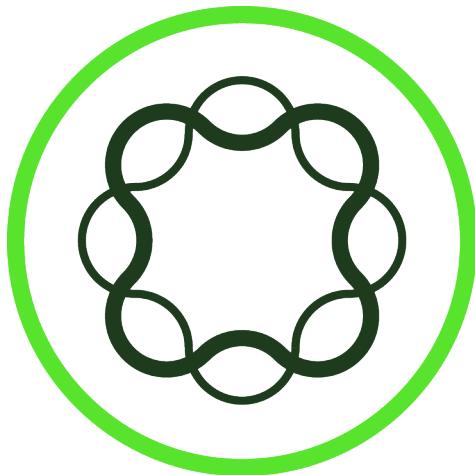




Adobe Summit 2015 Lab 718:

Managing Mobile Apps: A PhoneGap Enterprise Introduction for Marketers





INTRODUCTION	4
GOAL	4
OBJECTIVES	4
MODULE 1 – AEM & PHONEGAP ENTERPRISE INTRODUCTION	5
LESSON 1- AEM BASICS	5
OVERVIEW	5
OBJECTIVES	5
EXERCISE 1 – STARTING AEM	5
EXERCISE 2 – LOGGING IN TO AEM AUTHOR	6
EXERCISE 3 – REVIEW THE AEM AUTHOR UI	7
EXERCISE 4 – (OPTIONAL) REVIEW THE AEM PUBLISH INSTANCE'S GEOMETRIXX OUTDOORS SITE	7
OUTCOME	7
LESSON 2 - AEM APPS BASICS	8
OVERVIEW	8
OBJECTIVES	8
EXERCISE 1 – OPENING AND VIEWING AN EXISTING MOBILE APP IN AEM	8
EXERCISE 2 – EDIT THE APPLICATION NAME AND DESCRIPTION	9
EXERCISE 3 – (OPTIONAL) EXPLORE THE OTHER APP DETAILS AND TILES	10
OUTCOME	10
MODULE 2 – REVIEWING APP CONTENT	11
LESSON 1 – BUILDING YOUR APP VIA PHONEGAP BUILD	11
OVERVIEW	11
OBJECTIVES	11
EXERCISE 1 – ASSIGN AN ADOBE PHONEGAP BUILD SERVICE CONFIGURATION TO YOUR APP	11
EXERCISE 2 - BUILDING VIA PHONEGAP BUILD	12
EXERCISE 3 – (INSTRUCTOR DEMO) LOG INTO PHONEGAP BUILD AND REVIEW THE BUILT APP	13
OUTCOME	13
LESSON 2 – REVIEWING AEM APPS VIA THE PHONEGAP ENTERPRISE VIEWER	14
OVERVIEW	14
OBJECTIVES	14
EXERCISE 1 – LAUNCH VIEWER	14
EXERCISE 2 – CONNECT TO AEM	14
EXERCISE 3 – REVIEW YOUR APP	14
OUTCOME	14
LESSON 3 – BUILDING YOUR APP VIA PHONEGAP CLI	15
OVERVIEW	15
OBJECTIVES	15
EXERCISE 1 – DOWNLOADING APP ASSETS	15
EXERCISE 2 – BUILDING VIA PHONEGAP CLI	16
OUTCOME	16



MODULE 3 – MANAGING APP CONTENT	17
LESSON 1 – AEM AUTHORING BASICS	17
OVERVIEW	17
OBJECTIVES	17
EXERCISE 1 – CREATING A PAGE IN AEM	17
EXERCISE 2- EDIT A PAGE IN AEM	19
EXERCISE 3- (OPTIONAL) PREVIEW IN MOBILE EMULATOR	21
OUTCOME	21
LESSON 2 – CREATING AN APP UPDATE	22
OVERVIEW	22
OBJECTIVES	22
EXERCISE 1 – CREATE AN APP UPDATE	22
EXERCISE 2 – PUBLISH THE APP UPDATE	23
EXERCISE 3 – UPDATE YOUR ON DEVICE APP	24
EXERCISE 4- (OPTIONAL) CREATE ADDITIONAL UPDATES	24
OUTCOME	24
MODULE 4 – ADOBE MOBILE SERVICES ANALYTICS	25
LESSON 1 – ADD ANALYTICS REPORTING	25
OVERVIEW	25
OBJECTIVES	25
EXERCISE 1 – ASSIGN AN ADOBE MOBILE SERVICES CONFIGURATION TO YOUR APP	25
EXERCISE 2 – ADD AN ADOBE MOBILE SERVICES CONFIGURATION TO YOUR APP	26
OUTCOME	27
LESSON 2 – TEST YOUR IN APP ANALYTICS	28
OVERVIEW	28
OBJECTIVES	28
EXERCISE 1 – LAUNCH BLOODHOUND	28
EXERCISE 2 – TEST THE APPLICATION	28
EXERCISE 4 – (OPTIONAL) REVIEW THE AVAILABLE TRACKING DATA SHOWN IN BLOODHOUND	29
OUTCOME	29
SUMMARY	29



Introduction

Adobe Experience Manager Apps and Adobe PhoneGap Enterprise bring together the simplicity and ease-of-use of the AEM authoring environment with the power and portability of PhoneGap mobile applications. Using AEM Apps you can create, author, and update your applications within AEM. With PhoneGap Enterprise you can choose from a range of pre-built app components, build your app across multiple mobile platforms, and test your apps within the PhoneGap Enterprise mobile application.

Goal

Use AEM and PhoneGap Enterprise to build, test and manage a mobile application that can easily be updated without an appstore resubmission while tracking your app's user engagement and interaction.

Objectives

- Launch AEM
- Review AEM and AEM Apps user interfaces
- Run and review the app
- Create and edit app content
- Create an app update
- Update the app with new content without an appstore submission
- Integrate AMS Analytics into the app
- Run and review the in app tracking



Module 1 – AEM & PhoneGap Enterprise Introduction

This module will provide a general introduction to Adobe Experience Manager and PhoneGap Enterprise

Lesson 1- AEM Basics

Overview

Adobe® Experience Manager helps you organize, create, and manage the delivery of creative assets and other content across your digital marketing channels, including web, mobile, email, communities, and video.

