How to set up a simple WebGUI webshop?

Tineke Roegiers (Delft – Holland) / WUC 2009
Contents

• Settings of the shop
• Start the webshop
• Content for the webshop
• How to change the look of your webshop
Shop settings: general
Shop settings: general

Choose the group to manage the shop

Default templates available
Shop settings: taxes

Two options:
• Add taxes manually
• Import a spreadsheet (.csv) containing all taxes you need

Also: search, rearrange and export taxes
Shop settings: payment methods

- At this moment:
  - Paypal
  - Cash
  - Credit Card (iTransact)

- More payment plugins are under development.
Shop settings: payment methods

- Get a paypal account first and fill it in!
- Don’t forget to enable the method!
- Use Sandbox to test the method.
Shop settings: payment methods

• iTansect:
  • see Tiffany Patterson’s presentation of WUC 2008: [http://www.webgui.org/wgtv/setting-up-shop-back-end#TY6FSFYqaA793ApsP1YKjg](http://www.webgui.org/wgtv/setting-up-shop-back-end#TY6FSFYqaA793ApsP1YKjg)

• Cash:
Shop settings: shipping methods

- Add whatever shipping method suits you
- As many as you like
Shop settings: shipping methods

- Groups allow to differentiate between personal and business customers
- Several choices available
- Free shipping available
Shop settings: shipping methods

- Flat fee: one charge / transaction
- Price per item: one charge / item
- Weight percentage: shipping cost = percentage of total weight of products
- Price percentage: shipping cost = percentage of total price of products

- But you can also make a combination!
Shop settings: vendors

- Add the vendors for which products will be sold

- The items of your webshop can be linked to these vendors
Shop settings: in-shop credit

- In-shop credit can be used to award employees or customers.
- Also: testing your shop
Shop settings: transactions

- List of shop transactions and their status
- Search for certain user
- Used as soon as the shop is working
Shop settings: transactions

Transaction ID: 80Y2i4S-7hid5jh3q21bbg
Order #: 9
Date: 2009-08-31 19:40:50
User: tineke
Cashier: tineke
Amount: 0.00
In-Shop Credit Used: -36.00
Taxes: 5.70
Notes about this transaction:

Payment Method: Inside the Netherlands
Shipping Address: Tineke Roegiers
Rotterdamseweg 183c
Delft, 2629HD
Netherlands
06-99999999

Status Message: success: success

Date | Item | Price | Quantity | Shipping Address | Order Status | Tracking #: |
--- | --- | --- | --- | --- | --- | --- |
2009-08-31 17:40:50 | Oqapi Sweatshirt - Oqapi sweatshirt XL | 30.00 | 1 | | | Not Shipped |
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Start: webshop page

- Turn on the admin
- New Content menu
- Page layout to create new subpage

- Versioning system → version tags tab!

Commit to see your changes in
Start: webshop page

- Menu title appears in the menu on the left
- Title shows on your webpage
- Leave blank and WebGUI will provide a nice url
Start: webshop page

- Hide page?
- Open in new window?
- Display title?
- Templates and style
- Assets on this page will appear here
Start: webshop page

- Choose groups to view or edit this page
- Check out the menu: revisions and version tags
Start: webshop page
- Add keywords
- Summary
- Extra <head> elements (tags)
- Package
- Prototype
- Exportable?
- Prepend url from parent
Start: shelf

• Make categories for your products
• Shelf will contain other assets
Start: shelf

Fill in keywords to link products to this shelf

<table>
<thead>
<tr>
<th>Properties</th>
<th>Display</th>
<th>Security</th>
<th>Metadata</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asset ID</td>
<td>new</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Class Name</td>
<td>WebGUI:Asset:Wobject:Shelf</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Keywords</td>
<td>gifts</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Summary</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Start: shelf

Export and import products to .csv file
Contents

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Webshop content: product

Titles
(Url)
Description
Thank you message
Upload images
Brochure, manual and warranty

This strange animal has been spotted all over the world.
Cache timeout = amount of time it takes before the cached view of the product is cleared.

Keywords provide link to shelf.
Webshop content: product

- SKU (stock keeping unit) identifies the product → can be changed to your own value
- Override of tax rate possible
- Choose the vendor
- Choose if shipping is required
Webshop content: product

De Oqapi sweatshirt is warm en comfortabel. Op de voorzijde links staat de website gedrukt en op de achterzijde staat groot het logo van Oqapi in zilver en blauw.

