Customized Storefronts in DPS

Isaac Strack - Design Technologist

What is a Storefront?

Definition:

"A Storefront is a flexible, efficient platform for marketing, distribution and retail sales."

Storefronts are used to:

-Control Distribution (Subscriptions, Paywalls, Authentication)

-Publish Content in App form quickly, on your own terms

-Promote Media Consumption and Consumer Loyalty

-Filter Results / Search

-Leverage Existing / Future Content and Technology

MARTHA STEWART LIVING

Sotheby's

Storefront Development Process

Business Requirements

- Marketing
- Revenue
- Cross-Promotion
- Publishing
- Controlled Distribution
- Content Reuse

Functional Requirements

- Filters
- Paywalls
- Subscriptions
- User Authentication
- Segmented Content

Technical Requirements

- Auth. System
- Entitlements
- DAM
- App Type?
  (Folio? Multi? Single?..)
- Publication Structure
- Segment Identification
- Cross-Site Widgets

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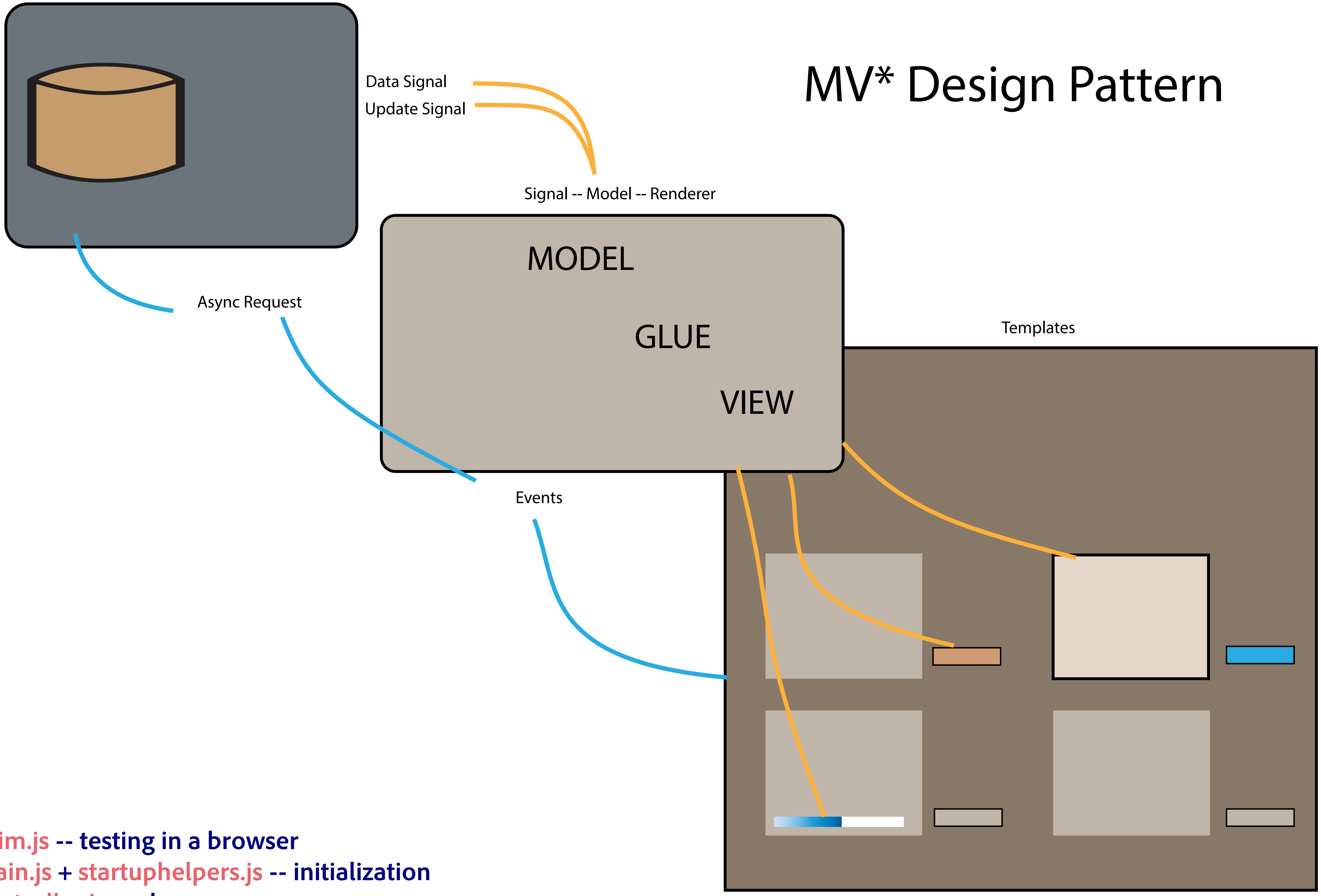
MV* Design Pattern



