

# **CS 2033**

## **Multimedia and Communications II**

### **Lab 10: Setting up an Online Store**

#### **- E-commerce Website -**

**REMEMBER TO BRING YOUR MEMORY STICK TO EVERY LAB!**

# LEARNING TO WORK WITH VOLUSION

## –All-inclusive online store –

You will be working with the program Volusion ([www.volusion.com](http://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

Shopify, Magento, BigCommerce

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

Powerful, easy-to-use ecommerce features

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**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 >](#)

The image shows a laptop and a smartphone displaying the Volusion interface. The laptop screen shows a product listing for 'Snow Binding Pants' and other items. The smartphone screen shows a dashboard with a sales graph and various metrics.

## Lab #10

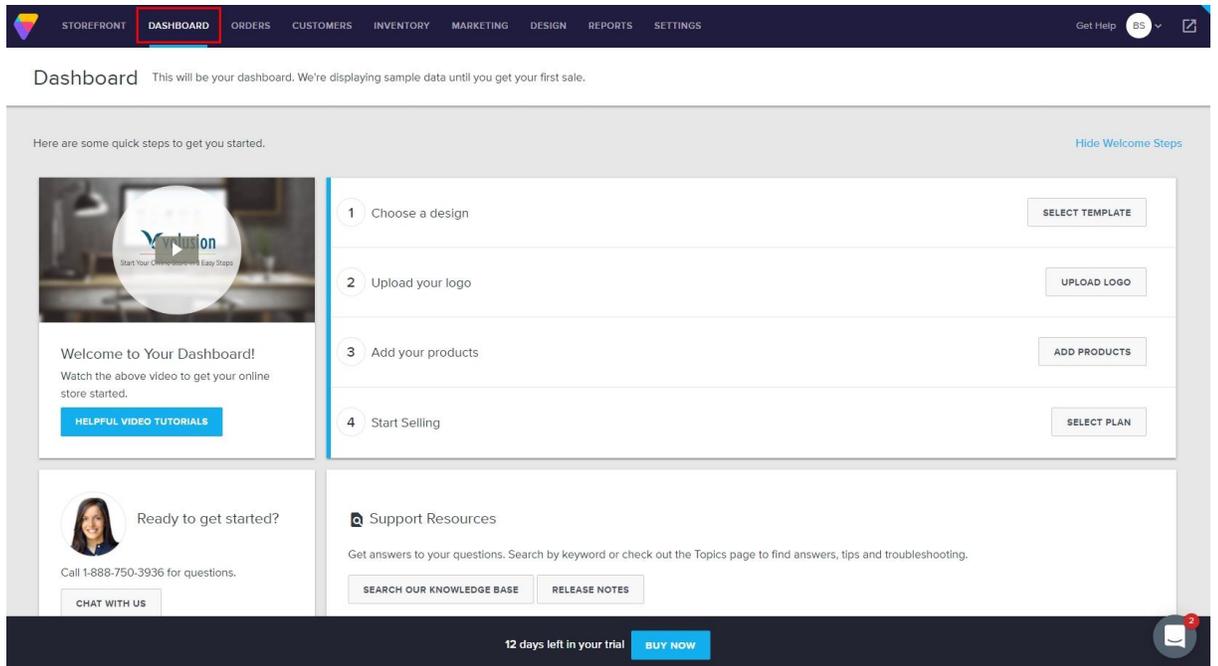
### Objective:

