

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 name '*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 two steps: 'E-Marketing Spot' and 'Recommend Content', both marked with red error icons. The 'Actions' section is currently selected, showing a 'Web Activity' card. The 'Web Activity' card has two tabs: 'General Properties' and 'References'. The 'General Properties' tab is active, displaying the following fields: 'Name' (set to 'Home Hero Image'), 'Description' (with a placeholder text 'Recommend content to a customer that satisfies the chosen target conditions.'), 'Priority' (set to 0), 'Start date' (YYYY/MM/DD), 'End date' (YYYY/MM/DD), and 'Repeatable' (checked). The 'References' tab is also visible but empty.

*Home Hero Image

Save Close

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

Targets

E-Marketing Spot Recommend Content

Web Activity

General Properties References

Name * Home Hero Image

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

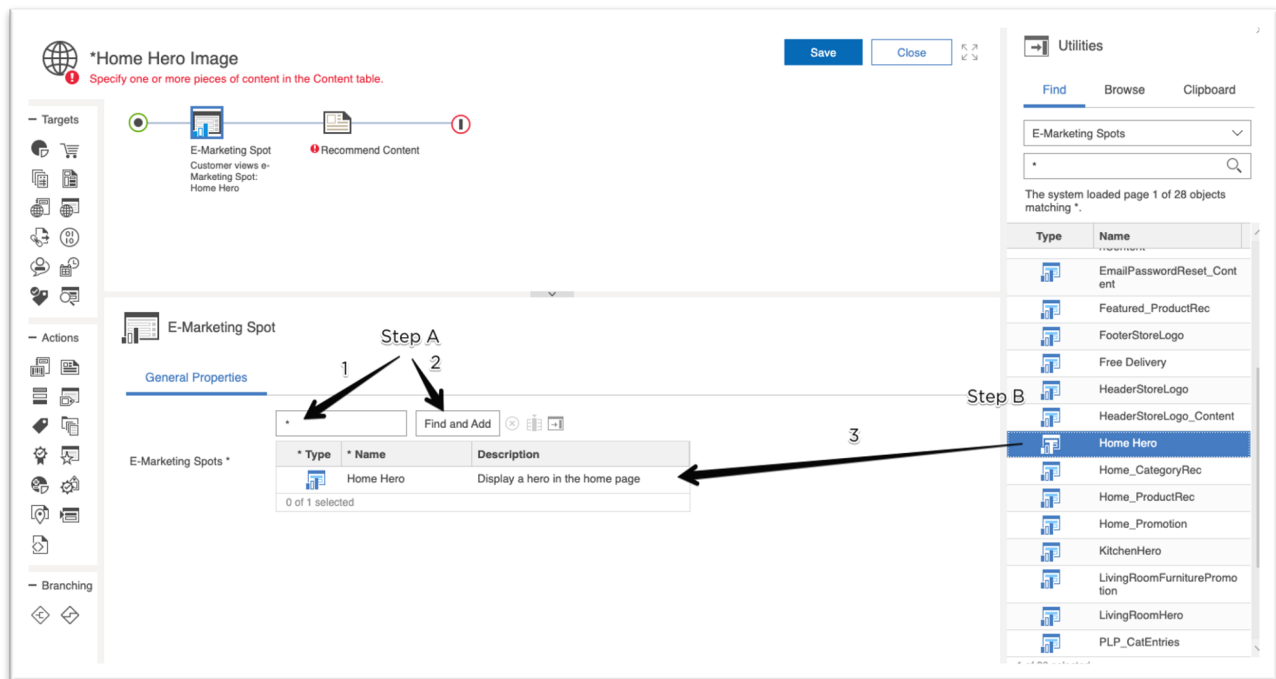
Priority 0

Start date YYYY/MM/DD GMT (Unknown City)

