

# SCOOBOX® 2.0 for Intershop Enfinity Suite 6

An overview of the SCOOBOX® 2.0 functions

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# 1 Introduction

SCOOBX® is a solution that can be integrated into Intershop Enfinity (from version 6.2 upwards). The module extends the Intershop Enfinity Suite 6 Consumer Channel with numerous social commerce functions. The SCOOBX® 2.0 functions are described in the following chapters and can also be seen in our demo shop. The functions described in section 6 can also be integrated separately.

## 2 Basic functions in SCOOBX<sup>®</sup> 2.0

### 2.1 CAPTCHAs

Through the integrated CAPTCHA function, SCOOBX<sup>®</sup> offers a built-in feature to defend against automated SPAM bots. This standard function can be activated for product comments, for example.

### 2.2 Blacklists

The administrator of a consumer channel has the ability to create, edit, and import blacklists. The blacklist allows searching and filtering of user-generated content for specific undesired terms. This is a standard function that can be activated for product reviews, for example. The blacklist can also serve as the basis for automatic approval of posts.

### 2.3 Permissions system

The rights of each administrator can be managed in the SCOOBX<sup>®</sup> back office. There, you can set who can manage or edit individual elements of the shop, such as the blog or visual shopping. For certain functions, a rights hierarchy can be set that can be subdivided into the contents viewer, manager (view and change contents), and preference manager (view and change contents and settings).

### 2.4 E-mail configurator

The address of every outgoing system mail (password assignment, order confirmation, and so on) is customizable. A different sender address can be used for each message using the configurator.

## 3 Community functions in SCOOBX<sup>®</sup> 2.0

### 3.1 Extended user profile

In contrast to Intershop Enfinity Suite 6.2 Standard, where data of registered end customers are only available for the owner and administrator in the consumer channel, with SCOOBX<sup>®</sup>, the registered end customer can enter additional information in the user profile that is visible to other customers in the shop as well. This allows customers to create publicly-viewable profiles.

#### 3.1.1 User image

A registered end customer can upload an image to his user profile page that is shown to other users. The image can be changed and cropped by registered end customers as well.

#### 3.1.2 Personal information and registration

A registered end customer can add contact information and information about personal interests. In addition, the administrator of the consumer channel can set entry fields for the user profile that are queried and shown in the user profile.

#### 3.1.3 User profile

The registered end user's personal data and the user image are available on his user profile page and can be seen by other end customers. The registered end customer can, however, set the desired level of data privacy on his user profile page and change settings that enable data security. The user profile is also a type of back office for the registered front end user. From here, the registered end customer has access to other SCOOBX<sup>®</sup> functions such as the member rewards and the messaging system, as well as friend and group functionality.

#### 3.1.4 Customer management in the back end

The basic management of registered end customers in the Intershop Enfinity Suite 6 back office is extended with social community functions. The administrator of the consumer channel can use the SCOOBX<sup>®</sup> user rights system to add special permissions for selected registered end customers that extend the features.

This allows community members of the platform to serve as moderators, for example, which provides them with expanded functionality in the storefront. An administrator can also create an image for users, view the users ignored most often, and set dynamic entry fields (see section **Fehler! Verweisquelle konnte nicht gefunden werden.**). In addition, he can block creation of contents such as forum posts or comments by a specific user with a single click.

## 3.2 Member rewards system

The SCOOBBOX<sup>®</sup> Member rewards system supplements the Intershop Enfinity Suite 6.2 bonus point system. This motivates users to actively participate in the social commerce functions of the platform. For example, registered end customers can receive reward points for creating posts and for recommending products. Reward points can be collected by registered end customers in order to reach various levels and to rise within the community. An administrator of the consumer channel can set how many reward points are given for specific user activities and whether registered end customers can use the reward points to purchase products or shipping coupons in the back office. In addition, user groups can also be created. Using the user group rankings, the administrator can provide special marks for employees or moderators in the storefront.

## 3.3 Friends system

Within the SCOOBBOX<sup>®</sup> community, users can invite friends, either directly using the internal messaging function or via e-mail. User search enables users to quickly and easily find other registered friends. A friends list in the user profile of the registered end user enables users to visit friends, send them messages, and end a friendship, if necessary. Friends are suggested automatically in real time when entering the recipient of a message.

