



# User Guide for E-commerce Theme Setup

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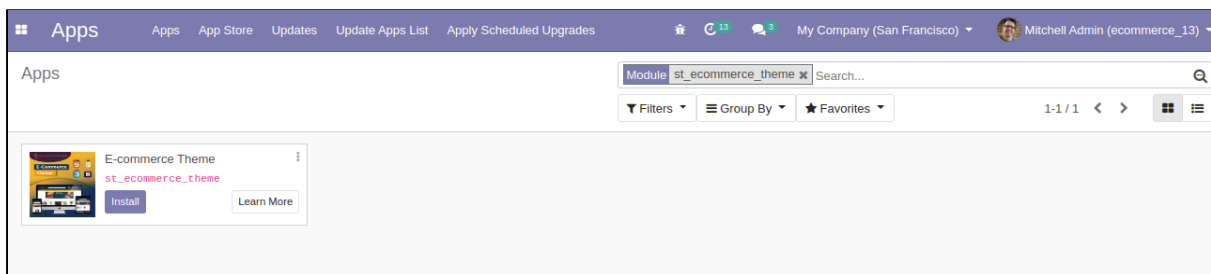
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## Installation of E-commerce theme module

1. Extract the **eCommerce-theme-14.0.zip** from the downloaded zip. After extracting you will get the “st\_ecommerce\_theme” module.
2. Copy “st\_ecommerce\_theme” in the custom addons of your server.
3. Restart the server.
4. Login in Odoo.
5. Activate developer mode by going in Settings → Activate the developer mode under Developer Tools.
6. Go to Apps → Update Apps list.
7. Search for “st\_ecommerce\_theme” and install it.



[Apps > Ecommerce Theme]

## Product brand configuration

### 1. Give access rights of product brand:

Users need sufficient access rights to create product brands in Odoo. Please follow below steps to give access to the user:

- Activate developer mode by going in Settings → Activate the developer mode under Developer Tools.
- Go to Settings → Users → Manage Users.
- Open the user for which you want to allow to create a product brand.
- Tick on "Product Brand" as per below screenshot:

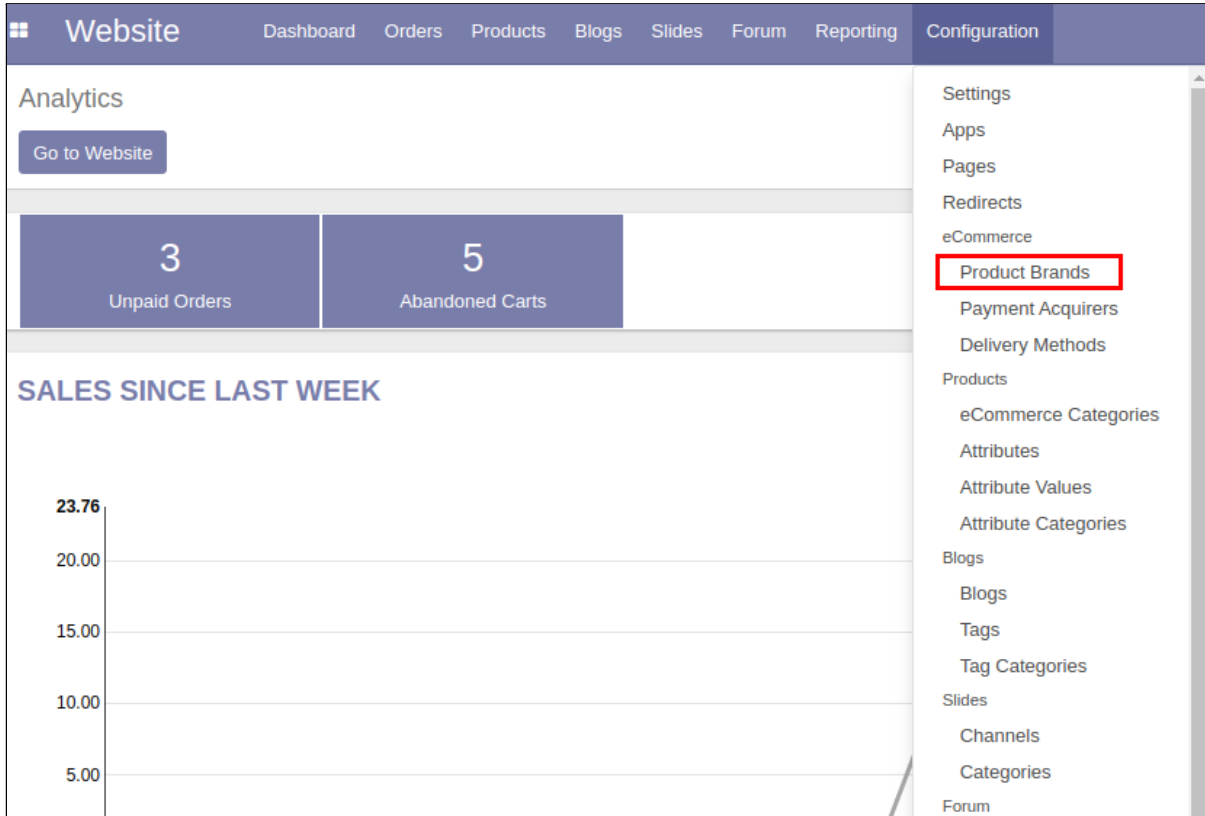
The screenshot shows the 'Users / Administrator' interface in Odoo. At the top, there are 'Save' and 'Discard' buttons. Below them is the 'Technical Settings' section. The settings are organized into two columns. The 'Product Brand' option is highlighted with a red box and has its checkbox checked. Other settings include 'Addresses in Sales Orders', 'Analytic Accounting', 'A warning can be set on a partner (Account)', 'Discount on lines', 'Manage Multiple Units of Measure', 'Manage Product Packaging', 'Personalize sales order and invoice report', 'Sales Pricelists', 'Show multi image on eCommerce', 'Tax display B2C', 'Allow the cash rounding management', 'Analytic Accounting for Sales', 'A warning can be set on a product or a customer (Sale)', 'Manage Mass Mailing Campaigns', 'Manage Pricelist Items', 'Manage Product Variants', 'Pricelists On Product', 'Pro-forma Invoices', 'Show Full Accounting Features', 'Tax display B2B', 'Use subscription pop up on the website', 'Contact Creation', 'Multi Currencies', and 'Multi Companies'.

