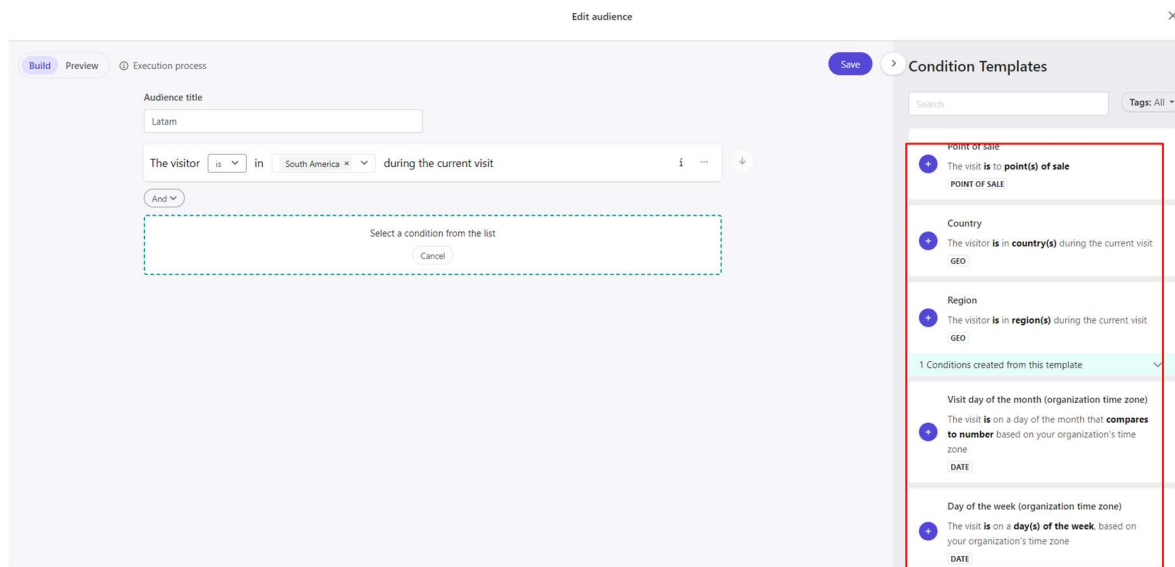# Sitecore Hackathon 2023

Team: The Fellowship of the Ring.

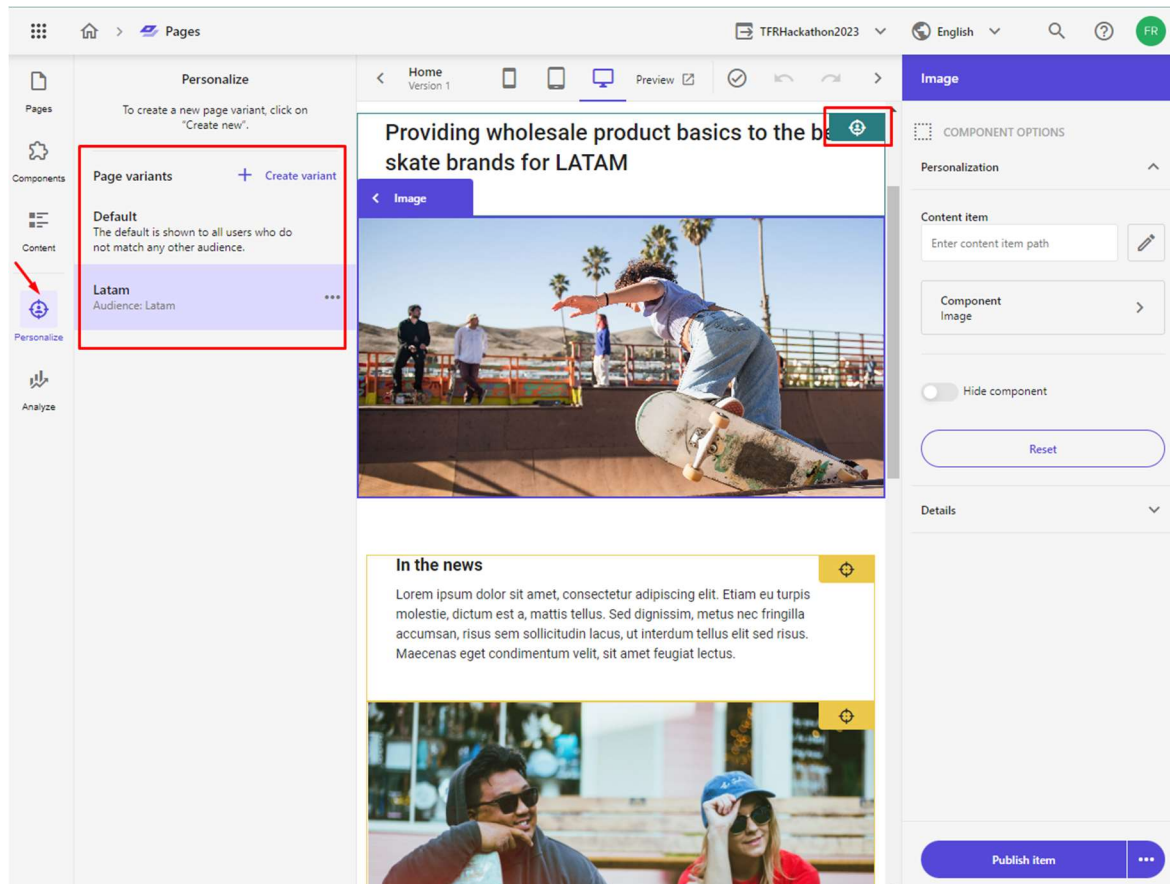**Members:** Jorge Revelo, Freddy Rueda, Juan Vivanco.

