Insider Specifications (V1.0)

User table

Field	Type	Description
SG User_ID [KEY]	int64	Integer representation of Snapgadget Unique ID
SG User ID_str	String	String representation of unique ID
SG External user ID	int64	
SG external user ID_Str	String	
SG User Status	String	Is account Active, deleted, Suspended etc etc
SG Source ID	String	String representing source of creation
SG First Name	String	First name
SG Last Name	String	Last Name
SG Name	String	Combined first and last name
SG Description	String	The user-defined UTF-8 string describing their account
SG Profile Picture	String	A HTTP(s)-based URL pointing to the user's image
SG Language ID	String	ISO 639-1 two-letter character code
SG Email	String	email
SG Gender	String?	male/female/other
SG Relationship Status	String	single, Married, engaged etc etc
SG Locale	String	The user-defined location for this account's profile.
SG Timezone	String	A string describing the Time Zone this user declares themselves withi
SG address	String	Combined address details
SG Street	String	Street
SG City	String	City
SG State	String	State
SG Zip	String	Zip
SG Country	String	Country
SG DOB	DateTime	Date of Birth
SG Education	String	
SG Interests	String	
SG external Followers count	int	The number of followers this account currently has.
SG external friends count	int	The number of users this account is following
SG linked with	String?	Social Media links (google+, facebook, twitter, foursquare, yelp) Can be none,1,2,3,4,5 values
Social Data last updated	DateTime	Sep 1 2012

User Preferences Table

SG Default landing Page	String	Sidekick, Insider, Assistant	Sidekick
SG Offer Category 1			56
SG Offer Category 2			167
SG Offer Category 3			34
SG Suggestion Category 1			12
SG Suggestion Category 2			24
SG Suggestion Category 3			32
SG You Deserve It Category 1			17
SG Repeat Experiences		Yes/No	Yes
SG Show lifestyle on sidekick		Yes/No	Yes
SG Show Shopping on sidekick		Yes/No	Yes
SG Show food on sidekick		Yes/No	Yes
SG Show services on sidekick		Yes/No	Yes
SG Show only my data and my friends on sidekick		Yes/No	Yes
SG Advanced Preferences Question 1	String	3 slider values	25,60,25
SG Advanced Preferences Question 2	String	3 items on a list, sorted	Daily, monthly, weekly
SG Advanced Preferences Question 3	String	Slider Value	30
SG Advanced Preferences Question 4	String	Slider Value	47
SG Advanced Preferences Question 5	String	Slider Value	14

SnapGadget Offer Table

SnapGadget Locations Table

Field	Type	Description	Sample	Notes
SG Location ID [Key]	Int64	Incremental	5674	
SG User ID				Original location creator
SG Date/time				Date record created
SG location name			Paul Derda Rec Center	
WOEID			55858245	http://en.wikipedia.org/wiki/WOEID
Google Maps CID			117068892090229307506	
Foursquare Venue ID			4bd61e836798ef3bdaa4648d	
Yelp ID			paul-derda-recreation-center-broomfield	
Latitude			39.935777	
Longtitude			-105.034137	
Name			Paul Derda Rec Center	
Full Address			13201 Lowell Boulevard, Broomfield, CO 80020	
Phone			+1 303 460 6900	
SG Major Category			Lifestyle	lifestyle, Shopping, Dining, Services
SG Minor Category			Rec Center	Large list, may need to be a table
Location kudos points				
Location picture				

SnapGadget location Lists Table

Field	Type	Description	Notes
SG Location List ID [KEY]	Int64	Incremental	
SG User_ID	Int64	User ID from User Table	
SG Location List Name	String	Name of the list	See dashboard lists screen
SG Location List Type	String	Type of list (work, vacation, shopping etc)	
SG Location List IDS	String	List of SG Location IDS associated with this list	See dashboard lists screen
Sg location list date/time			
SG kudos points			

SnapGadget Reviews Table

Field	Type	Description	Sample	Notes
SG Review ID [Key]	Int64	Incremental	12567	
SG User ID		Snapgadget User ID	77	
SG Location ID		Snapgadget Location ID	5674	
Review Created	DateTime		20120601	
Review Updated	DateTime		20120901	
Review Status		Is review active	Yes	We could archive/delete (bad language etc)
Review been seen		Number of times users looked at review	35	Add 1 each time review is clicked on/shown
Review approvals		Numbers of times users have approved review	34	Take existing number and add 1 if another user approves
SG User quick star		Reviewers high level rating from 1-5, can be half	4.5	
SG User allow personal offers		Does this user want offers from this location if available	Yes	Yes/No, by default we should set this to No
SG User review details		review text	I only visit	Can be multi line
SG User uploaded photos		Photo image (jpg etc)		Do we want to allow multiple (Yes)
SG Kudos points				

