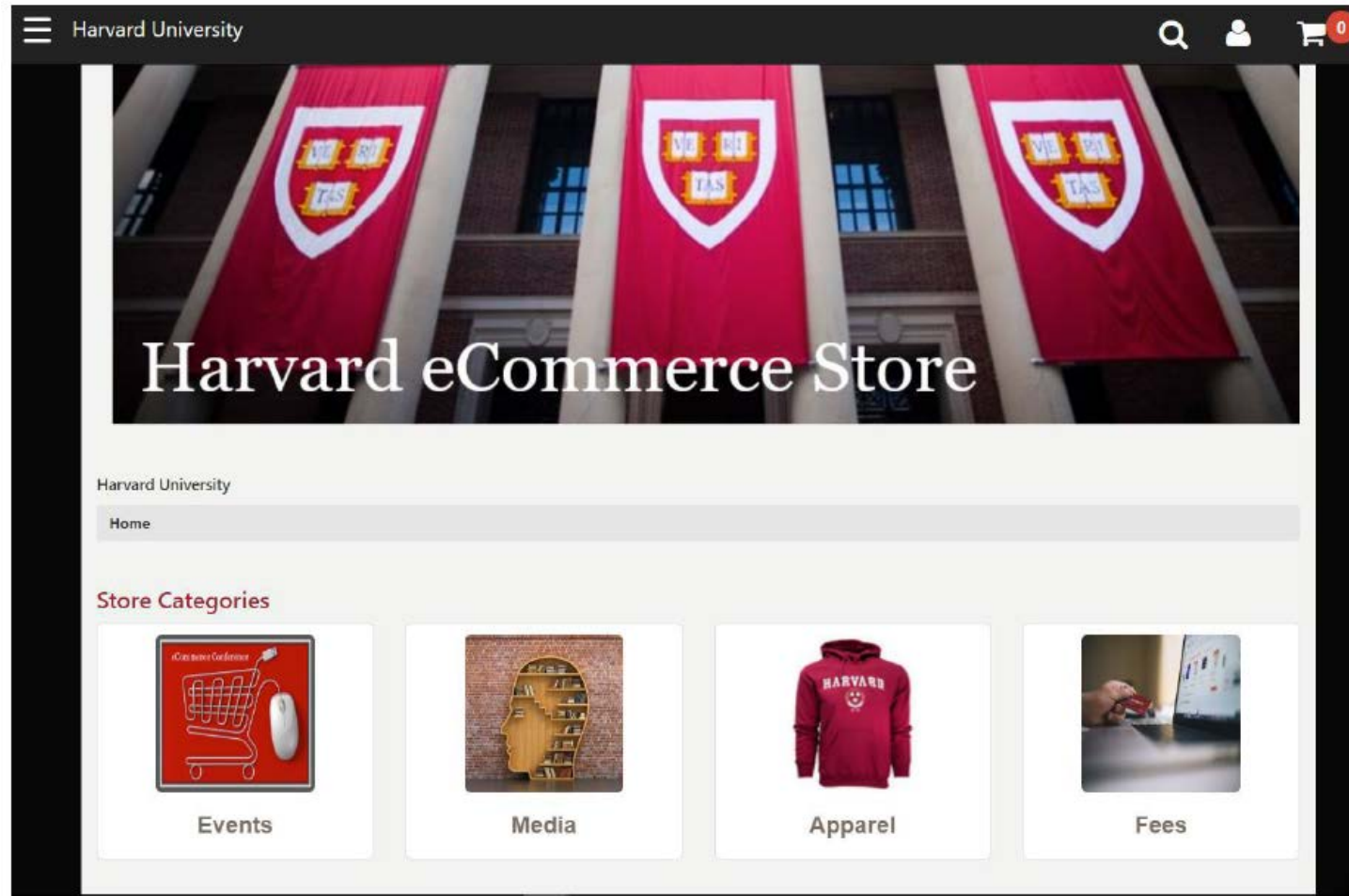


Setting up your TouchNet Marketplace uStore



Topics Covered:

- [Logging into TouchNet](#)
- [Accessing your store](#)
- [Email Messages](#)
- [Single Store Settings](#)
- [Store Template Settings](#)
- [Users](#)
- [Categories](#)
- [Products](#) including [Options & Modifiers](#)
- [Promotions](#)
- [User Modifiers](#)
- [Resources](#)

Things to consider before setting up your uStore

- What are the products, categories, and GL Codes associated with each product?
- Do we want to restrict access to the site or certain products?
- Do we want to offer sales or promotions?
- What information do we want to gather from the customer?
- Do we have an image for our products and store homepage?
- Who will need administrative access to the store?

Logging into TouchNet

TouchNet is a payment gateway and has very strict security protocols. If you experience login problems:

- Clear your browser cache and cookies
- Do not login with a bookmark, use the links below:

TouchNet **TEST** Environment:

<https://test.secure.touchnet.net:8443/centraltest>

TouchNet **PRODUCTION** Environment:

<https://secure.touchnet.net:443/central>

If you do not have TouchNet login credentials or have been locked out of your account, please contact: otm_ecommerce@harvard.edu.

The screenshot shows the UCommerce Central TEST interface. The top navigation bar includes 'Home', 'Dashboard', 'Applications', 'Administration', and 'Client Commu'. A dropdown menu under 'Applications' is open, showing 'Payment Gateway' and 'Marketplace'. The left sidebar contains a tree view with 'Marketplace Home' expanded, showing 'System Administration', 'Athletic Classes', 'Baker Library', 'Dental School', 'Divinity School', 'GSD', 'Harvard eCommerce', 'Settings', 'Accounting Codes', 'Users', 'Tax Account Codes', 'Stores', 'Add New Store', 'Harvard eCommerce', 'Store Settings', 'General', 'Status Management', 'Email Messages', 'Text Messages', 'Single Store', 'Store Template Setup', 'Users', 'Payment Methods', 'Shipping Classes', 'Categories', 'Products', 'Allowed Groups', 'Group Payment Methods', 'Promotions', 'User Modifiers', 'Tax Service', and 'Tax Account Codes'. The 'Store Settings' section is highlighted, and a red arrow points to the 'General' sub-section. The main content area shows the 'General Settings' form with fields for 'Store Id', 'Store Name', 'Store Display Name', and 'Store status'. Below this are sections for 'Donation Notification' and 'Low Inventory Product Notification', each with an 'Email addresses' field.

The quickest and easiest way to set up your uStore is to navigate through each menu item under **Store Settings** following prompts and using wizards.
Applications > Marketplace > [Merchant] > Store Settings

Each store's general settings can be changed easily whenever necessary by the store manager. You will have a better idea of your store's total design if you make initial choices and then edit as necessary while you build the store.

