Nitro: Functional Specification

2024-03 (Nitro5 v1.19.0)

Contents

1 Introduction

This document specifies the features that comes out-of-the-box with Avensia Nitro.

Note that these features will be modified to fit the specific customer requirements in customer implementation projects.

2 Starter site

2.1 Editorial content

Web editors can use the Nitro CMS blocks and pages to create content and design.

2.1.1 Start page

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

2.1.2 Content page

- A **content page** is a generic page type for editorial content.
- Web editors can create content pages and add content to it by using the Nitro CMS blocks.

2.1.3 Site wide message banner

- Web editors can add **site wide messages** which will be displayed as banners on all pages in the site.
- Web editors can select background color and text color for the banners.

2.1.4 Nitro CMS blocks

2.1.4.1 Row layout block

- Web editors can use the **Row layout block** to control the order and flow of the content.
- The Row layout block distributes other blocks in rows and makes adjustments needed for the client device and size.
- Any other Nitro CMS block type may be used within the Row layout block.

- The row layout block has multiple different layout options:

- Web editors can enable or disable spacing between the blocks within the Row layout block.
- Web editors can control the spacing around the Row layout block, using different presents options for top/bottom/side spacing and desktop/mobile view.

2.1.4.2 Editor block

- Web editors can use the **Editor block** to create rich text content using the Episerver TinyMCE editor.
- Web editors can control the spacing around the block, using different presents options for top/bottom/side spacing and desktop/mobile view. These settings are however ignored if block is placed within a Row layout block.

2.1.4.3 Image block

- Web editors can use the **Image block** to display images or mp4-videos.
- Web editors can use different images and videos for desktop and mobile views.
- Images and videos are uploaded using the Episerver Assets manager.
- Web editors can add an optional title and a CTA button (with label text and target link) that will be displayed as an overlay on the image or video.
    - o Web editors can control the position of the overlay (horizontally: left/center/right, vertically: top/center/bottom).
    - o Web editors can control the theme of the overlay, using different preset options (dark and light).
    - o Web editors can enable or disable a text shadow in the overlay.

- Web editors can add an optional description text. This will be used as alt text of images.
- Web editors can control the spacing around the block, using different presents options for top/bottom/side spacing and desktop/mobile view. These settings are however ignored if block is placed within a Row layout block.

2.1.4.4 Video block

- Web editors can use the Video block to add Youtube or Vimeo videos.
- Web editors can add an optional title and rich text description for each video.
- Web editors can allow or disallow the video player to be expanded into full screen mode.
- Web editors can control the spacing around the block, using different presents options for top/bottom/side spacing and desktop/mobile view. These settings are however ignored if block is placed within a Row layout block.

2.1.4.5 Hotspot block

- Web editors can use the Hotspot block to add an image with product "hot spots" (e.g "merchandise on image" or "shop the look").
- Editors can add "hot spots" and specify which variation it should display.

2.1.4.6 Product block (Voyado Elevate 4)

- Web editors can use the **Product block** to display products.
- Product selection/filtering is done in Elevate Apps. Web editors must supply the Elevate Identifier on the Product block.
- Support for Apptus Preview, so admins can, without publishing changes in Elevate Apps, preview their changes on the site.

2.1.4.7 Product block (Voyado Elevate 3, Optimizely Seach & Navigation)

- Web editors can use the **Product block** to display products.
- Web editors can control which algorithm is used to select products to display, see table below for details.
- Web editors can select commerce content (products, brands or categories) to include and exclude in the block.
- Web editors can choose to only display products that has a discounted price.
- The block will display 1 to 6 products, depending on where in the layout of the page the block is used.
- Only products that are buyable (in stock and not discontinued) will be included.
- Web editors can control the spacing around the block, using different presents options for top/bottom/side spacing and desktop/mobile view (*Known limitation: only Voyado Elevate 3, not Optimizely Search & Navigation*). These settings are however ignored if block is placed within a Row layout block.

	Voyado Elevate 3	Optimizely Search & Navigation
Algorithm	Sales (top sellers) Relevance Recommend based on product Recommend based on cart Recommend based on customer	Relevance Price PriceDesc New Name NameDesc Discount

2.1.4.8 Find nearest store block

- Web editors can use the **Find nearest store block** to display a CTA to find the visitor's nearest store and display the nearest store info.
- When the visitor clicks the CTA the nearest store is found using geo-location reported by the web browser. If no geo-location can be found it will default to Vävaregatan 21, Lund (55.709389, 13.184771).
- Nearest store found will be stored in a cookie for subsequent requests.
- The block will also display a link to the stores overview page.
- Web editors can add an optional title, description text and text label for the CTA.

2.1.4.9 Instagram block

- Web editors can use the **Instagram block** to display images or videos from a public Instagram account.
- Web editors can choose to display only images or only videos.
- Web editors can choose to limit the number of Instagram posts to show.
- Web editors can choose to hide or show image captions.
- The Instagram posts are cached for performance reasons. There can be a delay of up to an hour before new posts from Instagram are displayed because of this.
- A background job will periodically refresh the required Access Token from the Instagram API.

