

# webShaper e-catalogue

## Template Design & Integration Guide



# Designing for webShaper e-catalog

This section will describe in detail the items that can be customized like buttons and components for webShaper e-catalog. This section is divided into

- i. Plug-In Components**
- ii. Designing for Dynamic Pages**
- iii. Template Design Guidelines**

## **i. Plug-In Components**

There are a few items that you could put into consideration when designing for e-catalog. These items are:

- Search Box Form
- Category Listing Component
- RSS link.
- Product Map
- News Component
- Newsletter Form
- Featured Products Component

## Search Box Form

The search box can either search the web site (calls searchProd.asp), or calls google search. The codes for the form are listed below:

```
<form name="FormSearch" method="get" action="http://www.google.com/search" target="_blank"
onsubmit="return Search()">

    <div>
    <input type="text" name="q" size="18" maxlength="255" value="" class="textbox"/>
    <br/>
    <ws_button id="btnSearch" />

    <input type="hidden" name="ie" value="UTF-8" />
    <input type="hidden" name="oe" value="UTF-8" />
    </div>

    <div>
        <input type="hidden" name="domains" value="http://www.neowave.com.my" />
        <input type="radio" name="sitiesearch" value="products" checked="checked" />
        Products<br/>
        <input type="radio" name="sitiesearch" value="http://www.neowave.com.my" />
        Web Site<br/>
    </div>

    <div>
        Powered by 
    </div>
</form>

<!--
for the form checking, please add this to your template file:

<script language="JavaScript" src="/webshaper/store/0js/template.js"
type="text/javascript"></script>

-->
```

## Category Listing Component

Category listing will list down categories level using a tree view structure. To call up the component, enter <categoryListing/> in either one of the template files.

Each component has its own XML data file, and also an XSL file. For category listing, the respective files are categoryList.xml and categoryList.xsl. You can further edit the configuration by editing the file called skin.xml.

The XML data file stores the list of all categories, while the XSL file is used to style the component.

However, there are some CSS class hooks into the component, so you don't need to open up the XSL file to style it.

Below is the HTML structure for category listing, under categoryList.xsl.

```
<div class="categoryList" >
  <div class="categoryListHeader" >
    [ws_component/header/text]
  </div>
  <div class="categoryListBody" >
    <ul id="categoryList_ul_0" >
      <li><a href="..." >category 1</a></li>
      <li><a href="..." >category 2</a></li>
      <ul>
        <li><a href="..." >category 2.1</a></li>
        <li><a href="..." >category 2.2</a></li>
      </ul>
    </ul>
  </div>
  <div class="categoryListFooter" >
  </div>
</div>
```

categoryListing	
CSS class	Description
categoryList	div wrapper
categoryListHeader	div header
categoryListBody	div body
categoryListFooter	div footer

Besides that, you can edit the following in the skin.xml file:

- i. Component header text
- ii. Category Depth Level

## RSS Link

E-catalog RSS feed file contains news listing and also Featured Products list that is updated every time user logs off from webShaper e-catalog Control Panel.

The RSS file is stored at folder <http://www.YourWebSite.com/webshaper/store/index.xml>

To link to it, just add something like below:

```
<a href="/webshaper/store/index.xml" >&#160;RSS Feed</a>
```

## Product Map

The Product Map page list down all the active categories and products inside the Product Catalog Manager. It's meant to help search engine robots to access the link to these links immediately from the website. Therefore, it's advisable to expose out this link on the template pages.

Example code:

```
<a href="/webshaper/store/productMap.asp" >Product Map</a>
```

## News Component

The News Component is a list of news title and it's date that can be inserted inside the template. To call up the component, use the code `<newsComponentList/>`

HTML structure inside newsComponent.xsl

```
<div class="newsComponent">
    <div class="newsComponentHeader">
    </div>
    <div class="newsComponentBody">
        <ul>
            <li><a href="...">news title 1<br/>12 Dec 2006</a></li>
            <li><a href="...">news title 2<br/>12 Dec 2006</a></li>
        </ul>
    </div>
    <div class="newsComponentFooter">
    </div>
</div>
```

<b>newsComponentList</b>	
<b>CSS class</b>	<b>Description</b>
newsComponent	div wrapper for component
newsComponentHeader	div header
newsComponentBody	div body
newsComponentFooter	div footer

Under skin.xml, you can edit:

- i. Component header text

## Newsletter Form

Normally, the Newsletter Form is exposed out in the template pages, so that visitors can immediately sign up to the email listing for further product or company updates.