- Using Volusion to learn how to set up an e-commerce site
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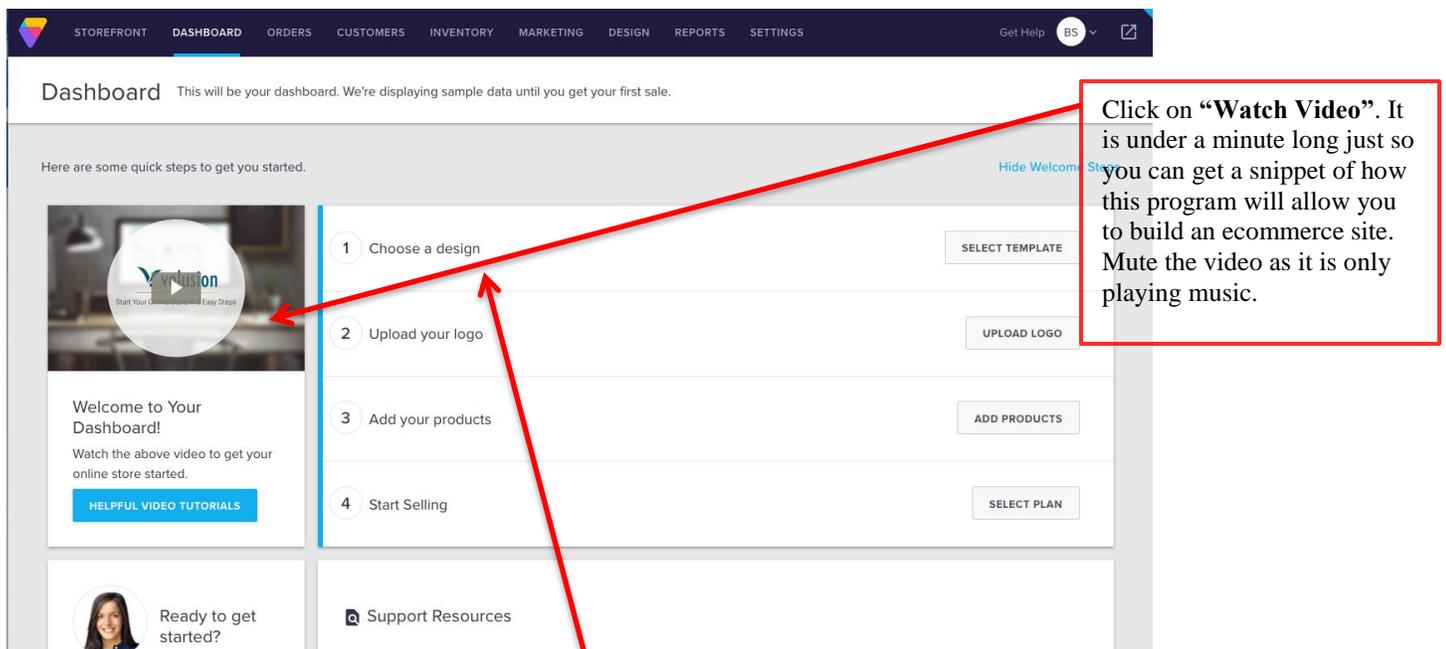
1. Navigate to your USB folder (F:) and into the *cs2033* subfolder (should have been created in a previous lab).
2. Create a folder called *lab10* inside *cs2033*. Within *lab10* create a subfolder called *img*.
3. Open <http://www.csd.uwo.ca/~bsarlo/cs2033b/labs/Lab10/img/>. Download all the images and move them into *lab10* > *img*.
4. Open a browser and go to [www.volusion.com](http://www.volusion.com)
5. Click on the button "**Start For Free**" in the middle of the screen.

Note: This is a free 14-day trial. You do **not** have to enter any credit card information! However, you **do** need to sign up with a name, phone number, country, email, and password. You can use fictional information for most of these fields (NOT FOR EMAIL).

6. Click into the text fields (focus) and then click out (blur) without typing anything. Do you notice any form validation going on?! Once you see this, you can return to filling out the form.
7. First Name and Last Name: Enter names (they can be fictitious)
8. Phone: Enter fictional number
9. Uncheck the special offers checkbox.
10. Country: Enter Canada
11. Email: ENTER YOUR UWO EMAIL... Volusion has been notified that they will get a flood of testers from our university.
12. Password: Create a password following the requirements they mention (notice how it changes as you type each key – this is likely onkeyup or onkeypress form validation!)
13. Click on "Start Your Trial". Wait for a few seconds until you see the Volusion screen.
14. You may have to check your email and click the provided link (or copy and paste the link into a tab) to activate your account. You also may have to enter your email and the password you created to login after this. Follow any instructions they provide to you.



