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LINK Cartridge Implementation Project

Technical Specification Document

Lyons Consulting Group

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Summary

The TurnTo® LINK integration makes the process of deploying TurnTo® on your site painless. This LINK integration features:

- Catalog Export
- Average SKU Feed
- Content Feed Search
- Transactional Feeds

This LINK integration contains a cartridge with JS Controller for exporting catalog and order information. Once the cartridge is deployed, these controllers are used to setup background jobs that automate the synchronization of data with the TurnTo® system.

The cartridge also contains a controller that can be included on the on the product page which allows you to statically embed the TurnTo® Q&A and Reviews functionality.

Finally, the cartridge contains a controller that sets up TurnTo's full-page Checkout Chatter™ feature. This feature allows site visitors to see what people are buying and why.

It is assumed that anyone installing this LINK integration is an existing TurnTo® customer.

Functional Overview

The TurnTo® LINK integration consists of five components. The historical order component exports historical customer orders to a file in a TurnTo® defined format. The catalog feed component periodically sends a feed to TurnTo® containing the entire product catalog. The Q&A component allows for including the TurnTo® Q&A module statically on the product page. The Reviews component allows for including the TurnTo® Reviews module statically on the product page. Finally, the last component configures a new page for viewing the full-page Checkout Chatter® feature.

The historical customer order export is a job that is setup to run only once. The exported file can then be manually uploaded to the TurnTo® system. This data allows TurnTo® to determine which customers have previously purchased products.

The catalog feed keeps TurnTo® up-to-date with any changes to your catalog. It is setup to run twice a day.

The Q&A component allows you to statically include TurnTo® questions and answers on your product page by simply including a template.

The Reviews component allows you to statically include TurnTo® reviews on your product page by simply including a template.

The Checkout Chatter® component allows you to easily setup a webpage to display to customer what other customers are buying and why. The layout of the page is pinboard-style.

Core Cartridge

Requirements

#	Title	User Story	Priority	Notes
1	Scope	Re-architect to JavaScript controllers model and ensure existing pipelines can be used for older architected sites. Ability to configure TurnTo components within Business Manager • Q&A • Reviews • Visual Reviews • Checkout Comments	Must Have	
2	Core Cartridge Includes	• Configure TurnTo components within Business Manager • Site key and authorization key • Enable each content type and how it renders (static | dynamic embed) • Customers can enable applicable widgets based on the content types they've enabled • Customers can enable individual widgets and set basic preferences	Must Have	
3	Site Search	Allow Demandware to process UGC feed to allow the textual content to appear in full site search. Reviews and Q&A will need to be indexed for global site search	Must Have	

Architecture

Trigger:	
Transport:	

Developer Notes	**TurnTo Developer's Portal: http://developers.turnto.com/** **OAuth** TurnTo uses the OAuth 2.0 Bearer token mechanism to secure most API requests. You can use the '/v1/oauth2/token' endpoint to obtain the Bearer token using your site's siteKey and authKey which you can copy from your site's settings area at www.turnto.com.The Bearer token that's returned in the response has to be included with every request to the API as part of the value of an 'Authorization' request header: Authorization: Bearer R85lEKIvpTrQaNNBJoUtHRQuuaTjALtXwya Your site can only have one valid API access token at a time.As required by OAuth 2.0, every request must be made over SSL (HTTPS). If a request is made over HTTP, the API will return a 403 response error.Resource URL https://api.turnto.com/v1/oauth2/token **Request** Headers Content-Type: application/x-www-form-urlencoded Body client_id=[yourSiteKey]&client_secret=[yourAuthKey] &grant_type=client_credentials **Response** Headers Content-Type: application/json;charset=UTF-8 Body {"token_type":"bearer","access_token":"R85lEKIvpTrQ aNNBJoUtHRQuuaTjALtXwya"} The Static Embed Set-up type supports SEO indexing of your UGC. Insert turnToConfig into <head> of document. • For Q&A static embed the setting, setupType should be set to: "staticEmbed". • For Reviews static embed, the reviewsSetupType should be set to "staticEmbed".
Metadata	Site Preference

ID	Name	Description	Type
turntoSiteKey	Site Key	To request an access token which can then be used to authorize subsequent requests to the API	String
turntoAuthKey	Auth Key	To request an access token which can then be used to authorize subsequent requests to the API	String
turntoStaticURL	Static URL	ex: static.www.turnto.com (no http:// or https://, or trailing slashes)	String
turntoURL	URL	ex: http://www.turnto.com (no http:// or https://, or trailing slashes)	String
turntoQAEnable	Q&A	Enable Q&A in Teaser and Widget on the Product Detail Page	Boolean
turntoReviewsEnable	Reviews	Enable Reviews in Teaser and Widget on the Product Detail Page	Boolean
turntoVisualGalleryEnable	Visual Content Gallery Row Widget	Enable Visual Content Gallery Row Widget on Product Detail Page	Boolean
turntoVisualPinboardEnable	Visual Content Pinboard	Enable Visual Content Pinboard	
turntoCommentsCaptureEnable	Checkout Comments Capture Widget (on Order Confirmation)	Enable Checkout Comment Capture Widget on the Order Confirmation Page	Boolean
turntoCommentsPinboardEnable	Checkout Comments Pinboard	Enable Checkout Comments Pinboard	Boolean
turntoCommentsPDPEnable	Checkout Comments Display Widget (on PDP)	Enable Checkout Comments PDP Widget on the Product Detail Page	Boolean
turntoSetupTypeQA	Setup Type Q&A	Q&A None/Static Embed (staticEmbed)/Dynamic Embed(dynamicEmbed)	Enum of Strings
turntoSetupTypeRR	Setup Type Ratings & Reviews	Ratings & Reviews None/Static Embed (staticEmbed)/Dynamic Embed(dynamicEmbed)	Enum of Strings
turntoCSSOverwrites	CSS Overwrites	Customizing widgets using CSS overwrites. Colors, fonts, font sizes, line weights, padding, etc. can all be customized.	Boolean
turntoTimeout	Web services Timeout	7000	Integer
turntoOrderConfFlowPauseSeconds	Order Confirmation Flow Pause (in seconds)	This is the number of seconds to pause before launching the Overlay Comment Capture. ex: 3	Integer
~~turntoFloatingTeaserStyle~~	~~Floating Teaser Style (in seconds)~~	~~ex: 2~~	~~String~~
turntoJSFeed	Javascript Feed (on Order Confirmation)	Enable Javascript Feed for capturing order data, on Order Confirmation Page	Boolean
turntoVersionNumber	Turnto Code version	This number will replace the version number in the JS script URLs ex: tt.src = document.location.protocol + "//static.www.turnto.com/traServer4_3/trajs/" + turnToConfig.siteKey + "/tra.js"; ex: <script type="text/javascript" src="//static.www.turnto.com/sitedata/<YOUR SITE KEY HERE>/v4_3/${TTpid}/d/itemjs"></script>	String
turntoCategoryReviewTeaserEnable	Category Review Teaser	Enable Review Teaser on the Category and Search Pages	Boolean
turntoCategoryCommentTeaserEnable	Category Comment Teaser	Enable Comment Teaser on the Category and Search Pages	Boolean
turntoMobileLandingTitle	Turnto Mobile Landing Title	The title of the Mobile Landing page.	String

Product

ID	Name	Description	Type
turntoAverageRating	TurnTo Average Rating	Average TurnTo rating score for the product	String
turntoReviewCount	TurnTo Review Count	Number of reviews for the product	Integer
turntoRelatedReviewCount	TurnTo Related Review Count	Number of related reviews for the product	Integer
turntoCommentCount	TurnTo Comment Count	Number of comments for the product	Integer
turntoUserGeneratedContent	TurnTo User Generated Content	User Generated Content for the product, imported from the feed	Text
turntoDisableCategoryCommentTeaser	TurnTo Disable Category Comment Teaser	Disables the number of buyer comments for this product on the category and search pages	Boolean
turntoDisableCategoryReviewTeaser	TurnTo Disable Category Review Teaser	Disables the number of reviews for this product on the category and search pages	Boolean

Volume / Frequency	As needed
Timeout Setting	3000ms

Ratings and Reviews

Requirements

#	Title	User Story	Priority	Notes
1	PLP Rating Average on product tiles	An average rating(number of stars) is displayed below products on the PLP in browse and when products are shown on a PLP in browse and search results. The number of ratings that have been successfully submitted for the product is shown next to the rating average.	Must Have	a. How is the average rating calculated (if at all) for master/variant products? b. Should business users have an option to conditionally show/hide reviews per product/category/etc. If so, what are the options to do so?
2	Ratings teaser on the PDP	The Ratings Teaser will display the average rating for the item and links to launch the widget to either browse reviews or write one. Sample:	Must Have	
3	Ratings & Reviews widget:	• The R&R widget is launched after the user has clicked a link from the Teaser or, in cases of an embedded installation, the user has opened the tab or scrolled to the widget.	Must Have	
3.1	**Ratings & Reviews widget:** Ratings Summary and Search	The summary section displays the average rating, ratings distribution, ratings subdimensions and the Write a Review button. The search box pulls possible matches from reviews, questions and knowledgebase articles	Must Have	
3.2	**Ratings & Reviews widget:** Individual Reviews	A series of individual reviews are displayed below the ratings summary. Each Review consists of: • Overall Rating • Sub-Dimension Ratings / Ranges • Review Title • Review Body • Visual Content NEW • Date of Review • Submitter's Name • Submitter's Profile Attributes • Submitter's Purchase Credential • Store Response A *Flag as Inappropriate* link for reporting abusive submissions is displayed.	Must Have	voting on reviews can be positive or negative a. What is the expected behavior when selecting the "Flag as inappropriate" link?
4	Write a review	The Write a Review form appears as an overlay for desktop and larger tablet devices (regardless of embedded width). For smaller touch and tablet devices, it appears in a new window within the mobile landing page. On desktop the custom rating dimensions, if setup, appear below the 'Attach Media' buttons. On mobile those dimensions appear on a separate screen after Visual Content is solicited. This is a setting in Turnto setup and it does not require additional integration in Commerce Cloud. The shopper profile fields and which ones are required (below the horizontal rule) can be configured in Site Settings.	Must Have	
5	Share media	Users can attach up to five images or videos to their review or as standalone media associated with the product.	Must Have	

Architecture

Trigger:	

Transport:

Developer Notes

Page Location	TurnTo Display Features/Widgets	Description
PDP	PDP Teaser	Lives directly below product title, anchor links to reviews, Q&A, or checkout comments widgets for this sku
PDP	Category Teaser	For each product, promotes and links directly to PDP review, Q&A, and / or checkout comment widgets for that sku
Mobile Landing Page	Lives on its own unique landing page	A landing page container that displays certain TurnTo screens for mobile users. The mobile landing page is required for all Turn implementations

Static Embed Reviews Widget

File to be modified: storefront/cartridge/templates/default/components/header/htmlhead.isml

```
<iscomment>Include TurnTo</iscomment>
<isscript>
   TTpid = null
   if(pdict.Product != null)
   {
   TTpid = pdict.Product.isVariant() ? pdict.Product.masterProduct.ID :
pdict.Product.ID;
   }
</isscript>
<script type="text/javascript"><!--
     var TurnToItemSku = "${TTpid}";

//--></script>
<script type="text/javascript"><!--
if(document.location.href.indexOf('orderconfirmation') < 0){
   var turnToConfig = {
       siteKey: "YOUR SITE KEY HERE",
         localProxyUrl:"${URLUtils.absStatic('/tra/turntoproxy.html')}",
       setupType: "staticEmbed",
       /* Optional: Only needed if you intend on using reviews */
       reviewsSetupType: "staticEmbed",
       iTeaserFunc: staticItemTeaserDisplay,
       /* Optional: Only needed if you intend on using reviews */
         reviewsTeaserFunc: staticReviewsTeaserDisplay
   };
   (function() {
       var tt = document.createElement('script'); tt.type = 'text/javascri
tt.async = true;
       tt.src = document.location.protocol +
"//static.www.turnto.com/traServer4_3/trajs/" + turnToConfig.siteKey +
"/tra.js";
        var s = document.getElementsByTagName('script')[0];
s.parentNode.insertBefore(tt, s);
   })();
}
//--></script>
<script type="text/javascript" src="//static.www.turnto.com/sitedata/<YOUR
SITE KEY HERE>/v4_3/${TTpid}/d/itemjs"></script>
<link href="${URLUtils.staticURL('/css/turnto.css')}" type="text/css"
rel="stylesheet" />
```

File to be modified: templates/default/product/producttopcontent.isml

```
<isinclude template="product/components/turntoreviews"/>
```

The css for the TurnTo widget is in int_turnto/cartridge/static/default/css/turnto.css

Category Landing Page Teaser

On the category listing page, add '&ttdeeplink=X', where X is 'reviews', 'qa' or 'comments', to the end of the current link instead of #TurnToReviewsContent.
So this current link:
http://turntonetworks01-tech-prtnr-na02-dw.demandware.net/s/SiteGenesis/charcoal-single-pleat-striped-wool-suit/25686364.html?lang=default&dwvar_25686364_color=CHARCWL&cgid=men
Would become
http://turntonetworks01-tech-prtnr-na02-dw.demandware.net/s/SiteGenesis/charcoal-single-pleat-striped-wool-suit/25686364.html?lang=default&dwvar_25686364_color=CHARCWL&cgid=men
To deep link to Q&A use ttdeeplink=qa.
To deep link to the Checkout Chatter PDP widget use ttdeeplink=comments
Then on the PDP add this Javascript snippet:

```
<script type="text/javascript">
 // NOTE: requires jquery. using load() instead of ready() to make sure al
the elements are laid out on the page before scrolling. could probably use
ready() for static embed
 $(window).load(function() {
 var elemIds = {'reviews': '#TurnToReviewsContent', 'qa': '#TurnToContent'
'comments': '#TurnToRecentComments'};
 if(window.location.href && window.location.href.indexOf('ttdeeplink') !=
{
 var rslt = window.location.href.match(/ttdeeplink=(reviews|qa|comments)/)
 if (rslt.length > 1) {
 var elemId = elemIds[rslt[1]];
 // scroll down to the element
 $("html, body").animate({ scrollTop: $(elemId).offset().top}, 500);
 }
 }
 });
</script>
```

Metadata

Product Custom Attrbiute

ID	Name	Description	Type	Object
turntoAverageRating	turnto Average Rating	The value of this attribute is to be used to display the star ratings in the PLP	integer	Product

Volume / Frequency

As needed

Timeout Setting

3000ms

Q&A

Requirements

#	Title	User Story
1	Q&A Teaser	The Q&A teaser accepts user input which pre-populates the Q&A widget and searches for Instant Answers when the user clicks Submit. U may also launch the Q&A widget from the teaser by clicking "Browse x questions and y answers" text link. Ask a Question | See 23 Questions, 38 Answers
2	**Q&A Widget:** Search and Submit	• Users enter question text or keywords and the system responds in real-time with Instant Answers. • This area expands vertically and pushes down the browse area to accommodate Instant Answer results. From this area, the user can drill down on specific questions or submit a new question. The Search and Ask area provides users with the ability to search, drill down on questions, reviews, and knowledgebase articles, as well as submit new questions to the system. • Default - Shows call to action and instructional text. • Click/Tap into Search - Instructional copy disappears and searches begin running against the user input. • No Results - Shown if the populated input box generates no results. • Results - Shows list of questions, reviews, and knowledgebase articles that may be a match
	Q&A Widget: Questions that need answers modal	• This modal is displayed in either in an overlay or a new browser window depending when the user clicks the 'Questions that need ans link at widget top right. • Requires authentication to display.
2.1	**Q&A Widget:** Search and Submit - Drill Down	• When a user clicks/taps on a possible match to their question in the results, the view will refresh with the details of the question, reviev article. • The user can return to results by selecting the "Back" button or they can proceed to submit a question using the "Submit New Questio button.
2.2	**Q&A Widget:**Q&A teaser	If both the R&R and Q&A teasers are enabled in Business Manager then the combination teaser should be implemented as documented h ttps://turnto.zendesk.com/hc/en-us/articles/207959326-Q-A-and-Reviews-Displaying-the-Q-A-Teaser-and-Reviews-Teaser-on-the-same-lin This includes some logic that displays alternate link messaging when there are no R&R or Q&A to display for that product (e.g. 'Be the first write a review', 'Be the first to ask a question') Q&A: 1. Q&A Teaser: If only Q&A is enabled in Business Manager this is the Q&A teaser version to be implemented: https://turnto.zendesk hc/en-us/articles/208272843-Q-A-Custom-Item-Teaser-Launching-Widget-From-Under-a-Tab-4-3
3	**Q&A Widget:** Browse Q&A - General	The Browse Q&A section displays questions that have already been asked about the products or product category of the parent page. For example, if the widget is opened from a product detail page, this area displays questions already asked about the product and similar items If the widget is opened from a product category page, this area displays questions already asked about the category.
3.1	**Q&A Widget:** Browse Q&A - Header	The header displays the total number of questions and answers for the item or category for the current page. This area also contains controls for sorting and hiding questions and answers below.
3.2	**Q&A Widget:** Browse Q&A - Checkout Chatter	• Checkout Chatter - The first block of content shown is a question from the store stating "Why did you choose this?" The answers show Checkout Chatter comments collected from shoppers at the time of checkout for the current item. • Checkout Chatter comments will display (if feature is enabled) first in the browsing area of the Q&A widget. • By default, four comments will be shown with the option to expand to view more. • Chatter comments appear in two columns for wide displays and one column for smaller screen widths.
3.2.1	**Q&A Widget:** Browse Q&A - Checkout Chatter Social Questions	• After Checkout Chatter, social questions about the product featured on the current PDP are shown. If on a category page, the questio will be for the current product category. • By default, the widget displays the best answer with the question. Clicking/tapping "Read All X Answers" animates the question to exp all the answers. The Best Answers appears first in the list of answers.

