Ecommerce Entry Path

Ecommerce Entry Path

Discussion of two paths

The company's order entry process is discussed below under the Order Manager Path. You may jump there directly if you wish. Both the ecommerce entry and the Order Manager entry methods are discussed in this section to the point where the order entry is finished and Order Approval is needed before proceeding.

It is valuable for you to be familiar with the ecommerce order entry process so that when a customer writes or calls in with a problem from that process you can be understanding and helpful.

Remember that an order can be canceled anytime up to the final confirmation point! Encourage your staff, especially your customer service people, to walk through an on-line order. They should try to see what happens when clicking on links or following paths that they wouldn't ordinarily follow, just to see what happens! Then, when a customer describes their situation, you can relate to what they are seeing on their screen.

.3.2.1.2 First Screen after Login

The first screen after a successful login shouts "BUY - BUY - BUY!!" Each section of this screen is discussed below.

.3.2.1.3 Customer-centered sections

.3.2.1.3.1 Language

If your site is available in more than one language, this user-friendly feature should be very much appreciated.

.3.2.1.3.2 Mini-Poll Poll
You can do surveys with your customers here.

.3.2.1.3.3 Did you know?
Marketing facts, comparisons, plugs, promos, whatever, can be introduced here in a low-key setting.

.3.2.1.3.4 Browse Forums
Links to forums, boards, or other websites are gathered here.

.3.2.1.3.5 Special Offers
Discounts and special promotions are presented here to reward the customer for purchases she has made and to encourage additional purchases. He can click on the link [View All Promotions] to see even more offers than what are presented here.

.3.2.1.4 Ordering Process

.3.2.1.4.1 chooseCatalog
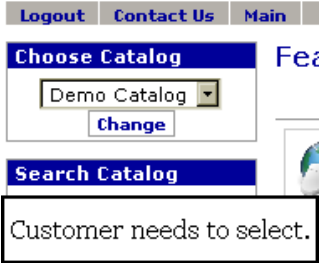
.3.2.1.4.2 Choose Catalog
Your customer might be ordering from your Spring catalog, your Outdoor Specials catalog, or whatever electronic Catalog he may have come across online or through email. Establish or confirm the Catalog here so that details (including prices!) reflect the Catalog he has seen.

You might need additional login programming to arrive at the correct catalog if the customer is referred here through internet solicitation and linkage; asking the customer to specify the catalog he saw in the ad is not always productive.

The catalog specified here will govern what products, special offers, discounts, and other details of the marketing process are presented in this screen and for the order itself. All of your marketing efforts must be coordinated with the presentation now seen by the customer. Your default catalog needs to be broad enough to cover all the instances where a customer's choices or the login protocol bring him to the default.

.3.2.1.4.3 Find Product
Opportunities to select and order product abound on this screen. The customer can follow whichever path attracts his interest or matches his needs. Those sections of the screen are each discussed below, not necessarily in order of appearance.

.3.2.1.4.3.1 Featured Products
The center of the screen is a list of all or most of the products under the heading of Featured Products. These can include a photo, description, price, promotional information, discounts, links to the catalog page, link from Virtual products to their variations, place to specify quantity being ordered and the most important link: [Add To Cart]. If more than one page of products is needed, scrolling links are given.

This section of the page is replaced by other functions when in use, such as search engines, category lists, etc. The customer can always return to this portion of the screen by clicking on the Main link on the upper Menu bar.

.3.2.1.4.3.1.1 Additional information
Clicking on the product name either here or anywhere in the screen will bring up the product detail screen as shown below.

.3.2.1.4.3.1.2 Click product name for details

Tiny Chrome Widget
Tiny Chrome Widget
WG-5569
List Price: $60.00
Regular Price: $59.99
On Sale! Your Price: $48.00
Save: $12.00 (20%)
Quantity: 50
Weight: 4
Usually ships in 2 Days!

Tell-A-Friend

| 1 | Add to Cart |

| New Shopping List ▼ | 1 | Add To Shopping List |

This tiny chrome widget makes a perfect gift. The shine will last forever. No pollishing required.

Customer Reviews:

This product hasn't been reviewed yet.
Be The First To Review This Product!!

You might be interested in these as well:

GZ-2644 - These two are much more useful together.

Round Gizmo
Round Gizmo w/ Lights - Usually ships in 15 Days!
GZ-2644 List Price: $48.00 **On Sale! Your Price:**
$38.40 Save: $9.60 (20%)

| 1 | Add to Cart |

Try these instead of Tiny Chrome Widget:

WG-9943 - A little bit more expensive, but worth every penny!

