

HCL Commerce Personalization Demo #1 – SoFy Environment

Some introduction and details go here

Step 1 - Review Current Website Content

1. Open up Emerald Storefront from the SoFy Solution Console link
2. Review the home hero image and recommend products currently displayed
3. Click on any recommended product
4. Add to cart > View full cart
5. Click on Emerald icon in top right of page
6. Notice that the home hero image and product recommendations are unchanged

Step 2 - Create New Home Hero Content

1. Open Management Center from the SoFy Solution Console link
2. Menu > Workspace Management > File > Work on Approved Content
3. Menu > Marketing
4. Verify store showing right side drop down is EmeraldSAS
 - a. If not, select EmeraldSAS from drop-down menu
5. Select Content from left menu list
6. Select HomeHeroContent
 - a. Edit > Copy
 - b. Edit > Paste
7. Modify new content
 - a. Name: HomeHeroContent-Bedroom
 - b. Text:

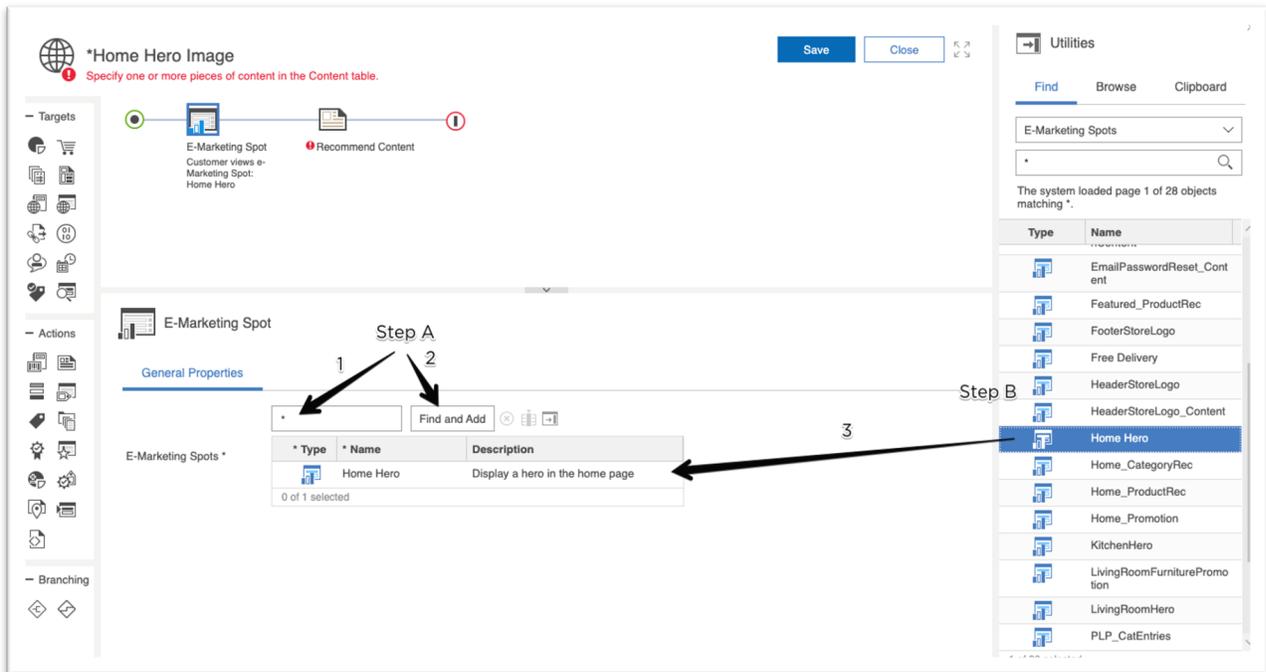
```
<div class="MuiGrid-root MuiGrid-container marketing-content marketing-backgroundImage marketing-heroImage KitchenHeroContent"><div class="MuiGrid-root MuiGrid-item MuiGrid-grid-xs-10 MuiGrid-grid-md-6 MuiGrid-grid-lg-5 marketing-text marketing-text-vertical-center"><h2 class="MuiTypography-root MuiTypography-h2 bottom-margin-1"><b>Explore Your New Bedroom</b></h2><h5 class="MuiTypography-root MuiTypography-h5 bottom-margin-2">Sleep in luxury with all new furniture, lighting, and decor that fit any bedroom style.</h5><a href="/bedroom"><button class="marketing-button primary" tabindex="0" type="text"><span class="MuiButton-label">Shop Bedroom</span><span class="MuiTouchRipple-root"></span></button></a></div></div>
```
 - c. URL: /bedroom
8. Save > Close

