

# How-to – Category Hero

## V1.0-Global Marketing Technology-AEM

**Component Name:** Category Hero

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# 1 Document History

The following important changes have been made to this document:

Date	Version #	Description of Changes Made	Author	Approved By
10/03/2019	1.0	Initial Draft	Jon Ziefle	

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## 2 Introduction

This document provides “How to Instructions” for the component “Category Hero”. This is an Embedded component and is only available on Solution Category page.

### 2.1 Short Description

This component is used to highlight Product Categories on Solution Category pages. It includes Background Image and CTA. Category Hero provides Author flexibility to include CTA/Phone numbers or both CTA and Phone numbers to enhance the User experience and interaction

#### Feature Overview

##### Background Image

Used to highlight the Product Category in Active state - Background image for Category hero to be provided by Brand team along with the Gradient treatment

Following rules are enforced on Category page:

- Category page will not include Breadcrumbs

##### Headline

RTE provides Author flexibility to include content to highlight Product category

##### Supporting Copy

Highlights both Headline and Marketing content

##### CTA

Used to navigate to Lead Gen overlay or another page

##### Phone Numbers

Clickable numbers

##### Tablet/Mobile

- Supporting copy is always exposed on Mobile and Tablet

##### Breakpoint Considerations

- Elements stack vertically

## 2.2 AEM Component Data Model

Tab	Field Name	Field Group	Field Type	Validation	Accepted values
Content	Desktop/Tablet Image	Main Content	Path	Mandatory	Valid Image
	Mobile Image	Main Content	Path	Optional	Valid Image
	Image Position	Main Content	Select	Mandatory	Left Top Left Center Right Top Right Center Center Top Center Center
	Headline Title	Main Content	Text Area	Mandatory, Max Length 30 Char	Text
	Headline Copy	Main Content	Text Area	Mandatory, Max Length 150 Char	Text
	Supporting Title	Main Content	Text Area	Mandatory, Max Length 95 Char	Text
	Supporting Copy	Main Content	Text Area	Mandatory, Max Length 150 Char	Text
	Select Additional Content Type	Additional Content	Select	Mandatory	None CTA Contact Link CTA and Contact Link
	CTA Text	Additional Content	Text Area	Mandatory, Max Length 13 Char	Text
	CTA Path	Additional Content	Path	Mandatory	Valid path
	CTA Target	Additional Content	Select	Mandatory	Same Page New Page
	Contact Label	Additional Content	Text Area	Mandatory	Text
	Contact Text	Additional Content	Text Area	Mandatory	Text
	Contact Path	Additional Content	Path	Mandatory	Valid path
	Contact Target	Additional Content	Select	Mandatory	Same Page New Page

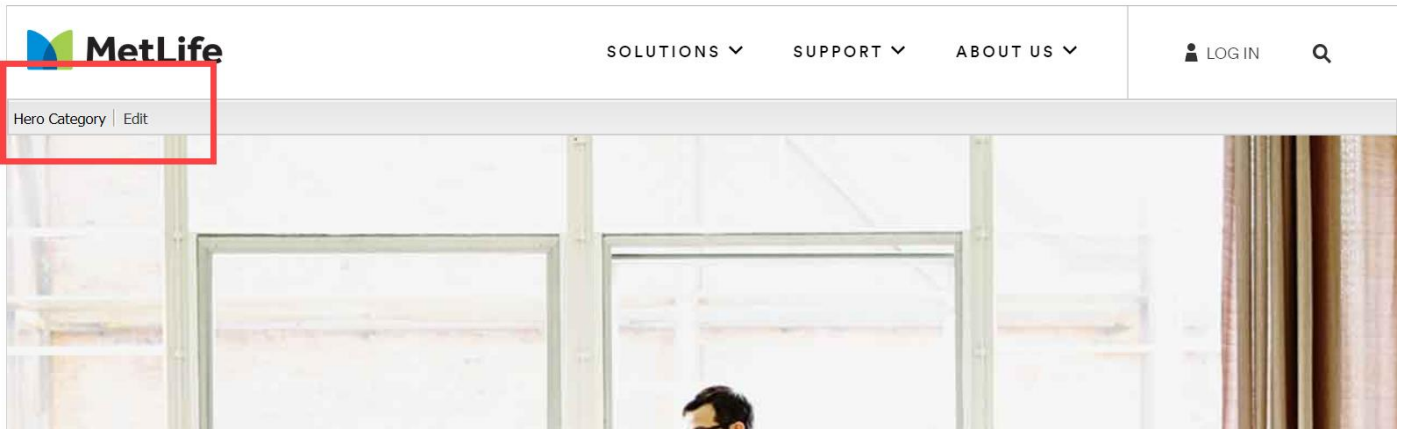
## 2.3 Intended Audience

The primary audience of this design is:

- Content Authors
- Agencies
- Marketers

### 3 How to Enable/Turn-On the Component

This component is embedded in the Category Page template and not available in the Sidekick. There is no option to enable/disable it; it is a mandatory component.



