Lancer <u>duolab.com</u> en quelques mois avec Contentful et Nuxt.js —

Retour d'expérience



JAMstack Paris —7 Avril 2020

Yu Ling Cheng





Yu Ling Cheng

Lead développeur à Theodo



#DevUx forever (<u>devux.tech</u>)



Manque de soleil



Plus de sport que d'habitude

Follow me



Duolab, c'est quoi?

Une nouvelle marque de L'Occitane Un soin sur mesure pour le visage Le fruit de 6 ans d'innovations en laboratoire

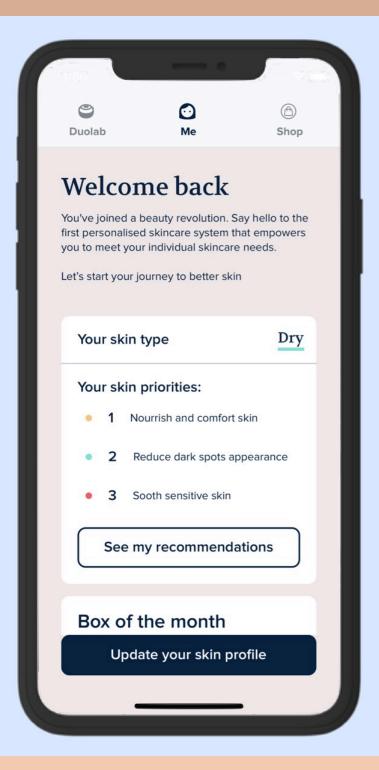
Lancé le 6 février dans un Pop-up Store à Londres







Diagnostique de peau



DUQLAB

Welcome

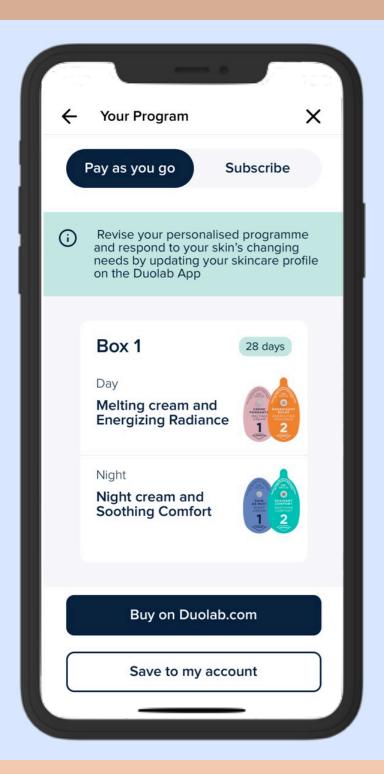
LET'S GET STARTED WITH YOUR SKIN DIAGNOSIS

We believe in skin responsive care. The DUOLAB system listens and adapts to your skin's changing needs.





Recommandation de produits



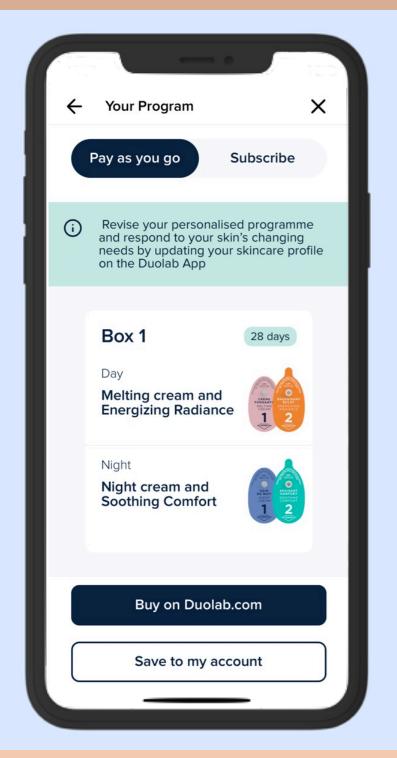
What's in your personalised protocol?

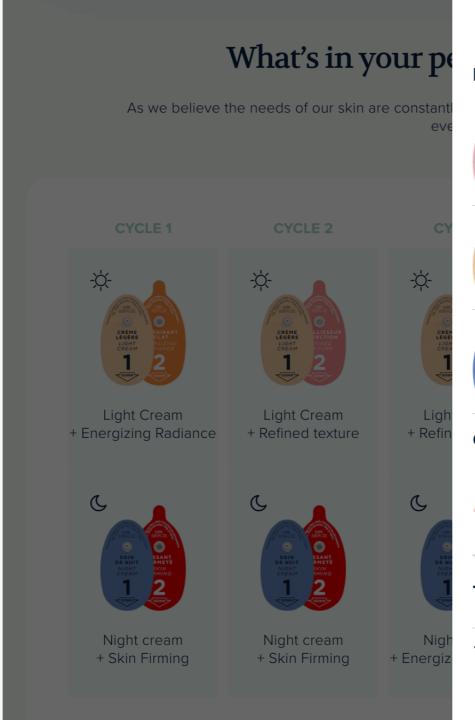
As we believe the needs of our skin are constantly changing, you have the flexibility to adapt your protocol every 28 days.

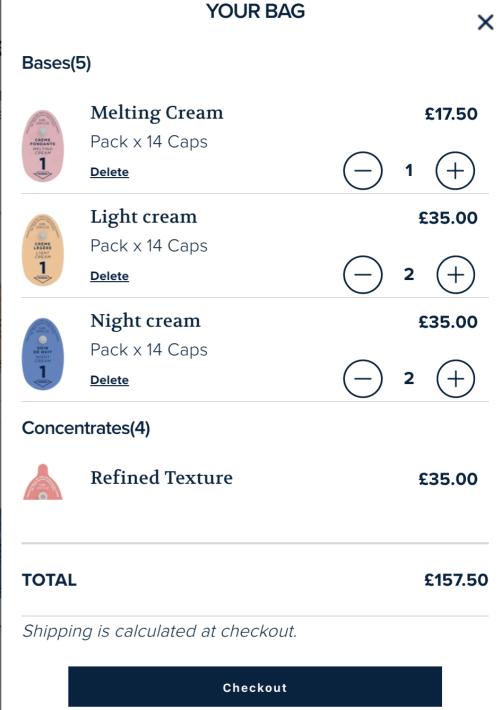




Store e-commerce

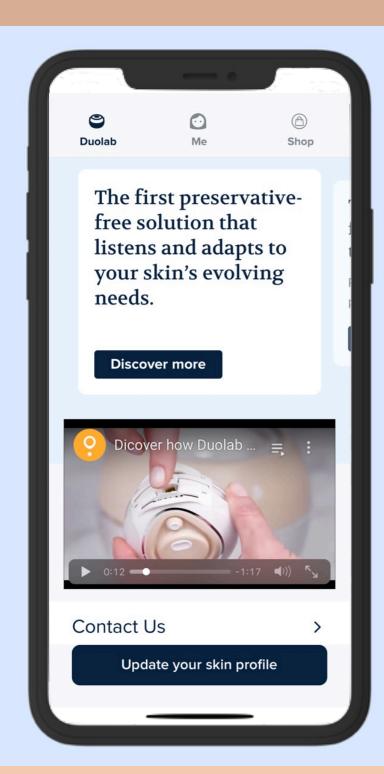








Contenu de présentation de la marque



Skin responsive care

Natural ingredients. Preservative-free. Tailored & efficient.

Care

TAILORED TO YOUR SKIN

Because your skin is constantly changing, a one-size-fitsall skincare solution just won't do. Nor the same routine day in day out.

Duolab is the first preservative-free solution that listens and adapts to your skin's evolving needs.

Switch your face care to deal with its changing conditions & concerns, based on a personalised care protocol.

More than 7,500 possibilities. Find yours with our online diagnosis.

Begin your skin diagnosis

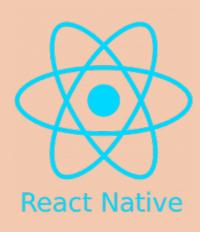




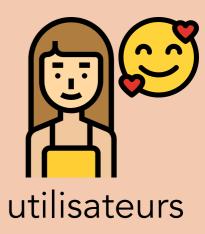
More

ON CLEAN FORMULAS

Frontend

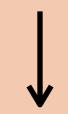








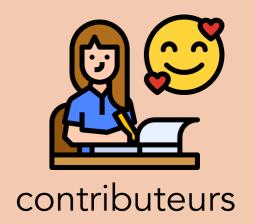
contenu



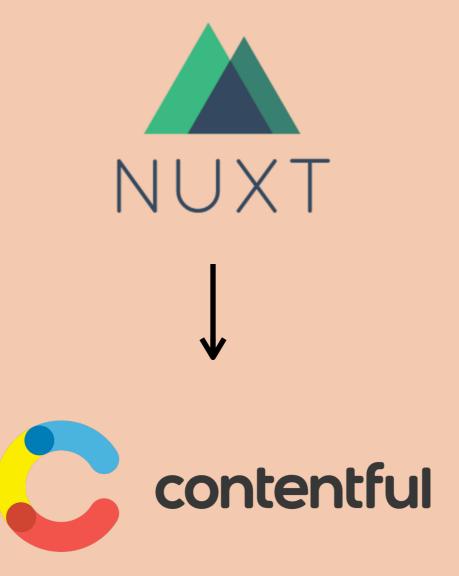
CMS Headless



contentful











Retour d'expérience



Enjeux

UX/CX

Expérience Utilisateurs & Expérience Contributeurs Célérité

Rapidité de mise en place

Maintenabilité

Expérience de développement





Retour d'expérience



Focus

Modèles de données



Intégration de services



Developer Experience







Modèle

Produit



Nom: Texte

Description:

Texte long

Images : Liste de fichier au format image

Produits associés : Liste

de produits





Modèle

Contenu

Produit



Nom: Texte

Description:

Texte long

Images : Liste de fichier au format image

Produits associés : Liste

de produits

Produit



Nom : Base de jour light

Description:

Blabla

Bla bla bla, <u>bla bla</u> blabla blablabla

Images:





Produits associés:



Base de nuit



Modèle

Produit

Nom : Texte

Description:

Texte long

Images : Liste de fichier au

format image

Produits associés : Liste de

produits

Contenu





API









Modèle

Produit

Nom : Texte

Description:

Texte long

Images : Liste de fichier au

format image

Produits associés : Liste de

produits

Contenu











Modèle

Produit

Nom: Texte

Description:

Texte long

Images : Liste de fichier au

format image

Produits associés : Liste de

produits

Contenu

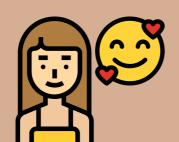


Base de nuit









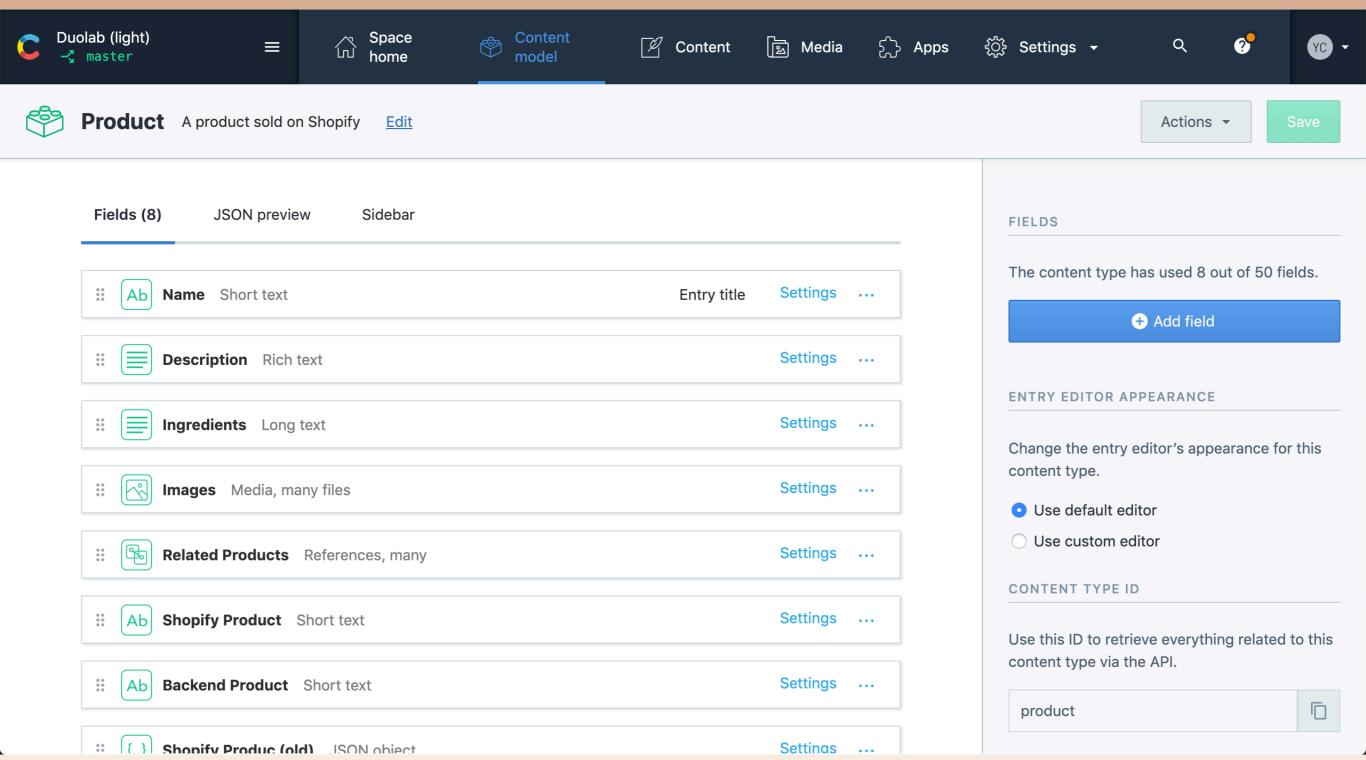


















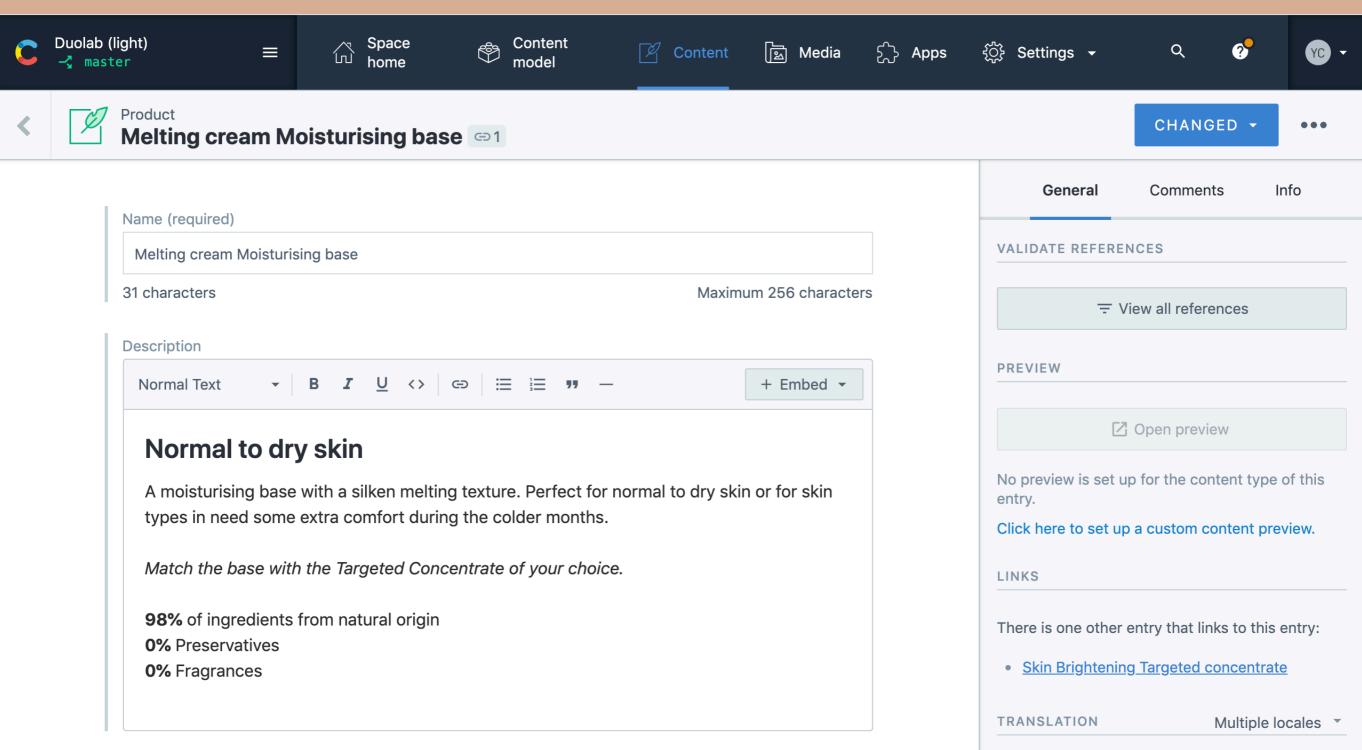
C Duolab (light) =	Space Content model	Content Media	∑੍ਰਿ Apps ੴ Settings ▼	Q 💅 🕜 🕶
Content	Content type Product Type to se	earch for entries	∓ Filter Save as view	Add Product ▼
(Scheduled Content	4 entries found		Usaç	ge: 25 / 5000 entries and assets
	Name	Updated -	Author	Status 🌣
Shared views My views	 Melting cream Moisturising base 	Tue, 7:46 PM	Yu Ling Cheng	CHANGED
All	Skin Brightening Targeted concentrate	Tue, 7:21 PM	Yu Ling Cheng	CHANGED
STATUS (4) ▼	Untitled	Tue, 7:21 PM	Yu Ling Cheng	DRAFT
Published	☐ Broken Product	Mar 30, 2020	Yu Ling Cheng	PUBLISHED
Changed				
Draft				
Archived				
CONTENT TYPE (5)				
Add folder				





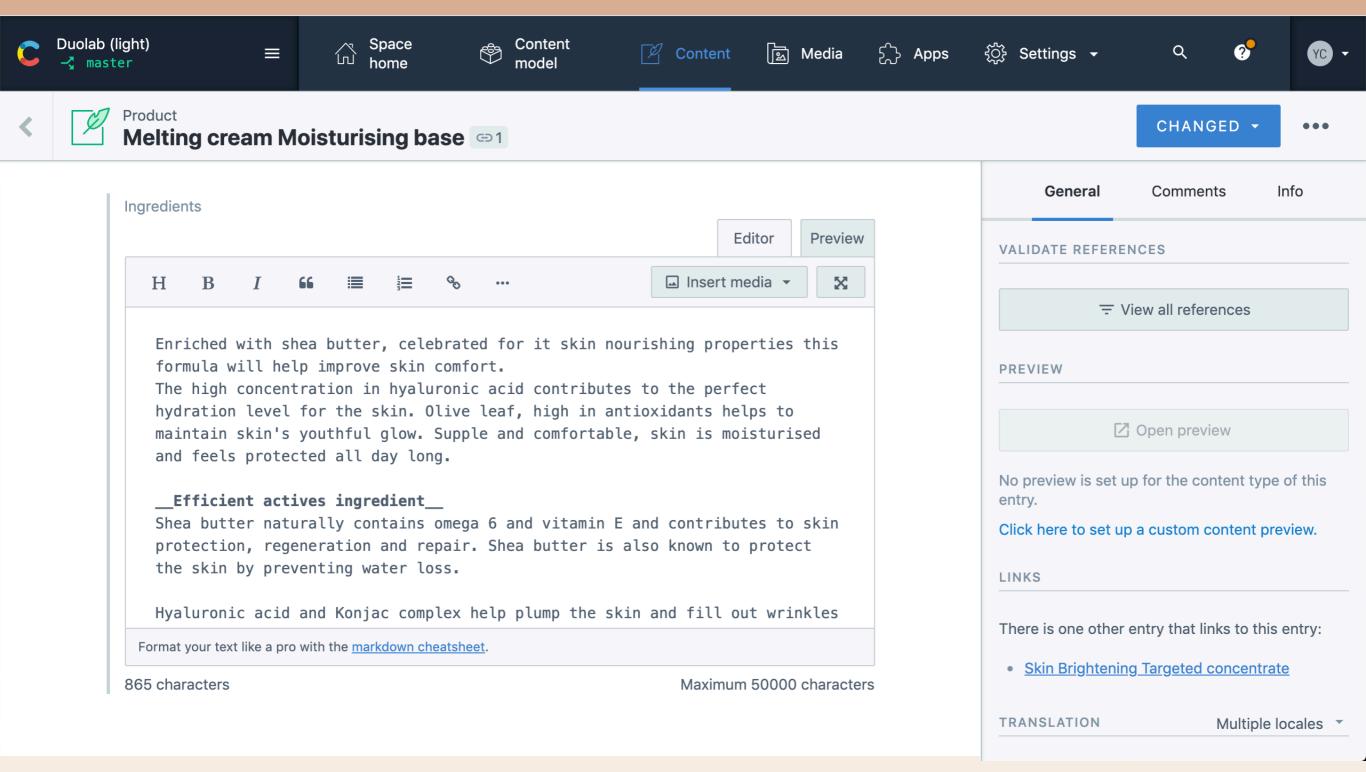






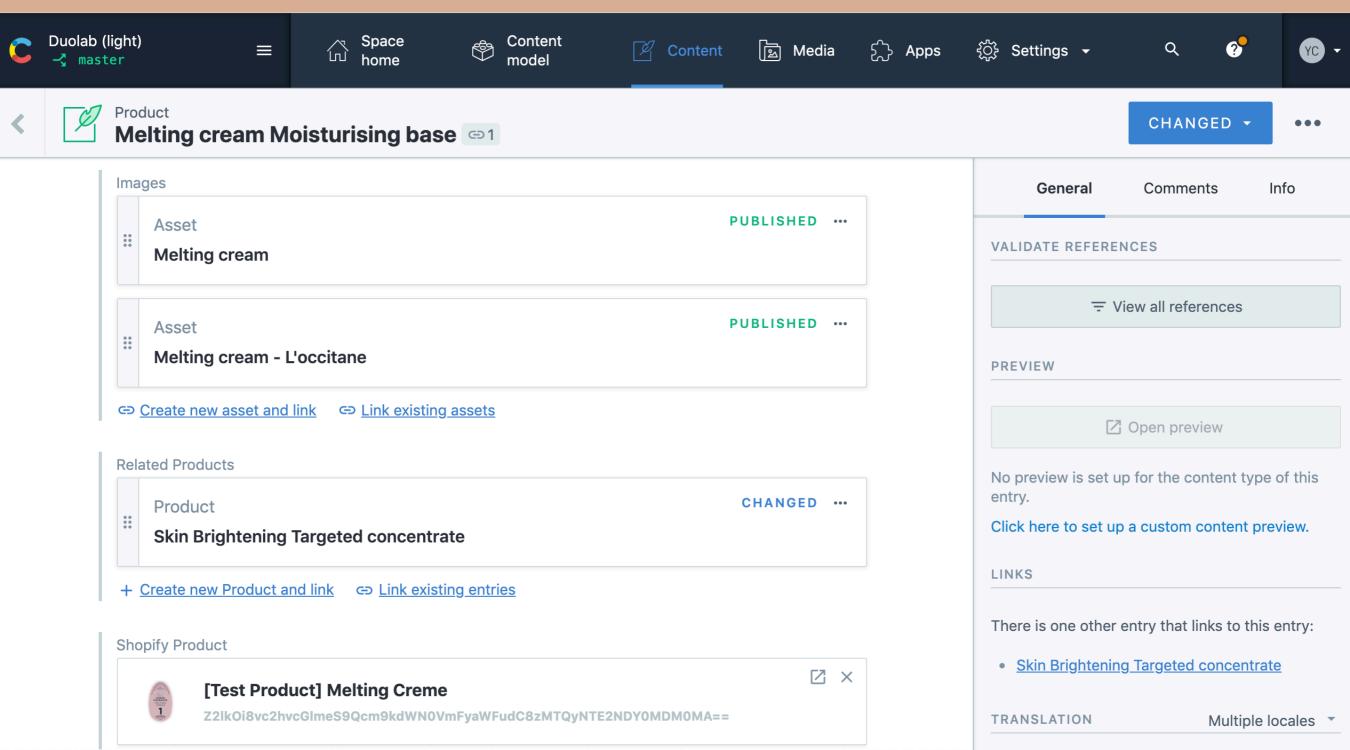






















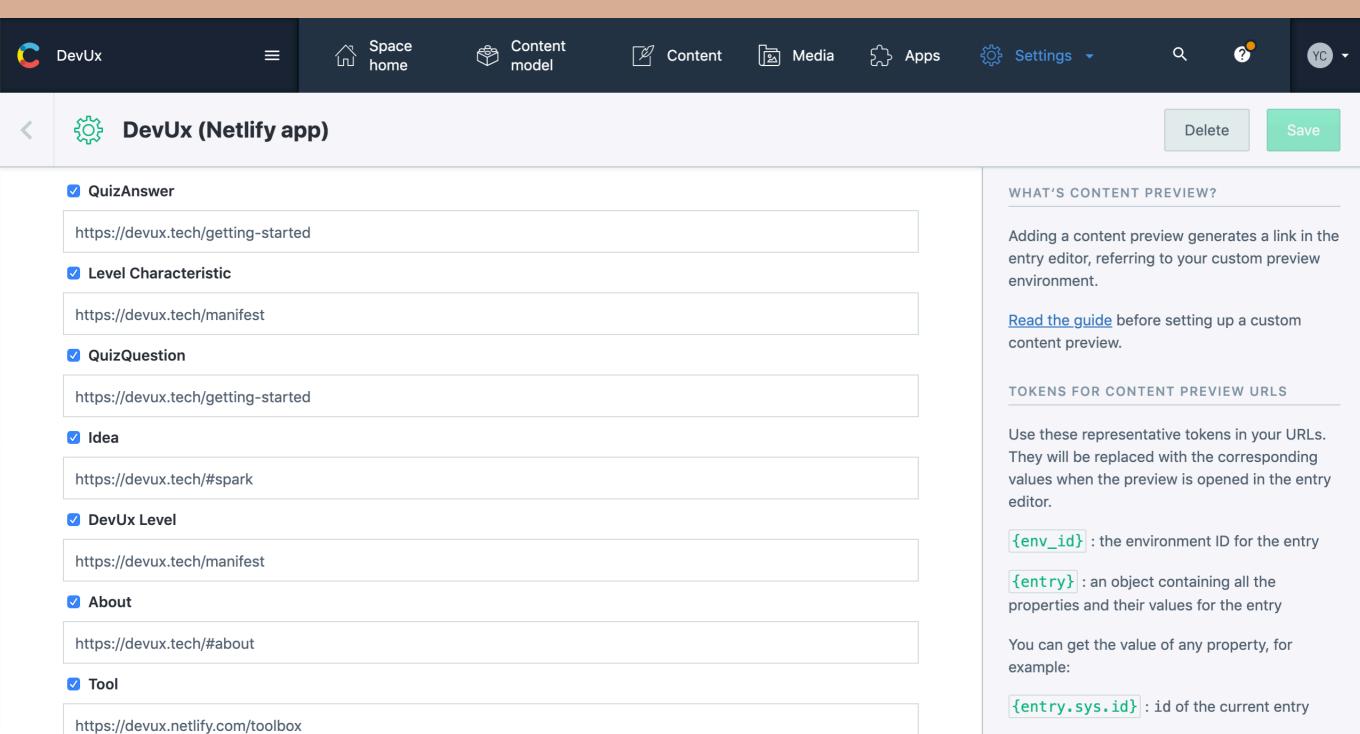
Tips:

- Bien comprendre les attentes des contributeurs pour définir les types des champs et relations
- Prendre le temps de définir les helpers pour aider les contributeurs à bien remplir le contenu
- Configurer une preview pour faciliter la contribution













