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# Lab 320 — Introduction

In this lab, you will use the new **Storefront Builder** to make changes and additions to your company's Adobe Commerce Storefront powered by Edge Delivery Services. You will take the role of a marketing professional whose daily job involves optimizing the storefront for customer conversions and creating new product pages, marketing campaigns, and customer conversion experiments.

## Lab Scenario

Apple is releasing its latest iPhone. Your company, CitiSignal, wants to launch a catalog update and promotional campaign related to this event. The goal is to increase sales and customer conversions.

## Lab Goals

In this lab, you will learn how to:

**Lesson 1:** Create a unique product details page

**Lesson 2:** Run a promotional campaign targeted at general and loyal customers

**Lesson 3:** Experiment with customer conversions in the cart.

## Lab Sign in

- 1 Navigate to <https://da.live/#/adobe-summit-l320/>.
- 2 Sign in to the lab by selecting the **Sign in** button on the top right.
  - o **Email address:** L320+XX@adobeeventlab.com (replace XX with your seat number)
  - o **Password:** Adobe4Summit!
  - o **Profile/Organization:** Commerce Extensibility Lab .
- 3 Open the project folder  for your assigned seat number. Example: seat-12 .
- 4 If you made it here, you're ready to start the lab.

## Lab Warmup

Before you get started with the lessons, make sure you can successfully execute the following steps on your workstation:

- 1 View the contents of the **root folder** ( `seat-xx` ) of your project.
- 2 Open any document in your project by selecting it with a **single click for editing** and previewing.
- 3 Use the **Instant Preview** menu on the right to see all the changes you make to the page in real-time.
- 4 Revert changes by using the **Undo** button on the Edit menu or using Cmd+Z on your keyboard.
- 5 Access images in the **AEM Assets library** from the Edit menu: **Library > AEM Assets**.
- 6 Preview any document in your CitiSignal site by selecting the **Action** button (paper-plane icon, top-right), then selecting the **Preview** button.

### **Avoid publishing the site**

In this lab, we only need to preview the site, using both the **Instant Preview** menu and the **Preview** button.

## Lab Tips

- 1 **Follow the steps** in order and check the screenshots.
- 2 Use the **Instant Preview** menu often.
- 3 Select the **Action** (paper-plane icon) > **Preview** button on occasion to view your changes.
- 4 Select the **Library > AEM Assets** menu to find images.
- 5 **Copy and paste** blocks to save time.
- 6 **Undo** changes if you make a mistake.
- 7 **Ask for help** if you get stuck.

### **Tip**

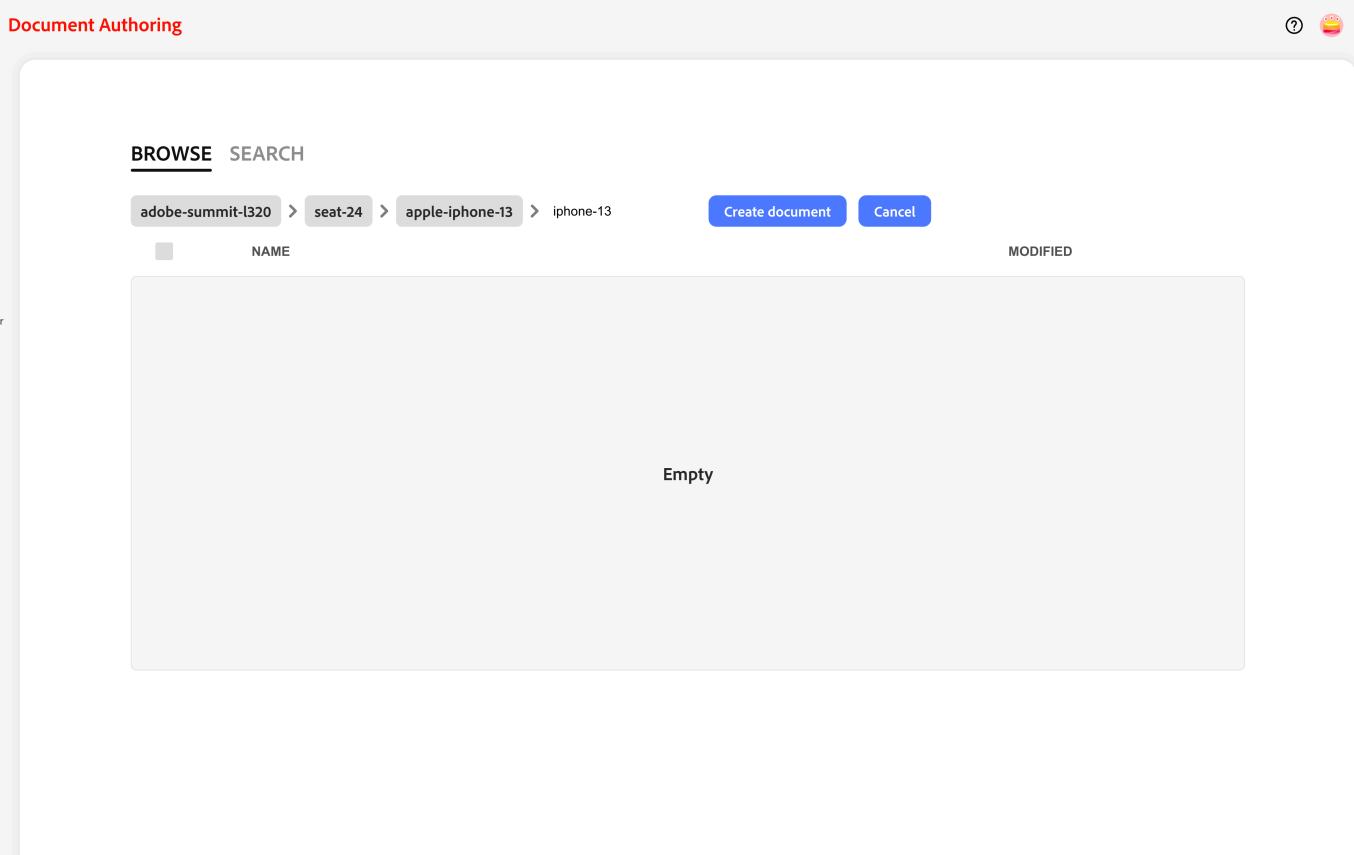
If you encounter any issues with the lab environment, please raise your hand quickly for help from a lab assistant.

