



PET NUTRITION PRO

Complete Guide for Retailers, Agencies, and WordPress Developers

From the pet profile to a purchasable recommendation

U.S. English edition - Boma Pet Nutrition Pro 1.3.1.4 - September 8, 2026

How to use this guide

This guide follows the actual Pet Nutrition Pro workflow. It first explains the value for the retailer and the customer, then shows how to prepare the catalog, verify the recommendation, and integrate the plugin with WordPress. Chapters 1-16 are aimed primarily at retailers; Chapters 17-22 are the technical reference for developers and agencies.

Edition 1.3.1.4 adopts the Boma Pet Nutrition Pro name for the WordPress component, the new results-page shortcode, automatic creation of the Resulting Diet page, and WooCommerce as an installation prerequisite, while keeping the territorial kcal/100 g criteria and Appearance and Layout features unchanged.

Part I - Retailer Guide

Understand, configure, and verify guided selling - Chapters 1-16

Part II - WordPress Developer and Agency Integration

Install, integrate, and troubleshoot the plugin - Chapters 17-22

Localized edition note. The section numbering follows the Italian master edition. Page numbers may differ in this U.S. English edition because translated text reflows differently. Energy-label guidance is localized for the United States, while the value stored by Pet Nutrition Pro remains normalized to kcal per 100 g.

Contents

1. What Pet Nutrition Pro Is

- 1.1 The problem it addresses
- 1.2 The workflow built by the system
- 1.3 Food selection starts with the customer
- 1.4 Value for the customer
- 1.5 Value for the retailer
- 1.6 From calculation to guided selling
- 1.7 Who it is for
- 1.8 What it is not
- 1.9 The final result
- 1.10 What the following chapters cover

2. The Pet-Food Retailer's Problem

- 2.1 A large catalog can increase uncertainty
- 2.2 The information exists, but it remains separate
- 2.3 The customer is not looking only for a product
- 2.4 Why filters and categories are not enough
- 2.5 The retailer's commercial problem
- 2.6 Retail advice must become a digital workflow
- 2.7 From one product to a feeding combination
- 2.8 The risks of a purely commercial recommendation
- 2.9 A problem of trust, not only navigation
- 2.10 The cost of leaving the problem unsolved
- 2.11 The boundaries of the problem
- 2.12 The question Chapter 3 will answer

3. From the Pet Profile to a Purchasable Recommendation

- 3.1 The complete workflow map
- 3.2 The profile starts with the real dog or cat
- 3.3 From the profile to energy needs
- 3.4 Food Preferences belong to the customer
- 3.5 Compatibility narrows the catalog
- 3.6 From the compatible set to the recommendation
- 3.7 The anchor-product recommendation
- 3.8 The number of Wet Food products changes recommendation breadth
- 3.9 From the recommendation to quantities
- 3.10 The result must be understandable
- 3.11 From guidance to product page and cart
- 3.12 Who decides what
- 3.13 Transition to Chapter 4

4. Food Selection Remains with the Customer

- 4.1 What Food Preferences are
- 4.2 Preference, compatibility, and priority are three different decisions
- 4.3 What happens when a food type is not selected
- 4.4 Selecting a food type does not mean accepting every product in it
- 4.5 The customer's choice may include multiple food types
- 4.6 How Dry, Puffed, and Wet Food are handled
- 4.7 The anchor-product recommendation does not cancel the preference
- 4.8 Examples of how to interpret preferences
- 4.9 When no compatible product exists
- 4.10 Why this rule builds trust

- 4.11 Implications for store configuration
- 4.12 Summary
- 4.13 Transition to Chapter 5

5. Compatibility Before Commercial Priority

- 5.1 What compatibility means in the system
- 5.2 Which information is compared
- 5.3 The filter progressively narrows the catalog
- 5.4 One incompatible criterion may exclude the product
- 5.5 Compatibility is not the same as quantity calculation
- 5.6 When commercial priority applies
- 5.7 The highest-priority product may differ from one pet to another
- 5.8 What happens when the first product is incompatible
- 5.9 Number of Wet Food Products and compatibility
- 5.10 Compatibility and commercial availability are different concepts
- 5.11 Incorrect configuration causes incorrect inclusion or exclusion
- 5.12 What this principle communicates to the customer
- 5.13 Summary

6. The Anchor Product and Recommendation Composition

- 6.1 What anchor product means
- 6.2 The recommendation does not come before Food Preferences
- 6.3 Selection occurs after compatibility filtering
- 6.4 Ranking chooses the item; it does not define the anchor
- 6.5 Dogs and cats require different recommendations
- 6.6 From energy needs to product quantity
- 6.7 The combination is not a simple sum of products
- 6.8 How Dry and Puffed Food participate
- 6.9 How Wet Food participates
- 6.10 What happens if no compatible candidate exists
- 6.11 Commercial availability: current limitation
- 6.12 Logical construction example
- 6.13 Future development: diet duration and package size
- 6.14 Summary
- 6.15 Transition to Chapter 7

7. The Role of Wet Food

- 7.1 A food type chosen by the customer
- 7.2 The same basic path as Dry and Puffed Food
- 7.3 The quantitative difference among the three food types
- 7.4 The Number of Wet Food Products setting
- 7.5 Wet Food rankings
- 7.6 Count and ranking are two different controls
- 7.7 A commercial control that can change over time
- 7.8 Availability and inventory: current management
- 7.9 Wet Food in dog and cat feeding
- 7.10 Coordinated quantities, not rations to add together
- 7.11 When fewer results appear than expected
- 7.12 Summary
- 7.13 Transition to Chapter 8

8. The Retailer's Commercial Control

- 8.1 What the retailer can control
- 8.2 These decisions are not interchangeable
- 8.3 Ranking as a commercial priority list
- 8.4 Different priorities for different profiles

- 8.5 Ranking is not a one-time choice
- 8.6 When a ranking change takes effect
- 8.7 Number of Wet Food Products as the second control
- 8.8 Current availability management
- 8.9 What the retailer cannot force
- 8.10 Building a commercial strategy
- 8.11 Summary
- 8.12 Transition to Chapter 9

9. From the Nutrition Summary to the WooCommerce Cart

- 9.1 The summary as the base result
- 9.2 The pet photo
- 9.3 Printing the summary is a Free feature
- 9.4 What Diet Engine adds
- 9.5 How to read the product recommendation
- 9.6 From recommendation to product page
- 9.7 Adding products to the cart
- 9.8 Products already in the cart
- 9.9 Availability, price, and catalog changes
- 9.10 Summary

10. Preparing the WooCommerce Catalog

- 10.1 Three states that should not be confused
- 10.2 The "Included in diet" setting
- 10.3 Technical category: Dry, Puffed, or Wet Food
- 10.4 Energy value in kcal per 100 g - U.S. market
- 10.5 Configuring dog, cat, and life stage
- 10.6 Intolerances and food exclusions
- 10.7 Physical sensitivities
- 10.8 Rankings: visible numbers, managed from the overview
- 10.9 Commercial data and diet data
- 10.10 A practical product-configuration method
- 10.11 Visual example: adding a Dry Food product
- 10.12 Summary

11. Configuring Product Rankings

- 11.1 What a ranking represents
- 11.2 Priority does not mean compatibility
- 11.3 Reading the ranking overview
- 11.4 Visual example: moving a Dry Food product from position 3 to position 1
- 11.5 What changes and what stays the same
- 11.6 Ranking as an ongoing control
- 11.7 Availability and inventory: current manual management
- 11.8 Errors to avoid
- 11.9 Summary

12. Configuring the Number of Wet Food Products

- 12.1 Two different and complementary controls
- 12.2 Where the setting is located
- 12.3 How the value is used
- 12.4 Operational example with a value of 4
- 12.5 When the customer does not choose Wet Food
- 12.6 Effect of later changes
- 12.7 Availability and inventory
- 12.8 Errors to avoid
- 12.9 Summary

13. From form completion to the WooCommerce cart

- 13.1 Argo's profile
- 13.2 Entering identification data
- 13.3 Completing condition, sensitivities, and preferences
- 13.4 Generating and reading the nutritional sheet
- 13.5 Compatibility and ranking in a real result
- 13.6 Recommended products
- 13.7 Coordinated daily amounts
- 13.8 Printing or saving the nutritional sheet as a PDF
- 13.9 Transferring products to the cart
- 13.10 What the case demonstrated

14. From a cat profile to a food recommendation

- 14.1 Mia's profile
- 14.2 Entering identification data
- 14.3 Condition, spay status, and preferences
- 14.4 Calculated calorie requirement
- 14.5 Compatibility and cat-specific ranking
- 14.6 Products and daily amounts
- 14.7 From the nutritional sheet to the WooCommerce cart
- 14.8 What the case demonstrated

15. Verifying the configuration with the TEST/CONTROL method

- 15.1 Why two products are required
- 15.2 Preparing the pair correctly
- 15.3 Building the test profile
- 15.4 Running the verification
- 15.5 Distinguishing compatibility from ranking
- 15.6 Checking Wet Food, PDF output, and cart behavior
- 15.7 Test worksheet
- 15.8 Closing the test cycle

16. Complete comparison: Free vs. Diet Engine

- 16.1 Pet profile and calculation
- 16.2 Result, nutritional sheet, and printing
- 16.3 Product selection and amounts
- 16.4 Catalog and administration
- 16.5 WooCommerce and cart
- 16.6 Remote service, activation, and continuity
- 16.7 Essential differences

17. Installation and first activation

- 17.1 Two states that must not be confused
- 17.2 First opening and guided setup
- 17.3 Authorizing the remote connection
- 17.4 Verifying authorization
- 17.5 Activating Diet Engine
- 17.6 Why the cache exists and when to refresh
- 17.7 Result landing page
- 17.8 Final check after first activation

18. Creating the form page and results page

- 18.1 Complete workflow
- 18.2 Creating the page that hosts the form
- 18.3 Visible structure and conditional fields
- 18.4 The Resulting Diet landing page
- 18.5 What the results page displays

- 18.6 Using Elementor Free
- 18.7 Allowed modifications and the boundary of Chapter 19
- 18.8 Testing the workflow
- 18.9 Most common configuration errors
- 18.10 Operational summary

19. Appearance and Layout: customization for stores, agencies, and developers

- 19.1 The Pet Nutrition Pro > Appearance and Layout page
- 19.2 What it customizes — and what it does not change
- 19.3 Customizing the nutritional sheet
- 19.4 Customizing recommended products
- 19.5 Responsive layout: desktop, tablet, and smartphone
- 19.6 Store or agency identity
- 19.7 Selecting the logo from the Media Library
- 19.8 Previewing and verifying the real result
- 19.9 Print and PDF: a separate rendering
- 19.10 Additional CSS class and advanced customizations
- 19.11 Where to place custom CSS
- 19.12 Rule scope and safe selectors
- 19.13 Form container and CSS variables
- 19.14 Main form selectors
- 19.15 Main result selectors
- 19.16 Typography, width, and spacing
- 19.17 Print and PDF: CSS and advanced rendering
- 19.18 Changes that require development
- 19.19 Updates and preserving customizations
- 19.20 Testing the customization
- 19.21 Recovery after a conflict

20. Compatibility and troubleshooting

- 20.1 Scope of compatibility
- 20.2 Requirements and preliminary checks
- 20.3 Recommended diagnostic path
- 20.4 The form is not displayed
- 20.5 The form appears but does not work correctly
- 20.6 The calculation does not reach the result
- 20.7 Incomplete or inconsistent result
- 20.8 Diet Engine, products, and cart
- 20.9 Cache, CDN, optimization, and Appearance and Layout
- 20.10 Printing and saving as PDF
- 20.11 Information to provide to support

21. Remote service and privacy

- 21.1 Why a remote service is used
- 21.2 Authorizing the connection
- 21.3 Form data sent to the service
- 21.4 WooCommerce product data
- 21.5 Data handled locally
- 21.6 Where to find the complete technical notice
- 21.7 Suggested privacy-policy text
- 21.8 Checks before publication
- 21.9 Unavailability or revocation

22. Quick reference and frequently asked questions

- 22.1 Essential requirements
- 22.2 Shortcodes and pages

- 22.3 Compatibility, Appearance and Layout, and customization
- 22.4 Quick diagnostic path
- 22.5 FAQ — installation and pages
- 22.6 FAQ — Elementor, Appearance and Layout, and graphics
- 22.7 FAQ — service and Diet Engine
- 22.8 FAQ — photo, printing, and privacy
- 22.9 FAQ — updates and support
- 22.10 Chapter map **Final developer checklist Appendix A — Determining kcal/100 g from U.S. pet-food labels**
- A.1 What to look for on a U.S. label
- A.2 Quick conversion rules
- A.3 Converting ounces to grams
- A.4 kcal/cup: use the real cup weight
- A.5 kcal/can or kcal/package
- A.6 Treats and pieces
- A.7 When kcal/kg and familiar-unit values both appear
- A.8 When calorie information is missing or unclear
- A.9 U.S. verification checklist
- A.10 Reference sources for the U.S. market

PART I - Retailer Guide

Understand, configure, and verify guided selling

1. What Pet Nutrition Pro Is

Pet Nutrition Pro is a guided-selling system for WooCommerce stores that sell dog and cat food. It starts from the characteristics of the individual animal and the food preferences selected by the customer, then guides the customer toward a recommendation of compatible products, with calculated quantities and a direct connection to the purchase flow.

The system is not designed as a simple calorie calculator, and it does not end with the display of an energy requirement. The calculation is the beginning of a broader workflow: it helps turn pet data into a reasoned selection of foods that are actually present in the store’s catalog.

Essential definition. Pet Nutrition Pro turns the pet’s profile and food preferences into a compatible, quantified, purchasable recommendation through WooCommerce.

1.1 The problem it addresses

An online pet-food store may offer many products, brands, formulas, and food types. A broad selection, however, does not guarantee that customers can confidently identify the products that best fit their dog or cat.

Customers may know their pet’s weight and age, have clear preferences about feeding type, and know which ingredients they want to avoid. What is more difficult is connecting all of that information to the technical characteristics of the products in the catalog and to the daily amounts that should be used.

The problem is not limited to the customer. Retailers also need an understandable way to make a complex catalog useful, guide the choice without turning the recommendation into a random result, and take the customer from browsing to purchase.

1.2 The workflow built by the system

Pet Nutrition Pro connects in one flow what would normally remain separate: knowledge of the pet, nutritional calculation, the product catalog, and online selling.

Stage	Step	Result
1	Pet profile	The customer enters the required information about the dog or cat.
2	Nutritional needs and preferences	The system calculates the pet’s needs and considers the food types selected by the customer.
3	Compatibility	Foods that do not match the profile and declared conditions are excluded.
4	Recommendation composition	A recommendation is built from compatible products according to the rules and rankings configured by the retailer.
5	Quantities	The result displays the calculated amounts for the recommended foods.
6	Purchase	The customer can open the products and continue to the WooCommerce cart.

1.3 Food selection starts with the customer

Pet Nutrition Pro does not independently impose a feeding type. Through **Food Preferences**, the customer chooses which food types should be considered for the pet.

The system therefore operates within two clear boundaries: the preferences expressed by the customer and the compatibility data configured for products in the catalog. The retailer's commercial strategy applies only after those two steps, and only among products that remain eligible.

1.4 Value for the customer

For the end customer, the value is receiving something more concrete than a calorie number. The system organizes the information provided and connects it to the store's real catalog.

- It reduces uncertainty in a large catalog.
- It considers the characteristics of the dog or cat.
- It respects the selected food preferences.
- It excludes products configured as incompatible.
- It provides an understandable recommendation with calculated quantities.
- It creates a direct path from the recommendation to the product page and cart.

1.5 Value for the retailer

For the retailer, Pet Nutrition Pro turns the WooCommerce catalog from a simple list of products into a tool that can guide selection. Its commercial value does not come from showing any product indiscriminately, but from allowing the retailer to work strategically within the set of compatible products.

The retailer prepares the catalog by associating each food with the information required by the system. The retailer can then define the order in which compatible products are considered and, for Wet Food, how many products may be recommended. Rankings can differ according to dog size and have dedicated management for cats.

As explained in later chapters, Dry Food and Puffed Food each lead to the recommendation of one product, selected according to the applicable ranking. For Wet Food, the number of recommended products is configurable, always within the customer's preferences and the pet's compatibility requirements.

1.6 From calculation to guided selling

Nutritional calculation makes personalization possible, but it does not by itself express the full value of Pet Nutrition Pro. The distinguishing function is connecting the calculation result to the foods actually sold by the store.

The customer therefore receives more than a theoretical figure. The customer receives a recommendation built from the pet's information, can understand which products were selected, can see the amounts, and can continue toward purchase.

Pet Nutrition Pro brings together three areas that are normally separate:

- calculation of the dog's or cat's nutritional needs;
- guided selection of foods in the catalog;
- construction of a commercial recommendation connected to WooCommerce.

1.7 Who it is for

Pet Nutrition Pro is designed primarily for retailers, online pet shops, and businesses that sell dog and cat food through WooCommerce. It can also be useful to agencies and professionals who build or manage online pet-food stores.

The system is especially valuable when the catalog contains many alternatives and the retailer wants to guide customers while retaining control over commercial strategy.

1.8 What it is not

To understand the product correctly, its boundaries should also be clear.

- It is not a simple filtered product list.
- It is not a commercial quiz that arbitrarily maps answers to products.
- It does not allow an incompatible product to be placed ahead of the customer's stated needs.
- It does not replace a veterinarian and does not provide diagnoses or clinical prescriptions.
- It does not stop at calorie calculation; it uses that calculation to support a guided choice and purchase workflow.

1.9 The final result

At the end of the workflow, the customer receives a food recommendation connected to the store's products. The recommendation is created by combining the pet profile, the customer's preferences, catalog compatibility, and the commercial rules defined by the retailer.

1.10 What the following chapters cover

The following chapters progressively explain the commercial problem addressed by the system, the complete path from pet profile to recommendation, food preferences, compatibility criteria, the behavior of Dry, Puffed, and Wet Food, the anchor-product recommendation in dog feeding, product rankings, and the transition to the WooCommerce cart.

Only after the overall value is clear do the later chapters cover catalog preparation, operational configuration, testing, and the distinction between the functions available in the Free mode and those provided by Diet Engine.

2. The Pet-Food Retailer’s Problem

An online store specializing in dog and cat food may have a rich, well-organized catalog made up of high-quality products. Yet the breadth of the assortment does not guarantee that customers can confidently identify the foods that best fit their animal.

Pet-food selection rarely depends on a single factor. Species, age, weight, size, physiological condition, activity, sensitivities, intolerances, and food preferences may all help define the set of products that should be considered. These factors must then be connected to the characteristics of individual foods and to amounts that can be used in everyday feeding.

A traditional catalog presents products; the customer, however, needs to understand which of those products can be part of a recommendation for the specific pet and how those products should be used. Pet Nutrition Pro addresses the gap between the availability of products and the customer’s ability to make a practical choice.

The central problem. The store may already carry the right foods, but the customer may not have the tools needed to recognize them, compare them, and turn them into a concrete choice.

2.1 A large catalog can increase uncertainty

Variety is commercially valuable, but it can also create confusion. Products within the same food type may differ by intended use, formulation, energy density, animal size, life stage, supported sensitivities, and conditions of use.

As the number of alternatives increases, customers often simplify the decision by relying on a few immediate signals:

- brand recognition;
- price or a current promotion;
- package design and the product’s main marketing message;
- a previous experience that may not relate to the same animal;
- generic advice from other people;
- the product’s position in a list or search results.

These factors can legitimately influence a purchase, but by themselves they do not connect all relevant information. The risk is not only choosing a less suitable product. Customers may also postpone the decision, abandon the purchase, or move to a channel they perceive as offering more guidance.

2.2 The information exists, but it remains separate

In a normal e-commerce workflow, the necessary information is distributed across different places. The customer knows the pet; product pages describe the foods; the retailer knows the catalog and commercial priorities; WooCommerce manages products and purchasing. What is missing is an automatic connection that turns those elements into a coherent recommendation.

Information	Where it normally exists	Difficulty for the customer
Pet profile	In the customer’s knowledge	It must be translated into useful selection criteria.
Food preferences	In the customer’s intentions	They must be respected without being confused with compatibility.
Product characteristics	In product pages and catalog data	They are numerous and not always easy to compare.

Information	Where it normally exists	Difficulty for the customer
Energy content	In the food's technical data	By itself it does not indicate how much product should be used for the specific pet.
Commercial priorities	In the retailer's strategy	They must not be applied before compatibility is checked.
Purchase	In the WooCommerce flow	It comes after the choice but does not help create the choice.

The difficulty therefore comes less from a lack of information than from fragmentation. Without a workflow that connects the data, customers must perform a complex interpretation process on their own.

2.3 The customer is not looking only for a product

Someone buying food for a dog or cat is not necessarily looking for a single isolated package. The customer may want to understand which feeding type to consider, which alternatives fit the animal, what amounts to use, and how different food types can participate in the recommendation when multiple preferences are selected.

The practical question is closer to: **“Given my pet’s profile and the food types I want to consider, which products in this store are appropriate, and how should they fit into the daily feeding plan?”**

A category page answers a different question: which products belong to this category? Even a good search engine mainly answers what the user already knows how to ask. In pet food, however, the customer may not know in advance which criteria are needed to formulate the right search.

2.4 Why filters and categories are not enough

Categories, attributes, and filters remain useful. They narrow the catalog and allow customers to browse products with shared characteristics. On their own, however, they do not build a food recommendation for the individual pet.

A filter normally works on criteria selected by the user. It therefore assumes that the customer:

- knows which characteristics to select;
- understands the meaning of the available options;
- can evaluate several conditions at the same time;
- correctly interprets the remaining results;
- calculates or derives quantities separately;
- decides how to handle multiple food types when more than one is desired.

Pet Nutrition Pro does not replace ordinary catalog organization. It addresses the next step: connecting the entered profile and Food Preferences with configured products. The distinction is developed further in the chapters on workflow and compatibility.

2.5 The retailer’s commercial problem

Customer uncertainty creates a direct commercial problem. The retailer invests in assortment, product information, and alternatives, yet may not be able to turn that richness into an advantage the customer can perceive during online purchasing.

Without guidance, the catalog risks behaving like a passive display:

- strategic products may not be discovered;
- compatible products may be dispersed among too many alternatives;
- customers may choose only by price, brand, or list position;
- the advice a retailer could provide in person has no digital equivalent;

- navigation may stop before products reach the cart;
- a broad assortment may become complexity rather than value.

The solution is not simply to highlight one product. In Pet Nutrition Pro, commercial priority applies only among compatible products and within the food types selected by the customer. The retailer's strategy gains value precisely because it is exercised within understandable, controlled rules.

2.6 Retail advice must become a digital workflow

In a physical store, an employee can ask questions, listen to preferences, narrow the alternatives, and guide the customer toward a purchase. In e-commerce, that sequence does not emerge automatically: product pages contain information, but they do not work together to build a recommendation for an individual animal.

Digitizing guided selection does not mean superficially imitating a conversation or replacing a veterinarian. It means creating a deterministic workflow in which each requested data point has a specific function, the catalog rules have been configured by the retailer, and the result can be tested.

2.7 From one product to a feeding combination

Another limitation of a traditional catalog appears when a customer wants to include more than one food type. Dry, Puffed, and Wet Food are not merely three categories to browse separately. According to the customer's preferences and the system rules, they may participate together in the result.

This creates a problem that ordinary product sorting does not solve. It is not enough to decide which item appears first; the recommendation itself must also be composed:

- for Dry Food, one compatible product is selected according to the applicable ranking;
- for Puffed Food, one compatible product is selected according to the applicable ranking;
- for Wet Food, several compatible products may be recommended, up to the number configured by the retailer;
- for dogs, the applicable ranking depends on size;
- for cats, the dedicated cat ranking is used.

This preview of the logic is explained in detail later. Here it clarifies the commercial problem: the retailer must control not only product position, but also the composition of the recommendation that arises from the customer's preferences.

2.8 The risks of a purely commercial recommendation

A system that directly mapped a few answers to promoted products could seem simple, but it would weaken the credibility of the result. If commercial priority came before compatibility, the customer would have little reason to trust the recommendation.

The problem must therefore be solved in a defined order:

Order	Criterion	Function
1	Customer preferences	Define the food types the customer wants to consider.
2	Compatibility	Exclude products that do not fit the profile and configured conditions.
3	Retailer strategy	Set priorities and recommendation breadth among the products that remain compatible.
4	Quantities and purchase	Turn the selection into a usable result connected to WooCommerce.

Commercial priority is not removed; it is placed where it can create value without replacing the customer’s choices or compatibility rules.

2.9 A problem of trust, not only navigation

In pet food, customers evaluate more than site convenience. They also evaluate the credibility of the recommendation. If they do not understand why a food was recommended, the result may look like disguised advertising or a random selection.

Trust therefore requires a transparent explanation:

- food preferences are selected by the customer;
- compatibility depends on pet information and product configuration;
- commercial ranking applies only after compatibility;
- the Number of Wet Food Products setting controls recommendation breadth, not indiscriminate expansion;
- the result supports product selection and does not provide a veterinary diagnosis or prescription.

This transparency does not reduce the commercial value of the plugin. It makes the recommendation defensible: the retailer can manage the outcome without compromising the principle that only products that remain compatible are considered.

2.10 The cost of leaving the problem unsolved

When a site cannot guide the customer, the consequences are not always immediately visible. They do not appear only as a technical error or an abandoned cart; they may appear as opportunities that never develop.

Effect	Possible consequence
Choice overload	The customer compares many alternatives without reaching a decision.
Poor catalog differentiation	Product differences do not become useful selection criteria.
Dependence on price and brand	The decision focuses on the most immediate signals, reducing the value of specialization.
Lack of continuity	The recommendation does not lead directly to quantities, product pages, and the cart.
Loss of perceived expertise	The online store appears to be a distributor rather than a source of guidance.
Lack of assortment control	Product count and priority are not used to create differentiated recommendations.

Pet Nutrition Pro is designed to address this gap. Its value should not be measured only by the calculation it performs, but by its ability to make the catalog usable in relation to the individual pet and to guide the customer through to the WooCommerce purchasing environment.

2.11 The boundaries of the problem

This guide avoids excessive claims. Pet Nutrition Pro is not intended to resolve every decision related to animal nutrition and does not replace veterinary advice, especially when disease, symptoms, treatment, or clinical needs are present.

The problem it addresses is more specific: helping a WooCommerce store connect customer-entered data and preferences with foods configured as compatible, calculated quantities, and controlled commercial rules. This boundary makes the system easier to understand and verify.

2.12 The question Chapter 3 will answer

After defining the problem, the next step is to see how the system builds the complete workflow. Chapter 3 starts from entry of the dog or cat profile and follows the process through to a purchasable recommendation.

Without yet covering every administrative setting, it shows how these elements connect:

- pet profile;
- nutritional-needs calculation;
- food preferences;
- product compatibility;
- recommendation composition and ranking;
- quantities;
- product pages and the WooCommerce cart.

3. From the Pet Profile to a Purchasable Recommendation

In the previous chapters we defined Pet Nutrition Pro and the problem it addresses. We can now look at how the system connects information that would normally remain separate in an online store: the dog or cat profile, the customer's food preferences, product configuration data, and the retailer's commercial rules.

The workflow is not a simple jump from questionnaire to product list. Each stage narrows, organizes, or completes the result. The order matters: a commercial decision must not come before compatibility, just as compatibility must not replace the preferences selected by the customer.

The workflow in one sentence. The customer describes the pet and chooses the food types to consider; the system calculates nutritional needs and identifies compatible products; the retailer determines how products are ranked and, for Wet Food, how broad the recommendation should be; the result leads to quantities and purchase.

3.1 The complete workflow map

Stage	Action	Result
1. Profile	The customer enters dog or cat data.	The system has the information required for calculation and later checks.
2. Nutritional needs	Pet Nutrition Pro processes the entered data.	Daily energy needs are determined.
3. Preferences	The customer selects Dry, Puffed, and/or Wet Food.	The food types the customer wants to consider are defined.
4. Compatibility	Diet Engine compares the profile with configured products.	Incompatible products are excluded.
5. Composition	Rankings and the configured number of products are applied.	The recommendation takes a concrete, controlled form.
6. Quantities	Nutritional needs are related to the selected foods.	The result becomes usable in daily feeding.
7. Purchase	The customer opens products and uses WooCommerce.	The guided recommendation continues into the commercial workflow.

3.2 The profile starts with the real dog or cat

The questionnaire is built around the individual animal, not around a generic product search. The information requested varies according to the selected species and the conditions supported by the plugin.

The profile provides the basis for the nutritional calculation and the compatibility checks that follow. Data should therefore be entered according to the pet's real condition and not manipulated in order to obtain a desired commercial result.

3.3 From the profile to energy needs

After the profile is completed, Pet Nutrition Pro calculates the animal's daily energy needs. This is an essential step, but it is not the final recommendation.

The energy figure becomes useful to the commercial workflow only when it is connected to the food types selected by the customer and to compatible products in the catalog. The system then uses the configured energy values of those foods to determine the quantities shown in the result.

3.4 Food Preferences belong to the customer

The customer determines which available food types should be considered. This choice is intentionally separate from the retailer's rankings.

A high-priority product cannot make its food type appear when that type was not selected. Conversely, selecting a food type does not guarantee that every product in that category will be recommended: compatibility still has to be checked.

3.5 Compatibility narrows the catalog

Diet Engine compares the pet profile with the information configured in the products. Products that do not satisfy the relevant criteria are removed from the candidate set.

Compatibility is therefore a boundary, not a commercial score. An item with the highest commercial priority cannot return to the recommendation after being excluded by an incompatibility condition.

