General

Any offer click

The following happens when you click on an offer:

1. Open offer link in a new tab
2. When it is a coupon code:
    a. open popup, (see design) and show the coupon code.
    b. Copy the code to the clipboard of the pc
3. Show clicked state of the offer.

This has been copied for a big part from http://www.myvouchercodes.co.uk/clarks, so check that for real live examples.

Google+

As you might know, using the rel=publisher html markup, you can connect your Google+ account to articles you write on other websites. The rel=author html markup lets you point the specific author on your webpage that has written the article. These will be important features we want to implement on Kortingscode.nl.

For example:

1. Article written by Melissa Peters:
   http://fashionique.nl/fashion-ideeen-verzamelen/
2. With the meta data (line 52):
   <link rel="author" href="https://plus.google.com/u/0/112654408716212475634" />
3. Results in:
   https://www.google.nl/search?q=FASHION+IDEE%C3%8BN+VERZAMELEN&sugexp=chrome,mod=7&sourceid=chrome&ie=UTF-8
   You see the picture next to the article.

In money saving articles the rel=author tag has to be added to the meta data. The google+ link is available in the user profile.

Popularity formula

Offers that are sorted on popularity are done so by measuring the cumulative number of views the offer has gained in the past 4 days, divided by the number of days it has been online (VIEWS/DAYS ONLINE=POPULARITY). This is done by constantly looking at the past 4 days, not the entire period the offer has been online.

Social media share

- If shown on store page, all social media shares should link towards relevant store page
- If shown on article page, all media shares should link towards relevant article
- On all other pages were the link is shown, link towards homepage

Pagetypes

1. Right sidebar
   a. Content area middle left
   b. Sidebar where widgets are displayed on the right
2. Full Width

Types of Offers

Vouchercode

- Is valid until the end date that is connected to the offer
- Can be used by everybody
- Mouse-hover over shop logo shows the conditions of the discount.

Vouchercode – EXCLUSIVE

Same as voucher code plus:

- Has the label exclusive on the top right corner

Vouchercode – LIMITED USES

Same as voucher code plus:

- Has a limit of how many times the 'reveal code' button can be used.

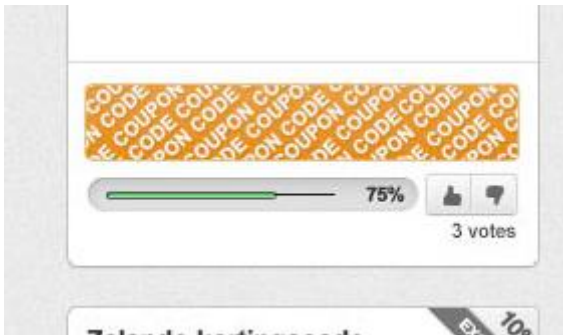## Vouchercode – MEMBERS ONLY

Same as voucher code plus:

- Can only be used by visitors who are logged in to their profile.
    1. If visitor is not logged in, show the design with the lock and show the sign up button instead of the code.
    2. If visitor is logged in, the vouchercode has the label members only in top right corner
- Mouse-hover over shoplogo shows the conditions of the discount.

Extended offer

- Has its own unique url
- If offer is still valid, show design according to coupon-extended.psd
- If coupon is expired and there is an alternative code (active code of shop, active code that has been connected as related store in CMS, or otherwise active code of shop in same category) show design according to coupon-extented-expired-alternative
    - Original URL is kept
    - Original H1 is kept and is now greyed out. Title of suggested offer is H2
    - Arrows are shown saying original title is now expired but there is a new suggestion
    - Show suggested alternative code.
    - The expired code design of the original offer that was on this page
    - The content of the offer is that of the offer that is now expired. This way, the SEO value of the page remains, while the visitor is presented a fresh new code.

Vouchercode – USER GENERATED

- Is uploaded by visitors of the website / logged in users.
- Has to be moderated and approved in the CMS before it shows on the front-end
- Is valid until the end date that is connected to the offer
- Can be used by everybody
- The succesbar is based on the number of votes . If it is +55% the bar shows green. If it is between 50%-55% the bar shows orange. If it is -50% success voted the bar shows red.
- When clicking on the negative/ positive thumb:
    1. Button becomes selected
    2. Votes increase by one
    3. Succes bar % decreases (100% in only positive, 0% only negative, divide the 2 and you get the success rate.) When success bar is more the 50% make it green, else red.
    4. Popup appears, see design.

Sale

Will not be used right now.