

Friday 9 May 2008



< **semantico** >



Widget Service User Guide

Prepared by Semantico for The Random House Group

Brief Description

This document provides high-level documentation of how the Random House Widget can be discovered and dynamically embedded within a web page by third-parties.

Document Control

Version	Date	Status	Author	Comments
0.1	03-01-2008	Draft	Ralph Collett	Document Creation
0.2	08-01-2008	Draft	Will Simpson	Reviewed and made minor changes
0.3	31-01-2008	Draft	Declan Newman	Reformatted and added third-party specifics
0.5	07-03-2008	Draft	Andy Olliver	Added final domain name. Added Appendix A. Corrected detail in HTTP response data.
0.6	10-03-2008	Draft	Declan Newman	Added 'Not available' scenario Addition of JavaScript embed code Clearer notes for examples of the embed tags.
0.8	11/04/2008	Draft	George Nash	Updates to include the &buy_url.
0.9	08/05/2008	Draft	George Nash	Added description of flash vars for switching tabs on and off
1.0	09/05/2008	Draft	George Nash	Grammar correction

Table of Contents

DOCUMENT CONTROL	2
OVERVIEW	4
INTEGRATION WITH YOUR SITE	4
SCENARIO 1: POLLING OF THE DDC (NON-DYNAMIC).....	4
<i>Description</i>	4
<i>Implementation overview</i>	4
<i>Polling the DDC system</i>	4
<i>Diagram</i>	5
<i>When a title becomes unavailable</i>	5
SCENARIO 2: DYNAMIC QUERYING.....	5
<i>Description</i>	5
<i>Implementation overview</i>	6
<i>Insight transaction I responses</i>	6
“Available” response.....	6
“Not Available” response.....	7
<i>Diagram</i>	8
<i>Embedding the Widget into your page</i>	9
Non-JavaScript method.....	9
JavaScript method.....	10
<i>Linking to the full page view of the widget</i>	11
Configurable elements to consider:.....	11
Colours.....	11
Sizing.....	11

APPENDIX A.....	12
TRANSACTION I FROM INSIGHT API SPECIFICATION - INDEX OF ISBNs.....	12
BASIC DESCRIPTION.....	12
REQUIRED PARAMETERS:	12
OPTIONAL PARAMETERS.....	12
DETAILED DESCRIPTION:.....	12
<i>Client request</i>	12
<i>Insight response</i>	13

Overview

The Random House Group Digital Discovery and Consumption widget provides a new way of searching and browsing a book's content from within a web browser. Its portable nature allows retailers to embed the widget within a web page with a customisable size and look-and-feel. There will also be the option within the widget for the retailer's customer to purchase the book.

The purpose of this document is to give a high level overview to retailers on how the widget can be integrated into their own commercial websites.

To obtain more details on the Insight transactions, please consult the Insight specification documentation.

Integration with your site

Scenario 1: Polling of the DDC (non-dynamic)

Description

You wish to poll the DDC system to build up a list of book titles that have an available Widget on a hourly/daily basis.

Implementation overview

An implementation of this scenario is achieved using a timer task such as a cron job (Unix/Linux) or Scheduled Tasks (MS Windows). This could be run on a hourly or daily basis to retrieve all titles that have an available Widget. This data is then stored within your system and used to determine at page request time whether a Widget is available for a selected title.

Polling the DDC system

Polling the DDC system requires the use of Insight transaction I – 'Index of ISBNs' (please see accompanying Insight specification for more detailed description). Transaction I returns a list of all Widget enabled book titles within the DDC platform. This list can then be used to overwrite/repopulate data held on your system. It is important to emphasise that this list holds the entire list of Widget enabled titles and will *not* notify you when a title has been disabled; it will simply be omitted from the list.

Transaction I from the Insight specification is included as an appendix to this document.

