



Avactis[®]
SHOPPING CART

Designer's Guide

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1. Introduction

In this document you will find a full description of the main Avactis pages and elements.

You can create a completely different storefront template with a new design. However, there are several required elements for each page type.

All of the storefront elements are described in this document.

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2. Avactis Design Terminology

Before we start, it is crucial that you have a good grasp of the terminology:

Storefront

The storefront is the area of the Avactis store that is accessed by visitors. The storefront contains categories, products, registration, checkout, and other pages.

Here is an example of an Avactis default storefront:



Theme

A theme is a preset package containing graphical appearance details. A theme is used to customize the look and feel of an Avactis storefront.

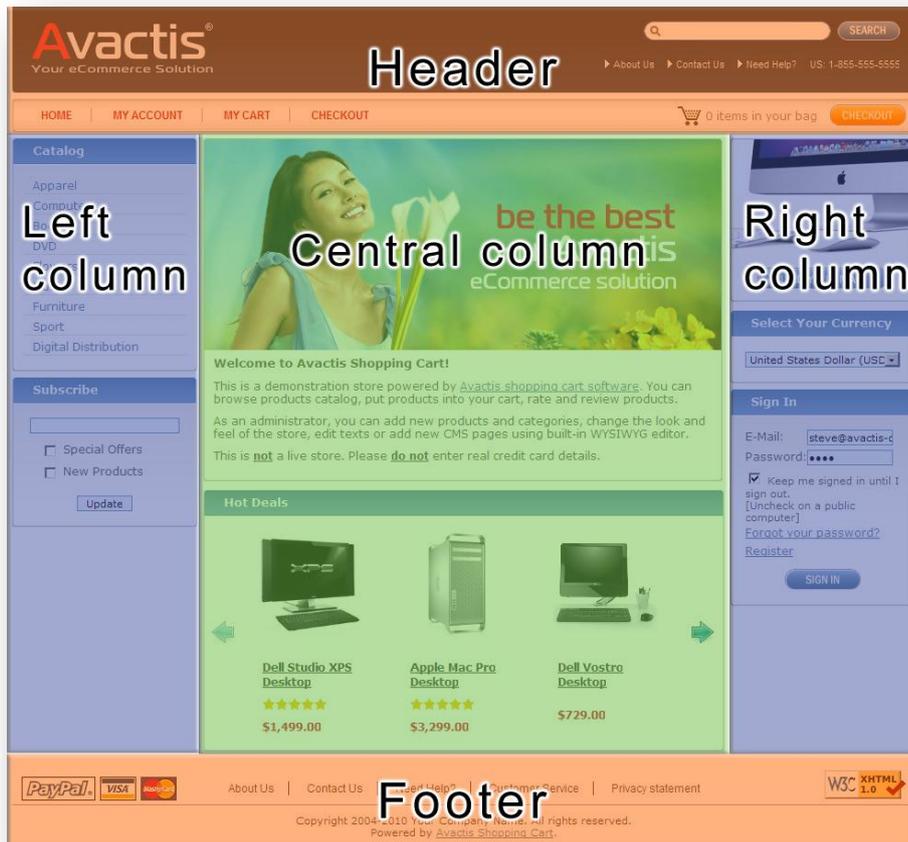
Here are examples of several different design themes:



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Layout

The layout is the overall design scheme of a page. It consists of containers or placeholders where other elements are located. For example, the layout of the main page includes the header; left, central, and right columns; and the footer. Here is an example of a home page layout:



Placeholder

A placeholder is an element of the layout that contains menus, texts, graphics, and other content. For example, the Header zone in the layout above is a placeholder which contains store blocks such as the logotype and a search form:



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Store block

Store blocks are elements of the Avactis store such as logotype, search form, category menu, sign-in box, or banner.



Here are examples of store blocks:



3. Default Layouts

Before creating an Avactis design theme it is best to decide which layout you prefer.

You can use the default layout with some adjustments or you can create a completely new layout for your store design with a different navigation or menu style.

By default Avactis uses one, two, and three column layouts for different pages:



Three column layout pages:

- Home page
- Category page
- Search page



Two column layout pages:

- Product page
- CMS page

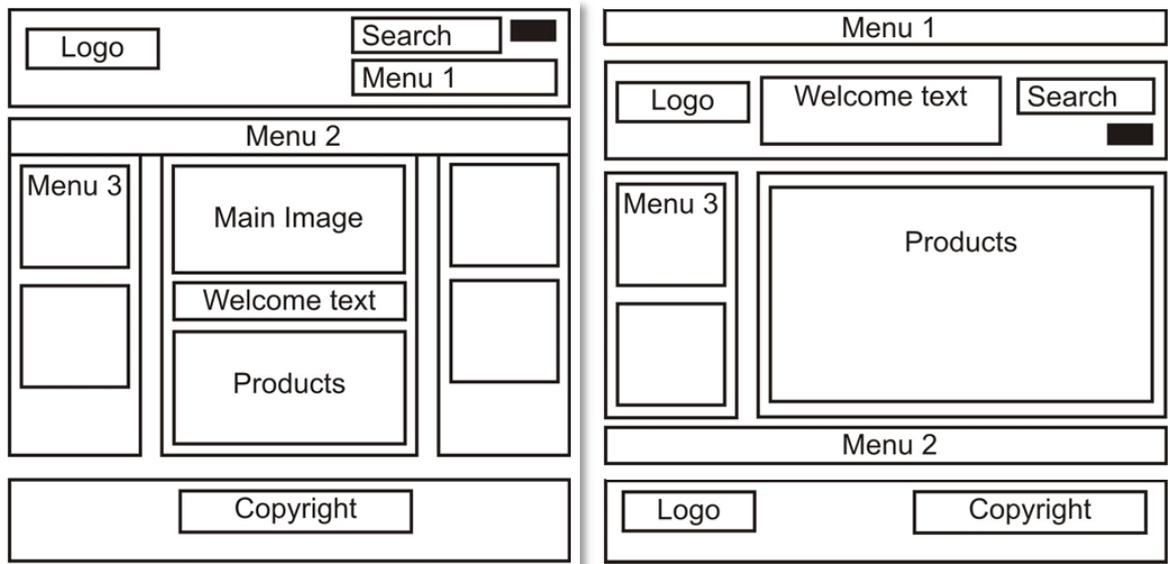
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One column layout pages:

- User account page
- Registration page
- Shopping cart page
- Checkout page

You can place store blocks in any order you want. For example, here is an abstract scheme of a default layout with placeholders and store blocks, which is an example of a different store layout design:

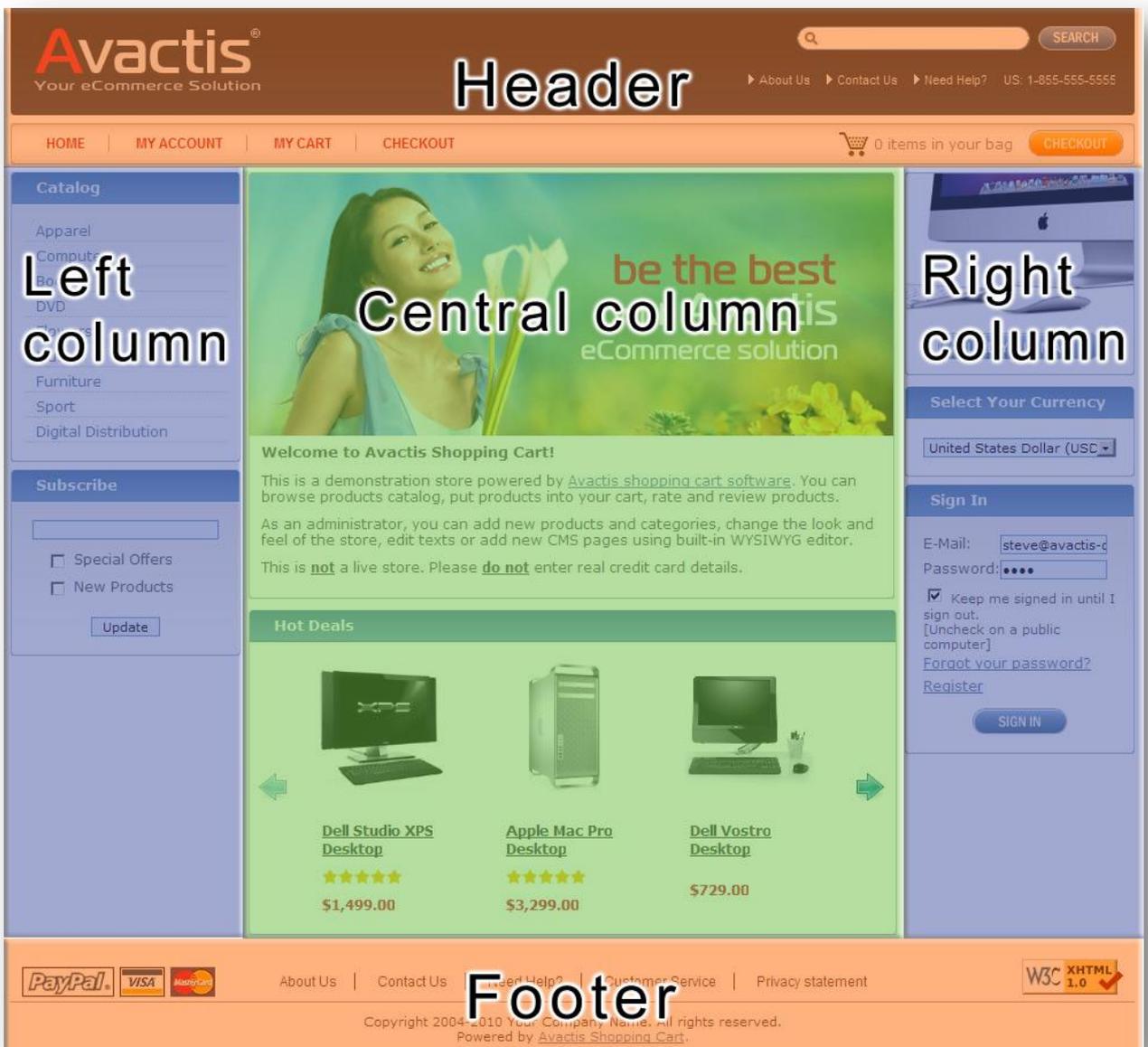


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3.1. Homepage layout

The layout of the home page consists of five main placeholders:

- Header
- Left column
- Right column
- Central column
- Footer



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Each placeholder contains different store blocks. The full list of main page elements is:

Header block:

- Store logo
- Store search form
- Quick Menu 1
- Quick Menu 2
- Checkout button

Left column:

- Language selector
- Categories menu
- Subscribe box
- Manufacturers list
- Featured products list

Central column:

- Main banner
- Welcome text
- Store categories list
- Hot Deals AJAX carousel
- Bestseller list

Right column:

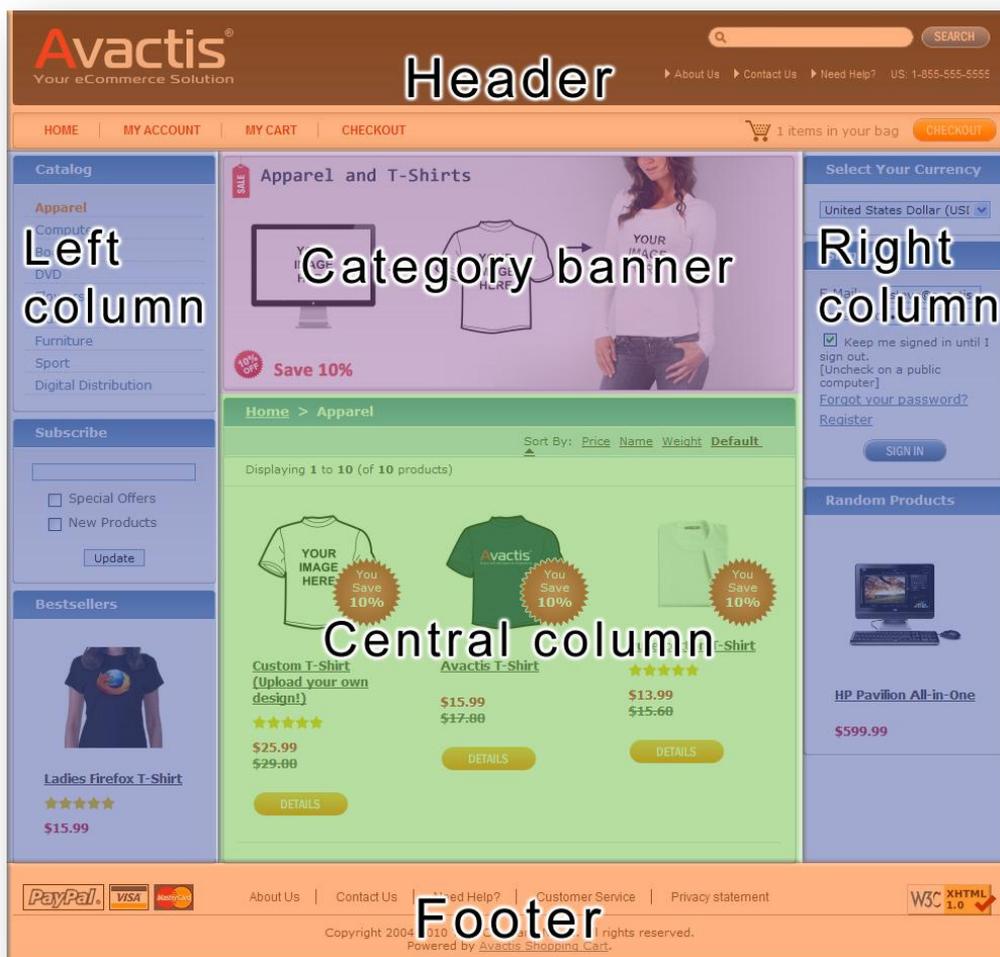
- Banner
- Currency selector
- Sign-in box
- Your cart
- Random products list

Footer:

- Footer menu
- Copyright text

3.2. Category page layout

The category page layout is a standard three column layout with the category banner and products in the central column:



Here is the full list of category page elements which are specific to the category page:

Left column:

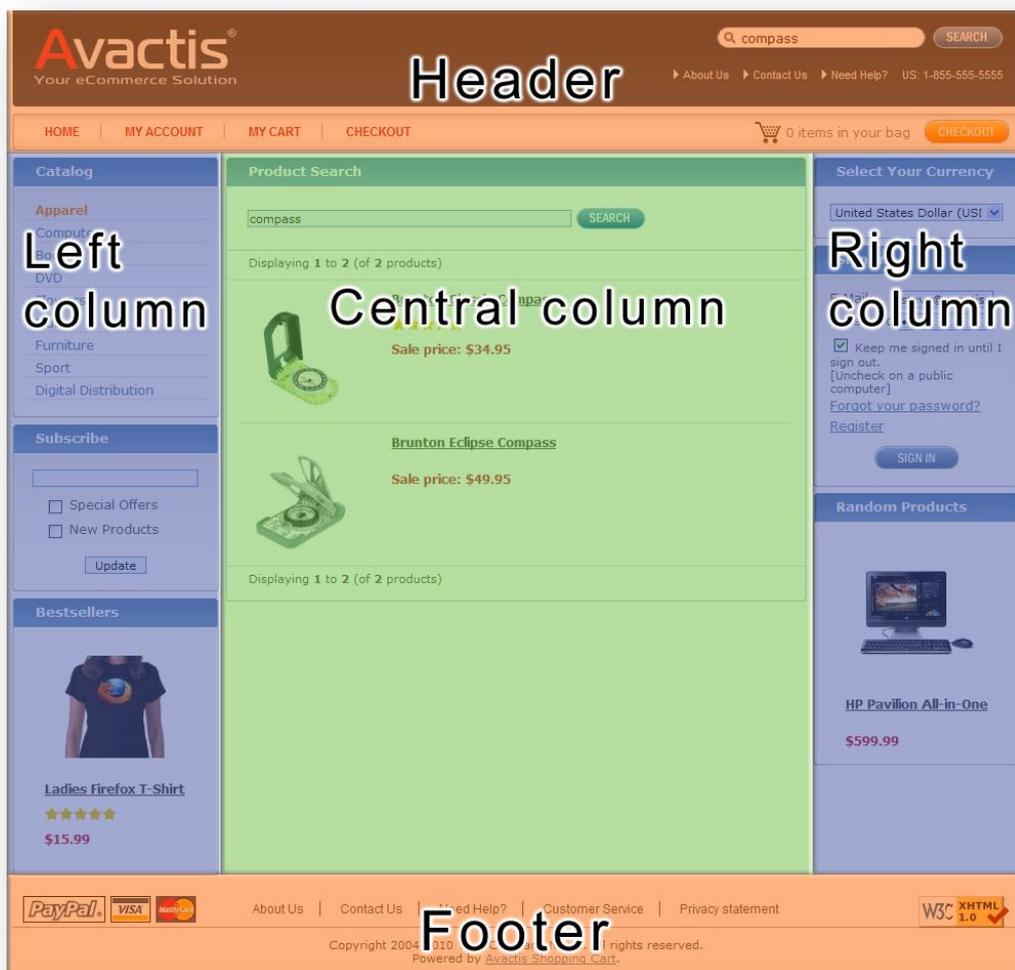
- Bestseller products
- Manufacturers list

Central column:

- Category banner
- Subcategories list
- Category products list
- Featured products list

3.3. Search page layout

The search page layout is a standard three column layout with search results in the central column:



Here is the full list of search page elements which are specific to this search page:

Central column:

- Product search

3.4. Product page layout

The product page layout is a two column layout with product information and reviews in the central column:



Here is the full list of product page elements which are specific to the product page:

Left column:

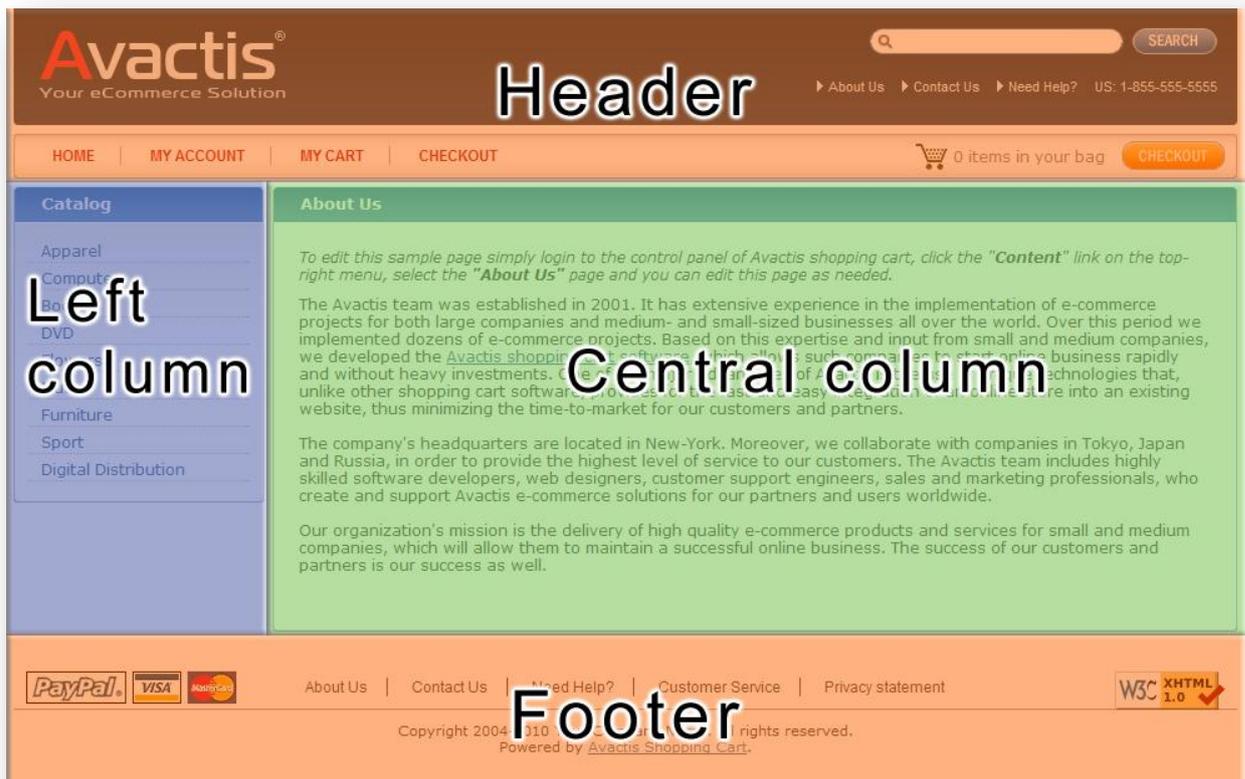
- Related products

Central column:

- Product information
- Customer reviews
- Add review

3.5. CMS page layout

The CMS page layout is a standard two column layout with the CMS article in the central column:



Here is the full list of CMS page elements which are specific to the CMS page:

Central column:

- CMS article

3.6. User account page layout

The user account page layout is a one column layout with the user account interface in the central column:



Here is the full list of user account page elements which are specific to the user account page:

Central column:

- User account page
- Change password page
- Manage subscriptions page
- Personal information page
- View order page

3.7. Registration page layout

The registration page layout is a one column layout with the user registration form in the central column:

The screenshot displays the Avactis registration page layout. At the top is a dark orange header with the Avactis logo, a search bar, and navigation links. Below the header is a light orange navigation bar with links for HOME, MY ACCOUNT, MY CART, and CHECKOUT, along with a shopping cart icon and a CHECKOUT button. The main content area is a green registration form titled 'Registration Form' with the sub-heading 'CREATE NEW ACCOUNT'. The form includes fields for E-mail, Password, Re-Type Password, First Name, Last Name, Country (set to United States), State (set to Alabama), ZIP/Postal Code, City, Address Line 1, Address Line 2, and Contact Phone. A REGISTER button is located at the bottom of the form. The footer is a dark orange bar containing logos for PayPal, VISA, and MasterCard, navigation links, a W3C XHTML 1.0 logo, and copyright information.

