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FUNCTIONAL SPECIFICATION
re2024-05

1 Introduction

This document specifies the features that come out-of-the-box with Avensia Excite.

Note that these features will be modified to fit the specific customer requirements in customer implementation projects and depending on the feature it may require adjustment in the customer project.

For architectural overview refer to the Avensia Excite Product Description document at https://www.avensia.com/products

2 Starter site

2.1 Editorial content

Web editors use Excite CMS pages and blocks to create content and design.

2.1.1 Start page

- Content on the **start page** is created by a web editor using Excite CMS blocks.

2.1.2 Editorial page

- An **editorial page** is a generic page type for editorial content.
- Web editors can create content pages and add content to it by using Excite CMS blocks.
- An **editorial page** contains breadcrumbs that automatically display the current page path, excluding the root/start page

2.1.3 Site banner

- Web editors can create a **site banner** with messages and reference it on the **site** content entry in Contentful. The messages are displayed on the topmost part of all pages. If the site banner contains more than one message, they will be animated and displayed one by one
- A **display condition** can be applied to individual messages allowing them to be toggled on/off depending on country, language, device and currency

2.1.4 Site wide banner

- Web editors can create a **site wide banner** with messages and reference it on the **site** content entry in Contentful. The messages are displayed beneath the mega menu on all pages in the site.
- Multiple site wide banner messages can be added. Messages will be stacked on top of each other.
- Web editors can select background color and text color for the banners.

2.1.5 Excite CMS blocks

2.1.5.1 Layout block

- Web editors can use **layout blocks** to control the order and flow of the content.
- The **layout block** distributes other blocks in rows and adjusts based on the client device and size.
- Any other Excite CMS block type may be used within the layout block.
- The **layout block** has multiple different layout options. Image?
- Web editors can configure the layout block to include a gap between each section.
- Web editors can choose the width of the layout block from a set of predefined settings, ranging from full, which is the entire viewport, with incrementally smaller widths.
- The layout block automatically restructures itself to fit smaller screens. This is true for all layouts the block can have.

2.1.5.2 Editorial block

- Web editors can use the **Editorial block** to create rich text content.

2.1.5.3 Image block

- Web editors can use the **Image block** to display image assets.
- Web editors can use different images for desktop and mobile views.
- Images and videos are uploaded as assets to Contentful.
- Web editors can add rich text that will be displayed next to the image. This can include buttons that link to other pages on the site.
- Web editors can add an optional description text to the uploaded image asset. This will be used as *alt* text of image.

2.1.5.4 Image with focal points block

- Web editors can use the **Image with focal points block** to display image assets.
- Web editors can use different images for desktop and mobile views.
- Images and videos are uploaded as assets to Contentful.
- Web editors can add markers to the image. Each marker contains a variant SKU. When the **image with focal points block** is rendered on the site, it will have markers at the location that was specified on the block. When a user hovers on a marker a popover appears showing the name, price, and an image of the product variant whose SKU was configured on that marker. Clicking on a marker navigates to the PDP for that product variant.
- Web editors can configure different markers for the desktop image and the mobile image.
- Web editors can configure the background colour and the colour of the icon within the marker. This is to make sure that the markers have contrasting colours when compared to the image.

2.1.5.5 Video block

- Web editors can use the Video block to add YouTube, Vimeo, or video assets that have been uploaded to Contentful.
- Web editors can add an optional title and rich text description for each video.
- Web editors can configure the video to play automatically when it is loaded.

- Web editors can configure which aspect ratio the video should be displayed in.

2.1.5.6 Product list block

- The product list block will list products based on include and exclude product filter rules:
  - They can include categories, campaigns, or individual products.
  - Multiple product filter rules can be combined with both and or rules.
- Web editors can customize the product list blocks header, background colour, and show more links.

2.1.6 Brand block

- Web editors can add which brands should be visible in the brand list.
- The brand list will contain the brand's image/logo that have been set on that brand.
- Clicking on a brand's image/logo will navigate to that brand's page.
- Above the brand list is a link to the Brand overview page, which shows all the brands that are available.
- Web editors can customize the brand block header and show more link text.