15. Click on **DASHBOARD** from the top menu. You will get a screen like below.

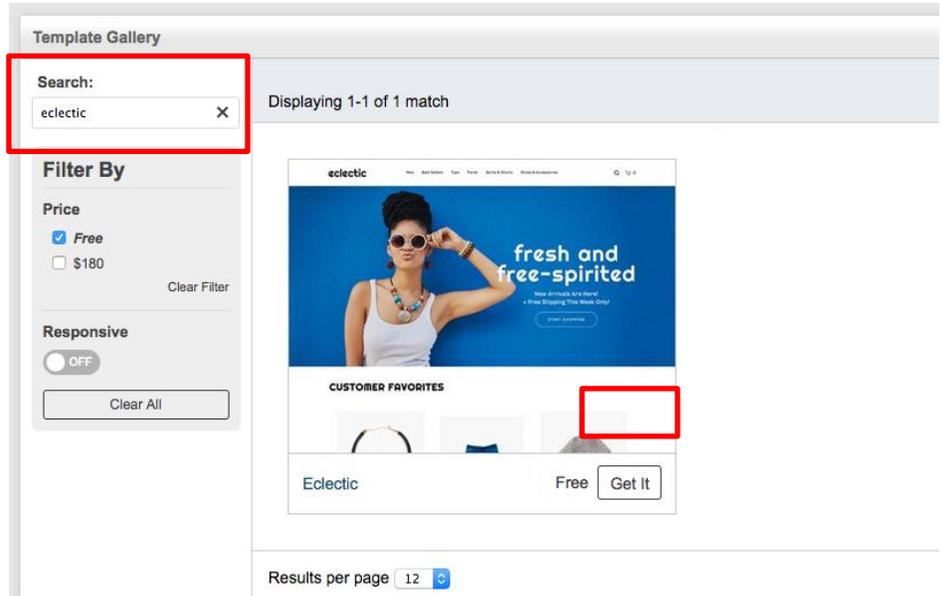


16. Next click on **"Choose a design"**.

17. **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.

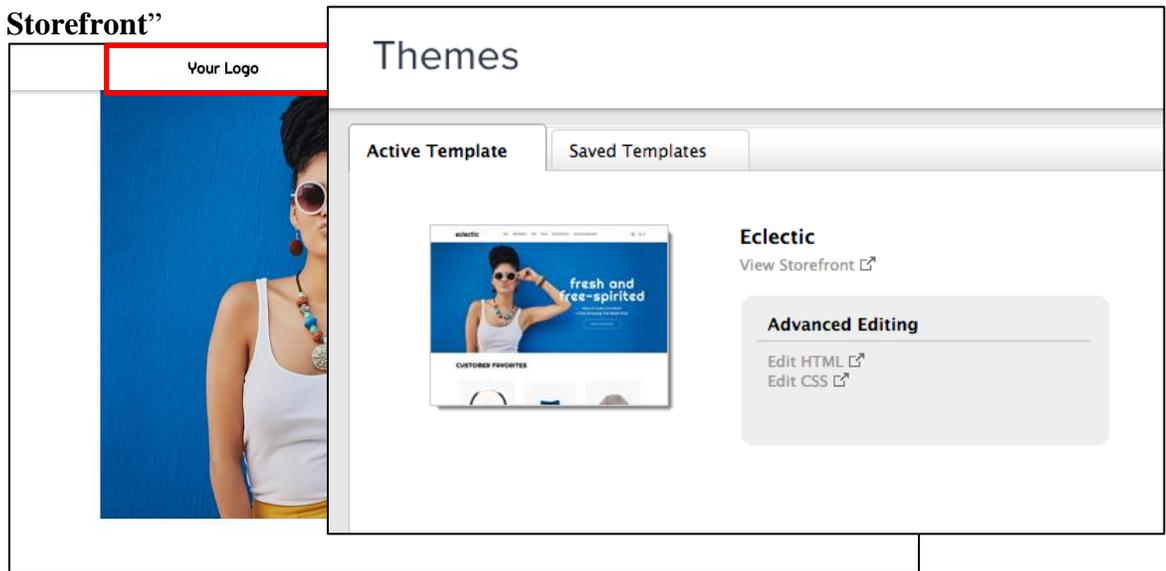
18. Click on text “Eclectic” theme. If you don’t see it, then type “Eclectic” in the search box.