3.6 From the compatible set to the recommendation

Only after compatibility has been checked does the system use the applicable product rankings. The retailer controls which compatible candidates are considered first for each relevant animal group.

The recommendation therefore arises from two different decisions: the system determines which products may be proposed, while the retailer determines the order among the products that remain eligible.

3.7 The anchor-product recommendation

In dog feeding, Pet Nutrition Pro uses the concept of an **anchor product** to describe the food expected to provide the prevailing share of calories. This concept is associated primarily with Dry Food because dog feeding plans commonly use Dry Food as the prevailing type.

In the current plugin, this is a recommendation rather than an absolute rule. It does not override Food Preferences and does not force Dry Food into every result. For cats, the prevailing recommendation may instead favor Wet Food.

3.8 The number of Wet Food products changes recommendation breadth

Wet Food follows the same preference, compatibility, and ranking logic as the other food types, but it differs in how many products may be included. The retailer can configure the **Number of Wet Food Products**.

This setting defines a maximum. If fewer compatible Wet Food products are available, the system recommends only those that actually qualify. It never fills the requested count with incompatible products.

3.9 From the recommendation to quantities

After products have been selected, Pet Nutrition Pro relates their energy values to the calculated needs and produces coordinated daily amounts.

The quantities are not separate full rations to be added together. When several food types participate in the result, the displayed amounts are coordinated within the recommendation produced by the system.

3.10 The result must be understandable

A useful result does more than display numbers. It must allow the customer to understand the pet profile that was considered, the calculated need, the selected preferences, and the foods that were recommended.

The Free result provides the nutrition summary. When Diet Engine is active, the result also connects that summary to the compatible WooCommerce products and their calculated amounts.

3.11 From guidance to product page and cart

The workflow is designed to continue into WooCommerce. Recommended products can be opened from the result, and when Diet Engine is active the available cart functions can transfer the recommendation into the purchasing flow.

The system therefore connects guidance and commerce without treating them as the same decision: product compatibility and recommendation are determined first; WooCommerce handles the subsequent purchase.

3.12 Who decides what

Decision	Primary actor	Meaning
Which food types to consider	Customer	Food Preferences define the request.
Which products are compatible	Diet Engine	Product configuration is compared with the pet profile.
Which compatible product comes first	Retailer	Rankings determine commercial priority.
How many compatible Wet Food products to show	Retailer	Number of Wet Food Products controls breadth.
Calculated daily quantities	Pet Nutrition Pro	Quantities derive from the nutritional result and selected products.
Whether to purchase	Customer	WooCommerce provides the commercial completion of the workflow.

3.13 Transition to Chapter 4

Chapter 4 focuses on the first boundary of the recommendation: Food Preferences. It explains why the choice of food type remains with the customer and why that choice must remain separate from compatibility and commercial priority.

4. Food Selection Remains with the Customer

The workflow described in Chapter 3 begins with an explicit customer decision: which food types should be considered for the pet. Pet Nutrition Pro records that decision through **Food Preferences**.

This principle is important because it separates the customer's feeding choice from the retailer's commercial strategy. The retailer can manage the order and breadth of the recommendation, but cannot use those controls to silently replace the food types selected by the customer.

4.1 What Food Preferences are

Food Preferences define the types of food the customer wants the system to consider. Depending on the options available in the installed version, the customer may select Dry, Puffed, Wet Food, or an available combination.

A preference does not yet decide which specific product will be shown. It defines the field within which the engine is allowed to work.

Question	Answer provided by Food Preferences
Which food types does the customer want to consider?	Dry, Puffed, Wet Food, or an available combination.
Which specific product will be recommended?	Not yet decided; compatibility and ranking are still required.
How many Wet Food products will appear?	Not decided by the customer; it depends on the retailer's configuration.
What quantities will be shown?	Not yet calculated; they depend on nutritional needs and the selected products.

4.2 Preference, compatibility, and priority are three different decisions

A common mistake is treating preference, compatibility, and priority as if they were the same thing. They answer different questions and are controlled by different actors.

Level	Question	Who acts	Effect
Preference	Which food types do I want to consider?	Customer	Defines the scope of the request.
Compatibility	Which products can be recommended for this pet?	Diet Engine	Excludes products that do not match configured criteria.
Priority	Which compatible product comes first?	Retailer	Ranks the remaining candidates.
Wet Food breadth	How many compatible Wet Food products should be shown?	Retailer	Determines the number of Wet Food items in the recommendation.

4.3 What happens when a food type is not selected

If a food type is not included in Food Preferences, it remains outside the recommendation. The presence of well-configured, compatible, or commercially high-priority products does not change this rule.

For example, if the customer's selected combination does not include Wet Food, the **Number of Wet Food Products** setting has no effect on that result. Likewise, a Dry Food product ranked first must not appear in a workflow where Dry Food was not selected.

- An unselected food type is not added just to make the recommendation look complete.

- Product availability does not override the preference.
- Ranking does not expand the scope selected by the customer.
- The Number of Wet Food Products setting applies only when Wet Food is part of the preferences.

4.4 Selecting a food type does not mean accepting every product in it

A preference opens a food type for evaluation; it does not automatically make every item in that type eligible. Diet Engine must still compare the pet profile with the characteristics configured for the products.

If the customer selects Wet Food, the system does not indiscriminately display all Wet Food products in the catalog. It considers only those that pass the applicable checks. The same rule applies to Dry and Puffed Food.

Situation	Correct outcome
Food type selected, product compatible	The product remains a candidate and can be ranked.
Food type selected, product incompatible	The product is excluded even if it has high priority.
Food type not selected, product compatible	The product does not enter the recommendation because it is outside the preference.
Food type not selected, product incompatible	The product remains excluded for both reasons.

4.5 The customer's choice may include multiple food types

Food Preferences can create a workflow that considers one food type or an available combination. When several types are selected, the system preserves their distinction: each follows its own selection rules and participates in the recommendation according to the engine's logic.

A multiple selection is not simply a request for a longer list. It is a request for a structured recommendation in which the selected foods must be compatible and the quantities must be coordinated.

4.6 How Dry, Puffed, and Wet Food are handled

After a food type has been selected and incompatible products have been removed, the engine applies the relevant ranking. This applies to Dry, Puffed, and Wet Food. What changes is the number of products that can enter the result.

Selected food type	Selection after compatibility	Retailer control
Dry Food	One product: the first compatible product in the applicable ranking.	Ranking differentiated by dog size or dedicated to cats.
Puffed Food	One product: the first compatible product in the applicable ranking.	Ranking differentiated by dog size or dedicated to cats.
Wet Food	One or more compatible products, up to the configured number.	Applicable ranking plus Number of Wet Food Products.

For dogs, the product in first position can vary depending on whether the profile is small, medium, or large. Cats use the dedicated cat ranking. Priority is therefore not necessarily the same across the entire catalog.

4.7 The anchor-product recommendation does not cancel the preference

The anchor product is the food expected to supply the prevailing share of calories. The concept was developed mainly for dog feeding and is commonly associated with Dry Food because dog feeding plans generally use that type as the main component.

In the current plugin, however, it is a recommendation. It does not require the customer to include Dry Food and does not technically govern every possible combination. Customers remain free to select Dry, Puffed, and Wet Food; for cats, the recommendation may instead favor a prevailing Wet Food component.

4.8 Examples of how to interpret preferences

Selected preference	What the system can do	What it cannot do
Dry Food only	Select a compatible Dry Food product according to the applicable ranking.	Add Puffed or Wet Food that was not selected.
Puffed Food only	Select a compatible Puffed Food product according to the applicable ranking.	Replace it with Dry Food merely because the Dry product has higher commercial priority.
Includes Wet Food	Select the configured number of compatible Wet Food products according to ranking.	Show incompatible Wet Food products just to reach the configured count.
Available combination	Build the recommendation by applying the rules for each selected type.	Turn the combination into a different commercial choice.

These examples illustrate the general principle. The combinations actually offered by the interface must be documented and verified against the plugin version being used; the anchor-product recommendation does not change the options available to the customer.

4.9 When no compatible product exists

A selected food type may contain no product compatible with the entered profile. In that situation, the system should not fill the gap with an incompatible item or a different food type.

No result is useful information. It may mean that the catalog does not yet offer a solution for that profile, that some products need to be configured, or that the choice requires a different evaluation. The message shown to the customer should be clear and non-blaming.

- Do not automatically replace the selected food type with one that was not requested.
- Do not ignore an incompatibility criterion just to produce a result.
- Clearly state that no suitable product was found.
- Allow the retailer to verify the catalog, configuration, and availability.

4.10 Why this rule builds trust

A recommendation system loses credibility if customers believe the answer is determined only by commercial interests. Keeping the choice of food types with the customer makes the relationship between request and result understandable.

Customers can recognize three transparent steps: they selected the food types, the system excluded incompatible products, and the retailer organized the products that remained. Commercial strategy is present, but it operates within declared boundaries.

4.11 Implications for store configuration

For Food Preferences to produce useful results, the retailer must prepare the catalog consistently. Assigning a WooCommerce category is not enough; the retailer must complete the data required by Pet Nutrition Pro and verify that each food type has products suitable for the profiles the store wants to serve.

- Correctly classify Dry, Puffed, and Wet Food.
- Configure species, size groups, life stages, sensitivities, and the other supported criteria.

- Enter the required energy value using the rules applicable to the U.S. market; see Chapter 10 and Appendix A.
- Define rankings for small, medium, and large dogs and for cats.
- Set the Number of Wet Food Products.
- Run test cases for every preference and supported combination.

The quality of the result therefore depends on the quality of the configuration. Preferences protect the customer's choice, but the retailer must ensure that the catalog can actually respond to that choice.

For the complete verification procedure, see Chapter 15. Food Preferences are collected in the Free workflow; Diet Engine uses them to define the product-selection scope. The full comparison is in Chapter 16.

4.12 Summary

Food selection remains with the customer because it concerns the types of food the customer wants to consider. Pet Nutrition Pro does not turn this freedom into randomness: within the selected preferences it applies compatibility checks, differentiated rankings, and recommendation-composition rules.

4.13 Transition to Chapter 5

Now that preferences have been defined as the scope of the request, Chapter 5 examines the second boundary in the workflow: compatibility before commercial priority. It explains how the catalog is narrowed and why no ranking can bring an incompatible food back into the recommendation.

5. Compatibility Before Commercial Priority

Chapter 4 established that Food Preferences define the food types the customer wants to consider. The next step is not yet selecting the commercially most important product. It is determining which products within those types are compatible with the pet profile.

This sequence is the foundation of Pet Nutrition Pro's credibility. A product may exist in the catalog, belong to the requested food type, and hold first position in a ranking; if it fails the compatibility checks, it must not enter the recommendation.

Fundamental principle. Commercial priority chooses among products that are already compatible. It cannot make a product compatible and cannot restore to the recommendation an item that the engine has excluded.

5.1 What compatibility means in the system

In Pet Nutrition Pro, compatibility is the match between the profile entered by the customer and the characteristics with which the retailer has configured each food. The engine uses the criteria supported by the documented plugin version to narrow the catalog to eligible candidates.

Compatibility is not a general judgment about the absolute quality or value of a food. It means that, based on configured data and the system's rules, the product may be considered for that specific profile.

Concept	What it means	What it does not mean
Present in the catalog	The product exists in the WooCommerce store.	That it is configured or compatible with every pet.
PNP configuration	The product contains the data required by the system.	That it will pass every check for the current profile.
Compatibility	The product passed the criteria applicable to the profile.	That it will necessarily be selected first.
Priority	The product's position among compatible candidates.	Permission to ignore an incompatibility.

5.2 Which information is compared

The comparison requires two sets of data: the dog or cat profile and customer-selected preferences on one side, and the characteristics assigned by the retailer to products on the other. Diet Engine connects the two according to the implemented rules.

- The profile identifies species and the relevant conditions collected by the workflow.
- Food Preferences define the Dry, Puffed, and/or Wet Food types to be considered.
- The Pet Nutrition Pro product settings declare the profiles for which the item is configured.
- The engine applies only the criteria actually supported by the documented version.
- Products that fail a required criterion are excluded before ranking.

5.3 The filter progressively narrows the catalog

Compatibility can be understood as a sequence of narrowing steps. The starting catalog is first limited to the selected food types; profile and product-configuration criteria are then applied. Only the remaining group reaches the commercial stage.

Stage	Question	Result
Preference	Did the customer select this food type?	Only requested food types remain.

Stage	Question	Result
Configuration	Does the product contain the required data?	Incorrectly prepared items cannot produce reliable results.
Compatibility	Does the product satisfy the profile criteria?	Only compatible candidates remain.
Ranking	Which candidate has the applicable priority?	Commercial position is determined.
Composition	How many products should enter the result?	One for Dry/Puffed Food; for Wet Food, up to the configured number.

5.4 One incompatible criterion may exclude the product

When a configured criterion is required for the profile being evaluated, matching all the other criteria is not enough. Compatibility is not determined by an average or majority of matches. A relevant incompatibility prevents the product from proceeding to ranking.

Logical example	Outcome
Species matches, but the required dog-size criterion does not	The product does not remain a candidate for that dog.
Food type selected and priority high, but a sensitivity criterion does not match	Priority never applies; the product is excluded.
All applicable criteria are compatible	The product enters the set that will be ranked.
Required data is missing or configuration is ambiguous	Verify the result; do not automatically assume suitability.

These examples describe the method. The exact fields that cause inclusion or exclusion must always be understood according to the plugin version actually being used.

5.5 Compatibility is not the same as quantity calculation

A product's admission to the recommendation must be kept separate from quantity calculation. Energy content allows the system to convert nutritional needs into grams or portions for selected products; it must not be confused with the criteria that determine whether an item can be a candidate.

Function	Question it answers
Compatibility	Can this food be considered for this profile?
Ranking	Among compatible foods, which one has precedence?
Energy value	How much energy does the product provide in the required measure?
Quantity calculation	What amount contributes to covering the nutritional requirement?

5.6 When commercial priority applies

Ranking applies only after the engine has created the compatible-product set. At that point the retailer can manage which item is considered first without changing the nutritional boundary created by the system.

Ranking is not a one-time choice made only during initial setup. It is a dynamic management tool. The retailer can change it whenever commercial priorities, promotions, the assortment to be highlighted, or inventory conditions change. New rankings affect diets generated afterward, always and only among compatible products.

For dogs, rankings are separate for small, medium, and large sizes. Cats use a dedicated ranking. The same principle applies to Dry, Puffed, and Wet Food; what changes is how many products are taken from the ordered list.

Food type	After compatibility filtering	How priority is applied
Dry Food	Compatible Dry Food products remain.	The first product in the applicable ranking is recommended.
Puffed Food	Compatible Puffed Food products remain.	The first product in the applicable ranking is recommended.
Wet Food	Compatible Wet Food products remain.	Products are recommended in ranking order up to the configured maximum.

5.7 The highest-priority product may differ from one pet to another

First position in a ranking does not identify an absolute winner. It identifies the product to be considered first only when that product is compatible with the current profile and within the applicable ranking.

The same item may therefore appear for one dog and not another, or may hold different positions by dog size. This is not inconsistency; it is the consequence of applying nutritional filtering before commercial strategy.

5.8 What happens when the first product is incompatible

If the product in first position fails the checks, the engine must ignore it and continue through the ranking until it finds the first compatible candidate. The ranking remains useful, but it is read inside the filtered set.

Configured order	Filter outcome	Result
1. Product A	Incompatible	Excluded; position 1 has no effect.
2. Product B	Compatible	Becomes the first selectable candidate.
3. Product C	Compatible	Remains the next alternative and may be included among Wet Food products if the configured count allows it.

This is one of the clearest tests that compatibility truly comes before priority: make only the first item incompatible and the result should move to the next eligible candidate without manually changing the ranking.

5.9 Number of Wet Food Products and compatibility

The Number of Wet Food Products defines the maximum breadth of the Wet Food portion of the recommendation. It is not an obligation to reach that number under all conditions. If fewer compatible products exist than the configured number, the system must not fill the difference with incompatible products.

Configured Wet Food count	Compatible Wet Food products available	Correct behavior
3	5	Recommend the first 3 according to the applicable ranking.
3	2	Recommend the 2 compatible products available; do not force a third.
3	0	Do not recommend incompatible Wet Food products; clearly handle the absence of results.

5.10 Compatibility and commercial availability are different concepts

In the current version, diet formulation does not verify whether an item is actually purchasable or in stock at the moment the recommendation is built. A product can be nutritionally compatible and selected according to ranking even when it is temporarily unavailable commercially.

The current management method is manual: the retailer can change the ranking and move an unavailable item lower, allowing another compatible product to take priority in subsequent formulations. This correctly uses the dynamic-ranking feature, but it requires deliberate retailer action and is not an automatic inventory check.

Nutritional compatibility and commercial availability are therefore distinct: availability does not make a product compatible, and compatibility does not guarantee that it is in stock or purchasable.

5.11 Incorrect configuration causes incorrect inclusion or exclusion

Because compatibility depends on product data, errors in those data can lead to errors in the recommendation. A missing option, an incorrectly selected size, or a sensitivity configured too broadly or too narrowly can change whether the item enters the candidate set.

When a result appears unexpected, verify the product configuration before changing rankings. Rankings cannot repair incorrect compatibility data; they only organize the compatible set returned by the engine.

5.12 What this principle communicates to the customer

Compatibility before priority provides a clear explanation for the recommendation: the retailer can manage the assortment, but cannot use commercial ranking to override criteria that made a product unsuitable for the entered profile.

This separation supports trust. The customer does not need to know every internal field, but the public experience should consistently reflect the principle that the recommendation comes from the pet profile and selected preferences before commercial ordering is applied.

5.13 Summary

Compatibility is the boundary that separates candidate products from excluded products. It is evaluated before ranking and before the number of Wet Food items is applied. Commercial priority is powerful only inside the compatible set.

6. The Anchor Product and Recommendation Composition

Chapter 5 showed that compatibility and ranking come before commercial product selection. The concept of the **anchor product**, however, describes something different: the food from which the prevailing share of calories in the diet is derived.

The term developed mainly in relation to dog feeding. Because dog feeding plans generally use a prevailing Dry Food component, Dry Food is conventionally considered the anchor product. This recommendation does not make Dry Food mandatory and does not mean that every Dry Food product selected by the engine is automatically the anchor.

Core idea. In the current version, the anchor product is a recommendation, not a mandatory Diet Engine rule. Customers remain free to select Dry, Puffed, and Wet Food in any combination supported by the interface.

6.1 What anchor product means

The anchor product is the food that contributes the most calories within the diet. The definition therefore depends on the actual caloric weight in the combination, not only on ranking position and not merely on whether a food type contributes one product.

Food type	Role in the recommendation	Quantitative rule
Dry Food	Conventionally the anchor product in the dog recommendation.	One compatible product according to the applicable ranking.
Puffed Food	Freely selectable food type; it is not the anchor simply because it is recommended.	One compatible product according to the applicable ranking.
Wet Food	For cats, it may represent the recommended prevailing food component.	One or more products, up to the configured compatible maximum.

6.2 The recommendation does not come before Food Preferences

Recommendation composition always starts with Food Preferences. If the customer does not select Dry Food, Diet Engine must not add it merely to follow the dog-oriented anchor recommendation. The customer can build the diet without treating Dry, Puffed, and Wet Food as a mandatory nutritional hierarchy.

Selected preference	What may be searched	What must not happen
Dry Food	A compatible Dry Food product according to the applicable ranking.	Treat Dry Food as mandatory just because it is commonly recommended as the dog anchor.
Puffed Food	A compatible Puffed Food product according to the applicable ranking.	Replace it with Dry Food in order to force the anchor concept.
Wet Food	Compatible Wet Food products up to the configured count.	Invent a Dry or Puffed Food product to complete the workflow.
Multiple types	The combination actually allowed by the engine rules.	Ignore a selected preference without a system-defined reason.

6.3 Selection occurs after compatibility filtering

The product in first ranking position is not automatically the anchor product. Ranking determines which compatible item is proposed within a food type; anchor status depends on the caloric share that the item has in the diet.

Step	Question	Effect
Preference	Was the food type selected?	The type enters or remains outside the workflow.
Compatibility	Which items fit the profile?	Only eligible candidates remain.
Ranking	Which compatible candidate has precedence?	The first selectable item is identified.
Composition	What caloric role does it have in the combination?	Quantities determine which food contributes the prevailing caloric share.

6.4 Ranking chooses the item; it does not define the anchor

For dogs, ranking is separate for small, medium, and large sizes; cats use a dedicated ranking. The same catalog may therefore recommend different items for different profiles, but a change in item alone does not prove that the prevailing caloric component has changed.

Ranking remains dynamic. Retailers can modify it repeatedly to follow commercial strategies, promotions, assortment changes, or manual inventory needs. Diets generated after the change use the new precedence among compatible products.

Profile	Applied ranking	Possible effect
Small dog	Small Dog ranking	A different Dry or Puffed Food product may be recommended than for other sizes.
Medium dog	Medium Dog ranking	Selection follows the relevant list of compatible candidates.
Large dog	Large Dog ranking	Another compatible item may be prioritized.
Cat	Cat ranking	Uses its own dedicated ranking.

6.5 Dogs and cats require different recommendations

In dog feeding, Dry Food is normally considered the anchor because it supplies the prevailing caloric share. For cats, the recommendation may be reversed: Wet Food may carry greater weight, and the dog-oriented hierarchy should not automatically be transferred to cats.

6.6 From energy needs to product quantity

The pet's daily energy requirement is the quantitative reference. Once foods have been selected, the engine uses their configured energy values to translate the energy assigned to the different components into product amounts.

The normalized kcal per 100 g value allows energy assigned to each food to be converted into a quantity. Only by comparing the actual caloric contribution of the products in the combination can one properly identify an anchor product; compatibility and ranking alone do not define it.

Data	Function	Does not determine by itself
Daily nutritional needs	Defines the total energy to be covered.	Which product must be selected.
Compatibility	Admits or excludes a product.	The amount in grams.
Ranking	Determines precedence among candidates.	The food's energy content.

Data	Function	Does not determine by itself
kcal per 100 g	Converts energy into quantity.	Compatibility or commercial precedence.

6.7 The combination is not a simple sum of products

The recommendation is not created by adding independent items until a list is formed. Each selected product participates in an energy distribution determined by the engine. Quantities must therefore be read as coordinated parts of the same result, not as complete standalone rations to be freely added together.

6.8 How Dry and Puffed Food participate

Dry and Puffed Food share an important commercial rule: for each selected type, one compatible product is normally selected using the applicable ranking. That single item provides the reference for the corresponding portion of the recommendation.

Dry and Puffed Food remain distinct types, selected separately by the customer and calculated using the energy data of the product actually chosen. Selecting one product does not automatically assign anchor status to either type.

Aspect	Dry Food	Puffed Food
Customer choice	Must be included in Food Preferences.	Must be included in Food Preferences.
Number normally recommended	One compatible product.	One compatible product.
Commercial criterion	First compatible item in the applicable ranking.	First compatible item in the applicable ranking.
Calculation	Uses the kcal value of the selected Dry Food product.	Uses the kcal value of the selected Puffed Food product.

6.9 How Wet Food participates

Wet Food follows the same preference, compatibility, and ranking sequence, but adds one more retailer control: the number of Wet Food products to recommend. The engine reads the ranking and selects compatible products in order up to the configured count.

Wet Food is not added merely to fill the recommendation. If compatible candidates are fewer than the configured count, only the qualifying candidates are included. The setting defines a maximum; it does not authorize exceptions to compatibility.

Configuration	Compatible candidates	Wet Food component
1 Wet Food item	3	The first item in ranking order is included.
3 Wet Food items	5	The first three are included.
3 Wet Food items	2	Only the two compatible products are included.
3 Wet Food items	0	No incompatible product is forced into the result.

6.10 What happens if no compatible candidate exists

If a food type was selected but no product passes the checks, Diet Engine must not introduce an incompatible food simply to complete the recommendation or satisfy the anchor-product recommendation.

The absence of a candidate means that the configured catalog does not cover that part of the workflow for the profile being evaluated.

- Verify that products exist in the requested food type.
- Check that the products are **Included in diet** and correctly configured.
- Verify compatibility criteria applicable to the profile.
- Check ranking only after confirming that candidates actually exist.
- Do not artificially broaden criteria merely to obtain a result.

6.11 Commercial availability: current limitation

As explained in Chapter 5, current formulation does not automatically verify whether products are commercially available or in stock at calculation time. A compatible product may therefore be selected even if it is temporarily not purchasable.

Current management is manual: change the ranking so another compatible item gains priority in subsequent formulations. Automatic integration with availability and stock remains a possible future implementation and must not be presented as a current function.

6.12 Logical construction example

The following example describes the method without fixing percentages or formulas that belong to the engine and the documented technical version.

Stage	Operation	Result
1	The customer selects food types.	The scope of the combination is defined.
2	The engine compares profile and products.	Only compatible products remain.
3	The applicable ranking is applied.	The first eligible Dry/Puffed item and the Wet Food sequence emerge.
4	Composition rules are applied.	The products participating in the recommendation are selected.
5	Nutritional needs and energy values are used.	The system determines coordinated quantities.
6	The recommendation is presented in WooCommerce.	The customer can view products and proceed toward purchase.

For the complete verification procedure, see Chapter 15. Recommendation composition and product-based quantities are Diet Engine functions; the full feature comparison is in Chapter 16.

6.13 Future development: diet duration and package size

A future implementation could calculate the caloric share provided by the anchor product in relation to package size, coordinating expected diet duration, consumption, and the contribution of other foods. This capability is not present in the current plugin and must be designed, verified, and documented before being communicated as a feature.

6.14 Summary

The anchor product is the food that supplies the prevailing caloric share. The concept was developed mainly for dog feeding and conventionally identifies Dry Food; for cats, the recommendation may instead favor a greater Wet Food share.

Wet Food follows the same filters and rankings but can be recommended in a configurable count. All selected products participate in a coordinated combination: nutritional needs and energy values calculate amounts for the whole result, not independent complete rations to be added together.

6.15 Transition to Chapter 7

After separating the anchor-product recommendation from the rules actually implemented by Diet Engine, Chapter 7 focuses on Wet Food and, more broadly, the different quantitative treatment of the three food types: one recommended product for Dry and Puffed Food, a configurable count for Wet Food, and rankings applied to all of them.

7. The Role of Wet Food

Wet Food is not a separate workflow. Like Dry and Puffed Food, it enters the formulation only when included in the customer's Food Preferences; it is then filtered for compatibility and ordered using the ranking applicable to the pet profile.

The distinctive feature of Wet Food is quantitative and commercial: the retailer can configure how many Wet Food products to recommend. For Dry and Puffed Food, one compatible product is normally selected for each chosen type.

Core idea. Ranking applies to Dry, Puffed, and Wet Food. Wet Food alone adds the count control: multiple compatible products may be recommended, up to the configured limit.

7.1 A food type chosen by the customer

Wet Food first appears because the customer selected it. Diet Engine must not add it automatically to complete a diet, compensate for the absence of another food type, or enforce a general recommendation. If Wet Food is not selected, it stays out of the recommendation.

Customer choice	Engine behavior	Boundary
Wet Food only	Finds compatible Wet Food products and recommends up to the configured number.	Does not introduce unrequested Dry or Puffed Food.
Wet + Dry Food	Handles the two types separately and coordinates their quantities.	Does not make Dry Food mandatory.
Wet + Puffed Food	Selects one Puffed Food product and the Wet Food products allowed by the rules.	Does not replace the selected preferences.
No Wet Food	Does not search for or recommend Wet Food.	The configured Wet Food count has no effect.

7.2 The same basic path as Dry and Puffed Food

Before considering the quantitative difference, it is useful to fix what all three food types have in common. No product is recommended merely because it belongs to the correct category or holds a favorable ranking position.

Step	Question applied to Wet Food	Effect
Preference	Did the customer select Wet Food?	The type enters or remains outside the workflow.
Configuration	Is the product prepared to participate in the diet?	Only configured items can become candidates.
Compatibility	Does the product fit the pet profile?	Incompatible items are excluded.
Ranking	Which compatible candidate has higher priority?	The relevant commercial sequence is created.
Count	How many Wet Food items should be recommended?	The first candidates are taken up to the configured limit.

7.3 The quantitative difference among the three food types

The quantitative rule should not be described as giving Wet Food automatic superiority or making it a mandatory supplement. The three types have equal status in terms of customer choice and compatibility; only the number of products the system may present differs.

Food type	Number normally recommended	Selection criterion
Dry Food	One compatible product.	First compatible item in the applicable ranking.
Puffed Food	One compatible product.	First compatible item in the applicable ranking.
Wet Food	One or more products, up to the configured number.	First compatible items in the applicable ranking.

Multiple Wet Food products expand the alternatives or composition supported by the engine, but their quantities must not be added as though every product were a separate full ration. Displayed quantities belong to the calculated combination.

7.4 The Number of Wet Food Products setting

The retailer sets how many Wet Food products Diet Engine should attempt to recommend. The value acts as an operating limit: it determines how many products are taken from the ranking of compatible candidates, not how many products must be inserted at any cost.

Configured number	Compatible candidates	Result
1	4	The first Wet Food product in the ranking is recommended.
2	4	The first two are recommended.
3	2	Only the two compatible products are recommended.
3	0	No incompatible Wet Food product is recommended.

7.5 Wet Food rankings

When more compatible candidates exist than the configured count, ranking decides which products enter the recommendation. A lower ranking value means higher priority: order 1 precedes order 2, provided both products are compatible.

Rankings are separate for small dogs, medium dogs, large dogs, and cats. The same Wet Food product can therefore hold different positions and may be selected for one profile but not another.

