TDK Full Documentation

Introduction

Blackhawk Template Development Kit(TDK) is designed to enable Card Partners to customize the presentation of every eGift to deliver the best viewing experience to their customers.

This article is intended to assist engineers and designers with developing new HTML templates that are compatible with Blackhawk Network's eGift application. These standards are designed to promote accessibility, consistency and an enjoyable user experience while allowing for extensive customization.

Get Started

What you will get in the kit:

index.html – Contains all of the markup for your template.

images/ — Contains any images necessary to render your template. Branding, logos, etc.
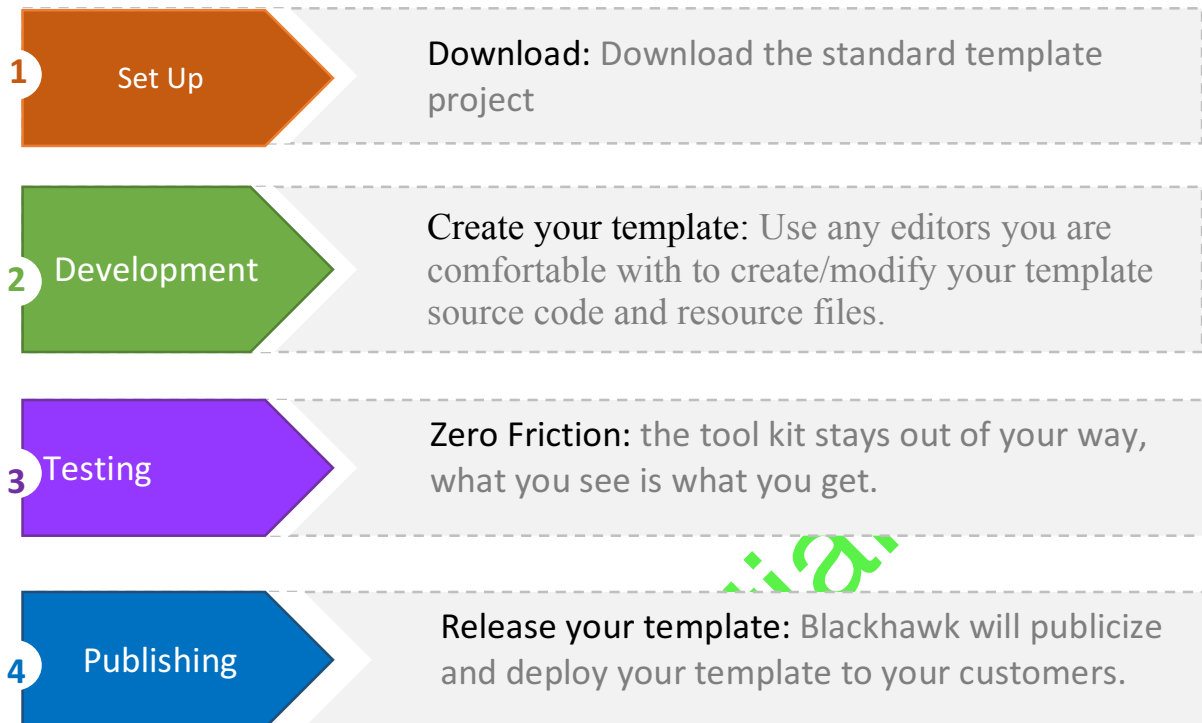
scripts/vendor— Contains any distributed JavaScript libraries your page depends on.

scripts/custom.js — Contains any JavaScript your template needs to run.

styles/base.css — Contains a modified version of the [Foundation framework](#) for websites. Provides a baseline for developing responsive, beautiful templates.

styles/custom.css — Contains any custom styles used by your template.

Workflow of the kit

1 Set Up	**Download:** Download the standard template project
2 Development	**Create your template**: Use any editors you are comfortable with to create/modify your template source code and resource files.
3 Testing	**Zero Friction:** the tool kit stays out of your way, what you see is what you get.
4 Publishing	**Release your template:** Blackhawk will publicize and deploy your template to your customers.