Every product name is a hotkey to this information which drops into the center of the screen. You can establish what information will appear for each of your featured products.

.3.2.1.4.3.2 Last Products

Last Products [Clear]
Tiny Chrome Widget
WG-5569 $48.00
Add 1 to Cart

Round Gizmo
GZ-2644 $38.40
Add 1 to Cart

Shows the products which the customer has looked at more closely by clicking on the product name; cumulative until [Clear] is pressed.

.3.2.1.4.3.3 Quick Reorder

.3.2.1.4.3.3.1 Why offer re-orders?
Previously ordered items are displayed here. Studies have indicated that repeat customers are like gold. By presenting them with reminders of their previous purchases, you are both flattering them and providing an opportunity for another purchase of the same items.

This section also saves the customer from having to lookup the items she previously ordered. All are presented here.

Doesn't this make the Shopping List concept unneccessary? Not really, because the Shopping Lists can carry 'Wish Lists' as well as previously ordered items. Also, Shopping Lists can be plugged into the order 'en masse' rather than item by item. There could be dozens of different Lists, each tailor-designed for a specfic purpose.

For regular, heavy-hitter customers, you might want to limit the list of previously-ordered items to only the most recent 10 or so.

.3.2.1.4.3.3.2 quickReorder

Quick Reorder...
Micro Chrome Widget
WG-1111 $59.99
Add 1 to Cart

Open Gizmo (LGPL)
GZ-1006-1 $1.99
Add 1 to Cart

Open Gizmo (BSD)
GZ-1006-3 $1.99
Add 2 to Cart

Square Gizmo
GZ-2002 $47.99
Add 2 to Cart

Purple Gizmo
GZ-5005 $47.99
Add 2 to Cart

Items from previous orders are listed here with a link to add them to this order in the same quantity as before.

.3.2.1.4.3.4 Browse Categories
Categories are collections of related items. If the customer is looking for Books, for example, this would quickly get him to that portion of the inventory with presentations of Book titles or sub-catgories from which to choose.

Another way to consider this section: whereas the initial screen might show all the products (with scrolling), the Category selection will eliminate all products displayed except those in the Category he has chosen.

.3.2.1.4.3.5 Search in Category

.3.2.1.4.3.5.1 How it works
When the [Search In Category] link is selected, a simple but powerful search tool opens in the center screen. By making a few choices and entering a keyword or two, the customer can look for products that exist in the Featured Products category. That tool is shown below.

After a successful find, the customer is presented with the second screen shown below, titled productFound. Here she has a couple of choices. If the returns are too extensive, she could refine the search. If she sees what she wants, a quick click on [Add To Cart] will select the product in whatever quantity she enters.

.3.2.1.4.3.5.2 searchInCategory

Advanced Search in Category

Category: **"Featured Products"**. Include sub-categories? Yes ⦿ No ○
Keywords: Tiny   Any ⦿ All ○
Sort Order: List Price ▾ Low to High ⦿ High to Low ○
Find

A click on [Search in Category] brings up this search tool.

.3.2.1.4.3.5.3 productFound

Product Search, you searched for:

[X] Category: Featured Products (and all sub-categories)
[X] Keyword(s): "Tiny", where any word matches
Sorted by: List Price (Low to High)

Refine Search

Page 1 of 1 ▼ 1 - 1 of 1

Tiny Chrome Widget
Tiny Chrome Widget - Usually ships in 2 Days!
WG-5569 List Price: $60.00 **On Sale! Your Price: $48.00**
Save: $12.00 (20%)

1   Add to Cart

Page 1 of 1 ▼ 1 - 1 of 1

Either [Refine Search], [Add to Cart], or return to [Main].

.3.2.1.4.3.6 Last Categories

As the Customer browses around the screen, looking into various products, categories, or other content, this section is constantly updated with links back to previously-viewed screens. Therefore, he will be able to quickly return to something that has stayed in his memory.

.3.2.1.4.3.7 Browse Content

Brings up a powerful tool for searching Content which could be documents, case studies, test results, testimonials, additional graphics, specifications, or whatever Content you choose to have accessible to the customer.

.3.2.1.4.3.8 Search Catalog

.3.2.1.4.3.8.1 How it works

Customers will use this to search the catalog by keywords, such as the name of the product or one of its features. You can help their search by keeping the Thesaurus updated.