## 4 Component Dialog

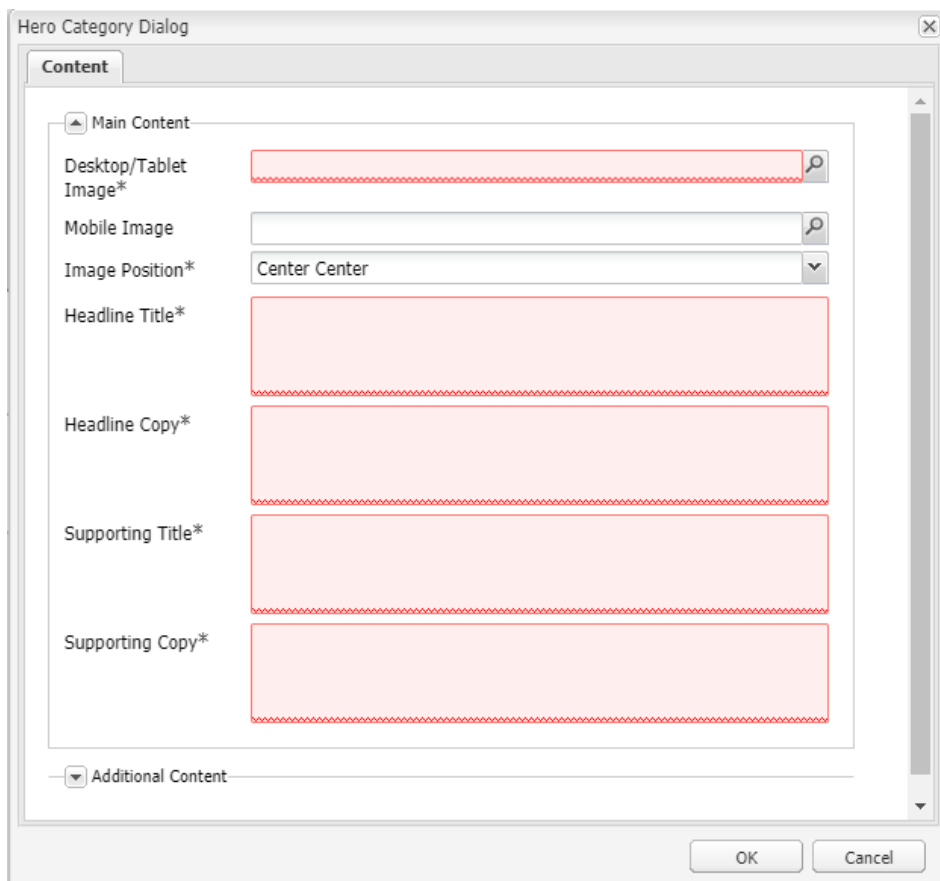
This dialog for the Category Hero contains one tab (Content) and two sections within that tab (Main Content and Additional Content)