Data Signal

Update Signal

Signal -- Model -- Renderer

MODEL

GLUE

VIEW

Async Request

Templates

Events

shim.js -- testing in a browser
main.js + startuphelpers.js -- initialization
controller.js -- glue
renderer.js -- templates/rendering
index.html -- View / Canvas

Development Methodology

Simultaneous Development Tracks

Design Visualizations

Basic Layout

Responsive Elements

Refined CSS

Develop Structure

1 - Dial Tone

2- Set Online/Offline Modes

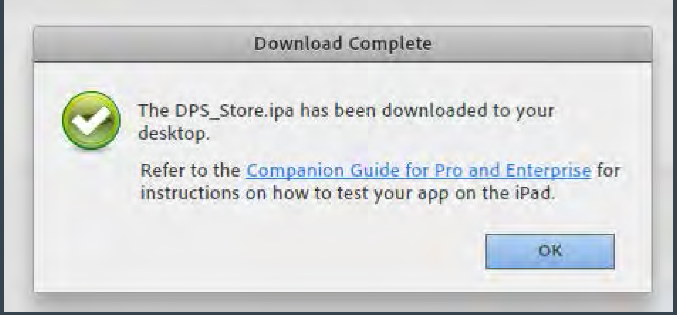
3- Core Tech Requirements

4- Visualizations

1- Dial Tone

Start with a Simple Template, and use a Shim

Create your .ipa

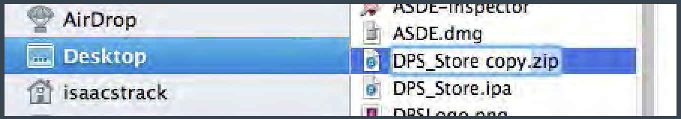


Download Complete

The DPS_Store.ipa has been downloaded to your desktop.

Refer to the Companion Guide for Pro and Enterprise for instructions on how to test your app on the iPad.

