
WebSphere Commerce V7 Feature Pack 6

Store preview enhancements



This presentation provides an overview of the store preview enhancements in WebSphere® Commerce V7 Feature Pack 6. You should have a general knowledge of the features in Version 7 before viewing this presentation.

Table of contents

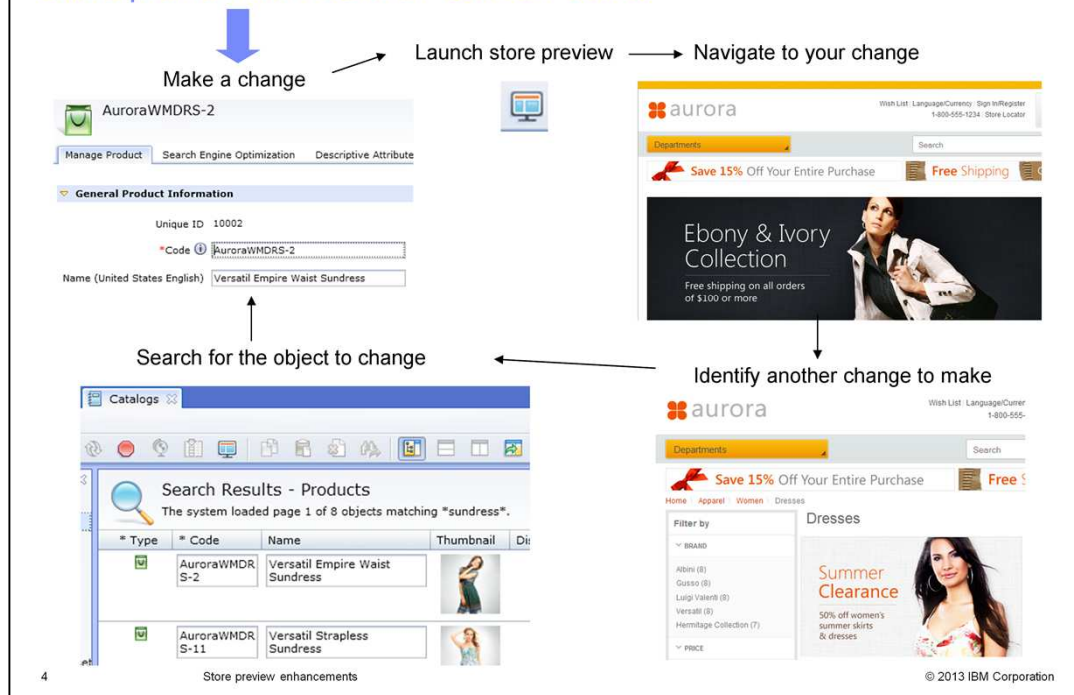
- Overview
- In-context preview
- Click-to-edit
- Preview link generation
- Adoption details
- Troubleshooting

First is a short overview of the store preview workflow and the improvements in Feature Pack 6. Next, each new feature area is discussed in more detail. These features include in-context preview, click-to-edit, and preview link generation. This presentation concludes with some tips for adopting these new features and troubleshooting.

