



Big Fish eCommerce

BF Product Listing Page.doc

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1 Modification History

Date	Who	Comments
09-Dec-10	Solveda	Initial
24-Jan-11	Solveda	Clarification of "Most Popular" default sort
26-Apr-11	Solveda	Added Product rating Image to PLP display
24-Aug-11	Solveda	Added a rule to NOT display the paging control if all items are displayed within the grid
1-Sep-11	Solveda	Added rules for Introduction-Date and Discontinued-Date
17-Oct-11	Solveda	<ul style="list-style-type: none"> - Usage of parameters to control Image sizing on PLP (IMG_SIZE_PLP_H and IMG_SIZE_PLP_W) - Usage of product content "PLP_LABEL" to be displayed for each product on PLP
29-Feb-12	Solveda	Added guidelines for inclusion of "Dynamic PLP Content"
21-Mar-12	Solveda	<ul style="list-style-type: none"> (1) When customers hover over the PLP image, if available, display the SMALL_IMAGE_ALT_URL to provide an alternate view of the product (2) Usage of SMALL_IMAGE_ALT to be used as the "alt text" for PLP images
8-May-12	Solveda	Changed behavior when Show All is clicked or all products are displayed.
9-May-12	Solveda	Use PLP_DEFAULT_SORT and introduced "Best Selling" into sort options
10-May-12	Solveda	Added "Most Viewed" as an additional sort option
8-Jun-12	Solveda	Added "Visual Options" sections for CLP and PLP
12-Jun-12	Solveda	Noted all components that are part of the DIV-sequencing strategy
21-Jun-12	Solveda	Use PLP_AVAILABLE_SORT in order to define which sort options should be made available in the drop-down.
16-Aug-12	Solveda	New parameter PLP_NUM_ITEMS_PER_PAGE to determine how many items to display per page.
31-May-13	Solveda	Ability to "Add to Cart" (or Wishlist) on PLP
1-Oct-13	Solveda	Allow Variants to be part of the "Add to Cart" (or Wishlist) on PLP (previously not supported).
12-Nov-13	Solveda	Reference same validation and processing rules for parameters PDP_QTY_MIN, PDP_QTY_MAX and PDP_QTY_DEFAULT as described in the Product-Detail-Page spec
11-Aug-14	Solveda	Added PLP Flyout functionality

2 Product Configuration

2.1 Product: Category and Detail Structure

For example:

- Womens
 - Shoes
 - Boots
 - Product-100
 - Product-110
 - High Fashion
 - Product-120
 - Product-130
 - Dresses
 - Evening
 - Product-200
 - Product-210
 - Cocktail
 - Product-220
 - Product-230
 - Shirts
 - Product-300
 - Product-310
 - Lingerie
 - Product-400
 - Product-410

2.2 Product: Virtual and Variant Configuration

- A "Virtual" Product is the baseline. For example:
 - Versace Shirt
- A Virtual Product may have many "Variant" products. For example:
 - Versace Shirt, Red
 - Versace Shirt, Large
- Obviously this may lead to many Virtual products. Consider the combination of colors (Red and Blue) with sizes (Small, Medium, Large).
 - Versace Shirt, Red, Small
 - Versace Shirt, Red, Medium
 - Versace Shirt, Red, Large
 - Versace Shirt, Blue, Small
 - Versace Shirt, Blue, Medium
 - Versace Shirt, Blue, Large

2.3 Facets and Variant Images

- In some cases, a Facet Value may also have an image for that Variant product
- For example, clicking on Color=RED is an indication that if red variant images are available then they should be displayed in the PLP
- The System Parameter PLP_FACET_VRNT_IMG will indicate which facet may have variant images
- For more detailed information about facets see "*BF Faceted Navigation.doc*"

2.4 Business Rules

- only display Products if
 - [todays-date] is >= [product-introduction-date]
 - [todays-date] is <= [product-discontinued-date]

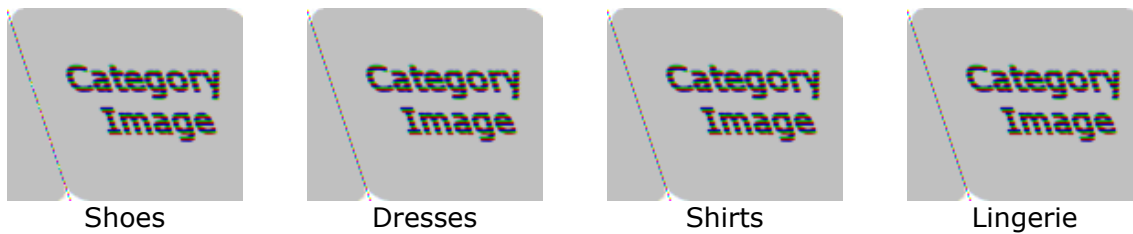
3 Product Listing Page (PLP)

- The Product Listing Page (PLP) is a key shopping page that will show either a list of sub-categories or Products (Virtual).