# Lesson 1 — Create a product page

In this lesson, you will build and preview a featured product page for the iPhone 13. You will use the **Single Product Detail page** template to create a unique layout for the product.

## Step 1 Create the page

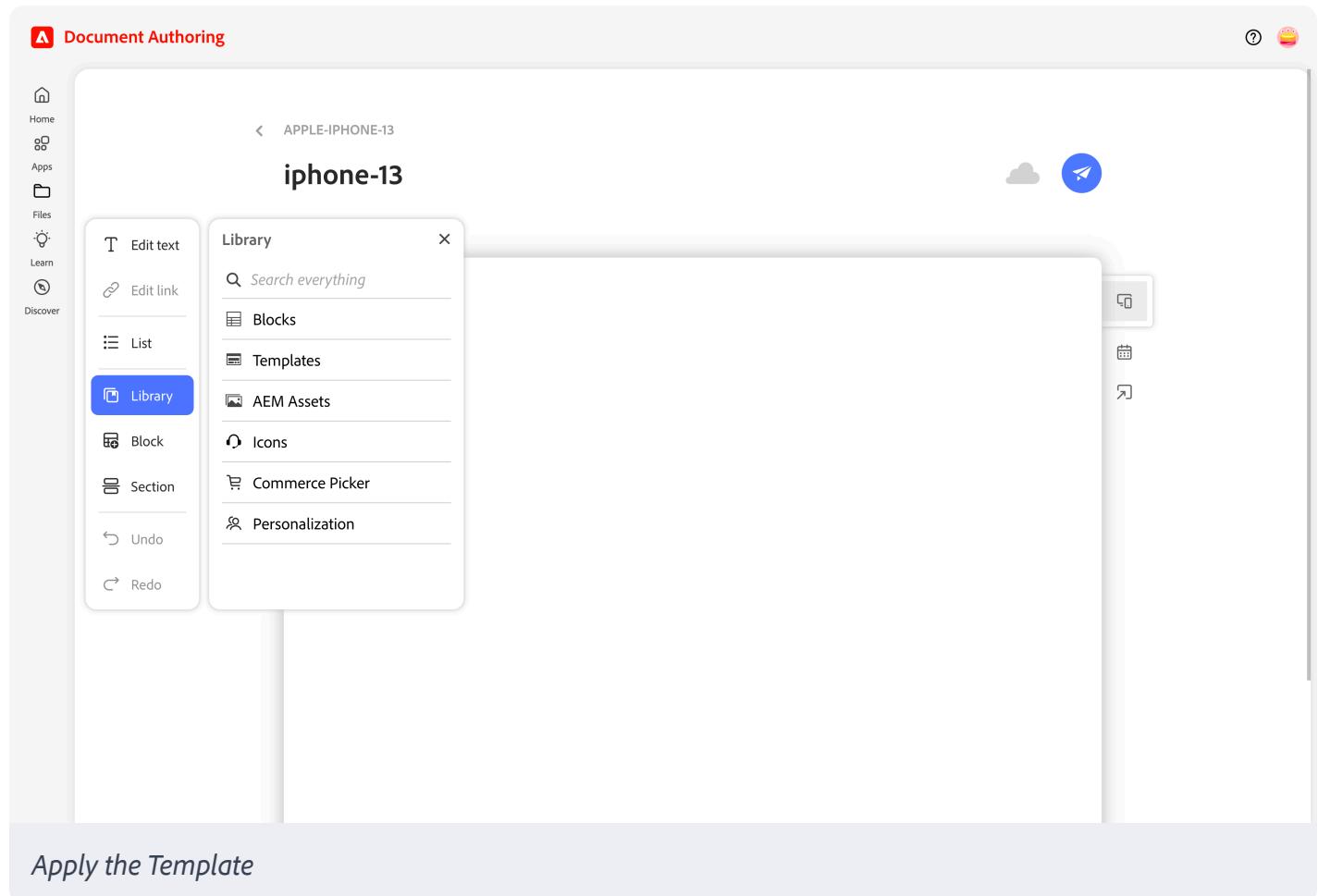
- 1 Navigate to the `products` folder.
- 2 Create a new folder named `apple-iphone-13`.
- 3 Inside that folder, create a new document named `iphone-13`.



