



# Big Fish eCommerce

BF Reevo Implementation.doc

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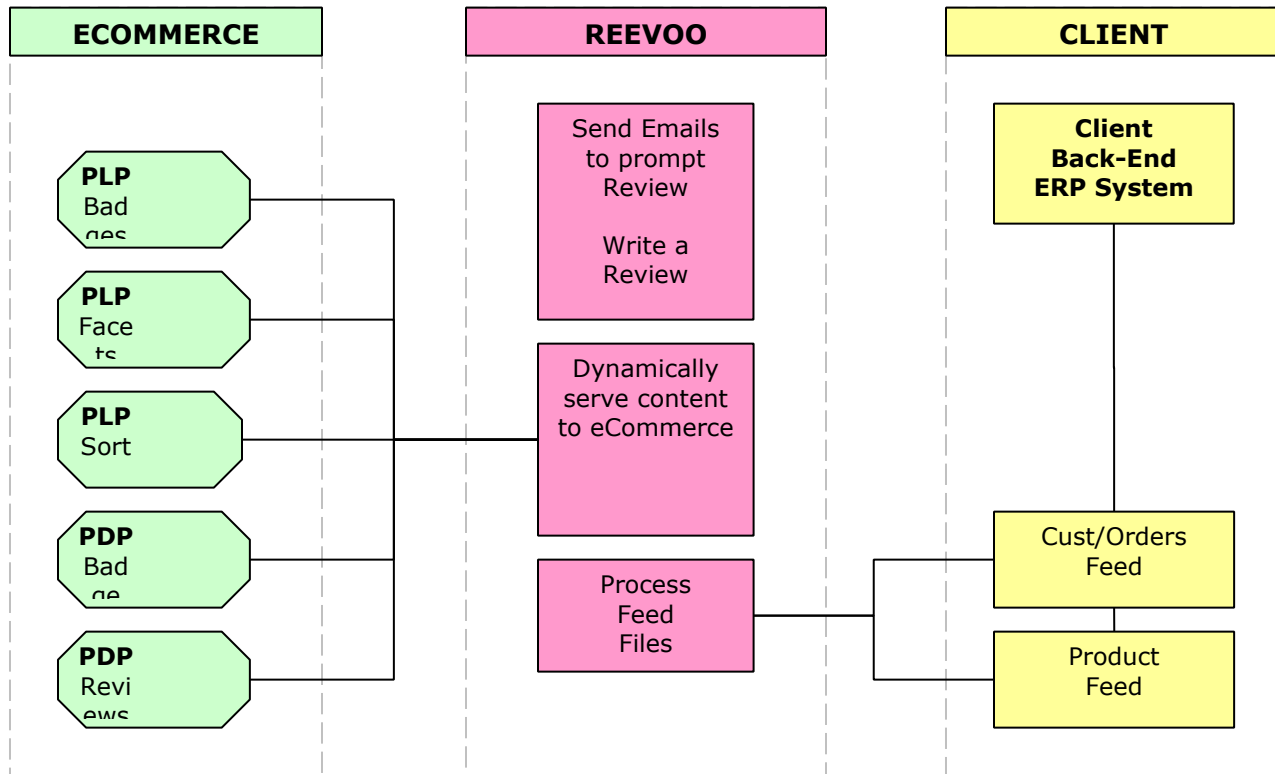
## 1 Modification History

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Date	Who	Comments
9-Aug-12	Salmon	Enhanced to handle on ongoing feed process FROM Reevoo, that will update the product ratings for PLP Sort and Facets.
28-Sep-12	Salmon	Removed parms REVIEW_ACTIVE_FLAG and REVIEW_WRITE_REVIEW, these functions are switched on/off via the DIV-Sequencing strategy

