



Customized Storefronts in DPS

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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



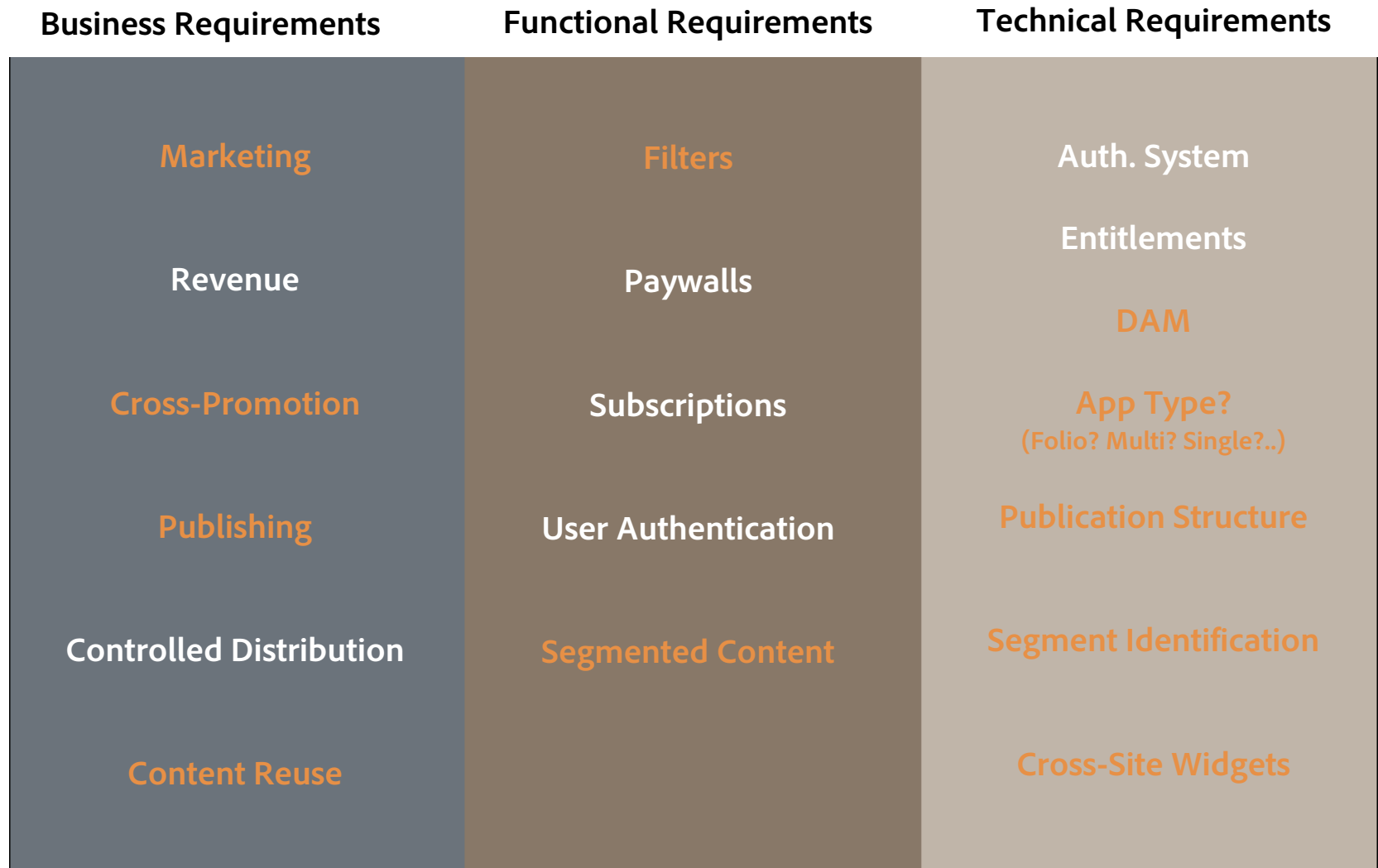
MARTHA STEWART LIVING

Sotheby's

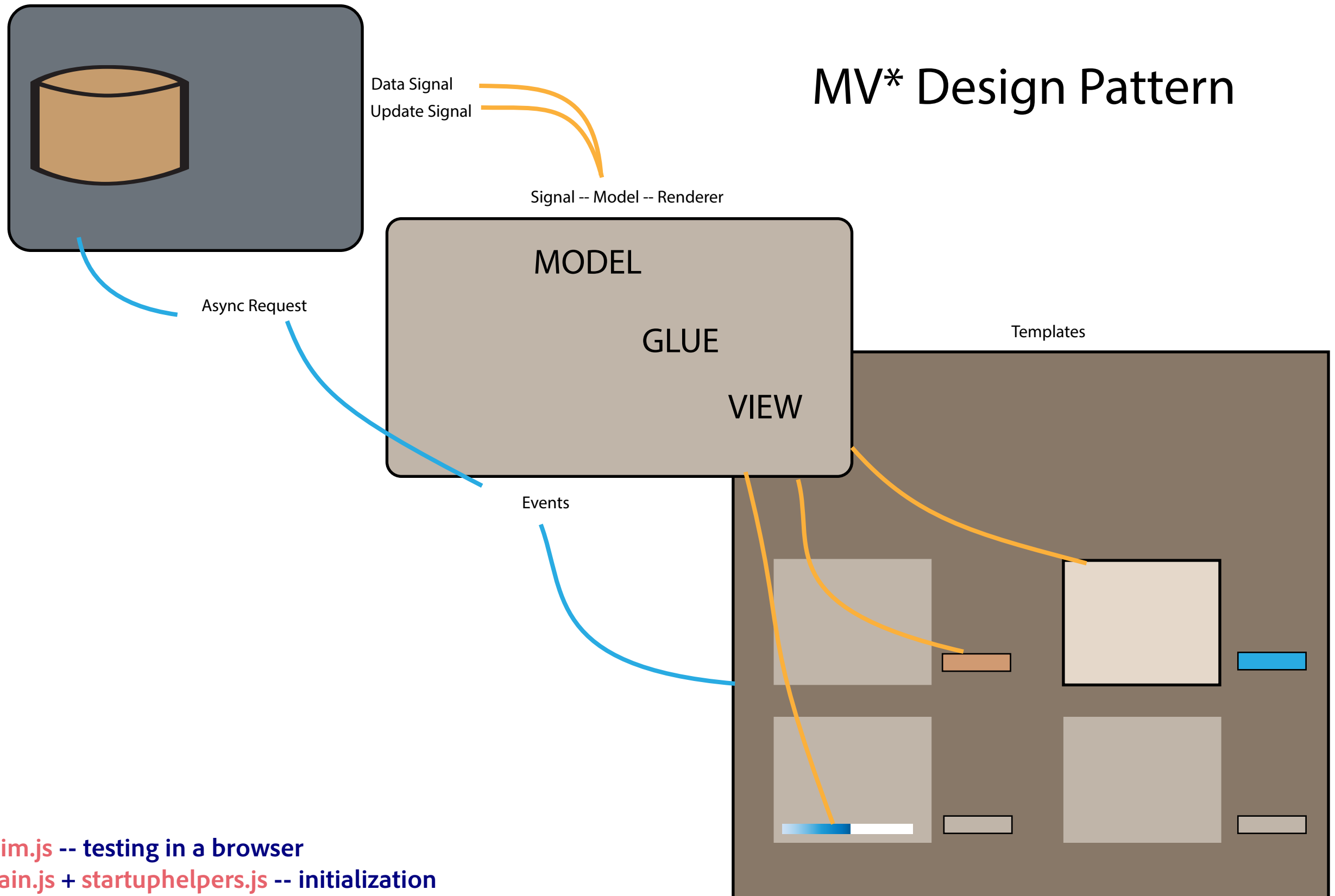
Storefront Development Process

Business Requirements	Functional Requirements	Technical Requirements
Marketing	Filters	Auth. System
Revenue	Paywalls	Entitlements
Cross-Promotion	Subscriptions	DAM
Publishing	User Authentication	App Type? (Folio? Multi? Single?..)
Controlled Distribution	Segmented Content	Publication Structure
Content Reuse		Segment Identification
		Cross-Site Widgets