Profile	Ranking used	Possible consequence
Small dog	Small Dog ranking	Highest-priority Wet Food products for small dogs are selected.
Medium dog	Medium Dog ranking	The sequence may differ from the small-dog sequence.
Large dog	Large Dog ranking	Different compatible items may emerge.
Cat	Cat ranking	Cat priority does not automatically inherit dog priority.

7.6 Count and ranking are two different controls

The count determines the breadth of the Wet Food component; ranking determines which items occupy those positions. They can be changed independently and affect later formulations in different ways.

Change	What changes	What does not change by itself
Increase count	Additional compatible Wet Food products may enter.	Product ranking.
Reduce count	Fewer Wet Food products are shown.	Compatibility of candidates that are not selected.
Change ranking	Different products occupy the first positions.	Configured maximum count.
Change compatibility data	The set of eligible candidates changes.	Commercial priority assigned to other products.

7.7 A commercial control that can change over time

Ranking is not an initial configuration that must remain fixed. Retailers can change it repeatedly to adapt the recommendation to commercial choices, promotions, margins, assortment changes, or current operational needs.

The change does not retroactively alter recommendations already calculated. It changes the precedence used for subsequent formulations. In every case, a product promoted through ranking must first pass compatibility checks.

- Give greater visibility to a compatible line or brand.
- Support a promotion for a defined period.
- Adjust the recommended assortment to store strategy.
- Temporarily move an unavailable product below a compatible alternative.
- Differentiate priorities among dog sizes and cats.

7.8 Availability and inventory: current management

In the current plugin, Diet Engine does not automatically verify whether an item is commercially available or in stock at formulation time. A compatible, highly ranked Wet Food product may therefore be recommended even if it is temporarily unavailable.

The currently available solution is manual: change the ranking and move another compatible item ahead. This is useful but is not an automatic inventory check. Availability and stock integration remains a possible future implementation.

7.9 Wet Food in dog and cat feeding

The technical handling of count and ranking remains consistent, but nutritional interpretation should not be identical for dogs and cats. In dogs, Dry Food is traditionally recommended as the prevailing caloric component; in cats, the recommendation may favor a greater Wet Food presence.

This difference does not impose a choice on the customer and does not change the fundamental principle: Food Preferences determine which food types participate. The anchor-product concept remains a recommendation rather than a mandatory Diet Engine function.

7.10 Coordinated quantities, not rations to add together

When several Wet Food products are recommended, each participates in the energy distribution produced by the engine. Quantities depend on the pet's needs, the selected combination, and the kcal per 100 g configured for each product.

Data	Function	Does not determine
Number of Wet Food Products	Defines how many products may participate.	Which products are compatible.

Data	Function	Does not determine
Ranking	Determines precedence among compatible products.	Product kcal value.
kcal per 100 g	Converts assigned energy into quantity.	Commercial priority.
Nutritional needs	Provide the overall energy reference.	Whether a product belongs to Wet Food.

7.11 When fewer results appear than expected

If fewer Wet Food products are recommended than the configured value, do not immediately assume ranking is broken. Verify in order that Wet Food was selected, that configured products exist, and that enough products pass all compatibility criteria.

- Check Food Preferences in the test profile.
- Verify that items are classified as Wet Food and are Included in diet.
- Compare product characteristics with the pet profile.
- Check the configured Number of Wet Food Products.
- Review the ranking for the applicable dog size or cat profile.
- Consider commercial unavailability separately; the engine does not detect it automatically.

For the complete test procedure, see Chapter 15. Product count and ranking become operative in Diet Engine recommendations. The full comparison with Free mode is in Chapter 16.

7.12 Summary

Wet Food follows the same fundamental workflow as Dry and Puffed Food: it must be chosen by the customer, correctly configured, compatible with the pet, and ordered in the relevant ranking. Its distinguishing feature is the ability to recommend multiple products.

The retailer controls two separate, repeatedly adjustable levers: Wet Food count and Wet Food ranking. The first determines how many products may be recommended; the second determines which compatible products occupy the available positions. Neither can force an incompatible food into the result.

7.13 Transition to Chapter 8

Chapter 8 examines the retailer's commercial control in greater depth. Wet Food count and product rankings are considered together as dynamic tools for building and updating the recommendation while remaining inside the boundaries set by Food Preferences and compatibility.

8. The Retailer's Commercial Control

Pet Nutrition Pro does not replace the retailer's commercial decisions. It organizes them within a workflow in which the customer expresses Food Preferences and Diet Engine excludes incompatible products. Only among the candidates that remain does the retailer determine which items receive greater visibility.

This boundary is fundamental: the retailer can influence selection but cannot make an unsuitable product suitable. Commercial control comes from managing compatible alternatives, not bypassing the system's criteria.

Core idea. Food Preferences and compatibility come first; the retailer's commercial strategy comes afterward.

8.1 What the retailer can control

The primary controls concern recommendation breadth and priority. They act on products configured to participate in the diet and affect later formulations.

Control	Retailer decision	Effect on the recommendation
Number of Wet Food Products	Set how many Wet Food products the engine should attempt to recommend.	Broadens or narrows the selected Wet Food group.
Product order	Assign priority to configured candidates.	Determines which compatible products occupy the first positions.
Profile-specific orders	Differentiate priority by dog size and cat.	Adapts the commercial sequence to the pet profile.
Catalog configuration	Prepare products and characteristics correctly.	Defines which items can be evaluated by the engine.

8.2 These decisions are not interchangeable

Configuring a product, making it compatible, and assigning priority are different operations. An item may be present and highly ranked yet not be recommended because it is incompatible with the individual pet. Likewise, a compatible product may remain out because other candidates come first and the available recommendation positions are already filled.

Decision	Question it answers	What it cannot do
Configuration	Can the item participate in evaluation?	Guarantee that it fits every pet.
Compatibility	Does the item fit this profile?	Decide which brand to favor.
Ranking	Which compatible item should come first?	Restore an incompatible item.
Number of Wet Food Products	How many compatible Wet Food products may be shown?	Create candidates that do not exist.

8.3 Ranking as a commercial priority list

Ranking assigns precedence to products. A lower value means higher priority: between two compatible items, order 1 comes before order 2. If the first item fails a profile criterion, the engine moves to the next compatible candidate.

For Dry and Puffed Food, one item is normally recommended for each selected type. For Wet Food, one or more products are taken from the ranking up to the configured count and within the set of genuinely compatible candidates.

Food type	Use of ranking	Normal result
Dry Food	Identifies the first compatible candidate.	One product.
Puffed Food	Identifies the first compatible candidate.	One product.
Wet Food	Creates the sequence of compatible candidates.	One or more products up to the configured number.

8.4 Different priorities for different profiles

A single general ranking would not be enough to represent a detailed commercial strategy. Priority can therefore be differentiated among small dogs, medium dogs, large dogs, and cats. The same product may occupy different positions in the four rankings.

Profile	Applied ranking	Possible commercial choice
Small dog	Dedicated Small Dog order.	Favor formats or lines aimed at small dogs.
Medium dog	Dedicated Medium Dog order.	Prioritize a different assortment.
Large dog	Dedicated Large Dog order.	Favor products or formats suited to the profile.
Cat	Dedicated Cat order.	Build a strategy independent from the dog strategy.

Different rankings do not replace the product's configured characteristics. They only decide which compatible candidate is presented first for a particular profile.

8.5 Ranking is not a one-time choice

Ranking should be treated as an ongoing management control. The retailer can change it as many times as needed; there is no definitive order that must remain unchanged after initial configuration.

Each change can support a specific commercial or operational decision. Rankings can be revised when promotions, margins, supplier agreements, assortment, or inventory conditions change.

- Temporarily promote a line or brand among compatible products.
- Give priority to an item in a promotion.
- Adapt the recommendation to new commercial conditions.
- Differentiate strategy for small, medium, and large dogs and cats.
- Manually move a temporarily unavailable item lower.
- Restore it later to the desired position.

8.6 When a ranking change takes effect

A ranking change affects formulations generated after the new ranking is saved. It does not automatically rewrite a diet that has already been calculated and does not retroactively modify a result already produced.

Moment	Order used	Consequence
Existing formulation	The ranking valid at calculation time.	The existing recommendation remains as generated.
New formulation	The ranking saved when the new request is processed.	Selection reflects updated priority.

Moment	Order used	Consequence
Later ranking change	The new ranking replaces the previous one for future calculations.	The control can be reused without a conceptual limit on changes.

8.7 Number of Wet Food Products as the second control

Ranking determines which compatible Wet Food items come first; the count determines how many positions in that ranking may be used. The controls are independent and can be combined according to store strategy.

Change	Effect	Example
Change only ranking	Recommended items change, not the maximum count.	Two Wet Food products exchange priority.
Increase only count	Additional compatible items enter according to the existing ranking.	Increase from one to three Wet Food products if candidates are available.
Reduce only count	Recommendation is limited to the first candidates.	Reduce from three Wet Food products to only the first-ranked one.
Change both	Both breadth and composition change.	A new overall commercial selection.

8.8 Current availability management

In the current plugin, formulation does not automatically verify whether a product is purchasable at that moment or in stock. Nutritional compatibility and commercial priority do not equal actual availability.

If a product is temporarily unavailable, the retailer can manually change ranking, moving it lower and bringing a compatible alternative forward. When the item becomes available again, the ranking can be changed back.

Automatic availability and inventory integration is a possible future development. Until implemented, retailers must keep rankings consistent with current operating conditions.

8.9 What the retailer cannot force

Diet Engine's commercial value also depends on boundaries that preserve recommendation consistency. No strategy can introduce a food type not selected by the customer, restore an incompatible product, or turn the configured count into an obligation to fill every position.

Attempt	Why it is not allowed	Correct behavior
Promote an unselected food type	Contradicts Food Preferences.	Operate only within selected types.
Put an incompatible item first	Ranking does not create compatibility.	Select the next compatible candidate.
Reach the Wet Food count at all costs	The count is a maximum, not an obligation.	Recommend only eligible candidates.
Use ranking as proof of availability	The engine does not read inventory.	Check availability and update rankings manually.

8.10 Building a commercial strategy

Effective management begins with accurately configured catalog data and proceeds through measurable objectives. The retailer can decide which assortment to emphasize for each profile, set the number of Wet Food items, and verify the result with representative test pets.

Stage	Action	Check
1. Objective	Define the line, promotion, or operational need.	Does the objective involve products that are actually configured?
2. Rankings	Update the orders for the affected profiles.	Should other dog sizes and cats remain unchanged?
3. Breadth	Confirm or change Number of Wet Food Products.	Does the count match the desired recommendation?
4. Verification	Generate new TEST/CONTROL cases.	Are only compatible products included and in the expected order?
5. Maintenance	Review the strategy when conditions change.	Are promotions, assortment, and inventory still consistent?

For the complete verification procedure, see Chapter 15. The commercial controls described here govern the Diet Engine recommendation; for the complete comparison with Free mode, see Chapter 16.

8.11 Summary

The retailer's commercial power lies in managing compatible alternatives. Through profile-specific rankings and the Number of Wet Food Products, the recommendation can adapt to strategy, promotions, assortment, and - manually - inventory conditions.

These controls are not permanent. They may be changed whenever necessary and affect later formulations. They always remain subordinate to Food Preferences and compatibility, which no commercial priority can override.

8.12 Transition to Chapter 9

Chapter 9 follows the recommendation into the WooCommerce cart: presentation of selected foods, calculated quantities, links to product pages, and addition of products to the purchase flow.

9. From the Nutrition Summary to the WooCommerce Cart

The Pet Nutrition Pro result is not always a commercial recommendation. Free mode produces the pet summary and the calculated energy requirement; Diet Engine adds compatible-food selection, product-specific quantities, and the connection to WooCommerce.

This distinction must remain clear to both retailer and customer. The pet photo and printing are not service-only features; they belong to the Free summary. What Free mode does not contain is the product recommendation and, consequently, a printed representation of product recommendations that were never generated.

Central rule. Free mode: pet summary, pet photo, and printing. Diet Engine: compatible products, product quantities, printing of the product recommendation, and WooCommerce cart integration.

9.1 The summary as the base result

The summary presents the information entered by the customer and the calculation result in a readable way. It is the endpoint of Free mode and remains the base upon which Diet Engine, when active, builds the commercial section.

Content	In the Free summary	Function
Pet profile	Yes	Summarizes the data used in the calculation.
Pet photo	Yes, if provided	Visually personalizes the summary.
Energy requirement	Yes	Shows the daily caloric result.
Food Preferences	Yes, as workflow data	Documents the choices made by the customer.
Products and product quantities	No	Require Diet Engine.

9.2 The pet photo

The customer may associate a photo with the pet. When present, the image appears in the summary and in the corresponding printout. This feature is available in Free mode and does not depend on Diet Engine activation.

The photo provides recognition and personalization: it makes it easier to associate profile data and energy needs with the individual animal. It does not change calculation, compatibility, or Food Preferences.

Product images shown in the food-recommendation section are instead tied to products selected by Diet Engine and should not be confused with the pet's personal photo.

9.3 Printing the summary is a Free feature

The print command allows the user to print the summary or save it as a PDF using browser functions. This is available without Diet Engine and does not require an external PDF-generation service.

Mode	What is printed	What is not printed
Free	Summary data, pet photo if present, and caloric result.	Recommended products, product quantities, and the purchase path.
With Diet Engine	Pet summary and the food section produced by the engine.	Elements that are not part of the current result.

The final output may vary slightly by browser, operating system, and selected print destination. Always review Print Preview before delivering or archiving the PDF.

9.4 What Diet Engine adds

When the service is active, the workflow continues beyond the energy summary. Diet Engine reads Food Preferences, applies compatibility criteria, uses the rankings configured by the retailer, and builds the recommendation from selected products.

- One compatible Dry Food product, if Dry Food was selected.
- One compatible Puffed Food product, if Puffed Food was selected.
- One or more compatible Wet Food products, up to the configured count.
- Coordinated daily quantities based on nutritional needs and the combination.
- Links to the corresponding WooCommerce product pages.
- The ability to transfer products to the cart.

The engine does not add a food type excluded by the customer and does not restore an incompatible item simply because it ranks first. The commercial recommendation always comes after preferences and compatibility.

9.5 How to read the product recommendation

Each recommended product should be understood as part of a combination, not as a complete ration to be added to the others. The displayed quantities are coordinated to represent the distribution calculated by the engine.

Element	Meaning	Important note
Product name and image	Identify the selected WooCommerce item.	They do not replace checking the commercial product page.
Food type	Distinguishes Dry, Puffed, and Wet Food.	Appears only if selected and if a compatible product exists.
Daily quantity	Indicates the product's share in the combination.	Do not add it to independent complete rations.
Product link	Opens the WooCommerce product page.	Price and availability depend on the catalog.

9.6 From recommendation to product page

WooCommerce integration allows the customer to move from the recommendation to the commercial product page. There the customer can review description, package format, price, and any additional information provided by the retailer.

Pet Nutrition Pro selects the item that fits the configured profile and strategy; WooCommerce remains responsible for commercial presentation and purchase. Product pages should therefore be complete, current, and easy to recognize.

9.7 Adding products to the cart

With Diet Engine, products in the recommendation can be added to the WooCommerce cart. This reduces the distance between recommendation and purchase: customers do not need to search the catalog again for the products that were just identified.

Stage	Action	Result
1. Recommendation	Diet Engine displays selected foods.	The customer sees products and diet quantities.

Stage	Action	Result
2. Confirmation	The customer activates Add to Cart.	WooCommerce products are transferred.
3. Cart	WooCommerce applies its own rules.	The customer reviews items, commercial quantities, and total.
4. Purchase	The customer continues to checkout.	The process returns to the store's normal purchase flow.

Daily nutritional quantities and commercial cart quantities are not the same thing. Grams per day and number of packages answer different questions. The customer should therefore review the cart before checkout.

9.8 Products already in the cart

If one of the recommended products is already in the cart, adding the diet follows the current WooCommerce behavior selected for Pet Nutrition Pro: the new commercial quantity is added to the existing quantity. The existing product is not replaced and the cart is not automatically cleared.

This preserves products the customer had already selected, but makes cart review important after adding the recommendation. A future explicit option to clear the cart before transferring the recommendation could be considered without silently changing existing purchases.

9.9 Availability, price, and catalog changes

The recommendation is formulated from configured products and does not automatically check actual stock availability. Price, purchasability, and other commercial conditions belong to WooCommerce and may change over time.

Retailers can currently handle an unavailable item manually by changing rankings for later formulations. This is not equivalent to an automatic inventory check; inventory integration remains a possible future implementation.

For the complete verification procedure, see Chapter 15. The nutrition summary and printing are available in Free mode; product recommendations, coordinated quantities, and cart integration require Diet Engine. The complete feature grid is in Chapter 16.

9.10 Summary

The pet summary, optional photo, and printing are available in Free mode. Free mode ends before commercial selection: it does not recommend products, does not calculate product-specific quantities, and therefore cannot print a commercial recommendation that was never generated.

Diet Engine adds compatible products, coordinated quantities, item images and links, printing of the food-recommendation section, and transfer to the WooCommerce cart. The cart remains under customer control and, when it already contains the same product, the quantity is increased without removing the other items.

10. Preparing the WooCommerce Catalog

The workflow described in the previous chapters can produce a reliable recommendation only when WooCommerce products have been prepared with consistent data. Pet Nutrition Pro does not freely interpret product titles, descriptions, or images. It uses the fields and categories that the retailer deliberately associates with each food.

Catalog preparation is therefore both an editorial and a technical task. It does not alter normal WooCommerce behavior. Instead, it adds the information Diet Engine needs in order to consider products, compare them with the pet profile, and apply the configured rankings.

Operating principle. A product can be published and purchasable in WooCommerce without participating in the diet workflow. It enters the Pet Nutrition Pro scope only after it has been enabled and configured with the minimum required data.

10.1 Three states that should not be confused

When working on the catalog, distinguish three successive conditions. Being in one state does not automatically guarantee the next.

State	Meaning	Consequence
WooCommerce product	An item published or managed in the store.	It can be sold without being used in the diet workflow.
Configured product	It is marked Included in diet and has the required technical data.	It can be sent to and evaluated by the service when Diet Engine is active.
Compatible product	It passes the comparison with a specific profile and the customer's preferences.	It can participate in the recommendation according to applicable food type and ranking.

10.2 The “Included in diet” setting

The first step is to enable **Included in diet** on the product page. This tells Pet Nutrition Pro that the item may participate in the diet engine. It does not state that the product is appropriate for every animal, and it does not guarantee that it will always be recommended.

If the setting is disabled, the product remains a normal WooCommerce item. If it is enabled, the configuration must be completed consistently: food type, energy value, and at least one target species - dog or cat - are the minimum essential data.

10.3 Technical category: Dry, Puffed, or Wet Food

Every product intended to participate in the diet must belong to exactly one of the three technical categories created by the plugin: **Dry**, **Puffed**, or **Wet**. The engine derives the food type automatically from the associated WooCommerce category.

This is not merely a descriptive label. It determines the group in which the item will be compared and ranked: a Dry Food product competes with other Dry Food products, Puffed with Puffed, and Wet with Wet.

- If the product clearly belongs to one food type, use the corresponding category.
- If a mixed product has a clearly documented prevailing type, it may be classified under that prevailing category.
- If the classification remains ambiguous, the prudent choice is to leave the product out of the diet workflow.

10.4 Energy value in kcal per 100 g - U.S. market

Energy value is essential because it allows the system to turn daily energy needs into product amounts. The Pet Nutrition Pro technical field always requires a normalized value in **kcal per 100 grams**, regardless of how energy is displayed on the U.S. label or manufacturer data sheet.

In the United States, dog and cat food calorie statements commonly appear under **Calorie Content** and are expressed as metabolizable energy in **kcal/kg as fed**, normally with an additional familiar unit such as kcal/cup, kcal/can, kcal/treat, or kcal/piece. For Pet Nutrition Pro, the most direct source is the declared kcal/kg value whenever it is available.

Data available on the U.S. label	Operation	Example
kcal/100 g	Enter the value directly.	365 kcal/100 g -> 365
kcal/kg	Divide by 10.	3,650 kcal/kg -> 365 kcal/100 g
kcal per can/package	Divide total kcal by the actual net weight in grams and multiply by 100.	410 kcal / 340 g x 100 -> 120.6 kcal/100 g
kcal per cup/treat/piece	Use the actual weight in grams of that specific unit, then multiply the kcal-per-gram result by 100.	420 kcal/cup / 115 g x 100 -> 365.2 kcal/100 g
Package or unit weight in ounces	Convert ounces to grams first.	12 oz x 28.3495 = 340.2 g

Do **not** convert a cup directly to grams using a generic volume conversion. A cup of one kibble can weigh substantially more or less than a cup of another product. Use the manufacturer's stated gram weight for the familiar unit or weigh the unit using a documented, reproducible method when appropriate.

The guided calculator on the product page helps normalize different source formats. The technical value stored and used by the engine always remains **kcal per 100 g**.

For U.S.-specific examples, cautions, and label terminology, see **Appendix A - Determining kcal/100 g from U.S. Pet Food Labels**.

10.5 Configuring dog, cat, and life stage

The **Product suitable for** section determines whether the food may be considered for dogs, cats, or both species. Enabling a species must then be supported by the specific groups for which the product is actually documented.

For dogs, configuration distinguishes small, medium, and large sizes and, within each, puppy and adult. Dog size should be interpreted using expected adult weight even when the product is intended for puppies.

For cats, configuration distinguishes kitten and adult. These selections must follow the label, technical data sheet, or manufacturer's information and should not be expanded based on assumptions.

Target	Configurable choices	Criterion
Dog	Small, medium, large; puppy and/or adult.	Use the documented target and adult-size group.
Cat	Kitten and/or adult.	Enable only documented life stages.
Both species	Independent dog and cat configurations.	Never automatically transfer suitability from one species to the other.

10.6 Intolerances and food exclusions

The options for grains, gluten, red meat, white meat, and fish indicate the declared exclusions for which the product may remain consistent. They do not merely describe ingredients present in the food; they determine whether the product may remain a candidate when the customer reports a particular exclusion.

Every selection should be supported by the ingredient list, technical data sheet, or a clear manufacturer claim. Enabling a box without verification can create a false positive; leaving a valid box unchecked can create a false negative.

10.7 Physical sensitivities

The product configuration can indicate consistency with urinary/renal, gastrointestinal, dermatological, sterilization, blood-glucose sensitivity, and joint sensitivity criteria.

Here again, the configuration should reflect a declared intended use or explicit product positioning by the manufacturer. These settings are used as selection guidance. They are not diagnoses, therapies, or prescriptions and do not justify presenting Pet Nutrition Pro as a substitute for veterinary care. Clinical or veterinary foods still require appropriate professional guidance.

10.8 Rankings: visible numbers, managed from the overview

Each product displays four ranking values: large dog, medium dog, small dog, and cat. Ranking is ascending: a lower value means higher priority within the same food type and only among products that remain compatible.

On an individual product page, these numbers are primarily informational. They show the product's current position but do not by themselves provide enough context to evaluate that position. A number becomes meaningful only when compared with the other Dry, Puffed, or Wet Food products intended for the same profile.

Rankings are not permanent. Retailers can change them repeatedly to follow assortment, promotions, commercial strategy, or manual inventory conditions. Changes affect later formulations; the values shown on the individual product page update as a summary of the new position.

Reordering can also be used to manually move a temporarily unavailable product lower. This is an operational workaround: the current formulation does not automatically query WooCommerce stock and does not automatically exclude an out-of-stock item.

10.9 Commercial data and diet data

A WooCommerce product page contains price, images, description, inventory, variations, and other commercial information. The Pet Nutrition Pro section adds the information required for diet evaluation. The two sets work together but are not interchangeable.

WooCommerce data	Pet Nutrition Pro data
Title, description, and image	Included in diet and food type
Price and sales conditions	kcal per 100 g
Inventory and availability	Species, sizes, and life stages
Variations and package formats	Exclusions, sensitivities, and rankings

A strong commercial description does not replace technical fields. Likewise, complete nutrition configuration does not replace price, image, package, and other information required for sale. The quality of the final recommendation depends on both levels being consistent.

10.10 A practical product-configuration method

To reduce errors and omissions, configure every product in the same sequence.

- Check the label, ingredient list, and manufacturer technical data.
- Decide whether the item should participate in the diet workflow.
- Assign exactly one technical category: Dry, Puffed, or Wet Food.
- Normalize and enter the energy value in kcal per 100 g using U.S.-appropriate label data.
- Enable documented species, size groups, and life stages.
- Configure exclusions and sensitivities conservatively.
- Review the four displayed rankings and make any repositioning from the ranking overview.
- Save and verify the product with one TEST profile and one CONTROL profile.

10.11 Visual example: adding a Dry Food product

The following example shows the concrete configuration of a Dry Food product. The selected values are provided only to explain the workflow and describe this example product; they are not a model to copy to other foods. Every option must be checked against the label, technical sheet, or manufacturer documentation.

Step 1 - Create the product and assign the category

From **Products**, choose **Add New Product**. The item remains a normal WooCommerce product: title, description, price, and image are completed as usual.

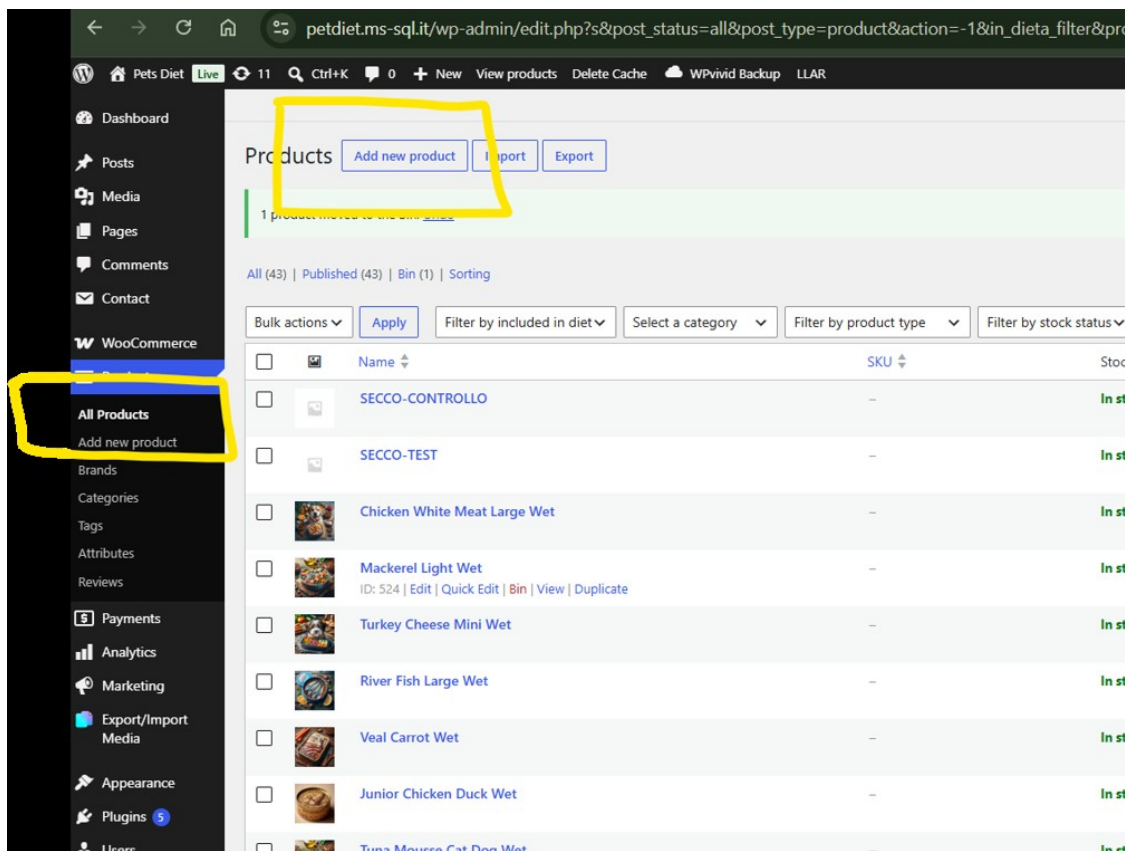


Figure 10.1 - Opening a new WooCommerce product.

In **Product categories**, assign **Dry**. Pet Nutrition Pro derives the technical food type from this category, so it must be unique and consistent.

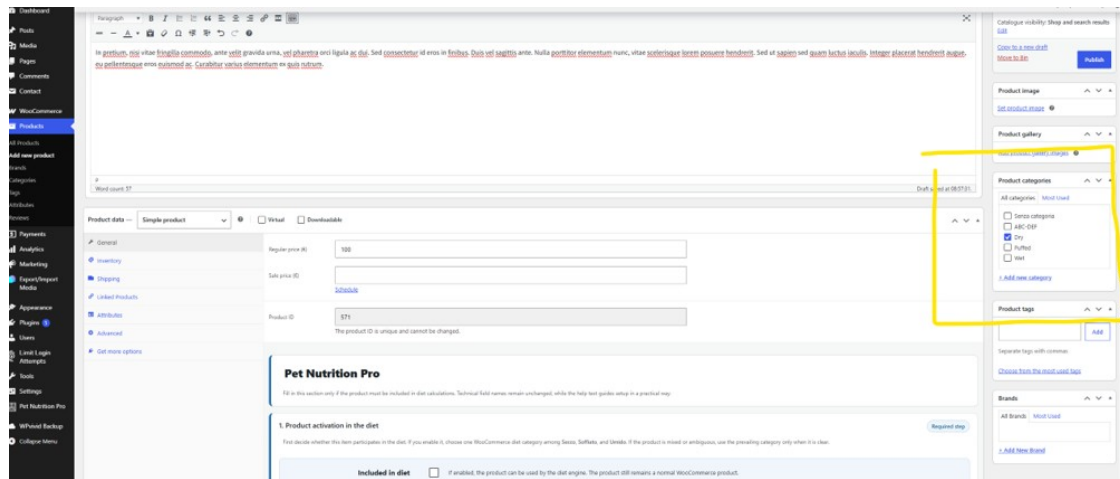


Figure 10.2 - Assigning the Dry technical category.