2.1.4.10 USP block

- Web editors can use the **USP block** to display the site's Unique Selling Points.
- The USP block contains a list of **USP item**s. For each item, web editors can specify a display text and an icon.

2.1.4.11 Hubspot Form block

- Web editors can use the **Hubspot Form block** to embed a form created in Hubspot.
- Submissions of the form will be registered in Hubspot.

2.1.4.12 Hubspot CTA block

- Web editors can use the **Hubspot CTA block** to embed a CTA button created in Hubspot.

2.1.5 Blog

2.1.5.1 Blog page

- Web editors can use the **Blog Page** to add blog posts.

- Web editors can use the Nitro CMS blocks to create rich content on the blog page.
- A blog page displays the blog post's title, main image and publish date, as well as the author's name, email and profile picture.
- A breadcrumb displays the selected blog category and its parents.
- A blog page displays the blog title and blog description (from global site settings).

2.1.5.2 Blog category page

- Web editors can use the **Blog Category Page** to categorize blog posts into categories.
- Web editors can also use the Blog Category Page to create a start page for the blog, as it will display a sub menu with all sub blog categories.
- A blog category page displays the category title, category image and category description. (If the page is used as a blog start page, the category title will not be displayed.)
- A blog category page lists all blog posts in this category (or when used as a blog start page all blog posts in its subcategories). For each blog post, it displays the blog post's main image, title, author name, author email, publish date and preamble text. Each blog post links to its blog page.
- A breadcrumb displays the selected blog category and its parents.
- A blog category page will display the blog title, blog cover image and blog description (from global site settings).

2.1.5.3 Blog archive page

- The **Blog Archive page** is similar to the Blog Category Page, except it will not create a menu of the subcategories. Instead, it will create a sub header for each subcategory and list the blog posts in each sub category, displaying only the blog post title for each blog post. Each blog post links to its blog page.
- A breadcrumb displays the name of the blog archive page and its parents.
- A blog category page will display the blog title, blog cover image and blog description (from global site settings).

2.1.6 Stores

2.1.6.1 Store list page

- Web editors can use the **Store List Page** to add an overview of all stores.
- The store list page lists all stores. For each store, it displays the store name, visiting address, opening hours (including future special opening hours), phone number and e-mail address. Each store links to its store page.
- The store list page displays a map with locations for all stores (Google Maps).
- Visitors can filter the store list by supplying a search phrase.

2.1.6.2 Store page

- Web editors can use the **Store page** to display details about a specific store.
- The store page will display the store name, image, rich text description, visiting address, opening hours (including future special opening hours), phone number, e-mail address, services available in this store and location on Google Maps.
- Web editors can tag stores using a pre-defined list of store services (e.g. Counseling, Click and Collect, Self Checkout).
- Web editors can use the Nitro CMS blocks to create rich content on the store page.

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:
  - Brand (with link to brand page)
  - Heading: Product name, variation color, variation size
  - Current price and if applicable, current campaign price and name of campaign
  - Product description
  - Product details:
    - Product code (article number)
    - Product material description
    - Product model height
    - Product model size
  - Product images
- Web editors can modify all product information (including sorting of images) using the Episerver Commerce UI.

2.2.1.2 Variant selector

- A variant selector will be displayed if 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, but product is not yet discontinued:
  - Back in stock notification CTA is displayed
- If product is discontinued:
  - Text "This product can no longer be purchased" is displayed instead of Add-to-cart CTA
- A product can be added to and removed from the wish list from the product detail page.

2.2.1.4 Related products

- A **recommendation** product panel is displayed on the product detail page, see details below.
- A **related** products panel is displayed on the product detail page, see details below.

	Voyado Elevate 3	Voyado Elevate 4	Optimizely Search & Navigation
Recommendations	Recommend based on product panel and Top Sellers panel from Voyado Elevate	The **Upsell** recommendation list from Voyado Elevate	No recommendations

	Voyado Elevate 3	Voyado Elevate 4	Optimizely Search & Navigation
Related products	**Specified by editor** as "Related entries" in Epi Commerce	The **Alternatives** recommendation list from Voyado Elevate	**Specified by editor** as "Related entries" in Epi Commerce

2.2.1.5 Store availability

- Visitors can check product availability in physical stores.
- The store availability feature is available from the product detail page. It displays all stores and their stock status for the current variant. Each store links to its store page.
- Visitors can filter the store list to show all stores or only show stores where variant is available.

2.2.1.6 Other information

- "News" badge is displayed if product is considered "new". Number of days a product is considered "new" is configurable and counts from the product's publish date in Epi catalog.
- 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 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, and if applicable, current campaign price and campaign name.
- A product can be added to and removed from the wish list from the product card.

