

**Adobe**

**EXPERIENCE PLATFORM  
FOUNDATIONS BOOTCAMP**

# **LID Methodology Worksheets**

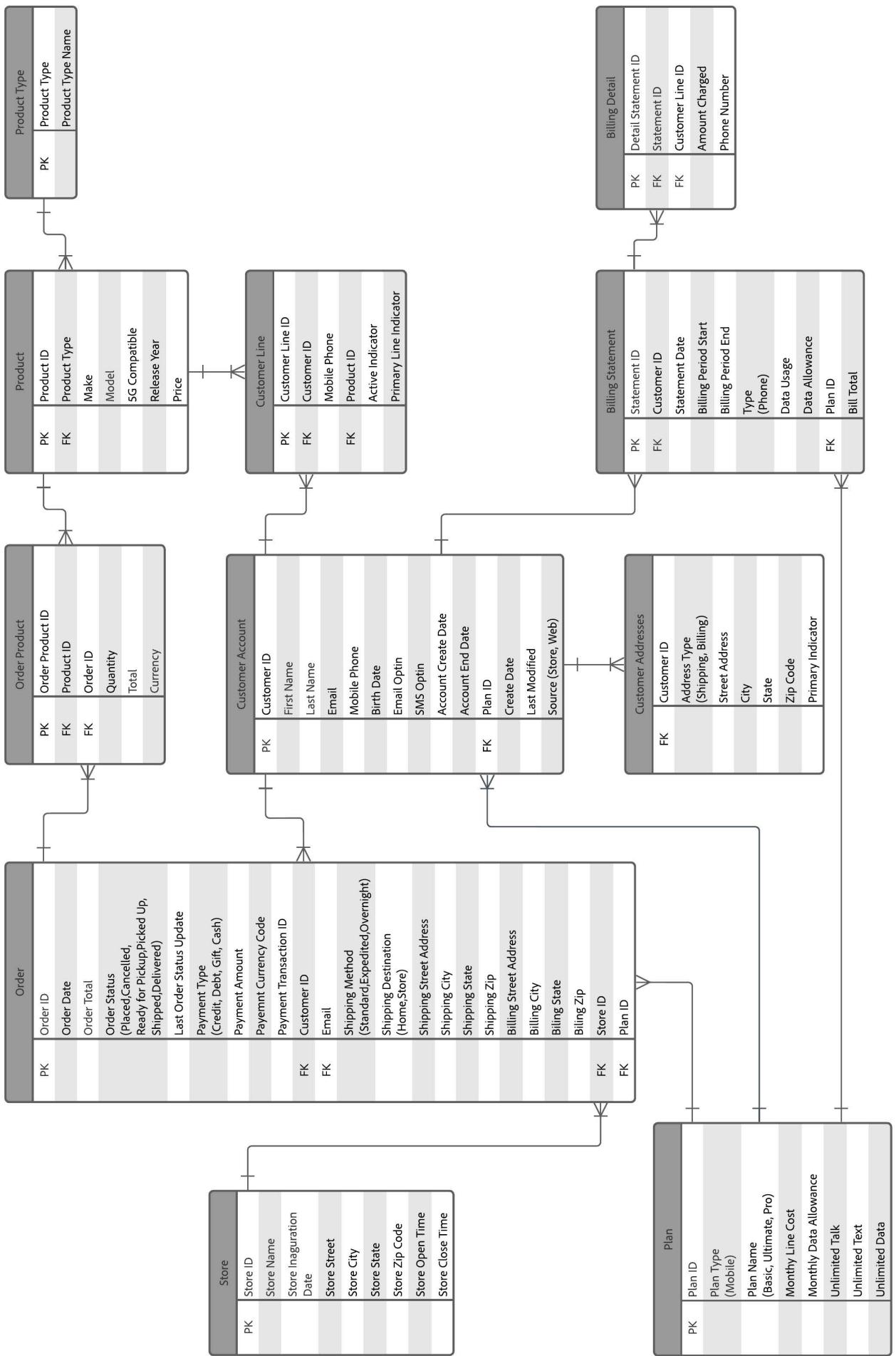




