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Storefront Reference Architecture Getting Started with Page Designer for B2C Commerce

Release 20.6

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Page Designer for B2C Commerce

Development Model + Visual Editor = Fast, Custom, Your Brand @Scale



Development Model

Easily create custom templates that define functions, markup, and management experience

Visual Editor

Build, define targeting, localize, preview, & publish rich, bespoke, commerce driven experiences

Native to the Salesforce Commerce Platform

- All the power, scale, and trust of the Salesforce Commerce Platform now with clicks to code

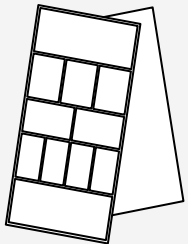
Define and Create Custom Experiences

- Minimal development effort delivers reusable components to create custom experiences

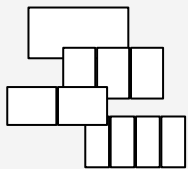
Minimize Developer Dependency

- Empower Business users to safely create and manage experiences w/out developer support, at scale, adhering to brand standards

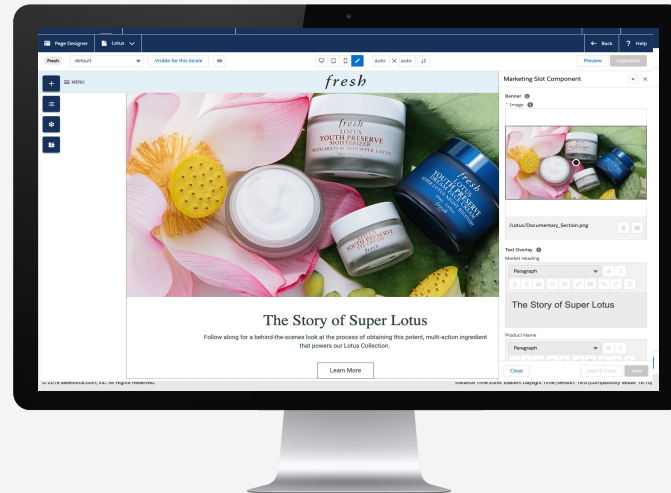
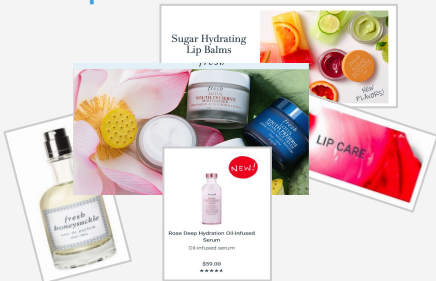
Page Types



Layout Components



Component Visual Assets



*Accessed via Business Manager

Page Designer For B2C Commerce

Build commerce experiences faster



Create and manage pages

Business Users can design, schedule and publish pages quickly



Drag and drop content

A powerful visual editor makes content and layout changes easy



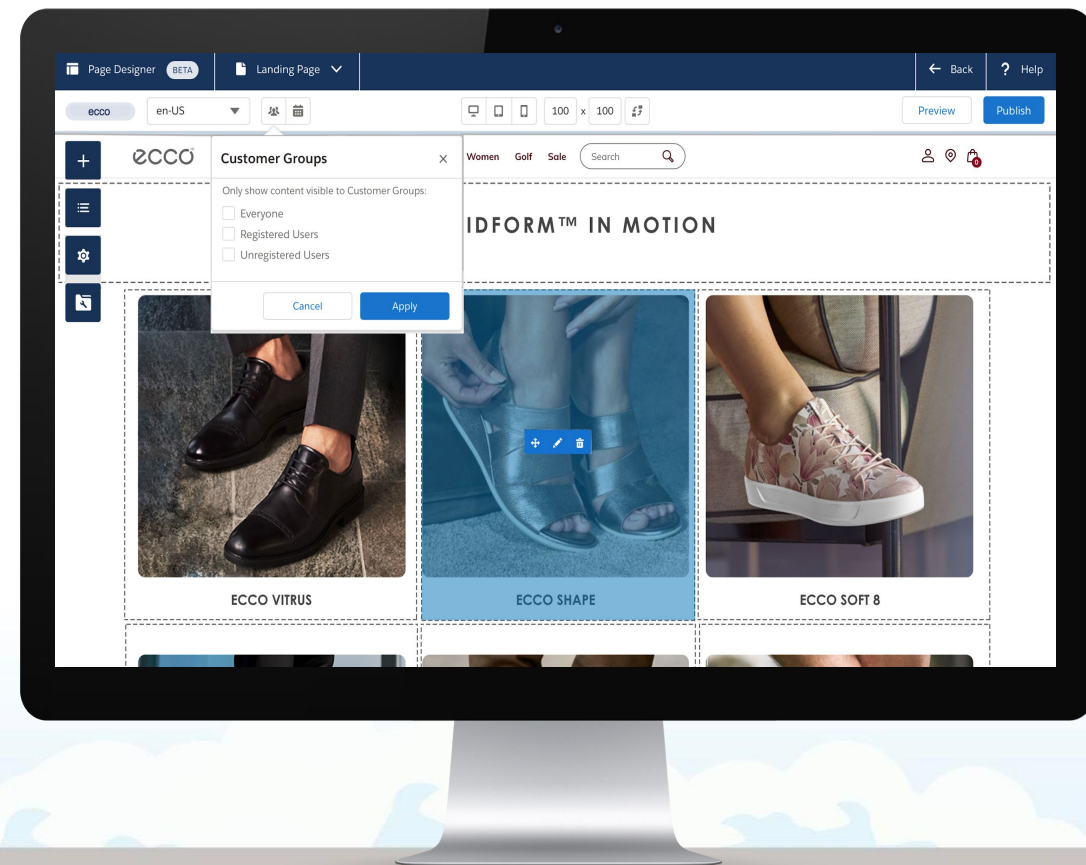
Preview across all touchpoints

Ensure beautiful experiences with preview by device type, customer group, schedule and locale



Build with reusable components

Developers leverage open web standards and provided solution kit to easily create reusable components



Why did we create Page Designer?



After initial site set up, merchants did not have the ability to easily create and manage content driven merchandising. Merchants made requests for a tool that would provide the following:

- Easy visual & responsive design without developer involvement
- Easy integration of commerce features into content
- Simple image & media handling



How does Page Designer address these problems?



Based on merchant feedback, we identified key issues to immediately address. The initial scope focuses on enabling our clients to quickly create and deliver new pages and commerce experiences to their customers:

- Inline editing, WYSIWYG and preview
- Batch upload and easy media management
- Personalization with targeting/segmentation and scheduling

Page Designer allows Merchandising and Marketing teams to oversee and implement updates without ongoing developer involvement, allowing you *minimize overhead and save significant time to market* with new online experiences for customers with a high degree of quality.



Welcome to Commerce Cloud Page Designer!



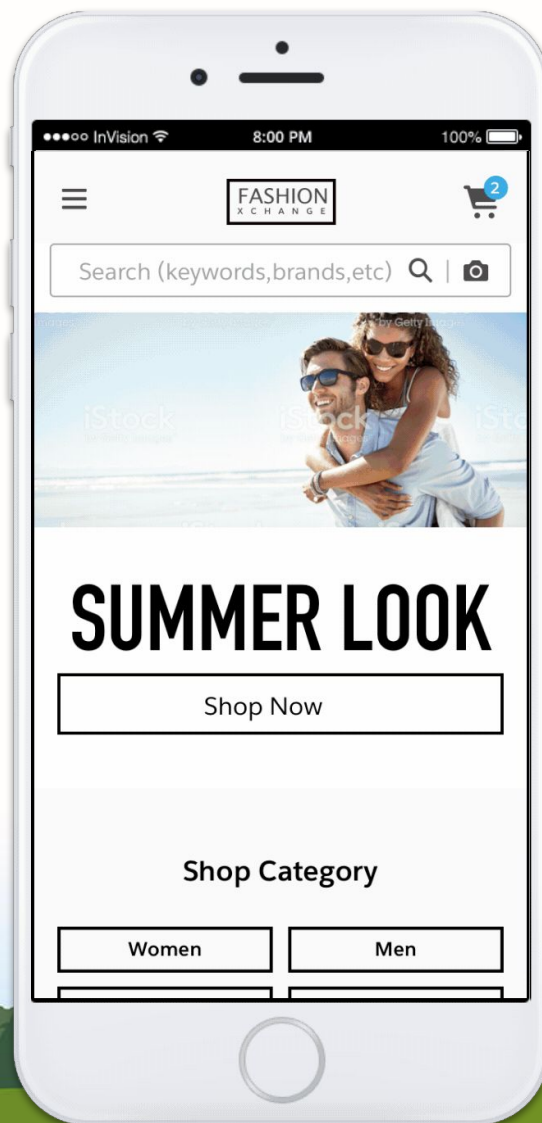
With **Page Designer**, day to day business users can **design, schedule, and publish** pages in an easy drag and drop interface, with reusable components built by Developers using open web standards and a provided reference library for either SFRA or Site Genesis.

As a **ecommerce marketing director** or **merchant**, you have started on an exciting journey to create and define page templates to improve your speed to market with less dependency on development.

As a **developer**, you have started on a journey that will enable significant reduction in having a development dependency for content pages.

The following materials is intended to complement the [Page Designer Implementation Guide](#) as well as the InfoCenter: [Page Designer for Developers](#) and [Visual Editor Doc](#).

Page Designer & SFRA: Reference Components



Storefront Reference Architecture (SFRA) will enable easier adoption of Page Designer capabilities by delivering Page Designer-enabled page layouts and components.

Users can now **easily get started** building pages with Page Designer by taking advantage of these new Storefront Reference Architecture optimized modular designs and components

Available Components

- Header
- Main Banner / Hero Image
- Shop Category
- Catalog Carousel
- Campaign Banner
- Product Tile
- Product Carousel - Einstein
- Look Book / Sets
- Photo Tile
- Static Content w/ Shop Link
- Content Mix blocks
- Product Grid for PLP
- Product Detail for PDP
- Dynamic Banner
- Promotional Content for PLP Grid

Page Designer In Production

Customers have adopted and using in production

salesforce

Brahmin

[Homepage](#), [Category Landing Pages](#)

Lead Developer:

"I'm very happy with how easily the integration went"

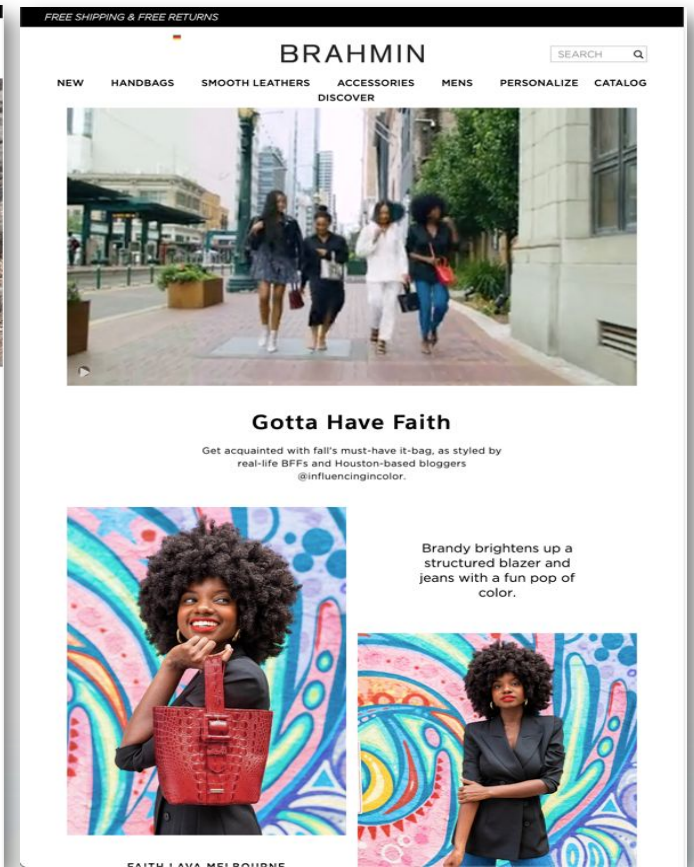
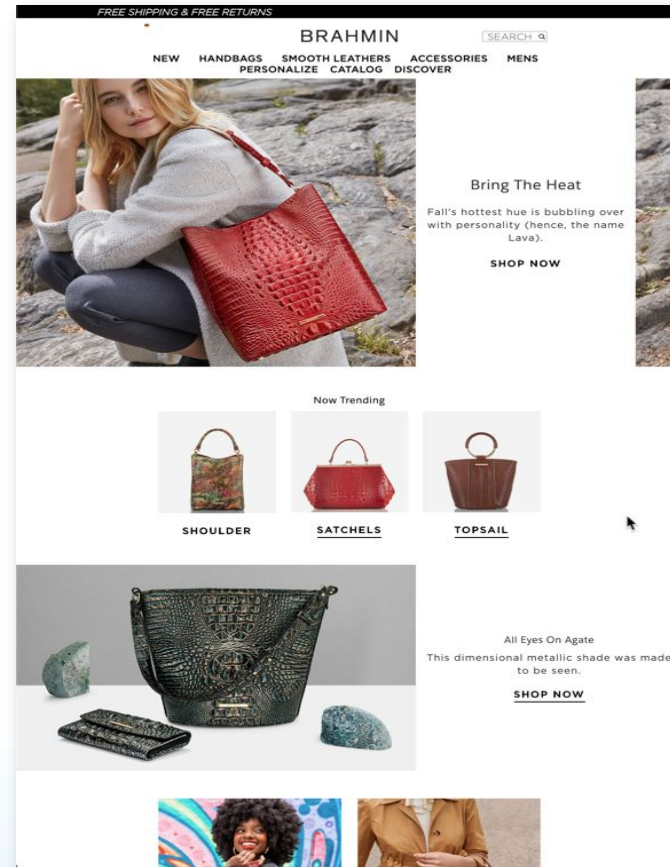
"I'm happy with the flexibility it gives me to build out custom components"

"I'm happy that this allows non developers to reliably build out complex custom layouts without accidentally introducing bugs into the site"

- Custom Components created in 1-2 hours each

eCommerce Manager:

"We rely on dev to custom code anything and everything. Super helpful to have faster time to market and not have to rely on development resource to push out content pages for our marketing campaigns."

