

CS 2033

Multimedia and Communications

Lab 10: Working with Ecommerce

Setting up an online StoreFront *with Volusion*

REMEMBER TO BRING YOUR MEMORY STICK TO EVERY LAB!

In this week's lab, you will be working on the blog you created last week's lab in **WordPress**. You will be to learn some of the steps needed to do e-commerce. Because of some limitations, you will not be able to carry out a couple of steps without securing a bank account. In your lecture, all the pieces will be introduced.

IMPORTANT NOTES:

- **Remember to write things down** when you are setting up account information WordPress. Since you will need them during the tutorial.
- **Whenever you see a reference to:**
A userid please make sure you use your uwo userid ie. jsmit44

Replace userid with what you entered in one of the previous steps. That is why it is important to write things down so that you remember.

Good Luck with the tutorial!

Now get the files that you will need.

1. Before starting this lab, make sure to copy the folder "lab10" from <http://www.csd.uwo.ca/courses/CS2033/labs/lab10/> to your memory stick
2. Browse to your Memory Stick folder, and create a new subfolder within cs2033 called lab10. Then inside the lab10 folder, You should now have the following folder:
F:\cs2033\lab10\ **Remember F: just represents your Memory Stick Drive**

LEARNING TO WORK WIT VOLUSION

- All inclusive online store –

You will be working with the program Volusion (www.volusion.com)

What is Volusion?

Volusion is an all-in-one ecommerce solution!

They provide hosting, templates, shopping cart functionality, product management and more. If you're looking to launch (or upgrade) your ecommerce site (aka your online store) so that customers can easily browse, search and buy your products, then Volusion is a very competitive option. It allows you to manage product orders, inventory and returns as well as offering analytics, SEO and social media features to make life even easier.

Volusion offers an end-to-end ecommerce solution, where you can host your online store, choose an appropriate free template, purchase a premium template or even engage a designer to help you out. This is particularly handy if you're starting out from scratch – it's basically a one-stop-shop.

OTHER COMPETITORS TO VOLUSION

- AutomatedSetup cart, - Shopify –

YOU ARE READY TO BUILD A STOREFRONT AND SEE HOW E-COMMERCE WORKS WITH VOLUSION

Powerful, easy-to-use ecommerce features

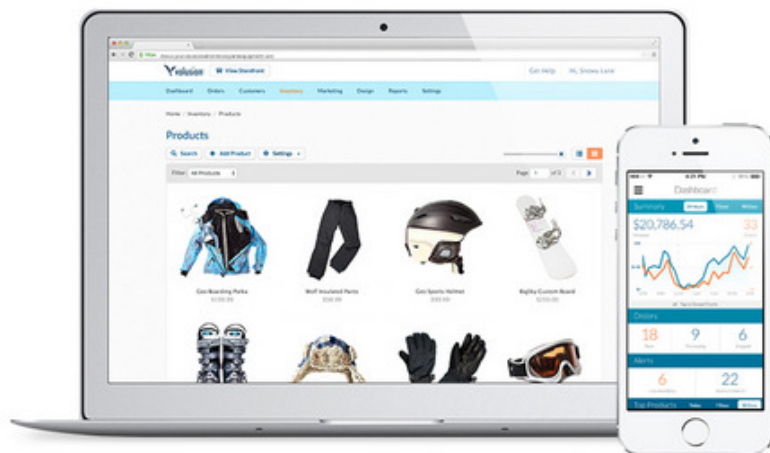


Manage and process your orders with ease

Our ecommerce software simplifies inventory management with product uploads and tracking. Showcase your products with unlimited display options. When the orders pour in, process orders in bulk, collect secure payments, and ship with your preferred carriers.

