



Big Fish eCommerce

BF Quick Look.doc

Last Updated: 30-May-2011

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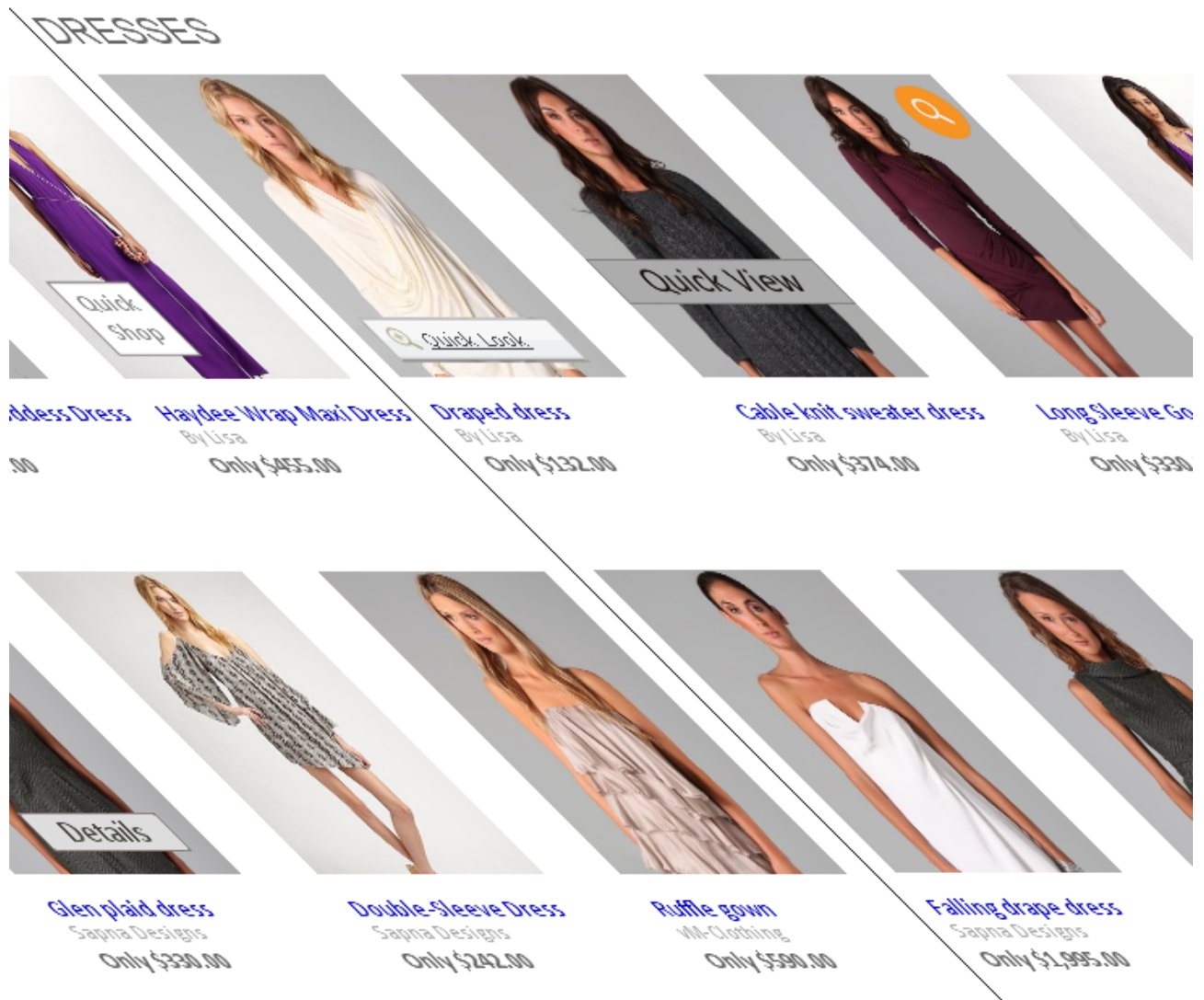
1 Modification History

Date	Who	Comments
29-Dec-11	Salmon	Initial
29-Mar-12	Salmon	Clarifications on delay milliseconds for displaying a quick-look icon on hover, and subsequent hiding.
30-May-12	Salmon	Added "Visual Options" section