Objectives

- Learn how to start AEM Author and Publish Servers
- Learn how to log in to AEM
- Learn the key parts of the easy-to-use AEM interface

Exercise 1 – Starting AEM

1. Find the AEM folder on the desktop (named **AEM-Apps-Lab**)
2. Open up the author folder and double-click the quickstart jar (named **aem-author-4502.jar**) to start the AEM author server
 - a. When the AEM author server has started your browser window/tab will automatically open to <http://localhost:4502/> (this may take a few minutes)



3. Open up the publish folder and double-click the quickstart jar (named **aem-publish-4503.jar**) to start the AEM publish server
 - a. When the AEM publish server has started your browser window/tab will automatically open to <http://localhost:4503/> (this may take a few minutes)

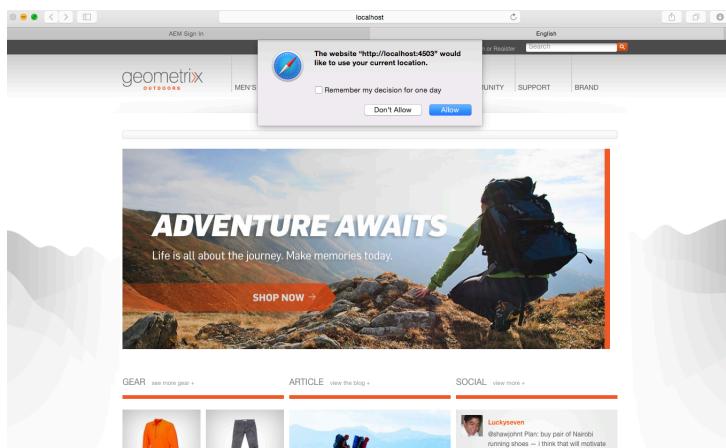




4. Wait for the author server to start (Login screen will be shown)



5. Wait for the publish server to start (Geometrixx Outdoors Site will be shown)
 - If the browser asks to user your current location click '**Allow**' to dismiss the dialog



Exercise 2 – Logging in to AEM Author

1. Go to the browser window/tab that shows the AEM Author login (<http://localhost:4502/>)
2. Enter the user name 'admin'
3. Enter the password 'admin'
4. Click '**Sign In**'



5. Click '**Cancel**' when prompted by the 'Analytics and Targeting configuration' dialog



Exercise 3 – Review the AEM Author UI

1. Navigate around the landing page to get an idea of the content and layout.
2. Review Header Bar
 - Marketing Cloud link
 - Rail collapse icon
 - Bread crumb
 - Help
 - Notifications
 - User settings
3. Review Rail menu options
 - Core product areas and sub areas
 - Can be collapsed
4. Review Bread Crumb
 - Trail of path taken
 - Path is linked to allow fast
5. Review Action Bar
 - Actions on selected items from Content Pane
6. Review Content Pane
 - Display content, views can vary and include; card view, list view, details view etc.

Exercise 4 – (Optional) Review the AEM Publish instance's Geometrixx Outdoors Site

1. Go to the browser window/tab that shows the Geometrixx Outdoors Site (<http://localhost:4503/>)
2. Navigate through the site and explore the sample web site

Outcome

Congratulations! You are now familiar with the basics of Adobe Experience Manager.



Lesson 2 - AEM Apps Basics

Overview

AEM Apps enables businesses to deliver more effective apps by bridging the gap between marketers and developers. Mobile apps can be developed to reach the broadest audience with Adobe PhoneGap technology and plugins. Marketers can quickly update mobile apps with engaging content and features to continuously drive engagement to meet business goals.

Objectives

- Explore the AEM Apps Dashboard
- Edit application details

Exercise 1 – Opening and viewing an existing mobile app in AEM

1. Open the AEM authoring interface at <http://localhost:4502/> in your browser
2. Navigate to the Apps section from the side rail and view the list of mobile apps
3. Click the Geometrixx app card to open its dashboard
4. Explore the Apps Dashboard
 - a. Details Tile
 - Manage app metadata and assets
 - b. Metrics Tile
 - Report and manage Adobe Analytics integration
 - c. Content Tile
 - Manage your app content
 - d. Content Release Tile
 - Manage your app updates
 - e. Push Notifications Tile
 - Manage app push integration and send push notifications
 - f. PhoneGap Build Tile
 - Manage PhoneGap Build integration and perform remote builds

The screenshot shows the AEM Apps Dashboard for the 'Geometrixx' app. The left sidebar navigation includes 'Experience Manager', 'Projects', 'Sites', 'Apps' (selected), 'Publications', 'Forms', 'Assets', 'Personalization', 'Communities', 'Commerce', and 'Tools'. The main content area has tabs for 'Details', 'Metrics', and 'Content'. The 'Details' tab displays the app's icon, title 'Geometrixx', version '1.0.0', compatibility 'PhoneGap 3.6.3', update URL 'http://localhost:4503/', and platforms (iOS, Android, Web). It also shows a description: 'Sample to illustrate building a single page app using AEM'. The 'Metrics' tab has a message: 'Please select a Mobile Service configuration to view reports'. The 'Content' tab lists one item: 'Geometrixx Mobile App - English' (92 pages, modified 5 months ago by Administrator). Below these are sections for 'Content Sync Packages' (listing 'Geometrixx Mobile App' and 'Geometrixx Mobile App - English') and 'Push Notifications' (empty). At the bottom are 'Help' and user profile icons.



Exercise 2 – Edit the application name and description

1. Drill into the Details Tile by clicking at the bottom right of the tile
2. Click on **Edit** in action bar
3. Scroll down to **Common Metadata** section
4. Change the name of the app
5. Change the description of the app

The screenshot shows the 'Details' screen for an application in the Adobe Marketing Cloud Experience Manager. The left sidebar lists categories like Projects, Sites, Apps, Publications, Forms, Assets, Personalization, Communities, Commerce, and Tools. The 'Apps' category is selected. The main area is titled 'Common Metadata' and contains fields for Name (Geometrixx Summit Lab), Author (AEM Team), Description (Sample to illustrate building a single page app using AEM for Summit 2015), Author URL (http://adobe.com), Privacy URL, Content Update Server URL (http://localhost:4503/), Starting Page (content/phonegap/geometrixx-outdoors/en.html), App Version (1.0.0), PhoneGap Version (3.6.3), and a file icon.

6. Click on **Done** in the action bar
7. Notes the changes in the app details

The screenshot shows the 'Details' screen after saving the changes. The title is now 'Geometrixx Summit Lab' and the author is listed as 'By AEM Team'. The right panel displays the updated metadata information:

App ID:	info.geometrixx.outdoorsapp
App Version:	1.0.0
PhoneGap Version:	3.6.3
Update URL:	http://localhost:4503/

8. Click back < from the bread crumb in header



9. Note the changes in the Details tile as seen in the app dashboard

The screenshot shows the Adobe Marketing Cloud interface. On the left, there's a sidebar with options like Experience Manager, Projects, Sites, Apps (which is selected), Publications, Forms, Assets, Personalization, and Communities. The main area is titled 'Geometrixx Mobile App' and contains three tiles: 'Details', 'Metrics', and 'Content'. The 'Details' tile shows the app icon (an orange square with white arrows pointing right), the title 'Geometrixx Summit Lab', the developer 'AEM Team', version 1.0.0, compatibility PhoneGap 3.6.3, update URL http://localhost:4503/, and platforms iOS, Android, and Web. It also includes a 'DESCRIPTION' section with the text 'Sample to illustrate building a single page app using AEM for Summit 2015'. The 'Metrics' tile has a yellow header bar with the message 'Please select a Mobile Service configuration to view reports'. The 'Content' tile lists one item: 'Geometrixx Mobile App - English' with 92 pages, modified 5 months ago by Administrator.

