

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="MuiGridroot MuiGrid-item MuiGrid-grid-xs-10 MuiGrid-grid-md-6 MuiGridgrid-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="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 class="marketing-button primary" tabindex="0" type="text"><span class="MuiButtonlabel">Shop Bedroom</span><span class="MuiTouchRippleroot"></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

***Home Hero Image** Save Close

Specify one or more e-Marketing Spots in the E-Marketing Spots table.

Targets

- E-Marketing Spot
- Recommend Content

Actions

- Web Activity**

General Properties **References**

Name *

Description

Priority

Start date GMT (Unknown City)

End date GMT (Unknown City)

Repeatable

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

***Home Hero Image** Save Close

Specify one or more pieces of content in the Content table.

Targets

- E-Marketing Spot
- Recommend Content

Utilities

Find Browse Clipboard

E-Marketing Spots

The system loaded page 1 of 28 objects matching *.

Type	Name
	EmailPasswordReset_Content
	Featured_ProductRec
	FooterStoreLogo
	Free Delivery
	HeaderStoreLogo
	HeaderStoreLogo_Content
	Home Hero
	Home_CategoryRec
	Home_ProductRec
	Home_Promotion
	KitchenHero
	LivingRoomFurniturePromotion
	LivingRoomHero
	PLP_CatEntries

E-Marketing Spot

General Properties

E-Marketing Spots *

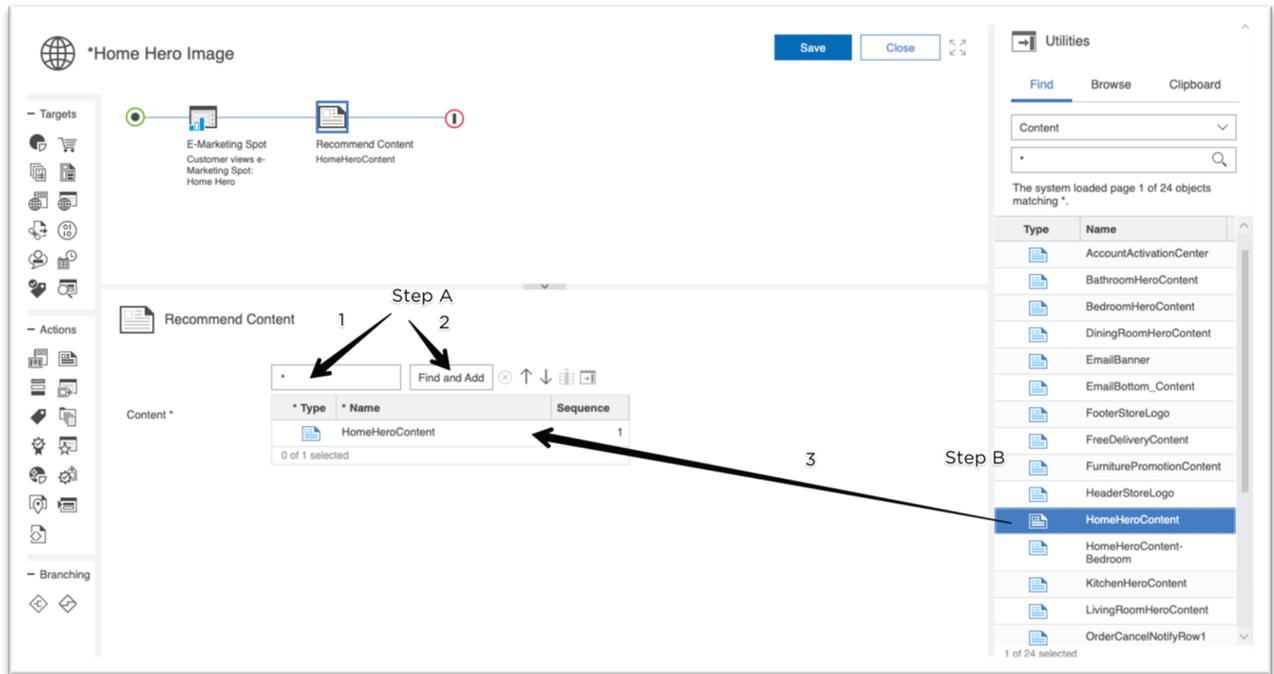
Type	Name	Description
	Home Hero	Display a hero in the home page