Setting	Checked
Addresses in Sales Orders	<input checked="" type="checkbox"/>
Analytic Accounting	<input type="checkbox"/>
A warning can be set on a partner (Account)	<input type="checkbox"/>
Discount on lines	<input type="checkbox"/>
Manage Multiple Units of Measure	<input type="checkbox"/>
Manage Product Packaging	<input type="checkbox"/>
Personalize sales order and invoice report	<input type="checkbox"/>
<b>Product Brand</b>	<input checked="" type="checkbox"/>
Sales Pricelists	<input type="checkbox"/>
Show multi image on eCommerce	<input type="checkbox"/>
Tax display B2C	<input type="checkbox"/>
Allow the cash rounding management	<input type="checkbox"/>
Analytic Accounting for Sales	<input type="checkbox"/>
A warning can be set on a product or a customer (Sale)	<input type="checkbox"/>
Manage Mass Mailing Campaigns	<input type="checkbox"/>
Manage Pricelist Items	<input type="checkbox"/>
Manage Product Variants	<input type="checkbox"/>
Pricelists On Product	<input type="checkbox"/>
Pro-forma Invoices	<input type="checkbox"/>
Show Full Accounting Features	<input type="checkbox"/>
Tax display B2B	<input checked="" type="checkbox"/>
Use subscription pop up on the website	<input type="checkbox"/>
Contact Creation	<input checked="" type="checkbox"/>
Multi Currencies	<input type="checkbox"/>
Multi Companies	<input type="checkbox"/>

*[Enable Product Brand Option]*

## 2. Create product brands

- Go to Website → Configuration → eCommerce → Product Brands.
- Create product brands as per your needs.



The screenshot shows the 'Website' dashboard with a top navigation bar containing 'Dashboard', 'Orders', 'Products', 'Blogs', 'Slides', 'Forum', 'Reporting', and 'Configuration'. The 'Configuration' menu is open on the right, listing various settings. 'Product Brands' is highlighted with a red rectangle. The main content area shows analytics for 'Unpaid Orders' (3) and 'Abandoned Carts' (5), and a 'SALES SINCE LAST WEEK' chart with a value of 23.76.

Category	Count
Unpaid Orders	3
Abandoned Carts	5

**SALES SINCE LAST WEEK**

23.76

20.00

15.00

10.00

5.00

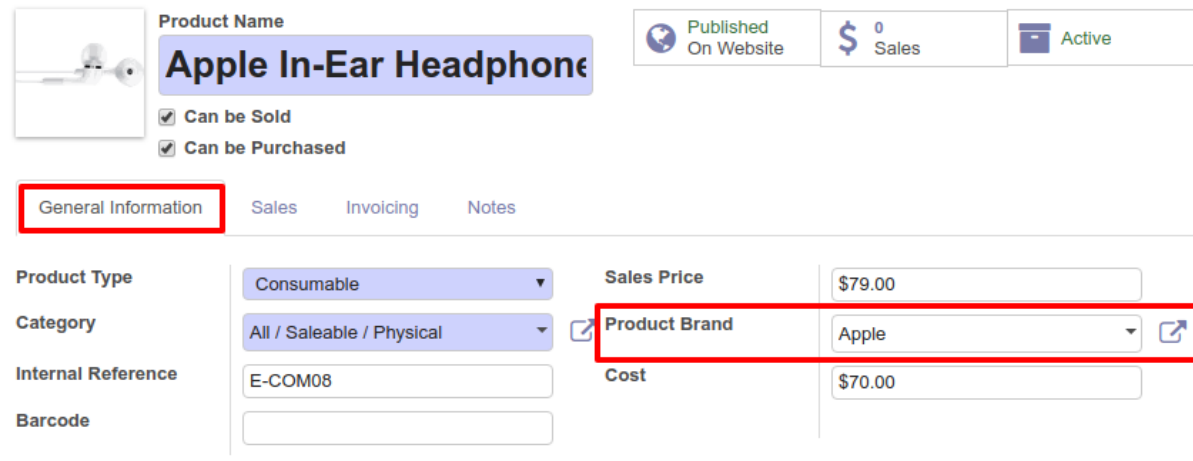
Configuration Menu:

- Settings
- Apps
- Pages
- Redirects
- eCommerce
  - Product Brands**
  - Payment Acquirers
  - Delivery Methods
- Products
  - eCommerce Categories
  - Attributes
  - Attribute Values
  - Attribute Categories
- Blogs
  - Blogs
  - Tags
  - Tag Categories
- Slides
  - Channels
  - Categories
- Forum

[Configuration > Product Brands]

### 3. Configure the product brand in the product:

- Go to Website → Products.
- Open the product for which you want to configure a product brand.
- Configure the product brand in the product as per the below screenshot.



The screenshot shows a product configuration page for 'Apple In-Ear Headphone'. The 'General Information' tab is selected and highlighted with a red box. The 'Product Brand' field is also highlighted with a red box and contains the value 'Apple'. Other fields include 'Product Type' (Consumable), 'Category' (All / Saleable / Physical), 'Internal Reference' (E-COM08), 'Barcode', 'Sales Price' (\$79.00), and 'Cost' (\$70.00). The product is marked as 'Published On Website', '0 Sales', and 'Active'.

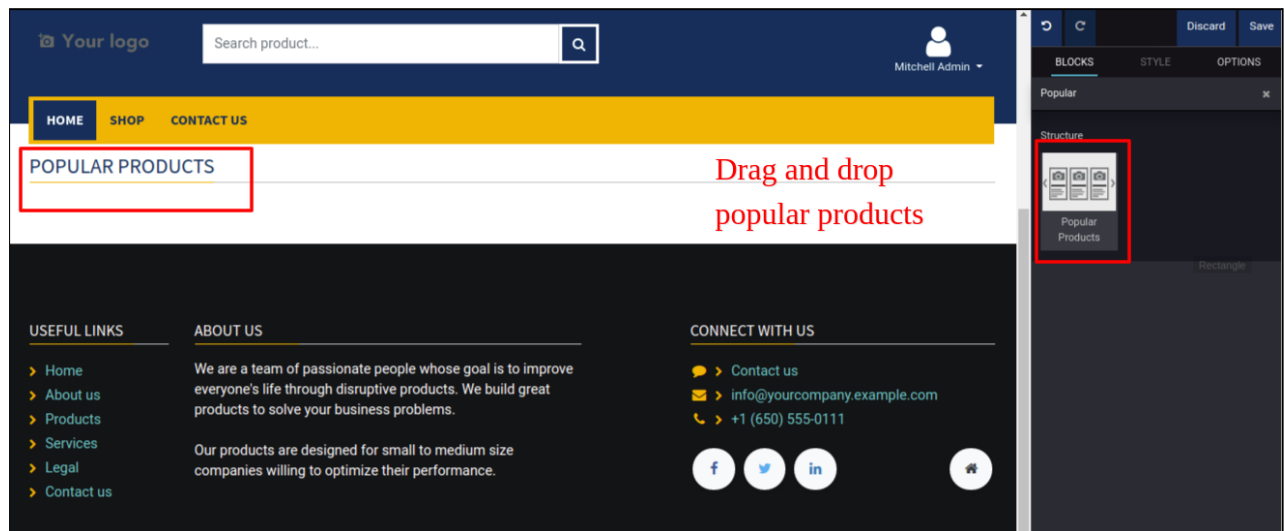
<b>Product Name</b> <b>Apple In-Ear Headphone</b>		Published On Website	0 Sales	Active
<input checked="" type="checkbox"/> Can be Sold <input checked="" type="checkbox"/> Can be Purchased				
<b>General Information</b>   Sales   Invoicing   Notes				
Product Type	Consumable	Sales Price	\$79.00	
Category	All / Saleable / Physical	Product Brand	Apple	
Internal Reference	E-COM08	Cost	\$70.00	
Barcode				

[Configure Product Brand]