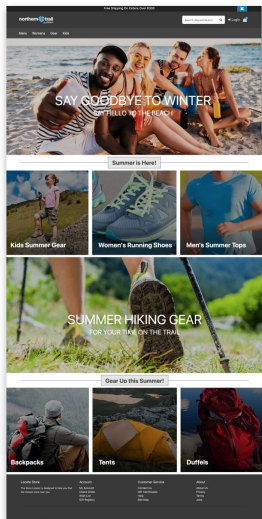


How to Get Started



Define Pages & Resourcing

Identify Pages, Resources,
Style Guidelines



How to Get Started



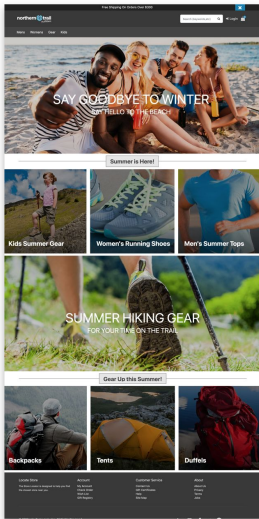
Define Pages & Resourcing

Identify Pages, Resources, Style Guidelines

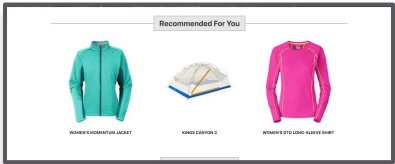
Requirements Session

Discuss Business Requirement to identify MVP

Dynamic Layout



Carousel of top categories



Include a component for Einstein recommended products

Define format of text, only allow content changes

How to Get Started



Define Pages & Resourcing

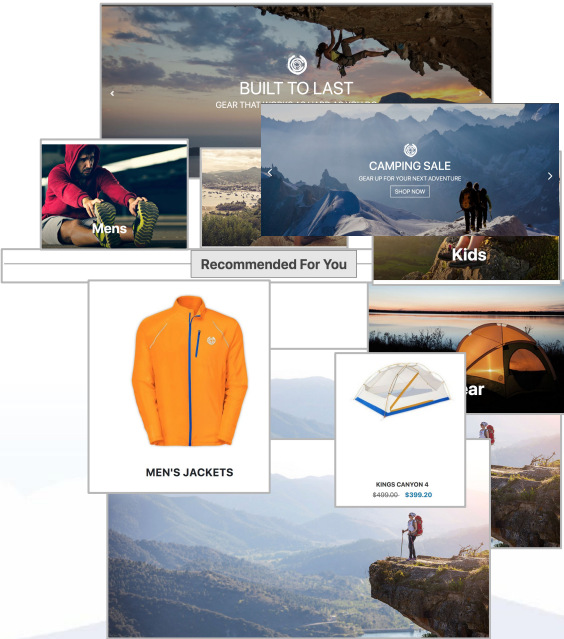
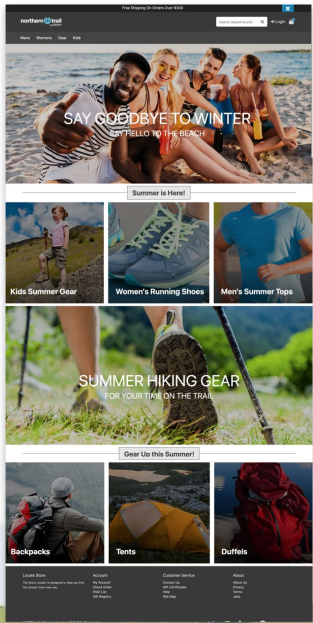
Identify Pages, Resources, Style Guidelines

Requirements Session

Discuss Business Requirement to identify MVP

Development / QA

Develop reusable Page Types, Layouts, Components - QA



How to Get Started



Define Pages & Resourcing

Identify Pages, Resources, Style Guidelines

Requirements Session

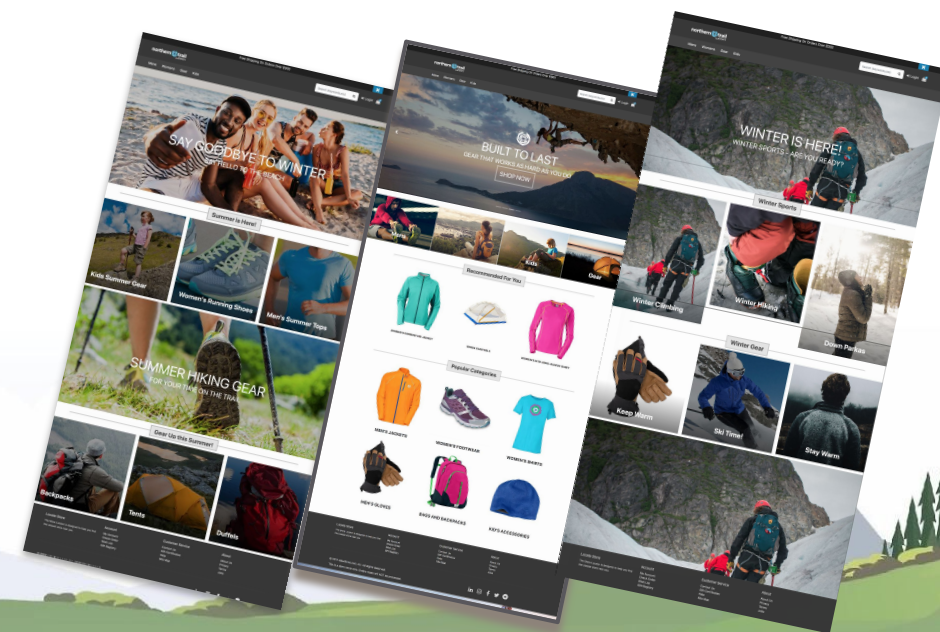
Discuss Business Requirement to identify MVP

Development / QA

Develop reusable Page Types, Layouts, Components - QA

Publish & Go

Set up Pages, Preview by date, customer group, locale, and device type



Salesforce CMS Integration with B2C Commerce

Deliver the right content across every experience

Generally
Available

H1 2020



Native commerce platform integration

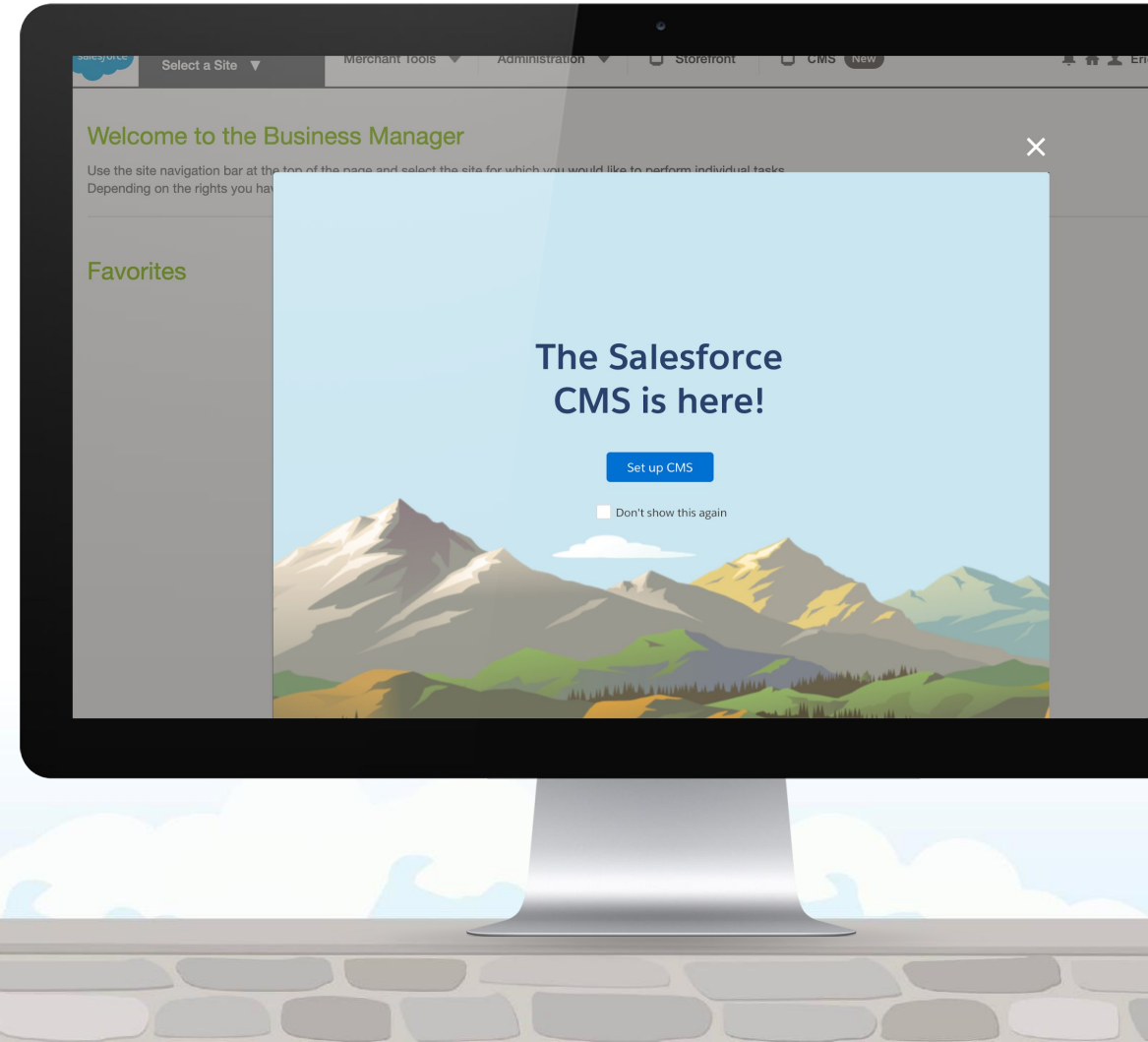
Out-of-the-box content creation, management and delivery through business manager and APIs

Better together with Page Designer

Easily create, manage and reuse content, fragments and components across commerce pages, sites and more.

Multichannel content orchestration

A single CMS solution to power your omnichannel digital experiences hosted by Salesforce.



Getting Started for Developers and Business Users

Storefront Reference Architecture



Developers

Access GitHub and cartridges, and get them deployed into a sandbox or dev environment to let your Ecom team to review what's included.

- SFRA Code - [Git](#)

Need access to Git? [Go Here](#)

Getting Started Developer [Video Series](#)

Ecommerce Marketing Director and Merchants

After your Developer has completed set up, we've provided documentation on what's included in the starter repository including ideas and inspiration as you go through requirements and definition to build out your own page layouts and components.

If your code base is Site Genesis, you can find [information here](#)



What's in the "Starter Repo"?

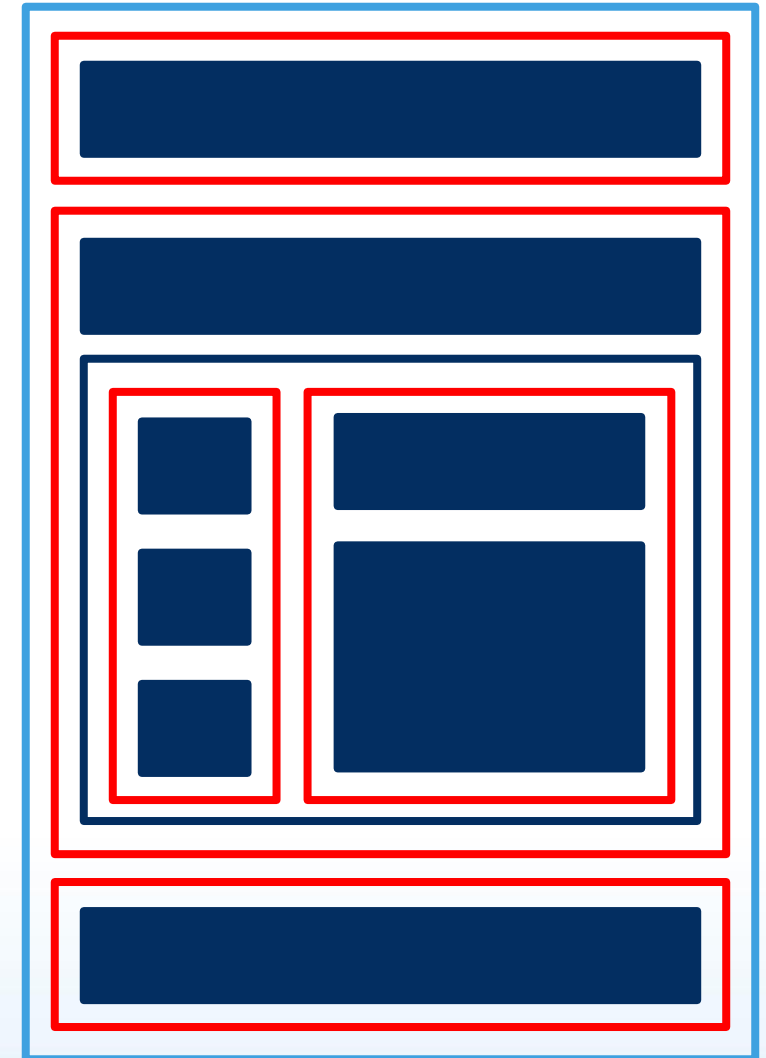


Page Designer Flexibility

Pages, regions and components

Developers create page types and component types that are reusable allowing merchants to create multiple storefront pages.

