



PDG SHOPPING CART

Version 1.0

NetObjects™ Fusion
Component
Installation and User Guide

PDG Software, Inc.



PDG Software, Inc.

Version 1.0

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NetObjects Fusion Component

How to install PDG Shopping Cart's NetObjects Fusion Component

Introduction

PDG Software's NetObjects Fusion Component makes integrating PDG Shopping Cart into a NetObjects Fusion Web store easy. Because of the partnership between NetObjects and PDG Software, PDG Software includes a component for NetObjects Fusion users. We believe the most important qualities in Web design are speed, functionality and reliability. This will allow you to create and design your store with a lot less hassle and leaves you with more time to "take other people's money".

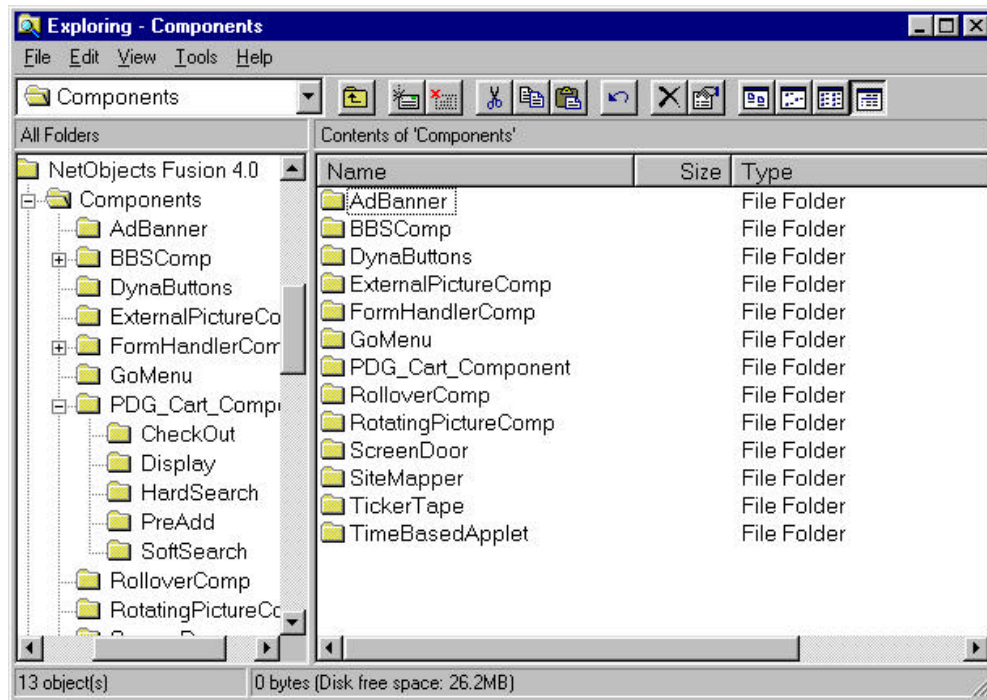
Installing the Component

For your convenience, we have provided installation guidelines below:

- To start, you need to download the component from ftp://www.pdgsoft.com/pub/PDG_Cart/Fusion_Component.zip.
- Unzip the Fusion Component, Fusion_Component.Zip. You will need to have a zip/unzip program, such as WinZip, in order to complete this step.
- Extract all of the files at once. We suggest you extract them to your desktop. All files will appear in one folder, PDG_Cart_Component.
- Drag and drop the PDG_Cart_Component folder into the NetObjects Fusion Components folder. This does not get placed into a subfolder or subdirectory of the Components folder. Go to the Windows Explorer to find the NetObjects folder and inside of this folder you will find the Components Folder.

Figure 1 shows the Components folder, it should look similar to this after placing the PDG_Cart_Component folder into the Components folder.

Figure 1
Components Folder





- Start your NetObjects Fusion
- Access one of the pages in your Web site
- Go to the edges or borders of your program, where the tool bars are normally located, and right click
- Options will appear, choose component tools
- From there choose PDG Shopping Cart Component
- Take the component box and place it on the border of your program, where your tool boxes are located


This completes the installation of NetObjects Fusion Component; however, we are not finished helping you build your Web site.

Creating your links

Your next step, after installing the component, is creating your links for your Web page.