3.3	**Q&A Widget:** Current Item Questions	This block contains questions that are associated with the current item (or category, if running on a category page)
4	**Q&A Widget:** Question submission	When a shopper clicks/taps “Submit New Question”, the view updates to show wrap up tasks for their question. Question Type - If enabled, shoppers can assigned their question to one or more SKUs or they can choose to assign the question to genera topic which is based on the product tree in your provided feed. Add Items - When the “+” button is selected, a search tool appears which gives the shopper access to your active catalog products. Selecti products in the results area, adds them to to the question above. When done, the user selects “X” to close the item picker.
5	**Q&A Widget:** Attachments	Shoppers have the ability to attach additional items from the store catalog to both questions and answer submissions. If there are too many items to display at any given viewport/breakpoint, based on the width of the widget and constraints of a mobile device arrows appear that facilitate scrolling.
6	**Q&A Widget:** Ad ding answers	Users that are browsing Q&A can click “Add Answer” to make an answering area appear. It provides them with the ability to write an answer and attach other products from the catalog as reference. Attaching items from the catalog is not available to users accessing the widget from a smartphone device held in portrait orientation.
7	Email answer form	This form could be rendered in an modal or on a landing page. Customers can customize outer template when used on a landing page. There are no question controls in this form view. There is also no Cancel button.
8	Email thank form	This can be rendered in a modal or on a landing page. Customers can customize outer template when used on a landing page. “Read All x Answers” / “x Answers” expands to show all other answers including Best Answer below the grey box.
9	Email: see all answers modal	• This modal can be rendered in a modal or on a landing page. Customers can customize outer template when used on a landing page. • Opens with all answers open below the grey box. No question controls are shown. Answer voting allows one answer to be chosen.

Trigger:	
Transport:	
Developer Notes	

Page Location	TurnTo Display Features/Widgets	**Description**
PDP	PDP Teaser	Lives directly below product title, anchor links to reviews, Q&A, or checkout comments widgets for this sku
Mobile Landing Page	Lives on its own unique landing page	A landing page container that displays certain TurnTo screens for mobile users. The mobile landing page is required for all TurnTo implementations

Static Embed Q&A Widget

File to be modified: storefront/cartridge/templates/default/components/header/htmlhead.isml

```
<iscomment>Include TurnTo</iscomment>
<isscript>
   TTpid = null
   if(pdict.Product != null)
   {
   TTpid = pdict.Product.isVariant() ?
pdict.Product.masterProduct.ID : pdict.Product.ID;
   }
</isscript>
<script type="text/javascript"><!--
     var TurnToItemSku = "${TTpid}";

//--></script>
<script type="text/javascript"><!--
if(document.location.href.indexOf('orderconfirmation'
) < 0){
   var turnToConfig = {
       siteKey: "YOUR SITE KEY HERE",

localProxyUrl:"${URLUtils.absStatic('/tra/turntoproxy
.html')}",
       setupType: "staticEmbed"

   };
   (function() {
       var tt = document.createElement('script');
tt.type = 'text/javascript'; tt.async = true;
       tt.src = document.location.protocol +
"//static.www.turnto.com/traServer4_3/trajs/" +
turnToConfig.siteKey + "/tra.js";
        var s =
document.getElementsByTagName('script')[0];
s.parentNode.insertBefore(tt, s);
   })();
}
//--></script>
<script type="text/javascript"
src="//static.www.turnto.com/sitedata/<YOUR SITE KEY
HERE>/v4_3/${TTpid}/d/itemjs"></script>
<link href="${URLUtils.staticURL('/css/turnto.css')}"
type="text/css" rel="stylesheet" />
```

File to be modified: templates/default/product/producttopcontent.isml

```
<isinclude template="product/components/turntoqa"/>
```

The css for the TurnTo widget is in int_turnto/cartridge/static/default/css/turnto.css

Metadata

	Name	Description	Type	Object

Volume / Frequency	As needed
Timeout Setting	3000ms

Checkout Comments

Requirements

#	Title	User Story	Priority	Notes
1	Checkout comments form	The Checkout Comment Capture widget appears on a site's order confirmation page. Users can choose to submit comments or close the overlay or embedded window	Must Have	
2	Checkout Comments Pinboard	The Checkout Comments Pinboard is responsive for both mobile and desktop displays. It displays: • A product image • Product name • The checkout comments associated with the product that can fit within the tile. (Comments are appended with a "..." if they exceed the tile real estate) • A first name and last initial of the comment author • The amount of time that has elapsed since the comment was submitted	Must Have	
3	Pinboard Teaser	CC Pinboard Teaser, living on store home or category (product directory) page, that drives traffic to the pinboard landing page. Customer config to enable the teaser on one or more category pages. ZD documentation here https://turnto.zendesk.com/hc/en-us/articles/211770063-Checkout-Comments-Pinboard-Teaser-4-3	Must Have	
4	PDP comments widget	A widget can be displayed on the PDP which includes • The checkout comments associated with the product that can fit within the tile. (Comments are appended with a "..." if they exceed the tile real estate) • A first name and last initial of the comment author • The date on which the comment was submitted 480px - 736px	Must Have	
5	Modal/ Embedded window configuration	Checkout Comments 1. Customers can configure the comment capture widget to display as either embedded or overlaying the order confirmation page. Please see https://turnto.zendesk.com/hc/en-us/articles/208258993-Comment-Capture-Widget-4-3 for more detail and instructions.		

Trigger:	
Transport:	

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Developer Notes

Page Location	TurnTo Display Features/Widgets	**Description**
Order confirmation page	Comment Capture Form	Prompts user to submit checkout comments (why did you buy this?)
PDP	PDP Teaser	Lives directly below product title, anchor links to reviews, Q&A, or checkout comments widgets for this sku
PDP	Checkout Comment PDP Widget	Above the fold unit showcasing Checkout Comments for this sku
PDP	Category Teaser	For each product, promotes and links directly to PDP review, Q&A, and / or checkout comment widgets for that sku
Lives on its own unique landing page	Checkout Comments Pinboard	Unit showing submitted checkout comments for one or more skus and/or product categories
Store home or category / product directory page	CC Pinboard Teaser	Widget meant for home or landing pages that drives traffic to the pinboard landing page

Dynamic Comments Widgets

Checkout Comments Capture Widget

This can be enabled within the Site Preference. The number of seconds to pause before launching the Overlay Comment Capture is also set in Site Preference.

Checkout Comments PDP Widget

Place the following code into the head of your page, replacing "YOUR SITE KEY HERE" with your actual site key and "YOUR SKU HERE" with the SKU or Category of which you want to display comments:

```
<script type="text/javascript">
var TurnToChatterSku = "YOUR SKU HERE";
var turnToConfig = {
siteKey: "YOUR SITE KEY HERE",
};
(function() {
var tt = document.createElement('script'); tt.type =
'text/javascript'; tt.async = true;
tt.src = document.location.protocol +
"//static.www.turnto.com/traServer4_3/chatterjs/" +
turnToConfig.
siteKey + "/turnto-chatter.js";
var s = document.getElementsByTagName('script')[0];
s.parentNode.insertBefore(tt, s);
})();
</script>
```

Place an element with the id of "TurnToChatterContent" in your page where you would like widget to appear. The content will be dynamically inserted into the element.

```
<div id="TurnToChatterContent"></div>
```

The css for the TurnTo widget is in int_turnto/cartridge/static/default/css/turnto.css

Metadata

	Name	Description	Type	Object

Volume / Frequency

As needed

Timeout Setting

3000ms

Visual Reviews

Requirements

#	Title	User Story	Priority	Notes
1	Share media	Users can link to a "share media" page to upload visual content to associate with a specific product Shoppers can select a tab to review existing or add new: • Image files • Video files Users can attach up to a quantity of five images or videos to their review or as standalone media associated with the product. Users can remove attached files After submitting added files, users can add captions per file After adding files, users can also elect to add • A 1-5 star review • Review comments (text box) • Review title • Sliders to indicate the customer's evaluation of certian qualities of the product (like "fit" for apparel: Too tight/just right/too loose) • Choice questions (IE: Yes/no) Users can choose to skip or submit the review After submitting or skipping a review, users can review other products to review or select an option to edit their profile	Must Have	
2	Media Review	Uploaded media will be embedded within the customer review. Clicking on the media will surface a larger view either in an overlay or embedded depending on viewport size. (see ratings and reviews)	Must Have	
4	PDP Widget	Uploaded media is also embedded above the fold on the Product Display Page in the Customer Gallery widget. Clicking on the media will surface a larger view either in: • an overlay (Desktop/Laptop) or • embedded (Mobile/Tablet) depending on viewport size. Customer Gallery Documentation: https://turnto.zendesk.com/hc/en-us/articles/207702936-Visual-Content-Gallery-Row-Widget	Must Have	Confirm breakpoint behavior
5	Visual Content Pinboard	Users have access to a responsive standalone Visual Content widget that showcases customer visual content across one or more categories and/or SKUs. VC Pinboard Documentation: https://turnto.zendesk.com/hc/en-us/articles/210589443-Visual-Content-Pinboard-4-3	Must Have	~~Confirm if included:~~ ~~Pinboard Teaser - A responsive widget for your home and category pages showing off your customers best visual content and driving traffic to the Visual Content Pinboard.~~ Confirmed

Trigger:	
Transport:	
Developer Notes	

Page Location	TurnTo Display Features/Widgets	**Description**
PDP	Gallery Row Widget	Above the fold unit showcasing submitted visual content for this sku
Lives on its own unique landing page	Visual Content Pinboard	Unit showing submitted visual content for one or more SKUs and/or product categories

Dynamic Visual Reviews
Visual reviews widgets builds on your existing Reviews installation

Visual Content Gallery Row Widget

Place the following code into the head of your page, replacing "YOUR SITE KEY HERE" and "YOUR SKU HERE" with the SKU of which you want to display.

Files to be modified: storefront/catridge/templates/default/components/header/htmlhead.isml

```
<iscomment>Include TurnTo</iscomment>
<isscript>
   TTpid = null
   if(pdict.Product != null)
   {
   TTpid = pdict.Product.isVariant() ?
pdict.Product.masterProduct.ID : pdict.Product.ID;
   }
</isscript>
<script type="text/javascript"><!--
     var TurnToItemSku = "${TTpid}";


//--></script>
<script type="text/javascript"><!--
if(document.location.href.indexOf('orderconfirmation'
) < 0){
   var turnToConfig = {
       siteKey: "YOUR SITE KEY HERE",

localProxyUrl:"${URLUtils.absStatic('/tra/turntoproxy
.html')}"
         reviewsSetupType: "dynamicEmbed"
   };
   (function() {
       var tt = document.createElement('script');
tt.type = 'text/javascript'; tt.async = true;
       tt.src = document.location.protocol +
"//static.www.turnto.com/traServer4_3/trajs/" +
turnToConfig.siteKey + "/tra.js";
       var s =
document.getElementsByTagName('script')[0];
s.parentNode.insertBefore(tt, s);
   })();
}
//--></script>
<script type="text/javascript"
src="//static.www.turnto.com/sitedata/<YOUR SITE KEY
HERE>/v4_3/${TTpid}/d/itemjs"></script>
<link href="${URLUtils.staticURL('/css/turnto.css')}"
type="text/css" rel="stylesheet" />
```

Place an element with the id of "TurnToGalleryContent" in your page where you would like Gallery widget to appear. The content will be dynamically inserted into this element.

```
<div id="TurnToGalleryContent"></div>
```

The css for the TurnTo widget is in int_turnto/cartridge/static/default/css/turnto.css

Metadata	<table><tr><th></th><th>Name</th><th>Description</th><th>Type</th><th>Object</th></tr><tr><td></td><td></td><td></td><td></td><td></td></tr></table>
Volume / Frequency	As needed
Timeout Setting	3000ms

Feeds

Requirements

#	Title	User Story	Priority	Notes
1	Catalog Feed	• Add support for Google GTINs (Google requires unique global identifiers such as UPC, MPN, ISBN, EAN, JAN, ASIN be included in the catalog feed if available) • Add support for a comma separated list of variant UPCs in the UPC column in cases where catalog uses parent IDs to roll up all variants • ~~Run twice a day~~ Run once a day TT Doc: **https://turnto.zendesk.com/hc/en-us/articles/208262373-Catalog-Feed-4-3**	Must Have	
2	Transaction Feed - One Time	One time historical transaction feed: admin option allowing customer to send TurnTo a one time historical transaction feed from a customer specified date TT Doc: **https://turnto.zendesk.com/hc/en-us/articles/207959666-Historical-Order-Feed-4-3**	Must Have	
3	Transaction Feed - Ongoing	Ongoing Daily Feed Option: admin option to create an ongoing feed and send it to TurnTo on a daily basis. Feed contains all orders created and/or updated within the past 2-3 days (update includes adding ship date for those customers who want to send RSE based on ship date) TT Doc: **https://turnto.zendesk.com/hc/en-us/articles/207959666-Historical-Order-Feed-4-3**	Must Have	
4	Order Data	Automatically install javascript that transmits order data to TurnTo on order confirmation screen (currently needs to be manually installed) TT Doc: **https://turnto.zendesk.com/hc/en-us/articles/208262393-Javascript-Feed-4-3**	Must Have	
5	Average SKU Rating Feed	Allows Demandware to pull in a feed of average review data (SKU, average rating, and review count) from TurnTo's servers via HTTP for use in product listing widgets and in layered navigation as a filterable attribute. TT Doc: **https://turnto.zendesk.com/hc/en-us/articles/208262323-SKU-to-Average-Star-Rating-Feed-Optional-4-3**	Must Have	11/28: TLL requested that this be run twice a day 12:00noon and 4:00AM EST by default
6	User Generated Content Feed	Reviews and Q&A (not checkout comments) need to be searchable and/or influence site search. Allow Demandware to process UGC feed to allow the textual content to appear in full site search. Need to leverage anchor IDs. TT Doc: **https://turnto.zendesk.com/hc/en-us/articles/208262293-CGC-Feed-SEO-4-3**	Must Have	

Architecture

Trigger:	
Transport:	Integration Framework Workflow
Developer Notes	• The catalog feed, and Historical Order feed are pushed over HTTP • The SKU-to-Average feed and UGC feed are pulled over HTTP as well **Catalog Feed** The catalog feed will keep your products up to date. The file can be delivered via HTTP Post. The first row of the tab delimited file must be at least the following column headers, in any order: SKU IMAGEURL TITLE PRICE CURRENCY ITEMURL CATEGORY See Catalog Feed for more info. **Historical Order Feed** Feeds contain the information about your site's users and their activities on your site. The data sent in feeds is displayed by the TurnTo Trusted Reference Application (TRA) on your pages. The feeds are in Tab Delimited format, described in detail below. They can be delivered delivered via our API using an HTTP post. This feed is most commonly used for a transactional feed and new orders are transferred via the javascript feed in realtime. Each line item in an order is in a separate row. The first row of the tab delimited file must be at least the following column headers, in any order: ORDERID ORDERDATE EMAIL ITEMTITLE ITEMURL ITEMLINEID ZIP FIRSTNAME LASTNAME SKU PRICE See Historical Oder Feed for more information

SKU-to-Average Star Rating Feed

You may use the SKU-to-Average Star Ratings Feed to display the average star ratings and/or comment count for each product item on the category page.

There are two options with regards to how you may obtain the feed:

- Option #1: Enabling the Sku Average Rating Feed Pull in your TurnTo Settings. (Contact your TurnTo support representative to enable.)
  If enabled, the sku-to-average-rating feed will be generated nightly and available for download at:
  http://static.www.turnto.com/static/export/YOURSITEKEYHERE/YOURAUTHKEYHERE/turnto-skuaveragerating.xml
- Option #2: TurnTo can have a nightly push of this file to your [S]FTP Server.
  You will need to provide us the [S]FTP credentials.
  - We would need to know:
    Server name
    Server port (if not default)
    Username
    Password
    Folder path

Once the [S]FTP credentials are received, TurnTo will upload the SKU-to-average-rating feed to your test [S]FTP site.

Once we are live we'll have a nightly push of this file to your [S]FTP.

The file is generated every night at 3AM Eastern and pushed via [S]FTP.

The file name is turnto-skuaveragerating.xml. It contains data for SKUs that have more than 0 published reviews, and will overwrite an existing file of the same name.

User Generated Content Feed

Adding the unique content that TurnTo generates helps with search engine optimization. TurnTo offers XML or JSON feeds to get the customer generated content for your items. Contact your TurnTo support representative to activate the XML or JSON feed. Customer generated content consists of Questions, Answers, Replies, Comments and Reviews on the items in your catalog. You can use this content to insert into your pages. There may be SEO benefits from displaying this content on your item pages.

