

Duel

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Duel Magento 2.x extension

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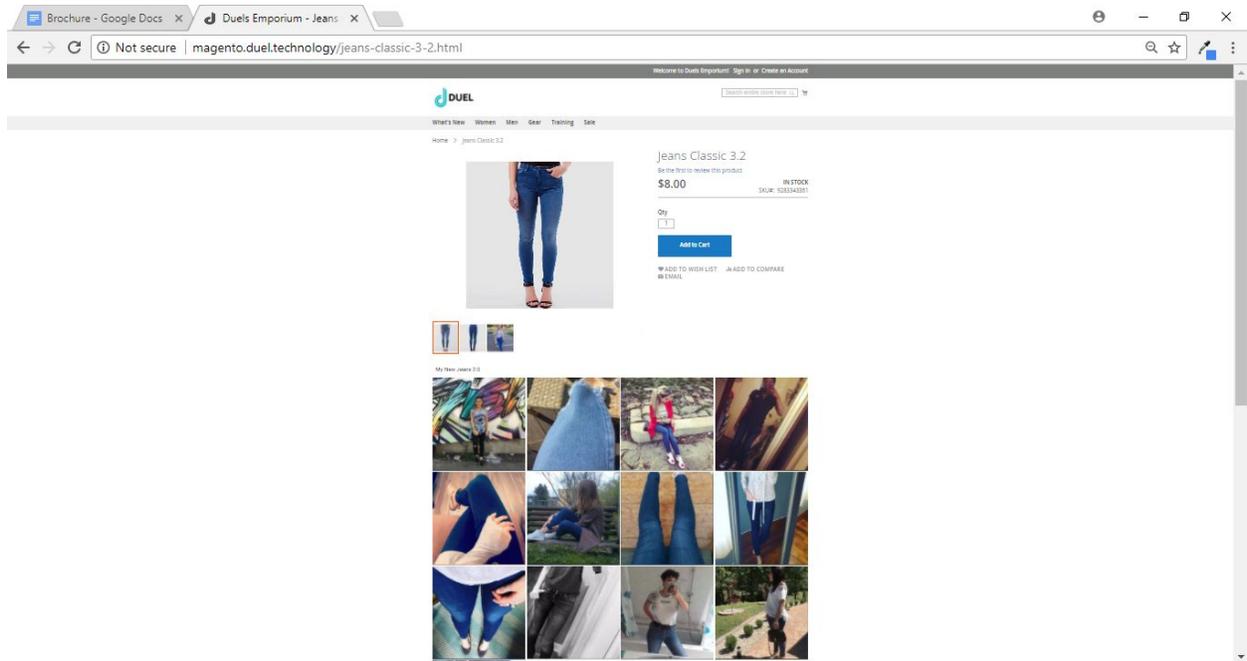
post-shipping emails with links to your products on Duel.

Key benefits:

1. Easily showcase authentic, user-generated content on your e-commerce store.
2. Encourage the creation of new UGC by customers who have recently purchased your products.

Extension Overview

The Duel extension for Magento 2 enables you to display your Duel-created product galleries on your Magento 2 store frontend with ease, while enabling the sending of automated



Installation

Step 1: Using a command line tool, navigate to the root directory of your Magento 2 installation (this folder is usually called “**magento/**” and should contain folders “**app/**” and “**bin/**”

Step 2. Run the command “**composer require duel/gallery**”, to install the extension from packagist.org. When this has run, a folder called “**duel**” should now exist in your <<**magento_root**>>/**vendor/** directory.

Step 3.

Run the following commands to enable the module - some may take a few minutes.

```
php -f bin/magento module:enable --clear-static-content Duel_Gallery
```

```
php -f bin/magento setup:upgrade
```

```
php -f bin/magento setup:static-content:deploy
```

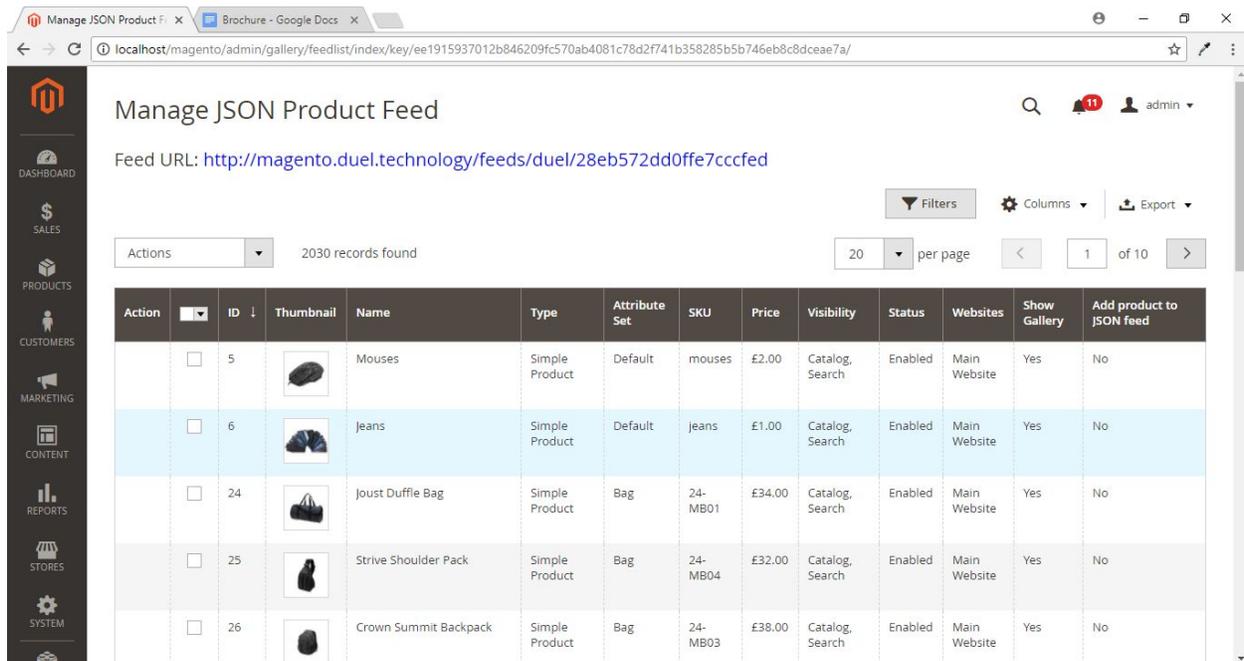
```
php -f bin/magento cache:flush
```

Step 3.5: The last two commands should ensure that the module is installed *and* clear all cached content. However, in some hosting environments there may be a permissions issue with deleting cached static content from the command line. If upon loading your store homepage there are still static-content related errors, then please delete these files through the admin panel, using **“System > Cache Management > Additional Cache Management > Flush Static Files”**.

Step 4: After opening **“Stores > Configuration”**, the option **“Duel”** should now be available in the sidebar.

