

|  |
| --- |
| Bazaarvoice  Conversations Application Design Template |

# Introduction

This document is the basis for your application’s use of the Bazaarvoice Conversations API and will support the Design Review which is a requirement per the [Conversations API Terms of Use](http://www.bazaarvoice.com/legal/conversations-api-terms-of-use.html).

The objective is to help you prepare for a successful implementation which will see you get the most value from Bazaarvoice.

If you have requested API keys, they will have strict API rate limits that will need to be increased before your application is deployed for public use.

# Instructions

1. Please fill out the [Required elements](#_Required_elements_1) section
   1. This section contains important legal and technical project considerations and *must be completed before your API key rate limits are increased.*
2. You may optionally also complete the [Conversations application design guidelines](#_Conversations_application_design_2) section.
   1. This section contains general project planning considerations and best practices specific to Conversations that will help you increase the success of your application. Completion is not a requirement of increasing your API key rate limits.
3. Return the form to either your Bazaarvoice implementation team or Bazaarvoice’s [support team](http://support.bazaarvoice.com/).

# Required elements

***API key rate limits will not be raised until this section is completed and returned.***

## General

### API keys

List the API keys you intend to use in your application.

|  |  |
| --- | --- |
| Key | Application |
| *Replace with API key* | *ex: ecom site, staging* |
| *Replace with API key* | *ex: ecom site, production* |

Use the link below to request API keys.

**Related information**

* https://developer.bazaarvoice.com/conversations-api/api-key-processes/requesting-api-keys

### Technical contact

Who is your main Technical Contact that should be notified of any changes to the Bazaarvoice Conversations API?

|  |  |
| --- | --- |
| Name | *Replace with name* |
| Role / Job Title | *Replace with role/job title* |
| Email | *Replace with email address* |

Bazaarvoice may reach out to your designated Technical Contact with important API-related news.

**Related information**

* https://developer.bazaarvoice.com/conversations-api/api-key-processes/managing-technical-contacts

### Customization selection matrix

How are you planning to implement the major components of the custom application?

|  |  |  |
| --- | --- | --- |
| Component | Method | Description |
| Display |  | *Replace with a short description* |
| Submission |  | *Replace with a short description* |
| Statistics  (ex: category / search pages) |  | *Replace with a short description* |
| *Other* |  | *Replace with a short description* |

**Related information**

* <https://developer.bazaarvoice.com/hosted-ui>
* <https://developer.bazaarvoice.com/conversations-api>
* https://developer.bazaarvoice.com/displayable-content-export
* https://knowledge.bazaarvoice.com/wp-content/conversations/en\_US/Display/content\_exports.html

### Usage estimate

***Effort: Low***

***Skillset: Technical***

Conversations API keys have a default rate limit of 2,500 request per minute (5,000 during November-December). Will this rate limit meet your needs?

*Replace with Yes/No. If No, please explain.*

**Related information**

* https://developer.bazaarvoice.com/conversations-api/tutorials/api-rate-limit

### Plan to notify Bazaarvoice of expected traffic spikes

***Effort: Low***

***Skillset: Technical***

You must notify Bazaarvoice at least two weeks in advance if you reasonably expect your monthly API usage to triple compared to the previous month.

*Replace with a short description of your plan to meet this requirement*

### Laws, regulations, and privacy policy

***Effort: Medium***

***Skillset: Legal***

Your usage of the Conversations API and any related data must adhere to all applicable laws and you must maintain privacy policy that accurately reflects your use of content accessed and transferred through the Conversations API.

*Replace with a short description of your plan to meet this requirement*

**Related information**

* <http://www.bazaarvoice.com/legal/>
* http://www.bazaarvoice.com/legal/conversations-api-terms-of-use.html

## Display

This section applies to displaying content with the Conversations API only. You may skip this section of you are doing submission only, if you are only displaying statistics or if you are using the Bazaarvoice hosted JS solution to display content.

This section does not apply to my application

### BV Pixel analytics integration

***Effort: High***

***Skillset: Technical***

Integrating BV Pixel and our analytics enables advanced reporting and gives the ability to measure the performance of Bazaarvoice.

How do you plan to integrate the BV Pixel on your product display pages?

*Replace with a short description of your plan to meet this requirement*

**Related information**

* <https://developer.bazaarvoice.com/conversations-api/tutorials/bv-pixel>

### Refresh datastore at least every two weeks

***Effort: Medium***

***Skillset: Technical***

To insure that your Conversations data replica is consistent with the Bazaarvoice master data source we ask that you refresh your database, cache, etc., at least every two weeks.