There are five links that you will have, Preadd, ; Display Content, ; Checkout, ;

Soft Search,  and Hard Search, . The steps for creating these links are as follows: (for each link the steps will be the same, just the name of the link will be different)

- Click on the icon for preadd (these icons are from the tool box that you placed somewhere on your program near the tool boxes).
- Place the link for preadd, , on your Web page. The Preadd Properties Box should appear.
- Click on the SKU and add your product code (**there is no SKU needed for the display or the checkout. The product key is the same as a SKU number**)
- Click on target (only if you are using Frames), in the text box above type in body and then click on the check mark or hit the return/enter key. For more information, see page 8.
- Then choose your link type. Choose text by entering the text and clicking on the check or choose link type as Image URL by double clicking on it. Then double click on the bottom Image URL, which will open the “Picture File Open” with in NOF so that you may choose the image you would like to add.

The Links

With each link, you will get the Properties Box. It will look like the following for each link (PREADD, DISPLAY, CHECKOUT, HARD Search and SOFT search):

Figure 2 shows an example of a Property Box. The name of the Property box will change with each property. This box is displayed as the Preadd Properties box. The DISPLAY Property Box will have Display the upper left corner of the box, this is where the name is located.

Figure 2
Property Box



This action instructs PDG Shopping Cart to generate a Web page from the product data files allowing the customer to select quantity and options for a specific product. **PREADD** instructs PDG Shopping Cart to create an HTML page automatically with a call to PDG Shopping Cart with the **ADD** action. The **PREADD** action will generate a Web page with the product's image and all available option selections for a specific product from the product data files. The user can select options and request a quantity. The user then submits the data back to PDG Shopping Cart, through the **ADD** action.

On the generated HTML page, the page is divided into two columns. The first column contains the product's image, as specified by the **Image URL** in the product's definition in the **Product Data Files**. The second column contains the product's description, pricing, and all form inputs for selecting quantity and options.

If you do not want PDG Shopping Cart to automatically create an option selection Web page for a product, then use the **ADD** action. For more information, see Page 167 in Appendix I of the PDG Shopping Cart User Guide.

NOTE: The HTML coding information is available to you just as added information. You will not need to know how to code in HTML because it is already generated for you.

Here is the syntax for using the **PREADD** action:

```
<form action="[location of PDG Shopping Cart executable]"  
method="post">
```

```
<input type="hidden" name="KEY" value="[product code]">
<input type="hidden" name="PRICECODE" value="[pricing
category code]">
<input type="submit" name="PREADD" value="[text to appear
on button]">
</form>
```

The submit input's name must be 'PREADD'. The **key** form input is required.

PDG Shopping Cart uses the **Add Item Template File** to generate the Web page that allows customers to select options and quantities.

SKU number input (required)

PREADD knows which product the customer wants to add from the **SKU number** form input. It is a hidden key. This code should be the same code as the product code found in the product definition in the product data files.

DISPLAY Action

This action allows a customer to display the current contents of their shopping cart. In addition to the content display, PDG Shopping Cart also allows the customer to modify the contents of their cart. The customer can remove a specific item, remove all the items, recalculate the cart's contents (assuming that the customer changed item quantities), or submit the contents for purchase.

NOTE: The HTML coding information is available to you just as added information. You will not need to know how to code in HTML because it is already generated for you.

Here is the syntax using the **DISPLAY** action in an HTML page:

```
<form action="[location of PDG Shopping Cart executable]"
method="post">
<input type="submit" name="DISPLAY" value="[text to appear
on button]">
</form>
```

The submit input's name must be 'DISPLAY'.

The Display action allows the customer's current shopping cart being displayed. PDG Shopping Cart uses the **Basket Template File** to display the contents of the customer's shopping cart. For information on this template file, refer to the **HTML Template Files** section of this manual.

CHECKOUT Action

When the customer is ready to purchase the products in their shopping cart, this action allows the customer to begin the purchase process. The resulting Web page of the **CHECKOUT** action should request shipping and billing information from the customer and determine the payment method the customer wants to use. Credit card information should not be acquired from the customer at this time. The response Web page generated from a **CHECKOUT** action should contain a call to PDG Shopping Cart with the **VERIFY** action.

NOTE: The HTML coding information is available to you just as added information. You will not need to know how to code in HTML because it is already generated for you.

Here is the syntax using the **CHECKOUT** action in an HTML page:

```
<form action="[location of PDG Shopping Cart executable]"
method="post">

<input type="submit" name="CHECKOUT" value="[text to
appear on button]">
</form>
```

The submit input's name must be 'CHECKOUT'.