2.2 Catalog content

2.2.1 Product detail page

2.2.1.1 Product information

- The product detail page displays the following product information:
- Heading: Product name, variation color, variation size
- Current price and if applicable, current campaign price and name of campaign
- Lowest price in the last 30 days (configurable) with explanation if lower than the current price.
- Optional price history graph or list showing pricing over the last 90 days (configurable) as default.
- Multiple prices can be configured and displayed, such as MSRP and member prices i.e. specific prices if you are logged in.
- Product description
- Product details:
  - Article number
  - Brand
- Product images
- Product Rating (depending on provider)
- Clicking on the brand name navigates to that brand's page.
- Most product information can be edited in the commercetools Merchant Center application. However, if an external PIM is used for product management, changes made it Merchant Center may be overwritten by the imports.

2.2.1.2 Variant selector

- A variant selector will be displayed if the product has multiple variants, displaying variant color and size. The first variant is automatically selected.

2.2.1.3 Add to cart

- If variant is buyable (variant is in stock and product is not discontinued):
  - Add to cart CTA with quantity selector is displayed.
  - Stock status "in stock" is displayed.
- If variant is out of stock:
  - An out-of-stock message is displayed.
  - The item cannot be added to the cart.
- A product can be added to and removed from the wish list from the product detail page.

2.2.1.4 Cross-sell/Up-sell

- Recommendations panel (from search/recommendation engine)
- Related products panel (from search/recommendation engine)

2.2.1.5 Other information

- A breadcrumb is displayed which adapts to the current context, e.g. if customer navigates to the product from the brand page, the brand is included in the breadcrumb. If the customer navigates to the product from a category page, the current category structure is displayed in the breadcrumb.
- Web editors can add a USP Block that will be displayed on all product detail pages.

2.2.2 Product cards

- A product card is a standardized layout to display a product in a product list.
- A product card displays the product price, product image and product name, brand, and if applicable, current campaign price.
- A product can be added to and removed from the wish list from the product card by clicking the heart icon.

2.2.3 Category page

- A category page displays products from a specific category, including products from all child categories.
- The category page is accessed from the main menu or directly through a URL in the web browser address field.
- A category page displays 24 products. It starts to fetch more products when the user clicks the Show More-button on the bottom of the page and from then on, we continuously fetch more products as the user scrolls down (infinite scroll).
- The category page displays every product on a Product Card.
- The products displayed on the category page are default sorted by relevance by the search engine used in the solution.
- The visitor may change the sort order.
- The following sorting options are available by default:

- o Top sellers
- o Name A-Z
- o Name Z-A
- o Lowest price
- o Highest price
- o Rating
- The following filter options are available by default:
  - o Color
  - o Brand
  - o Price
- Filters that will give zero products are not displayed.
- Web editors can add content on the top and in the bottom of the category page using content blocks in Contentful.
- ~~A breadcrumb displays the selected category and its parents including the web site start page.~~

2.2.4 Product listing page

- Web editors can create product listing pages.
- Web editors configure visible products by including or excluding products, categories or brands on the page entity in Contentful.
- The web editor can select to only include products that currently belong to a discount by specifying the commercetools discount key.
- A product listing page is rendered in the same way as a category page.
- Can display the lowest price in the last 30 days (configurable) if lower than the current price.
- Web editors can add content to the top and bottom of the page by using Content blocks in Contentful.

2.2.5 Brands

2.2.5.1 Brands overview page

- The brand overview page is represented as a RootCategoryPage in Contentful
- All available brands are listed and grouped in alphabetical order
- Clicking a brand name will route the user to a Brand page (see next section)
- The brand overview page is automatically created by the synchronization job between commercetools and Contentful.

2.2.5.2 Brand page

- A brand page works exactly in the same way as a category page, except that it lists all products in a specific brand instead of a specific category. See section on category page.

2.2.6 Campaigns

2.2.6.1 Campaigns overview page

- Web editors can create campaign overview pages.

- A campaign page will list pages of types ProductListingPage. A product listing page doesn't necessarily need to list articles available in a campaign, but the point is to created listing pages and apply relevant filters to the product selection.
- The campaign overview page has a top and bottom area where editors can add editorial content.

