

Insider Specifications (V1.1)

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 with
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
		Social Media links (google+, facebook, twitter, foursquare, yelp)
SG linked with	String?	Can be none,1,2,3,4,5 values
Social Data last updated	DateTime	Sep 1 2012

**Comment [ANM1]:** Note new field Social Data last updated

## 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

Field	Type	Description	Notes	Example
id				
Deal Source			Groupon, living Social	
External Offer number				
offer_type			Life, Community	
Date Retrieved		When Offer Retrieved		
start_date		When Offer Active		
end_date		When Offer ends		
status		Offer status	open, closed, tipped	
simple_description		Simple Description		
full_description		Full description		
small_image		Small picture		
large_image		large picture		
price		Price		
currency		currency		
quantity		How many available		
discount		% discount		
external_category		How partner categorizes		SPA
snapgadget_category		How snapgadget categorizes		
business_name				
business_address		Street, City, State, ZIP		
business_phone				
business_url				
largest_near_city				
geotag		Latitude and longitude		
utm				
title				

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 <a href="http://en.wikipedia.org/wiki/WOEID">http://en.wikipedia.org/wiki/WOEID</a>
Google Maps CID			117068892090229307506	
Foursquare Venue ID			4bd61e836798ef3bdaa4648d	
Yelp ID			paul-derda-recreation-center-broomfield	
Latitude				39.935777
Longitude				-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 <a href="http://en.wikipedia.org/wiki/WOEID">http://en.wikipedia.org/wiki/WOEID</a>
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 External User Activity Table

Field	Type	Description	Notes	Example
External Activity ID [KEY]				1
SnapGadget User ID				77
Activity Source				FourSquare
Activity Type		Checkin, Review		checkin
Activity Date/Time				1348336387
Activity Description				At The Bean
Activity Location				Millennium Park, Chicago, IL, 60602, US
Activity Geo				41.8826541156348, -87.62330263853079
Source Location ID			This can be directly tied to our location as we store foursquare location id	4b0850dff964a520da0823e3
SnapGadget Location ID				897

## 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	

## User 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				

## User Deals

Field	Type	Description	Notes
User Deal ID [Key]			
SnapGadget User ID			User ID
SnapGadget Offer ID			From Offer Table
Deal datetime	DateTime	When Deal was purchased	May not have this exactly as we pass this off to shopping site, hopefully get it back from them
Deal Price		Price of the deal	

Insider Main Page


snapgadget.com

SIDE KICKINSIDERASSISTANT

Alan M.

Glad you are back Alan, Insider recommends


Your Special Offer of the day



Silverthorne Rafting Company

\$41 you save \$41


Snap it Up




3 friends snapped this offer

Insider do better

Your Suggestion of the day




Amu Restaurant in Boulder

Yelp:  45 reviews

Trip advisor: 9 reviews


Learn More



2 friends reviews

3 snapgadget top lists


You Deserve it



5 Nights in Cabos

\$699 you save \$549

Snap it Up



1 friend review

Insider do better

© Copyright 2012 Snapgadget.com

Privacy | Terms of Use | FAQ | About Us

FOURTH OPTION IS PREFERRED DEALS

## Insider Do Better


**snap**gadget.com

SIDEKICKINSIDERASSISTANT


Alan M. ▾


Alan, Your Insider also recommends

You Might Like?




Skydiving  
Longmount  
\$14 save \$4


  
12 friends snapped this offer




Trending Deals




Lakeside  
\$8 save \$8





Bootcamp  
\$124 save \$60




Something else?

Search for a Deal

Type of Deal ?

Time Period

☐ Local ☐ National



© Copyright 2012 Snapgadget.com

Privacy | Terms of Use | FAQ | About Us


## Insider Do Better Results

**snapgadget.com**

SIDEKICKINSIDERASSISTANT

Alan M. ▾


Your Search Results



Skydiving  
Longmount  
\$14 save \$4

[Snap it Up](#)


12 friends snapped this offer



Silverthorne Rafting Company  
Longmount  
\$41 save \$41

[Snap it Up](#)


4 friends snapped this offer



Lakeside  
Longmount  
\$14 save \$4

[Snap it Up](#)

12 friends snapped this offer



BOOT CAMP  
Longmount  
\$14 save \$4

[Snap it Up](#)

12 friends snapped this offer

© Copyright 2012 Snapgadget.com

Privacy | Terms of Use | FAQ | About Us

## Insider Snap It Up



GROUPON

Featured Deal

All Deals

Now! Deals

Getaways

Goods

Rewards

Alan M.

