

Experience Manager Sites and Context Hub Integration

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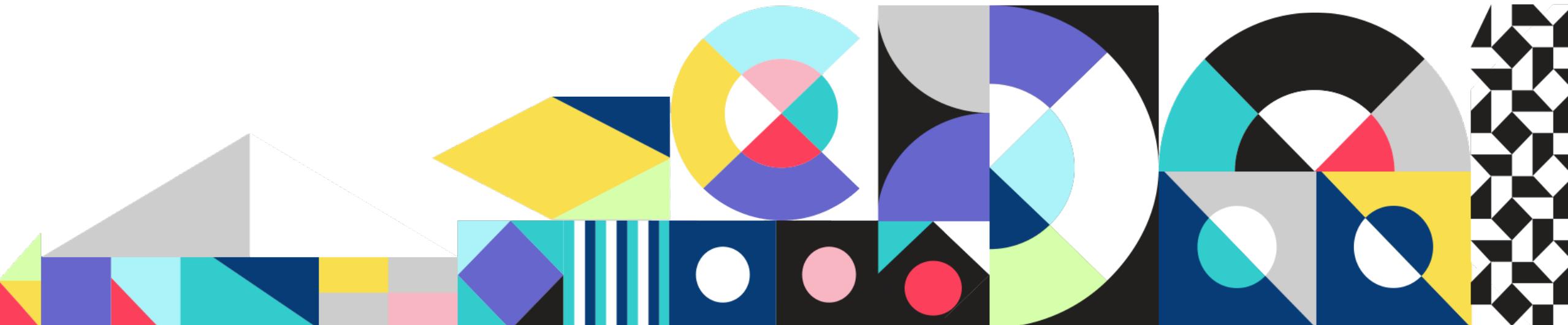


A large, bold, three-dimensional white and blue text "SUMMIT" is centered in the foreground, set against a complex background of overlapping geometric shapes in various colors like blue, yellow, red, and black.

SUMMIT

Our goals for the next 90 minutes are...

- 1 | Understand the tools and approach to Context Hub
- 2 | Learn how to build Audiences and Activities
- 3 | Gain some insight into the AEM CH Road Map as we enter 6.4
- 4 | Devise a long term plan to empower authors!



Context Hub Integration – Class Materials

- AEM 6.4 running Author instance
- L733 Workbook
- Activities Folder

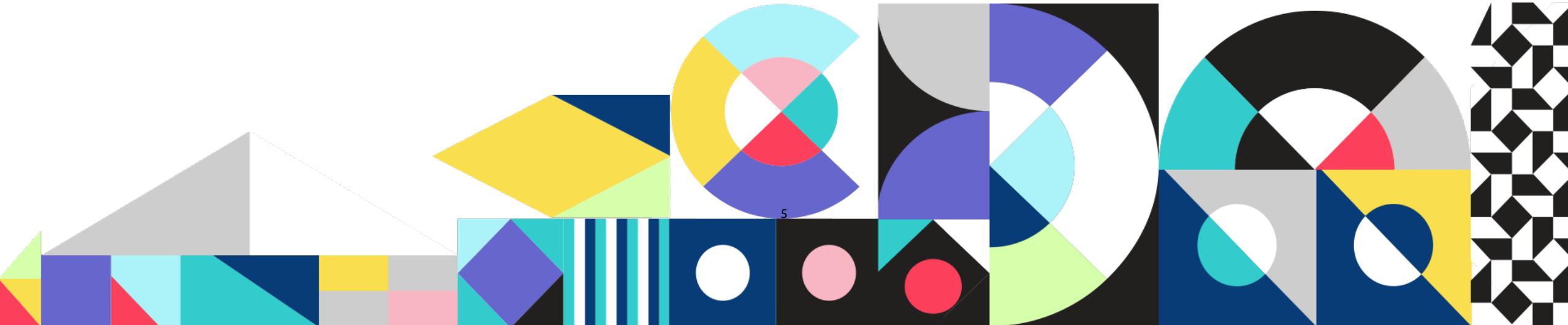
Pre Class set up:

- Start AEM
- Locate and Unzip Activities Folder (ONLY the Activities ROOT Folder!)