Step 3 - Create Home Hero Web Activity

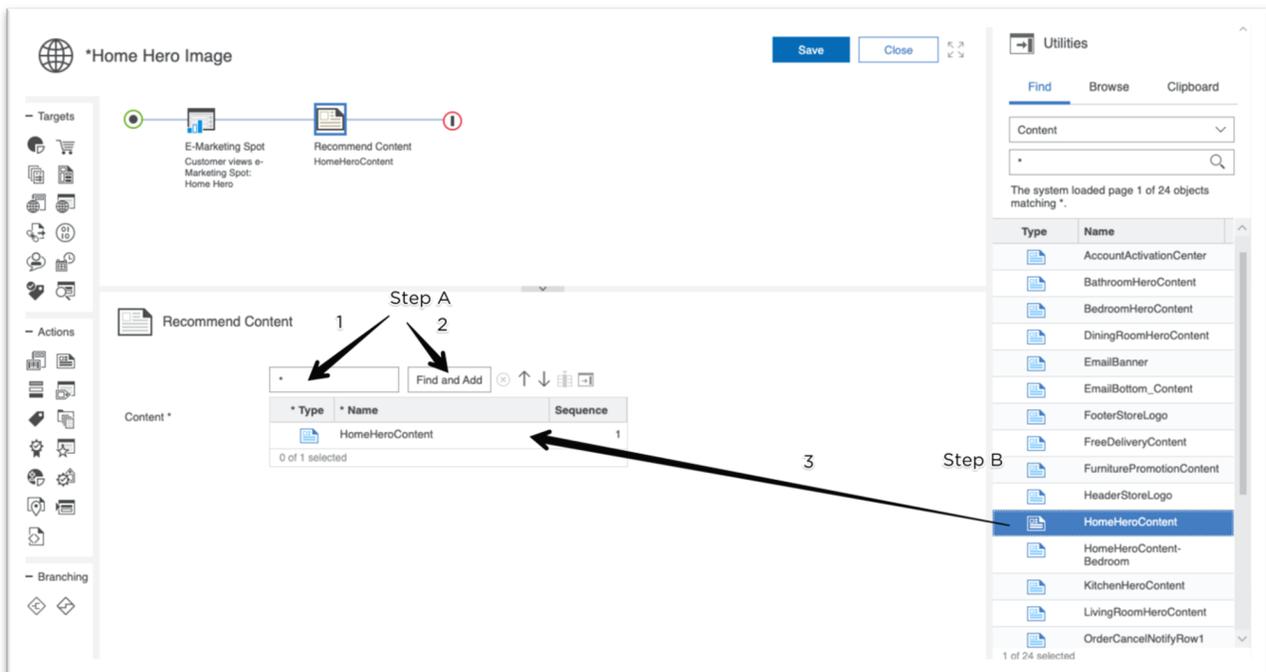
1. Select Activities from left menu list
2. File > New > Web Activity > Content Recommendation > OK
3. Select Starting Point on workspace
 - a. Name: Home Hero Image

The screenshot shows the configuration interface for a web activity named "Home Hero Image". At the top, there is a title bar with a globe icon, the text "*Home Hero Image", and buttons for "Save" and "Close". Below the title bar, a red warning message states: "Specify one or more e-Marketing Spots in the E-Marketing Spots table." The main workspace is divided into two sections: "Targets" and "Actions". The "Targets" section shows a flow diagram with three steps: "E-Marketing Spot", "Recommend Content", and a final step with a red warning icon. The "Actions" section is currently selected, showing the "Web Activity" configuration. The configuration is split into two tabs: "General Properties" (active) and "References". Under "General Properties", the following fields are visible: "Name" (set to "Home Hero Image"), "Description" (set to "Recommend content to a customer that satisfies the chosen target conditions."), "Priority" (set to "0"), "Start date" (set to "YYYY/MM/DD" with a calendar icon and a time zone dropdown set to "GMT (Unknown City)"), "End date" (set to "YYYY/MM/DD" with a calendar icon and a time zone dropdown set to "GMT (Unknown City)"), and "Repeatable" (checked).