Storefront Development Process



MV* Design Pattern



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


Simultaneous Development Tracks

Design Visualizations	Develop Structure
Basic Layout	1 - Dial Tone
	2- Set Online/Offline Modes
Responsive Elements	3- Core Tech Requirements
Refined CSS	4- Visualizations

1- Dial Tone

Obtain your Account Id:

<http://lighthouse.adobe.com/dps/entitlement/index.php>



Adobe ID -> Account ID

Looks up the fulfillment account number for the given AdobeID.

Your application GUID is: 78e854ef3b4342d8a49f3fc51a898fb0

Magazine Authentication

Adobe ID	<input type="text" value="AdobeDPS@adobe.com"/>
password	<input type="password" value="....."/>

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:

```
<?xml version="1.0" encoding="UTF-8" ?>
<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>
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      <issueNumber>3</issueNumber>
      <publicationDate>2013-04-22T06:00:00Z</publicationDate>
      <description>
        Adobe Web Experience Management DPS Storefront Demo
      </description>
    </issue>
  </issues>
</results>
```

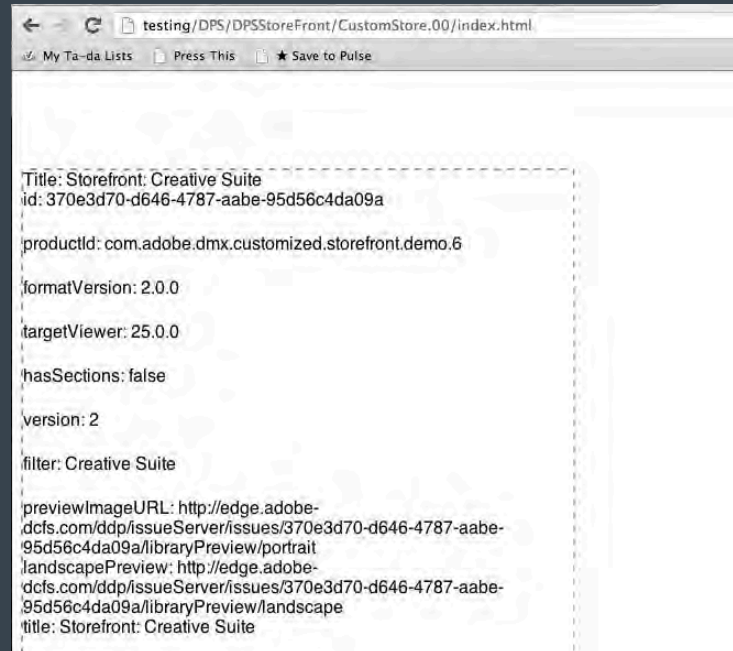

1- Dial Tone

Start with a Simple Template, and use a Shim

Add URL to Shim in main.js:

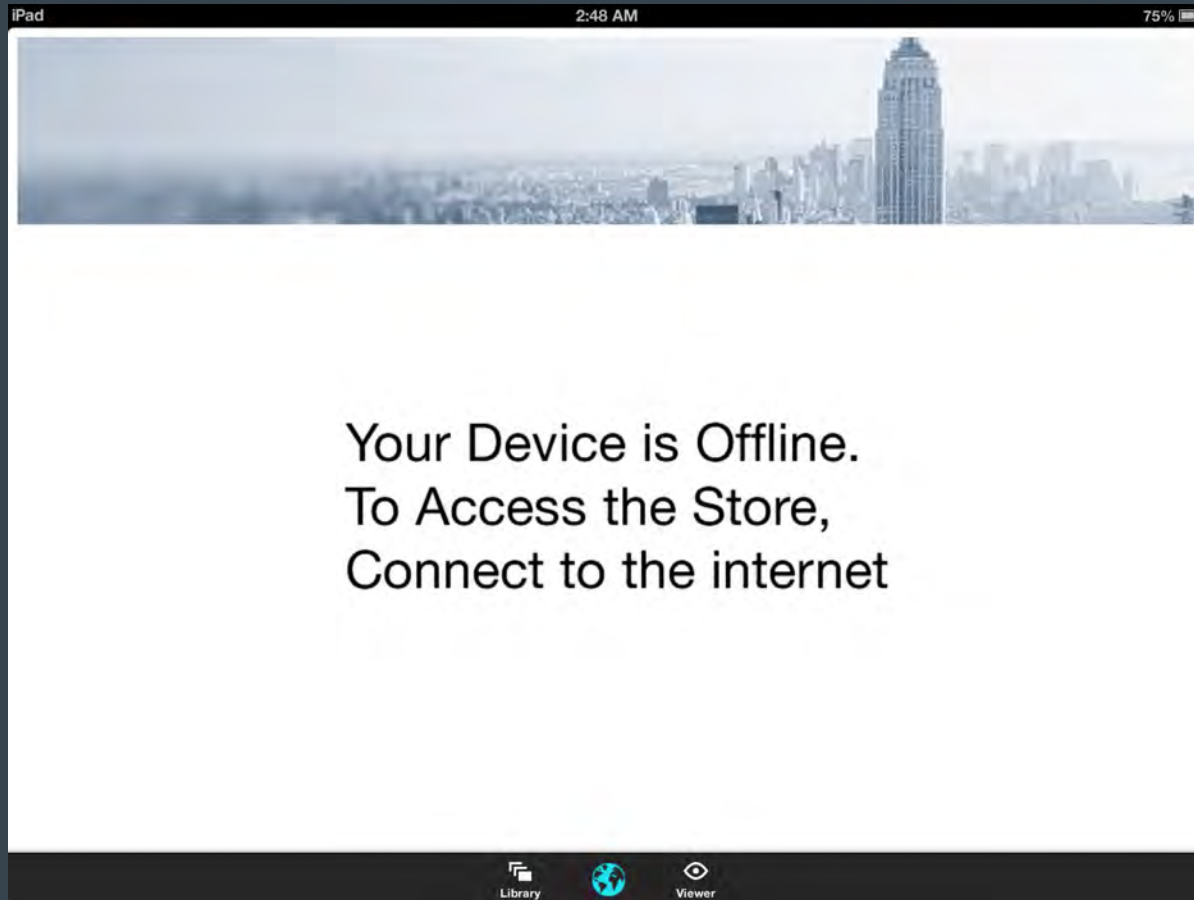
```
// Check to see if there is an internet connection.
$.ajax({
  type: "POST",
  datatype: "xml",
  // NOTE: the accountId is critical to getting the correct folio library.
  // You will need to modify this accordingly for your new application.
  url: "http://lighthouse.adobe.com/dps/v2_library_store_templates/fulfillment_proxy.php?accountId=78e854ef3b4342d8a4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

Test Shim in a Browser:



2- Online / Offline Modes

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



3- Core Tech Requirements

Add AdobeLibraryAPI.js

```
21
22
23 <!--This is the Adobe storefront library API code. Comment it out for dev testing -->
24 <script type="text/javascript" src="AdobeLibraryAPI.js"></script>
25
26 <!--These are the folio-specific js files, used to create the structure on the page. -->
```

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

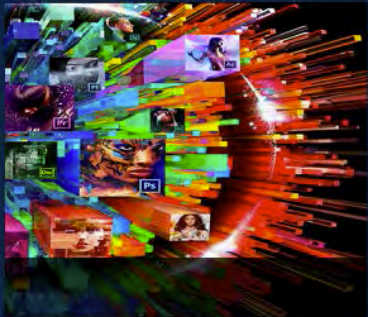
Create your CSS. Test. Repeat.

[Creative Suite](#) [Creative Cloud](#) [Analytics](#)

Adobe DPS




<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>