Exercise 3 – (Optional) Explore the other app details and tiles

Outcome

Congratulations! You now know how the Apps Dashboard can be used to manage an app's entire life cycle.



Module 2 – Reviewing App Content

This module will highlight the options available to review your app content outside of AEM. It will allow you to review your content via the users app experience rather than the authored browser experience.

Lesson 1 – Building Your App via PhoneGap Build

Overview

PhoneGap Build takes the pain out of compiling PhoneGap apps. Get app-store ready apps without the headache of maintaining a local platform specific development environment. The PhoneGap Build service does the work for you by compiling in the cloud. You can use PhoneGap Build to compile for iOS, Android, and Windows Phone.

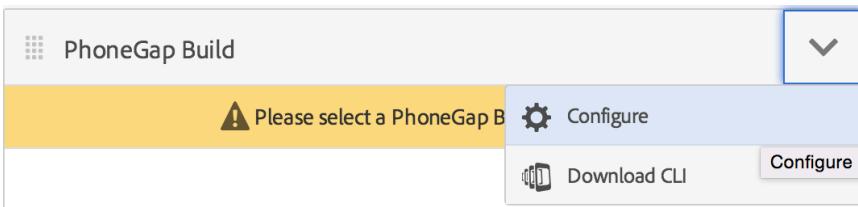
Objectives

- Configure a PhoneGap build cloud service
- Assign a PhoneGap build configuration to an app
- Build your app via PhoneGap Build Service
- [Optional] Run a PhoneGap application on your mobile device

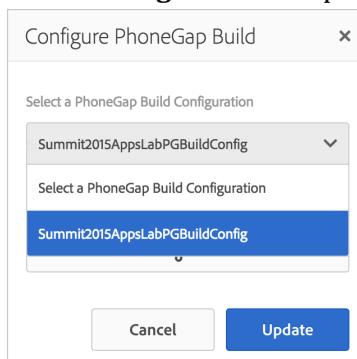
Exercise 1 – Assign an Adobe PhoneGap Build Service configuration to your app

An Adobe PhoneGap Build Service Configuration, *Summit2015AppsLabPGBuildConfig*, was pre-configured for your use.

1. From the App dashboard, click the down arrow icon in the PhoneGap Build tile

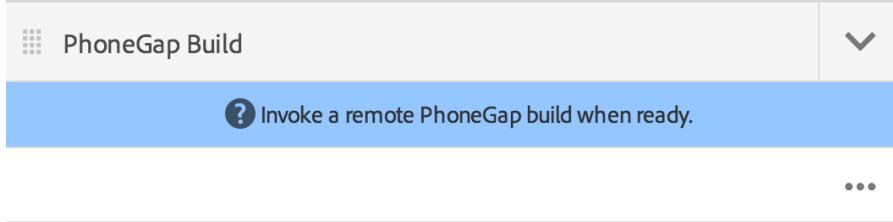


2. Select the **Configure** option
3. Select the **Summit2015AppsLabPGBuildConfig** your app should be using from the **Select a PhoneGap Build Configuration** drop down and click **Update**



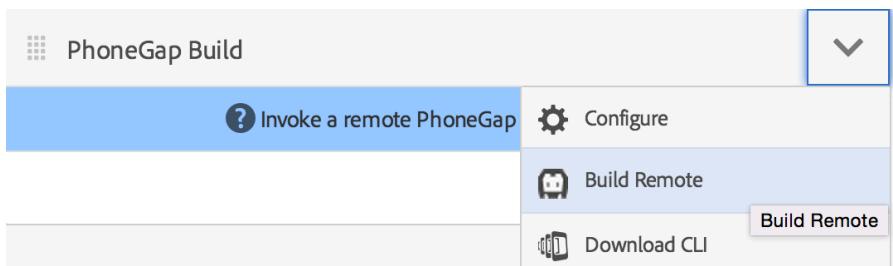


4. Confirm the PhoneGap Build tile is ready to build looking similar to the following;

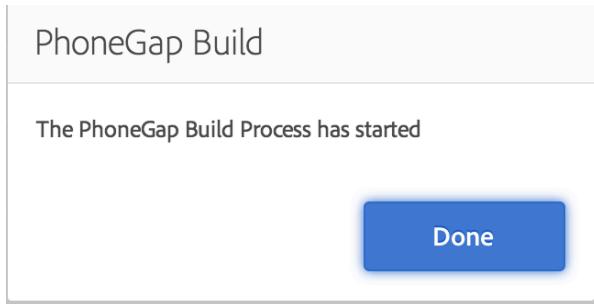


Exercise 2 - Building via PhoneGap Build

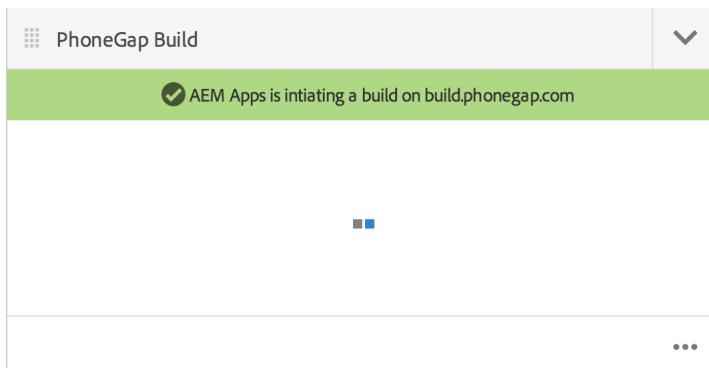
1. Click Build Remote from PhoneGap Build tiles action menu



2. You should get a confirmation that the build has started



3. The PhoneGap Build tile should reflect that the build is running and wait for build status





4. The app will be packaged and uploaded to PhoneGap Build Service to be built. This process may take a few minutes. Once complete the PhoneGap build tile should look similar to the following;

The screenshot shows a PhoneGap Build tile. At the top, a green banner displays a checkmark icon and the text "AEM Apps is initiating a build on build.phonegap.com". Below the banner, there are three platform icons: Android (gray), iOS (red), and Windows (blue). The iOS icon has a red progress bar underneath it. In the main content area, there is a small icon of a character wearing a hat, followed by the app's metadata: App ID: 1322860, Version: 5.8.28, PhoneGap Version: 3.6.3, and Public Sharing: a lock icon. Below the metadata is a sample description: "Sample to illustrate building a single page app using AEM at Summit". At the bottom right of the tile, there is a "..." button.

