



Create Web Experiences Using Adobe Experience Manager Student Workbook



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Create Web Experiences Using Adobe Experience Manager

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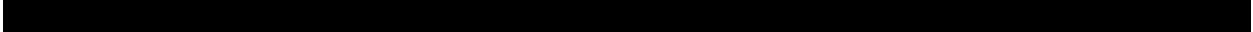
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Adobe Experience Manager User Interface



Objectives

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

- Explain the user interface elements and consoles of Adobe Experience Manager
- Explain the interface elements of a page

Introduction to the User Interface

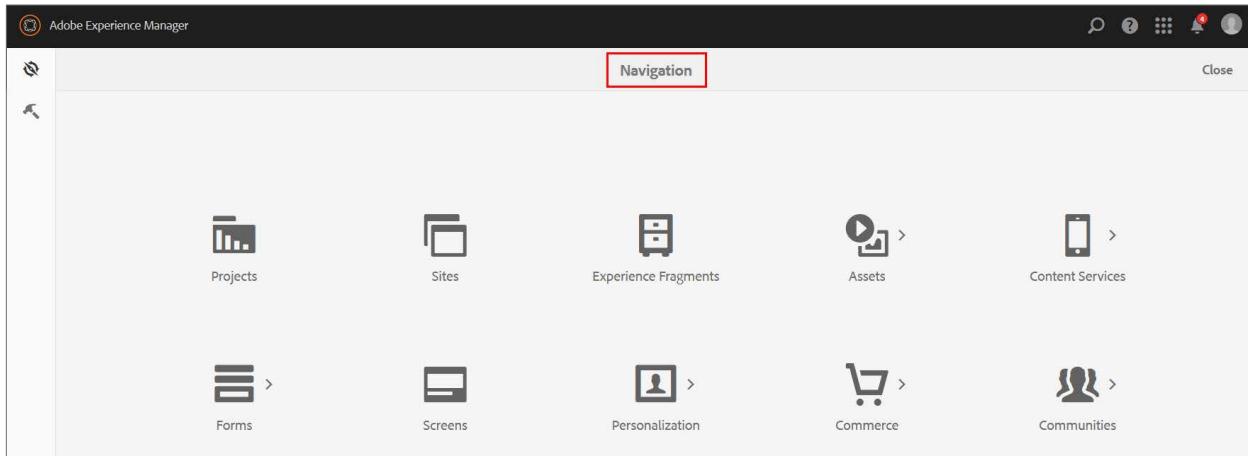
Adobe Experience Manager User Interface (UI) is touch-optimized, which combines the advantages of a web interface with the fluidity and responsiveness of desktop applications.

The following table compares the touch and mouse actions, which you can use in Adobe Experience Manager:

Touch UI Actions	Desktop UI Actions
Tap	Click
Touch-and-hold	Double-click
Swipe	Hover

Elements of the User Interface

When you start the Adobe Experience Manager author instance, a screen with the header bar and **Navigation** appears as shown in the following screen shot:

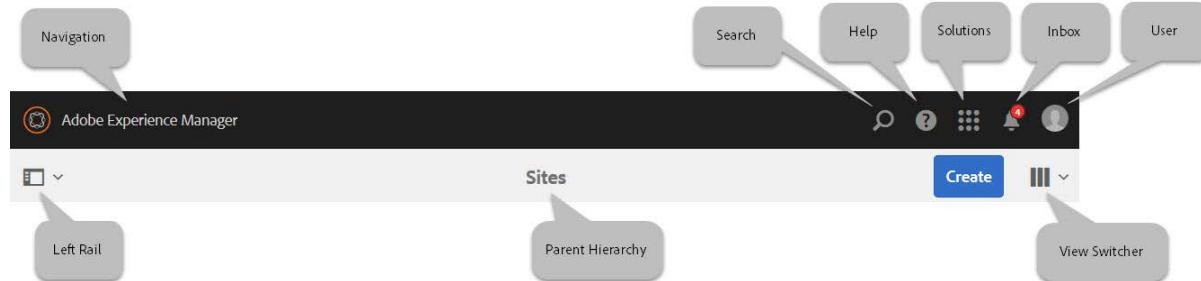


 **NOTE:** Refer to the **Installation** section in the **Appendix** to learn how to start the Adobe Experience Manager author instance.

The important elements of Adobe Experience Manager user interface are organized in a header bar and an actions bar.

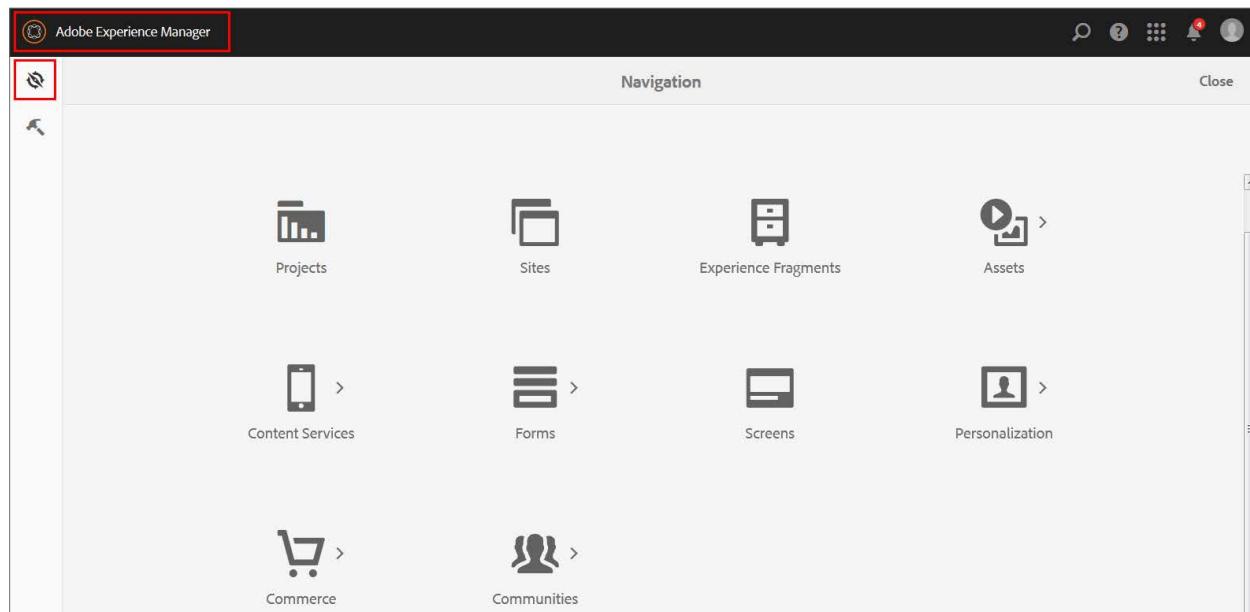
Header Bar

The header bar is located on the top of the screen with the different options displayed in the following screen shot:



Navigation

You can access the Navigation section by clicking the **Adobe Experience Manager** icon. The Navigation section provides access to different consoles such as Projects, Sites, and Assets. To return to the previous location, you click the **Close** button in the top right.



NOTE: You can find detailed explanations of each console in the next section of the module.

Tools

You can access the Tools console by clicking the hammer icon. The Tools console helps administer sites, digital assets, and content repository.

General	CRXDE Lite Full repository access with code editor and nodes/properties management	Search Forms Customize your search forms	Tagging Organize your tags and their namespaces
	Configuration Browser Browse and manage your configurations	Templates Manage page templates and content policies	Components Manage components and content policies

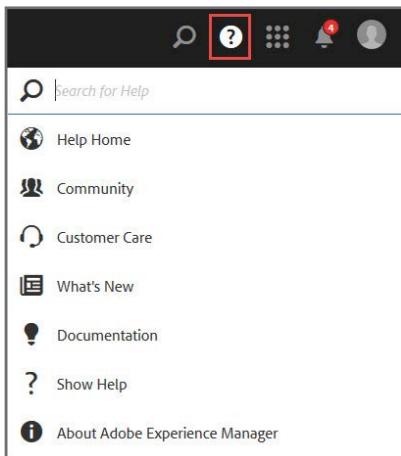
Search

The Search option helps search across different consoles, such as Assets, Sites, and Tools without switching between different consoles. By default, the search results are limited to the current location (console and resource type). You can refine the search results by using different filter options. You can use search suggestions as you type to get faster results.

NOTE: When you are in Navigation, the Search icon is visible but you cannot search for content or resources.

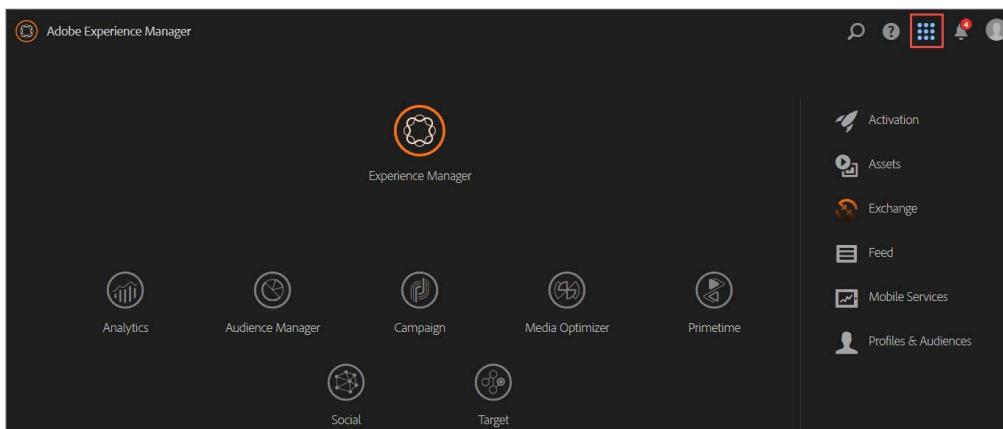
Help

The Help option provides access to resources such as Adobe Experience Manager Communities, Customer Care, and Documentation.



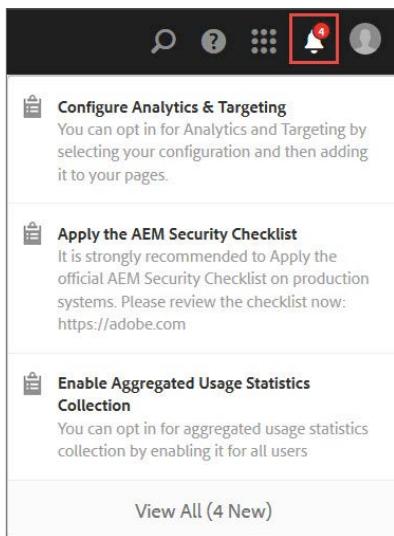
Solution

The Solution option provides access to Adobe Marketing Cloud solutions. These solutions can be integrated with Adobe Experience Manager.



Inbox

The Inbox consists of notifications, such as tasks associated with workflows and projects, from different areas of Adobe Experience Manager.



In the Inbox, you can view and access the tasks, create new tasks and assign them to users, specify the priority to tasks, and reassign the tasks to other users.

Inbox									
	Title	Priority	Description	Assignee	Project	Workflow	Status	Start Date	Due Date
Configure Analytics & Targeting	Medium	You can opt in for Analytics and Targeting by selecting your configuration and then adding it to your pages.	administrators				Active		
Apply the AEM Security Checklist	High	It is strongly recommended to Apply the official AEM Security Checklist on production systems. Please review the checklist now: https://adobe.com	administrators				Active		
Enable Aggregated Usage Statistics Collection	Medium	You can opt in for aggregated usage statistics collection by enabling it for all users	administrators				Active		
Configure HTTPS	High	It is highly recommended to configure HTTPS for production systems. Please log in as the admin user and use the SSL Configuration Wizard to	administrators				Active		

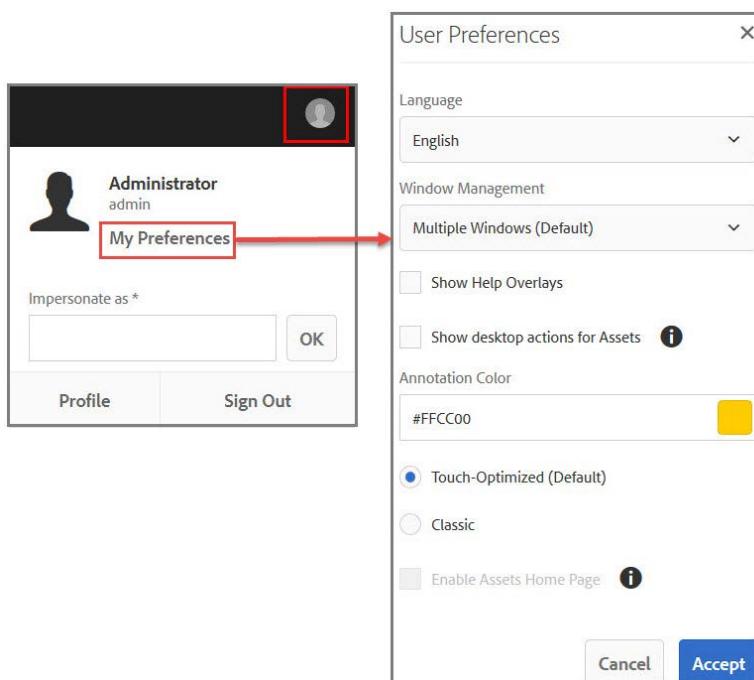
User

The User option helps manage user preferences. The following table describes the user options:

User Options	Description
Impersonate as	To work on behalf of another user
My Preferences	To configure user preferences for the instance
Profile	To edit user settings
Sign Out	To log off from the current session

The following table describes options under My Preferences:

User Options	Description
Language	Helps select the language used for the authoring environment
Window Management	Provides options to open the pages in a new window or in the current window
Show Help Overlays	Helps view the UI tour guide
Show desktop actions for Assets	Helps view desktop icon on assets
Annotation Color	Helps select the color to be used for adding annotations on pages or assets
Authoring mode	Helps select the default UI mode (Touch-Optimized or Classic) used when authoring a page
Enable Assets Home Page	Helps customize the Assets home page



 **NOTE:** To enable the Show desktop actions for Assets option, you need to integrate Adobe Experience Manager with the Desktop App. The Enable Assets Home Page option will be available if your system administrator has enabled Assets Home Page experience for your organization. If this option is not enabled in your organization, it is grayed-out.

Left Rail

The rail icon helps open and close the left navigation panel. The various options available in the left navigation panel is dependent on the console. For example, in the Sites console, the left panel has **Content Only** (the default option), **Timeline**, **References**, and **Filter**.

Timeline

The Timeline option is used to view and/or initiate events that occur on a resource. You can view events related to a selected item. For example, in the Sites console, if you select a page and click **Timeline**, all event types, such as Comments, Versions, and Workflows associated with the selected page are displayed.

References

The References option lists all connections and references associated with a resource. For example, in the Sites console if you select a page, and then click **References**, all page references, such as Source, Copies, Links, and Content References, are displayed.

The screenshot shows the Adobe Experience Manager (AEM) Sites console. At the top, there are standard navigation icons: Create, Edit, Properties, Lock, Copy, Move, and a dropdown for '1 selected'. Below the header, a 'References' button is highlighted with a red box. The left sidebar has a tree view with sections: SOURCE (Blueprint (1)), COPIES (Launches (0), Live Copies (0), Language Copies (1)), and CONTENT REFERENCES (Borrowed Content (0), Lent Content (0)). The main content area shows two live copies of a website page. The first copy is for 'User' and was created 5 months ago, marked as 'Not published'. The second copy is for 'Experience' and was created 1 year ago, also marked as 'Not published'. Both copies show a preview of the website's homepage featuring a hero image and category teasers.

Parent Hierarchy

This option helps navigate to other resources within a specific console. For example, in the Sites console, click the breadcrumbs (page titles) to navigate through various levels of a website.

The screenshot shows the AEM Sites console with a context menu open over a page titled 'Experience'. The menu path is: Experience > English > United States > We.Retail > Sites. To the right, a list of pages is shown under 'Sites', including 'Arctic Surfing In Lofoten', 'Summit Success in the Himal...', 'Climbing on Kalymnos Island...', 'Running at the Great Wall Mar...', 'Skiing deep powder in Siberia', and 'Climbing in the Massif du Mon...'. A 'Create' button is visible at the top right. The left sidebar shows a list of sites: Canada (ca), Switzerland (ch), Germany (de), Spain (es), France (fr), Italy (it), Language Masters (language-masters), and United States (us).

Create

The Create button helps create resources dependent on the console.

NOTE: You can find a detailed explanation about the Create button in the next section of the module.

View Switcher

This option helps view, navigate through, and select resources by using various views. The following table describes available views:

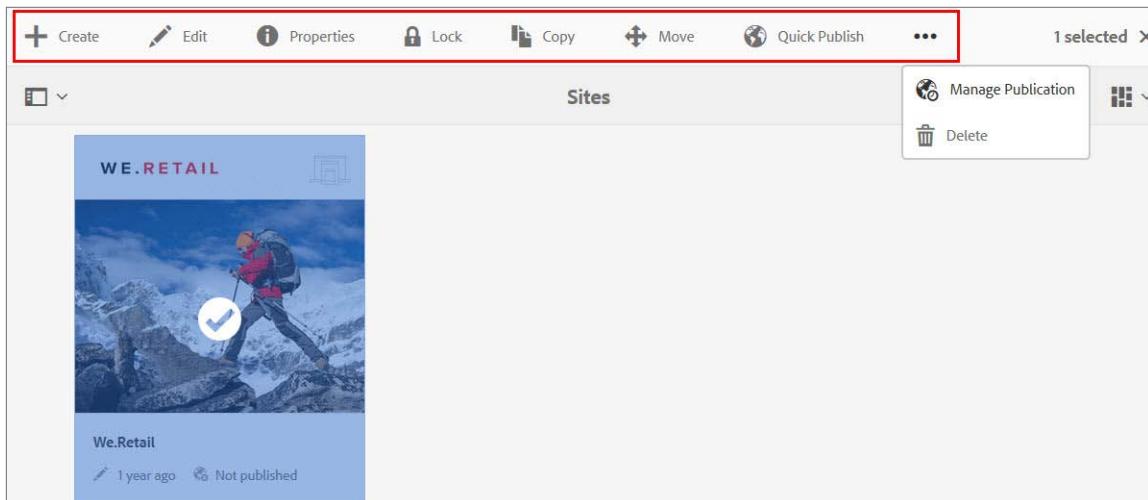
Views	Description	Navigation
Column	Lists information for each resource in the form of a tree	Click the required resource to navigate through the tree
Card	Shows information for each resource in the form of cards	Click the cards or use breadcrumbs in the header
List	Lists information for each resource	Double-click the required resource to view siblings



NOTE: You can toggle between different views from the View Switcher icon.

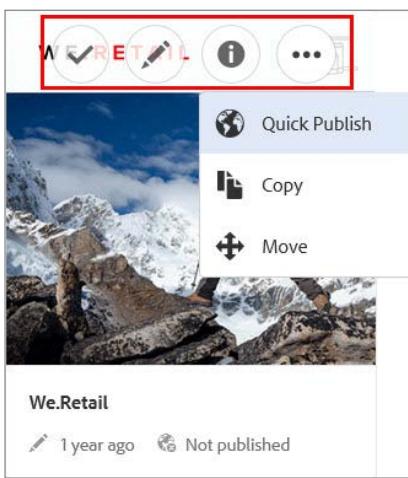
Actions Bar

The actions bar appears when you select a resource. The actions bar provides different actions you can perform on a resource within a console.



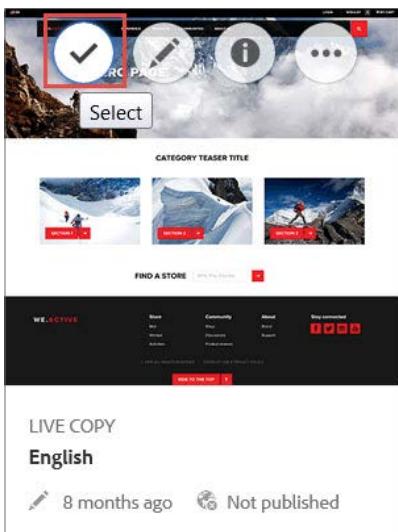
Quick Actions

You can perform certain actions on a resource from quick actions apart from the actions bar. The quick actions toolbar appears in the **Card** view when you touch-and-hold or hover over the resource. The quick actions toolbar is dependent on the console and context. For example, the following screen shot displays the quick actions available for a page in **Sites** console:



Select

The Select action is available in all the views. For example, in **Card** view, when you hover over a resource the Select action appears in the quick actions toolbar.



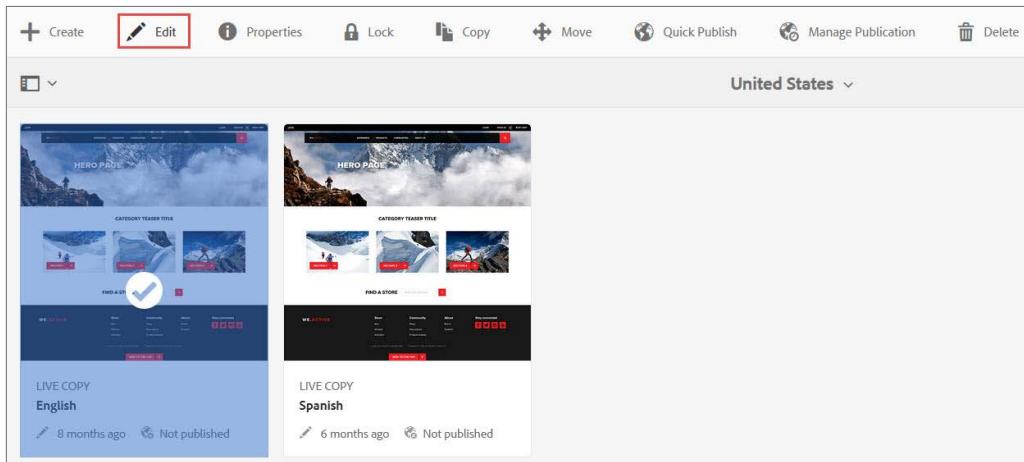
When you select one or more resources such as pages or assets, the icons in the actions bar change to reflect the actions that are available for the selected resource.

Create

The most commonly used action is create. The Create button is available in most of the consoles, such as Projects, Sites, and Assets. You can create different resources such as pages, sites, templates, and folders by using this button.

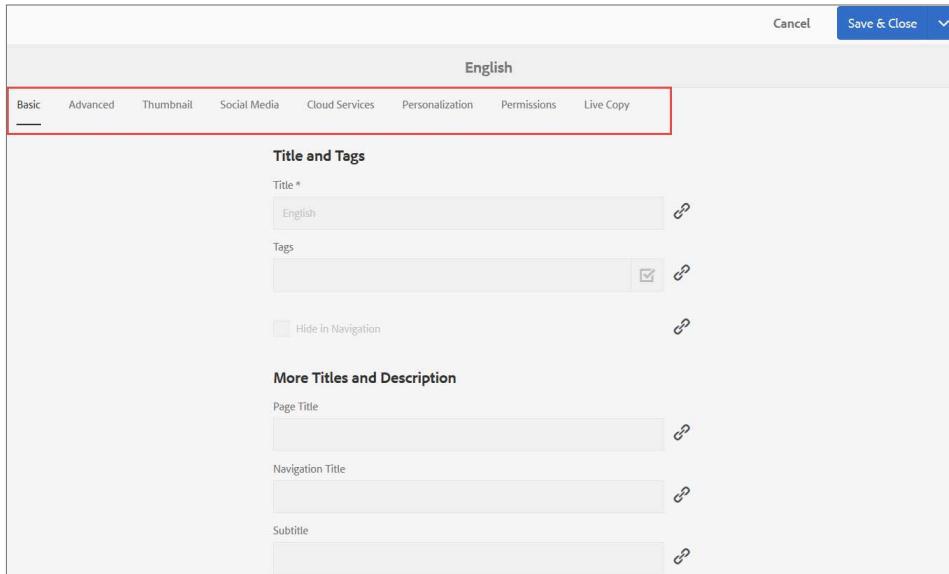
Edit

The Edit action is available in the actions bar and quick action toolbar. It helps edit the selected resource. For example, in the Sites console, by using the Edit action, you can add or delete content from the page.



Properties

The Properties action is available in the actions bar and quick actions toolbar. It lets you edit different properties such as title, tags, description, thumbnail, and permissions associated with a resource. These properties are categorized into different groups and are dependent on the resource type. For example, the following screen shot displays the properties of a page:



Lock

The Lock action is available in the actions bar. It locks a page so no one else can modify the contents. This is useful when you are making a lot of edits to a specific page, or when you need to "freeze" a page for a short while.

Copy

The Copy action is available in the actions bar and the quick actions toolbar. It helps to create a copy of the original resource in the destination. For example, in the Sites console, you can copy the pages along with their subpages and paste them to a different location. A copy of the original page is created at the desired location.

Move

The Move action is available in the actions bar and the quick actions toolbar. It helps to move a resource from source to destination. After you move a resource, it is no longer available in the source.

Quick Publish

The Quick Publish action is available in the actions bar and the quick actions toolbar. It helps activate the content created on the author instance to publish instance.



NOTE: The Lock and Publish actions are also available on the page toolbar. The page toolbar is explained in the next section of the module.

Manage Publication

The Manage Publication action is available in the actions bar. It helps publish or unpublish the resources at a specific time.

Delete

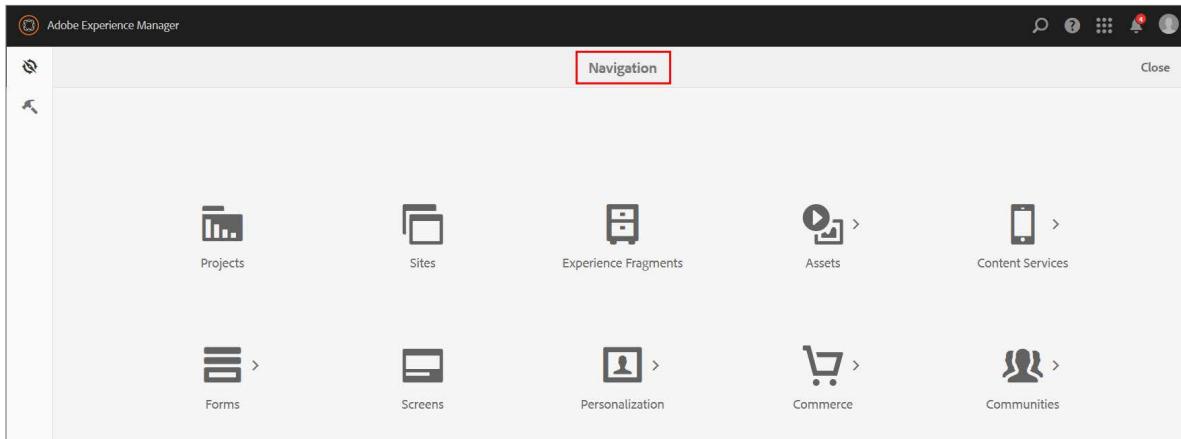
The Delete action is available in the actions bar. It helps to delete a resource from the console.



NOTE: If a page is already published, it will automatically be unpublished before deletion.

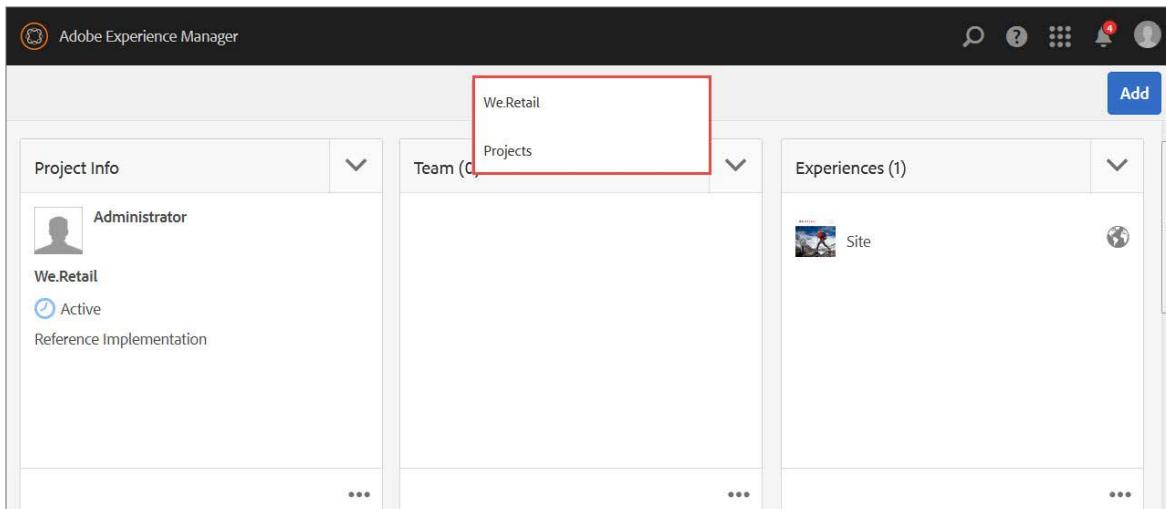
Adobe Experience Manager Consoles

The functionalities of Adobe Experience Manager are made available through specialized consoles such as Projects, Sites, Experience Fragments, and Assets in the **Navigation** section.



Projects

In the Projects console, you can create a project, and associate resources, experiences, workflows and tasks with the project. The projects help the members of an organization to work as a team and achieve a common business goal.



Sites

The Sites console helps create, view, and manage websites running on the Adobe Experience Manager author instance. In this console, you can create, edit, copy, move, and delete pages, start workflows, and publish pages.

The screenshot shows the 'Sites' interface in Adobe Experience Manager. At the top, there are navigation icons for Create, Edit, Properties, Lock, Copy, Move, and a three-dot menu. To the right, it says '1 selected X'. Below this is a 'Sites' dropdown menu with 'We.Retail' selected. The main area displays three website variations: 'Canada' (blue background, 'WE.RETAIL' logo), 'Switzerland' (white background, 'WE.RETAIL' logo), and 'Germany' (white background, 'WE.RETAIL' logo). Each variation has a preview image of a person climbing a mountain, a title, a modified date ('5 months ago'), and a status ('Not published').

Experience Fragments

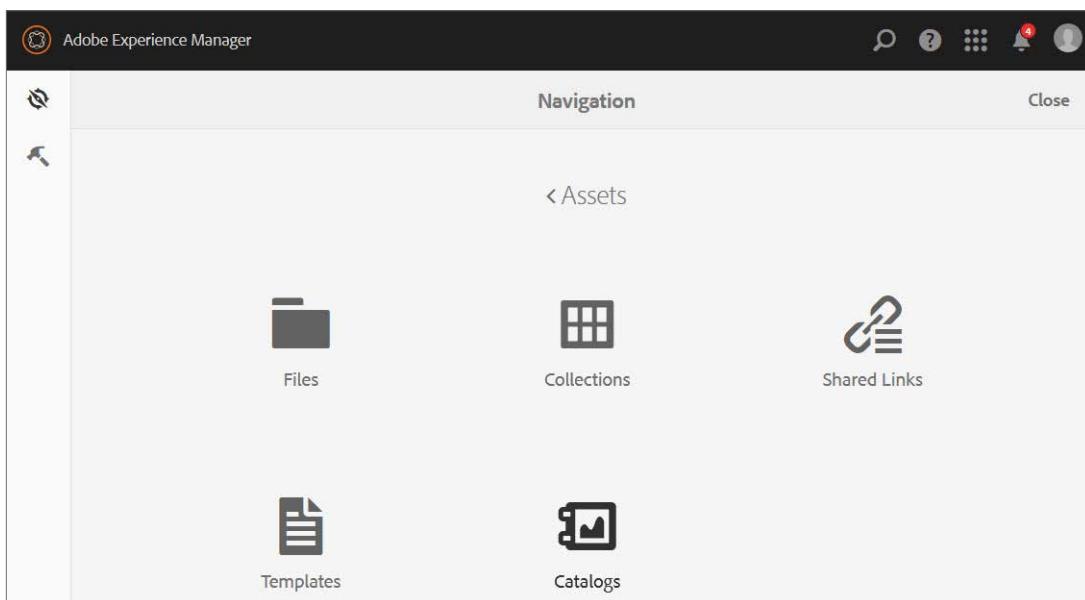
The Experience Fragments helps create reusable fragments in a page. The experience fragments can have different variations that can be used across channels including third-party social media such as Facebook and Pinterest pages.

The screenshot shows the 'Experience Fragments' interface in Adobe Experience Manager. At the top, there are various action buttons: Edit, Properties, Copy, Move, Publish, Publish Later, Unpublish, and a three-dot menu. To the right, it says '1 selected X'. Below this is a 'Experience Fragments' dropdown menu with 'We.Retail Experience Fr...' selected. The main area displays a fragment named 'Winter Wear' with a preview image of a person climbing a mountain. On the left, there are sections for 'Facebook' and 'Pinterest'. On the right, there is a detailed view of the fragment's properties:

Title	Winter Wear
Name	we-retail-experiencefragment
Template	Experience Fragment Web Variation
Modified	8 minutes ago
Modified By	Administrator
Language	English
Published	Not published

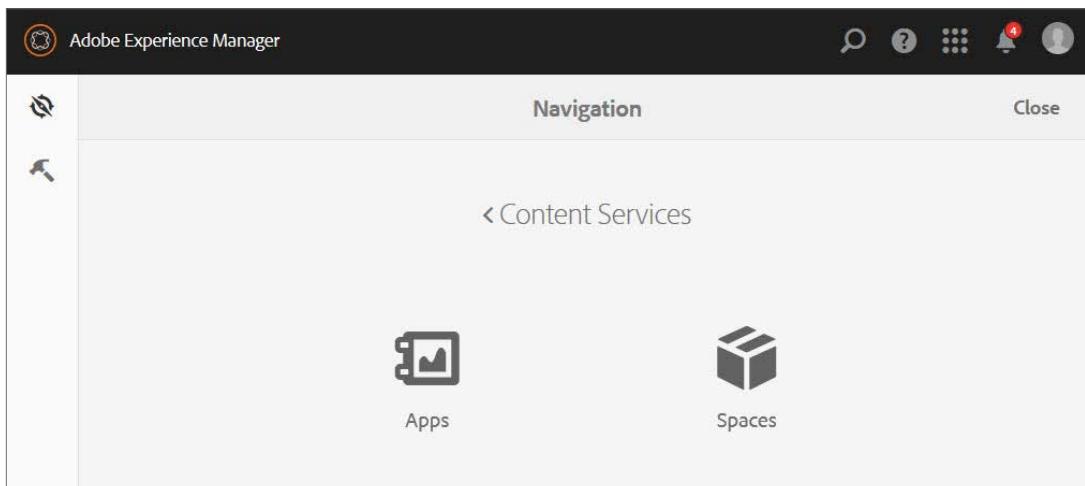
Assets

The Assets console helps import, organize, and manage digital assets, such as images, videos, documents, audio files, and content fragments. You can then use these digital assets on any websites running on the Adobe Experience Manager author instance. You can also create a collection and a catalog of assets, and share them with users.



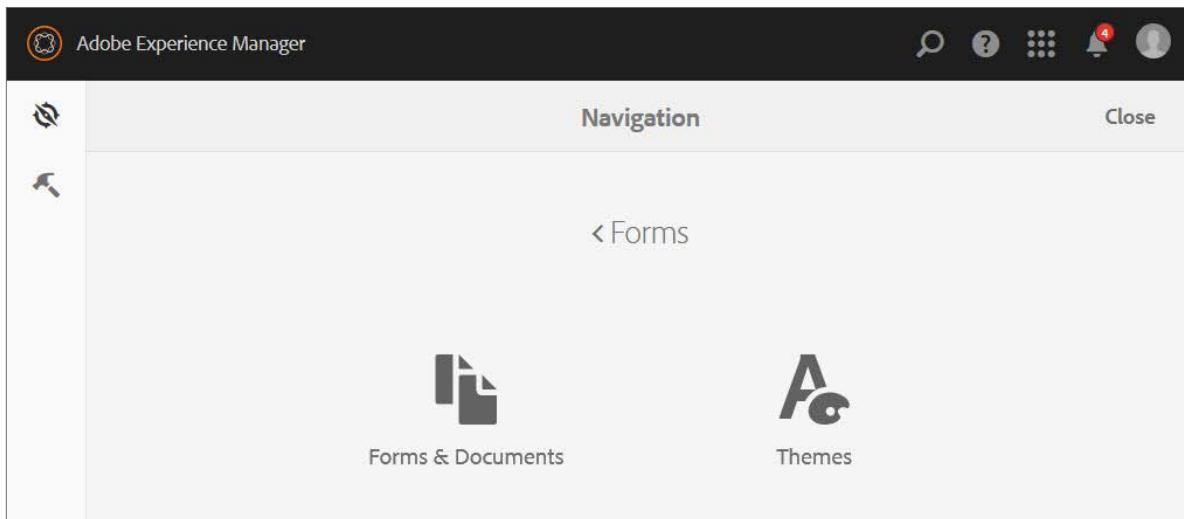
Content Services

The Content Services console helps build sites for mobile devices and integrate the content into mobile applications.



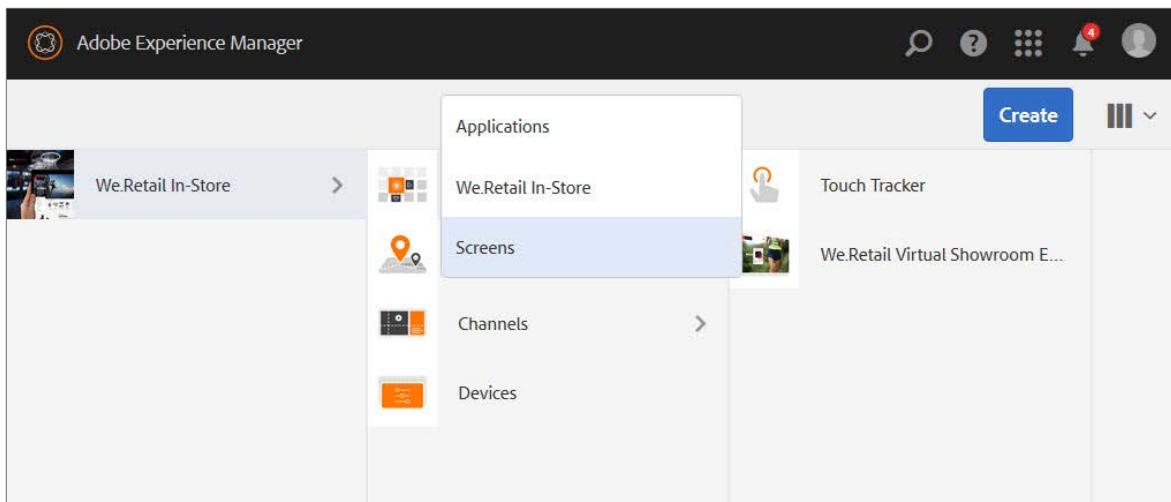
Forms

The Forms console helps administrators and developers create and manage adaptive forms.



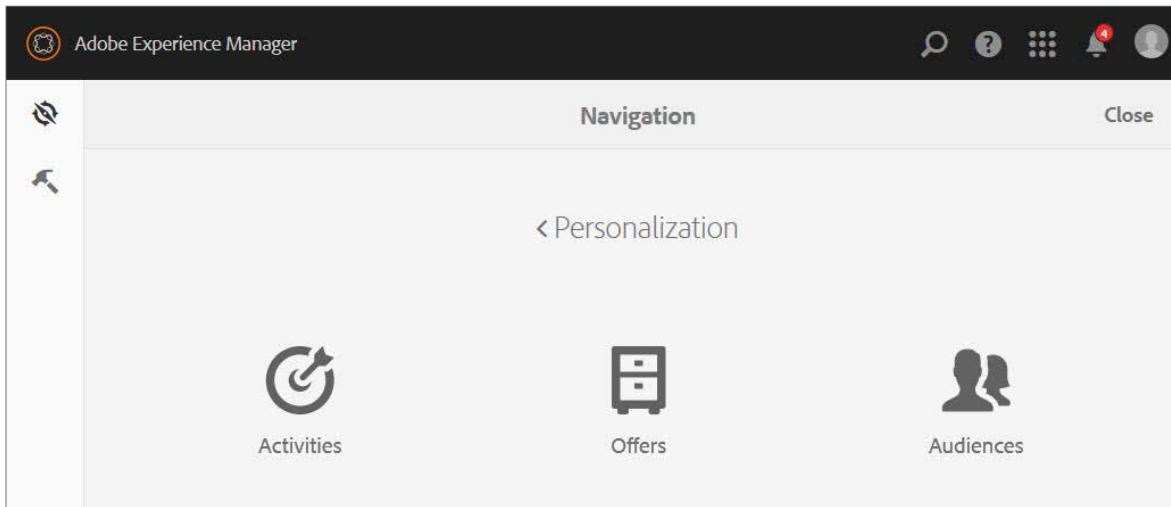
Screens

The Screens console helps create and manage customer-facing screens for any applications of any size, location, channels, and devices.



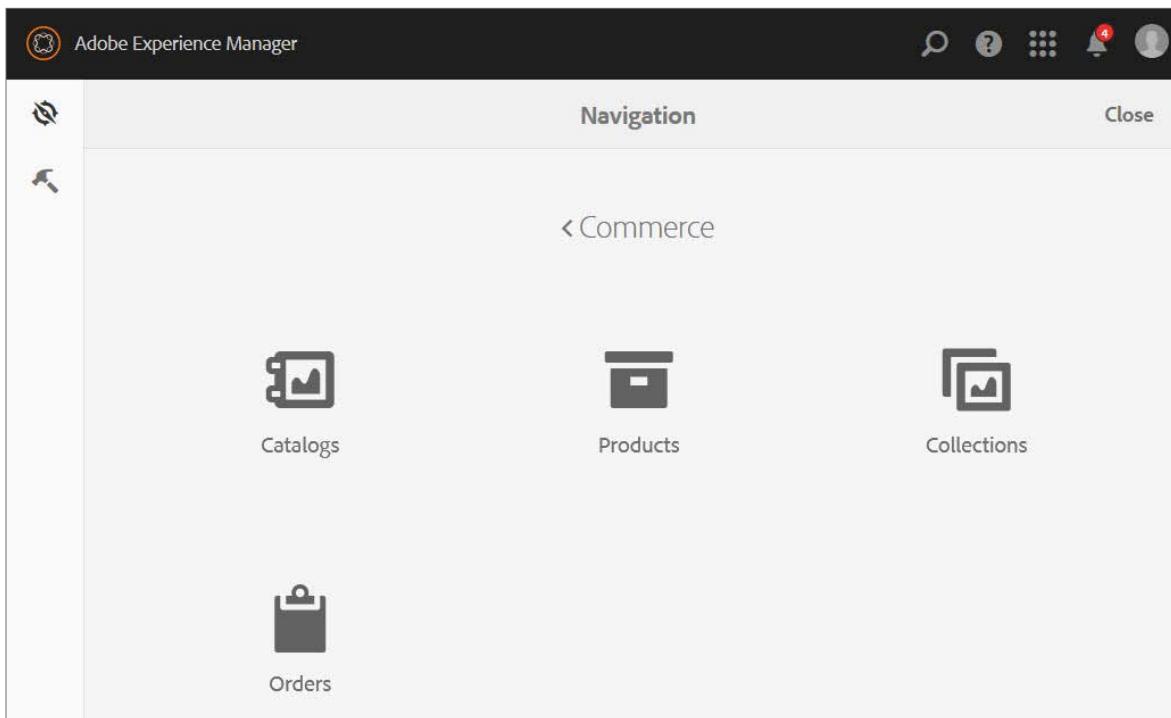
Personalization

The Personalization console provides a framework of tools for authoring targeted content and simulating personalized user experiences.



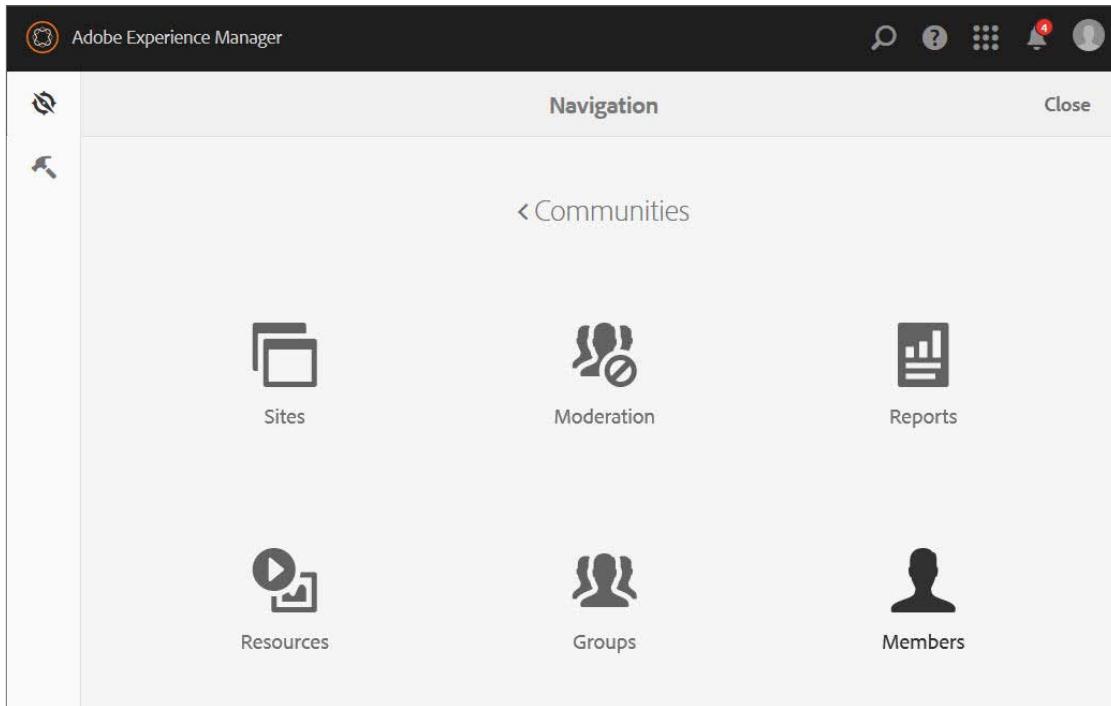
Commerce

The Commerce console helps manage products, catalogs, and orders related to your commerce sites.



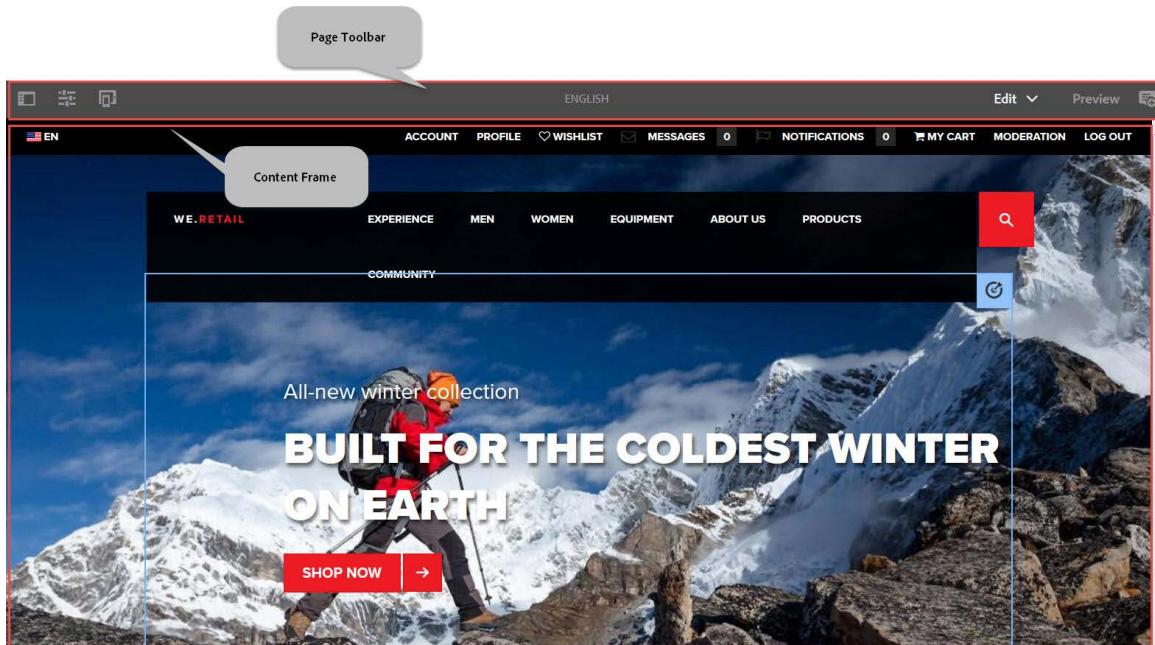
Communities

The Communities console helps manage and moderate user-generated content from communities and forums on your websites.



Interface Elements of a Page

The Adobe Experience Manager pages are like web pages and are created from the **Sites** console. In the Sites console, when you select a page and click Edit, a page opens with a page toolbar and content frame.



Page Toolbar

The Page toolbar is available at the top of the page. It contains different options, which are displayed in the following screen shot:

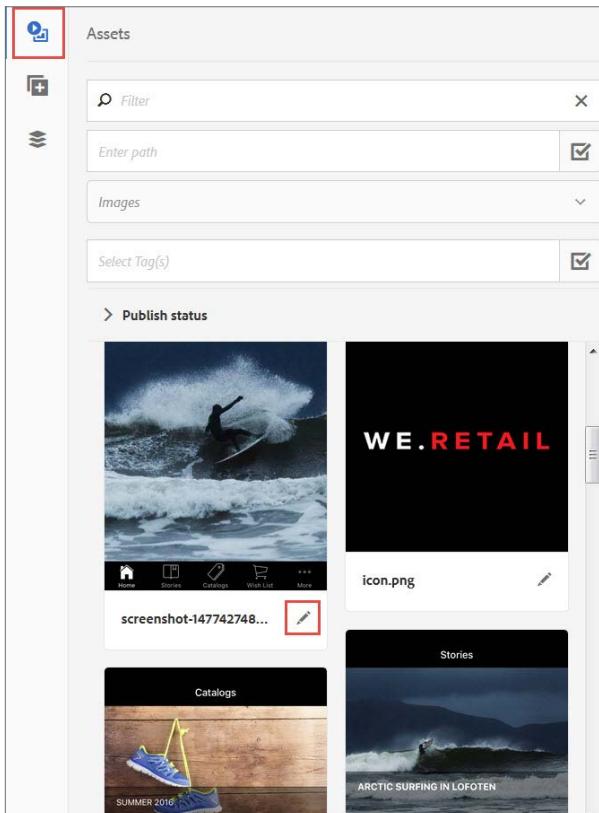


Side Panel

The side panel consists of **Assets**, **Components**, and **Content Tree**.

Assets

The Assets panel contains the assets, such as images, videos, audio, and documents, that you can add to the page. You can drag these assets onto the page. Each asset has an edit icon, which helps edit the assets directly in the **Assets** console.



Components

The Components panel contains the components enabled for a page. You can drag the components onto the page. Each component is represented with an icon and description about the component.

Icon	Name	Description
	Articles List	We.Retail
	Breadcrumb	We.Retail
	Carousel	We.Retail
	Category Teaser	We.Retail
	Content Fragment	General
	Experience Fragment	General
	Hero Image	We.Retail
	Image	We.Retail
	Layout Container	General
	Link Button	We.Retail
	List	We.Retail

Content Tree

The Content Tree provides an index of all components on the page. In the Content Tree, the components are arranged in a hierarchical manner.

Page Information

The Page Information provides access to information about the page and actions that you can perform on the page, which are described in the following table:

Page Information	Description
Open Properties	Displays page properties
Start Workflow	Adds the current page to a workflow
Lock Page	Locks a page for editing
Publish Page	Publishes a page
Unpublish Page	Unpublishes a published page
Edit Template	Helps edit the template used to create the page
View as Published	Displays the page as published
View in Admin	Displays a page in the Sites console
Help	Displays a page authoring quick tour

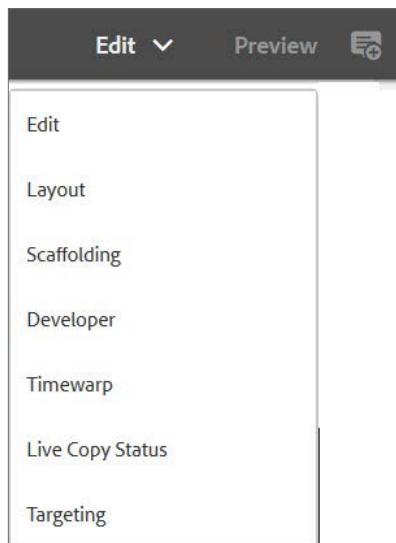
The screenshot shows a sidebar with the following content:

- Modified 8 months ago by Administrator
- Page is not published
- Action buttons:
 - Open Properties
 - Start Workflow
 - Lock Page
 - Publish Page
 - Unpublish Page
 - Edit Template
 - View as Published
 - View in Admin
 - Help

Edit

The Edit option helps edit the page content. The Edit dropdown contains different modes listed in the following table:

Modes	Description
Layout	Helps position the page content within the responsive grid
Scaffolding	Displays a form with fields that define the structure of the page
Developer	Helps you inspect the technical details of a page and its components
Timewarp	Provides a quick way to review prior page versions by date
Live Copy Status	Provides a quick overview of components that are/are not inherited from the parent
Targeting	Helps increase content relevance through targeting across all channels



Preview

The Preview option displays the page as it will appear when published.

Annotate

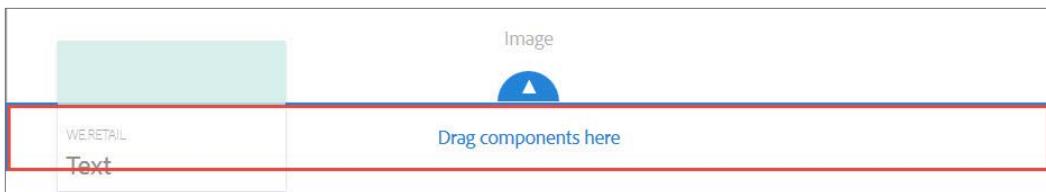
The Annotate option lets you add comments to the page (for example, while reviewing a page). After adding an annotation to a page, the annotation icon switches to a number, which indicates the number of annotations added to the page.

Content Frame

The content frame is below the page toolbar (excluding the Side Panel). It renders the page content and contains the component placeholder.

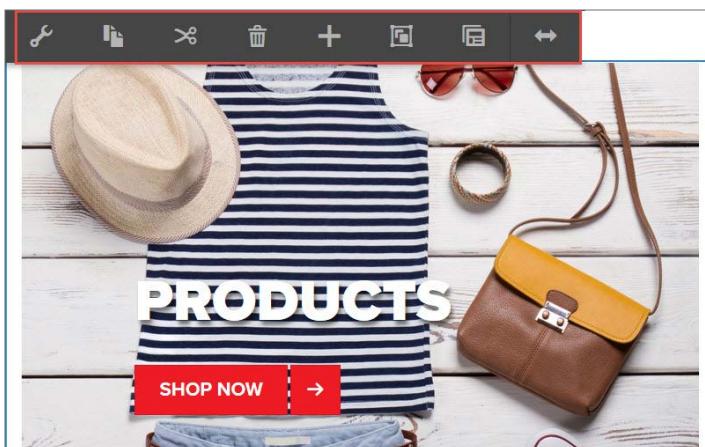
Component Placeholder

The component placeholder is an indicator (Drag components here) that shows where a component is positioned when you drop it on the page.



Component Toolbar

Each component has a toolbar that contains buttons for actions, such as copy, paste, inline layout mode, and delete. These buttons vary based on the type of the selected component.



NOTE: The inline Layout mode of component toolbar is used for quicker management of components in the responsive grid.

Module Two

Basic Authoring Skills

Objectives

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

- Create and edit responsive pages
- Edit page properties
- Create asset folders
- Upload assets to a folder
- Edit assets and asset properties
- Add assets and content fragments to pages
- Reorganize the site structure by using page options
- Create a page version
- Add tags to pages
- Add annotations to pages
- Lock and unlock pages
- Publish and unpublish pages
- Automate business process by using workflows

Introduction

Adobe Experience Manager helps you build a website and add content to web pages. You can create a web page by using a specific template, and add content to it by using components.

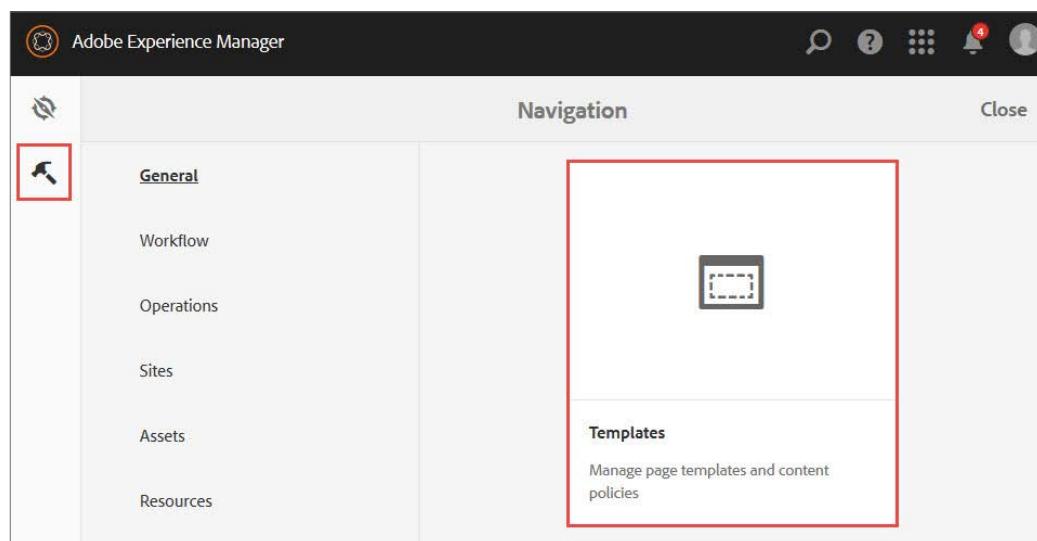
Page

The Adobe Experience Manager pages contain text and specifications about where to place images or other multimedia files on it. In Adobe Experience Manager, you can create pages and subpages within a site from the **Sites** console.

Template

In Adobe Experience Manager, you use a template to create a page. A template defines what default components are being rendered for a page.

Adobe Experience Manager has several out-of-the-box templates. You can create and manage templates from the **Templates** console. You access the **Templates** console from the **Tools > General** section.



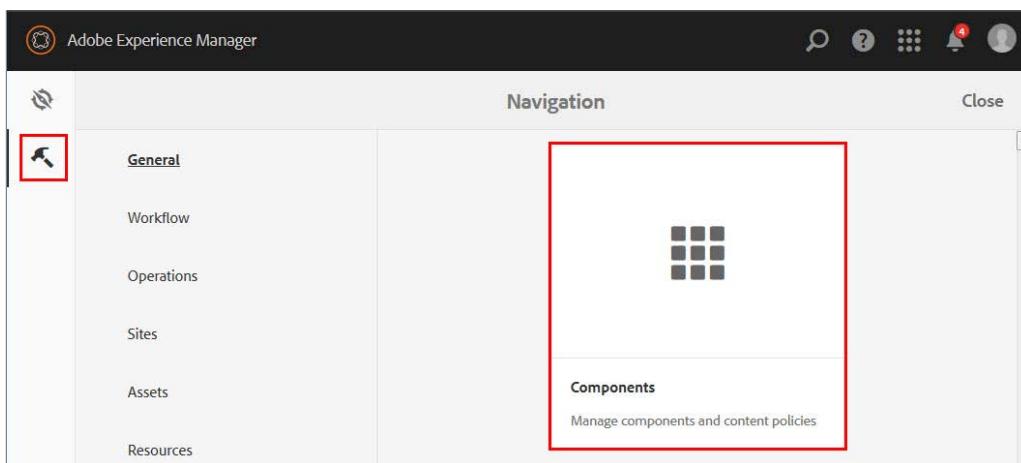
Components

Components help add specific types of content to a page.

Adobe Experience Manager components:

- Are reusable
- Are developed as self-contained units within one folder of the repository
- Have a configurable edit behavior

Out-of-the box components are available in the **Components** console. You can access the **Components** console from the **Tools > General** section.



In the Components console, each component has an icon, the group to which it belongs, and its corresponding resource type.

Components			
	Title	Group	Resource Type
3r	3rdparty	.hidden	/libs/cq/gui/components/cloudservices/admin/3rdparty
Gm	Gmail	.hidden	/libs/mcm/components/newsletter/emailclient/Gmail
Ho	Hotmail	.hidden	/libs/mcm/components/newsletter/emailclient/Hotmail
Ou	Outlook 2007	.hidden	/libs/mcm/components/newsletter/emailclient/Outlook2007
Ya	YahooMail	.hidden	/libs/mcm/components/newsletter/emailclient/YahooMail
Ab	Abandoned Product Call To Action	Commerce	/libs/commerce/components/calltoaction/abandoned
X	About	CTA-Lead-Form	/libs/mcm/components/cta-form/about
In	Info	User Report	/libs/cq/reporting/components/userreport/aboutmecol

Creating and Editing Responsive Pages

As an author, you need to organize your website within Adobe Experience Manager. This involves creating and naming your content pages so that:

- You can easily find them on the author environment.
- Visitors to your site can easily browse them on the publish environment.

It is also important your websites offer customized views across devices such as desktops, tablets, and mobile phones. You can achieve the customized view by creating adaptive design or by creating responsive design.

Adaptive

In adaptive design, the server response will change to adapt to a defined screen size through server-side device detection. The disadvantage of adaptive design is you need to use different URLs for different devices.

Responsive

In responsive design, the website will change and respond to fit any screen size through client-side feature detection by using media queries. The advantage of responsive design is it helps deliver the same content to all website visitors.

Responsive Design

Adobe Experience Manager helps create responsive sites that provide an optimal viewing experience for all visitors across devices.

Responsive design provides:

- Easy reading and access to content
- Clear and easy navigation
- Minimum of resizing, panning, and scrolling across devices

Making Content Responsive

You can make content responsive by using the traditional workflow or responsive layout editing.

Traditional Workflow

In a traditional workflow:

- a. A designer "mocks" different breakpoints.
- b. A developer implements the breakpoints for a specific template.
- c. The author picks that template and fills out the content.

Responsive Layout Editing

In responsive layout editing:

- a. The author adds the content to the page.
- b. The author can change the page layout according to the device.

Responsive Page Layout

Adobe Experience Manager recognizes responsive layout on pages by using the combination of:

- Layout Container component—Provides a grid-paragraph system to add and position components within a responsive grid
- Layout Mode—Helps position content within the responsive grid after the layout container is positioned on the page
- Emulator:
 - › Helps create and edit responsive websites that rearrange the layout according to the device or window size by resizing components interactively
 - › Helps the user to view how the content will render on different devices such as laptops or mobile phones

Creating Responsive Pages

Adobe Experience Manager offers two types of templates for creating responsive pages:

- Editable templates—Created and edited by template authors or super authors and used by page authors
- Static templates—Defined and configured by developers and used by page authors

The key fields used while creating a responsive page are:

- **Title:** Is displayed to the user on the console and is at the top of the content page when editing. This is a mandatory field.
- **Name:** Is used to generate the Uniform Resource Identifier (URI). The user input for this field is optional. If not specified, the name will be derived from the title.



NOTE: Only the following characters are allowed in the Name field: "a" through "z", "A" through "Z", "0" through "9", _ (underscore), and - (hyphen/minus).

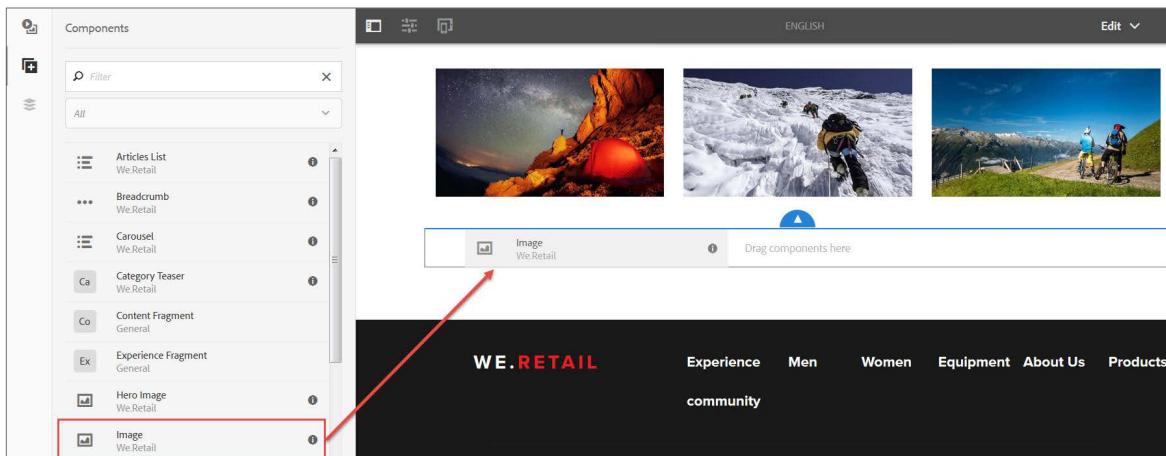
Editing Responsive Pages

After you create a responsive page, you can edit and add content to it. You can add content by using the components. The components are available in the side panel.

In Adobe Experience Manager, you can add components to a page by dragging them or double-clicking the page.

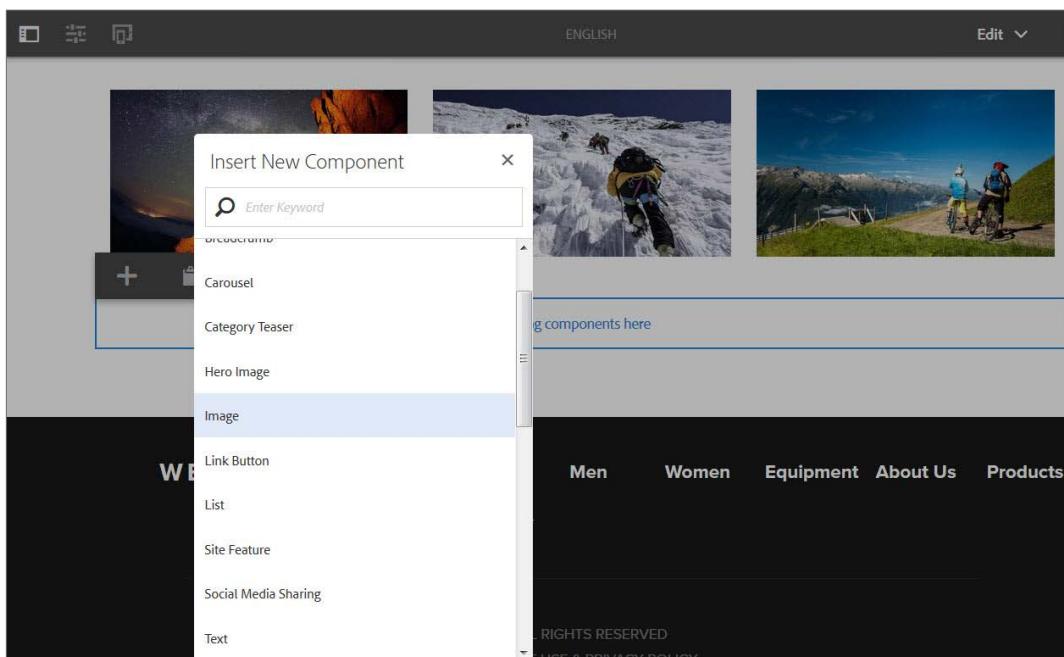
Drag and Drop

You can drag components, such as text, images, and tables, from the side panel and drop them onto the **Drag components here** area of the page.



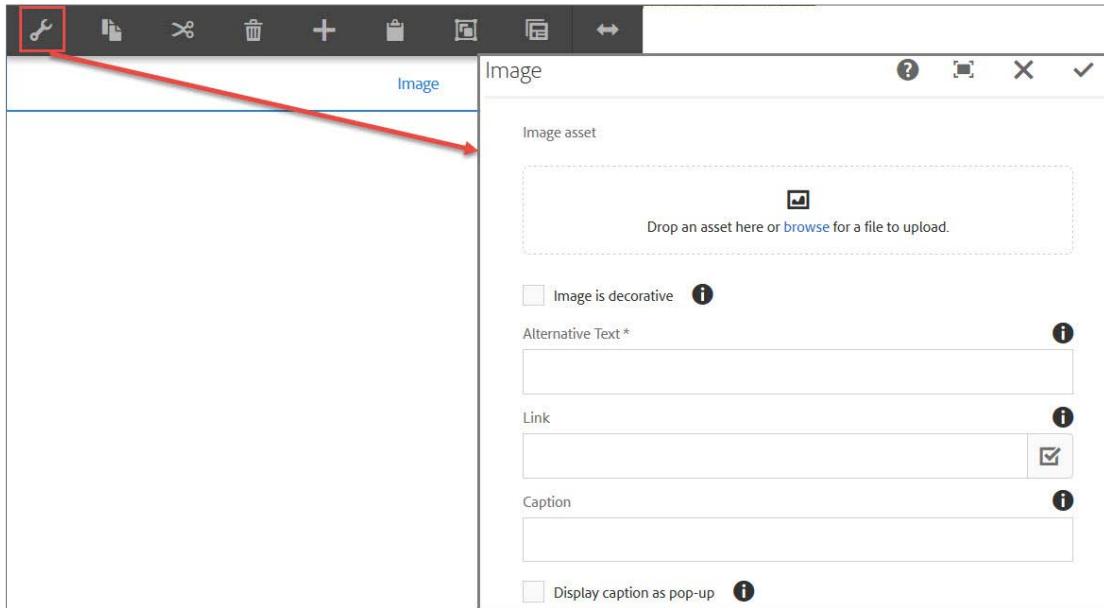
Double-click

You can add a component to a page by double-clicking the **Drag components here** area and selecting the desired component from the **Insert New Component** dialog box.



Editing Page Components

You can perform various actions on components added to the page from the component dialog box. For example, you can edit the image asset by selecting the **Configure** icon from the **Image** component dialog box.



Lab Activity - I

For performing the tasks of this module, you will use the We.Retail reference site that comes with Adobe Experience Manager.

Prerequisite

Before performing the tasks, ensure you have started the Adobe Experience Manager author instance on your system. Refer to the Installation section of the **Appendix** to learn how to install and start the Adobe Experience Manager author instance.

Task 2.1: Create responsive pages and subpages

In this task, you will create the following page structure within the We.Retail reference site:

```
--- > User0XX
-----> English
-----> Products
-----> Experiences
-----> About Us
```

To create a responsive page:

1. Log in to the Adobe Experience Manager author instance.
2. From **Navigation**, click the **Sites** console, and then navigate to **We.Retail**.
3. Click **Create** from the actions bar, and select **Page** from the drop down.

The screenshot shows the Adobe Experience Manager (AEM) interface. In the top navigation bar, there's a search icon, a help icon, a grid icon, a notification icon with a red dot, and a user profile icon. Below the navigation is the 'We.Retail' site header. On the left, there's a sidebar with links for 'Campaigns', 'Screens', 'Community Sites', and 'We.Retail'. The 'We.Retail' link is currently selected and highlighted with a blue border. The main content area displays a list of language variants: Canada (ca), Switzerland (ch), Germany (de), Spain (es), France (fr), Italy (it), Language Masters (language-masters), and United States (us). To the right of the list is a 'Create' button, which has a dropdown menu open. The 'Page' option is highlighted with a blue background and white text. Other options in the dropdown include 'Site', 'Live Copy', 'Launch', 'Language Copy', 'Catalog', and 'CSV Report'.

4. In the **Template** wizard, select the **Redirect Page** template, and then click **Next** to proceed.

The screenshot shows the 'Create Page' dialog in the 'Template' wizard. At the top, there are tabs for 'Template' (which is selected, indicated by a blue dot) and 'Properties'. In the center, there are three template thumbnails: 'Product Page' (showing a product card for 'Nunavut Fleece'), 'Redirect Page' (showing a person climbing a mountain with a checkmark icon), and 'Section Page' (showing a grid of backpacks). Below each thumbnail is its name: 'Product Page', 'Redirect Page', and 'Section Page'. In the top right corner of the dialog, there are 'Cancel' and 'Next' buttons, with 'Next' being highlighted in blue.

TIP: If the template thumbnails are not seen, clear the cache or open a new tab/window in InPrivate mode (Internet Explorer) or Incognito mode (Chrome), and then access the page.

5. In the **Properties** wizard, on the **Basic** tab enter the following:
 - a. **Name:** user0xx (where XX is your user name, which you used to logon to Adobe Experience Manager cloud instance)
 - b. **Title:** User0XX

6. Click **Create**.

Create Page Template Properties Back Create

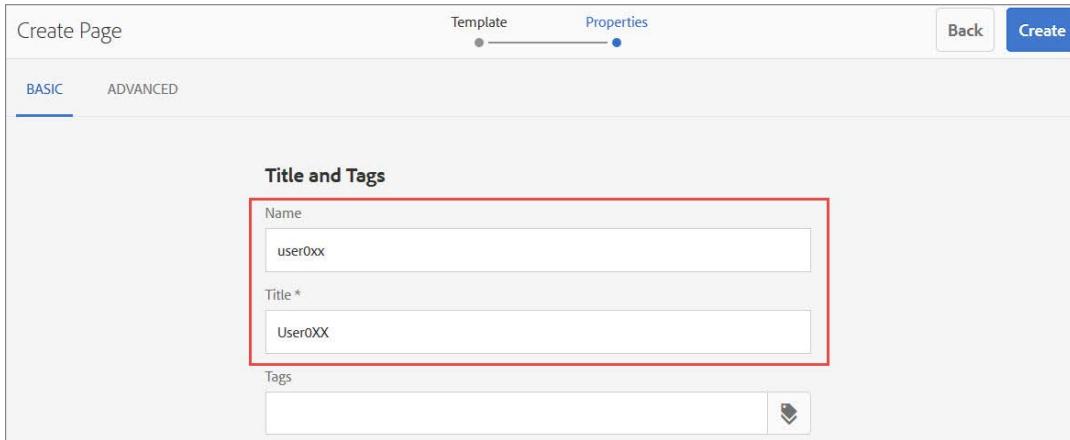
BASIC ADVANCED

Title and Tags

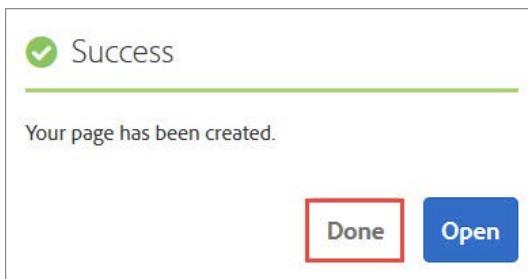
Name

Title *

Tags
 



7. Click **Done** from the **Success** dialog box. You will be taken back to the **Sites** console.



To create a subpage of User0XX:

8. Navigate to the User0XX page and click **Create > Page**.

The screenshot shows the Adobe Experience Manager interface. On the left, there's a navigation tree for 'User0XX' containing 'Campaigns', 'Screens', 'Community Sites', and 'We.Retail'. Under 'We.Retail', there are sub-sites for Canada (ca), Switzerland (ch), Germany (de), Spain (es), France (fr), Italy (it), Language Masters (language-masters), United States (us), and the current page, User0XX (user0xx). A modal window titled 'Create' is open on the right, showing options for 'Page', 'Site', 'Live Copy', 'Launch', 'Language Copy', 'Catalog', and 'CSV Report'. The 'Page' option is selected. The 'Page' details panel shows the following information: Title: User0XX, Name: user0xx, Template: Redirect, Modified: 34 seconds ago, Modified By: Administ, Language: English, Published: Not published. Below this, it says 'Un-publication Pending: #0 in the queue.'

9. Select the **Hero Page** template and click **Next**.

The screenshot shows the 'Create Page' dialog. It has tabs for 'Template' and 'Properties'. There are three preview cards: 'Content Page' (dark theme), 'Experience Page' (white theme), and 'Hero Page' (blue theme, which is selected). Below each preview is its name: 'Content Page', 'Experience Page', and 'Hero Page'. At the top right are 'Cancel' and 'Next' buttons.

10. Add **English** as the title and **en** as the name, and then click **Create**.

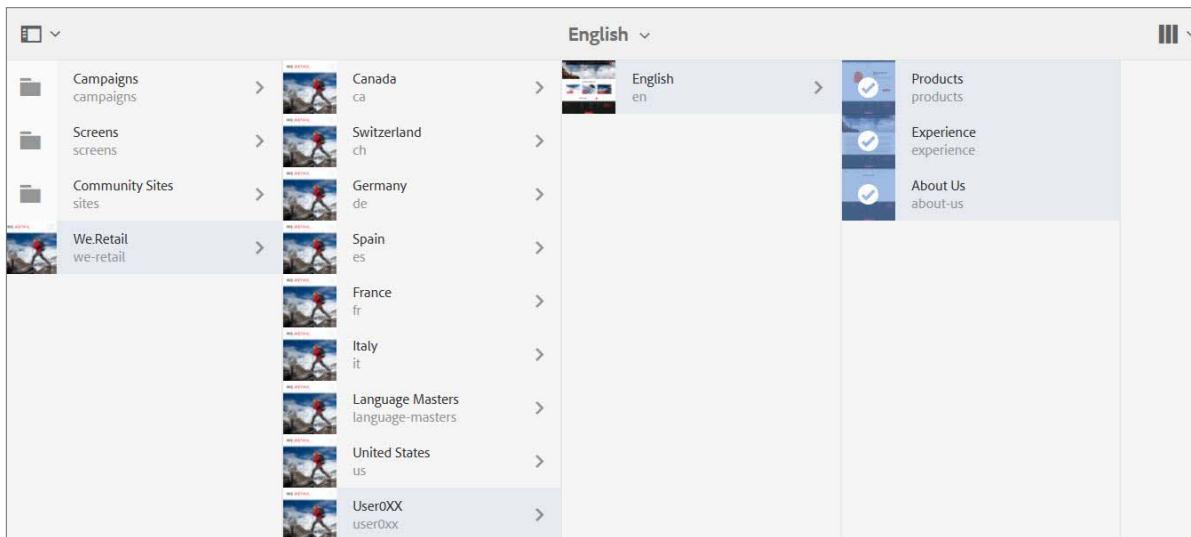
The screenshot shows the 'Create Page' dialog with the 'Basic' tab selected. It has tabs for 'Template' and 'Properties'. In the 'Title and Tags' section, there are fields for 'Title *' (containing 'English') and 'Name' (containing 'en'). Both of these fields are highlighted with a red border. Below them is a 'Tags' field with a checkbox. At the top right are 'Back' and 'Create' buttons.

11. Click **Done**. The English page is added as a subpage of User0XX.

To create subpages of English:

12. Navigate to the **English** page and click **Create > Page**.
13. Select the **Product Page** template and click **Next**.
14. Add **Products** as the title and **products** as the name, click **Create**.
15. Click **Done**. The Products page is added as a subpage of English.
16. Similarly, create the **Experience** page. Make sure to select the **Experience Page Template** and add **Experience** as the title and name.
17. Similarly, create the **About Us** page. Make sure to select the **Content Page Template** and add **About Us** as the title and name.

The page structure you created will look similar to the following screen shot:



Task 2.2: Edit the responsive page

In this task, you will learn how to edit the components of a page, add new components to the page, edit the responsive layout, and preview the page on the emulator.

1. From the **Sites** console, navigate to **We.Retail > User0XX**, and select the **English** page.
2. Click **Edit** from the actions bar. This opens the **English** page on a new tab of the browser.

The screenshot shows the Adobe Experience Manager (AEM) Sites console interface. At the top, there's a toolbar with buttons for Create, Edit (which is highlighted with a red box), Properties, Lock, Copy, Move, Quick Publish, and three dots. To the right of the toolbar, it says "1 selected" and has a close button. Below the toolbar is a navigation tree under "User0XX". The tree includes categories like Campaigns, Screens, Community Sites, and We.Retail, with sub-items such as Canada (ca), Switzerland (ch), Germany (de), Spain (es), France (fr), Italy (it), Language Masters (language-masters), United States (us), and the selected English page (en). To the right of the tree is a preview area showing a mobile responsive website layout with a hero image of a climber. Below the preview is a detailed properties panel for the English page, listing its title as "English", name as "en", template as "Hero Page", and other details like modified time and user.

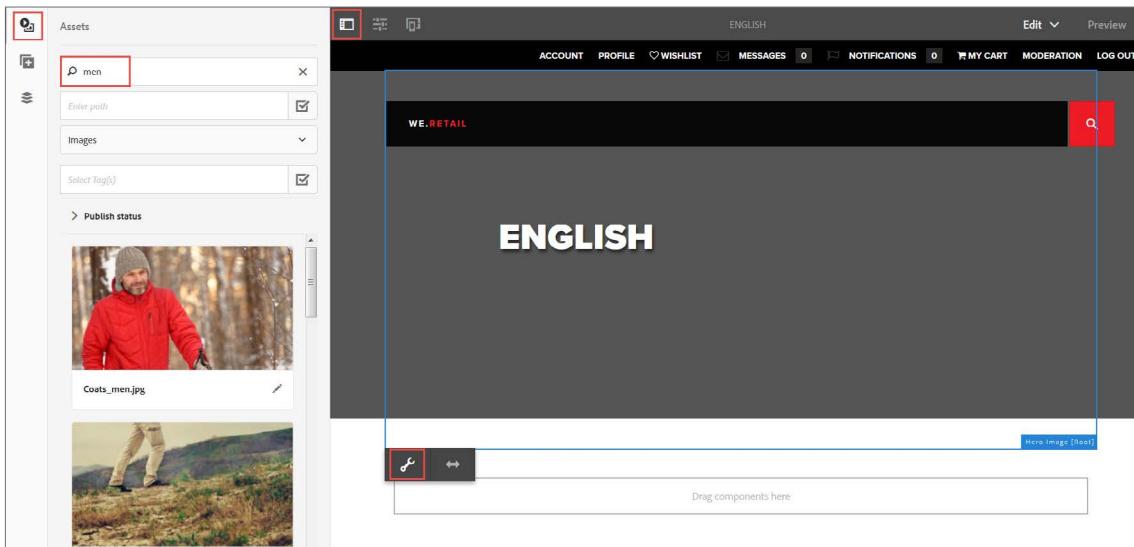
Title	English
Name	en
Template	Hero Page
Modified	6 minutes ago
Modified By	Administrator
Language	English
Published	Not published

Let's edit the existing hero image component, by adding an image and title to it.

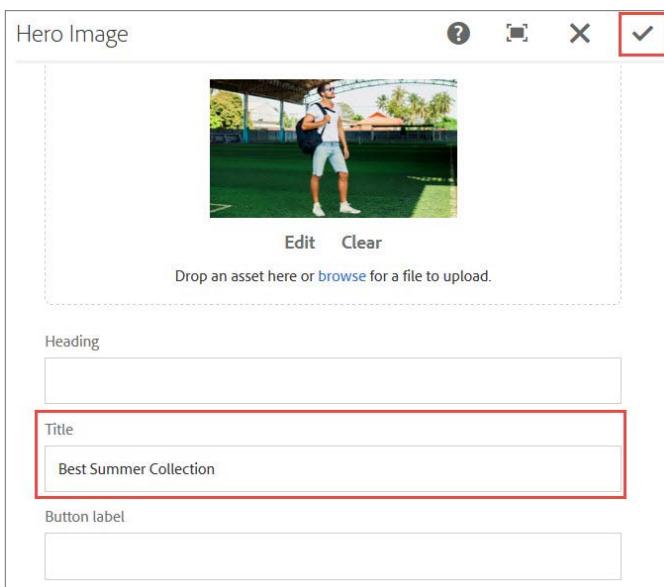
To edit the component of a page:

3. Ensure the page is opened in **Edit** mode.
4. Click the **Side Panel** from the page toolbar, and then click **Assets**.
5. Search for images related to men.

6. From the page, select the **Hero Image** component, and then click the **Configure** icon from the component toolbar.

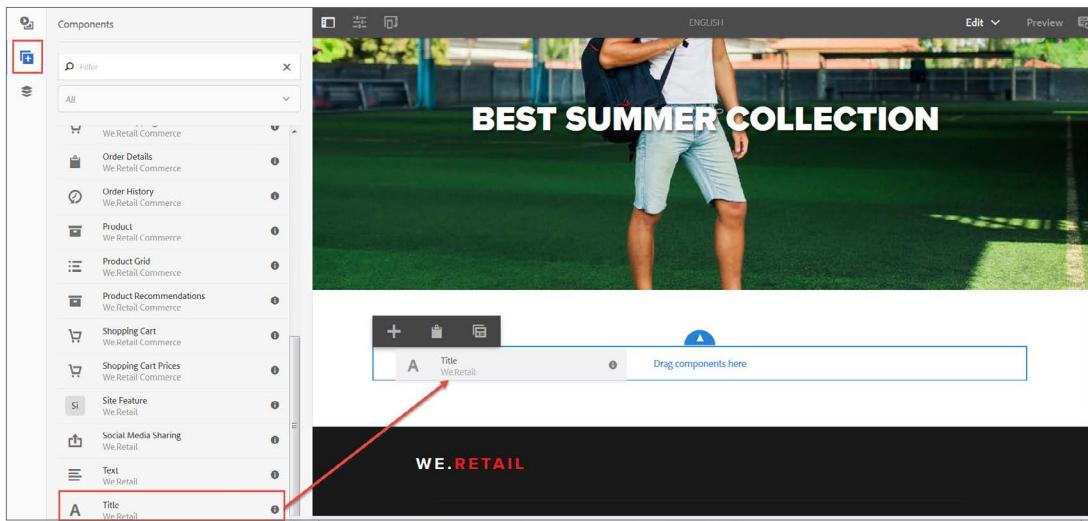


7. Drag and drop an image from the **Assets** panel onto the **Image Asset** field of the Hero Image.
 8. Add a title to the **Hero Image** component and click **Done** (the checkmark icon). The image and title will be added to the Hero Image component.

