



DPS Storefronts and Libraries



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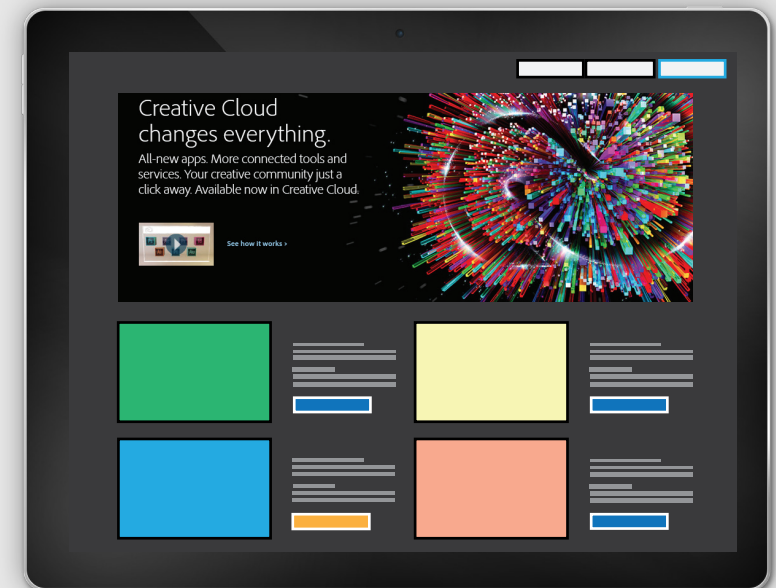


What is a storefront?

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

Storefronts are used to...

- Control distribution (subscriptions, paywalls, authentication)
- Publish content quickly, in app form
- Promote brand or customer loyalty
- Filter results & search
- Leverage existing & future technologies / content





Storefronts enhance your higher education strategy:

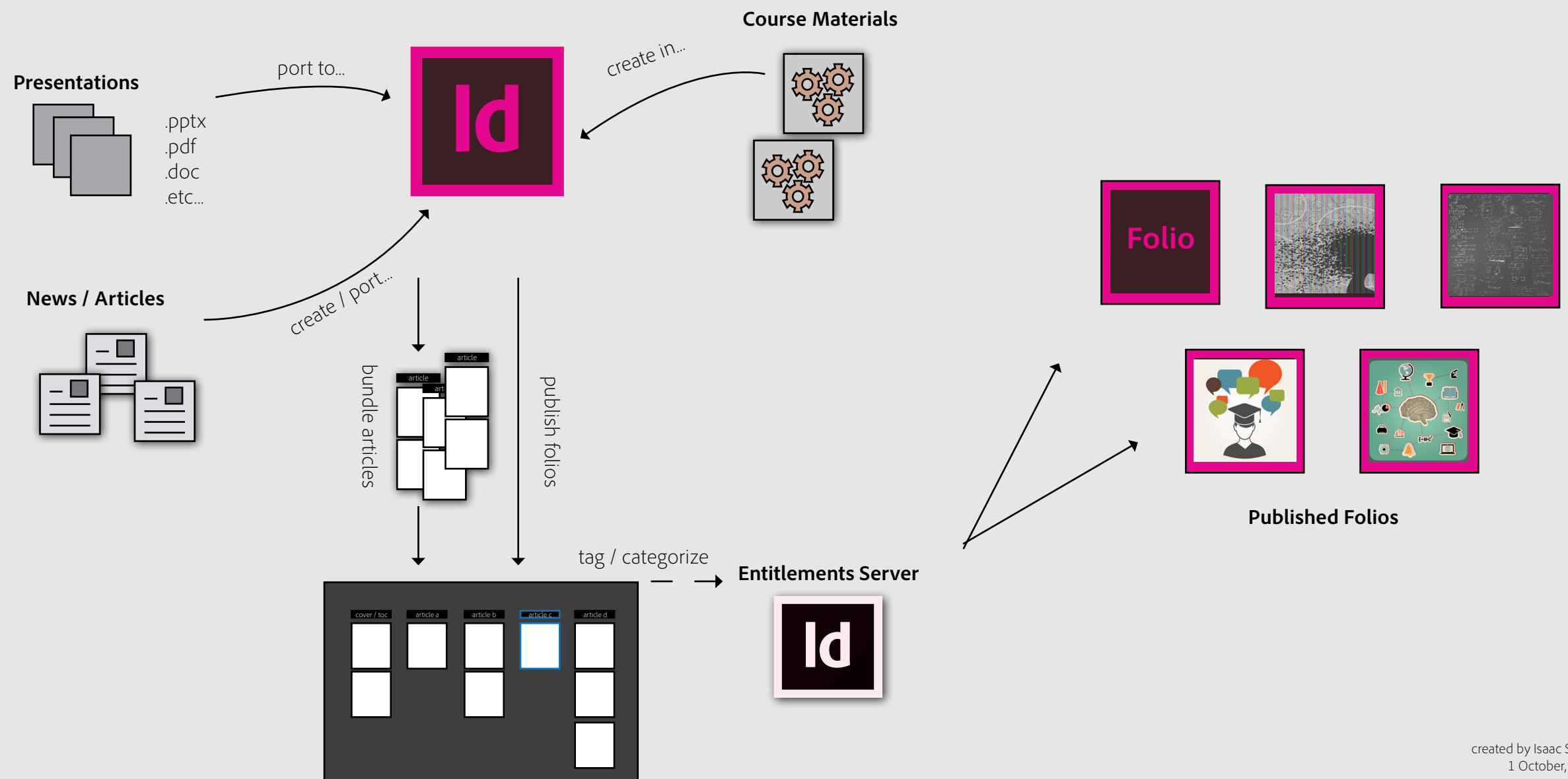
- Digital Textbooks
- Supplemental Course Materials
- Guidelines & Information
- Recruitment
- News & Social
- Revenue Generation - Retail Sales
- Revenue Generation - Digital Assets





