Focus on Web Design

Visit the following sites as a starting point as you explore the web design topic of shopping cart usability:

- E-commerce Shopping Cart Usability Research Findings: https://www.uxteam.com/blog/e-commerce-shopping-cart-usability-research-findings/
- Dos and Don'ts of Mobile Shopping Cart Design: https://www.growcode.com/blog/mobile-shopping-cart-design/
- New E-Commerce Checkout Research: https://baymard.com/blog/ecommerce-checkout-usability-report-and-benchmark
- 10 Best Practices for Shopping Cart Page Optimization: https://www.abtasty.com/blog/shopping-cart-optimization/
- Optimizing Shopping Cart Page Design and Usability: http://www.ecommerceillustrated.com/optimizing-shopping-cart-pages-reducing-cart-abandonment/

Write a one-page report that describes shopping cart usability issues that web designers should be aware of. Cite the URLs of the resources you used.

Website Case Study Adding a Catalog Page for an Online Store

Each of the following case studies has continued throughout most of the text. This chapter adds a catalog page for an online store to the websites. This catalog page will connect to a placeholder shopping cart page on the textbook website at https://www.webdevfoundations.net.

JavaJam Coffee Bar

See Chapter 2 for an introduction to the JavaJam Coffee Bar case study. Use the Chapter 9 JavaJam website as a starting point for this case study. As frequently happens with websites, the client, Julio Perez, is pleased with the response to the site and has an idea about a new use for it—selling JavaJam gear, such as T-shirts and coffee mugs. This new page, gear.html, will be part of the main navigation of the site. All pages should link to it. A revised site map is shown in Figure 12.5.

Figure 12.5 Revised JavaJam site map
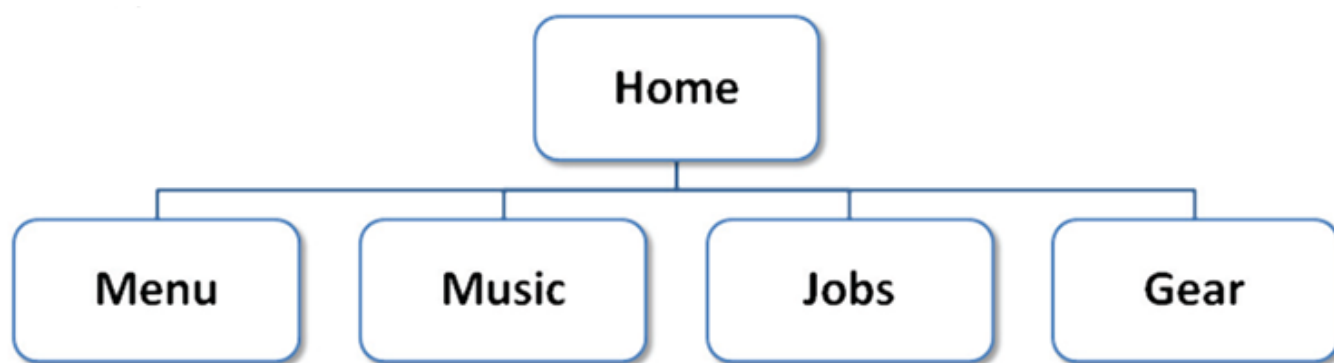
The Gear page should contain a description, image, and price for each product. It should link to a shopping cart system when the visitor wants to purchase an item. You may access a placeholder page provided by the textbook's website. If you have access to a different shopping cart system, check with your instructor and ask if you can use it instead.

You have four tasks in this case study:

1. Create a new folder for this JavaJam case study.
2. Modify the main navigation on each page to include a link to the new Gear page.
3. Modify the javajam.css external CSS file.
4. Create the new Gear page (gear.html) shown in Figure 12.6□.

Figure 12.6 **New JavaJam Gear page**

Hands-On Practice Case Study

TASK 1: THE WEBSITE FOLDER. Create a folder called javajam12. Copy all of the files from your Chapter 9 javajam9 folder into the javajam12 folder. Copy the javamug.jpg, javashirt.jpg, and herocouch.jpg images from the chapter 12 folder in the student files and save them to your javajam12 folder.

