# BF Ratings and Reviews.doc

Last Updated: 21-April-2014

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# 1  Modification History

| Date | Who | Comments |
|---|---|---|
| 08-Jul-11 | Solveda | Initial |
| 26-Mar-12 | Solveda | Reevoo implementation as an optional integration to manage Ratings and Reviews |
| 13-Aug-12 | Solveda | New parameters REVIEW_MIN_CHAR and REVIEW_MAX_CHAR |
| 22-Aug-12 | Solveda | New parameter REVIEW_AS_GUEST. Added "DIV Sequencing" for this page. Age and Gender prompts when writing a review clarified. |
| 28-Sep-12 | Solveda | Removed parms REVIEW_ACTIVE_FLAG and REVIEW_WRITE_REVIEW, these functions are switched on/off via the DIV-Sequencing strategy |
| 26-Feb-13 | Solveda | Added "REVIEW_PRIVATE_NOTE" attribute to the review form |
| 21-Apr-14 | Solveda | Added "custom drop down" |

# 2 System Parameters

| Key | Category | Description |
| --- | --- | --- |
| REVIEW_AUTO_APPROVE | REVIEW | This defines whether Ratings and Reviews will be automatically approved. Setting this value to FALSE requires your approval of each Review posted. Approval is done in the Admin Module. |
| REVIEW_SHOW_ON_PLP | REVIEW | Display Customer Ratings on the PLP page true or false.<br>3/21/2012: previously called REVIEW_ENABLED |
| REVIEW_SEND_EMAIL | REVIEW | This is a specific review parameter to define whether BigFish sends out the email notification "n" days after the Order has Shipped (defined by EMAIL_REVIEW_SHP_DYS). Some clients may have an external service to perform this function—so even if Reviews are active this parameter may be set to FALSE.<br>3/23/2012: added |
| REVIEW_MIN_CHAR | REVIEW | The minimum number of characters allowed for a review. Zero indicates that a review may be left blank. |
| REVIEW_MAX_CHAR | REVIEW | The maximum number of characters allowed for a review. Zero indicates that a review may have unlimited characters. |
| REVIEW_AS_GUEST | REVIEW | TRUE indicates that the customer does NOT have to be logged in as a registered user. FALSE will force a login or registration. |

# 3   Processing Overview

## 3.1   Other Services

- NOTE: The ratings and review service Reevoo is also supported. See spec *BF-Reevoo-Implementation* for additional information

## 3.2   DIV Sequencing Strategy

- Many of the visibility decisions for either displaying or hiding various Review links and features are managed within the BigFish DIV Sequencing Strategy.

- See spec "*BF Admin Module DIV Sequencer.doc*" for more information.

## 3.3   Product Listing Page (PLP)

- Only displayed if REVIEW_SHOW_ON_PLP is set to TRUE

- See spec *BF-Product-Listing-Page* for UI detail

## 3.4   Faceted Navigation Panel

- Only displayed if REVIEW_SHOW_ON_PLP is set to TRUE

- See spec *BF-Product-Listing-Page* for UI details

## 3.5   Product Detail Page (PDP)

- An option for "Read All Reviews" should be given, this will scroll down to the Review detail area

- See spec *BF-Product-Detail-Page* for UI details

## 3.6   Read Reviews

- The ability to read reviews may be offered from several points within the eCommerce implementation:

  - Product List Page (PLP)
  - Product Detail Page (PDP)
  - Quick Look

- See spec *BF-Product-Detail-Page* for UI details

**3.7** <u>**Write a Review**</u>

- ■ Only applicable for a BigFish implementation

## 4   Write a Review: Visual Guideline

H1: Write a Review
H2: Product Name

[Product Short Description]

| | |
|---|---|
| | Item #860A |
| PLP Image | Product Description |

### Share your opinion with others and write a detailed review

| | | |
|---|---|---|
| * Overall Rating: | * * * * * | |
| Quality: | * * * * * | |
| Effectiveness: | * * * * * | |
| Satisfaction: | * * * * * | |
| * Your Nickname: | Entry-field | For your privacy, we suggest using a nickname instead of your real name |
| Review Title: | | Example: Best Purchase Ever |
| Review: | | Characters left nn |

**Tips for writing a great review:**

- Reviews should focus on the product being reviewed
- Use the product before reviewing it
- Focus on the product's features, and be specific
- Avoid personal information, inappropriate language and information about other companies or websites

| | | |
|---|---|---|
| Location: | | Example: New York, NY |
| Custom Prompt: | Custom-drop-down | |
| Age: | Drop-down | |
| Gender: | Drop-down | |
| Private Comment: | | Characters left nn |

This section is for you to leave a private message, with contact information. Use this if you would like us to contact us.

Please provide contact information so we have an opportunity to correct any negative experience you have had

with our products.

This commentary will NOT be made available on the website. It will be held in the strictest confidence.

**Submit Review**     **Cancel**          Terms and Conditions    Review Guidelines

## 4.1  DIV Sequencer Components

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

## 4.2  Optional attributes:

- Controlled by DIV Sequencer strategy:

| Attribute | Description |
|-----------|-------------|
| Age | Drop-down containing Age ranges |
| Gender | Drop-Down containing Male or Female |

- Age
  - The Age drop down can be maintained in the Admin Module, see *BF-Admin-Module-Admin*
  - Technical Notes:
    - Will be populated from the ENUMERATION
    - ENUM_TYPE_ID is "REVIEW_AGE"
    - Entries with a SEQUENCE_ID = 0 should be ignored and NOT displayed in the drop-down

- Gender
  - Populated from hard-coded values

- Custom Prompt
  - An additional drop-down is optional
  - Technical Notes:
    - Will be populated from the ENUMERATION
    - ENUM_TYPE_ID is "REVIEW_CUSTOM_01"
    - Entries with a SEQUENCE_ID = 0 should be ignored and NOT displayed in the drop-down

## 4.3  Processing

- The system parameter REVIEW_AS_GUEST should determine if the customer is required to login or register.

- o If set to TRUE then login or registration is NOT required

- o If set to FALSE then login or registration IS required and if not already logged in then the customer should be redirected to the login / registration page

- This represents a super-set of entry fields, client implementations may use a subset

- Specific styling should conform to the client implementation

- "*" Prior to the caption indicates a required field.

- Two system parameters should be used to validate the Review text:

  - o REVIEW_MIN_CHAR: Error message is "Please enter a review with at least [n] characters"

  - o REVIEW_MAX_CHAR: Error message is "You have exceeded the maximum length allowed for a review. The maximum is [n] characters, you have entered [n] characters."

- Star selector should offer up to 5 stars with the ability for the customer to select the number of stars

- Helper Links:

  - o Terms and Conditions:
    - Link will only be displayed if the Static Page SP_REVIEW_TERMS_COND is available and active
    - Clicking on the link will show the content in SP_REVIEW_TERMS_COND in a pop-up window

  - o Review Guidelines:
    - Link will only be displayed if the Static Page SP_REVIEW_GUIDELINES is available and active
    - Clicking on the link will show the content in SP_REVIEW_GUIDELINES in a pop-up window

## 4.4 Action Buttons

- Submit Review:
  - o is a Primary Action button that will write the review to the database, auto approve if appropriate, and redirect to the Thank You page.

- Cancel:
  - o will cancel the action and return to the previous screen

## 4.5 Thank You Page

- Should leverage the standard Thank-You page (used also in Contact Us, Request Catalog, etc)

H1: [Client] Write a Review
H2: Thank You

Text: Thank you for submitting a review for [Product Description]