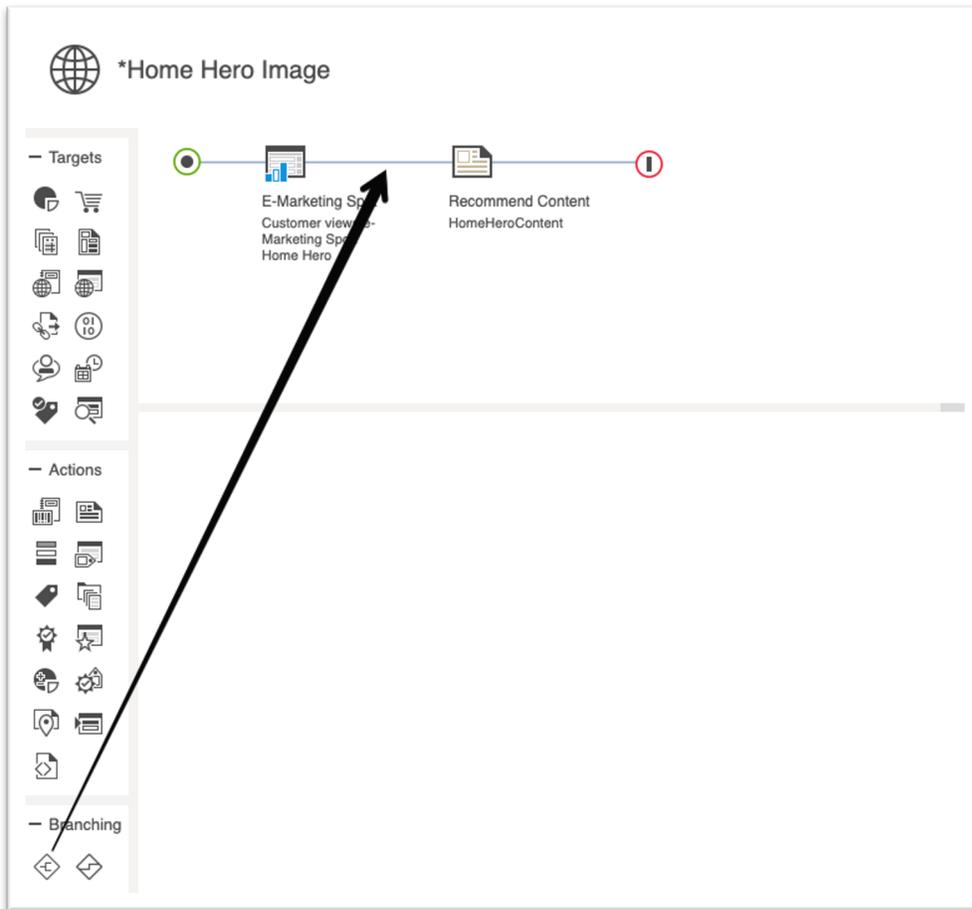
4. Select E-Marketing Spot on workspace
 - a. Enter “*” in search box and click ‘Find and Add’
 - b. From list on right, drag over “Home Hero” to the selection area



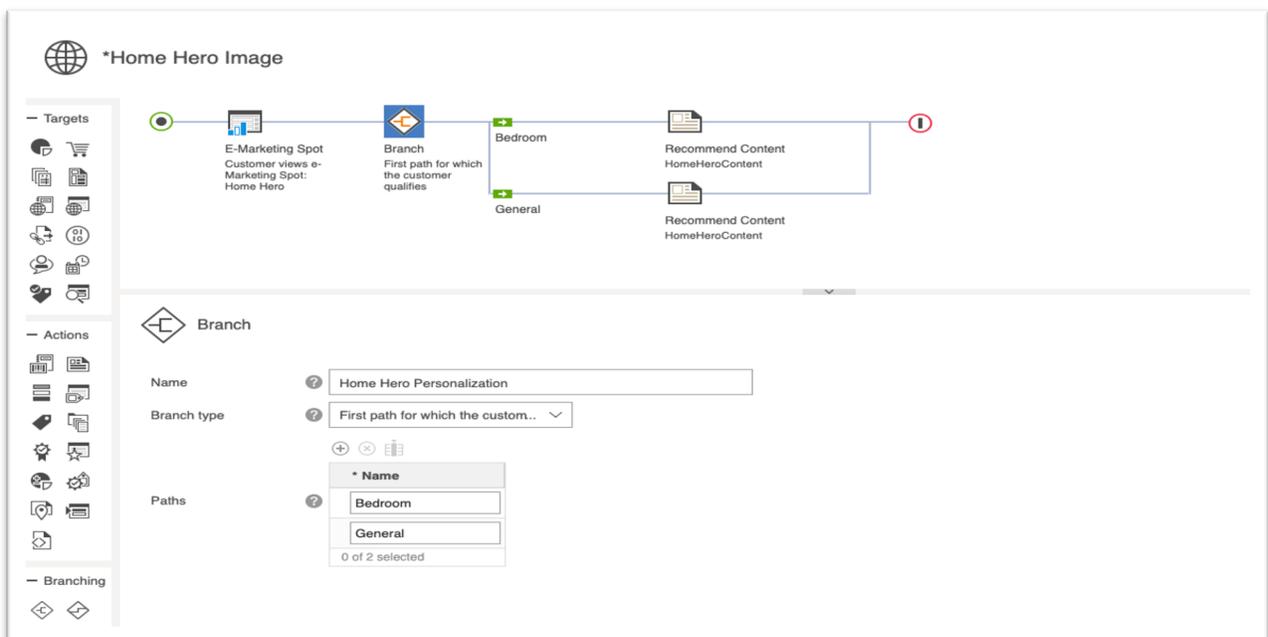
5. Select Recommended Content on workspace
 - a. Enter “*” in search box and click ‘Find and Add’
 - b. From list on right, drag over “HomeHeroContent” to the selection area