Creating a JSON product feed

The easiest way to display galleries of your products on the Duel website is to use this extension to create a feed of the relevant products. Navigate to **“Content > Duel > Manage Product Feed”** as per the screenshot below:



The screenshot displays the 'Manage JSON Product Feed' interface in the Magento Admin Panel. The page title is 'Manage JSON Product Feed' and the feed URL is <http://magento.duel.technology/feeds/duel/28eb572dd0ffe7cccfed>. The interface includes a sidebar with navigation options like Dashboard, Sales, Products, Customers, Marketing, Content, Reports, Stores, and System. The main content area shows a table of products with 20 records found. The table has the following columns: Action, ID, Thumbnail, Name, Type, Attribute Set, SKU, Price, Visibility, Status, Websites, Show Gallery, and Add product to JSON feed. The table contains 5 rows of product data.

Action	ID	Thumbnail	Name	Type	Attribute Set	SKU	Price	Visibility	Status	Websites	Show Gallery	Add product to JSON feed
<input type="checkbox"/>	5		Mouses	Simple Product	Default	mouses	£2.00	Catalog, Search	Enabled	Main Website	Yes	No
<input type="checkbox"/>	6		Jeans	Simple Product	Default	jeans	£1.00	Catalog, Search	Enabled	Main Website	Yes	No
<input type="checkbox"/>	24		Joust Duffie Bag	Simple Product	Bag	24-MB01	£34.00	Catalog, Search	Enabled	Main Website	Yes	No
<input type="checkbox"/>	25		Strive Shoulder Pack	Simple Product	Bag	24-MB04	£32.00	Catalog, Search	Enabled	Main Website	Yes	No
<input type="checkbox"/>	26		Crown Summit Backpack	Simple Product	Bag	24-MB03	£38.00	Catalog, Search	Enabled	Main Website	Yes	No

Manage JSON Product Feed

Feed URL: <http://magento.duel.technology/feeds/duel/28eb572dd0ffe7ccfed>

2030 records found (20 selected)

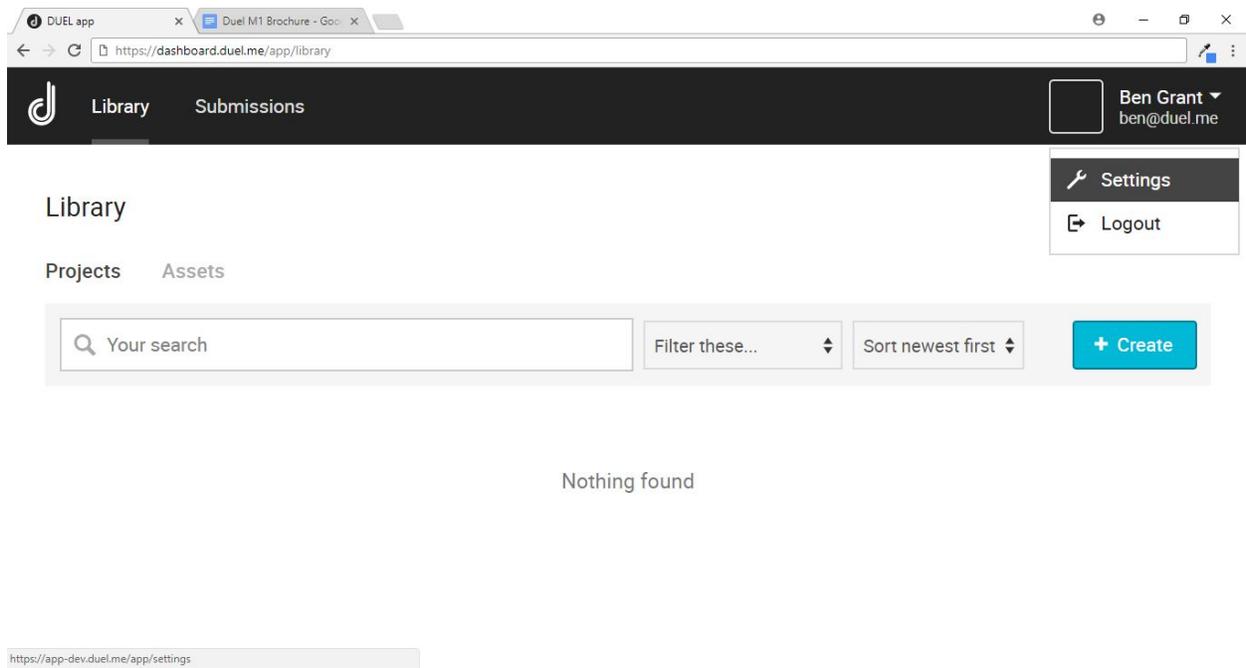
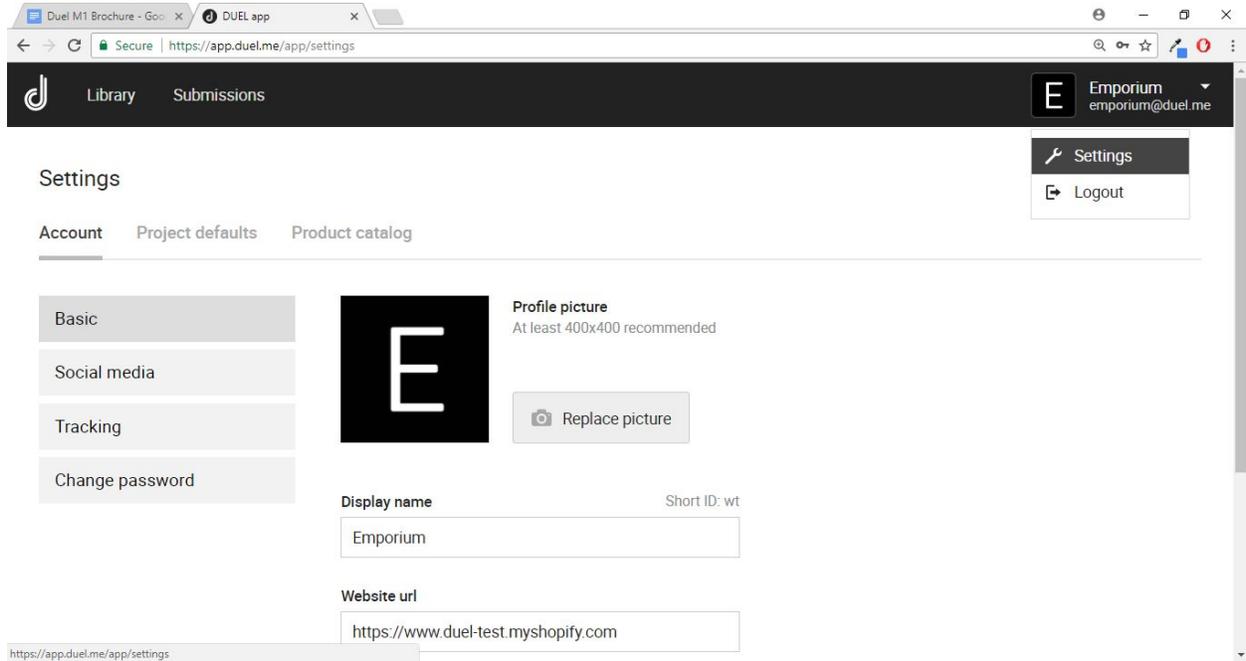
20 per page 1 of 10

Actions	ID	Thumbnail	Name	Type	Attribute Set	SKU	Price	Visibility	Status	Websites	Show Gallery
<input checked="" type="checkbox"/>	5		Mouses	Simple Product	Default	mouses	£2.00	Catalog, Search	Enabled	Main Website	Yes
<input checked="" type="checkbox"/>	6		Jeans	Simple Product	Default	jeans	£1.00	Catalog, Search	Enabled	Main Website	Yes
<input checked="" type="checkbox"/>	24		Joust Duffle Bag	Simple Bag	Bag	24-	£34.00	Catalog	Enabled	Main	Yes

Here you can choose as many products as you want using a variety of filters (price, shop visibility, stock quantity etc) and add them to a feed which you can then paste into the Duel dashboard. When you have chosen which products you want to include in the feed, simply copy "Feed URL", and then go to the Duel dashboard site <https://app.duel.me>, log in, and then go to your User Settings.