.3.2.1.4.3.8.2 searchCatalog

Choose Catalog

Demo Catalog ▼
Change

Search Catalog

Purple
○ Any ● All Find

Advanced Search

Browse Categories
- **Configurable PCs**
- **Gift Cards**
- **Widgets**
- **Gizmos**

Product Search, you searched for:

[X] Category: Demo Default Search (and all sub-categories)
[X] Keyword(s): "Purple", where all words match
Sorted by: Keyword Relevancy

Refine Search

Page 1 of 1 ▼ 1 - 1 of 1

Purple Gizmo
The stylish gizmo
GZ-5005 List Price: $48.00 **Your Price: $47.99** Save: $0.01 (0%)

1   Add to Cart

Page 1 of 1 ▼ 1 - 1 of 1

Entering a term in the Search Catalog section resulted in the results displayed center screen.

.3.2.1.5 Walk through an order

Let's assume that our phantom customer, Sherry Shopper, has logged in, selected the Demo Catalog, and is ready to order. We will now follow her through the ordering process.

.3.2.1.5.1 Sherry selects her products

Clicking on items displayed or searching through and then selecting from the catalog, Sherry's items are added to her shopping cart. Only the Cart Summary reflects these choices at this time.

.3.2.1.5.1.1 Selecting from previous orders

.3.2.1.5.1.1.1 First, a click on the Order History link

Order History

Date	Order #	Amount	Status	
2006-01-19 08:46:16.609	WS10050	$117.37	Completed	**View**
2005-12-01 08:09:56.595	WS10000	$248.22	Completed	**View**

Shopper repeats previous Order Items by calling up [Order History]. Click on [View] to select.

.3.2.1.5.1.1.2 Then select a previous order

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Welcome Sherry Shopper! (Not You? Click Here **)**

Shopping Cart is empty
[View Cart] [Quick Checkout]

| Logout | Contact Us | Main | | Quick Add | Order History | Shopping Lists | Requests | Quotes | Profile |

Order #WS10050 Information   Request Return

Name	Mrs. Sherry Shopper
Status	Completed (Approved/Created)
Date	2006-01-19 08:46:16.609

Payment Information

Credit Card Sherry Shopper
Visa 1111 09/2006

To: Sherry Shopper
1313 Ave. Z
Scottsbluff, NE 69361
USA

Shipping Information

Destination [00001] **To:** Mr. Sherwood Shopper
1525 Ave. J
Scottsbluff, NE 69361
USA

Method UPS Ground

Splitting Preference Please ship items I ordered as they become available (you may incur additional shipping charges).

Gift? This order is a gift.

Gift Message Happy Birthday, Dad!

Language

English (United ...)
Change

Cart Summary
Shopping Cart is empty

Special Offers

Details Spend more than $1000 in any 12 months on our fabulous Widgets and Gizmos and get a 5% discount.

Details Buy $50 of your favorite gizmos (all products in Gizmo [100] or sub-category) get a free Open Gizmo! Limit 2 per order.

Details $10 off entire purchase of $50 or more with promo code [9000], limit use of code to one per customer, limit for three uses total for the code

View All Promotions

Did you know?
- **The resale value of widgets after five years is 46% higher than that of competitors.**
- **Widgets outsell gizmos 2:1**

Last Categories   [Clear]
- **Featured Products**

Order Items   Add All to Cart | Add Checked to Cart | Send me this every month

Product	Qty Ordered	Qty Shipped	Qty Cancelled	Unit Price	Adjustments	Subtotal	
GZ-2002 - Square Gizmo	2	2	0	$47.99	$0.00	$96.94	☐
Adjustment: Sales Tax Jurisdiction: Not Applicable [_NA_] **Rate: 1**					$0.96		
Ship Group: [00001] 1525 Ave. J	2						
GZ-1004 - Rainbow Gizmo	1	1	0	$25.99	$0.00	$26.25	☐
Adjustment: Sales Tax Jurisdiction: Not Applicable [_NA_] **Rate: 1**					$0.26		
Ship Group: [00001] 1525 Ave. J	1						
GZ-1006-3 - Open Gizmo (BSD)	2	2	0	$1.99	($0.40)	$3.58	☐
Adjustment: Promotion					($0.40)		
Ship Group: [00001] 1525 Ave. J	2						
GZ-1006-1 - Open Gizmo (LGPL)	1	1	0	$1.99	($1.99)	$0.00	☐
Adjustment: Promotion					($1.99)		
Ship Group: [00001] 1525 Ave. J	1						
WG-1111 - Micro Chrome Widget [Quantity: 50] [Weight: 2]	1	1	0	$59.99	($59.99)	$0.00	☐
Adjustment: Promotion					($59.99)		
Ship Group: [00001] 1525 Ave. J	1						

