

MAGENTO AS A FRAMEWORK

WHY WE DO BETTER THEN YOU THINK

Created by [Daniel Fahlke aka Flyingmana](#) / [@Flyingmana](#)

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 contributers
- got a positive mention afterwards on an ebay blog:
<http://blog.ebay.com/for-magento-developers-hack-is-another-word-for-help/>

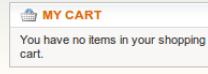
BACK TO MAGENTO

Search entire store here...

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.

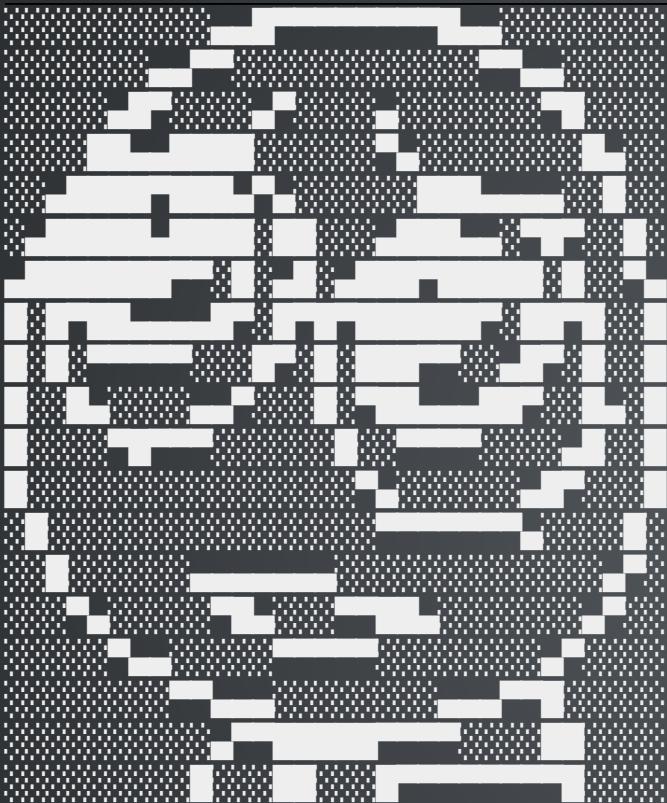
 **BACK TO SCHOOL**
Keep your eyes open
for our special Back
to School items
and save BIG!

 **COMMUNITY POLL**
What is your favorite color
 Green
 Red
 Black
 Magenta

 **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

Screenshot of a Magento® e-commerce website homepage.

The page features a dark blue header bar with the "Magento®" logo and a search bar. A "Default welcome msg!" message is displayed above the main content area.

The main content area includes:

- A large, mostly blacked-out image placeholder labeled "Home Page".
- A "COMPARE PRODUCTS" section showing a message: "You have no items to compare."
- A "MY CART" section showing a message: "You have no items in your shopping cart."
- A "BACK TO SCHOOL" promotional banner with the text: "Keep your eyes open for our special Back to School items and save BIG!" and an image of a red apple and books.
- A "COMMUNITY POLL" section asking "What is your favorite color" with options: Green, Red, Black, Magenta. A "Vote" button is present.
- A "NOW ACCEPTING PayPal™" payment method indicator.

The footer contains links to "About Us", "Customer Service", "Privacy Policy", "Site Map", "Search Terms", "Advanced Search", "Orders and Returns", and "Contact Us". It also includes a link to "Report All Bugs" and a copyright notice: "© 2013 Magento Demo Store. All Rights Reserved."