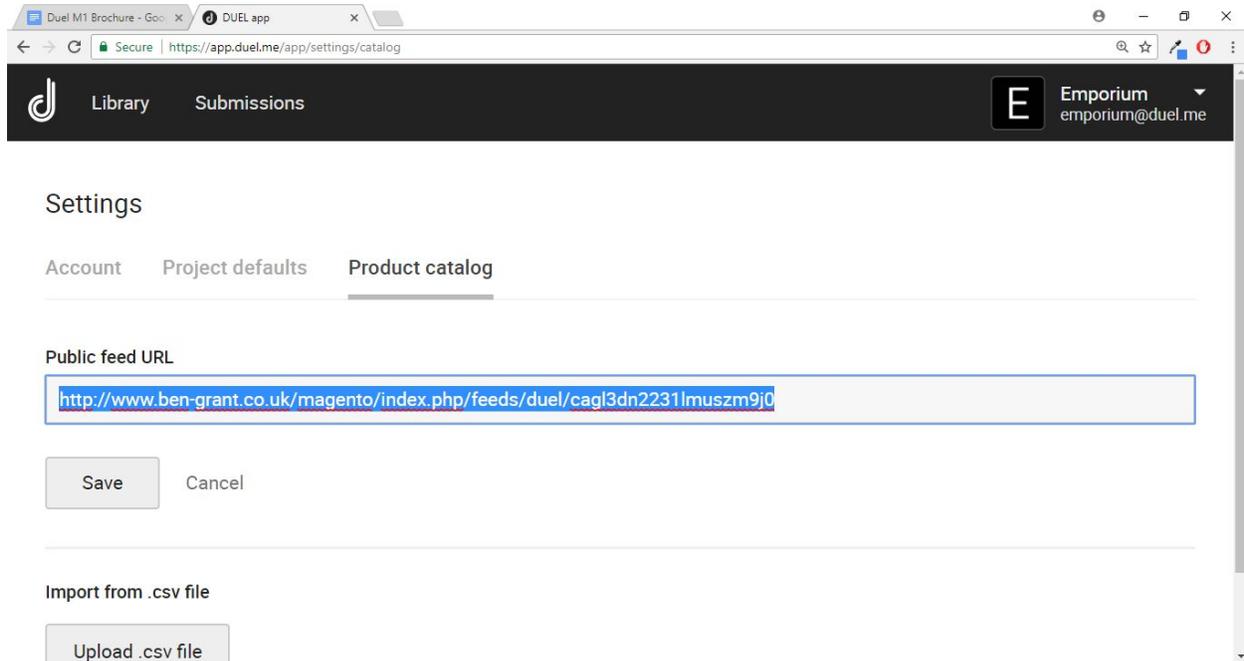
NOTE: The product feed URL should normally be in the format ***your_store_url/feeds/duel/unique_id_code***, eg <http://www.ben-grant.co.uk/magento/index.php/feeds/duel/cagl3dn2231muszm9j0/>. The unique ID is generated automatically when the Duel extension is installed on your Magento 2 store.

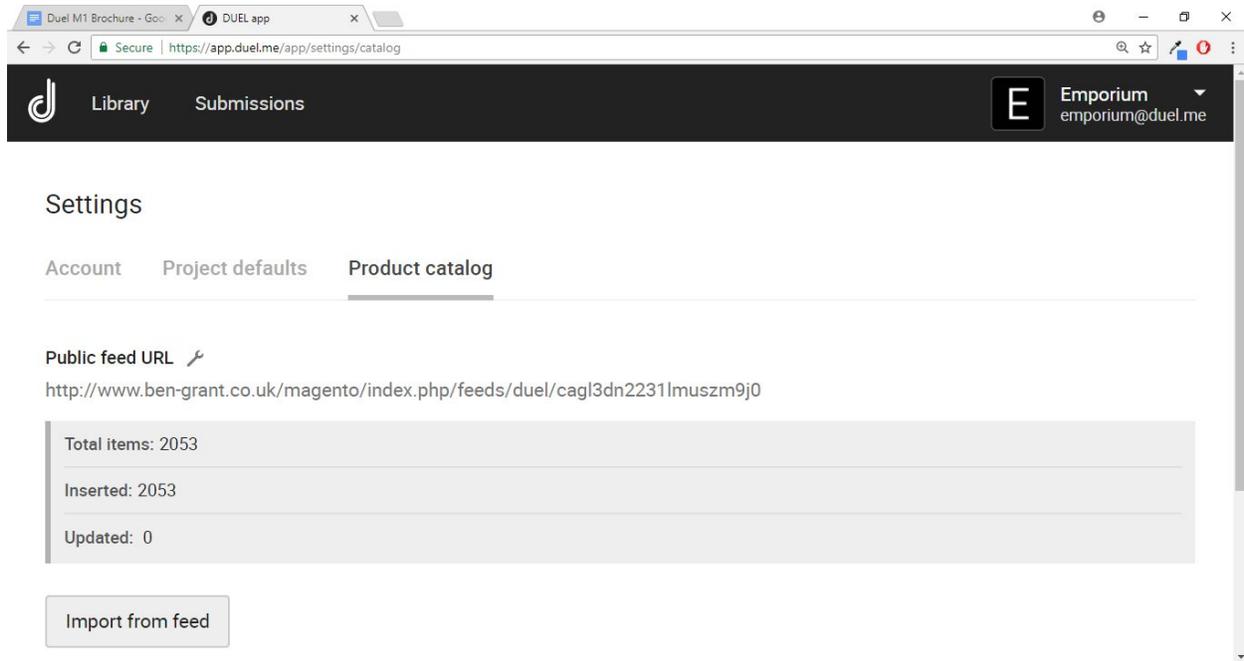
Go to the Duel dashboard <https://app.duel.me> and select "Settings"



6

You can now import products from the JSON feed which is now accessible on your Magento store, by navigating to **“Settings > Product Catalog > Public feed URL”**, pasting in the URL you got from your Magento shop, and saving this URL (which should not normally need to be changed). Then just hit **“Import from Feed”** and Duel will automatically build a repository of all the products you want to import from Magento.

