

Location-based services lab

What this exercise is about	2
What you should be able to do	2
Introduction	2
Requirements.....	2
Part 1: Load sample data	3
Part 2: Test your store check-in	4
Part 3: Create a coupon promotion.....	6
Part 4: Create a dialog activity to issue a coupon.....	8
Part 5: Test your new dialog activity	11
Part 6: Create a web activity to view local e-flyers in the mobile store	13
Part 7: Test your new web activity	16
Part 8: What you did in this exercise.....	18

What this exercise is about

In this tutorial, you will set up sample data to test the new location-based services feature. The sample data will create points of interest that correspond to the existing physical stores in Madisons.

Once your sample data is created, you will act as a Marketing Manager to set up a dialog activity that responds when a shopper checks-in to a store using their mobile phone. Shoppers who check-in receives a one-time use coupon for 10% off their next order. You will then set up a web activity that uses the new action to allow shoppers to view local e-flyers.

This tutorial should take approximately 45 minutes to complete.

What you should be able to do

After completing this exercise, you should be able to:

- Set up points of interest to target with location-based services
- Use dialog activities to reach shoppers who check-in at their local store
- Use web activities to allow shoppers to view local content of their store

Introduction

The following naming conventions are used in the exercises:

Reference Variable	Description
<LAB_FILE_DIR>	Location lab files were extracted to
<WCDE_INSTALL_DIR>	Location where you installed WebSphere Commerce
<WC_HOST>	Hostname for WebSphere Commerce. For WebSphere Commerce Developer you can use localhost .

Requirements

Before beginning this lab, ensure you have:

- Installed WebSphere Commerce V7 Fix Pack 5
- Installed WebSphere Commerce V7 Feature Pack 4
- Enabled the location-services feature
- Deployed the Feature Pack 4 Madisons smart phone store

Part 1: Load sample data

In this section, you will load the sample points of interest to test the location-based services features.

- ___ 1. Follow the steps from the Information Center to load sample point of interest data
 - ___ a. Go to the following page:
<http://publib.boulder.ibm.com/infocenter/wchelp/v7r0m0/index.jsp?topic=/com.ibm.commerce.data.doc/refs/rmlloadpoi.htm>
 - ___ b. Follow steps 1 through 6 to data load the point of interest data.
 - ___ c. Follow the steps to verify the results to ensure the data was loaded successfully.

Part 2: Test your store check-in

In this section, you will test the sample data by checking into the Madisons store,

- ___ 2. Launch the Madisons web store for smart phones or the Madisons hybrid Android application.
 - ___ a. You can launch the web store using the URL
http://<WC_HOST>/webapp/wcs/stores/servlet/m20/madisons.
- ___ 3. Check-in to Madisons.
 - ___ a. Log in with an existing shopper ID or register for a new one.
 - ___ b. Click the **Check-in** button on the home page.



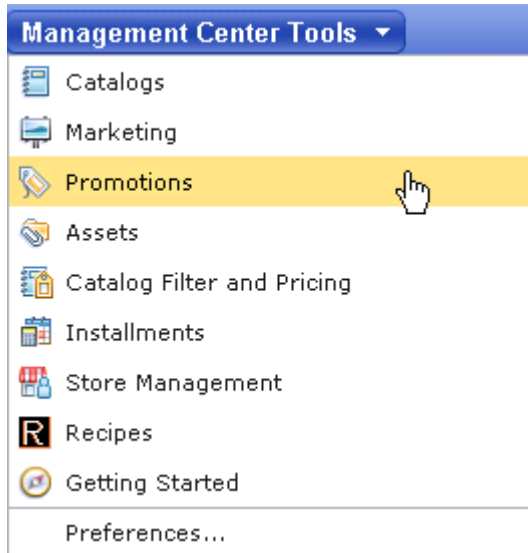
- ___ c. If prompted, agree to share your location information.
- ___ d. A message will be displayed at the top of the page informing you which store you've been checked in to. Take note of this store so you can use it in your dialog activity.

The screenshot displays the top navigation bar of the MADISONS website. It includes the MADISONS logo, and links for Products, Stores, and Cart (0). Below the navigation is a search bar with the placeholder text "Search for Product/SKU" and a magnifying glass icon. A yellow notification box with a red border contains the text "You have now checked into Markham Centre". Below the notification is a large promotional banner for "Back to School savings" featuring a woman and a child lying on grass. The banner text reads "Back to School savings up to 25% off on children's fall fashions". Underneath the banner are two buttons: "Check-in" and "Weekly e-flyer". Below these are two more promotional boxes: "cookware 20% off" and "coffee makers shop now". At the bottom of the page, there is a navigation bar with links for "My Account", "Shopping List", and "Compare".