[Take feature tour >](#)

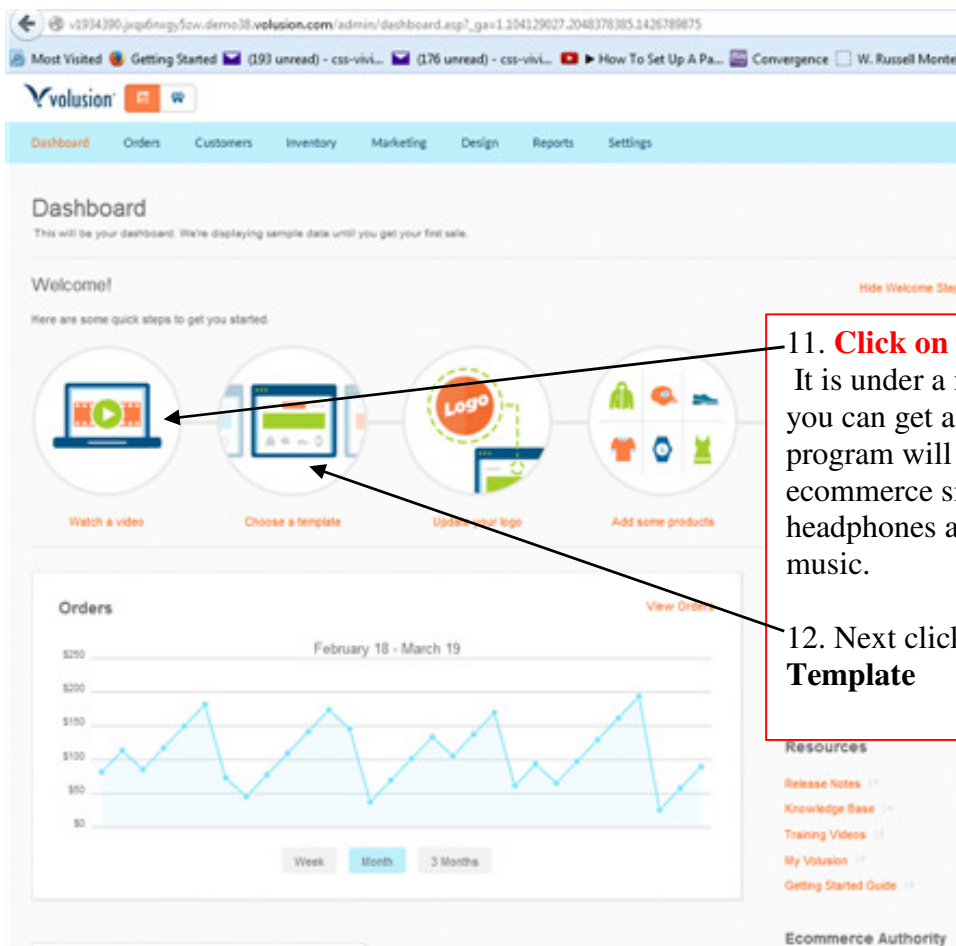
[Next feature >](#)



Lab #10

Using Volusion to learn how to set up an e-commerce site

1. Open any of the browsers available on your computer (preferably Mozilla), go to www.volusion.com
2. Click on the orange button Get Started in the middle of the screen.
3. It is a 14 day free trial, so you will be asked to set up some account information: (** all fields are required.. you can add some fictional one except for the email as they will send you some information TO your uwo email account.
4. First Name: Enter and write it here (it can be short fictitious) _____
5. Last Name: Enter and write it here (it can be short fictitious) _____
6. Phone: Enter fictional _____
7. Country: Enter Canada
8. Email: ENTER YOUR UWO EMAIL.... Volusion has been notified that they will get a flood of testers from our university. _____
9. Password: Create something and write it here _____
10. Click on Submit.. Wait for a few seconds. Until you see the Volusion screen.

