

## **# 0 - Greeting**

Hello friends! Pinguin here :)

Sorry for my English, I am in process of studying and hope you will understand what I want to tell you.

## **# 1 - Cover**

I would tell you history, how one extra for ecommerce changed MODX world in Russian language community. I hope this history will be a good example for you to try.

## **#2 - Slides link**

Slides available by this link, if you want to open it on your devices.

## **# 3 - I am**

Who I am? My name is Ivan Klimchuk. I am from Belarus. But I had a privilege to present all Russian-language community here.

I am working as full stack developer, related to web technologies of course. Met MODX in far 2010, in 2011 started work for local community.

Since February of 2013 I am MODX Ambassador in Belarus, also I had status of MODX Professional.

I love MODX and open source.

Also I try to do small business related to develop and store extras and themes for MODX. I am at start, but move step by step.

And of course work for local community as MODX Ambassador.

Ok, now you know everything about me.

## **#4 - E-commerce - what is it?**

So, let's talk about ecommerce at first. What it is? Goals of e-commerce - sell things and earn money. For to do it successfully you should always find ways how to increase the sales and improve your e-shop every time.

## **# 5 - Required elements of shop**

Despite that each e-shop should find its own way, many things in stores are common.

Eash shop require categories and products, of course. And many related function on this pages: list of products, photos, reviews, functions like sorting, filtering and others.

Of course, cart and orders. Very important part of e-commerce. Orders can be made by phone, but we live in twenty first century.

Variants of deliveries and shipments. Depends on distance, weight, sizes.

Variant of payments: cards, payment gates, paypal for example.

And options and characteristics of product for search and filtering.

It's not all, but the most frequent.

## **# 6 - Minishop. First generation.**

Some years ago exists some solutions for e-commerce, based on modx, but it wasn't enough. And such was created MiniShop, as replacing to VisionCart and Shopkeeper.

It did include categories and products, that worked as usual resources and for define category or product you did need use special template, that was set in system settings.

Warehouses was a good feature, but not supported in you version yet.

Also, cart, orders, orders statuses and once payment method. It was simple e-commerce solution, that you can install and start use at the same time. No tuning.

And of course, to be good alternative existing e-commerce solution, this functions not enough.

## **# 7 - MS2 - Cover**

Minishop2 became the continuation of first versions, but with changes in core.

## **# 8 - MS2 History**

First stable versions was released in April of two thousands thirteen.

Warehouces was removed, categories and products was rewritten as CRC classes.

Cart and orders also was rewritten,

was added extendable deliveries and payments methods, late was added gallery, ability set relationships between products. For example, when you see product page, at the bottom showing related products. And in latest versions was added ability define cutomisable options for products.

## **# 9 - Screenshots**

Here some screenshots.

Orders list as a table with search.

Settings. List of deliveries, list of payments, list of statuses, brands or manufacturers, links between products. Options.

It's Category. Base settings of page and at the bottom list of products, related to this category.

Product page. Name, price, weight - base fields. Additional attributes. Gallery and links.

## **# 10 - Modular and extendable**

Like MODX, minishop use the same paradigm.

For now you have ability extends four classes. Cart, Delivery, Order and Payment.

You just create own class in special folder and set it to row in minishop settings.

Also you can use all features of MODX for extend and change behavior.

Now in modstore exists about 50 extras for minishop only.

## **# 11 cart handler**

Time to code!

Each class, that you want add, should implement special interface.

Cart handler can adding to cart, removing from cart, changing, cleaning, you also can check status and get or set whole cart.

Link to full code at the bottom.

## **# 12 Order handler**

It's similar, just do other things.

You can add products to order and validate its. Also remove, clean, get/set.

And after you should submit order. It's mean that order placed and manager can start work with it. Also method `getCost`, that count cost of delivery, payments, applies rules for discounts and return latest cost for order.

### **# 13 - Delivery handler**

Delivery handler very similar. Main method - `getCost`. It return cost of delivery, calculations incapsulated in class.

### **# 14 - Payment handler**

Payment the same, but has two additional methods - `send` and `recieve`. `Send` - prepares informations about payment and sends to externat payment system, `receive` process returned answer.

