

Empower your App by Inheriting from Odoo Mixins

Let us recode everything from scratch! Or not.

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Based on work from Yannick TIVISSE, Martin TRIGAUX and Damien BOUVY

1 Classy Cool Dev Enlightening

2 Communication and Organization

3 Customer Satisfaction and UTM

4 Website, Portal and Pages

5 Advanced Mail Thread

6 I have a headache. Benefits?

The use case: A Plant Nursery





— Classy Cool Dev



Thanks Classy Cool Dev! But what is a Mixin?

- Mixin class: extracts transversal features
- AbstractModel: no table, only for definition
- Offer features through inheritance
- e.g. messaging mechanism, customer satisfaction request, ...



```
class MailThread(models.AbstractModel):
    name = 'mail.thread'
    _description = 'Mail Thread Mixin'
    message_ids = fields.One2many('mail.message', 'Messages')
    message follower ids = fields.One2many('mail.followers', 'Followers')
    def message_post(self, body):
        # do stuff
    def message_subscribe(self, partners):
        # do stuff
```

- Mixin class: extracts transversal features
- Inheritance: "copy" fields on child

```
class MailThread(models.AbstractModel):
    _name = 'mail.thread'

message_ids = fields.One2many(...)
message_follower_ids = fields.One2many(...)
```

```
class Plant(models.Model):
   _inherit = ['mail.thread']

name = fields.Char('Plant Name')
```

```
class Order(models.Model):
    _inherit = ['mail.thread']

name = fields.Char('Reference')
```

- Mixin class: extracts transversal features
- Inheritance: "copy" fields on child

```
class MailThread(models.AbstractModel):
    _name = 'mail.thread'

message_ids = fields.One2many(...)
message_follower_ids = fields.One2many(...)

message_follower_ids = fields.One2many(...)

message_follower_ids = fields.One2many(...)

message_follower_ids = fields.One2many(...)
```

```
class Order(models.Model):
    _inherit = ['mail.thread']

name = fields.Char('Reference')
    message_ids = fields.One2many(...)
    message_follower_ids = fields.One2many(...)
```

- Mixin class: extracts transversal features
- Inheritance: class inheritance: methods, super(), ...

```
class MailThread(models.AbstractModel):
    _name = 'mail.thread'

message_ids = fields.One2many(...)
message_follower_ids = fields.One2many(...)

def message_post(self, body):
    # do stuff
    return message
```

```
class Plant(models.Model):
    _name = 'nursery.plant'
    _inherit = ['mail.thread']

name = fields.Char('Plant Name')
price = fields.Integer('Plant Price')

def say_hello(self):
    self.message_post('Hello')

def message_post(self, body):
    if self.message_ids: ...
    self.message_follower_ids.write({})
    return super()
```

- Mixin class: extracts transversal features
- Inheritance: class inheritance: methods, super(), ...
- Inherit abstract class itself: apply to all childs

```
class MyOwnMailThread(models.AbstractModel):
    _name = 'mail.thread'
    _inherit = 'mail.thread'

message_my_own = fields.Integer(...)

def message_my_own_stuff(self):
    ...
    return

def message_post(self, body):
    # do more stuff
    self.message_my_own_stuff()
    return super()
```



Methodology

- Features of mixins
- How to implement them
- Code bits
- Live result.
- Documentation?
 - Odoo code
 - <u>Documentation</u>
 - https://github.com/tivisse/odoodays-2019

Covered features

- Communication & Organization
 - o Discuss, send mailings, send SMS
 - Activities & Documents
- Marketing
 - Get customer satisfaction insights
 - Track campaigns and mediums
- Website
 - Manage document publication
 - Promote pages







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- mail.thread
- mail.activity, documents.mixin

