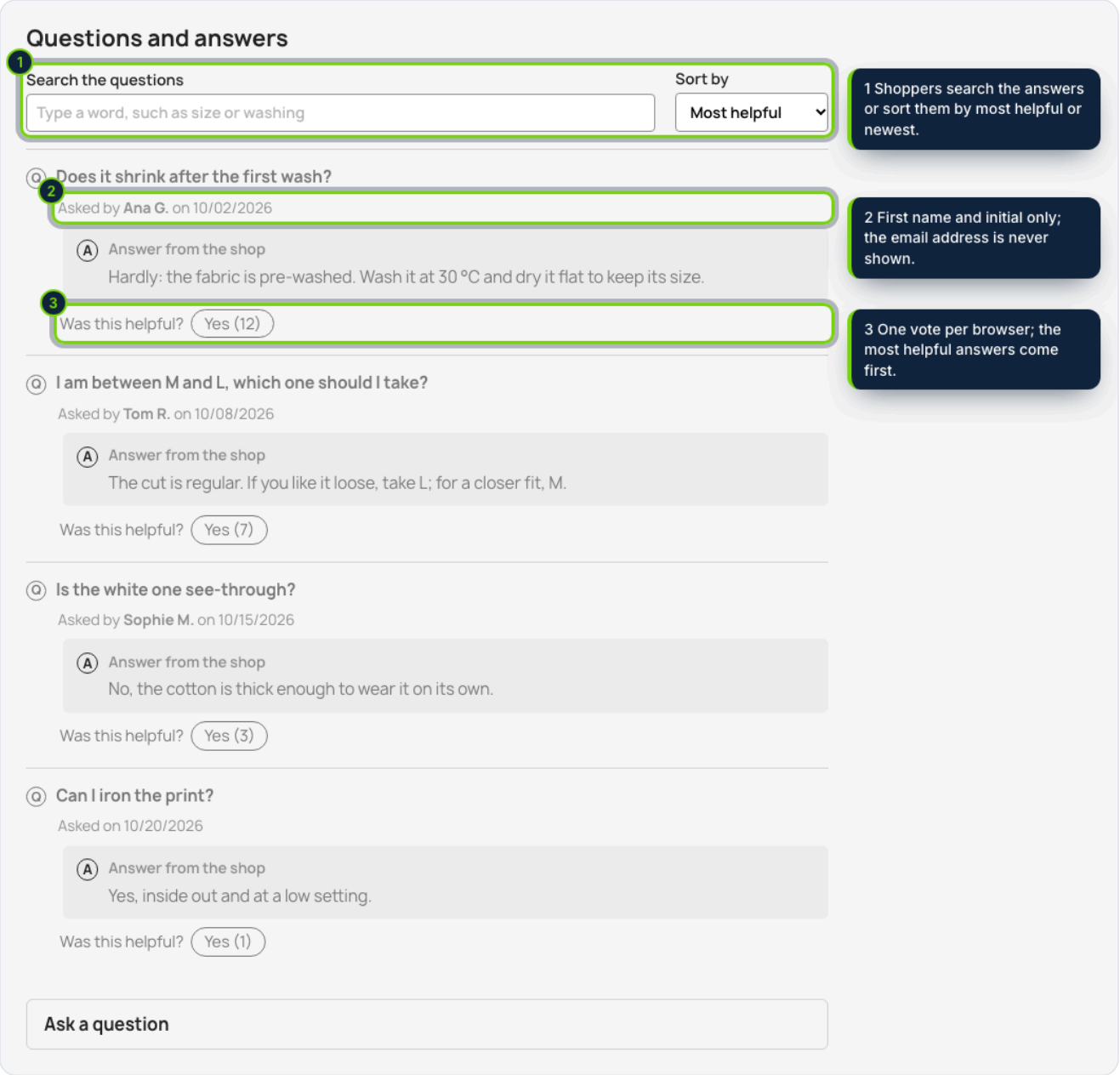
// prestashop · user guide

Product Questions & Answers

Version 1.0.0
ecom-addons.com

Product Questions & Answers lets shoppers ask about a product from its page. You answer from the back office, the answer is emailed to the customer in the language they asked in, and — if the visitor allowed it — the question and answer are published under the product, so the next shopper finds them.



Under the product, the published questions with the shop's answers, a search box, the order and "Was this helpful?" votes.