6. Drag Branch icon from tool panel to area between E-Marketing Spot and Recommended Content



7. Select Branch on workspace
 - a. Name: Home Hero Personalization
 - b. Paths: Bedroom, General



8. Select Recommend Content from Bedroom Branch on workspace
 - a. Click on HomeHeroContent listed in the Content box and click the “X” next to the ‘Find and Add’ button to remove it
 - b. Enter “*” in search box and click ‘Find and Add’
 - c. From list on right, drag over “HomeHeroContent” to the selection area

The screenshot shows the Home Hero Image workspace. The flowchart includes an E-Marketing Spot, a Branch, and two Recommend Content nodes. A search box contains an asterisk (*). Below the search box is a table with the following content:

Type	Name	Sequence
Content	HomeHeroContent-Bedroom	1

The utility panel on the right shows a list of content items, with 'HomeHeroContent-Bedroom' selected. The search results show '0 of 1 selected'.

9. Drag Cart icon from tool panel to the Bedroom branch right before the Recommended Content icon

The screenshot shows the Home Hero Image workspace. The flowchart includes an E-Marketing Spot, a Branch, and two Recommend Content nodes. A black arrow points from the Cart icon in the tool panel to the Bedroom branch. The search box contains an asterisk (*). Below the search box is a table with the following content:

Type	Name	Sequence
Content	HomeHeroContent-Bedroom	1

The search results show '0 of 1 selected'.

10. Select Cart from Bedroom Branch on workspace
 - a. Shopping Cart Contents: Catalog Entries from Specific Categories
 - b. Target Customers: Who have catalog entries from any of the following categories and satisfy the following conditions
 - c. Categories
 - i. Enter "*" in search box and click 'Find and Add'
 - ii. From list on right, drag over "Beds" and "Dressers" to the selection area
 - d. Save
 - e. Edit > Activate
 - f. Close

The screenshot displays a software interface for configuring a shopping cart. The main window is titled '*Home Hero Image' and contains a flowchart at the top. The flowchart starts with an 'E-Marketing Spot' (Customer views e-Marketing Spot: Home Hero), leading to a 'Branch' (First path for which the customer qualifies), which then branches into 'Bedroom' and 'General'. Both 'Bedroom' and 'General' lead to a 'Shopping Cart' (Contains at least 1 catalog entries from any of these categories: Beds, Dressers), which then leads to 'Recommend Content' (HomeHeroContent-Bedroom) and 'Recommend Content' (HomeHeroContent-General).

The 'Shopping Cart' configuration panel is visible below the flowchart. It has the following sections:

- Shopping cart contents:** A dropdown menu set to 'Catalog entries from specific ci...'.
- Target customers:** Three radio button options:
 - Who have catalog entries from any of the following categories and satisfy the following conditions
 - Who have catalog entries from all of the following categories and satisfy the following conditions
 - Who do not have catalog entries from any of the following categories or who do not satisfy the following conditions
- Categories:** A search box containing '*', a 'Find and Add' button, and a table showing selected categories:

* Type	* Code	* Name
Bedroom	Beds	Beds
Bedroom	Dressers	Dressers

 Below the table, it says '0 of 2 selected'.
- Number of catalog entries:** A dropdown menu set to 'At least the following number' and a text input field containing '1'.

The 'Utilities' panel on the right side of the interface shows a list of categories. The search box contains '*'. Below the search box, it says 'The system loaded page 1 of 18 objects matching *'. The list of categories includes: Decoration, DiningRoom, DiningTables, DiningChairs, Buffets, Bath, BathLighting, Fixtures, Accessories, Bedroom, Beds, Dressers, Kitchen, Cabinets, and Countertops. The 'Beds' and 'Dressers' categories are highlighted in blue. A black arrow points from the 'Beds' and 'Dressers' in the Utilities panel to the 'Categories' table in the Shopping Cart panel.

