DRUPALCON SYDNEY

SITE BUILDING | ANDREW YAGER | FEBRUARY 7 2013

Building an awesome e-commerce store in 25 minutes

real world technology solutions

DRUPALCON SYDNEY

SITE BUILDING | ANDREW YAGER | FEBRUARY 7 2013

Building an awesome e-commerce store in 25 minutes … that looks good

real world technology solutions

About Me

Andrew Yager

Managing Director, Real World Technol

Sydney Area, Australia | Computer Networking

oin LinkedIn and access Andrew Yager's full profile.

a LinkedIn member, you'll join 175 million other
essionals who are sharing connections, ideas, and
rtunities. And it's free! You'll also be able to:

e who you and **Andrew Yager** know in common
introduced to **Andrew Yager**
tact **Andrew Yager** directly

View Full Profi

ager's Overview

urrent **Managing Director** at **Real World Technology Solutions Pty**
Communications Manager at **Hosted Continuity**

Past Director/Secretary at Open Source Industry Australia
Information Systems Manager at Presbyterian Youth NSW
Development and Support Engineer at Jamark Technology Consu

ion Presbyterian Theological Centre
Macquarie University

ns **314** connections

s Company Website
Blog

s Summary

erience IT professional, specialising in Voice over IP systems and d
Particularly interested in developing carriage grade solutions built on
s.

, PHP, MySQL, Linux Administration
holesale ISPs

What makes a good e-commerce site?

What makes a good e-commerce site?

aesthetics

What makes a good e-commerce site?

aesthetics

customer experience

What makes a good e-commerce site?

aesthetics

customer experience

conversion rate

What drives people to make a purchase?

What drives people to make a purchase?

ease of shopping experience

What drives people to make a purchase?

ease of shopping experience

quality of customer service

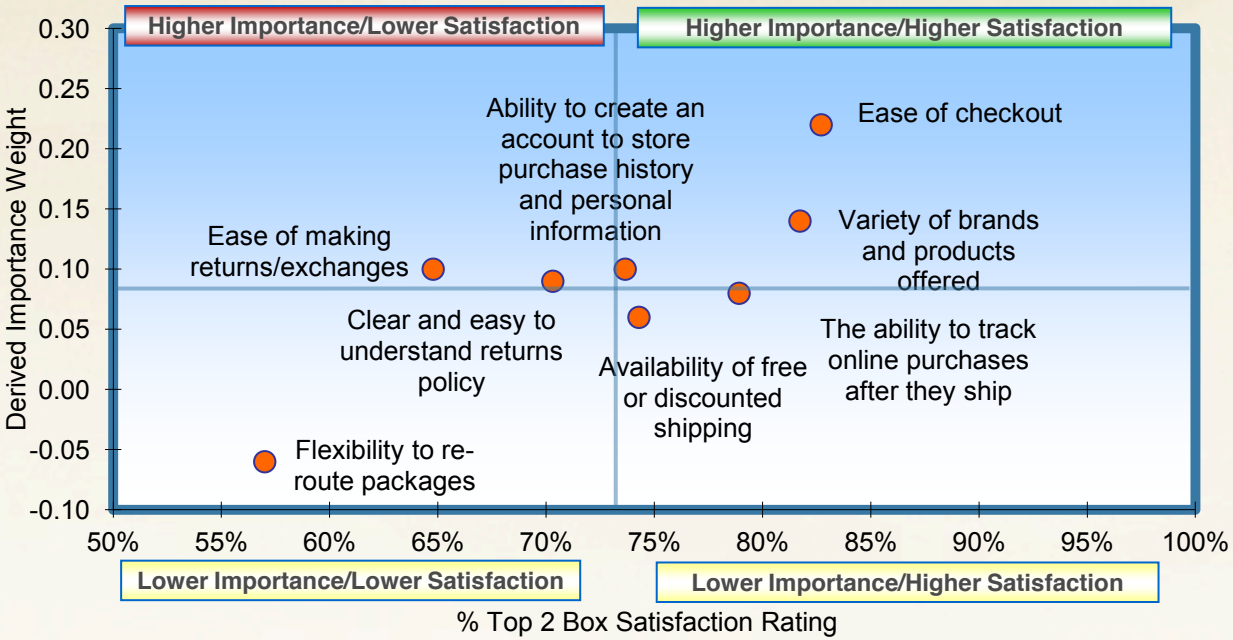
What drives people to make a purchase?

ease of shopping experience

quality of customer service

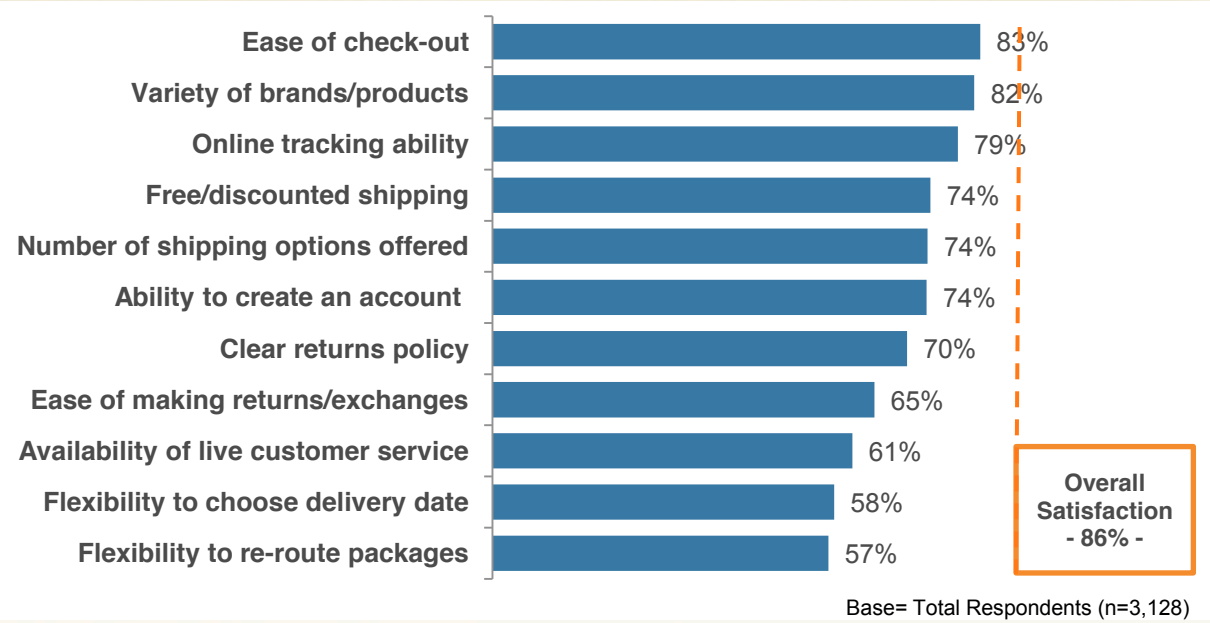
peer pressure

What drives people to make a purchase?



Survey ©2012 comScore Inc.

What drives people to make a purchase?



Survey ©2012 comScore Inc.

Where are people buying?

