



Developer Foundation
Course

Module 1: Workbook

Sitecore Versions: 8.0, 8.1, 8.2



MODULE 1: Defining Sitecore

In this module, you will learn about the Adventure Company, a fictitious company created for Sitecore training purposes. You will also learn about Sitecore as a Web Content Management system and explore Sitecore users, applications and architecture through the Adventure Company website.

By the end of this module, you will be able to:

- Define a Experience Content Management System (xManagement).
- Describe the features of a WCMS.
- State the three foundation pillars of a WCMS.
- Describe Sitecore's architecture.
- Use basic Sitecore terminology.
- Identify the Sitecore applications and their users.
- Define roles that interact with Sitecore.

Meet Peter, Emma and Dan



Three fictional characters, Peter, Emma and Dan, are referred to during the course to explain the materials in context.

Peter, the Adventure Company's developer, loves to write code and enjoys the challenge of tackling and solving complex problems through code. He tries as much as possible to maintain one code base for multiple platforms and likes to be able to use the same or similar tools on. He also:

- Improves existing libraries and components
- Automates as much of the development process as possible
- Inspects his own code first
- Writes, runs, and maintains unit tests

Dan, the Adventure Company's lead front-end architect, works with marketing to support web-based operations and services. He maintains and develops the Adventure Company website, develops solutions, access and recommends technologies.

For this module, Dan and Peter will use Sitecore to build a Experience Web Content for the Adventure Company website.

To do this, he will :

- Create a Careers microsite to host job listings.
- Build flexible data and design structures.
- Build to support Sitecore's marketing and analytics features.

Emma is a savvy, young marketer at the Adventure Company. She spends a great deal of her time working on various marketing campaign activities, so she spends a fair bit of time working with Sitecore. She also attends the daily marketing department meetings, where she is expected to provide status of the marketing activities that she is responsible for. As a marketer, Emma wants to optimize the customer experience on the company's website.

To do this, Emma will:

- Leverage Sitecore's context marketing features to deliver a more personal experience to her customers.
- Work with adaptive personalization.
- Strive to make her organization more data-driven.

Defining Sitecore as an Experience Content Management System



Peter, Emma and Dan look at what makes Sitecore an excellent choice for their Content Management System.

Exploring Sitecore Applications



Peter and Emma look at the different interfaces their users will use to interact with Sitecore. They confirm that Sitecore provides an easy-to-use editing environment that will give their users all the features they need.

Lab 1.1: Exploring the Bootstrap-based HTML Templates

In this lab, you will learn how to create templates by using the Twitter bootstrap templates. To get familiar with the HTML structure that is used, open the HTML-templates in a text editor. You will need a text editor for the later labs too, even though it is possible to use something as basic as Notepad, you will find easier to use a more feature-rich tool like Visual Studio Code, Notepad ++ or Sublime. Visual Studio Code is free to download (and open source!) and can be obtained from <https://code.visualstudio.com>.

1. Open the Student **Resource** folder with the HTML files located in: C:\Data\Sitecore\SXSD\Student Resources\Jobs
2. Open "**Careers.html**" in a browser.
3. Make a note of the various page elements. Next, you will locate the code behind them.
 - a. The header containing the site logo and navigation bar
 - b. The banner and banner text
 - c. The job and qualifications lists
 - d. The spotlight job
 - e. The footer
4. Open the **Careers.html** file in a text editor and find the markup that:

- a. Displays the Header (logo and navigation).
 - b. Displays the banner.
 - c. Shows the job and qualification lists.
 - d. Shows the spotlight job.
 - e. Belongs in the footer area
5. Open also the **Content-Page.html** file and notice that a lot of the page has the same markup as Careers.
 6. Open the **WebDeveloper.html** file and find the part of the markup that differs from Content-Page.
 7. Make a **wireframe diagram** of each of the three pages and mark basic elements in each one. Identify the common parts.

Questions and Answers

Q1: How does Sitecore support each of the CMS pillars: Data definition, Content, and Presentation?

Q2: Describe some xWeb Content Management System features that separate Sitecore from other systems.

Q3: What is Sitecore's easy-to-use authoring tool and what functionality does it provide?

Q4: Which interface would an author use to see and edit items in a tree structure.

Review

You have just learned WCMS basics and how Sitecore implements those WCMS pillars. You also seen that:

- Sitecore adds xWCMS functionality (AIDA).
- Sitecore is a database-driven application and a framework.
- Users have access to easy to use and advanced editing tools.