Subtotal	$125.55
Promotion	($12.60)
Shipping and Handling	$3.20
Sales Tax	$1.22

Grand Total $117.37

W3C **css** ✓   W3C **XHTML** 1.0 ✓

Clearly still within the ecommerce website, here the shopper sees details of a previous order. She has options to [Add All to Cart], [Add Checked to Cart] or request an auto-ship with [Send me this every month].

.3.2.1.5.1.1.3 She selects the item(s) wanted

By checking on the item she wants to re-order, then clicking on [Add Checked to Cart], the item (in the same quantity as before) is added to her shopping cart. The screen will not clear out the earlier order, however, until she selects another process for finding her items. This gives her time to consider possibly re-ordering another item from the same list.

.3.2.1.5.1.2 Power shoppers use Quick Add

.3.2.1.5.1.2.1 Quick Add screen

ain		Quick Add	Order History	Shopping Lis

Main Quick Add   [Main Quick Add ▼]
[Choose Quick Add Category]

For quick orders, you have found the right place!

				Add All to Cart
GZ-2644	[Round Gizmo]	List:$48.00	**$38.40**	[ ]
GZ-8544	[Big Gizmo]	List:$270.00	**$269.99**	[ ]
WG-1111	[Micro Chrome Widget]	List:$60.00	**$59.99**	[ ]
WG-5569	[Tiny Chrome Widget]	List:$60.00	**$48.00**	[ ]
WG-9943	[Giant Widget]	List:$550.00	**$440.00**	Choose Variation...
				Add All to Cart

Clicking on the Quick Add link brings up this screen.

.3.2.1.5.1.2.2 Choices from Quick Add

Now Sherry can select from the drop-down screen to find a different Quick Add screen, she can add all of the items on this screen, or she can do what she wants - she elects to click on the link to the Giant Widget, bringing up the next screen.

.3.2.1.5.1.2.3 Choices among the variants

Giant Widget
Giant Widget with Wheels
WG-9943
Sizes Available: 3-Wheel, 4-Wheel
Compare At: $922.00
List Price: $550.00
Regular Price: $549.99
On Sale! Your Price: from $440.00
Save: $110.00 (20%)
Quantity: 10
Weight: 22

[Tell-A-Friend]

[Silver ▾]
[4-Wheel ▾]

[2] [**Add to Cart**]

[Sherry's List ▾] [1] [**Add To Shopping List**]

Black   **Silver**

This giant widget is mobile. It will seat one person safely. The wheels will never rust or break. Quite a unique item.

Customer Reviews:

This product hasn't been reviewed yet.
Be The First To Review This Product!!

You might be interested in these as well:

[GZ-2644] **- This makes it look much better.**

Round Gizmo
Round Gizmo w/ Lights - Usually ships in **15 Days!**
GZ-2644 List Price: $48.00 **On Sale! Your Price:**
$38.40 Save: $9.60 (20%)   [1] [**Add to Cart**]

Sherry has chosen Silver over Black in the 4-wheel version and can now click [Add To Cart]. Note the [Add To Shopping List] link.

.3.2.1.5.1.3 Final Choices

For her last two items, Sherry chose a His/Her Gizmo (GZ-9290) from the list of Quick Reorder items in the left-hand panel. Note how each time an item is selected, the display of that item is removed from the panel. Finally, on impulse, she added a Round Gizmo from the items listed under 'You might be interested in these as well:' You can see all these purchases now reflected in the Cart Summary.

.3.2.1.5.2 Cart Summary reflects selections

Cart Summary

| View Cart | Checkout |

#	Item	Subtotal
1	Round Gizmo	$38.40
1	His/Her Gizmo	$97.99
2	Giant Widget S4	$880.00
1	Rainbow Gizmo	$25.99
1	Open Gizmo (LGPL)	$0.00
1	Open Gizmo (LGPL)	$0.00
1	Open Gizmo (LGPL)	$0.00
1	Micro Chrome Widget	$0.00
	Total:	**$938.14**

| View Cart | Checkout |
| Quick Checkout |

Four items were selected;
four others were added
by the system at no cost
as promos.