## Popular products carousel

### 1. Add popular product carousel:

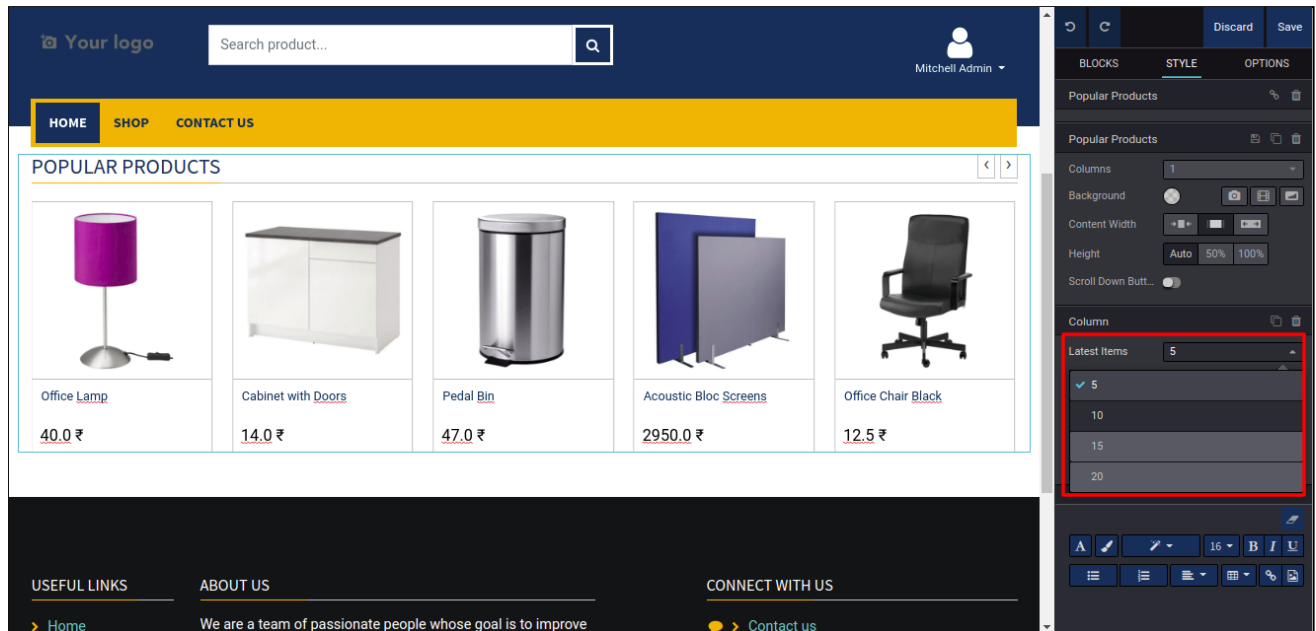
- Go to the homepage of your website.
- Click on "Edit". (Users need sufficient access rights to edit the theme.)
- Search the "Popular Products" in the search bar.
- Drag and drop the "Popular Products" carousel.



[Add Popular Product]

## 2. Configure the product limit

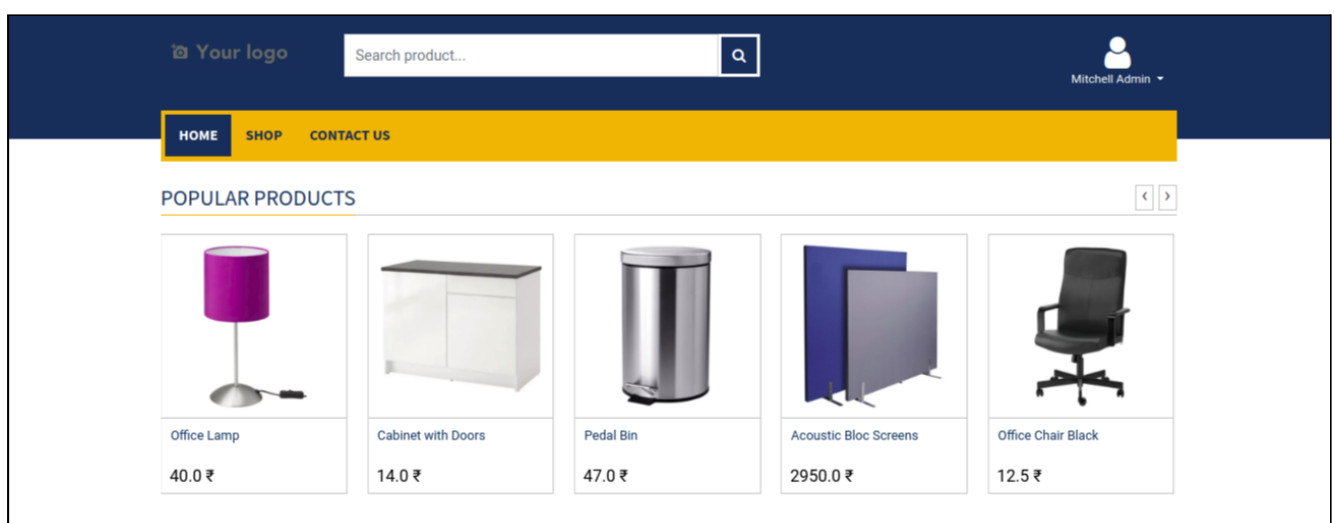
You can configure the number of products to be displayed on the carousel by following below screenshot:



[Configure Latest Items]

**Note:** Popular products display most maximum purchased products based on the quantities ordered in Quotations/Sale Orders.

