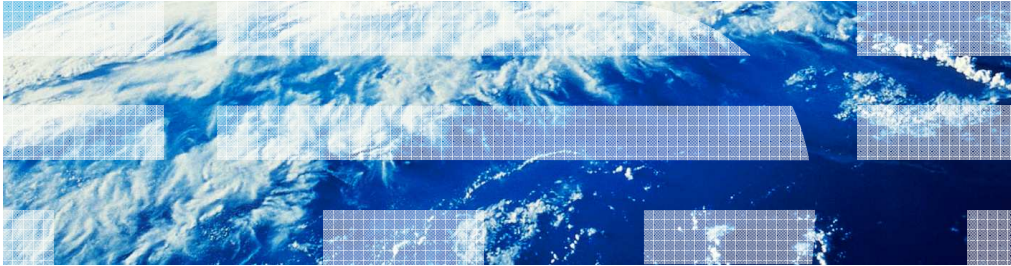


WebSphere® Commerce V7 Feature Pack 5

Search facet management



This presentation provides an overview of the business user tool enhancements to support search facet management in Version 7 Feature Pack 5. You should be familiar with the WebSphere Commerce search solution before viewing this presentation.

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- Search facet management
- Facets in the storefront

This presentation will cover the search facet management tools now available in Management Center. Following the tools overview is a summary of how facets are displayed in the storefront.

Search facet management

This section covers the search facet management tools.

Search facet highlights

- Manage facets using the attribute dictionary tools
 - New 'facetable' flag for attributes
 - New facet value display properties
- Control facet display at a category level

Home \ Apparel \ Women \ Dresses

Filter by

▼ **Material**

- Cotton blend (17)
- 100% cotton (6)
- Georgette (5)
- Synthetic (5)
- Silk (3)

▼ **Color**

<input type="checkbox"/> (25)	<input type="checkbox"/> (16)
<input type="checkbox"/> (14)	<input type="checkbox"/> (14)
<input type="checkbox"/> (13)	<input type="checkbox"/> (12)
<input type="checkbox"/> (7)	<input type="checkbox"/> (6)

In the storefront, search facets provide a way for shoppers to navigate to a specific set of products they are most interested in. WebSphere Commerce V7 Feature Pack 5 includes several enhancements to the Management Center Catalogs tool to allow business users to define and manage facets. Facets are enabled and configured using the attribute dictionary tools. A new facetable flag marks an attribute for use as a facet and display properties control how the facet values appear to shoppers in the storefront. Business users can also control the display order of facets within a category.

Attribute dictionary attribute properties

New attribute property "Facetable"

Aurora Attribute Dictionary - Attributes List

* Ty	* Code	* Name	* Data type	Displayable	Comparable	Searchable	Facetable
123	swatchSize	Available Sizes	Text	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
123	swatchcolor	Color	Text	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
123	construction	Construction	Text	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
123	length	Length	Text	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
123	material	Material	Text	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
123	occasion	Occasion	Text	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
123	MenShirtsColor	Color	Text	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
123	MenShirtsSize	Size	Text	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Note: Facetable property applies to attribute dictionary attributes only

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Search facet management

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The screen capture on this slide shows the attribute dictionary list view. The facetable column on the right has been added to indicate which attributes have been enabled as facets. This new property only applies to attribute dictionary attributes. If your store catalog uses catalog entry attributes, IT assistance is needed to enable the attributes as facets in the store.

Attribute property summary

- Displayable
 - Not implemented in the store. Could be used to control attribute display on the product page
- Comparable
 - Not implemented in the store. Could be used to control which attributes to display on the product compare page
- Searchable
 - Shoppers can search on attribute values in the store
- Facetable
 - The attribute is provided as a facet to narrow store search or navigation results
 - Shoppers can search on attribute values in the store

The attribute dictionary list view screen capture on the previous slide showed the four properties associated with each attribute. The displayable and comparable properties are provided for use in your storefront to control whether an attribute is shown on the product display page or used in during product comparison. These properties are not used by default in the Aurora or Elite starter stores. The searchable property is used to specify the attribute values that should be added to the store search index. When shoppers search on an attribute value keyword, all products with the assigned value are returned in the search results. The facetable property is used to specify the attribute should be displayed as a facet in the storefront. Facetable attributes are also searchable by default.

Defining facet properties

Manage Attribute

Comparable

Facetable **Facet enablement**

Note (United States English)

Unit of Measure (United States English) 1 Unit

Associated Keyword (United States English)

Facetable properties

Show facet in search results **Facet display properties**

Allow multiple facet value selection

Show empty facet values

Maximum facet values to display Show all facet values
 Specify number of facet values

Facet value ordering Count (highest to lowest)
 Alphanumeric
 Use attribute value sequence **Note: Use sequence ordering only when all facet values are displayed**

Material

- 100% cotton (6)
- Cotton blend (17)
- Denim (2)
- Georgette (5)
- Silk (3)
- Synthetic (5)
- Wool (1)

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In this screen capture, you see part of the attribute properties view. The new facetable check box is available for both attributes with assigned values and attributes with predefined values.

