

## About This Site

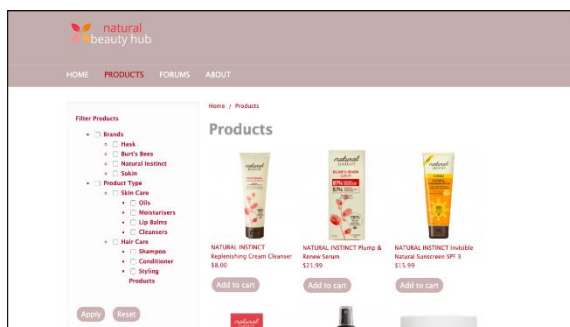
Natural Beauty Hub hosts the products for skin care and hair care which are absolutely cruelty free for both men and women. There is a rapidly growing market for good quality natural skin and hair care products. Animal testing is slowly becoming a consumer concern and people are always looking for cruelty free products. This website meets the needs of people who are looking for a one stop shop to fulfil all their skin and hair care needs.

The website consists of several linked pages including home, products, shopping cart, about and forum pages. Each page utilises the same background and menu bar to convey a sense of cohesiveness across the entire website. The shopping cart page displays a list of all products currently in the user's cart and allows for checkout and ordering. In the forum page, the users can create new topics for discussion and contribute to ongoing discussion posts.

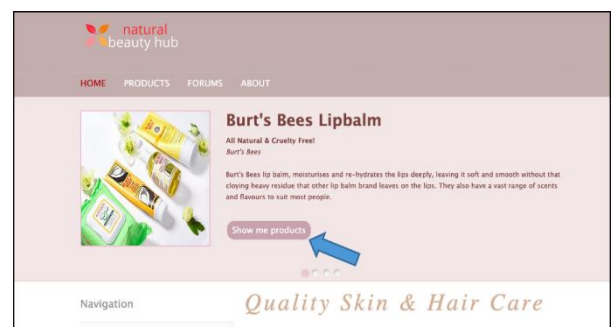
This website allows the users to make choices in products that are cost effective and well informed. The forums available in the website gives a sense of community in discussing and reviewing products.

## Main Usage

The website comprises of home, products, forums and about pages. The home page includes a sliding banner with buttons that link to various other pages on the site.

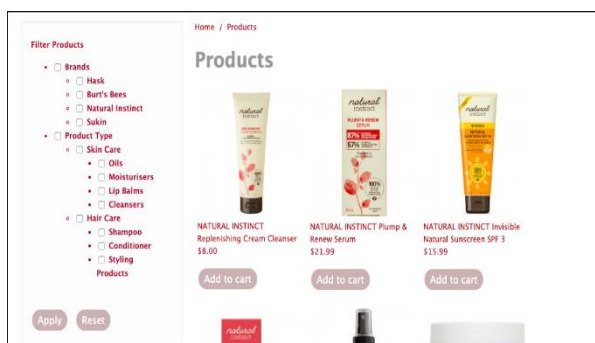


Home page banner with button

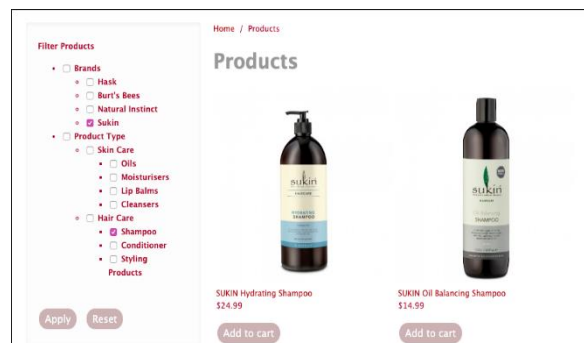


Button links to product page

The products page contains all of the products for sale on the site, with each product having an “Add to Cart” button. There is also nested list of categories that allows users to apply filters to the products by clicking on radio buttons.



All products displayed



Brand and shampoo filters selected

The users can also rate products out of five stars, and an aggregate average rating for each product is displayed.



Product rating in the form of star

Multiple products may be added to a shopping cart, and products may be removed or the quantity changed.

Checkout

Cart contents

Qty	Products	Price
2 x	BURTS BEES Cucumber Mint Lip Balm	\$13.98
1 x	NATURAL INSTINCT Replenishing Cream Cleanser	\$8.00
1 x	SUKIN Hydrating Shampoo	\$24.99
		Subtotal: \$46.97

Customer information

Order information will be sent to your account e-mail listed below.  
E-mail address: diviya.196@gmail.com (edit)

Delivery information

Enter your delivery address and information here.

\* First name

\* Last name

Multiple products in shopping cart

Home / Shopping cart

SUKIN Hydrating Shampoo added to your shopping cart.