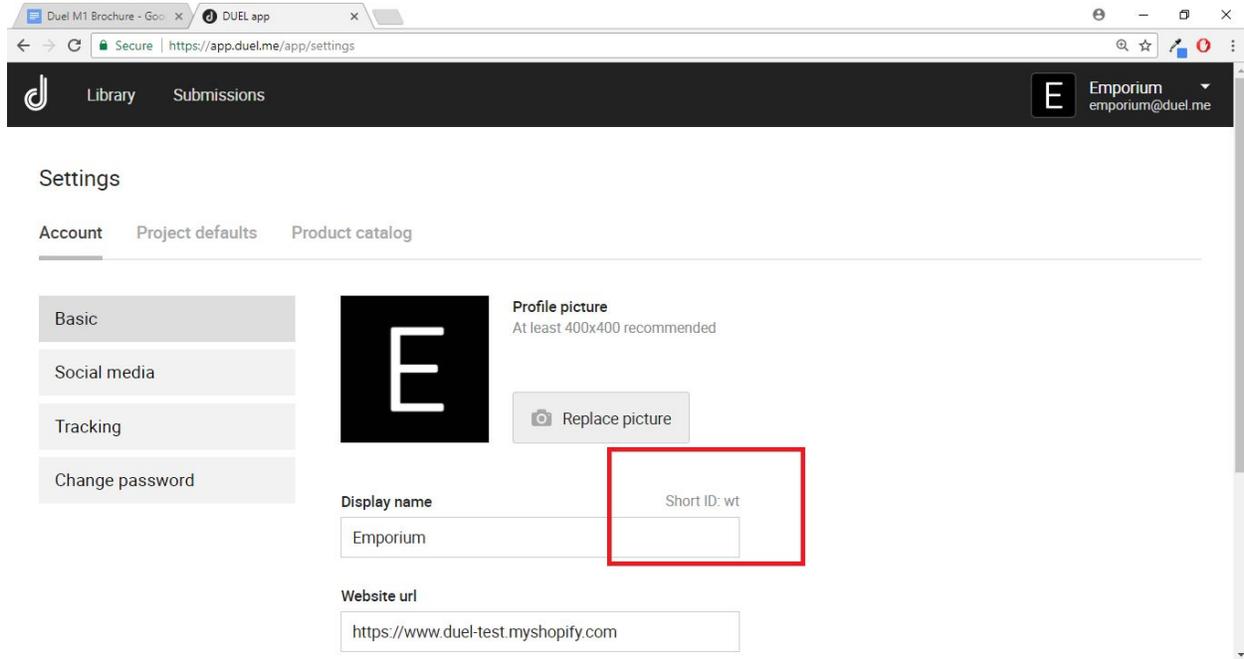




The screenshot shows a web browser window with the URL <https://app.duel.me/app/settings/catalog>. The page title is "Settings" and the active tab is "Product catalog". The user is logged in as "Emporium" with the email emporium@duel.me. The "Public feed URL" is <http://www.ben-grant.co.uk/magento/index.php/feeds/duel/cagl3dn2231lmuszm9j0>. A summary box shows: Total Items: 2053, Inserted: 2053, and Updated: 0. An "Import from feed" button is visible at the bottom.

As can be seen above, all 2000 products from the store in this example have now been imported into Duel, and can be used in galleries. You can update these products whenever relevant product attributes change.

If you return to the "Settings" page, you can also find your Short ID which you will need in the next stage, to display the galleries on your Magento 2 store and to send the follow-up emails. (See below).

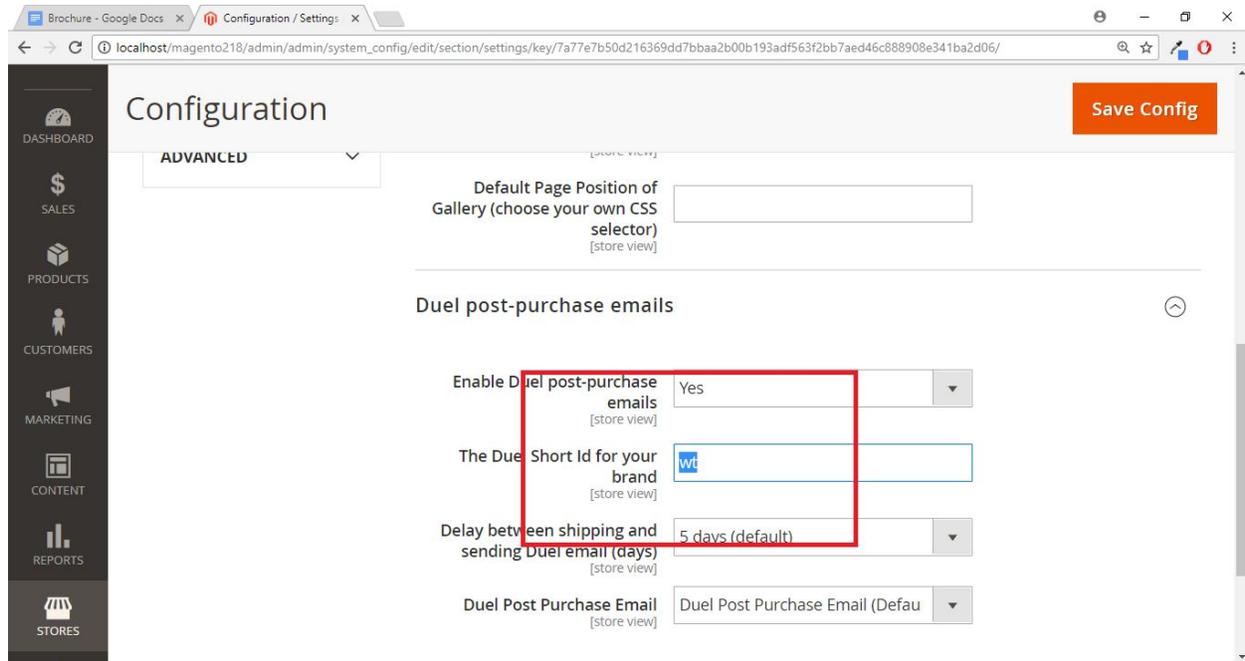


The short ID for this account is “wt”.

Using the extension

Now that you have the short ID, you can head to **“Stores > Configuration > Duel > Settings”** and create some defaults.

First, paste the short ID into **“Duel post-purchase emails > The Duel Short Id for your brand”** as below:



The other Settings are split between those related to displaying galleries on the product pages of your Magento 2 store, and those related to sending post-purchase emails to promote your campaigns. Both are switched off by default, so you will have to switch on “Show galleries on product pages” and “Enable Duel post-purchase emails” in order to make use of either or both of these features.

In the Settings you can also choose default gallery background colours, text colours, page positions, email settings, and other properties for your products. For emails, you can choose whether the emails are sent immediately when the product has been shipped, or after a time delay (to ensure that the customer has had time to receive the product). The default time delay is 5 days.

Please note that to turn the email on for a particular product, you will also have to choose “Enable email” in **“Content > Duel > Manage”**.

The screenshot shows the 'Manage Duel Galleries' page in the Magento Admin interface. The page has a sidebar with navigation options: DASHBOARD, SALES, PRODUCTS, CUSTOMERS, MARKETING, CONTENT, REPORTS, and STORES. The main content area shows a table of gallery configurations. The table has the following columns: Background Colour, SKU, Rows, Columns, Placement, Position gallery by CSS selector, Show Gallery, and Enable Email. The table contains four rows of data. A modal dialog is open over the first row, showing 'Cancel' and 'Save' buttons. A dropdown menu is also visible over the 'Enable Email' column of the first row.