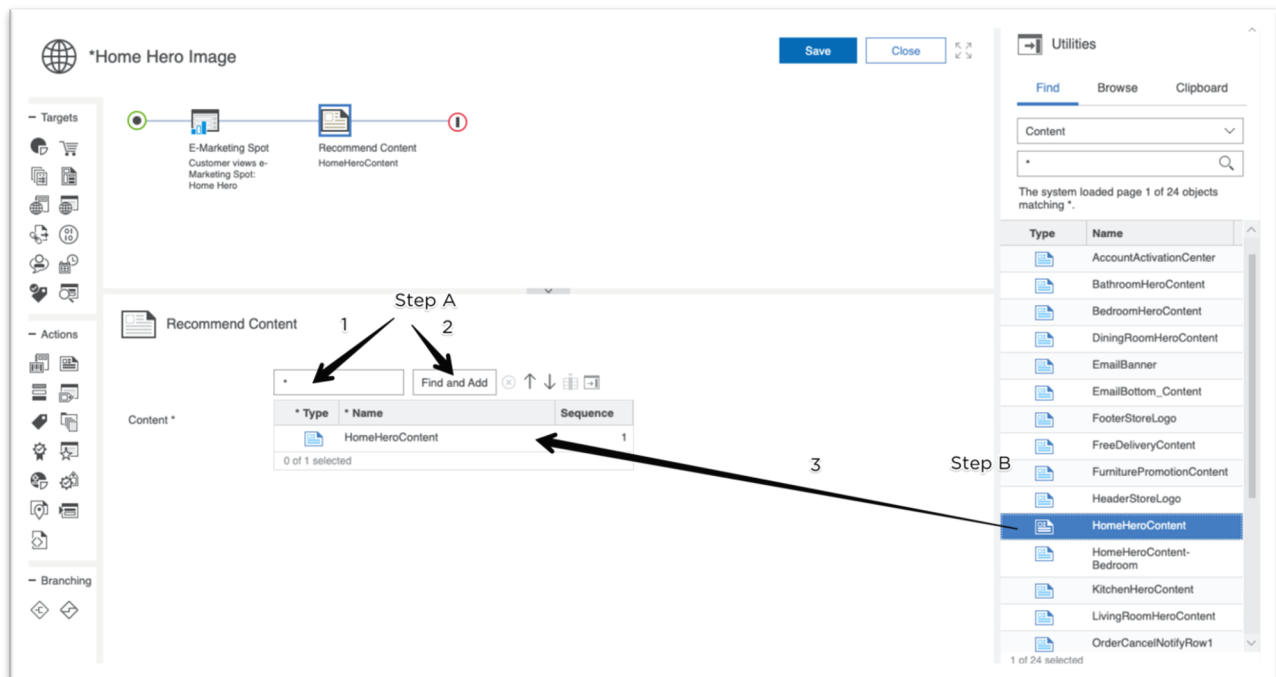
End date YYYY/MM/DD GMT (Unknown City)

Repeatable ☒

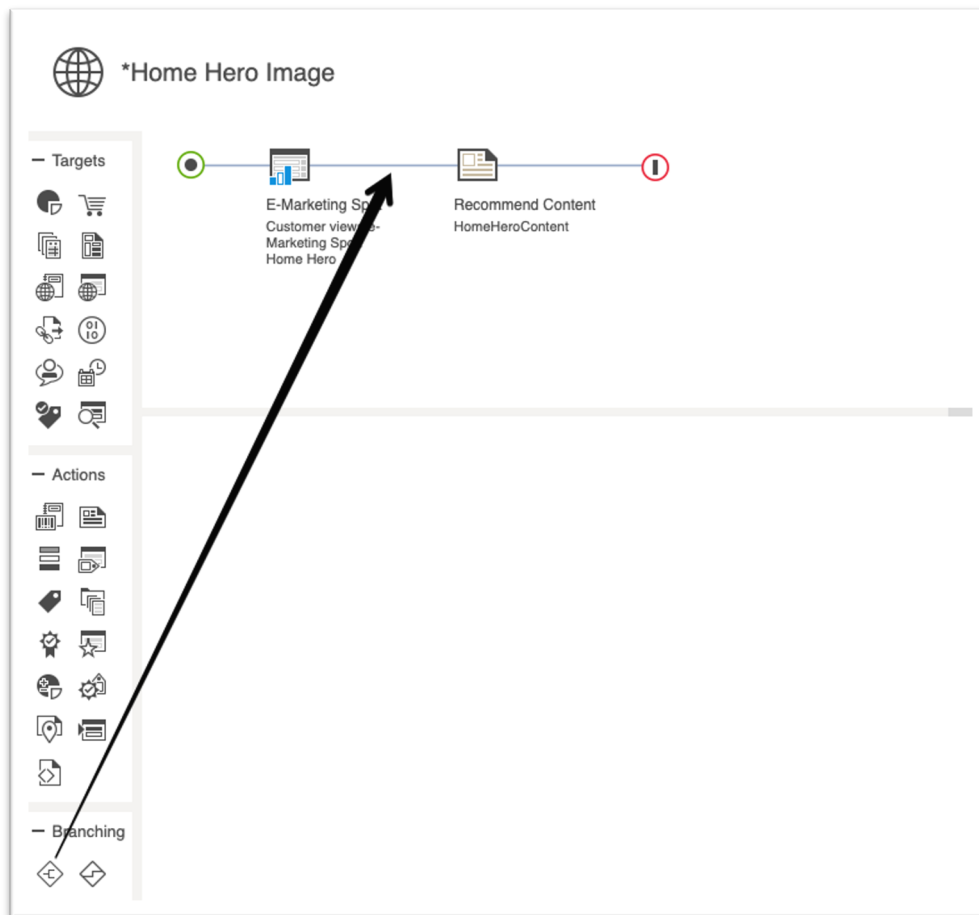
4. Select E-Marketing Spot on workspace
 - a. Enter “*” in search box and click ‘Find and Add’
 - b. From list on right, drag over “Home Hero” to the selection area