2.2.3 Product listing page (common features)

- Nitro contains four types of product listing pages: category page, overview page, search result page and product listing page. See details on these below.
- All product listing pages display 24 products (desktop version). It starts to fetch more products when the user clicks the Show More-button on the bottom of the page. The page fetches more products while the visitor scrolls the page.
- Every product is displayed on a Product Card.
- The products are default sorted by relevance by the search engine used in the solution.
- See sorting options and filter options in table below.
- The visitor may change the sort order.
- Filters that will give zero products are not displayed.

	Voyado Elevate 3	**Voyado Elevate 4**	**Optimizely Search & Navigation**
Sorting options	Top sellers Name A-Z Name Z-A Lowest price Highest price Article number	Top sellers Lowest price Highest price Publish date Discount value	Top sellers Name A-Z Name Z-A Lowest price Highest price Article number
Filter options	Brand Color Size	Department Brand Size Color Price	Brand Color Size

2.2.4 Category page

- A category page is a **Product listing page** (see common features for all product listing pages above)
- 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.
- Web editors can add content to the top of the page by using Nitro CMS blocks.
- A breadcrumb displays the selected category and its parents including the web site start page.
- A menu displays links to the current category's sub categories.

2.2.5 Product listing page

- An product listing page is a **Product listing page** (see common features for all product listing pages above)
- Web editors can create product listing pages.
- The web editor selects the content to include or exclude on the page by selecting categories, brands or products from the Episerver Commerce Catalog.
- The web editor can select to only include products that currently has a discounted price.
- The web editor can select the default sort order that will be used by on the page.
- A product listing page is rendered in the same way as a category page.
- Web editors can add content to the top of the page by using Nitro CMS blocks.

2.2.6 Brands

2.2.6.1 Brands overview page

- The brands overview page displays all brands in the commerce catalog, grouped in alphabetic order, with clickable links to the brand pages.
- The brands overview page exists in Nitro automatically (web editors cannot create it).

2.2.6.2 Brand page

- A brand page is a **Product listing page** (see common features for all product listing pages above)
- A brand page displays products in a specific brand.

2.2.7 Campaigns

2.2.7.1 Campaigns overview page

- Web editors can create campaign overview pages.
- A campaign overview page will list all campaign pages underneath it. For each campaign page, it will display the image banner and page name. Each campaign page links to the campaign page.
- Web editors can add content to the top of the page by using Nitro CMS blocks.

2.2.7.2 Campaign page

- Web editors can create campaign pages.
- Web editors can specify a campaign image banner that will be displayed for this campaign page on the campaigns overview page.
- The web editor selects the products to include on the page by selecting a campaign from Episerver Commerce Marketing.
- The web editor can select the default sort order that will be used by on the page.
- A product listing page is rendered in the same way as a category page.
- Web editors can add content to the top of the page by using Nitro CMS blocks.

2.3 Commerce features

2.3.1 Mini cart

- The **mini cart** is available from the page header on all pages.
- The mini cart lists all items in cart. For each item, the mini cart displays:
  - The main product image, the variant name, variant color and variant size. Product image and variant name are links to the product detail page.
  - 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 public price (e.g. the non customer specific price).
  - 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. Visitor can also remove the item from cart.
- The mini cart displays total sum to pay (excluding any payment or shipping fee).
- Visitor can navigate to checkout from the mini cart.
- If cart is empty, mini cart displays a message "Your cart is empty."
- Visitor can toggle between prices including or excluding VAT (this can be disabled by config).

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.
- 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, error message "This product cannot be ordered right now" is displayed.
    - If the requested quantity is not in stock, an error message is displayed.
    - If any error message is displayed, it is not possible to complete purchase. Message "There is something wrong with one or more line items that prevents the purchase from being completed" is displayed.
    - Web editors can modify all validation error messages.
- 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.
- Checkout page displays the shipping fee (for the selected shipping option), payment fee (for the selected payment option), total discount, total price (including any payment or shipping fee), and VAT.
- Customer can choose among the available **shipping options** (depending on configuration)
- Customer can choose among the available **payment options** (depending on configuration)
- The **shipping address form** is displayed unless customer chooses a payment option where the address information is entered in a widget from the payment provider (like Klarna Checkout or Qliro).
    - 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.
    - Customer can choose to log in as member. If logged in, shipping address form is prefilled with info from the member account.
    - 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.
    - All fields except the SSN in the shipping address are mandatory.
    - 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).
- Web editors can specify a minimum allowed order value and the error message to display if order value is less than the required order value. Customer cannot complete purchase if order value is less than the allowed minimum order value.
- Web editors can use the Nitro CMS blocks to create rich content to display when cart is empty.
- Web editors can modify all labels on the checkout page.
- Customer can complete purchase.

2.3.3 Order confirmation page

- Visitor is redirected to the **order confirmation page** after completing purchase.
- Web editors can change the heading of the order confirmation page.
- Web editors can use the Nitro CMS blocks to create rich content on the order confirmation page.