Step 2 - Enable the product and enter energy

In the Pet Nutrition Pro section, enable **Included in diet**. This allows the item to participate in selection but does not automatically make it compatible with every pet.

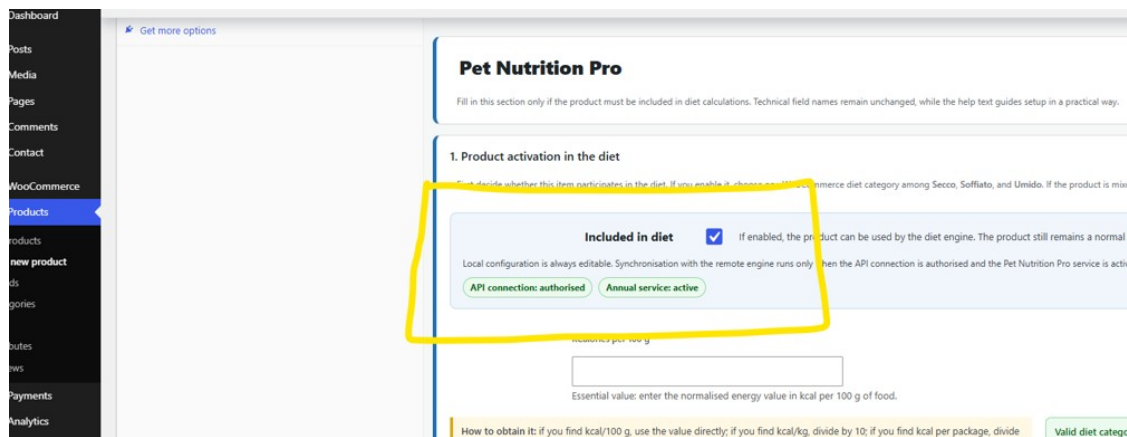


Figure 10.3 - Enabling Included in diet.

In the example, the normalized value entered in the technical field is **380 kcal/100 g**. On a U.S. label, this would commonly be obtained from a declared value such as **3,800 kcal/kg** by dividing by 10. If the source instead provides kcal/cup, kcal/can, or another familiar unit, use the guided calculator together with the unit's actual weight in grams to obtain the normalized value.

1. Product activation in the diet

First decide whether this item participates in the diet. If you enable it, choose one Woocommerce diet category among **Secco**, **Soffiato**, and **Umido**. If the product is mixed or ambiguous, use the prevailing category only when it is clear.

Included in diet ☒ If enabled, the product can be used by the diet engine. The product still remains a normal Woocommerce product.

Local configuration is always editable. Synchronization with the remote engine runs only when the API connection is authorized and the Pet Nutrition Pro service is active.

API connection authorized **Annual service active**

Kcal/100 g:

Essential value: enter the normalized energy value in kcal per 100 g of food.

How to obtain it: if you fed kcal/100g, use the value directly; if you fed kcal/kg, divide by 10; if you fed kcal per package, divide by the package grams and multiply by 100. Avoid arbitrary estimates: if the data is unclear, check the technical sheet or manufacturer.

Guided kcal per 100 g calculator

Choose the data you find on the label or technical sheet; the calculator fills the Kcal/100 g field without changing product saving.

Available data

kcal/100 g kcal/kg kcal per package kcal per cup / can / unit MJ/kg

Energy value:

Calculate and insert Result: 380 kcal/100 g. Value used directly.

Note for MJ/kg: use the calculation only if the value shown is the product metabolizable energy; if the data is unclear, request the technical sheet or confirmation from the manufacturer.

Valid diet category: Dry

Mixed products: if the product has a clear dominant category, classify it in the prevailing category; if it cannot be classified safely, leave it out of the diet and do not select **Included in the diet**.

Figure 10.4 - Entering 380 kcal/100 g and using the guided calculator.

Step 3 - Define species, sizes, and life stages

In the example, the product is enabled for dogs and declared suitable for small, medium, and large dogs, both puppies and adults. This broad coverage is correct only if it is documented by the manufacturer.

2. Product suitable for

Enable at least one animal. Then define the sizes or groups for which the product is actually suitable, based on the label, technical sheet, or manufacturer information.

Dog **Cat**

Dog

Use adult weight/size when the product distinguishes small, medium, and large size.

Enable product for dogs ☒

SMALL SIZE

All small dogs ☒

Puppy ☒

Adult ☒

MEDIUM SIZE

All medium dogs ☒

Puppy ☒

Adult ☒

LARGE SIZE

All large dogs ☒

Puppy ☒

Adult ☒

Figure 10.5 - Example configuration for all dog sizes and life stages.

The same product is also enabled independently for cats, both kittens and adults. Suitability for dogs must never be automatically transferred to cats; the two configurations are independent.

2. Product suitable for

Enable at least one animal. Then define the sizes or groups for which the product is actually suitable, based on the label, technical sheet, or manufacturer information.

Dog **Cat**

Cat

Enable the product for kitten, adult, or both only if the intended use is consistent with the product.

Enable product for cats ☒

Kitten ☒

Adult cat ☒

Figure 10.6 - Independent configuration for kitten and adult cat.

Step 4 - Configure exclusions and sensitivities

In this example, compatibility is selected for exclusions involving grains, gluten, red meat, and white meat; fish remains unselected. The urinary/renal, gastrointestinal, dermatological, sterilization, and blood-glucose sensitivity options are selected, while joint sensitivity remains unselected.

3. Intolerances / food exclusions
Select an option only if the product is consistent with that food exclusion. Do not assign compatibility by intuition; check ingredients, technical sheet, or manufacturer claims.

Grains ☒ Gluten ☒ Red meats ☒ White meats ☒ Fish ☐

4. Physical sensitivities
Select sensitivities only when the product is declared or positioned by the manufacturer as consistent with that need. These options are not a diagnosis, therapy, or veterinary prescription.

Urinary/renal sensitivity ☒ Gastrointestinal sensitivity ☒ Skin/dermatological sensitivity ☒
Sterilized ☒ Predisposition to increased blood glucose ☒ Joint sensitivity ☐

Practical rule: if the manufacturer does not clearly communicate a use case or feature consistent with the sensitivity, leave the option unchecked. For clinical or veterinary products, always refer to a veterinarian.

Figure 10.7 - Exclusions and sensitivities configured for the example product.

Step 5 - Read rankings without editing them in isolation

At the bottom of the product page, the current positions for large dog, medium dog, small dog, and cat are displayed. They are useful for seeing how the item is currently placed, but this is not the correct location for deciding a repositioning.

5. Product ordering / priority
Ordering is ascending: 1 has higher priority than 2. For Secco and Soffiato, normally one anchor product is selected; for Umido, multiple products may be suggested based on the number configured in settings.

Large dog ordering
Medium dog ordering
Small dog ordering
Cat ordering

Figure 10.8 - The four ranking values shown on the product page.

To change priority, open the ranking overview, compare the product with all other items of the same type, and reposition it there. Returning to the product page, the numbers provide a summary of the resulting positions, but the commercial decision should always be made from the complete ranking view.

For the complete testing procedure, see Chapter 15. Catalog data can be prepared in Free mode, but they are used for the commercial recommendation when Diet Engine is active. See Chapter 16.

10.12 Summary

- A WooCommerce item does not automatically enter the diet workflow.
- Included in diet enables the product but does not guarantee compatibility.
- Technical category, kcal per 100 g, and at least one target species are essential data.
- Size groups, life stages, exclusions, and sensitivities must be documented; stock availability is not automatically checked.
- Ranking numbers are visible on the product page, but repositioning is performed from the ranking overview after comparing all items.

11. Configuring Product Rankings

Chapter 10 introduced the four numbers displayed on the product page as a summary of current positions. To give those values real meaning, however, the entire ranking must be viewed. An isolated number does not show which items precede it, which follow it, or which food type and animal group the number belongs to.

The **Sort diet products** screen brings together products in the same food type and animal group. From this screen, the retailer can compare items, drag them into the desired sequence, and save the new order.

Operating principle. Ranking is ascending: position 1 comes before 2, and 2 before 3. Among equally compatible products, the lowest position number has the highest priority.

11.1 What a ranking represents

There is no single order that applies to the entire catalog. Each ranking is defined by the intersection of two choices: food type and animal group. Dry, Puffed, and Wet Food remain separate; large dog, medium dog, small dog, and cat also have separate lists.

Dimension	Alternatives	Consequence
Food type	Dry, Puffed, Wet	A product is compared only with items of the same type.
Animal group	Large dog, medium dog, small dog, cat	Priority may change according to profile.
Position	1, 2, 3...	Ascending position establishes precedence among compatible candidates.

The same item can therefore have one position for large dogs and another for cats. The four numbers shown on the product page summarize these separate rankings.

11.2 Priority does not mean compatibility

Moving a product to first position does not make it suitable for every pet. Diet Engine first applies Food Preferences and compatibility criteria; only among the remaining eligible products does ranking determine which product comes first.

For Dry and Puffed Food, one item of the requested type is normally selected. For Wet Food, ranking determines the candidate sequence while Number of Wet Food Products determines how many positions can be used.

11.3 Reading the ranking overview

Element	Function	Remember
Filters	Select food type and animal group.	Apply filters again after changing either filter.
Position	Shows the ranking that will be assigned.	Position 1 is highest priority.
Product	Identifies item title and target.	Comparison should be made across the list, not from one product page.
kcal/100 g	Helps identify and verify the product.	Does not determine commercial precedence.
ID	WooCommerce identifier.	Useful when titles are similar.
Save ordering	Confirms the new order.	Without saving, dragging is not final.

11.4 Visual example: moving a Dry Food product from position 3 to position 1

This example changes the ranking of Dry Food products for large dogs. **Highland Lamb Maxi Dry** starts in position 3 and is moved to the top. The operation does not change kcal, compatibility, or other product data; it changes only commercial priority in this specific ranking.

Step 1 - Open the ranking page

From the WordPress admin menu, open Pet Nutrition Pro and choose **Sort diet products**. The change is not made from the individual product page because that page does not provide the complete comparison needed to evaluate positions.

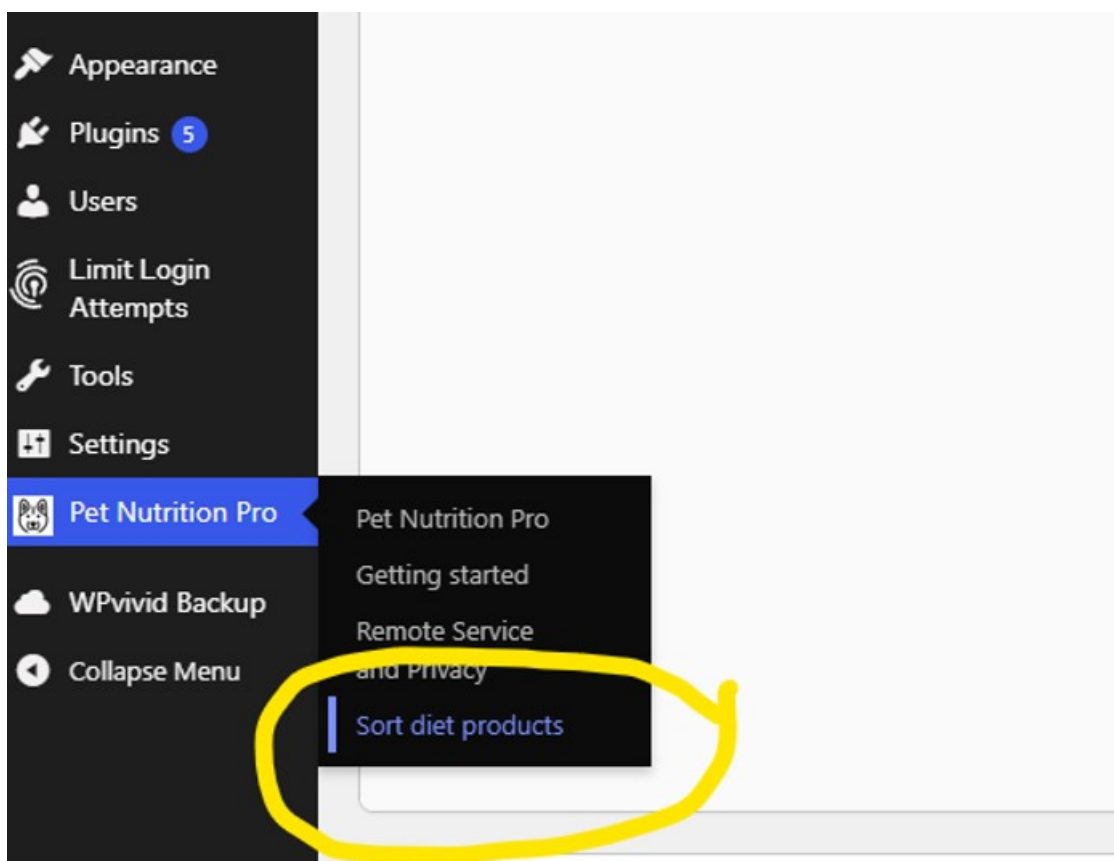


Figure 11.1 - Opening the Sort diet products overview.

Step 2 - Select food type and animal group

Select **Dry** as the food type and **Large dog** as the animal group. **Apply filters and show products** loads only the corresponding ranking. Changing either filter means working on a different list.

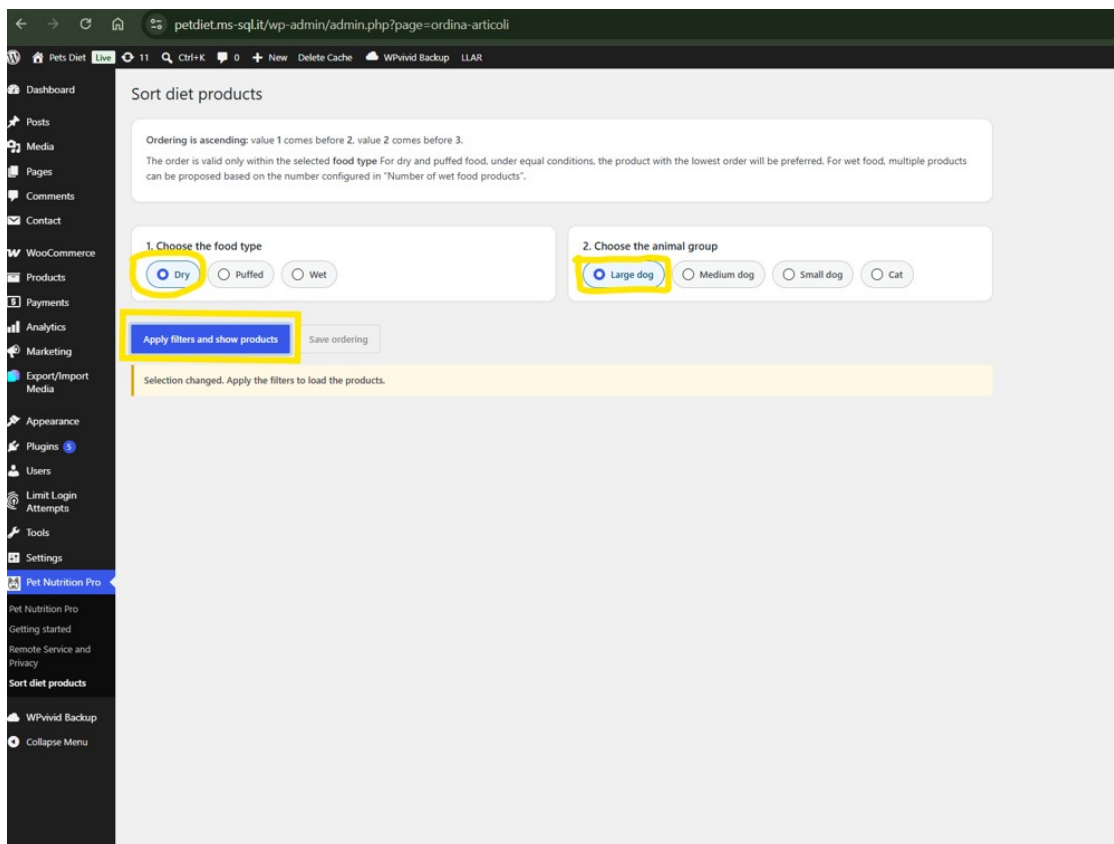


Figure 11.2 - Selecting Dry and Large dog, then applying the filters.

Step 3 - Review the starting order

After the filters are applied, the complete list appears. Highland Lamb Maxi Dry is in position 3; **product-test** and **DRY-TEST** appear above it. The kcal/100 g and ID columns help distinguish items, but priority is determined exclusively by ranking position.

petdiet.ms-sql.it/wp-admin/admin.php?page=ordina-articoli

Dashboard
Posts
Media
Pages
Comments
Contact
WooCommerce
Products
Payments
Analytics
Marketing
Export/Import Media
Appearance
Plugins
Users
Limit Login Attempts
Tools
Settings
Pet Nutrition Pro
Pet Nutrition Pro
Getting started
Remote Service and Privacy
Sort diet products
WPivid Backup
Collapse Menu

Sort diet products

Ordering is ascending: value 1 comes before 2, value 2 comes before 3.
The order is valid only within the selected food type For dry and puffed food, under equal conditions, the product with the lowest order will be preferred. For wet food, multiple products can be proposed based on the number configured in "Number of wet food products".

1. Choose the food type
☒ Dry ☐ Puffed ☐ Wet

2. Choose the animal group
☒ Large dog ☐ Medium dog ☐ Small dog ☐ Cat

Apply filters and show products Save ordering

You are ordering: Dry for Large dog

Normally only one dry food is proposed: the lowest order has the highest priority. Products intended for large dogs.

POSITION	PRODUCT	KCAL/100G	ID
1 current: 0	product-test Dry - Large dog	380	571
2 current: 2	SECCO-TEST Dry - Large dog	333	554
3 current: 3	Highland Lamb Maxi Dry Dry - Large dog	361	475
4 current: 4	Ocean Salmon All Dog Dry Dry - Large dog	370	477
5 current: 5	Silver Turkey Sensitive Dry Dry - Large dog	329.98	479
6 current: 6	Copper Beef Large Dry Dry - Large dog	361.01	485
7 current: 7	Harmony Chicken Dog Cat Dry Dry - Large dog	360	488
8 current: 8	WildHills Medium Large Dry Dry - Large dog	370	494
9 current: 9	Golden Field All Size Dry Dry - Large dog	361	495

Drag the rows. After saving, the first row receives order 1, the second order 2, and so on.

Figure 11.3 - Highland Lamb Maxi Dry in starting position 3.

Step 4 - Drag the product and save

Using the handle on the left side of the row, drag Highland Lamb Maxi Dry from position 3 to position 1. The other products automatically move down; there is no need to assign each number manually.

The visible move prepares the new sequence. To make it effective, click **Save ordering**. Only after saving is the ranking stored and the summary values on product pages able to reflect the new order.

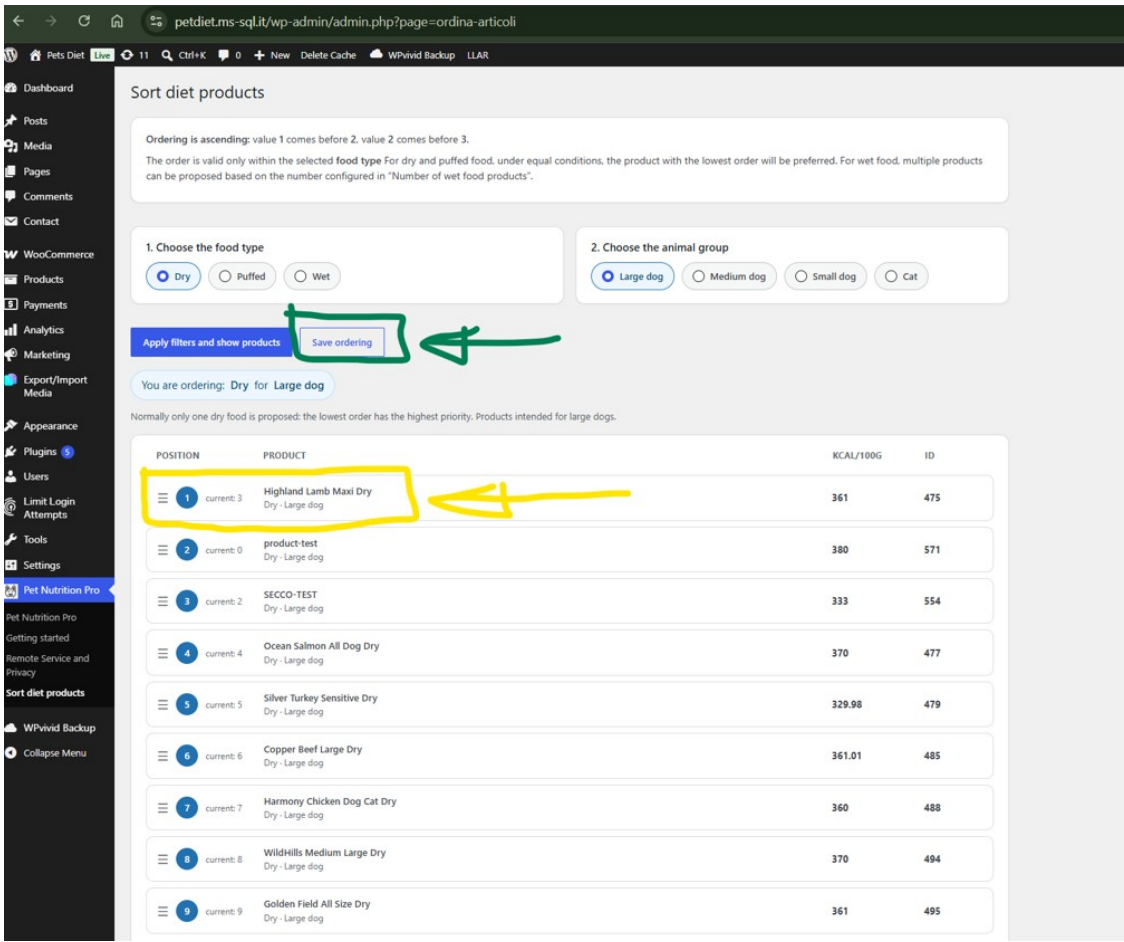


Figure 11.4 - Product moved to position 1; the next step is Save ordering.

11.5 What changes and what stays the same

Aspect	After reordering
Dry / Large Dog priority	Highland Lamb Maxi Dry moves ahead of the other compatible candidates.
Other animal groups	Remain unchanged until their respective rankings are edited.
Puffed and Wet Food	Remain unchanged because they use separate lists.
Compatibility	Does not change; it still depends on product data and profile.
kcal/100 g	Does not change and does not determine commercial position.
Diets already generated	Are not rewritten; the new ranking affects later formulations.

11.6 Ranking as an ongoing control

A ranking is not a one-time choice. It can be changed repeatedly to follow promotions, margins, commercial agreements, assortment changes, or different priorities for small, medium, and large dogs and cats.

- Move a product or line forward for greater visibility.
- Differentiate priorities by dog size.
- Manage a dedicated cat strategy.
- Temporarily move an unavailable item lower.
- Restore its previous position when conditions change.

Every change must be saved and then verified with a new formulation. A result already generated keeps the order that was valid at calculation time.

11.7 Availability and inventory: current manual management

At present, formulation does not automatically check product availability in the catalog or WooCommerce stock levels. If the first product is temporarily unavailable, the retailer can move it lower in the ranking and bring a compatible alternative forward.

11.8 Errors to avoid

Error	Consequence	Correction
Editing the wrong group	The intended strategy does not change.	Verify food type and animal group in the overview.
Forgetting Save ordering	The move is not stored.	Save before leaving the page or changing filters.
Confusing position with kcal	Energy is incorrectly given a commercial role.	Treat position as the priority value.
Assuming the first item is always recommended	Compatibility is ignored.	Verify that the next compatible candidate takes over when needed.
Evaluating order from one product page	Comparison with other items is missing.	Manage order from the ranking overview.

For the complete verification procedure, see Chapter 15. Rankings can be prepared in the catalog and become operative in product selection with Diet Engine. The full comparison is in Chapter 16.

11.9 Summary

- The individual product page shows the numbers; the overview gives them meaning.
- Each ranking combines a food type and an animal group.
- Position 1 has the highest priority, but only among compatible products.
- Dragging must be confirmed with Save ordering.
- Rankings can be changed repeatedly and affect later formulations.
- Availability is currently managed manually; automatic stock checking is not implemented.

12. Configuring the Number of Wet Food Products

Chapter 11 configured product priority. For Dry and Puffed Food, the recommendation normally uses one compatible item. Wet Food adds a second retailer control: how many Wet Food products may be included.

The **Number of Wet Food Products** setting does not directly choose products. It defines the maximum breadth of the recommendation; Diet Engine fills the available positions using the Wet Food ranking while always respecting the pet profile.

Operating principle. The count determines how many Wet Food products may be recommended; ranking determines which compatible Wet Food products are considered first.

12.1 Two different and complementary controls

Control	Question it answers	Effect
Number of Wet Food Products	How many products should be recommended?	Defines the maximum size of the Wet Food section.
Wet Food ranking	Which products should be considered first?	Establishes the sequence of compatible candidates.
Compatibility	Which products fit the pet?	Excludes products inconsistent with the profile.

Do not confuse these decisions. Increasing the count does not change ranking; changing ranking does not increase the count; neither can make an incompatible product compatible.

12.2 Where the setting is located

From the WordPress menu, open **Pet Nutrition Pro**. Near the bottom of the main settings page is the field **Number of wet food products**. Change the numeric value and confirm with **Save Changes**.

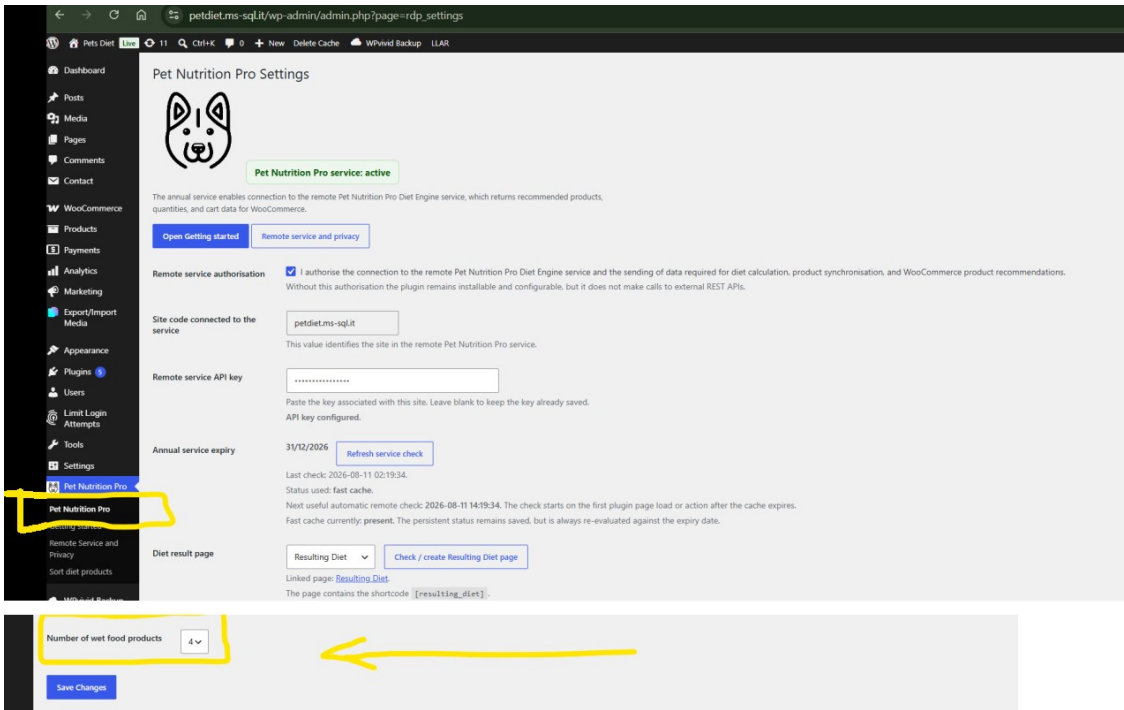


Figure 12.1 - Number of wet food products on the main Pet Nutrition Pro settings page. The version number is omitted because it is not relevant to the procedure.

12.3 How the value is used

When the customer includes Wet Food in Food Preferences, Diet Engine reads the appropriate ranking from top to bottom. Each compatible product fills one available position until the configured count is reached or no more eligible candidates remain.

Configured value	Compatible candidates available	Maximum result
1	Three or more	The first compatible Wet Food product in the ranking.
2	Three or more	The first two compatible Wet Food products.
4	Four or more	The first four compatible Wet Food products.
4	Only two	Two Wet Food products; the system does not force additional items.

12.4 Operational example with a value of 4

In the illustrated settings, the retailer enters **4**. After saving, a new formulation that includes Wet Food may contain up to four Wet Food products. The system searches the ranking for the pet's animal group and skips every incompatible candidate.

Step	Operation	Outcome
1	Open Pet Nutrition Pro.	The settings page appears.
2	Scroll to Number of wet food products.	The currently configured value is visible.
3	Enter 4.	A Wet Food recommendation of up to four products is prepared.
4	Click Save Changes.	The new maximum is stored.
5	Generate a new diet with Wet Food selected.	Diet Engine applies count, ranking, and compatibility.