The HTML example code for the newsletter form is as below:

```

<form name="FormSubscribe" method="post" action="/webshaper/store/newsletterSubscribe.asp"
onsubmit="return CheckFormSubscribe()" >

    <input type="hidden" name="fp" value="1" />

    <div>
        <label for="custName" >Name:</label><br/>
        <input id="custName" size="20" name="custName" value="" class="textbox"
/><font color="red" >*</font><br/>

        <label for="email" >Email:</label><br/>
        <input id="email" size="20" name="email" value="" class="textbox" /><font
color="red">*</font><br/>

        <label for="mobilePhone" >Mobile: </label><br/>
        <input id="mobilePhone" size="20" name="mobilePhone" value="" class="textbox"
/>

        <ws_button id="btnSubscribe" />
    </div>
</form>

<!--

for the form checking, please add this to your template file:

<script language="JavaScript" src="/webshaper/store/0js/template.js"
type="text/javascript"></script>

-->

```

## Featured Products List

You can add featured products list on any static pages by adding `<featuredproductslist/>` in one of the static page. Normally this is added to the index.html page.

HTML example code:

```
<div class="featuredProductsHeader" >
  "Featured products title"
</div>

<table class="featuredProductsGrid" >
  <tr>
    <td>
      <div>
        "product picture"
      </div>

      <div class="featuredProducts_priceLabel" >
        "price label"
      </div>

      <div class="featuredProducts_prodItemShortDesc" >
        "short description"
      </div>

      <div>
        "button more info"
      </div>
    </td>
  </tr>
  <tr>
    <td>
      .....
    </td>
  </tr>
</table>
```

## ii. Designing for Dynamic Pages

Dynamic pages consists of the following pages  
(stored under <http://www.YourWebSite.com/webshaper/store> ):

contactUs.asp  
emailFriend.asp  
enquiry.asp  
enquiryAddItem.asp  
enquiryMultiple.asp  
news.asp  
newsletterSubscribe.asp  
newsletterUnsubscribe.asp  
productMap.asp  
searchProd.asp  
viewCat.asp  
viewProd.asp  
viewProdPrinter.asp

These pages do not generate the HTML directly to the browser. Instead, it generates XML data, which are combined with their respective XSL, to generate the content part of the website, which is then merged with the template files.

### 3 ways to change the appearance of the dynamic pages

- i. Using CSS (Cascading Style Sheet) to style each dynamic page.
- ii. Editing skin.xml to edit sections of the dynamic pages (e.g. header, sub header, and includes leftbar, rightbar, header, footer)
- iii. Editing their XSL file  
(<http://www.YourWebSite.com/webshaper/template/components/>). This gives you **full power** to change anything you want. However this requires advanced HTML knowledge and familiarity with XSL.

## General HTML framework for dynamic pages

To make things standardized, each dynamic page has a general HTML code wrapped around.

```
<div class="pageContent" >
  <div class="pageHeader" >
    [Editable in skin.xml]
  </div>

  <div class="pageSubHeader" >
    [Editable in skin.xml]
  </div>

  <div class="pageBody" >
    [Where dynamic content starts...]
  </div>
</div>
```

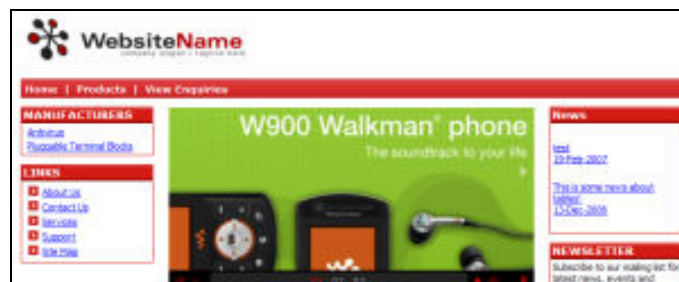
Therefore, you can use CSS to position your dynamic section accurately.

## iii. Template Design Guidelines















- 1) Use Text for Any Links whenever possible
  - a. Keep in mind purpose of template is to empower your customers to make changes whenever possible, or on area which they most likely to change.
  - b. Component designed as images is hard to change. Ask questions like: “What customers want to change?” Some obvious are logo, static page links etc.
- 2) Every template must include the below “component”, which are functionalities provided by webShaper e-commerce by default.
  - a. News
  - b. Newsletter
  - c. Search box Form
  - d. RSS Link
  - e. Product Map
  - f. Featured Products Component
  - g. Category Listing Component

Refer to standard demo store at <http://e-catalogue.neowave.com.my/>

- 3) Reserve a place for “Your Company Logo”, sample as below.



4) Buttons (refer to Skin.xml in webShaper e-catalog > Design > Themes )

Button Name	Button Images (Standard)
btnAddToEnquiry.gif	
btnBack.gif	
btnBookmark.gif	
btnEmail.gif	
btnEnquire.gif	
btnMoreInfo.gif	
btnPrint.gif	
btnSearch.gif	
btnSubmit.gif	
btnSubscribe.gif	
btnUnsubscribe.gif	
arrow_left.gif	
arrow_right.gif	
btn_zoom.gif	

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