See User Generated Content Feed for more information

JS Feed (Q&A, Reviews, Visual Reviews, Checkout Comments)

The Javascript Feed sends feeds in real time from the order confirmation page. You need to have a TurnToConfig object defined and the TurntoFeed javascript installed on the page. Note that the turntoFeed.js comes before the tra.js statement and is in a separate script tag. The JavaScript Feed will pull information from your order confirmation by using the variables looping on your page that display order information (i.e. PHP variables, ASP variables, etc.)

```
<link rel="stylesheet"
href="//static.www.turnto.com/tra4_3/tra.css" />
<script type="text/javascript">
var turnToConfig = {
siteKey: "YOUR-SITE-KEY",
skipCssLoad:true
};
</script>
<script type="text/javascript"
src="//static.www.turnto.com/tra4_3/turntoFeed.js"></s
cript>
<script type="text/javascript"
src="//static.www.turnto.com/traServer4_3/trajs/YOUR-S
ITE-KEY/tra.js"
></script>
```

Large images without white borders should be used. TurnToFeed.debugFeed is only used for troubleshooting the feed on a dev server. Pass the order information via a JS call to turnto.

```
TurnToFeed.addFeedPurchaseOrder({orderId:'12334',email
:'joe@test.com',postalCode: '11201',
firstName: 'John', lastName: 'Smith', deliveryDate:
'2011-09-13' }); TurnToFeed.addFeedLineItem({title:
'The Matrix DVD', url:
'/buyme?id=8765',sku:'TC-P42G10',
price:'50.00',itemImageUrl:
'/my/site/product22.gif'});
TurnToFeed.addFeedLineItem({title: 'Die Hard DVD',
url: '/buyme?id=8632',sku:
'GG-P42G10',
price:'85.00',itemImageUrl:'/my/site/product33.gif'
}); TurnToFeed.debugFeed() or
TurnToFeed.sendFeed();
```

Mobile Landing Page (Q&A, Reviews, Visual Reviews)

```
<!DOCTYPE HTML PUBLIC "-//
W3C//DTD HTML 4.01//EN"
"http://www.w3.org/TR/html4/strict.dtd">
<html>
<head>
<title>mobile item page</title>
<meta name="viewport" content="width=device-width,
initial-scale=1.0, maximum-scale=1.0, userscalable=
0"/>
<meta name="apple-mobile-web-app-capable"
content="yes"/>
<meta name="apple-mobile-web-app-status-bar-style"
content="black-translucent"/>
<script type="text/javascript">
var turnToConfig = {
siteKey: "YOUR-SITE-
KEY-
HERE",
setupType:"mobileTT"
};
</script>
<script type="text/javascript"
src="//static.www.turnto.com/tra4_3/mobile-landing.js"
></script>
<link rel="stylesheet"
href="//static.www.turnto.com/tra4_3/tra.css"
type="text/css"/>
</head>
<body>
<div id="mobileTT-content"></div>
</body>
```

Metadata	<table><tr><th></th><th>Name</th><th>Description</th><th>Type</th><th>Object</th></tr><tr><td></td><td></td><td></td><td></td><td></td></tr></table>
Volume / Frequency	As needed
Timeout Setting	3000ms

Catalog Feed

Documentation: **https://turnto.zendesk.com/hc/en-us/articles/208262373-Catalog-Feed-4-3**

Header	Value Required	Description	Product Attribute
SKU	YES	The unique identifier for the item in your catalog. This should be an identifier for the item on the product page. Often this is a parent code. For example if the product is a shirt that comes in many sizes the identifier should be a parent code for that shirt which includes all sizes. Also if you do have many variants of a product we only need one entry in the feed for that product with the parent code instead of a unique sku for the variant. so for example if you have a shirt that comes in small, medium and large with skus: SHIRT1-SM SHIRT1-MED SHIRT1-LRG we only need one entry for that item with a parent code for example: SHIRT1 and when the transaction feed or javascript feed transmits an order for that item it should also only use the parent code not the variant sku. NOTE: Do not include the following characters in your SKU values: / # \ > < & = % ! . + -	ID
IMAGEURL	NO	The URL of the image of your catalog item. TurnTo will display it in the widgets and in emails. Although it's not required, we highly recommend that you include it in the feed.	absUrl of either "large", "medium", "small", or "swatch" i
TITLE	YES	The name of the product or item	name
PRICE	NO	Not required, but ideal for reporting average order value. (In ####.## format)	priceModel.price.value
CURRENCY	NO	Defaults to USD	priceModel.price.currencyCode
ACTIVE	NO	Boolean value (0 or 1, Y or N). Defaults to 1	"Y"
ITEMURL	YES	The URL of the item on your site.	'Product-Show' http URL for product.ID
CATEGORY	NO	The name of the category that this item belongs to. An item can only belong to one category in the TurnTo system. If you will be specifying a category path, please do not use this field. You can use the next field 'CATEGORYPATHJSON'.	primaryCategory.ID
CATEGORYPATHJSON	NO	If you'd like to pass TurnTo a category path for this product, you can include a JSON array of category objects, in the order of most general to the most specific. Each object in the array must include an 'id' field (which should be unique across categories as well as regular product SKUs, a 'name' field, and optionally a 'url' if your store has a page for this category. For example if an items category breadcrumb is*Glass Stuff > Blue Glass*, the CATEGORYPATHJSON field in the feed would be this: [{"id":"glass","name":"Glass Stuff","url":"http://www.yoursite.com/glass"},{"id":"blue-glass","name":"Blue Glass","url":"http://www.yoursite.com/blueglass"}] Please note that if you have a double quote inside a JSON value, it will have to be both JS (using backslash) and CSV escaped (using double quotes). For example, if the name of your category is 'Category Name "One"', the value in the feed should look like this: "name":"Category Name \""One\"""	Category > displayName (mens-accessories)
KEYWORDS	NO	Comma-delimited list of keywords that apply to this item.	pageKeywords
INSTOCK	NO	Boolean value (0 or 1, Y or N). Defaults to 1	onlineFlag
VIRTUALPARENTCODE	NO	An arbitrary string used to group products. For example, if your catalog has a row for each color variant of some item, those variants can be grouped together in the TurnTo system as similar items by setting this column to have the same value for all of them. When a question is asked about one variant, it will then automatically appear in the Q&A widget on each of the other variant pages as a question about a similar item.	ID (if master)

ISCATEGORY	NO	Boolean value (0 or 1, Y or N). Defaults to 0. Used to specify that this row in the catalog feed describes a category, rather than an orderable item.	"N"
MEMBERS	NO	If this product is a bundle of other products, specify the skus of the members (comma delimited).	bundledProducts ID attribute, comma-separated
BRAND	NO	The product's brand name. If used together with 'MPN', this field uniquely identifies the product.	brand
MPN	NO	(Manufacturer part number) The string which uniquely identifies the product to its manufacturer. If used together with 'BRAND', this field uniquely identifies the product across the entire catalog. You can specify more than one value by comma-separating multiple MPNs. This is useful when your feed contains only parent products but you'd like to pass MPNs for child (variant) products, such as different sizes of a shirt.	manufacturerSKU
ISBN	NO	(International Standard Book Number) A unique numerical identifier for commercial books published since 1970 that can be found on the back of the book along with the barcode.	N/A - Leave Blank
UPC	NO	(Universal Product Code) A unique, 12-digit identifier for commercial products that's usually associated with a barcode printed on retail merchandise. Used mainly in North America. You can specify more than one value by comma-separating multiple UPCs. This is useful when your feed contains only parent products but you'd like to pass UPCs for child (variant) products, such as different sizes of a shirt.	UPC
EAN	NO	(European Article Number) A unique numerical identifier for commercial products that's usually associated with a barcode printed on retail merchandise. Used mainly outside of North America	EAN
JAN	NO	(Japanese Article Number) A unique numerical identifier for commercial products that's usually associated with a barcode printed on retail merchandise. Used in Japan.	N/A - Leave Blank
ASIN	NO	(Amazon Standard Identification Number) Uniquely identifies each product sold on amazon.com.	N/A - Leave Blank
MOBILEITEMURL	NO	The URL of the item on your mobile site.	product URL - (dw.web.URLUtils.http('Product-Show', 'p product.getID()).toString())
LOCALEDATA	NO	A JSON field that allows the specification of locale specifc product titles and urls. In order to be utilized, the locale must be setup for the site. Valid locales include both the language and country code. For example, "fr_CA" has "fr" for French and "CA" for Canada. If LOCALEDATA is specified, 'title' and 'itemUrl' are required, 'mobileItemUrl' is not required.The following JSON example demonstrates the format. {"fr_CA": {"title": "Bleu Chemise", "itemUrl": "http://domain.com/pathToFrenchProductPage", "mobileItemUrl": "http://domain.com/pathToMobileFrenchProductPage"}} Example using two locales: {"fr_CA": {"title": "Bleu Chemise", "itemUrl": "http://domain.com/pathToFrenchProductPage", "mobileItemUrl": "http://domain.com/pathToMobileFrenchProductPage"}, "de_DE": {"title": "Blau Hemd", "itemUrl": "http://domain.com/pathToGermanProductPage", "mobileItemUrl": "http://domain.com/pathToMobileGermanProductPage"}}	{"<Site.getCurrent().getDefaultLocale()>":{"title":"<name URL>","mobileItemUrl":"<product URL>"}}

Historical Order Feed

Feed Documentation: **https://turnto.zendesk.com/hc/en-us/articles/207959666-Historical-Order-Feed-4-3**

Header	Value Required	Description	Order attribute
ORDERID	YES	The unique identifier for the order from your system.	orderNo
ORDERDATE	YES	The date the order was placed. Acceptable date formats are: "yyyy-MM-dd'T'HH:mm:ssZ" "yyyy-MM-dd" "yyyy-MM-dd HH:mm:ss.000"	creationDate (with format "yyyy-MM-dd hh:mm:ss")
EMAIL	YES	The email address of the customer.	customerEmail
ITEMTITLE	YES	The title of the purchased item.	product.name
ITEMURL	YES	The product page for the purchased item.	'Product-Show' http URL for product.ID
ITEMLINEID	NO	The line id of the item in the context of the order. If an order consists of more than one purchased item, each row will have a different ITEMLINEID	
ZIP	NO	The customer's zip code	billingAddress.postalCode
FIRSTNAME	YES	The first name of the customer	billingAddress.firstName
LASTNAME	YES	The last name of the customer	billingAddress.lastName
SKU	YES	The SKU of the item that ties it to the catalog.	product.ID
PRICE	NO	The item price in ###.## format	product.adjustedNetPrice.value
ITEMIMAGEURL	NO	The url of the item image.	absUrl of either "large", "medium", "small", or "swatch" image
NICKNAME	NO	An alias that the customer may have in your system. If this is included in the feed, it will be used over the first and last names.	N/A
TEASERSHOWN	NO	At the time the order is placed you can save the value of the TURNTO_TEASER_SHOWN cookie to your datastore associated with the order. Provide that value in this field.	
TEASERCLICKED	NO	At the time the order is placed you can save the value of the TURNTO_TEASER_COOKIE cookie to your datastore associated with the order. Provide that value in this field.	
DELIVERYDATE	NO	The date the order was likely delivered. If this is provided in the feed, it will be used over the ORDERDATE field when routing questions to customers. Acceptable date formats are: "yyyy-MM-dd'T'HH:mm:ssZ" "yyyy-MM-dd" "yyyy-MM-dd HH:mm:ss.000"	N/A
LOCALE	NO	The preferred locale of the customer. It must contain both the language and country code. Example for Canadian French: fr_CA	locale > id

Date formats accepted by TurnTo

"yyyy-MM-dd'T'HH:mm:ssZ"

"yyyy-MM-dd"

"yyyy-MM-dd HH:mm:ss.000"

User Generated Content Feed

Getting Customer Generated Content

TurnTo offers XML or JSON feeds to get the user generated content for your items. Contact your TurnTo support representative to activate the XML or JSON feed.

User generated content consists of Questions, Answers, Replies, Comments and Reviews on the items in your catalog. You can use this content to insert into your pages. There may be SEO benefits from displaying this content on your item pages.

siteKey is the public identifier for your site. It is used on your webpage to display the TurnTo widget. It is also used anywhere that we need to identify that the request is from your site.

authKey is a private key that you will use for communicating with the TurnTo API for transferring feeds.

When a call is made to TurnTo to transfer a feed both the siteKey and the authKey are required.

Urls for XML and JSON feeds containing user generated content.

```
The server call url is:
  http://static.www.turnto.com

  For content for just 1 item based on SKU the url syntax is:

  xml:

http://static.www.turnto.com/sitedata/YOURSITEKEY/YOURITEMSKU/d/expor
txml/YOURAUTHKEY

  json:

http://static.www.turnto.com/sitedata/YOURSITEKEY/YOURITEMSKU/d/expor
tjson/YOURAUTHKEY



  For all content for your site url syntax is:
  (this can be a very large file)

  xml:

http://static.www.turnto.com/static/export/YOURSITEKEY/YOURAUTHKEY/tu
rnto-ugc.xml

  json:

http://static.www.turnto.com/static/export/YOURSITEKEY/YOURAUTHKEY/tu
rnto-ugc.js
```

For your references, the following is a sample of the UGC Feed and the XSD file which defines the format.

userContent.xsd

userContentFeed-Sample-formatted.xml

Authentication & My Posts/Settings

#	Title	User Story	Priority	Notes
1	Authentication	Site can elect to enable an option for users to confirm or register an account. The can be dome by • Facebook OAuth • G+ OAuth • Entering the user's First name, Last Name and email address Upon submitting the information, the user is presented with messaging indicating that their existing account has been found or a new account has been created	Must Have	
2	My Posts	The My Posts launches when a shopper clicks/taps “My Posts”, which will display their own information, and when selecting another shopper’s screen name associated with a question, answer, reply, review or checkout comment anywhere on the TurnTo widgets. If a user is not logged in when this is clicked, the TurnTo authentication view or the site’s SSO authentication flow will begin. The My Posts view will load as a modal unless TurnTo detects there is not enough screen real estate, in which case a responsive new browser window is triggered	Must Have	
3	My Settings	The My Settings view opens when a user clicks/taps “My Settings”, which appears in the top right corner of TurnTo widgets. Just like the My Posts view, if a shopper has not identified themselves to TurnTo, they will be prompted to authenticate. This view is disabled for single sign-on environments.		

Use Cases

Site needs to export catalog and order information to be sent to TurnTo® in order to use the product. This cartridge supports these uses cases by allowing user's to easily create background jobs to accomplish both of this tasks

User wants to ask a question about a product and get answers from previous customers or customer service. This cartridge supports this use case by easing the process of placing the TurnTo® Q&A module on the product page.

User wants to see reviews for a product or submit a review for a product. This cartridge supports this use case by easing the process of placing the TurnTo® Reviews module on the product page.

User wants to see what people are buying and why. This cartridge supports this use case by automatically setting up a page for users to view the full-page Checkout Chatter™.

Business Manager Configurations

Test Case Name/Task Subject	Steps	Expected Result
Checkout Comments Capture Widget	1. Go to BM > Merchant tool > SitePreferences > Custom Preferences > TurnTo 2. Enable Checkout Comments Capture Widget - None/Yes/No	1. Enable Checkout Comments Capture Widget - Verify widget is present on a site's order confirmation page 2. Disable Checkout Comments Capture Widget - Verify widget is NOT present on a site's order confirmation page Note: Default is Yes
Checkout Comments PDP Widget	1. Go to BM > Merchant tool > SitePreferences > Custom Preferences > TurnTo 2. Enable Checkout Comments PDP Widget - None/Yes/No	1. Enable Checkout Comments PDP Widget - Verify widget is present on a PDP 2. Disable Checkout Comments PDP Widget- Verify widget is NOT present on a PDP Note: Default is Yes
CSS Overwrites	1. Go to BM > Merchant tool > SitePreferences > Custom Preferences > TurnTo 2. Enable CSS Overwrites - None/Yes/No	TurnTo supports the following types of customizations to its widgets: - Colors - changed through CSS overrides - Font Styles - changed through CSS overrides - Buttons and Icons - changed by editing the TurnTo 4.3 sprite sheet and exporting at standard and high resolutions and making CSS reference changes with overrides. Note: Default is Yes
Order Confirmation Flow Pause (in seconds)	1. Go to BM > Merchant tool > SitePreferences > Custom Preferences > TurnTo	Number of seconds to pause before launching Checkout Comments Capture Widget Note: Default value is 3 seconds
Overlay Comment Capture	1. Go to BM > Merchant tool > SitePreferences > Custom Preferences > TurnTo 2. Enable Checkout widget - None/Yes/No	Check Out Chatter Comment Capture Widget (Required for CheckOut Chatter) The TurnTo Best Practice is to have the Comment Capture Widget as an overlay however there is an embedded option available as well if required. Note: Default is Yes
Q&A widget	1. Go to BM > Merchant tool > SitePreferences > Custom Preferences > TurnTo 2. Enable Q&A widget - None/Yes/No	1. Enable Q&A widget - Verify widget is present on a PDP 2. Disable Q&A widget - Verify widget is NOT present on a PDP Note: Default is Yes
Reviews widget	1. Go to BM > Merchant tool > SitePreferences > Custom Preferences > TurnTo 2. Enable Reviews widget - None/Yes/No	1. Enable Reviews widget - Verify widget is present on a PDP 2. Disable Reviews widget - Verify widget is NOT present on a PDP Note: Default is Yes
Setup Type Q&A	1. Go to BM > Merchant tool > SitePreferences > Custom Preferences > TurnTo 2. Setup Type Q&A - None/Static Embed/Dynamic Embed	1. Static Embed - Verify widget load content statically using server side caching 2. Dynamic Embed - Verify widget dynamically load content Note: Default is Static Embed
Setup Type Ratings & Reviews	1. Go to BM > Merchant tool > SitePreferences > Custom Preferences > TurnTo 2. Setup Type Ratings & Reviews - None/Static Embed/Dynamic Embed	1. Static Embed - Verify widget load content statically using server side caching 2. Dynamic Embed - Verify widget dynamically load content Note: Default is Static Embed
Visual Reviews widget	1. Go to BM > Merchant tool > SitePreferences > Custom Preferences > TurnTo 2. Enable Visual Reviews widget - None/Yes/No	1. Enable Visual Reviews widget - Verify widget is present on a PDP 2. Disable Visual Reviews widget - Verify widget is NOT present on a PDP Note: Default is Yes