## 2 Reevo Integration

### 2.1 Visual Overview



### 2.2 Processing Workflow

- Product Definition File
  - Reevo will receive a file of all available Products
  - This allows Reevo to tie together subsequent customer orders; collection of the Review; rating aggregation from many reviews;
- Customer Order File
  - Reevo will receive a file of all Customers and Placed Orders
- Feed Files
  - For the initial implementation it is assumed that the client will be creating and managing the Feed File process
  - This allows the client to include non-eCommerce (for example, Store orders) in the review process
- Reevo Functions
  - Reevo is responsible for sending out the email invite to write-a-review
  - Collecting the reviews
  - Aggregation of ratings

- BigFish eCommerce Integration
  - The Reevo "badge" is dynamically displayed on PLP and PDP pages via a simple Javascript call

## BigFish vs Reevo Comparison

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- The Ratings and Reviews, if activated, will be managed either by:
  - BigFish OOTB implementation
  - Reevo service-based integration
    - See spec BF-Reevo-Implementation
- Functional comparisons are:
  - Facets filtering by Rating “stars”
    - BigFish: is supported OOTB
    - Reevo: scheduled feed will upload ratings from Reevo and update SOLR for inclusion into Facets
  - PLP: display rating “stars”
    - BigFish: pulled from the OFBiz database and displayed as stars
    - Reevo: Javascript will pull from Reevo server dynamically at run-time
  - PLP: sort by “best reviewed”
    - BigFish: supported OOTB
    - Reevo: supported
  - PDP: display rating “stars”
    - BigFish: pulled from the OFBiz database and displayed as stars
    - Reevo: Javascript will pull the “badge” from the Reevo server, dynamically at run-time
  - PDP: Write-A-Review
    - BigFish: supports OOTB; BF will send out an email and control the writing of a review on the PDP page
    - Reevo: Javascript will pull the “badge” from the Reevo server, dynamically at run-time
  - PDP: Read-Reviews
    - BigFish: supports OOTB; BF will display as part of the PDP
    - Reevo: clicking on the “badge” will display a J-Query pop-up of all reviews, pulled dynamically from the Reevo server using a Javascript call
  - Stars or “Badge” Look-and-Feel
    - BigFish: Each client will have the option of using colored and styled “stars” that suits their implementation. See client specific documentation and assets for guidelines
    - Reevo: “Badge” is displayed dynamically via Javascript call to the Reevo server

## 4 Implementation

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### 4.1 Resources

- VSS:
  - clients/Moda In Pelle/BigFish Website/docs/Reevoo
- Web:
  - [http://www.reevoo.com/pages/write\\_a\\_review](http://www.reevoo.com/pages/write_a_review)
  - <http://www.reevoo.com>
  - <http://www.o2online.ie/o2/shop/phones/sony-ericsson-xperia-mini/158/>

### 4.2 Product Listing Page (PLP)

- Only displayed if REEVOO\_SHOW\_ON\_PLP is set to TRUE
- The "Badge" is displayed by placing some JavaScript in the PLP page; Reevoo will scan the document and provide "badge" links for each Product in the PLP
- Technical Notes (RM\_Javascript\_Overview.pdf):

#### **STEP 3: Implementing ReevooMark on Category or Product listing pages**

Place a link with the class "reevoomark category\_page\_variant" to the page where each ReevooMark badge should appear.

```
<a class="reevoomark category_page_variant"
href="http://mark.reevoo.com/partner/TRKREF/SKU0002">PRODUCT NAME
reviews</a>
```

Include the Java Script immediately before the </body> tag or as far down the page as possible.

(For clarification: ReevooMark.init\_badges(); scans through the document replacing all ReevooMark links with their relevant badges or links.)

```
□<script src="http://mark.reevoo.com/reevoomark/TRKREF.js"
type="text/javascript" charset="utf-8"></script>

<script type="text/javascript" charset="utf-8"> ReevooMark.init_badges();
</script>
```

This JavaScript only needs to be on a page once even if you have more than one type of badge.

