

EasyShop

Online Shop for Plone

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Overview

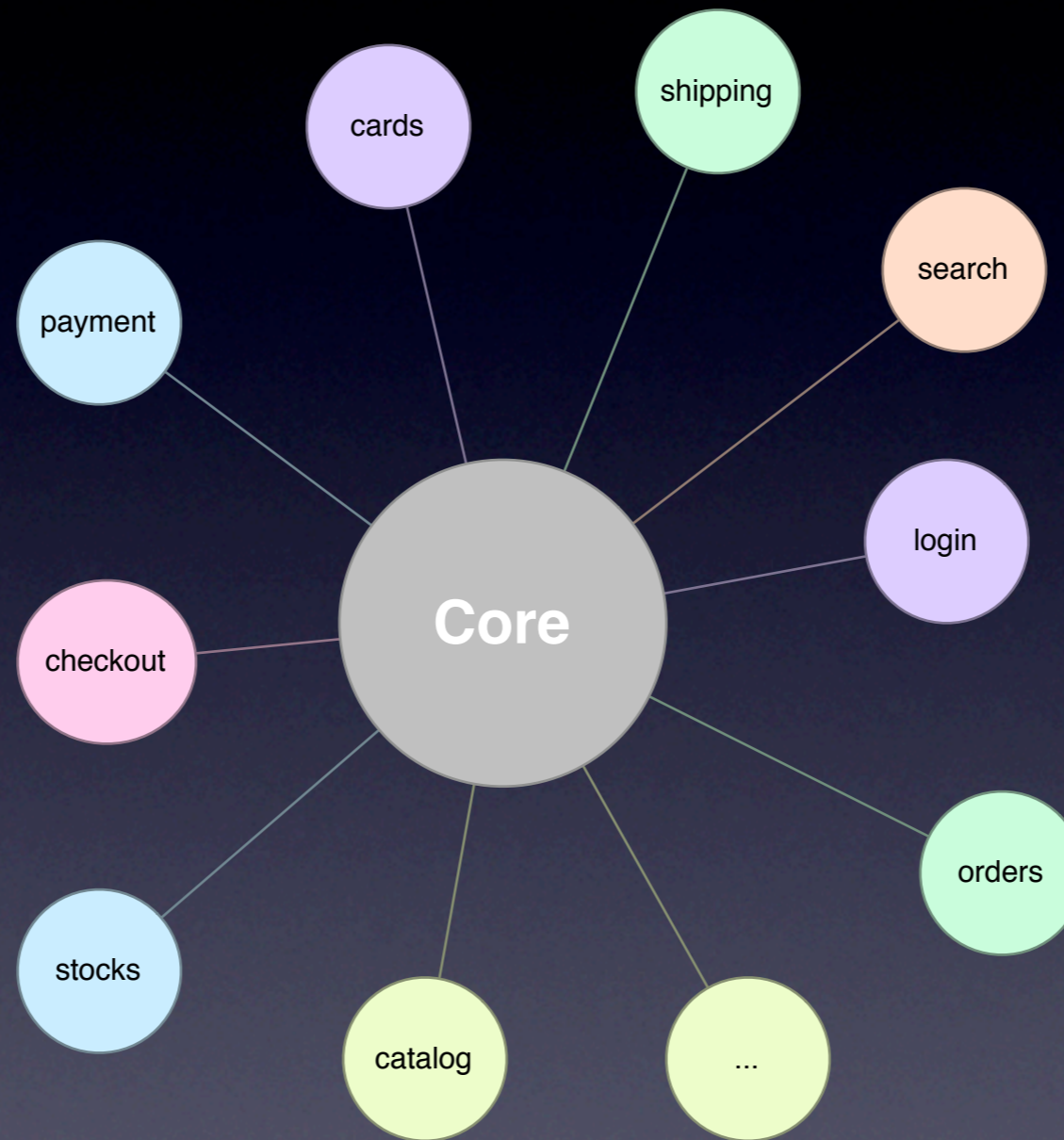
- General
- Architecture
- Features
- Live Demo
- Demmelhuber.net
- Q & A

General

- Driven by our own daily experiences
- Alpha Status
- SVN-Repository at Google Code
- Unofficial Release at Cheese Shop
- Beta-Release: At the end of this year
- In production since 18 Months

Architecture

Separate Packages



Archetypes

- All content types (products, categories, customers, etc.) are based on Archetypes
- Extensible by means of `archetypes.schemaextender`
- Own content types can be plugged in with marker interfaces

