Shopping Cart Manual

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Table of Contents

Disclaimer

This manual assumes that you are using Wix.com for website creation, and so this method may not work for all other online website creation tools.

This manual is also written with the assumption that you, the person reading this, are an associate in Digital Media, and that you or your company already have an account on Wix with which you created mock websites in your Sophomore year. This manual will not go into detail on creating an account or setting up a website in Wix, but will focus mostly on the creation of a shopping cart through the use of Mal's E-commerce. The website on Wix will be referred to, and its tools touched upon slightly, but this will not be an in-depth manual for using Wix.

If you need help with setting up a website through Wix, please ask your E-business instructor. If you have any questions relating to the information in this manual, feel free to contact me at mndzshwn@yahoo.com.

Mal's E-commerce

The first step of setting up a working shopping cart for your firm is signing up for an account on Mal's e-commerce's website. (http://www.mals-e.com/)

This is the page you should see upon visiting the website. Click on the large orange button labeled "Join!" in the upper right corner to sign up for an account.

This is the form used for signing up. It's very simple and straightforward. Simply input your company name and email address, and it's done. Whether you use your company's email address or that of an employee, yourself included, is a decision to be made by the head of the marketing department. Though after following all the steps in this manual invoices will be sent to customers automatically, you may still want to keep the receipts.

Mal's E-commerce

After signing up, you will be taken to this page, where your login information will be displayed. It is very important that you write this down or take a picture/screenshot of it. This is your permanent information and if you lose it, you lose your shopping cart. You can change your password later, but you cannot change your username without paying.

Click the button at the bottom labeled "Login Now!" to be taken to the Orders page of your shopping cart. On this page, there are three buttons on the upper left of the screen labeled "Orders," "Gift Vouchers," and "Cart Setup." Your company should have no use for the "Gift Vouchers" page, so I won't explain it. If you want to learn how to use it, it's fairly straightforward, as most things on this website are, and you can ask your instructor for assistance.

Click on "Cart Setup."

In the upper right, you will see the orange button seen above. This button, as it is labeled, allows you to view your shopping cart as a customer would. It will also create a test product so you can see how those will show up in the finalized shopping cart. You can try out anything in this shopping cart as-is at this point, including buying the test product.

Mal's E-commerce

The menu on the left of the page (pictured on page 5 and on the bottom right of this page) is the main navigation menu through the cart's settings. There are many pages here that we will not be working with in this manual, and as a result will not be mentioned. At the bottom of each page you can change settings on is the "Submit Changes" button. It is required to click this button so your changes are saved and applied.

The first pages we will focus on are those under the "Email Settings" category.

"Order notifications" - On this page, you can change who receives order notifications which would normally be sent to the "contact email," or the email that was used to create the account.

"Customer receipts" - On this page, it is highly recommended to tick the box that says "Email a receipt to the customer." This automates sending out receipts to customers after they make a purchase.

The other two pages in this category are not important to our virtual enterprise firms, and can be safely ignored.

The next category down the list is "Tax and Shipping." A lot of the things on these two pages are inconsequential, but there is one very important part on the first page.

"Sales tax" - This is where you set the amount of tax to be placed on all purchases made through the website. The recommended settings for taxes are shown below, as this is the standard tax rate used in the e-Business academy. It is advised against to change anything else lower on the page.

Mal's E-commerce

The next pages we will need to change things on are under the Customize category.

"Header, font, and alignment" - As the title implies, this page is used for changing the master font of the cart, the alignment of the cart and its width, and the header message. The font and font size are straightforward, and don't require any real explaining. The width is how long the shopping cart will be. The default is 600px, but it can be extended to 1200px or retracted to only 400px. The percentages are used to change the size of the cart in relation to the customer's web browser. 80% is the recommended width. Anything inputted into the "Header Message" form will be placed below the header image.

