



BF Product Processing.doc

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1 Modification History

Date	Who	Comments
17-Oct-11	Solveda	Initial
21-Mar-12	Solveda	Updated to reflect new PLP alternate image on hover (SMALL_IMAGE_ALT_URL)
20-Apr-12	Solveda	Added "swatch" info; clarified that if any IMG_SIZE_xxx parameters are 0 (zero) or blank then NO sizing should take place
25-Jul-12	Solveda	Adding sizing parameters for PDP Recent and Complement images.
7-Sep-12	Solveda	Renamed to "Product Processing" to capture all generic processing for PLP and PDP rather than specifying in each individual spec.
7-Sep-12	Solveda	THRESHOLD parameter processing
11-Sep-12	Solveda	Do not show List Price if equal or greater than Online Price
15-May-14	Solveda	Added Price Rule considerations for PLP

2 Introduction

- This document will describe how the content for a Product is managed within the OFBiz repository as well as describe the techniques for managing image dimensions.
- One primary objective is to document common processing in the PLP and PDP page rather than specifying in each individual spec
- Other documents of interest are:
 - *BF Product Detail Page*: the layout and usage of content and image sizing is described
 - *BF Product Listing Page*: the layout of imagery, the PLP Label and image sizing is described
 - *BF Admin Module Admin*: for the maintenance of the PARMS and usage of image sizing when maintaining image content for a product

3 Product Common Processing

3.1 Product Pricing

- This section applies to both the PLP and PDP
- All VIRTUAL products should have pricing information (List and Sales)
 - This is required for SOLR indexing and faceted navigation
- Some clients will have specialized VARIANT pricing
 - Examples:
 - an item with a special finish may be more expensive than other variants
 - items of a particular color that are surplus and have a lower sale price other variants
- Virtual vs Variant Pricing
 - PLP: if the implementation is configured to understand variants (typically with color swatches and other matching parameters) then the Virtual Pricing should be shown when a variant is selected
 - PDP: this is essentially controlled by the selection of “selectable features”. Variant pricing should be shown where applicable.
 - If the Variant price is not available, zero, null, blank or spaces then the Virtual price should be used for the Variant

3.2 List Price and Online Price

- This section applies to both the PLP and PDP
- If the List Price is hidden as part of the DIV-Sequencing strategy then it will NEVER be shown
- If the DIV-Sequencing strategy is showing the List Price:

If List Price > Online Price
then SHOW the List Price
else HIDE the List Price

3.3 Price Rules

- For a B2B implementation there may be specific Price Rules setup for certain customers, classifications or organizations
 - This could also apply to a B2C implementation but is more typically used in B2B, processing is the same
- Price Rule processing should only be considered:
 - For the PLP

- PDP is already retrieving real-time information that includes Price Rules
 - There is a logged in user
 - If there is no login then standard pricing from SOLR is sufficient
 - If there are Price Rules “conditions” of type:
 - Party
 - Party Group Member
 - Party Classification
 - Role Type
 - If none of these rules exist, then there are no overrides to pricing retrieved from SOLR

3.4 Money Savings and Percent Savings

- This section applies to both the PLP and PDP
- There are two system parameters used to control whether the Price or Percent savings are displayed:
 - PRODUCT_MONEY_THRESHOLD:
 - Only show LIST Price if the monetary saving is greater than or equal to this setting
 - PRODUCT_PCT_THRESHOLD:
 - Only show PCT savings if the pct savings is greater than or equal to this setting

- Rules for displaying Price Savings

Price-Savings = Product.List_Price less Product.Online_Price

If Price-Savings > PRODUCT_MONEY_THRESHOLD
Display Price-Savings

- Rules for displayed Percent-Savings

Percent-Savings = Price-Savings / Product.List_Price

If Percent-Savings > PRODUCT_PCT_THRESHOLD
Display Percent-Savings

- NOTES:

- In the event that an implementation has both Virtual and Variant pricing, the above rules should be applied to both
- even if the rules above determine that the Price-Savings and Percent-Savings should be displayed this can be overridden within the DIV-Sequencer for these components.

3.5 Variant selection and variant image display

- In some cases a Variant selection, such as Color, will modify the images displayed on the PDP
- The default variant images will be displayed on the initial display
- If a customer selects a variant (such as color) then the images for that variant should be displayed if they are available
- This will include:
 - The primary PDP image (LARGE_IMAGE_URL)
 - The primary PDP thumbnail image (THUMBNAIL_IMAGE_URL)
 - Popup Detail Image (DETAIL_IMAGE_URL)
 - The Alternate Images
 - Thumbnail image (ADDITIONAL_IMAGE_n)
 - PDP image (XTRA_IMG_n_LARGE)
 - Popup Detail image (XTRA_IMG_n_DETAIL)
- For additional information on images and image sizing see the “Product Content” and “Product Images” sections below

4 Product Content

4.1 Technical Note

- The primary product entity PRODUCT has a one-to-many relationship with the entity PRODUCT_CONTENT.