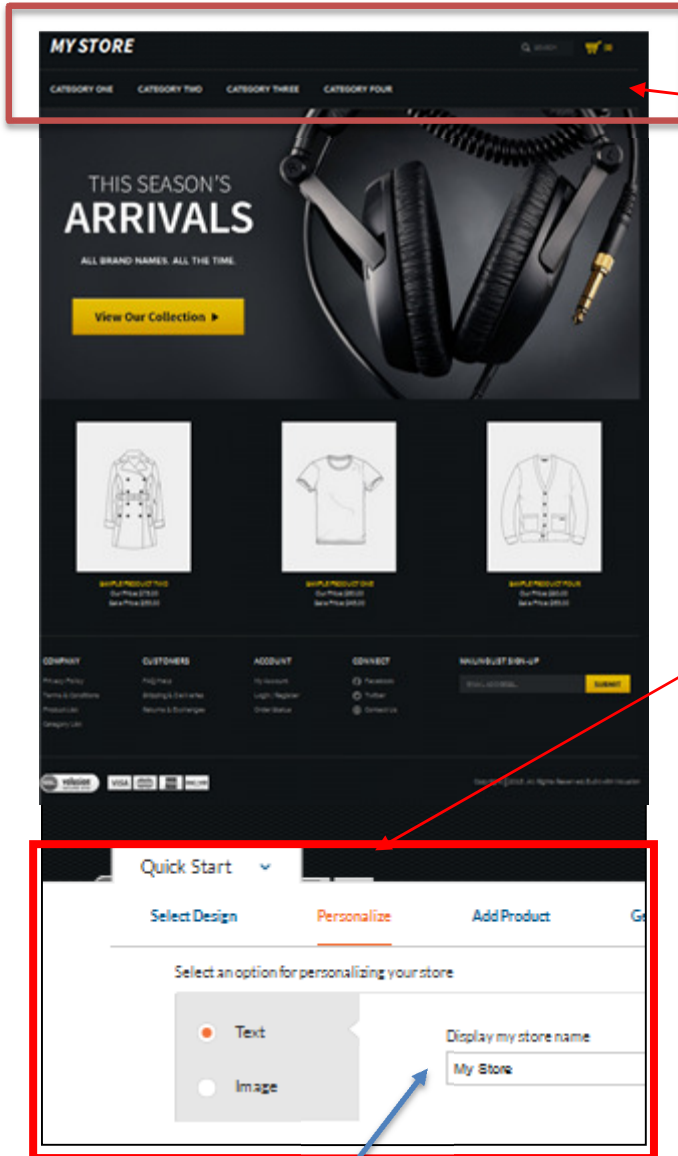


11. Click on “Watch Video” .

It is under a minute long just so you can get a snippet of how this program will allow you to build an ecommerce site. You do not need headphones as it is only playing music.

12. Next click on Choose a Template

11. **You are now presented to pick a theme template.** You will see that many have a cost with them. But you can select a free theme template by clicking on the left side column under Filter by: checkmark “free” and watch the right side fill up with themes that are free.
12. Click on the text “Ethereal” theme. You can View Live Demo.
But click on Get It. Wait as it is transferring and installing the demo. Click on Activate.
13. Then click on “View Storefront”.



14. Notice the template has a generic banner, and has a menu for you to fill in, and images of sample products to incorporate into the site.

15 . Now you are about to start working on this template and customizing it.
Click on a small button at the bottom of this browser window called “Quick Start” It opens an accordion

16. For Display my store name, you have a choice of using Text for your Store Name or an image. For now we are just going to use text to make it easier and quicker for this lab. Type in the box “Cool Gear” and Click Apply. You will see the screen change and reflect the name in the banner.

17. Click on Add Product tab.

IN THIS SECTION YOU ARE JUST ADDING PRODUCTS TO YOUR INVENTORY. YOU HAVE NOT ASSIGNED THEM TO ANY SPOTS.

(It may show up on the homepage randomly as a featured item each time you reload.. but for now, you are only populating your inventory).

- Product name: Sony MDRZX100 Headphones
- Description: Pair with your MP3 player and the Sony MDRZX100 lightweight headband headphones will bring your music to life with incredible sound. They feature 30mm drivers, and come complete with a tangle free cord.
- Price: 35.99
- Click on Add image: In the dialog box, make sure you are on “Upload Image From Computer” and click Browse. Add image sony_MD.jpg from your memory stick (or wherever you saved it from). This image is 500px x 500px.. Which means it will allow a zoom feature on the product.
- Next click on Apply. The headphones will appear in the placeholder.
- Next click Create Product

