

MAGENTO AS A FRAMEWORK

WHY WE DO BETTER THEN YOU THINK

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ABOUT ME

- love to work on Open Source
- current work involves mostly Magento (PHP e-commerce Framework)
- know a lot about php, js(only frontend) and css
- like to try new things

ABOUT MAGENTO

- Usually a Shop System
- Build to be extendable
- PHP Developers run, if they hear its name
- got bought by ebay 2011

ABOUT THE COMMUNITY

- experiences a strong growth in number and collaboration
- has with FireGento e.V its own association to represent the community and organize events
- does regularly hackathons to create new, and improve existing open source modules

THE ONLINE HACKATHON

- 31st Jan - 1st Feb 2014
- 150 registered attendees
- ~75 contributors
- got a positive mention afterwards on an ebay blog:
<http://blog.ebay.com/for-magento-developers-hack-is-another-word-for-help/>

BACK TO MAGENTO

The screenshot shows a Magento 1.8.1.0 demo store home page. The header features the Magento logo, a search bar with the text "Search entire store here...", and navigation links for "My Account", "My Wishlist", "My Cart", "Checkout", and "Log In". A "Default welcome msg!" is displayed. The main content area is titled "Home Page" and is mostly empty. On the right sidebar, there are three widgets: "COMPARE PRODUCTS" (empty), "MY CART" (empty), and a "BACK TO SCHOOL" promotional banner with a chalkboard and books. Below the banner is a "COMMUNITY POLL" titled "What is your favorite color" with radio buttons for Green, Red, Black, and Magenta, and a "Vote" button. At the bottom of the sidebar is a "NOW ACCEPTING PayPal" badge. The footer contains links for "About Us", "Customer Service", "Privacy Policy", "Site Map", "Search Terms", "Advanced Search", "Orders and Returns", and "Contact Us". It also includes the text "Help Us to Keep Magento Healthy - Report All Bugs (ver. 1.8.1.0)" and "© 2013 Magento Demo Store. All Rights Reserved."

Magento®

Search entire store here... Search

Default welcome msg!

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

Home Page

COMPARE PRODUCTS
You have no items to compare.

MY CART
You have no items in your shopping cart.

BACK TO SCHOOL
Keep your eyes open for our special **Back to School** items and save BIG!

COMMUNITY POLL
What is your favorite color

Green
 Red
 Black
 Magenta

Vote

NOW ACCEPTING
PayPal

[About Us](#) | [Customer Service](#) | [Privacy Policy](#)
[Site Map](#) | [Search Terms](#) | [Advanced Search](#) | [Orders and Returns](#) | [Contact Us](#)

Help Us to Keep Magento Healthy - [Report All Bugs](#) (ver. 1.8.1.0)
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OUR HELLO WORLD



NEED CODE

/app/design/frontend/default/default/layout/local

```
<!--?xml version="1.0"?-->
<layout version="0.1.0">
  <default>
    <reference name="content">
      <block type="core/template" template="cute_face.phtml">
      </block></reference>
    </default>
  </layout>
```

/app/design/frontend/default/default/template/cute

RESULT

The screenshot shows a Magento e-commerce website home page. At the top left is the Magento logo. A search bar is located at the top right with the text "Search entire store here..." and a "Search" button. Below the search bar, there are links for "My Account", "My Wishlist", "My Cart", "Checkout", and "Log In". A message "Default welcome msg!" is displayed. The main content area is divided into three columns. The left column contains a large, pixelated graphic of a smiley face and the text "Home Page". The middle column is empty. The right column contains several widgets: "COMPARE PRODUCTS" (with the message "You have no items to compare."), "MY CART" (with the message "You have no items in your shopping cart."), a "BACK TO SCHOOL" promotional banner with a red apple and books, and a "COMMUNITY POLL" titled "What is your favorite color" with radio buttons for Green, Red, Black, and Magenta, and a "Vote" button. Below the poll is a "NOW ACCEPTING PayPal" logo. The footer contains navigation links: "About Us", "Customer Service", "Privacy Policy", "Site Map", "Search Terms", "Advanced Search", "Orders and Returns", and "Contact Us". It also includes the text "Help Us to Keep Magento Healthy - Report All Bugs (ver. 1.8.1.0)" and "© 2013 Magento Demo Store. All Rights Reserved."

Magento®

Search entire store here... Search

My Account | My Wishlist | My Cart | Checkout | Log In

Default welcome msg!

COMPARE PRODUCTS

You have no items to compare.

MY CART

You have no items in your shopping cart.

BACK TO SCHOOL

Keep your eyes open for our special Back to School items and save BIG!

