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
- 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
- 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</p> marketing-backgroundImage marketing-heroImage KitchenHeroContent"><div</pre> class="MuiGridroot MuiGrid-item MuiGrid-grid-xs-10 MuiGrid-gridmd-6 MuiGridgrid-lg-5 marketing-text marketing-text-verticalcenter"><h2 class="MuiTypography-root MuiTypography-h2 bottommargin-1">Explore Your New Bedroom</h2><h5 class="MuiTypographyroot 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
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class="marketing-button primary" tabindex="0" type="text"><span</pre>

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class="MuiButtonlabel">Shop Bedroom</span><span</pre>
```

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class="MuiTouchRippleroot"></span></button></a></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

	Home Hero Image	Save Close Close Close	
- Targets	0		
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- Actions	Web Activity		
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🖌 🕒	Name *	Home Hero Image	
ĝ 💭		Recommend content to a customer that satisfies the chosen target conditions.	
e, 🕸	Description		
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- 4. Select E-Marketing Spot on workspacea. Enter "*" in search box and click 'Find and Add"
 - b. From list on right, drag over "Home Hero" to the selection area

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	Marketing Spot: Home Hero						The system matching *.	n loaded page 1 of 28 objects
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è La	5 M	* Type	* Name	Description	3		F	Home Hero
	E-Marketing Spots *		Home Hero	Display a hero in the home page	+			Home_CategoryRec
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								Home_Promotion
\odot								KitchenHero
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� �								LivingRoomHero
								PLP_CatEntries

- 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

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- Targets	•	÷	
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	Customer views e- Marketing Spot: Home Hero	Hirst path for which the customer qualifies	
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- 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-Bedroom" to the selection area



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

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- Targets	E-Marketing Spot Customer views e- Marketing Spot: Home Hero	Branch First pa the cus qualifie	Bedroom the for which tomer s General	Recommend Content HomeHeroContent- Bedroom	
- Actions	Recommend Cor	ntent	Find and Add	↑↓ ∰ →	
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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

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- Targets		Categories	· · ·
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	Home Hero qualifies any of these categories. Beds, Dressers	The system matching *.	loaded page 1 of 18 objects
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- Actions			DiningChairs
	Shopping cart contents Catalog entries from specific cu.		Buffets
	Who have catalog entries from any of the following categories and satisfy the following conditions		Bath
₽ 🖷	Target customers O O Who have catalog entries from all of the following categories and satisfy the following conditions		BathLighting
알 문	O Who do not have catalog entries from any of the following categories or who do not satisfy the following conditions	—	Fixtures
🗣 ở	• Find and Add 🗸 🛞 🏢 🕂		Accessories
) 1	* Type * Code * Name		Bedroom
8	Categories * 😹 Beds Beds		Beds
<u> </u>	E Dressers Dressers		Dressers
- Branching	0 of 2 selected		Kitchen
� �	Number of catalog At least the following number V		Cabinets
	Number* 1		Countertops
		2 of 18 selecte	d

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

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- Targets	0		
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	rionio_rio		Large Sofa, Soft Plush Sofa, Plump Leather Sofa, Nordic
			Loveseal, Abstract Wooden Coffee Table, Ant Chair
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- Actions	Web Activity	y	
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Select Branch on workspace

- a. Name: Home Hero Personalization
- b. Paths: Bedroom, General

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- Targets	E-Marketi Customer Marketing Home_Pro	ng Spot views e- Spot: ductRec	Branch First path for which the customer qualifies	Bedroom General	Recommend Ci Stonehenge Ultr Sofa, Casual Sof Home Modern PI Large Sofa, Soft Plump Leather S Loveseat, Abstra Coffee Table, And Recommend Ci Stonehenge Ultr Sofa, Casual Sof	atalog Entry aCozy Single fa, Style lain Single Plush Sofa, ofa, Nordic ct Wooden t Chair atalog Entry aCozy Single fa, Style	
- Actions					Large Sofa, Soft Plump Leather S Loveseat, Abstra	Plush Sofa, ofa, Nordic .ct Wooden	
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Drag Cart icon from tool panel to the Bedroom branch right before the Recommended Catalog Entry icon

- Targets	•		¢			
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	Branch				Coffaa Tahla Ant Chair 🗸 🗸	
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5 0 5	Branch type	⑦ Fi	rst path for which the c ⊗ E∭∃	custom V		
- Branching	Paths	?	* Name Bedroom General of 2 selected			

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

7.