0 of 1 selected

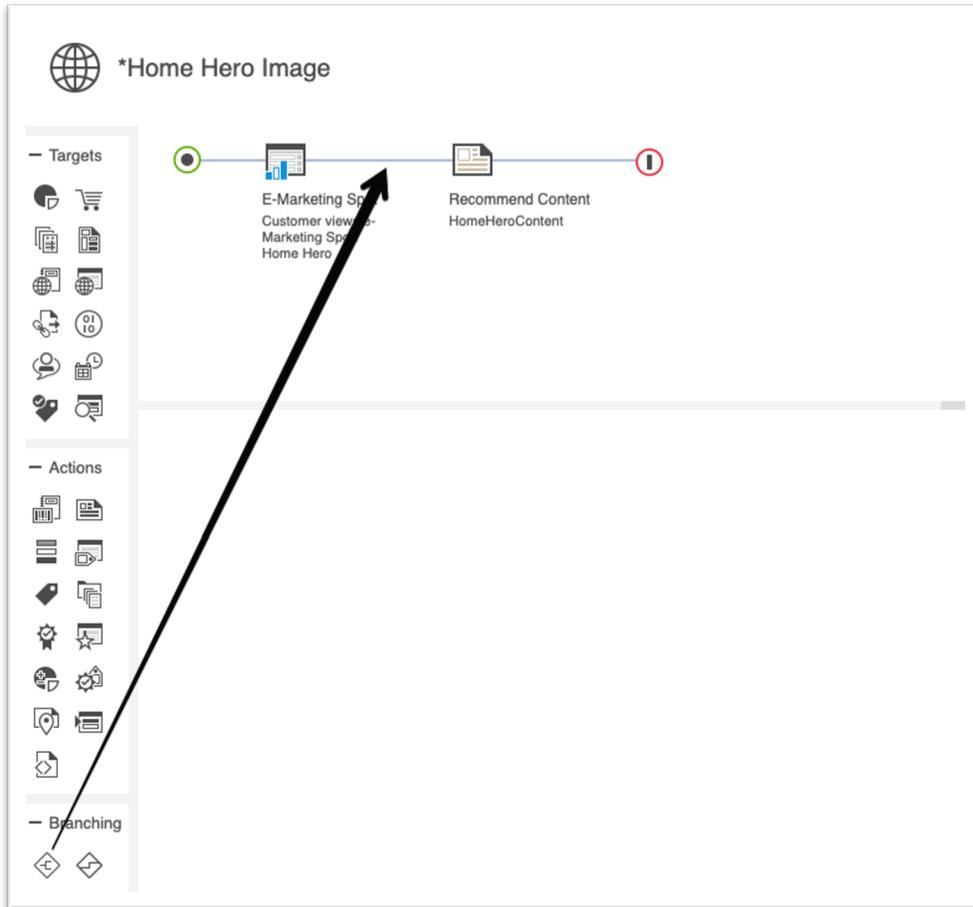
Step A: 1. Click '+' button, 2. Click 'Find and Add' button

Step B: 3. Drag 'Home Hero' from Utilities to the selection area

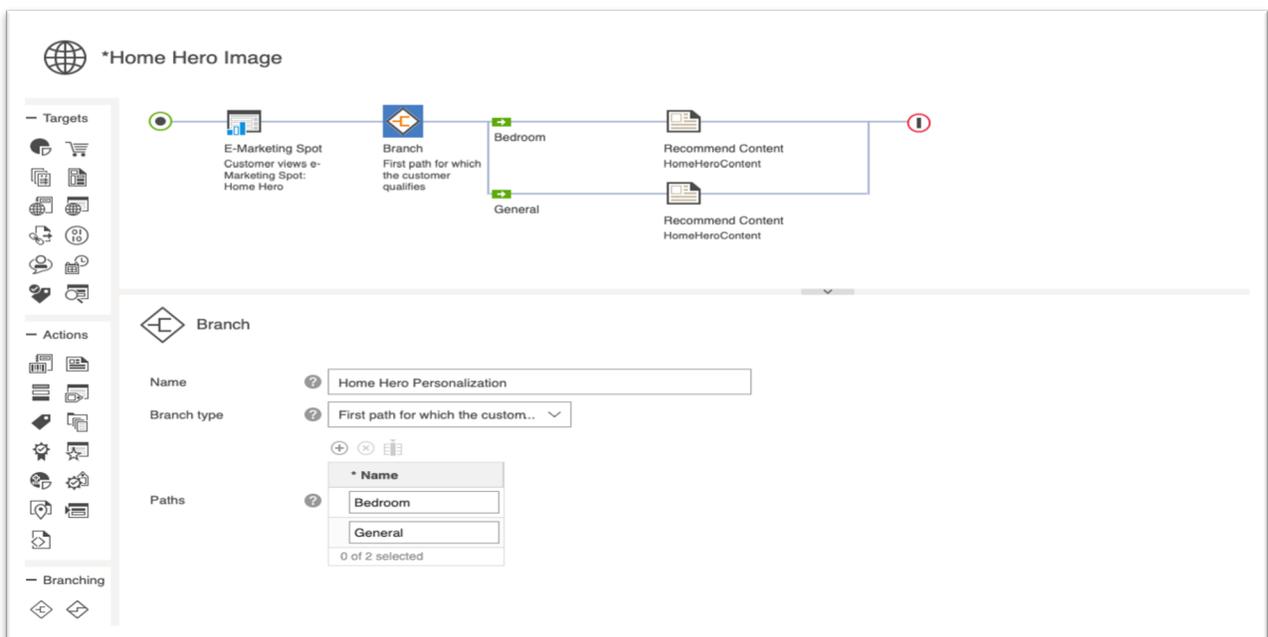
5. Select Recommended Content on workspace
 - a. Enter "*" in search box and click 'Find and Add'
 - b. From list on right, drag over "HomeHeroContent" to the selection area