19. To see a demo of this template before selecting it as your template to work with, click on the image and will open a dialog box. Click on **View Live demo**. It will open a new tabbed window in your browser to see the template with sample data.



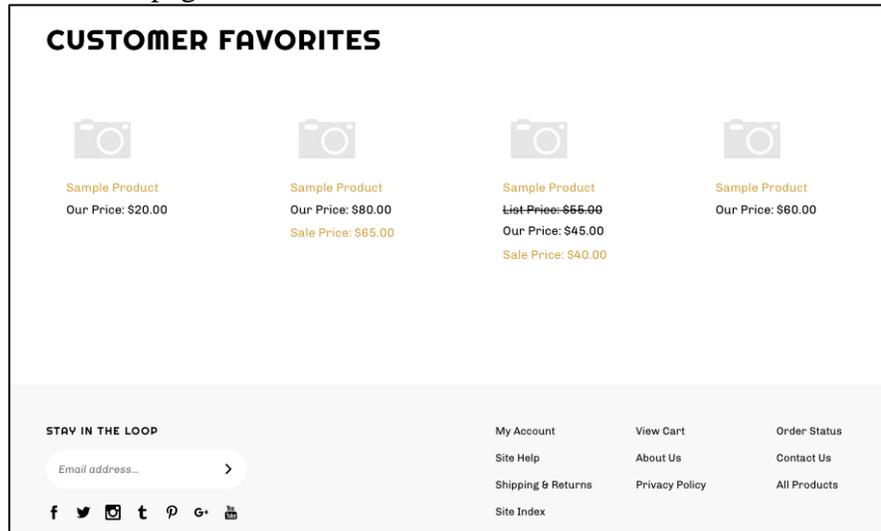
20. Go back to your other tabbed window, which shows the image to get it. Click on **“Get it”**. Wait as it is transferring and installing the demo. Click on **“Activate”**.

21. Then click on **“View Storefront”**

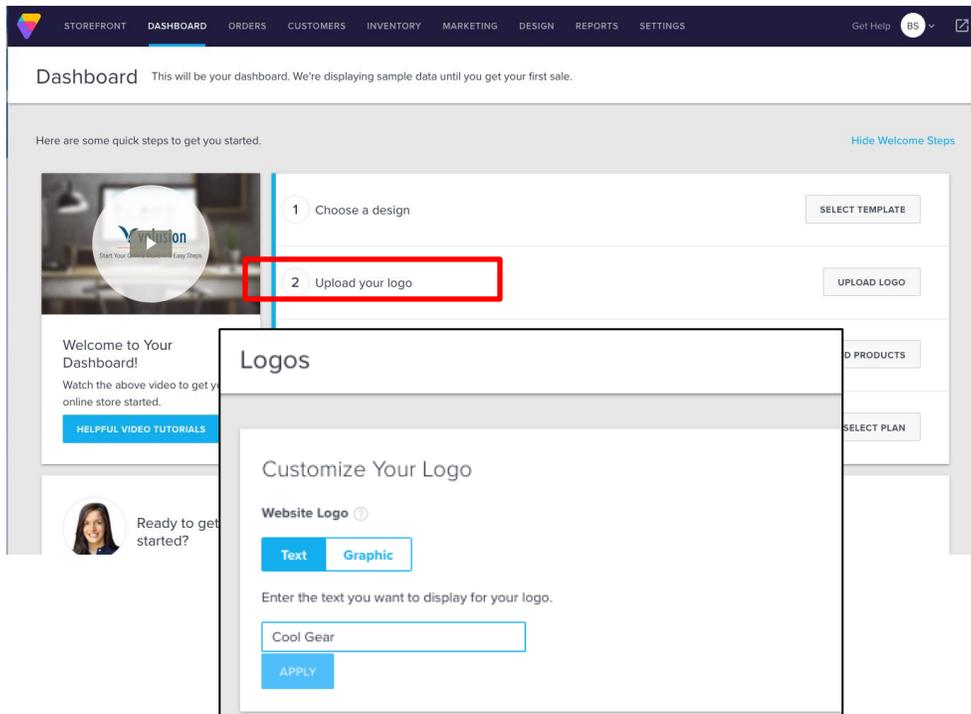


22. Notice the template has a generic banner and has a menu for you to fill in, and images of sample products to incorporate into the site. Below it shows you the storefront products that you will be selling.