"Image library" - This is where you will upload any images to be used on the shopping cart. The only vital image to upload is the header logo, your company's logo. Any files uploaded must be in either JPEG or GIF format, or you will receive an error telling you so. The exact requirements and limitations for images are shown on the page above the submission form.

"Colors" - Here is where you can change the colors on your cart from the standard grey, black, and white to whatever your company's colors are. All of the colors are made using hex values, and examples are shown on the right of the page. A preview of the colors of your shopping cart can be found at the bottom of the page.

"Other messages and general settings" - This page is used to change the messages that will be shown to your customers at the cart, upon clicking checkout, and at the exit page. These messages are not required, and should only be added at the request of your instructor or CEO/COO. The "Delete and Update Item Link," however, is important. The settings shown are the recommended, but your company may be going for a different look. Feel free to try out any setting.

"Return link" - This page is where you input your website's URL so the customer can return to your website after completing their purchase. The first form is where you input the URL (include the "www."!), and the second form is the text that will appear instead of the link itself. This second form should contain your company's website name.

The final category, "Advanced Settings", will not be used, and should be left alone.

This concludes the instructions for setting up the cart itself. The following sections will be about listing your products into the appropriate format and creating shopping buttons.

Shopping Buttons

After logging into Mal's e-commerce, and while under any of the three aforementioned tabs, there will be a long gray strip at the top of the page. The links in the upper left corner above the tabs are "My Account," "Forums," "Support," and "Log Out." They work as advertised, taking you to your account, or the page you're already at, the online forums, the support page, and logging you out of your account.
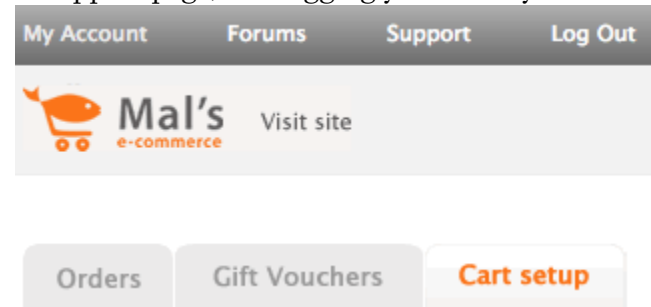
Click on the Support link. You should see a box labeled "Shopping cart support" in the center of the page. Click on "Creating Buy Now buttons" in the left column to bring up the sub-choices in the right column. Once you see those that appear in the right, click "Using a hyperlink."
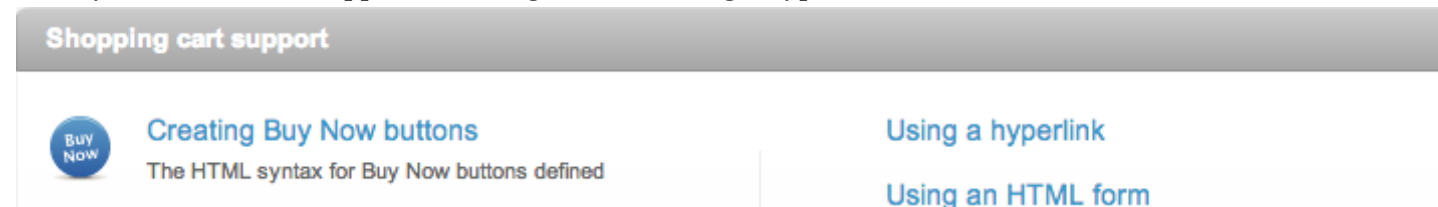
This brings up, at the bottom of the page, instructions on using hyperlinks for buttons. The example given on the page is as follows:

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<a href="http://ww#.aitsafe.com/cf/add.cfm?userid=gg12345&product=North+Atlantic+Marine+Chart&price=29.50"> Buy Now <a>
```

This adds one product by the name of "North Atlantic Marine Chart" priced at $29.50 to the cart, but it won't work as it is right now. We need to remove the <a> tags and the quotation marks around the URL. Go back to the page you see after logging in (you may have to do this again, or you can go back in the browser) and look at the page's URL.

https://ww8.aitsafe.com/ddn/storeManagement.php#

The 8 that you see is what you should replace the # with in the above URL. This number may be different for your account. Where it says "?userid=gg12345", you should replace the "gg12345" with your user-name. It is the same as the one you use to sign in. In the end, your URL should look something like this:

ww8.aitsafe.com/cf/add.cfm?userid=A0235109&product=North+Atlantic+Marine+Chart&price=29.50

The user ID and "ww number," of course, being your own, this should add the aforementioned product to your cart. If this works, you're ready for the next step.

Shopping Buttons (Products)

In this section, you will learn how to put your products into a format that can be easily turned into working URLs like the one shown on the previous page. For this, you will need InDesign and Microsoft Excel. You will also need a list of the products that your company sells and their corresponding prices.

Create a new workbook in Excel and label the first column as Products and the second as Prices. (These specific names are not necessary, but it's easier to remember if you label them as they are going to be used.)

In the first column you will type out the complete name of the product, or how you want the product to show up in the shopping cart. In the second column should be the price of the product without any other markings, as shown in the picture below.