The value does not mean four complete rations to add together. The products are part of one coordinated recommendation, and displayed quantities must be read within the overall formulated diet.

12.5 When the customer does not choose Wet Food

The configured number applies only when Food Preferences include Wet Food. If the customer selects only Dry Food, only Puffed Food, or a combination without Wet Food, the value remains stored but has no effect on the formulation.

12.6 Effect of later changes

Retailers can change the Wet Food count over time, for example to broaden a selection, reduce a recommendation that feels too dispersed, or adapt it to a different commercial strategy. The change affects later formulations and does not rewrite results that have already been generated.

- Reduce the value to present a more focused choice.
- Increase it to show more compatible alternatives.
- Coordinate the count with the actual breadth of the Wet Food catalog.
- After every change, verify that Wet Food ranking is still consistent.

12.7 Availability and inventory

The Wet Food count does not check stock and does not guarantee that every recommended item is immediately available. In the current version, availability must be managed manually through rankings and normal catalog administration.

If a high-priority Wet Food item is temporarily unavailable, move it lower on **Sort diet products**. Increasing the count should not be used as a substitute for inventory management.

12.8 Errors to avoid

Error	Consequence	Correction
Forgetting Save Changes	The new value is not stored.	Save before leaving the page.
Confusing count and order	The retailer expects the count to choose specific products.	Manage priority on the ranking screen.
Treating the value as mandatory	The retailer assumes the system must always fill all positions.	Treat it as a maximum limited by compatibility.
Adding complete rations together	The coordinated recommendation is misinterpreted.	Read quantities together with the overall nutritional requirement.
Ignoring preferences	The retailer assumes Wet Food is always added.	Verify that the customer selected the food type.

For the complete verification procedure, see Chapter 15. Number of Wet Food Products is part of Diet Engine recommendation configuration. See Chapter 16 for the complete feature comparison.

12.9 Summary

- The count defines the maximum number of Wet Food products that may be recommended.
- Ranking determines which compatible candidates come first.
- If compatible products are fewer than the configured value, the recommendation remains shorter.
- The setting acts only when the customer selects Wet Food.
- Changes must be saved and apply to later formulations.
- Free mode does not recommend or print products; this behavior belongs to Diet Engine.

13. From form completion to the WooCommerce cart

This chapter reconstructs a complete formulation carried out on the demonstration site. Every step belongs to the same case: Argo the dog, the data entered, the calculated nutritional requirement, the products actually returned by Diet Engine, the nutritional sheet saved as a PDF, and the transfer of the recommended items to the WooCommerce cart.

What this case demonstrates. Ranking gives priority only among compatible products. A product placed earlier in the ranking may be rejected; the engine then continues down the ranking until it reaches the first eligible candidate.

13.1 Argo’s profile

Parameter	Value
Animal and size	Large dog
Name	Argo
Sex	Male
Age	4 years, 0 months
Weight	38 kg
Body condition	Normal weight
Activity	Walks 1 to 2 hours per day
Neutered	No
Food exclusions	None
Declared sensitivity	Joint sensitivity
Preferences	Dry Food and Wet Food

The profile is intentionally simple but selective: Argo is a large adult dog with no food exclusions; joint sensitivity makes it possible to verify that compatibility takes precedence over commercial ranking alone.

13.2 Entering identification data

Select **Dog**, **Male**, and **Large dog**, then enter the name, weight, and age. The size guidance indicates that a dog over 26 kg belongs to the Large group, so Argo’s 38 kg weight is consistent with the selected size.

Create an indicative nutritional sheet for your pet

Fill in the main data. The system estimates daily calorie needs and, with an active service, can suggest compatible products.

Veterinary note: Pet Nutrition Pro is an informational tool to support food product selection. It does not replace diagnosis, prescription, or evaluation by a veterinarian.

Identify your pet

Choose species, sex, name, age, and weight.

Required data

Your pet is

Dog

Cat

Sex

Male

Female

Size

Large dog

Name

Argo

Weight in kg

38

Dog size guide

Choose the size based on adult weight. For puppies, use the expected adult weight whenever possible.

Animal	Adult weight	Size
Dog	Up to 11 kg	Small
Dog	From 11.1 kg to 26 kg	Medium
Dog	Over 26 kg	Large

Years

4

Months

0

Figure 13.1 — Argo's identification data: large dog, male, 38 kg, 4 years old.

13.3 Completing condition, sensitivities, and preferences

Body condition is set to **Normal weight**, and activity is set to between one and two hours of walking per day. No intolerances or exclusions are selected. Under sensitivities, only joint sensitivity is selected; under Food Preferences, Dry Food and Wet Food are requested. The photo is optional and is used only on the printable nutritional sheet: it is resized by the browser, is not stored on the website, and is not sent to the remote service.

Edition 1.3.1.4 - September 8, 2026 |

Dog details
Dog

Fill in body condition, activity, and, only for females, pregnancy/nursing.

Body condition
Normal weight

Daily activity
Walks 1 to 2 hours per day

Dog body condition guide

Use this guide only as a visual aid to choose the option closest to the dog's real condition.

Underweight

- Ribs, pelvis, or spine very visible.
- Little fat detectable by touch.
- Very marked waist seen from above.

Normal weight

- Ribs palpable but not too visible.
- Waist distinguishable from above.
- Abdomen slightly tucked when seen from the side.

Overweight

- Ribs difficult to feel.
- Waist slightly visible or absent.
- Fat deposits on chest, back, or abdomen.

Veterinary note: this indication is for guidance only and does not replace evaluation by a veterinarian, especially in the presence of disease, weight loss, marked overweight, pregnancy, nursing, or special conditions.

Intolerances / food exclusions
Optional

Select only foods or ingredients that you want to exclude or avoid. This choice has no diagnostic value.

Grains
Gluten
Red meats
White meats
Fish

Physical sensitivities
Optional

Indicate any declared sensitivities or sterilization. These are guidance-only details and do not replace a veterinary diagnosis.

Urinary/renal sensitivity
Gastrointestinal sensitivity
Skin/dermatological sensitivity
Sterilized
Predisposition to increased blood glucose
Joint sensitivity

Food preferences
At least one choice

Choose at least one food type to include in the diet.

Dry
Puffed
Wet

Pet photo
Optional

Optional: it is used only in the printable sheet, is not saved on the site, and is not sent to the diet APIs.

Choose a photo
Scegli file
cane-di-razza.webp

The photo is resized by the browser and used only to generate this sheet. It is not saved on the site and is not sent to the remote service.



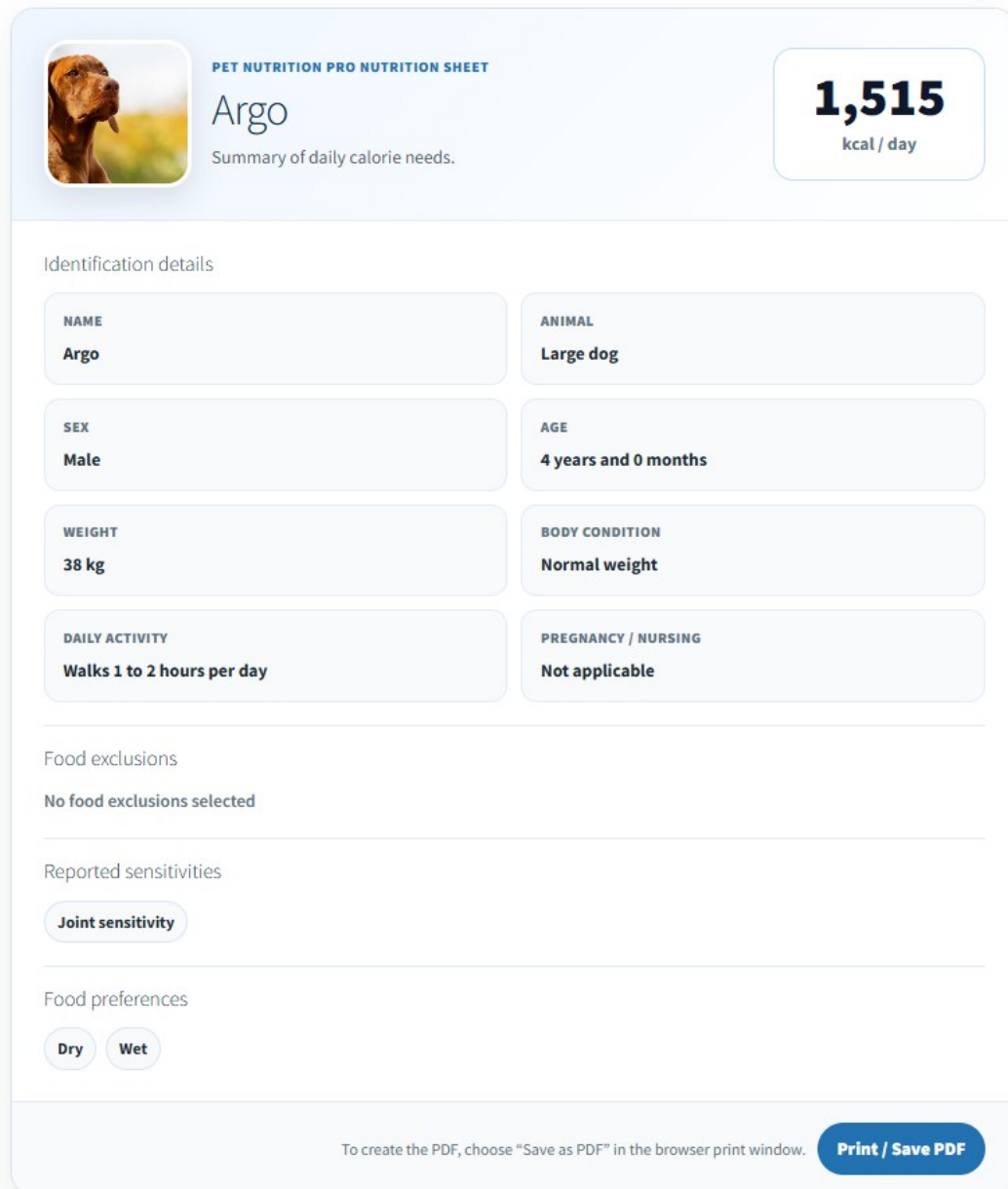
Create my pet nutritional sheet

Figure 13.2 — Second part of the form: joint sensitivity, Dry Food + Wet Food preferences, and optional photo.

Edition 1.3.1.4 - September 8, 2026 |

13.4 Generating and reading the nutritional sheet

After clicking **Create my pet nutritional sheet**, the system calculates an estimated daily requirement of **1,515 kcal** for Argo. The first part of the sheet summarizes all the information entered and allows an immediate check before interpreting the food recommendation.



PET NUTRITION PRO NUTRITION SHEET

Argo
Summary of daily calorie needs.

1,515
kcal / day

Identification details

NAME Argo	ANIMAL Large dog
SEX Male	AGE 4 years and 0 months
WEIGHT 38 kg	BODY CONDITION Normal weight
DAILY ACTIVITY Walks 1 to 2 hours per day	PREGNANCY / NURSING Not applicable

Food exclusions
No food exclusions selected

Reported sensitivities
Joint sensitivity

Food preferences
Dry **Wet**

To create the PDF, choose "Save as PDF" in the browser print window. **Print / Save PDF**

Figure 13.3 — Argo's nutritional sheet: photo, identification data, and an estimated requirement of 1,515 kcal per day.

13.5 Compatibility and ranking in a real result

In the Dry Food ranking for large dogs, product-test was positioned ahead of the other products. Because it was not configured as compatible with joint sensitivity, it is rejected. The engine continues down the ranking and selects SECCO-TEST, which is the next compatible candidate in the ranking that was actually saved.

Dry Food candidate	Interpretation of the case	Result
product-test	Appears earlier in the ranking, but does not pass the joint-sensitivity compatibility check.	Excluded
SECCO-TEST	Appears next in the ranking and is configured as compatible.	Selected
Highland Lamb Maxi Dry	Could be evaluated only after compatible candidates that appear before it.	Not reached

If you later want to build a public example using Highland Lamb Maxi Dry, move SECCO-TEST lower in the ranking or temporarily disable **Included in diet**. It would be incorrect to attribute a different result to the case documented here.

13.6 Recommended products

The **Recommended products** section shows one Dry Food product and four Wet Food products, consistent with Argo’s preferences and with **Number of Wet Food Products** set to 4. Wet Food products appear according to their ranking after compatibility filters have been applied.

Food type	Recommended product
Dry Food	SECCO-TEST
Wet Food 1	Ocean Tuna Garden Wet
Wet Food 2	Tender Lamb Rice Wet
Wet Food 3	Rabbit Garden Wet
Wet Food 4	Venison Garden Maxi Wet

Recommended products

Dry Food



SECCO-TEST
[Go to product](#)

Wet Food



Ocean Tuna Garden Wet
[Go to product](#)



Tender Lamb Rice Wet
[Go to product](#)



Rabbit Garden Wet
[Go to product](#)



Venison Garden Maxi Wet
[Go to product](#)

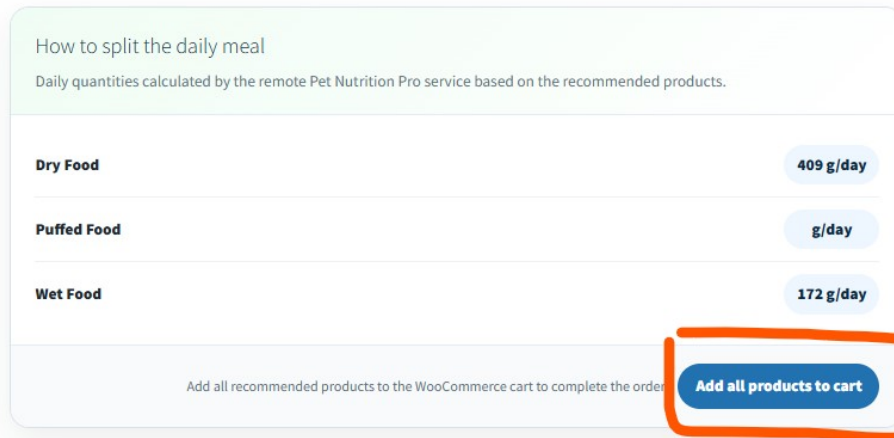
Figure 13.4 — Actual list of recommended products: one Dry Food product and four Wet Food products.

13.7 Coordinated daily amounts

The calculated distribution indicates **409 g/day of Dry Food** and **172 g/day of Wet Food**. The Wet Food value is the daily amount assigned to that food type within the coordinated recommendation: it must not be multiplied by four and does not represent four complete rations to be added together.

Food type	Daily amount
Dry Food	409 g/day
Puffed Food	Not selected
Wet Food	172 g/day

Edition 1.3.1.4 - September 8, 2026 |



How to split the daily meal

Daily quantities calculated by the remote Pet Nutrition Pro service based on the recommended products.

Dry Food	409 g/day
Puffed Food	g/day
Wet Food	172 g/day

Add all recommended products to the WooCommerce cart to complete the order

Add all products to cart

An orange arrow points from the top right towards the 'Add all products to cart' button, which is also enclosed in an orange rectangular box.

Figure 13.5 — Daily distribution and the Add all products to cart button.

13.8 Printing or saving the nutritional sheet as a PDF

The **Print / Save PDF** button opens the browser's print dialog. Choosing **Save as PDF** produces a three-page sheet that preserves the photo, nutritional requirement, pet data, sensitivities, preferences, products, and daily distribution. The exact rendering depends on the browser and printing system being used.



PET NUTRITION PRO NUTRITION SHEET

Argo

Summary of daily calorie needs.

1,515
kcal / day

Identification details

NAME Argo	ANIMAL Large dog
SEX Male	AGE 4 years and 0 months
WEIGHT 38 kg	BODY CONDITION Normal weight
DAILY ACTIVITY Walks 1 to 2 hours per day	PREGNANCY / NURSING Not applicable

Figure 13.6 — PDF, page 1: photo, nutritional requirement, and identification data.

Food exclusions

No food exclusions selected

Reported sensitivities

Joint sensitivity

Food preferences

DryWet

Recommended products

Dry Food



SECCO-TEST

Wet Food



Ocean Tuna Garden
Wet



Tender Lamb Rice Wet

Figure 13.7 — PDF, page 2: sensitivities, preferences, and the first part of the product list.

Edition 1.3.1.4 - September 8, 2026 |



Rabbit Garden Wet



Venison Garden Maxi Wet

How to split the daily meal

Daily quantities calculated by the remote Pet Nutrition Pro service based on the recommended products.

Dry Food	409 g/day
Wet Food	172 g/day

Figure 13.8 — PDF, page 3: remaining Wet Food products and daily amounts.

13.9 Transferring products to the cart

Clicking **Add all products to cart** sends every recommended product to WooCommerce. In Argo's case, SECCO-TEST and the four Wet Food products are added. This avoids having to open and add each product page manually.

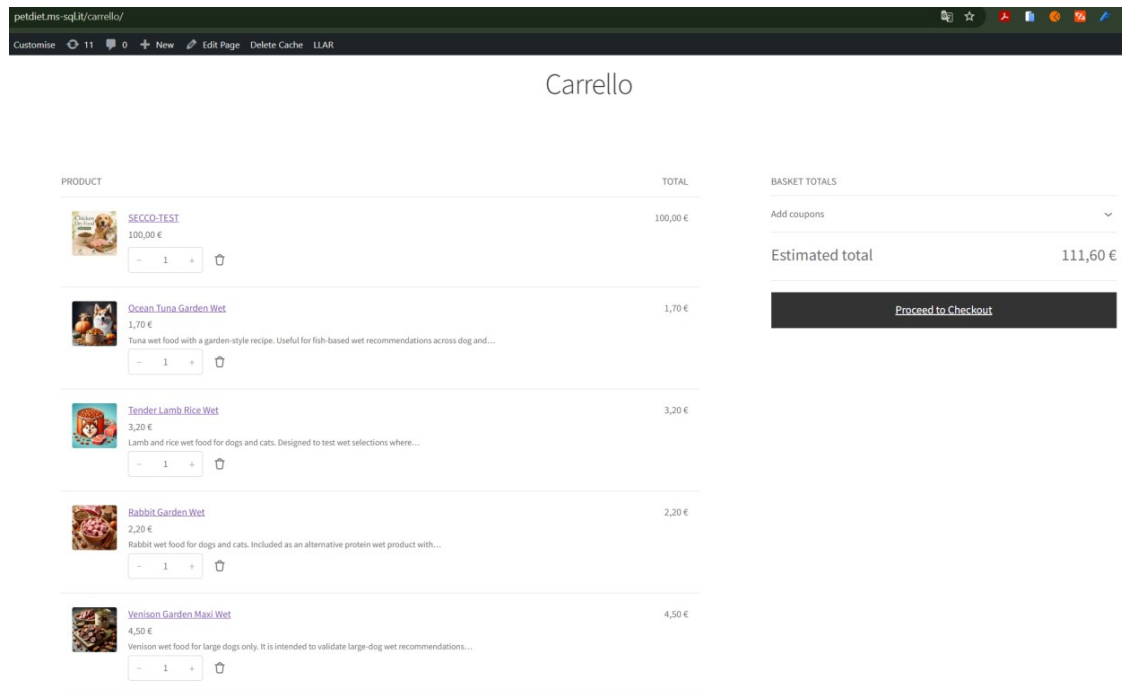


Figure 13.9 — WooCommerce cart after transfer: five products, each with an initial commercial quantity of 1.

The cart displays prices and commercial quantities. It does not automatically convert the 409 g and 172 g daily amounts into the number of packages required for a specified period. The cart is also not cleared before the operation: if a recommended item is already present, its quantity may be increased.

13.10 What the case demonstrated

- Argo's profile produces an estimated daily requirement of 1,515 kcal.
- Joint sensitivity excludes product-test despite its higher ranking.
- SECCO-TEST is selected because it is the next compatible Dry Food product in the saved ranking.
- A maximum of four Wet Food items results in four compatible candidates being returned in the expected order.
- Daily amounts are coordinated across food types and must not be multiplied by the number of recommended products.
- The nutritional sheet can be printed or saved as a PDF with the optional pet photo.
- The dedicated button transfers all recommended products to the WooCommerce cart.

14. From a cat profile to a food recommendation

After Argo’s canine case, this chapter follows a complete formulation for a cat. The entire path refers to the same cat, Mia. The entered data, calculated requirement, recommended products, and cart all belong to one actual result obtained on the demonstration site.

A complementary case. Argo showed that compatibility can reject a higher-priority product. Mia shows the opposite behavior: when the first product passes every applicable filter, it is selected according to the ranking dedicated to cats.

14.1 Mia’s profile

Parameter	Value
Animal	Cat
Name	Mia
Sex	Female
Age	6 years, 0 months
Weight	4.5 kg
Life stage	Adult, not senior
Body condition	Normal weight
Spayed	Yes
Pregnancy/lactation	Not pregnant and not lactating
Food exclusions	None
Other sensitivities	None
Preferences	Dry Food and Wet Food

The profile highlights a very common variable in adult cats: spay status. No intolerances, exclusions, or other sensitivities are declared, making it possible to observe the cat-specific ranking without additional filters.

14.2 Entering identification data

In the form, select **Cat** and **Female**, then enter the name, weight, and age. Mia weighs exactly 4.5 kg: the guidance displayed in the form places cats up to 4.5 kg in the medium-size group and cats over 4.5 kg in the large-size group. The selection shown is therefore consistent with the stated threshold.

Create an indicative nutritional sheet for your pet

Fill in the main data. The system estimates daily calorie needs and, with an active service, can suggest compatible products.

Veterinary note: Pet Nutrition Pro is an informational tool to support food product selection. It does not replace diagnosis, prescription, or evaluation by a veterinarian.

Identify your pet

Choose species, sex, name, age, and weight.

Required data

Your pet is

Sex

Dog

Cat

Male

Female

Size

Name

Weight in kg

Cat

Mia

4.5

Cat size guide

Choose the size based on adult weight. If the cat is a kitten, use the expected adult weight whenever possible.

Animal	Adult weight	Size
Cat	Up to 4.5 kg	Medium
Cat	Over 4.5 kg	Large

Years

Months

6

0

Figure 14.1 — Mia’s identification data: cat, female, 4.5 kg, 6 years old.

14.3 Condition, spay status, and preferences

Mia is not marked as senior, has a normal body condition, and is neither pregnant nor lactating. No food exclusions are selected. Under sensitivities, only **Spayed** is enabled; under Food Preferences, Dry Food and Wet Food are selected. The optional photo is used on the printable nutritional sheet, but it is not stored on the site or transmitted to the remote service.

Edition 1.3.1.4 - September 8, 2026 |

Cat details
Cat

Indicate whether the cat is a senior; enter body condition and, for females only, pregnancy/nursing.

Is the cat a senior? ☐

Body condition
Normal weight ▼

Pregnancy or nursing
Not pregnant or nursing ▼

Cat body condition guide

Use this guide only as a visual aid to choose the option closest to the cat's real condition.

Underweight

- Ribs, spine, or pelvis very visible.
- Little fat detectable by touch.
- Very narrow waist seen from above.

Normal weight

- Ribs palpable but not evident.
- Waist visible but not marked.
- Balanced body profile.

Overweight

- Ribs difficult to feel.
- Waist not very visible.
- Fat accumulation on abdomen or back.

Veterinary note: this indication is for guidance only and does not replace evaluation by a veterinarian, especially in the presence of disease, weight loss, marked overweight, pregnancy, nursing, or special conditions.

Intolerances / food exclusions
Optional

Select only foods or ingredients that you want to exclude or avoid. This choice has no diagnostic value.

Grains ☐
Gluten ☐
Red meats ☐
White meats ☐
Fish ☐

Physical sensitivities
Optional

Indicate any declared sensitivities or sterilization. These are guidance-only details and do not replace a veterinary diagnosis.

Urinary/renal sensitivity ☐

Gastrointestinal sensitivity ☐

Skin/dermatologic al sensitivity ☐

Sterilized ☒

Predisposition to increased blood glucose ☐

Joint sensitivity ☐

Food preferences
At least one choice

Choose at least one food type to include in the diet.

Dry ☒
Puffed ☐
Wet ☒

Pet photo
Optional

Optional: it is used only in the printable sheet, is not saved on the site, and is not sent to the diet APIs.

Choose a photo

Scegli file
razza-gatto-european-shorthair.jpg

The photo is resized by the browser and used only to generate this sheet. It is not saved on the site and is not sent to the remote service.



Create my pet nutritional sheet

Figure 14.2 — Second part of the form: spay status, Dry Food + Wet Food preferences, and optional photo.

14.4 Calculated calorie requirement

After clicking **Create my pet nutritional sheet**, the system generates Mia's sheet and estimates an indicative daily requirement of **184 kcal**. The first part summarizes the photo, name, sex, age, weight, body condition, reproductive status, absence of exclusions, spay status, and Food Preferences.



PET NUTRITION PRO NUTRITION SHEET

Mia

Summary of daily calorie needs.

184

kcal / day

Identification details

NAME

Mia

ANIMAL

Cat

SEX

Female

AGE

6 years and 0 months

WEIGHT

4.5 kg

BODY CONDITION

Normal weight

PREGNANCY / NURSING

Not pregnant or nursing

Food exclusions

No food exclusions selected

Reported sensitivities

Sterilized

Food preferences

Dry

Wet

To create the PDF, choose "Save as PDF" in the browser print window.

Print / Save PDF

Figure 14.3 — Mia’s nutritional sheet: profile summary and an estimated requirement of 184 kcal per day.

14.5 Compatibility and cat-specific ranking

Mia has no food exclusions and no sensitivities other than being spayed. In the actual result, product-test therefore passes the filters applicable to her profile and, because it is the first eligible product in the Dry Food ranking for cats, it is selected.

Rule	Application in this case	Result
Compatibility	product-test is configured as eligible for Mia’s declared profile.	Passed
Ranking	It is the first compatible Dry Food product in the ranking dedicated to cats.	Priority applied
Selection	The engine recommends one product for the Dry Food type.	product-test

A product's commercial name and image do not determine the food type used by the engine. The product's technical configuration in the catalog — Dry Food in this case — determines the ranking in which it is evaluated.

14.6 Products and daily amounts

The actual recommendation contains one Dry Food product and three Wet Food products. Although a higher maximum number of Wet Food items can be configured, the result includes only the compatible candidates actually returned for Mia's profile.

Food type	Recommended product
Dry Food	product-test
Wet Food 1	Soft Chicken Pumpkin Wet
Wet Food 2	Beef Mousse Cat Dog Wet
Wet Food 3	Mackerel Light Wet

The calculated distribution is **19 g/day of Dry Food** and **123 g/day of Wet Food**. Puffed Food was not selected and does not participate in the formulation.

Food type	Daily amount
Dry Food	19 g/day
Puffed Food	Not selected
Wet Food	123 g/day total

Recommended products

Dry Food



product-test
[Go to product](#)

Wet Food



Soft Chicken Pumpkin Wet
[Go to product](#)



Beef Mousse Cat Dog Wet
[Go to product](#)



Mackerel Light Wet
[Go to product](#)

How to split the daily meal

Daily quantities calculated by the remote Pet Nutrition Pro service based on the recommended products.

Dry Food	19 g/day
Puffed Food	g/day
Wet Food	123 g/day

Add all recommended products to the WooCommerce cart to complete the order.

Add all products to cart

Figure 14.4 — Recommended products, daily distribution, and cart button.

14.7 From the nutritional sheet to the WooCommerce cart

The **Add all products to cart** button transfers all four recommended items to WooCommerce. Each product enters the cart with an initial commercial quantity of 1: this unit represents one purchasable package, not the number of grams in the daily diet.

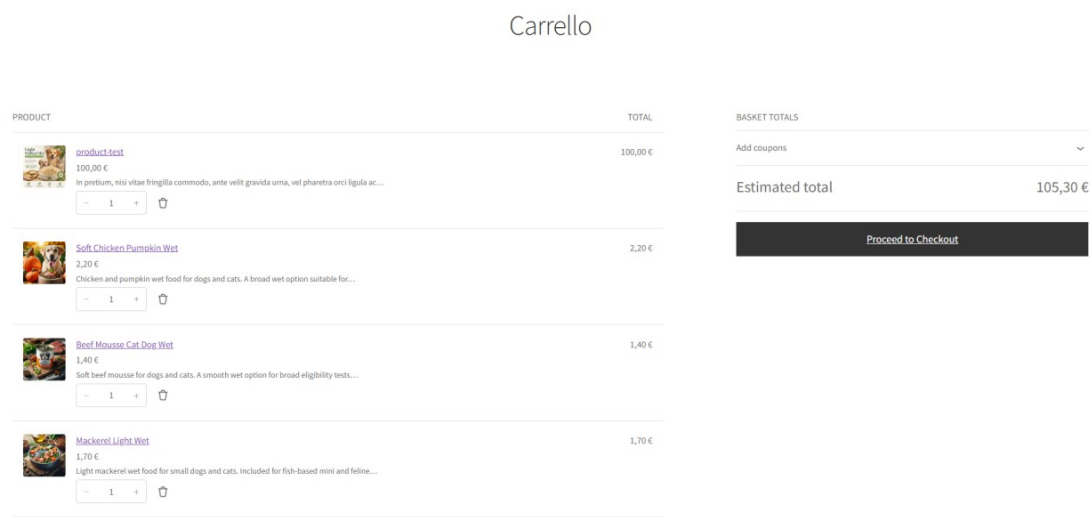


Figure 14.5 — WooCommerce cart with product-test and the three recommended Wet Food products.