Folio Creation Process

All types of media are combined into articles and folios, forming a fundamental resource unit.





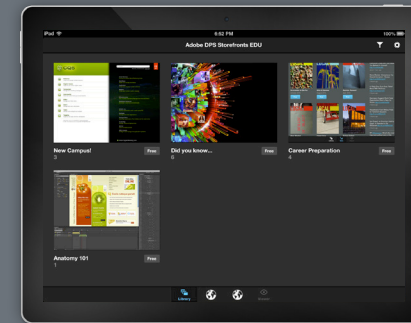
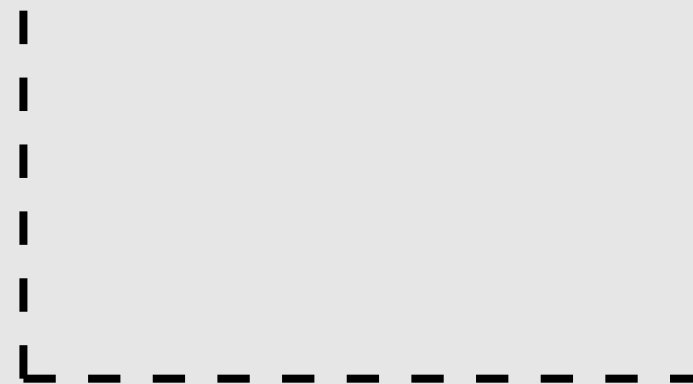
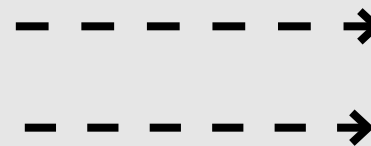
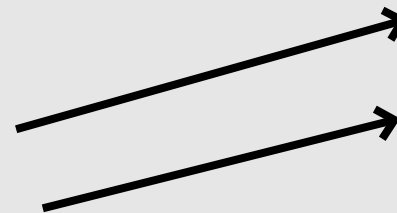
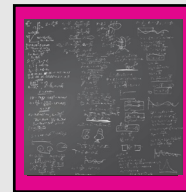
Customized Storefronts - EDU

Folio Presentation Process

- Standard Library
- Custom Storefront
(filters, paywalls, custom user experiences)
- Custom Viewer



Custom DPS
Application



Library (optional)
displays raw results

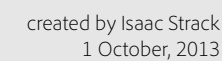


Custom Storefront
displays
filtered results, updates



Custom Viewer
Displays individual folios
& articles

- Create your strategy **first**
- Decide how DPS folios can enhance that strategy

