



Drupal Commerce & Magento を学ぶ

Drupal をやさしく学ぶ勉強会

開催日 2017 年 2 月 17 日(金) 19:00-21:30

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はじめに

Drupal 7& 8のコア

2月17日(金) <https://www.drupal.org/project/drupal>

Recommended releases

These are stable, well-tested versions that are actively supported.

Drupal core 8.2.6

Released: Feb 02 2017

The next patch release of Drupal 8 is ready for new development and use on production sites.

Drupal core 7.54

Released: Feb 02 2017

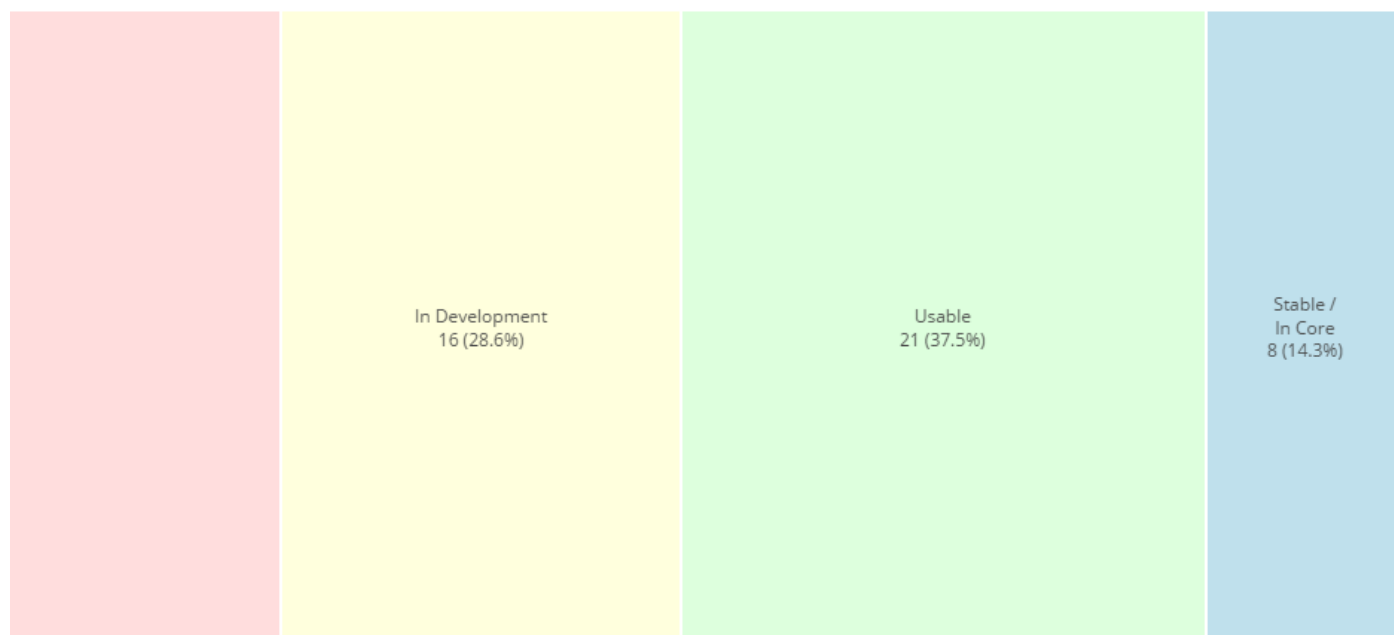
If you need stability and features from the widest variety of contributed modules and themes, this is the version for you.

Drupal 8のステータス

10月24日(月) Drupal 8について、 <https://www.drupal.org/drupal-8.0/get-involved>



10月24日(月)



トピックス

DrupalCon Baltimore 4月24日から28日

<https://events.drupal.org/baltimore2017>

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News & Updates

Our Call for Papers Has Closed

On February 1, 2017 at the stroke of midnight, we turned off our CFP which included session submissions, training proposals, and grant and scholarship applications. We are pumped up about the stellar content offered up by a diverse set of individuals which will make DrupalCon Baltimore an engaging and exciting event.


