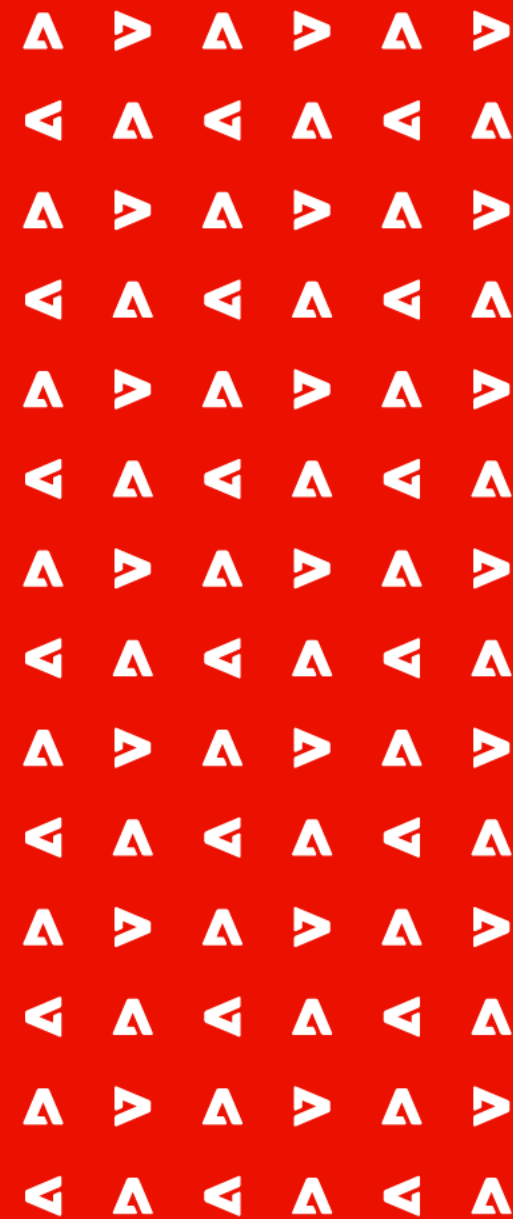




Made for Content: Mastering Content and Experience Fragments

May 16, 2023



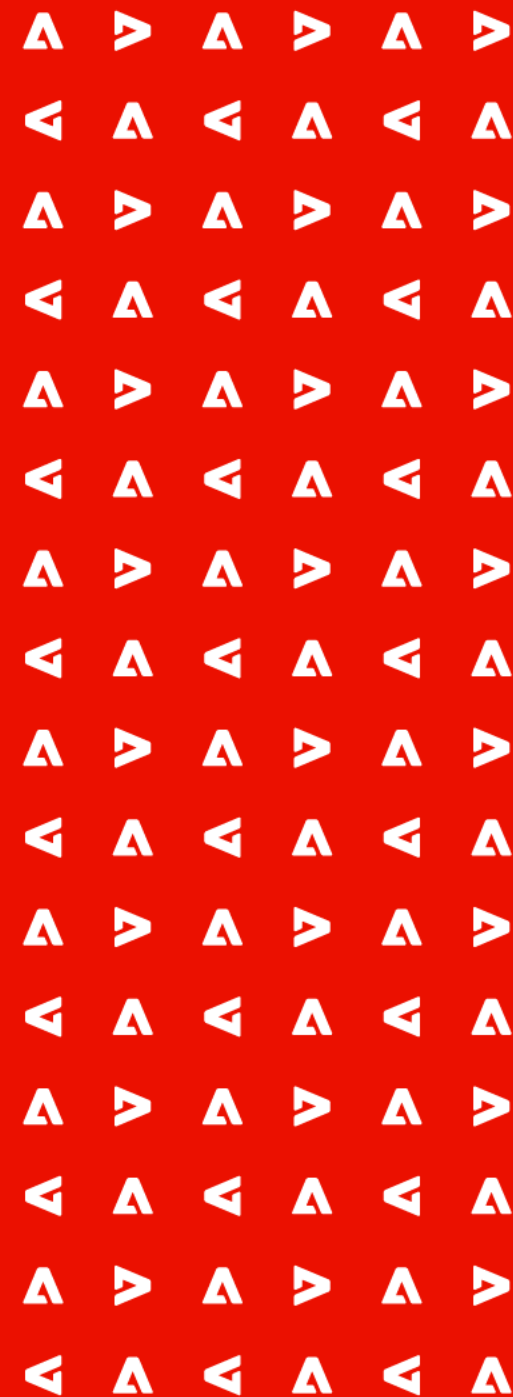
Our webinar will begin shortly.

