

How to set up a simple WebGUI webshop?



1 September 2009

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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

The screenshot displays the 'ADMIN CONSOLE' interface with a grid of 30 icons representing different system management functions. The 'Shop' icon, which depicts a blue bag with a dollar sign, is circled in blue. Another icon, 'Groups', showing two stylized human figures, is also circled in blue. The other icons include: Active Sessions (flower), Advertising (monitor with dollar signs), Assets (server rack), Cache (treasure chest), Clipboard (notepad), Content Filters (magnifying glass), Content Profiling (person silhouette), Databases (cylinder), Graphics (palette), Help (lifebuoy with question mark), Inbox (envelope), LDAP Connections (person with ID card), Login History (person with clock), Scheduler (alarm clock), Settings (gears), Spectre (gold coin with 'S'), Statistics (bar chart), Trash (trash can), User Profiling (person with magnifying glass), Users (person), Version Tags (tag with 'v1.0'), and Work flow (interlocking puzzle pieces).

Shop settings: general

Choose the group to manage the shop

save

Who can manage? Admins Manage

Who is a cashier? Admins Manage

Cart Template Cart (Default) Edit Manage

Address Book Template Address Book (Default) Edit Manage

Edit Address Template Address (Default) Edit Manage

My Purchases Template My Purchases (Default) Edit Manage

My Purchases Detail Template My Purchases Detail (Default) Edit Manage

save

Show admin console.

Shop Settings
Taxes
Payment Methods
Shipping Methods
Transactions
Vendors
In-Shop Credit

Default templates available



Shop settings: taxes

TAXES

Search

<< first < prev **1** next > last >>

Country	State	City	Code	Tax Rate	
The Netherlands		Delft	2611	19	delete
USA	CALIFORNIA			19	delete

<< first < prev **1** next > last >>

Country

State

City

Code

Tax Rate

[Add new tax information](#)

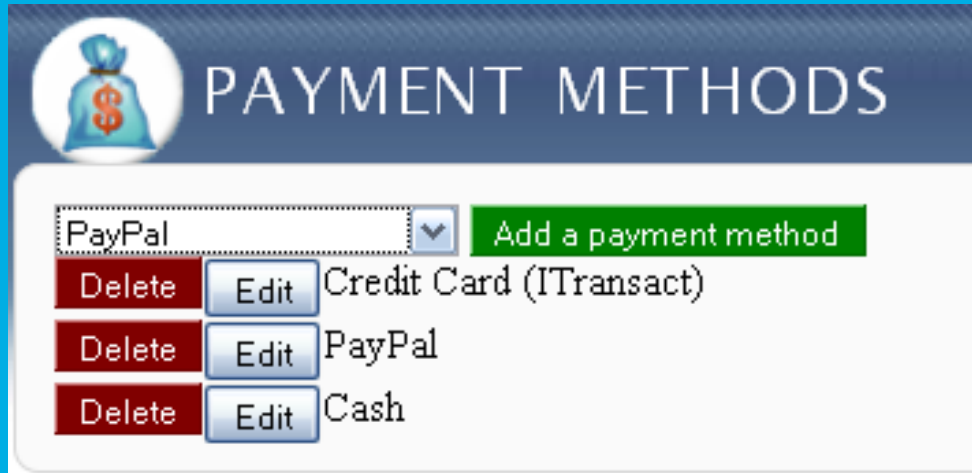
[Export Taxes](#) [Import Taxes](#) [Bladeren...](#)

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

PAYMENT METHODS.

Label: PayPal Oqapi

Enabled: Yes No

Group to use this gateway: Everyone

Receipt Email Template: Email Receipt (Default)

Sale Notification Group: Admins

PayPal Account:

Signature: Oqapi Software B.V.

Currency: Euro

Use Sandbox: Yes No

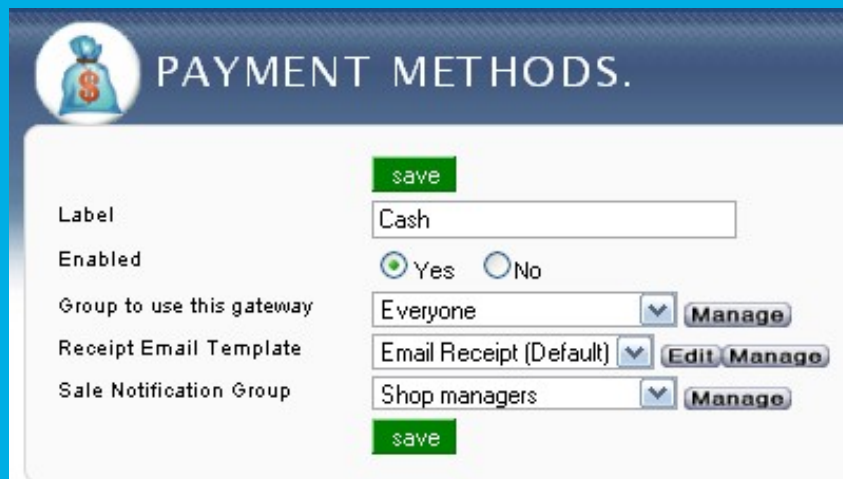
Email message: Thanks for your purchase at Oqapi Software B.V.

- 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

- iTransact:
 - see Tiffany Patterson's presentation of WUC 2008: <http://www.webgui.org/wgtv/setting-up-shop-backend#TY6FSFYqaA793ApsP1YKjg>

- Cash:



The screenshot shows a web interface for configuring payment methods. At the top, there is a header with a money bag icon and the text 'PAYMENT METHODS.'. Below this, the 'Cash' payment method is selected. The form includes several fields: 'Label' (set to 'Cash'), 'Enabled' (radio buttons for 'Yes' and 'No', with 'Yes' selected), 'Group to use this gateway' (dropdown menu set to 'Everyone' with a 'Manage' button), 'Receipt Email Template' (dropdown menu set to 'Email Receipt (Default)' with 'Edit' and 'Manage' buttons), and 'Sale Notification Group' (dropdown menu set to 'Shop managers' with a 'Manage' button'). There are 'save' buttons at the top and bottom of the form.

Shop settings: shipping methods



SHIPPING METHODS	
Flat Rate	Add Shipping Method
Delete	Edit Inside EU
Delete	Edit Inside the Netherlands
Delete	Edit Outside EU
Delete	Edit United States - Personal customers
Delete	Edit United States - Business customers

- Add whatever shipping method suits you
- As many as you like

Shop settings: shipping methods

save

Label United States

Enabled? Yes No

Group to use this shipping driver Everyone

Flat Fee 0

Percentage of Price 0

Percentage of Weight 0

Price Per Item 3

save

- Groups allow to differentiate between personal and business customers
- Several choices available
- Free shipping available

Shop settings: vendors



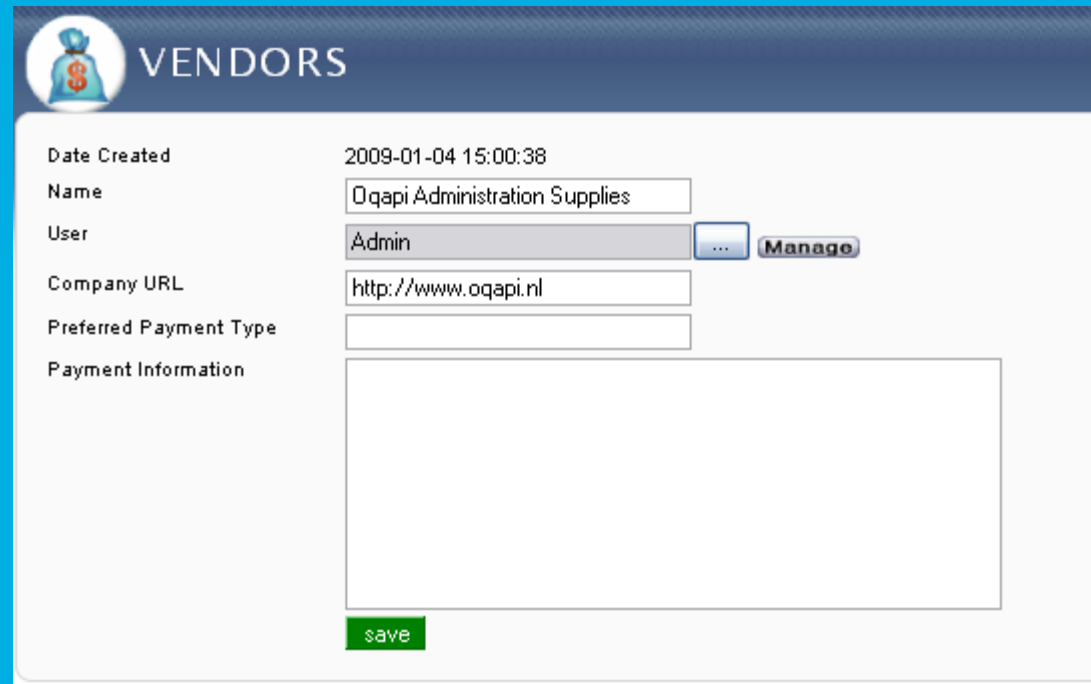
VENDORS

Add A Vendor

Delete	Edit	Default Vendor
Delete	Edit	Oqapi Administration Supplies
Delete	Edit	Oqapi Clothing