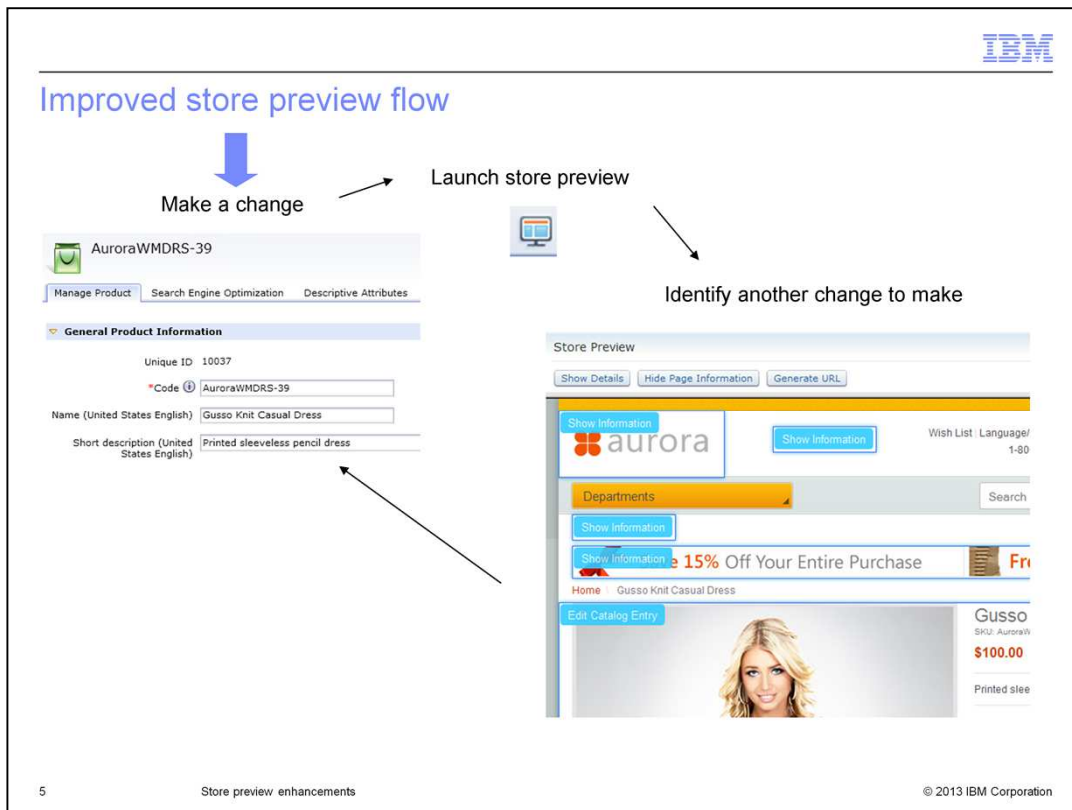
Overview

This section provides an overview of the store preview enhancements.

Store preview flow before Feature Pack 6



This slide describes the store preview flow in versions of WebSphere Commerce before Version 7 Feature Pack 6. First, a business user like you makes a change, using one of the Management Center tools. When the change is complete, you launch store preview to view the change in the storefront. Store preview opens at the store home page and you navigate to the page where you made the change. While previewing the change, you might spot another change that needs to be made. You note down what it is that you need to change and then use search or navigation in Management Center to locate the business object where you need to make the change. Once the additional change is made, you repeat the preview cycle.



Feature Pack 6 includes several enhancements to store preview that make it quicker and easier to test your changes. This slide shows the improved workflow between editing and previewing. First, you make an update to your store catalog or to a page layout. Next, you launch store preview and the store opens to the page you just changed. After viewing your change, if you find additional updates that need to be made, you use the “Show Page Information” button. It brings up links that allow you to open the property editor for the selected object. Once you are satisfied with your changes, you generate a link for other managers or approvers to view your changes. Each of these new features is described in a later section of this presentation.

Concepts

- Review
 - Search engine optimization (SEO) URL
 - Page layout
- New
 - In-context preview
 - Click-to-edit, click-to-create
 - Store preview URL
 - Preview token

The store preview enhancements in Version 7 Feature Pack 6 interact with features introduced in earlier versions, such as search engine optimization URLs and page layouts. A new version of search engine optimization URL support was added in Feature Pack 3. Search engine optimization URLs use predefined patterns and keywords to build simple, easy to read, URLs that uniquely identify a product, category or static page in the storefront. Page layouts were added in Feature Pack 5. A page layout is a store page created for a particular layout type, such as a home page or product page. Each layout has several widgets associated with it. Using the Page Layout tool, you can define which layout to use for different products, categories and static pages within the store.

The store preview enhancements in Feature Pack 6 introduce four new concepts. The first is in-context preview. This feature uses search engine optimization URLs to generate a preview URL that directs you to a store preview page showing the object you have just edited in Management Center. Next are click-to-edit and click-to-create. These features allow you to launch a Management Center properties editor from within store preview. This reduces the need to search for or navigate to business objects in Management Center. Third, a store preview URL can be used to preview a store page without requiring a Management Center account. And finally, the store preview token is the part of the store preview URL that contains information about the preview settings and restrictions.

In-context preview

This section examines the in-context preview feature in more detail.

Supported objects

- Catalogs tool
 - Categories
 - Catalog entries
- Page layout tool
 - Category pages
 - Catalog entry pages
 - Static pages

In-context preview is supported for objects in both the Catalogs and Page Layout tools. In the Catalogs tool, categories and catalog entries are supported. In the Page Layout tool, category pages, catalog entry pages and static pages are supported.