18. Next add another product: This is a sample of a product that will show up homepage.

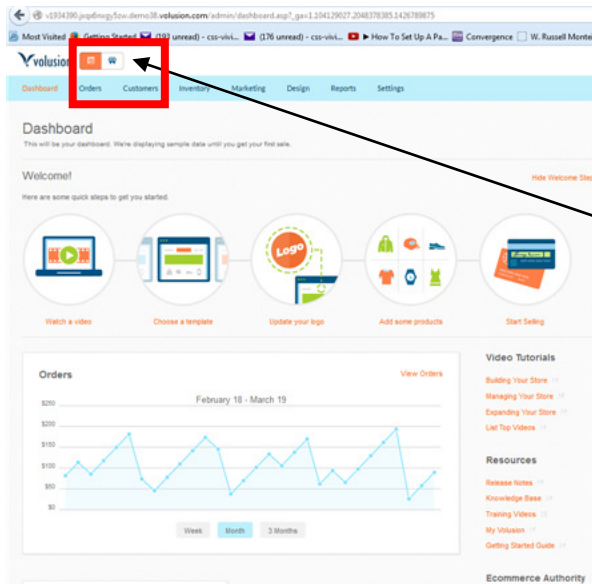
- Product name: Sennheiser HD 407 Headphones
- Description: Sennheiser HD 407 on-ear headphones offer fantastic sound while giving you great insulation against outside noise thanks to the lightweight diaphragm and powerful neodymium magnets. Avoid cable tangle while you're on the go thanks to the adjustable cable length.
- Price: 24.99
- Click on Add image: In the dialog box, make sure you are on “Upload Image From Computer” and click Browse. Add image sennheiser.jpg from your memory stick (or wherever you saved it from). This image is 500px x 500px.. Which means it will allow a zoom feature on the product.
- Next click on Apply. The headphones will appear in the placeholder.

19. Next add another product: This is a sample of a product that will show up homepage.

- Product name: Urban T-shirt
- Description: Shop the latest range of men's *t-shirts* to land at *Urban* Outfitters - Choose from all-over print *t-shirts* to iconic band tees to classic stripes, from your favourite .
- Price: 24.99
- Click on Add image: In the dialog box, make sure you are on “Upload Image From Computer” and click Browse. Add image tshirt_urban.jpg from your memory stick (or wherever you saved it from). This image is 500px x 500px.. Which means it will allow a zoom feature on the product.
- Next click on Apply. The headphones will appear in the placeholder.

20. Click on **Get Started** - You will be able to add more products later.

21. It returns you back to the Dashboard.



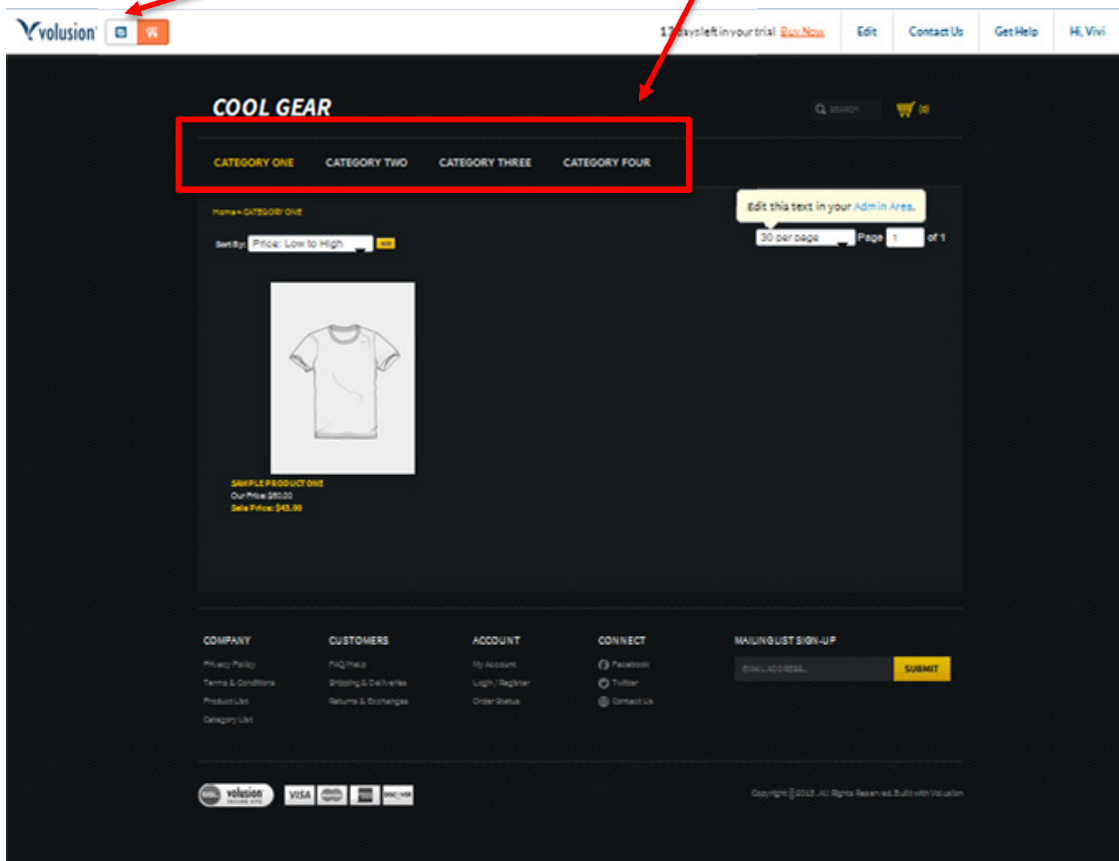
21. You want to see what your site looks like, **click on View Storefront (it is the right icon).**

