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Oracle Endeca for Social Facebook Canvas Application – Cartridge Reference

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Facebook Canvas Application – Cartridge Reference

The Oracle Endeca for Social Facebook Canvas Application provides a catalog of Experience Manager Templates and Cartridges designed to provide a best of breed social shopping experience incorporating the features of Oracle Endeca alongside and integrated with Facebook.

This guide outlines each of the supplied cartridges broken into 3 categories:

- Endeca Core Cartridges
- Endeca Socialized Cartridges
- Facebook Social Plugin Cartridges

Endeca Core Cartridges

- Search with Faceted Breadcrumbs
    - Experience Manager ID: FacebookSearchWithFacetedBreadcrumbs
    - Configuration Options
        - Section Settings
            - Name: A name for this cartridge used strictly for organization
            - Search Key: The Endeca search interface to use on search queries.
        - Dimension Typeahead
            - Enable Typeahead: Toggles on/off keyword search typeahead.
            - Minimum Characters: The number of characters that must be entered in the search box before typeahead queries will be triggered.
            - Typeahead Dimensions: The Endeca dimensions that will be considered for typeahead values.
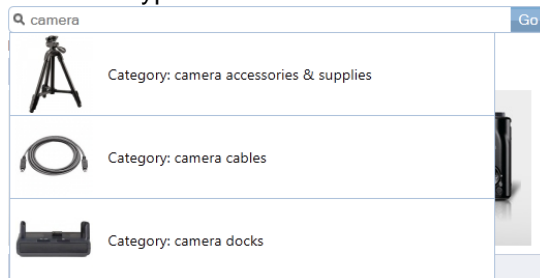
        - Product Typeahead
            - Enable Typeahead: Toggles on/off product level typeahead.
            - Search Key: The Endeca search interface to use.
            - Sort Order: The property to use for sorting the product results.
            - No. Suggestions: The maximum number of product records to return with the typeahead.
    - Faceted Breadcrumbs: An interactive breadcrumb technique that allow the user a great deal of flexibility in understanding the tradeoffs in their previous selections
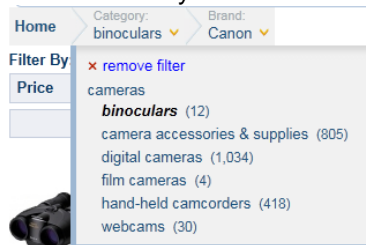
- Popup Guided Navigation: Horizontal Guided Navigation designed to use less screen real-estate than traditional sidebar Guided Navigation in order best use the limited screen space provided within the Facebook Application Canvas

- o Experience Manager ID: FacebookPopupGuidedNavigation
- o Configuration Options
  - Name: A name for this cartridge used strictly for organization
  - Refinements: A dimension selector to choose the dimensions that should be show on this page. If no selection is made then the default dimension list returned by the MDEX will be used.

Filter By:

Category	Brand	Price
		Under 25 (97)
		25 - 50 (90)
		50 - 100 (152)
		100 - 250 (545)
		250 - 500 (940)
		500 - 1000 (1842)
		Over 1000 (1826)

- • Results Grid: A grid layout for product results featuring paging and sorting
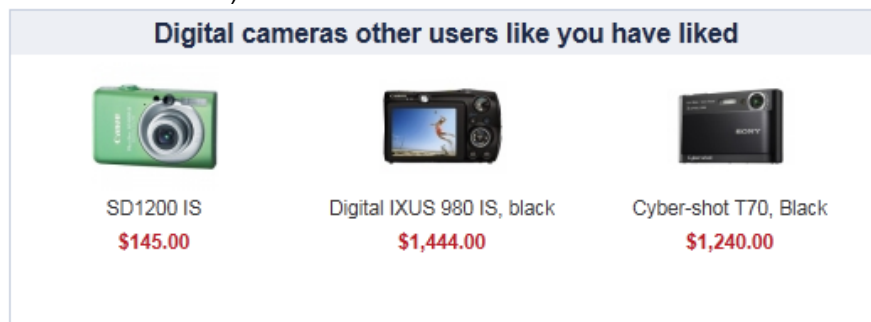 - o Experience Manager ID: FacebookResultsGrid
  - o Configuration Options
    - Name: A name for this cartridge used strictly for organization
    - Sorts: The default sort order for the records in the grid
    - Relevance Ranking: The default relevance ranking for the results grid.
    - Records per page: The number of records to show on each page.

- • Content Banner
  - o Experience Manager ID: FacebookImageContentBanner and FacebookImageSiteBanner
  - o Configuration Options
    - Name: A name for this cartridge used strictly for organization
    - Display Method
      - Image only
      - Image with link
    - Image File Name: The name of the image relative to the URL listed in "Image Base URL".
    - Image link URL: Specifies the link that will be used for the image when "Display Method>Image with link" is chose.

