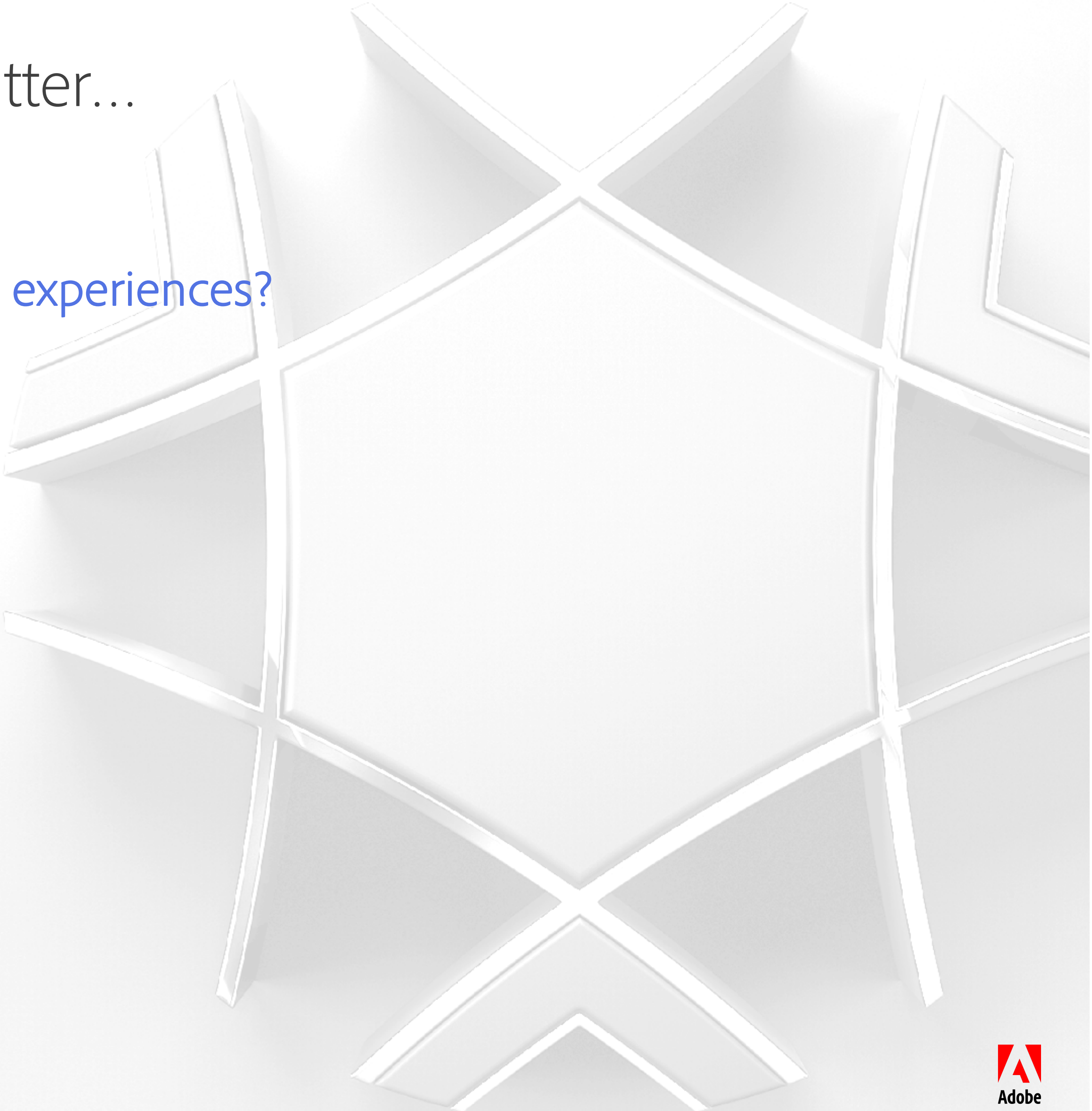
Modernizing Adobe Experience Manager

Gabriel Walt, Product Management, Adobe

We all know that experiences matter…

It's still one of the toughest challenge:

→ How to enable the creation of impactful experiences?



Key Takeaways

1

Agility

Create and Iterate fast

2

Creativity

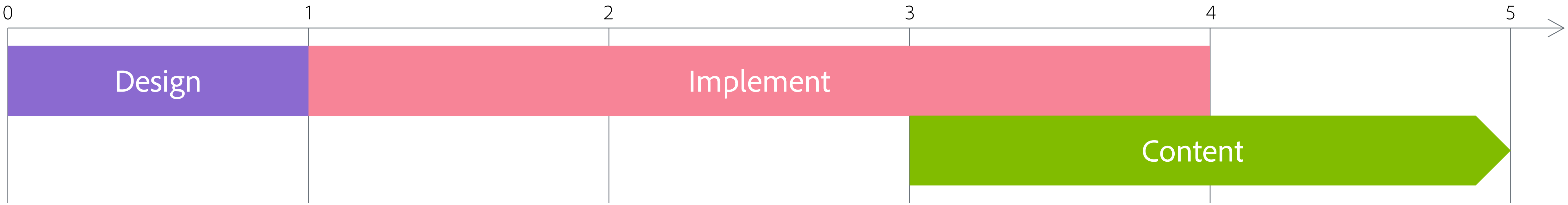
Flexibly apply styles

3

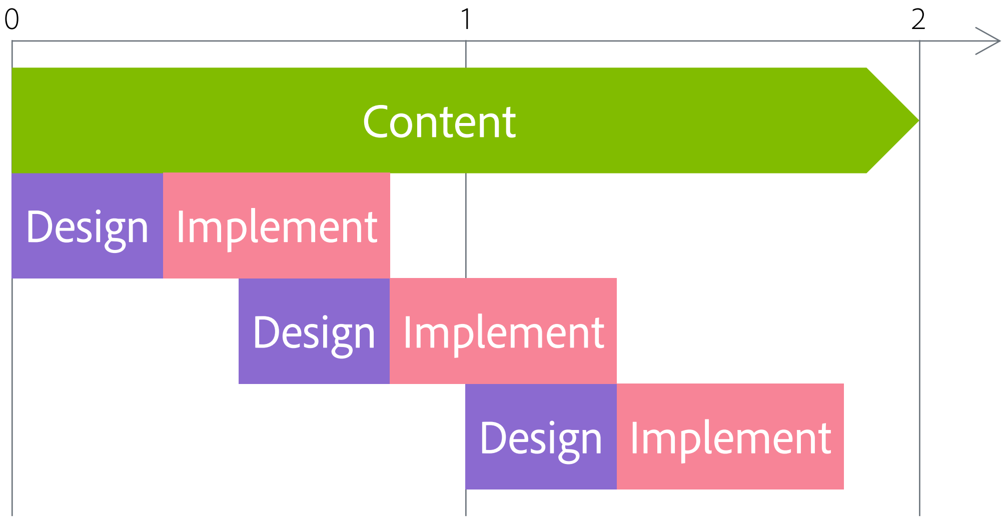
Consistency

Cross-channel content re-use

How experiences often get built



How experiences should be built



The features to get you there

1. Core Components
2. Editable Templates
3. Experience and Content Fragments

1. Core Components

Flexible building blocks for experiences.

Core Components

Template components

1. **Page**: Responsive page that works well with the Template Editor.
2. **Navigation**: Site navigation that handles globalized structures.
3. **Language Navigation**: Displays the language structure of a site.
4. **Breadcrumb**: Lists the hierarchy of parent pages.
5. **Quick Search**: Incremental search field.

Basic components

6. **Title**: Headings configurable to allow levels 1 to 6.
7. **Text**: Plain or rich text with configurable capabilities.
8. **Image**: Smart image display with configurable capabilities.
9. **Separator**: Visual spacer between the components

Social components

10. **Sharing**: Facebook and Pinterest widgets.

Referencing components

11. **List**: Lists pages that match the configured criteria.
12. **Teaser**: Visual link to a page teasing its content with an image.
13. **Content Fragment**: Displays reusable content.
14. **Content Fragment List**: Query content fragments to display.

Container components

15. **Carousel**: Slideshow presentation of content.
16. **Tabs**: Organizes content into accessible tabs.