The URL is constructed in the following format:

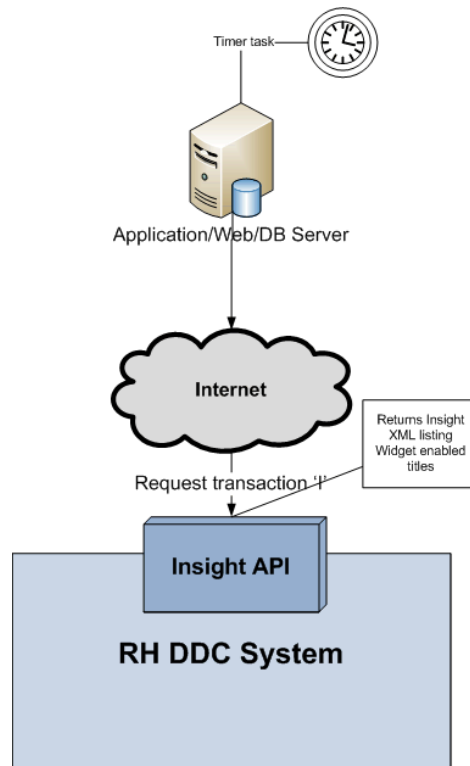
```
http://rhwidget.randomhouse.co.uk/flash-widget/books.do?pContentType=String
```

N.B.

- The domain name of the live system is 'rhwidget.randomhouse.co.uk'.
- Required request parameter: pContentType is used to control 'content-type' or the returned HTTP response. pContentType=String returns XML as 'text/xml' pContentType=XML can be used to return as 'application/xhtml+xml'.

- The list of widget enabled titles that is returned can be filtered by further optional parameters:
 - 'pISBN' – isbn13
 - 'pModifiedSince' – date in yyyyMMdd format
 - 'pResultsRangeBegin' and 'pResultsRangeEnd' to specify a range (these parameters must both be supplied for a range of results to be specified)

Diagram



When a title becomes unavailable

If a title that was previously widget enabled becomes unavailable, the widget will present the user with an error dialogue box alerting them that there are no sample pages for the requested title.

Scenario 2: Dynamic querying

Description

Your system has no knowledge of the Widget status of a book title. At the time of a page request by a user, your system makes a request to the DDC system to determine whether the title is Widget enabled.

Implementation overview

Within the dynamic page logic (e.g. ASP, JSP etc...) the DDC Insight service transaction I is called with the parameter pISBN with the corresponding value for the ISBN13 of the title you want to display. If the title is Widget enabled, the DDC system will respond with the relevant XML <book /> element inside the <books /> element. If, on the other hand the title is not available an Insight error response is returned.

The URL is constructed in the following format:

```
http://rhwidget.randomhouse.co.uk/flash-
widget/books.do?pISBN=9780099476337&pContentType=String
```

Insight transaction I responses

“Available” response

If the ISBN requested is available, an Insight response is returned. An example of this is below:

```
<insight>
  <books>
    <book availability="standard">
      <isbn>9780099476337</isbn>
      <modifieddate>20080308</modifieddate>
      <booksample>/flash-
widget/booksample.do?pISBN=9780099476337& ;pContentType=String</booksample>
    </book>
  </books>
</insight>
```

Note: The <booksample> element contains the link to access the meta-data and is **not** the link to the Widget itself.

Once a positive response is obtained, the link to the full widget is constructed in the following manner:

```
http://rhwidget.randomhouse.co.uk/flash-
widget/widget_lg.do?mode=1&menu=0&cf=FFFFFF&cb=000000&isbn=9780099476337
```

Please see the “Configurable elements to consider” in the following section for detailed descriptions of each the URL parameters.