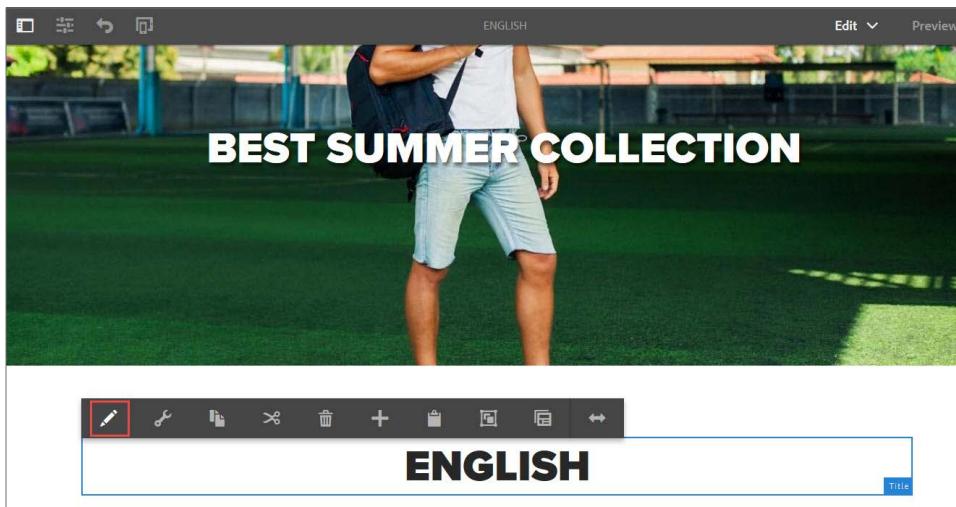


To add new components to the page:

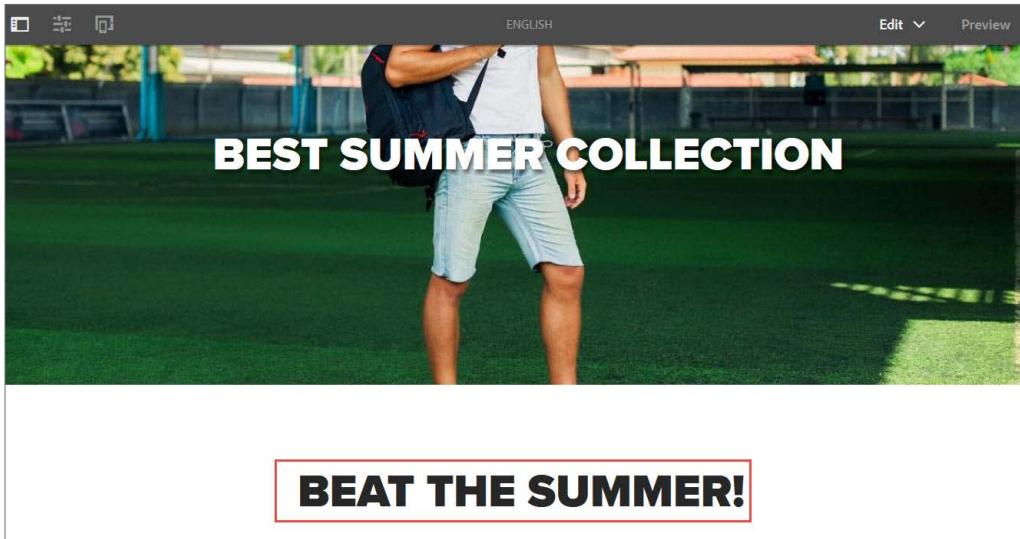
9. From the **Side Panel**, click the **Components** icon.
10. Search for the **Title** component.
11. Drag the **Title** component and drop it onto the **Drag components here** area, which is below the hero image component.



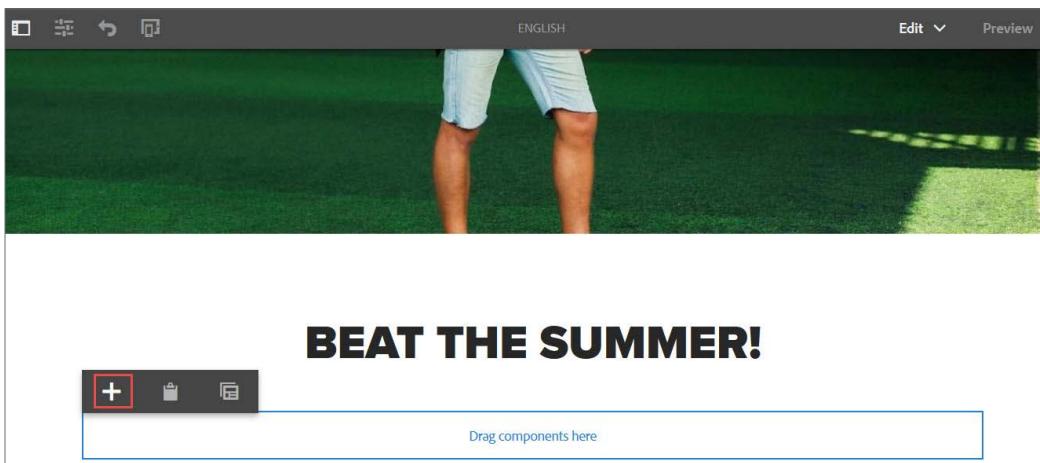
12. Select the **Title** component, and then click **Edit** (pencil icon) from the component toolbar.



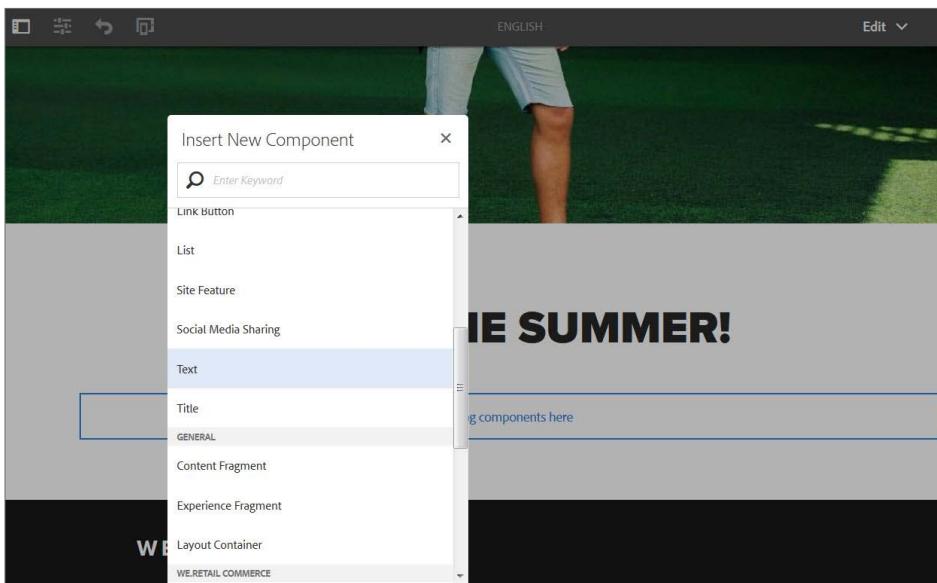
13. Edit the existing content and add text to it as shown in the following screen shot:



14. Select the **Drag components here** below the title component, and then click the plus icon (+) from the component toolbar.



15. Select the **Text** component from the **Insert New Component** dialog box.



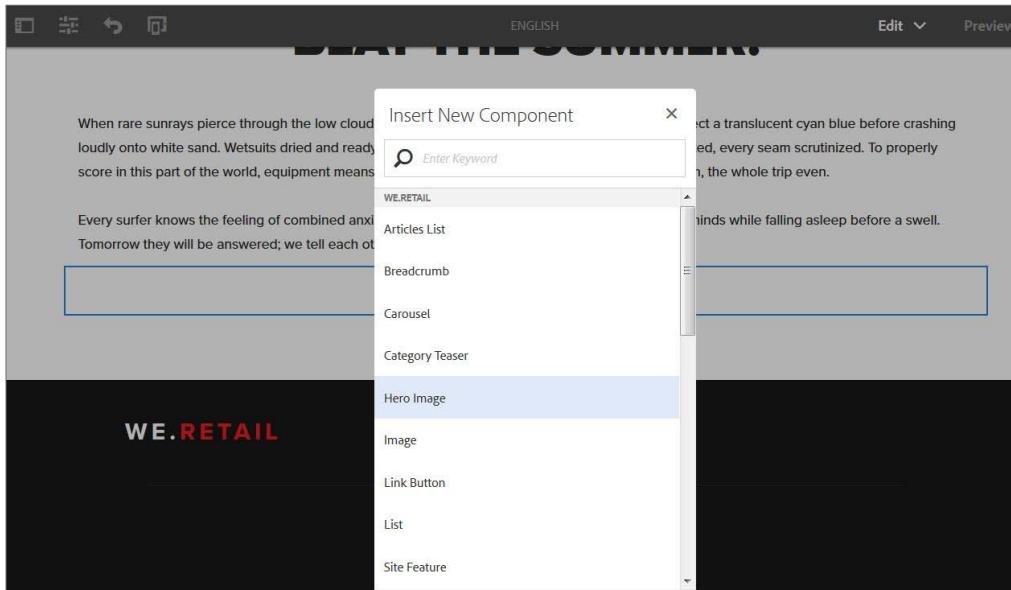
16. Click the **Text** component, and then click the **Edit** icon from the component toolbar.
17. Add a paragraph of sample text to the **Text** component. You can copy the sample text from the **Sample.txt** file available in **Module 2_Basic Authoring Skills > Exercise Files** folder on your file system.

When rare sunrays pierce through the low clouds, the scenery reveals its vibrancy, as the waves reflect a translucent cyan blue before crashing loudly onto white sand. Wetsuits dried and ready, fresh wax coat on the surfboards. Tents are inspected, every seam scrutinized. To properly score in this part of the world, equipment means everything, and any inconsistency can ruin a session, the whole trip even.

Every surfer knows the feeling of combined anxiety and excitement, the questions that linger in our minds while falling asleep before a swell. Tomorrow they will be answered; we tell each other before updating the charts just one last time.

18. Select the **Drag components here** below the text component, and then click the plus icon (+) from the component toolbar.

19. Select the **Hero Image** component from **Insert New Component** dialog box.

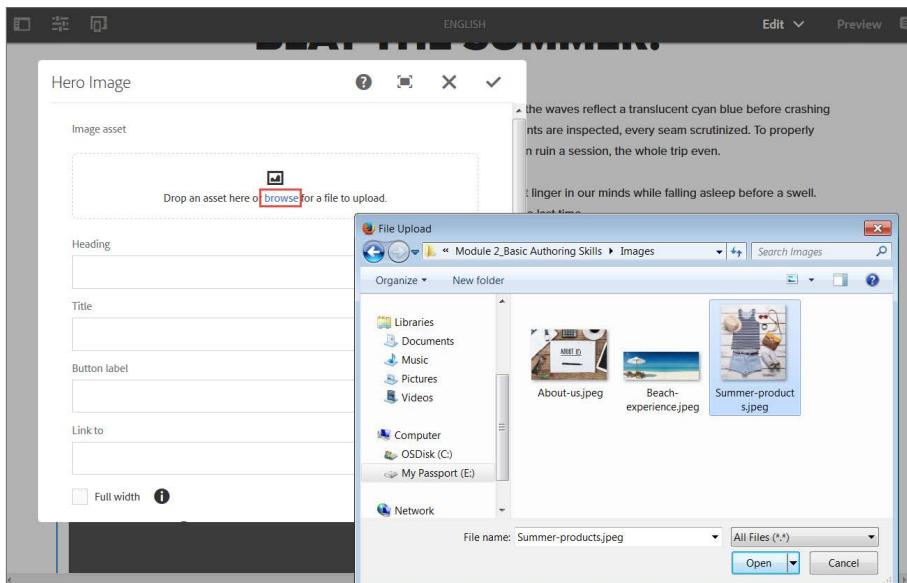


20. Similarly add two Hero Image components below the first hero image component.

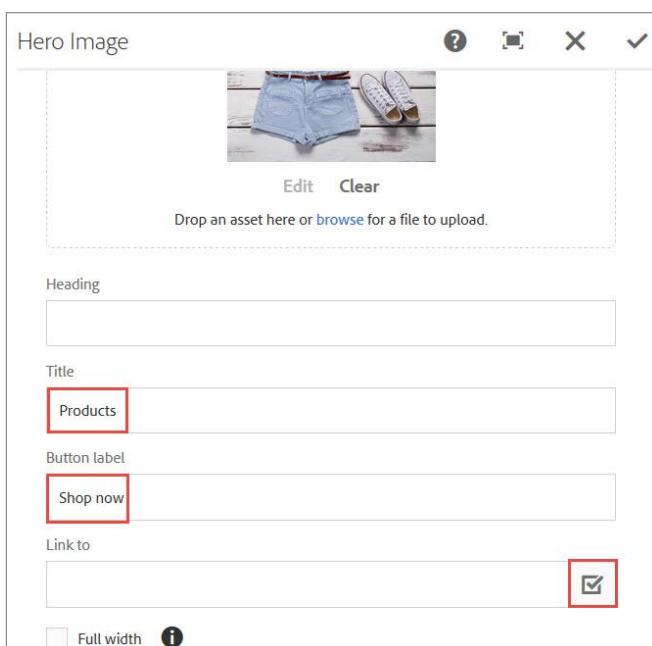
21. Select the first hero Image component, which is below the text component, and then click the **Configure** icon from the component toolbar.



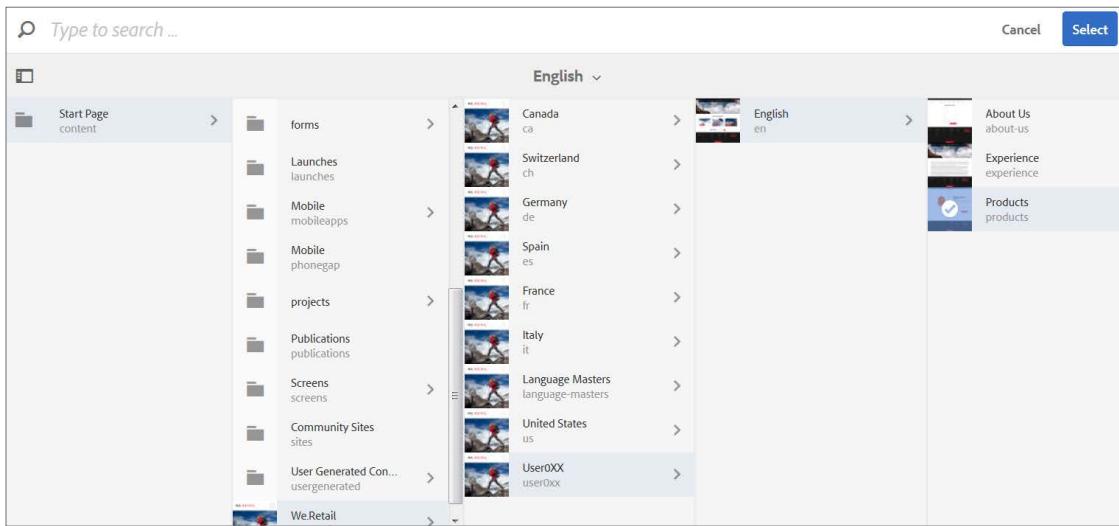
22. On the hero Image dialog box, click browse from the **Image Asset** field.
23. Navigate to **Exercise Files > Module 2_Basic Authoring Skills > Images** folder on your file system.
24. Select the **Summer-products** image for the hero image, and click **Open**.



25. Add a **Title**, **Button Label**, and then click the **Open Selection Dialog** icon beside the **Link to** field.



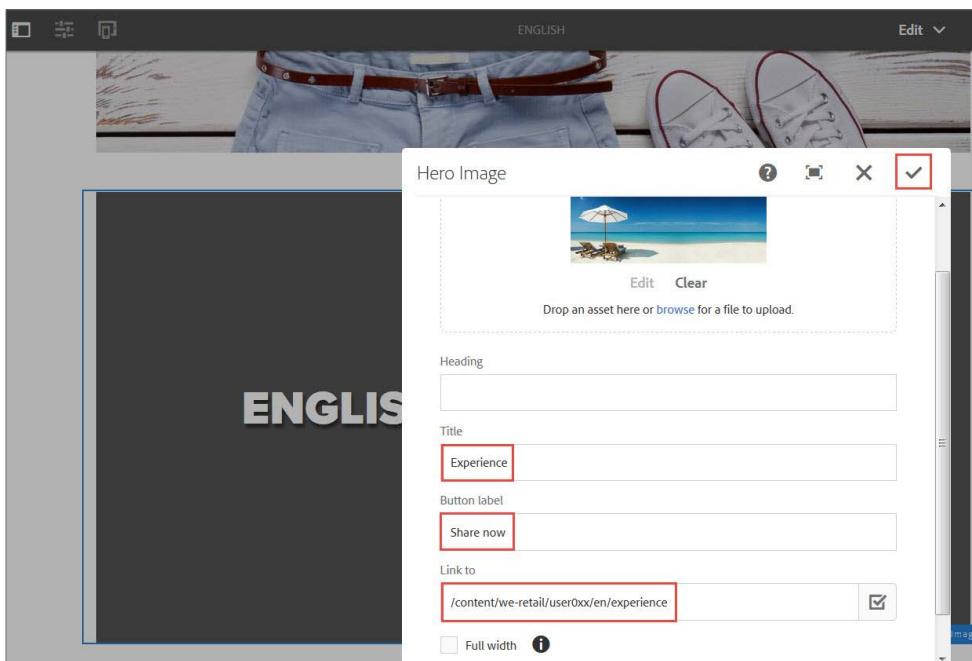
26. Navigate to **We.Retail > User0XX > English**, select the **Products** page, and then click **Select**.



27. Click **Done** (the checkmark icon) from the **Hero Image** dialog box.

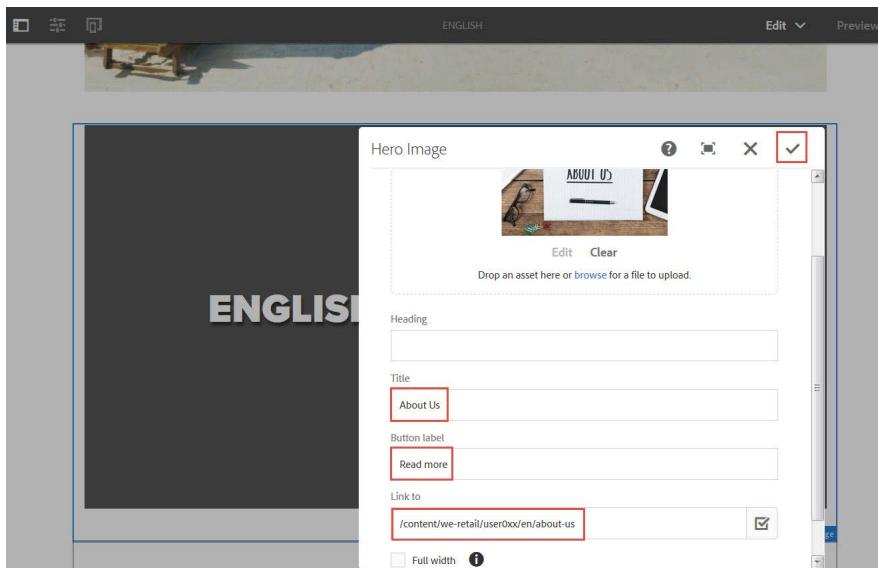
28. Similarly, select the second hero image component, add the **Beach-experience** image, **Title**, and **Button Label**.

29. On the **Link to** field, add **Experience** page of **English > User0XX**, and then click **Done**.



30. Similarly, select the third hero image component, add the **About-us** image, **Title**, and **Button Label**.

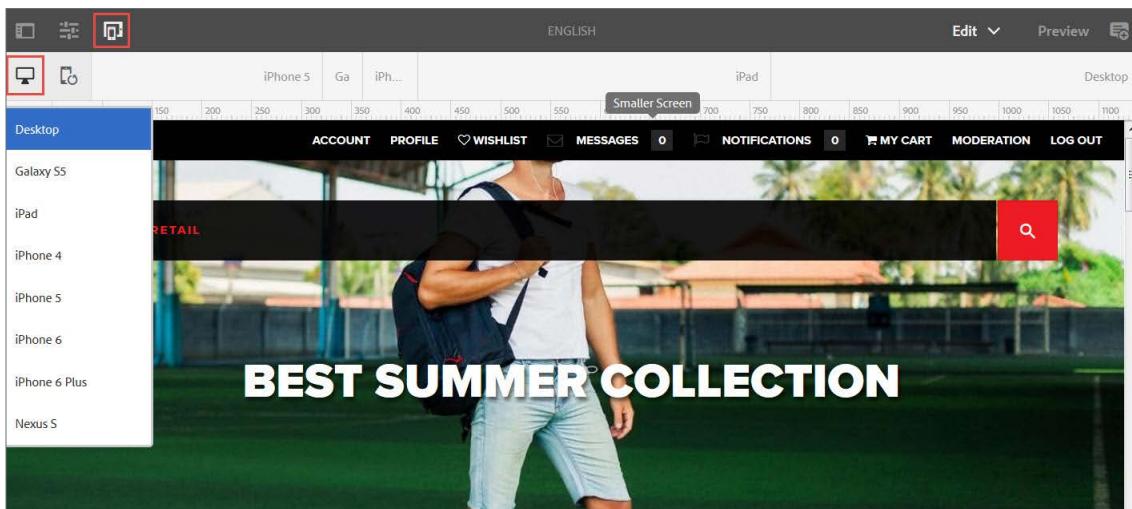
31. On the **Link to** field add **About Us** page of English > User0XX, and then click **Done**.



Now the page has a text component with three hero image components in a singular column. Let's change the layout to align two hero image components beside each other by editing the responsive layout.

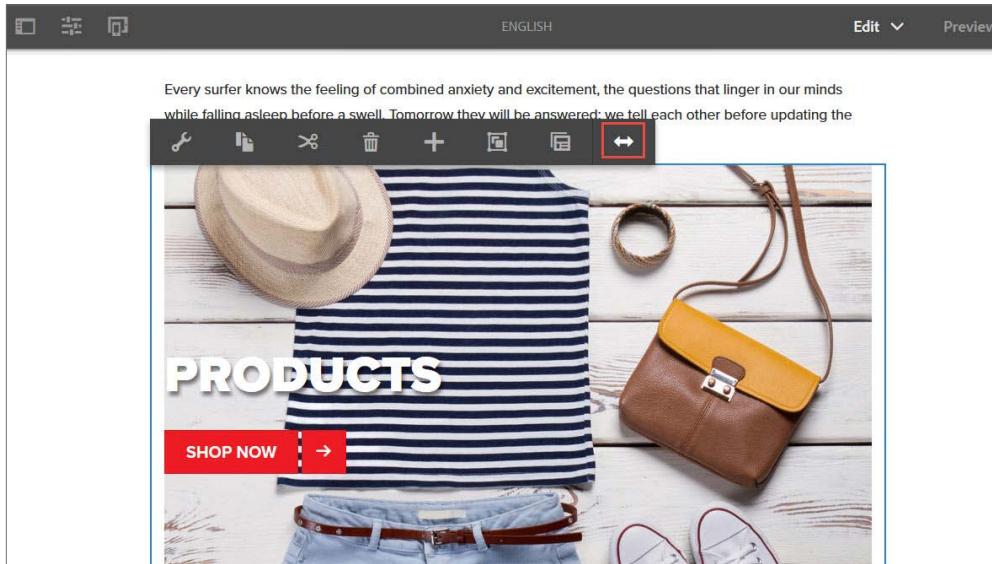
To edit the responsive layout:

32. Go to the upper-left corner and ensure you are viewing the page on the **Desktop** emulator.

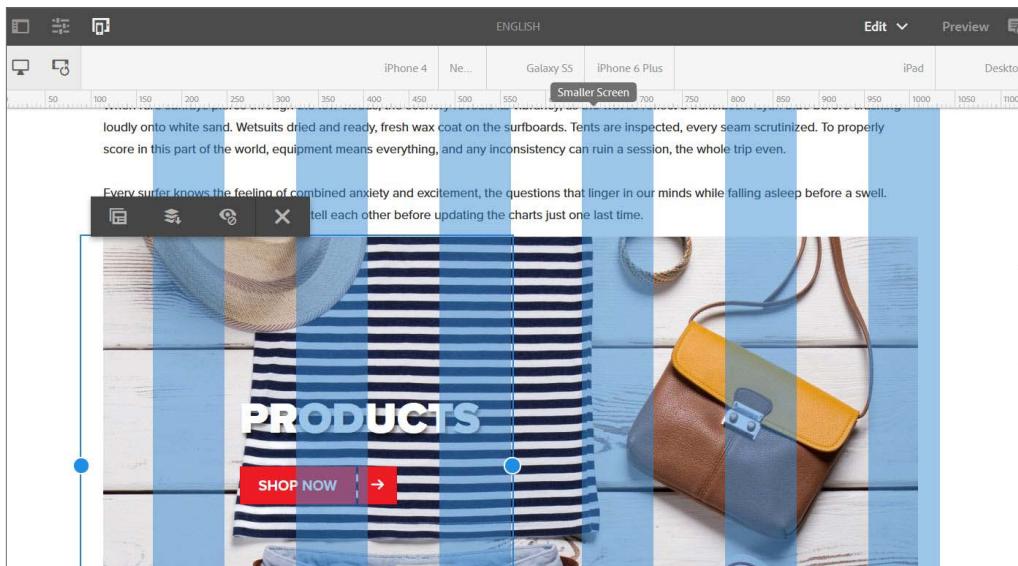


33. Select the inline **Layout** icon from the component toolbar or select **Layout** mode from the **Edit** drop-down menu.

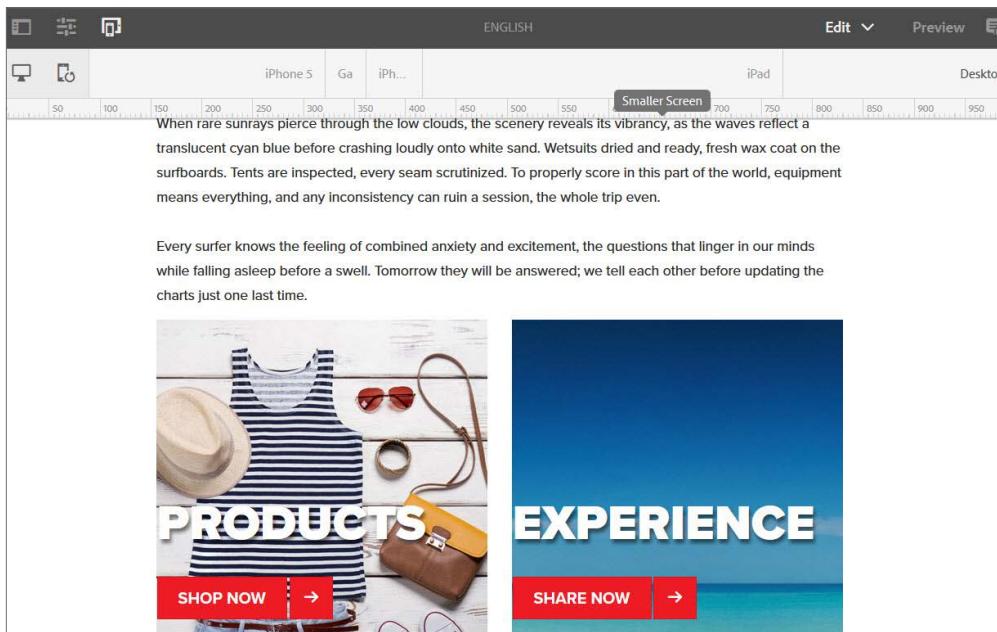
34. For this task, click the **Products** hero image component and select the inline **Layout** icon.



35. Use the blue dot to resize the component. Span the blue dots to occupy six columns. (Drag the blue handler towards the right of the component).

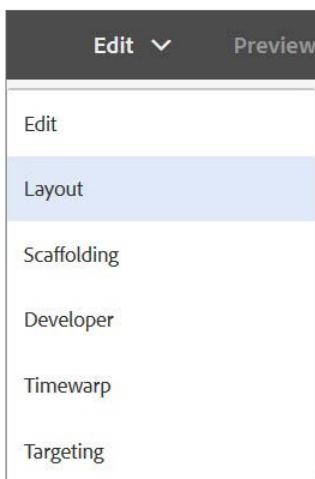


36. Scroll down and do the same for **Experience** hero image component except drag the handler to the left of the component. The two images will rearrange themselves in the layout. The page will now look similar to the below screen shot:

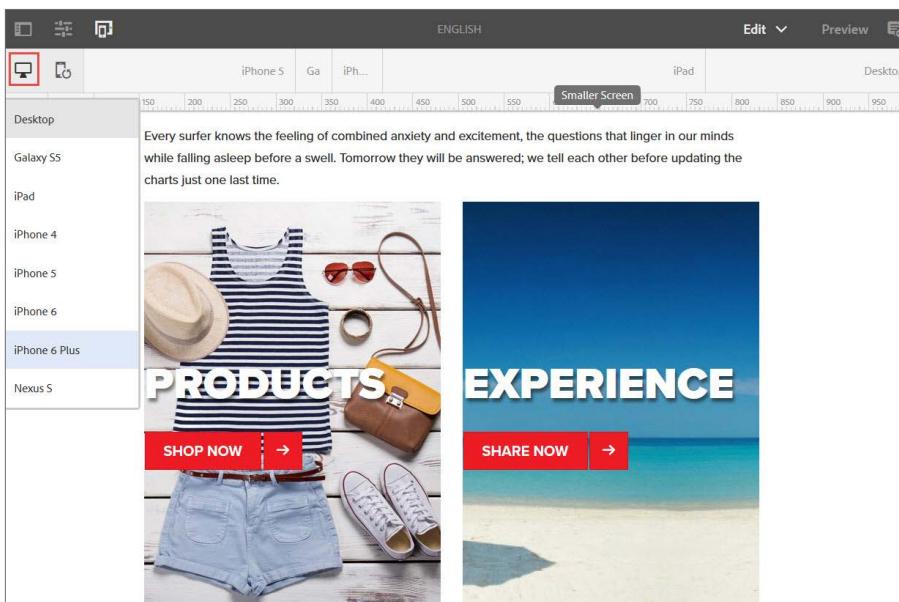


37. Do not make any changes to the **About Us** hero image component.

38. Select the **Layout** mode from the **Edit** drop-down menu.



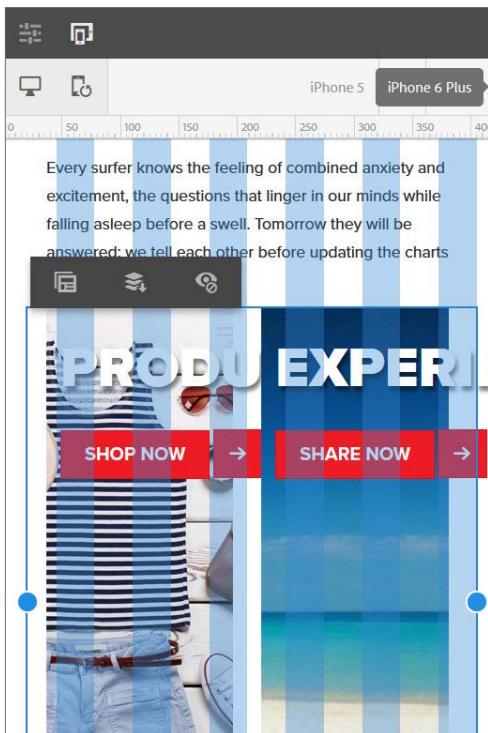
39. Select iPhone 6 Plus from the emulator to view how the page looks in iPhone 6 Plus.



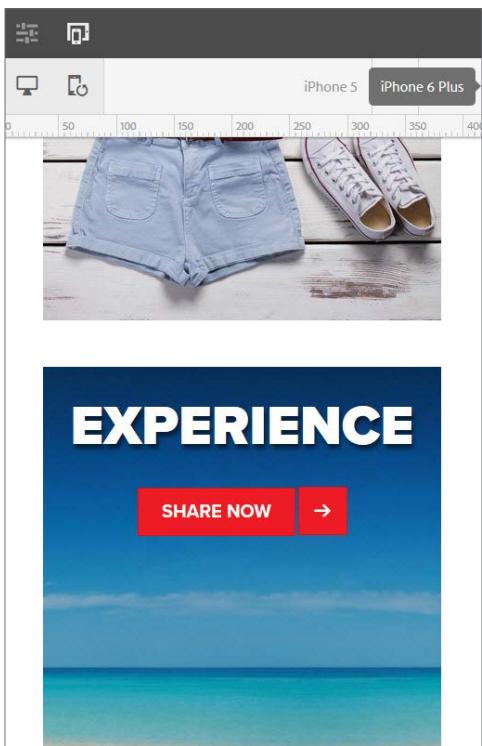
In iPhone 6 Plus, you will notice the hero image components are overlapping on one another. Let's change it to a single column to make the components float freely in the layout.

40. In the iPhone 6 Plus emulator, select the Products hero image component.

41. Span the content to 12 columns by using the blue handlers.



42. Perform the same for **Experience** hero image component. It will align below the **Products** hero image component.

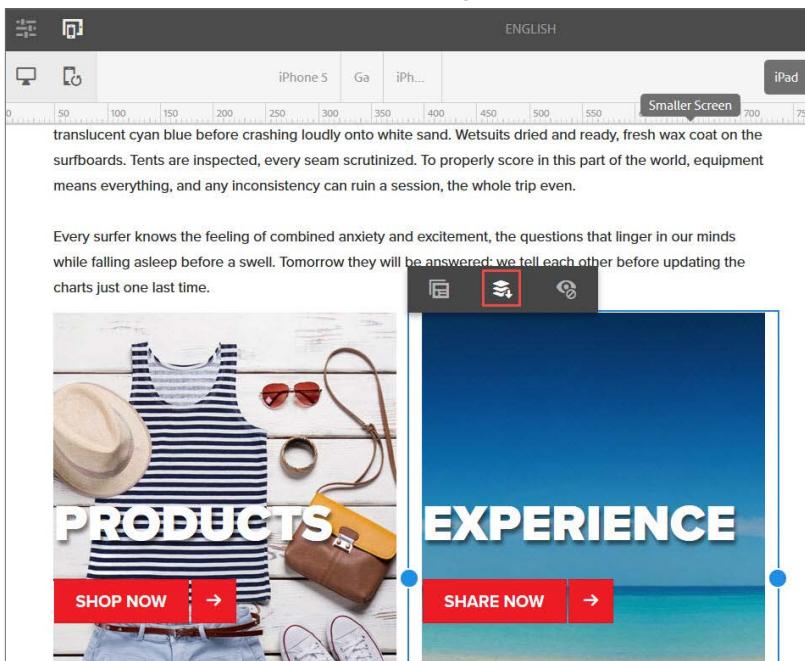


Perform the following manipulations on the responsive layout to realign the components of the page:

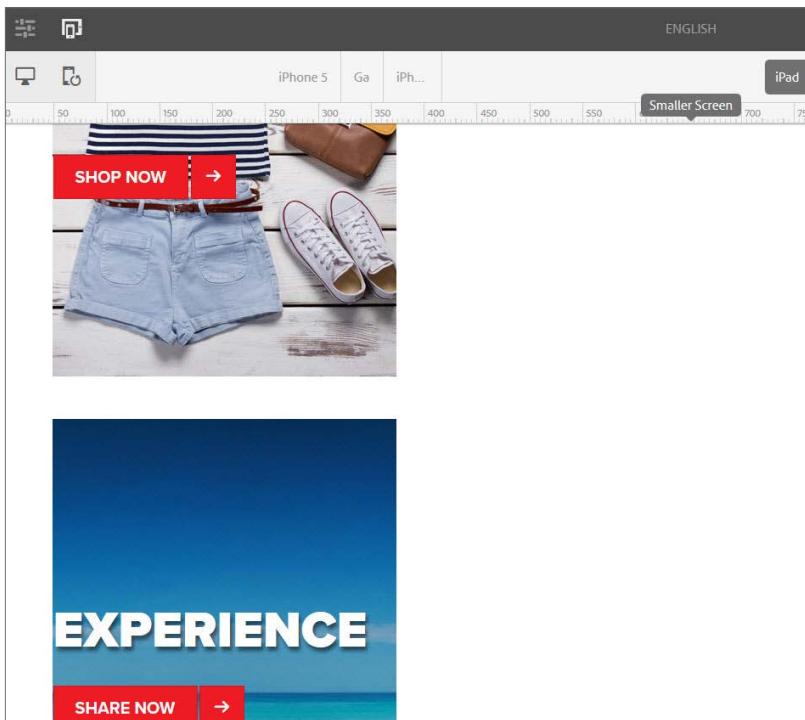
- Float to new line
- Hide component
- Rotate device

43. Select iPad from the emulator toolbar.

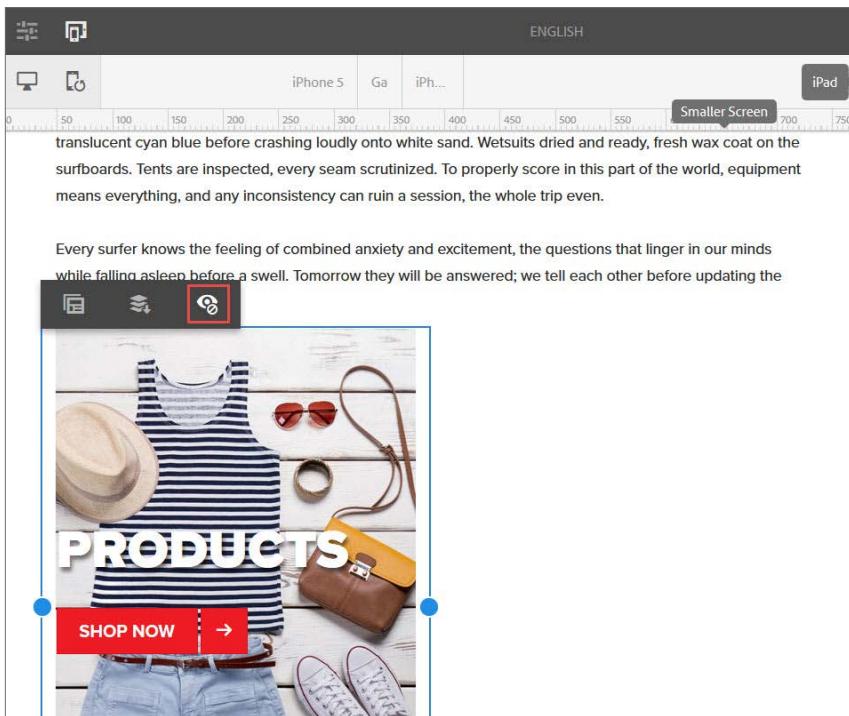
44. Select the Experience hero image and click **Float to new line** icon from the component toolbar.



This moves the component to a new line within the layout, and prevents the haphazard content flow.



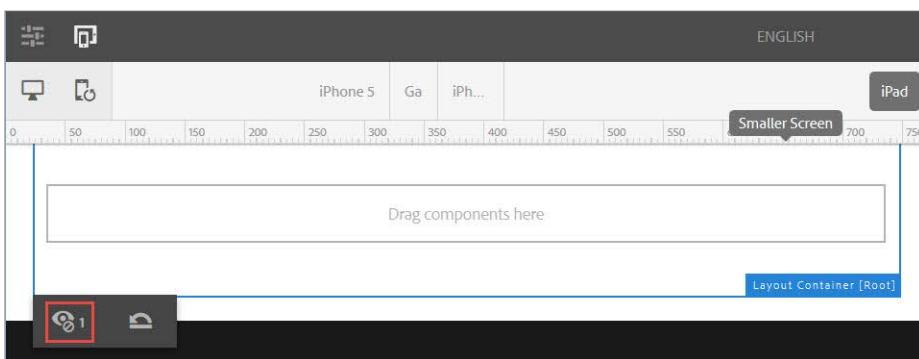
45. Select the **Products** hero image and click **Hide component**. This hides the component from the layout.



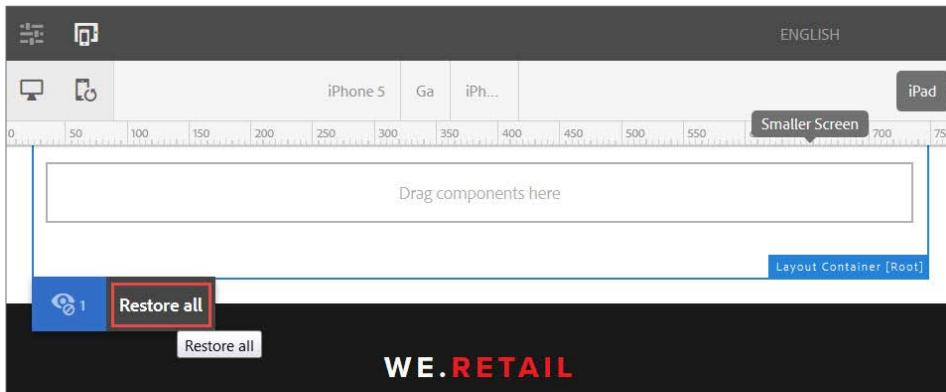
You can restore the hidden components of the layout.

To restore the hidden components:

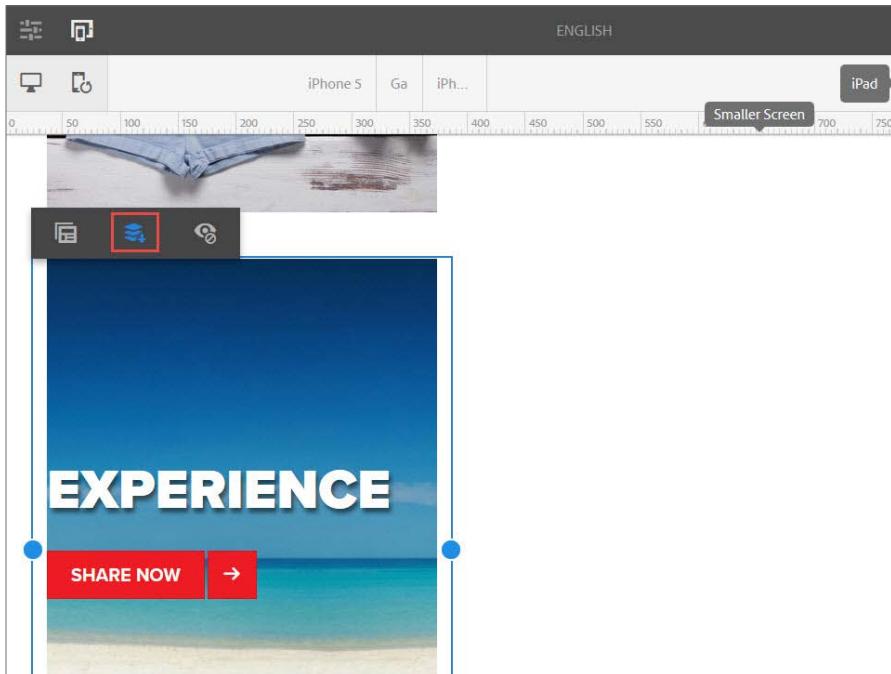
46. Select the **Layout Container**, then click **Show hidden components**.



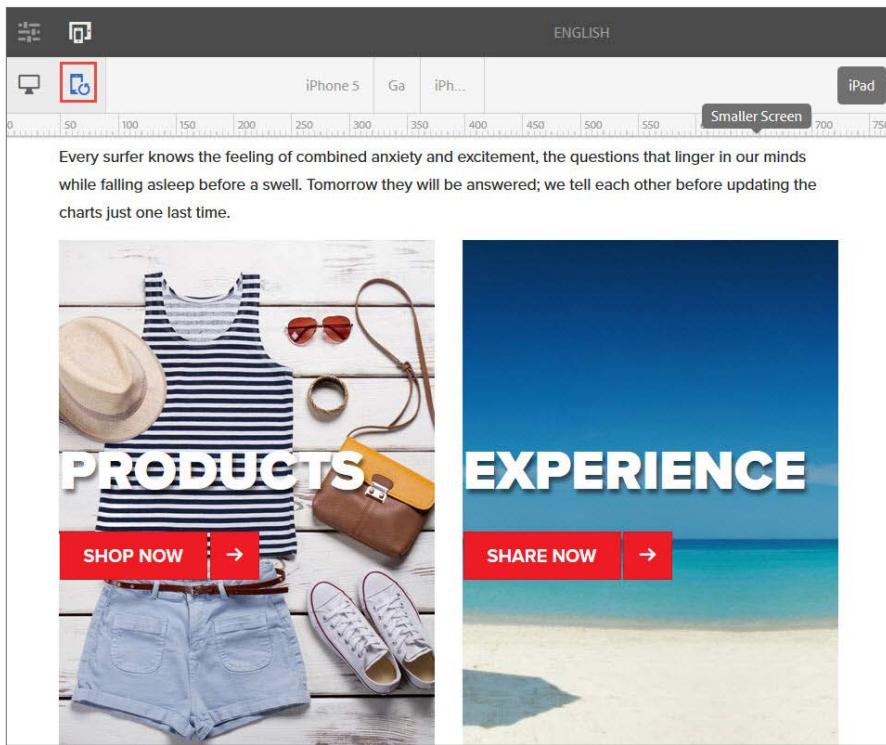
47. Click **Restore all** to view the hidden components in the layout. The hidden image component will be visible within the layout.



48. Click the **Experience** hero image, and then click **Float to new line** to bring it back beside the **Products** hero image.

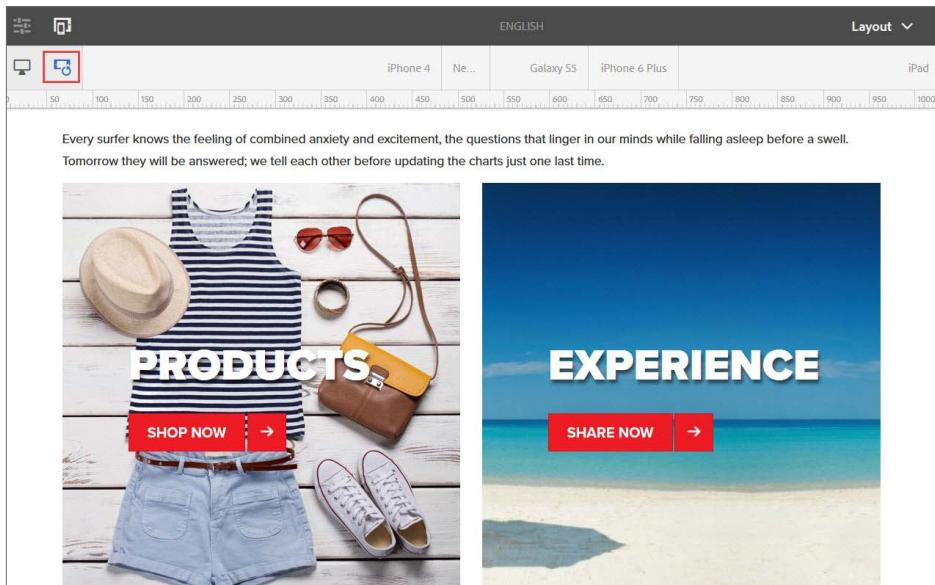


49. Click **Rotate device** from the emulator toolbar.

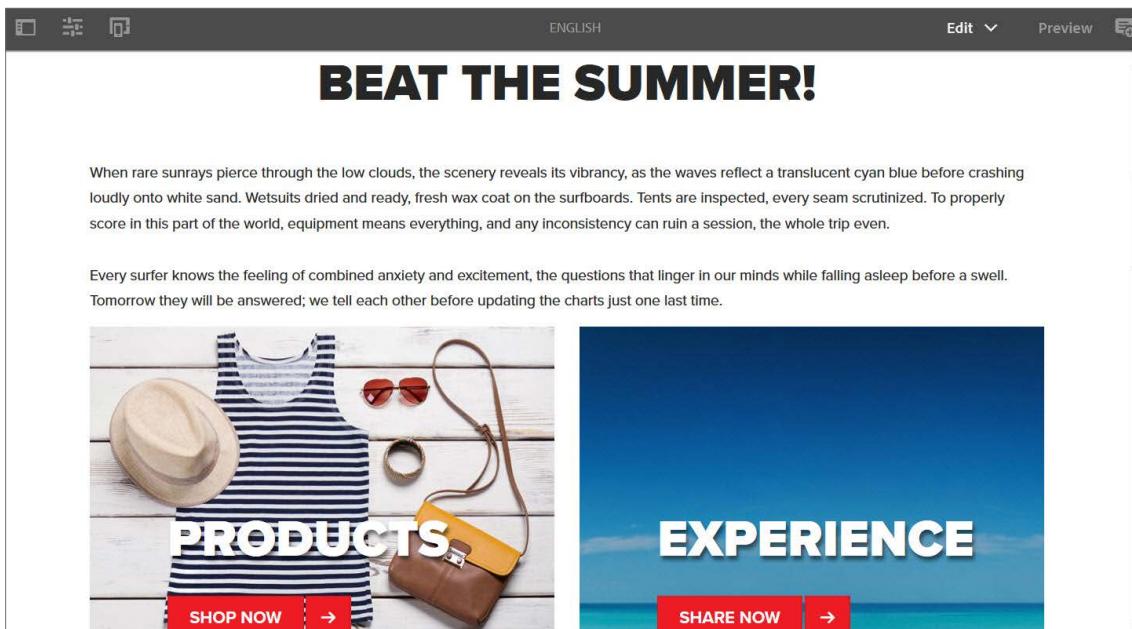


This shows how the page looks in horizontal view. By default, the emulator is in vertical view.

50. Click **Rotate device** again to view the page in vertical view.



51. Click **Desktop** from the emulator toolbar.
52. Click **Layout** from the toolbar and then select **Edit** from the drop down.
53. Click the Emularor icon from the page toolbar to close the emulator toolbar. The page will look similar to the following screenshot:



Page Properties

Each page has properties. You can define the required properties for a page. Pages properties are grouped into the following groups:

- Basic
- Advanced
- Thumbnail
- Social Media
- Cloud services
- Personalization
- Permissions

Pages have additional page properties depending on the nature of the page. These properties include:

- Blueprint
- Live Copy

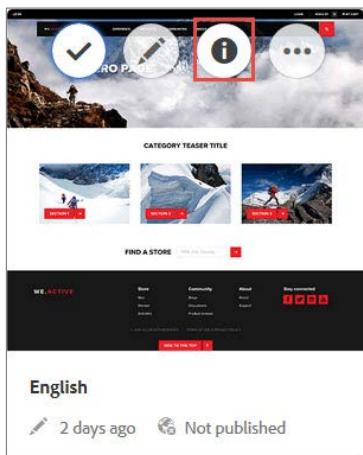
You can view and edit the page properties from:

- Quick actions
- Selection mode
- Page Information

Viewing Page Properties

Quick Actions

From the **Sites** console, hover over a page (ensure you are in Card View), and then click Properties from quick actions.



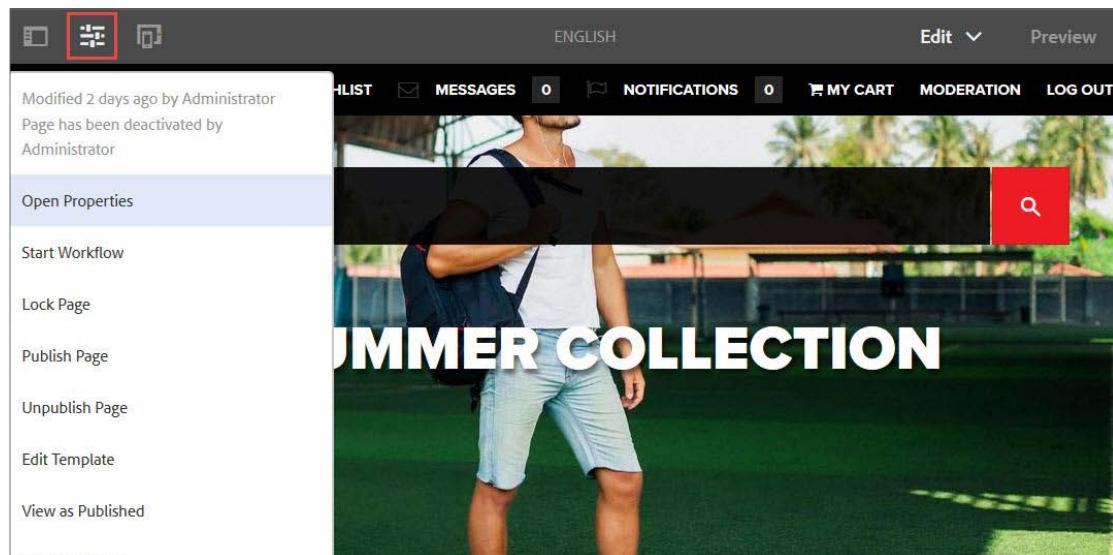
Selection Mode

From the **Sites** console, select a page (selection mode is available in all the views), and then click Properties from the actions bar.

A screenshot of the AEM Sites console in Selection Mode. The top navigation bar has tabs for "Create", "Edit", "Properties" (which is highlighted with a red box), "Lock", "Copy", "Move", and "1 selected X". Below the navigation, there's a tree view under "User0XX" showing various site structures. A specific page named "We.Retail" is selected. To its right, a detailed view shows its children: "Canada ca" (with a checked checkbox), "Switzerland ch", "Germany de", "Spain es", and "France fr". Each child item has a "More" button to its right.

Page Information

Open the page, click **Page Information** from the page toolbar, and then click **Open Properties** from the dropdown.



Basic

The following table describes the properties on the Basic tab:

Tab	Properties	Description
Basic	Title and Tags	
	Title	Displays the title of the page seen in Sites Card and other views
	Tags	Adds or removes tags from the page
	Hide in Navigation	Indicates whether the page is shown or hidden in the page navigation
	More Titles and Description	
	Page Title	Displays the title to be used on the page
	Navigation Title	Specifies a separate title for use during navigation and if it is empty, the title will be used
	Subtitle	Specifies a subtitle for use on the page
	Description	Describes the purpose of the page
	On/Off Time	
	On Time	Displays the time at which the published page will be activated and is kept dormant until the specified time when published
	Off Time	Displays the time at which the published page will be deactivated
	Vanity URL	
	Vanity URL	Adds a shorter and more expressive URL to the page
	Redirect Vanity URL	Indicates whether you want the page to use the vanity URL

 **TIP:** When adding a Vanity URL to a page, make sure the value is unique and easy to remember, use, and share.

Advanced

The following table describes the properties on the Advanced tab:

Tab	Properties	Description
Advanced	Settings	
	Language	Displays the language of the page
	Design	Indicates the design used for this page
	Alias	Specifies an alias used with this page
	Templates Settings	
	Allowed Templates	Defines the list of templates that will be available within this sub-branch
	Authentication Requirement	
	Enable	Enables the use of Closed User Groups (CUGs)
	Login Page	Helps set the authentication by using a designated logon page
	Export	
	Export Configuration	Specifies the page export configuration

Thumbnail

The following table describes the properties on the Thumbnail tab:

Tab	Properties	Description
Thumbnail	Generate Preview	Generate a preview of the page used as a thumbnail
	Upload Image	Upload an image to use as thumbnail

Social Media

The following table describes the properties on the Social Media tab:

Tab	Properties	Description
Social Media	Enable user sharing for Facebook Pinterest	Defines the sharing options available on the page and exposes the options available to the Sharing core component
	Preferred XF variation	Defines experience fragment variation used for generating meta-data for page

Cloud Services

The following table describes the properties on the Cloud Services tab:

Tab	Properties	Description
Cloud Services	Add Configuration	Helps add the logic and structure for storing service configurations.

Personalization

The following table describes the properties on the Personalization tab:

Tab	Properties	Description
Personalization	ContextHub Path	Specifies the path to ContextHub
	Segments Path	Specifies the path to segments associated with the page
	Brand	Helps select a Brand to specify the scope of Targeting

Permissions

The following table describes the properties on the Permissions tab:

Tab	Properties	Description
Permissions	Closed User Group	Helps edit the Closed User Group (CUG) configurations
	User or Group	Helps add users and groups to the page

You can view blueprint and live copy tabs only if a site contains blueprint or live copy pages.

In Adobe Experience Manager, Multi Site Manager helps create a site called live copy based on another site called blueprint when you want to have multinational sites, multilingual sites, and sites with different output channels.

Blueprint

The following table describes the properties on the Blueprint tab:

Tab	Properties	Description
Blueprint	Current Live Copies	Specifies the path of live copies associated with the blueprint
	Rollout Configuration	Specifies the rollout configurations for the blueprint



NOTE: Blueprints let you push content changes to Live Copies. It provides a central location for administering the sites that use it as a source.

Live Copy

The following table describes the properties on the Live Copy tab:

Tab	Properties	Description
Live Copy	Source	Displays the source page of the live copy page
	Status	Indicates the synchronization status of the live copy
	Configuration	Indicates whether the page is still subject to live copy inheritance, the rollout configuration the live copy uses, and whether the configuration is inherited from the parent page

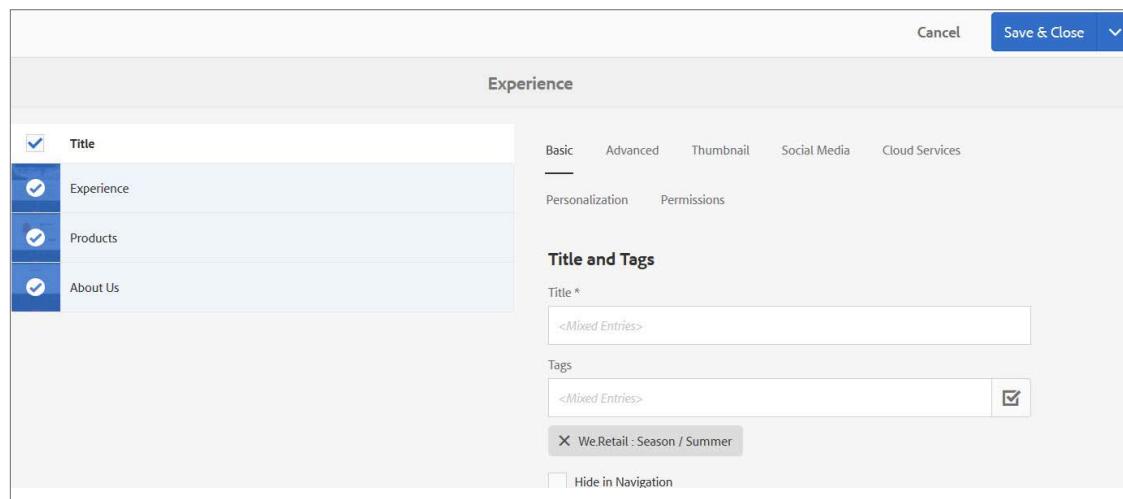
 **DID YOU KNOW:** Live Copy status includes whether the live copy is up to date with the source, when the last synchronization occurred, and who performed the synchronization.

Editing Bulk Page Properties

Adobe Experience Manager helps you edit properties of multiple pages using a special feature called Bulk editing.

In Bulk editing, you can:

- Select multiple pages and add common properties to all the pages.
- Update values in the fields available. The new values will be applied to all the selected pages.
- Append a new value or remove a common value. Fields that are common, but have different values across various pages, are marked with a special value such as the text <Mixed Entries>.



 **WARNING:** You can only bulk edit pages that share the same resource type and are not part of a live copy.

Lab Activity - II

Task 2.3: Edit properties of a page

In this task, you will learn how to redirect a page request to another page within a site from page properties.

1. From the **Sites** console, navigate to **We.Retail** and select **User0XX** page.
2. Click **Edit** from the actions bar. This will open the User0XX page in a new tab of the browser.

Page	Language	Actions
Campaigns	ca	
Screens	ch	
Community Sites	de	
We.Retail	es	
	fr	
	it	
	language-masters	
	United States	
	User0XX	

We.Retail

User0XX

Title: User0XX
Name: user0xx
Template: Redirect Page
Modified: 7 hours ago
Modified By: Administrator
Language: English
Published: Not published

Un-publication Pending: #0 in the queue.

3. Notice the page contains "This page redirects to" text in it.

This page redirects to

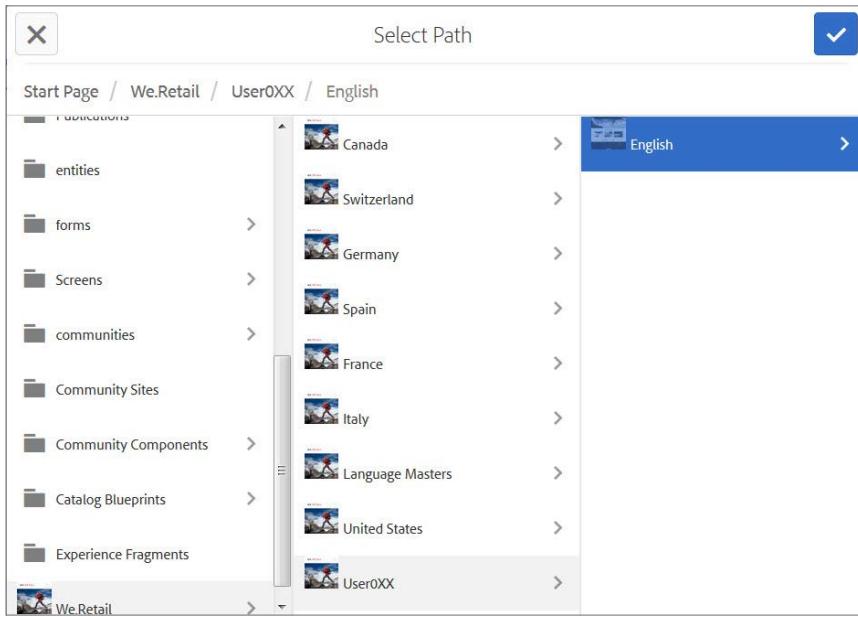
Let's add the English page as the redirect link. This will redirect all the requests of User0XX to the English page.

4. Switch to the previous tab of the browser.
5. From the **Sites** console, select **User0XX** page, and click **Properties** from the actions bar. This will open the page with User0XX properties.

Campaigns	Canada	ca		
Screens	Switzerland	ch		
Community Sites	Germany	de		
We.Retail	Spain	es		
	France	fr		
	Italy	it		
	Language Masters	language-masters		
	United States	us		
	User0XX	user0xx		

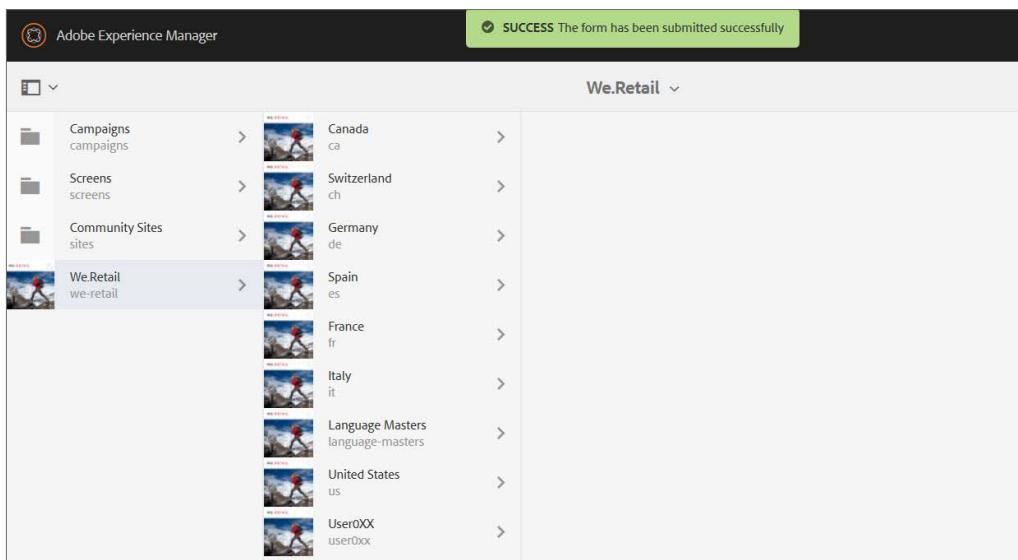
6. On the **Advanced** tab, click the **Browse** icon beside the **Redirect** field.

7. Navigate to **We.Retail > User0XX**, select the **English** page, and click the **Select** icon (blue checkmark).



8. Click Save & Close.

The form has been submitted successfully message appears as shown in the following screen shot:



9. From the **Sites** console, select the **User0XX** page, and click **Edit**.
10. After the page opens on a new tab, select **Preview** from the page toolbar.
Notice, the **English** page is added as the redirect link of **User0XX**.
11. Click **English**. This will open the English page in the same tab.

Task 2.4: Add a common property to multiple pages

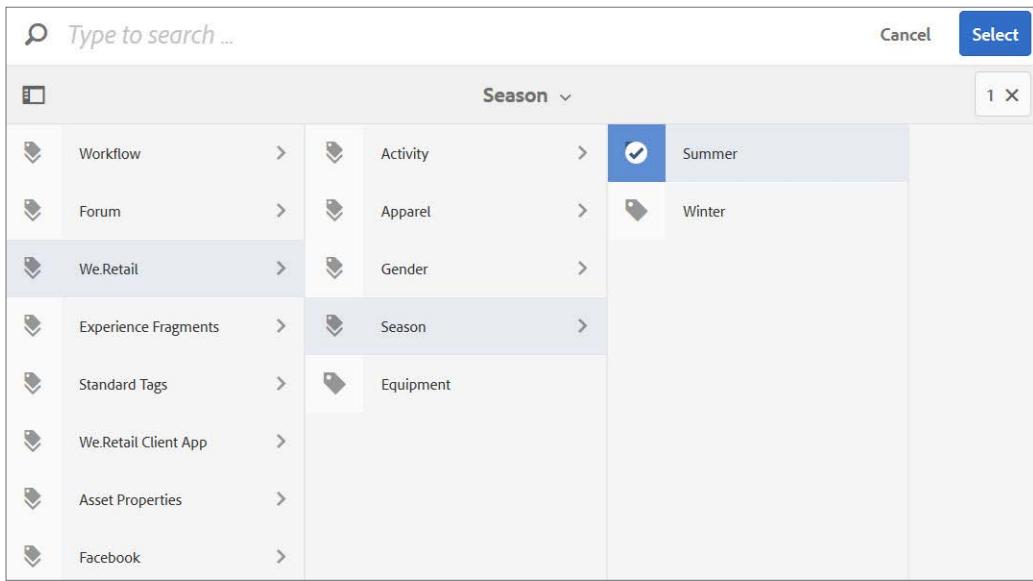
In this task, you will add a common property to multiple pages.

1. From the **Sites** console, navigate to **We.Retail > User0XX > English**.
2. Select **Products**, **Experience**, and **About Us** subpages.
3. Click **Properties** from the actions bar. You will be in bulk editing mode.

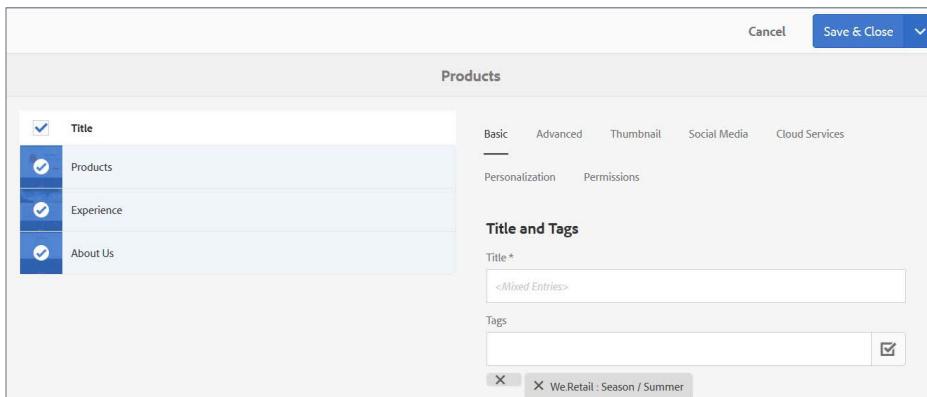
Let's add a common property such as a tag to all the selected pages.

4. On the Basic tab, click **Open Selection Dialog** from the **Tags** field, which is in the **Title and Tags** section.

5. Navigate to **We.Retail > Season** and select **Summer** tag, and then click **Select**.



The Summer tag is added to the pages.



6. Scroll down and locate the **Vanity URL** field.
7. Enter **Summer Collection** as the value of the field and click **Add**. Summer Collection will be added to the web address of selected pages. The Vanity URL can be used to find a specific page of your website.

8. Delete the additional field box, which is created below **Summer Collection** by using the delete icon, as shown in the following screen shot.

The screenshot shows the 'Vanity URL' configuration screen. At the top, there are 'Cancel' and 'Save & Close' buttons. The main area is titled 'Products' and contains a 'Vanity URL' section. Inside this section, there is a list of vanity URLs. The first item, 'Summer Collection', is highlighted with a red box. Below it, there is an empty field box, also highlighted with a red box. To the right of each field box are delete and move icons. An 'Add' button is located at the bottom of the list. A checkbox for 'Redirect Vanity URL' is present at the bottom left.

9. Click **Save & Close**.

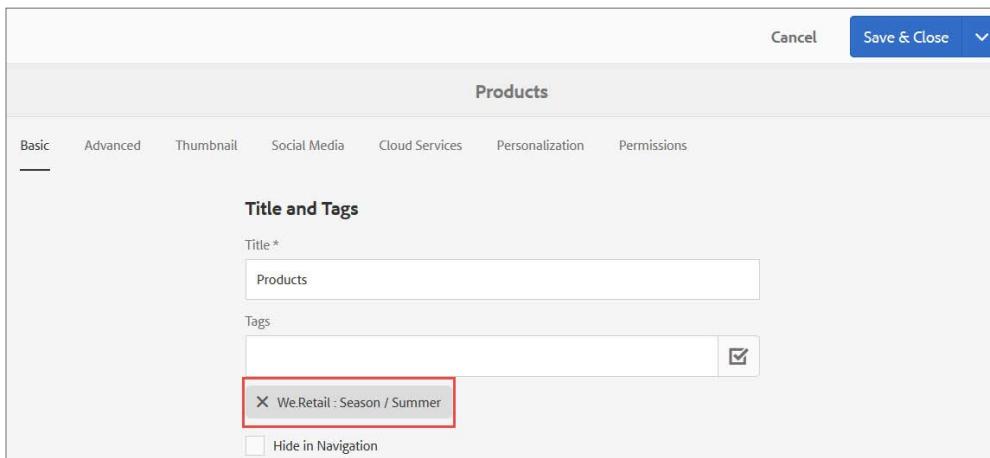
10. Click **Cancel** to navigate back to the **Sites** console.

To verify if the tag was added to the pages:

11. Select the **Products** subpage and click **Properties** from the actions bar.

The screenshot shows the 'Properties' view for the 'Products' subpage. The top navigation bar includes 'Create', 'Edit', 'Properties' (which is highlighted with a red box), 'Lock', 'Copy', 'Move', 'Quick Publish', 'Manage Publication', and 'Delete'. Below the navigation bar is a breadcrumb trail showing the site structure: English > Products. The page tree on the left lists various sites and their subpages, including 'Campaigns', 'Screens', 'Community Sites', and 'We.Retail'. Under 'We.Retail', the 'Products' subpage is selected and highlighted with a red box. The right side of the screen displays the properties for the 'Products' subpage, including fields for 'Products' and 'Experience'.

Notice how the Summer tag is added to the **Products** page.

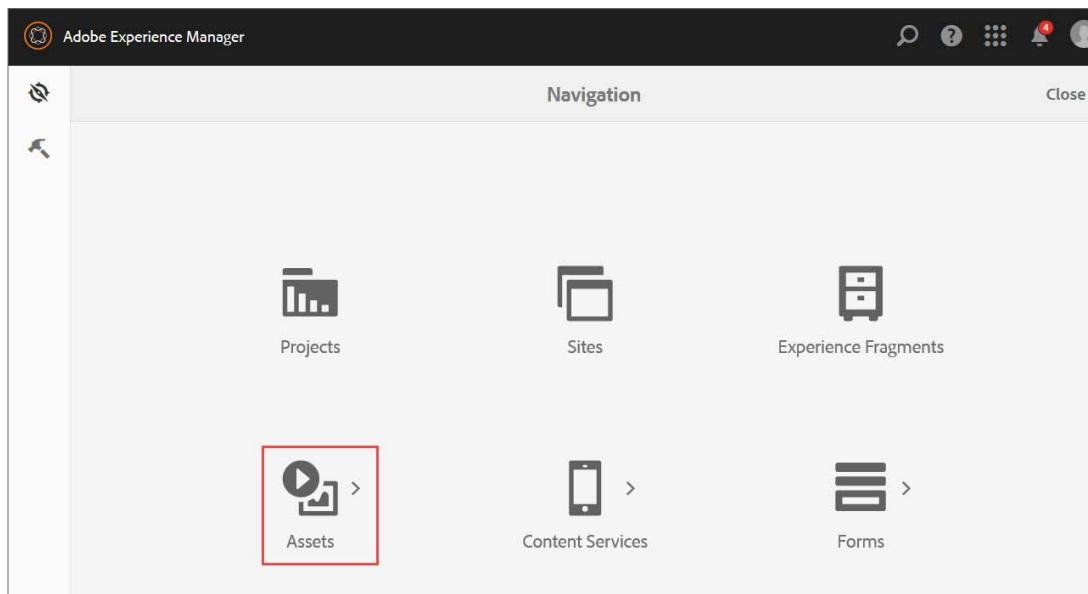


Similarly view the properties of Experience and About Us pages to ensure the Summer tag was added as a property.

Organizing and Managing Assets

In Adobe Experience Manager, an asset is a digital document, image, video, or audio. These assets are used in pages. The assets can have multiple renditions and sub-assets. Adobe Experience Manager supports JPEG, PNG, MP4, PDF, and so on.

All assets used in a website are grouped in the **Assets** console. You can access the **Assets** console from **Navigation**.



Organizing Assets

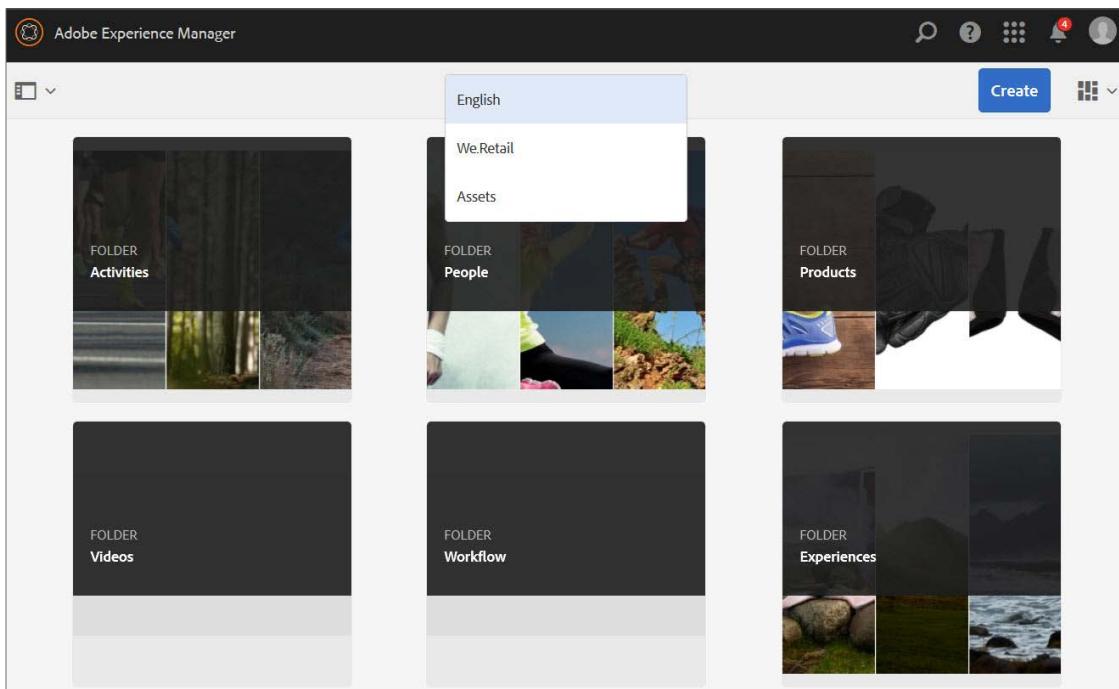
In the **Assets** console, you can organize assets in hierachial or adhoc ways:

Hierarchical

In the hierarchical way, folders are used to impose a consistent storage structure for your digital assets.

In the hierarchical way, you can:

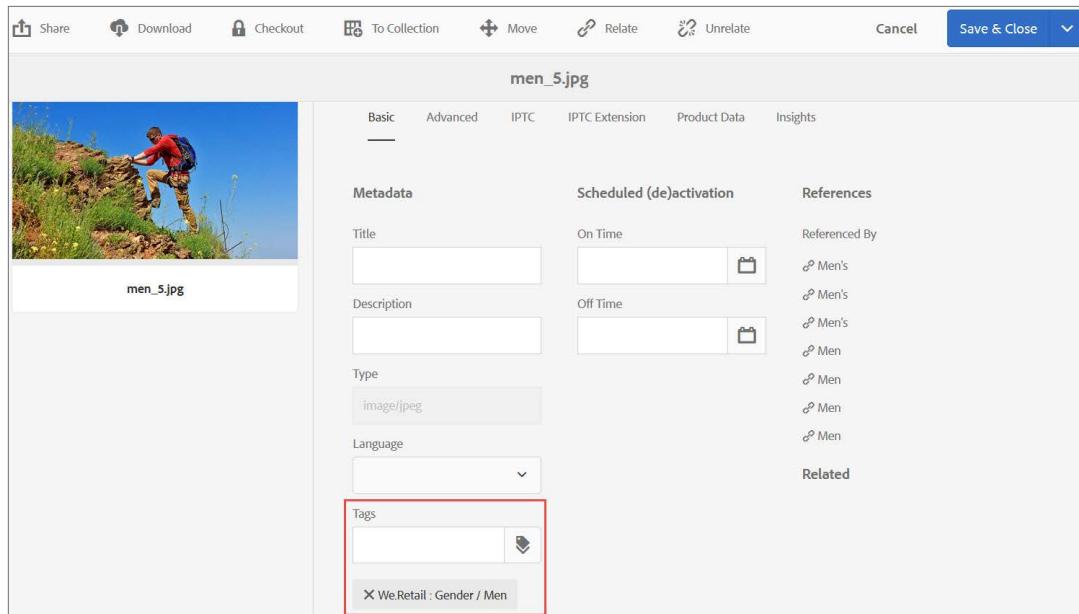
- Create public or private folders
- Organize and group asset folders, which are related to a specific task
- Create asset collections, so all related assets are available in one directory
- Assign different tasks to users, such as view assets within the folder or edit the assets, which they can perform on asset folders based on the privilege levels.



NOTE: A private folder is accessible only to the user who creates it. You can share your private folder with other users and assign different privileges.

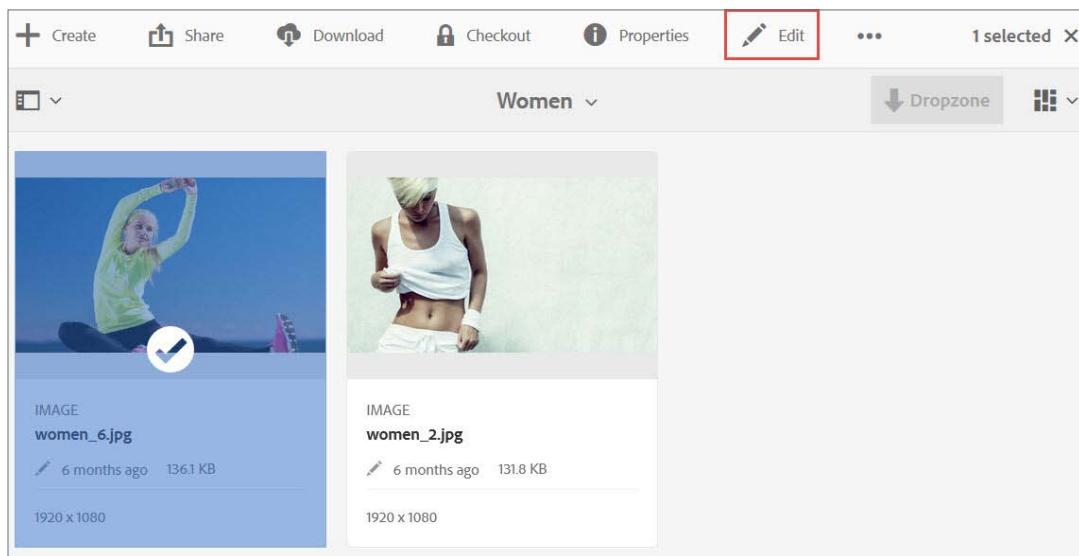
Adhoc

In the adhoc manner, you can edit asset properties and add tags to assets. Tags will help group assets, which belong to the same category and help you search for assets easily.

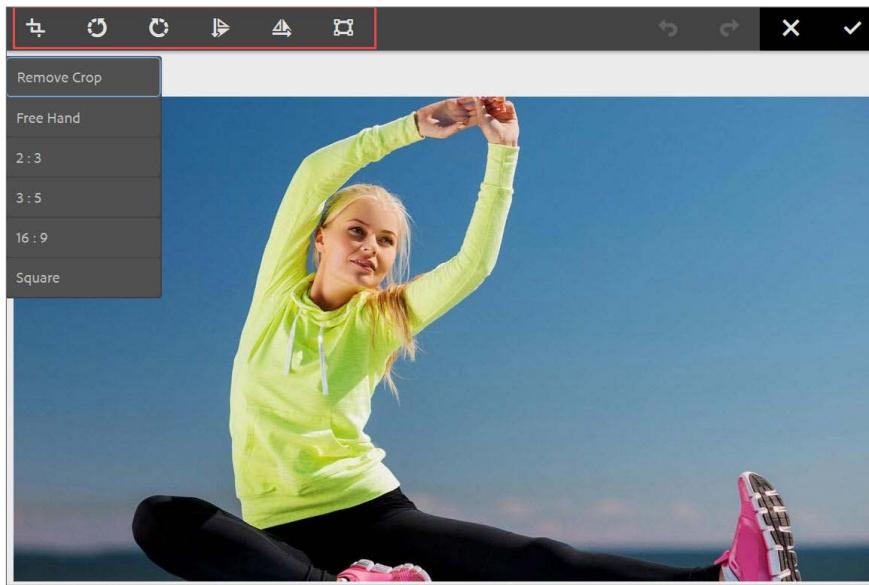


Editing Assets

To view or edit an asset, you need to select the asset by using the **Select** button and clicking **Edit** from the actions bar.



You can edit assets by using the Asset Editor. You can crop, rotate, and flip an asset according to your needs.



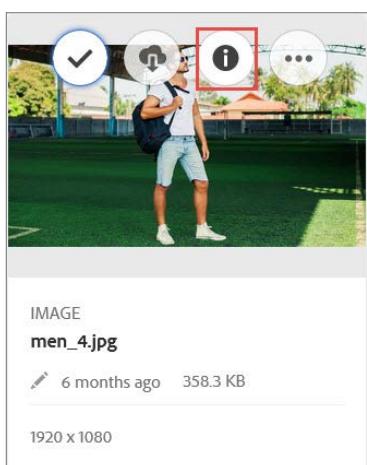
You can also perform the following actions on assets:

- Copy: Helps copy an asset from the source folder and paste it into the destination folder
- Delete: Helps select and delete an unwanted asset from the folder
- Move and Rename: Helps move and rename an asset from one folder to another without creating a copy of it in the source folder

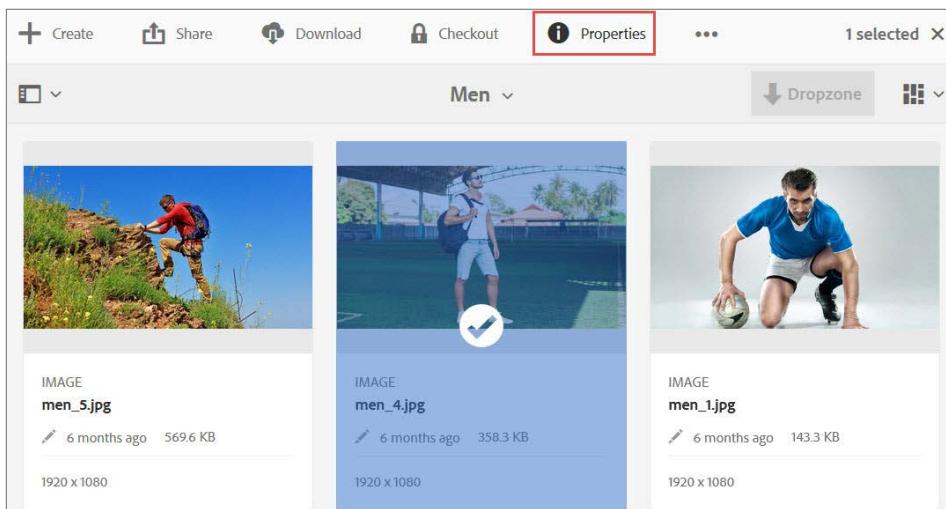
Editing Asset Properties

You can view and edit asset properties using quick actions and selection mode.

Quick Actions: Hover the cursor over an asset and click **Properties** from quick actions.



Selection Mode: Select an asset and click **Properties** from the actions bar.