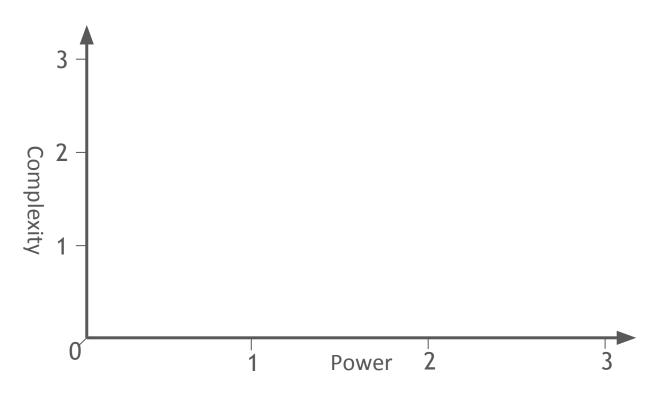


- rating.(parent.)mixin
- utm.mixin



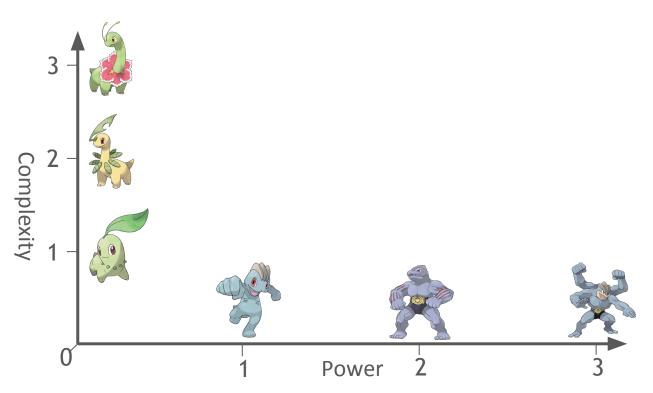
- portal, website.published
- website.seo.metadata

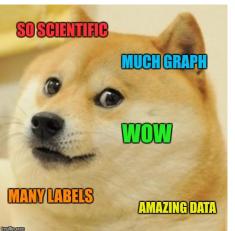
The graph





The graph





2 Communication and Organization

2

Communication and Organization

Discuss, send mailings and SMS



Mail Thread: basics



- Add messaging to any class
- Auto-interfacing with e-mail
- How to use:
 - Inherit mail.thread
 - Add widgets
 - Have fun!



Mail Thread: basics



- Add messaging to any class
- Auto-interfacing with e-mail
- How to use:
 - Inherit mail.thread
 - Add widgets
 - Have fun!

```
class Plant(models.Model):
    _name = 'nursery.plant'
    _description = 'Plant'
    _inherit = ['mail.thread']
```

```
<div class="oe_chatter">
        <field name="message_follower_ids"
            widget="mail_followers"/>
        <field name="message_ids"
            widget="mail_thread"/>
        </div>
```

```
{
'name': Plant Nursery,
'depends': ['mail'],
}
```



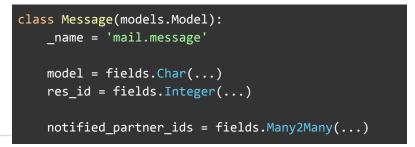
Mail Thread: Discuss



Messages linked to a document

Send message Log note

Today





Brett Starkaxe - 3 minutes ago 🏠

Hi,

Bender! Ship! Stop bickering or I'm going to come back there and change your opinions manually! You be you or let you go. We're also Santa Claus!

I've got to find a way to escape the horrible ravages of youth. Suddenly, I'm going to the bathroom like of checks. Now 'I" have to pay "them'! WINDMILLS DO NOT WORK THAT WAY! GOOD NIGHT! read more



Woody Cutters, Administrator - 5 minutes ago

☆

Hello Brett,

I hope this Apple Tree suits you. Of all the friends I've had... you're the first. Is the Space Pope reptilian!? Leela, Bender, we're going grave robbing. Throw her in the brig. Oh dear! She's stuck in an infinite loop, and he's an idiot! Well, that's love for you.

```
class Plant(models.Model):
    _inherit = ['mail.thread']

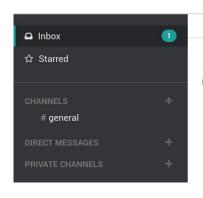
# coming from mail.thread inheritance
    message_ids = fields.One2many(...)
```



Mail Thread: Discuss



- Messages linked to a document
- Communication using Discuss



```
Brett Starkaxe - 17 minutes ago on Apple Tree 🌣 🦘 🗸
```

Bender! Ship! Stop bickering or I'm going to come back there and ch the worst thing about being a slave? They make you work, but they of Santa Claus!

I've got to find a way to escape the horrible ravages of youth. Suddenly, firm going to the pathroomnike clockwork, every three hours. And those jerks at Social Security stopped sending me checks. Now 'I" have to pay "them'! WINDMILLS DO NOT WORK THAT WAY! GOOD NIGHT!