- **Page**
 - The outermost container of the structured content
 - Contain regions
- **Region**
 - Allow for a hierarchical structuring of components
 - Contain components
- **Component**
 - Have attributes defining the content asset
 - Components can also be layouts, which can contain multiple regions to which merchants can add more components



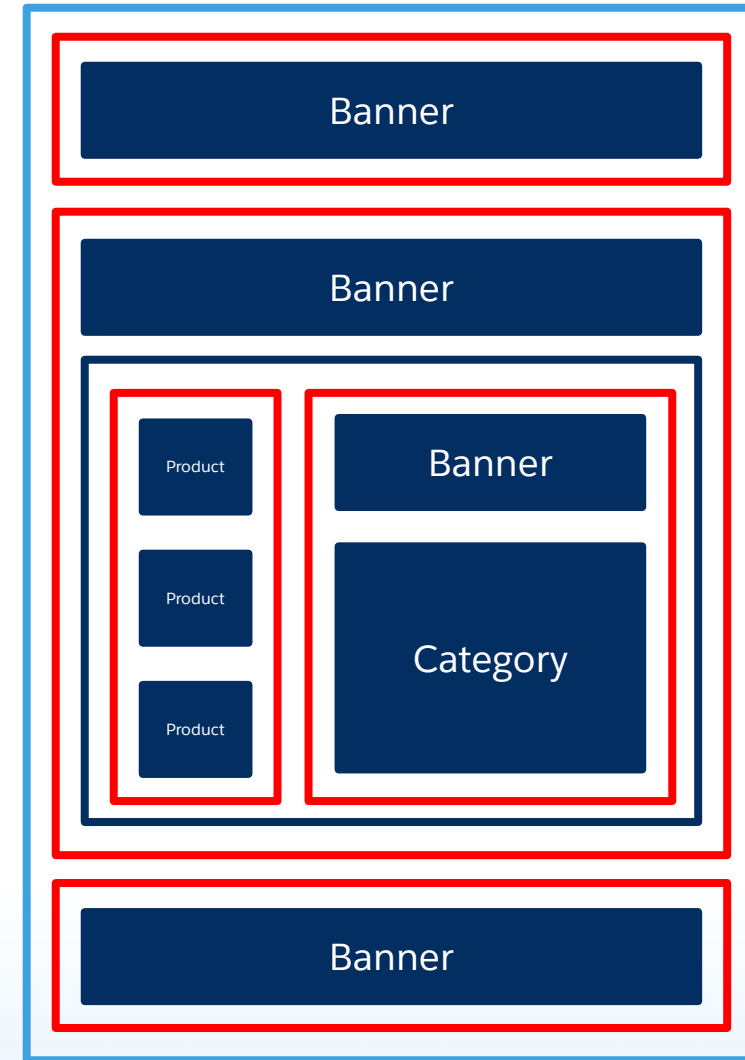
Page Designer Developer Terms

Page types and component types

At development time, developers create page types and component types based on project requirements:

- **Page Types**
 - Can also be considered “templates” (promo page, landing page, content page).
 - Contains set regions with specified components available for use in that region.
- **Component Types**
 - The type of content available for use in a specific region (banners, products, categories, layout, etc).

Pages and components are instances of page types and component types.



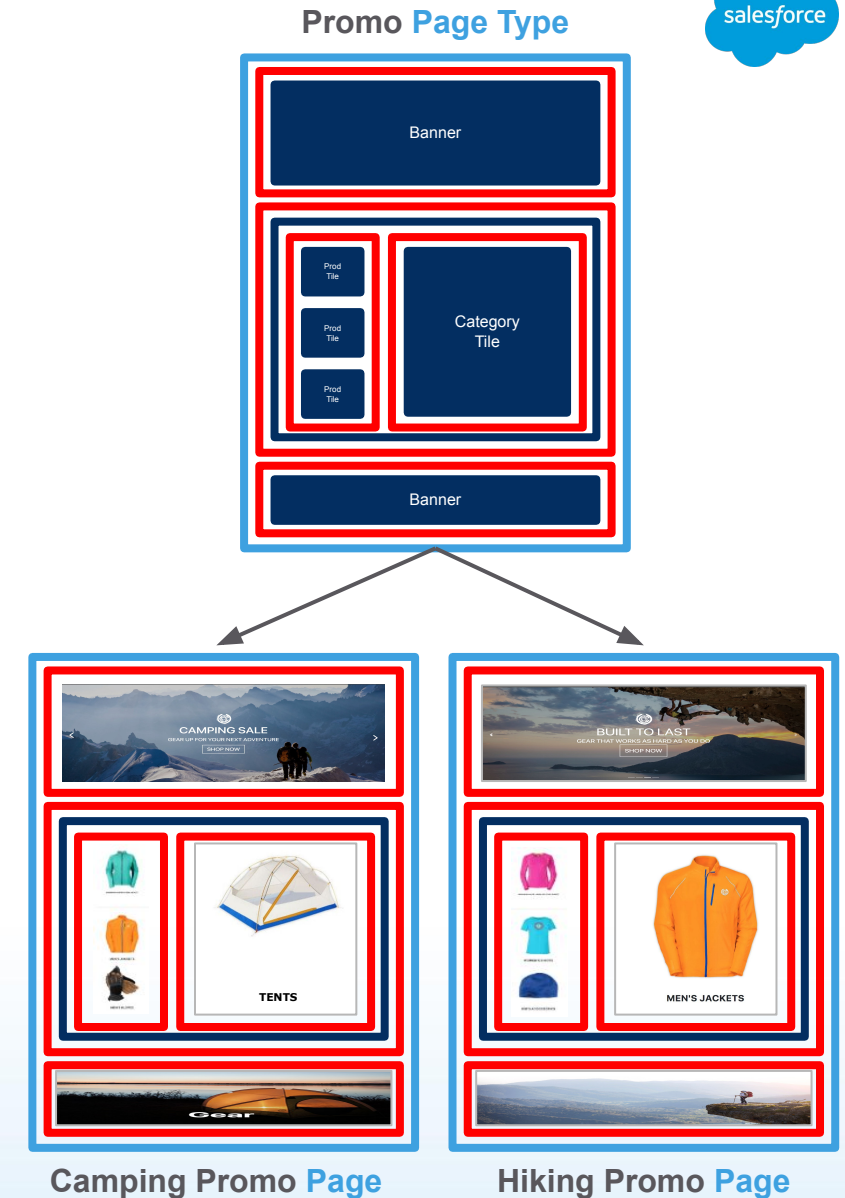
Pages and Components

Web Content Manager

Content managers create the **page** in Business Manager and place **components** in **regions** based on the **page type** and **component types** the developer has made available:

- They also configure a set of attributes required to render the **component**, for example, entering text and selecting an image to be displayed on a banner **component**.
- They can use the same **page types** and **component types** to create multiple new **pages** and won't have to go back to development until they need changes or new **page types** and **component types**.

Helpful Hint: Pages and components are instances of page types and component types.



SFRA

What's included in the SFRA Code



What's in the Starter Repo?

Before we get started...



The following slides break out the **page types**, **components** and **layouts** that are a part of the Starter Repo. They are working examples to get you started understanding the tool.

The goal is to provide you **baseline examples** on **how you can extend and customize Page Designer** based on your **specific business, branding and functional requirements**.



What's included in SFRA Page Designer?

Starter Components & Layouts - [SFRA GIT](#)

Layouts

1. [Carousel](#)
2. [1 Row x 1 Col \(Mobile, Desktop\): One row of 1 column](#)
3. [2 Row x 1 Col \(Mobile\), 1 Row x 2 Col \(Desktop\)](#)
4. [3 Row x 1 Col \(Mobile\), 1 Row x 3 Col \(Desktop\)](#)
5. [2 Row x 2 Col \(Mobile\), 1 Row x 4 Col \(Desktop\)](#)
6. [2 Row x 3 Column \(Mobile\), 1 Row x 6 Column \(Desktop\)](#)
7. [3 Row x 2 Column \(Mobile\), 2 Row x 3 Column \(Desktop\)](#)
8. [Shop The Look Layout](#)
9. [Popular Categories Layout](#)

Components

1. [Header Promo Banner](#)
2. [Image with Text](#)
3. [Main Banner](#)
4. [Image Tile](#)
5. [Textbox](#)
6. [Round Category Tile with Caption](#)
7. [Link Banner](#)
8. [Product Tile](#)
9. [Shop The Look Product Tile](#)
10. [Einstein Recommendations \(Global\)](#)
11. [Einstein Recommendations \(Category\)](#)
12. [Einstein Recommendations \(Product\)](#)
13. [Product Listing Layout](#) - Available Soon!
14. [Dynamic Category Banner](#) - Available Soon!
15. [Promotional Content Tile/Banner](#) - Available Soon!
16. [Product Detail Layout](#) - Available Soon!



SFRA Components



List of Components

Starter Components & Layouts

Components

1. [Header Promo Banner](#): Narrow banner used at top of the page for campaigns / announcements
2. [Image with Text](#): Image with optional text overlay and optional text below image
3. [Main Banner](#): Square-ish Image with text overlay + 'Shop Now' link
4. [Image Tile](#): Adds image to a page / section
5. [Textbox](#): Adds text to a section
6. [Round Category Tile with Caption](#): Circular image that can be linked to a category
7. [Link Banner](#): Navigation bar with links to categories
8. [Product Tile](#): Product Image, Price, Ratings
9. [Shop The Look Product Tile](#): Product Tiles that links to Quick View page (page to be built)
10. [Einstein Recommendations \(Global\)](#): Carousel populated with recently viewed products generated by Einstein
11. [Einstein Recommendations \(Category\)](#): Carousel populated with products of a selected category, generated by Einstein
12. [Einstein Recommendations \(Product\)](#): Carousel populated with recommendations based on a chosen product, generated by a category



List of Components

Starter Components & Layouts

Components - available soon

13. [Product Listing Layout](#). Used on a product list page; allows user to place static content within the grid
14. [Dynamic Category Banner](#). A headline banner using the dynamic attribute that references the category image and name for which category is rendered. Users can override the dynamic attributes to use a different image or title.
15. [Promotion Content Tile/Banner for PLP](#). Promotional content tile/banner for the product grid. Users can add this component into the PLP grid to display static content within the grid.
16. [Product Detail Layout](#). Contains all the content/attributes of a 'standard' product detail page; supports single products as well as product bundles

Header Promo Banner

SFRA Components

Narrow banner used at top of the page for campaigns / announcements

1. **Banner Message:** Rich Text Editor - Required. Format text using Heading 1, Heading 2, Heading 3, Heading 4, and Paragraph tags.
2. [X] button closes message: Once a message is closed, it will not return for this session