- The order confirmation page displays:
  - Order number, order date, order status, shipping address, shipping method, payment method.
  - A list of all ordered items. For each item, it displays the main product image, the variant name, item number, quantity, total row price and if applicable, campaign price.
  - Shipping fee, payment fee, total discount, total price, and VAT

2.3.4 Order confirmation email

- An **order confirmation email** is sent to the customer after completing purchase.
- The order confirmation email contains:
  - Heading, preamble and "thank you for your order" texts
  - The order number and shipping address
  - A list of all ordered items. For each item, it displays the variant name, variant size, unit price, quantity, and total row price.
  - Shipping fee, payment fee, and total price.
  - "Any questions" and "contact support" texts
- All labels and texts in the order confirmation email can be edited by web editors.

2.3.5 Order export

- When customer completes purchase on checkout page an **order** is created.
- The order is placed in a queue for export to ERP.
- A background job processes the order queue and exports orders to ERP. See separate Integration specification document for details on the export.

2.3.6 Stock reservations

- When an order is created, Nitro creates stock reservations for all items in the order.
- When Nitro receives stock updates from ERP it takes the stock reservations into account, making sure Nitro does not oversell items.
- When an order is exported to ERP, the stock reservations are deleted. There is also a background job that deletes all stock reservations older than 20 minutes.

2.3.7 Wish list

- The **wish list** is available on all pages from the page header.
- The wish list lists all products in the wish list. For each product, it displays the product image, product name, product price and if applicable, the campaign price and campaign name. Each product links to its product detail page.
- Visitors and members can add products to and remove products 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.

2.3.8 Back in stock notifications

- Visitor can subscribe to **Back in stock notifications** for variants that are out of stock but product is not yet discontinued. Visitors supply their e-mail address. For logged in members, e-mail address is prefilled in form.
- 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.

2.3.9 Abandoned cart notifications

- Member that abandons a cart will get an **abandoned cart notification** email.
- A cart is considered abandoned if it is not changed and not purchased for X days. X is configurable by web editors.
- Nitro sends 1 notification per cart.
- Members can unsubscribe from the notifications from My pages. New members are automatically subscribed.
- The email contains:
    - The five most recently added variants to cart. Each variant links to its product detail page.
    - A link to the cart. Visitor will be prompted to log in before being redirected to cart.

2.3.10 Quick order

- The **quick order page** is available from the page header on all pages (this can be disabled by editors).
- Web editors can add content to the top of the page by using Nitro CMS blocks.
- Customer can add items to the quick order by supplying article number or by uploading an Excel file with article numbers and quantities.
- Customer can use the "Add all to cart" button to add all items to cart and be redirected to checkout page.

2.4 Search

The on-site search in Nitro has been implemented according to UX best practices from Baymard Institute.

2.4.1 Interaction

- Visible search box in the header (desktop and mobile)
- Visual indication when focusing search box (desktop and mobile)
- Visual indication when hovering suggestions (desktop)
- Button to clear the search box (desktop and mobile)
- Button to close search (mobile)
- Keyboard navigation of suggestions
- Clicking on a suggestion or pressing enter will bring up the search results page

2.4.2 Suggestions

- When the user sets focus in the search box, 5 most recent searches [by the user] are shown as suggestions
- As the user starts typing, suggestions are presented (max 9 in desktop, max 5 in mobile)
- Search suggestions are based on product data and search statistics (depending on the search engine)
- The "completing" part of the suggestion is visually indicated
- Adequate spacing between suggestions for touch navigation

2.4.3 Search results

- It is possible to search for article number, product name, color, category and brand – or a combination

- Clicking on a suggestion or pressing enter will perform a search:
    - The current page url is updated to the search results page url
    - If search gives multiple hits, the matching products are displayed in relevance order
    - If search gives exactly 1 hit, user is redirected to the corresponding product page
- Search results page shows a list of products that matches the search criteria
- Search results page shares the same capabilities as the product listing page with regards to sorting and filtering (see section 2.2.3).
- Automatic correction of misspelled searches, e.g. searching for "jneas" will show results for "jeans".
- Possibility to add manual search synonyms
- If no matches are found, user will be presented a list of popular products

2.5 Navigation

2.5.1 Mega menu (desktop)

- 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.
- There is a limit on how many items that will fit in the mega menu (depending on design). Items that exceed the limit are not visible.
- On desktop, the mega menu displays three levels of navigation: when visitor clicks on an item in the top level, two sub levels are displayed. On mobile, visitor can click through all available levels in the navigation.
- Web editors can add **content pages** to the mega menu. The mega menu will automatically render sub menu items from the selected content. Web editors can control the sorting of the subpages.
- Web editors can add **commerce content** (usually product catalog top nodes, but it is also possible to add the brands container or an entire catalog) to the mega menu. The mega menu will automatically render sub menu items from the selected content.
- Web editors can add menu items **manually** to the mega menu, by specifying link text, link target and a list of sub menu items.