The screenshot shows the Adobe Document Authoring interface. On the left is a sidebar with icons for Home, Apps, Files, Learn, and Discover. The main area has tabs for BROWSE and SEARCH. A breadcrumb navigation bar shows the path: adobe-summit-l320 > seat-24 > apple-iphone-13 > iphone-13. There are buttons for Create document and Cancel. Below the path is a table header with columns for NAME and MODIFIED. A large empty table body is labeled "Empty". At the bottom of the main area, there is a note: "Create the new folder and document".

## Step 2 Apply the template

- 1 Open your `iphone-13` document.
- 2 From the Edit menu, click **Library** → **Templates**.
- 3 Select the *Single Product Detail page* template.



## Step 3 Preview the page

- 1 Click the instant **Preview** button.
- 2 Check the instant preview of the page.

The screenshot shows the Adobe Document Authoring interface. On the left, there's a sidebar with icons for Home, Apps, Files, Learn, and Discover. The main workspace displays a document titled "iphone-13". Inside the document, there are two tables:

product-details	
carousel-layout	single
control	dots
featured	false

Below this is a "SECTION BREAK".

hero	

To the right of the document, a preview window shows the final output. The header of the preview window includes "EDGE + DOC-BASED", "ACCOUNT", and "USA - EN". The preview itself features the title "Apple iPhone 13" and a large image of an iPhone 13 phone standing upright on a colorful, abstract surface. The preview window has a toolbar at the top with icons for cloud storage and sharing.

*Preview the Page*

## Step 4 Update the product-details block

The Single Product Detail page template comes with a `product-details` block, also known as a Product Detail Page (PDP) drop-in component. Like other document blocks, the PDP component is a two-column table — **property names** on the left, **property values** on the right. Make the following changes to the `product-details` block.

- `carousel-layout : quad`
- `featured : true`

The screenshot shows the Adobe Experience Platform Document Authoring interface. On the left, there's a sidebar with various icons for Home, Apps, Files, Learn, and Discover. The main workspace has a title "iphone-13". In the center, there's a "product-details" block configuration table:

product-details	
carousel-layout	quad
control	dots
featured	true

Below this is a "SECTION BREAK". At the bottom of the workspace is a "hero" block. To the right, the generated product detail page is shown in a preview window. The page has a header with "CitiSignal" and "Apple iPhone 13". It features two hero images of the phone, a price range of "\$799.99 - \$1,099.99", and a note about shipping between March 1st and April 4th. A "Color" section shows five color swatches: blue, black, pink, red, and grey.