[View more updates](#)

Drupal Global Training Day March 3月18日(土)

<https://cmslabo.doorkeeper.jp/events/56841>

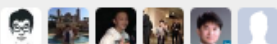
Drupal Global Training Day 2017-3-18

2017-03-18 (土) 10:00 - 17:00

 Google カレンダーに追加

 会場 コワーキングスペース茅場町 Co-Edo (コエド)  東京都中央区新川 1-3-4 PAビル 5階

19人の参加者



+ 13人の参加者

初級コース(定員20名)

無料

中級コース(定員8名)

無料

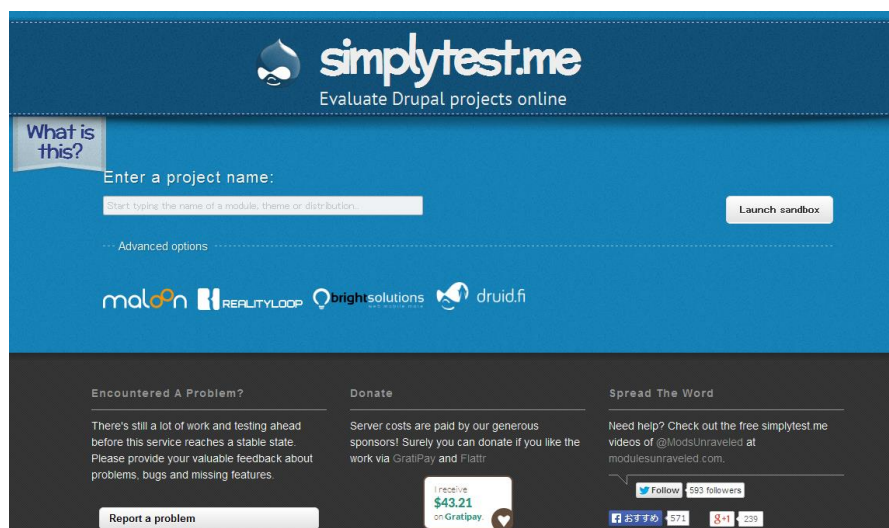
パソコンをご持参下さい

申し込む

あと9人参加できます。

便利なツールやシステム

さまざま Drupal のコアや拡張モジュール、テーマ、ディストリビューションなどを無料で 24 時間、AWS クラウドで体験できます。 <http://simplytest.me/>



デジタルマーケティング資料

- ネットと本業 どうつながるか
- ネットスーパー 限界の足音

次回の勉強会

3月15日(水) 午後7時～ 横浜 かながわ県民センター 710号室 Drupal 8 RESTful API と Vue.js との連携

3月30日(木) 午後7時～ 中央区人形町区民館 3号室 調整中(ご希望により)