Structure of a Template

Our template markup is based on standards-compliant HTML 5, with a few proprietary frills thrown in. The eGift Template Starter Kit provides a pre-built directory in the correct structure and a barebones template that you can work from when developing your customizations and enhancements. The directory has the following structure:

```
├── styles/
│   ├── layout.css
│   ├── print.css
│   └── custom.css*
│
├── scripts/
│   ├── utils.js
│   └── custom.js*
│
└── index.html*
```

Files marked with asterisks are targets for customization by the end user. Other files provide a bare-bones structure to your template which you can build upon to achieve your branding and stylistic goals. It is important to maintain this directory structure when developing and deploying your custom template.

Design the HTML

The HTML you write in your custom template will be transformed by the server before it is displayed. It is important to understand how this works in order to ensure that your template is displayed consistently to the end user.
The design and structure of the eGift template should be familiar to anyone with experience on HTML development and web design. The eGift application allows you to provide your own styles and source images so that you can achieve the look and feel that best fits your brand.

Resource URLs

If your template needs to include external resources (those not included in the boilerplate template), make sure to place those files in the appropriate directory and reference them using *relative* rather than *absolute* URLs in your markup. For instance:

Bad

```
<img src="www.mysite.com/images/myimage.png">
```

Good

```
<img src="images/myimage.png">
```

Available Tags

Tag	Attributes	Purpose
bhn:data	• name - The name of any supported attribute.	To display domain model attribute data directly in the page that is presented to the end user.

```
<!-- Tags may be self-closing. -->
<span>To: <bhn:data name="eGift.to" /></span>

<!-- Tags can also have content for testing purposes. -->
<span>To: <bhn:data name="eGift.to">Test
User</bhn:data></span>
```

Tag	Attributes	Purpose
bhn:if bhn:not	• name - The name of any supported attribute. • value* - The value to use in the comparison.	Used to conditionally display content based on the presence or value of a domain model attribute.

```
<!-- Contents will not show if eGift.to is null or empty.  -->
<bhn:if name="eGift.to">
    <span>To: <bhn:data name="eGift.to" /></span>
</bhn:if>

<!-- Contents will show only if eGift.to is equal to "Bob". -->
<bhn:if name="eGift.to" value="Bob">
    <span>To: <bhn:data name="eGift.to" /></span>
</bhn:if>

<!-- Contents will show only if eGift.to is NOT equal to "Bob". -->
<bhn:not name="eGift.to" value="Bob">
    <span>To: <bhn:data name="eGift.to" /></span>
</bhn:if>
```

Tag	Attributes	Purpose
bhn:barcode	• width - The desired width of the barcode. • height - The desired height of the barcode.	Inserts a barcode image in its place. The type of the barcode is indicated by the product configuration details associated with the eGift.

```
<!-- May be used as an empty node. -->
<bhn:barcode />

<!-- May be used with content to display test image. -->
<bhn:barcode>
    <img src="/images/test-barcode.png" />
</bhn:barcode>


<!-- Both of these examples will render to the following. -->
<img src="/barcode?format=xxxxx" />
```

Tag	Attributes	Purpose
bhn:card-image	• .	Inserts an image tag containing the card image specified in the product configuration details.

```
<!-- Use as you would a normal image. -->
<bhn:card-image />

<!-- Or add a child image tag for testing purposes. -->
<bhn:card-image>
    <img src="/images/test-card.png" />
</bhn:card-image>
```

Tag	Attributes	Purpose
bhn:balance	• .	Inserts the current balance of the eGift with currency and number formatting indicated by the associated product configuration details.

```html
<!-- Use in-line to get the formatted card balance. -->
<span>Amount: <bhn:balance /></span>

<!-- May produce this... -->
<span>Amount: $30.00</span>

<!-- ...or this, depending on how the product is configured. -->
<span>Amount: £30.00</span>
```

Available Attributes

Attribute	Mandatory	Description	Max Length	Type	Tags
eGift Attributes					
giftFrom	N	EGift sender email address or person name	255	String	`<bhn:data name="eGift.giftFrom"/>`
giftTo	N	EGift receiver email address or person name	255	String	`<bhn:data name="eGift.giftTo"/>`
giftMessage	N	Gift message	255	String	`<bhn:data name="eGift.giftMessage"/>`
giftAmount	Y	Amount the gift card is worth	N/A	Decimal	`<bhn:data name="eGift.giftAmount"/>`
giftCurrency	Y	The three-letter representation of the currency associated with the eGift amount, e.g., USD	3	String	`<bhn:data name="eGift.giftCurrency"/>`

