

HDX-BU-200 Personalization Lab



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Author(s)

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Bio

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Introduction

This hands-on lab gets you started on the HCL Digital Experience (DX) platform and its personalization capabilities. You will see how personalization helps you target content based on users and time of day.

In this DX back-office user lab, you will act in the role of Albert and Rose, who are going to team up to prepare several changes to the website of the fictitious Woodburn Stores company.



Albert Dora, Marketing Manager in San Francisco (USA)

Albert is a marketing manager with a site manager role, who will create the personalization segment to be used by Rose in two different ways, as a Segment Group and as a Profiler rule in Personalization.



Rose Bozli, Marketing Manager, based in Tokyo (Japan)

Rose, a Marketing Rep, will update the home page with a new section showing whether the store is opened or closed using the segment created by Albert.

Prerequisites

- 1. Completion of <u>HDX-INTRO</u> and <u>HDX-BU-100</u> courses, including the labs (specially the one on Woodburn Stores), as this gives you a good basis on using DX and the Woodburn Stores site
- 2. A DX server with DX Solution Modules <u>https://hclsofy.com/catalog/dx-solution-modules</u> deployed of HCL SoFy, as this gives you access to the Woodburn Stores site and other Personalization rules
- Access to download the Lab Resources: In the same place where you have found this lab, you will find corresponding resources which you may download and unzip on your Desktop. This will help you run the lab more easily. You may later replace them with your own.

Purpose	User	Password
SoFy Login	Your official email id	Your password
SoFy Solution Console Login	sol-admin	<from sofy="" solution=""></from>
DX Login Albert (Author)	adora	HCL-Dem0
DX Login Rose (Author)	rbozli	HCL-Dem0

You will be using the following user IDs and passwords:

Lab Overview

In this lab, you will explore Personalization from the role of Albert and Rose. They have been tasked to create a new spot on the home page that displays "We are open" during open hours and "We are closed" during off hours.

Part 1: Create a new Store Hours Web Content Segment Group

Woodburn Stores has both an online and physical presence. They want to advertise their physical store hours and redirect users to their online shopping during off hours. As Albert, the Marketing Manager with site manager rights, you will create a segment group in Web Content, called Store Hours with two segments, Open and Closed.

Libraries > Woodburn Stores Content > Segments > Store Hours
Store Hours A Status - Published I Created by Albert Dora
Edit Add To Project Change to Draft Create Draft More + Close
Segment Group Properties
Name: Store Hours
Display title:
Store Hours
Description: None
& Segments
⑦ Create one or more segments for your segment group. View an example to get started.
Open when
current Date.Time is between 08:00 AM UTC and 08:00 PM UTC
Otherwise Closed
String comparisons are case insensitive.
The first matching segment in your segment group is used to target content to site visitors. Do not select this option if a site visitor might
match more than one segment.

Part 2: Add personalized content to the Woodburn Stores home page

As Rose, you will use the new Open Hours segment group to update the home page with "We are Open" content item during open hours and a "We are Closed" content item during off hours.

COME IN: OPEN WE'RE OPEN	We are open! Come and visit us now! Our opening hours are 8am–6pm, 7 days a week! Our closest shop is only 5 minutes away! Click below for directions!
⊘	

Part 3: Optional Part 3: Create the Store Hours Profiler Rule using Personalization

You may also use Personalization to create these and more advanced rules. As Albert, you will recreate the Store Hours rule, as a profiler rule, under a dedicated Office folder. Personalization Navigator

i EJPVP62	01I: A new it	em has been crea	ted: "Office/St	ore Hours".	
+ New -	[t] Import	📋 Delete	Extra Acti	ons 👻	Select View:
browsing work	space 🖻				
B Workspace	D.I.	- <u>Name</u>		Туре	Author
Common	nHules	Sto	re Hours	Profiler	Albert Dora
⊕- 🗀 Woodbu	rnBank				
⊕ 🕒 Woodbu	rnHealth				
Woodbu	rnStores Iburn				
Hide expl	orer view (1	I selected)			

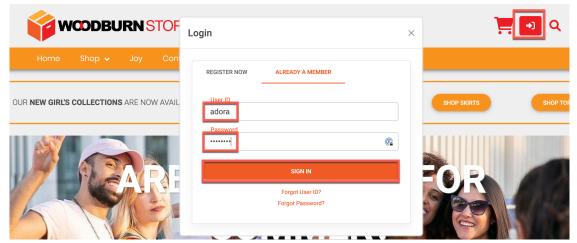
Part 1: Create a new Store Hours Web Content Segment Group

Woodburn Stores has both an online and physical presence. They want to advertise their physical store hours and redirect users to their online shopping during off hours. As Albert, the Marketing Manager with site manager rights, you will create a segment group in Web Content, called Store Hours with two segments, Open and Closed.