勉強会のテーマについて、ご希望をご連絡下さい。皆様のご要望にお応えできるように努力します。

有料のワークショップ

3月中旬で計画中 多言語の設定 Drupal 7版は午前 Drupal 8版は午後 5,000円 場所: 八丁堀又は日本橋

3月中旬で計画中 Drupal 8入門 10時から17時まで 5,000円 場所: 八丁堀又は日本橋

なんでも質問コーナー

Drupal や CMS、クラウドなど、ご質問をお受けいたします。

Dries さんのブログより

Sharing innovation with your competitors

<http://buytaert.net/sharing-innovation-with-your-competitors>

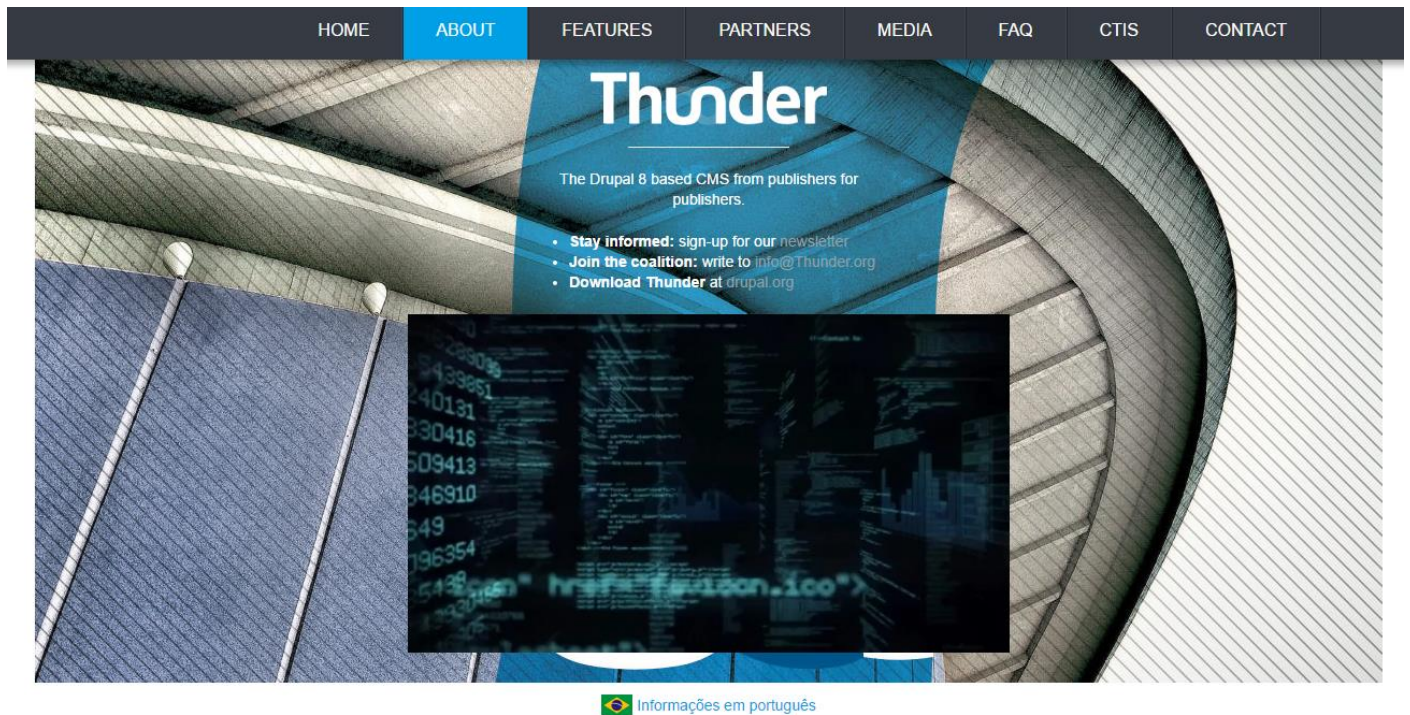
Thunder ディストリビューション

Thunder, a Drupal distribution for publishers

<http://buytaert.net/thunder-a-drupal-distribution-for-publishers>

<https://www.drupal.org/project/thunder>

<http://www.thunder.org/>



WANTED: PHP-DEVELOPER FOR THE THUNDER CORE TEAM: [CLICK HERE](#)

今月のモジュール

今月はお休みです

Drupal 8 の Commerce

Drupal 8 Commerce 2.0 beta について [英文](#)

<https://drupalcommerce.org/blog/45961/drupal-commerce-20-enters-beta>

Drupal Commerce 2.0 Enters Beta

During the Commerce 2.x session at DrupalCon Dublin we officially tagged Drupal Commerce 2.0-beta1, our first production ready release. This does not mean it is feature complete or bug-free, but it does mean that from this point on, we support updating between 2.x releases - a key requirement for production usage. Start a Drupal 8 eCommerce site today, and you will be able to update your way to the full 2.0 release and beyond.



Photo credit [Will Jackson](#) during the "Launching online stores with Commerce 2.x on Drupal 8" session.

NEED EXPERT HELP?

Commerce Guys has solutions, small guys to enterprise

[Get started.](#)

More Posts

[Commerce 2.x: Unit, Kernel, and Functional Tests Oh My!](#)

[Enabling Fancy Attributes in Commerce 2.x](#)

[Commerce 2.0-alpha4 released](#)

[Upgrade paths between Drupal 8 module versions](#)

[View all blog posts](#)



DrupalCon Dublin でのプレゼン動画 [ここから](https://www.youtube.com/watch?v=D9nBCP_tPIQ)
https://www.youtube.com/watch?v=D9nBCP_tPIQ

A screenshot of a YouTube video player. The video is titled "LAUNCHING ONLINE STORES WITH COMMERCE 2.X ON DRUPAL 8" and is from the "DrupalCon Dublin 2016" session. The video is by the "Drupal Association" channel, which has 6,745 subscribers. The video has 1,474 views. The video player shows a slide with the title and the names of the presenters: (bojanz), mglaman, rszrama. The video is currently at 0:03 / 1:02:29.

