

# Delivering Smarter Commerce



## Social Commerce - Functions and Architecture

Daisy Tan

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# Outline

- V7 Social Commerce Function Overview
- Architecture

## Social Commerce Function Overview

- Social Community Integration in eCommerce
  - Product and category blogs
  - Photo gallery
  - Social profiles
  - Product reviews and ratings
  - Precision marketing Integration

- Prebuilt integration



- Customizable & Extensible

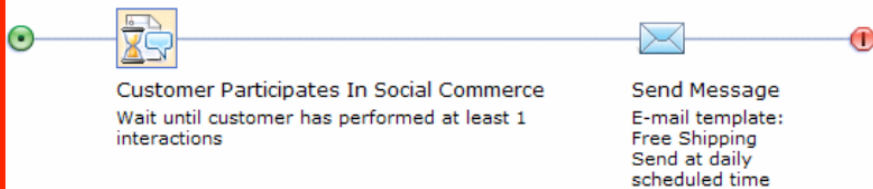
# Product page with social commerce

The screenshot shows a product page for an Enzi Espresso Machine, Red, priced at \$179.99. The page includes a navigation menu, a product image, and various action buttons like 'Add to Cart', 'Add to Compare', and 'Add to Wish List'. A 'Share this:' section is visible, which is highlighted by a callout box labeled 'Share to social networks'. Below the product image, there is a section for 'Enzi Espresso Machine, Red & AromaStar Red Coffee Bean Grinder' with a total price of \$199.98. The 'Reviews' tab is selected, showing an overall rating of 5.0 out of 5. A callout box labeled 'User generated content' points to the 'Blogs' section, which displays three blog entries: 'Good price and quality' by oliver, 'Love this one' by oliver, and 'Need to wake up with a cup' by Sally Super Mom. A profile card for 'oliver' is also shown, displaying his gender (Male), hometown (New York), screen name (oliver), interests, email address, and birthday (1990/10/21).

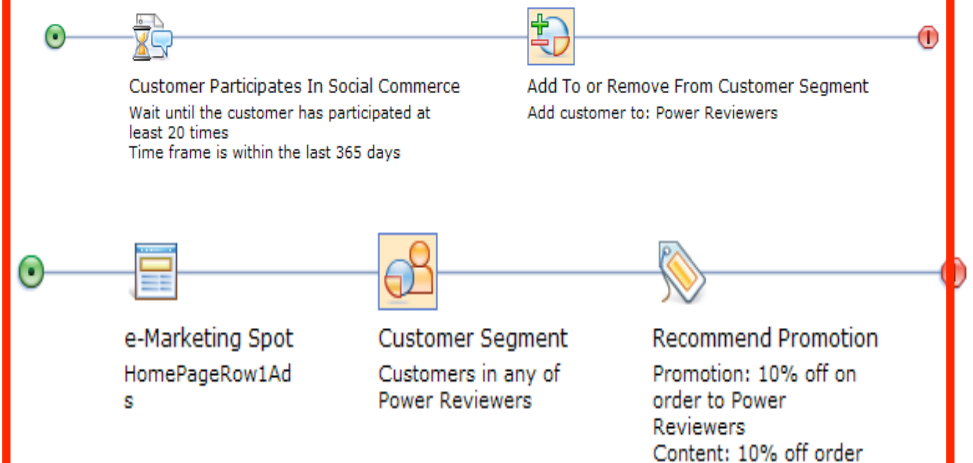
# Precision Marketing Integration

- Social participation events are published whenever registered shoppers create social content.
- These events will be used to provide input into the precision marketing engine.

