shopware Plugin Tutorial

Product Recommendations
für Shopware Store

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Introduction

Your customers expect high quality recommendations. They want to be supported in their purchasing decision and selection process. By using Yoochoose recommendations you increase the usability and the level of professionalism in your online shop. The recommendations present products to the customer he did not anyhow expect to find - in contrast to search.

If you are not familiar with the usage of recommendations, please read at least the two first pages of the Yoochoose User Guide [1]. Otherwise you can proceed with the following steps.

Getting Started

Installation

First of all the Yoochoose plugin must be downloaded from the Shopware Store [3] website (search for "yoochoose").

After the plugin installation file is downloaded it must be installed using the Plugin Manager interface in the Shopware backend.
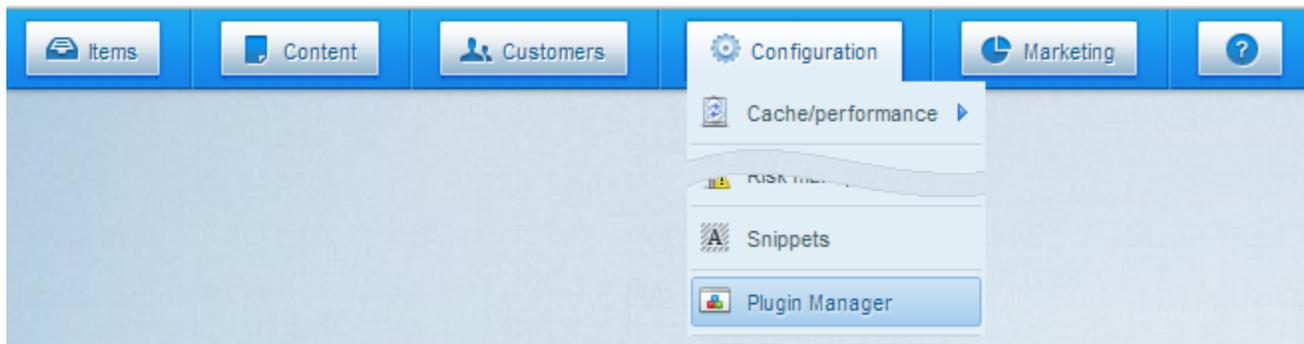
Firewall Configuration

The recommendation plug-in needs permanent connection to the Yoochoose recommendation engine. There are three servers:

- Event tracking: `event.yoochoose.net`
- Recommendation controller: `reco.yoochoose.net`
- Configuration server (used only in the admin backend): `admin.yoochoose.net`

Both http (port 80) and https (port 443) ports must be open for outbound TCP connections. One must not build the firewall rule based on IP. The Yoochoose infrastructure is located in the AWS cloud and the IP addresses can be changed.

> The recommendation plug-in loads recommendations using JavaScript after the shop page is already rendered. If the Yoochoose infrastructure is not available, it won't affect the loading time of shop webpages.

Account Registration

Before the recommendation engine can be enabled for your web shop, one must register a new account on the Yoochoose web page.

    http://www.yoochoose.com/en/pricing

An account contains a default scenario configuration for an average web shop. If you are configuring a highly visited web shop (over a million page requests per month), it makes sense to ask for the special consulting and phone support by Yoochoose GmbH.

Module Activation

After a new Yoochoose account is created you will get an access to the Yoochoose dashboard. You need to copy the the customer ID and license key into the plugin configuration. Plug-in configuration is available in the Shopware backend under:

    Configuration -> Plugin Manager -> All Extention -> Yoochoose

After the license key is entered and saved one can check it using the License Check button. Same test checks if the firewall was configured correctly.

Finally you must activate the plugin (checkbox on the top of the configuration dialog).

The base configuration is finished.

Please be patient. After the recommendation engine is enabled it takes about a day, until the first recommendations are available. The recommendation engine needs to collect statistic information before high quality recommendation can be provided. After the information is available, the recommendation will be shown automatically. If you are not sure about the quality of the recommendation, you can disable recommendation boxes for several days until the engine collected enough information and enable it manually for a test.

Configuration

Structure and Functionality

The recommendation module is configured with 5 recommendation boxes throughout the shopware shop:

- Landing-Page recommendations with most popular products
- Category-Page recommendations with the most popular products in the selected category
- Product Detail Page 1 recommendations with the products that were bought with the currently displayed product
- Product Detail Page 2 recommendations with the alternative products that were bought instead of the displayed product
- Checkout recommendation with the products that are bought with the products from the shopping cart.
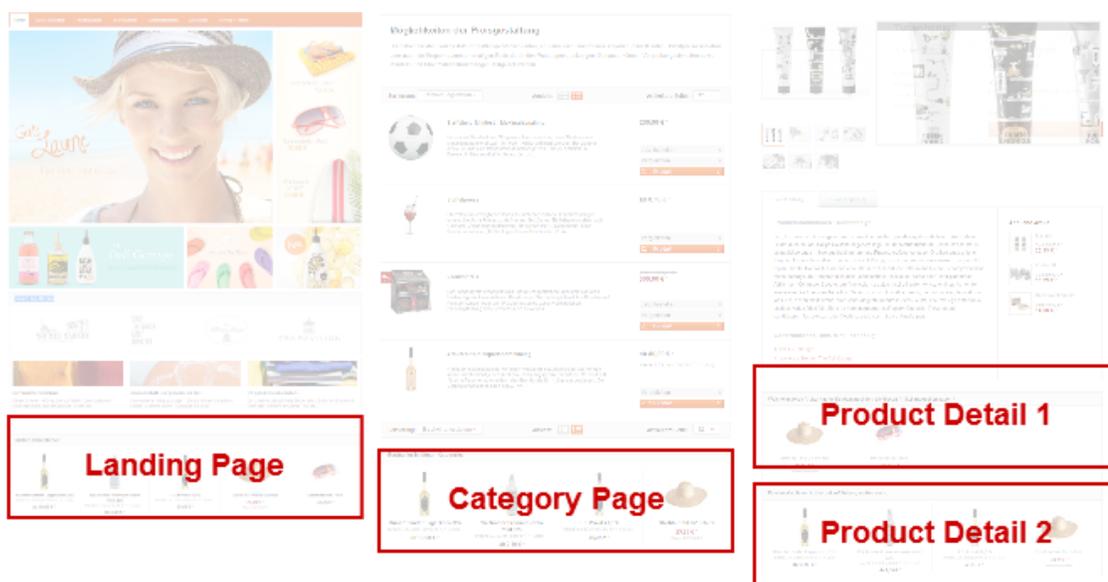
Extended configuration of recommendation scenarios (for example enabling of personalized recommendations) can be done in the Yoochoose Configuration Backend [4]. For more information about different scenarios and configuration options see the User Guide [1].

Replacing Recommendation Box Title

If you reconfigure several or all the recommendation scenarios, it is useful to rename the default titles of the recommendation boxes to state the purpose of the recommendations. For example rename "Customers Who Bought This Item Also Bought" into "Our special selection personally for you". Texts can be changed using the standard shopware feature in

```
Customer Info -> CMS Pages -> Search for "yoochoose"
```

Disabling Embedded Recommendation

Shopware store provides some basic recommendations out of the box. After Yoochoose recommendations become available it make sense to disable build-in recommendations.

"Customers also viewed" and "Customer also bought"

- Open configuration dialog under `Configuration/Cache and Performance`
- Select tab `Setting`
- Select in the Tree: `Marketing/Referral marketing`
- Uncheck `Customer also viewed` checkbox

"Top seller"

- Can be removed in the same setting dialog under `Marketing/Top seller`

Similar products

- Similar products cannot be removed over GUI. Find template file
  `shopware/templates/_emotion/frontend/detail/index.tpl`

  and remove (comment) the statement
  `include file='frontend/detail/similar.tpl`

Extended Configuration

Submodels

Submodels belong to the extended configurations. Please check, if you will get advantages from using it. See the User Guide for more information or ask for consulting.

The shopware recommendation plugin allows to provide a single attribute during the recommendation request. It must be the same attribute the submodel is configured for.

In order to use submodels, please check that the submodel usage is activated and configured in

- the shopware backend

- the Recommendation Scenario configuration

- the Recommendation Model configuration

An important requirement for using submodels is a regularly export of products into the yoochoose database.

Product Export

Like submodels the product export belongs to extended configuration of the recommendation engine. If the recommendation engine contains an additional information to products, following additional features are available:

- Submodels
- Price filtering for recommendations

The script for products export is located in:

`engine/Shopware/Plugins/Community/Frontend/MoptYoochoose/Scripts/export.php`

Dependent how often new products are introduces or being changed in the shop database, the script should be scheduled. It collects all the products with attributes and exports them to the recommendation engine. No user information is transferred.

Export script uses folder

```
files/download/
```

It must be writable for the export script.

Additionally please check, that the server name and path to the shopware shop are set correctly. It can be done in the shopware back-end:

```
Configuration -> Shop settings -> Shops
```

Parameters `Host`, `Virtual Url`, `Path` and `SSL support` must be valid.

Links

1. Yoochoose Recommendation Engine User Guide
   https://doc.yoochoose.net/display/PUBDOC/User+Guide
2. Yoochoose Recommendation Engine Developer Guide
   https://doc.yoochoose.net/display/PUBDOC/Developer+Guide
3. Shopware Store
   http://store.shopware.de
4. Yoochoose Configuration Backend
   https://admin.yoochoose.net