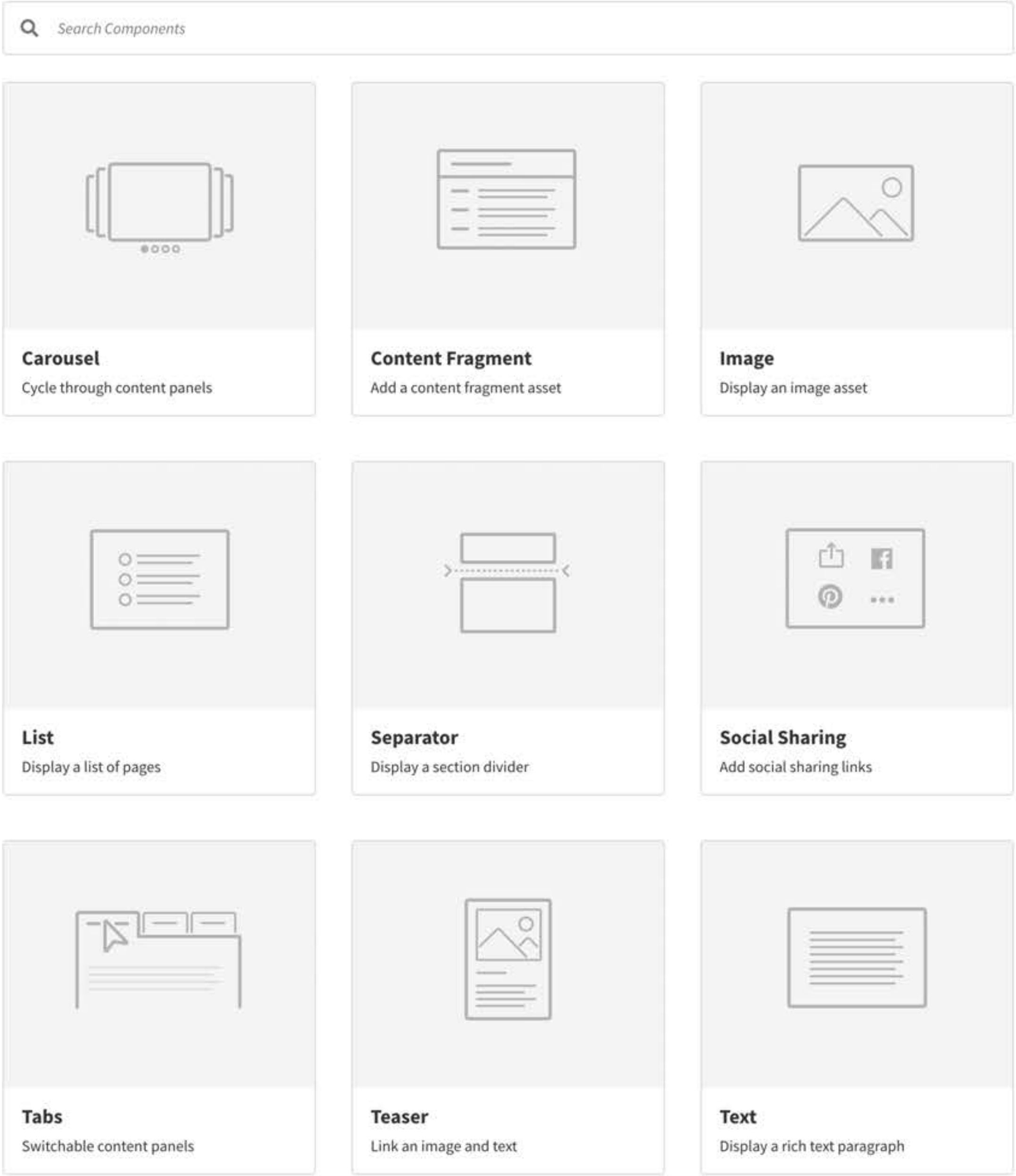
Form components

17. **Form Container**: Form paragraph system.
18. **Form Text**: Text input field (text, text area, email, phone, date, …).
19. **Form Options**: Multi-input filed (checkboxes, radios, drop-down, …).
20. **Form Button**: Submit or scriptable button.
21. **Form Hidden**: Invisible input field, for sending information along.

Component Library

- Lists the components and their states to understand what they can do.
- Guideline for front-end developers to style the components.
- Allows to verify that a style applies well to all the components and their states.

opensource.adobe.com/aem-core-wcm-components/library



Search Components

Carousel
Cycle through content panels

Content Fragment
Add a content fragment asset

Image
Display an image asset

List
Display a list of pages

Separator
Display a section divider

Social Sharing
Add social sharing links

Tabs
Switchable content panels

Teaser
Link an image and text

Text
Display a rich text paragraph

Core Components

Expressive Blocks

Flexible and configurable components that can be freely combined by authors to create various kind of content.

Production Ready

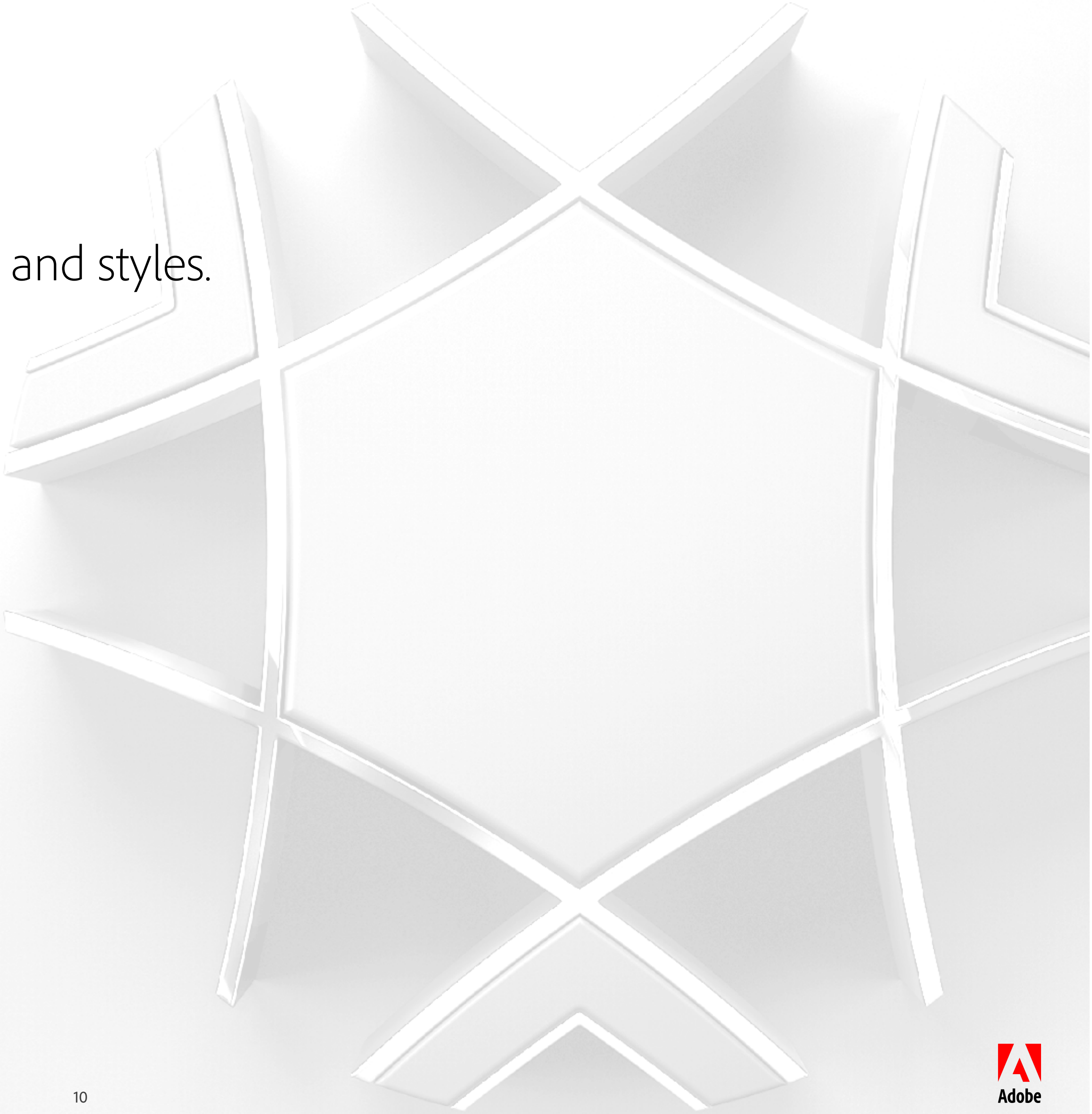
Useable as-is: lean markup that provides good search engine indexation and complies with accessibility standards.

Easy to Style

The Component Library allows to easily understand how to style the semantic markup of the components.