Ratings & Reviews

Features	Test Case Name/Task Subject	Description
R&R Teaser	General	The R&R teaser accepts user input which pre-populates the R&R widget and searches for Instant Answers when the user clicks Sul
	R&R and Q&A teasers	If both the R&R and Q&A teasers are enabled in Business Manager then the combination teaser should be implemented as docume tps://turnto.zendesk.com/hc/en-us/articles/207959326-Q-A-and-Reviews-Displaying-the-Q-A-Teaser-and-Reviews-Teaser-on-the-sa
	Alternate link messaging	Alternate link messaging when there are no R&R to display for that product (e.g. 'Write a Review')
	Only R&R Teaser	If only R&R is enabled in Business Manager
	Teaser Customization	Customer should have posibility to customize R&R teaser with alternate words via Business Manager
PLP Rating Average on product tiles	General	An average rating(number of stars) is displayed below products on the PLP in browse and when products are shown on a PLP in br search results.
	Amount of ratings	The number of ratings that have been successfully submitted for the product is shown next to the rating average.
Ratings teaser on the PDP	General	The Ratings Teaser will display the average rating for the item
	Links	Links to launch the widget to either browse reviews or write one.
	Alternate link messaging	Alternate link messaging when there are no R&R to display for that product (e.g. 'Be the first to write a review')
Ratings & Reviews widget	General	The R&R widget is launched after the user has clicked a link from the Teaser or, in cases of an embedded installation, the user has tab or scrolled to the widget.
	Ratings Summary	The summary section displays the average rating, ratings distribution, ratings subdimensions and the Write a Review button.
	Search suggestion	The search box pulls possible matches from reviews, questions and knowledgebase articles

	Individual Reviews	A series of individual reviews are displayed below the ratings summary. Each Review consists of: - Overall Rating - Sub-Dimension Ratings / Ranges - Review Title - Review Body - Visual Content NEW - Date of Review - Submitter's Name - Submitter's Profile Attributes - Submitter's Purchase Credential - Store Response A Flag as Inappropriate link for reporting abusive submissions is displayed.
Write a review	General	The Write a Review form appears as an overlay for desktop and larger tablet devices (regardless of embedded width).
	Custom rating dimensions	On desktop the custom rating dimensions, if setup, appear below the 'Attach Media' buttons.
	Shopper profile fields	The shopper profile fields and which ones are required (below the horizontal rule) can be configured in Site Settings.
Share media	General	Users can attach up to five images or videos to their review or as standalone media associated with the product.

Questions & Answers

Features	Test Case Name/Task Subject	Description
Q&A Teaser	General	The Q&A teaser accepts user input which pre-populates the Q&A widget and searches for Instant Answers when the user clicks S Users may also launch the Q&A widget from the teaser by clicking "Browse x questions and y answers" text link.
	R&R and Q&A teasers	If both the R&R and Q&A teasers are enabled in Business Manager then the combination teaser should be implemented as docur tps://turnto.zendesk.com/hc/en-us/articles/207959326-Q-A-and-Reviews-Displaying-the-Q-A-Teaser-and-Reviews-Teaser-on-the-
	Alternate link messaging	Alternate link messaging when there are no Q&A to display for that product (e.g. 'Be the first to ask a question')
	Only Q&A Teaser	If only Q&A is enabled in Business Manager this is the Q&A teaser version to be implemented: https://turnto.zendesk.com/hc/en-u 72843-Q-A-Custom-Item-Teaser-Launching-Widget-From-Under-a-Tab-4-3
	Teaser Customization	Customer should have posibility to customize Q&A teaser with alternate words via Business Manager
Q&A Widget: Search and Submit	General	Users enter question text or keywords and the system responds in real-time with Instant Answers.
	Search: Default state	Shows call to action and instructional text.
	Click/Tap into Search	Instructional copy disappears and searches begin running against the user input.
	Search: No Results	Generates 'No results' shown if the populated input box
	Serach: Results	Shows list of questions, reviews, and knowledgebase articles that may be a match
	Search suggestion	Users enter question text or keywords and the system responds in real-time with Instant Answers.
	Search area	This area expands vertically and pushes down the browse area to accommodate Instant Answer results. The Search and Ask area users with the ability to search, drill down on questions, reviews, and knowledgebase articles, as well as submit new questions to
	Drill Down	When a user clicks/taps on a possible match to their question in the results, the view will refresh with the details of the question, re
	Drill Down: Back button	The user can return to results by selecting the “Back” button
	Drill Down: Submit question	If there is no result for asked question, user should have possibility to place his own question using the “Submit New Question but
Q&A Widget: Questions that need answers modal	Questions that need answers	Modal window should be displayed in either in an overlay or a new browser window depending when the user clicks the ‘Question answers’ link at widget top right. Note: Requires authentication to display.
	Questions that need answers	If user is not registered/authenticated, modal window should not displayed
Q&A Widget: Browse Q&A	General	The Browse Q&A section displays questions that have already been asked about the products or product category of the parent p example, if the widget is opened from a product detail page, this area displays questions already asked about the product and sim

	Category	If the widget is opened from a product category page, this area displays questions already asked about the category.
	Header	The header displays the total number of questions and answers for the item or category for the current page.
	Header: Sorting and Hiding	This area contains controls for sorting and hiding questions and answers below.
	Checkout Chatter	The first block of content shown is a question from the store stating "Why did you choose this?" The answers shown are Checkout comments collected from shoppers at the time of checkout for the current item.
	Checkout Chatter comments	Comments will display (if feature is enabled) first in the browsing area of the Q&A widget. They appear in two columns for wide dis column for smaller screen widths
	Checkout Chatter defaults	By default, four comments will be shown with the option to expand to view more.
	Checkout Chatter: Social Questions	After Checkout Chatter, social questions about the product featured on the current PDP are shown. If on a category page, the que for the current product category.
	Checkout Chatter: Social Questions defaults	By default, the widget displays the best answer with the question. Clicking/tapping 'Read All X Answers' animates the question to answers. The Best Answers appears first in the list of answers.
Q&A Widget: Browse Q&A	General	This block contains questions that are associated with the current item (or category, if running on a category page)
Q&A Widget: Question submission	General	When a shopper clicks/taps “Submit New Question”, the view updates to show wrap up tasks for their question.
	Question Type	If enabled, shoppers can assigned their question to one or more SKUs or they can choose to assign the question to general topic on the product tree in your provided feed.
	Attachments	Shoppers have the ability to attach additional items from the store catalog to both questions and answer submissions. When the “+” button is selected, a search tool appears which gives the shopper access to active catalog products. Selecting produ results area, adds them to to the question above. When done, the user selects “X” to close the item picker.
	Attachments: Scrolling	If there are too many items to display at any given viewport/breakpoint, based on the width of the widget and constraints of a mobi arrows appear that facilitate scrolling.
Q&A Widget: Adding answers	General	Users that are browsing Q&A can click “Add Answer” to make an answering area appear.
	Reference	It provides them with the ability to write an answer and attach other products from the catalog as reference.
	Mobile: Portrait orientation.	Attaching items from the catalog is not available to users accessing the widget from a smartphone device held in portrait orientatic

Checkout Commnets

Features	Test Case Name/Task Subject	Description	Expected Result
Checkout comments form	Form view	The Checkout Comment Capture widget appears on a site's order confirmation page.	Verify you see widget on a site's order confirmation page
	General	Users can choose to submit comments or close the overlay or embedded window	Verify user have posibility to submit new comment or close the window
Checkout Comments Pinboard	Pinboard behavior	The Checkout Comments Pinboard is responsive for both mobile and desktop displays.	Verify that CCP lives on its own unique landing page
	Comment structure	It displays: - A product image - Product name - The checkout comments associated with the product that can fit within the tile. (Comments are appended with a "..." if they exceed the tile real estate) - A first name and last initial of the comment author - The amount of time that has elapsed since the comment was submitted	Verify that structure of a comment is correct
Pinboard Teaser	General	CC Pinboard Teaser, living on store home or category (product directory) page	Verify you see Pinboard teaser on store home or category (product directory) page
	Click/Tap on Pinboard	Click/tap Checkout Comments Pinboard drives traffic to the pinboard landing page.	Verify you were redirected to the pinboard landing page.
	Teaser configuration	Customer config to enable the teaser on one or more category pages. ZD documentation here https://turnto.zendesk.com/hc/en-us/articles/211770063-Checkout-Comments-Pinboard-Teaser-4-3	Verify customer have possibility to configure Pinboard teaser
PDP comments widget	Checkout Comment	A widget can be displayed on the PDP showcasing Checkout Comments associated with the product	Verify you see widget with associated comments
	Comment structure	Widget includes - The checkout comments associated with the product that can fit within the tile. (Comments are appended with a "..." if they exceed the tile real estate) - A first name and last initial of the comment author - The date on which the comment was submitted	Verify that structure of a comment is correct
Modal/ Embedded window configuration	Configuration	Customers can configure the comment capture widget to display as either embedded or overlaying the order confirmation page. Please see https://turnto.zendesk.com/hc/en-us/articles/208258993-Comment-Capture-Widget-4-3 for more detail and instructions.	Verify that comment can be configured

Visual Reviews Testing

Features	Test Case Name/Task Subject	Description	Expected Result
Share media	General	Users can link to a "share media" page to upload visual content to associate with a specific product	Verify that user have posibility to upload visual content for specific product
	Media choosing	Shoppers can select a tab to review existing or add new: - Image files - Video files	Verify user have posibility to choose existing or add new images or videos
	Amount of attached media files	- Users can attach up to a quantity of five images or videos to their review or as standalone media associated with the product. - Users can remove attached files	Verify user can attach up to five images or videos; Verify user can remove attached files
	Captions	After submitting added files, users can add captions per file	Verify that user have possibility to add captions per file
	Additional info	After adding files, users can also select to add - A 1-5 star review - Review comments (text box) - Review title - Sliders to indicate the customer's evaluation of certian qualities of the product (like "fit" for apparel: Too tight/just right/too loose) - Choice questions (IE: Yes/no)	Verify that user have posibility to add additional info
	Skip/Submit	Users can choose to skip or submit the review	Verify that user have posibility to skip or submit the review
	Review/Edit	After submitting or skipping a review, users can review other products to review or select an option to edit their profile	Verify that user have posibility to edit added review
Media Review	General	Uploaded media will be embedded within the customer review. Clicking on the media will surface a larger view either in an overlay or embedded depending on viewport size. (see ratings and reviews)	Verify you see embedded media within the customer review
PDP Widget	Customer Gallery	Uploaded media is also embedded above the fold on the Product Display Page in the Customer Gallery widget. Clicking on the media will surface a larger view either in: - an overlay (Desktop/Laptop) or - embedded (Mobile/Tablet) depending on viewport size.	Verify you see uploaded media in the Customer Gallery widget
Visual Content Pinboard	Visual Content	Users have access to a responsive standalone Visual Content widget that showcases customer visual content across one or more categories and/or SKUs.	Verify user have access to a responsive standalone Visual Content widget

Limitations and Constraints

Use of the TurnTo® service requires a contract with TurnTo Networks. Please contact sales@turnto.com for any questions.

Compatibility

Version:

16.9

Privacy, Payment

Customer purchases and email addresses will be shared with TurnTo®. This information is required for the TurnTo® application to function properly. TurnTo does not use any credit card data. TurnTo does not share the customer data with anyone and will remove the data in its entirety on request.

Setup

This TurnTo® LINK integration contains three cartridges, named int_turnto_core, int_turnto_pipelines, and int_turnto_controllers. The pipelines and controllers cartridges have a pipeline called TurnTo, which contains all of the sub pipelines used to render TurnTo content. The TurnTo pipeline contains five entry points: GetProductQA, GetProductReviews, MobileLanding, VisualContentsPinboard, CheckoutCommentsPinboard. The TurnToFeeds pipeline (which exists only in int_turnto_core) consists of five entry points: ExportHistoricalOrders, ExportCatalog, ExportHistoricalOrdersByDate, ImportAverageRatings, and ImportUserGeneratedContent. The entry points in TurnToFeeds should only be used to setup background jobs and/or workflows.

The ExportHistoricalOrders entry point exports all of the customer orders that have been placed in the last X days (this number is configurable via site preference). The exported data is then automatically pushed to the TurnTo® system via HTTP. A temporary file, named “exportOrder.txt”, is written to a TurnTo folder within the Import/Export folder. The file is left on the files system after the job is finished. The file is overwritten each time the export job is run.

The ExportCatalog entry point exports all of the products from the catalog. The exported data is then automatically pushed to the TurnTo® system. A temporary file, named “exportCatalog.txt”, is created in a TurnTo folder within the Import/Export folder. The file is left on the files system after the job is finished. The file is overwritten each time the export job is run.

The ExportHistoricalOrdersByDate entry point exports all of the customer orders that have been placed on X date (this date is configurable via site preference). This job is meant to be manually run, in the event that order(s) from a specific date were not uploaded successfully in the past. The exported data is then automatically pushed to the TurnTo® system via HTTP. A temporary file, named “exportOrder.txt”, is written to a TurnTo folder within the Import/Export folder. The file is left on the files system after the job is finished. The file is overwritten each time the export job is run.

The ImportAverageRatings entry point imports all of the average star ratings for your product SKUs from the SKU-to-Average Star Rating Feed. **NOTE: You will need to contact your TurnTo® support representative to enable this feed.**

The ImportUserGeneratedContent entry point imports all of the user-generated content (Questions, Answers, Replies, Comments, and Reviews) for all items on your site, and stores it in a searchable attribute on the product data. **NOTE: You will need to contact your TurnTo® support representative to enable the XML version of this feed.**

Configuration

This section describes the configuration of TurnTo® on Demandware®.

Setting up your site

1. Create a TurnTo account on www.turnto.com/register if you don't already have one.
2. Make sure your TurnTo contact has added your site to the turnto.com system.
3. Make sure your TurnTo contact has made you a TurnTo account manager of your site. Once you are a manager of your site, you will see a new navigation area on the left with your site name and links to your settings, reporting and moderation.
4. Add cartridges to site cartridge path
    a. In Demandware Business Manager, Click Sites in the Administration section
    b. Click "Manage Sites" link
    c. Click the name of your site. For instance, SiteGenesis.
    d. Click the "Settings" tab.
    e. Option A: If using pipelines, fill in the cartridges field: int_turnto_pipelines:int_turnto_core:storefront *Note: replace storefront with your store cartridge(s)*
    f. Option B: If using controllers, fill in the cartridges field: int_turnto_controllers:int_turnto_core:storefront *Note: replace storefront with your store cartridge(s)*
    g. Click Apply.
5. Add cartridges to business manager cartridge path
    a. In Demandware Business Manager, Click Sites in the Administration section
    b. Click "Manage Sites" link
    c. Click the "Business Manager" link
    d. Option A: If using pipelines, fill in the cartridges field: int_turnto_pipelines:int_turnto_core:storefront *Note: replace storefront with your store cartridge(s)*
    e. Option B: If using controllers, fill in the cartridges field: int_turnto_controllers:int_turnto_core:storefront *Note: replace storefront with your store cartridge(s)*
    f. *Click Apply.*

Initial Setup and General Settings

Upload and Import Metadata

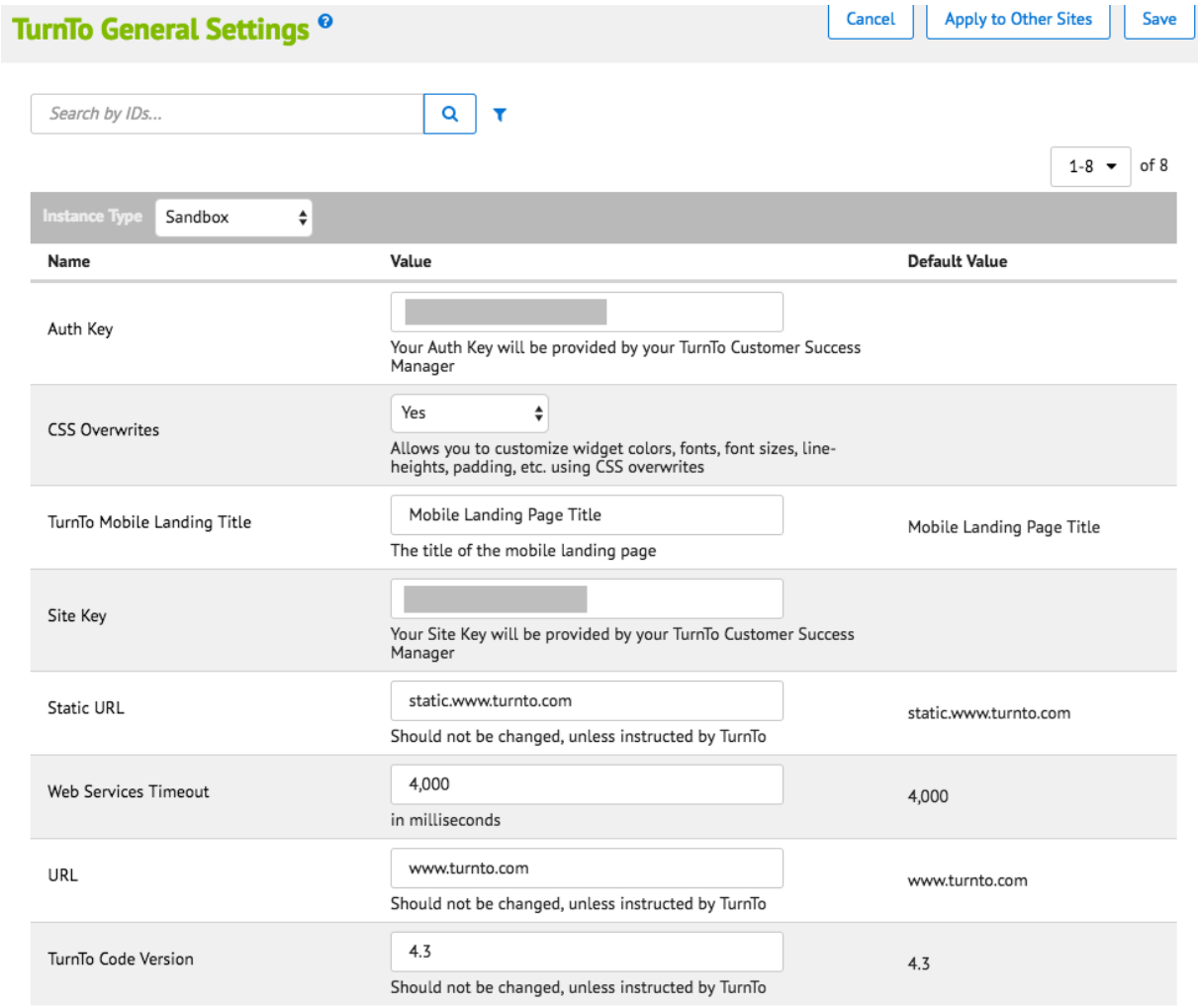
1. In Demandware Business Manager, click "Site Development" in the Administration section
2. Click "Import & Export" and then, under the section Import & Export Files, click "Upload"
3. Choose the file located in int_turnto_core/metadata/TurnToMetadata.xml and click "Upload"
4. Return back to the "Import & Export" page, and then, under Meta Data, click "Import"
5. Select the file you just uploaded, and click "Next". Once the file validates, click "Import"