Throughout the editing process, you can view your store as the customer will see it from the Marketplace Operations Center Home

The screenshot displays the U.Commerce Central TEST interface. The top navigation bar includes the TouchNet logo, the text 'U.Commerce Central TEST', and a user profile for Martha McEwan. Below this is a secondary navigation bar with links for Home, Dashboard, Applications, Administration, Client Community, and Help. The main content area is titled 'Marketplace Operations Center Home' and contains a yellow instruction box: 'Click on links to access Mall, Store, Mobile and uPay sites. Search for Order Id or System Tracking Id. Status can be changed on store and upay sites.'

The 'Mall Link and Search' section features a 'Harvard Test Mall' link and a 'View Mall' button, along with a search input field for 'Order or System Tracking ID'.

The 'Stores' section shows a table of 10 entries. A red arrow points to the 'View Store' link for the 'Harvard Divinity Bulletin Store'.

Name	Id	Template	Type	Merchant Name	Web	Fulfillments Pending	Links
Divinity School	11	Classic	Single	Divinity School	Enabled	0	View Store
Dustin's Athletic Store	18	Classic	Single	Athletic Classes	Enabled	0	View Store
Fall 2017 RF	27	Classic	Single	GSD	Enabled	0	View Store
Graduate School of Design	13	Classic	Single	GSD	Enabled	2	View Store
Harvard Divinity Bulletin Store	31	Designer: Fixed Width	General	Divinity School	Enabled	0	View Store
Harvard eCommerce	45	Designer: Fixed Width	Single	Harvard eCommerce	Enabled	0	View Store

General Settings

TouchNet + Heartland | U.Commerce Central TEST | Martha McEwan

Home Dashboard Applications Administration Client Community Help

Marketplace Home
System Administration
Athletic Classes
Baker Library
Dental School
Divinity School
GSD
Harvard eCommerce
Settings
Accounting Codes
Users
Tax Account Codes
Stores
Add New Store
Harvard eCommerce
Store Settings
General
Status Management

Harvard eCommerce General Settings

Settings on this page change your store display and global options that will apply to products.

General Settings	
Store Id :	45
Store Name:	Harvard eCommerce
Store Display Name:	Harvard eCommerce
Store status:	Enabled Manage Status
Applies only to this store and products Management Status	
Time Zone:	Eastern Standard Time - America/New_York (-5:01)

In the TEST Environment you can use either “Enable” or “Preview”.

Important: Do Not Enable your store in the PRODUCTION Environment. The Cash Management eCommerce team will enable your store when it is ready to go live.

General Settings Cont.

General

- Status Management
- Email Messages
- Text Messages
- Single Store
- Store Template Setup **NEW!**
- Users
- Payment Methods
- Shipping Classes
- Categories
- Products
- Allowed Groups
- Group Payment Methods
- Promotions
- User Modifiers
- Tax Service
- Tax Account Codes
- Order Search
- GL Exceptions (0)
- uPay Sites
- Harvard Library
- HMS-Vanderbilt Hall
- Kennedy School
- TEST Alumni Assoc
- TEST MEM
- TEST Merchandise
- TEST Merchant
- Marketplace Reports
- Marketplace Exceptions
- Edit My Profile
- Help

Time Zone: Eastern Standard Time - America/New_York (-5:01)

Donation Notification

To send donation notifications, enter email address. For multiple email addresses use a comma as a separator.

Email addresses: (500 chars max) martha_mcewan@harvard.edu

Low Inventory Product Notification

To send low inventory notifications for products, enter email address. For multiple email addresses use a comma as a separator.

Email addresses: (500 chars max) martha_mcewan@harvard.edu

Digital Files

Total Digital File Space Used By Store (bytes):	5,910,963
Total Size Available for Digital Files (bytes):	10,485,760

Admin Settings

Allow Partial Refunds: Yes No

Allow The Refunding Of Shipping: Yes No

Allow Recurring Payments On Donation Product Type: Yes No

Accounting code is required to complete updates to the General Ledger.

Perform General Ledger Updates: Yes No

Default Accounting Code: [common] Branded Items

Continue Shopping Button Settings

To configure where the Continue Shopping button on the Shopping Cart page takes an end user, select a value in drop down list below

Continue Shopping Button settings: Navigate to Store Page

Save

Notifications fields are intended to notify store staff not customers

If your store will be selling digital products and you do not have enough available space, please contact the eCommerce team.

The eCommerce team will add the accounting codes you provide on your TouchNet uStore application.

Always remember to click "Save". There may be multiple "Save" buttons on each screen.

Email Messages:

Customers will have the option to print a copy of their order receipt from their web browser at the conclusion of their purchase. They will also automatically receive email messages with order status confirmation.

Marketplace Home

- System Administration
- Athletic Classes
- Baker Library
- Dental School
- Divinity School
- GSD
- Harvard eCommerce
 - Settings
 - Accounting Codes
 - Users
 - Tax Account Codes
 - Stores
 - Add New Store
 - Harvard eCommerce
 - Store Settings
 - General
 - Status Management
 - Email Messages**
 - Text Messages
 - Single Store
 - Store Template Setup **NEW!**
 - Users
 - Payment Methods
 - Shipping Classes
 - Categories
 - Products
 - Allowed Groups
 - Group Payment Methods
 - Promotions
 - User Modifiers
 - Tax Service
 - Tax Account Codes
 - Order Search
 - GL Exceptions (0)
 - uPay Sites

Thank You Statement appears on fulfillment e-mail notifications, order cancellation e-mail notifications, and refund confirmation generated to customers after orders have been placed.

Email Messages Cont.

Order Receipt

Thank You!

This is your order summary.

An Order confirmation email was sent to the following address: martha_mcewan@harvard.edu

[Print](#) [Continue Shopping](#)

Order #85 Harvard eCommerce

Payment	Details	Billing Information
AmEx Reference Number: 20171127000004	xxxxxxxxxx4343 Martha McEwan	Martha McEwan 1033 Mass ave cambridge, MA 02138- 0000 United States

Item Information	Amount
Magazine Subscription : 2 Years / 24 Issues - \$39.99	\$39.99
SubTotal:	\$39.99
Tax:	\$0.00
Total:	\$39.99

Example of the screen seen by the customer at the end of the checkout process

Order Receipt TEST

This is where the THANK YOU STATEMENT APPEARS
ORDER ANNOUNCEMENT TEXT GOES HERE

Order:	85
Store:	Harvard eCommerce
Date/Time:	November 27, 2017 2:17:02 PM EST
Total:	\$39.99

Billed To:
Martha McEwan
1033 Mass ave
cambridge, MA
02138-0000
United States

Contact Email:
martha_mcewan@harvard.edu

Payment Information:
Payment Type: Credit Card
Credit Card Number: xxxxxxxxxxxx4343
Reference Number: 20171127000004
Card Type: AmEx
*** Card Not Present ***

Shipping Information:
Shipping Information: 87
Delivery Method: None

Item	Unit Price	Detail Total
Magazine Subscription : 2 Years / 24 Issues - \$39.99	\$39.99	\$39.99
Subtotal:		\$39.99
Tax:		\$0.00
Total:		\$39.99

For questions, comments, or Order status, send email to olm_ecommerce@harvard.edu and refer to Order 85. Visit us [online](#).