In the result shown, the estimated cart total is **€105.30**. Prices, quantities, and availability are part of standard WooCommerce management. The customer can change units, remove items, or proceed to checkout; the engine does not automatically convert the daily ration into the number of packages required for a week or a month.

The boundary between the Free nutritional sheet and the Diet Engine recommendation is summarized in Chapter 16.

14.8 What the case demonstrated

- Mia is a 4.5 kg adult cat, spayed and at normal body condition.
- The system estimates an indicative requirement of 184 kcal per day.
- With no additional exclusions, product-test passes compatibility and is selected according to the cat-specific ranking.
- The recommendation includes one Dry Food product and three Wet Food products actually returned by the engine.
- The ration is distributed as 19 g/day of Dry Food and 123 g/day total of Wet Food.
- All four products are transferred to the cart as commercial units, initially one unit per product.
- The feline case complements the canine case by showing how ranking behaves when the first candidate is not excluded.

15. Verifying the configuration with the TEST/CONTROL method

After configuring the catalog and reviewing the complete Argo and Mia cases, you need a repeatable testing method. The **TEST/CONTROL** method verifies one rule at a time by using two almost identical technical products and a pet profile created specifically to trigger that rule.

Core principle. TEST must appear; CONTROL must remain excluded. Only one option may differ between the two products.

15.1 Why two products are required

The appearance of a TEST product by itself proves only that at least one configuration was accepted. It does not prove that the filter can reject an incorrect configuration. The CONTROL product provides the necessary negative comparison.

Product	Configuration	Expected result
SECCO-TEST	Has every characteristic required by the test profile.	Must appear
SECCO-CONTROLLO	Identical to TEST except that one compatibility option is removed.	Must not appear

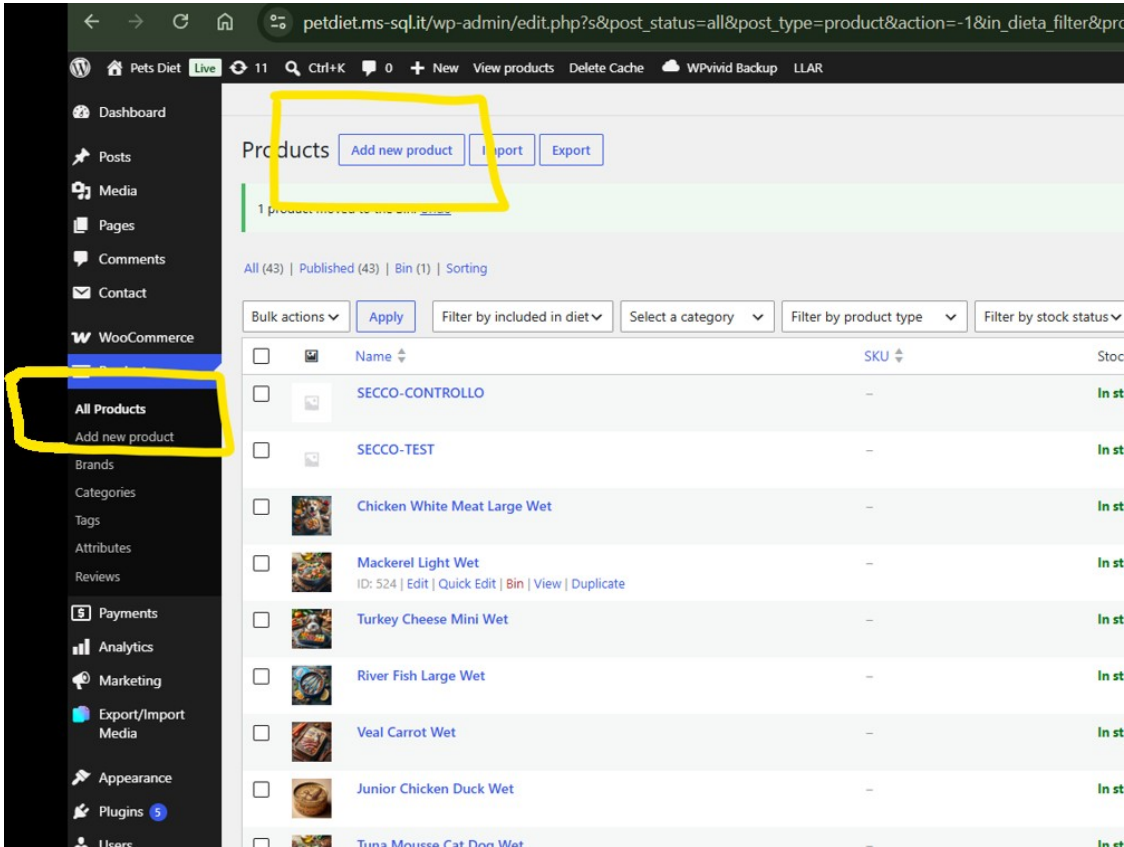


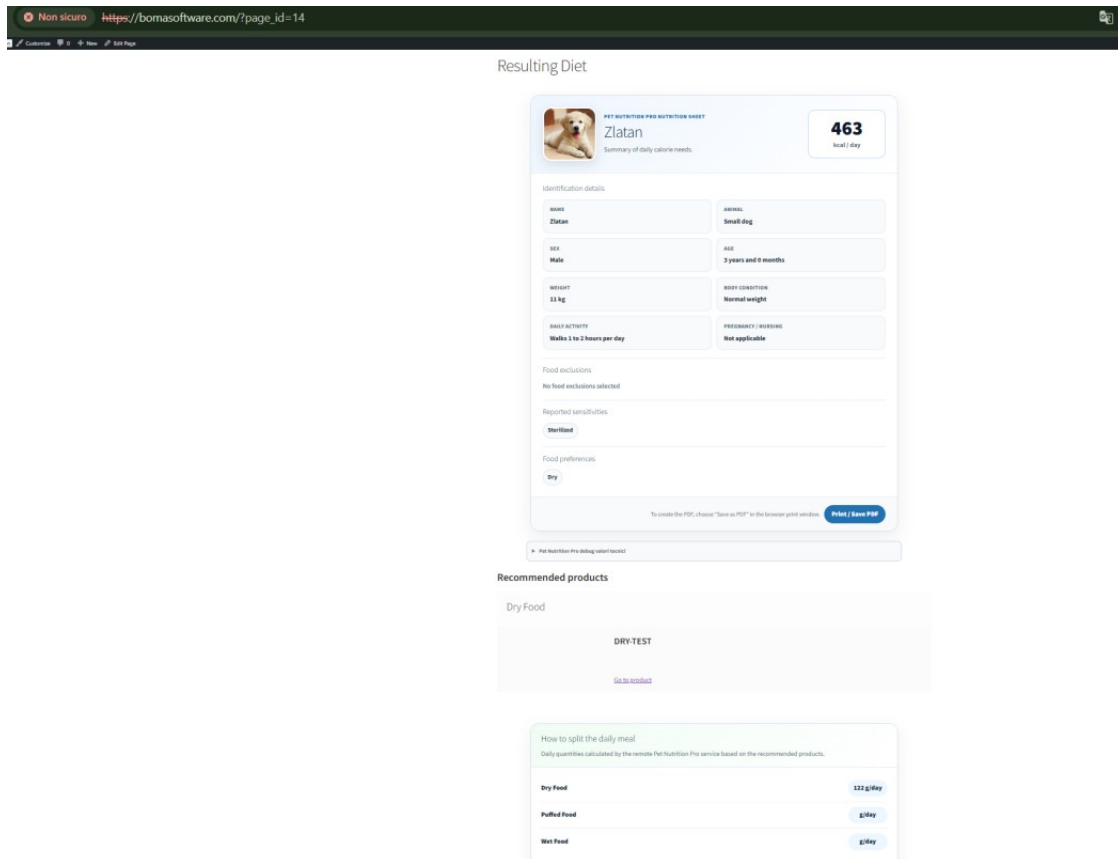
Figure 15.1 — The two technical products SECCO-CONTROLLO and SECCO-TEST in the WooCommerce catalog.

15.2 Preparing the pair correctly

15.4 Running the verification

After saving both products and their ranking, complete the form using the prepared profile and generate a new diet. The correct result must include TEST and must not include CONTROL.

Verification	Question	Correct result
Inclusion	Does the TEST product appear?	Yes
Exclusion	Is the CONTROL product absent?	Yes
Food type	Does the recommendation appear under the correct Dry Food, Puffed Food, or Wet Food type?	Yes
Amount	Does the food type receive a calculated daily amount?	Yes



Non secure https://bomasoftware.com/?page_id=14

Resulting Diet

PET NUTRITION PRO NUTRITION WIZARD
Zlatan
Summary of daily calorie needs: **463 kcal / day**

Identification details

NAME Zlatan	BREED Small dog
SEX Male	AGE 3 years and 0 months
WEIGHT 11 kg	BODY CONDITION Normal weight
DAILY ACTIVITY Walks 1 to 2 hours per day	PREGNANT / LACTATING Not applicable

Food exclusions
No food exclusions selected

Reported sensitivities
None listed

Food preferences
Dry

To create the PDF, choose "Save as PDF" in the browser print window. [Print / Save PDF](#)

Recommended products

Dry Food

DRY-TEST
[Go to product](#)

How to split the daily meal
Daily quantities calculated by the remote Pet Nutrition Pro service based on the recommended products.

Dry Food	122 g/day
Puffed Food	g/day
Wet Food	g/day

Figure 15.3 — English example: the result recommends DRY-TEST as the only compatible Dry Food product.

15.5 Distinguishing compatibility from ranking

An unexpected result does not automatically indicate a filtering error. Check compatibility first, then ranking. Another compatible product placed ahead of TEST may be selected correctly and prevent TEST from appearing, especially for Dry Food and Puffed Food, where only one product is recommended.

Situation	Probable cause	Check
Neither TEST nor CONTROL appears	The profile is incompatible with both products, or the products are not enabled.	Product settings and Included in diet

Situation	Probable cause	Check
CONTROL appears	The removed variable is not required by the profile, or the product settings were not saved.	Profile and product metadata
A third product appears	A compatible candidate has higher priority.	Ranking for the food type and animal group
Both appear	The difference between the products is not acting as a filter.	The single modified option

15.6 Checking Wet Food, PDF output, and cart behavior

For Wet Food, also verify the configured maximum. If the value is 4 and four compatible TEST products are available, the recommendation may contain up to four. An incompatible CONTROL product must not be used simply to fill the configured count. The maximum never forces the engine to include incompatible products.

After checking the result, you can also verify printing/PDF output and use the cart-transfer button. Only products that were actually recommended should reach the cart; initial cart quantities are commercial units and remain separate from daily gram amounts.

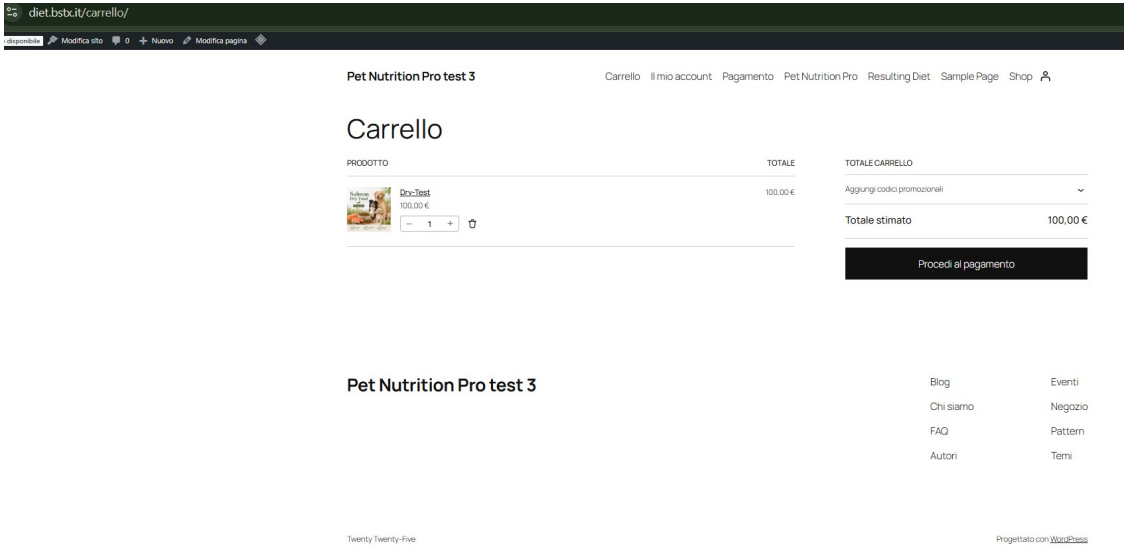


Figure 15.4 — Additional check: the selected TEST product is transferred to the cart.

15.7 Test worksheet

The following table can be duplicated for Small Dog, Medium Dog, Large Dog, and Cat, and repeated for Dry Food, Puffed Food, and Wet Food.

Function	TEST appears	CONTROL excluded	Result / notes
Species	☐	☐	
Size	☐	☐	
Life stage	☐	☐	
Neuter/spay status	☐	☐	
Intolerance / exclusion	☐	☐	

Function	TEST appears	CONTROL excluded	Result / notes
Sensitivity	☐	☐	
Pregnancy	☐	☐	
Lactation	☐	☐	
Ranking	☐	☐	
Maximum Wet Food items	☐	☐	
PDF	☐	☐	
Cart	☐	☐	

15.8 Closing the test cycle

- Record the date, site language, animal group, food type, and version of the configuration that was tested.
- Correct only one cause at a time, then repeat the same profile without changing other data.
- Repeat the checks in the other supported languages after the English (US) reference matrix has passed.
- When testing is complete, disable **Included in diet** or move technical products that are not intended for customers to the Trash.
- Restore the commercial rankings and generate one final real diet as confirmation.

16. Complete comparison: Free vs. Diet Engine

Pet Nutrition Pro keeps a complete Free mode available for collecting the pet profile and calculating calorie requirements. **Diet Engine** is the annual service that also uses the WooCommerce catalog to identify compatible foods, calculate their amounts, and transfer the recommendation to the cart.

How to read the tables. ✓ means the function is operational. — means the function is not available in that mode.

Prepare means the retailer can configure the catalog in advance, but the setting affects diet recommendations only when Diet Engine is active.

16.1 Pet profile and calculation

Function	Free	Diet Engine	Operational note
Dog profile	✓	✓	Dog identification data and conditions.
Cat profile	✓	✓	Cat identification data and conditions.
Name, sex, age, and weight	✓	✓	Fields used for the sheet and calculation.
Body condition	✓	✓	Affects the requirement where applicable.
Dog size	✓	✓	Small, medium, or large according to the profile.
Neuter/spay status	✓	✓	Available for dogs and cats.
Daily activity and sports	✓	✓	Species- and profile-specific options.
Pregnancy and lactation	✓	✓	Displayed when consistent with sex and species.
Intolerances / exclusions	✓	✓	Collected in Free mode; used to filter products with Diet Engine.
Physical sensitivities	✓	✓	Collected in Free mode; applied to the catalog with Diet Engine.
Dry Food, Puffed Food, Wet Food preferences	✓	✓	In Free mode they describe the request; with Diet Engine they guide the recommendation.
Daily calorie calculation	✓	✓	Core function available in both modes.

16.2 Result, nutritional sheet, and printing

Function	Free	Diet Engine	Operational note
Resulting Diet page	✓	✓	Landing page for the result.
Profile summary	✓	✓	Displays the data entered by the user.
Daily calorie requirement	✓	✓	Expressed in kcal per day.
Pet photo	✓	✓	Can appear on the nutritional sheet when provided.
Browser printing	✓	✓	Final rendering may vary by browser and print driver.
Save as PDF	✓	✓	Performed through the browser print function.
Display of recommended products	—	✓	Requires a configured catalog and active service.
Product images and links	—	✓	Come from the selected WooCommerce products.
Recommended products in print/PDF	—	✓	Free mode prints the profile and requirement, not a commercial recommendation.

16.3 Product selection and amounts

Function	Free	Diet Engine	Operational note
Species filter	—	✓	Excludes items not intended for dogs or cats.
Dog-size filter	—	✓	Applies Small, Medium, and Large compatibility.
Life-stage filter	—	✓	Evaluates puppy/kitten, adult, and senior according to configuration.
Neuter/spay filter	—	✓	Compares the profile with the product settings.
Exclusion and sensitivity filters	—	✓	Recommends only compatible products.
Separate rankings	—	✓	Small Dog, Medium Dog, Large Dog, and Cat.

Function	Free	Diet Engine	Operational note
Dry Food selection	—	✓	Selects the first compatible product according to the ranking.
Puffed Food selection	—	✓	Selects the first compatible product according to the ranking.
Multiple Wet Food selection	—	✓	Respects compatibility, ranking, and the configured maximum.
Daily gram calculation	—	✓	Converts calorie shares using kcal/100 g.
Coordination among food types	—	✓	Distributes the recommendation among the selected food types.

16.4 Catalog and administration

Function	Free	Diet Engine	Operational note
Dry Food, Puffed Food, and Wet Food categories	Prepare	✓	Created on activation; used by product recommendations.
Included in diet	Prepare	✓	Enables the item as a candidate for the engine.
Dog and cat compatibility	Prepare	✓	Can be prepared before service activation.
Sizes, ages, and conditions	Prepare	✓	Product metadata used by Diet Engine.
Intolerances and sensitivities	Prepare	✓	Define product inclusion and exclusion conditions.
kcal per 100 g values	Prepare	✓	Required for amount calculations.
Ranking by animal group	Prepare	✓	Becomes operational in product selection.
Maximum Wet Food items	Prepare	✓	A maximum limit, not a required count.

16.5 WooCommerce and cart

Function	Free	Diet Engine	Operational note
WooCommerce installed and active ✓		✓	Required before Boma Pet Nutrition Pro can be activated.

Function	Free	Diet Engine	Operational note
Use of WooCommerce catalog	—	✓	Required to recommend actual products.
Add recommended items to cart	—	✓	Transfers an initial commercial quantity of one unit per product.
Products already in the cart	—	✓	WooCommerce combines quantities according to its expected behavior.
Change or remove items in cart	—	✓	Managed through normal WooCommerce functions.
Daily grams = cart quantity	—	—	These are different concepts in both modes.

16.6 Remote service, activation, and continuity

Function	Free	Diet Engine	Operational note
Remote service authorization	✓	✓	Required for the plugin's intended operation.
Service status and diagnostics	✓	✓	Visible in the plugin settings.
Annual Diet Engine service	—	✓	Unlocks recommendations, amounts, and cart integration.
Refresh service check	✓	✓	Forces a new status check; it does not clear the WordPress cache.
Free functions after service expiration	✓	✓	Free calculation remains available; annual-service features stop.
Service reactivation	—	✓	After renewal, the status check may need to be refreshed.

16.7 Essential differences

- Free mode calculates calorie requirements and produces a printable profile sheet.
- Diet Engine adds catalog analysis, compatibility, ranking, and daily amounts.
- The cart contains commercial packages; the diet shows daily gram amounts.
- Catalog configuration can be prepared in advance, but it becomes operational only while the annual service is active.
- Expiration does not remove the Free calculation: only Diet Engine-specific features are disabled.

PART II — Integration for WordPress developers and agencies

Installation, pages, customization, diagnostics, and privacy

17. Installation and first activation

Boma Pet Nutrition Pro prepares the operating path from the first activation. A WordPress developer does not need to build the calculation engine or understand the internal operation of Diet Engine. The developer must first ensure that WooCommerce is installed and active, verify the authorized connection, place the form on the website, and check the page where the result is displayed.

Scope of this guide. Diet Engine is described as an available service, not in terms of its internal logic. Formulas, databases, proprietary compatibility criteria, and remote infrastructure are not part of WordPress customization.

17.1 Two states that must not be confused

Remote-service authorization and annual Diet Engine activation are two different conditions. The first allows the plugin to make the calls required for calculation; the second enables the additional commercial features.

Condition	What it enables	If it is not present
Remote service authorized	Sends the data required for calculation and receives the result.	The plugin remains installed and configurable, but external API calls are suspended.
Annual Diet Engine service active	Recommended products, coordinated amounts, and WooCommerce cart data.	The Free path remains available: profile, calorie requirement, nutritional sheet, and printing/PDF.

In practice. To use Free mode, authorize the remote service. An active annual Diet Engine service is not required.

17.2 First opening and guided setup

On first opening Boma Pet Nutrition Pro, with WooCommerce already installed and active, the Getting Started page indicates whether the remote service has been authorized and summarizes five actions: authorize the remote connection, check any Diet Engine service, configure diet products, insert the form, and run a final test. The Resulting Diet page is created and linked automatically on a clean installation.

Figure note. Figures 17.1-17.2 summarize the current 1.3.1.4 workflow and controls. Figure 17.3 was captured in the Italian reference environment used for the master guide; the authorized-state workflow is the same. Figures 17.4-17.5 show the English interface.

Boma Pet Nutrition Pro 1.3.1.4 - first opening

Prerequisite: WooCommerce must be installed and active
before Boma Pet Nutrition Pro can be activated.

Getting Started - five operational steps

1 Remote service authorization
Enable the external API calls required for calculation.

2 Diet Engine check
Check the annual service status separately.

3 Configure diet products
Prepare WooCommerce products when Diet Engine will be used.

4 Form and results page
Insert the form; Resulting Diet is created and linked automatically.

5 Final test
Run a complete logged-out test from form to result.

Administration menu label: **Pet Nutrition Pro**

"Boma Pet Nutrition Pro" is the official plugin name in WordPress Plugins / WordPress.org.

Figure 17.1 — First opening in version 1.3.1.4: WooCommerce prerequisite and the five operational setup steps.

The Getting Started and Remote Service and Privacy screens explain the data required for operation. Detailed documentation remains in that section; here the focus is the operational authorization sequence.

17.3 Authorizing the remote connection

The site owner provides authorization through the Remote service authorization checkbox in the Pet Nutrition Pro settings. The choice enables or suspends the external calls required for calculation, but it does not automatically activate Diet Engine. Refresh service check does not authorize or revoke the connection; it only forces an update of the stored service-status verification.

Remote service authorization - two separate controls

☒ **Remote service authorization**
This checkbox records the site owner's choice and enables or suspends the external calls required for calculation.

Authorization is also required for Free calculation.

Refresh service check

Refresh service check
Forces a new verification of the service / Diet Engine status stored in the plugin's fast cache.

It does not authorize or revoke the remote connection.

Do not confuse these operations.
Refresh service check does not clear WordPress, browser, server, CDN, or page caches.

Figure 17.2 — Remote service authorization and Refresh service check are separate controls with different purposes.

Data	Operational meaning
Site code connected to the service	Identifies the site to Pet Nutrition Pro.
Remote service API key	Associates the installation with the service in an authorized manner. If a key is already stored, the field can be left blank to preserve it, as indicated on screen.
Remote service authorization	Records the site owner's choice and enables the necessary external calls.

Data and privacy. The pet photo is not sent to the remote service. Printing and PDF saving are handled through the browser. For the complete list of transmitted data, see **Remote Service and Privacy** and Chapter 21.

17.4 Verifying authorization

After Remote service authorization is enabled, the Getting Started page shows API connection: authorized. The annual service may still appear as inactive. This is not an error and does not prevent the use of Free functions.

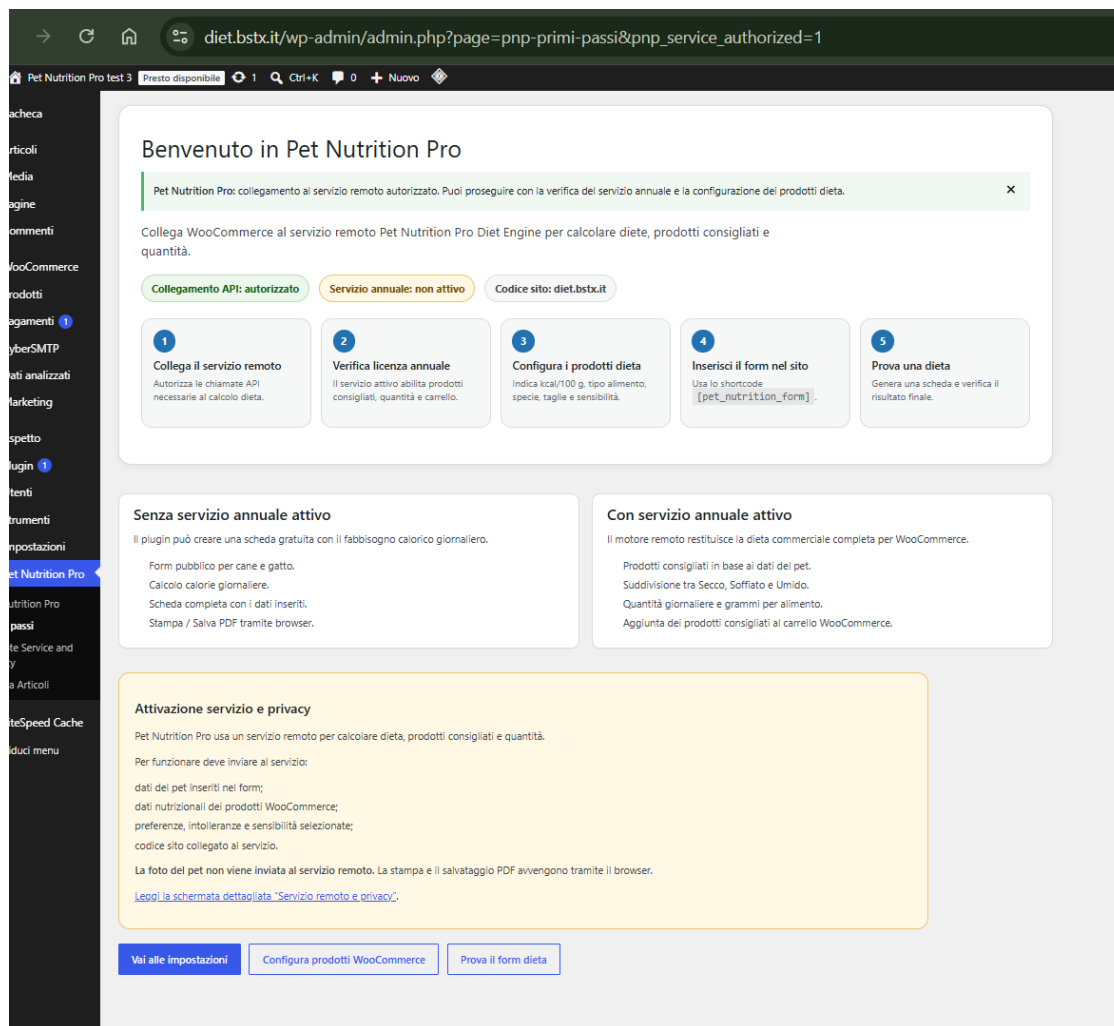


Figure 17.3 — API connection authorized and annual service inactive: Free mode is ready to be tested.

- Verify that the confirmation message is green and that the API connection is shown as authorized.
- Use **Try the diet form** to check the public Free-mode path.
- Configure WooCommerce products only if the site will use Diet Engine functions.
- Do not interpret **Annual service: inactive** as a failed installation or a Free-mode error.

17.5 Activating Diet Engine

When a valid annual service is associated with the site code, the settings display **Pet Nutrition Pro service: active** and the corresponding expiration date. This information allows the developer to verify which elements should appear on the results page; understanding the internal procedure used by the service to process the diet and products is not required.

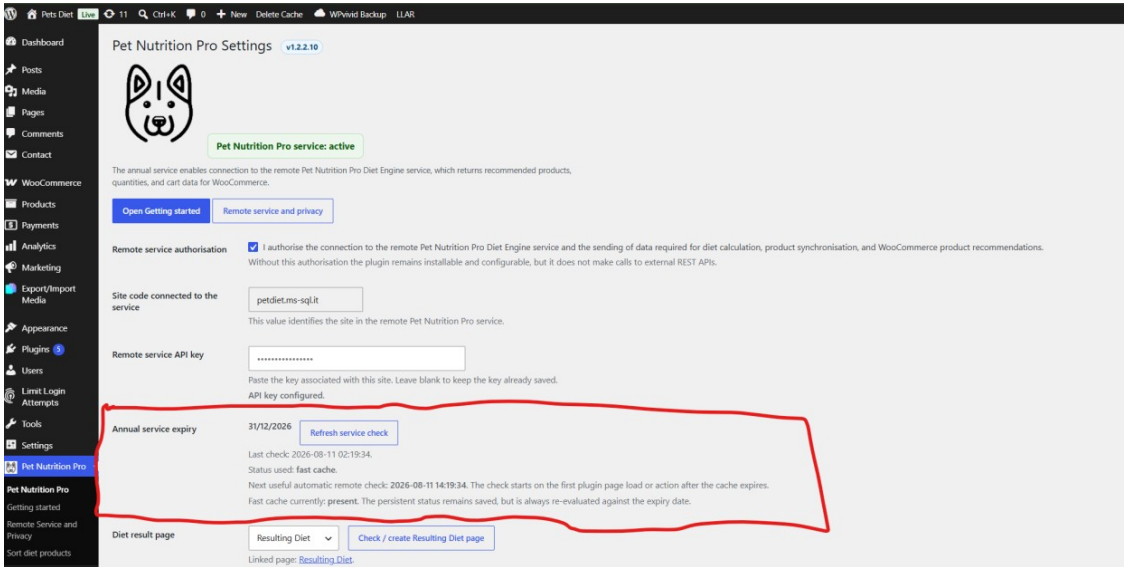


Figure 17.4 — Diet Engine active, annual expiration date, and service status stored in the fast cache.