Idea: Best Enhancement to XM Cloud.

Our idea to use the XM Cloud environment is to enhance the embedded out of the box personalization and testing capabilities offered within XM Cloud with a functionality of *Experiences* similar to the one that is on the CDP & Personalize.
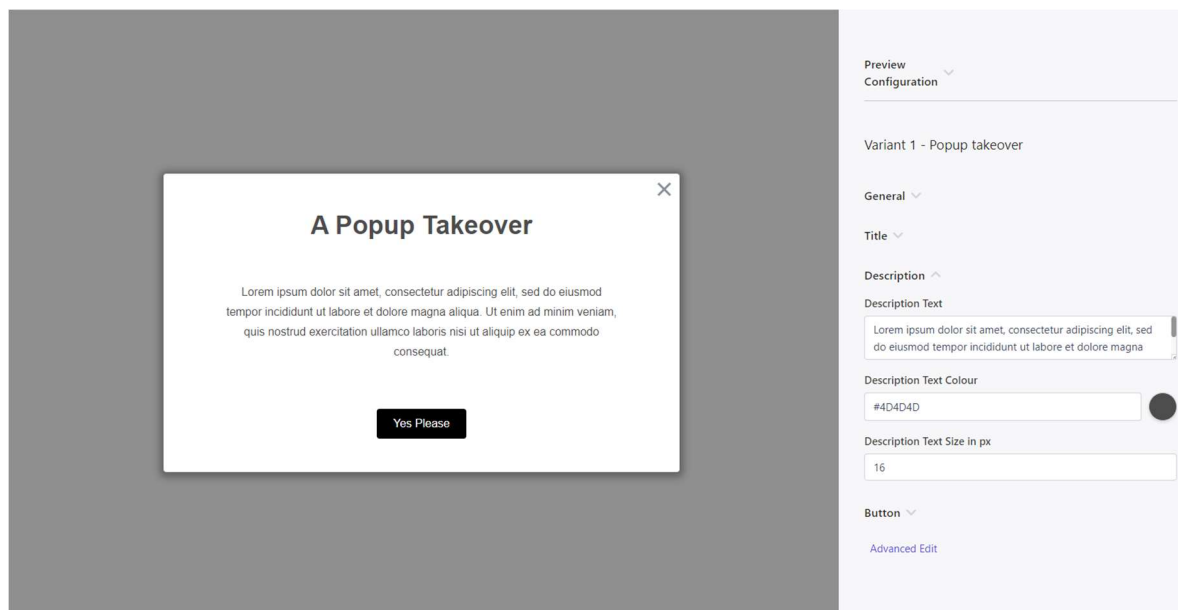
Out of the box functionality gives in *Pages* editor the possibility to set an audience based on a set of parameters such as Time, Device, Location, Page Views, User Interactions, Point of Sale, Date, Geolocalization.
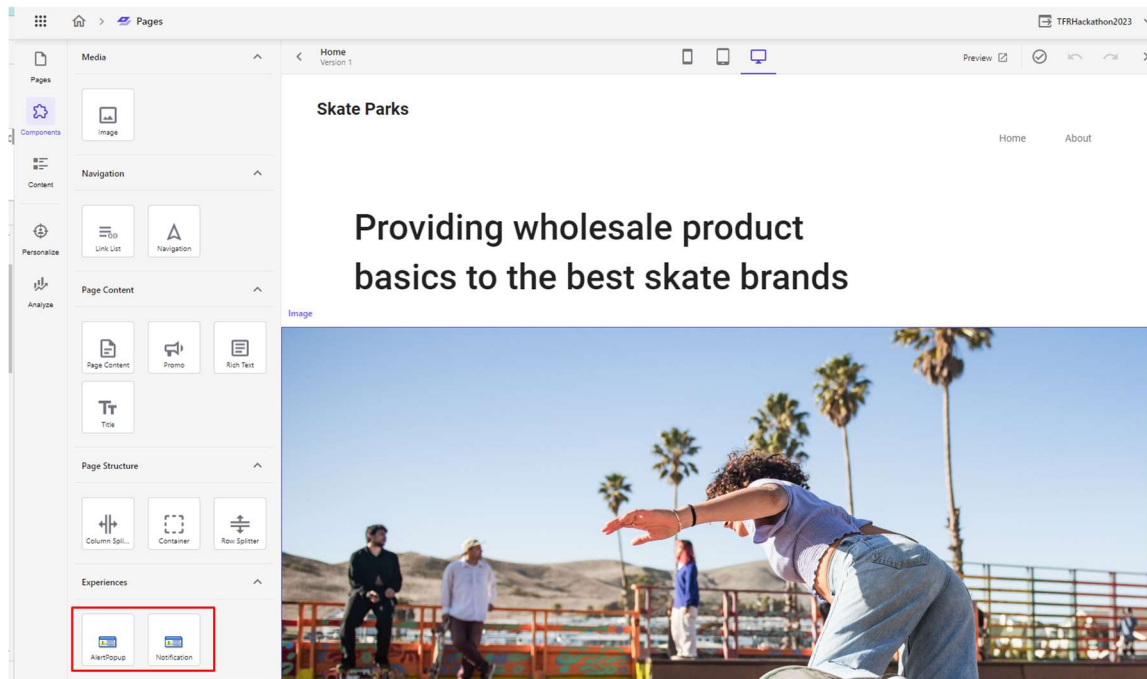