Text Alignment

- Horizontal Alignment: Center
- Vertical Alignment: Middle

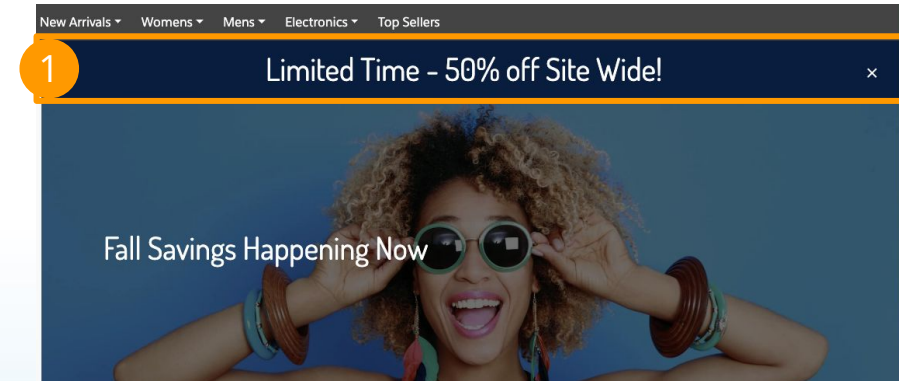
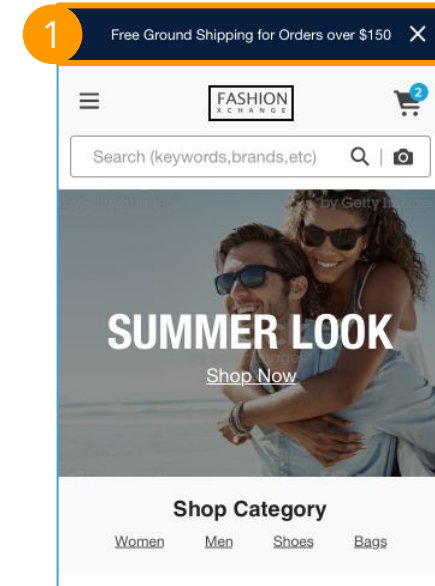
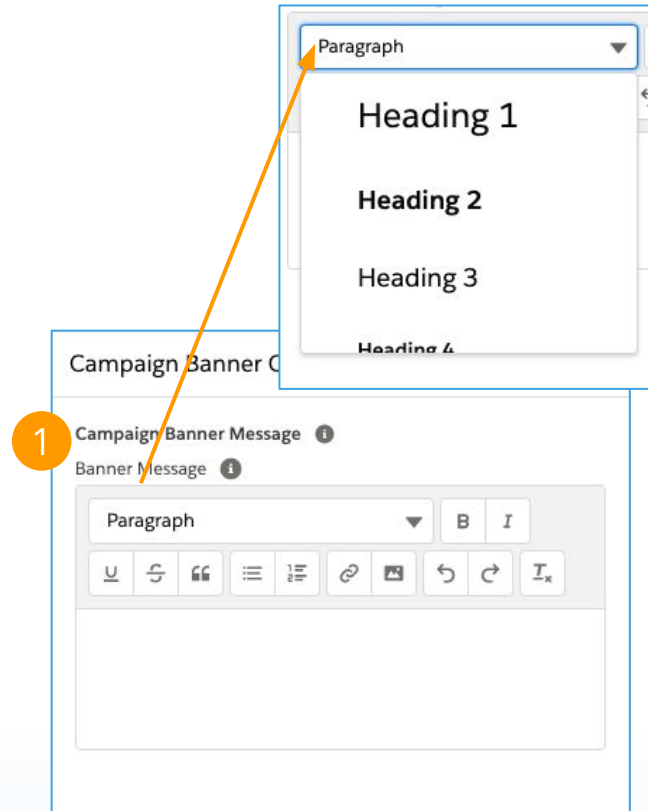
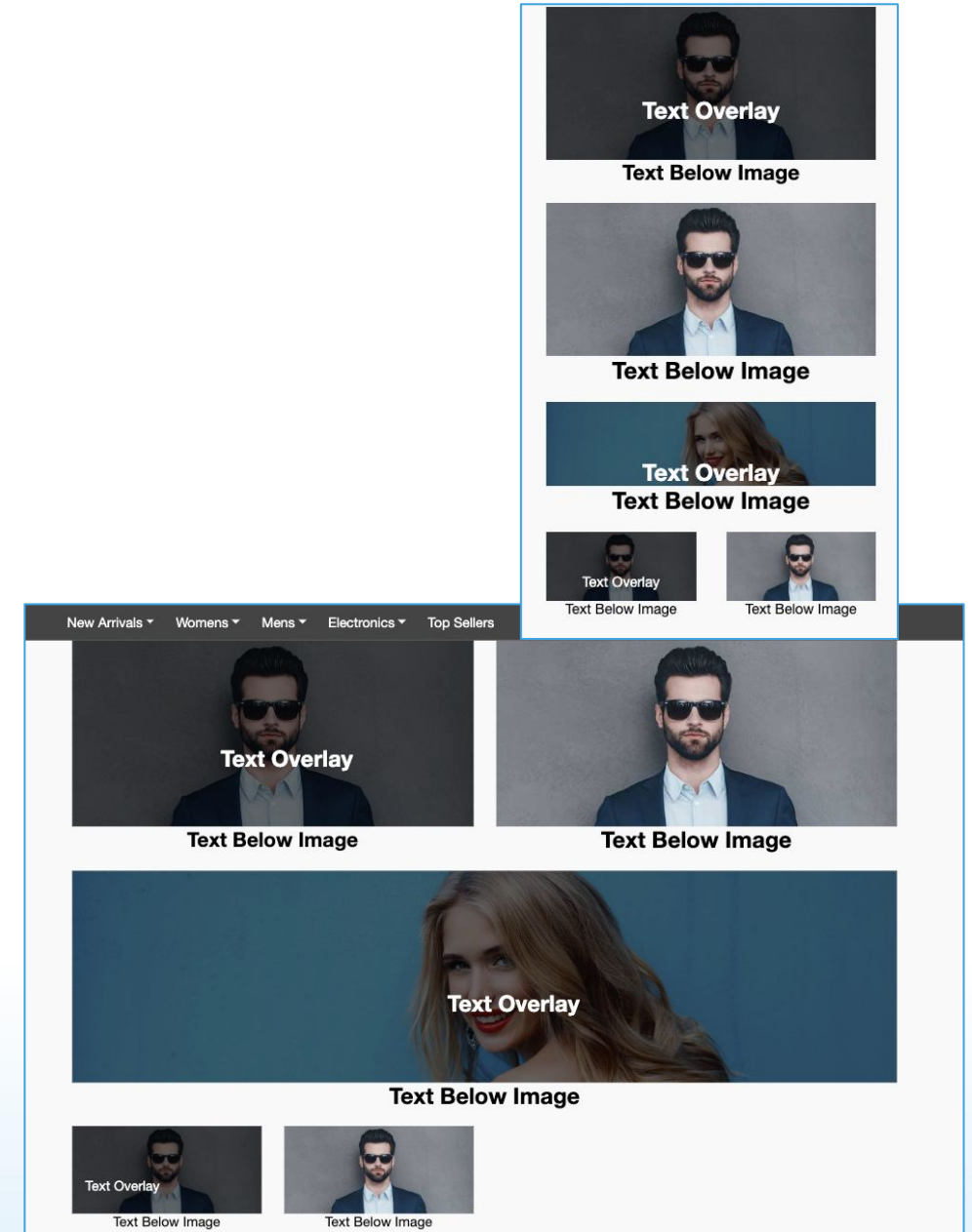
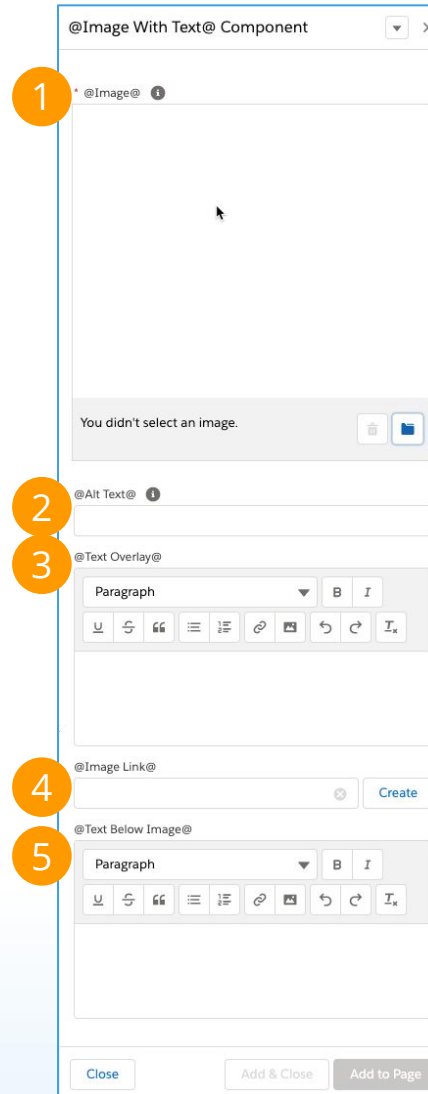


Image with Text

SFRA Components

Image with optional text overlay and optional text below image

1. Image*
2. Alt Text: Adds image alt text for a11y
3. Text Overlay: Adds rich text over image. If there is text, 40% black overlay added to image for accessibility
4. Image Link: Adds a link to the whole image
5. Text Below Image: Adds caption text below the image



Main Banner

SFRA Components

Square-ish Image with text overlay + 'Shop Now' link

1. Image: Select Banner Image - Image height is $43.75 \times$ viewport width. If image is taller than that, the image is cropped (see Fig 1)
2. Heading - Text overlay: Rich text editor - Required
3. Category Link: opens category picker and displays as "Shop Now" button on image - hard coded.

Overlay Text

- Horizontal Alignment: Left (on desktop), Middle (on mobile)
- Vertical Alignment: Middle

Main Banner Component

1 **Banner Image** ⓘ

* Image ⓘ

You didn't select an image.

2 **Text Overlay** ⓘ

* Heading

Paragraph

3 **Shop Now Link** ⓘ

* Category Link

Close Add & Close Add to Page

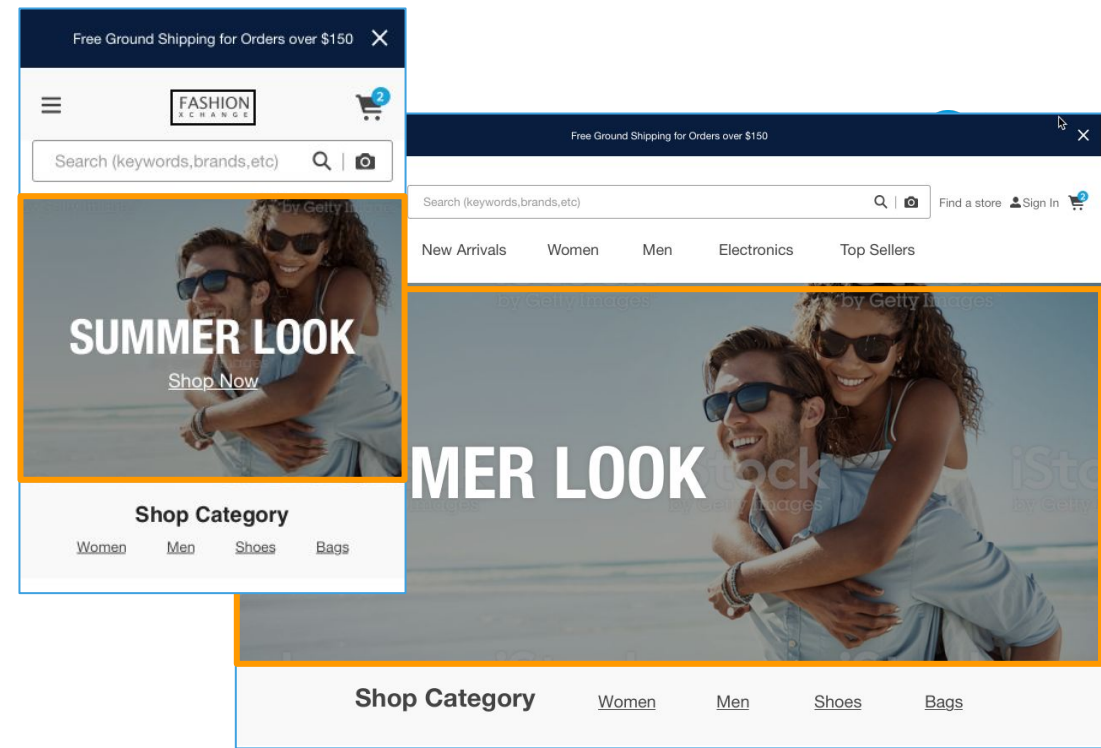


Fig 1:
Image cropped in Main Banner (L) vs Uncropped Image (R)

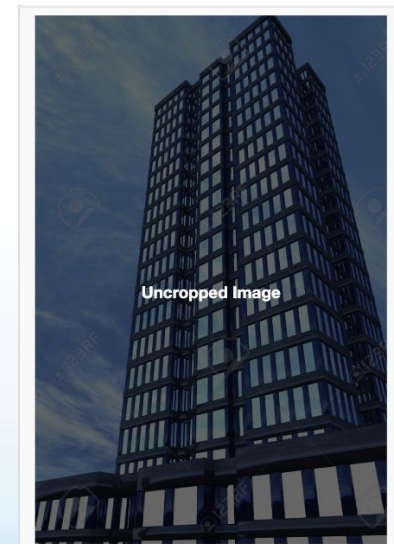
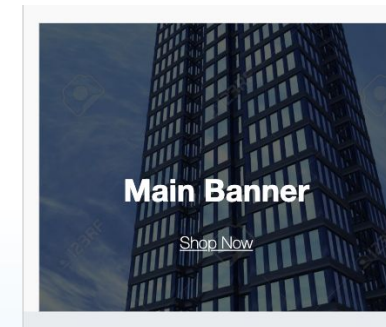
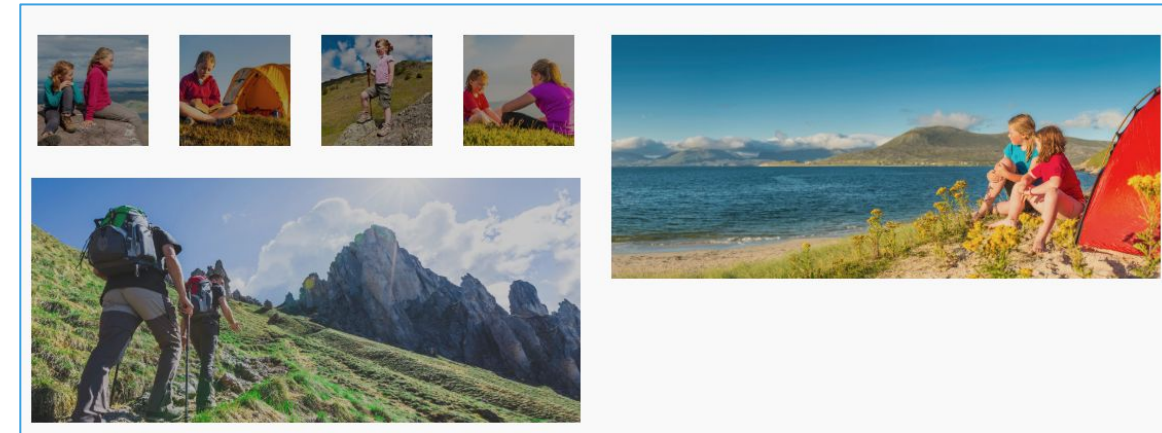
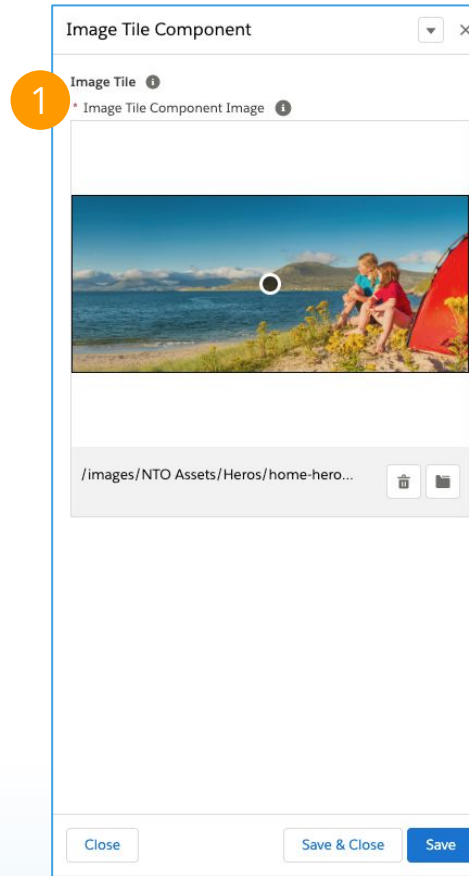