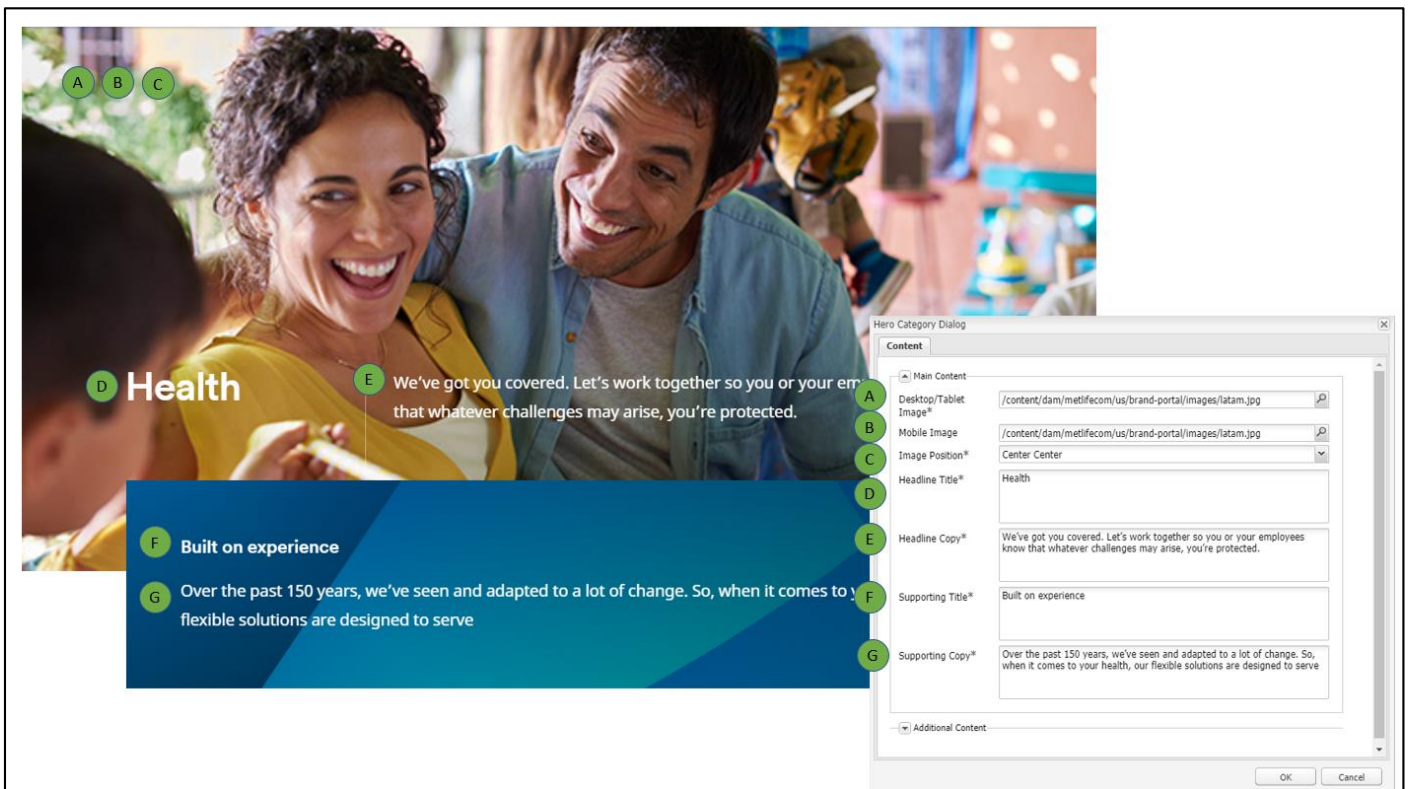


### Main Content

This section will contain the main content configuration (which is mandatory).

- **Desktop/Tablet Image** – The image that will display in the Desktop and Tablet views
- **Mobile Image** – The image that will display in the Mobile view. If not selected, the mobile view will default to the Desktop/Tablet Image.
- **Image Position** – This is the position of the image in all views.
- **Headline Title** – This is the headline title.
- **Headline Copy** – This is the copy that will be below the title
- **Supporting Title** – This is the secondary supporting title
- **Supporting Copy** – This is the secondary supporting copy below the title.