As they are, however, they will not work in the URLs. We can't have any spaces in the link, and as seen in the picture on the last page, they are replaced with plus signs. (+)

Manually changing all the spaces into plus signs is a lot of work. Instead, you can use the Find/Replace function of Excel. To do this, press Command-F. (⌘+F) This opens the Find window, where you will see a form with three buttons on the right that say "Find Next," "Close," and "Replace..." Click on "Replace..." and it will switch to Replace mode, where you will see the below form.
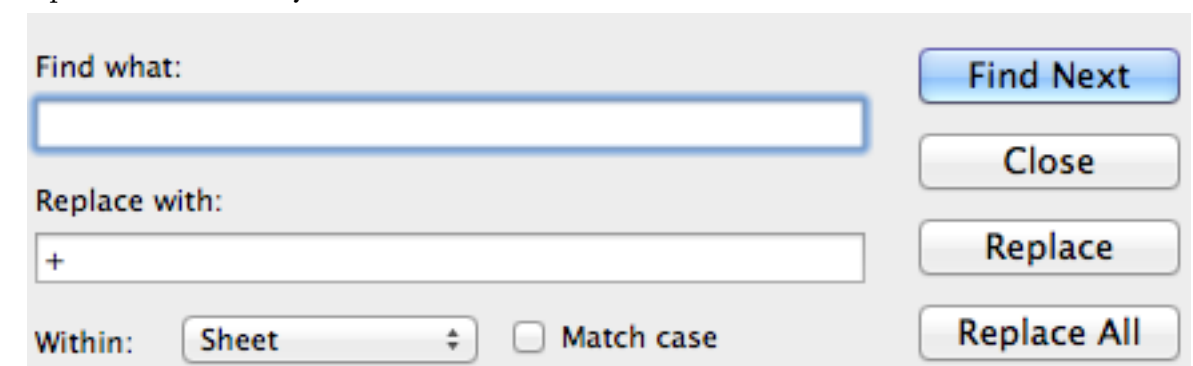
In "Find what:," you will put a single space (just the space), and in "Replace with:," you will put a plus sign. Click Replace all and all the spaces will be replaced by plus signs.

Shopping Buttons (Products)

Your products should now look like this, with plus signs instead of spaces. If this is the case, save this spreadsheet as a .CSV file, or Comma Separated Values. This allows InDesign to read it easily and will be how we generate the links for the products.
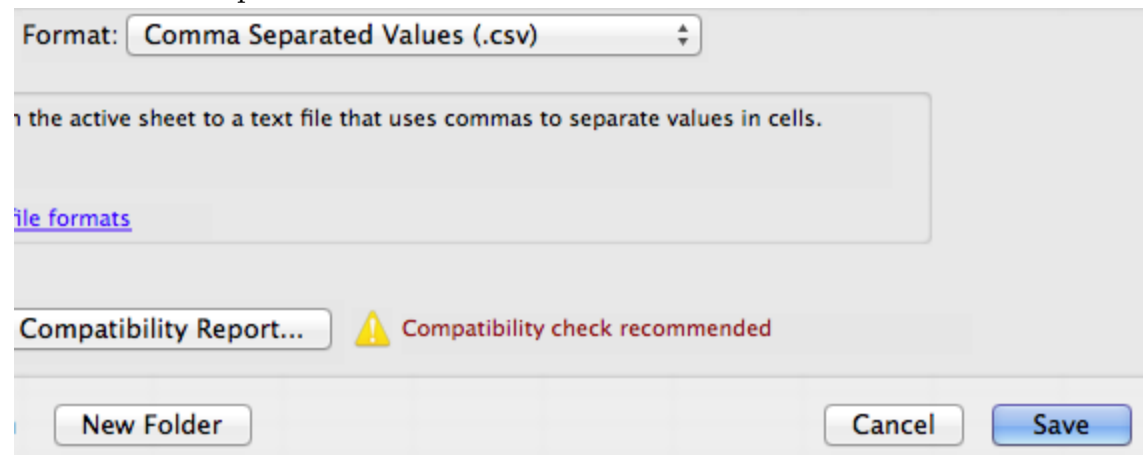

Open InDesign and create a new file. It doesn't have to have any special dimensions or orientation so long as it is a blank page. Create a text box in the upper left corner of the page at any size you want and put in the URL you created earlier using your user ID and "ww number" like so:

http://ww8.aitsafe.com/cf/add.cfm?userid=A0235109&product=PRODUCT&price=PRICE

As you can see, I replaced the product and its price with "PRODUCT" and "PRICE." This isn't terribly important, but it helps simplify the process. From here, you will have to open the Window dropdown menu from the upper navigational menu on the top of the screen, as shown in the picture on the next page. Mouse over the Utilities and it will open a submenu, from which you will click on Data Merge.