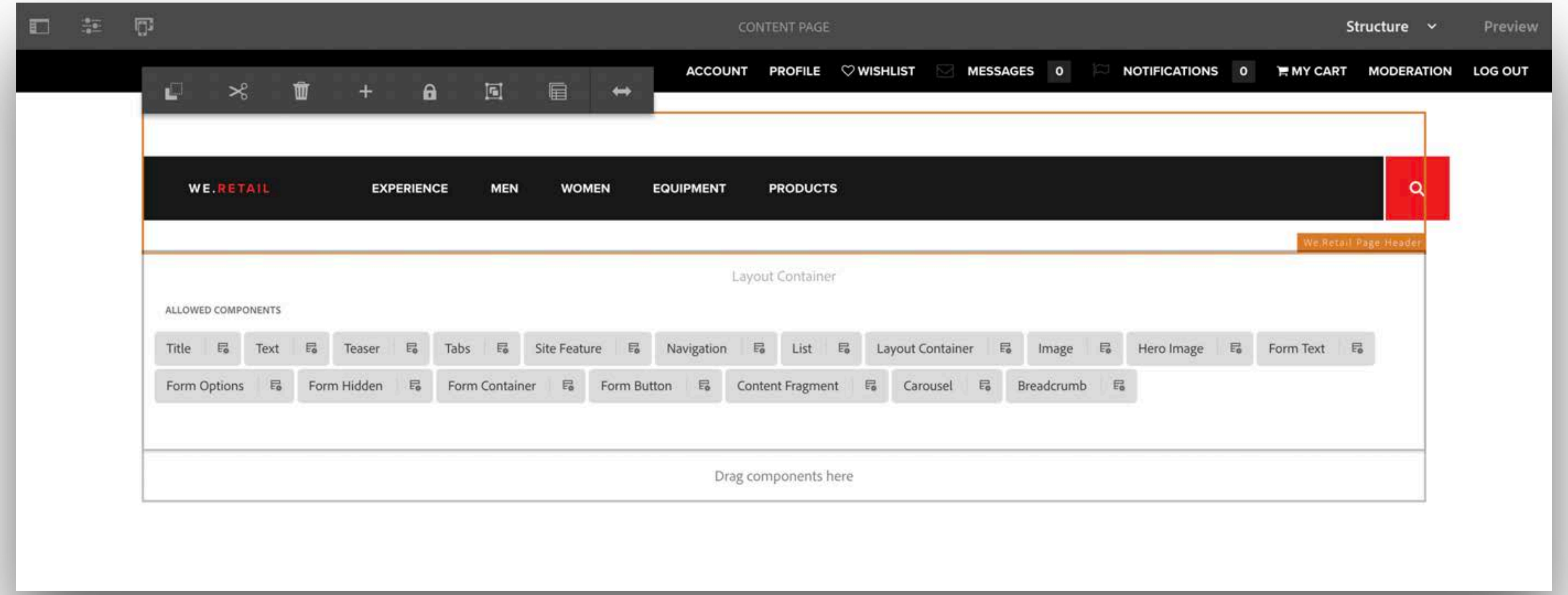
2. Template Editor

Interface to configure the page, components and styles.



Template Editor

Instead of developing every page variation, compose, configure and style them!



CONTENT PAGE

Structure

Preview

ACCOUNT PROFILE WISHLIST MESSAGES 0 NOTIFICATIONS 0 MY CART MODERATION LOG OUT

WE.RETAIL EXPERIENCE MEN WOMEN EQUIPMENT PRODUCTS

We.Retail Page Header

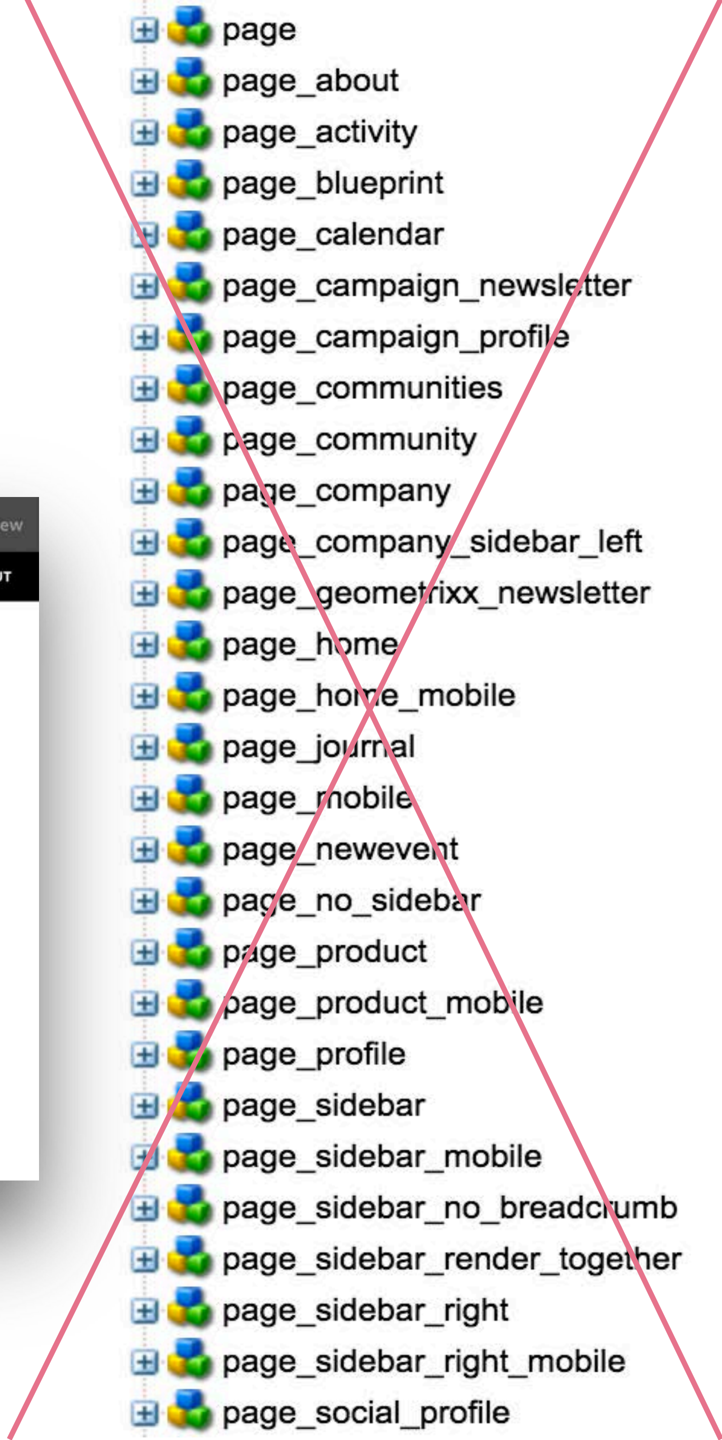
Layout Container

ALLOWED COMPONENTS

Title | Text | Teaser | Tabs | Site Feature | Navigation | List | Layout Container | Image | Hero Image | Form Text

Form Options | Form Hidden | Form Container | Form Button | Content Fragment | Carousel | Breadcrumb