I hope it's clear.

### **# 15 - Special plugins**

Awesome thing, special minishop plugins. Not MODX plugins.

For example, you want add new field to database (for natural search and filtering buy sql-queries), but want save ability to update minishop. This plugins works as hot hooks.

### **# 16 - Special plugins 2**

All plugins should be stored in special folder with name of plugin. Minishop save this folder during upgrade.

And you need create 3 files.

All based on meta-map files from xpdo.

In index you define which files you need include.

### **# 19**

And for manager we need define code on `extjs`, that will be added before load manager panel.

### **# 20 Results**

Results. New fields.

### **# 21 - MODX Power**

Also exists a lot of ways to extend minishop by power of MODX. Really. A am not kidding!

## **# 22 Current status of minishop**

It's works. Installed on four and half thousands of sites.

But have some annoying bugs, wait refactoring a long time. And of course needs docs.

## **# 23 Future**

Will be a versions three! As Vasily said.

It will brings refactoring of current code, more apis, documentaions, on english too.

More details Vasily will tell on MODX Meetup in Minsk in this December.

## **# 24 Ecosystem**

Let's to see how minishop helped to community and how was built ecosystem.

## **# 25 Store vs Marketplace**

What diference beetwen store and marketplace?

Both allow to sell extras and applications, but... Below some pros and cons for stores and marketplaces.

One developer or team for store, independent developer not have ability to come and sell own extra (not yeasy). In marketplace he can. It's cons of marketplace.

But store also has pros. Higher quality of packages and support. In marketplace it not always promised.

Official MODX repository - looks like as marketplace, but not has market.  
modstore.pro - real marketplace.

## **# 26 Stores**

Stores, which I know.

modmore.com of course, extras.io too. A few days ago russian developer created own store. And my store, that will be launched, I hope.

And I hope, all stores will be a marketplace in near future. I would want it.

## **# 27 - History of modstore**

Started on eleventh of June in 2013. Was named as store.simpdream.ru. SimpleDream agency main company that supports MODX initiatives in Russia.

At start in store was placed basically extras from stuff.

Started actively growth after release of minishop.

On our local community every extra developer dreams to create something for this marketplace.

## **# 28 - How it works**

Developer sends request for adding extra and stuff of store do check and validate extra and developer. After developer can upload new versions by himself. Store provides billing and shows statistics by extra and can pay to developer, if somebody bought this extra. Developer should provide support to client, who bought extra. By rules of marketplace. So, in a fact, store sells support from developer, not just package.

Average fee is 30%, but can be discussed.

## **# 29 - Some statistics**

Only two years. Revenue grows more than ten times. Twenty five authors now represented in marketplace.

## **# 30 - Cloud**

And here only small part of all extras, placed in marketplace.

## **# 31 - Is it easy?**

Is it easy to create the same?

I guess yes. It is not simple. But not impossible.

## **# 32 - how create it**

At first, you need package repository. For automate installations.

Then you should create system for manage of users account and their keys for access to repository and paid content.

Content management. On MODX no problem.

Support interface. Not difficult to in common cases.

Billing. Can be complex, depends of country. Not difficult technically, but can be issues with laws.

### **# 33 - How it suport**

Very important support and improve your marketplace. It's e-commerce too, just with extras :)

You can hire designer for logos and UI, also you can hire people for support, for texts. It's can be expencive, at start you can do it by self.

### **# 34 - Concusions**

Of course, if you want, you can. It'need impact, but not difficult.

If you can, just do it.

If you want develop extras, thinks as modx. Because one good extra can be create many satelits and it's really good. You will involve more people.

Competitions is good, of cource. But I think owners of stores and marketplaces should collaborates and exchange of experience. And do their stores better and better.

And! As we about MODX - Creative Freedom!

### **# 35 - Contacts**

It's absolutlly no problem find me in the Internet, but on screen some my contacts. Twitter as the most fastest way to get touch with me. My developer account on Github, where I share almost all of my code.

Below my website and email. And :) If you anywhere see a penguin like this, most likely it is I.

### **# 36 - Thanks. Questions**

I guess that's all that I want tell you, so, please, ask me. I will try answer.