



Introduction to eCommerce

Presenter's Name

Presenter's Title

ORACLE® 1

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Agenda

- Introduction to eCommerce

Learning Objectives

At the end of this lesson you should be able to:

- Describe the individual components that comprise an ATG Commerce site.
- Learn about the typical web user navigation path
- List the major components that make up the home page
- Understand the browse pages and their components
- Learn about the login and registration pages
- List the components of checkout pages
- Understand the my account pages



Section 1:

eCommerce Shopping Experience

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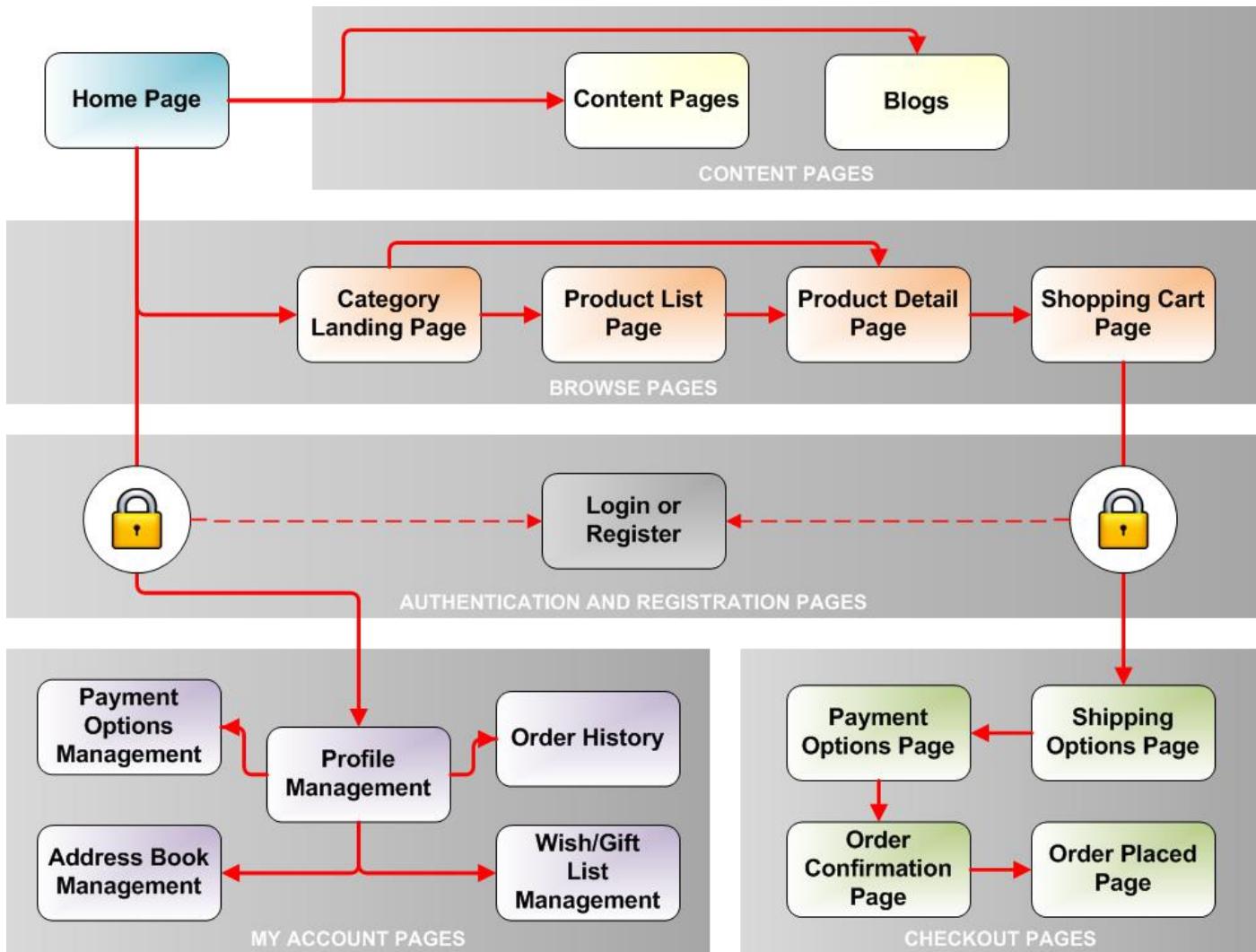
eCommerce Shopping Experience

- Most typical eCommerce applications contain a set of pages to handle common tasks that the customer would like to perform.
- Making the pages similar in functionality allows a general user to intuitively navigate the site even though he is a first time visitor.
- The layout should encourage users to:
 - Find the products they are looking for.
 - Encourage them to purchase them.
 - Facilitate easy and rapid checkout process to complete the purchase.
 - Provide self help pages to manage their pages.
 - Provide information about the company and products to build trust.

Typical Web User Navigation

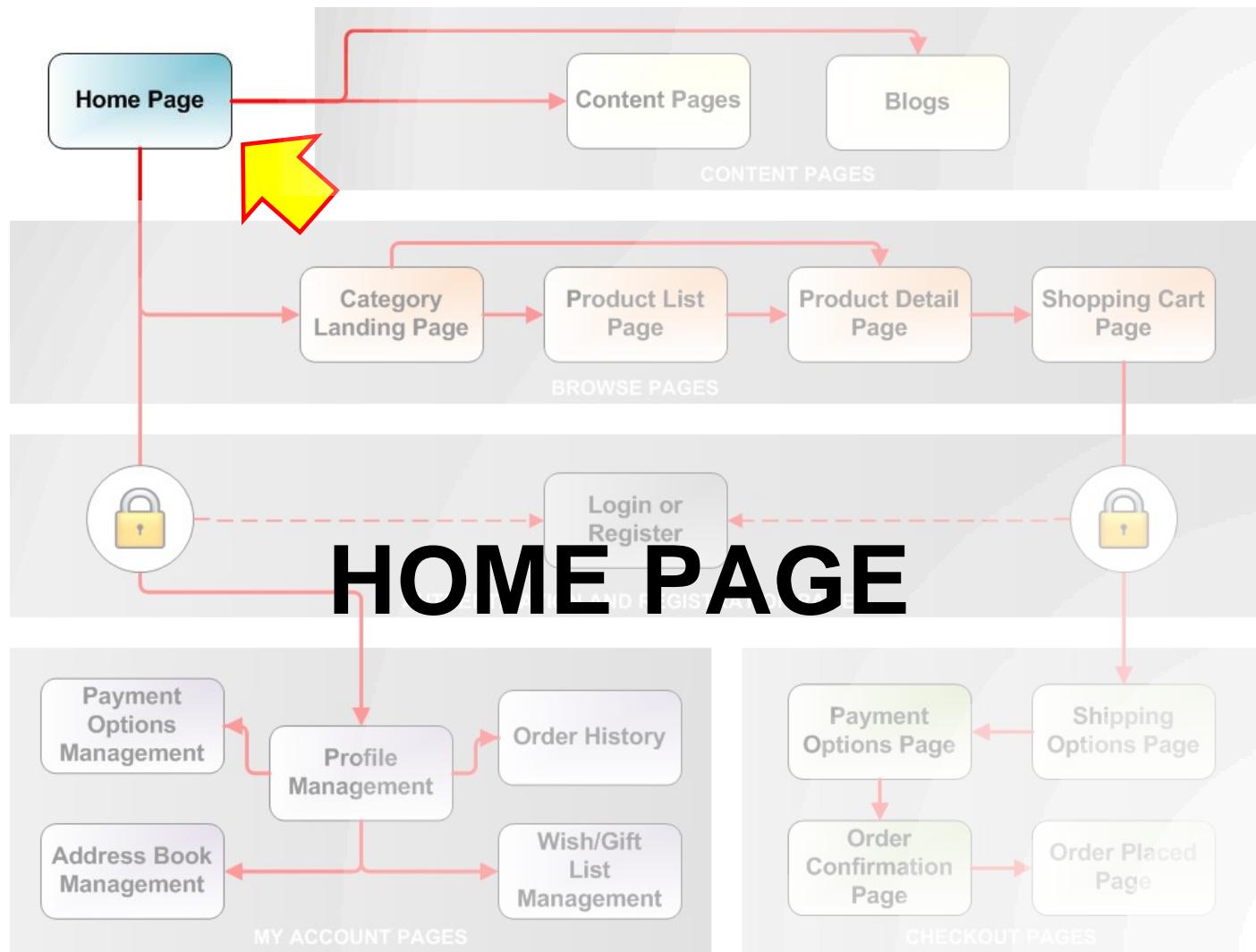
- Joe Bruin visits the home page of an eCommerce site.
- He looks at the product collection in the category, product list, and product detail pages.
- He places the items in the cart and visits the cart page.
- He then registers or logs in to access the checkout process. He may also decide to checkout anonymously.
- He goes through the shipping, billing, and confirmation pages to place the order.
- An order placed page is presented to him with the order #.
- Joe might visit his profile page to check the order status.
- He might try to contact customer service or read more about the company he just ordered from.