Upload and Import Job Schedules

1. Open the file int_turnto_core/metadata/TurnToJobSchedules.xml, and edit it
2. Modify all references to site-id="SiteGenesis" in the file, replacing them with the ID of your site
3. In Demandware Business Manager, click "Operations" in the Administration section
4. Click "Import & Export" and then, under the section Import & Export Files, click "Upload"
5. Choose the file you just edited (int_turnto_core/metadata/TurnToJobSchedules.xml) and click "Upload"
6. Return back to the "Import & Export" page, and then, under Job Schedules, click "Import"
7. Select the file you just uploaded, and click "Next". Once the file validates, click "Import"

TurnTo General Settings

1. In Demandware Business Manager, click "Custom Preferences" in the Merchant Tools section, under Site Preferences
2. Click on "TurnTo General Settings" and then fill out the following information (* means required):
    a. Auth Key*: <YOUR AUTH KEY> (Your Auth Key will be provided by your TurnTo Customer Success Manager)
    b. CSS Overwrites: "Yes" if you want to be able to customize the widgets, "No" otherwise
    c. Turnto Mobile Landing Title: This will be the title of the mandatory Mobile Landing Page, default is "Mobile Landing Page Title"
    d. Site Key*: <YOUR SITE KEY> (Your Site Key will be provided by your TurnTo Customer Success Manager)
    e. Static URL: default is "static.www.turnto.com" (Note: no http:// or https:// or trailing slashes)
    f. Web Services Timeout: number of milliseconds before services time out, default is 4000
    g. URL: default is "www.turnto.com" (Note: no http:// or https:// or trailing slashes)
    h. TurnTo Code Version: This number will replace the version number in the JS script URLs, default is 4.3 (Should not be changed, unless instructed by TurnTo)



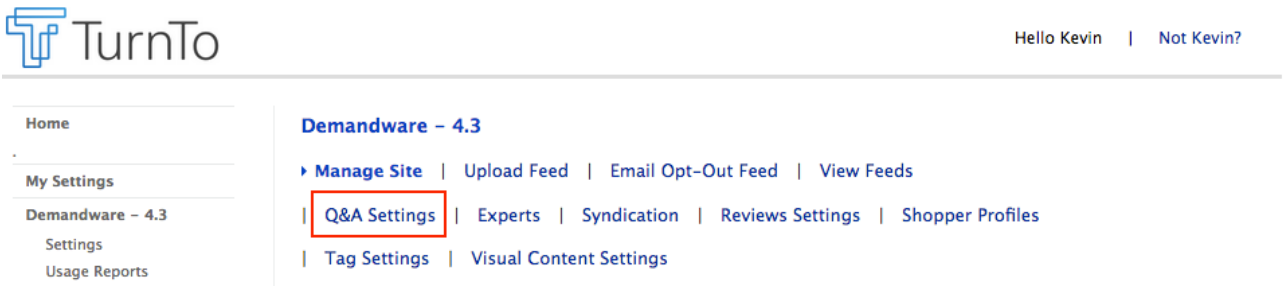
3. Click Apply

Configure the Mobile Landing Page

The mobile landing page is required for all TurnTo® implementations - It is a container that displays certain TurnTo® screens for mobile users. It's referred to in the functional overview for all TurnTo® products.
Documentation: https://turnto.zendesk.com/hc/en-us/articles/207959416-Mobile-Landing-Page-Required-4-3
By default, the Mobile Landing page is included at the TurnTo-MobileLanding pipeline endpoint, i.e. **http://<CLIENT DOMAIN>/on/demandware.store/Sites-<SITE NAME>-Site/default/TurnTo-MobileLanding**

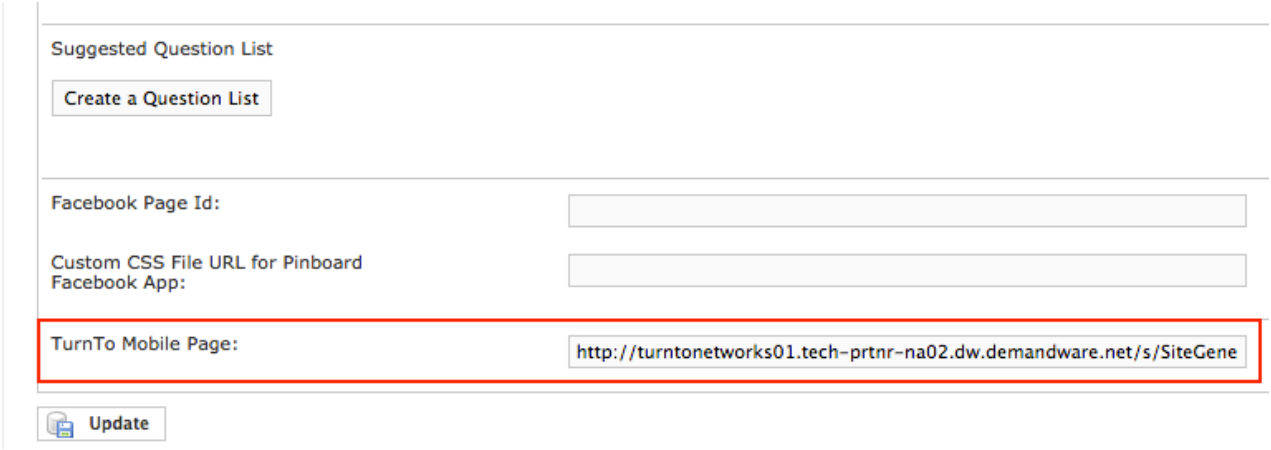
Add the Mobile Landing Page URL to your TurnTo Settings

1. Log in to your TurnTo account and go to the "Q&A Settings" link for your site.



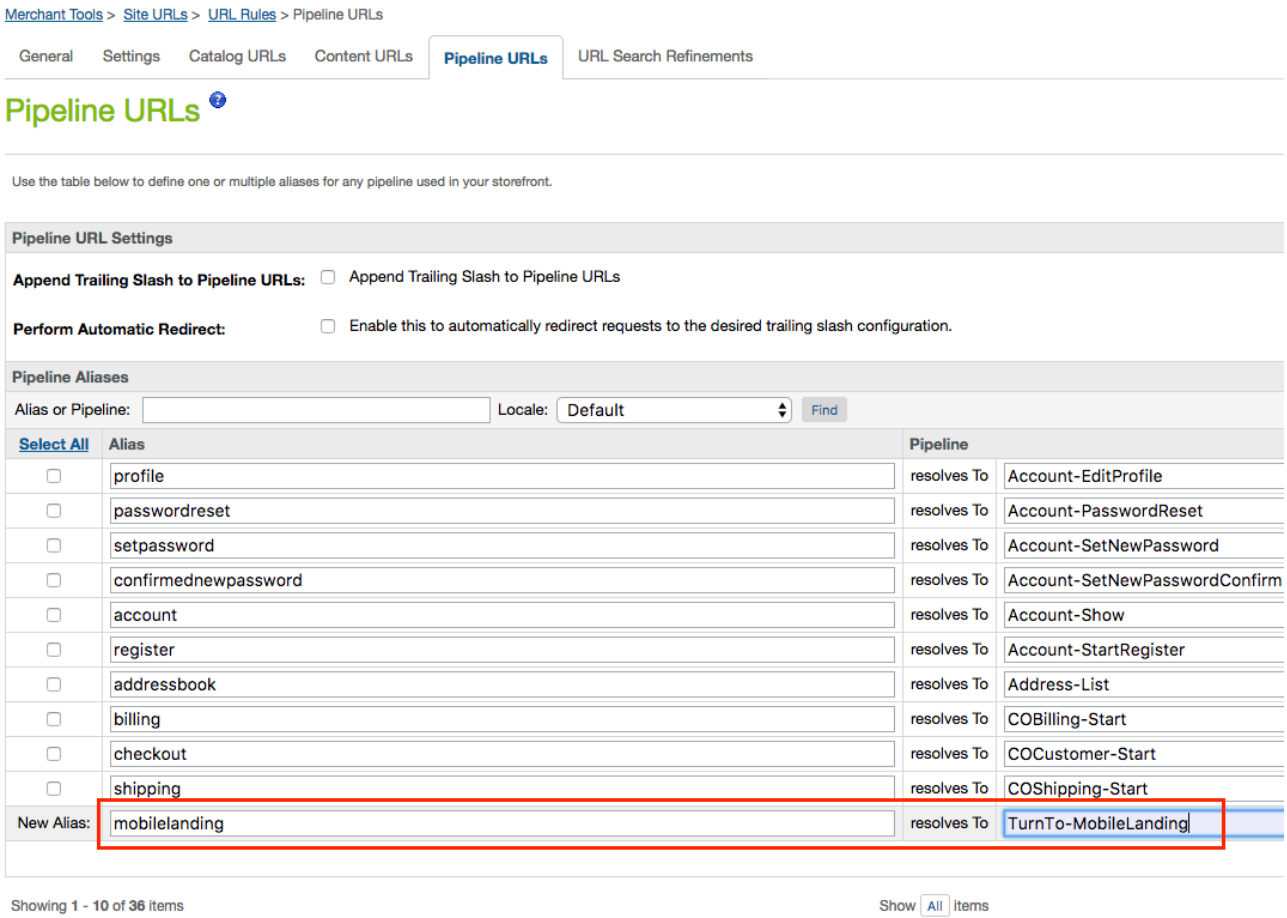
2. Scroll down to the bottom of the page, and enter your Mobile Landing page URL into the field named "TurnTo Mobile Page", and click

Update.



Create a Pipeline URL for the Mobile Landing Page in Business Manager (optional)

1. You can create a vanity URL for the MobileLanding pipeline in Business Manager by going to Merchant Tools, <SITE NAME>, Site URLs, URL Rules, and clicking on the "Pipeline URLs" tab.
2. In the "New Alias:" field, add an alias (i.e. "mobilelanding") and the pipeline ("TurnTo-MobileLanding"), and click Apply.



3. Then, go back to the TurnTo® settings page from the previous section, and update the TurnTo Mobile Page field to the new URL.

Set up TurnTo Services

Create Profiles and Credentials

1. In Demandware Business Manager, go to Administration then Services.
2. Click the “Profiles” tab
3. Click “New”
4. Fill in the following values:
   Name: turnto-static
   Timeout (ms): 4000
5. Click “Apply”
6. Click “Back to List”
7. Click the “Credentials” tab
8. Click “New”
9. Fill in the following values:
   Name: turnto-static
   URL: http://static.www.turnto.com
10. Click "Apply"
11. Click "Back to List"

Create Services

1. On the Services page, click the "Services" tab
2. Click “New”
3. Fill in the following values:
   Name: turnto.http.static.qa.get
   Type: HTTP
   Enabled: <checked>
   Service Mode: Live
   Log Name Prefix: turnto-static-qa
   Profile: turnto-static
   Credentials: turnto-static
4. Click “Apply”
5. Click “Back to List”
6. Click “New”
7. Fill in the following values:
8. Name: turnto.http.static.reviews.get
9. Type: HTTP
10. Enabled: <checked>
11. Service Mode: Live
12. Log Name Prefix: turnto-static-reviews
13. Profile: turnto-static
14. Credentials: turnto-static
15. Click Apply. All services are now configured.

Set up Your Feeds

TurnTo Javascript Feed

Purpose: Collects real-time order data on the order confirmation page
Documentation: https://turnto.zendesk.com/hc/en-us/articles/208262393-Javascript-Feed-4-3

1. In Demandware Business Manager, click "Custom Preferences" in the Merchant Tools section, under Site Preferences
2. Click on "TurnTo Feeds" and then fill out the following information:
   Javascript Feed (on Order Confirmation): "Yes" if you want to enable the collection of real-time order data on the order confirmation page, "No" otherwise
3. Click Apply

TurnTo Catalog Export Feed

Purpose: Generates a catalog feed in the TurnTo format and uploads it to turnto.com via HTTP for processing.
Documentation: https://turnto.zendesk.com/hc/en-us/articles/208262373-Catalog-Feed-4-3
NOTE: The catalog feed includes links to product images. By default, the demandware image store is used. If you use a third party to store your images you’ll need to modify ExportCatalog.js in the int_turnto_core cartridge to point to your image store.
NOTE: A domain name must be added to TurnTo Settings for feeds to be uploaded. Otherwise, there will be an error screen.

1. Login to your Demandware Business Manager
2. Click the Operations link in the Administration section
3. Click Job Schedules
4. Click "TurnTo Catalog Export"
5. Configure your desired run frequency, as well as any notifications, and make sure "Enabled" is checked.

6. Click Apply.
7. Recommendation: Run this job schedule once manually, to perform the initial load of your product catalog into the TurnTo system

TurnTo Historical Order Feed - Ongoing

Purpose: Generates an order feed in the TurnTo format and uploads it to turnto.com via HTTP for processing.
Documentation: https://turnto.zendesk.com/hc/en-us/articles/207959666-Historical-Order-Feed-4-3
NOTE: A domain name must be added to TurnTo Settings for feeds to be uploaded. Otherwise, there will be an error screen.

1. Login to your Demandware Business Manager
2. Click the Site Preferences Link in the Merchant Tools section for your site
3. Click Custom Preferences and then TurnTo Feeds
4. Update the "Historical Order Days" preference to the number of days you want to be exported (typically 2 or 3)
5. Click the Operations link in the Administration section
6. Click Job Schedules
7. Click "TurnTo Historical Order Export (Ongoing)"
8. Configure your desired run frequency, as well as any notifications, and make sure "Enabled" is checked
9. Click Apply.

TurnTo SKU-to-Average Rating Feed (Optional)

Purpose: Downloads and imports the nightly sku-to-average-rating feed for display of teaser on the category/search pages
Documentation (see "Option #1"): https://turnto.zendesk.com/hc/en-us/articles/208262323-SKU-to-Average-Rating-Feed-Optional-4-3

1. Enable the Sku Average Rating Feed Pull in your TurnTo Settings. (Contact your TurnTo support representative to enable.)
2. After the nightly feed is generated, verify that you can access the feed via a browser at: http://static.www.turnto.com/static/export/YOURSITEKEYHERE/YOURAUTHKEYHERE/turnto-skuaveragerating.xml
3. Login to your Demandware Business Manager
4. Click the Operations link in the Administration section
5. Click Job Schedules
6. Click "TurnTo Import Average Ratings"
7. Configure your desired run frequency, as well as any notifications, and make sure "Enabled" is checked.
8. Click Apply.
9. After the job has successfully run, products present in the feed will have the following custom attributes populated on the Product record:
   turntoAverageRating
   turntoReviewCount
   turntoRelatedReviewCount
   turntoCommentCount

TurnTo User Generated Content Feed (Optional)

Purpose: Downloads and imports the Customer Generated Content XML feed for all products, so that the TurnTo content can be searchable on the storefront.
Documentation: https://turnto.zendesk.com/hc/en-us/articles/208262293-CGC-Feed-SEO-4-3

1. Contact your TurnTo support representative to enable the XML version of the sitewide Customer Generated Content Feed.
2. After the nightly feed is generated, verify that you can access the feed via a browser at: http://static.www.turnto.com/static/export/YOURSITEKEYHERE/YOURAUTHKEYHERE/turnto-ugc.xml
3. Login to your Demandware Business Manager
4. Click the Operations link in the Administration section
5. Click Job Schedules
6. Click "TurnTo Import User Generated Content"
7. Configure your desired run frequency, as well as any notifications, and make sure "Enabled" is checked.
8. Click Apply.
9. After the job has successfully run, products present in the feed will have the following custom attributes populated on the Product record:
   turntoUserGeneratedContent

TurnTo Historical Order Feed - Specific Date (Optional)

Purpose: Generates an order feed for a specific date in the TurnTo format and uploads it to turnto.com via HTTP for processing. This job is meant to be run manually, in the event that orders got skipped by the JS Feed or the Historical Feed - Ongoing.
Documentation: https://turnto.zendesk.com/hc/en-us/articles/207959666-Historical-Order-Feed-4-3
NOTE: A domain name must be added to TurnTo Settings for feeds to be uploaded. Otherwise, there will be an error screen.

