

eCommerce Gamification Suite

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Extension page: <http://ecommerce.aheadworks.com/magento-extensions/ecommerce-gamification-suite.html>

The eCommerce Gamification Suite extension is an essential tool for turning your visitors from passive observers into assertive buyers and store promoters basing on gamification principles.

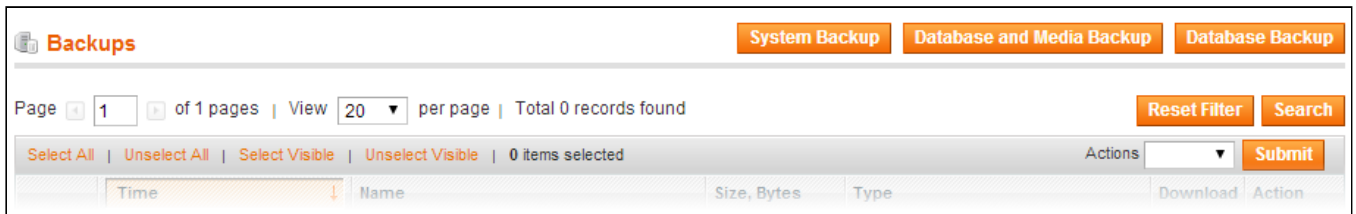
Installation

1. Backup your web directory and store database.

Click to view details

You can make backup copies with any tool you find appropriate

If you are going to use the native Magento backup function, navigate to **System -> Tools -> Backups** and perform **System** and **Database** backups



2. Log in to the Magento backend

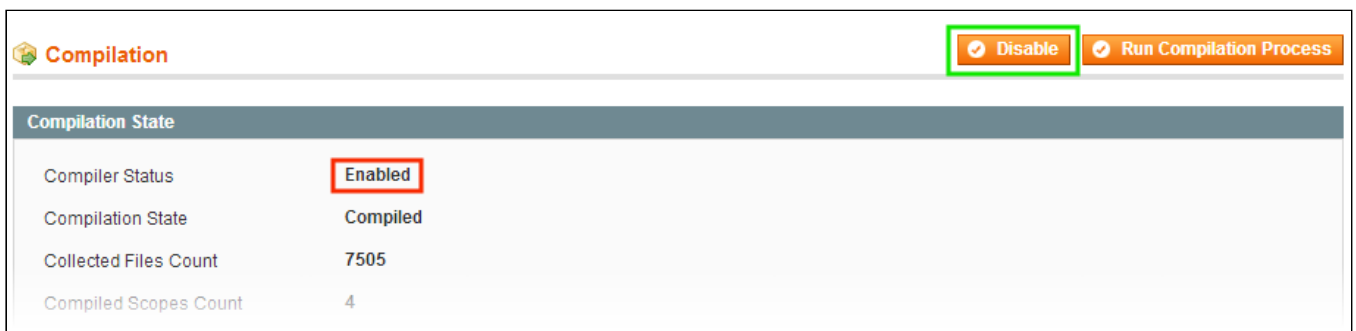
3. Disable compilation

Click to view details

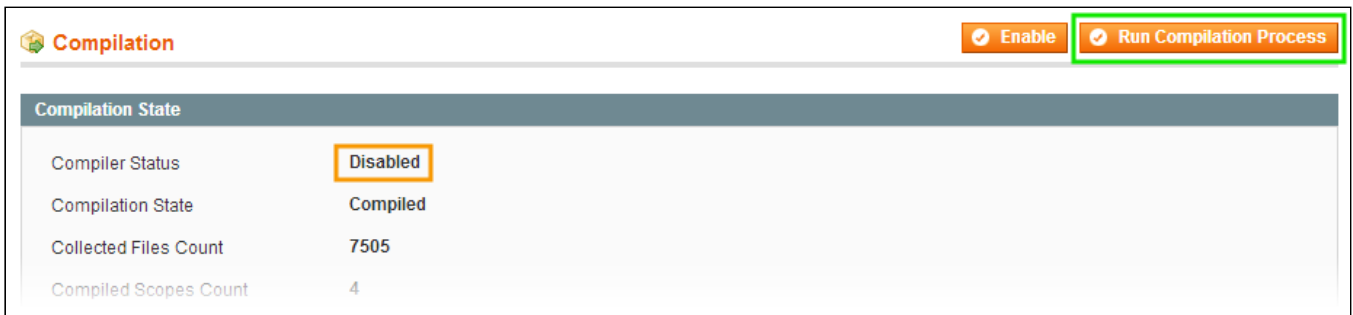
Navigate to **System -> Tools -> Compilation**.

If Compiler status is Disabled, you can skip to the next step

If Compiler is enabled, disable it.



IMPORTANT: after the extension is installed, you can enable the compilation again; **IT IS CRUCIAL** that you use "Run Compilation Process" function, not just "Enable button"



Compilation Enable Run Compilation Process

Compilation State	
Compiler Status	Disabled
Compilation State	Compiled
Collected Files Count	7505
Compiled Scopes Count	4

Installing an extension with the Compilation enabled will result in store downtime.

