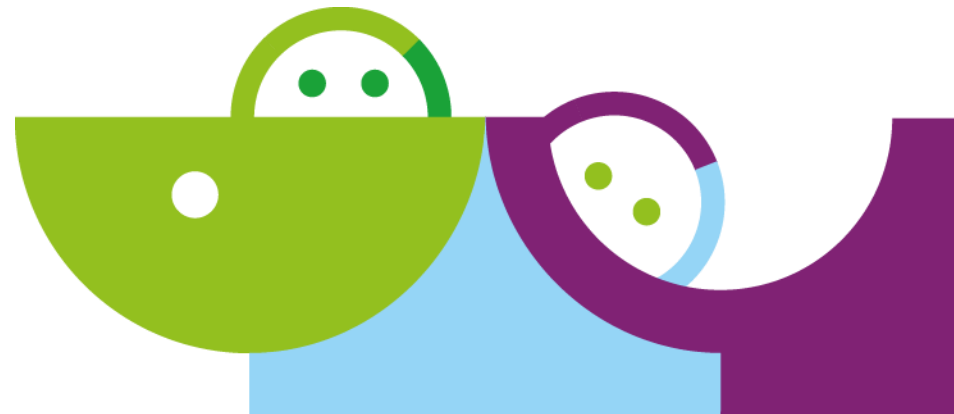




# Creating a Web Site with IBM Digital Experience

Stefan Behl  
IBM Software Engineer

June 2015



# Please note

IBM's statements regarding its plans, directions, and intent are subject to change or withdrawal without notice at IBM's sole discretion.

Information regarding potential future products is intended to outline our general product direction and it should not be relied on in making a purchasing decision.

The information mentioned regarding potential future products is not a commitment, promise, or legal obligation to deliver any material, code or functionality. Information about potential future products may not be incorporated into any contract. The development, release, and timing of any future features or functionality described for our products remains at our sole discretion.

Performance is based on measurements and projections using standard IBM benchmarks in a controlled environment. The actual throughput or performance that any user will experience will vary depending upon many factors, including considerations such as the amount of multiprogramming in the user's job stream, the I/O configuration, the storage configuration, and the workload processed. Therefore, no assurance can be given that an individual user will achieve results similar to those stated here.



Introduction

Demo

Feedback

Q&A

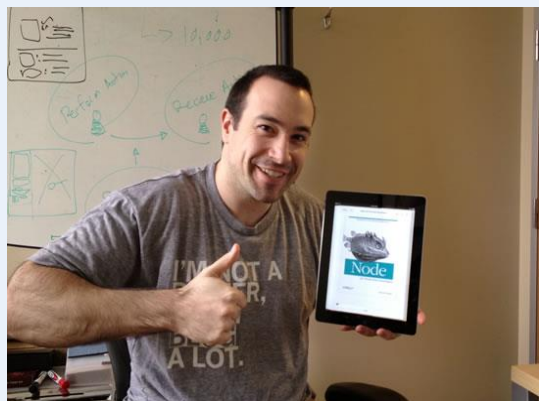


# Site Creation Ease of Use

A digital marketing professional can visually create and brand a **new live site** including, populating, localizing and optimizing for search engine visibility, with robust preview, and easy deployment – all accomplished by using a standard desktop browser or tablet and without involving a system administrator or front-end developer.