- The items of your webshop can be linked to these vendors

- Add the vendors for which products will be sold



VENDORS

Date Created: 2009-01-04 15:00:38

Name:

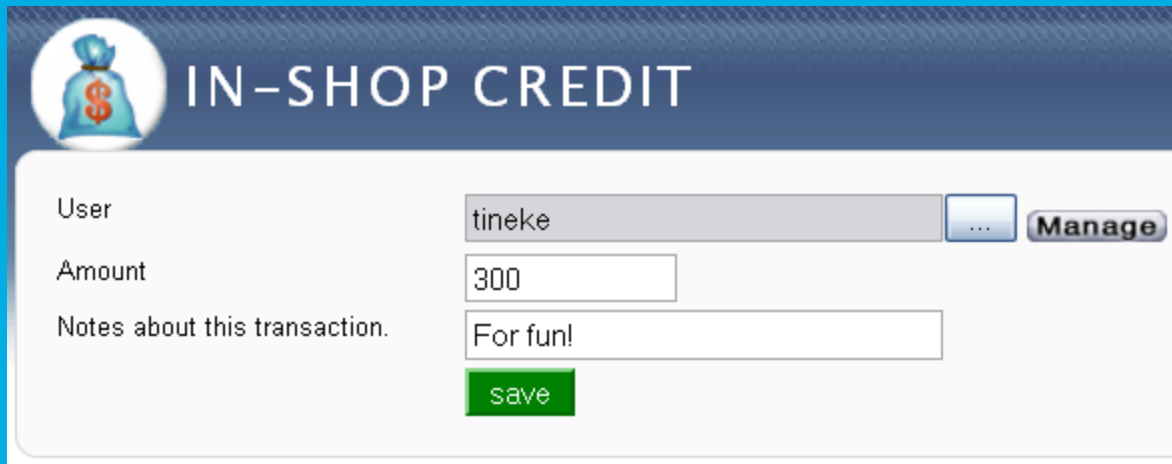
User:


Company URL:

Preferred Payment Type:

Payment Information:

Shop settings: in-shop credit



 **IN-SHOP CREDIT**

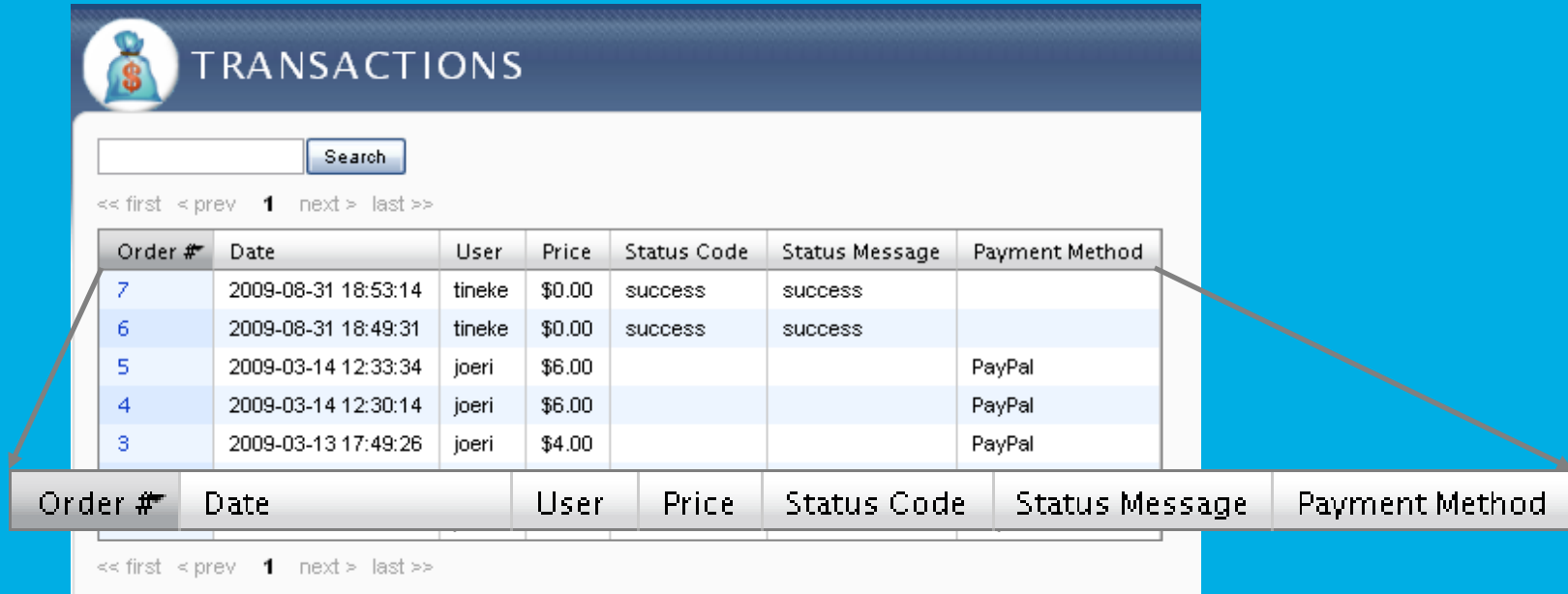
User

Amount

Notes about this transaction.

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

Shop settings: transactions



TRANSACTIONS

Search

<< first < prev 1 next > last >>

Order #	Date	User	Price	Status Code	Status Message	Payment Method
7	2009-08-31 18:53:14	tineke	\$0.00	success	success	
6	2009-08-31 18:49:31	tineke	\$0.00	success	success	
5	2009-03-14 12:33:34	joeri	\$6.00			PayPal
4	2009-03-14 12:30:14	joeri	\$6.00			PayPal
3	2009-03-13 17:49:26	joeri	\$4.00			PayPal


<< first < prev 1 next > last >>

Order #	Date	User	Price	Status Code	Status Message	Payment Method
---------	------	------	-------	-------------	----------------	----------------

<< first < prev 1 next > last >>

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

Shop settings: transactions



TRANSACTIONS

[Print](#)

Transaction ID	80Y2i4S-7hidSjk3q21bbg zero	Shipping Method	Inside the Netherlands
Order #	9	Shipping Amount	0.30
Date	2009-08-31 19:40:50	Shipping Address	Tineke Roegiers Rotterdamseweg 183c Delft, 2629HD Netherlands 06-99999999
User	tineke	Payment Method	
Cashier	tineke	Status Message	success: success
Amount	0.00	Payment Address	
In-Shop Credit Used	-36.00		
Taxes	5.70		
Notes about this transaction.	<div style="border: 1px solid gray; height: 150px;"></div>		

Date	Item	Price	Quantity	Shipping Address	Order Status	Tracking #	Manage
2009-08-31 17:40:50	Oqapi Sweatshirt - Oqapi sweatshirt XL	30.00	1		<div style="border: 1px solid gray; padding: 2px;">Not Shipped ▼ Backordered Not Shipped Shipped</div>	<input type="text"/>	<input type="button" value="Update"/> <input type="button" value="Refund"/>

Contents

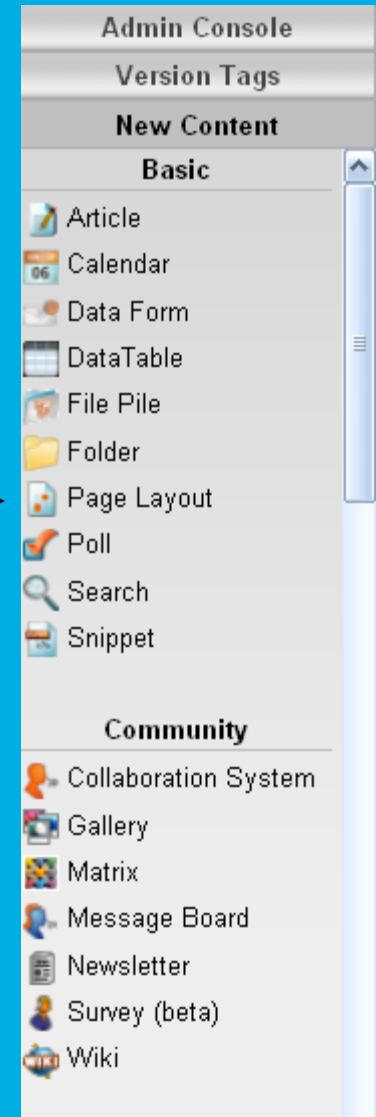
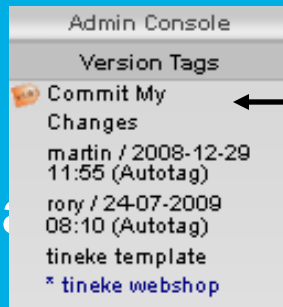
- Settings of the shop
- Start the webshop
- Content for the webshop
- How to change the look of your webshop