COMMUNITY POLL

What is your favorite color

Green

Red

Black

Magenta

Vote

NOW ACCEPTING PayPal™

Home Page

About Us | Customer Service | Privacy Policy

Site Map | Search Terms | Advanced Search | Orders and Returns | Contact Us

Help Us to Keep Magento Healthy - Report All Bugs (ver. 1.8.1.0)

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CHANGE CODE

/app/design/frontend/default/default/layout/local

```
<!--?xml version="1.0"?-->
<layout version="0.1.0">
  <default>
    <reference name="right">
      <block type="core/template" template="cute_face.phtml">
      </block></reference>
    </default>
  </layout>
```

MOVED RESULT

The image shows a screenshot of a Magento website's home page. The page is mostly blank, with a large white area on the left and a dark blue header at the top. The header contains the Magento logo, a search bar, and navigation links. On the right side, there are several widgets: 'COMPARE PRODUCTS', 'MY CART', a 'BACK TO SCHOOL' promotional banner, and a 'COMMUNITY POLL'.

Header:

- Magento logo
- Search bar: Search entire store here... Search
- Default welcome msg!
- Navigation links: My Account | My Wishlist | My Cart | Checkout | Log In

Main Content Area:

- Home Page
- COMPARE PRODUCTS**
You have no items to compare.
- MY CART**
You have no items in your shopping cart.
- BACK TO SCHOOL**
Keep your eyes open for our special Back to School items and save BIG!
- COMMUNITY POLL**
What is your favorite color?
 Green
 Red
 Black
 Magenta
Vote

Footer:

The footer area is mostly obscured by a large, dark, pixelated graphic that appears to be a corrupted or broken image.

HOW IS THIS POSSIBLE?

- everything is glued by xml
- you dont programm in xml, you only glue existing things together
- dont get stuck by the whole mass of existing xml

DEBUG THE STRUCTURE

The image shows a screenshot of a web application with a voting interface. At the top, there are four radio buttons labeled "Green", "Red", "Black", and "Magenta". Below them is a "Vote" button. The main content area is obscured by a large, pixelated black and white pattern. A debug tool overlay is visible on the right side, showing the following information:

right.child8

- Class:** Mage_Core_Block_Template
- Module:** Mage_Core
- Template:** frontend/default/default/template/cute_face.phtml
- Methods:**
 - Mage_Core_Block_Template:** (skipping)
 - Mage_Core_Block_Abstract:** (skipping)
- Block nesting:**

DEBUG TOOLS ARE YOUR FRIEND

- you would need way to long, to memorize all xml
- you can instant see how/where 3rd party puts code into frontend
- sometimes grep and findInPath are also very helpfull

SOME MORE USEFULL EXAMPLES

- because within a short time you will be a full grown magento developer
- <!-- insert evil laughing here -->

ADD CSS

/app/design/frontend/default/default/layout/local

```
<!--?xml version="1.0"?-->
<layout version="0.1.0">
  <default>
    <reference name="head">
      <action method="addCss"><stylesheet>css/bootstrap.css</stylesheet>
    </reference>
  </default>
</layout>
```

/skin/frontend/default/default/css/bootstrap.css

ADD JAVASCRIPT

/app/design/frontend/default/default/layout/local

```
<!--?xml version="1.0"?-->
<layout version="0.1.0">
  <default>
    <reference name="head">
      <action method="addSkinJs"><stylesheet>js/bootstrap.js</stylesheet></action>
    </reference>
  </default>
</layout>
```

/skin/frontend/default/default/js/bootstrap.js

A FEW NAMING RULES

- magento uses aliases on many places
- mostly for class resolution
- for example: `core/template` resolved to `Mage_Core_Block_Template`
- first part points to module, second to a class

THERE ARE DIFFERENT CONTEXTS

- Block
- Helper
- Model
- Resource (which is a sub part of Model =>
Mage_Core_Model_Resource_Abstract

OWN MODULES

- use two parts for module
- `getModel('vendor_module/something') =>`
`Vendor_Module_Model_Something`

MORE ABOUT ALIASES

- you always can use full class names instead of alias
- but alias allows usage by magentos class rewrite system

EXAMPLE OF THE CM_REDISSESSION MODULE

```
<config>
  <modules>
    <cm_redisession>
      <version>0.2</version>
    </cm_redisession>
  </modules>
  <global>
    <models>
      <core_mysql4>
        <rewrite>
          <session>Cm_RedisSession_Model_Session</session>
        </rewrite>
      </core_mysql4>
    </models>
  </global>
</config>
```

core_mysql4 is the outdated version of core_resource,
where {core} is the module identifier