All the asset properties are categorized into the following groups:

Tab	Description
Basic	Provides the data about assets , such as title, description, tags, type, scheduled activation date, and links to resources using the asset
Advanced	Provides details about the creator, contributor, copyright, expiry date, and the rating assigned to an asset
IPTC and IPTC Extension	Exposes the asset properties to marketers. Marketers can view, edit IPTC fields and their corresponding values.
Product Data	Specifies the product data details if the asset is associated with any product
Insights	Displays rating scores for assets to indicate their popularity

Content Fragments

Adobe Experience Manager content fragments help design, create, curate, and use page-independent content. They also help you create channel-neutral content with (possibly channel-specific) variations. You can use these fragments and their variations when authoring content pages.

Content fragments are stored as assets. You can create and maintain content fragments and their variations from the Assets console. In the page editor, the content fragment component (referencing component) helps page authors reference the required content fragment.

Content Fragments are a content type that:

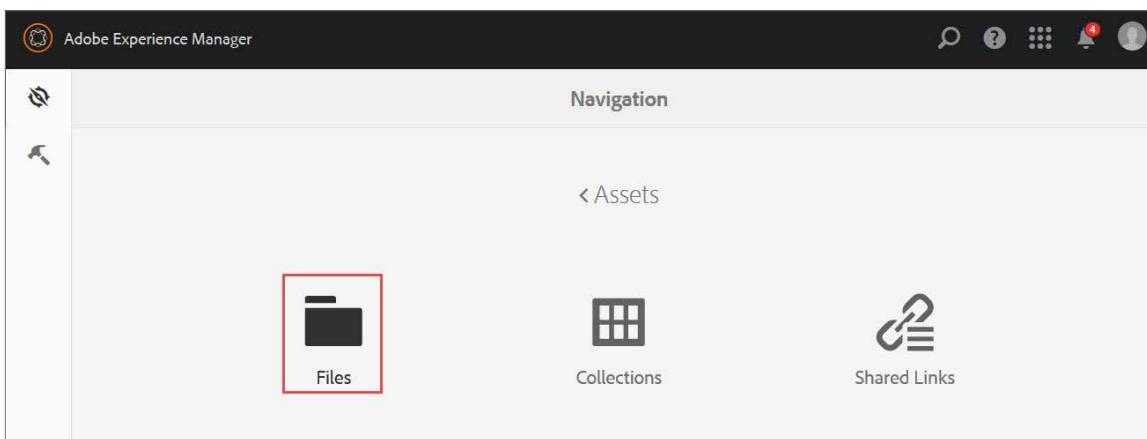
- Contain one or more text elements, references to associated assets such as images and videos called mixed media fragments
- Are independent from the delivery mechanism (for example, page and channel)
- Are defined by a Fragment Template

Lab Activity - III

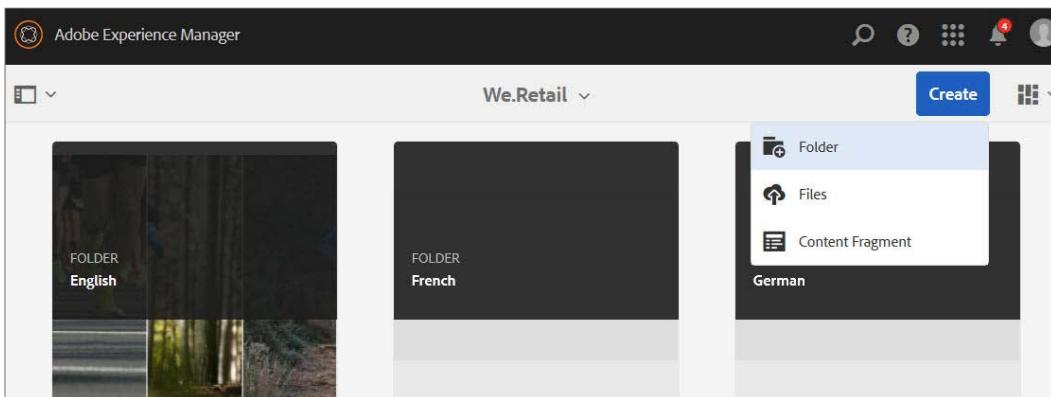
Task 2.5: Create a folder and upload assets to it

To create an asset folder:

1. From **Navigation**, click **Assets**, and then click **Files**.

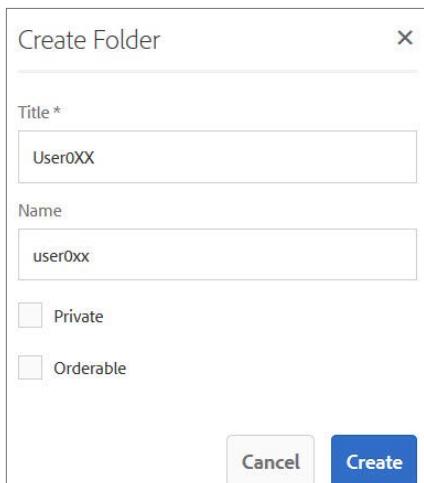


2. Navigate to the **We.Retail** folder, and click **Create > Folder** from the actions bar.



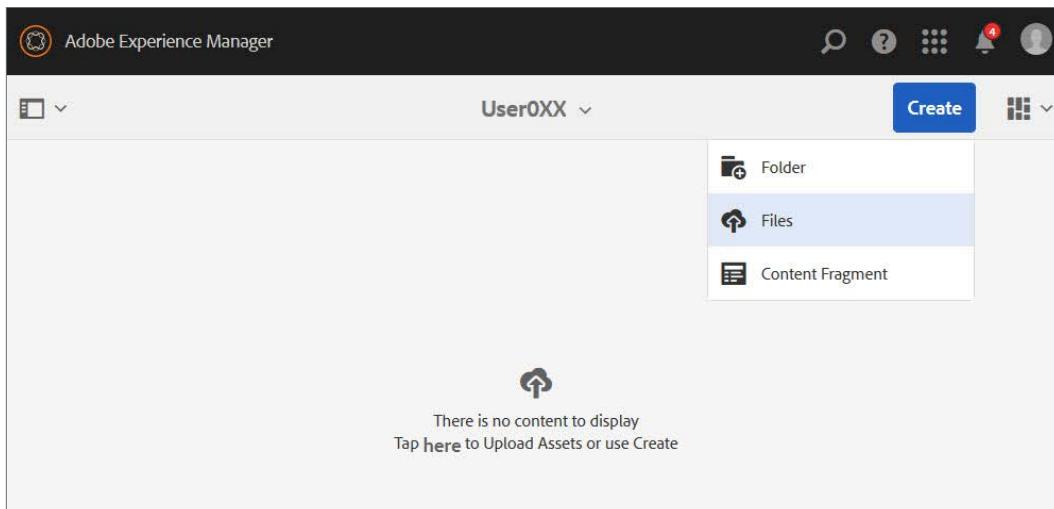
3. In the **Add Folder** dialog box, add **User0XX** as the title. By default, the asset folder uses the title as the name.
4. Select **Private** to ensure only you have access to this folder and select **Reorderable** if you want to reorder this folder. For this task, do not select either of the checkboxes.

5. Click **Create**. The new folder will be created in We.Retail folder.



To upload assets from your file system to the folder:

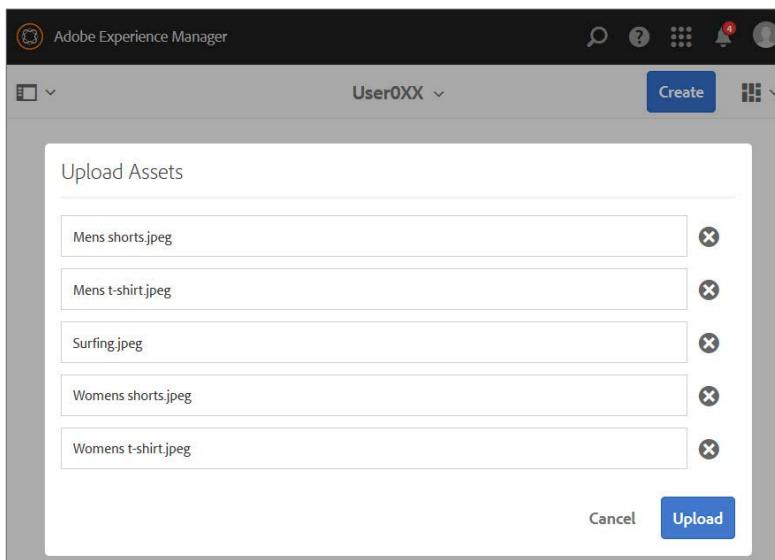
6. Click the **User0XX** folder to open it.
7. Click **Create > Files** from the actions bar. The **File Upload** dialog box appears.



8. Select all the images from **Assets > Module 2_Basic Authoring Skills > Exercise_Files** folder, which is available on your file system.
9. Click **Open** from the **File Upload** dialog box.



10. Click **Upload**. This uploads the selected assets to the **User0XX** folder.

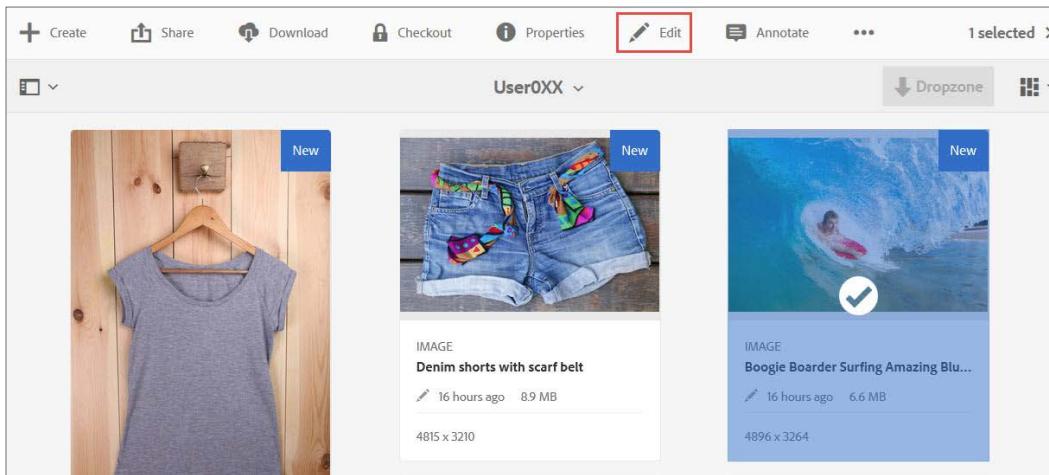


Task 2.6: Edit an asset and it's properties

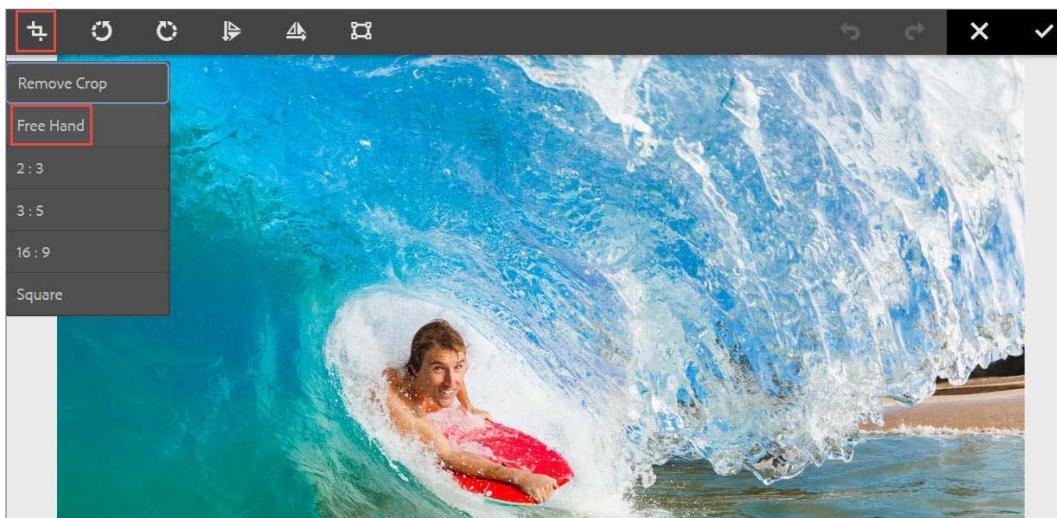
While adding assets to pages, you may need to edit (crop, rotate, and flip) the asset so it fits on the page.

To edit an asset:

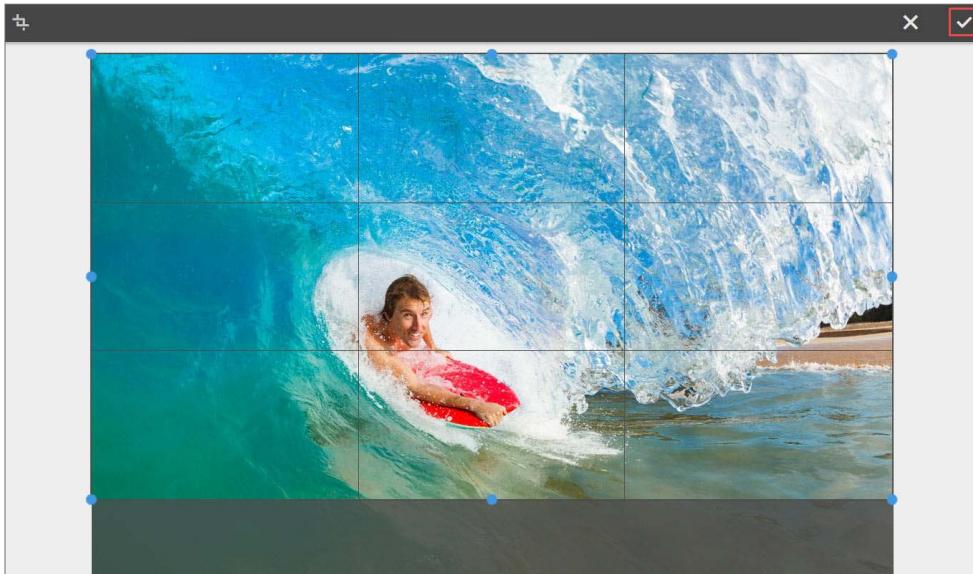
1. From the **User0XX** folder, select the asset, and then click **Edit** from actions bar. This opens the asset editor.



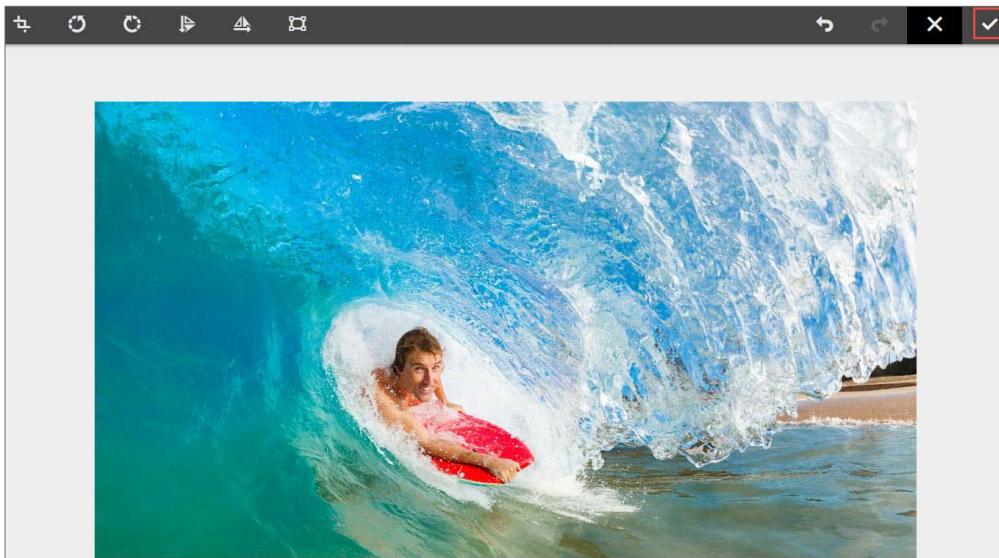
2. To crop the image, click **Start Crop**, and then choose the **Free Hand** option from the drop-down.



3. Drag and resize the pointers according to your requirement, and then click **Confirm** in the top right corner (checkmark).

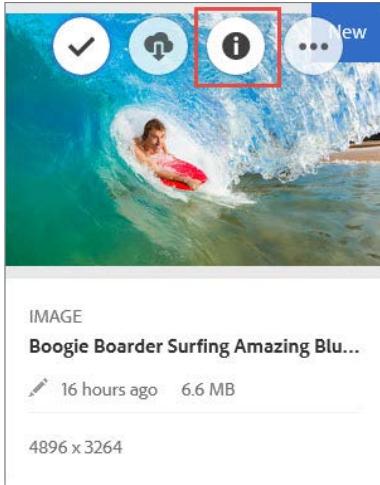


4. Click **Finish** (the checkmark) in the top right corner. The **User0XX** folder gets refreshed; you can view the cropped version of the image in the folder.



Before you add assets to pages, let's edit asset properties:

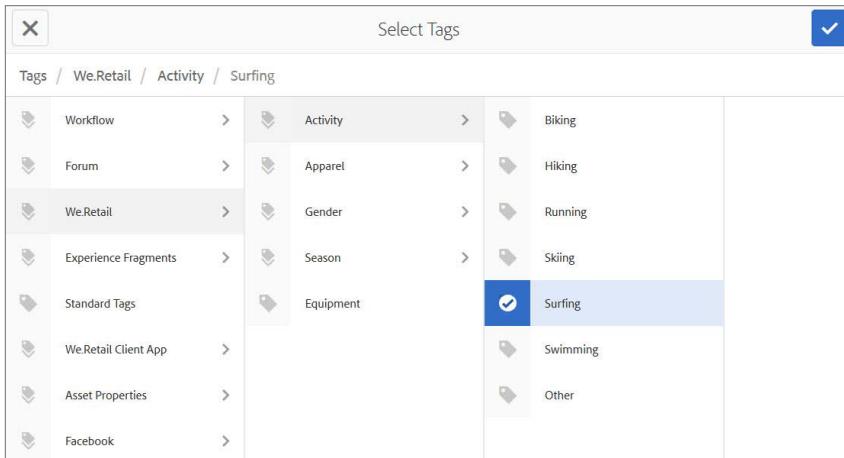
5. From the **User0XX** folder hover over the asset you edited in the previous step.
6. Click the **Properties** icon from quick actions. This opens the edit properties screen.



7. On the **Basic** tab, add **English** as the **Language**, and then click the **Browse** icon beside the **Tags** field.

Basic		Scheduled (de)activation	References
Title	Boogie Boarder Surfing Amazing	On Time	Referenced By Experience
Description	Boogie Boarder Surfing Amazing	Off Time	Related
Type	image/jpeg		
Language	English		
Tags			
Created	04-08-2017 23:08		

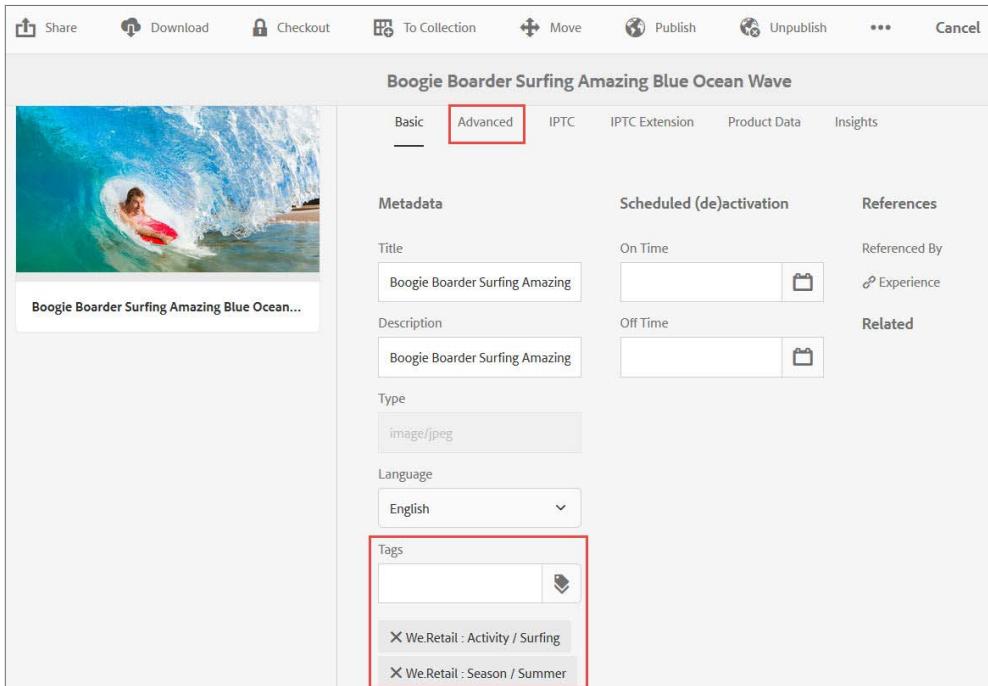
8. Navigate to **WeRetail > Activity**, select the **Surfing** tag, and then click **Confirm** (the checkmark icon).



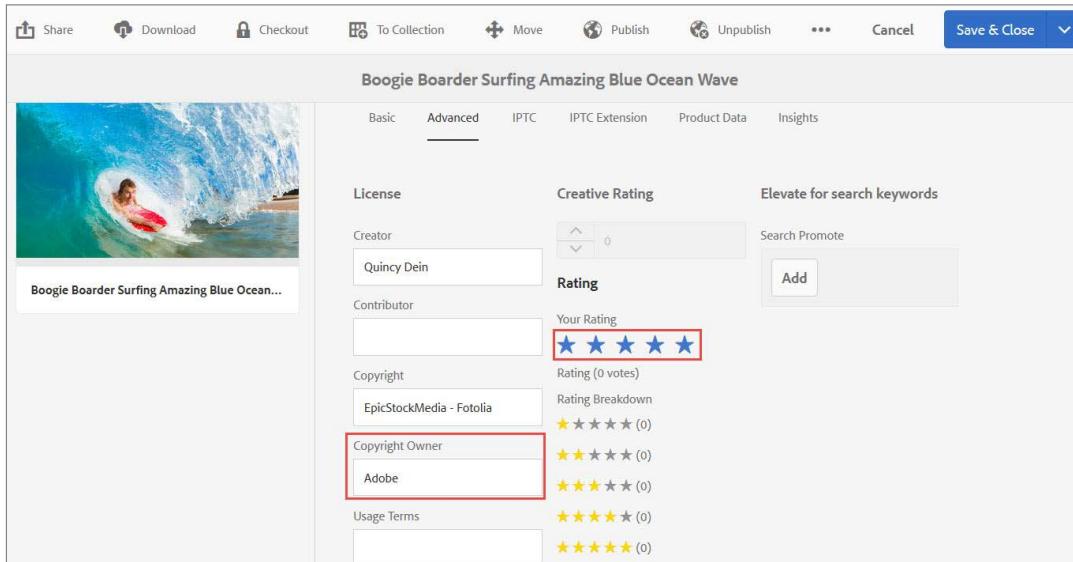
9. Click **Browse** again beside the **Tags** field.

10. Navigate to **WeRetail > Season**, select the **Summer** tag, and then click **Confirm** (the checkmark icon). The **Surfing** and **Summer** tags will be added to the asset.

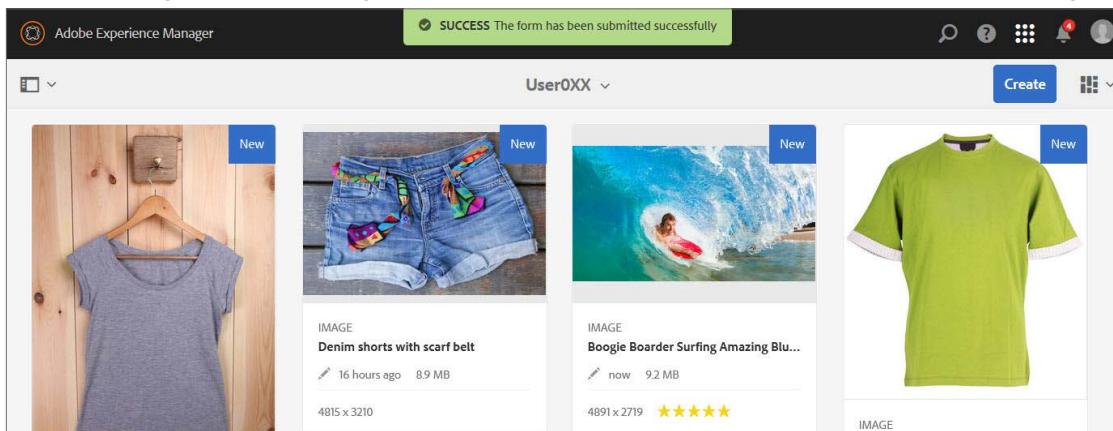
11. Click the **Advanced** tab.



12. On the **Advanced** tab, add **Adobe** as the **Copyright Owner**.
13. Select five stars as the **Your Rating** for the asset.
14. Click **Save** and then click **Cancel** to go back to the **User0XX** folder.



The following success message appears in **User0XX** folder. In addition, a blue "New" tag displays:



Task 2.7: Add a content fragment and an asset to a page

Let's add a content fragment and the edited asset to a page.

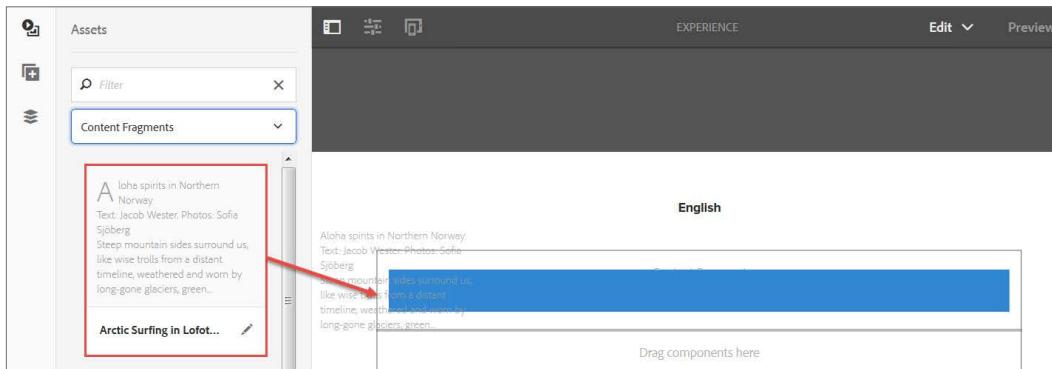
1. Click **Adobe Experience Manager > Sites**.
2. Navigate to **We.Retail > User0XX > English** and select the **Experience** page.
3. Click **Edit** from the actions bar. This opens the Experience page on a new tab.

The screenshot shows the Adobe Experience Manager (AEM) interface for managing sites. The top navigation bar includes 'Create', 'Edit' (which is highlighted with a red box), 'Properties', 'Lock', 'Copy', 'Move', 'Quick Publish', 'Manage Publication', 'Delete', and a status indicator '1 selected X'. Below the navigation is a tree view of sites: 'Campaigns', 'Screens', 'Community Sites', and 'We.Retail'. Under 'We.Retail', there are language variants: 'Canada ca', 'Switzerland ch', 'Germany de', 'Spain es', 'France fr', 'Italy it', 'Language Masters language-masters', 'United States us', and 'User0XX user0XX'. The 'English en' site is currently selected. To the right of the tree view, a preview window shows a mobile version of the 'Experience' page. Detailed information about the selected page is shown in a sidebar: Title 'Experience', Name 'experience', Template 'Experience Page', Modified '16 hours ago', Modified By 'Administrator', Language 'English', and Published 'Not published'.

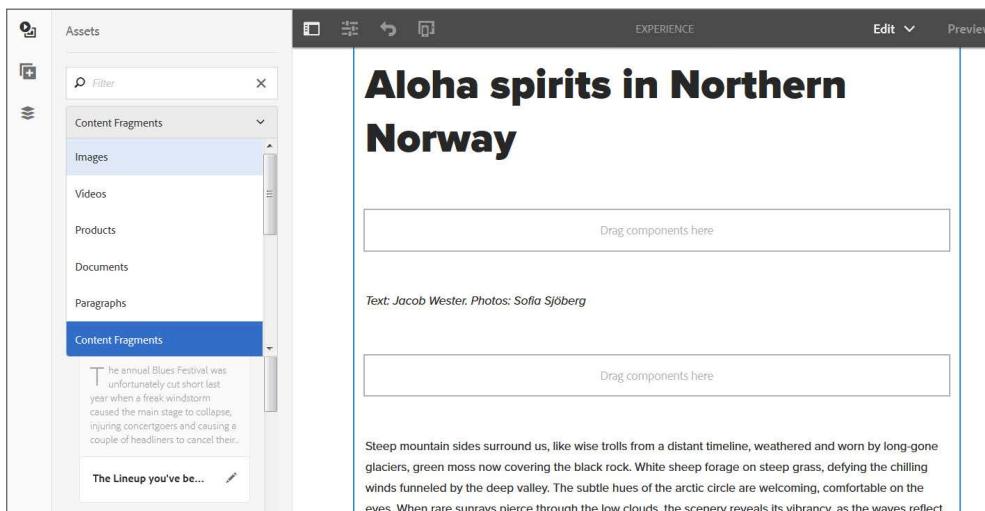
4. Make sure the page is opened in **Edit** mode (by verifying the Edit drop-down is selected in the top right corner).
5. Click **Side Panel > Assets**, select **Content Fragments** from the drop-down menu. All the available content fragments appear.

The screenshot shows the AEM Experience page editor. The top navigation bar includes 'Edit' (highlighted with a red box) and 'Preview'. On the left, the 'Assets' side panel is open, showing a tree structure with 'Images', 'Videos', 'Products', 'Documents', 'Paragraphs', and 'Content Fragments' (which is selected and highlighted with a blue box). The main content area displays the 'WE.RETAIL' page. A large, empty rectangular box labeled 'Content Fragment' with the sub-instruction 'Drag components here' is positioned in the center of the page. At the bottom of the page, there is a footer with the text '© ALL RIGHTS RESERVED' and 'TERMS OF USE & PRIVACY POLICY'.

6. Drag and drop **Arctic Surfing in Lofoten** onto the **Content Fragment** area of the page. The article is added to the page.



7. From the **Assets** panel, select **Images** from the drop-down menu.



Now that you have added a Content Fragment, let's add an image to it, which you edited in the previous task.

- Drag and drop the image, which you edited previously, onto the **Drag components here** area in the Content Fragment.

The screenshot shows the Adobe Experience Manager Assets interface. On the left, there is a sidebar with a search bar ('Enter path') and a dropdown menu ('Images'). Below that, there is a section for 'Publish status' with two items: 'Womens shorts.jpeg' and 'Surfing.jpeg'. The 'Surfing.jpeg' item is highlighted with a red border. On the right, the main content area displays a page titled 'Aloha spirits in Northern Norway'. The page contains a heading, some text, and a large image of a person surfing. There are two 'Drag components here' boxes: one above the image and one below it. A red arrow points from the 'Surfing.jpeg' thumbnail in the Assets sidebar to the bottom 'Drag components here' box on the page.

The image is added to the content fragment of the page.

The screenshot shows the Adobe Experience Manager Preview interface. At the top, there is a toolbar with icons for preview, edit, and other functions. The main content area displays the same page as the Assets interface, but now the 'Surfing.jpeg' image is integrated into the text block, showing a person surfing inside a wave. Below the image, there is a block of descriptive text about the location.

Reorganizing Site Structure

Adobe Experience Manager provides the following options to reorganize the pages within a site structure:

- Reorder
- Copy
- Move and rename
- Delete

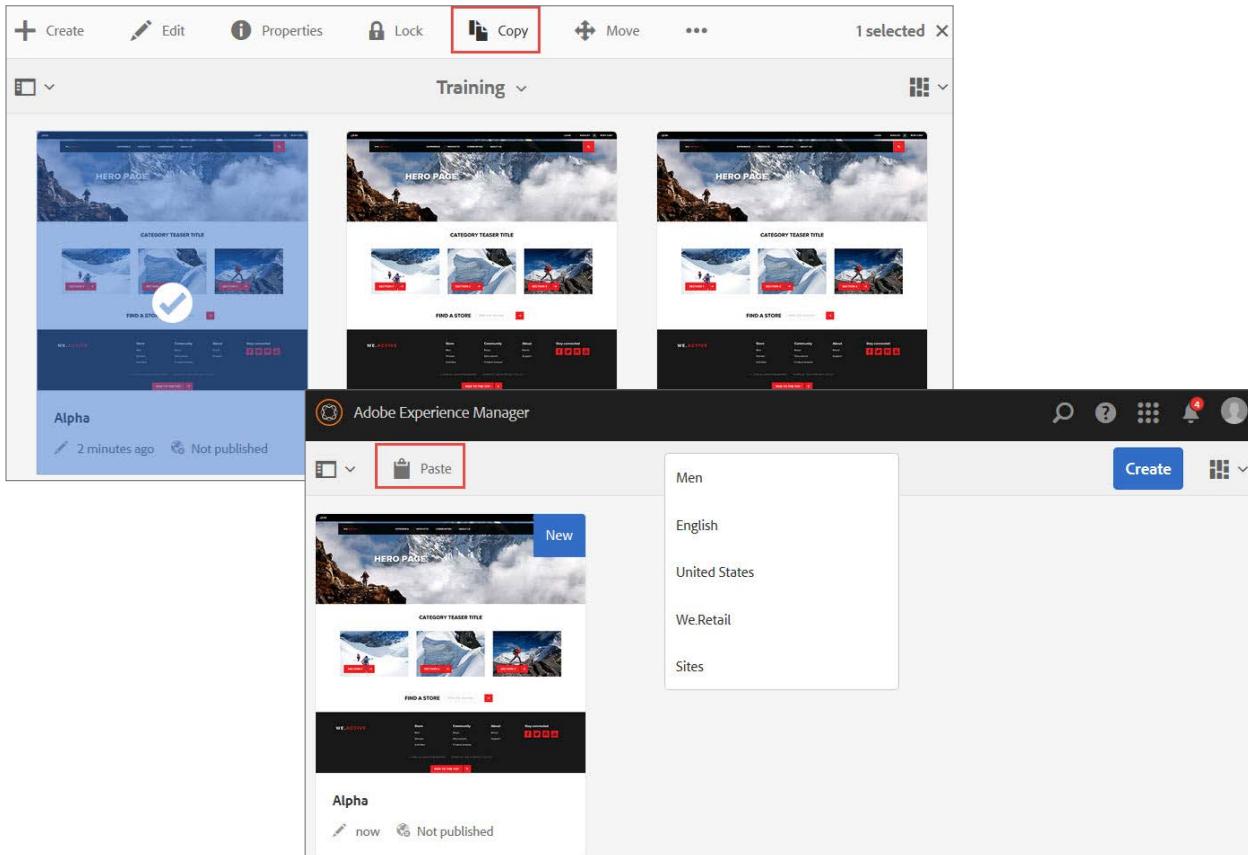
Reordering Pages

You can rearrange the pages within a site by dragging the page to the desired location by using the right handlers in the list view as shown in the screen shot:

Title	Name	Modified	Published	Template	Action
Alpha	alpha	1 day ago Administrator	Not published	Hero Page	⋮
Gamma	gamma	1 day ago Administrator	Not published	Hero Page	⋮
Beta	beta	1 day ago Administrator	Not published	Hero Page	⋮

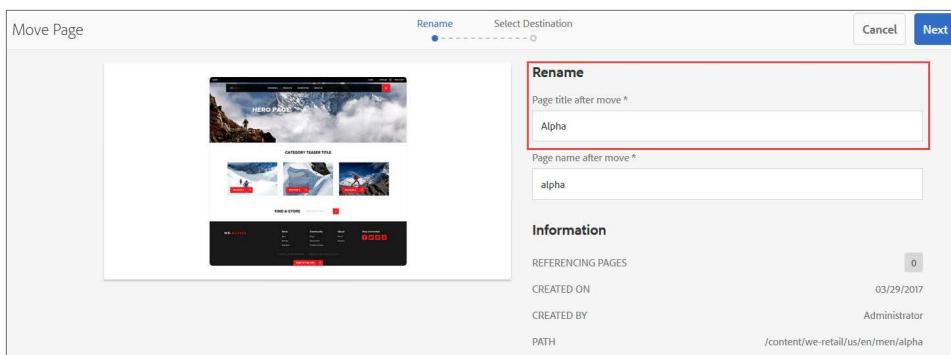
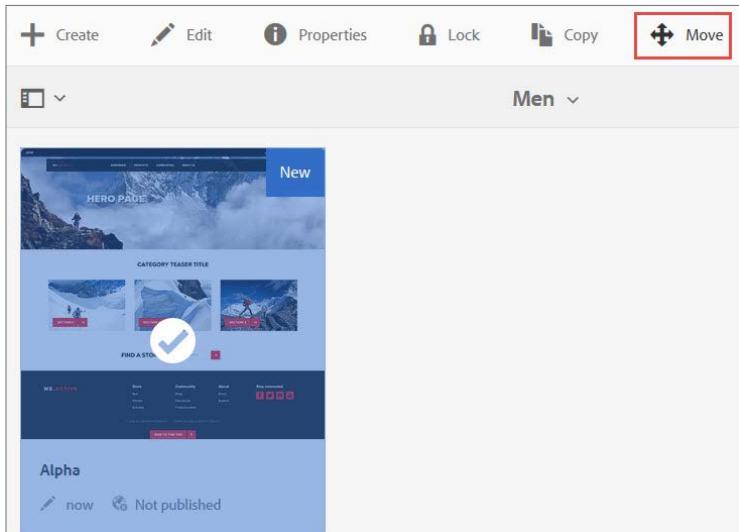
Copying Pages

You can copy a page from the source and paste it anywhere within the parent's hierarchy except the root folder, as shown in the screen shots:



Move and Rename Pages

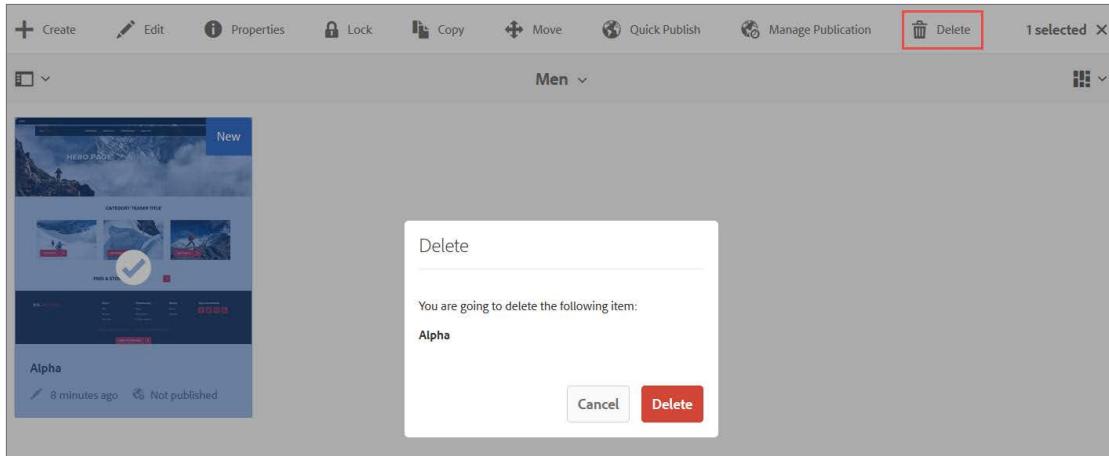
You can move a page from the source to anywhere within the parent's hierarchy. You can move and rename a page at the same time and update any internal links that refer to the page being renamed/moved.



NOTE: If you move the page to a location where a page with the same name already exists, the system will automatically generate a variation of the name.

Deleting Pages

You can delete a page if you no longer need it in the site. If you delete a published page, it is unpublished first and then deleted from the site.



Lab Activity - IV

Task 2.8: Reorder the pages of a site

In this task, you will reorganize the pages and subpages within a site by using the reorder option and perform actions such as copy, move and rename, and delete.

To reorder pages:

1. From the **Sites** console, navigate to **We.Retail > User0XX > English**. Notice, the order of subpages. The **Products** is at the top followed by **Experience** and **About Us**.

Let's reorder the subpages to Experience, Products, and About Us.

2. Select **List View** from View Switcher. The pages appear in the form of a list.

The screenshot shows the Adobe Experience Manager (AEM) Sites console. The navigation path is **We.Retail > User0XX > English**. The left sidebar lists categories like Campaigns, Screens, and Community Sites. The main content area displays the subpages under the English language. A context menu is open over the **Products** subpage, with the **List View** option highlighted. The subpages listed are: Products, Experience, and About Us.

3. Click and hold the right handlers, and then drag and drop the **Experience** page above the **Products** page.

Title	Name	Modified	Published	Template
Experience	experience	2 minutes ago Administrator	Not published	Experience Page
Products	products	16 hours ago Administrator	Not published	Product Page
About Us	about-us	16 hours ago Administrator	Not published	Content Page

The **Experience** page is now moved above the **Products** page.

4. Click **English** from the breadcrumb and select **Sites**.

Title	Name	Modified	Published	Template
Experience	experience	1 minute ago Admin	Not published	Experience Page
Products	products	16 hours ago Admin	Not published	Product Page
About Us	about-us	16 hours ago Administrator	Not published	Content Page

5. Click the **View Switcher** and select **Column View**.

Title	Name	Modified	Published	Template
Campaigns	campaigns		Not published	
Screens	screens		Not published	
Community Sites	sites		Not published	
We.Retail	we-retail	1 year ago Administrator	Not published	Sites

Notice the order of the subpages.

The screenshot shows the AEM navigation tree for the English site. The structure is as follows:

- Campaigns
- Screens
- Community Sites
- We.Retail
- Canada (ca)
- Switzerland (ch)
- Germany (de)
- Spain (es)
- France (fr)
- Italy (it)
- Language Masters (language-masters)
- United States (us)
- User0XX (user0xx)
- English (en) - This node has a red box around it.
- Experience (experience)
 - Products (products)
 - About Us (about-us)

Let's copy a page from one site to another site.

To copy a page:

- Select the page you want to copy; for example, select the **Experience** subpage from the **English** page.
- Click **Copy** from actions bar.

The screenshot shows the AEM navigation tree for the English site. The structure is the same as the previous screenshot, but the 'Experience' subpage is now selected. The actions bar at the top has a 'Copy' button highlighted with a red box. To the right of the tree, there is a preview of the 'Experience' page and a detailed view of its properties:

Title	Experience
Name	experience
Template	Experience Page
Modified	2 minutes ago
Modified By	Administrator
Language	English
Published	Not published

8. Navigate to **United States > Spanish** page.

9. Click **Paste** from the actions bar.

The screenshot shows the Adobe Experience Manager interface with the title bar "Adobe Experience Manager". The left sidebar lists various site structures: "Campaigns", "Screens", "Community Sites", "We.Retail", "Language Masters", "United States", and "User0XX". The main content area is titled "Spanish" and shows a tree structure with "Canada", "Switzerland", "Germany", "Spain", "France", "Italy", "Language Masters", "United States", and "User0XX". A sub-tree for "United States" is expanded, showing "English" and "Spanish". On the right, a preview of a page titled "HERO PAGE" is shown, along with its details: Title "Spanish", Name "es", Template "Hero Page", Modified "6 months ago", Modified By "Administrator", Language "Spanish", and Published "Not published". The "Paste" button in the actions bar is highlighted with a red box.

The **Experience** page will be added as a subpage of the **Spanish** page.

This screenshot is identical to the previous one, but it includes a red box highlighting the "Experience" page in the "United States" sub-tree under the "Spanish" node. This indicates that the "Experience" page has been successfully pasted as a subpage of the "Spanish" page.

Let's move a page from one site to another site.

To move a page:

10. Select the **Experience** subpage of **Spanish** page, and click **Move** from the actions bar.

The screenshot shows the AEM navigation bar with several options: Create, Edit, Properties, Lock, Copy, Move (which is highlighted with a red box), Quick Publish, and a three-dot menu. Below the bar is a tree view of site structures under the 'Spanish' language. The 'We.Retail' site is selected. Under 'We.Retail', the 'experience' subpage is selected and has a checkmark icon next to it, indicating it is the target for the move operation.

11. The **Move** wizard opens with the following two steps:

- a. **Rename:** Specify the name you want the page to have after it is moved in **Page title after move** and **Page name after move** fields. Let's retain the same title and name, and click **Next**.

The screenshot shows the 'Move Page' wizard. The current step is 'Rename'. On the left, there is a preview of the 'EXPERIENCE PAGE' page. On the right, the 'Rename' section contains fields for 'Page title after move *' (set to 'Experience') and 'Page name after move *' (set to 'experience'). Below this is the 'Information' section, which includes 'REFERENCING PAGES' (0), 'CREATED ON' (04/09/2017), 'CREATED BY' (Administrator), and 'PATH' (/content/we-retail/us/es/experience). At the top right are 'Cancel' and 'Next' buttons.

b. Select Destination: Click the arrows beside the pages and select a page. For example, **We.Retail > Language Masters > French** within which you want to move the page, and then click **Move**.

Move Page

Rename Select Destination

Back Move

- Campaigns > Canada > German
- entities > Switzerland > English
- Screens > Germany > Spanish
- Community Sites > Spain > French
- Experience Fragments > France > Italian
- We.Retail > Italy >
 - Language Masters >
 - United States >
 - User0XX >

The page is moved to the new location selected in the previous step.

Adobe Experience Manager

Paste

French

Create

- Campaigns > Canada > German
- Screens > Switzerland > English
- Community Sites > Germany > Spanish
- We.Retail > Spain > French
- We.Retail > France > Italian
- We.Retail > Italy > Language Masters > United States > User0XX
- We.Retail > Experience > (highlighted)

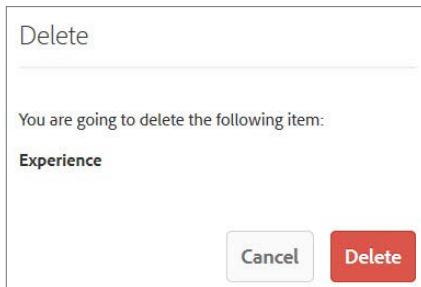
To delete a page:

12. Navigate to **We.Retail > Language Masters > French**, and select the **Experience** page.

13. Click **Delete** from the actions bar.

The screenshot shows the Adobe Experience Manager navigation interface. The left sidebar lists categories like Campaigns, Screens, Community Sites, and We.Retail. Under We.Retail, 'language-masters' is selected. A main tree view shows 'French' as the active language. Under 'French', 'Experience' is selected and highlighted with a blue checkmark. To the right, a preview window shows a mobile device displaying the 'Experience' page. Below the preview, detailed information about the page is listed: Title (Experience), Name (experience), Template (Experience Page), Modified (43 seconds ago), Modified By (Administrator), Language (French), and Published (Not published). The top right of the interface has a toolbar with various icons, and the 'Delete' icon is specifically highlighted with a red box.

14. Click **Delete** from the confirmation dialog box.



The **Experience** subpage is deleted from the **French** page.

This screenshot shows the same navigation interface as the previous one, but the 'Experience' page under 'We.Retail' is no longer visible in the tree view, confirming its deletion.

Versioning and Tagging a Page

In Adobe Experience Manager, you use versioning and tagging features to add and increase the content value of pages.

Versioning

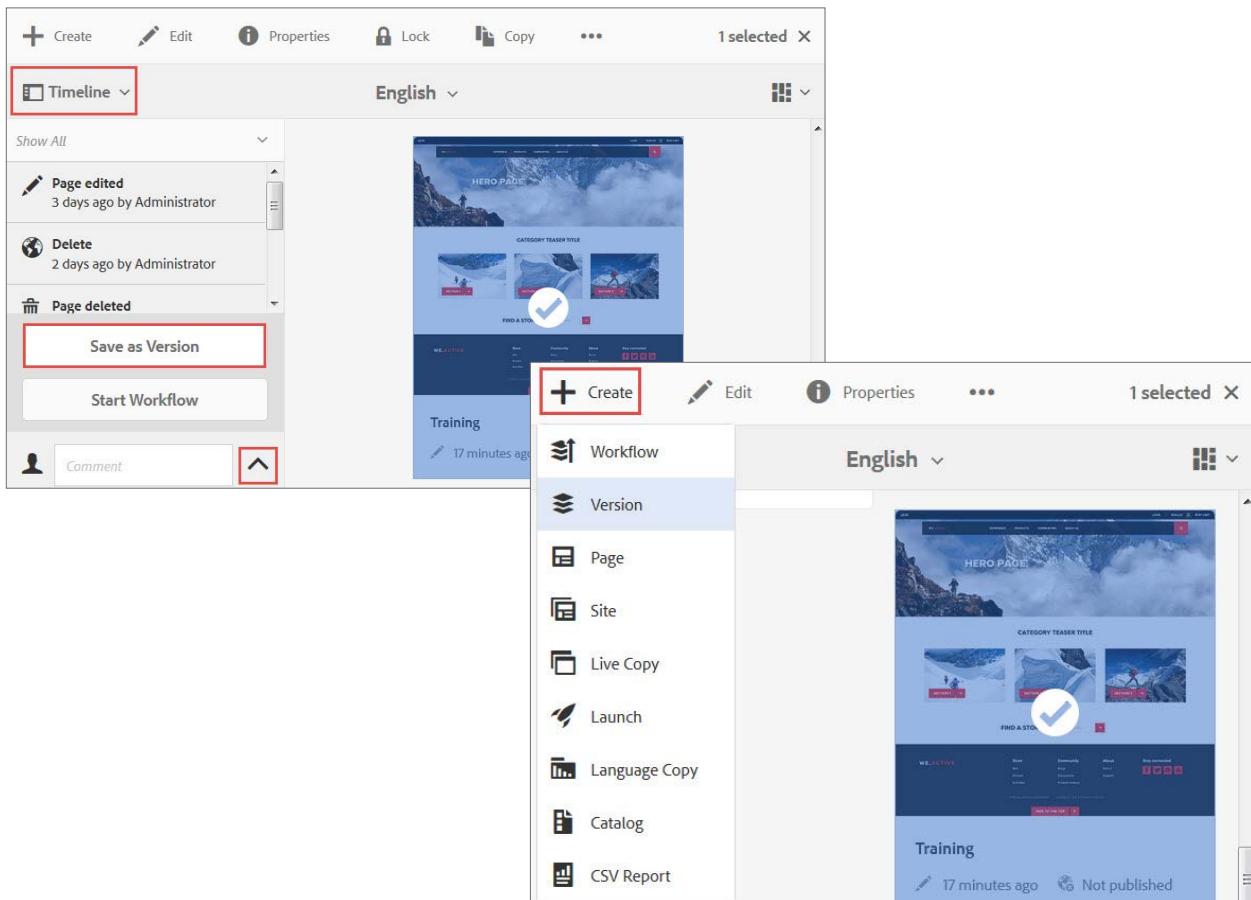
In Adobe Experience Manager, you can preserve the existing content by creating a version of a page. Versioning captures a "snapshot" of a page at a specific point-in-time.

In Adobe Experience Manager, you can:

- Create a page version
- Restore the previous version of a page
- Compare the current page version with a previous a page version
- Preview the page version

Creating a Page Version

You can create a version of a resource from the **Timeline** menu in the rail and the **Create** option (when a resource is selected) as shown in the following screen shots:



Restoring a Page Version

After creating a page version, you can revert to that version by using the **Revert to this Version** option from the **Timeline** menu as shown in the following screen shot:

The screenshot shows the Adobe Experience Manager (AEM) Timeline interface. At the top, there are navigation icons: Create, Edit, Properties, Lock, Copy, and a dropdown showing '1 selected'. Below this is a 'Timeline' dropdown set to 'English'. The main area displays a list of page events:

- Page deleted**: 2 days ago by Administrator
- Page created**: 2 days ago by Administrator
- Page edited**: 24 minutes ago by Administrator
- Training 1.0**: New Version 1.0 1 second ago
 - Preview**
 - Compare to Current**
 - Revert to this Version** (this option is highlighted with a red box)
- LIVE COPY**: community 14 days ago 14 days ago
- Training**: Not published 17 minutes ago

To the right of the list, there is a preview window showing a landing page titled 'HERO PAGE' with a 'Training' section. The preview window has a blue header bar with the text 'Training'.

Comparing Page Versions

After creating multiple page versions, you can compare the current version of the page with a previous version by using the **Compare to Current** option from the **Timeline** menu as shown in the following screen shot:

The Compare to Current option helps open the page in a single-pane and side-by-side. It provides the visual emphasis of content differences in different colors. The new content is highlighted in green and deleted content in red.

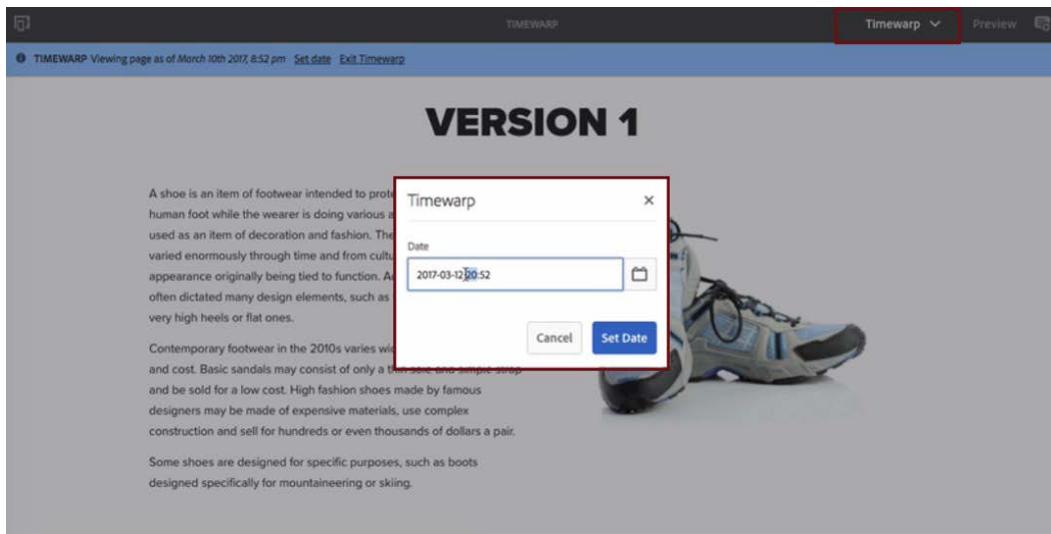
The screenshot shows the Adobe Experience Manager interface with the following details:

- Top Bar:** Create, Edit, Properties, Lock, Copy, ..., 1 selected, X.
- Timeline:** English, Timeline dropdown, Show All dropdown.
- Recent Activity:**
 - Page deleted (2 days ago by Administrator)
 - Page created (2 days ago by Administrator)
 - Page edited (24 minutes ago by Administrator)
 - Training 1.0 (New Version 1.0, 1 second ago)
- Buttons:** Preview, Compare to Current (highlighted with a red border), Revert to this Version, Comment.
- Content Preview:** Shows a live copy of the page with a "LIVE COPY" button and a timestamp of 14 days ago.
- Comparison View:** Displays two side-by-side versions of the page content area. The left column is labeled "Equipment [Current]: /content/we-retail/language-masters/en/equipment" and the right column is labeled "Equipment [before changes]: /content/we-retail/language-masters/en/equipment".
- Content Differences:**
 - Header:** The header "WELCOME OUR FINEST EQUIPMENT" is present in both versions.
 - Image Grid:** Both versions show a grid of images for Hiking, Running, Biking, Surfing, and Snow Sports.
 - Text Changes:** In the current version, the text "NEW TEXT > WELCOME OUR FINEST EQUIPMENT ... <- REMOVED TEXT" is highlighted in green and red respectively, indicating new and removed text.
 - Product Section:** Both versions show a "FEATURED PRODUCTS" section with images of shoes.
 - Product Labels:** Labels for "Marin Mountain Bike Shoes" and "Fleet Cross-Training Shoe" are visible at the bottom of their respective columns.

Timewarp

The timewarp is available from the **Edit** menu on the page toolbar. It provides a quick way to review prior pages versions by date. This uses the page versions to determine the state of the page.

In timewarp, the system looks for the page version that was active at the selected time. This means the version shown was created before the point in time selected in Timewarp.



Previewing Page Versions

Preview displays the page version as it appears on the Adobe Experience Manager publish instance.

Versions	Sites	Language	Page Title
Products 1.0 New Version 1.0 1 second ago	Canada	en	Experience products
	Switzerland	de	About Us about-us
	Germany	es	User user
	Spain	fr	New User new-user
	France	it	
	Italy	language-masters	
	United States	us	
	UserXXX	userXXX	

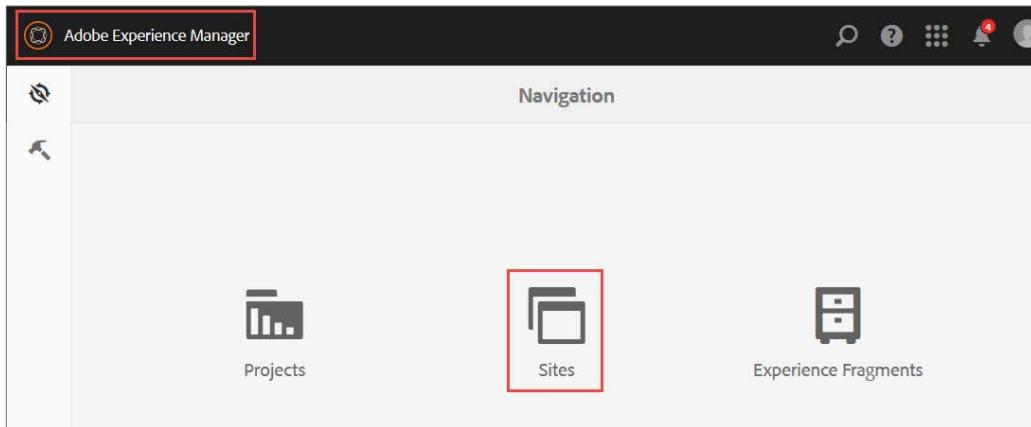
Lab Activity - V

Task 2.9: Create a page version

In this task, you will create a page version, compare the current and previous page versions, and then restore the previous page version.

To create a page version:

1. Click **Adobe Experience Manager** from the header bar, and then click **Sites**.



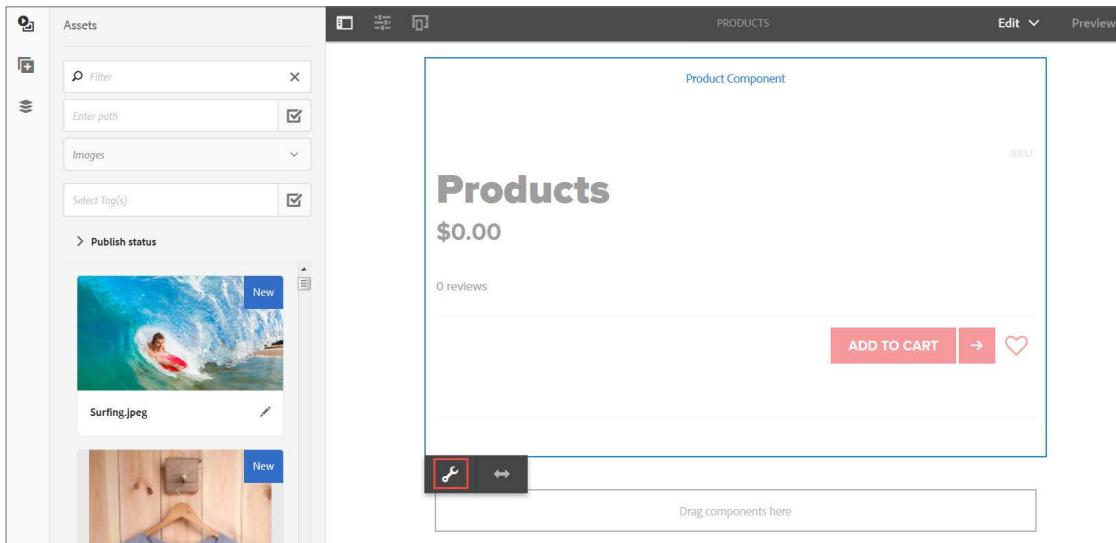
2. From the **Sites** console, navigate to the **We.Retail > User0XX > English** page.
3. Select **Products**, and then click **Edit** from the actions bar.

The screenshot shows the 'Sites' console in Adobe Experience Manager. The top navigation bar has 'Edit' highlighted with a red box. The main area displays a tree structure of sites under 'We.Retail'. The 'User0XX' site is selected. On the right, a detailed view of the 'Products' page is shown, including its title, template, and other metadata. A preview of the page is also visible.

Page	Title	Template	Modified	Modified By	Language	Published
Products	products	Product Page	16 hours ago	Administrator	English	Not published

4. Select the **Products** component available on the page.

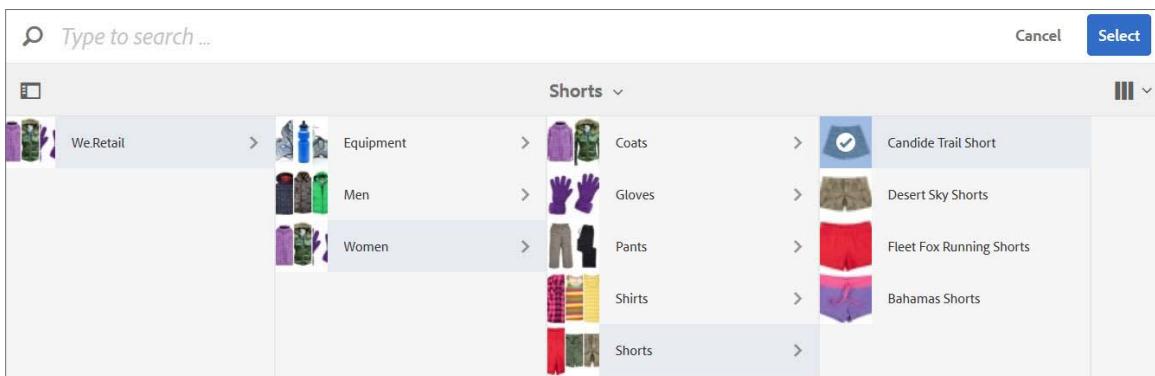
5. Click **Configure** icon from the components toolbar.



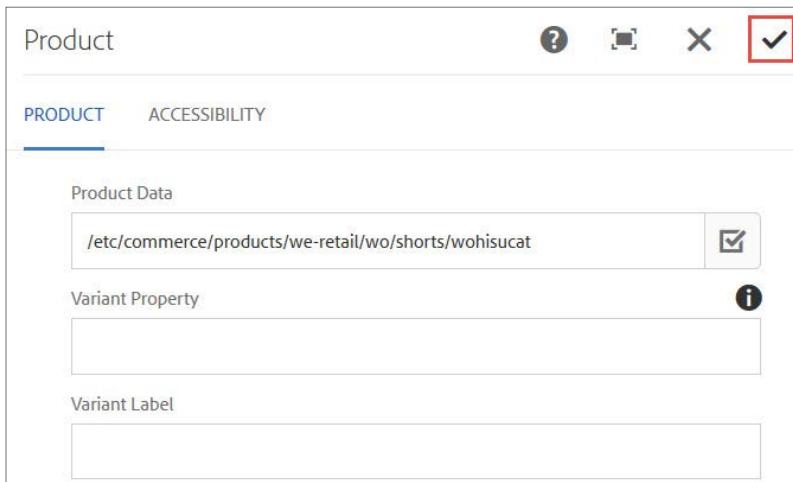
6. Click **Open Selection Dialog** beside the **Product Data** field.



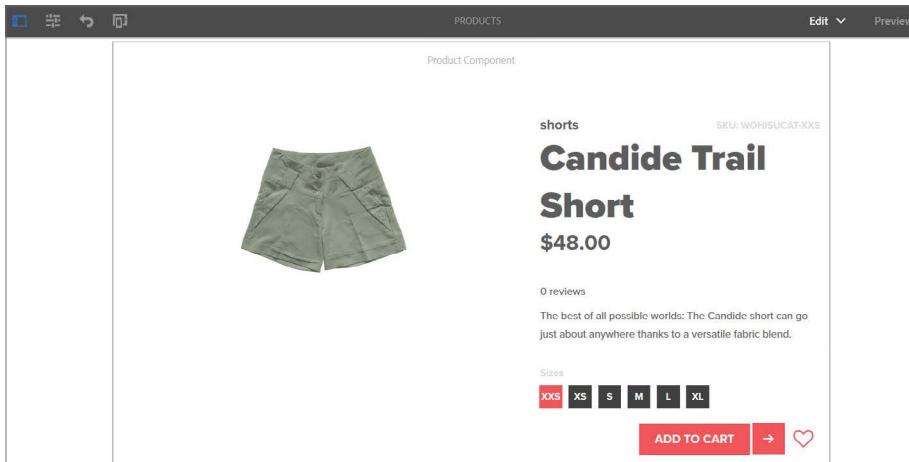
7. Navigate to **We.Retail > Women > Shorts**, select a short image, and then click **Select**.



8. Click the checkmark from the **Product** dialog box.



The **Product** component will now look similar to the screen shot below:



9. Navigate to the **Sites** console.

10. Select **We.Retail > User0XX > English > Products** page.

11. Click the rail icon and select **Timeline** from the menu.

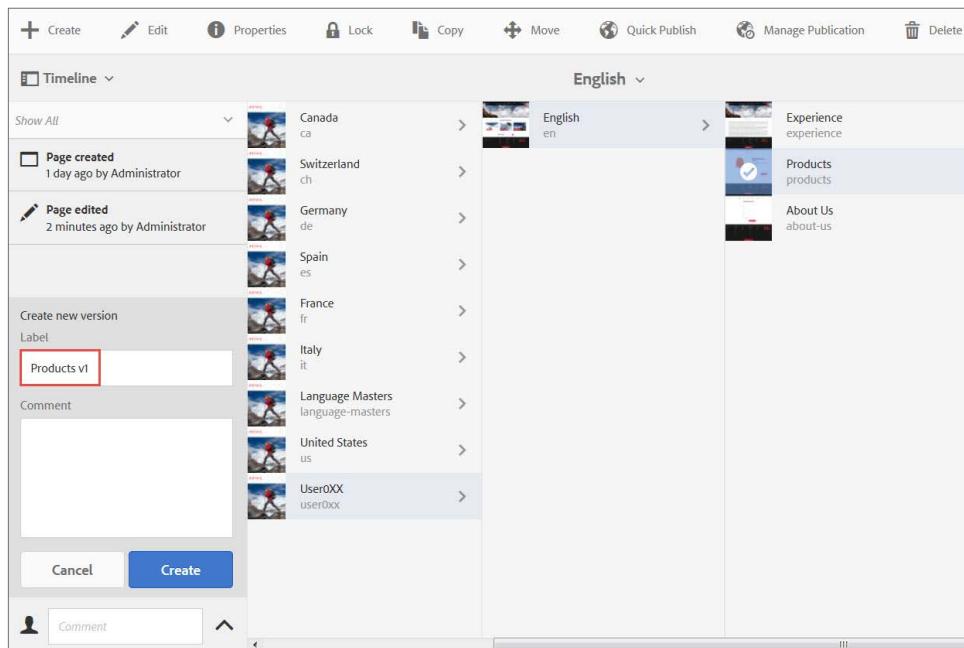
The screenshot shows the AEM Sites console interface. At the top, there's a toolbar with icons for Create, Edit, Properties, Lock, Copy, Move, Quick Publish, Manage Publication, and Delete. Below the toolbar is a navigation bar with the language code 'English en'. The main area displays a tree structure of site pages. On the left, a sidebar shows 'Content Only' selected, with 'Timeline' highlighted by a red box. Other options like 'References' and 'Filter' are also visible. The tree structure includes 'we-retail' at the root, which branches into 'Canada ca', 'Switzerland ch', 'Germany de', 'Spain es', 'France fr', 'Italy it', 'Language Masters language-masters', 'United States us', and 'User0XX user0xx'. Each node has a small preview thumbnail and a right-pointing arrow indicating it can be expanded.

12. Click the arrowhead beside the **Comment** field to view the available options.

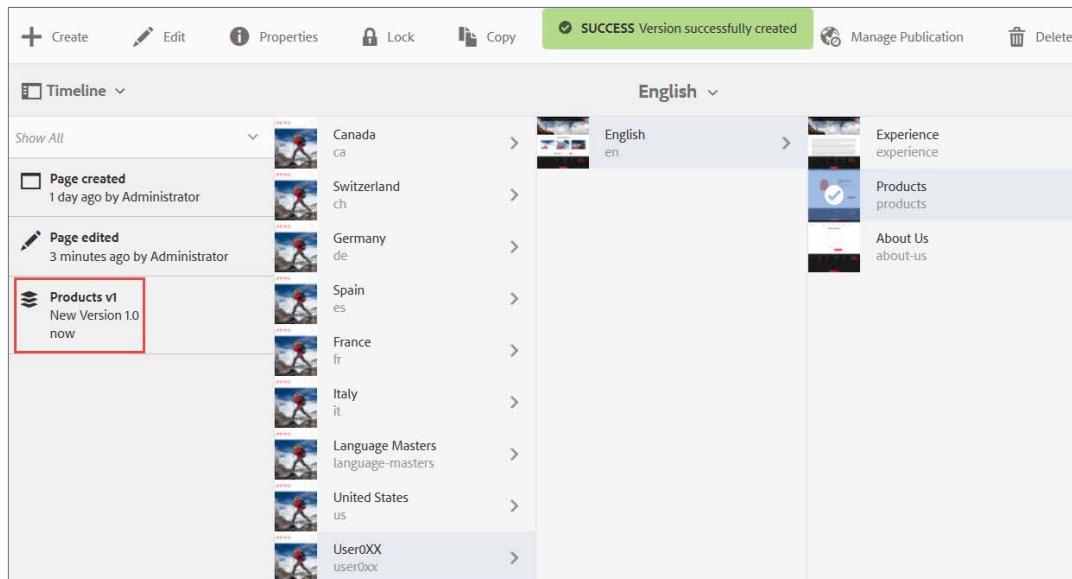
13. Select **Save as Version**.

This screenshot shows the 'Timeline' view within the AEM Sites console. The top navigation bar and toolbar are identical to the previous screenshot. The main area now displays a timeline of recent changes. It lists three items: 'Page created 1 day ago by Administrator' and 'Page edited 1 minute ago by Administrator', both of which have their details collapsed. Below these, the 'We.Retail we-retail' page is expanded, showing its structure. The 'Save as Version' button is highlighted with a red box. At the bottom of the timeline panel, there are buttons for 'Save as Version' and 'Start Workflow', and a 'Comment' field with a red box around its input area. The overall layout is similar to the navigation tree view but focuses on the history and management of site changes.

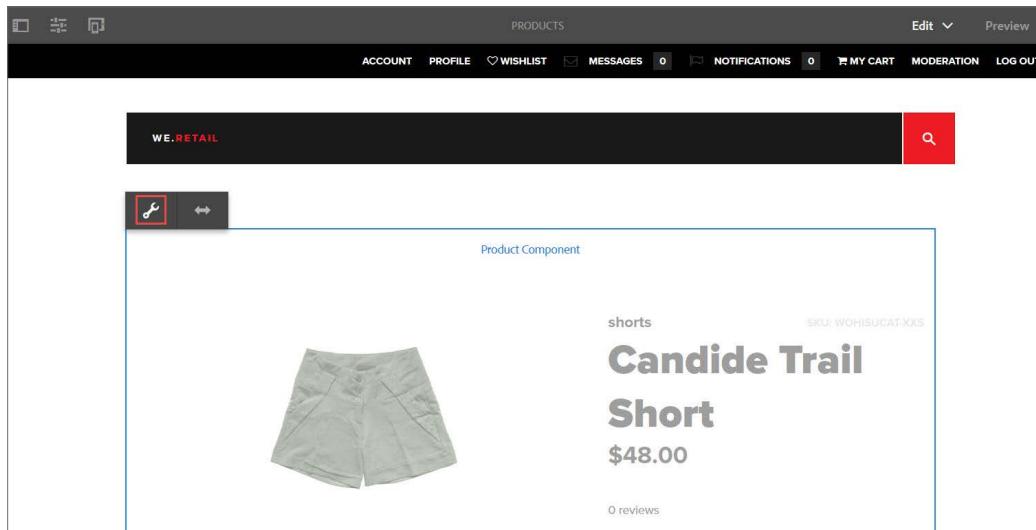
14. Add Products v1 as the label, and then click **Create.**



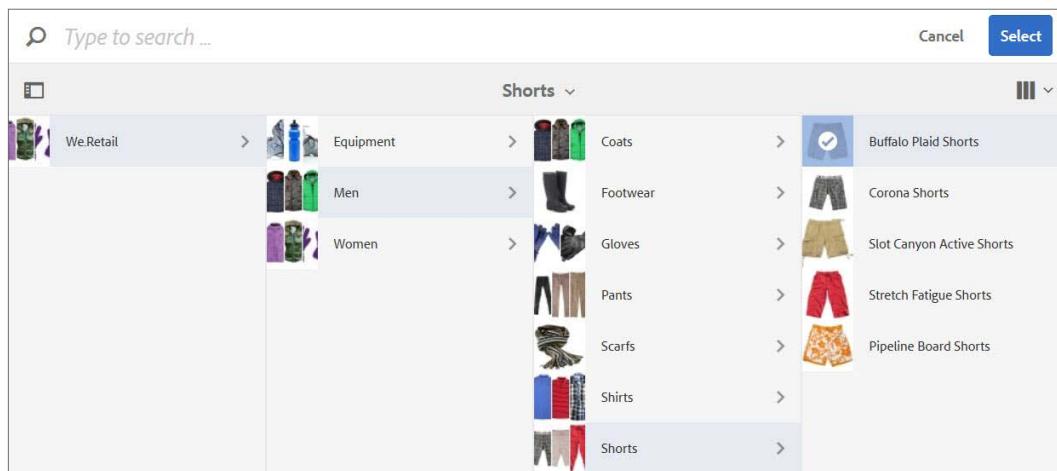
A success message **Version successfully created** is displayed on the actions bar as shown in the following screen shot:



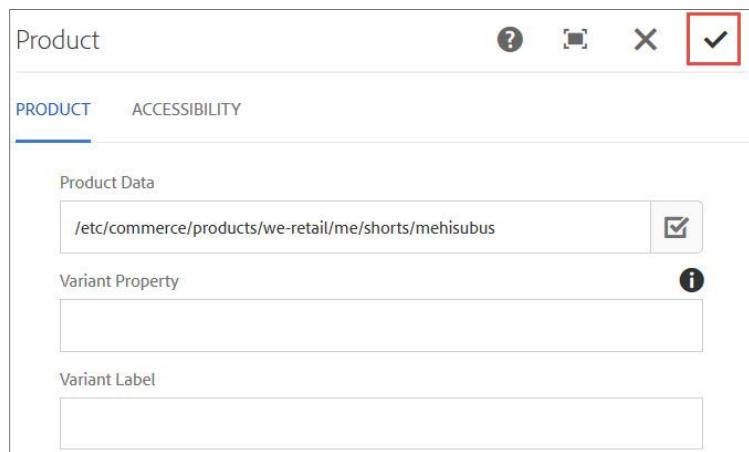
15. Select the **Products** page and click **Edit** from the actions bar.
16. Select the **Products** component and click the **Configure** icon from the components toolbar as shown:



17. Click **Open Selection Dialog** beside the **Product Data** field.
18. Navigate to **We.Retail > Men > Shorts**, select a short image, and then click **Select**.

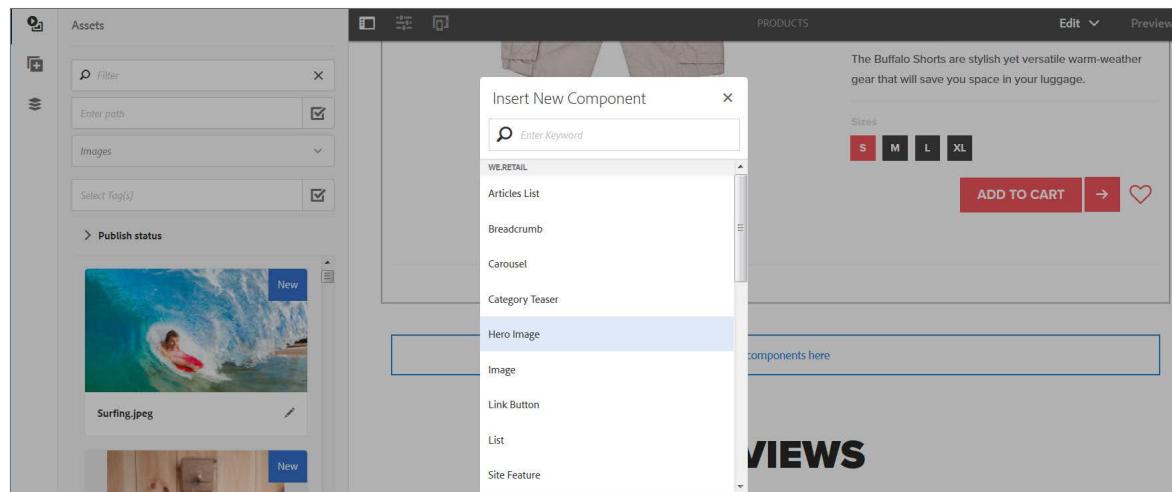


19. Click the checkmark from the **Product** dialog box.

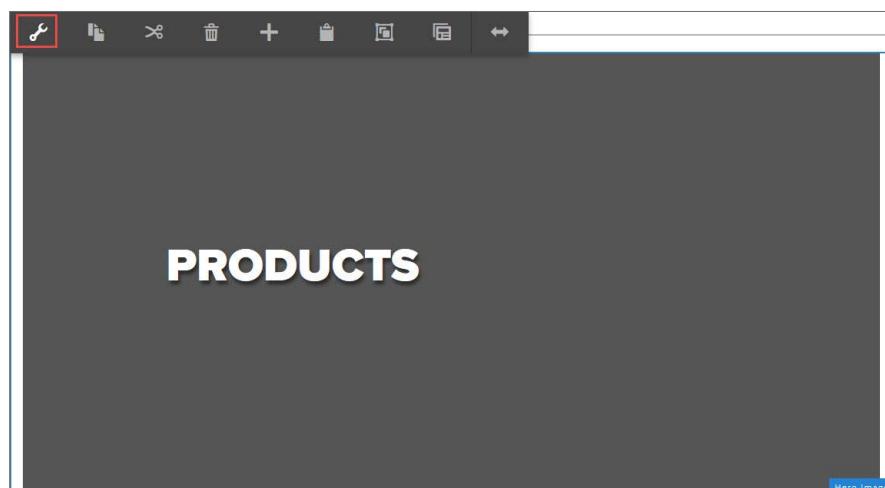


20. Click the plus icon (Insert New Component) from **Drag components here**.

21. Select the **Hero Image** component.

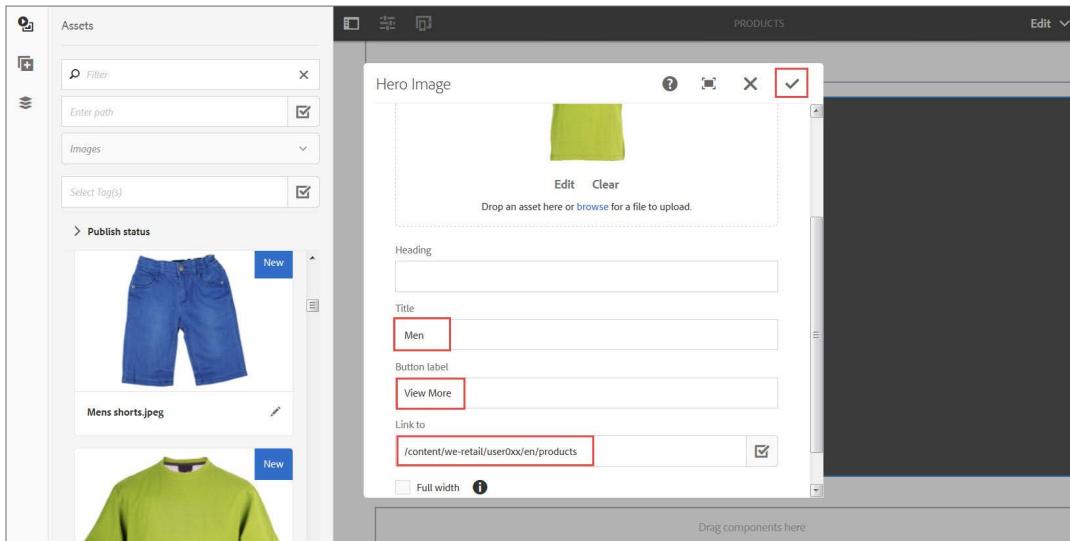


22. Click the **Configure** icon from the component toolbar.

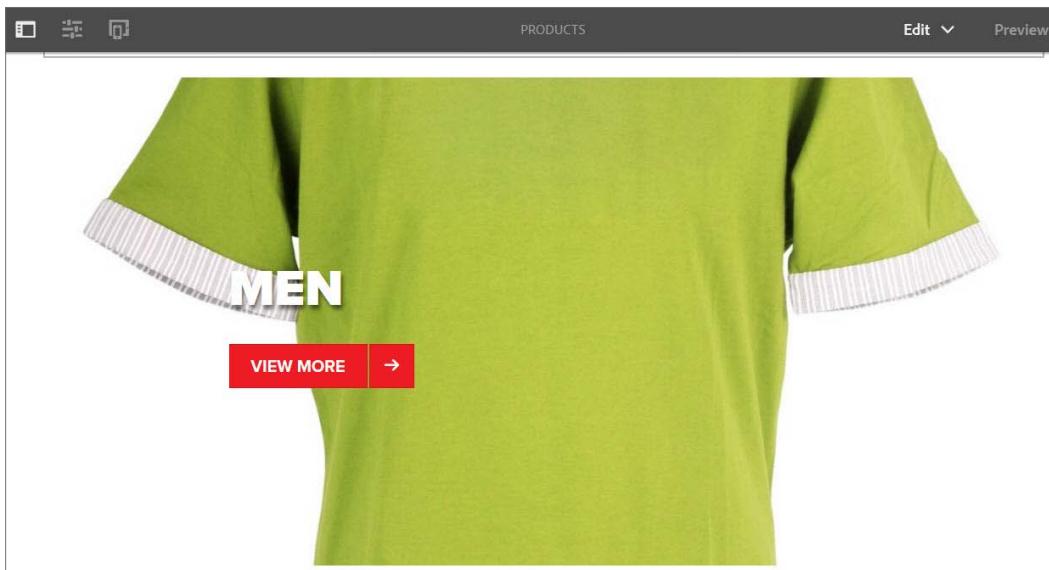


23. Drag and drop an image from the **Assets** panel onto the **Hero Image** component.

24. Add a title, button label, and link as shown in the following screen shot:



The hero image component will look similar to the one displayed in the following screen shot:



25. Perform steps 12-14 and create a new version Products v2 of the page.

The screenshot shows the AEM Sites console with the Timeline panel selected. At the top, there's a green success message: "SUCCESS Version successfully created". The timeline lists several events:

- Page created 3 hours ago by Administrator
- Page edited 23 minutes ago by Administrator
- Products v1** New Version 1.0 23 minutes ago
- Page edited 19 minutes ago by Administrator
- Products v2** New Version 1.1 now

The "Products v2" entry is highlighted with a red box. To its right, the site structure is shown under the English language version, including Campaigns, Screens, Community Sites, and specific pages like We.Retail, Canada, Switzerland, Germany, Spain, France, Italy, Language Masters, United States, and User001.

To preview a page version:

26. Navigate to the **Sites** console, select the **Products** page, and select **Timeline**.

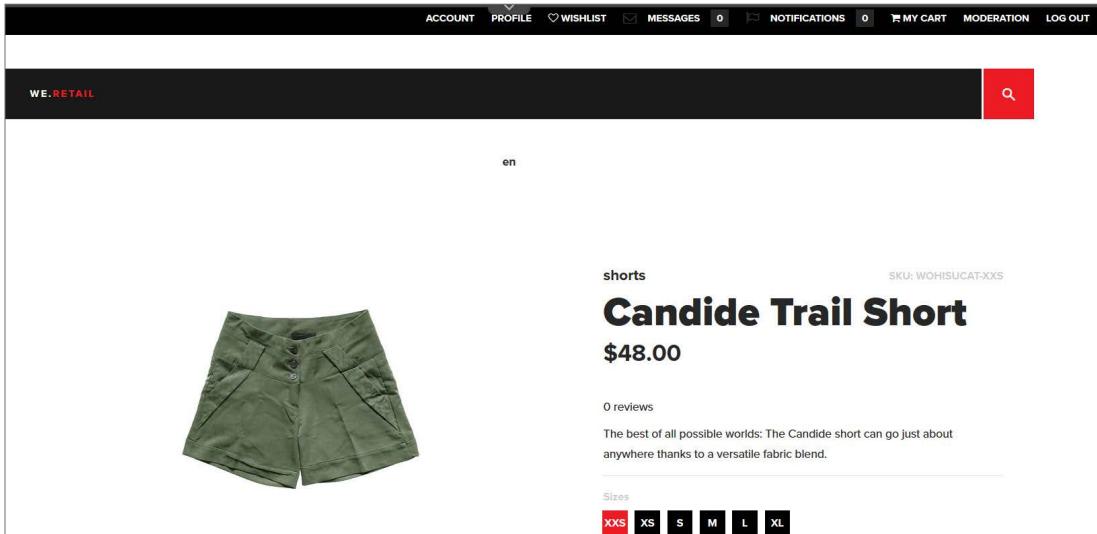
27. Select **Product v1** from the **Timeline** panel.