SnapGadget Social Media XREF Table

Field	Type	Description	Notes	Example
Social Media ID [KEY]	Int64	Incremental		
Social Media Source	String	Media Source	Google, Facebook, Twitter, Foursquare, Yelp	Fousquare
Source Media Keywords	String	Comma Separated keywords to look for		Checkins, friends

SnapGadget Location Table

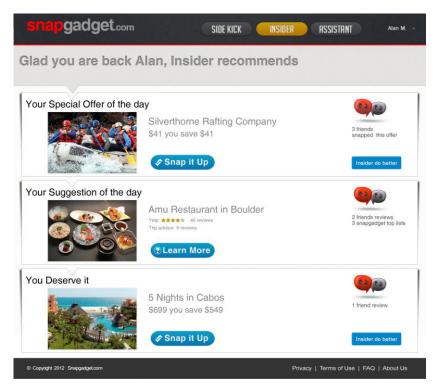| Field	Type	Description	Sample	Notes
SG Location ID [Key]	Int64	Incremental	5674	
SG User ID				Original location creator
SG Date/time				Date record created
SG location name			Paul Derda Rec Center	
WOEID			55858245	http://en.wikipedia.org/wiki/WOEID
Google Maps CID			117068892090229307506	
Foursquare Venue ID			4bd61e836798ef3bdaa4648d	
Yelp ID			paul-derda-recreation-center-broomfield	
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Longtitude			-105.034137	
Name			Paul Derda Rec Center	
Full Address			13201 Lowell Boulevard, Broomfield, CO 80020	
Phone			+1 303 460 6900	
SG Major Category			Lifestyle	lifestyle, Shopping, Dining, Services
SG Minor Category			Rec Center	Large list, may need to be a table
Location kudos points				
Location picture				

SnapGadget External User Activity Table

Column Name	Description	Notes	
Snapgadget user id			
Source		Google, facebook, twitter etc	
Activity type		Checkin, review	
Activity date/time			
Activity description		Ie review details, or checkin location	
Source location ID			
Snapgadget location ID		Match source location to Snapgadget location	

Friends Table

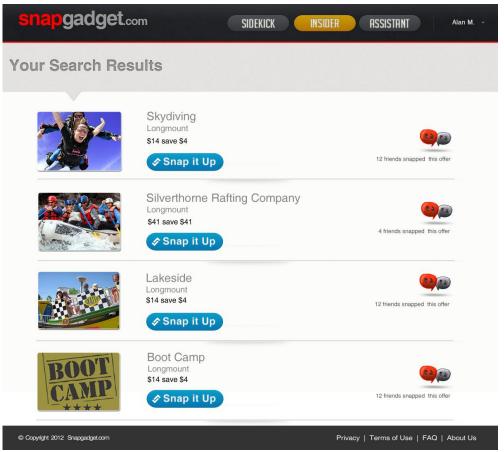| Field	Type	Description	Notes
SG User List ID [KEY]	Int64	Incremental key	
SG User_ID	Int64	User ID from User Table	
SG_Friends_IDS	String	List of all friends IDS [Snapgadget] associated to this user	