Zope 3 Components

- Interfaces
- Adapters
- Views
- Pluggable

Javascript and Ajax

- jQuery
- Part of Plone core (since version 3.1)

Features

Plone-ish

- Integrates into Plone
- Inherits and extends a lot of Plone's default features
 - WebDav
 - Search
 - plone.app.redirector
 - Portlets engine
- Can be used with a lot of Plone add ons (optional)
 - Singing & Dancing (newsletter)
 - Ploneboard
 - EasyRating, EasyCommenting
 - PloneFlashUpload
 - CacheFu

Product catalog

- Any given numbers of products
- Any given numbers of categories
- Products can be assigned to several categories
- Variable category structure (flat, hierarchical)
- Configurable products and product variants
- Photo gallery

Layout

- Additional Portlets top / bottom
- Sort on price / name / position
- Formatter per category: amount of rows / columns / pages

Search

- Extended search based on zopyx's TextIndexNG3
- Similarity search
- Filters
- Live search with images
- Possible: Integration of thesaurus

Excursion Criteria

- Central concept to assign properties to customer & products
- Used for taxes, shipping methods, payment methods, information pages, discounts, delivery time
- Already existent: customer, product, date, shipping method, payment method, weight, price, country, etc.
- Extensible

Payment methods

- Per invoice, prepayment, Cash on delivery
- Debit transfer
- Credit Card
- PayPal
- Variable assignable (On base of criteria)
- Variable prices (On base of criteria)
- Extensible

Taxes

- Any amount of taxes (7%, 19%, 0%, inclusive, exclusive)
- Calculated on base of criteria

Shipping methods

- Standard
- Express
- Inland, foreign countries
- Variable prices (On base of criteria)
- Extensible

Discounts

- Percentage and/or absolute discounts
- Assignment of discounts On base of criteria

Stock management

- Automatic decreasing of stock amount after purchase
- Variable shipping time (On base of criteria)
 - Country, store, etc.

Information pages

- Central management of information pages for customers
- TOC, cancelation period, guaranty, etc.
- Display based on criteria

SEO

- Well formed links
- 100% valid HTML
- Clear structured HTML
- Meaningful descriptions
- Path independent category structure
- Redirects from old URL to new URL
(extended plone.app.redirector)

Demo

demmelhuber.net

Demmelhuber Holz & Raum

- Wood trader
- Joinery: Constructions for lawyers, clothes shops, etc.
- Retail shop: Purchase of garden houses, furniture, swing sets, toys, saunas, etc.
- Online trading is yet another sale channel

February 2007

- Deployment of EasyShop

March 2007

- 20 products
- First orders

April 2007

- Oha! It works!
- Market potential is there
- Also potential for optimizations :-)

April - August 2007

- Connected to PayPal
- 3-5 orders per week
- 100 products

September 2007

- 5 -10 orders per week
- Focus on product maintenance: 300 products
- 10.000 Euro / month
- First employee exclusive for e-commerce

January 2008

- 400 products
- 10.000 Euro / week
- Adaption to Google Webmaster policies
 - Sitemap.xml, structure (HTML, categories, products), keyword-density, meta-keywords, Meta-descriptions

March - July 2008

- Connected to Google
 - Webmastertool, Google Base, Google Sitemap, Google Analytics
- Connected to Pangora, Amazon, eBay
- New category structure
- Using of product variants
- 2-3 orders per day
- Further employees for the shop start to work: Developer, warehouseman

Future

- Until the end of the year likely 500.000 Euro turnover p.a.
- According to an unofficial study a top 500 Shop in germany
- Goal 2009: 1 Million Euro turnover
- Trusted Shop-certification starts
 - demmelhuber.net in particular
 - EasyShop in general
- New features: Marketing tools, credits, Reporting

Insights

- Plone / EasyShop is fast enough
- Shop owner is a full time business
- A online shop is an important and work intense sale channel
- Legal help is important: Written warnings increase with success and visibility
- SEO (for Google) is essential, 2/3 of customers are from Google

Thanks!

Further Informations

- Central Page
<http://www.geteasyshop.com>
- Code
<http://easyshop-for-plone.googlecode.com>
- Demo
<http://easyshop.iqpp.de> (admin/admin)
- Contact
 - <http://iqpp.de>
 - kai.diefenbach@iqpp.de