{entry.fields.slug} : the default locale







Tips:

- Bien comprendre les attentes des contributeurs pour définir les types des champs et relations
- Prendre le temps de définir les helpers pour aider les contributeurs à bien remplir le contenu
- Configurer une preview pour faciliter la contribution



UX/CX



Célérité

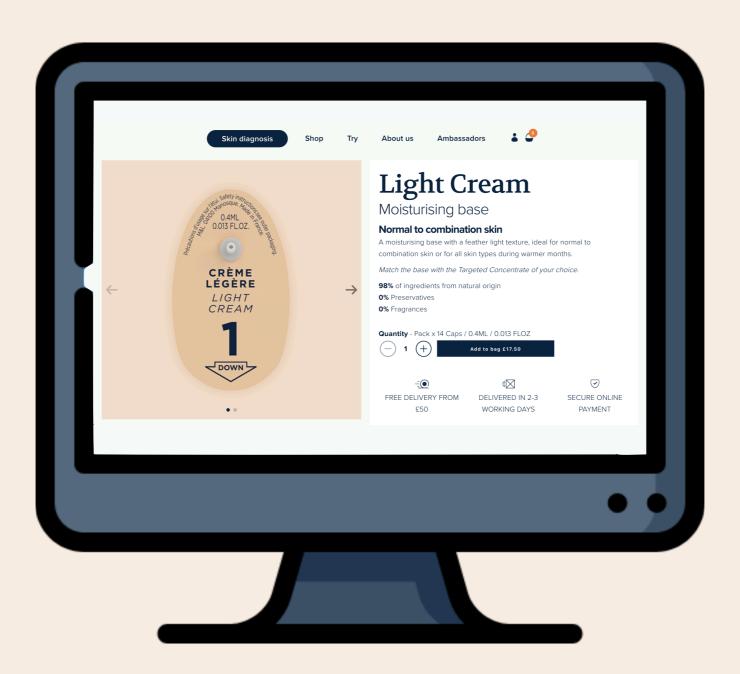


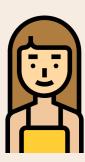
Maintenabilité

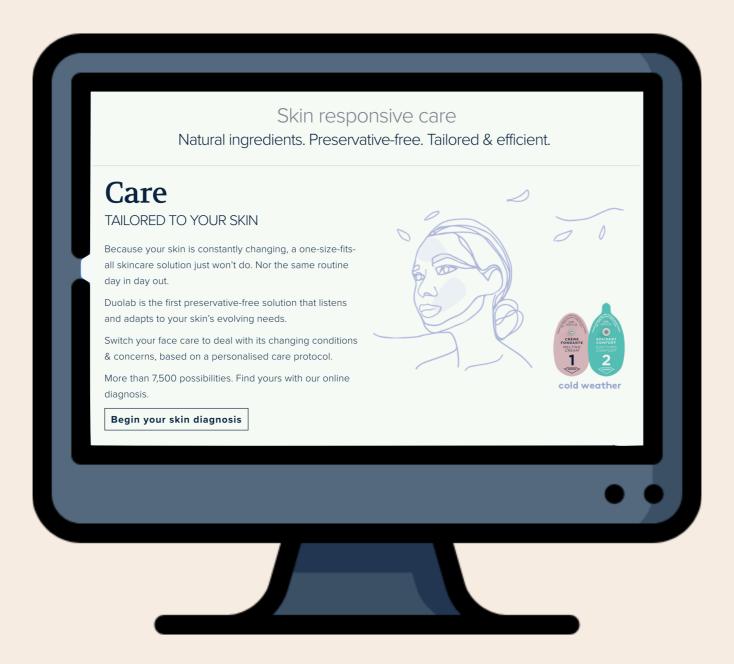






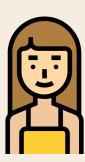






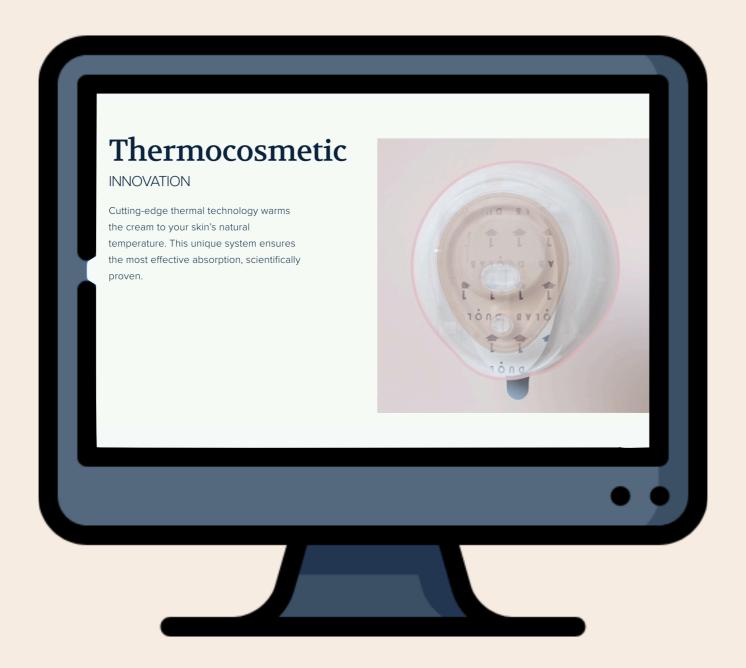








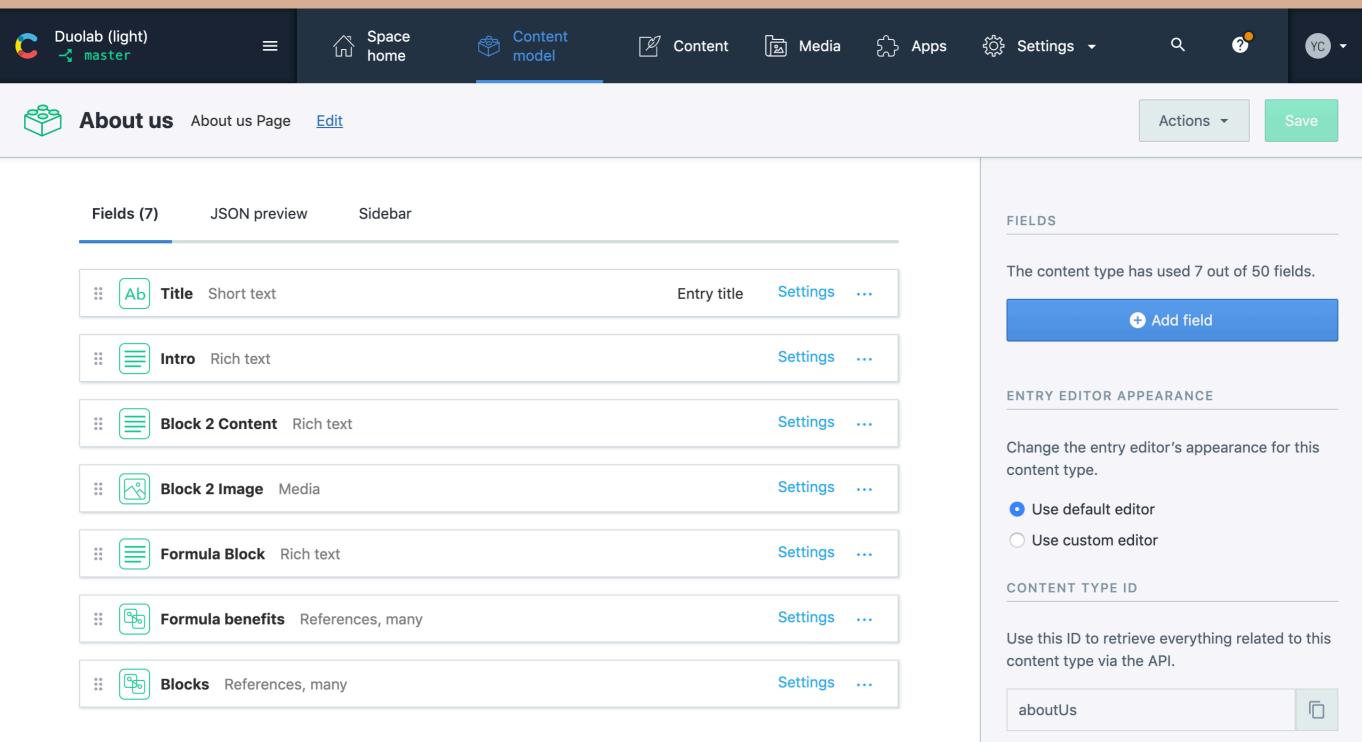








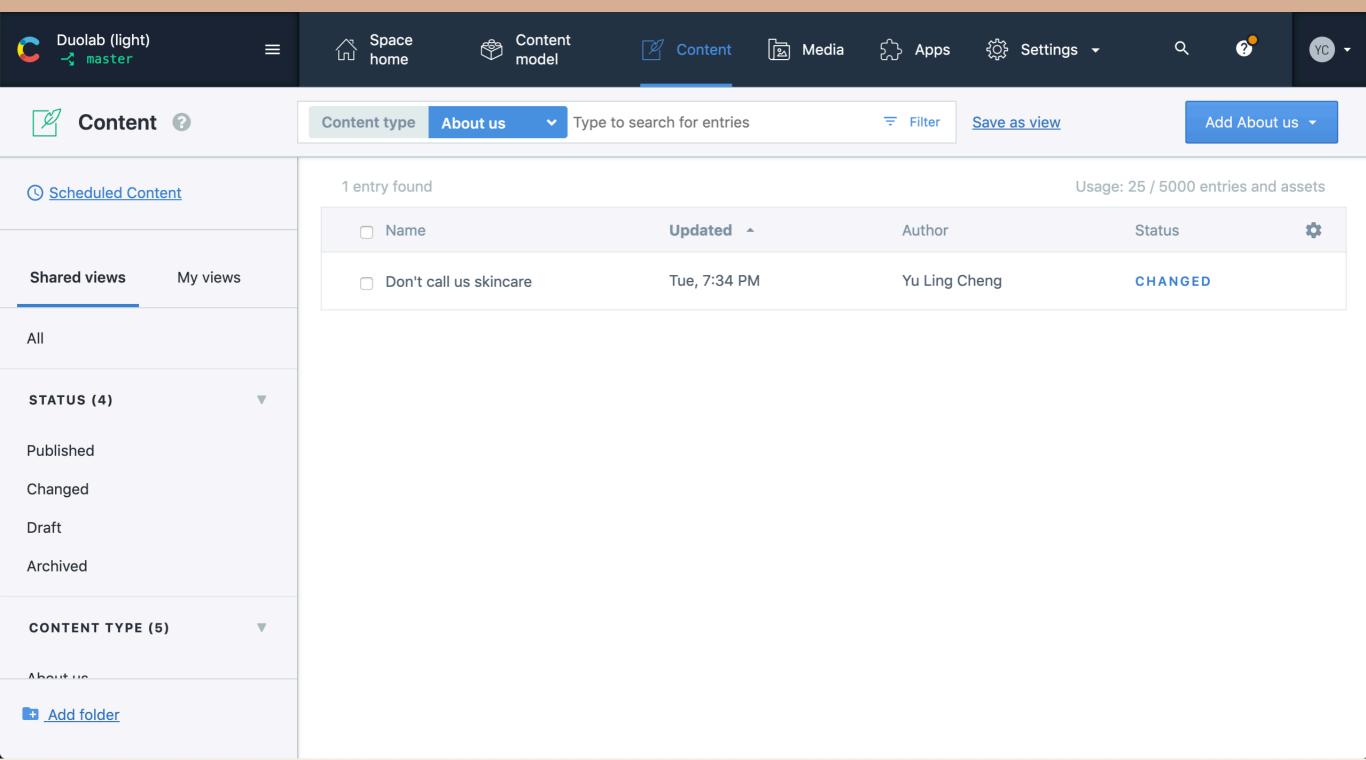






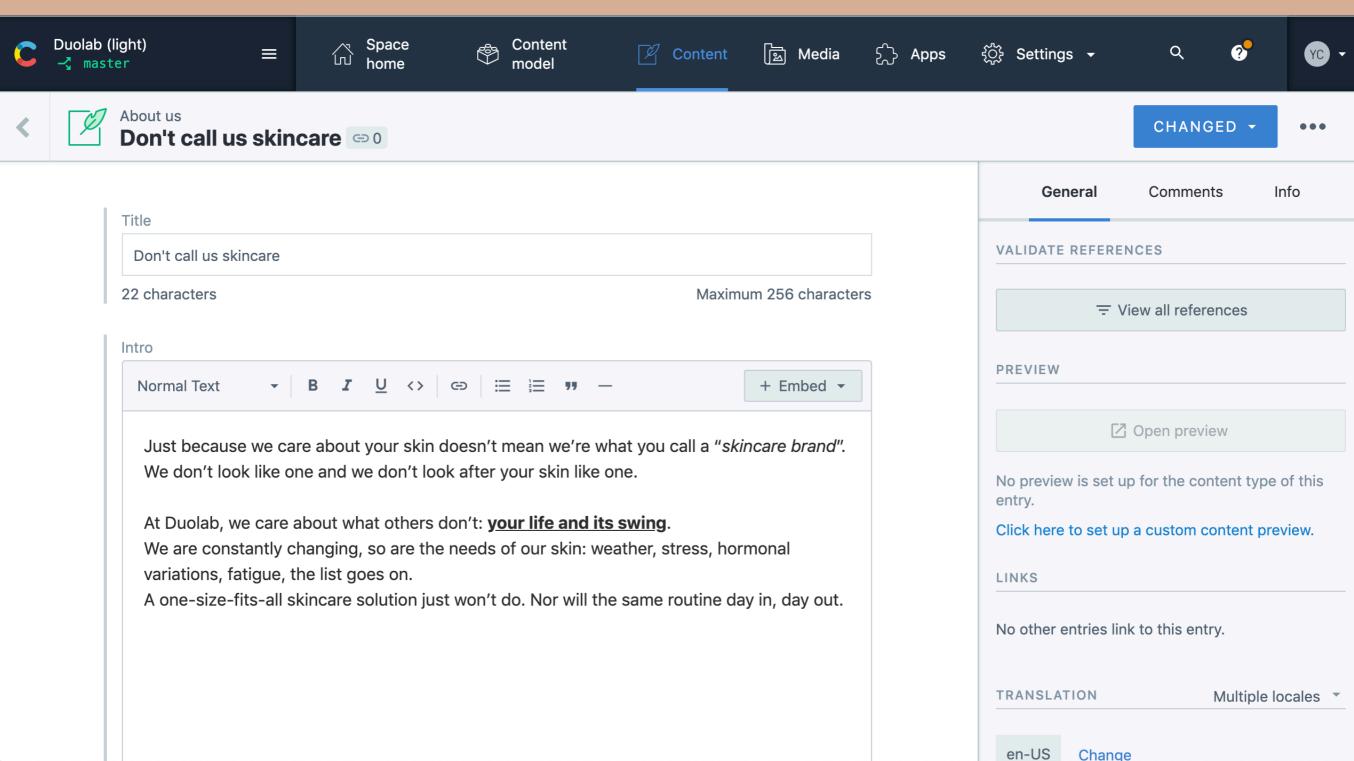






















Avantage:

Un seul endroit pour contrôler le contenu d'une page

Inconvénients:

- Structure peu flexible
- Multiplication de modèles à entrée unique











Product 🗸

Solutions V

Customers

Partners

Resources V

Pricing

Contact sales

Get started



FOR DEVELOPERS

A Micro space supports developers working on side hustles, or small businesses with a single site

1 role	2 locales
24 content types	5,000 records

\$39/month



FOR BUSINESSES

A Large space supports teams that ship complex apps and work with multilingual content

4 roles	10 locales
48 content types	50,000 records

\$879/month



FOR ENTERPRISES

Committed plans offer a range of spaces ready to support global content platforms at scale

More roles	More locales
More content types	More records

Talk to us











Avantage:

Un seul endroit pour contrôler le contenu d'une page

Inconvénients:

- Structure peu flexible
- Multiplication de modèles à entrée unique





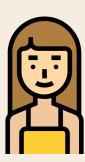
Célérité



Maintenabilité

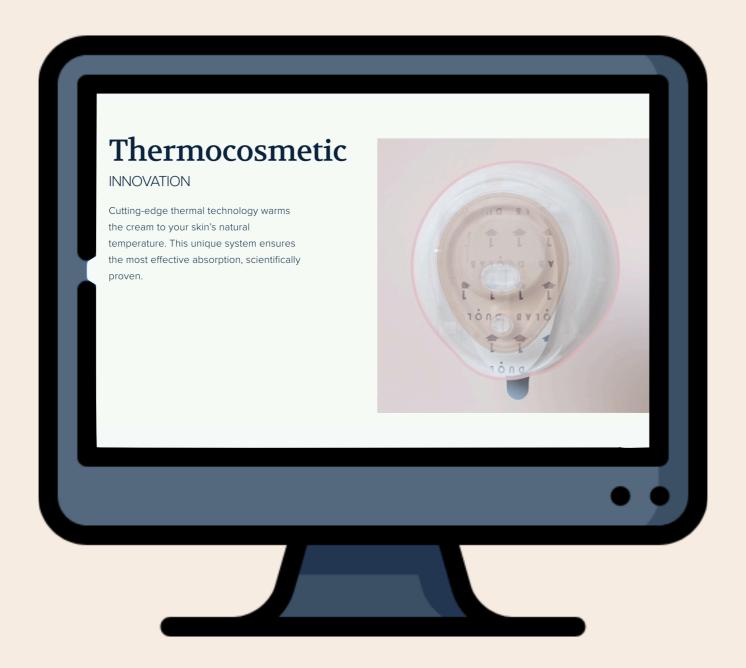








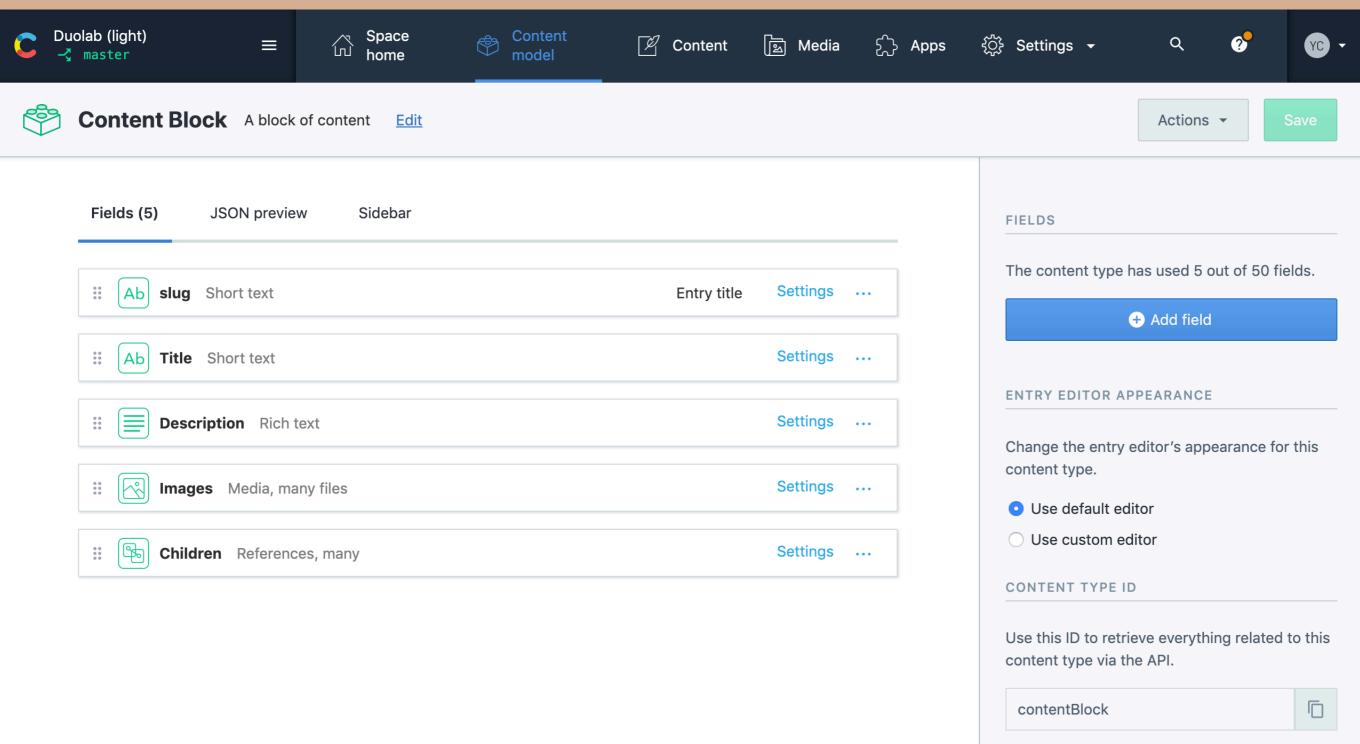






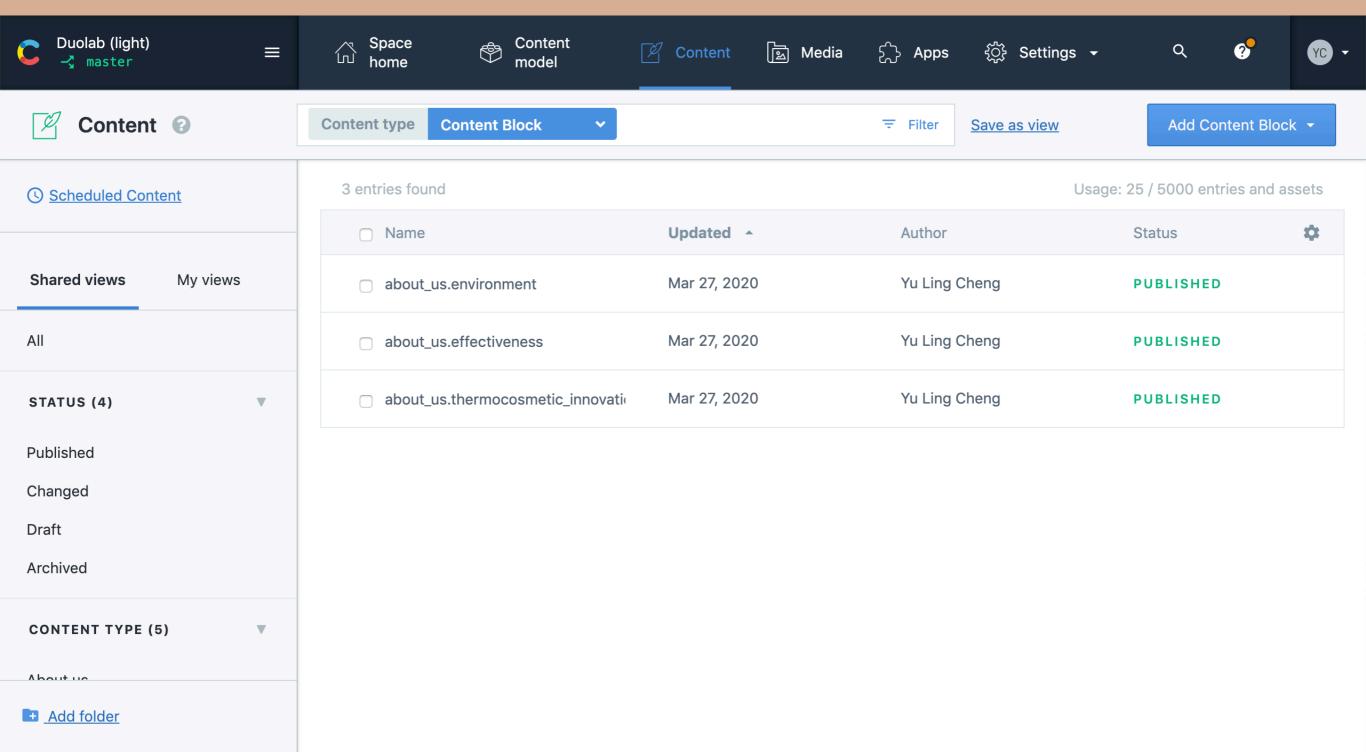










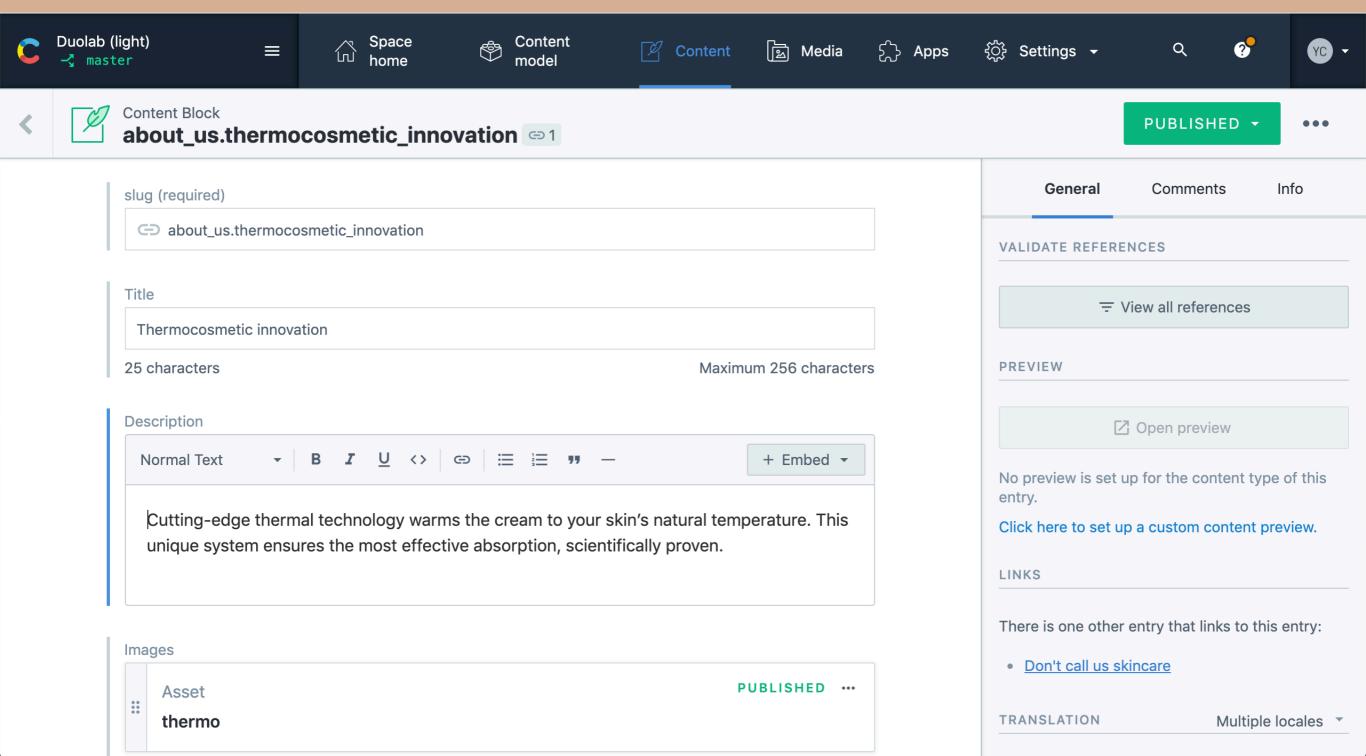










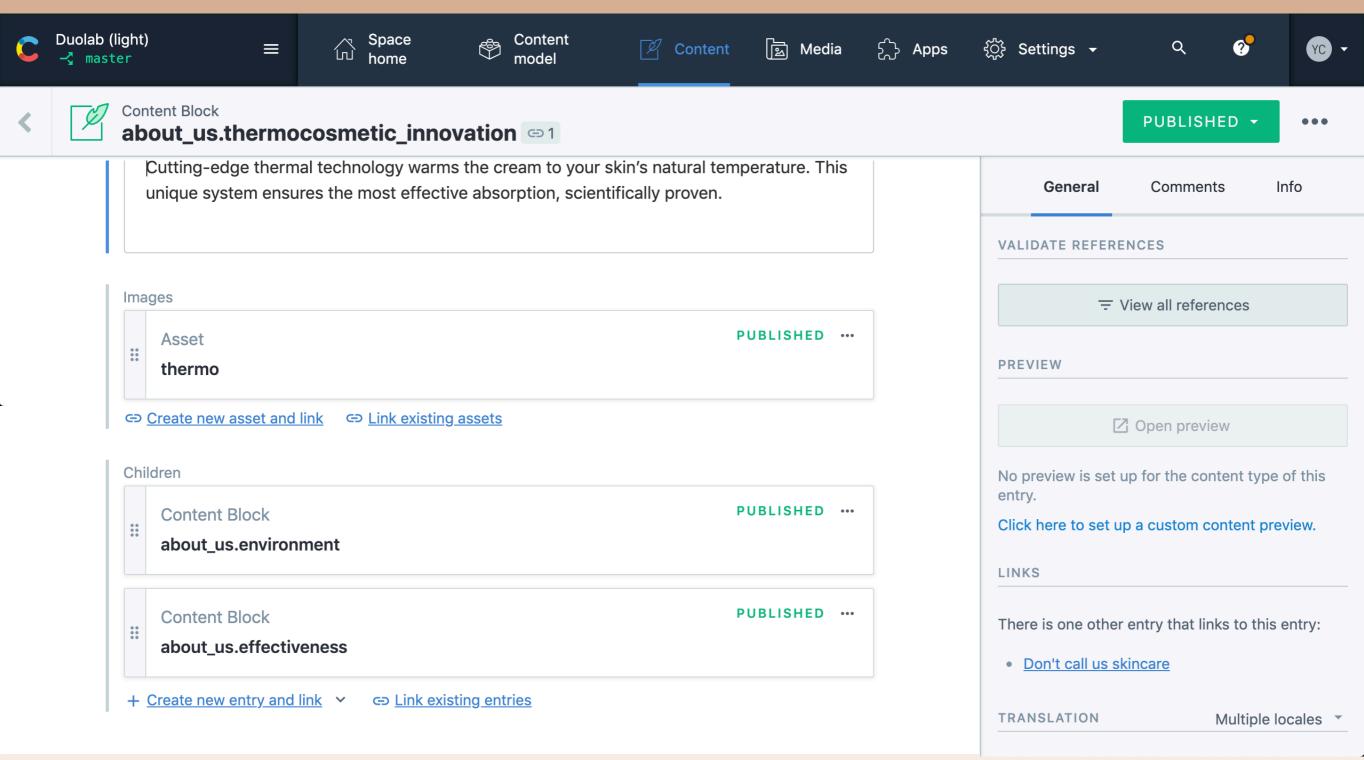








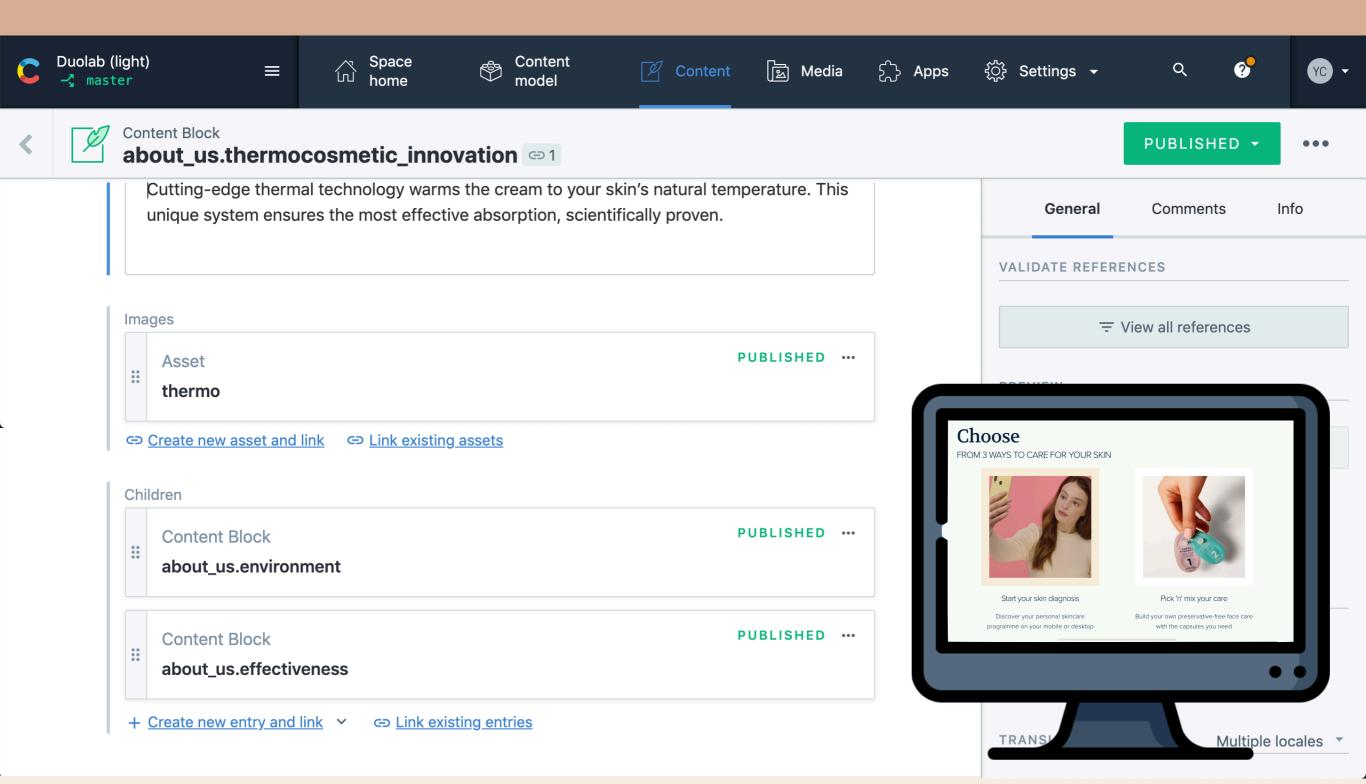






















Avantage:

Flexibilité absolue

Inconvénient:

Expérience moins claire pour les contributeurs

Variante:

Gestion de listes (carrousel)