Example of email order receipt received by customer

Single-Store Settings

▼ Harvard eCommerce

- ▼ Store Settings
 - General
 - Status Management
 - Email Messages
 - Text Messages
 - Single Store**
 - Store Template Setup **NEW!**
 - Users
 - Payment Methods
 - Shipping Classes
 - Categories
 - Products
 - Allowed Groups
 - Group Payment Methods

Single Store Mode uses customized style sheets, layouts and links. Upon selection, store is entered but mall is exited. Navigation back into the mall is available only by the browser back button.

When viewable in mall, display the store in this mode:

Single store mode
 Mall mode

Shown in pop-up to let shoppers know they are exiting the mall for a store in Single Store Mode (250 chars max):

Display Settings

Show Cart Quantity: Yes No

Show Promotional Code: Yes No

Indicate if you would like the **Promotion Code** box to show during the checkout process.

Promotion details are set separately.

Order Summary

Item Total:	\$62.97
Promo discount:	-\$18.90
Delivery Charge:	\$4.99
Tax:	\$0.00
Total:	\$49.06

Delivery Address

Martha Mcewan
1033 Mass ave
cambridge, MA 02138-0000
United States

[Change Delivery Address](#)

Promotional Code

Promotional Code:

(You can use one code per Cart.)

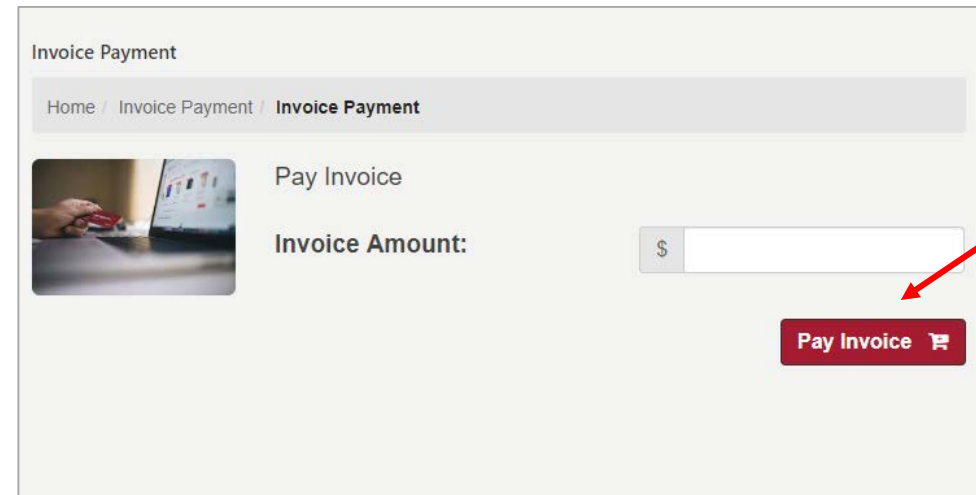
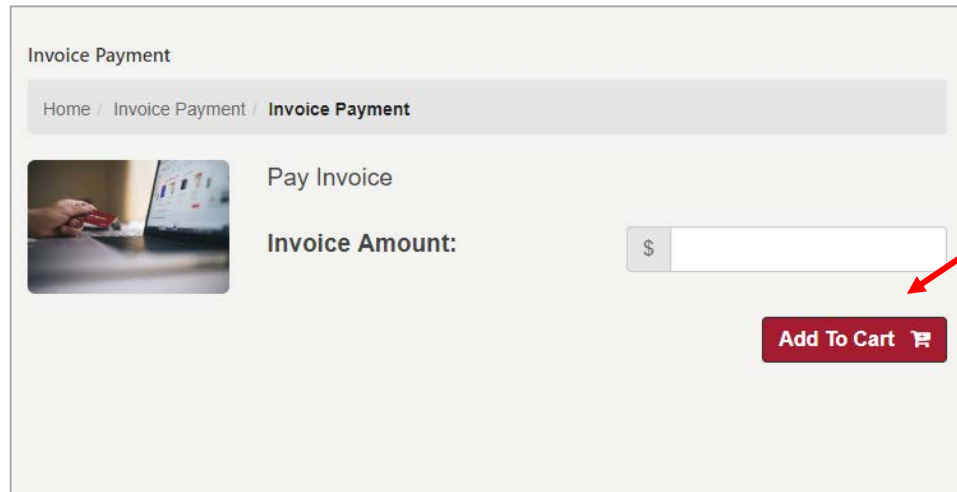
[Apply](#)

✓ Applied Promotion: "30SALE"

Single-Store Cont.

Use **Alternate Text Settings** to make simple changes to button text (e.g., changing **Add to Cart** to **Pay Invoice**.)

Alternate Text Settings	
Alternate "Add to Cart" Text:	<input type="text" value="Pay Invoice"/>
Alternate "Shopping Cart" Text:	<input type="text"/>
Alternate "Continue Shopping" Text:	<input type="text"/>



