Lab 7: E-Commerce Lab Manual Using SocialGO

Lab Objective:

To enable students to develop an e-commerce-enabled social network using the SocialGO platform by following step-by-step instructions and applying e-commerce concepts.

Lab 1: Introduction to SocialGO

Objective: Understand the platform and create a user account.

Steps:

1. Visit https://www.socialgo.com/
2. Explore the homepage and features.
3. Create a user account using your email.
4. Verify your account via email.

Lab 2: Creating Your Online Community

Objective: Set up your own niche-based community.

Steps:

1. Click "Create a Community" from your dashboard.
2. Choose a niche (e.g., tech, fashion, books).
3. Set a community name and description.
4. Choose a default theme and layout.

Lab 3: Customizing Community Look & Feel

Objective: Design your community branding.

Steps:

1. Go to "Customize Appearance".
2. Upload:
     o Logo
     o Banner/Header image
3. Choose colors and fonts.
4. Edit the "About Us" section.

Lab 4: Adding E-Commerce Features

Objective: Enable e-commerce and add products.

Steps:

1. Enable the "Store" or "Marketplace" feature.

2. Add at least 3 products:

    o Title, Image, Price, Description, Category

3. Set product tags for search optimization.

Lab 5: Social and Community Features

Objective: Engage users through social features.

Steps:

1. Enable:

    o Member profiles

    o Activity feeds

    o Internal messaging

    o Forum/Group discussions

2. Invite classmates to join and interact.

Lab 6: Managing User Roles and Permissions

Objective: Create and assign different user roles.

Steps:

1. Go to "Manage Users".

2. Create roles (e.g., Admin, Seller, Buyer).

3. Assign permissions (view, post, delete, etc.).

Lab 7: Payment Integration

Objective: Set up payment methods and simulate a purchase.

Steps:

1. Navigate to "Store Settings".

2. Connect a payment gateway (e.g., PayPal).

3. Simulate a purchase from another account.

4. View order confirmation.