### 4.3 Faceted Navigation Panel

- Only displayed if REEVOO\_SHOW\_ON\_PLP is set to TRUE

#### 4.4 Product Detail Page (PDP)

- Only displayed if system parameter REVIEW\_METHOD = REEVOO
- The "Badge" is displayed by placing some JavaScript in the PDP page; Reevoos will provide the appropriate "badge" link for the product
- Technical Notes (RM\_Javascript\_Overview.pdf):

**STEP 1: Positioning the ReevoosMark on your product page (see mock-up)**

1.1 ReevoosMark badge Place a link with class "reevoosmark" to the page where each ReevoosMark badge should appear:

```
<a class="reevoosmark" href="http://mark.reevoos.com/partner/TRKREF/SKU0002">PRODUCT NAME reviews</a>
```

#### 4.5 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

- Only displayed if system parameter REVIEW\_METHOD = REEVOO

- Technical Notes (RM\_Javascript\_Overview.pdf):

**STEP 2:**

Include the ReevoosMark JavaScript immediately before the </body> tag or as far down on the page as possible.

(For clarification: ReevoosMark.init\_badges(); scans through the document replacing all ReevoosMark links with their relevant badges or links.)

**For product pages**

```
<script src="http://mark.reevoos.com/reevoosmark/TRKREF.js" type="text/javascript" charset="utf-8"></script> <script type="text/javascript" charset="utf-8"> ReevoosMark.init_badges(); </script>
```

#### 4.6 Write a Review

- Reevoos write-a-review is done via their service (external to the BigFish eCommerce implementation)

#### 4.7 System Parameters

Key	Category	Description	Default Value
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REVIEW_METHOD	REVIEW	Applicable if set to REEVOO	BIGFISH
REEVOO_SHOW_ON_PLP	REEVOO	Display reevoo mark on the PLP page true or false	FALSE
REEVOO_JS_URL	REEVOO	Request Url for instantiate the REEVOO mark processing	http://mark.reevoo.com/reevoo/mark
REEVOO_BADGE_URL	REEVOO	Request Url for showing REEVOO mark badge	http://www.reevoo.com/partner
REEVOO_TRKREF	REEVOO	Track reference for communicate with REEVOO	
REEVOO_USERNAME	REEVOO	Used for authentication purposes when retrieving the CSV file from Reevoo for Product ratings updates.	
REEVOO_PASSWORD	REEVOO	Used for authentication purposes when retrieving the CSV file from Reevoo for Product ratings updates.	
REEVOO_API_URL	REEVOO	Used to identify the Reevoo service when retrieving the CSV file from Reevoo for Product ratings updates.	
REEVOO_CSV_URL	REEVOO	Used to identify the Reevoo file location when retrieving the latest scores. Used in conjunction with REEVOO_API_URL and REEVOO_USERNAME to form a HTTP request.	

#### 4.8 Display REEVOO badge on PDP page

- REEVOO badge display on PDP page only when value of product store parameter **REVIEW\_METHOD = REEVOO**
- NOTE: There is no way to post a review on product detail page except if user get the review request mail from REEVOO.

#### 4.9 Display REEVOO badge on PLP page

- REEVOO badge display on PDP page only when value of product store parameter **REVIEW\_SHOW\_ON\_PLP** is **FALSE** and **REEVOO\_SHOW\_ON\_PLP** is **TRUE**.