Background Colour	SKU	Rows	Columns	Placement	Position gallery by CSS selector	Show Gallery	Enable Email
#ffffff	jeans	3	3	Below Add-To-Cart button	N/A	Yes	No
#ffffff	24-MB01	3	3	Below Add-To-Cart button	N/A	Yes	Yes
#ffffff	24-MB04	3	3	Below Add-To-Cart button	N/A	Yes	Yes
#98e6e6	24-	12	3	Below Add-	N/A	Yes	No

For using the extension to display your duel galleries on product pages, you likewise can go to **“Content > Duel > Manage”**, which should look similar to the screenshot above. To display a gallery on a product page, you will need to enable **“Show Gallery”** for that product. You can also amend colour, position, and layout for the gallery here.

Every product from your catalog should be shown on this page, and products can be edited individually or in bulk. Please note that after making changes to products, you will need to flush your Magento caches for the changes to show up on the front end.

To edit products en masse, you can select as many products as you like using the leftmost column, and then choose **“Actions > Bulk Edit”** (see below).

Manage Duel Galleries & Emails

✓ Row data has been successfully saved.

Filters Columns Export

6 records found 20 per page 1 of 1

Actions	Quantity	Thumbnail	Name	Colour	Background Colour	SKU	Rows	Columns	Placement	Position gallery by CSS selector
<input type="checkbox"/>	1		Sprite Yoga Strap 6 foot	#660000	#9ec9fa	24-WG085	Use default	Use default	Use default	
<input type="checkbox"/>	2		Sprite Yoga Strap 8	#660000	#9ec9fa	24-WG086	Use default	Use default	Use default	

Then you can choose options which will be applied to all the products you selected from the grid. On the form below, the default is set to “Don’t update this attribute”, to enable you to mass-edit as many attributes as you want, or just one.

The screenshot shows the Magento 2 admin interface for mass editing product galleries. The page title is "Mass edit product galleries". The breadcrumb trail is "Bulk edit products". The form contains the following fields:

- Colour:** #9a0000 (with a red color swatch)
- Background Colour:** #9ec9fa (with a blue color swatch)
- Rows:** 12 (dropdown menu)
- Columns:** 3 (dropdown menu)
- Position gallery on product page:** Below Add-To-Cart button (dropdown menu)
- Position gallery by custom CSS selector:** Don't update this attribute (text input)
- Show gallery on product page:** Enabled (dropdown menu)
- Enable Duel post-purchase email:** Don't update this attribute (dropdown menu)

At the top right of the form, there are "Back" and "Save" buttons. The "Save" button is highlighted in orange. The left sidebar contains navigation icons for Dashboard, Sales, Products, Customers, Marketing, Content, Reports, Stores, System, and Find Partners & Extensions.

Now when you save the form, all the products you selected will have been updated, and you will see the message "Row data has been successfully saved".

Manage Duel Galleries & Emails

✓ Row data has been successfully saved.

Filters Columns Export

Actions 6 records found 20 per page 1 of 1

Action	Entity ID	Thumbnail	Name	Colour	Background Colour	SKU	Rows	Columns	Placement	Position gallery by CSS selector	Show Gallery	Enable Email
<input type="checkbox"/>	1		Sprite Yoga Strap 6 foot	#660000	#9ec9fa	24-WG085	12	3	Below Add-To-Cart button		Yes	No
<input type="checkbox"/>	2		Sprite Yoga Strap 8 foot	#660000	#9ec9fa	24-WG086	12	3	Below Add-To-Cart button		Yes	No
<input type="checkbox"/>	3		Sprite Yoga Strap 10 foot	#660000	#9ec9fa	24-WG087	12	3	Below Add-To-Cart button		Yes	No
<input type="checkbox"/>	4		Set of Sprite Yoga Straps	#660000	#9ec9fa	24-WG085_Group	12	3	Below Add-To-Cart button		Yes	No
<input type="checkbox"/>	5		Sprite Yoga Strap	#660000	#9ec9fa	24-WG085-	12	3	Below Add-		Yes	No

Alternatively if you want to edit a few products line-by-line with different values then you can do this by ticking them and selecting “Edit” from the actions box. This is the quickest way to input any values that you wish to be different for each product eg colours.

Manage Duel Galleries & Emails

✓ Row data has been successfully saved.

Filters Columns Export

6 records found (4 selected) 20 per page 1 of 1

Actions	Quantity	Thumbnail	Name	Colour	Background Colour	SKU	Rows	Columns	Placement	Position gallery by CSS selector	Status
<input checked="" type="checkbox"/>	1		Sprite Yoga Strap 6 foot	#660000	#9ec9fa	24-WG085	12	3	Below Add-To-Cart button		Yes
<input checked="" type="checkbox"/>	2		Sprite Yoga Strap 8	#660000	#9ec9fa	24-WG086	12	3	Below Add-To-Cart		Yes

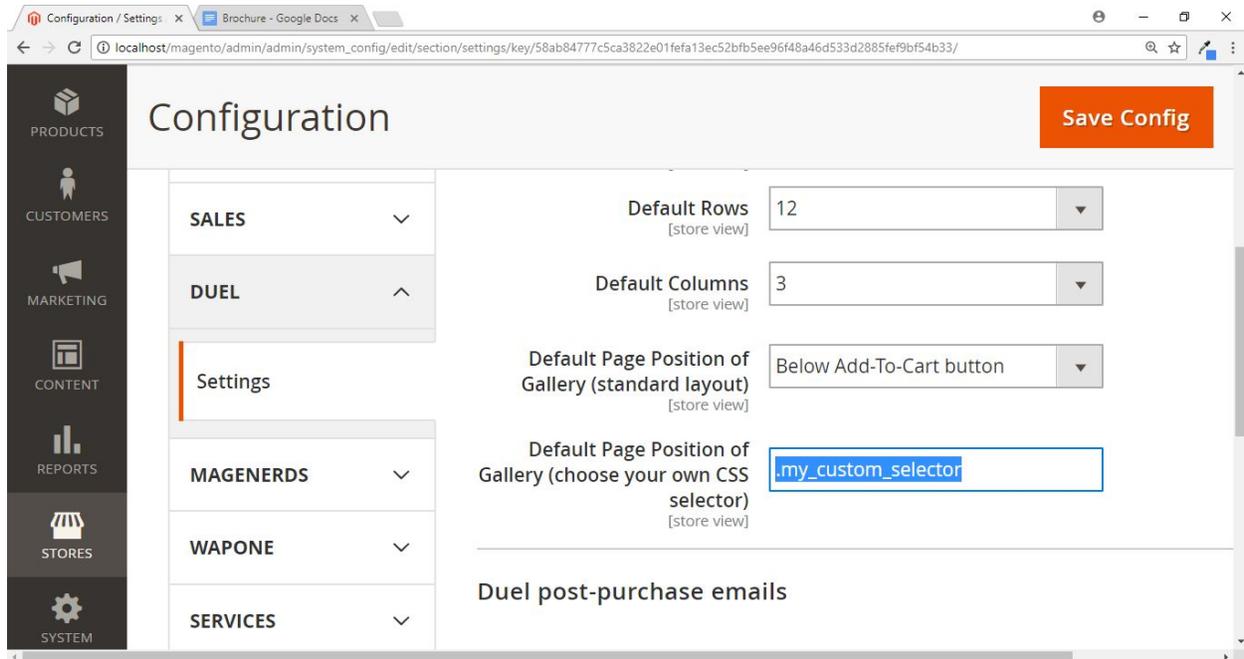
Please note that if you use the “All in column” option to set a field to the same value for every product (e.g. setting every gallery to have a blue background), then you will need to click “**Apply**” before “**Save edits**” in order to save the changes for that column.