*Replace with a short description of your plan to meet this requirement*

### Incentivized review badging

***Effort: Low***

***Skillset: Technical***

Our Authenticity policy and local regulations require that incentivized content be identified. To that end, Bazaarvoice will automatically introduce a text string alerting consumers to incentivized nature of the content. You may also choose to implement additional badging.

*Replace with a short description of your plan to meet this requirement*

**Related information**

* https://developer.bazaarvoice.com/conversations-api/tutorials/display/incentivized-reviews

### Bazaarvoice network policies

***Effort: Medium***

***Skillset: Technical***

When displaying syndicated content from the Bazaarvoice network, you must adhere to the following:

1. Syndicated content must be badged and must indicate the source
2. All approved syndicated content must be displayed irrespective of rating or sentiment
3. All syndicated content must be display irrespective of source

Replace with a short description of your plan to meet this requirement

### Trustmark eligibility

***Effort: Medium***

***Skillset: Legal***

The Bazaarvoice Trustmark is a sign that consumers can trust your content to be authentic and unbiased. If you would like to display the Trustmark, your application must pass a Trustmark audit.

**Related information**

* <http://www.bazaarvoice.com/trustmark/>
* http://www.bazaarvoice.com/legal/authenticity-policy/

## Submission

This section applies to submitting content with the Conversations API only. You may skip this section of you are only displaying content or if you are using the Bazaarvoice hosted JS solution to submit content.

This section does not apply to my application

### Device fingerprinting

***Effort: Medium***

***Skillset: Technical***

Device fingerprinting is used by Bazaarvoice’s fraud detection system to mitigate the risk malicious actors pose to your content and our network. **\*Failure to provide this may result in rejection of content.**

*Replace with a short description of your plan to meet this requirement*

\*You may may opt-out of this requirement if storing personal data outside of your locale is incompatible with applicable laws or regulations.

**Related information**

* <https://developer.bazaarvoice.com/docs/read/conversations_api/tutorials/authenticity#device-fingerprint>

### Author IP address

***Effort: Low***

***Skillset: Technical***

This requirement is satisfied if you are submitting from the author’s device directly to Bazaarvoice, for example using CORS in a web browser or submission from a mobile device.

Author IP address is used by Bazaarvoice’s fraud detection system to mitigate the risk malicious actors pose to your content and our network. **Failure to provide this may result in rejection of content.**

*Replace with a short description of your plan to meet this requirement*

**Related information**

* <https://developer.bazaarvoice.com/docs/read/conversations_api/tutorials/authenticity#author-ip-address>

### Incentivized review badging

***Effort: Low***

***Skillset: Technical***

Our Authenticity policy and local regulations require that incentivized content be identified as such. When submitting to Bazaarvoice, you must indicate that the author has been incentivized to write the content.

*Replace with a short description of your plan to meet this requirement*

**Related information**

* https://developer.bazaarvoice.com/conversations-api/tutorials/display/incentivized-reviews

### Submit unmodified content directly to Bazaarvoice

***Effort: Low***

***Skillset: Technical***

To ensure that content represents the accurate, complete and unmodified voice of the consumer, we require that all content be submitted in real-time directly to Bazaarvoice with no edits or omissions.

*Replace with a short description of your plan to meet this requirement*

### Authentication

The following two authentication methods are available using the Conversations API:

1. **Client Mastered**: To use this method, your users log into your site and you pass their user IDs to Bazaarvoice.

<https://developer.bazaarvoice.com/docs/read/conversations_api/tutorials/submission/authentication/client_mastered>

1. **Bazaarvoice Mastered**: Bazaarvoice will create user IDs based on the user’s email address. To use this method, you must build and host an email address verification service as well as use the user IDs created by Bazaarvoice.

<https://developer.bazaarvoice.com/docs/read/conversations_api/tutorials/submission/authentication/bv_mastered>

Which authentication method do you intend to use:

**Related information**

* <https://developer.bazaarvoice.com/conversations-api/tutorials/submission/authentication>

# Conversations application design guidelines

***This section is optional. It is not required to increase API key rate limits.***

The remainder of this document presents general project planning considerations and best practices specific to Conversations. Familiarity with this material will provide a more complete understanding of the scope of the work involved in implementing a custom Conversations application andwillhelp you increase the success of your Conversations program.