After installing our theme, You can design the homepage of the theme by using Odoo's default snippets. Here is a snapshot of the same:



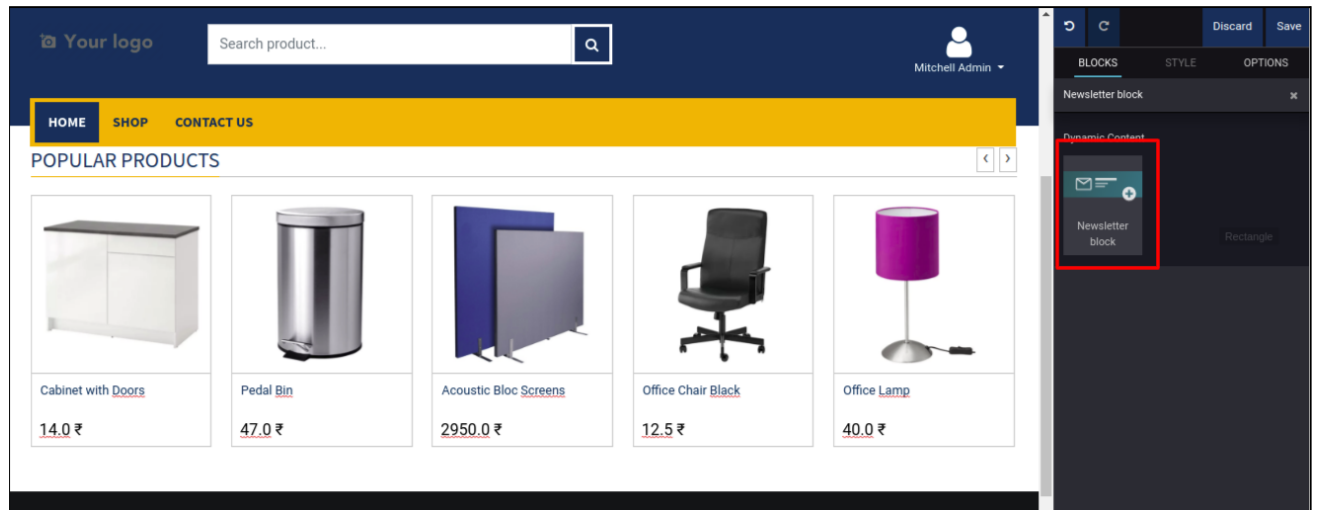
[Popular Product view]



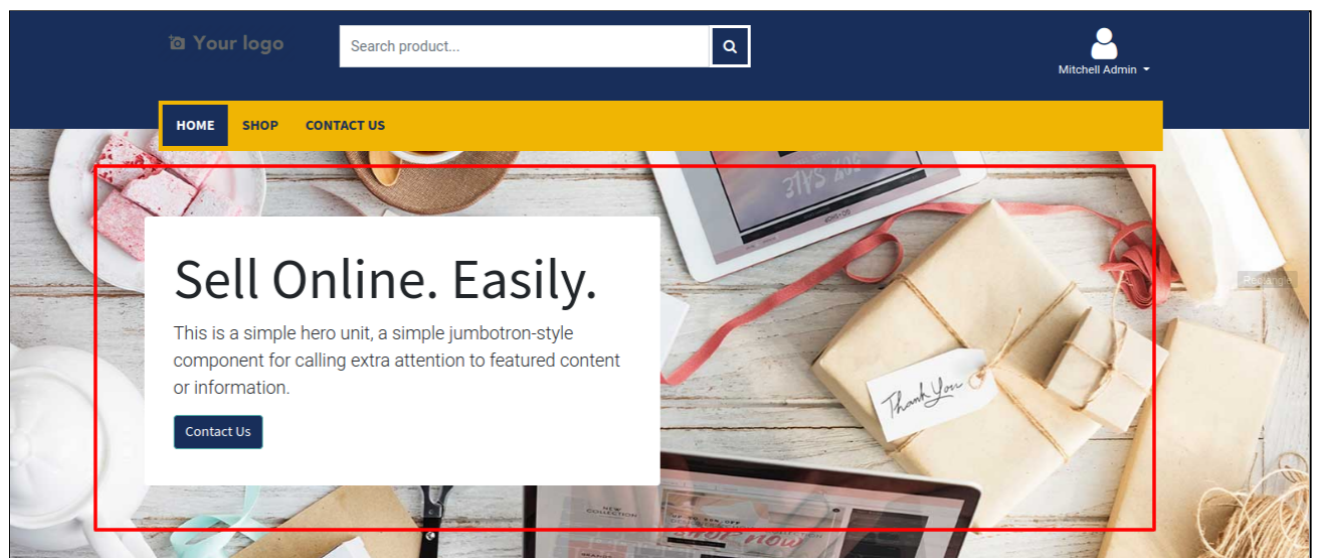
## Newsletter Feature

### 1) Add Newsletter Block :

- Go to the homepage of your website.
- Click on "Edit". (Users need sufficient access rights to edit the theme.)
- Search "Newsletter block" in the search bar.
- Drag and drop the "Newsletter block" under the Features category.