Typical Web User Flow



Sections of a Typical Web Application

- A typical eCommerce website might have the site broken down into the following sections
 - **Home Page** is where the users land.
 - **Content Pages** show blogs, contact us, privacy information, etc.
 - **Browse** section allows the users to find and get more details of the products users wish to purchase.
 - **Authentication** pages allow the users to register or log in.
 - **checkout** section facilitates the collection of information to ship and bill the customer for the products.
 - **My account** section empowers the customer to manage their payment methods, address book, and look up order status and history.



Home Page

- The home page is the first contact with the customer.
- A home page is valuable real estate and must be designed by carefully considering the message to be conveyed.
- Different companies approach the home page layout differently:
 - **Brand companies** tend to make the home page more flashy and energetic. They reflect the image that they want the users to perceive of them to increase customer loyalty.
 - **Pure web based** companies or **aggregators** generally tend to focus on showing value to the customer through the use of promotional information or upsell/cross sell opportunities.
 - **Hybrid companies** that make their own products and also aggregate products from other manufacturers generally tend to balance the need to project an image with the opportunity to increase conversions.

An Example of a Home Page

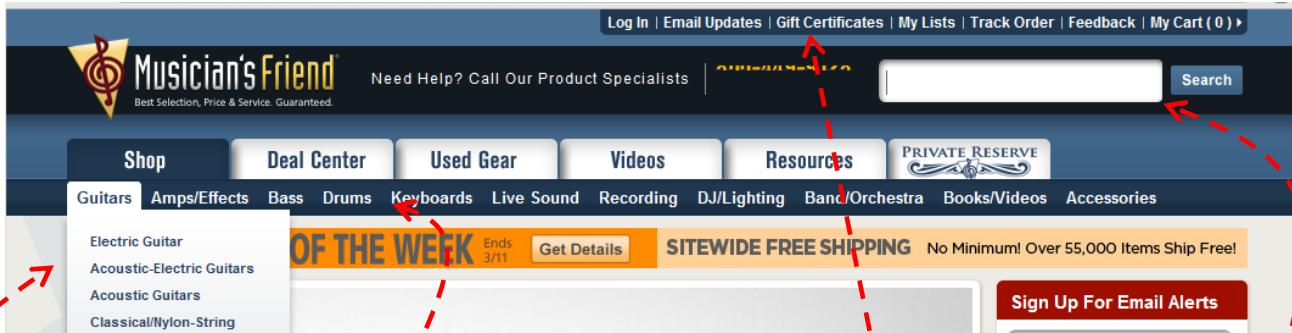


Promotional Banner Slot

Promotions

Coupon

Header Components



- Site Search is connected with the ATG Search Server.
- When a user enters the search terms, they are sent to the search results page.
- Categories and sub categories are usually derived from the catalog hierarchy set in the BCC.

Footer Components

About Musician's Friend

Welcome to Musician's Friend — your destination for musical instruments, exclusive content, and helpful information on how to get the sound you're after. You'll find the best selection of new and used guitars, basses, keyboards, drums and percussion, live sound equipment, recording software, studio gear, and more. In addition, we have product reviews, video interviews, informative articles and an experienced customer service team standing by to help you with your choice. The Holidays are upon us and we have a great collection of gift ideas, including stocking stuffers, guitar value packages, gifts under \$50, drum packages as well as top selling guitars such as the Fender Stratocaster and Gibson Les Paul Our team is made up of industry pros who live and breathe the musical craft and use their expertise to get you the best deals on the widest selection of music gear found anywhere. We're glad you've chosen to join the millions of musicians who've made us "part of the band!"

About	Services	Help & Contact	Trust	Musician'sFriend.com Email Alerts
About Musician'sFriend.com Virtual Catalog ¡Bienvenidos! Employment International Customers Affiliate Program	Harmony Central Trade-In Cash Out Gold Coverage Platinum Membership Sweepstakes Gift Certificates All Partners & Services	Contact Us E-mail Preferences Help Center Pay Your Bill Track Your Order Site Map Shop By Brand Request a Catalog Catalog Quick Order	Low Price Guarantee Testimonials Your Privacy Rights Return Policy Terms & Conditions Terms of Use	Sign up for tech tips, reviews and lowest deals from Musician's Friend. <input type="text"/> E-mail Address <input type="button"/> Join Now

Connected
stupid Deal of the Day  Become A Fan On Facebook  Follow Us on Twitter  Sign Up For Our Free Catalog  Stupid Deal iPhone App  YouTube Channel

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Footer Links

Email Alerts

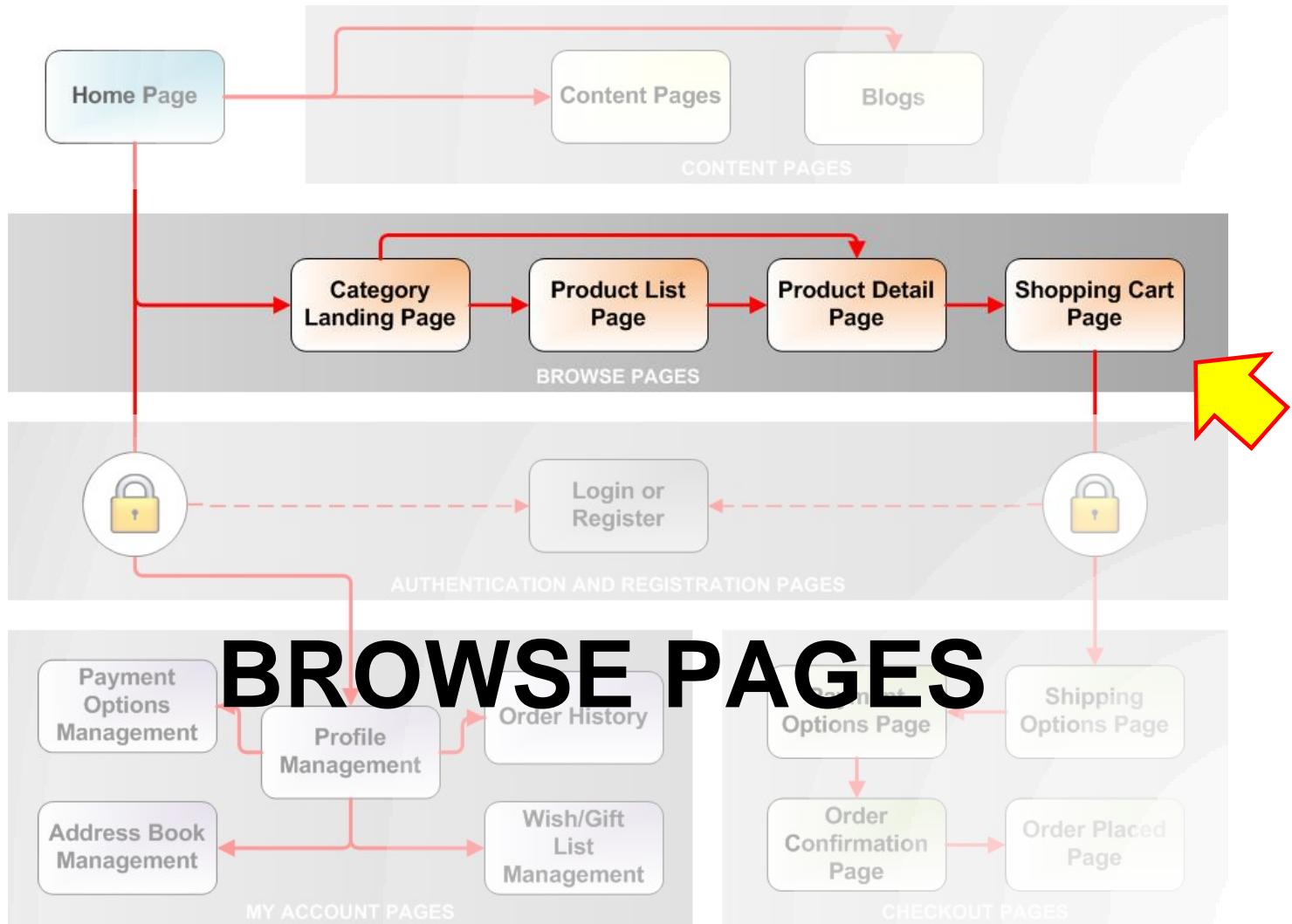
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Category Landing Pages

Sub Categories

Promotional Banner

Popular Products

The screenshot shows a category landing page for guitars on the [Musician's Friend](http://www.musiciansfriend.com/guitars) website. The page features a navigation bar with links like Shop, Deal Center, Used Gear, Videos, Resources, and Private Reserve. A promotional banner at the top offers a 15% discount on a single item with code LEAP15 and free shipping. The main content area is titled 'Guitars' and includes a sidebar with subcategories such as Electric Guitars (1844), Acoustic Guitars (523), and Acoustic-Electric Guitars (716). Below this is a 'Ways to Shop' section with links like Shop By Brand, On Sale, Price Cut, Best Sellers, Used Gear, Restocks, and Top Rated. The right side of the page displays four popular guitars as 'Best Seller' items, each with a small image, name, rating, and price.