Summit Getaways- Static Content and Requirements

- This is a faux vacation rental site to demonstrate both the deconstructing wireframe workshop and the context hub personalization data store workshop.
- The creative delivered has two different looks for header and footer for registered users and the general public.
- Our aim is to create a Brand framework, audiences and activities we can map to components to practice content targeting.
- In this Lab we will create Audiences for anonymous users who are willing to share their location and logged in experiences for the two logged in user types our designer has identified
- AEM continues a path toward full support of multi tenancy and the CH changes introduced in 6.4 contribute to that evolution.

Let's get started!



1

AEM Phase One

Efficiency: Building Templates
and Components for Content

2

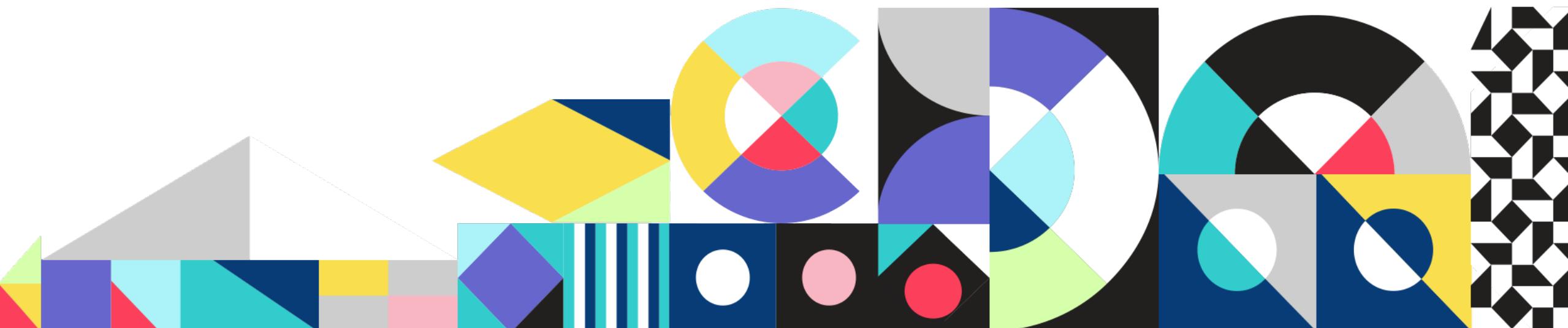
AEM Phase Two:

Personalization: Using Real
Time Data to Deliver the right
content at the right time!

3

AEM Phase Three:

Optimizing Delivery with
Better Content Discoverability



Targeting Content

- Phase Two of your AEM Content Delivery Strategy
- Every Industry has Target Audiences!

What's Changing?

- Client Context in CQ has become Context Hub in AEM.
- Campaigns in CQ have become Activities in AEM
- Global Functionality in CQ is moving to Configuration Modules in AEM

Terms that identify Targeting Structure

- Brands: This is the highest level category for Personalization. Allows different "buckets" to separate Personalization Structure. Required even if you only have one.
- Audiences: These were formerly (and still under the covers) known as Segments. A segment uses one or more "traits" that identify a target demographic. For e.g. Men, women, big spenders, people from the east coast, or people with screen readers, etc.
- Activities: A potentially reusable association of audiences. These are assembled to group and map content in order to deliver an experience intended to appeal to or provide value to that given audience.

What does that look like?

To Create an Activity:

Add it beneath a Brand,
Select one or more Audiences
Use a prefab offer or add content as you go

Audiences:

Segments of Users

Owners

Renters

East Coast Visitors

West Coast Visitors

North Central Visitors

South Central Visitors

Brands:

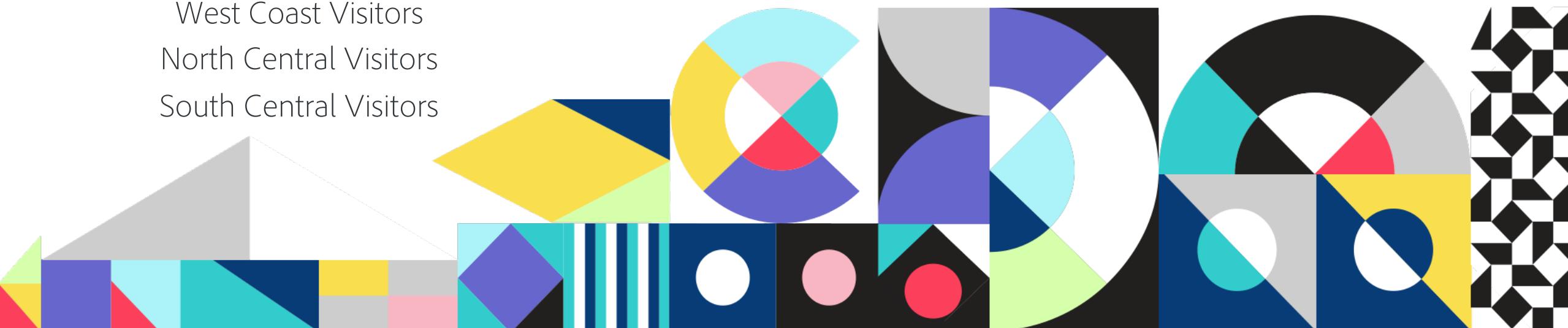
Top Level Containers

Getaways

Offers:

A Library of

Reusable Content Snippets



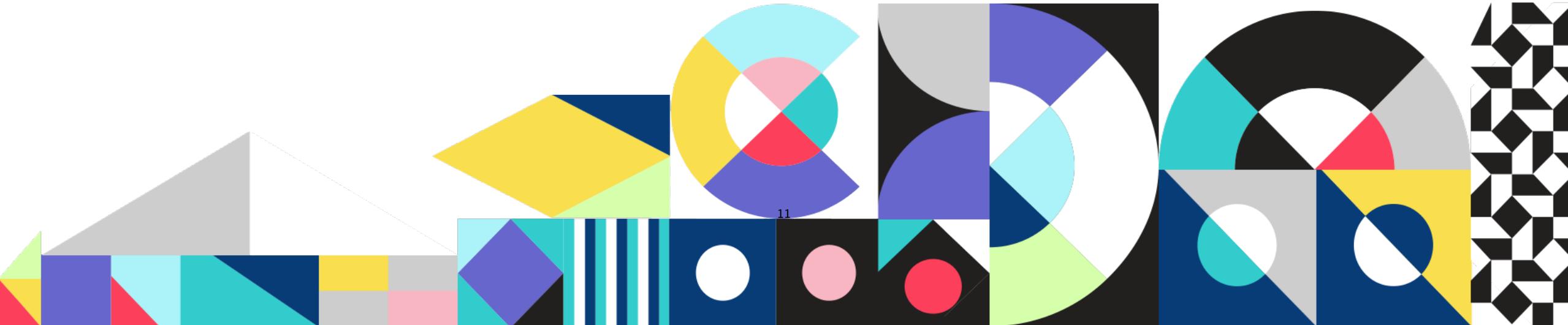
Essential Tools for the rest of the session

- The Site Admin Console
 - URL <http://localhost:4502> and click on "Sites"
- CRXDE Lite browser based Development Environment
 - URL <http://localhost:4502/crx/de>
 - Click Logo, Hammer, CRXDE Lite
- The CRX Package Manager Tool
 - URL <http://localhost:4502/crx/packmgr>
 - Conveniently next door to CRXDE Lite