status	N	Status of the eGift. Can be, but not limited to ACTIVATE, CLOSED, and TEMPORARILY_SUSPENDED	12	String	`<bhn:data name="eGift.status"/>`
riskScore	Y	The risk score of the giftcard to provide distirbution partners to deter, investigate, prevent and act against fraud.		String	`<bhn:data name="eGift.riskScore"/>`
hasBeenViewed	N	Boolean to indicate if the eGift has been viewed. Will always be false on createEGift	N/A	Boolean	`<bhn:data name="eGift.hasBeenViewed"/>`
Account Information Attributes					
accountType	Y	Type of account(Open loop or close loop) Lenghth, name	Bhn		`<bhn:data name="account.accountType"/>`
accountNumber	Y	Account Number of the account (Card Number / Phone Number)	255	String	`<bhn:data name="account.accountNumber"/>`
activationAccountNumber	N	Number used to activate the account (card number or phone number)	255	String	`<bhn:data name="account.activationAccountNumber"/>`
securityCode	Y	Security Pin of an Account	255	String	`<bhn:data name="account.securityCode"/>`
barCodeValue	N	BarCode value of the card	255	String	`<bhn:data name="account.barCodeValue"/>`
additionalRedemptionData	N	Additional redemption data for the account	15	String	`<bhn:data name="account.additionalRedemptionData"/>`
balance	Y	Current Balance on the account	(19, 2)	BigDecimal	`<bhn:data name="account.balance"/>`

balanceAsOf	Y	Date and time for last successful balance inquiry.		Decimal	`<bhn:data name="account.balanceAsOf"/>`
currency	Y	Account currency (Format is based on ISO 4217 standard)	3	String	`<bhn:data name="account.currency"/>`
activationAmount	Y	Amount on account while activating	(19, 2)	BigDecimal	`<bhn:data name="account.activationAmount"/>`
activationTimestamp	Y	The date and time (UTC) when the account was activated		Date	`<bhn:data name="account.activationTimestamp"/>` yes- currently using egift created timestamp as acticated timestamp
activationLocation	N	Location of activation	255	String	`<bhn:data name="account.activationLocation"/>`
status	Y	Status of the account	12	AccountStatus	`<bhn:data name="account.status"/>`
expirationMonth	N	Expiration month of the account	12-Jan	Integer	`<bhn:data name="account.expirationMonth"/>`
expirationYear	N	Expiration year of the account		Integer	`<bhn:data name="account.expirationYear"/>`
expirationDay	N	Expiration day of the account	31-Jan	integer	`<bhn:data name="account.expirationDay"/>`
ProductLine Attributes					
RetailerName	Y	Name of productline	N/A	String	`<bhn:data name="product.retailername"/`
productLineStatus	N	The status of the product line. The possible values are in the Product Line Status enumeration.	N/A	Enum	`<bhn:data name="productLine.productLineStatus"/>`
accountType	N	The account type of the product line. The possible values are in the Account Type enumeration.	N/A	Enum	`<bhn:data name="productLine.accountType"/>`
locale	N	The two-character ISO 639-1 language	5	Locale	`<bhn:data name="productLine.locale"/>`

		code followed by the two-character country code, separated by an underscore, e.g., en_US			
productLineDescription	N	Description of the product line	1024	String	`<bhn:data name="productLine.productLineDescription"/>`
customerServicePhoneNumber	N	The customer service phone number	255	String	`<bhn:data name="productLine.customerServicePhoneNumber"/>`
customerServiceWebsite	N	The customer service website URI	255	String	`<bhn:data name="productLine.customerServiceWebsite"/>`
cardNumberLabel	N	The text that represents the card number in the card	255	String	`<bhn:data name="productLine.cardNumberLabel"/>`
notes	N	Any notes associated with the last update of the product line	255	String	`<bhn:data name="productLine.notes"/>`
pinRequired	N	Whether a PIN is required for cards of this product line	N/A	Boolean	`<bhn:data name="productLine.pinRequired"/>`
pinLabel	Y	The text that represents the pin number in the card	255	String	`<bhn:data name="productLine.pinLabel"/>`
termsandcoditions	N	The set of Terms And Conditions of the product line	N/A	Terms and conditions	`<bhn:data name="productLine.termsandconditions"/>`
redemptionWebsite	N	The website where a card can be redeemed	255	String	`<bhn:data name="productLine.redemptionWebsite"/>`
additionalDataLabel	N	The text of the additional data on the card needed for redemption	255	String	`<bhn:data name="productLine.additionalDataLabel"/>`
isBarCodeScanSupported	N	Whether barcode scan is supported for the product line or not	N/A	Boolean	`<bhn:data name="productLine.isBarCodeCcanSupported"/>`