LAUNCHING ONLINE STORES
WITH COMMERCE 2.X ON
DRUPAL 8

DrupalCon Dublin 2016
(bojanz), mglaman, rszrama

0:03 / 1:02:29

DrupalCon Dublin 2016: Launching online stores with Commerce 2.x on Drupal 8

Drupal Association
チャンネル登録 6,745

視聴回数 1,474 回

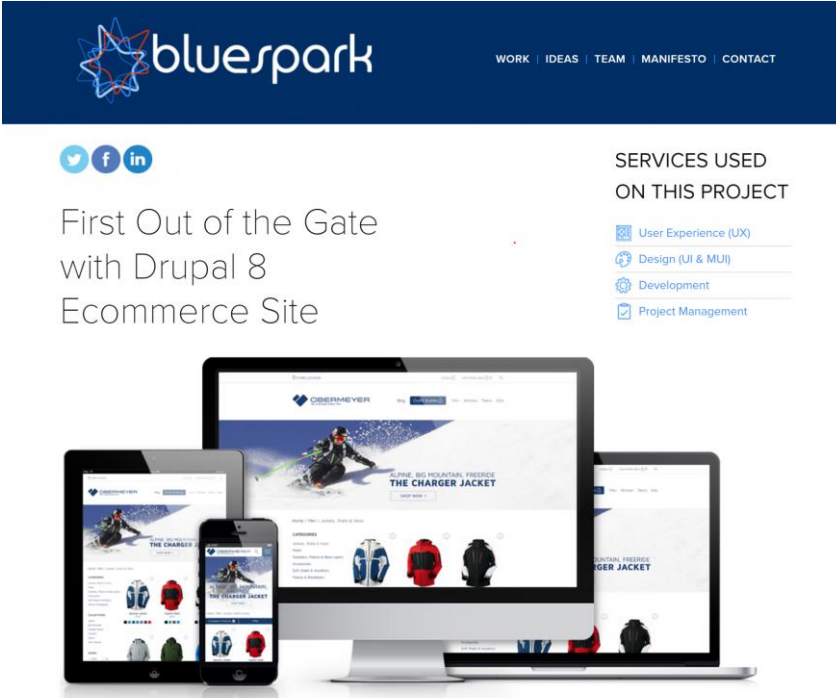
+ 追加 共有 ... その他

16 1

Drupal 8 Commerce の事例（bluespark 社）

bluespark 社と Commerce Guys 社の協同開発

既存 ERP システムとの連携などの概要紹介 >> First Out of the Gate with Drupal 8 Ecommerce Site



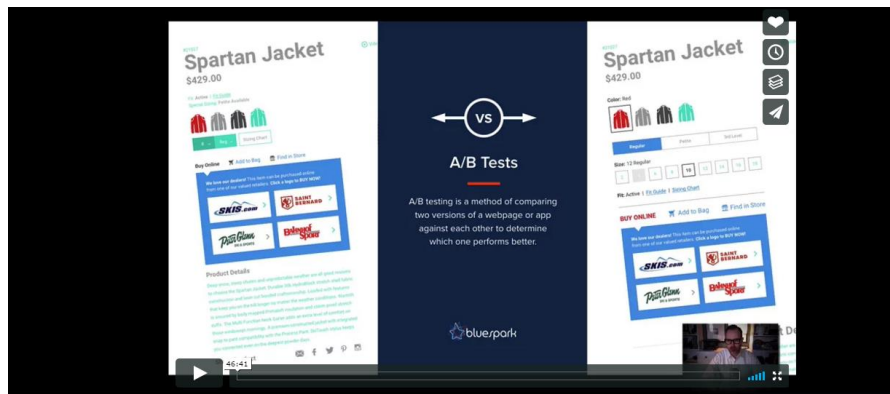
The screenshot shows the bluespark website header with the logo and navigation links: WORK | IDEAS | TEAM | MANIFESTO | CONTACT. Below the header, there are social media icons for Twitter, Facebook, and LinkedIn. The main heading reads "First Out of the Gate with Drupal 8 Ecommerce Site". To the right, under "SERVICES USED ON THIS PROJECT", a list includes: User Experience (UX), Design (UI & MU), Development, and Project Management. Below this, a collection of devices (desktop monitor, tablet, and smartphone) displays the Obermeyer website interface, featuring a skier and the text "THE CHARGER JACKET".