.3.2.1.5.3 View Cart

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Welcome Sherry Shopper! (Not You? Click Here **)**

Cart has 9 Items, $938.14
[View Cart] [Quick Checkout]

| Logout | Contact Us | Main | | Quick Add | Order History | Shopping Lists | Requests | Quotes | Profile |

Choose Catalog

Demo Catalog ▾
Change

Search Catalog

◉ Any ○ All **Find**

Advanced Search

Browse Categories
- Configurable PCs
- Gift Cards
- Widgets
- Gizmos

Quick Reorder...
Open Gizmo (BSD)
GZ-1006-3 $1.99
Add 2 to Cart

Square Gizmo
GZ-2002 $47.99
Add 2 to Cart

Purple Gizmo
GZ-5005 $47.99
Add 2 to Cart

Browse Forums
- Ask the Experts
- Gizmos
- Widgets

Browse Content
- Gizmos
- Policies
- Widgets

Quick Add

Continue Shopping | Checkout

Product ID: [   ] Quantity: [1] **Add to Cart**

Shopping Cart

Recalculate Cart | Empty Cart | Remove Selected | Checkout

Product	Quantity	Unit Price	Adjustments	Item Total	☐
GZ-2644 - Round Gizmo : Round Gizmo w/ Lights	[1]	$38.40	$0.00	$38.40	☐
GZ-9290 - His/Her Gizmo : A set of his/her gizmos	[1]	$97.99	$0.00	$97.99	☐
WG-9943-S4 - Giant Widget S4 : Silver Giant Widget with 4 Wheels	[2]	$440.00	$0.00	$880.00	☐
GZ-1004 - Rainbow Gizmo : The only multi-colored gizmo	[1]	$25.99	$0.00	$25.99	☐
[P] GZ-1006-1 - Open Gizmo (LGPL) : Gizmo based on open standards You may also choose one of the following for your gift: - Choose Another Gift - ▾	1	$1.99	($1.99)	$0.00	
[P] GZ-1006-1 - Open Gizmo (LGPL) : Gizmo based on open standards You may also choose one of the following for your gift: - Choose Another Gift - ▾	1	$1.99	($1.99)	$0.00	
[P] GZ-1006-1 - Open Gizmo (LGPL) : Gizmo based on open standards You may also choose one of the following for your gift:	1	$1.99	($1.99)	$0.00	

- Choose Another Gift - ▼

WG-1111 - Micro Chrome Widget : Micro Widget - Chrome Colored

|P| | | 1 | $59.99 | ($59.99) | $0.00 |

Sub Total: $1,042.38

Adjustment - Promotion | Details | : ($104.24)

Cart Total: **$938.14**

P - Promotional items; quantities cannot be modified.

New Shopping List ▼ | **Add Selected To List** |

| **Create a Request For Quote** | **Create New Quote From Cart** |

☐ Always view cart after adding an item.

Promotion/Coupon Codes

[_____] | **Add Code** |

Special Offers

[Details] Buy $50 of your favorite gizmos (all products in Gizmo [100] or sub-category) get a free Open Gizmo! Limit 2 per order.

[Details] Spend more than $150 on your favorite gizmos (all products in Gizmo [100] or sub-category) and get a free Open Gizmo!

[Details] Buy 1 Big Gizmo [GZ-8544] or Massive Gizmo [GZ-7000] Get 1 Purple Gizmo [GZ-5005] At 50% off with promo code [9001] (must be associated with Party or Email), no limit

| **View All Promotions** |

You might also be interested in:

Nan Gizmo
Indian style Nan gizmo
GZ-1001 Your Price: $25.99

[1] | **Add to Cart** |

Big Gizmo
Big Gizmo w/ Legs - Usually ships in **1** Days!
GZ-8544 List Price: $270.00 **Your Price: $269.99** Save: $0.01 (0%)

[1] | **Add to Cart** |

Massive Gizmo
The biggest gizmo ever
GZ-7000 List Price: $999.99 **Your Price: $599.99** Save: $400.00 (40%)

[1] | **Add to Cart** |

Promotion Information:

Promotions Applied:
Promotion | Details | - Total Value $104.24
Promotion | Details | - Total Value $1.99
Promotion | Details | - Total Value $1.99
Promotion | Details | - Total Value $1.99
Promotion | Details | - Total Value $59.99