4.2 Content Reference

- The following content id's are being used for BigFish Product content, displayed in the main area of the PDP:

Content ID	Description
PRODUCT_NAME	Used as the PLP Product name and the primary PDP name
PDP_LABEL	Displayed immediately after the PRODUCT_NAME, styled by tertiary Information
LONG_DESCRIPTION	
SHORT_SALES_PITCH	
SPECIALINSTRUCTIONS	
DELIVERY_INFO	
DIRECTIONS	
TERMS_AND_CONDS	
INGREDIENTS	
WARNINGS	

- The above list also represents the sequence that the content is rendered on the PDP page. All content is optional.
- A special content ID is used to store the additional PLP text (for example, the GoldMedalHair implementation displays Item#, the Up-and-Runway implementation displays the Designer):

Content ID	Description
PLP_LABEL	Displayed on the PLP page

4.3 Captions

- Captions for the textual content are controlled in a number of "labels and captions"
- These will be used to display both "sub-headings" in the eCommerce application, and captions in the Admin Module
- Caption ID's are:
 - PDPDeliveryInfoHeading
 - PDPDirectionsHeading
 - PDPIngredientsHeading

- PDPLongDescriptionHeading
- PDPSalesPitchHeading
- PDPSpecialInstructionsHeading
- PDPTermsConditionsHeading
- PDPWarningsHeading

5 Product Images

5.1 Technical Note

- Images are stored in the same relationship as product content: The primary product entity PRODUCT has a one-to-many relationship with the entity PRODUCT_CONTENT.

5.2 Content Reference

- The following content id's are being used for BigFish Product Image content:

Page	Content ID
PLP Image	SMALL_IMAGE_URL
PLP Image Alt (on hover, optional)	SMALL_IMAGE_URL_ALT
PDP Regular Image	LARGE_IMAGE_URL
Popup Detail Image	DETAIL_IMAGE_URL
Thumbnail Image	THUMBNAIL_IMAGE_URL
PDP Alt Thumbnail Image	ADDITIONAL_IMAGE_n (where n = 1 thru 10)
PDP Alt Regular Image	XTRA_IMG_n_LARGE (where n = 1 thru 10)
PDP Alt Popup Detail Image	XTRA_IMG_n_DETAIL (where n = 1 thru 10)
PDP Video	PDP_VIDEO_URL
PDP Video 360	PDP_VIDEO_360_URL
Shopping Cart Image	SMALL_IMAGE_URL
XRef Images	SMALL_IMAGE_URL (from the referenced product)
Rating & Review Image	SMALL_IMAGE_URL

5.3 Image Sizing

- The sizing is managed by a number of parameters (X_PRODUCT_STORE_PARM):

Parameter	Description
IMG_SIZE_PLP_H	PLP Image and ALT image, Height
IMG_SIZE_PLP_W	PLP Image and ALT image, Width
IMG_SIZE_PDP_REG_H	Regular PDP Image, Height
IMG_SIZE_PDP_REG_W	Regular PDP Image, Width
IMG_SIZE_PDP_THUMBNAIL_H	Alt thumbnail image, Height
IMG_SIZE_PDP_THUMBNAIL_W	Alt thumbnail image, Width
IMG_SIZE_PDP_POPUP_H	Popup Detail Image, Height
IMG_SIZE_PDP_POPUP_W	Popup Detail Image, Width

IMG_SIZE_PDP_XREF_H	XRef Image, Height
IMG_SIZE_PDP_XREF_W	XRef Image, Width
IMG_SIZE_CART_H	Shopping Cart Image, Height
IMG_SIZE_CART_W	Shopping Cart Image, Width
IMG_SIZE_REVIEW_H	Rating & Review Image, Height
IMG_SIZE_REVIEW_W	Rating & Review Image, Width
IMG_SIZE_PLP_CAT_H	PLP Category Image, Height
IMG_SIZE_PLP_CAT_W	PLP Category Image, Width
IMG_SIZE_PDP_RECENT_H	Height of PDP Recent Image
IMG_SIZE_PDP_RECENT_W	Width of PDP Recent Image
IMG_SIZE_PDP_COMPLEMENT_H	Height of PDP Complement Image
IMG_SIZE_PDP_COMPLEMENT_W	Width of PDP Complement image
IMG_SIZE_PDP_ACCESSORY_H	Height of PDP Accessory Image
IMG_SIZE_PDP_ACCESSORY_W	Width of PDP Accessory image
IMG_SIZE_PDP_VIDEO_H	Height of PDP Video
IMG_SIZE_PDP_VIDEO_W	Width of PDP Video
IMG_SIZE_PDP_VIDEO_360_H	Height of PDP Video 360
IMG_SIZE_PDP_VIDEO_360_W	Width of PDP Video 360
IMG_SIZE_PLP_SWATCH_H	Height of PLP Swatch
IMG_SIZE_PLP_SWATCH_W	Height of PLP Swatch
IMG_SIZE_PDP_SWATCH_H	Height of PDP Swatch
IMG_SIZE_PDP_SWATCH_W	Height of PDP Swatch

- If any of these IMG_SIZE_xxx parameters are set to 0 (zero) or blank then the image should NOT be resized for that dimension
- In this case, the original image will be displayed "as is" without resizing taking place