# Site Creation: Personas



## **Web Developer**

Developing reusable templates, page components, plugins, and themes



## **Marketing Manager**

Creating and managing content that is personalized and optimized



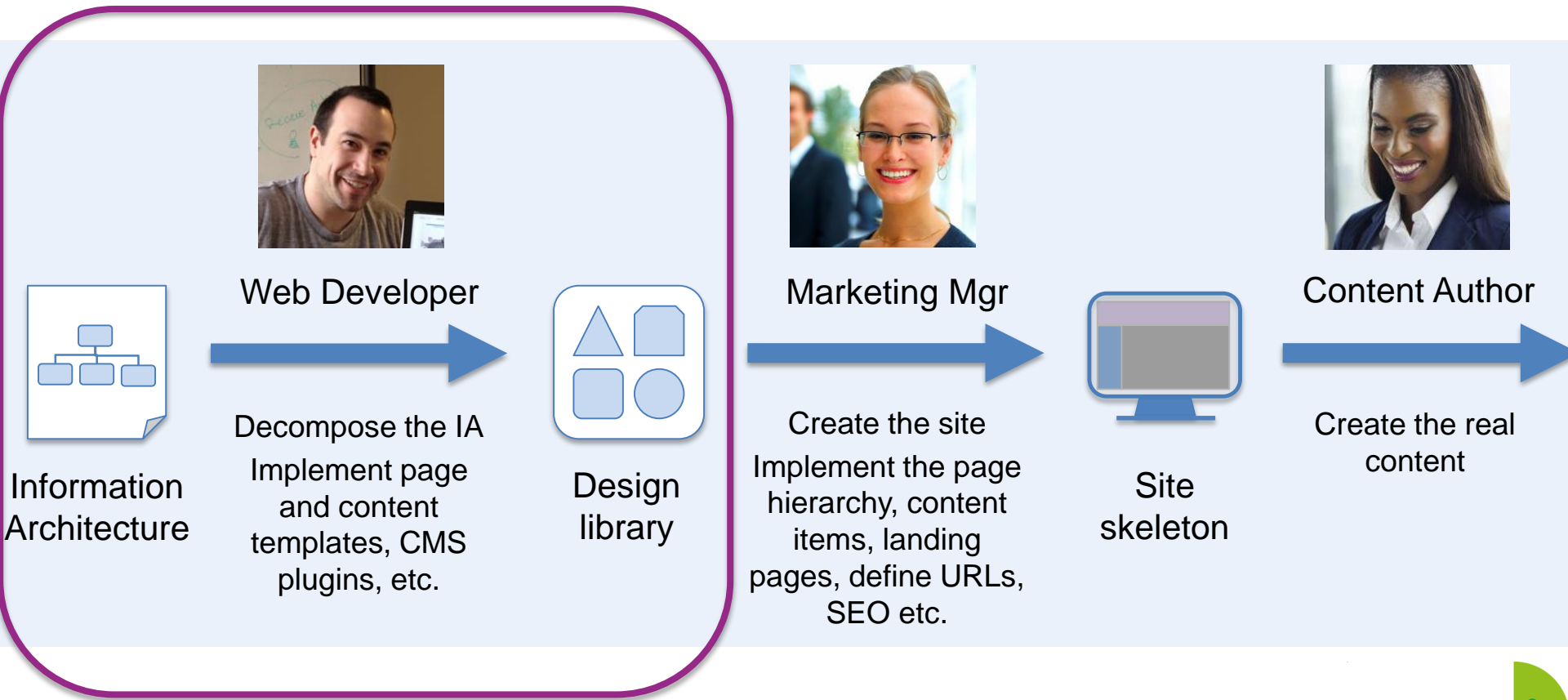
## **Content Author**

Providing relevant content that attracts site visitors

Other personas: Site information architect, web designers



# Site Creation Process (simplified)



# IBM Digital Experience File Sync

- Allows to synchronize WebDAV based themes to the local hard drive
  - Eliminates the need for other third party WebDAV clients
- Supports watching of files and directories in the background
  - Enables you to work on your local file system with your favorite editor and the tool takes care of immediately synchronizing your local file system with the remote repository at all times
- Full 2-way synchronization support recognizes merge conflicts

```
dxsync run
IBM Digital Experience File Sync v0.9.5
*****

Configuration:
  URL: http://bitburger.rtp.raleigh.ibm.com:10039/wps/mycontentha
  username: wpsadmin
  password: *****
  syncIntervalMin: 5
  threads: 10
  filterRegex: ^\.|~$|.resolve$|.delete$|.conflict$

Started 2-way synchronization... Phase 1...
Phase 2...
Synchronization complete.

Synchronization Report:
Total      : 418
Uploaded   : 0
Downloaded : 0
Deleted    : 0 / 0 (Local/Remote)
Conflicts  : 0 / 0 (Resolved)
No Action  : 418
Errors     : 0

Watching files in '/MyDevelopment/portal/themedev/3' for changes.

Idle...
Starting next synchronization in 5 minutes...
```




# IBM DX Cloud Theme Support



- New theme that provides a simplified entry point for theme developers
- Simple 1-click cloning for new theme creation

### Create Theme

NAME o



 

DESCRIPTION




AUTHOR  
wpsadmin




Cancel OK

## Themes

[Show](#) Default  [Search themes](#) 