Requirements

Component	Version
PrestaShop	8.2 · 9.0
PHP	8.1 or later
Theme	Classic (tested) or any theme that prints `displayFooterProduct` or `displayProductExtraContent`, and `displayFooterCategory` for the FAQ block
Email	PrestaShop's own mail settings (**Advanced Parameters › E-mail**)

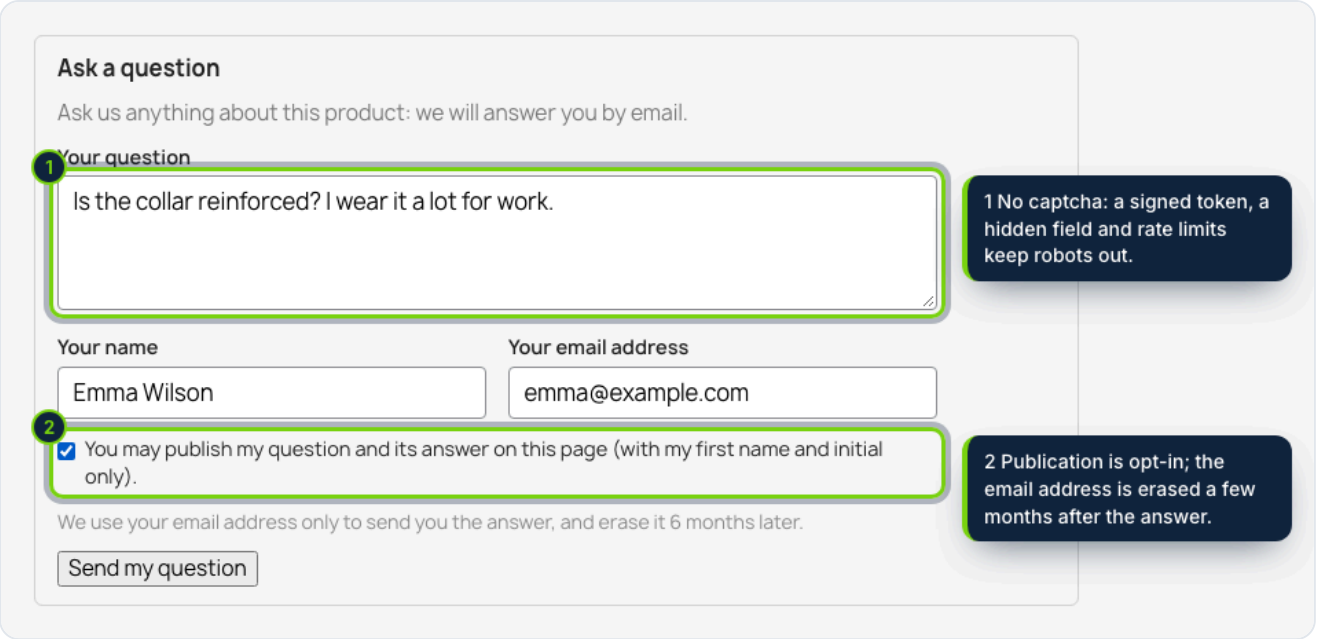
Installation

1. Download the latest version from **My account › Downloads** on ecom-addons.com.
2. In the back office, go to **Modules › Module Manager** and click **Upload a module**.
3. Choose the zip file. A new menu entry, **Customers › Product questions**, opens the module page with three views: Questions, Settings and Privacy.

The block appears under every product at once, with the form and no questions yet.