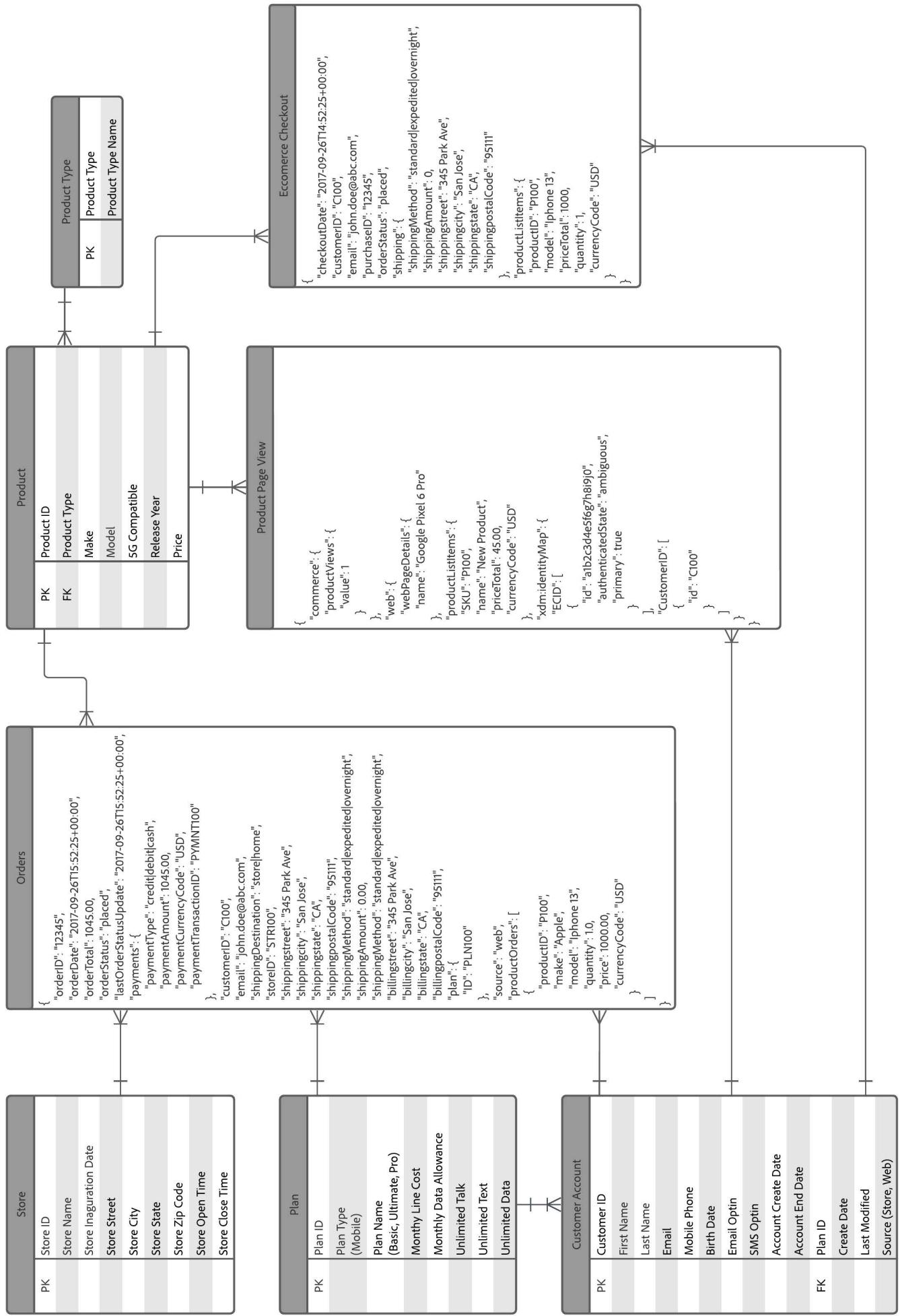
**Label**



# Connection 5G Data Warehouse ERD



# Connection 5G Streaming ERD





## Identify Part 1