Product Attributes					
productName	Y	Name of the product	255	String	`<bhn:data name="product.name"/>`
currency	N	Currcy of the product	N/A	Boolean	`<bhn:data name="product.currency"/>`
universalProductCode	Y	Universal Product Code(UPC) of the product	50	String	`<bhn:data name="product.universalProductCode"/>`
locale	N	The two characters ISO 639-1 language code and 2 characters for the country code (separated by an underscore). eg: en_US	5	Locale	`<bhn:data name="product.locale"/>`
productDescription	N	Description of the product	1024	String	`<bhn:data name="product.productDescription"/>`
isTaxable	N	Flag determining whether the product is taxable	N/A	Boolean	`<bhn:data name="product.isTaxable"/>`
notes	N	Any notes associated with the last update of the product	255	String	`<bhn:data name="product.notes"/>`
maxReloadAmount	N	The minimum amount that has to be re-loaded on a card.	N/A	BigDecimal	`<bhn:data name="product.minReloadAmount"/>`
isReloadable	N	Is the card reloadable.	N/A	Boolean	`<bhn:data name="product.maxReloadAmount"/>`
redemptionWebsite	N	The website where a card can be redeemed	255	String	`<bhn:data name="product.isReloadble"/>`
additionalDataLabel	N	The text of the additional data on the card needed for redemption	255	String	`<bhn:data name="product.redemptionWebsite"/>`
redemptionMode	N	This enumerated type captures the possible types of		Redemption Mode	`<bhn:data name="product.manualEntryFormat"/>`

		redemption for a card			
redemptionText	N	The Redemption Text for the product		RedemptionText	`<bhn:data name="product.redemptionMode"/>`
baseValueAmount	N	Base value amount of the product	N/A	BigDecimal	`<bhn:data name="product.track3Format"/>`
maxValueAmount	N	Maximum value amount of the product	N/A	BigDecimal	`<bhn:data name="product.baseValueAmount"/>`
isVariableValue	N	Indicates if the amount of the product is variable or fixed	N/A	Boolean	`<bhn:data name="product.isVariableValue"/>`
activationInstructions	N	Activation instructions of the product	2048	String	`<bhn:data name="product.activationInstructions"/>`
termsandcoditions	N	The set of Terms And Conditions of the product	N/A	Terms and conditions	`<bhn:data name="product.termsandconditions"/>`
onlineinstructrions	N	Instructions on how to redeem the eGift online	2048	String	`<bhn:data name="product.onlineInstructions"/>`
associateinstructions	N	Instructions for sales associate on how to redeem the egfit	2048	String	`<bhn:data name="product.associateInstructions"/>`
instoreinstructions	N	Instructions on how to redeem the eGift in store	2048	String	`<bhn:data name="product.instoreInstructions"/>`
barCodetype	N	This enumerated type captures the possible types of barcode types.	N/A	Barcode Type	`<bhn:data name="product.barcodetype"/>`
minmumReloadAmount	N	The minimum amount that has to be re-loaded on a card.	N/A	BigDecimal	`<bhn:data name="product.minReloadAmount"/>`

Notes:

AccountStatus
NEW, ACTIVATED, CLOSED

Redemption Mode

Enum Value	Description
BAR_CODE	Bar Code
MAGNETIC_STRIPE	Magnetic Stripe
NEAR_FIELD	Near Field
MANUAL_ENTRY	User Entered

Terms And Conditions

Name	Type	Max. Length	Mandatory	Description
id	String	26	N	The primary key for this entity.This is used only for internal purposes.
termsAndConditions	String	-	N	The terms and conditions of the product line
termsAndConditionsType	Terms And Conditions Type	-	Y	The type of terms and conditions

Terms And Conditions Type

Enum Value	Description
WEB	Web
EMAIL	Email
PHYSICAL	Physical

Redemption Text

Name	Type	Maxlength	Mandatory	Description
id	String	26	N	The primary key of the entity. This is used only for internal purposes.
text	String	8192	N	The redemption text instructs how to redeem a card
redemptionTextType	Redemption Text Type	-	N	The possible redemption text types available for the cards under this product &product line