5. Once the build starts each supported platform will be queued up to be built and the progress will be displayed in the PhoneGap Build tile and should look similar to the following;

The screenshot shows a PhoneGap Build tile. At the top, a green banner displays a checkmark icon and the text "AEM Apps is initiating a build on build.phonegap.com". Below the banner, there are three platform icons: Android (gray), iOS (red), and Windows (blue). All three icons have a blue progress bar underneath them, indicating they are currently being built. In the main content area, there is a QR code icon, followed by the app's metadata: App ID: 1322860, Version: 5.8.28, PhoneGap Version: 3.6.3, and Public Sharing: a lock icon. Below the metadata is a sample description: "Sample to illustrate building a single page app using AEM at Summit". At the bottom right of the tile, there is a "..." button.

Exercise 3 – (Instructor Demo) Log into PhoneGap Build and review the built app

1. Login to PhoneGap Build
2. Review apps and app metadata
3. Install using QRCode

Outcome

Congratulations! You are now familiar with building AEM apps using PhoneGap Build



Lesson 2 – Reviewing AEM Apps via the PhoneGap Enterprise Viewer

Overview

The PhoneGap Enterprise viewer provides the ability for both developers and marketers to easily review their mobile enterprise apps. The tight integration with Adobe Experience Manager also allows for all of an app's metadata to be viewed. The result is a fast and easy way for PhoneGap Enterprise apps to be tested and used by others at any given stage of development across multiple devices.

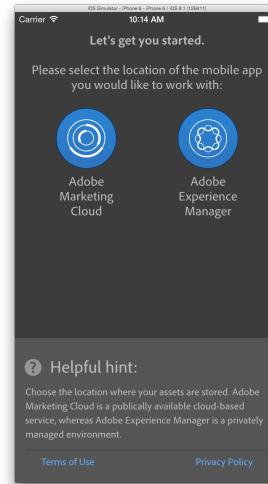
Objectives

- Download and install the PhoneGap Enterprise viewer app
- View your list of apps
- Deploy a variety of apps to viewer

The PhoneGap Enterprise app is available in the Apple App Store and Google Play Store.

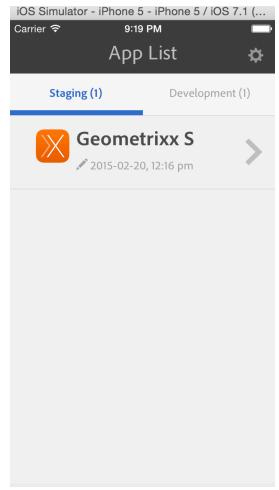
Exercise 1 – Launch Viewer

1. Double click **launch-sim.command** in the root of the lab directory
2. Launch **PhoneGap Enterprise** app



Exercise 2 – Connect to AEM

1. Select **Adobe Experience Manager** option
2. Connect to your local AEM instance
 - a. Server address: localhost:4502
 - b. Click **Connect**
3. Login to your local AEM instance
 - a. Username: admin
 - b. Password: admin
 - c. Click **Sign in**
4. View list of apps



Exercise 3 – Review your app

1. Select **Geometrixx Summit Lab** from Staging list
2. View meta data for app
3. Select **Open** to download and deploy the app
4. Review your app
5. Click and hold for 5 seconds to return back to the PhoneGap Enterprise app list

Outcome

Congratulations! You are now familiar with reviewing AEM apps using PhoneGap Enterprise Viewer



Lesson 3 – Building Your App via PhoneGap CLI

Overview

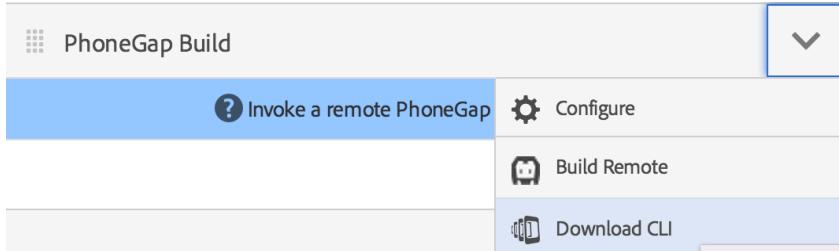
AEM Apps provides the ability to download a fully rendered app payload that contains the correct directory structure and required content for building a mobile app using the PhoneGap command line interface. PhoneGap CLI local builds requires a PhoneGap installation as well as local platform specific development environments.

Objectives

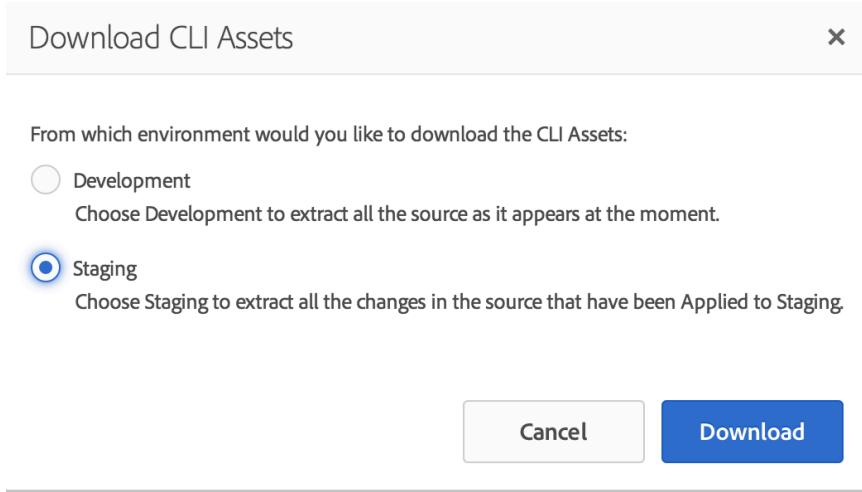
- Download an app as a PhoneGap app payload
- Build your app via PhoneGap CLI
- Run in Simulator

Exercise 1 – Downloading app assets

1. Click Download CLI from PhoneGap Build tiles action menu



2. Choose to download the **Staging** application assets and click **Download**

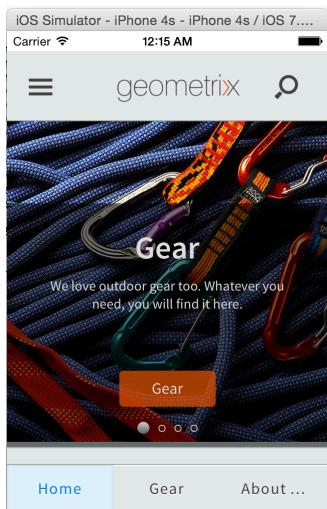


3. A zip file of the app should have been downloaded.
4. Open Finder to the Downloads folder to confirm the file was downloaded (as `GeometrixxOutdoors.*.zip`)



Exercise 2 – Building via PhoneGap CLI

1. Double click the downloaded zip to extract it to file system
2. Open Terminal from the dock
3. In the Terminal, run the app after changing to the app directory:
`cd ~/Downloads/GeometrixxOutdoors.*`
`phonegap run ios`
4. The build should execute and the simulator should launch the app once complete. This may take a few minutes to complete.



