

E-Junkie Widget Stack

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What does this stack do?

This stack was developed by the request of several users who had downloaded the separate E-Junkie Cart and E-Junkie Purchase stacks, but wanted one stack which combined both. This stack combines both of these previous stacks and adds some additional features.

This stack is designed to add basic e-commerce functionality to your stacks page using E-Junkie. Normally you use provided code snippets to list items for sale on your website. Instead, you can use the snippet to quickly and easily add “Add to Cart” and “View Cart” links to your Stacks page (pictured below). The code used in this stack validates as XHTML strict and you have a choice of using standard text links or using image buttons.



Summer Flowers


A signed print reproduced from an original photograph by Lorem Ipsum. Printed on premium photographic paper and mounted in a quality white mount.

Signed Print (12" X 24")

£22.00

Qty.

1

 ADD TO CART

 VIEW CART

Price includes free P&P.

This is an ideal stack to use where you only want to list a single item on a page and you want both the “Add to Cart” and “View Cart” buttons grouped close together. The widget has a content placeholder above and below for additional product information like titles, descriptions and postage information for greater flexibility. This stack also features a quantity field, so purchasers can enter the quantity of an item they wish to buy. This entered quantity is automatically added to the cart window.

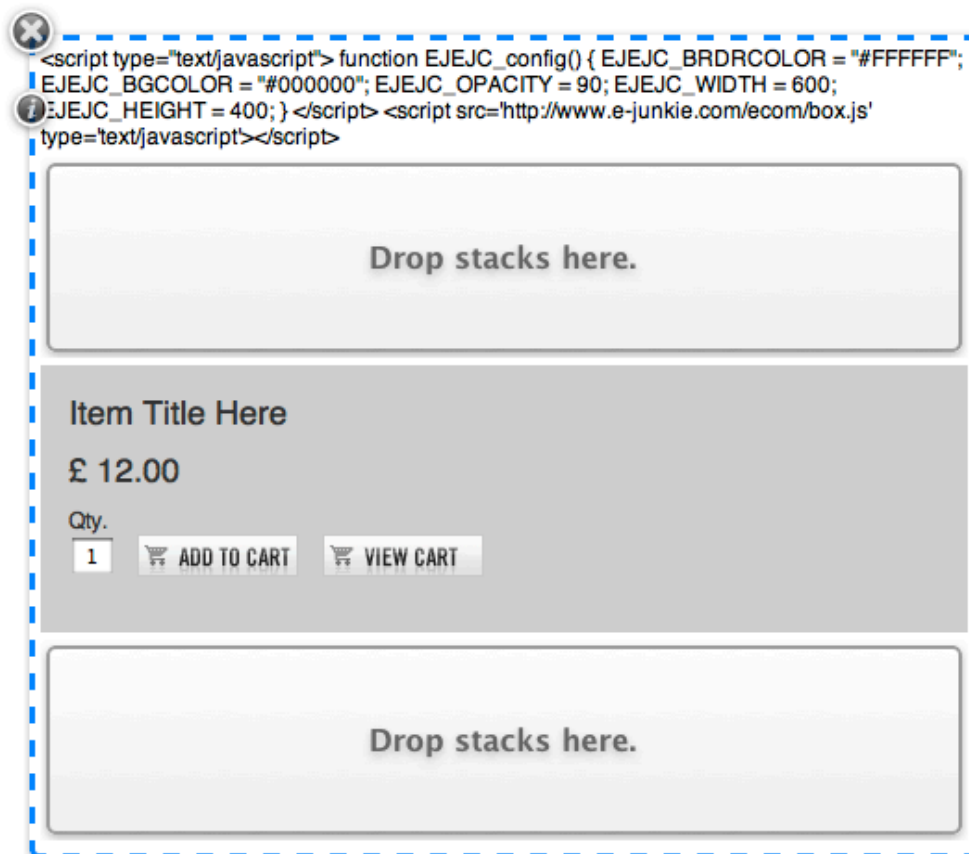
Inspiration for the design and layout of this stack came from Smashing Magazine who produced an excellent article entitled “15 Common Mistakes in E-Commerce Design”. This article contains some very useful advice and design tips on building effective and user-friendly e-commerce solutions:

<http://www.smashingmagazine.com/2009/10/08/15-common-mistakes-in-e-commerce-design-and-how-to-avoid-them/>

How do I use this stack?

Start by installing the stack. As you are probably already aware, new stacks should be copied and pasted into `~/Library/Application Support/RapidWeaver/Stacks/` where `~` is the name of your home directory. Restart RapidWeaver for the new stack to become available.

In edit mode, drag and drop a new E-Junkie Widget stack into your stacks page like you normally do. This is what the E-Junkie Cart stack looks like after you have added it to your stacks page:



Log into your E-Junkie account and take a note of your Client ID number and the product number of the item you want to add to the stacks page. Both of these numbers are typically 5 or 6 digits long and can be found listed under your Account Summary and Products page.