Quick Tour with help of Teaching Assistants

Activity One

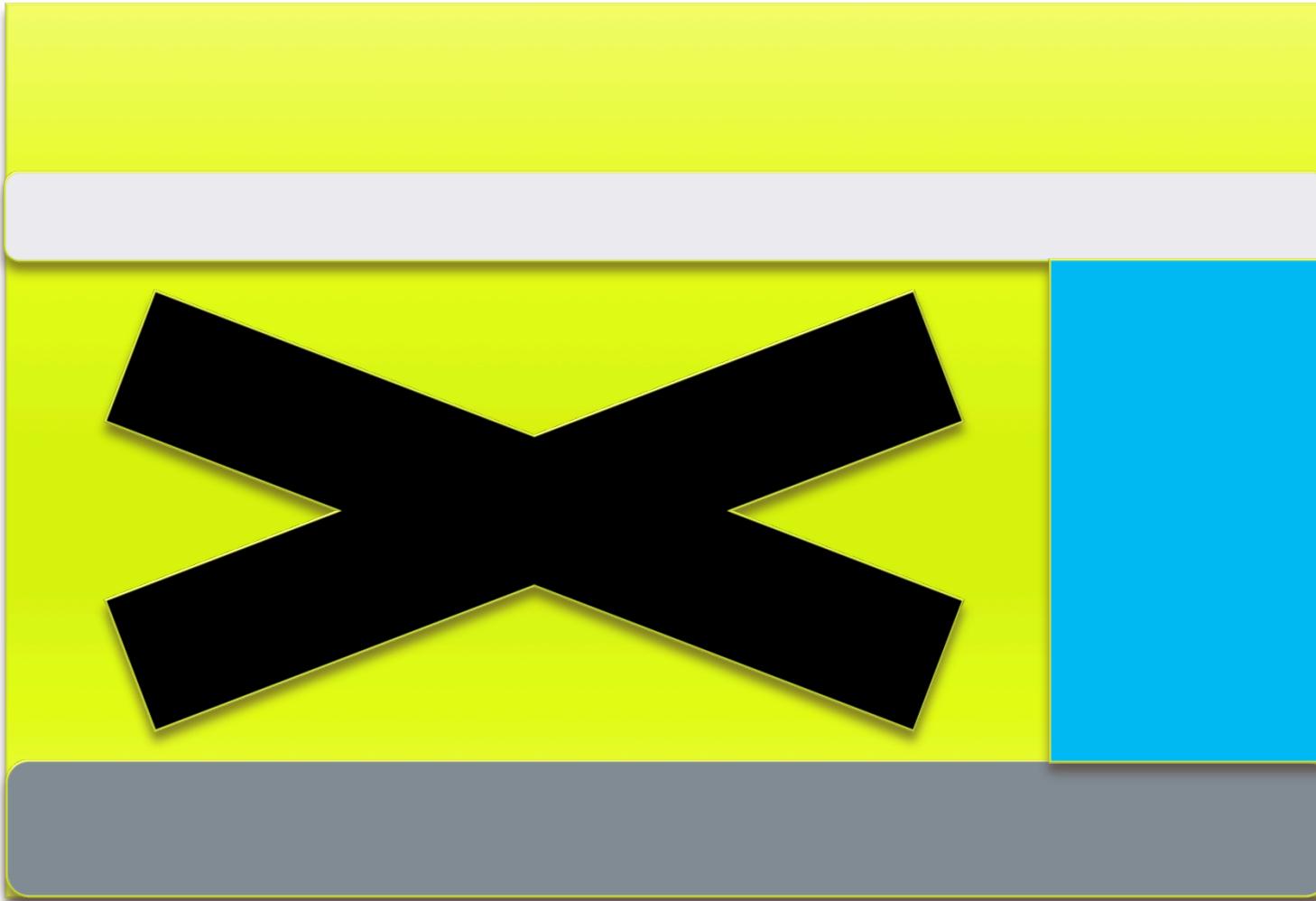
Install the “Getaways” Site Package



Creative Breakdown

- What content patterns have you identified?
- How can we address our Audiences?
- Did you know that we can configure design policies that cater to audiences as well as targeting components?
- A good practice is to break up the content while visualizing components and component patterns.
- What can Content Fragments and Experience Fragments provide?
- Let's talk about the "Big X"

