eCom Template

Feature Rich

Huge amount of components and over 30 sample pages!

"Morbi eleifend congue elit nec sagittis. Praesent aliquam lobortis tellus, nec consequat vitae"

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WIRED  Mashable  TechCrunch
Why use responsive design for E-commerce?

• Responsive design means the site seamlessly adjusts its size to its platform, whether it is a desktop, laptop or handheld device such as a tablet or cell phone.

• The use of handheld devices to shop online has exploded. Some estimate it equals or exceeds the use of traditional desktop or laptop computers. You will risk not being able to reach many potential customers if your site is not responsive.

• [Here](#) is an article that explains other compelling reasons to use responsive design.

• What is the downside?
  - One downside of using responsive Web design is, unless you are a trained web developer, creating a responsive web site can be very daunting.
What are the solutions?

• Become a web developer
  • Pros:
    • Gives you incredible flexibility and control
    • Can use skills to earn a living
  • Cons:
    • The learning process can be time consuming and expensive
    • Need to keep up with ever-changing technology
What are the solutions?

• Use Word Press and E-Builder sites such as Webby or Wix which have responsive design built in
  • Pros:
    • Relatively easy to use
  • Cons:
    • E-Builder sites fees can be expensive
    • WordPress
      • Number of plug-ins can be overwhelming
      • Has security holes
      • To have full control over look and feel of the site you need to become a web developer or hire one
What are the solutions?

• Download and use a template
  • Pros:
    • Easier than writing code from scratch
    • More design flexibility over E-Commerce Builder sites such as Webby or Wix or WordPress
  • Reduced costs:
    • Paying hosting fees to a web hosting provider is relatively inexpensive
    • Credit card processing can be done using relatively inexpensive methods such as:
      • PayPay
      • authorize.net
      • Other providers
    • Can be combined with shopping cart providers such as:
      • Shopify
      • Mals-e
      • Other shopping cart/payment authorization providers
  • Con:
    • You still need to know a little something about coding and content creation
About the template used in this assignment

• The template provided in this assignment is built using Bootstrap.
• Unless you are a web developer it’s not important to know everything about Bootstrap, but here are some basic facts:
  • Bootstrap is one of the most popular responsive design frameworks
  • It was originally developed by a team at Twitter
  • It is an open-source framework that combines HTML, CSS, and Javascript code to help users create responsive interfaces
  • It supports both HTML5 and CSS3
  • If you want to learn how to use Bootstrap the best resource is the Bootstrap site itself [http://getbootstrap.com/](http://getbootstrap.com/)
    • Other resources:
      • [http://www.w3schools.com/bootstrap/](http://www.w3schools.com/bootstrap/)
      • [http://www.lynda.com/Bootstrap-training-tutorials/1421-0.html](http://www.lynda.com/Bootstrap-training-tutorials/1421-0.html)
About the template used in this assignment

• The template adapted for this assignment is located here:
  
  
  • If you like it, you can download and use the full-featured version of the template, or browse others they offer

• There are many companies offering thousands of responsive templates online

• If you would like to become a web developer there are many great classes at MiraCosta
Steps to complete the assignment
Step 1: Download the eComTemplate folder

• Download and open file
  • Download the zipped folder [eComTemplate here]
  • Unzip it
  • **TIP:** It is easiest to keep the folder on your desktop while completing this assignment
  • Make the changes described on the following pages
Step 1: Download the eComTemplate folder

• About this template
  • This is a free template simplified for this assignment
  • To use it you need to include the license file and should give credit to the original creator
    • The license file is inside the folder provided. Leave it there.
    • Each page credits the original creator. Don’t delete these credits.
    • The complete version of this template is available here:
  • If you like this template you are free to use it for your final project
    • You can also use:
      • The WordPress template
      • An E-Commerce Builder site, such as Wix or Weebly
      • Any other E-Commerce template you want
      • Build a site from scratch
Step 2: Change the theme color

Using this template you can easily change the theme colors.

• Open the **index.html** file using a text editor (similar to the Week 3 exercise)

• **Warning:** Do not use Word. It adds extra characters that ruin the HTML code.
  