# Connection 5G Data Warehouse ERD



# Connection 5G Streaming ERD

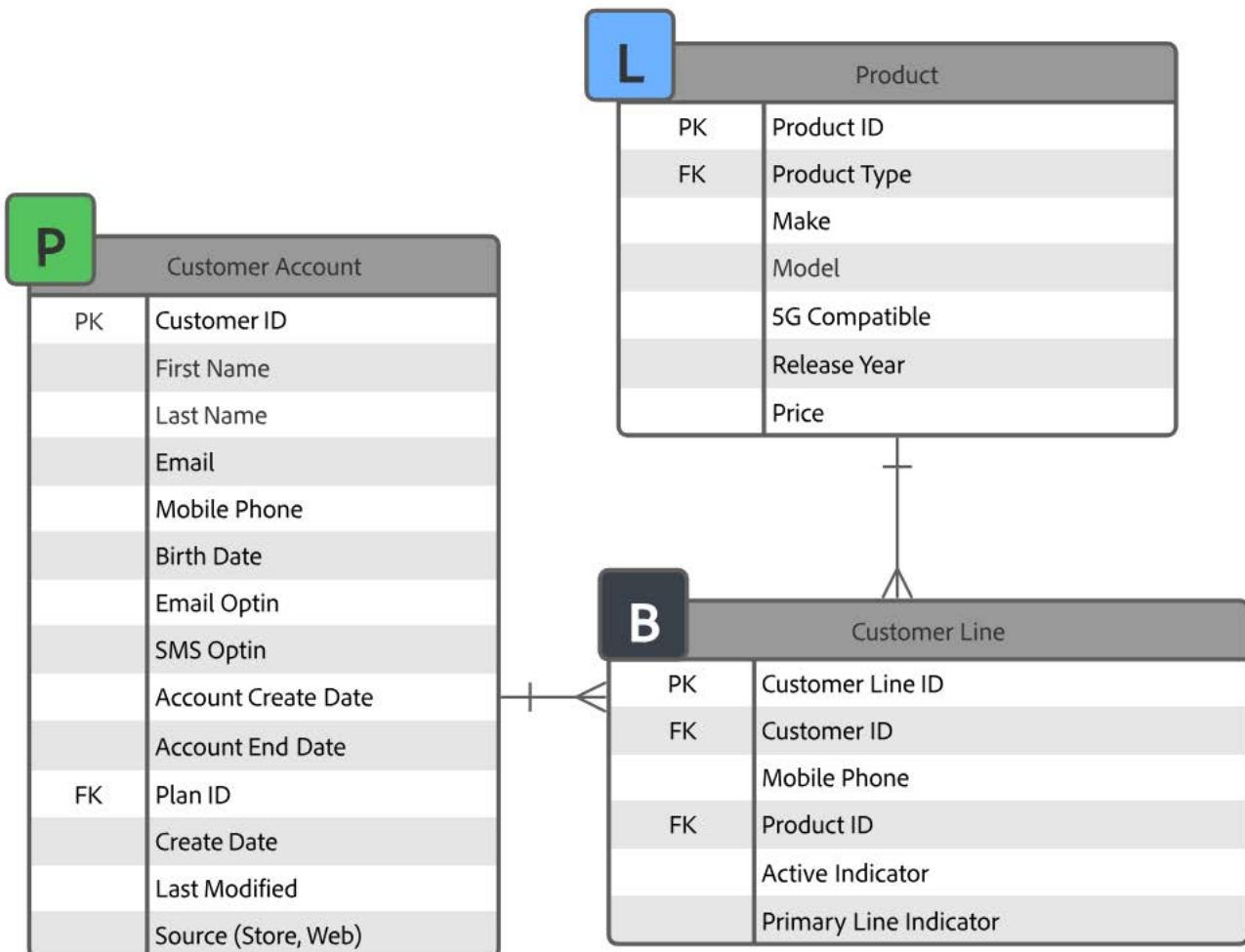




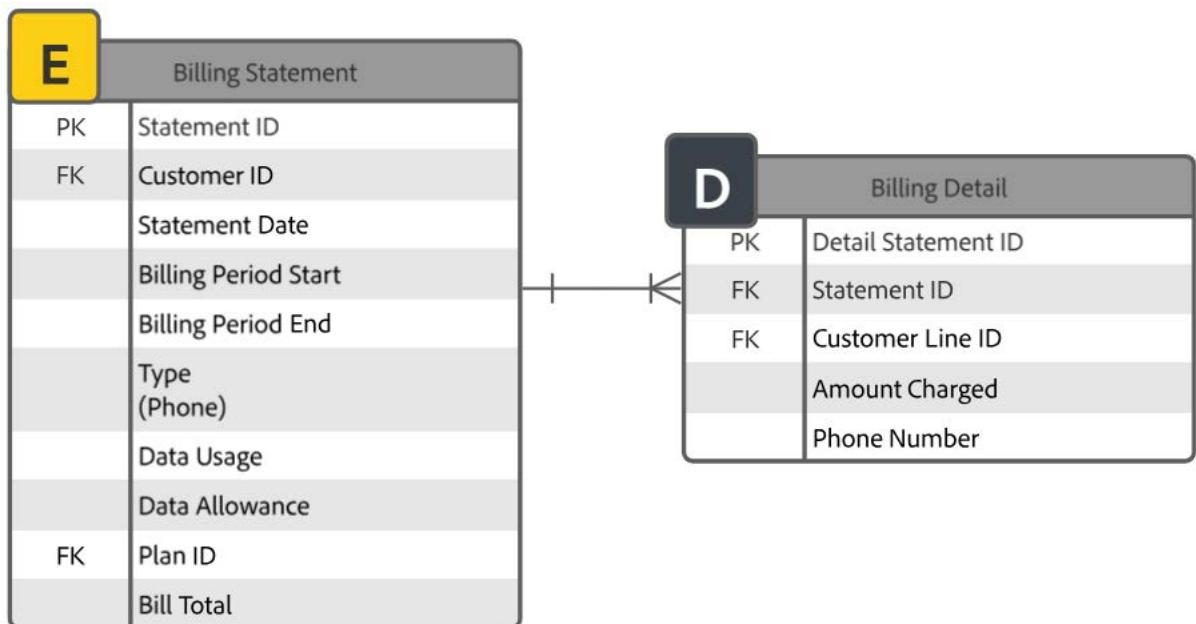