This action results in the customer being shown the cart's current contents, and being asked to provide shipping and billing information. PDG Shopping Cart uses the **CHECKOUT Template File** to display the cart and obtain the shipping and billing information. For information on this template file, refer to the **HTML Template Files** section of this manual.

Embedding PDG Shopping Cart's Search Function

If you are going to give customers the ability to search for products, you must embed a call (a button, graphic, text link or blank field) that will "invoke" the search function.

This call can be located anywhere within your Web store that you deem appropriate. Some stores may locate this call on the home page, others may locate this call on an internal page.

We will discuss searches in terms of two types: soft and hard. A soft search is one that would allow a visitor to your Web store to enter keywords into blank field (text box) and click a button to begin the search according to the keywords entered.

A hard search is a link (button, graphic or text) that conducts a pre-determined search – a search of the product database according to fixed criteria (keywords). For example, you might create a hard search for all "country music CDs" or all "accounting textbooks". Of course, your Web store can employ a combination of these two search types. A soft search

is the search type with which most people generally associate – “Let me tell the database what I want and have the database return the matches (search results) to me.”

You might be asking yourself why a store would employ a hard search. One reason might be related to site maintenance. Think for a minute about the Web stores you have visited. You probably recall that many of them have pages upon pages of images and text that present the products they offer for sale. Assuming that those pages are statically created – meaning that someone actually created the page manually using some HTML editor – then, each time a product is added to or subtracted from the product offering, those pages have to be updated and re-published to the Web.

With PDG Shopping Cart’s search function enabled, PDG Shopping Cart can create those pages dynamically in either the Thumbnail format or the Catalog Page format (as explained in Chapter 4). In other words, here’s what happens. Without the search function, a customer might click a button labeled ‘Accounting Textbooks’ and it would take them to a statically created page presenting all of the accounting textbooks – perhaps in thumbnail format.

By coding that button as a “hard search”, PDG Shopping Cart would then return all products that are accounting textbooks as search matches and present them on a page Thumbnail or Catalog formatted search results page. Actually, the customer would have no idea that a “search” had taken place. Because you can customize the search results templates, customers would not know whether the page was dynamically created or statically created.

The effect is that only the product databases needs to be maintained and not both the database and the static page showing accounting textbooks. As new accounting textbooks are added to the product database, they would be set-up to match the search invoked by the button coded as the “accounting textbook hard search”.

With that explanation out of the way, here’s how to embed the calls that invoke the search function.

Embedding a Soft Search

To embed a soft search, you will use HTML forms tags. The following HTML code will insert a blank field, which allows the customer to enter a keyword to search for specific desired products.

NOTE: The HTML coding information is available to you just as added information. You will not need to know how to code in HTML because it is already generated for you.

```
<form method=POST action="/shopper">  
  
<input type=hidden name="defaction" value="search">  
  
Keywords: <input type=text name="keywords">
```

```
<input type=submit name="search" value="Search">
</form>
```

Figure 3

This figure illustrates the code's result. The Soft search fields are to enter keywords.



```
<input type=submit name="search" value="Search for
Accounting Textbooks">
</form>
```

Embedding a Hard Search with Images or Text Links

The following HTML code uses an image or text as a link that invokes a pre-determined search.

NOTE: The HTML coding information is available to you just as added information. You will not need to know how to code in HTML because it is already generated for you.

```
<a href="[directory of the CGI program
"shopper"]?keywords=[keywords entered in the 'Keywords' and
'One-
line Description' fields (each one separated by a '+') of
the products you want to hard code the search
for]&search=action">
[text used as the link]
</a>
```

To use an image instead of text, replace the 'text used as the link' with the following line:

```

```

The border designation of 'zero' will prevent a browser from displaying a "blue" border around the image.

About the "Target" Field for Frame Users

If you are using Frames, you will use the "target" field. You can place your link (i.e. preadd) anywhere on your page and "target" it to the place you want it to show up. You will

want to target the “body”, which is the main frame. After you click in the target field, you type your “target” in the text box above.

The Frames feature is a feature offered by the NetObjects Fusion Software; however, it is not necessary that you use Frames to run this program. If you have any questions concerning Frames, please reference your NetObjects Fusion manuals, Chapter 11.

 *End*