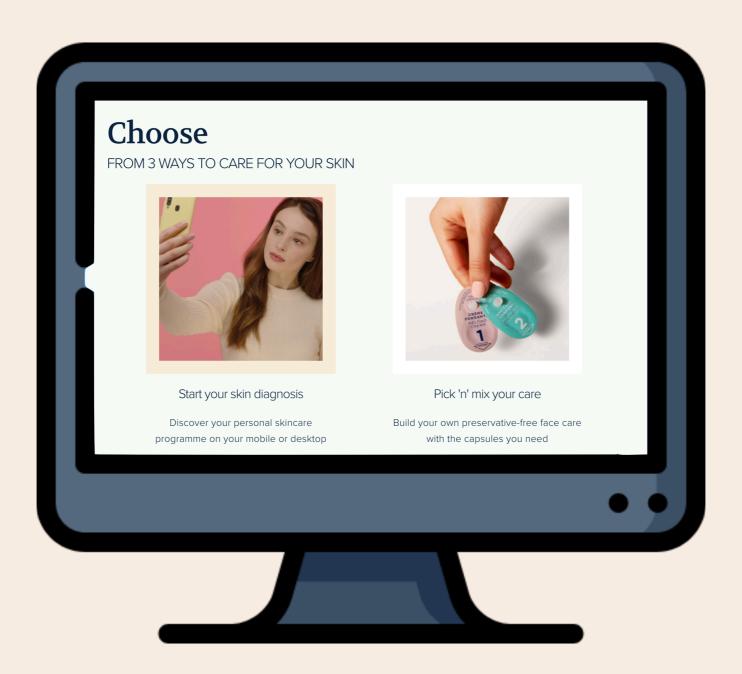


Maintenabilité



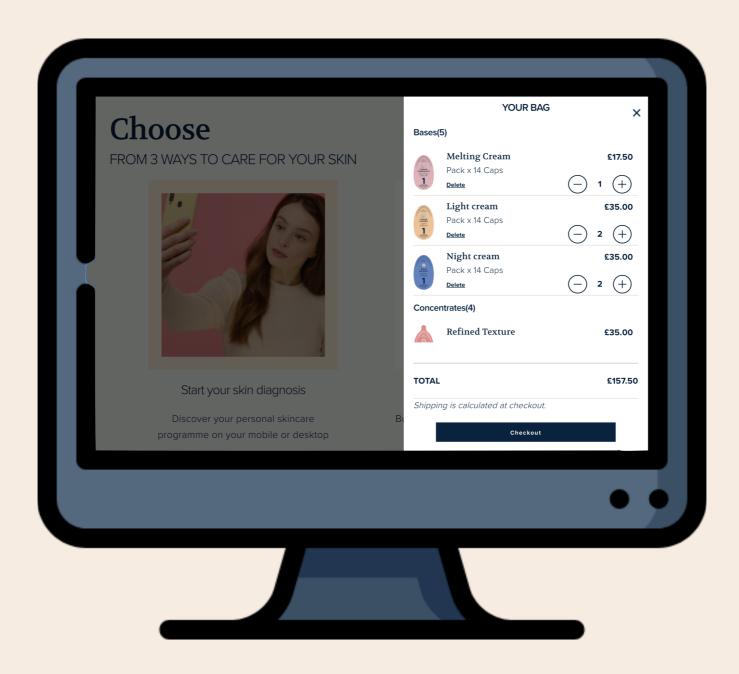






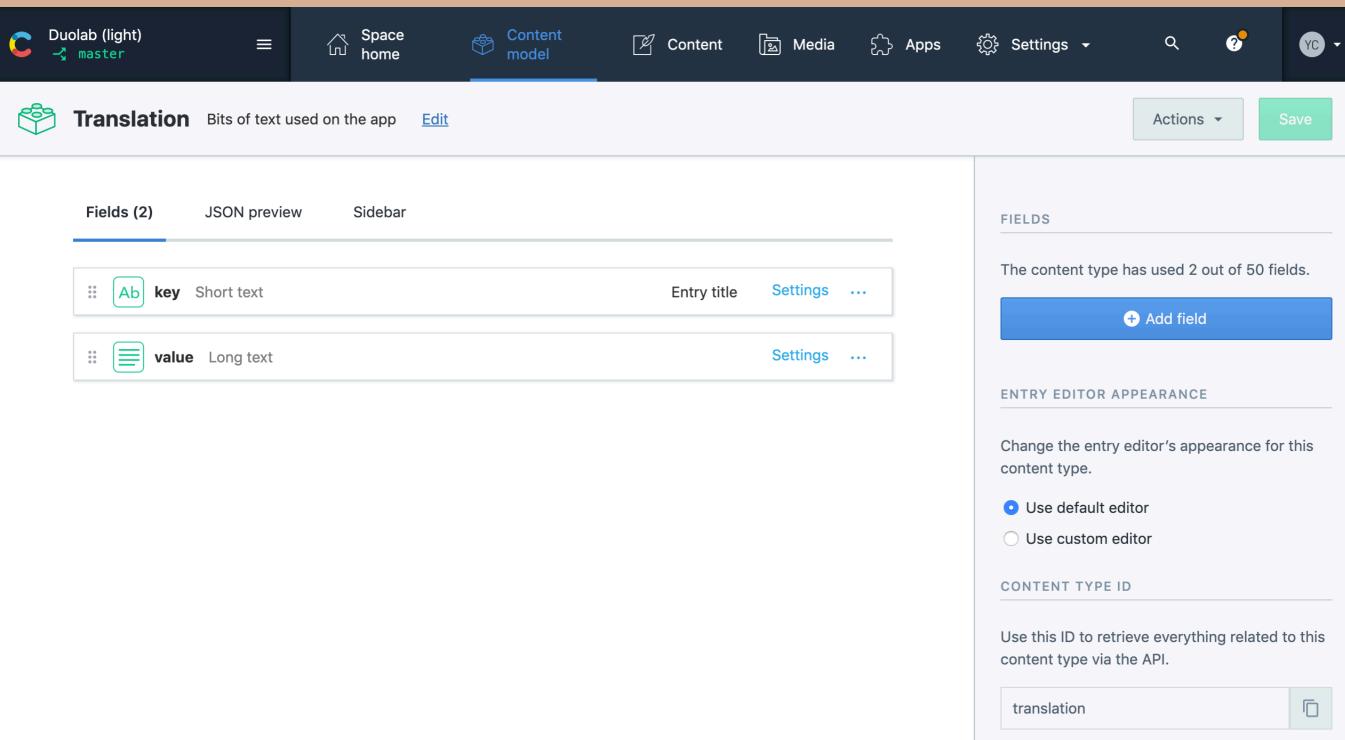
















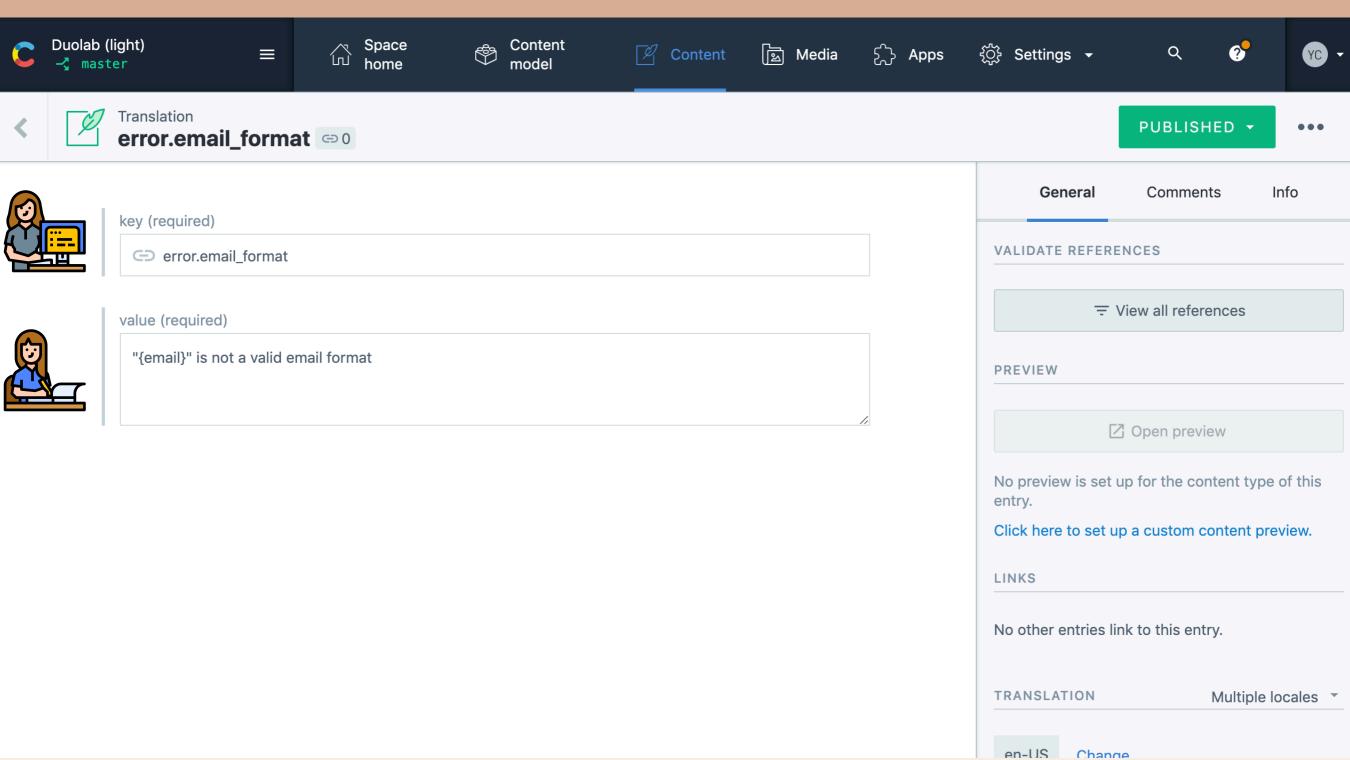
C Duolab (light) =	Space Content model	Content 🔁 Media	္ကြ Apps 〈於 Settings ·	Q 0° TO T
Content ?	Content type Translation	Type to search for entries	∓ Filter Save as view	Add Translation ▼
© Scheduled Content	5 entries found		Us	age: 26 / 5000 entries and assets
	Name	Updated -	Author	Status
Shared views My views	<pre>error.email_format</pre>	Mar 26, 2020	Yu Ling Cheng	PUBLISHED
All	error.required_field	Mar 26, 2020	Yu Ling Cheng	PUBLISHED
STATUS (4) ▼	nav.try	Mar 26, 2020	Yu Ling Cheng	PUBLISHED
Published	nav.shop	Mar 26, 2020	Yu Ling Cheng	PUBLISHED
Changed Draft	nav.diagnosis	Mar 26, 2020	Yu Ling Cheng	PUBLISHED
Archived				
CONTENT TYPE (5) ▼				
About us Add folder				





















Avantage:

MVP fonctionnel rapidement

Inconvénient:

Expérience moins claire pour des traducteurs habitués à avoir du contexte



UX/CX





Maintenabilité





Modèles de données

Fiche

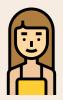
Page de contenu

Bloc de contenu

Traduction



Exemple de modèle avancé



Quiz

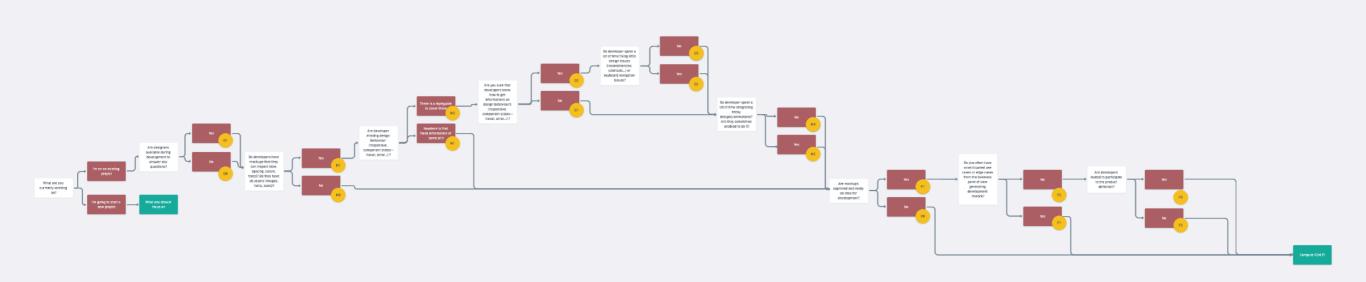




y @yulingec



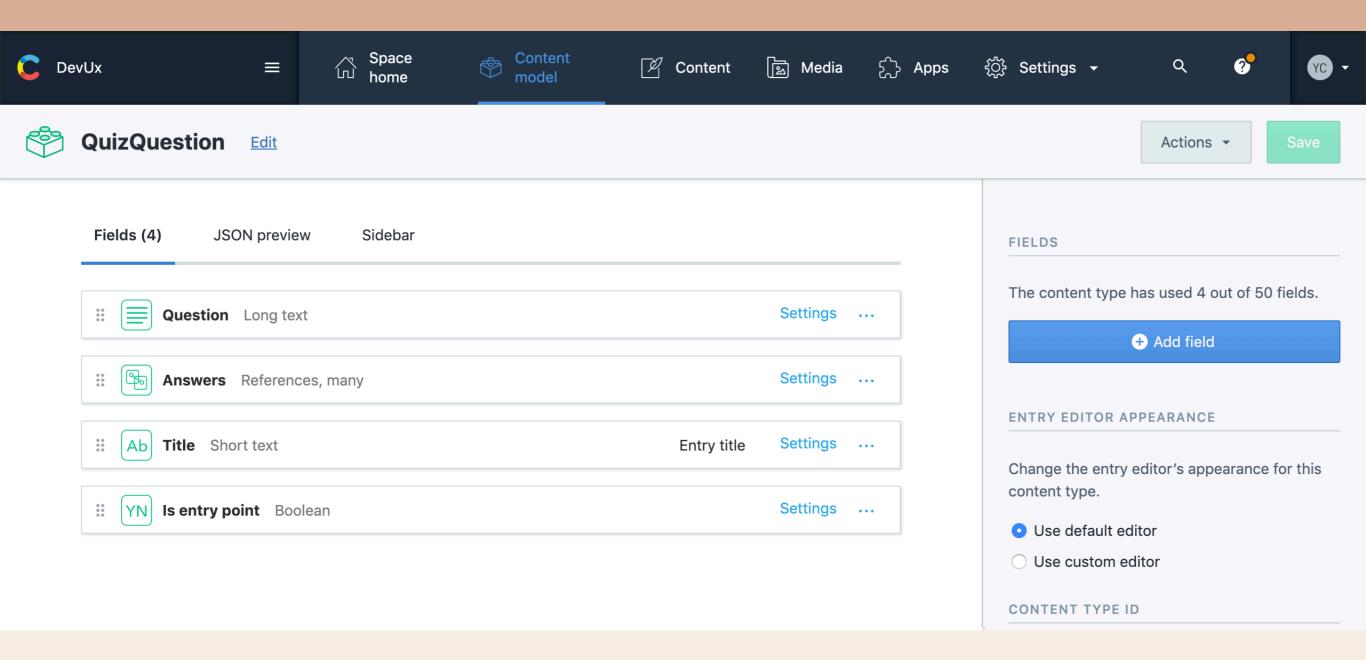
Step 1: Définir la logique du quiz







Step 2 : 2 modèles : Question et Réponse

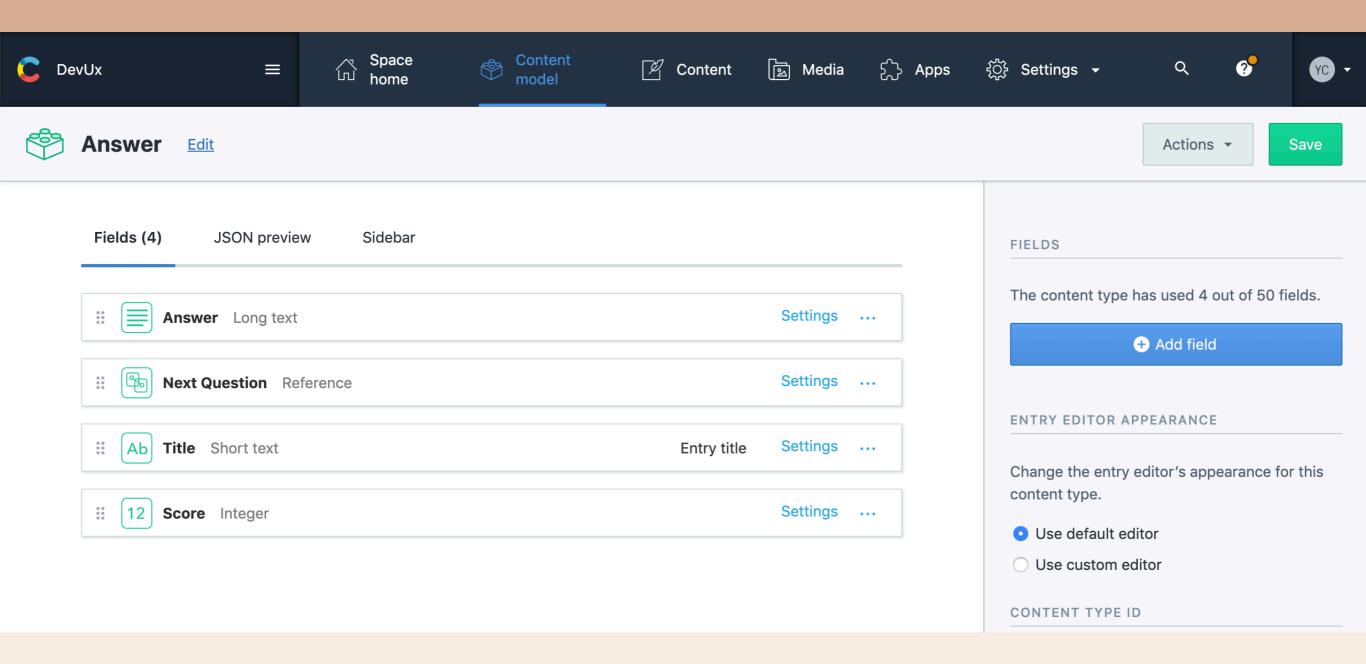








Step 2 : 2 modèles : Question et Réponse

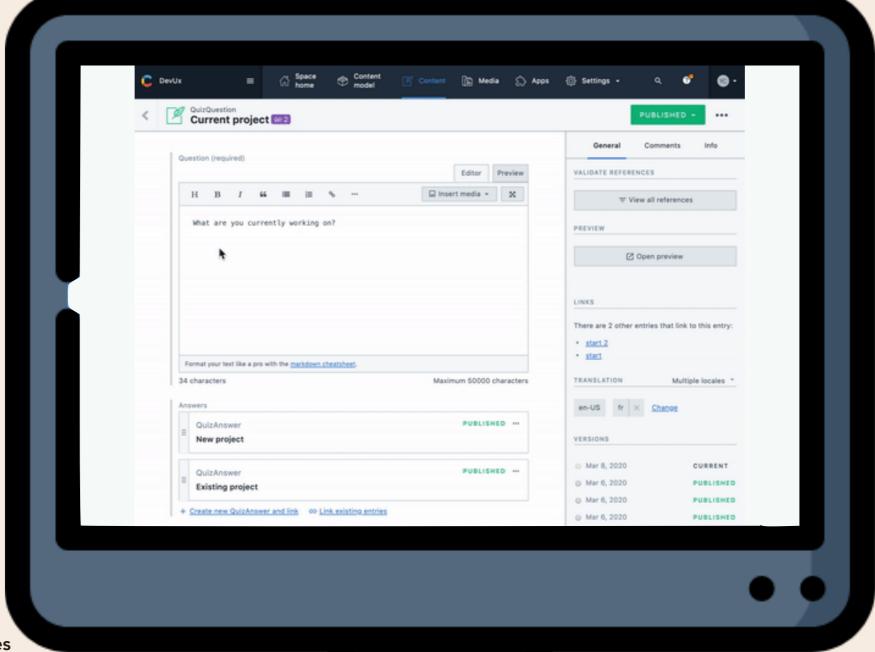








Step 3: Remplir le contenu





y @yulingec



Step 4: Implémenter le front

```
<script>
import Vue from "vue";
import Question from "~/components/Quiz/Question";
import Answer from "~/components/Quiz/Answer";
import { getQuestions } from "~/services/quiz.js";
export default Vue.extend({
 name: "Quiz",
  components: {
   Question,
   Answer,
 asyncData({ app, error }) {
   return getQuestions(app, error);
 },
 computed: {
    currentQuestion() {
      return this.$store.state.guiz.currentQuestion;
   },
 },
});
</script>
```



Exemple de modèle avancé







Quiz

Step 1:

Définir la logique du quiz

Step 2:

2 modèles : Question et Réponse

Step 3:

Remplir le contenu

Step 4:

Implémenter le front





Célérité



Maintenabilité

Autre exemple de quiz sur ce modèle : https://devux.tech/getting-started







Retour d'expérience



Modèles de données

Intégration de services



Developer Experience





Frontend

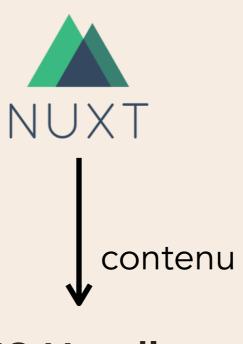


CMS Headless





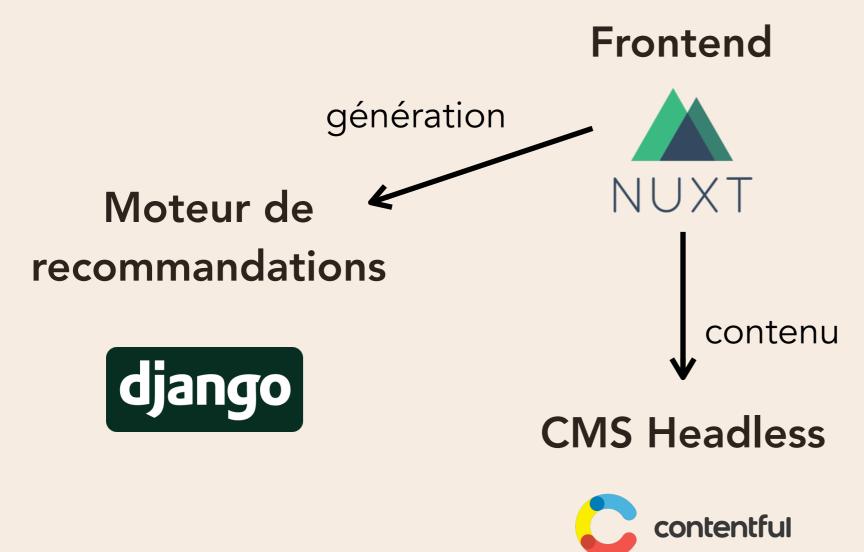
Frontend







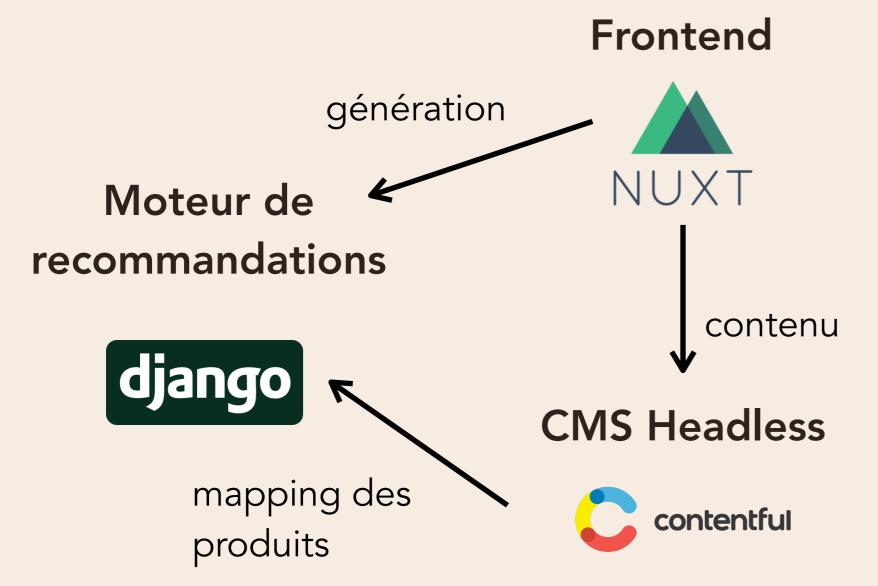






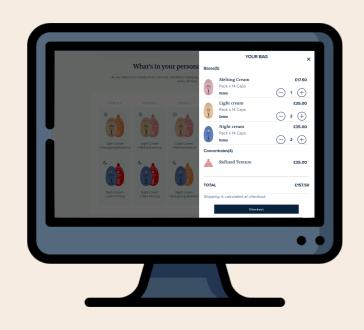










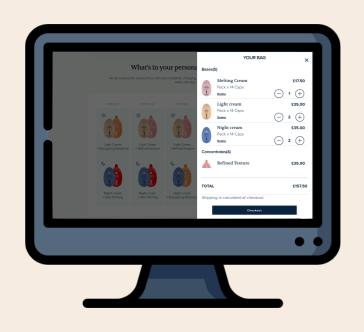


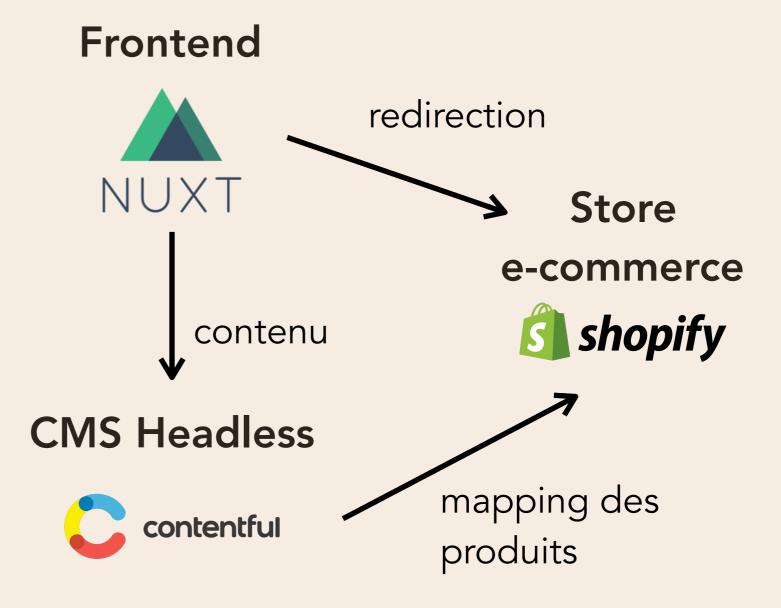
redirection NUXT Store e-commerce contenu shopify



