Making the most of Contentful to launch <u>duolab.com</u>



JAMstack Berlin #13 —27 Avril 2020

Yu Ling Cheng





Yu Ling Cheng

Lead developer at Theodo



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



Just joined JAMstack Paris Meetup organisation



#StayAtHome #KnittingMyFirstPullover

Follow me



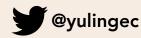
What is Duolab?

A new brand from L'Occitane

A tailor-made skin care

The result of 6 years of research and innovation

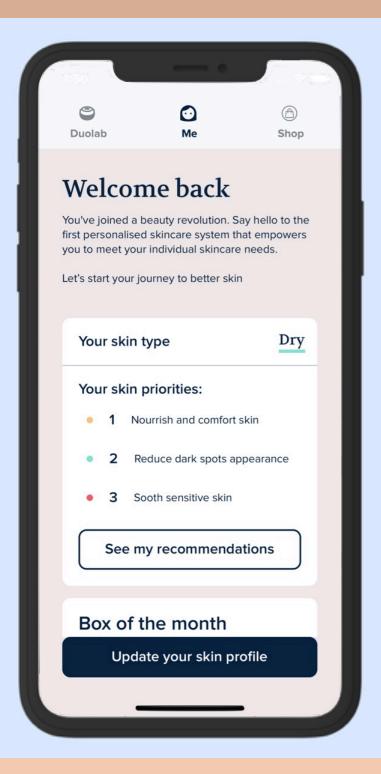
Launched on February, 6th with a Pop-up Store in London







Skin diagnosis



DUOLAB

Welcome

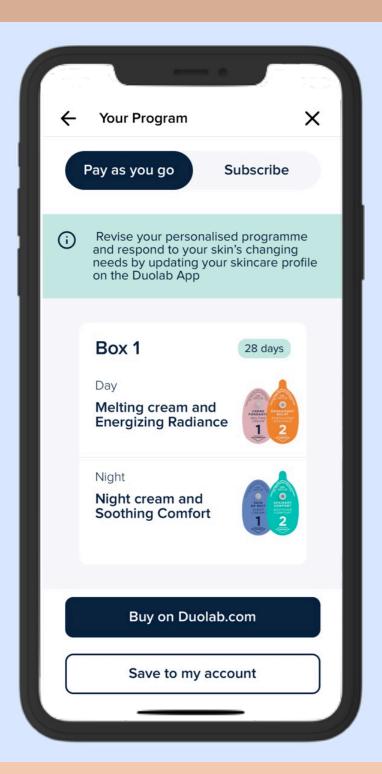
LET'S GET STARTED WITH YOUR SKIN DIAGNOSIS

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





Products recommendation



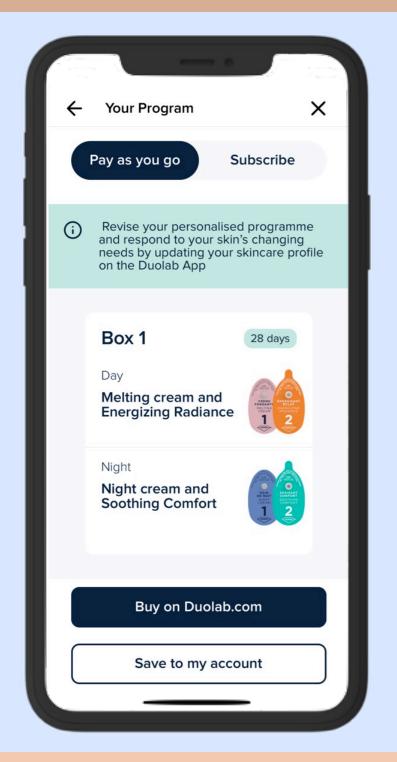
What's in your personalised protocol?

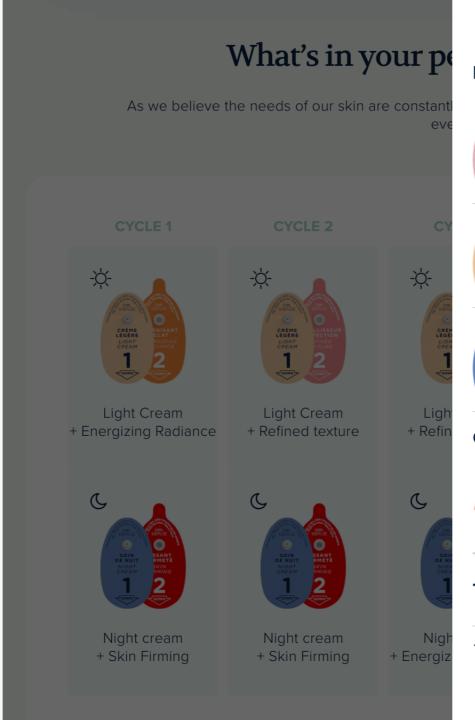
As we believe the needs of our skin are constantly changing, you have the flexibility to adapt your protocol every 28 days.

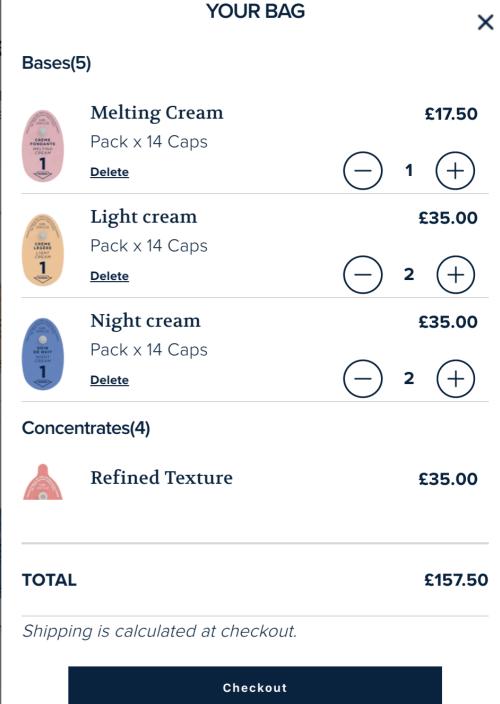




E-commerce Store

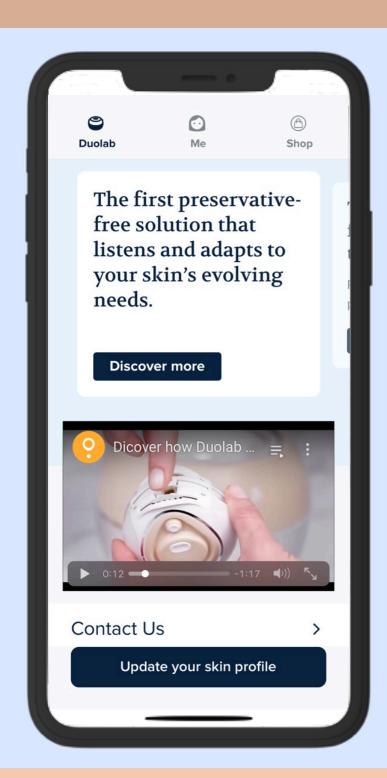








Static content to introduce the brand



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.