Indicator	How to read it
Annual service expiry	Date through which the annual service is valid.
Last check	Date and time of the most recent status check used by the plugin.
Status used: fast cache	The status was read from the fast cache, avoiding a remote call on every page load.
Next useful automatic remote check	Earliest time when a new automatic remote check becomes useful; it will run on the first plugin page load or action after the cache expires.

17.6 Why the cache exists and when to refresh

Service validity normally does not change from one page load to the next. Pet Nutrition Pro therefore keeps a fast status cache to reduce repeated remote calls and make administration faster. The persistent status remains stored, but it is still re-evaluated against the expiration date.

Refresh service check forces a new verification of the Pet Nutrition Pro service status. It does **not** clear page cache, browser cache, LiteSpeed Cache, or other WordPress caching systems.

Run the refresh in the following cases:

- immediately after a new activation or annual renewal that is not yet reflected in the settings;
- after changing the site code or API key;
- when the displayed status does not match the expected status;
- during a diagnostic procedure requested by support.

There is no need to press the button on every visit. Under normal conditions, the automatic check runs after the cache has expired, on the first useful plugin page load or action.

17.7 Result landing page

On a clean installation, after Boma Pet Nutrition Pro is activated, the plugin automatically creates and links the Resulting Diet page, which becomes the landing page after the form is submitted. The developer may choose another page under Diet result page. Check / create Resulting Diet page remains available as a verification and recovery procedure.

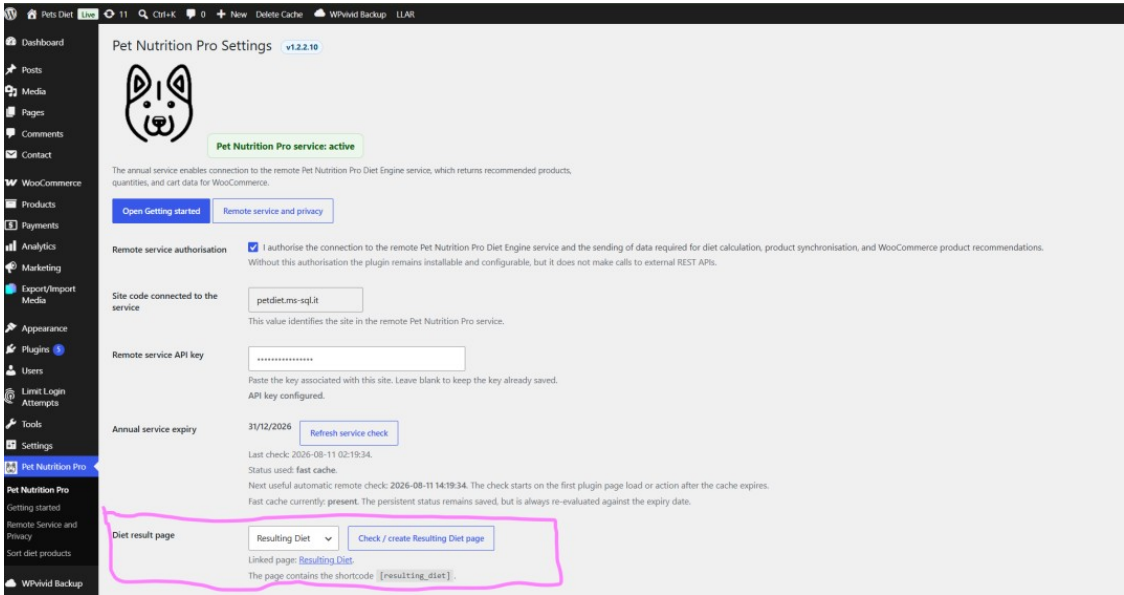


Figure 17.5 — The result landing-page setting and the required [bomapnp_resulting_diet] shortcode.

Essential requirement. The selected page must contain the shortcode [bomapnp_resulting_diet]. Without it, Pet Nutrition Pro has no location in which to display the resulting nutritional sheet. On updated installations, migration handles the previous shortcode; current documentation uses only [bomapnp_resulting_diet].

Operation	Correct behavior
Use Resulting Diet	Keep the Resulting Diet page created and linked automatically on a clean installation.
Use an existing page	Select it from the list, insert [bomapnp_resulting_diet] into its content, and save the settings.
Change title or permalink	Allowed. After the change, verify that the page remains selected and that the shortcode is still present.
Elementor Free	Compatibility was verified in a standard WordPress installation: shortcode insertion, calculation submission, and opening of the Free result worked correctly.
Elementor Pro and other page builders	Not specifically tested. Their use requires verification in the site's actual configuration.

Compatibility limits

Compatibility with Elementor Free was verified in a standard environment, but this is not an absolute guarantee for every site. The active theme, Elementor Pro, other plugins, custom CSS or JavaScript, cache, minification, and site-specific settings may alter behavior. If an anomaly occurs, first verify the shortcodes on a standard WordPress page and then investigate conflicts.

The results page and the page containing the form have different roles. The form uses [pet_nutrition_form]; the destination selected in the settings must contain [bomapnp_resulting_diet].

17.8 Final check after first activation

Check	Expected result
Plugin active	Pet Nutrition Pro appears in the WordPress administration menu.
Remote authorization	API connection: authorized.

Check	Expected result
Free mode	The form calculates the requirement and generates the nutritional sheet even without an annual service.
Diet Engine, if purchased	Service active, expiration date consistent, and status updated.
Form page	Contains [pet_nutrition_form].
Results page	Selected in the settings and contains [bomapnp_resulting_diet].
Public test	The form submits and opens the correct results page, including on a mobile device.

Completion criterion. Activation is complete when a test profile reaches the results page and returns at least the Free nutritional sheet. Commercial functions are verified in addition only when Diet Engine is active.

18. Creating the form page and results page

Pet Nutrition Pro uses two pages with distinct functions. The first hosts the form through which visitors describe their pets; the second receives the submission and displays the calculated nutritional sheet. On a clean installation, Boma Pet Nutrition Pro automatically creates and links the Resulting Diet page. The developer can design the editorial context of both pages freely, as long as the two shortcodes and the destination link are preserved.

Core rule. `[pet_nutrition_form]` displays the form. `[bomapnp_resulting_diet]` displays the result. They are not interchangeable and, in the normal workflow, should be placed on two different pages.

18.1 Complete workflow

Step	Page or component	Result
1. Open	Public page containing <code>[pet_nutrition_form]</code>	The visitor sees the responsive form.
2. Complete	Common and conditional fields	The profile is completed according to species, sex, age, and selected conditions.
3. Submit	Calculation button	The plugin validates the data and sends the request to the configured results page.
4. Result	Page containing <code>[bomapnp_resulting_diet]</code>	The nutritional sheet, calories, and — when active — Diet Engine content are displayed.

No manual link is required. You do not need to create a button or link between the two pages. The form automatically uses the results page selected in the Pet Nutrition Pro settings.

18.2 Creating the page that hosts the form

The form page is a normal WordPress page. It can have a title, introductory text, images, commercial information, and content after the form. Insert the following shortcode at the point where the questionnaire should appear:

`[pet_nutrition_form]`

With the block editor, use the **Shortcode** block whenever possible. It can also be inserted in another compatible block that executes shortcodes, but it must not be converted to preformatted text or displayed literally to the visitor.

Operation	Guidance
Title and permalink	Can be chosen freely according to the site's structure.
Text before and after the form	Allowed; it does not modify the calculation.
Page template	May use the theme template, provided it leaves adequate usable width for the form.
Site menu	The page can be added to the menu, linked from a button, or kept outside the menu.
Multiple pages with the form	Technically, the shortcode can be used on multiple pages; each placement must be tested on the real site.

Avoid this. Do not copy the HTML generated by the form and do not manually rebuild its fields. The content is dynamic and must be produced by the shortcode.

18.3 Visible structure and conditional fields

The form changes according to the selections made. Dogs and cats share some information, while size, activity, sports, neuter/spay status, pregnancy, lactation, and other conditions appear only when relevant. This logic is managed by the plugin.

- Fields that appear or disappear must not be hidden through custom CSS rules.
- Visible labels follow the site language and the translations available in the plugin.
- Validation prevents incomplete or inconsistent profiles from being submitted and identifies fields that still need to be completed.
- When a pet photo is provided, it is used on the nutritional sheet and in print output according to the documented user-facing behavior.

Responsive behavior. The responsive layout is handled by Pet Nutrition Pro. However, the theme, page container, or custom CSS must not impose fixed widths, overflow, or spacing that prevents the form from adapting correctly.

18.4 The Resulting Diet landing page

On a clean WordPress installation, after Boma Pet Nutrition Pro is activated, the plugin automatically creates and links a page named Resulting Diet, normally using the slug /resulting-diet/. The page contains [bomapnp_resulting_diet]. Existing pages are not overwritten.

[bomapnp_resulting_diet]

The automatically created page can be kept or replaced by another page under Diet result page in the Pet Nutrition Pro settings. Check / create Resulting Diet page should be treated as a verification and recovery command when the page is missing, has been modified, or must be recreated.

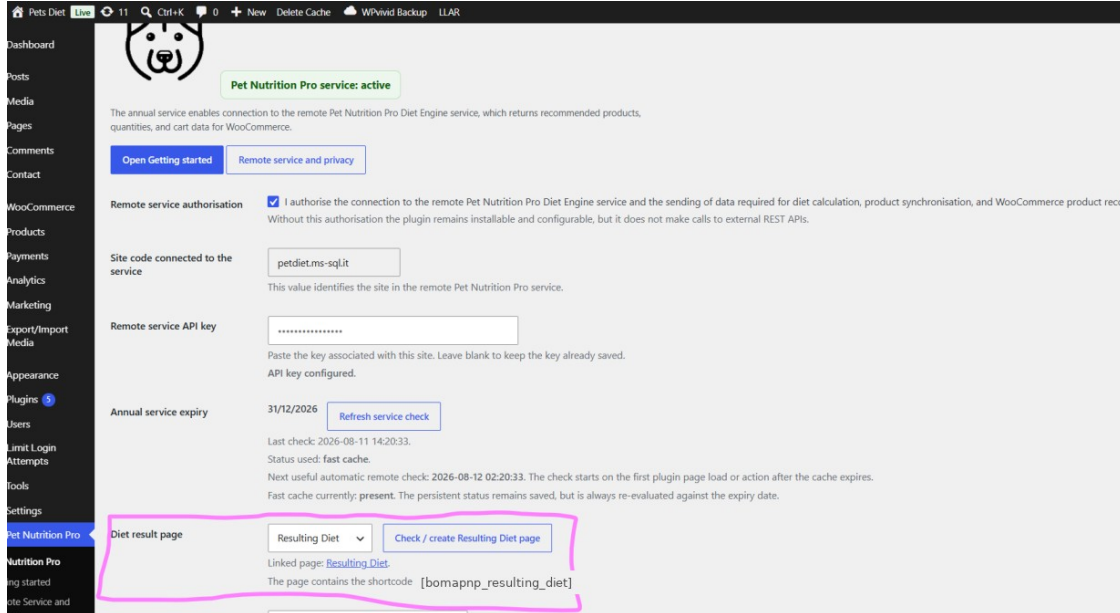


Figure 18.1 — In the Pet Nutrition Pro settings, Diet result page selects the landing page. The linked page is valid when it contains [bomapnp_resulting_diet].

Change	Allowed?	Condition
Change title	Yes	The shortcode must remain present.
Change permalink	Yes	Run a new complete submission afterward.

Change	Allowed?	Condition
Add a heading or text	Yes	Do not insert content that interrupts or replaces the shortcode.
Select another page	Yes	Insert [bomapnp_resulting_diet], select the page, and save settings.
Delete the linked page	No	First link a valid destination or have the plugin recreate the page.

Automatic check. If the selected page does not contain [bomapnp_resulting_diet], the settings display a warning. The fact that the page exists is not sufficient.

18.5 What the results page displays

The content produced by [bomapnp_resulting_diet] depends on service status. Free mode displays the nutritional sheet; Diet Engine adds the commercial product sections and WooCommerce integration when active.

Area	Free	With Diet Engine
Pet profile	Visible	Visible
Calorie requirement	Visible	Visible
Photo and summary sheet	Available	Available
Print / Save as PDF	Available	Available
Recommended products and amounts	Not displayed	Displayed when compatible products are available
Transfer to cart	Not available	Available when WooCommerce requirements are met

The results page does not need to explain the algorithm or duplicate processed data. Headings, introductory text, support links, and editorial content may be added outside the area generated by the shortcode.

18.6 Using Elementor Free

Pet Nutrition Pro was tested with Elementor Free in a standard WordPress installation. Inserting the form with a shortcode, submitting the calculation, and opening the Free result all worked correctly.

Page	Recommended procedure
Form page	Insert the Shortcode widget and add [pet_nutrition_form].
Results page	Insert the Shortcode widget and add [bomapnp_resulting_diet], then select that page in the plugin settings.
Container	Use a width appropriate for the content; avoid excessively narrow columns and fixed widths on mobile devices.

Verified compatibility, not universal compatibility. The Elementor Free test describes the environment that was tested, but it does not guarantee every installation. The active theme, Elementor Pro, other plugins, custom CSS or JavaScript, cache, minification, and site-specific settings may interfere. Elementor Pro and other page builders were not specifically tested.

If an anomaly occurs, first repeat the test using the two shortcodes on standard WordPress pages. If the flow works there, the problem is likely related to page configuration, the theme, or another component on the site.

18.7 Allowed modifications and the boundary of Chapter 19

This chapter defines where to place the components. Beginning with Chapter 19, customization of the results page should start with the native **Pet Nutrition Pro > Appearance and Layout** options; custom CSS remains the tool for changes that are not covered by the native settings. In all cases, do not rebuild fields, shortcodes, submission logic, or dynamic plugin content.

Modification	Assessment
Text, headings, and images outside the shortcode	Allowed
Page-container width	Allowed, with responsive verification
Additional theme CSS or child-theme CSS	Possible; documented in Chapter 19
Direct modification of plugin PHP, CSS, or JavaScript files	Avoid: updates may overwrite changes and functionality may be compromised
Copying or altering generated HTML	Avoid

18.8 Testing the workflow

Testing is not complete simply because the form is visible. Perform at least one complete submission and verify the actual destination.

Check	Expected result
Form page	[pet_nutrition_form] executes and the questionnaire is visible.
Dynamic fields	Relevant sections appear and disappear without overlap.
Validation	Missing required data is reported.
Submission	The browser reaches the page selected under Diet result page.
Results page	[bomapnp_resulting_diet] returns the sheet corresponding to the profile just submitted.
Public user	The test also works without access to the WordPress administration area.
Printing	Print preview and PDF saving reproduce the sheet correctly.
Diet Engine, if active	Products, amounts, and cart features appear according to configuration.

Minimum final test. Open the form page in a private/incognito window, complete a profile, submit it, and verify the sheet on the results page. This single test checks shortcodes, destination linking, remote authorization, and public access.

18.9 Most common configuration errors

Symptom	First check
The shortcode appears as text	Use a Shortcode block or widget and verify the brackets and shortcode name exactly.
The form works but the result does not appear	Check the selected destination page and confirm that [bomapnp_resulting_diet] is present.

Symptom	First check
The wrong page opens	Save Diet result page again and repeat the submission.
The page is too narrow	Remove columns, max-width rules, or padding imposed by the theme or builder.
It works for an administrator but not for a visitor	Test while logged out and check cache, security, consent, and optimization settings.
Products and cart are missing	Verify Diet Engine status and WooCommerce requirements; this does not depend on the Free shortcode.

18.10 Operational summary

Check	Expected result
Form page	Contains [pet_nutrition_form] at the desired location.
Landing page	Contains [bomapnp_resulting_diet] and is selected in the settings.
Editorial content	Remains outside the shortcodes and does not alter their execution.
Elementor Free	Usable in the tested standard environment, subject to the stated limitations.
Responsive layout	Managed by the plugin; the container imposes no incompatible constraints.
Final test	A logged-out visitor completes the flow through at least the Free nutritional sheet. This is the completion criterion.

19. Appearance and Layout: customization for stores, agencies, and developers

Pet Nutrition Pro includes the native Appearance and Layout page. Stores and agencies can customize the on-screen presentation of the nutritional sheet and recommended products without modifying the form, calculation logic, or Diet Engine requests. Native options should be preferred over custom CSS whenever they meet the project requirement.

Guiding principle. Customize the appearance; do not rebuild the form. IDs, field names, shortcodes, values, hidden fields, nonces, the form action, and functional JavaScript must not be modified.

Guiding principle. Use **Pet Nutrition Pro > Appearance and Layout** first. Use additional CSS only when the project requires a change that is not provided by the native options.

19.1 The Pet Nutrition Pro > Appearance and Layout page

Open **Pet Nutrition Pro > Appearance and Layout**. This page collects the native settings that control the on-screen presentation of the nutritional sheet and recommended products. Preferences are stored in WordPress options and do not require changes to the plugin database.

19.2 What it customizes — and what it does not change

Appearance and Layout affects presentation. It does not modify form content, shortcodes, calculation logic, compatibility criteria, Diet Engine calls, or cart behavior. Browser display and print/PDF rendering intentionally remain separate.

Area	Controlled by Appearance and Layout	Not modified
Nutritional sheet	Width, fonts, colors, backgrounds, borders, corner radius, on-screen pet photo	Calculation, pet data, sheet content
Recommended products	Grid/list, columns, images, visible elements, button style	Compatibility, ranking, amounts
Store/agency identity	Logo, text beside logo, additional CSS class	Nutritional logic and API calls
Print/PDF	No automatic changes to print rendering	Print layout controlled by the plugin

19.3 Customizing the nutritional sheet

For the result sheet, you can adjust the maximum content width, choose whether to inherit typography from the theme or use the plugin's system font, set primary, heading, text, surface, and border colors, define card corner rounding, and choose whether the pet photo is shown on screen.

- **Maximum content width:** 720 to 1600 pixels.
- **Typography:** inherit from the theme or use the plugin system font.
- **Colors:** primary, headings, text, surfaces, and borders.
- **Card shape:** adjust corner radius.
- **Pet photo:** configure on-screen visibility without changing photo logic.

19.4 Customizing recommended products

The presentation of WooCommerce products can be adapted to the project without altering the selection returned by Diet Engine. The store or agency controls how candidates already returned by the engine are displayed.

- **Layout:** card grid or horizontal list.
- **Image ratio:** square, portrait, landscape, or original.
- **Visible elements:** image, price, short description, and button can each be enabled or disabled independently.
- **Button:** filled, outlined, or text-link style.
- Visual settings do not change which product is selected or its daily amount.

19.5 Responsive layout: desktop, tablet, and smartphone

The number of recommended-product columns can be configured separately for desktop, tablet, and smartphone. The default configuration uses three columns on desktop, two on tablet, and one on smartphone. Final verification must be performed on the public site with an actual result.

Device	Default configuration	Recommended check
Desktop	3 columns	Check page width, images, prices, and buttons.
Tablet	2 columns	Verify that the theme does not impose incompatible widths or overflow.
Smartphone	1 column	Check readability, touch targets, and absence of horizontal scrolling.

19.6 Store or agency identity

For projects created or managed by an agency, identity elements can be added to the result container without modifying plugin files. Branding is optional and does not affect the nutritional engine.

- Store or agency logo URL.
- Optional text displayed next to the logo.
- Additional CSS class on the result container for theme- or client-project-specific integration.

19.7 Selecting the logo from the Media Library

The logo can be entered by typing its URL directly or by using Select from Media Library. The button opens the WordPress media selector, limits selection to images, and returns the selected file URL to the expected field. After saving, verify the result on the public page.

19.8 Previewing and verifying the real result

The administrative preview provides a quick way to check colors, card shape, image ratio, and button style. It does not replace real-world testing, because the active theme, page builder, and actual product data may change the final rendering.

- Generate at least one real result containing fully populated WooCommerce products.
- Check the page on desktop, tablet, and smartphone.
- Test products with titles and descriptions of different lengths.
- Check hover/focus states, contrast, and readability.
- Clear the relevant caches if a saved change does not appear on the public site.

19.9 Print and PDF: a separate rendering

Appearance and Layout settings apply to the on-screen presentation. The sheet intended for printing or saving as PDF keeps a separate, controlled presentation to preserve readability and stability. A difference between the browser view and the PDF is therefore intentional and, by itself, is not an error.

19.10 Additional CSS class and advanced customizations

The additional CSS class available in Appearance and Layout is the recommended attachment point when native options are not enough. It allows rules to be scoped to a specific client project and reduces the risk of interfering with WooCommerce, the theme, or other pages.

For agencies. First configure everything available in Appearance and Layout. Only then add CSS scoped to the project's custom class. Do not directly modify plugin files.

19.11 Where to place custom CSS

Method	When to use it	Effect on updates
WordPress Additional CSS	Small corrections and site-specific rules.	Remains separate from plugin files.
Child theme	Structured, version-controlled customizations maintained by the developer.	Not overwritten when the parent theme or plugin is updated.
Page-builder CSS	Rules limited to a page or container, if supported by the builder.	Depends on the builder and its configuration.
Plugin files	Do not use for client customizations.	Changes may be lost on the next update.

Recommended choice. Use **Pet Nutrition Pro > Appearance and Layout** first. For needs not covered by the native options, use WordPress Additional CSS for a small number of rules, or a child theme/version-controlled component for structured projects.

19.12 Rule scope and safe selectors

Every rule should be scoped to a plugin container. This reduces the risk of unintentionally changing buttons, forms, and headings elsewhere on the site.

```
/* Public form */
#petForm.pnp-public-form { /* rules */ }
```

```
/* Result sheet */
.pnp-result-shell { /* rules */ }
```

Avoid this. Generic selectors such as `form`, `input`, `select`, `h1`, `button`, or `.card` can affect the entire site. Always scope rules through a Pet Nutrition Pro container.

19.13 Form container and CSS variables

The `#petForm.pnp-public-form` container exposes CSS variables used throughout the form. This is the most efficient place to change accents, borders, surfaces, and text without repeating the same declarations.

Variable	Main use	Initial value
--pnp-accent	Button, notes, and highlights	#2271b1
--pnp-border	Field and panel borders	#d9e2ec
--pnp-soft	Choice and panel backgrounds	#f7fafc

Variable	Main use	Initial value
--pnp-soft-2	Badge and note backgrounds	#eef6ff
--pnp-text	Primary text	#1f2933
--pnp-muted	Secondary text	#607083
--pnp-gap	Grid spacing	14px

```
#petForm.pnp-public-form {
  --pnp-accent: #176b5b;
  --pnp-soft-2: #eef8f5;
  border-radius: 14px;
  box-shadow: none;
}
```

19.14 Main form selectors

Selector	Customizable element
.pnp-form-title	Main form title
.pnp-form-subtitle	Introductory text
.pnp-form-step	Panels for the different sections
.pnp-step-title / .pnp-step-badge	Section titles and badges
.pnp-choice / .pnp-pill	Radio and checkbox choices displayed as pills
.pnp-note / .pnp-vet-note	Informational notes and veterinary note
.pnp-guide-panel / .pnp-size-guide	Guides and size table
.pnp-photo-box / .pnp-photo-preview	Photo upload and preview
#petForm.pnp-public-form input[type="submit"]	Final calculation button

Dynamic structure. Do not force `display:block` or `display:none` on animal panels or conditional fields. Their visibility is controlled by the plugin according to user selections.

19.15 Main result selectors

Selector	Customizable element
.pnp-result-shell	Overall result-sheet container
.pnp-result-card	Main card
.pnp-result-card-header	Header containing animal and calories
.pnp-result-photo	Photo area
.pnp-result-title / .pnp-result-subtitle	Pet name and subtitle
.pnp-result-calories	Calorie-requirement panel
.pnp-result-fact / .pnp-result-chip	Summary data and indicators
.pnp-result-print-button	Print button
.pnp-pro-meal-card / .pnp-pro-cart-button	Diet Engine area and cart transfer
.pnp-result-free-notice / .pnp-result-error	Free notice and error messages

```
.pnp-result-card {
  border-radius: 14px;
  box-shadow: none;
}

.pnp-result-print-button,
.pnp-pro-cart-button {
  background: #176b5b;
}
```

19.16 Typography, width, and spacing

- Change font, color, and weight of headings without hiding instructions or labels.
- Leave useful width for both form and sheet. An outer container that is too narrow can make the layout feel crowded even if it technically remains responsive.
- Keep adequate clickable/touch areas for radio buttons, checkboxes, and buttons.
- Verify contrast, keyboard focus, and readability of secondary text after every color change.

Responsive behavior provided by the plugin. Plugin media queries adapt grids, options, photos, and results. Site customizations must not impose fixed widths, excessive `min-width`, hidden overflow, or rigid grids that conflict with that behavior.

19.17 Print and PDF: CSS and advanced rendering

The nutritional sheet uses print-specific rules, and the print command generates dedicated content. A change applied to the on-screen page does not necessarily produce the same effect in print output.

Modification	Guidance
On-screen colors and fonts	Verify print preview separately.
Elements that should not print	Do not alter <code>.pnp-no-print</code> and <code>.pnp-result-actions</code> .
Pet photo	Do not impose fixed heights that may crop it in the PDF.
Margins and page breaks	Test at least the supported browser and Save as PDF .

Important limitation. Additional site CSS may not be copied in full into the print window generated by the plugin. Print customization therefore requires a specific test and, when necessary, a supported plugin extension.

19.18 Changes that require development

CSS changes presentation, not content or behavior. The following requests should not be implemented by hiding elements or manipulating the DOM after the page loads:

- add, remove, or rename form fields;
- change values, options, conditions, or validation criteria;
- modify the form destination or submission method;
- alter calories, products, amounts, or sheet content;
- change printing or cart behavior;
- replace translatable text by modifying plugin markup directly.

Hooks and filters. Use only hooks or filters documented as public for the installed version. If a customization has no documented extension point, request a supported change rather than attaching code to internal functions.

19.19 Updates and preserving customizations

Before	During	After
Back up and document custom rules.	Do not reinsert changes into updated plugin files.	Clear relevant caches and verify both pages.
Record plugin, theme, PHP, and builder versions.	Read release notes for visual or structural changes.	Check custom selectors and the browser console.
Test in staging when the site is operational.	Keep site code and plugin code separate.	Repeat Free calculation and, if active, the Diet Engine flow.

CSS classes and updates. The classes listed in this chapter correspond to the documented version. They are useful attachment points, but they are not an immutable API. After an update, verify both their presence and their rendering.

19.20 Testing the customization

Check	Expected result
Form page, logged-out user	Shortcode executes, fields are readable, and submission works normally.
Dog and cat	Panels and conditional fields appear correctly.
Desktop and smartphone	No overlap or abnormal horizontal scrolling.
Resulting Diet page	Free sheet is readable and data matches the submission.
Diet Engine, if active	Products, amounts, and cart button remain usable.
Print / PDF	Photo, data, and pagination are complete.
Cache and minification	No stale CSS version or JavaScript error.
Essential accessibility	Contrast, focus, and clickable areas remain adequate.

19.21 Recovery after a conflict

If a problem appears after a customization, temporarily disable only the rules that were added and test again. If the flow becomes correct, re-enable the rules in small groups until the responsible rule is identified.

- Check generic selectors, !important, display, position, width, overflow, and z-index first.
- Clear page cache, aggregated CSS, CDN cache, and browser cache where applicable.
- Compare behavior on a standard WordPress page without customizations.
- Record the URL, device, browser, version, and reproduction steps before requesting support.

Safe recovery. Removing custom CSS should return the plugin to its standard appearance without requiring reinstallation or changes to data.

Chapter 19 operational summary

Objective	Rule
Change visual identity	Use variables and selectors scoped to the plugin.
Protect updates	Keep CSS outside plugin files.
Preserve responsiveness	Do not impose sizes or grids that conflict with internal media queries.
Preserve functionality	Do not modify fields, shortcodes, submission behavior, JavaScript, or dynamic content.

Objective	Rule
Customize printing	Treat it as a separate task and test it explicitly.
Manage future changes	Recheck classes and rendering after every update.
Diagnose a conflict	Disable only added rules and re-enable them progressively.
Standard customization	Configure Pet Nutrition Pro > Appearance and Layout first.
Agency branding	Use logo, text, and additional CSS class without modifying the engine.

Chapter boundary. This chapter documents visual customization and safe intervention methods. General compatibility, theme/plugin conflicts, and the complete diagnostic path are covered in Chapter 20.

20. Compatibility and troubleshooting

Pet Nutrition Pro operates inside WordPress and can therefore be affected by the environment that hosts it. The theme, plugins, page builder, caching, optimizations, PHP version, and customizations can influence the result even when the plugin works correctly in a standard installation.

Diagnostic principle. Reproduce the problem, change only one variable at a time, and record the outcome. An orderly diagnosis is more reliable than simultaneous changes or reinstallations performed before the cause has been identified.

20.1 Scope of compatibility

Component	Documented status	Limitation
Standard WordPress	Environment expected by the plugin.	Actual version and requirements must match the release information for the installed version.
Elementor Free	Compatibility verified in a standard installation: form display, submission, Free calculation, and opening of the result.	The test does not guarantee every combination of theme, plugins, CSS, JavaScript, or optimization.
Elementor Pro	Not specifically tested.	Additional features and customizations may change page behavior.
Other page builders	Not specifically tested.	Verify both shortcodes and the entire flow.
Third-party themes and plugins	Compatibility depends on configuration.	It is not possible to certify every available combination in advance.

Correct wording. Compatibility verified with Elementor Free in a standard environment; correct operation on a specific installation may depend on the active theme, plugins, and customizations.

20.2 Requirements and preliminary checks

Before investigating a conflict, verify that the installation meets the requirements declared for the installed plugin version. Do not rely on fixed version numbers in this guide that may become obsolete; refer to the release information and the administration screen.

