K·Swiss

Train for Life
Transfer Specification

Date	Version	Author	Description
03/03/11	1	Mark Miles	Original
03/03/11	1.1	Mark Miles	Reorganized document; resolved outstanding issues; added School Names section, sample winner article to Newsbar;
03/03/11	1.2	Mark Miles	consolidated outstanding issues; converted last "training" set to "schoolTraining" in rankings.xml
03/08/11	1.3	Mark Miles	Added Startup component section; Clarified guid existence effect in Rankings bar; schoolID variable (number) changed to "school" (string) variable in Registration; redefined SchoolNames.aspx call to remove state passed and change format of returned XML.
03/08/11	1.4		Changed location bar XML to include "type=physical	online" attribute.

Outstanding Issues
- **News bar:** Need determination of "most recent" sweepstakes winners.

- ~~**Rankings Bar:** Need standard description of in-school event from which to produce the more info page/lightbox.~~ Removed by client.

- **Spread the Word:** Need to insert AddThis account info and icons into object.

General Conventions

dataMode

As with all RTM flash objects, this one should respond to the "dataMode" switch passed in via the thaembed. At this moment, RTM will be hosting all aspects of the program and as such a relative URL can be employed to transfer data. Valid dataMode switch values are as follows:

- "live" (utilized for dev, QA, and clientQA) and point to ".aspx"

- "test" (use relative path to same directory) and point to ".txt", ".htm", or ".xml" depending on content type requested.

- "demo" (functionally the same as "test" at this point)

Hash

The Registration transfer to the server will include a hash. We will utilize the jtd hash library, passing a standard key shown below along with concatenated variables related to the specific transfer. The concatenated variables are noted with each data pass in this document. Sample shown below (key is standard):

```
import jtd.crypto.Hash;
var key:String = 2a213io=-816f;
registerVars.h = Hash.SHA256(key + registerVars.firstName +
registerVars.email);
```

errMsg

Most data transfer operations will return errMsg variable. If the transaction is successful, the value will be a string "null". Otherwise, the value should be displayed to the user (i.e. "The project is not accepting more voters at this time. Please check back later, or tune to CNN TV."). Character count should be considered unlimited (errors could stack, and other game messages could be created later). As such a scrolling box should be employed to display it. The error will be returned as HTML and could contain anchor tags linking to outside content.

Receive via embed (flashVar)

- dataMode (this is a switch whose valid values are "live" or undefined (the variable does not exist). If dataMode != "live", the flash object should load external values from local text files. This will allow for initial local flash buildout and testing without a hookup to the server-based environment.)
- o2mguid (if available)

Components

Startup

If a guid is present in the user's flash cookie, the flex object will hit this page during startup.

Page that is hit:
startUp.aspx

Sent:
- guid

Receive:
- errMsg

- lastSport (if >= 0 then user has already played today) thus, return a negative number if the user is able to play.

- firstName

Register Form

Page that is hit:
register.aspx

Sent:
- firstName

- lastName

- email

- address1

- address2 (not required; will be sent as empty string if not entered)

- city

- state

- zip

- birthMonth

- birthDay

- birthYear

- userGroup

- opt1 (not required)

- school (not required)

- o2mguid (if present)

- h (Hash.SHA256(key + firstName + email))

Receive:
- errMsg (string "null" if ok)

- guid

- shareURL

School Names (requested during Registration)

This service is hit on startup. The returned XML is used to populate the school drop-down box in the registration form. "school" string variable will then be optionally sent along with the other registration data to register.aspx.

Page that is hit:
schoolNames.aspx

Sent:
- nothing

Receive:
- xml (see below)

```
<schools>
        <state name="AL">
                <school label="Rydell High School" />
                <school label="Ridgemont High School" />
                <school label="James Woods High School" />
        </state>
        <state name="AK">
                <school label="Shermer High School" />
                <school label="Xavier School for Gifted Youngsters" />
                <school label="Hogwarts Academy" />
        </state>
        <state name="AR">
                <school label="Miskatonic High" />
                <school label="Degrassi High" />
        </state>
        <state name="AZ">
                <school label="Cooley High School" />
                <school label="Rock and Roll High School" />
        </state>
        .
        Full US State list
        .
</schools>
```

Login Form

Page that is hit:
login.aspx

Sent:
- firstName

- lastName

- email

Receive:
- errMsg (string "null" if ok)

- guid

- shareURL

Training Bar

Description:
This object appears in the center of the view after a user successfully trains for the day. It echoes their selected training and indicates how many times they have trained.

If a user is part of the contest, they will also see the top three trainers in their school as well as a CTA to come back tomorrow to train towards helping their school.

If the user is not part of the contest, the "topThree" node will be omitted in the XML returned.