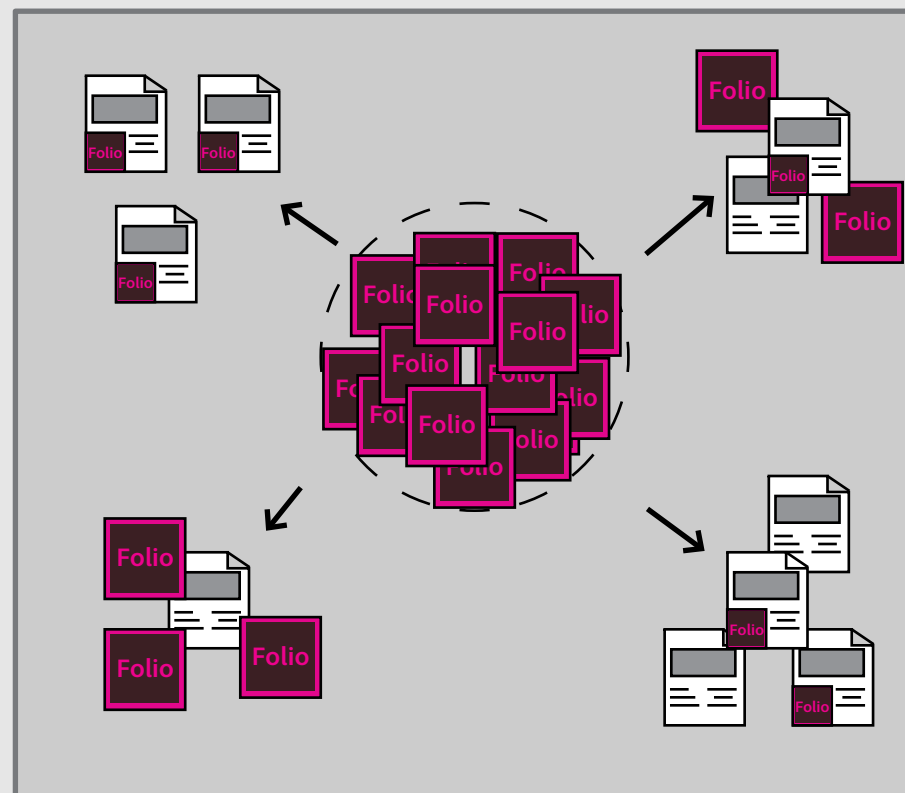


Don't: Folio-Centered Strategy

Symptoms:

- Design centers around displaying folios
- Development focuses on retrieving folios
- Folios become the new Power Point

Media Strategy?