While we wait, say hello to your fellow attendees in the chat!



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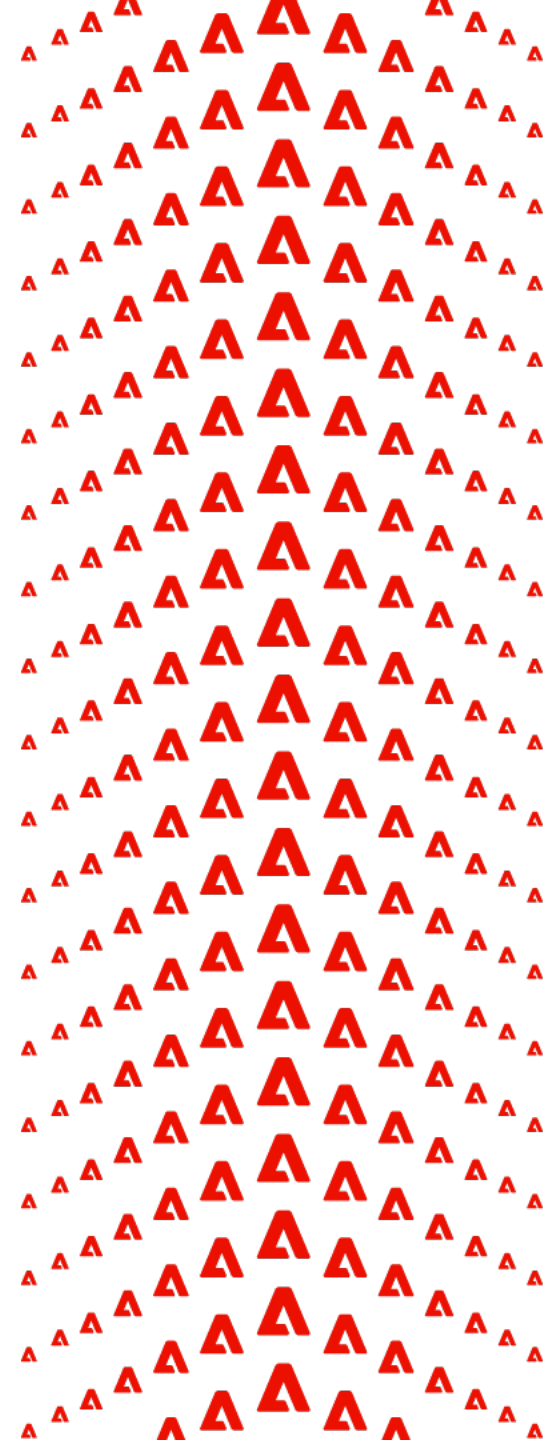


Share in chat:

- Where are you joining us from?
- What are you hoping to learn today?

Agenda

Time (PST)	Topic
8:00 a.m.	Welcome and agenda
8:05 a.m.	Mastering Content Fragments, Experience Fragments, Editable Templates and more
	
	Greg Dimeris Product Owner, Web Content Management T. Rowe Price
8:45 a.m.	Ask the Experts! Audience Q&A
8:55 a.m.	Wrap-up and next steps






Greg Dimeris

Product Owner, Web Content | Adobe Experience Manager Champion | Certifie...



