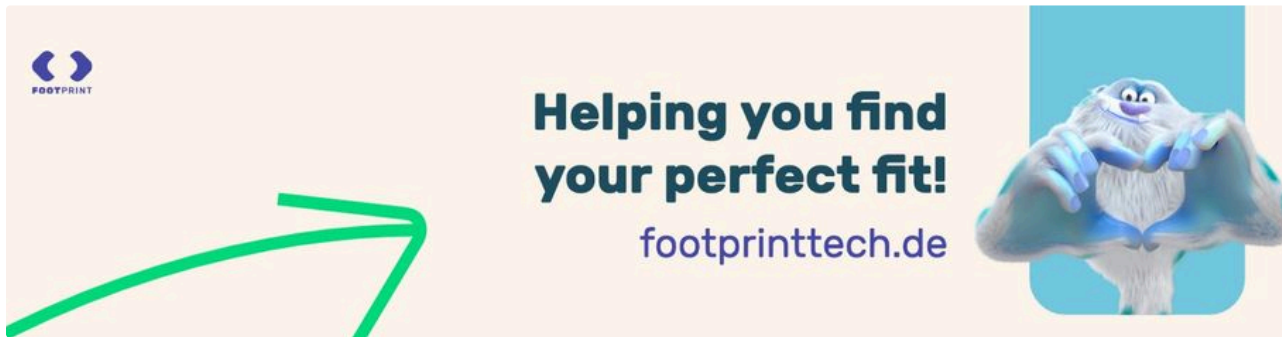


# Client webshop integration



## Integration Guide: Footprint Button Integration for Shoe Webshops

This guide provides an overview of the steps for incorporating the Footprint button into your shoe webshop. By following these steps, we can seamlessly activate the Footprint service and enhance your customers' shopping experience. The integration process involves adding a code snippet to your webshop and accessing product information through different methods based on availability. Depending on the shop system, the following steps can change slightly, or additional steps may be necessary.

### Prerequisites

Before starting the integration, ensure that you have:

1. Access to your webshop's codebase or the ability to make changes to your webshop's frontend.
2. Access to the webshop's API or a team in charge of API integrations.

### Step 1: Adding the Code Snippet

To render the Footprint button on your webshop, you need to add a code snippet to the product detail page (PDP). Follow the steps below:

1. Open the HTML template file for your PDP in your preferred code editor.
2. Insert the following two lines of code in the appropriate location within the HTML file:

```
1 <div data-widget="fpt-button"></div>
2 <script src="https://cdn.myfootprint.app/driver/prod/index.js"></script>
```

The `<script>` tag loads our driver's code into the webshop's frontend.

The `<div>` goes to wherever the Footprint button should be rendered.

3. Save the changes and deploy the updated HTML file to your webshop's server.
4. After we activate your service, verify that the Footprint button is correctly rendered on the product detail page.

### Step 2: Domain Information Collection

- The client provides the list of domain names that the shop is served from. If the webshop is accessed separately from all such domains, they should be known to Footprint:
- www.shopname.abc
- www2.shopname.abc
- shopname.abc

If the domain names redirect to other subdomains, Footprint must be given this information as well. Such as:

- shopname.abc → www.shopname.abc

### Step 3: Retrieving Product Information

To activate our service on your webshop, we need to access the following product information:

- Article number
- Article name
- Article image

We support receiving information from the PDP through HTML tag **data attributes**. The following are supported:

- data-session-id (dynamic): This is the client session id in the conversions table
- data-api-key (static): Footprint API key
- data-article-number (dynamic): The corresponding article number from the PDP
- data-article-price (dynamic): Corresponding article price from PDP
- data-article-image

The API key is included in the script when we share it with the client.

Example live shop (KoyoBear) .

```
1 <div data-widget="fpt-button"
2   data-api-key="XXXXXXXX-XXXX-XXXX-XXXXXXXXXXXX"
3   data-article-number="koyobear-article" data-article-name="Sharpman (blue trim) "
4   data-article-image="https://assets-global.website-files.com/645b7c999cc1a51d57a685a9/6553928cb65ddd6dd8f03e66_K
5   data-article-price="285">
6 </div>
```

The client would need to pass the required information in <>. This can be done by a liquid script or a similar method.