Shopping cart

Remove	Products	Qty	Total
Remove	BURTS BEES Cucumber Mint Lip Balm	2	\$13.98
Remove	NATURAL INSTINCT Replenishing Cream Cleanser	1	\$8.00
Remove	SUKIN Hydrating Shampoo	1	\$24.99
		Subtotal: \$46.97	

Continue shopping

Update cart Checkout

Payment checkout form

• Add new Forum topic

Forums

Forum	Topics	Posts	Last post
General discussion	0	0	n/a
Skin Care Discussions			
Discuss your skin care recommendations.			
Favourite Skin Care Products	0	0	n/a
What are your favourite skin care products?			
Hair Care Discussions			
Discuss your hair care recommendations.			
Conditioner Recommendations	0	0	n/a
Conditioner recommendations for dry hair?			

Add new comment

Your name

diviya

Subject

Comment \*

Text format (Show HTML)

More information about text formats

- Web page addresses and e-mail addresses turn into links automatically.
- Allowed HTML tags: <a> <em> <strong> <code> <blockquote> <code> <ul> <li> </li> </ul> <div>
- Lines and paragraphs break automatically.

Save Preview

All forum topics displayed on forums    Form for user to submit forum post page

The forums page contains nested forum discussions, where users can create new topics or reply to posts

## Methodology

### *Installing theme “Corporate Clean”*

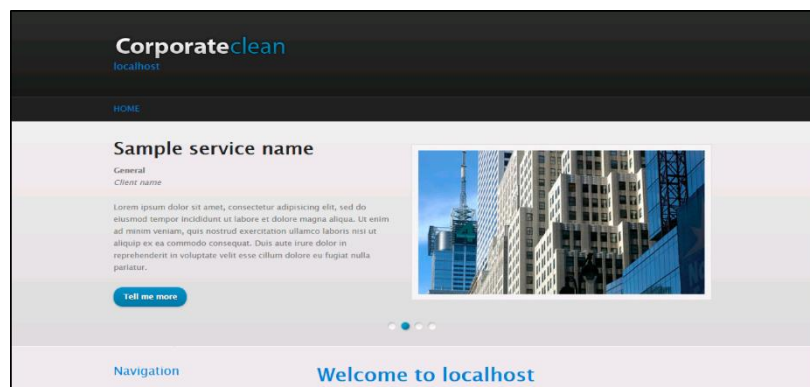
As the desired theme for the website was to be clean and minimalistic, the theme “Corporate Clean” by “More than (just) Themes” was installed to be used as a base to build the website upon.

Although this theme achieved the preferred minimalistic effect, many aspects of its appearance were not suited to the function of selling beauty related products, as it was more suited to a corporate office.

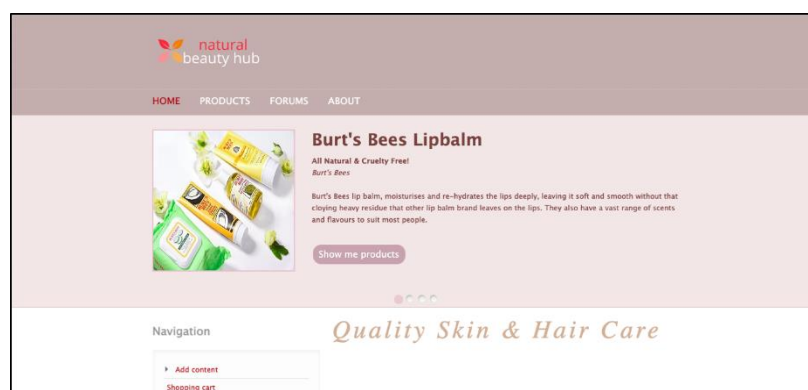
### *Modifying theme using Cascading Stylesheets (CSS) and Drupal*

In order to adapt the website presentation to appeal more to the target demographic and to suit the website’s purpose more accurately, many modifications were made to the installed theme.

Here, difficulties arose as modifications made to the Corporate Clean external stylesheets clashed with modifications made to the website appearance through Drupal. This was resolved by ensuring to save appearance configurations on Drupal every time a change was made to the external CSS.



*Default home page using Corporate Clean theme*



*Home page after modifying CSS*

## Key Modules

A number of modules were used to facilitate improved functionality and appearance of the site. One of the main modules that was implemented was *Ubercart*, which allowed for the creation of products, which could then be added to cart by users and paid for at checkout.

In order to organise these products, a Drupal core module called *Taxonomy* was used to classify products as belonging to different categories, such as hair care or skin care products, shampoos, conditioners etc. Taxonomy terms with parent/ child relationships were created.

These taxonomy terms were made use of through the module *Views*, where a taxonomy tree was able to be displayed, to allow users to filter through products. A module called *Better Exposed Filters* was used with Views in order to display the taxonomy terms as a nested list with radio buttons.

The Views module was also used in order to display the products in a grid formation. Classes were added through Views, in order to style elements using the external CSS, allowing for the appearance of the grid and the size of the images to be altered.