3.1 Displaying Sub Categories



- Assume that the user clicks on the “Womens” navigation bar option. This would display a Product Listing Page showing a listing of sub-categories:



3.2 Displaying Products

<u>Mens</u>	<u>Womens</u>	<u>Kids</u>	<u>Aluminum</u>	<u>Books</u>
	<u>Shoes</u>			
	<u>Dresses</u>			
	<u>Shirts</u>			
	<u>Lingerie</u>			

- Assume that the user clicks on the "Shirts" sub navigation bar option. This would display a Product Listing Page (PLP) showing a listing of Products:



- The content "PRODUCT_NAME" and "PLP_LABEL" should be used to generate the first 2 lines in the PLP description
- The product image should be retrieved from content "SMALL_IMAGE_URL"
- If available, the image "SMALL_IMAGE_ALT_URL" should be used to display the alternate image on hover
- If available, the text "SMALL_IMAGE_ALT" should be used to display the "alt text"
- The product image should be sized based on parameters (X_PRODUCT_STORE_PARM):
 - IMG_SIZE_PLP_H: Height of image
 - IMG_SIZE_PLP_W: Width of image
- The optional "swatch" images(s) should be sized on parameters (X_PRODUCT_STORE_PARM)
 - IMG_SIZE_PLP_SWATCH_H: Height of image
 - IMG_SIZE_PLP_SWATCH_W: Width of image
- See "BF Product Processing.doc" for additional information on product content, images and image sizing.

3.3 PLP Flyout

- UI Guideline

Systems

Sort By



Used For Soldering
Heat Delivery . Conductive
Fits HD-100, HD-200

ST300

Part No: 8007-0427

\$1,293.82

- Managing via the DIV Sequencing strategy and parameter PLP_FLYOUT_ACTIVE
 - See spec "[BF Admin Module Admin.doc](#)" for more information
 - See spec "[BF Admin Module DIV Sequencer.doc](#)" for more information

3.4 Price and Percent Savings

- See spec "[BF Product Processing.doc](#)" for additional information

3.5 Variant selection and variant image display

- See spec "[BF Product Processing.doc](#)" for additional information

3.6 CLP Visual Options

- This page needs to be part of the "DIV Sequencing" strategy, see spec "[BF Admin Module DIV Sequencing](#)"

3.7 PLP Visual Options

- This page needs to be part of the "DIV Sequencing" strategy, see spec "[BF Admin Module DIV Sequencing](#)"

4 Paging and Display Controls

4.1 Visual Guideline

Sort By:	Most Popular	<< First	< Prev	Page 1 of 12	Next >	Last >>	Show All	Grid
								List

4.2 Processing Rules

- Number of Items per Page
 - Controlled by system parameter PLP_NUM_ITEMS_PER_PAGE
- Sort By:
 - Drop Down Control
 - Highest Rating
 - Best Selling
 - Most Popular
 - Most Viewed
 - Name Ascending
 - Name Descending
 - Highest Price
 - Lowest Price
 - Recently Introduced
- Pagination Controls:
 - PREV: scroll to the previous page
 - NEXT: scroll to the next page
 - SHOW ALL: show all categories or products
- Display Control (Phase 2 unless simple)
 - Grid
 - List
- Display Rules
 - Paging Controls are only displayed for PRODUCT listing pages; not CATEGORY listing pages
- All Products Displayed
 - In some cases all products will be displayed, because there are not enough products for more than one page (small number of products in a category or facet filtering)
 - In this case the Sort should still be available for display:

Sort By:	Most Popular
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- Show All Clicked

- If Show All is clicked then the Sort should still be available as well as a way to "Show Less"

Sort By:	Most Popular	Show Less	Grid List
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4.3 Sort Processing