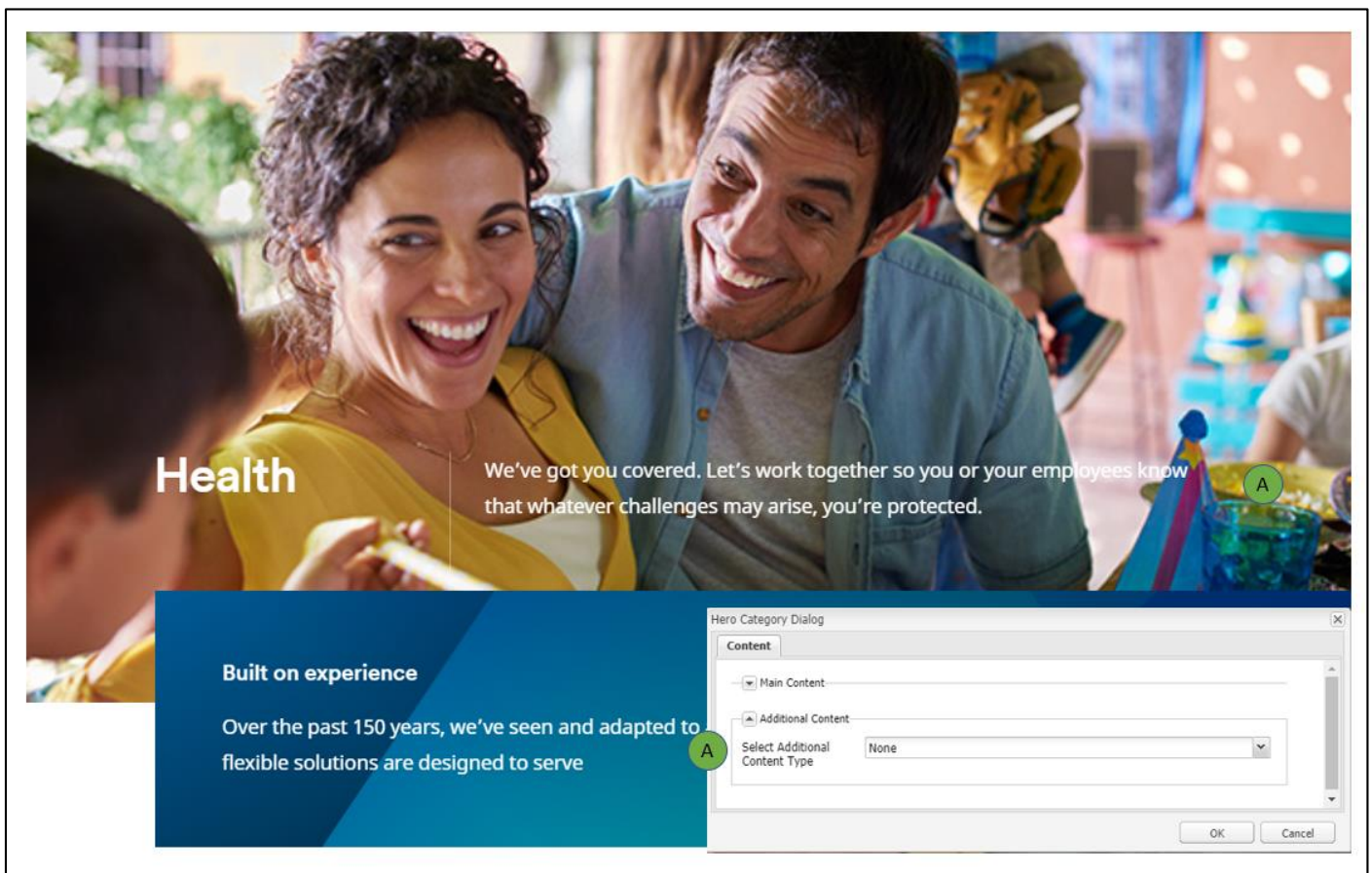
## Additional Content

This section will contain the additional content configuration (which is optional).

- **Select Additional Content Type** – This allows you to select from 4 different additional content types:
  - None
  - CTA
  - Contact Link
  - CTA and Contact Link
- **CTA Text** – Text for the CTA button
- **CTA Path** – Link path for the CTA button
- **CTA Open In** – Target for the CTA link
- **Contact Label** – The label for the contact information
- **Contact Text** – The text of the contact link
- **Contact Path** – The link path for the contact text
- **Contact Open in** – Link path for the contact text.



## Variation – None



## Variation – CTA

Hero Category Dialog

**Content**

— Main Content

▲ Additional Content

Select Additional Content Type: CTA

CTA Text:

CTA Path:

CTA Open in:

OK Cancel

**Health**

We've got you covered. Let's work together so you or your employees know that whatever challenges may arise, you're protected.

**CONTACT US**

**Built on experience**

Over the past 150 years, we've seen and adapted to a lot of change. So, flexible solutions are designed to serve

Hero Category Dialog

**Content**

— Main Content

▲ Additional Content

Select Additional Content Type: CTA

CTA Text: Contact Us

CTA Path: https://www.metlife.com

CTA Open in: Same Page

OK Cancel

**A** **B** **C** **D**

## Variation – Contact Link

Hero Category Dialog

**Content**

Main Content

Additional Content

Select Additional Content Type:

Contact Label:

Contact Text:

Contact Path:

Contact Open in:

OK Cancel

**Health**

We've got you covered. Let's work together so you or your employees know that whatever challenges may arise, you're protected.

**Built on experience**

Over the past 150 years, we've seen and adapted to a lot of change. So, when it comes to flexible solutions are designed to serve

A B C D E

Hero Category Dialog

**Content**

Main Content

Additional Content

Select Additional Content Type:

Contact Label:

Contact Text:

Contact Path:

Contact Open in:

OK Cancel

## Variation – CTA and Contact Link

Hero Category Dialog

**Content**

Main Content

Additional Content

Select Additional Content Type: CTA and Contact Link

CTA Text:

CTA Path:

CTA Open in:

Contact Text:

Contact Path:

Contact Open in:

OK Cancel

**Health**

We've got you covered. Let's work together so you or your employees know that whatever challenges may arise, you're protected.

**CONTACT US**

919-867-5309

**Built on experience**

Over the past 150 years, we've seen and adapted to a lot of change. So, when it comes to flexible solutions are designed to serve

Hero Category Dialog

**Content**

Main Content

Additional Content

Select Additional Content Type: CTA and Contact Link

CTA Text: Contact Us

CTA Path: https://www.metlife.com

CTA Open in: Same Page

Contact Text: 919-867-5309

Contact Path: tel:19198675309

Contact Open in: Same Page

OK Cancel