When the facetable check box is selected, the facetable properties section is added to the properties view. The 'Show facet in search results' check box specifies whether the facet should be visible on the search results page or only used during catalog navigation. The 'Allow multiple facet value selection' check box controls whether shoppers can select a single value or multiple values for the facet in the storefront. If you want to show all values for a facet, even if no products on the current results page match the value, select the 'Show empty facet values' check box. Facet values that don't match any products will have a count of zero. You can control how many facet values are listed in the storefront using the 'Maximum facet values to display' field. Finally, to control which order facet values are shown in, select one of the three 'Facet value ordering' options. The attribute value sequence ordering option displays the facet values in the same order you specify for the attribute values. This option should only be used when you plan to display all of the facet values.

Assigning attributes to products

- Defining attribute facets
- Descriptive attribute facets

AuroraWMDRS-1

Manage Product Search Engine Optimization Descriptive Attributes **Defining Attributes** Merchandising Associations Associated Assets Versions References

Find and Add

Sequence	Type	Code	Name (United States Engl	Data type	Displayable	Searchable	Comparable	Facetable
1.0	swatchcolor	Color			✓	✓	✓	✓
2.0	swatchSize	Available Sizes			✓	✓	✓	✓

1 of 2 selected

Open
Copy
Copy to Clipboard
Delete

Summary of attribute properties

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The attributes you enable as facets must be assigned to products within the catalog in order to appear in the storefront. Both descriptive and defining attributes can be used as facets. The attribute properties page shown on the previous slide can be accessed by opening an attribute from the assigned attribute list in the product properties view. For defining attributes, the attribute properties, including the new facetable property, are shown in the attribute list.

Facet management for categories

- New facets list view
 - Control display sequence
 - Show or hide in the storefront
 - Display facet value counts

Sequence	Name	Display to customers	Attribute Code	Description	Values
1.0	Material	<input checked="" type="checkbox"/>	material	material	Cotton blend (17), 100% cott (5), Synthetic (5), Silk (3), De
2.0	Color	<input checked="" type="checkbox"/>	swatchcolor	Color	Blue (25), Purple (16), Green (13), Gray (12), Brown (7), O (6), Black (5), Teal (4), Yellow Beige (2), Gold (2), Light Blue
0.0	Available Sizes	<input type="checkbox"/>	swatchSize	Available Sizes	L (39), M (39), S (39), XL (39)
3.0	Brand	<input checked="" type="checkbox"/>		The manufacturer	Albini (8), Gusso (8), Luigi Va (8), Hermitage Collection (7)
4.0	Price (USD)	<input checked="" type="checkbox"/>		Price-USD	{{* 100} 100} (31), {{100 200} 300} 300} (8), {{300 400} 400 500} (0), {{500 *} } (0)

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Search facet management

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Once you have attributes enabled as facets, another level of facet management is available in the Catalogs tool. A new category level list view allows you to see all the facets enabled for a category. From this list view, you can control the display order of facets within the category and choose to hide some facets from view in the storefront.

Limitations

- No catalog upload support for facets
 - Upload new attributes and assign them to products
 - Set facetable attributes using Management Center tools
- Facet management is not workspace enabled

The facet management solution currently has two limitations you should take note of. First, the facetable flag and facet properties cannot be uploaded through the catalog upload tool or data load command line. You can upload attributes and assign them to products but marking attributes as facets must be done through the Management Center tools. The second limitation is facet management is not workspace enabled. If you are working on an authoring server, setting an attribute as facetable will apply directly to your production ready content.

Facets in the storefront

This section covers how facets are displayed in the storefront.

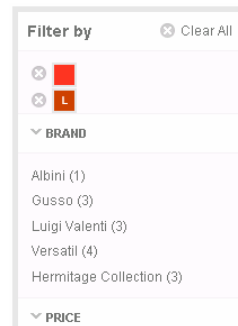
Facets in the storefront

The screenshot displays the Aurora storefront's 'Dresses' category page. On the left, a 'Filter by' sidebar shows facets for 'Material' and 'Color'. The 'Material' facet lists options like '100% cotton (3)', 'Cotton blend (13)', 'Denim (0)', 'Georgette (4)', 'Silk (2)', 'Synthetic (2)', and 'Wool (1)'. The 'Color' facet shows a grid of color swatches with counts, such as blue (25), green (14), and red (14). A 'Selected facet value' callout points to the 'Blue' swatch. A 'Multi-value selection' callout points to the check boxes next to the material options. An 'Images as facet values' callout points to the color swatches, which are represented by small images of people wearing the corresponding color. The main content area shows a 'Summer Clearance' banner, a 'Perfect Handbag' banner, and a grid of dress products with their names and prices.

