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Oracle Endeca for Social
Getting Started Guide – Facebook Social
Commerce

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Getting Started Guide – Facebook Social Commerce

The Oracle Endeca for Social Facebook Canvas Application sits on top of the Mobile API server. It is recommended that you read the “Getting Started Guide – Mobile API” before reading this one.

The Facebook Canvas Application leverages all the underlying controllers and models provided by the Endeca Mobile API. To make the application complete, the Endeca-social-facebook-application.zip package contains all the view tier JSP, CSS, JavaScript, and image files to support a Facebook social commerce web application. In addition, the package contains a Java library to perform Facebook user profile interrogation and integration between the Facebook Graph API and Endeca MDEX Engine. These core assets along with a Facebook Insights data connector and socially aware Experience Manager Cartridges provide out-of-the-box mechanisms for personalizing and socializing the shopping experience.

Assumptions

- You have created a new application within Facebook. If not go to <http://www.facebook.com/developers/> and setup a new app.
- You are the administrator or have access to the administrator of your Facebook application.
- You are familiar basic Endeca and Experience Manager concepts.
- You have a working understanding of java web applications.

Package Structure

Below is the package structure of the Oracle Endeca for Social Facebook Canvas Application:

```
/views_fb
  /components
    /shared
      /css
      /images
      /javascript
      ...
      /FacebookRecordSpotlight (i.e. Experience Manager cartridges)
        /component.jsp
      ...
    checkout.jsp (i.e. static JSP files not controlled by Experience Manager)
    user_login_form.jsp
    more_menu.jsp
    ...
```

Request Scoped Objects/Attributes

Request Key	Class	Description
pageResult	com.endecia.b2creference.content.PageResult	This object contains key objects such as ENEQuery, ENEQueryResults, UriState, UriConfig, UriFormatter, QueryResultsComponent, and RecordComponent
uiclQueryResults	com.endeca.soleng.uiComponentLibrary.web.urlFormatter.components.QueryResultsComponentUri	This is included for convenience, since most of the views are pulling their Endeca data from UICL objects
uriState	com.endeca.soleng.urlformatter.UriState	This is also included for convenience, since the object is also stored in the PageResult
contentItem	com.endeca.content.ContentItem	This is used by the Experience

Required Configuration Changes

app-config.xml

This file contains the main configuration that is required by the Oracle Endeca for Social Facebook Canvas Application. The required changes for Facebook are fully documented in the Install Guide in the section “Installing the Oracle Endeca for Social Facebook Canvas Application”

Update the “mdexConfig” bean to point to your running instance of the MDEX Engine

```
<!-- config -->
<bean id="mdexConfig"
class="com.endeca.b2creference.config.MdexConfig">
    <property name="host" value="[mdex_host]"/>
    <property name="port" value="[mdex_port]"/>
</bean>
```

CSS

```
/views_fb/components/shared/css
facebook_pages.css
forms.css
global.css
navigation.css
table_full.css
table_grouped.css
table_plain.css
table.css
```

The forms.css, and table_full.css, table_grouped.css, table_plain.css, and table.css provide a general set of css styles for forms outside of the core search and navigation experience such as checkout.

The bulk of the styling for the canvas application though is found within facebook_pages.css.

Note: This is a reference application, which is intended to be styled according to the needs of your brand. The aforementioned CSS file will provide you access to the bulk of the styling configuration for both the shopping and transacting processes and as such are expected to be updated.

Deploy

Deploy the application to a java web application server and access the application at [http://\[web application host\]:\[web application port\]/mobile/search?Ch=fb](http://[web application host]:[web application port]/mobile/search?Ch=fb).

The URL parameter “Ch” specifies the channel for this application, and “fb” specifies Facebook (the components located in views_fb). This URL parameter must be carried thorough on all Facebook Social Commerce Links links. Note that this parameter can be changed as needed by modifying the parameters “channelParam” & “channelValue” in the bean “facebookStoreConfig” located in file “WEB-INF/spring/app-config.xml” of the web application.

Troubleshooting

Problem: When you access the application you receive a blank page

Solution: You do not have a Experience Manager page configured for your application. If you are using the reference Pipeline then login to Experience Manager and make sure that there are pages configured for Facebook in group "01_FacebookGroup". If there are then press "Save All Changes". If not then you will need to perform a set instance configuration from Developer Studio.
If this is a new Pipeline then you will need to setup a Experience Manager page.