  • Notepad (PC), TextEdit (Mac) are good basic choices, but you can use any kind of text editor for code or Dreamweaver if you have it
  
  • Here are some other text editors for code: http://lifehacker.com/five-best-text-editors-1564907215

• Find the comment <!-- 1. Change color of theme here -->

<!-- 1. Change color of theme here -->

```
<link rel="stylesheet" href="css/main.css">
<!-- <link rel="stylesheet" href="css/main-green.css" /> -->
<!-- <link rel="stylesheet" href="css/main-grey.css" /> -->
<!-- <link rel="stylesheet" href="css/main-orange.css" /> -->
<!-- <link rel="stylesheet" href="css/main-red.css" /> -->
```
Step 2: Change the theme color

- Beneath that comment you will see 5 lines of code.
- Except the first line
  `<link rel="stylesheet" href="css/main.css">`
  each is surrounded by comment code `<!-- [code] -->`
- Type comment code on either side of the first line. It should now look like this
  `<!-- <link rel="stylesheet" href="css/main.css"> -->`
- Remove the comments from one of the lines below it example:
  `<!-- <link rel="stylesheet" href="css/main.css"> -->`
  `<link rel="stylesheet" href="css/main-green.css" />
- Save the file and open it with a browser to see how the colors changed in the theme
- Try different ones until you find one you like.
- Repeat for all html files in the folder except `credits.html` and `features.html`
Step 3: Change the Logo

• In the upper left of each page is a 200X40 pixel placeholder logo

• Replace it with your logo

• The logo used in the template is a .png file with a transparent background

  • If you don’t know how to do this, then create a simple text logo with a white background

  • It can also be a jpg or gif image

  • If image is not exactly 200 pixels wide X 40 pixels high it’s ok, but it needs to be close

• Use techniques learned in Week 1 lesson to resize the image
Step 3: Change the Logo

Tool Tips

• If you know how to use Photoshop or Illustrator creating a basic logo is relatively simple. You can also use these free or nearly free alternatives:
  • Gimp (http://www.gimp.org/)
  • For PCs
    • Paint (http://www.7tutorials.com/how-work-new-paint)
  • For Mac
    • Paintbrush (http://paintbrush.sourceforge.net/)
  • Other alternatives
    • http://mac.appstorm.net/roundups/graphics-roundups/microsoft-paint-for-mac-8-fantastic-alternatives/
Step 3: Change the Logo

- Once you have completed your logo, save it into the `img` folder.
- Open up the `img` folder to make sure it is there.
- **Important:** Do not place it in one of the folders inside the `img` folder.
Step 3: Change the Logo

• Open the index.html file in your text editor
• Find <!-- 2. Change logo here -->
• Beneath it is
  <img src="img/200X40-logo2.png" alt="200X40 Logo"></a></li>
• Inside the quote marks change 200X40-logo.png to the name of your file
• The easiest way to do this is to copy and paste your file name
• Make sure you include the extension (.png, .jpg, .gif)
• It should look something like
  <img src="img/yourfilename.png" alt="200X40 Logo"> </a></li>
Step 3: Change the Logo

• Change the alt tag
  `<img src="img/yourfilename.png" alt="200X40 Logo">` to the name of the file without the extension

• Save the index.html file

• Open it using a web browser to make sure the new logo displays

• Repeat this for all files except credits.html and features.html
Step 4: Change the description text for a product

- Using a text editor open the `page-products-3-columns.html` file
- **Find** <!-- 3. Change product description here -->

Beneath it you’ll see:

```html
<h3><a href="page-product-details.html">Lorem ipsum dolor</a></h3>

<div class="price">
  <span class="price-was">$959.99</span> $999.99
</div>

<div class="description">
  <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse mattis, nulla id pretium malesuada, dui est laoreet risus, ac rhoncus eros diam id odio.</p>
</div>
```

- Change the “Lorem ipsum” text in red above into something that makes sense for this product.
Step 5: Change the PayPal button values

• In the Product box you just changed is a blue submit button that launches a dummy PayPal Shopping Cart
• Open the page using a browser and click on the button
• Take note what the current product name and price are
• Using a text editor open page-products-3-columns.html
• Find
  
  <!-- 4. Specify details about the item that buyers will purchase. -->
  <input type="hidden" name="item_name" value="Item">
  <input type="hidden" name="amount" value="999.99">
  <input type="hidden" name="currency_code" value="USD">

• Change the text in red above to an item name and an amount that matches what you used in your product description
• Save and close the file
Step 5: Change the PayPal button values

- Open with a browser
- Click on the PayPal button
- The product name and price in the PayPal shopping cart should match

Try these on your own for fun (you won’t be graded):
- Change a product picture
- Change the text in the slider on the home page
- Change one of the image in slider on the home page
Step 6: Upload files & images to MATS Server

Using the techniques you learned Week 3:

- Upload the entire folder with the files you edited and all the images you added to your MATS student folder
- View your completed web site on the internet to check to see if everything displays properly (refer to Week 3 lesson if you don’t know how)
- Copy the URL so you can submit it in the Week 13 discussion
Step 7: Write a brief report

In a post in this weeks discussion write a brief report that includes the following:

• A clickable link to your web site
• List the problems you encountered using the template
• How you solved the problems (or not)
• Your opinion of this template
• Your thoughts about using a template like this to create an E-commerce site
• Do you plan to use this template or another responsive HTML template for your final project?
• Why or why not?