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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

- **Follow the steps** in order and check the screenshots.
- Use the **Instant Preview** menu often.
- Select the **Action** (paper-plane icon) > **Preview** button on occasion to view your changes.
- Select the **Library > AEM Assets** menu to find images.
- **Copy and paste** blocks to save time.
- **Undo** changes if you make a mistake.
- **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.

Enjoy building a fresh, new look for the iPhone 13 product page and promo campaign!

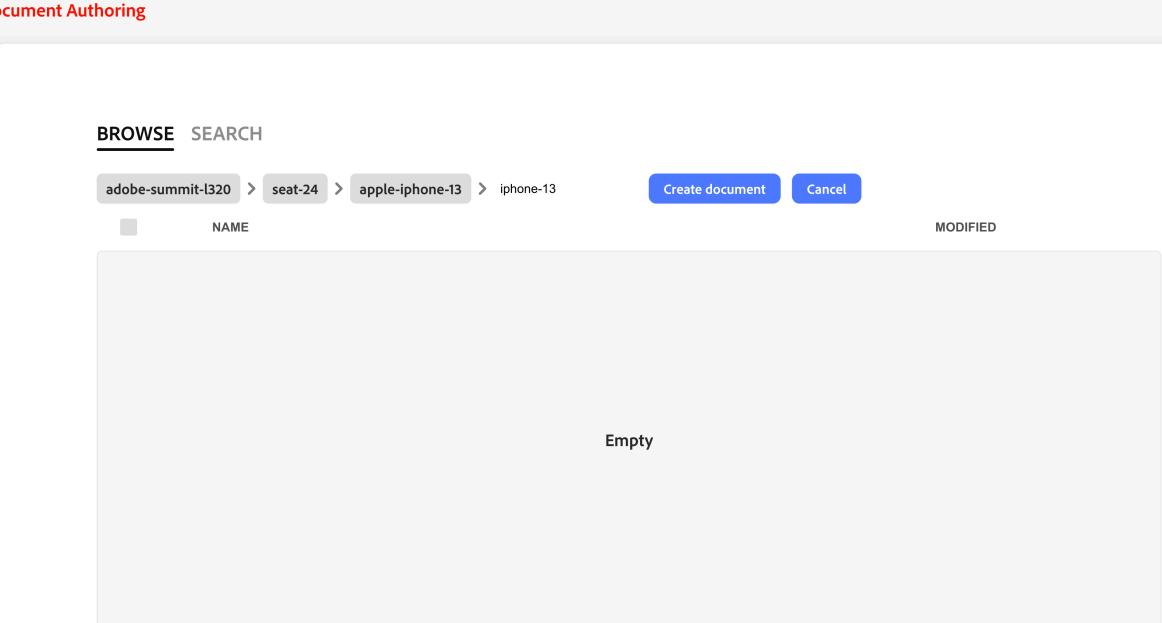
Lesson 1 — Create a product page

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 folder `products`.
- 2 Create a folder called `apple-iphone-13`.
- 3 Inside that folder, create a new document named `iphone-13`.