## 3.4 Ignore users

This SCOOBBOX<sup>®</sup> function also expands the possibilities for communication and interaction between registered end customers. Users can ignore specific other users. If this function is activated by a registered end customer, he cannot create a friendship with, send messages to, or receive message from the "ignored" users.

## 3.5 Messaging system

Thanks to the SCOOBBOX<sup>®</sup> messaging system, registered end customers can send private messages to each other. Registered end customers can use the messaging system in the user profile to send, receive, and forward messages. This messaging system includes inbox, outbox, and recycle bin functions. In the inbox and outbox, messages are listed with a status display (read, answered). Registered end customers are notified about receipt of a message internally in the user profile and externally via e-mail, if desired.

## 3.6 Report content

By opening the shop system to users, the danger exists that comments from users are published that are perhaps legally questionable, insulting, or offensive. In order to reduce the potential danger of this, the SCOOBBOX<sup>®</sup> extension for Intershop Enfinity Suite 6.2 Standard offers all users the ability to bring problematic user posts to the attention of the administrator of the consumer channel,

in addition to the blacklist function. To do this, a "report" link is placed next to each user posting. When clicked, the consumer channel administrator receives a direct message and a note in the back office about the posting in question. These messages contain a link to the corresponding user posting in the front end. The administrator of the consumer channel can then edit or delete the respective posting in the back end.

### **3.7 Approval function**

To avoid problematic user comments, this function supplements Intershop Enfinity Suite 6.2 with a granular approval system for user-generated postings. The following activation mechanisms can be selected:

- approval of all user postings by the consumer channel administrator
- no vetting or moderation (immediate automatic approval) or
- semi-manual moderation of postings that contain terms that are contained in the black list by the consumer channel administrator.

## 4 Product and shop functions in SCOOBX<sup>®</sup> 2.0

### 4.1 Comment on products

This SCOOBX<sup>®</sup> function extends Intershop Enfinity Suite 6.2 Standard to allow users the opportunity to comment on products on the product detail page independently of the short rating function (see 4.2). Multiple comment types can be created, for example comments and questions about a product. In addition to products, reviews, forum posts and blog entries can also be commented upon. This function is also integrated with the member rewards system. You can also allow comments from unregistered users. To minimise spam, the CAPTCHA function can also be activated.

### 4.2 Short rating

SCOOBX<sup>®</sup> 1.0 allows registered and unregistered end customers to rate products independently of the commentary function with a single click. In addition, user generated content (comments, reviews, etc.,) are rateable by end customers with this function. This allows you to enter whether a product review was "helpful" or "not helpful". The short rating function is also integrated with the member rewards system.

### 4.3 Reviews

SCOOBX<sup>®</sup> extends Intershop Enfinity Suite 6.2 with a module for user-generated product reviews. This function is also integrated with the member rewards system. In the back office, an administrator of the consumer channel can set whether users can include short ratings for specific key words such as quality and value-for-money in product reviews. In addition, unregistered users can create reviews that are protected from misuse by the CAPTCHA function.

### 4.4 Top lists

The top list function accesses the data sets from the short ratings, comments, reviews, recommendations, shopping lists, etc., functions. Top lists can be created for:

- User with the most reward points within a community
- User with the most community postings
- User with the most helpful reviews
- Products that have been sold most often
- Products which were discussed the most
- Products which were rated the highest

## 5 Web 2.0 functions in SCOOBOX<sup>®</sup> 2.0

### 5.1 Configurable user interface

Various functions of SCOOBOX<sup>®</sup> can be displayed according to the personal taste of the user. The layout created by the user is saved in a cookie on the client.