Outcome

Congratulations! You are now familiar with building AEM apps using PhoneGap CLI



Module 3 – Managing App Content

This module will demonstrate how an Author can manage content from creation through editing and finally onto the device as app content updates seamlessly without the need for app store re-submissions.

Lesson 1 – AEM Authoring Basics

Overview

Adobe® Experience Manager helps you organize, create, and manage the delivery of creative assets and other content across your digital marketing channels, including web, mobile, email, communities, and video.

Objectives

- Learn how to create a page using templates
- Learn how to edit a page using components and assets
- Learn how to preview your page
- Learn the key parts of the easy-to-use AEM authoring interface

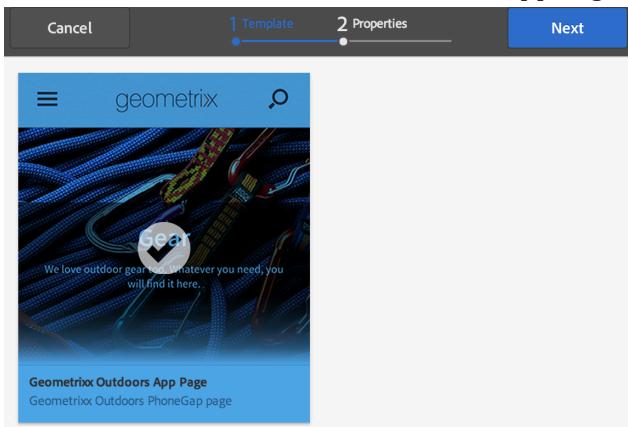
Exercise 1 – Creating a page in AEM

1. Go to the Geometrixx Outdoors Mobile App Dashboard in the author instance (<http://localhost:4502/libs/mobileapps/admin/content/dashboard.html/content/phonegap/geometrixx-outdoors/shell>)
 - a. Click on “Apps”
 - b. Click on “Geometrixx Mobile App”
 - c. Click on “Geometrixx Mobile App - English” from Content Tile
 - d. Click on “Home” page
 - e. Click on the “Gear” page
2. Create a new page by selecting “Create” from the top menu, then “Create Page”:

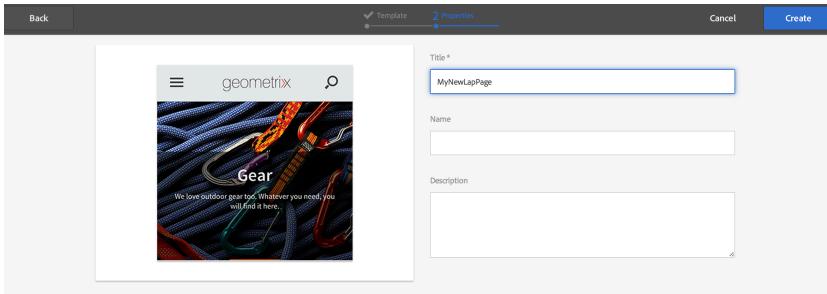
The screenshot shows the AEM authoring interface. The top navigation bar displays the URL 'localhost:4502/aem/apps.html/content/phonegap/geometrixx-outdoors/en/home/gear'. The left sidebar includes sections for 'Projects', 'Sites', 'Apps' (which is currently selected), 'Publications', 'Forms', 'Assets', and 'Personalization'. The main content area features a 'Create' dropdown menu with options 'Select' and '+ Create', and sub-options 'Create Folder' and 'Create Page'. Below this, there are three content tiles: 'Season' (1 year ago), 'Apparel' (1 year ago), and 'Gender' (1 year ago). The 'Gear' icon in the top right corner indicates the current view mode.



3. Select one of the “Geometrixx Outdoors App Page” template and click on “Next”



4. Enter a title ‘MyNewLabPage’ for your page and click on “MyNewLabPage”



5. Click on “Open Page” to begin editing your page (or click “Done” then click on “Open” on the page preview icon)

Page created

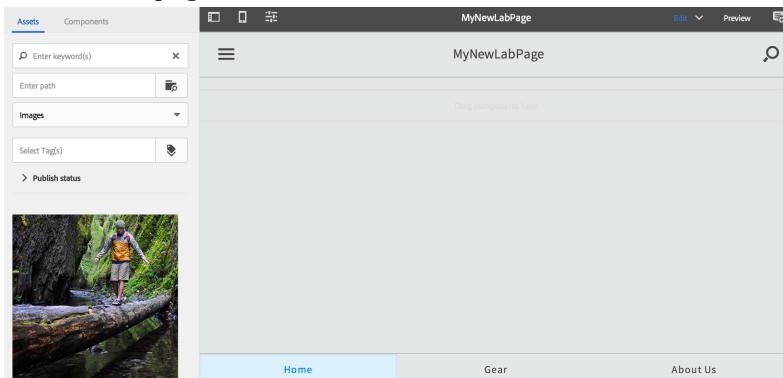
Your page has been created.

Done Open page

Note:

Clicking “Open” will open the newly created page in Edit mode

Clicking “Done” will open the folder/page the page was created in and the card layout will display a new card for the new page.

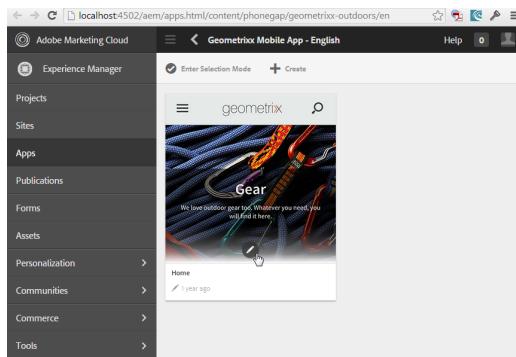




Exercise 2- Edit a page in AEM

1. Edit the page from the previous exercise

- If not open from previous exercise, from the card view moving mouse over a page's card to expose the edit icon and click the edit icon:

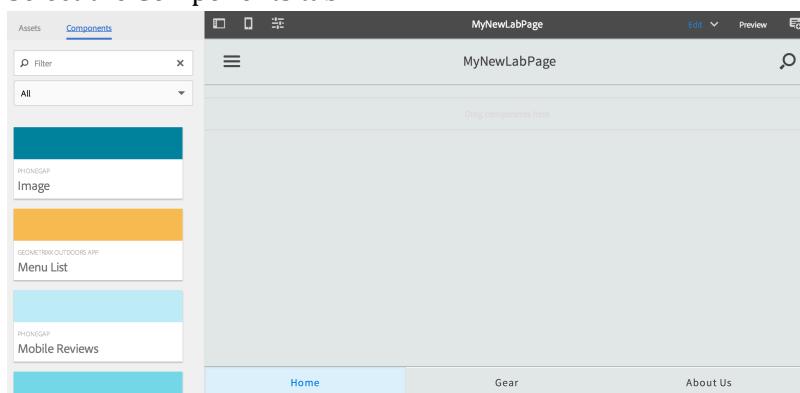


- Toggle the side panel open by clicking on the 3 vertical dots icon.