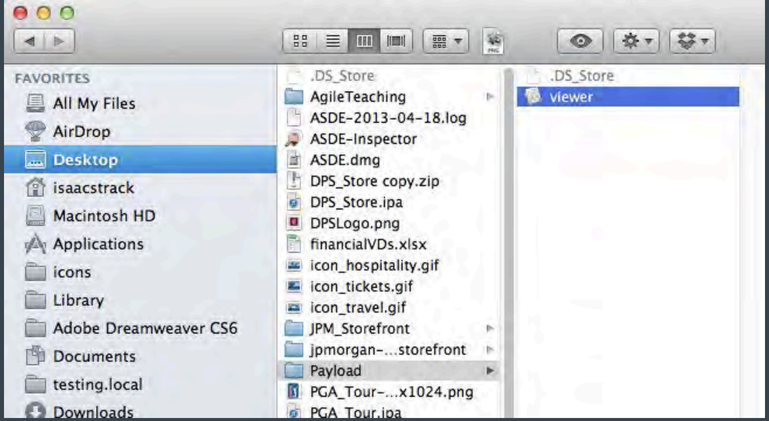
Make a Copy, and change to a .zip



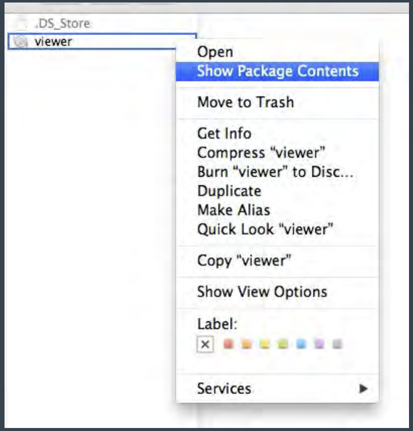
1- Dial Tone

Start with a Simple Template, and use a Shim

Unzip, Locate Viewer



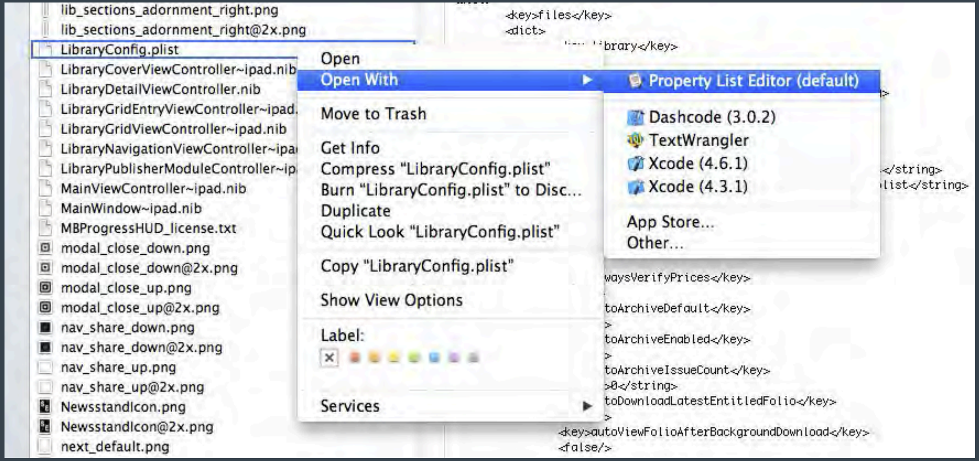
Show Package Contents



1- Dial Tone

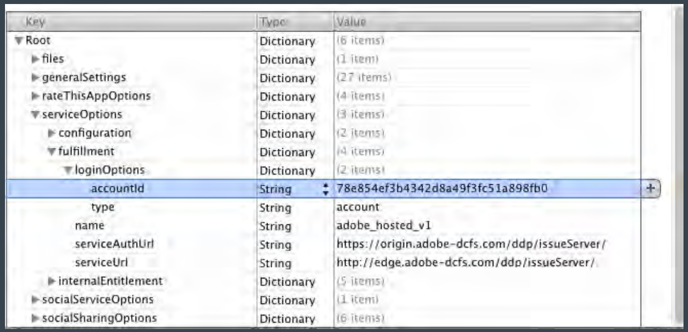
Start with a Simple Template, and use a Shim

Locate LibraryConfig.plist


lib_sections_adornment_right.png
lib_sections_adornment_right@2x.png
LibraryConfig.plist
LibraryCoverViewController~ipad.nib
LibraryDetailViewController.nib
LibraryGridEntryViewController~ipad.
LibraryGridViewController~ipad.nib
LibraryNavigationViewController~ipa
LibraryPublisherModuleController~ip
MainViewController~ipad.nib
MainWindow~ipad.nib
MBProgressHUD_license.txt
modal_close_down.png
modal_close_down@2x.png
modal_close_up.png
modal_close_up@2x.png
nav_share_down.png
nav_share_down@2x.png
nav_share_up.png
nav_share_up@2x.png
NewsstandIcon.png
NewsstandIcon@2x.png
next_default.png
Open
Open With
Move to Trash
Get Info
Compress "LibraryConfig.plist"
Burn "LibraryConfig.plist" to Disc...
Duplicate
Quick Look "LibraryConfig.plist"
Copy "LibraryConfig.plist"
Show View Options
Label:
Services
Property List Editor (default)
Dashcode (3.0.2)
TextWrangler
Xcode (4.6.1)
Xcode (4.3.1)
App Store...
Other...

```
<key>files</key>
<dict>
    ibrary</key>
                                </string>
                                list</string>
    waysVerifyPrices</key>
    toArchiveDefault</key>
    >
    toArchiveEnabled</key>
    >
    toArchiveIssueCount</key>
    >0</string>
    toDownloadLatestEntitledFolio</key>
    >
<key>autoViewFolioAfterBackgroundDownload</key>
<false/>
```

Copy serviceOptions>fulfillment>loginOptions>accountId:

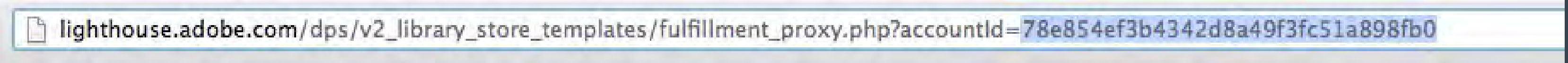


Key	Type	Value
▼Root	Dictionary	(6 items)
▶files	Dictionary	(1 item)
▶generalSettings	Dictionary	(27 items)
▶rateThisAppOptions	Dictionary	(4 items)
▼serviceOptions	Dictionary	(3 items)
▶configuration	Dictionary	(2 items)
▼fulfillment	Dictionary	(4 items)
▼loginOptions	Dictionary	(2 items)
accountId	String	78e854ef3b4342d8a49f3fc51a898fb0
type	String	account
name	String	adobe_hosted_v1
serviceAuthUrl	String	https://origin.adobe-dcfs.com/ddp/issueServer/
serviceUrl	String	http://edge.adobe-dcfs.com/ddp/issueServer/
▶internalEntitlement	Dictionary	(5 items)
▶socialServiceOptions	Dictionary	(1 item)
▶socialSharingOptions	Dictionary	(6 items)

1- Dial Tone

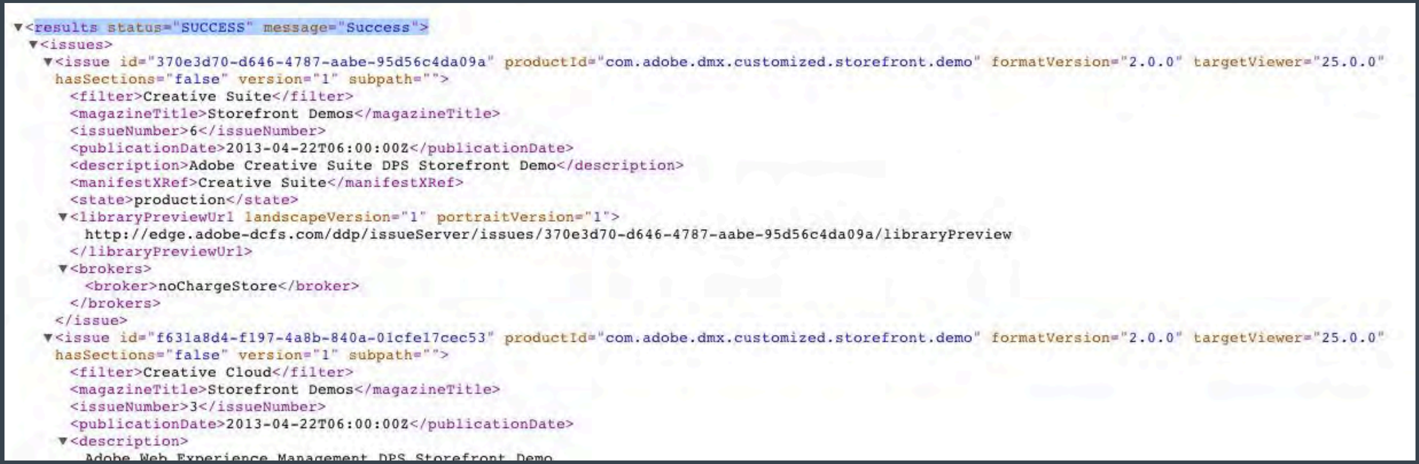
Start with a Simple Template, and use a Shim

Test Account ID in a Browser:



```
lighthouse.adobe.com/dps/v2_library_store_templates/fulfillment_proxy.php?accountId=78e854ef3b4342d8a49f3fc51a898fb0
```

Verify Valid XML:

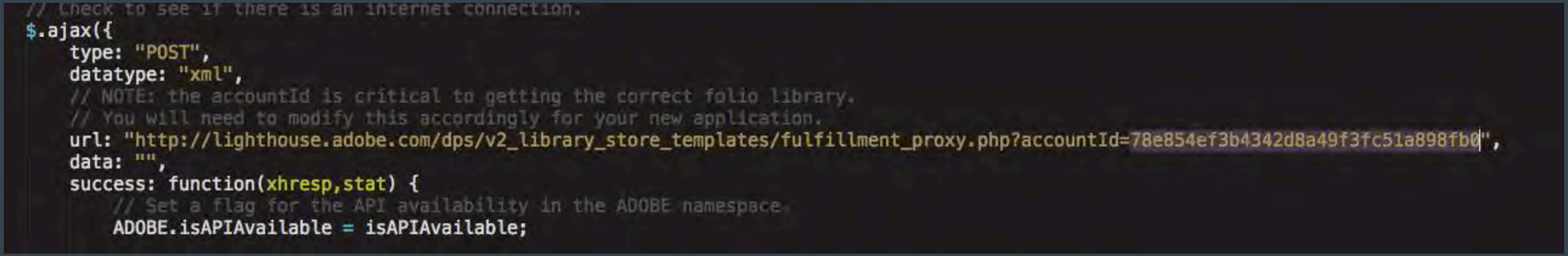


```
▼<results status="SUCCESS" message="Success">
  ▼<issues>
    ▼<issue id="370e3d70-d646-4787-aabe-95d56c4da09a" productId="com.adobe.dmx.customized.storefront.demo" formatVersion="2.0.0" targetViewer="25.0.0"
     hasSections="false" version="1" subpath="">
       <filter>Creative Suite</filter>
       <magazineTitle>Storefront Demos</magazineTitle>
       <issueNumber>6</issueNumber>
       <publicationDate>2013-04-22T06:00:00Z</publicationDate>
       <description>Adobe Creative Suite DPS Storefront Demo</description>
       <manifestXRef>Creative Suite</manifestXRef>
       <state>production</state>
      ▼<libraryPreviewUrl landscapeVersion="1" portraitVersion="1">
         http://edge.adobe-dcfs.com/ddp/issueServer/issues/370e3d70-d646-4787-aabe-95d56c4da09a/libraryPreview
       </libraryPreviewUrl>
      ▼<brokers>
         <broker>noChargeStore</broker>
       </brokers>
     </issue>
    ▼<issue id="f631a8d4-f197-4a8b-840a-01cfe17cec53" productId="com.adobe.dmx.customized.storefront.demo" formatVersion="2.0.0" targetViewer="25.0.0"
     hasSections="false" version="1" subpath="">
       <filter>Creative Cloud</filter>
       <magazineTitle>Storefront Demos</magazineTitle>
       <issueNumber>3</issueNumber>
       <publicationDate>2013-04-22T06:00:00Z</publicationDate>
      ▼<description>
         Adobe Web Experience Management DPS Storefront Demo
```

1- Dial Tone

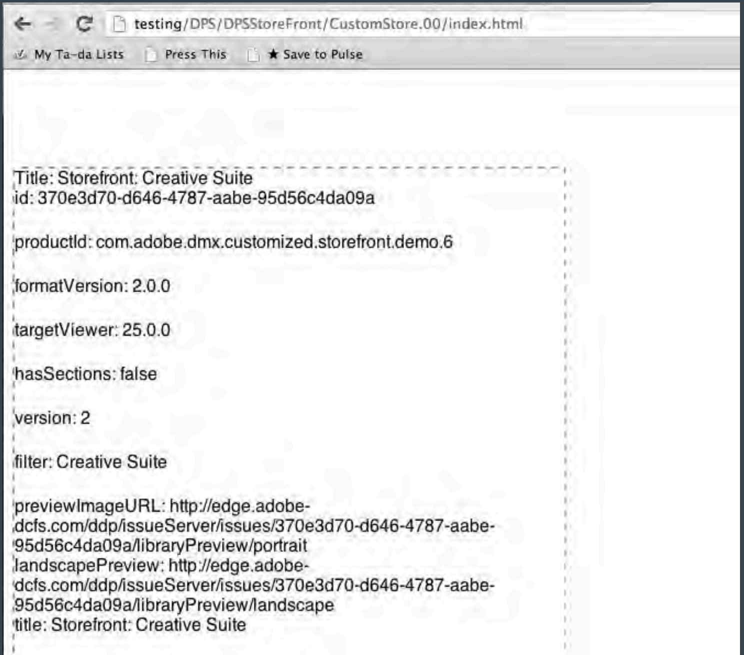
Start with a Simple Template, and use a Shim