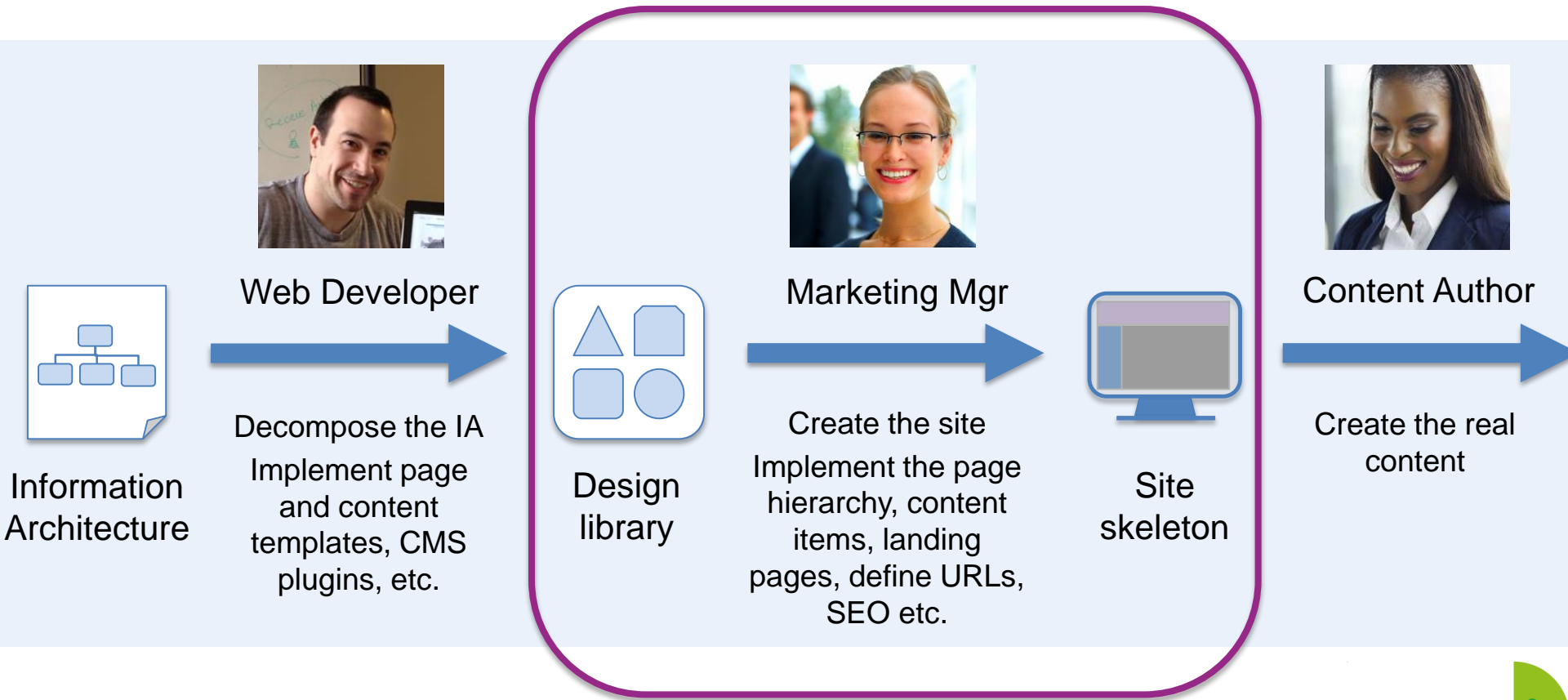
[Create Theme](#)

Portal 8.5   

Simple clone 2  
Simplified theme which can be used as a starting point for the development of custom themes   



# Site Creation Process (simplified)



Demo





authoring.greenwheels.com/dashboard



Hi Krista | Log Out



Digital Experience Dashboard



# Welcome to Your Digital Experience

Create Web Site



Site Created 1

## Create a Site: New Web Site

Site Name

### Name Your Web Site

The site template creator provided default setting for the website. You can change these settings to customize your site properties.

\* Site title

Empty Content Site



\* URL name:



Description:

Users see the description in search results.  
Write a description that gives visitors an idea of what they will learn from the site.



**Create Site**

Cancel

\* Required Fields

← → ↻ cloud.ibm.com/digitalexp/greenwheels

IBM Hi Krista Actions Log Out

## Create a Site: New Web Site

Site Name

### Name Your Web Site

The site template creator provided default setting for the website. You can change these settings to customize your site properties.