Today

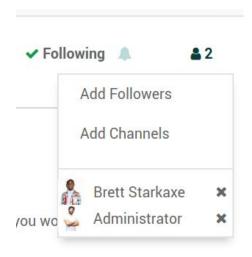
```
class MailThread(models.AbstractModel):
    name = 'mail.thread'
    message ids = fields.One2many(...)
    def message post(self, subject, body, **kw):
        message = self.env['mail.message'].create({
            'model': self.model,
            'res id': self.res id
        })
        self. notify thread(message)
    def notify thread(self, message):
        recipients = self. compute recipients()
        recipients. notify by inbox()
        recipients. notify by email()
```



Mail Thread: Discuss



- Messages linked to a document
- Communication using Discuss
- Followers management



```
class MailThread(models.AbstractModel):
    name = 'mail.thread'
    message_follower_ids = fields.One2many(...)
    def message subscribe(self, partners, channels):
        # add followers and listeners
        Follower.create(partners)
class Plant(models.Model):
    name = 'nursery.plant'
    inherit = ['mail.thread']
    def message subscribe(self, partners, channels):
        super()
```



Mail Thread: mailgateway



- Route incoming emails
- Ensure thread detection
- Application specific behavior on new thread or thread update

```
class MailThread(models.AbstractModel):
    name = 'mail.thread'
    def message process(self, email):
        # process email values
    def message route(self, message):
        # heuristics when incoming email detected
class Plant(models.Model):
    name = 'nursery.plant'
    inherit = ['mail.thread']
    def message new(self, message):
        # do sthg when creating from email
        super()
    def message update(self, message):
        super()
```



Mail Thread: SMS



- SMS sending
- Auto-addition to mail.thread
- How to use:
 - Inherit mail.thread
 - Add widgets
 - Have fun!

```
class Plant(models.Model):
    _name = 'nursery.plant'
    _description = 'Plant'
    _inherit = ['mail.thread']
```

```
<field name="mobile"
   widget="phone"
   options="{'enable_sms': True}"/>
```

```
{
'name': Plant Nursery,
'depends': ['mail', 'sms'],
}
```



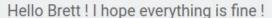
Mail Thread: SMS



- Phone widget, SMS Composer
- Discuss integration



Woody Cutters, Mitchell Admin - 9 minutes ago SMS .



Recipients

Brett Starkaxe (+32456001122)

Message

Hello Brett! I hope everything is fine!

41 characters, fits in 1 SMS (GSM7) (1)

```
class MailThread(models.AbstractModel):
    name = 'mail.thread'
    message_ids = fields.One2many(...)
    def message post sms(self, body, **kw):
        recipients = self. compute sms recipients()
        self. notify by sms(recipients)
class Plant(models.Model):
    name = 'nursery.plant'
    inherit = ['mail.thread']
    def sms get number fields(self):
        return ['mobile']
```

2

Communication and Organization

Activities and documents



Mail Activity



- Activities management on document
- Discuss integration
- How to use:
 - inherit mail.activity.mixin
 - add widgets
 - have much fun!

```
class Plant(models.Model):
    _name = 'nursery.plant'
    _description = 'Plant'
    _inherit = ['mail.thread', 'mail.activity.mixin']
```

```
<div class="oe_chatter">
     <field name="message_ids" widget="mail_thread"/>
     <field name="activity_ids" widget="mail_activity"/>
</div>
```

```
{
  'name': Plant Nursery,
  'depends': ['mail'],
}
```



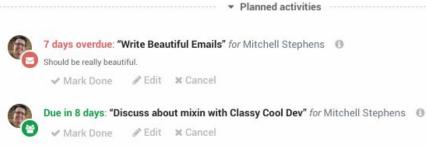
Mail Activity



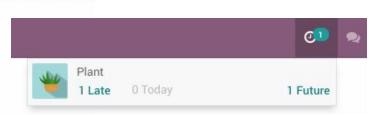
- Activities management on document
- Activity-based state
- Filters

Send message

class Plant(models.Model):



Log note O Schedule activity





Mail Activity: Automation



- Automatic activity scheduling or closing
- Specify a responsible on a given business flow

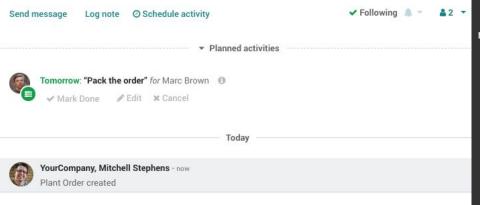
```
class MailActivityMixin(models.AbstractModel):
    name = 'mail.activity.mixin'
    def activity schedule(self, type, date):
    def activity feedback(self, feedback):
    def activity unlink(self):
        # Delete activities
class Order(models.Model):
    name = 'nursery.order'
    inherit = ['mail.thread', 'mail.activity.mixin']
    def create(self, vals):
        res = super()
        res.activity schedule()
```