In-context preview example

The screenshot displays the 'AuroraWMDRS-41' product editor interface. A 'Default Product Page Layout Information' section is visible, with a 'Layout' field set to 'Product page layout'. An in-context preview dialog titled 'Store Preview Options' is overlaid on the editor. The dialog asks 'Which store URL do you want to preview?' and features a 'Store URL' dropdown menu with the value 'http://localhost/webapp/wcs/stores/servlet/en/aurora/hermitage-gored-evening-dress'. Below this is a 'Store URL alias' text field containing 'Aurora - hermitage-gored-evening-dress'. An 'Options' section is partially visible at the bottom of the dialog. At the bottom right of the dialog are 'Launch Store Preview' and 'Cancel' buttons. The background editor shows a list of widgets: 1. Header, 2. E-Marketing Spot for Contents, 3. Product image, 4. Price, price and ratings, 5. Product short description, 6. Product attributes and actions, 7. Inventory details.

9 Store preview enhancements © 2013 IBM Corporation

Here you see an example of an in-context preview URL for a product page layout. Notice, in the Store URL field, the default value is a search engine optimization URL that points directly to the store page for a specific evening dress. This URL is used as the default store preview URL when store preview is launched during the period of time that the editor for the evening dress product page layout is active.

It is always possible to open store preview to the home page. The home page is provided as another option in the Store URL drop-down list.

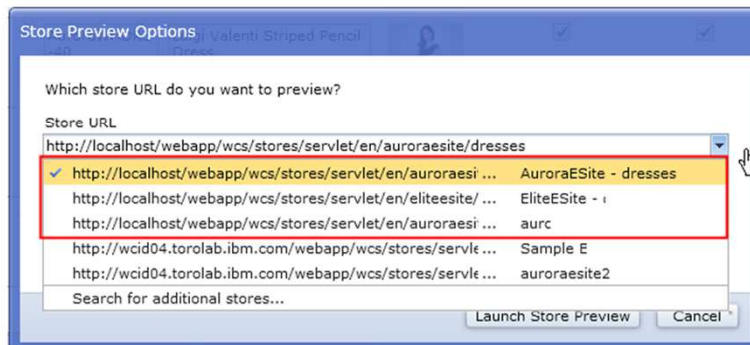
Preview URLs

- Categories and category page layouts
 - <http://localhost/webapp/wcs/stores/servlet/en/aurora/apparel>
 - <http://localhost/webapp/wcs/stores/servlet/en/auroraesite/apparel>
- Catalog entries and catalog entry page layouts
 - <http://localhost/webapp/wcs/stores/servlet/en/aurora/axabc-e3062-desktop...>
 - <http://localhost/webapp/wcs/stores/servlet/en/auroraesite/axabc-e3062-desktop...>
- Static page layouts
 - <http://localhost/webapp/wcs/stores/servlet/en/aurora/contact-us>
- Objects without search engine optimization (SEO) URLs
 - <http://localhost/webapp/wcs/stores/servlet/StoreView?storeId=10001>

This page shows some sample store preview URLs for different types of business objects and store models. Regardless of whether you edit a category in the Catalogs tool or a category page layout in the Page Layout tool, the store preview URL is the same. It is the search engine optimization URL for the category. The same is true for catalog entries and catalog entry page layouts. If you edit an object that does not have an associated search engine optimization URL, such as a Marketing or Promotion object, then the store preview opens at the home page.

Previewing asset store objects

- Preview URL dropdown contains all available extended site URLs



When you edit a business object within an asset store, such as Catalog Asset Store, you need to preview the changes using one or more of the extended site stores that inherit the asset store. In this case, preview URLs are generated for each available extended site store and you can choose which to use for previewing the change. In the example on the slide, three preview URLs are generated for the dresses category that has just been updated. Each URL corresponds to a different extended site store.

Click-to-edit and click-to-create

This section examines the new click-to-edit and click-to-create options.

Supported objects

- Catalogs tool (edit only)
 - Product
 - SKU
 - Bundle
 - Package
 - Kit
- Marketing tool (create or edit)
 - E-Marketing Spot
 - Web activity
 - Search rule

- Note: this feature is not supported from generated store preview links

Click-to-edit is supported for objects in both the Catalogs and Marketing tools. In the Catalogs tool, all catalog entry types are supported. In the Marketing tool, e-Marketing Spots, web activities and search rules are supported. The Marketing tool also supports click-to-create.