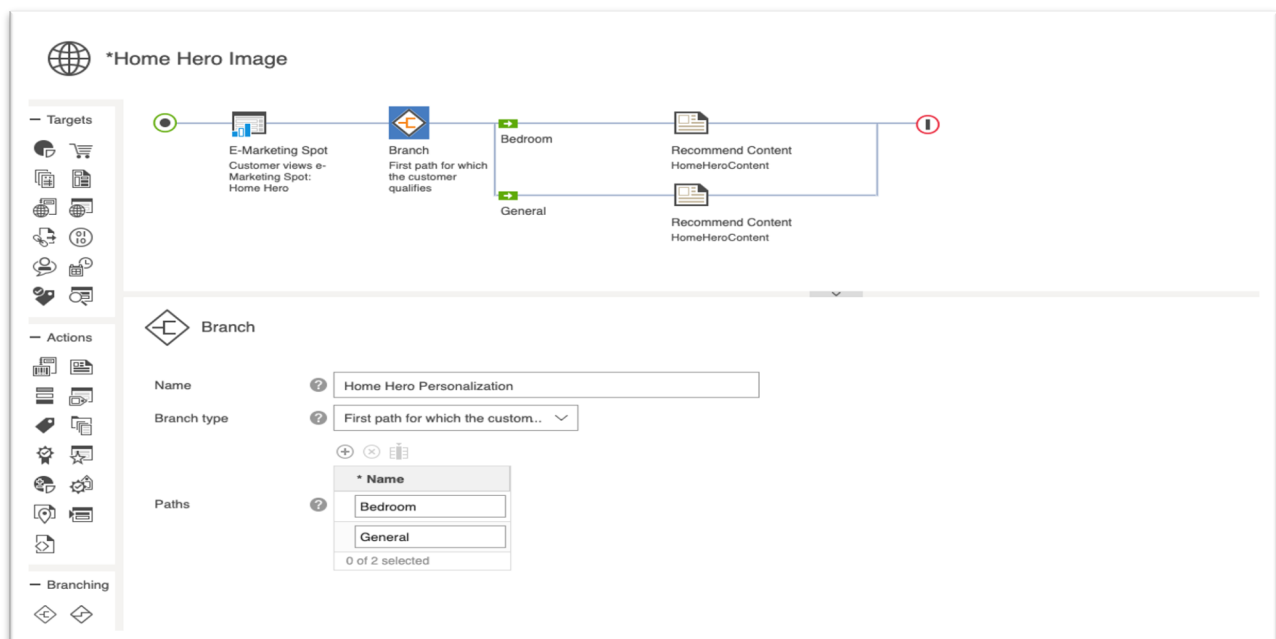
5. Select Recommended Content on workspace
 - a. Enter “*” in search box and click ‘Find and Add’
 - b. From list on right, drag over “HomeHeroContent” to the selection area



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' (Customer views e-Marketing Spot: Home Hero), a 'Branch' (First path for which the customer qualifies), and two 'Recommend Content' nodes (HomeHeroContent-Bedroom and HomeHeroContent). A search box and a list of content items are visible on the right.

