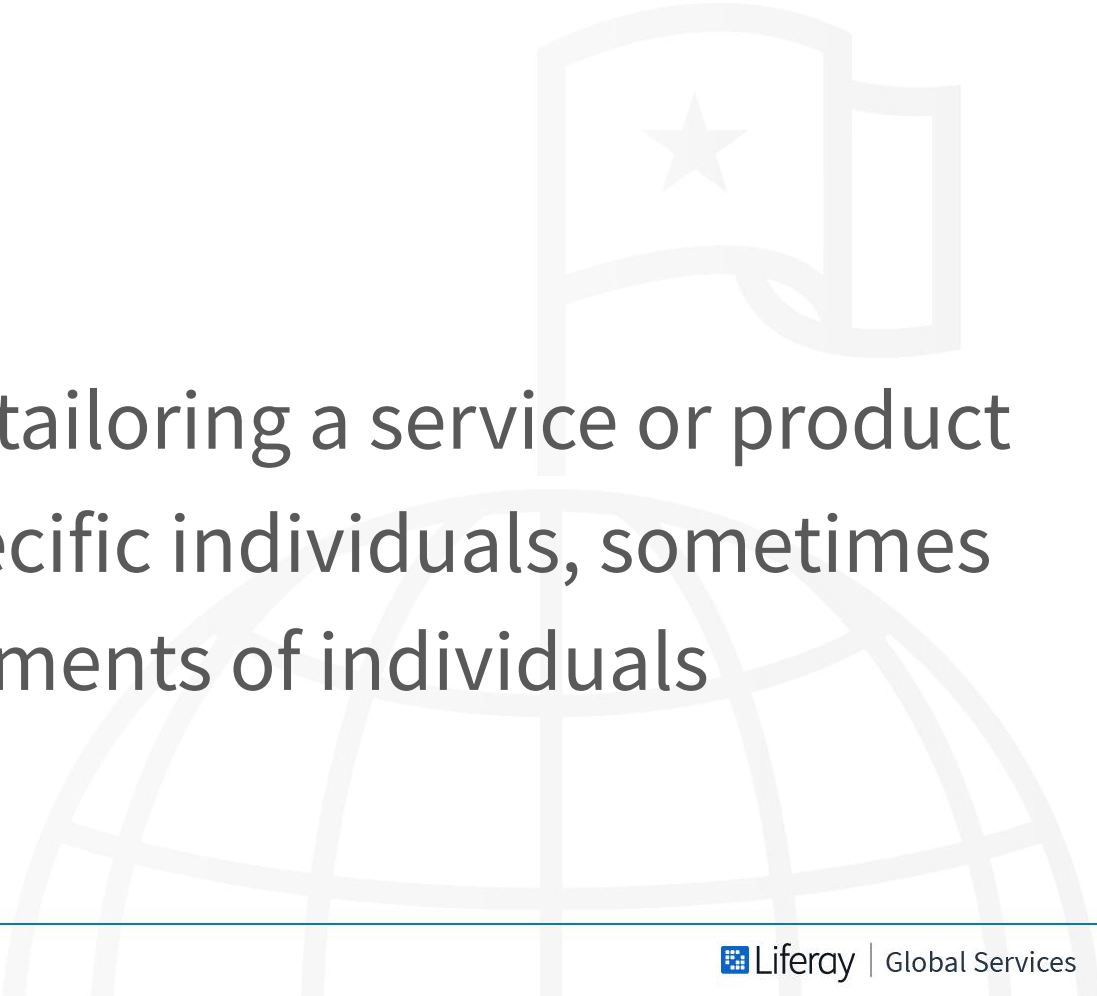


Personalization

Ray Augé
Sr. Software Architect



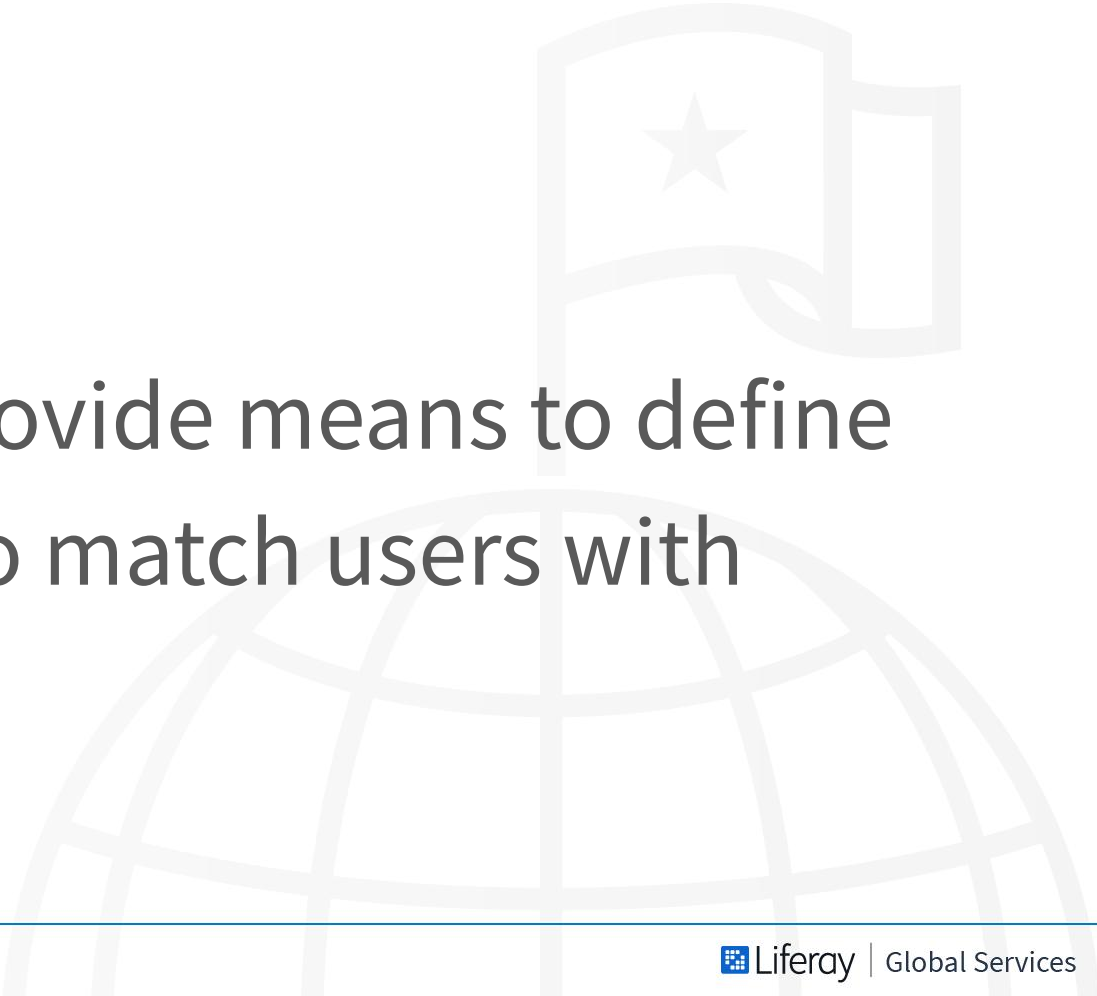
Personalization: tailoring a service or product to accommodate specific individuals, sometimes tied to groups or segments of individuals
[Wikipedia]



What mechanisms do you have at your disposal to accomplish this?

User Segments


The screenshot displays the Liferay user interface. On the left is a dark sidebar menu with the Liferay logo at the top. Below the logo are sections: 'Control Panel' with a right arrow, 'SITE Liferay' (highlighted with a blue bar) with icons for a list, refresh, and a dropdown arrow, 'Go to Site', 'Site Builder' with a right arrow, 'Content & Data' with a right arrow, 'Categorization' with a right arrow, 'Recycle Bin' with a right arrow, 'People' with a dropdown arrow, and a sub-menu under 'People' containing 'Memberships', 'Teams', and 'Segments' (highlighted with a blue bar). Below this are 'Configuration' and 'Publishing', both with right arrows. The main content area on the right has a dark header with a hamburger menu icon, the title 'Segments' with a help icon, and a user profile icon. Below the header is a light gray bar with a 'Filter and Order' dropdown, a sort icon, a search bar with the placeholder 'Search for', and a blue '+' button. The main content area is white and contains a large circular illustration of a satellite in space with a timestamp '1/8/20 1:26 AM' in a dark box. Below the illustration, the text 'There are no segments.' is displayed.



User Segments provide means to define conditions used to match users with content

User

 Date Modified

 Date of Birth

A Email Address

A First Name

A Job Title

A Last Name

A Name


 Role

A Screen Name

 Site

 Tag

 Team

 User

 User Group



Organization

- A Country
-  Date Modified
- A Hierarchy Path
- A Name
-  Organization
-  Parent Organization
- A Region
-  Tag
- A Type

