

Updated User Experience requirements for GraphQL implementations of the Ad Selection

As part of [Ad Selection revisioning](#), we have updated our user experience requirements for GraphQL implementations of the Ad Selection.

The Ad Selection must now:

- Be able to accommodate the displaying of 4 ad products
- Display the ad product name
- Display the ad product price
- Display the currency of the ad product price
- Display the ad product description and selling points
- Display ad product features (brand selection and selling points) conditionally based on the ad product selected. For more information, see [conditional ad product features](#)
- Inform the customer how they will be charged by SEEK for the ad (draw down from their SEEK budget or SEEK to invoice them)
- Display informational caveat that ad prices displayed represent today's prices only

Below is an example of what is acceptable and will pass certification by SEEK.

Scenario 1: When Ad Selection is surfaced but an ad product is not yet selected

Select an ad type

<p>Ad Product Title</p> <p>ISO 888,888,888.88 + TAX</p> <p>An explanatory product description</p> <ul style="list-style-type: none"> • Selling point • Selling point with really long copy looks like this 	<p>Ad Product Title</p> <p>ISO 888,888,888.88 + TAX</p> <p>An explanatory product description</p> <ul style="list-style-type: none"> • Selling point • Selling point with really long copy looks like this 	<p>Ad Product Title</p> <p>ISO 888,888,888.88 + TAX</p> <p>An explanatory product description</p> <ul style="list-style-type: none"> • Selling point • Selling point with really long copy looks like this 	<p>Ad Product Title</p> <p>ISO 888,888,888.88 + TAX</p> <p>An explanatory product description</p> <ul style="list-style-type: none"> • Selling point • Selling point with really long copy looks like this
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All ads are listed for 30 days and recommended to candidates. Ad prices vary based on many factors including the supply of, and demand for, candidates for the advertised role. Prices shown represent today's prices only. If you schedule your job ad for a future date, you acknowledge and agree you'll be charged the price of that ad at the date it's published on SEEK's website.

Scenario 2: When Ad Selection is surfaced and an ad product is selected

Select an ad type

<p>Ad Product Title</p> <p>ISO 888,888,888.88 + TAX</p> <p>An explanatory product description</p> <ul style="list-style-type: none"> • Selling point • Selling point with really long copy looks like this 	<p>Ad Product Title</p> <p>ISO 888,888,888.88 + TAX</p> <p>An explanatory product description</p> <ul style="list-style-type: none"> • Selling point • Selling point with really long copy looks like this 	<p>Ad Product Title</p> <p>ISO 888,888,888.88 + TAX</p> <p>An explanatory product description</p> <ul style="list-style-type: none"> • Selling point • Selling point with really long copy looks like this 	<p>Ad Product Title</p> <p>ISO 888,888,888.88 + TAX</p> <p>An explanatory product description</p> <ul style="list-style-type: none"> • Selling point • Selling point with really long copy looks like this
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i We'll deduct AUD 888,888,888.88 + TAX from your contract

⚠ Below are user experience examples that will no longer meet SEEK's requirements and will not pass testing as this does not provide the end user with a complete and accurate understanding of SEEK's ad products. If your current user experience is similar to the below and you are **unable** to meet the new requirements, you **will** need to flag this to SEEK as it will not pass SEEK certification.

⚠ If your assessment is that the current GraphQL is no longer feasible to maintain and support, then we strongly recommend you reconsider the [widget ad selection implementation](#) instead.

⚠ Please note that the below list of examples is **not exhaustive** but represent some likely examples of the user experience that would not meet SEEK's requirements.

Implementation Scenario A - Drop Down example

Only ad product name in select list

Advertisement type:

- Classic
- StandOut
- Premium

Only ad product name and cost in select list

Advertisement type:

- Classic (\$210)
- StandOut (\$285)
- Premium (\$405)

Selected ad product displays only ad product name and cost

Advertisement type:

Implementation Scenario B - Radio Buttons example

Only ad product name presented via radio selection buttons

Advertisement type: Classic StandOut Premium

Only ad product name and cost presented via radio selection buttons

Advertisement type: Classic (\$210) StandOut (\$285) Premium (\$405)

Selected ad product displays only ad product name and cost

Advertisement type: Classic (\$210) StandOut (\$285) Premium (\$405)

Why does this not meet SEEK's requirements?

1. Ad Product price and currency is not displayed
2. Ad product description and selling points are not displayed
3. Informational caveat that ad prices shown represent today's prices only is not displayed

Why does this not meet SEEK's requirements?

1. Ad Product currency is not displayed
2. Ad product description and selling points are not displayed
3. Informational caveat that ad prices shown represent today's prices only is not displayed

Why does this not meet SEEK's requirements?

- The Selected state does not display:
1. Currency of Ad Product price
 2. Ad product description and selling points
 3. How the customer will be charged
 4. Informational caveat that ad prices shown represent today's prices only.