DEFINE A CRONJOB

```
<config>
<crontab>
  <jobs>
    <catalog_product_index_price_reindex_all>
      <schedule>
        <cron_expr>0 2 * * *</cron_expr>
      </schedule>
      <run>
        <model>catalog/observer::reindexProductPrices</model>
      </run>
    </catalog_product_index_price_reindex_all>
  </jobs>
</crontab>
</config>
```

REGISTER FOR AN EVENT

```
<config>
<frontend>
  <events>
    <customer_login>
      <observers>
        <catalog>
          <type>model</type>
          <class>catalog/product_compare_item</class>
          <method>bindCustomerLogin</method>
        </catalog>
      </observers>
    </customer_login>
  </events>
</frontend>
</config>
```

you can rewrite existing observers thanks to xml.
for example make type=disabled

ADD A CONFIG VALUE (WITH DEFAULT)

```
<config>
<default>
  <catalog>
    <navigation>
      <max_depth>0</max_depth>
    </navigation>
  </catalog>
</default>
</config>
```

ADD AN ENTRY IN ADMIN AREA(1)

```
<config>
<tabs>
  <catalog translate="label" module="catalog">
    <label>Catalog</label>
    <sort_order>200</sort_order>
  </catalog>
</tabs>
<sections>
  <catalog translate="label" module="catalog">
    <class>separator-top</class>
    <label>Catalog</label>
    <tab>catalog</tab>
    <frontend_type>text</frontend_type>
    <sort_order>40</sort_order>
    <show_in_default>1</show_in_default>
    <show_in_website>1</show_in_website>
    <show_in_store>1</show_in_store>
    <groups>
      <navigation translate="label">
        <label>Category Top Navigation</label>
        <frontend_type>text</frontend_type>
        <sort_order>500</sort_order>
        <show_in_default>1</show_in_default>
        <show_in_website>1</show_in_website>
        <show_in_store>1</show_in_store>
        <fields>
          <max_depth translate="label">
            <label>Maximal Depth</label>
            <frontend_type>text</frontend_type>
            <sort_order>1</sort_order>
            <show_in_default>1</show_in_default>
          </max_depth>
        </fields>
      </navigation>
    </groups>
  </catalog>
</sections>
</config>
```

ADD AN ENTRY IN ADMIN AREA(2)

```
<config>
<tabs>
  <catalog translate="label" module="catalog">
    <label>Catalog</label>
    <sort_order>200</sort_order>
  </catalog>
</tabs>
</config>
```

ADD AN ENTRY IN ADMIN AREA(3)

```
<config>
<sections>
  <catalog translate="label" module="catalog">
    <class>separator-top</class>
    <label>Catalog</label>
    <tab>catalog</tab>
    <frontend_type>text</frontend_type>
    <sort_order>40</sort_order>
    <show_in_default>1</show_in_default>
    <show_in_website>1</show_in_website>
    <show_in_store>1</show_in_store>
    <groups>
    </groups>
  </catalog>
</sections>
</config>
```

ADD AN ENTRY IN ADMIN AREA(4)

```
<config>
<sections>
  <catalog translate="label" module="catalog">
    <groups>
      <navigation translate="label">
        <label>Category Top Navigation</label>
        <frontend_type>text</frontend_type>
        <sort_order>500</sort_order>
        <show_in_default>1</show_in_default><show_in_website>1</show_in_website>
        <show_in_store>1</show_in_store>
        <fields>
          <max_depth translate="label">
            <label>Maximal Depth</label>
            <frontend_type>text</frontend_type>
            <sort_order>1</sort_order>
            <show_in_default>1</show_in_default>
          </max_depth>
        </fields>
      </navigation>
    </groups>
  </catalog>
</sections>
</config>
```

AND HERE IS EVEN MORE

WE HAVE PONYS

The screenshot shows a Magento e-commerce website with a pony theme. The header features the Magento logo, a search bar with the text "Search entire store here...", and navigation links: "My Account", "My Wishlist", "My Cart", "Checkout", and "Log In". A default welcome message "Default welcome msg!" is displayed. The main content area is titled "Home Page" and is mostly empty. On the right side, there are several widgets: "COMPARE PRODUCTS" (no items to compare), "MY CART" (no items in shopping), a "BACK TO SCHOOL" promotion (Keep your eyes open for our special Back to School items and save BIG!), and a "COMMUNITY POLL" titled "What is your favorite color" with radio buttons for Green, Red, Black, and Magenta, and a "Vote" button. The page is decorated with several pony illustrations: a yellow pony on the left, a blue pony near the cart, a purple pony near the poll, and a pink pony at the bottom center. A large, pixelated graphic of a pony is visible at the bottom right.

THE END