- Add text component:

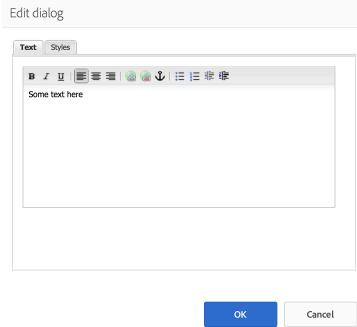
- Select the Components tab



- Scroll through the list of components until you find the text component, and then drag it onto the page over the area labeled *Drag components here*.

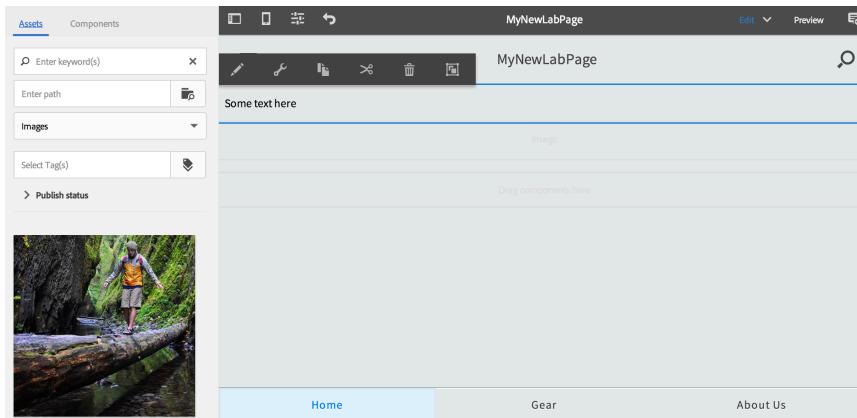
Tip: you can filter to the component you want by typing “text” in the filter, for example.

- Add some content by clicking slowly twice in the “Text” component box to open its edit dialog and start typing some text. Click **Ok** when finished.

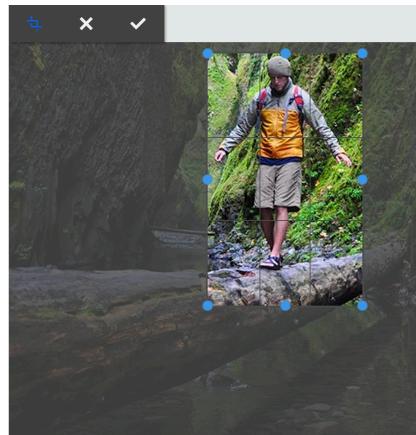


4. Add image component:

- Scroll through the list until you find the image component, then drag it onto the page.
- Select the Assets tab



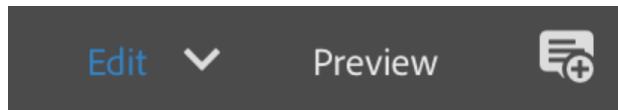
- Scroll through the list of assets until you find an image you like, then drag it onto the image component added earlier
- Crop the image
 - Select the image
 - Click the edit icon
 - Click the crop icon
 - Crop the image



v. Click the check box to close the crop

vi. Click the check box to close the image edit

5. Test the page in Preview mode by clicking on the Preview. This removes editing capabilities and renders the page how a user would see it given the current browser pane size.



6. Click Edit to return to edit mode

Exercise 3- (Optional) Preview in Mobile Emulator

1. Return to editing a page
2. Return to Preview mode.
3. Click the Emulator icon



4. Explore the emulator capabilities to view your content emulating different screen sizes.

Outcome

Congratulations! You are now familiar with the basics of Adobe Experience Manager from a content owner perspective:

- Navigating the AEM authoring user interface
- Creating pages based on templates
- Editing pages using components and assets
- Previewing pages



Lesson 2 – Creating an App Update

Overview

Marketers can quickly and easily update mobile apps to deliver engaging experiences and up to date content to drive brand engagement and meet business goals all without the need for a developer or appstore resubmission.

Objectives

- Create an app update
- Publish an app update
- Update an app without an appstore submission

Exercise 1 – Create an app update

1. From the Content Release tile click on English

Content Release				
	TITLE	TYPE	MODIFIED	PUBLISHED
	Geometrixx Mobile App	App	5 months ago Administrator	52 minutes ago Administrator Never
	English	Content	16 minutes ago Administrator	52 minutes ago Administrator Never

2. From the action menu select Stage Update

Content Update				
Content Sync Config:		Stage Update		
Status:		Geometrixx Outdoors App Content - English /content/phonegap/geometrixx-outdoors/en/jcr:content/pge-app/app-config		
Last Published:		Pending		
NAME	UPDATE TIME	FILES	SIZE (KB)	DELTA ZIPS
Initial Update (ACTIVE)	53 minutes ago Administrator	-	-	-

3. Enter a title for the update and an optional description and click done

Create Update ×

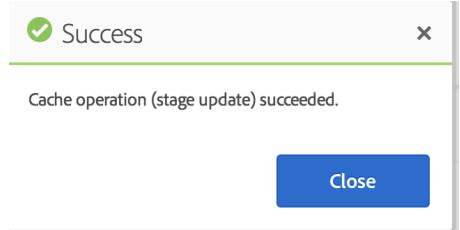
Update Title *

Update Description

Cancel Done



4. Click Close on update creation confirmation



5. An new update should appear in the list

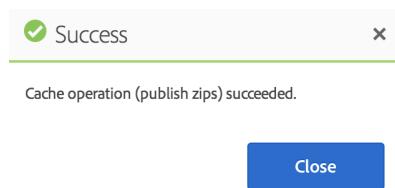
Content Update				
NAME	UPDATE TIME	FILES	SIZE (KB)	DELTA ZIPS
SummitUpdate1 (ACTIVE) First update of the app	2 seconds ago Administrator	-	-	-
Initial Update	10 minutes ago Administrator	4	5	

