

DetectRight.com



Getting started with DetectRight™

PHP Version

by Chris Abbott and Njal Hansen Wilberg

Mobile Phone Wizards AS

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Postboks 1803 Håkonsgaten, 5828 Bergen, Norway*

About this guide

The DetectRight Service was intended to give you a handy “set it and forget it” toolkit which fits into your workflow to help in content adaptation.

We’ve tried to take a step back while writing the system to look to the key question: why we detect devices. Since it’s all about customer experience, DetectRight was then committed to providing as much useful information about the customer as possible, and as much transparency as possible.

The bottom line is that it’s not about devices: it’s about customers!

Enjoy playing around with the system! Hopefully it will save you many hundreds of man hours that can be more usefully spent on your core activities!

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Installation

1) Put the script "detectRight.php" into the same directory as the PHP for your code.

2) Check to see if the licence number is correct. You should have been allocated a licence key by MPW already. Insert it here.

```
define('DR_LICENCEKEY','00000000000000000000000000000000');
```

3) For every page which you would like the DetectRight service available, insert this line of code at the top of the page.

```
include_once("detectRight.php"); // include would preferably be global in scope
```

(we recommend accessing it for every page to generate visitor access data you will be able to access at a later date).

4) To initialize the service:

```
$dr = new DetectRight();
```

5) The DetectRight Object contains the following properties:

```
Class DetectRight {  
    var $properties;  
    var $customer="";  
    var $error="";  
    var $cookies;
```

... "Properties" is the last customer profile retrieved
"customer" is the unique hash for the customer just retrieved
"error" contains the last error message generated

6) It has the following facilities:

- getCustomer – profile a customer
- getscreensizes – create a nice array of screensize information
- getManufacturers – a list of manufacturer names in the system
- getModels – a list of models for a given manufacturer in the system
- getProfile – a profile based on model name and manufacturer
- getProfileFromUA – a profile based on a user agent
- getProfileFromHeaders – as above.
- getRandomTestHeader – gets one of our 70,000 test variable sets.
- ... and various cookie functions for use on a customer.

Detect a customer

1) To “detect” a customer, use your DetectRight object.

```
$customerProfile=$dr->getCustomer($_SERVER);
```

It’s more likely that to test DetectRight, you’d want some test data to simulate customers. No problem! We’ve got hundreds of thousands!

```
$testVars = $dr->getRandomTestHeader();  
$customerProfile=$dr->getCustomer($testVars);
```

\$customerProfile then contains an associative array of keys and values. Here’s an example:

```
if ($dr->error) // do appropriate action here.  
  
if (isset($customerProfile['model'])) {  
    $manufacturer=$customerProfile['manufacturer'];  
    $model=$customerProfile['model'];  
    echo "Device is: $manufacturer $model";  
} else {  
    $phoneID=$customerProfile['phoneid'];  
    if ($customerProfile['iswap']) {  
        echo "Device $phoneid is not WAP device";  
    } else {  
        echo "Unknown WAP-enabled Device $phoneid";  
    }  
}
```

'phoneid' is a field derived from the HTTP_USER_AGENT which attempts to generate a usable ID for the phone/major version number. In the case of Mozilla Strings it parses them in a consistent manner to achieve the same effect. It's often useful, though it's marked for improvement in future versions for Mozilla detection.

It’s important to check a field's presence before using it. In DetectRight there are three data states:

- i) Positive (“this phone supports MP3s”)
- ii) Negative (“this phone doesn’t support MP3s”)
- iii) Indeterminate (“there is no data available as to whether this device supports MP3s”).

You might want to be permissive or restrictive in different circumstances.

Customer profiling is the heart of the DetectRight suite: it does the following:

- 1) Returns a profile of the device used by your customer (whether it be mobile or web) as a PHP associative array.
- 2) Also adds in real-time details about the connection being used, the country, ISP and dialcode of the customer.
- 3) Stores the details of the profile and customer for later analysis and reporting, as well as tracking the page accesses.

Cookies and Customer ID

Every customer profile detected by DetectRight is given a hash (32 character MD5). If you stored these hashes on your server, you would have a list of customers you'd seen, and be able to retrieve the generated profiles at a later date (it's one of our guiding principles that all data generated by the system should be transparent).

```
$uniqueCustomerID = $dr->customer;  
// or  
$uniqueCustomerID = $customerProfile['customer'];
```

Once you have a customer number, you can retrieve a previously generated profile like this:

```
$customerProfile=$dr->getCustomer(null,$uniqueCustomerID);
```

And once you have that number (which you might well store in a browser cookie anyway), you can set and retrieve "cookies" against the customer in our system as another convenience feature (these persist across page visits, but are most reliably used as session cookies).

```
$dr->setCookie('loco','motion');  
$dr->setCookie('object',array("key1"=>"value1","key2"=>"value2"));  
$dr->setCookie('object2',array("key3"=>"value1","key4"=>"value2"));  
$cookie=$dr->deleteCookies();
```

Note that objects can be stores as cookies (as can anything validly serializable by PHP).

Getting device profiles

There are numerous ways to get device profiles from DetectRight:

```
// various ways of getting profiles.
$ua = $testVars['HTTP_USER_AGENT'];

// by user agent
$profile=$dr->getProfileFromUA($ua);

// extracts user agent from array, then calls getProfileFromUA
$prof2=$dr->getProfileFromHeaders($testVars);
```

Do you want to create a “phone selector”? These are useful when your client is browsing using a normal web browser but you wish to build a profile of the device they own (so you can restrict what they can purchase to appropriate content).

Here’s the convenience functions you can use... first you would need a list of current manufacturers for the user to choose from.

```
$manufacturers=$dr->getManufacturers();
```

Once they’ve chosen that, you need a list of models:

```
$models=$dr->getModels('Nokia');
```

\$result contains an array of models.

You can get your “virtual profile” with this:

```
$result=$dr->getProfile('Nokia',$model);
```

And then use it as you would any other profile array.

Getting Screensizes

```
$sizes = $dr->getscreensizes();
```

this returns an array with "x", "y", "xchar", "ychar", "contentx" and "contenty".

x, y, contentx and contenty are in pixels. contentx and contenty are sometimes different to "x" and "y", but because usable screen size is quite a difficult property to find documented, it's not as useful as it could be.

Further Reference Material

FAQ and technical discussion

<http://www.detectright.com/page/faq>

Other documents and references

<http://www.detectright.com/page/documentation>

Licence Conditions

Development licences for the DetectRight Services are granted for development and experimental purposes only: there is an enforced minimum time period of 30 seconds for accesses to certain functions (mostly those which involve profile retrieval), which should be adequate for development and test purposes. However, if you have specific needs as a prerequisite to signing up for a production licence, we'd be happy to discuss them.

Full terms and conditions of use of the DetectRight service are here:
<http://www.detectright.com/page/terms>

We reserve the right to suspend any account which we think is being used to abuse the DetectRight system, and all data is provided as-is with no warranty. We will not accept any claims for consequential loss or damage arising in any way out of usage of the system, whether this be through incorrect data or service unavailability, although we will endeavour to address both issues should they arise.

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Postboks 1803 Håkonsgaten, 5828 Bergen
Norway*