Drag components here

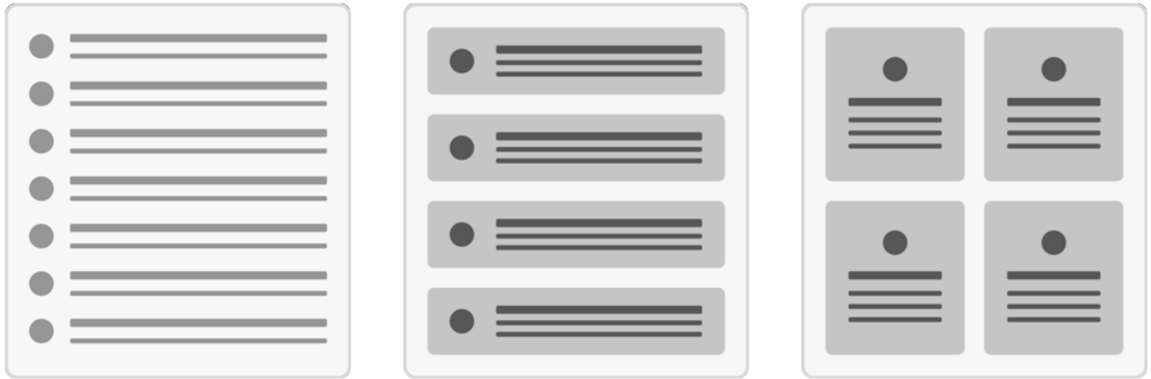


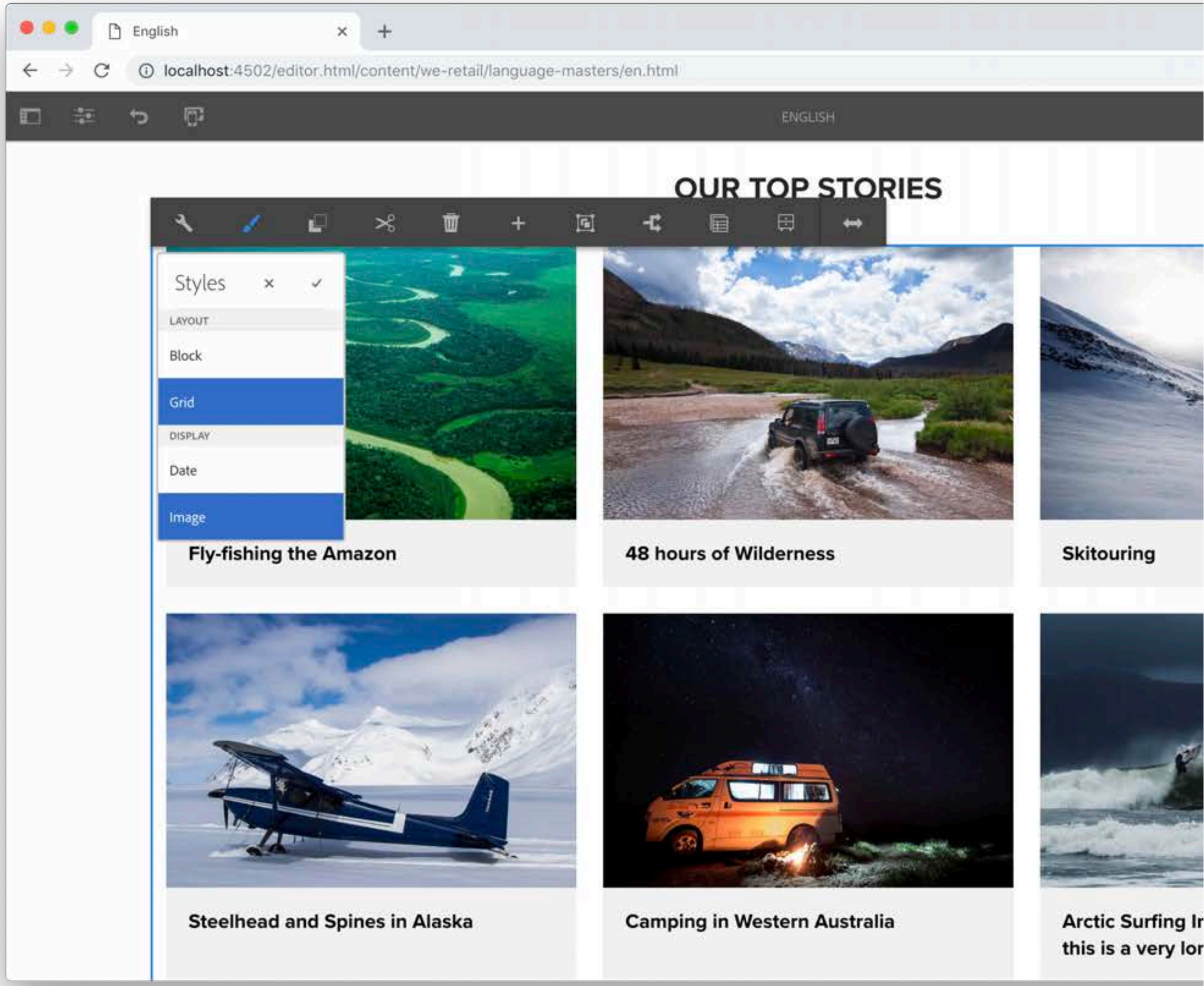
page
page_about
page_activity
page_blueprint
page_calendar
page_campaign_newsletter
page_campaign_profile
page_communities
page_community
page_company
page_company_sidebar_left
page_geometrixx_newsletter
page_home
page_home_mobile
page_journal
page_mobile
page_newevent
page_no_sidebar
page_product
page_product_mobile
page_profile
page_sidebar
page_sidebar_mobile
page_sidebar_no_breadcrumb
page_sidebar_render_together
page_sidebar_right
page_sidebar_right_mobile
page_social_profile

Style System

Instead of developing every component variation, configure and style them!

Example of a List component that can have different visual representations, but a single implementation:





Template Editor

Compose Templates

Assemble combinations of page header & footer, and define the responsive layouts.

Configure Components

Define the allowed and mandatory components, and configure them for the authors.

Unblock Authors

Content creation is made independent from the styles that can be applied later where needed.

3. Experience and Content Fragments

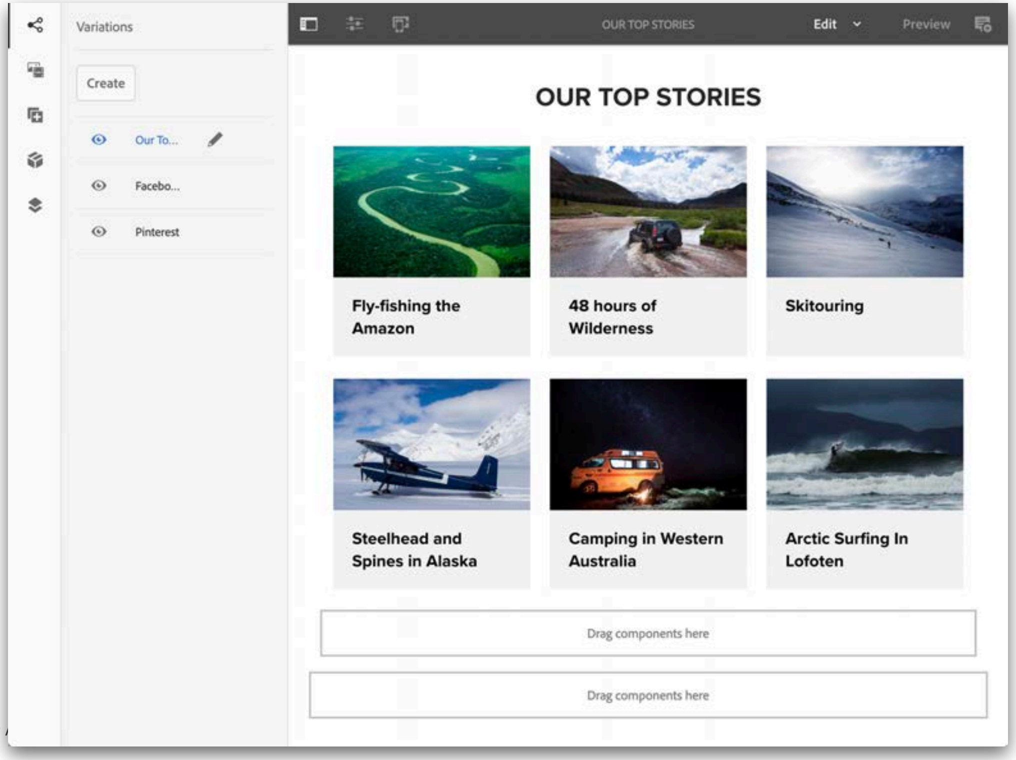
Central storage of reusable pieces of content.

Experience Fragments

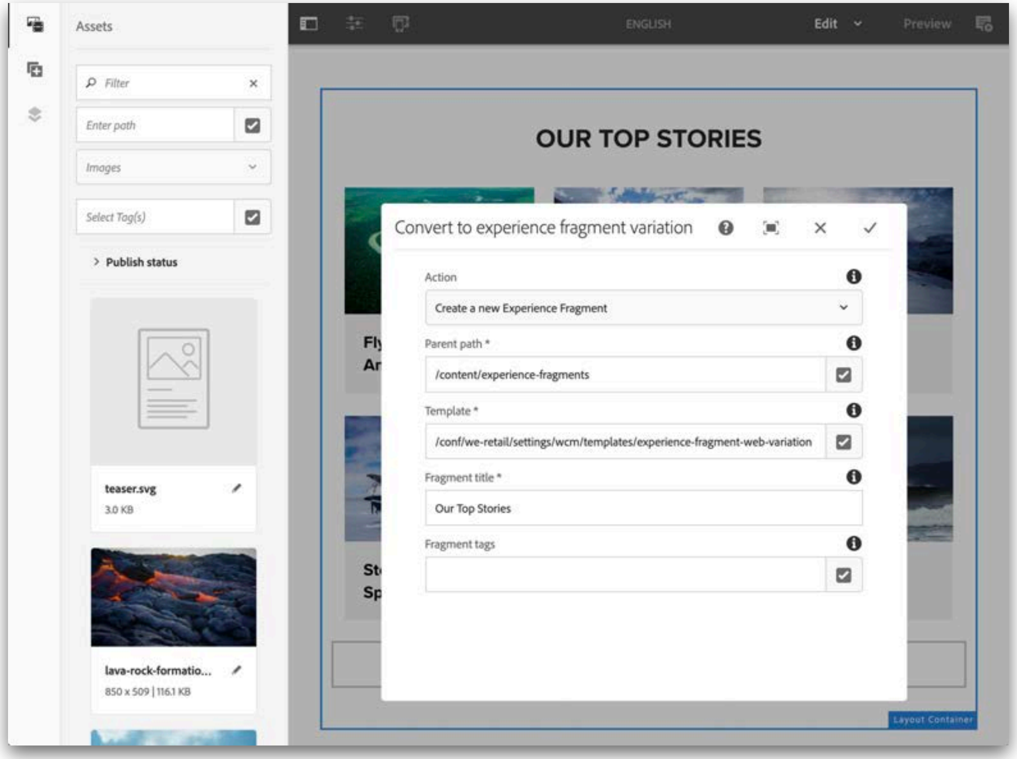
Reusable pieces of content composed of existing components.