If you ever want to get back to the Dashboard, Click on the icon to the left "Manage Store"

Try toggling back and forth.

Go back to View Storefront

22. While you are on the storefront. You will see the top menu is very generic.. So you will now edit this menu system.
Go back to Manage Storefront.

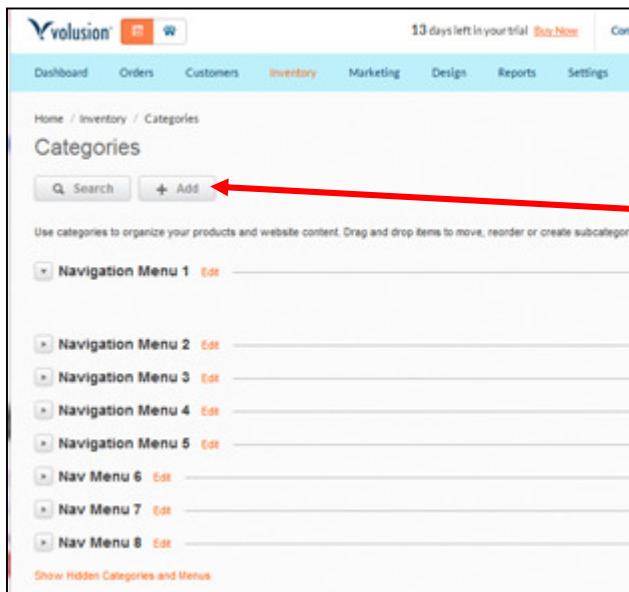


You are now ready to edit the menu system:

While you were on the storefront., you saw the top menu was very generic. So you will now edit this menu system. **NOTE THAT ON CERTAIN TEMPLATE THEMES THERE IS A MENU SYSTEM VERSUS A CATEGORY SYSTEM.** With this template theme the top menu is controlled by the categories.

23. To add menu items:

- From menu, click on Inventory and select Categories.
- Click on Edit for Navigation Menu 1. This will be representing your top menu line in your website.
- A dialog box appears. Type “Top Menu” since this is going to represent the top menu of your theme. You are just labelling it for you to remember that Top Menu refers to the positioning of that top menu in your website as opposed to creating a second menu on another spot of the website.



24. Now you are going to assign the menu buttons to the Top Menu. Each time you click on the Add Button, you are going to assign what the top menu items will be:

Click on the +Add button.
Dialog box appears, and enter:
Category name: **HATS**
Show In: Select Top Menu
Do not change anything else.

Click on the +Add button.
Dialog box appears, and enter:
Category name: **T-SHIRTS**
Show In: Select Top Menu
Do not change anything else
Click on the Save button
View your store.