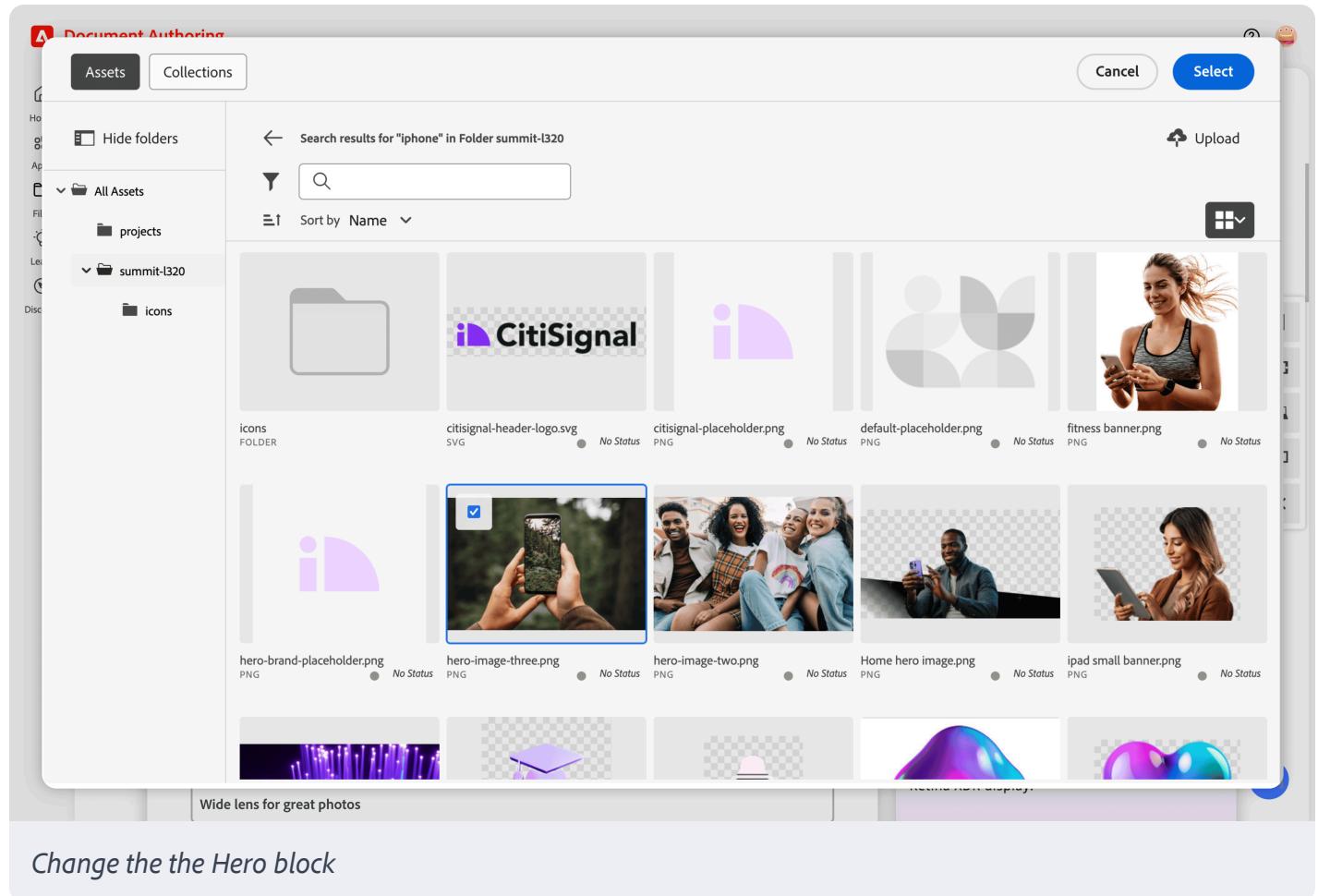
Change the `product-details` block

### 💡 Use / (forward slash) to show valid property values

With your cursor in the property value field, type `/` to see a list of valid property values.

## Step 5 Change the Hero block

- 1 Update the text below the image placeholder to: `Wide lens for great photos`.
- 2 Select the image placeholder.
- 3 Go to the Edit menu > **Library** > **AEM Assets**.
- 4 Navigate the **AEM Assets library** from the folders on the left (see screenshot): **All Assets** > **summit-l320**.
- 5 Choose the **iPhone image** shown in the screenshot below.
- 6 Click the **Select** button to apply the selected image.



## Step 6 Add Teaser blocks

The *Single Product Detail page* template comes with **4 teaser blocks**. You will replace the placeholder text and images of these blocks and add an additional block. All images are available in the lab's AEM Assets library: **Library > AEM Assets > All Assets > summit-l320**.

### Teaser 1:

- Header 3: Meet your new personal assistant
- Content: It's expected to rain today on your way to work, don't forget your umbrella.
- Image: pdp-banner-one.png

### Teaser 2:

- Header 3: Your best fitness pal
- Content: Monitor your progress and maximize your results.
- Image: fitness banner.png

### Teaser 3:

- Add *Teaser 3* by copying *Teaser 1* and pasting it directly below *Teaser 2*.
- Header 3: New to CitiSignal?
- Content: Check out our special trial offer.
- Image: pdp-banner-two.png

### Teaser 4:

- No header text
- Content: Bundle and save, check eligibility now.
- Image: stock-watch-purple.png

### Teaser 5:

- No header text
- Content: Students save more with CitiSignal.
- Image: ipad small banner.png

**A Document Authoring****B**

Home

Apps

Files

Learn

Discover

T

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teaser

Meet your new personal assistant  
It's expected to rain today on your way to work, don't forget your umbrella.

teaser

Your best fitness pal  
Monitor your progress and maximize your results.

- Advanced Dual-Camera System
- Smart HDR 4
- Night Mode
- 4K Dolby Vision HDR Recording
- 12MP TrueDepth Front Camera
- A15 Bionic Chip
- Up to 19 Hours of Video Playback
- Durable Design with Ceramic Shield
- IP68 Water Resistance
- 5G Connectivity
- iOS 15
- Supports MagSafe Accessories

Details

- Manufacturer: Apple
- Product Family: Phones
- Estimated Delivery: By 4/1/2025
- Weight: 0.310625

Wide lens for great photos

*Change and add teaser blocks*

## Step 7 Update page layout

The *Single Product Detail* page template uses a `grid-row` layout to place two or three blocks on the same row when the width of the screen allows. Let's change the layout to ensure that the first three teaser blocks are in a column layout. Make the following changes to the `section-metadata` block below the first two teasers (see screenshot).

- `style : grid-column`

Select the tablet preview to ensure that these first two teaser blocks are displayed one per row.

The screenshot shows the Adobe Document Authoring interface. On the left, the sidebar includes Home, Apps, Files, Learn, and Discover. The main area has a toolbar with icons for text, image, and table. A table titled "section-metadata" contains four rows: "grid-column" (value: "#000"), "#000" (value: "#fff"), "#fff" (value: true), and a "SECTION BREAK" row. Below it is another table titled "teaser" containing three rows, each showing a smartphone icon. To the right is a tablet preview showing three columns of content: a blue glowing blob, text about a personal assistant, a woman running with a phone, and a fitness progress bar.