1. Login to your Demandware Business Manager
2. Click the Site Preferences link in the Merchant Tools section for your site
3. Click Custom Preferences and then TurnTo Feeds

4. Update the "Historical Order Date" preference to the specific date you want to export
5. Click the Operations link in the Administration section
6. Click Job Schedules
7. Click "TurnTo Historical Order Export (Specific Date)"
8. Click "Run"

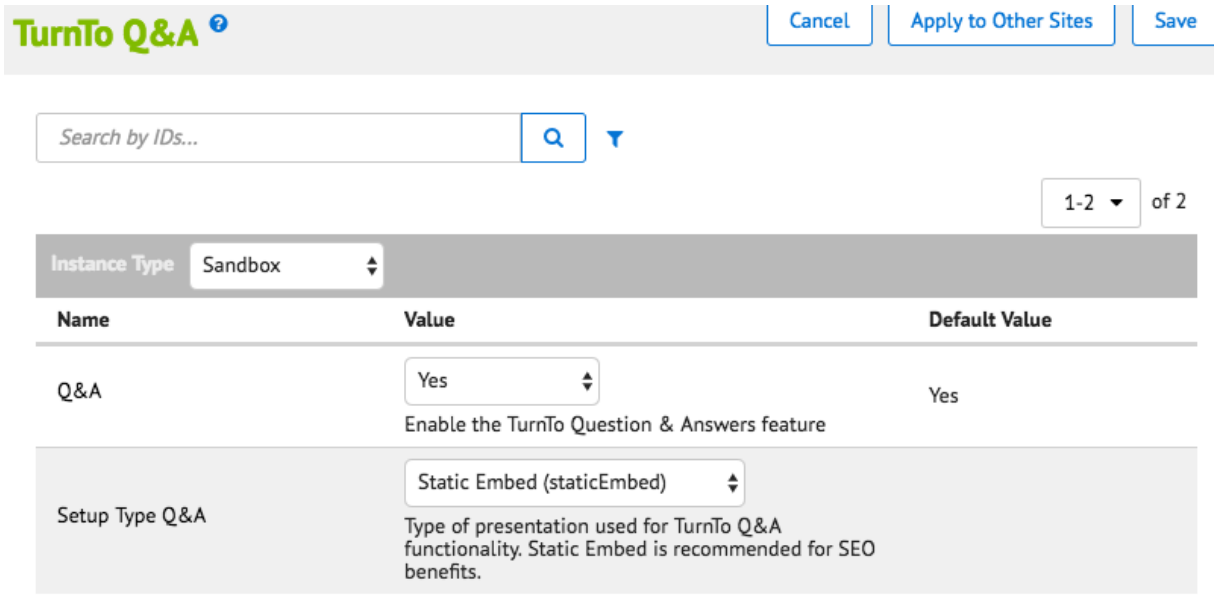
Set up TurnTo Widgets and Teasers

TurnTo Q&A

Features Included:

- **Q&A & Reviews Combo Teaser** (if both are enabled): https://turnto.zendesk.com/hc/en-us/articles/207959326-Q-A-and-Reviews-Displaying-the-Q-A-Teaser-and-Reviews-Teaser-on-the-same-line-4-3
- **Q&A Teaser** (if only Q&A is enabled): https://turnto.zendesk.com/hc/en-us/articles/208272843-Q-A-Custom-Item-Teaser-Launching-Widget-From-Under-a-Tab-4-3

1. In Demandware Business Manager, click "Custom Preferences" in the Merchant Tools section, under Site Preferences
2. Click on "TurnTo Q&A" and then fill out the following information:
    a. Q&A: "Yes" if you want to enable the Question & Answers feature, "No" otherwise
    b. Setup Type Q&A: Type of presentation used for TurnTo Q&A functionality. "Static Embed" is recommended for SEO benefits.



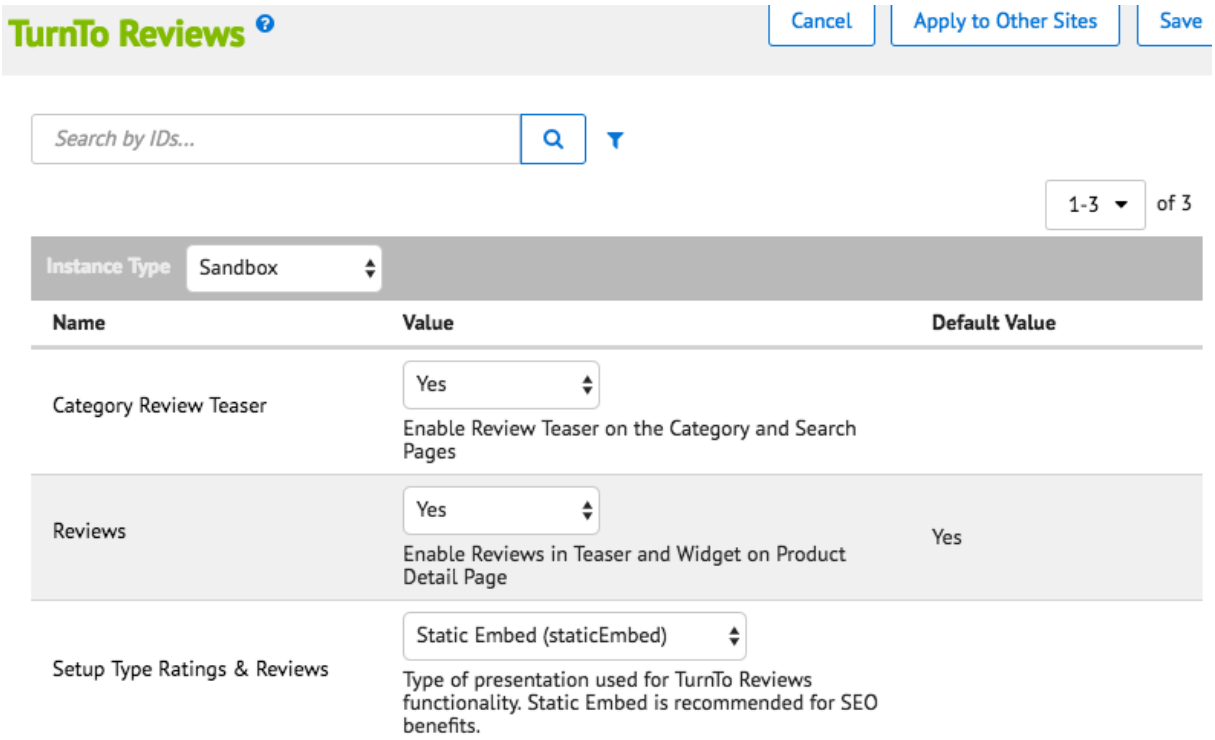
3. Click Apply

TurnTo Reviews

Features Included:

- **Q&A & Reviews Combo Teaser** (if both are enabled): https://turnto.zendesk.com/hc/en-us/articles/207959326-Q-A-and-Reviews-Displaying-the-Q-A-Teaser-and-Reviews-Teaser-on-the-same-line-4-3
- **Reviews Teaser** (if only Reviews are enabled): https://turnto.zendesk.com/hc/en-us/articles/208262133-Reviews-Custom-Teaser-Launching-Widget-Under-a-Tab-4-3

1. In Demandware Business Manager, click "Custom Preferences" in the Merchant Tools section, under Site Preferences
2. Click on "TurnTo Reviews" and then fill out the following information:
    a. Category Review Teaser: "Yes" if you want to enable the review teaser on the category and search pages, "No" otherwise
    b. Reviews: "Yes" if you want to enable the Reviews feature on the product detail page, "No" otherwise
    c. Setup Type Ratings & Reviews: Type of presentation used for TurnTo Reviews functionality. "Static Embed" is recommended for SEO benefits.



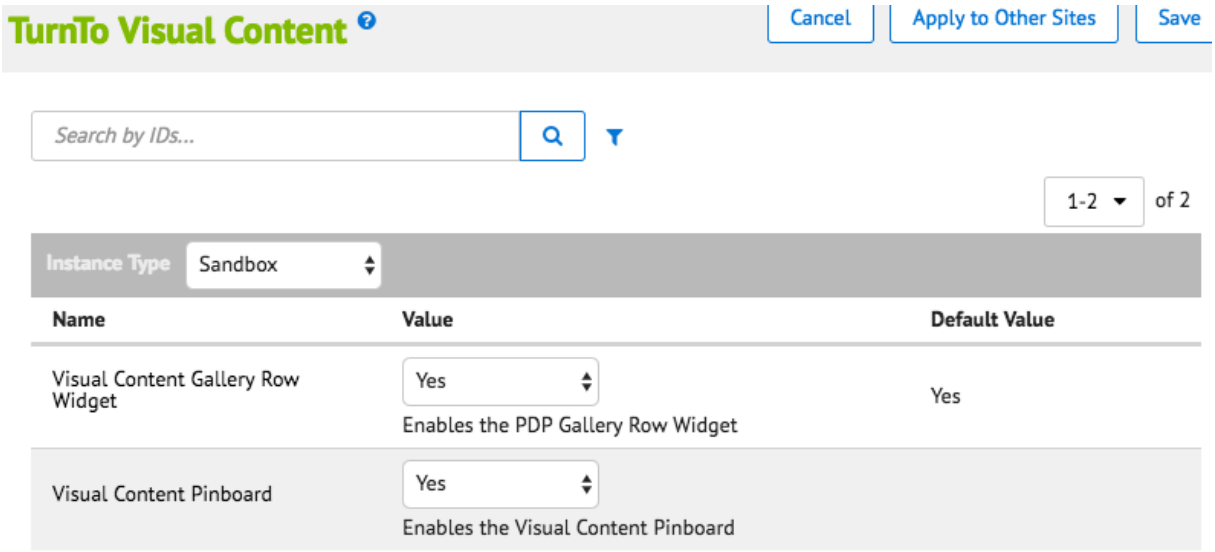
3. Click Apply

TurnTo Visual Content

Features Included:

- **Visual Content Gallery Row Widget** - https://turnto.zendesk.com/hc/en-us/articles/207702936-Visual-Content-Gallery-Row-Widget
- **Visual Content Pinboard** - https://turnto.zendesk.com/hc/en-us/articles/210589443-Visual-Content-Pinboard-4-3

1. In Demandware Business Manager, click "Custom Preferences" in the Merchant Tools section, under Site Preferences
2. Click on "TurnTo Visual Content" and then fill out the following information:
    a. Visual Content Gallery Row Widget: "Yes" if you want to enable the PDP Gallery Row Widget, "No" otherwise.
    b. Visual Content Pinboard: "Yes" if you want to enable the Visual Content Pinboard, "No" otherwise.
    By default, the Visual Content Pinboard page is included at the TurnTo-VisualContentPinboard pipeline endpoint, i.e. **http://<CLIENT DOMAIN>/on/demandware.store/Sites-<SITE NAME>-Site/default/TurnTo-VisualContentPinboard**



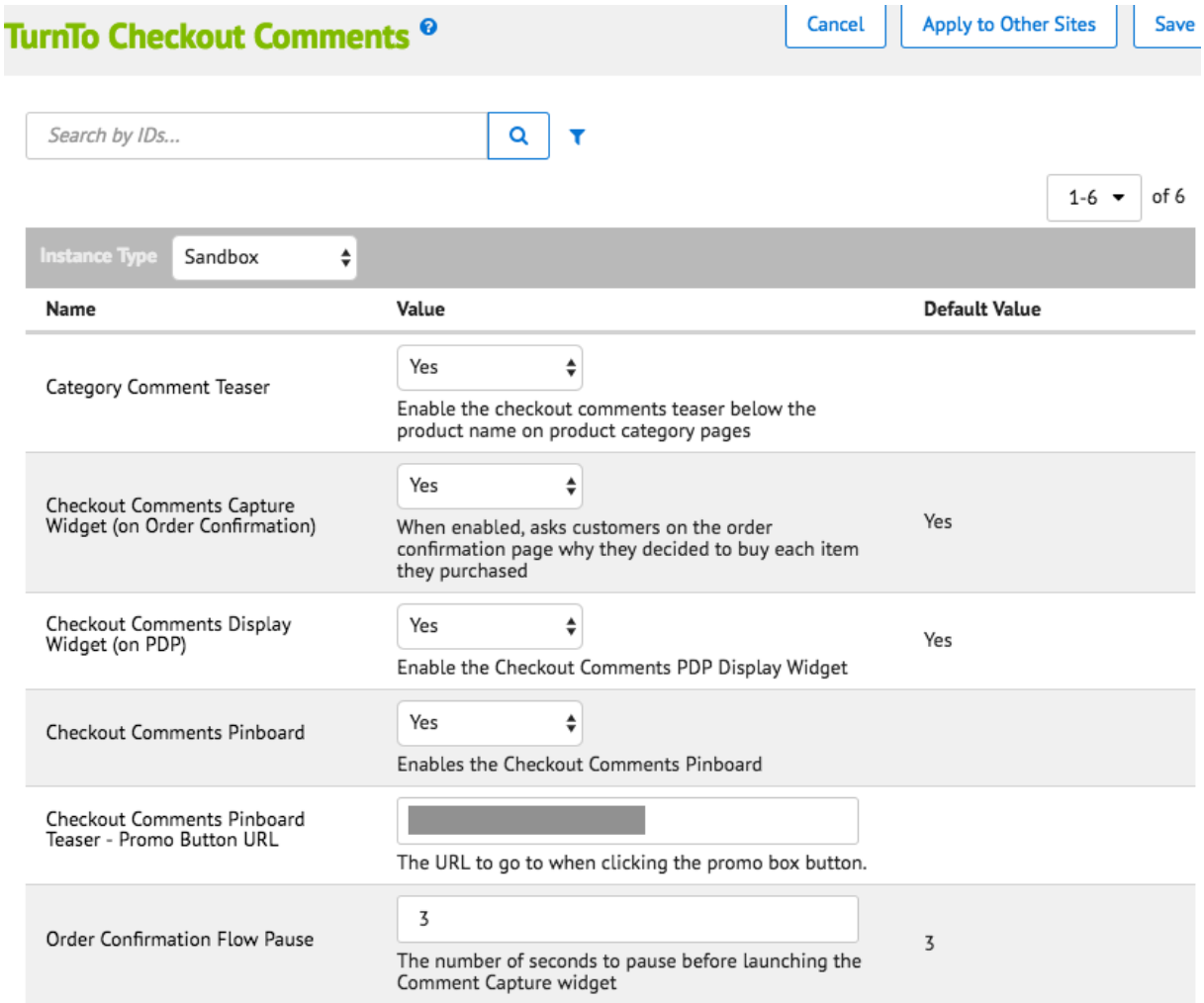
3. Click Apply

TurnTo Checkout Comments

Features Included:

- **Checkout Comments Capture Widget** - https://turnto.zendesk.com/hc/en-us/articles/208258993-Comment-Capture-Widget-4-3
- **Checkout Comments PDP Widget** - https://turnto.zendesk.com/hc/en-us/articles/208259113-Checkout-Comments-PDP-Widget-4-3
- **Checkout Comments Pinboard** - https://turnto.zendesk.com/hc/en-us/articles/209186526-Checkout-Comments-Pinboard-4-3
- **Checkout Comments Pinboard Teaser** - https://turnto.zendesk.com/hc/en-us/articles/211770063-Checkout-Comments-Pinboard-Teaser-4-3

1. In Demandware Business Manager, click "Custom Preferences" in the Merchant Tools section, under Site Preferences
2. Click on "TurnTo Checkout Comments" and then fill out the following information:
    a. Category Comment Teaser: "Yes" if you want to enable the checkout comments teaser below the product name on category/search pages, "No" otherwise
    b. Checkout Comments Capture Widget (on Order Confirmation): When enabled, asks customers on the order confirmation page why they decided to buy each item they purchased
    c. Checkout Comments Display Widget (on PDP): "Yes" if you want to enable the checkout comments widget on the product detail page, "No" otherwise
    d. Checkout Comments Pinboard: "Yes" if you want to enable the checkout comments pinboard and pinboard teaser, "No" otherwise
    By default, the Checkout Comments Pinboard page is included at the TurnTo-CheckoutCommentsPinboard pipeline endpoint, i.e. **http://<CLIENT DOMAIN>/on/demandware.store/Sites-<SITE NAME>-Site/default/TurnTo-CheckoutCommentsPinboard**
    e. Checkout Comments Pinboard Teaser Promo Button URL: The URL to go to when clicking the promo box button in the checkout comments pinboard teaser
    f. Order Confirmation Flow Pause: The number of seconds to pause before launching the Comment Capture widget, default is 3