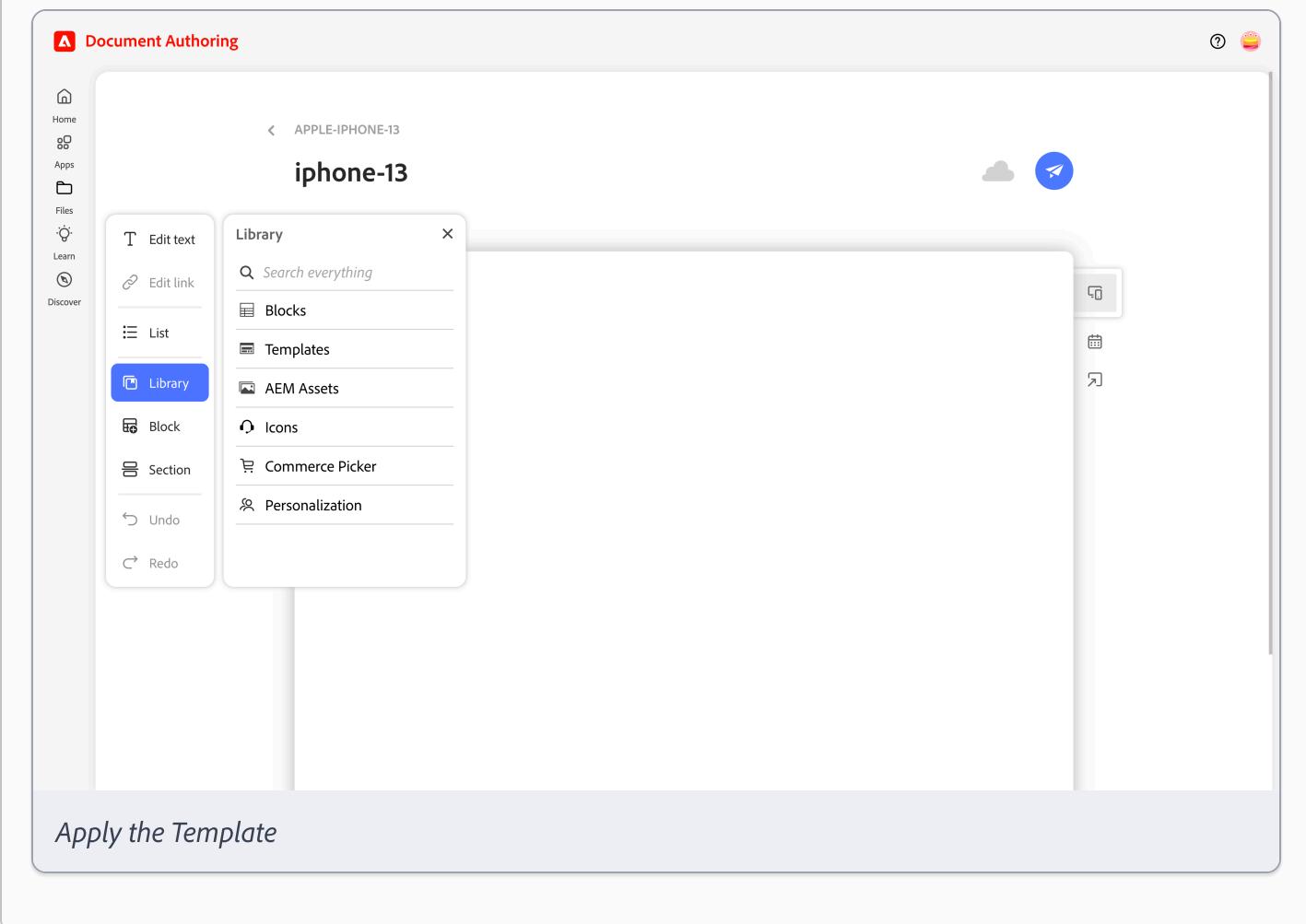


The screenshot shows the Adobe Document Authoring interface. On the left, there's a sidebar with icons for Home, Apps, Files, Learn, and Discover. The main area has tabs for BROWSE and SEARCH. A breadcrumb navigation bar at the top indicates the path: adobe-summit-l320 > seat-24 > apple-iphone-13 > iphone-13.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

Step 2

Apply the template

- 1 Open your `iphone-13` document.
- 2 Apply the Edit menu → **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 horizontal line with the text "SECTION BREAK".

| hero | |
|------|--|
| | |

At the bottom of the workspace, there's a button labeled "Preview the Page". To the right of the workspace, a preview window shows the final output:

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Apple iPhone 13

A large image of an iPhone 13 is displayed against a colorful, abstract background. Navigation arrows are visible at the bottom of the image.

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. Like other document blocks, the PDP drop-in 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 Document Authoring interface. On the left, there's a sidebar with 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". Further down is a "hero" block. To the right, a preview window shows the product page for an Apple iPhone 13 on the CitiSignal website. The page features four images of the phone, a price range of \$799.99 - \$1,099.99, and a note about shipping between March 1 and April 4, 2022. A color selection 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

- Update the text below the image placeholder to: `Wide lens for great photos.`
- Select the image placeholder.
- Go to the Edit menu → **Library** → **AEM Assets**.
- Navigate the **AEM Assets library** from the folders on the left (see screenshot): `A 11 Assets > summit-1320`.
- Choose the **iPhone image** shown in the screenshot below.
- Click the **Select** button to apply the selected image.