How a question travels

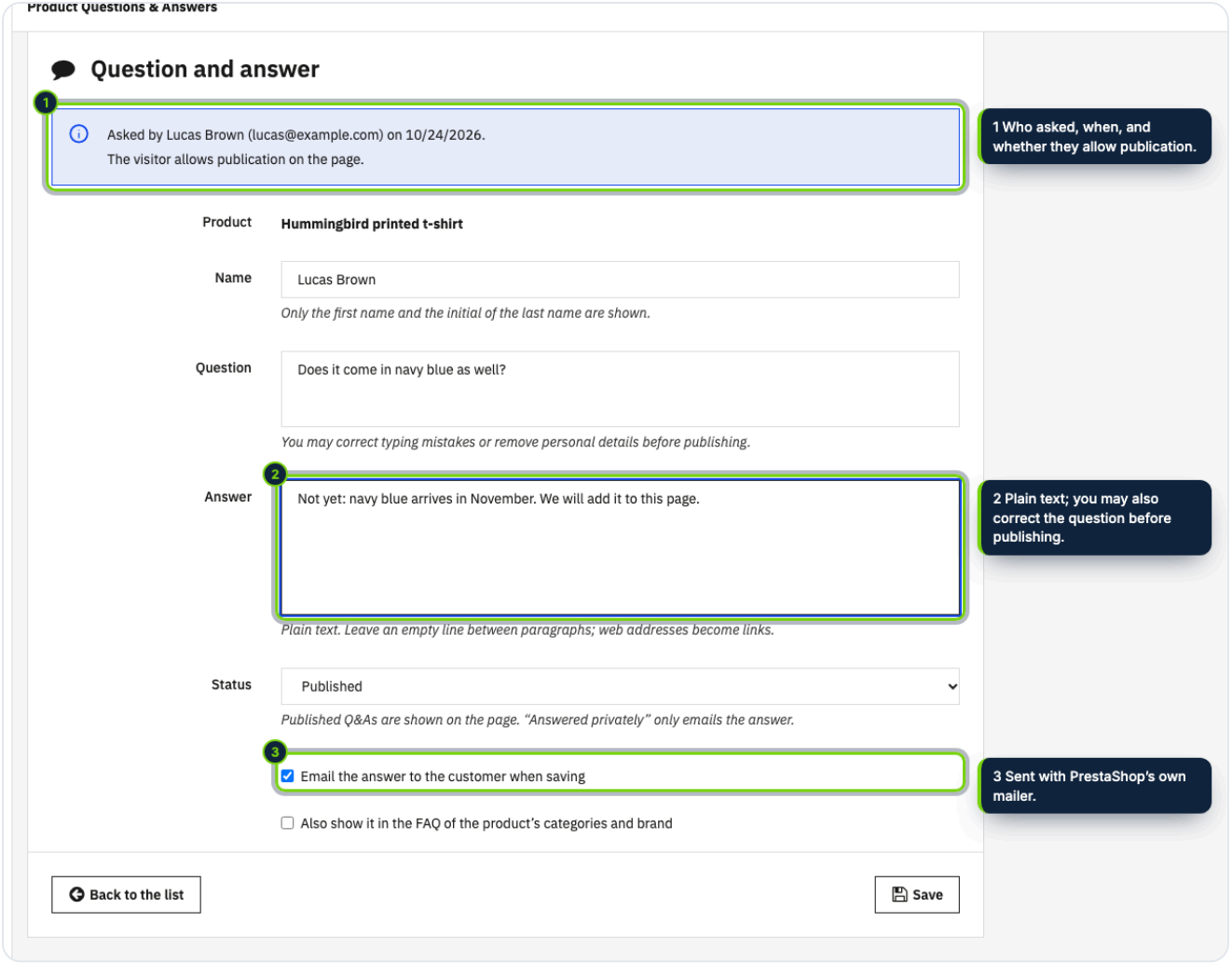
1. A shopper opens **Ask a question** under the product, writes the question, their name and email, and may tick *You may publish my question and its answer on this page*. Signed-in customers find their name and email already filled in.
2. The question is stored as **Waiting for an answer**, and the shop receives a "New question about …" email with a link to it (switchable).
3. You open it in **Customers › Product questions**, write the answer and choose a status:
   - **Published**: shown on the product page (only when the visitor allowed it);
   - **Answered privately**: emailed, never shown;
   - **Hidden** or **Spam**: kept, not shown.
4. With *Email the answer to the customer when saving* ticked, the customer receives the answer in their language. The date is kept and the box is unticked afterwards.



"Ask a question": no captcha, and the visitor decides whether the question may be published.

Answering

Field	What it does
Name	The visitor's name. The page shows only the first name and the initial of the last name ("Ana G.").
Question	You may correct typing mistakes or remove personal details before publishing.
Answer	Plain text. An empty line starts a new paragraph; web addresses become links.
Status	Waiting for an answer, Answered privately, Published, Hidden, Spam.
Email the answer to the customer when saving	Sent once with PrestaShop's mailer; ticked by default until it has been sent.
Also show it in the FAQ of the product's categories and brand	Adds this Q&A to the FAQ block of the category and manufacturer pages of the product.