	Voyado Elevate 3	Voyado Elevate 4	Optimizely Search & Navigation
Sorting of sub categories (commerce content)	By Elevate relevance.	By sort order in Episerver UI.	By sort order in Episerver UI.
Empty sub categories in main menu	Empty categories are excluded from main menu.	*Known limitation:* Main menu might include also empty categories.	Empty categories are excluded from main menu.

2.5.2 Mobile menu items

- Web editors can add links that will be displayed in mobile view only (not on desktop), below the mega menu.

2.6 Footer

2.6.1 Footer link groups

- Web editors can add **link groups** that will be displayed on all pages in the page footer.
- Each link group has a title and a list of links.

2.6.2 Social media links

- Web editors can add "follow us" links to social media platforms: Facebook, Instagram, LinkedIn, Twitter, and YouTube.
- The social media links will be visible on all pages in the page footer.
- The social media links are displayed as icons.

2.6.3 Newsletter signup

- Visitors can signup for newsletters using the Newsletter signup form.
- The newsletter signup form is visible on all pages in the page footer.
- Web editors can modify the title, text, input placeholder and button text of the form.
- Note: Newsletter signups are queued in the system, but there is no integration with any newsletter service included. This must be developed as a customer specific addon.

2.6.4 Copyright banner

- A copyright banner is displayed on the bottom of all pages.
- Web editors can modify the copyright banner text.
- The copyright banner contains the current year (like "All rights reserved, Nitro – 2021")

2.7 Languages

- Visitors can change between **Swedish** and **English** language using the **Language Selector**.
- The Language Selector is available on all pages in the page header except on checkout page.
- A language can be configured as "hidden" (needs config by Avensia), meaning that web editors can preview the language but it is not yet publicly available on the site.

2.8 Countries

- Visitors can change between **Sweden** and **United States** using the **Country Selector**.
- The Country Selector is available on all pages in the page header except on checkout page.

2.9 Members

2.9.1 Member registration

- Visitors can register as members on the site.
- The **registration form** contains e-mail address and password. The e-mail address will be used as username for the new account.
- Supplied password must be at least five characters long.
- Visitors are required to agree to terms and conditions before registering as a member.

- Visitors can toggle between show/hide password in the registration form.
- Visitor is automatically logged in when the registration is complete.
- The new member account is registered in Episerver using the standard Episerver authentication module or in Voyado Engage, depending on configuration.

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.
    - Visitors can toggle between show/hide password in the login form.
    - Visitors can choose the "remember me" option when logging in.
    - User credentials are validated against Episerver or Voyado Engage, depending on configuration.
- Visitors can also log in using **Facebook Login, Google Sign-in** or **Vipps Login**
    - User credentials are validated against Facebook/Google/Vipps.
    - The visitor does not need to be registered as a member before logging in with Facebook/Google/Vipps. A new member account will be created in Episerver if it does not already exist.
- A **snackbar** displays a "You are now logged in" message on successful login.
- Web editors can select a specific page that members should be redirected to after logging in. If no specific page is selected, visitors will stay on their current page when logging in.
- Web editors can link to the login feature from the main menu and from other editorial content, optionally passing along parameters (e.g. returnUrl).

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.
- A **snackbar** displays a "If the provided email address exists in our system, you will receive an email with instructions on how to reset your password" message when the form is submitted.
- 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 30 minutes.
    - Supplied password must be at least five characters long.
    - Visitors can toggle between show/hide password in the Reset password form.
    - 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.

2.9.4.1 My details

- Logged in members can update their personal details in the **My details form**. The form contains first name, last name, address (line 1 and 2), postal code, city, email address, mobile number and subscribe/unsubscribe to **Abandoned cart emails**.

- When submitting the My details form, the following fields are required: first name, last name, address (line 1), postal code, city, and email address.

2.9.4.2 Change password

- Logged in members can update their password in the **Change password form**. The form contains current password and new password.
- Supplied new password must be at least five characters long.
- Members can toggle between show/hide password in the Change password form.
- Web editors can use the Nitro CMS blocks to create rich content on the Change password page.

2.9.4.3 My order history

- Logged in members can see a list of all their orders on the **My order history** page. The list contains all orders that the member placed in Nitro while logged as member.
- The list displays order number, order date, total price and order status.
- Web editors can use the Nitro CMS blocks to create rich content to display if member has no orders yet.
- Logged in members can display details for a specific order in their order history.
  - The details include order number, order date, order status, shipping address, shipping method, payment method, shipping fee, payment fee, total price, VAT and a list of all ordered items.
  - For each ordered item, order history detail view displays the same details as the order confirmation page.
  - Web editors can use the Nitro CMS blocks to create rich content on the order detail page.