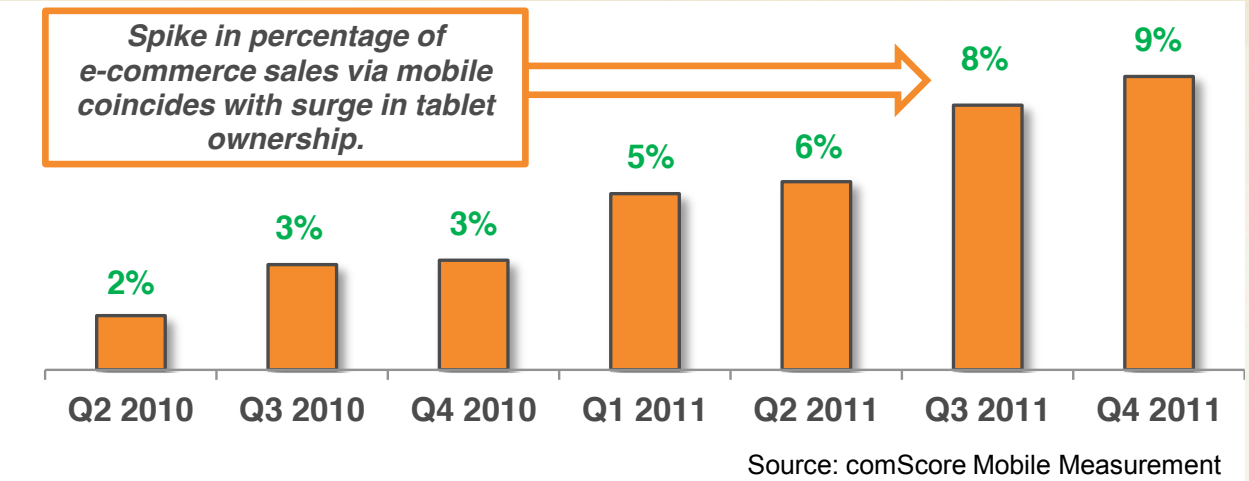
Survey ©2012 comScore Inc.

Where are people buying?

Increasingly on mobile

Survey ©2012 comScore Inc.

Where are people buying?

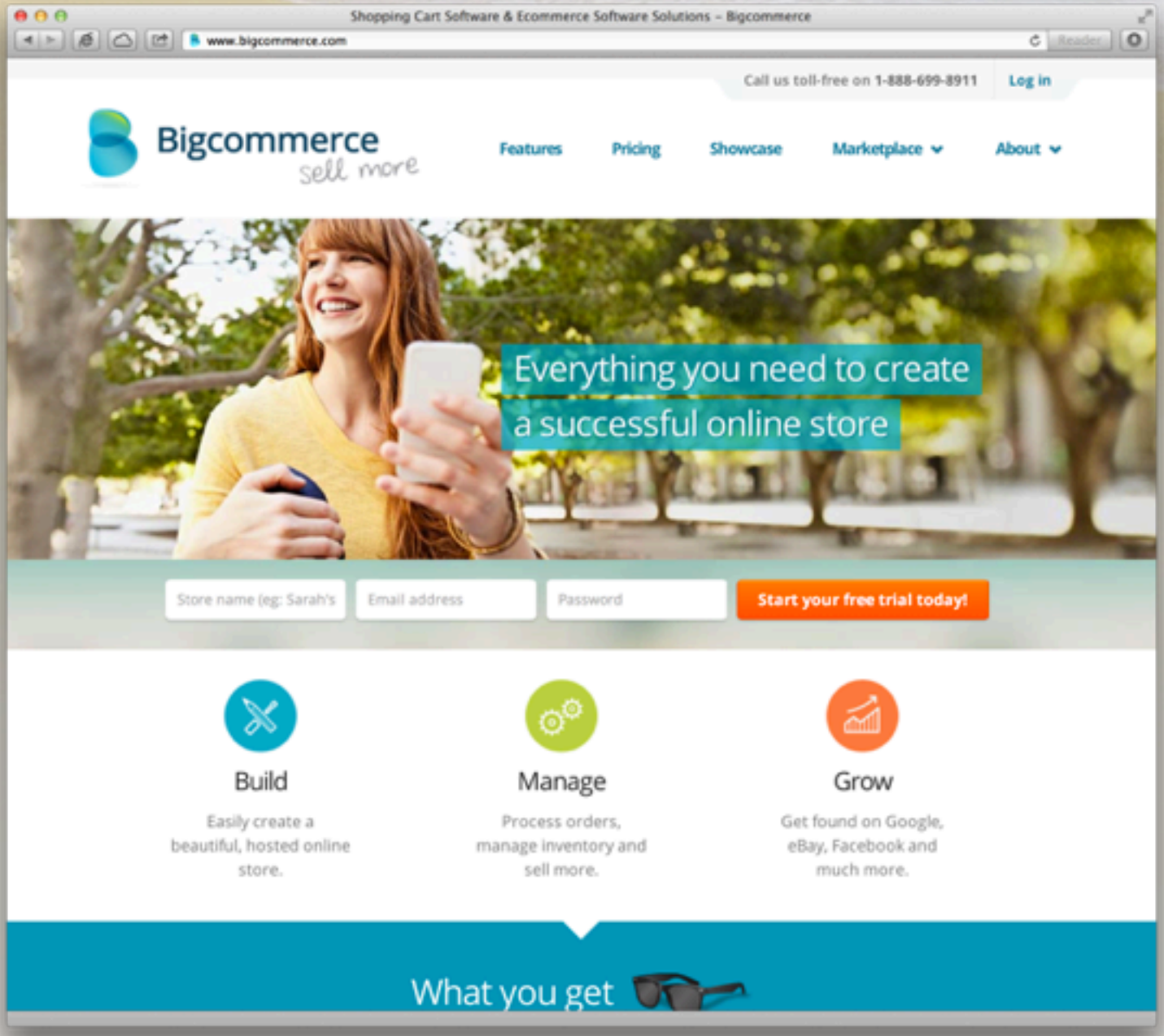


Increasingly on mobile

Survey ©2012 comScore Inc.

All of these are factors in considering an e-commerce platform for your online store