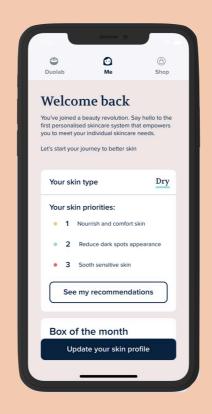
Begin your skin diagnosis





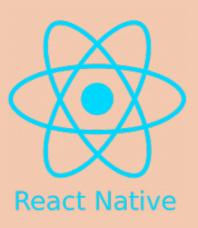
More

ON CI FAN FORMULAS





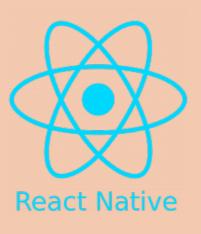
Frontend



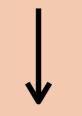




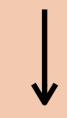
Frontend







content

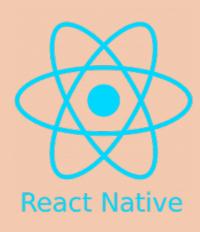


Headless CMS

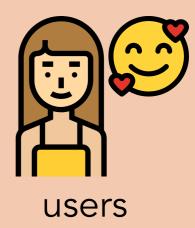


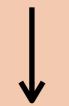


Frontend









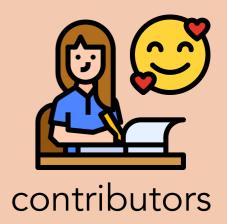
content



Headless CMS

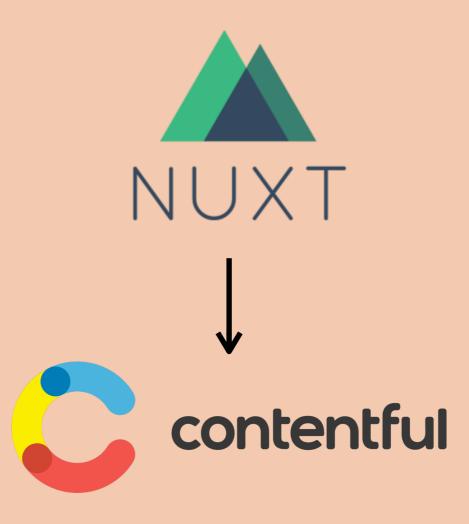


contentful













Learnings and takeaways







Learnings and takeaways



The project stakes

UX/CX

User experience and contributor experience

Time to market

Ease of implementation

Sustainability

Developer experience



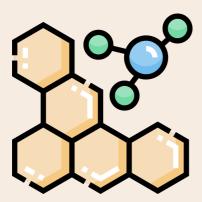


Learnings and takeaways



Focus

Data models



Services integration



Developer Experience







Model

Product

Name: Text

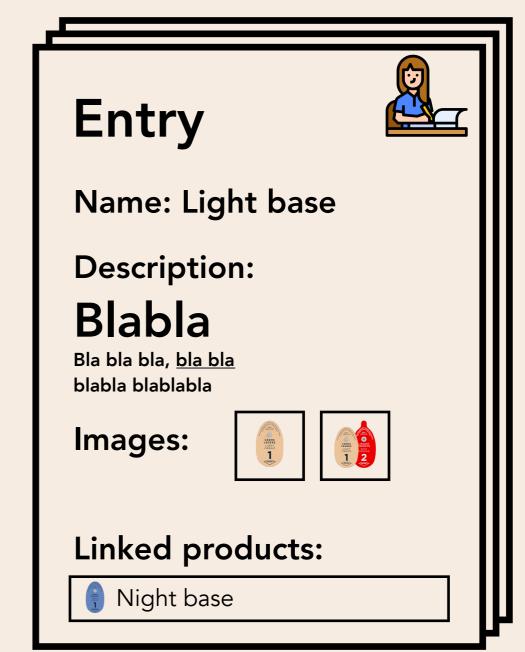
Description: Long text

Images: Files list

Linked products: List of

products

Content





Model

Product

Name: Text

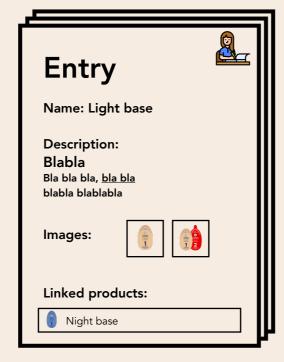
Description: Long text

Images: Files list

Linked products: List of

products











Model

Product

Name: Text

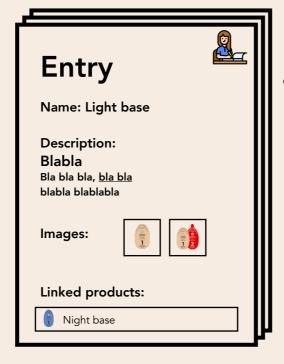
Description: Long text

Images: Files list

Linked products: List of

products

Content











Model

Product

Name: Text

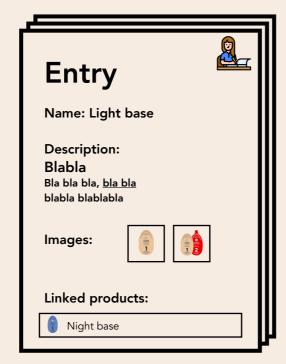
Description: Long text

Images: Files list

Linked products: List of

products

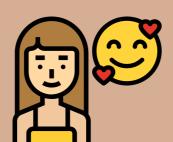
Content









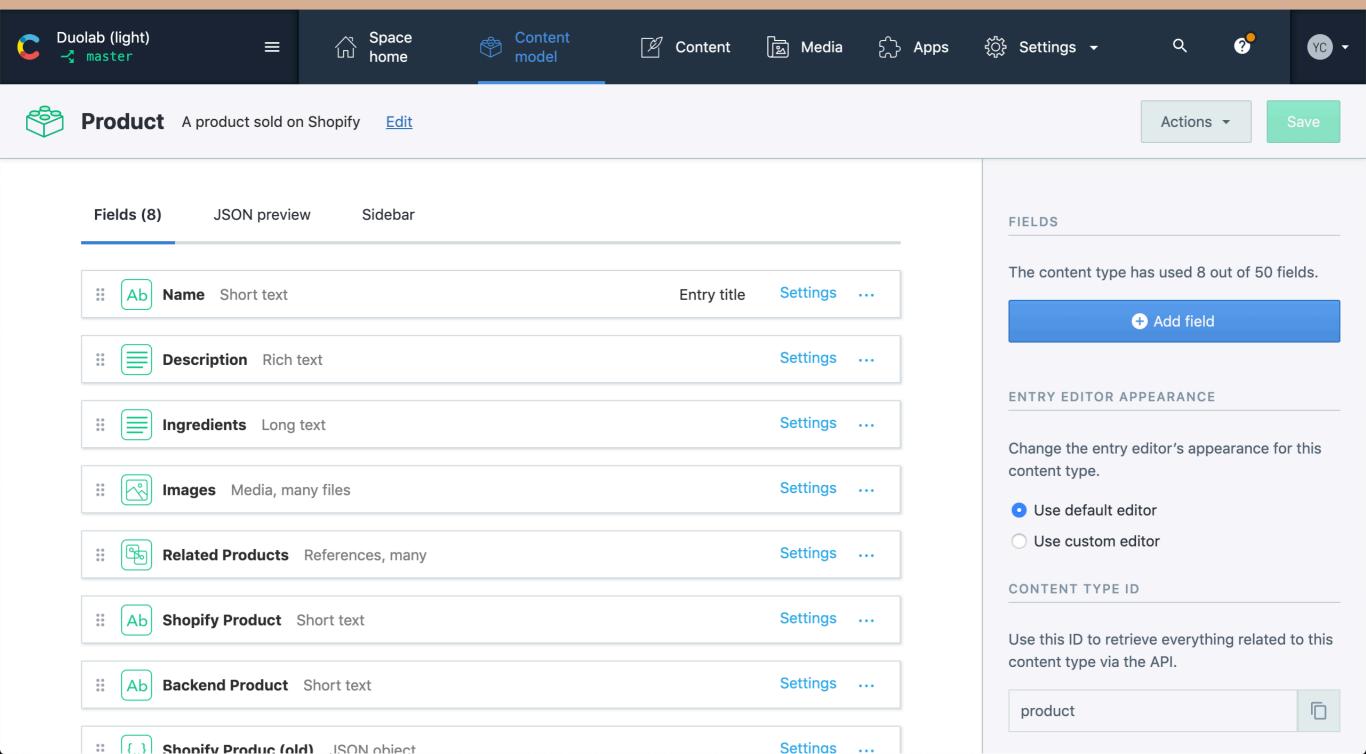
















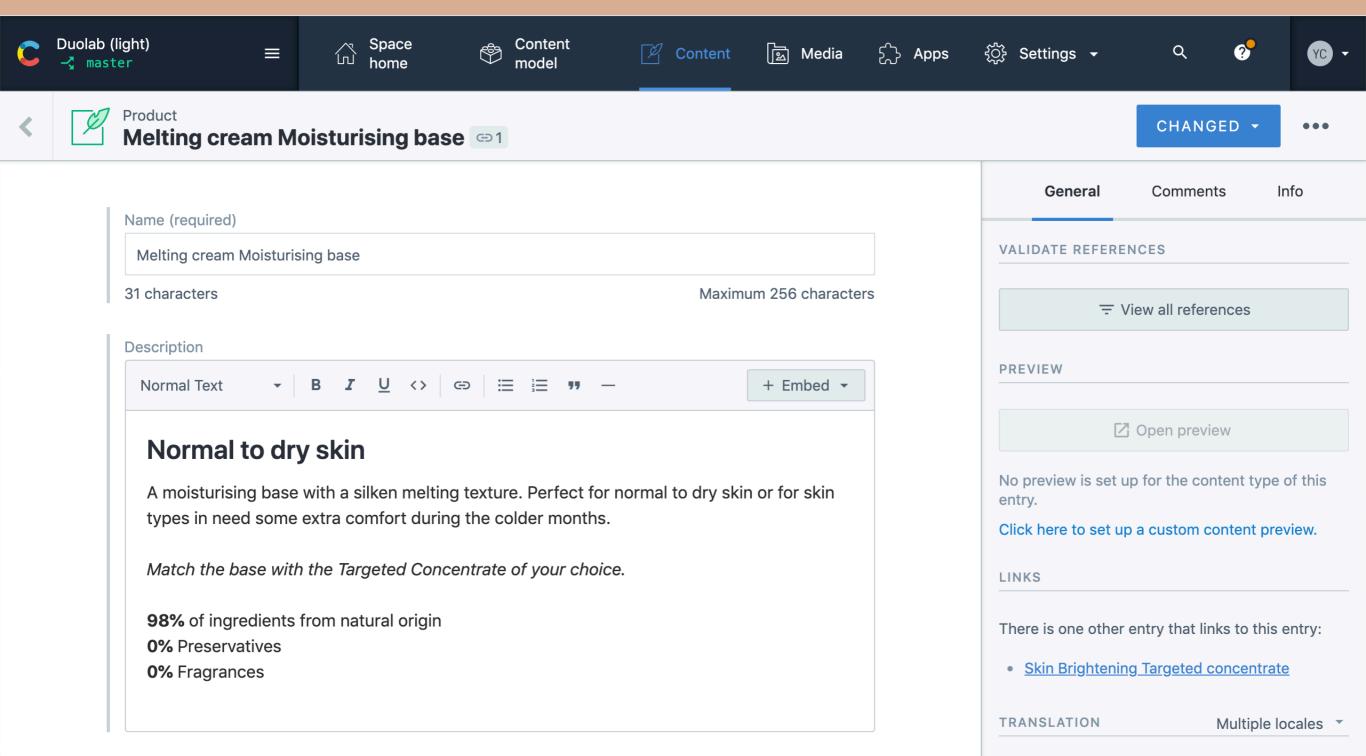


C Duolab (light) =	Space Content model	Content Media	∑੍ਰੇ Apps ﴿ૢੇ Settings ▾	Q 💅 😗 🕶
Content ?	Content type Product	earch for entries	₹ Filter Save as view	Add Product ▼
	4 entries found		Usag	ge: 25 / 5000 entries and assets
	□ Name	Updated ^	Author	Status
Shared views My views	 Melting cream Moisturising 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) ▼				
About us Add folder				





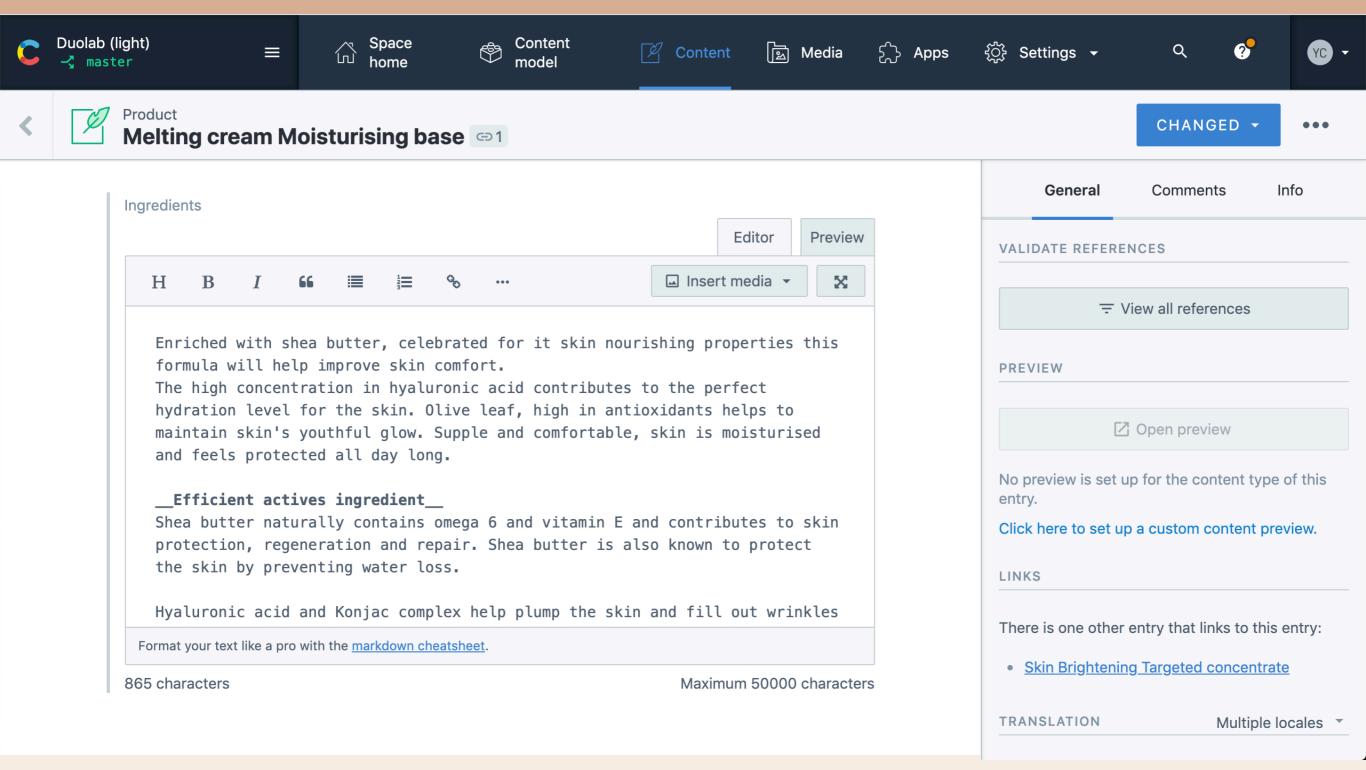








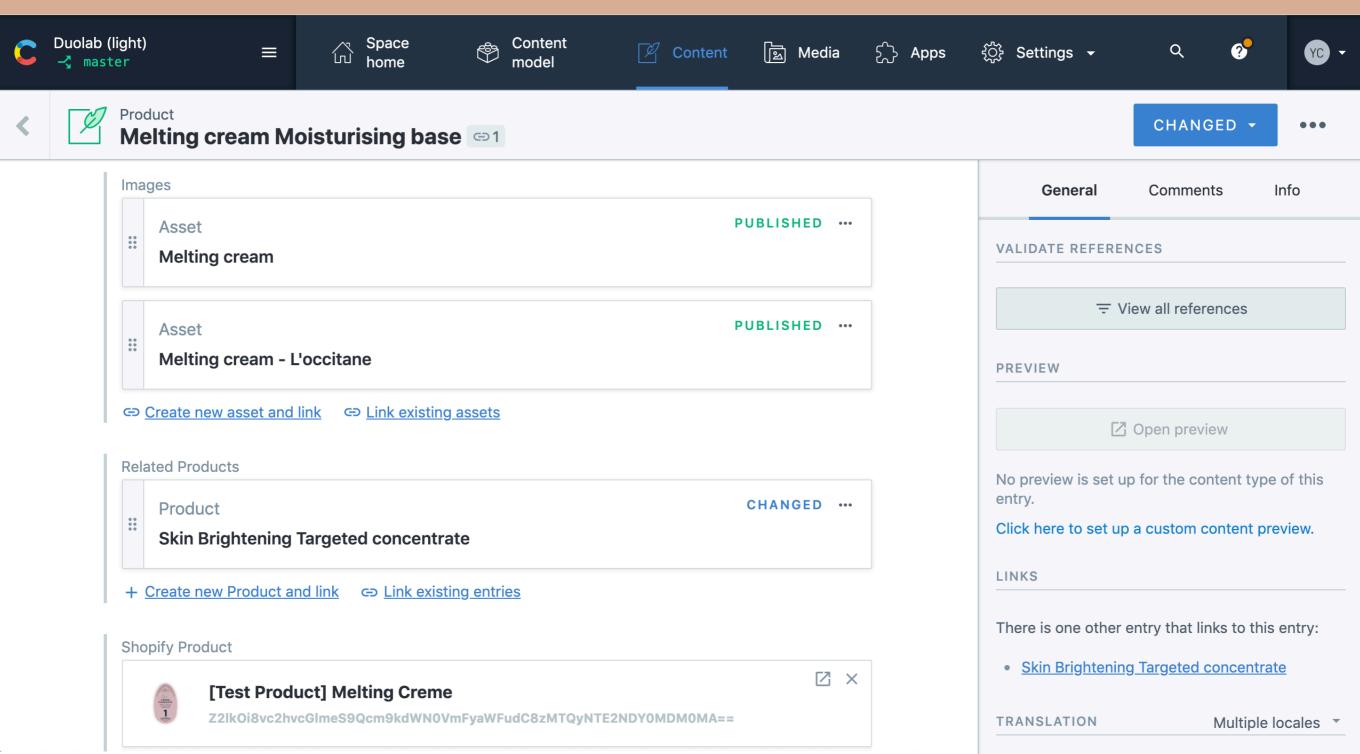






















Tips: It's more than just creating a content model

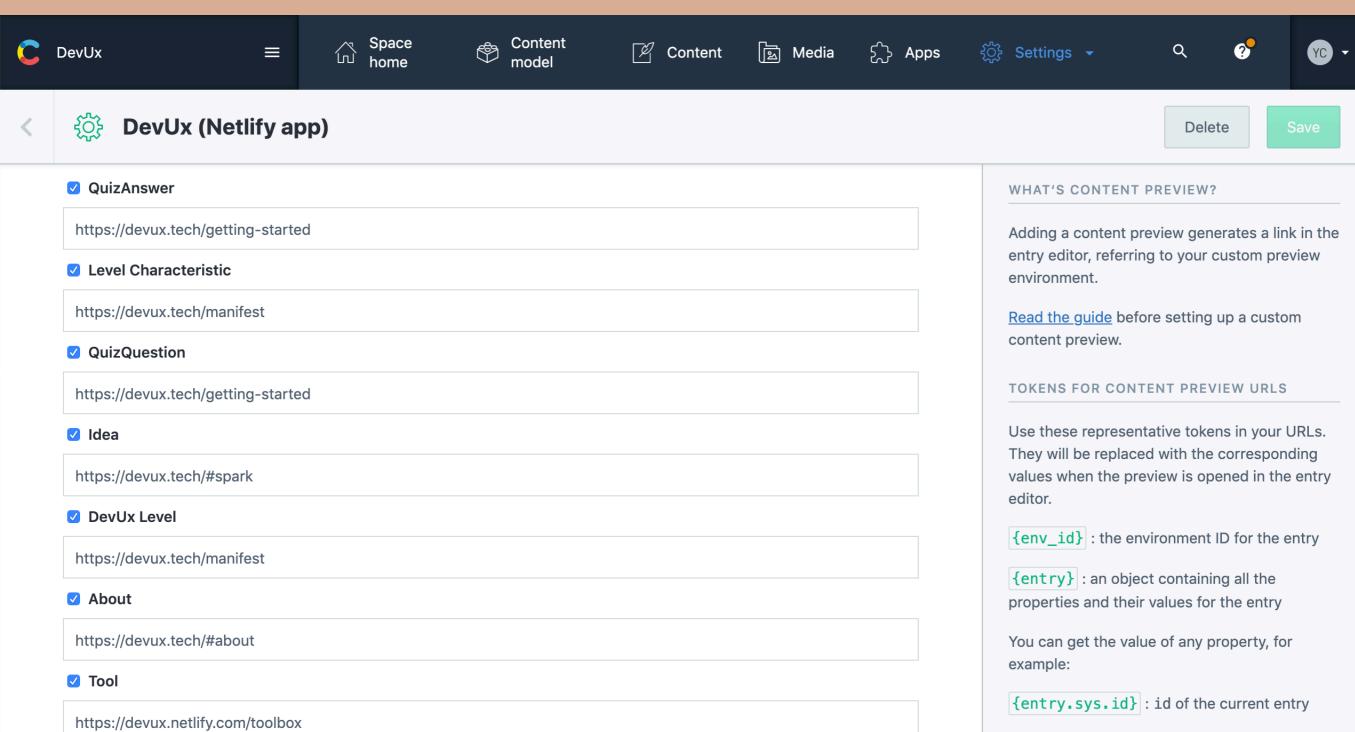
- Understand contributors expectations and needs to define field types and relationships
- Take some time to define helpers and adjust naming to help contributors fill in content
- Configure a preview to ease contribution