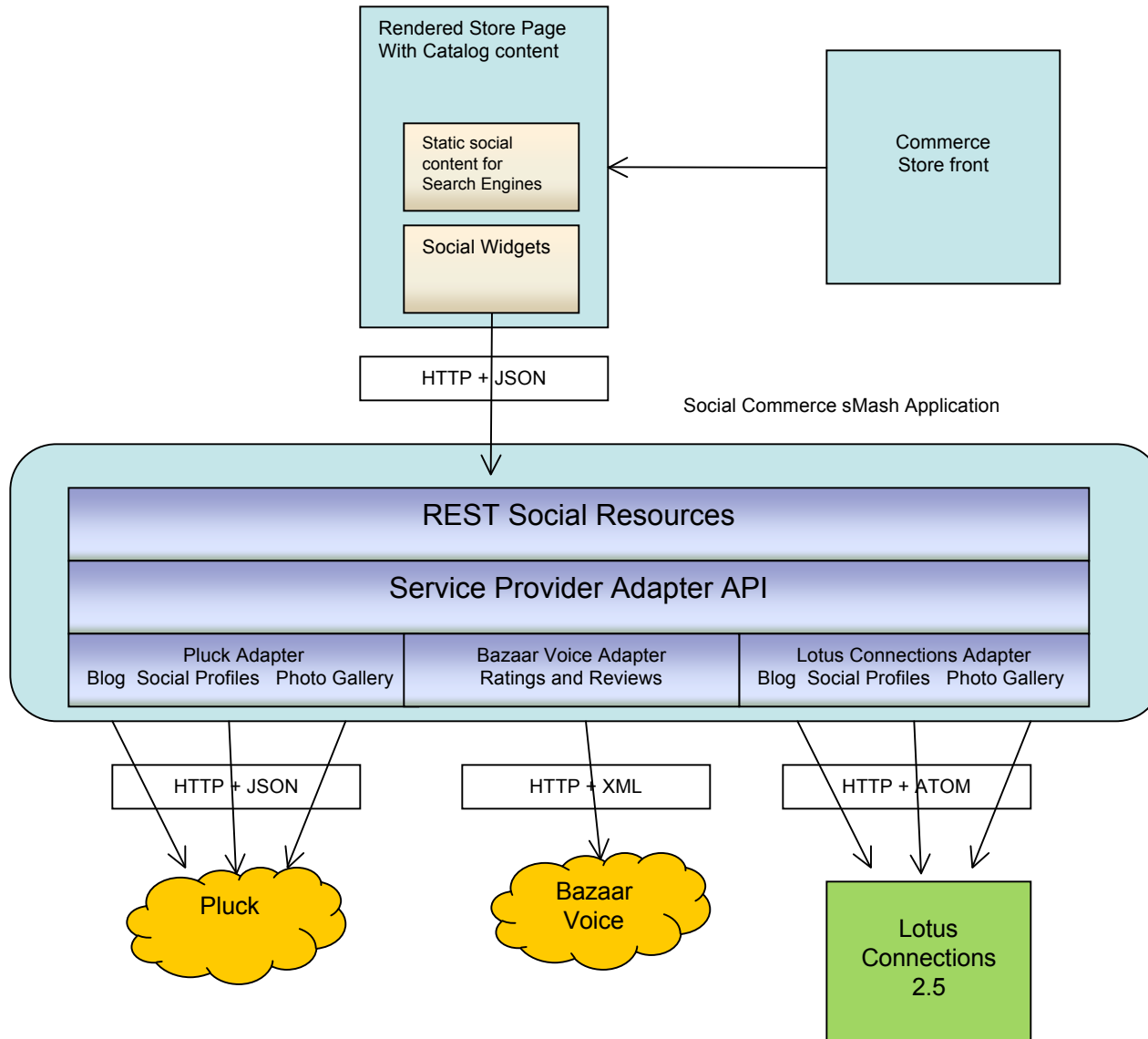
## Promote Active Participation



## Social User Segmentation



# Social Commerce Architecture



# Social Widget Declaration

- Built with Dojo 1.3
- Dynamically rendered
- Highly interactive with no page transitions.
- Opaque resource ids to map social content with a store item
  - category, product, wish list, etc.
- Customizable with CSS

```
<div dojoType="ibm.social.Blog"
title="Item Mode Blog"
resourceId="Sample Store Item Id">
</div>
```

```
<div
dojoType="ibm.social.Reviews"
resourceId="Product SKU"
resourceType="items"
itemDescription="Product Reviews"></div>
```

```
<div dojoType="ibm.social.PhotoGallery"
title="Item Mode Blog"
resourceId="Sample Store Item Id">
</div>
```

```
<div
dojoType = "ibm.social.Profile"
profileAction = "Create"
submitElementId="UserRegistrationAddLink"
productionModeSubmit = "true"></div>
```

```
<div
dojoType="ibm.social.BookMarks"
title="Sample Page Bookmark">
</div>
```



The screenshots show various social widgets in action:

- Lounge Chairs Blog:** A blog entry titled "Lounge Chairs Blog" with a "Back" link. The content includes a post by "Shopper" dated 9/25/2009 6:38 AM, a short paragraph about the White Chaise chair, and a "Comments" section with a "Write a comment" form.
- Enzi Espresso Machine, Red Reviews:** A review widget showing an overall rating of 5.0 of 5 (5 stars). It includes a "Sort by" dropdown set to "Highest rating" and a "Newest post" link. A user review by "Sally Super Mom" is visible, dated 9/9/2009 10:28 AM.
- Fabric Sofas Photo Gallery:** A photo gallery widget titled "Fabric Sofas Photo Gallery" with "Upload Photo" and "Refresh" links. It displays two photos: one by "oliver" (10/19/2009 3:16 PM) and one by "Sally Super Mom" (10/15/2009 9:52 AM).
- Online Community Profile Form:** A form titled "Create an Online Community profile:" with a checked checkbox. It includes fields for "Screen Name", "E-mail Address", "Hometown", "Birthday" (with a date picker), "Gender" (a dropdown menu), and "Interests" (a text area). A note at the bottom states "The maximum character length is 150".



# SEO Integration

- Cached social content
- Rendered in `<noscript>` tags
- Stylized for higher page ranking
- Can be indexed by search engines.
- Provides an accessible view of the data for screen readers, etc.



SEO API



```
<noscript>
<div class="sBlog"> <div class="header">
  <div class="blogTitle">My test blog 2 title</div>
</div>
<div class="viewContainer">
  <div class="mainView">
    <div class="entryContainer">
      <div class="entry" > <div class="entryTitle">Agreed !</div>
        by: <a class="entryAuthor" >charlie</a>
      <div class="body" >
        This is a nice product. I wish shipping was free.
      </div>
      <div class="commentsLabel">comments</div>
      <div class="commentContainer" > </div> <hr/>
    </div>
  </div>
</div>
```

# REST API

- Isolates the widgets from the service providers.
- Provides multiple service types
  - Blogs, Photo galleries, Ratings and reviews, User profiles
- Defines a RESTful interface with HTTP and JSON
  - Stateless server
  - Uniform interface (GET/PUT/POST/DELETE)
  - Readable URLs
  - Allows caching of social content
  - JSON representation of resources

Blog REST API					
HTTP method	URI	Description	Data type	Query params	Authenticated user
GET	/blogs/<blogId>	Retrieve a blog with a page of entries.	blog	pageSize, onPage	
POST	/blogs/<blogId>/entries	Create a new blog entry.	entry		X
GET	/users/<userId>/entries	Retrieve a page of entries created by the user.	entryPage		
GET	/blogs/<blogId>/entries/<entryId>	Retrieve an entry from a blog.	entry		
PUT	/blogs/<blogId>/entries/<entryId>	Recommend a blog entry <b>OR</b> Report an entry as inappropriate	recommendation <b>OR</b> inappropriate		X
DELETE	/blogs/<blogId>/entries/<entryId>	Delete a blog entry. Only valid for the user who created the entry.			X
POST	/blogs/<blogId>/entries/<entryId>/comments	Create a new entry comment.	comment		X
GET	/blogs/<blogId>/entries/<entryId>/comments	Retrieve a page of entry comments.	commentPage	pageSize, onPage	
GET	/blogs/<blogId>/entries/<entryId>/comments/<commentsId>	Retrieve a single entry comment.	comment		

## Service Adapter API

- Java API that can be implemented for multiple service providers
  - Provides a clean interface between the REST API and the individual service providers.
  - Allows developers to plug-in the adapter implementation without modifying the widgets or the REST API.
- Supports configurable user profiles
  - Each profile implementation is different.
  - This feature allows the adapter implementation to define the user profile fields that are presented to end users.

## Adapter Implementations

- We provide adapter implementations for three different service providers.
- Pluck
  - Blog, Photo Gallery, Profile
- Bazaarvoice
  - Reviews
- Lotus Connections 2.5
  - Blog, Photo Gallery, Profile

## Useful Links

- <http://www.pluck.com/>
- <http://www.bazaarvoice.com/>
- <http://www.ibm.com/lotus/connections>
- <http://www.projectzero.org/>
- <http://dojotoolkit.org/>
- [http://en.wikipedia.org/wiki/Representational\\_State\\_Transfer](http://en.wikipedia.org/wiki/Representational_State_Transfer)

Thanks !

Daisy Tan  
[tand@ca.ibm.com](mailto:tand@ca.ibm.com)