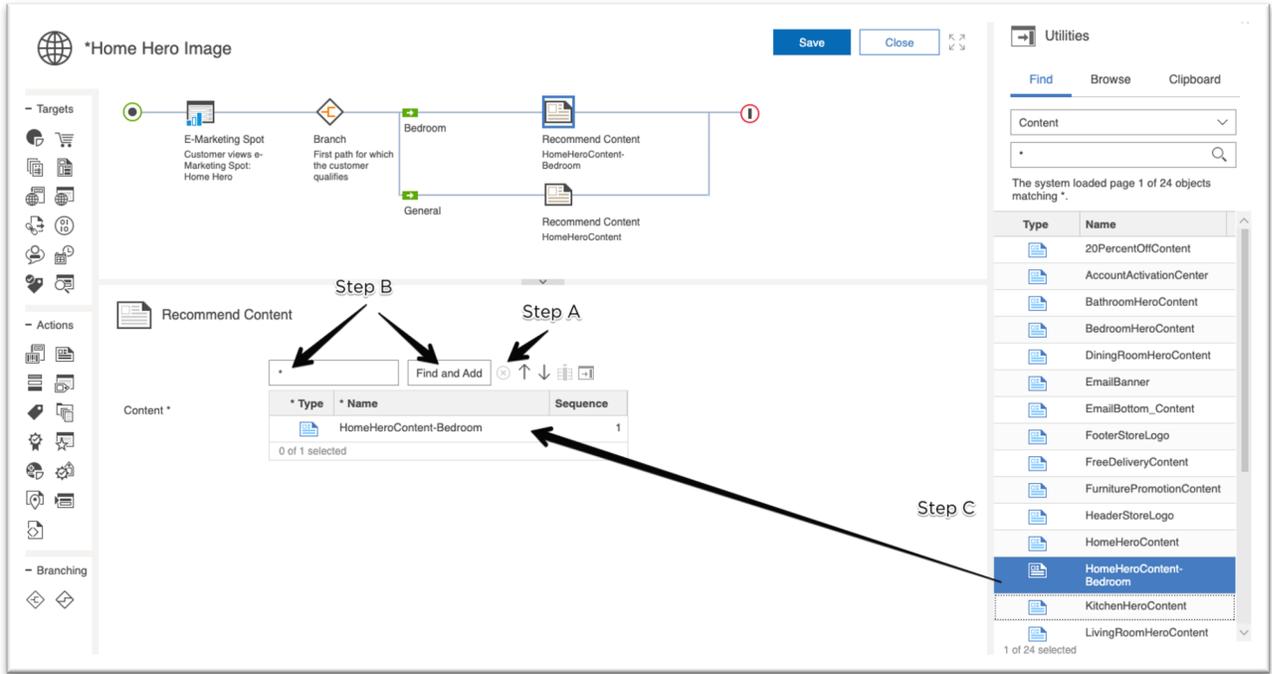
6. Drag Branch icon from tool panel to area between E-Marketing Spot and Recommended Content