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

() *⊢	lome recommended p	roducts				Save	Close
- Targets	E-Marketing Spot Customer views e- Marketing Spot: Home_ProductRec	Bra Firs the qua	unch t path for which customer liffies	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, Plurp Leather Sofa, Nordic Loveseat, Abstract Wooden Coffee Table, Ant Chair	
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- Actions	Recommend Cata	alog Entry				Step 2	
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		Ś	LR-FNTR- 0004	Stonehenge UltraCozy Single Sofa	←1	Step 1 (Se	lect All)
$\overline{\Sigma}$		Ś	LR-FNTR- CO-0006	Casual Sofa	1		
- Branching	Catalog entries *	Ś	LR-FNTR- CO-0001	Style Home Modern Pla Single Large Sofa	in 2		
\vee \vee		Ś	LR-FNTR- CO-0007	Soft Plush Sofa	2		
		- \$	LR-FNTR-	Plump Leather Sofa	3	I	

Add Bedroom products

- b. 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
- c. Save
- d. Edit > Activate
- e. Close



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- Targets	•		+	<u>,</u>		
₲ ोॣ	E-Marketing Spot	Branch	Bedroom	Shopping Cart	Recommend Catalog Entry	
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	Home_, Houden loo	quantos		categories: Beds, Dressers	Drawers, Stonehenge Closet Chest of Drawers, Sleepy	
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\$		BD-DRSS- 0002	Stonehenge Closet Chest of Drawers	4		
		1 of 5 selected	Cloopy Hood Ctopytime	E ~		

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

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- 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

	HCL Comm	nerce SoFy Demo 1 - Personalized Shopping Expe	rience / Begin Guest Shopper Session	🖺 Save 🗸 👓 🥖 🚍
POST Begin Guest Shopper Session	POST	https://{{bda-hostname}}:{{port-number}	}/wcs/resources/store/{{storeId}}/guestidentity?langId=-	1 Send V
GET GET Brault E-Marketing Spot POST Add Gralifying Item To Cart	Params	Authorization Headers (9) Body Pre-	request Script Tests Settings	Cookies
GET GET Personalized E-Marketing	Query Para	ims	VALUE	
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- 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

+ = 000	HCL Commerce SoFy Demo 1 - Personalized Shopping Experie	ence / GET Default E-Marketing Spot Data	🖺 Save 🗸 👓 🖉 🗐		
 HCL Commerce SoFy Demo 1 - Person POST Begin Guest Shopper Session 	GET v https://{(bda-hostname));((port-number))/wcs/resources/store/11/espot/Home_ProductRec/type/MARKETING Send v				
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POST Add Qualify Nitem To Cart	Query Params				
1. Select API	KEY	VALUE	DESCRIPTION ···· Bulk Edit		
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	1 3 4 4 5 5 6 7 7 7 8 7 8 7 9 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	<pre>14", : [ityName": "Stonehenge UltraCozy Single Sofa" n": "The sofa has a short back rest but a lo e fabric finish and a soft center, this is t ay back.",</pre>	ng width to get lazy while sitting lazy. The perfect sofa to indulge someone to get		

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

+ = 000	HCL Commerce SoFy Demo 1 - Personalized Shopping Experience / Add Qualifying Item To Cart				
 HCL Commerce SoFy Demo 1 - Person POST Begin Guest Shopper Session 	POST	ber}}/wcs/resources/store/{{storeId}}/cart?langId=-1	Send 🗸		
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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