Big X = Page level, searchable, SME controlled content

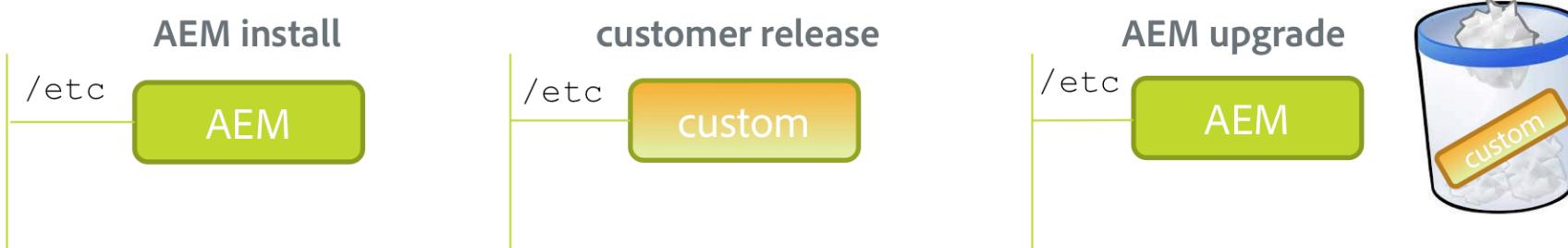


The Migration to Multi Brand and Multi Tenancy

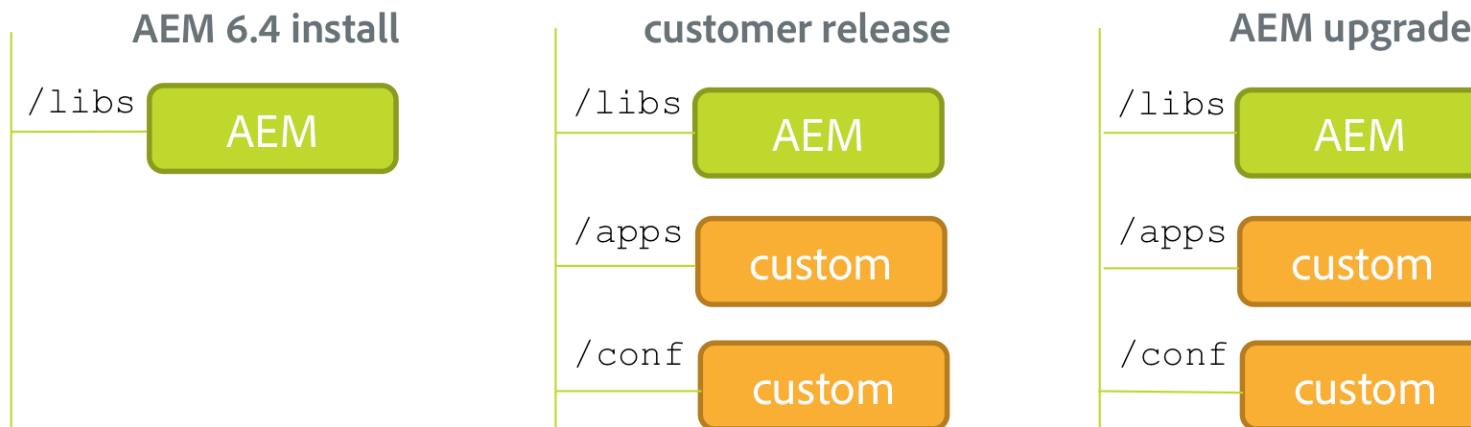
- Big changes beginning in AEM 6.4 for a stronger foundation
- Transformation from /etc to /conf but fully supports backwards compatibility
- Easier to path to upgrade
- Resolving conflicts of "ownership" of the /etc directory
- What's that look like?

Repository restructuring for easier upgrades

- 6.3 and prior, ambiguity over ownership of /etc/* caused this:



- 6.4 moves content out of /etc, with guidelines on who owns what and how to extend that will help in future releases



Site Styling and Core Components

- Improved Editable Template Functionality
- Core Components as a best practice
 - Version-able so they don't break upgrades
 - Configurable from the Policy level
- Though not in scope for this beginner lab, here are a few "sneak peek" slides
- This knowledge should be communicated between business and developers so we avoid the path to "re-invent the wheel"
- Those decisions will come from your content modeling. Don't expect the developers to magically figure that out! They need your guidance!

Core Components (Sneak Peek of 6.4)

- Production-ready components
 - **Clean Markup:** HTL templates, Semantic HTML, BEM class name notation, Data attributes for JS binding.
 - **Configurable:** The component capabilities that the author can use are defined in the template editor.
 - **Extensible:** The HTL template and SlingModels implementation can be extended or customized.
 - **Consumable:** The SlingModels can be consumed as pure JSON form to be rendered elsewhere.
 - **Versioned:** The components can evolve without breaking existing implementations.