The Obermeyer project began with a broad set of challenges, including three separate websites, three distinct audiences, and independent ERP and B2B ordering systems. The goal was to optimize Obermeyer's digital processes and consolidate their connections with customers through a single, well-integrated platform. Working with Drupal 8 and Drupal Commerce 2.x, the Bluespark team — along with Commerce Guys — designed and developed an enterprise ecommerce solution to facilitate a friction-free purchasing experience for B2C, B2B, and VIP audiences alike. *One site to rule them all.*

概要のプレゼンテーション

One Site to Rule Them All: Building the Right Website for B2C and B2B Customers

<https://vimeo.com/200885789>



One Site to Rule Them All: Building the Right Website for B2C and B2B Customers

from Bluespark 3週間前 | もっと



▶ 39 ♥ 0 💬 3 🗨 0

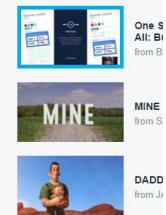
ダウンロード 共有

This presentation addresses the challenges Obermeyer, the Aspen-based ski company, faced when trying to use three independent websites to meet the needs of sales associates, distributors, and customers. Because Obermeyer works with various user groups — customers, distributors, and loyalty program members — there was a distinct need to streamline and consolidate the previous technology. Mark Dodgson, UX strategist at Bluespark, discusses how Bluespark moved three websites into one, implemented new content management and ecommerce systems, and updated the user experience. This presentation uses Obermeyer as a case study to address common B2B and B2C website issues and solutions.

The talk was originally given at the 2017 Outdoor Retailer Winter Market by Mark Dodgson and Ashleigh Thevenet.

Vimeo Staff Picksから

次の動画を自動再生



tenable



Wrote a script to track weather data for each user visiting the site

We can observe patterns such as transactional values going up as the temperature goes down.

bluepark

Upcoming A/B Tests

Sessions and Product Revenue by Device Category

Device Category	Sessions	Product Revenue
desktop	70,674	\$1,189,704.0
mobile	53,058	\$382,267.0
tablet	16,115	\$216,824.0

Sessions and Session Duration by Age

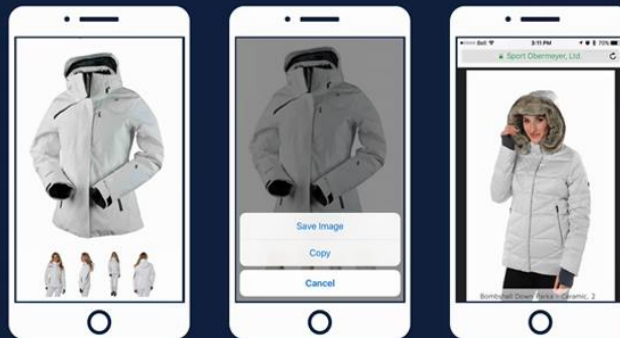
Age	Sessions	Session Duration
35-44	30,756	2213.0
25-34	22,438	1495.0
45-54	17,060	1361.0
55-64	8,951	771.0
18-24	8,397	491.0
65+	3,904	351.0