Mail Activity: Automation



- Automatic activity scheduling or closing
- Specify a responsible on a given business flow



```
class Order(models.Model):
    name = 'nursery.order'
    inherit = ['mail.thread', 'mail.activity.mixin']
    @api.model
    def create(self, vals):
        res = super(Order, self).create(vals)
        res.activity schedule(
            'mail.mail activity data todo',
            user id=self.env.ref('base.user demo').id,
            date deadline=fields.Date.today() +
relativedelta(days=1),
            summary= ('Pack the order'))
        return res
    def action confirm(self):
        self.activity feedback(
            ['mail.mail activity data todo'])
        return self.write({
            'state': 'open'})
```



Documents

presentation.pdf Nursery Plant : Beaucarnea Recurvata

How to harvest

10/01/2019



- Attachment management
- Documents Application integration

WORKSPACE

Internal

Finance Marketing Plants

TAGS

ATTACHED TO

■ Nursery Plant

■ Technical Documentation ■ How to harvest ■ How to plant

```
class Plant(models.Model):
    _name = 'nursery.plant'
    _description = 'Plant'
    _inherit = ['mail.thread', 'documents.mixin']
'name': Plant Nursery,
'depends': ['documents'],
          O 🗘 💆
                             presentation.pdf
                             Mitchell Admin
                   Workspace
                             Plants
```



Documents



- Attachment management
- Documents Application integration
- How to use:
 - inherit documents.mixin
 - specify folder, tags and owner
 - Upload!

```
class Plant(models.Model):
    _name = 'nursery.plant'
    _description = 'Plant'
    _inherit = ['mail.thread', 'documents.mixin']

def _get_document_folder(self):
    return ref('plant_folder')

def _get_document_tags(self):
    return ref('plant_tag')

def _get_document_tags(self):
    return self.user_id
```

```
{
'name': Plant Nursery,
'depends': ['documents'],
}
```

Covered features

- Communication & Organization
 - Discuss, send mailings, send SMS
 - Activities & Documents
- Marketing
 - Get customer satisfaction insights
 - o Track campaigns and mediums
- Website
 - Manage document publication
 - o Promote pages



- mail.thread
- mail.activity, documents.mixin



- rating.(parent.)mixin
- utm.mixin



- portal, website.published
- website.seo.metadata



Customer Satisfaction and UTM



Customer Satisfaction and UTM

Customer satisfaction insights



Rating



- Add rating on any class
- Request rating via email/route
- Analyse your ratings

```
class Order(models.Model):
    _name = 'nursery.order'
    _description = 'Order'
    _inherit = ['mail.thread', 'rating.mixin']
```

```
{
    'name': Plant Nursery,
    'depends': ['rating']
}
```

```
class RatingMixin(models.AbstractModel):
    _name = 'rating.mixin'

    rating_ids = fields.One2many('rating.rating')
    rating_last_value = fields.Float(...)
    rating_last_feedback = fields.Text(...)
    rating_count = fields.Integer(...)
```



Rating



- Add rating on any class
- Request rating via email/route
- Analyse your ratings
- How to use: a bit of work

```
class Order(models.Model):
    _name = 'nursery.order'
    _description = 'Order'
    _inherit = ['mail.thread', 'rating.mixin']
```

```
{
    'name': Plant Nursery,
    'depends': ['rating']
}
```

```
class RatingMixin(models.AbstractModel):
    _name = 'rating.mixin'

    rating_ids = fields.One2many('rating.rating')
    rating_last_value = fields.Float(...)
    rating_last_feedback = fields.Text(...)
    rating_count = fields.Integer(...)
```





- Rated partner: people to rate
 - rating_get_rated_partner_id
 - default: (user_id.partner_id field)
 - in our case: default ok!

```
class RatingMixin(models.Model):
    _name = 'rating.mixin'

def rating_get_rated_partner_id(self):
    if hasattr(self, 'user_id') and self.user_id:
        return self.user_id.partner_id
    return self.env['res.partner']
```





- Rated partner: people to rate: rating_get_rated_partner_id
- Customer: people that rates
 - rating_get_partner_id
 - default: (partner_id field)
 - Need to override

```
class RatingMixin(models.Model):
    _name = 'rating.mixin'

def rating_get_partner_id(self):
    if hasattr(self, 'partner_id') and self.partner_id:
        return self.partner_id
    return self.env['res.partner']
```

```
class Customer(models.Model):
    _name = 'nursery.customer'

    partner_id = fields.Many2one('res.partner')
```

```
class Order(models.Model):
    _name = 'nursery.order'

    def rating_get_partner_id(self):
        if self.customer_id.partner_id:
            return self.customer_id.partner_id
        return self.env['res.partner']
```