Image Tile

SFRA Components

Adds image to a page / section

1. Image Tile: Select Image



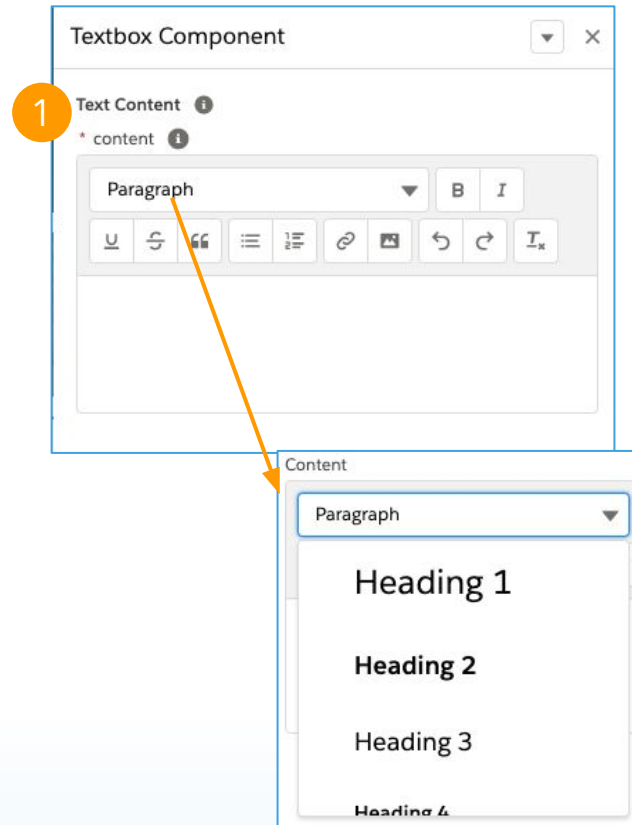
Text Box

SFRA Components



Adds text to a section

1. For attributes that you specify using the rich text editor, you can format text using Heading1, Heading2, Heading3, Heading4, and Paragraph tags. When the page is displayed in the storefront, the text is formatted as specified by your corresponding CSS styles.



This is rich text.
Users have the ability to add links, change font sizes, or add pictures in the editor.



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Round Category Tile with Caption

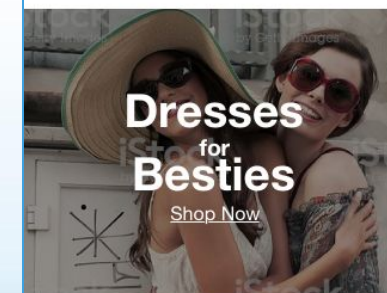
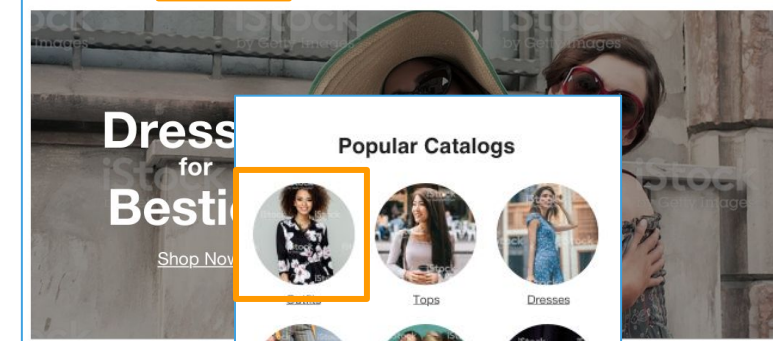
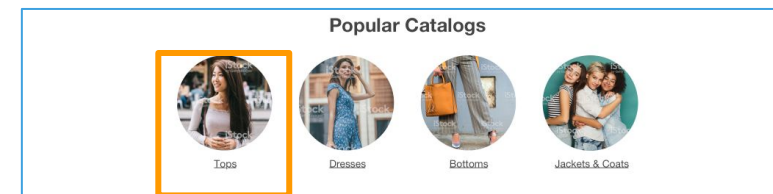
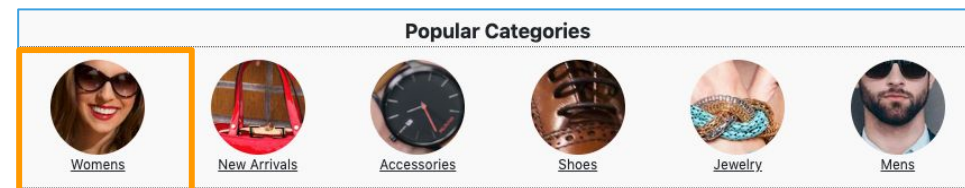
SFRA Components

Circular image that can be linked to a category

1. Category: Category Picker
2. Custom Display Name: Overwrite the category name
3. Image Picker
4. Image Size: Style used in this field if the image needs to be sized up or down. example '300px 100px'. If no image selected, default image for category is shown
5. Offset: How the image should be offset. example '5em 5em'

Component stays the same size regardless of what layout the component is placed in

See [Popular Categories Layout](#) - where you define headline and # of Round Cat Tiles



Link Banner

SFRA Components

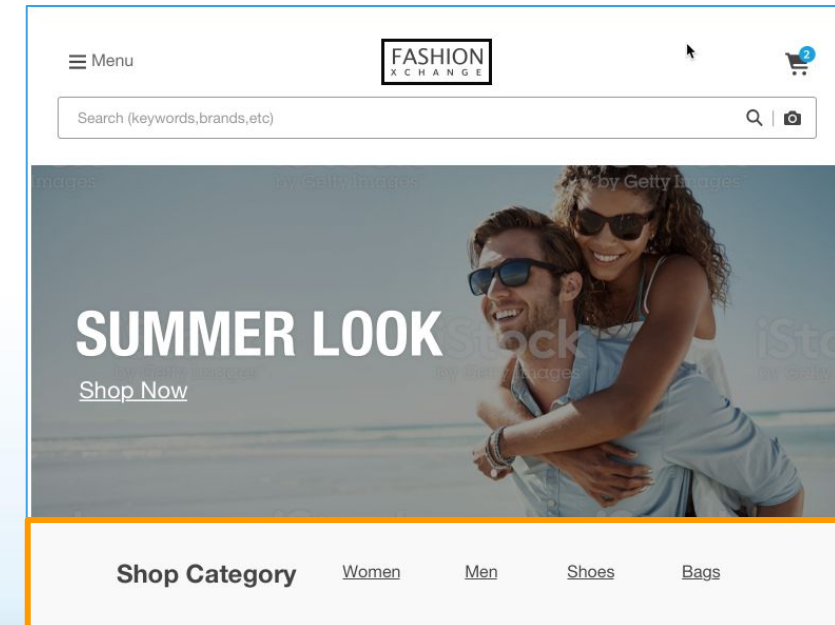
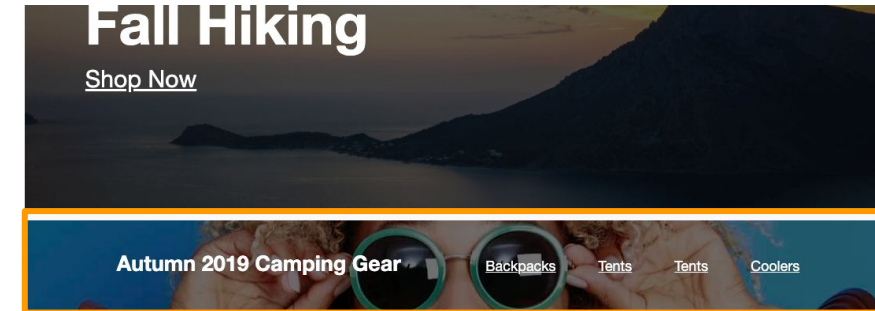
Navigation banner with links to categories

1. Heading*
2. Background Configuration: Allows the user to select a background image for Shop Category banner
3. Apply Image Shade: Applies 40% black overlay over image
4. Change Text Color to White
5. Shop Category Specifications* (select at least 4 categories and up to 12)
 - Choose categories to appear as links
 - Custom Category Name: Allows user to overwrite the category name displayed on the banner

The screenshot shows the 'Link Banner Component' configuration window. It is divided into several sections:

- Heading Specification:** Includes a 'Paragraph' text area with a rich text editor toolbar. A callout '1' points to this section.
- Background Configuration:** Includes an 'Image' selection area showing a woman wearing sunglasses. A callout '2' points to this section.
- Apply Image Shade:** A checkbox labeled 'Apply image Shade' is checked. A callout '3' points to this section.
- Change text color to white:** Two checkboxes, 'Change text color to white', are checked. A callout '4' points to this section.
- Link Banner Specifications:** Includes fields for 'Category 01' (set to 'newarrivals') and 'Custom Category Name 01' (set to 'Backpacks'). A callout '5' points to this section.

Below these sections are fields for 'y Name 06' through 'y Name 10', and 'Category 11' through 'Category 12', each with a corresponding 'Custom Category Name' field. At the bottom are 'Close', 'Save & Close', and 'Save' buttons.



Product Tile

SFRA Components

Product Image, Price, Ratings

Product Tile:

- Assign a Product
- Display product ratings

Color swatches will appear under the product (If there are swatches available)

Quick view icons appear on hover on desktop

1 Product Tile Component

Product Tile Specifications ⓘ

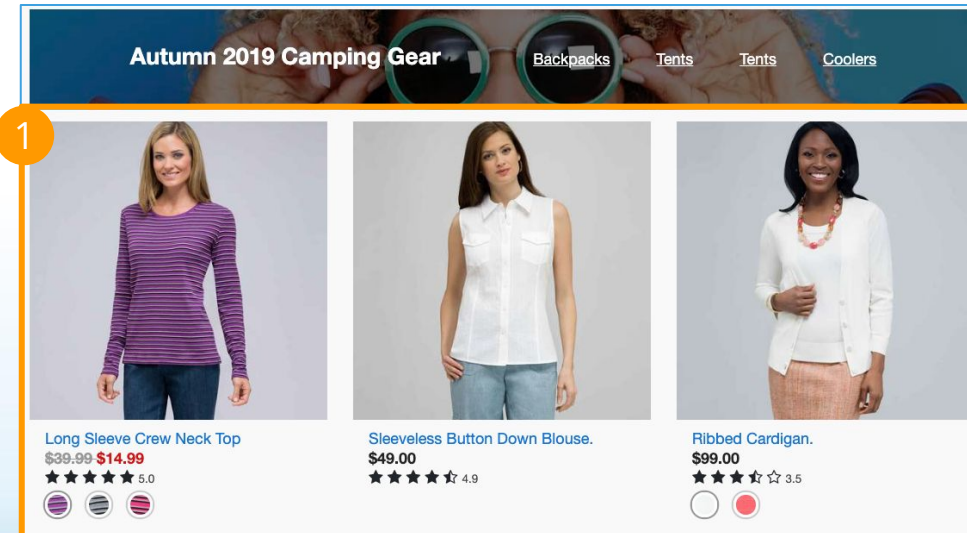
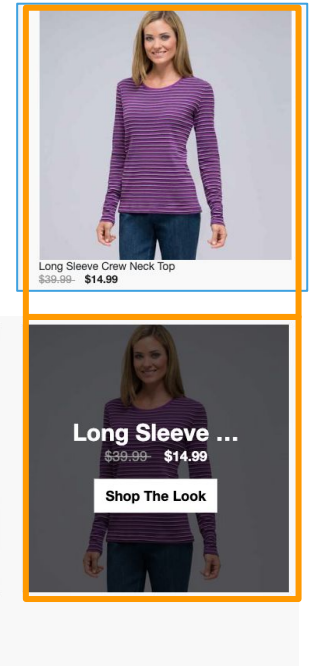
* Product ID ⓘ

25695479M

Display product ratings ⓘ

☐ Display product ratings

Mobile



Shop the Look Product Tile

SFRA Components

Product Tile that links to the PDP of a Set

Shows the name of the set, and number of pieces in the set if the user hovers over the tile.

1. Assign a Product
2. Display pricing for product

2

Shop The Look Product Tile Component

Shop The Look Specification

* product

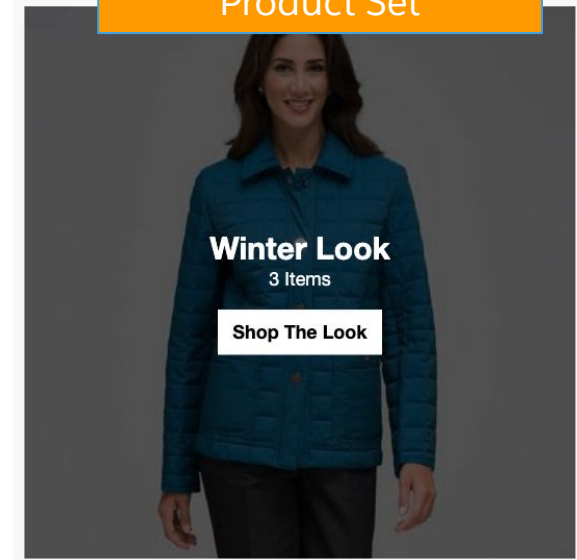
25518300M

+

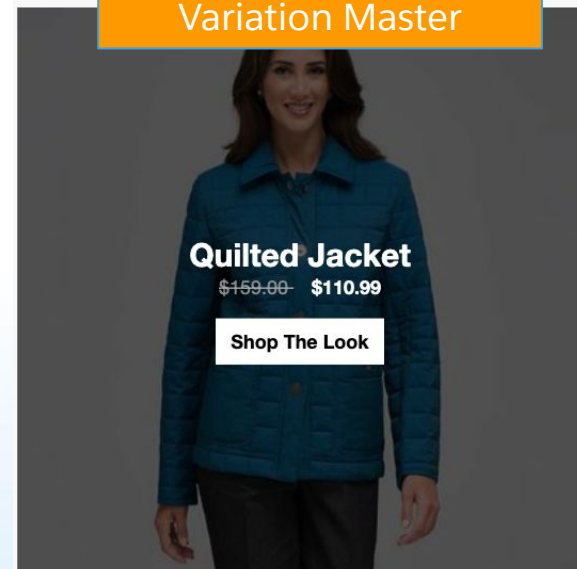
Display pricing for product

☒ Display pricing for product

Product Set



Variation Master



Einstein Recommendations Carousel (Global)



SFRA Components

Carousel populated with Einstein generated product tiles based on a product

1. **Carousel Title:** displays at top of component
2. **Einstein Recommender***
3. **# of Recs:** # of recommendations to display (1-6)
4. **Display product ratings**
5. **Phone**
 - a. Display carousel indicator
 - b. Display carousel controls
 - c. # of Slides to display on phone: 1-3
6. **Tablet**
 - a. Display carousel indicator
 - b. Display carousel controls
 - c. # of Slides to display on phone: 1-6
7. **Desktop**
 - a. Display carousel indicator
 - b. # of slides to display 1-6

Einstein Carousel (Recently Viewed) Co...

