



FUNCTIONAL SPECIFICATION

2021-11

Contents

- 1 Introduction..... 5
- 2 Starter site 5
 - 2.1 Editorial content 5
 - 2.1.1 Start page..... 5
 - 2.1.2 Content page..... 5
 - 2.1.3 Site wide message banner..... 5
 - 2.1.4 Nitro CMS blocks 5
 - 2.1.5 Blog 8
 - 2.1.6 Stores 8
 - 2.2 Catalog content..... 9
 - 2.2.1 Product detail page 9
 - 2.2.2 Product cards 10
 - 2.2.3 Category page..... 10
 - 2.2.4 Product listing page..... 11
 - 2.2.5 Brands 11
 - 2.2.6 Campaigns 11
 - 2.3 Commerce features 12
 - 2.3.1 Mini cart..... 12
 - 2.3.2 Checkout page 12
 - 2.3.3 Order confirmation page 13
 - 2.3.4 Order confirmation email..... 13
 - 2.3.5 Order export 14
 - 2.3.6 Stock reservations..... 14
 - 2.3.7 Wish list 14
 - 2.3.8 Back in stock notifications 14
 - 2.3.9 Abandoned cart notifications..... 14
 - 2.4 Search..... 14
 - 2.5 Navigation 15
 - 2.5.1 Mega menu 15
 - 2.5.2 Mobile menu items 15
 - 2.6 Footer..... 15
 - 2.6.1 Footer link groups 15
 - 2.6.2 Social media links 15
 - 2.6.3 Newsletter signup..... 16
 - 2.6.4 Copyright banner..... 16
 - 2.7 Languages 16
 - 2.8 Countries..... 16

2.9 Members	16
2.9.1 Member registration	16
2.9.2 Login.....	16
2.9.3 Forgot password	17
2.9.4 My pages.....	17
2.9.5 Change password	17
2.9.6 My order history	18
2.9.7 Logout	18
2.10 Misc site features	18
2.10.1 Snackbar	18
2.10.2 404 error page.....	18
2.11 SEO	18
2.11.1 Canonical URL	18
2.11.2 Meta fields.....	18
2.11.3 Open Graph	19
2.11.4 Robots.txt	19
2.11.5 Redirects	19
2.11.6 Google Product Feed.....	19
2.12 Accessibility	19
3 Back-office.....	20
3.1 Catalog configuration.....	20
3.1.1 Products and variants	20
3.1.2 Prices	20
3.1.3 Campaigns and discounts.....	20
3.2 Market configuration	21
3.2.1 Payments	21
3.2.2 Shipping methods	21
3.3 Project startup tools	21
3.4 Developer tools.....	21
3.5 Other back-office tools.....	21
4 Integrations.....	22
4.1 API endpoints exposed by Nitro	22
4.2 Ready-made integrations.....	22
4.2.1 Payment service providers.....	22
4.2.2 SendGrid	23
4.2.3 Google Maps.....	23
4.2.4 Google Tag Manager	23
4.2.5 Instagram	23

4.2.6 Facebook Conversions API	23
4.3 Add-on integrations.....	24
4.3.1 Voyado	24

1 Introduction

This document specifies the features that comes out-of-the-box with Storefront 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

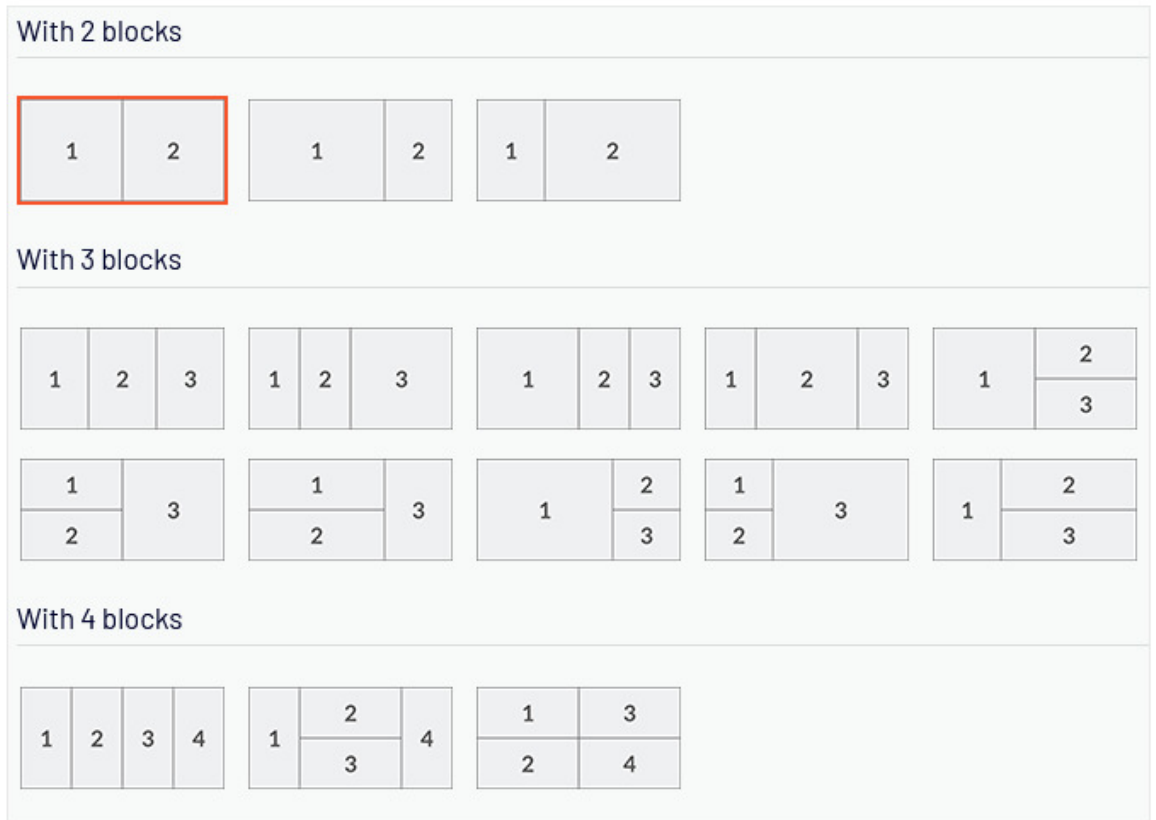
- Web editors can add **site wide messages** which will be displayed as banners on all pages in the site.
- Web editors can select background color and text color for the banners.