\* Site title

Greenwheels Travel



\* URL name:

home



Description:

Take a Greenwheels travel tour and truly experience your destination. Immerse yourself. See the world from your favorite vantage point - the seat of a bike.



**Create Site**

Cancel

\* Required Fields



## Create a Site:

Site Name

Name



### Site Creation Summary

#### Site Properties

Site title: Greenwheels Travel

Friendly URL name: home

Site description: Take a Greenwheels travel tour and truly experience your destination. Immerse yourself. See the world from your favorite vantage point - the seat of a

Content library: Greenwheels Travel Library

Number of pages: 1

Portal theme: Greenwheels Theme

Profile: Greenwheels Profile

Style: Default

OK

Print

Cancel

Create Site

Cancel

\* Required Fields

### Site Creation Summary



The site is being validated on the server.

# Demo



# Feedback: Site Manager Design

On the next slide there are two desings

## Design A

- Blends page and content
- Shows mapped site areas

## Design B

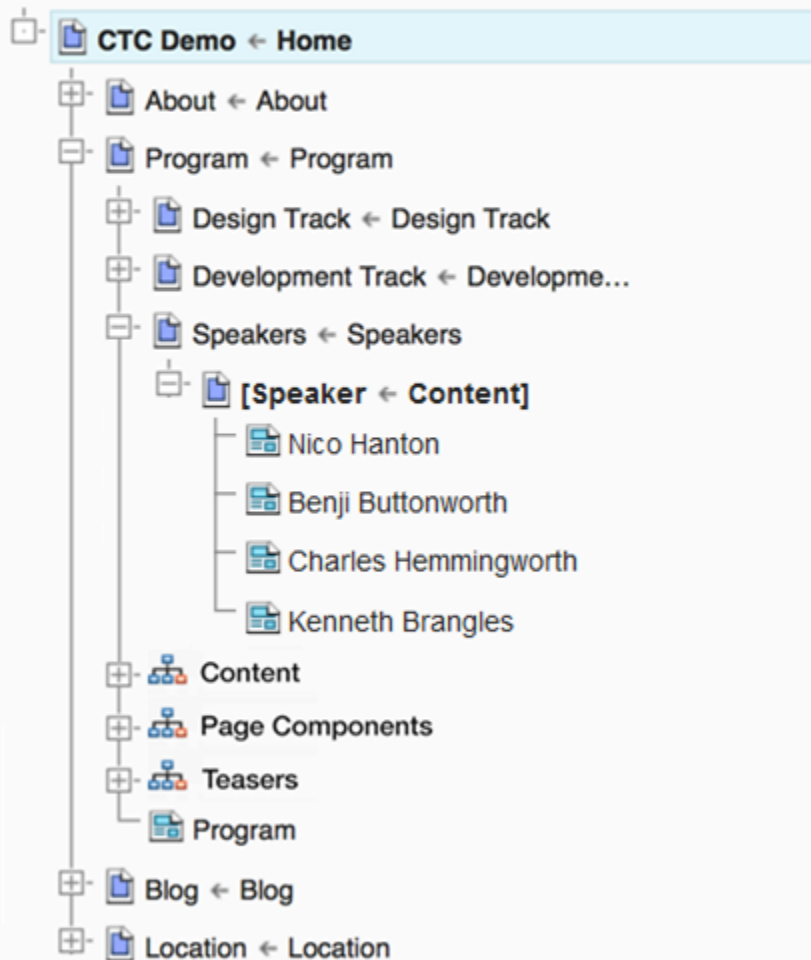
- Shows the page structure & content immediately on the page



