Storefront - Seller Panel POV

Storefront Platform

Storefront platform is a content management platform which powers all the landing pages for Paytm and Paytm Mall. Storefront is also used to serve configurable UI on many other locations like order summary page(to show recommendation widgets) or Cart page(to show recently viewed items widget) etc. where the app or web page fetches data from storefront API to show specific widgets.

The storefront pages can be configured via easy to use UI tool to change how the UI will look to end users.

This guide is to provide a brief overview of storefront functionality and the UI widgets that are currently supported.
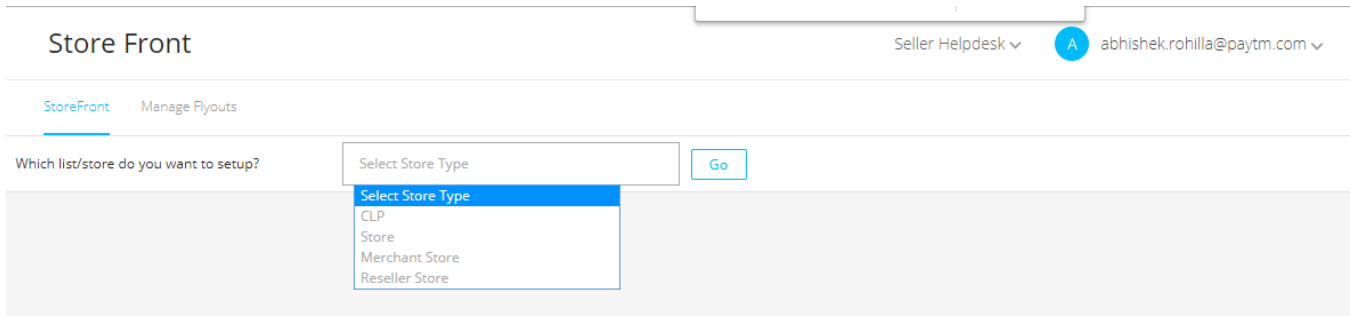
How to Create a New Storefront?

Below is the hierarchy followed in the storefront

1. Decorator (Store/Landing Page)
2. Views(Widgets) created inside decorator - Views or Widgets are placeholder elements inside decorator where actual content is shown.
3. Items created inside each View(widget) - Items are used to store the actual data that will be shown inside Views(Widgets)

Creating Decorator(Landing Page)

To create a new storefront, user needs to login to seller panel. User should have permission to view storefront tab. On clicking on storefront tab, user can see option to select storefront type. Select "CLP" or "Category Landing Page" for Mall storefronts which are specific to categories or "Store" type if it is not category specific storefront. "Reseller Store" is specific to reseller app and has restriction that only reseller listIDs can be attached to its widgets.

After selecting CLP, a paginated view of existing stores is seen. User can Edit the contents of existing storefronts if they have the permission to do so by clicking on eye icon.

Which list/store do you want to setup?	CLP	Go

ID		Category Id	Search	Reset			Add Decorator

Page: 100   >

Id	Name	Url	Category Id	Type	Status	Primary	Actions
48	Mens' Store	https://staging.paytm.com/shop/h/men	5028	homepage			
50	Winter Fashionsssss	https://staging.paytm.com/shop/h/events-apparel-offers-store	62971	homepage			
51	Not in Use1	https://staging.paytm.com/shop/h/events-kids-apparel-store	62982	homepage			

To edit meta details of any storefront page, like Name, meta title, description etc. user needs to click on Edit icon shown in Actions column above.

If a new storefront page needs to be created, user needs to click on "Add Decorator" tab shown on top right. It will open a popup similar to Edit Decorator popup shown below. User needs to fill the required details to create the decorator. Storefront is referred to a decorator here in UI.

Below table explains the use of each field for creating a decorator.

Field	Mandatory?	Use
Name	Yes	Defines name of store. Not visible in landing page UI currently.
CategoryID	Yes - Only for CLP. ResellerID in case of Reseller Store	Maintains uniqueness of stores for categoryID. No two stores can have same categoryID.
Type	prefilled	default is homepage for CLP
Entity Type	prefilled	Shows entity type in the system. Not shown in landing page UI.
GA Tracking Category	yes	Uses to track impressions and clicks on storefront. GA category ID is sent as it is to GA for reports aggregation for impressions/clicks.
Status	no	To activat/deactivate storefront
Primary	no	No use. Can be ignored.