[Add Newsletter Block]

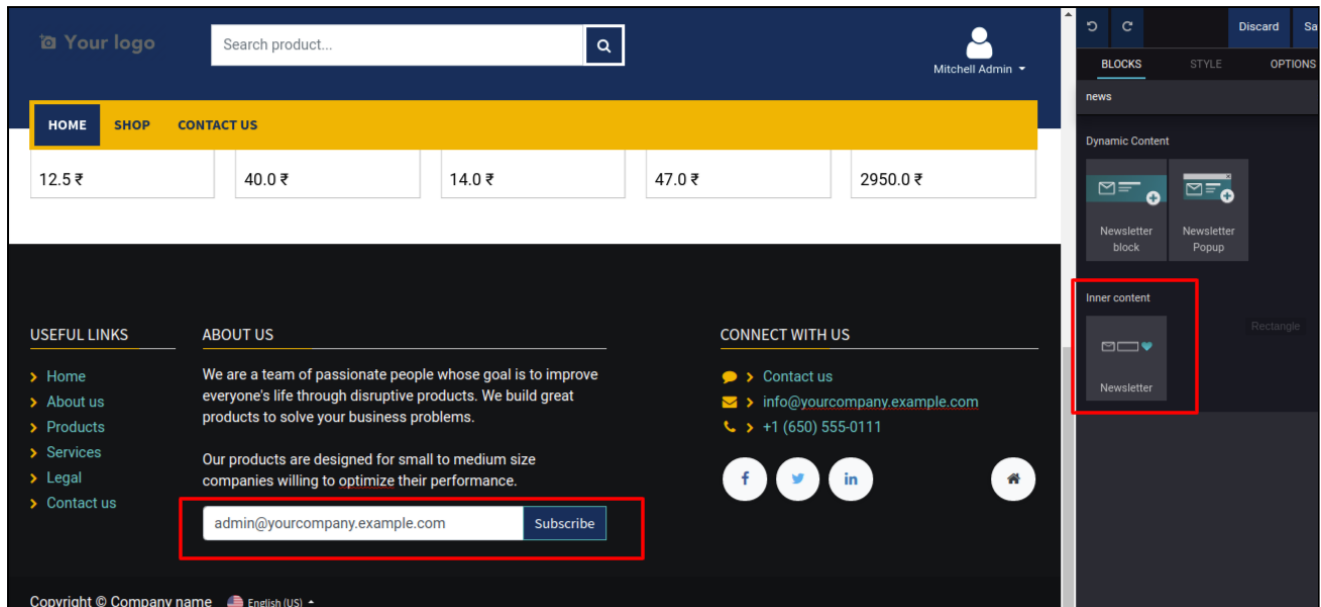


[Newsletter Block View]

**Note:** Newsletter blocks can only be added to the content section.

## 2) Add Newsletter [ for inner content ] :

- Go to the homepage of your website.
- Click on "Edit". (Users need sufficient access rights to edit the theme.)
- Drag and drop the "Newsletter" snippet under the Inner content category.