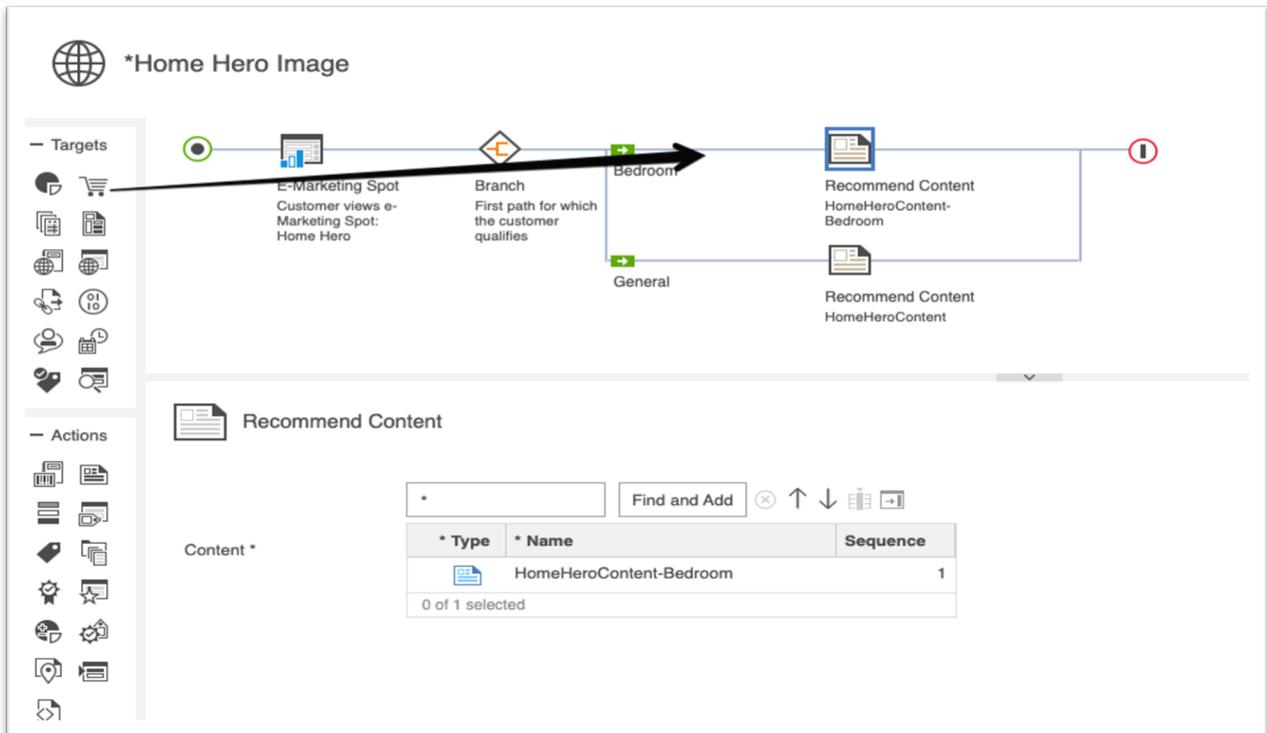
7. Select Branch on workspace
 - a. Name: Home Hero Personalization
 - b. Paths: Bedroom, General