What are the options?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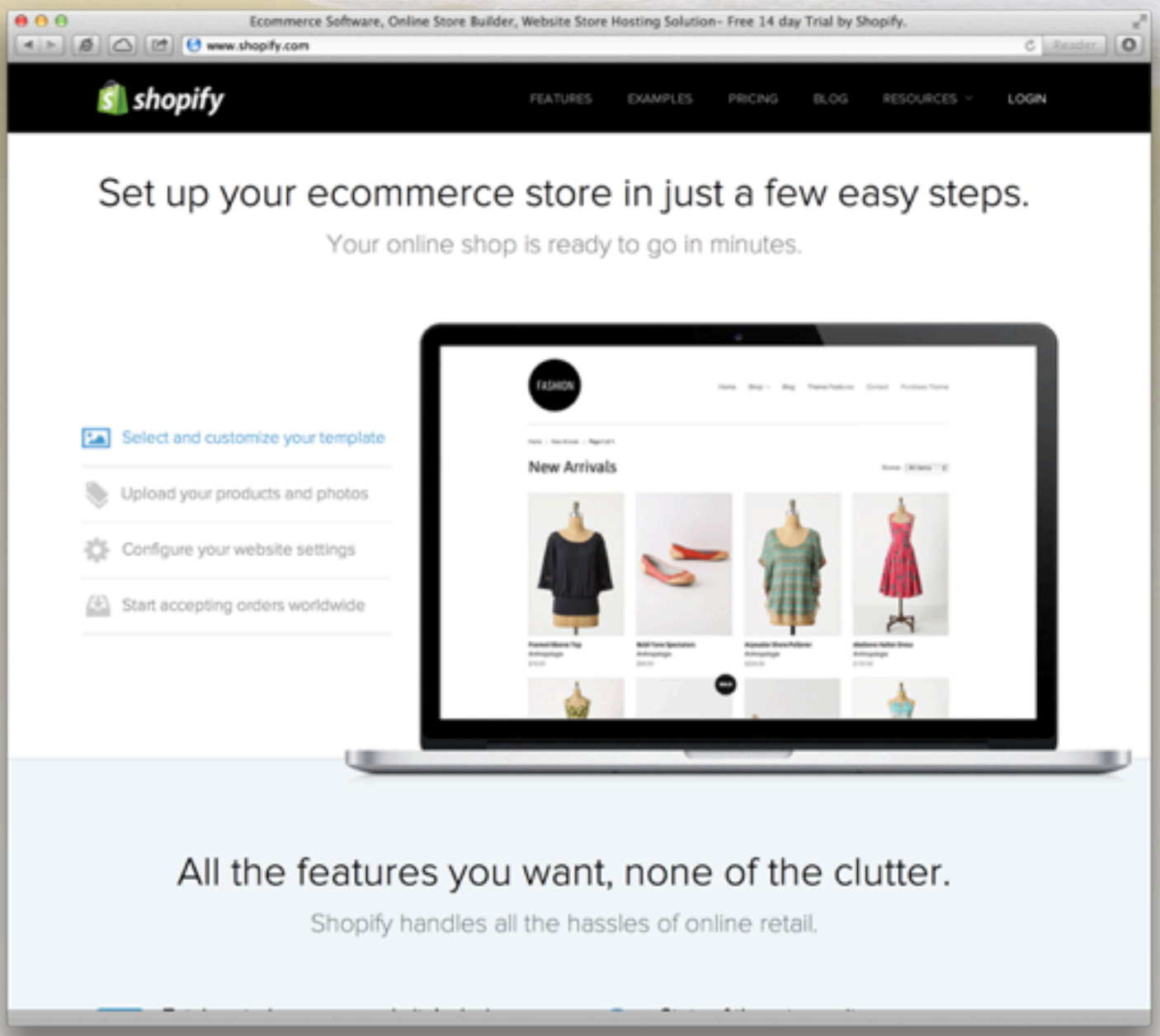
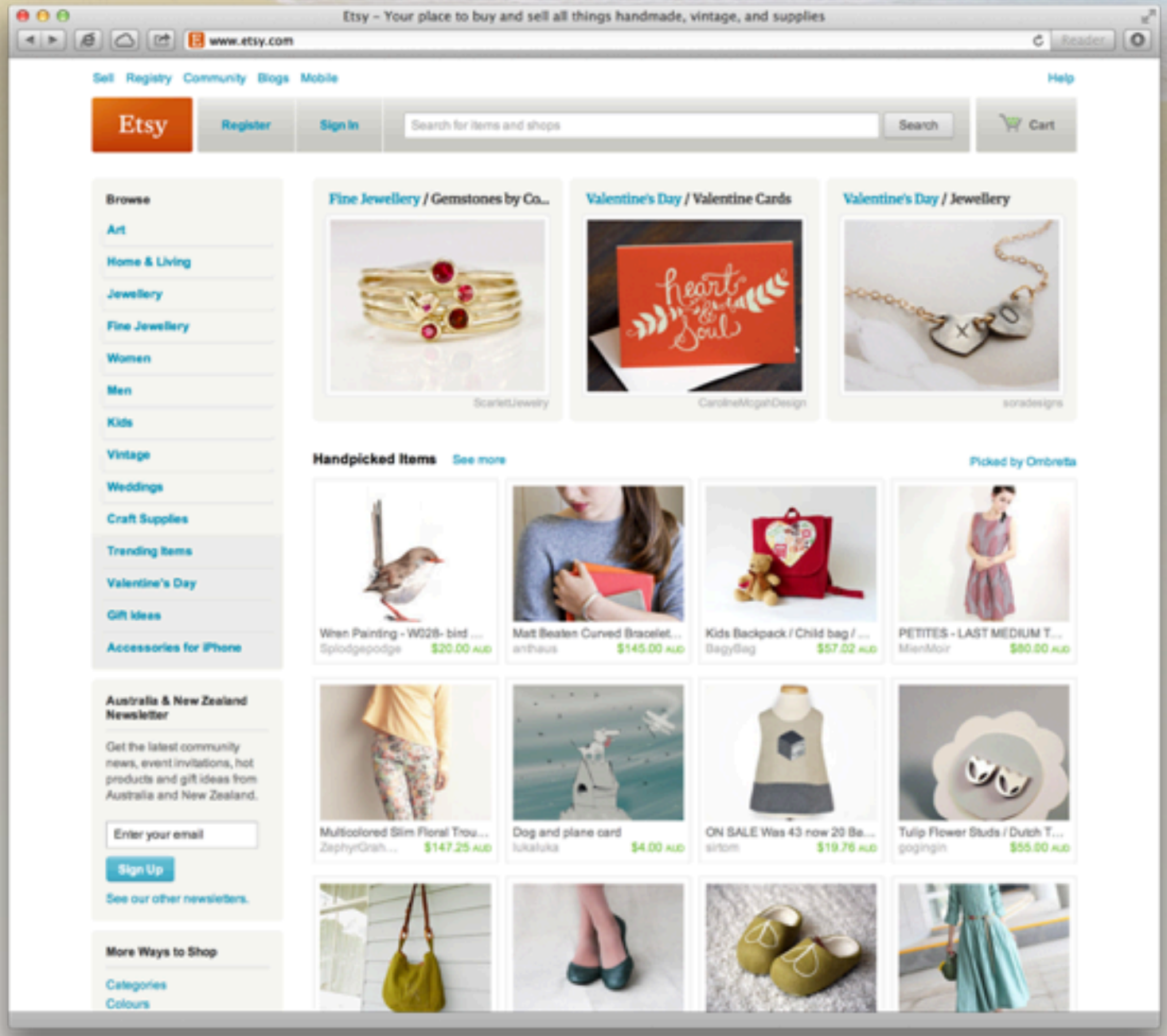
Call us toll-free on 1-888-699-8911
Log in
Bigcommerce
sell more
Features
Pricing
Showcase
Marketplace
About
Everything you need to create
a successful online store
Store name (eg: Sarah's
Email address
Password
Start your free trial today!
Build
Easily create a beautiful, hosted online store.
Manage
Process orders, manage inventory and sell more.
Grow
Get found on Google, eBay, Facebook and much more.
What you get


Ecommerce Software, Online Store Builder, Website Store Hosting Solution- Free 14 day Trial by Shopify.
www.shopify.com
shopify
FEATURES
EXAMPLES
PRICING
BLOG
RESOURCES
LOGIN
Set up your ecommerce store in just a few easy steps.
Your online shop is ready to go in minutes.
Select and customize your template
Upload your products and photos
Configure your website settings
Start accepting orders worldwide
FASHION
New Arrivals
All the features you want, none of the clutter.
Shopify handles all the hassles of online retail.


Etsy – Your place to buy and sell all things handmade, vintage, and supplies
www.etsy.com
Sell Registry Community Blogs Mobile
Help
Etsy
Register
Sign In
Search for items and shops
Search
Cart
Browse
Art
Home & Living
Jewellery
Fine Jewellery
Women
Men
Kids
Vintage
Weddings
Craft Supplies
Trending Items
Valentine's Day
Gift Ideas
Accessories for iPhone
Fine Jewellery / Gemstones by Co...
Valentine's Day / Valentine Cards
Valentine's Day / Jewellery
Handpicked Items
See more
Picked by Ombretta
Australia & New Zealand Newsletter
Get the latest community news, event invitations, hot products and gift ideas from Australia and New Zealand.
Enter your email
Sign Up
See our other newsletters.
More Ways to Shop
Categories
Colours