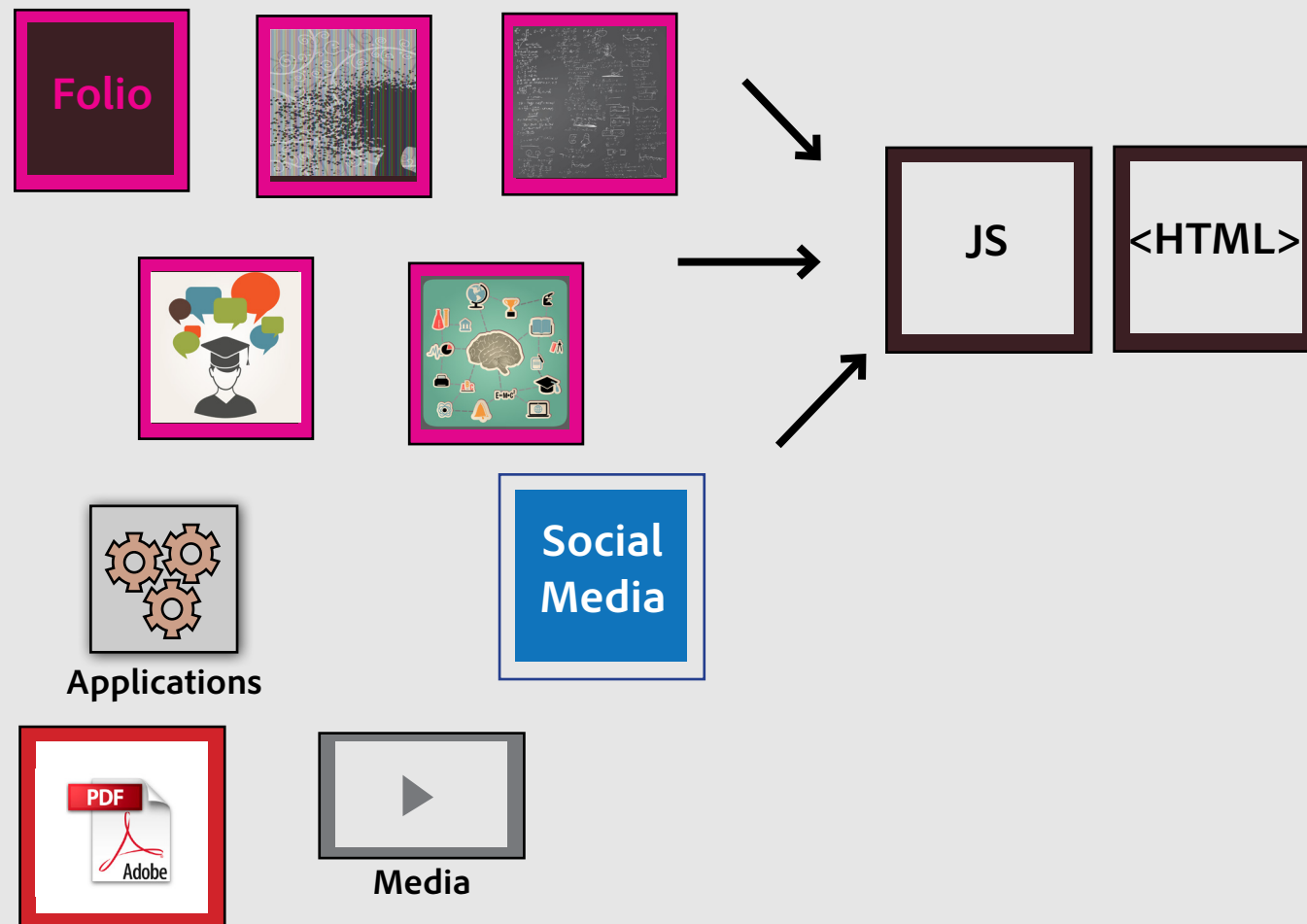


Yo dawg, I heard you like folios, so we put your folios inside a folio...