Add URL to Shim in main.js:



```
// Check to see if there is an internet connection.
$.ajax({
    type: "POST",
    datatype: "xml",
    // NOTE: the accountId is critical to getting the correct folio library.
    // You will need to modify this accordingly for your new application.
    url: "http://lighthouse.adobe.com/dps/v2_library_store_templates/fulfillment_proxy.php?accountId=78e854ef3b4342d8a49f3fc51a898fb0",
    data: "",
    success: function(xhresp,stat) {
        // Set a flag for the API availability in the ADOBE namespace
        ADOBE.isAPIAvailable = isAPIAvailable;
```

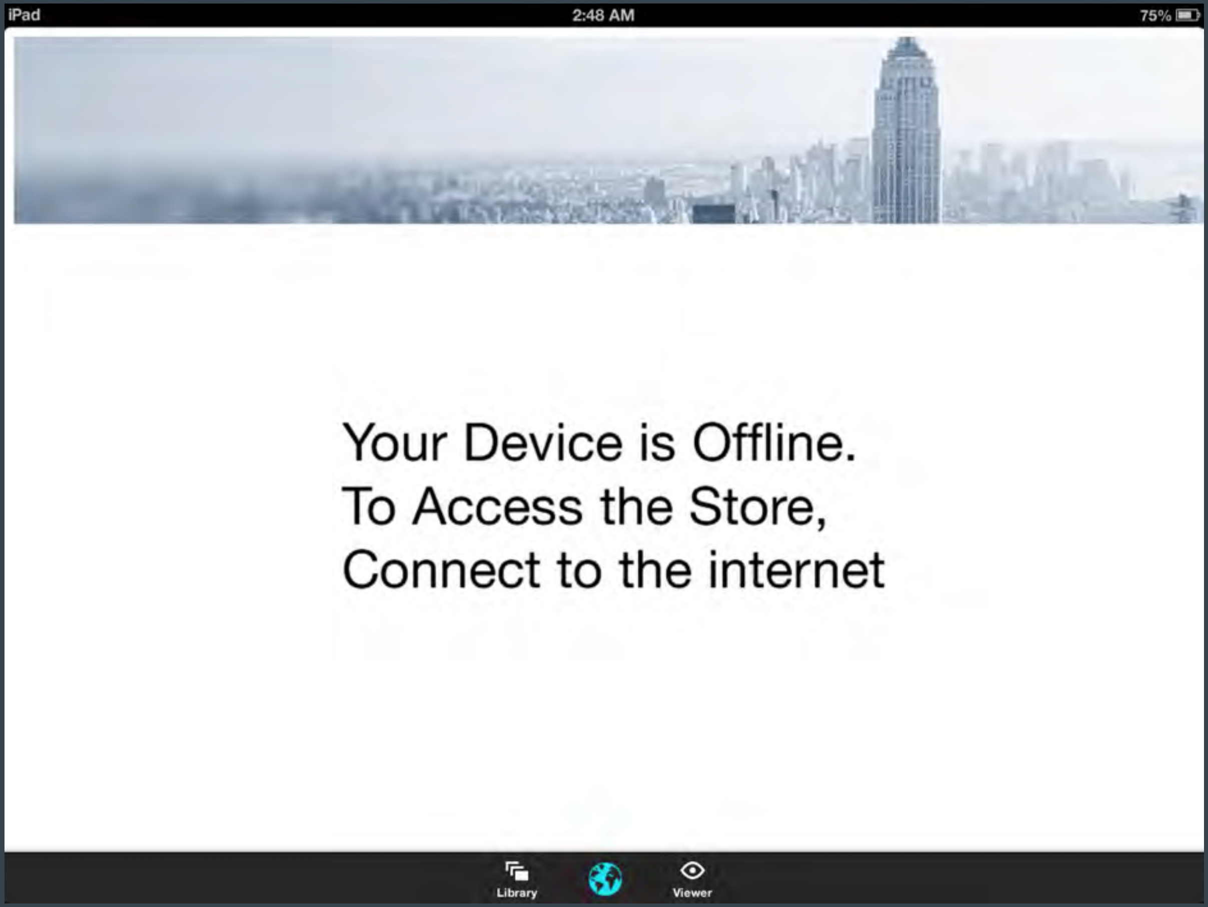
Test Shim in a Browser:



```
Title: Storefront: Creative Suite
id: 370e3d70-d646-4787-aabe-95d56c4da09a

productId: com.adobe.dmx.customized.storefront.demo.6

formatVersion: 2.0.0

targetViewer: 25.0.0

hasSections: false

version: 2

filter: Creative Suite

previewImageURL: http://edge.adobe-
dcfs.com/ddp/issueServer/issues/370e3d70-d646-4787-aabe-
95d56c4da09a/libraryPreview/portrait
landscapePreview: http://edge.adobe-
dcfs.com/ddp/issueServer/issues/370e3d70-d646-4787-aabe-
95d56c4da09a/libraryPreview/landscape
title: Storefront: Creative Suite
```