Step 5 - Modify Home Hero Web Activity

1. Select Activities from left menu list
2. Select "Home Recommended products"
3. Edit > Deactivate
4. Double click on "Home recommended products" to open activity
5. Drag Branch icon from tool panel to area between E-Marketing Spot and Recommended Catalog Entry

Home recommended products

Targets

- E-Marketing Spot
Customer view
Marketing Spot
Home_ProductRec
- Recommend Catalog Entry
Stonehenge UltraCozy Single Sofa, Casual Sofa, Style Home Modern Plain Single Large Sofa, Soft Plush Sofa, Plump Leather Sofa, Nordic Loveseat, Abstract Wooden Coffee Table, Art Chair

Web Activity

General Properties | Related Activities | References

Name * Home recommended products

Description Recommend a product to a customer that satisfies the chosen target conditions.

Priority 1

Start date 2007/10/01 04:00 PM GMT (Unknown City)

End date 2999/12/31 11:59 PM GMT (Unknown City)

Repeatable

6. Select Branch on workspace
 - a. Name: Home Hero Personalization
 - b. Paths: Bedroom, General

***Home recommended products**

Targets

- E-Marketing Spot
Customer views e-Marketing Spot:
Home_ProductRec
- Branch
First path for which the customer qualifies
- Bedroom
- General
- Recommend Catalog Entry
Stonehenge UltraCozy Single Sofa, Casual Sofa, Style Home Modern Plain Single Large Sofa, Soft Plush Sofa, Plump Leather Sofa, Nordic Loveseat, Abstract Wooden Coffee Table, Ant Chair
- Recommend Catalog Entry
Stonehenge UltraCozy Single Sofa, Casual Sofa, Style Home Modern Plain Single Large Sofa, Soft Plush Sofa, Plump Leather Sofa, Nordic Loveseat, Abstract Wooden Coffee Table, Ant Chair

Actions

Branch

Name: Recommended Products Personalization

Branch type: First path for which the custom..

Paths

Bedroom

General

1 of 2 selected

7. Drag Cart icon from tool panel to the Bedroom branch right before the Recommended Catalog Entry icon

The screenshot shows a configuration interface for a recommendation system. At the top, it is titled '*Home recommended products'. The main workspace contains a flow diagram with several components: an 'E-Marketing Spot' (Customer views e-Marketing Spot: Home_ProductRec), a 'Branch' (First path for which the customer qualifies), and two 'Recommend Catalog Entry' nodes. The 'Branch' node has two paths: 'Bedroom' and 'General'. A large black arrow points from the 'E-Marketing Spot' to the 'Bedroom' path. A red circle with an exclamation mark is on the right side of the flow.

On the left, there are three tool panels: 'Targets', 'Actions', and 'Branching'. The 'Branching' panel shows a 'Branch' icon. Below the flow diagram, a configuration panel for the 'Branch' is visible, with the following fields:

- Name:** Recommended Products Personalization
- Branch type:** First path for which the custom...
- Paths:** A list containing 'Bedroom' and 'General', with 'General' selected. Below the list, it says '1 of 2 selected'.

8. Select Cart from Bedroom Branch on workspace
 - a. Shopping Cart Contents: Catalog Entries from Specific Categories
 - b. Target Customers: Who have catalog entries from any of the following categories and satisfy the following conditions
 - c. Categories
 - i. Enter "*" in search box and click 'Find and Add'
 - ii. From list on right, drag over "Beds" and "Dressers" to the selection area

The screenshot displays a workspace titled "*Home recommended products" with a "Save" and "Close" button. The workspace contains a flowchart with nodes: "E-Marketing Spot", "Branch", "Bedroom", "Shopping Cart", "Recommend Catalog Entry", and "General". The "Shopping Cart" node is expanded to show configuration options:

- Shopping cart contents:** Catalog entries from specific categories
- Target customers:**
 - Who have catalog entries from any of the following categories and satisfy the following conditions
 - Who have catalog entries from all of the following categories and satisfy the following conditions
 - Who do not have catalog entries from any of the following categories or who do not satisfy the following conditions
- Categories:**

Type	Code	Name
Beds	Beds	Beds
Dressers	Dressers	Dressers

0 of 2 selected
- Number of catalog entries:** At least the following number

On the right, the "Utilities" panel shows a search box with "*" and a list of categories. The "Beds" and "Dressers" categories are selected, and an arrow points from them to the "Categories" field in the configuration.