Alle Oqapi sweatshirts hebben een capuchon.
Webshop content: product variant

- Choose an SKU for this variant.
- Combined with the base SKU of the product.
- Description for the variant
- Price, weight and quantity

At the shelf/page is seen:
Webshop content: product feature

Add features to give additional information about the product

Admin on

Admin off

Features

- Lightweight
- Warm

Oqapi Sweatshirt

View Cart (0)

De Oqapi sweatshirt is warm en comfortabel. Op de voorzijde ligt de weergave gedrukt en op de achterzijde staat groot het logo van Oqapi in zilver en blauw.

Alle Oqapi sweatscharpen hebben een capuchon.

Select size:
- Xl 30.00

Add to cart

Features

- Lightweight
- Warm
Webshop content: Benefits / specifications

Benefits are similar to features

Specifications can be added for the product.
Choose a label, the specification and provide the units
Webshop content: product accessory

• Associate an accessory product to this product
• Choose from existing products

A link to the accessory will appear:

Adding a related product is similar to adding an accessory
Webshop content: donation

- Makes online donations possible
- A default price can be given
- The user can edit this amount
**Webshop content: flat discount coupon**

<table>
<thead>
<tr>
<th>Properties</th>
<th>Title</th>
<th>Menu Title</th>
<th>URL</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Sale</td>
<td>Sale</td>
<td></td>
<td>A special discount is given for all customers spending 50 euros or more.</td>
</tr>
</tbody>
</table>

Thank you message

The coupon has been added to the cart.
Webshop content: flat discount coupon

- SKU is assigned automatically... But can be changed
- You can override the tax rate
- Set an amount to be spent before the discount applies
- Percentage discount and/or price discount

![ADD FLAT DISCOUNT COUPON](image)

*Sale*

A special discount is given for all customers spending 50 euros or more.

[Add To Cart]
Webshop content: subscription

- Subscription can be used to offer:
  - Online magazines
  - Software downloads
  - ...
- Users will be able to access a certain part of your website for a certain period of time.
- Create a group for users becoming subscribers
  Admin Console > Groups
WebsShop content: subscription

Title: News
Menu Title: News
URL:
Description:
Subscribe to our news items!

Thank You Message:
The subscription has been added to the cart.
## Webshop content: subscription

<table>
<thead>
<tr>
<th>Property</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price</td>
<td></td>
</tr>
<tr>
<td>Choose group</td>
<td></td>
</tr>
<tr>
<td>Choose if subscription is recurring</td>
<td></td>
</tr>
<tr>
<td>Subscription period</td>
<td></td>
</tr>
<tr>
<td>You can execute a perl script on subscription</td>
<td></td>
</tr>
</tbody>
</table>
Webshop content: subscription

After creation you’ll see:

- Generate a batch of subscription codes
- Manage subscription codes
- Manage subscription code batches
Webshop content: subscription codes

CREATE A BATCH OF SUBSCRIPTION CODES

- Number of codes in batch: 5
- Subscription code length: 64
- Codes expire after: 1 Month
- Batch Name: Oqapi news items
- Batch description: These codes give access to Oqapi news items

Generate a batch of subscription codes
Manage subscription codes
Manage subscription code batches
Webshop content: subscription codes

- Display only the code batches created between certain dates / Display all
- List the codes of the batch
Manage the codes, check their usage and status
Click on ‘Redeem a subscription code’ to enter the code
Webshop content

• Non-recurring products: products, donation, discount coupons, subscriptions
• Recurring products: subscriptions
• Recurring and non-recurring items cannot be paid for at the same time!
• Set up your webshop accordingly
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Webshop look: macros

- Use shop macros to show certain webshop items on your page
  - ^ViewCart: the link to your cart
  - ^MiniCart: a miniature cart on the body of the page
  - ^CartItemCount → ^ViewCart; (^CartItemCount): the number of items in the cart
Problems?

• Check out:
  • Book: WebGUI Shop Guide of Plainblack
  • Help: Help of the Admin Console
  • Internet: The WebGUI Community Wiki
  • Slide shows: Former WUC presentations
How to set up a simple WebGUI workshop?

QUESTIONS???