Part 3: Create a coupon promotion


In this part of the lab, you will define a new coupon promotion that is used in a later part.

- ___ 1. Start your WebSphere Commerce application or test server.
- ___ 2. Launch Management Center **https://<WC_HOST>:8000/lobtools**.
- ___ 3. Open the **Promotions** tool.



- ___ 4. Select the **Madisons** store.

Note: You might have used a different name for your store. If so, select the store you used in Part 2.

- ___ 5. Use the Create New toolbar button  to create a new promotion. Select **Percent off an order** from the promotion type selector. Select **OK**.
- ___ 6. Complete the promotion fields as outlined below.
 - ___ a. In the **Promotion Properties** section, enter the values specified in the table below. All other fields can be left as the default values

Field name	Value
Administrative name	10% off orders
Redemption method	Coupon promotion
Number of days until coupon expires	90
Priority	100

- ___ b. In the **Purchase Condition and Reward** section, enter the values specified in the table below. All other fields can be left as the default values.

Field name	Value
Minimum purchase condition	
• Quantity	1
• Percent off	10

- ___ c. Click the **Descriptions** tab. Enter the values below:

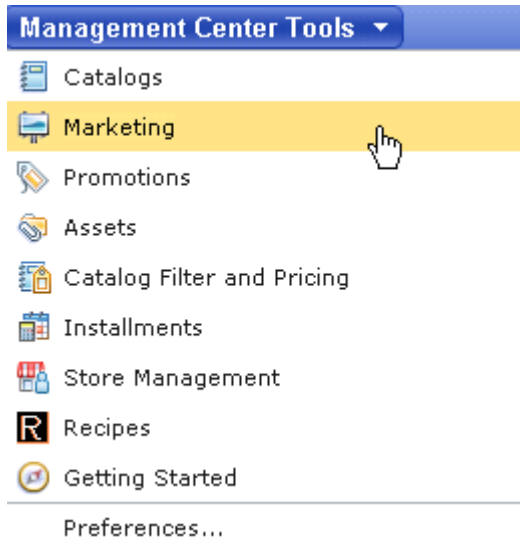
Field name	Value
Customer viewable short description	10% off your next order

- ___ 7. Save and activate the promotion.
- ___ a. Select **Save and Close**.
- ___ b. Select the **Promotions** folder in the Explorer View.
- ___ c. Find the **10% off orders** promotion you just created. Right click and choose **Activate**.

Part 4: Create a dialog activity to issue a coupon

In this part of the lab, you will create a dialog activity using the **Customer Check In Store** trigger.

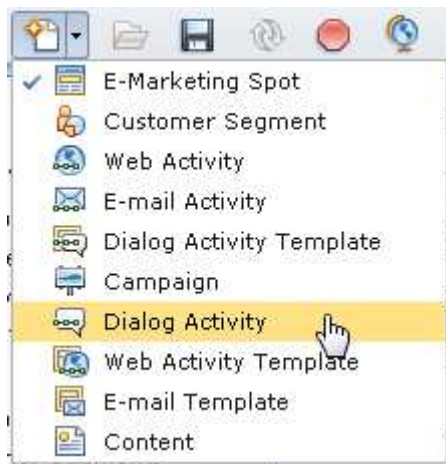
- ___ 1. Open the **Marketing** tool.



- ___ 2. Select the **Madisons** store.

Note: You might have used a different name for your store. If so, select the store you used in Part 2.

- ___ 3. Select **Dialog Activity** from the Create New toolbar button and choose the **Blank Dialog Activity** template.



- ___ 4. On the Dialog Activity General Properties tab, name your activity **Issue check-in coupon**.

- ___ 5. Add a **Customer Check In Store** trigger  into the empty activity.

- ___ 6. Click the **Customer Check In Store** trigger to display its property panel.
 - ___ a. In the Point of Interest text field, enter the name of the store you were checked in to in Part 2. Select **Find and Add**.
 - ___ b. When you are finished the property pane should look like the screen capture below.