Check	Verification
WordPress and PHP	Supported versions and no critical errors in Site Health.
Plugin	Boma Pet Nutrition Pro installed, active, and up to date; no duplicate or leftover copy.
Form page	Exactly one [pet_nutrition_form] shortcode.
Results page	Page selected in settings and [bomapnp_resulting_diet] present.
Permalinks	Page published, URL reachable, and permalink structure saved correctly.
Browser	JavaScript and cookies not blocked; also test in a private/incognito window.
HTTPS	Page and resources load without mixed-content warnings or browser blocks.
WooCommerce	Installed and active; required before Boma Pet

Check	Verification
	Nutrition Pro can be activated.

20.3 Recommended diagnostic path

Step	Action	Interpretation
1	Reproduce the problem as a logged-out user.	Excludes differences caused by the administrator session.
2	Check the shortcodes and Resulting Diet page.	Identifies the most common configuration errors.
3	Clear relevant caches and test again.	Excludes stale pages, CSS, or scripts.
4	Test with custom CSS/JS disabled.	If the issue disappears, the cause is local to the customization.
5	Temporarily test on a standard WordPress page.	Distinguishes the plugin from the page builder or template.
6	In staging, progressively disable nonessential plugins.	Isolates possible conflicts without affecting the live site.
7	Check logs and the browser console without exposing personal data.	Provides technical errors that may be useful to support.

Live site. Invasive tests such as changing the theme or disabling plugins should be performed in staging or during an agreed maintenance window. Do not compromise sales, orders, or other site functions.

20.4 The form is not displayed

Possible cause	Check and action
Shortcode missing or altered	Use exactly [pet_nutrition_form], with no quotation marks, HTML, or internal spaces.
Wrong widget	In a page builder, use a Shortcode block/widget rather than an HTML field that displays literal text.
Page or template not published	Check status, visibility, permalink, and the URL actually being opened.
Page cache	Clear site, CDN, and browser cache; test again while logged out.
PHP or JavaScript error	Check Site Health, WordPress logs, and the browser console.
Conflict	Test the shortcode on a standard page and, in staging, with nonessential components disabled.

20.5 The form appears but does not work correctly

- Verify that fields, IDs, names, values, hidden fields, and the submit button have not been rebuilt or modified by the theme or custom code.
- Check that script minification, deferral, or combination does not alter loading order.
- Temporarily disable only the added CSS/JavaScript to determine whether it is hiding dynamic fields or blocking events.
- Test both dog and cat profiles and verify that conditional sections appear according to the choices made.
- Check the browser console for errors, reporting file and line information without copying tokens, cookies, or user data.

Responsive behavior. Pet Nutrition Pro provides the responsive layout. However, fixed widths, min-width, overflow rules, rigid grids, or site-level !important declarations can limit adaptation and should be excluded during diagnosis.

20.6 The calculation does not reach the result

Symptom	Verification
The page remains on the form	Check visible validation messages, JavaScript errors, and form submission.
Page not found or wrong destination	Verify the page selected under Diet result page and resave permalinks.
Blank page or visible shortcode	Insert [bomapnp_resulting_diet] in a Shortcode block and remove duplicates or typing errors.
Result not available	Immediately repeat the flow without directly opening or reloading an old results page.
Service error	Check connectivity and service status; remote-service details are covered in Chapter 21.

20.7 Incomplete or inconsistent result

Before interpreting the case as a calculation error, repeat the test with recorded inputs and verify that the sheet corresponds to the most recent submission. Avoid comparing sheets from different sessions, languages, or configurations.

- Check species, sex, age, weight, size, neuter/spay status, activity, and selected conditions.
- Verify that the displayed language and units match the site and the test being performed.
- Repeat the test after clearing relevant caches and in a new private/incognito window.
- If Diet Engine is active, use **Refresh service check** after activation, renewal, or a site-code change. This updates the service verification; it does not clear the general WordPress cache.
- For a reproducible case, record every input and the expected/observed result before contacting support.

20.8 Diet Engine, products, and cart

Problem	Check
Service shown as inactive	Verify activation and expiration, then use Refresh service check .
No products appear	Verify catalog configuration, test conditions, and availability of relevant products.
Unexpected amounts or ranking	Reproduce the profile with all inputs recorded and review the administrative configuration.
Cart button missing	Verify that Diet Engine is active and that WooCommerce and required functions are available.
Add to cart fails	Check whether the product is purchasable and available, WooCommerce session behavior, browser console, and cache conflicts.

WooCommerce. WooCommerce must be installed and active before Boma Pet Nutrition Pro can be activated. Free mode still provides the calorie calculation and nutritional sheet, while product recommendations, calculated product amounts, and cart functions require Diet Engine and the related WooCommerce product configuration.

20.9 Cache, CDN, optimization, and Appearance and Layout

Component	Risk	Test
Page cache	Returns a stale form, result, or status.	Temporarily exclude workflow pages and test again.
Browser/CDN cache	Keeps old CSS or JavaScript.	Purge and open a new private/incognito window.
Minification/combination	Changes script order or contents.	Disable the individual optimization in staging.
JavaScript defer/delay	Delays events for dynamic fields.	Exclude plugin scripts and compare results.
Object cache	Keeps options or transients longer than expected.	Clear it only when supported by the platform, then test again.
Appearance and Layout	New settings are saved, but the front end still shows the previous rendering.	Save, clear relevant caches, and generate a new real result.

If a change saved under **Pet Nutrition Pro > Appearance and Layout** does not appear on the public site, first check the browser, site, and CDN caches, as well as any aggregated CSS/JavaScript files. The administration page may have saved the options correctly while an older static copy is still being served to users.

Two different caches. **Refresh service check** forces a new Diet Engine status verification. It does not replace purging WordPress, browser, CDN, or optimized-file caches.

20.10 Printing and saving as PDF

- Open print preview from the result that was just generated, not from an outdated or reloaded sheet.
- Check the photo, header, calories, data, products, and page breaks.
- Test the supported browser and **Save as PDF** or **Microsoft Print to PDF**.
- If the on-screen page is correct but the PDF is not, disable custom print CSS and check margins, scale, and browser headers/footers.
- Remember that final rendering may vary according to the browser and selected PDF driver.

20.11 Information to provide to support

Data	Useful content
Environment	Page URL and versions of WordPress, PHP, theme, Pet Nutrition Pro, WooCommerce, and page builder.
Reproduction	Numbered steps, nonsensitive test data, expected result, and observed result.
Evidence	Full screenshot, test time, browser, device, and exact message.
Diagnosis already performed	Result while logged out, standard-page test, caches cleared, customizations excluded, and staging test.
Technical errors	Relevant log or console excerpt with credentials, tokens, cookies, and personal data removed.

Privacy and security. Do not send passwords, API keys, tokens, complete backups, databases, session cookies, or real pet/owner data unless they are strictly necessary and requested through a secure channel.

Chapter 20 operational summary

Objective	Rule
Describe compatibility	State the test and environment without promising every possible combination.
Isolate a problem	Change one variable at a time and test while logged out.
Verify configuration	Check both shortcodes and the Resulting Diet page.
Exclude interference	Compare standard page, customizations, cache, and plugins in staging.
Distinguish caches	Keep service refresh separate from WordPress, CDN, and browser cache.
Request support	Provide versions, steps, evidence, and errors without sensitive data.

Chapter boundary. This chapter covers compatibility and diagnosis of the WordPress installation. The purpose of the remote service, transmitted data, and privacy guidance are covered in Chapter 21.

21. Remote service and privacy

Pet Nutrition Pro does not perform the entire calculation locally. The WordPress plugin Boma Pet Nutrition Pro collects the necessary information, communicates through REST APIs with the remote Pet Nutrition Pro Diet Engine service, and uses the response to build the nutritional sheet displayed on the site.

Transparency before use. The site owner must understand this external communication, authorize it in the plugin settings, and describe it in the site's privacy notice before making the form available to visitors.

21.1 Why a remote service is used

Function	Role of the remote service
Calorie calculation	Receives the profile data required for calculation and returns the calorie requirement used by Free mode as well.
Diet Engine	When the annual service is active, returns recommended products, daily amounts, priorities, and data used by cart functions.
Catalog	Receives nutritional and compatibility data for WooCommerce products configured as included in the diet.
Annual service	Verifies the site code and the status required to enable advanced features.

Two different concepts. Authorization allows the plugin to make the API calls required even for Free calculation. Annual Diet Engine activation adds recommendations, coordinated amounts, and commercial integration; it does not replace authorization.

21.2 Authorizing the connection

The administrator authorizes the service through the Remote service authorization checkbox in the Pet Nutrition Pro settings. Without authorization, the plugin remains installed and configurable but suspends calls to external APIs, so remote calculation and functions that depend on it are unavailable.

- First read **Pet Nutrition Pro > Remote Service and Privacy**.
- Enable Remote service authorization only after the site owner has reviewed the service and the categories of data transmitted.
- If authorization is changed, repeat a complete form test as a logged-out user.
- Never publish or disclose API keys, tokens, or other technical credentials.

Responsibility. The administrative click technically enables the connection. It does not replace the site's privacy obligations and does not, by itself, constitute any visitor consent that may be required under applicable law.

21.3 Form data sent to the service

When a visitor uses [pet_nutrition_form], the categories of data needed for calculation are transmitted and, when Diet Engine is active, are also used for product and amount selection.

Category	Examples documented by the plugin
Pet identification	Pet name entered in the form.
Profile	Species, sex, age, weight, and selected size/group.
Conditions	Body condition, activity, neuter/spay status, pregnancy, or lactation, where applicable.

Category	Examples documented by the plugin
Food requirements	Selected intolerances, physical sensitivities, and Food Preferences.
Technical identification	Site code connected to the service.

Data minimization. The form is designed for the pet's nutritional profile. A developer should not add unrelated personal, health, or commercial fields to the same submission without separately evaluating purpose, legal basis, notice requirements, and technical handling.

21.4 WooCommerce product data

When a product is marked as **Included in diet**, the plugin may synchronize the data required by the remote engine. It does not generically send the entire catalog; synchronization concerns products configured for this function.

Group	Synchronized data
Product reference	Site/company code, WooCommerce product ID, and title.
Nutritional values	Food type — Dry Food, Puffed Food, or Wet Food — and kcal per 100 g.
Compatibility	Dog/cat eligibility, sizes/groups, intolerances, and associated sensitivities.
Priority	Ranking values for Large Dog, Medium Dog, Small Dog, and Cat.

Catalog updates. If the title, nutritional values, or compatibility criteria change, verify that the product is correctly synchronized before testing a new diet.

21.5 Data handled locally

Element	Documented behavior
Pet photo	Resized and used in the browser for the current sheet; not stored in the WordPress Media Library or database and not sent to Pet Nutrition Pro APIs.
Print / Save PDF	Uses the browser's print function; the plugin does not send the sheet to an external PDF service.

Scope of this statement. These statements describe Pet Nutrition Pro. The theme, other plugins, analytics scripts, custom forms, or browser services may process data differently and must be evaluated separately by the site owner.

21.6 Where to find the complete technical notice

Pet Nutrition Pro > Remote Service and Privacy is the operational source for the endpoints in use and the data categories documented by the installed version. The screen is maintained in English and should be reviewed again after plugin updates.

- Verify API authorization status and the connected site code.
- Review the categories of form and product data.
- Review the endpoint list without copying keys or credentials into public documents.
- Compare the installed release screen with the privacy notice published on the site.

Avoid unnecessary duplication. This guide provides the general framework. Technical details that may change remain on the plugin screen so the developer does not need to reconstruct Diet Engine's internal operation.

21.7 Suggested privacy-policy text

Pet Nutrition Pro registers suggested text in WordPress through `wp_add_privacy_policy_content()`. The developer can review it in the site's privacy-policy tools and use it as a starting point for describing the processing.

Operation	Guidance
Retrieve the text	Open the WordPress privacy tools and locate the Pet Nutrition Pro suggestion.
Adapt it	Align wording, owner/controller information, purposes, legal bases, recipients, retention, and rights with the site's actual organization and applicable law.
Integrate terms	Where appropriate, link to the remote-service provider's privacy information and terms.
Publish	Update the privacy policy before public use of the form and keep the informational link accessible.
Review	Recheck the text after updates that change the form, data, endpoints, or remote functions.

Notice. The text generated by the plugin is a technical suggestion, not legal advice or a ready-made policy for every website or jurisdiction. The site owner must evaluate it and, when appropriate, have it reviewed by a qualified professional.

21.8 Checks before publication

Check	Required result
Authorization	The site owner has read the screen and knowingly authorized the connection.
Privacy notice	The privacy policy describes Pet Nutrition Pro and the remote service consistently with actual use.
Form	No additional fields have been added without a specific evaluation.
Photo	The visible notice accurately describes the local handling provided by the plugin.
Logged-out test	Calculation, result, and messages are verified without an administrator session.
Security	HTTPS is active and keys, tokens, and confidential details are not exposed.

21.9 Unavailability or revocation

If the remote service cannot be reached, functions that require an API response may not complete. The plugin may display a previously saved status as a fallback for service-status verification, but that stored status does not replace the response required for a new calculation.

- Do not present a result as new if it was not correctly returned by the service.
- Keep **Refresh service check** separate from WordPress, browser, and CDN caching.
- If authorization is revoked, API calls are suspended and the site must be retested.
- For diagnosis, follow Chapter 20 and provide support only with evidence that contains no credentials or unnecessary data.

Chapter 21 operational summary

Topic	Rule
Remote service	Part of calculation operation; Diet Engine adds annual advanced features.
Authorization	Must be informed and must precede API calls.
Form data	Transmit only the categories expected and necessary for the nutritional profile.
Catalog	Synchronize products configured for diet use and their technical data.
Photo and PDF	In Pet Nutrition Pro, they follow the documented local handling; evaluate other site components separately.
Privacy policy	Use the suggested text as a starting point to adapt and review, not as a universal legal template.

Chapter boundary. Public documentation explains what the developer and site owner need to know. Formulas, SQL schema, internal authentication, selection logic, and infrastructure security remain part of internal technical documentation.

22. Quick reference and frequently asked questions

This chapter closes the public Pet Nutrition Pro guide. The first part summarizes technical information useful for WordPress integration; the second answers the most common operational questions. If there is any difference, the installed plugin version, its administration screens, and the current documentation take precedence.

Recommended use. Start with the quick reference, perform the indicated check, and consult the referenced chapter before changing code, pages, caches, or service configuration.

22.1 Essential requirements

Element	Quick guidance
WordPress and PHP	Use versions supported by the installed release and verify the requirements declared in the plugin readme.
HTTPS	Required in production to protect communications among the visitor, site, and remote service.
Remote service	Required even to return the Free-mode calorie calculation.
WooCommerce	Required: WooCommerce must be installed and active before Boma Pet Nutrition Pro can be activated.
Browser	Must allow JavaScript, form submission, local photo handling, and printing.

22.2 Shortcodes and pages

Element	Reference
Public form	[pet_nutrition_form] — insert once on the page intended to collect pet data.
Results page	[bomapnp_resulting_diet] — must be present on the page selected as Diet result page.
Default page	On a clean installation, Boma Pet Nutrition Pro automatically creates and links Resulting Diet; another page can be selected in settings.
After replacing the page	Save settings, verify the shortcode, and repeat a complete calculation in a private/incognito window.

Do not interchange the shortcodes. The first collects and submits data; the second displays the result associated with the flow that was just completed. A normal WordPress page may contain additional text and containers, but the required shortcode must remain intact.

For the complete Free vs. Diet Engine comparison, see Chapter 16.

22.3 Compatibility, Appearance and Layout, and customization

Topic	Summary rule
Responsiveness	Pet Nutrition Pro is responsive; fixed widths or external CSS can still constrain its container.
Elementor Free	Compatibility verified in a standard WordPress installation; not an absolute guarantee for every site.

Topic	Summary rule
Elementor Pro	Not specifically tested.
Other page builders	Not specifically tested.
CSS	Place rules in a child theme or WordPress Additional CSS and scope them to the plugin container.
Plugin files	Do not modify directly; updates may overwrite changes.
Appearance and Layout	Use native options first for the sheet, products, responsive behavior, and branding; use CSS only for additional needs.

22.4 Quick diagnostic path

Order	Check
1	Verify shortcodes, selected page, and publication status.
2	Repeat the flow as a logged-out user with an up-to-date browser.
3	Check remote authorization and service status.
4	Use Refresh service check when a new remote status verification must be forced.
5	Separately clear WordPress, browser, and CDN caches where applicable.
6	Temporarily disable JavaScript minification or optimization to identify conflicts.
7	Test with a standard theme and only essential plugins in a test environment.
8	Collect technical evidence and contact support without sending credentials.

Refresh and cache are not synonyms. Refresh service check forces verification of the remote status stored in the plugin's fast cache. It does not clear general WordPress, browser, server, or CDN caches.

22.5 FAQ — installation and pages

Question	Answer
Can I use Pet Nutrition Pro without WooCommerce?	No. WooCommerce must be installed and active before Boma Pet Nutrition Pro can be activated. Free mode provides the profile, calorie requirement, and nutritional sheet; Diet Engine adds product recommendations, amounts, and cart functions.
Do I have to create Resulting Diet manually?	Normally no. On a clean installation, Boma Pet Nutrition Pro automatically creates and links Resulting Diet with [bomapnp_resulting_diet]. Manual creation or Check / create Resulting Diet page is mainly a recovery procedure.
Can I rename the results page?	Yes. The page title and slug can be changed as long as the selected page remains published and keeps the correct shortcode.

Question	Answer
Can I put the form and result on the same page?	The documented configuration uses two separate pages. Keeping them separate makes the workflow, diagnosis, and customization more reliable.
Why does the form not appear?	Check the shortcode, page status, cache, JavaScript, theme conflicts, and authorization. Follow Chapter 20.

22.6 FAQ — Elementor, Appearance and Layout, and graphics

Question	Answer
Is Pet Nutrition Pro compatible with Elementor?	It was tested with Elementor Free in a standard installation: form, submission, and Free result worked correctly. Theme, plugins, CSS, JavaScript, cache, and site-specific settings may still affect an individual site.
Is Elementor compatibility guaranteed 100%?	No. A test on a clean site cannot cover every possible combination. The correct statement is compatibility verified in the tested environment, not a universal guarantee.
Is Elementor Pro included in the test?	No. Elementor Pro was not specifically tested.
Is the plugin responsive?	Yes. The plugin layout adapts to devices; avoid theme or builder rules that impose incompatible widths, overflow, or margins.
Where should I put custom CSS?	In WordPress Additional CSS or a child theme. Use real selectors scoped to the plugin and recheck them after updates.
Where can I customize the sheet and products without CSS?	Under Pet Nutrition Pro > Appearance and Layout . From there you can configure the sheet, product grid/list, responsive columns, images, buttons, and optional agency branding.

22.7 FAQ — service and Diet Engine

Question	Answer
Why is the remote service required even in Free mode?	Because the plugin sends the data required for calculation and uses the remote response to build the result.
Are API authorization and Diet Engine the same thing?	No. Authorization enables the required calls; annual activation enables products, coordinated amounts, and advanced functions.
When should I use Refresh service check?	After activation, renewal, site-code or key changes, an unexpected status change, or during diagnosis.
Does refresh clear the site cache?	No. It updates only the service verification. Other caches must be managed in their own tools.
Why are no products displayed?	Verify Diet Engine, WooCommerce, synchronization, Included in diet, nutritional values, compatibility, ranking, and catalog availability.
What happens if the service does not respond?	Functions that require a new remote response may not complete. A saved service status does not replace the result of a new calculation.

22.8 FAQ — photo, printing, and privacy

Question	Answer
Is the pet photo uploaded to the site?	Under the plugin behavior documented here, the photo remains in the browser, is not stored in the Media Library or WordPress database, and is not sent to Pet Nutrition Pro APIs.

Question	Answer
Does Pet Nutrition Pro generate a PDF on an external server?	No. Print / Save PDF uses the browser print function.
Do I need to update the privacy policy?	Yes. The site owner must describe use of the remote service and adapt the plugin's suggested text to the site's actual configuration and applicable requirements.
Is the suggested text legally sufficient?	Not necessarily. It is a technical starting point and does not replace evaluation by the site owner or an appropriate advisor.

22.9 FAQ — updates and support

Question	Answer
Can I modify the plugin's PHP, CSS, or JavaScript?	Technically yes, but it is not recommended: it can compromise operation and changes may be lost on the next update.
How do I preserve a customization?	Use a child theme, Additional CSS, or documented external integrations; back up and test before and after every update.
What should I send to support?	Affected URL, WordPress/PHP/plugin versions, theme, active plugins, reproduction steps, complete message, screenshot, and test time.
Should I send passwords or API keys?	No. Do not transmit passwords, tokens, keys, database dumps, or unnecessary personal data.
How do I identify a conflict?	Reproduce the problem in staging with a standard theme, essential plugins, and optimizations disabled, then re-enable one component at a time.

22.10 Chapter map

Chapter	Content
16	Complete comparison between Free and Diet Engine.
17	Installation, authorization, activation, and first verification.
18	Form page, results page, and public workflow.
19	Appearance and Layout, agency branding, advanced CSS, and safe changes.
20	Compatibility and troubleshooting.
21	Remote service and privacy.
22	Quick reference and frequently asked questions.

Final developer checklist

Check	Required result
Pages	Both shortcodes are present on the correct published pages.
Flow	A logged-out user completes the calculation and reaches the expected result.
Devices	Theme and containers do not interfere with the plugin's responsive layout.
Free / Diet Engine	Displayed functions match the actual service status.
WooCommerce	When required, products, amounts, and cart behavior have been tested.
Printing	Print preview and PDF saving have been verified with a supported browser.
Privacy	Privacy notice, remote authorization, and actual configuration are consistent.
Updates	External customizations, backups, and the testing procedure are documented.
Appearance and Layout	Sheet, products, responsive settings, and branding have been verified on the front end after saving.

End of the public guide. Public documentation ends here. Formulas, SQL Server structure, procedures, internal authentication, proprietary selection logic, database-level licensing, and infrastructure maintenance remain in internal technical documentation.

Appendix A — Determining kcal/100 g from U.S. pet-food labels

Pet Nutrition Pro always uses one normalized technical value for products: **kilocalories per 100 grams (kcal/100 g)**. In the United States, however, pet-food labels commonly present calorie information in other units. This appendix explains how to convert the manufacturer's declared calorie information into the value required by the plugin without estimating a "typical" calorie density from the food category.

U.S. market rule. Start with the calorie information declared by the manufacturer. Under AAFCO model pet-food labeling guidance, calorie information for dog and cat foods is presented as metabolizable energy on an "as fed" basis and is commonly shown under **Calorie Content**, including kcal/kg and a familiar unit such as a cup, can, treat, or piece. Pet Nutrition Pro does not store kcal/cup or kcal/can: normalize the declared value to kcal/100 g before saving the product.

A.1 What to look for on a U.S. label

Typical wording and units include:

- **Calorie Content**
- **kcal/kg**
- **kcal/cup**
- **kcal/can**
- **kcal/treat** or **kcal/piece**
- a familiar serving unit together with its weight in grams

When the package provides more than one calorie unit, **kcal/kg is normally the simplest and least ambiguous source for Pet Nutrition Pro**, because it converts directly to kcal/100 g.

A.2 Quick conversion rules

Available information	Conversion to kcal/100 g	Example
kcal/100 g	Use the value directly.	365 → 365 kcal/100 g
kcal/kg	Divide by 10.	3,650 kcal/kg ÷ 10 → 365 kcal/100 g
kcal per package	Total kcal ÷ package weight in grams × 100.	820 kcal ÷ 400 g × 100 → 205 kcal/100 g
kcal/cup	kcal per cup ÷ actual grams per cup × 100.	420 kcal/cup ÷ 115 g × 100 → 365.2 kcal/100 g
kcal/can	kcal per can ÷ net weight of the can in grams × 100.	410 kcal/can ÷ 340 g × 100 → 120.6 kcal/100 g
kcal/treat or kcal/piece	kcal per unit ÷ actual unit weight in grams × 100.	36 kcal/treat ÷ 10 g × 100 → 360 kcal/100 g

Formula when the label gives kcal/kg

$$\text{kcal/100 g} = \text{kcal/kg} / 10$$

Example:

$$3,800 \text{ kcal/kg} / 10 = 380 \text{ kcal/100 g}$$

Formula when the label gives calories per unit

$$\text{kcal/100 g} = (\text{kcal per unit} / \text{actual weight of the unit in g}) \times 100$$

The **actual weight in grams** is essential. A cup is a volume measure, not a universal weight. Different kibble sizes and densities can make one cup weigh very different amounts.

A.3 Converting ounces to grams

U.S. packages often state net weight in ounces. If a calorie value is given for the full package or can, first convert the package weight to grams:

$$1 \text{ oz} = 28.3495 \text{ g}$$

Example for a 12 oz can:

$$12 \times 28.3495 = 340.194 \text{ g}$$

If that can contains 410 kcal:

$$410 / 340.194 \times 100 = \text{about } 120.5 \text{ kcal/100 g}$$

Rounding to a practical stored value such as **121 kcal/100 g** is reasonable only after the underlying declared values have been correctly converted. Keep the source label or technical sheet available for verification.

A.4 kcal/cup: use the real cup weight

Do **not** convert “1 cup” to grams using a generic kitchen conversion. For pet food, the required weight is the manufacturer’s actual gram weight for that product’s cup or serving measure.

Correct procedure:

1. Read the declared kcal/cup value.
2. Find the product's stated grams per cup on the package, feeding guide, or manufacturer technical information.
3. Divide kcal/cup by grams/cup.
4. Multiply by 100.
5. Enter the result in the Pet Nutrition Pro **kcal per 100 g** field.

Example:

- Calorie Content: **420 kcal/cup**
- Declared cup weight: **115 g/cup**

$$420 / 115 \times 100 = 365.2 \text{ kcal/100 g}$$

Enter approximately **365 kcal/100 g**, subject to the precision you use consistently in the catalog.

A.5 kcal/can or kcal/package

For canned or pouched foods, the familiar unit may be the entire can or pouch. Use the **net weight of that exact unit**, not a standard can size.

Example:

- Calorie Content: **410 kcal/can**
- Net Weight: **12 oz / approximately 340 g**

$$410 / 340 \times 100 = 120.6 \text{ kcal/100 g}$$

Enter approximately **121 kcal/100 g**.

If the package contains multiple individual units, make sure the declared calorie value refers to the same unit whose weight you are using.

A.6 Treats and pieces

A label may report calories per treat or piece. Conversion is possible only if the actual weight of that treat or piece is known.

Example:

- 36 kcal per treat
- 10 g per treat

$$36 / 10 \times 100 = 360 \text{ kcal/100 g}$$

If unit weight is not declared or reliably available from the manufacturer, do not invent it. Obtain a technical specification or another reliable manufacturer source before enabling the product for diet calculations.

A.7 When kcal/kg and familiar-unit values both appear

If both are present, they should describe the same product on the same as-fed basis, but rounding and serving-weight conventions can produce small differences. For Pet Nutrition Pro:

1. Prefer the manufacturer's declared **kcal/kg** as the primary normalization source when available.
2. Divide by 10 to obtain kcal/100 g.

3. Use the familiar-unit statement as a reasonableness check when the corresponding gram weight is known.
4. If the values differ materially, verify the current package, manufacturer technical sheet, and product variant before saving.

Do not average two inconsistent values merely to obtain a middle number.

A.8 When calorie information is missing or unclear

Do not assign an approximate calorie density based only on whether the product is dry, wet, puffed, “light,” “premium,” or similar. Instead:

- check another panel of the package for **Calorie Content**;
- consult the manufacturer's current product page or technical data sheet;
- request the declared metabolizable-energy/calorie information from the manufacturer or distributor;
- confirm that the information refers to the exact formulation and package being configured.

Pet Nutrition Pro helps normalize a declared technical value. It does not replace the official label, manufacturer data, or a validated laboratory/calculation source.

A.9 U.S. verification checklist

Before saving a U.S. product, verify all of the following:

- ☐ The calorie value comes from the exact product being configured.
- ☐ The unit is clearly identified: kcal/kg, kcal/cup, kcal/can, kcal/treat, or another declared unit.
- ☐ If kcal/kg is available, the value was divided by 10.
- ☐ If calories are given per cup/can/treat/piece, the **actual weight in grams** of that unit was used.
- ☐ Ounces were converted to grams when necessary.
- ☐ No generic cup-to-gram assumption was used.
- ☐ No calorie value was estimated merely from the product category.
- ☐ The final number entered in Pet Nutrition Pro represents **kcal per 100 g**.
- ☐ The package or technical source used for the conversion can be identified later if the catalog is audited.

A.10 Reference sources for the U.S. market

The conversion method above is aligned with the calorie-label framework described by the **Association of American Feed Control Officials (AAFCO)** for U.S. pet foods. AAFCO consumer guidance states that the calorie statement is placed under **Calorie Content** and expressed as kcal/kg of food as fed together with a familiar unit such as a can, cup, or biscuit. AAFCO also explains that conversion between kcal/kg and calories per cup or treat depends on the actual gram weight of the unit.

Reference pages:

- AAFCO — *Reading Labels*: <https://www.aafco.org/consumers/understanding-pet-food/reading-labels/>
- AAFCO — *Calories*: <https://www.aafco.org/consumers/understanding-pet-food/calories/>
- AAFCO — *Calorie Content*: <https://www.aafco.org/resources/startups/calorie-content/>

Method note. Label formats and regulatory implementations can evolve. When the installed product documentation and a current manufacturer label differ from an older example in this guide, use the current declared manufacturer information, normalize its units carefully, and keep the technical source traceable.