

e-retailer news

Update # 3

July 2011

Welcome to the latest e-retailer update.

In this newsletter read about:

Coupons

Support for Paypal as a payment method

GST on Overseas Purchases

Recent new e-retailer sites

Filters extended

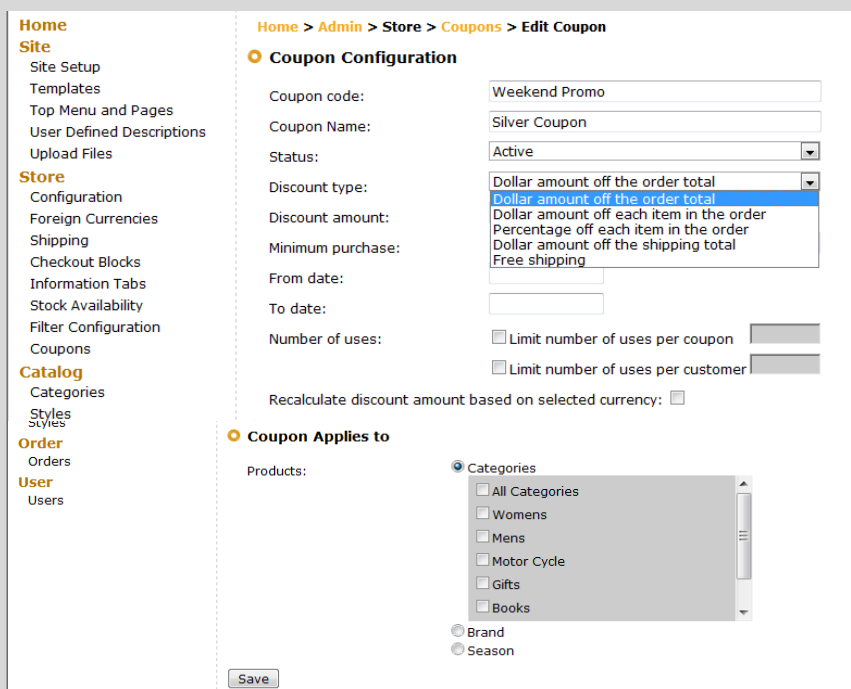
User controls on Compulsory Fields

Replacing Tables with DIV's

New version of the Zoomify Control

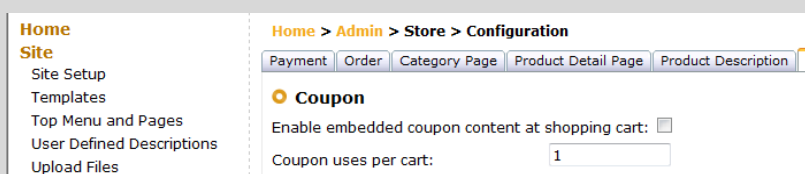
Coupons

This has been high on many e-retailer users request list and we believe we have delivered a versatile and easy to use system. The coupons option can be found in the Store Administration section. There is a separate CSS for the coupon function.



The screenshot shows the 'Edit Coupon' configuration page. The breadcrumb trail is 'Home > Admin > Store > Coupons > Edit Coupon'. The page is divided into two main sections: 'Coupon Configuration' and 'Coupon Applies to'.
Coupon Configuration:
- Coupon code: Weekend Promo
- Coupon Name: Silver Coupon
- Status: Active (dropdown)
- Discount type: Dollar amount off the order total (dropdown, with a sub-menu open showing options: Dollar amount off the order total, Dollar amount off each item in the order, Percentage off each item in the order, Dollar amount off the shipping total, Free shipping)
- Discount amount: [text input]
- Minimum purchase: [text input]
- From date: [text input]
- To date: [text input]
- Number of uses: [checkbox] Limit number of uses per coupon [text input]; [checkbox] Limit number of uses per customer [text input]
- Recalculate discount amount based on selected currency: [checkbox]
Coupon Applies to:
- Products: [checkbox] All Categories, [checkbox] Womens, [checkbox] Mens, [checkbox] Motor Cycle, [checkbox] Gifts, [checkbox] Books
- [radio] Brand, [radio] Season
A 'Save' button is located at the bottom left of the form.

The coupon needs to be enabled if you wish to show this with the shopping cart.