Note that click-to-create and click-to-edit are not supported when store preview was launched using a generated store preview link, because the generated links do not require Management Center to be running.

IBM

Click-to-edit

Store Preview

Show Details | **Show Page Information** | Generate URL

aurora

Departments

Save 15% Off Your Entire Purchase

Home | Apparel | Women | Dresses

Filter by: Dresses

Product Editor

AuroraWMDRS-1

Manage Product | Search Engine Optimization | Descriptive Attributes

General Product Information

Unique ID: 10001

*Code: AuroraWMDRS-1

Name (United States English): Hermitage Ruched Bodice Cocktail Dre:

Short description (United States English): Strapless cocktail dress with ruched bodice

Full Store View

aurora

Departments

15% Off Your Entire Purchase

Home | Apparel | Women | Dresses

Filter by: Brand, Price

Summer Clearance

50% off women's summer skirts & dresses

Products (1 - 12 of 39)

Compare Selected

Edit Catalog Entry

14 Store preview enhancements © 2013 IBM Corporation

This slide shows the flow of the click-to-edit feature. Within the store preview window, click the “Show Page Information” button. This brings up the controls for viewing information about marketing objects and editing catalog objects. Then, if you click an “Edit Catalog Entry” button, the editor for the catalog entry opens.

For marketing objects, the information panel provides both create and edit options. These can be seen on the next slide.

Click-to-create

Store Preview

Show Details Show Page Information Generate URL

aurora

Departments

Save 15% Off Your Entire Purchase

Home Apparel Women Dresses

Filter by Dresses

New Activity From Template

| Type | Name |
|------------------------------------|------------------------------------|
| Blank Web Activity | Blank Web Activity |
| Catalog Entry Recommendation | Catalog Entry Recommendation |
| Category Recommendation | Category Recommendation |
| Content Recommendation | Content Recommendation |
| Display Best Sellers | Display Best Sellers |
| Display Promotional Price | Display Promotional Price |
| Display Recently Viewed Categories | Display Recently Viewed Categories |

1 of 12 selected

Recommend any type of content to a customer that satisfies the chosen target conditions.

OK Cancel

15 Store preview enhancements

IBM

aurora

Show Information

Wish List Language/Currency 1-800-555

Departments Search

Show Information

Show Information 15% Off Your Entire Purchase Free

Home Apparel Women Dresses

Filter by

Brand

- Atini (8)
- Gusso (8)
- Luigi Valent (8)
- Versati (8)
- Hermitage Collection (7)

Price

- Less than \$100 (31)
- Between \$200 and \$300 (8)

Summer Clearance

50% off women's summer skirts & dresses

Show Information

E-Marketing Spot Information

DressesRow3_Categories

E-Marketing Spot

This e-Marketing Spot can display only categories (not content or catalog entries).

Web Activities

There are no active Web activities scheduled to this e-Marketing Spot.

This e-Marketing Spot currently has static behavior. All customers see the same data.

Create

© 2013 IBM Corporation

This slide shows the flow of the click-to-create feature. Within the store preview window, click the “Show Page Information” button to bring up the controls for viewing information about marketing objects. If you click the “Show Information” control, as shown on the slide, an E-Marketing Spot Information window is displayed. In that window is a “Create” link that creates a web activity to run in the e-marketing spot. Clicking the Create link opens the web activity editor to the template selection page. Once a template is selected, the e-Marketing Spot is prefilled in the activity builder.

Click-to-edit with extended sites

- The store to open for create / edit operations is preconfigured (by IT)
 - Asset store
 - Extended site
 - Prompt
 - Only applies when the business user has access to multiple stores

When working with the extended sites model, someone has to choose the store that will be used for creating and editing objects. The default setting for Feature Pack 6 is to open the object in the corresponding asset store. But this default setting can be changed by your IT team. Other possible settings include opening objects in the extended site store or prompting you to select which store to edit the object in. The prompt option only applies if you have access to multiple stores.

Preview link generation

This section examines the preview link generation feature.