9. Select Recommend Catalog Entry from Bedroom Branch on workspace
 - a. Select all entries listed in the catalog entries box
 - b. Click the “X” next to the ‘Find and Add’ button to remove it

The screenshot shows a workspace configuration tool with the following components:

- Header:** A globe icon, the text "*Home recommended products", and "Save" and "Close" buttons.
- Targets:** A flowchart with nodes:
 - E-Marketing Spot (Customer views e-Marketing Spot: Home_ProductRec)
 - Branch (First path for which the customer qualifies)
 - Bedroom
 - Shopping Cart (Contains at least 1 catalog entries from any of these categories: Beds, Dressers)
 - Recommend Catalog Entry (Stonehenge UltraCozy Single Sofa, Casual Sofa, Style Home Modern Plain Single Large Sofa, Soft Plush Sofa, Plump Leather Sofa, Nordic Loveseat, Abstract Wooden Coffee Table, Ant Chair)
 - General
 - Recommend Catalog Entry (Stonehenge UltraCozy Single Sofa, Casual Sofa, Style Home Modern Plain Single Large Sofa, Soft Plush Sofa, Plump Leather Sofa, Nordic Loveseat, Abstract Wooden Coffee Table, Ant Chair)
- Actions:**
 - Recommend Catalog Entry:**
 - Recommendation method:
 - Specify a list of catalog entries
 - Create one or more search conditions that recommends catalog entries
 - Find and Add button with an "X" icon.
 - Table of catalog entries:

* Type	* Code	Name	Sequence
	LR-FNTR-0004	Stonehenge UltraCozy Single Sofa	1
	LR-FNTR-CO-0006	Casual Sofa	1
	LR-FNTR-CO-0001	Style Home Modern Plain Single Large Sofa	2
	LR-FNTR-CO-0007	Soft Plush Sofa	2
	LR-FNTR-	Plump Leather Sofa	3
 - Catalog entries *:** A section with branching icons.

Annotations:

- Step 2:** An arrow points to the "X" icon on the "Find and Add" button.
- Step 1 (Select All):** An arrow points to the first row of the catalog entries table.

10. Add Bedroom products

- a. Within the search box, enter and add the following products
 - i. BD-BEDS-0001
 - ii. BD-BEDS-0004
 - iii. BD-DRSS-0003
 - iv. BD-DRSS-0002
 - v. BD-BEDS-0003
- b. Save
- c. Edit > Activate
- d. Close

The screenshot displays a website personalization tool interface. At the top, it shows a flowchart titled "*Home recommended products" with nodes for E-Marketing Spot, Branch, Bedroom, Shopping Cart, and Recommend Catalog Entry. Below the flowchart, there is a search box labeled "Enter Product Partnumber" with "BD-BEDS-0001" entered. A table below the search box lists catalog entries with columns for Type, Code, Name, and Sequence.

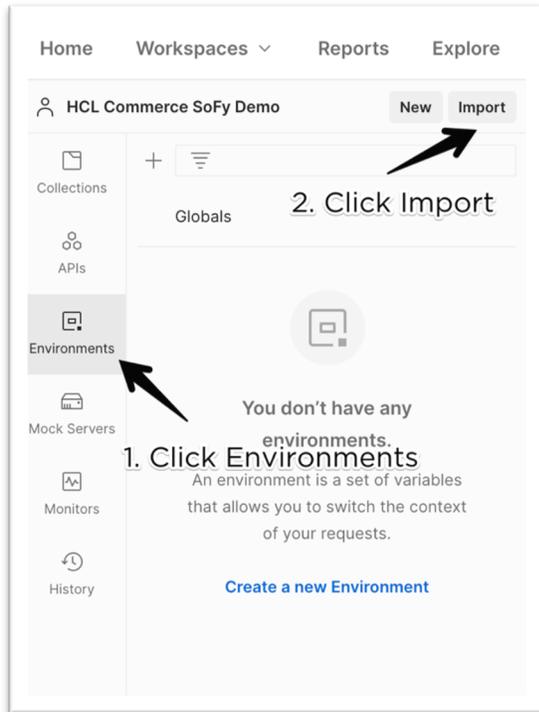
* Type	* Code	Name	Sequence
	BD-BEDS-0001	Twin Bunk Bed	1
	BD-BEDS-0004	Sleepy Head Low Key Double Bed	2
	BD-DRSS-0003	Style Home Intree Chest of Drawers	3
	BD-DRSS-0002	Stonehenge Closet Chest of Drawers	4
	BD-BEDS-0003	Sleepy Head Storytime Double Bed	5