2.3 Commerce features

2.3.1 Mini cart

- The **mini cart** is available from the page header on all pages except for the checkout page.
- The mini cart lists all items in cart. For each item, the mini cart displays:
    - The main variant image and the product name. Image and product name are links to the product detail page for the selected variant.
    - The price, and if applicable also the campaign price. Price displayed is:
        - The row total (price multiplied by quantity)
        - The price that was the valid price when item was added to cart
        - The price is displayed both as original price and the price after applied offer.
    - The quantity in cart, with possibility add to or subtract. Adding or subtracting quantity will cause an update of the price to the currently valid price. A visitor can also remove the item from the cart.
    - For each mini cart row, the stock inventory is displayed as in stock, low stock or out of stock.
- The mini cart displays the total sum to pay and the freight cost. The freight cost displayed is for the default freight method, or the cost for the selected freight cost if the visitor has selected a different option earlier in the checkout.
- A visitor can navigate to checkout from the mini cart.
- A logged in member can request a quote from the minicart.

2.3.2 Checkout page

- The **checkout page** is available from the mini cart.
- The standard page header (including e.g. the mega menu) is hidden on checkout. Instead, there is a link to "continue shopping" which leads to start page and a logo in the page header. Any site wide banner is also visible, as well as the page footer.
- The Checkout page **lists all items** in cart. For each item, the checkout page displays the same info and features as the mini cart, besides any error messages:
    - If item is no longer available or
    - If the requested quantity is not in stock and backorders are disabled, a configurable error message is displayed.
    - If the requested quantity is not in stock, a configurable error message is displayed.
    - If any error message is displayed, it is not possible to complete purchase and a configurable error message is displayed.
- Customer can add a **discount code**.
- Customer can add a **gift card** as payment. If the order is fully paid by a gift card, message "Nothing left to pay" will be displayed instead of the payment options.
- Customer can choose among the available **shipping options** (depending on configuration)

- Customer can choose among the available **payment options** (depending on configuration)
- The cart summary shows the total discount, total price, payment and shipping fee, VAT and total left to pay.
- The native address(es) forms are displayed unless the selected payment method supports address inputs in their widget, such as Klarna Checkout.
    - Customer can choose to fetch shipping address information using their SSN from an address lookup service (Klarna or Qliro depending on configuration) or supply the information manually. This feature is available in Sweden, Norway, Finland, Denmark, Netherlands, Germany, and Austria.
    - Shipping address consists of first name, last name, address (one or two rows), postal code, city, state (if language is English), e-mail address and phone number.
    - If the customer is logged in, the address is pre-populated from the address that is configured on that user's profile.
    - Customer can specify an alternative shipping address, which consists of first name, last name, address (one or two rows), postal code, city and state (if language is English).
- Customer must accept terms and condition before purchase can be completed.
- A logged in member can request a quote from the checkout page.

2.3.3 Order confirmation page

- Visitor is redirected to the **order confirmation page** after completing purchase.
- The order confirmation page displays an order reference number and web editors can add a custom heading for the order reference number.
- Web editors can change the heading of the order confirmation page.
- Web editors can add top and bottom content using Contentful **content blocks**.
- Web editors can add SEO content and configure the slug for the order confirmation page.
- Depending on the selected payment providers capabilities, the order confirmation page may display more order details.

2.3.4 Order Integration

Integrating orders between commercetools, Avensia Excite, ERP/WMS or other systems is primarily done using asynchronous messages published by commercetools. commercetools publishes these messages for virtually any change made to entities in the platform. Applications that consume these events can decide which events to subscribe to by using the subscription API. Order related change subscriptions are defined with the resource type id *order,* *https://docs.commercetools.com/api/projects/subscriptions#changesubscription*

A basic order integration flow in an Excite is:

1. Avensia Excite creates an order in commercetools based on the visitor's cart
2. Avensia Excite will set the current *State* of the order to *Initial* and run various checks for payments, stock levels etc.
3. When the checks have all passed Avensia Excite will set the state of the order to *Released*. The state *Released* is a signal for external systems that the order can be picked up and processing can start in the ERP/WMS

2.3.5 Stock reservations

There are two options when it comes to stock reservations in excite, native commercetools reservations and excite inventory subsystem.

2.3.5.1 Native commercetools reservations

Reservations are created when the order is created and released as soon as the order got successfully created. Reservations typically exists for less than a second, and it's only to make sure we don't oversell during the period of order creation.