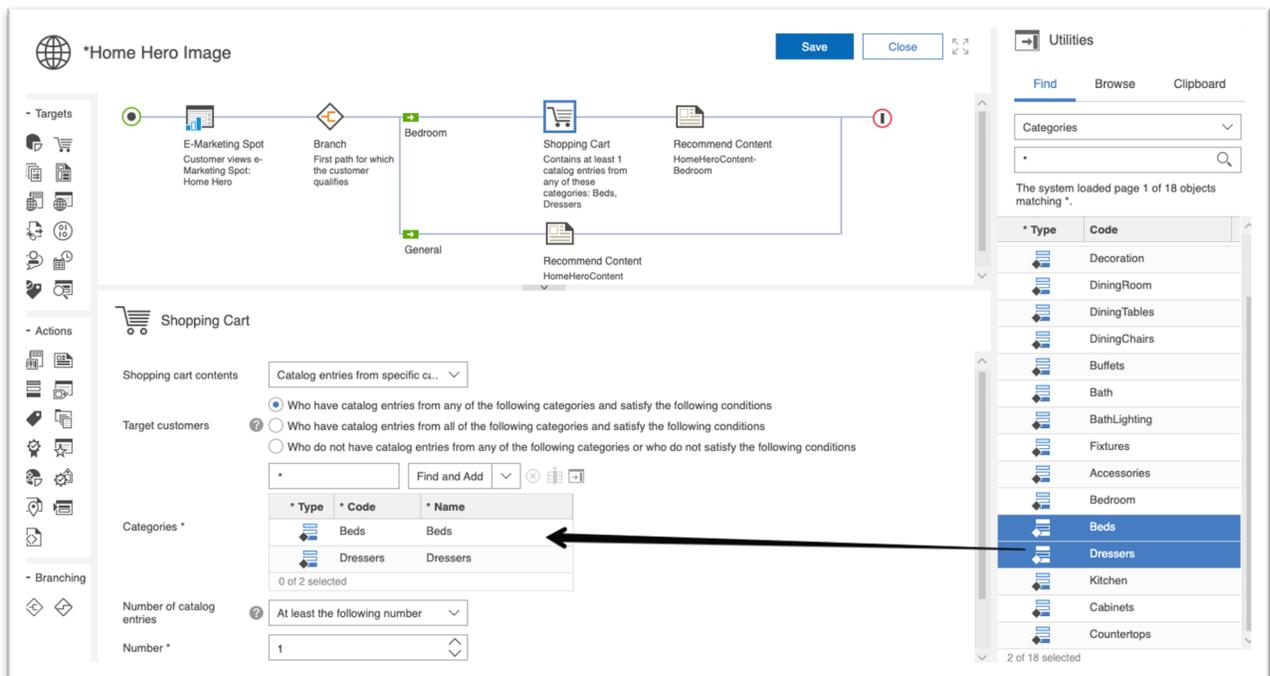
8. Select Recommend Content from Bedroom Branch on workspace
 - a. Click on HomeHeroContent listed in the Content box and click the “X” next to the ‘Find and Add” button to remove it
 - b. Enter “*” in search box and click ‘Find and Add”
 - c. From list on right, drag over “HomeHeroContent-Bedroom” to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



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



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



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 Sp
Customer view
Marketing Sp
Home_ProductRec

