X

Overall Product Rating

Click on star to rate product (1 = worst, 5 = best)



Review Comments

Please tell us anything you liked or disliked about
'Product Name'