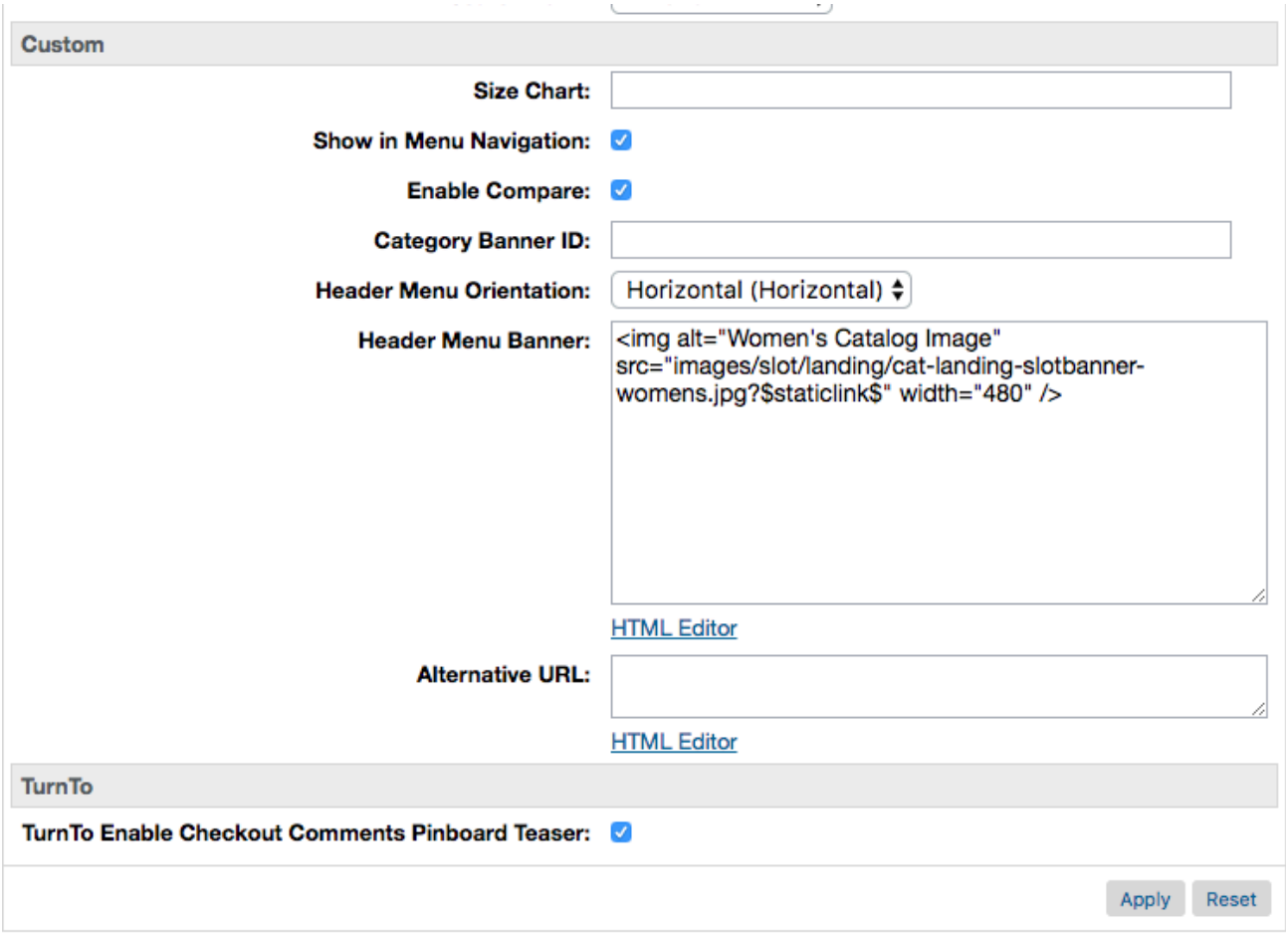


3. Click Apply

TurnTo Checkout Comments Pinboard Teaser

In order to get the pinboard teaser working on the category pages, it needs to be enabled for each category you would like it to appear on.

1. In Demandware Business Manager, click "Products and Catalogs" in the Merchant Tools section
2. Click Catalogs, then click your site's storefront catalog
3. Navigate to the category you want to enable the teaser for, and then click "Edit"
4. Click the "Category Attributes" tab
5. Find the "TurnTo Enable Checkout Comments Pinboard Teaser" attribute, and check it.



6. Click Apply
7. The category page will only show the pinboard teaser if ALL of the following conditions are met:
    a. Custom site preference "Checkout Comments Pinboard" under the TurnTo Checkout Comments group is set to true
    b. Custom site preference "Checkout Comments Pinboard Teaser - Promo Button URL" under the TurnTo Checkout Comments group has a value
    c. Custom category attribute "TurnTo Enable Checkout Comments Pinboard Teaser" is set to true
    d. The category contains at least 4 products (as defined by the Catalog Feed) with 4 buyer comments. This minimum requirement is on the TurnTo side, and can not be changed.

Set up Search Settings

Make User Generated Content Searchable

NOTE: The necessary data comes from the User Generated Content Feed

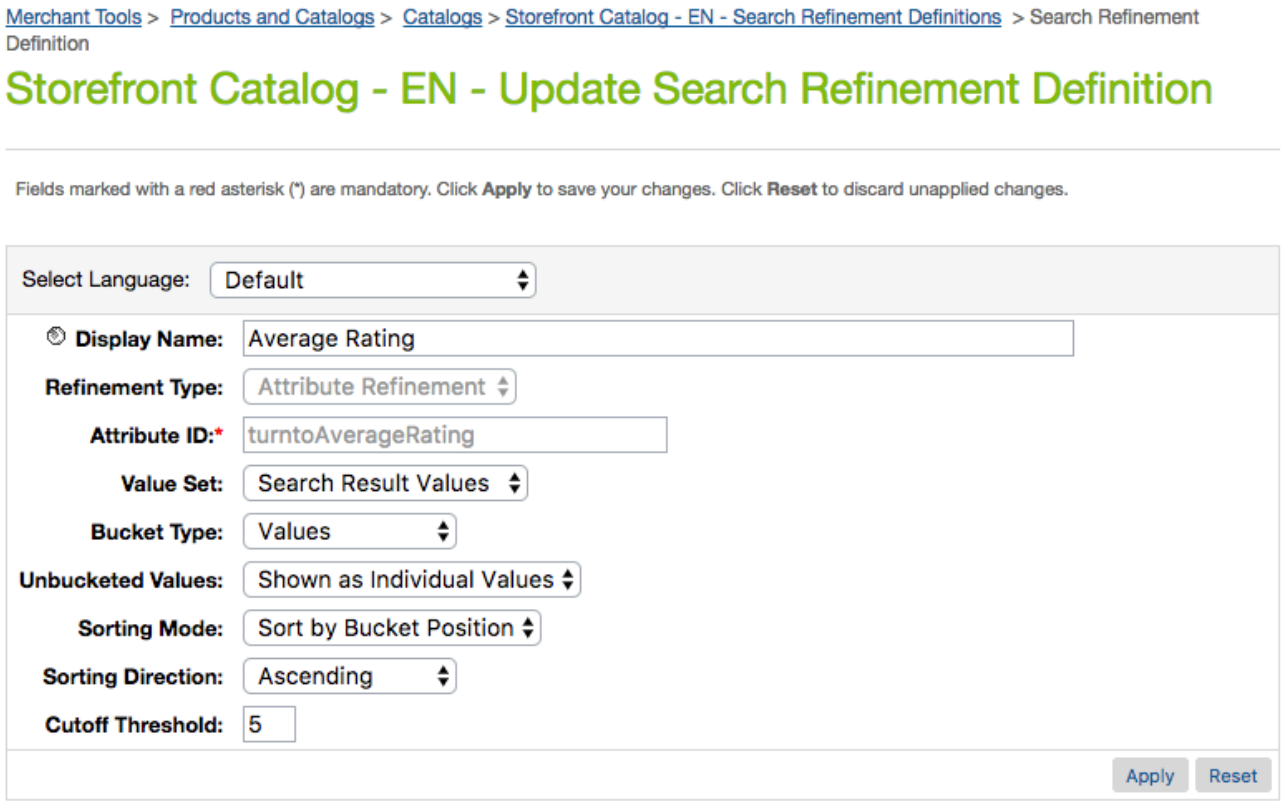
1. Login to your Demandware Business Manager
2. Click the Search link under Merchant Tools for your site
3. Click Searchable Attributes
4. Click "New" and add attribute "custom.turntoUserGeneratedContent" to the list, then give it an appropriate Boost Factor
5. Click Apply
6. Go back to Search, and click Search Indexes
7. Check the box for "Product Index" and click Rebuild
8. Now, when you search for specific text that exists in a review, comment, or question, the matching products will show up in the search

results

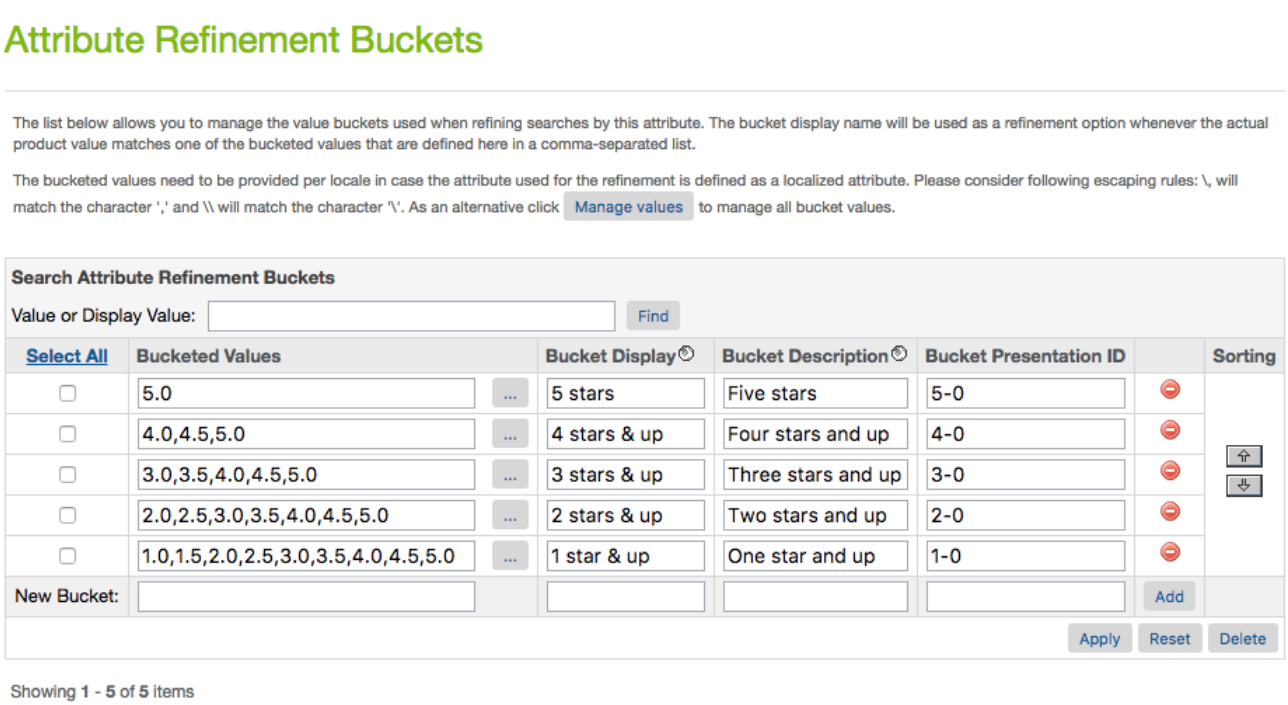
Configure Average Star Ratings as a Search Refinement

NOTE: The necessary data comes from the SKU-to-Average-Rating Feed

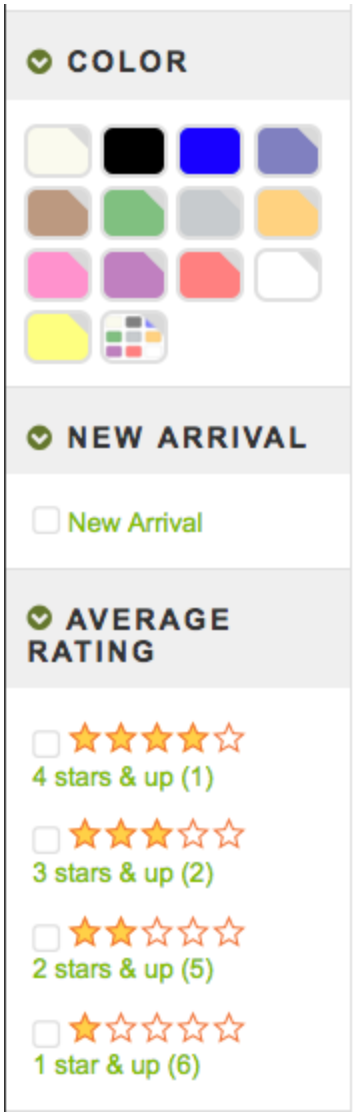
1. Login to your Demandware Business Manager
2. Click the Products and Catalogs link under Merchant Tools for your site
3. Click Catalogs
4. Click the storefront catalog of your site, and then click "Edit" on the top right
5. Click the tab for Search Refinement Definitions, and click "New"
6. Update the following settings:
   Display Name: Average Rating
   Refinement Type: Attribute Refinement
   Attribute ID: turntoAverageRating
   Value Set: Search Result Values
   Bucket Type: Values
   Unbucketed Values: Show as Individual Values
   Sorting Mode: Sort by Bucket Position
   Sorting Direction: Ascending
   Cutoff Threshold: 5



7. Click Apply
8. Under Attribute Bucket Refinements, add the following buckets as shown in the image below:



9. Click Apply
10. Go to Search, under the Merchant Tools for your site
11. Click Search Indexes
12. Check the box for "Product Index" and click Rebuild
13. You should now see the refinement for Average Rating on your category and search pages, as seen below:



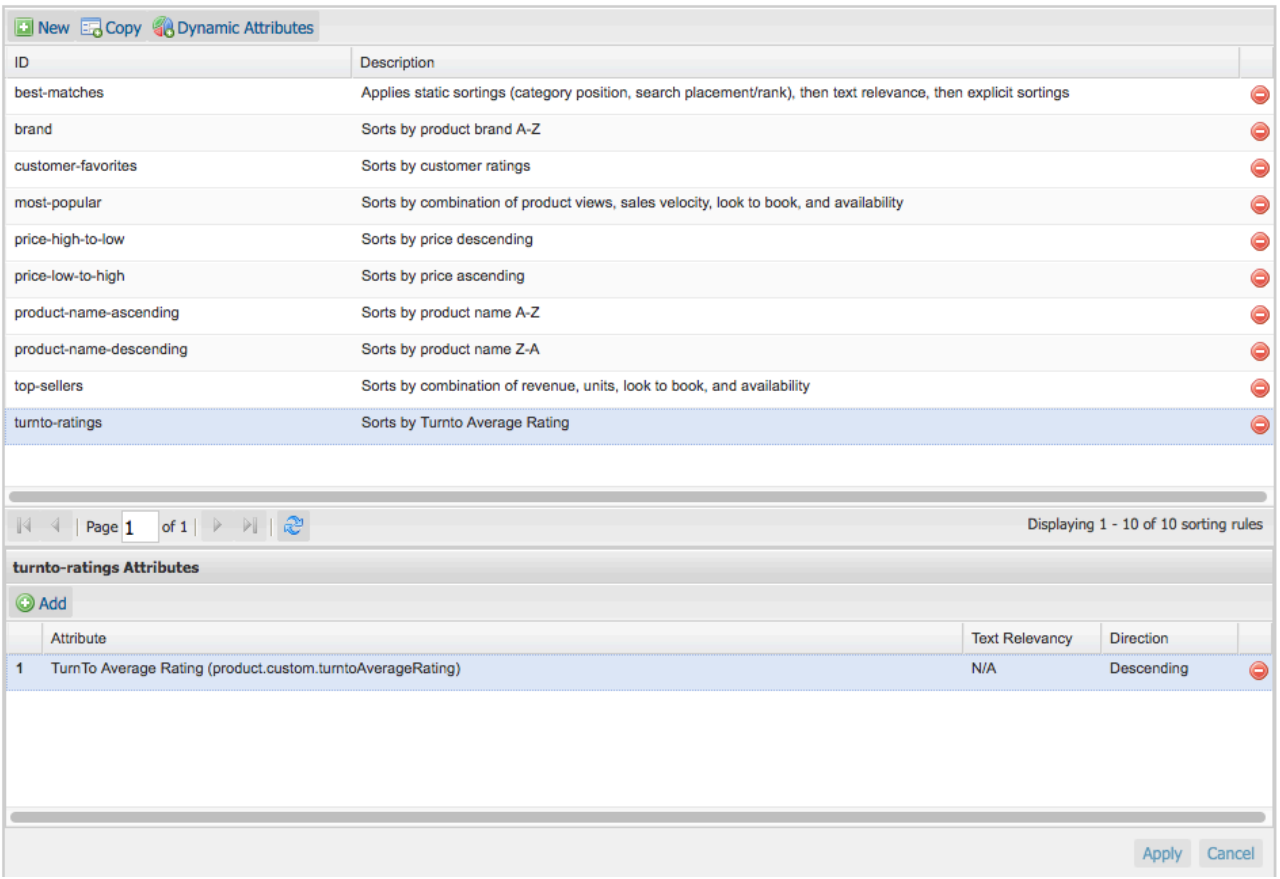
Configure Average Star Ratings as a Sortable Filter

NOTE: The necessary data comes from the SKU-to-Average-Rating Feed

1. Login to your Demandware Business Manager
2. Click the Search link under Merchant Tools for your site
3. Click Sorting Rules
4. Click "New" to add a new sorting rule, with the following settings:
   ID: turnto-ratings
   Description: Sorts by TurnTo Average Rating
5. With "turnto-ratings" now selected, click Add to add attributes.
6. Select the attribute "TurnTo Average Rating (product.custom.turntoAverageRating), sort direction by "Descending", text relevancy "N/A", and click Apply.