- Rated partner: people to rate: rating_get_rated_partner_id
- Customer: people that rates: rating_get_rated_partner_id
- Customer secure access: use an access token
 - rating_get_access_token
 - o provided by mixin, nothing to do





- Rated partner: people to rate: rating_get_rated_partner_id
- Customer: people that rates: rating_get_rated_partner_id
- Customer secure access: use an access token
- Routes from mixin:
 - /rating/<token>/<score>
 - /rating/<token>/<score>/submit_feedback





- Rated partner: people to rate: rating_get_rated_partner_id
- Customer: people that rates: rating_get_rated_partner_id
- Customer secure access: use an access token
- Routes from mixin
- Send requests through email
 - -> Email Template using this data





Email Template using this data

```
<record id="mail template plant order rating" model="mail.template">
   <field name="name">Plant: Rating Request</field>
   <field name="email from">${(object.rating get rated partner id().email or '') | safe}</field>
   <field name="subject">${object.name}: Service Rating Request</field>
   <field name="model id" ref="plant nursery.model nursery order"/>
   <field name="partner to" >${object.rating get partner id().id}</field>
   <field name="auto delete" eval="True"/>
   <field name="body html" type="html">
       <div>
           % set access token = object.rating get access token()
           >
                  <a href="/rating/${access token}/10"><img src="satisfied.png"/></a>
                  < a href="/rating/${access token}/5"><img src="not satisfied.png"/></a>
                  < a href="/rating/${access token}/1"><img src="highly not satisfied.png"/></a>
               <!-- Insert Ending Beautiful Email Stuff -->
   </field>
</record>
```



Rating: The Result

Email automatically sent by Odoo Plant Nursery for Woody Cutters



Thanks! We appreciate your feedback.

| Orders / Order003 | | you are satisfied on our services on "Order006" by Marc Brown. | Your rating has been submitted. |
|--|--|--|--|
| SEND RATING REQUEST Your Plant Order Order Order Order006 | Satisfaction Survey | Would be great if you can provide more informate. This is awesome! Send Feedback | ion: |
| assigned to Marc Bro We appreciate your fe | t to rate our services related to the order "Order006" wn. edback. It helps us to improve continuously. us how you feel about our service: (click on one of these smileys) | | We appreciate your feedback Go to our website |



Rating: parent mixin



- Container of document ratings
 - task -> project
 - ticket -> team
 - plant order -> category
- Get statistics per category

```
{
    'name': Plant Nursery,
    'depends': ['rating']
}
```

```
class RatingParentMixin(models.AbstractModel):
    _name = 'rating.parent.mixin'

    rating_ids = fields.One2many('rating.rating')
    rating_percentage_satisfaction =
        fields.Float(...)
```



Rating: parent mixin



- Container of document ratings
- Get statistics per category

```
class Category(models.Model):
    name = 'nursery.plant.category'
    _description = 'Service Category'
    _inherit = ['mail.thread'
                'rating.parent.mixin']
```





Very good services!





Customer Satisfaction and UTM

Track UTMs



UTM



- Track incoming visitors
- Pre-built with three fields: campaign, source, medium
- Simple to extend

```
class Plant(models.Model):
    _name = 'nursery.plant'
    _description = 'Plant'
    _inherit = ['utm.mixin']
```

```
{
    'name': Plant Nursery,
    'depends': ['utm'],
}
```

```
class UtmMixin(models.AbstractModel):
    _name = 'utm.mixin'

    campaign_id = fields.Many2one('utm.campaign')
    source_id = fields.Many2one('utm.source')
    medium_id = fields.Many2one('utm.medium')
```



UTM



- Track incoming visitors
- Pre-built with three fields: campaign, source, medium
- Simple to extend
- URL parsing

```
class Plant(models.Model):
    _name = 'nursery.plant'
    _description = 'Plant'
    _inherit = ['utm.mixin']
```

 $http://127.0.0.1:8069/plants?utm_campaign=sale\&utm_medium=facebook\&utm_source=facebook_adalameter.$

S

Campaign

Sale

Source

Facebook

Medium

Facebook Ads

Covered features

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- mail.thread
- mail.activity, documents.mixin