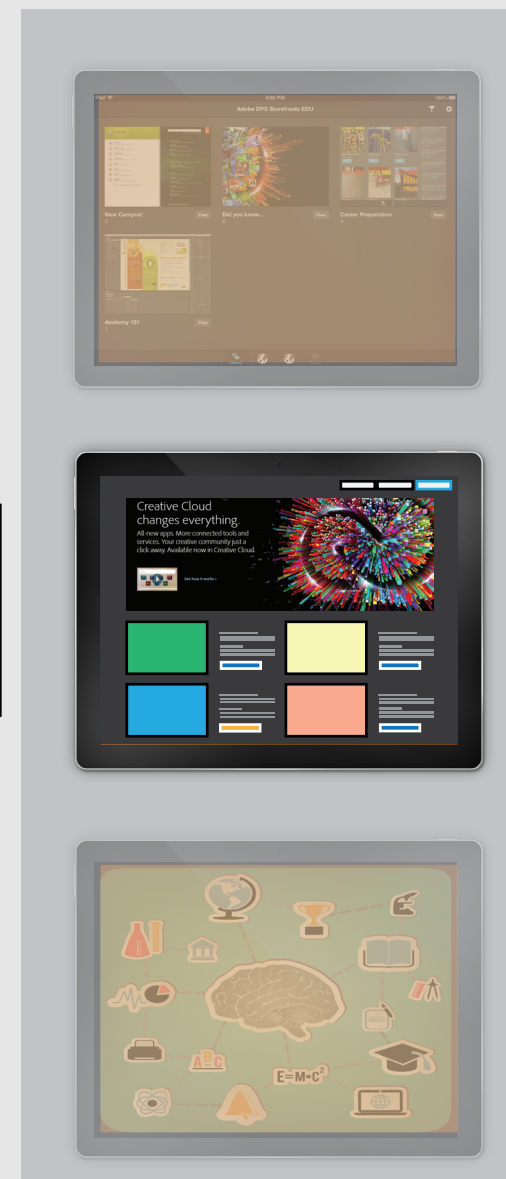


Single-Page Application

- Folios are a resource
- One among many
- Implement your Media Strategy



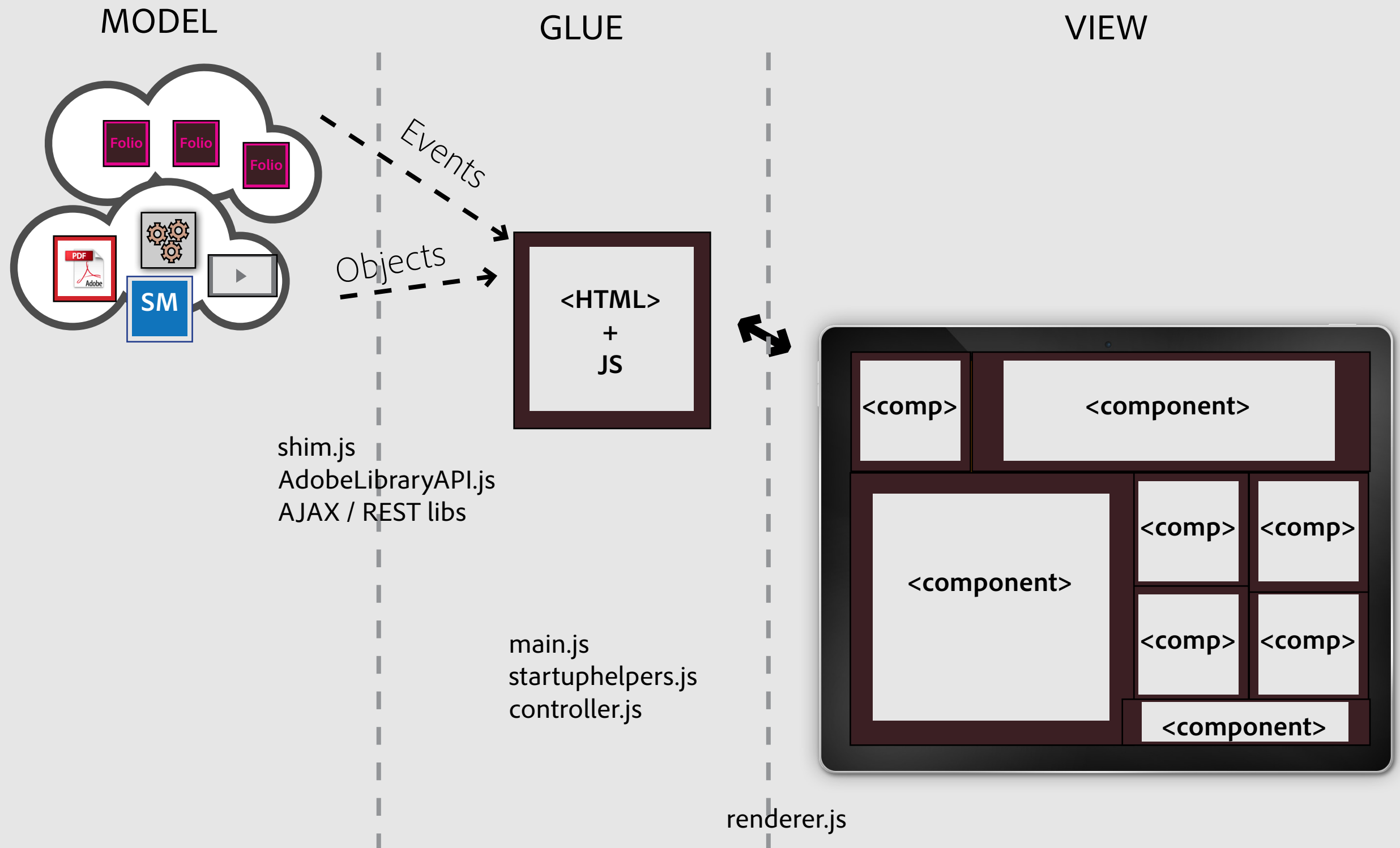
Custom DPS
Application



- Recruiting
- News & Info
- Paid Content
- Supplemental Material
- Online Store
- Social Hub
- Etc...