Session

A Browser

🗪 Cookies

A Device Brand

A Device Model

.00 Device Screen Resolution Height

.00 Device Screen Resolution Width

A Hostname

A Language

📅 Last Sign In Date

📅 Local Date

A Referrer URL

🗪 Request Parameters

A Signed In

A URL





****NEW****

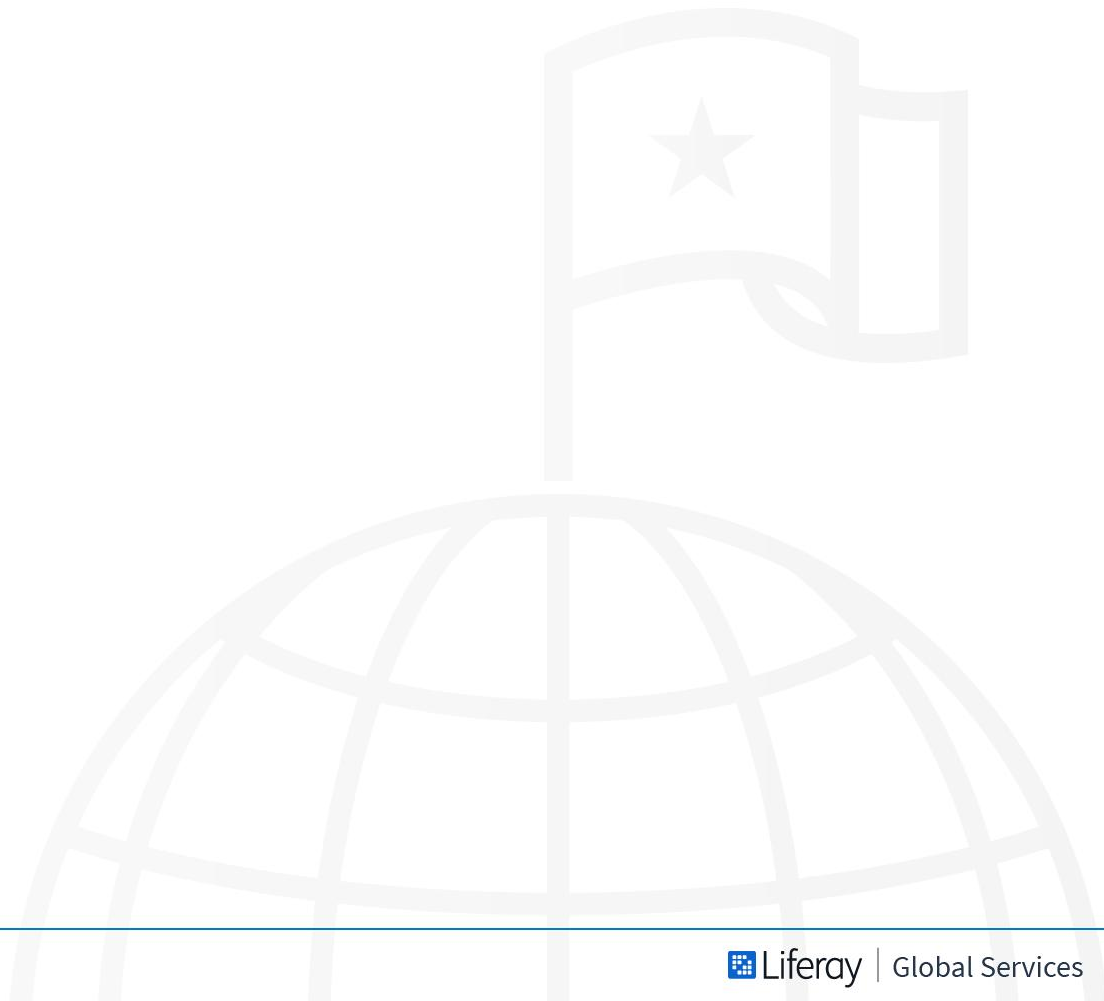
User: Tag

Organization: Country, Region, Tag

Session: Hostname, Request Parameters

Segments: Segments

Demo



Extending Segment Criteria

https://portal.liferay.dev/docs/7-2/frameworks/-/knowledge_base/f/segmentation-personalization#extending-segment-criteria

Multi-Virtual Hosts By Site

Binding Default Language to Virtual-Host

SITE URL



Enter the friendly URL that is used by both public and private pages. The friendly URL is appended to **http://localhost:8080/web** for public pages and **http://localhost:8080/group** for private pages.

Friendly URL

/guest

Enter the public and private virtual host that map to the public and private friendly URL. For example, if the public virtual host is **www.helloworld.com** and the friendly URL is **/helloworld**, **http://www.helloworld.com** is mapped to **http://localhost:8080/web/helloworld**.

Public Pages

english.ca

Language

English (United States)



Public Pages

francais.ca

Language

French (France)



Private Pages

Virtual Host

Language

Default Language



Demo



Bind Roles to User Segments



Quebec ?



Details

Define Permissions

Assignees

Users

Sites

Organizations

User Groups

Segments



Filter and Order ▾



Search for



Name

Active

Source

Scope

Create Date

Members



quebec.ca

Yes

DEFAULT

MultiLang

43 Minutes Ago

0



Demo

