# Big Fish
# eCommerce

## BF Product Variant Matching.doc

Last Updated: 10-Aug-2012

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# 1 Modification History

| Date | Who | Comments |
|------|-----|----------|
| 10-Aug-12 | Salmon | Initial |

# 2  Product Variant Matching

## 2.1  Business Overview

- For some implementations it will be critical to have Products, either on the PLP or PDP, "variant aware" and have the ability to match variant attributes to other displayed products

- Variant attributes may include both "selectable" and "descriptive" features

## 2.2  Key Parameters

- The key parameters for matching are:
  - FACET_GROUP_VARIANT_MATCH
  - PLP_FACET_GROUP_VARIANT_MATCH
  - PDP_FACET_GROUP_VARIANT_MATCH

## 2.3  Simple Matching Example on PLP

- A classic matching example involves the variant attribute "COLOR"

- Assume the following

  - Assume PLP_FACET_GROUP_VARIANT_SWATCH_IMG is set to "COLOR"
  - Assume PLP_FACET_GROUP_VARIANT_MATCH is set to "COLOR"
  - The color in parenthesis indicates the color shown in the main image
  - The colors below each product indicate the color swatches available

- On a PLP, a display may appear as follows:

| Product #1 (**Yellow**) | | | Product #2 (**Blue**) | | | Product #3 (**Beige**) | | |
|---|---|---|---|---|---|---|---|---|
| **Yellow** | Sand | Red | **Blue** | Camel | Red | **Beige** | Sand | Red |

- For Product#1, if the customer clicked on the "Red" swatch, the requirement is that all products that have the same variant attribute are displayed:

| Product #1 (**Red**) | | | Product #2 (**Red**) | | | Product #3 (**Red**) | | |
|---|---|---|---|---|---|---|---|---|
| Yellow | Sand | **Red** | Blue | Camel | **Red** | Beige | Sand | **Red** |

- From a processing point of view, the parameter PLP_FACET_GROUP_VARIANT_MATCH (set to COLOR) is used to match

- For Product#1, if the customer clicked on the "Sand" swatch, the requirement is that all products that have the same variant attribute are displayed:

| Product #1 (**Sand**) | | | Product #2 (**Red**) | | | Product #3 (**Sand**) | | |
|---|---|---|---|---|---|---|---|---|
| Yellow | **Sand** | Red | Blue | Camel | **Red** | Beige | **Sand** | Red |

- Product#1 would show the "Sand" variant (swatch click does this); Product #2 does NOT have a match so the display remains the same (showing "Red"), Product#3 has a match on Color "Sand"

## 2.4  Another Matching Example on PLP

- In some cases it may be known that an exact match by COLOR is not going to work

- In the above example, the colors "Sand", "Camel" and "Beige" are all very similar but would not get shown based on the matching to "COLOR"

- Assume the following:
  - Assume **PLP_FACET_GROUP_VARIANT_SWATCH_IMG** is set to "COLOR"
  - Assume **PLP_FACET_GROUP_VARIANT_MATCH** is set to "COLOR_GROUP"
  - The color in parenthesis indicates the color shown in the main image
  - The colors below each product indicate the color swatches available
  - The Products are setup as follows:

| Product | Color | Color Group |
|---|---|---|
| PRODUCT#1 | Yellow | Earth Tones |
| | Sand | Light Brown |
| | Red | Red |
| PRODUCT#2 | Blue | Blue |
| | Camel | Light Brown |
| | Red | Red |
| PRODUCT#3 | Beige | Light Brown |
| | Sand | Light Brown |
| | Red | Red |

- On a PLP, a display may appear as follows:

| Product #1 (**Yellow**) | | | Product #2 (**Blue**) | | | Product #3 (**Beige**) | | |
|---|---|---|---|---|---|---|---|---|
| **Yellow** | Sand | Red | **Blue** | Camel | Red | **Beige** | Sand | Red |

- For Product#1, if the customer clicked on the "Sand" swatch, the requirement is that all products that have the same variant attribute are displayed:

| | | |
|---|---|---|
| | | |

| Product #1 (**Sand**) | | | Product #2 (**Camel**) | | | Product #3 (**Beige**) | | |
|---|---|---|---|---|---|---|---|---|
| Yellow | **Sand** | Red | Blue | **Camel** | Red | **Beige** | Sand | Red |

- NOTE:
  - for Product#3, it is understood that there are two possible matches when using the COLOR_GROUP of "Light Brown" (both Beige and Sand are applicable).
  - In this case one is selected based on the COLOR_GROUP matching rule.
  - It could be argued that since the customer clicked specifically on "Sand" for Product#1 and there is an exact match on this COLOR attribute for Product#3 that the "sand" version of Product#3 should be displayed – this is a known flaw of this approach