{entry.fields.slug} : the default locale







Tips: It's more than just creating a content model

- Understand contributors expectations and needs to define field types and relationships
- Take some time to define helpers and adjust naming to help contributors fill in content
- Configure a preview to ease contribution



UX/CX



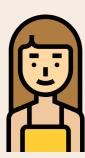
TTM

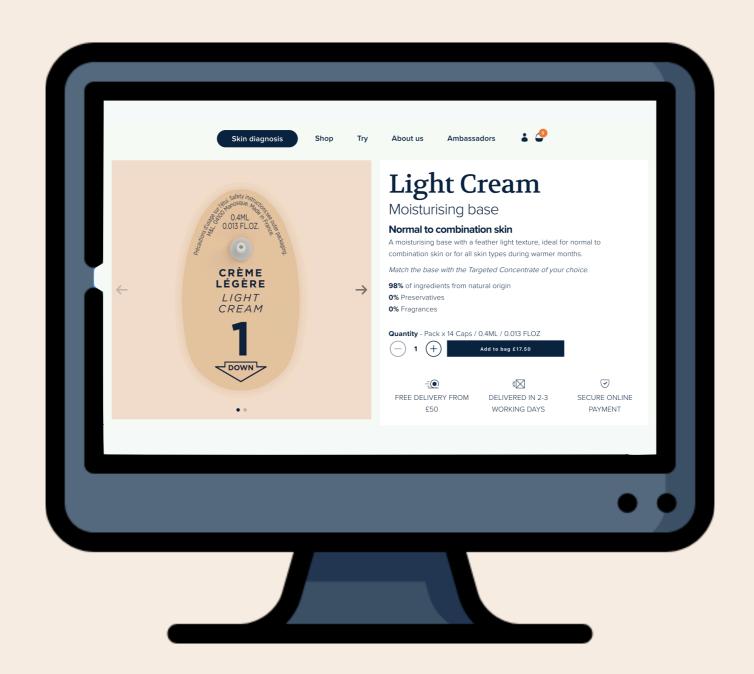


Sustainability

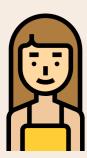


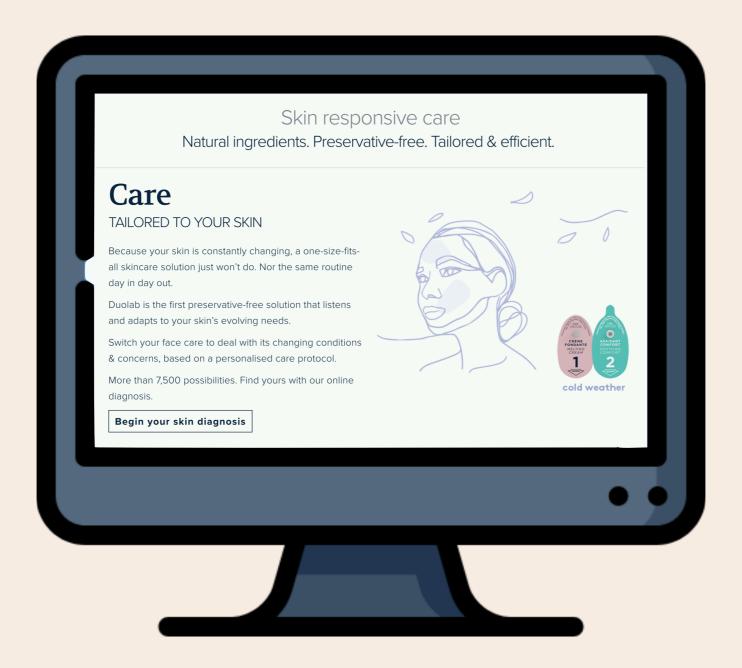






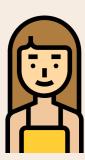






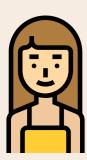


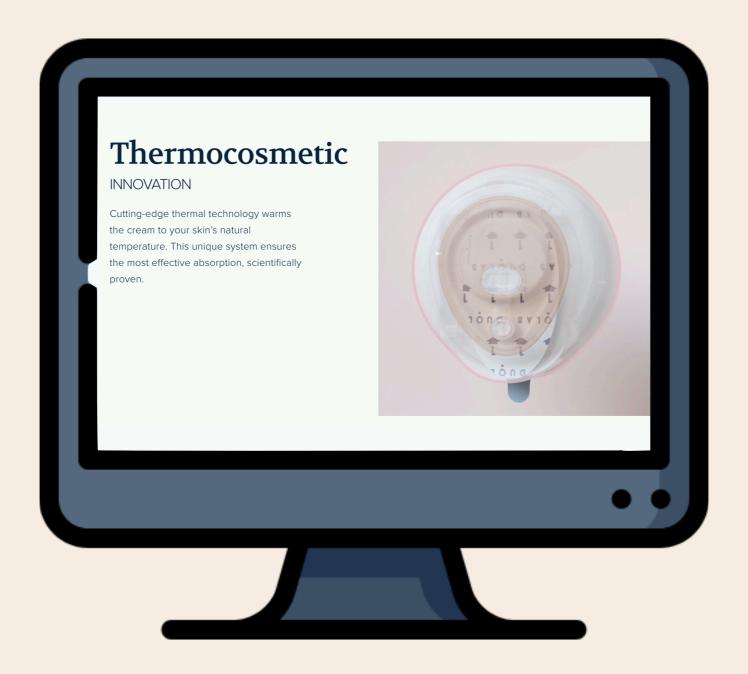








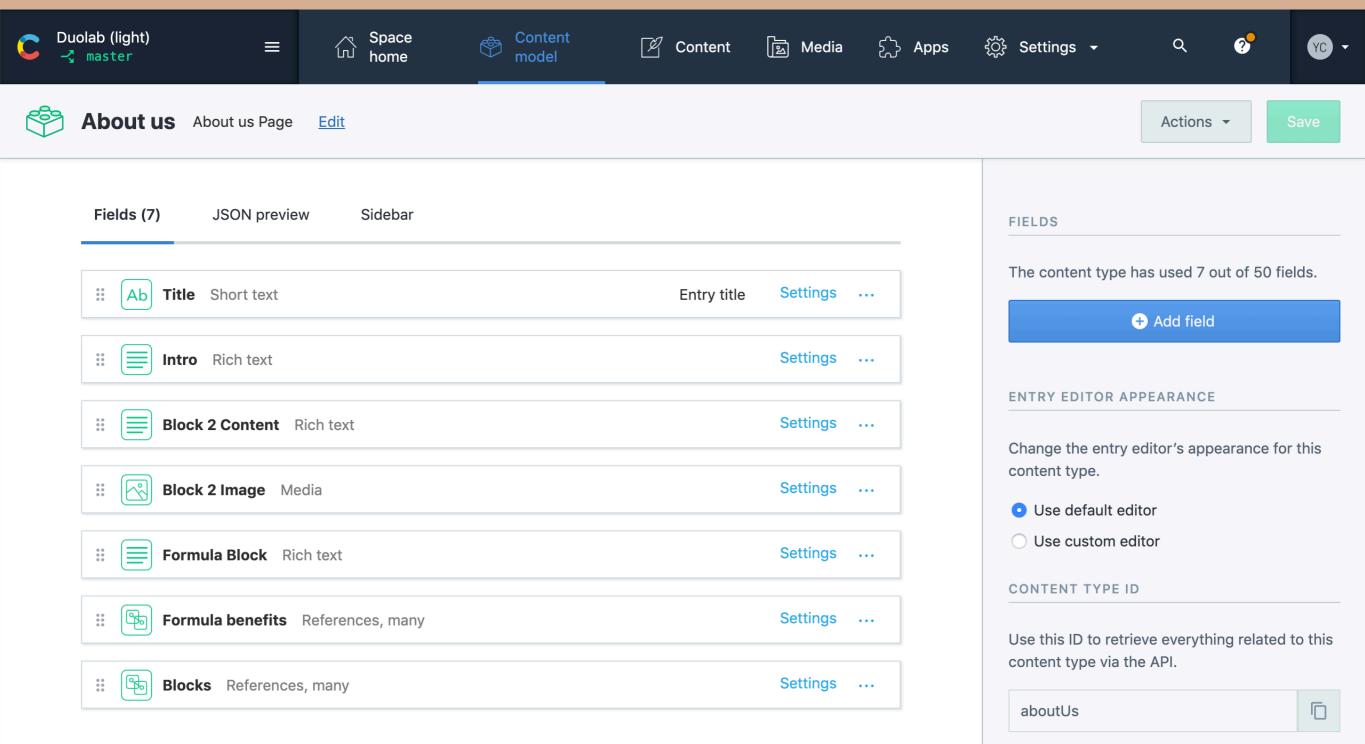








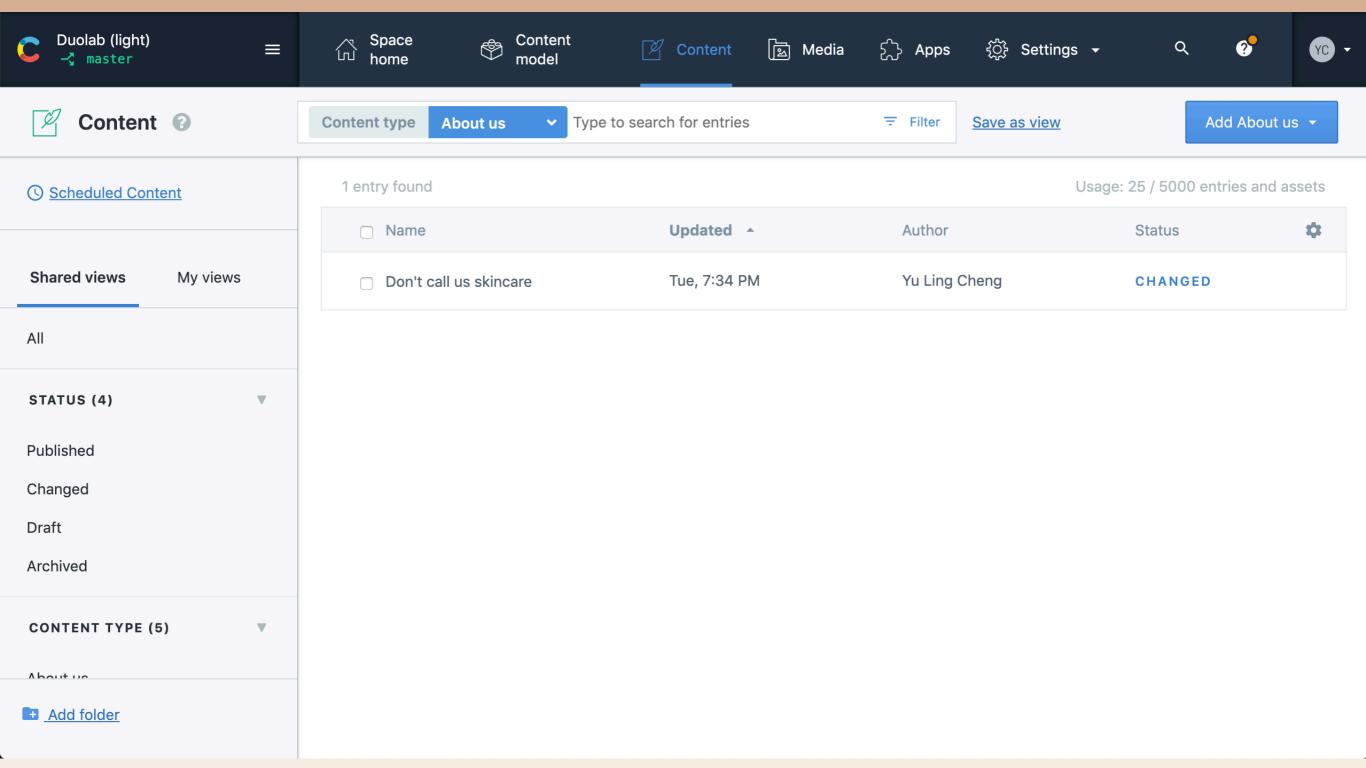








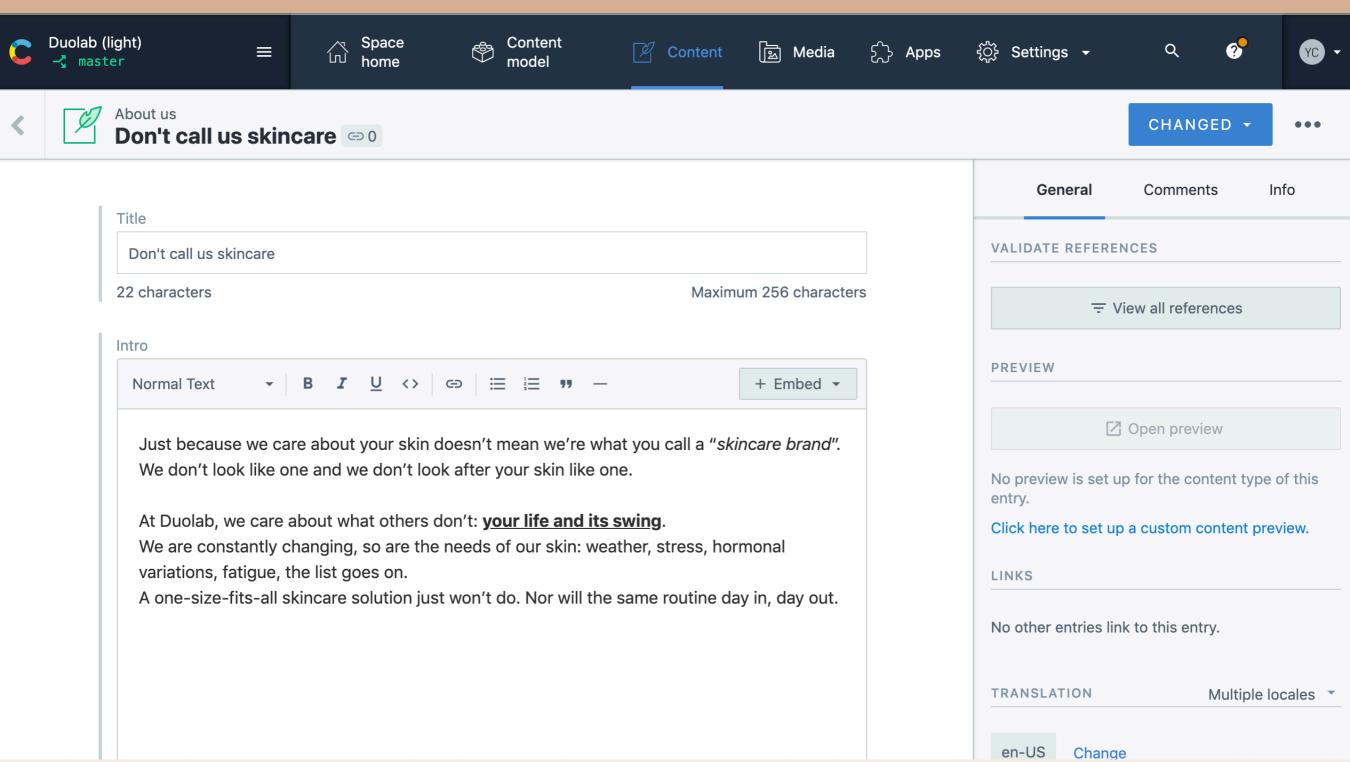




















Pros:

A unique place to manage the content of a page

Cons:

- Structure lacks flexibility
- Multiply single entry models



Page with static content









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

Page with static content







Pros:

A unique place to manage the content of a page

Cons:

- Structure lacks flexibility
- Multiply single entry models





TTM

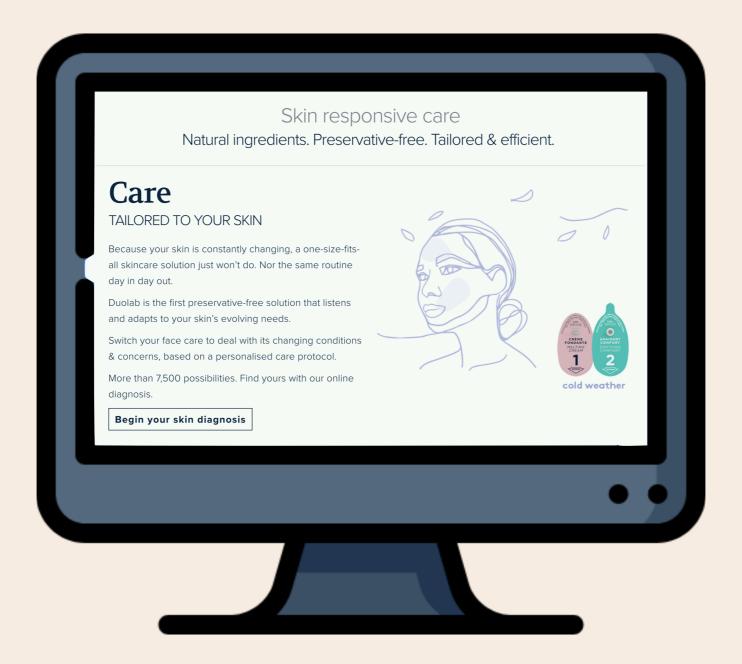


Sustainability

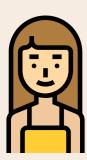








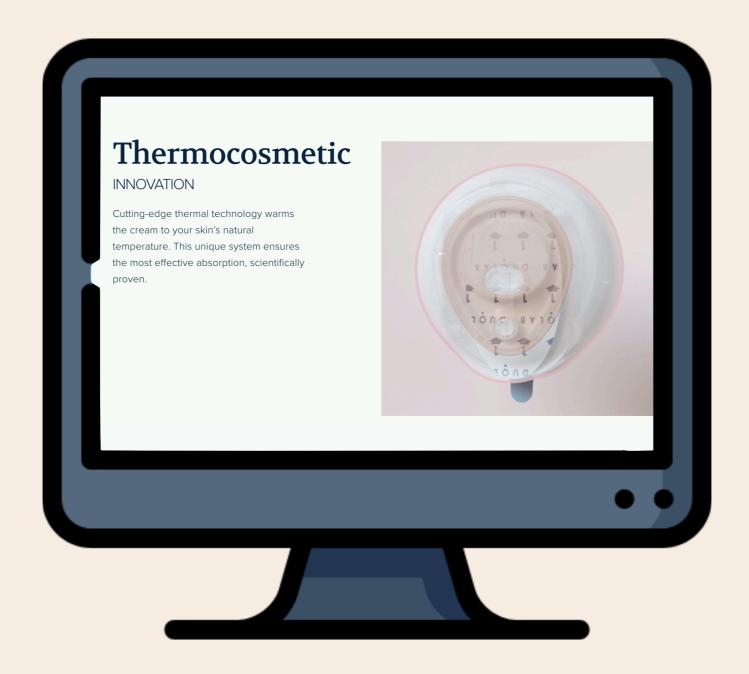








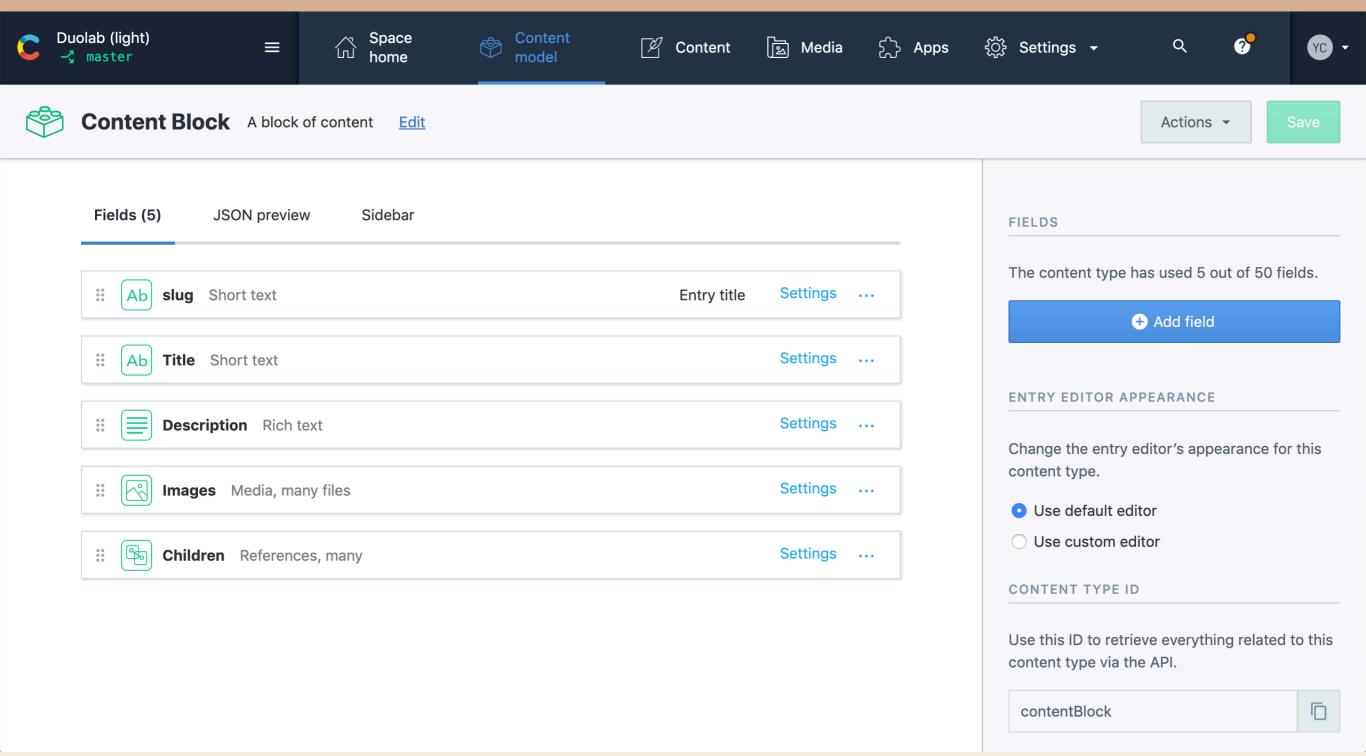






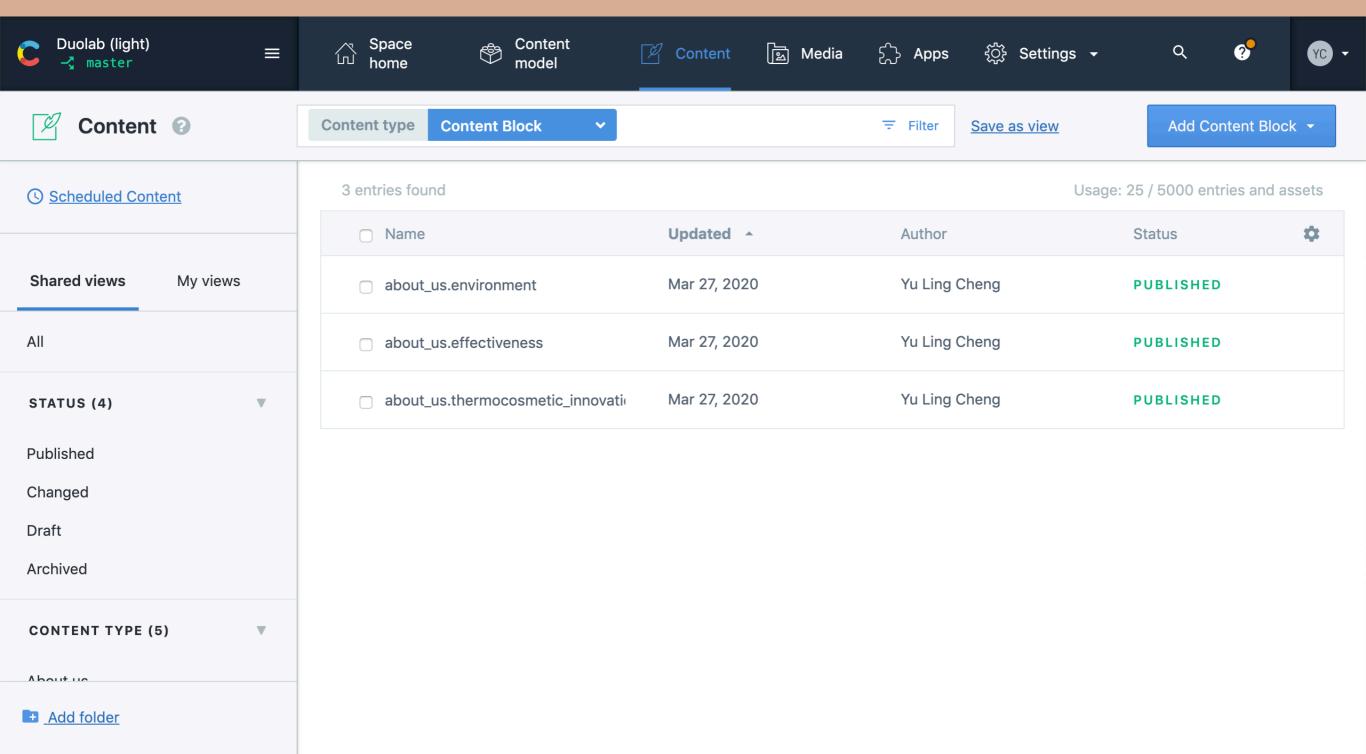








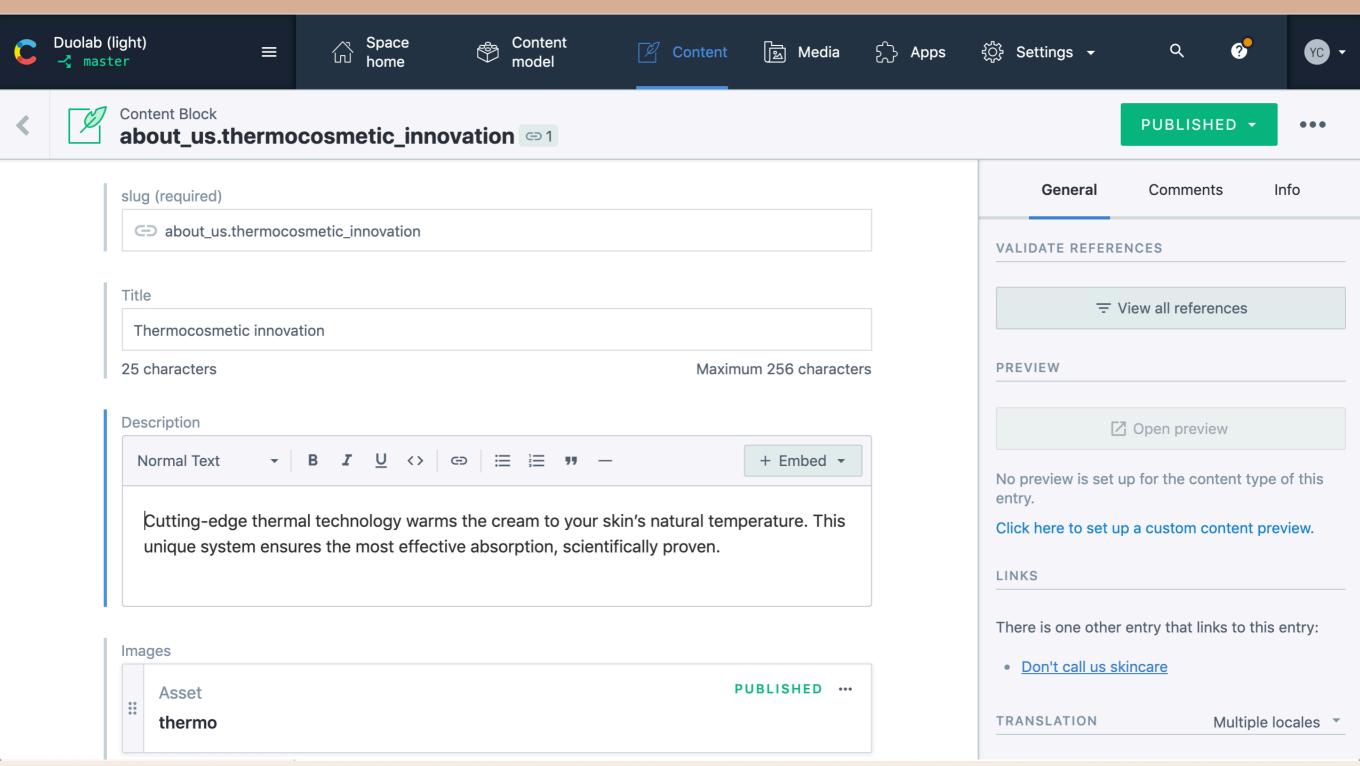










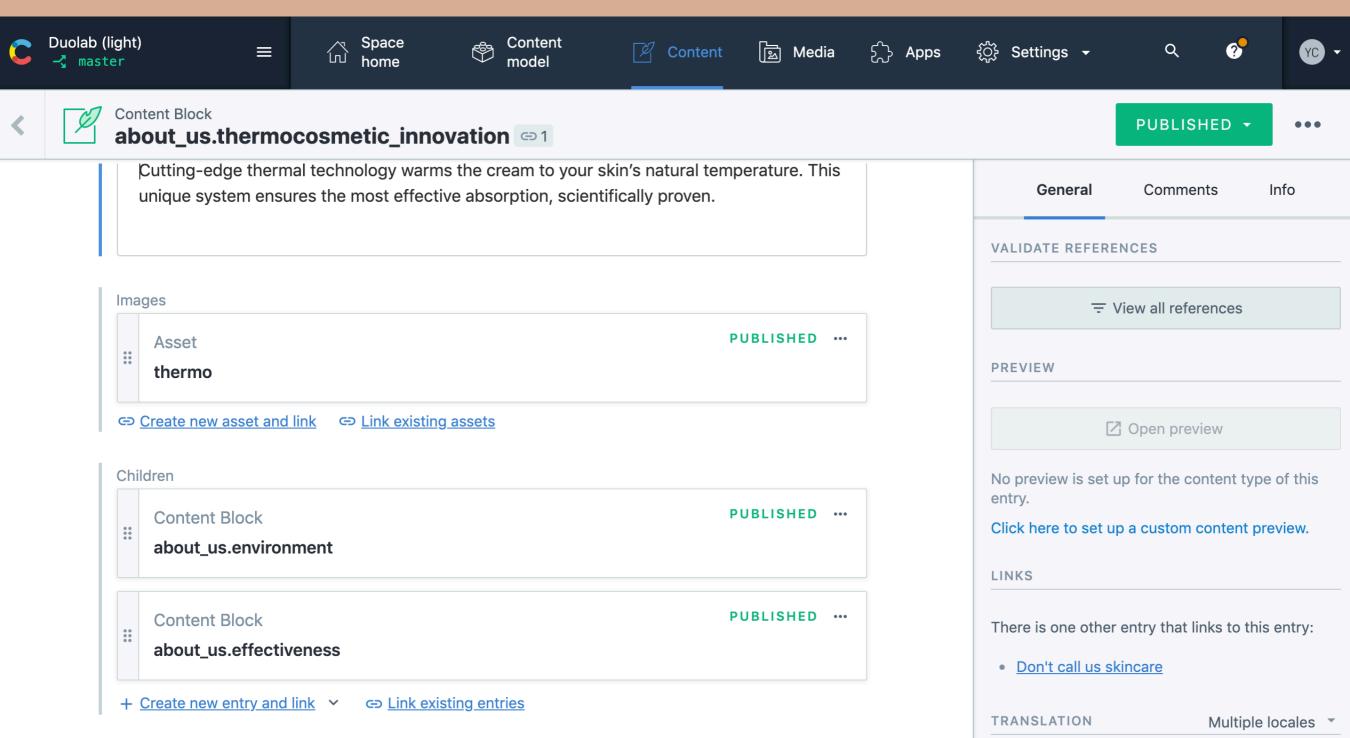






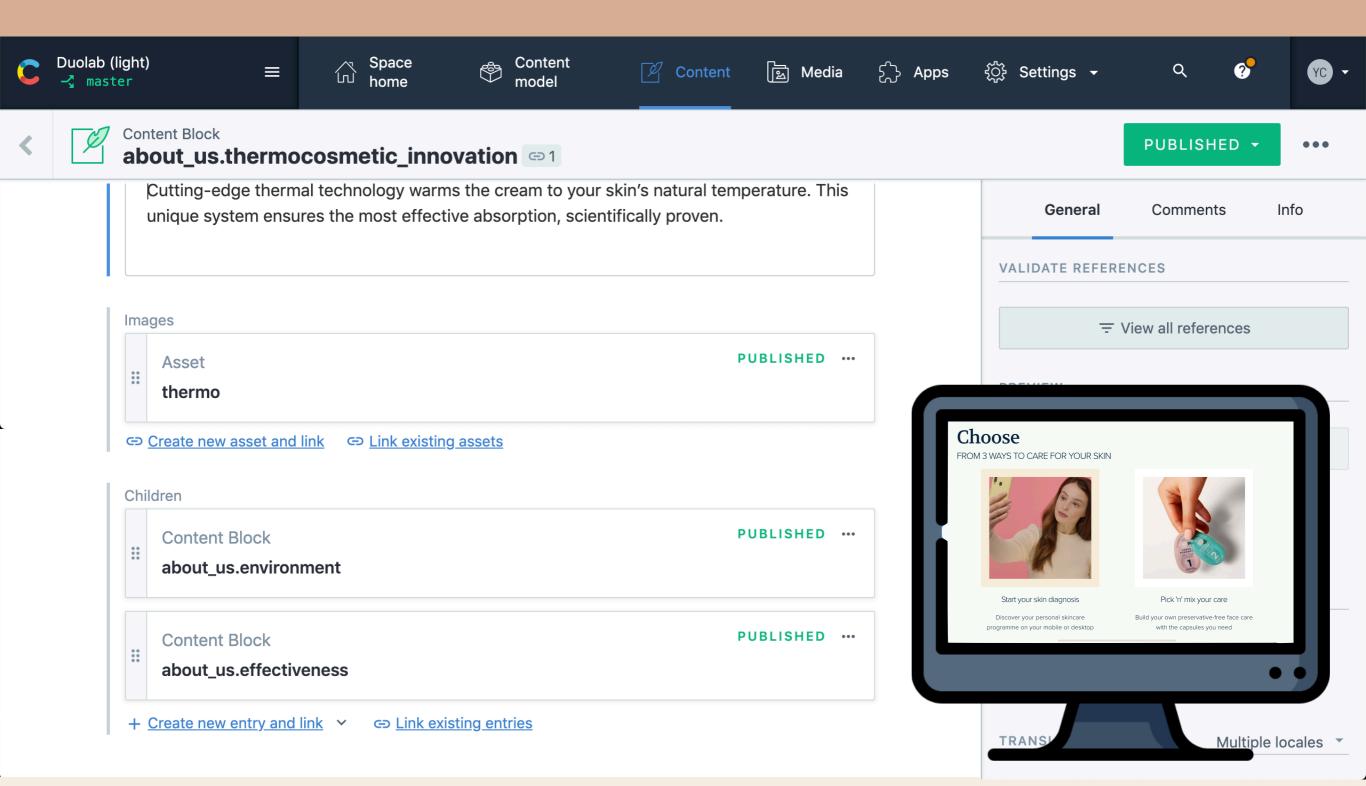




















Pros:

Flexibility

Cons:

Contributor experience is less clear

Variant:

List Item (carousel)