Customized Storefronts - EDU





Building a Custom App

- Title ID = App ID

App Details

Title (library view):	<input type="text" value="Adobe DPS Storefronts EDU"/>	
Title ID:	<input type="text" value="adobe.dps.storefronts.edu@gmail.com"/>	
Password:	<input type="password" value="*****"/>	

Customize / Delete Library

Navigation Toolbar

	Library icon up state:
	Library icon down state:
	Library icon disabled state:
Use custom app library:	



Building a Custom App

- Add Custom Storefront(s)
- Separate HTML library for each (one-page app)

WebView

Navto link name:
SF1

Icon HTML resources ZIP:
Asset stored on the server

Lock orientation:
Landscape

WebView

Navto link name:
SF2

Icon HTML resources ZIP:
Asset stored on the server

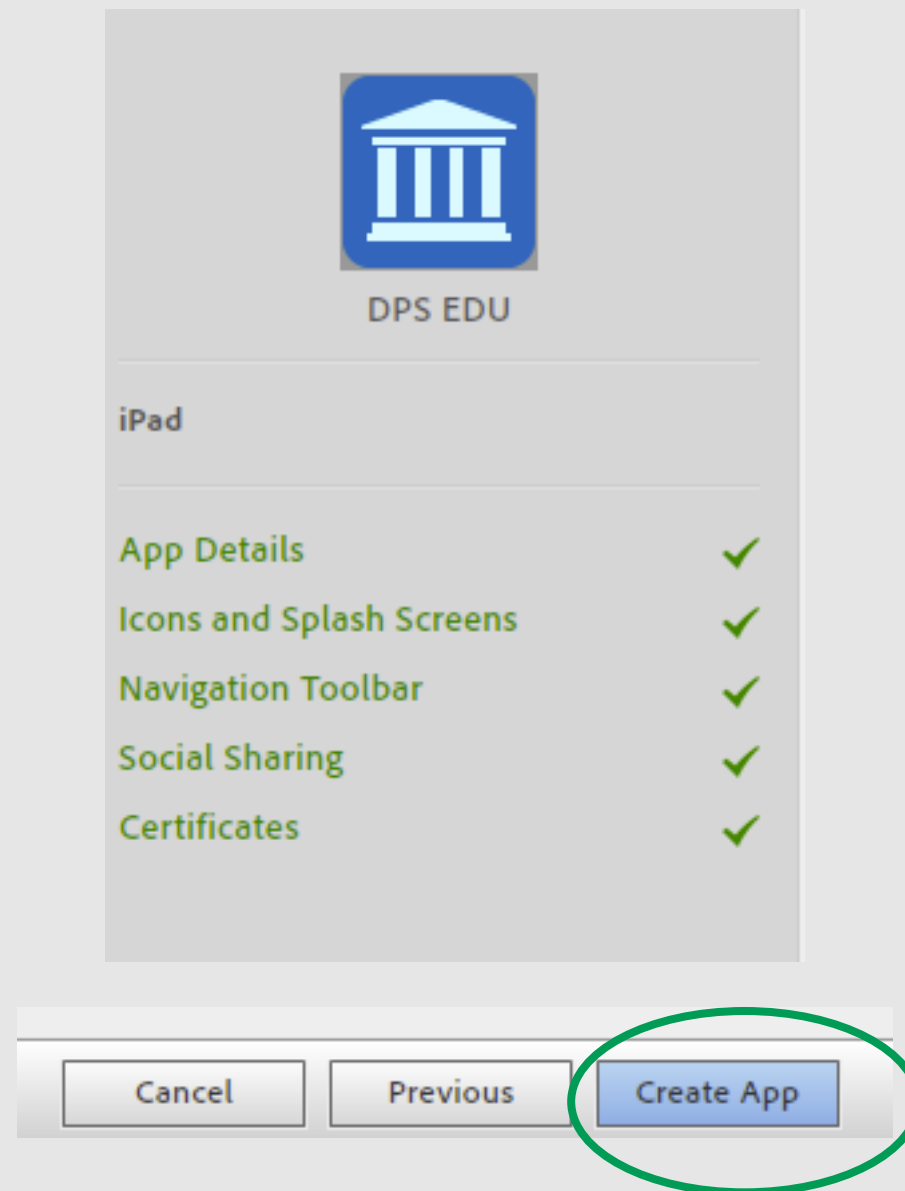
Lock orientation:
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Cancel Previous Next



Building a Custom App

- Complete App Setup
- Deploy your App!