Action	Entity ID	Thumbnail	Name	Colour	Background Colour	SKU	Rows	Columns	Placement
Apply				All in Column	All in Column	All in Column	All in Column	All in Column	All in Column
<input type="checkbox"/>	1		Sprite Yoga Strap 6 foot			24-W	10	4	Be
<input type="checkbox"/>	2		Sprite Yoga Strap 8 foot			24-W	12	3	Be
<input type="checkbox"/>	3		Sprite Yoga Strap 10 foot			24-W	12	3	Be

Positioning galleries on the product page

Most Magento 2 stores use a layout containing three key elements on the product page - “Main Product Info”, “Product Media”, and (usually) “Detailed Product Info”. The best way to position your gallery is to choose one of these options from the “Placement” column in the products grid above, or to choose a default in **“Stores > Configuration > Duel > Settings > Default Page Position of Gallery”**.

However, if you have a customised layout which does not use these elements, then you can also enter your own CSS selector in the open field “Position gallery by CSS selector”. If this field is filled in for an individual product then it will take precedence over the “Placement” dropdown. Similarly, if “Choose your own CSS selector” is entered in the defaults, this will take precedence over the “standard layout” dropdown. If the selector chosen is not a valid CSS class (eg **.my_custom_selector**) or ID (eg **#my_custom_selector**) or does not exist on the product page, then the extension will fall back to using the non-custom options.



Please note that if you choose a custom element which is very small then the gallery may not display correctly.

To summarise, the order of precedence which determines where the gallery will display on the page is:

1. User-inputted CSS selector for individual product.
2. Position chosen from drop-down for individual product.
3. User-inputted CSS selector chosen as default for all products.
4. Position chosen from drop-down to be the default for all products.
5. If nothing has been chosen by the user then the extension will fall back to displaying the gallery below the "Add To Cart" button.

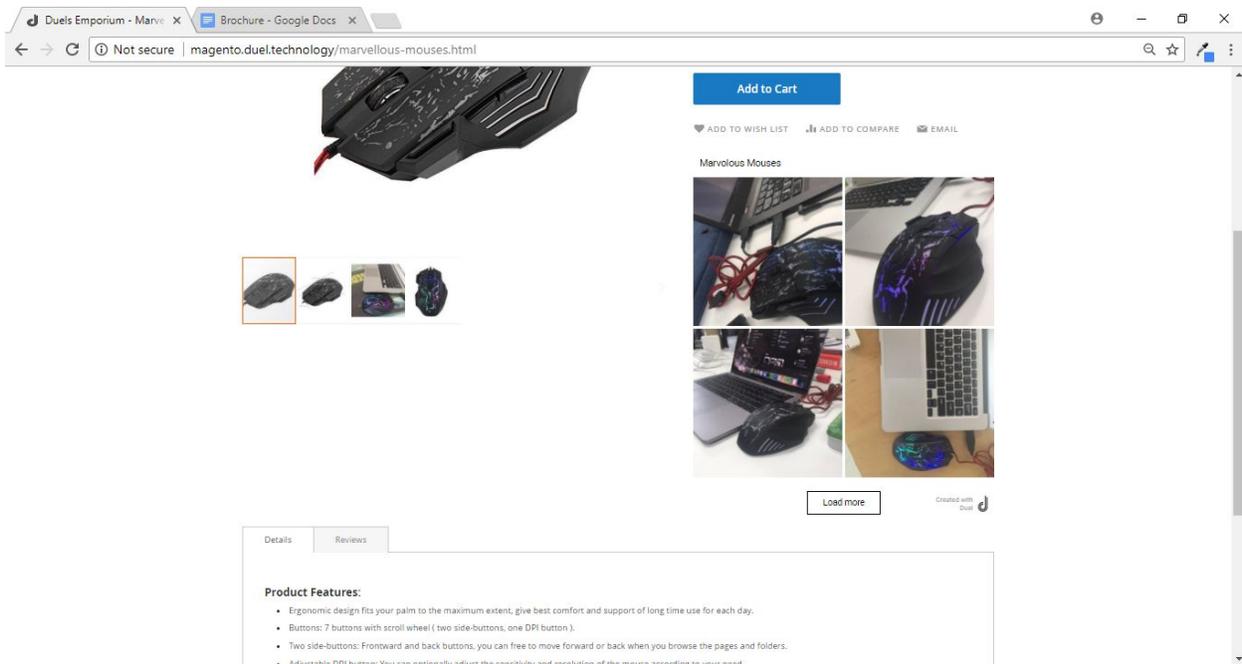
Colours, Rows, Columns

You can choose the background colour and text colour for your galleries either in **"Content > Duel > Manage"** for individual products, or in **"Stores > Configuration > Duel > Settings"** to choose a default for all products. The extension will recognise common colours inputted as

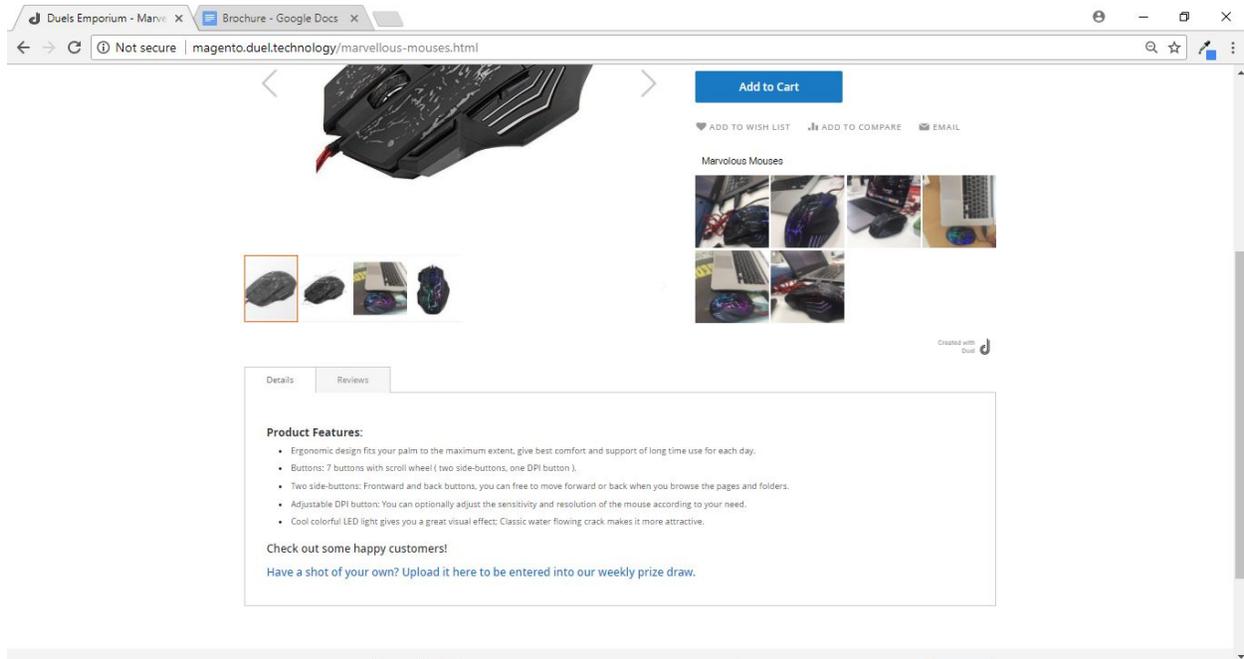
words, or valid CSS colour codes. Please note the hash must be included when inputting hex code; **#ff0000** will output red, whereas **ff0000** will have no effect.