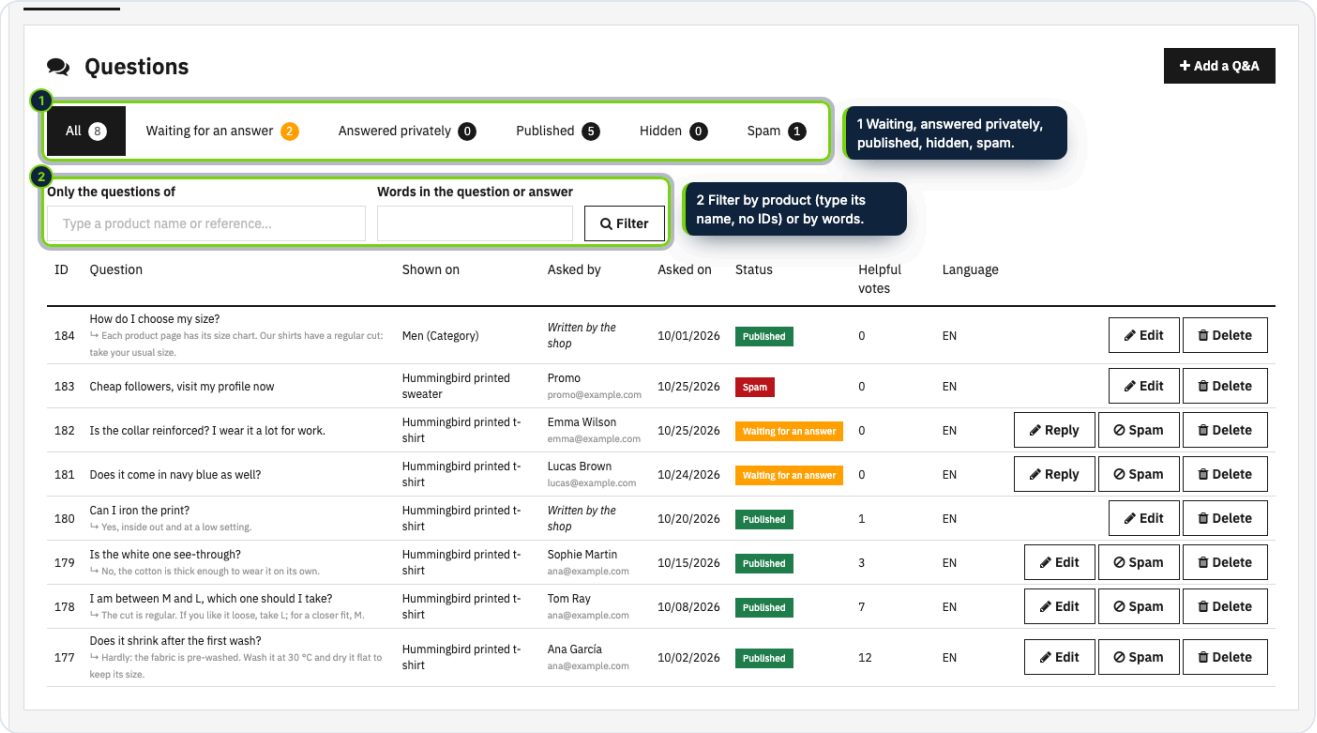


Customers › Product questions: answer, publish and email the answer in the customer's language in one save.

The list

Status tabs show how many questions wait. Filter by product with the search box (type a name or a reference: no IDs) or by words of the question, answer, name or email. **Spam** moves a question to Spam in one click; **Delete** removes it for good.

The product page of the back office (**Modules** tab › Product Questions & Answers) shows how many questions the product has, the latest ones and links to answer them or add a Q&A.