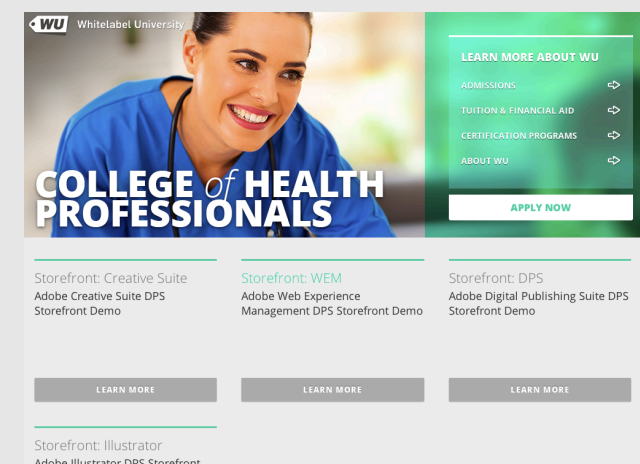
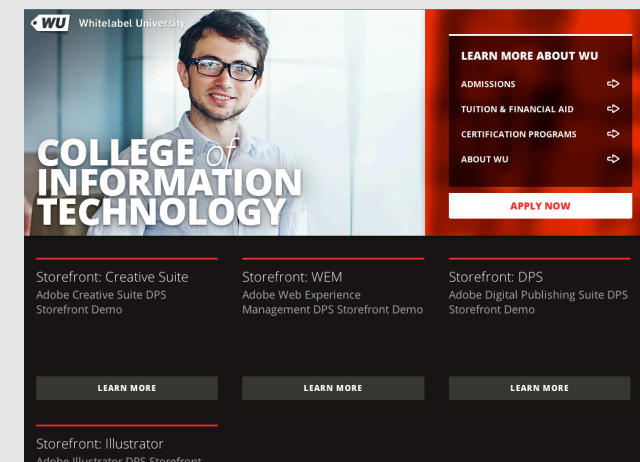




Customized Storefronts - EDU

Case Study - College Portals

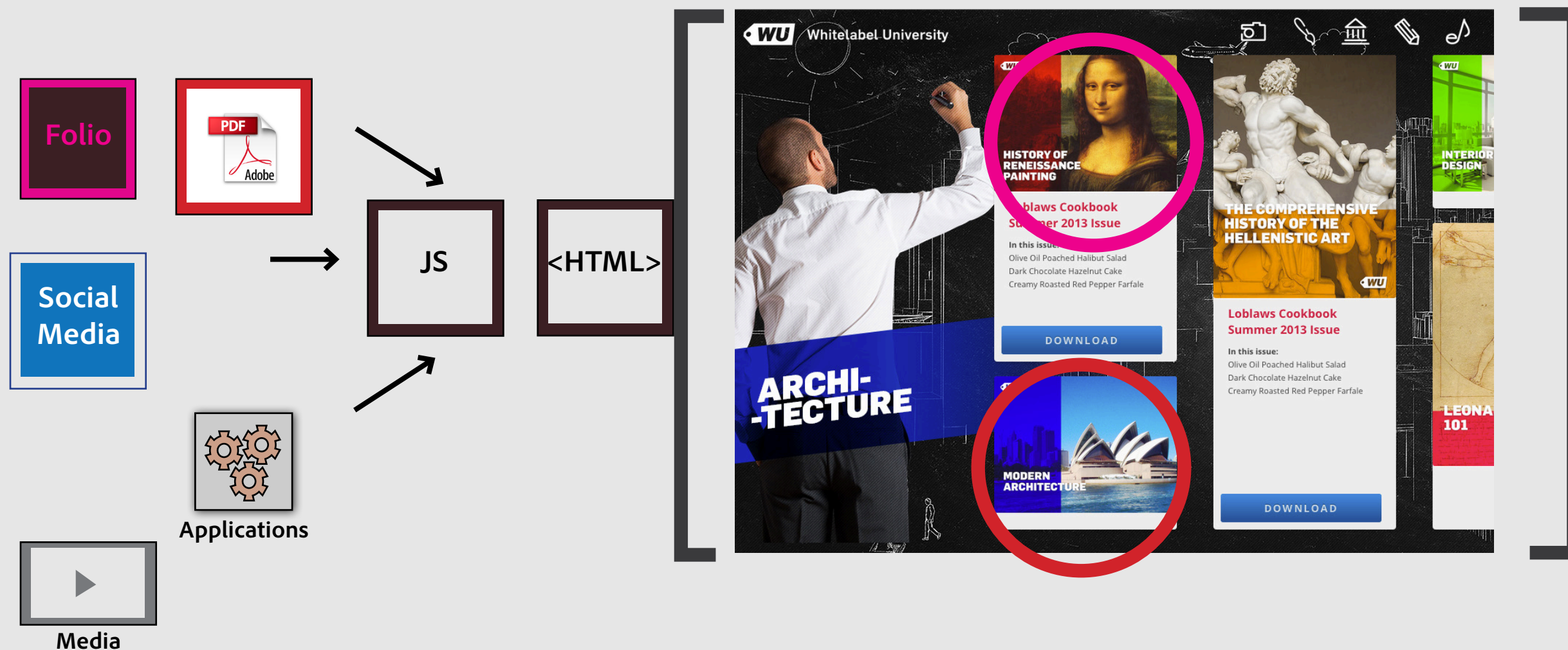
- Varied, distinct branding by college
- Mixed content
- Recruitment Tool