Product	Rating	Reviews	Price
Gretsch Guitars G5120 Electromatic Hollowbody Electric...	★★★★★	221 Reviews	\$699.99 - \$749.99
Rickenbacker 360 Electric Guitar	★★★★★	72 Reviews	Email for Price
Fender American Standard Stratocaster Electric Guitar	★★★★★	171 Reviews	\$999.99 - \$1,149.99 Save up to: \$420.00 (29%)
Fender American Standard Telecaster Electric Guitar	★★★★★	104 Reviews	\$999.99 - \$1,149.99 Save up to: \$420.00 (29%)

Product List Page

Facet Navigation

Product Listing

Solid Body Electric Guitars | www.musiciansfriend.com/solid-body-electric-guitars

Log In | Email Updates | Gift Certificates | My Lists | Track Order | Feedback | My Cart (0)

Musician's Friend
Best Selection, Price & Service. Guaranteed.

Need Help? Call Our Product Specialists | Search

Shop Deal Center Used Gear Videos Resources PRIVATE RESERVE

Guitars Amps/Effects Bass Drums Keyboards Live Sound Recording DJ/Lighting Band/Orchestra Books/Videos Accessories

SAVE 15% ON A SINGLE ITEM \$2999+* COUPON CODE: **LEAP15** **SITEWIDE FREE SHIPPING** Some exclusions apply. Offer Ends February 29th

No Minimum! Over 55,000 Items Ship Free

Home > Guitars > Electric Guitars > Solid Body Electric Guitars

Solid Body Electric Guitars

Narrow By

Brands

Search Brands

- Aria (1)
- Axl (12)
- B.C. Rich (38)
- B3 Guitars (1)
- Brian May Guitars (2)
- Charvel (16)
- Daisy Rock (6)
- Danelectro (4)

Price

- \$0 - \$25 (2)
- \$50 - \$100 (4)
- \$100 - \$200 (78)
- \$200 - \$300 (125)
- \$300 - \$500 (266)
- \$500 - \$750 (305)
- \$750 - \$1,000 (191)

Solid Body Electric Guitars (1432) Resources

Results 1 - 20 of 1432 matches

Sort by: Best Selling View as: Grid List Display: 20 40 60

Page: 1 2 3 4 5 6 of 72 Next

Image	Name	Rating	Price	Condition	MSRP	Save	Used	Compare
	Gibson Les Paul Standard Traditional Pro Electric Guitar	★★★★★ (101 Reviews)	\$1,999.99	New	\$2,399.00	(save 17%)	2 Used: \$1,599.99	Compare
	Gibson Les Paul Studio Electric Guitar	★★★★★ (739 Reviews)	\$799.00 - \$1,319.00	New	\$2,169.00	(save 39%)	3 Used: \$1,147.53	Compare
	Fender American Standard Stratocaster Electric Guitar	★★★★★ (171 Reviews)	\$999.99 - \$1,149.99	New	\$1,679.99	(save 46%)	8 Used: \$869.99	Compare
	Fender American Standard Telecaster Electric Guitar	★★★★★ (104 Reviews)	\$999.99 - \$1,149.99	New	\$1,399.00	(save 29%)	2 Used: \$1,000.49	Compare

Product Detail Page

- Product detail page is the starting point for a customer to purchase product.
- ATG provides the ability to create products and store product information around products such as pricing, attributes, and description.
- The page is broken into two sections above the fold and below the fold.
 - Above the fold is what the customer sees first upon landing on the page and what visibly fits on his screen.
 - The typical screen size is 1280 X 1024. Below the fold is what a customer sees when moving down the page.

An Example of a Product Detail Page – Above the Fold

The screenshot shows a product detail page for a Gibson Les Paul Standard Traditional Pro Electric Guitar on the [Musician's Friend](http://www.musicianfriend.com/guitars/gibson-les-paul-standard-traditional-pro-electric-guitar) website. The page includes a navigation bar with links like Shop, Deal Center, Used Gear, Videos, Resources, and Private Reserve. A banner at the top offers 'STUPID DEALS OF THE WEEK' and 'SITEWIDE FREE SHIPPING'. The main content features a large image of the guitar, its specifications (Best Seller), and pricing information. A red dashed arrow highlights the 'Product Image' (the main guitar photo). Another red dashed arrow highlights the 'Pricing' section (price \$1999.99). A third red dashed arrow highlights the 'SKU Selection' dropdown menu (New Wine Red). A fourth red dashed arrow highlights the 'Add to cart' button. A fifth red dashed arrow highlights the 'SKU Selection' dropdown menu again.

Product Detail Page - Above the Fold Layout

- Typically the fields that are selected to display above the fold are the items that will drive customer conversion.
 - Product Reviews and Facebook “LIKE” button. Can also do the same with Google+ as well.
 - Main Product Image: Has ability to zoom in on the product image. Just below it has a slide bar of multiple product images that can be selected or browsed through.
 - On the right side next to the image are the product’s selling attributes i.e. list price, price savings, promotional stickers, and product informational descriptors.
 - Selection of Product Style will display the quantity to add to the cart. Product Inventory status highlighted in green (In stock, Backorder, Out of stock) and ability to select warranty coverage.
 - Add to Cart or Add to Wish list executes an action on the product displayed.

An Example of Product Detail Page – Below the Fold

Gibson Les Paul Standard Ti

www.musiciansfriend.com/guitars/gibson-les-paul-standard-traditional-pro-electric-guitar

Description Reviews

A gigging man's Les Paul with '60s slim-tapered neck and coil-split humbuckers.

Taking design and visual cues from the Les Pauls of the '80s and '90s, the Les Paul Traditional Pro features BurstBucker 3 and '57 Classic pickups with push/pull coil splits, '60s neck profile, Grover locking tuners, antique binding, period-correct pickguard, vintage Gibson top hat knobs, and the revolutionary Plek set up.

With all the fat, sweet, snarling Les Paul tone that purists love, the new Gibson Les Paul Standard Traditional Pro sports a mahogany body with a thick maple cap for the perfect blend of warmth and clarity. The top is finished in high-gloss lacquer, while the back, sides, and neck have a smooth satin finish that feels great and lets the wood resonate fully. Each Les Paul Traditional also comes with Gibson USA's standard black snakeskin case.

Period-Correct Pickguard
The creme-colored pickguard has been a Les Paul staple dating back to the models of the late 1950s and the early 1960s. Many players, however, removed the pickguard from their Les Pauls to show off the beauty of the flame maple tops, prompting Gibson to stop installing the pickguard altogether. During the 1980s and 1990s, Gibson began reinstalling the pickguard in the factory, and the Les Pauls from this era once again arrived in stores bearing the classic, creme-colored pickguard. The Les Paul Traditional comes equipped with a period-correct pickguard, designed to protect the maple top.

Pickups: Neck - '57 Classic; Bridge - BurstBucker 3
Among the qualities that make Gibson's original "Patent Applied For" humbucking pickups so unique are the subtle variations between coil windings. For the first few years of their production—from 1955 to 1961—Gibson's PAF humbuckers were wound using imprecise machines, resulting in pickups with slightly different output and tone. The BurstBucker 3 and '57 Classic Plus pickups are the result of Gibson's drive to capture and recreate this characteristic. Introduced in 1992, the '57 Classic provides warm, full tone with a balanced response, packing that classic Gibson PAF humbucker crunch, inspired by those original PAFs that received a few extra turns of wire. Both are made by Gibson to the exact same specs as the original PAFs, including Alnico II magnets, nickel-plated pole pieces, nickel slugs, maple spacers, and vintage-style, 2-conductor braided wiring. Gibson added poly-coated wiring, which improves consistency by eliminating thick or thin spots on the wiring, and wax potting, which removes all internal air space and any chance of microphonic feedback. Both pickups offer coil splitting for single-coil sounds via push/pull switching in the volume controls.

Revolutionary Plek Set Up
The Les Paul Traditional is the first model from Gibson USA to utilize the revolutionary Plek machine in setting up the guitar. The Plek is a German-made, computer-controlled machine that carefully measures each fret, along with the fingerboard height under each string, and then automatically dresses each fret, virtually eliminating string buzz and greatly improving the overall playability of the guitar. This pioneering process does in minutes what it takes a luthier several hours—sometimes even days—to accomplish. Every fret is accurately aligned, and the guitar is properly intonated, leaving the

Related Videos

- Fly Mojo Electric Guitar
- Steve Vai photo shoot With Larry Dimarzio Part 2
- Orianthi Cover

Related Articles

- Electric Guitars (Primer Version) Buying Guide
[Read Article ▶](#)
- Fender® Stratocoustics™ & Telecoustics™
[Read Article ▶](#)
- Semi-Hollowbody Electric Guitar Buying Guide
[Read Article ▶](#)

Product Detail Page - Below the Fold Layout

- Typically the fields that are selected to display below the fold are the items that add information about the product or display similar items to the customer.
 - Product Description – Area that describes the product and also lists out the product's features and specifications.
 - Product Reviews – Displays any product reviews available.
 - Related videos or articles – Additional content that has been tagged to the product to assist in customer conversion.
 - Product Recommendations – Display products that are accessories or similar to the current selected product.