CMS Headless





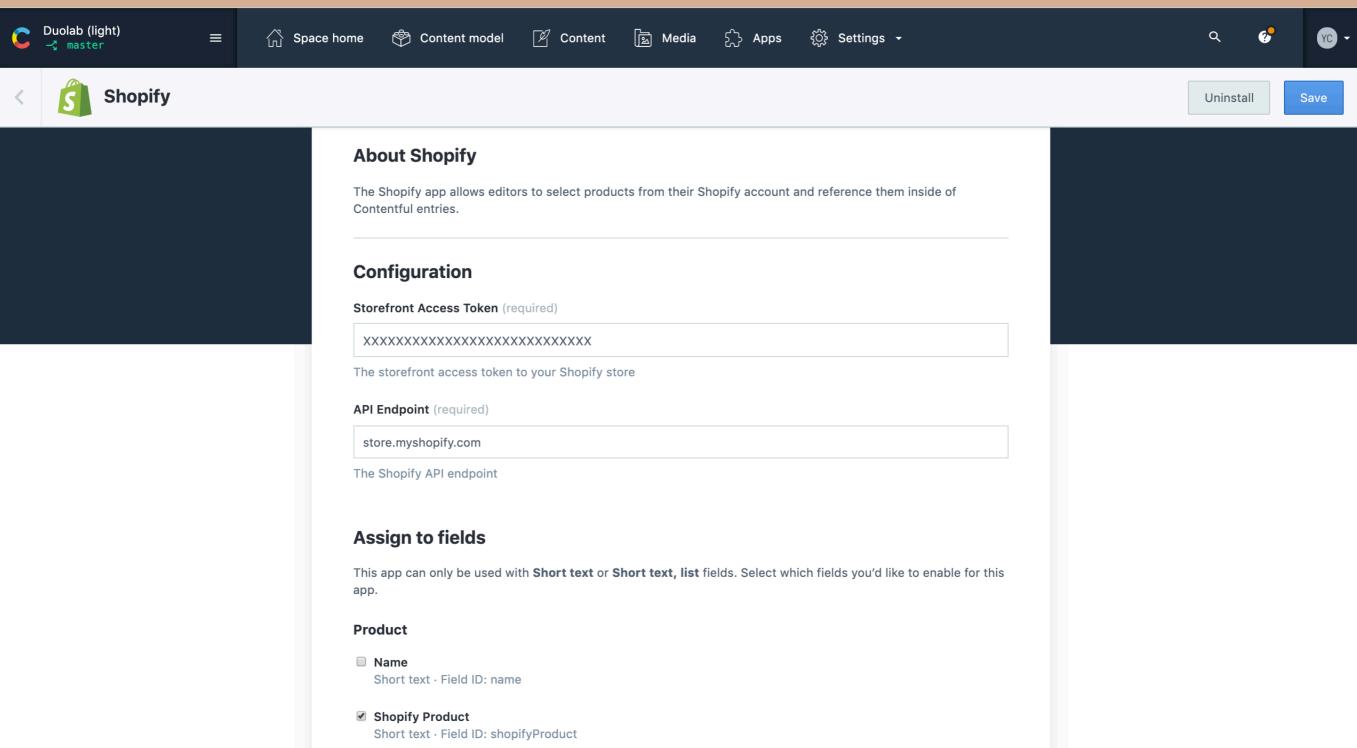










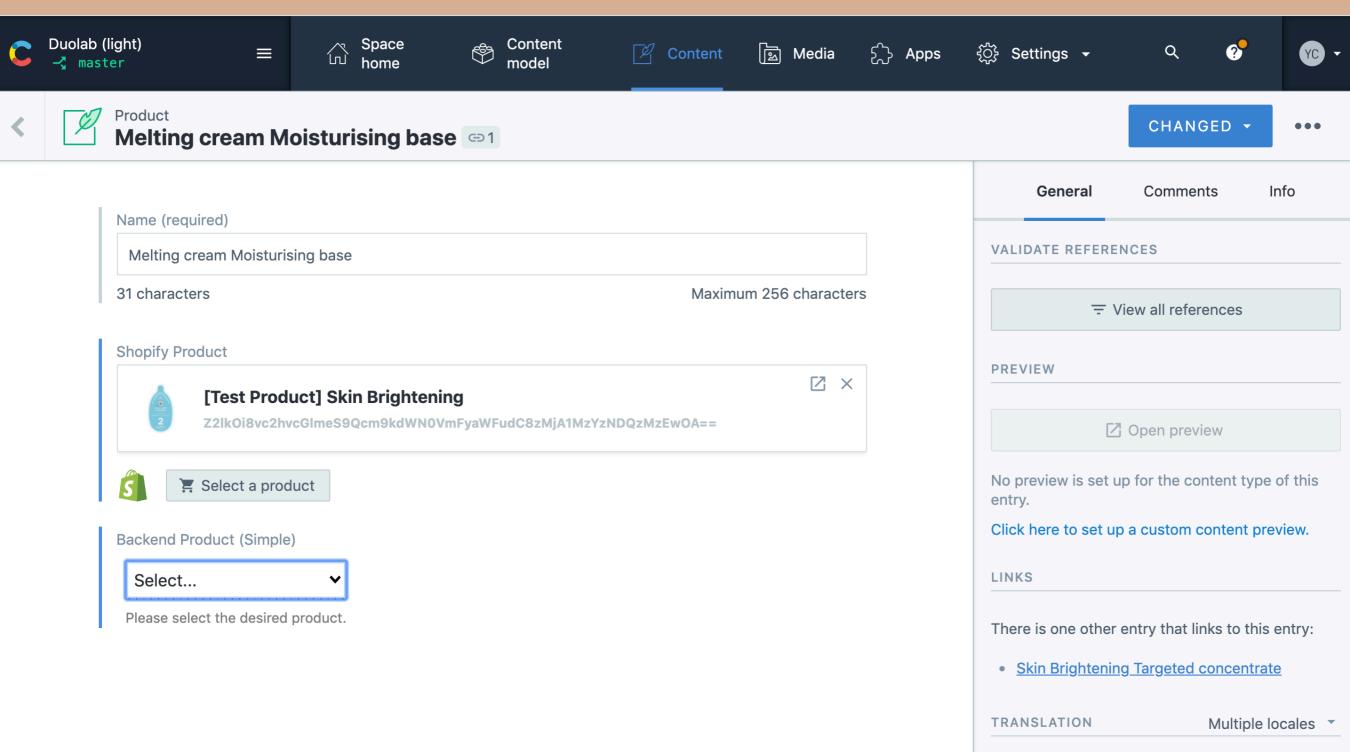










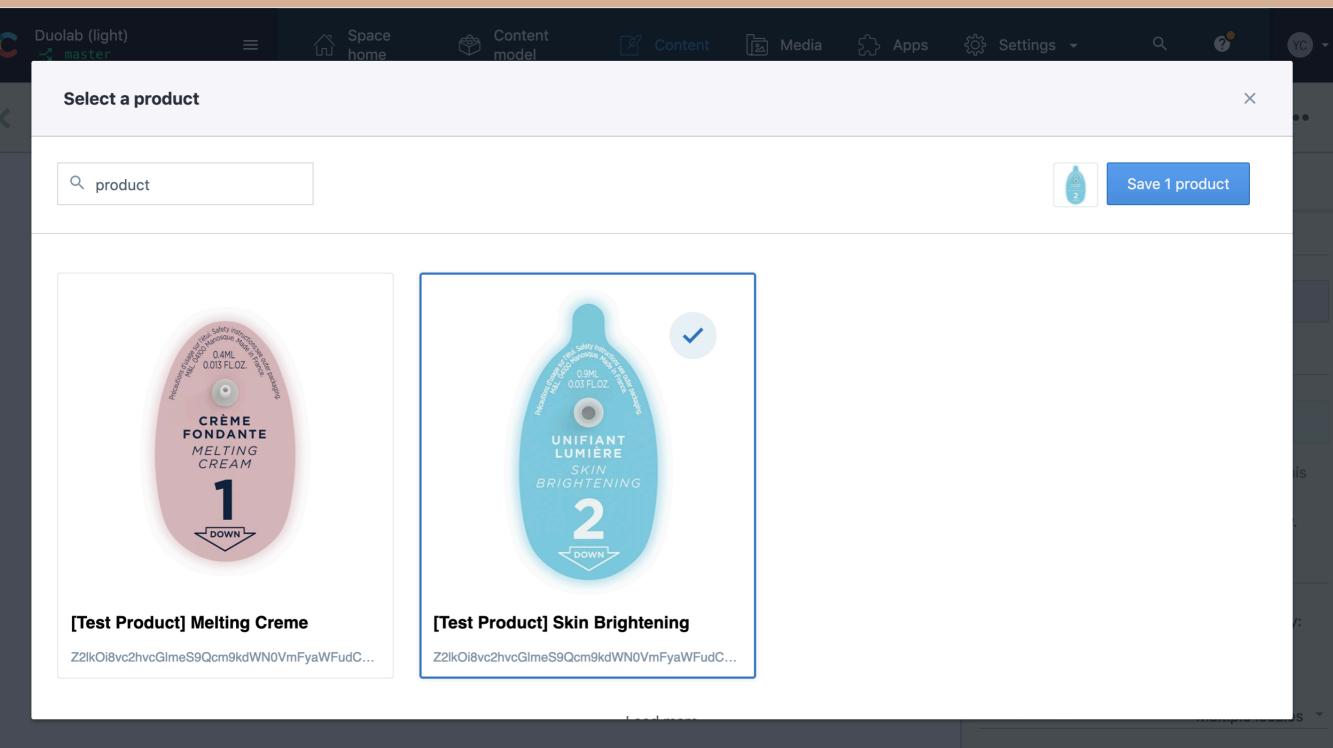








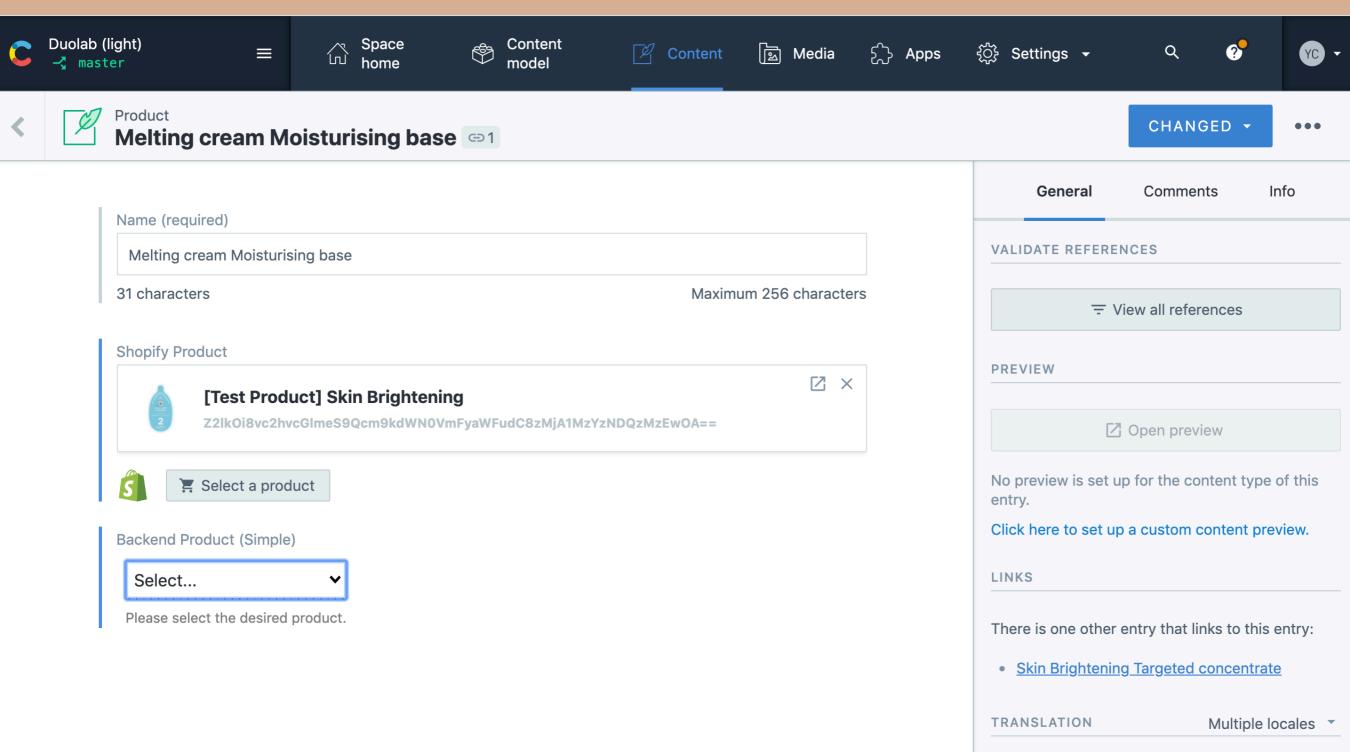










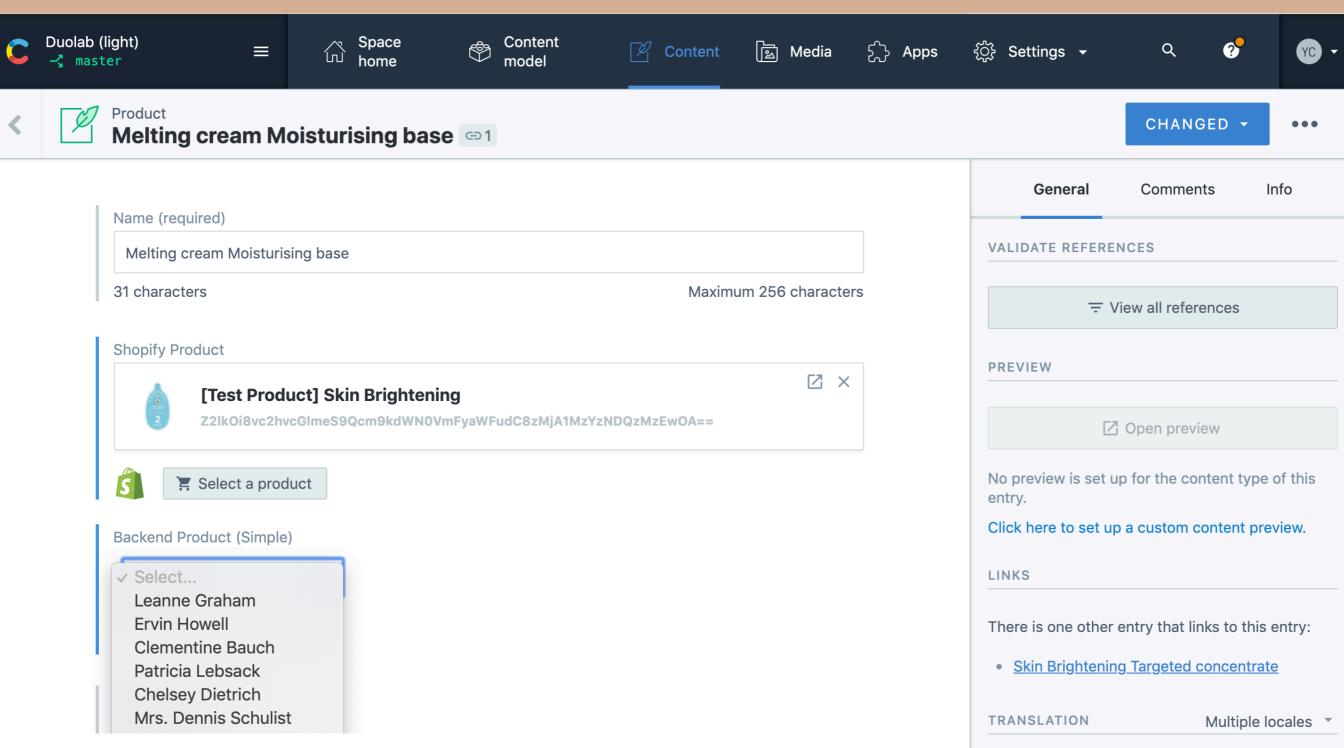












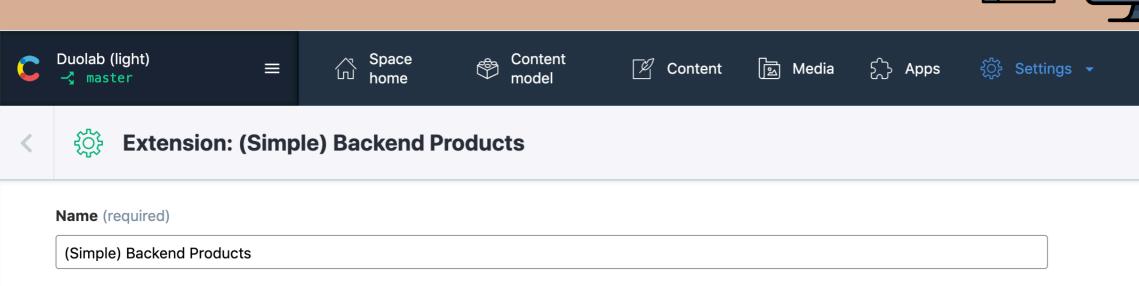






2

Close



Symbol Symbols Text RichText Integer Number Boolean Date Location Object Entry Entries

Legacy sidebar extension

☐ Asset ☐ Assets

Sidebar extension, if used with a field control, will remove itself from the entry editor and instead render itself the sidebar.

Yes, this is a legacy sidebar extension

Hosting (required)

Field types

Self-hosted (src)

Hosted by Contentful (srcdoc)

Code (required)

Maximum accepted code size is 200KB. For a larger size use the self-hosted option.

You can also develop your extensions locally. Learn about the CLI based development flow.

- 1 <!doctype html>
- 2 <html lang="en">

3 <hear







```
<!doctype html>
<html lang="en">
<head>
    <meta charset="UTF-8">
    <title>Products</title>
    <link rel="stylesheet" href="https://unpkg.com/contentful-</pre>
ui-extensions-sdk@3/dist/cf-extension.css">
    <script src="https://unpkg.com/contentful-ui-extensions-</pre>
sdk@3"></script>
    <script src="https://unpkg.com/jquery@3"></script>
    <stvle>
        .-warning {
            color: #d9453f;
            margin-top: 4px;
            display: none;
    </style>
</head>
<body>
    <div class="cf-form-field">
        <select id="products" class="cf-form-input">
            <option value="-1" disabled>Select...
        <div class="cf-form-hint">Please select the desired
product.</div>
        <div class="cf-form-hint -warning" data-mkto-warning>\text{\Delta}
Error in this extension.</div>
        <div class="cf-form-hint -warning" data-lambda-warning>A
Error fetching data.</div>
    </div>
    <script type=« text/javascript »>/****/</script>
</body>
</html>
```

```
<script type="text/javascript">
    window.contentfulExtension.init(function(api) {
        api.window.startAutoResizer();
        var value = api.field.getValue();
        var selectField = $("#products");
        var forms = [];
        $.ajax({
            url: 'https://jsonplaceholder.typicode.com/users',
            type: "GET",
            crossDomain: true,
            dataType: "json",
            success: function(response) {
                forms = response;
                forms.forEach(function(value, index) {
                     var option = document.createElement("option");
                     option.setAttribute("value", index);
                     option.innerText = value.name;
                     selectField.append(option);
                });
                var value = api.field.getValue();
                var id = value && value.id;
                var index = forms.findIndex(function(form) {
                     return form.id === id;
                });
                selectField.val(index);
                if (id && index < 0) {</pre>
                     $("[data-mkto-warning]").show();
            },
            error: function(xhr, status) {
                $("[data-lambda-warning]").show();
                console.log("Error fetching data. Status:", status);
        });
        selectField.on("input", function() {
    api.field.setValue(forms[this.value]);
        });
   });
</script>
```









Avantage:

Rapide à mettre en place

Inconvénient:

Difficile de configurer plusieurs environnements













Retour d'expérience



Modèles de données

Intégration de services



Developer Experience





Récupération de la donnée



```
/* nuxt.config.js */
                                                                        <!-- pages > fag > index.vue -->
  plugins: [
                                                                        <script>
    // ...
                                                                        import FAQFooter from '~/components/Fag/FAQFooter'