Case Study - Online Education

- Seamlessly mixed content
- App-like look and feel
- Integrated Revenue Generation





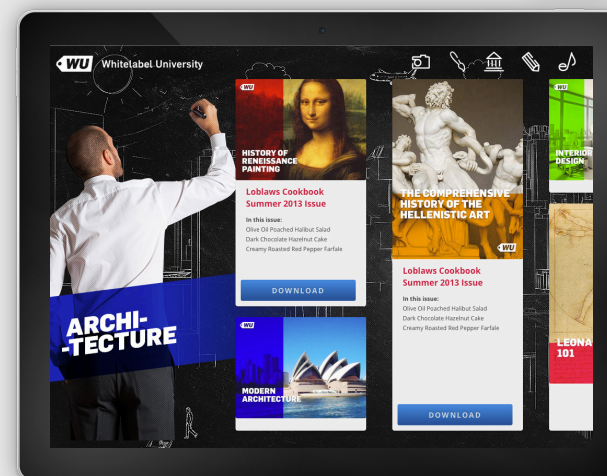
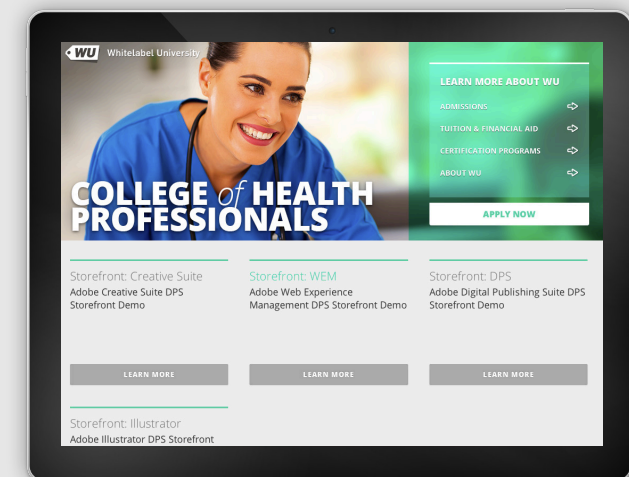
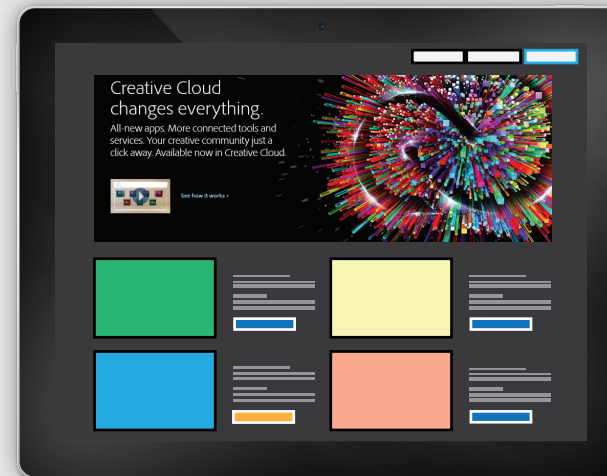
Best Practices

Design Strategy

- Begin with the end in mind
- Treat folios as another resource
- Think: "single page app"

Development Tips

- Testing = browser + remote js/css files
- Dial tones
- "Someone else has already done this"
- Develop cross platform





THANK YOU



adobe.com tutorials:

bit.ly/LearnStoreFronts

presentations & sample code:

bit.ly/DPS-Store