The screenshot shows the AEM Sites console with the Timeline panel selected. The "Products v1" entry from step 25 is selected, and its preview options are displayed in a dropdown menu:

- Preview** (highlighted with a red box)
- Compare to Current
- Revert to this Version

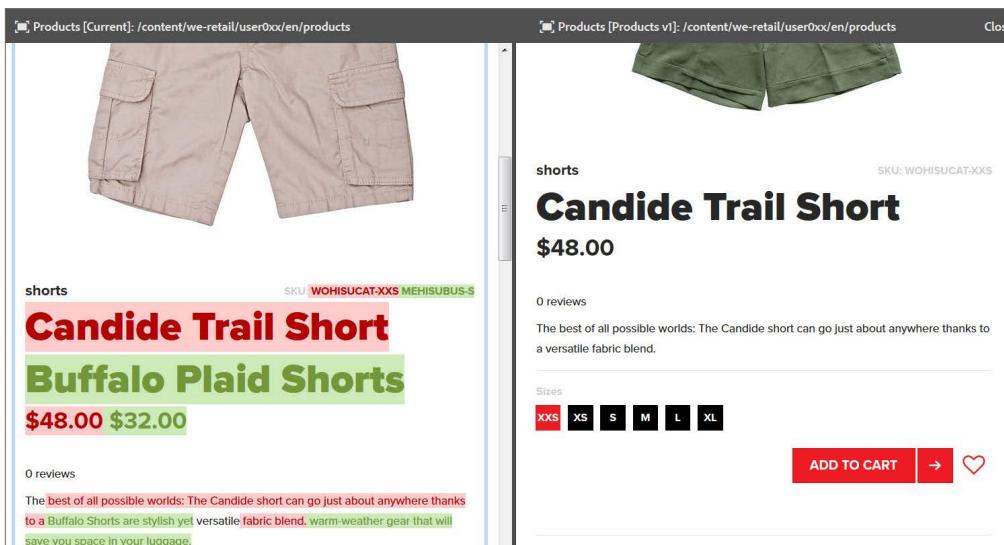
The rest of the timeline and site structure are visible, including the "Products v2" entry and the English language version of the site structure.

28. Click **Preview**. The page opens a new tab in the browser. You can only view the page version and cannot edit it. It should look like the following screen shot:



To compare the previous and current version:

29. Switch to the previous tab, making sure **Product v1** is still selected from the **Timeline** panel.
30. Click **Compare to Current** from the Timeline panel. This opens a diff view with the current and previous page versions side-by-side.
31. Notice how the differences between the two versions are highlighted. The new content added to the current version is highlighted in green and the deleted content in red.



32. Click **Close**.

To revert to a specific page version:

33. Click **Revert to this Version** to retain the previous version v1 of the **Products** page. This overrides the changes made to current version v2. A success message **Version reverted** is displayed.

34. Open the **Products** page to view the v1 version of the **Products** page.

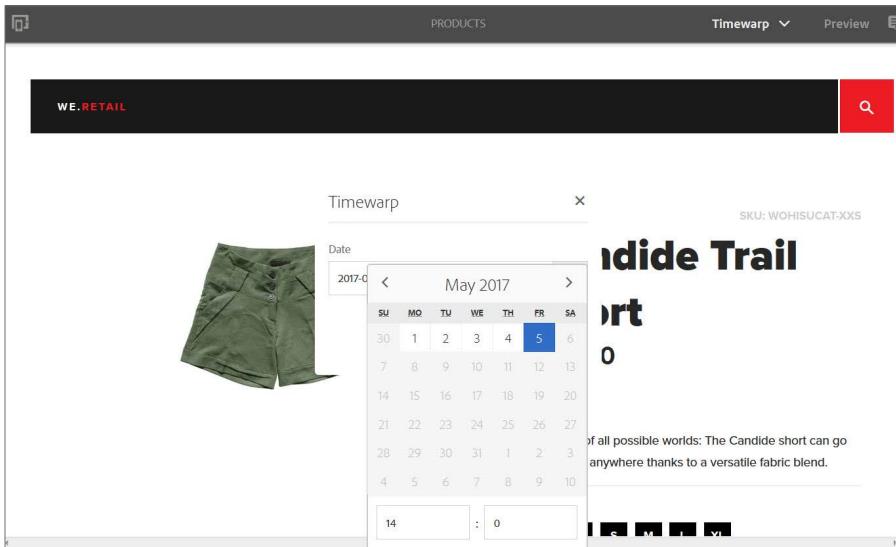
The screenshot shows a product component for a 'shorts' item. The product image is a pair of olive-green cargo shorts. The title is 'Candide Trail Short' and the price is '\$48.00'. Below the title, it says '0 reviews' and 'The best of all possible worlds: The Candide short can go just about anywhere thanks to a versatile fabric blend.' A size selector shows 'XXS' highlighted in red, followed by XS, S, M, L, and XL. At the bottom are 'ADD TO CART' and a heart icon.

Task 2.9 a: Compare page versions by using Timewarp

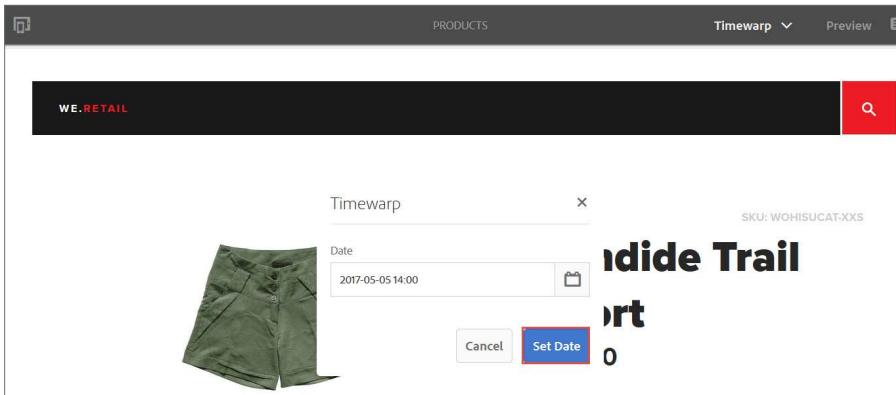
1. Ensure the **Products** page is open in **Edit** mode.
2. Click **Edit** from the page toolbar, and select **Timewarp** from the dropdown.

The screenshot shows the same product component for 'Candide Trail Short'. A context menu is open at the top right, with 'Edit' and 'Timewarp' highlighted in blue. The 'Timewarp' option is selected. The rest of the menu includes Layout, Scaffolding, Developer, and Targeting.

3. On the **Timewarp** dialog box, set the date and time before you reverted the **Products** page to version v1.



4. Click **Set Date** on the **Timewarp** dialog box, as shown in the following screen shot:



Timewarp picks the closest version of the date. Therefore, the v2 version of the Products page appears as shown in the following screen shot:

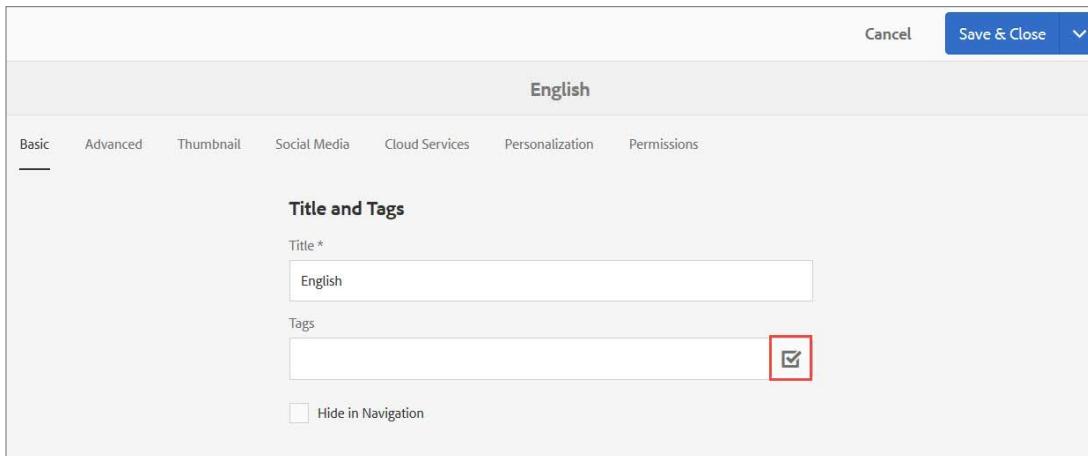
- Click **Exit Timewarp** link from the blue status bar to exit from the Timewarp mode.

 **NOTE:** If you select the date that precedes the initial version or even before the page was created, timewarp will display the current version of the page. If you select a date after the last version was created, timewarp will display the last version of the page as it is the closest version of the page prior to the selected time.

Tagging a Page

Adobe Experience Manager uses tags and search options to display the right content at the right moment.

A tag is a piece of metadata assigned to a page or an asset. Tags are a quick and easy method of classifying content within your website. You can add tags from the page Properties screen.



Searching for a Page by using Tags

Adobe Experience Manager provides a powerful search functionality with various filter options, such as keywords, path, tags, modified date, and publish status. You can save the search result and use it in the future. You can edit the saved search and add additional filters to it, download it as CSV Report, and delete the unwanted saved searches.

Lab Activity - VI

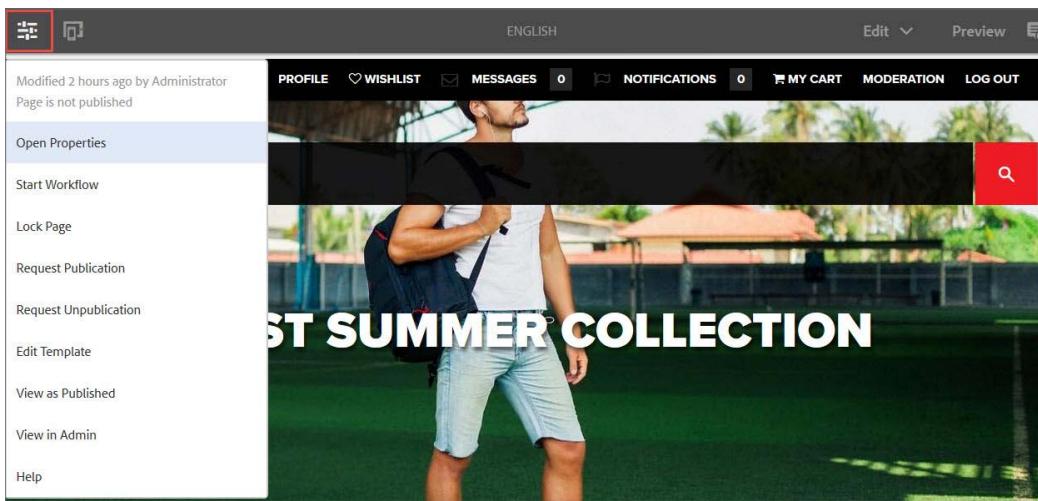
Task 2.10: Add tags to a page, search based on a tag, and save the search result

To add tags to a page:

1. Select the **English** page of **User0XX**.
2. Click **Edit** from the actions bar. This will open the page on the new tab of the browser.

The screenshot shows the AEM navigation tree on the left and the properties bar at the top. The properties bar includes buttons for Create, Edit (which is highlighted with a red box), Properties, Lock, Copy, Move, and Quick Publish. The navigation tree shows a hierarchy under 'User0XX': 'Campaigns' (campaigns), 'Screens' (screens), 'Community Sites' (sites), and 'We.Retail' (we-retail). Under 'We.Retail', there are several language variants: Canada (ca), Switzerland (ch), Germany (de), Spain (es), France (fr), Italy (it), Language Masters (language-masters), United States (us), and User0XX (user0xx). The 'User0XX' item is currently selected.

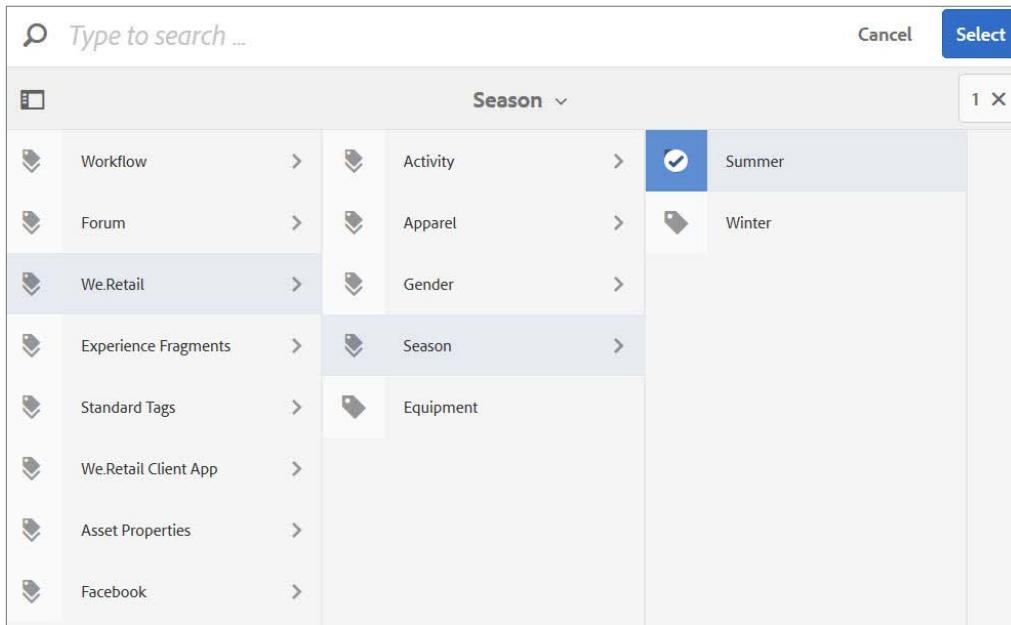
3. Click the **Page Information** icon from the page toolbar, and then select **Open Properties** from the drop-down menu.



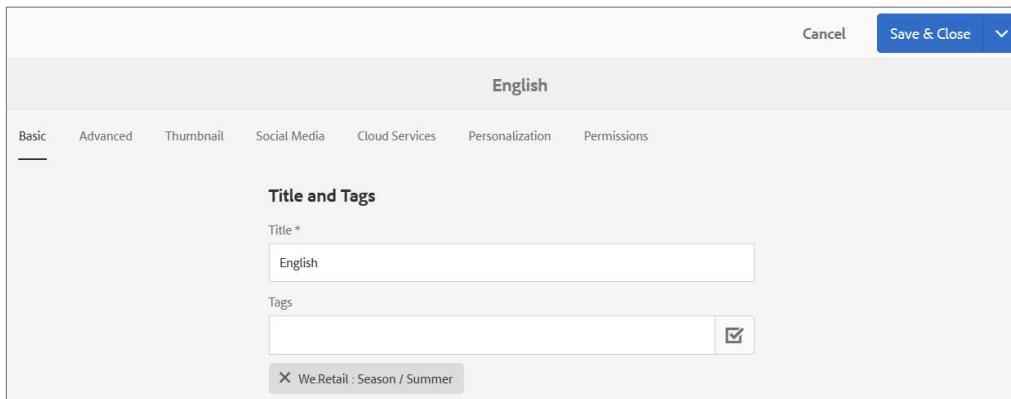
4. On the **Basic** tab, click **Open Selection Dialog** beside the **Tags** field.

A screenshot of the 'Basic' tab in the AEM properties dialog. The tab is labeled 'English'. Below it, there are tabs for Basic, Advanced, Thumbnail, Social Media, Cloud Services, Personalization, and Permissions. Under the 'Basic' tab, there's a section titled 'Title and Tags'. It contains a 'Title *' input field with 'English' typed into it, and a 'Tags' input field which has a checked checkbox next to it. There's also a 'Hide in Navigation' checkbox at the bottom. At the top right of the dialog, there are 'Cancel' and 'Save & Close' buttons.

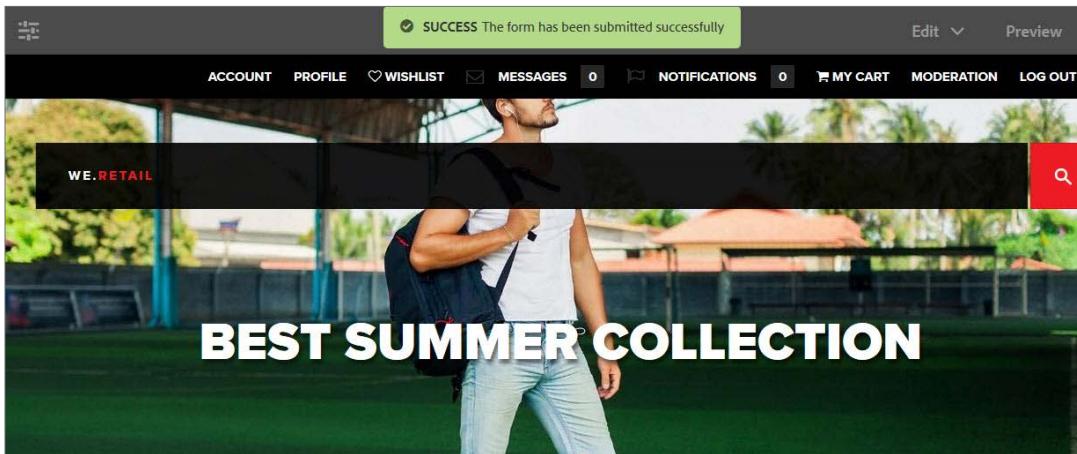
5. Navigate to **We.Retail > Season**, select **Summer**, and click **Select**. The Summer tag is added to the page.



6. Click **Save & Close**.



The following success message appears on the page:



To search and save the search result:

7. From the **Sites** console, click the **Search** icon from the actions bar, and then enter **Summer**. The pages and assets that have the Summer tag appear. You can view the **English** page with the Summer tag.

A screenshot of the Adobe Experience Manager (AEM) Sites console. The search results for "Summer" are displayed. On the left, there is a tree-view navigation pane showing categories like Campaigns, Screens, Community Sites, and We Retail. The "We Retail" item is selected. To the right, a list of items with the "Summer" tag is shown. One item, "User0XX", is highlighted. The details for "User0XX" are shown on the right side of the screen, including its title "English", name "en", template "Hero Page", modified time "2 hours ago", modified by "Administrator", language "English", and status "Published". A preview of the page is also visible.

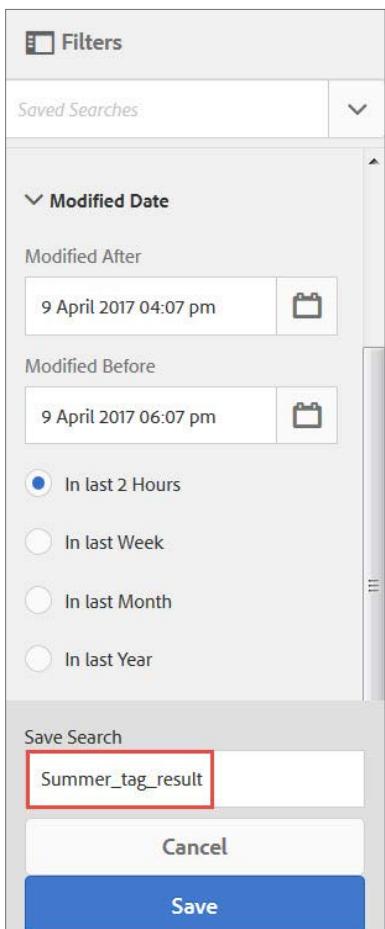
8. Click the left rail icon. The **Filters** panel opens.
9. On the **Filters** panel:
 - a. Specify the path as: **/content/we-retail/user0XX**
 - b. Select the **Summer** tag from **We-Retail / Season**.
 - c. Select **In Last 2 Hours** button from **Modified Date**.

The pages and assets matching the above criteria will appear.

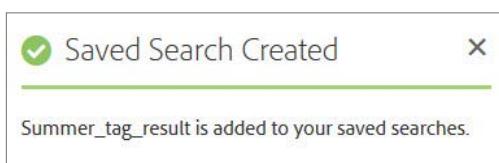
10. Click **Save**.

The screenshot shows the AEM 'Filters' panel open on the left side of the interface. At the top, there are three tabs: 'Location: Sites', 'Path: /content/we-retail/user0xx', and 'Tag: We Retail : Season / Summer'. The 'Tag' tab is selected, showing the word 'Summer'. The main area is titled 'Search Results' and displays two items: a hero page thumbnail for 'HERO PAGE' and a product thumbnail for a pair of tan cargo shorts. Below the thumbnails, there are sections for 'English' (last modified 3 minutes ago, not published) and 'Products' (last modified 1 hour ago, not published). On the left, the 'Filters' panel is expanded, showing the applied path '/content/we-retail/user0xx' with a checked checkbox, and a 'Tags' section where 'Select Tag(s)' is checked. Under 'Modified Date', the 'In last 2 Hours' option is selected. At the bottom of the panel are 'Cancel' and 'Save' buttons, with 'Save' being highlighted in blue.

11. Save the search by naming the filter as **Summer_tag_result**, and click **Save**. This result is added to the Saved Searches list.



12. Click **Close** from the success message dialog box.



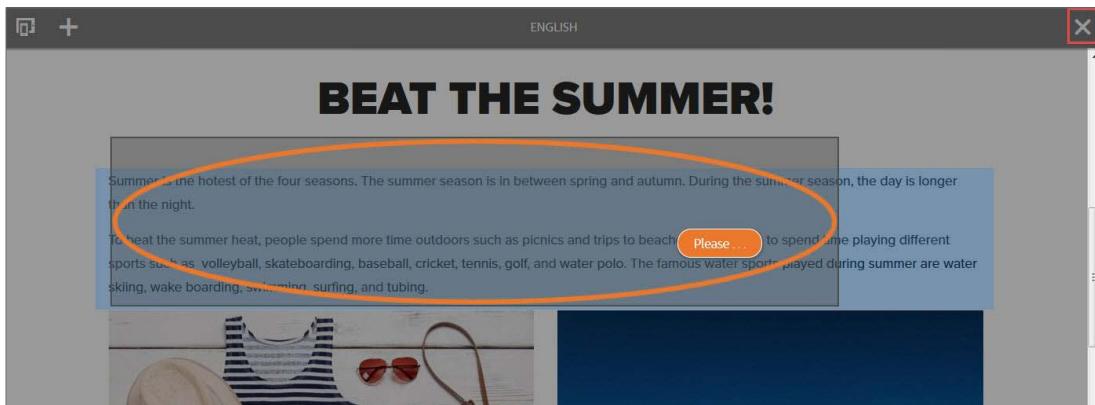
Annotating a Page

Annotations are notes, comments, and questions added by the authors and reviewers to the page. The annotations are used to discuss the and decide upon the page content before publishing the page.

You can add annotations to a page using the **Annotate** mode available from the page toolbar.



In Adobe Experience Manager, annotations are a colored marker or sticky-note added to a component of the page. You can add text and simple line graphics that you can position to highlight an area of the page, as shown in the following screen shot:

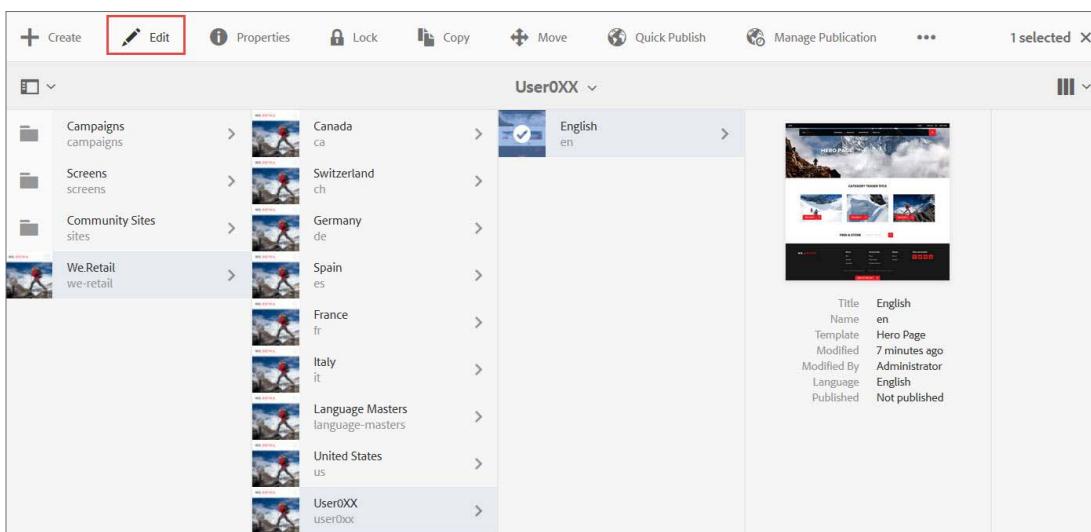


Lab Activity - VII

Task 2.11: Add annotations to a page

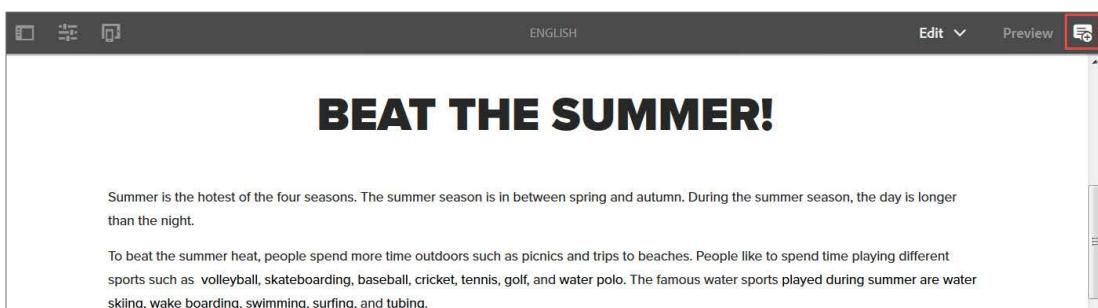
To add annotations to a page:

- From the **Sites** console, select the **English** page of **User0XX**, and click **Edit** from the actions bar.



The screenshot shows the AEM Sites console interface. At the top, there's a toolbar with 'Create', 'Edit' (which is highlighted with a red box), 'Properties', 'Lock', 'Copy', 'Move', 'Quick Publish', 'Manage Publication', and a '1 selected' indicator. Below the toolbar is a navigation tree under the heading 'User0XX'. The tree includes 'Campaigns', 'Screens', 'Community Sites', and a selected item 'We.Retail'. Under 'We.Retail', there are language variants: Canada (ca), Switzerland (ch), Germany (de), Spain (es), France (fr), Italy (it), Language Masters (language-masters), United States (us), and User0XX (user0xx). To the right of the tree, there's a preview window showing a landing page with a hero section and a sidebar. Below the preview is a detailed properties panel for the selected English page, listing fields like Title, Name, Template, Modified, Modified By, Language, and Published.

- Click the **Annotate** icon from the page toolbar to enter the annotation mode.

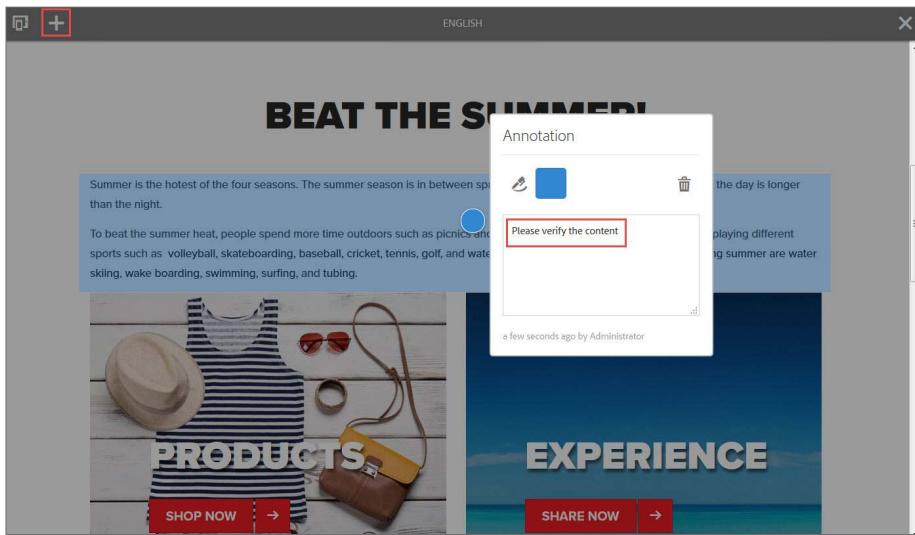


The screenshot shows the AEM page editor in annotation mode. The top toolbar includes icons for 'Edit', 'Preview', and 'Annotate' (which is highlighted with a red box). The main content area features a large bold heading 'BEAT THE SUMMER!'. Below the heading is a paragraph of text: 'Summer is the hottest of the four seasons. The summer season is in between spring and autumn. During the summer season, the day is longer than the night.' At the bottom of the content area, there's another paragraph: 'To beat the summer heat, people spend more time outdoors such as picnics and trips to beaches. People like to spend time playing different sports such as volleyball, skateboarding, baseball, cricket, tennis, golf, and water polo. The famous water sports played during summer are water skiing, wake boarding, swimming, surfing, and tubing.' The right side of the editor has a vertical scroll bar.

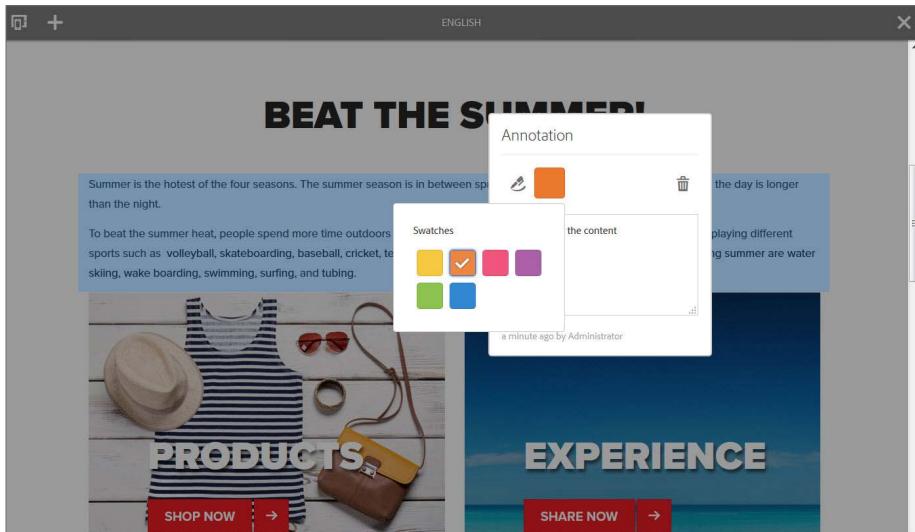
- Click **Add annotation** (the plus icon) from the top-left corner to annotate a component.

4. Select a component you want to annotate. The **Annotation** dialog box appears.

5. Add a comment.

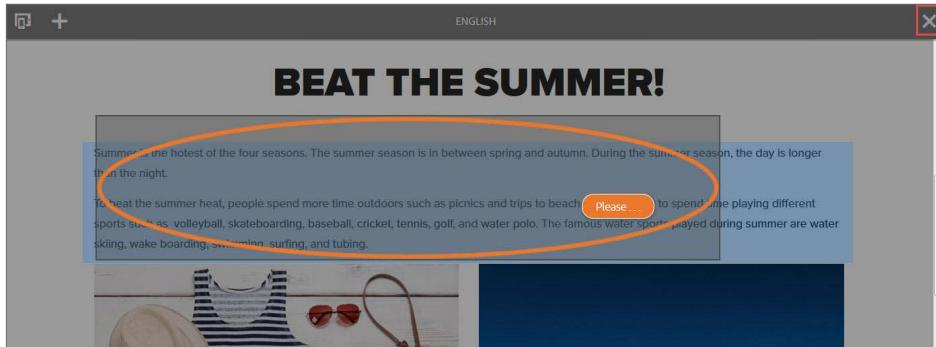


6. Change the color of the annotations by using the square color icon from the Annotation dialog box.

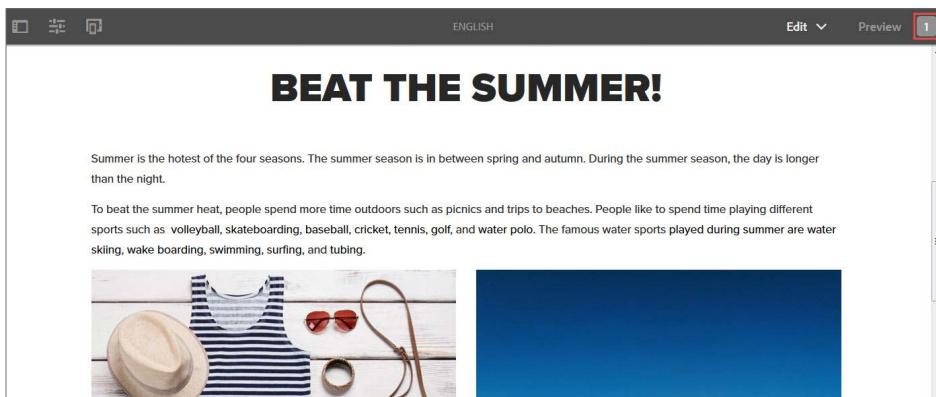


7. After adding the annotation, click anywhere on the page. The **Annotation** dialog box will minimize and turn to an oval-shaped button with the first few letters of the comment. You can click the oval button to maximize the dialog box.

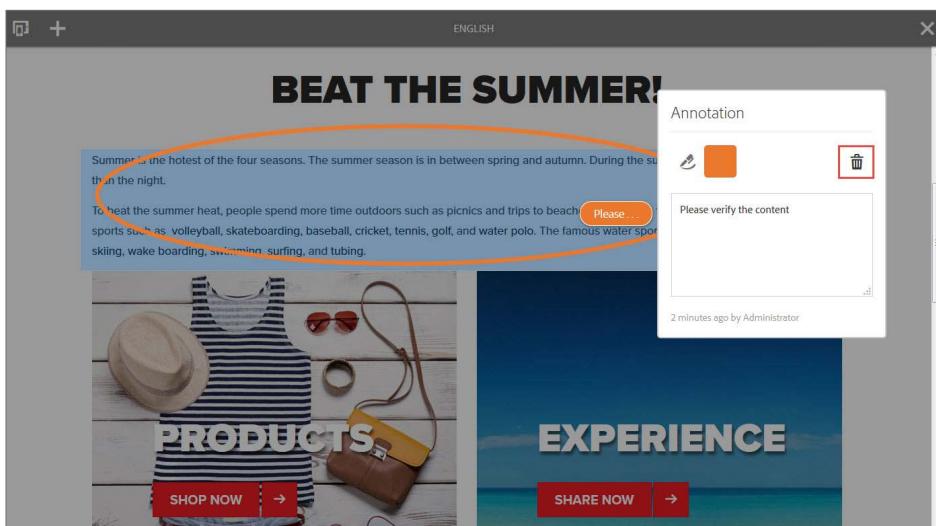
8. Draw an arrow or highlight objects by using the **Sketch** icon from the **Annotation** dialog box.
9. Click close (X) from the top-right corner to exit from the **Annotate** mode.



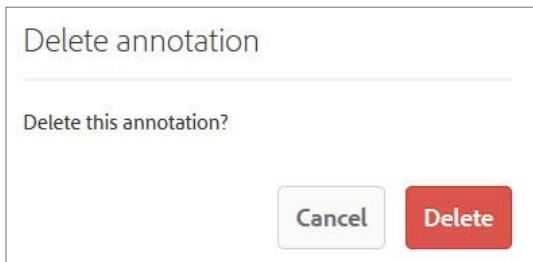
10. To count and view annotations on a page, click **Annotate** and take the appropriate action described in the comment field of the annotation.



11. To delete annotations on a page, click **Delete** annotation (the garbage can icon) from the **Annotation** dialog box.



12. Click **Delete**. The selected annotation is deleted from the page.



Locking and Unlocking a Page

Adobe Experience Manager helps lock a page to restricts other users from modifying the content. You can lock a page when you want to make multiple edits to one specific page or when you need to freeze the page content.

You can lock a page from the selection mode or the page information mode.

In the selection mode, you can select a page you want to lock, and click **Lock** from the actions bar.

From the page information menu, you can select **Lock Page** from the drop-down menu.

The only person who can unlock the page is the user who:

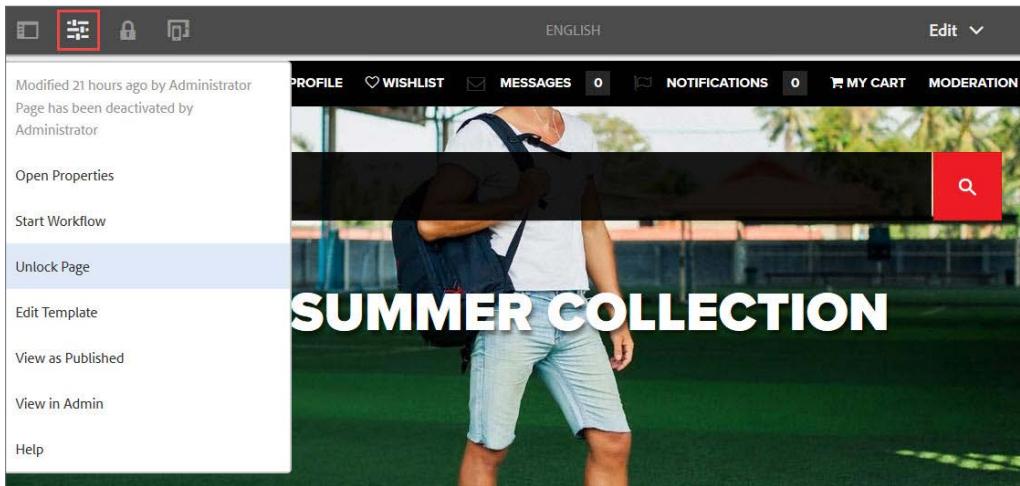
- Locked it
- Has administrator access
- Was granted impersonation rights

You can unlock a page from the selection mode, page toolbar, or page information menu.

In the selection mode, you can select a page that is locked and click **Unlock** from the actions bar.

From the page toolbar, you can click the **Locked page** icon, and then click **Unlock page** from the **Locked page** dialog box.

You can click the **Unlock Page** icon from the **Page Information** drop-down menu.



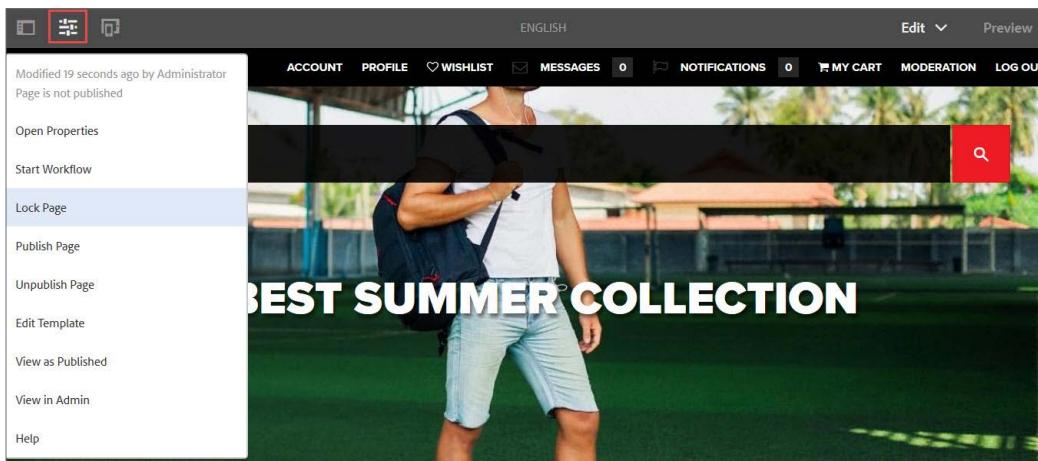
Lab Activity - VIII

Task 2.12: Lock and unlock a page

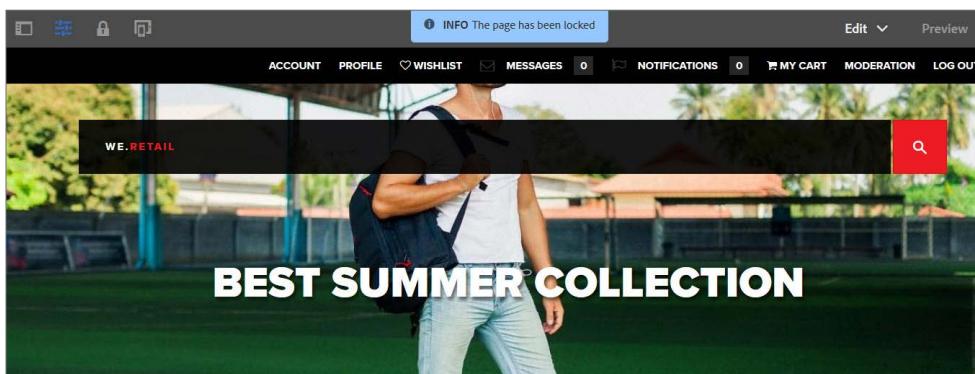
In this task, you will lock a page and then unlock the page.

To lock a page:

1. From the **Sites** console, select the **English** page of **User0XX**, and select **Edit** from the actions bar.
2. Click the **Page Information** icon from the page toolbar and select **Lock Page** from the drop-down menu.

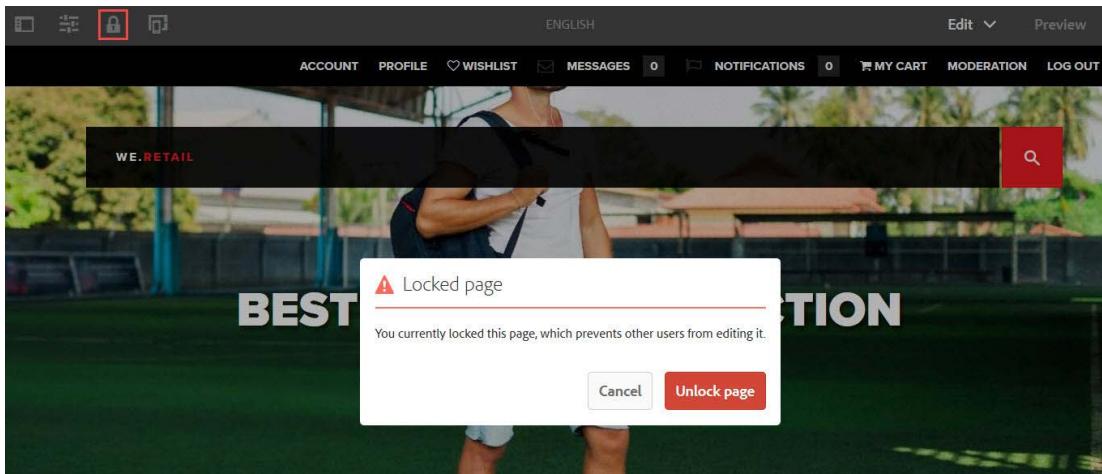


The message **The page has been locked** is displayed on the page, as shown in the following screen shot:

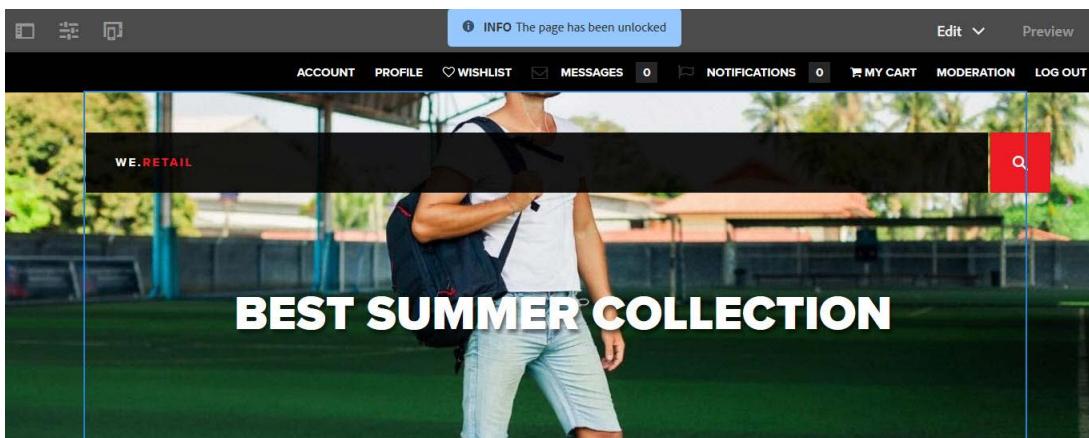


To unlock the page:

3. From the **Sites** console, select the **English** page of **User0XX**, and select **Edit** from the actions bar.
4. Click the **Locked page** icon from the page toolbar, and then click **Unlock page**.



The message **The page has been unlocked** is displayed on the page, as shown in the following screen shot:



Publishing and Unpublishing Pages

Adobe Experience Manager helps you publish one or more pages to the Publish environment and unpublish them.

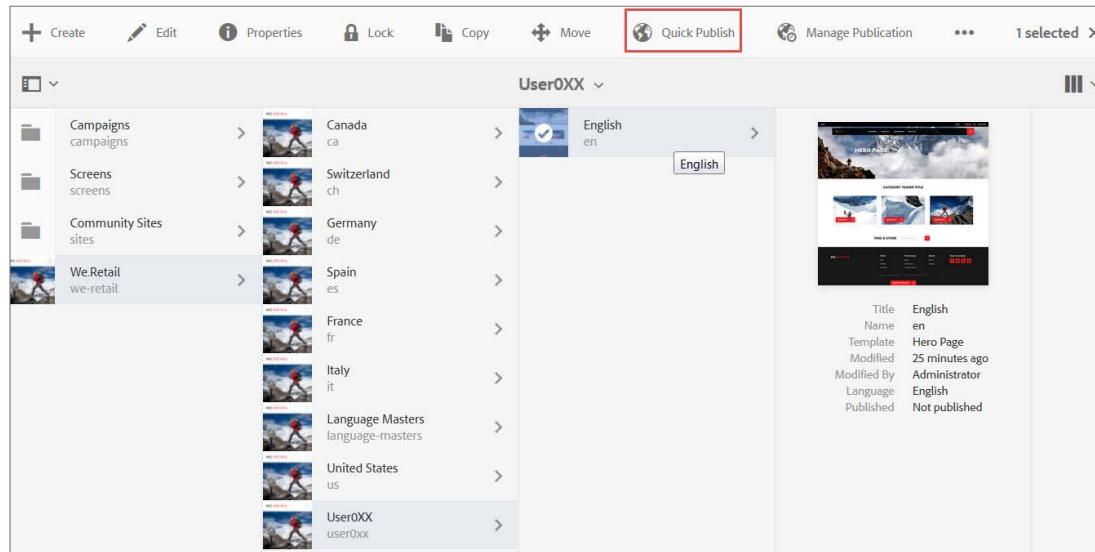
Publishing a Page

Publishing (or activating) a page will activate the page to your publish environment so it is available to visitors. To view the published page, you need to start the Publish instance on your machine.

Publishing (or activating) a page to the publish environment will make it available to visitors. To view the published page, you need to start the Publish instance.

You can use the Quick Publication option or the Manage Publication option to publish pages from author to publish instance

The **Quick Publication** helps publish the pages and its associated references immediately. You can select the page and click **Quick Publish** from the actions bar.



The **Manage Publication** option helps schedule the publish the pages later at a specified time. This option starts a workflow to publish a version of the page at the specified time. You can select a page and click **Manage Publication** from the actions bar.

This screenshot shows the navigation menu of Adobe Experience Manager. The 'Manage Publication' button in the top right corner is highlighted with a red box. The menu items include Create, Edit, Properties, Lock, Copy, Move, Quick Publish, Manage Publication, and Delete.

The main content area displays a tree structure of site structures. The 'English' node is selected and highlighted in blue. Other nodes shown include 'Canada', 'Switzerland', 'Germany', 'Spain', 'France', 'Italy', 'Language Masters', 'United States', and 'User0XX'. To the right of the tree, there are two columns: 'Products' and 'About Us'.

You can specify:

- If you want to publish the page now or later
- The time (including date) when you want the page to be published

This screenshot shows the 'Manage Publication' dialog box. At the top, there are tabs for Options, Scope, and Workflows, with 'Options' selected. In the center, there are sections for Action (Publish, Unpublish), Scheduling (Now, Later, Later is selected and highlighted with a red box), and Activation date (set to 10 April 2017 06:00 am). At the bottom right are 'Cancel' and 'Next' buttons.

Unpublishing a Page

Unpublishing (or deactivating) a page removes it from the publish environment and makes it unavailable for the visitors. Similar to the publish option, you can use **Manage Publication** to unpublish the pages either immediately or later.



NOTE: Similar to pages, you can publish and unpublish assets.

Lab Activity - IX

Task 2.13: Publish and unpublish a page

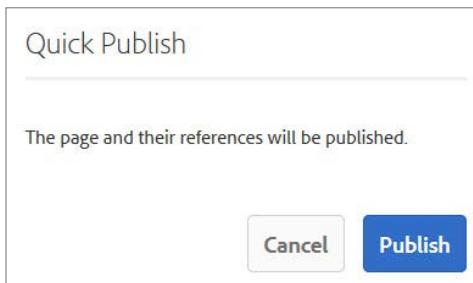
To publish a page:

1. From the **Sites** console, navigate to **We.Retail > User0XX**, and select the **English** page.
2. Click **Quick Publish** from the actions bar.

The screenshot shows the AEM Sites console interface. On the left, there's a navigation tree with categories like Campaigns, Screens, Community Sites, and We.Retail. Under We.Retail, several sub-sites are listed: Canada (ca), Switzerland (ch), Germany (de), Spain (es), France (fr), Italy (it), Language Masters (language-masters), United States (us), and User0XX (user0xx). The User0XX node is currently selected. In the center, a preview of the English page is shown with a checkmark indicating it's published. To the right, detailed information about the page is displayed in a table:

Title	English
Name	en
Template	Hero Page
Modified	25 minutes ago
Modified By	Administrator
Language	English
Published	Not published

3. Click **Publish** from the **Quick Publish** dialog box.



The message **The page and their references have been published** is displayed, as shown in the following screen shot:

The screenshot shows the AEM navigation bar with options like 'Create', 'Edit', 'Properties', and 'Log'. A blue banner at the top right displays the message 'INFO The page and their references have been published'. Below the banner, the navigation tree shows 'Campaigns', 'Screens', 'Community Sites', and 'We.Retail'. Under 'We.Retail', there are language variants: Canada (ca), Switzerland (ch), Germany (de), Spain (es), France (fr), Italy (it), Language Masters (language-masters), United States (us), and UserOXX (userOxx). The 'UserOXX' node is selected. To the right, a preview window shows a landing page with a hero image of a climber and navigation links. A detailed view panel on the right provides the following information:

Title	English
Name	en
Template	Hero Page
Modified	26 minutes ago
Modified By	Administrator
Language	English
Published	3 seconds ago
Published By	Administrator
Publication Pending #10 In the queue.	

To view the published English page:

4. Ensure the publish instance is running on your system.



NOTE: Refer to the **Installation** section in the **Appendix** to know how to start Adobe Experience Manager publish instance. Your instructor will provide the publish instance URL, if you are using the Adobe Experience Manager on Cloud.

5. Open the browser, add the following URL: **http://<host name>: <port number>/content/we-retail/user0<user name>/en.html** in the address bar.



NOTE: If you're using Adobe Experience Manager cloud instance, use the publish instance URL, which your instructor has provided to you.

6. Press **Enter** from the keyboard.

If the page was published successfully, it will appear on the publish instance.

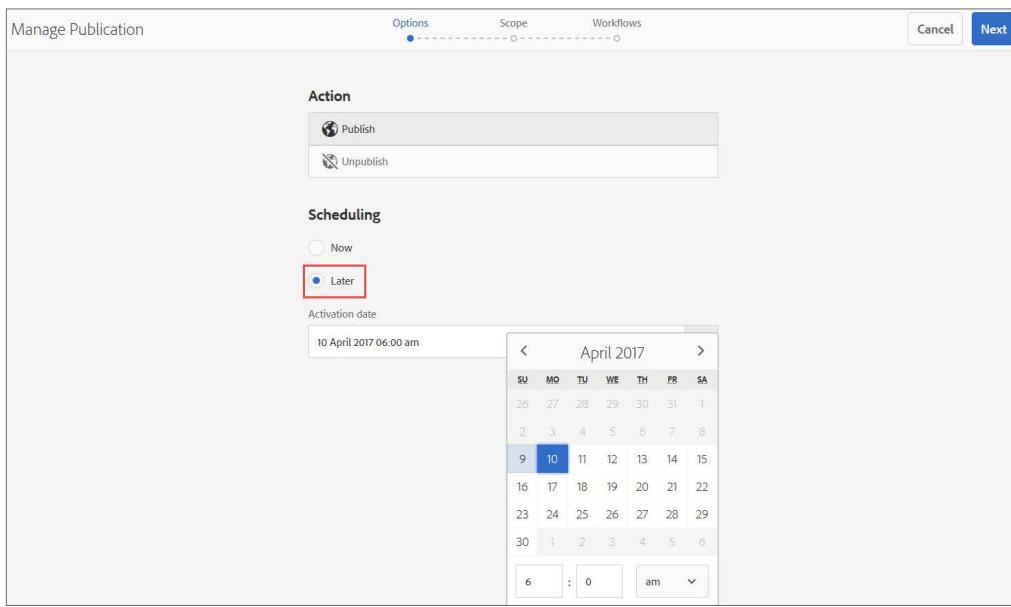
The screenshot shows a web browser window with the URL `localhost:4503/content/we-retail/user0xx/en.html`. The page has a black header bar with 'MY CART' and 'LOGIN' buttons. Below the header is a large image of a person's legs standing on grass. The main content area features a bold title 'BEAT THE SUMMER!' in black capital letters. Below the title is a paragraph of text: 'Summer is the hottest of the four seasons. The summer season is in between spring and autumn. During the summer season, the day is longer than the night.' Underneath the text are two images: one of a striped tank top, a straw hat, sunglasses, and a lanyard labeled 'PRODUCTS', and another of a blue sky labeled 'EXPERIENCE'.

Let's see how to schedule the page publishing process.

7. From the **Sites** console, navigate to **We.Retail > User0XX > English** and select the **Experience** page.
8. Click **Manage Publication** from the actions bar. The Manage Publication page opens.

The screenshot shows the 'Manage Publication' page in the AEM Sites console. The top navigation bar includes 'Create', 'Edit', 'Properties', 'Lock', 'Copy', 'Move', 'Quick Publish', and 'Delete'. The 'Manage Publication' button is highlighted with a red border. The main content area displays a tree structure under the heading 'English'. The structure shows nested nodes: 'Campaigns' (with 'campaigns'), 'Screens' (with 'screens'), 'Community Sites' (with 'sites'), 'We.Retail' (with 'we-retail'), 'Language Masters' (with 'language-masters'), 'United States' (with 'us'), and 'User0XX' (with 'user0xx'). To the right of the tree, there are columns for 'Experience' and 'Products'.

9. From **Action**, select the **Publish** option.
10. From **Scheduling**, select the **Later** button.
11. From the **Activation date**, select the date and time at which you want to publish the **Experience** page.
12. Click **Next**.



13. Select the checkbox beside the **Title** field to select the **Experience** page and click **Next**.

Manage Publication		Options	Scope	Workflows	Back	Next
		<input type="checkbox"/> Include Children	<input type="checkbox"/> Remove Selection	<input type="checkbox"/> Published References	1 page(s)	
<input checked="" type="checkbox"/> Title		Modified	Published	References		
	Experience /content/we-retail/user0xx/en/experience	3 hours ago Administrator	Not published	all		

14. Add a **Workflow Title** and click **Publish**.

The screenshot shows the 'Manage Publication' dialog box with the 'Workflows' tab selected. A message states 'Some of the published pages must run through specific workflows.' Below this, it says '1 resource(s) will run through the workflow Scheduled Page/Asset Activation.' A text input field for 'Workflow title *' contains 'Publish page'. There is also a checked checkbox for 'Keep workflow package' and an empty input field for 'Package title *'.

The **Resource(s) have been scheduled for publication** message is displayed, as shown in the following screen shot:

The screenshot shows the Adobe Experience Manager interface. At the top, there's a green success message box that says "SUCCESS Resource(s) have been scheduled for publication". Below the header, there's a navigation bar with icons for search, help, and user profile. The main area displays a hierarchical navigation tree under "English". On the right side, there's a sidebar with a "Create" button and some other items.

15. Select the **Experience** page and view the page details. Look at the **Published** field. This field displays the published status and the scheduled time when the page will be published.

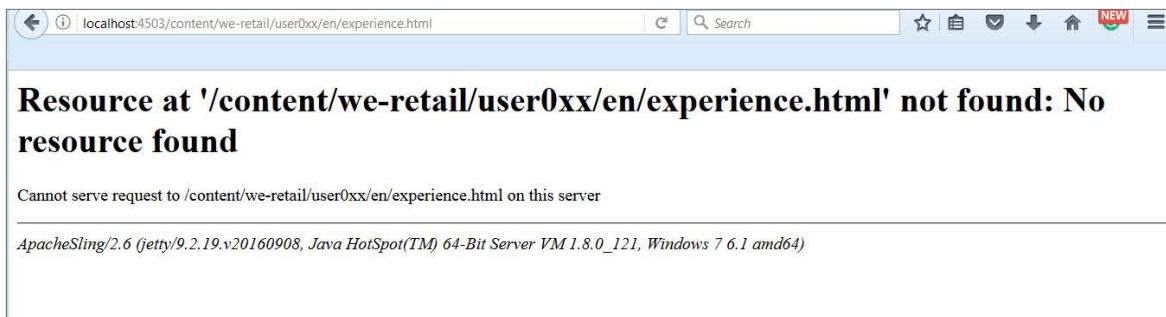
This screenshot shows the same interface as above, but now focusing on the "Experience" page. The navigation tree shows "We.Retail" selected. In the details pane on the right, there's a preview of the page and a table of properties. A red box highlights the "Published" field, which shows "3 seconds ago" and "Administrator".

Title	English
Name	en
Template	Hero Page
Modified	26 minutes ago
Modified By	Administrator
Language	English
Published	3 seconds ago
Published By	Administrator
Publication Pending: #10 in the queue.	

16. Open the browser, add the following URL: **http://<host name>: <port number>/content/we-retail/user0<user name>/experience.html** in the address bar.

 **NOTE::** If you're using Adobe Experience Manager cloud instance, use the publish instance URL, which your instructor has provided to you.

17. Press **Enter** from the keyboard. As the **Experience** page is not published, you will not be able to view the page on the Publish instance until it is published at the specified time.



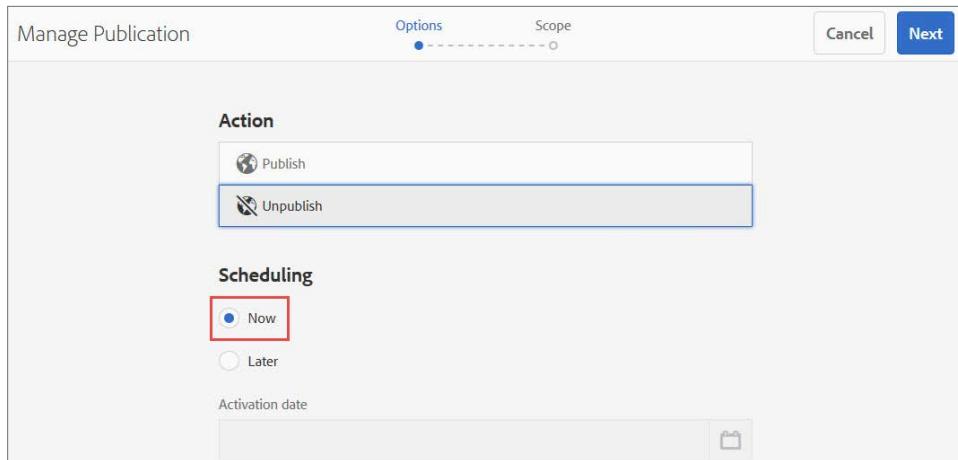
To unpublish a page:

18. Select the **English** page, which you published earlier.
 19. Click **Manage Publication** from the actions bar.

Title	English
Name	en
Template	Hero Page
Modified	45 minutes ago
Modified By	Administrator
Language	English
Published	18 minutes ago
Published By	Administrator

20. From the Manage Publication wizard, select **Unpublish** as the action, and select **Now** button from Scheduling.

21. Click **Next**.



22. Select the checkbox beside the **Title** field to select the English page and click **Unpublish**.

The screenshot shows the 'Manage Publication' screen with the following interface elements:

- Manage Publication:** Title bar with 'Manage Publication', 'Options', 'Scope', 'Back', and 'Unpublish' buttons.
- Actions:** 'Include Children' and 'Remove Selection' buttons.
- Count:** '1 page(s)'.
- Table:** A list of items with columns: 'Title', 'Modified', and 'Published'.

Title	Modified	Published
English /content/we-retail/user0xx/en	an hour ago Administrator	20 minutes ago Administrator

23. Click **Continue** from the Unpublish dialog box.

The screenshot shows the 'Manage Publication' screen with an 'Unpublish' dialog box overlaid. The dialog box contains the following text and buttons:

- Unpublish**
- Upon unpublishing, other 3 child item(s) will get unpublished.**
- Buttons:** 'Cancel' and 'Continue'.

The **Resource(s) have been unpublished** message is displayed, as shown in the following screen shot:

The screenshot shows the Adobe Experience Manager interface with the title bar 'Adobe Experience Manager'. A green success message box in the top right corner displays the text 'SUCCESS Resource(s) have been unpublished.' Below the message is a search bar and a user profile icon. The main area shows a tree view of the 'User0XX' folder structure. The 'We.Retail' folder is selected. Underneath it, the 'English' page is also selected. The 'Published' status for this page is shown as 'Not published'.

24. Select the **English** page and view the page details. The **Published** field will have the status has **Unpublished**.

The screenshot shows the Adobe Experience Manager interface with the title bar 'Adobe Experience Manager'. The top navigation bar includes 'Create', 'Edit', 'Properties', 'Lock', 'Copy', 'Move', 'Quick Publish', and a 'More' button. A message bar indicates '1 selected'. The main area shows the 'User0XX' folder structure with the 'English' page selected. On the right side, the page details are displayed, including a preview image of the page and a table of properties. The 'Published' field in the properties table is highlighted with a red border.

Title	English
Name	en
Template	Hero Page
Modified	50 minutes ago
Modified By	Administrator
Language	English
Published	Not published

25. Open the browser, add the following URL: **http://<host name>: <port number>/content/we-retail/user0<user name>/en.html** in the address bar.



NOTE: If you're using Adobe Experience Manager cloud instance, use the publish instance URL, which your instructor has provided to you.

26. Press **Enter** from the keyboard. As the **English** page is unpublished, you will not be able to view the page on the Publish instance.

The screenshot shows a web browser window with the following details:

- Address Bar:** localhost:4503/content/we-retail/user0xx/en.html
- Toolbar:** Includes icons for back, forward, search, and other browser functions.
- Content Area:**
 - Header:** Resource at '/content/we-retail/user0xx/en.html' not found: No resource found
 - Message:** Cannot serve request to /content/we-retail/user0xx/en.html on this server
 - Footer:** ApacheSling/2.6 (jetty/9.2.19.v20160908, Java HotSpot(TM) 64-Bit Server VM 1.8.0_121, Windows 7 6.1 amd64)

Implementing Business Processes

Workflows help you automate processes for managing resources and publishing content in your Adobe Experience Manager environment. Workflows involve a series of steps, and each step performs a specific task. For example, business processes for creating and publishing web pages include approval and sign-off tasks by various participants. You can model these processes by using workflows and applying them to specific content.

Adobe Experience Manager has several out-of-the-box workflow models and it also helps create a custom workflow model for your processes.

Workflows are assigned from the timeline, page information, and workflow models

Timeline—You can select a page, click the rail icon, and select the **Timeline** option from the drop-down menu. You can then click the arrow beside the **Comment** field and click **Start Workflow**. You can then select the workflow that needs to be run on the page.

The screenshot shows the Adobe Experience Manager Timeline interface. At the top, there are navigation icons for Create, Edit, Properties, Lock, Copy, Move, Quick Publish, and a three-dot menu. Below the toolbar, the title bar says "User0XX". The main area displays a timeline of events for a page named "User0XX". The events listed are:

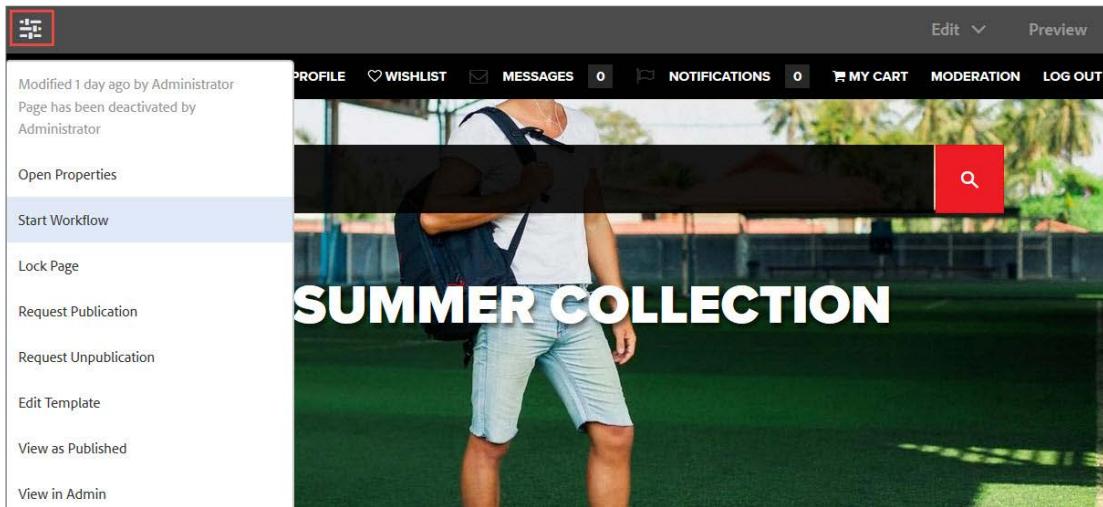
- Page created 2 days ago by Administrator
- Page edited 1 day ago by Administrator
- Page published 1 day ago by Administrator
- New Version 1.0 1 day ago
- Page unpublished 1 day ago by Administrator

On the right side, there is a preview of the page and its properties table:

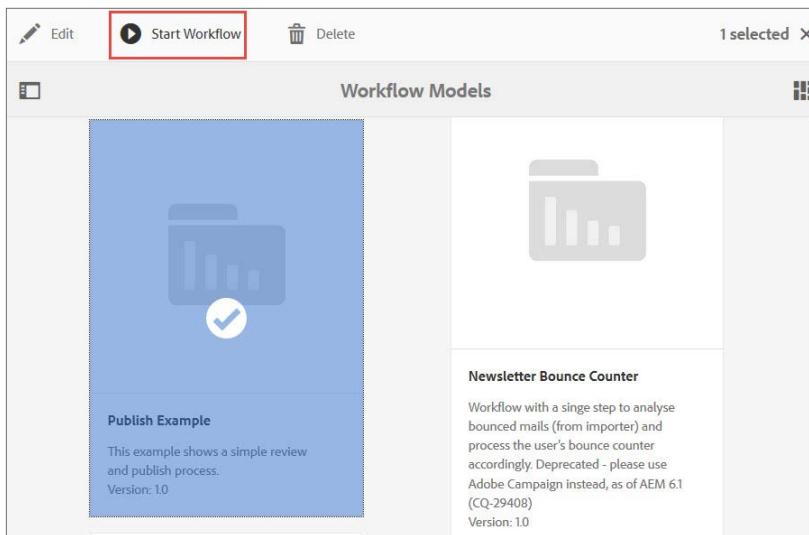
Title	English
Name	en
Template	Hero Page
Modified	1 day ago
Modified By	Administrator
Language	English
Published	Not published

At the bottom left, there are buttons for "Save as Version" and "Start Workflow". The "Start Workflow" button is highlighted with a red box. Below these buttons is a "Comment" field with a user icon and an upward arrow icon.

Page Information—You can open a page, click the **Page Information** icon, and select Start Workflow. From here, you can select a workflow that needs to be run on the page.



Workflow Models—You can navigate to the **Workflow** console from **Tools**. Click **Models**, select a model, click **Start Workflow** and associate a page to the workflow as a payload.



After you start a workflow, the tasks assigned to a user will be available in the **Inbox**.

The screenshot shows the Adobe Experience Manager inbox interface. On the left, there's a navigation tree with categories like Campaigns, Screens, Community Sites, and We.Retail. The We.Retail node is expanded, showing sub-items for Canada (ca), Switzerland (ch), Germany (de), Spain (es), France (fr), Italy (it), Language Masters (language-masters), United States (us), and User0XX (user0xx). To the right, a list of workflow tasks is displayed in a card-based format. The first task, "Validate Content" (Validate the modified content.), has a red box drawn around it. Below it are other tasks: "Waiting for activation" (Waiting for activation until the scheduled time is reached) and "Configure Analytics & Targeting" (You can opt in for Analytics and Targeting by selecting your configuration and then adding it to your pages.). At the bottom of the task list is a "View All (6 New)" button.

The users can complete the task assigned to them, and if required, they can delegate the task to other users.

The screenshot shows a "Work Item" details page. At the top, there are buttons for "Complete" (which is highlighted with a red box), "Step Back", "Delegate", "Cancel", and "Save". Below the buttons, the title "Work Item" is centered above a large, empty rectangular area with a placeholder icon of a document with a grid. Underneath this area, there are several input fields and descriptions:

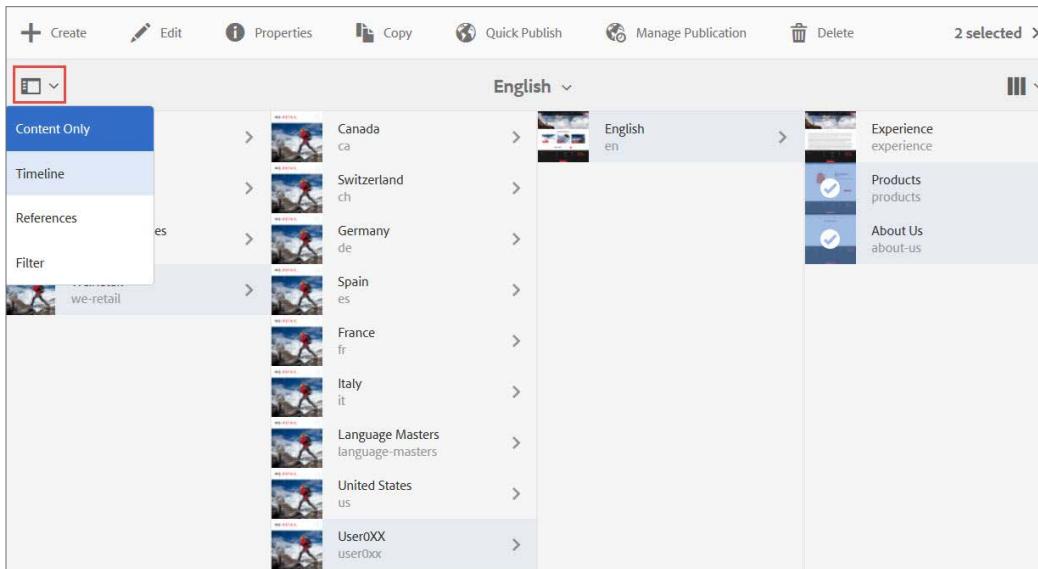
- Assignee:** admin
- Content Path:** /etc/workflow/packages/generated-package1
- Step Title:** Validate Content
- Step Description:** Validate the modified content.

Lab Activity - X

Task 2.14: Automate the page publishing process by using a workflow

To start a workflow:

1. From the **Sites** console, navigate to **We.Retail > User0XX > English**.
2. Select the **Products** and **About Us** pages.



The screenshot shows the AEM Sites console interface. At the top, there are navigation tabs: Create, Edit, Properties, Copy, Quick Publish, Manage Publication, Delete, and a status bar indicating '2 selected'. Below the tabs, a breadcrumb path shows 'English'. On the left, a sidebar has a dropdown menu with options: Content Only (selected), Timeline (highlighted with a red box), References, and Filter. The main content area displays a tree structure of pages under the English language. The nodes are: Canada (ca), Switzerland (ch), Germany (de), Spain (es), France (fr), Italy (it), Language Masters (language-masters), United States (us), and User0XX (user0xx). To the right of the tree, there are three pages listed: Experience (experience), Products (products), and About Us (about-us).

3. Click the rail icon and select **Timeline** from the dropdown.

4. Click the arrow beside the **Comment** field and click **Start Workflow**.

The screenshot shows the 'Timeline' view for the 'English' language. On the left, there are navigation links for 'Campaigns', 'Screens', 'Community Sites', and 'We.Retail'. In the center, a tree structure shows nested items like 'Canada', 'Switzerland', 'Germany', etc. At the bottom left, there are buttons for 'Save as Version' and 'Start Workflow'. The 'Start Workflow' button is highlighted with a red box. Below these buttons is a 'Comment' input field with a user icon and a red box highlighting the input field.

5. Select **Publish Example** from the **Workflow Model** drop-down menu.

6. Add **Publish multiple pages** as the **Workflow Title** and click **Next**.

The screenshot shows the 'Create Workflow' dialog. It has tabs for 'Properties' and 'Scope'. The 'Properties' tab is active. Under 'Workflow model *', the dropdown is set to 'Publish Example' and is highlighted with a red box. Under 'Workflow title *', the input field contains 'Publish multiple pages' and is also highlighted with a red box. There is a checkbox for 'Keep workflow package' which is unchecked. Below that is a 'Package title *' input field. On the right side of the dialog, there are 'Cancel' and 'Next' buttons.

7. Select the checkbox beside the **Title** field to select both pages, and then click **Create**.

The screenshot shows the 'Create Workflow' dialog with the 'Scope' tab selected. At the top, there are buttons for 'Back' and 'Create'. Below that, there are buttons for 'Add Content' and 'Remove Selection'. The main area shows a table with columns for 'Title', 'Modified', and 'Published'. Two rows are selected, both marked with a blue checkmark in the 'Title' column. The first row is 'Products /content/we-retail/user0xx/en/products' with 'Modified' as '3 hours ago' and 'Administrator', and 'Published' as 'Not published'. The second row is 'About Us /content/we-retail/user0xx/en/about-us' with 'Modified' as '21 hours ago' and 'Administrator', and 'Published' as 'Not published'. The total count '2 page(s)' is shown in the top right.

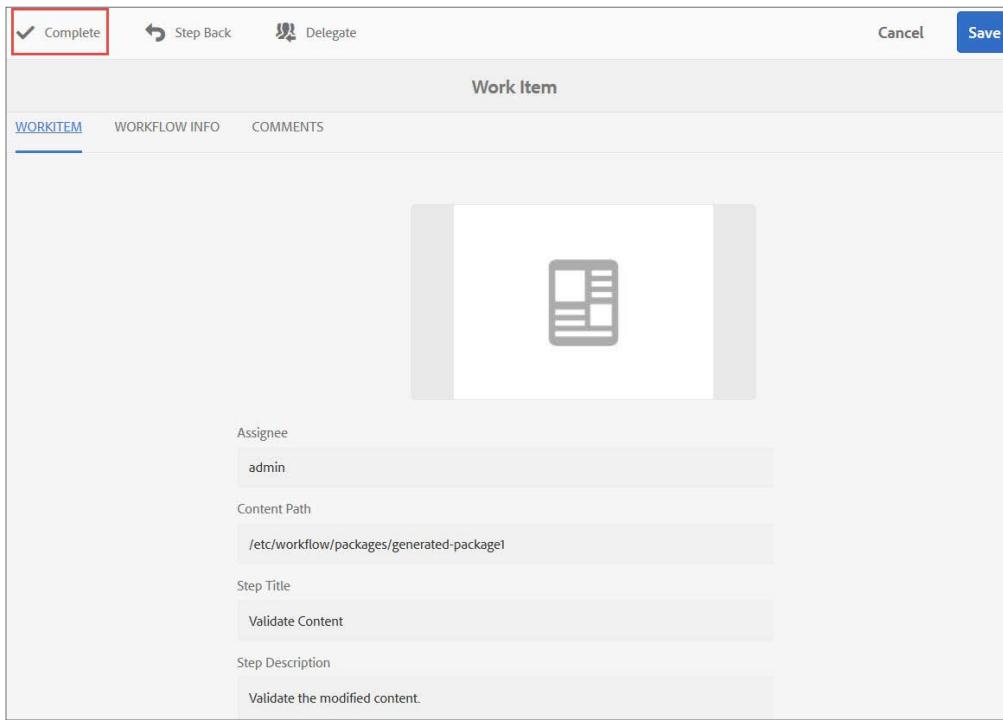
The **Workflow has been created for selected resources** is displayed, as shown in the following screen shot:

The screenshot shows the Adobe Experience Manager interface. At the top, there's a navigation bar with icons for Home, Search, and Help. Below it is a toolbar with 'Paste' and other common actions. The main area displays a hierarchical list of resources under the 'English' locale. The resources listed are: Campaigns, Screens, Community Sites, and We.Retail. Under each of these categories, there are sub-resources: Canada, Switzerland, Germany, Spain, and France. Each resource item includes a preview thumbnail, its name, a two-letter code, and a language indicator (e.g., English en). A green success message banner at the top right reads: 'SUCCESS Workflow has been created for selected resources.'

8. Click the **Inbox** icon from the header bar.
9. Click **Validate Content** task from the list.

This screenshot shows the same interface as the previous one, but with a red box highlighting the 'Validate Content' task in the sidebar. The sidebar also lists other tasks: 'Waiting for activation' and 'Configure Analytics & Targeting'. At the bottom of the sidebar, there's a link to 'View All (6 New)'. The rest of the interface is identical to the first screenshot, showing the tree view of resources under the English locale.

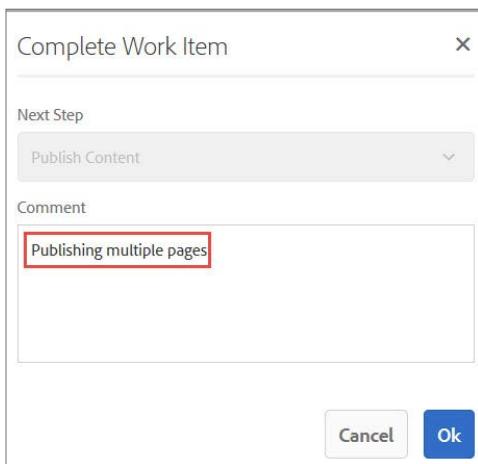
10. Click Complete.



The screenshot shows the 'Work Item' screen. At the top, there are buttons for 'Complete' (which is highlighted with a red box), 'Step Back', 'Delegate', 'Cancel', and 'Save'. Below this is a header bar with tabs for 'WORKITEM' (which is selected and underlined), 'WORKFLOW INFO', and 'COMMENTS'. The main area contains fields for 'Assignee' (set to 'admin'), 'Content Path' ('/etc/workflow/packages/generated-package1'), 'Step Title' ('Validate Content'), and 'Step Description' ('Validate the modified content.'). A large central icon represents a document or workflow step.

The workflow will direct to the next step **Publish Content**, which publishes the page.

11. Add a comment and click Ok.



The screenshot shows the 'Complete Work Item' dialog. It has a title bar 'Complete Work Item' with a close button. Below it is a 'Next Step' section with a dropdown menu set to 'Publish Content'. Underneath is a 'Comment' section containing the text 'Publishing multiple pages', which is highlighted with a red box. At the bottom are two buttons: 'Cancel' and 'Ok' (which is highlighted with a blue box).

12. From the **Sites** console, navigate to **We.Retail > User0XX > English**.

13. Select the **Products** page and view the **Published** status and **Published by** fields from the details list.

The screenshot shows the AEM Sites console interface. On the left, there's a tree view of site structures: Canada (ca), Switzerland (ch), Germany (de), Spain (es), France (fr), Italy (it), Language Masters (language-masters), United States (us), and User0XX (user0XX). The User0XX node is selected. In the center, under the English language dropdown, the 'Products' page is selected. To the right, a preview of the 'Products' page is shown, featuring a red shirt. Below the preview, the page's properties are listed in a table. The 'Published by' field is highlighted with a red box and contains the value 'workflow-process-service'.

Title	Products
Name	products
Template	Product Page
Modified	3 hours ago
Modified By	Administrator
Language	English
Published	28 seconds ago
Published By	workflow-process-service

14. Similarly, select the **About Us** page and view the **Published** status and **Published by** fields from the details list.

This screenshot is similar to the previous one but shows the 'About Us' page instead of the 'Products' page. The preview shows a different page layout. The 'Published by' field is highlighted with a red box and contains the value 'workflow-process-service'.

Title	About Us
Name	about-us
Template	Content Page
Modified	20 hours ago
Modified By	Administrator
Language	English
Published	1 minute ago
Published By	workflow-process-service

To view the Products and About Us pages on the Publish instance:

15. Open the browser, add the following URL: **http://<host name>: <port number>/content/we-retail/user0<user name>/products.html** in the address bar.
16. Similarly, add the following URL: **http://<host name>: <port number>/content/we-retail/user0<user name>/about-us.html** in the address bar.



NOTE: If you're using Adobe Experience Manager cloud instance, use the publish instance URL, which your instructor has provided to you.

Module Three

Advanced Authoring Skills

Objectives

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

- Explain the Template Editor UI
- Create editable templates
- Create pages by using editable templates
- Create content fragments
- Add content fragments to pages
- Create experience fragments
- Add experience fragments to pages
- Explain the components of workflows
- Navigate through the Workflow console
- Create a workflow to automate business process
- Add a workflow to pages
- Create and promote launches
- Navigate through the Projects console
- Create projects
- Navigate through the Tagging console
- Create namespaces and tags
- Add tags to pages
- Explain the benefits of tagging pages

Creating and Managing Templates

Templates are the basis for creating a new page. The template defines the structure of the resultant page, any initial content, and the components you can use on the page.

With the template editor, creating and maintaining templates is no longer a developer-only task. A power-author can create and configure templates without a development project or iteration. However, developers are still required to set up the environment, create client libraries, and create the components to be used.

Starting Points

Roles

Creating a new template (from the Templates console and the template editor) requires collaboration between the admin, developer, and power author.

- Admin: Creates a new folder for templates.
- Developer: Focuses on technical/internal details and provides the template author with some required information. A developer needs development environment experience.
- Template/Power author: Creates templates and configures the use of components. Template authors require privileges and permissions for creating templates and technical information from the developer. They should have experience in technical tasks, such as using patterns when defining paths.

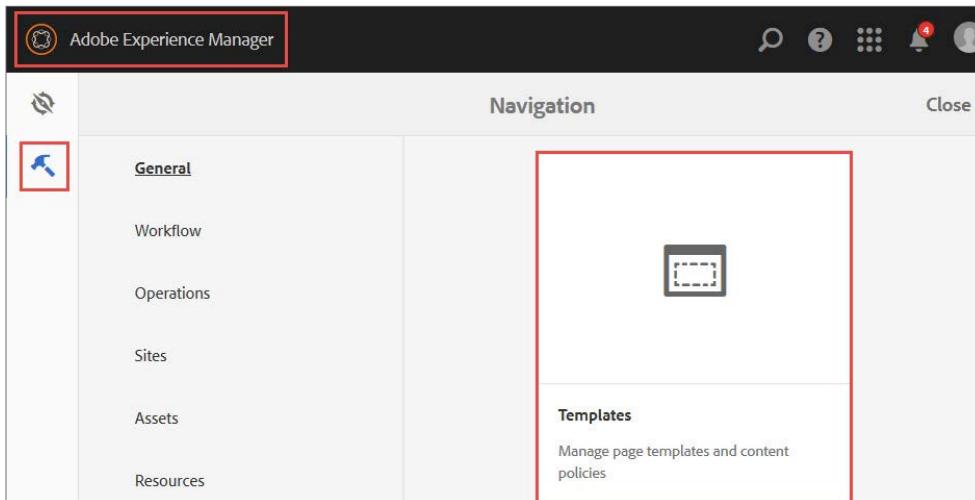
Template Types

Adobe Experience Manager offers two basic types of templates, editable and static. The following table describes the two templates:

Editable Templates	Static Templates
Created and edited by template or power authors	Defined and configured by developers
Helps you define the structure, initial content, and content policies for pages	Has the same structure as the page
Maintains a dynamic connection between the template and pages	Provides no dynamic connection with the page

Templates Console

You can access the Templates console from the **Tools > General** section. The Templates console helps template or power authors create a new template (either new or by copying an existing template), edit the template by using the template editor, and manage the template lifecycle.



Template Editor

The template editor helps template authors to:

- Add (available) components to the template and position them on a responsive grid
- Preconfigure components
- Define the components that you can edit on the resultant pages (created from the template)
- Compose templates out of available components
- Manage the lifecycle of the templates

Modes of Template Editor

The Template Editor has the following modes:

- Structure
- Initial Content
- Layouting

Structure

The structure mode helps power authors define the components that need to be on the pages; for example, header, footer, and layout container. Page authors cannot move or remove components added in the structure mode from the resultant pages. Power authors need to add a paragraph system to the template to allow page authors to add and remove components to resultant pages. When components are locked, page authors cannot edit the content.



NOTE: In structure mode, any components that are the parent of an unlocked component cannot be moved, cut, or deleted.

Initial Content

The initial content mode helps power authors define the content that needs to be included in all pages by default. In initial content mode, when a component is unlocked, power authors can define the initial content that will be copied to the resultant page(s) created from the template. Page authors can edit these unlocked components on the resultant page(s).



NOTE: In the initial content mode (and on the resultant pages), you can delete any unlocked components with an accessible parent, such as components within a layout container.