Passed via flashvar (from flex wrapper):
- userGuid
- dataMode

Page that is hit (and values past):
training.aspx?guid=userGuid&sport=sport

XML Format Returned:
```
<?xml version="1.0" encoding="utf-8"?>
<training>
        <me>
                <number>*Current number for submitted training type*</number>
        </me>
        <!-- omit below if not in contest -->
        <topThree>
                <player>
                        <name>Top player</name>
                        <number>*Current number for submitted training type*</number>
                </player>
                .
                .
                .   top 3 players
                .
                .
```

```
            <player>
                ...
            </player>
        </topThree>
</training>
```

Location Bar

Description:
This component appears on the left side of the site and contains the four (4) closest stores within a twenty (20) mile radius that are a part of the promotion when compared to the user's zip code from which they can purchase shoes. Also included is a link to Google maps for each location.

If there are no nearby stores, the user will be shown a link to the KSWISS website.

Passed via flashvar (from flex wrapper):
- userGuid
- dataMode

Page that is hit (and data passed):
locations.aspx?guid=userGuid

XML Format Returned:
```
<stores>
        <store type="physical">
                <name>Shoe Palace</name>
                <address>35 Lakewood Center&#10;Lakewood, CA&#10;(562) 529-2800</address>
                <link>http://goo.gl/maps/pacE</link>
        </store>
        <store type="online">
                <name>K&#x2022;SWISS Online Store</name>
                <address>Shop now for Men's, Women's, and Kid's shoes and apparel</address>
                <link>http://www.kswiss.com/store</link>
        </store>
</stores>
```

News Bar

Description:
This is the crawl along the bottom of the page. It will contain links to six static YouTube videos as well as a dynamic listing of the most recent sweepstakes winners.

Passed via flashvar (from flex wrapper):
- userGuid
- dataMode

Page that is hit (and data passed):
newsbar.aspx?guid=userGuid

XML format returned:
```
<?xml version="1.0" encoding="utf-8"?>
<news>
<!—hardcoded YouTube video articles -->
        <article>
                <name>Get Tubes</name>
                <body>Kenny Powers encourages you to try Tubes.</body>
                <image>images/newsbar/thumb_kenny.png</image>
                <link>http://www.youtube.com/user/kswissinc#p/u/0/0_sCW1_fRDA</link>
        </article>
        <article>
                <name>Jump Rope</name>
                <body>Kenny Powers hassles Uriah Faber during a training session.</body>
                <image>images/newsbar/thumb_uriah1.png</image>
                <link>http://www.youtube.com/user/kswissinc#p/u/2/6Oh6Vpuv844</link>
        </article>
        <article>
                <name>Sparring</name>
                <body>Description: Kenny Powers does some sparring with Uriah Faber</body>
                <image>images/newsbar/thumb_uriah2.png</image>
                <link>http://www.youtube.com/user/kswissinc#p/u/4/Kvqfmnqu3Fk</link>
        </article>
        <article>
                <name>Tubes</name>
                <body>Jillian Michaels encourages you to try new shoes.</body>
                <image>images/newsbar/thumb_jillian1.png</image>
                <link>http://www.youtube.com/user/kswissinc#p/u/30/E0KxL99mOPo</link>
        </article>
        <article>
                <name>Running Stance</name>
```

```
                    <body>Jillian Michaels helps you get to your best running posture.</body>
                    <image>images/newsbar/thumb_jillian2.png</image>
                    <link>http://www.youtube.com/user/kswissinc#p/u/6/aN1vaGr_acI</link>
            </article>
            <article>
                    <name>40 Yard Sprint</name>
                    <body>Kenny Powers gets the most out of Patrick Willis in a 40 yard sprint. </body>
                    <image>images/newsbar/thumb_patrick.png</image>
                    <link>http://www.youtube.com/user/kswissinc#p/u/1/MzJI3EfpLPg</link>
            </article>
<!— variable winner object. Contains standard copy and image with variable name -->
            <article>
                    <name>Congrats Thomas D.</name>
                    <body>Daily training check-ins have paid off in winning an Apple iPad!</body>
                    <image>images/newsbar/thumb_sweepsWinner.png</image>
            </article>
            .
            .  * no max number of nodes *
            .
            <article>
            ….
            </article>
</news>
```

Rankings Bar

Description:
This is the school list which appears on the far right side of the website (as well as in the Facebook Tab). It lists the top 10 schools in each of three divisions (red, white, blue). If a user is part of the contest, they will also see the results for their school listed and highlighted. If a user is not in the contest, several notes in the <player> section are omitted (see below).

Additionally, there will be in-school events at some of the schools. These will be called out via a tab that appears under the user's school listing. An "info" link will open a TBD window with generic info about the event.