Preview link highlights

- Management Center account not required to preview
 - Links can be password protected
- Preview links inherit all store preview settings selected when launching the preview
 - Time, workspace, inventory and customer segments
 - Settings are stored in preview token
- BOD and REST service consumers can use preview links
 - Make service requests with preview enabled as either a generic, guest or registered user
- Sample preview URL
 - `https://localhost/webapp/wcs/preview/servlet/en/aurora?previewToken=iuJOiPLnTn0%3D`

- Note: only the Stores web module is supported

The preview link generation feature allows you to share links to store preview with reviewers and approvers who might not have a Management Center account. An example might be a reviewer from the legal team. If you want restrict who can access the links, you can password-protect them. The generated URL inherits all the store preview settings selected when launching the preview, such as preview date and time. These settings are stored in a preview token that is part of the preview URL. Applications built using WebSphere Commerce BOD or REST services can also use the generated preview links to make service requests as generic, guest or registered shoppers. Preview links can be used for previewing both the desktop and mobile web stores. Note that only the Stores web module is supported. A sample preview URL is shown on the slide.

Preview link security

- Preview links
 - Can only be created by business users
 - Can be password protected
 - Cannot be used to edit business objects

- Preview tokens
 - Are encrypted to prevent tampering
 - Only work in the store where they were generated
 - Will expire after a pre-configured period of time
 - Are revoked if they are sent over HTTP

Since preview links allow access to the version of your store that is currently under development, it is important that they be properly secured. Preview links can only be generated by business users with a valid Management Center account. Also, they can be password protected, so that both the link and the password must be known before access to the store preview is granted. Business objects cannot be modified from store preview when viewed from a generated preview URL. The click-to-edit feature is not enabled for these URLs. The preview token contains a reference to all the configuration settings for a particular preview URL. The token is encrypted to prevent tampering. Preview tokens only work in the store where they were generated. For example, a preview token generated to preview one extended site store cannot be used to access other extended site stores. The duration that a preview URL will be active is set when the URL is first generated. The preview token expires once this duration has passed. Finally, preview tokens are revoked if they are sent over HTTP instead of HTTPS.

Generate preview link

The screenshot displays the 'Store Preview' interface for an 'aurora' store. At the top, there are three buttons: 'Show Details', 'Show Page Information', and 'Generate URL'. A red box highlights the 'Generate URL' button, with a red arrow pointing down to a modal dialog box titled 'Generate URL'. The dialog box contains the following text: 'Generate a URL to share a preview of your store. The URL can be used to preview your store on different browsers and devices, or to share with other business users who do not have access to Management Center. [Learn more...](#)'. Below this, there are two sections: 'How long should the generated URL be active for?' with input fields for 'Day(s)' and 'Hour(s)', and 'Does the URL require a password?' with a checkbox 'Yes, I would like to create a password' and a 'Password' input field. At the bottom of the dialog are 'Generate URL' and 'Cancel' buttons. The background shows a navigation menu with 'Departments', a search bar, and promotional banners for 'Save 15% Off Your Entire Purchase' and 'Free Shipping'. A sidebar on the left has 'Filter by' options for 'Brand' and 'Price'. The footer includes '20', 'Store preview enhancements', and '© 2013 IBM Corporation'.

This screen capture shows how to generate a preview URL in Management Center. The new “Generate URL” button is located in the store preview header area. Security settings, such as the duration for which the URL is active and the password, are set when the URL is generated.

Adoption details

This section summarizes the steps needed to adopt the new store preview features in an existing environment.

Adoption checklist

- Prerequisites
 - Feature Pack 3 level store with search engine optimization (SEO) required for in-context preview
- Installation
 - Added through feature pack enablement: management-center
- Migration
 - None
- Configuration effort
 - Minimal

Adopting the new store preview enhancements in your existing solution requires minimal effort. The most important thing to note is that the in-context preview feature requires the Feature Pack 3 level of search engine optimization to be enabled. Click-to-edit and preview link generation can be used even if search engine optimization is not configured for your store. When installing Feature Pack 6, all store preview capabilities are enabled through the management-center component. Once enabled, there is no migration required and minimal configuration. The configuration, which is optional, is described on the next few slides.