Insider Main Page

FOURTH OPTION IS PREFERRED DEALS

Insider Do Better

Insider Do Better Results
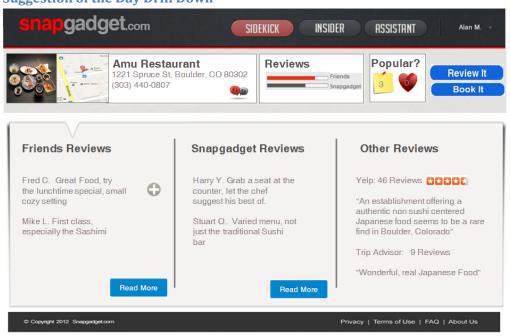

Insider Snap It Up

Alan, you picked a Groupon Deal for your "Deserve It" deal

Suggestion of the Day Drill Down

Insider Main Page Logic

1. Retrieve the Snapgadget user id
2. Retrieve the Snapgadget user preferences based on user id from user preferences table
   a. Returns the three categories(SG Offer Category 1, SG Offer Category 2, SG Offer Category 1) (ie sports, fitness, museums)
   b. Returns the one category (SG You Deserve It Category 1) for 'You Deserve it'
   c. Returns the five questions (SG Advanced Preferences Question 1,SG Advanced Preferences Question 2, SG Advanced Preferences Question 3, SG Advanced Preferences Question 4, SG Advanced Preferences Question 5)
3. Read through the Snapgadget offer table
   a. using three categories as keys, sorting based on key1, then key2, then key3 to build a list of offers
   b. Using you deserve it category build a list of youdeserveit
4. Read through offer list we and assign a score to each item
   a. SG IP – Assign a score of 1 to items that match category 1, 2 for items that match category 2, 3 for items that match category 3
5. Read through you youdeserveit list and assign a score to each item
   a. SG IP – Assign a score of 1 to items that are returned
6. Go Get Social Data (go back Rolling 3 months,)
   a. Get the linked with List from the user profile (from 0 to 5 – [google, facebook, twitter, foursquare, yelp])
   b. Get the last date/time social data updated from user profile
   c. For each item found loop through looking for appropriate social data
      i. Retrieve the data using the appropriate api
      ii. Match the types against the SnapGadget Social Media XREF table
         1. For example in facebook graph data we might be looking for checkins, for yelp we are looking for reviews
         2. For valid data write it into the Snapgadget user external activity table
            a. Try and match the source location to Snapgadget location using lookup of name against SnapGadget location table
   d. PHASE 2 – Consider friends social feeds as well
7. Advanced Questions Processing
   a. Logic to be coded, for the moment just add dummy code that says 'advanced questions'
8. Social Media Processing
   a. Loop through the social data to see if there is a match for the offers/you deserveits
      i. For example if one of the offers is for a Japanese Restaurant and user has checked into that restaurant then elevate its position in the sort if user has selected 'yes to repeat experiences' in user profile
9. Suggestion of the day logic
   a. xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx

Comment [ANM2]: It may be more efficient to set up the index keys and read through the table once building one list of all 4 categories marking which type they belong to (offer or deserve it)

Comment [ANM3]: You are building a list of offers from the table that match the categories the user has chosen for offers

Comment [ANM4]: You are building a second list of offers from the table that match the categories the user has chosen for you deserve it

Comment [ANM5]: This is temporary logic which will be refined later on

Comment [ANM6]: This is temporary logic which will be refined later on

Comment [ANM7]: If Sg Linked with field is blank then skip this step/loop

Comment [ANM8]: Under profile the user has authorized us to go get data from facebook, linked in etc. WEewill call the api to get the data passing auth key

Comment [ANM9]: Once the basic code is working we will add in logic to change the scores of the returned records based on the 5 questions

10. Prefered location deals
    a. xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx
11. Insider Display
    a. Take the sorted offer list
    b. Return top 3 deals based on lowest Score for offers
    c. Return top suggestion
        i. For the location, lookup to see if any friends have reviewed based on friends and review table
        ii. For the location, lookup to see if it is on any location list tables
    d. Return top 1 deal based on lowest score for deserveit
    e. Return top 1 deal based on Preferred location deals
    f. Insider Page will display the top deal
        i. Logic will go out and see if any friend of this user has purchased this deal
    g. User can click on Snap it Up now
    h. User can share deal with others
    i. User can click on 'insider do better'

Insider Do better logic

If the user clicks on Insider do better then

1. Display the next deal from the offers (second item in the list)
2. Trending deals processing
    a. For items that are not top 3, then look at the remaining ones and determine if trending
        i. NEED TO RESEARCH LOGIC/DATA AVAILABLE. THESE COULD BE CLASSED AS POPULAR OR ONLY HAVE LIMITED AVAILABILITY
    b. display the top 2 trending deals that are not already on the top 3 list
3. Display search option to allow users to search for a new deal

Insider Search Results Logic

Insider Snap it up Logic

1. If user clicks on a deal then the appropriate site will be called ie Groupon
    a. We should pass across our 'commission key'
    b. We should login the user into the site if possible
    c. We should try and capture if they complete purchase to store in Snapgadget dashboard display