**Update the page layout**

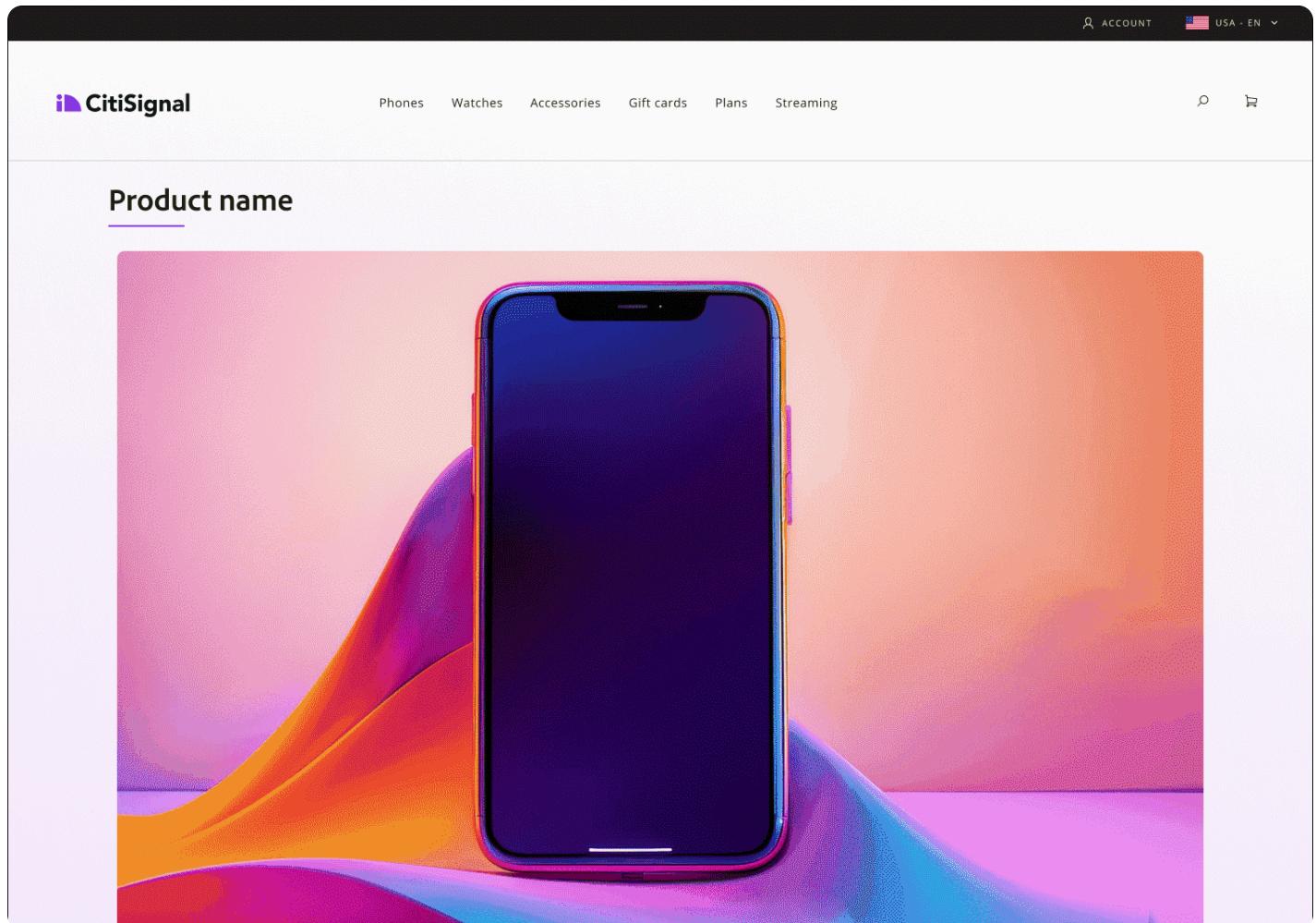
## Step 8 Add Call To Action (CTA) buttons

- 1 Add text for a button in a teaser block (see screenshot).
- 2 Select the button text and go to menu → **Link**.
- 3 Add the URL for the link.
- 4 To make a primary button, bold the link text.
- 5 To make a secondary button, italicize the link text.

The screenshot shows the Adobe Document Authoring interface. On the left is a sidebar with icons for Home, Apps, Files, Learn, and Discover. The main area displays two 'teaser' blocks separated by a 'SECTION BREAK'.  
  
The top 'teaser' block contains a large, colorful, abstract 3D rendering of a blob-like shape on the left. To its right, the text 'Meet your new personal assistant' is followed by the message 'It's expected to rain today on your way to work, don't forget your umbrella.' Below this is a blue underlined link 'Buy Umbrella!'.  
  