- Any page content can be converted to an Experience Fragment.
- Centralized authoring, with variations to adjust the content to different contexts.

Experience Fragment



Experience Fragment Component



Convert to experience fragment variation

Action: Create a new Experience Fragment

Parent path *: /content/experience-fragments

Template *: /conf/we-retail/settings/wcm/templates/experience-fragment-web-variation

Fragment title *: Our Top Stories

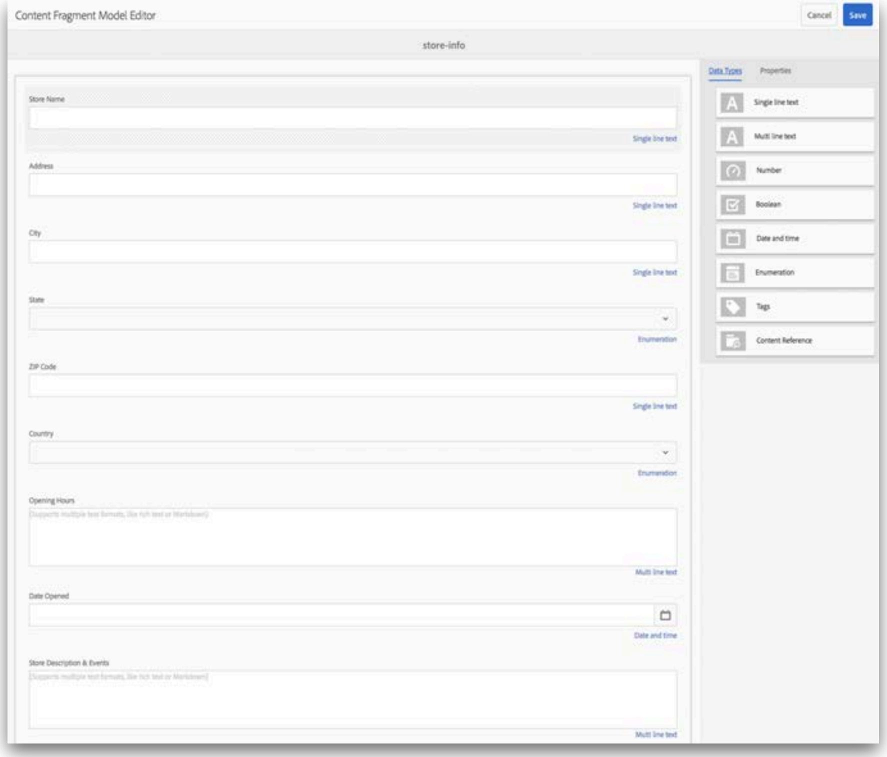
Fragment tags:

Content Fragments

Reusable pieces of content with customizable content model.

- Allows non-developers to define custom dialogs with the content fragment model editor.
- Channel independent authoring, with variations to still adjust the content to channels/context.

Content Fragment Model



store-info

Store Name
Single line text

Address
Single line text

City
Single line text

State
Enumeration

ZIP Code
Single line text

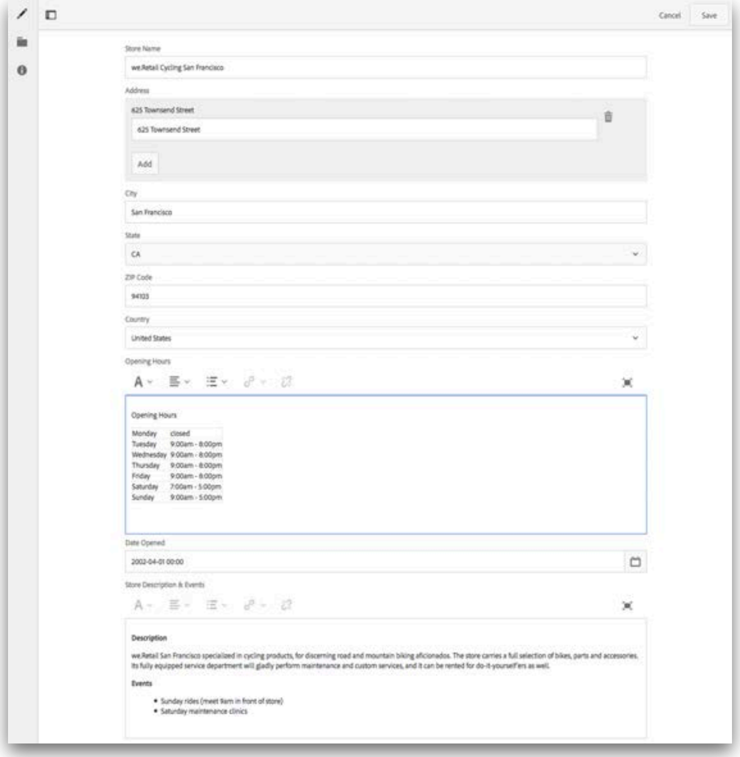
Country
Enumeration

Opening Hours
(Supports multiple text formats, like rich text or Markdown)
Multi line text

Date Opened
Date and time

Store Description & Events
(Supports multiple text formats, like rich text or Markdown)
Multi line text

Content Fragment



Store Name: we.Retail Cycling San Francisco

Address: 625 Townsend Street

City: San Francisco

State: CA

ZIP Code: 94103

Country: United States

Opening Hours

Opening Hours

Monday	closed
Tuesday	9:00am - 8:00pm
Wednesday	9:00am - 8:00pm
Thursday	9:00am - 8:00pm
Friday	9:00am - 8:00pm
Saturday	7:00am - 5:00pm
Sunday	9:00am - 5:00pm

Date Opened: 2002-04-01 00:00

Store Description & Events

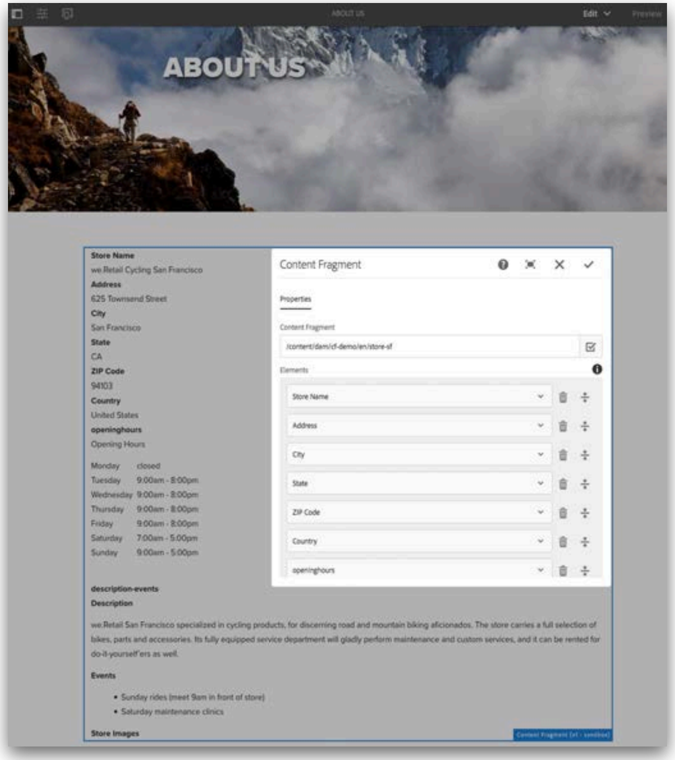
Description

we.Retail San Francisco specialized in cycling products, for discerning road and mountain biking aficionados. The store carries a full selection of bikes, parts and accessories. Its fully equipped service department will gladly perform maintenance and custom services, and it can be rented for do-it-yourself'ers as well.