## Site Manager



### CTC Demo ▾

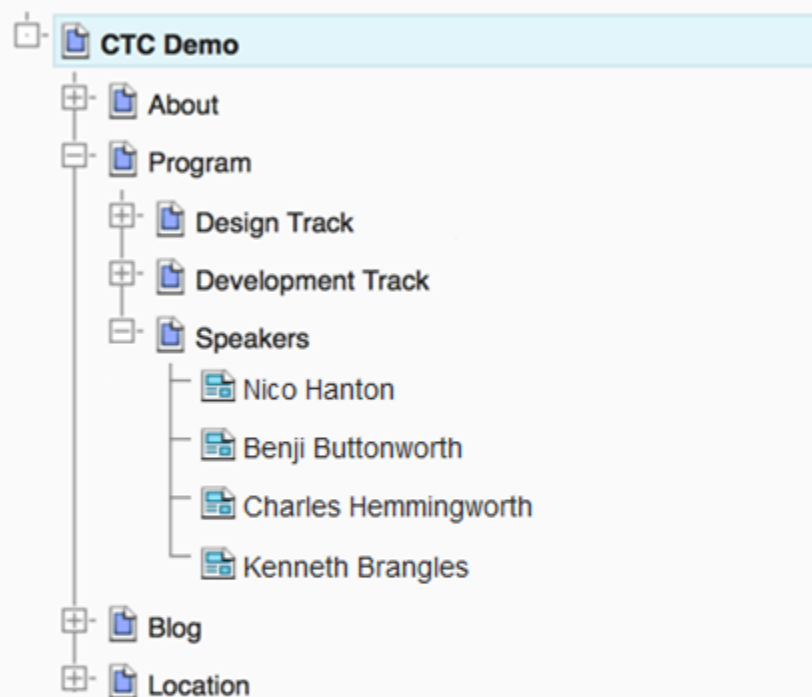


Design A

## Site Manager



### CTC Demo ▾



Design B



# Potential Future Enhancements (Site Creation)

- Visual editor for creating responsive layouts for portal pages and WCM content
- Toolbar palettes for favorites and recently used page components /applications
- Multiple layouts per page per content template

*Tell us what your business users  
would like to see!*



# Thank you!

<https://developer.ibm.com/digexp/>



# Backup Slides





## Digital Experience

### Create Website



Websites created / 2

### Greenwheels Site



Created May 5, 2015  
Published May 14, 2015 at 4:55 pm  
Total items / 58



### Greenwheels Travel



Created May 5, 2015  
Published May 14, 2015 at 4:55 pm  
Total items / 58



Site Manager



Greenwheels Travel

- Trips

Overview

+ Asia

+ Europe

- North America

+ East Coast

+ Pacific Northwest

+ Southwest

+ West Coast

+ Essentials

+ Stories

Contact Us

Greenwheels Travel

Trips

Essentials

Stories

Contact Us

Hi Krista



TRIPS / NORTH AMERICA

**Explore a diverse collection of biking tours from coast to coast!**

From Pacific coast to the Atlantic coast and the multitude of terrains between, Our North American Trips will excite, inspire, and challenge you.

Trips In: East Coast | Pacific Northwest | Southwest | West Coast



**Bryce National Park**

Red rock canyons and majestic sandstone sculptures will inspire you. Explore Utah's expansive national monuments.

Active Rider

Lodge Hotels

\$1899 per rider

Site Manager

Greenwheels Travel

- Trips

Overview

+ Asia

+ Europe

- North America

+ East Coast

+ Pacific Northwest

+ Southwest

+ West Coast

+ Essentials

+ Stories

Contact Us

Create Page

Name

Southeast

Friendly URL

southeast

Page Templates

Page

Landing Page [Preview](#)

Empty text box

Cancel

Create



TRIPS / NORTH AMERICA

**Explore a diverse collection of biking tours from coast to coast!**

From Pacific coast to the Atlantic coast and the multitude of terrains between, Our North American Trips will excite, inspire, and challenge you.

**Trips In:** East Coast | Pacific Northwest | Southwest | West Coast



**Bryce National Park**

Red rock canyons and majestic sandstone sculptures will inspire you. Explore Utah's expansive national monuments.

Active Rider

Lodge Hotels

\$1899 per rider



Site Manager

Greenwheels Travel

- Trips

Overview

+ Asia

+ Europe

- North America

+ East Coast

+ Pacific Northwest

+ Southwest

+ West Coast

+ Essentials

+ Stories

Contact Us

Create Page

Name

Southeast

Preview of Landing Page



Lists child detail pages



Detail Page

Essentials | Stories | Contact Us

Hi Krista

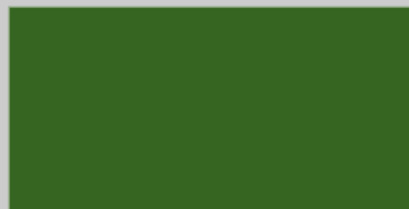


/ NORTH AMERICA

From Pacific coast to the Atlantic coast and the multitude of terrains between, Our North American Trips will excite, inspire, and challenge you.

**BIKING tours from coast to coast!**

**Trips In:** East Coast | Pacific Northwest | Southwest | West Coast



### Bryce National Park

Red rock canyons and majestic sandstone sculptures will inspire you. Explore Utah's expansive national monuments.