The bottom 'teaser' block contains the text 'Your best fitness pal' followed by 'Monitor your progress and maximize your results.' Below this is a blue underlined link 'Maximize'. To the right of the text is a photograph of a woman with long hair, wearing a grey tank top, smiling and holding a smartphone. A blue circular icon with a white arrow is located in the bottom right corner of this block.  
  
At the bottom of the main area, a light gray bar contains the text 'Add CTA buttons'.

## Step 9 Preview the page

- 1 Click the **Action** button (paper-plane icon) at the top-right of the screen.
- 2 Choose the **Preview** button.
- 3 Check your work.



## Step 10 Update the Hero banner with in-context editing

- 1 Open the `iphone-13` document.
- 2 Select the **in-context editing** button to open the document.
- 3 Scroll to the Hero banner and double-click its Text block to start editing.
- 4 Change the text to: `Capture breathtaking pictures with new wide lens`.
- 5 Preview your change by clicking the **Open page** button (directly left of the Publish button).

The screenshot shows the Adobe Experience Cloud interface. At the top, there's a navigation bar with icons for Home, Adobe Experience Cloud, a globe, three dots, and a search bar containing "main--seat-24--adobe-summit-l320.ue.da.live". To the right of the search bar are buttons for Publish, Share, and more. Below the navigation is a hero banner image of a person holding a smartphone. A text editor overlay is active over the banner, containing the text "The iPhone 13 wide lens rivals DSLR cameras with its precision, vibrant colors, and exceptional low-light capabilities." The text editor includes a toolbar with icons for Heading 4, bold, italic, underline, and various text styles. To the right of the banner, the page structure is visible: Main Content > Section > Hero. The hero section contains one image item (hero-image) and one text item. The text item has the same text as the editor. The interface is clean with a light purple header and a white main content area.

Update the Hero banner with in-context editing

## Step 11 Update the Hero banner with GenAI

- 1 Scroll to the Hero banner and select its Text block.
- 2 Click **AI Generate variations** button from the right-side menu.
- 3 View the selected Hero text in the AI panel followed by suggestions to rewrite the content.
- 4 Select one of the suggestions and click the **Generate** button.
- 5 Click the response you like to apply it to the Hero banner text.
- 6 Publish the page.

The screenshot shows the Adobe Experience Cloud interface. A hero banner featuring a photograph of a person holding a smartphone to take a picture of a forest scene is displayed. A text block on the left side of the banner contains the text: "The iPhone 13 wide lens rivals DSLR cameras with its precision, vibrant colors, and exceptional low-light capabilities." This text block has a blue border and the word "Text" in the top-left corner. To the right of the banner, the "Generate variations" panel is open. It shows a preview of the generated text: "The iPhone 13 wide lens rivals DSLR cameras with its precision, vibrant colors, and exceptional low-light capabilities." Below this, there are three suggestions: "Rewrite content to be more engaging", "Refresh text for a promotional block", and "Optimize text for better SEO". At the bottom of the panel, there is a text input field labeled "Use a short sentence to describe your changes", a "+ Add" button, a "Generate" button with a blue icon, and a help icon (info symbol).