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

ADD PAGE LAYOUT

Properties Display Security Metadata save apply cancel

Title: Webshop

Menu Title: Webshop

URL:

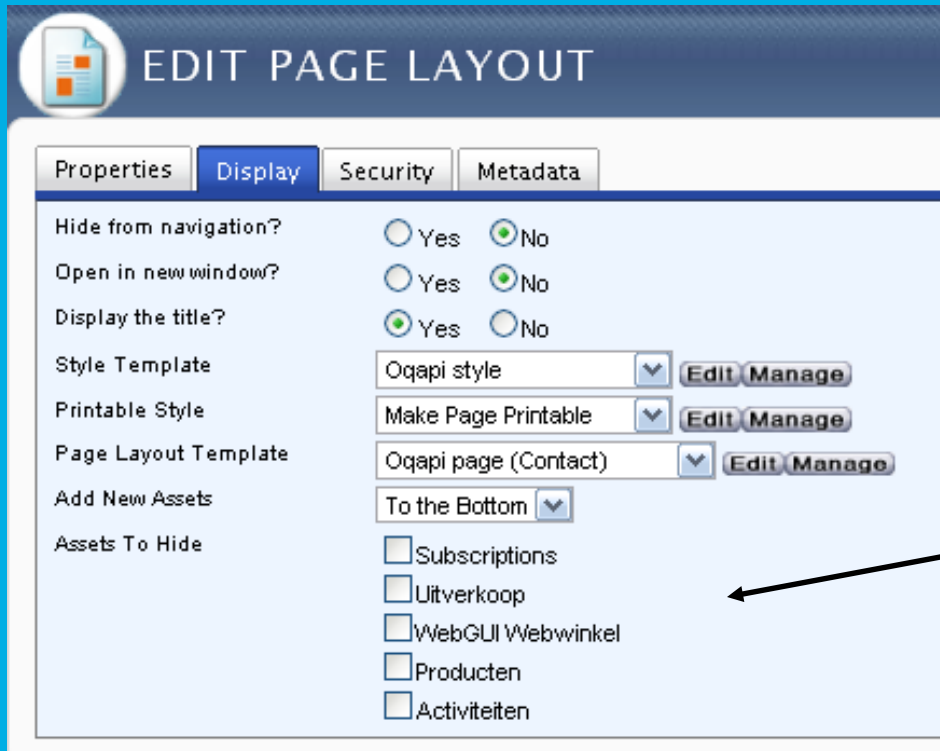
Description:

Path: p

What next? Go to the new 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

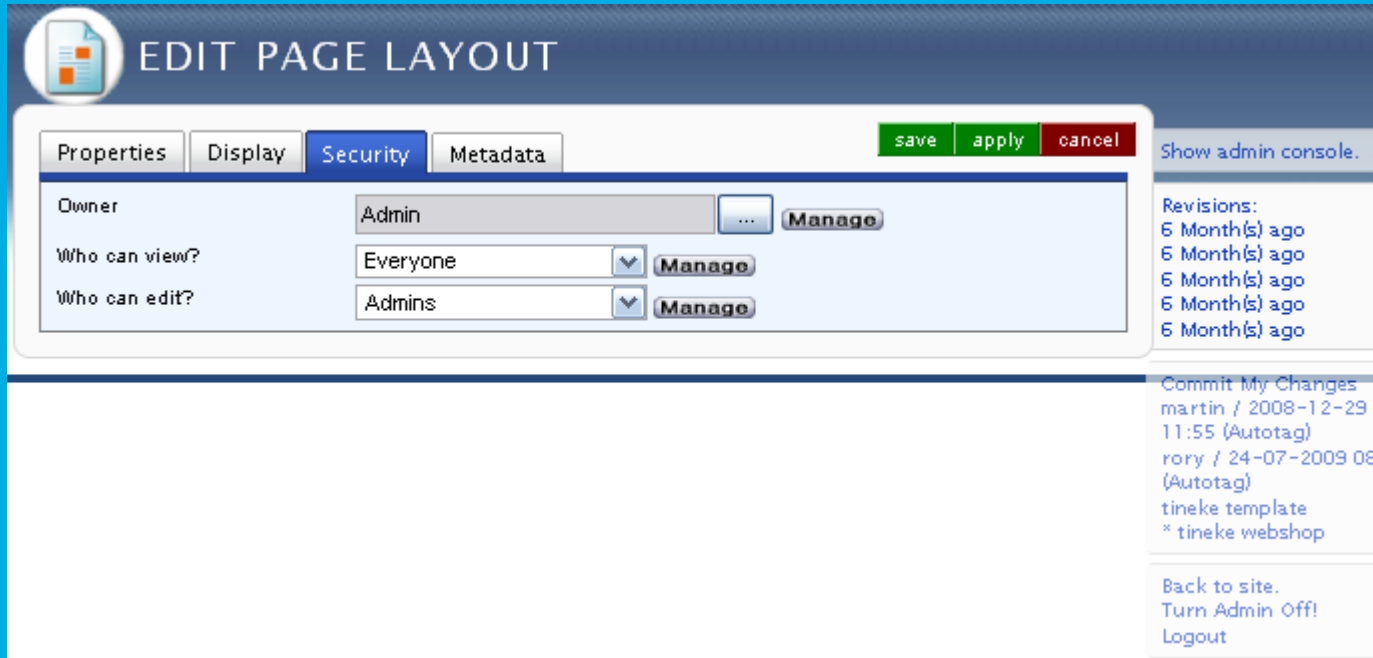


The screenshot shows the 'EDIT PAGE LAYOUT' interface with the following settings:

- Hide from navigation? Yes No
- Open in new window? Yes No
- Display the title? Yes No
- Style Template: Oqapi style [Edit Manage]
- Printable Style: Make Page Printable [Edit Manage]
- Page Layout Template: Oqapi page (Contact) [Edit Manage]
- Add New Assets: To the Bottom
- Assets To Hide:
 - Subscriptions
 - Uitverkoop
 - WebGUI Webwinkel
 - Producten
 - Activiteiten

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

Start: webshop page



The screenshot shows the 'EDIT PAGE LAYOUT' interface. At the top, there are tabs for 'Properties', 'Display', 'Security', and 'Metadata'. Below these tabs, there are three rows of settings:

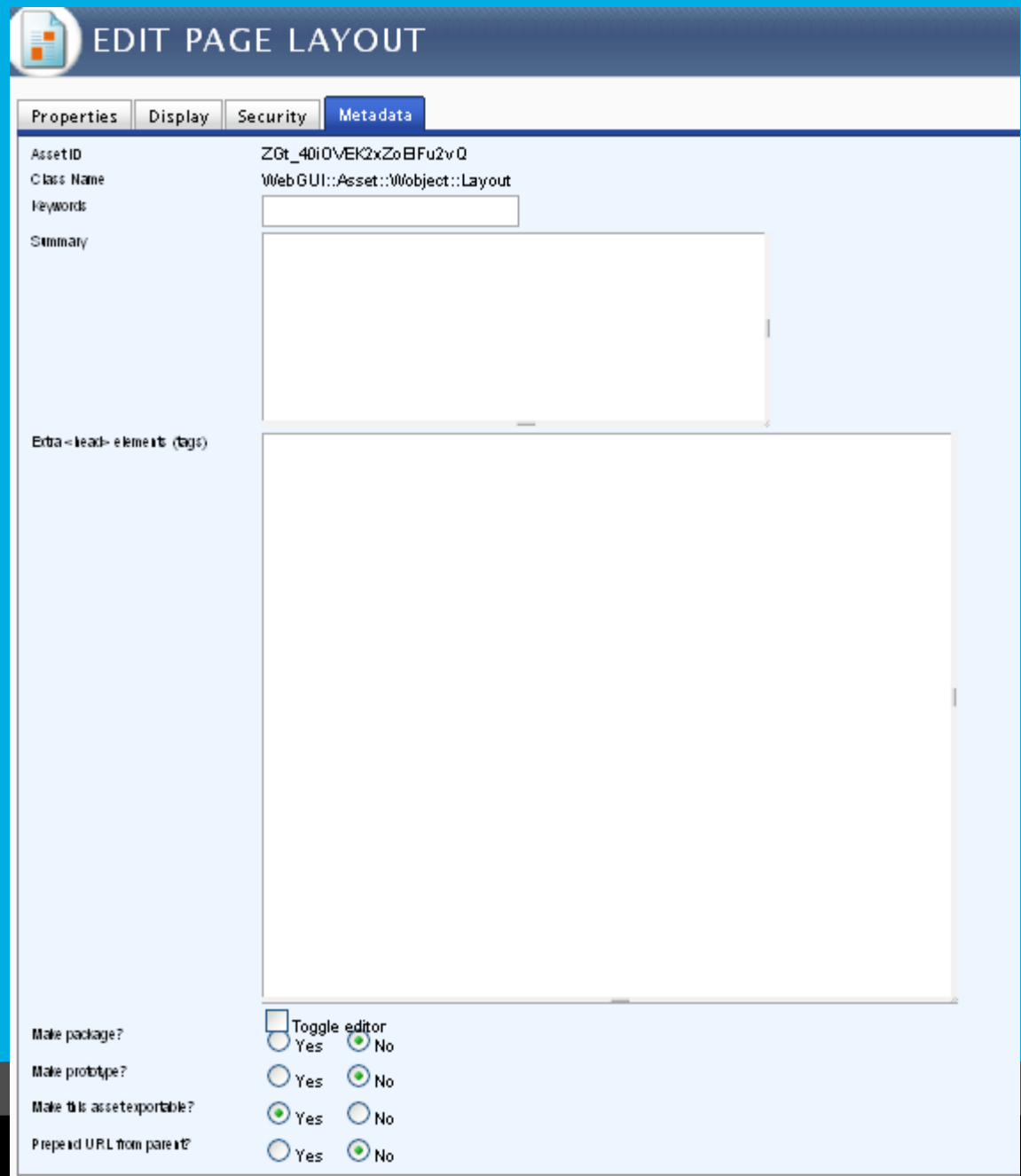
Owner	Admin	...	Manage
Who can view?	Everyone	▼	Manage
Who can edit?	Admins	▼	Manage