Step 6 - Review Website Personalization

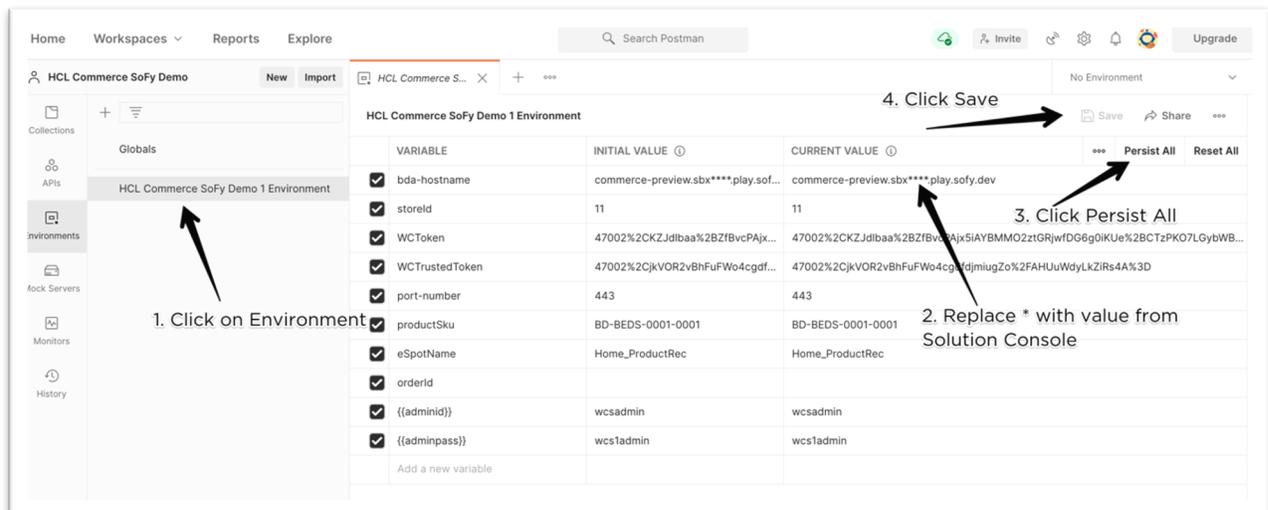
1. Open up Emerald Storefront from the browser tab or from the SoFy Solution Console link
2. Review the current home hero image and recommended products
3. Go to Bedroom > Dressers
4. Select any item
5. Add to cart > View full cart
6. Return to Home Page and review changes to the Home Hero and Recommended Products

Step 7 – Demonstrate API Capabilities

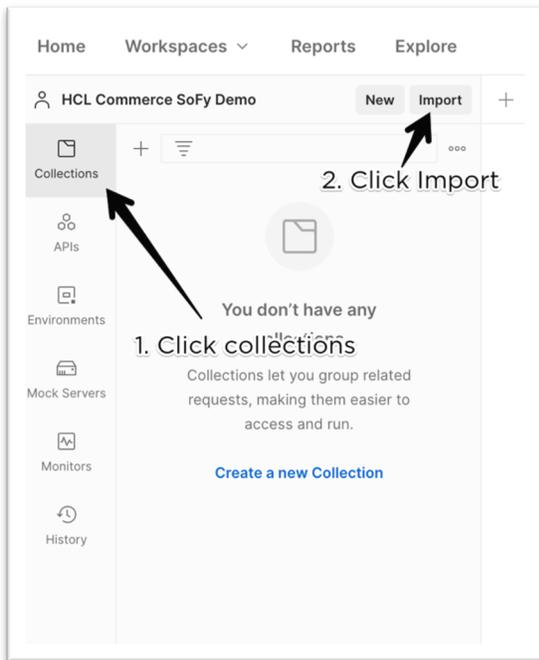
1. Open Postman
2. Import Environment JSON into the workspace
 - a. Select Environments > Import
 - b. Click “Upload Files” and select the “HCL Commerce SoFy Demo 1 - Environment.json” or drag file into the window
 - c. Click Import



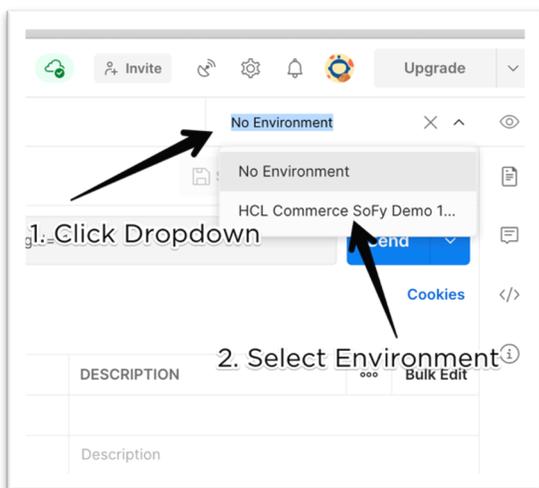
3. Update “bda-hostname” variable
 - a. Click on “HCL Commerce SoFy Demo 1 Environment”
 - b. Update the current value of “bda-hostname” by replacing the * values with the number shown on your SoFy Solutions Console
 - c. Click Persist All
 - d. Click Save