The limitation with Native reservations is that we cannot keep an item reserved until we are certain the payment was accepted by the PSP. In many cases, we know that in the initial PSP response, but for some providers we need to wait until we get a final confirmation, perhaps hours or a day after.

Another limitation here is that we cannot use commercetools order edit feature, see https://docs.commercetools.com/api/projects/order-edits , in combination with native reservations. Avensia Excite heavily relies on order edits in the custom, Order Management System.

2.3.5.2 Excite Inventory Subsystem

The inventory subsystem in Excite is built to get around the commercetools limitations above, without completely replacing the inventory system in commercetools. The Excite inventory subsystem exists as a replica of the inventory information in commercetools and as soon as the commercetools inventory is adjusted the Excite inventory is adjusted as well through events. And if the inventory in Excite is adjusted the change is replicated to commercetools as well. A big difference between the native inventory reservations and Avensia Excite's Inventory Subsystem is that we can keep an inventory reservation even after the order has been placed, without finalizing it, and wait until we have received all necessary confirmations before doing so.

Another benefit is that we can use Order Edits in combination with our Inventory System.

2.3.6 Wish list

- The **wish list** is available on all pages from the page header.
- A visitor can add variants to a wish list to save for later
- The wish list lists all variants in the wish list. For each variant, it displays the variant main image, product name, brand name, variant price, and if applicable, the campaign price. Each product links to its product detail page and allows the item to be added to the users cart.
- Visitors and members can add variants to and remove variants from the wish list on the product detail page and on product cards.
- When visitors log in, the contents of their visitor wish list are transferred to their member wish list.

2.3.7 Shopping list

- Shopping lists are available from either the wish list or my pages and allows logged in users to create and manage custom lists of variants.
- For each variant in the shopping list, it displays the variant main image, product name, brand name, variant price, and if applicable, the campaign price. Each product links to its product detail page.

- Items in the list can be moved between lists individually or all at once.
- Lists can be shared publicly, renamed, and removed.
- All items can be added to a user's cart individually or in a single action.

2.3.8 Return page
- User can enter their order number and email address into the Easycom widget to being the process of returns or report product issues.
- Also available via a link from the Order history page where data can be prefilled into the component for ease of use.

2.3.9 Back in stock notifications
- Visitor can subscribe to **Back in stock notifications** for variants that are out of stock, but product is not discontinued. Visitors supply their e-mail address.
- When variant is back in stock (when purchase available quantity is more than 1), **Back in stock notification emails** are sent to all subscribed e-mail addresses.

2.3.10 Quotes
- Members can request a quote based on the items that are placed in the cart.
- A quote can contain multiple line items and the quantity for each. It can also contain a message from the buyer to the seller which will begin the negotiations.
- The seller can see the quote request, in commercetools merchant center, and either accept it or reject it. Once accepted, a quote is created, and the seller can add discounts to it.
- The logged in member can view all quote requests and quotes under My Pages. Quotes can be:
  - **Accepted:** The member accepts the discounts offered from the seller. After being redirected to the checkout page, the member continues with the standard payment flow.
  - **Rejected: The** member rejects the quote, and the negotiations stop.
  - **Negotiate:** The member asks for a renegotiation with a message to the seller. The seller then have the option to create a new quote with different discounts.

2.4 Search
- Displays search suggestions based on input
- Suggested search texts
  - When the search field receives focus it displays suggested search texts
  - Entering text into the search field will immediately return suggested search texts based on the entered text.
  - The suggested search texts list can be navigated using the keyboard arrow keys.
  - When the search field is focused, but no text has been entered, the suggested search texts consist of:
    - A list of the most recent searched terms by the user.
    - A list of popular search suggestions.
  - When the search field have text in it, the suggested search texts consist of:
    - A list of search suggestions that match the entered search text.
    - A list of categories that match the entered search text.
    - A list of content pages that match the entered search text.

- Search results on page
  - Search results on page starts to populate automatically after entering text. Updating the text will render a new result based on the entered text.
  - If no search result is found it will try to find best match, for example "Shir" gives "Shirt" and displays results. If no match can be found a "No hits" messages is displayed.
  - Facets / filters are populated based on search results, Size and Brand. Displays number of products for specific filter.
  - Search result displays product-data the exact same way that category pages does.
  - Sort orders are the same as category pages.
  - Related search phrases are visible as buttons. Clicking on one will execute a search with that phrase instead.