About the Presenter

- Decade+ of AEM and Adobe Marketing Cloud (Target, Analytics, Campaign, Dynamic Media), on-premise and hybrid implementations
- AEM experience in government, transportation and financial services
- AEM Champion of the Year | October 2022
- Greg spends most of his free time perfecting Greek fusion cuisine recipes



Made for Content: Mastering Content and Experience Fragments

Plus, Editable Templates
and Building Blocks

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Building Blocks

CONTENT
FRAGMENT
VARIATION

EXPERIENCE
FRAGMENT
VARIATION

Get expert insights, gain clearer understanding
Gain valuable perspective on the markets, investing strategies, and personal finance.

Subscribe to T. Rowe Price Insights
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Select one or more components to create a building block for reusing within your fragment

BUILDING BLOCK

Content Fragments, Experience Fragments, and Building Blocks

How can they be used together



COMPONENT

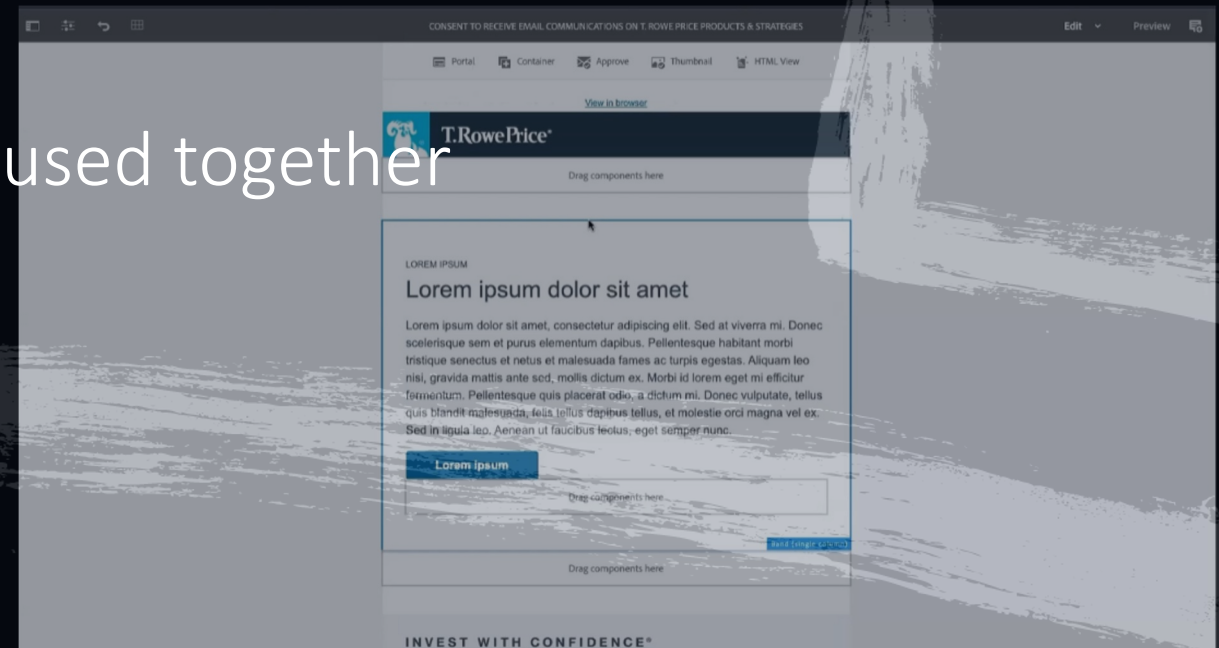
EXPERIENCE FRAGMENT



Ready to work with us? Let's get started.

Choose your site

Choose your site



Powerful Authoring Tools for Content Authors

- Editable templates
 - AEM Style System
- Content Fragments
- Experience Fragments
- Combination of Content and Experience Fragments
 - Building Blocks



Editable Templates

Tools panel | Templates

- **Template author** can use the template console and editor to create and manage editable templates.
- Templates, their initial set up, policies and additional structure elements live under the /conf folder.