Passed via flashvar (from flex wrapper):
- userGuid
- dataMode

Page that is hit:
rankings.aspx

Sent:
- guid (if not present or if guid does not match up with a school, do not return <player> section of XML)

Received:
- XML (see below)

```xml
<?xml version="1.0" encoding="utf-8"?>

<rankings>
        <colors>
                <schools color="red">
                        <school>
                                <schoolId>idcode</schoolId>
                                <name>name1</name>
                                <!-- 20 items of training -->
                                <training>
                                        <trainingItem>10</trainingItem>
                                        <trainingItem>10</trainingItem>
                                        <trainingItem>10</trainingItem>
                                        <trainingItem>10</trainingItem>
                                        <trainingItem>10</trainingItem>
                                        <trainingItem>10</trainingItem>
                                        <trainingItem>10</trainingItem>
                                        <trainingItem>10</trainingItem>
                                        <trainingItem>10</trainingItem>
                                        <trainingItem>10</trainingItem>
                                        <trainingItem>10</trainingItem>
                                        <trainingItem>10</trainingItem>
                                        <trainingItem>10</trainingItem>
                                        <trainingItem>10</trainingItem>
                                        <trainingItem>10</trainingItem>
                                        <trainingItem>10</trainingItem>
                                        <trainingItem>10</trainingItem>
                                        <trainingItem>10</trainingItem>
                                        <trainingItem>10</trainingItem>
                                        <trainingItem>10</trainingItem>
                                </training>
                        </school>
                        .
                        . up to 10 schools total
```

```
                    .
        <school>
        ...
        </school>
</schools>
<schools color="white">
        <school>
        ...
        </school>
        .
        . up to 10 schools total
        .
        <school>
        ...
        </school>
</schools>
<schools color="blue">
        <school>
        ...
        </school>
        .
        . up to 10 schools total
        .
        <school>
        ...
        </school>
</schools>
</colors>
<player>
        <!-- color is red, white, blue; omit if not in contest --> -->
        <color>red</color>
        <!-- player rank; omit if not in contest -->
        <rank>175</rank>
        <!-- player/school rank; omit if not in contest -->
        <name>my school</name>
        <!-- info for the little drop down bar under player rank -->
        <!-- if no info, do not include this node -->
        <dropInfo>
                <underText>In-School Mar 15</underText>
                <link>http://www.rtm.com</link>
        </dropInfo>
        <training>
                <trainingItem>10</trainingItem>
                <trainingItem>10</trainingItem>
                <trainingItem>10</trainingItem>
                <trainingItem>10</trainingItem>
                <trainingItem>10</trainingItem>
```

```
                        <trainingItem>10</trainingItem>
                        <trainingItem>10</trainingItem>
                        <trainingItem>10</trainingItem>
                        <trainingItem>10</trainingItem>
                        <trainingItem>10</trainingItem>
                        <trainingItem>10</trainingItem>
                        <trainingItem>10</trainingItem>
                        <trainingItem>10</trainingItem>
                        <trainingItem>10</trainingItem>
                        <trainingItem>10</trainingItem>
                        <trainingItem>10</trainingItem>
                        <trainingItem>10</trainingItem>
                        <trainingItem>10</trainingItem>
                        <trainingItem>10</trainingItem>
                        <trainingItem>10</trainingItem>
                </training>
                <!-- training for the school this person is associated with; omit if not in contest -->
                <schoolTraining>
                        <trainingItem>10</trainingItem>
                        <trainingItem>10</trainingItem>
                        <trainingItem>10</trainingItem>
                        <trainingItem>10</trainingItem>
                        <trainingItem>10</trainingItem>
                        <trainingItem>10</trainingItem>
                        <trainingItem>10</trainingItem>
                        <trainingItem>10</trainingItem>
                        <trainingItem>10</trainingItem>
                        <trainingItem>10</trainingItem>
                        <trainingItem>10</trainingItem>
                        <trainingItem>10</trainingItem>
                        <trainingItem>10</trainingItem>
                        <trainingItem>10</trainingItem>
                        <trainingItem>10</trainingItem>
                        <trainingItem>10</trainingItem>
                        <trainingItem>10</trainingItem>
                        <trainingItem>10</trainingItem>
                        <trainingItem>10</trainingItem>
                        <trainingItem>10</trainingItem>
                </ schoolTraining>
        </player>
</rankings>
```

Spread the Word

Description:
This is our now-standard AddThis object. User gets an additional sweepstakes entry for each returning friend who registers.

Passed via flashvar (from flex wrapper):
- shareURL
- userGuid
- dataMode

Page that is hit (and values passed):
None

Appendix

Sport Codes
0 Running
1 Biking
2 Swimming
3 Weightlifting
4 Jumping Rope
5 Push Ups
6 Walking
7 Yoga
8 Skateboarding
9 Boxing
10 Volleyball
11 Basketball
12 Football
13 Tennis
14 Soccer
15 Base/Softball
16 Wrestling
17 Cheerleading
18 Gymnastics
19 Other