Cart Item Use in Promotions:
Item # 1 [GZ-2644] - 1/1 Used - 0 Available
 - 1 Used as Qualifier of Promotion | Details |
Item # 2 [GZ-9290] - 1/1 Used - 0 Available
 - 1 Used as Qualifier of Promotion | Details |
Item # 3 [WG-9943-S4] - 0/2 Used - 2 Available
 - Could be Used as Qualifier of Promotion | Details |
Item # 4 [GZ-1004] - 1/1 Used - 0 Available
 - 1 Used as Qualifier of Promotion | Details |
Item # 5 [GZ-1006-1] - Is a Promotional Item
Item # 6 [GZ-1006-1] - Is a Promotional Item
Item # 7 [GZ-1006-1] - Is a Promotional Item
Item # 8 [WG-1111] - Is a Promotional Item

When [View Cart] is selected, all details of the order-in-progress are displayed to the shopper. She can change quantities, remove selected items, or even add more products as desired.

.3.2.1.5.4 Shopping Cart discussion

First, note how even at this point of viewing the cart, there is an option to quick add another product! From here, the customer can recalculate her cart or continue shopping (which returns her to the previous screen), or proceed with Checkout.

Second, there are various promotional messages around this screen to encourage further shopping.

Finally, many primary links are available. Notice that the shopper can go into her Profile, she can view established Shopping Lists that she might have created before, she can look at her own Shopping History, etc.

.3.2.1.6 Proceed to Checkout

.3.2.1.6.1 Confirm the shipping address

Step 1: Confirm the shipping address using the radio buttons. If a tax exemption applies, enter details.

.3.2.1.6.2 Shipping address and details

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Welcome Sherry Shopper! (Not You? Click Here **)**

Cart has 9 Items, $938.14
[View Cart] [Quick Checkout]

Logout   Contact Us   Main | **Quick Add   Order History   Shopping Lists   Requests   Quotes   Profile**

2) How shall we ship it?

- ○ UPS Guaranteed Next Day - $28.55
- ○ UPS Air - $15.60
- ○ UPS Ground - $8.30
- ○ USPS Express - $3.00
- ○ USPS Standard - $3.00
- ○ No Shipping - $0.00
- ● DHL Express - $20.60
- ○ DHL Next Afternoon - $19.60
- ○ DHL Second Day - $15.60
- ○ DHL Ground - $8.30

Ship all at once, or 'as available'?
- ○ Please wait until the entire order is ready before shipping.
- ● Please ship items I ordered as they become available (you may incur additional shipping charges).

Special Instructions

PO Number

Is This a Gift? ○ Yes ● No

Gift Message

Email Addresses
Your order will be sent to the following email addresses:
sherry@yahoo.com
Your may update these in your Profile.

You may add other comma separated email addresses here that will be used only for the current order:

Back to Shopping Cart   **Next**

Language
English (United ...) ▾
Change

Cart Summary
View Cart   **Checkout**

#	Item	Subtotal
1	Round Gizmo	$38.40
1	His/Her Gizmo	$97.99
2	Giant Widget S4	$880.00
1	Rainbow Gizmo	$25.99
1	Open Gizmo (LGPL)	$0.00
1	Open Gizmo (LGPL)	$0.00
1	Open Gizmo (LGPL)	$0.00
1	Micro Chrome Widget	$0.00

Total: $938.14

View Cart   **Checkout**
Quick Checkout

Special Offers
Details Get $500 off any item in the Small Gizmos [101] category, limit 1 per order, 2 per customer, 3 for entire promotion promotion. Discount not to exceed the price of the item.

Details Spend more than $150 on your favorite gizmos (all products in Gizmo [100] or sub-category) and get a free Open Gizmo!

Details Buy 1 Big Gizmo [GZ-8544] or Massive Gizmo [GZ-7000] Get 1 Purple Gizmo [GZ-5005] At 50% off with promo code [9001] (must be associated with Party or Email), no limit

View All Promotions

You Might Like...
Massive Gizmo
GZ-7000 $599.99
Add 1 to Cart

Purple Gizmo
GZ-5005 $47.99
Add 1 to Cart

Open Gizmo
GZ-1006 From $1.99
Choose Variation...

Did you know?

Step 2: Confirm the shipping information - method, split, gift, and other details.

.3.2.1.6.3 Payment particulars

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Welcome Sherry Shopper! (Not You? **Click Here** **)**

Cart has 9 Items, $938.14
[View Cart] [Quick Checkout]

Logout   **Contact Us**   **Main**   **Quick Add**   **Order History**   **Shopping Lists**   **Requests**   **Quotes**   **Profile**

3) How shall you pay?