Customer Check In

Location Type Point Of Interest

Mark* Find and Add


*Point Of Interest

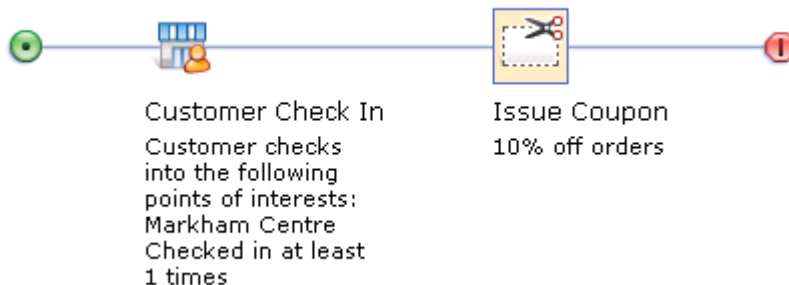
Name	Description
Markham Centre	Markham Centre

0 of 1 selected

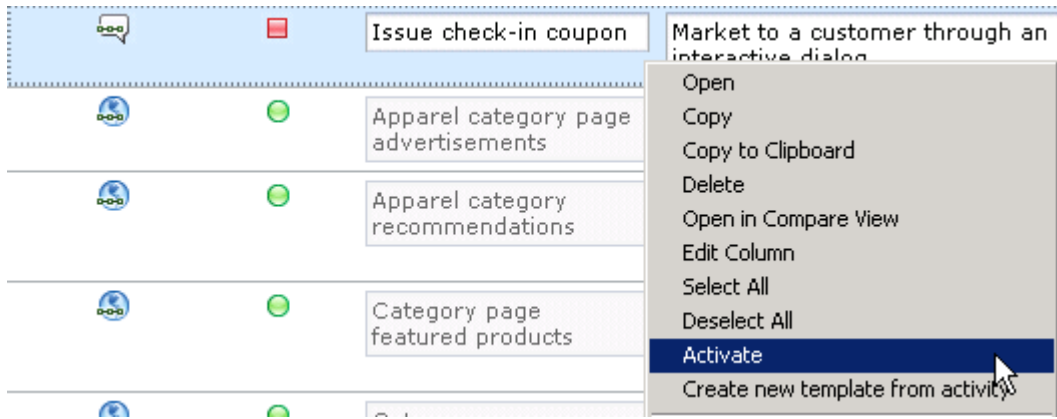
*Times 1

Time frame At any time

- ___ 7. Add the **Issue Coupon**  action to the dialog activity following the **Customer Check In Store** trigger.
- ___ 8. Click the **Issue Coupon** action to display its property panel.
- ___ 9. Type **10% off orders** into the text box and click **Find and Add**.
- ___ 10. The completed dialog activity should look like this. Click **Save and Close** to save the dialog activity.



- ___ 11. Open the Activities list and activate your new activity.



Part 5: Test your new dialog activity

In this part of the lab, you will check in to the store to receive your coupon.

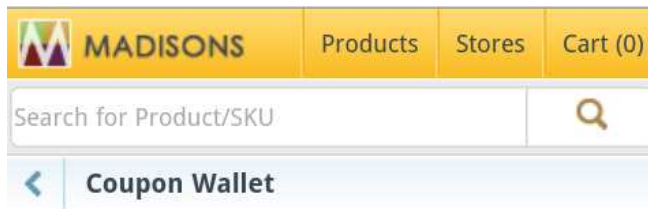
___ 1. Launch the Madisons web store for smart phones or the Madisons hybrid Android application.

___ a. You can launch the web store using URL
`http://<WC_HOST>/webapp/wcs/stores/servlet/m20/madisons.`

___ 2. Check-in to Madisons.

___ a. Log in with a different shopper ID than you used in Part 2 or register a new shopper.

___ b. Select **My Account** to verify that you currently do not have any coupons.



You currently have no coupons.

___ c. Click the **Check-in** button on the home page.



__ d. Once you are checked in, select **My Account**.

__ e. Next, select **My Coupons**.

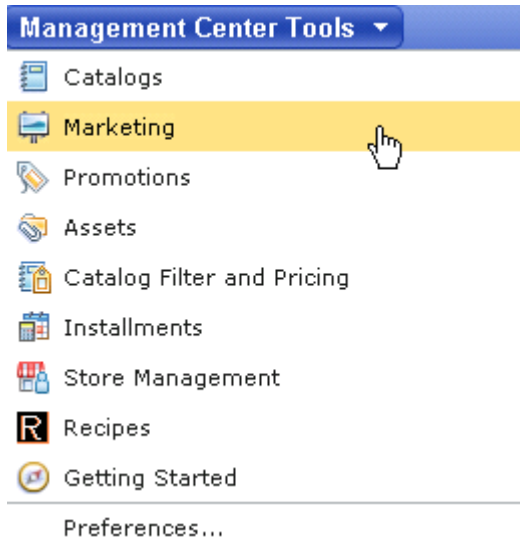
__ f. You should see the coupon you were issued for checking in to the store.