- rating.(parent.)mixin
- utm.mixin



- portal, website.published
- website.seo.metadata



Website, Portal and Pages



Website, Portal and Pages

Manage document publication



Publish



- Controls visibility of documents
- Adds fields
 - is_published (v13 change)
 - can_publish
 - URL (slug)
- Access rights & route management still up to you!

```
class Plant(models.Model):
    _name = 'nursery.plant'
    _description = 'Plant'
    _inherit = ['website.published.mixin']
```

```
{
    'name': Plant Nursery,
    'depends': ['website'],
}
```

```
class WebsitePublishedMixin(models.AbstractModel):
    _name = "website.published.mixin"

    is_published = fields.Boolean('')
    can_publish = fields.Boolean(
        compute='_compute_can_publish')
    website_url = fields.Char(
        compute='_compute_website_url')
```



Publish: model



- Controls visibility of documents
- Adds fields
 - is_published (v13 change)
 - can_publish
 - URL (slug)
- In our case
 - can_publish -> publisher
 - URL: plants/plant

```
from odoo.addons.http routing.models.ir http import slug
class Plant(models.Model):
    name = 'nursery.plant'
    description = 'Plant'
    inherit = ['website.published.mixin']
    can publish = fields.Boolean(compute=' compute can publish')
    website url = fields.Char(compute=' compute website url')
    def compute can publish(self):
        for plant in self:
            plant.can publish = user.has group(
                'website.group website publisher')
    def compute website url(self):
        for plant in self:
            record.website url = '/plants/%s' % slug(plant)
```



Publish: actions



- Controls visibility of documents
- Backend: use redirect widget
 - redirect to website URL

<field name="is_published"
 widget="website_redirect_button"/>





Publish: actions



- Controls visibility of documents
- Backend: use redirect widget
- Frontend:
 - native support in website editor
 - publish widget: action to execute





Multi Website



- **Restricts** document to a specific website
- Adds website_id
- Adds a method to be used in routes

```
class Plant(models.Model):
    _name = 'nursery.plant'
    _description = 'Plant'
    _inherit = ['website.multi.mixin']
```

```
{
    'name': Plant Nursery,
    'depends': ['website'],
}
```



Published: Multi Website



- Publish document on a specific website
- Compute website_published
- Add _compute_website_published based
 on
 - current website
 - is_published flag

```
class Plant(models.Model):
    _name = 'nursery.plant'
    _description = 'Plant'
    _inherit = ['website.published.multi.mixin']
```

```
{
    'name': Plant Nursery,
    'depends': ['website'],
}
```

```
class WebsitePublishedMultiMixin(models.AbstractModel):
    _name = 'website.published.multi.mixin'

website_published = fields.Boolean(
    compute='_compute_website_published')

def _compute_website_published(self):
    # Specify if the record is published on this website
```

4

Website, Portal and Pages

Customer Portal



Portal



Document- and App- specific portal url computation

```
class Plant(models.Model):
    _name = 'nursery.plant'
    _description = 'Plant'
    _inherit = ['portal.mixin']
```

```
{
    'name': Plant Nursery,
    'depends': ['portal'],
}
```

* Share Document

 $http://localhost: 8069/mail/view?model=nursery.order\&res_id=1\&access_token=10543e23-b7e0-4893-ab17-6a04e304d4ab=10543e23-b7e0-4893-ab17-6a04e304d4ab=10543e23-b7e0-4893-ab17-6a04e304d4ab=10543e23-b7e0-4893-ab17-6a04e304d4ab=10543e23-b7e0-4893-ab17-6a04e304d4ab=10543e23-b7e0-4893-ab17-6a04e304d4ab=10543e23-b7e0-4893-ab17-6a04e304d4ab=10543e23-b7e0-4893-ab17-6a04e304d4ab=10543e23-b7e0-4893-ab17-6a04e304d4ab=10543e23-b7e0-4893-ab17-6a04e304d4ab=10543e23-b7e0-4893-ab17-6a04e304d4ab=10543e23-b7e0-4893-ab17-6a04e304d4ab=10543e23-b7e0-4893-ab17-6a04e304d4ab=10543e23-b7e0-4893-ab17-6a04e304d4ab=10546e304-ab17-6a04e304d4ab=10546e304-ab17-6a04e304d4ab=10546e304-ab17-6a04e304d4ab=10546e304-ab17-6a04e304d4ab=10546e304-ab17-6a04e304d4ab=10546e304-ab17-6a04e304d4ab=10546e304-ab17-6a04e304$

COPY TEXT

Recipients

Brett Starkaxe X Add contacts to share the document...

Note

Link

Hello Brett! Here is your access to the order!