Step B: The search box contains the text “*”. The 'Find and Add' button is highlighted.

Step A: The search results table shows the following content items:

* Type	* Name	Sequence
HomeHeroContent-Bedroom	HomeHeroContent-Bedroom	1

0 of 1 selected

Step C: The 'HomeHeroContent-Bedroom' item is selected in the list on the right.

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' (Customer views e-Marketing Spot: Home Hero), a 'Branch' (First path for which the customer qualifies), and two 'Recommend Content' nodes (HomeHeroContent-Bedroom and HomeHeroContent). A search box and a list of content items are visible on the right.

Step B: The search box contains the text “*”. The 'Find and Add' button is highlighted.

Step A: The search results table shows the following content items:

* Type	* Name	Sequence
HomeHeroContent-Bedroom	HomeHeroContent-Bedroom	1

0 of 1 selected

Step C: The 'HomeHeroContent-Bedroom' item is selected in the list on the right.

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 workspace editor for a shopping cart configuration. The workspace diagram shows a flow from an E-Marketing Spot to a Branch, then to a Bedroom, and finally to a Shopping Cart. The Shopping Cart node is selected, and its configuration is shown in the lower panel. The configuration includes a dropdown for 'Catalog entries from specific ci...', radio buttons for 'Target customers', a search box for 'Categories', and a 'Find and Add' button. The 'Categories' list on the right includes 'Beds' and 'Dressers', which are highlighted with a blue selection bar. A black arrow points from the 'Find and Add' button to the 'Beds' and 'Dressers' categories.

Shopping Cart Configuration:

- Shopping cart contents: Catalog entries from specific ci...
- 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
 - Number: 1

Categories List (Right Panel):