Layout

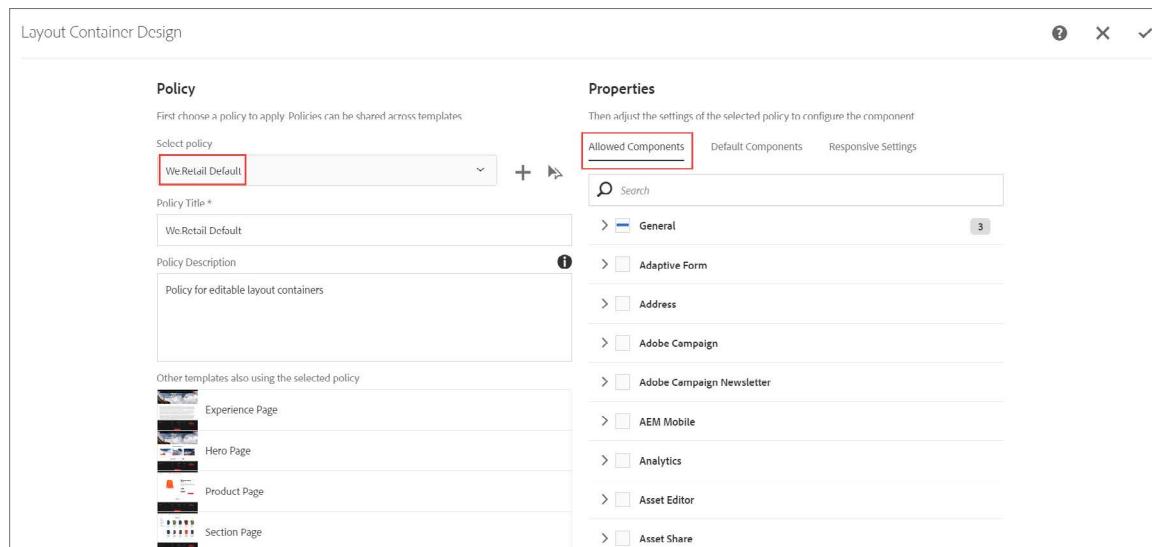
In layout mode, power authors can predefine the template layout for the required device formats.

Content Policies

The template editor helps create content policies for a template and components in **Structure** mode.

The content policies:

- Connect the predefined page policies to a page. These page policies define various design configurations.
- Enable you to assign predefined design configuration to selected components. This helps preconfigure a component's behavior on the resultant page.
- Help add the allowed components and default components to the template.
- Define the number of columns (responsive settings) in the template.



Creating the Template

You can create the editable templates from the Templates console. You can define the structure, initial content, and the layout of the template from the template editor. After you enable the template, you can use it to create pages.

Editing the Template

After creating a template, you can make changes to the template. The changes made to the template will have no impact on the existing pages. This will impact only the new pages, which you will create later. It is also possible to define the initial content for a template, which will be copied over to newly-created pages.

Modify Content Policies

The content policy allows you to link to a design configuration. This allows you to reuse the same design configurations across different templates. It is a powerful concept, but also implies you must be cautious when modifying content policies that might be used on other templates. For example, If you change the list of allowed components on the layout container placeholder, this affects the pages that will be created from the template.



NOTE: A content policy can also be assigned to the page component itself.

Editable Templates: Best Practices

There are some best practices you can follow with editable templates. They are:

- Check the impact of changes to templates (that are enabled) on the resultant pages.
 - › The following lists the different operations that are possible on templates, and how they affect the related pages:
 - » Changes to the structure: They apply to the pages immediately.
 - » Changes to content policies and design configurations: They apply to the affected pages immediately.
 - » Changes to the initial content: They apply only to newly-created pages.
 - » Changes to the layout: Apply immediately or to new pages depending on whether the modified component is part of the structure or initial content.
 - › Check the impact of locking and unlocking components of an enabled templates. The newly-unlocked components will not be displayed on the existing pages. If you lock editable components, content will not be displayed on the page.
- Create your own folders for site-specific templates.
- Publish your templates from the Templates console.

Lab Activity - I

Task 3.1: Create and edit a template, and use the template to create a page

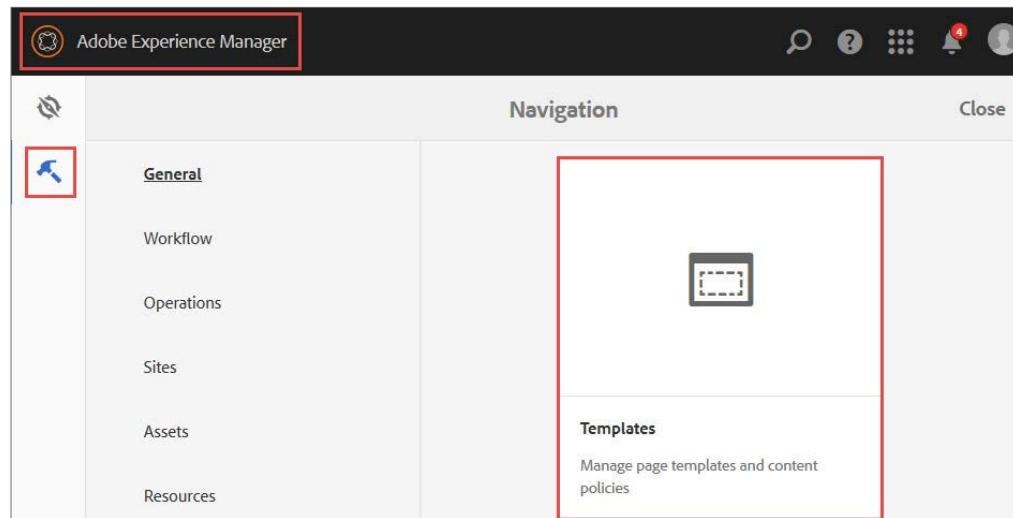
In this task, you will:

1. Create a template with a page header and footer, title, and paragraph system where page authors can drop any allowed components.
2. Enable the template.
3. Create a new page from the enabled template.
4. Edit the template structure and define the initial content for the template.
5. Define the responsive layout of the template.
6. Publish the template

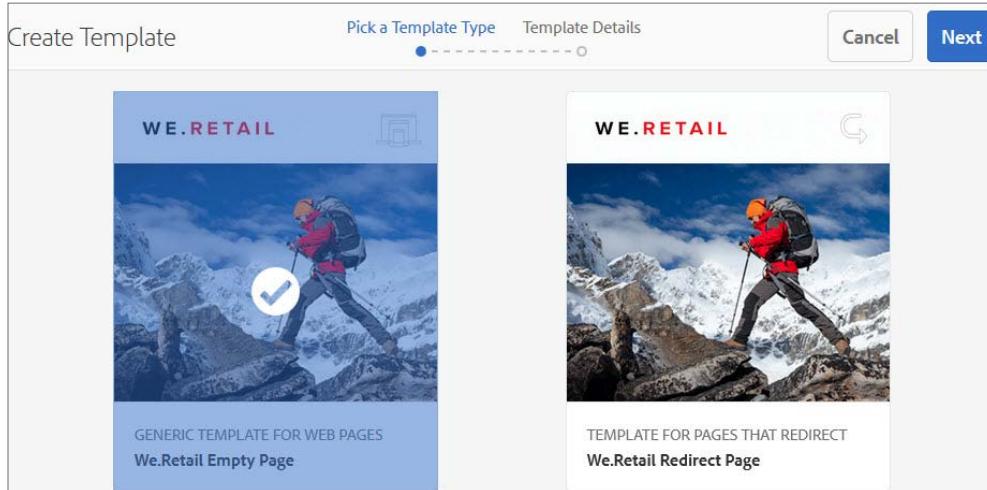
Task 3.1 a: Create and enable a template

To create a template:

1. Navigate to the **Templates** console from **Tools > General**.



2. Open the **We.Retail** folder. You will see some existing templates.
3. Click **Create** in the upper right.
4. Select the **We.Retail Empty Page** template and click **Next**.



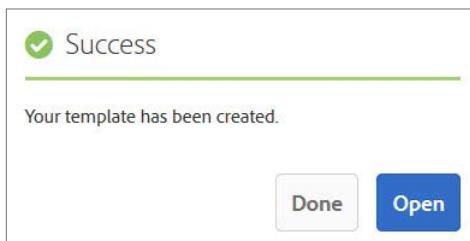
5. Enter **User0XX Template** as the template title, and then click **Create**.

The screenshot shows the 'Create Template' dialog at the 'Template Details' step:

- Template Title ***: (The input field is highlighted with a red border.)
- Description**: A large text area for entering a description.

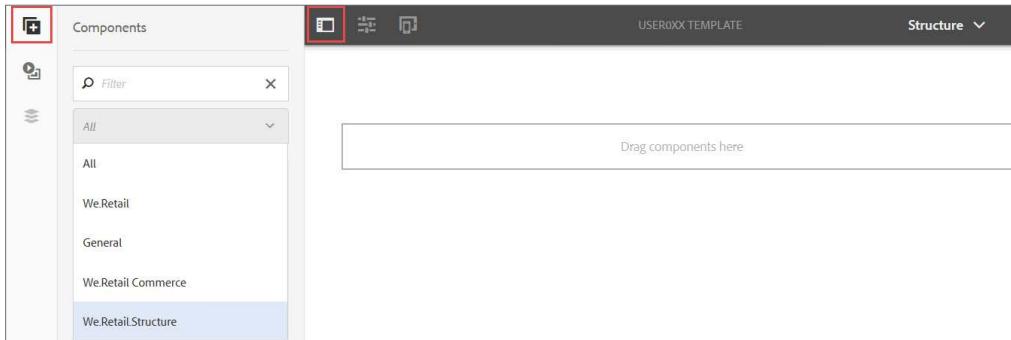
At the top right are 'Back' and 'Create' buttons. The 'Create' button is highlighted in blue.

6. Click **Open** from the **Success** dialog box. The blank template opens in a new tab of the browser.

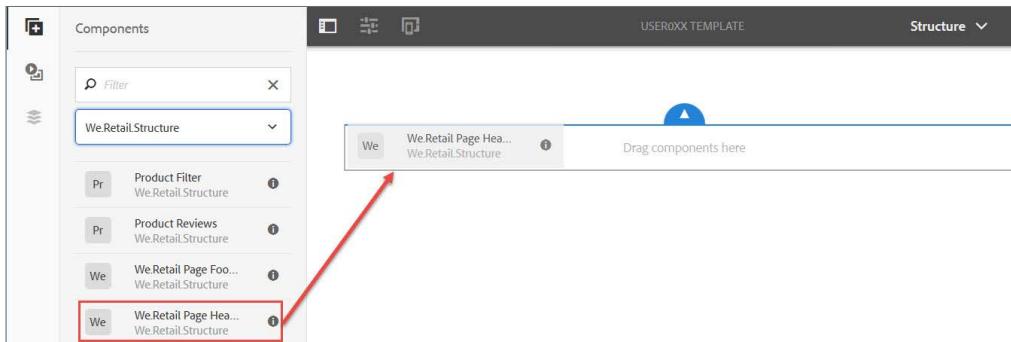


Let's add the page header and footer, and a title component.

7. Click **Toggle Side Panel** to open the side panel.
8. From the side panel, click the **Components** icon, and select the **We.Retail.Structure** group from the **All** dropdown.

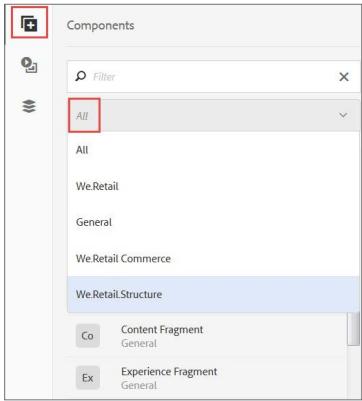


9. Drag the **We.Retail Page Header** component and drop onto the **Drag components here** placeholder.

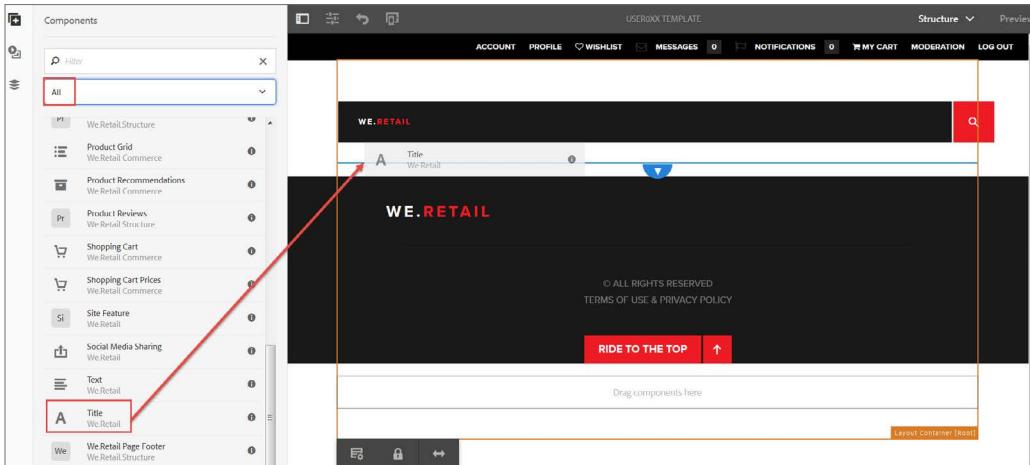


10. Similarly, drag the **We.Retail Page Footer** component below the header component.

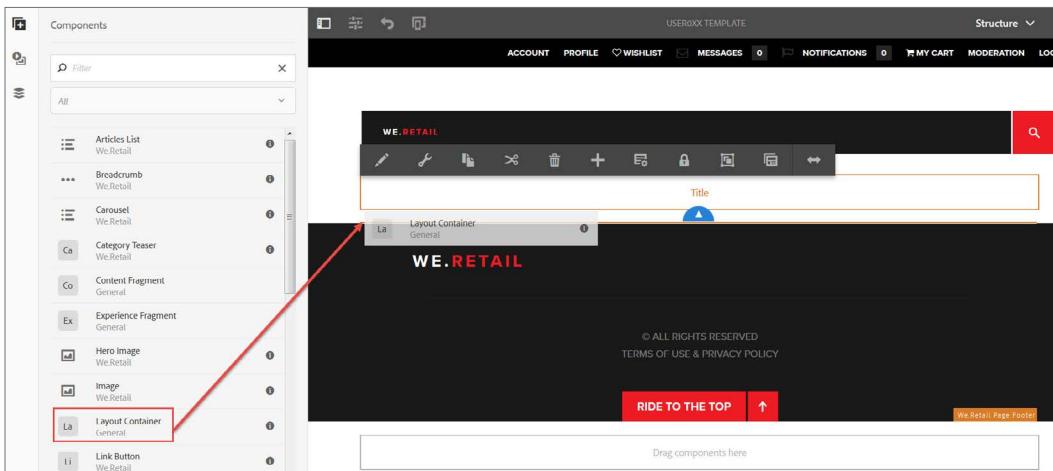
11. From the Components panel, select **All** from the components group dropdown.



12. Drag the **Title** component to the space in between the previously added header and footer components.



13. Drag the **Layout Container** component below the **Title** component.



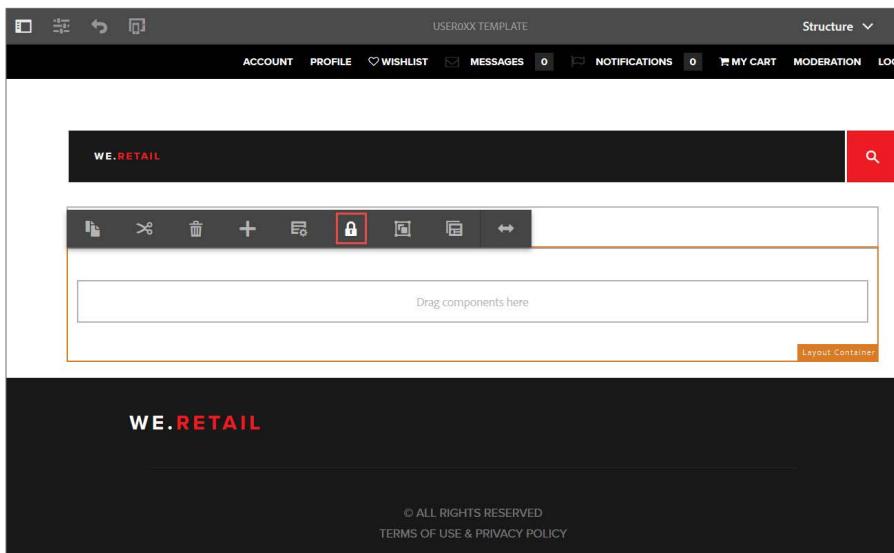
You do not want the header and the footer to be editable on the resultant pages. This is because what they display should be determined by their own logic, like building the top-level navigation from the page tree.

The title component does not necessarily need to be editable because by default, it will display the page title. The layout container, however, needs to be made editable or it will be quite pointless in its current state.

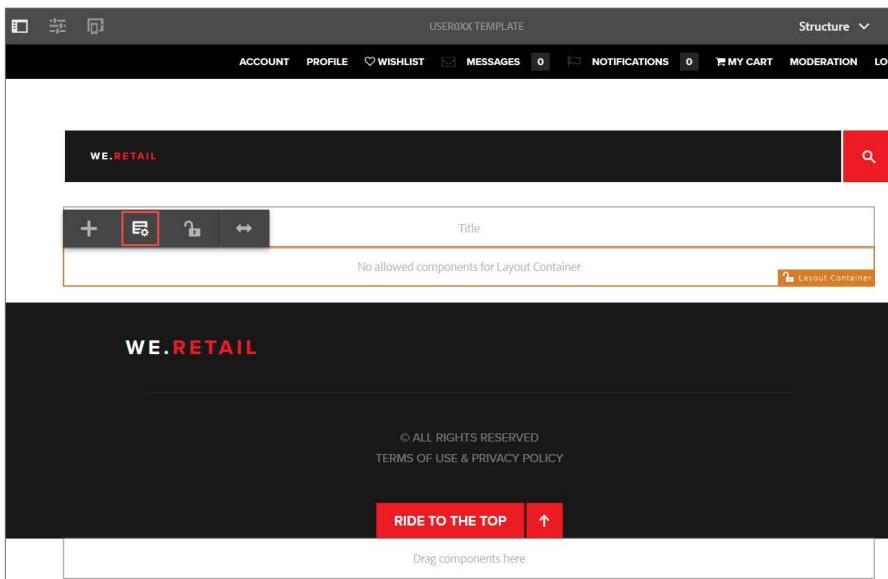
To make the layout container editable, you need to unlock it and assign a content policy, so it has a list of allowed components for resultant pages.

To unlock the layout container component:

14. Select the **Layout Container** by clicking its placeholder.
15. Click the lock icon on the toolbar to unlock it for resultant pages.

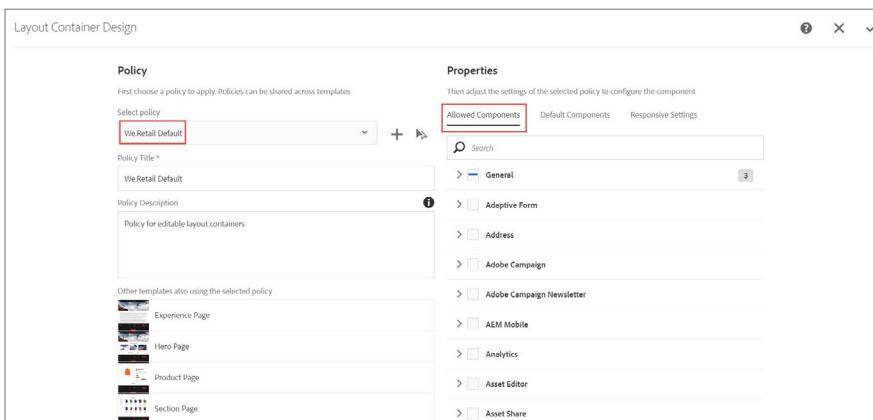


16. From the toolbar of the layout container, click the **Policy** icon. The **Layout Container Design** opens on the same tab.



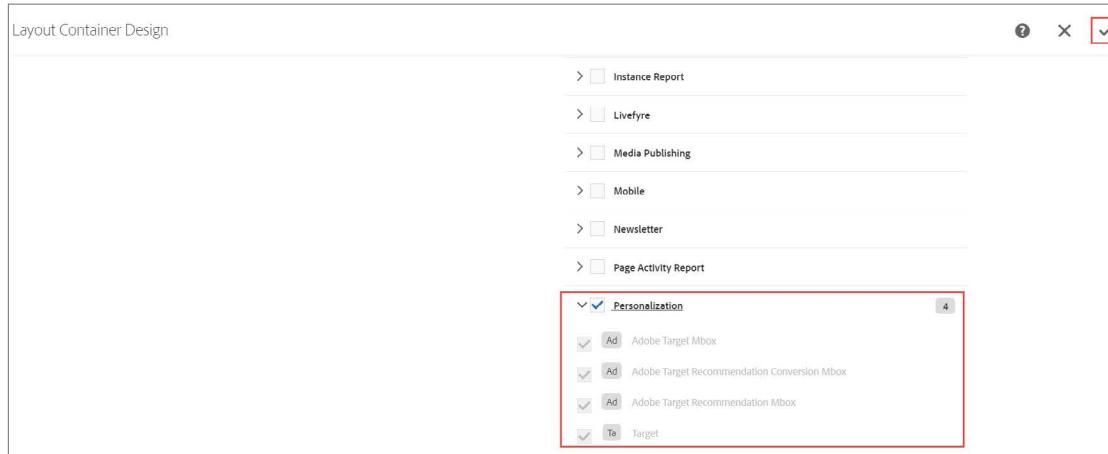
17. In the **Select Policy** drop-down menu, select the **We.Retail Default** policy.

18. Click the **Allowed Components** tab.

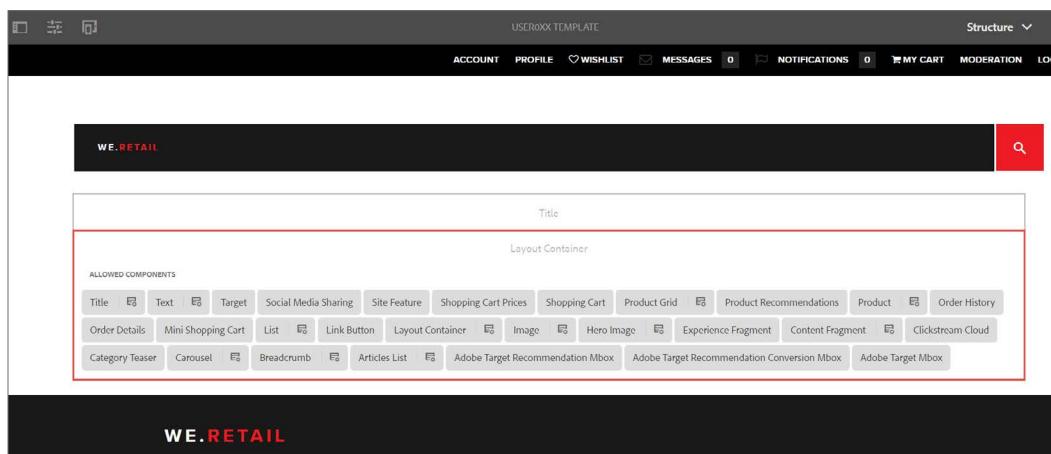


19. Scroll down and select the **Personalization** group to add the components of Personalization group to the **Allowed Components** list.

20. Click **Done** (the checkmark icon) in the upper right.



Notice how the allowed components display on the Layout Container.

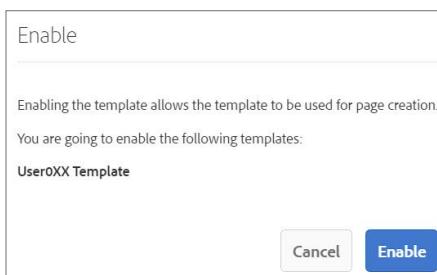


Before you can create a page from the template, you need to first enable the template. To enable the template:

21. Navigate to the **We.Retail** folder of the **Templates** console.
22. Select the **User0XX Template** and click **Enable** from the actions bar.

The screenshot shows the Adobe Experience Manager (AEM) Templates console. In the top navigation bar, the 'Edit' and 'Properties' buttons are visible, followed by a red-bordered 'Enable' button. To the right of the enable button are 'Publish', 'Copy', and 'Delete' buttons, along with a '1 selected' indicator and a close button. Below the toolbar, the folder name 'We.Retail' is displayed with a dropdown arrow. On the right side of the interface, there is a 'Create' button and a grid icon. The main content area displays two items: 'Enabled' (WE.RETAIL EMPTY PAGE Section Page, last modified 6 months ago, not published) and 'Draft' (WE.RETAIL EMPTY PAGE User0XX Template, last modified now, not published). The 'User0XX Template' item has a checkmark icon and a blue circle with a white checkmark overlaid on it.

23. Click **Enable** from the dialog box. The **User0XX Template** is enabled and now can be used to create a page.



24. Click **1 selected** to deselect the template.

The screenshot shows the Adobe Experience Manager (AEM) Templates console. The top navigation bar includes 'Edit', 'Properties', 'Disable' (with a red border), 'Publish', 'Copy', 'Delete', '1 selected' (with a red border), and a close button. The 'We.Retail' folder is selected. The main content area shows the same two items as before: 'Enabled' (WE.RETAIL EMPTY PAGE Section Page, last modified 6 months ago, not published) and 'Draft' (WE.RETAIL EMPTY PAGE User0XX Template, last modified now, not published). The 'User0XX Template' item still has its checkmark icon and blue circle with a white checkmark.

Task 3.1 b: Create a page from the template

To create a page:

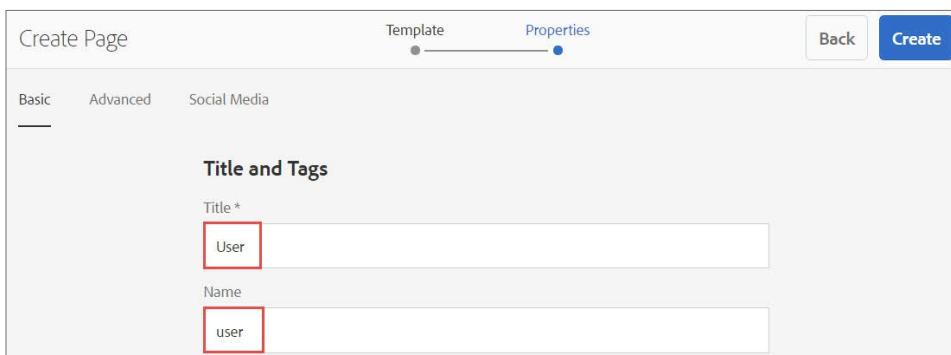
1. Click **Adobe Experience Manager** and from **Navigation**, select the **Sites** console.
2. From the **Sites** console, navigate to **We.Retail > User0XX > English**.
3. Click **Create** from the actions bar and select **Page** from the drop-down menu.

The screenshot shows the Adobe Experience Manager (AEM) interface. In the top navigation bar, there's a search icon, a question mark icon, a grid icon, a bell icon with a red notification count of 4, and a refresh icon. The title bar says "Adobe Experience Manager". Below the title bar, the language is set to "English" and the locale is "en". On the left, there's a navigation tree with categories like "Campaigns", "Screens", "Community Sites", and "We.Retail". Under "We.Retail", there are several items: "Canada ca", "Switzerland ch", "Germany de", "Spain es", "France fr", "Italy it", "Language Masters language-masters", "United States us", and "User0XX user0xx". A context menu is open over the "User0XX" item, with "Page" selected. Other options in the menu include "Site", "Live Copy", "Launch", "Language Copy", "Catalog", and "CSV Report".

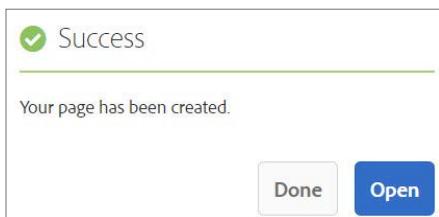
4. Select the **User0XX Template**, and click **Next**.

The screenshot shows the "Create Page" dialog. At the top, there are tabs for "Template" (which is selected), "Properties", "Cancel", and "Next". Below the tabs, there are four preview cards: "Product Page" (showing a product listing), "Redirect Page" (showing a person climbing a mountain), "Section Page" (showing a grid of backpacks), and "User0XX Template" (showing a person climbing a mountain with a checkmark icon). The "User0XX Template" card is highlighted with a blue border.

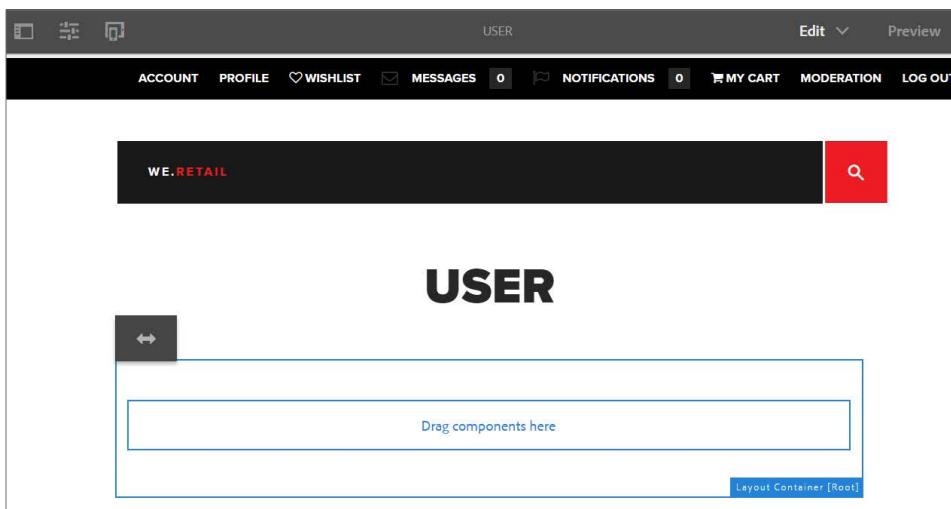
5. Enter **User** as title and name, and then click **Create**.



6. Click **Open** in the success dialog box. The newly created page opens in a new tab.



Notice how none of the components in the template are editable except for the **Layout Container**.

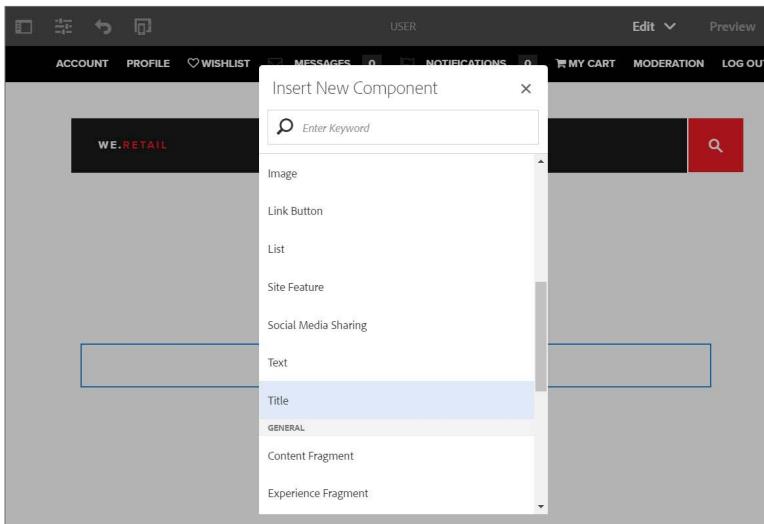


To edit the page:

7. Select the placeholder of the **Layout Container** and click **+**.



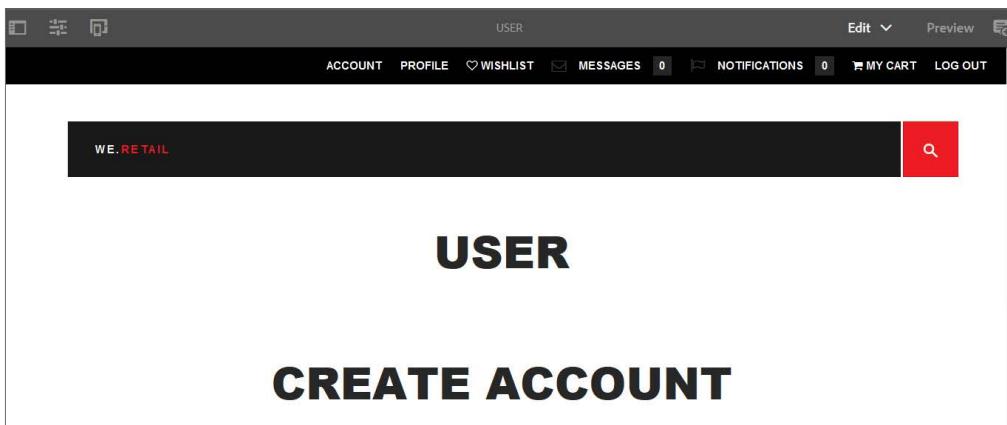
8. Select the **Title** component from **Insert New Component** dialog box.



9. Select the **Title** component, click **Edit** from the component toolbar, add some text, and click **Done** (checkmark in upper right).



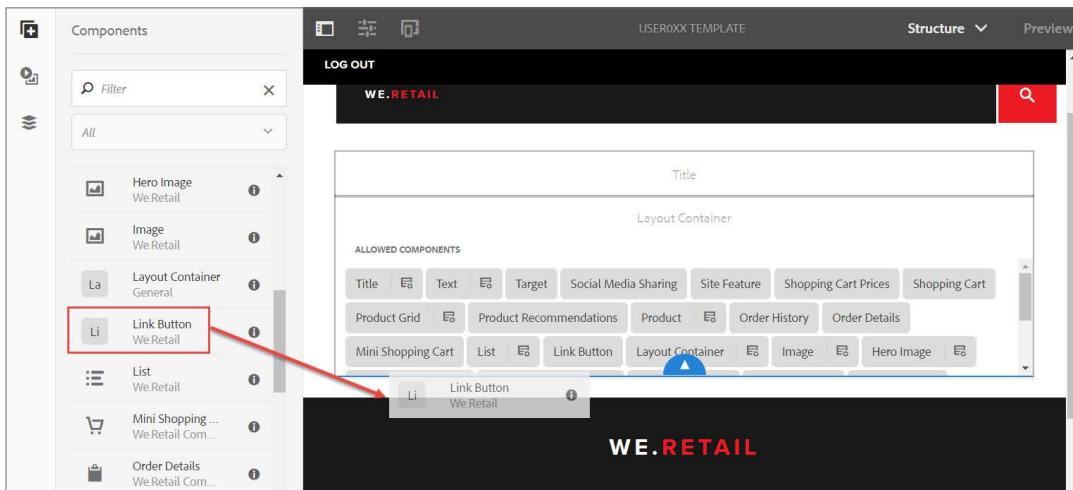
The page will look similar to the following screen shot:



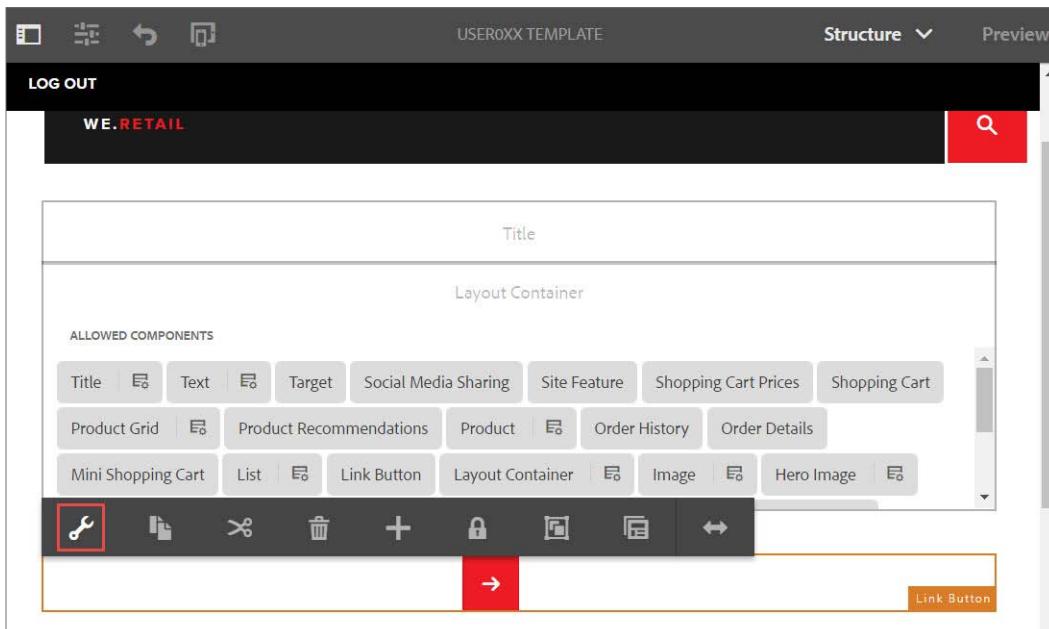
Task 3.1 c: Edit the template structure

Let's see how editing the template structure is also reflected on the pages that resulted from it.

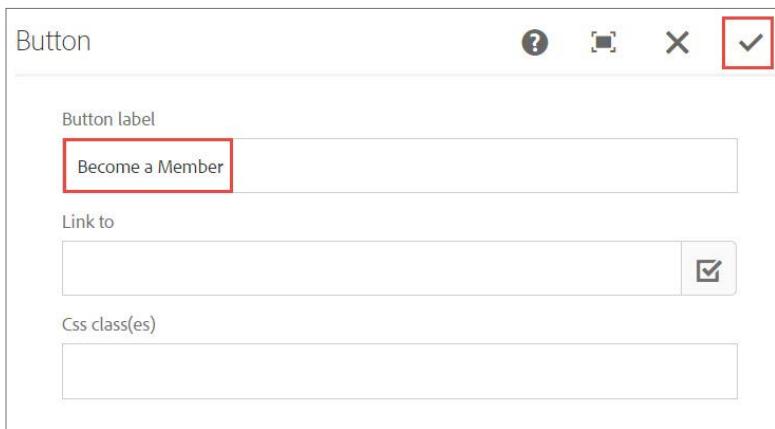
1. Switch to the previous tab of the browser, which has the **User0XX Template**. If you did not keep it open, go to **Tools > Templates > We.Retail**, and then select the template for editing.
2. Ensure you are in **Structure** mode.
3. Drag a **Button** component between the layout container and the page footer.



4. Select the added button component and click the **Configure** icon.



5. Enter a button label as **Become a member** and click the checkmark icon.



Let's see how the resultant page now looks.

6. Switch to the next tab of the browser, which has the **User** page opened.
7. Reload the page in the browser. You should see the button on the page.

Task 3.1 d: Define the initial content and layout of the template, and publish the template

To define initial content for a template, which will copy over to newly created pages:

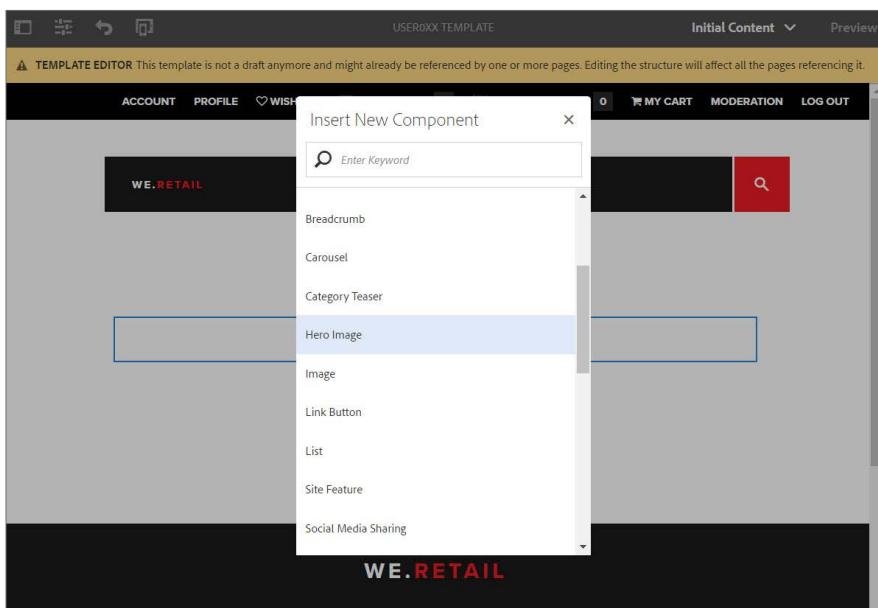
1. Switch to the previous tab of the browser with **UserOXX Template**.
2. Click **Structure** and select **Initial Content** from the drop-down menu.

The screenshot shows the Adobe Experience Manager (AEM) UserOXX Template editor interface. At the top, there are tabs for 'Structure' (which is highlighted with a red box), 'Preview', and other options. A yellow warning bar at the top states: '⚠ TEMPLATE EDITOR This template is not a draft anymore and might already be referenced by one or more pages. Editing the structure will affect all the pages referencing it.' Below this, the main workspace is divided into sections: 'Title' and 'Layout Container'. On the left, under 'ALLOWED COMPONENTS', there is a grid of component icons. In the center, there is a red button labeled 'BECOME A MEMBER' with a right-pointing arrow. A dropdown menu is open on the right side, showing three options: 'Structure', 'Initial Content' (which is also highlighted with a red box), and 'Layout'.

3. Click the plus icon from the component toolbar of **Drag components here**.

The screenshot shows the 'Initial Content' view of the UserOXX Template editor. The top navigation bar includes 'Structure', 'Initial Content' (highlighted with a red box), and 'Preview'. A yellow warning bar is present. The main area features a large black rectangular placeholder with the text 'Drag components here' in blue. To the left of this placeholder is a toolbar with a red plus icon and a trash bin icon. Below the placeholder is a red button labeled 'BECOME A MEMBER' with a right-pointing arrow. At the bottom of the screen, there is a dark footer bar with the text 'WE.RETAIL' in white.

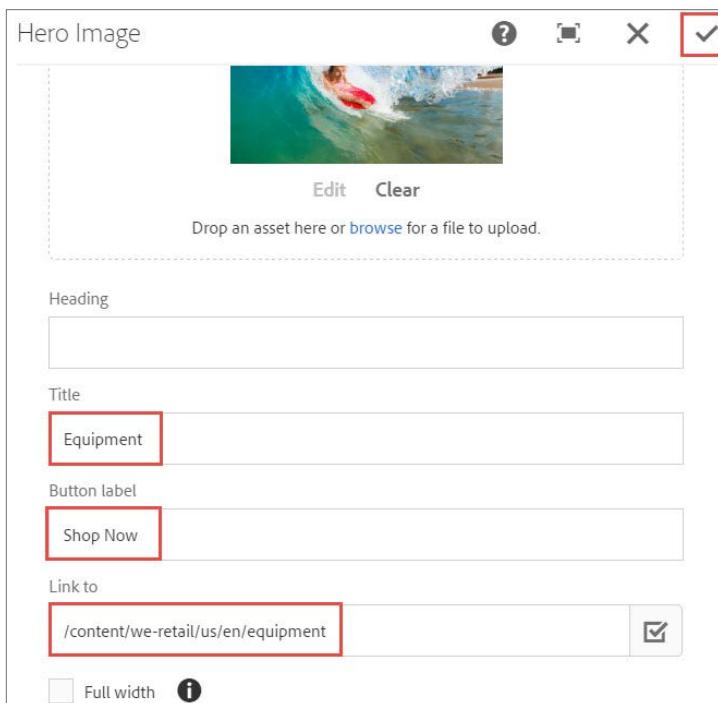
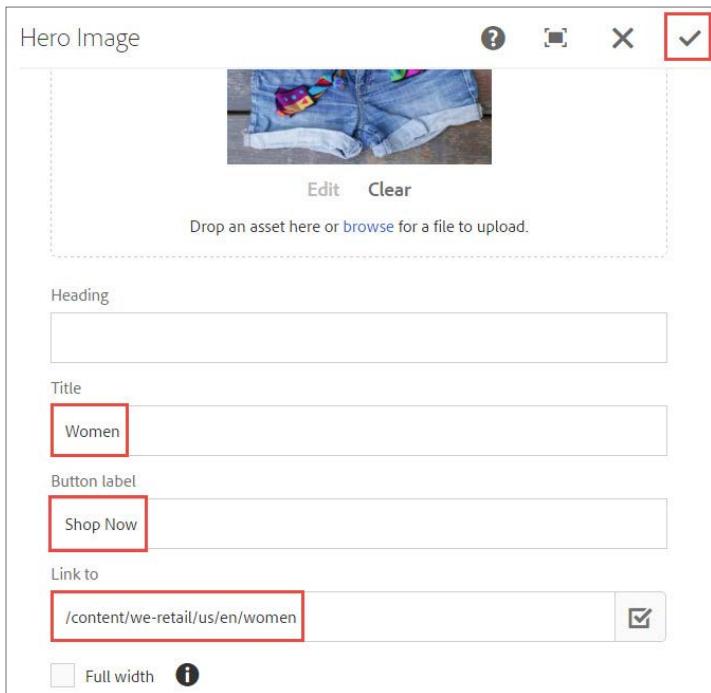
4. Select the **Hero Image** component from the **Insert New Component** dialog box.



5. Select the first hero image component and click the **Configure** icon from the component toolbar.
 6. Add an image from the Assets folder, **Men** as the title, **Shop Now** as the button label, and link to the men's page (`/content/we-retail/us/en/men`).

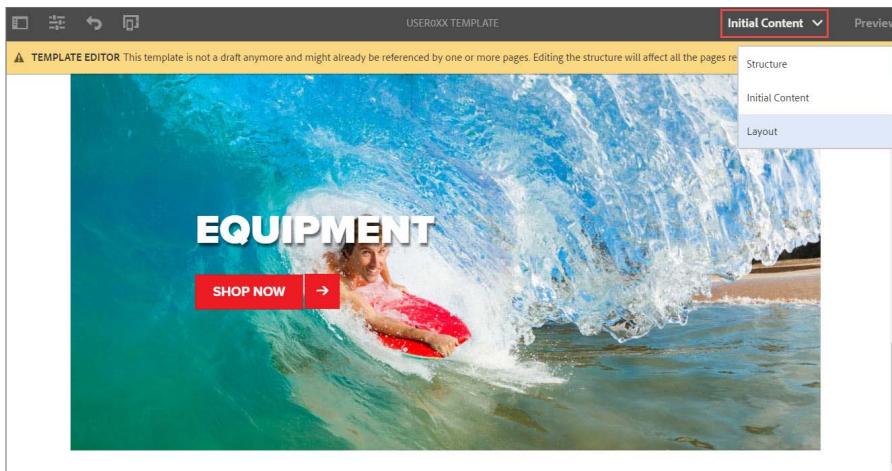
 A screenshot of the 'Hero Image' configuration dialog. The dialog has a header with icons for help, crop, close, and save. It shows a preview of a blue pair of shorts. Below the preview are 'Edit' and 'Clear' buttons. A placeholder text 'Drop an asset here or browse for a file to upload.' is shown. The configuration fields are: 'Heading' (empty), 'Title' (containing 'Men'), 'Button label' (containing 'Shop Now'), 'Link to' (containing '/content/we-retail/us/en/men'), and a checked 'Full width' checkbox. The 'Title' field is highlighted with a red border.

7. Click the checkmark icon.
8. Similarly add two **Hero Image** components below each other.
9. Follow steps 6 and 7. Your hero images will look similar to the page, as shown in the following screen shots:



To improve the layout of the template:

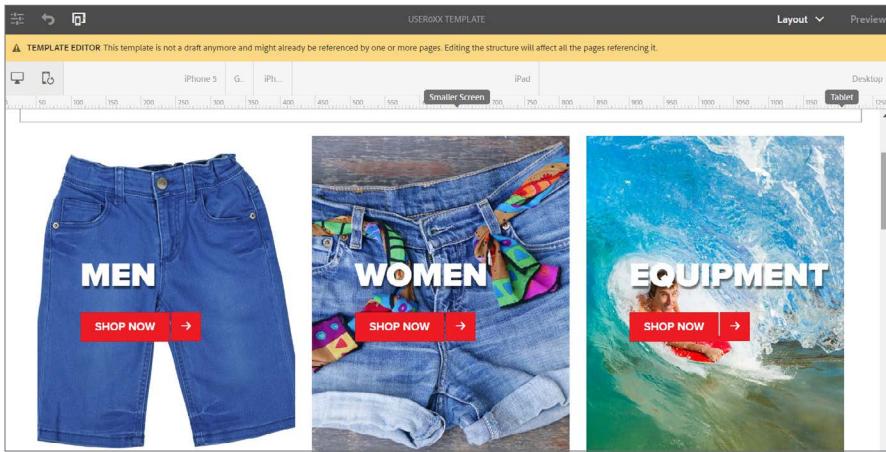
10. Navigate to **User0XX Template**.
11. Click **Initial Content** in the upper right, and select **Layout** from the drop-down menu.



12. Select the **Men** hero image component and drag their side handle to four columns.

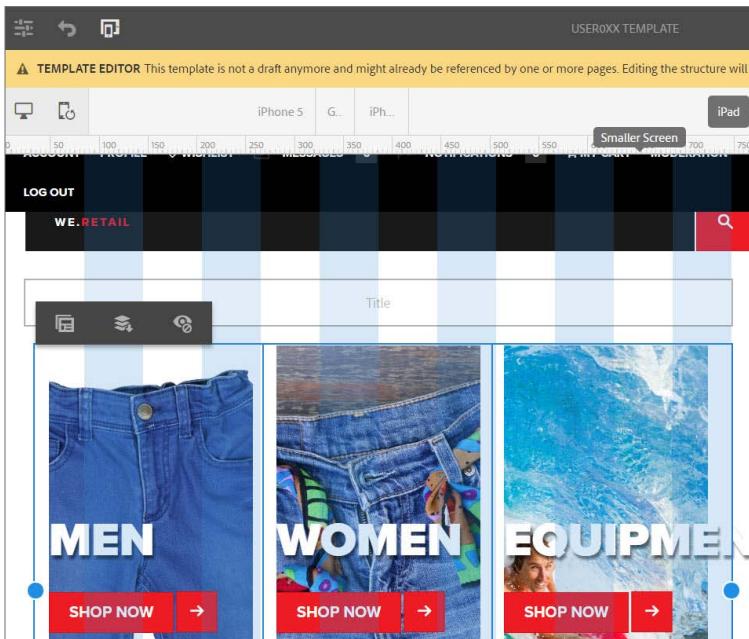


13. Perform the above action on the other two hero image components. The page should now look similar to the following screen shot:

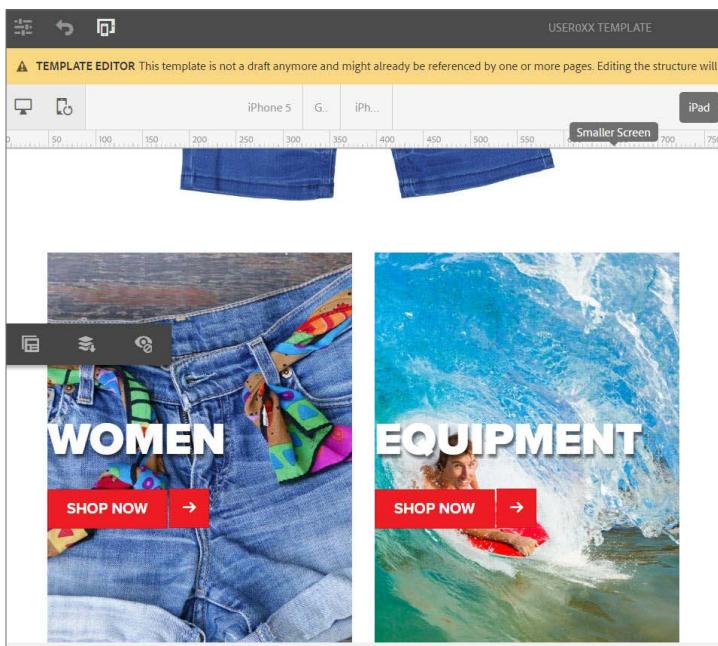


14. Select iPad from the emulator toolbar. Notice how the components are overlapping each other.

15. Select the Men hero image component, and resize it to take the full width (12 columns).

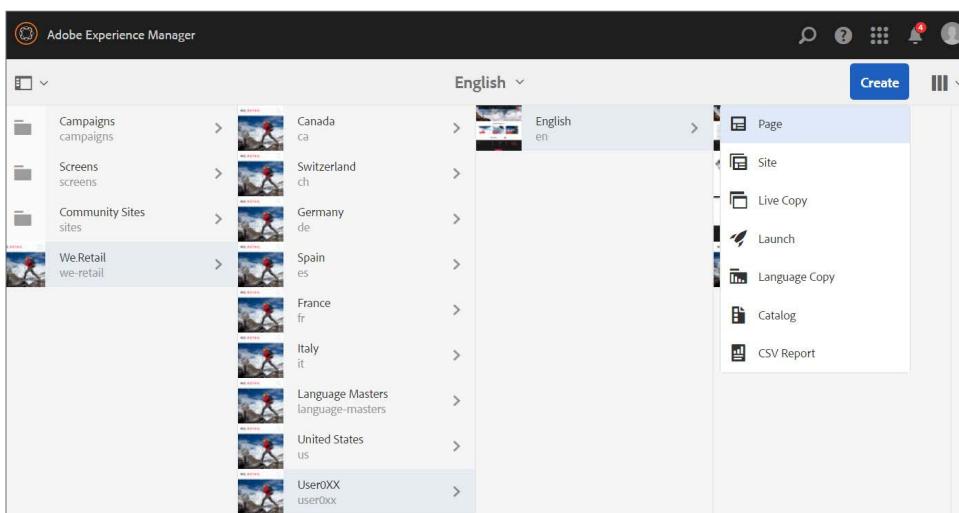


16. For the next two hero images and resize them to take the half width (6 columns). The page will now look similar to the page shown in the following screen shot:



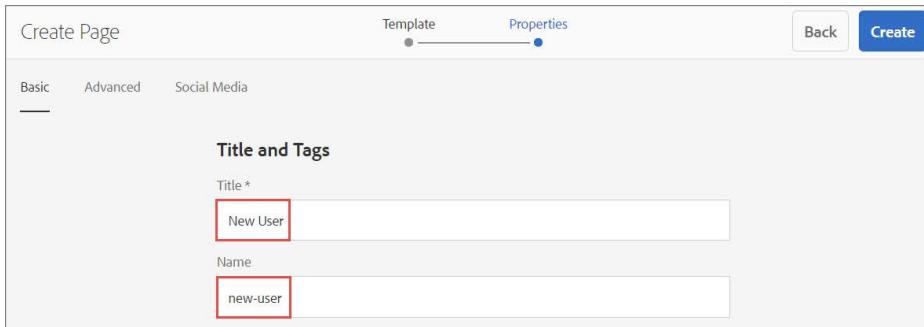
Let's see how a newly created page would now look.

17. Navigate to the **Sites** console.
18. From the **Sites** console, navigate to **We.Retail > User0XX > English**.
19. Click **Create** from the actions bar and select **Page**.



20. Select the **User0XX Template**, and then click **Next**.

21. Add **New User** as the title and name, and then click **Create**.



22. Click **Open** in the success dialog box.

Notice that what you added to the initial content can be edited on the page.



To publish the template:

23. Navigate to the **We.Retail** folder of the **Templates** console.

24. Select the **User0XX Template** and click **Publish** from the actions bar. **The item has been published** message appears.

Creating and Managing Content Fragments

Adobe Experience Manager Content Fragments help design, create, curate, and use page-independent content.

The number of communication channels are increasing annually. However, you (probably) do not want to use the same content for all channels—you need to optimize your content according to the specific channel.

By using content fragments, you can:

- Reach target audiences efficiently across channels.
- Create and manage channel-neutral editorial content (including text, images, and video).
- Build content pools for a range of channels.
- Design content variations for specific channels.

Content Fragments

Content fragments:

- Can be created and maintained from the Assets console.
- Are defined by a fragment template.
- Contain mixed media fragments, such as text, images, and videos. It also contains references to associated assets and collections. You can also import the content from your file system onto the content fragment.
- Are independent from the delivery mechanisms, such as pages and channels.
- Have a hierarchical structure.
- Are used on the page editor by means of the Content Fragment component (referencing component).

Components of Content Fragments

Content fragments are made up of:

- Fragment elements
- Variations
- Fragment paragraphs
- Associated content
- Fragment template
- Content Fragment component

Fragment elements are:

- Text assets
- Dedicated nodes in the repository, as child nodes of a fragment's parent node
- Typically text, with unique functionality, design, and layout and requiring unique components
- Defined in the fragment template (cannot be defined when authoring the fragment, but can be selected for use)

Variations are:

- Renditions of fragment text specific to editorial purpose
- Related to the channel (not compulsory), and can also be for ad-hoc local modifications
- Defined during the fragment authoring or predefined in fragment templates.
- Stored in the fragment to help avoid scattering of content copies.

Fragment paragraphs are:

- Blocks of text within an element or variation, separated by vertical spaces (carriage return). In rich text mode, you can format a paragraph as a header, and add bullets and numbers.

Associated content are:

- Associated to fragments through collections.
- Associated collections that enable curation of content that is relevant to the fragment.
- Collections that can be associated to fragments through templates, as default content, or by authors during fragment authoring.

Fragment template:

- Defines the structure of a fragment (title, number of text elements, tag definitions, variations, and associated collections).
- Defines a minimal scope of the fragment and associated default content if applicable. Authors can later extend a fragment beyond what is defined in the template.
- Does not define channels (at least not directly). It defines variations that can be used for channels. Channels themselves (delivery) are defined and controlled by components.

Content fragment component:

- Is responsible for the layout and delivery of a fragment, such as channels.
- Helps deliver some or all elements/variations and associated content.

Actions on Content Fragments

You can perform the following actions on content fragments:

- Import the content from the file system to the content fragment
- Create the summary of text included in the content fragment
- Rename and delete content fragment variations
- Download the content fragment on to your system
- Add metadata to the content fragment, such as tags
- Associate content fragments with collection

You can also perform the following actions on content fragments either from quick actions or the toolbar (after selection):

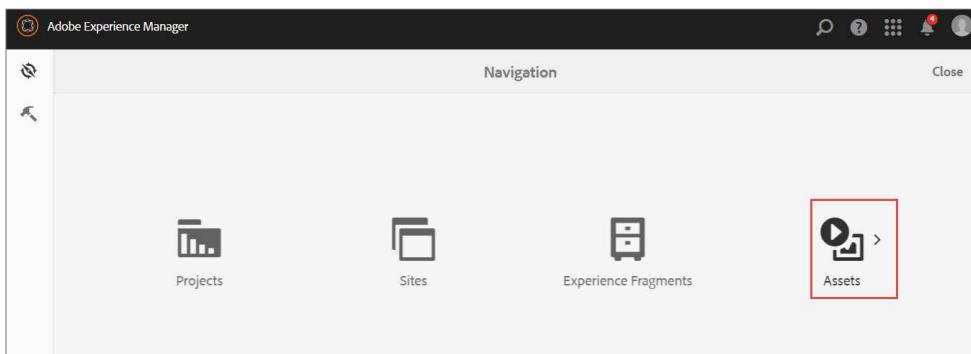
- View and edit properties of content fragments
- Edit the content fragment
- Add content fragments to collection
- Create a copy of a content fragment
- Move a content fragment from the source to a destination
- Publish/unpublish a content fragment
- Delete a content fragment

Lab Activity - II

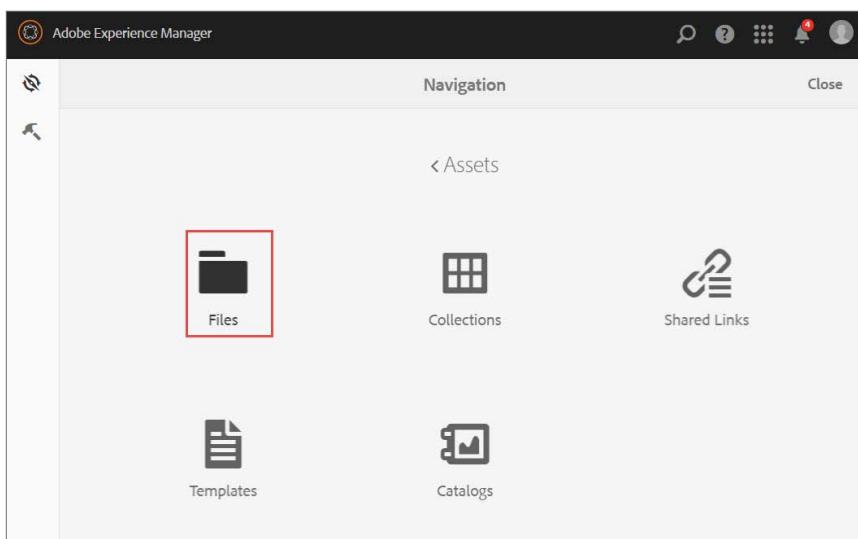
Task 3.2: Create and edit a content fragment, and add it to a page

To create a content fragment:

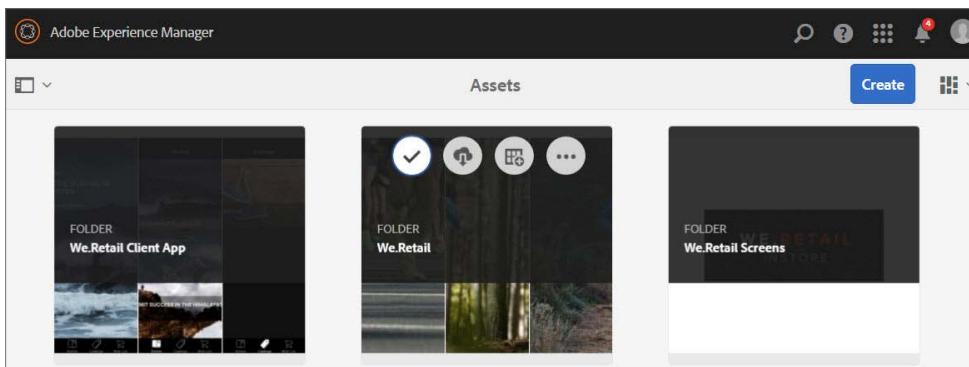
1. Click **Adobe Experience Manager**, and then click the **Assets** console.



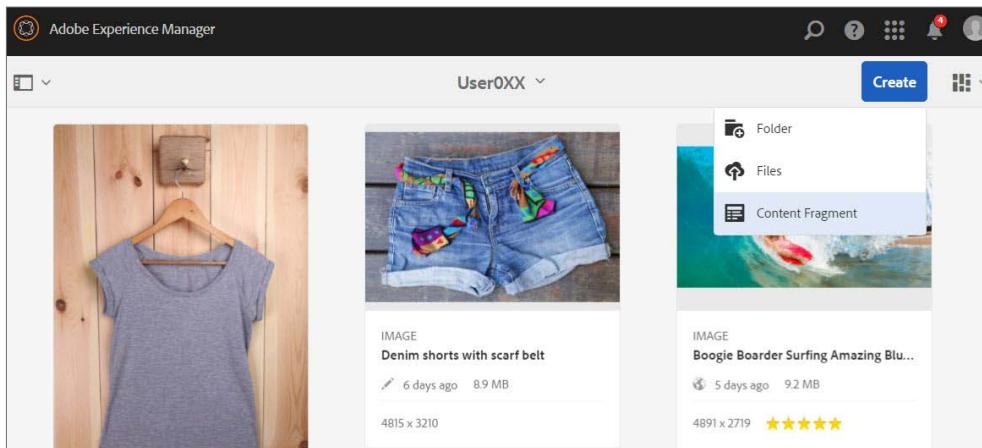
2. From the **Assets** console, click **Files**.



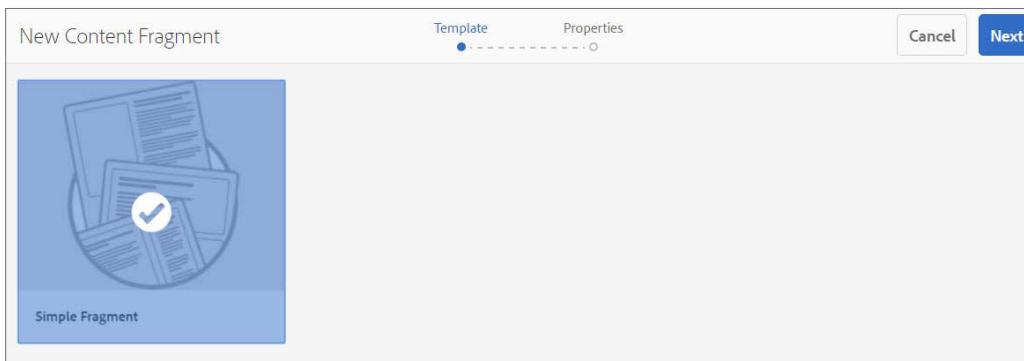
3. Navigate to the **We.Retail > User0XX** folder.



4. Click **Create** from the actions bar, and select **Content Fragment** from the drop-down menu.



5. Select the **Simple Fragment** template, and click **Next**.



6. Add **Blue Wave Surfing** as the title and **Surfing** tag, and then click **Create**.

New Content Fragment

Template Properties Back Create

BASIC ADVANCED

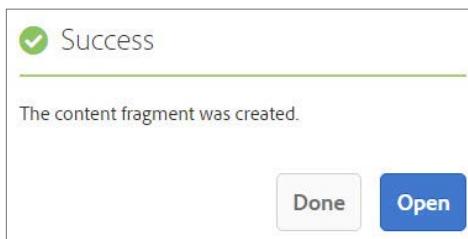
Title *

Description

Tags

We.Retail : Activity / Surfing

7. Click **Open** in the success dialog box. The content fragment opens in a new tab of the browser.



8. Click the **Upload Content** icon from the **Authoring** pane.

Authoring

Rich Text

B *I* U

Words 0
Characters 0
Characters (with spaces) 0
Sentences 0
Avg. Sentence (words) 0
Avg. Sentence (chars) 0
Paragraphs 0

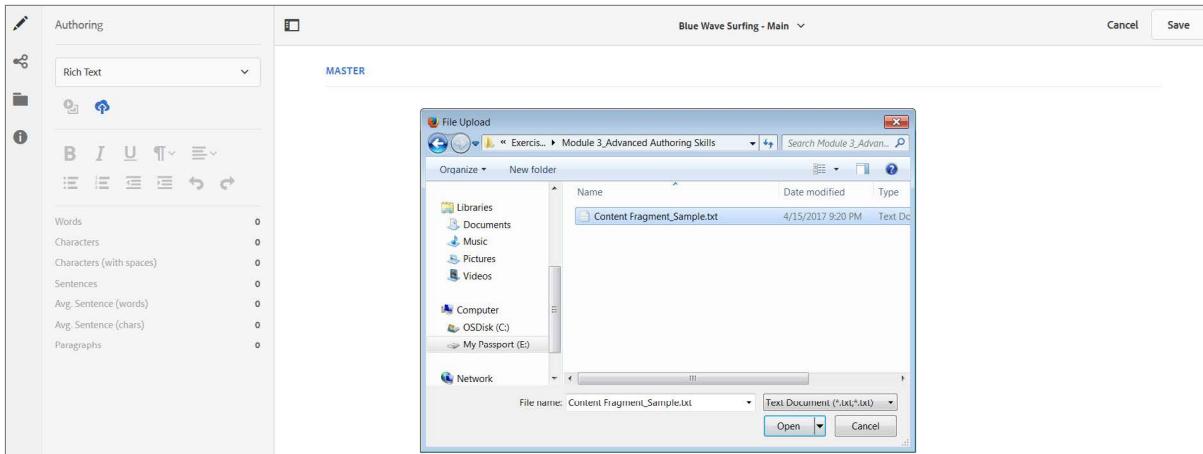
MASTER

Blue Wave Surfing - Main

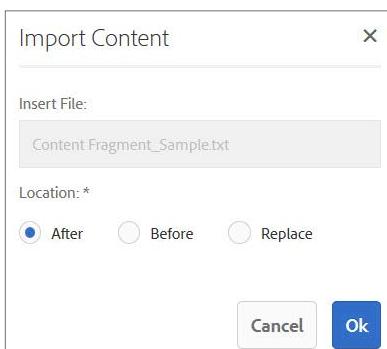
Cancel Save

9. On your file system, navigate to **Exercise_Files > Module 3_Advanced Authoring Skills** folder.

10. Select the **Content Fragment_Sample.txt** file, and click **Open**.



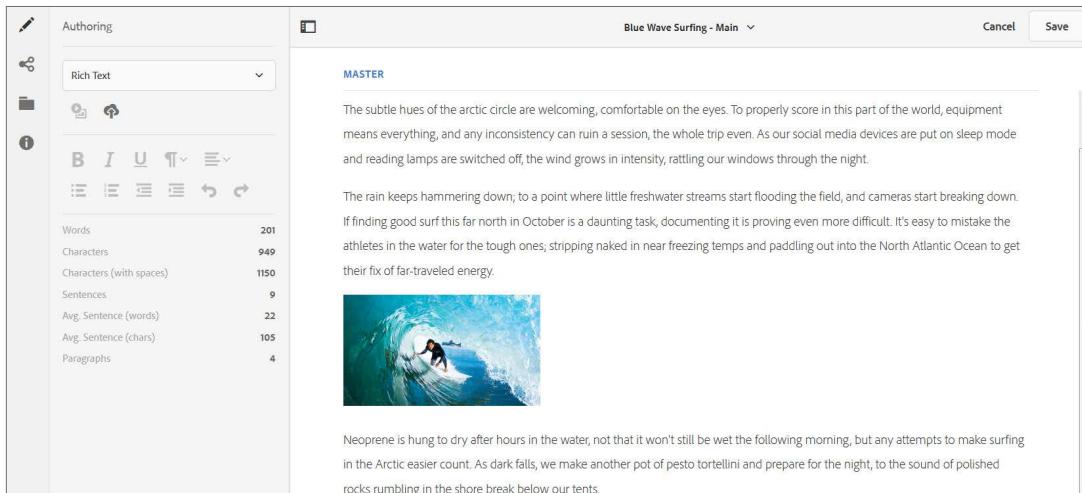
11. In the **Import Content** dialog box, select **After** as the location and click **Ok**, but keep the page open.



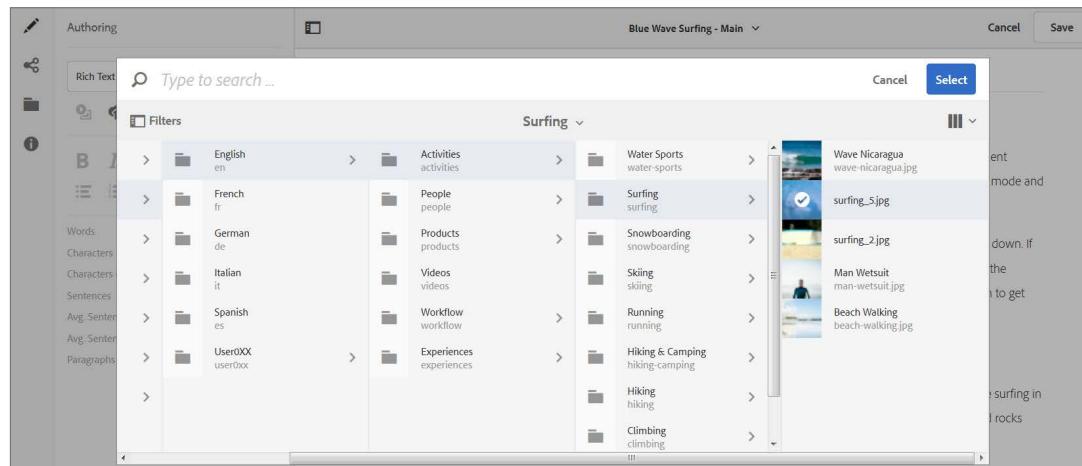
The content of the **Content Fragment_Sample** text file is imported into the Blue Wave Surfing content fragment.

To add a mixed media fragment to the content fragment:

12. Click **Insert Asset** from the **Authoring** pane. If the option is grayed-out, click in the content fragment, which will make the **Insert Asset** available.



13. Navigate to **We.Retail > English > Activities > Surfing**, select a surfing image, and click **Select**.



The image is added in between the text paragraphs of content fragment as shown in the screen shot:

This screenshot shows the Adobe Experience Manager (AEM) interface. On the left, the 'Authoring' pane is open, displaying a toolbar with icons for text, rich text, and variations, along with a preview of the content. Below the toolbar, there are statistics: Words (201), Characters (949), Characters (with spaces) (1150), Sentences (9), Avg. Sentence (words) (22), Avg. Sentence (chars) (105), and Paragraphs (4). The main content area is titled 'Blue Wave Surfing - Main'. It contains two paragraphs of text and an image of a surfer. The first paragraph reads: 'The subtle hues of the arctic circle are welcoming, comfortable on the eyes. To properly score in this part of the world, equipment means everything, and any inconsistency can ruin a session, the whole trip even. As our social media devices are put on sleep mode and reading lamps are switched off, the wind grows in intensity, rattling our windows through the night.' The second paragraph reads: 'The rain keeps hammering down; to a point where little freshwater streams start flooding the field, and cameras start breaking down. If finding good surf this far north in October is a daunting task, documenting it is proving even more difficult. It's easy to mistake the athletes in the water for the tough ones; stripping naked in near freezing temps and paddling out into the North Atlantic Ocean to get their fix of far-traveled energy.' Between these two paragraphs is an image of a surfer riding a wave.

To create a variation of the content fragment:

14. Click **Variations** from the **Authoring** pane.

This screenshot shows the 'Authoring' pane with the 'Variations' tab selected, indicated by a red box. The main content area is identical to the previous screenshot, containing the same text and image. The 'Variations' tab in the Authoring pane is highlighted with a red box.

15. Click Create Variation.

The screenshot shows the 'Variations' screen in Adobe Experience Manager. On the left, there's a sidebar with icons for 'Variations', 'Create Variation', 'Master', and 'Actions'. The main content area is titled 'Blue Wave Surfing - Main'. It contains a section labeled 'MASTER' with the following text:
 The subtle hues of the arctic circle are welcoming, comfortable on the eyes. To properly score in this part of the world, equipment means everything, and any inconsistency can ruin a session, the whole trip even. As our social media devices are put on sleep mode and reading lamps are switched off, the wind grows in intensity, rattling our windows through the night.
 The rain keeps hammering down; to a point where little freshwater streams start flooding the field, and cameras start breaking down. If finding good surf this far north in October is a daunting task, documenting it is proving even more difficult. It's easy to mistake the athletes in the water for the tough ones; stripping naked in near freezing temps and paddling out into the North Atlantic Ocean to get their fix of far-traveled energy.
 A photo of a surfer riding a wave is displayed below the text.
 At the bottom, there's a note: 'Neoprene is hung to dry after hours in the water, not that it won't still be wet the following morning, but any attempts to make surfing in the Arctic easier count. As dark falls, we make another pot of pesto tortellini and prepare for the night, to the sound of polished rocks rumbling in the shore break below our tents.'

16. Add Blue Wave Surfing - Mobile as the title, and click Add.

The screenshot shows a 'New Variation' dialog box. It has fields for 'Title *' (containing 'Blue Wave Surfing - Mobile') and 'Description'. At the bottom are 'Cancel' and 'Add' buttons, with the 'Add' button highlighted by a blue box.

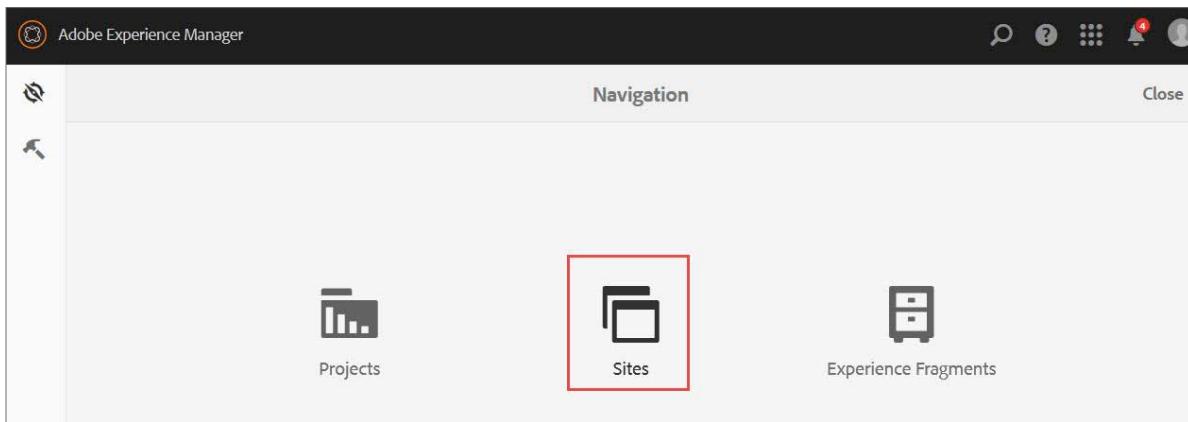
17. Delete some text from the main to retain a shorter version for the mobile variation.

18. Click Save. You are taken back to the User0XX folder.

The screenshot shows the 'Variations' screen again. The 'Blue Wave Surfing - Mobile' variation is selected in the sidebar. The main content area is titled 'Blue Wave Surfing'. It contains the following text:
 The subtle hues of the arctic circle are welcoming, comfortable on the eyes. To properly score in this part of the world, equipment means everything, and any inconsistency can ruin a session, the whole trip even.
 The rain keeps hammering down; to a point where little freshwater streams start flooding the field, and cameras start breaking down. If finding good surf this far north in October is a daunting task, documenting it is proving even more difficult.
 A photo of a surfer riding a wave is displayed below the text.
 At the bottom, there's a note: 'Neoprene is hung to dry after hours in the water, not that it won't still be wet the following morning, but any attempts to make surfing in the Arctic easier count. As dark falls, we make another pot of pesto tortellini and prepare for the night, to the sound of polished rocks rumbling in the shore break below our tents.'

To add the content fragment to a page:

19. Click **Adobe Experience Manager** and navigate to the **Sites** console.



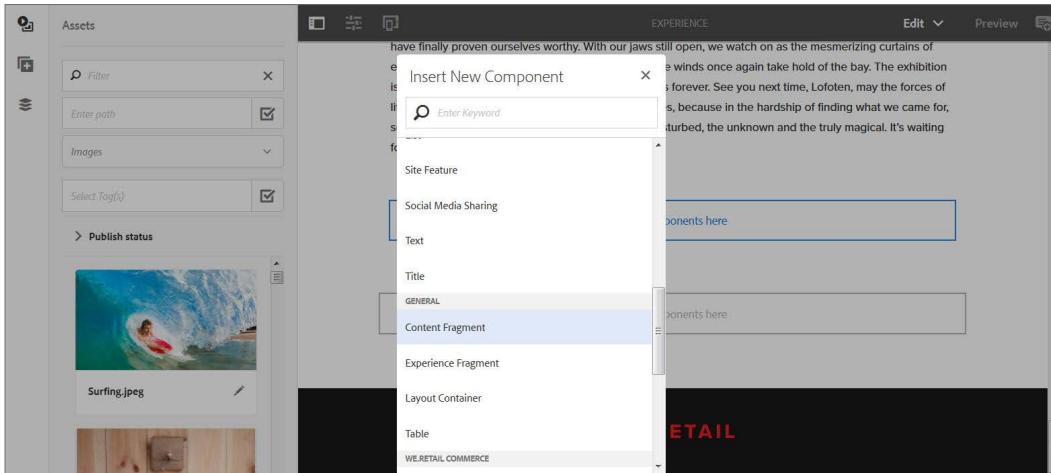
20. From the **Sites** console, navigate to **We.Retail > User0XX > English**.

21. Select the **Experience** page and click **Edit** from the actions bar. The page opens on a new tab of the browser.

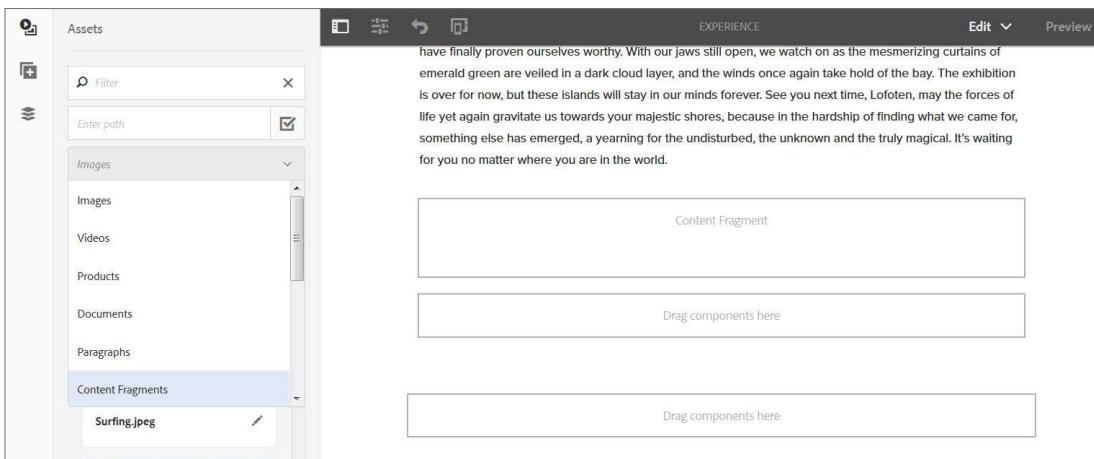
Title	Name	Template	Modified	Modified By	Language	Published
Experience	experience	Experience Page	6 days ago	Administrator	English	

22. Select **Drag components here** placeholder, and click the plus icon (+).

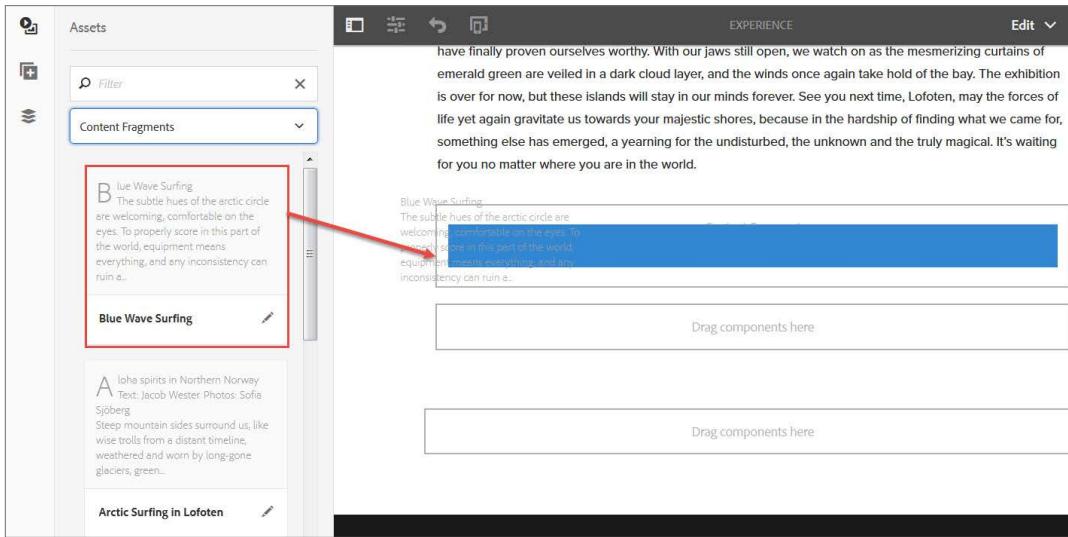
23. Select the **Content Fragment** component from the **Insert New Component** dialog box.



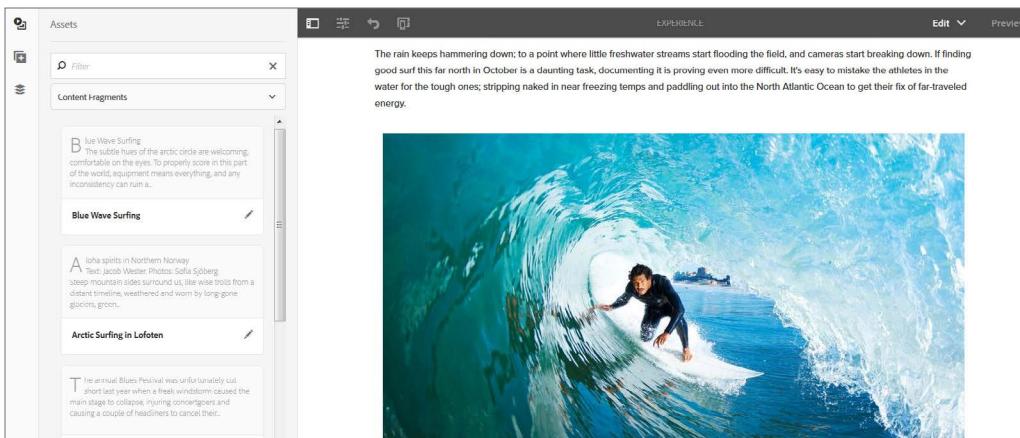
24. From the **Assets** panel, select **Content Fragments** from the **Images** dropdown.



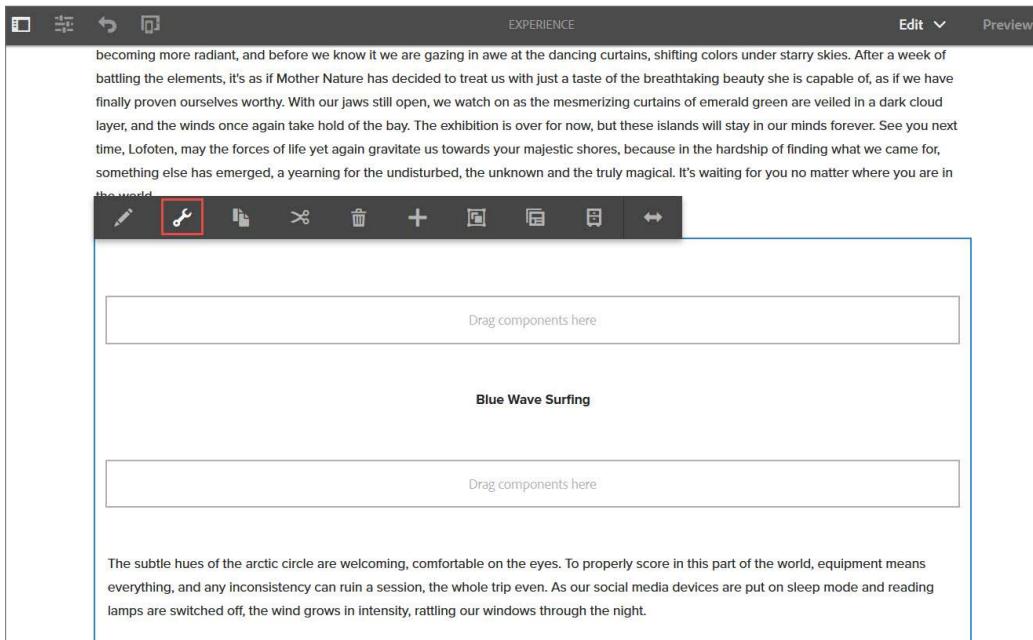
25. Drag the Blue Wave Surfing content fragment to the Content Fragment component of the page.