At the top right of the interface, there are buttons for 'save', 'apply', and 'cancel'. On the right side, there is a 'Show admin console.' link. Below that, there is a 'Revisions:' section with a list of revisions, each dated '6 Month(s) ago'. At the bottom right, there is a 'Commit My Changes' section with a list of changes, including 'martin / 2008-12-29 11:55 (Autotag)', 'rory / 24-07-2009 08: (Autotag)', 'tineke template', and '* tineke webshop'. Below this, there are links for 'Back to site.', 'Turn Admin Off!', and 'Logout'.

- 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



The screenshot shows a web application interface titled "EDIT PAGE LAYOUT". It features a navigation bar with tabs for "Properties", "Display", "Security", and "Metadata". The "Metadata" tab is active, displaying the following information:

- AssetID:** ZGt_40i0VEK2xZoBFu2vQ
- Class Name:** WebGUI::Asset::Wobject::Layout
- Keywords:** A text input field.
- Summary:** A large text area.
- Extra-head-elements (tags):** A large text area for adding HTML tags.

At the bottom, there are several configuration options with radio buttons:

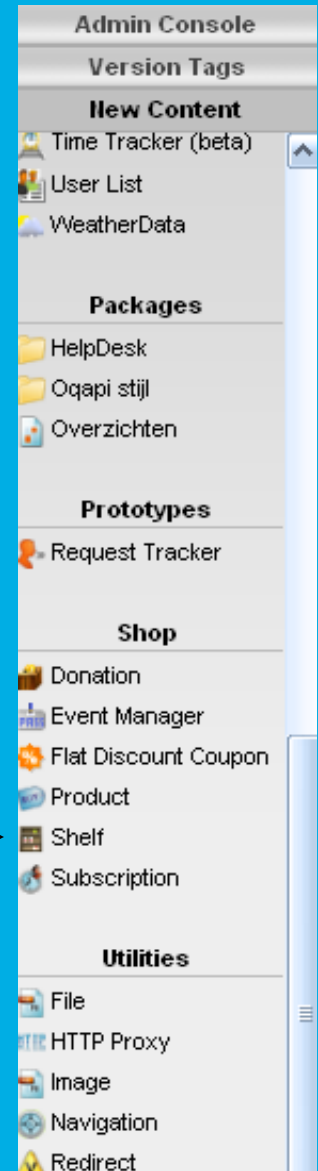
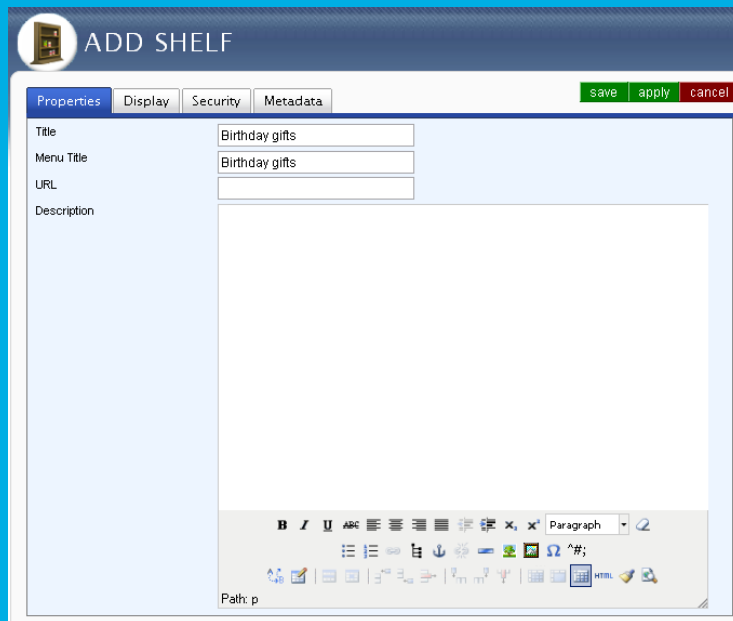
- Make package?** (No selected)
- Make prototype?** (No selected)
- Make this asset exportable?** (Yes selected)
- Prepend URL from parent?** (No selected)
- Toggle editor:** (No selected)

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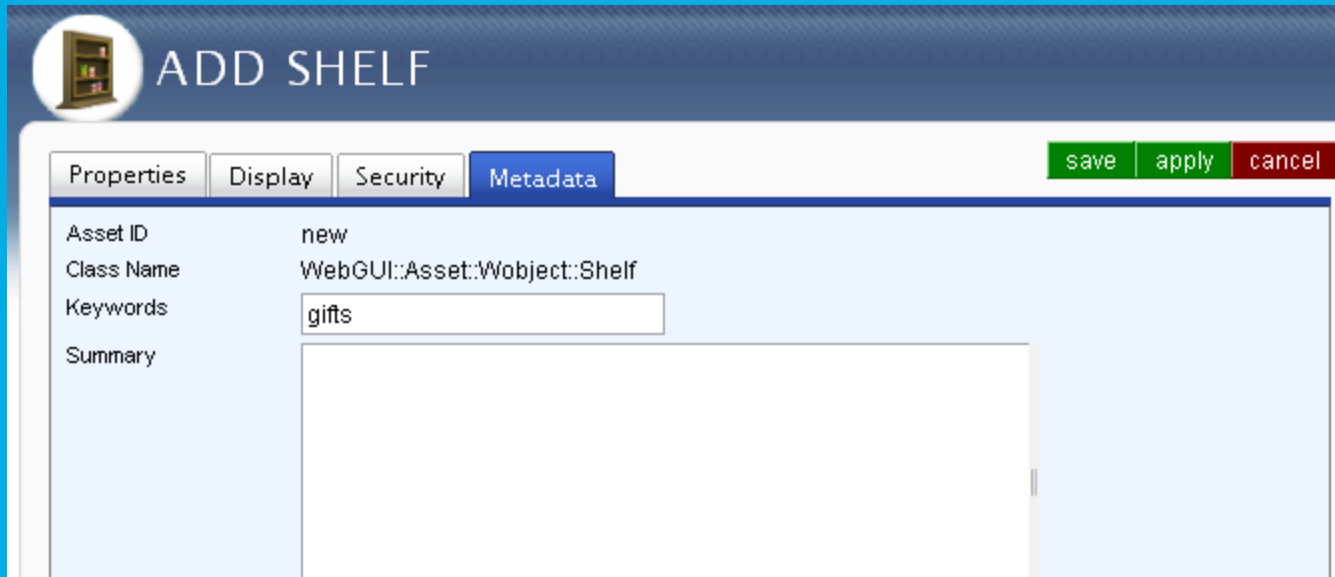