## IDENTIFY PART 2



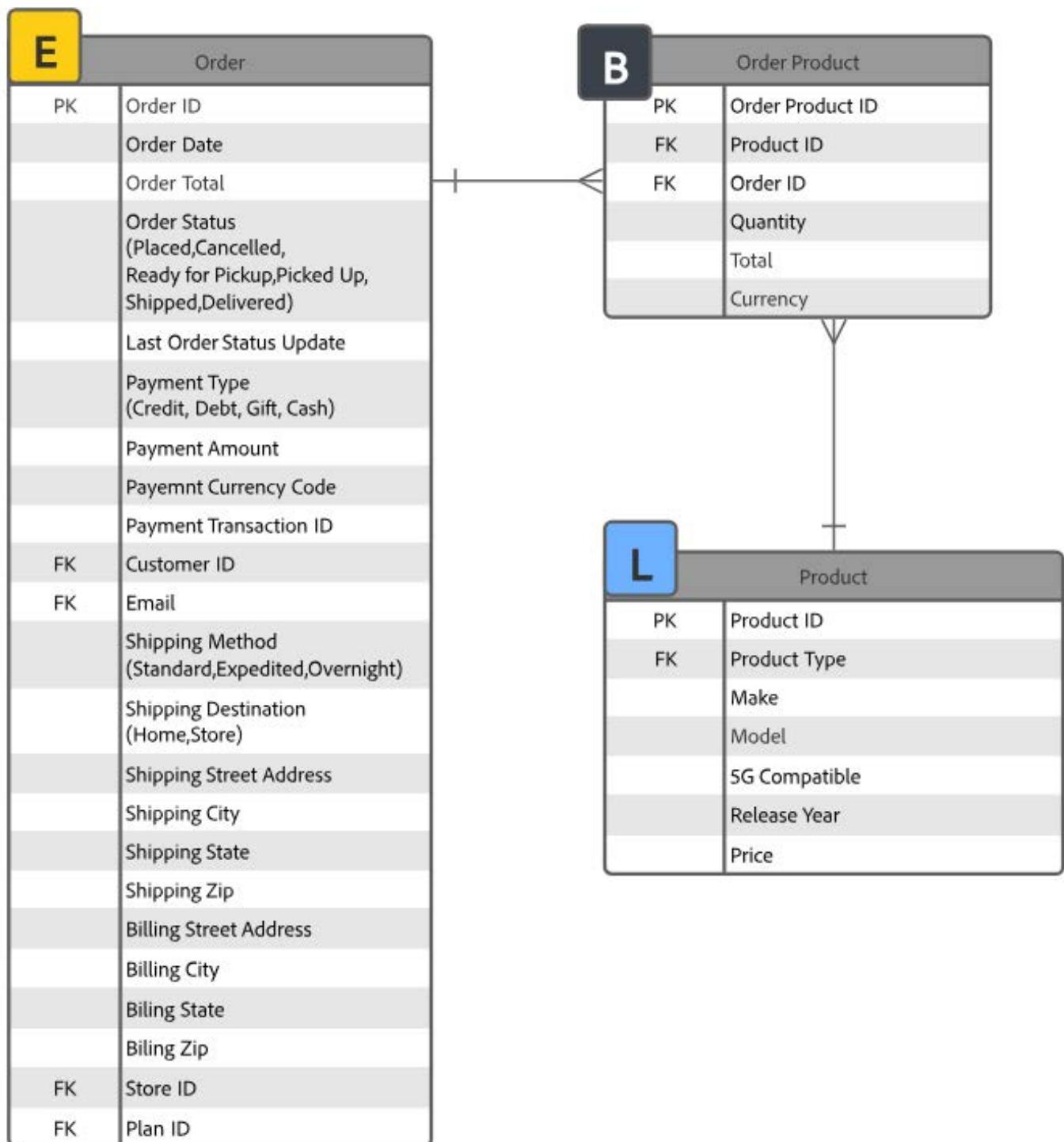
## Step 1 - Label Key Fields in the XDM Individual Profile Schema