4. Import API Collection into the workspace
 - a. Select Collections > Import
 - b. Click “Upload Files” and select the “HCL Commerce SoFy Demo 1 - API Collection.json” or drag file into the window
 - c. Click Import



5. Run API Collection
 - a. From the collections area, click “HCL Commerce SoFy Demo 1 - Personalized Shopping Experience” to expand APIs
 - b. On the right side, click on “No Environment” and select “HCL Commerce Sofy Demo 1 Environment” from the dropdown menu



- c. Select “Begin Guest Shopper Session” API > Click “Send” > Verify results
 - i. Call will return data to confirm a session has been established

1. Select API

2. Click Send

3. Verify Results

Body

```

1 {
2   "personalizationID": "161548575654-6",
3   "resourceName": "guestidentity",
4   "WCToken":
5     "7%2CnePp4sp0970%2FtrvvhCQeE02NCPrq%2F00M63Ry0BJkM1wBeV2L0jkgdL0AD1Yxq56GtPnhNAXEJhAVPP5Nz6VaV98U28ZIE8%2Fn2acZ00dGFRZsv
6     DD3DozoZ4uy28%2F0fjb2U1rMDafRN2Rg5SeN86atffmMmslpqmj%2Bw5hpKdwQys%2F88NM%2Bt3Y0VvU5UHx17JEvAtc07nhnoyV72mL7Tw50tBx2bH80yG
7     6YvtIiCfI07Ca93pedjBqL0Kp3A0V1gFP",
8   "userId": "7",
9   "WCTrustedToken": "7%2CP9s6s1kyX4h6zSLJLcIEqe5Z0a%2F1L6Jh%2BfghD4v10%3D"
10 }
  
```

- d. Select “GET Default E-marketing Spot Data” API > Click “Send” > Verify results
 - i. Call will return a listing of the default recommend products shown on the home page

1. Select API

2. Click Send

3. Verify Results

Body

```

1 {
2   "MarketingSpotData": [
3     {
4       "nextTimeLimit": "-1",
5       "marketingSpotIdentifier": "13014",
6       "behavior": "1",
7       "eSpotName": "Home_ProductRec",
8       "baseMarketingSpotActivityData": [
9         {
10          "baseMarketingSpotActivityName": "Stonehenge UltraCozy Single Sofa",
11          "productId": "14033",
12          "description": [
13            {
14              "longDescription": "The sofa has a short back rest but a long width to get lazy while sitting lazy.
              With a matte fabric finish and a soft center, this is the perfect sofa to indulge someone to get
              lazy and stay back."
            }
          ]
        }
      ]
    }
  ]
}
  
```

- e. Select “Add Qualifying Item to Cart” API > Click “Send” > Verify results
 - i. Call will return data confirming that an item has been added to the cart

1. Select API

2. Click Send

3. Verify Results

Query Params

KEY	VALUE	DESCRIPTION
<input checked="" type="checkbox"/> langId	-1	
Key	Value	Description

```

1 {
2   "orderId": "7112376",
3   "orderItem": [
4     {
5       "orderItemId": "10014"
6     }
7   ],
8   "resourceName": "cart"
9 }
  
```

Status: 201 Created Time: 713 ms Size: 348 B Save Response

- f. Select “GET Personalized E-marketing Spot Data” API > Click “Send” > Verify results
 - i. Call will return a listing of the personalized recommend products shown on the home page when an item from a bedroom subcategory is in the cart

1. Select API

2. Click Send

3. Verify Results

Query Params

KEY	VALUE	DESCRIPTION
Key	Value	Description

```

1 {
2   "MarketingSpotData": [
3     {
4       "nextTimeLimit": "-1",
5       "marketingSpotIdentifier": "13014",
6       "behavior": "1",
7       "eSpotName": "Home_ProductRec",
8       "baseMarketingSpotActivityData": [
9         {
10          "baseMarketingSpotActivityName": "Twin Bunk Bed",
11          "productId": "14266",
12          "description": [
13            {
14              "longDescription": "Place this durable wooden bunk bed into your children's bedroom to provide plenty of space-saving sleeping area. Included are safety features such as rails and guides to ensure that your children get a good, safe night's sleep. Fits standard twin mattresses, not
  
```

Status: 200 OK Time: 257 ms Size: 6.65 KB Save Response