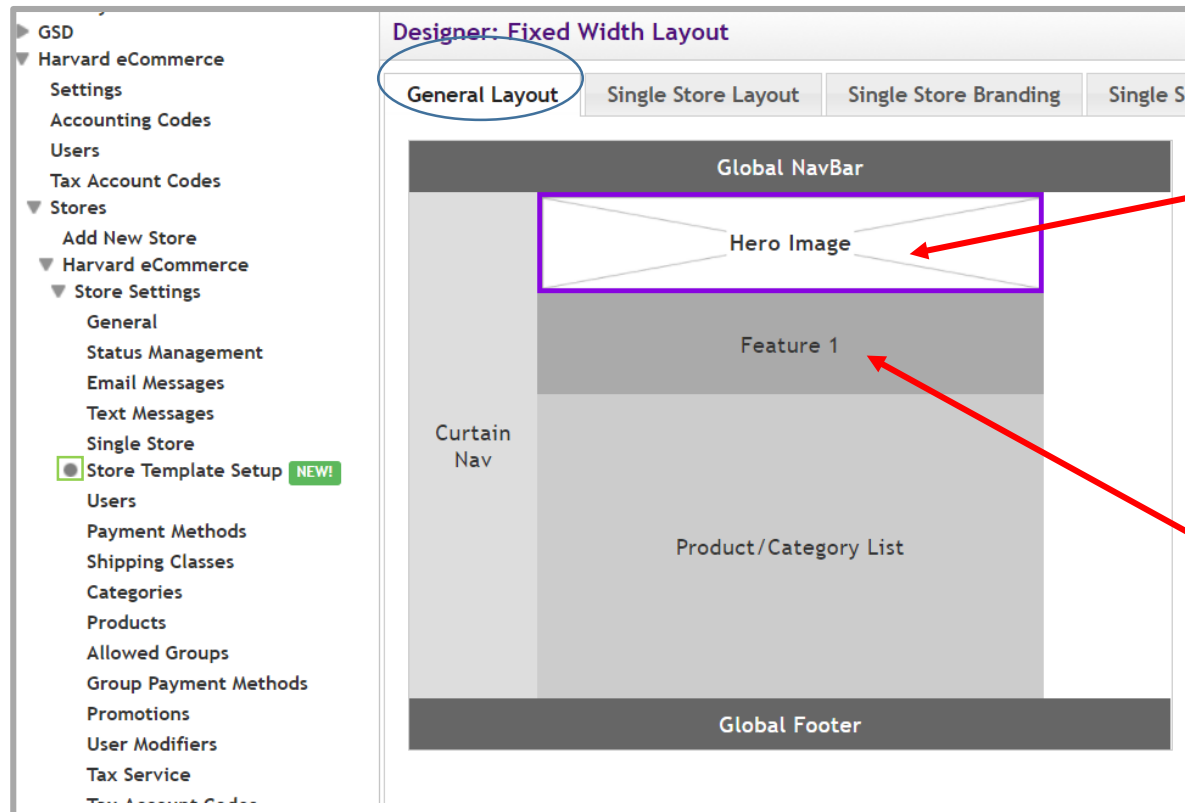
Store Template Setup:

The **Designer: Fixed Width** template is a new feature within TouchNet. It offers greater ability to customize and brand your uStore without needing to know HTML or CSS. The **Classic** template will eventually be phased out. We strongly recommend creating your store with the **Designer: Fixed Width** template.

The screenshot shows the 'Marketplace Store Templates' selection screen. On the left is a navigation menu with the following items: Marketplace Home, System Administration, Athletic Classes, Baker Library, Dental School, Divinity School, GSD, Harvard eCommerce, Settings, Accounting Codes, Users, Tax Account Codes, Stores, Add New Store, Harvard eCommerce, Store Settings, General, Status Management, Email Messages, Text Messages, Single Store, Store Template Setup (marked with a 'NEW!' badge), Users, Payment Methods, Shipping Classes, Categories, Products, and Allowed Groups. The 'Store Template Setup' item is selected. The main content area is titled 'Marketplace Store Templates' and includes a 'Print Page' icon. A yellow box contains the instruction: 'Select a template below to setup your store layout.' Two template cards are displayed: 'Classic' and 'Designer: Fixed Width'. The 'Classic' card shows a simple layout with a 'Set To Current' and 'Edit' button, and a checkmark indicating it is the 'Original 7.0 Marketplace'. The 'Designer: Fixed Width' card is marked as 'NEW!' and shows a layout with a hero image and a feature section. It has a 'Current' button (highlighted in purple) and an 'Edit' button, with checkmarks indicating features: 'Fixed Hero Image' and 'Single Feature Section'.

Store Template Setup

On the **General Layout** tab, as you move your mouse over each component, a purple outline will appear around each component that can be configured. You can click on the various components to see the related configuration settings.



Main Home Page Image

We recommend you use an image:

- 1140 pixels wide by 320 pixels high
- Accepted file formats: JPG, GIF, or PNG
- Maximum file size is 250 KB

Optional area for customized HTML and CSS.

*Any major changes to the style sheets should be performed by an experienced web designer. Faulty CSS code can cause stores to stop loading correctly in the web browsers of your customers

Template Setup: Single Store Branding Cheat Sheet

The image shows a screenshot of a Harvard University eCommerce store template. On the left side, there are ten red-bordered boxes with white text, each with a red arrow pointing to a specific element on the store page. The store page itself has a dark header with a hamburger menu icon, the text 'Harvard University', a search icon, and a shopping cart icon with a '0' badge. Below the header is a large banner image of three red Harvard banners hanging from a building, with the text 'Harvard eCommerce Store' overlaid. Underneath the banner is a navigation bar with 'Harvard University' and 'Home'. The main content area features a heading 'Store Categories' followed by four category tiles: 'Events' (with a shopping cart icon), 'Publications' (with a head-shaped bookshelf icon), 'Apparel' (with a red hoodie icon), and 'Invoice Payment' (with a hand using a laptop icon). At the bottom is a footer area with 'Single Store Footer Appears Here', copyright information, social media links, and the TouchNet logo.

Fly-out Menu Curtain

Global NavBar

Single Store Header

Body Color

Main Content Color

Heading 1

Heading 2

Body Font (size)

Hyperlink

Store Footer

Global Footer

Harvard University

Single Store Header Appears Here

Harvard eCommerce Store

Harvard University

Home

Store Categories

Events

Publications

Apparel

Invoice Payment

Single Store Footer Appears Here

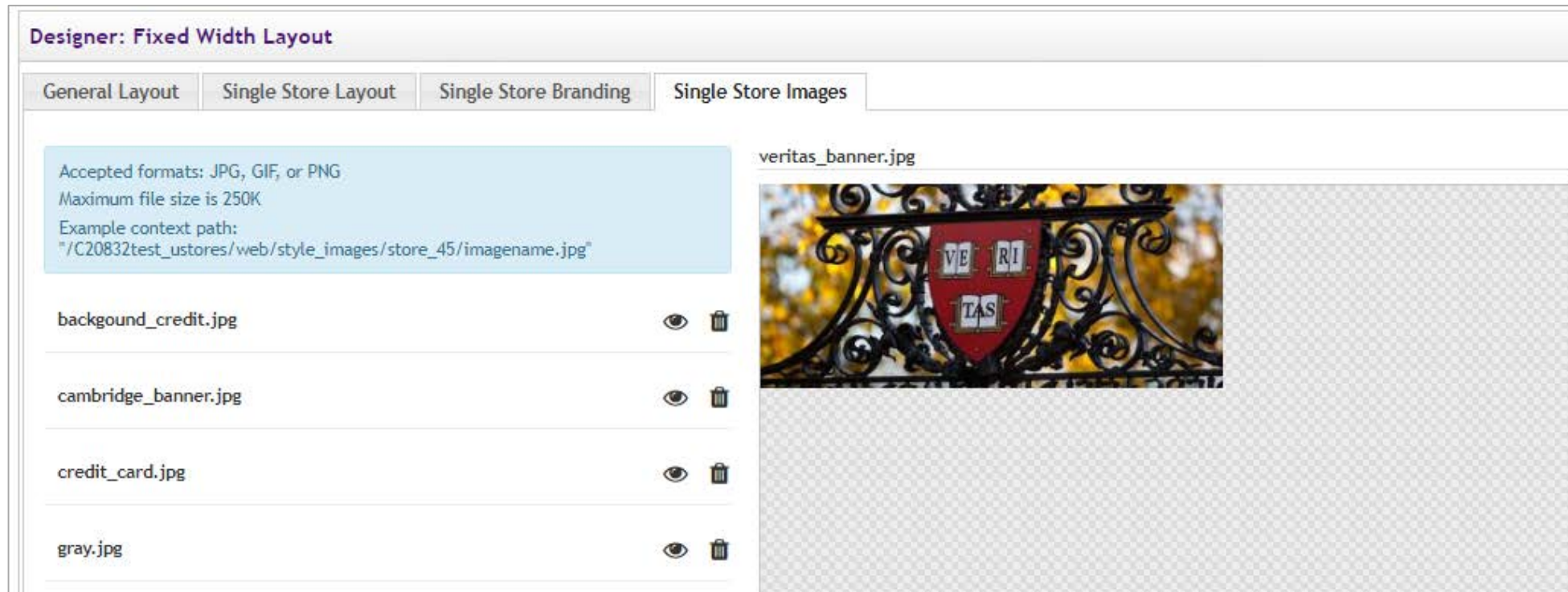
©2018 TouchNet® A Global Payments Company | All rights reserved. | Privacy Statement