2.5 Navigation

2.5.1 Mega menu

- Web editors can add menu items to the **mega menu**.
- The mega menu is displayed on all pages in the page header except on checkout page.
- Web editors can add CMS pages to the mega menu header. Web editors can control the sorting of the subpages. These same links will be shown in the mobile menu.

2.5.2 Mobile menu items

- A visitor can click through all available levels in the navigation and navigate back up the navigation tree.
- When opening the menu while in a category page, that navigation level is preselected to that category. This allows the visitor to reopen the menu and continue where they left off.
- A visitor can access the My pages and their favorites from the mobile menu.

2.6 Footer

2.6.1 Footer link groups

- Web editors can add **link collections** that will be displayed on all pages in the page footer.
- Each link collection has a title and a list of links.
- Web editors can control the sorting of both the link collections and their links.

2.6.2 Copyright banner

- A **copyright banner** is displayed on the bottom of all pages.
- Web editors can modify the copyright banner text.

2.7 Languages

- An Excite site can be configured to include different languages on a per domain basis.

- Web editors can configure to include the have the current language included in the path.

2.8 Countries

- Web editors can restrict which countries a customer is allowed to shop from. This is configured on a per domain basis. This restriction is optional and can be set to allow customers from all countries.

2.9 Members

2.9.1 Member registration

- Visitors can register as members on the site.
- The **registration form** contains e-mail address, first name, last name and password. The e-mail address will be used as username for the new account.
- Supplied password must, by default, be at least eight characters long. Custom validation can be configured such as length and complexity. The user-facing error messages can also be configured.
- Visitors are required to agree to terms and conditions before registering as a member.
- Visitors are automatically logged in and redirected to my pages when the registration is complete.
- The new member account is registered in commercetools and given unique identifying number.

2.9.2 Login

- The **login form** is available on all pages from the page header.
  - Registered members can login by supplying their username (email address) and password in the login form and accepting the terms and conditions.
  - Password reset and registration links can be found on the login form and redirect members to the corresponding forms.
- User credentials are validated against commercetools.
- When logged in, the same header can be used to navigate to My Pages.

2.9.3 Forgot password

- Registered members can request a new password by supplying their e-mail address in the **Forgot password form.** The Forgot password form is available from the Login form.returns
- The form will display a message with instructions on how to reset your password when the form is submitted.
- A rate limit can be configured for how many forgot-password requests can be made for an email.
- If there is a registered member with the supplied e-mail address, an e-mail is sent to this address with a link (including a security token) to the **Reset password form.**
  - The visitor can reset their password by supplying a new password in the Reset password form, providing that the security token is valid.
  - The security token is valid for 10 minutes. Token duration is configurable.
  - Supplied password must be at least six characters long.
  - Visitors can toggle between display/hide password in the Reset password form.

- o Web editors can select a specific page that visitors should be redirected to after resetting their password. If no specific page is selected, visitors will be redirected to start page.

2.9.4 My pages

- Link to **My pages** is available for logged in members on all pages in the page header.
- Navigating to My pages without being logged in will prompt the user to log in.

2.9.4.1 My Profile

- Logged in members can update their personal details in the **My details form**.
- The form contains fields for updating first name, last name, address, postal code, city, email address, phone number.
- The form allows users to update their contact method preferences of email, post, or SMS.
- The form displays the members unique user ID.

2.9.4.2 Change password

- Logged in members can update their password in the **Change password form**. The form contains the current password and new password.
- Supplied new password must be at least eight characters long, and must contain at least one of the following:
  - o Number
  - o Uppercase letter
  - o Lowercase letter
- When a password has been changed, all previously active sessions get terminated.

2.9.4.3 Order history

- Logged in members can view their order history.
- The user can, per order, view the following information:
  - o Order date
  - o Order number
  - o Order total
  - o Order status
  - o Shipping method
  - o Payment method
  - o Billing address
  - o Line items
    - ▪ Price
    - ▪ Quantity
    - ▪ Status
    - ▪ Unit price
    - ▪ Total
- The user can search amongst the orders.
- The user can begin a return or refund process using Easycom.