23. Now you are about to start working on this template and customizing it. Check the current page. Most of the content is editable.



24. To edit the template, go back to **dashboard**.
25. Click on step 2, **Upload your logo**. For the logo, you have the option to add a text logo or an image logo. For now we are just going to use text to make it easier and quicker for this lab. Type in the box “Cool Gear”
26. Click **Apply**. Now go Storefront. You will see the screen reflect the name in the banner.



## Adding Products to Inventory

27. Now go to Dashboard and click on **Add your Products**. **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).
28. Add your Products button will take you to inventory. You will be able to see all the products in the screen now. Either you can edit sample product listed in the page or you can add new product by clicking the button **Add Product** on the top right corner. (If you edit sample product, you will be able to see the product in storefront right away)
  - Product name: Sony MDRZX100 Headphones
  - Code: Make up a product code (when you finish entering the information and click Save, they may say your product code already exists so make up something else that is unique, i.e. your Western ID followed by a number.
  - Price: 35.99
  - Weight: 2.5
  - 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.
  - Click on the section Image Management and then click "Add" to add an image. In the dialog box, click "Choose File". Navigate to *lab10 > img* and add image sony\_MD.jpg from your memory stick and click "Upload". This image is 500px by 500px which means it will allow a zoom feature on the product.

SEARCH ADD DELETE SHARE VIEW LIVE

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### Basic Info

\* Name

\* Code

\* Price

\* Weight

Description

Categories   
[Advanced](#) | [Edit Categories](#) | [Create a New Category](#)



Options   
[Advanced](#) | [Edit Options](#)

Enable Options Inventory Control Grid

Helpful Links: [Edit options currently applied to "SampleProduct2"](#)

- Click **Save** at the top right corner

29. **Next add another product by clicking on the Add Product page**

- Product name: Sennheiser HD 407 Headphones
- Code: make up another unique ID
- Price: 24.99
- Weight: 1.7
- 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.
- Follow the Add Image procedure and upload seinnheiser.jpg this time.
- Click Save

30. **Next add another product by clicking on the Add Product page.**

- Product name: Urban T-shirt
- Code: make up another unique ID
- Price: 13.99
- Weight: 0.4
- 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.
- Upload the image tshirt\_urban.jpg
- Click Save

31. **Next add another product by clicking on the Add Product page.**

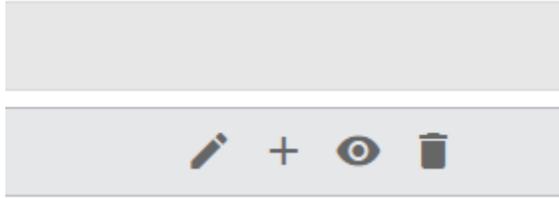
- Product name: Blue T-shirt
- Code: make up another unique ID
- Price: 9.99
- Weight: 0.25
- Description: This comfortable t-shirt should be your go-to garb whether you are going to the movies or working around the house.
- Upload the image tshirt\_blue.jpg
- Click Save