Add to Cart – Product Recommendations

The screenshot shows a web browser window for 'Musician's Friend' with a red header bar at the top. The main content area displays a 'Don't Forget' section with various products like guitar stands, care kits, and cables, each with a 'Add To Cart' button. To the right, a 'You Just Added...' section shows a 'Gibson Les Paul Standard Traditional Pro Electric Guitar' for \$1,999.99. Below it, a summary states 'Your cart contains 1 item(s) totaling \$1,999.99' with 'Edit Your Cart' and 'Proceed To Checkout' buttons. A pink callout box labeled 'Add to Cart Response' points to the 'You Just Added...' section. Another pink callout box labeled 'Upsell Coverage' points to the 'Protect Your Investment' section at the bottom right. Red dashed arrows indicate the flow from the 'Don't Forget' section to the 'You Just Added...' section, and from the 'You Just Added...' section to the 'Protect Your Investment' section.

Add to Cart Response

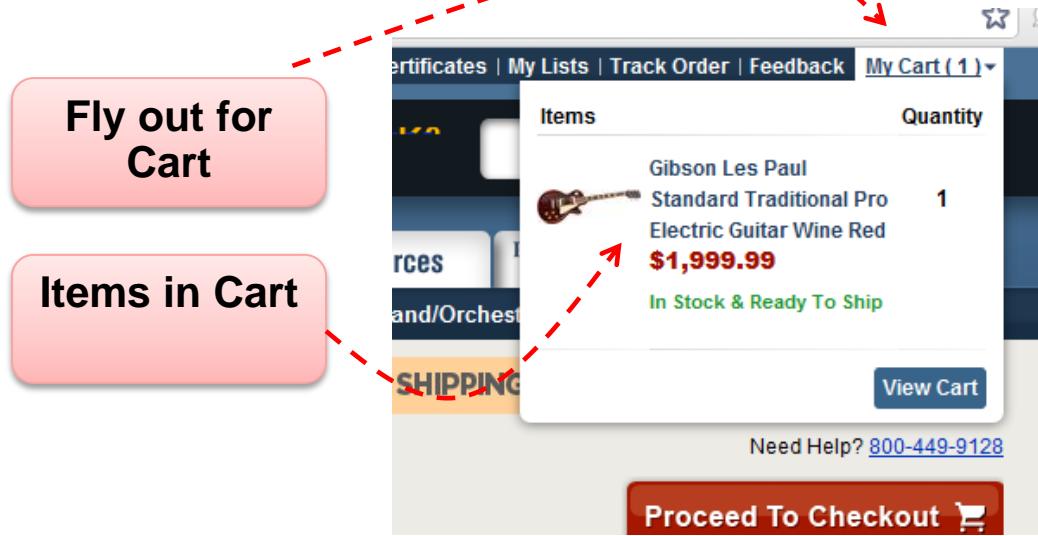
Upsell/Cross sell Products

Upsell Coverage

Add to Cart Response – Product Recommendations

- When a customer adds a product to their shopping cart, it is a great opportunity to sell them another item.
 - Accessories that go with the product he is looking to purchase.
 - Product Recommendations should be 3 or more products that are related to the item.
 - Should be able to add item to cart directly from page you are on or the customer can select item and go to product detail page for the item.
- Options from this page:
 - Edit Your Cart – Take the customer to the actual cart where they can view all the items in their shopping cart.
 - Proceed to Checkout – Take the customer directly to the checkout flow bypassing the cart page.
 - Continue shopping to.... - Several different directions to continue shopping. Home Page, Last product viewed, Last category viewed etc. Several options to direct the customer.

Mini Shopping Cart



- Mini shopping cart is a great way for the customer to find out what is in cart without leaving his current page.
- Improves conversion by keeping the customer focus on the product he is currently researching.
- You can show a subset of the cart to conserve space.

Shopping Cart

The screenshot shows a shopping cart page from Musician's Friend. A red dashed arrow points from the 'Items in Cart' callout to the product listing for a Gibson Les Paul Standard Traditional Pro Electric Guitar. Another red dashed arrow points from the 'Items Pricing' callout to the 'Total' column in the shopping cart table. A third red dashed arrow points from the 'Order Pricing' callout to the 'Order Total' section at the bottom right. A fourth red dashed arrow points from the 'Payment Choices' callout to the payment method section, which includes logos for VISA, MasterCard, DISCOVER, AMERICAN EXPRESS, Bill Me Later, and PayPal.

Items in Cart

Items Pricing

Payment Choices

Shipping Choices

Order Pricing

Musician's Friend Cart | MU X

www.musicianfriend.com/cart/cart.jsp

Log In | Email Updates | Gift Certificates | My Lists | Track Order | Feedback | My Cart (1)

Musician's Friend
Best Selection, Price & Service. Guaranteed.

Need Help? Call Our Product Specialists | 800-449-9128

Shop Deal Center Used Gear Videos Resources PRIVATE RESERVE

Guitars Amps/Effects Bass Drums Keyboards Live Sound Recording DJ/Lighting Band/Orchestra Books/Videos Accessories

STUPID DEALS OF THE WEEK Ends 3/11 Get Details **SITEWIDE FREE SHIPPING** No Minimum! Over 55,000 Items Ship Free!

Home > Shopping Cart Need Help? 800-449-9128

Continue Shopping **Proceed To Checkout**

Shopping Cart

Item	Price	Quantity	Total
Gibson Les Paul Standard Traditional Pro Electric Guitar Wine Red Item #58171500001000 In Stock & Ready To Ship	\$1,999.99 Was \$3,399.00 Save: \$1,399.01	1	= \$1,999.99

Add Gold Coverage (View Options)

Need Help?
Email or Call us at [800-449-9128](tel:800-449-9128)
Your Privacy Rights
Shipping FAQ
Our Return Policy

We Accept
We accept all major credit/debit cards, Paypal & Bill Me Later.

Shipping Options

Estimated Shipping & Handling	Shipping To: 90095 (Change)
<input checked="" type="radio"/> Standard Ground (5 - 8 Business Days)	FREE
<input type="radio"/> Express Ground (3 - 5 Business Days)	\$4.95
<input type="radio"/> 2 Day Express (2 Business Days)	\$60.60
<input type="radio"/> Next Day (1 Business Day)	\$85.80

Order Summary

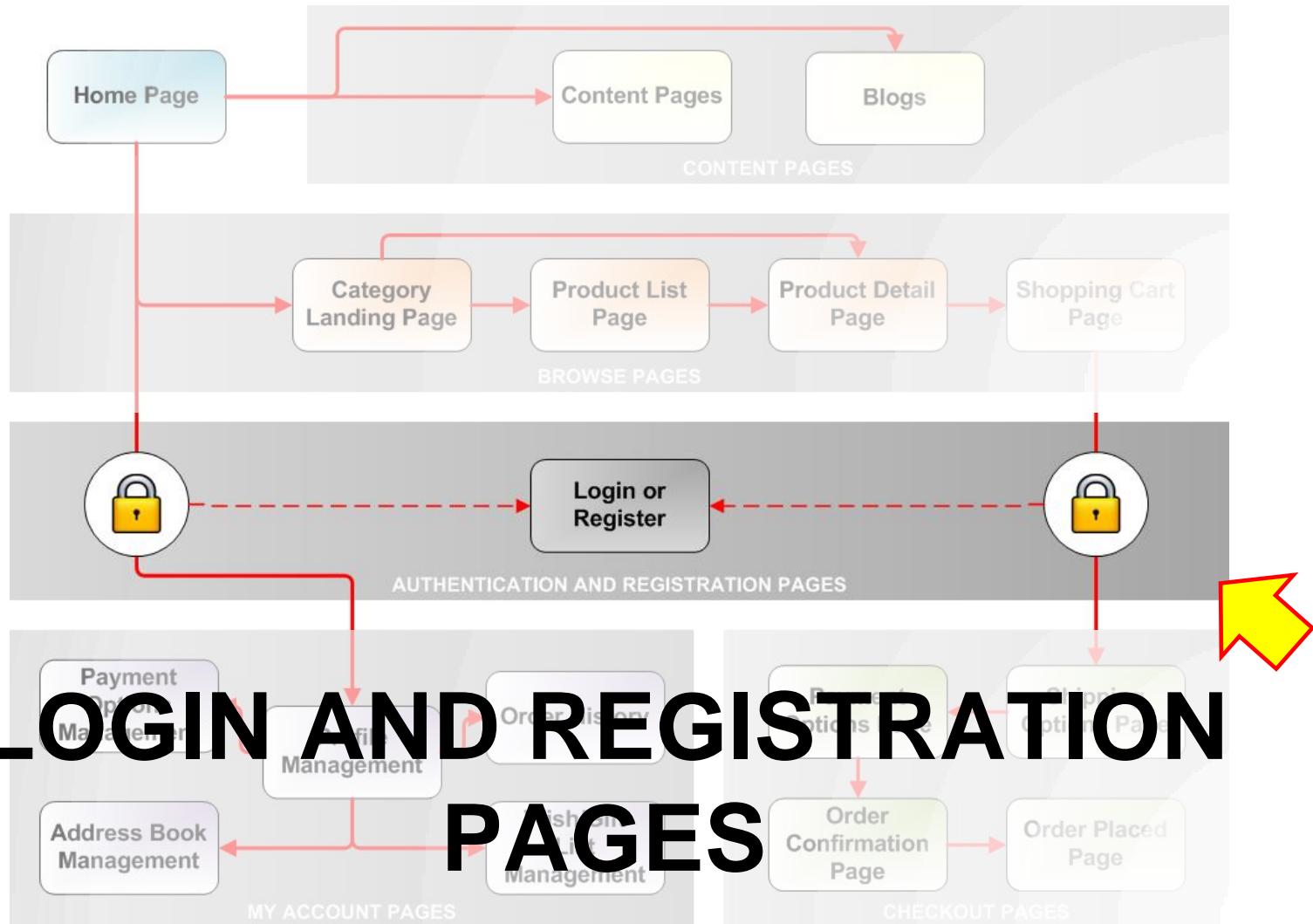
Subtotal	\$1,999.99
Standard Ground (5 - 8 Business Days)	\$0.00
Tax	\$175.00
Order Total	\$2,174.99
(Total Savings: \$1,399.01)	