Document Authoring

Assets Collections

Search results for "iphone" in Folder summit-l320

Upload

Sort by Name

Icons FOLDER

citisignal-header-logo.svg No Status

citisignal-placeholder.png No Status

default-placeholder.png No Status

fitness banner.png No Status

hero-brand-placeholder.png No Status

hero-image-three.png No Status

hero-image-two.png No Status

Home hero image.png No Status

ipad small banner.png No Status

Wide lens for great photos

Document Authoring

hero

Wide lens for great photos

Color

Memory

128GB 256GB 512GB

1

ADD TO CART

Features

iPhone 13. The most advanced dual-camera system ever on iPhone. Lightning-fast A15 Bionic chip. A big leap in battery life. Durable design. Superfast 5G. And a brighter Super Retina XDR display.

section-metadata

background-size cover

Change the the Hero block

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 text:** 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 text:** 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 text:** 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

Home Apps Files Learn Discover

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

?

Discover

Home Apps Files Learn Discover

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

?

Discover

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, there's a sidebar with icons for Home, Apps, Files, Learn, and Discover. The main area has two sections: 'section-metadata' and 'teaser'. The 'section-metadata' section contains the following table:

| section-metadata | |
|------------------|-------------|
| | grid-column |
| | #000 |
| | #fff |
| | true |

Below this is a 'SECTION BREAK'. The 'teaser' section contains three blocks. The first block features a smartphone image with a purple gradient background and the text 'Meet your new personal assista...'. The second block features a woman running and the text 'Your best fitness pal...'. The third block shows a smartphone and a small icon. The right side of the interface shows a tablet preview of the page design.

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 vertical toolbar with icons for Home, Apps, Files, Learn, and Discover. Below the toolbar is a horizontal ribbon with icons for text, link, list, table, and other document functions. The main workspace contains two teaser blocks. The top teaser block features a large, colorful, abstract blob graphic on the left and text on the right: "Meet your new personal assistant" followed by a paragraph about rain and a blue underlined link "Buy Umbrella!". The bottom teaser block features a photo of a woman running on the right and text on the left: "Your best fitness pal" followed by a paragraph about monitoring progress and a blue underlined link "Maximize". At the bottom of the workspace, there is a call-to-action bar with the text "Add CTA buttons".

Step 9

Preview the site

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

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CitiSignal

Phones Watches Accessories Gift cards Plans Streaming

Product name



As low as
\$729.99

Color



Memory

128GB 256GB 512GB 1TB

QTY

- 1 +

ADD TO CART



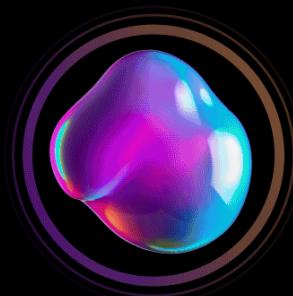
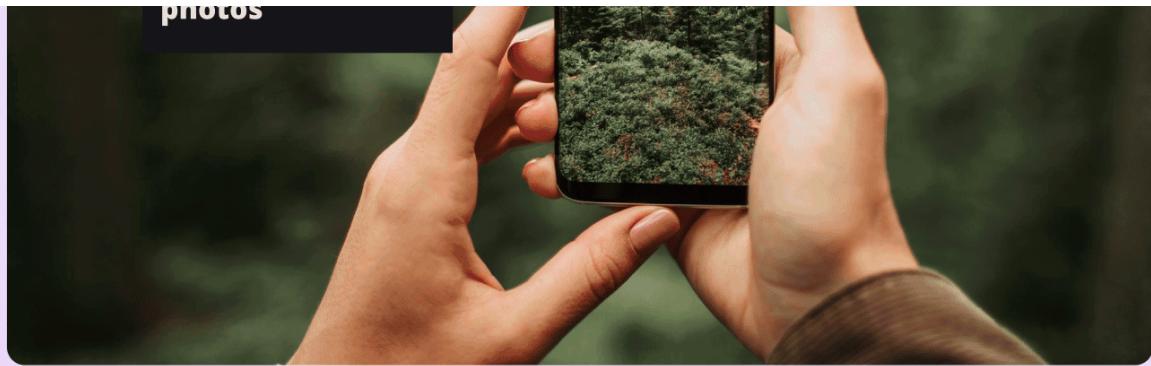
Features