The extension also offers flexibility when choosing how the galleries are tiled; Use “columns” and “rows” to set the width of each gallery image, and the maximum number of rows that are displayed before the “**Load More**” button appears.

If Rows: 2, Columns: 2 is chosen:



If Rows: 2, Columns: 4 is chosen, but there are only 6 images in the gallery:



Width rules

You can specify the desired rows and columns layout for different screen widths in **“Stores > Configuration > Duel > Settings > Add new CSS width rule for gallery columns and rows.”** You can specify up to 4 different rules to change the layout based on the screen width - please note that the “width” in this instance is the width of the iframe containing the galleries, rather than the width of the whole screen. This can be specified at the config level but will be overridden by settings for an individual product.

Configuration

emails [store view]

Save Config

Add new CSS width rule for gallery columns / rows

Minimum iframe width (px) 500

Rows 10

Columns 3

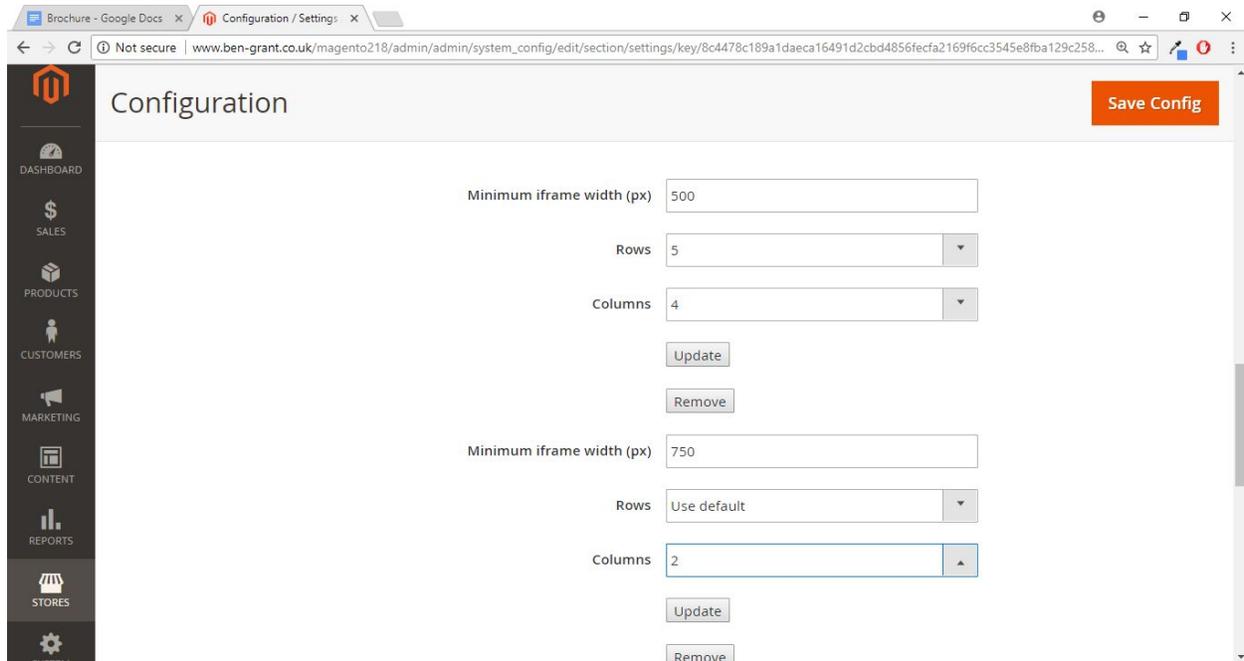
Add CSS width rule

Update CSS width rule for gallery columns / rows

Minimum iframe width (px) 400

The desired iframe width to target should be at least 100px or the rule will not take effect; if either “columns” or “rows” is set to “Use default” then the default value (3 and 12 respectively) will be used for that setting, but the user-selected value will be preferred if entered.

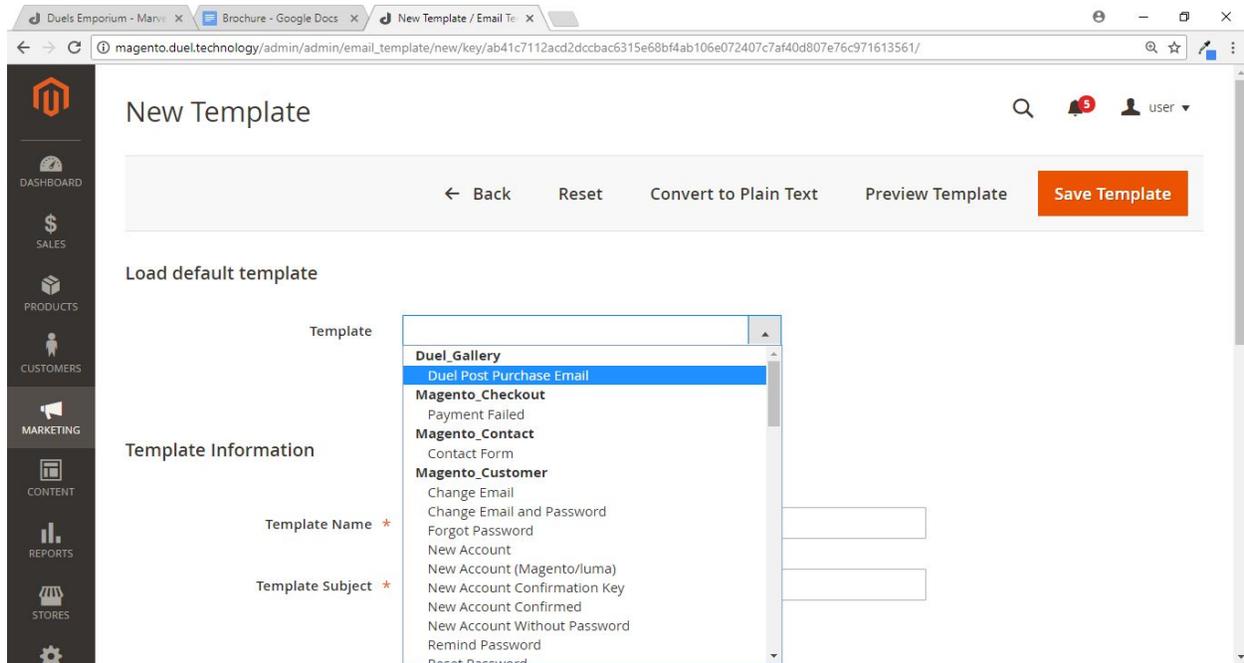
Eg in the below screenshot, if the Duel galleries component has a width of 750px or more, the galleries will be displayed in 2 columns (user inputted value) and 12 rows (auto value). Of course the customer can always load more of the galleries on the page if they way to view them all.