Proceed To Checkout

Or you can checkout with

Shopping Cart

- The shopping cart contains a list of products that a customer has selected to purchase.
- It is an area where they can review all of the items before they start the checkout process.
- It contains:
 - Product list area – Shows the item with product information that the customer would want to review before purchase. Key identifiers will be around pricing, inventory availability, and specific messaging for the product.
 - Order Summary – Shows the customer a subtotal of their purchase before taxes and shipping is added.
 - Shipping Options – Customer enters ship to zip code and system will show shipping options, delivery dates, and pricing.
 - Coupon – Customer enters a valid coupon and it will apply the discount in the cart for the customer to review.
 - Order Total – Shows current estimated total including shipping and discount.
 - Other areas – Show how to contact customer service for assistance, Show payment methods accepted and other customer touch points to assist the customer with moving forward into the checkout process.



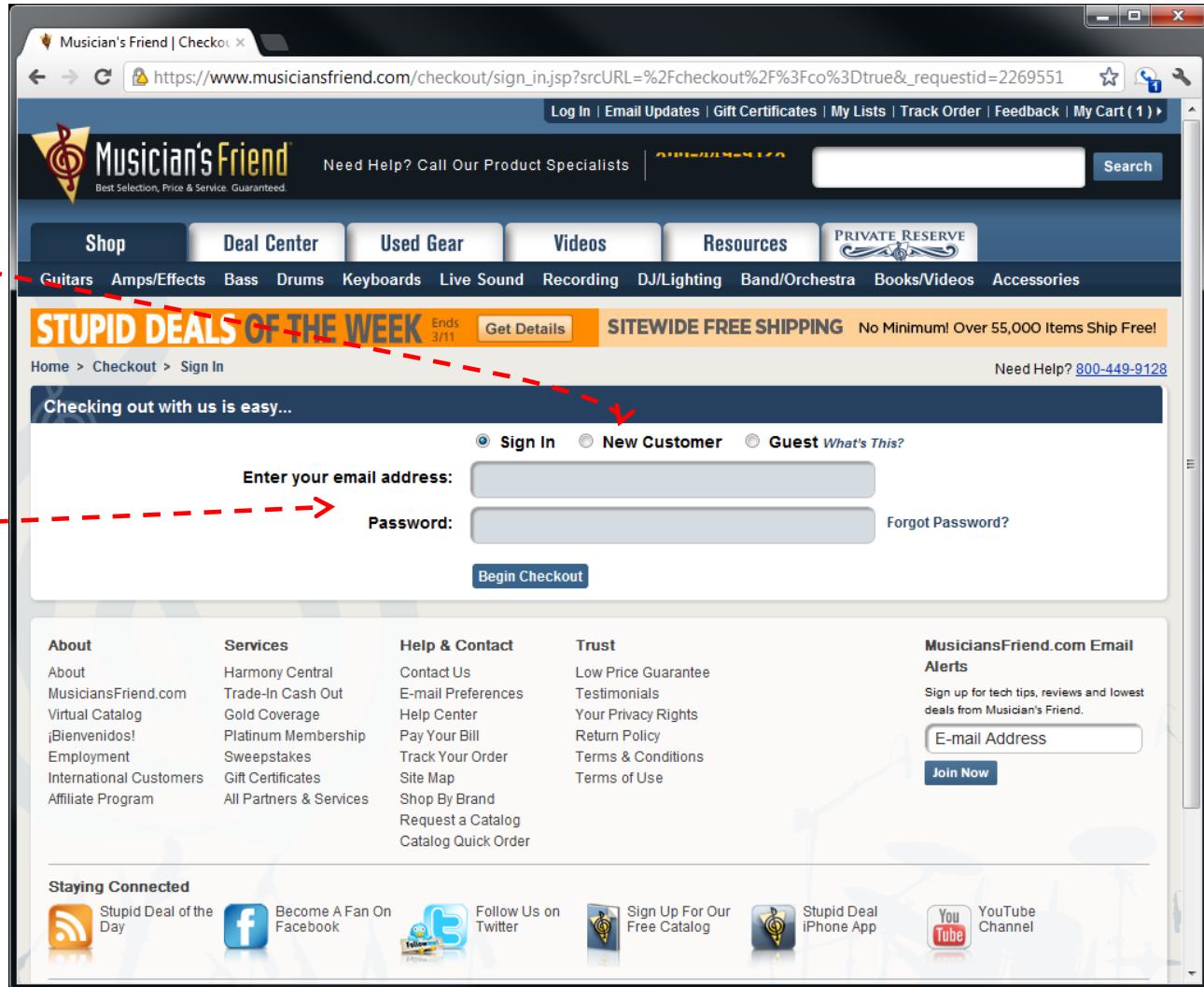
Login and Registration Pages

- When the customer clicks on checkout or tries to access pages like my account, he is presented with two choices:
 - Login,
 - Register.
- In addition, if he is trying to order, a Guest checkout option may also be displayed.
- The login page takes username or email address and a password to authenticate the user.
- Also a ‘forgot password’ link is shown to the user.

Login Page

Choices

Login Credentials



Registration Page

Registration Information

Musician's Friend | Checkout

https://www.musiciansfriend.com/checkout/sign_in.jsp?srcURL=%2Fcheckout%2F%3Fco%3Dtrue&_requestid=2269551

Log In | Email Updates | Gift Certificates | My Lists | Track Order | Feedback | My Cart (1) ▾

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Shop Deal Center Used Gear Videos Resources PRIVATE RESERVE

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STUPID DEALS OF THE WEEK Ends 3/11 Get Details SITEWIDE FREE SHIPPING No Minimum! Over 55,000 Items Ship Free!

Home > Checkout > Sign In Need Help? 800-449-9128

Checking out with us is easy...

Sign In New Customer Guest [What's This?](#)

First Name:

Last Name:

Enter your email address:

Create Password: Minimum 6 characters

Verify Password:

Begin Checkout

About Services Help & Contact Trust MusiciansFriend.com Email Alerts

About Harmony Central Contact Us Low Price Guarantee Sign up for tech tips, reviews and lowest prices from Musician's Friend.

