

VanMoof - Bike Config Tagging Briefing V0.1

Introduction

In this functional briefing, a first version of the implementation of the tagging in the bike configurator on the vanmoof.com website is described. The briefing will cover the basics: having a start and finish event, being able to track the steps the user visits and whether the configuration is added to the cart after completing. More information about setting up custom events can be found [here](#)

Please note, as Marketing Engineers is not aware of the code structure of the configurator, the briefing is purely functional the responsible developers should decide on the technical implementation (however, Marketing Engineers can provide recommendations on the most robust ways).

For any questions related to this document or in general; we are always available at: vanmoof@marketingengineers.nl

1. Accessing and thus the configurator page being completely loaded (any form of entry; direct, or any CTA on PDP) should trigger:

Event:

config_start

config_step_view

Event parameters:

step_name

step_number

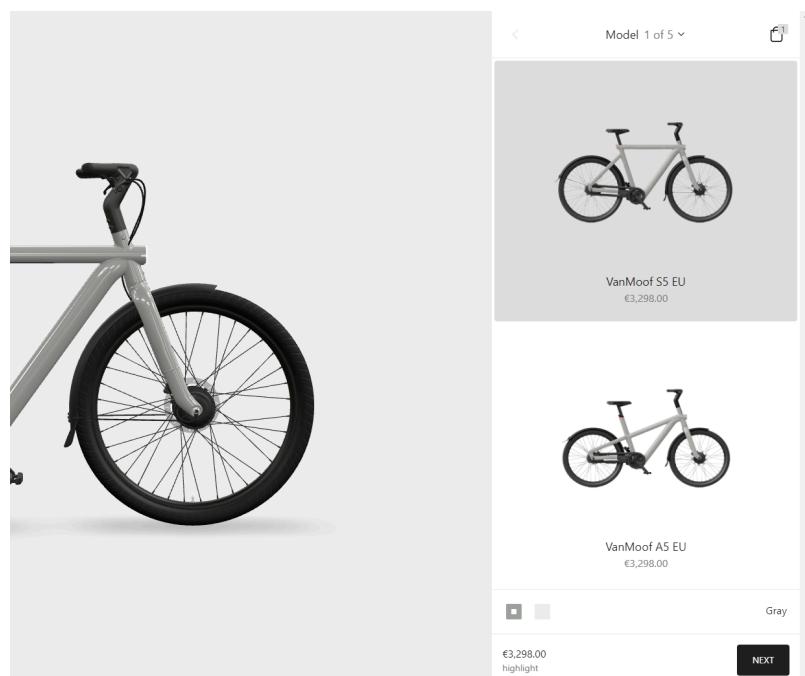
staging.vanmoof.com/en-NL/configurator

NOTE: Not specifically the */en-NL/* page, but all configurator pages.

More specifically, when the first step of the configurator ("Model") is loaded, the values of these event parameters should be updated to:

step_name = model

step_number = 1



2. When then the second step of the configurator ("Accessories") is loaded, the following should trigger:

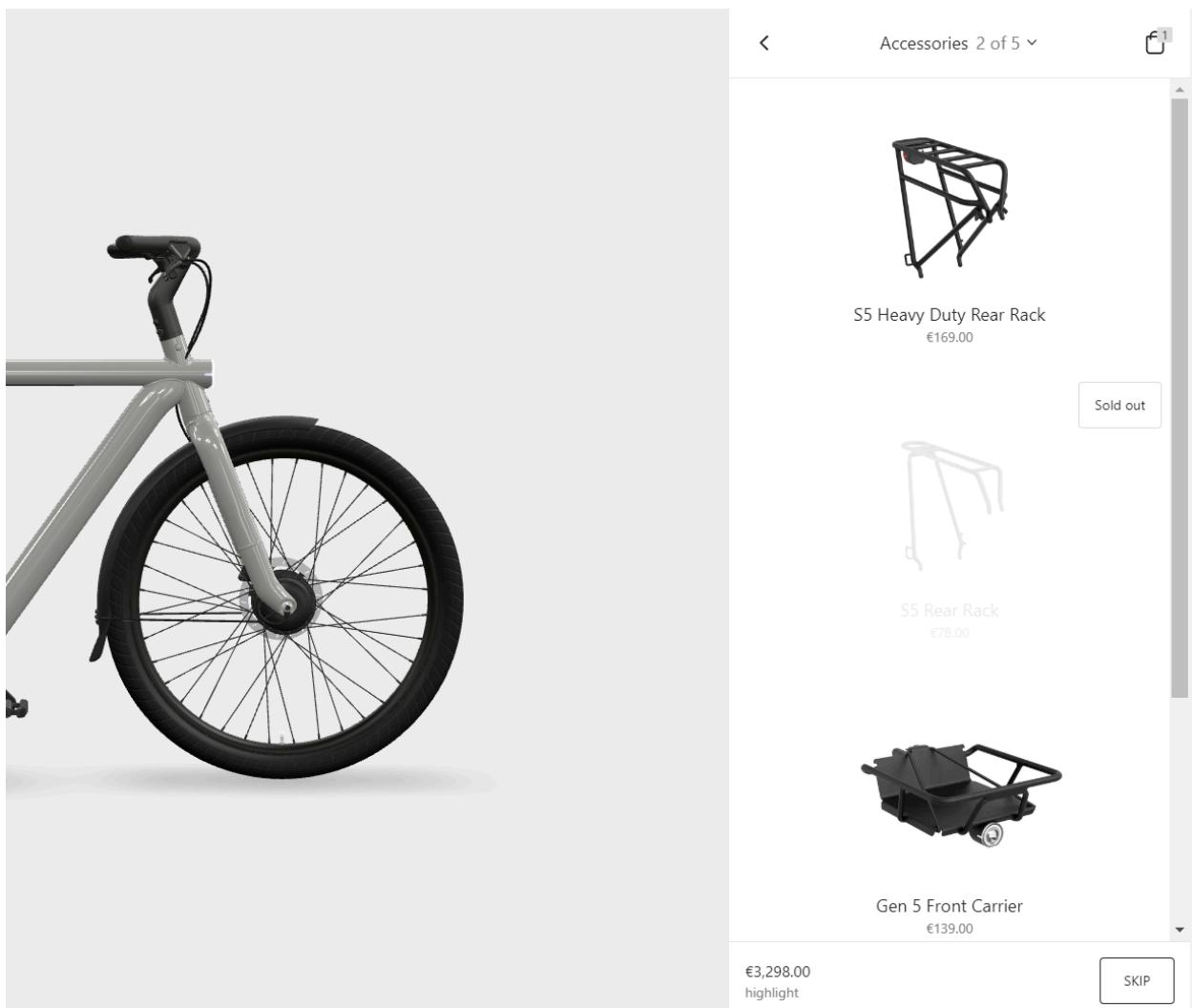
Event:

config_step_view

Event parameter (value update):