Update the Hero banner using GenAI

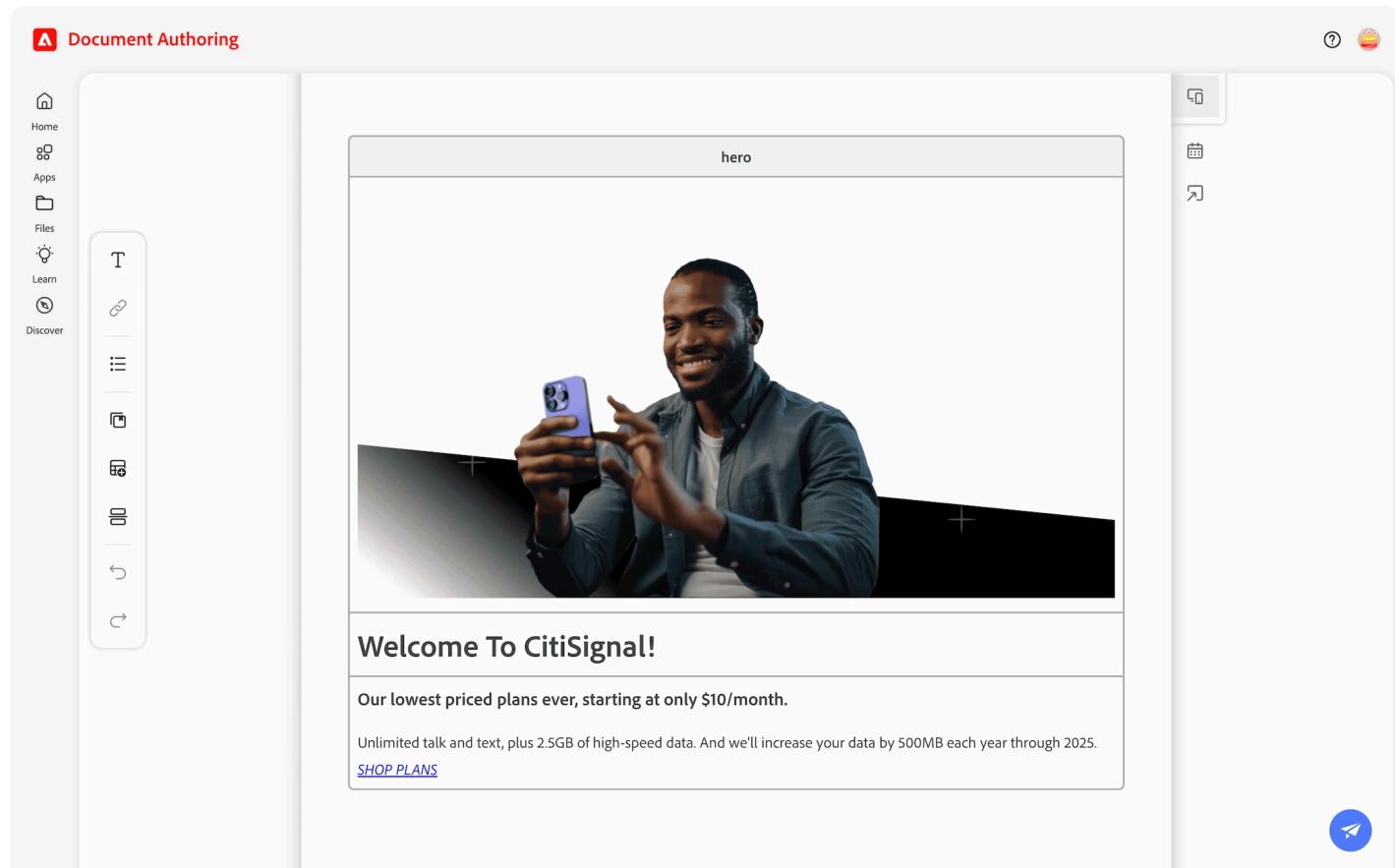
# Lesson 2 — Create a product campaign

In this lesson, you will build two targeted banners: one for the home page and one for the cart page.

## Step 1 Create a home page campaign

In this section, you will create a targeted block for the home page that displays a banner with iPhone 13 promos when a Plan-Connect customer logs in.

- 1 Open the `index` document (Home Page) in your project root.
- 2 Locate the Hero block.



The screenshot shows the Adobe Document Authoring interface. On the left is a sidebar with icons for Home, Apps, Files, Learn, and Discover. The main workspace contains a hero block with a large image of a smiling man holding a purple iPhone. Below the image is a heading "Welcome To CitiSignal!" and some promotional text: "Our lowest priced plans ever, starting at only \$10/month." and "Unlimited talk and text, plus 2.5GB of high-speed data. And we'll increase your data by 500MB each year through 2025." A blue "SHOP PLANS" button is visible. A blue navigation bar at the bottom has a "Flyout" icon on the right.

Open the Home page

## Step 2 Target Plan-Connect subscribers

- 1 Insert a new —*Section Break*— directly after the Hero block's `section-metadata` using the **Section Break** tool in the Edit menu.
- 2 Insert a `targeted-block fragment` from Library > Blocks > Targeted Blocks.
- 3 Change the targeted-block values as follows:
  - o Type: `home-top`
  - o Customer Segments: `planconnect-subscribers`
  - o Fragment: `/fragments/promos/iphone13-promo`

The screenshot shows the Adobe Experience Platform Document Authoring interface. On the left, there's a sidebar with icons for Home, Apps, Files, Learn, and Discover. The main area displays a document with the heading "Welcome To CitiSignal!" and some descriptive text. A modal window is open, showing the configuration for a "targeted-block fragment". The "Blocks" section is expanded, and "targeted-block fragment" is selected. The "targeted-block fragment" configuration table contains the following data:

targeted-block (fragment)	
Type	home-top
Customer Segments	planconnect-subscribers
Fragment	/fragments/promos/iphone13-promo

Below the configuration table, there are two horizontal lines labeled "SECTION BREAK".

### Step 3 Target all customers (general audience)

- 1 Insert another **targeted-block fragment** direct after the previous fragment (within the same section).
- 2 Change the targeted-block values as follows:
  - o Type: **home-top**
  - o Customer Segments: Remove the row (delete row)
  - o Fragment: **/fragments/promos/iphone13-teaser**

The screenshot shows the Adobe Document Authoring interface. On the left is a sidebar with icons for Home, Apps, Files, Learn, and Discover. The main area has a header with 'background-size' and 'COVER'. Below it is a 'SECTION BREAK'. There are two 'targeted-block (fragment)' tables:

targeted-block (fragment)	
Type	home-top
Customer Segments	planconnect-subscribers
Fragment	/fragments/promos/iphone13-promo

Below these is another 'targeted-block (fragment)' table:

targeted-block (fragment)	
Type	home-top
Fragment	/fragments/promos/iphone13-teaser

Below this is a 'SECTION BREAK'. At the bottom is a 'card' containing a colorful ball icon. A blue circular button with a white arrow is in the bottom right corner. A grey bar at the bottom left says 'Target all customers'.