Description/Meta Title/ Meta Keyword/ Meta Description	no	Used to define SEO content for the landing page.
Upload Image/Aleternate Image	no	Used to upload images associated with storefront
Background color	no	Defines background color of the landing page. Frontend shows this color in the entire page background.
Background image	no	Defines background image for landing page. Frontend shows this image in the entire page background.

Adding Views(Widget) inside Decorator

Click on eye icon on any storefront inside which you need to add widgets. It will open up list of existing widgets present inside the storefront as shown below.

To add a new Widget, click on "Add new View" or to Edit existing widget, click in edit icon against the widget. Below are the options shown while creating a new widget.

Below table explains the use of each field for creating a new widget(view)

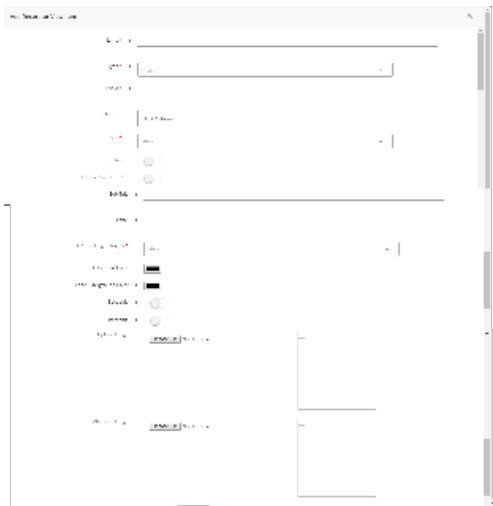| Field	Mandatory?	Use
Name	Yes	Defines name of store. Visible as widget title in UI.

Platform Version	Select S2(New) S1(Old) was for old platform and may be deprecated in future.	Used as a filter for a widget. If a widget is defined for specific platform, it will be shown on that platform only(filtered in storefront API response based on platform passed in storefront API call)
Site	Yes	Defines site (Paytm or Paytm Mall) applicable for this widget. Widget will be shown on that site only(filtered in storefront API response based on platform passed in storefront API call)
is Flash Sale Flag	yes(default off)	If flash_sale flag is On, it indicates that flash sale timer will be shown on frontend for this widget.
Deal Start Time / Deal End Time	mandatory if flash sale flag is on.	Used to define time window for flash sale timer at frontend.
Schedule Flag	Yes(default Off) On State Mandatory if flash sale flag is on.	Used to schedule the widget i.e. define a time window for showing the widget. Storefront API response automatially filters widgets beyond schedule.
Widget Start Time/ Widget End Time	mandatory if schedule flag is on	Used to define time window for widget schedule. Widget will be sent to frontend in storefront API response only if the surrent time lies in the scheduled time.
Type	yes	Used to define the widget type ie banner widget or carousal or row widget etc. Widget Types are explained in detail in subsequent section.
Upload Image	no	Defines the primary image for the widget
Background Color	no	Defines background clolr to be shown for that widget in frontend
Background Image	no	Defines background image to be shown for that widget
personalization flag	no(default off)	IF this flag is on, personalization can be defined at item level

There are other fields apart from those explained above which are specific to widget types and are explained in next section.

Adding Items Inside Views

Items need to be added inside the widgets so that frontend can display the content inside the widgets. Items define the type of content which will be visible on a widget and how the behaviour will be on clicking on content inside the widgets.

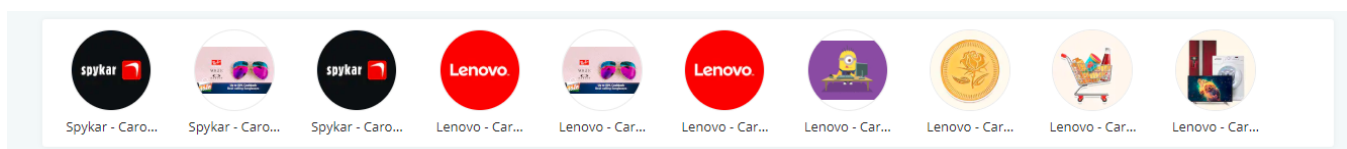Below are the fields that need to be defined while creating an item.