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>
```

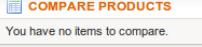
MOVED RESULT

Search entire store here...

Default welcome msg!

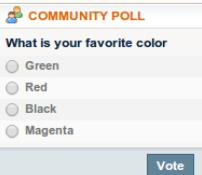
[My Account](#) | [My Wishlist](#) | [My Cart](#) | [Checkout](#) | [Log In](#)

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!

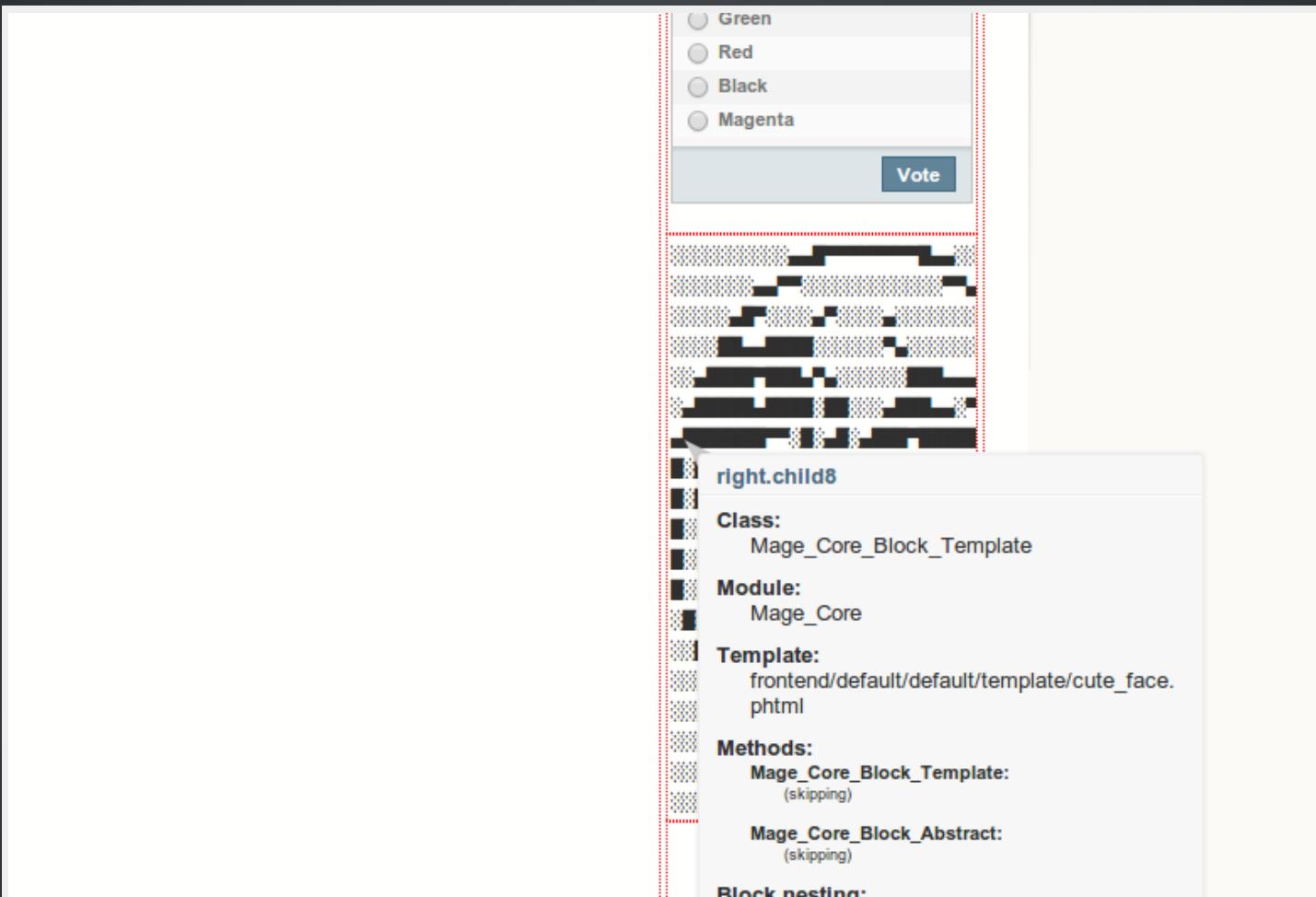

COMMUNITY POLL
What is your favorite color
 Green
 Red
 Black
 Magenta



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



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

Home Page

Default welcome msg!

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

COMPARE PRODUCTS
You have no items to compare.

MY CART
I 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

The image shows a Magento-based website with a dark blue header. The header features the Magento logo, a search bar with placeholder text 'Search entire store here...', and a 'Search' button. Below the header, there's a 'Default welcome msg!' message and links for 'My Account', 'My Wishlist', 'My Cart', 'Checkout', and 'Log In'. The main content area is titled 'Home Page'. On the left side, there's a large white sidebar with a small yellow pony icon. The right side contains several promotional boxes: one for 'COMPARE PRODUCTS' (empty), one for 'MY CART' (empty), and one for a 'BACK TO SCHOOL' sale featuring a red apple and books. At the bottom right, there's a 'COMMUNITY POLL' asking 'What is your favorite color?' with four options: Green, Red, Black, and Magenta, each with a radio button. A 'Vote' button is at the bottom of the poll box. The background of the page is white, and there are several small pony icons scattered throughout the design.

THE END