The module *Fivestar* was used to allow users to rate different products out of five stars, as the

☒ Customize field and label wrapper HTML

### Wrapper HTML element

- Use default -

Choose the HTML element to wrap around this field and label, e.g. H1, H2, etc. This may not be used if the field and label are not rendered together, such as with a table.

☒ Create a CSS class

### CSS class

image-size

You may use token substitutions from the rewriting section in this class.

```
.image-size{
  width:100%;
  height:100%;
}
```

*Creating a CSS class in Views*

*Styles in external CSS*

module was made use of through the Ubercart product content type and displayed using Views. A core module of Drupal 7 called *Forum* was used to create forums in which registered website users are able to post topics and replies relating to beauty products. Difficulties were presented as users were not able to comment in forum topics. This was resolved as various permissions were required to be set to allow authenticated users to post, edit and delete their own content through “Permissions” in Drupal.

## Database

The website utilises a relational database named “drupal” containing various tables in order to store records such as total products and products currently in the shopping cart. Problems arose here as deleting and reinstalling the Ubercart modules caused some vital tables to not be created. The tables in the database responsible for adding and removing products to the shopping cart, as well as for the checkout form, had to be created again using SQL in phpMyAdmin.

## **Exploration: Drupal vs Magento**

A content management system allows to control and manage the content in its system. With the use of content management system, it is easy to edit text, add images and style the content of the website as per the need of the user. Both Drupal and Magento are open source and free to use management systems and they come with a lot of free advice online.

Drupal is easily customizable as a developer. Magento does not require development skills. Upon installation, an ecommerce website is ready to be used without any customization in Magento. On the other hand, when one installs Drupal, it may not look as much as a store as Magento. With the installation of modules like Ubercart in Drupal, we can see options to add products and prices, there is cart and checkout procedures. However, it is expected for the developer to do some configuration to make it a usable ecommerce site.

Both Drupal and Magento have the options to create a search engine friendly URLs which helps in search engine optimization (SEO). There are plenty of themes in these CMS to give any site a unique design. Both the platforms are self-hosted but Magneto would definitely be the more user friendly platform. Drupal lacks mainly in three aspects which are usability, compatibility and performance. In Drupal, dynamic addition or removal of products is possible whereas Magneto only offers conventional way of displaying products.

Magneto was designed for e-commerce, whereas Drupal was designed for content management. Therefore, a lot of installation and configuration of modules is required to get the e-commerce look and feel in Drupal. On the contrary, Magneto is an e-commerce based web application which is dedicated for e-commerce. However, it lacks the CMS feature.

Magento is flexible CMS and it has many features that Drupal lacks. For instance, with the help of Magento, one can vary the price of the specific products depending upon the group of customers. Moreover, Magento is mobile friendly as it allows to create a mobile site without any difficulty and give best mobile viewing experience to the customer as far as possible. However, Magento has slow loading time and it imports data at a very slow rate. Another major downside of Magento is bad product support as it lacks organized monitoring. Due to this it would be difficult to find helpful solutions to the problems faced using Magento.

Drupal is good for creating large, complex websites. Several content types like news, polls, blog posts, etc. can be integrated into Drupal. One can group content together is virtually endless configurations. Drupal provides flexible taxonomies. Unlike Magento, with Drupal one can create multilingual content as multilingual functionality is built into the core. Drupal sites are less prone to hacking. Moreover, Drupal's built-in access control system allows one to create roles with individual permissions. However, Drupal might demand developer assistance as most drupal website themes are custom-codes which means it needs customization help from developers to create one that is appropriate for one's website.

On the surface, Magneto would be the obvious choice mainly because of the name recognition but Drupal is worth a second look. The selection between Drupal or Magento depends on the features and functionality the user is looking for as both are proven to be scalable platforms.

## Summary and Conclusion

Natural Beauty Hub is an e-commerce website developed on Drupal. This website has skin and hair care products which are entirely cruelty free. It was developed with the mindset that there are good products which are cheap and effective which were created without animal cruelty and the access of these products should be made easy. There are several people who are after such products and this website is a one stop shop for those people.

Developing this website on Drupal was made easy after installing Corporate Clean theme and several modules like UberCart. The module Taxonomy was used to classify the products into different categories. This enables users to filter the products as per their need. Views module was used to style the products in a grid format. To style the overall website changes were made on the style.css page which was reflected once the appearance was saved from the front end. Using Drupal and Ubercart, the shopping cart, shipping and billing information and products information were taken care of and only customization was required.

It might take some time to get used to the functionality of Drupal, however, once one gets into the habit of using Drupal, it is extremely effective and easy platform to create an e-commerce site which is safe and easy to use.

## References

<https://www.drupal.org/project/corporateclean>  
<https://www.burtsbees.com.au/product/all-weather-spf-15-moisturizing-lip-balm/>  
<https://www.chemistwarehouse.com.au/buy/85509/sukin-natural-balance-shampoo-1-litre?rcid=1583>  
<https://www.priceline.com.au/> (product images)

## Submitted By:

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