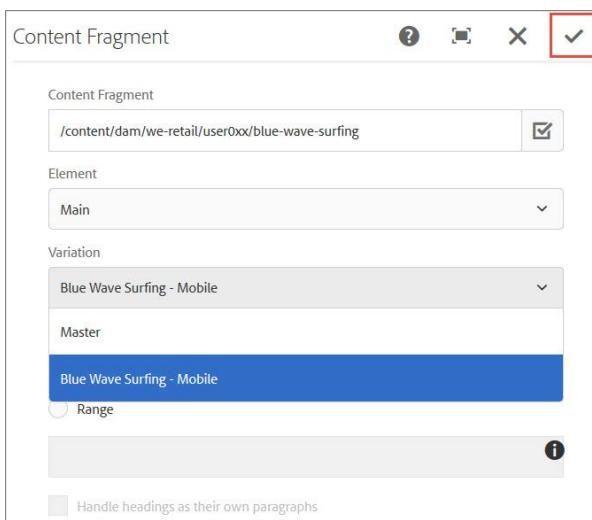
The page will look similar to the page shown in the following screen shot:



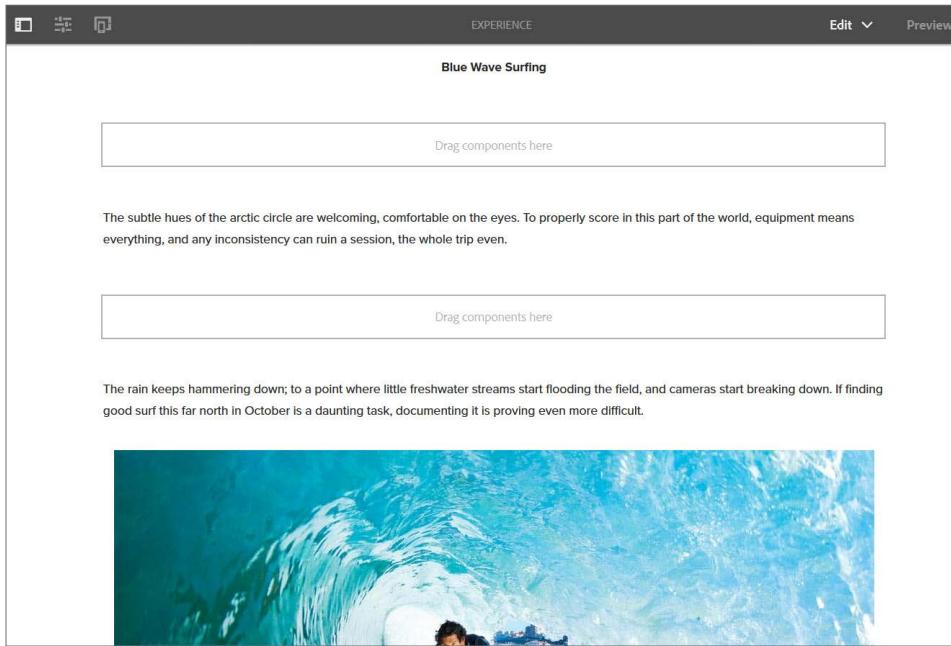
26. To change the content fragment variation on the page, select the content fragment component, and then click the **Configure** icon from the toolbar.



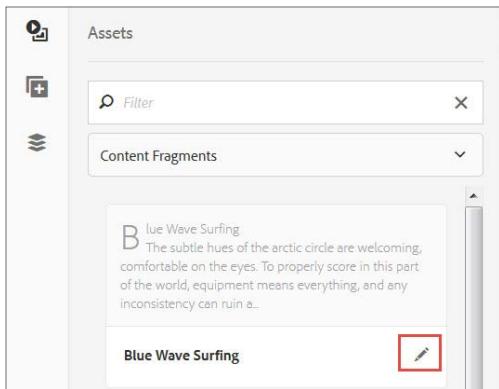
27. In the **Content Fragment** dialog box, select the mobile variation, and then click the checkmark.



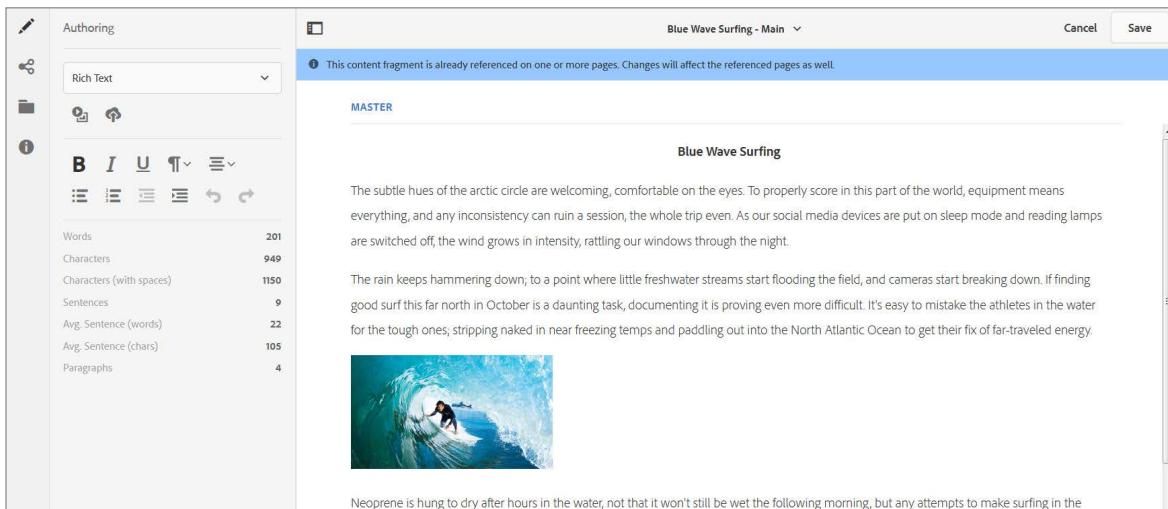
Notice the main version of content fragment is replaced with the mobile version.



28. To edit the content fragment, from the **Assets** panel, select the **Blue Wave Surfing** content fragment, and then click the **Edit** icon beside it.



The fragment editor opens in a new tab, as shown in the following screen shot:



Any changes you make to the content fragment will reflect on the pages referencing the content fragment.

Creating and Managing Experience Fragments

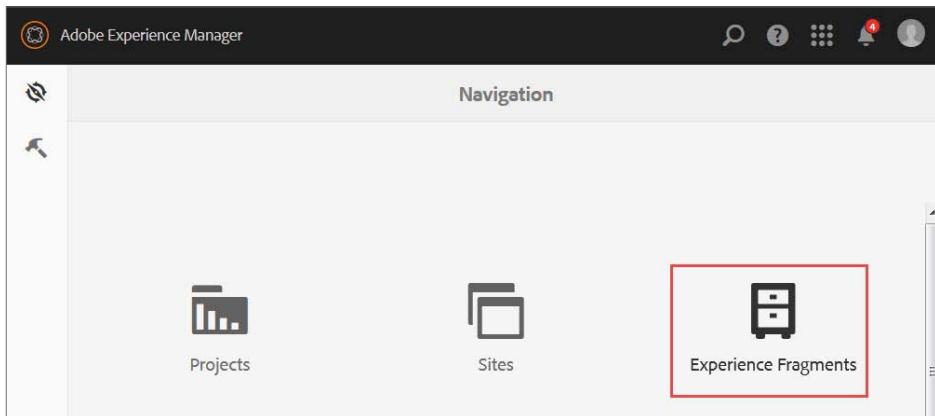
An experience fragment contains a group of one or more components such as a hero image, link button, and teasers, which you can reuse across channels (including third-party channels). Authors can create the experience fragment in Adobe Experience Manager and use it for any third-party systems or touchpoints that will consume that experience and then deliver it to the end user.

With Experience Fragments marketers can:

- Reuse an experience across channels (both owned channels and 3rd party touchpoints)
- Create variations of an experience for specific use-cases
- Keep variations in sync with the use of Live-Copy
- Social Post experiences to Facebook and Pinterest out of the box

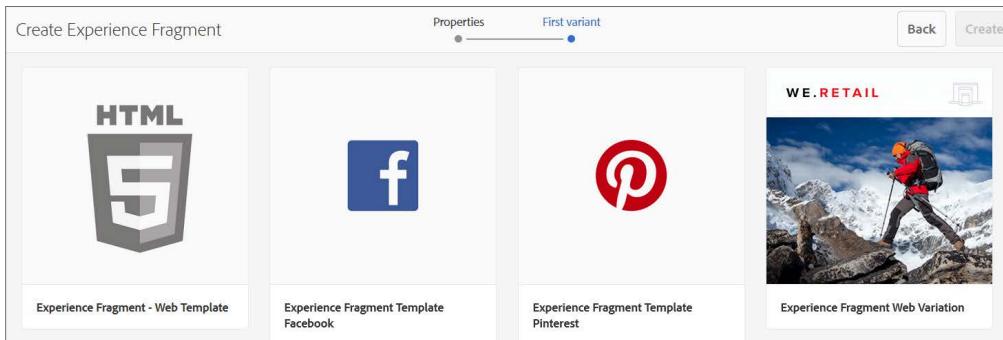
Experience Fragments Console

You can create and manage experience fragments from the **Experience Fragments** console. You can access the **Experience Fragments** console from **Navigation**.



Creating Experience Fragments

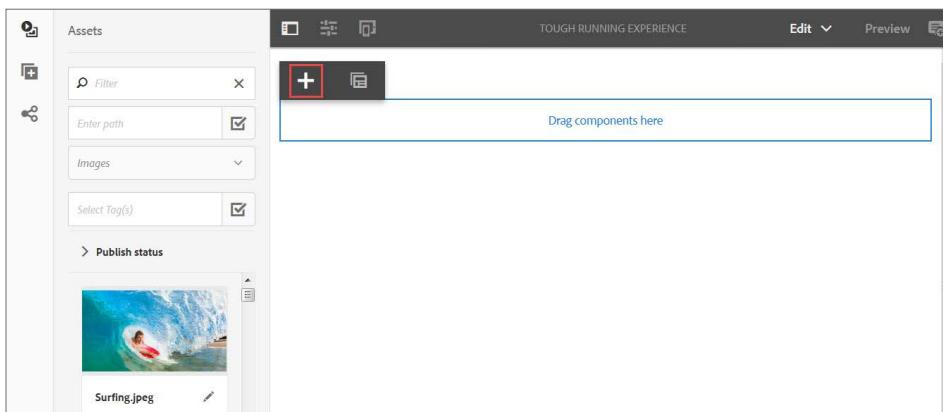
In the **Experience Fragments** console, you can create a folder to organize all related fragments. By default, Adobe Experience Manager offers Web, Facebook, and Pinterest templates, which you can use to create experience fragments for their respective channels. You can also create templates for delivering the fragment on different channels.



NOTE: You must configure Adobe Experience Manager with Facebook and Pinterest to deliver experience fragments on those platforms.

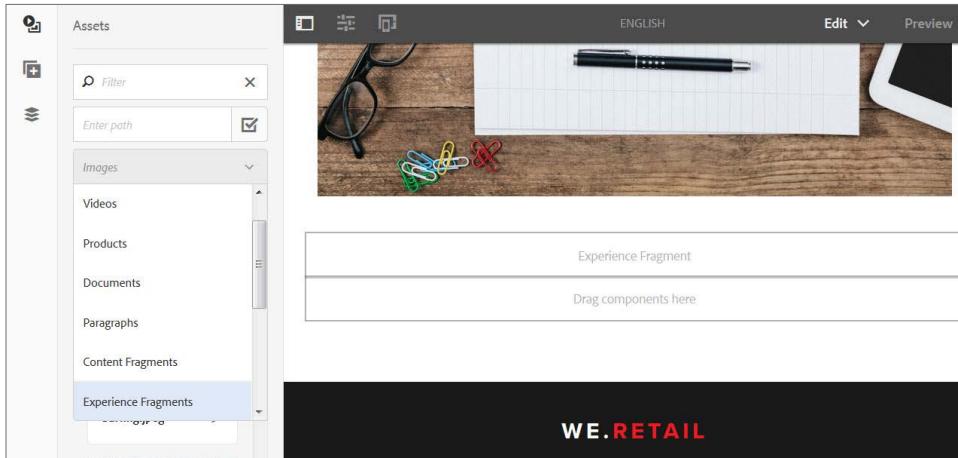
When creating experience fragments, you can also add tags to them to improve search results.

You can add different components and assets to an experience fragment based on your requirement.



Adding Experience Fragments to Pages

You can add experience fragments to the page through the **Experience Fragment** component.



Editing Experience Fragments

You can edit an existing experience fragment in the experience fragment editor. The pages store only a reference to the experience fragment. So, when you edit and update the experience fragment, all references to experience fragments on pages are updated automatically.

Actions on Experience Fragments

You can perform these actions on experience fragments:

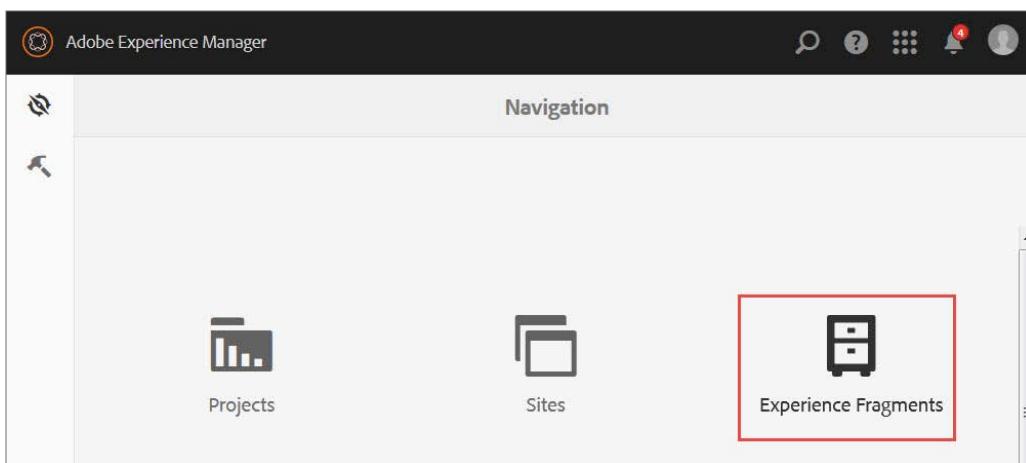
- View and edit experience fragment properties
- Create a copy of an experience fragment
- Move an experience fragment from the source folder to destination
- Create experience fragment variations that can contain content and components with other variations
- Publish an experience fragment to the Publish instance
- Unpublish an experience fragment from the Publish instance
- Schedule the publishing and unpublishing the experience fragments later
- Delete the experience fragment template and folder from the Experience Fragment console

Lab Activity - III

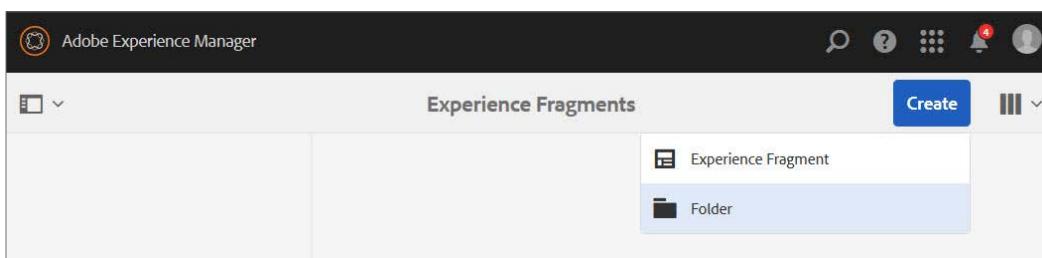
Task 3.3: Create and edit an experience fragment, and add it to a page

To create an experience fragment.

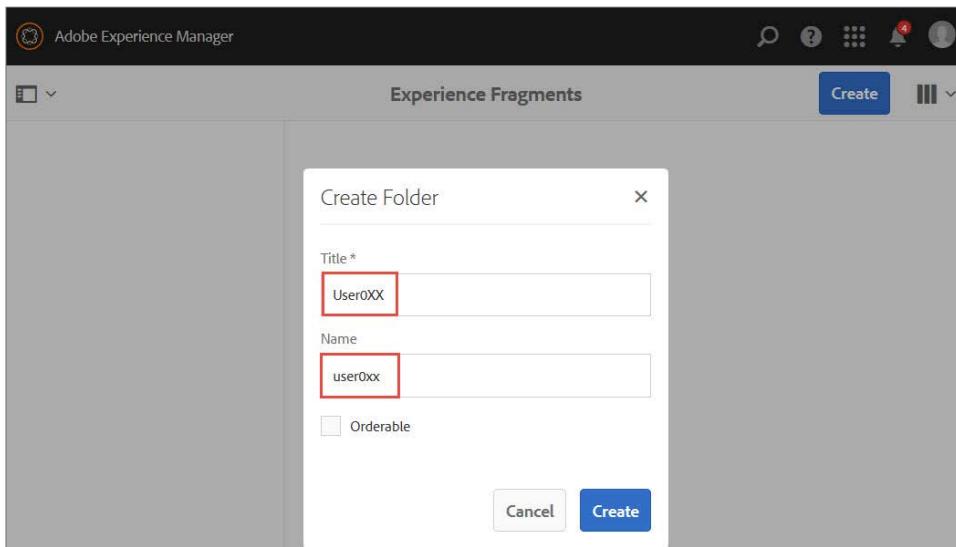
1. From **Navigation**, click **Experience Fragments**.



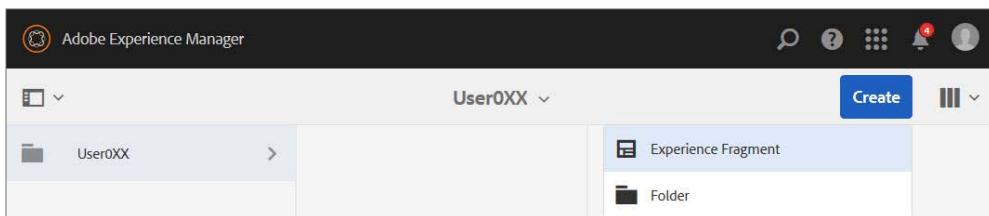
2. Click **Create** from the actions bar and select **Folder** from the drop-down menu to organize fragments.



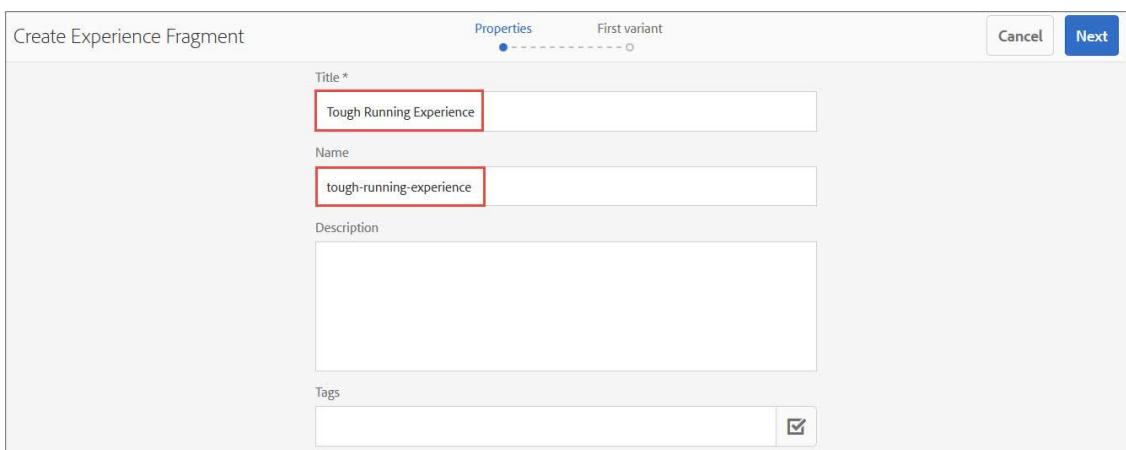
3. Add **User0XX** as the title and the name, and click **Create**. The folder is created in the console.



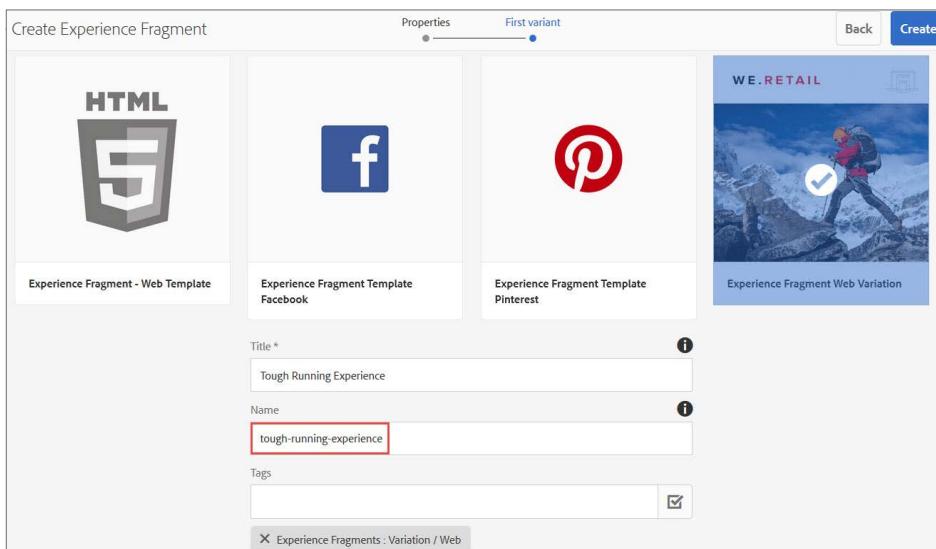
4. From the **User0XX** folder, click **Create** from the actions bar and select **Experience Fragment** from the drop-down menu.



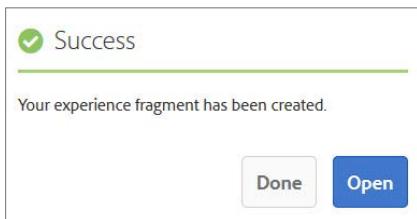
5. Add **Tough Running Experience_User0XX** as the title and the name, and click **Next** as shown in the screen shot:



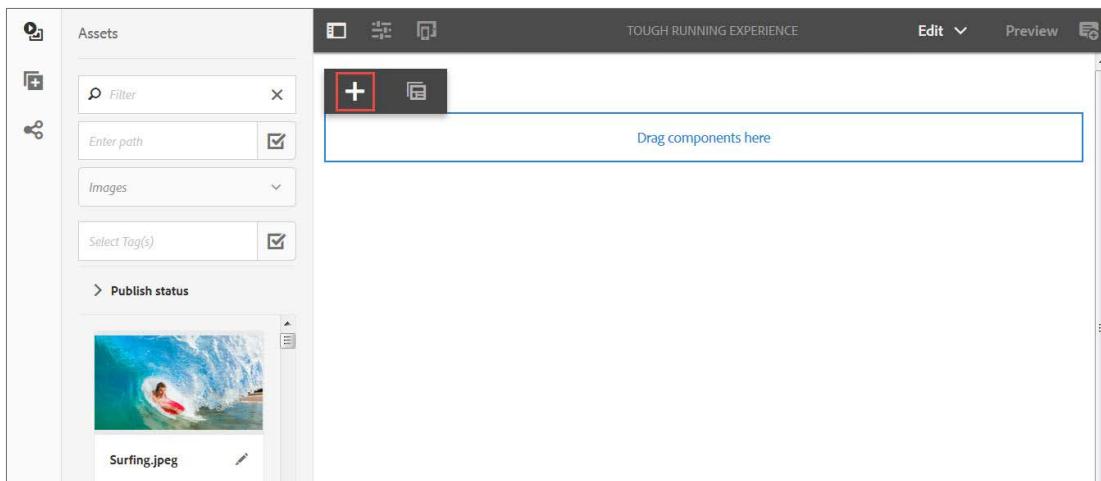
6. Select the **Experience Fragment Web variation** template, add a name, and click **Create**.



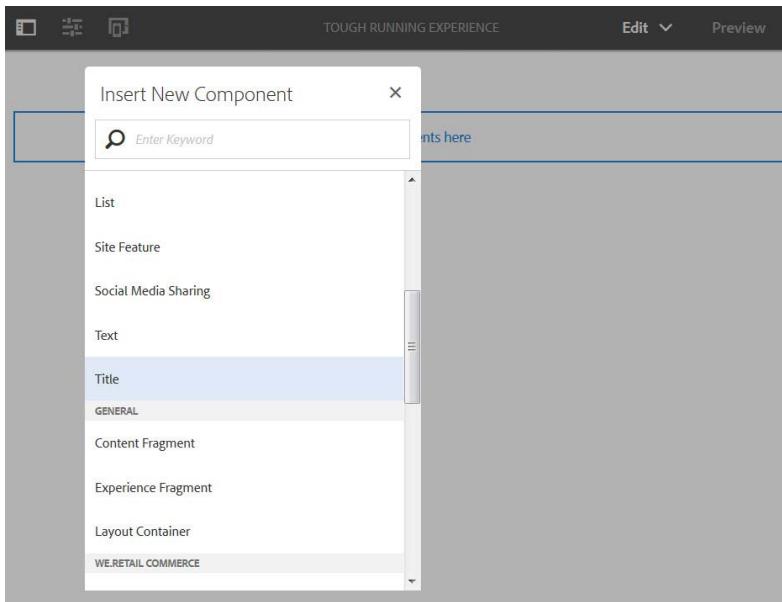
7. Click **Open** in the success dialog box. The experience fragment editor opens.



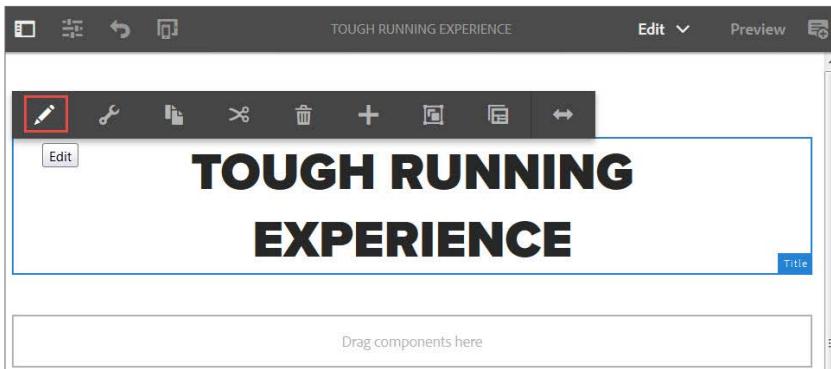
8. Click the plus icon (+) from the **Drag components here** placeholder.



9. Select the **Title** component from the **Insert New Component** dialog box.



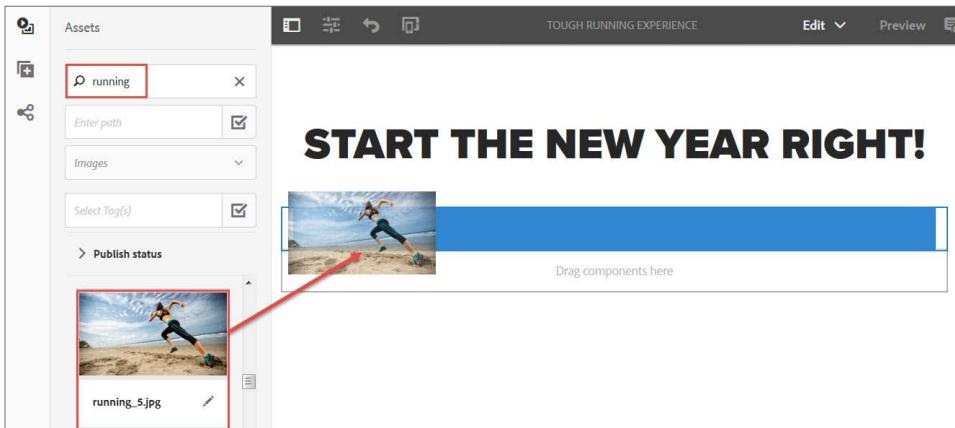
10. Select the title component and click **Edit** from the component toolbar.



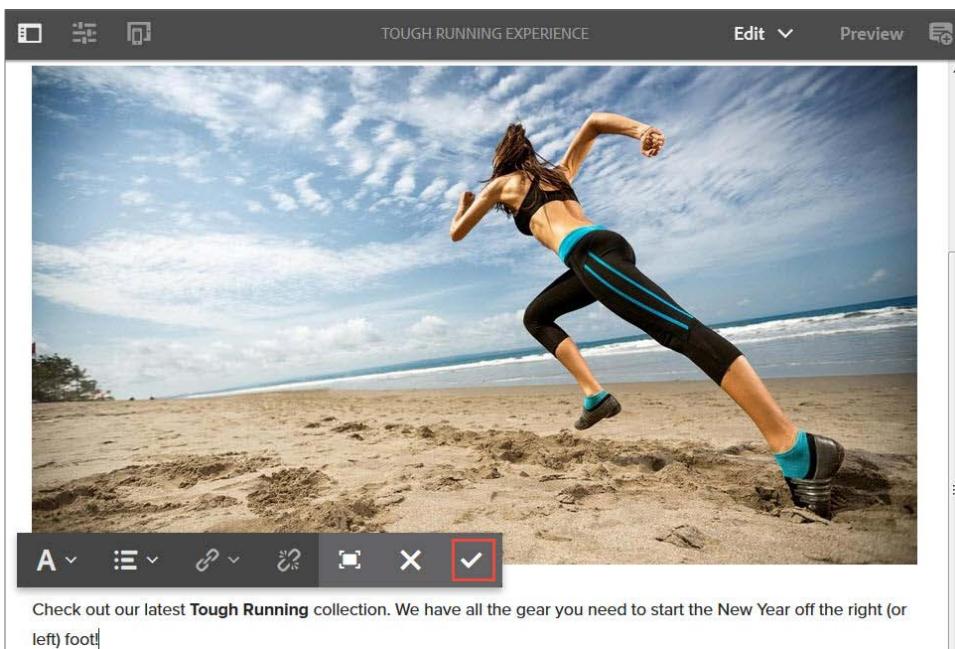
11. Edit the title component, and add the text to it as shown in the screen shot:



12. From the **Assets** panel, search for running images, and then select and drag that image onto the **Drag components here** placeholder.

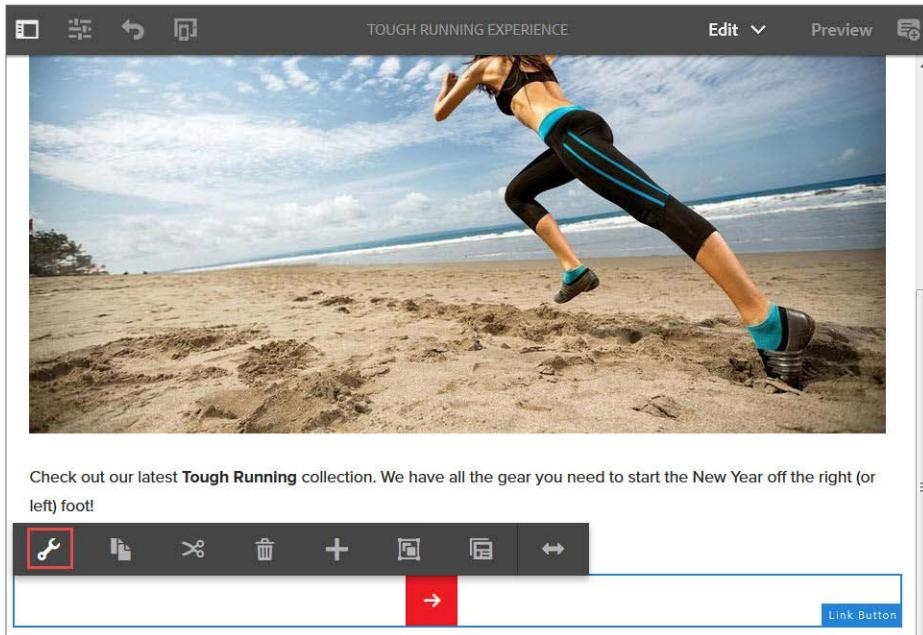


13. Perform step 8 and select a **Text** component from the **Insert New Component** dialog box.
14. Select the text component and click the **Edit** icon from the component toolbar.
15. Add text and click the checkmark icon as shown in the screen shot:

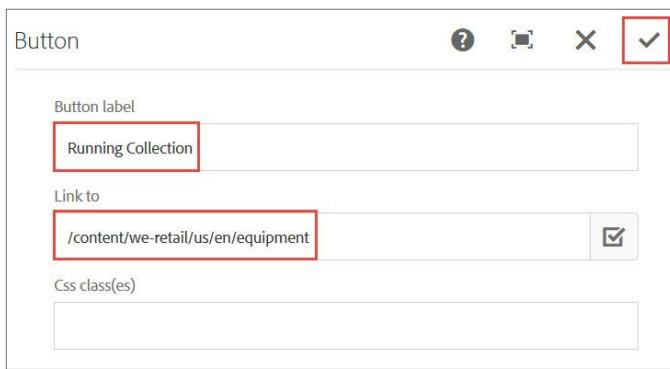


16. Similarly, add a **Link Button** component below the text component.

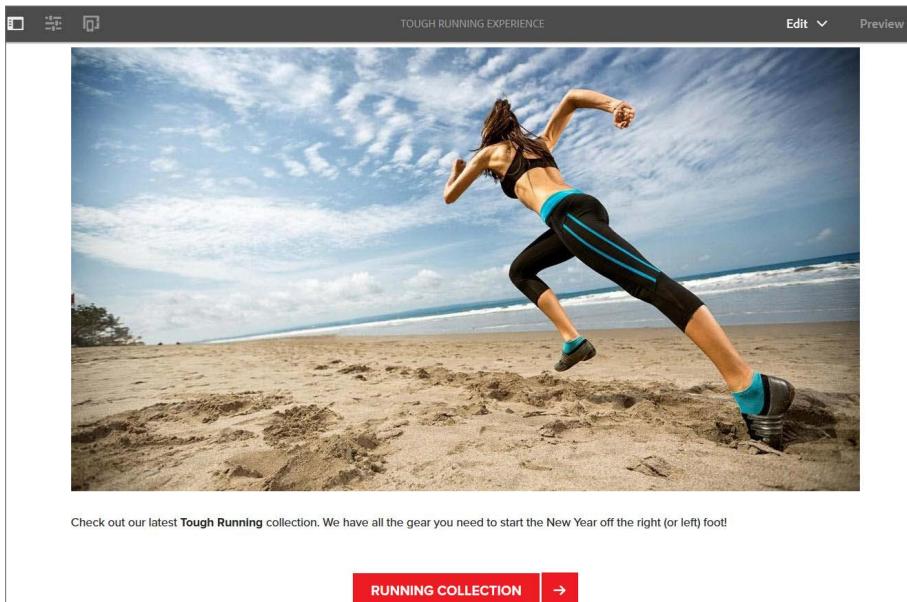
17. Select the **Button** component, and click the **Configure** icon from the component toolbar.



18. Add **Running Collection** as the button label, link it to the </content/we-retail/us/en/equipment> page, and then click the checkmark icon.

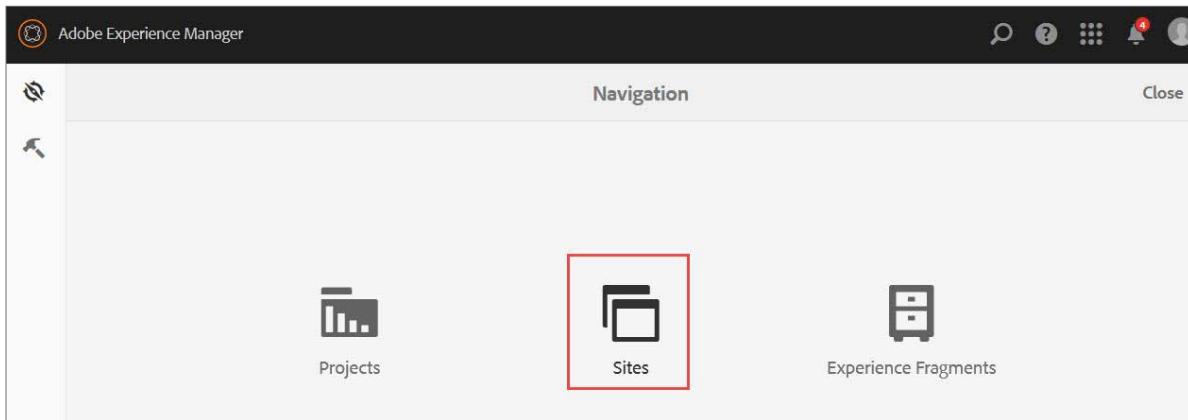


The experience fragment will look similar to the fragment shown in the screen shot:



To add an experience fragment to a page:

19. Click **Adobe Experience Manager** and navigate to the **Sites** console.



20. From the **Sites** console, navigate to **We.Retail > User0XX > English**.

21. Select the **About Us** page and click **Edit** from the actions bar.

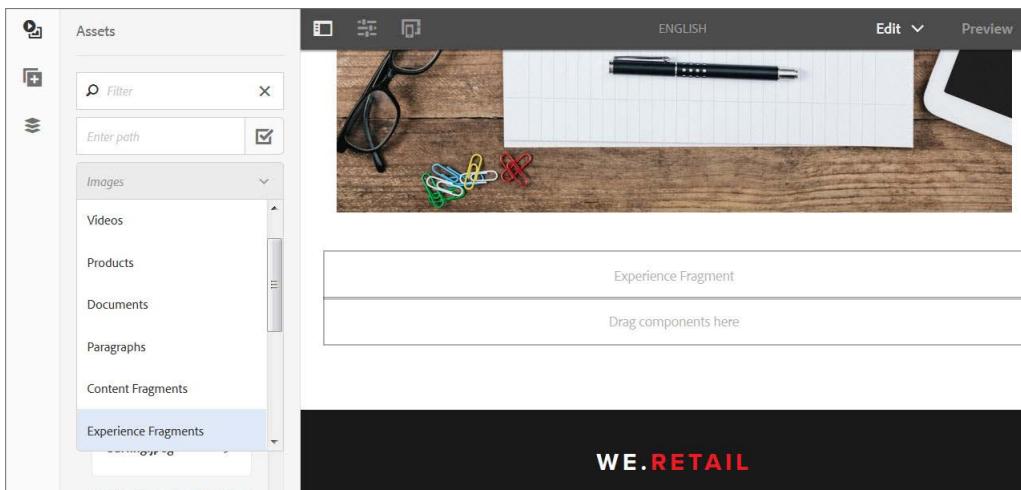
The screenshot shows the AEM Sites console interface. At the top, there's a toolbar with 'Create', 'Edit' (which is highlighted with a red box), 'Properties', 'Lock', 'Copy', 'Move', 'Quick Publish', and a 'More' menu. Below the toolbar, the navigation tree is displayed under 'User0XX'. The 'About Us' page is selected and shown in the preview pane on the right. The page title is 'About Us' and its URL is 'http://localhost:4502/we-retail/en/about-us.html'. The preview shows a mobile version of the page with a hero image and navigation links. On the right side of the preview, there are details about the page: Title (About Us), Name (en), Template (Hero Page), Modified (3 days ago), Modified By (Administrator), Language (English), and Published (Not published).

22. On the **About Us** page, click the plus icon (+) from the **Drag components here** placeholder.

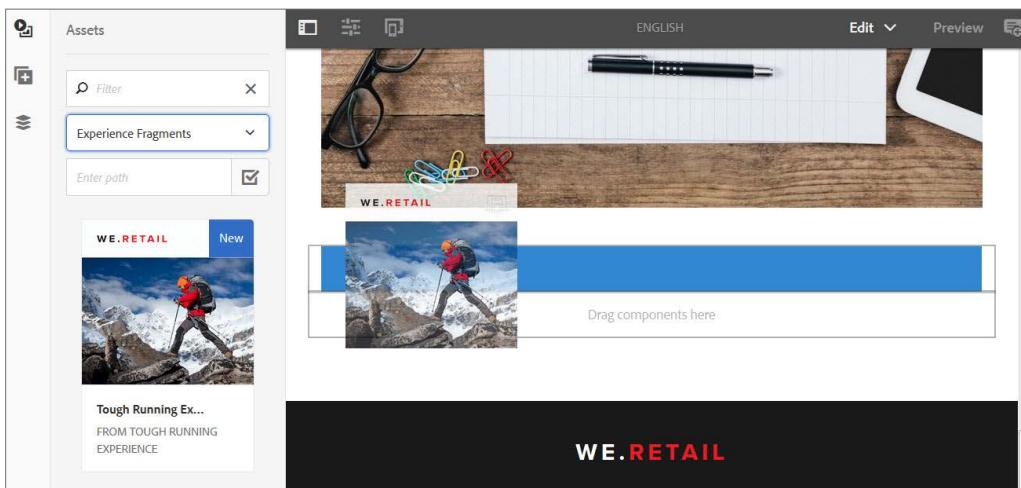
23. Select the **Experience Fragment** component from the **Insert New Component** dialog box. The Experience Fragment component is added to the page.

The screenshot shows the AEM authoring interface. On the left, there's an 'Assets' panel with a file named 'Surfing.jpeg'. In the center, a modal dialog titled 'Insert New Component' is open. The 'GENERAL' category is selected in the sidebar, and within it, the 'Experience Fragment' component is highlighted with a blue selection bar. The main area of the dialog shows a preview of a page with a dark background and some text. The bottom of the dialog shows other component categories like 'Content Fragment', 'Layout Container', 'Table', etc.

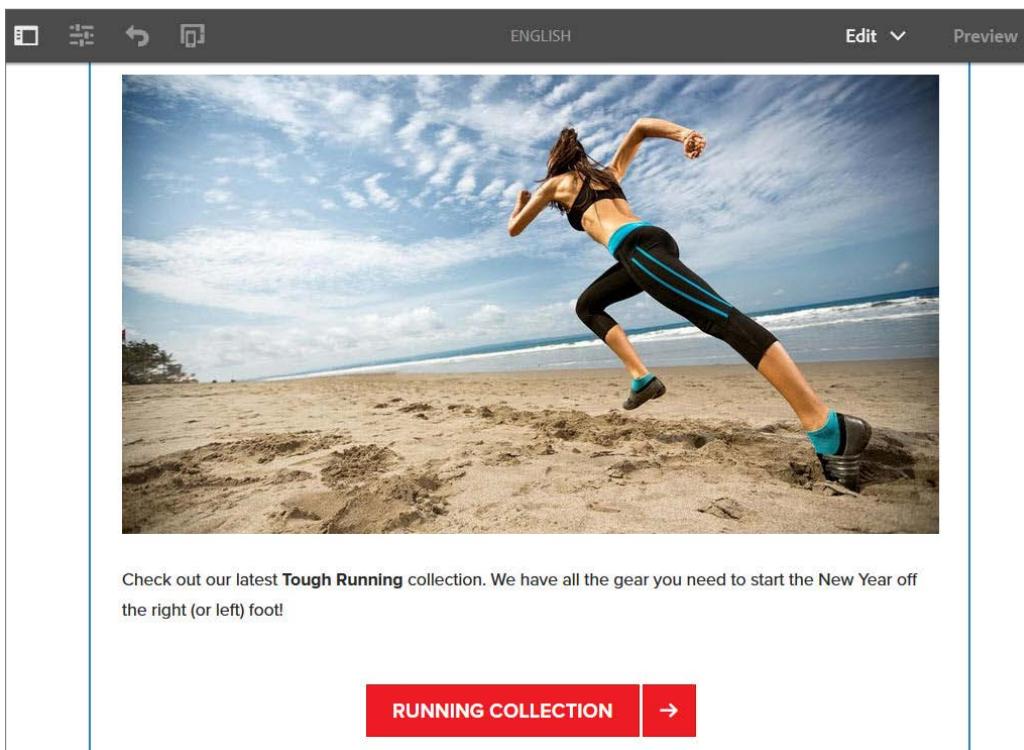
24. From the **Assets** panel, click **Images**, and select **Experience Fragments** from the drop-down menu.



25. Drag the **Tough Running Experience_User0XX** fragment onto the **Experience Fragment** component of the page.

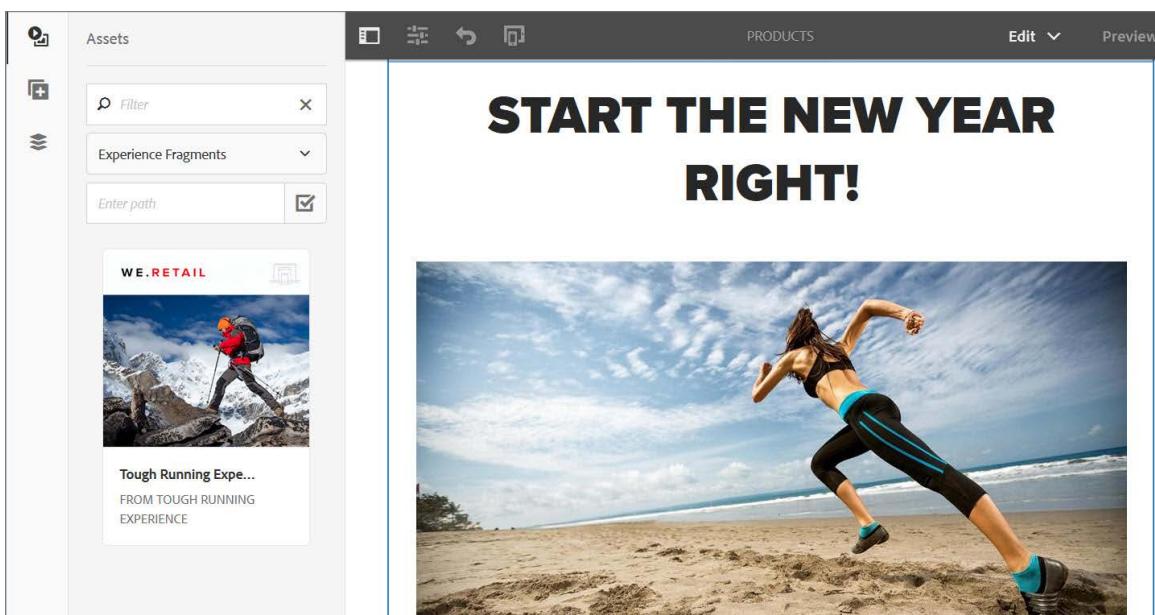


The experience fragment is added to the page as shown in the screen shot:



The screenshot shows the Adobe Experience Manager (AEM) preview interface. At the top, there are navigation icons (refresh, back, forward, search) and language selection (ENGLISH). On the right, there are "Edit" and "Preview" buttons. The main content area displays a large image of a woman running on a beach. Below the image, a text block reads: "Check out our latest **Tough Running** collection. We have all the gear you need to start the New Year off the right (or left) foot!" At the bottom, there is a red button with white text that says "RUNNING COLLECTION" followed by a right-pointing arrow.

26. Similarly, follow steps 21 through 25, and add the experience fragment to the **Products** subpage of **User0XX**.



The screenshot shows the Adobe Experience Manager Assets interface. On the left, there is a sidebar titled "Assets" with a "Filter" field and a dropdown menu set to "Experience Fragments". Below this is a "Enter path" field with a checked checkbox. A thumbnail preview of an image titled "WE.RETAIL" is shown, with the caption "Tough Running Expe..." and "FROM TOUGH RUNNING EXPERIENCE". The main content area shows a product page with the heading "START THE NEW YEAR RIGHT!". Below the heading is the same image of a woman running on a beach. The top navigation bar includes "Edit" and "Preview" buttons.

To edit the experience fragment:

27. Return to the **Experience Fragments** console > **User0XX** folder.

28. Select the **Tough Running Experience_User0XX** fragment, and click **Edit** from the actions bar.

The screenshot shows the Experience Fragments interface. At the top, there's a toolbar with icons for Edit, Properties, Copy, Move, Publish, Publish Later, Unpublish, and Unpublish later. A status bar indicates '1 selected'. Below the toolbar, the breadcrumb navigation shows 'User0XX > Tough Running Experience > Tough Running Experience'. On the right, there's a preview image of a person running on a rocky trail with the text 'WE.RETAIL' overlaid. Below the preview are several metadata fields: Title (Tough Running Experience), Name (tough-running-experience), Template (Experience Fragment Web Variation), Modified (3 days ago), Modified By (Administrator), Language (English), and Published (Not published).

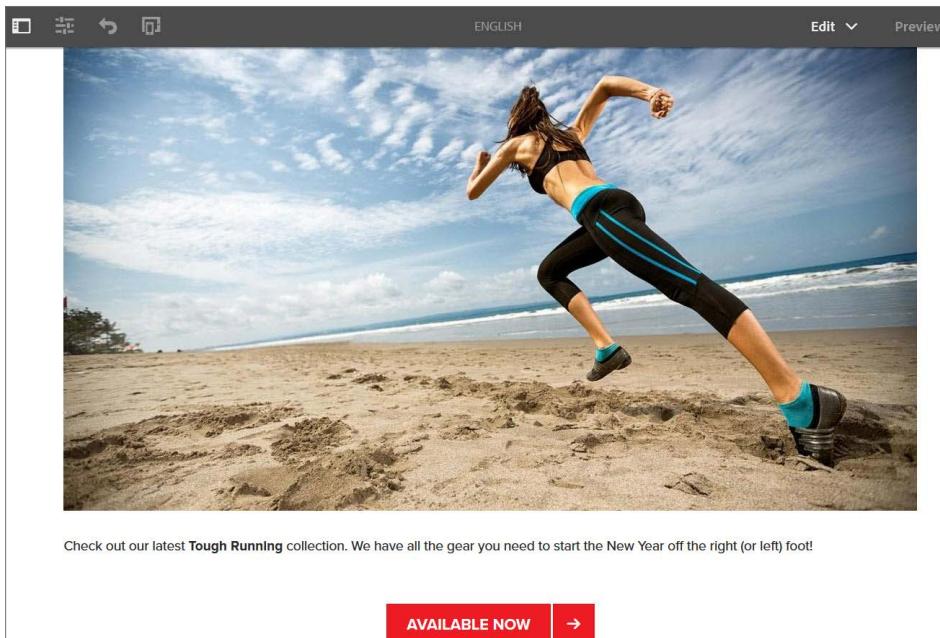
29. Select the **Link Button** component, and click the **Configure** icon from the actions bar.

The screenshot shows the Experience Editor for the 'TOUGH RUNNING EXPERIENCE' page. The top navigation bar includes icons for Home, Page, and Preview, along with 'Edit' and 'Preview' buttons. The main content area contains a text block about the latest collection and a 'RUNNING COLLECTION' button component. Below the button is a configuration panel with a 'Link Button' tab selected. The configuration fields include 'Button label' (set to 'Available Now'), 'Link to' (set to '/content/we-retail/us/en/equipment'), and 'Css class(es)' (empty). A checkmark icon is present in the top right corner of the configuration panel.

30. Add button label as **Available Now**, and click the checkmark icon.

This is a detailed view of the 'Button' configuration panel. It includes fields for 'Button label' (containing 'Available Now'), 'Link to' (containing '/content/we-retail/us/en/equipment' with a checked checkbox), and 'Css class(es)' (empty). The top right corner features a checkmark icon, which is highlighted with a red box.

31. Reload the **English** and **Products** pages. Notice the changes made to the experience fragment reflect on the pages referencing the experience fragment.



The screenshot shows the Adobe Experience Manager (AEM) authoring interface. At the top, there are navigation icons (refresh, back, forward, etc.), the language "ENGLISH", and "Edit" and "Preview" buttons. The main content area features a large photograph of a woman in athletic gear running on a sandy beach under a blue sky with clouds. Below the image is a promotional text block:

Check out our latest **Tough Running** collection. We have all the gear you need to start the New Year off the right (or left) foot!

At the bottom of the content area is a red button with the text "AVAILABLE NOW" and a small arrow icon to its right.

Creating and Managing Workflows

Workflows help you automate processes for managing resources and publishing content in your Adobe Experience Manager environment. Workflows involve a series of steps, and each step performs a specific task. For example, business processes for creating and publishing web pages include approval and sign-off tasks by various participants. You can model these processes by using workflows and applying them to specific content.

Adobe Experience Manager has several out-of-the-box workflow models and it also helps create a custom workflow model for your processes from the **Workflows** console.

Components of Workflows

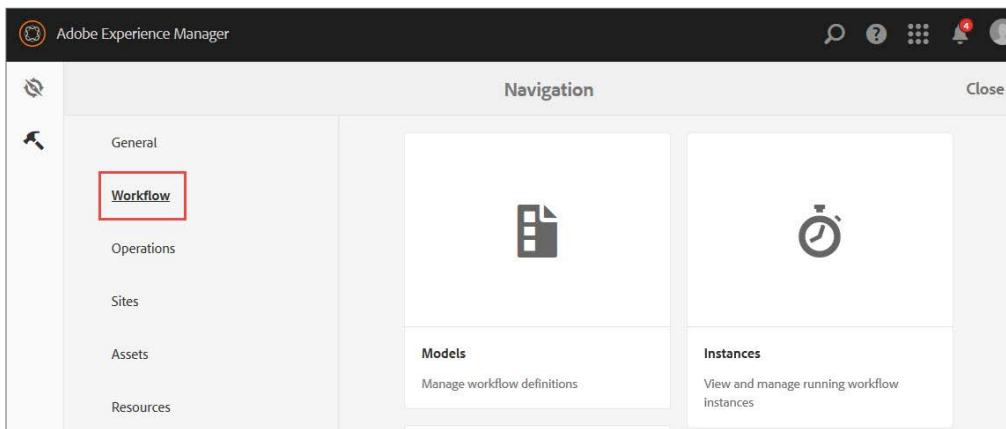
This table describes the components of a workflow:

Workflow Components	Description
Model	Includes nodes and transitions. The transitions connect the nodes and define the flow. The model always has a start and end node.
Steps	Consists of a series of actions and conditions that can be extended with scripts to provide the functionality and control you require.
Transition	Defines the link between two consecutive steps. You can apply rules to a transition.
WorkItem	Represents a task or action in the workflow system. A workflow instance can have more than one workitem at the same time.
Payload	Represents an entity on which a workflow instance acts. For example, a page or an asset in Adobe Experience Manager can be passed from step-to-step as a payload.
Lifecycle	Displays when the workflow begins and ends and when the end node is processed.
Inbox	Displays the workitems assigned to a user.

Workflow Console

Adobe Experience Manager provides several tools for creating workflow models, developing workflow steps, and interacting with workflows.

The Workflow console is a centralized location for managing workflows. To access the Workflow console, click **Tools > Workflow**:



The following table describes the tools provided in the Workflow console:

Consoles	Functionality
Models	Helps create, edit, or delete workflows.
Instances	Displays the details of active workflow instances. These instances are version-dependent. This tool also helps terminate, suspend, rename, and open the history of the workflow instance.
Launcher	Defines whether a workflow should be launched when a specific event occurs in Adobe Experience Manager.
Archive	Displays the completed and terminated workflow instances. You can view the history of the workflow instance by clicking Open History.
Failures	Monitors and manages failed workflow instances. It provides the terminate, retry step, terminate, and retry options to complete workflow steps.

Workflow Steps

Each step in a workflow can contain any number of actions and associated conditions. For example, a step in a publish workflow may involve approval from an editor. Some steps may require manual intervention whereas others are automatic.

In Adobe Experience Manager, there are several steps available for workflows, such as:

- Participant
- Process
- Create task
- Delete node
- Dialog participant
- Dynamic participant
- Form participant

Two of the most commonly used workflow steps are the Participant step and the Process step.

Participant Step

The participant step helps you assign a step to a user or group of users.

In a participant step:

- You can notify users of their required action(s) through an email. The participants will receive an email notification when the workflow is completed or when the workflow is aborted.
- You can configure timeouts and timeout handlers for the participant step. Timeout is the period after which a step is timed out.

In a workflow, if the participant step is assigned to:

- One user, the user must complete the assigned task before the workflow can proceed to the next step.
- A group of users, all users must complete the step and then proceed to the next step.

Process Step

The process step has the following built-in processes:

- Workflow control processes: Control the behavior of the workflow and do not perform any action on content.
- Basic processes: Perform simple tasks such as deleting a node or logging a debug message.
- WCM processes: Perform WCM-related tasks such as activating a page and confirming registration.
- Versioning processes: Perform version-related tasks such as creating versions of the payload.
- DAM processes: Perform Digital Asset Management(DAM)-related tasks such as creating thumbnails, creating subassets, and extracting metadata.

Starting Workflow for a Page

You can start the workflow from the **Page**, **Timeline**, and **Workflows** console.



NOTE: Refer to Module 2: Basic Authoring Skills to learn how to start a workflow for a page.



NOTE: If the main copy of the workflow is updated after assigning the current version of the workflow to a page, then the changes will have no impact.

Taking Action on a Workflow Step

Any participant step you create is assigned to a specific user or a group. The user can perform the following actions from the **Inbox**:

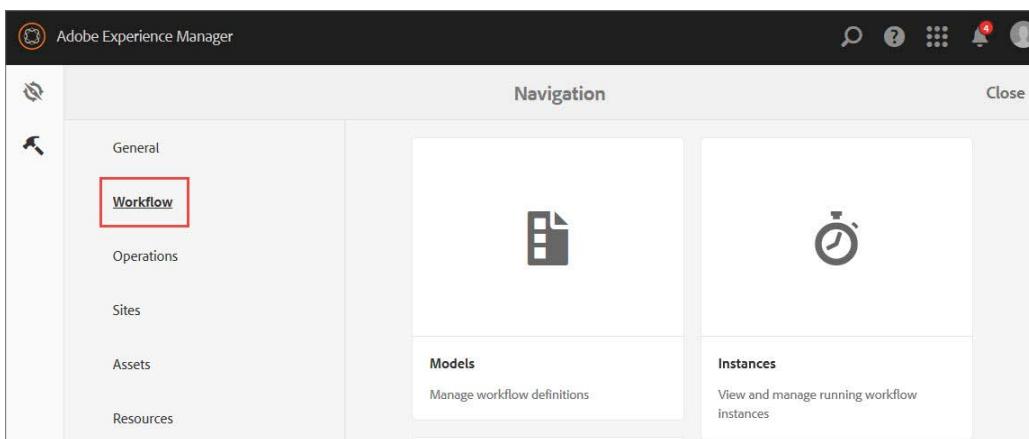
- **Complete**—Complete the selected workflow item
- **Step Back**—Repeat a section of the workflow
- **Delegate**—Delegate a task to a specific user, only if the task is assigned to a group of users

Lab Activity - IV

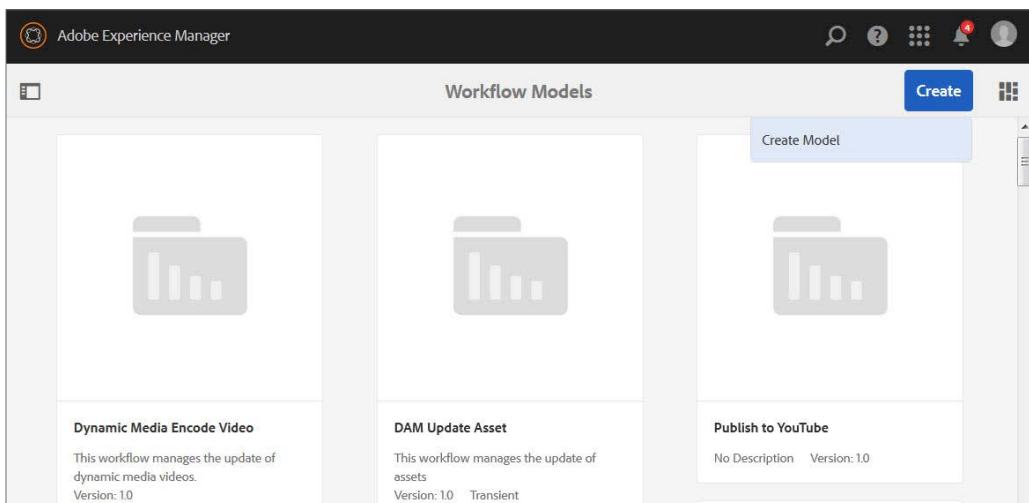
Task 3.4: Create a workflow to publish multiple pages

To create a workflow:

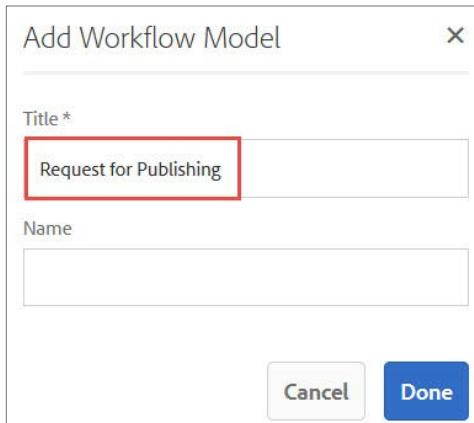
1. Navigate to **Tools > Workflow > Models**.



2. Click **Create > Create Model** from the toolbar. The **Add Workflow Model** dialog box opens.

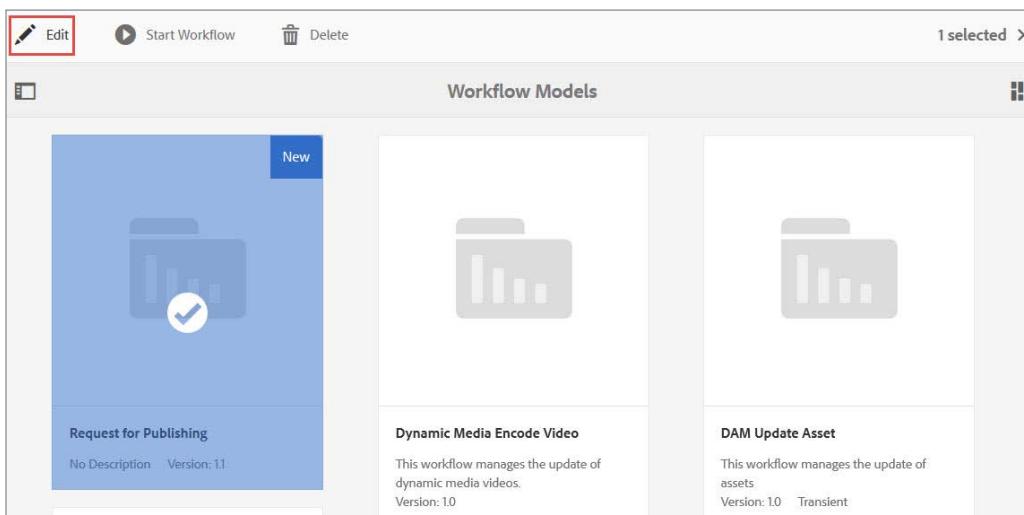


3. Add **Request for Publishing_User0XX** as the title.
4. Click **Done** to save and close the dialog box. A new workflow is created on the **Models** tab and is identifiable by the blue "New" tag in the upper right. If you do not see your workflow right away, refresh your browser.



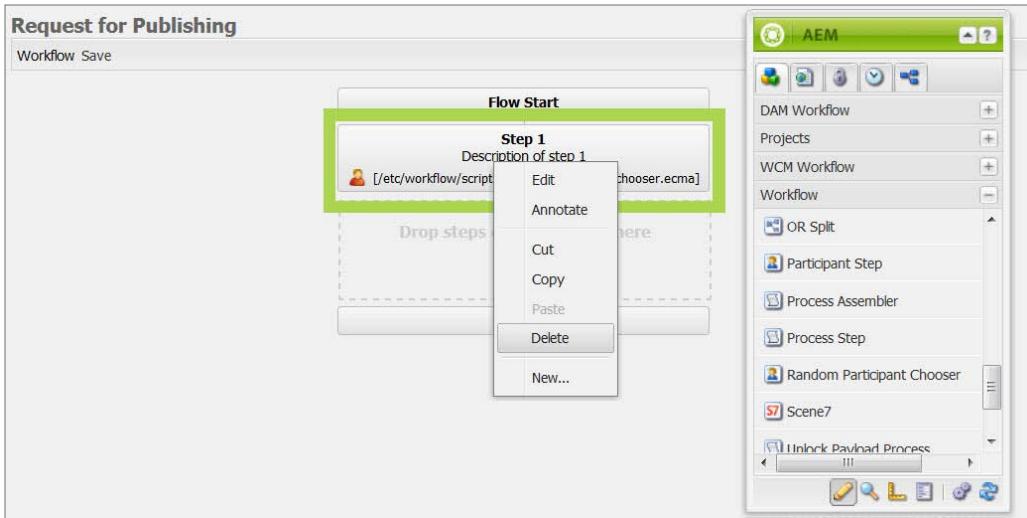
To edit the workflow model:

5. Select the **Request for Publishing_User0XX** model you created.
6. Click **Edit** from the toolbar. A new window (named after the workflow) opens for editing and configuring the workflow.

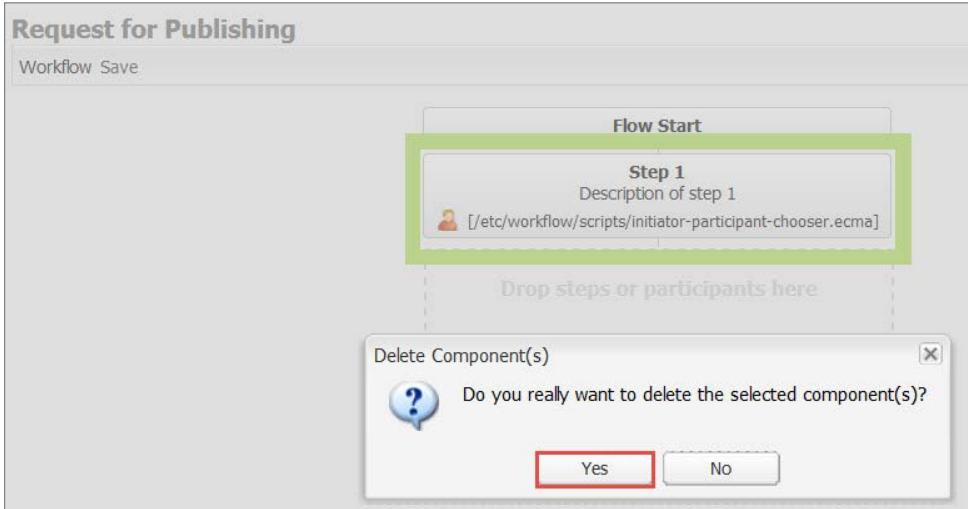


By default, the **Request for Publishing**_User0XX will have the Start, Step 1, and End steps.

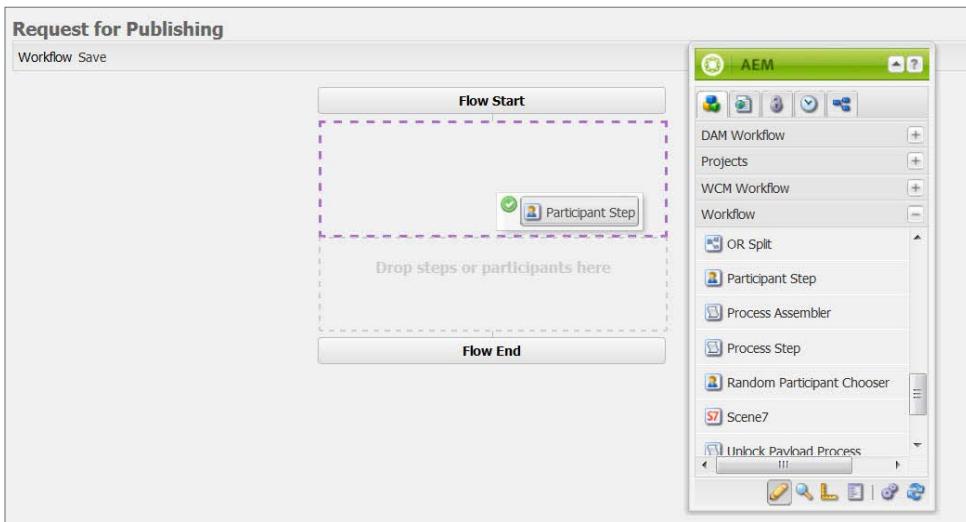
7. Select **Step 1**, right-click, and select **Delete** from the dropdown menu.



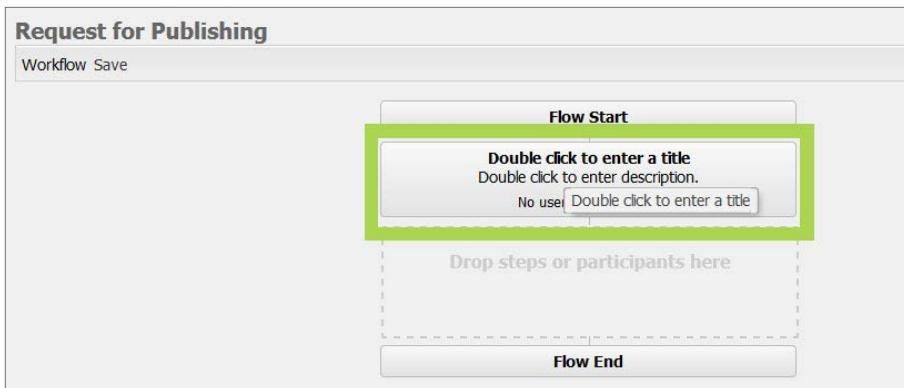
8. Click **Yes** on the **Delete Component(s)** dialog box as shown in the following screen shot:



9. Click **Workflow**, and drag the **Participant Step** onto Step 1.

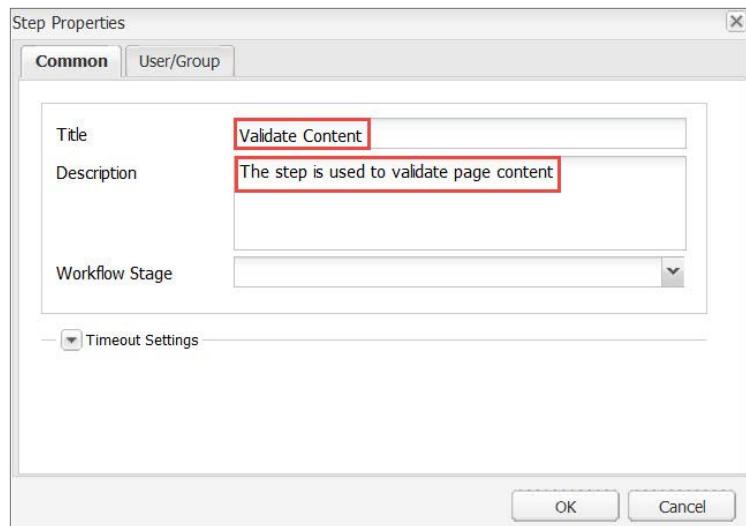


10. Double-click the new step. The **Step Properties** dialog opens.



11. On the **Common** tab, add the following values:

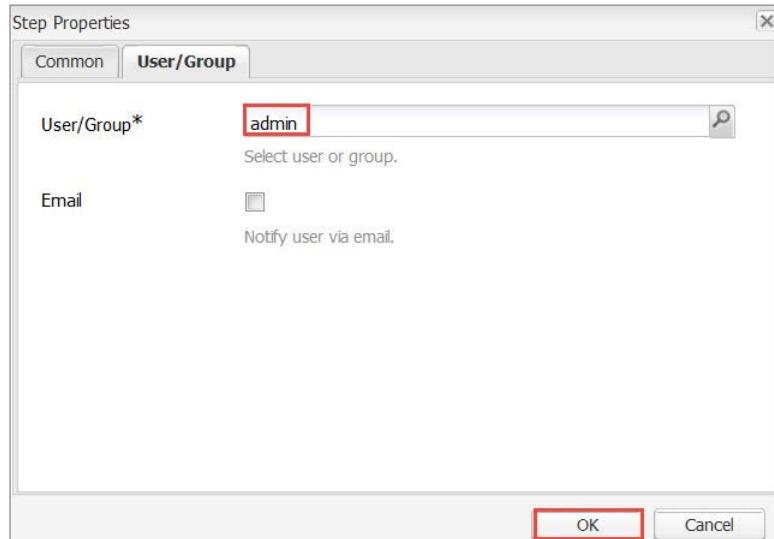
- Title:** Validate Content
- Description:** This step is used to validate content of a page.



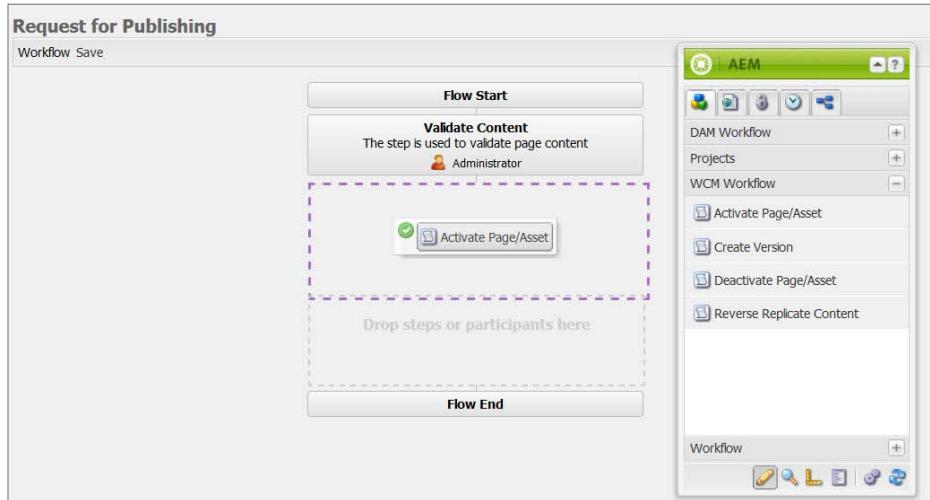
12. On the **User/Group** tab, add the following values:

- User/Group:** Select the user you want to assign this step/task to. For this task, assign it to yourself.

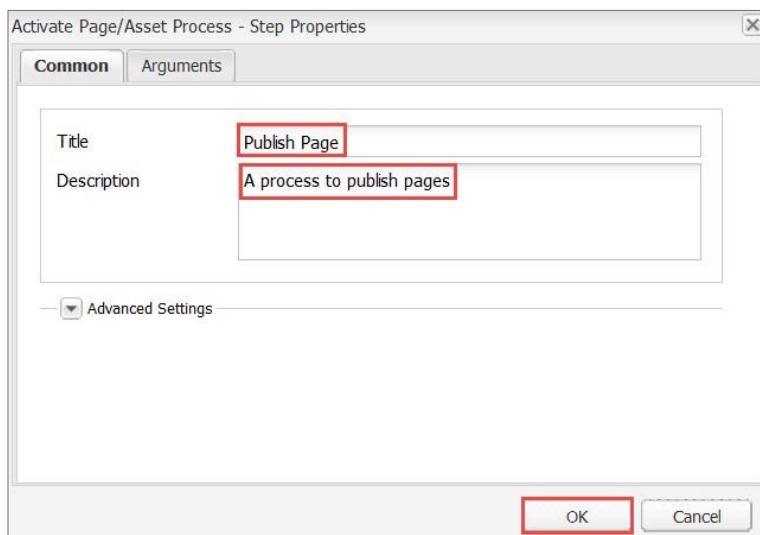
13. Click **OK** to save, and close the dialog box.



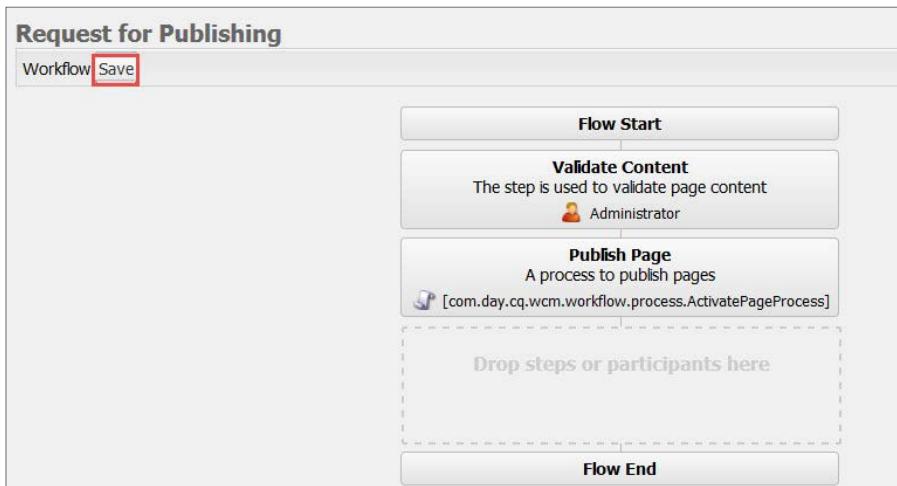
14. Drag and drop the **Activate Page/Asset** process step from the **WCM Workflow** onto the workflow.



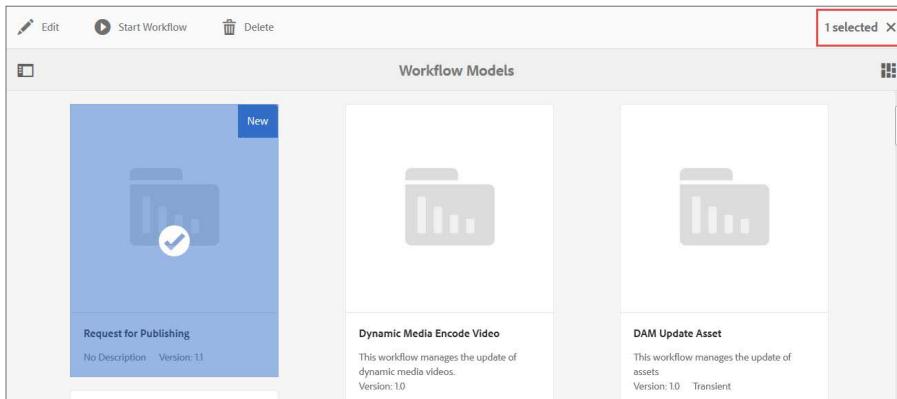
15. Double-click the **Activate Page/Asset** process step. The **Step Properties** dialog box opens.
16. On the **Common** tab, enter the following values:
- Title: **Publish Page**
 - Description: **A process to publish a page**
17. Do not make any changes on the **Arguments** tab.
18. Click **OK** to save, and close the dialog box.



19. Click **Save** to save the changes made to the workflow.

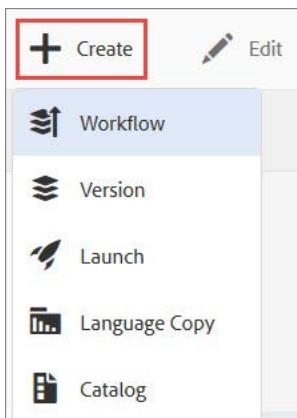


20. Go back to Adobe Experience Manager, and click **1 selected x** to deselect the workflow model.



To start the workflow from a page:

21. Click **Adobe Experience Manager > Navigation > Sites** console.
22. From the **Sites** console, navigate to **We.Retail > User0XX > English**.
23. Select **User** and **New User** pages and click **Create** icon from the actions bar.



24. Select the **Request for Publishing_User0XX** model from the drop-down menu.
25. Add **Publishing Pages** as the workflow title, and then click **Next**.

Create Workflow

Properties Scope

Cancel Next

Workflow model *

Request for Publishing

Workflow title *

Publishing Pages

Keep workflow package i

Package title *

26. Select the checkbox beside the **Title** field to select both pages, and then click **Create**.

Create Workflow

Properties Scope

Add Content Remove Selection

Back Create

2 page(s)

Title	Modified	Published
User /content/we-retail/user0XX/en/user	a day ago Administrator	Not published
New User /content/we-retail/user0XX/en/new-user	a day ago Administrator	Not published

The message **Workflows have been created for selected resources** is displayed as shown in the screen shot:

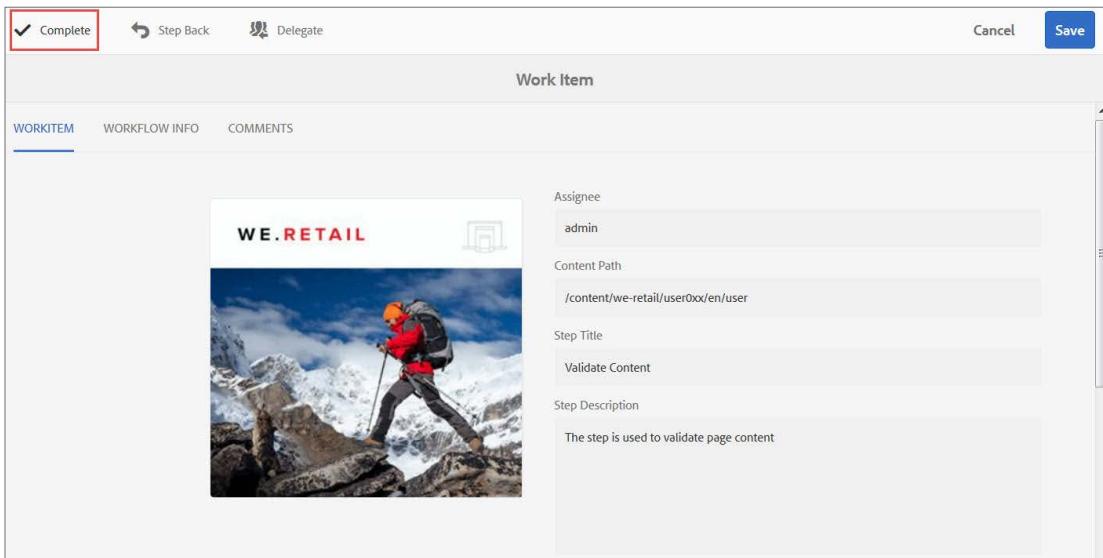
The screenshot shows the Adobe Experience Manager interface. At the top, there is a green success message box that says "SUCCESS Workflows have been created for selected resources." Below the message, the page title is "English". There is a "Create" button in the top right corner. The main content area displays a tree structure of resources. One node, "We.Retail we-retail", is highlighted in blue. To its right, there are several language variants: Canada (ca), Switzerland (ch), Germany (de), Spain (es), France (fr), Italy (it), Language Masters (language-masters), United States (us), and User0XX (user0xx). Each language variant has a small thumbnail icon next to it.

27. Click the **Inbox** icon from the header bar.

28. Click **Validate Content** notification from the list.

This screenshot is similar to the previous one, showing the Adobe Experience Manager interface with the same tree structure of resources. However, a red box highlights the "Validate Content" notification in the sidebar. The sidebar also contains other notifications like "Configure Analytics & Targeting" and a link to "View All (6 New)".

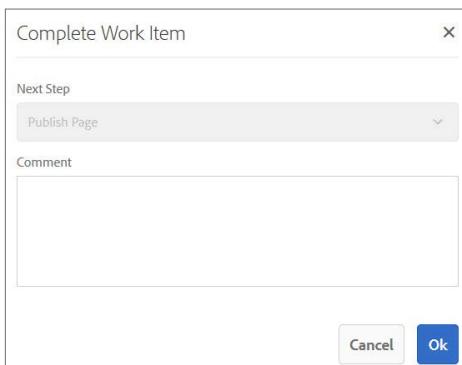
29. After validating the page content, click **Complete**.



The screenshot shows the 'Work Item' dialog for a 'WE.RETAIL' page. The 'WORKITEM' tab is selected. On the left, there's a preview image of a person climbing a snowy mountain. The right side contains the following fields:

- Assignee:** admin
- Content Path:** /content/we-retail/user0xx/en/user
- Step Title:** Validate Content
- Step Description:** The step is used to validate page content

30. Optionally, you can add a comment to describe the action taken to complete the task, and then click **Ok**. The **User** page is published.

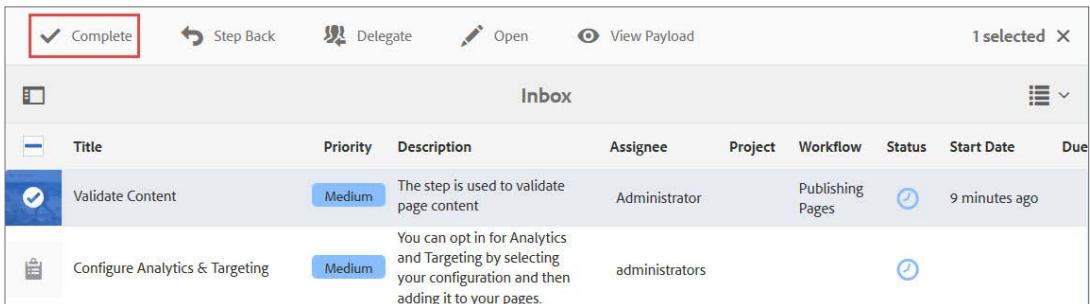


The dialog has the following fields:

- Next Step:** Publish Page
- Comment:** (empty text area)

At the bottom are 'Cancel' and 'Ok' buttons.