Part 6: Create a web activity to view local e-flyers in the mobile store

In this part of the lab, you will create a web activity to view the region e-flyer on the mobile store front.

- ___ 1. Open the **Marketing** tool.

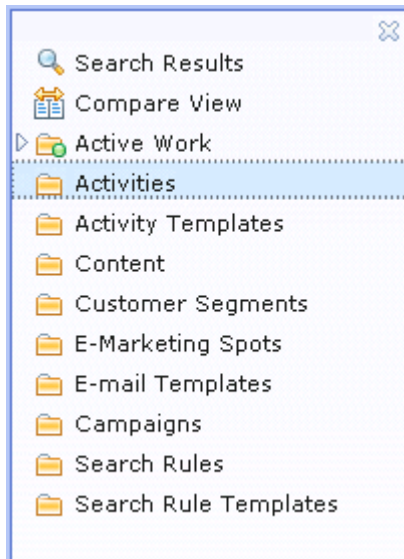


- ___ 2. Select the **Madisons** store.

Note: You might have used a different name for your store. If so, select the store you used in Part 2.

- ___ 3. First you will deactivate the region web activities provided in the release, so you can create ones of your own.

- ___ a. Select the **Activities** folder from the explorer.



___ b. Deactivate the following web activities

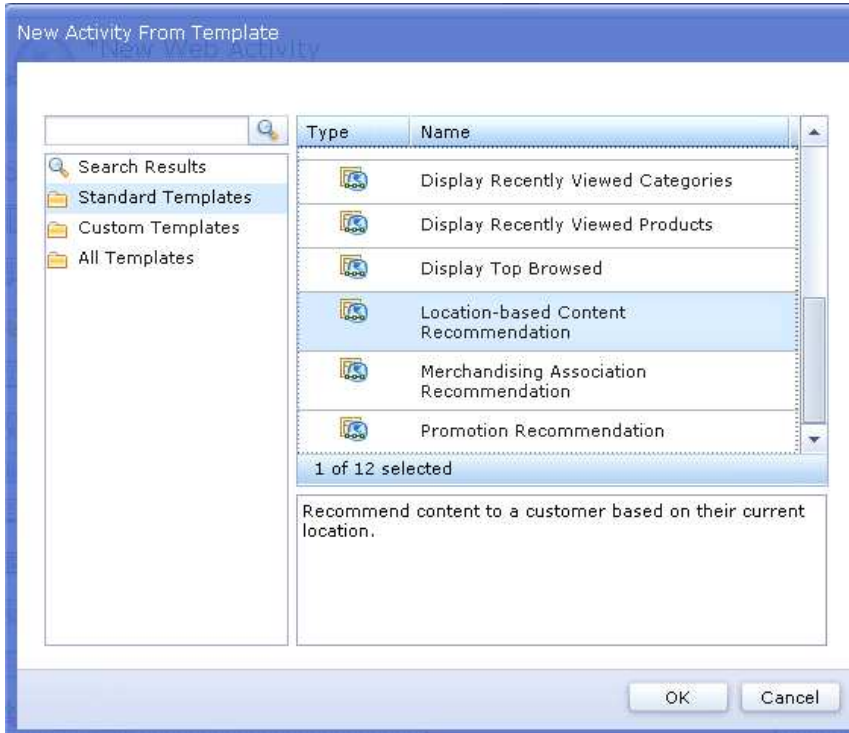
1) **Mobile20EFlyerWebActivity (Region)**

2) **Mobile20EFlyerWebActivity (Point of Interest)**

___ 4. Create a Web Activity to display e-Flyers in the region.

___ a. Select **Web Activity** from the Create New toolbar button.

___ b. Select the **Location-based Content Recommendation** template when creating a new activity.

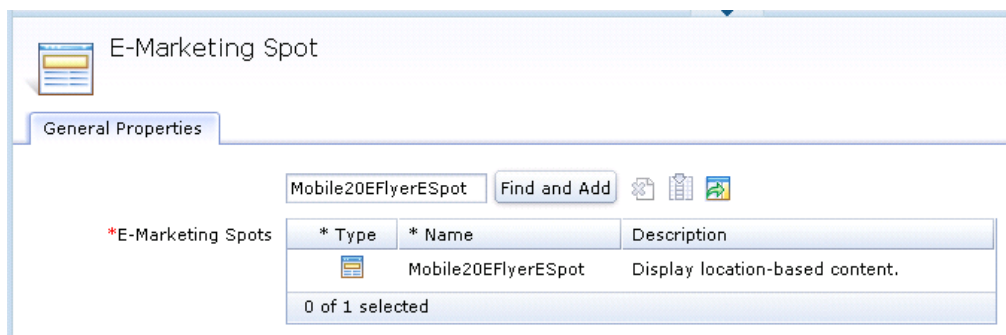


___ c. Enter the **Name** of the **Web Activity** in the General Properties tab.

1) Display local e-flyers

___ d. Select the E-Marketing Spot icon.

1) **Find and Add** the pre-defined **Mobile20EFlyerESpot** e-Marketing Spot where the location specific content will display.