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 control the amount of spacing between the blocks, using different preset options for top/bottom 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.

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. Web editors can control the theme of the overlay title and button, using different preset options (dark and light).
- Web editors can add an optional description text. This will be used as alt text of images.

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.

2.1.4.5 Product block

- Sort order (if eSales)
 - Sales (Most sold)
 - Relevance
 - Recommended by product
 - Recommended by cart
 - Recommended by customer
- Include content
 - Drag and drop from commerce catalog categories or brands
 - Limits the selection of products visible so no scroll or swipe will be used.
 - Recommended minimum selected products are 6.
 - It will automatically select the first item if brand, catalog or product are inserted in the selection.
- Exclude content
 - Drag and drop from commerce catalog what should not be displayed.
- Only include products that has a discounted price setting
- Will only show buyable products, discontinued and out-of-stock products are excluded

2.1.4.6 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.

2.1.4.7 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.
- 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.

2.1.4.8 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 items**. For each item, web editors can specify a display text and an icon.

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.

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, visiting address, opening hours (including future special opening hours), phone number, e-mail address and location on Google Maps.
- 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

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

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 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 (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.
- 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:
 - Top sellers
 - Name A-Z
 - Name Z-A
 - Lowest price
 - Highest price
 - Article number
- The following filter options are available by default:
 - Brand
 - Color

- Size

- Filters that will give zero products are not displayed.
- 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.

2.2.4 Product listing page

- 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.

2.2.5 Brands

2.2.5.1 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).

2.2.5.2 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 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.

2.2.6.2 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, 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.

2.4 Search

- Displays search suggestions based on input

- Search results on page starts to populate automatically after typing 4 characters.
- If no search result is found it will try to find best match, for example “Shir” gives “Shirt” and displays results.
- 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 order are the same as category pages

2.5 Navigation

2.5.1 Mega menu

- Web editors can add menu items to the **mega menu**.
- The mega menu 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 CMS 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. Subcategories will be sorted by relevance by search engine. Categories that are empty will not be included.
- Web editors can add menu items manually to the mega menu, by specifying link text, link target and a list of sub menu items.

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, 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, depending on configuration.
- Visitors can also log in using **Facebook Login** or **Google Sign-in**
 - User credentials are validated against Facebook/Google.
 - The visitor does not need to be registered as a member before logging in with Facebook/Google. 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.

2.9.5 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.

2.9.6 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.

2.9.7 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.

2.10.2 404 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 use the Nitro CMS blocks to create rich content 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:
 - Title. If the title is not explicitly set, the page name will be used as title.
 - Description

- Robots index/noindex
- Robots follow/nofollow

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
 - og:type (value is “website” for all pages)
- The following Open Graph meta tags are automatically added to all product detail pages:
 - 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)

2.11.4 Robots.txt

- **Robots.txt** contains “User-agent: *” and link to the Sitemap.xml
- Web editors can add language specific content to robots.txt

2.11.5 Redirects

- Nitro automatically create redirect rules when content is renamed or moved in Episerver, avoiding 404s when content URLs changes.

2.11.6 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.

2.12 Accessibility

- Nitro supports WCAG 2.0

3 Back-office

3.1 Catalog configuration

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 market 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 eSales to enable eSales 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

3.2 Market configuration

- 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 Project startup tools

- Default CMS content import/export
- Product import from Google Product Feed
- Product import from Excel file
- Store import from Excel

3.4 Developer tools

- Log viewer
- Esales admin
- Migrations admin
- Instagram access token admin

3.5 Other back-office tools

- Overview with status of queues, running jobs, failed jobs, recent orders
- Queues admin
- Google Optimize A/B test admin

- Jobs 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
- Stock import from Excel file
- Price import from Excel file
- Product import from Excel file
- Market admin
- Exchange rates admin
- Localizations 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 Ready-made integrations

4.2.1 Payment service providers

- Adyen
- Bambora
 - PaymentIQ
- Collector
 - Collector Checkout
 - Collector Faktura

- Klarna
 - Klarna KCO v3
- NetsEasy
- Paypal
- Qliro
 - Qliro
 - QliroOne
- Paytrail
- Vipps

4.2.2 SendGrid

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

4.2.3 Google Maps

See section on **Store page** above.

4.2.4 Google Tag Manager

- Basic implementation of GTM Enhanced Ecommerce

4.2.5 Instagram

See section on **Instagram block** above.

4.2.6 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

4.3 Add-on integrations

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

- Apptus eSales Enterprise
- Optimizely Find
- Optimizely Perform
- inRiver PMC product catalog import
- Riversand product catalog import
- Google Optimize
- Voyado

4.3.1 Voyado

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