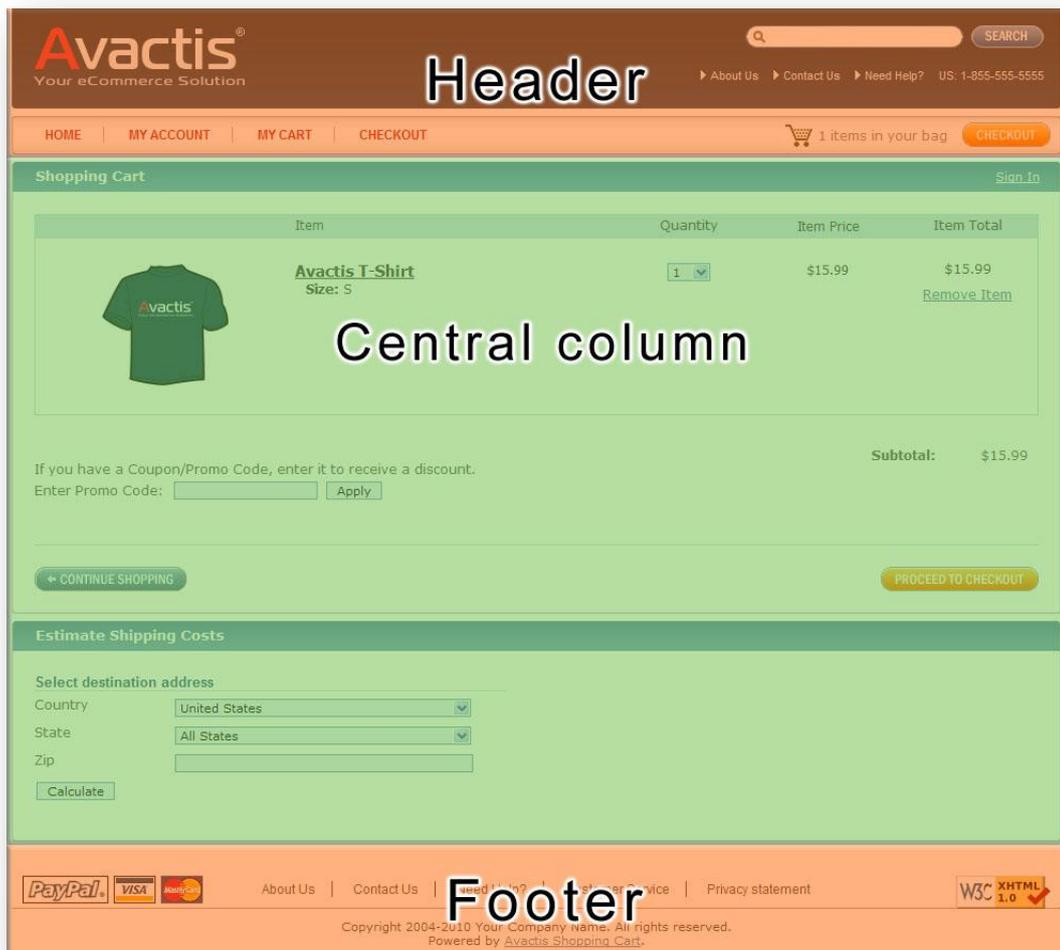
Here is the full list of registration page elements which are specific to the registration page:

Central column:

- Registration form

3.8. Shopping cart page layout

The shopping cart page layout is a one column layout with the shopping cart content in the central column:



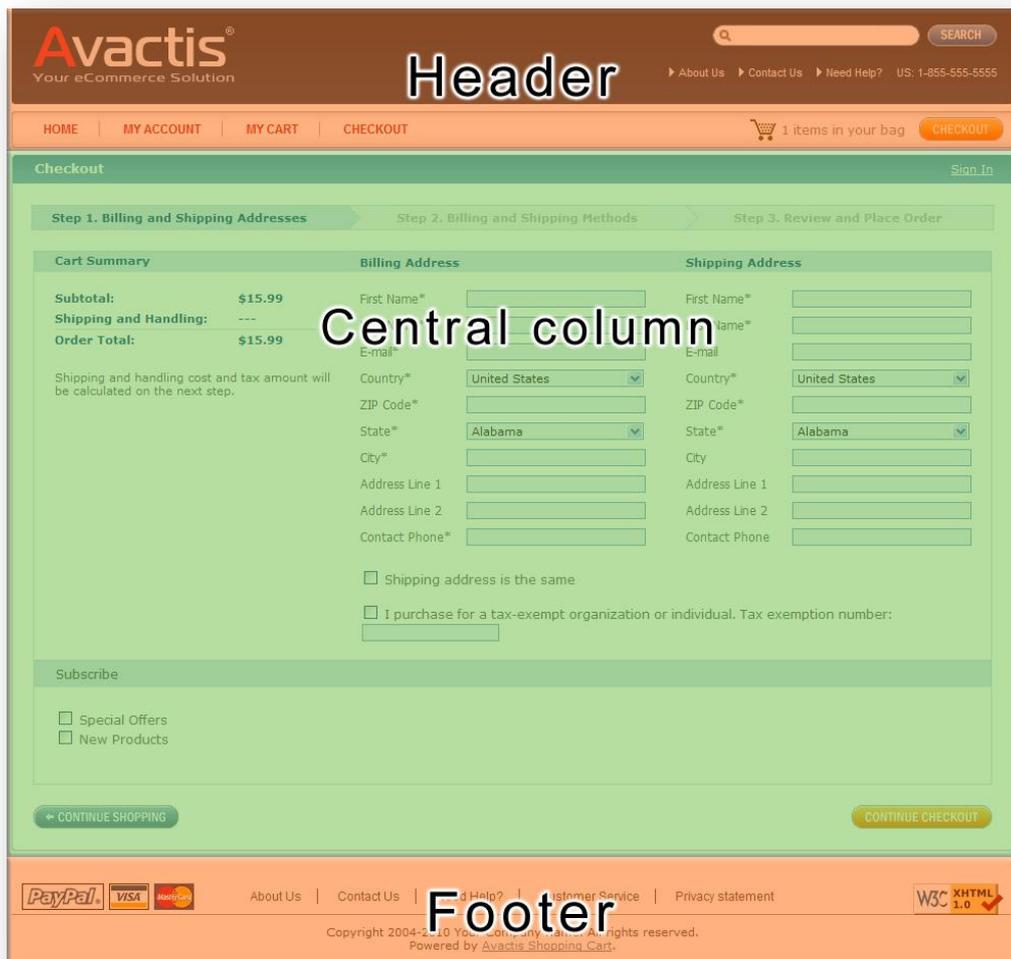
Here is the full list of Avactis page elements which are specific to the shopping cart page:

Central column:

- Shopping cart content
- Estimate shipping costs

3.9. Checkout page layout

The checkout page layout is a one column layout with the checkout page in the central column:



Here is the full list of checkout page elements which are specific to the checkout page:

Central column:

- Checkout page

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4. Store Blocks

Store blocks are the elements that make a store. Store blocks are located inside the placeholders in the layout.

Some store blocks are required while others are optional.

In this chapter you will find a full description of the main store blocks.

Here is the scheme showing the main store blocks of the home page:



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4.1. Add review

A customer can rate any product using the add review form on the product page:



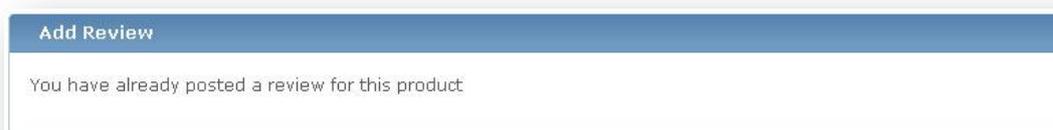
The screenshot shows a form titled "Add Review" for a product named "Custom T-Shirt (Upload your own design!)". The form includes a "Nickname*" input field, a "How do you rate this product*" section with an "Overall" label and five star rating options (the first star is selected), and a large text area for the "Review:". A "Post Review" button is located at the bottom left of the form.