Google Analytics

- Conversion Rate
- Transactional Value (\$) by country
- Transactional Value (\$) sent to the dealers for final checkout
- Transactional Value (\$) by device (Desktop, mobile, tablet)
- Transactional Value (\$) by browser (Safari, Chrome, Firefox, etc.)
- Sessions by age of individuals (for marketing optimization)
- Pageviews by gender (for better marketing optimization)
- Weather data on a session level (for future planning)

bluepark

UX issues highlighted by asking our Friends and Family

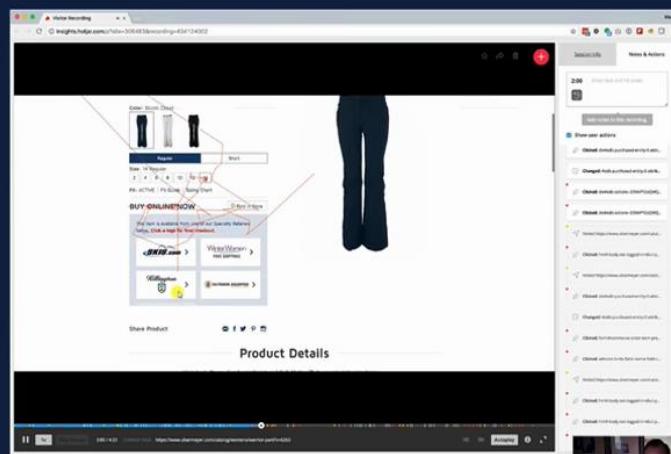


Anonymous User Recording

We introduced anonymous user recordings to find out what users were actually experiencing. This offered us the ability to improve things based on what users are actually doing.



Fail #1



Friendly Fail Points

It's important to remember that things are going to fail. That's the nature of software. Having Customer friendly fail points will help to reduce customer frustration.

Left Example: A user searches for a product that no longer exists. The message says: "What you're looking for no longer exists. Check out these cool new products..."

Right Example: A user tries to take a route outside the patrol area. The message says: "The route you're trying to take lies outside the patrol area. You might need to sign in to see that page."

Bluepark logo

Lessons Learned

- Have good baseline data
- Be proactive not reactive (if possible)
- Understand the metrics that matter
- Consider uncontrollable factors (ie. weather, economy, stock levels, etc.)
- Understand your users (As best as you can)
- Test your assumptions
- Be agile to ensure quick iterative changes

Bluepark logo

ハンズオン

Simplytest.me サイトで Commerce モジュールをインストール <http://simplytest.me/>

Drupal 8 Commerce

渡辺さんによる説明

Magento の概要

渡辺さんによる説明

Magento サイト <https://magento.com/>

Magento の概要 <https://en.wikipedia.org/wiki/Magento>

Symfony について

Symfony サイト <https://symfony.com/>

Symfony の概要 <https://en.wikipedia.org/wiki/Symfony>

Acquia 社と Magento の話題

Forge Partnership to Unify Content and Commerce [Nov. 2, 2016]

<https://www.acquia.com/about-us/newsroom/press-releases/acquia-magento-commerce-forge-partnership-unify-content-and>

Acquia, Magento Commerce Forge Partnership to Unify Content and Commerce [Nov. 2, 2016]

 Share 111  Share 725  Share 80  Share 1  Email 17  Like

Merchants to Benefit from Seamless, Highly Customized Shopping Experiences

BOSTON – November 2, 2016 – Acquia and [Magento Commerce](#) today announced a partnership to integrate Acquia's digital experience portfolio with Magento's commerce and fulfillment solutions. This integration of leading open source content and commerce solutions enables global brands and merchants to take control of the customer journey and deliver highly personalized, content-rich experiences across every touchpoint.

Digital consumer buying habits have become increasingly fragmented and complex, creating a proliferation of shopping and fulfillment touchpoints, use cases and channels that must be managed. Until now, this level of governance was only available through monolithic legacy solutions requiring a significant investment. With this partnership, brands gain an unprecedented strategic advantage through the marriage of Acquia's best-in-class content management and personalization capabilities with Magento's flexible, unified commerce and fulfillment capabilities at a significantly lower cost and time to market.

Selling Acquia & Magento I Exclusive Partner Enablement Webinar [December 7, 2016]

ディスカッション

Drupal、WordPress、オープンソースコミュニティ、CMS などの質疑応答

クレジット、謝辞、ライセンス

クレジット

このマニュアル作者は、Gennai3 株式会社の程田和義です。

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謝辞

本マニュアル作成は、主に以下のサイトを参考にしました。心より感謝いたします。

出典： Drupal.org simplytest.me

ライセンス

Drupal は Dries Buytaert による登録商標です。その他本マニュアルで使われている製品および名称については、それぞれの所有者の商標または登録商標です。