Denver

Receive Getaway Deals

Refer Friends. Get \$10\*

Royal Solaris Los Cabos All Inclusive Resort

– San Jose del Cabo, Mexico

4- or 5-Night All-Inclusive Stay for Two Adults. Up to Two Kids Aged 4–12 Stay Free. Combine Up to 10 Nights.

Getaways

with Expedia

from \$699

Buy!

Value	Discount	You Save
\$1,248	44%	\$549

Buy it for a friend!

This deal ended at:  
11:59PM EDT  
05/13/2012

Over 150 bought

Limited quantity available

The deal is on!

Like

0

Send

Beaches

Good for Kids


All-Inclusive

## Suggestion of the Day Drill Down

**snapgadget.com**

SIDEKICKINSIDERASSISTANT

Alan M. ▾



**Amu Restaurant**  
1221 Spruce St, Boulder, CO 80302  
(303) 440-0807

**Reviews**

Friends

Snapgadget

**Popular?**

3

0

Review It

Book It

**Friends Reviews**

Fred C. Great Food, try the lunchtime special, small cozy setting

Mike L. First class, especially the Sashimi

Read More

**Snapgadget Reviews**

Harry Y. Grab a seat at the counter, let the chef suggest his best of.

Stuart O.. Varied menu, not just the traditional Sushi bar

Read More

**Other Reviews**

Yelp: 46 Reviews ★★★★★

"An establishment offering a authentic non sushi centered Japanese food seems to be a rare find in Boulder, Colorado"

Trip Advisor: 9 Reviews

"Wonderful, real Japanese Food"

© Copyright 2012 Snapgadget.comPrivacy | Terms of Use | FAQ | About Us

## 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 deserves
    - 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

**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

- a. Retrieve the user preferences, SG Suggestion Category 1, SG Suggestion Category 2, SG Suggestion Category 3.
  - b. Repeat experiences logic
    - i. If the user has said yes to repeat experiences (on user preferences table) then no further action required, if user has said no then you want to remove from the list any locations that have been reviewed by the user
  - c. Look through the location table for items that have the same major category as the suggestions and are within the same location and exclude locations that have been reviewed by user if they said no to repeat experiences
    - i. Same location is based on zip code/and or lat/lon.
    - ii. So you can filter the locations to get zip codes that match the default zip code (field on user table) for the user
    - iii. For lat/lon, you will need to calculate 15 miles in either direction from center of the zip code
    - iv. This list will be sorted by Category 1, then category 2 then category 3 (so all category 1's come before category 2)
  - d. Once locations are returned then
    - i. Do a lookup of the locations returned on user\_reviews table for all active reviews and sort them by average star rating
      1. Note that each location can be reviewed more than once, so if you have three reviews for a location, and they have a star rating of 3,4,5 then the average rating would be 4 (and you would sort by that)
      2. You will now have a list of sorted locations by star rating and category
  - e. Now display the first location in the list
10. Preferred location deals
- a. Preferred location deals are deals where the user has reviewed a location, and said yes to 'allow personal offers' and the deal database contains such an offer
    - i. Build a list of locations where the user has reviewed and they have said yes to personal offers
    - ii. Read through the deal database, matching location from review with location from offer database
    - iii. Sort this by %discount
  - b. Once this list is returned then display top 2 records using same structure as 'youdeserveit'
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

**Comment [ANM10]:** You can put this logic in as part of the location search to make the code more efficient

**Comment [ANM11]:** We may change this to minor over time

**Comment [ANM12]:** When user is added we should attempt to populate this field (we can do this based on zip code using code from request invite, or default location that user enters, or by geotag location (html5))

**Comment [ANM13]:** May need a table that has zip code and lat/lon  
Need some code to retrieve locations within bounds – this is the same code that you use on sidekick to display locations

**Comment [ANM14]:** Use this logic to start with

- e. Return top 2 deal based on Preferred location deals
- f. Insider Page will display the top deal
  - i. Get the list of friends for the user. Read the user deals table to see if any of them have taken the deal. If so then display the count
- 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

XX

### 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