

## How to Build an Online Store - Week 4 - Configure the Product Catalog - January 9, 2011

### Configure Electronic Download with Amazon S3

1. Previous configuration - the file system
  - a. In week 2 we configured a file system outside of the webserver to hold the files
  - b. In week 3 we used the digital upload system to upload the files
2. Amazon configuration
  - a. Login to Amazon S3 account
    - i. if you need help with this see the Membership Website series Week 9
  - b. Go to AWS Management Console & Create a bucket
    - i. unique name
    - ii. set permissions
      1. Grantee = who has these permissions
        - a. account owner
        - b. others
      2. Permissions
        - a. list
        - b. upload/delete
        - c. View permissions
        - d. Edit permissions
  - c. Get security credentials
3. Shop Settings -> System -> Product file storage
  - a. Choose amazon s3
  - b. insert access key
  - c. insert secret key
  - d. select bucket
  - e. save
4. Add file to product
5. Test to make sure the file is where it belongs

### Configure US Postal Service Rates

<https://secure.shippingapis.com/registration/>  
[http://docs.shopplugin.net/USPS\\_Shipping\\_Module](http://docs.shopplugin.net/USPS_Shipping_Module)

1. Fill out USPS form
  - a. wait for an email
2. Call or email USPS to convert to production server
3. Wait for new username
4. Can only be used on one website - only the website in the application

### Multiple Levels of Product Variations and Addons

1. Understanding Variations & Addons
  - a. The analogy - a shoe store
    - i. sells running shoes, walking shoes and dress shoes
    - ii. sells men's & women's shoes
    - iii. sells a variety of sizes
    - iv. sells a variety of colors
    - v. sell shoe polish & shoe laces
  - b. the products

- i. Running shoe
  - ii. walking shoe
  - iii. dress shoe
- c. The variations
  - i. mens or womens
  - ii. size
  - iii. color
- d. The product does not stand alone from it's variations. The variations define the product. You dont' go to the store to buy a pair of dress shoes. You buy a pair of womens black dress shoes in size 9
- e. Addons are additional products that are apart from the original product
  - i. They don't define the product themselves. In fact they are additonal products
  - ii. Shoelaces
  - iii. Shoe Polish
  - iv. Addons may have their own variations
  - v.

2. Variations are additive - they must be selected
  - a. Each product has each variation
    - i. in the case of the shoes, 3 sizes and 3 colors
    - ii. each product has 18 variations
  - b. Variations can be disabled
    - i. however in order for them not to show you need to add some custom code
    - ii. this code will also hide variations that are out of inventory
  - c. You might split the products up in order to decrease the variations
  - d. You must select from each variation
3. Understanding Addons -
  - a. They are optional
  - b. each addon has a single set of variations
  - c. However, you can't tie addon variations to product variations

### **Product Variations - a couple of case studies**

1. Mentalmanagementstore.com
  - a. Simple number of products with a single level of variations
  - b. You could do addons for bundled products
2. [mainclinicsupply.com](http://mainclinicsupply.com)

### **Add Widgets to the Store**

1. Product Search Widget
2. Product Categories Widget
3. Sub Categories Widget
4. Shopping Cart

### **Adding a Display Order to Products**

1. Product Display Order Happens within categories
2. Open a category
3. Arrange Products

### **Default Pages and Views in Shopp**

1. The Catalog View
2. The Category View
3. The Product View
4. The Shopping Cart View
5. The Checkout View