

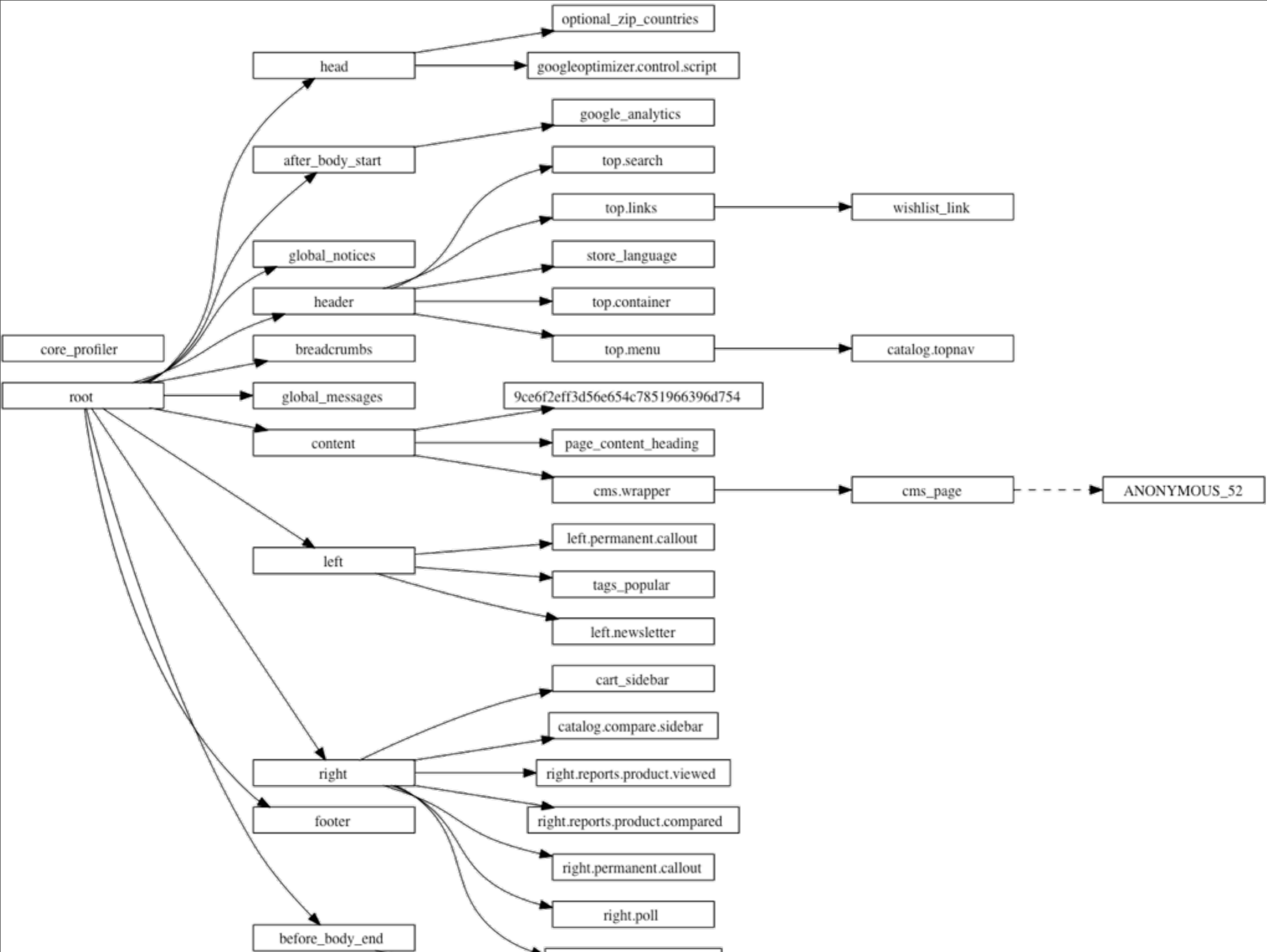
Magento Widgets

What are Widgets

- What problem do widgets solve?