Exercise 2 – Publish the app update

1. From the action menu select Publish Update

Content Update				
NAME	UPDATE TIME	FILES	SIZE (KB)	DELTA ZIPS
SummitUpdate1 (ACTIVE) First update of the app	2 seconds ago Administrator	-	-	-
Initial Update	10 minutes ago Administrator	4	5	

2. Click Close on update published confirmation



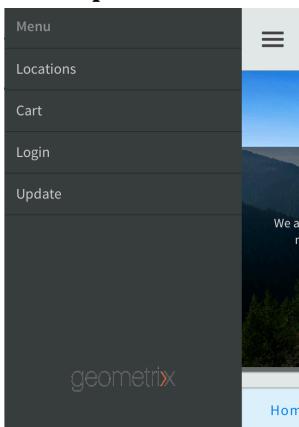


Exercise 3 – Update your on device app

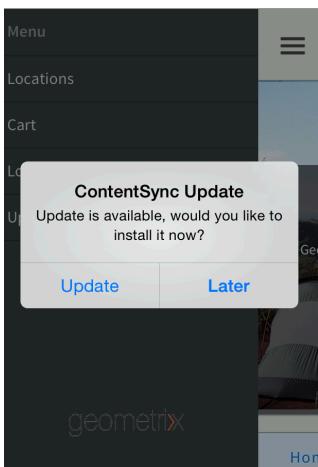
1. Open or switch to the iOS Simulator
2. Open the Geometrixx Summit Lab app
3. Open the app menu using the 3 horizontal lines icon



4. Click **Update** from the open menu



5. Click **Update** in the update available dialog



6. Navigate to the changed content to confirm the content update

Exercise 4– (Optional) Create additional updates

1. Re-edit an existing page
2. Create another update
3. Publish another update
4. Update your app with your changes

Outcome

Congratulations! You are now familiar with how apps can be updated quickly and easily with AEM Apps.



Module 4 – Adobe Mobile Services Analytics

Adobe Mobile Services provides easy to use, integrated app analytics and targeting capabilities to help mobile teams understand and improve user engagement. Higher engagement leads to improved consumption and monetization of content through the mobile channel. App-specific reports and visualizations help you understand how frequently people use your app, what paths they take through the app, and if they convert effectively to drive monetization. Furthermore, the integrated workflow between analytics and optimization capabilities makes it easier than ever to take action.

Lesson 1 – Add Analytics Reporting

Overview

Adding AMS analytics reporting for your app to the dashboard and instrument your app to send analytic data.

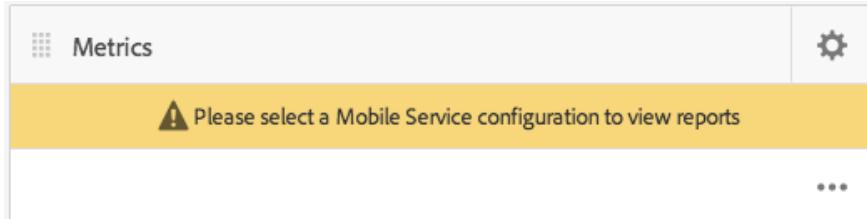
Objectives

- See how your mobile application usage data is made available in Adobe Mobile Services
- Understand how you can use Adobe Mobile Services data to improve your app
- Assign an Adobe Analytics configuration to your app

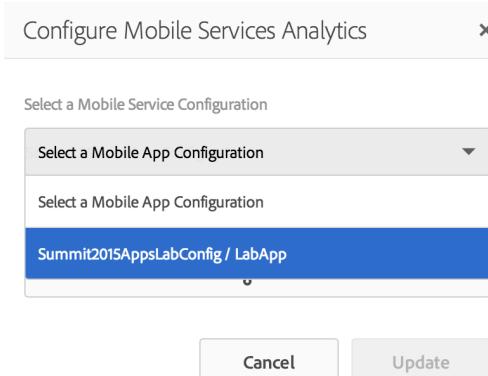
Exercise 1 – Assign an Adobe Mobile Services configuration to your app

An AMS Configuration, *Summit2015AppsLabConfig/LabApp*, was pre-configured for your use.

5. From the App dashboard, click the gear icon in the Metrics tile

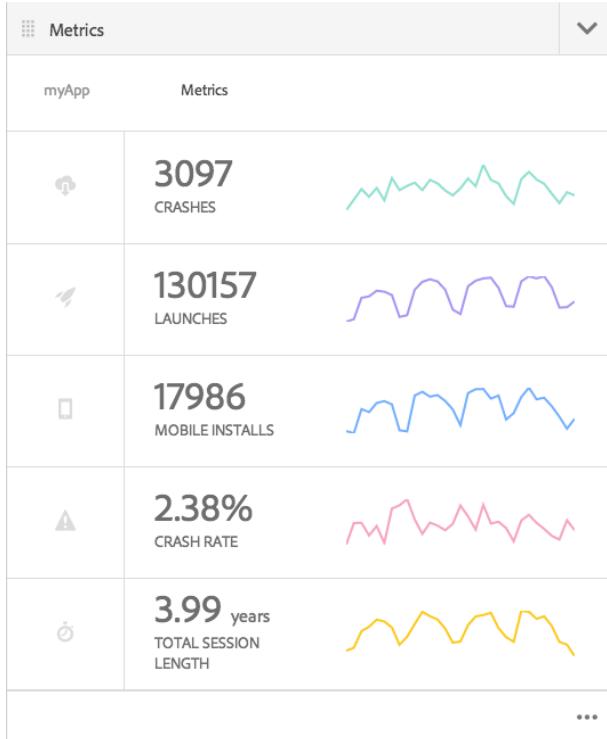


6. Select the **Configure Mobile Services** option
7. Select the **Summit2015AppsLabConfig/LabApp** your app should be using from the **Select a Mobile Service Configuration** drop down and click **Update**





8. Confirm the Metrics tile starts to load the latest metrics looking similar to the following:

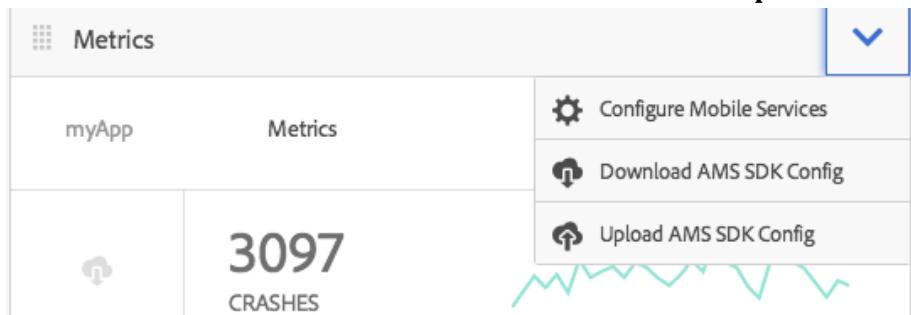


The metrics tile will report on key analytics metrics.