- • Record Detail: A cartridge that will handle display of the product information on the detail pages.
  - o Experience Manager ID: FacebookRecordDetails
  - o Name: A name for this cartridge used strictly for organization

Endeca Socialized Cartridges
- • Facebook Record Spotlight: A combination of standard Oracle Endeca Record Spotlighting along with overrides using social data from Facebook.
  - o Experience Manager ID: FacebookRecordSpotlight
  - o Configuration Options
    - Name: A name for this cartridge used strictly for organization
    - Title: The text that will be displayed at the top of the spotlight cartridge when rendered.
    - Records Target: A micro-browser that can be use to select either specific products or particular search/navigation states that will be considered for spotlight.
    - Augment Target: Toggles whether the spotlighted records must be in the users current search/navigation state or not.
    - Maximum Records: The maximum number of records to be presented to the user. Records that do not fit on the screen (typically anything over 3 records in the Facebook canvas) will be available via horizontal scrolling animation.

- Facebook Data Source: Provides an extremely powerful mechanism for driving personalized results based on data from the Facebook graph API or Facebook Insights.
  - None: The default which will behave as a typical Endeca content spotlight would.
  - Active Users Friends Like Data: Further restrict the spotlighted records to just those that have been liked by the current users friends.
  - Active Users Like Data: Further restrict the spotlighted records to just those that have been liked by the current user.
  - Selected Users Like Data: Further restrict the spotlights records to just those that have been like by a specific user (this user must be specified dynamically in the code, an example of which can be found in the reference application's Birthday Store).
  - Personalize based on Insight Data: Sort the records dynamically based on the popularity among the current users demographic (gender, age, etc.).

Digital cameras other users like you have liked

SD1200 IS — $145.00
Digital IXUS 980 IS, black — $1,444.00
Cyber-shot T70, Black — $1,240.00

- Facebook Birthday Store: Retrieves all the current users friends who have birthdays in the next month and renders them to the screen with a link back to their profile and to a page with a Experience Manager trigger for the birthday store
  - Experience Manager ID: FacebookStoreBirthdays
  - Name: A name for this cartridge used strictly for organization
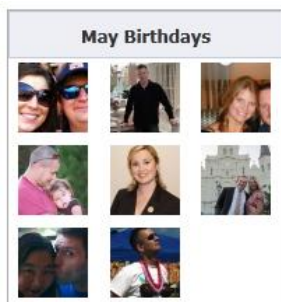
May Birthdays

- Facebook User Info: Retrieves miscellaneous information about a specific the user and displays it to the screen. This is typically used for a birthday store page.
  - Experience Manager ID: FacebookStoreBirthdays
  - Name: A name for this cartridge used strictly for organization

- Facebook Store User Info: Displays info about the currently logged in user.
  - Experience Manager ID: FacebookStoreUserInfo
  - Name: A name for this cartridge used strictly for organization

- Facebook FQL Cartridge: A generic cartridge that allows specification of a Facebook FQL statement and rendering text for the results of that cartridge.
  - Experience Manager ID: FacebookStoreFQL

- Name
- Path to JQuery 1.5 or greater
- FQL Query String
- Starting HTML
- Top DIV for cartridge
- Target HTML Element (Id from Starting HTML)
- Template Editor
- Template Name (Unique Name)

Facebook Social Plugin Cartridges

- Facebook Comments: The Facebook Comments Social Plugin
  - Experience Manager ID: FacebookComments
  - Name: A name for this cartridge used strictly for organization
  - Miscellaneous configuration options provided by Facebook

- Facebook Facepile: The Facebook Facepile Social Plugin
  - Experience Manager ID: FacebookFacepile
  - Name: A name for this cartridge used strictly for organization
  - Miscellaneous configuration options provided by Facebook

- Facebook Like Box: The Facebook Like Box Social Plugin
  - Experience Manager ID: FacebookLikeBox
  - Name: A name for this cartridge used strictly for organization
  - Miscellaneous configuration options provided by Facebook

- Facebook Like Button: The Facebook Like Button Social Plugin
  - Experience Manager ID: FacebookLikeButton
  - Name: A name for this cartridge used strictly for organization
  - Miscellaneous configuration options provided by Facebook

- Facebook Activity Feed: The Facebook Activity Feed Social Plugin
  - Experience Manager ID: FacebookActivityFeed
  - Name: A name for this cartridge used strictly for organization
  - Miscellaneous configuration options provided by Facebook