## **Setting Up the Navigation**

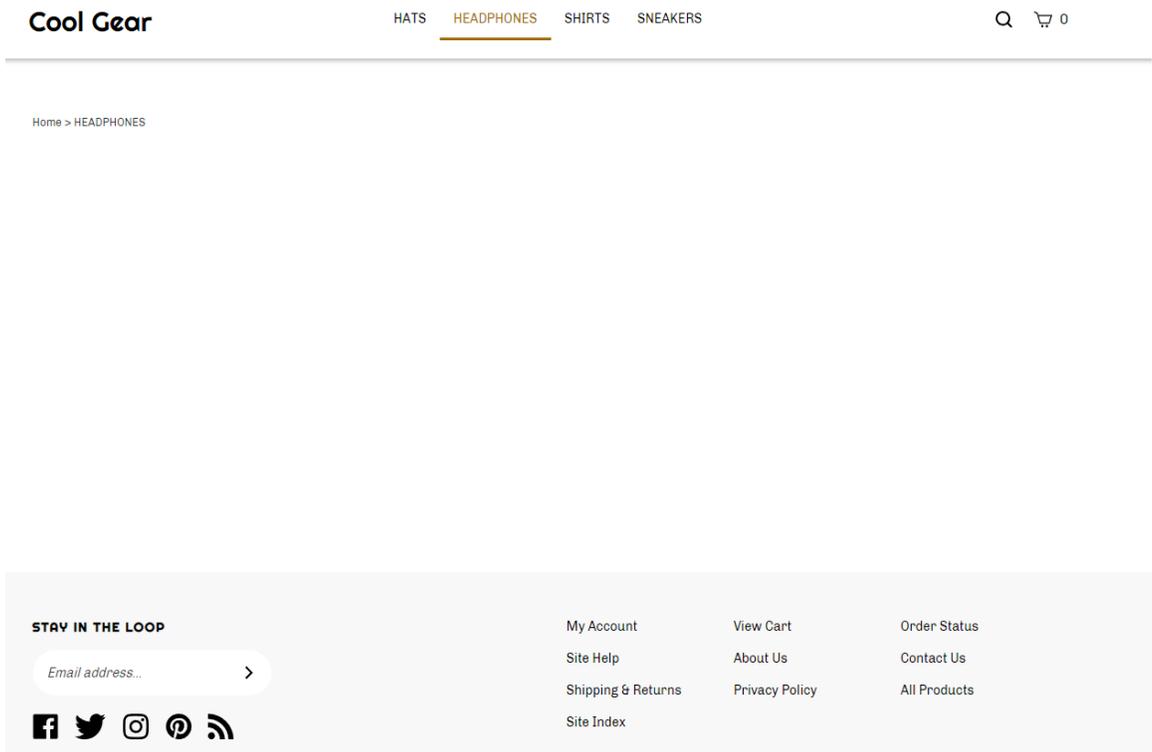
32. Hover over the **Inventory** link in the main navbar and click **Categories**.

33. You will see Nav Menu 1 with a few default links, and there are several empty nav menus below that in case you need to add more navbars.

34. Click the **Edit** button beside Nav Menu 1. In the modal window popup, change the Menu Title text to "Top Menu" and push **Save**.
35. Hover your cursor over each of the default links within this Top Menu navbar and little icons will appear on the right side of the link panels:

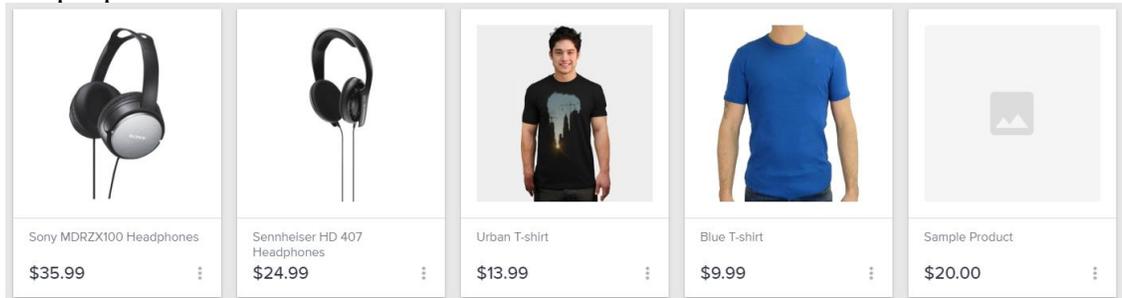


36. These icons allow you to:
  - Edit the link
  - Add a new link
  - View the page
  - Delete the link
37. Since we don't need these default links, click the trash cans to delete them all.
38. Click the blue **Add Menu Item** button in the upper right corner.
39. For *Category Name*, type "HATS" and beside *Show in Menu*, select Top Menu. Push the blue **Save** button in the upper right corner.
40. Add another new menu item in the same navbar, and name this one: "SHIRTS"
41. Preview the site by clicking the eye icon on one of these links (shown in step 35).
42. Go back to the **Categories** page and into **Add Menu Item** and follow step 39 to add 2 more links: "SNEAKERS" and "HEADPHONES".
43. Preview the page again. You should see the navbar contains all the links you added, but no products are showing up in the pages yet.