Marketing Sp
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, Ant Chair



- Actions



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

- Branching

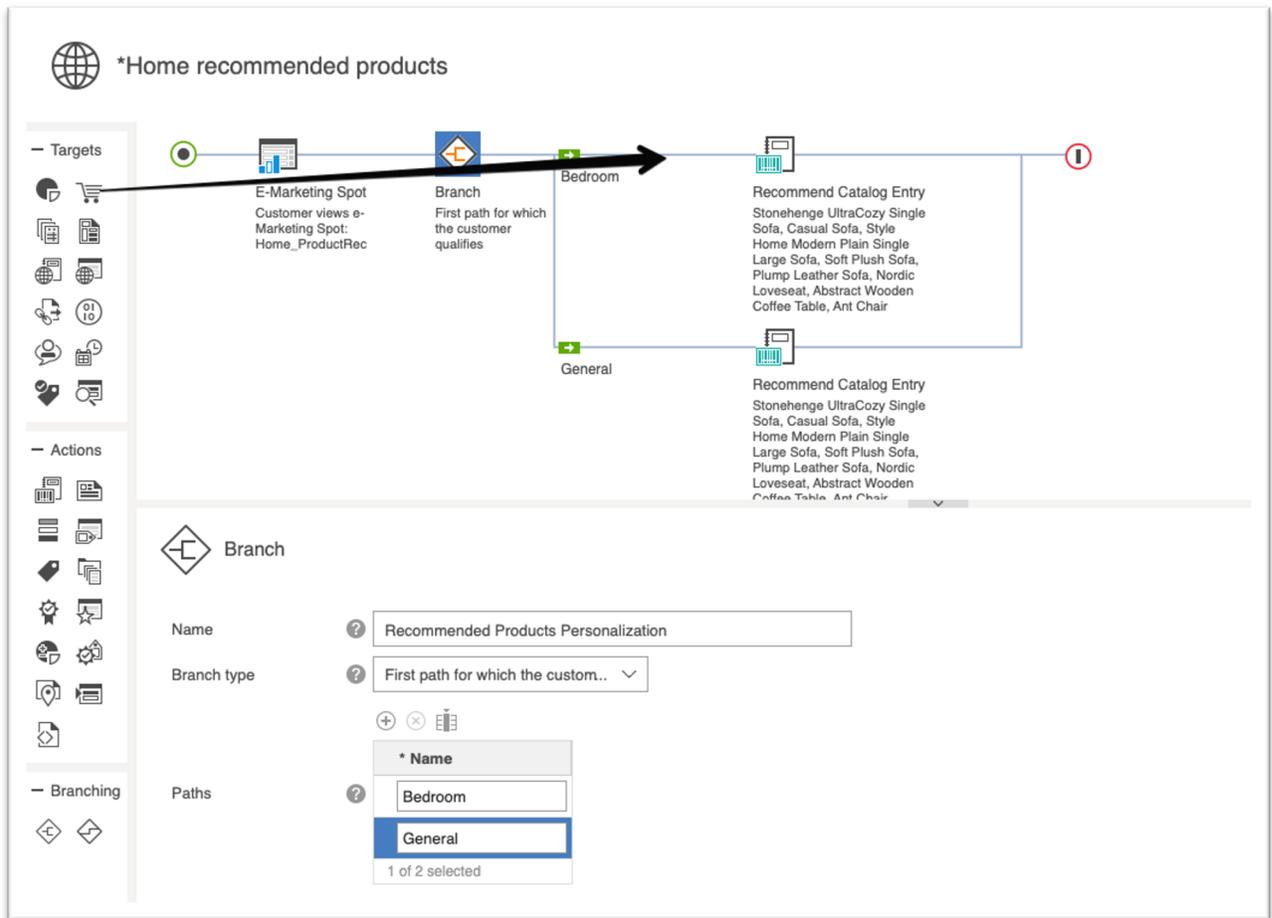


- 6.
- a. Name: Home Hero Personalization
 - b. Paths: Bedroom, General

The screenshot shows a workspace titled "*Home recommended products". On the left is a tool panel with sections for "Targets", "Actions", and "Branching". The main area displays a flowchart starting with an "E-Marketing Spot" target, leading to a "Branch" node. The branch splits into two paths: "Bedroom" and "General", each leading to a "Recommend Catalog Entry" target. The "Bedroom" target lists product recommendations: 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. The "General" target lists the same products. Below the flowchart is a configuration panel for the "Branch" node. The "Name" field is "Recommended Products Personalization". The "Branch type" dropdown is "First path for which the custom...". The "Paths" list contains "Bedroom" and "General", with "General" selected. A "Cart" icon is visible in the tool panel under "Branching".

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

7.



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

8.

*Home recommended products

Save Close

Utilities

Find Browse Clipboard

Categories

The system loaded page 1 of 18 objects matching *

* Type Code

Decoration	
DiningRoom	
DiningTables	
DiningChairs	
Buffets	
Bath	
BathLighting	
Fixtures	
Accessories	
Bedroom	
Beds	
Dressers	
Kitchen	
Cabinets	
Countertops	

2 of 18 selected

Shopping Cart

Shopping cart contents: Catalog entries from specific ct...

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

Find and Add

* Type	* Code	* Name
Beds		Beds
Dressers		Dressers

0 of 2 selected

Number of catalog entries: At least the following number

Select Recommend Catalog Entry from Bedroom Branch on workspace

- Select all entries listed in the catalog entries box
- Click the "X" next to the 'Find and Add' button to remove it

9.

*Home recommended products

Save Close

Targets

- 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

Actions

Recommend Catalog Entry

Recommendation method

- Specify a list of catalog entries
- Create one or more search conditions that recommend catalog entries

Find and Add

* 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 *

Step 2

Step 1 (Select All)

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

10.

*Home recommended products

Targets

- 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: Twin Bunk Bed, Sleepy Head Low Key Double Bed, Style Home Intree Chest of Drawers, Stonehenge Closet Chest of Drawers, Sleepy Head Storytime Double Bed

Actions

- 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

Enter Product Partnumber

BD-BEDS-0001

* 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-0002	Sleepy Head Storytime Double Bed	5