2.9.4.4 Avarda

- When having Avarda as a payment provider, there is the option of adding Avarda invoices and Avarda account to My Pages.

- Logged in members can list and search for all invoices that have been issued by Avarda.
  - All invoices include, but are not limited to:
    - Paid
    - Unpaid
    - Overdue
    - Processing payment
- For the invoices that are payable, the user can pay them right from the invoice details section, using Avada's payment widget.
- Logged in members can view their Avarda account, its status, the current balance, and the latest issued account invoice with the ability to pay it right from the account details section.

2.9.5 Logout

- A logged in member can choose to logout from the account
- The visitor is redirected to start page when logging out

2.10 Misc. site features

2.10.1 404 error page

- Visitors will be redirected to a **404 error page** when navigating to an url that does not exist (on HTTP response code 404).
- Web editors can create rich content, set the background color, the text color and choose the content width to use to display on the 404 error page.

2.11 SEO

2.11.1 Canonical URL

- All product detail pages specify its canonical url in the canonical link element.

2.11.2 Meta fields

- Web editors can set the following meta data fields on all pages though the CMS:
  - Title
  - Description
  - Robots index/noindex
  - Robots follow/nofollow
- Default fallback values for Title- and Description meta tags can be configured. If no explicit Title or Description is set on the page, the default ones will be used instead.

2.11.3 Open Graph

- Web editors can set the following Open graph meta tags on all pages:
  - og:title
  - og:description
  - og:image
- The following Open Graph meta tags are automatically added to all pages:
  - og:url

2.11.4 Robots.txt

- **Robots.txt** is dynamically generated.
- Web editors can add language specific content to robots.txt through the CMS.
- By default contains "User-agent: *"
- Can be toggled to disallow robots.

2.11.5 Redirects

- Excite contains jobs that automatically create redirect rules when content and product information is updated and results in URL changes. This avoids 404s when requests are made to historical URLs.

2.11.6 Ld Json

Google compliant Ld Json on product data pages.

- o Automatic or custom breadcrumb generation.
- o Product information

2.11.7 Google Product Feed

All Required fields according to Google Product Data Specification
The content is generated by a scheduled job that can be configured to run as often as wanted.
Extendable for custom data sources.

2.12 Accessibility

- Excite supports WCAG 2.0

3 Back-office

The commercetools merchant center serves as the main back office for managing data and settings. This includes but is not limited to:

- International settings - Internation Settings | Merchant Center | commercetools
- Discounts - Discounts Overview | Merchant Center | commercetools
- Shipping Methods - Shipping Methods | Merchant Center | commercetools

For more detail see the commercetools documentation

3.1 commercetools custom application

Excite has its own UI and API which allows the management and monitoring of data flows within Excite in the form of jobs and queues. It does this via an app that extends commercetools merchant center using their custom application framework and which integrates with Excite.

3.1.1 Jobs

The jobs pages provide both an overview and detailed views of all jobs. The overview provides the following information and actions for each scheduled tasks executing as part of Excite:

- Status: Idle/Disabled/Running
- Job Name
- Previous run time
- Next scheduled run
- Manual Start/Stop job actions.
- Disable job action.

Each job can be viewed in more detail on a job specific page and provides the following information and actions to change the job:

- Manual Start/Stop job actions.
- Disable job action.
- Next scheduled run
- Last Run
- The current CRON schedule with textual description of the time interval.
- The ability to update the CRON schedule.
- The history of the last 100 job executions detailing:
    - o Start time
    - o The outcome (success/failure)
    - o A job specific summary message
    - o The job duration.
    - o Correlation ID (link)

Each correlation ID is a link and can be used to view the logs for the specific job execution which if available, contains:

- Log message type
- Timestamp
- Message – which can be information success as progress or the specific error and stack trace.

3.1.2 Queues

The queue pages provide an overview of the message queues Excite uses to receive and process information. The overview page provides the following information for each queue:

- Queue name.
- Pending items – the count of messages in the queue awaiting processing.
- Failed Items – the count of messages which have failed to be process.
- An action to view the list of failed messages if there are any.