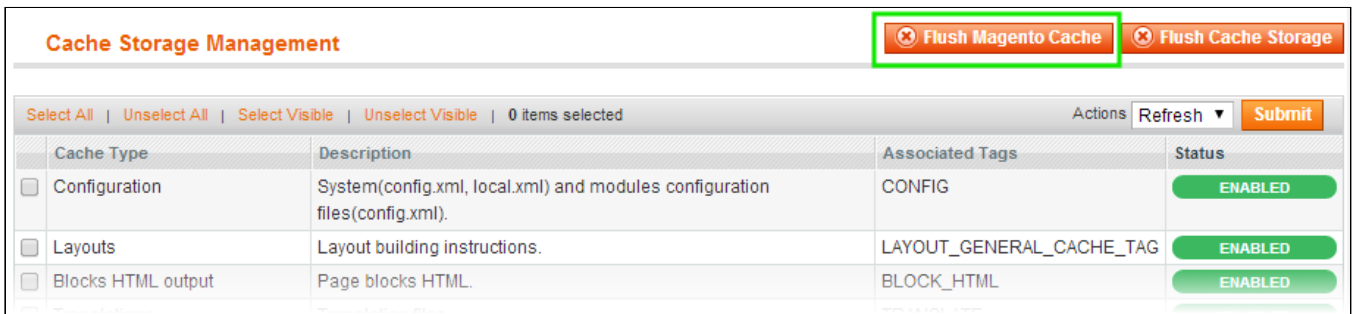
4. Flush store cache

Click to view details

You can flush the store cache in 2 ways:

- **via the backend:**

Navigate to **System -> Cache Management** menu, and click **Flush Magento Cache** button



Cache Storage Management Flush Magento Cache Flush Cache Storage

Select All | Unselect All | Select Visible | Unselect Visible | 0 items selected Actions Refresh Submit

Cache Type	Description	Associated Tags	Status
<input type="checkbox"/> Configuration	System(config.xml, local.xml) and modules configuration files(config.xml).	CONFIG	ENABLED
<input type="checkbox"/> Layouts	Layout building instructions.	LAYOUT_GENERAL_CACHE_TAG	ENABLED
<input type="checkbox"/> Blocks HTML output	Page blocks HTML.	BLOCK_HTML	ENABLED

- **via filesystem:**

On your server, navigate to Magento root folder, then proceed to **/var/cache/**; delete all the content there.

5. Download the extension package from your account and extract the downloaded archive

6. Copy the content of **/Step_1/** folder to your store's root directory

7. Copy the content of **/Step_2/** folder to your store's root directory

8. Flush store cache again; log out from the backend and log in again.

Set up Reviews page (*may be required for some custom themes*)

Note, this step should be performed only if customer avatars are not displayed in reviews on your theme, **while the other extension's blocks, like Your Profile, Top Customers, etc. are working**. If the extension is not working on the frontend at all, make sure that the installation steps 1-3 have been done properly.

The extension redefines review template in order to display user avatar. On some custom themes you may need to edit your layout and template to display them:

Open the file **/app/design/frontend/default/default/layout/aw_gamification.xml** and comment the following lines out, or delete them:

```
<review_product_list translate="label">
    <label>Catalog Product Reviews List</label>
    <reference name="content">
```

```

<reference name="product.info">
<block type="review/product_view_list" name="product.info.product_additional_da
  <block type="review/form" name="product.review.form" as="review_form">
    <block type="page/html_wrapper" name="product.review.form.fields.before
      <label>Review Form Fields Before</label>
      <action method="setMaybeInvisible"><value>1</value></action>
    </block>
  </block>
</block>
</reference>
</reference>
</review_product_list>

```

Next, in order to add avatars to your custom reviews template find the following line in your template **app/design/frontend/YourPackage/YourTheme/template/review/product/view/list.phtml** (or, in case such file does not exist, the file you need to edit is **app/design/frontend/base/default/template/review/product/view/list.phtml**).

```
<?php foreach ($_items as $_review):?>
```

and insert the following line after it:

```
<?php echo $this->getLayout()->createBlock('awgamification/review')->setData('customerId',
```

Then you may need to clear the cache in order the changes to be applied.

Configuration

Go to **Promotions->Gamification->Configuration** to set the options.

Settings

- **Enabled** (Yes/No) Disables extension output on frontend. This option does not affect the extension's pages in the backend.

Live Stream

This block displays the last X actions made by customers

Send notification about new Rank/Achievement (Yes/No): Define whether to send the email notifications to customer when they obtained a rank or achievement. The extension uses the following email templates:

app/locale/en_US/template/email/awgamification_new_achievement_email.html

app/locale/en_US/template/email/awgamification_new_rank_email.html

** Note, current version does not have a selector to choose custom email templates, so you may need to customize the native ones, in the files specified above. It is recommended to backup the modified templates, as they can be overwritten with the default ones during an upgrade to the next version.*

Top Chart

This block displays a chart with X customers, who have highest scores in the store.