Start: shelf

- Make categories for your products
- Shelf will contain other assets



Start: shelf



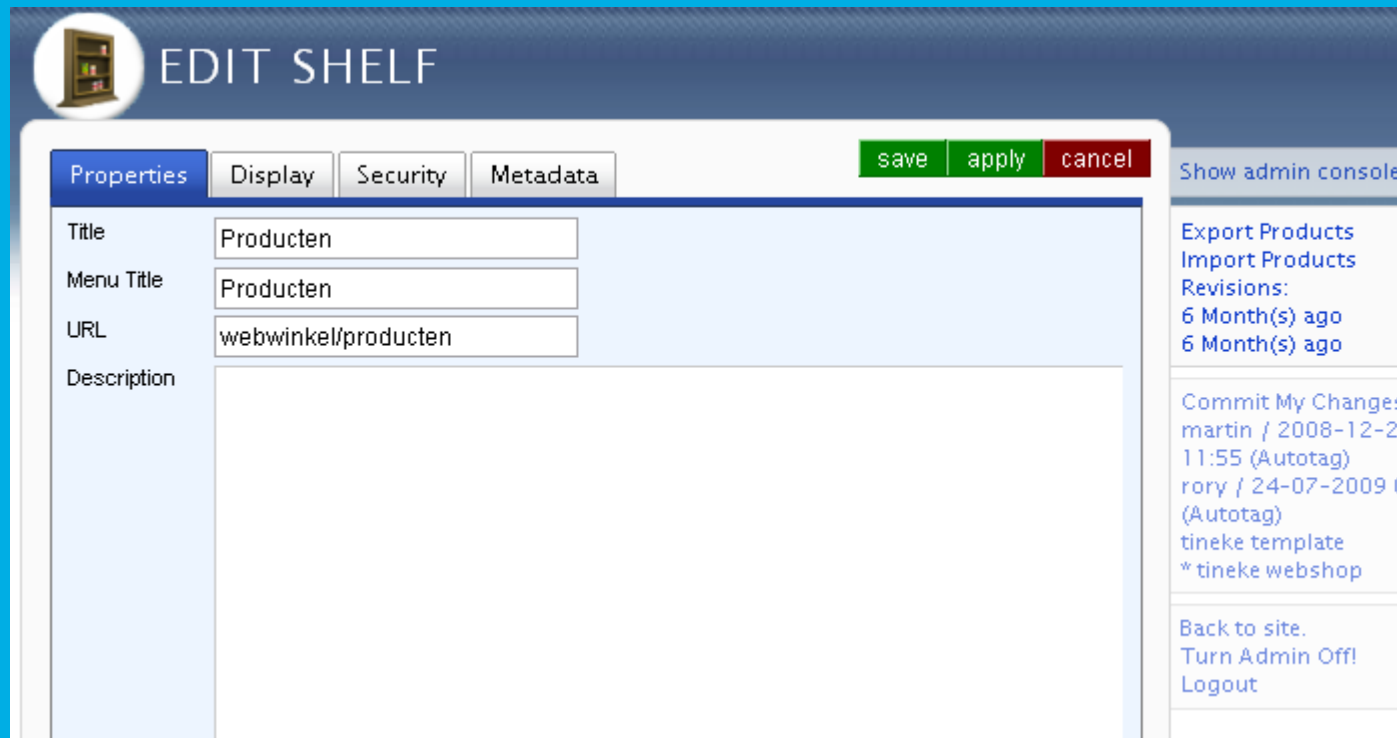
The screenshot shows a web interface titled "ADD SHELF" with a bookshelf icon. It features four tabs: "Properties", "Display", "Security", and "Metadata". The "Metadata" tab is active, showing the following fields:

Asset ID	new
Class Name	WebGUI::Asset::Wobject::Shelf
Keywords	<input type="text" value="gifts"/>
Summary	<input type="text"/>

At the top right of the form are three buttons: "save" (green), "apply" (green), and "cancel" (red).

Fill in keywords to link products to this shelf

Start: shelf



The screenshot displays the 'EDIT SHELF' interface. At the top left, there is a circular icon of a bookshelf and the text 'EDIT SHELF'. Below this, there are four tabs: 'Properties' (selected), 'Display', 'Security', and 'Metadata'. To the right of these tabs are three buttons: 'save' (green), 'apply' (grey), and 'cancel' (red). The main content area is divided into two columns. The left column contains form fields for 'Title' (value: 'Producten'), 'Menu Title' (value: 'Producten'), 'URL' (value: 'webwinkel/producten'), and 'Description' (empty). The right column contains a 'Show admin console.' link and a list of actions: 'Export Products', 'Import Products', 'Revisions: 6 Month(s) ago', 'Commit My Changes' (with user 'martin / 2008-12-29 11:55 (Autotag)' and user 'rory / 24-07-2009 00 (Autotag)' and 'tineke template * tineke webshop'), 'Back to site.', 'Turn Admin Off!', and 'Logout'.

Export and import products to .csv file

Contents

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Webshop content: product

BUY ADD PRODUCT

save apply cancel

Properties Display Security Metadata Shop

Title: Gooley

Menu Title: Gooley

URL:

Description: This strange animal has been spotted all over the world.

Product Image 1: Bladeren... remove

Product Image 2: Bladeren... remove

Product Image 3: Bladeren... remove

Brochure: Bladeren... remove

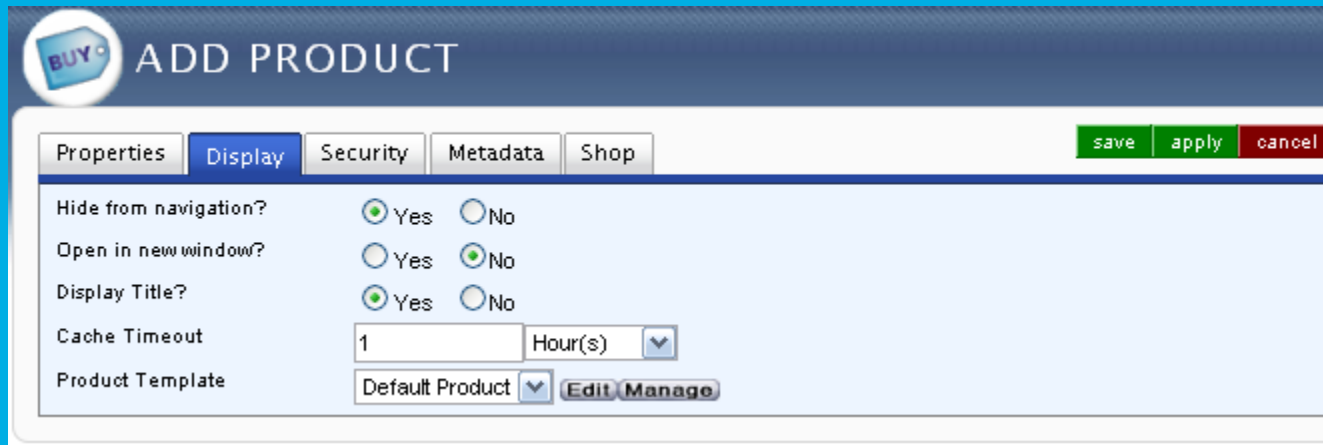
Manual: Bladeren... remove

Warranty: Bladeren... remove

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



Webshop content: product



BUY ADD PRODUCT

Properties | **Display** | Security | Metadata | Shop

save apply cancel

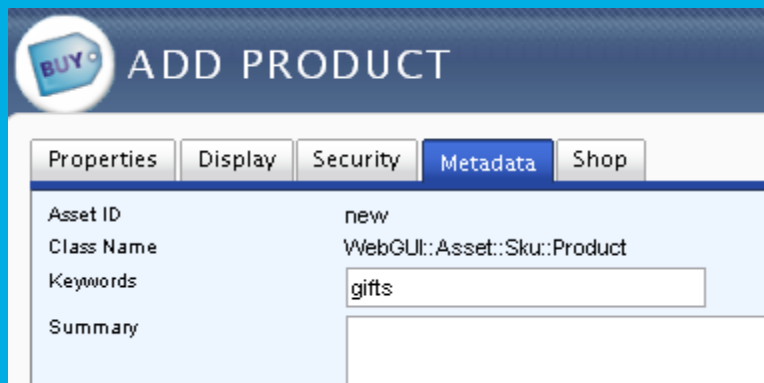
Hide from navigation? Yes No

Open in new window? Yes No

Display Title? Yes No

Cache Timeout: 1 Hour(s)

Product Template: Default Product [Edit](#) [Manage](#)