The failed messages can be expanded and viewed on the same page to see in more detail any issues. It shows the following information on each failed message:

- Message ID (link)
- Status
- Summary message
- Message created timestamp.
- Retried – the count of how many times the messaged processing has be retried.
- Retry action – attempt to process the message again.

- Remove action – remove the message from the queue.

For items in the failed list the message ID can clicked to navigate to a page for the specific message. Here you can see:

- Message created timestamp
- Retry and Remove actions.
- The messages unique ID
- Any JSON data within the message.
- The message status.
- The log information including error messages and stack trace.

3.2 Translations

- Excite translations are managed via a custom Contentful custom application. This can be used to customize any of Excites templated texts.
- The app is installed for an organization and is available for each Contentful environment you create once integrated with Excite.
- Shows available translations for each configured language/market.
- Provides a search which can be used to locate translations.
- Each translation can be edited on the "edit" tab.
- Each of the languages can publish their translations independently and will see a summary of the changes made on the "publish" tab.
- The app supports multiple site setup of excite.

4 Integrations

4.1 API endpoints exposed by Excite

The following API endpoints are exposed by Excite:

- Schedule jobs
- Queues
- Migrations
- Gift cards
- Translations
- Product Feeds
- Sitemap
- Logging
- OMS

See separate **Integration Specification** document for details about the API endpoints.

4.2 Historical Prices

To support the New Deal for Consumer EU legislation, Excite fully supports historical pricing data as a default.

- Configurable price history tracking (default 30 days) for products on the product details and listing pages.
- Automatic updating and removal of historical pricing based on commercetools data via scheduled indexing and subscription to product change events.
- Price history can be displayed as a list or as a graph with configurable interval/tracking period. Default 30-day intervals over a default 90 period.
- Ability to select specific prices channels to be included in the price history tracking.
- Flag to enable or disable this feature.

4.3 Ready-made integrations

4.3.1 Payment service providers

- Adyen
- Klarna
    - Klarna KCO v3
- Vipps
    - Klarna checkout payment method
    - eCommerce API version 2
- Avarda
    - Checkout v3 API
- Svea
    - checkout and admin API v2
- Qliro
    - Checkout API v2
    - Management API v1

4.3.2 Google Tag Manager

- Basic implementation of GTM Enhanced Ecommerce
- Google Analytics 4 (GA4) enabled, with support for Google Universal Analytics until its end of life (1st July 2023).

4.3.3 Facebook Conversions API

- The following events are sent from Excite to Facebook Conversions API:
    - AddPaymentInfo
    - AddToCart
    - AddToWishlist
    - CompleteRegistration
    - Contact
    - CustomizeProduct
    - Donate

- o FindLocation
- o InitiateCheckout
- o Lead
- o PageView
- o Purchase
- o Schedule
- o Search
- o StartTrial
- o SubmitApplication
- o ViewContent

- Supports deduplication of events sent to Facebook both via Conversions API and the Pixel, by sending the same eventId to both Conversions API and the Pixel.

4.3.4 Package Delivery and Tracking

- Budbee
- Unifaun

4.3.5 Algolia

- Basic search and relevance implementation.

4.3.6 TestFreaks

- Customer rating and reviews.

4.3.7 Order management system (OMS)

- After sales order management system for customer services.
- Browser plugin for to commercetools merchant center navigation.

4.3.8 Contentful Focal-point app

- Contentful custom app which enables content maintainers to dynamically tag images with links to products.

4.3.9 Contentful TinyMCE app

- Contentful custom app which enables WYSIWYG content fields enhancing the ability of content maintainers to create and edit content.

4.3.10 Easycom

- Order return and refund tool.

4.4 Add-on integrations

The following add-on integrations are available, but require customer specific adaptations:

- Voyado Elevate 3 and 4
- Voyado Engage
- inRiver PMC product catalog import
- Retain24

4.4.1 Voyado Engage

Customer loyalty and experience.

- v2 Voyado API
- Supports asynchronous, member and contact creation, update, and deletion.
- Support for:
    - Custom triggers
    - Transactional Emails
    - Receipts
    - User consents
    - Promotions
    - Bonus points & Vouchers

4.4.2 Voyado Elevate

Behavioural-driven search and merchandising solution providing optimized search, category listings, navigation, and recommendations to aid product discovery for consumers.