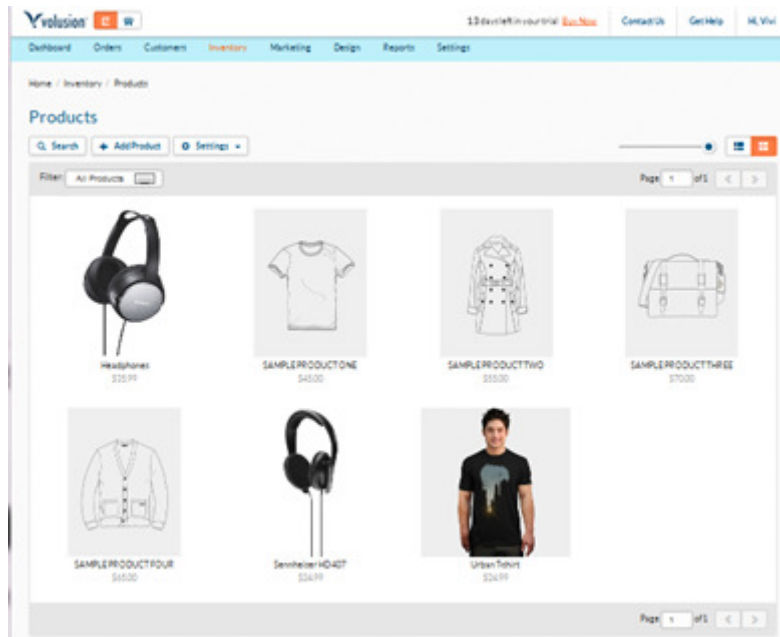
Continue steps 24 and add categories: **SNEAKERS** and **HEADPHONES**

25. View Storefront...

You should see the headings at the top of the site. Click on the menu buttons, and see the page, **but you won't see any products on that page.**

26. NOW WE HAVE TO ASSIGN PRODUCT INFORMATION to the products we entered earlier. IE. Hats, T-shirts, Sneakers, Headphones. In other words, you need to specify where each of the products you entered in step. 17 (ie. Urban T-shirt, Sony MDRZX100 Headphones etc) will appear on which webpage ie. Hats, T-shirts, Headphones, etc.

27. From the Dashboard, select from the menu: under Inventory menu, select Products.



**28. We don't have any sneakers or hat products.
So follow the steps to add more products:**

29. Click on Add a Product: (You are going to add the product information for a **blue-tshirt** and also assign under which Menu page (category) it will appear under.)

26. Name: Blue T-shirt

27. Code: cotton-tshirt_blue

28. Price:14.99

29. Weight: 0.5

30. Description: Cotton blue vibrant t-shirt

31. Categories: Click on Select Categories. **This is in which menu page it should appear under. Check off T-shirts and click on Apply.**

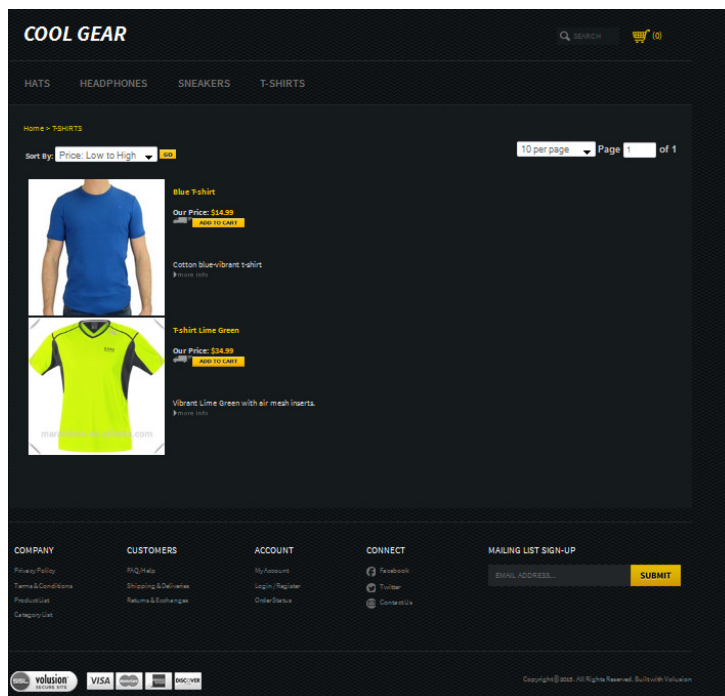
32. Click on Image Management and click on Add button. Browse for t-shirt_blue.jpg and select. Click Open. And then press Upload

33. Click on Save and preview Store.

34. To see if t-shirt is there. Click on top menu item T-shirts.

30. **Click on Add a Product:** (You are going to add the product information for a **lime -t-shirt** and also assign under which Menu page (category) it will appear under.
- 35. Name: T-shirt Lime Green
 - 36. Code: cotton-tshirt_limegreen
 - 37. Price: 34.99
 - 38. Weight: 0.5
 - 39. Description: Vibrant Lime Green with air mesh inserts.
 - 40. Categories: Click on Select Categories. This is in which menu page it should appear under. Check off T-shirts and click on Apply.
 - 41. Click on Image Management and click on Add button. Browse for t-shirt lime.jpg and select. Click Open. And then press Upload
 - 42. Click on Save

29. Preview Store and click on T-shirts. If you did it right, you will have the following:



As you add more products as you did in steps 28 and 29. Each of those products will be appended to the webpage.