BUY ADD PRODUCT

Properties | Display | Security | **Metadata** | Shop

Asset ID: new

Class Name: WebGUI::Asset::Sku::Product

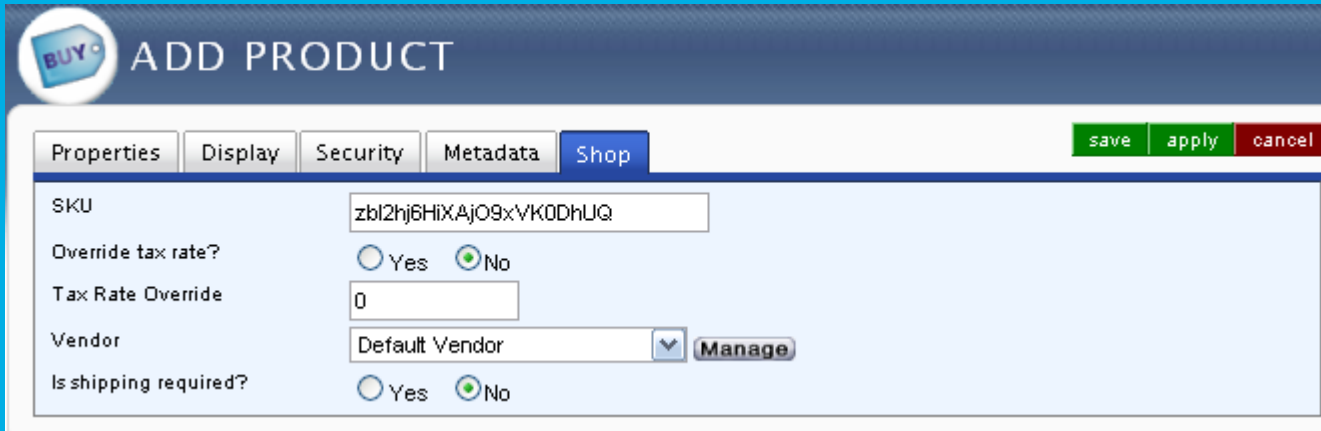
Keywords: gifts

Summary:

Cache timeout = amount of time it takes before the cached view of the product is cleared

Keywords provide link to shelf

Webshop content: product



The screenshot shows a web interface for adding a product. At the top left is a 'BUY' button icon. The main title is 'ADD PRODUCT'. Below the title are tabs for 'Properties', 'Display', 'Security', 'Metadata', and 'Shop'. The 'Shop' tab is selected. In the top right corner of the form area, there are three buttons: 'save' (green), 'apply' (green), and 'cancel' (red). The form fields are as follows:

SKU	<input type="text" value="zbl2hj6HiXAJ09xVK0DhUQ"/>
Override tax rate?	<input type="radio"/> Yes <input checked="" type="radio"/> No
Tax Rate Override	<input type="text" value="0"/>
Vendor	<input type="text" value="Default Vendor"/> <input type="button" value="Manage"/>
Is shipping required?	<input type="radio"/> Yes <input checked="" type="radio"/> No


- 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



The screenshot shows a product page for 'Oqapi Sweatshirt'. At the top left, there is a browser window header with 'Edit', 'Cut', and 'Copy' buttons. Below the title 'Oqapi Sweatshirt' is an image of a dark blue hoodie. To the right of the image is a 'Controls' panel with a list of actions: 'Add a Variant', 'Add a feature.', 'Add a benefit.', 'Add a specification.', 'Add an accessory.', and 'Add a related product.'. Below the image and controls is another 'Controls' panel with the same list of actions. A 'View Cart (0)' link is located below the second controls panel. The product description states: '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.' and 'Alle Oqapi sweatshirts hebben een capuchon.' At the bottom, there is a dropdown menu showing 'Oqapi sweatshirt XL, 30.00' selected, with options for 'L, 30.00' and 'M, 30.00'. An 'Add to cart' button is next to the dropdown. Below the dropdown, there are three rows of product information: 'Oqapi sweatshirt XL 30.00', 'Oqapi sweatshirt L 30.00', and 'Oqapi sweatshirt M 30.00', each with 'Edit', 'Up', and 'Down' buttons.

Oqapi Sweatshirt



Controls

- [Add a Variant](#)
- [Add a feature.](#)
- [Add a benefit.](#)
- [Add a specification.](#)
- [Add an accessory.](#)
- [Add a related product.](#)

View Cart (0)

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.

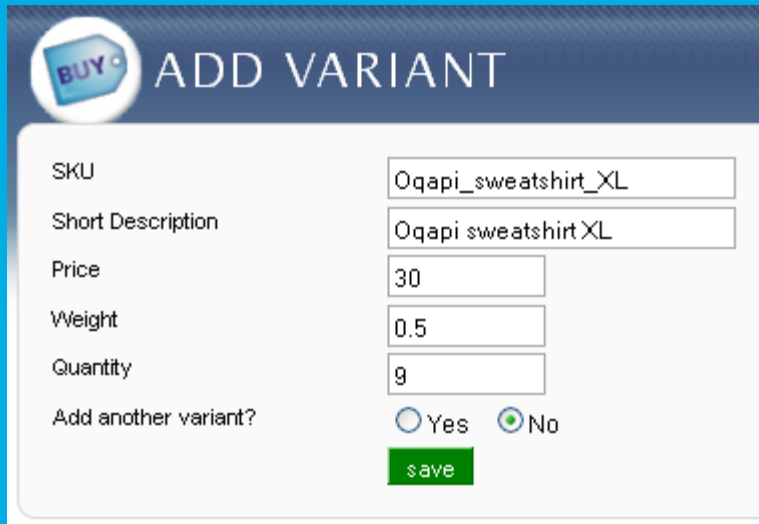
Oqapi sweatshirt XL, 30.00

- Oqapi sweatshirt XL, 30.00
- Oqapi sweatshirt L, 30.00
- Oqapi sweatshirt M, 30.00

Oqapi sweatshirt XL 30.00

- Oqapi sweatshirt L 30.00
- Oqapi sweatshirt M 30.00

Webshop content: product variant



BUY ADD VARIANT

SKU: Oqapi_sweatshirt_XL

Short Description: Oqapi sweatshirt XL

Price: 30

Weight: 0.5

Quantity: 9

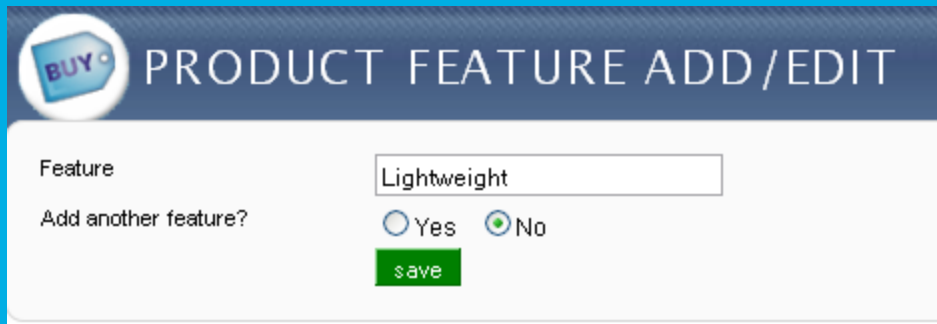
Add another variant? Yes No

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

At the shelf/ page is seen



Webshop content: product feature



BUY • PRODUCT FEATURE ADD/EDIT

Feature

Add another feature? Yes No

Add features to give additional information about the product

Features

- Lightweight
- Warm

Admin on

Admin off

Oqapi Sweatshirt



[View Cart \(0\)](#)

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.

Features

- Lightweight
- Warm

Webshop content: Benefits / specifications



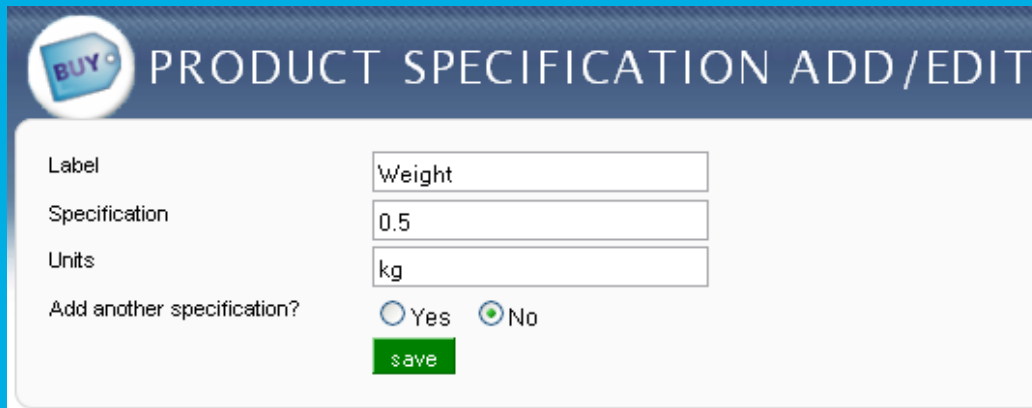
BUY PRODUCT BENEFIT ADD/EDIT

Benefit

Add another benefit? Yes No

save

Benefits are similar to features



BUY PRODUCT SPECIFICATION ADD/EDIT

Label

Specification

Units

Add another specification? Yes No

save

Specifications can be added for the product.