For additional reporting click the at the bottom right of the tile to open Adobe Mobile Services using your Adobe Analytics account.

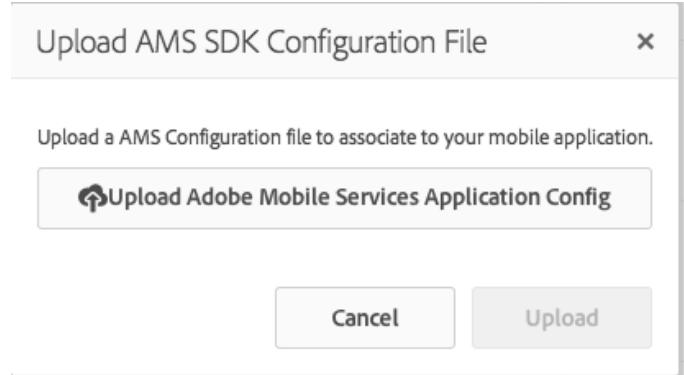
Exercise 2 – Add an Adobe Mobile Services configuration to your app

1. Click the down arrow icon from the Metrics tile and select **Upload AMS SDK Config**

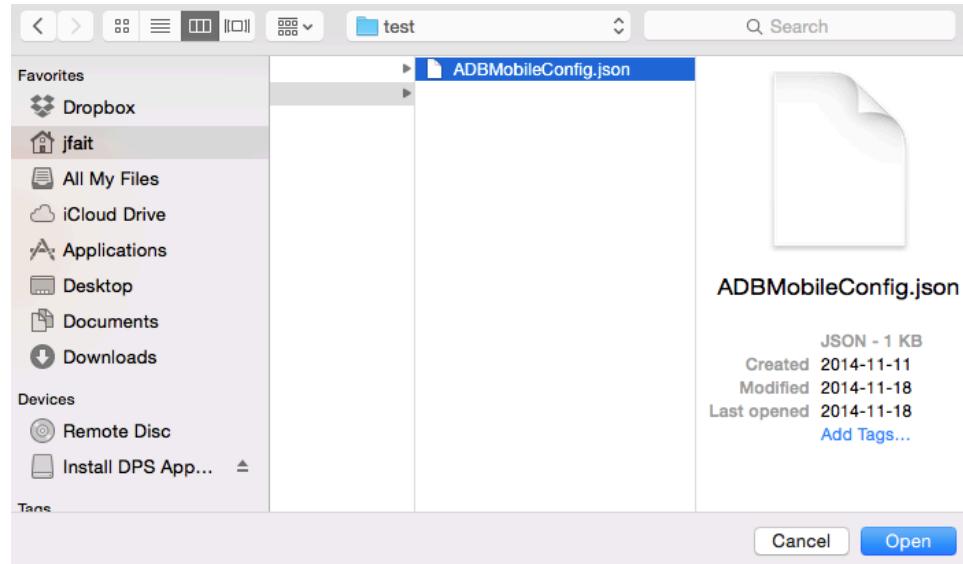




2. Click Upload Adobe Mobile Services Application Config



3. Browse to the provided ADBMobileConfig.json at ~/Desktop/AEM-Apps-Lab/718/Module-Analytics and click Open/Upload



4. This ADBMobileConfig.json will now be associated to your AMS Configuration

The next time the app is built it will use this configuration to enable and send tracking data

Outcome

Congratulations! You are now familiar with Adobe Mobile Services and know how to configure your app to track analytic data and report your app's key analytics in the dashboard.



Lesson 2 – Test your in app analytics

Overview

Review your app's analytic reporting using Bloodhound

Objectives

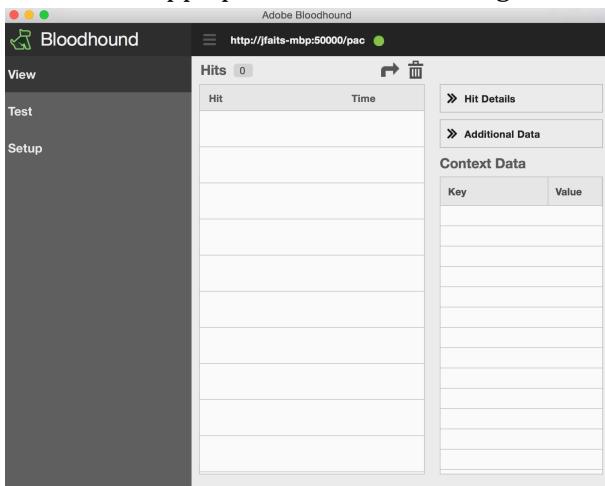
- Discover Bloodhound as an app analytic testing tool
- Test your app's lifecycle tracking
- Test your app's state tracking
- Test your app's action tracking

Exercise 1 – Launch Bloodhound

1. Launch Bloodhound by clicking Bloodhound icon from the dock at the bottom of your screen



2. Confirm app opened and not tracking hits have been logged



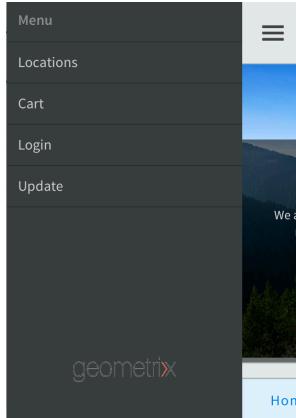
Exercise 2 – Test the application

1. Open or switch to the iOS Simulator
2. Open the Geometrixx Summit Lab app
3. Note lifecycle tracking hits recording in Bloodhound after launch
4. Navigate into the app and click on some content
5. Note the state tracking hits recording in Bloodhound
6. Open the app menu using the 3 horizontal lines icon





7. Click Update from the open menu



8. Note the event tracking hit recording in Bloodhound

Hit	Time
Summer	12:29:58
Winter	12:29:54
Season	12:29:53
Gear	12:29:51

Key	Value
a.AppID	Geometrixx S
a.CarrierName	(null)
a.DeviceName	x86_64
a.OSVersion	iOS 7.1
a.Resolution	640x1136
a.TimeSinceLaunch	42

Exercise 3 – (Optional) Review the available tracking data shown in Bloodhound

1. Select through some of the hits and review the Context data, hit details and additional data.

Outcome

Congratulations! You've configured your app for analytics and tested tracking using Bloodhound.

Summary

Congratulations! You have completed the Adobe Summit 2015 Managing Mobile Apps: An Adobe PhoneGap Enterprise Introduction for Marketers lab.

You are now fully conversant in managing mobile apps using AEM and Adobe PhoneGap Enterprise, and you are ready to take control of your organization's mobile experiences!