TASK 2: UPDATE THE NAVIGATION ON EACH PAGE. Launch a text editor and open the home page (index.html). Add a new list item and hyperlink in the main navigation area that displays the text "Gear" and links to the file gear.html. See Figure 12.6 for an example of the navigation area. Save the file. Edit the Menu (menu.html), Music (music.html), and Jobs (jobs.html) pages in a similar manner and save each file.

TASK 3: CONFIGURE THE CSS. Launch a text editor and open javajam.css. Configure the following styles above the media queries.

a. Add a new style rule to configure a class named `item` that has a #FAF9F7 background color, 1em margin, 1em padding, and set the overflow property to auto.

b. Add a new style rule to configure the img elements within the item class to float to the right.

c. Configure a new id named #herocouch with 300px height that displays the herocouch.jpg image in 100% of the background. Use the `#heroguitar` id as a guide as you code the styles.

Save your javajam.css file.

TASK 4: CREATE THE NEW GEAR PAGE. One way to be productive is to create pages based on your earlier work. Launch a text editor and open the Menu page (menu.html). Save the file as gear.html. This will give you a head start and ensure that the pages on the website are similar. Perform the following modifications:

a. Change the page title to an appropriate phrase.

b. Locate the div assigned to the `heromugs` id. Assign to an id named `herocouch`.

c. Change the text within the h2 element to "JavaJam Gear".

d. Delete the existing paragraph and place each sentence below in a separate paragraph:

   JavaJam gear not only looks good, it's good to your wallet, too.

   Get a 10% discount when you wear a JavaJam shirt or bring in your JavaJam mug!

e. Locate the div assigned to the id named `flow`. Delete all the HTML elements and their contents within this div. You will code the shopping cart items in this area.

f. Configure a div element assigned to the class named `item`. Code the following img, h3, and paragraph tags in the div.

   1. Configure an img element to display the javashirt.jpg graphic.

   2. Configure the text "JavaJam Shirt" within an h3 element.

   3. Configure the following text in a paragraph: "JavaJam shirts are comfortable to wear to school and around town. 100% cotton. XL only. $14.95"

g. Configure a div element assigned to the class named `item`. Code the following img, h3, and paragraph tags in the div.

   1. Configure an img element to display the javamug.jpg graphic.

   2. Configure the text "JavaJam Mug" within an h3 element.

   3. Configure the following text in a paragraph: "JavaJam mugs carry a full load of caffeine (12 oz.) to jump-start your morning. $9.95".

h. Each item for sale has an "Add to Cart" button, which is contained within a form with an action attribute set to https://webdevbasics.net/cart.html, a placeholder shopping cart page.

To place the shopping cart button for the T-shirt, add the following code below the paragraph that describes the T-shirt and above the closing div tag.

> Add to Cart

The process for adding the shopping cart button for the mug is the same. Add the following code below the paragraph that contains the description of the mug.

> Add to Cart

Save your page and test it in a browser. It should look similar to the one shown in Figure 12.6🔲. Click the Add to Cart buttons for one of the items. The placeholder shopping cart will display and your screen should look similar to the one shown in Figure 12.7🔲.