After form submission the customer will see this confirmation message:



The screenshot shows a confirmation message box titled "Add Review" with the text "Your review has been posted." displayed in green.

Avactis can be configured so that it is not possible to rate a product more than once from the same IP address. If an additional review is attempted, the customer will see this message:



The screenshot shows an error message box titled "Add Review" with the text "You have already posted a review for this product" displayed in grey.

4.2. Banner

The right banner is an optional design element. It is an ad banner for a specific product.

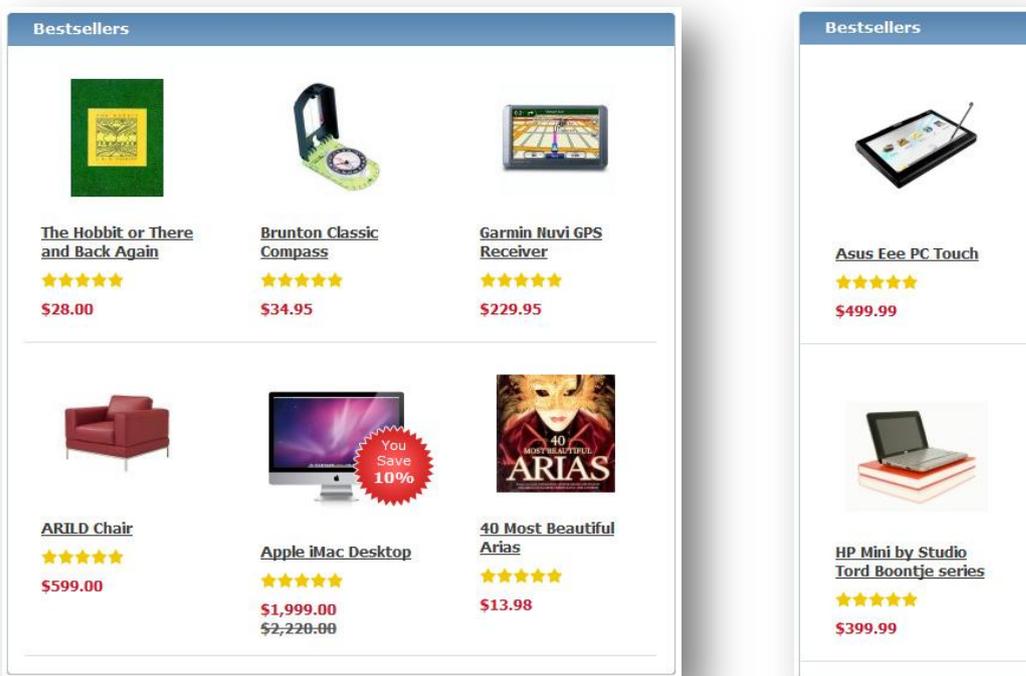
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You can replace this banner with any other image, or completely remove it from the template design.



4.3. Bestseller list

The bestseller list is an optional design element. It displays the most popular products in the store. You can completely redesign this block by adding short descriptions of each product or by making other additions.



The design of the bestseller products list can be changed depending on the product configuration.

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For example, if there is a rating for the product, a customer will see this rating as “Stars”:



If there is a list price for the product, Avactis will show the price, the list price with a strike through, and a red label with “You save XX%” text. See the example:



4.4. Category menu

There are two default product category menu designs in Avactis, the default category list and the dynamic tree menu:



These are not the only menu styles you can use in your designs. You can redesign the menu in any way, for example create a fly-out menu:

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Or use horizontal menu layout:



If some category is selected by a customer, Avactis highlights this item. Here is an example of highlighted Books category:



Also, by default, Avactis highlights a category and its subcategory:



Avactis also highlights menu elements with a mouse-over event. Here the Flowers menu item is underlined and highlighted in blue.

4.5. Category banner

This is the main banner of a category and is an optional element. A store administrator can assign any banner to a category using the administrator interface.



4.6. Category product list

This element shows category products. Navigation elements, products per page, and sort by elements are required for navigation in the catalog.

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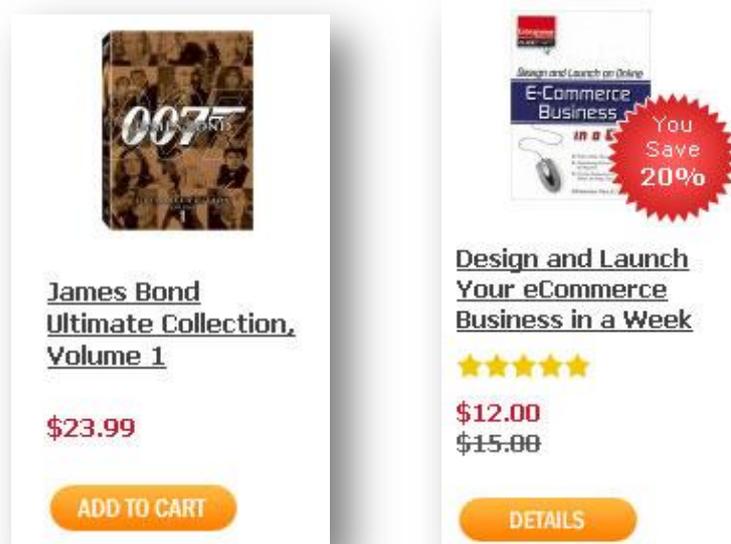


The products list design can be changed depending on the product configuration.

For example, if there is a rating for the product, a customer will see this rating as “Stars”:



If there is a list price for the product, Avactis will show the price, the list price with a strike through, and a red label with “You save XX%” text. See the example:



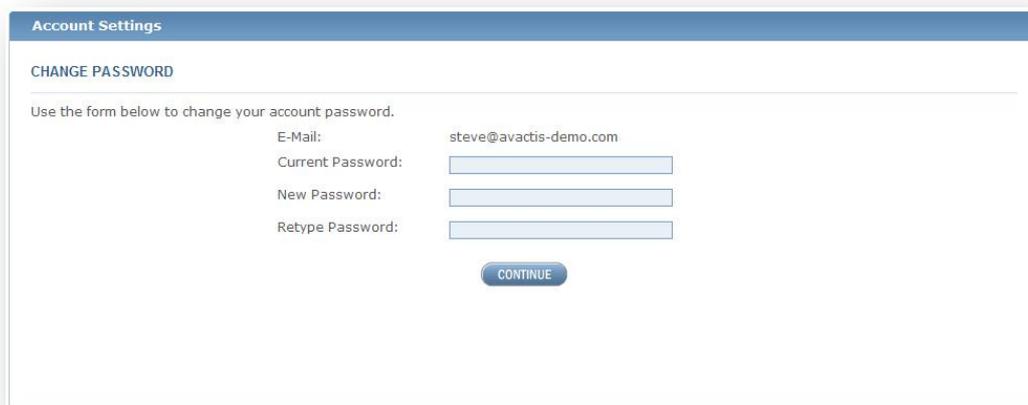
If a product does not have any options, Avactis will show the add-to-cart button for this product, so the customer can add this product to the shopping cart in one click.

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If a product has options, Avactis will show the details button which will redirect the customer to the product details page with its options.