## Step 2 - Label Key Fields in the XDM Experience Event Schema's



## Step 2 continued...



## Step 2 continued...

| E | Orders Payload   |
|---|--|
|   | {<br>"orderID": "12345",<br>"orderDate": "2017-09-26T15:52:25+00:00",<br>"orderTotal": 1045.00,<br>"orderStatus": "placed",<br>"lastOrderStatusUpdate": "2017-09-26T15:52:25+00:00",<br>"payments": {<br>"paymentType": "credit debit cash",<br>"paymentAmount": 1045.00,<br>"paymentCurrencyCode": "USD",<br>"paymentTransactionID": "PYMNT100"<br>},<br>"customerID": "C100",<br>"email": "john.doe@abc.com",<br>"shippingDestination": "store home",<br>"storeID": "STR100",<br>"shippingstreet": "345 Park Ave",<br>"shippingcity": "San Jose",<br>"shippingstate": "CA",<br>"shippingpostalCode": "95111",<br>"shippingMethod": "standard expedited overnight",<br>"shippingAmount": 0.00,<br>"shippingMethod": "standard expedited overnight",<br>"billingstreet": "345 Park Ave",<br>"billingcity": "San Jose",<br>"billingstate": "CA",<br>"billingpostalCode": "95111",<br>"plan": {<br>"ID": "PLN100"<br>},<br>"source": "web",<br>"productOrders": [<br>{<br>"productID": "P100",<br>"make": "Apple",<br>"model": "Iphone 13",<br>"quantity": 1.0,<br>"price": 1000.00,<br>"currencyCode": "USD"<br>}<br>]<br>} |

## Step 2 continued...

| E | Ecommerce Checkout Payload  |
|---|---|
|   | {<br>"checkoutDate": "2017-09-26T14:52:25+00:00",<br>"customerID": "C100",<br>"email": "john.doe@abc.com",<br>"purchaseID": "12345",<br>"orderStatus": "placed",<br>"shipping": {<br>"shippingMethod": "standard expedited overnight",<br>"shippingAmount": 0,<br>"shippingstreet": "345 Park Ave",<br>"shippingcity": "San Jose",<br>"shippingstate": "CA",<br>"shippingpostalCode": "95111"<br>},<br>"productListItems": {<br>"productID": "P100",<br>"model": "Iphone 13",<br>"priceTotal": 1000,<br>"quantity": 1,<br>"currencyCode": "USD"<br>}<br>} |

## Step 2 continued...

| E  | Product Page View Payload   |
|----|---|
| PI | {<br>"commerce": {<br>"productViews": {<br>"value": 1<br>}<br>},<br>"web": {<br>"webPageDetails": {<br>"name": "Google Pixel 6 Pro"<br>}<br>},<br>"productListItems": {<br>"SKU": "P100",<br>"name": "New Product",<br>"priceTotal": 45.00,<br>"currencyCode": "USD"<br>},<br>"xdm:identityMap": {<br>"ECID": [<br>{<br>"id": "22222222222222222222222222222222",<br>"authenticatedState": "ambiguous",<br>"primary": true<br>}<br>],<br>"CustomerID": [<br>{<br>"id": "C100"<br>}<br>]<br>}<br>} |