The screenshot shows the Magento 2 Configuration page for a system setting. The page title is "Configuration" and there is a "Save Config" button in the top right corner. The left sidebar contains navigation links: DASHBOARD, SALES, PRODUCTS, CUSTOMERS, MARKETING, CONTENT, REPORTS, STORES, and SYSTEM. The main content area displays two configuration sections for iframes. The first section has a "Minimum iframe width (px)" of 500, "Rows" set to 5, and "Columns" set to 4. Below these are "Update" and "Remove" buttons. The second section has a "Minimum iframe width (px)" of 750, "Rows" set to "Use default", and "Columns" set to 2. Below these are also "Update" and "Remove" buttons.

Emails in more detail

The extension allows you to configure an automated email to be sent after an order is shipped, encouraging the customer to upload photos of their purchase(s) to your gallery. The standard email template is installed with the module and includes a link back to your store, a link to their order, and a list of the items they purchased with pictures and a link to the relevant Duel gallery for each item. If you want to add extra content to the email then you can do this in ***Marketing > Email Templates > Add New Template***. You can load the template which should be identified as "Duel Post Purchase Email", make any changes, and then save it as a new template under whatever name you choose.



To use the new template, you will also need to return to **“Stores > Configuration > Duel > Settings”** in order to select “Duel Modified” or whatever name you chose for your template from the dropdown as below:

The screenshot shows the Magento 2.1.7 Configuration page for 'Duel post-purchase emails'. The page is titled 'Configuration' and has a 'Save Config' button in the top right corner. The left sidebar contains navigation links for SALES, PRODUCTS, CUSTOMERS, MARKETING, CONTENT, REPORTS, STORES, and SYSTEM. The main content area is titled 'Duel post-purchase emails' and contains the following settings:

- Enable Duel post-purchase emails** (store view): Yes
- The Duel Short Id for your brand** (store view): mz
- Delay between shipping and sending Duel email (days)** (store view): 5 days (default)
- Duel Post Purchase Email** (store view): Duel Post Purchase Email (Default)

The footer of the page displays 'Copyright © 2017 Magento, Inc. All rights reserved.' and 'Magento ver. 2.1.7' with a 'Report Bugs' link.

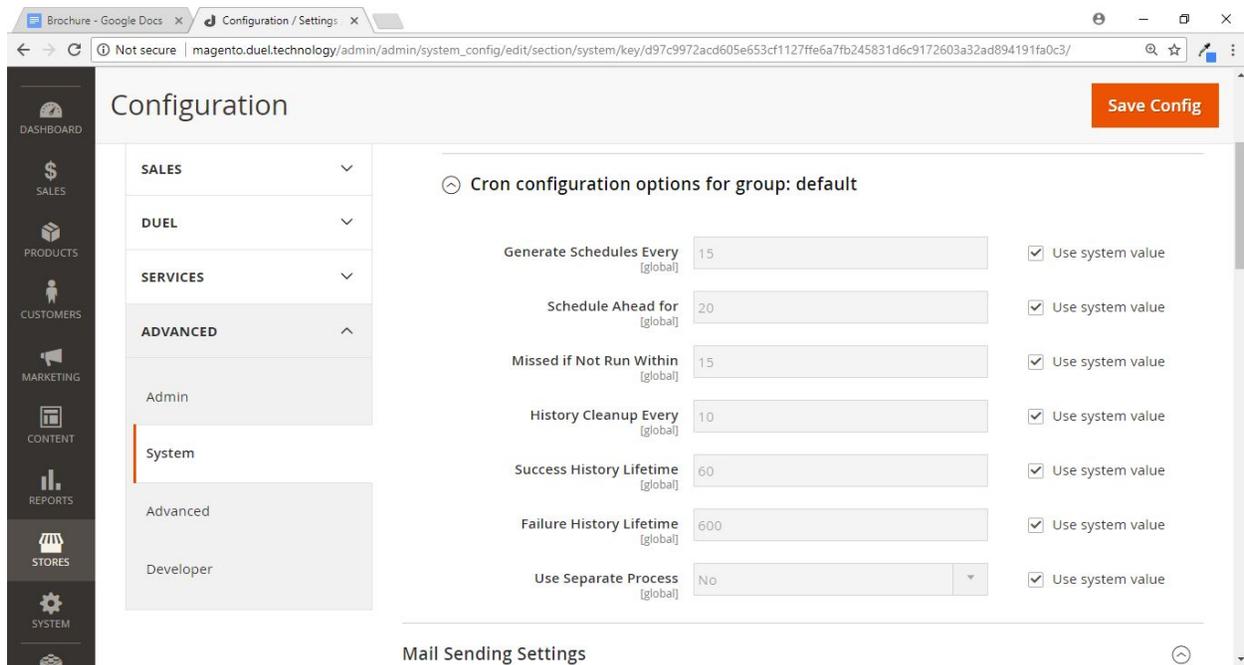
For the Duel email to be sent out after a given customer order, these conditions must all apply:

1. “Enable Duel post-purchase emails” is set to Enabled in “**Stores > Configuration > Duel > Settings > Duel post-purchase emails**”
2. The order must contain at least one product for which “Enable email” has been set to “Yes” in “**Content > Duel > Manage**”
3. You must have entered a valid Short Id for your brand in “**Stores > Configuration > Duel > Settings > Duel post-purchase emails**”, as this is needed to build the link to your product-based campaign on Duel.

Scheduling emails

You can delay the sending of the email for a given period of days after the shipment for that product was created, using “**Stores > Configuration > Duel > Settings > Delay between shipping and sending Duel email**”. If this is set to any value other than 0, then rather than triggering an email, the Shipment action will instead add a job to Magento’s list of Cron Jobs. Each time the Magento Cron Job is run (usually every fifteen minutes) it will check for any shipments older

than the specified number of days, and create an email for the order relating to that shipment. The extension adds a task to the “default” Cron group “**Stores > Configuration > Advanced > System > Cron**” so if the frequency of these tasks is set to an unusually high value in your Magento installation (eg 1 day rather than 15 minutes) then the timing of the emails may be somewhat less exact. However, you should **not** need to change any of these values for the emails to work.



The screenshot shows the Magento Admin Configuration page for the 'System' section. The left sidebar contains navigation links for Dashboard, Sales, Products, Customers, Marketing, Content, Reports, Stores, and System. The main content area is titled 'Configuration' and features a 'Save Config' button in the top right corner. Below the title, there is a section for 'Cron configuration options for group: default'. This section contains several settings, each with a text input field and a checkbox labeled 'Use system value'. The settings are:

Setting	Value	Use system value
Generate Schedules Every [global]	15	<input checked="" type="checkbox"/>
Schedule Ahead for [global]	20	<input checked="" type="checkbox"/>
Missed if Not Run Within [global]	15	<input checked="" type="checkbox"/>
History Cleanup Every [global]	10	<input checked="" type="checkbox"/>
Success History Lifetime [global]	60	<input checked="" type="checkbox"/>
Failure History Lifetime [global]	600	<input checked="" type="checkbox"/>
Use Separate Process [global]	No	<input checked="" type="checkbox"/>

Below the Cron configuration options, there is a section for 'Mail Sending Settings' with a refresh icon.