__ e. Select the Display Location-based Content icon.

1) You can read about the URL prefix and suffix naming convention in the Information Center.

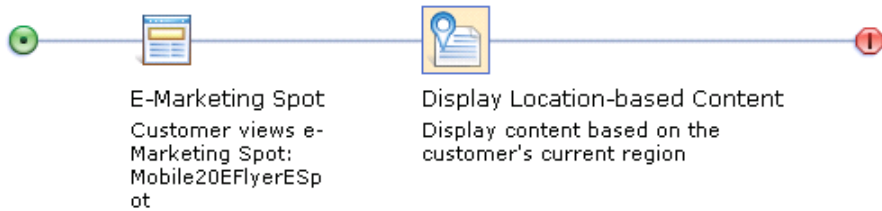
<http://publib.boulder.ibm.com/infocenter/wchelp/v7r0m0/index.jsp?topic=/com.ibm.commerce.management-center.doc/concepts/CSBACTDISCONLOC.htm>

2) The region eFlyer does not have a prefix. It is in the format 'Ontario.jsp', so you can leave the prefix field blank and just fill in the suffix as below. The region specific part of the URL will be automatically prefilled.

a) Specify the following values for the fields. All other fields can be left as is.

Field name	Value
Location Type	Region
URL suffix	.jsp

__ f. The finished activity should look like this.



The screenshot shows the configuration form for the 'Display Location-based Content' activity. It includes three input fields: 'Location Type' with a dropdown menu set to 'Region', 'URL prefix' which is empty, and 'URL suffix' with the value '.jsp'. Each field has an information icon to its left.

__ g. Save and Close the activity.

__ h. Open the Activities list and activate your new activity.

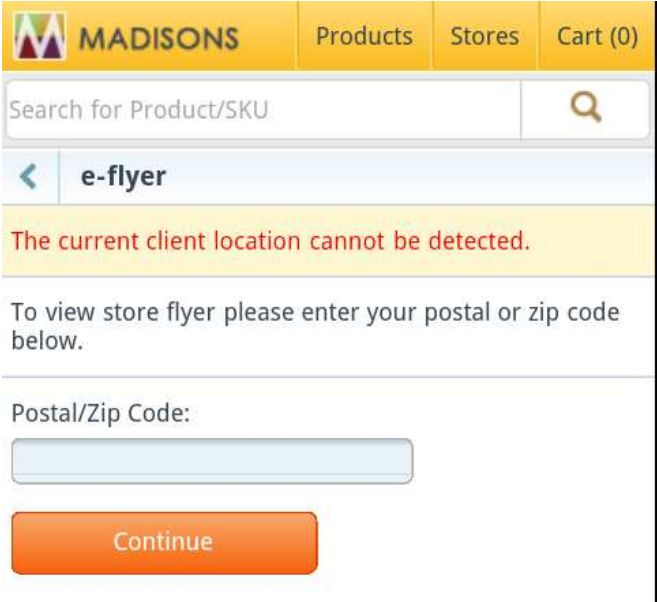
Part 7: Test your new web activity

In this part of the lab, you will view the local flyer from the mobile store.

- ___ 1. Launch the Madisons web store for smart phones or the Madisons hybrid Android application.
 - ___ a. You can launch the web store using URL
`http://<WC_HOST>/webapp/wcs/stores/servlet/m20/madisons.`
- ___ 2. Click the Weekly e-flyer button.



- ___ 3. If you did not enable location services, you will be prompted to enter a **Postal/Zip Code**.
 - ___ a. Enter the following Postal Code for Markham Plaza: L631A2
 - ___ b. Click Continue.



___ 4. You should see the Ontario region flyer.



Part 8: What you did in this exercise

In this tutorial you learned how to use the new Customer Check In Store trigger to respond to customers who check-in using their mobile phone. You also learned how to set up a web activity that uses the new Display Location-based content action to allow shoppers to view local e-flyers.

You should now understand how to complete the following tasks:

- Set up points of interest to target with location-based services
- Use dialog activities to reach shoppers who check-in at their local store
- Use web activities to allow shoppers to view local content of their store