**Note:**

**\_id, T & ET** are all generated by Adobe Web/Mobile SDK

## Step 3 - Label the Key Fields in the Lookup Schemas

| Plan |                                     |
|------|-------------------------------------|
| PK   |                                     |
|      | Plan ID                             |
|      | Plan Type<br>(Mobile)               |
|      | Plan Name<br>(Basic, Ultimate, Pro) |
|      | Monthly Line Cost                   |
|      | Monthly Data Allowance              |
|      | Unlimited Talk                      |
|      | Unlimited Text                      |
|      | Unlimited Data                      |

| Store |                        |
|-------|------------------------|
| PK    |                        |
|       | Store ID               |
|       | Store Name             |
|       | Store Inaguration Date |
|       | Store Address          |
|       | Store City             |
|       | Store State            |
|       | Store Zip Code         |
|       | Store Open time        |
|       | Store Close Time       |

| Product |                 |
|---------|-----------------|
| PK      |                 |
|         | Product ID      |
|         | Product Type ID |
|         | Make            |
|         | Model           |
|         | 5G Compatible   |
|         | Release Year    |
|         | Price           |





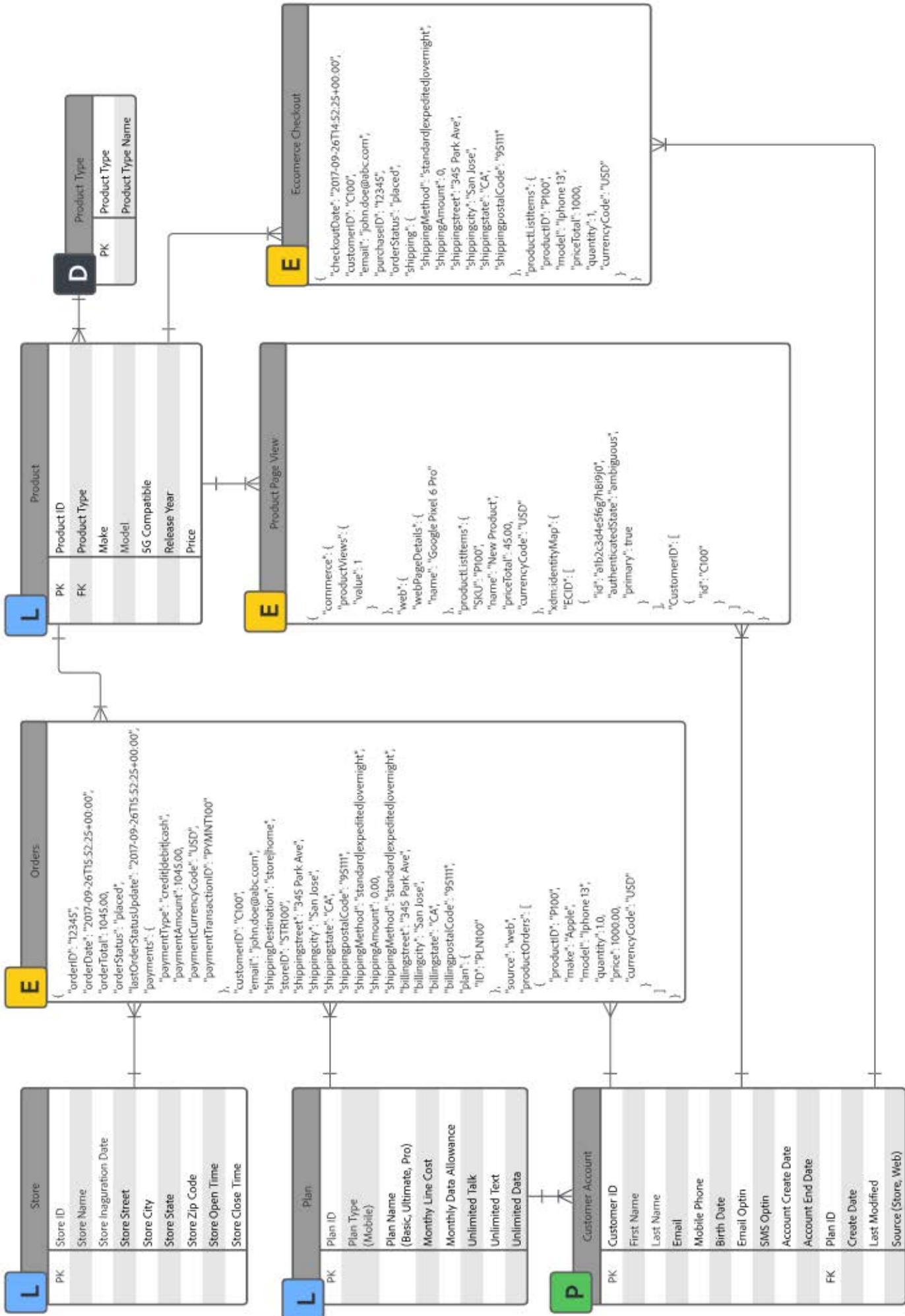
**DE-NORMALIZE**



# Connection 5G Data Warehouse ERD



# Connection 5G Streaming ERD



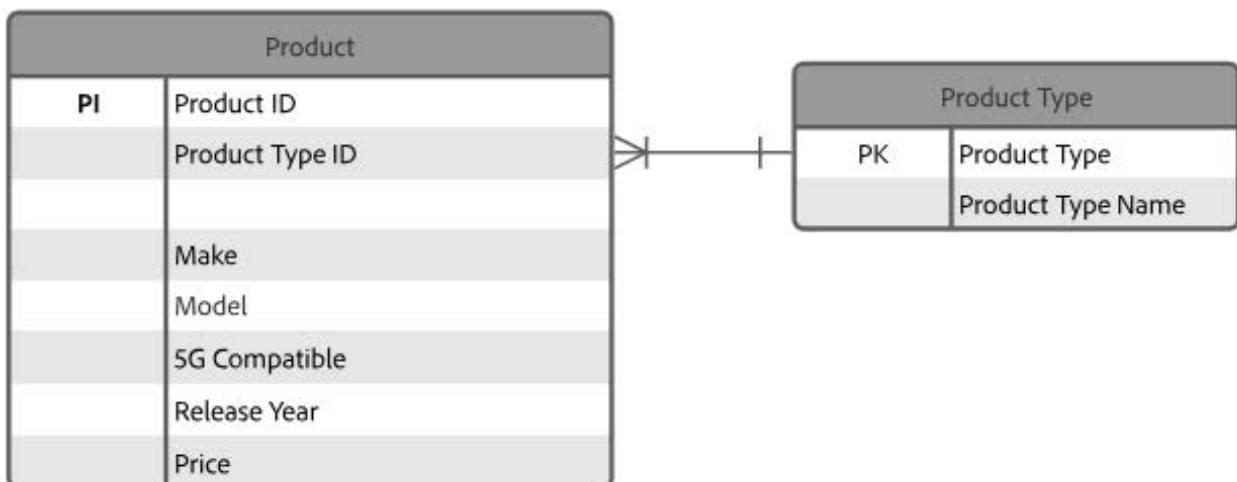
## **Step 1 - Fill in the Individual Profile Schema with the Missing Values**

| Customer Account |                     |
|------------------|---------------------|
| P                | Customer ID         |
| I                | Email               |
|                  | Mobile Phone        |
|                  | First Name          |