1. Go to the home page of Woodburn Stores first. On the server where the DX Solution Modules has been installed, next to **Woodburn Stores Home Page**, click **Open**. Simulator, to access your instance of the DX Solution Modules.

DX Solution Modules		
Sandbox Expires	Ō	HCL Digital Experience Business Solution Example
Sandbox Links Demo Home Page	^ Open	HCL Digital Experien Modules
	dmin 📋	HCL Digital Experience (DX) is the fastest way for Pr Content, Applications, and Processes. It empowers you to virtually all audiences with responsive content, targ across channels (web, mobile, hybrid mobile/web app
Woodburn Healthcare Home Page Woodburn Stores Home Page	Open	It is a web content manager and web portal server cor Customers use it to serve multiple audiences from a s targeted to individual users' needs.
Woodburn Studio Home Page	Open	DX Solution Modules Demos

2. Then log in as Albert Dora. Then click LOG-IN, enter User ID adora and Password HCL-Dem0 and click LOG-IN.



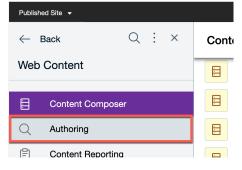
 Then open the Web Content Authoring to create your new segment group in the Woodburn Stores Content web content library. First open the site menu and switch to Practitioner Studio.

	D	:	文 _A English 👻
Demo Home			
Woodburn Studio			
Practitioner Studio		Albert	Dora 🗹
 Woodburn Bank		_	
Woodburn Healthcare			
Woodburn Stores			SHOP TOPS
Rainbow			

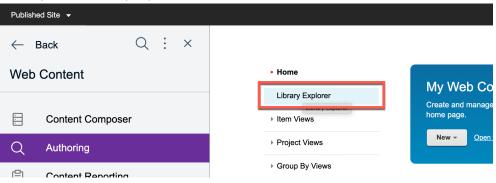
4. Then go to Web Content. Click on any of the Web Content links.

Publish	ed Site 👻				2	: ズ _A English ▼	HCL (i)
٢	Albert Dora	Q : ×		Digital Exp	erience		
ඛ	Home						
>	Sites	\sim	HCL Digital Experience e manage, and deliver eng	mpowers you to create, aging omnichannel digital			
	Web Content	>	customer experiences to	virtually all audiences.			
	Digital Assets	>	Watch the demo (>)	Get started \rightarrow			
	Site Templates	>					
\diamond	Themes	>	Practitioner Studio				
$\stackrel{\circ}{\sim}$	Personalization	>				*	
?	Help Center		Web Content	Digital Assets	Site Templates	Themes	
Z	Support						
			0	Q			

5. Open the sidebar menu at the top left corner and select Authoring.



6. Then open the Library Explorer.



7. Select the Woodburn Stores Content library.

Home	🔁 Library Explorer 🏠
Library Explorer	Libraries 🕨
▶ Item Views	New - Generate - Read Edit Delete
▹ Project Views	Preview More - Close
Group By Views	
Personal Views	Type Name Description
(?) Help	▶ 🛃 Spotlight
	▶ 🛃 Woodburn Bank
✓ Open Views	▶ 🔁 Woodburn Bank Design Woodburn Bank Design Cor
📕 Home	Woodburn Healthcare Content Woodburn Healthcare Content
📄 Library Explorer 🛛 🗙	Woodburn Healthcare Design Woodburn Healthcare Design
Preferences	▶ 🛃 <u>Woodburn Stores Content</u> Woodburn Stores Content
r reierences	View children of Woodburn Stores Content

8. Create your new Store Hours segment group. Click New then Segment Group.
 ▶ Library Explorer ☆

Libraries 🕨	Woodburn Sto	res	Content	t 🕨
Nev 👻	Generate -		Rea	d E
Authori	ng Template	Þ	Close	
catego	ry			
📲 Compo	nent	Þ		
📑 Conten	t	Þ		Descriptic
E Folder				Use this \mathbf{v}
📑 Presen	tation Template	Э		Use this v
Project		Þ		Use this v
Project	Template		es	Use this v
🕓 Segme	nt Group			
🚠 Site Are	ea Seg	mer	t Group	Use this v
📒 Taxono	my			Use this v
🖧 Workflo	w			View, crea
🕎 Workflo	w Actions	Þ	ige	
\delta Workflo	w Stage			
			1	

9. Change the **Name** to **Store Hours.** Optionally, give it a description. Then click **Create** to define the new segment.