Advantages

Advantages

out of the box solutions that work

Advantages

out of the box solutions that work

simple to build and deploy

Advantages

out of the box solutions that work

simple to build and deploy

they look good

Disadvantages

Disadvantages

difficult to customise

Disadvantages

difficult to customise

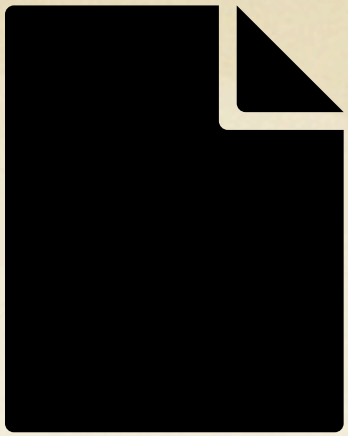
not really designed for Australia

Disadvantages

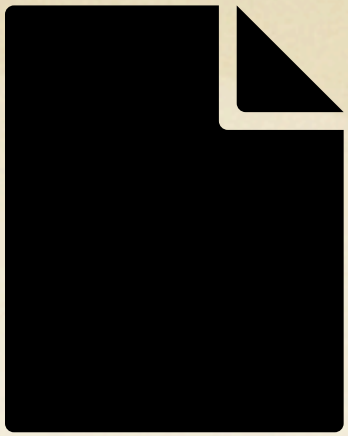
difficult to customise

not really designed for Australia

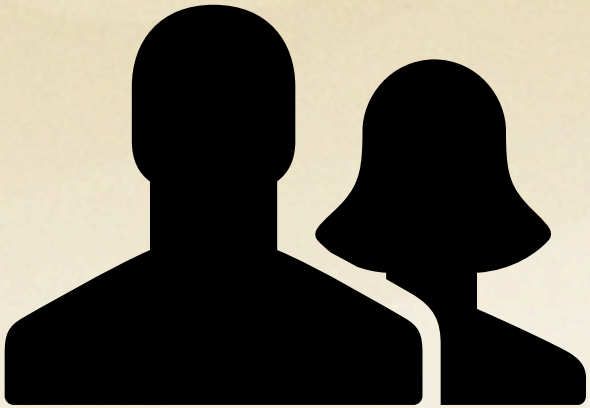
difficult to integrate with back office processes