## Overview and business objectives

What is the purpose of the custom Conversations application, and why do you wish to use the Conversations API?

|  |  |
| --- | --- |
| Target property | *Replace with a name/description of the target property; ex. MyEcommerce.com, Sporting Goods R Us* |
| Planned use (website, mobile app, etc.) | *Replace with a short description of the custom application; ex. Mobile Application, eCommerce website* |

### Business goal(s) for custom development

*Replace with a list of goals*

### Driving factors

*Replace with a short description of driving factors*

### Key metrics

*Replace with a list of key metrics that will be used to measure the business goals*

## Project plan overview

### Timeline with major milestones

|  |  |
| --- | --- |
| Milestone | Date |
| Kick-off with Bazaarvoice team | *date: dd/mm/yyyy* |
| Design review with Bazaarvoice | *date: dd/mm/yyyy* |
| Bazaarvoice sigh-off and staging review | *date: dd/mm/yyyy* |
| Planned launch date | *date: dd/mm/yyyy* |

### Interim use of hosted solution

*If you plan to use the hosted display on an interim basis, while developing your customizations, replace with a short description*

## Technical objectives and team

What are your technical reasons for building a custom solution using the Conversations API?

*Replace with a short description of the technical reasons*

### Development team

Will an agency or other 3rd party provide assistance?

*Replace with a short description*

### Team roles

|  |  |  |
| --- | --- | --- |
| Name | Project role | Title / relationship |
| *ex. Jane Wilson* | *Project Lead* | *Web Dev Manager* |
| *ex. Jim Smith* | *UX Designer* | *Sr. Designer, X Design (agency)* |
| *ex. Paul Phoenix* | *Developer* | *Front End Developer* |
| *ex. Ken Masters* | *Developer* | *Back End Developer* |

## Design Approaches

Provide an overview of your implementation plan for the following features.

### Implementation plan / style

Most implementations follow one or more of these common styles (please select):

Simple, Low Volume Client: ex. widget, mobile application (limited requests)

Complex, High Volume Client: ex. full implementation (caching, server-side API Calls)

Data Integration: ex. analytics and reporting

### Overview of the architectural design

*Replace with a detailed overview of your design strategy, highlighting the style(s) used*

### Design suitability to goals

How does your planned design suit your goals?

*How will the design of your custom application help realise your buiness goals*

## Caching and data storage

### Caching strategy

How does your caching strategy impact (reduce) your usage demands?

*Replace with a description of your caching strategy*

**Related information**

* <https://developer.bazaarvoice.com/conversations-api/tutorials/display/caching>

### Which objects will be cached?

*Replace with a short description*

#### How often will your cache update?

*Replace with a short description*

#### What is your mechanism for Bazaarvoice to nullify your cache?

*Replace with a short description*

### Special considerations for application server (if applicable)

#### What application server technology will you be using?

*Replace with a short description*

### Special considerations for data integration strategy (if applicable)

The Conversations API should not be used for bulk data loading. If you require to load data in bulk, please consider using the [Standard Content Feed](http://knowledge.bazaarvoice.com/wp-content/conversations/en_US/Feeds/Standard_feeds.html) or the [Displayable Content Export](https://developer.bazaarvoice.com/displayable-content-export).

Will daily feeds be required to load the datastore on an ongoing basis, and are these updates sufficient for your data needs? (Note: Syndication data may not be available in the Standard Content Feed)

*Replace with a short description*

#### What is your chosen datastore?

*Replace with a short description*

#### Will APIs be used to supplement the feeds, and if so how?

*Replace with a short description*

## User experience design

### Where can mockups be reviewed?

*Replace with a short description; location of mockups*

## Features & best practices

It is in your best interest to support the following features. Special consideration should be given if a feature is ignored or delayed for a future release. Ignoring and/or delaying these features could have a significant negative impact on the success of your program.

### Custom / third party analytics integration

***Effort: Medium***

***Skillset: Technical***

Will a Third-Party Tag Manager be utilized?

*Replace with a short description of third party tag manager*

What events do you intend to track and why?

*Replace with a short description*

### Search engine optimization (SEO)

***Effort: High***

***Skillset: Technical***

SEO can have a strong influence on the success of your program. Your site may see a substantial uplift from ratings-driven search results.

How do you plan to ensure review content is indexable by search engines?