Shopping Buttons (Products)
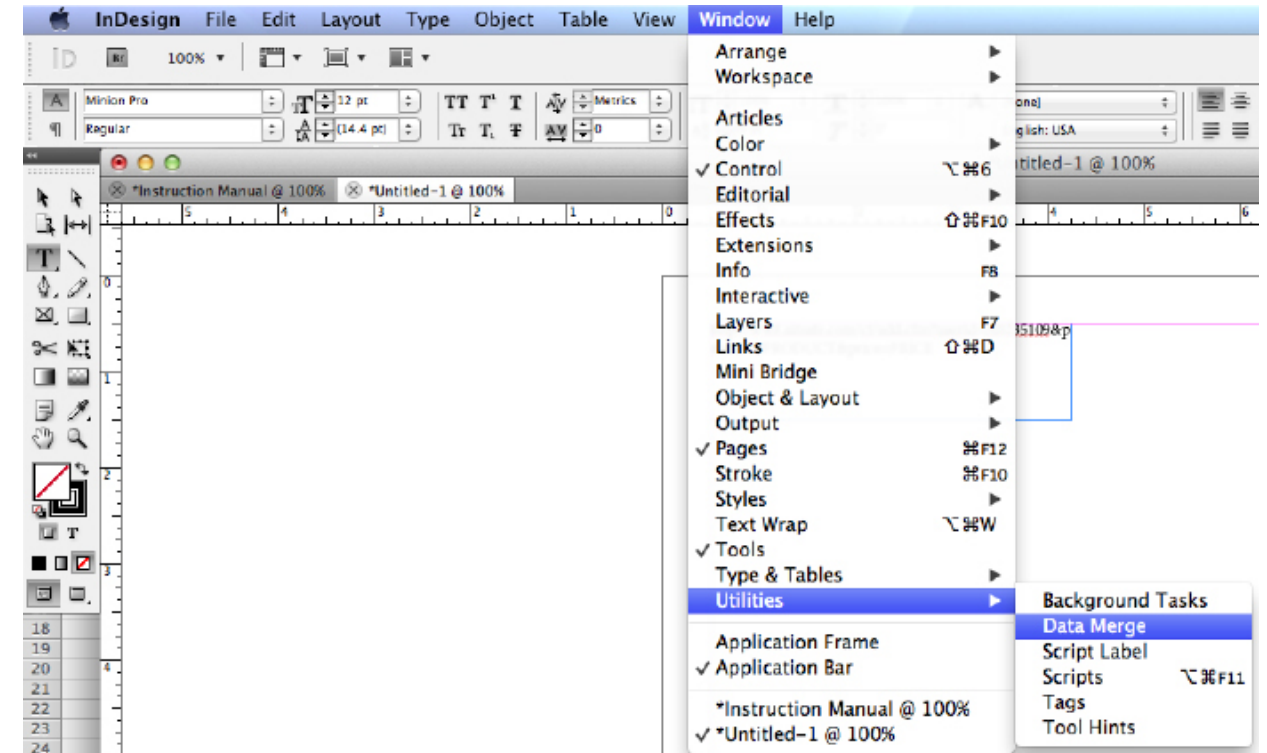
After clicking Data merge, a small window will open. The instructions on the window are as follows:

1. Choose Select Data Source from the panel menu.
2. Drag data fields from the panel to frames on the page (or, with an insertion point selected, click the data fields you want to insert.)
3. Choose Create Merged Document from the panel menu.
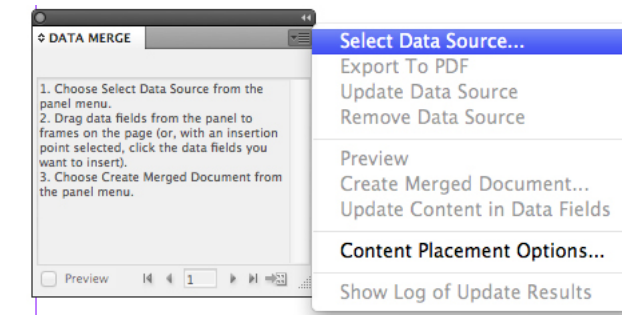
Click on the dropdown menu in the upper right corner of this window and click "Select Data Source." Navigate to where you saved your CSV file containing the products and prices and open it. The Data Merge window should now have a single column with the file name on top and your two columns from the Excel file beneath it.

Highlight the text in the URL labeled PRODUCT and click on the where it says "Products." (Or whatever you labeled your products as in the Excel file.) This should replace the text with "<<Products>>." (Again, unless you labeled it differently. This will show whatever you labeled the column.)

Shopping Buttons (Products)

This is what it should look like if you highlighted and clicked on the appropriate columns in the Data Merge window:
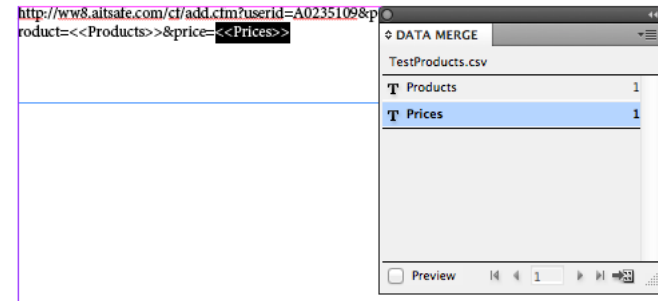
After this, click the small button in the bottom right of the window that shows an arrow moving toward four small squares on a paper. This will open the Create Merged Document window that is shown below.
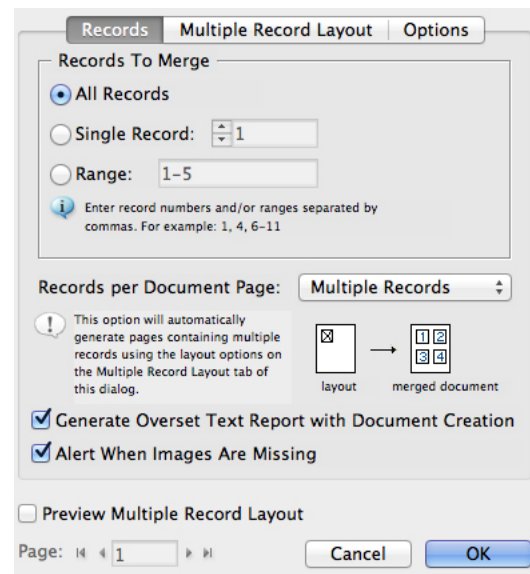

Be sure that the "Records per Document Page" is set to "Multiple Records." Without this option, it would create a new page for each URL generated.
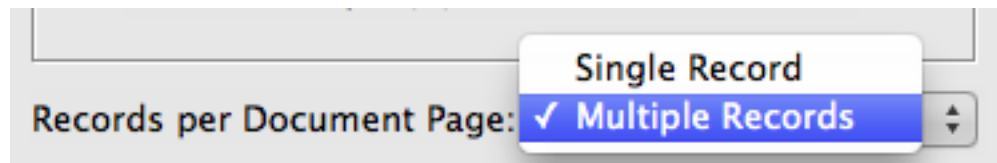