- Populating the Sort drop-down
 - This is controlled by the system parameter PLP_AVAILABLE_SORT
 - This parameter contains a list of the sort options that are available in a comma separated value
- Controlling the default sort:
 - This is controlled by the system parameter PLP_DEFAULT_SORT
 - Values available are:
 - HIGHEST_RATING
 - BEST_SELLING
 - MOST_POPULAR
 - MOST_VIEWED
 - NAME_ASCENDING
 - NAME_DESCENDING
 - HIGHEST_PRICE
 - LOWEST_PRICE
 - RECENT_INTRO
- Sort by "Highest Rating"
 - Use the rating stars average for each product in order to sort
 - Best rated products are listed first
- Sorting by "Best Selling"
 - Use OFBiz entity PRODUCT_CALCULATED_INFO
 - Attribute TOTAL_QUANTITY_ORDERED
 - Most ordered products are listed first
- Sorting by "Most Viewed"
 - Use OFBiz entity PRODUCT_CALCULATED_INFO
 - Attribute TOTAL_TIMES_VIEWED
 - Most viewed products are listed first
- Sorting by "Most Popular"
 - Business users have the ability to maintain a "sequence" number for each product
 - Within a Category
 - This becomes the basis for "most popular" sequencing (1 is first, 10 is second etc.).
- Sorting by "Recently Introduced"
 - Use OFBiz entity PRODUCT
 - Attribute INTRODUCTION_DATE (most recent first)
 - Attribute TOTAL_TIMES_VIEWED

- Most recent date first. Products with a null or blank date should appear after items with a valid date.

5 PLP: Add to Cart / Wishlist

5.1 Background

- For some retailers, particularly those in a consumable business, many items may be suitable for purchase directly on the PLP
 - A good example is Religare, our Indian customer, who sells lower priced consumables such as toothpaste, shampoo etc.
- The PLP will allow for 3 optional attributes to be displayed in the PLP
 - Qty: so the customer can select a quantity to order
 - Variant selectors: if appropriate
 - Add to Cart: button
 - Add to Wishlist: button
- These optional attributes are managed as part of the DIV Sequencing strategy
 - See spec "[*BF Admin Module DIV Sequencer.doc*](#)" for more information

5.2 Processing Considerations

- Add to Cart on the PLP is only applicable for all buyable products
 - FINISHED_GOOD
 - VARIANT
- Validation:
 - Rules should be re-used from those defined for the PDP
 - See spec "[*BF Product Detail Page.doc*](#)" for more information
 - Messages will be displayed on the PLP as shown in the UI Guideline below
- Quantity
 - The rules of usage for the system parameters PDP_QTY_MIN, PDP_QTY_MAX and PDP_QTY_DEFAULT (and the Product level overrides) should be the same as that used within the Product Detail Page
 - See spec "[*BF Product Detail Page.doc*](#)" for detailed information
- "Out of Stock" and "In Store Only" considerations
 - The "Qty", "Add to Cart" and "Add to Wishlist" should be hidden and replaced with the label OutofStockLabel or InStoreOnlyLabel as appropriate
 - See spec "[*BF Product Detail Page.doc*](#)" for additional guidelines
- Processing Flow
 - As an exception to the PDP processing:
 - After successful add-to-cart (or wishlist) the customer should remain on the PLP
 - An appropriate success message should be displayed, with the ability to Go-To-Cart embedded within the message
 - For example:

"Product [PRODUCT-INFO] has been added to your Shopping Cart. [SHOW CART LINK]"

5.3 Variant Considerations

- If Variants are included in this feature then the DIV component plpSelectableFeatures
- Typically Variant products would have a single feature in order for the UI to be appropriately styled
 - However, there is nothing to stop a client using this feature for Products that have multiple variant combinations

5.4 UI Guideline

[message-area]

IMAGE	IMAGE	IMAGE	IMAGE
PRODUCT_NAME \$10 Qty: <input type="text"/> Buy!	PRODUCT_NAME \$12 Color: <input type="text" value="Blue"/> Qty: <input type="text"/> Buy!	PRODUCT_NAME \$14 Qty: <input type="text"/> Buy!	PRODUCT_NAME \$15 Size: <input type="text" value="Large"/> Qty: <input type="text"/> Buy!

6 Dynamic PLP Content

- See doc BF-Admin-Module-Content, section "Dynamic PLP Content" for additional information as to how content can be associated to levels of the Product-CATEGORY and displayed dynamically

<H1> Page Title

Dynamic PLP Content (FACET_TOP)	Dynamic PLP Content (PAGE_TOP)			
	Paging Controls			
	IMAGE	IMAGE	IMAGE	IMAGE
Faceted Navigation	PRODUCT_NAME ★★★★★ \$	PRODUCT_NAME ★★★★★ \$	PRODUCT_NAME ★★★★★ \$	PRODUCT_NAME ★★★★★ \$
	IMAGE PRODUCT_NAME ★★★★★ \$	IMAGE PRODUCT_NAME ★★★★★ \$	IMAGE PRODUCT_NAME ★★★★★ \$	IMAGE PRODUCT_NAME ★★★★★ \$
Dynamic PLP Content (FACET_TOP)	Paging Controls			
	Dynamic PLP Content (PAGE_TOP)			