### 5.2 Visual shopping

Using the SCOOBOX<sup>®</sup> Visual Shopping feature, it is possible to easily create content fragments in the back office of the Intershop Enfinity Suite 6 Consumer Channel that are shown to the user in the storefront as images with context-sensitive surfaces (image maps). The designer first uploads a background image for this. He can then place polygons or rectangles on this image. These marked areas can include products that are visible on the background image. These areas are connected to categories or products of the shop. In the storefront, these areas appear as clickable surfaces on the image. If the user moves his mouse over this area, a frame is created. If he clicks on the area, he enters the category or product detail view of the element which is linked to the category. The designer can also place markers, texts, products (with price, description, buy button) and slots on the image, in addition to clickable surfaces. If the user clicks a marker on the storefront, a tooltip opens with the product or category description. The user can also drag the product right into the shopping basket. Using the slot tool, the designer can place any content from the Enfinity Suite 6 content management system on the visual shopping image (for example, the included image slider).

Each visual shopping template represents a content fragment of the Intershop Enfinity Suite 6 content management system and can be included on the pages.

### 5.3 Drag-and-drop shopping basket

SCOOBOX<sup>®</sup> extends Intershop Enfinity Suite 6.2 standard shopping basket functionality with a drag-and-drop shopping basket. The user can virtually transfer all products from the assortment of the online shop to the shopping basket using drag-and-drop. This allows the user to click a product and drag it to the shopping basket icon to add it to the current shopping list.

In addition, when the customer clicks the buy button, a transfer effect occurs. The product image is animated so that it moves into the shopping basket. The drag & drop shopping basket and the transfer effect can be turned on and off in the back office.

### 5.4 Facebook API

Using the Facebook API, various functions are available. Integration of a "Recommend" button within the product detail view and the shopping basket allow users of the shop to recommend individual products to friends within Facebook. Another implemented function is the Facebook

fanbox. Customers within the shop have the option to use this tool to connect to the Fan site within the social network. In addition, individual fans and the total are displayed directly in the Fanbox within the storefront. Additional functions include showing the wish list on their own Facebook page. This is shown as a tab on the profile. In addition, a single-sign-on can also be used. The shop login can be performed using the Facebook login data or directly through the network.

## 5.5 Facebook Shop

With SCOOBOX®, you can do more than partially link your shop to Facebook. You can completely integrate your system with Facebook. The integration is done using an application in the social network. From product search up to the complete checkout, your users can make their purchases using Facebook and can post their favourite products on their wall. In addition, the shop integration includes all relevant features and social commerce functions of an online shop. For an overview, you can see the demoshop on our Facebook fanpage here: [www.facebook.dotsource.de](http://www.facebook.dotsource.de)

## 5.6 Twitter API

By connecting with twitter, a timeline can be shown in the storefront. Current tweets for a previously created profile are shown directly in the shop. The function can also be configured to work according to certain keyword or various user profiles. If the shop operator would like to display tweets about a specific topic, he can set this in the back office. In addition to the API to Facebook, it is possible to use a button to tweet or recommend products. Links to products are automatically shortened using the bit.ly URL shortener.

## 5.7 Blog

A special feature of SCOOBOX® blogs is the direct connection of shop functionality to blog content. In addition to integration of the shopping basket, the administrator has the ability to connect products to the checkout process within blog posts. Individual products can thus be purchased using the blog. Using single-sign-on, the end customers are connected to the shop and the blog functionality. A connection to Twitter and Facebook is also possible.

All standard blog functions are available such as rating and commenting on posts of other users. In the back office, creating individual posts is possible using the WYSIWYG (What You See Is What You Get) editor, without additional programming. In addition, this offers the administrator the option to manage various rights. He can also set whether registration is necessary to create content, approve or delete comments, and manage who can rate specific blog posts.

## 6 Additional Components

### 6.1 Forum

SCOOBOX<sup>®</sup> offers a complete integrated forum for Intershop Enfinity Suite 6.2. The forum will be implemented in such a way that it is integrated into the user components and the member rewards system. The forum serves as a focal point of information exchange and communication between users. Registered users can discuss general or specific topics, discuss experiences, ask and answer questions about the shop and its products, or upload their own images. The operator can set specific categories and sub-forums. In addition, the forum categories can contain an unlimited number of sub-categories. Users can rate forum entries. Integration of products into forum posts is also possible. Important posts can appear permanently at the top of the forum. BB code can be used for formatting in forum posts.

Registered end customers in the storefront can be set as moderators and receive rights to moderate the forum in the storefront.

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