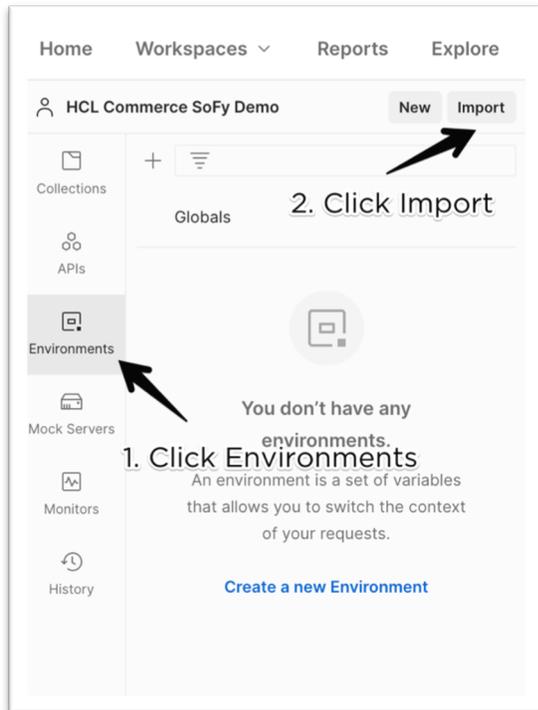
1 of 5 selected

Step 6 - Review Website Personalization

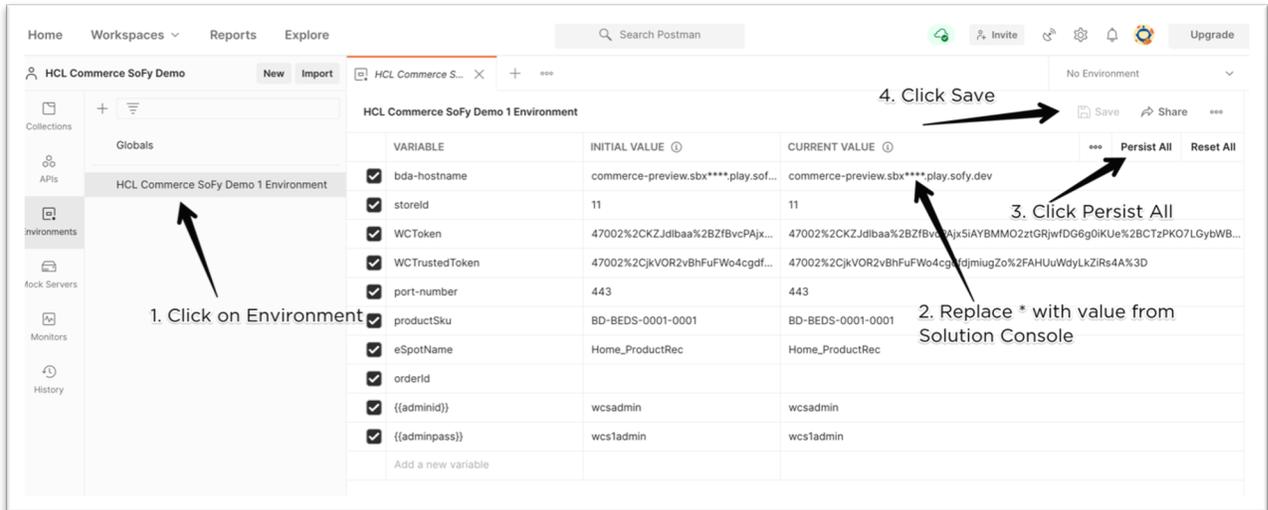
1. Open up Emerald Storefront from the browser tab or from the SoFy Solution Console link
2. Review the current home hero image and recommended products
3. Go to Bedroom > Dressers
4. Select any item
5. Add to cart > View full cart
6. Return to Home Page and review changes to the Home Hero and Recommended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

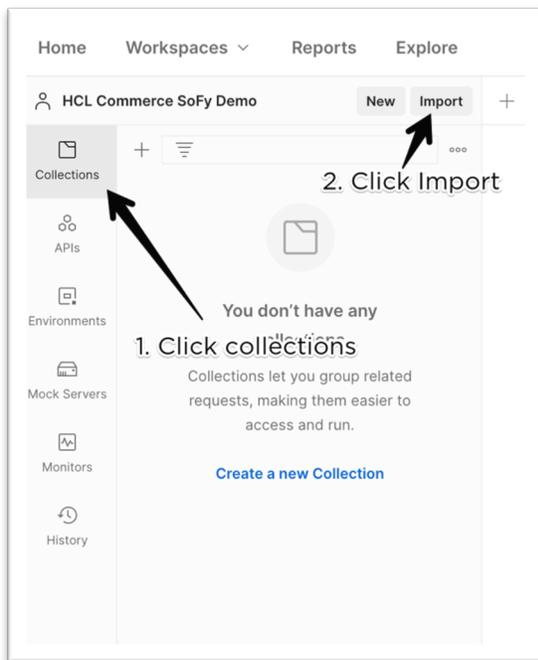


3. Update “bda-hostname” variable
 - a. Click on “HCL Commerce SoFy Demo 1 Environment”
 - b. Update the current value of “bda-hostname” by replacing the * values with the number shown on your SoFy Solutions Console
 - c. Click Persist All
 - d. Click Save