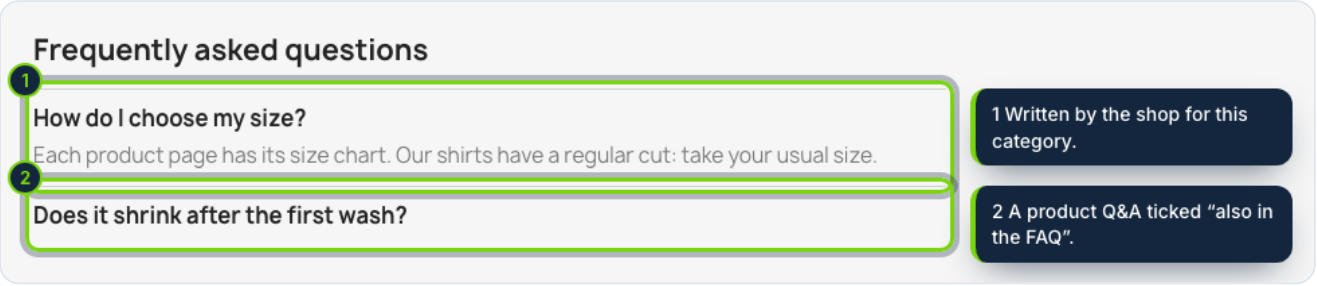
Every question by status, with a product search box, words search and spam in one click.

Your own Q&As and the FAQ of categories and brands

Add a Q&A writes a question and answer in the shop's name for:

- **a product page**, shown with the visitors' questions;
- **a category page** or **a brand page**, shown in a *Frequently asked questions* block under the product list (`displayFooterCategory`).

Choose the product, category or brand with the search box and the language of the Q&A. Category and brand pages show your own Q&As first, then the product Q&As marked
also in the FAQ
of products in that category or of that brand (up to 20).



Category and brand pages get a FAQ block: your own Q&As and the product answers you mark for it, with FAQPage JSON-LD.

Settings

Setting	Default	Notes
Accept new questions	On	Off hides the form; published Q&As stay.
Place on the product page	A block under the product	*A block under the product* uses `displayFooterProduct`; *A tab next to the description* uses `displayProductExtraContent` (the theme's product tabs).
Questions shown before "Show more"	5	1 to 50.
Default order	Most helpful	Shoppers can switch to Newest.
Email the shop about new questions / Send them to	On / shop email	Spam is never notified.
Privacy policy page	—	A CMS page linked under the form.
Erase email addresses after (months)	6	Counted from the answer, or from the question when it is never answered (1–36).
Banned words	—	One word or phrase per line; matching questions go to Spam silently.
FAQPage structured data on category and brand pages	On	See below.
Keep the questions when the addon is uninstalled	Off	

Spam protection without captcha

No captcha and no third-party script. The page carries no token (so it can be cached for everyone); when the visitor starts filling the form, the browser asks the module for a signed token. A post is refused without it, sent less than 3 seconds after it was handed out, or two hours later. A hidden field catches robots, an IP address (kept only as a keyed hash, for one day) can send 5 questions an hour and an email address 5 a day, a question may contain one web address at most, and your banned words send it to Spam.

Structured data

Category and brand pages with a FAQ block get one FAQPage JSON-LD with its questions. Since 2023 Google shows FAQ rich results only for some government and health websites, so do not expect them in search results; the markup is still valid for other uses. Product pages get no FAQPage from this module: if you also use **Product Tabs & Custom Fields**, its FAQ tab keeps the only FAQPage of the product page, and both blocks live side by side.

Privacy

The email address is used only to send the answer and is erased after the retention period; IP hashes and vote records are dropped after a day. Nothing is published without the visitor's choice, and only the first name and initial are shown. **Privacy** downloads (JSON) or deletes everything asked with an email address.

Caching

The product block is the same HTML for every visitor; the token, the signed-in customer's details and the votes are handled in the browser through the module's endpoint (`/module/ecomaddonsproductquestions/ask`, never cached). Saving a Q&A fires PrestaShop's object update hook for its product, category or brand, so full-page caches such as Page Cache refresh those pages.

Styling

The block inherits your theme's fonts, colours and buttons. Override `--ecom-pq-accent`, `--ecom-pq-line`, `--ecom-pq-soft`, `--ecom-pq-error` and `--ecom-pq-ok` on `.ecom-pq`; every element has an `ecom-pq__…` class.

Data and uninstall

Two tables of its own (`ecom_pq_question`, `ecom_pq_vote`) and a few configuration values. Uninstalling deletes them unless *Keep the questions* is on. No override.

Languages

English, Spanish and French are included. Each question shows on the pages of the language it was asked in, and the answer email uses that language.

Updates and support

Your licence includes every new version and 6 months of support. New versions are in **My account › Downloads**; for help, open a ticket in **My account › Support**.