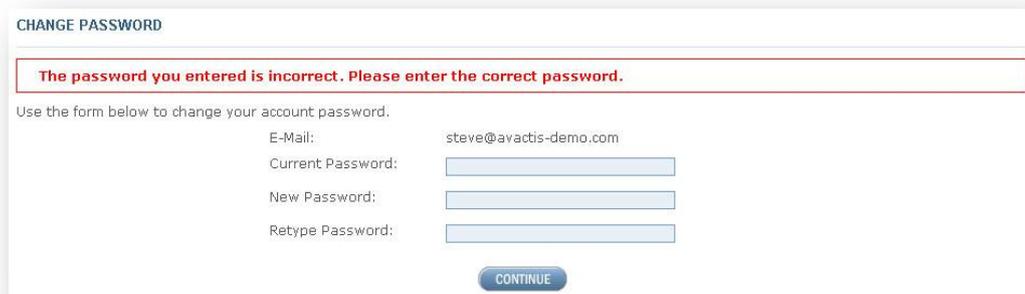
4.7. Change password page

The change password page allows a customer to change the password for his or her store account:



The screenshot shows a web interface titled "Account Settings" with a sub-header "CHANGE PASSWORD". Below the header, there is a text prompt: "Use the form below to change your account password." The form contains the following fields: "E-Mail:" with the value "steve@avactis-demo.com", "Current Password:" with an empty text input field, "New Password:" with an empty text input field, and "Retype Password:" with an empty text input field. A blue "CONTINUE" button is positioned below the input fields.

If the password is entered incorrectly, the customer will see this error message:



The screenshot shows the same "CHANGE PASSWORD" form as above, but with an error message displayed in a red-bordered box at the top: "The password you entered is incorrect. Please enter the correct password." The form fields and the "CONTINUE" button are still visible below the error message.

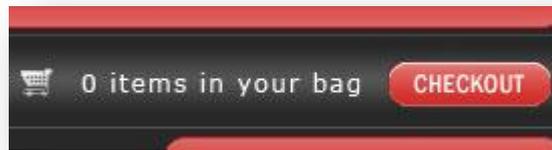
4.8. Checkout button



This block contains 3 elements: the shopping cart icon, information about items in the shopping cart (bag), and the checkout button.

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Example of a different design:



You can redesign these elements in any way. For example, create a tab menu in your template, and the checkout button will be a tab item in this menu, as in this example:



4.9. Checkout - Step 1

In this step the customer enters the billing and shipping addresses.

Checkout steve1@avactis-demo.com [Sign Out](#)

Step 1. Billing and Shipping Addresses Step 2. Billing and Shipping Methods Step 3. Review and Place Order

Cart Summary	Billing Address	Shipping Address
Subtotal: \$3,299.00	First Name* 12345	First Name* 12345
Shipping and Handling: ---	Last Name* 12345	Last Name* 12345
Order Total: \$3,299.00	E-mail* steve1@avactis-demo.com	E-mail* steve1@avactis-demo.com
Shipping and handling cost and tax amount will be calculated on the next step.	Country* United States	Country* United States
	ZIP Code* 11111	ZIP Code* 11111
	State* Alabama	State* Alabama
	City*	City*
	Address Line 1	Address Line 1
	Address Line 2	Address Line 2
	Contact Phone*	Contact Phone*
	<input type="checkbox"/> Shipping address is the same	
	<input type="checkbox"/> I purchase for a tax-exempt organization or individual. Tax exemption number: <input type="text"/>	

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Special Offers
 New Products

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If something is entered incorrectly during checkout, Avactis will show the error and highlight the field with an incorrect or empty value:

The screenshot shows the checkout process at Step 1: Billing and Shipping Addresses. A red-bordered box contains the following error messages:

1. Field 'First Name' in form 'Shipping Information' is required.
2. Field 'Last Name' in form 'Shipping Information' is required.
3. Field 'ZIP Code' in form 'Shipping Information' is required.
4. Field 'First Name' in form 'Billing Information' is required.
5. Field 'Last Name' in form 'Billing Information' is required.
6. Invalid value entered in field 'E-mail' in form 'Billing Information'.
7. Field 'ZIP Code' in form 'Billing Information' is required.
8. Field 'City' in form 'Billing Information' is required.
9. Field 'Contact Phone' in form 'Billing Information' is required.

Below the errors is a form with three columns: Cart Summary, Billing Address, and Shipping Address.

Cart Summary	Billing Address	Shipping Address
Subtotal: \$3,299.00	First Name* <input type="text"/>	First Name* <input type="text"/>
Shipping and Handling: ---	Last Name* <input type="text"/>	Last Name* <input type="text"/>
Order Total: \$3,299.00	E-mail* <input type="text" value="1"/>	E-mail <input type="text"/>
Shipping and handling cost and tax amount will be calculated on the next step.	Country* <input type="text" value="United States"/>	Country* <input type="text" value="United States"/>
	ZIP Code* <input type="text"/>	ZIP Code* <input type="text"/>
	State* <input type="text" value="Alabama"/>	State* <input type="text" value="Alabama"/>

4.10. Checkout - Step 2

In this step the customer selects billing and shipping methods:

The screenshot shows the checkout process at Step 2: Billing and Shipping Methods. The form is divided into several sections:

- Cart Summary:** Subtotal: \$3,299.00, Shipping and Handling: ---, Order Total: \$3,299.00. A note states: "Shipping and handling cost and tax amount will be calculated on the next step."
- Billing Address:** 12345 12345, New York, Alabama 11111, United States, 11111111111, steve1@avactis-demo.com
- Shipping Address:** 12345 12345, Alabama 11111, United States, steve1@avactis-demo.com
- Billing Options:**
 - CashOnDelivery adds \$0.00 to shipping charges
 - DirectDeposit
- Shipping Options:**
 - National Priority Airmail \$76.98
 - Ground Shipping \$7.00
 - Delivery on Next Business Day \$35.00

At the bottom, there are "BACK" and "CONTINUE CHECKOUT" buttons.

4.11. Checkout - Step 3

In this step the customer can review the order and submit it if everything is correct.

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Checkout steve1@avactis-demo.com [Sign Out](#)

Step 1. Billing and Shipping Addresses Step 2. Billing and Shipping Methods Step 3. Review and Place Order

Billing and Shipping Options	Billing Address	Shipping Address
Payment Method: CashOnDelivery adds \$0.00 to shipping charges	12345 12345 New York, Alabama 11111 United States	12345 12345 Alabama 11111 United States
Shipping Method: National Priority Airmail \$76.98	11111111111 steve1@avactis-demo.com	steve1@avactis-demo.com

Item	Quantity	Item Price	Item Total
Apple Mac Pro Desktop Processor: Two 2.26GHz Intel Xeon Memory: 6GB (6x1GB) RAID Card: None Optical Drive: One 18x SuperDrive Apple Mouse: Apple Mouse Apple Displays: None	1	\$3,299.00	\$3,299.00

Subtotal: \$3,299.00
Shipping and Handling: \$76.98
Order Total: \$3,375.98

[BACK](#) [CONTINUE CHECKOUT](#)

4.12. Checkout – Thank you page

This is the final checkout step:

Thank you for your order! steve1@avactis-demo.com [Sign Out](#)

Your order is placed. Order ID: #500000
Order details has been sent to your e-mail address.

