

Brown-Forman Form Standards

The sample code included in this folder shows how to use the webservice for checking legal drinking age on the age screener, populating the state and country fields and saving the data to the database. The sample pages does not include any validation, this will need to be added using the guidelines in this document.

The sample pages must be built and a dll created before they will render correctly in a browser. WMI uses Visual Basic 2003 Professional as our development tool. All pages must be written in VB.NET

This document includes a list of items to be verified before the site is allowed to go into production. Although at times, there may be exceptions, please use this document as a checklist of requirements.

Forms

Fields that must be asked on each form

First name
Last name
Email
Confirm email
Date of birth
Opt-out question (This may be visual or hidden)
Postal Code
Country

Country List

- There are 2 country lists used on each site. The first is used on the age screener. It is a much shorter list. The second is used on all registration/contact forms. This list is much longer. Both can be called using the webservice. The sample code included has the code that will call both country lists and check for legal drinking age against both lists.

Hidden Fields

- There are several hidden fields that must be added to each form and customized for each form

wmi_entry_id	Values will be unique for all forms on a site, but will be the same on a particular form i.e.: Contact: both fields set to 1 Registration: both fields set to 2 (supplied by WMI)
wmi_source_code	
wmi_page_name	File name of form
wmi_URL	Site url (set to www)
wmi_segment_id	(supplied by WMI)
wmi_brand_id	(supplied by WMI)
wmi_media_code **	See sample code for setting this value

Email

- Code for sending email is included in the sample code
- Web.config
 - use "mailhost" as smtp value
 - set the send to email in web.config
 - FROM address should be consumer's email entered on form
- Comment Box
 - Do not send an email if...
 - There is no comment box
 - Comment box is left empty

Field Values

- Send_email: set values to Y and N
- Send_mail: set values to Y and N
- Industry_flag: set values to 1 and 0 (*Do you work in the alcohol industry? or Are you a bartender?*)
- Birth Month: Can be displayed as month name, but must save as number

Extra Questions

Any questions that are not included as standard personal information and are specific to the brand should be saved to a separate database. This database should save all data that is asked on the form. If a database needs to be created, send all scripts or a backup file of the database and WMI will create the database on their servers and send back the appropriate connection string.

Web Service

Connecting to the webservice

- There is a webservice on both proof and production servers. During development the web reference should point to the proof webservice. Once the site is ready to move to staging and production change the web reference to point to the production webservice.
- Webservice URL:
 - Proof:
<http://proof.westmaininteractive.com/regservice/service.asmx>
 - Production:
<http://websvr1.westmaininteractive.com/regservice/service.asmx>
- There is a key set in the web.config file that will determine which database is used. Whether the webservice will save to the production consumers database or the development consumers database is set by this key. The name of the key is "wmiservice"

To use Webservice

- Name all field name as in sample code
 - i.e.: wmi_first_name1
 - When these values are sent to the webservice they are saved to the appropriate field in the database.
 - Exceptions
 - Birthdate
 - This field must be built and sent to the webservice in the code behind (see sample code)

Validation

- Each required field must be checked for a value
- Email
 - Check for valid format
- Confirm Email
 - Check for valid format and that a value has been entered
 - Check it matches the email field
- Birthdate
 - Check for valid date (ie: Feb 31 should not be accepted)
 - Check for legal drinking age
- Format validation error messages to match the look of the page

Web.Config

- Key values
 - ConsumersDB: While on proof use this connection string
 - `<add key="consumersDB" value="Server=staging_new;Database=consumer_trans;User ID=development;Password=development;"/>`
 - `<add key="consumersDB" value="Server=sqlprod;Database=consumer_trans;User ID=<brandName>;Password=<brandName>;"/>`
 - This connection string is used for checking for LDA on registration/contact page
 - Wmiservice
 - Proof:
 - `http://proof.westmaininteractive.com/regservice/service.aspx`
 - Production:
 - `http://websvr1.westmaininteractive.com/regservice/service.aspx`
- Add the following code to handle the session variables (*see sample code for location*)

```
<machineKey
validationKey="DAA44AC13EAD73C8C0C3FBFFCEE98ED85DCA2E7172B47692
749136709A7855F8B7FDC789D029EEAC843B3C6304DA9E6149FAB7C0FFDFF
236A8B1B3C65DDE30BF"
decryptionKey="9CF05164DF1D9067A699F4DD88F092F8D07901F9FE35C40C"
validation="SHA1"/>
```

```
<sessionState mode="SQLServer" sqlConnectionString="data
source=172.21.11.47;user id=aspstate;password=aspstate"
cookieless="false" timeout="20" />
```

Robot.txt

- This file is used to prevent search engines from linking to pages past the age screener. This file must be added to the root directory of the site.

Search Engine Optimization

- **Meta tags**
 - Please speak to the appropriate Interactive Marketing manager to obtain these values or guidelines on creating these values

Age Screener

- Must have birthdate and country fields
- Validation must be added to verify date is valid (ie: should not accept Feb 31)
- See sample code for how the webservice calls the country list and checks for legal drinking age.

File Name Standards

- The home page must be named default.aspx
- All home/default pages in secondary directories must be named default.aspx