2- Online / Offline Modes

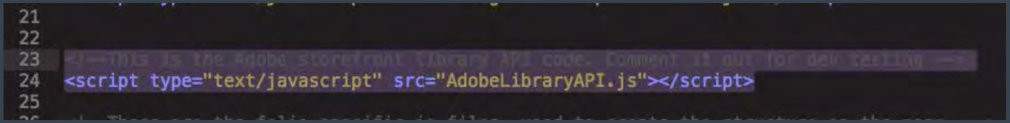
Use an intentionally bad URL, or turn off internet to your device:



Your Device is Offline.
To Access the Store,
Connect to the internet

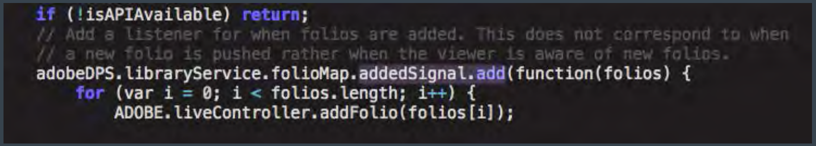
3- Core Tech Requirements

Add AdobeLibraryAPI.js



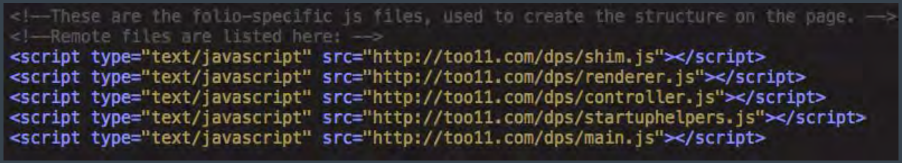
```
<!--This is the Adobe storefront library API code. Comment it out for dev testing -->
<script type="text/javascript" src="AdobeLibraryAPI.js"></script>
```

Implement Signal Listeners



```
if (!isAPIAvailable) return;
// Add a listener for when folios are added. This does not correspond to when
// a new folio is pushed rather when the viewer is aware of new folios.
adobeDPS.libraryService.folioMap.addedSignal.add(function(folios) {
    for (var i = 0; i < folios.length; i++) {
        ADOBE.liveController.addFolio(folios[i]);
```

Use Remote files



```
<!--These are the folio-specific js files, used to create the structure on the page. -->
<!--Remote files are listed here: -->
<script type="text/javascript" src="http://too11.com/dps/shim.js"></script>
<script type="text/javascript" src="http://too11.com/dps/renderer.js"></script>
<script type="text/javascript" src="http://too11.com/dps/controller.js"></script>
<script type="text/javascript" src="http://too11.com/dps/startuphelpers.js"></script>
<script type="text/javascript" src="http://too11.com/dps/main.js"></script>
```