Merchant Tools > Search > Sorting Rules

Sorting Rules



7. Go back to Search, under the Merchant Tools for your site
8. Click Storefront Sorting Options
9. Add a new sorting option, with the following settings:
   ID: ratings
   Sorting Rule: turnto-ratings
   Display Name: Average Rating

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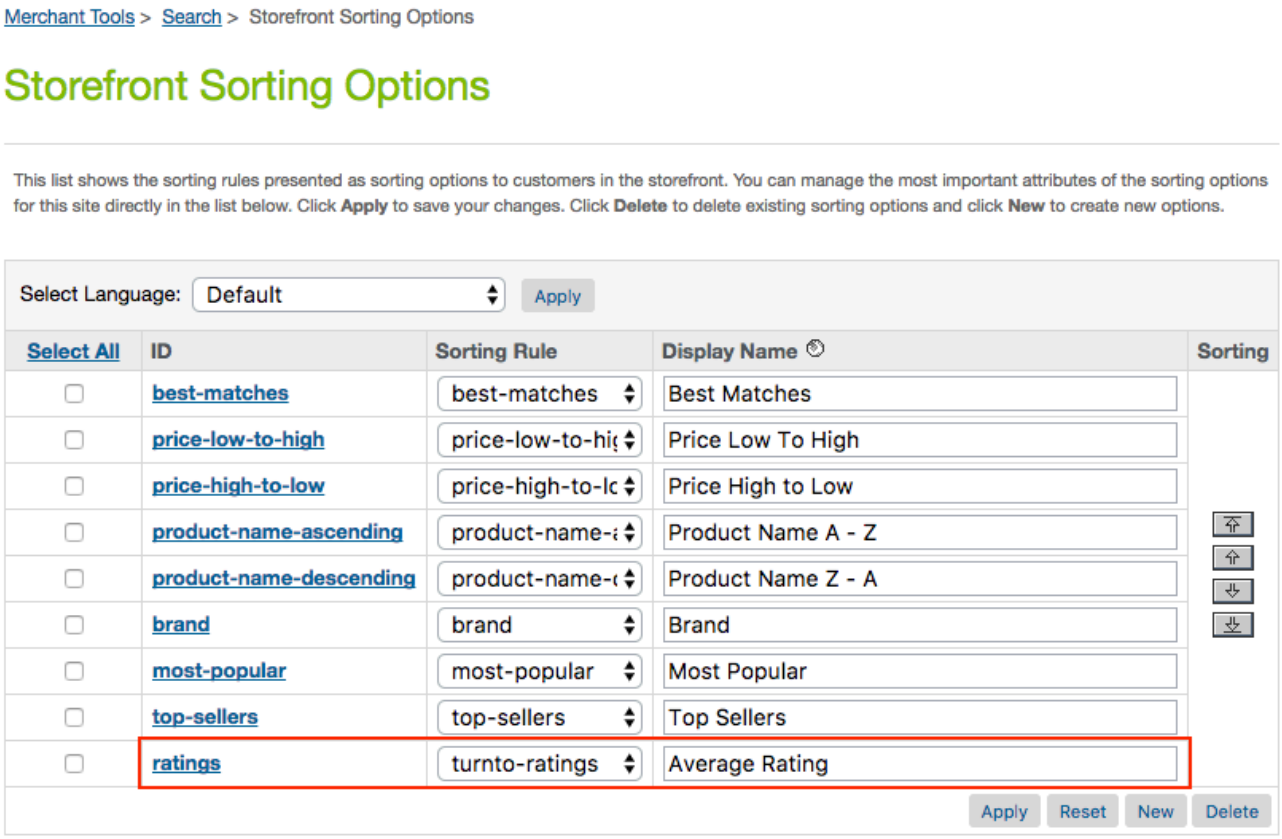
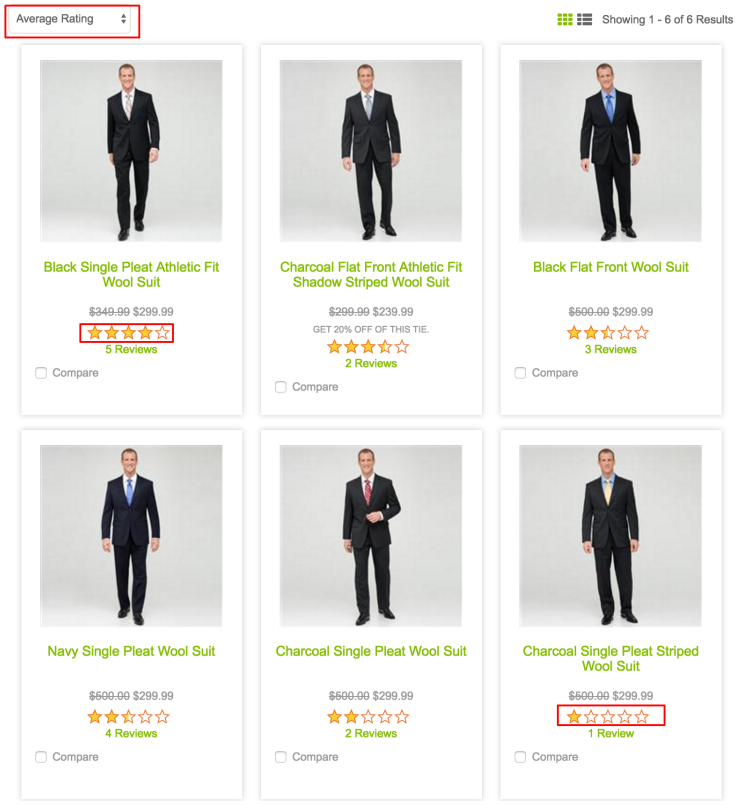


10. Click Apply
11. Go back to Search, under the Merchant Tools for your site
12. Click Search Indexes
13. Check the box for "Product Index" and click Rebuild
14. You should now see the refinement for Average Rating on your category and search pages, as seen below:



Custom Code

This section describes the custom code that will need to be added to your storefront. For more information, refer to http://www.turnto.com/docs or contact your TurnTo® representative.

Global Includes

This section requires you have Demandware UX Studio setup and linked to your site. See https://xchange.demandware.com/docs/DOC-1936 for details.

1. Log in to www.turnto.com and click on Settings beneath your site name in the left navigation. Copy your "SiteKey" and "AuthKey" from the Manage Site area, and paste them into the associated Custom Site Preferences described in the previous section. These keys will be used in turnToConfig javascript objects to identify you to our systems.
2. In Demandware UX Studio, open the following template in your storefront cartridge: **templates/default/components/header/htmlhead.isml**
3. Add the following code to the bottom of the template file you opened in step 2:

   ```
   <isinclude template="turnto/htmlheadinclude"/>
   ```

   The result will look like this:

   ```
   <!--  UI -->
   <link rel="stylesheet" href="${URLUtils.staticURL('/css/style.css')}" />

   <!--[if lte IE 8]>
   <script src="//cdnjs.cloudflare.com/ajax/libs/respond.js/1.4.2/respond.js" type="text/javascript"></script>
   <script src="https://cdn.rawgit.com/chuckcarpenter/REM-unit-polyfill/master/js/rem.min.js" type="text/javascript"></script>
   <![endif]-->
   <iscomment>Insert meta tag for the "Google-Verification" feature to verify that you are the owner of this site.</iscomment>
   <isif condition="${'GoogleVerificationTag' in dw.system.Site.current.preferences.custom && dw.system.Site.current.preferences.custom.GoogleVerificationTag!=''}">
       <meta name="google-site-verification" content="<isprint value="${dw.system.Site.current.preferences.custom.GoogleVerificationTag}"/>" />
   </isif>

   <iscomment>Gather device-aware scripts</iscomment>
   <isinclude url="${URLUtils.url('Home-SetLayout')}"/>

   <iscomment>Include TurnTo</iscomment>
   <isinclude template="turnto/htmlheadinclude"/>

   ```

4. Now open the following template in your storefront cartridge: **templates/default/checkout/confirmation/confirmation.isml**
5. Add the following code to the bottom of the template you opened in step 4:

   ```
   <isinclude template="turnto/confirmationinclude"/>
   ```

   The result will look like this:

   ```
           <isinclude template="checkout/confirmation/confirmationregister"/>

           <div class="actions">
               <a href="${URLUtils.http('Cart-ContinueShopping')}" class="continue">
                   ${Resource.msg('confirmation.returnshop','checkout',null)}
               </a>
           </div>
       </div>

   </isdecorate>

   <iscomment>Include TurnTo Post Purchase Widget</iscomment>
   <isinclude template="turnto/confirmationinclude"/>

   ```

6. The css for the TurnTo widget is in int_turnto_core/cartridge/static/default/css/turnto.css. Feel free to modify it to your liking.
7. Flush Site cache
   a. In Demandware Business Manager, Click Sites in the Administration section.
   b. Click "Manage Sites" link.
   c. Click the name of your site. For instance, SiteGenesis.
   d. Click the "Cache" tab.
   e. Invalidate all caches by clicking the "Invalidate" buttons.
8. Flush Business Manager cache
   a. In Demandware Business Manager, Click Sites in the Administration section.
   b. Click "Manage Sites" link.

c. Click the "Business Manager" link.
d. Click the "Cache" tab
e. Invalidate all caches by clicking the "Invalidate" buttons.

Product Detail Page

Teasers (Q&A, R&R)

1. In Demandware UX Studio, open the following template in your storefront cartridge: **templates/default/product/producttopcontent.isml**
2. Add the following code below the h1 for the product name, in the template you opened in step 1:

```
<isinclude template="product/components/turntoteasers"/>
```

The result will look like this:

```
<div class="product-col-1 product-image-container">
    <isinclude template="product/components/productimages"/>
</div>

<div class="product-col-2 product-detail">
    <h1 class="product-name" itemprop="name"><isprint value="${pdict.Product.name}"/></h1>

    <iscomment>
        TurnTo teasers
    </iscomment>
    <isinclude template="product/components/turntoteasers"/>

    <div id="product-content">
        <isinclude template="product/productcontent"/>
    </div>
```

3. If you want bundles and product sets to have the teaser too, add the same code snippet to the following template in your storefront cartridge: **templates/default/product/producttopcontentPS.isml**

Widgets (Q&A, R&R, Checkout Comments, Visual Gallery Row)

1. In Demandware UX Studio, open the following template in your storefront cartridge: **templates/default/product/producttopcontent.isml**
2. Add the following code at the END of the template you opened in step 1, before the closing </isif>:

```
<isinclude template="product/components/turntoqa"/>

<isinclude template="product/components/turntoreviews"/>

<isinclude template="product/components/turntocomments"/>
```

The result will look like this:

```
            </isif>
        </div>
    </div>

    <iscomment>TurnTo Widgets</iscomment>
    <isinclude template="product/components/turntoqa"/>
    <isinclude template="product/components/turntoreviews"/>
    <isinclude template="product/components/turntocomments"/>

</isif>
```

3. Add the following code to the template you opened in step 1, directly after the "product-content" div:

```
<isinclude template="product/components/turntogallery"/>
```

The result will look like this:

```
    <div id="product-content">
        <isinclude template="product/productcontent"/>
    </div>

    <iscomment>
        TurnTo Visual Gallery Row Widget
    </iscomment>
    <isinclude template="product/components/turntogallery"/>
</div>
```

4. If you want bundles and product sets to have the widgets too, add the same code snippet to the following template in your storefront cartridge: **templates/default/product/producttopcontentPS.isml**

Category and Search Pages

Refinements (optional)

NOTE: You will need to have completed the "Configure Average Star Ratings as a Search Refinement" steps under "Configuration" for the refinements to show up.

1. In Demandware UX Studio, open the following template in your storefront cartridge: **templates/default/search/components/productsearchrefinebar.isml**
2. Add the following code after the <isif> check for 'refinementColor', but before the <iselse/>:

```
<iselseif condition="${RefinementDefinition.attributeID.equals('turntoAverageRating')}">

<isinclude template="product/components/turntoratingrefinement"/>
```

The result will look like this:

```
                    </isloop>

                </ul>
            <iselseif condition="${RefinementDefinition.attributeID.equals('turntoAverageRating')}">
                <isinclude template="product/components/turntoratingrefinement"/>
            <iselse/>

                <iscomment>Default handling of all other attribute refinements (depending on whether there are more than the cc

                <ul <isif condition="${Refinements.getAllRefinementValues(RefinementDefinition).size() > RefinementDefinition.c
                <iscomment>render the refinement values as simple list</iscomment>
                <isloop items="${Refinements.getAllRefinementValues(RefinementDefinition)}" var="RefinementValue">
```

Product Tile Teaser (optional)

NOTE: The necessary product data comes from the SKU-to-Average-Rating Feed

1. In Demandware UX Studio, open the following template in your storefront cartridge: **templates/default/product/components/reviewsmini.isml**
2. Replace the code inside the div with class="product-review" with the following:

```
<isinclude template="product/components/turntoteasersproducttile"/>
```

The result will look like this:

```
<iscontent type="text/html" charset="UTF-8" compact="true"/>
<isscript>
    // if there is pdict.Product, assign Product to that
    // this is mostly to cover the case on Product Detail Page where Product is not null
    if (pdict.Product) {
        Product = pdict.Product;
    }
</isscript>

<div class="product-review" data-pid="${Product.ID}">
    <isinclude template="product/components/turntoteasersproducttile"/>
</div>
```

Checkout Comments Pinboard Teaser (optional)

1. In Demandware UX Studio, open the following template in your storefront cartridge: **templates/default/rendering/category/catlanding.isml**
2. Put the following code snippet wherever you would like the teaser to appear, likely somewhere in the div with class="secondary-content":

   ```
   <isinclude template="product/components/turntopinboardteaser"/>
   ```

   The result will look like this:

```
19    <div id="secondary" class="refinements">
20        <isinclude template="search/components/productsearchrefinebar"/>
21    </div>
22
23    <div class="secondary-content">
24        <isinclude template="product/components/turntopinboardteaser"/>
25
26        <isslot id="cat-landing-slotbottom" context="category" description="Fi
27
28        <isslot id="cat-landing-slotbottom2" context="category" description="S
29    </div>
30
31 </isdecorate>
```

3. Add the same snippet to the other category page as well: **templates/default/rendering/category/categoryproducthits.isml**

```
37    <div class="content-slot slot-grid-header">
38        <isif condition="${!empty(pdict.ProductSearchResult.category)}">
39            <isslot id="cat-banner" context="category" description="Category Banner"
40            <isinclude template="product/components/turntopinboardteaser"/>
41        <iselse/>
42            <isif condition="${pdict.SearchPromo != null}">
43                <isif condition="${'body' in pdict.SearchPromo.custom && pdict.Search
44                    <div class="contentasset"><!-- dwMarker="content" dwContentID="${
45                        <isprint value="${pdict.SearchPromo.custom.body}" encoding="o
46                    </div> <!-- End contentasset -->
47                </isif>
48            <iselse/>
49                <isslot id="search-result-banner" description="Promotional Search Res
50            </isif>
51        </isif>
52    </div>
```

4. Add the snippet to the homepage as well: **templates/default/content/home/homepage.isml**

```
9         <isslot id="home-main" description="Flash Banner in homepage" context="global" />
10    </div>
11
12    <div class="home-bottom-slots">
13        <isinclude template="product/components/turntopinboardteaser"/>
14
15        <div class="home-bottom-left">
16            <isslot id="home-bottom-left" description="Bottom content below flash banner
17        </div>
```

5. A few things to note about the CC Pinboard Teaser:
   a. For ALL pages, the teaser will only show if there are at least 4 products that have 4 buyer comments each
   b. On the home page, or a page without a pdict.ProductSearchResult.category, all products sitewide will be considered for display
   c. On a category page, only the products that belong to that category (defined in the Catalog Feed) will be considered for display
   d. On a category page, only the categories that have the custom attribute **turntoEnableCCPinboardTeaser** set to true will actually render the teaser

External Interfaces

Behind the scenes, the TurnTo® LINK integration uses a web interface to push the catalog feed to the TurnTo® system using an HTTP POST. The details of this interface are described in this document: http://www.turnto.com/docs/automate_feed. However, since the integration with this interface is already done in the cartridge, you don't need to be concerned with the details.

Testing

Your existing orders and products can be used to test the export jobs. The jobs only export data; they DO NOT alter any data in your store.

If the steps in section 3.3.1 are followed, the product page will be altered and should be regression tested.

The steps in section 3.3.2 alter the checkout confirmation page, therefore, it should be tested as well.

Data Storage

After running the background jobs a folder will be created in the Demandware Import/Export folder named TurnTo. Inside of the TurnTo folder there will be two files: exportOrders.txt and exportCatalog.txt. If desired, these files can be deleted at anytime.

Availability

TurnTo® is available 24 hours per day to receive feeds.

Support

Please report bugs and feature requests to support@turnto.com.

Roles, Responsibilities

After the instructions in section 3 have been followed, the system will maintain itself. However, it is recommended that you periodically ensure that the catalog export job is running without errors.

Business Manager

This LINK integration does contain changes to the Demandware® Business Manager.

Storefront Functionality

This LINK integration does not contain any changes to the Demandware® Storefront.

Known Issues

There are no known issues.

Release History

Version	Date	Changes
1.0.0	1/17/2012	Initial release
15.1.0	5/6/2015	Upgraded to TurnTo version 4.2. Made changes for compatibility with Demandware 15.1.0.
16.1.0	5/1/2016	Upgraded to TurnTo version 4.3. Made changes for compatibility with Demanware 16.1.0.
16.9.0	10/15/16	