The screen capture on this slide shows how facets are displayed in the Aurora storefront. Any selected facet values are displayed at the top of the navigation pane. Next, the facets are listed in the order you defined in Management Center for the current category. Facets that support multi-value selection are displayed with check boxes next to each value. Attribute values that have images associated with them will display the image instead of the text value. The color swatches are used as an example. Note that for facets where images are displayed, check boxes are not used for multiple selection although it is still supported.

How single value facets affect navigation results

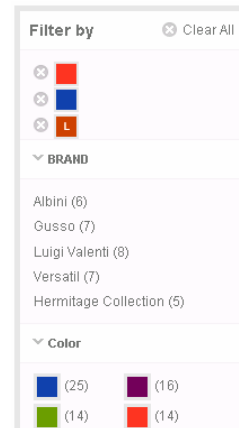
- Facet removed from available filters list
- Counts for other facets decrease
- Example
 - Color is red AND size is large



Enabling single value versus multiple value selection for facet values produces different facet navigation results in the storefront. When facets allow only a single value to be selected, choosing a value narrows the search results, decreasing the result counts for all remaining facets. The selected value is added to the top of the 'Filter by' panel and the facet is removed from the list of available filters. The screen capture shows values selected for a color and size facet that each allow single value selection.

How multiple value facets affect navigation results

- Facet remains in available filters list
- First value selected decreases counts for other facets
- Additional selected values increase counts for other facets
- Counts for multi-value facet remain the same
- Example
 - Color is red OR blue AND size is large



Facets that allow multiple values to be selected can be used to broaden search results. The first value selected for a multi-value facet narrows the results and reduces the counts for other facets the same as with single value selection. The difference is the facet remains in the list of available filters. When you select a second value for the facet, the search results broaden to include products that match either selected value. Other facet counts then increase as a result. Facet value counts for a multi-value facet stay the same as values are selected. They are only affected when a different facet is selected. The screen capture shows the color facet with multi-value selection enabled. Both red and blue have been selected and the color facet is still displayed to allow further selections.

Facet management in Madisons and Elite

- Madisons and Elite stores have not been updated for Feature Pack 5
- Existing services inherit some new function
 - Facet enablement
 - All facet properties except multiple value selection
- Remaining function needs to be ported from the Aurora LeftNavigation widget
 - Multiple value selection
 - Facet sequencing and hiding
 - Attribute value image display (swatches)
 - Shallow search

The screenshot displays two side-by-side panels for facet management. The left panel, titled 'Narrow your results by:', lists three categories: 'Special Features' (Locally made (4), Stain resistant (3), Wrinkle resistant (0)), 'Material' (100% cotton (6), Cotton blend (17), Denim (2), Georgette (5), Silk (3)), and 'Color' (Blue (25), Purple (16), Green (14)). The right panel, titled 'Filter by', shows the same categories with checkboxes for 'Special Features' (Locally made (4), Stain resistant (3), Wrinkle resistant (0)), 'Material' (100% cotton (6), Cotton blend (17), Denim (2), Georgette (5), Silk (3)), and 'Color' (Blue (25), Purple (16), Green (14), and a red swatch (14)).

The Madisons and Elite stores have not been updated in Feature Pack 5. The Aurora store replaces the Madisons store and all new search facet capability is shown there. This slide summarizes what you will see if you apply Feature Pack 5 to a system with Madisons or Elite stores published. Facets enabled through the updated Management Center tools are visible in the storefronts and most new facet properties are applied. For example, the various facet ordering options and maximum number of values to display settings are inherited by default. The multiple value selection property is not inherited because changes to the store pages are needed to implement the multiple selection. UI changes are also needed to display attribute images in place of text, such as the color swatches. Category level facet settings and shallow search are not picked up in the older stores because a new expression builder is used to build the faceted navigation panel in the Aurora store. All of the new code for facet display is contained in the LeftNavigation widget in the Aurora store.

Summary

- Search facet management
- Facets in the storefront

This presentation covered the search facet management tools now available in Management Center. Following the tools overview was a summary of how facets are displayed in the storefront.

References

- **Creating attributes**

<http://publib.boulder.ibm.com/infocenter/wchelp/v7r0m0/topic/com.ibm.commerce.management-center.doc/tasks/tpnattdiccreate2.htm>

- **Managing category facets**

<http://publib.boulder.ibm.com/infocenter/wchelp/v7r0m0/topic/com.ibm.commerce.management-center.doc/tasks/tpnassigncatfacets.htm>

This slide contains some useful references for working with search facets.

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