## 5 Regular Product Feed and Ratings FROM Reevo

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### 5.1 Business Overview

- Reevo provide a file that can be downloaded on a regular basis
- This file is to be used by e-Retailers to update Product Ratings
- This information is typically used on the PLP:
  - Ability to Sort by Rating
  - Ability to use Ratings in Facets

### 5.2 Processing Overview

- BigFish will have a regularly scheduled job, probably Daily
- Download the Reevo Product ratings File (document in VSS called *Sort\_order\_API\_CSV.pdf*)
- Convert the file into BF-Product-Rating format
- Import and overlay the attribute  
PRODUCT\_CALCULATED\_INFO.AVERAGE\_CUSTOMER\_RATING
- Re-index SOLR (or run the above prior to the daily re-indexing)

### 5.3 Download the Reevo Product Ratings File

- The feed can be accessed using a GET request with HTTP AUTH.
- A USERNAME and PASSWORD is required from Reevo in order to get access
- Example, using CURL (<http://curl.haxx.se/>):  
  

```
curl -u USERNAME:PASSWORD
```

```
http://api.reevoo.com/USERNAME/sort_order_api/sort_order_api.csv >  
sort_order_api.csv
```
- If you are unable to access the API in this way, please confirm you have no network restrictions between your environment and [api.reevoo.com](http://api.reevoo.com) (using ping/traceroute/tracert).
- This API provides score data. This can be used to sort and filter products on your site based on their Reevo score
- Access for Moda:

username:	mip
password:	gha28pd

- System Parameters should be used:

REEVOO\_USERNAME  
REEVOO\_PASSWORD  
REEVOO\_API\_URL  
REEVOO\_CSV\_URL

#### **5.4 Convert the file into BF-Product-Rating format**

- The Reevo API provides a feed containing a list of SKU's and average scores (ratings) for every one of your products that have been reviewed
- The file is downloaded from Reevo as a CSV file:  
  

```
sku,average_score  
5dpw120a,8.5  
22dl833b,7.9  
4060bel117961a,9.3  
4060can110855a,9.4  
4093can13003a,8.3
```
- The sku column will match the SKU's provided to us in the original product feed. The average\_score is the current average score for that product to one decimal place. The feed is regenerated every hour with the latest scores.
- The Reevo CSV file will need to be converted to a BF-Product-Rating XML file. See *BF-Feeds* for more information.

#### **5.5 Import New Product Ratings**

- The converted BF-Product-Rating XML file can then be used to update the product attribute PRODUCT\_CALCULATED\_SUM.AVERAGE\_CUSTOMER\_RATING
- See spec "*BF Admin Module Feeds.doc*" and "*BF Admin Module Services and Scheduled Jobs.doc*" for more information

#### **5.6 Re-Index SOLR**

- The last step is to re-index SOLR

## 6 Reevo Product Feed (Not Required)

**NOT REQUIRED FOR THE INITIAL IMPLEMENTATION – MODA WILL BE MANAGING THE PRODUCT FEED FROM THEIR ERP SYSTEM SO IT INCLUDES ALL ORDERS, NOT JUST ECOMMERCE ORDERS**

- See related document "RM\_Feed\_Instructions-1.pdf"
- A service will be written that will extract all "active" products and create a Reevo Product File
- File Format as follows (CSV)

manufacturer	model	sku	name	image-url	product_category
Moda	A-123	10000	White Sandal	http://www.moda.co.uk/images/products/additional/detail/image.jpg	Boots > Sandals
Moda	Z-987	10001	Blue Bag	http://www.moda.co.uk/images/products/additional/detail/image.jpg	Bags > Handbags

- Technical Notes (OFBiz Mapping from PRODUCT entity):

<b>Manufacturer</b>	Product.manufacturerPartyId is used for getting manufacturer name (PartyHelper)
<b>Model</b>	Product.internalName
<b>Sku</b>	Product. productId
<b>Name</b>	productContentWrapper.get("PRODUCT_NAME") or Product. productName
<b>Image-url</b>	productContentWrapper.get("DETAIL_IMAGE_URL") or Product. detailImageUrl
<b>Product category</b>	Related category hierarchy from top to down excluding top browse category.