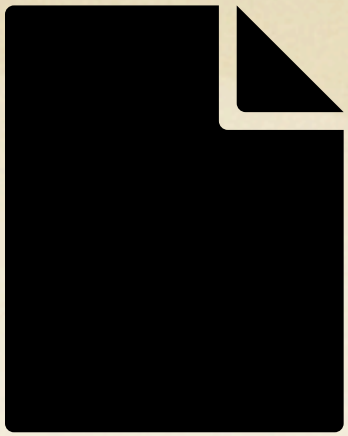
Content



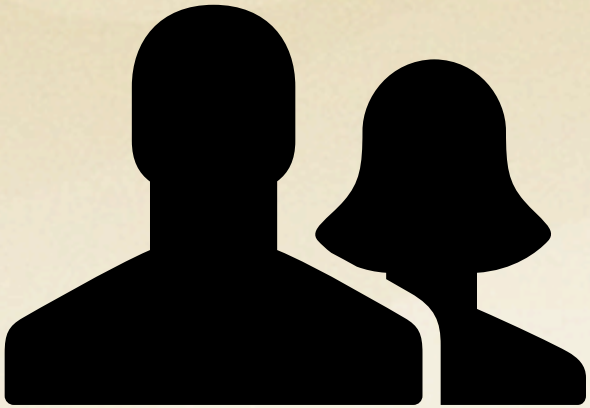
Content



Community

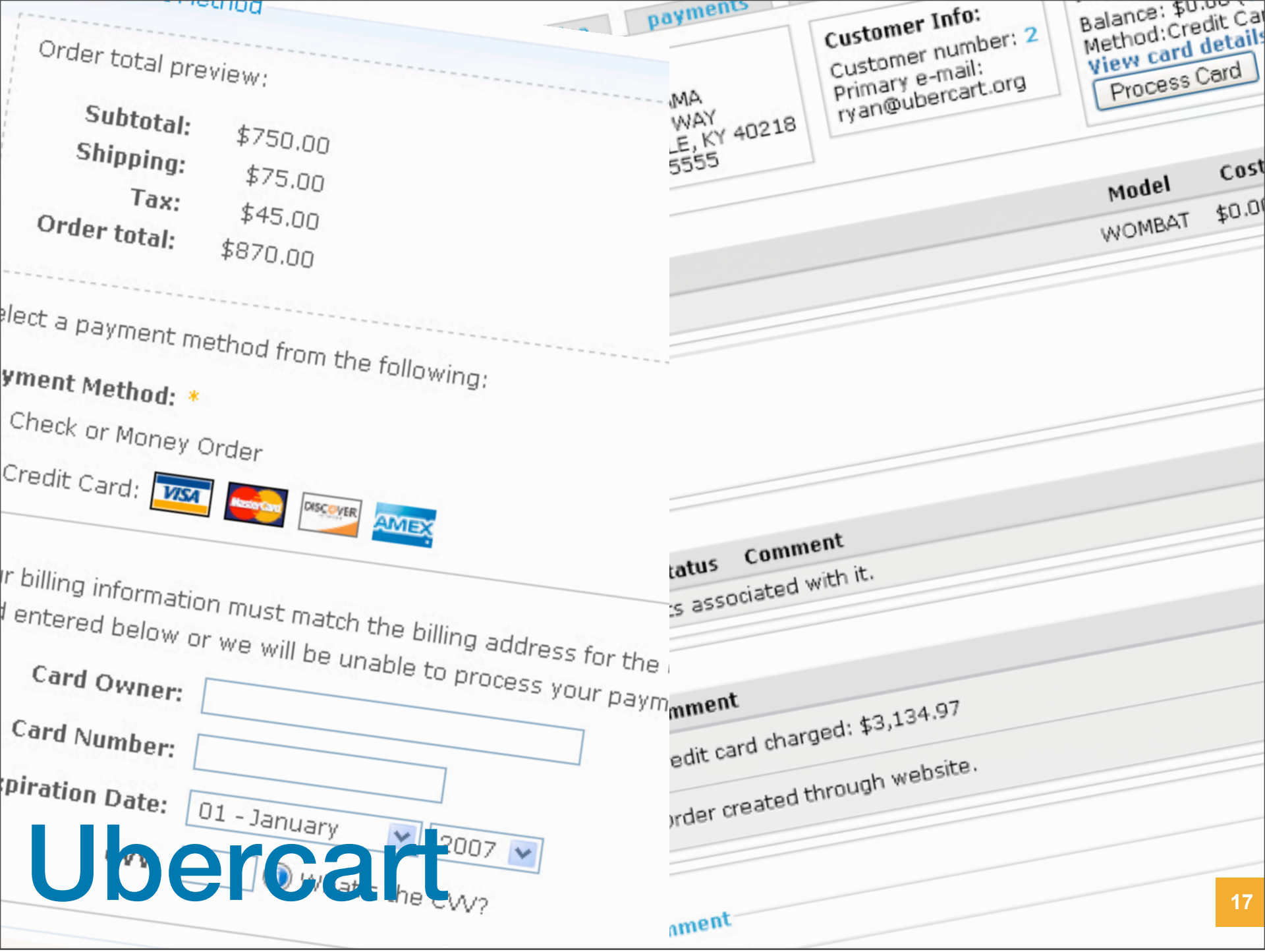


Content



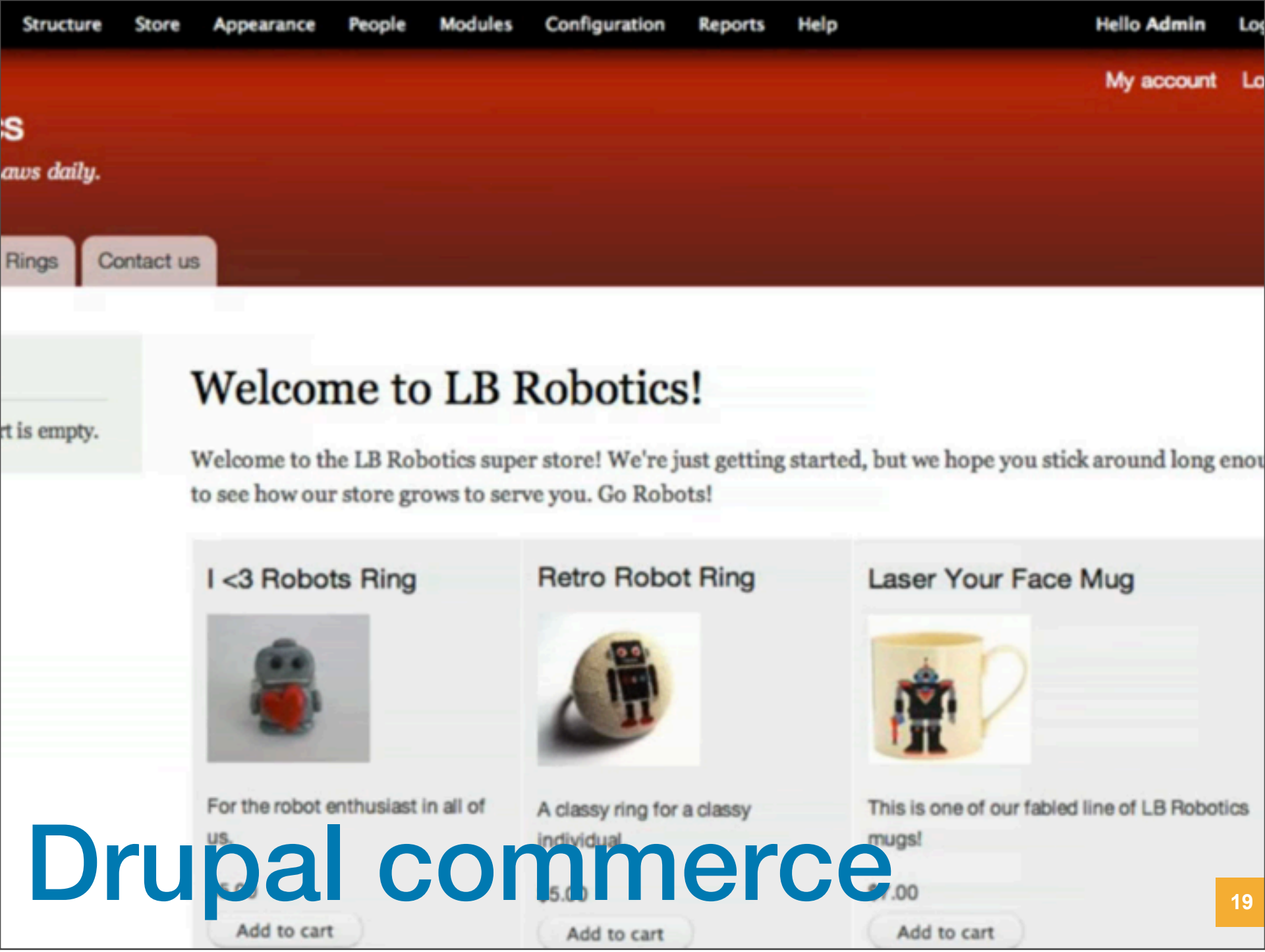
Community

Commerce

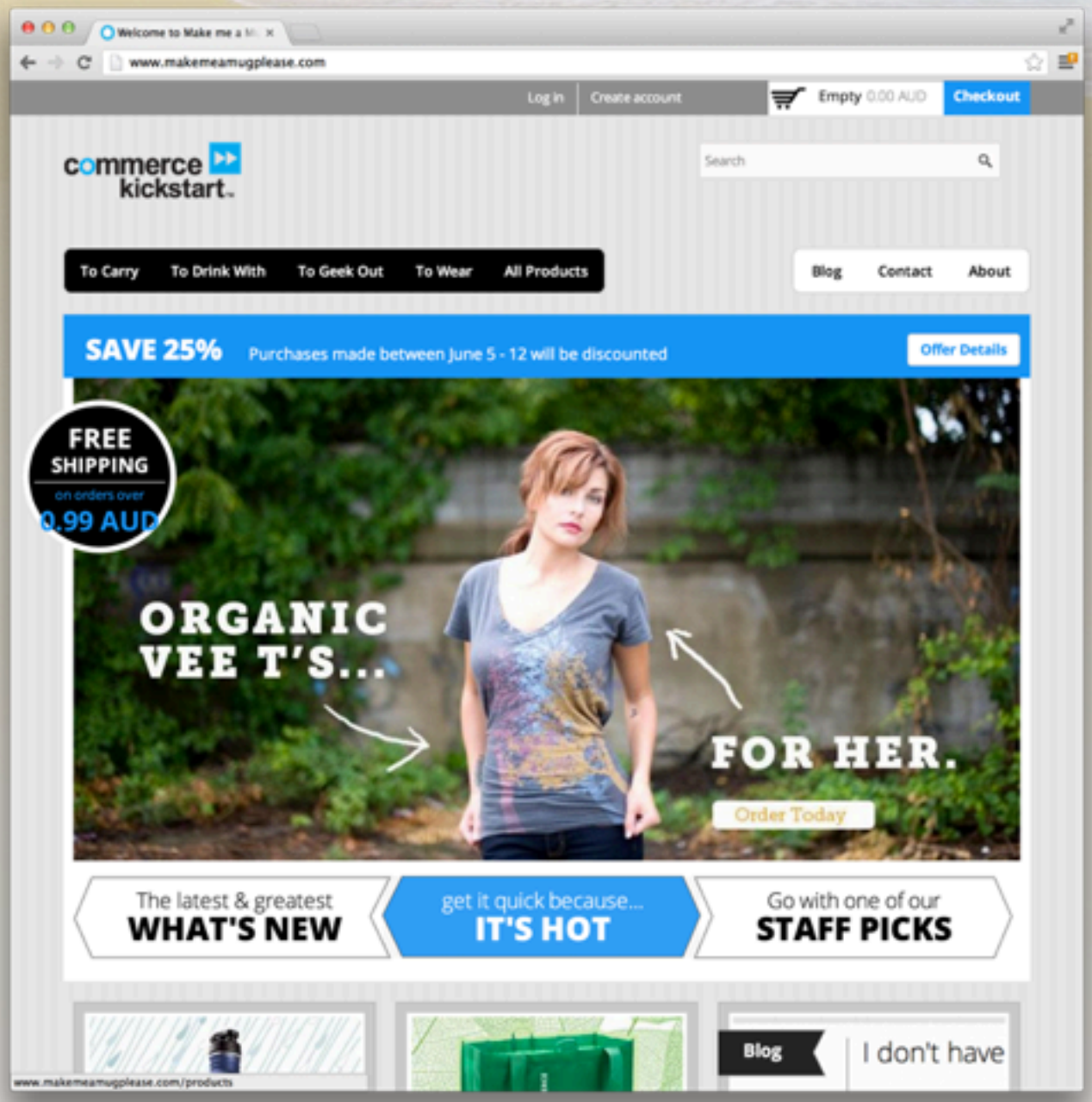

Order total preview:
Subtotal: $750.00
Shipping: $75.00
Tax: $45.00
Order total: $870.00
lect a payment method from the following:
yment Method: *
Check or Money Order
Credit Card:
VISA
DISCOVER
AMEX
r billing information must match the billing address for the
entered below or we will be unable to process your paym
Card Owner:
Card Number:
piration Date:
01 - January
2007
Customer Info:
Customer number: 2
Primary e-mail:
ryan@ubercart.org
Balance: $0.00
Method:Credit Ca
View card details
Process Card
Model
Cost
WOMBAT
$0.0
tatus
Comment
s associated with it.
mment
edit card charged: $3,134.97
rder created through website.