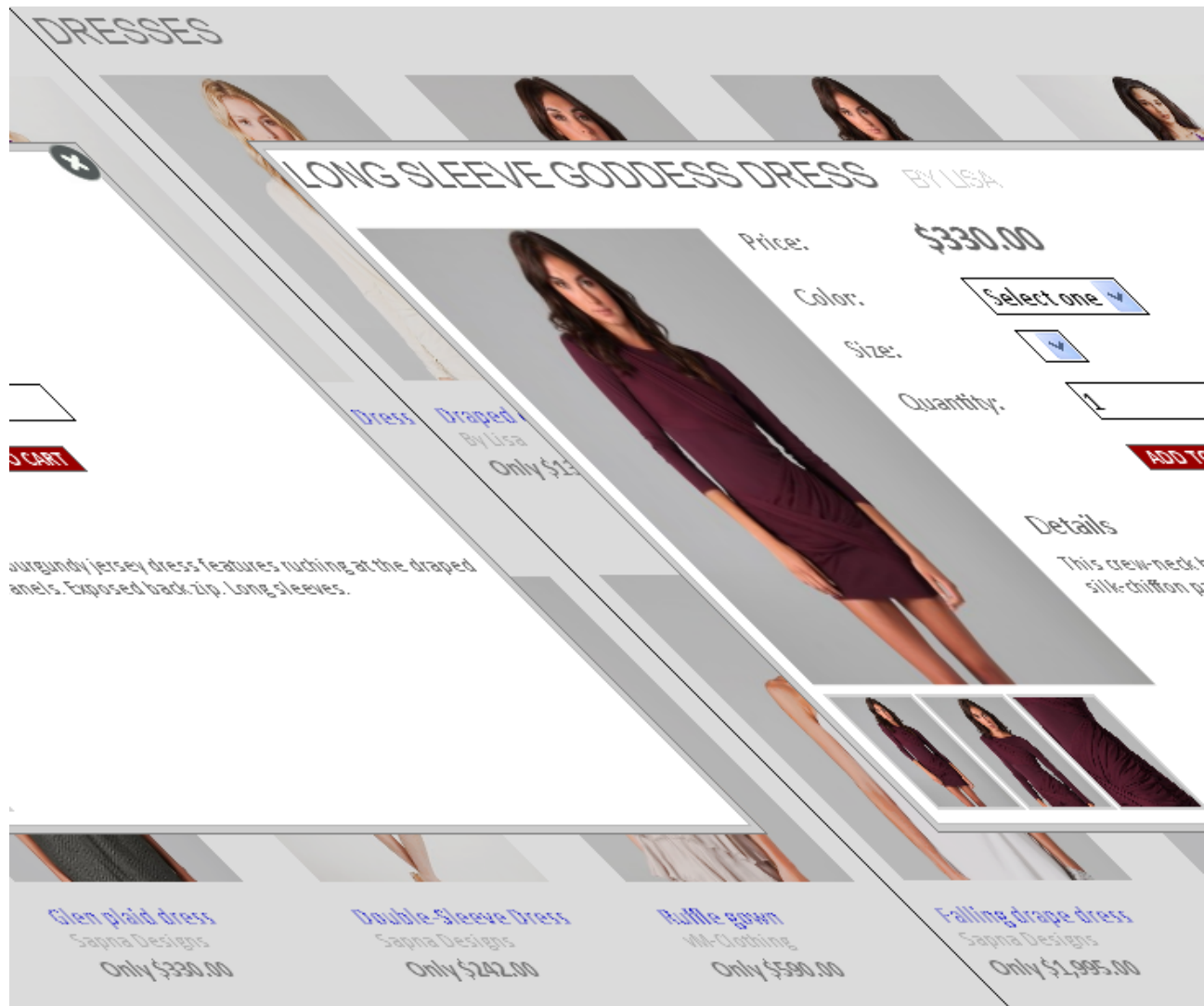
2 Processing Rules

- The Quick-Look functionality is required to provide a customer with a fast way to see the product details when browsing products on the Product Listing Page (PLP)
- Upon hover-over a product image on the PLP an image/text component will be made visible
- The image/text needs to be flexible for each implementation
- On click the Quick-Look dialog will appear
- The Quick-Look dialog will effectively display similar details from the Product Detail Page (PDP) without actually leaving the PLP
- Implementation
 - For the most part, the implementation is a UI / styling exercise
 - The back-end simply needs to provide the additional details and imagery for the Quick-Look to operate correctly
- Considerations
 - The “features” displayed are client / product specific
 - Alternate images, if loaded, should be available
 - Add to Cart should always be available
 - View Details should always be available
- Parameters:
 - QUICKLOOK_ACTIVE:
 - Allowable values are “TRUE” and “FALSE”
 - QUICKLOOK_DELAY_MS:
 - Time, in milliseconds, before the Quick Look icon is displayed
 - This value is also used as the delay, in milliseconds, to hide the Quick Look icon after the mouse has moved away from the PLP image
 - If this is set to 0 (zero) then show/hide functionality is not required, it is assumed that the Quick Look icon is always displayed
- Examples:
 - www.jimmyjazz.com
 - www.sleepys.com
 - www.mattress.com
 - www.1800mattress.com

3 PLP Visual Examples



4 Quick Look Visual Example



5 Visual Options

5.1 Standard Visual Options

- All components of the PDP should be made available for potential inclusion in the QuickLook display

5.2 Special Component

- A special component that is used to redirect control to the PDP must be made available
- This should be able to be styled as a link ("See Item Details") or a button

5.3 DIV Sequencing

- *Components to be managed should be the same as the PDP page, see spec BF-Product-Details-Page*
- All components should be part of the <DIV> Sequencing scheme
 - This will control the inclusion or exclusive in this function
 - This will control the default sequence of display