## Categorizing products

44. Hover over **Inventory** and click on **Products**.
45. You should see the products you added earlier. You may also see some default sample products.



46. On each of the sample products, click the 3 dots in the lower right corner and click **Delete** and then confirm the deletion in the modal popup.
47. Now we need to add categories on our actual products.
  - Click on the 3 dots in the lower right corner of the Sony Headphones div and click **Edit Product**.
  - Beside the word **Categories**, click on **Select Categories**.
  - The categories you created for the navbar are loaded in here as available options.
  - Check the HEADPHONES box and then click **Apply**.
  - Click the blue **Save** button in the upper right corner.
48. Repeat Step 47 for the Sennheiser Headphones.
49. Repeat Step 47 for the Urban T-shirt and Blue T-shirt but check the SHIRTS category instead of HEADPHONES for these.
50. From now on, any new products you add, you can set the category while creating it so that you don't have to go back and edit them afterwards.

## Adding more products

51. Follow the regular procedure to add a new product.
  - Product Name: Bright Green Shirt
  - Code: make up another unique ID
  - Price: 15.99
  - Weight: 1.2
  - Description: Vibrant Lime Green with air mesh inserts.
  - Categories: Click on Select Categories. Check off SHIRTS and click **Apply**.
  - Upload the image tshirt\_lime.jpg
  - Click Save
52. Follow the regular procedure to add a new product.
  - Product Name: Hornet Baseball Cap
  - Code: make up another unique ID
  - Price: 25.99

- Weight: 2.2
  - Description: Keep the bright sun out of your eyes with this comfortable, one-size-fits-all baseball cap.
  - Categories: Click on Select Categories. Check off HATS and click **Apply**.
  - Upload the image hat\_hornet.jpeg
  - Click Save
53. Follow the regular procedure to add a new product.
- Product Name: Mesh Baseball Cap
  - Code: make up another unique ID
  - Price: 32.00
  - Weight: 2.0
  - Description: This baseball cap provides the shade of a regular hat but its mesh surface allows airflow to your head to cool down quicker on those hot summer days!
  - Categories: Click on Select Categories. Check off HATS and click **Apply**.
  - Upload the image hat\_yellow\_mesh.jpg
  - Click Save
54. Follow the regular procedure to add a new product.
- Product Name: Red Converse Sneaker
  - Code: make up another unique ID
  - Price: 57.99
  - Weight: 4.1
  - Description: Follow the fashion trends with this red ankle-high sneaker.
  - Categories: Click on Select Categories. Check off SNEAKERS and click **Apply**.
  - Upload the image sneaker\_red.jpg
  - Click Save
55. Follow the regular procedure to add a new product.
- Product Name: Green and Black Sneaker
  - Code: make up another unique ID
  - Price: 49.99
  - Weight: 3.7
  - Description: These green and black sneakers are comfortable and have good grip. They are great for running, playing sports, and camping.
  - Categories: Click on Select Categories. Check off SNEAKERS and click **Apply**.
  - Upload the image sneaker\_dark.jpg
  - Click Save

### **View the site**

56. Preview your site again and click each of the 4 category headers to see the products shown underneath (if any are shown in the correct category, go back to Inventory > Products and edit the respective products to change their category).

57. Click on some of the products within those category pages so it loads a product page.

## CATEGORY PAGE:

Home > HATS

Sort By: Price: Low to High

30 per page Page 1 of 1



Hornet Baseball Cap

Keep the bright sun out of your eyes with this comfortable, one-size-fits-all baseball cap.

Our Price: \$25.99

Add To Cart



Mesh Baseball Cap

This baseball cap provides the shade of a regular hat but its mesh surface allows airflow to your head to cool down quicker on those hot summer days!