Redemption Text Type

Enum Value	Description

REDEMPTION_INFORMATION	Redemption Information
IN_STORE_INSTRUCTIONS	In-store instructions
ON_LINE_INSTRUCTIONS	Online instructions
REDEMPTION_LINE_1	Redemption line 1
REDEMPTION_LINE_2	Redemption line 2
SALES_ASSOCIATE_INSTRUCTIONS	Sales associate instructions

Building a Template

Since the eGift template system is based upon well-formed XHTML, developers may implement their templates as they would any other static web page. Standard best practices still apply: style pages according to responsive design principles, maintain accessibility, optimize resources and keep your JavaScript footprint as small as possible.

To help with this, the template starter kit includes basic stylesheets (for both screen and print media) based on the Foundation 6 framework and a small collection of JavaScript support libraries including jQuery.

Customizing Templates

To maintain consistent behavior between all templates, please do not modify the following files: *layout.css, print.css, utils.js*.

The features they provide may be extended (or overwritten) by implementing the files *custom.css* and *custom.js*. You may also add additional CSS and JS files of your own design and include them as you normally would. If you do this, remember to use relative paths for source locations.

Technical Specifications

The following are Blackhawk Network's requirements of every eGift template created

Requirements / Suggestions	Required?	Example	Details
All image assets utilized must be @2x compatible (high resolution screen)	Yes	http://mashable.com/2013/05/22/convert-to-retina/#2dB_rjcDziqr	This ensures that on high resolution displays like the iPhone 4 + and Galaxy 4 +, the images appear clear and not pixilated.

iOS/Google Play Application ID's	Yes/Optional	Display native application download banners	This enables reminder banners intended to encourage downloading of the merchant's native application by eGift users. See right side of page here for example
ADA Compliant	Yes	ADA Compliance and Web Content Accessibility Guidelines	This meets our contractual requirements with Capital One and Chase to make sure the eGift is accessible by those who may have impared or no vision. ADA = Americans with Disabilities Act
Responsive for all appropriate device widths	Yes	http://mydevice.io/devices/#sortSmartphones	This ensures that all screen sizes (determined by pixels) can easily view the eGift without pinch/zoom. Scrolling however may be required, althoug the redemption elements (card number, PIN & Bar code)
Javascript, CSS minified for file size	Yes/Optional		Improves the page download speed and rendering of the eGift by reducing the file size of the total page.
Images optimized for minimum file size	Yes	https://slocumthemes.com/2015/03/smush-it-alternatives/	Improves the page download speed and rendering of the images associated with the eGift page by ensuring the images are saved in an optimal manner.
Do not contain advertising banner images or text	Yes	*Unless otherwise allowed per locale	Per Amazon requirements, the eGift must not have ad banners or text related to the purchase of Gift Cards on a merchants website or otherwise. Any content other than that related to the redemption and legal usage of the eGift is not permitted
Prints on one 8 1/2 x 11 inch page of paper	Yes		To ensure the entire eGift is printed on one sheet of paper to eliminate the terms and conditions (traditionally at the bottom) are not printed on a second sheet of paper, and to not waste paper.
Contains print.css file to reduce print size	No		This enables any eGift to be defined appropriately to print on 1 sheet of paper. This is optional if the eGift prints successfully on one page without the print.css asset.
Contains Merchant Terms and Conditions	Yes		A mandatory legal requirement of any eGift distributed by Blackhawk Network.
Contains Mandatory Account Details	Yes	Card Number, PIN, Activated Monetary Value, etc	Mandatory for a successful redemption
External Links are	Yes	Link must not be	Per Amazon.com contract, all links

only to merchant homepage or balance inquiry tool		directed at merchant online Gift Card sales portal	should be for servicing the eGift card for redemption or legal reasons. This should not enable the efficient purchase of a subsequent eGfit card from the merchant's website or other.
HTML 5 Compliant / Validated	Yes	https://validator.w3.org/	The eGift template must meet HTML5 standards and be successfully validated with the W3C.
Contains redemption instructions	Yes		The eGift template must contain in plain text the redemption instructions to enable redemption in-store, online or other (wherever redemption may take place)