    '~/plugins/contentful',
                                                                        export default {
                                                                          components: { FAQFooter },
                                                                          layout: 'page',
/* plugins > contentful.js */
                                                                          async asyncData({ app, error }) {
const contentful = require('contentful')
                                                                            try {
const contentfulClient = contentful.createClient({
                                                                               // Get FAQ list from Contentful
  space: 'XXXXXXXXXXXXX',
  accessToken: 'XXXXXXXXXXXXXX'
                                                                               const fag = await app.$cms.getEntries({
                                                                                 content type: 'faq',
contentfulClient.getTranslationEntries = async (translationKeys) => {
                                                                                 order: 'fields.title'
  const translationEntries = await contentfulClient.getEntries({
    content_type: 'content',
                                                                               const translations = await app.$cms.getTranslationEntries([
    'fields.key': translationKeys,
    select: 'fields.key,fields.value'
                                                                                 'faq.footer.see_more',
                                                                                 'faq.footer.ask_question'
  return parseTranslationEntries(translationEntries)
                                                                               return {
export const parseTranslationEntries = (translationEntries) =>
                                                                                 faqList: faq.items,
  translationEntries.items.reduce((trans, translationEntry) => {
                                                                                 translations
      translationEntry.fields &&
      translationEntry.fields.key &&
                                                                             } catch (e) {
      translationEntry.fields.value
                                                                              // log error with Sentry
      return {
                                                                               app.$sentry.captureException(new Error('FAQ not found'))
        [translationEntry.fields.key]: translationEntry.fields.value
                                                                              error({ statusCode: 404, message: 'FAQ not found' })
  }, {})
export default (_context, inject) => {
                                                                        </script>
  inject('cms', contentfulClient)
```



Récupération de la donnée



Avantages:

SDK qui facilite la récupération des données

Inconvénients:

Valider des données que l'on reçoit ? Erreurs liées au soft delete









Gestion des environnements



Mono-Environnement:

Possible mais limité dans le cas d'intégrations avec d'autres services Propice aux bugs...?

Multi-Environnements:

Possible mais fonctionnalité early stage Coût d'entrée pour gérer tout le développement avec des scripts de migration



Célérité









Retour d'expérience



Conclusion

UX/CX



Interface simple pour gérer des modèles +/complexes Célérité



Rapide à déployer (installation, SDK, extensions...) Maintenabilité



Point d'attention : Gestion des environnements





Retour d'expérience





UX/CX





Célérité





Maintenabilité





Prix







Lancer <u>duolab.com</u> en quelques mois avec Contentful et Nuxt.js — Retour d'expérience



Merci!



Yu Ling Cheng



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