1 carousel title

2 Recommendation Rules ⓘ

3 * Recommendation type

4 Loading...

5 * Number of recommendations ⓘ

Select an Option

4 Display product ratings ⓘ

☐ Display product ratings

5 Phone configurations ⓘ

Display carousel indicators on phones

☐ Display carousel indicators on phones

Display carousel controls on phones

☐ Display carousel controls on phones

* Number of slides to display on phones

Select an Option

6 Tablet configurations ⓘ

Display carousel indicators on tablets

☐ Display carousel indicators on tablets

Display carousel controls on tablets

☐ Display carousel controls on tablets

* Number of slides to display on tablets

Select an Option

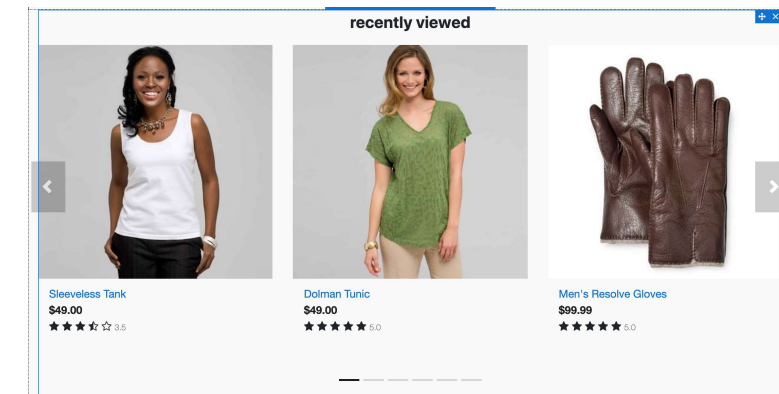
7 Desktop configurations ⓘ

Display carousel indicators on desktop

☐ Display carousel indicators on desktop

* Number of slides to display on desktop

Select an Option



Einstein Recommendations Carousel (Category)



SFRA Components

Carousel populated with Einstein generated product tiles based on Category anchor

1. **Carousel Title:** displays at top of component
2. **Anchor Category:** Choose which category to recommend from
3. **Einstein Recommender***
4. **# of Recs:** # of recommendations to display (1-6)
5. **Display product ratings**
6. **Phone**
 - a. Display carousel indicator
 - b. Display carousel controls
 - c. # of Slides to display on phone: 1-3
7. **Tablet**
 - a. Display carousel indicator
 - b. Display carousel controls
 - c. # of Slides to display on phone: 1-6
8. **Desktop**
 - a. Display carousel indicator
 - b. # of slides to display 1-6

Einstein Carousel (Category) Component

1 carousel title

2 Recommendation Rules ⓘ

3 * Anchor Category

4 * Einstein Recommender

5 Loading...

6 * Number of recommendations ⓘ

7 Select an Option

8 Display product ratings ⓘ

9 ☐ Display product ratings

10 Phone configurations ⓘ

11 Display carousel indicators on phones

12 ☐ Display carousel indicators on phones

13 Display carousel controls on phones

14 ☐ Display carousel controls on phones

15 * Number of slides to display on phones

16 Select an Option

17 Tablet configurations ⓘ

18 Display carousel indicators on tablets

19 ☐ Display carousel indicators on tablets

20 Display carousel controls on tablets

21 ☐ Display carousel controls on tablets

22 * Number of slides to display on tablets

23 Select an Option

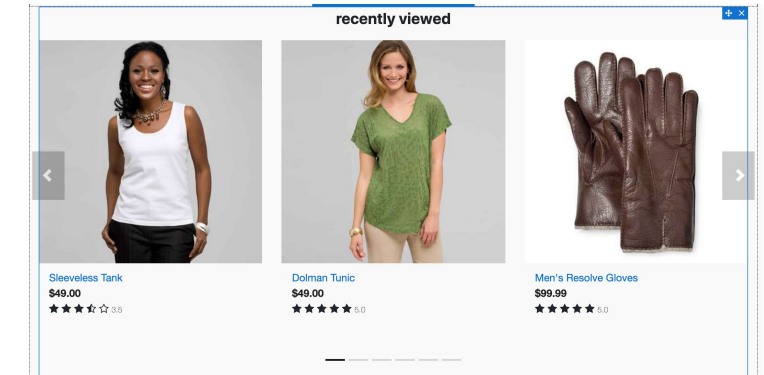
24 Desktop configurations ⓘ

25 Display carousel indicators on desktop

26 ☐ Display carousel indicators on desktop

27 * Number of slides to display on desktop

28 Select an Option



Einstein Recommendations Carousel (Product)

SFRA Components



Carousel populated with Einstein generated product tiles based on a product anchor

1. **Carousel Title:** displays at top of component
2. **Anchor Product*** Choose which product to recommend from
3. **Einstein Recommender***
4. **# of Recs:** # of recommendations to display (1-6)
5. **Display product ratings**
6. **Phone**
 - a. Display carousel indicator
 - b. Display carousel controls
 - c. # of Slides to display on phone: 1-3
7. **Tablet**
 - a. Display carousel indicator
 - b. Display carousel controls
 - c. # of Slides to display on phone: 1-6
8. **Desktop**
 - a. Display carousel indicator
 - b. # of slides to display 1-6

Einstein Carousel (Product) Component

1 carousel title

2 Recommendation Rules ⓘ

3 * Anchor Product

4 * Einstein Recommender

5 Loading...

6 * Number of recommendations ⓘ

7 Select an Option

8 Display product ratings ⓘ

☐ Display product ratings

Phone configurations ⓘ

Display carousel indicators on phones

☐ Display carousel indicators on phones

Display carousel controls on phones

☐ Display carousel controls on phones

* Number of slides to display on phones

Select an Option

Tablet configurations ⓘ

Display carousel indicators on tablets

☐ Display carousel indicators on tablets

Display carousel controls on tablets

☐ Display carousel controls on tablets

* Number of slides to display on tablets

Select an Option

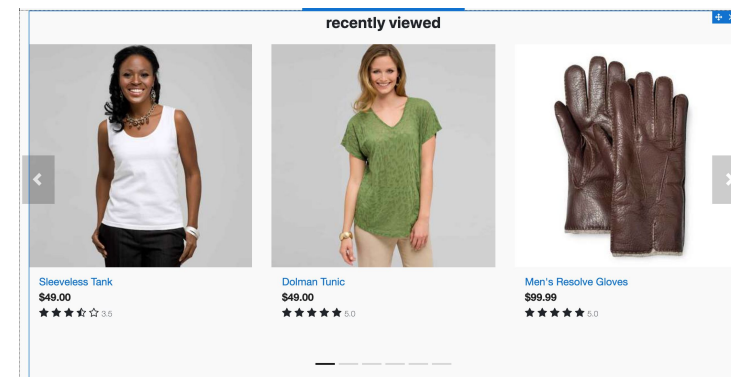
Desktop configurations ⓘ

Display carousel indicators on desktop

☐ Display carousel indicators on desktop

* Number of slides to display on desktop

Select an Option

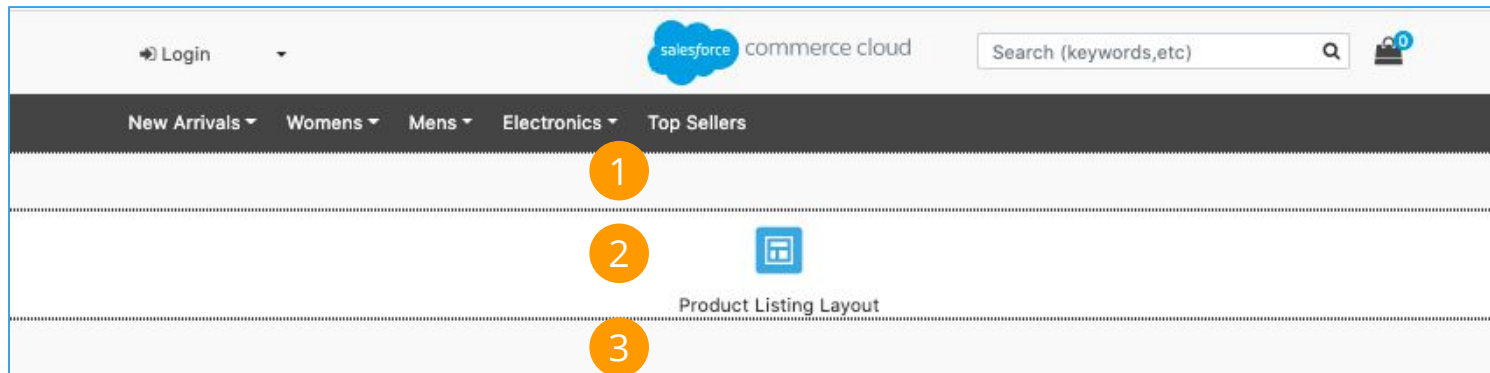


Product Listing Layout

SFRA Components

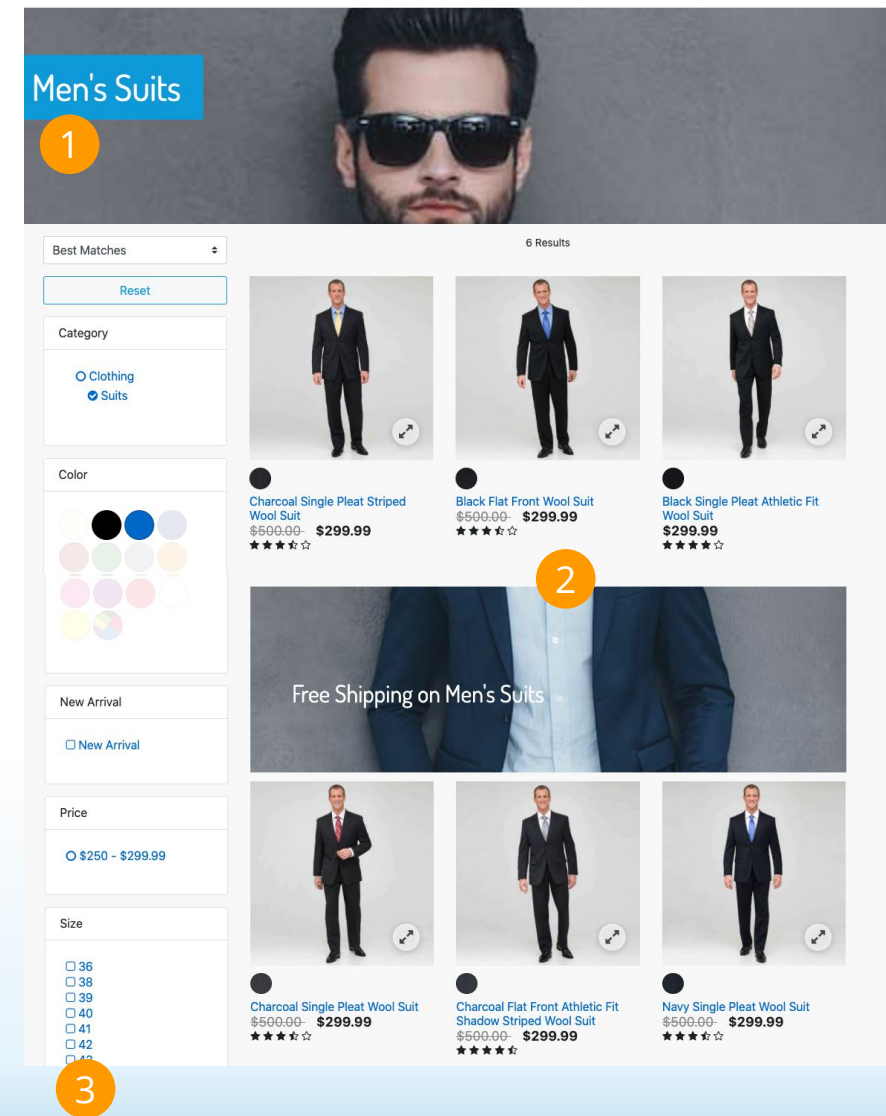
Product Listing Layout to be used on a product list page.

- Display products of an assigned category in a grid format; each grid tile will have the same design.
- The user will be able to:
 - Add a header banner in the top region
 - Drag a component into the grid as a single tile or full row asset



Coming
Soon

salesforce



Dynamic Category Banner

SFRA Components

A headline banner using the dynamic attribute that references the category image and name for which category is rendered. Users can override the dynamic attributes to use a different image or title.