2.9.4.4 Return form

- Logged in members can initiate the return process by filling out the **Return Form.**
- Member can specify:
  - Which items to return, by selecting items from the order history
  - The quantity to return for each item
  - Reason for returning
- Submitting the form will send an email to customer services with the supplied information.
- Web editors can add rich content to display on the Return form page.
- Web editors can use the Nitro CMS blocks to create rich content to display when the form is submitted.

2.9.4.5 Logout

- A logged in member can logout from **My details page**
- The visitor is redirected to start page when logging out

2.10 Misc site features

2.10.1 Snackbar

- Nitro contains a snackbar to provide lightweight feedback about certain visitor operations (e.g. when visitor successfully logs in). The snackbar displays a brief message at the bottom of the screen.

2.10.2 Not found page (404)

- Visitors will be presented with a **Not found page** when navigating to an url that does not exist (on HTTP response code 404).
- Web editors can use the Nitro CMS blocks to create rich content on the Not found page.

2.11 SEO

2.11.1 Slug generation

- All urls are by default generated based on the *name* of the page/product.
- Invalid characters (such as : and &) are by default removed from the url. Spaces are automatically converted to dashes (-). Umlauts are converted to the corresponding letter.
- Variants are identified as a query parameter to the product page.
- Slugs can be manually overridden per page/product.
- If a name changes the slug will by default be intact.

2.11.2 Url structure

- Url structure is hierarchical, reflecting the page/catalog structure, e.g. `/<parent_page>/<sub_page>` and `/<main_category>/<sub_category>/<product>`

2.11.3 Canonical url

- A product may have multiple valid urls.
- The canonical url for a product is by default set to its brand (e.g. `/<brand>/<product>`).
- All product detail pages specify its canonical url in the canonical link element
- Category pages have canonical urls to deal with filters/sorting parameters
- Category pages support SEO-friendly pagination
- The domain (full address) is included in the canonical url

2.11.4 Title

- `<title>` by default reflects the name of the page/product but can be overridden by web editors
- If the name of the page/product changes, the title is automatically updated.
- All titles are by default suffixed with the name of the site, e.g. <page> | <sitename>

2.11.5 Metafields

- Web editors can set the following meta fields on all pages/products
  - Description
  - Robots index/noindex
  - Robots follow/nofollow

2.11.6 Structured data (JsonLd)

- The following pages emit JsonLd:
  - Start page (WebSite)
  - Product pages (Product, Breadcrumb)
  - Product listing pages (Breadcrumb)

2.11.7 Open Graph

- All pages emit basic Open Graph metadata
- Web editors can set the following metadata on all pages:
  - og:title (same as `<title>`)
  - og:description (same as meta description)
  - og:image (will be used as sharing image on e.g. Facebook)
- In addition, the following metadata is automatically added to all pages:
  - og:url
  - og:type (value is "website" for all pages)
- For product pages, the following metadata is automatically added:
  - product:condition (value is "new" for all products)
  - product:retailer_item_id (value is the variation code)
  - product:availability (value is "in stock" or "out of stock")
  - product:price:amount (value is including VAT)
  - product:price:currency
  - og:image (value is the first product image)

2.11.8 Robots.txt and crawling

- Robots.txt contains `User-agent: *` and link to the Sitemap.xml
- Web editors can modify the contents of robots.txt per language/site
- All non-public sites are by default protected from crawling via the following mechanisms:
  - Pincode protection on entire site
  - `Disallow: *` in Robots.txt
  - `<meta name="robots" content="noindex, nofollow">` in head
  - Response header `X-Robots-Tag: noindex, nofollow`
- Crawling tools can be used in test environments for verification
- Nitro supports server-side rendering (SSR) to make sure bots can see the site properly

2.11.9 Sitemap

- Sitemaps are automatically generated on a schedule.
- Nitro provides one XML sitemap index file for each publicly available language.
- Sitemaps are automatically chunked into files containing max 10k entries.

	Voyado Elevate 3	Voyado Elevate 4	Optimizely Search & Navigation
Included content in sitemap	Products Categories Brands Content pages	Products Content pages Known limitation: Sitemap does not include categories or brands.	Products Categories Brands Content pages

2.11.10 Redirects

- Redirects are automatically established when content is renamed or moved in order to avoid 404s when content urls change.
- Redirect chains are avoided by skipping intermediate steps

- Old site urls can be imported, either using a static url map (old url -> new url) or via a sku-based map (old url -> sku).
- Custom redirect rules (with wildcard support) can be established by web editors

2.11.11 Google Product Feed

- Google product feeds are automatically generated on a schedule, per language/market.
- The feed contains all required fields (according to Google Product Data Specification)

2.11.12 Page speed

- Images are automatically optimized for device and size, using modern formats (such as av1 and webp)
- Images are cached in CloudFlare CDN
- We automatically detect largest content paint (LCP) image which will be eagerly loaded while images off screen are lazy-loaded.
- Pages are optimized to avoid layout shifts (CLS)
- Content is served using compression (gzip, brotli)
- Scripts, style sheets and other resources are cached in the CDN

2.11.13 Alt tags

- Product images automatically get alt tags based on the name of the product
- Content images automatically can have their alt tags set by web editors

2.12 Accessibility

- Nitro supports WCAG 2.0

3 Back-office

3.1 Catalog

3.1.1 Products and variants

- The default product model has **2 variation levels** (product and variation). In a customer implementation project, products are assumed to have a maximum of 3 variation levels.
- All products are expected to have at least one variant.
- Products can be defined as **customer unique products**, so that only certain customers can see them. Customer unique products require users to log in.
- A product can be assigned to multiple categories.