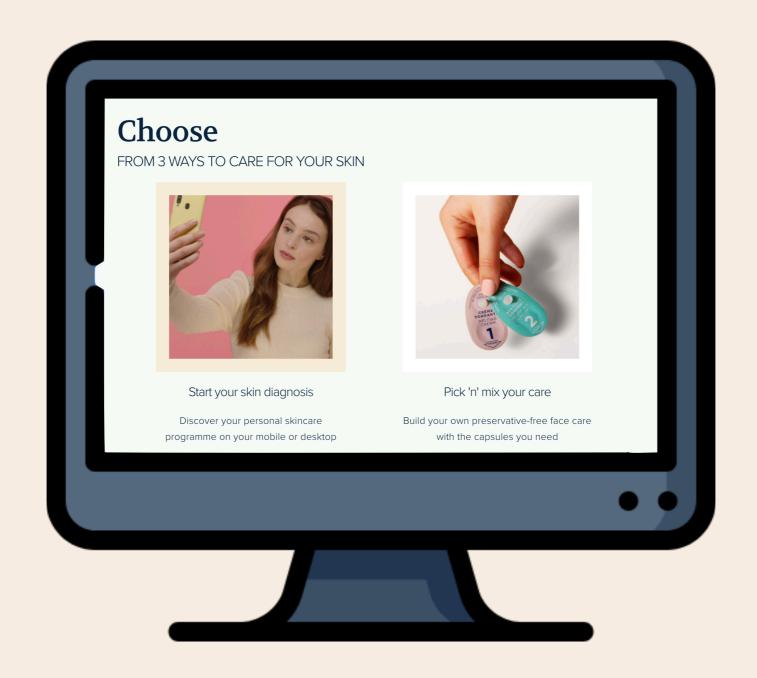


TTM



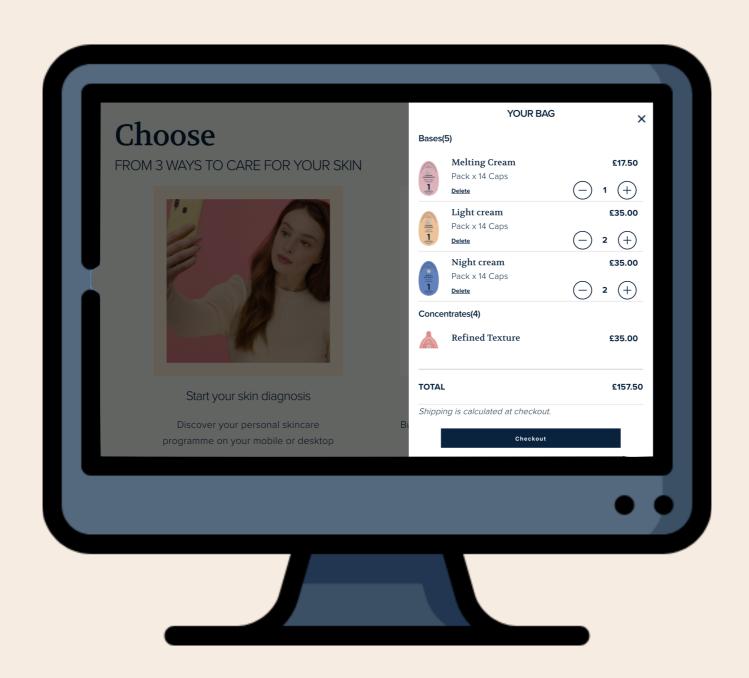
Sustainability







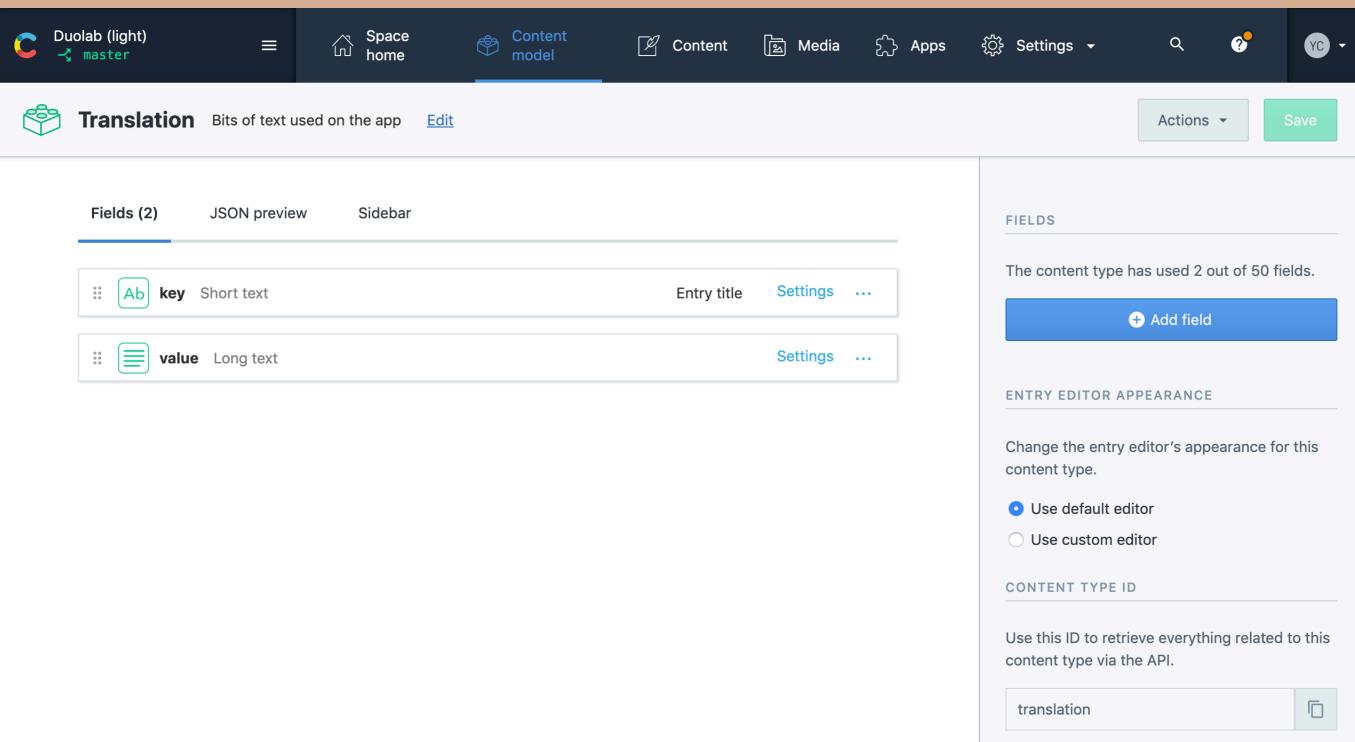








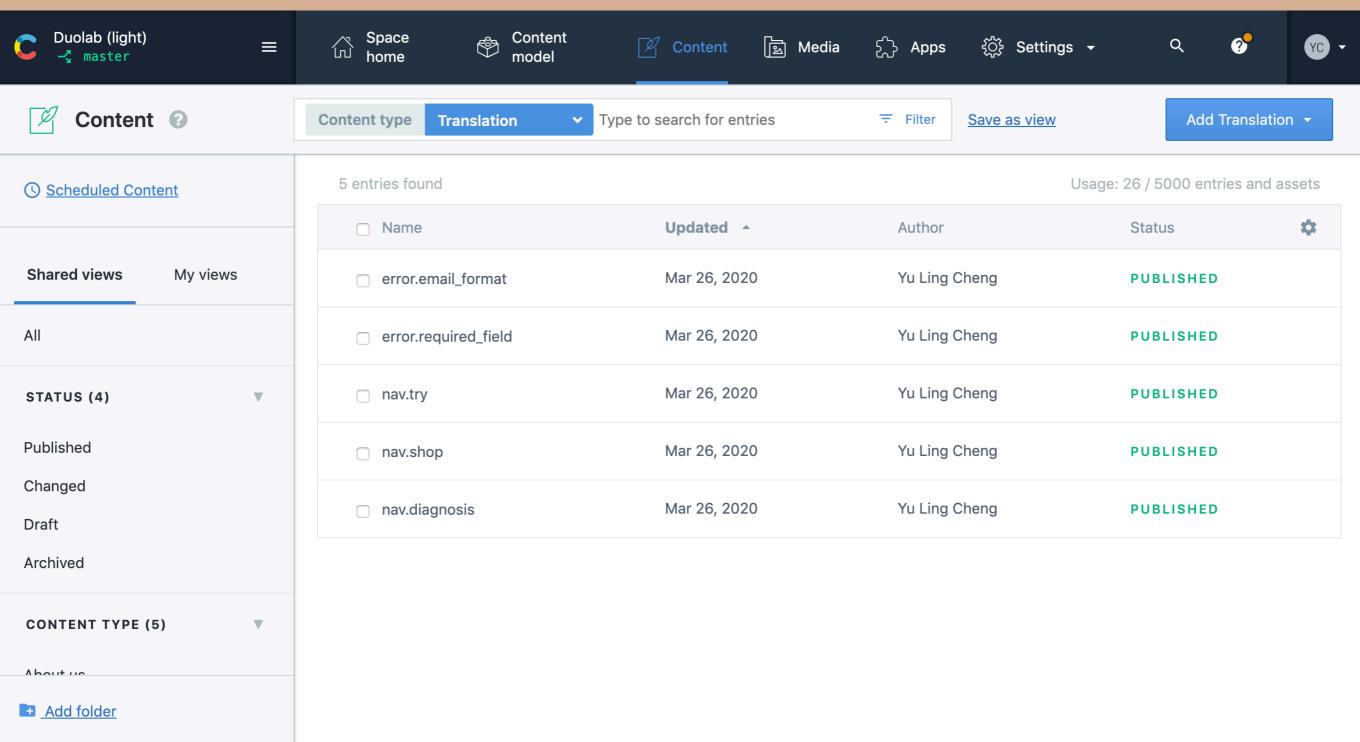








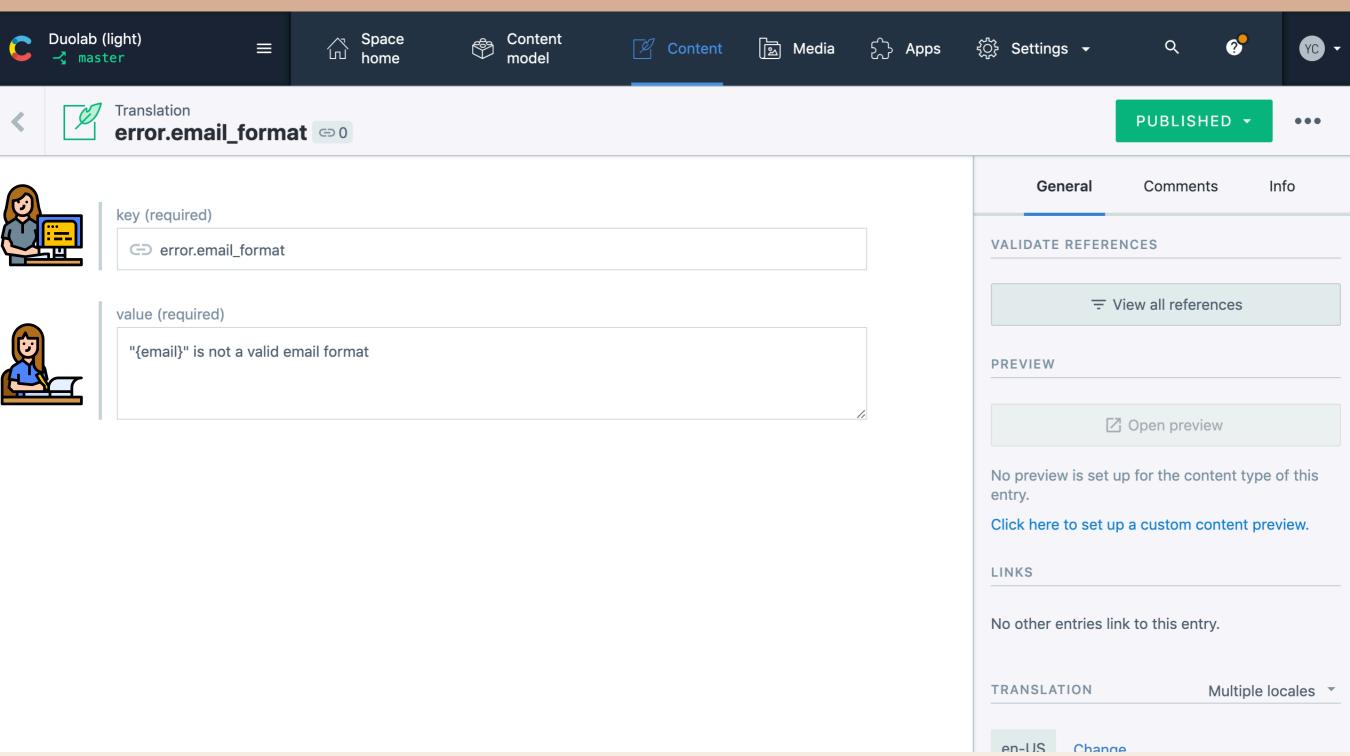




















Pros:

Easy MVP to setup

Cons:

Experience is less clear for translators (lack of context)