step_name = accessories

step_number = 2



3. When then the third step of the configurator ("Extras") is loaded, the following should trigger:

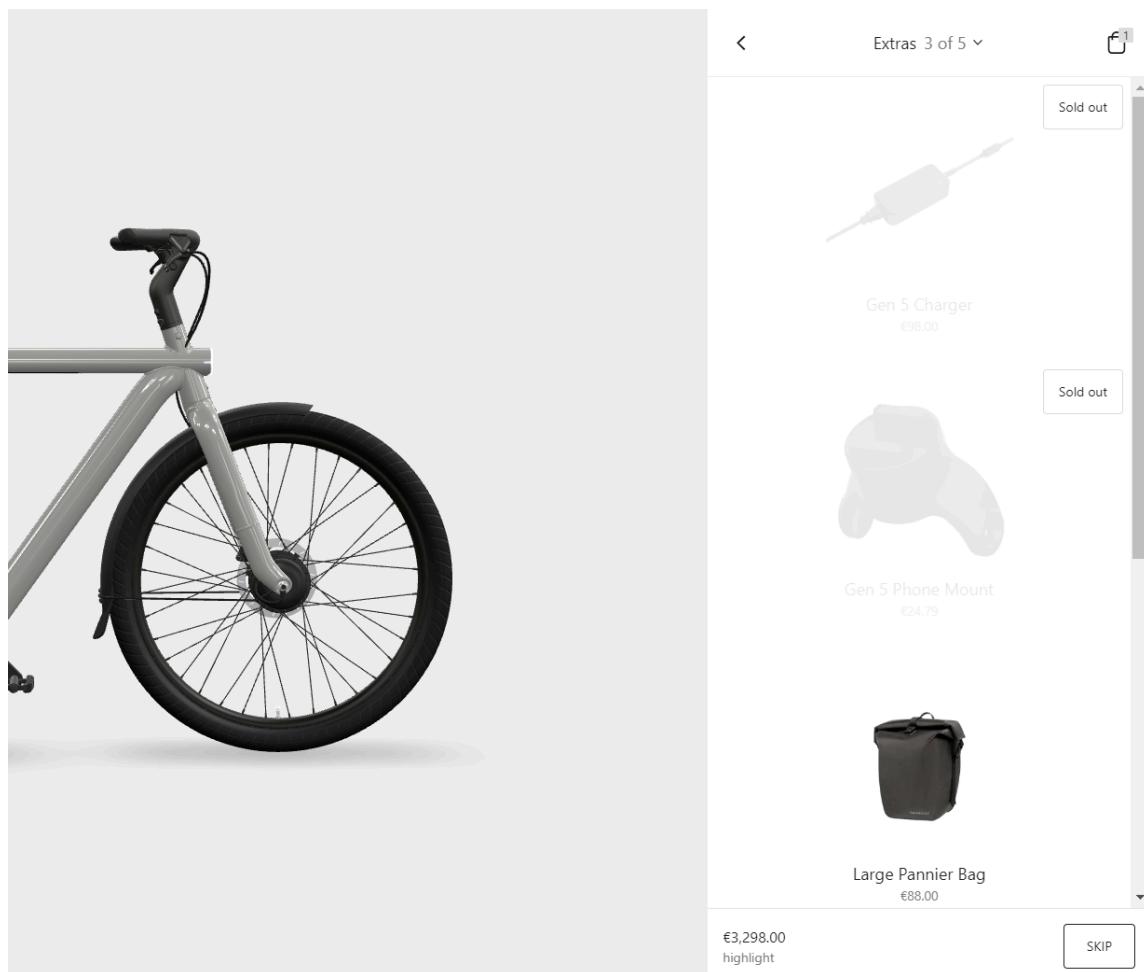
Event:

config_step_view

Event parameter (value update):

step_name = extras

step_number = 3



4. When then the fourth step of the configurator ("Services") is loaded, the following should trigger:

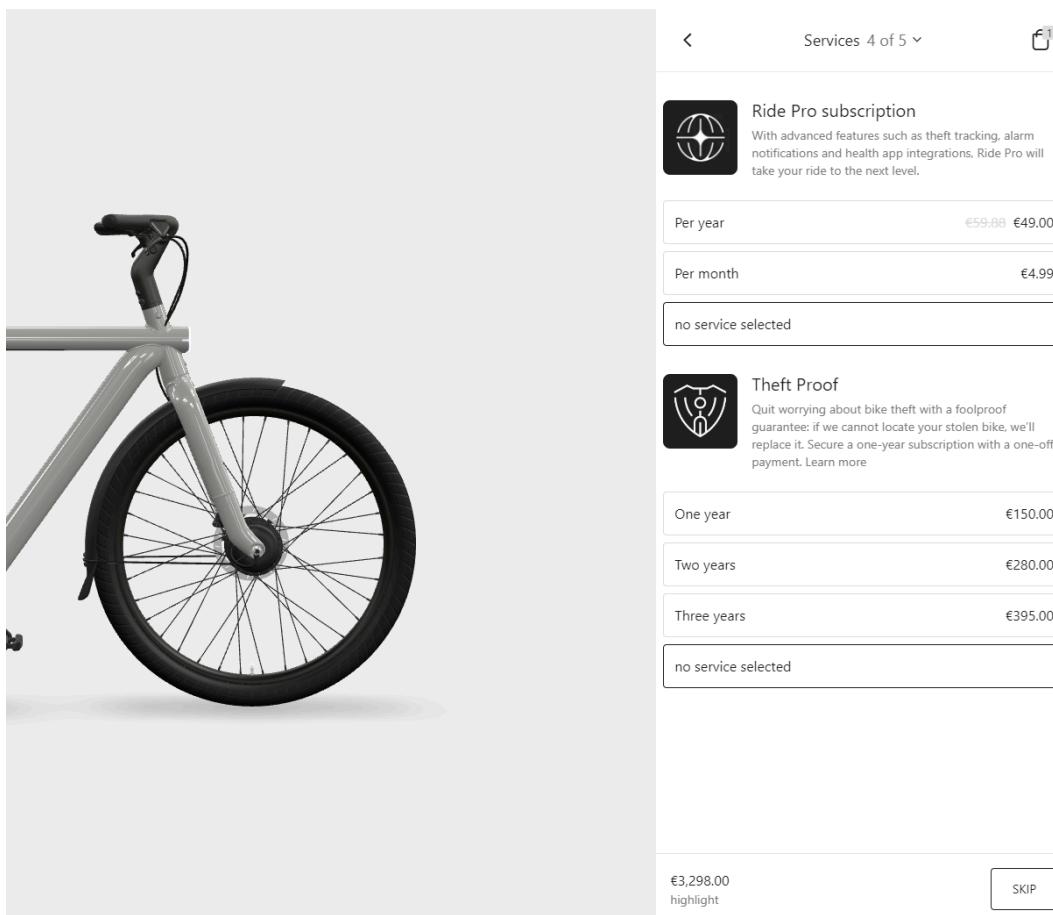
Event:

config_step_view

Event parameter (value update):

step_name = services

step_number = 4



5. When then the fifth and final step of the configurator ("Summary") is loaded, the following should trigger:

Event:

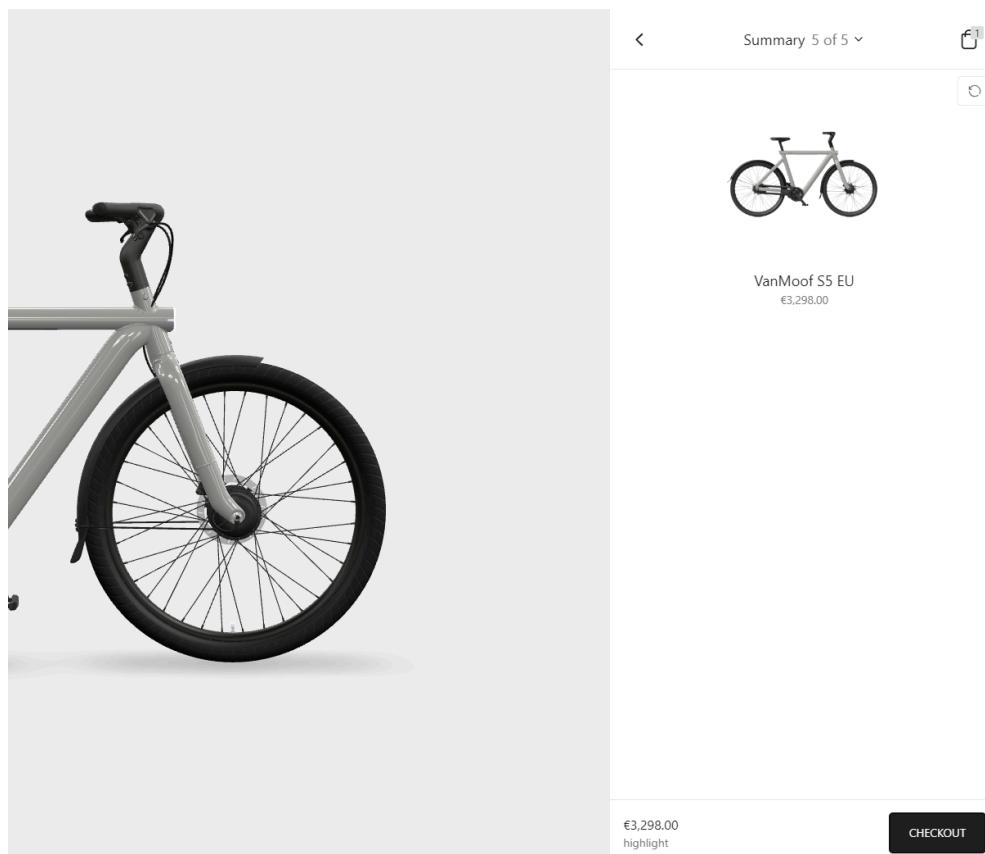
config_step_view

config_finish

Event parameter (value update):

step_name = summary

step_number = 5



6. When the “checkout” button is clicked in the final step to add the configuration to the cart (or the cart is loaded (or the cart page is completely loaded after adding the configuration to it) , the following should trigger:

Event:

config_cart_add