3.1.2 Prices

- Prices are assigned to variants based on Episerver Commerce standard pricing model in the Episerver Commerce Catalog.
- Prices are always entered as a price including VAT.
- A price has a valid date period.
- A price is valid for a specific market only, but Nitro will look for prices stored on the marked named "default market" if it cannot find any market specific price.
- Prices can be defined as **customer specific prices**, so that they are available only to certain customers. Customer specific prices require users to log in.

- **Cost prices** can be stored on variants. Nitro will send cost prices to Voyado Elevate to enable recommendations based on price margin. Cost prices can be stored in foreign currencies and will be converted to the current market's currency using exchange rates registered in Nitro.
- Other price configs (requires config change by Avensia):
  - Enable/disable VAT toggle in mini cart
  - Prices includes or excludes VAT by default

3.1.3 Campaigns and discounts

- A campaign is a price discount that in some way lowers the price of the purchase.
- Nitro uses Episerver Marketing for all campaigns.
- Campaigns are set up manually in Episerver Marketing UI. (Integration between ERP and Episerver Marketing can be developed as a customer add-on.)
- The following Episerver built-in promotion types are available:
  - Cheapest items for free
  - Buy products for fixed price
  - Buy products for discount from other selection
  - Spend for discounted selection
  - Spend for free items
  - Most expensive items for free
  - Buy products for discount on all selections
  - Buy products for discount in same category
  - Spend for discount on order
  - Buy products and get discount on order
  - Spend for discount on shipping cost
  - Buy products for discount on shipping cost
  - Buy products for free shipping
  - Spend for free shipping

3.1.4 Price history

- To enable compliance with the European price directive, Nitro stores all price changes. Default setting is to store 30 days of price history. (Displaying previous prices on the Product Detail Page must be implemented in the customer project).

3.2 Markets

- For each market, admins can configure VAT-rates, payment options and shipping options used in the solution.

3.2.1 Payments

- Admins can configure the following settings for the available Payment Service Providers:
  - Display name
  - Active
  - Sort order (used on checkout page)
  - ERP code identifier
  - Price
  - Settings unique per PSP

See Integration section below for list of available Payment Service Providers.

3.2.2 Shipping methods

- Admins can configure the following settings for the available Shipping methods:
  - Display name
  - Active
  - Sort order (used on checkout page)
  - ERP code identifier
  - Price
  - Return fee

3.3 Nitro job scheduler

- Runs jobs according to their schedule. Jobs are scheduled using advanced cron schedule syntax, giving high precision scheduling down to the second.
- Can execute any number of jobs in parallel
- Possibility to control parallel execution of related jobs
- Scheduler will run on the dedicated scheduler instance in DXP, not affecting CPU on the services that are facing customers
- Possibility to control whether scheduler is active or not, e.g. when doing back copy/migration
- All job runs are associated with an id which can be used to group all logging related to that run
- Administrators can use the Nitro Job Admin UI to
  - Se active running status
  - See outcome of job runs
  - Get details for job logs
  - Update job schedules
  - Update job monitoring settings
- Heartbeats mechanism to make sure the scheduler is active at any time
- Health-check endpoint to externally monitor the health of any jobs

3.4 Project startup tools

- Default CMS content import/export
- Product import from Excel file
- Price import from Excel file
- Stock import from Excel
- Generation of dummy stock data (for testing purposes)
- Store import from Excel

3.5 Developer tools

- Voyado Elevate 3 admin
- Migrations admin
- Instagram access token admin

3.6 Other back-office tools

- Localizations
- Content Finder tool
- Overview with status of queues, running jobs, failed jobs, recent orders

- Queues admin
- Search (customer, order, catalog content)
- inRiver PMC product catalog import admin
- Order admin
- Customer admin
- Organizations admin
- Redirects admin
- Feature toggles
- Stock status viewer
- Market admin
- Exchange rates admin

4 Integrations

4.1 API endpoints exposed by Nitro

The following API endpoints are exposed by Nitro:

- Price import
- Stock import
- Order export
- Shipment import
- Return import
- Return order export
- Store import
- Customer import
- Organization import
- Exchange rate import

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

4.2 Content index (search and relevance)

The content index is used for search and relevance in Nitro.

Nitro supports three different content indexes:

- **Voyado Elevate 3**
- **Voyado Elevate 4**
- **Optimizely Search & Navigation**

4.2.1 Voyado Elevate 3

See sections on **Search**, **Navigation**, **Product block**, **Product detail page** and **Product listing page** above for more details.