Add: **Credit Card**   **EFT Account**

○ Mail Check/Money Order

○ COD

○ Pay With WorldPay

○ Pay With PayPal

☑ CC: Visa 1111 09/2006 **Update**   **Bill Up To:** [　　　]

○ EFT: First City Bank: 100203405 **Update**

☐ Gift: ********erry **Update**   **Bill Up To:** [　　　]

○ Pay only with Billing Account

○ Sherry Shopper Personal Account [**#10001**] ($1,500.00)
  Bill Up To: [1500.00]
○ No Billing Account

☐ Use Gift Card Not On File

  Number   [　　　　　]
  PIN   [　　　　　]
  Amount   [　　　　　]

Single Use Credit Card   **Single Use Gift Card**   **Single Use EFT Account**

Back to Shopping Cart   **Continue to Final Order Review**

Language
English (United ... ▼)
Change

Cart Summary
View Cart   **Checkout**
# Item	Subtotal
1 **Round Gizmo**	$38.40
1 **His/Her Gizmo**	$97.99
2 **Giant Widget S4**	$880.00
1 **Rainbow Gizmo**	$25.99
1 **Open Gizmo (LGPL)**	$0.00
1 **Open Gizmo (LGPL)**	$0.00
1 **Open Gizmo (LGPL)**	$0.00
1 **Micro Chrome Widget**	$0.00
	Total: $938.14

View Cart   **Checkout**
Quick Checkout

Special Offers
Details Buy 3 Get 2 Free in the Widgets [200] or any sub-category (except the Small Widgets [201] category and sub-categories, but always including the Micro Widgets [20111] category), limit to two per order

Details $10 off entire purchase of $50 or more with promo code [9000], limit use of code to one per customer, limit for three uses total for the code

Details Buy $50 of your favorite gizmos (all products in Gizmo [100] or sub-category) get a free Open Gizmo! Limit 2 per order.

View All Promotions

You Might Like...
Massive Gizmo
GZ-7000 $599.99

Step 3: Payment. Both general methods and those on file for Sherry are shown. Use links to [Single Use Credit Card], [Single Use ...], etc., when the order is being billed to an account not associated with the customer.

.3.2.1.6.4 Review the Order to Checkout

Open For Commerce
Part of the Open For Business Family of Open Source Software
Welcome Sherry Shopper! (Not You? Click Here)

Cart has 9 Items, $969.16
[View Cart] [Quick Checkout]

Final Checkout Review

NOTE: This is a DEMO store-front. Orders placed here will NOT be billed, and will NOT be fulfilled.

Order Information

Status	**Not Yet Ordered**

Payment Information

Payment Via Credit Card

Credit Card	Sherry Shopper Visa 1111 09/2006
	To: Sherry Shopper 1313 Ave. Z Scottsbluff, NE 69361 USA

Shipping Information

Destination [1]	**To:** Sherry Shopper 1313 Ave. Z Scottsbluff, NE 69361 USA
Method	DHL Express
Splitting Preference	Please ship items I ordered as they become available (you may incur additional shipping charges).
Gift?	This order is not a gift.

Order Items

Product	Qty Ordered	Unit Price	Adjustments	Subtotal
GZ-2644 - Round Gizmo [Quantity: 100] [Weight: 7]	1	$38.40	$0.00	$38.40
GZ-9290 - His/Her Gizmo	1	$97.99	$0.00	$97.99
WG-9943-S4 - Giant Widget S4 [Quantity: 10] [Weight: 22]	2	$440.00	$0.00	$880.00
GZ-1004 - Rainbow Gizmo	1	$25.99	$0.00	$25.99
GZ-1006-1 - Open Gizmo (LGPL)	1	$1.99	$0.00	$1.99
GZ-1006-1 - Open Gizmo (LGPL)	1	$1.99	$0.00	$1.99
GZ-1006-1 - Open Gizmo (LGPL)	1	$1.99	$0.00	$1.99
WG-1111 - Micro Chrome Widget [Quantity: 50] [Weight: 2]	1	$59.99	$0.00	$59.99

Subtotal	$1,108.34
Promotion	($104.24)
Promotion	($1.99)
Promotion	($1.99)
Promotion	($1.99)
Promotion	($59.99)
Shipping and Handling	$20.60
Sales Tax	$10.42
Grand Total	$969.16

Back to Options

Submit Order

Final Review gives the customer the opportunity to review and confirm all details about the order.