1. **Category Dynamic Value:** displays image assigned at category level; can be edited to use a different category image
2. **Product:** displays image assigned to category for the product id entered
3. **Override Content:**
 - a. you can define content to override the default image configured in Business Manager
 - b. you can override the banner text which by default contains the category name

Dynamic Category Banner Component

1 Category Dynamic Value
Value assigned to page

2 Product Dynamic Value
Value assigned to page

3 **Override Content** ⓘ
Banner Image ⓘ

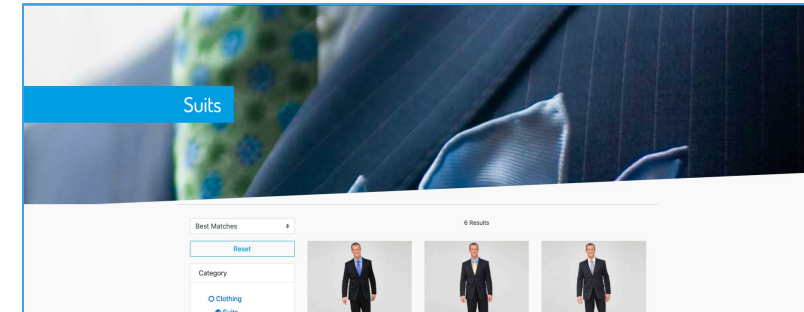
You didn't select an image.

Banner Text

Close Save & Close Save

Coming
Soon

salesforce

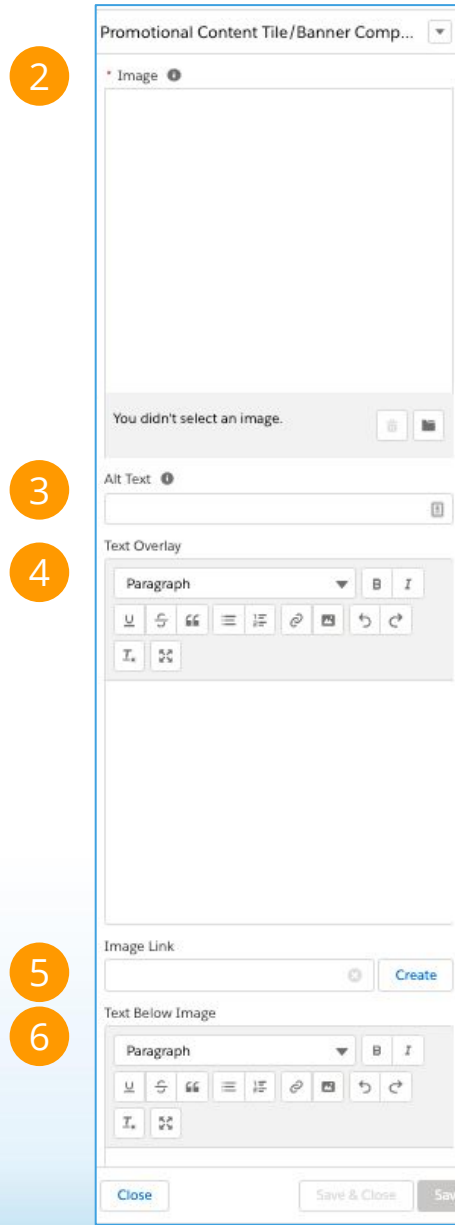
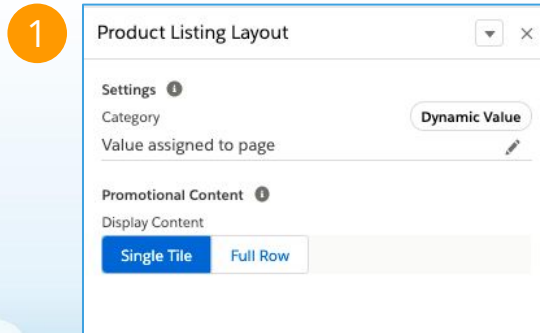


Promotional Content Tile/Banner

SFRA Components

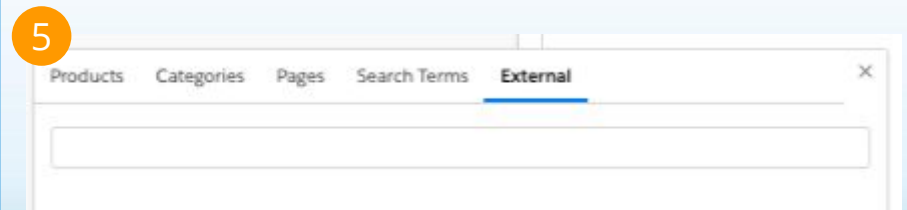
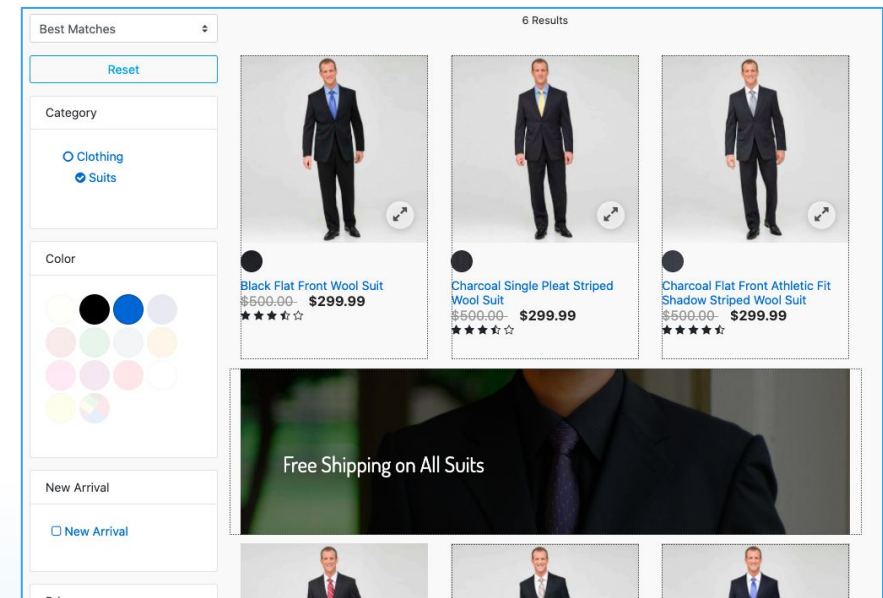
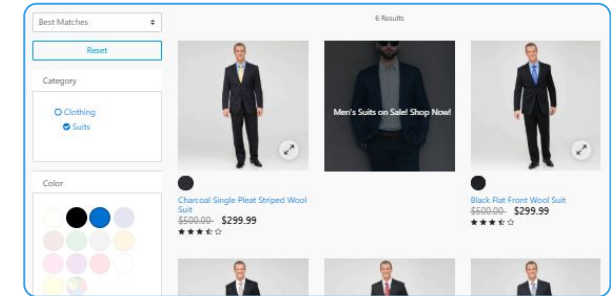
Promotional content tile/banner for the product grid. Users can add this component into the PLP grid to display static content within the grid

1. **Layout:**
 - a. Single View
 - b. Full View
2. **Image:** Image to display in the product grid
3. **Alt Text:** Image alt text to be used for the component
4. **Text Overlay:** Adds rich text over image.
5. **Image Link:** Link to product, category, page, search terms or externally
6. **Text Below Image:** Adds caption text below the image



Coming
Soon

salesforce



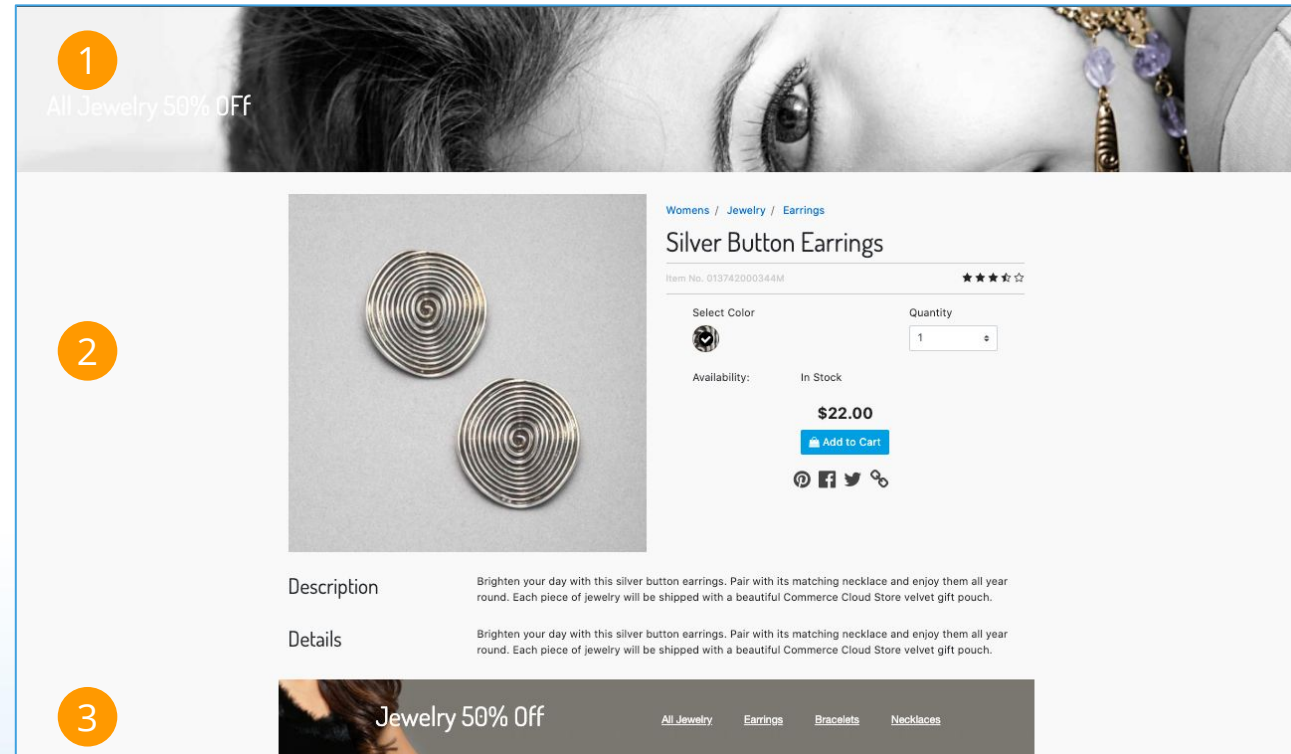
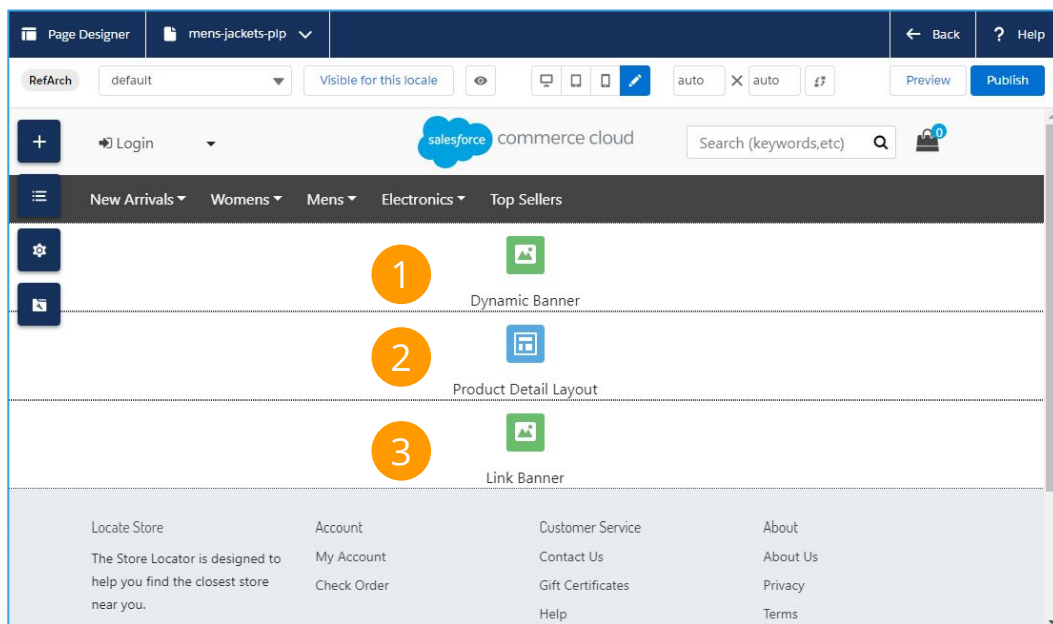
Product Detail Layout

SFRA Components

Coming
Soon

salesforce

Product Detail Component contains all the content/attributes of a standard product detail page; supports single products as well as product bundles





SFRA Layouts



What's included in SFRA Page Designer?