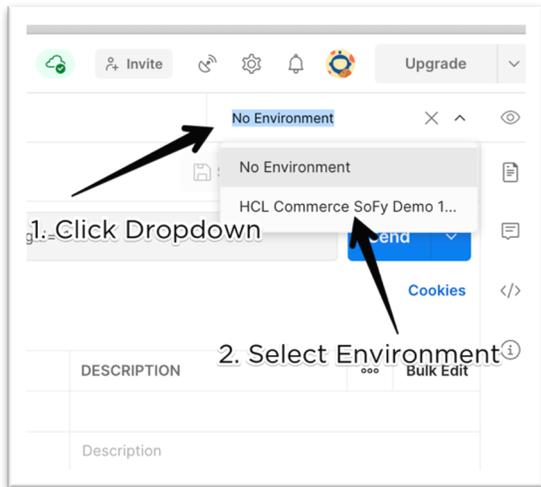
4. Import API Collection into the workspace

- 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

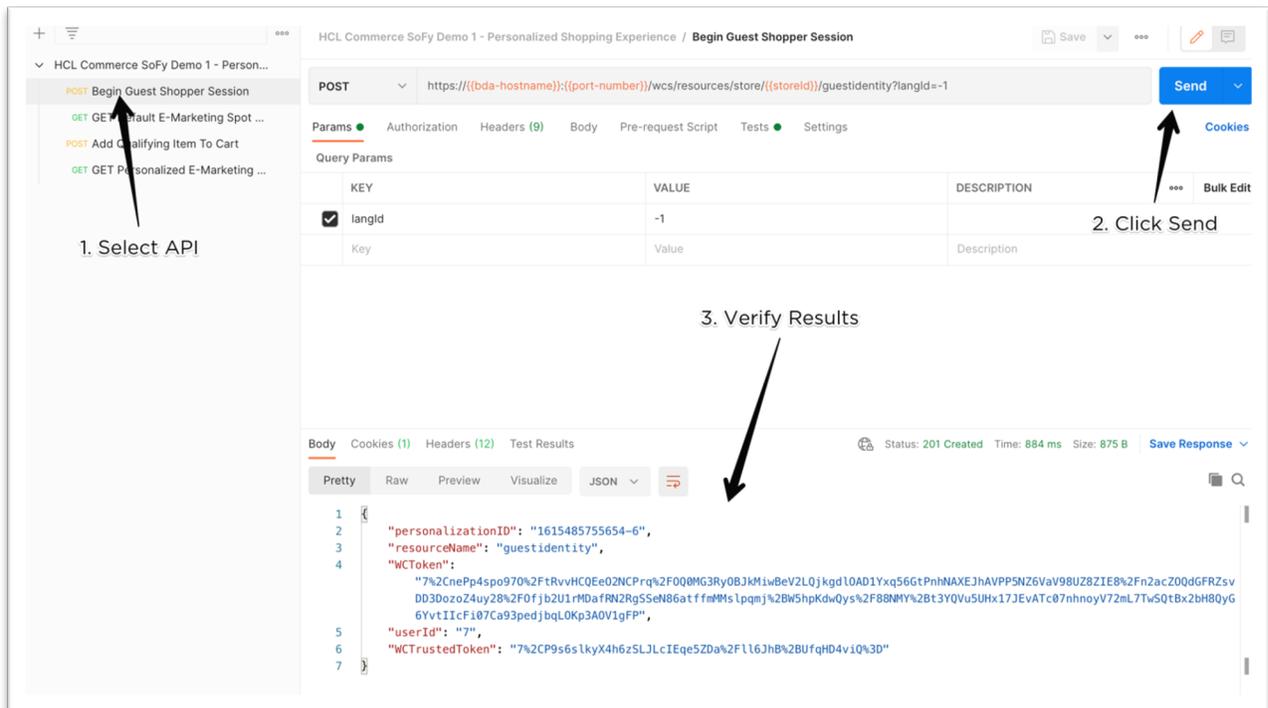


5. Run API Collection

- 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



- 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

```

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

```

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

```

- 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

HCL Commerce SoFy Demo 1 - Personalized Shopping Experience / GET Personalized E-Marketing Spot Data

GET https://((bda-hostname)):((port-number))/wcs/resources/store/11/espot/Home_ProductRec/type/MARKETING

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": "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
```