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Welcome Sherry Shopper! (Not You? [Click Here] **)**

Shopping Cart is empty
[View Cart] [Quick Checkout]

Logout | Contact Us | Main | Quick Add | Order History | Shopping Lists | Requests | Quotes | Profile

Order Confirmation

NOTE: This is a DEMO store-front. Orders placed here will NOT be billed, and will NOT be fulfilled.

Order #WS10070 Information

Name	Mrs. Sherry Shopper
Status	Approved (Created)
Date	2006-02-13 10:06:50.953

Payment Information

Credit Card	Sherry Shopper Visa 1111 09/2006

To: Sherry Shopper
1313 Ave. Z
Scottsbluff, NE 69361
USA

Shipping Information

Destination [00001]	**To:** Sherry Shopper 1313 Ave. Z Scottsbluff, NE 69361 USA
Method	DHL Express
Splitting Preference	Please ship items I ordered as they become available (you may incur additional shipping charges).
Gift?	This order is not a gift.

Order Items

Product	Qty Ordered	Unit Price	Adjustments	Subtotal
GZ-2644 - Round Gizmo [Quantity: 100] [Weight: 7]	1	$38.40	$0.00	$38.78
Adjustment: Sales Tax Jurisdiction: Not Applicable [_NA_] **Rate:** 1			$0.38	
Ship Group: [00001] 1313 Ave. Z	1			
GZ-9290 - His/Her Gizmo	1	$97.99	$0.00	$98.97
Adjustment: Sales Tax Jurisdiction: Not Applicable [_NA_] **Rate:** 1			$0.98	
Ship Group: [00001] 1313 Ave. Z	1			
WG-9943-S4 - Giant Widget S4 [Quantity: 10] [Weight: 22]	2	$440.00	$0.00	$888.80
Adjustment: Sales Tax Jurisdiction: Not Applicable [_NA_] **Rate:** 1			$8.80	
Ship Group: [00001] 1313 Ave. Z	2			
GZ-1004 - Rainbow Gizmo	1	$25.99	$0.00	$26.25
Adjustment: Sales Tax Jurisdiction: Not Applicable [_NA_] **Rate:** 1			$0.26	
Ship Group: [00001] 1313 Ave. Z	1			
GZ-1006-1 - Open Gizmo (LGPL)	1	$1.99	($1.99)	$0.00
Adjustment: Promotion		($1.99)		
Ship Group: [00001] 1313 Ave. Z	1			
GZ-1006-1 - Open Gizmo (LGPL)	1	$1.99	($1.99)	$0.00
Adjustment: Promotion		($1.99)		
Ship Group: [00001] 1313 Ave. Z	1			
GZ-1006-1 - Open Gizmo (LGPL)	1	$1.99	($1.99)	$0.00
Adjustment: Promotion		($1.99)		
Ship Group: [00001] 1313 Ave. Z	1			
WG-1111 - Micro Chrome Widget [Quantity: 50] [Weight: 2]	1	$59.99	($59.99)	$0.00

[Quantity: 30] [weight: 2]

Adjustment: **Promotion**   ($59.99)

Ship Group: [00001] 1313 Ave. Z   1

Subtotal	$1,042.38
Promotion	($104.24)
Shipping and Handling	$20.60
Sales Tax	$10.42
Grand Total	$969.16

Continue Shopping   **Continue Shopping**

When the Submit Order button was selected, behind the scenes wheels were placed in motion, and the order was prepared to be Accepted or Approved. Note the Order #WS10070 near the upper LH corner: that is the customer's link to this order as well as your tracking number for processing through the Picking, Packing and Shipping processes.

.3.2.1.7 Some comments on the process

The process is or should be as intuitive as possible so the customer is not frustrated or confused. Note the many links provided for shopping, searching for products, finding promotions, and so forth. You might want to add a link to a Customer Service bot where on-line help could answer their immediate questions. The final screen even shows a large [Continue Shopping] link, but the [logout] link is rather inconspicuous.

Also not discussed yet are the links to [Requests] and [Quotes]. Mechanisms are in place to let the customer go from the ecommerce screen to check on a Request or to view a Quote using links on the top menu bar.

.3.2.1.8 Final discussion of the Ecommerce Path

What we show here is the generic look and feel of an on-line ordering system. The applications are there for you to make this reflect your image while maintaining the underlying tools. You do not need to use all of the marketing or redundant convenience processes shown, but it is good to practice running through this system as a shopper to understand how the customer will interface with your store. Let your customer be treated as you would like to be when you shop online.