Choose a label, the specification and provide the units

Webshop content: product accessory



BUY PRODUCT ACCESSORY ADD/EDIT

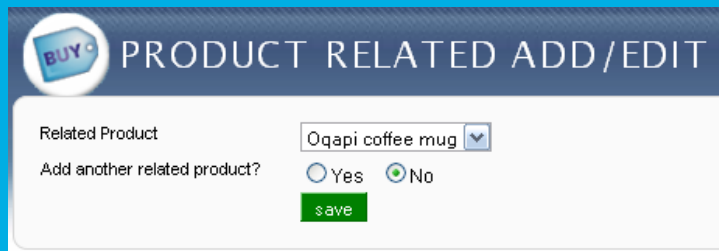
Accessory

Add another accessory? Yes No

save

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

A link to the accessory will



BUY PRODUCT RELATED ADD/EDIT

Related Product

Add another related product? Yes No

save

Adding a related product is similar to adding an accessory

Webshop content: donation



ADD DONATION

Properties | Display | Security | Metadata | Shop

Title: Donate us!

Menu Title: Donation

URL:

Description:



ADD DONATION

Properties | Display | Security | Metadata | **Shop**

SKU: mtVvBFs0ygM3KxrYmIQUSA

Override tax rate? Yes No

Tax Rate Override: 0

Vendor: Default Vendor

Default Price: 100

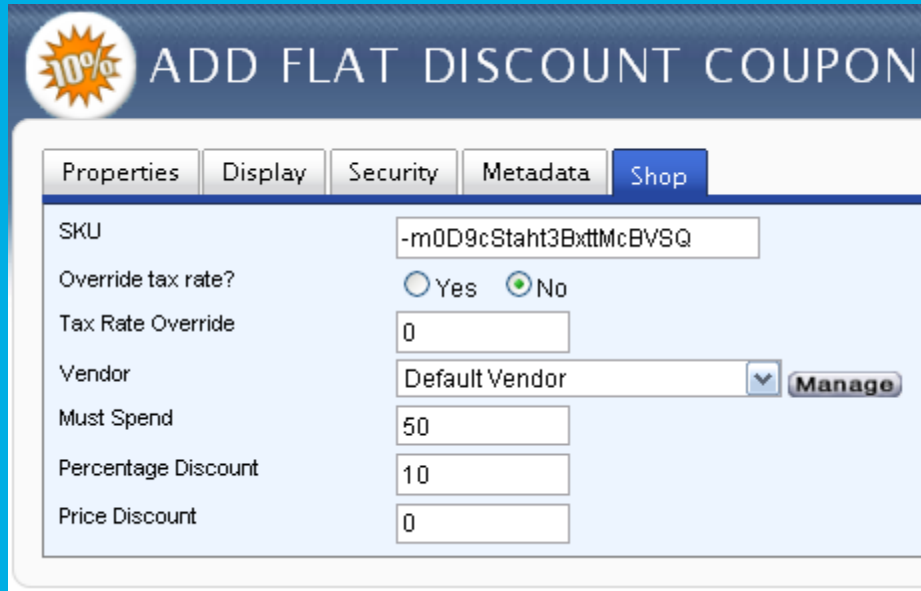
- Makes online donations possible
- A default price can be given
- The user can edit this amount



Donate us!

100

Webshop content: flat discount coupon



10% ADD FLAT DISCOUNT COUPON

Properties Display Security Metadata Shop

SKU: -m0D9cStaht3BxttMcBVSQ

Override tax rate? Yes No

Tax Rate Override: 0

Vendor: Default Vendor

Must Spend: 50

Percentage Discount: 10

Price Discount: 0



⚙️ ✖ Edit Cut Copy 🗑

Sale

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

- 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

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



Webshop content: subscription

ADD SUBSCRIPTION

save apply cancel

Properties Display Security Metadata Shop

Title: News

Menu Title: News

URL:

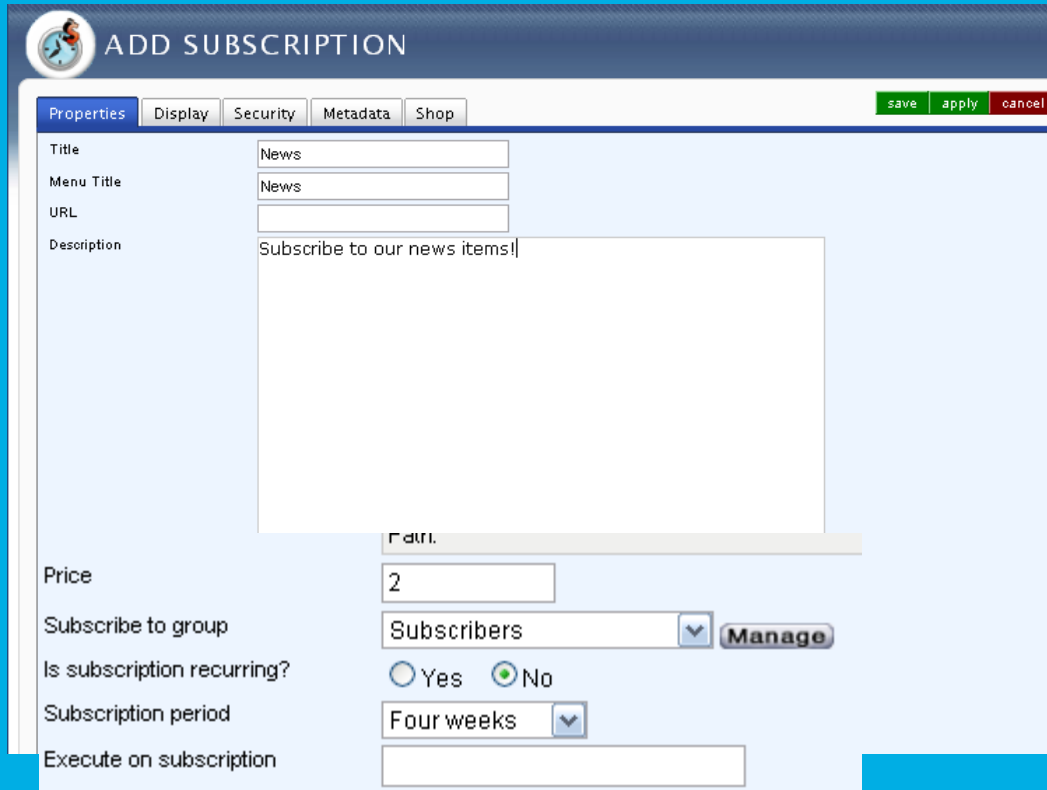
Description: Subscribe to our news items!

Paragraph

Path: p

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

Webshop content: subscription

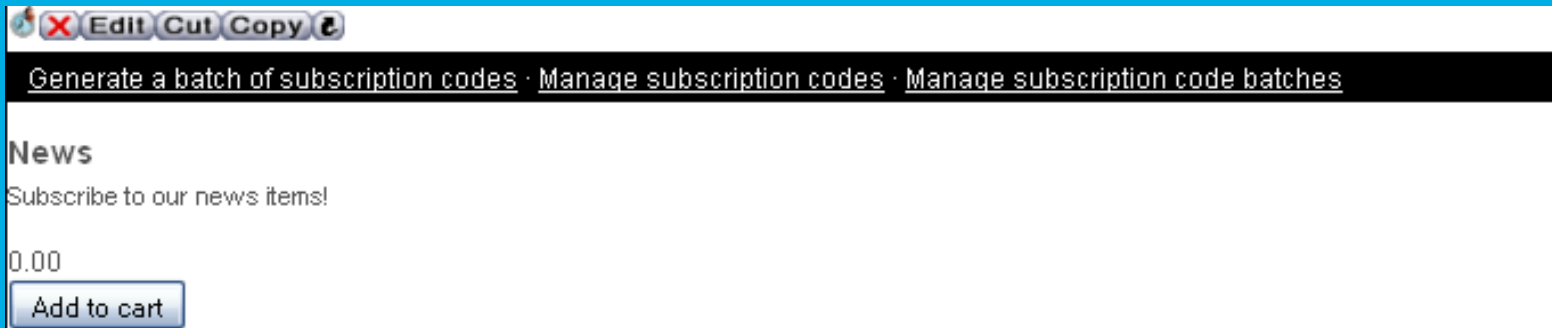


The screenshot shows a web form titled "ADD SUBSCRIPTION". At the top left is a circular logo with a globe. Below the title are tabs for "Properties", "Display", "Security", "Metadata", and "Shop". In the top right corner, there are three buttons: "save" (green), "apply" (yellow), and "cancel" (red). The form fields are as follows:

- Title: News
- Menu Title: News
- URL: (empty)
- Description: Subscribe to our news items!
- Price: 2
- Subscribe to group: Subscribers (with a "Manage" button)
- Is subscription recurring?: Yes No
- Subscription period: Four weeks
- Execute on subscription: (empty)