“Not Available” response

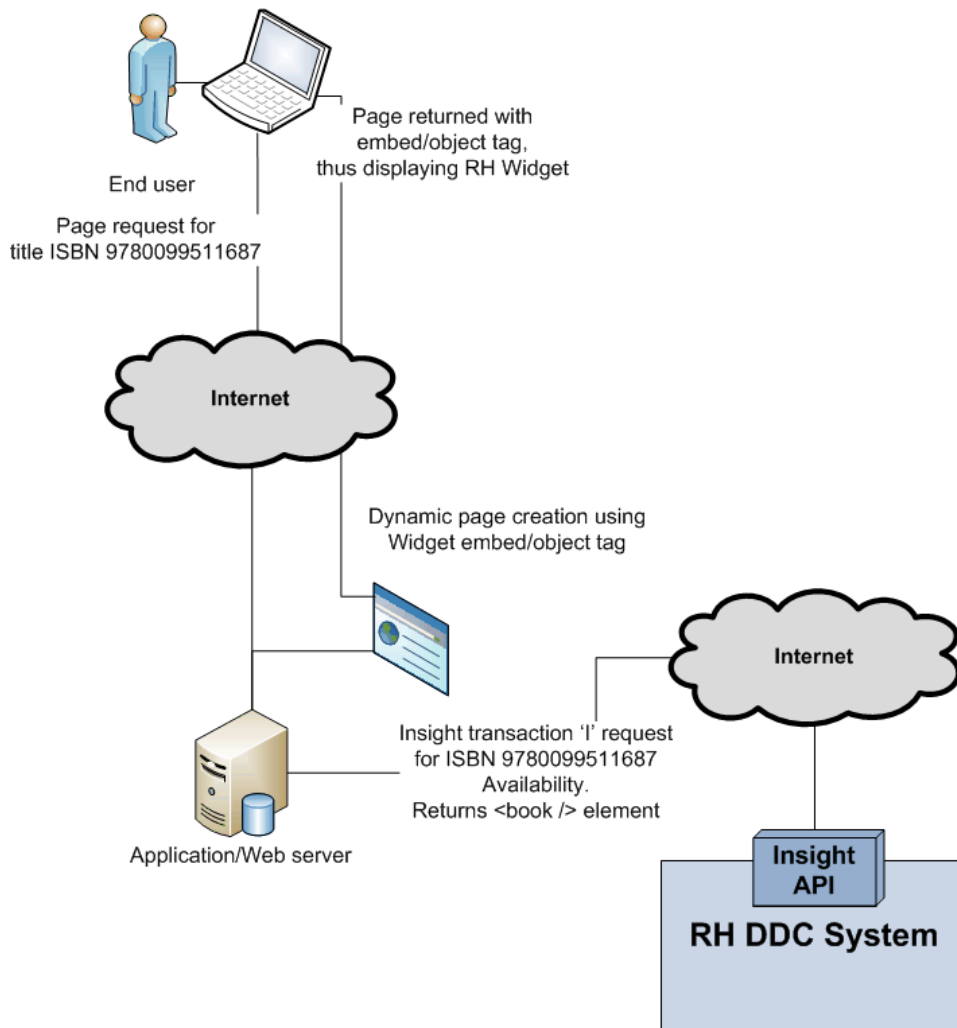
If the ISBN requested is not available, you will receive an Insight error response. An example follows:

```
<?xml version='1.0' encoding='UTF-8'?><insight>
<insighterror>
  <requestedisbn>9780099476337</requestedisbn>
  <requestedpage />
  <requestedservice>Index of ISBNs</requestedservice>
  <errorcode>404</errorcode>
  <errortype>noMatchingISBNNumber</errortype>
  <timestamp>2008-03-10,04:48:05,205</timestamp>
  <errors>
    <error>
      <errortext>Unknown ISBN: pISBN</errortext>
    </error>
  </errors>
</insighterror>
</insight>
```

Please see the Insight specification for a more detailed explanation of the error codes etc...

If you do not require an error code: if, after requesting the **<books>** element from the XML it is undefined, this can be taken as 'false' – not available. So there is no requirement to parse the error response.

Diagram



Embedding the Widget into your page

The RH Widget is written using Adobe® Flash® and thus requires you to embed this into your pages using an embed/object tag.

When using the 'widget configurator' within the widget – the code generated is the standard non-JavaScript embed code recommended by Adobe®. This is due to restrictions on some sites, where JavaScript cannot be used. However, where nonesuch restrictions apply a JavaScript method is preferred.