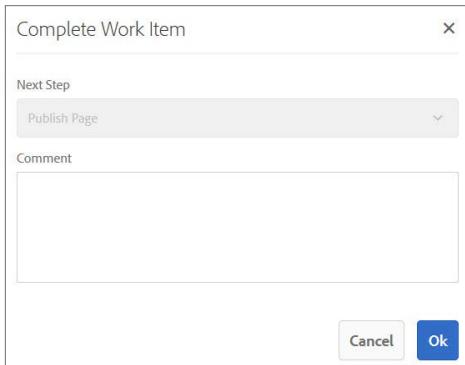
31. From the **Inbox**, select the other **Validate Content** notification, and click **Complete**.



The 'Inbox' list shows two notifications:

Title	Priority	Description	Assignee	Project	Workflow	Status	Start Date	Due
Validate Content	Medium	The step is used to validate page content	Administrator	Publishing Pages		Completed	9 minutes ago	
Configure Analytics & Targeting	Medium	You can opt in for Analytics and Targeting by selecting your configuration and then adding it to your pages.	administrators			Queued		

32. Optionally, you can add a comment to describe the action taken to complete the task, and then click **Ok**. The **New User** page will be published.



To view the published pages on the Publish instance:

33. Open the browser, add the following URL: `http://<host name>: <port number>/content/we-retail/user0<user name>/en/user.html` in the address bar.
34. Similarly, check if the New User page has been published.



NOTE: If your are using Adobe Experience Manager cloud instance, use the publish instance URL, which your instructor provided to you.

Because the workflow published as **User and New User** pages, you can log in and view the pages on the Publish instance.

Creating and Managing Launches

Launches enable you to efficiently develop the content for a future release of one or more activated web pages.

When do you create launches?

A launch is created to changes ready for future publication while maintaining the current pages. After editing and updating your launch pages, you can promote them back to the source and then activate the source pages (top-level). Promoting duplicates the launch content back to the source pages and can be done either manually or automatically (dependent on fields set when creating and editing the launch).

For example, the seasonal product pages of your online store are updated quarterly, so the featured products align with the current season. To prepare for the next quarterly update, you can create a launch of the appropriate web pages. Throughout the quarter, the changes are accumulated in the launch copy. When the next quarter arrives, you promote the launch pages so you can publish the source pages (holding the updated content).

Using Launches

Launches help you perform the following actions:

- Create a copy of your source pages. The copy is your launch. The top-level source pages are known as production.
- Promote and publish the content either manually or automatically.
- Update your source and launch pages in parallel. Changes to the source pages are automatically implemented in the launch copy (that is, the live copy). Changes to the source pages are automatically implemented in the launch copy (that is, the Live copy). Changes can be made to your launch copy without disrupting the automatic updates or the source pages
- Create a nested launch—a launch within a launch. The source is an existing launch. You can promote a nested launch to any target page. This can be a parent launch or the top-level source pages (Production)

Accessing Launches

You can access and perform various actions on launches from the **Launches** console and **References** pane of **Sites** console.

The screenshot shows the 'References' pane in the AEM interface. At the top, there are standard file operations: Create, Edit, Properties, Lock, Copy, Move, Quick Publish, Manage Publication, and Delete. Below this, the 'References' section is expanded, showing the 'Launches' hierarchy under 'Copies'. The 'Launches' node has children for 'Community Sites', 'Live Copies', and 'Language Copies'. Under 'Language Copies', there are nodes for 'English', 'Canada', 'Switzerland', 'Germany', 'Spain', 'France', 'Italy', 'Language Masters', 'United States', and 'UserXX'. The 'English' node is selected, and its properties are displayed on the right: 'Experience experience', 'Products products', 'About Us about-us', 'User user', and 'New User new-user'. The 'Launches' node itself is also shown with its properties: 'in sync with production' and 'Last Published 3 days ago by Administrator'.

Launches Console

The **Launches** console is available from **Tools > Sites** section.

The screenshot shows the AEM navigation sidebar. On the left, there are several categories: General, Workflow, Operations, **Sites**, Assets, and Resources. The 'Sites' category is highlighted with a red box. On the right, there are three main sections: 'Blueprints' (Manage Blueprint configurations), 'Launches' (Manage content launches, highlighted with a red box), and 'ContextHub' (Manage ContextHub configurations). The 'Launches' section is the focus of this section.

From the Launches console, you can:

- Create launches by selecting the source and specifying properties for it.
- Perform actions such as **Edit**, view **Properties**, **Promote**, **Clone**, and **Delete** launches.

The screenshot shows the 'AEM Sites | Launches' table. The columns are: Launch Title, Live Date, Production Ready, Source, Multi-Root, and Promoted. There are three rows of data:

Launch Title	Live Date	Production Ready	Source	Multi-Root	Promoted
New Prom... in sync with production	No		Products	No	
New Prom... in sync with production	No		English	No	
New Prom... in sync with production	No		Products	No	3 days ago Administrator

Creating Launches

You can create a launch from the Sites console and Launches console. You can create a launch to enable the updating of a new version of the existing web pages for the future activation. When you create a launch, you must specify the following properties:

- **Launch Title:** The name of the launch. The name should be meaningful for authors.
- **with existing content:** The original content will be used to create the launch.
- **using a new template to replace the page:** You can choose a new template for your launch.
- **Inherit source page live data:** Select this option to automatically update the content of launch pages when the source pages change. This option achieves this by making the launch a live copy. By default, this option is selected.
- **Launch Date:** The date and time when the launch copy is to be activated (dependent on the production ready flag).

Actions on Launches

When a launch is created for a page (or set of pages), you can perform the following actions on it:

- **Go to the page**—Opens the page in a window and helps you edit the launch.
- **Compare to Source**—Opens a page diff view, which compares the launch with the source,
- **Promote launch**—Moves/promotes the launch to the production version.
- **Create launch**—Helps create a nested launch.
- **Edit launch**—Helps edit the launch configuration.
- **Edit Properties**—Helps edit launch properties such as title and launch date.

Promoting Launches

You need to promote launch pages to move the content back into the source (production) before publishing. When a launch page is promoted, the corresponding page of the source pages is replaced with the content of the promoted page.

You can promote the launches manually or automatically. The following table lists the differences between the manual and automatic methods of promoting launches:

Manual	Automated
Promote launch content back to the target page when it is ready to be published.	Using the following fields/flags: Launch (Live) date
Production Ready	Displays the details of active workflow instances. These instances are version- dependent. This tool also helps terminate, suspend, rename, and open the history of the workflow instance.

You can promote a launch from **References** and **Page Information**.

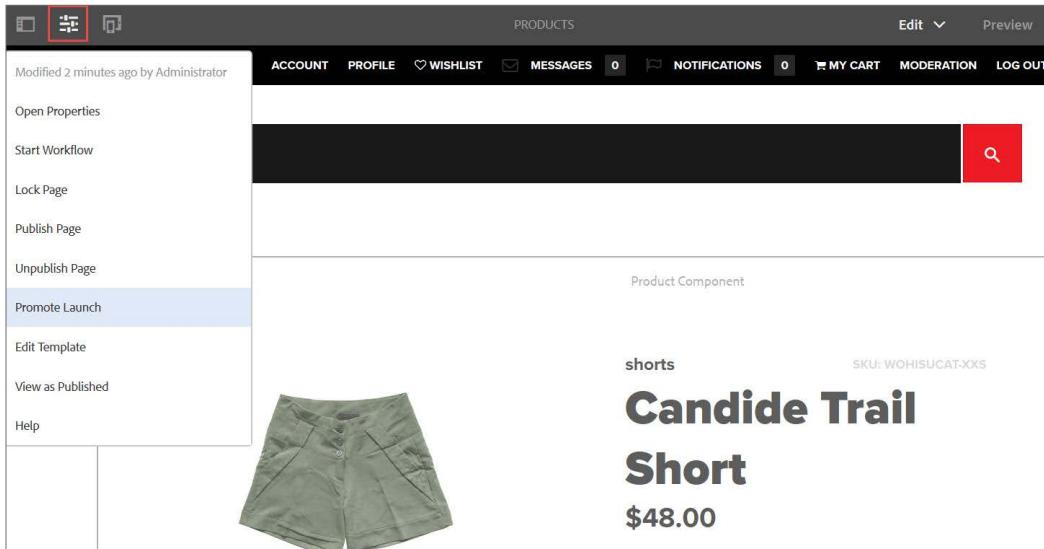
References: From the **Sites** console, select the launch page, click the rail icon, and select **References** from the dropdown menu.

The screenshot shows the Adobe Experience Manager (AEM) Sites console. At the top, there's a toolbar with standard actions like Create, Edit, Properties, Lock, Copy, Move, Quick Publish, Manage Publication, and Delete. Below the toolbar, a navigation bar has a rail icon followed by a dropdown menu. The dropdown menu is open, showing options: Content Only, Timeline, References (which is selected), and Filter. The main area displays a hierarchical tree of sites and their launches. The 'we-retail' site is expanded, showing its launches: Canada (ca), Switzerland (ch), Germany (de), Spain (es), France (fr), Italy (it), Language Masters (language-masters), United States (us), and User0XX (user0xx). To the right of the tree, a list of launches is shown under the English (en) site: Experience (experience), Products (products), About Us (about-us), User (user), and New User (new-user).

In the **References** pane, click the launch, and then click **Promote Launch** from the actions list.

This screenshot is similar to the one above, but the 'Promote launch' button in the References pane is highlighted with a red border. The pane also shows other actions: Go to the page, Compare to Source, Create launch, Edit launch, and Edit Properties. The rest of the interface and data structure are identical to the first screenshot.

Page Information: Open the launch page, click **Page Information** icon, and you can select **Promote launch** from the drop-down menu to promote the page.



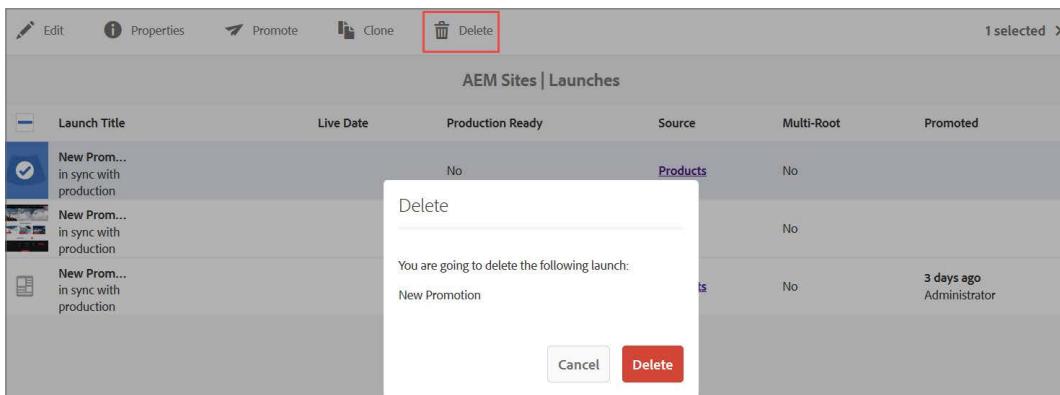
 **NOTE:** The entire launch is deleted even if you promoted only one page.

The following options are available when promoting a launch page:

- Whether to promote only the current page or the entire launch
- Whether to promote the child pages of the current page
- Whether to promote the full launch or only pages that changed

Deleting Launches

If you no longer need a launch, you can delete it from the **Launches** console. The deleted launch will no longer be available in the **Launches** console.



Lab Activity - V

Task 3.5: Create, compare, and promote a launch

To create a launch:

1. Click **Adobe Experience Manager and Sites**.
2. From the **Sites** console, navigate to **We.Retail > User0XX > English**.
3. Select the **Products** page, click **Create** from the actions bar, and select **Launch** from the drop-down menu.

The screenshot shows the AEM Sites console with the following details:

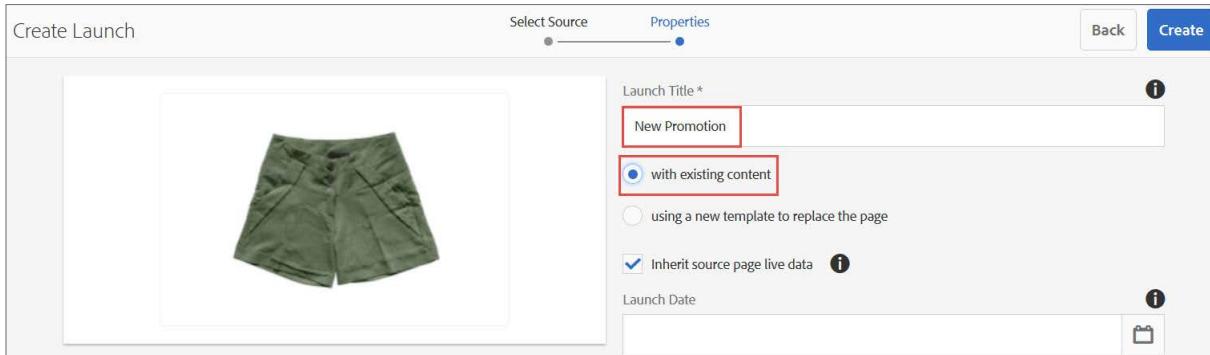
- Actions Bar:** + Create, Edit, Properties, Lock, Copy, Move, Quick Publish, Manage Publication, Delete. A message "1 selected X" is displayed.
- Left Sidebar:** Workflow, Version, Page, Site, Live Copy, **Launch** (selected), Language Copy, Catalog, CSV Report.
- Page Structure:** English > Experience > Products > About Us > User > New User.
- Preview:** A preview of the "Products" page is shown, featuring a red sweater and navigation links.
- Properties Panel:**

Title	Products
Name	products
Template	Product Page
Modified	4 days ago
Modified By	Administrator
Language	English
Published	Not published

4. Select the checkbox beside **Page Name** field to select the page.
5. To exclude subpages, move the slider of **Include subpages** towards the left.

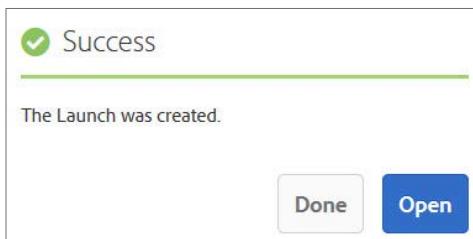
6. In the Create Launch step of the wizard, specify:

- Launch Title:** New Promotion
- with existing content**
- Select **Inherit source page live data** option



7. Click **Create** in the upper right.

8. Click **Done** on the **success** dialog box.



9. Return to the **Sites** console to access the launch by clicking the **Products** page.

10. Click the left rail, and then select **References**.

11. Click **Launches (1)**, to view New Promotion.

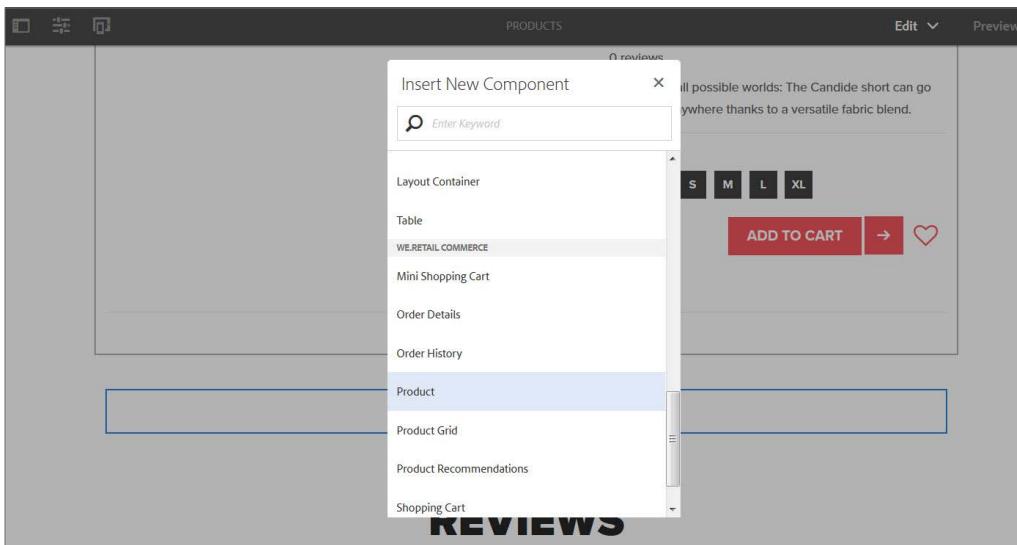
The screenshot shows the AEM navigation bar with options like Create, Edit, Properties, Lock, Copy, Move, Quick Publish, Manage Publication, and Delete. Below the navigation is a sidebar titled 'References' with sections for SOURCE, COPIES, and CONTENT REFERENCES. Under 'COPIES', 'Launches (1)' is selected, showing a list of language copies: English (en), Canada (ca), Switzerland (ch), Germany (de), Spain (es), France (fr), Italy (it), Language Masters (language-masters), United States (us), and User0XX (user0XX). Each item has a preview thumbnail and a 'View' link.

To edit a launch:

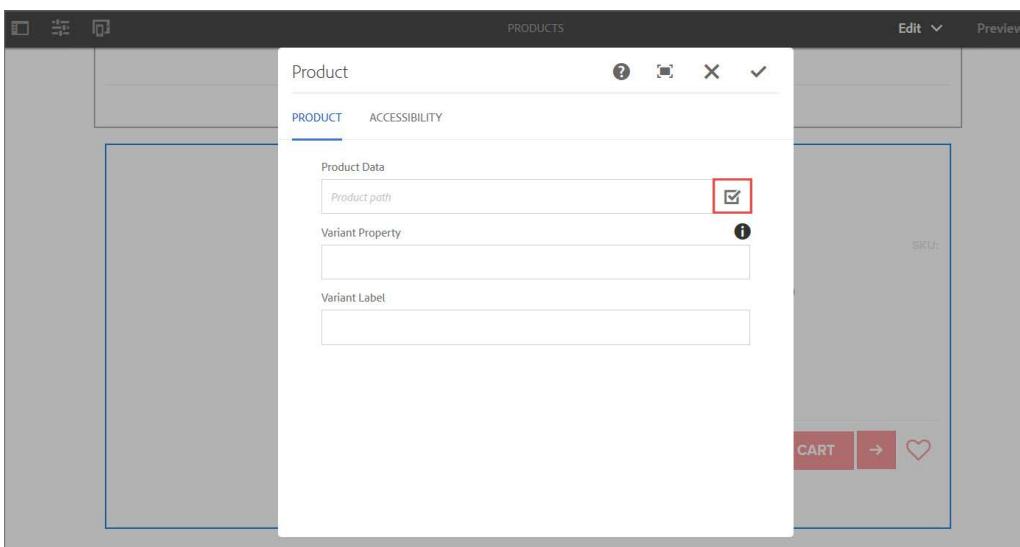
12. Click **Go to the page** to edit and add new content to the launch. The launch page opens.

The screenshot shows the AEM navigation bar and a sidebar with sections for REFERENCES and LAUNCHES. Under 'LAUNCHES', 'New Promotion' (Updated 1 minute ago) is selected. In the sidebar, the 'Go to the page' button is highlighted with a red box. Other options listed in the sidebar include Compare to Source, Promote launch, Create launch, Edit launch, and Edit Properties.

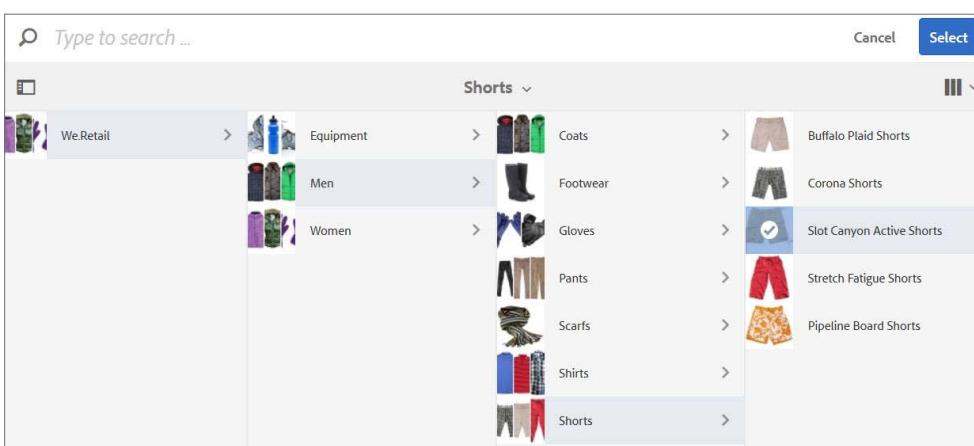
13. Add a new **Product** component to the launch.



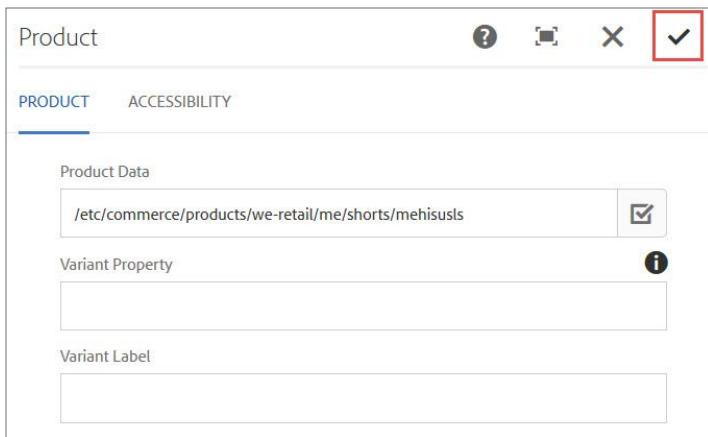
14. Click **Configure**, and then click **Open Selection Dialog** icon beside the **Product Data** field.



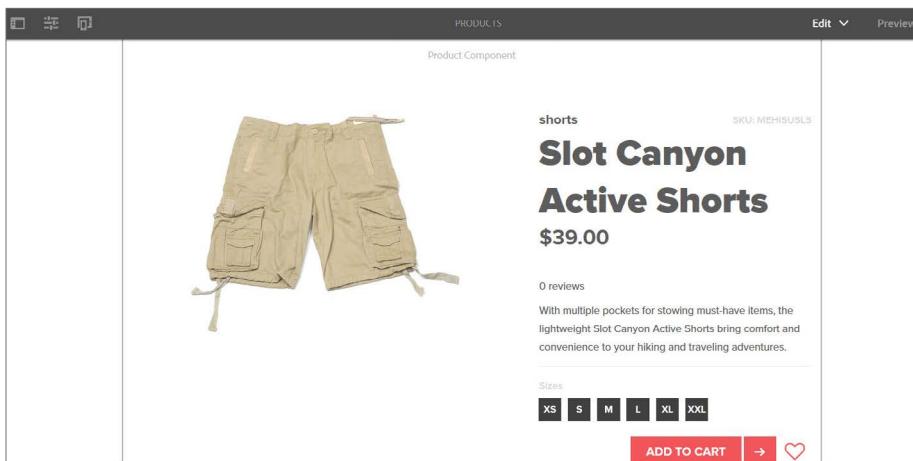
15. Navigate to **We.Retail > Men > Shorts**, select any **image**, and click **Select**.



16. Click the checkmark from the **Product** dialog box.



The image is added to the Product component. The page will look similar to the following screen shot:



17. Switch to the previous tab of the browser, and select **Compare to Source** from the Launches pane.

The screenshot shows the AEM Launches interface. On the left, there's a sidebar with 'LAUNCHES' and a 'New Promotion' entry. Below it are buttons for 'Go to the page', 'Compare to Source' (which is highlighted with a red box), 'Promote launch', 'Create launch', 'Edit launch', and 'Edit Properties'. The main area is titled 'English' and shows a tree structure of site launches. The 'Products' launch is selected, indicated by a grey background. Other launches visible include 'Canada', 'Switzerland', 'Germany', 'Spain', 'France', 'Italy', 'Language Masters', 'United States', and 'User0XX'.

The launch diff view opens with the launch and source side-by-side. Notice the difference between the launch and source is highlighted. The new content added to the current version is highlighted in green, as shown in the following screen shot.

This screenshot shows the launch diff view for the 'Slot Canyon Active Shorts' product. The left pane shows the 'source' version, featuring an image of the shorts, the text 'shorts', 'SKU: MEHISUSL5', and the product title 'Slot Canyon Active Shorts'. The right pane shows the 'current' version, which includes a 'REVIEWS' section with a 'CREATE YOUR REVIEW' button, a 'YOU MAY ALSO LIKE' section (which is currently empty), and a 'WE.RETAIL' footer. The differences between the two versions are highlighted in green.

18. Click **Close**.

To promote a launch:

19. Switch to the previous tab, and select **Promote launch** from the **LAUNCHES** pane.

The screenshot shows the 'Launches' pane in Adobe Experience Manager. On the left, there's a sidebar with options like 'Create', 'Edit', 'Properties', 'Lock', 'Copy', 'Move', 'Quick Publish', 'Manage Publication', and 'Delete'. Below these are sections for 'REFERENCES' (LAUNCHES, New Promotion), 'Go to the page', 'Compare to Source', 'Promote launch' (which is highlighted with a red box), 'Create launch', 'Edit launch', and 'Edit Properties'. The main area is titled 'English' and lists various launches: 'Campaigns' (Canada, Ca), 'Screens' (Switzerland, ch), 'Community Sites' (Germany, de), 'We.Retail' (Spain, es, France, fr, Italy, it, Language Masters, language-masters, United States, us, UserXX, userXX). To the right, there's a preview section for 'English' (en) showing 'Experience experience', 'Products products', 'About Us about-us', 'User user', and 'New User new-user'.

20. Select **Promote launch** to only promote page changes for the current page.

21. Click **Next**.

The screenshot shows the 'Promote Launch' dialog. At the top, there are 'Settings' and 'Review' tabs. Below the tabs, there's a preview image of a pair of green shorts. To the right, under 'Target', it says 'This launch will be promoted to the production version'. Under 'Scope*', there are three radio buttons: 'Promote full launch', 'Promote modified pages', and 'Promote current page', which is selected and highlighted with a red box. Below this is a 'Add to workflow package' section with a dropdown menu labeled 'Select'.

22. Review the pages to be promoted and click **Promote**. The page is promoted to production.

The screenshot shows the 'Promote Launch' review step. At the top, there are 'Settings' and 'Review' tabs. Below the tabs, it says 'Pages to be promoted (1)'. A table lists the page details:

Name	Modified (Launch)	Modified (Production)	Preview
Products /content/we-retail/userXX/en/products	6 minutes ago Administrator	13 minutes ago Administrator	

23. From the **Sites** console, navigate to **We.Retail > User0XX > English**.

24. Select the **Products** page and click **Edit**.

The screenshot shows the AEM Sites console interface. At the top, there are buttons for '+ Create', 'Edit' (which is highlighted with a red box), 'Properties', 'Lock', 'Copy', 'Move', 'Quick Publish', and a 'More' menu. To the right, it says '1 selected' with a close button. Below this is a navigation tree under the 'English' language. The tree structure is: Canada (ca) > English (en) > Products (products). Under 'Products', there are links for 'Experience (experience)', 'About Us (about-us)', 'User (user)', and 'New User (new-user)'. To the right of the tree, there is a preview of the 'Products' page showing a product card for a shirt. Below the preview, there is a table with details: Title (Products), Name (products), Template (Product Page), Modified (15 seconds ago), Modified By (Administrator), Language (English), and Published (Not published).

25. Notice how the content of the launch page overrides the existing content.

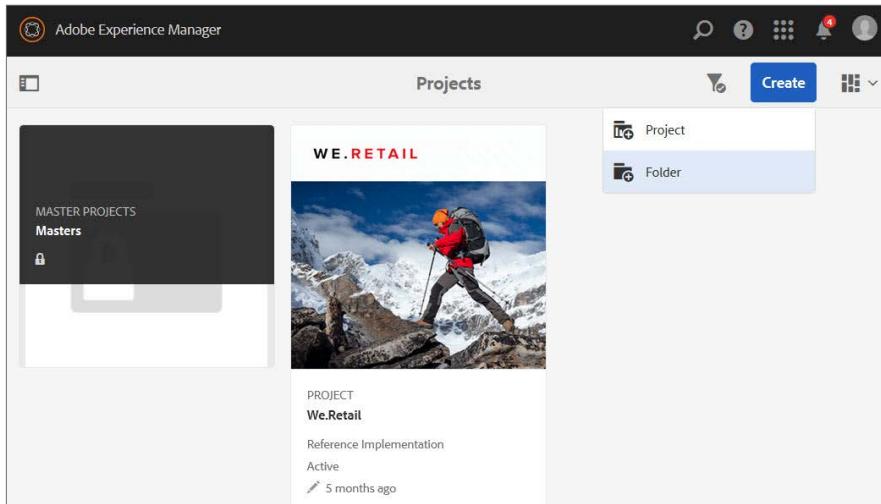
The screenshot shows a product page for 'Slot Canyon Active Shorts'. At the top, there is a 'PRODUCTS' header with 'Edit' and 'Preview' buttons. Below the header is a product image of green cargo shorts with the caption: 'The best of all possible worlds: The Candide short can go just about anywhere thanks to a versatile fabric blend.' Below the image are size options: XXS, XS, S, M, L, XL. There is a red 'ADD TO CART' button with a shopping cart icon and a heart icon. Below this section is a 'Product Component' box containing a smaller image of tan cargo shorts, the product name 'Slot Canyon Active Shorts', the SKU 'MEHISUSLS', and the price '\$39.00'.

Creating and Managing Projects

Adobe Experience Manager projects help you group resources into one entity. It gives a common, shared environment, which makes it easy to manage your projects. The types of resources you can associate with a project are referred to as tiles in Adobe Experience Manager. Tiles may include project and team information, assets, workflows, and other types of information.

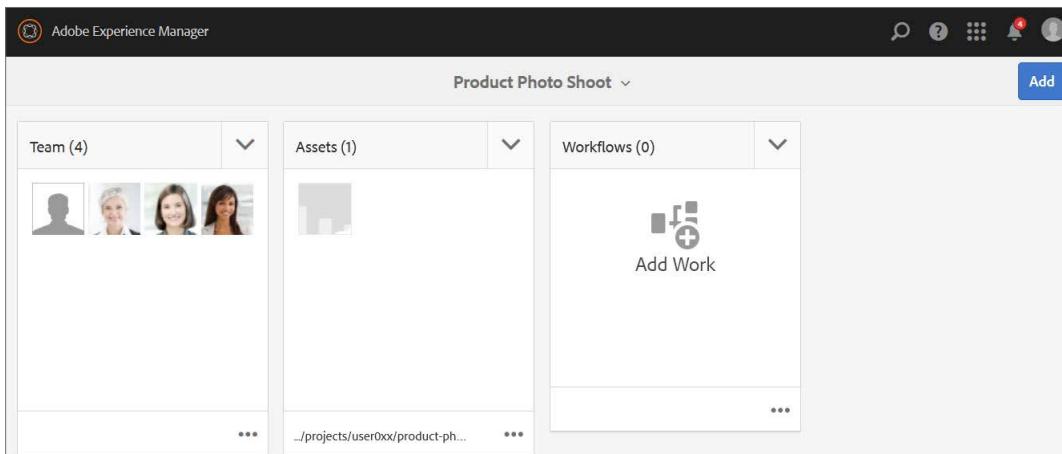
Projects Console

You access and manage your projects within Adobe Experience Manager by using the **Projects** console.



Project Tiles

The Projects console helps associate different tiles with your project. By default, a project has Team, Assets, and Workflows tiles. You can also add different tiles, such as asset collections, experiences, and links to the project by clicking **Add** from the actions bar.



Actions on Projects

You can perform the following from the Projects console:

- Create projects
- Add tiles to a project
- Assign a workflow to a project
- Complete tasks assigned to a project
- Make projects active or inactive

Creating a Project

You can create new projects from the Projects console. You can then add users to the projects as owners, editors, and observers. The available projects are based on the project templates. Project templates are similar to Adobe Experience Manager page templates. Project templates identify different types of projects and specify the user roles, and workflows

Adding Tiles to a Project

The project template indicates the tiles are available when a project is created. You can also add additional tiles to your project.

Editing Tiles of a Project

You can edit each tile of the project according to your needs. You can add links, assets, experiences, and workflows to the project.

Adding Experiences to a project

Projects are often used to create or update content for various channels. Project members can use the Experiences tile to access and maintain all experiences—Site, Publication, and Mobile Application—in one place.

Adding Workflows to a project

You can use Workflows and Tasks tiles to manage assignments and control processes related to a project.

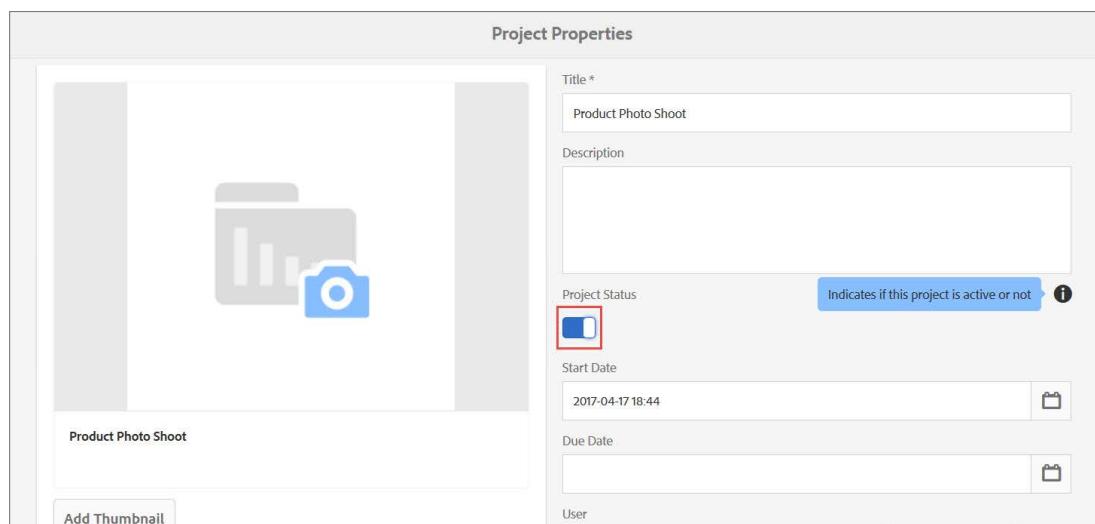
A project can have different processes throughout its lifetime. Adobe Experience Manager Projects uses the Adobe Experience Manager workflow engine to define and manage these processes. Based on the project configuration, the user is notified to complete a task in the project.

Completing tasks assigned to a project

The Tasks tile indicates the status of the project's tasks completed and active tasks. Workflow tasks are assigned based on the project's roles. This relates to the users you set up earlier. The notification list includes assignments to the current user and to all other team members, and promotes project transparency. This differs from the Inbox, which just shows the current user's assignments and notifications.

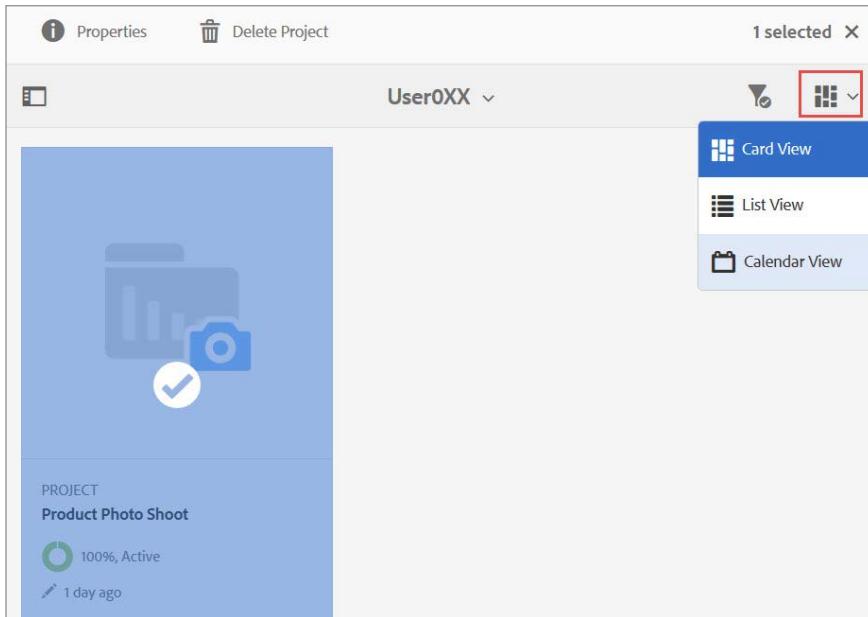
Making Projects Inactive

Projects can be active or inactive. When a project is complete, you can switch it to an inactive by moving the **Project Status** slider to the left on the **Project Properties** wizard. You can change the state to active by moving the **Project Status** to right.

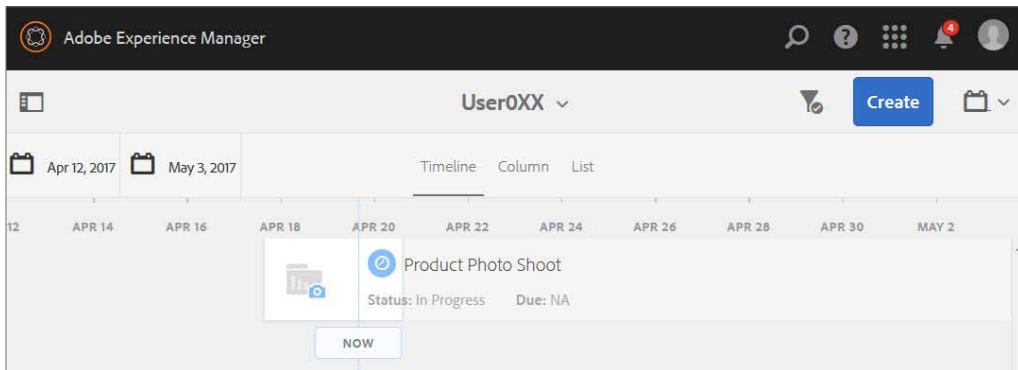


Project Life Cycle

The project life cycle represents work items to be completed on the project. You can track the project from the **Calendar View**. The **Calendar View** is available when you select a project and click the **View Switcher** icon on the actions bar.



The Calendar view provides the details of a running project. You can review and analyze the data and act according to the requirement.

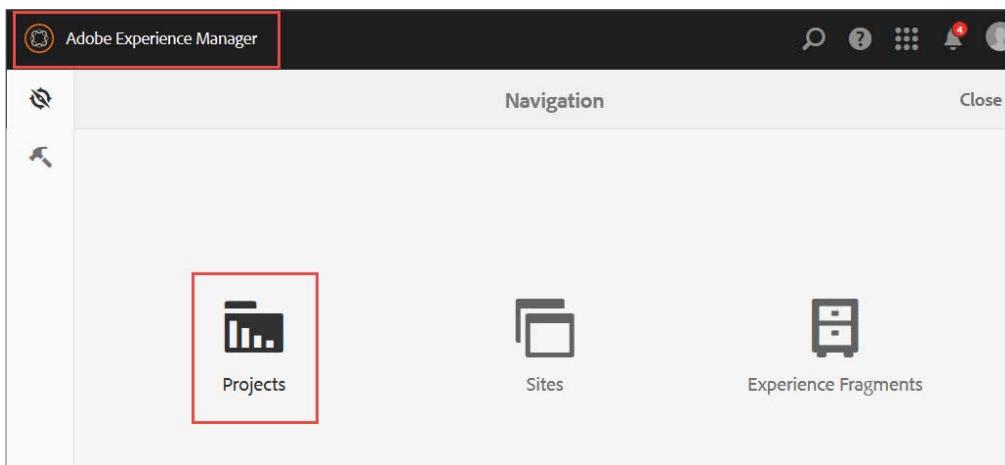


Lab Activity - VI

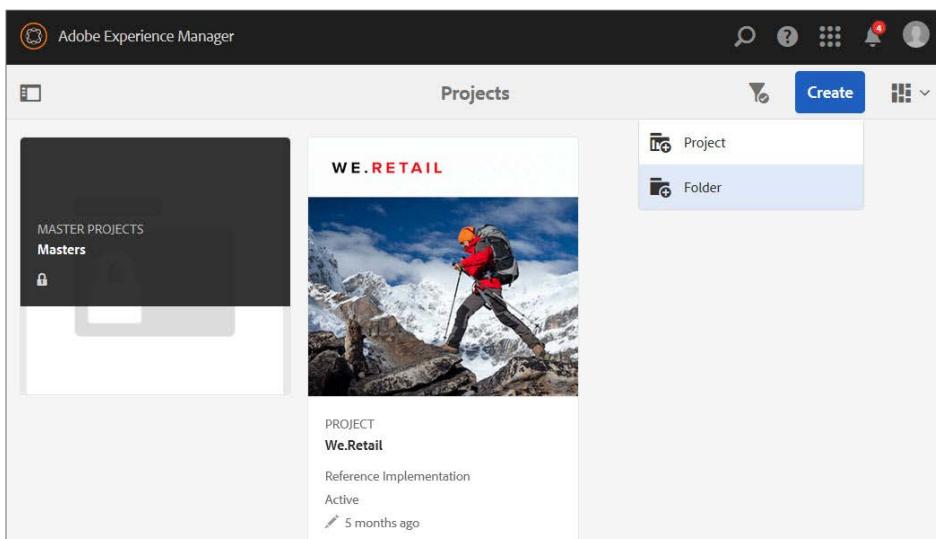
Task 3.6: Create a project and add tiles to it

To create a project:

1. Click **Adobe Experience Manager**, and then click **Projects**.



2. From the **Projects** console, click **Create > Folder**.



3. Add **User0XX** as the folder title and name, and then click **Create**.

The screenshot shows the 'Create Folder' dialog box. It has two input fields: 'Title *' containing 'User0XX' and 'Name' containing 'user0xx'. Both fields have red boxes around them. Below the fields are two buttons: 'Cancel' and a blue 'Create' button.

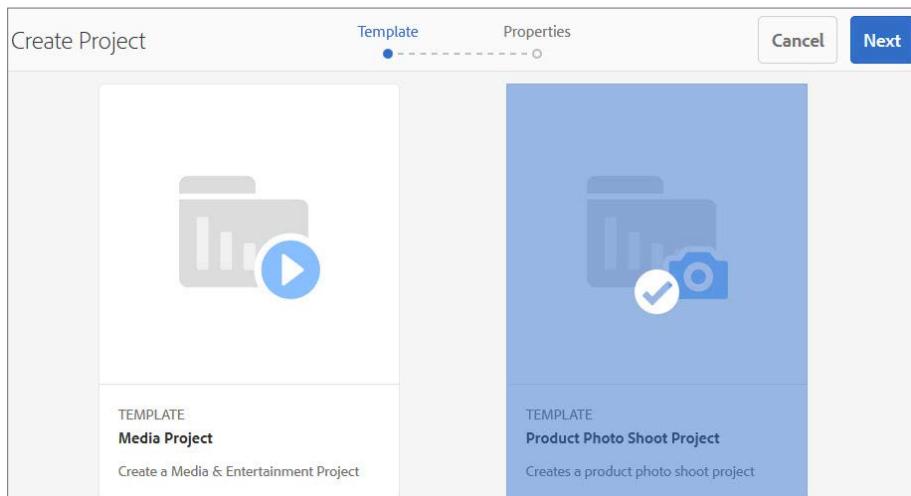
The **Form has been submitted successfully** message is displayed as shown in the screen shot:

The screenshot shows the Adobe Experience Manager Projects interface. At the top, there is a green success message: 'SUCCESS The form has been submitted successfully'. Below the header, there is a 'Projects' section. On the left, there is a card for 'MASTER PROJECTS Masters' with a lock icon. In the center, there is a card for 'PROJECT We.Retail' which includes a thumbnail image of a person climbing a mountain, the name 'We.Retail', 'Reference Implementation', 'Active', and a creation date '5 months ago'. On the right, there is a card for 'FOLDER User0XX'. The 'Create' button is visible at the top right of the interface.

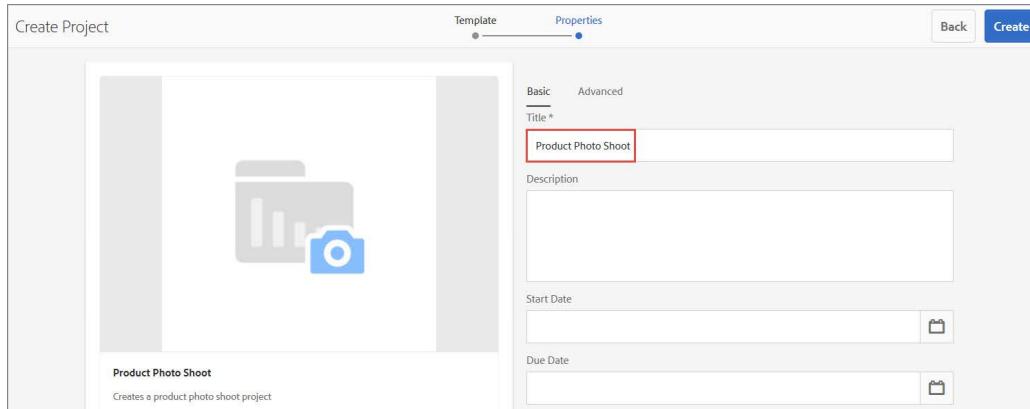
4. Open the **User0XX** folder, and click **Create > Project**.

The screenshot shows the 'User0XX' folder interface. At the top, there is a 'Create' button. Below it, a dropdown menu is open, showing two options: 'Project' and 'Folder'. The text 'There is no item.' is displayed above the dropdown.

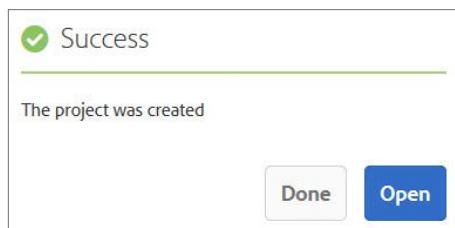
5. Select the **Product Photo Shoot** template, and click **Next**.



6. Enter the project **Title** as **Product Photo Shoot**, and then click **Create**.



7. Click **Open** in the **Success** dialog box. The project opens with the default tiles associated with it. To add tiles to the project:



8. From the **Product Photo Shoot** project, click **Add** from the actions bar.

9. Select the **Links** tile, and then click **Submit**. The **Links** tile is added to your project.

Add Tile											
	<table border="1"> <tr> <td>Geometrixx Media</td> <td></td> </tr> <tr> <td>Geometrixx Demo Site</td> <td></td> </tr> <tr> <td>Geometrixx Outdoors Site</td> <td></td> </tr> <tr> <td>Experiences</td> <td>Experiences Tile</td> </tr> <tr> <td>Links</td> <td>Links Tile</td> </tr> </table>	Geometrixx Media		Geometrixx Demo Site		Geometrixx Outdoors Site		Experiences	Experiences Tile	Links	Links Tile
Geometrixx Media											
Geometrixx Demo Site											
Geometrixx Outdoors Site											
Experiences	Experiences Tile										
Links	Links Tile										
	<input type="button" value="Cancel"/> <input type="button" value="Submit"/>										

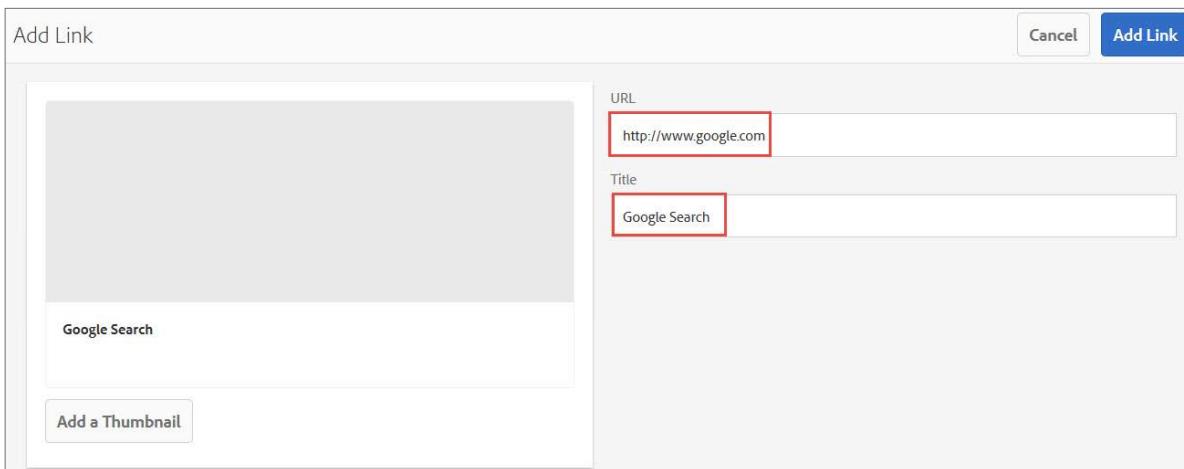
Let's edit the Link tile and add an external search link for the project.

To edit the Link tile:

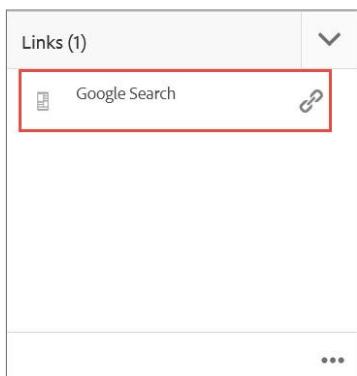
10. Click **Add Link** from the **Links (0)** card.

11. Add <http://www.google.com> as the **URL** and **Google Search** as the title.

12. Click **Add Link**.

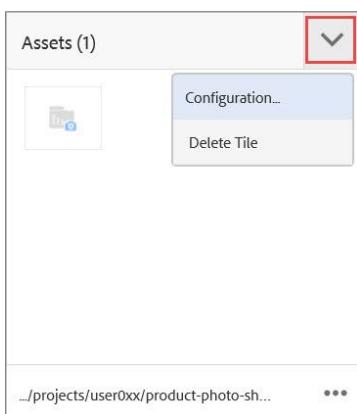


The new link is added, which members of the project can now access from the **Links** tile.

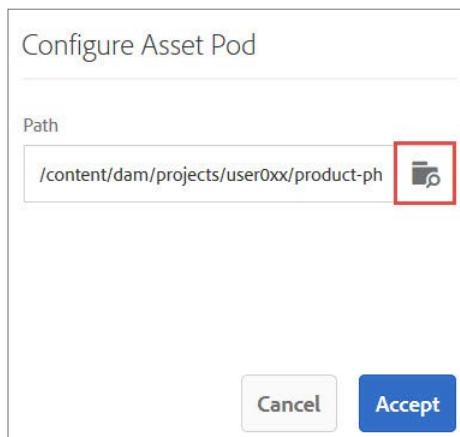


By default, the **Assets** tile links to the project's assets folder. Let's link the **Assets** tile to other asset folders of the **Assets** console.

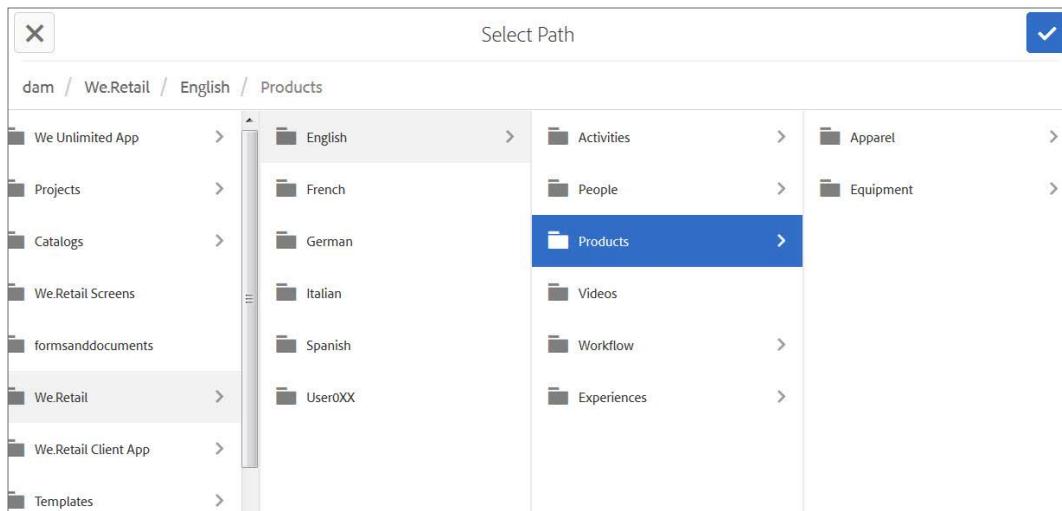
13. Click the arrow head on the **Assets** tile card, and select **Configuration**. The **Configure Asset Pod** dialog box opens.



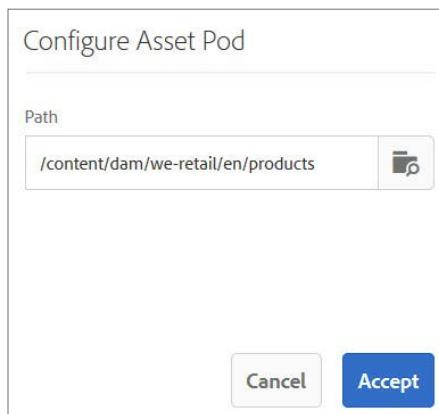
14. Click **Browse** beside the path field. The **Select Path** dialog box opens.



15. Navigate through **dam / We.Retail / English**, select **Products**, and click the checkmark.



16. Click **Accept** on the **Configure Asset Pod** dialog box as shown in the screen shot:



Notice how the **Assets** tile now has all the assets of **Products** folder.

The screenshot shows the Adobe Experience Manager interface with the project 'Product Photo Shoot' selected. The interface is divided into several tiles:

- Team (4)**: Shows four team members with their profile pictures.
- Assets (3)**: Shows three thumbnail images from the 'Products' folder.
- Workflows (0)**: Shows an 'Add Work' button.

The URL at the bottom of the screen is [/we-retail/en/products](#).

Task 3.6 a: Assign a workflow to a project and perform the associated tasks

To initiate a workflow in a project:

- From the **Product Photo Shoot** project, click **Add Work** from the **Workflows** tile.

The screenshot shows the same project interface as before, but the 'Workflows (0)' tile now contains an 'Add Work' button, which is highlighted with a red box.

- Select the **Product Photo Shoot** workflow, and then click **Next**.

The screenshot shows the 'Start Workflow' dialog. The 'Workflow' tab is selected, showing the 'Product Photo Shoot' workflow. The workflow is described as 'Workflow to initiate and manage photo shoot request for products managed externally'. There are two preview images: one showing a camera viewfinder and another showing a camera with a checkmark icon. Buttons for 'Cancel' and 'Next' are visible.

3. Add the **Product Photo Shoot** as the title, and then click **Submit**.

The screenshot shows the 'Start Workflow' interface. At the top, there are tabs for 'Workflow' and 'Properties'. On the right, there are 'Back' and 'Submit' buttons. The main area displays a camera on a tripod with studio lighting equipment. Below the image, the title 'Product Photo Shoot' is highlighted with a red box. The 'Title *' field contains 'Product Photo Shoot'. The 'Description' field is empty. A note at the bottom left says: 'Product Photo Shoot Workflow to initiate and manage photo shoot request for products managed, externally'.

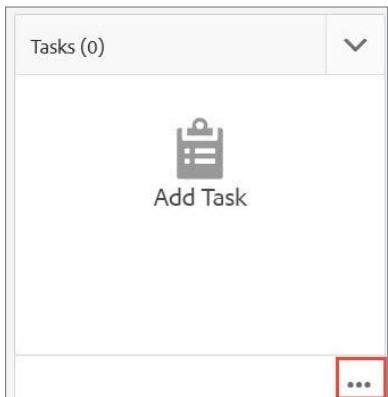
Notice the following changes in the project:

- The Workflows tile indicates a workflow has started running.
- A new **Tasks** tile is added, which shows the status of tasks for this project.

The screenshot shows the Adobe Experience Manager dashboard. The top navigation bar includes 'Adobe Experience Manager' and various icons. The main content area is titled 'Product Photo Shoot'. It features several tiles: a 'People' tile with four user profiles; a 'Media' tile showing five small images; a 'Workflow Status' tile indicating 'Running 1 workflow' at 100% completion; a 'Completed 0 workflows' tile at 0%; a 'Links (1)' tile with a 'Google Search' link; and a 'Tasks (0)' tile, which is highlighted with a red box. The 'Tasks (0)' tile contains an 'Add Task' button with a clipboard icon.

To complete the tasks assigned to the project:

4. Click the ... icon on the **Tasks** tile to open the **Inbox - Product Photo Shoot** page.



5. Select the task, and click **Complete** from the actions bar.

A screenshot of the "Inbox - Product Photo Shoot" page. The top navigation bar includes buttons for "Complete", "Re-assign", "Open", "Open Project", and "View Payload", with "1 selected" and a delete icon. The main area shows a table with columns: Title, Priority, Description, Assignee, Project, Workflow, Status, Start Date, and Due Date. A single row is selected, highlighted with a blue background. The task details are: Title "Upload Shot List", Priority "Medium", Description "Upload a Shot List for which digital images are", Assignee "Creative Directors", Project "Product Photo Shoot", Workflow "Product Photo Shoot", Status "In Progress", Start Date "2 minutes ago", and Due Date "1 day". The "Complete" button in the actions bar is also highlighted with a red border.

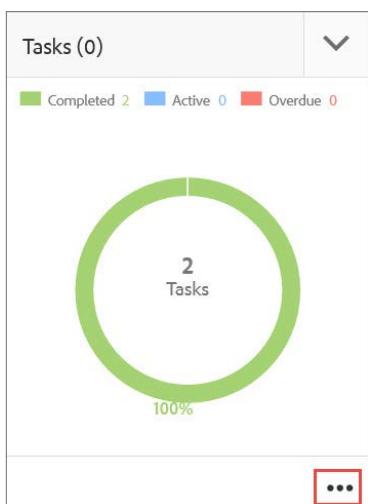
6. Optionally, add a comment and click **Complete**.

A screenshot of a modal dialog box titled "Complete Task". Inside the dialog, there is a text input field containing the word "Done", which is also highlighted with a red border. At the bottom of the dialog are two buttons: "Cancel" and "Complete", with "Complete" being the one highlighted with a blue border.

- Select the **Product Photo Shoot** from the bread crumb.

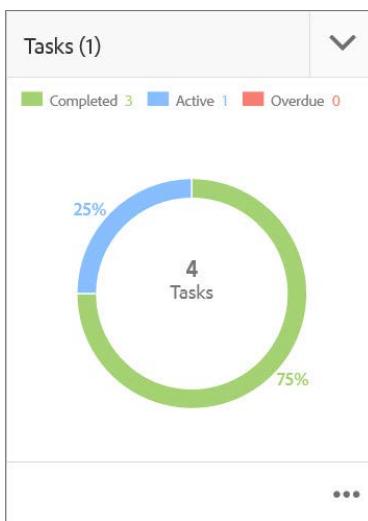
Notice the task is completed, but a new one was also created. This is because the workflow moves to the next step in the procedure.

- Click the ... icon on the **Tasks** tile to open the **Inbox - Product Photo Shoot**.



- Perform steps 5 to 7 and complete the next task of the workflow.

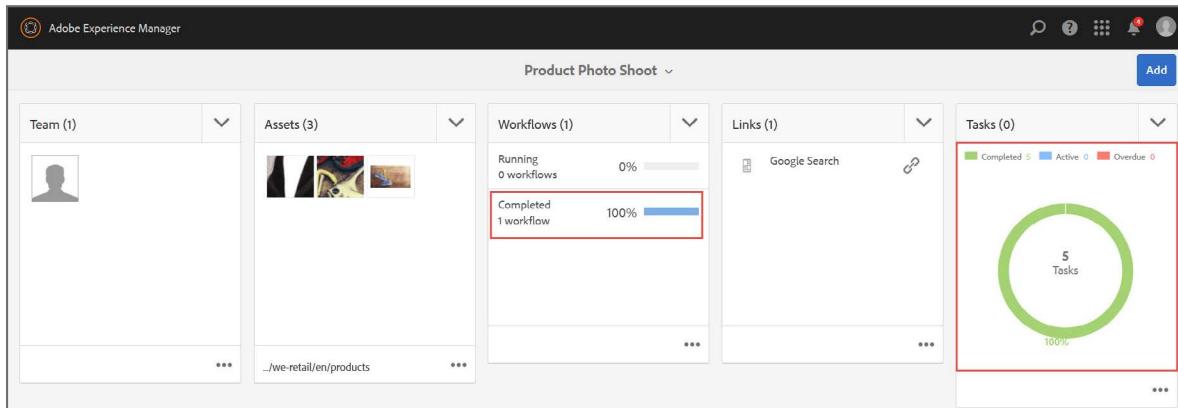
- On the Product Photo Shoot project, take a look at the progression of the workflow in the **Tasks** tile of the project. Notice the percentage and number of tasks Active and Completed.



11. Perform steps 5 to 7 and complete all the tasks of the workflow.

After you complete all the tasks, navigate to the **Product Photo Shoot** project and observe the Tasks and Workflows tiles.

Notice the status of Workflows tile has changed to Completed 1 workflow - 100% and the Tasks tile now indicates that five (5) tasks are Completed as shown in the screen shot:



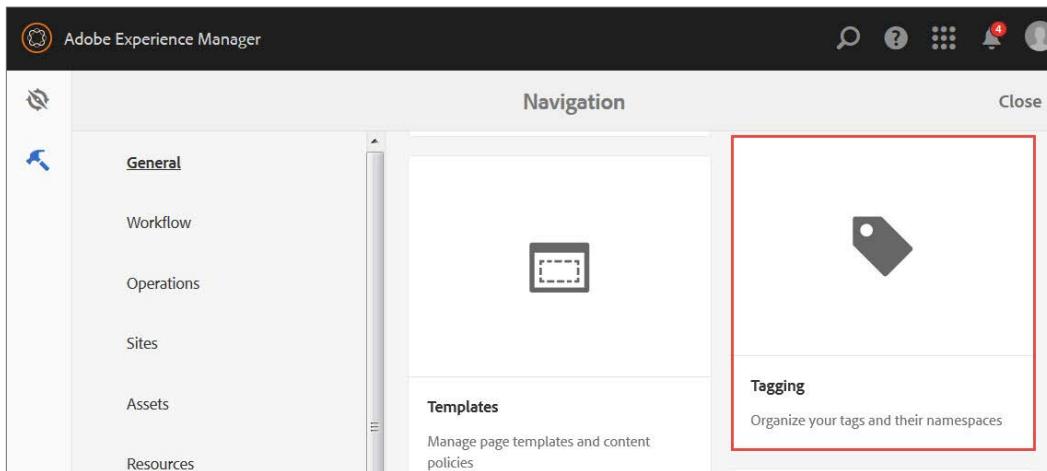
Creating and Managing Tags

Tags are a quick and easy method to classify content within a website. Tags are the keywords or labels you can add to a page, an asset, or other content to minimize the effort required to find the related content.

In Adobe Experience Manager, a tag can be a property of a content node for a page and metadata node for an asset.

Tagging Console

In Adobe Experience Manager, the Tagging console is used to create and manage tags and their namespaces. You can access the **Tagging** console from the **Tools > General** section.



From the **Tagging** console, you can create a namespace and add tags to it.

The screenshot shows the Adobe Experience Manager Tagging console. The main area displays a list of tags: Workflow, Forum, We.Retail, Experience Fragments, Standard Tags, We.Retail Client App, Asset Properties, and Facebook. A context menu is open at the top right, with 'Create Namespace' highlighted. Other options in the menu include 'Create Tag' and 'Create Namespace'.

Namespaces

Tag namespaces are used for grouping all tags. The namespace itself is a tag, and should not contain any subtags. However, to continue creating a taxonomy, you can create subtags, which can be lead or container tags.

Viewing Properties and References of Namespaces and Tags

You can view the **Properties** and **References** of a namespace from the rail.

The screenshot shows the Adobe Experience Manager Tagging console with the 'Experience Fragments' tag selected. The left rail displays options: Content Only, Properties, References, and Experience Fragments (which is checked). The main panel shows the tag details: Name (experience-fragments), Modified (11 days ago), Modified By (Administrator), and Description (Tag structured used by the Experience Fragments feature).

Name	experience-fragments
Modified	11 days ago
Modified By	Administrator
Description	Tag structured used by the Experience Fragments feature

Properties, display information such as name, time of last edit, and the number of references. This information displays in a column to the left of the tag columns.

The screenshot shows the 'Tags' properties for a tag named 'experience-fragments'. The properties panel on the left includes fields for Name ('experience-fragments'), Modified ('11 days ago'), and Description ('Tag structured used by the Experience Fragments feature'). A blue button labeled 'SHOW TAG REFERENCES' is present. The main area lists tags with their counts: Workflow (1), Forum (1), We.Retail (1), Experience Fragments (5), Standard Tags (1), We.Retail Client App (1), User0XX (1), Asset Properties (1), and Facebook (1). A tooltip on the right provides detailed information about the selected tag ('Experience Fragments'): Name: experience-fragments, Modified: 11 days ago, Modified By: Administrator, Description: Tag structured used by the Experience Fragments feature.

References helps identify when a tag is applied. The initial display is a count of tags applied. By clicking the arrow to the right of the count, the reference names are listed.

The screenshot shows the 'Tags' references for the same tag. The 'TAG REFERENCES' section lists several items: 'initial' (Workflow, Forum, We.Retail), 'initial' (Experience Fragments, checked), 'initial' (Standard Tags), 'initial' (We.Retail Client App), and 'tough-running-experience' (User0XX). A tooltip on the right provides detailed information about the selected tag ('Experience Fragments'): Name: experience-fragments, Modified: 11 days ago, Modified By: Administrator, Description: Tag structured used by the Experience Fragments feature.

Actions on Tags

The following table describes the actions you can perform on namespaces and tags using the Tagging console:

Actions	Description
Create Tag	Adds a child tag for the current tag.
Edit	Helps edit the title and description of a namespace or a tag.
Move	Helps Tag Administrators and Developers clean up the namespace by moving the tag to a new location or renaming it.
Merge	Helps merge the tags of one namespace to another and is usually used when namespaces contain duplicate tags.
Publish	Activates the tag in the publish environment. Similar to page content, only the selected tag is published, regardless of whether it is a container tag or not.
Unpublish	Deactivates the tag in the author environment and removes it from the publish environment. If the selected tag is a container tag, all child tags will be deactivated in the author environment and removed from the publish environment.
Delete	Removes the tag from the author environment. If the tag was published, it is also removed from the publish environment. If the selected tag is a container tag, all child tags will be removed.

 **NOTE:** It is recommended authors should be allowed to edit only the tag's title and not to move or rename tags.

Adding Tags to Pages

In the author environment, you may apply tags by accessing the page properties and entering one or more tags in the **Tags/Keywords** field. Adding tags to pages makes it easier to search for related content.

The screenshot shows the 'Products' page properties dialog. The 'Basic' tab is selected. In the 'Title and Tags' section, the 'Title' field contains 'Products'. The 'Tags' field is empty and has a red box around its checkbox. Below it, a list of tags is shown: 'We.Retail : Apparel / Shorts', 'We.Retail : Season / Summer', 'We.Retail : Activity / Hiking', and 'We.Retail : Gender / Women'. A checkbox labeled 'Hide in Navigation' is at the bottom.

 **NOTE:** When you use tags on your page, the Title property is displayed. The tag Name is the internal handler of the tag and may not include spaces or special characters.

Benefits of using Tags

The benefits of using tags are:

- Tags are powerful organizers. You can create tags and subtags to express entire taxonomic systems, covering terms, subterms, and their relationships.
- Authors and site visitors can apply tags. Regardless of their creator, all forms of tags are made available for selection, both when assigning to a page and when searching.
- The teaser component can use tags to provide targeted content.
- Tags improve your search experience. You can search for tags and content with tags. The default search component in Adobe Experience Manager uses these mechanisms, so you can narrow the results down to those that are relevant.

Tagging: Best Practices

It is recommended you follow these best practices when tagging a page:

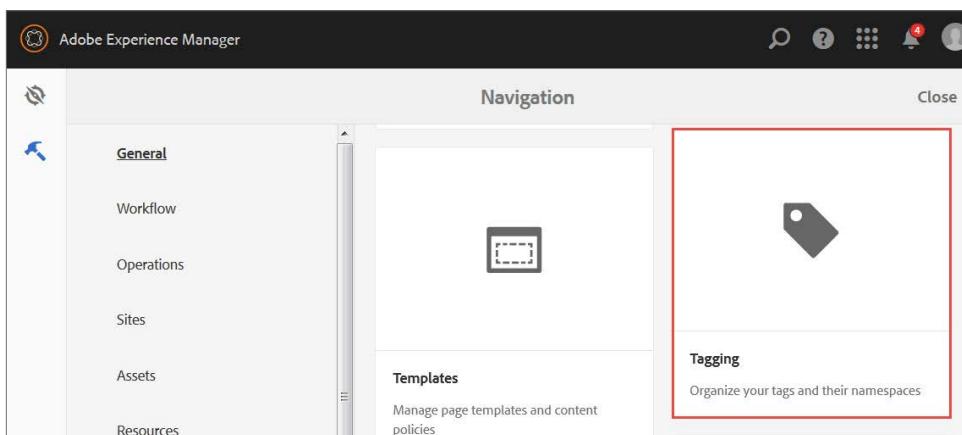
- Create namespaces to sort and organize your tags. With namespaces, you can create categories of tags to ensure similar tags are grouped together
- Ensure tags are unique within a specific namespace
- Package tags with the pages that actually use them

Lab Activity - VII

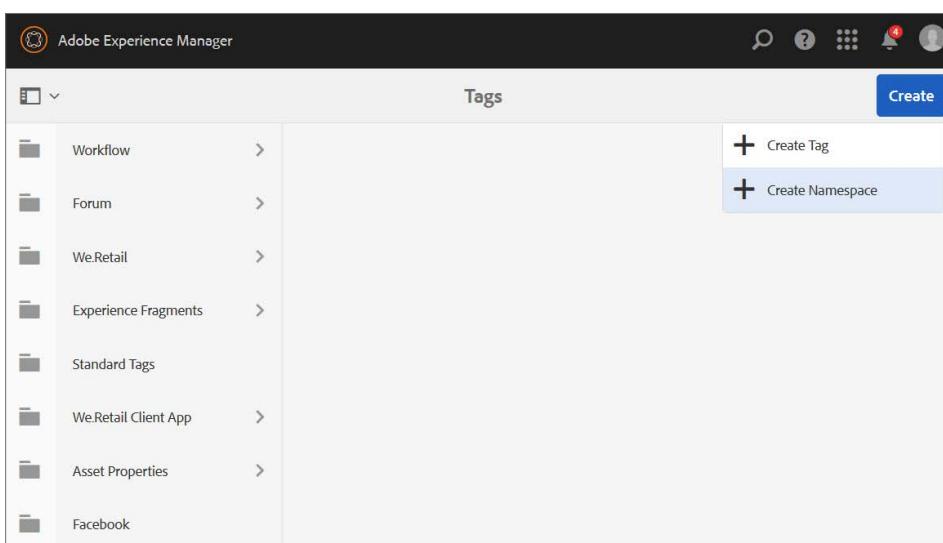
Task 3.6: Create a namespace, add tags, and apply tags to pages

To create a namespace:

1. Navigate to the **Tagging** console from the **Tools > General** section.



2. Click **Create Namespace** from the actions bar. The **Add Namespace** dialog box opens.



3. Add **User0XX** as the title and name, and then click **Create**. The new namespace is added to the **Tagging console**.

Add Namespace

Title
User0XX

Name
user0xx

Description

Cancel Create

To add tags to the namespace:

4. Select the **User0XX** namespace.
5. Click **Create Tag**. The **Add Tag** dialog box opens.

Adobe Experience Manager

User0XX

Workflow >

Forum >

We.Retail >

Experience Fragments >

Standard Tags

We.Retail Client App >

User0XX

Asset Properties >

Facebook

Create

+ Create Tag

+ Create Namespace

Name: user0xx
Modified: 11 seconds ago
Modified By: Administrator

6. Add **Men** as the title and name, and then click **Submit**. The Men tag is added to the namespace.

Create Tag

Name *

Title *

Description

Tag Path

/etc/tags/user0xx

Cancel Submit

7. Perform steps 4 through 6 to add more tags to the **User0XX** namespace.

Adobe Experience Manager

User0XX

Workflow

Forum

We.Retail

Experience Fragments

Standard Tags

We.Retail Client App

User0XX

Asset Properties

Facebook

Men

Women

Equipment

Create

To add tags to a page:

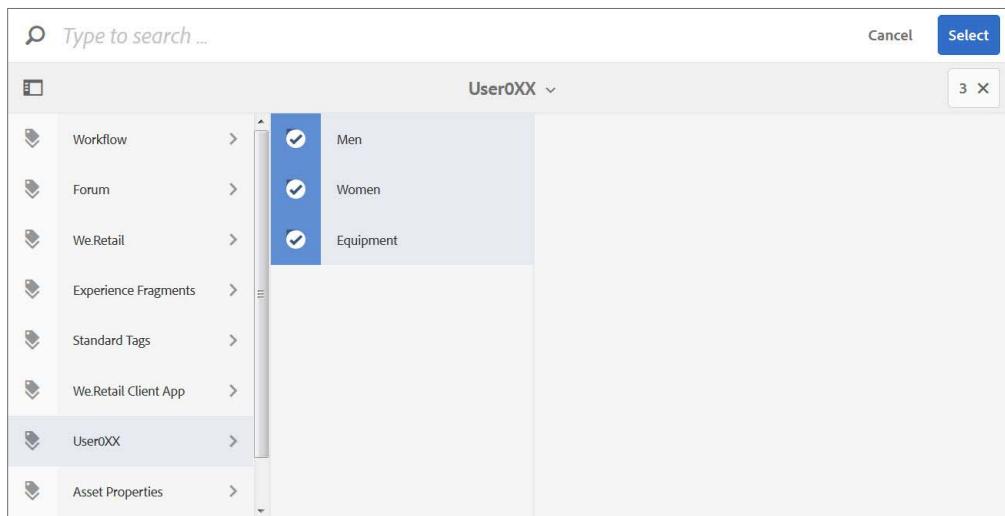
8. Click **Adobe Experience Manager > Navigation > Sites**.
9. From the **Sites** console, navigate to the **User0XX > English** page.
10. Select the **Products** page, and click **Properties** from the actions bar.

The screenshot shows the AEM Sites interface. The top navigation bar includes 'Create', 'Edit', 'Properties' (which is highlighted with a red box), 'Lock', 'Copy', 'Move', 'Quick Publish', and a 'More' menu. Below the navigation is a tree view of sites: Canada (ca), Switzerland (ch), Germany (de), Spain (es), France (fr), Italy (it), and Language Masters (language-masters). The 'English' site (en) is selected. To the right of the tree view, the 'Products' page properties are listed: Title (Products), Name (products), Template (Product Page), Modified (2 hours ago), Modified By (Administrator), Language (English), and Published (Not published). On the far right, a preview of the 'Products' page is shown, featuring a product image and a 'View Details' button.

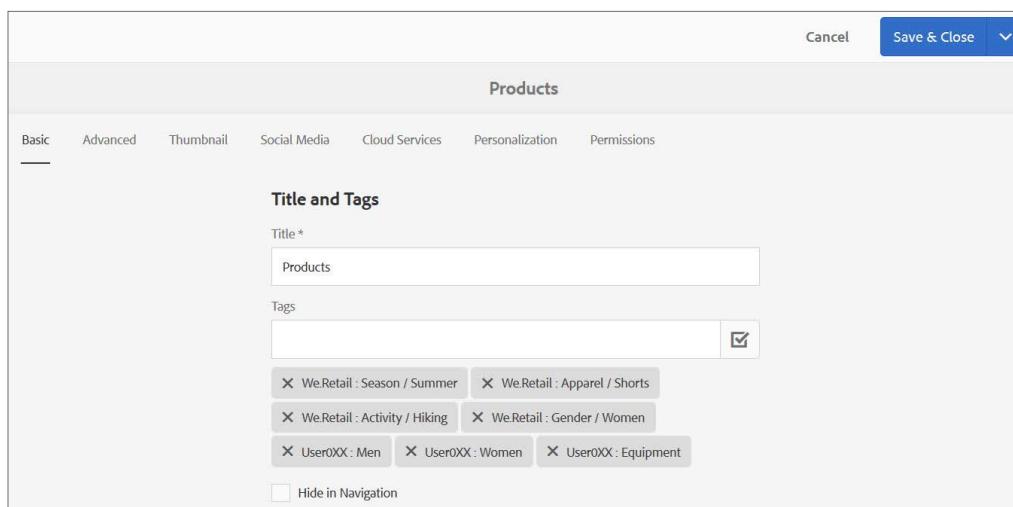
11. On the **Basic** tab, click the **Open Selection Dialog** icon beside the **Tags** field to add some tags to the page. The **Select Tags** dialog box opens.

The screenshot shows the 'Products' page properties dialog. At the top right are 'Cancel' and 'Save & Close' buttons. Below is a tabs section with 'Basic' (selected), 'Advanced', 'Thumbnail', 'Social Media', 'Cloud Services', 'Personalization', and 'Permissions'. The 'Basic' tab contains a 'Title and Tags' section. The 'Title*' field is filled with 'Products'. The 'Tags' field contains a list of tags: 'We.Retail : Apparel / Shorts', 'We.Retail : Season / Summer', 'We.Retail : Activity / Hiking', and 'We.Retail : Gender / Women'. To the right of the tags input field is a red box around the 'Open Selection Dialog' button. At the bottom left is a 'Hide in Navigation' checkbox, and at the bottom right is a 'Save & Close' button.

12. Select all tags of **User0XX** namespace you created earlier, and then click **Select**.



13. Click **Save & Close**. All tags of the **User0XX** namespace are added to the page.



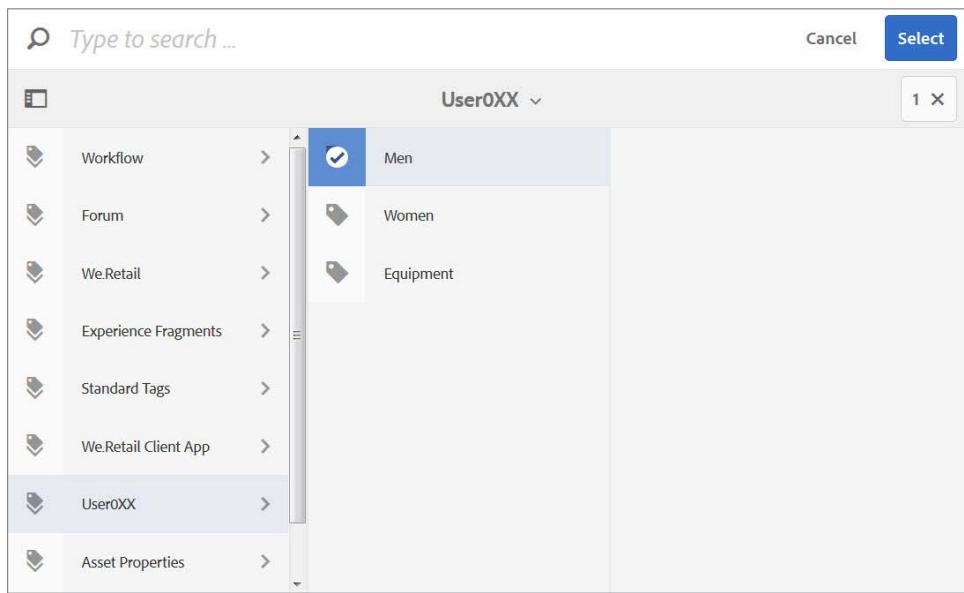
The **Form has been submitted successfully** message is displayed as shown in the screen shot:

The screenshot shows the Adobe Experience Manager (AEM) Sites console. At the top, there is a green success message box that says "SUCCESS The form has been submitted successfully". The main interface displays a tree view of site structures under "English". The structure includes "Campaigns", "Screens", "Community Sites", and "We.Retail". Under "We.Retail", there are several language variants: "Canada ca", "Switzerland ch", "Germany de", "Spain es", "France fr", "Italy it", "Language Masters language-masters", "United States us", and "User0XX user0xx". To the right of the tree view, there are preview cards for various pages like "Experience experience", "Products products", "About Us about-us", "User user", and "New User new-user". A "Create" button is located at the top right of the interface.

14. From the **Sites** console, click the **Search** icon from the header bar.
15. Enter **Products** as the keyword.
16. On the **Filters** panel click **Open Selection Dialog** icon beside the **Tags** field.

The screenshot shows the AEM Search Results interface. The search term "Products" is entered in the search bar. The left sidebar contains a "Filters" panel with a "Tags" section. In the "Tags" section, there is a "Select Tag(s)" input field with a checked checkbox, which is highlighted with a red square. Below the filters, there are sections for "Modified Date", "Publish Status", and "LiveCopy Status". The main area displays search results for "Products". It shows a thumbnail of a pair of cargo shorts, a product card with the text "Products 25 minutes ago Not published", and three live copy preview cards for "Products" from different publishing instances. At the bottom of the interface, there are "Cancel" and "Save" buttons.

17. Click User0XX namespace, select Men tag, and then click Select.



Notice the **Products** page appears in the search result because it has **Men** tag from **User0XX** namespace.

A screenshot of the AEM Products search results page. At the top, there are two filter buttons: "Location: Sites" and "Tag: User0XX : Men". The main area is titled "Products" and shows a "Search Results" grid. On the left, there are various filters: "Saved Searches", "Select Search Directory" (with a checked checkbox), "Tags" (with a dropdown menu showing "Select Tag(s)" and a checked checkbox), "Modified Date", "Publish Status", and "LiveCopy Status". In the center, there is a single search result card for a product. The card features a thumbnail image of a pair of tan cargo shorts with drawstrings. To the right of the image, the word "New" is displayed in a blue button. Below the image, the word "Products" is followed by a timestamp "25 minutes ago" and a status "Not published". At the bottom of the page, there are "Cancel" and "Save" buttons.

Personalization and Content Targeting



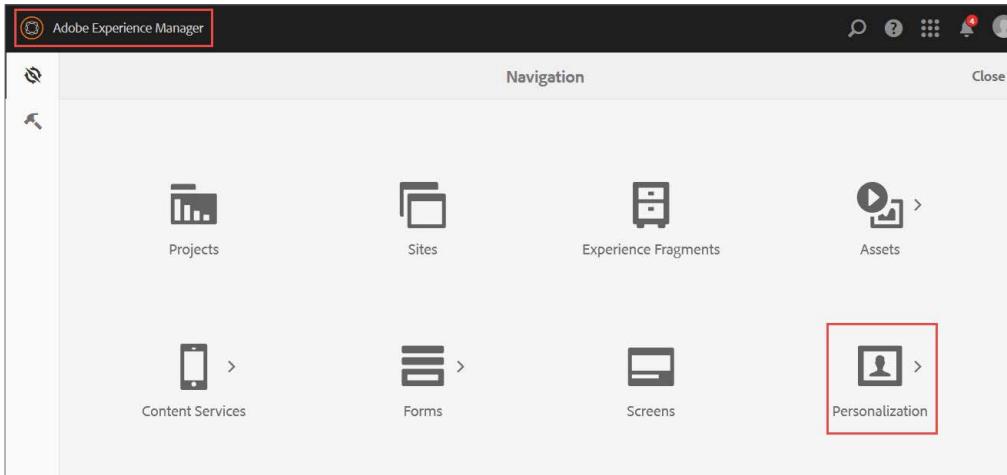
Objectives

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

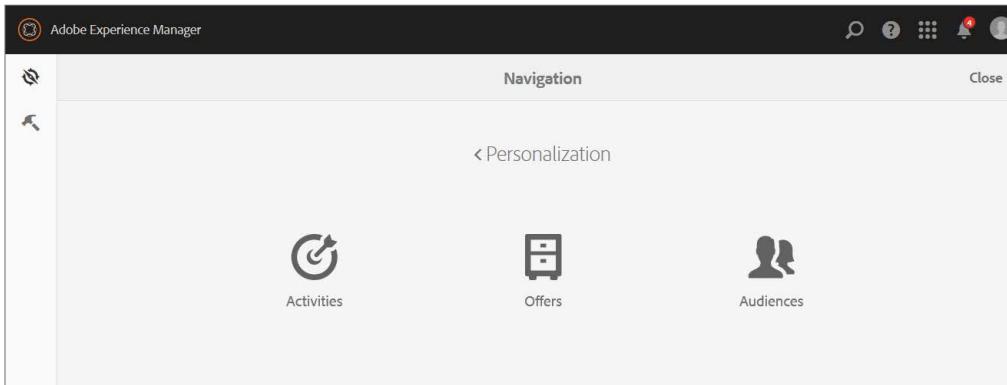
- Navigate through the Personalization console
- Navigate through the ContextHub console
- Explore user profiles in ContextHub
- Create activities and user experiences
- Map audiences with user experiences
- Simulate a user experience using ContextHub
- Create landing pages

Personalization Console

On installing Adobe Experience Manager, you can view the **Personalization** console from the **Navigation**. Use this console to author targeted content and present personalized user experiences.



You can navigate within the **Personalization** console by using the arrowheads (<).



The Personalization console has Activities, Offers, and Audiences consoles.

Activities - Helps create, organize, and manage the marketing activities of your brands.

From the Activities console, you can perform the following tasks:

- Add brands
- Add, edit, publish, unpublish, configure, and administer activities of each brand.
- **Create Area and Create Area as Live Copy** to manage activities, experiences, and offers between the sites.
- Separate the targeted content (activities, experiences, and offers) used in different sites by using areas. Areas provide an Multi-Site Manager (MSM)-based mechanism to create and manage the inheritance of targeted content together with site inheritance.
 - › In this mechanism:
 - » You are not required to recreate the targeted content in the inherited sites
 - » The activities linked to that area will be pushed to live copies, the Master Area is the default option. After you create additional areas, you can link those to your sites or pages to indicate which targeted content is pushed.
- Add one or more experiences to the activity. You can use the ContextHub or Adobe Target engines to add experiences.
 - » ContextHub (AEM) engine - Lists all the existing segments and experiences available within Adobe Experience Manager.
 - » Adobe Target engine - To access the segments from Adobe Target. You must have an Adobe Target account, and then configure Adobe Experience Manager with Adobe Target.