UX/CX



TTM



Sustainability





Data model

Product information

Page with static content

Content block

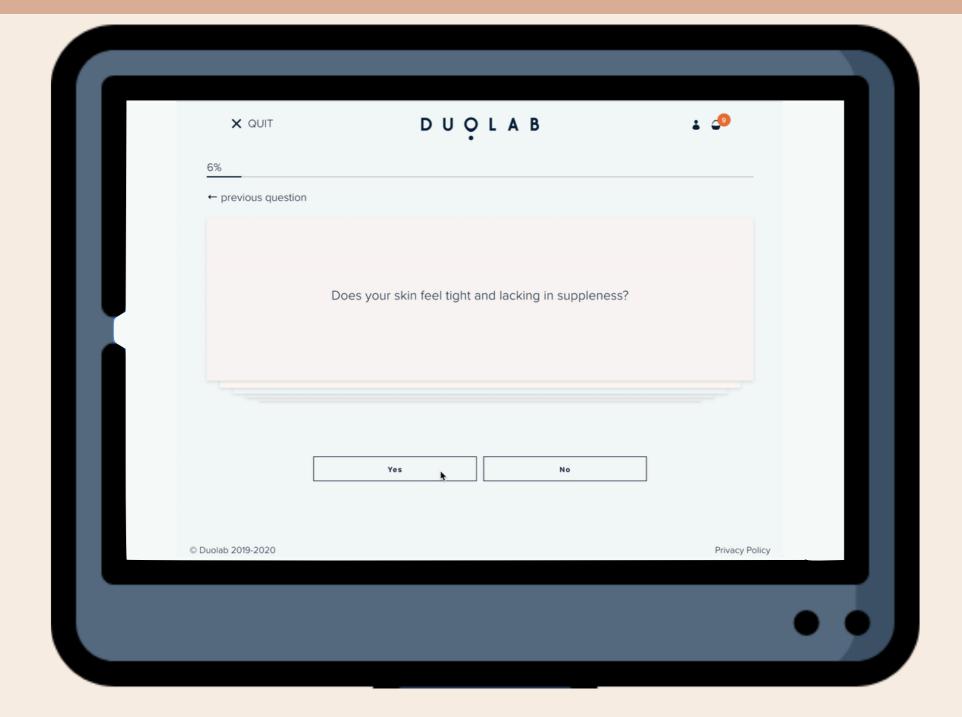




Advanced model example



Quiz

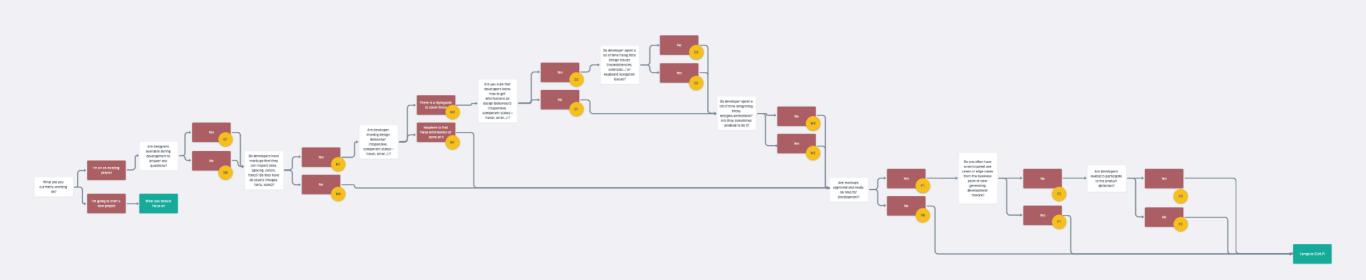




@yulingec



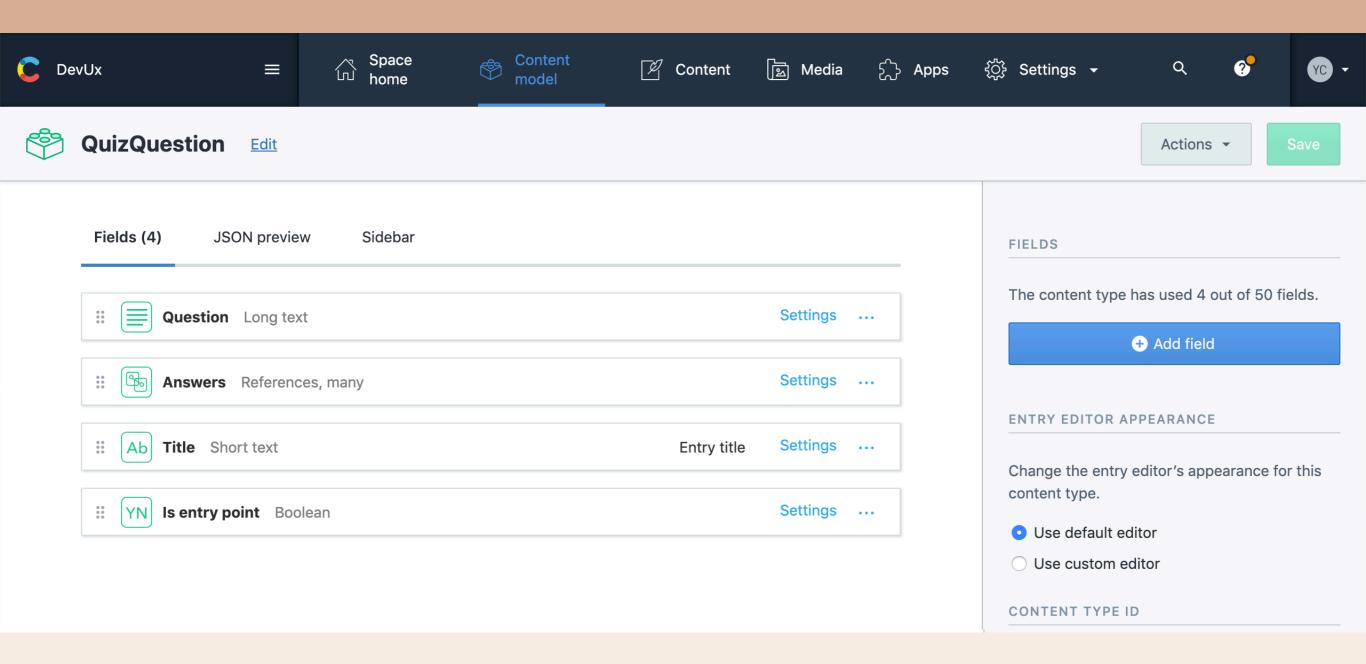
Step 1: Define the quiz logic







Step 2: 2 models—Question and Answer

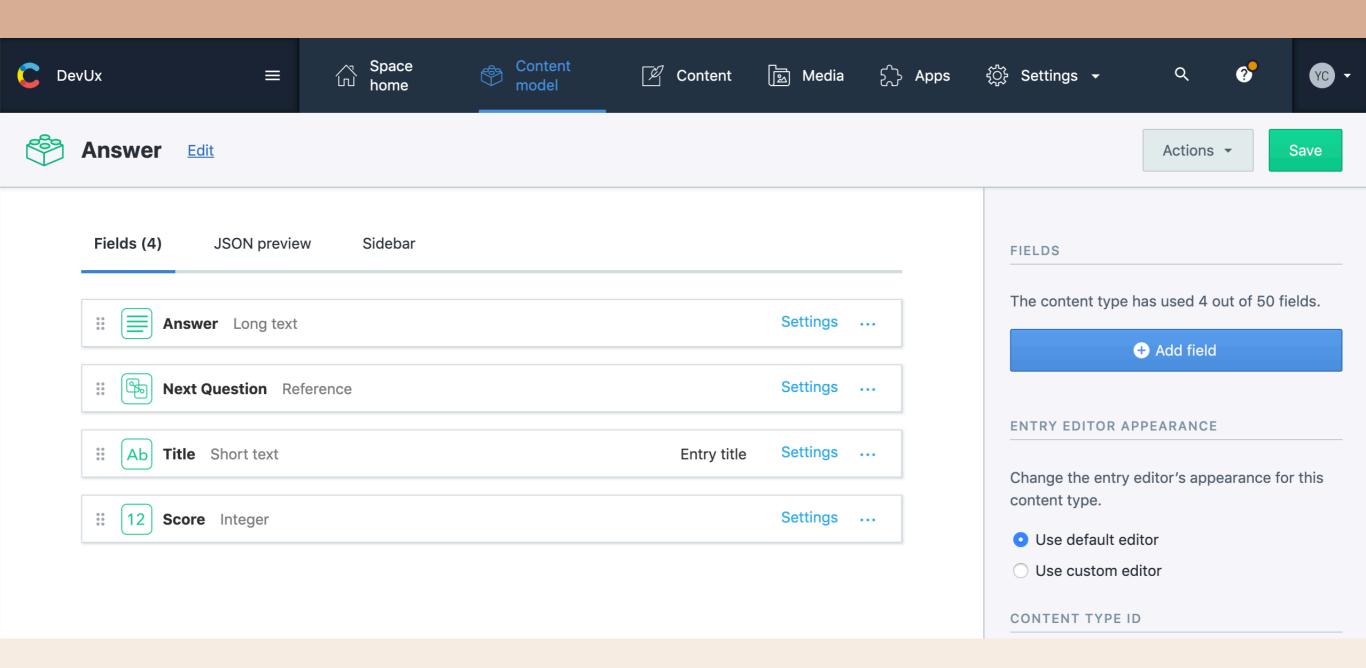








Step 2: 2 models—Question and Answer

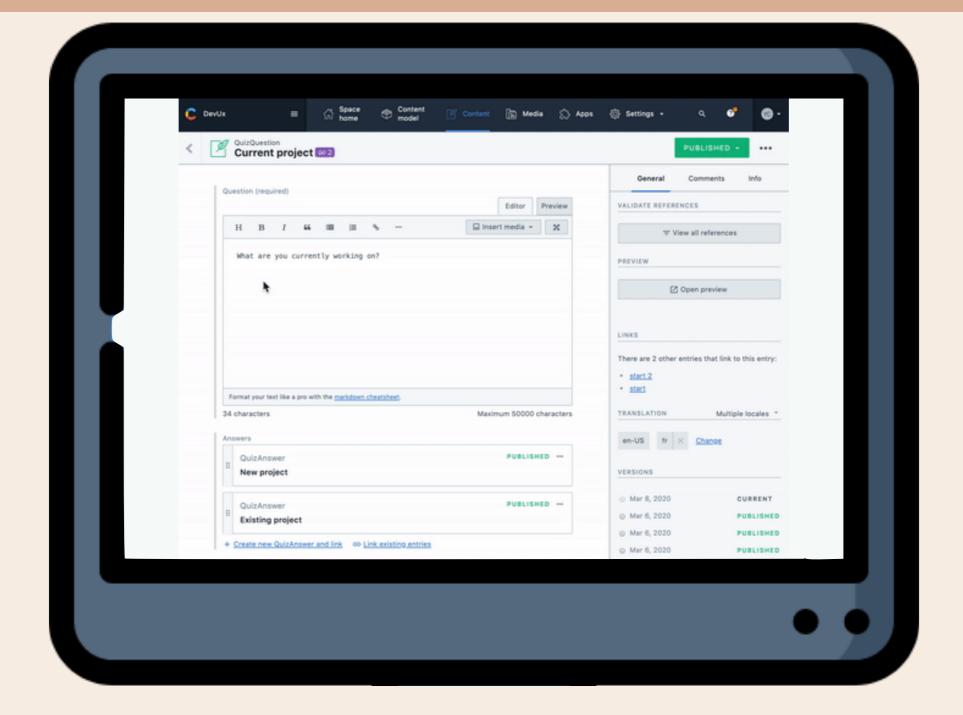








Step 3: Fill in content









Step 4: Implement frontend

```
<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>
```



Advanced model example







Quiz

Step 1:

Define the quiz logic

Step 2:

2 models—Question and Answer

Step 3:

Fill in content

Step 4:

Implement frontend





TTM



Sustainability







Learnings and takeaways



Data model



Services integration



Developer Experience





Frontend

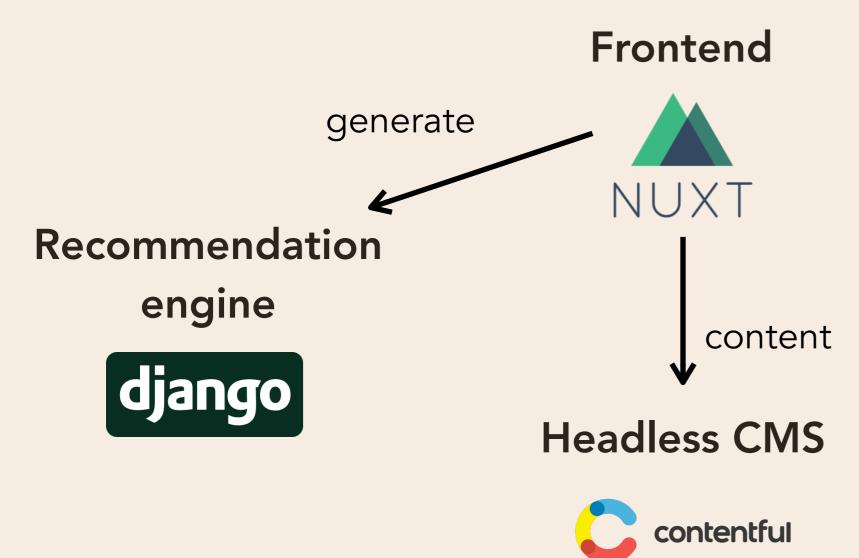


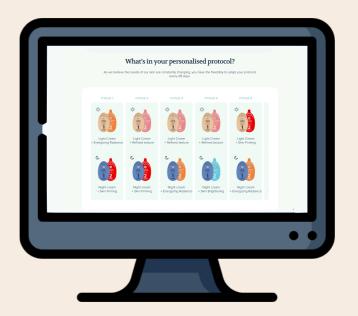






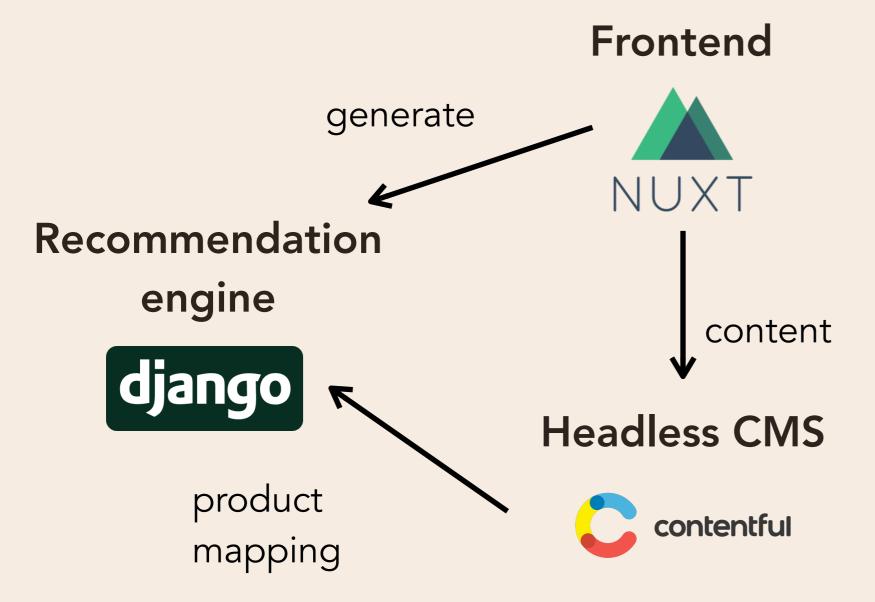


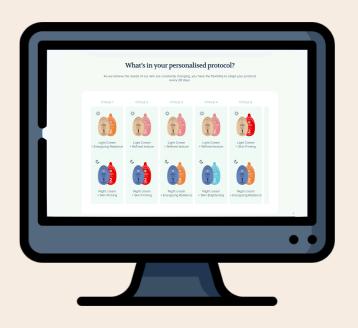








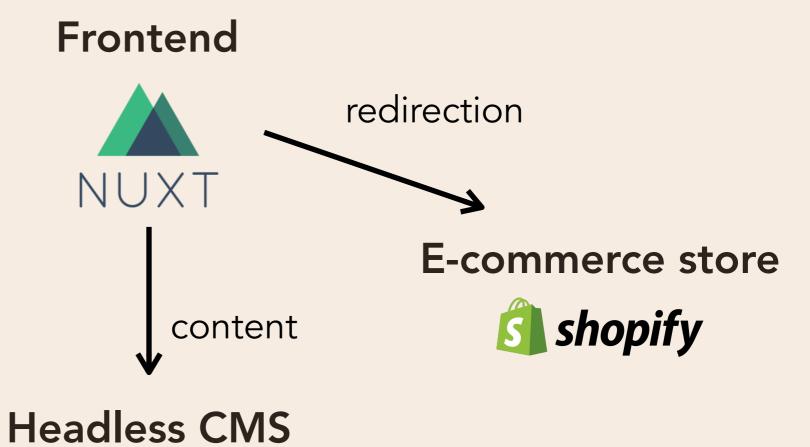






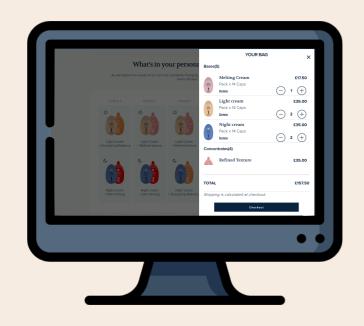


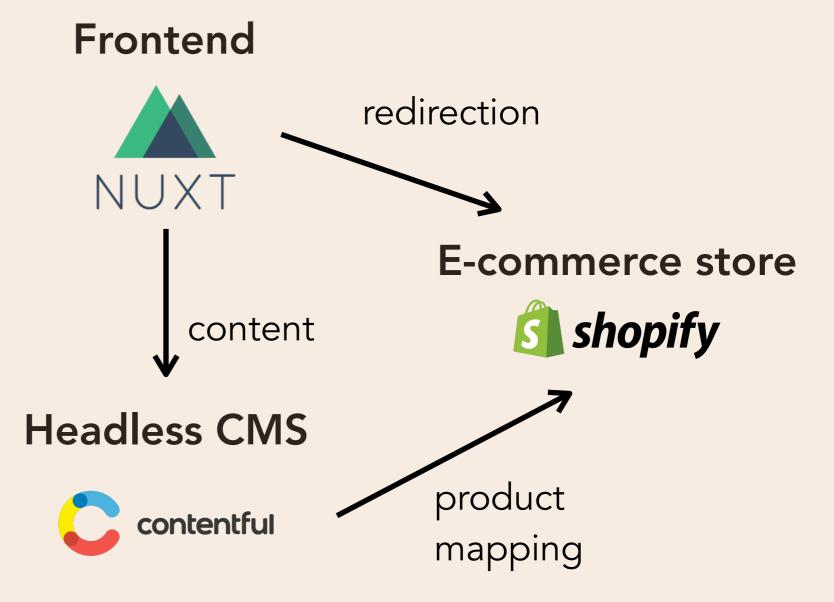










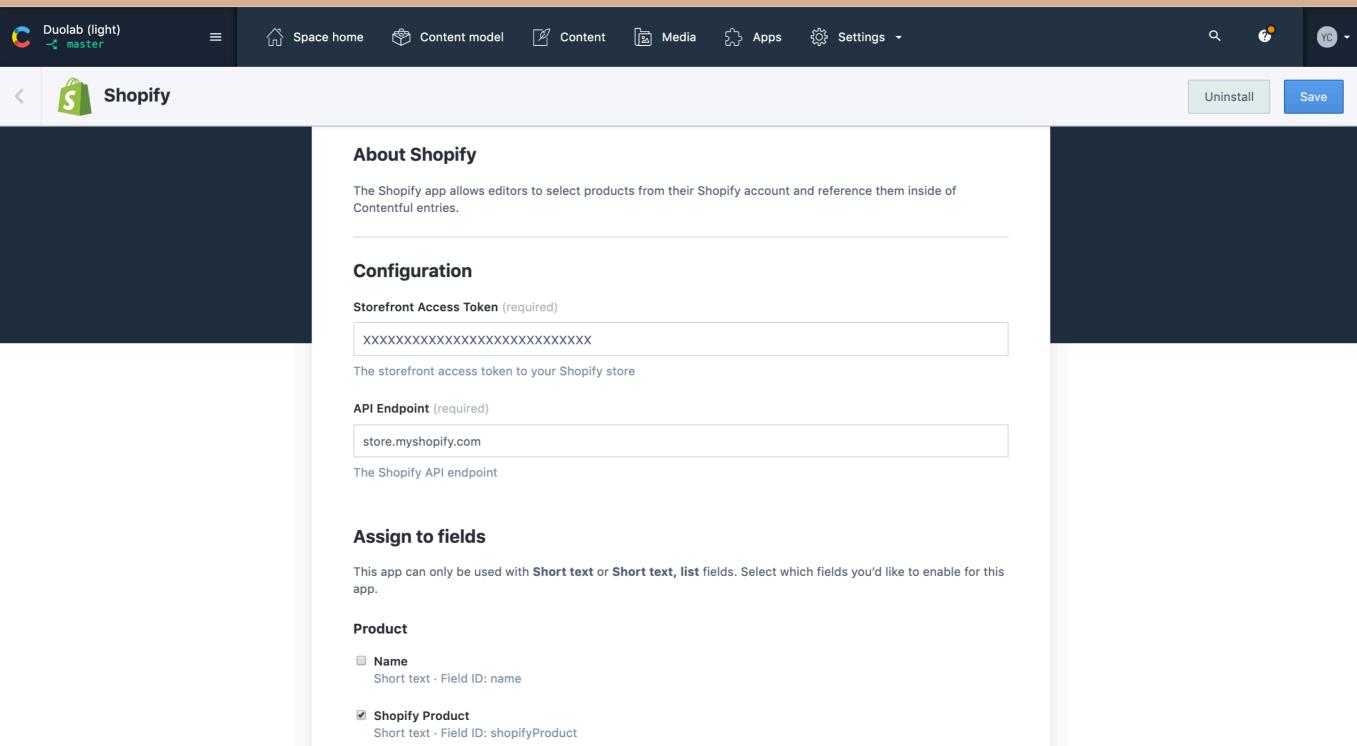


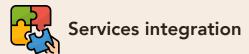








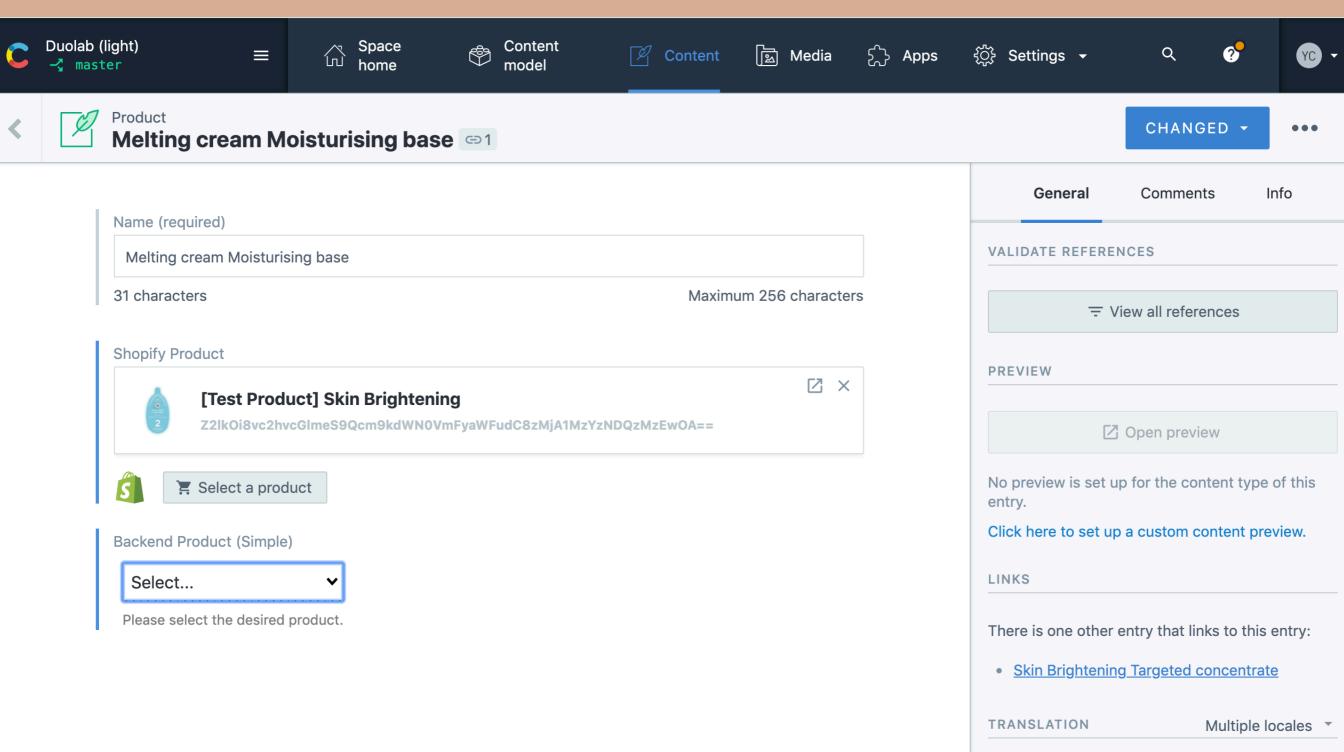


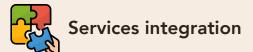








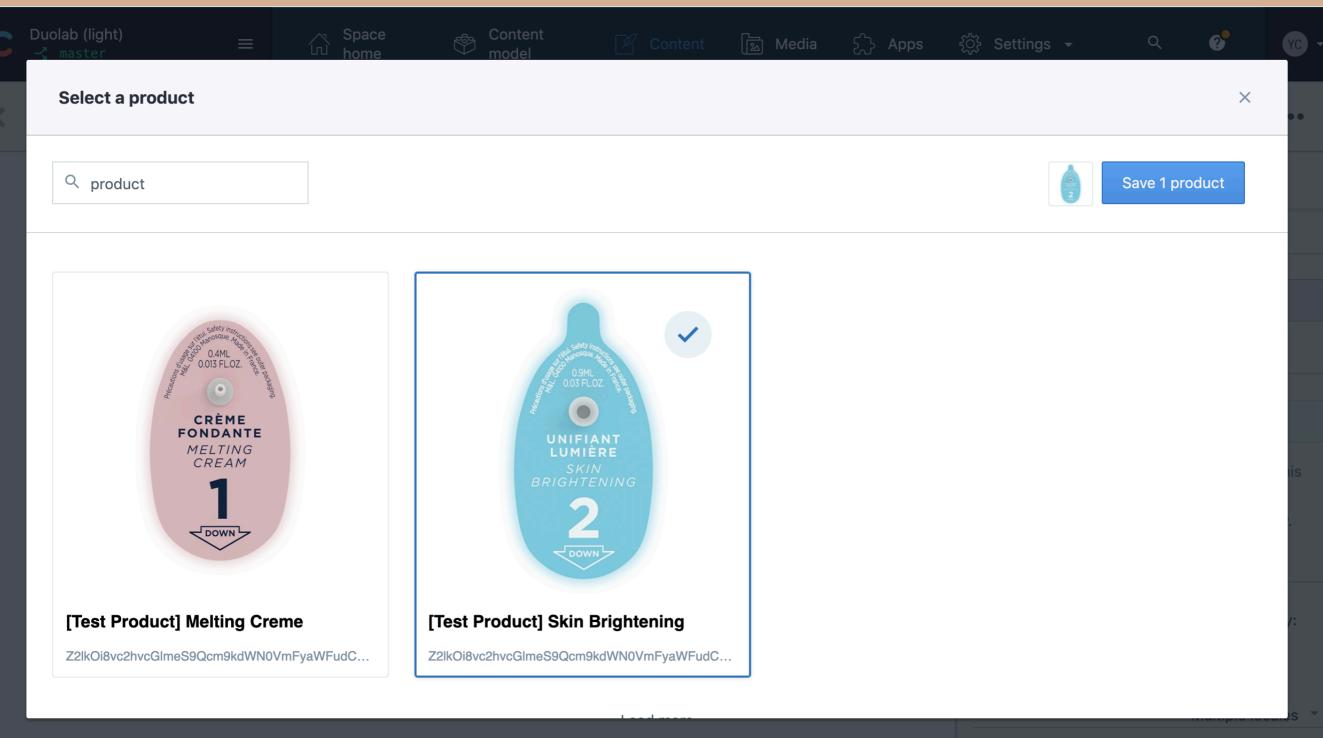








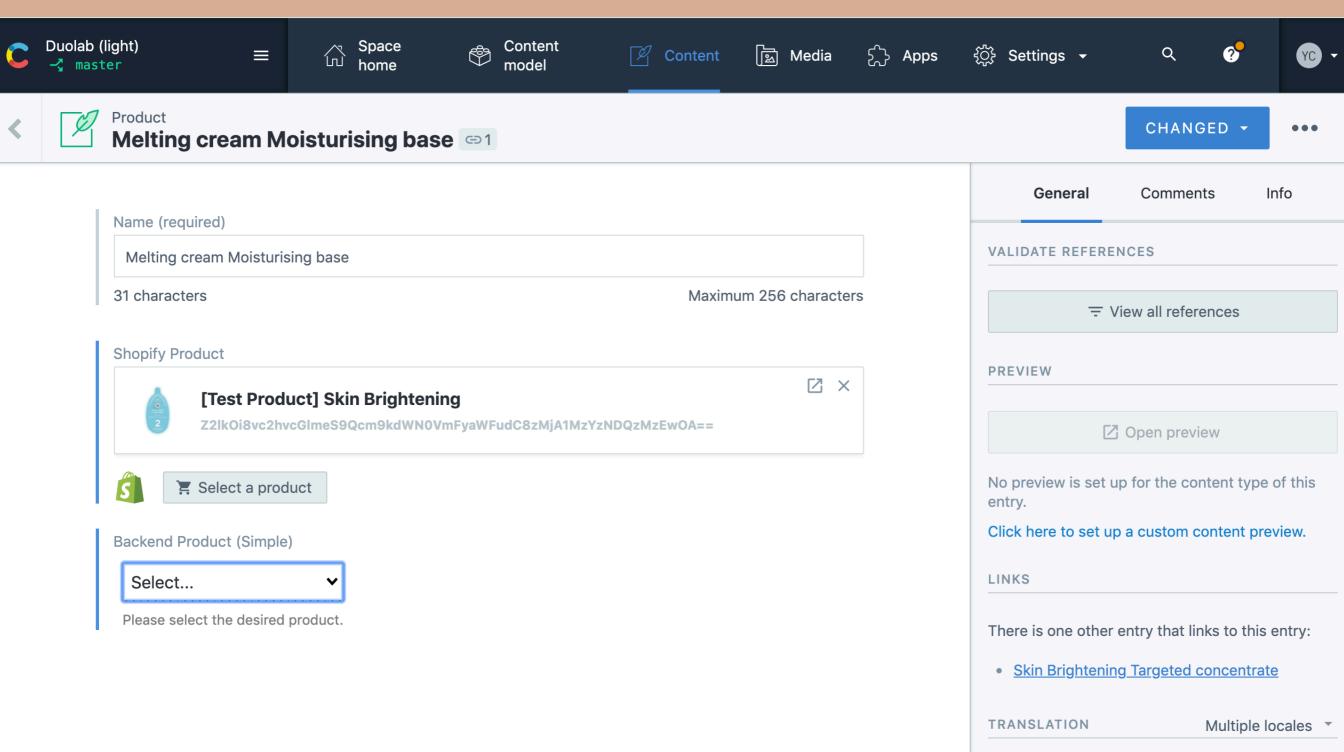


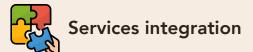








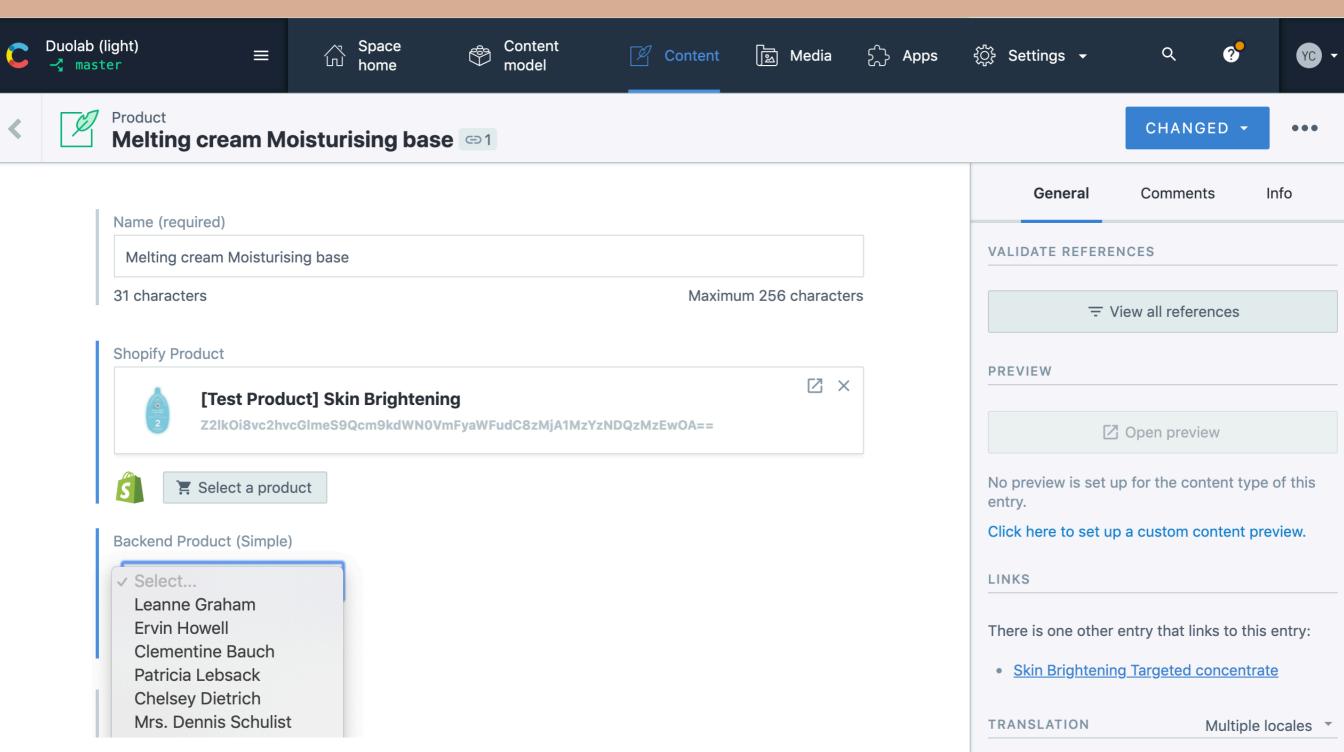


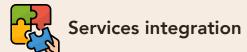
















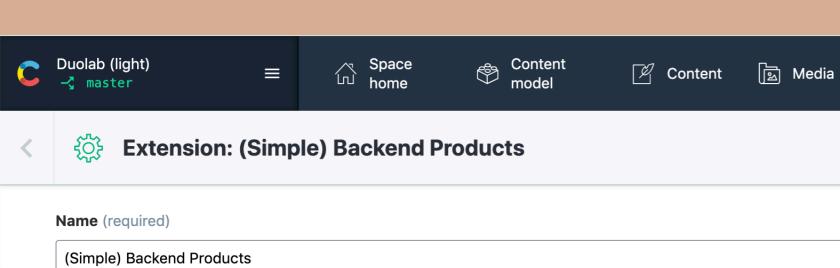
{্ট্রি Settings ▼

Apps



3

Close



Legacy	sidebar	extension

☐ Asset ☐ Assets

Field types

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

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

Yes, this is a legacy sidebar extension

Hosting (required)

Self-hosted (src)

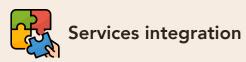
Hosted by Contentful (srcdoc)

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 chead









```
<!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>
```









Pros:

Easy to implement

Cons:

Hard to configure several environments





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Content fetching



```
/* 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)
```



Content fetching



Pros:

Contentful SDK makes it easy to use

Cons:

Should we validate the data we receive? Watch out for soft delete—could lead to bugs



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Learnings and takeaways



Data model



Services integration



Developer Experience





Manage environments



Mono-Environment:

Viable but with limitations when integrating to external services Avoid bugs with clear development/contribution process

Multi-Environments:

Possible but the feature is still early staged Onboarding cost to manage content and content types with <u>migration scripts</u>



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Learnings and takeaways



Conclusion

UX/CX



Simple interface to manage +/- complex models

Time to Market



Easy to deploy (installation, SDK, extensions...)

Sustainability



Point of attention: managing environnements





Learnings and takeaways















Time to market







Sustainability







Price









Making the most of Contentful to launch <u>duolab.com</u>



Vielen Dank!



Yu Ling Cheng



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

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Vielen Dank!

Learnings following Q&A:

It's possible to compose content blocs from a <u>rich text field</u>, instead of assembling many blocs—a nice possibility to explore!