Untitled Created by Albert Dora
Save and Close 👻 Add To Project Add Workflow Close
Segment Group Properties
*Name: ⑦ Store Hours
Display title: ② Localizations
Description: Localizations
*Location: Select Location Woodburn Stores Content
Segments A segment group contains related segments that are used by marketers to target content to the appropriate audience. Create a segment to define the characteristics of
your target audience. Learn More_
Create Open Clear
No segments defined. Click Create to create segments.

10. Create the first segment open that is valid from 8:00 am and 6:00 pm. Name it **Open** and click **Submit.**

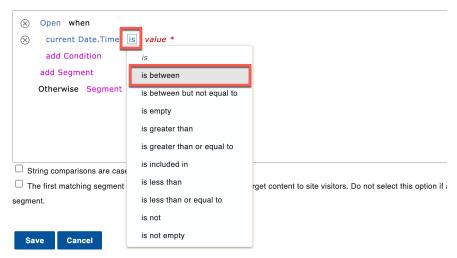
Create Segments	Preview
⑦ Create one or more	e segments for your segment group. View an example to get started. Learn More
Segment Op	Submit Cancel when
attribute *	is value *
add Conditio	n
add Segment	

11. You now need to set the start and end time. Click attribute and select Date then Time.

O Create one or more segments for your segment group. View an example to get started. Learn More

	en when ttribute * is value *		
- T	▲		Date
5	Portal Users		Day
O	UnicaApplicationObject	•	Month
	Web Content	•	Time
- -		_	Timestamp
	Browser Capability	•	Weekday
□ Strin	Date		Year
The	Device	►	t group is used to target content to site visitors. Do not select this option if a site visitor migh

12. Change the default is to between, so it allows you to set the end time. Click **is** and change to **is between**.



13. It should be open between 8 AM and 8 PM. Click **value**. Note, do not click the right chevron, that gives you another menu that gives you access to any attribute again.

\otimes	Open when	_		
\otimes	current Date.Time	is between	value * > and value *	
	add Condition			
	add Segment			
	Otherwise Segment		Browser Capability	
			Date	

14. Set the opening hour to 8 AM and click Submit.

\otimes	Open when		
\otimes	current Date.Time	is between	8 ∨ : 00 ∨ AM ∨ UTC
	add Condition		Submit Cancel
	add Segment		

15. And closing hour to 8 PM and click **Submit** again.



16. You could create another segment by clicking add Segment and repeating this process by creating another segment called Closed with the hours between 6:00 pm and 8:00 am. However, as when it is not open, it is closed, it is simpler to set it to otherwise. Click Segment next to Otherwise, enter Closed and click Submit. The rule now looks like this. Save it. Click Save.

\otimes	Open when
\otimes	current Date.Time is between 08:00 AM UTC and 08:00 PM UTC
	add Condition
	add Segment
	Otherwise Segment Closed Submit Cancel
🗆 St	tring comparisons are case insensitive.
\Box Th	he first matching segment in your segment group is used to target content to site visitors. Do not select this option if a site



segment.

17. You are returned to the Store Hours Segment Group. Save it now. Click Save and Close.

Home	🕓 Untitled
Library Explorer	Created by Albert Dora
Item Views	Save and Close - Add To Project Add Workflow Close
Project Views	Segment Group Properties
▹ Group By Views	*Name: ®
Personal Views	Store Hours
Help	Display title: [®] Localizations
✓ Open Items	Description: Localizations
& (Untitled) 🛛 🗙	*Location: Select Location •
 Open Views 	Woodburn Stores Content
🗩 Home	(§ Segments
🔁 Library Explorer 🛛 🗙	A segment group contains related segments that are used by marketers to target content to the appropriate audience. Create a segment to define the
Close All	characteristics of your target audience.
Preferences	Learn More
Preterences	Create Open Clear
	⑦ Create one or more segments for your segment group. View an example to get started.
	Open when current Date.Time is between 08:00 AM UTC and 08:00 PM UTC Otherwise Closed
	 String comparisons are case insensitive. The first matching segment in your segment group is used to target content to site visitors. Do not select this option if a site visitor might match more than one segment.