MusiciansFriend.com Trade-In Cash Out E-mail Preferences Testimonials

Virtual Catalog Gold Coverage Help Center Your Privacy Rights

¡Bienvenidos! Platinum Membership Pay Your Bill Return Policy

Employment Sweepstakes Track Your Order Terms & Conditions

International Customers Gift Certificates Site Map Terms of Use

Affiliate Program All Partners & Services Shop By Brand

Catalog Quick Order Request a Catalog

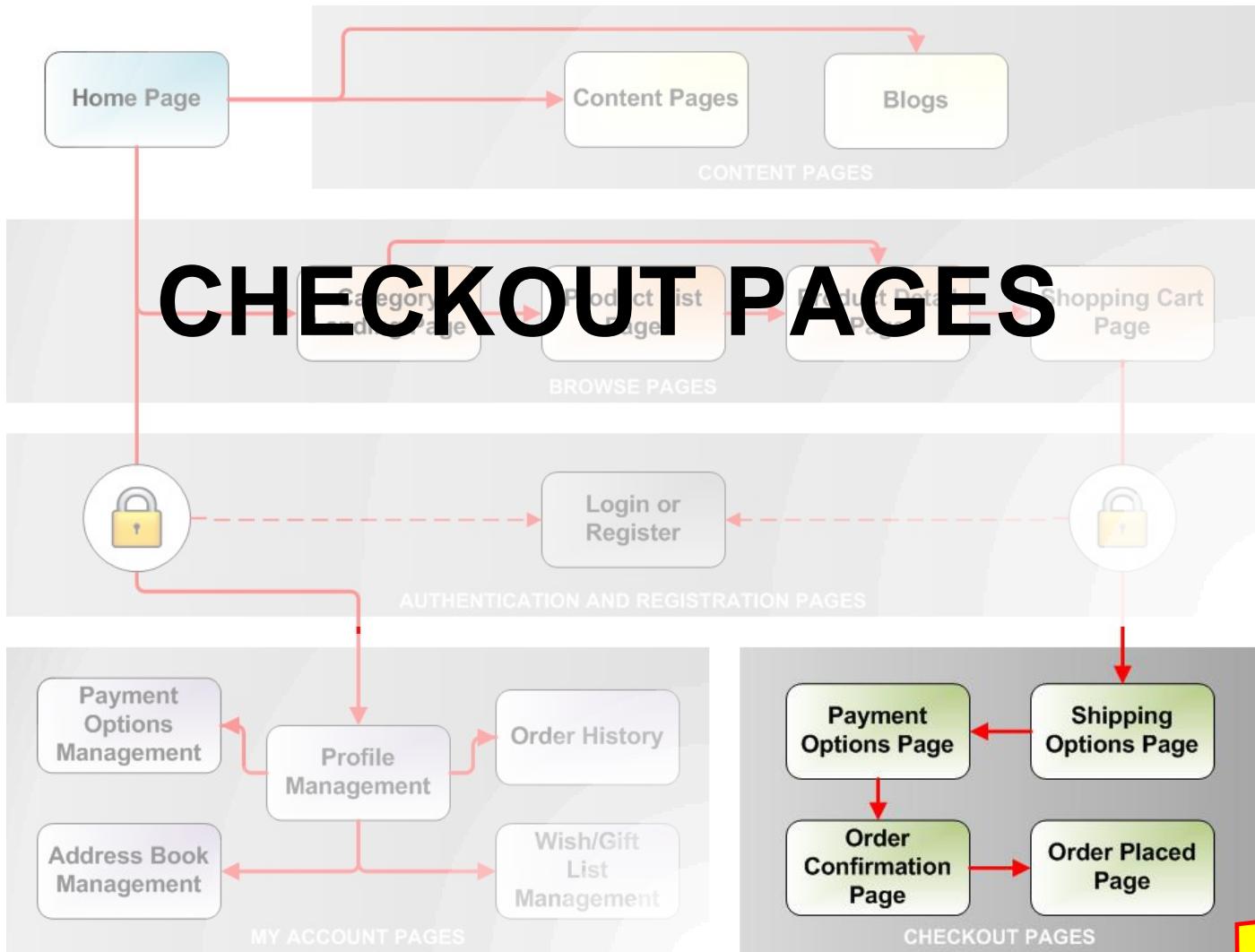
E-mail Address

Join Now

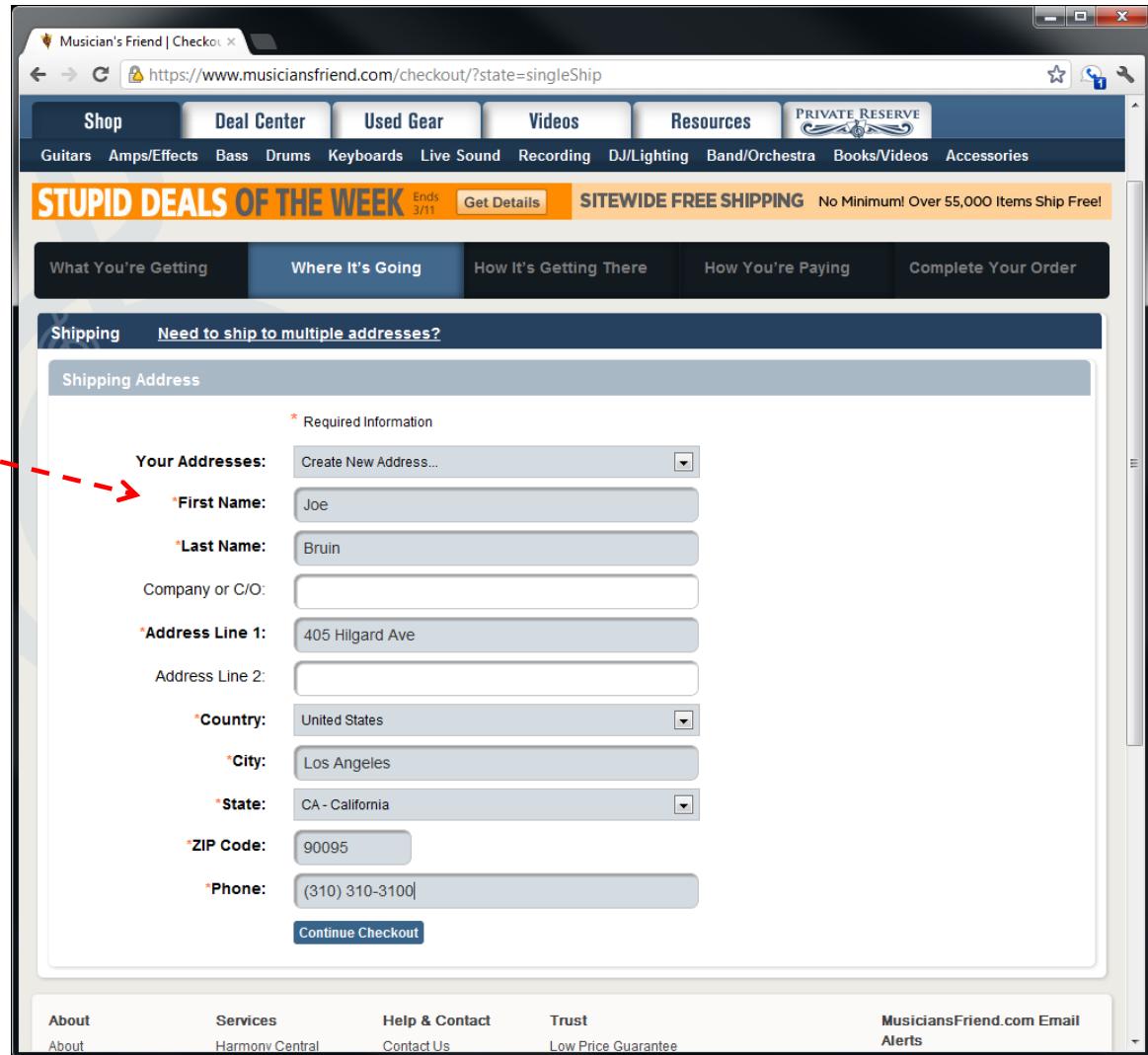
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Register Page

- New Customer sign up form typically requires the following information. Once the key information items are entered the customer can proceed to the next step of checkout.
 - Customer first name and last name.
 - Email address – In this example, email address is the account login. Some sites will have you create a specific login name other than your email address.
 - Account Password – Some sites require specific formats to ensure account security. Some will also ask for security questions to be asked when a forgot my password action occurs to verify your identity.



Shipping Address Page



The screenshot shows a web browser displaying the Musician's Friend checkout page at <https://www.musiciansfriend.com/checkout/?state=singleShip>. The page has a dark header with tabs for Shop, Deal Center, Used Gear, Videos, Resources, and PRIVATE RESERVE. Below the header is a navigation bar with categories like Guitars, Amps/Effects, Bass, Drums, Keyboards, Live Sound, Recording, DJ/Lighting, Band/Orchestra, Books/Videos, and Accessories. A banner at the top says "STUPID DEALS OF THE WEEK" and "SITEWIDE FREE SHIPPING". The main content area is titled "Shipping" and asks "Need to ship to multiple addresses?". It contains a "Shipping Address" form with fields for First Name (Joe), Last Name (Bruin), Company or C/O, Address Line 1 (405 Hilgard Ave), Address Line 2, Country (United States), City (Los Angeles), State (CA - California), ZIP Code (90095), and Phone ((310) 310-3100). A red dashed arrow points from a callout box labeled "Shipping Address" to the First Name field.

Shipping Address

* Required Information

Your Addresses: Create New Address...

*First Name: Joe

*Last Name: Bruin

Company or C/O:

*Address Line 1: 405 Hilgard Ave

Address Line 2:

*Country: United States

*City: Los Angeles

*State: CA - California

*ZIP Code: 90095

*Phone: (310) 310-3100

Continue Checkout

About Services Help & Contact Trust MusiciansFriend.com Email Alerts

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Shipping Method

A screenshot of a web browser displaying the Musician's Friend website at https://www.musiciansfriend.com/checkout/?_DARGS=/checkout/shippingAddress.jsp.shippingAddressForm. The page shows a red callout box labeled "Shipping Method" pointing to the "Delivery Options" section. The "Delivery Options" section includes fields for "Items To Ship" (listing "1 - Clayton Garage Band 10-Plus Pick Pack") and "Shipping Address" (listing "Joe Bruin, 405 Hilgard Ave, Los Angeles, CA 90095"). It also lists four shipping options with radio buttons: "Standard Ground (5 - 8 Business Days) - FREE" (selected), "Express Ground (3 - 5 Business Days) - \$4.95", "2 Day Express (2 Business Days) - \$10.92", and "Next Day (1 Business Day) - \$25.20". A "Continue Checkout" button is visible at the bottom right.