|                  | Last Name           |
|                  | Birth Date          |
|                  |                     |
|                  |                     |
|                  |                     |
|                  |                     |
|                  |                     |
|                  |                     |
|                  |                     |
|                  | Email Optin         |
|                  | SMS Optin           |
|                  | Account Create Date |
|                  | Account End Date    |
| R                | Plan ID             |
|                  |                     |
|                  |                     |
|                  | Create Date         |
|                  | Last Modified       |
|                  | Source (Store, Web) |
|                  |                     |
|                  |                     |
|                  |                     |
|                  |                     |
|                  |                     |

## Step 2 - Fill in the Experience Event Schema with the Missing Values

| Billing |                      |
|---------|----------------------|
| _id     | Statement ID         |
| T       | Statement Date       |
|         | "billing.statement"  |
| PI      | Customer ID          |
|         | Billing Period Start |
|         | Billing Period End   |
|         | Type (Phone)         |
|         | Data Usage           |
|         | Data Allowance       |
| R       | Plan ID              |
|         | Bill Total           |
|         |                      |
|         |                      |
|         |                      |
|         |                      |

## Step 3 - Fill in the Lookup Schemas with the Missing Values







**ANSWER KEY**

**ADOBE EXPERIENCE  
PLATFORM ERD**

# Connection 5G XDM ERD