*Replace with a brief description of your SEO plan*

**Related information**

* <https://developer.bazaarvoice.com/conversations-api/tutorials/display/search-engine-optimization>

#### SEO markup framework

SEO markup frameworks are used to nest metadata within existing content on web pages. Search engines can then extract and process information based on the SEO markup.

It is important that you use a standarized SEO markup framework to identify product and content (reviews, questions, etc.) information. What type of markup do you intend to use?

Microdata

RDF

JSON-LD

**Related information**

* http://schema.org/docs/gs.html

#### SEO Considerations

|  |  |  |  |
| --- | --- | --- | --- |
| SEO consideration | Bazaarvoice recommendation | | Your answer |
| Are you using a well-known SEO vocabulary? | | [Schema.org](https://schema.org/) vocabulary. | *Replace with your answer* |
| How many reviews (or questions) are displayed on the product page? | | Eight on the initial product page load. | *Replace with your answer* |
| Is pagination enabled? | | Us pagination, with canonical tagging, to increase your product page’s SEO footprint | *Replace with your answer* |
| How many reviews (or questions) are listed on subsequent page loads? | | Show 30 per page after the user has indicated a desire to read more. | *Replace with your answer* |
| Is the page title and header adjusted to reflect pagination? | | Update the page title and heading when paginating. | *Replace with your answer* |
| Is the site optimized for mobile devices? | | Ensure that your site loads quickly for all devices to avoid penalties from search engines. | *Replace with your answer* |
| Should JavaScript be used to load content? | | Some search engines may index content loaded via JS with varying degrees of success, but content loaded in the source is still the most reliable. | *Replace with your answer* |

### Google Seller Ratings (GSR)

***Effort: Medium***

***Skillset: Technical***

Do you intend to use Bazaarvoice reviews to power your seller rating in Google AdWords?

*Replace with a short description*

**Related information**

* <http://knowledge.bazaarvoice.com/wp-content/conversations/en_US/Seller_ratings/Seller_ratings.html>

### Mobile and/or responsive design

***Effort: High***

***Skillset: Technical***

What is your plan to support users on mobile devices or non-desktop devices?

*Replace with a short description your responsive design plan*

### Post-interaction email (PIE) program

***Effort: High***

***Skillset: Technical***

Post-interactdion emails are sent to users who recently made a conversion on your site. For example, bought a product or signed up for a service. Our experience has shown that content volume can be dramatically increased by sending those users an email reminding them to write a review.

*Replace with a short description of your PIE plan*

### Accessibility

***Effort: Medium***

***Skillset: Technical***

What is your plan to support users with disabilities?

*Replace with a short description of your accessability plan*

**Related information**

* <https://www.w3.org/WAI/intro/accessibility.php>

### Internationalization and localization

Do you plan to support international users and multiple locals?

***Effort: High***

***Skillset: Technical***

*Replace with a short description of internationalisation and localization plan*

**Related information**

* <https://developer.bazaarvoice.com/conversations-api/tutorials/internationalization>
* <https://www.w3.org/International/questions/qa-i18n>

### Application security

Describe your plan to improve the security of your application

***Effort: Medium***

***Skillset: Technical***

*Replace with your application security plan*

**Related information**

* <https://www.owasp.org/index.php/Category:OWASP_Top_Ten_Project>

#### Cross site scripting (XSS) protection

Bazaarvoice makes no assumptions regarding the environment where Conversations data will be displayed (website, mobile app, spreadsheet, etc.). It is your responsibility to prepare Conversations content appropriately for the intended use.

*Replace with your XSS mitigation plan*

**Related information**

* <https://developer.bazaarvoice.com/conversations-api/getting-started/best-practices#escape-all-consumer-generated-content-to-protect-against-xss>

## Testing, maintenance and support

### Testing

What is your plan to test the application before deploying to production?

*Replace with a short description of your QA plan*

### Maintenance

What is your plan to maintain the application once it is deployed?

*Replace with a short description*

### End user (application) support

How will you support the users of your application?

*Replace with a short description*

### Support for future Conversations API versions

*How will you maintain the currency of your API interactions with Bazaarvoice and how often will you review the implementation?*

*Replace with a short description*

*Bazaarvoice will provide 12 months’ notice before deprecating any older version of the API. After such 12-month period, there will be no support or guarantee of any functionality for the deprecated version.*

### Support for future Bazaarvoice feature enhancements

How do you plan to integrate Bazaarvoice feature enhancements with your application?

*Replace with a short description*