Our Price: \$32.00

Add To Cart

## PRODUCT PAGE:

Home > HATS >



Larger Photo



## Hornet Baseball Cap

☆☆☆☆ 0 Reviews

Our Price: \$25.99

This product qualifies for FREE SHIPPING

Product Code: BSARL06

Qty:

- 1 +

Add To Cart

Add To Wishlist

## Test the cart function

58. While viewing the site, click **Add to Cart** on a few products and try different quantities as well.
59. If you add to cart from a product page, they show you the cart in a panel on the right of the screen. If you add directly from a category page, they redirect you straight to the cart page.
60. Note that the number of products (including multiples of the same product) is shown at the top beside the navbar.



61. After adding a few different products to the cart, go to the cart page (or stay on it if they brought you to it directly).

[Shop For More Items](#)

### Your Cart

	ITEM DESCRIPTION	EACH	QTY	TOTAL	
	Hornet Baseball Cap	\$25.99	<input type="text" value="3"/>	\$77.97	
	Bright Green Shirt	\$15.99	<input type="text" value="1"/>	\$15.99	
	Green and Black Sneaker	\$49.99	<input type="text" value="1"/>	\$49.99	
	Sony MDRZX100 Headphones	\$35.99	<input type="text" value="1"/>	\$35.99	

Click  to remove an item from your cart [Empty My Entire Cart](#)

Coupon Code:  [Apply](#) [Recalculate](#)

Tax: \$0.00  
Total: \$179.94

[Proceed To Checkout](#)

62. Click on the **Proceed to Checkout** button to bring you to the Checkout page.
63. In the Checkout page, notice that they ask for Billing Information, Shipping Information, Payment information, and they summarize the order and costs.
64. Under the Payment heading, change the Payment method to "Credit Card". Notice how all the relevant textboxes appear as soon as you select it (you know how to do this! 😊) If this was a real order on a real e-commerce website, you would fill in your credit card information there so that they could process your payment before sending the product out.
65. Fill out all the fields FICTIOUSLY (DO NOT ENTER REAL INFORMATION!) For Payment method, select "Check by Mail" and click **Place Order**.

66. Check your Western email (assuming you signed up to Volusion with this email). You should see email(s) from them about this order. The invoice/order form comes as an attachment on the email. Don't worry if it says "Undelivered Message", you can still open the attachment and see the order.

CustomerID# 1

Thank you for your order. Your order number is 1, placed 03/24/2019 at 06:40PM.

<p><b>Bill To:</b></p> <p>J Smith 123 Fake St. Chicago, IL 46734 United States 555-555-1234 bsarlo@uwo.ca</p>	<p><b>Ship To:</b></p> <p>J Smith 123 Fake St. Chicago, IL 46734 United States 555-555-1234</p>
<p><b>Payment Info:</b></p> <p><b>Check by Mail</b></p>	<p><b>Shipping Method:</b></p> <p>Free Shipping (7 Day Ground)</p>

**Order Details:**

Code	Item	Qty	Price	Grand Total
bsarlo6	Hornet Baseball Cap	3	\$25.99	\$77.97
bsarlo5	Bright Green Shirt	1	\$15.99	\$15.99
bsarlo9	Green and Black Sneaker	1	\$49.99	\$49.99
bsarlo1	Sony MDRZX100 Headphones	1	\$35.99	\$35.99
				Subtotal: \$179.94
				Tax: \$0.00
				Shipping Cost: \$0.00
				Grand Total: \$179.94

Thank you for shopping at Cool Gear!  
Visit us again at <http://v2803289.hs2zurmu6dua.demo073.volusion.com/>

67. If this was a real store, we would have to await the mailed check before continuing to gather the products and send them out. With credit card payments, we would set it up to deposit directly in our business account so that the products could be sent out right away.

This concludes this lab session. Call your TA over to check your work and receive your mark for this lab. **Note this is the FINAL lab for this course. I hope you enjoyed the labs!**

**REMEMBER TO REMOVE YOUR MEMORY STICK FROM YOUR MACHINE AND PUT IT IN YOUR BACKPACK! (don't forget it)! ☺**