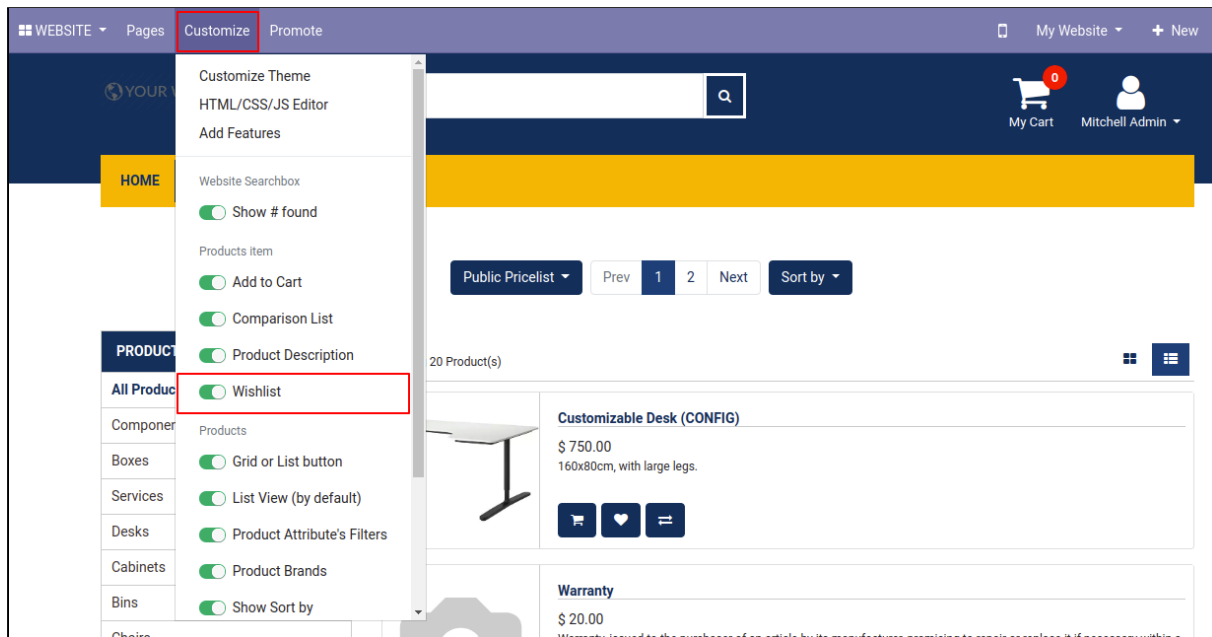


[Add Newsletter For Inner Content]

## Wishlist Configuration

1) Enable wishlist feature:

- a. Login with the Administrator.
- b. Go to the Website front end.
- c. Click on Shop menu
- d. From the top menu bar click on **Customize**.
- e. Enable the **Wishlist** option as shown in the below image.



[Configure Wishlist]


## COD Payment configuration

- Follow below steps to configure cash on delivery payment acquirer:
  - Login with the Administrator.
  - Go to Website → Configuration → eCommerce → Payment Acquirers
  - Click on **Cash On Delivery** acquirer
  - Click on **Edit** to edit the configurations
    - Set the minimum and maximum order amount to avail cod payment option. Min Order Amount can be 0.
    - [optional] Under **Configuration** tab, select **countries** in which cod payment option will be available
    - Different messages can be configured under the **COD Messages** and **Messages** tab for the customers.

Payment Acquirers / Cash on Delivery

[Edit](#) [Create](#) [Action](#) 14 / 14

### Cash on Delivery



<b>State</b>	Enabled	<b>Min Order Amount</b>	0.00
<b>Company</b>	My Company (San Francisco)	<b>Max Order Amount</b>	1,000.00
<b>Website</b>			

[Credentials](#) [Configuration](#) [COD Messages](#) [Messages](#)

[Configure Cash on Delivery]

- Follow below steps to enable cod payment option for different products.
  - Login with the Administrator.
  - Go to Website → Products
  - Open any product in which you want to make COD available
  - Click on **Edit** to edit the product
    - Under the eCommerce tab, check the checkbox of **COD Available**.
  - Click on the Save button to save the changes.

Products / [FURN\_0789] Individual Workplace

Edit Create Print Action 15 / 28

### Individual Workplace

☒ Can be Sold  
☒ Can be Purchased

General Information Variants Sales Point of Sale **eCommerce** Purchase Inventory

**Shop**

Website  
 Categories  
 Availability Sell regardless of inventory  
 Alternative Products  
 Accessory Products  
**COD Available** ☒