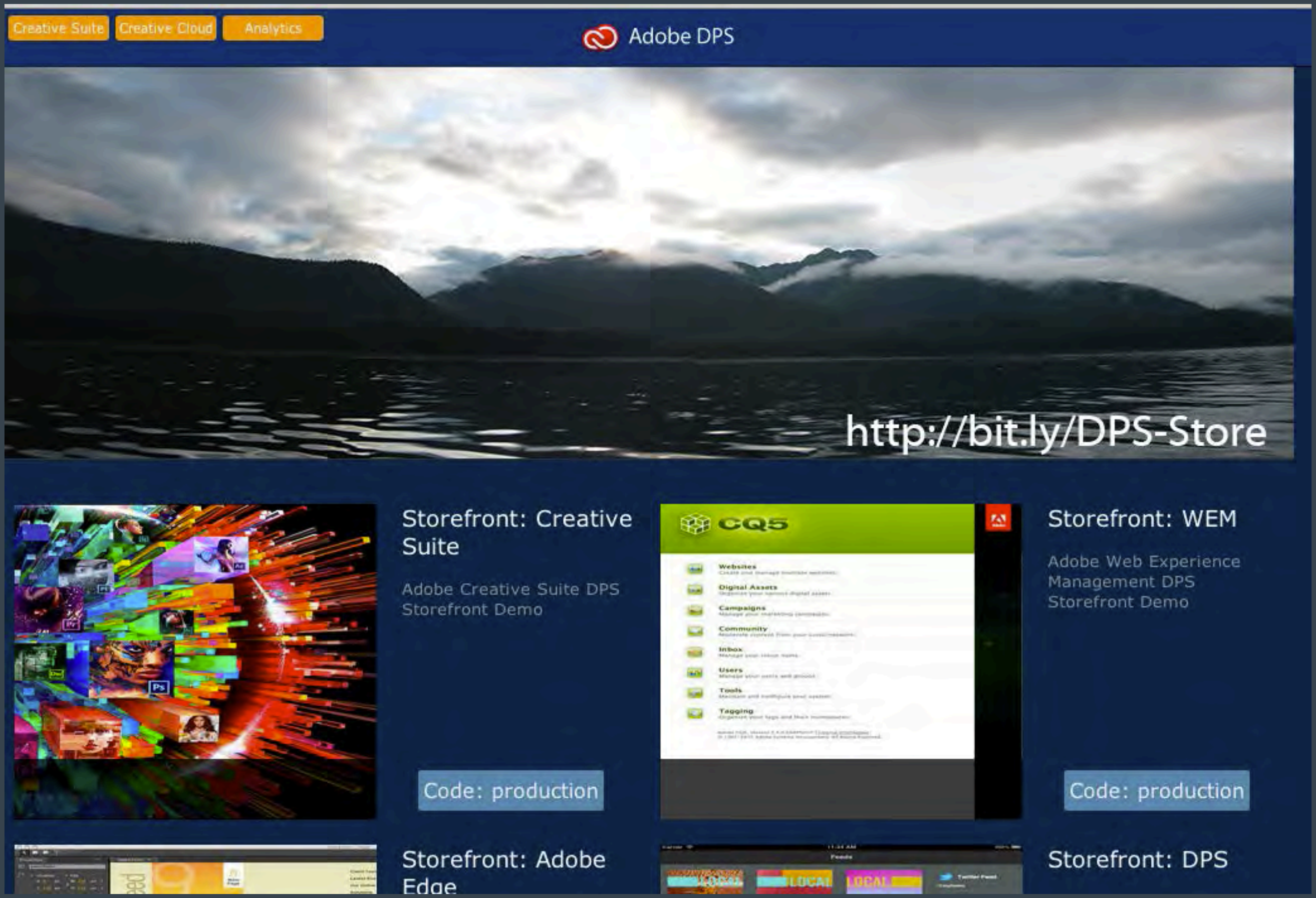
Compile and Redeploy .ipa

Add Features one at a time.

- -Filter (segment)
- -Banners (DAM)
- -Download/Open
- -HTML Widgets (if desired)

4- Visualizations

Create your CSS. Test. Repeat.



http://bit.ly/DPS-Store

Storefront: Creative Suite

Adobe Creative Suite DPS Storefront Demo

Code: production

Storefront: WEM

Adobe Web Experience Management DPS Storefront Demo

Code: production

Storefront: Adobe Edge

Storefront: DPS

Tips / Reminders

- Start with Development Plan (Business, Functional, Technical)

- Add Visuals LAST (get core functionality down first)

- Develop with Remote, Complete with Local.

- Use your Shim, but don't forget to turn AdobeLibraryAPI.js on.

- Keep clean separation between Model, View, Glue

- Use Browser for foundation, device for aesthetics / performance
    - debug console is your friend

- displog() for uncatchable errors in browser

- Don't forget custom Library, or Library Script

- Coordinate HTML widgets with web development.

Summary

Customized Storefronts are a huge advantage:

-Controlled Distribution

-Your own "App Store"

-Filter Results / Segmentation

-Sharable Content = Consistent Brand, Faster Time To Market

-Build Excitement / Cross Promote

The advantages gained from having a customized storefront make the initial time investment worth the effort.

Adobe

http://bit.ly/DPS-Store