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Shipping Choices

- The next step in this checkout flow is to enter your shipping information.
 - Where is this going to ship to?
 - Some sites have you enter in your billing information first.
 - Some sites will have you check a box at the bottom to identify if the billing and shipping information are the same.
 - There are many ways you can approach this step.
- Shipping information form – Typically shipping information, name, address, and phone number.
- The next screen will have you select the method of shipment.
- If I had multiple items in my cart, some sites allow you to ship each item with a different shipping method or/and to a different shipping address.
 - Shipping Address – Shows the shipping address again to the customer. It also allows the customer to edit this address.

Payment Method Page

Payment Information

Payment

Payment Information

Credit Card Platinum Card Gift Certificate PayPal BillMeLater

* Paypal payments cannot be combined with credit or Platinum Card payments

Need to pay with multiple cards?

Credit Cards: Create New Credit Card...

***Card Number:**

***Expiration Date:** Month Year

***Security Code:**

***Name on Card:**

Billing Address: New Billing Address...

Continue Checkout

** Note: Maximum limit of 3 credit cards

Order Summary

Items:	\$0.99
Shipping:	\$0.00
Tax:	\$0.09
Order Total:	\$1.08

About

About
MusiciansFriend.com
Virtual Catalog
¡Bienvenidos!
Employment
International Customers

Services

Harmony Central
Trade-In Cash Out
Gold Coverage
Platinum Membership
Sweepstakes
Gift Certificates

Help & Contact

Contact Us
E-mail Preferences
Help Center
Pay Your Bill
Track Your Order
Site Map

Trust

Low Price Guarantee
Testimonials
Your Privacy Rights
Return Policy
Terms & Conditions
Terms of Use

MusiciansFriend.com Email Alerts

Sign up for tech tips, reviews and lowest deals from Musician's Friend.

E-mail Address
Join Now

<https://www.musiciansfriend.com/checkout/?state=payment&init=true>

Payment Method Page

- The payment page is where the customer selects the method of payment.
- They also select what billing address they are using and have the ability to add a new billing address.
- The key elements of this page are:
 - Payment type – There are many different payment types for eCommerce sites today. Credit card is typically the payment method but others are eBillme, Bill me later, PayPal, Proprietary Card, and eCheck. Each of these payment types will cause a different entry screen to be displayed. In the example above it is for a credit card type.
 - Once you have selected the type you will need to fill out the payment information form for the payment type. If you had selected PayPal you would get re-directed to PayPal's payment process and once you have completed it you would be returned to the main site at the order completion screen.
 - Billing address drop down box – This is where you can select the billing information that is required to complete the payment transaction.

Order Confirmation Page

The screenshot shows a web browser window for "Musician's Friend | Checkout" at the URL https://www.musiciansfriend.com/checkout?_DARGS=/checkout/deliveryOptions.jsp. The page is divided into several sections:

- Items in Cart:** Shows a single item: "Clayton Garage Band 10-Plus Pick Pack" (Item #5840180000000000). It is described as "In Stock & Ready To Ship" and has "Restrictions Apply (Details)".
- Shipping Prices:** A red dashed arrow points from this box to the "Subtotal" section.
- Tax:** A red dashed arrow points from this box to the "Tax" section.
- Order Total:** A red dashed arrow points from this box to the "Order Total" section.
- Shipping Info:** A red dashed arrow points from this box to the "Where It's Going" section.
- Payment Info:** A red dashed arrow points from this box to the "How You're Paying" section.
- Subtotal:** \$0.99
- Shipping:** FREE
- Tax:** \$0.09
- Order Total:** \$1.08
- Where It's Going:** Shows the shipping recipient's address: Name: Joe Bruin, Address Line 1: 405 Hilgard Ave, City: Los Angeles, State: CA, Zip: 90095, Phone: 3106143729. It also shows the shipping summary: Value: \$0.99, Shipping: \$0.00, Tax: \$0.09, Total: \$1.08. The method is listed as "Standard Ground — change".
- How You're Paying:** Shows the billing address: Name: Joe Bruin, Street: 405 Hilgard Ave, City: Los Angeles, State: CA, Zip: 90095, Phone: 3103103100. It also shows the payment information: Payment Type: Visa ending 0001, Amount: \$1.08, Cardholder's Name: Joe Bruin, Expiration Date: 05/2013. A yellow box highlights the "Security Code (CVV): 111" field.

Order Placed Page

The screenshot shows a web browser window for 'Musician's Friend | Checkout' at the URL https://www.musiciansfriend.com/checkout/order_confirmation.jsp?_requestid=2275162. The page displays a confirmation message: 'Your Order Has Been Placed'. It includes a 'Tell Others What You Got!' section for sharing the purchase with friends and family via email. A table details the purchased item: 'Clayton Garage Band 10-Plus Pick Pack' at \$0.99, quantity 1, total price \$0.99. The page also mentions 'SITEWIDE FREE SHIPPING - No Minimum! Over 55,000 Items Ship Free!'. A red dashed arrow points from a pink rounded rectangle labeled 'Order #' to the 'Order Number: mlf0001' text. Another red dashed arrow points from a pink rounded rectangle labeled 'Order Total' to the 'Order Total: \$1.08' text.

Item	Unit Price	Quantity	Total Price
Clayton Garage Band 10-Plus Pick Pack Item #564015000000000 In Stock & Ready To Ship	\$0.99	1	\$0.99

Order #

Order Total

Order Confirmation Email

Order #

Shop Deal Center Used Gear Videos Resources Private Reserve

Order Number: mf0001 Order Date: 03/05/2012

Dear Joe,

Thanks for shopping at Musician's Friend.

Your order is processing and will ship within 24-48 hours. Once it's ready to ship, you'll receive an email with tracking information for your gear.

Your Items

Shipping To	Item	Price	Qty	Total
Joe Bruin 405 Hilgard Ave Los Angeles, CA 90095	Clayton Garage Band 10-Plus Pick Pack Item # 58401800000000	\$0.99	1	\$0.99

Billed To Joe Bruin
405 Hilgard Ave
Los Angeles, CA 90095-0000 → **Payment Information** Joe Bruin
Visa***** 0001/Exp. Date: 05/2013 **Billed Amount** \$1.08

May We Also Suggest...

Free shipping with no minimum on all Musician's Friend products. [Shop Now](#)

 Guitar & Bass Straps ★★★★★ (21 Reviews) \$2.99	 6 String Acoustic Guitars ★★★★★ (248 Reviews) \$49.99	 Guitar Stands ★★★★★ (124 Reviews) \$7.95 - \$9.95 Save up to: \$0.00 (0%)	 Guitar & Bass Straps ★★★★★ (122 Reviews) \$3.98 - \$3.98 Save up to: \$0.52 (39%)
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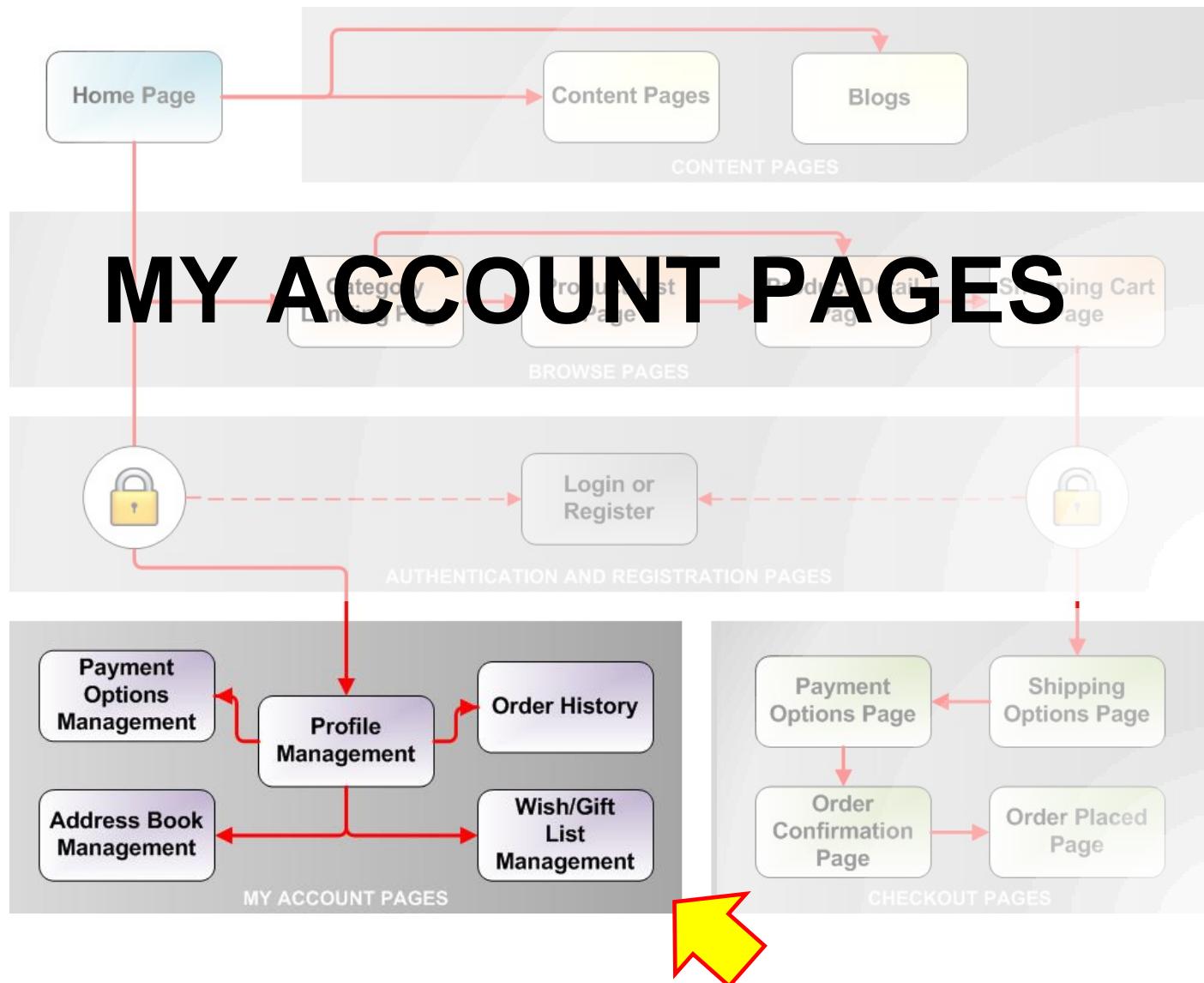
Order Items