Configuration

- Set preferred store for editing extended site business objects with click-to-edit
http://pic.dhe.ibm.com/infocenter/wchelp/v7r0m0/topic/com.ibm.commerce.management-center_customization.doc/tasks/tpvcuststorepref.htm
- Configure Firefox to so that the Management Center window comes to the foreground when you click-to-create or -edit a business object
<http://pic.dhe.ibm.com/infocenter/wchelp/v7r0m0/topic/com.ibm.commerce.management-center.doc/tasks/tpvcteditcatalog.htm>
- Enable BOD and REST service preview in the server configuration file
<http://pic.dhe.ibm.com/infocenter/wchelp/v7r0m0/topic/com.ibm.commerce.webservices.doc/tasks/twvbodrestservicepreview.htm>

This slide contains links to information center articles on the three configuration tasks available for the new store preview features. First, for the click-to-edit feature, if you are using the extended sites model, you can configure which store is used for editing business objects. The options are to open the object in the asset store, the extended site store, or to prompt the business user to select which store to edit the business object in. The default is to open the object in the asset store. Second, also for the click-to-edit feature, you can configure Firefox to automatically bring the Management Center window to the foreground whenever you select a business object to create or edit within the store preview window. The default setting for the Firefox browser is requires you to click the Management Center window to bring it to the foreground. Third, if you want to use generated preview links with either BOD or REST services, you need to enable this option in the server configuration file.

Customization

- In-context preview
 - Add support for new business object types

http://pic.dhe.ibm.com/infocenter/wchelp/v7r0m0/topic/com.ibm.commerce.management-center_customization.doc/tasks/tpvcustincontextcont.htm

- Click-to-edit
 - Add support for new business object types

http://pic.dhe.ibm.com/infocenter/wchelp/v7r0m0/topic/com.ibm.commerce.management-center_customization.doc/tasks/tpvcustclicktoeditcont.htm

Two customization scenarios are supported for the new store preview features. Both the in-context preview and click-to-edit capabilities can be extended to support additional business objects in Management Center. Details on these customization processes can be found in the information center using the links on this slide.

Implementation references

- Preview link generation
 - New database table: PREVIEWTOKEN

<http://pic.dhe.ibm.com/infocenter/wchelp/v7r0m0/index.jsp?topic=%2Fcom.ibm.commerce.database.doc%2Fdatabase%2Fpreviewtoken.htm>

- Preview token details

<http://pic.dhe.ibm.com/infocenter/wchelp/v7r0m0/topic/com.ibm.commerce.developer.doc/concepts/cpvpreviewtoken.htm>

This slide provides links to reference information about preview tokens. The first describes the new database table for preview tokens. And the second provides information on working with preview tokens.

Log and trace

- Preview link generation
 - Trace strings for preview token generation
 - com.ibm.commerce.content.preview.command
 - com.ibm.commerce.content.preview.helper
 - Trace string for the new preview request plug-in
 - com.ibm.commerce.context.preview.servlet

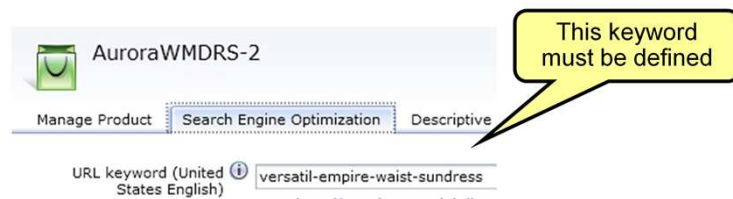
Some new trace strings were added for the preview link generation feature. Two of the new trace strings can be used for debugging issues with preview token generation. A third trace string is used in log and trace messages written by the new preview request plug-in.

Troubleshooting

This section summarizes some troubleshooting tips for the new store preview features.

In-context preview

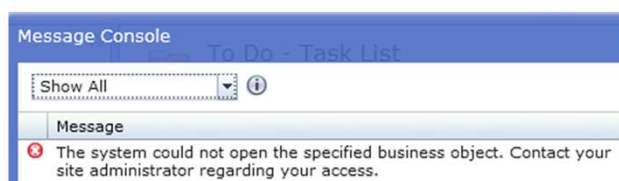
- In-context preview requires the store to use search engine optimization URLs (from Feature Pack 3)
- If a product or category is missing an search engine optimization URL keyword, in-context preview will not work for that object
 - The Search Engine Optimization tab in the object property editor can be used to specify a keyword



In order to take advantage of the in-context preview feature, your store needs to be configured to use the search engine optimization URLs introduced in Feature Pack 3. If you are using search engine optimization URLs and encounter a problem where a specific product or category does not have a context-specific preview link, the likely cause is a missing search engine optimization URL keyword. You can check the keyword on the Search Engine Optimization tab of the property editor in Management Center.