Editable Templates

Creating Editable Templates

TIP: keep the number of templates as minimal as possible, also considering:

- Template strategy (what you want your templated content to achieve)
- Who manages the editable templates, i.e. Development team vs. template-authors
- Template author training
- Create template guidelines for authors
- Localization/internationalization elements

AEM Style System

Adds styling flexibility to your components

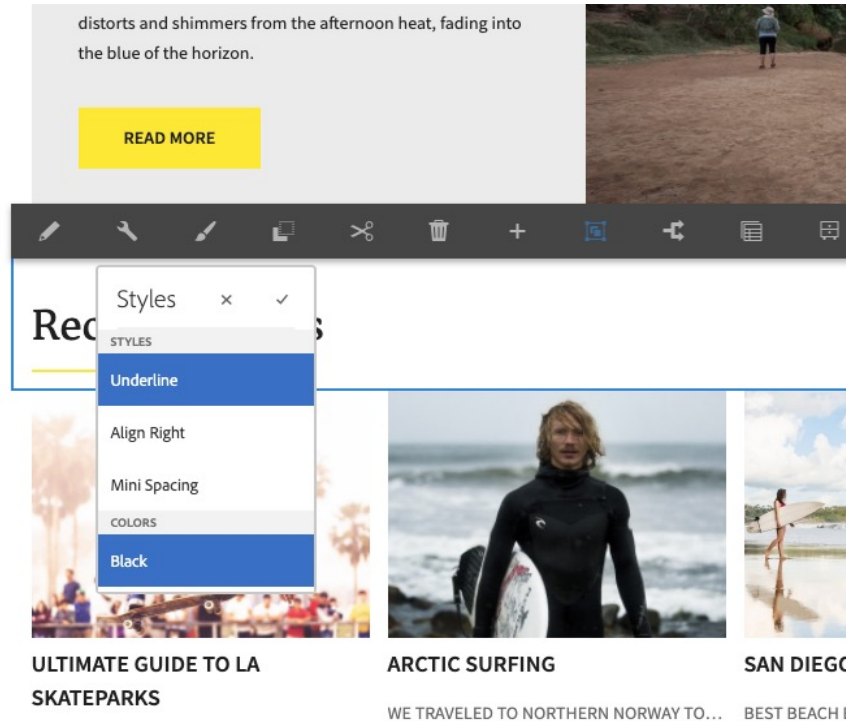
- Styling (classes) in the content policy of a component
 - Developer provides CSS styling rules
 - Template author adds the style classes in the content policy of components
 - Content author selects styles when editing the component on a page
- Allows configuration of visual variations for components



AEM Style System

Best practices

- Avoid unnecessary nesting of elements (in your CSS)
- Stick to block, element, modifier CSS class naming conventions
- Allow for more authorable content toggles (exception: images, which can be addressed via JavaScript)
- Organize styles in discrete files
- Better not to go overboard with too many complex styles



Properties

Then adjust the settings of the selected policy to configure the component

Title [Styles](#)

⚠ Editing the styles can have a visual impact on existing components.

Default CSS Classes

Allowed Styles

Styles Styles can be combined

Underline	cmp-title--underline	🗑	↕
Align Right	cmp-title--right	🗑	↕
Mini Spacing	cmp-title--minispacing	🗑	↕

Add

Colors Styles can be combined

Black	cmp-title--black	🗑	↕
White	cmp-title--white	🗑	↕
Gray	cmp-title--gray	🗑	↕

Add

Content Fragments

The best component for structured content

- No styled layout and/or design
- Pure content focus (vs. presentation and design focus)

Content Fragments

The best component for structured content

- Best used for content that serves text, dates, references, etc.
- Content is depended on the channel where it is served (i.e. the presentation, or how it looks)

Content Fragments

Content Fragment Model Structure

- **Basic**
e.g., single, multi-line text field, to be used directly in page authoring
- **Complex**
e.g., text, number, Boolean, data and time, for direct page authoring or delivery to your application.
- **Nested**
e.g., for nested content page authoring, or for delivery to your application.