HDX-BU-200 PERSONALIZATION LAB 18. Then log out as Albert. Click the three vertical dots, then Log Out. Published Site 🔻 Q : ← Back \times Home Impersonate Web Content Store Hours" was saved under "Woodburn Stores Content". Library Explorer Turn on Information Mode Library Explorer 😭 Content Com Log Out

Item Views

Project Views

Libraries
Woodburn Stores Content

Congratulations! You've created a new Open Hours Segment Group that can be used to target a content item during open hours and another content item during closed hours.

: :

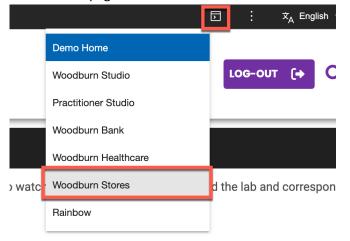
Part 2: Add personalized content to the Woodburn Stores home page

As Rose, you will use the new Open Hours segment group to update the home page with "We are Open" content item during open hours and a "We are Closed" content item during off hours.

1. Now log in as Rose, a Marketing Rep with Content Author rights. Click **LOG-IN**, enter **User ID rbozli** and **Password HCL-Dem0** and click **LOG-IN**.

er	LOG-IN	×	
EST	rbozli		rding, download the lab and corresponding اذ
	LOG-IN		ruing, download the lab and corresponding it
tal			

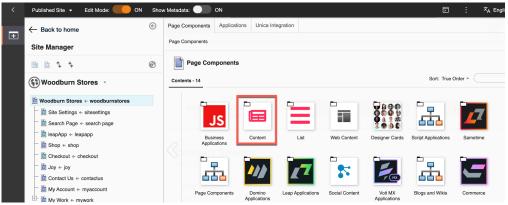
2. Then go to the Woodburn Stores site. Open the Site Menu and navigate to the **Woodburn Stores** home page.



3. Place the page in edit mode to add a new Content Band content. Enable the **Edit Mode** and click the **Add page components and applications icon.**

<	Published Site 👻 Edit Mod(: 🦲 ON	Sho	w Metadata: ON
Đ		©	WCDDBURN STORES
	Site Manager		
	🗟 🔯 🛟 🎋	Ø	
	🚯 Woodburn Stores 🕞		
			OUR NEW GIRL'S COLLECTIONS SHOP SHOP

4. Then click the **Content** folder.



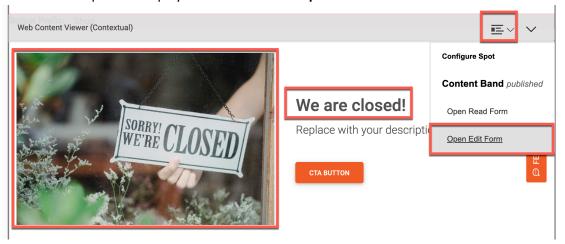
5. And drag & drop the Content Band page component under the first page component on the home page. Drag the **Content Band** down.

Page	Components Applicat	ions Unica Int	egration							
Page	Components > Content									
E	Content									
Cont	tents - 28							Sor	t: True Order +	
	Alert	Action Card	reserve	Article Multiple Images	Article with Related Content	Reference for a second	Rates in pur the Network of Annual States Basic Card 2 Links	Content Band	t Band Hero Masthead Video	Hero Masthead Image
	Hero Banner with CTA	Hero 50-50 Banner	Hero Video Banner with CTA	HTML Spot	etter Porro Tate Enter Porro Description	Image Full Height	Bier for Filedon (Dains 1 (Dains 2 (Dains 2 (Dains 3 (Dains 3) (Dains 3)	Nature Marcana	Info Card with Icon	PDF Spot
			1 - 20					21 - 28	3	

6. Then drop it below the **Category Teaser Buttons – New Collections** page component.

 	
🛨 🗆 Women (3)	
+ 🗆 Men (2)	ſ
ontent Template:	Promo - Category Buttons - CT
itle:	Category Teaser Buttons - New Collections
escription:	This component displays a group of buttons. The button categories are determined by the selections made in the Category Selector. button profixes the text before each category on the buttons.
utton Prefix: Shop	*

7. Then replace the image and description text with that provided with the lab, or you may use your own. Change the **Title** to **We are closed!** If you want to use the text provided with the lab, you will notice it has HTML code. By default, the inplace rich editor is not configured to add this. However, you may add this using the inline editing where you can edit HTML source code. Open the display content menu and **Open Edit Form**.