- Support for
    - Full and incremental indexing of product data.
    - Facet customizations.
    - Tracking and logging of user events.

4.4.3 Retain24

Gift card management.

- Support for asynchronous:
    - Retrieval of gift card details and transactions.
    - Redeeming and refunding cards.
    - Creation of gift cards with use of templates

4.4.4 Ninetailed

An A/B testing framework the integrates with Contentful allowing content editors to configure UI experiments within Contentful and have them run on Excite.

GDPR

4.5 Avensia Excite

Avensia Excite relies heavily on third party SaaS service provider for working with and storing data and very little data is stored directly in Avensia Excite. The following chapters cover areas with Excite that may store personal user data.

4.5.1 Postgres SQL Database

Avensia Excite does come with a Postgres SQL database. This database is primarily used for managing/scheduling background jobs, internal queue messages and routing data. It's will also optionally store inventory reservations during the order process.

By default, no customer information is stored in the Postgres Database. However, for customer using Adyen as their payment provider we do store payment notifications provided by Adyen, see https://docs.adyen.com/development-resources/webhooks/understand-notifications

By default, card payment notifications do not contain personal data. However, these notification messages can be configured in Adyen to include the Cardholder name and other personal customer information as well. Also, some other payment methods might include additional customer information in the additional data property.

These notifications are persisted in the database storage for a short period of time. When Adyen post these notifications to Excite they are stored in a database queue that gets processed every fifth seconds. Once the message has been processed it's removed from the database.

4.5.2 Logging

Avensia Excite uses an Application Insights and Raygun for storing logs (informational logs, warning logs and error logs) and general health monitoring of the site.

Application Insights is a service within Microsoft Azure and we use this to store health monitoring data and logs (informational, warning, errors), https://docs.microsoft.com/en-us/azure/azure-monitor/app/app-insights-overview

Avensia Excite uses Raygun, https://raygun.com/, to store information about runtime exceptions/errors in the application. These logs contain detailed information about the HTTP request when operations fail. The logs in Raygun can contain customer information such as username and the user IP address.

4.6 commercetools

https://docs.commercetools.com/tutorials/GDPR

4.7 Contentful

Avensia Excite never sends or stores any personal user information in Contentful.

4.8 CDN / Cloudflare

Traditionally, a CDN primarily cache very static content. Often images, JavaScript files, CSS files etc. These resources have predictable cache keys (the resource URL) and can be served from cache regardless of the client (mobile browser, desktop browser, in-store display etc).

CDNs will however cache other resources such as markup or JSON data if you set appropriate cache headers. But caching markup and JSON with the URL as the cache key is problematic because web applications tend to send different data (JSON) and markup depending on other factors than the resource URL. I.e. a mobile device will not receive the same markup as a desktop device and a user request coming from France might not get the same markup as a user from Sweden, even though their URLs are identical.

To solve the problem of caching other resources than static ones Avensia Excite utilizes Cloudflare workers, https://workers.cloudflare.com/. Cloudflare workers will give us access to the underlying cache API:s in Cloudflare and lets us build our own cache keys, as opposed to just always caching by the resource URL.

In Excite the following properties are included in the cache keys:

- Current country
- Current domain
- Current device
- If the request is logged on or not (no user information, just true or false)
- If it's a full page load (HTML request) or data request (JSON)
- Customer type (b2b/b2c)

What kind of data is cached?

- Static resources
- JSON data
- HTML data

What type of page requests are cached JSON or HTML data for?

JSON and HTML data for almost all page request are cached. This can be configured by each customer project but by default everything is cached for a short period of time to guard against traffic spikes. Pages that do contain personal data are decorated with [NoCache] and will then NOT be cached in Cloudflare even on page loads.

No user specific or personalized content is cached in Cloudflare by Avensia Excite. All user specific or personalized content are loaded separately from the main page load and this data in NEVER cached by Cloudflare. Examples of user specific or personalized content is the users:

- Cart
- User recommendation areas
- Username in the header
- User details on the checkout page
- User details on my pages

Before storing anything in the Cloudflare cache, the request is checked and only when it is a page load it can be added to the cache. All user specific requests are fetched using a concept referred to as Dynamic Data in Avensia Excite and will never be stored in Cloudflare.