The screenshot shows the 'Content Fragment Model Editor' window. At the top, there are 'Cancel' and 'Save' buttons. Below the title bar, the text 'Practice Content Fragment' is displayed. A warning message with a yellow triangle icon states: 'This content fragment model is already used by existing content fragments. Changes of its structure might break those content fragments.' Below this, there are three input fields: 'Name' (single line text), 'Age' (number), and 'Description' (multi line text). On the right side, there is a sidebar with two tabs: 'Data Types' and 'Properties'. Under 'Data Types', there is a list of options: 'Single line text', 'Multi line text', 'Number', 'Boolean' (checked), 'Date and time', and 'Enumeration'.

Content Fragments

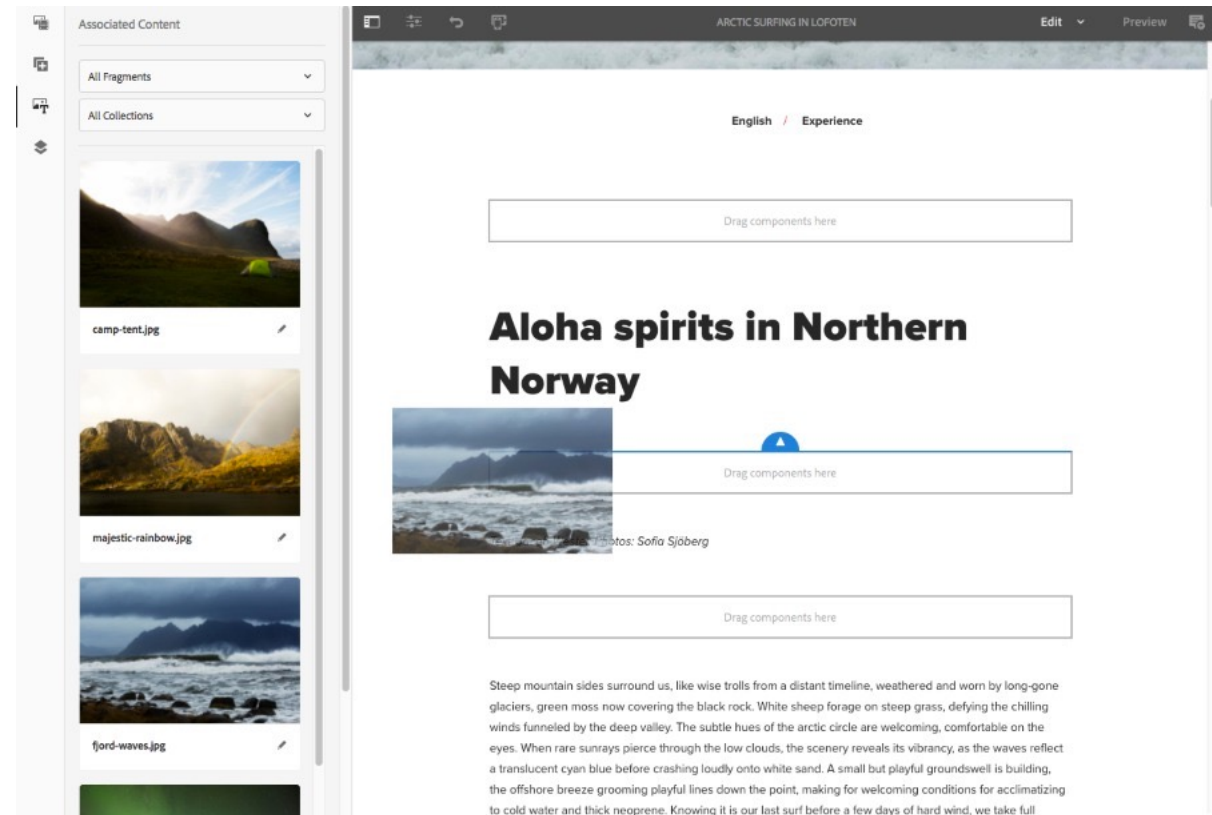
How Are Content Fragments Consumed

- Great content object for centrally managed authoring, translations, versioning and workflows manageable.
- Used and consumed as HTML (create basic content fragment)
- Using JSON exporter, used to deliver AEM content via Content Services to channels other than AEM pages.
- AEM Core Components Content Fragment component for use in AEM Sites, AEM Screens or in Experience Fragments.
- JSON export via AEM Content Services for 3rd party consumption
- JSON export to Adobe Target for targeted offers
- JSON via AEM HTTP Assets APIs for 3rd party consumption

Content Fragments

Associated Content and Content Fragments

- ‘In-between content’ that can be used with content fragments (no change to content fragment)
- Available content in assets folder, accessible to authors on the side panel (after you place your fragment on the content page)



Experience Fragments

Presentation ready, rich content experience

Experience Fragments are fully designed and laid out fragments of a web page.

Experience Fragments can contain content in the form of Content Fragments or other components, but not the other way around.

Forms an experience which makes sense on its own.

Defined by editable templates, includes native HTML design elements and layout.

Eliminate the need for copy-paste (when it comes to content creation).

Experience Fragments

When to Use Experience Fragments

- For experiences that will be reused with same or similar content.
- When you use AEM as a content delivery platform for third parties and touchpoints.
- If you have an experience with different variations or renditions.
- To export to Adobe Target experiences. (prerequisite: Adobe Target configuration)
- When you use Omnichannel Commerce.