Offers - Helps create offers to use in activity experiences.

From the Offers console, you can:

- Add brands
- Add a folder to an **Offer Library** to organize and store offers. You can create a folder under Brand, or under any other folder. You can:
 - › Create an offer once in the library and use it in multiple experiences of your brand activities
 - › Edit, search, and delete offers
 - › **Create Area and Live Copy** of offers to use across multiple sites

Audiences - Helps create, organize, and manage audiences of your Adobe Target account or manage segments for ContextHub.

Audiences, called segment in ContextHub, is a class of visitors defined by specific criteria, which then determines who views a targeted activity. When you target an activity, you can either select audiences directly in the Targeting process or create new ones from the Audiences console.

In the Audiences console, the audiences are organized by brand. The audiences are available in Targeting mode for authoring targeted content. Audiences you create in Targeting mode appear in the Audiences console.

From the Audiences console, you can add and manage audiences either Adobe Target or ContextHub. Audiences are displayed with a label describing the source of audience as shown below:

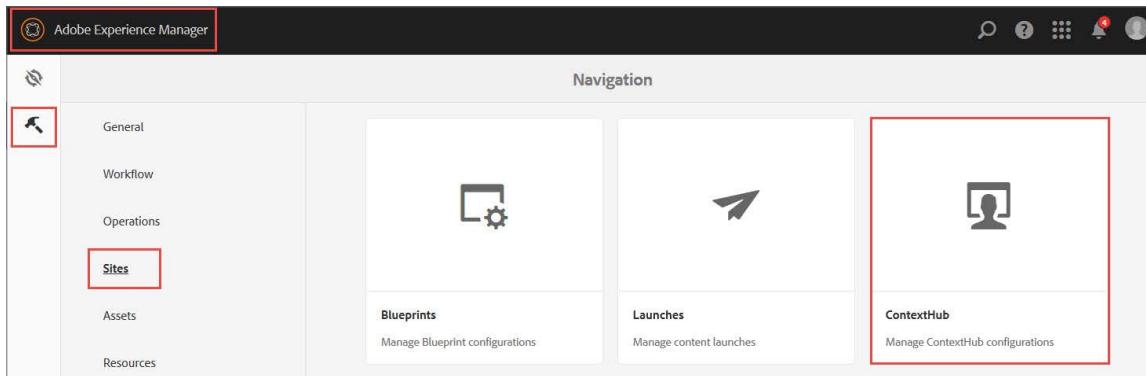
- CH - ContextHub segment
- CC - Clientcontext segment
- AT - Adobe Target audience

ContextHub

ContextHub is a framework that helps marketers access page visitor information. Using the ContextHub, marketers can simulate the visitor experience, such as what the visitor wants to see, and what the visitor actually sees on a page. The ContextHub helps test and simulate user experiences based on visitor interaction.

ContextHub Console

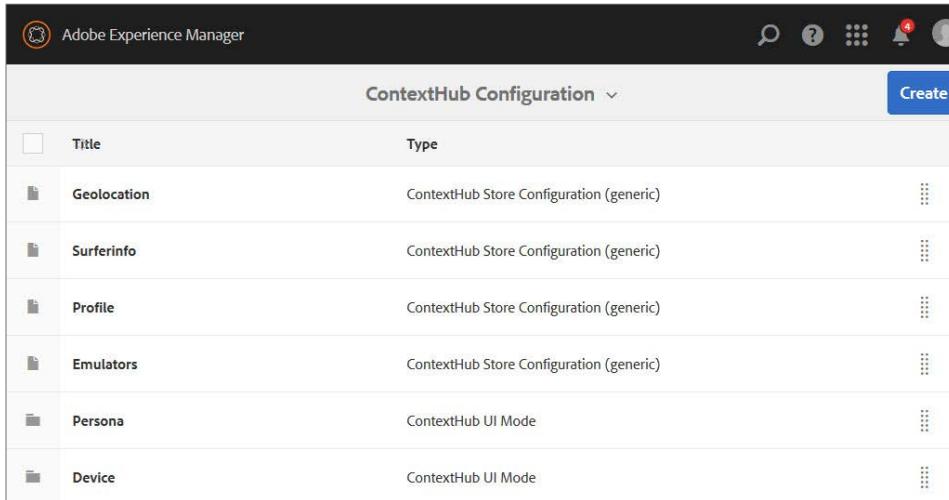
You can access and view **ContextHub** console from the **Tools > Sites** section.



The ContextHub console helps manage various configurations from the **Configuration Container**.

A screenshot of the Configuration Container interface. It shows a table with two columns: 'Title' and 'Type'. There are two entries: 'ContextHub Configuration' (Type: ContextHub Configuration) and 'ContextHub Configuration for Adobe Campaign' (Type: ContextHub Configuration). Each entry has a three-dot menu icon on the far right.

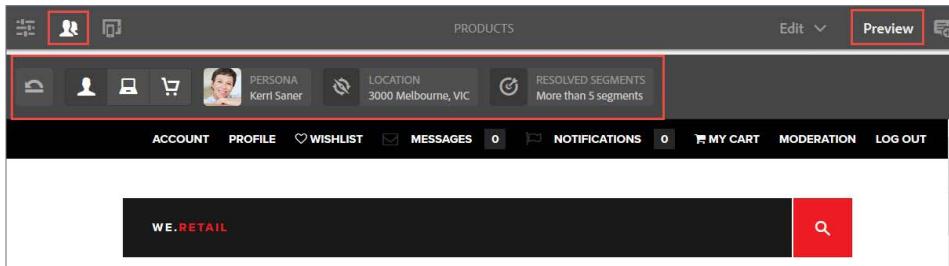
The ContextHub consists of ContextHub stores to persist context data on the client and UI modes to access the store.



Title	Type	
Geolocation	ContextHub Store Configuration (generic)	⋮
Surferinfo	ContextHub Store Configuration (generic)	⋮
Profile	ContextHub Store Configuration (generic)	⋮
Emulators	ContextHub Store Configuration (generic)	⋮
Persona	ContextHub UI Mode	⋮
Device	ContextHub UI Mode	⋮

ContextHub Toolbar

You can access the **ContextHub** toolbar by clicking the ContextHub icon from the page toolbar in **Preview** mode.



The ContextHub toolbar displays the data from ContextHub stores and enables you to change store data. The ContextHub toolbar helps preview the content that is determined by data in a ContextHub store.

The toolbar consists of a series of UI modes that contain one or more UI modules.

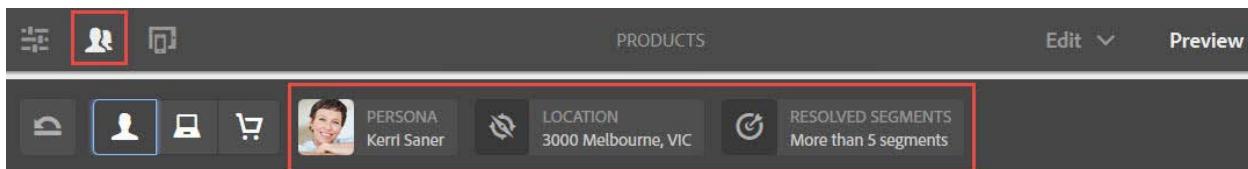
UI modes are icons that appear on the left side of the toolbar. When you click or tap an icon, the toolbar reveals the UI modules that it contains.

UI modules display data from one or more ContextHub stores. Some UI modules also let you manipulate the store data.

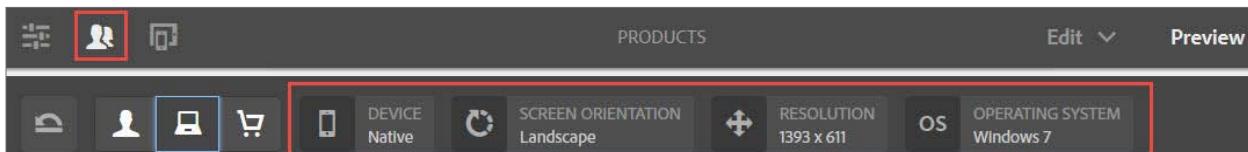
ContextHub UI Modes

ContextHub has the Persona, Device, and Commerce UI modes.

The Persona UI mode provides information about the visitor, such as profile, location, and the segments associated with the visitor.



The Device UI mode provides information about the visitor's device, such as type of device and screen orientation.

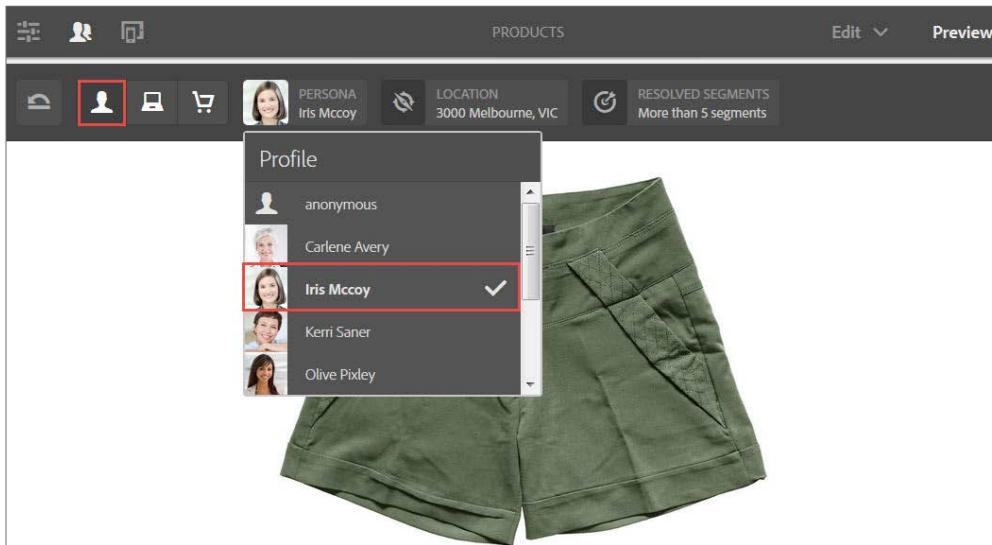


The Commerce UI mode provides recommended products, shows recent activities by the visitor, and the visitor's cart details and values, such as promotions and vouchers.



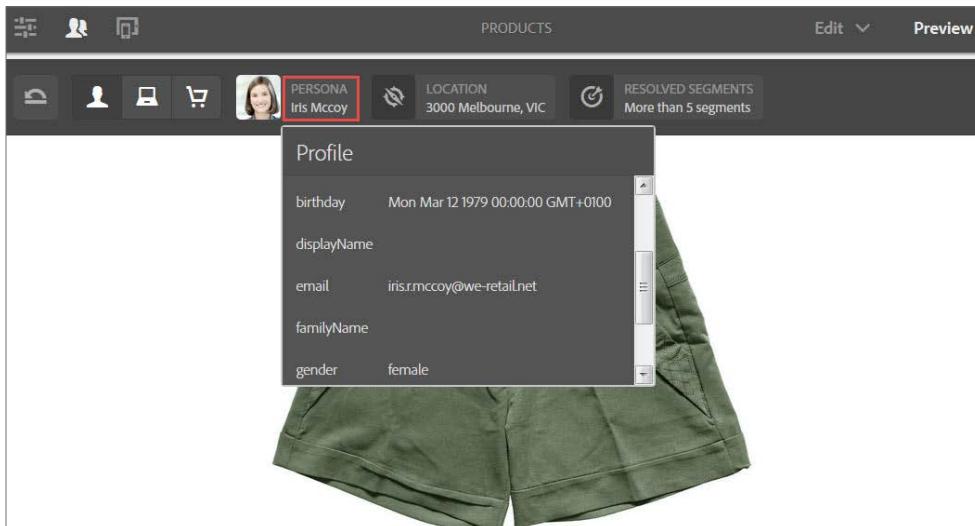
Exploring User Profiles in ContextHub

You can explore the user profiles in the ContextHub from the Persona UI mode. Persona displays a list of profiles available by default in Adobe Experience Manager.



Each profile has **Profile**, **Location**, and **Resolved Segments**.

Profile provides details about a visitor such as name, age, birth date, email, and gender.



Location contains the map, country, postal code, address, and latitude and longitude details of the visitor location.

The screenshot shows the AEM interface with a persona named Iris McCoy. The top navigation bar includes icons for products, edit, and preview. Below the persona, there are buttons for persona, location, resolved segments, and more. The location card displays a map of Melbourne, Australia, with a red pin indicating the visitor's location. Below the map, a table provides detailed location information:

city	Melbourne
country	Australia
countryCode	AU
name	Bourke Street Mall, Melbourne VIC 3000, Australia
postalCode	3000

Resolved Segments list the segments mapped with the visitor.

The screenshot shows the AEM interface with the same persona and navigation bar. The resolved segments card lists the following segments:

- female
- female-over-30
- age-over-30
- season-summer
- summer-female

Personalization and Content Targeting in Adobe Experience Manager

For creating personalized and targeted content in Adobe Experience Manager.

For creating the personalized content:

1. Create a brand
2. Create an activity for the brand
3. Create experiences
4. Map experiences with audiences

Targeting the Audience

Content targeting helps include components on your web page that dynamically display the personalized content based on available visitor information. You can configure any component in the Adobe Experience Manager authoring system to display targeted content by assigning an activity to it. You can author targeted content using the **Targeting** mode of the page.

For creating the personalized content:

1. Open the page, where you want to place the targeted content
2. Add a Target component to the page
3. Select Targeting mode from the toolbar
4. Select a brand and an activity to see the experiences
5. Add offers to experiences by creating/using offers from a library

Simulating an User Experience

After you add the targeted content to the page, verify if the audiences are mapped with an experience. Using the ContextHub, you can simulate the visitor's experience to verify how an experience changes based on the visitor. While simulating, load different user profiles and see the targeted content for that user.

The criteria that determine the content when simulating a visitor experience are:

- Data in the user's session store (through ContextHub)
- Activities that are live
- Rules that define the segments
- Content of the experiences in the target components

The tools used for simulation are:

- Activity in Targeting mode: The page displays the offers for a user currently selected in ContextHub. You can edit the offers that target a user.
- Preview mode: Use ContextHub to select the users and locations that satisfy the criteria of the segments that your experiences are based on. When the ContextHub selections change, the targeted content changes accordingly.

Additional Information

Content Targeting

You can also use Adobe Target for creating personalized and targeted content (you must have a valid Adobe Target account to use Adobe Target). If you are using Adobe Target, you must configure the integration first. See instructions for [Integrating with Adobe Target](#).

If you use Adobe Target as the targeting engine, all the steps described in Personalization and Content Targeting in Adobe Experience Manager section remain the same except the Targeting process.

Targeting Process of Adobe Target

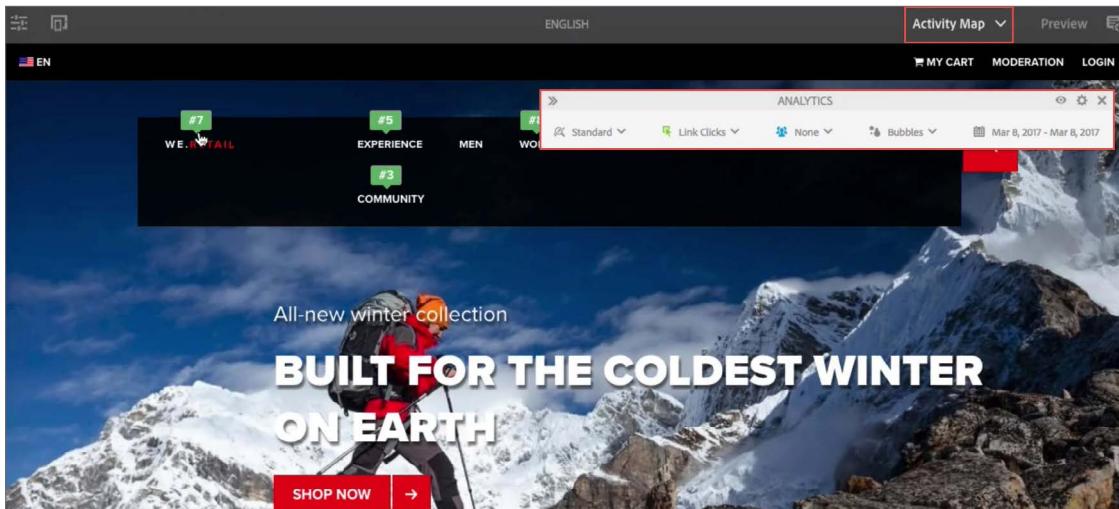
Targeting mode allows you to configure several aspects of an activity. Use the following three-step process for creating targeted content for a brand activity:

1. Create: Add or remove experiences, and add offers for each experience.
2. Target: Specify the audience that each experience targets. You can target a specific audience and if using A/B testing decide what percentage of traffic goes to which experience.
3. Goals & Settings: Schedule the activity and set the priority. You can also set success metric goals.

If you integrated Adobe Experience Manager with Adobe Target or want to integrate in future, you can refer to [Targeting in Adobe Target](#) to understand the process in detail.

Activity Map

An integration between Adobe Experience Manager and Adobe Analytics allows users to turn on **ActivityMap** view once they are authoring a specific page. This view in Adobe Experience Manager authoring environment allows the user to understand how visitors to the page have interacted with the page. It displays what links have been most clicked on and other data that helps the user. This view in gives users ideas what to test and optimize. Without this view, users have to come up with their testing hypothesis, which are often based on guess and not data. This allows users to optimize pages with fewer tests, incurring lower opportunity costs and increasing time to value.



Lab Activity - I

Task 4.1: Create an activity and map audience with user experiences

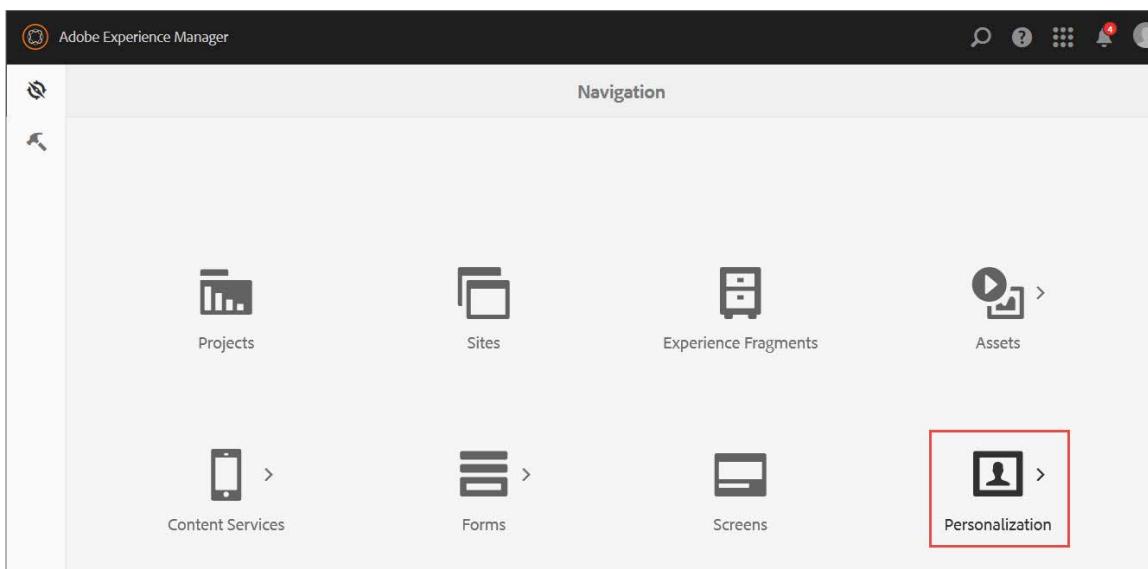
Prerequisite

Before performing the task, ensure:

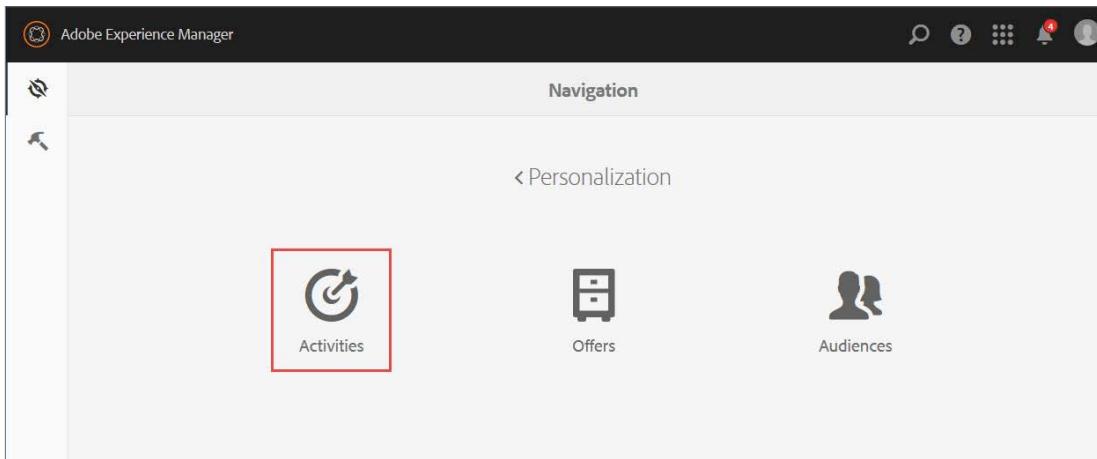
- You started the Adobe Experience Manager author instance on your system. Refer to the Installation section of Appendix to know how to install and start the Adobe Experience Manager author instance.
- You have the **We.Train Landing Page** design package.

To create an activity:

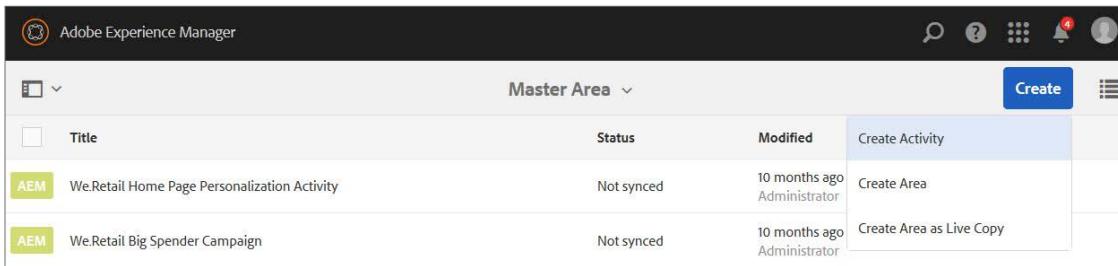
1. From **Navigation**, click **Personalization**.



- From the **Personalization** console, click **Activities**.



- From the **Activities**, click the row that contains **we.RETAIL**, which brings you to the Master Area.
To verify this, just look at the bread crumb, which reads, Master Area.
- Click **Create > Create Activity** from the actions bar. The **Configure activity wizard** opens.



- On the **Details** section, add **User0XX_Activity** as the **Name** and select **ContextHub (AEM)** as the **Targeting engine**.

6. Click Next.

The screenshot shows the 'Configure activity wizard' interface. The 'Details' tab is selected. The 'Name' field contains 'User0XX_activity' and the 'Targeting engine' dropdown is set to 'ContextHub (AEM)'. Both fields are highlighted with red boxes. The 'Next' button is visible in the top right corner.

7. On the Target section, click Add Experience.

The screenshot shows the 'Configure activity wizard' interface. The 'Target' tab is selected. A red box highlights the '+ Add Experience' button. Below it, there are two sections: 'AUDIENCES' and 'EXPERIENCES'.

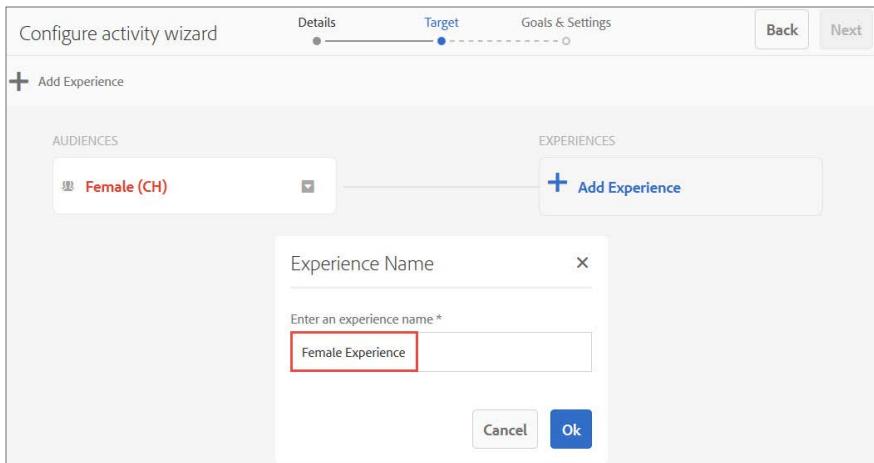
8. Select Female (CH) from the Choose Audience dialog box.

The screenshot shows the 'Choose Audience' dialog box. It lists various audience segments with columns for Type, Name, Source, and Change Log. The 'Female (CH)' segment is highlighted with a blue selection bar. The 'Search' input field at the top left is also highlighted with a red box.

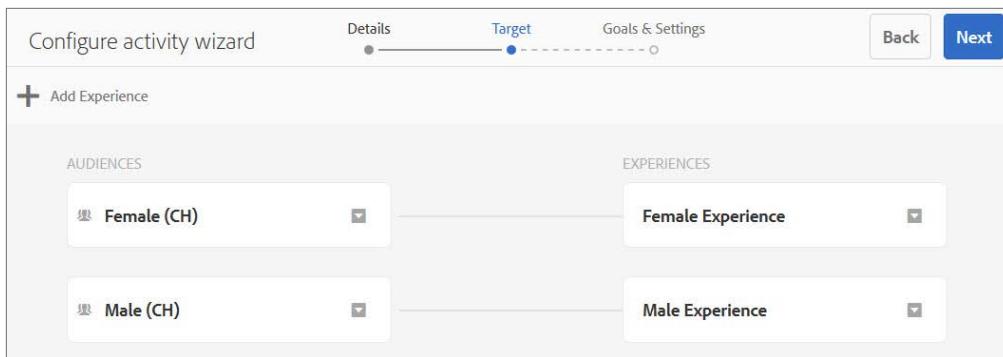
Type	Name	Source	Change Log
Female Over 30 (CH)	AEM	Updated 12 Apr 2017	
Female Under 30 (CH)	AEM	Updated 12 Apr 2017	
Female (CH)	AEM	Updated 12 Apr 2017	
Male Over 30 (CH)	AEM	Updated 12 Apr 2017	
Male Under 30 (CH)	AEM	Updated 12 Apr 2017	
Male (CH)	AEM	Updated 12 Apr 2017	
Older than 30 (CH)	AEM	Updated 12 Apr 2017	

9. In the same row, click **Add Experience**.

10. Add the experience name as **Female Experience**, and click **Ok**.



11. Perform steps 7-10 again except add **Male (CH) audience**, map it with the **Male Experience**, and then click **Next**.



12. On the **Goals & Settings** section, you configure the targeting to work during a specific time period. Do not make any changes on this page, and click **Save**.

Configure activity wizard

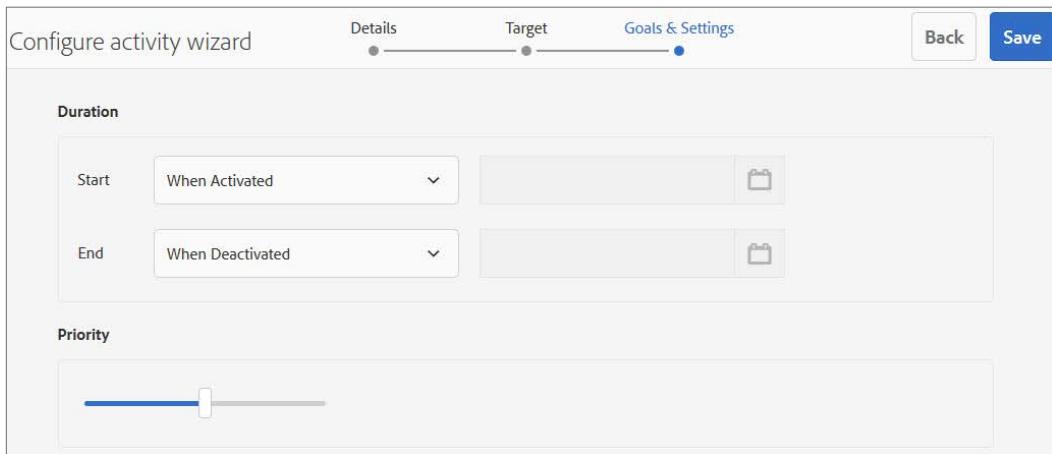
Details Target Goals & Settings

Back Save

Duration

Start: When Activated End: When Deactivated

Priority



The message **Your activity was saved** is displayed as shown:

Configure activity wizard

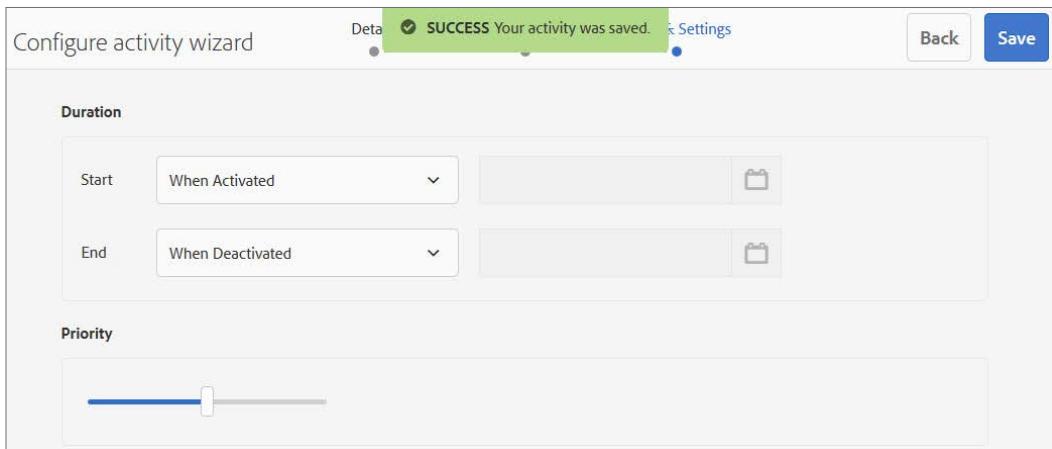
Details SUCCESS Your activity was saved. Settings

Back Save

Duration

Start: When Activated End: When Deactivated

Priority



Task 4.2: Create and simulate targeted content

To create a targeted component in a page:

1. Click **Adobe Experience Manager**, and then click **Sites**.
2. From the **Sites** console, navigate to **We.Retail > User0XX > English**.
3. Click **Create** from the actions bar, and select **Page** from the dropdown.

The screenshot shows the Adobe Experience Manager (AEM) interface. On the left, there's a navigation tree under 'We.Retail'. Under 'We.Retail', there are several language variants: Canada (ca), Switzerland (ch), Germany (de), Spain (es), France (fr), Italy (it), Language Masters (language-masters), United States (us), and User0XX. The 'English' variant is currently selected. On the right, there's a 'Create' button with a dropdown menu. The 'Page' option is highlighted in blue, indicating it's the selected action.

4. Select the **Hero Page** template, add **Personalization** as the title, and click **Create**.
5. Click **Open** on the success dialog box.
6. Click the plus icon (+) from the **Drag components here** area.
7. Select **Target** from the **Insert New Component** dialog box.

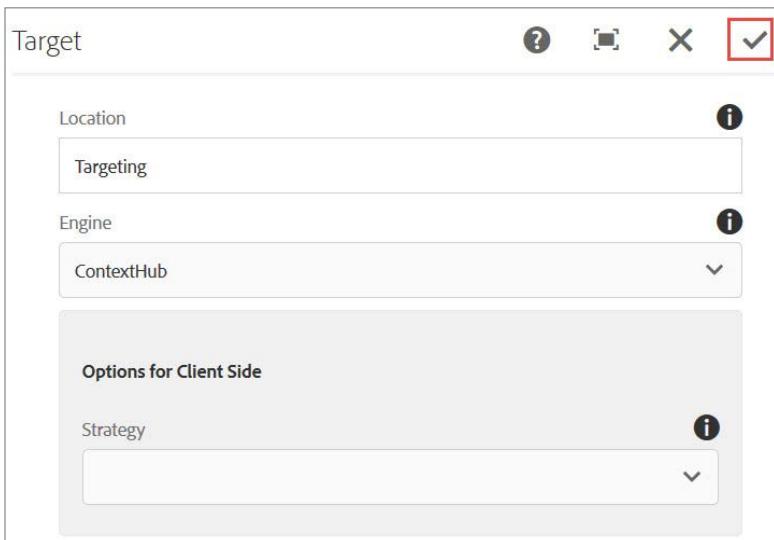
The screenshot shows the 'PERSONALIZATION' page in AEM. At the top, there's a toolbar with icons for back, forward, and preview. Below that is a main title 'PERSONALIZATION'. In the center, there's a modal dialog titled 'Insert New Component'. Inside the dialog, there's a search bar with placeholder text 'Enter Keyword'. Below the search bar is a list of components categorized by section. The 'Target' component is selected and highlighted in blue. Other visible components include 'PERSONALIZATION' (Adobe Target Mbox, Adobe Target Recommendation Conversion Mbox, Adobe Target Recommendation Mbox), 'WE.RETAIL' (Articles List, Breadcrumb, Carousel, Category Teaser, Hero Image), and 'PERSONALIZATION' (Target).

8. Verify "No location is set for this target" in the component area, then click **Configure** from the Target component toolbar.

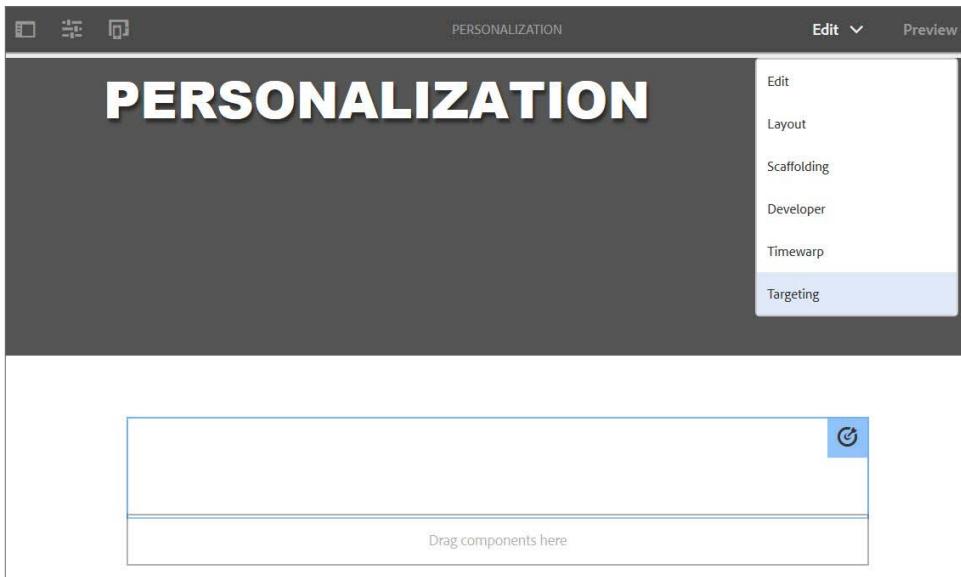


9. Enter **Targeting** as the **Location** and select **ContextHub** as the **Engine**.

10. Click **Done** (checkmark in upper right) on the Target dialog box.



11. On the page toolbar in the upper right, click **Edit** and select **Targeting** from the drop-down menu.

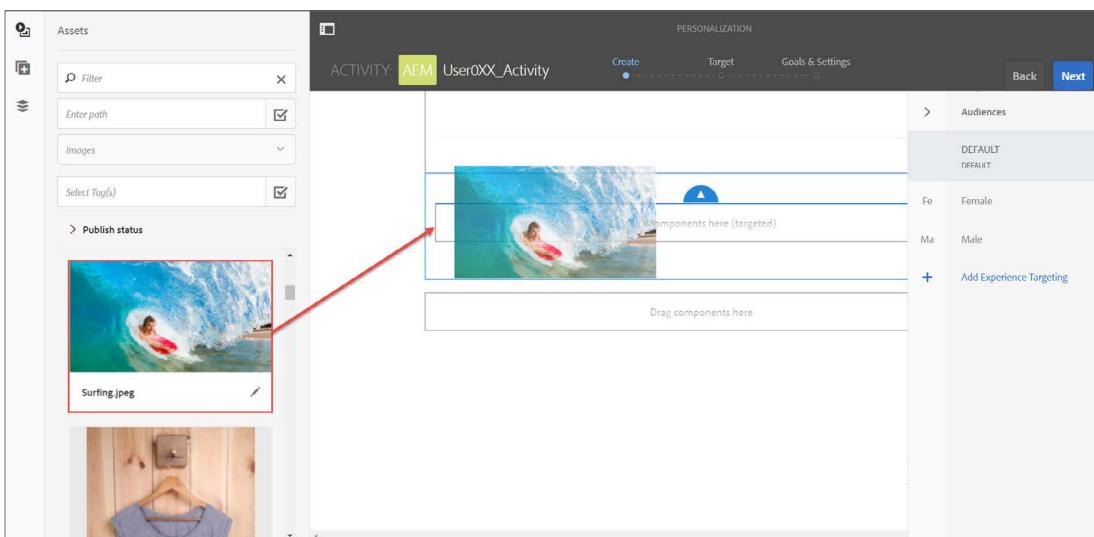


12. Select the **We.Retail Brand** and **User0XX_Activity** from their respective drop-down menus, and click **Start Targeting**.



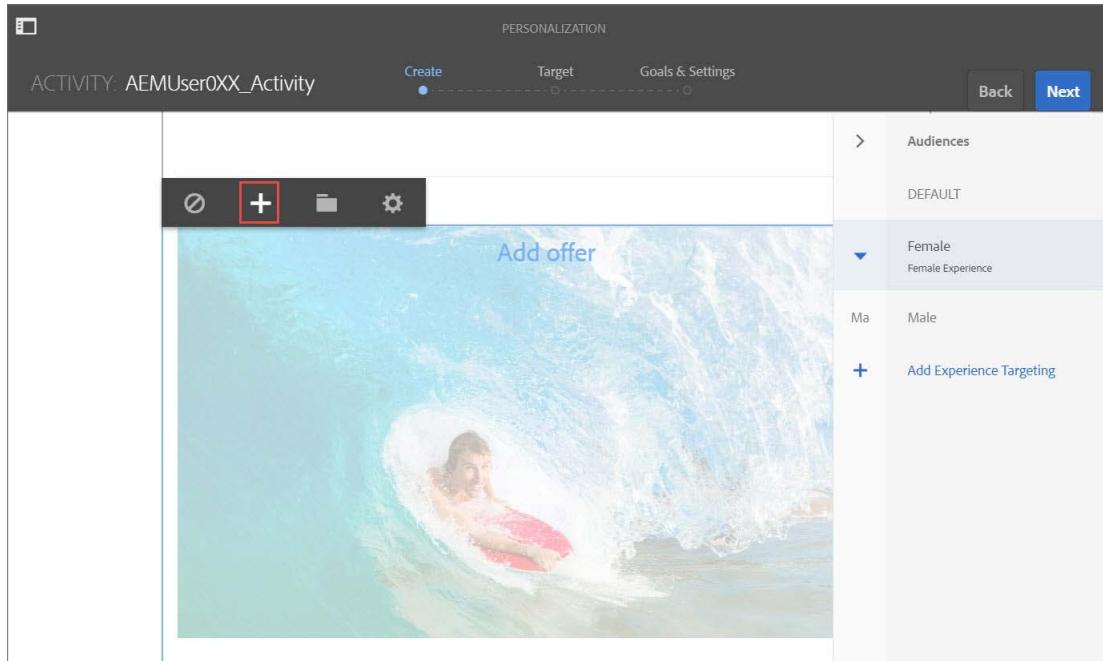
13. Click **Default** from the **Audiences** panel on the right side of the page.

14. Drag and drop an image from the **Assets** panel onto the **Drag components here (targeted)** area on the page.

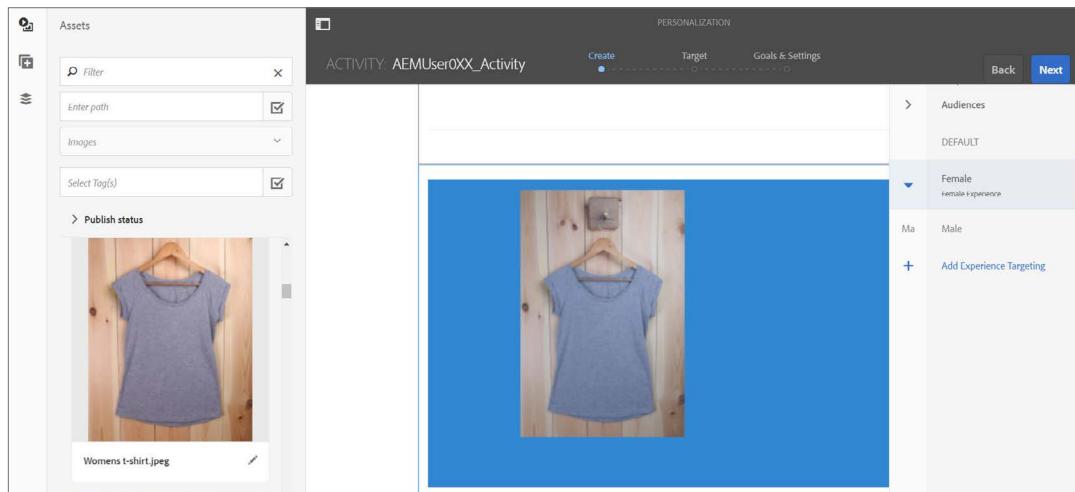


15. Click **Female** from the **Audiences** panel on the right side of the page.

16. Click the image, and then click **Add Offer** (the plus icon, +) from the toolbar.

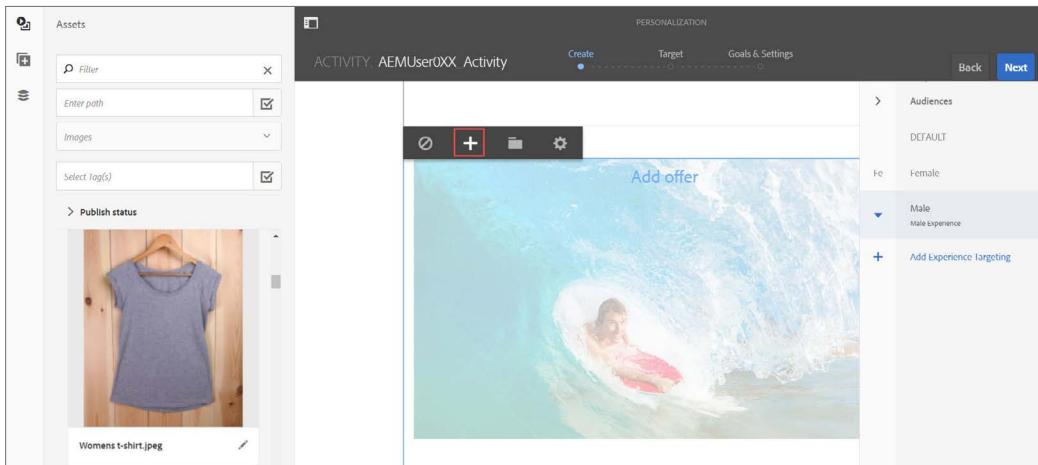


17. Drag and drop a women's T-shirt image from the **Assets** panel onto the image.



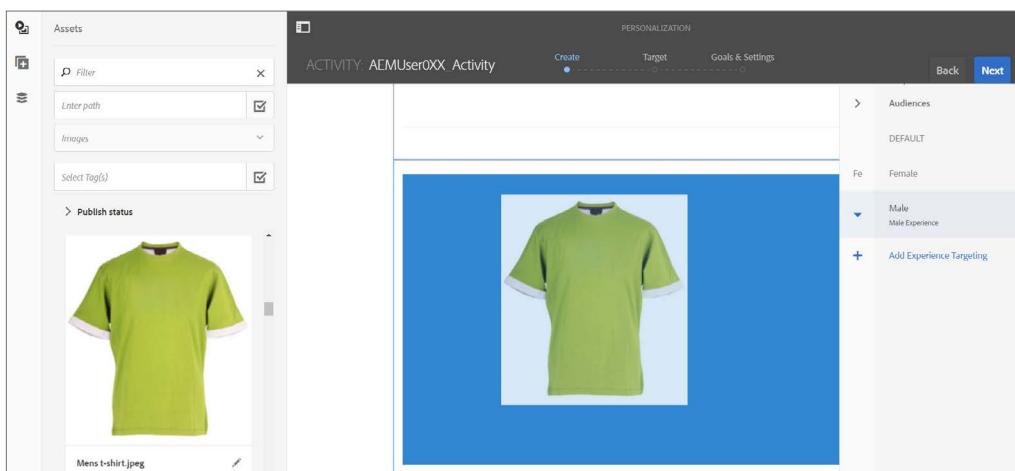
18. Click **Male** from the **Audiences** panel on the right side of the page again.

19. Click the image, and then click **Add Offer** (the plus icon) from the toolbar.

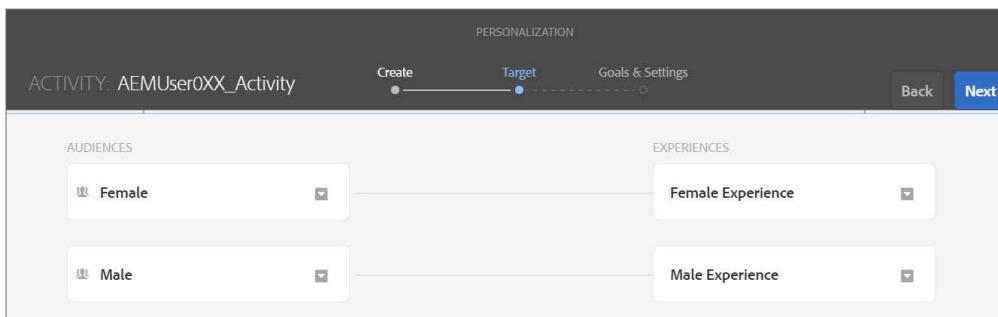


20. Drag and drop a men's T-shirt image from the **Assets** panel onto the image.

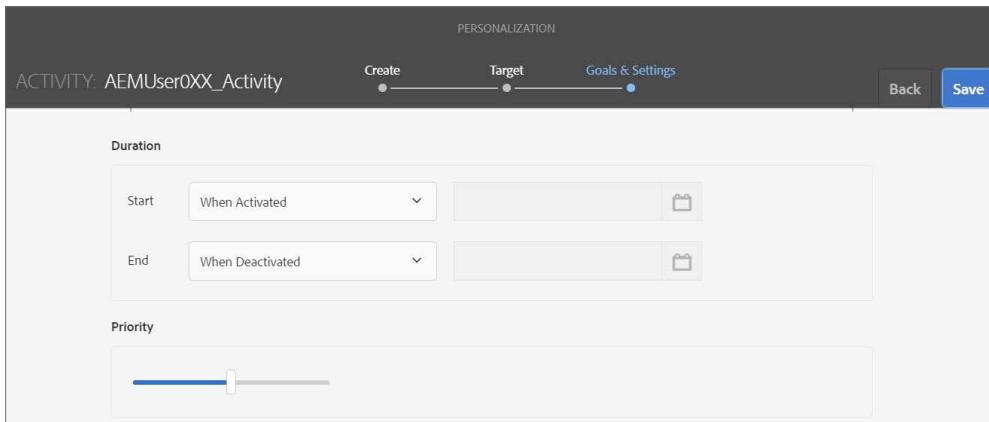
21. Click **Next** to complete the **Create** process and move to **Target**.



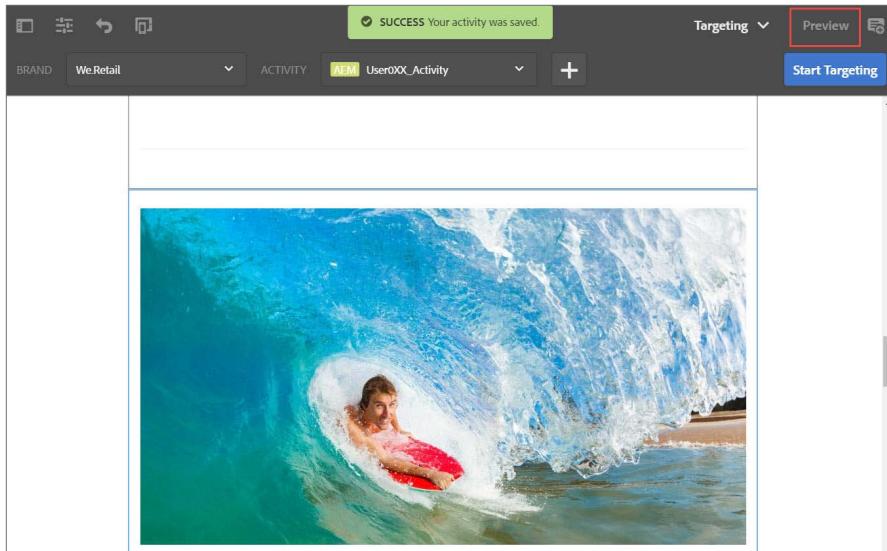
22. In **Target**, verify the segments that correlate with the experiences, and then click **Next**.



23. Click **Save** from the **Goals & Settings** wizard.



The message **Your activity was saved** message is displayed as shown:

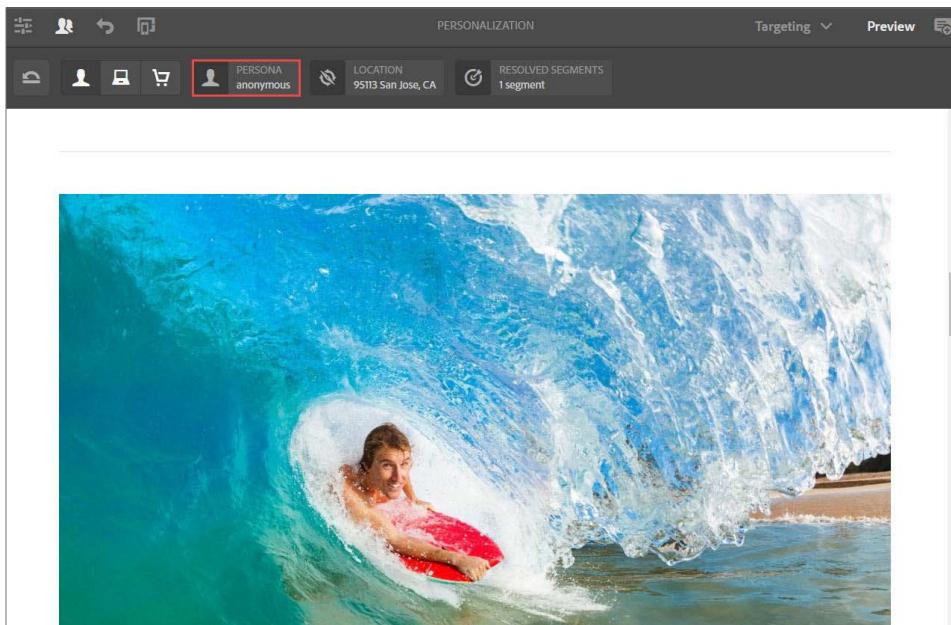


You created a page with targeted content and verified the mappings between audiences and their experiences.

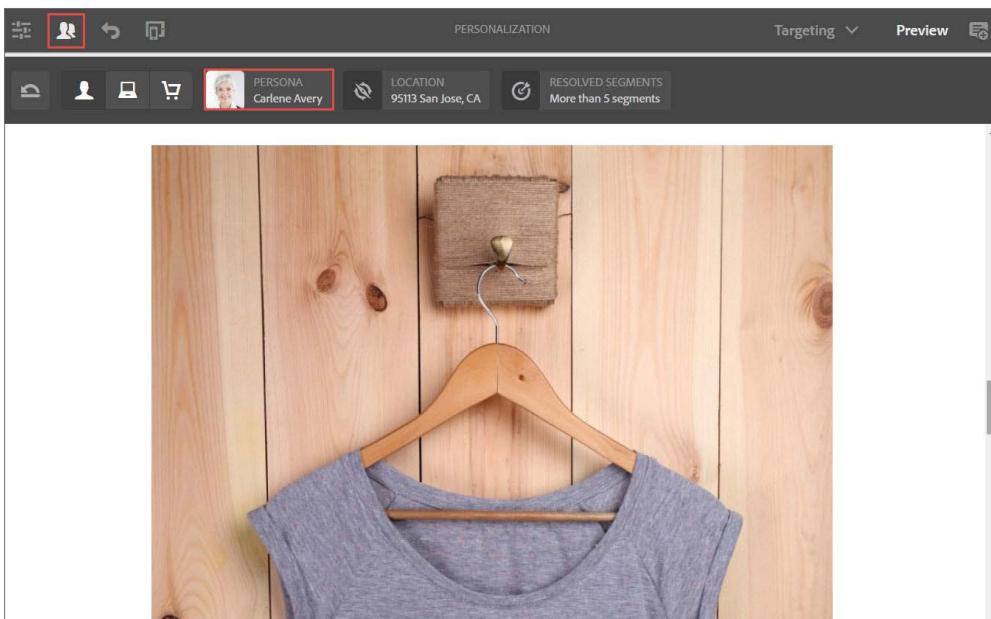
Let's simulate a visitor's experience to verify how an experience changes based on the visitor.

To simulate an experience:

24. Click **Preview** from the page toolbar.
25. Click the **ContextHub** icon from the toolbar; all the modes of ContextHub appear.
26. Click **PERSONA** and select anonymous profile from the drop-down menu. The image that was added to the Default audience is displayed as shown:



27. Select a female profile (for example, Carlene J Avery), and see how the default image changes to display the image associated with the Female (CH) audience.



28. Select a male profile (for example, Zachary Mitchell), and see how the default image changes to display the image associated with the Male (CH) audience.



Landing Pages

The landing page feature helps marketers to import the design and content right into an Adobe Experience Manager page. The web designers create the HTML and additional assets. You can import these assets into a page. This functionality helps create marketing landing pages that are dynamic and easy to create.

Landing pages are single or multi-page sites that lead to the "endpoint" of a marketing outreach. A landing page can serve various purposes, but all have one thing in common—the visitor should fulfill a task, which is what defines the success of a landing page.

Landing pages help narrow your focus and remove the clutter from your pages that could distract your visitor from taking the action you want them to take. It allows you greater control to direct them and helps them find what they are looking for much faster—and this, in turn, can ripple out to affect your search engine rankings too.

Types of Landing Pages

You can create landing pages for desktops and mobile devices.

- Desktop landing pages—used in desktops.
- Mobile landing pages—which is the mobile version of the landing page. It is the child page of the desktop landing page.



NOTE: If the desktop landing page is deleted or deactivated, the mobile landing page is also deleted or deactivated.

Benefits of Using Landing Pages

The benefits of using landing pages are:

- Provides a better user experience because you are providing personalized content
- Increases conversion rates as visitors will be able to precisely find what they want
- Provides more opportunities for visitors to relate to your content

Components of Landing Pages

To make parts of the landing page editable within Adobe Experience Manager, you must map the content of the landing page HTML with the Adobe Experience Manager components directly.

The design importer understands the following components of the page:

- Text—any form of text
- Title—content in the form of headings
- Image—images included in the page
- Call to Action
 - › Click through Link
 - › Graphical Link
- Lead Form—used to capture user information
- Paragraph System (parsys)—used to add content to the existing components, and to add new components

In addition to the above components, you can also add custom components to the landing page.

Call to Action Component

A landing page design can have several links in the form of text, image, and buttons.

Call to Action (CTA) is an image or text that prompts visitors to take action. It is literally, a "call" to take an "action". For example, "Download an eBook", "Sign up for a webinar", "Get a coupon", or "Attend an event".

Click through links and Graphical links are CTA components and have similar options. A Click through Link has additional rich text options.

Click through Link

A Click through link is a text link with a target URL. This component is used to take the visitor to the target URL specified in the component properties.

Graphical Link

A Graphical link is an image that, when clicked, takes the visitor to a target URL. The image can be a simple button or any graphical image used as a background. When the image is clicked, the user is taken to the target URL specified in the component properties.

Creating Landing Pages

The landing pages feature in Adobe Experience Manager allows marketers to work with web designers at agencies or internal creative teams to create page designs that can be imported into Adobe Experience Manager. The landing pages can still be edited by the marketers and published under the same governance as the rest of the Adobe Experience Manager-powered sites.

To create a landing page, you need to:

1. Create an importer page.
2. Prepare HTML for importing (the landing page design will be provided by web developers).
3. Import the design package.

Creating an Importer Page

Before you import the Landing Page design, you must create an importer page (for example, under an activity). The importer page template helps import the HTML landing page. The page contains a dropbox where you can import the landing page design package using drag and drop functionality.

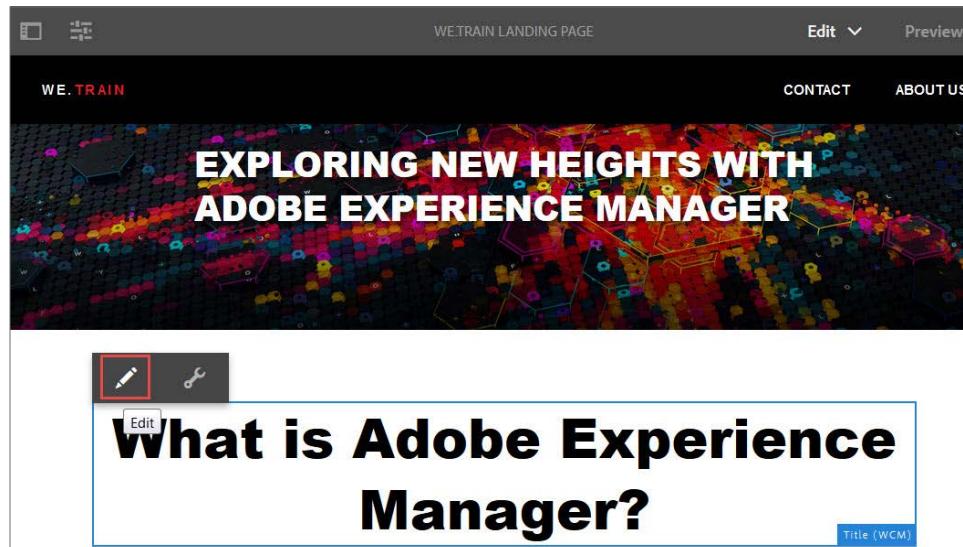
Importing a Design Package

After creating a blank landing page, you can import a design package.

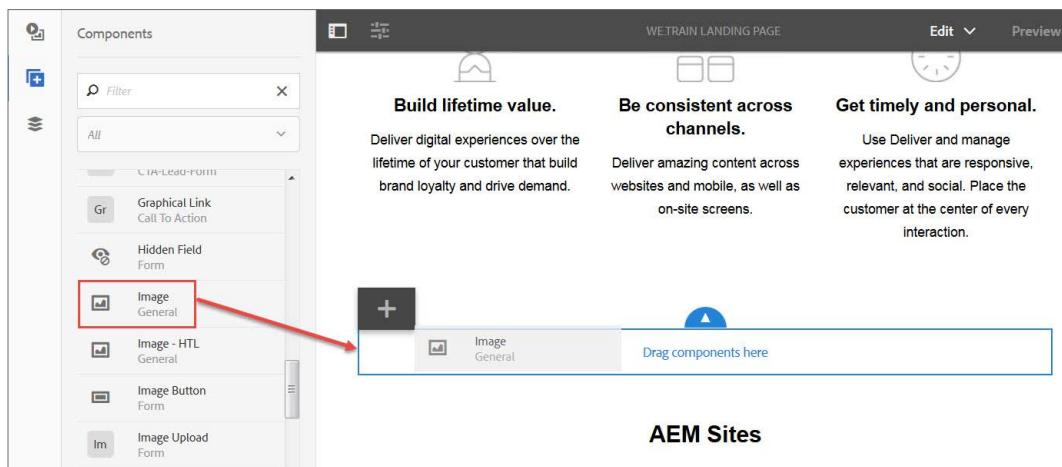
Actions on Landing Pages

You can perform different actions on landing pages, with a few of those actions listed here:

- Modify and add components to the landing page:
 - › Double-click the existing component to open and edit as you edit any other component.



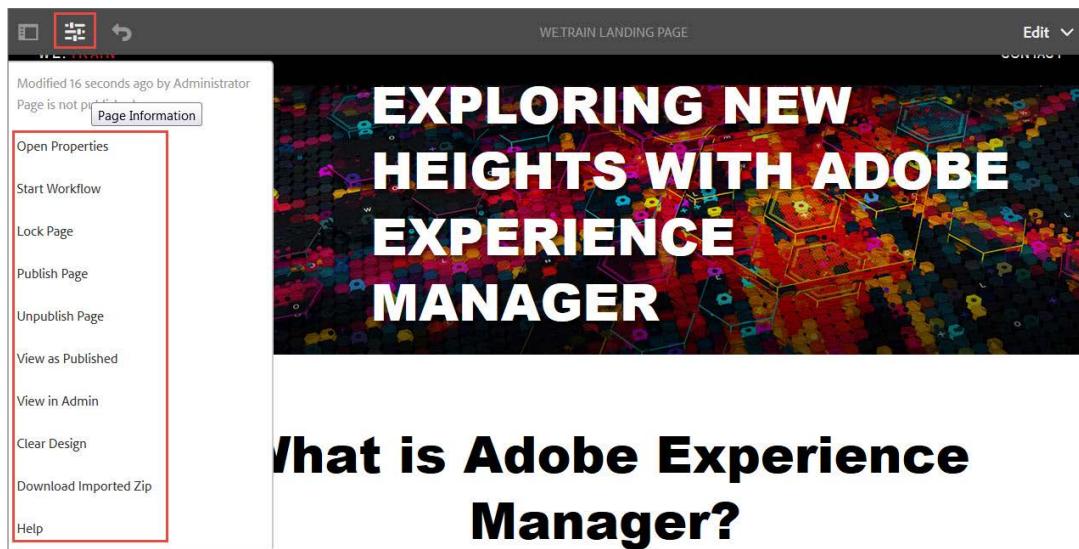
- Drag and drop components from the Side Panel to the landing page.



Additional Actions

Similar to pages, you can perform the following actions on landing pages except **Clear design** and **Download imported zip**.

- Clear design:** In case you want to re-import your landing page design package after making some changes to it, you can "clear" the landing page by clicking Clear design, which deletes the imported landing page and creates a blank landing page.
- Download imported zip:** Lets you record which zip was imported with a particular landing page. Note that changes made on a page are not added to the zip.



Lab Activity - II

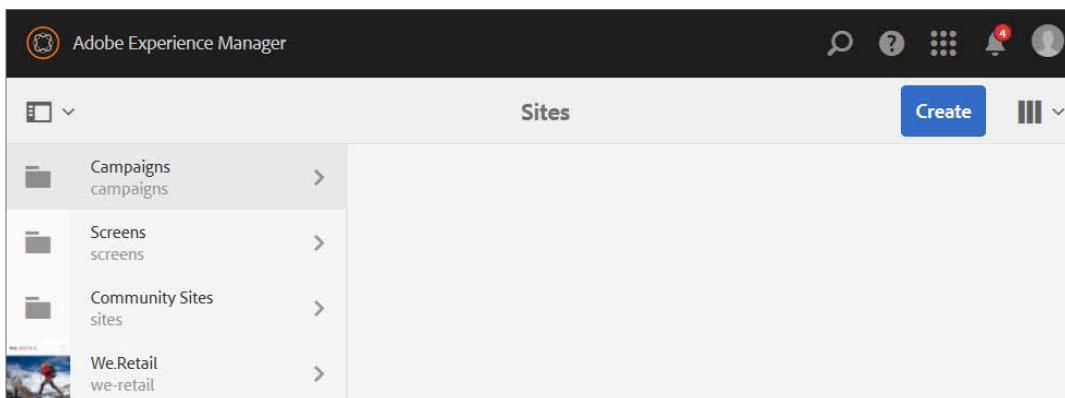
Task 4.3: Create a landing page

Prerequisite

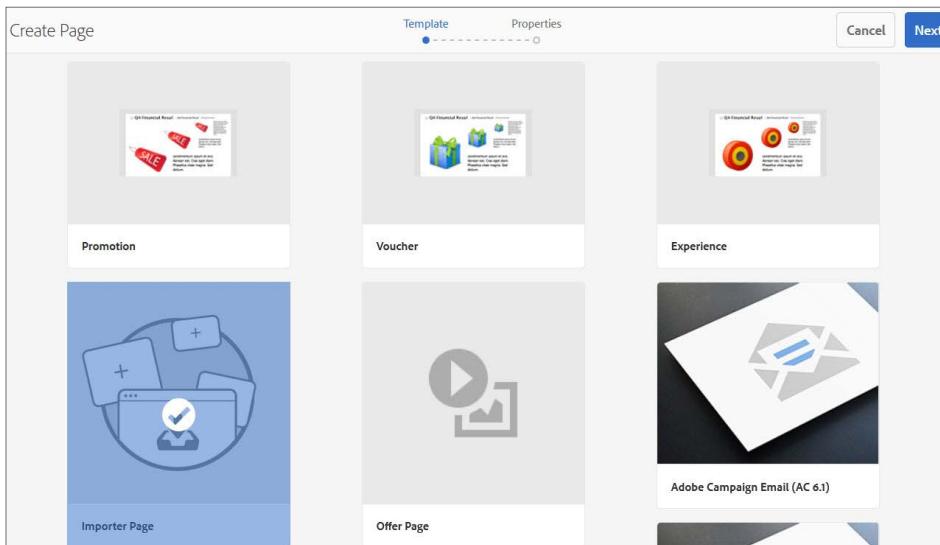
Before performing the task, ensure you have the **We.Train Landing Page** design package.

To create an importer page:

1. Click **Adobe Experience Manager**, and then click **Sites**.
2. Navigate through **Campaigns > We.Retail > Master Area > User0XX Activity**.
3. Click **Create** from the actions bar, and select **Page** from the drop-down menu.



4. Select the **Importer Page** template and click **Next**.



5. Add name and title to the landing page as shown in the following screen shot.

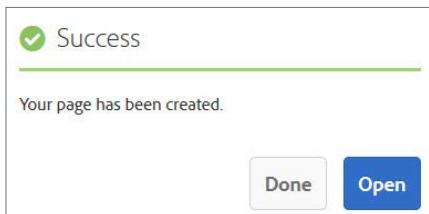
6. Click **Create**.

Title and Tags

Name: we-train-landing-page

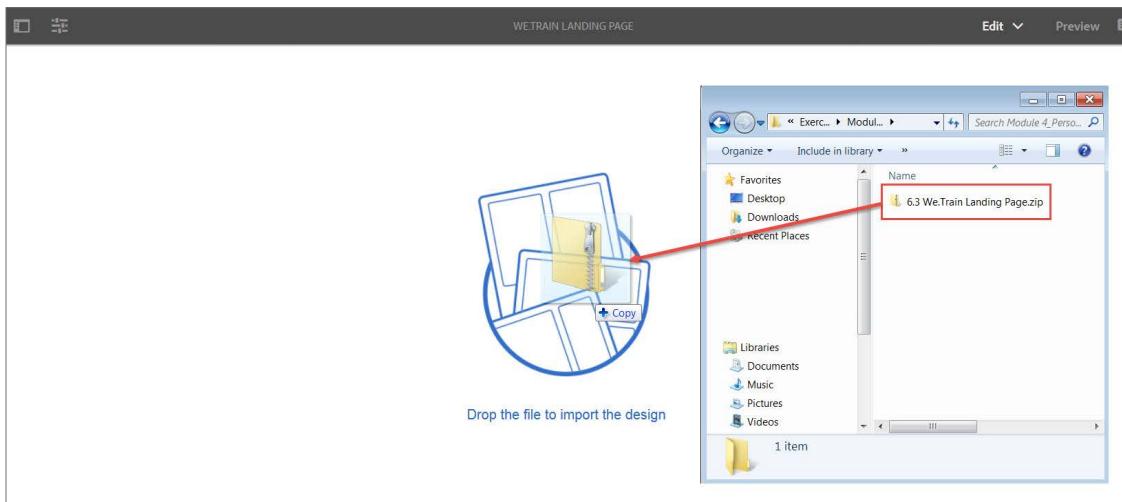
Title *: WeTrain Landing Page

7. Click **Open**.



To import the design package onto a blank landing page:

8. Ensure the **We.Train Landing Page** is opened in **Edit** mode.
9. Navigate to **Exercise_Files > Module 4_Personalization and Content Targeting** folder on your file system.
10. Drag the **6.3 We.Train Landing Page.zip** (design package) from the **Module 4_Personalization and Content Targeting** folder and drop onto the **Drag a zip file or asset into the page** area of the page.



The design is imported to the blank page. The landing page is ready to be used for the activity.

A screenshot of the completed "WE TRAIN LANDING PAGE". The header features the text "EXPLORING NEW HEIGHTS WITH ADOBE EXPERIENCE MANAGER" over a colorful, abstract background. Below the header, a large section of text reads: "What is Adobe Experience Manager? It's a comprehensive content management solution for building websites, mobile apps, and forms. And it makes it easy to manage your marketing content and assets. Adobe Experience Manager consists of five different modules: Sites, Assets, Mobile, Forms, and Communities." The "Edit" and "Preview" tabs are visible at the top right of the page.

Installation



Objectives

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

- Install and run the Adobe Experience Manager Author instance
- Install and run the Adobe Experience Manager Publish instance

Installation

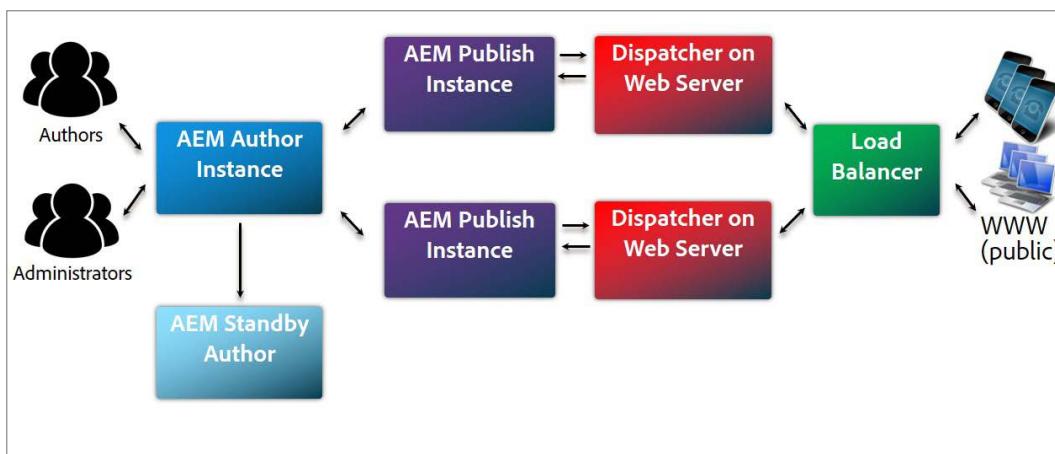
Adobe Experience Manager runs on most operating systems that support the Java platform. All client interactions with Adobe Experience Manager are done through a web browser.

Adobe Experience Manager Instances

In Adobe Experience Manager terminology, an “instance” is a copy of Adobe Experience Manager running on a server. Adobe Experience Manager installations usually involve at least two instances running on separate computers and a dispatcher:

- Author: An Adobe Experience Manager instance used to create, upload, and edit content, and administer the website. After content is ready to go live, it is replicated to the Publish Instance.
- Publish: An Adobe Experience Manager instance that serves the published content to the public.
- Dispatcher: A static web server (Apache httpd, Microsoft IIS, and so on) augmented with the Adobe Experience Manager Dispatcher module. It caches webpages produced by the Publish instance to improve performance.

 NOTE: The author and publish instances are the same software stack but two different run modes.



Installation Prerequisites

To install Adobe Experience Manager, you need:

- Adobe Experience Manager installation and startup JAR file
- A valid Adobe Experience Manager license key properties file
- JDK version 1.8
- Approximately 4 GB of free space per instance
- Approximately 4 GB of RAM (at the very minimum!)

The Adobe Experience Manager installation and startup JAR file is also known as the “quickstart” file. You use the file to install Adobe Experience Manager. Once installed, the file is referred to as the Adobe Experience Manager startup file. During installation, you will notice the JAR file creates a root folder called crx-quickstart.

You also need to set environment variables as a part of your JDK 1.8 setup.



NOTE: You can download the latest JDK version from the following link:

<http://www.oracle.com/technetwork/java/javase/downloads/jdk8-downloads-2133151.html>

Installing Adobe Experience Manager on Your System

In general, when you want to install Adobe Experience Manager on your system, you would follow this procedure:

1. Create two specific folder structures for your Adobe Experience Manager instance.
 - a. Author instance
 - For Windows: C:/adobe/AEM/author
 - For Mac OS or *x: /opt/adobe/AEM/author OR /Applications/AEM/author
 - b. Publish instance
 - For Windows: C:/adobe/AEM/publish
 - For Mac OS or *x: /opt/adobe/AEM/publish OR /Applications/AEM/publish
2. Add the aem-quickstart-6.3.0.jar file along with the license.properties file to each folder, which you created earlier.

3. Rename the jar file to include the run mode as well as the port number. That is, rename the file to the format:

aem-<run mode>-<port number>.jar

For example:

Author instance: aem-author-4502

Publish instance: aem-publish-4503

You can therefore control the way Adobe Experience Manager is installed by defining properties via file name.

The first time you double-click the jar file, Adobe Experience Manager will be installed on your system, creating a root folder called `crx-quickstart`, which serves as your repository.

A sample folder structure for an Author instance is shown below:

Name	Date modified	Type	Size
crx-quickstart	3/6/2017 1:40 PM	File folder	
aem-author-4502.jar	3/6/2017 11:41 AM	Executable Jar File	525,452 KB
license.properties	1/12/2017 3:13 PM	PROPERTIES File	1 KB

 **NOTE:** The Adobe Experience Manager quickstart file is renamed for installation purposes. When running for the first time, the quickstart file will notice that it has to install Adobe Experience Manager. By renaming the file, you use a convention of passing instance name (Webpathcontext) and port number through the file name so that no user interaction is needed during the installation process. If no port number is provided in the file name, Adobe Experience Manager will select the first available port from the following list in this specific order: 1) 4502, 2) 8080, 3) 8081, 4) 8082, 5) 8083, 6) 8084, or a random port.

 **NOTE:** If you have multiple author and multiple publish instances, a best practice to consider is using an even/odd numbering paradigm for port numbers. So, your author instances would be 4502, 4504, 4506, and so on. Your publish instances would be 4503, 4505, 4507, and so on.

Starting an Adobe Experience Manager Instance

There are many ways of starting an Adobe Experience Manager instance, two of which are—graphical and by command line. The latter is more powerful because you have the possibility of providing additional performance-tuning parameters to the Java Virtual Machine (JVM).

Using the *.jar file to Start an Adobe Experience Manager Instance

In a Windows or Mac OS environment, you can double-click the aem-author-4502.jar file to start an Author instance (or the aem-publish-4503.jar file for a Publish instance).

Installation will take approximately 5-7 minutes, depending on your system's capabilities. A dialog box will pop up similar to the following:



After Adobe Experience Manager starts, your default browser will open automatically, pointing to Adobe Experience Manager's start URL (where the port number is the one you defined on installation).

Using the Command Line to Start Adobe Experience Manager Author Instance

Prior to the installation, you may want to know which parameters are available to configure quickstart. Enter the following command to display a complete list of optional parameters:

```
java -jar aem-author-4502.jar -h
```

The Adobe Experience Manager quickstart installer will show all available command-line options without starting the server. In addition, you need to tune the JVM used for running Adobe Experience Manager. Tuning the JVM is an important and delicate task and requires a more realistic environment in terms of resources (hardware, operating system, and so on) and workload (content, requests, and so on). For now, it will be enough to know that you can start your instance (Author or Publish) using the following parameters:

-Xms --> assigns the initial heap size

Default value	64 MB for a JVM running on 32-bit machines, or 83 MB for 64-bit machines
Recommended	Specific to physical memory available and expected traffic
Syntax	<code>-Xms512m</code> (sets the initial heap size to 512 MB)

-Xmx --> assigns the maximum size the heap can grow

Default value	64 MB for a JVM running on 32-bit machines, or 83 MB for 64-bit machines
Recommended	Specific to physical memory available and expected traffic, but should be equal or greater than the initial size. To run Adobe Experience Manager, it is recommended to allocate at least 1024 MB of heap size.
Syntax	-Xmx1024m (sets the maximum size for the heap. In the example, we are letting it grow to 1024 MB; however, in production, this should be higher because Adobe Experience Manager consumes a lot of resources).

-XX:MaxPermSize --> assigns the heap to hold reflective data of the VM (for example, Java objects)

Default value	32 MB for a JVM running as a client, or 64 MB when running as a server.
Recommended	The 'PermSize' should be set to at least 128 MB for 'normal-sized' Web apps or 256 MB for larger Web apps with significant Java activity.
Syntax	-XX:MaxPermSize=128m (sets the initial perm gen size to 128 MB).

You can now install and start Adobe Experience Manager from the command line together with increasing the Java heap size, which will improve performance.

Using the Command Line to Start Adobe Experience Manager Publish Instance

If you wanted to start AEM using a command prompt, navigate to the directory containing your quickstart jar file (such as /adobe/AEM/publish), and enter the following command to install the publish instance:

```
java -jar aem-publish-4503.jar
```

Lab Activity

Task 1: Start an Adobe Experience Manager Author instance

1. Create a folder structure on your file system where you will store, install, and start Adobe Experience Manager. For example:
 - a. Windows: C:/adobe/AEM/author
 - b. MacOS X: /Applications/adobe/AEM/author or *x: /opt/adobe/AEM/author
2. Copy the `aem-quickstart-6.3.0.jar` and `license.properties` files from the Distribution folder to your newly created directory.
3. Rename the `aem-quickstart-6.3.0.jar` file to `aem-author-4502.jar`:
 - a. aem = Application
 - b. author = Web Content Management (WCM) mode it will run in (in this case, Author)
 - c. 4502 = Port it will run in.

Name	Date modified	Type	Size
 aem-author-4502.jar	3/6/2017 11:41 AM	Executable Jar File	525,452 KB
 license.properties	1/12/2017 3:13 PM	PROPERTIES File	1 KB

4. In a Windows or MacOS X environment, double-click the `aem-author-4502.jar` file. Installation will take approximately 5–7 minutes depending on your system's capabilities.

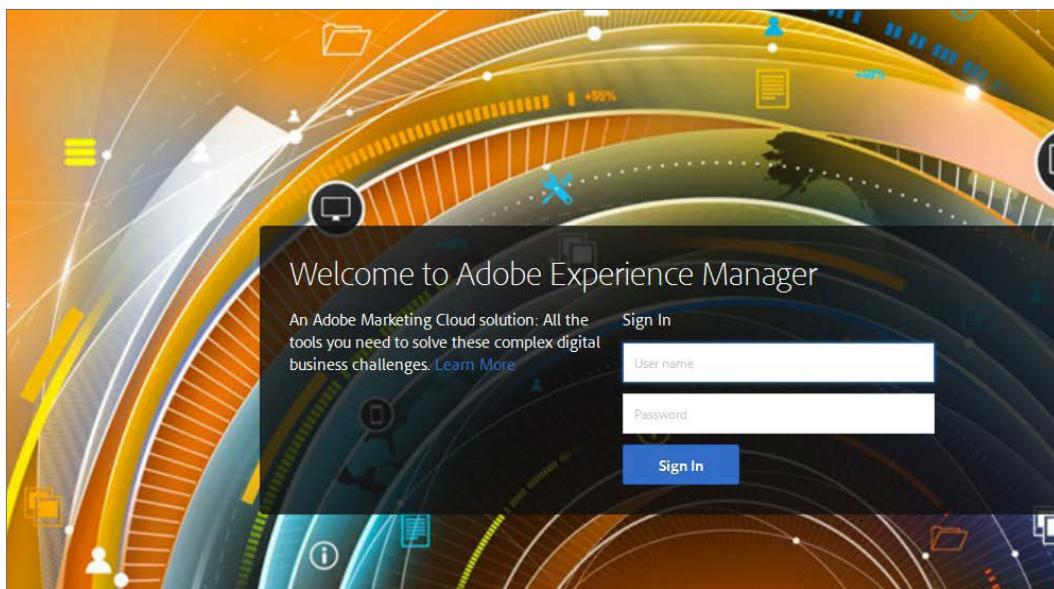


NOTE: If you are attending a VILT class using AWS, steps 1 through 3 were completed for you.

After Adobe Experience Manager Author instance has started successfully, the start-up screen will change to something similar to the following:



In addition, after Adobe Experience Manager starts, your default browser will automatically open to Adobe Experience Manager's start URL (where the port number is the one you defined on installation); for example: <http://localhost:4502>. A Sign In screen will be displayed:



A crx-quickstart directory is also created on your machine, as shown in the screen shot below:

Name	Date modified	Type	Size
crx-quickstart	3/6/2017 1:40 PM	File folder	
aem-author-4502.jar	3/6/2017 11:41 AM	Executable Jar File	525,452 KB
license.properties	1/12/2017 3:13 PM	PROPERTIES FILE	1 KB

Task 2: Start an Adobe Experience Manager Publish instance

1. Create a folder structure on your file system where you will store, install, and start the Adobe Experience Manager. For example:
 - a. Windows: C:/adobe/AEM/publish
 - b. MacOS X: /Applications/adobe/AEM/publish or *x: /opt/adobe/AEM/publish
2. Copy the `aem-quickstart-6.3.0 JAR` and `license.properties` files from USB contents.
3. Rename the `aem-quickstart-6.3.0.jar` file to `aem-author-4503.jar`
 - a. `aem` = Application
 - b. `publish` = WCM mode it will run in (in this case, Publish)
 - c. `4503` = Port it will run in

Name	Date modified	Type	Size
 aem-publish-4503.jar	3/6/2017 11:41 AM	Executable Jar File	525,452 KB
 license.properties	1/12/2017 3:13 PM	PROPERTIES File	1 KB

4. In a Windows or MacOS X environment, double-click the `aem-publish-4503.jar` file. Installation will take approximately 5–7 minutes depending on your system's capabilities.

After Adobe Experience Manager Publish instance has started successfully, the start-up screen will change to something similar to the following:



5. In addition, the Adobe Experience Manager login page opens from your default browser (where the port number is the one you defined on installation); for example, <http://localhost:4503>.

The following screen appears once the Publish instance is up and running:

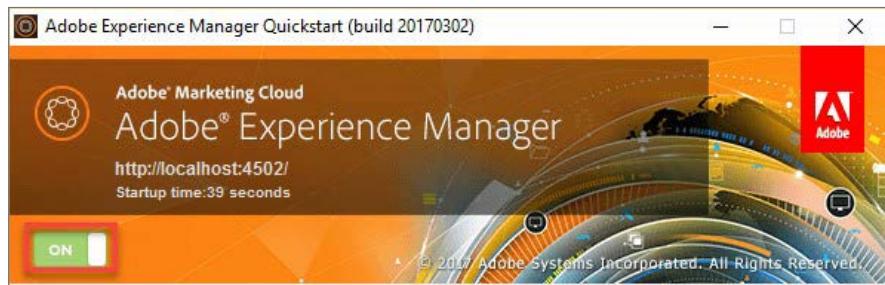


There is no need to sign in. The publish instance loads the We.Retail reference site immediately.

 **NOTE:** We.Retail is a reference implementation that illustrates the recommended way of setting up an online presence with Adobe Experience Manager. While We.Retail illustrates a retail vertical, the way the site is set up can be applied to any vertical. Only the product catalog and cart features are retail-specific.

You have now successfully installed and started Adobe Experience Manager Author and Publish instances on localhost.

To stop an Adobe Experience Manager instance, click the "on / off" toggle button in the GUI window:



To start Adobe Experience Manager in the future, double-click the renamed `aem-quickstart-6.3.0.jar` file; for example, `aem-author-4502.jar`.

Task 3: Start and install Adobe Experience Manager using command line

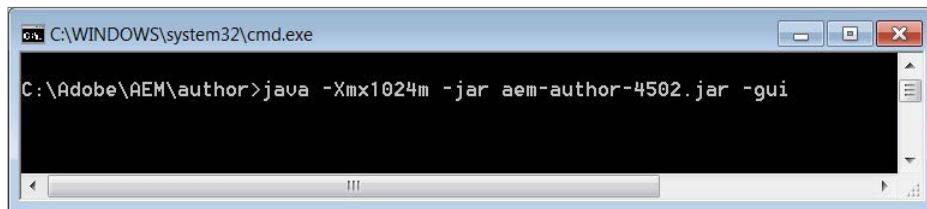
You already have an author instance and a publish instance running. Perform this task only when necessary or as an add-on exercise to try out beyond this class.

This is a powerful method because you can provide additional performance-tuning parameters to the Java Virtual Machine (JVM). On Windows, MacOS X, or *x, you can install or start Adobe Experience Manager from the command line, while increasing the Java heap size, which improves performance.

A typical command line to start AEM by setting the Java heap size will have the following:

```
java -Xmx1024m -jar aem-author-4502.jar -v
```

This example command below starts AEM author runmode with a specific memory allocation to the JVM and the GUI window "on":



1. Stop your author instance by clicking the On button in the GUI window (see screenshot at the top of this page).
2. In your command prompt, navigate to the Adobe\AEM\author directory (or the directory where your author *.jar file is), and use the following command to start Adobe Experience Manager the very first time without installing the We.Retail reference site:

```
java -jar aem-author-p4502.jar -r author, nosamplecontent -gui
```