Events

- Sunday rides (meet 9am in front of store)
- Saturday maintenance clinics

Content Fragment Component



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openinghours
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Sunday	9:00am - 5:00pm

description-events
Description

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- Saturday maintenance clinics

Store Images

Content Fragment: /content/dam/cf-demo/en/store-sf

Elements: Store Name, Address, City, State, ZIP Code, Country, openinghours

Experience and Content Fragments

Channel Independent

Central storage of reusable pieces of content for reuse within the same channel or not.

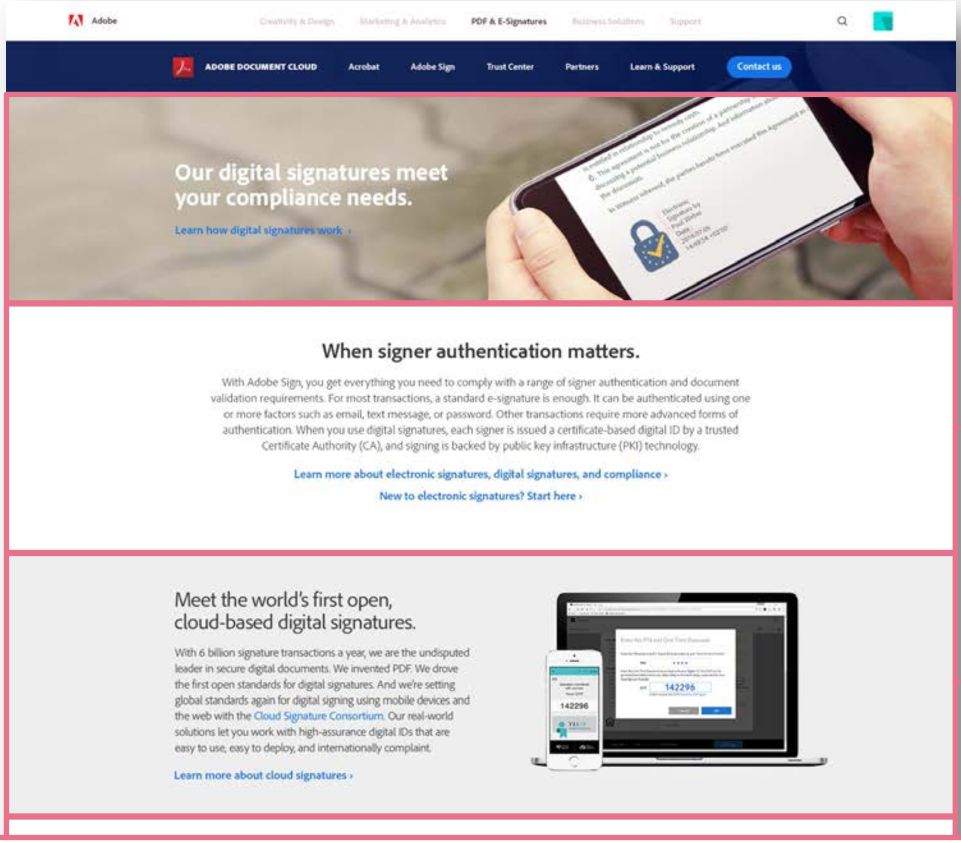
Channel Optimizable

Both types of fragments support variations to tweak them to specific needs, yet managing the content centrally.

An Example

Let’s look at the process to implement an experience from a design.

When Designs Define Components



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Learn how digital signatures work ›

When signer authentication matters.

With Adobe Sign, you get everything you need to comply with a range of signer authentication and document validation requirements. For most transactions, a standard e-signature is enough. It can be authenticated using one or more factors such as email, text message, or password. Other transactions require more advanced forms of authentication. When you use digital signatures, each signer is issued a certificate-based digital ID by a trusted Certificate Authority (CA), and signing is backed by public key infrastructure (PKI) technology.

Learn more about electronic signatures, digital signatures, and compliance ›

New to electronic signatures? Start here ›

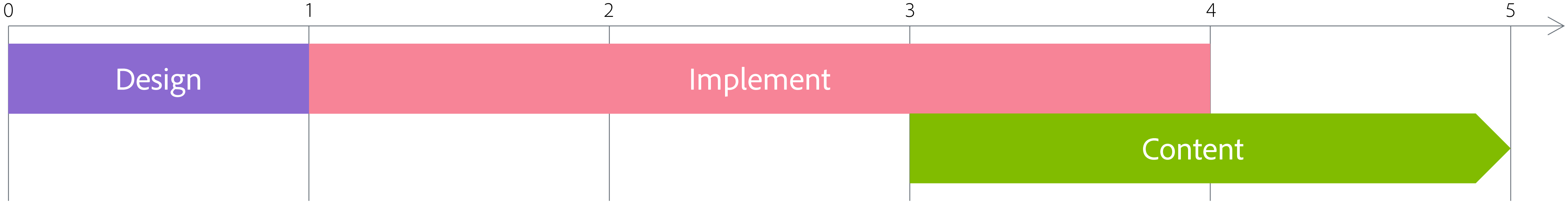
Meet the world's first open, cloud-based digital signatures.

With 6 billion signature transactions a year, we are the undisputed leader in secure digital documents. We invented PDF. We drove the first open standards for digital signatures. And we're setting global standards again for digital signing using mobile devices and the web with the Cloud Signature Consortium. Our real-world solutions let you work with high-assurance digital IDs that are easy to use, easy to deploy, and internationally complaint.

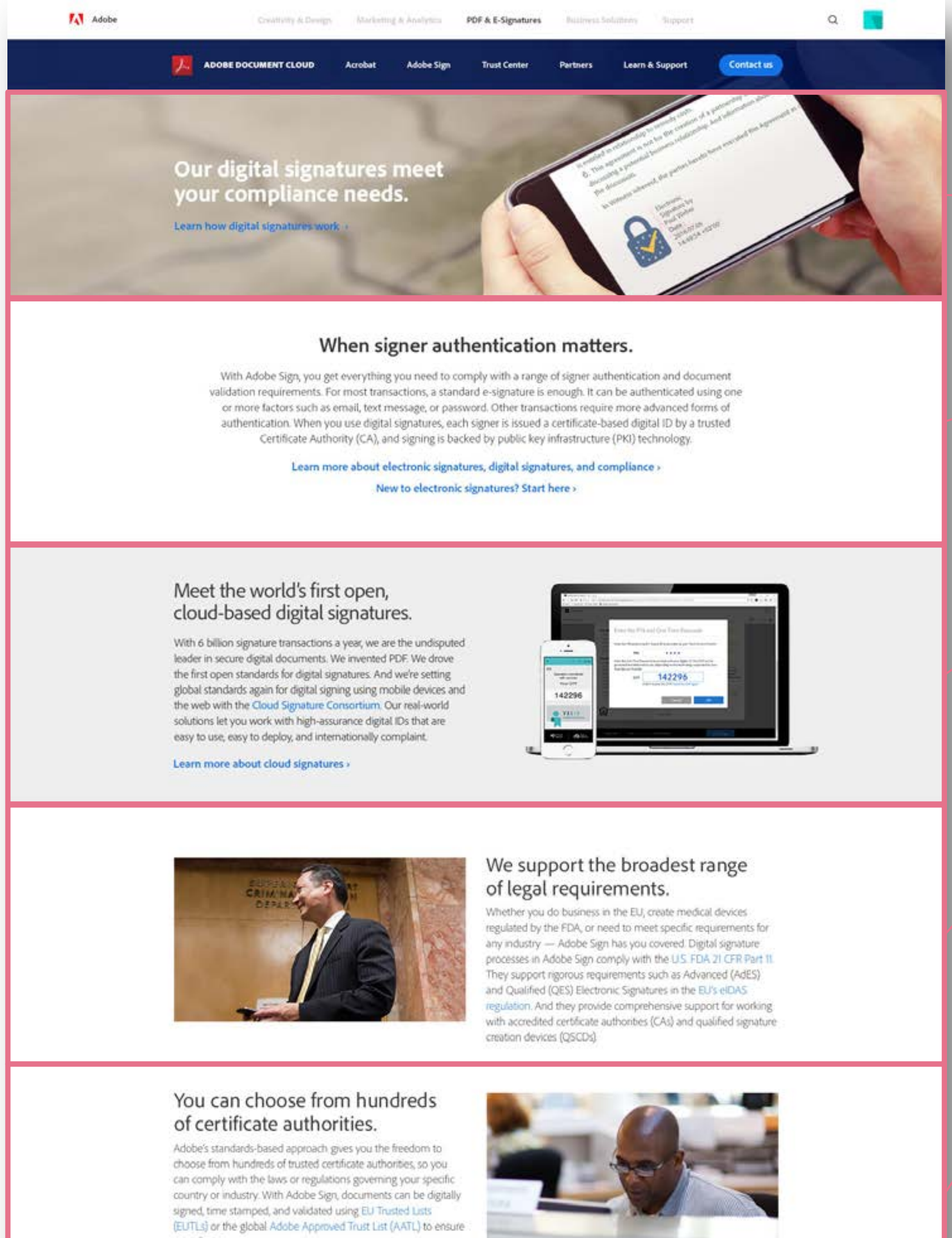
Learn more about cloud signatures ›

Components on the page:

- Hero banner
- Rich text
- Highlighted banner
- Image and text
- Text and image



Optimized Approach



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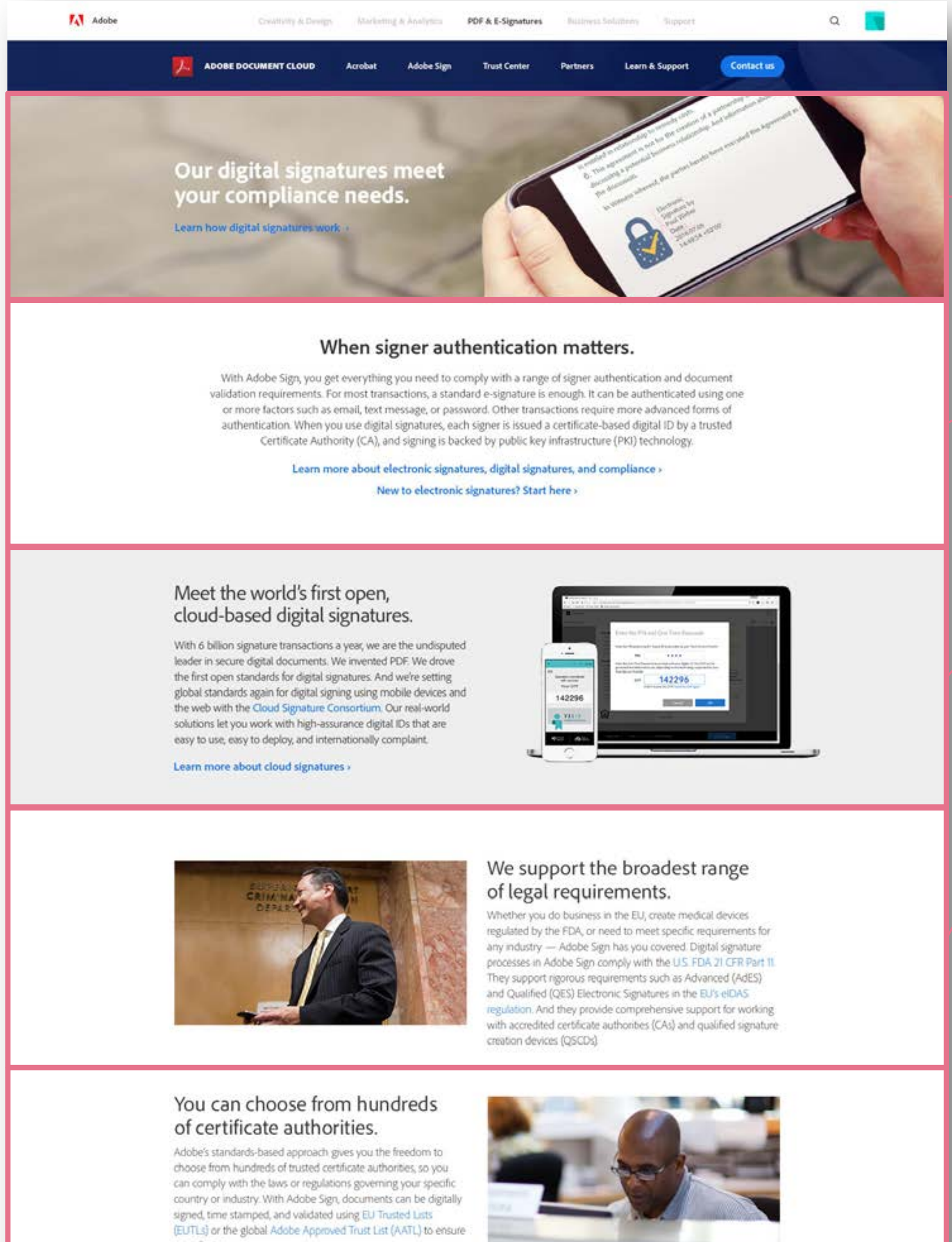
You can choose from hundreds of certificate authorities.

Adobe's standards-based approach gives you the freedom to choose from hundreds of trusted certificate authorities, so you can comply with the laws or regulations governing your specific country or industry. With Adobe Sign, documents can be digitally signed, time stamped, and validated using EU Trusted Lists (EUTLs) or the global Adobe Approved Trust List (AATL) to ensure

1. Searching for commonalities:
   - Title, ~~text,~~ link(s), image
   - Title, text, link(s), ~~image~~
   - Title, text, link(s), image
   - Title, text, ~~link(s),~~ image
   - Title, text, ~~link(s),~~ image

Optimized Approach



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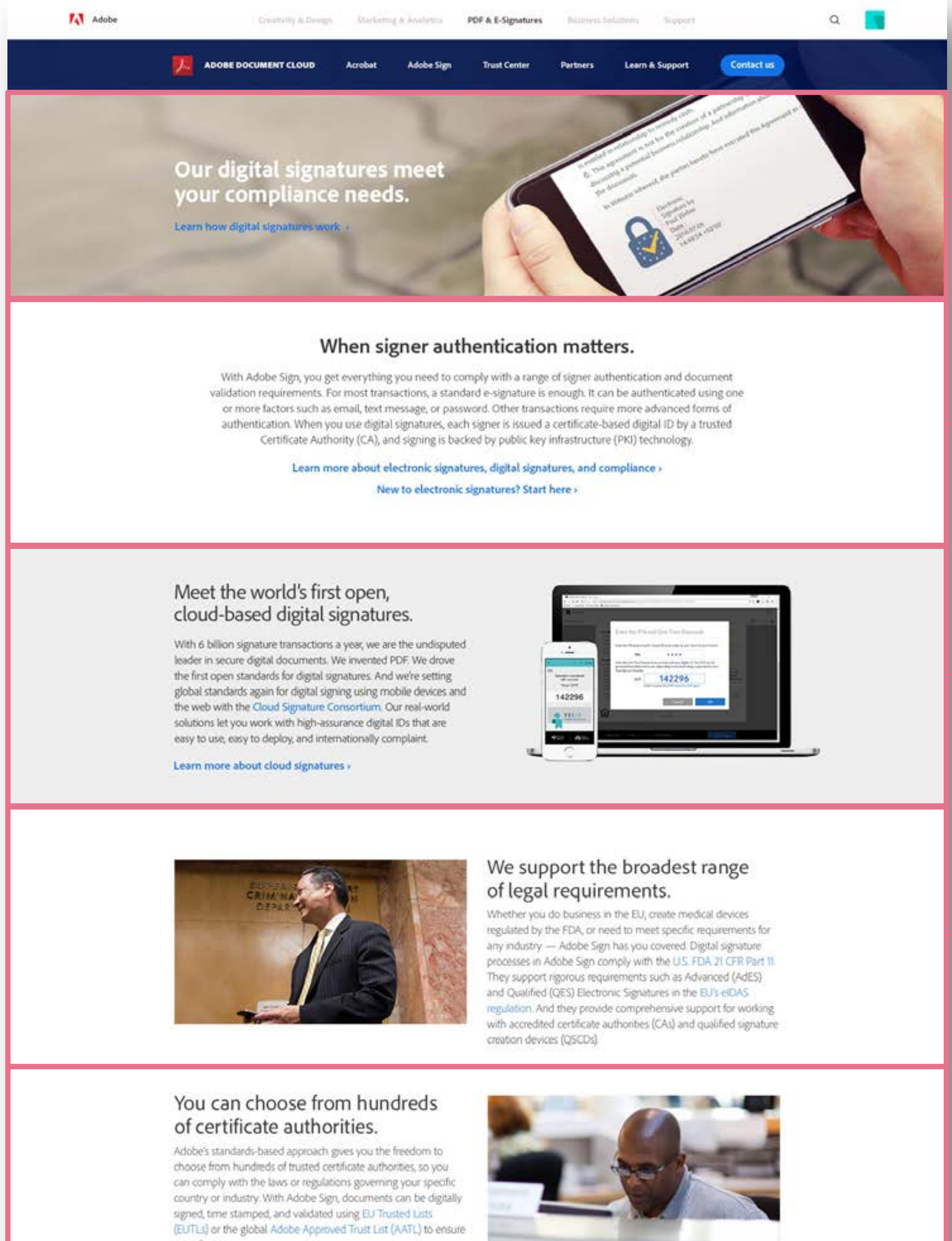
2. Search matching Core Component(s):