Core Components (Sneak Peek of 6.4)

1. **Page:** Responsive page that works well with the Template Editor.
2. **Title:** Headings configurable to allow levels 1 to 6.
3. **Text:** Plain or rich text with configurable capabilities.
4. **Image:** Smart image display with configurable capabilities.
5. **List:** Lists pages that match the configured criteria.
6. **Breadcrumb:** Lists the hierarchy of parent pages.
7. **Form Container:** Form paragraph system.
8. **Form Button:** Submit or scriptable button.
9. **Form Text:** Text input field (text, text area, email, phone, date, number).
10. **Form Options:** Multi-options input field (checkboxes, radios, drop-down, multi-select).
11. **Form Hidden:** Invisible input field, used for sending information along a form.
12. **Navigation:** Site navigation that handles language structures, live copies and redirections.
13. **Language Navigation:** Displays the language structure of a site.
14. **Quick Search:** Incremental search field.
15. **Sharing:** Facebook and Pinterest widgets.

First things first: Enable the Context Hub Editor

The Context Hub Editing Tool allows us to create a test bed in the Author Environment

There are 3 Data Stores AEM provides OOTB

- Persona
- Location
- Surfer Info
- Activity 2: Start to integrate Context Hub into the Getaways Site

Configuring the Context Hub Tool

- The conf directory was introduced in AEM 6.2
 - Editable Templates were introduced but building your own structure was pure development
 - Configuration Browser in 6.3 started building out this UI
 - Why? Multi Tenancy to support multiple “global-esque” configurations (ok, I made that term up, but...)
- Context Hub in 6.4 begins to support “conf” level segmentation
 - My Audiences shouldn’t necessarily “live” at the /etc global level
 - The default config has moved beneath the “libs” directory
 - Good news is we can now start to overlay that as anything else in AEM
 - Bad news? It’s moved in 6.4 so we’ll need to adjust new implementations

Even though an In-place upgrade keeps everything working, the writing is on the wall...

Audience Creation

- This is moving to the “conf” directory
 - Up until AEM 6.3 these audiences (segments) all lived beneath /etc/segmentation
 - AEM 6.4 allows creation of a configuration specific area

Building an Audience itself remains the same in AEM 6.4 but there is a small UI gap in creating a conf level tree for your segments.

We will install a CRX Package to save time and discuss what goes into that by analyzing what's already been done.

Activity 3: Create Audiences

Audience Testing in the CH Tool is how we create Experiences

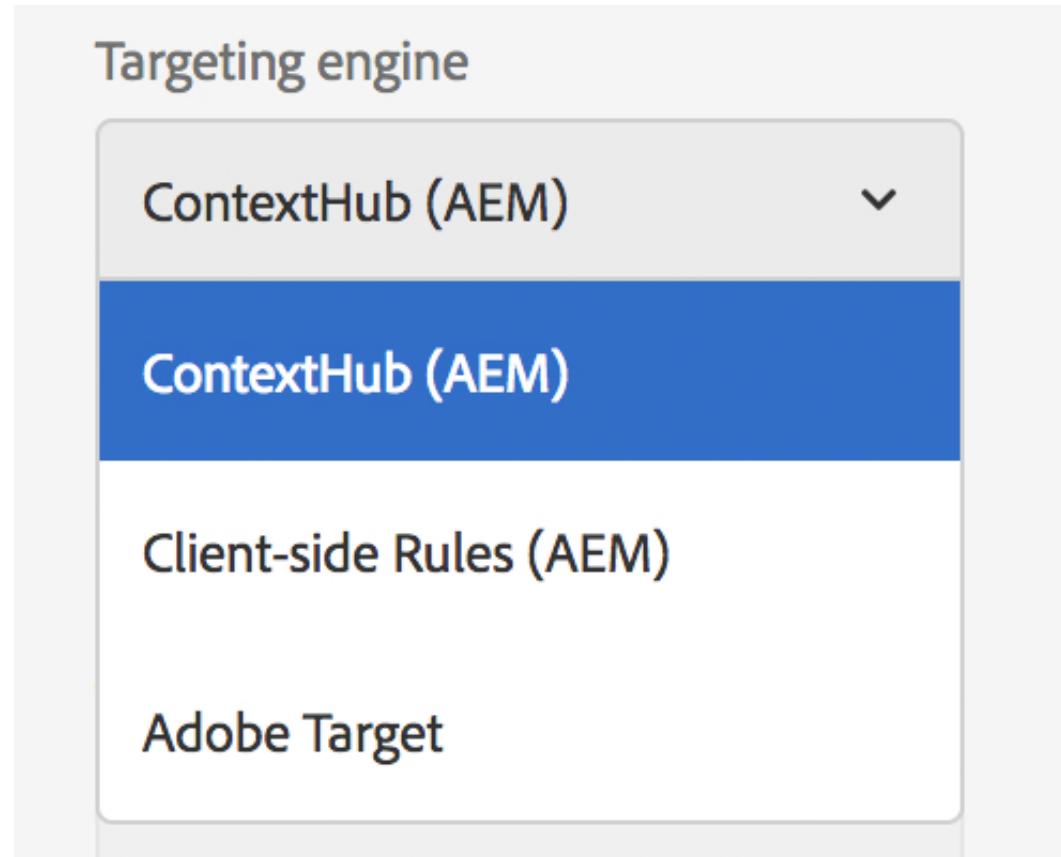
- The Testing UI supports Test Users
 - I can overlay and extend the User Creation UI to add custom values from the Logged In Persona
 - We will create 2 users for Summit Getaways and discuss the approach
- The Testing UI provides a testing grid for Location Targeting
 - Future plans allow for setting this client library at the "conf" level
 - For this workshop we will simply overlay the default to target Location
- The Testing UI reveals Device Information
 - Let's talk about this but ignore for this lab. (It's ok....really)