Layout Review

- The layout object is a collection of nested block objects



Adding Content

- Many ways to add a block
- All require programming or XML config
- Great for developers, but —

**IMAGE OF
CORPORATE GUYS
THAT'S NOT
ROYALTY FREE**

The Problem

- Store owners are not programmers
- Code/Config changes introduces risk
- Content management should be real time
- Widgets solve this problem

What are Widgets

- Widgets are Magento template blocks
- Widgets contain structured data
- Widgets contain UI rules for entering data
- Widgets are associated with templates
- Widgets know where they belong

Using Widgets

- **Widget Contexts**
 - **CMS & Static Block content areas**
 - **Instance Widgets for adding blocks anywhere**



Search entire store here...

Default welcome msg!

[My Account](#) | [My Wishlist](#) | [My Cart](#) | [Checkout](#) | [Log In](#)

Your Language:

[Furniture](#) [Electronics](#) [Apparel](#)

[Home](#) / [For Demo Page](#)

We'll add a Widget to this page!

Did you know?

Our customer service is available **24/7**

(555) 555-0123

Hold on, help is on the way.



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Widget Instance

- Allows you to create a reusable widget
- Allows you to add a widget to specific blocks on specific pages
- You define alternate templates for different themes, different blocks
- You can define rules for which blocks a widget may be added to

Manage Pages

[Add New Page](#)

Page 1 of 1 pages | View 20 per page | Total 7 records found

[Reset Filter](#) [Search](#)

Title	URL Key	Layout	Store View	Status	Date Created	Last Modified	Action
			All Store View		From: <input type="text"/> To: <input type="text"/>	From: <input type="text"/> To: <input type="text"/>	
About Us	about-magento-demo-store	1 column	All Store Views	Enabled	Aug 30, 2007 7:01:18 AM	Aug 30, 2007 7:01:18 AM	Preview
Customer Service	customer-service	3 columns	All Store Views	Enabled	Aug 30, 2007 7:02:20 AM	Aug 30, 2007 7:03:37 AM	Preview
Enable Cookies	enable-cookies	1 column	All Store Views	Enabled	Feb 6, 2011 12:30:58 PM	Feb 6, 2011 12:30:58 PM	Preview
Home page	home	2 columns with right bar	Main Website Main Store English French German	Enabled	Aug 23, 2007 3:03:25 AM	Feb 8, 2011 7:23:44 PM	Preview
Home page	home	1 column	All Store Views	Disabled	Apr 16, 2008 7:51:52 AM	Aug 8, 2008 5:23:12 AM	Preview
For Demo Page	lax-hilton	2 columns with left bar	All Store Views	Enabled	Feb 8, 2011 9:52:02 PM	Feb 8, 2011 10:10:52 PM	Preview
404 Not Found 1	no-route	2 columns with right bar	All Store Views	Enabled	Jun 20, 2007 11:38:32 AM	Aug 26, 2007 12:11:13 PM	Preview

Widget Development

Basic Widget Creation

- Add a custom module to the system
- Add a widget.xml file to the system
- Create a widget class
- Run through basic YouTube widget

Additional Features

- Adding templates
- Adding Block restrictions
 - Context sensitive templates
- Theme specific overrides