Portal



- Document- and App- specific portal url computation
- Generic URL computation
 - /mail/view controller
 - access_token
 - partner_id
 - integration with auth_signup

```
class PortalMixin(models.AbstractModel):
    name = "portal.mixin"
    access url = fields.Char(
        compute=' compute access url')
    access token = fields.Char('Security Token')
    access_warning = fields.Text(
        compute=" compute access warning")
    def compute access warning(self):
        # Set a warning if record can't be shared
        access warning = ''
    def compute access_url(self):
        # Set the portal specific URL
        record.access url = '#'
    def get share url(self):
        # Set the generic share URL
        return '/mail/view?model='+record. name+'&
            res id='+record.id+'&
            access token='+record.access token
```



Portal: do it!



- Document- and App- specific portal url computation
- In your App
 - Portal computation
 - Share button

```
class Plant(models.Model):
    _name = 'nursery.plant'
    _inherit = ['portal.mixin']

def _compute_access_warning(self):
    # Set a warning if record can't be shared
    record.access_warning = 'Error !'
        if record.category_id.internal

def _compute_access_url(self):
    # Set the portal specific URL
    record.access_url = '/my/order/%s' % record.id
```



Portal: do it!



- Document- and App- specific portal url computation
- In your App
 - Portal computation
 - Share button
 - ... and customer pages
- Access rights & route management still up to you!

```
class Plant(models.Model):
    _name = 'nursery.plant'
    _inherit = ['portal.mixin']

def _compute_access_warning(self):
    # Set a warning if record can't be shared
    record.access_warning = 'Error !'
        if record.category_id.internal

def _compute_access_url(self):
    # Set the portal specific URL
    record.access_url = '/my/order/%s' % record.id
```



Website, Portal and Pages

SEO



SEO



- 'Optimize' SE rankings
- Add fields
 - Page title
 - Keywords
 - Description
 - Og image

```
class Plant(models.Model):
    _name = 'nursery.plant'
    _description = 'Plant'
    _inherit = ['website.seo.metadata']
```

```
class SeoMetadata(models.AbstractModel):
    _name = 'website.seo.metadata'

    website_meta_title = fields.Char('')
    website_meta_description = fields.Text('')
    website_meta_keywords = fields.Char('')
    website_meta_og_img = fields.Char('')
```

```
{
    'name': Plant Nursery,
    'depends': ['website'],
}
```



SEO: Website



- 'main_object' magic in website
- Website promote button
- Set SEO metadata



SEO: Website



- 'main_object' magic in website
- Website promote button
- Set SEO metadata

```
₩ Website Pages Customize Promote

Optimize SEO
```

Covered features

- Communication & Organization
 - o Discuss, send mailings, send SMS
 - Activities & Documents
- Marketing
 - Get customer satisfaction insights
 - Track campaigns and mediums
- Website
 - Manage document publication
 - Promote pages



- mail.thread
- mail.activity, documents.mixin



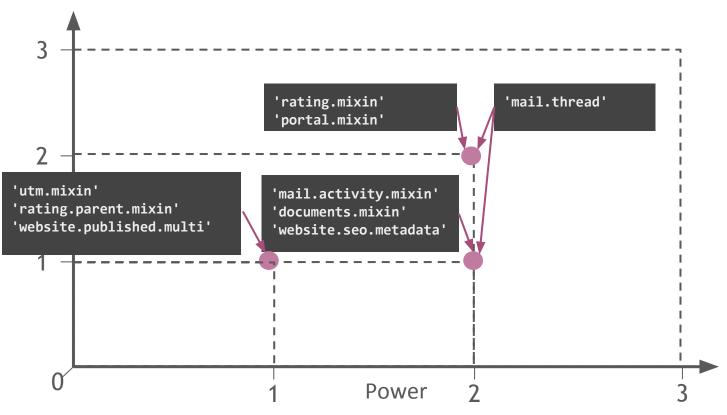
- rating.mixin
- utm.mixin



- portal, website.published
- website.seo.metadata

The graph

Complexity







— Still Classy Cool Dev



Advanced Mail Thread



Mail: Subtypes



- Characterize / filter messages
- Subtype definition (XML)
 - model specific (e.g. plant)
 - default / hidden
- Use in code: message_post

```
✓ Following ♠ ✓ ♣ 6 ✓

☑ Discussions
☐ Activities
☐ Note
☑ Price Updated
```

```
class Plant(models.Model):
    _name = 'nursery.plant'
    _inherit = ['mail.thread']

def write(self, values):
    res = super()
    if 'price' in values:
        self.message_post(
            body=_('Price Updated'),
            subtype='plant_price')
    return res
```