## 2.5  Example in PDP

- The rules above should be mirrored on the PDP

- Assume the following:
  - Assume **PDP_FACET_GROUP_VARIANT_SWATCH_IMG** is set to "COLOR"
  - Assume **PDP_FACET_GROUP_VARIANT_MATCH** is set to "COLOR_GROUP"
  - The color in parenthesis indicates the color shown in the main image
  - The colors below each product indicate the color swatches available
  - The Products are setup as follows:

| Product | Color | Color Group |
|---|---|---|
| PRODUCT#1 | Yellow | Earth Tones |
| | Sand | Light Brown |
| | Red | Red |
| PRODUCT#2 | Blue | Blue |
| | Camel | Light Brown |
| | Red | Red |
| PRODUCT#3 | Beige | Light Brown |
| | Sand | Light Brown |
| | Red | Red |

- On a PDP, a display may appear as follows:

### Main PDP Product

| Product #1 (**Yellow**) | | |
|---|---|---|
| **Yellow** | Sand | Red |

### You May Also Like

| Product #2 (**Blue**) | | |
|---|---|---|
| **Blue** | Camel | Red |

| Product #3 (**Beige**) |
|---|

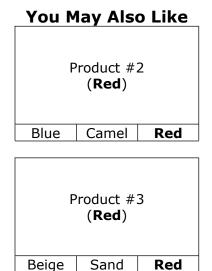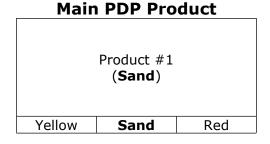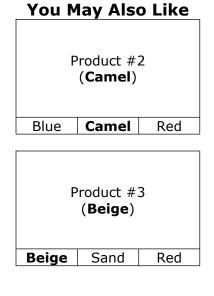| | | |
|---|---|---|
| **Beige** | Sand | Red |

- For Product#1, if the customer clicked on the "Red" swatch, all items would show the Red versions

- NOTE:
    - In this example, the COLOR of "Red" maps to COLOR_GROUP of "Red"

### Main PDP Product

| Product #1 (**Red**) | | |
|---|---|---|
| Yellow | Sand | **Red** |

### You May Also Like

| Product #2 (**Red**) | | |
|---|---|---|
| Blue | Camel | **Red** |

| Product #3 (**Red**) | | |
|---|---|---|
| Beige | Sand | **Red** |

- For Product#1, if the customer clicked on the "Sand" swatch, the requirement is that all products that have the same variant attribute (COLOR_GROUP) are displayed:

### Main PDP Product

| Product #1 (**Sand**) | | |
|---|---|---|
| Yellow | **Sand** | Red |

### You May Also Like

| Product #2 (**Camel**) | | |
|---|---|---|
| Blue | **Camel** | Red |

| Product #3 (**Beige**) | | |
|---|---|---|
| **Beige** | Sand | Red |

## 2.6 Faceted Navigation Example

- Assume the following:
    - Assume **PLP_FACET_GROUP_VARIANT_SWATCH_IMG** is set to "COLOR"
    - Assume **FACET_GROUP_VARIANT_MATCH** is set to "COLOR_GROUP"
    - The color in parenthesis indicates the color shown in the main image
    - The colors below each product indicate the color swatches available
    - The Products are setup as follows:

| Product | Color | Color Group |
|---|---|---|
| PRODUCT#1 | Yellow | Earth Tones |
| | Sand | Light Brown |
| | Red | Red |
| PRODUCT#2 | Blue | Blue |
| | Camel | Light Brown |
| | Red | Red |
| PRODUCT#3 | Beige | Light Brown |
| | Sand | Light Brown |
| | Red | Red |

- On a PLP, a display may appear as follows:

| Product #1 (**Yellow**) | | | Product #2 (**Blue**) | | | Product #3 (**Beige**) | | |
|---|---|---|---|---|---|---|---|---|
| **Yellow** | Sand | Red | **Blue** | Camel | Red | **Beige** | Sand | Red |

- In the facets, the display is as follows:

| **Filter By:** **Color Group** |
|---|
| Earth Tones (1) |
| Light Brown (4) |
| Red (3) |
| Blue (1) |

- If the customer clicked on the "Light Brown" facet, the requirement is that all products that have the same variant attribute are displayed:

| Product #1 (**Sand**) | | | Product #2 (**Camel**) | | | Product #3 (**Beige**) | | |
|---|---|---|---|---|---|---|---|---|
| Yellow | **Sand** | Red | Blue | **Camel** | Red | **Beige** | Sand | Red |