Non-JavaScript method

```
<object classid="clsid:D27CDB6E-AE6D-11cf-96B8-444553540000"
  id="RandomHouseWidget" width="100%" height="100%"
  codebase="http://fpdownload.macromedia.com/get/flashplayer/current/swf
lash.cab">
  <param name="movie" value="http://rhwidget.randomhouse.co.uk/flash-
widget/RandomHouseWidget.swf" />
  <param name="quality" value="high" />
  <PARAM NAME=FlashVars
    VALUE="mode=[mode] &menu=[menu] &isbn=[isbn] &cf=[cf] &cb=[cb] &buy_ur
l=[buyUrl]" />
  <param name="bgcolor" value="#ffffff" />
  <param name="menu" value="false" />
  <param name="allowScriptAccess" value="always" />
  <embed
    src="http://rhwidget.randomhouse.co.uk/flash-
widget/RandomHouseWidget.swf"
    quality="high" bgcolor="#ffffff" width="100%" height="100%"
    name="RandomHouseWidget" align="middle" play="true" loop="false"
    quality="high"
    FlashVars="mode=mode=[mode] &menu=[menu] &isbn=[isbn] &cf=[cf] &cb=[cb
]&buy_url=[buyUrl]"
    allowScriptAccess="always" type="application/x-shockwave-flash"
    pluginspage="http://www.adobe.com/go/getflashplayer" menu="false">
  </embed>
</object>
```

JavaScript method

The code snipped below requires that you download the swfobject.js which can be downloaded from the Google Code® at (<http://code.google.com/p/swfobject/>). Using the SWFObject code allows browser detection and Flash® detection.

```
<script type="text/javascript">
  var flashvars = {};
  flashvars.mode = "[mode]";
  flashvars.menu = "[menu]";
  flashvars.cb = "[cb]";
  flashvars.cf = "[cf]";
  flashvars.isbn = "[isbn]";
  flashvars.buy_url = "[buy_url]";
  flashvars.tab_info = "[1 | 0]";
  flashvars.tab_email = "[1 | 0]";
  flashvars.tab_buy = "[1 | 0]";
  flashvars.tab_add = "[1 | 0]";
  flashvars.tab_debug = "[1 | 0]";
  flashvars.tab_all_off = "[1 | 0]";
  var params = {};
  params.play = "true";
  params.loop = "false";
  params.menu = "false";
  params.quality = "high";
  params.bgcolor = "#FFFFFF";
  params.allowfullscreen = "true";
  params.allowscriptaccess = "always";
  var attributes = {};
  attributes.id = "RandomHouseWidget";
  attributes.name = "RandomHouseWidget";
  swfobject.embedSWF("http://rhwidget.randomhouse.co.uk/flash-
widget/RandomHouseWidget.swf", "rhWidgetAlternativeContent", "100%", "100%",
"9.0.0", "http://rhwidget.randomhouse.co.uk/flash-widget/expressInstall.swf",
flashvars, params, attributes);
</script>
```

An additional <script> element can optionally be inserted before the closing </body> tag to enable the widget to be tracked using Google Analytics:

```
<script type="text/javascript">
var gaJsHost = (("https:" == document.location.protocol) ? "https://ssl." :
"http://www.");
document.write(unescape("%3Cscript src='" + gaJsHost + "google-
analytics.com/ga.js' type='text/javascript'%3E%3C/script%3E"));
</script>
<script type="text/javascript">
var pageTracker = _gat._getTracker("UA-3781440-2");
pageTracker._initData();
pageTracker._trackPageview();
</script>
```

Linking to the full page view of the widget

To link to a full view of the book widget, simply link to the following url in a new target browser window:

```
http://rhwidget.randomhouse.co.uk/flash-
widget/widget_lg.do?mode=1&menu=0&cf=FFFFFF&cb=000000&isbn=9780099476337&buy_u
rl=[buy_url]
```

Configurable elements to consider

The following elements can be configured in the large widget page URL, or passed directly to the widget using the flash vars (as illustrated above):

- **isbn**:- The ISBN13 of the title to be displayed.
- **cf**:- The hexadecimal colour code for the foreground of the Widget (please see below).
- **cb**:- The hexadecimal colour code for the background of the Widget (please see below).
- **width**:- The width of the Widget to be embedded into your page (please see below)
- **height**:- The height of the Widget to be embedded into your page (please see below)
- **buy_url**:- The URL to which the user is directed when they click on the widget's 'Buy book' button. This must be URL encoded, for example:

```
http%3A%2F%2Fwww.play.com%2FBooks%2FBooks%2F4-%2F604584%2F-
%2FProduct.html%3Fsearchstring%3Dgeorgette%2Bheyer%2Bfalse%2Bcolours%26search
source%3D0%26add%3D604584
```
- **tab_info**:- The 'Book info' tab, defaults to 1 (on).
- **tab_email**:- The 'Send to friend' tab, defaults to 1 (on).
- **tab_buy**:- The 'Buy book' tab, defaults to 1 (on).
- **tab_add**:- The 'Add to my site' tab, defaults to 1 (on).
- **tab_debug**:- The tab used for debugging purposes, defaults to 0 (off).
- **tab_all_off**:- Turns all tabs off. Defaults to 0 (tabs **not** all switched off).