- Questions:
  - Confirm CSV
  - Does the file require a "header" row?
  - File name, does it matter?
  - Transfer protocol, from the implementation doc:

### 1.3 Feed Transfer

Feed transfer must be conducted securely in line with data protection. This can be achieved by the following:

- (1) You provide a password protected URL to access the feeds (preferred)
- (2) You transfer the feeds to us by SFTP (secure file transfer protocol)

**Do we need more info? And what exactly?**

- Technical Notes (Generating the File):
  - The service will take the product store id and browse root category id as input to generate product feed
  - Accessed from Admin / Tools

- Wrap into a Scheduled Job, frequency managed by system parameter **XXXX**
- Technical Notes: Add File Names: trunk/bigfish/ofbiz/hot-deploy/osafeadmin/src/com/osafe/services/ReevooServices.java

## 6.1 Service for generating Product feed

- **NOTE: for the implementation for MODA, this feed is NOT REQUIRED. Moda have responsibility for providing a feed to Reevoo**
- This service is for creating the data feed which triggered from admin tools which will generate the product feed file and provide the option for download. Service will take the product store id and browse root category id as input to generate product feed.
- Sample illustration for product feed.

manufacturer	model	sku	name	image-url	product_category
Moda	A1	10000	A1-Name	http://www.site.com/images/products/image1.jpg	Boots > Sandals
Moda	A2	10001	A2-Name	http://www.site.com/images/products/image1.jpg	Bags > handbags

- Product feed file's column mapping with ofbiz (Product entity).
  - **Manufacturer:** Product. manufacturerPartyId is used for getting manufacturer name (PartyHelper)
  - **Model:** Product. internalName
  - **Sku:** Product. productId
  - **Name:** productContentWrapper.get("PRODUCT\_NAME") or Product. productName
  - **Image-url:** : productContentWrapper.get("DETAIL\_IMAGE\_URL") or Product. detailImageUrl
  - **Product category:** Related category hierarchy from top to down excluding top browse category.
- Note: Currently we have no information about delimiter value for separating the column value in feed file.

## 7 Reevo Customer-Order Feed (Not Required)

**NOT REQUIRED FOR THE INITIAL IMPLEMENTATION – MODA WILL BE MANAGING THE PRODUCT FEED FROM THEIR ERP SYSTEM SO IT INCLUDES ALL ORDERS, NOT JUST ECOMMERCE ORDERS**

- See related document "RM\_Feed\_Instructions-1.pdf"
- A service will be written that will extract all new orders create a Reevo Customer-Order File
- File Format as follows (CSV)

Title	Surname	Email	Purchase-date	Customer_ref	Order_ref	Postcode	Skus	Currency	price
Mr	Lakhera	<a href="mailto:rrlakhera@salmonllc.com">rrlakhera@salmonllc.com</a>	3/26/2012	20098	30076	H6 8IM	10000	GBP	10.00
Miss	Smith	<a href="mailto:hsmith@gmail.com">hsmith@gmail.com</a>	3/26/2012	20154	30077	W5 2HP	10001	GBP	4.00

- Technical Notes (OFBiz Mapping using OrderReadHelper.getPlacingParty()):

<b>Title</b>	Person.personalTitle
<b>Surname</b>	Person.lastName
<b>Email</b>	email id of person (ContactHelper.getContactMech)
<b>Purchase_date</b>	OrderHeader.orderDate
<b>Customer_ref</b>	Party.partyId
<b>Order_ref</b>	OrderHeader.orderId
<b>Postcode</b>	postal code of billing address (OrderContactMech)
<b>Skus</b>	OrderItem.productId
<b>Currency</b>	OrderHeader.currencyUom
<b>Price</b>	OrderItem.unitPrice

- Questions:
  - Same as Product Feed
- Technical Notes (Generating the File):
  - Need to consider only orders that have not already been sent to Reevo
  - Accessed from Admin / Tools
  - Wrap into a Scheduled Job, frequency managed by system parameter **XXXX**
- Technical Notes: Add File Names: trunk/bigfish/ofbiz/hot-deploy/osafeadmin/src/com/osafe/services/ReevoServices.java