The personalization is on a level of page components, with the opportunity of set many variants to change the content.

The enhancement on XM Cloud consists on give the user the possibility to set Web Experiences like CDP & Personalize software, setting notifications based on a segment or audience.
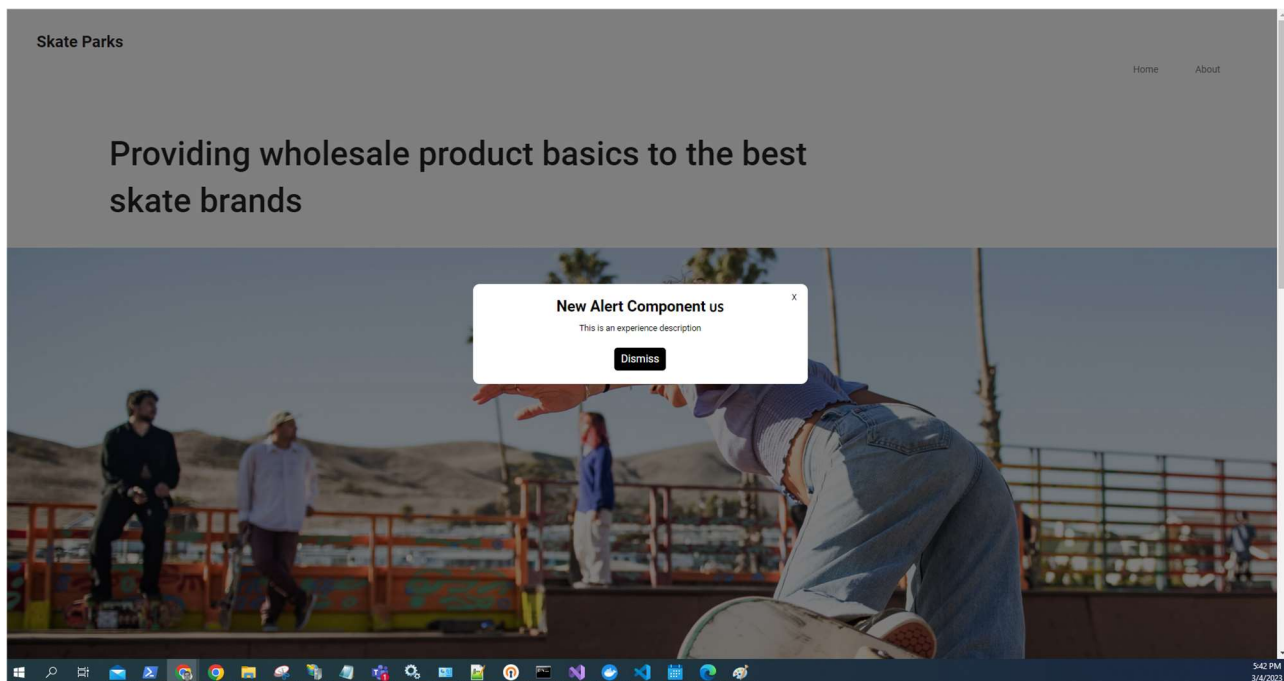
Now, on Pages editor we created custom components to emule the previous functionality.

We use `'@sitecore/engage'` to get the Variants information to know when show the Web Experience component.

The result looks like this.

Skate Parks

Home   About

Providing wholesale product basics to the best skate brands

This enhancement will be used in future projects with customers that will use XM Cloud.