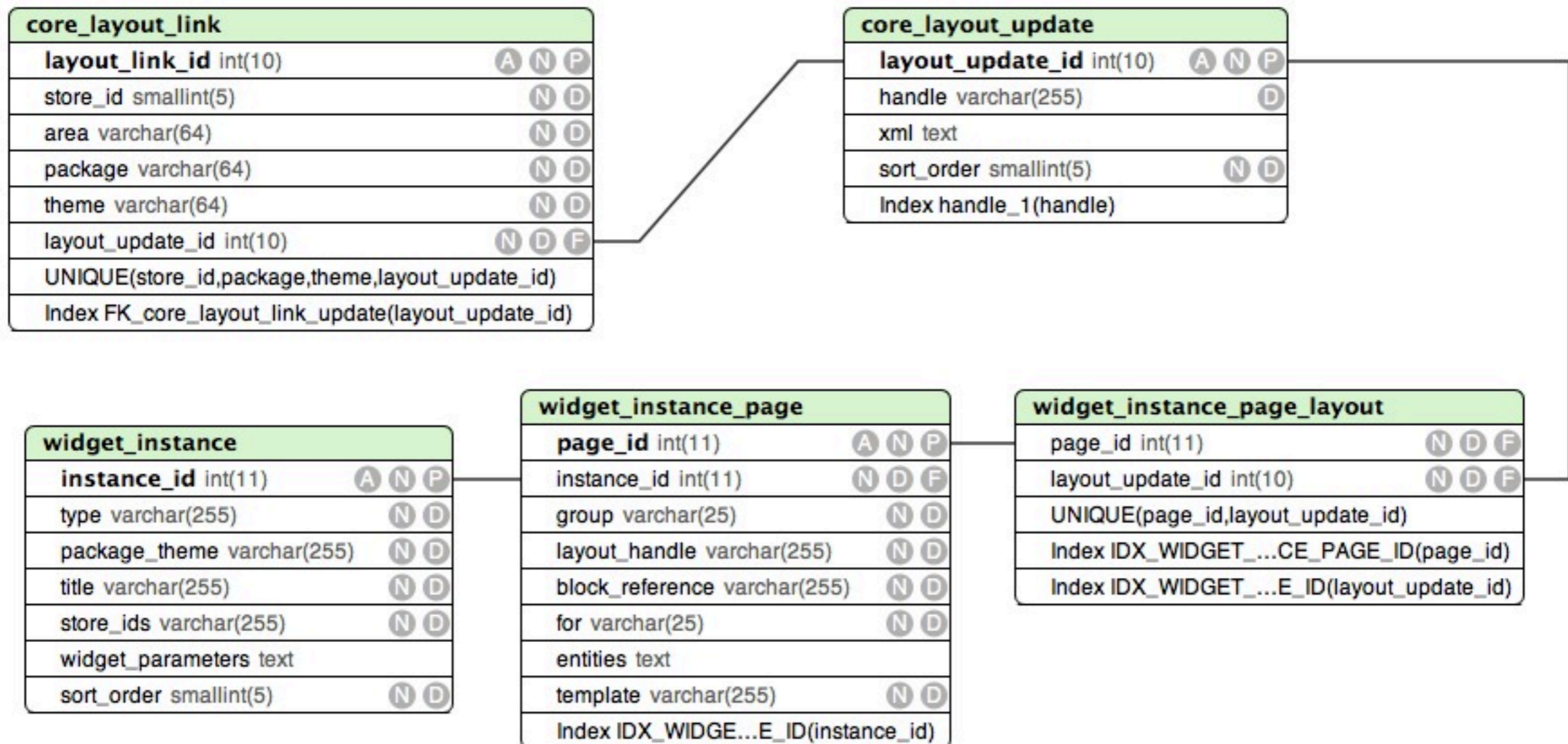
Behind the Scenes

CMS Content Area

- `{{widget type="cms/widget_block"}}`
- Template Directive
 - function `widgetDirective(){...}`
- `Mage_Widget_Model_Template_Filter`

Instance Widgets

- Added Via Layout Updates in Database



Alan-Storms-MacBook-Pro:~ alanstorm\$ %

/usr/local/mysql/bin/mysql -uroot -p

mysql> select * from core_layout_update where layout_update_id = 3\G

***** 1. row *****

layout_update_id: 3

handle: catalog_product_view

xml:

<reference name="content">

<block type="catalog/product_widget_new"

name="f3b1703b83e4447832ebdf67d5676bb1"

template="catalog/product/widget/new/content/new_grid.phtml">

<action method="setData">

<name>products_count</name>

<value>5</value>

</action>

</block>

</reference>

sort_order: 0

1 row in set (0.00 sec)

mysql> █

```
1 <reference name="content">
2     <block type="catalog/product_widget_new"
3         name="f3b1703b83e4447832ebdf67d5676bb1"
4         template="widget/new/content/new_grid.phtml">
5         <action method="setData">
6             <name>products_count</name>
7             <value>5</value>
8         </action>
9     </block>
10 </reference>
```

The End

- Alan Storm

- <http://alanstorm.com>

- Commerce Bug

- <http://http://store.alanstorm.com/products/commerce-bug>

- Free Extensions

- <http://www.magentocommerce.com/magento-connect/developer/alanstorm>