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

2 of 18 selected

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, Ant Chair

Web Activity

General Properties | Related Activities | References

Name *

Description

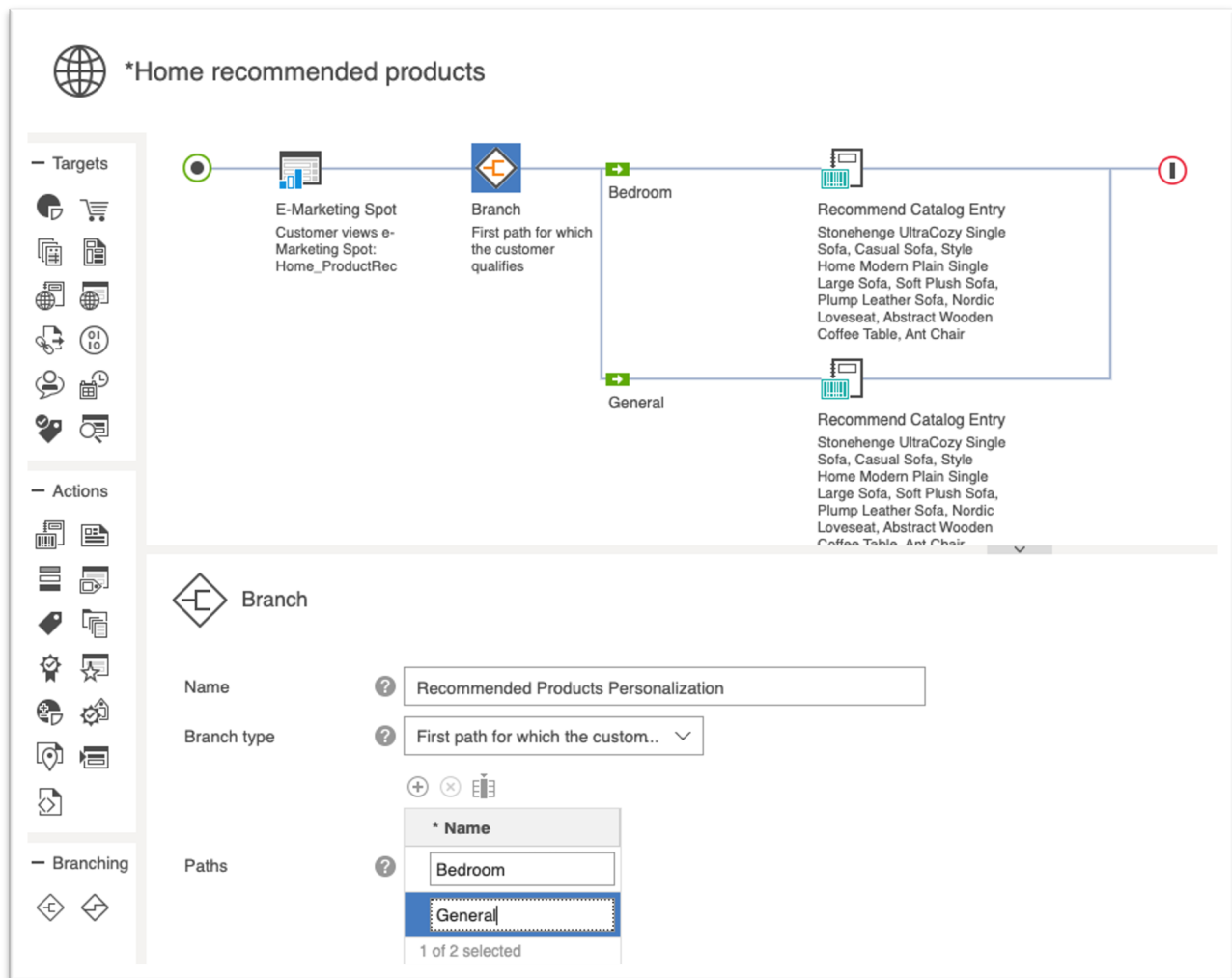
Priority

Start date

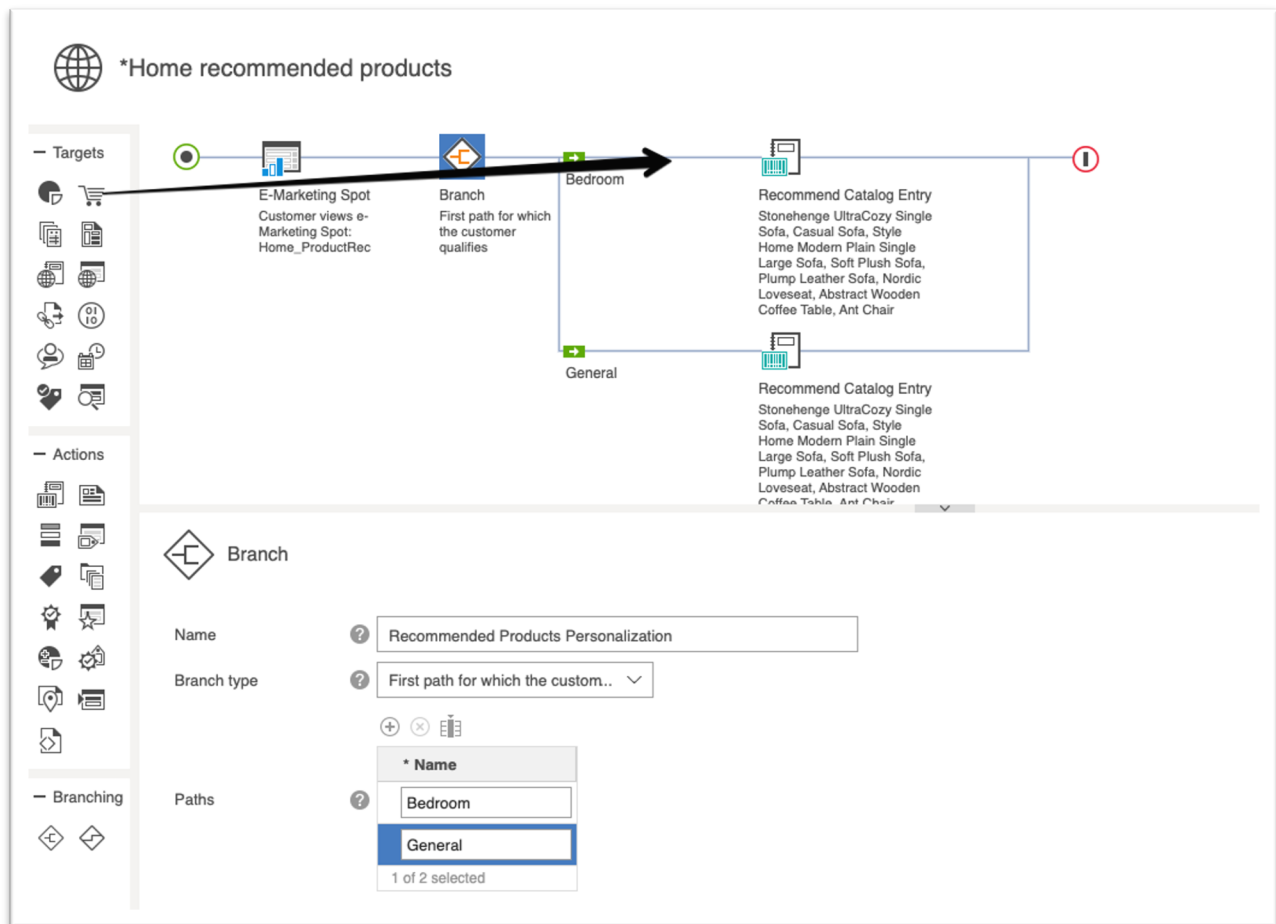
End date

Repeatable ☒

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



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



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

*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

Shopping Cart

Shopping cart contents
Catalog entries from specific ci...

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

Categories *

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

0 of 2 selected

Number of catalog entries
At least the following number

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

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

***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] [X] [Up] [Down] [Reset] [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-00000	Plump Leather Sofa	3	

Branching

Catalog entries *

Step 2

Step 1 (Select All)

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

***Home recommended products**

Targets

- E-Marketing Spot: Customer views e-Marketing Spot: Home_ProductRec
- Branch: First path for which the customer qualifies
- Bedroom
- General

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
- 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