8. In the **Description** element, open the menu and select **the Source Code icon**.

▼ Title				
Title				
We are closed!				
 Description 				
Description				
ら 👌 🕂 v Paragraph	~ B	$I \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \$,
Replace with your description	<u>A</u> ~ <u>*</u> ~	〕्रिं∽ 🗗 ⊥्र आ	¶~ Q 🕇 🖾 🗸	\$ ~
				Source code

9. Paste your HTML code now and click **Save**.

Dpen Edit Form	
D Source Code	×
<div class="bg-light p-3 shadow m-0 fw-bold" style="font-family: Roboto, sans-serif; font-size: 12pt;"> Our regular hours are 8am–6pm, 7 days a week. But our online store is always open! Visit us online now or at a store near you. Click below for directions! </div>	
	Save

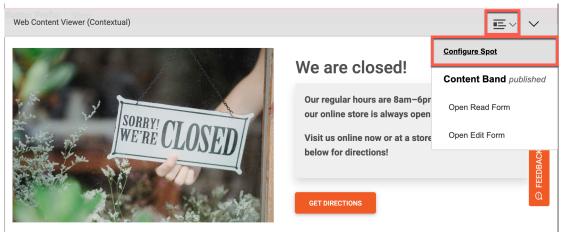
10. Then scroll down to the **CTA Link** and change the **Link text** to **Get Directions**. You may update the URL as well.

▼ CTA Link		
Link:		
External URL		
⊖ Web Content		
Type a URL: 🔊		
http://google.com		
Display link as:		
 Text 		
Image component		
Link text:		
Get Directions		
Use URL as link text		

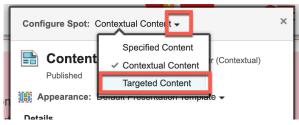
11. And update the **title**, **display title** with **We are closed**, optionally the **description** with a text like **This informs the customer that we are closed now!** and click **Save and Close** to save.

Open Edit Form
Libraries > Woodburn Stores Content > Content > woodburnstores > Content Band Content Band Status - Published Last modified Today 5:36:07 PM GMT by Rose Bozli Created by Rose Bozli
Save and Close Read Preview Apply Authoring Template Close Content Properties
*Name: ⑦ We are closed
Display title: 7 Localizations We are closed
This informs the customer that we are closed now

12. It now should look like below. Then configure this page component to show this content only during open hours. Click the **Content Menu** then **Configure Spot**.



13. Make it a target spot first. Change **Configure Spot** from **Contextual Content** to **Targeted Content.**



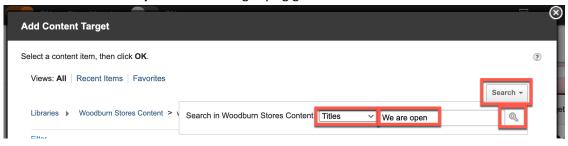
14. The default content is set to the **We are closed** that you just created. Now add another content that shows when it is open. Click **Add Content**.

Configure Spot: Targeted Content -	×		
Targeted Content Summary			
Add Content Hide Spot			
Default Content			
En Content Band			
Appearance: Default Presentation Template +			
Save Cancel			

15. The **We are open** content item has already been created for you. Browse under Woodburn Stores and select it and click **OK**.