Active Rider

Lodge Hotels

\$1899 per rider



Site Manager

- Greenwheels Travel
  - Trips
    - Overview
    - + Asia
    - + Europe
    - North America
      - + East Coast
      - + Pacific Northwest
      - + Southwest
      - + West Coast
    - Southeast
  - + Essentials
  - + Stories
  - Contact Us

Create Detail Page

Name: Bayou

Friendly URL: bayou

Page Templates

- Trip Details
- Hotel
- Testimonial

Buttons: Cancel, Create



TRIPS / NORTH AMERICA / SOUTHEAST





Site Manager



Greenwheels Travel

- Trips
  - Overview
  - + Asia
  - + Europe
  - North America
    - + South
    - + East Coast
    - + Pacific North
    - + South West
    - + West Coast
    - + Southeast

Bayou

- + Essentials
- + Stories
- Contact Us

Greenwheels Travel

Trips

Essentials

Stories

Contact Us

BAYOU

Feature Image



Upload feature image

Tagline

Text input field for tagline

Trip Description

Text input field for trip description

Cost: Select Trip #

Hotel: Select Type

Rider: Select Type

Trip: Select Type

Duration:  Days  Nights

Site Manager



Greenwheels Travel

- Trips
  - Overview
  - + Asia
  - + Europe
  - North America
    - + South
    - + East Coast
    - + Pacific Northwest
    - + Southwest
    - + West Coast
    - + Southeast

Bayou

- + Essentials
- + Stories
- Contact Us

Greenwheels Travel

Trips

Essentials

Stories

Contact Us

Hi Krista

BAYOU



**Pointe Coupee Parish is one of the earliest settlements in the Louisiana Purchase.**

The route follows Bayou Grosse Tete, Poydras Bayou and False River. You will travel through a wetlands area along Highway 76 before the landscape becomes more agricultural.

**\$999**

**Hotel:** Expedition

**Rider:** Leisure

**Trip:** Expedition

**Duration:** 3 Days 2 Nights



**Add Components**

Page Components

- Greenwheels

List

Photo Gallery

Slide Show

+ Applications

**Greenwheels  
Travel**

**Trips**

Essentials

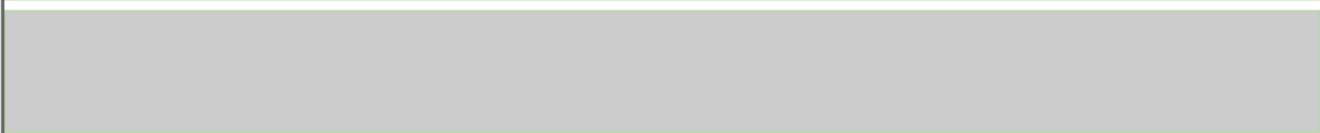
Stories

Contact Us

Hi Krista



**TRIPS / NORTH AMERICA / SOUTHEAST**



Site Manager



Greenwheels Travel

- Trips
  - Overview
  - + Asia
  - + Europe
  - North America
    - + East Coast
    - + Pacific North
    - + Southwest
    - + West Coast
    - Southeast**
  - Bayou
  - Great Smokey
  - Greenville
- + Essentials
- + Stories
- Contact Us

Greenwheels Travel

Trips

Essentials

Stories

Contact Us

Slide Show

Name

Include text

Slideshow includes images from

- Static content folder
- Child content (selected field from Trip Details)
- Category
- Authoring template (selected fields)

Image fields to include:

Feature image

TRIPS / NORTH AMERICA / SOUTHEAST

List

Name

Display list of

- Static content folder
- Child content
- Category
- Authoring template



**Site Manager**

🌐 Greenwheels Travel

- Trips

Overview

+ Asia

+ Europe

- North America

+ East Coast

+ Pacific North

+ South West

+ West Coast

Deep South ⋮

📄 Bayou

📄 Great Smokey

📄 Greenville

+ Essentials

+ Stories

Contact Us

**Greenwheels Travel**

**Trips**

Essentials

Stories

Contact Us

Hi Krista



**TRIPS / NORTH AMERICA / SOUTHEAST**



## Bayou

Red rock canyons and majestic sandstone sculptures will inspire you. Explore Utah's expansive national monuments.

Leisure Rider

Expedition Hotels

\$ 999 per rider

## Great Smokey Mountain

Red rock canyons and majestic

Avid Rider

Expedition Hotels