Shipping

Payment

Order Total

Up sell / Cross sell



Profile Administration Page

The screenshot shows the 'My Account' section of the Musician's Friend website. A red dashed arrow points from a pink callout box labeled 'Basic Profile Information' to the 'Profile' section, which displays the user's name (Joe Bruin) and email (joe@ucla.com). Another red dashed arrow points from a pink callout box labeled 'Address Book' to the 'Address Book' section, which lists the 'Primary Billing' address (405 Hilgard Ave, Los Angeles, CA90095, 3103103100) and the 'Primary Shipping' address (405 Hilgard Ave, Los Angeles, CA90095, 3103103100). A third red dashed arrow points from a pink callout box labeled 'Payment Methods' to the 'Payment Options' section, which shows the 'Primary Payment Method' (Visa XXXX-0001, Expires 05/2013).

Order History

List of Orders

The screenshot shows a web browser window for 'Musician's Friend - Order H' at the URL https://www.musiciansfriend.com/myAccount/myAccount_OrderHistory.jsp. The page displays a navigation bar with links like Shop, Deal Center, Used Gear, Videos, Resources, and Private Reserve. A banner for 'STUPID DEALS OF THE WEEK' ends 3/11 with a 'Get Details' button. Another banner for 'SITEWIDE FREE SHIPPING' mentions no minimum over 55,000 items ship free. The main content area is titled 'Order History' and shows results for 1-2 of 2 matches. The first order is dated 3/05/2012, with Order # mf0002, Total \$1.08, Standard Ground shipping, and recipient Joe Bruin. It includes a 'View Order' button. The second order is dated 2/17/2012, with Order # mf0001, Total \$8.69, Standard Ground shipping, and recipient Josephine Bruin. It also includes a 'View Order' button. Both orders list their respective items with item numbers.

Order Date	Order #	Total	Shipping Method	Recipient
3/05/2012	mf0002	\$1.08	Standard Ground	Joe Bruin
2/17/2012	mf0001	\$8.69	Standard Ground	Josephine Bruin

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Address Book Page

List of Registered Addresses

The screenshot shows a web browser window for 'Musician's Friend - My Add' at the URL https://www.musiciansfriend.com/myAccount/myAccount_MyAddressBook.jsp?_requestid=2276863. The page features a navigation bar with links like 'Welcome', 'Log Out', 'My Account', 'Email Updates', 'Gift Certificates', 'My Lists', 'Track Order', 'Feedback', and 'My Cart (0)'. Below the navigation is a search bar and a 'PRIVATE RESERVE' section. The main content area includes a 'STUPID DEALS OF THE WEEK' banner and a 'SITEWIDE FREE SHIPPING' offer. On the left, a sidebar titled 'My Account' lists options: Profile, Orders, Address Book (which is selected and highlighted in blue), My Address Book, Add New Address, Payment Options, Lists, Alerts & Subscriptions, Community, and Correspondence. A red dashed arrow points from the 'Address Book' label in the sidebar to the 'Address Book' section on the right. The 'Address Book' section has a heading 'Keep track of all the addresses you use for shipping and billing.' and a note '★ = Primary'. It lists two addresses: 'Josephine Bruin ★ 56-147E Engr IV, Los Angeles, CA 90095' and 'Joe Bruin ★ 405 Hilgard Ave, Los Angeles, CA 90095-9000'. Each address has 'edit | delete' buttons.

Payment Methods Page

List of
Registered
Payment
Methods

Musician's Friend - My Payi https://www.musiciansfriend.com/myAccount/myAccount_MyPaymentMethods.jsp

Welcome, (Log Out) | My Account | Email Updates | Gift Certificates | My Lists | Track Order | Feedback | My Cart (0) ▾

Musician's Friend Best Selection, Price & Service. Guaranteed.

Need Help? Call Our Product Specialists | SUPPORT ▾

Shop Deal Center Used Gear Videos Resources PRIVATE RESERVE

Guitars Amps/Effects Bass Drums Keyboards Live Sound Recording DJ/Lighting Band/Orchestra Books/Videos Accessories

STUPID DEALS OF THE WEEK Ends 3/11 Get Details **SITEWIDE FREE SHIPPING** No Minimum! Over 55,000 Items Ship Free!

My Account > Payment Options > My Payment Methods

My Account

- Profile
- Orders
- Address Book
- Payment Options
 - My Payment Methods
 - Add a New Credit Card
 - Gift Certificate Balance
- Lists
- Alerts & Subscriptions
- Community
- Correspondence

My Payment Methods Add New Card

Manage all the payment methods you use for purchasing on Musician's Friend.
★ = Primary

Visa: ★ Visa ending in 0001 edit | delete

Mastercard: ★ Mastercard ending in 0002 edit | delete

Wish Lists / Gift Lists

Gift List Name

Gift List Items

Musician's Friend - Manage https://www.musiciansfriend.com/myAccount/myAccount_ManageMyLists.jsp

My Account > Lists > Manage My Shopping Lists > Christmas List

My Account

- Profile
- Orders
- Address Book
- Payment Options
- Lists**
 - Manage My Lists
 - Find A List
 - Create a new List
- Alerts & Subscriptions
- Community
- Correspondence

My Shopping Lists

Christmas List(private) or [create a new list](#)

Find Someone's List

name or email [Find A List](#)

Christmas List

Sort by: priority

This list is private, [make public?](#)

G5120 Electromatic Hollowbody Electric Guitar Walnut
Buy New \$699.99
Desired: Received: 0
Remove Item [Add to Cart](#)
1 - Got to have it Added: 03/05/2012

Edge 09 Bass and Amp Pack Red
Buy New \$199.99
Desired: Received: 0
Remove Item [Add to Cart](#)
1 - Got to have it Added: 03/05/2012

Performance Series 5-Piece Shell Pack White Ice 18X22
Buy New \$2,199.99
Desired: Received: 0
Remove Item [Add to Cart](#)
1 - Got to have it Added: 03/05/2012

Section 1



Check Your Understanding

What are the typical sections of an eCommerce site?

Answer:

A typical eCommerce website will have a home page, content pages, browse pages, checkout pages, and my account section.

Section 1



Check Your Understanding

What are the typical header elements?

Answer:

On a header you typically place my account links, search, and category navigation.

Section 1



Check Your Understanding

What is the primary objective of the Browse section?

Answer:

To enable the customer to find and research the product they wish to purchase.

Section 1



Check Your Understanding

What is the business benefit of a My Account section of pages?

Answer:

It improves customer loyalty. It reduces call center calls.

Section 1



Check Your Understanding

What are the design considerations of the checkout section?

Answer:

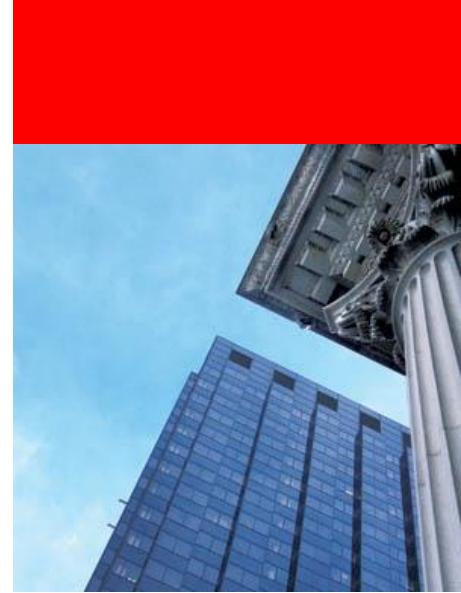
Must make it smooth and intuitive to finish placing the order. The process should be frictionless.

Summary

- A typical eCommerce website will have a home page, content pages, browse pages, checkout pages and my account section.
- The Home Page is the first contact with the customer. It is valuable real estate and must be configured with care.
- Browse pages should make it intuitive and easy for your customers to find and order products.
- Checkout section must ensure a smooth order placement experience for improved conversion.
- My Account pages should allow the user to self-administer their account for reduced call center calls and improved customer loyalty.



Q&A



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