**Style Adviser Technical Overview**

**Summary**

The Style Adviser service is made up of several parts:

* A set of pages hosted within an iframe. These pages allow users to sign up and view style advice (recommendations, style guide, outfits etc.).
* A set of widgets that can be embedded into other pages.
* A weekly style advice email service

We build and host the application that provides these components in accordance with designs you supply. We supply a set of Photoshop files containing a generic version to serve as a base for your design. In general modifications to format and presentation are possible but not to the underlying structure.

**Prerequisites**

**Domain Names**

These should be subdomains of the site the Style Adviser is integrated with, for example dressipi-production.example.com.

**SSL certificates**

The Style Adviser can be accessed over http, https or both. SSL certificates are required if you wish to embed the Style Adviser or any of its widgets within a secure page.

**Product feed**

We need access to a feed of all the products in scope for the project.

**Past purchase data**

This assists sizing predictions and recommendations.

**Browser/Device Support Policy**

What devices/browser versions should be supported? Is the mobile site a separate set of pages or is the site responsive?

**Test enviroment**

It is very useful to have a test environment in which the integrations can be tested, particularly the widget and the iframe resizing javascript. We will typically release to our test servers multiple times during the development process.

**Integration points**

**Iframe host page**

This is usually a single page on your site that embeds the Style Adviser application. We provide a javascript snippet to place on this page that allows the iframe to resize itself.

We can usually emit events for whichever analytics platform used so that you have visibility into activity on the Style Adviser pages (we also provide reports on signup activity separately).

We can usually integrate with existing functionality such as showing products in lightboxes if required.

**Product Feed**

At a bare minimum the product feed must contain:

* a unique identifier for the product. We must be able to match this identifier with what is used in past purchase data
* name, pricing, brand & availability (brand is optional for single brand retailers)
* link to a product page
* link to an image
* any other information that will need to displayed on site (for example previous selling price)

It is useful for it to contain

* category information
* whether a set of products are colour variants of each other
* non subjective information such as material composition
* brief description

In order to provide accurate recommendations we need to know detailed feature data for each item, however we perform that annotation ourselves - it does not need to be in the feed.

In production we typically reprocess feeds on a daily basis, however during the development phase ad hoc updates are acceptable. We are happy to reprocess more often or call a separate API if more frequent availability / pricing updates are required.

We expect the daily feed processing to work from a full feed however we can work with deltas for intraday updates.

**Email**

The Style Adviser sends two sorts of emails: transactional and weekly style advice emails

**Transactional emails**

These are sent in response to a user action (signing up, password resets etc). Typically we use an API provided by your email provider that allows us to send these emails. You remain in control of the design and copy of these emails.

**Weekly Style Advice emails**

These are sent on a weekly basis and contain a selection of recommended garments for each user, based on a theme (our style team will work with the appropriate team to determine these themes ahead of time). Typically we produce a file containing the week’s recommendations (one row per subscribed customer) and send this to you. We are otherwise not involved in the delivery of these emails. We are flexible when it comes to the format of this file, as long as all the product attributes required can be found in the product feed.

**Widgets**

There are currently 3 widgets available:

* The sizing widget displays a recommended size. It also provides a signup call to action.
* The outfits widget displays related products, either because they are similar to the current product or because together with the current product they form an outfit.
* The saved search widget allows a subset of the user’s recommendations to be displayed outside of the Style Adviser pages. The user sees garments that matched the saved search that are the most recommended to the user. These saved searches are executed against the Dressipi-held metadata and so can reference our features.

The integration steps are similar in each case:

* Load the Style Adviser widget loader javascript (this is small, cacheable and has no dependencies) from our CDN
* Call the appropriate entrypoint.

The parameters passed vary according to the widget type but include:

* a DOM element that the widget should be inserted into
* for the sizing and outfits widget, a product code (this must be matchable to the data in the product feed)

The widget loader inserts an invisible iframe into the page and loads the content into the iframe. The iframe is only made visible once it has loaded successfuly.

**Accounts**

For simplicity users save their style profile by entering a username and password.