Store Links: f t in

Secured by touchnet*

Store Template Setup Cont.

The Single Store Images tab allows you to upload, manage, and preview images. These images can be used with fields that support HTML or CSS. Some of these HTML fields include: **Feature 1**, **Product Descriptions**, **Single Store Header**, and **Single Store Footer**.



Users

Every store needs to have at least one user assigned to the following roles:

Edit User Print Page

Add or remove user roles. User changes will be effective at next login.

Application was successfully updated.

[Back To Users](#)

User Status

Status	Enabled
--------	---------

User Information

U. Commerce Username:	C20832.mmcewan
First Name:	Martha
Last Name:	McEwan
U. Commerce Email:	martha_mcewan@harvard.edu
Email:	

Marketplace Roles

Assigned Roles	Available Roles
Remove	Add
Manager	<input checked="" type="checkbox"/> Fulfiller with cancel/refund rights
	<input type="checkbox"/> Fulfiller
	<input type="checkbox"/> Store Clerk
	<input checked="" type="checkbox"/> Store Accountant

[Save](#)

Store Managers – responsible for managing store settings, adding and editing products and creating store promotions

Fulfillers with refund/cancel rights – can fulfill orders and issue refunds

Store Accountants – can access all store reports

Categories

Examples of category layouts/views

Detailed Layout. The shopper sees product thumbnail images, short descriptions, names, and prices. This layout works well for categories that don't contain many products, or when you want to quickly advertise more information about the products in a category.

Thumbnail Layout. The shopper sees product thumbnail images and names. This layout works well for many product groupings.

Name and Price. The shopper sees product names and prices. This layout works well when products don't have images, or when the category contains many products.

Detailed:

Items for Sale

Home | Sample Store | Items for Sale

Campus Sweat Shirt Price: \$30.00
This sweat shirt is 100% cotton. It's available in four sizes and two colors. Size: Select One Color: Select One Quantity: 1 [Add To Cart](#)

Campus T-Shirt Price: \$20.00
This T-Shirt is 100% cotton. It's available in four sizes and three colors. Size: Select One Color: Select One Quantity: 1 [Add To Cart](#)

Cup with Campus Logo Price: \$15.00
This ceramic cup contains a campus logo. Quantity: 1 [Add To Cart](#)

Thumbnails:

Items for Sale

Home | Sample Store | Items for Sale

Campus Sweat Shirt Campus T-Shirt Cup with Campus Logo Cup with Rocks Logo

Hat with Basketball Logo Hat with College Logo Hat with Team Logo Hat with U Logo

Name and Price:

Items for Sale

Home | Sample Store | Items for Sale

Name	Price	Actions
Campus Sweat Shirt	\$30.00	View Details
Campus T-Shirt	\$20.00	View Details
Cup with Campus Logo	\$15.00	View Details
Cup with Rocks Logo	\$15.00	View Details
Hat with Basketball Logo	\$20.00	View Details
Hat with College Logo	\$20.00	View Details
Hat with Team Logo	\$20.00	View Details
Hat with U Logo	\$20.00	View Details

Products

There are three ways to add products: Add a single product, import multiple from a .csv file, or clone an existing product.

Harvard eCommerce Products

Click on links to access product settings, items for sale, and modifiers.

Add Product Import Product Related Products

Products

Show 25 entries Search:

Name	Type	Items for Sale	Quantity	Store Category	Web	
Bumper Sticker	Generic	1				Change Web Availability
Crimson Harvard Hat	Generic	2				Assign/Remove Categories
Digital Format - User Guide	Digital	1				Social Media Management
Donation	Donation	1	Tracked			Schedule Price Update
eCommerce Conference 2017 Registration	Generic	1	500	(Store Home Page), Conf. Registration	Enabled	Delete Product
eCommerce Conference 2018 Registration	Generic	1	500	Conf. Registration	Enabled	Clone Product

Once products are added, you can group them as **Related Products**. When a shopper views any product in this group, the page will display recommendations of other products in that group.

You can **Clone** an existing product from within that product's settings.

Products Cont.

Adding a single product

Marketplace Home

- System Administration
- Athletic Classes
- Baker Library
- Dental School
- Divinity School
- GSD
- Harvard eCommerce
 - Settings
 - Accounting Codes
 - Users
 - Tax Account Codes
 - Stores
 - Add New Store
 - Harvard eCommerce
 - Store Settings
 - General
 - Status Management
 - Email Messages
 - Text Messages
 - Single Store
 - Store Template Setup **NEW!**
 - Users
 - Payment Methods
 - Shipping Classes
 - Categories
 - Products**
 - Allowed Groups

Choose from shipping classes you have created

Tax rates will vary, discuss with your Finance Office and Marketplace Administrator

Select product accounting code if differs from the default

Access to purchase products can be restricted

Message will appear on the packing slip that is printed during the fulfillment process

Products Cont.

Adding single product

Item for Sale Settings

Item for Sale	Id
Umbrella	Set with confirmation
Price is in USD (\$)	
Price:	19.99
Stock Number (Maximum characters 30):	2832738

Check to see if stock number is already used

Limit Quantity:

Yes, Maximum Per Order:

No

Track Inventory:

Yes, Initial Inventory:

No

Out of Stock Message (This message will appear if the item goes out of stock): (500 chars max) (HTML Allowed)

Low Inventory Notification:

Yes, Low Inventory Notification Quantity:

No

Back Orderable:

Yes

No

Auto Fulfill:

Yes

No

Product Notification

To send product notifications, enter email address. For multiple email addresses, use a comma as a separator.