Ubercart

Drupal e-commerce

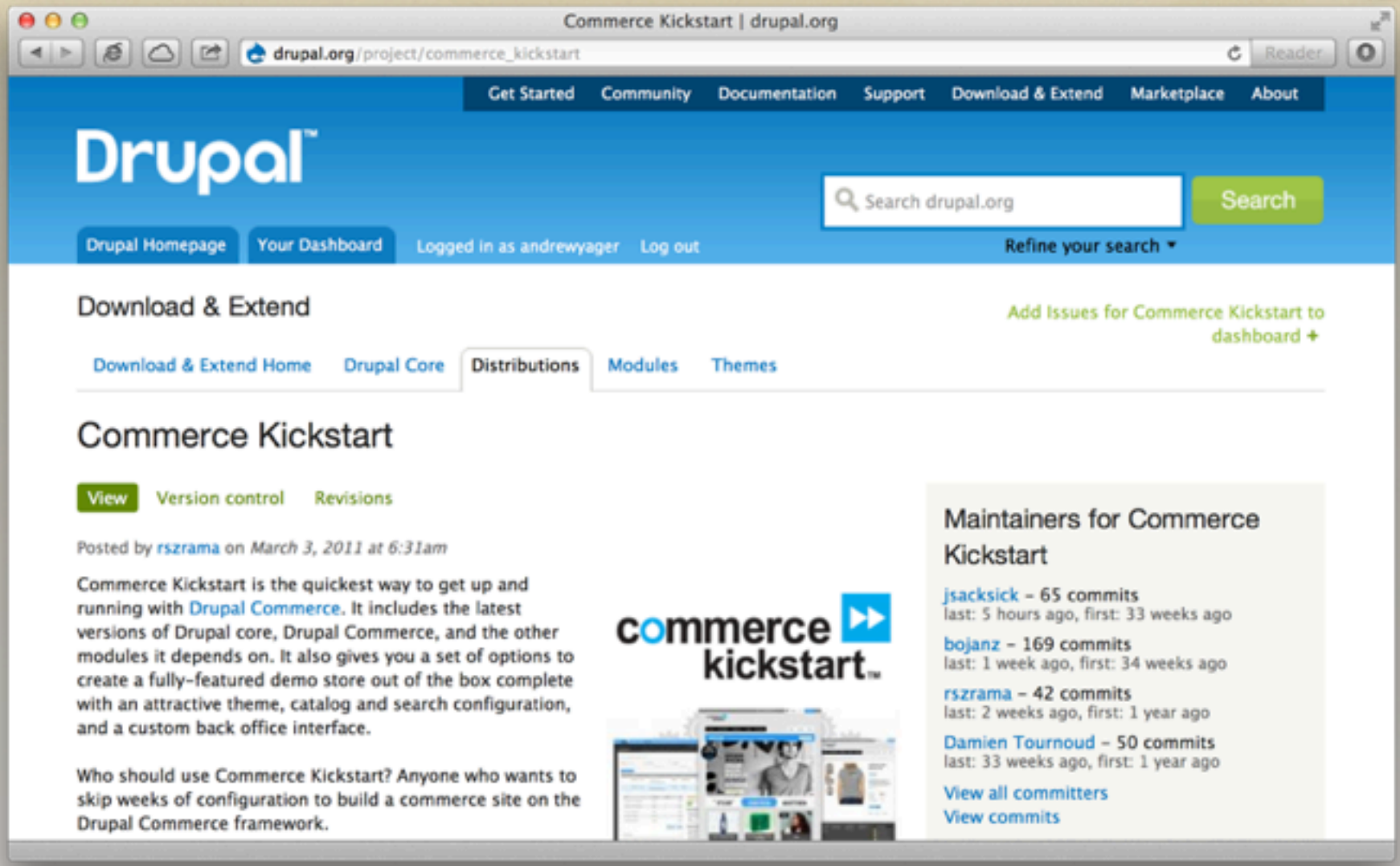


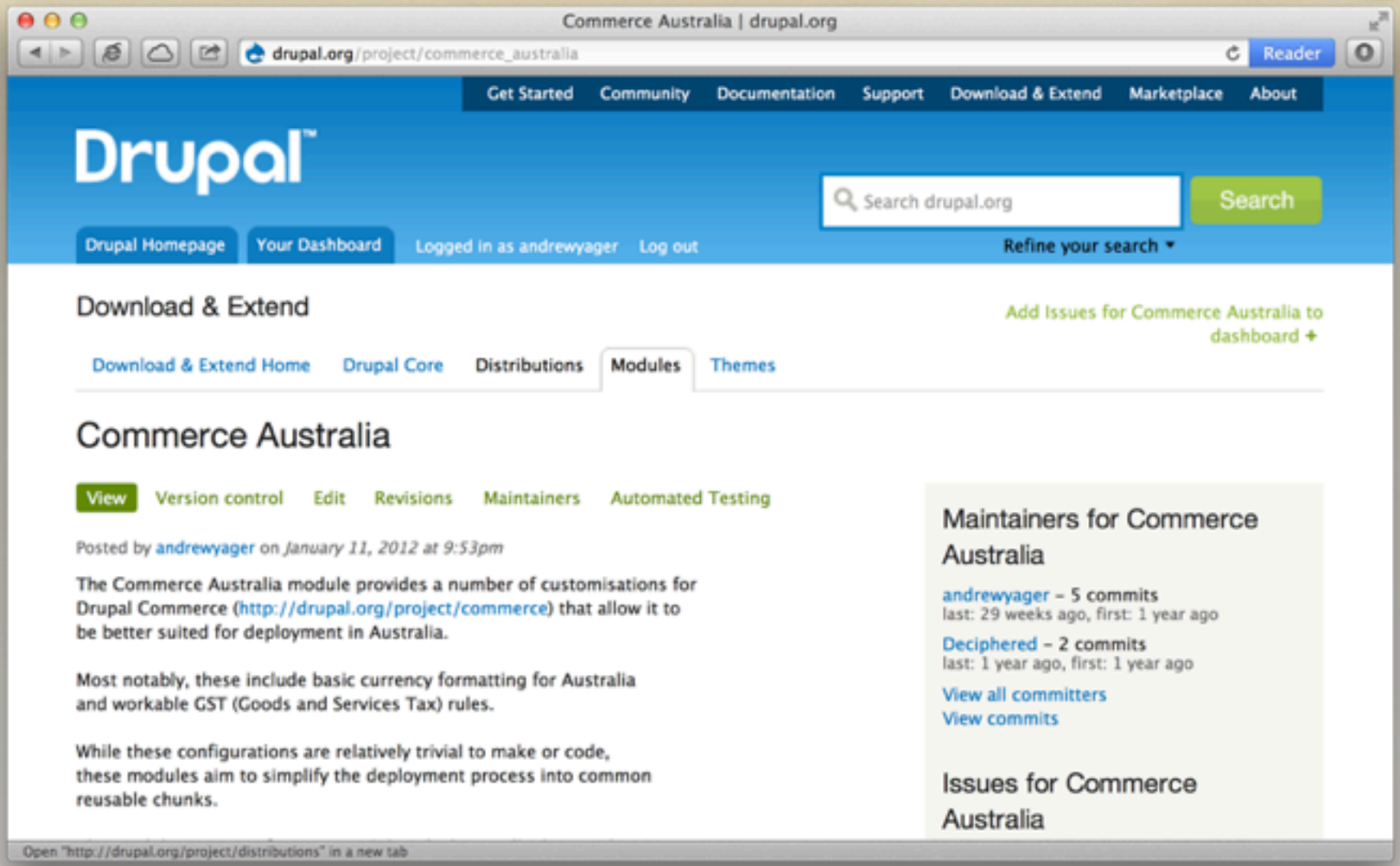
Drupal commerce

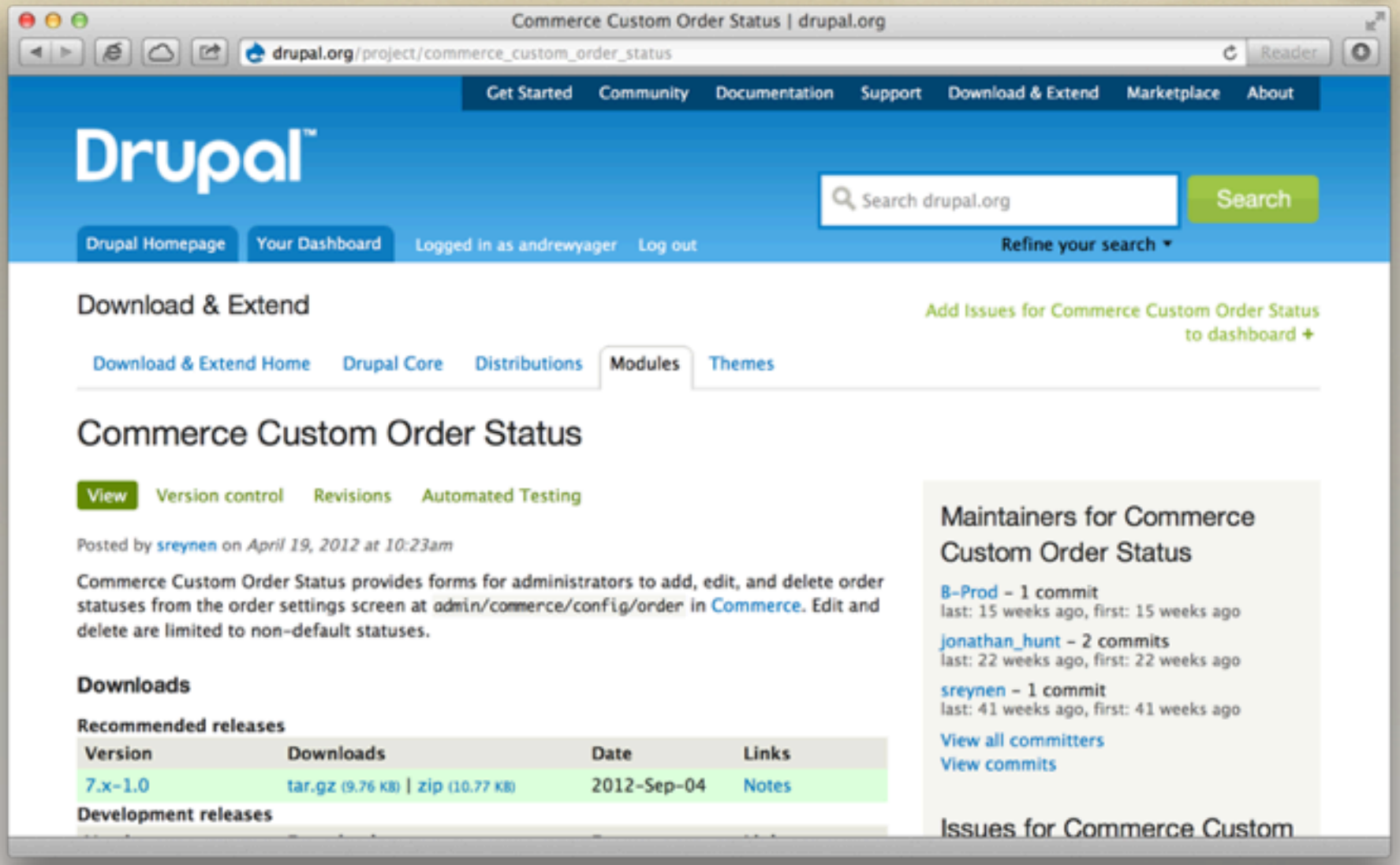

Welcome to Make me a M
www.makemeamugplease.com
Log in
Create account
Empty 0.00 AUD
Checkout
commerce kickstart
Search
To Carry
To Drink With
To Geek Out
To Wear
All Products
Blog
Contact
About
SAVE 25%
Purchases made between June 5 - 12 will be discounted
Offer Details
FREE SHIPPING
on orders over
0.99 AUD
ORGANIC VEE T'S...
FOR HER.
Order Today
The latest & greatest
WHAT'S NEW
get it quick because...
IT'S HOT
Go with one of our
STAFF PICKS
Blog
I don't have
www.makemeamugplease.com/products

Welcome to Make me a M
www.makemeamugplease.com
Log in
Create account
Empty $0.00
Checkout
Mugger
Search
To Drink With
All Products
Blog
Contact
About
SAVE 25%
Purchases made between June 5 - 12 will be discounted
Offer Details
FREE
SHIPPING
on orders over
$0.99
your coffee...
your way
epSos.de

Let’s build it…


Commerce Kickstart | drupal.org
drupal.org/project/commerce_kickstart
Reader
Get Started
Community
Documentation
Support
Download & Extend
Marketplace
About
Drupal
Search drupal.org
Search
Drupal Homepage
Your Dashboard
Logged in as andrewyager
Log out
Refine your search
Download & Extend
Add Issues for Commerce Kickstart to dashboard +
Download & Extend Home
Drupal Core
Distributions
Modules
Themes
Commerce Kickstart
View
Version control
Revisions
Posted by rszrama on March 3, 2011 at 6:31am
Commerce Kickstart is the quickest way to get up and running with Drupal Commerce. It includes the latest versions of Drupal core, Drupal Commerce, and the other modules it depends on. It also gives you a set of options to create a fully-featured demo store out of the box complete with an attractive theme, catalog and search configuration, and a custom back office interface.
Who should use Commerce Kickstart? Anyone who wants to skip weeks of configuration to build a commerce site on the Drupal Commerce framework.
commerce kickstart
Maintainers for Commerce Kickstart
jsacksick – 65 commits
last: 5 hours ago, first: 33 weeks ago
bojanz – 169 commits
last: 1 week ago, first: 34 weeks ago
rszrama – 42 commits
last: 2 weeks ago, first: 1 year ago
Damien Tournoud – 50 commits
last: 33 weeks ago, first: 1 year ago
View all committers
View commits


Commerce Australia | drupal.org
drupal.org/project/commerce_australia
Reader