## Step 4 Preview the general customer banner

- 1 Click the **Action** button (paper plane icon), select **Preview**.
- 2 Confirm that the `iphone13-teaser` banner is displayed.

The screenshot shows the CitiSignal website interface. At the top, there is a navigation bar with links for 'Phones', 'Watches', 'Accessories', 'Plans', and 'Account'. On the far right of the header are icons for 'ACCOUNT' and 'USA - EN'. Below the header is a large banner featuring a man holding a smartphone. The banner has a purple background with white stars and a 'SHOP PLANS' button. Below this is a dark overlay containing a purple smartphone image and text. The text reads 'Unleash Innovation with a new phone' and 'Experience cutting-edge technology with CitiSignal.' It includes a 'GET YOURS TODAY!' button and a toolbar with 'Preview', 'Edit', 'Update', 'Publish', 'Experimentation', 'Sign in', and a close button. A note at the bottom of the page says 'Preview the general customer banner'.

## Step 5 Preview the Plan-Connect subscribers banner

- 1 From the home page preview, select **Account > Login** from the site's navigation menu and enter these credentials:
  - o User: `I320+seat-xx@adobeeventlab.com` (replace `xx` with your 2-digit seat number)
  - o Password: `Adobe4Summit!`
- 2 Confirm that the `iphone13-promo` banner is displayed.

*Preview the Plan-Connect subscribers banner*

## Step 6 Create a cart page campaign

In this section, you will create a targeted block for the cart page that displays a banner with Apple watches when a Plan-Connect customer adds an iPhone 13 to their cart.

- 1 Open the `cart` document in your project root.
- 2 Insert a new —*Section Break*— directly after the `commerce-cart` **metadata** block using the **Section Break** tool in the Edit menu.
- 3 Insert a **targeted-block fragment** from Library > Blocks > Targeted Blocks.
- 4 Change the `targeted-block` values as follows:
  - o Type: `under-cart`
  - o Customer Segments: `planconnect-subscribers+product-in-cart`
  - o Fragment: `/fragments/promos/recommended-watches`

*Open the cart document*

## Step 7 Preview the cart banner

- 1 Click the **Action** button (paper plane icon), select **Preview**.
- 2 Login to the site as a Plan-Connect customer (**Account > Login**) and enter the following credentials:
  - o User: I320+seat-xx@adobeeventlab.com (replace `xx` with your 2-digit seat number)
  - o Password: Adobe4Summit!
- 3 Add iPhone 13 to the cart.
- 4 Confirm that a promo block with Apple watches is shown.

*Preview the cart banner*

# Lesson 3 — Create an experiment

In this lesson, you will test if showing an *Estimated Delivery Date* in the cart boosts conversion.

## Step 1 Create a Cart page challenger

We'll copy the `cart` page to create a cart page challenger (`cart-copy`).

- 1 In your project root (`seat-xx`), select the checkbox for the `cart` document to display the context menu.
- 2 Select **Copy** from the contextual menu, then select **Paste**. This creates a challenger page called `cart-copy`.
- 3 Open `cart-copy` and preview it.

*Create a Cart page challenger*

## Step 2 Enable an Estimated Delivery Date

For the cart page challenger ( /cart-copy ), we will enable the *Estimated Delivery Date* feature.

- 1 In the `metadata` block, find the **Show Estimated Delivery** property (currently set to `false` ).
- 2 Change it to `true` .
- 3 Click the **Action** button (paper plane icon), select **Preview**.
- 4 Within the site preview, navigate to *Phones* and add an *Apple iPhone 13 Pro* to your cart. Select color and memory options to enable the **Add to Cart** button.
- 5 View your cart, then change the cart preview URL from `/cart` to `/cart-copy` .
- 6 You should now see the *Estimated Delivery Date* displayed in your cart.

*Enable Estimated Delivery Date*

## Step 3 Add the challenger to an experiment

We'll add the experiment to the cart page, where we will create an A/B test to show 50% of visitors the normal cart page and 50% the `cart-copy` challenger page.

- 1 Open AEM Sidekick while previewing the `/cart` page: [https://main—seat-xx—adobe-summit-1320.aem.page/cart](https://main--seat-xx--adobe-summit-1320.aem.page/cart) (replacing `xx` with your seat number).
- 2 In the AEM sidekick menu, click **Experimentation**.
- 3 Create a new experiment with these parameters:
  - o **Name:** Cart with Estimated Delivery Date
  - o **Type:** A/B test | **Goal:** Overall conversion
  - o **Control:** Pre-populated with the `/cart` page URL
  - o **variant-1 (challenger):** [https://main—seat-xx—adobe-summit-1320.aem.page/cart—copy](https://main--seat-xx--adobe-summit-1320.aem.page/cart-copy)
  - o **Start date:** Today | **End date:** Today + 2 weeks

*Publish the challenger*

## Step 4 Run the Experiment

- 1 **Publish** the experiment. Now, 50% of visitors see the *Estimated Delivery Date* in their cart while 50% see the normal cart.
- 2 In 2 weeks, you can return to the `cart` page experiment and review the results from the Experimentation panel.