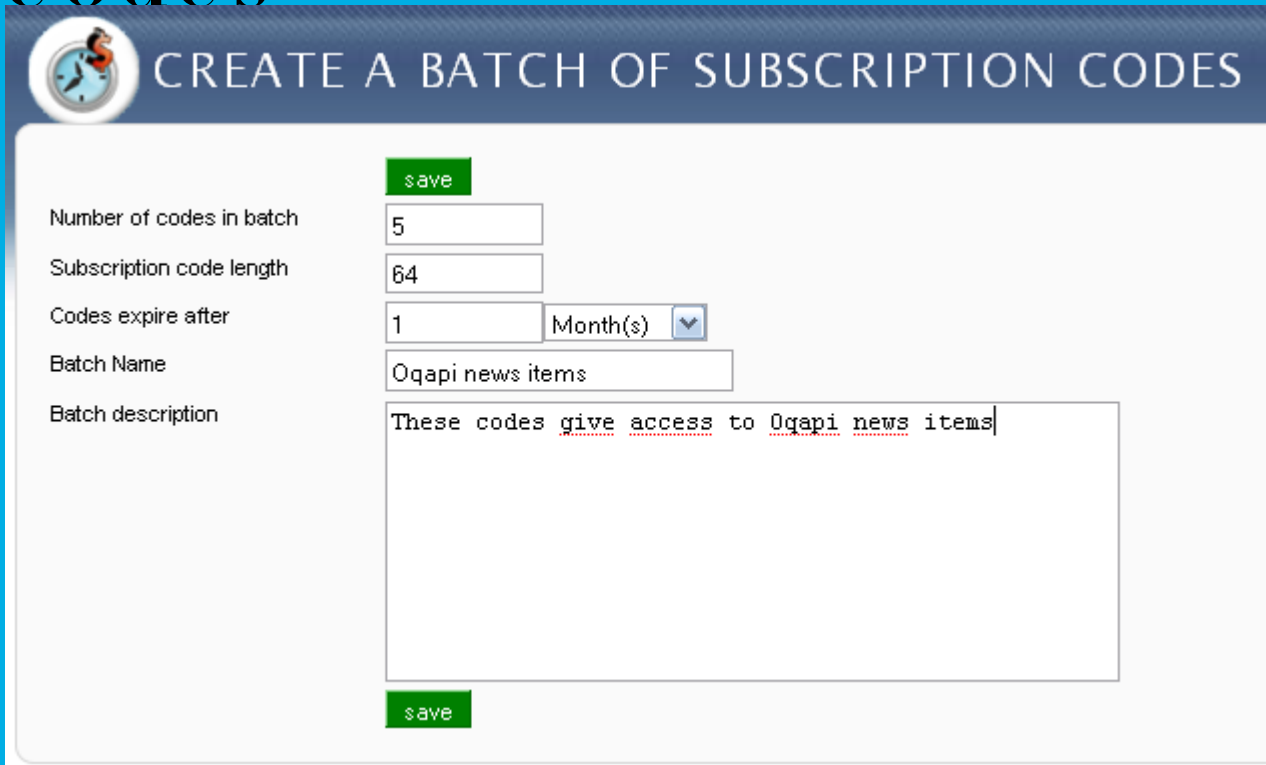
- Price
- Choose group
- Choose if subscription is recurring
- Subscription period
- You can execute a perl script on subscription


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

Subscription code length

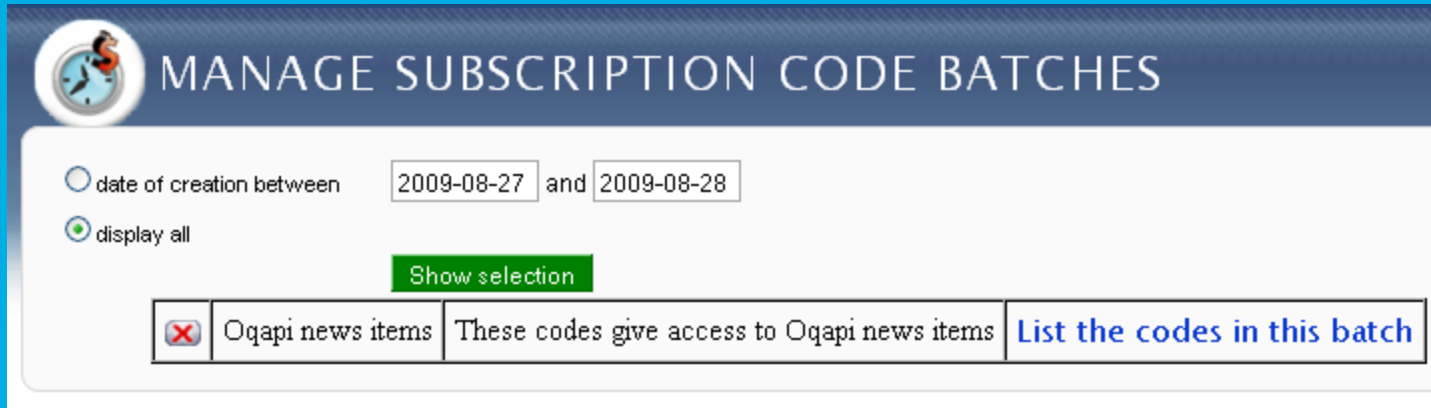
Codes expire after Month(s)


Batch Name

Batch description

Generate a batch of
subscription codes
Manage subscription
codes
Manage subscription
code batches

Webshop content: subscription codes




 **MANAGE SUBSCRIPTION CODE BATCHES**

date of creation between and

display all

[Show selection](#)

	Oqapi news items	These codes give access to Oqapi news items	List the codes in this batch
---	------------------	---	--

- Display only the code batches created between certain dates / Display all
- List the codes of the batch

Webshop content: subscription codes

You can make a selection of codes by:

- date of usage between 2009-08-27 and 2009-09-01
- date of creation between 2009-08-26 and 2009-08-30
- batch name Oqapi news items

Show selection

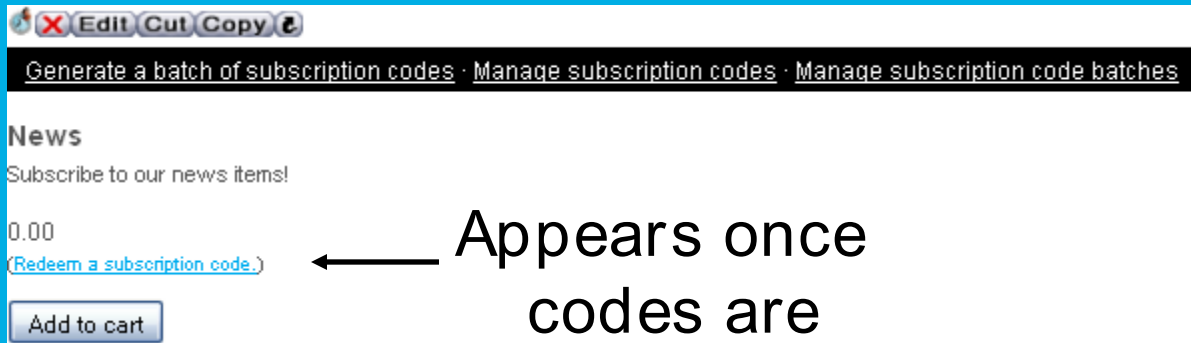
Delete all these codes.

	BatchId	Code	Creation date	Date of usage	Status
iNIvUtQHQwj0yDsVv0LARQ	BoPVawIX1KtceCvIfz-BLAWghoDcEQTAKYSdzJJwT-yCrA2mY1A1OpazeOJyYrdV	9/1/2009 1:25 pm		Unused	
iNIvUtQHQwj0yDsVv0LARQ	BGeGfiWFsMVhH2GNX0Ezd9uzZwNscwPKIXjp9qF-R0SXkCo8occ7fz8JkGHu-Ea	9/1/2009 1:25 pm		Unused	
iNIvUtQHQwj0yDsVv0LARQ	Of3CxCkkUivuBEvBI9FJ47yDUQb3sZqGCsb95RVj-mFnmV1IFL3oIPTL8sCt61CT	9/1/2009 1:25 pm		Unused	
iNIvUtQHQwj0yDsVv0LARQ	wngcHbZuqN613egY7Vxqo8N-rue9WhMsLaf8UWqJJLvrLxFeQWkrBpaAsT7s82-i	9/1/2009 1:25 pm		Unused	
iNIvUtQHQwj0yDsVv0LARQ	C6S9lCIQmg0KKHlxukzxo-eJ-BpmLHpjsUfv-a0lwQn5dRSJGWT77iNLpSPWc2-q	9/1/2009 1:25 pm		Unused	

Manage the codes, check their usage and status



Webshop content: subscription codes



Generate a batch of subscription codes · Manage subscription codes · Manage subscription code batches

News

Subscribe to our news items!

0.00

[\(Redeem a subscription code.\)](#) ← Appears once codes are created

Add to cart

Please enter your subscription code below.

Code

save

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



Contents

- Settings of the shop
- Start the webshop
- Content for the webshop
- How to change the look of your webshop



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 webshop?



QUESTIONS??
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