A new file will open with however many text boxes as products you have, with the name of the product and price placed into the URL itself, as shown on the next page. At this stage, it is recommended to save the In-Design file somewhere safe and test out any number of the generated URLs by copying them and pasting them into your web browser's navigation bar.

Shopping Buttons (Products)
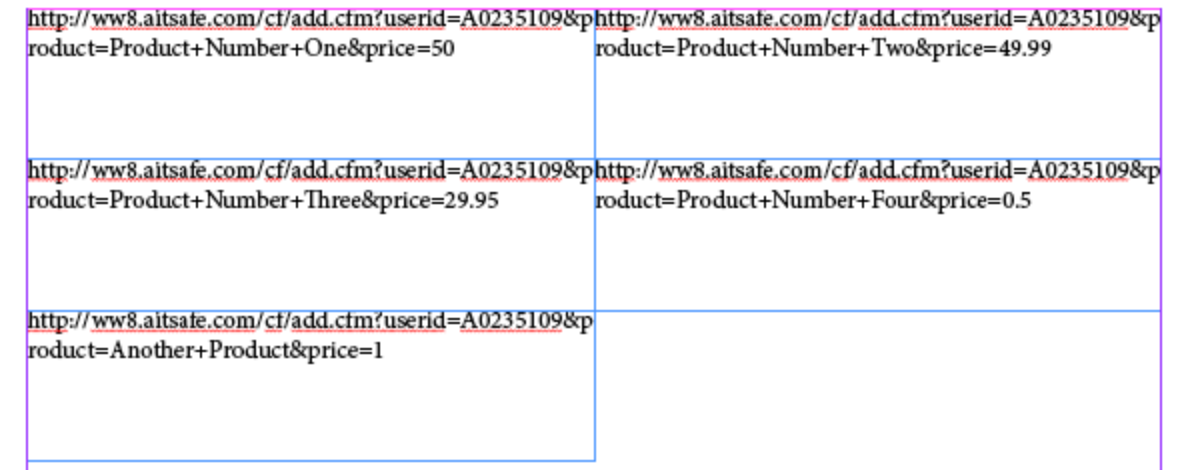
This is the result of the data merge with each product separated into its own text box. These URLs should all work properly and add the product to the cart with the appropriate price. Once they are tested and proven to do as they are intended, we can move on to the next step: putting the buttons on your website.

Shopping Buttons (Placement)

Now that the URLs for all of your products are generated and working, you have to put them on your website. Log into your Wix account and select the website you are going to place the links on. Click on the "Edit Site" button you normally use to be taken to the website editor.

There is more than one way to go about putting the links on the website, but this manual will only explain two of them.

The first method you will learn is the most basic: using only the URL and a text box to create a hyperlink to add the product to your cart.

First, you should be on the page you want to have the product listed on. Once there, create a new text box using the menu on the left side of the screen and clicking the plus sign. At the top of the menu that appears will be the "Text" option. Click this and you will bring up another window where you will choose whether to use a paragraph or a title. Either choice is fine, but for the sake of the manual, we will use a paragraph.
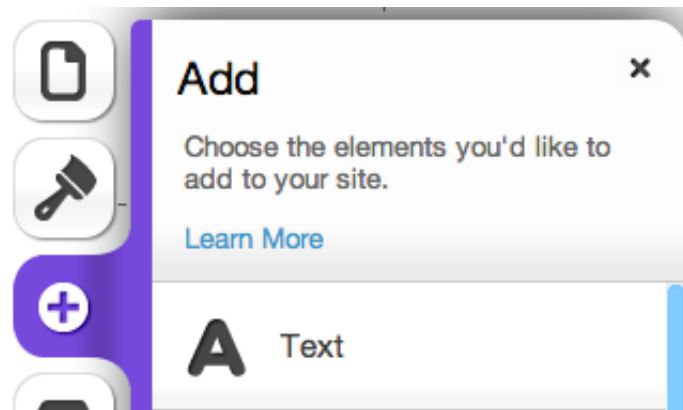
