



# eHorseAds AOE 2.1

## Features List

Last Revised: 11/22/2004

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### General Features

- Three major product types: icon, html and enhancement. Existing products that do not fall into one of the three major product types shall be queried for by name.
- Ability to assign a "feature" product type. Feature products are free.
- New enhancements are grouped by type on the ad entry page
- Video is now available as an enhancement, allowing visitors to post live-action videos of horses.

### Administrative Features

- The biggest new feature is that the ad entry form is now completely data driven enabling Horscity employees to control things like adding new categories by themselves. The admin tool has been greatly enhanced, allowing control of upsells, features, and discount codes.

Administrators can customize the following site attributes using variables:

- Sizes to which uploaded photos can be resized.
- Disclaimer text on the delete photos screen informing users that there is no refund for deleted images. This text can be different for full-edit, versus limited-edit ads
- Required fields on each screen
- Maximum length (in characters) of image captions.
- Order in which products of a given type appear on the page

Administrators can also control the following:

- Remove products from the ad entry page
- Edit Run "Till it Sells ads, including adding and removing pictures.
- Edit ads of both types from the 30 Days ad-editing interface.
- Add not-yet-paid-for pictures to ads.

Enhancements to the Product Entry Administrative Tool

- Admins can create, enable, and disable discounts by creating products with negative prices.

### User Features

- The order in which users upload photos is maintained.
- The first picture a user uploads is a free picture, regardless of whether it is uploaded into the free spot.
- Users can delete images from paid-for ads
- Users can replace images that were previously deleted from fully-editable ads
- When users are returned to the ad entry page due to errors, an explanation of the error is displayed at the top of the page.
- Users can remove the "sold" designation from ads by clicking on a link in the ad list. This link is in the same location as the "Mark it Sold" links for un-sold ads
- The ability to enter discount codes on the ad entry page. (If there is an active promotion and a discount product has been created by the Administrator.