Now you already have products for the Headphones but they have not been assigned yet to a menu page. So follow the next steps:

30. Go back to the Dashboard if you don't see it.
From the menu select Inventory Products. You will see the Headphones that you had entered earlier in the tutorial.

31. Hover your mouse over the image Sony MDRZX100 headphones and click on the “pencil” icon (which represents Edit).
- You can edit any information you want
 - To assign this product to a webpage, click on Select Categories Checkmark the category “Headphones” and then Apply.
 - When returned to the product Sony page.. you will see you can still edit the basic info for this product but also notice under categories it tells you under which area it will have it appear.
 - View your storefront.. and then click under Headphones and you will see that Headphones is there now.
 - **Repeat this step 30 and 31** and add the product Sennheiser HD 407 to the menu page Headphones.

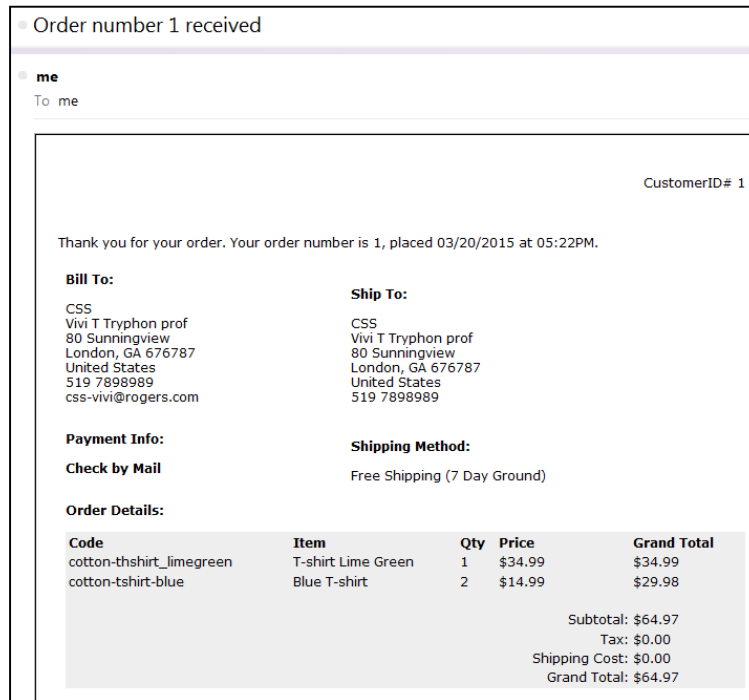
Now you are you going to enter a Hat product for the Hat section but they are not in your inventory yet.

32. Go back to the Dashboard. And select Inventory Products.
33. There are no hats in this inventory, so you will have to add them. Click on the “Add Product button.
- You are familiar with this page:
 - Name: Star Trek Hat
Code: hats_star_trek_100 (you can enter any code number you want)
 - Price: 32.99
 - Weight: 2 .
 - Description: Enter anything you want... ie. Venture into the unknown with this Star Trek baseball cap streamlined for a comfortable fit.
 - Select categories: Check mark Hats. But let’s say you also wanted it to appear under T-shirts menu, check mark that off as well. Than click Apply.
 - Click on Image Management and upload the image hat_star_trek.jpg
 - Once all done with entering this product, click on the Save orange button.
 - Repeat above steps and add a new hat product with the Name: Baseball Air Mesh.. Enter whatever values you want. Upload the image hat_yellow_mesh.jpg. . Assign it only to the Hat category menu.
 - At this point See your Storefront. And explore each menu heading.

34. Click on the t-shirts to see the views provided, and you can zoom in on the product. Just explore this for a couple of minutes.