Specs

Unlocked, SIM-Free, Model A21721
6.1-inch Super Retina XDR display with OLED
A14 Bionic chip with 16-core Neural Engine
Video playback up to 17 hours
5G, Gigabit LTE and 802.11ax Wi-Fi with 2x2 MIMO
Bluetooth 5.0 wireless technology
NFC with reader mode
Dual 12MP Ultra wide and wide cameras
Digital zoom up to 5x
4K video recording, 1080p HD video recording

Service support

Face ID
Siri
Apple Pay
5.78 ounces and 0.29 inch



Meet your new personal assistant

"It's expected to rain today on your way to work, don't forget your umbrella"

A dark rectangular card featuring a glowing, translucent, multi-colored blob (purple, blue, yellow) inside a circular frame on the left. To the right of the blob, the text "Meet your new personal assistant" is displayed in bold, followed by a quote: "It's expected to rain today on your way to work, don't forget your umbrella".

Your best fitness pal

Monitor your progress and maximize your results

A dark rectangular card featuring a woman in a grey and black sports bra running towards the right. She is looking down at her smartphone. The text "Your best fitness pal" is at the top, followed by "Monitor your progress and maximize your results".

New to CitiSignal?

Check out our special trial offer

A dark rectangular card featuring three smartphones standing vertically on the right side. The screens of the phones show a gradient of purple and blue. The text "New to CitiSignal?" is at the top, followed by "Check out our special trial offer".

Bundle and save, check eligibility now

An Apple Watch with a silver case and a purple leather strap, shown from a slightly elevated angle.

Students save more with CitiSignal

A woman with long dark hair, wearing a brown cardigan over a light-colored top, is smiling and looking at a white tablet device she is holding in her hands.

how to run a promotional campaign targeted at general and loyal customers.

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.

Home Page Campaign

Step 1

Open the Home page

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

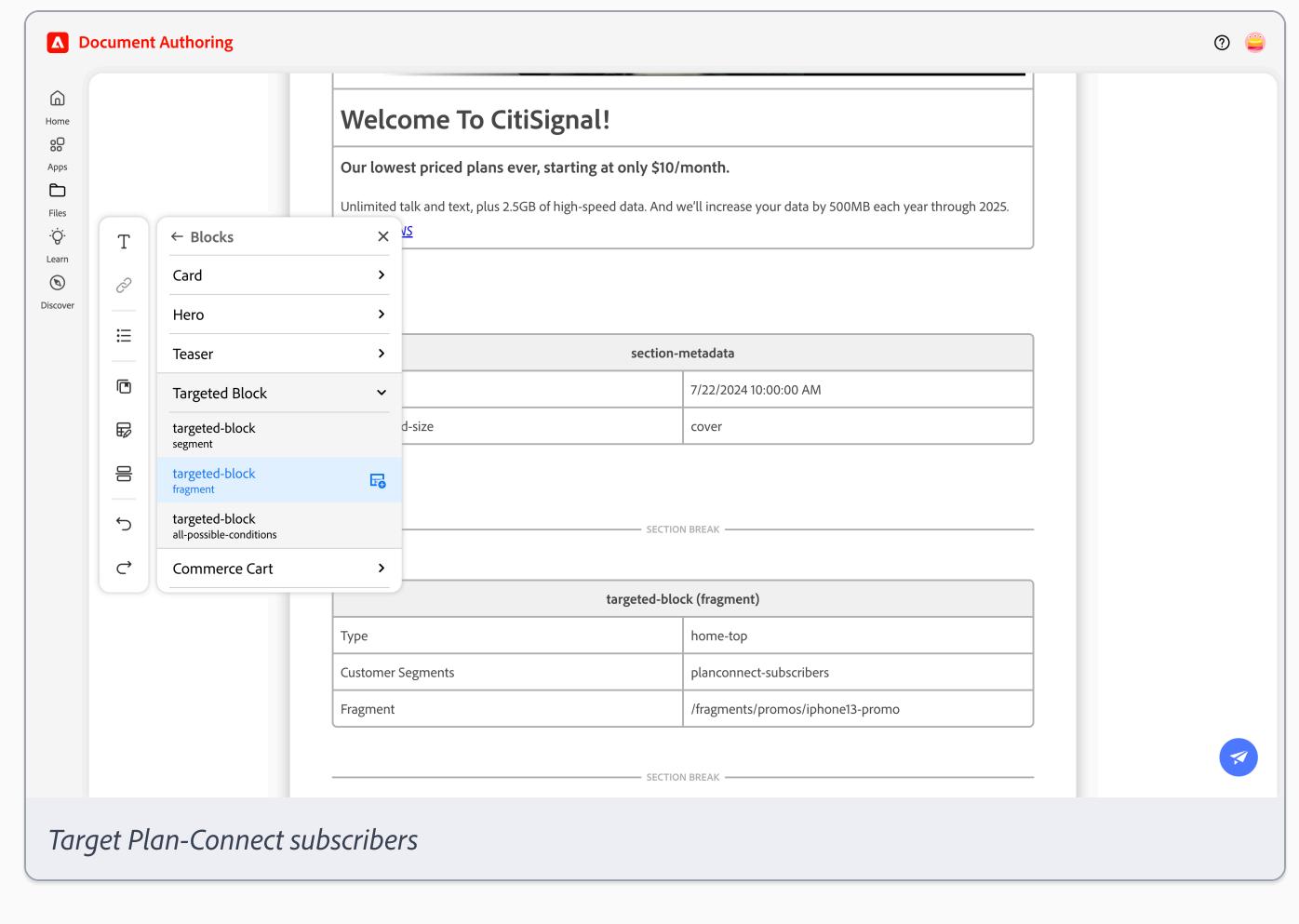
The screenshot shows the Adobe Document Authoring interface. On the left, there's a sidebar with icons for Home, Apps, Files, Learn, and Discover. The main workspace displays a hero block containing a photograph of a smiling man holding a smartphone. Below the image, the text "Welcome To CitiSignal!" is visible, followed by promotional text about low-priced plans and a "SHOP PLANS" button. The interface includes a toolbar on the right with various editing tools and a preview area at the bottom.