Key order details	Billing Address	Shipping Address
Order Id: #500000	12345 12345	12345 12345
Order Date: Apr 26, 2010	New York, Alabama 11111	Alabama 11111
Order Status: New Order	United States	United States
Payment Status: Waiting	11111111111	steve1@avactis-demo.com
Payment Method: CashOnDelivery	steve1@avactis-demo.com	
Shipping Method: National Priority Airmail		

Item	Quantity	Item Price	Item Total
Apple Mac Pro Desktop Processor: Two 2.26GHz Intel Xeon Memory: 6GB (6x1GB) RAID: None Drive: One 18x SuperDrive Mouse: Apple Mouse Display: None	1	\$3,299.00	\$3,299.00

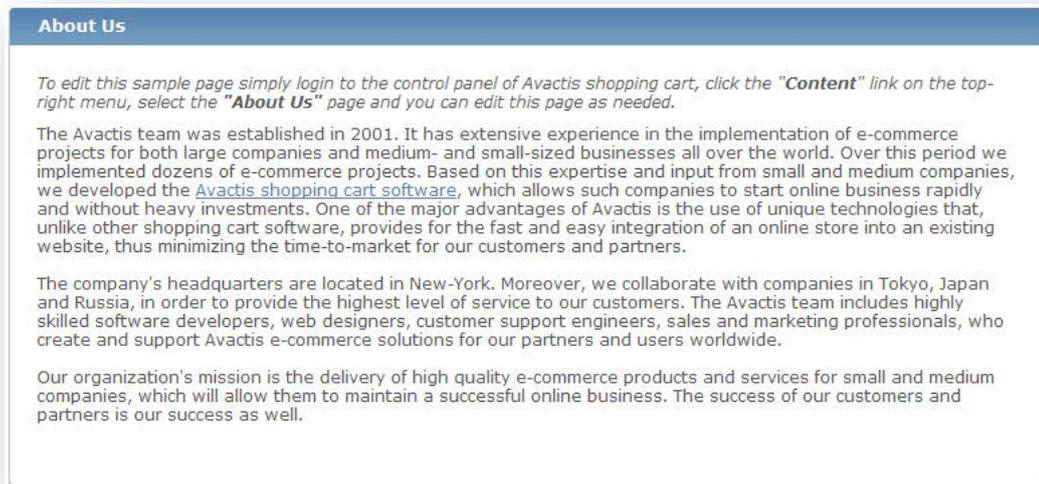
Subtotal: \$3,299.00
Shipping and Handling: \$76.98
Order Total: \$3,375.98

[CONTINUE SHOPPING →](#)

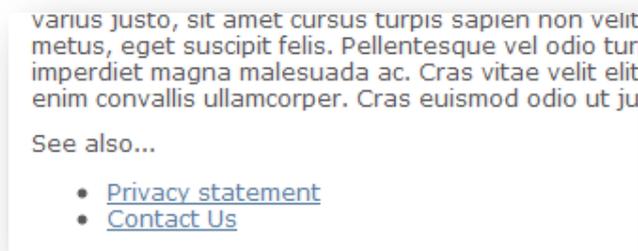
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4.13. CMS article

This block shows the CMS article. An administrator can edit CMS articles using the CMS editor in the administration zone.



If the CMS page is linked with other pages, the customer will see the links to these CMS pages at the bottom of the CMS article as in this example:



4.14. Copyright text

Copyright information is a required element. If you created a template for Avactis you can add information about your web studio to the copyright text.

You may not remove the "Powered by Avactis Shopping Cart" text in the template.



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4.15. Currency selector

By default, the currency selector box is designed as a page block, but you can design it as an element of the header menu or top menu.

Examples of currency selector designs:



Example of the currency selector in the header:



4.16. Customer reviews



This block shows customer nicknames, customer reviews and customer ratings for products:

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Customer Reviews

Review by **Chris**
(posted on Jun 04, 2010)
Overall: ★★★★★
Just great!

Review by **Richard**
(posted on Dec 08, 2009)
Overall: ★★★★★
It's whisper quite, and it uses about as much power as fluorescent light bulb when idle.

Displaying 1 to 2 (of 2 customer reviews)

4.17. Featured products list

Featured Products

 Dell Inspiron Slim Desktop ★★★★★ \$449.00 \$500.00 You Save 10%	 HP TouchSmart ★★★★★ \$799.99	 Apple iMac Desktop ★★★★★ \$1,999.00 \$2,220.00 You Save 10%
 MSI Notebook EX ★★★★★ \$399.00	 HP Mini by Studio Tord Boontje series ★★★★★ \$399.99	 Dell Inspiron Laptop ★★★★★ \$649.00

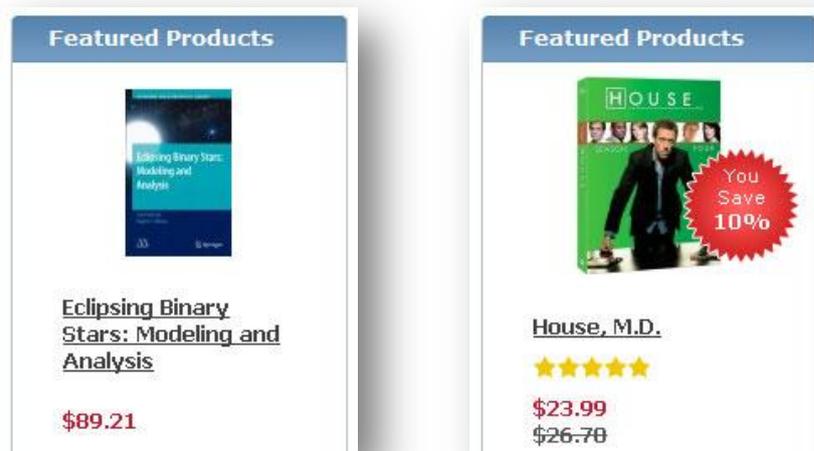
The featured products list show products which were marked as featured by a store administrator.

The featured products list design can be changed depending on the product configuration.

For example, if there is a rating for the product, a customer will see this rating as “Stars”:



If there is a list price for the product, Avactis will show the price, the list price with a strike through, and a red label with “You save XX%” text. See the example



:

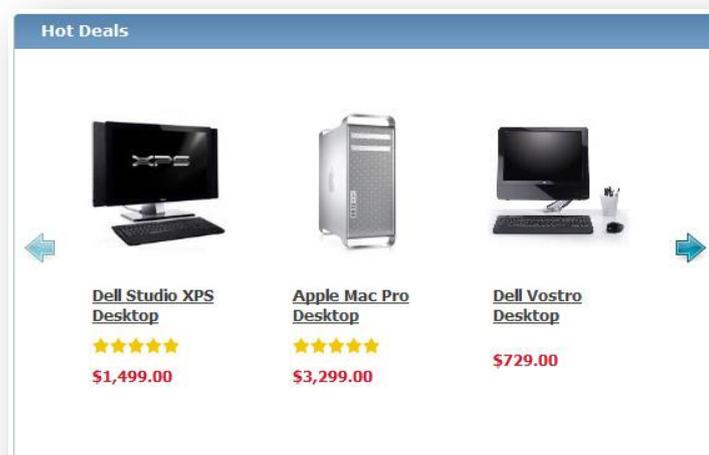
4.18. Footer menu

The footer menu is an optional element, it show links to legal documents and custom CMS pages such as the About Us and Contact Us pages as shown here:



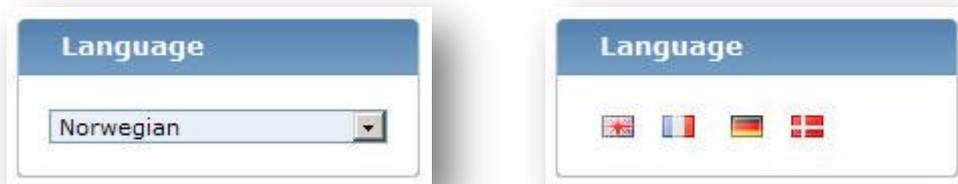
4.19. Hot Deals AJAX carousel

The AJAX carousel is an optional element. It shows products from the hot deals category inside the jQuery AJAX carousel. The Customer can click on the left or right arrows to scroll the hot deals products:



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4.20. Language selector



The language selector box can be designed as a text dropdown or a set of buttons with national flags.