Email addresses: (500 chars max)

Important: **Auto Fulfill** will complete the purchase and charge the customer's card at the time of purchase. Products that are set not to **Auto Fulfill** will remain as pending and the customer's card will not be charged until a store administrator assigned the role of **Fulfiller** completes the fulfillment process.

This field is intended to notify store administrators, not customers.

Products Cont.

After product has been added you can manage the product from the **Products** screen or select the desired product to add **Options** and **Modifiers**.

Harvard eCommerce Products

Click on links to access product settings, items for sale, and modifiers.

Add Product Import Product Related Products

Products

Show 25 entries Search:

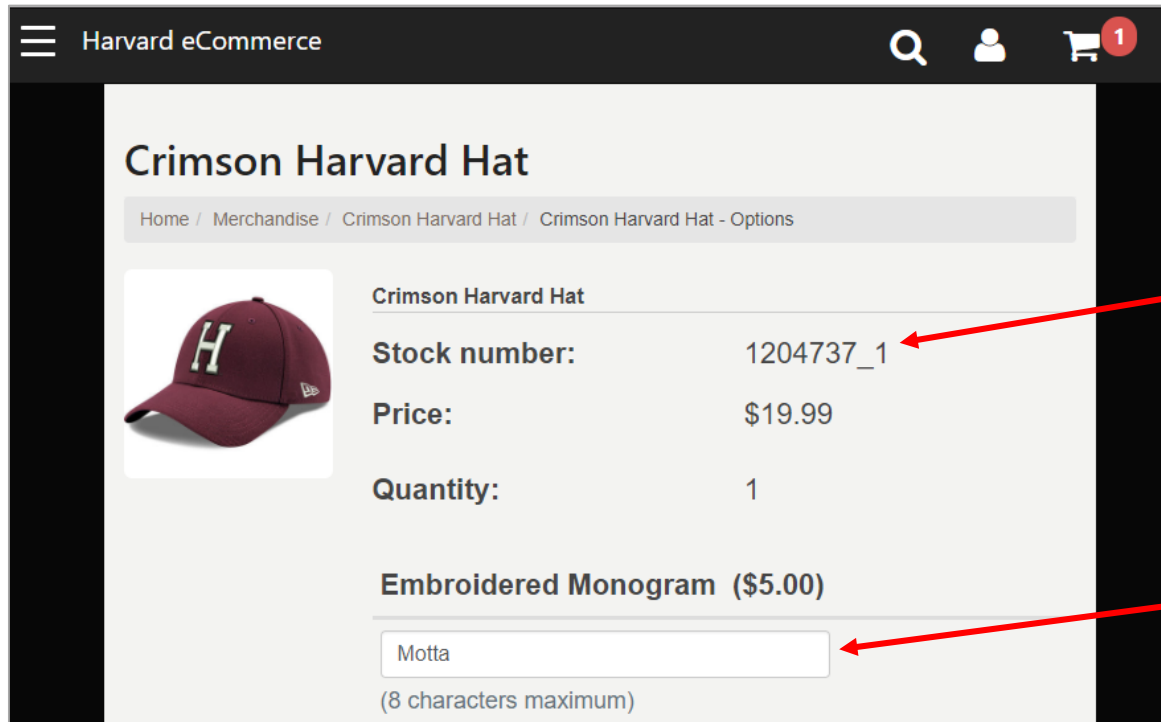
Name	Type	Items for Sale	Settings
Bumper Sticker	Generic	1	
Digital Format - User Guide	Digital	1	
Donation	Donation	1	
eCommerce Conference 2018 Registration	Generic	1	
eCommerce Conference Gala	Generic	1	
event	Generic	1	

Change Web Availability
Assign Multiple Mall Categories
Remove Multiple Mall Categories
Assign Multiple Store Categories
Remove Multiple Store Categories
Social Media Management
Schedule Price Update
Create Package
Delete Products

Product settings can be changed by clicking on the product name or settings gear dropdown menus.

Products Cont.

Options vs. Modifiers: An **Option** is a factor such as size or color that may or may not change the price but results in a different inventory item. A **Modifier** allows you to gather additional buyer info. It may or may not change the price but does not result in a different inventory item.



On the previous product screen the “Kids - \$19.99” **Option** was selected, resulting in a different product/stock number

A **Modifier** was added to gather additional buyer info for an optional feature

Example of a product with both an **Option** and **Modifier**

Products Cont.

To set up **Options**, you will first choose your **Options**, then you will assign them **Values**.

Option Name	Sort Key
<input checked="" type="checkbox"/> Size	<input type="text"/>
<input checked="" type="checkbox"/> Color	<input type="text"/>
<input type="checkbox"/>	<input type="text"/>

Value Name	Sort Key
Small	<input type="text"/>
Medium	<input type="text"/>
Large	<input type="text"/>

Value Name	Sort Key
Crimson	<input type="text"/>
White	<input type="text"/>

Options as the customer sees them

Home | Harvard eCommerce | Harvard Shirt

Price: \$25.00

Size: Large

Color: Select One

Quantity: Select One

Values as the customer sees them

Products Cont.

To add a **Modifier**: select the desired product from **Products** to access **General Settings** and **Add Modifier**. You will taken to the **Mange Modifiers** screen.

2018 eCommerce Conference: Manage Modifiers Print Page

Add, edit or remove modifiers. Sort key controls display order.

[Back To Products](#) [Back To Product Settings](#)

Add Modifier

Type	Example
Drop-down Selection	Example Optional Example Required
Text Entry	Example Optional Example Required
Multiple Select Checkboxes	Example Optional Example Required

Add Modifier Group

Type	Example
Table Builder	Example

Modifiers

Name	Sort Key	Type	Frequency	Format What is this?	Actions
Modifiers applied to this Product: None					

There are three types of **Modifiers** that can be used to gather buyer info.

These **Modifiers** can be arranged for easier viewing with the **Table Builder**.

Products Cont.

Text Entry Modifiers: the shopper is asked to enter a text response to a prompt. This is useful for names and other custom buyer info.

Marketplace Home
System Administration
Dental School
Divinity School
GSD
Harvard Athletics
Harvard eCommerce
Settings
Accounting Codes
Users
Tax Account Codes
Stores
Add New Store
Harvard eCommerce
Store Settings
General
Status Management
Email Messages
Text Messages
Single Store
Store Template Setup **NEW!**
Users
Payment Methods
Shipping Classes
Categories
Products
Allowed Groups
Group Payment Methods
Promotions
User Modifiers
Tax Service
Tax Account Codes
Order Search

2018 eCommerce Conference: Add Product Modifier Print Page

Text Entry Modifier are shown with the Item For Sale. Price adjustment is the amount added to or subtracted from the base product price.