Starter Components & Layouts

Layouts

1. [Carousel](#)
2. [1 Row x 1 Col \(Mobile, Desktop\): One row of 1 column](#)
3. [2 Row x 1 Col \(Mobile\), 1 Row x 2 Col \(Desktop\)](#)
4. [3 Row x 1 Col \(Mobile\), 1 Row x 3 Col \(Desktop\)](#)
5. [2 Row x 2 Col \(Mobile\), 1 Row x 4 Col \(Desktop\)](#)
6. [2 Row x 3 Column \(Mobile\), 1 Row x 6 Column \(Desktop\)](#)
7. [3 Row x 2 Column \(Mobile\), 2 Row x 3 Column \(Desktop\)](#)
8. [Shop The Look Layout](#)
9. [Popular Categories Layout](#)

Carousel

SFRA Layout

Slideshow layout component to cycle through elements (images or text)

1. Carousel Title: can add a title to the carousel
2. Phone Configurations / Tablet Configurations / Desktop Configurations: Allows the user to configure how the carousel behaves for different form factors
3. # slides to display on phones / tablets / desktop

Horizontal Alignment: Center

Vertical Alignment: Middle

@Carousel@ Component

1 @carousel title@

2 @Phone configurations@

3 @Tablet configurations@

2 @Desktop configurations@

@Display carousel indicators on phones@

☐ @Display carousel indicators on phones@

@Display carousel controls on phones@

☐ @Display carousel controls on phones@

* @Number of slides to display on phones@

Select an Option

@Display carousel indicators on tablets@

☐ @Display carousel indicators on tablets@

@Display carousel controls on tablets@

☐ @Display carousel controls on tablets@

* @Number of slides to display on tablets@

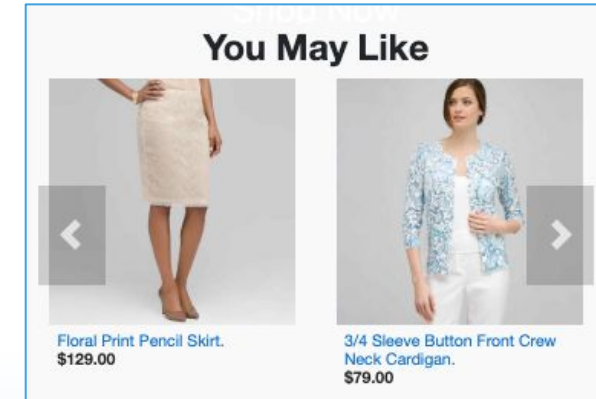
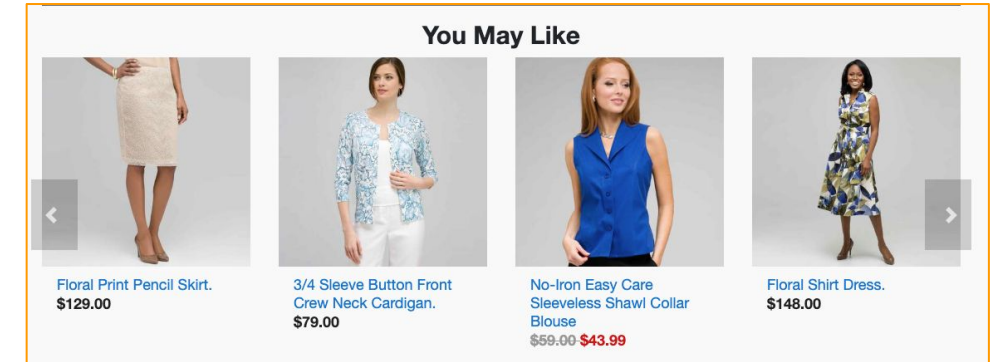
Select an Option

@Display carousel indicators on desktop@

☐ @Display carousel indicators on desktop@

* @Number of slides to display on desktop@

Select an Option










Basic Layouts

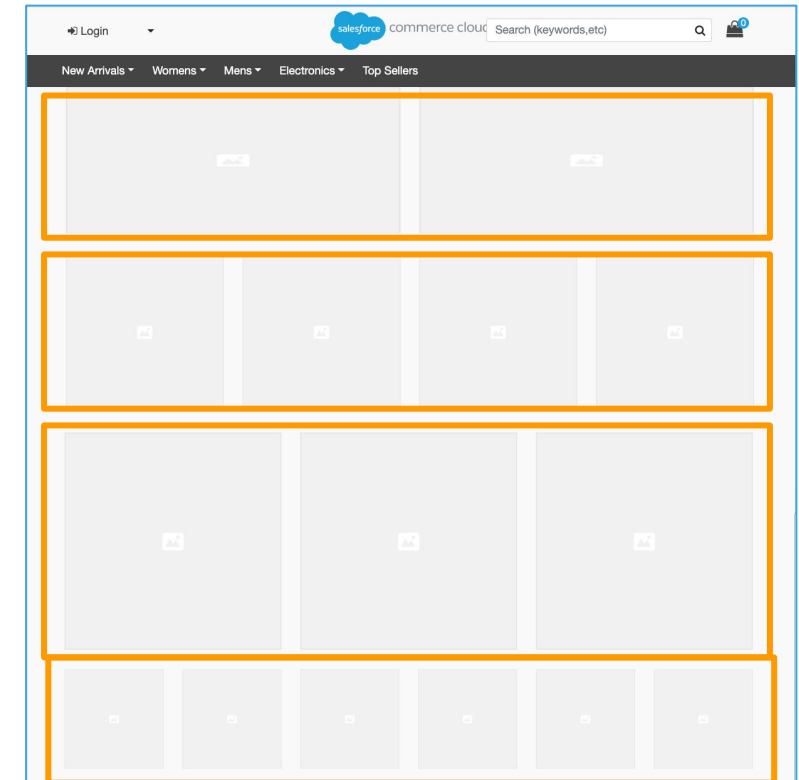
SFRA Layout

Layout Behavior:

The height of the layout will stretch to fit the height of the tallest component

Users can place multiple assets and layouts within each column

COMMERCE LAYOUTS	
Carousel	
1 Row x 1 Col (Mobile, Desktop)	
2 Row x 1 Col (Mobile), 1 Row x 2 Col (Desktop)	
2 Row x 2 Col (Mobile), 1 Row x 4 Col (Desktop)	
2 Row x 3 Col (Mobile), 1 Row x 6 Col (Desktop)	
3 Row x 1 Col (Mobile), 1 Row x 3 Col (Desktop)	
3 Row x 2 Col (Mobile), 2 Row 2 3 Col (Desktop)	



Shop the Look

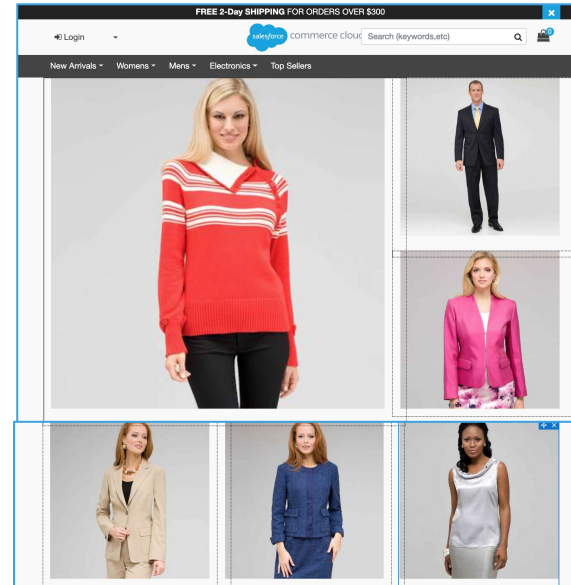
SFRA Layout

Suggested components to be placed inside this layout:

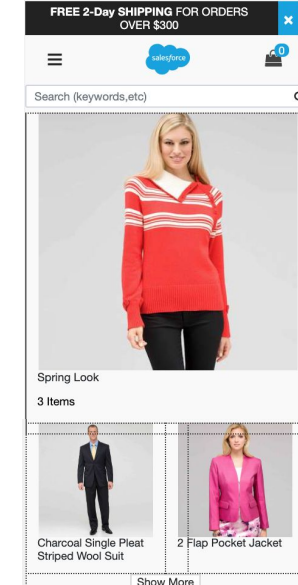
- Shop The Look
- Photo Tile
- Image and Text

The height of the layout will stretch to fit the height of the tallest component.

Desktop



Mobile



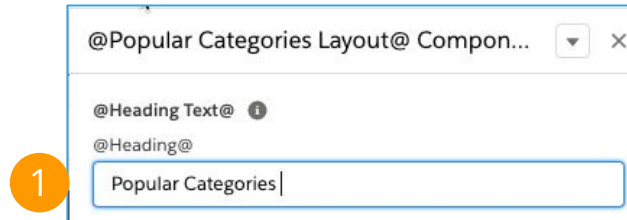
Popular Categories Layout

SFRA Layout

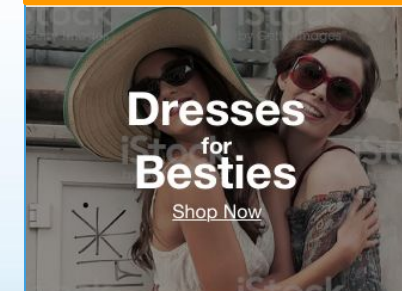
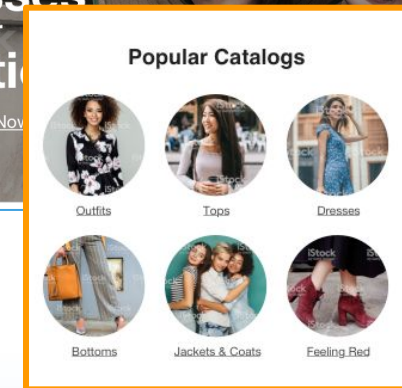
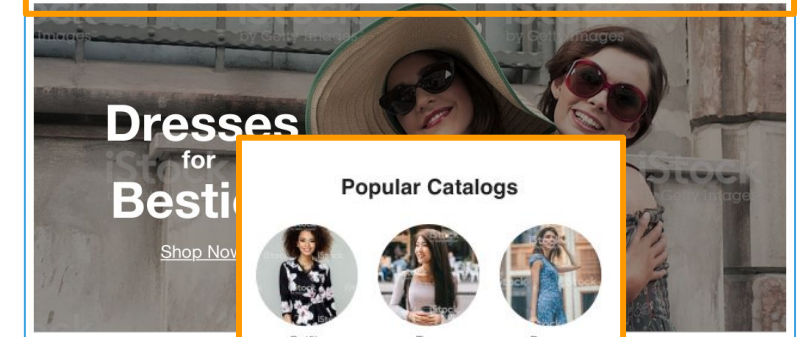
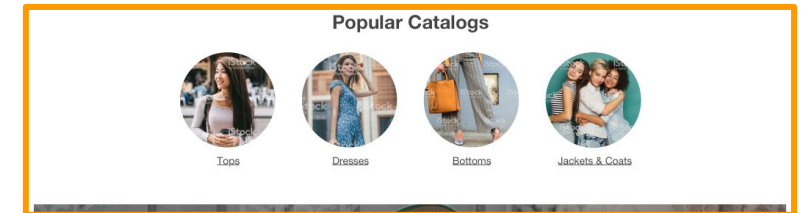
Navigation bar where components can be placed

1. Populate headline.

Once saved, drag and drop “Popular Category” Component onto visual editor. Component can support up to 6 categories.



See [Round Category Tile With Caption](#) - where you add round category tiles



Layouts - Exclusion List



Excluded components / layouts cannot be added that layout

Layout	Exclusions
Carousel	1 Row x 1 Col, 2 Row x 1 Col, 3 Row x 1 Col, 2 Row x 2 Col Carousel, 3 Row x 2 Col, 2 Row x 3 Col, LookBook
2 Row x 3 Col (Mobile) / 3 Row x 2 Col (Desktop)	Carousel, 3 Row x 2 Col, 2 Row x 3 Col, LookBook
3 Row x 2 Col (Mobile) / 2 Row x 3 Col (Desktop)	Carousel, 3 Row x 2 Col, 2 Row x 3 Col, LookBook
Shop The Look	1 Row x 1 Col, 2 Row x 1 Col, 3 Row x 1 Col, 2 Row x 2 Col Carousel, 3 Row x 2 Col, 2 Row x 3 Col, LookBook



Custom Attribute Editor Component Ideas

Cloudinary POC

- 1. **FAQ Question:** Input the question here
- 2. **FAQ Answer:** Input answer here.

merchandising team is
erred to create and
e their own content
And with the copy
coming soon they can
hese components as
in other pages.

1

2

Cloudinary Video Component

Video Settings

Powered by Cloudinary

videos/outdoors-promo

Video - mp4 - (1920 x 816)

videos/For_Transcription

Video - mp4 - (1920 x 1080)

zara_crop_1.333

Video - mp4 - (540 x 720)

zara_heatmap

Video - mp4 - (336 x 192)

Presentation Options

Make vertical for mobile

☐ Make vertical for mobile

Show subtitles

☐ Show subtitles

Overlay a picture

☒ Enable Overlay

nto-primary-logo-04

Image - png - (2592 x 864)

nto-primary-logo-02

Image - png - (2592 x 864)

nto-primary-logo-01

Image - png - (2592 x 864)

nto-primary-logo

Image - ai - (2592 x 864)

Overlay Position

Opacity (0 - 100)

100

Pixel Width

300

Player Controls

Show Controls

☐ Show Controls

Auto Play

☐ Auto Play

Loop Video

☐ Loop Video

Select Theme

Select an Option

Auto Crop and Resize

☐ Auto Crop and Resize

Close

Save & Close

Save

With drag & drop functionality for each FAQ item, it makes organizing the page simple.



Custom Attribute Editor



Extend the Capabilities of the Components you Create:

Allows the creation of custom attributes and custom editors for the components you create, to be used in the Page Designer visual editor when none of the out-of-the-box Page Designer UI controls meet your needs.

Custom UIs for your needs:

For example, you might want a custom UI control that lets merchants select store locations on a map or choose a color for the text or background. Or, you might want to let merchants place a Favorite icon on a product tile or select which Shop Now button to use.

Incorporate 3rd Party Storefront Capabilities:

Structured way to incorporate 3rd party services into your storefront via components to leverage all the benefits of the Page Designer (visual editing, reuse, drag and drop placement). Where as before, this capability was limited to injecting completed experiences, via script, locked into content slots.

- incorporate that hotspot image creator, video transformation or customer reviews that you really value from our partners can be leverage in a more powerful manner.



thank you