The screenshot shows the 'Configuration' page. The breadcrumb trail is 'Home > Admin > Store > Configuration'. The page has tabs for 'Payment', 'Order', 'Category Page', 'Product Detail Page', and 'Product Description'. The 'Coupon' section is active, showing:
- Enable embedded coupon content at shopping cart: [checkbox]
- Coupon uses per cart: 1 (text input)

Filters

Filters have been extended to now work on Featured, On sale and New products screens.

Support for Paypal as a payment method

This was a bigger project than anticipated but is now up and working. Needless to say you will need to register with Paypal to use this facility. For operational procedures and information please refer directly to the Paypal site.

PayPal

Express Checkout Settings

Account Email Address:

API/Integration Settings

API Username:

API Password:

API Signature:

Sandbox Mode:

PayPal Merchant Pages Style Settings

Page Style:

Header Image URL:

Logo Image URL:

Header Background Colour:

Header Border Colour:

Page Background Colour:

Compulsory Fields

We had decided which fields were mandatory in the register and MyAccount page and this didn't suit everybody's needs. You may now nominate which fields that you wish to be compulsory.

Home > Admin > Site > User Defined Descriptions

Page/Control Name: Account Address Information

Fields	User Defined Descriptions/Messages	Compulsory Field
Contact title	Contact Title:	<input type="checkbox"/>
Contact title required message	Contact Title is a required field.	
First name	First Name:	<input checked="" type="checkbox"/>
First name required message	First Name is a required field.	
Last name	Last Name:	<input checked="" type="checkbox"/>
Last name required message	Last Name is a required field.	
Company name	Company Name:	<input type="checkbox"/>
Company name required message	Company Name is a required field.	
Phone	Phone:	<input type="checkbox"/>
Phone required message	Phone is a required field.	
Street	Street:	<input checked="" type="checkbox"/>
Street required message	Street is a required field.	
Street validation message	Please limit the number of characters in 'Street' field to 255 (including spaces).	
State	State/City:	<input checked="" type="checkbox"/>

* The line feeds/carriage returns will be ignored. You can move focus with TAB key between rows.

GST on overseas purchases.

There is now option to handle GST on overseas purchases (Price/Freight policy on overseas purchases. This option can be found under configuration – order. The first option will convert the GST inclusive price to the foreign currency equivalent. The second option will remove the gst content for the currency calculation.

Price/Freight policy on overseas purchases

Charge price/freight shown:

Charge GST exclusive price/freight:

Replacing Tables with Div's

In the original design of e-retailer we designed the structures around tables. Feedback from the web developer community was negative about the use of tables. It severely limited what a developer could do in customisation on the sites. It was also suggested that the table structure caused “bloating” of the underlying code and when Google searched through it decided there was too much code and basically gave up searching any further.

The suggested methodology was to use DIV's which would allow developers greater flexibility in customising e-retailer sites. By using DIV's the code will be a lot cleaner, easier to use, much more dynamic and will considerably cut down the design code making sites faster to load.

There are now two iterations of e-retailer running – one table based and one DIV's based. To assist with the transition we will provide a sub-domain that your web developer can move a copy of your website to and determine if they need to make any changes to make it run under Divs. Others may choose to do some recoding to derive further benefits from DIV's.

If you don't have a web developer then Kudos staff can carry out the transition testing and validation at an hourly charge of \$120 + gst.

Recent new e-retailer sites

Welcome to these new e-retailer sites which have recently gone live:

www.andreamoore.co.nz
www.shop.area51store.co.nz
www.moochionline.co.nz
www.rockies.co.nz
www.futurefeet.co.nz
www.shop.chances.co.nz
www.warwickjones.com.au
www.trafficfootwear.com.au

Zoomify Control

We license a third party zoomify product and this is constantly being improved and we have recently purchased a later release of this for use in e-retailer. In addition to the ability of positioning the zoomed image at position Right, Inner, Left, Top and Bottom you may elect CUSTOM to place the zoomed image anywhere you choose on the screen. If CUSTOM is chosen, ID selector(#ImgStyle-big) in imagezoom.css must be set.

Use ImageZoom function on the product:

Zoom image geometry

Width (px):

Height (px):

Distance (px):

Position:

Home > Admin > Site > Templates

Stylesheet Template | Email Template | Message Template

Template Name:

Template Content:

```
/* Controls the zoomed image position if zoom-image-position property sets to custom at configuration */
#ImgStyle-big {
/*
position:absolute;
left:0px;
top:0px;
*/
}
```

Zoomify on Large Images

Where a product has multiple images, and the user clicks to enlarge an image, the option to page through the larger images is now provided. Please note that this is only available in the newer DIV's version of e-retailer.