Back To Products Back to Product Settings Back to Manage Modifiers

Text Entry Modifier

Name:	First Name
Type:	<input checked="" type="radio"/> Required <input type="radio"/> Optional
Format Validation: What is this?	Free Text
Minimum Characters	1
Maximum Characters (1000 is Maximum Allowed):	25
Price Adjustment:	0
Hide Modifier In Confirmation Emails:	<input type="checkbox"/> Yes (Recommended with collecting of sensitive data)
Frequency:	<input type="radio"/> Static (Displayed once per product) <input checked="" type="radio"/> Dynamic (Repeated based on quantity purchased)

Add Modifier

Frequency comes into play if two or more the product is purchased.

Static will display the modifier prompt only once.

Dynamic will display it for each quantity ordered.

For example, if multiple people register for an event, **Static** will only ask for one name, **Dynamic** will ask for each attendee's name.

Products Cont.

Drop-down Selection Modifier: customer will be prompted to choose only one option from a list.

Drop-down Selection	
Name:	Affiliation
Type:	<input checked="" type="radio"/> Required <input type="radio"/> Optional
Frequency:	<input type="radio"/> Static (Displayed once per product) <input checked="" type="radio"/> Dynamic (Repeated based on quantity purchased)
The buyer will select from the following entries.	
Selection	Price Adjustment
1. Student	-100
2. Non-Student	
3. Member - Use Promo Cod	
4.	

Price adjustments can be increased, decreased, or no change

***Indicates required information**

Stock number: 0088076
Price: \$300.00
Quantity: 1

*** First Name**
(1-30 character[s])
[Text Input]

*** Last Name**
(1-30 character[s])
[Text Input]

*** Affiliation**
Please Select
Please Select
Student (\$ -100.00)
Non-Student
Member - Use Promo Code at Checkout

Example of how the customer will see the **Drop-down Modifier** during the checkout process

Products Cont.

MultiSelect Checkbox: prompts customer to select one or more options.

Users
Tax Account Codes
Stores
Add New Store
Harvard eCommerce
Store Settings
General
Status Management
Email Messages
Text Messages
Single Store
Store Template Setup **NEW!**
Users
Payment Methods
Shipping Classes
Categories
Products
Allowed Groups
Group Payment Methods
Promotions
User Modifiers

MultiSelect Checkbox

Name: Extras

Type: Required
 Optional

Frequency: Static (Displayed once per product)
 Dynamic (Repeated based on quantity purchased)

Buyer will make selection from the entries below:

Selection	Price Adjustment
1. Signed Copy of Keynote Speaker's Book	25.00
2. Tote Bag	10.00
3. Coffee Mug	8.00

Add More Selections

***Indicates required information**

Stock number: 0088076
Price: \$300.00
Quantity: 1

*** First Name**
(1-30 character[s])

*** Last Name**
(1-30 character[s])

*** Affiliation**
Please Select

Gala Ticket
Please Select

Extras

- Signed Copy of Keynote Speaker's Book (\$25.00)
- Tote Bag (\$10.00)
- Coffee Mug (\$8.00)

Continue

Example of **MultiSelect Checkbox** seen by customer

Products Cont.

Attendee List: will allow prospective customers to see a list of people who have already registered (purchased the product.) Registrants can opt out of being included in the **Attendee List**.

The screenshot shows a navigation menu on the left with 'Products' selected. The main content area displays 'General Settings' for a product with the following details:

Id:	44
Type:	Generic
Name: (200 chars max)	2018 eCommerce Conference
Items for Sale (1):	View Add Options
Modifiers:	Manage Modifiers
Attendee List:	Add List
Web status:	Enabled Manage Status

The option to **Add List** will only appear after **Modifiers** have been added to a product.

Products Cont.

Table Builder: once **Modifiers** are added to a product, **Table Builder** can be used to used to organize them maximizing horizontal space. This is especially useful if the customer is allowed to purchase two or more of the same item.

The screenshot shows the 'Table View' for the 'eCommerce Conference 2018 Registration' product. The page title is 'eCommerce Conference 2018 Registration' with a breadcrumb trail: 'Home / Conf. Registration / eCommerce Conference 2018 Registration / eCommerce Conference 2018 Registration - Options'. A red icon of a shopping cart with a mouse is on the left. The product details include: 'eCommerce Conference 2018 September 14th-16th Boston, MA', a price of '\$495.00', and a quantity of '1'. Below this is a 'Name and Affiliation' section with input fields for 'First Name' and 'Last Name' (both with '(1-25 character[s])' constraints) and a dropdown for 'Affiliation' with options: 'Select One', 'Student (\$ -100.00)', 'Non-Student', and 'Member - Use Promo Code at Checkout'. The 'Lunch Selection' section has three dropdowns for 'Day 1 Lunch Selection', 'Day 2 Lunch Selection', and 'Day 3 Lunch Selection', each with a 'Select One' option. The 'Extras' section has checkboxes for: 'Signed Copy of Keynote Speaker's Book - \$25 (\$25.00)', 'Tote Bag - \$9.99 (\$9.99)', 'Mug - \$9.99 (\$9.99)', and 'Pen & Notebook - \$0' (which is checked).

Table View

The screenshot shows the 'Regular View' for the 'eCommerce Conference 2017 Registration' product. The page title is 'eCommerce Conference 2017 Registration' with a breadcrumb trail: 'Home / Conf. Registration / eCommerce Conference 2017 Registration / eCommerce Conference 2017 Registration - Options'. A red icon of a shopping cart with a mouse is on the left. The product details include: 'eCommerce Conference 2018 September 14th-16th Boston, MA', a price of '\$495.00', and a quantity of '1'. Below this is a 'First Name' section with an input field and '(1-25 character[s])' constraint. The 'Last Name' section has an input field and '(1-25 character[s])' constraint. A dropdown menu is open below the last name field with options: 'Select One', 'Student (\$ -100.00)', 'Non-Student', and 'Member - Use Promo Code at Checkout'. At the bottom, there is another dropdown menu with the option 'Select One'.

Regular View

Products Cont.