- Sharing commerce-related content on social media channels.
- Making touchpoints transactional.

Building Blocks

Bringing it All Together

Experience Fragment editor allows for adding other components in the experience fragment.

You can include any component, including content fragments.

The screenshot displays the Experience Fragment editor interface. On the left is a 'Components' sidebar with a search filter and a list of available components. The main workspace shows a preview of the 'Brooklyn Coat' product page. The page content includes a product image, a title 'Brooklyn Coat', a subtitle 'Your Winter Warmer', and two content fragments: 'Technical Details' and 'Available Colors'. The 'Technical Details' fragment contains a bulleted list of features: 'Waterproof outer shell', '50gr body fillinw', '25gr sleeve filling', '4 outer pockets', and '3 inner pockets'. The 'Available Colors' fragment contains a bulleted list of color options: 'Brown', 'Black', 'Navy Blue', and 'Red'. A 'Drag components here' area is visible at the bottom of the workspace.

Components

- Image We.Retail
- Layout Container General
- Link Button We.Retail
- List We.Retail
- Mini Shopping Cart We.Retail Commerce
- Navigation We.Retail
- Order Details We.Retail Commerce
- Order History We.Retail Commerce
- Product We.Retail Commerce
- Product Grid We.Retail Commerce
- Product Recommen... We.Retail Commerce
- Shopping Cart We.Retail Commerce
- Shopping Cart Prices We.Retail Commerce
- Site Feature We.Retail
- Social Media Sharing We.Retail
- Tabs We.Retail
- Teaser We.Retail

Brooklyn Coat
Your Winter Warmer

Brooklyn Coat

Technical Details:

- Waterproof outer shell
- 50gr body fillinw
- 25gr sleeve filling
- 4 outer pockets
- 3 inner pockets

Available Colors:

- Brown
- Black
- Navy Blue
- Red

Drag components here

Final Tips

- Use content fragments for static content that can be repeated (e.g. footers, headers, disclaimers, disclosures), and to be consumed in headless apps (e.g. via GraphQL APIs)
- Use experience fragments for a richer, channel-independent experience, in your editable templates. Export to Adobe Target via HTML or JSON offers for targeted content.
- Use experience fragments with included components such as content fragments as building blocks, when you need rapid content recycling, i.e. drag-and-drop content in your fragments.

Questions?



Thank you!





Appendix



Helpful Resources

- Review Greg's Summit Session on Content and Experience Fragments [here](#)
- Review how to get started with Content Fragments [here](#)