Find and Add

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

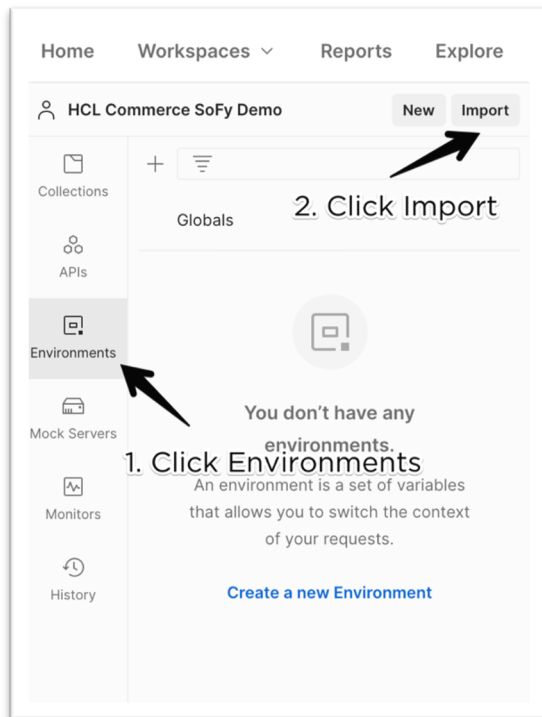
1 of 5 selected

Step 6 - Review Website Personalization

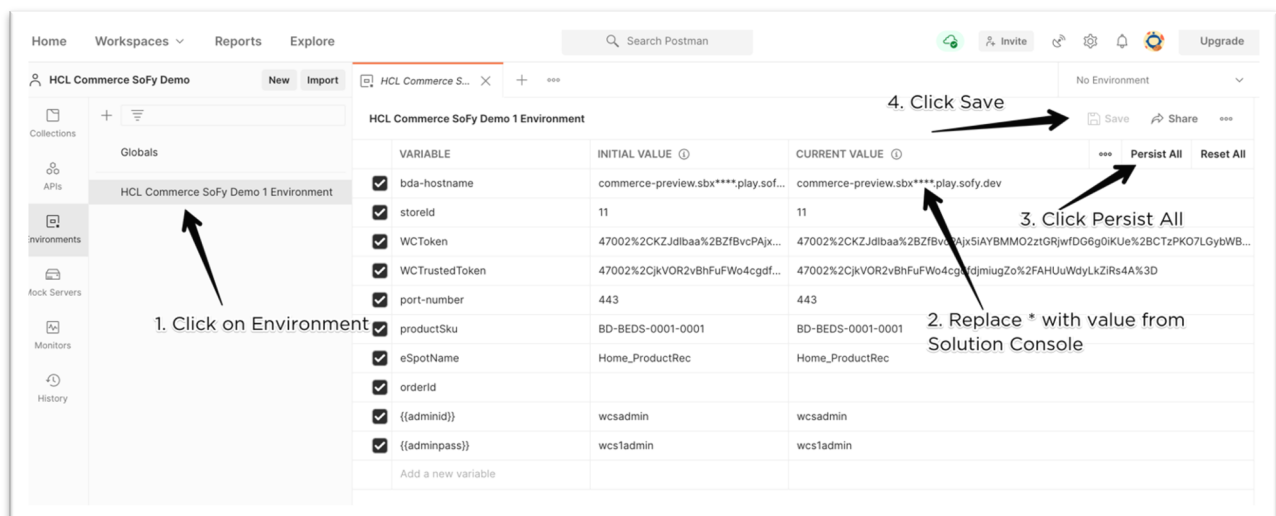
1. Open up Emerald Storefront from the browser tab or from the SoFi Solution Console link
2. Review the current home hero image and recommended products
3. Go to Bedroom > Dressers
4. Select any item
5. Add to cart > View full cart
6. Return to Home Page and review changes to the Home Hero and Recommended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

Step 7 – Demonstrate API Capabilities

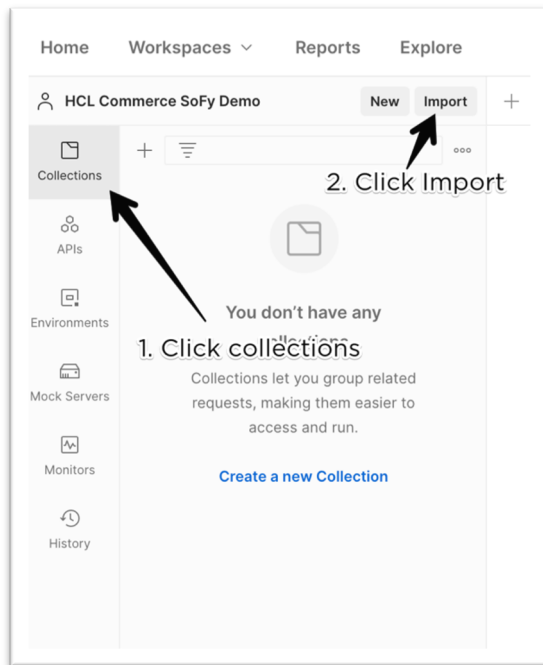
1. Open Postman
2. Import Environment JSON into the workspace
 - a. Select Environments > Import
 - b. Click “Upload Files” and select the “HCL Commerce SoFy Demo 1 - Environment.json” or drag file into the window
 - c. Click Import



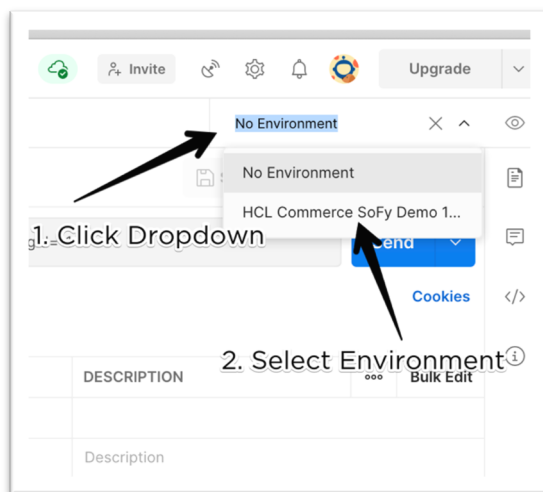
3. Update “bda-hostname” variable
 - a. Click on “HCL Commerce SoFy Demo 1 Environment”
 - b. Update the current value of “bda-hostname” by replacing the * values with the number shown on your SoFy Solutions Console
 - c. Click Persist All
 - d. Click Save