Views: All	Recent Items Favorites			-	
		_			Search -
Libraries 🕨	Woodburn Stores Content > woodburns	tores		Dis	play: 📩
Filter					
Туре	Title	Status	Last Saved	Author	
0 🖻	Promo Image Spot - Free Shipping	Published	9/2/22, 4:23:52 PM GMT	wpsadmin	
0 🖿	Product Carousel - Shop the Latest	Published	9/2/22, 7:17:15 PM GMT	wpsadmin	
0 🖿	Teaser - Women	Published	9/2/22, 4:16:30 PM GMT	wpsadmin	
0 🖿	Teaser - Child	Published	9/28/22, 3:22:44 PM GMT	wpsadmin	
○ ►क्क	leapapp	Published	9/26/23, 3:22:19 PM GMT	wpsadmin	
ິ⊳ఊ	dan test	Published	10/3/22, 1:37:34 PM GMT	wpsadmin	
○ ►क्क	mywork	Published	10/5/23, 12:56:15 PM GMT	wpsadmin	
• =	We are open	Published	11/7/23, 4:09:48 PM GMT	wpsadmin	
0	Content Band	Published	Today 5:03:40 PM GMT	Rose Bozli	
Show: 10	25 50 items per page	Page 2	Jump to Page 2 Go	First Previous	Next Last

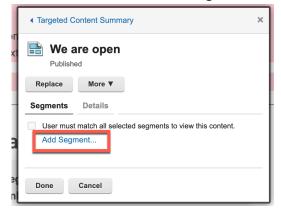
16. Optionally, search for it using the **Search** button, change the search criterion to **Titles** and enter the text **We are open**. Use the magnifying glass to start the search.



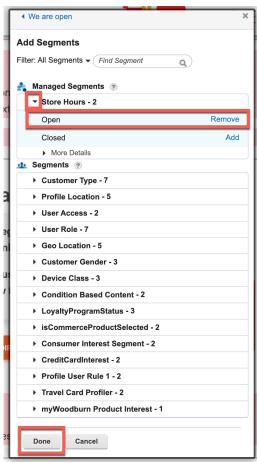
17. Then select the We are open item and click OK.

Add Content Target				
Select a content item, then click OK .				(
Views: All Recent Items Favorites				
Search in All Libraries: Titles Ve are ope	n	🔍 Clear		
Filter				
Type Title	Status	Library	Last Saved	Author
● ■≕ We are open	Published	Woodburn Stores Content	10/12/23, 6:55:31 PM GMT	Sara Botello
O E OPEN_EXCHANGE_RATES_APPID	Published	Spotlight	8/20/21, 5:55:48 PM GMT	wpsadmin
Show: 10 25 50 items per page			First Previou	us Next Last
OK Cancel				

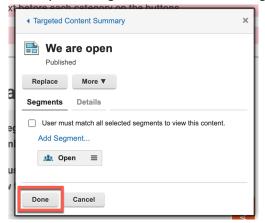
18. Now configure this content to show only when the office is open. Select the segment that was created earlier. Click **Add Segment...**



19. Expand the **Store Hours** in the **Managed Segments** section and hover next to **Open** and click **Add**. Then click **Done**.



20. Check your configuration and click **Done** again.



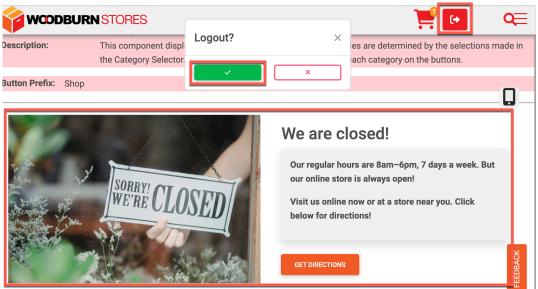
21. Check the Targeted Content Summary. The default content, **We are closed**, will show unless the **Open** segment matches the current time. If the **Open** segment matches the current time, the **We are open** content displays. Now save it. Click **Save**.

Configure Spot: Targeted Content - X
Targeted Content Summary
Add Content Hide Spot
Targeted Content Items
We are open X Open
Default Content
🔚 Content Band
🗱 Appearance: Default Presentation Template 🗸
Save Cancel

22. Depending on the server time, either the **We are open** or the **We are closed** content will display. To see what the other content would look like, click the **Content Menu** again and **Show** next to the content which is not currently displayed.

Web Content Viewer (Targeted)		
	We are open!	Configure Spot We are open Displayed
COME IN! OPEN	Come and visit us now! Our opening hours are 8am	We are closed Show
	Our closest shop is only 5 i	We are open published
WE RE OT HAT	for directions!	Open Read Form
		Open Edit Form

23. We are closed displays. Now log out as Rose. Click the log out icon and click OK.



Congratulations! You have successfully configured a targeted content spot to show the **We are open** content item during store hours as defined by a segment group created earlier. If it isn't business hours, then the **We are closed** content displays.