Get Started
Community
Documentation
Support
Download & Extend
Marketplace
About
Drupal
Search drupal.org
Search
Drupal Homepage
Your Dashboard
Logged in as andrewyager
Log out
Refine your search
Download & Extend
Add Issues for Commerce Australia to dashboard +
Download & Extend Home
Drupal Core
Distributions
Modules
Themes
Commerce Australia
View
Version control
Edit
Revisions
Maintainers
Automated Testing
Posted by andrewyager on January 11, 2012 at 9:53pm
The Commerce Australia module provides a number of customisations for Drupal Commerce (http://drupal.org/project/commerce) that allow it to be better suited for deployment in Australia.
Most notably, these include basic currency formatting for Australia and workable GST (Goods and Services Tax) rules.
While these configurations are relatively trivial to make or code, these modules aim to simplify the deployment process into common reusable chunks.
Maintainers for Commerce Australia
andrewyager – 5 commits
last: 29 weeks ago, first: 1 year ago
Deciphered – 2 commits
last: 1 year ago, first: 1 year ago
View all committers
View commits
Issues for Commerce Australia
Open "http://drupal.org/project/distributions" in a new tab


Commerce Custom Order Status | drupal.org
drupal.org/project/commerce_custom_order_status
Reader
Get Started
Community
Documentation
Support
Download & Extend
Marketplace
About
Drupal
Search drupal.org
Search
Drupal Homepage
Your Dashboard
Logged in as andrewyager
Log out
Refine your search
Download & Extend
Add Issues for Commerce Custom Order Status to dashboard +
Download & Extend Home
Drupal Core
Distributions
Modules
Themes
Commerce Custom Order Status
View
Version control
Revisions
Automated Testing
Posted by sreynen on April 19, 2012 at 10:23am
Commerce Custom Order Status provides forms for administrators to add, edit, and delete order statuses from the order settings screen at admin/commerce/config/order in Commerce. Edit and delete are limited to non-default statuses.
Downloads
Recommended releases
Version
Downloads
Date
Links
7.x-1.0
tar.gz (9.76 KB) | zip (10.77 KB)
2012-Sep-04
Notes
Development releases
Maintainers for Commerce Custom Order Status
B-Prod - 1 commit
last: 15 weeks ago, first: 15 weeks ago
jonathan_hunt - 2 commits
last: 22 weeks ago, first: 22 weeks ago
sreynen - 1 commit
last: 41 weeks ago, first: 41 weeks ago
View all committers
View commits
Issues for Commerce Custom