To add a **Digital Products**:

1. Request digital space from otm_ecommerce@Harvard.edu
2. When adding in **Products**, select **Digital** and add as you would any other product

Settings Accounting Codes Users Tax Account Codes ▼ Stores Add New Store ▼ Harvard eCommerce ▼ Store Settings General Status Management Email Messages Text Messages Single Store Store Template Setup NEW! Users Payment Methods Shipping Classes Categories ● Products Allowed Groups Group Payment Methods Promotions User Modifiers Tax Service Tax Account Codes Order Search	Item for Sale Settings	
	Item for Sale	Id
	digital product	Set with confirmation
	Price is in USD (\$)	
	Price:	1.00
	Stock Number (Maximum characters 30):	3304808
	Assign Random Stock #	
	<input checked="" type="checkbox"/> Check to see if stock number is already used	
	Upload product file:	Select file for upload
	Limit Order Quantity:	<input type="radio"/> Yes, Maximum Order Quantity: <input type="text"/> <input checked="" type="radio"/> No
	Limit Downloads:	<input checked="" type="radio"/> Yes, Maximum Downloads: <input type="text"/> <input type="radio"/> No
	Limit Time For Download:	<input type="radio"/> Yes, Maximum Time Limit in days: <input type="text"/> <input checked="" type="radio"/> No
	Auto Fulfill:	<input checked="" type="radio"/> Yes <input type="radio"/> No

Indicate maximum amount of times the customer can download the file from one purchase.

Indicate how long the customer has to complete their downloads.

Products Cont.

The **Donation** Product Type is used for any product that requires the user to enter a custom amount such as an invoice.

<ul style="list-style-type: none">Accounting CodesUsersTax Account CodesStores<ul style="list-style-type: none">Add New StoreHarvard eCommerce<ul style="list-style-type: none">Store Settings<ul style="list-style-type: none">GeneralStatus ManagementEmail MessagesText MessagesSingle StoreStore Template Setup NEW!UsersPayment MethodsShipping ClassesCategoriesProductsAllowed GroupsGroup Payment MethodsPromotionsUser ModifiersTax ServiceTax Account CodesOrder Search	Product Settings	
	Product Name: (200 chars max)	Invoice Payment
	Short Description: (500 chars max) (HTML Allowed)	Pay Invoice
	Long Description: (30,000 chars max) (HTML Allowed)	Pay Invoice
	Product Type	<input type="radio"/> Generic <input type="radio"/> Digital <input checked="" type="radio"/> Donation
Should this be offered as an additional item at checkout?	<input type="radio"/> Yes <input checked="" type="radio"/> No	
Should this be offered only as an additional item at checkout? (Only if yes to question above)	<input type="radio"/> Yes <input checked="" type="radio"/> No	

Product Name will be seen by the customer.

Donation must be selected.

Categories

Top-Level Categories will be displayed on your store's home page.

Marketplace Home

- System Administration
- Athletic Classes
- Baker Library
- Dental School
- Divinity School
- GSD
- Harvard eCommerce
 - Settings
 - Accounting Codes
 - Users
 - Tax Account Codes
- Stores
 - Add New Store
 - Harvard eCommerce
 - Store Settings
 - General
 - Status Management
 - Email Messages
 - Text Messages
 - Single Store
 - Store Template Setup **NEW!**
 - Users
 - Payment Methods
 - Shipping Classes
 - Categories**

Harvard eCommerce Categories Print Page

Add top level categories. Edit or add sub categories to current store categories.

Category removed.

[Add Top-Level Category](#) [Manage Category List](#)

Product Categories

Show 10 entries Search:

Id	Name	Products	Actions
	(Store Home Page)	0	Edit
59	Conference Registration	2	Edit Add Sub-Category
60	Merchandise	4	Edit Add Sub-Category
61	Publications	2	Edit Add Sub-Category
65	Donation	4	Edit Add Sub-Category

Showing 1 to 5 of 5 entries First Previous 1 Next Last

After adding **Top-Level Category**, select **Edit** or **Add Sub-Category** to continue customizations for each category.

Promotions

Promotional Code offers the opportunity to provide discounts to certain customers.

The screenshot shows the 'Add Store Promotion' form. A yellow warning box at the top states: 'Promotions will not apply to package products. Separate email addresses with a delimiter like a comma or semi-colon. Enter the same delimiter in the Delimiter Used field.' Below this is a 'Back To Promotions' button. The form is divided into several sections: 'Promotion Information' (Promotion Code: 30SALE, Name of Promotion: 30% Off Everything, Promotion Description: 30% Off Everything), 'Promotion Discount' (Promotion Type: Percentage Off Per Item, Value Off: 30), 'Promotion Usage' (From: 11/28/17, To: 1/1/18, Can a customer use this promotion code more than once?: No, Maximum number of times this promotion code can be used by all users: 100), and 'Promotion Email' (Email Addresses Receiving Promotion: martha_mcewan@harvard.edu;mem2413@yahoo.com, Delimiter used to separate Email Addresses: ;, Send Email to specified Email Addresses: checked). A 'Create Promotion' button is at the bottom.

The screenshot shows the checkout process. On the left is the 'Order Summary' table:

Item Total:	\$62.97
Promo discount:	-\$18.90
Delivery Charge:	\$4.99
Tax:	\$0.00
Total:	\$49.06

On the right is the 'Delivery Address' section with the address: Martha Mcewan, 1033 Mass ave, cambridge, MA 02138-0000, United States. Below this is a 'Change Delivery Address' button. At the bottom right is the 'Promotional Code' section with a text input field, a note '(You can use one code per Cart.)', an 'Apply' button, and a green confirmation box: 'Applied Promotion: "30SALE"'. A red arrow points from the 'Applied Promotion' box back to the 'Promotional Code' input field.

Promo code as seen during check out process

Checking this box will give you the opportunity to compose an email to customers, offering the promotion.

User Modifiers

A user modifier is not product related. It is used to collect additional buyer information during the checkout process.

Harvard eCommerce User Modifiers

Modifiers can be configured for information collection about the buyer.

Add Modifier

Type	Example
Drop-Down Selection	Example Optional Example Required
Text Entry	Example Optional Example Required
Multiple Select Checkboxes	Example Optional Example Required

Add Modifier Group

Type	Example
Table Builder	Example

Current Modifiers

Name	Sort Key	Type	Format What is this?	Actions
My user modifier would appear here	<input type="text"/>	Required Drop-Down Selection	N/A	Edit Remove

[Save Sort](#)

Harvard eCommerce Buyer Information

Home / Cart / Additional Items / Delivery Methods / Address / Payment Methods / Buyer Information / Review / Receipt

Harvard eCommerce Buyer Information

Please enter the Buyer Information requested for Harvard eCommerce.

*Indicates required information

My user modifier would appear here *

Please Select

[Review Order](#)

Item	Delivery Address	Promotional Code
Total: \$19.99	martha m 1033 Mass Ave	Promotional Code:

Resources

Cash Management eCommerce Team

Martha McEwan
eCommerce Analyst
martha_mcewan@harvard.edu

eCommerce Customer Service
otm_ecommerce@harvard.edu

Additional Harvard TouchNet Resources