Figure 12.7   A placeholder shopping cart page
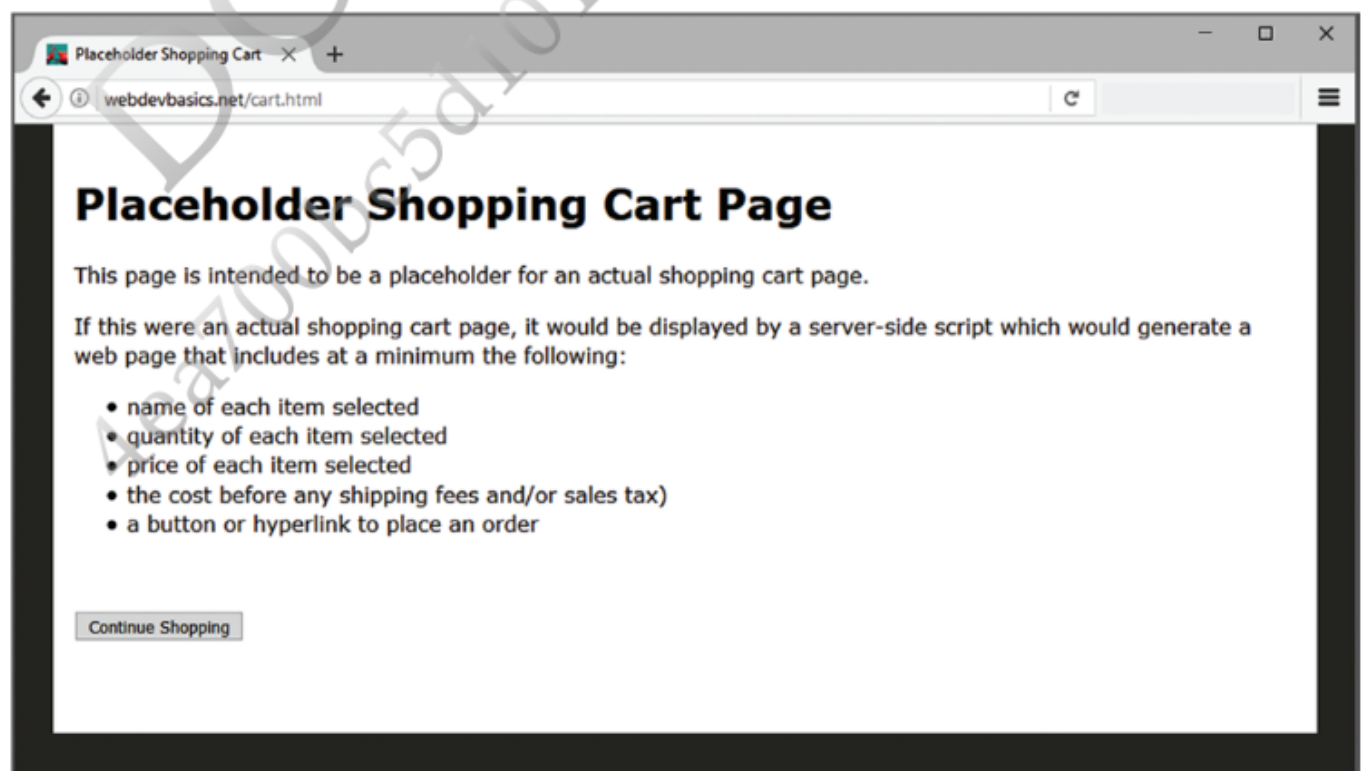
Fish Creek Animal Clinic

See Chapter 2 for an introduction to the Fish Creek Animal Clinic case study. You will use the Chapter 9 fishcreek9 folder as the starting point for this case study.

After a site is initially created, it's typical for a client to think of new ideas for the website. The owner of Fish Creek, Magda Patel, is pleased with the response to the site and has a new use for it—selling sweatshirts and tote bags with the Fish Creek logo. She already has these materials for sale at her front desk in the animal hospital and her customers seem to like them. This new Shop page (shop.html) will be part of the main navigation of the site. All pages should link to it. A revised site map is shown in Figure 12.8.