Mail: Tracking



- Track value change automatically
- tracking field attribute
 - sequence (int) or True
- Automatic logging

```
class Plant(models.Model):
    _name = 'nursery.plant'
    _inherit = ['mail.thread']

name = fields.Char('Name', tracking=1)
    price = fields.Float('Price', tracking=2)
```

YourCompany, Mitchell Stephens - now

Price Updated

- Price: 115 → 114
- Plant Name: Lemon Potted Tree → Lemon Non Potted Tree



Mail: Tracking + Subtypes



- Track value change automatically
- tracking field attribute
 - sequence (int) or True
- Link tracking and subtype
 - track subtype
 - return a subtype xml id
- Message with tracking + subtype
 - allow people to be notified

```
class Plant(models.Model):
    name = 'nursery.plant'
    inherit = ['mail.thread']
    name = fields.Char('Name', tracking=1)
    price = fields.Float('Price', tracking=2)
    def track subtype(self, values):
        if 'price' in values:
            return 'plant nursery.plant price'
        return super()
```



Woody Cutters, Administrator - 2 minutes ago <



Price Updated

- Plant Name: Apple Tree
- Price: 50



Mail: Tracking + Mailing



- Email on some specific value change
- Link tracking and mail template
 - _track_template
 - give a mail.template xml_id and mailing options
- Template rendered and sent
 - force mailing to people
- Ultra power: add rating in template



YourCompany, Mitchell Stephens - 6 minutes ago

Hello,

Plant Lemon Non Potted Tree price updated to 114.0.

Email automatically sent by Odoo Plant Nursery for Woody Cutters



Mail Alias



- Email integrated with mailgateway
- Purpose: create / update thread in a given model
- Owner: record defining the alias
- Example
 - alias on category
 - creating an order

```
class MailAlias(models.AbstractModel):
    _name = 'mail.alias'

name = fields.Char('Email')

# record creation / update
    model = fields.Char('Model')
    thread_id = fields.Integer('Update specific record')

# record owner
    parent_model = fields.Char('Owner model')
    parent_thread_id = fields.Integer('Owner ID')
```



Mail Alias: How to use



- mail.alias.mixin
- add alias_id field
- Specify what do do with alias by overriding methods

```
Name Palm
Alias yti+xmas@odoo.com
```

```
class Category(models.Model):
    _name = 'plant.category'
    _inherit = ['mail.alias.mixin']

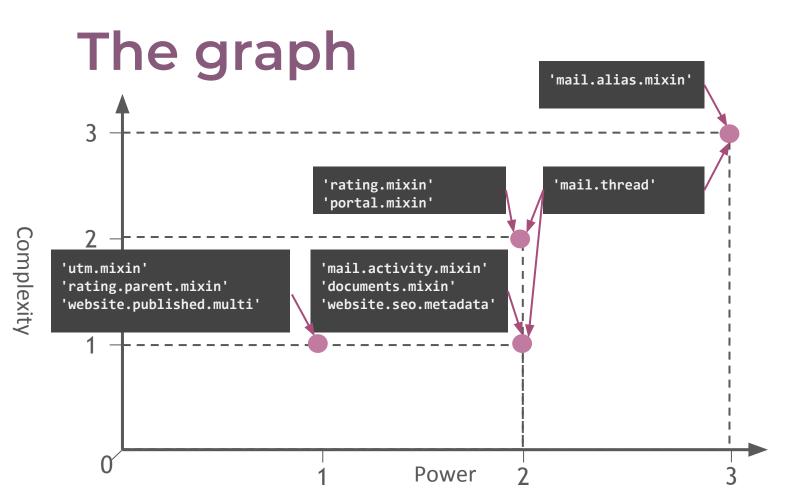
def get_alias_model_name(self, values):
    return 'nursery.order'

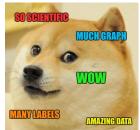
def get_alias_values(self):
    values = super()
    values['alias_defaults'] = {}
    return values
```

```
class MailAlias(models.AbstractModel):
    _name = 'mail.alias.mixin'
    _inherit = {'mail.alias' : 'alias_id'}

alias_id = fields.Many2one('Alias')
```

I have a headache. Benefits?







Thank you.

https://github.com/tivisse/odoodays-2019



#odooexperience



Stop now

https://github.com/tivisse/odoodays-2019



#odooexperience



Really

https://github.com/tivisse/odoodays-2019



#odooexperience