- Teaser component
  - Title (optional)
  - Image (optional)
  - Rich text (optional)
  - List of call to action (optional)

Optimized Approach



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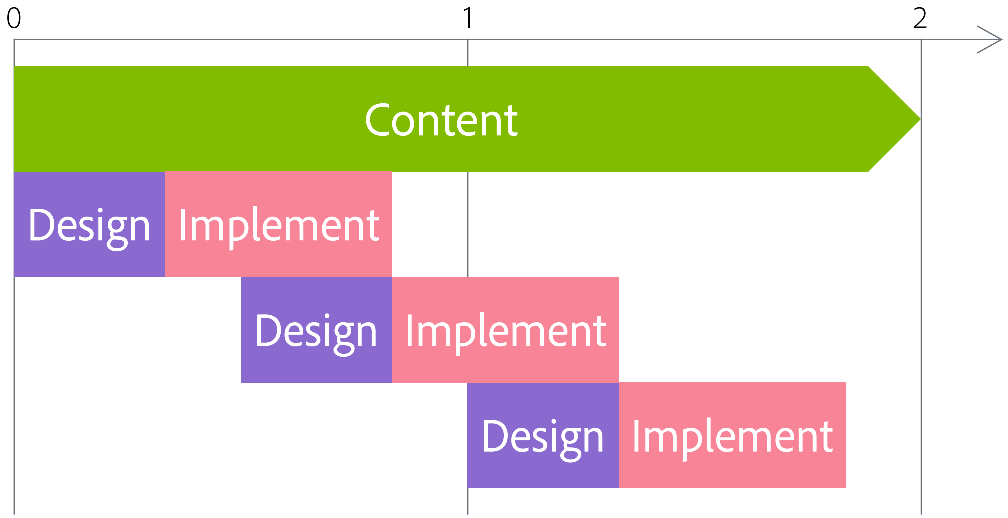
3. Resolve variations with styles:

- Background
  - Image
  - Highlight color
- Alignment
  - Text centered
  - Text right

Optimized Approach

- Spares the creation and maintenance of 5 custom components.
- Allows content creation to start before the availability of styles.



Strategies and Good Practices

How to best modernize your existing project.

Modernize UI

1. [Must-Have] Get your authors to use the modern UI.
   → Enables Content and Experience Fragments
2. Convert your classic component dialogs to the modern UI. [*]
   → Reduces legacy by completing the modern UI transition.

[*] The AEM Modernise Tools Suite will help!
github.com/adobe/aem-modernize-tools

Modernize Templates

1. [Must-Have] Convert static to editable templates. [*]
   → Enables configuring content policies
2. Have a generic Page component. (no hard-coded header, footer, or parsys)
   → Enables editable templates for new templates
3. Refactor your templates to use the generic Page component.
   → Reduces maintenance of numerous page components

[*] The AEM Modernise Tools Suite will help!
github.com/adobe/aem-modernize-tools

Modernize Components

1. Allow Core Components to be used and disable the corresponding custom components.
   → Enables Core Components with Style System
2. Convert content using disabled components to use the corresponding Core Components. [*]
   → Reduces maintenance of custom components
3. Refactor your components to use the Style System.
   → Reduces maintenance of custom components

[*] The AEM Modernise Tools Suite will help!
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Address Custom Needs with OOTB Features

Content Fragments as generic components

- The Content Fragment Model allows to define a custom dialog for the authors.
- Distinct styles can be applied to the Content Fragment component based on the Model.
- The Style System allows to apply further variations to the Content Fragment component.

Experience Fragments as building blocks

- Page headers and footers can typically be assembled as Experience Fragments.
- The Style System allows to apply styles to the content of the Experience Fragments.
- The Experience Fragments can be included on a template level and yet be localised.

One Step at The Time!

If there would be just one thing to remember…

- Don’t start a big project that aims at re-implementing everything the new way.
- Instead, make progressive improvements that generates value out of every iteration.

Key Takeaways

1

Agility

Create and Iterate fast

2

Creativity

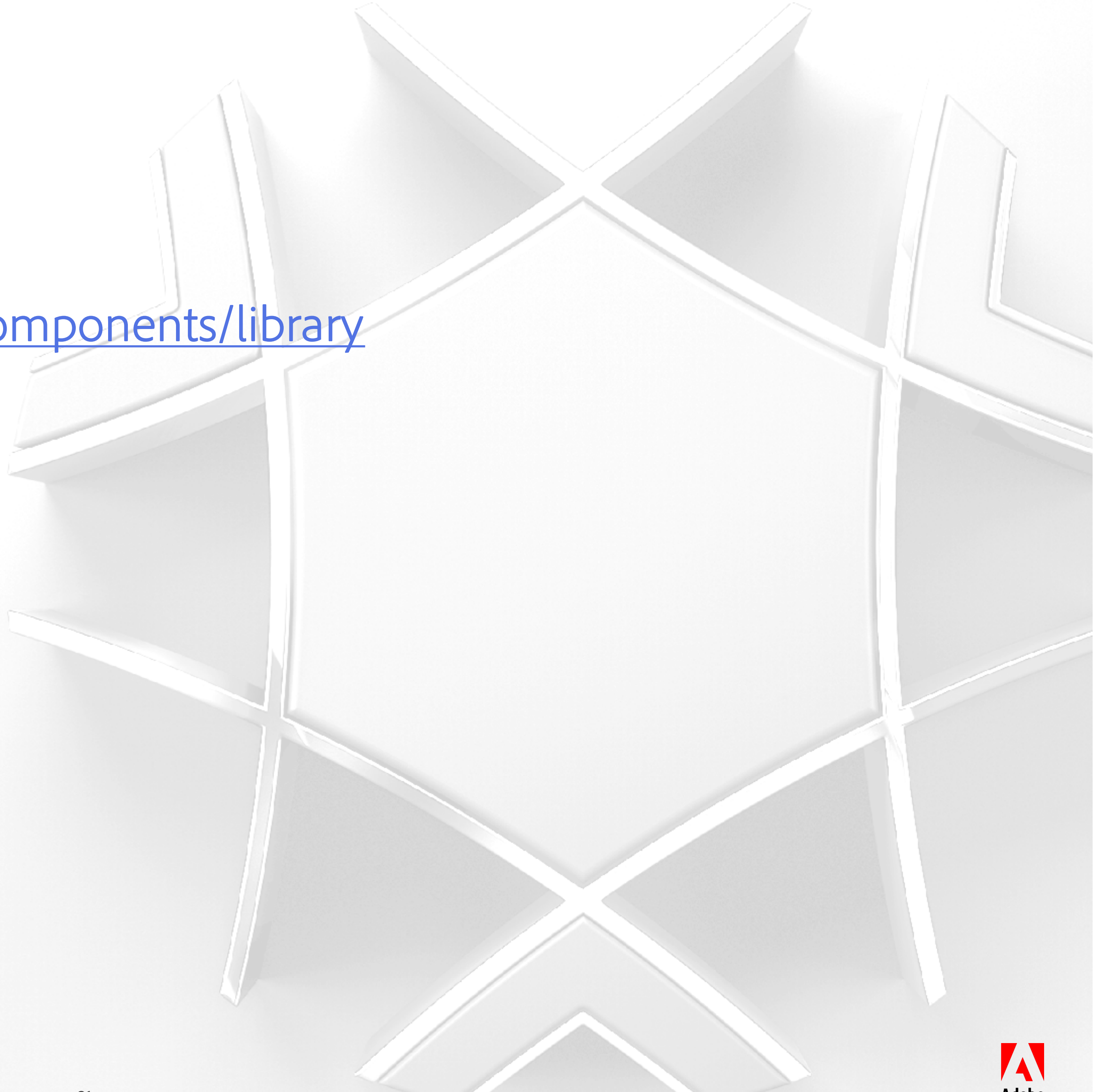
Flexibly apply styles

3

Consistency

Cross-channel content re-use

Resources



Component Library
opensource.adobe.com/aem-core-wcm-components/library

WKDN Tutorial
bit.ly/aem-spa-wknd

Modernize Tools Suite
github.com/adobe/aem-modernize-tools

Adobe