Colours

The foreground and background colours can be set using the **cf** and **cb** parameters. These use standard web hexadecimal values without the prefixing hash character. For example:

```
000000 == Black
FFFFFF == White
CCCCCC == Grey
0000FF == Blue
```

Note: A list of colour codes are defined at: http://www.w3schools.com/html/html_colors.asp

Sizing

The size of the Widget can be set within the embed/object tag (see highlighted elements, width and

height) or, to give the developer more options the size can be set using CSS or parent HTML tag.
For example:

```
<div style="width:250px;height:300px">  
<object classid="clsid:D27CDB6E-AE6D-11cf-96B8-444553540000"  
id="RandomHouseWidget" width="100%" height="100%"  
<!-- Other elements ommited -->  
</object>  
</div>
```

Appendix A

Transaction I from insight API Specification - Index of ISBNs

<books/>

Basic description

- Client sends the request, optionally including a result range.
- The client may also send a date, indicating that only books modified or updated since that date should be included in the response.
- The client may also send an ISBN, indicating that the response include data from a single book.
- Service responds with an XML feed listing participating ISBNs (or optionally a single ISBN) and links to an index of page media and book media for each ISBN.

Required parameters:

- pContentType:
 - "String" for text/xml
 - "XML" for application/xhtml+xml

Optional parameters

- pISBN-
- pModifiedSince (date: [yyyymmdd])
- pResultsRangeBegin (number)
- pResultsRangeEnd (number)

Detailed description:

Client request

Client sends a request for a URL formulated as:

```
http://rhwidget.randomhouse.co.uk/flash-widget/books.do?pContentType=String
```

For example, a request for the first 100 ISBNs in the collection would look like:

```
http://rhwidget.randomhouse.co.uk/flash-  
widget/books.do?pResultsRangeBegin=1&pResultsRangeEnd=100&pContentType=String
```

As a second example, a request for all the ISBNs in the collection modified since 2 June 2006 would look like:

```
http://rhwidget.randomhouse.co.uk/flash-
widget/books.do?pModifiedSince=20060602&pContentType=String
```

As a third example, a request for a single ISBN would look like:

```
http://rhwidget.randomhouse.co.uk/flash-
widget/books.do?pISBN=9780099476337&pContentType=String
```

Insight response

Service responds with an XML feed of books that includes links to an index of pages:

```
<insight>
  <books>
    <book availability="">
      <isbn>BOOKIDNUMBER</isbn>
      <modifieddate>DATE</modifieddate>
      <booksample>URL</booksample>
    </book>
    <!-- book is a repeating element -->
    .....
  </books>
</insight>
```

Book availability is defined with the following attributes:

availability=standard

Book media is restricted to standard sample pages and media.

availability=premium

Book media is made available under special business arrangement.

For example, a list of books in the service would look like:

```
<insight>
  <books>
    <book availability="standard">
      <isbn>9780099476337</isbn>
      <modifieddate>20080301</modifieddate>
      <booksample>/flash-
widget/booksample.do?pISBN=9780099476337&pContentType=String</booksampl
```

```
e>
  </book>
  <book availability="standard">
    <isbn>9780099476337</isbn>
    <modifieddate>20080304</modifieddate>
    <booksample>/flash-
widget/booksample.do?pISBN=9780099476337&amp;pContentType=String</booksamp
e>
  </book>
  <book availability="standard">
    <isbn>9780099476337</isbn>
    <modifieddate>20080304</modifieddate>
    <booksample>/flash-
widget/booksample.do?pISBN=9780099476337&amp;pContentType=String</booksamp
e>
  </book>
</books>
</insight>
```