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:
 Type : **home-top**
 Customer Segments : **planconnect-subscribers**
 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 structure:

- Welcome To CitiSignal!**
- Our lowest priced plans ever, starting at only \$10/month.
- Unlimited talk and text, plus 2.5GB of high-speed data. And we'll increase your data by 500MB each year through 2025.

A sidebar on the left lists various block types: Card, Hero, Teaser, Targeted Block, targeted-block segment, targeted-block fragment (which is currently selected), targeted-block all-possible-conditions, and Commerce Cart. The "Targeted Block" section shows its configuration:

| | |
|--------|-----------------------|
| Type | 7/22/2024 10:00:00 AM |
| d-size | cover |

Below this is a **SECTION BREAK**.

The "targeted-block (fragment)" section shows its configuration:

| | |
|-------------------|----------------------------------|
| Type | home-top |
| Customer Segments | planconnect-subscribers |
| Fragment | /fragments/promos/iphone13-promo |

Below this is another **SECTION BREAK**. At the bottom right of the interface is a blue circular button with a white arrow pointing right.

Target Plan-Connect subscribers

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:

Type : **home-top**

Customer Segments : Remove the row (delete row)

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 workspace contains three targeted-block fragments and one card.

targeted-block (fragment)

| | |
|-------------------|----------------------------------|
| Type | home-top |
| Customer Segments | planconnect-subscribers |
| Fragment | /fragments/promos/iphone13-promo |

targeted-block (fragment)

| | |
|----------|-----------------------------------|
| Type | home-top |
| Fragment | /fragments/promos/iphone13-teaser |

card

SECTION BREAK

SECTION BREAK

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.

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:
User: `L320+seat-xx@adobeeventlab.com` (replace `xx` with your 2-digit seat number)
Password: `Adobe4Summit!`
- 2 Confirm that the `iphone13-promo` banner is displayed.

Preview the Plan-Connect subscribers banner

Cart Page Campaign

Step 1

Open the cart document

- 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:
Type : **under-cart**
Customer Segments : **planconnect-subscribers+product-in-cart**
Fragment : **/fragments/promos/recommended-watches**

Open the cart document

Step 2

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:
User: `L320+seat-xx@adobeeventlab.com` (replace `xx` with your 2-digit seat number)
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-l320.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:

Name: Cart with Estimated Delivery Date

Type: A/B test

Goal: Overall conversion

Control: Pre-populated with the `/cart` page URL

variant-1 (challenger): <https://main--seat-xx--adobe-summit-1320.aem.page/cart-copy> (replacing `xx` with your seat number)

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.