This is an example of how the <div> could look in a shop framework template. The dynamic information bits are represented by variables that would be parsed by the server at render time:

```
1 <div data-widget="fpt-button" data-article-number="{meta.product.sku}"></div>
```

### Step 4: Rendering the Footprint Button

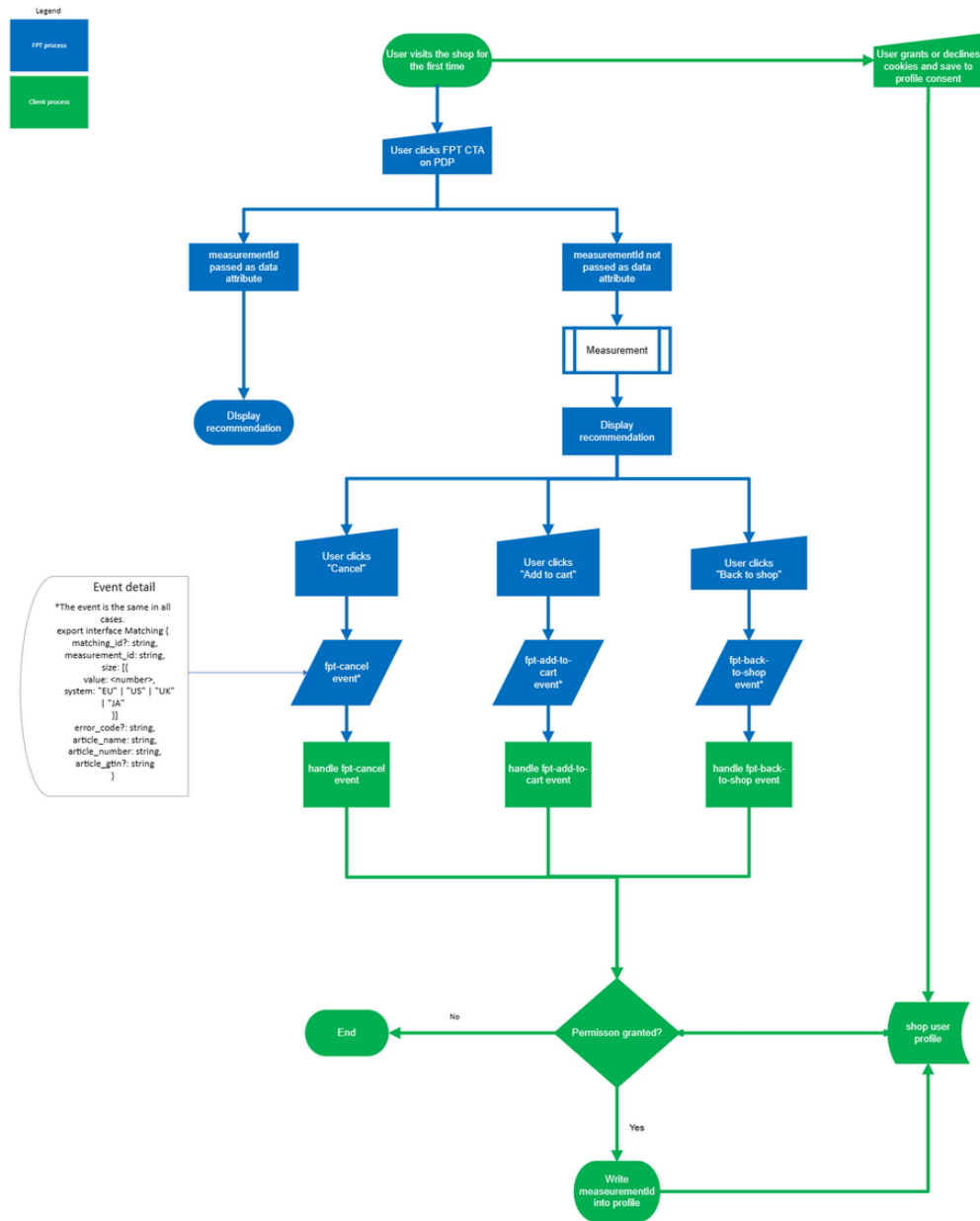
Using the retrieved product details, we dynamically render the Footprint button with the relevant information.

### Step 5

Footprint also supports saving the measurement information into the user shop profile.

We do this by emitting the DOM events, which the client needs to listen to in the window object.

The Flow diagram for saving the information in the shop user profile



Below is an example payload of the DOM Event:

```

1 {
2   matching_id?: string;
3   measurement_id: string;
4   session_id?: string;
5   size: any;
6   error_code?: string;
7   article_number: string;
8 }

```

## Step 6: Joint Test

As soon as the button is visible on your staging system, we are testing it jointly to ensure all relevant events are properly tracked and recorded in our and your systems, to ensure we can steadily analyze and improve our service for your users.

### **Almost Ready to Go:**

In parallel to this Software-Integration, we will jointly work on onboarding your shoe geometry data into our Shoe Data Base, to recommend each shoe model as it really fits. In certain cases, we are also doing physical try-on tests to ensure the highest recommendation quality. As soon as these steps are done and communication about the availability of our service in your store is prepared (e.g. on your sizing page, on your landing page) we are ready to start our service for your users.



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