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

The screenshot shows the API console for the 'Begin Guest Shopper Session' API. The URL is `https://(bda-hostname):(port-number)/wcs/resources/store/((storeid))/guestidentity?langid=-1`. The method is POST. The query parameters table shows `langid` with value `-1`. The response status is 201 Created, with a time of 884 ms and size of 875 B. The response body is shown in JSON format:

```
{
  "personalizationID": "1615485755654-6",
  "resourceName": "guestidentity",
  "WCToken": "7%2CnePp4spo970%2FtrVvHCQe02NCPrg%2F0Q0MG3Ry0BJkMiWBeV2LQjkgdLOAD1Yxq56GtPnhNAXEJhAVPP5N26VaV98U28ZIE8%2Fn2ac20QdGFRZsvDD3Dozo24uy28%2F0fjb2U1rMDafRN2Rg5SeN86atffmMMsLpqmj%2Bw5hpKdwQys%2F88NM%2Bt3YQVvU5UHx17JEvAtc07nhnoyV72mL7Tw5QtBx2bH8QyG6YvtIICfI07Ca93pedjbqL0Kp3A0V1gFP",
  "userId": "7",
  "WCTrustedToken": "7%2CP9s6sLkyX4h6zSLJLIEqe5ZDa%2FL16Jh8%2BfQHD4v1Q%3D"
```

- 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

The screenshot shows the API console for the 'GET Default E-Marketing Spot Data' API. The URL is `https://(bda-hostname):(port-number)/wcs/resources/store/11/spot/Home_ProductRec/type/MARKETING`. The method is GET. The response status is 200 OK, with a time of 470 ms and size of 13.17 KB. The response body is shown in JSON format:

```
{
  "MarketingSpotData": [
    {
      "nextTimeLimit": "-1",
      "marketingSpotIdentifier": "13014",
      "behavior": "1",
      "eSpotName": "Home_ProductRec",
      "baseMarketingSpotActivityData": [
        {
          "baseMarketingSpotActivityName": "Stonehenge UltraCozy Single Sofa",
          "productId": "14033",
          "description": [
            {
              "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

The screenshot shows the API console for the 'Add Qualifying Item To Cart' API. The left sidebar lists the API endpoints, with 'POST Add Qualifying Item To Cart' selected. The main panel shows the API details, including the URL, method (POST), and query parameters. The 'Send' button is highlighted with an arrow labeled '2. Click Send'. Below the 'Send' button, the 'Verify Results' section shows the response body in JSON format, with an arrow labeled '3. Verify Results' pointing to it. The response body is:

```
{
  "orderId": "7112376",
  "orderItem": [
    {
      "orderItemId": "10014"
    }
  ],
  "resourceName": "cart"
}
```

1. Select API

- 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

The screenshot shows the API console for the 'GET Personalized E-Marketing Spot Data' API. The left sidebar lists the API endpoints, with 'GET GET Personalized E-Marketing ...' selected. The main panel shows the API details, including the URL, method (GET), and query parameters. The 'Send' button is highlighted with an arrow labeled '2. Click Send'. Below the 'Send' button, the 'Verify Results' section shows the response body in JSON format, with an arrow labeled '3. Verify Results' pointing to it. The response body is:

```
{
  "MarketingSpotData": [
    {
      "nextTimeLimit": "-1",
      "marketingSpotIdentifier": "13014",
      "behavior": "1",
      "eSpotName": "Home_ProductRec",
      "baseMarketingSpotActivityData": [
        {
          "baseMarketingSpotActivityName": "Twin Bunk Bed",
          "productId": "14266",
          "description": [
            {
              "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"
            }
          ]
        }
      ]
    }
  ]
}
```

1. Select API