Field	mandatory?	use
Name	yes	Defines item name. May be visible in UI depending on widget type.
Type	yes	Defines if the item is of type grid with a grid(list) ID or smartlist with a grid URL or some other type(Toll/Recharge etc. for digital verticals) with a clickable URL
ListID/Grid ID	yes	Defines gridID or ListID. Required only if type is list_grid or grid. Correct middle ware URL is formed from ID by storefront.
Platform	no	Defines the platform for which this item will be visible like web, Android, ios etc. The available platforms for selection are inherited from the widget here.
Site	yes	Defines site (Paytm or Paytm Mall) applicable for this item. Item will be shown on that site only(filtered in storefront API response based on platform passed in storefront API call). The available sites for selection are inherited from the widget here.
SmartList URL	yes	Shown only if type is smartlist. This is the url of smarlist which needs to be attached to this item as clickable URL. This URL should start with slash and should contain the SEO part of the list URL without any domain specific information and list URL should not give 404.

Correct middleware URL is formed by the storefront while serving the data. |
ProductID	yes	Shown only if type is product. It is a valid product ID which is added as item here. Correct PDP URL is created by storefront here
SymLink URL	yes	Shown for remaining types like Embed, External, DTH etc. It can be any URL which does not give a 404.
Image URL	no	URL for image attached to this Item.
status	yes	Flag to activate or deactivate the item.
is flash sale flag	yes(default off)	Flag to indicate if frontend needs to show flash sale timer on this item.
Deal Time Start/Deal Time End	yes if flash sale flag in on	deal start and end time for flash sale timer shown on frontend
scheduled flag	yes if flash sale flag is on. Default is Off	Flag used to schedule an item for specific time period.
Scheduling From-Upto Time	yes if scheduled flag in on	Schedule time for which this item will be served in storefront API response.
Title	no	Used to define title of item
Sub Title	no	Used to define sub title of item
Label	no	used to define label text for item

GA Tracking Category	yes	Used to track impressions and clicks on items. GA category ID is sent as it is to GA for reports aggregation for impressions/clicks.
Label text Color	no(default is black)	defines text color of label
label background color	no(default is black)	defines background color for label text
shareable	no(default is off)	Used for reseller type stores to show share icon on frontend
Upload Image	no	Image to be shown for this item at frontend. It can be banner image etc. in case of banner widget.
Alternate Image	no	Not used anywhere. May be deprecated in future.
Personalization	no	If personalization flag is on, item level personalization fields can be defined to show item at specific city location only or for specific app version on any platform etc.

Widget Types

Carousal Large

Frontend UI

Items Shown in the carousal above are added as items inside the carousal-4 view in the storefront(decorator) as shown below. Item name is displayed in the frontend below the image uploaded for that item. The characters shown in UI are limited and complete text can be seen in tooltip.

Carousal Small

Frontend UI

Carousal - Small

The widget name is shown on top here.

Items Shown in the carousal above are added as items inside the carousal-2(carousal-small) view in the storefront(decorator) as shown below.

CAROUSAL - SMALL (LAYOUT :CAROUSEL-2, VIEW ID :38478, SITE :PAYTM,PAYTMMALL, PLATFORM :WEB,HTML5,ANDROID,IOS, VERSION :S2(NEW))

Image	Id	Name	Url Type	Url	Status	Platform	Actions
	167940	Item 1	grid	https://catalog-staging.paytm.com/dev1/men-t-shirts-glpid-5030?src=store Copy Url		WEB,HTML5,ANDROID,IOS	
	167941	Item 1	grid	https://catalog-staging.paytm.com/dev1/men-t-shirts-glpid-5030?src=store Copy Url		WEB,HTML5,ANDROID,IOS	
	167942	Item 1	grid	https://catalog-staging.paytm.com/dev1/men-t-shirts-glpid-5030?src=store Copy Url		WEB,HTML5,ANDROID,IOS	