Figure 12.8 **Revised Fish Creek site map**
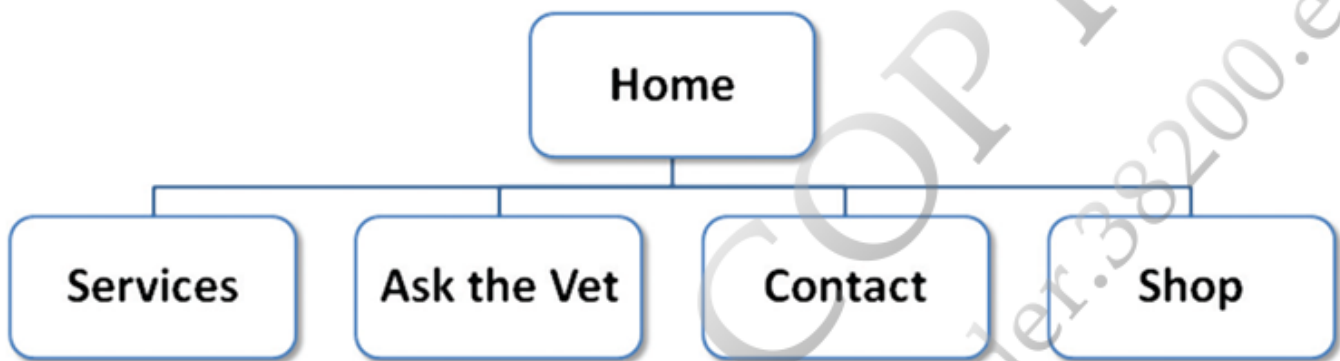
The Shop page should contain the description, image, and price of each product. It should link to a shopping cart system when the visitor wants to purchase an item. You may access a placeholder page provided by the textbook's website. If you have access to a different shopping cart system, check with your instructor and ask if you can use it instead.

You have four tasks in this case study:

1. Create a new folder for this Fish Creek case study.
2. Modify the main navigation on each page to include a link to the new Shop page.
3. Modify the fishcreek.css external CSS file.
4. Create the new Shop page (shop.html) shown in Figure 12.9.

Hands-On Practice Case

TASK 1: THE WEBSITE FOLDER. Create a folder called fishcreek12. Copy all of the files from your Chapter 9 fishcreek9 folder into the fishcreek12 folder. Copy the fishtote.gif and fishsweat.gif images from the chapter12 folder in the student files and save them to your fishcreek12 folder.

TASK 2: UPDATE THE NAVIGATION ON EACH PAGE. Launch a text editor and open the home page (index.html). Add a new list item and hyperlink in the main navigation area that displays the text "Shop" and links to the file shop.html. See Figure 12.9⬚ for an example of the navigation area. Save the file. Edit the Services (services.html), Ask the Vet (askvet.html), and Contact (contact.html) pages in a similar manner. Save each file.

TASK 3: CONFIGURE THE CSS. Launch a text editor and open the fishcreek.css file. Configure the following styles above the media queries.

    a. Configure a class named shop with a 1px solid #AEC3E3 border and white background.
    b. Add a style rule for the img elements within the shop class. Configure right float.
    c. Add a style rule for the form elements within the shop class. Set clear to right.

Save your fishcreek.css file.

TASK 4: CREATE THE NEW SHOP PAGE. One way to be productive is to create pages based on your earlier work. Launch a text editor and open the home page (index.html). Save the file as shop.html. This will give you a head start and ensure that the pages on the website are similar. Perform the following modifications:

    a. Change the page title to an appropriate phrase.
    b. Change the text within the h2 element to "Shop at Fish Creek Animal Clinic".
    c. Delete the paragraph element and its content.
    d. Delete the contents of the first section element. Assign the section element to the class named shop. The section will contain an h3, an image, a description and a form that will process the Add to Cart button. Code an h3 element with the text "Fish Creek Tote Bag". Configure the fishtote.gif image below the h3. You will configure the description below the image. Type the following descriptive text in a paragraph: "Carry your pet supplies and accessories in a special tote from Fish Creek. 100% cotton. $14.95".
    e. Delete the contents of the second section element. Assign the section element to the class named shop. The section will contain an h3, an image, a description and a form that will process the Add to Cart button. Code an h3 element with the text "Fish Creek Sweatshirt". Configure the fishsweat.gif image below the h3. You will configure the description below the image. Type the following descriptive text in a paragraph: "A Fish Creek sweatshirt will warm you up on cool morning walks with your pet. 100% cotton. Size XL. $29.95".
    f. Delete the third section element and its contents.
    g. Delete the div assigned to the address class and its contents.
    h. Next, we will add a shopping cart button to each item for sale. This shopping cart button is placed in a form after the paragraph in each section. The action for the form is https://

placed in a form after the paragraph in each section. The action for the form is https://

webdevbasics.net/cart.html