- Try clicking on the blue-tshirt and Add to Cart.
- View cart and see the totals.
- Go back to shopping under T-shirts. Add the lime t-shirt the Cart. View the cart.
- Click on the shopping cart at any time to see what the shopping cart contains.
- Now to see what would happen if someone clicked out Checkout, you are brought to a screen that has the Checkout information, Shipping Information, Payment information, and Place the order.
- Fill in the billing information fictitiously. You have to fill in everything.

- For Payment: select Check by Mail. (now if you had added a Credit card which you won't do this, then the information would be validated before proceeding to the Thank you.
- Then click on Place Order.
- Go to your email and look for an email from "you" to "you" with a subject line such as "Order number 1 received". This will show you what the buyer would get and how the information is set up.



- All this information Shipping, product inventory, payment card acceptance, shipping rules etc. can be customized with Volusion. There is so much you can do with this e-commerce product to help you set up your on-line store. It provides you with a complete tool kit for mastering everything from managing the orders, to the Customers, Inventory and Marketing.
- Beware of the fees per transaction when you sign up with Volusion, or Paypal, or woo-commerce etc.

35. BY NOW YOU SHOULD REALIZE THAT THE MOST IMPORTANT PART OF E-COMMERCE IS SETTING UP THE PAYMENT INFORMATION. WE CALL THIS THE PAYMENT Gateway.

What is a payment gateway?

A payment gateway is an e-commerce service provider that authorizes and facilitates the secure transfer of payment information between the merchant's site and the acquiring bank. Your store must have a payment gateway configured in order to process credit cards.

36. In this exercise you can't do it because we don't have the bank information that would be associated with the store-front company.

37. But click on the option Payment Gateway, Card Settings, and More Payment Types to see what information you would have to provide to complete the e-commerce part of the transaction. Other 2nd party e-commerce software providers would require the same information to complete the e-commerce stage for an online store.

The screenshot shows the Volusion 'Payment' settings page. At the top, there's a navigation bar with 'Settings' highlighted. Below it, a breadcrumb trail reads 'Home / Settings / Payment'. The main heading is 'Payment'. A yellow banner contains a reminder: 'Reminder: You will need to set up a Payment Gateway to accept credit cards. [Set up your Payment Gateway now](#).' Below this are three tabs: 'Payment Gateway' (selected), 'Card Settings', and 'More Payment Types'. The 'Payment Gateway' section is titled 'Gateway Credentials' and contains four fields: 'Gateway Country' (set to 'United States'), 'Gateway Name' (set to 'Volusion Merchant Services [AUTH]'), 'Authorize.Net API ID' (empty), and 'Authorize.Net Transaction Key' (empty). Below these fields is a link for 'Alternative Settings'. To the right, a box titled 'Don't have a Payment Gateway?' lists benefits of Volusion Payments: 'No application, setup, or annual fees', 'Accept payments on your mobile device', 'Low 2.15% Transaction fee', and 'Free 24x7 customer support'. It includes an image of a credit card and a green 'Apply now' button. At the bottom left, an 'FAQ's' section has two questions: 'What is a payment gateway?' and 'Will I be able to view my customers' full credit card number?'. The first question's answer is partially visible, explaining the role of a payment gateway. A small disclaimer at the very bottom states: 'No. Due to PCI/DSS compliance regulations, we are unable to provide you with a customer's full credit card number.'

A third party application to handle your E-commerce needs takes care of having to build that complicated storefront with Products, Inventories, add to the shopping carts. If you had a very simple storefront, you could build it in WordPress and setup Paypal as your gateway, and allow Paypal to handle the transaction component of it. But intricate storefronts will require a sophisticated package such as Volusion or Shopify etc.

At this point, you are done with the Exercise.

This was to expose you an e-commerce site and see how things flow. With going with a package such as Volusion, the shopping carts, the set up and etc is all done for you rather than hard coding it yourself.

Through this exercise you could see the various steps involved in setting up the store.

The only way to get better at this is to try it out on your own and expand using other software or using WordPress plugins and experimenting with Paypal whose rates are low and requires you to set up the form before passing things off to a gateway.

Done for this session!

Worth 2%

REMEMBER TO REMOVE YOUR MEMORY STICK FROM YOUR MACHINE AND PUT IT IN YOUR BACKPACK! (don't forget it in our lab machines)!