User Public Profile

- **Enabled** (Yes/No): Defines whether customers can make their Gamification profiles to be available publicly
- **Facebook Link Integration** (Yes/No): When enabled, customer can post their ranks and achievements on Facebook. *This option requires Facebook Link to be installed and configured.*

Game Points Earning

Game points are the virtual rewards for the orders. Points amount earned for an order equals to Total+Tax amount of that order calculated in base currency.

Note: Shipping amount is not taken into account.

Game points are added when order obtains 'Invoiced' state. When the order is refunded, the respective game points amount is subtracted from customers balance. In the statistics it is reflected as transaction with negative game points value.

It is also possible to give the points for reviewing a product and Inviting a friend:

- **Product review:** Specify how many game points customer will receive for a product review. (Game Points are added after review is approved by admin)
- **Inviting a friend:** Specify how many game points customer will receive for inviting a friend. (Game Points are added after customer registered and confirmed their email. Further actions, like required purchase amount are ignored) *This option requires Refer a Friend 2.X to be installed and configured.*

Managing Ranks

When a customer earns some quantity of Game Points, they can get a certain rank. Go to **Promotions->Gamification->Ranks->Manage Ranks** and click **Add Rank** to specify the score amount required to obtain it.

General Tab

The most of the options are self-explaining. Please see the details about specific options below:

Target Amount: Specify the game points amount required to obtain the rank. Note, this is an absolute value, rank can be achieved a single time.

For example, if Target Amount is 100, customer will get the rank after he spend \$100 in the store. If they will spend one more \$100, the rank will not be altered, unless one more rank with Target Amount 200 is set up.

Action: Move customer to group. This option moves customer to a specified group when the rank is obtained. "Do not change group" is a default value.

Customers Tab

In this tab you can see all customers who obtained the rank. To update the balance either click on Edit link in the rightmost column (you will be redirected to Customer Information page) and go to Gamification tab.

In case you need to do a bulk balance update, it can be done in **Promotions->Gamification->Ranks->Rank Transactions**. Click **Add New** button, add comment and Rank Amount and select customers you want the transaction to be applied to. It is possible to filter customers with [Market Segmentation Suite](#) (Should be purchased and installed additionally).

Achievements

Go to **Promotions->Gamification->Achievements->Manage Achievements**

General tab is pretty standard: Specify title, description, store view, status, upload an Achievement image and choose the Active From/To dates. (After the activity period is over, it will not be possible to earn the achievement, but it will remain in the accounts of the customers who have already earned it).

Rules tab is the place where you specify type of action (or event) that achievement is given for.

- **Action Type:** Choose the type of the action
- **Qty/Amount:** specify the quantity or amount of action type, depending on the option above. Amount Should be specified in base currency.

Customers tab is similar to the one in Manage Ranks page. It displays a list of customers who have earned this achievement.

Promotions->Gamification->Achievements->Achievements History

In this page you can view and export the history of Achievements earning.

Uninstallation

1. Disable compilation, in case it is enabled.
2. Login to your FTP, navigate to **app/etc/modules/**
3. Open the file AW_Gamification.xml and change the following line:

```
<active>true</active>
```

to

```
<active>>false</active>
```

4. Clear the cache under var/cache
5. Make sure that the site is working properly, otherwise roll back the changes and apply to our [technical support](#).
6. If everything works fine, it is safe to delete the files of the extension.
7. In case you need to clean the database, **make a backup** and then run the following query in MySQL:

```
DROP TABLE `aw_gamification_achievementaction_flat`, `aw_gamification_achievementhistory_fl
```

Note, if you are using the table with prefixes, you must specify them in all table names. If you are not sure how to do that or expect any troubles with it, please contact your server administrator regarding the matter. If you remove the tables as it is described above, you will need to reconfigure the extension completely again after the extension is reinstalled (ranks, achievements, etc.). All transactions history will be lost as well.

Troubleshooting

After the extension installation the store gives an error, or blank page, or suggests to start Magento installation procedure.

Change the owner of the extracted extension files to the web server user and set 775 permissions on them. Clear the store cache and try again.

After the extension installation I receive a 404 error in System->Configuration->Gamification.

Logout from backend and login back.

There is no aheadWorks extensions under my configuration section, or having the extension tab clicked I get a blank page, or Access Denied error.

Clear the store cache, browser cookies, logout and login again.

I've set up everything correctly, inserted the HTML code but there is nothing on that page.

Clear the store cache, clear your browser cache and domain cookies and refresh the page.

My configuration changes do not appear on the store.

Clear the store cache, clear your browser cache and domain cookies and refresh the page.

You can always find the latest version of the software, full documentation, demos, screenshots and reviews at <http://ecommerce.aheadworks.com>

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Contact us: <http://ecommerce.aheadworks.com/contacts/>

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Нравится Станьте первыми кому понравится это

Ни одной