To edit this stack, open the stack inspector, pictured below:

✕ E-Junkie Widget

Background:

Border:  Off ↗

Margin:  Off ↗

Padding:  Off ↗

Width:  71 % ↗

Frame Position: Left Center Right

Widget Padding:  15 px ↗

Widget BG:

Text Color:

Cart Height:

Cart Width:

Shade Opacity:

Cart Shade:

Cart Border:

Client ID:

Item Number:

Purchase Link:

View Cart Link:

Item Title:

Title Size:

Item Price:

Price Size:

Qty Default:

Qty Text:

Advanced

Widget BG controls the background colour of the box which contains the item description, price, quantity and buttons. If you do not want this box to be a different colour to your content container background, change it to match your content container. Likewise if you want to change the colour of this box, click the coloured square to open the Mac OS X colour picker. Make your colour selection and then close the colour picker.

Text Color changes the colour of text in your widget box. Ideally the text colour should contrast the background colour to improve clarity. If you want to change the colour of text, click the coloured square to open the Mac OS X colour picker. Make your colour selection and then close the colour picker.

Cart Height enables you to customise the height of your cart window. The cart window opens using a modal animation effect.

Cart Width enables you to customise the height of your cart window. The cart window opens using a modal animation effect.

Shade Opacity controls how transparent the modal fade effect is. Setting this option to 100 would give a completely solid background. Setting it to 10 or less would give a very pale colour fill. 0 would turn off the colour shade altogether.

Cart Shade customises the colour of the modal fade effect behind the cart window. By default it is black, but you can change it to any colour you like to match colour schemes used in your theme.

Cart Border customises the colour of the 1px border around the cart window. If you do not want a border around your cart, you could set it to white so that it becomes invisible against the cart background.

Client ID is your account number and is used to link the item for sale to your account. Enter your number in here and ensure there are no spaces or other characters after the number.

Item Number is the individual (unique) number assigned to your product when you add items to E-Junkie. This will be five or six digits long.

Purchase Link is the actual text or button displayed which a customer clicks to add the item to their cart. By default, the standard E-Junkie “Add to Cart” button is used, but this can be swapped for another image or standard text. More details below.

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Item Title is the name of your product which is displayed in widget box. You can include links and basic HTML code.

Title Size give you control over the item title font size. It is recommended you specify font sizes in either percentage or em dimensions inline with website accessibility guidelines.

Item Price is the price of your product which is displayed in widget box. You can include links and basic HTML code. It is recommended currency symbols are replaced with HTML

entities. For example, a £ character should be replaced with £ to maintain compatibility with older web browsers such as Internet Explorer 6. Search the internet for specific HTML entities. You can also include links and basic HTML code.

Price Size give you control over the item title font size. It is recommended you specify font sizes in either percentage or em dimensions inline with website accessibility guidelines.

Qty. Default is the number shown in the quantity field by default. Normally you would probably want to leave this at 1. But if the type of product you are selling is very popular, then the default value in this field can be increased. Note that when a users clicks in the quantity field, the default value is automatically cleared.

Qty. Text is the label above the quantity field. This can be changed to anything you like and can include some basic HTML tags if required.

Customising the purchase and cart link buttons:

By default, this stack will use the standard E-Junkie “View Cart” buttons. These are loaded using the standard image HTML tag:

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If you want to use your own buttons, you can use code similar to the above HTML tag, but you would need to point the image source to the location of your stored buttons. e.g.

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It is recommended custom buttons are saved in either JPG, GIF or PNG format and are clear for customers to read. A wide variety of different software can be used to create buttons including Photoshop, Gimp, Pixelmator and RealMac ButtonBuilder. Alternatively you can obtain suitable buttons from various sources on the internet.

If you don't want to use image buttons in your links, delete the image tag in the purchase link box and just enter standard text like this:

Buy Now

This text will highlight and act as a link. Clicking the text will open your shopping cart window enabling customers to pick a quantity and confirm their order or continue shopping. It would be possible to include basic HTML entities (special characters) like arrows or stars if you wanted to beautify the link a little more.

Important notes:

If you update a product such as change its price or apply a discount, the item number will likely change. It is important to compare item numbers quoted in your E-Junkie account against those used in the E-Junkie cart stack. You must update the item number in the E-Junkie cart stack if it differs, otherwise the customer will be unable to add that item to their shopping cart.

A brief pause may be experienced as a page loads before the E-Junkie widget is visible. This is because the stack pulls in some Javascript from E-Junkie in order to display the cart and process customer orders.

This stack may not be compatible with some RapidWeaver themes and may not function correctly when used in conjunction with other stacks or custom code.

Questions, comments or suggestions for improvements?

Please contact me via the ThemeFlood website: <http://www.themeflood.com>

RapidWeaver forums: <http://www.realmacsoftware.com/forums/index.php/forums/>

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