Commerce SecurePay(.com.au) | drupal.org
drupal.org/project/commerce_securepayau
Reader
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About
Drupal
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Search
Drupal Homepage
Your Dashboard
Logged in as andrewyager
Log out
Refine your search
Download & Extend
Add Issues for Commerce SecurePay(.com.au) to dashboard
Download & Extend Home
Drupal Core
Distributions
Modules
Themes
Commerce SecurePay(.com.au)
View
Version control
Edit
Revisions
Automated Testing
Posted by realityloop on January 3, 2012 at 11:37am
The Commerce SecurePay.com.au module provides support for the SecurePay.com.au payment gateway with the Drupal Commerce module.
Commerce SecurePay.com.au was initially developed for Business Spectator by Realityloop.
SecurePay
A business of Australia Post
Maintainers for Commerce SecurePay(.com.au)
andrewyager – 3 commits
last: 29 weeks ago, first: 29 weeks ago
Deciphered – 2 commits
last: 1 year ago, first: 1 year ago
View all committers
View commits
Issues for Commerce SecurePay(.com.au)
Features:

What else is cool?

What else is cool?

Shipping with Australia Post

What else is cool?

Shipping with Australia Post

drupal.org/sandbox/jhesketh/1851514

What else is cool?

Shipping with Australia Post

drupal.org/sandbox/jhesketh/1851514

Webform integration

What else is cool?

Shipping with Australia Post

drupal.org/sandbox/jhesketh/1851514

Webform integration

drupal.org/project/commerce_webform

What else is cool?

Shipping with Australia Post

drupal.org/sandbox/jhesketh/1851514

Webform integration

drupal.org/project/commerce_webform

Custom Products

What else is cool?

Shipping with Australia Post

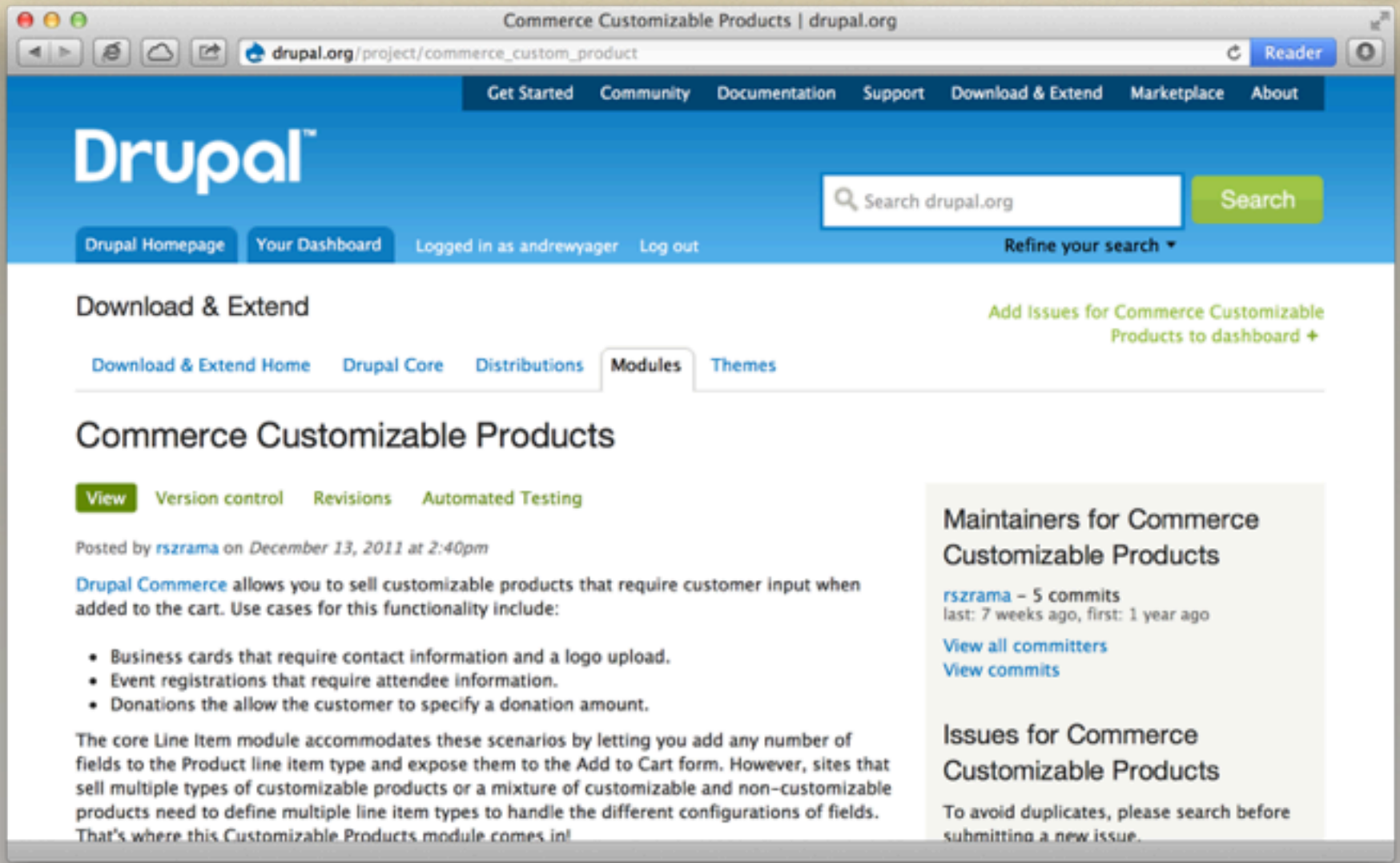
drupal.org/sandbox/jhesketh/1851514

Webform integration

drupal.org/project/commerce_webform

Custom Products

drupal.org/project/commerce_custom_product


Commerce Customizable Products | drupal.org
drupal.org/project/commerce_custom_product
Reader
Get Started
Community
Documentation
Support
Download & Extend
Marketplace
About
Drupal
Search drupal.org
Search
Drupal Homepage
Your Dashboard
Logged in as andrewyager
Log out
Refine your search
Download & Extend
Add Issues for Commerce Customizable Products to dashboard +
Download & Extend Home
Drupal Core
Distributions
Modules
Themes
Commerce Customizable Products
View
Version control
Revisions
Automated Testing
Posted by rszrama on December 13, 2011 at 2:40pm
Drupal Commerce allows you to sell customizable products that require customer input when added to the cart. Use cases for this functionality include:
Business cards that require contact information and a logo upload.
Event registrations that require attendee information.
Donations the allow the customer to specify a donation amount.
The core Line Item module accommodates these scenarios by letting you add any number of fields to the Product line item type and expose them to the Add to Cart form. However, sites that sell multiple types of customizable products or a mixture of customizable and non-customizable products need to define multiple line item types to handle the different configurations of fields. That's where this Customizable Products module comes in!
Maintainers for Commerce Customizable Products
rszrama – 5 commits
last: 7 weeks ago, first: 1 year ago
View all committers
View commits
Issues for Commerce Customizable Products
To avoid duplicates, please search before submitting a new issue.

Where to go for help?

Where to go for help?

The help link in your toolbar

Where to go for help?

The help link in your toolbar

drupalcommerce.org

Where to go for help?

The help link in your toolbar

drupalcommerce.org

vimeo.com/channels/commerceguys

Where to go for help?

The help link in your toolbar

drupalcommerce.org

vimeo.com/channels/commerceguys

IRC #drupal-commerce

Where to go for help?

The help link in your toolbar

drupalcommerce.org

vimeo.com/channels/commerceguys

IRC #drupal-commerce

A number of Australian companies

Questions?

Feedback:

http://sydney2013.drupal.org/building-awesome-e-commerce-store-25-minutes

@andrewyager

andrewyager.com