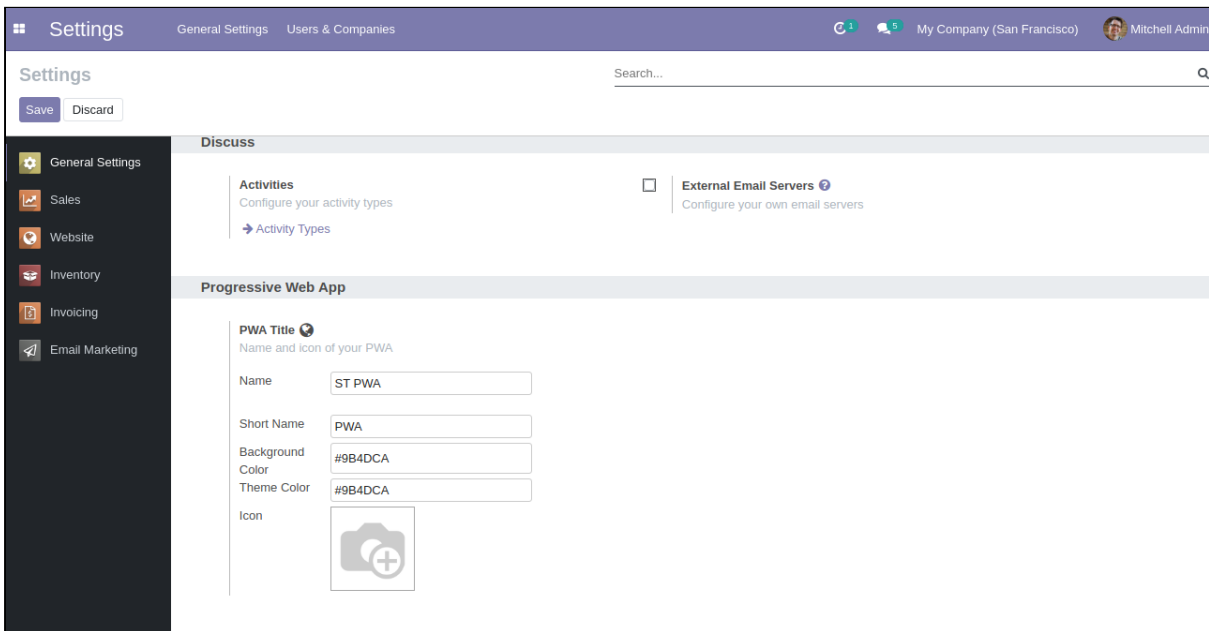
*[Enable COD available]*

## Progressive Web App

Use your website as a Progressive Web App (PWA) easily. Just a few configuration settings required.

Configure your PWA as per steps mentioned below:

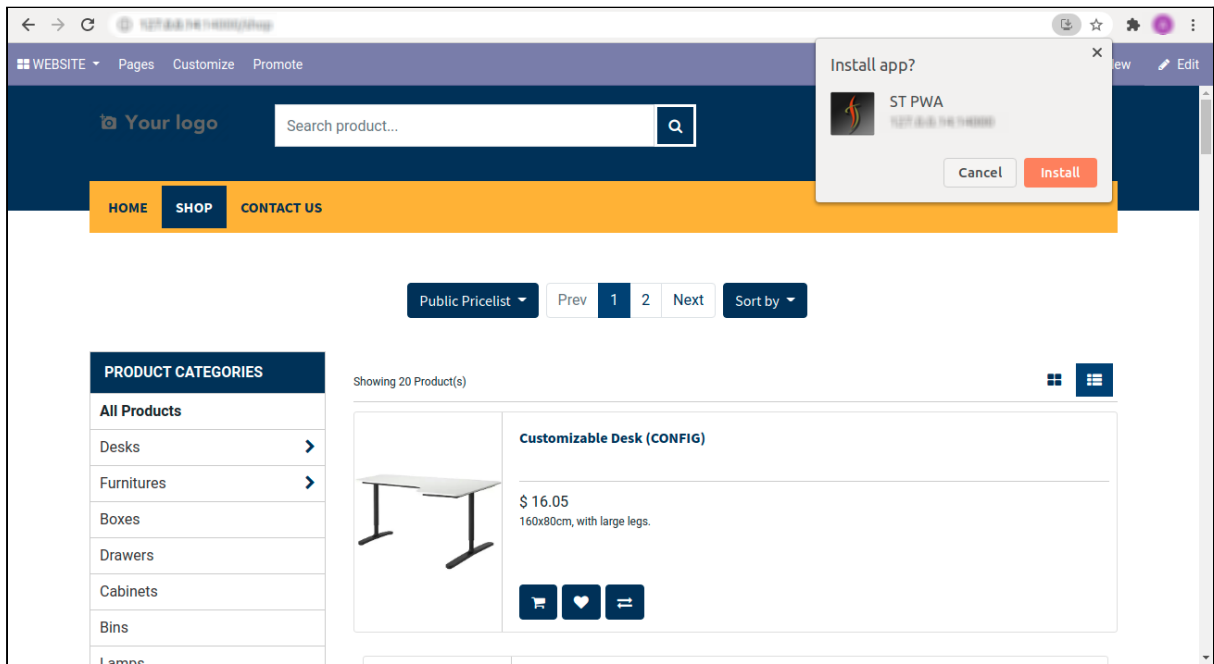
- Go to : Settings > General Settings
  - Scroll down to the section Progressive Web App
  - Mention Name, Short Name, Background Color, Theme Color
  - Upload icon of the PWA in dimension 512 x 512 pixels (if not uploaded it will take the default icons from the module).



The screenshot shows the 'Settings' page with a sidebar on the left containing 'General Settings', 'Sales', 'Website', 'Inventory', 'Invoicing', and 'Email Marketing'. The main content area is titled 'Settings' and has a search bar. Below the search bar, there are two tabs: 'Discuss' and 'Progressive Web App'. The 'Progressive Web App' tab is active, showing a section titled 'PWA Title' with the subtitle 'Name and icon of your PWA'. This section contains four input fields: 'Name' (with the value 'ST PWA'), 'Short Name' (with the value 'PWA'), 'Background Color' (with the value '#9B4DCA'), and 'Theme Color' (with the value '#9B4DCA'). Below these fields is an 'Icon' field with a camera icon and a plus sign, indicating where to upload the PWA icon.

[Configure PWA]

- Click on the install icon from the address bar, a popup will appear asking you to install the app.
- Click on the Install button and a PWA with the icon you uploaded from the above steps will appear on your Desktop/Home screen.



[Install PWA]

You're ready to use the app.

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