This will create a small text box with sample text. Edit the text box by clicking on it and then clicking "Edit text," or by double-clicking the inside of the box. You can add whatever text you like in here, and we will use that text as the link. For simplicity, I've chosen to use the name of the product, followed by its price.
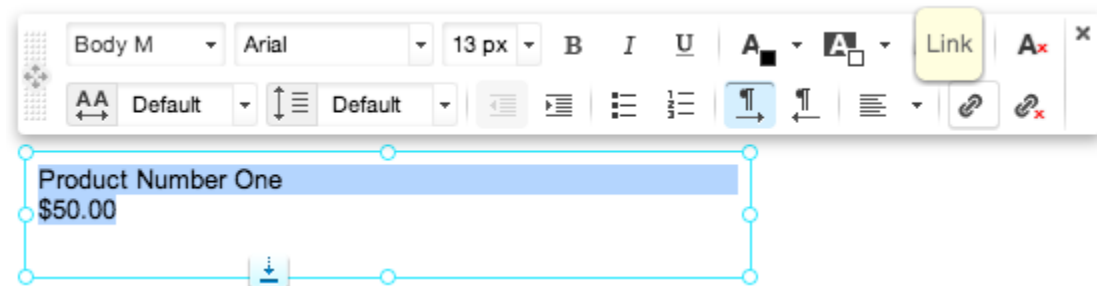
After you've added the text, highlight all the text you want to use as the link and mouse over the picture of the chain link in the toolbox. It is labeled as "Link" when you mouse over it, so it's not hard to find. Its location is also shown above. After clicking on link, a new window will open asking you to choose from one of four different types of links. Click on "Web Address" and the window will change to another asking you for a URL. Input the URL for the product listed and click "Okay." Whether the link opens in a new window or in the same window is up to you.

Shopping Buttons (Placement)

The next method is making images into clickable links. Click on the plus sign on the left once more to open the Add menu. Click on the second option, "Image." Once the image is added, you can change it by clicking on it and picking "Change image" from the drop-down menu. Also in this drop-down menu is the option "Link to."

This will open up a familiar window that asks what kind of link you want to use. Once again, click on the "Web Address" option as shown on the top of this page. Again, use the appropriate URL for the product image shown, and click okay.

You can click "Preview" in the upper right corner of the editor to test the links. If everything is working fine, then congratulations! You've got a functional shopping cart and products page!

Again, there are more methods of adding links and products to your website, but they are fairly obvious once you've learned these two. Feel free to experiment with different ways of linking to your cart, and good luck in the website competition!

Product Number One
$50.00