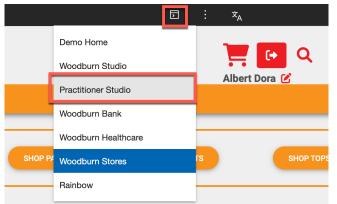
Optional Part 3: Create the Store Hours using Personalization

You may also use Personalization to create these and more advanced rules. As Albert, you will recreate the Store Hours rule, as a profiler rule, under a dedicated Office folder.

 Log in as Albert. Click LOG-IN, enter User ID adora and Password HCL-Dem0 and click SIGN IN.

ЭF	Login	×	۹ 🕞 🖳
Doni	REGISTER NOW ALREADY A MEMBER		
VAIL	User ID adora		SHOP SKIRTS SHOP TOPS
	Password		
	SIGN IN		
	Forgot User ID?		
EI	Forgot Password?		ipm, 7 days a week!
			utes away! Click below for directions!

2. Then open Personalization under the Practitioner Studio. Open the site menu and click **Practitioner Studio**.



3. And click **Personalization**.

Published Site 💌				đ	🗊 : 🛪 English	• HCL (j
HCL D	igital Expe	erience				•
HCL Digital Experience en manage, and deliver engage customer experiences to v	ging omnichannel digital		·			
Watch the demo 🕑	Get started \rightarrow		-			
Practitioner Studio						
Web Content	Digital Assets	Site Templates	Themes	Personalization	Q Search	

4. The Personalization Navigator is displayed. Create a folder called Office to organize the new rules. Click **New** then **Folder**.

Personalizatior	ו Nav	vigator	
+ New 👻 📑 Impor	rt 🔟	Delete Extra Actions -	
🗋 Folder			
🗏 Rule		Name	
🛱 Campaign		Name	
Rule Event		CommonRules	
$\begin{bmatrix} \mathbf{h} \\ \mathbf{E} \end{bmatrix}$ Content Spot		ManagedPagesVisibilityRule	
Resource Collection		閲 ToolbarApplicationObject	
] Application Object	_		
Publish Server		ToolbarFeatureVisibilityRule	
		- Vanityl IRI VisibilityRule	

5. Enter the name **Office**, description like **Manage all office related rules and segments** then click **Save.**

Personalization Editor

New Folder	
C Office	e Workspace Root ▼
Document type	Content Folder
	Contains other items
Description	Manage all office related rules and segments
Author	Albert Dora
Last modified by	/ Albert Dora
Last modified	None
Created	None
Save Ca	incel

 The focus should now be in the new Office folder. While in this folder, create a new Store Hours profiler rule, the name used for segment groups in Personalization. In the Personalization Navigator, click New then Rule. Personalization Navigator

③ EJPVP6201I: A new item has been created: "Office".					
+ New ▼ [♪ Import	<u> </u> Delete	Extra Actions 👻			
🗀 Folder					
E Rule	-	Nome			
🛱 Campaign		Name			
Co Rule Event					
Content Spot					
Resource Collection					
ច្រាំ Application Object					
Publish Server					

 Notice you have the same interface as with segments. Update the name to Store Hours, set a clear description, like Defines the opening hours for our store, change the Rule Type to Profiler, set the first Profile to Open and click Submit to save. Personalization Editor

New Rule Preview
E Store Hours
Description Defines the opening hours for our store
Rule type Profiler ⑦ A profiler rule will group a user into one or more profiles. These profiles may be used within the context
Store Hours is Profile * Open Submit attribute * is

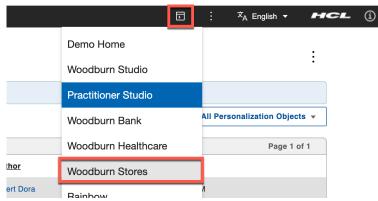
 Then configure in the same way as before between 8am and 6pm. Set attribute to Date – Time, change is to is between, set the times for both values of 8:00 AM and 8:00 PM and click Submit after each, update the otherwise profile to Closed and click Save to save it. The rule now looks like this.