Activity Four: Overlay the User Form and the Geolocation test map

Targeting Engines

- As we start to create activities, there are 3 options in the drop down

- Context Hub (AEM)
 - OOTB and what we will use here
- Client Side Rules (AEM)
 - Custom js code (backwards compatible)
- Adobe Target
 - Separate License with CS Integration



These are mutually exclusive!

Time to Discuss Approaches and Explore

Context Hub Editing Tool allows us to create a test bed in the Author Environment

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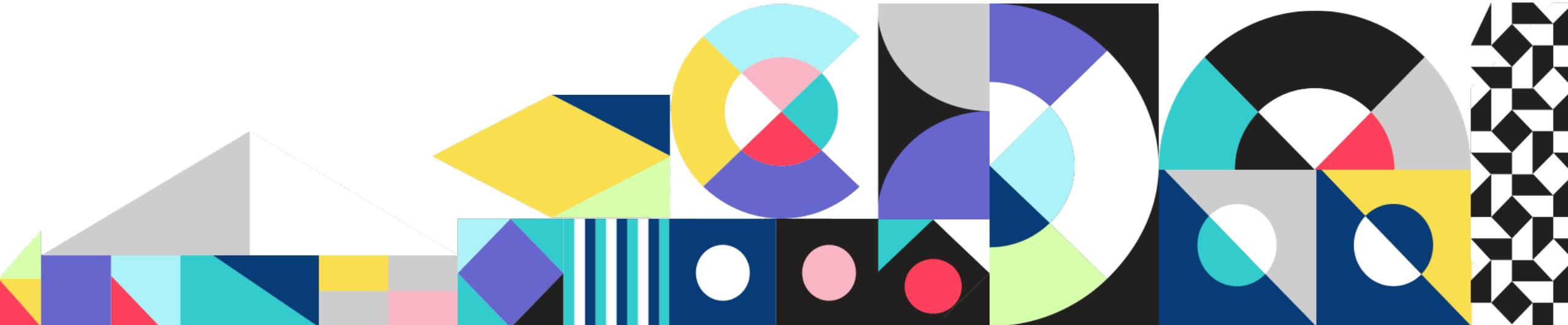
- Activity 6: Upload Images and Components and start Targeting things on the Getaways Site

Q & A

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Take the Survey to win!

(Survey section of the mobile app)

SESSION PRIZE

one per session

STARBUCKSCARD



\$10 Starbucks
Card

DAY 1



Bash
Experience

DAY 2



Signed football
helmet

DAY 3



Amazon Echo Show
& Cloud Cam
Bundle



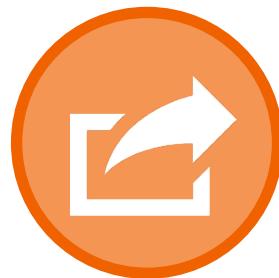
Adobe Experience Manager Community

LAB Thread: <http://bit.ly/lab733>

Join Community : <https://adobe.com/go/AEMCommunity>



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