4.2.2 Voyado Elevate 4

See sections on **Search**, **Navigation**, **Product block**, **Product detail page** and **Product listing page** above for more details.

4.2.3 Optimizely Search & Navigation

See sections on **Search**, **Navigation**, **Product block**, **Product detail page** and **Product listing page** above for more details.

4.3 CRM

Nitro can be used with either Voyado Engage or Hubspot as external CRM system. This integration to an external CRM system is optional – if opted out, Optimizely will be used as CRM together with SendGrid for transactional emails.

4.3.1 Voyado Engage

- When a visitor registers as a member on site, a contact is created in Voyado Engage as well as in Nitro
- When members log in, credentials are validated against Nitro
- When displaying member data on My pages, data is fetched from Voyado Engage
- When updating member data on My pages, data is updated in Voyado Engage
- The following emails are sent from Nitro via Voyado Engage:
  - Order confirmation
  - Order shipped
  - Partial order shipped
  - Return received
  - Order cancelled
  - Password reset

4.3.2 Hubspot CRM

- When a visitor registers as a member on site, a contact is created in Hubspot as well as in Nitro
- When members log in, credentials are validated against Nitro
- When displaying member data on My pages, data is fetched from Hubspot
- When updating member data on My pages, data is updated in Hubspot
- The following emails are sent from Nitro via SendGrid:
  - Order confirmation
  - Order shipped
  - Partial order shipped
  - Return received
  - Order cancelled
  - Password reset

4.4 PIM

The following integrations with PIM systems are available in Nitro. Note that the integrations are prepared in Nitro but usually require adaptations to fit the requirements of a specific customer:

- inRiver PMC product catalog import

4.5 Payment service providers

- Adyen
- Avarda
  - Avarda Checkout 3.0

- - o My Pages (listing and paying invoices/accounts from My Pages)
  - Bambora
    - o PaymentIQ
  - Collector
    - o Collector Checkout
    - o Collector Faktura
  - Klarna
    - o Klarna KCO v3 (including Klarna Hosted Payment Page)
  - NetsEasy
  - Paytrail
  - Paypal
  - Qliro
    - o Qliro
    - o QliroOne
  - Stripe
    - o Stripe Payment Element (Card, Apple Pay, Google Pay)
  - Vipps
  - Nitro Invoice

4.6 Transactional emails

Nitro will use either Voyado Engage or SendGrid for transactional emails.

4.6.1 SendGrid

- The following transactional emails are sent from the system using SendGrid (when Voyado Engage is disabled):
  - o Order confirmation
  - o Order shipped
  - o Partial order shipped
  - o Return received
  - o Order cancelled
  - o Back in stock notification
  - o Abandoned cart notification
  - o Password reset

4.7 A/B testing

4.7.1 Optimizely Feature Experimentation

Nitro supports A/B testing with Optimizely Feature Experimentation. A/B tests based on existing CMS blocks can be setup by editors. More advanced tests need custom development.

4.8 Other 3rd party integrations

4.8.1 Cision releases

- Releases from Cision can be automatically imported to Nitro as CMS pages.
- To display the Cision releases on the web site, custom development is needed.

4.8.2 Google Maps

See section on **Store page** above.

4.8.3 Google Tag Manager and Google Analytics support

- Google Tag Manager code snippets can be implemented through CMS
- Data layer pushes in both Universal Analytics (until its end of life, 1st July 2024) and Google Analytics 4 data model.
- For GA4, data layer pushes are made for the following events:
    - page_view
    - view_item
    - add_to_cart
    - add_to_wishlist
    - remove_from_cart
    - view_cart
    - begin_checkout
    - add_shipping_info
    - add_payment_info
    - purchase
- For Universal Analytics, data layer pushes are made for the following events:
    - Pageview
    - Product Detail
    - Add to Cart
    - Remove from Cart
    - Checkout
    - Purchase

4.8.4 Instagram

See section on **Instagram block** above.

4.8.5 Facebook Conversions API

- The following events are sent from Nitro to Facebook Conversions API:
    - AddToCart
    - InitiateCheckout
    - Purchase
    - AddToWishlist
    - Search
    - ViewContent (PDP, category page, product listing page, brand page)
    - CompleteRegistration (signup on site and for newsletter)
    - PageView
- Supports deduplication of events sent to Facebook both via Conversions API and the Pixel (via Google Tag Manager), by sending the same eventId to both Conversions API and the Pixel
- Support for unique settings per site/market (e.g. different Facebook accounts for different sites)

4.8.6 Optimizely Forms

- Implementation of Optimizely Forms.

- Supports the following form elements: TextBox, TextArea, Number, Selection, Choice, Submit, reCAPTCHA (Google Captcha), free text
- Support for webhooks on form submission
- Support for regexp validation on TextBox element