	Store Ho	ours is							
\otimes	Open	when							
\otimes	curre	nt Date.Time	is between	08:00 AM UTC	and	08:00 PM UTC			
	add C	Condition							
	add Pro	ofile							
8	Otherw	ise Closed							
St	ring comp	arisons in this r	ule are case in	sensitive.					
🗆 Th	is rule ret	turns the first ma	atching profile f	or the current user.	Do not	select this option if a	user might ma	tch more than on	e profile.
S a	ve	Cancel							

9. Your new Store Hours profiler rule shows in the Office folder. Personalization Navigator

(i) EJPVP62011: A new item has been created: "Office/Store Hours".				
+ New ▼ [tupo	ort 📺 Delete	Extra Actio	ns 👻	Select View:
browsing workspace 🖻				
Workspace CommonRules Office Office Office Office Office	Name	re Hours	Type Profiler	Author Albert Dora
WoodburnHealth WoodburnStores myWoodburn				
Hide explorer view	(1 selected)			

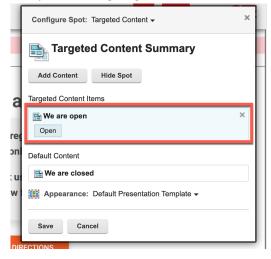
10. Check that your new Personalization profiler rule is now available when configuring a content spot. Go to your Woodburn Stores site again. Open the site menu and click **Woodburn Stores**.



11. Then enable the Edit Mode, open the Content Menu and click Configure Spot.



12. Edit your existing target content item. Click We are open.



13. Then to test, click Add Segment...

ſ	Targeted Content Summary	×			
	We are open				
1	Replace Remove More V				
a	Segments Details				
÷¢	 User must match all selected segments to view this content. Add Segment 				
11	the Open ≡				
1	Done Cancel				

14. You see your current selection was the Web Content Segments group Store Hours under Managed Segments and you now also see under Segments, your new Store Hours Personalization Profiler. You do not have to update this. If you want, you may take a look at other profiler rules that have been created in Personalization.

	Filte	er: All Segments		
-	4	Managed Segments 🥘		
I.		▼ Store Hours - 2		
	L	Open	Remove	
q		Closed		
1		More Details		
he	220	Segments ?		
is		Customer Type - 7 Profile Location - 5		
"		User Access - 2		
I.		User Role - 7		
ų,		Geo Location - 5		
		Customer Gender - 3		
N٤		Device Class - 3		
1		Condition Based Content - 2		
I.	► LoyaltyProgramStatus - 3			
J.	isCommerceProductSelected - 2			
I.		Consumer Interest Segment - 2		
I.		CreditCardInterest - 2		
		Profile User Rule 1 - 2		
4		Travel Card Profiler - 2		
	-	myWoodburn Product Interest - 1		
I.	H	▼ Store Hours - 2		
I.		Open		
-		Closed		
V		 More Details 		
		Defines the opening hours for our store		
1		Done Cancel		

Congratulations, you have successfully created a Store Hours profiler rule under an Office folder using Personalization, which can be used to target different content during open and closed hours!

Conclusion

Using this lab tutorial, you learned how easy it is to create a Segment Group with an Open segment when the current time is between 8:00 am and 6:00 pm, and a close segment otherwise. You then learned how to use the segment group with a new page component where you would show an open and close message, based on these segments. And you learned how to use Personalization to create a folder and the same rule, called profiler.

Resources

Refer to the following resources to learn more:

- HCL Digital Experience Home <u>https://hclsw.co/dx</u>
- HCL Digital Experience on HCL SoFy https://hclsofy.com/
- HCL Software https://hclsw.co/software
- HCL Product Support <u>https://hclsw.co/product-support</u>
- HCL DX Product Documentation https://hclsw.co/dx-product-documentation
- HCL DX Support Q&A Forum https://hclsw.co/dx-support-forum
- HCL DX Video Playlist on YouTube https://hclsw.co/dx-video-playlist
- HCL DX Product Ideas https://hclsw.co/dx-ideas
- HCL DX Product Demos https://hclsw.co/dx-product-demo
- HCL DX Did You Know? Videos https://hclsw.co/dx-dyk-videos
- HCL DX GitHub https://hclsw.co/dx-github
- HCL DX Web Developer Toolkit <u>https://github.com/HCL-TECH-SOFTWARE/WebDevToolkitForDx</u>

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