Click-to-edit

- Business users cannot create or edit an object unless they have access to the corresponding Management Center tool
 - Example: Category Managers cannot edit a web activity



- Selecting edit will open an object in read-only mode when
 - It is locked by another task group
 - The user has not selected a task to work on
 - The user does not have edit access for the corresponding tool
 - The web activity is running

The new click-to-edit feature does not check access control when adding the edit links in store preview. Access control for a specific business object is checked when you click the create or edit button. If you do not have access to open the corresponding tool, an error is displayed in Management Center. For example, category managers cannot edit a web activity.

In certain situations, clicking the edit button from store preview will open the business object in read-only mode. If you are using workspaces, this can occur when the object is locked from a change in another task group or if you have not selected a task to work on. Objects are also opened in read-only mode if you have access to view, but not edit, the object, such as marketing managers viewing products in the catalog. Finally, objects such as web activities are read-only when they are active in the store. To edit a web activity you first need to deactivate it.

Summary

- Overview
- In-context preview
- Click-to-edit
- Preview link generation
- Adoption details
- Troubleshooting

This presentation began with a short overview of the store preview workflow and the improvements in Feature Pack 6. Next, each new feature area was discussed in more detail. These included in-context preview, click-to-edit and preview link generation. The presentation concluded with some tips for adopting these new features and troubleshooting.

References

- Click-to-edit function in store preview
 - <http://pic.dhe.ibm.com/infocenter/wchelp/v7r0m0/topic/com.ibm.commerce.management-center.doc/concepts/cpvclicktoedit.htm>
- Generating and sharing store preview URLs
 - <http://pic.dhe.ibm.com/infocenter/wchelp/v7r0m0/topic/com.ibm.commerce.management-center.doc/tasks/tpvgenerate.htm>
- Customizing store preview
 - http://pic.dhe.ibm.com/infocenter/wchelp/v7r0m0/topic/com.ibm.commerce.management-center_customization.doc/concepts/cpvcustoview.htm
- Preview for RESTful applications
 - <http://pic.dhe.ibm.com/infocenter/wchelp/v7r0m0/topic/com.ibm.commerce.developer.doc/refs/rwvrestpreview.htm>

This slide contains some useful references for working with store preview.

Feedback

Your feedback is valuable

You can help improve the quality of IBM Education Assistant content to better meet your needs by providing feedback.

- Did you find this module useful?
- Did it help you solve a problem or answer a question?
- Do you have suggestions for improvements?

Click to send email feedback:

mailto:iea@us.ibm.com?subject=Feedback_about_StorePreview.ppt

This module is also available in PDF format at: [../StorePreview.pdf](#)

You can help improve the quality of IBM Education Assistant content by providing feedback.



Trademarks, disclaimer, and copyright information

IBM, the IBM logo, ibm.com, and WebSphere are trademarks or registered trademarks of International Business Machines Corp., registered in many jurisdictions worldwide. Other product and service names might be trademarks of IBM or other companies. A current list of other IBM trademarks is available on the web at "[Copyright and trademark information](http://www.ibm.com/legal/copytrade.shtml)" at <http://www.ibm.com/legal/copytrade.shtml>

Other company, product, or service names may be trademarks or service marks of others.

THE INFORMATION CONTAINED IN THIS PRESENTATION IS PROVIDED FOR INFORMATIONAL PURPOSES ONLY. WHILE EFFORTS WERE MADE TO VERIFY THE COMPLETENESS AND ACCURACY OF THE INFORMATION CONTAINED IN THIS PRESENTATION, IT IS PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EXPRESS OR IMPLIED. IN ADDITION, THIS INFORMATION IS BASED ON IBM'S CURRENT PRODUCT PLANS AND STRATEGY, WHICH ARE SUBJECT TO CHANGE BY IBM WITHOUT NOTICE. IBM SHALL NOT BE RESPONSIBLE FOR ANY DAMAGES ARISING OUT OF THE USE OF, OR OTHERWISE RELATED TO, THIS PRESENTATION OR ANY OTHER DOCUMENTATION. NOTHING CONTAINED IN THIS PRESENTATION IS INTENDED TO, NOR SHALL HAVE THE EFFECT OF, CREATING ANY WARRANTIES OR REPRESENTATIONS FROM IBM (OR ITS SUPPLIERS OR LICENSORS), OR ALTERING THE TERMS AND CONDITIONS OF ANY AGREEMENT OR LICENSE GOVERNING THE USE OF IBM PRODUCTS OR SOFTWARE.

© Copyright International Business Machines Corporation 2013. All rights reserved.