By default, this element is designed as a page block, but you can design it as a header element.

Examples of language selector design:

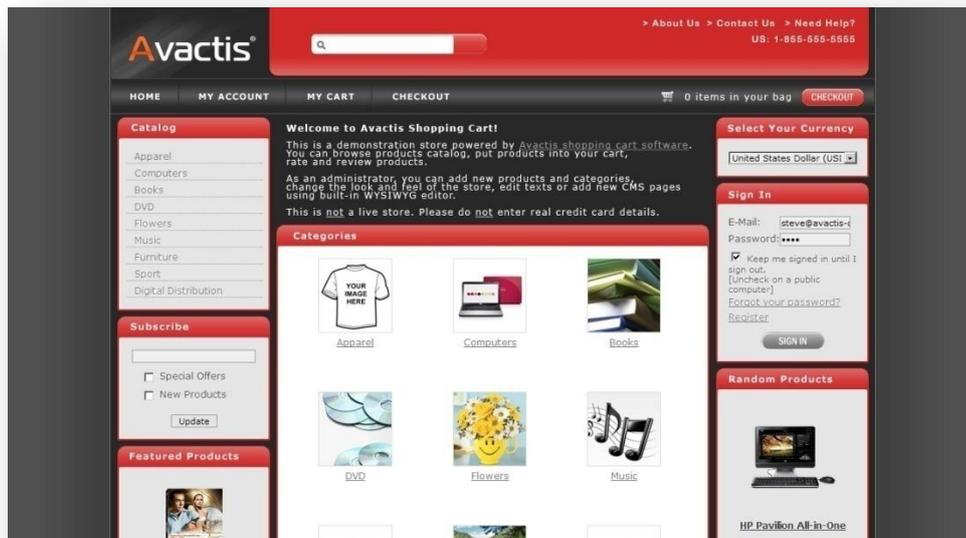


4.21. Main banner

The main banner is an optional design element. You can replace it with your own image or completely remove it from your template design:



Here is an example of a template without a main banner:



4.22. Manage subscriptions page

Using this page the customer can unsubscribe or subscribe to store newsletters.

Possible errors messages:

If an email is entered correctly, an email will be recorded:

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The screenshot shows a web form titled "Manage Subscriptions". It is divided into two main sections: "YOUR CURRENT SUBSCRIPTIONS" and "NEW SUBSCRIPTION".

YOUR CURRENT SUBSCRIPTIONS
You can modify or remove your current subscriptions for each e-mail address.

Subscription e-mail address:
example@example.com
([Remove this subscription?](#))

Special Offers
 New Products

NEW SUBSCRIPTION
You can subscribe your new e-mail to several topics.

Subscribe a new e-mail address:

Special Offers
 New Products

The customer can change email or unsubscribe from some specific topics. In these cases Avactis will show this message:

The screenshot shows the "Manage Subscriptions" form with a success message displayed in a green-bordered box:

Your subscription has been successfully changed.

YOUR CURRENT SUBSCRIPTIONS

You can modify or remove your current subscriptions for each e-mail address.

The customer can unsubscribe completely using the "[Remove this subscription?](#)" link:

The screenshot shows the "Manage Subscriptions" form with a success message displayed in a green-bordered box:

The subscription has been removed successfully.

YOUR CURRENT SUBSCRIPTIONS

You can modify or remove your current subscriptions for each e-mail address.

4.23. Manufacturers list

The manufacturers list box is an optional box which shows the manufacturers of the products.

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The manufacturers list box uses the standard design templates which can be redesigned in any way.

This box is visible only if manufacturers are assigned to the category products.



If a manufacturer is selected Avactis highlights it. See "Asus" manufacturer:



Avactis also will highlight the manufacturer with amouse-over event, as you see the Dell menu item is underlined and highlighted in blue.

4.24. Personal information page

This page allows a customer to change his or her personal information.

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Personal Info

MANAGE PERSONAL INFORMATION

Please fill out the registration form.

CUSTOMER INFO

E-mail*

First Name*

Last Name*

Country

State

ZIP/Postal Code

City

Address Line 1

Address Line 2

Contact Phone

BILLING INFO

First Name

Last Name

E-mail

Country

State

ZIP/Postal Code

City

Address Line 1

Address Line 2

Contact Phone

SHIPPING INFO

First Name

Last Name

E-mail

Country

State

ZIP/Postal Code

City

Address Line 1

Address Line 2

Contact Phone

If an email is entered incorrectly, Avactis will show this error message:

Personal Info

MANAGE PERSONAL INFORMATION

Invalid value entered in field 'E-mail' in form 'Billing Info'.

The email field will also be highlighted in the form:

Last Name

E-mail*

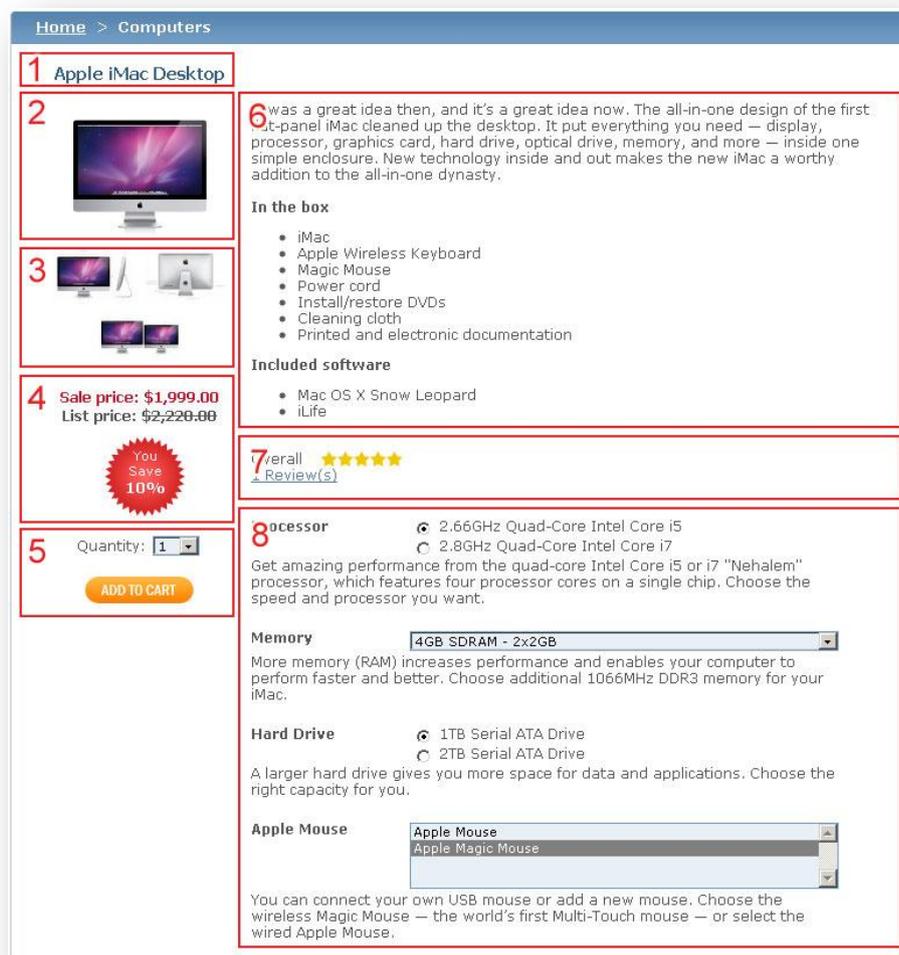
Country

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If everything is correct, Avactis will update the customer profile and show this message:



4.25. Product information



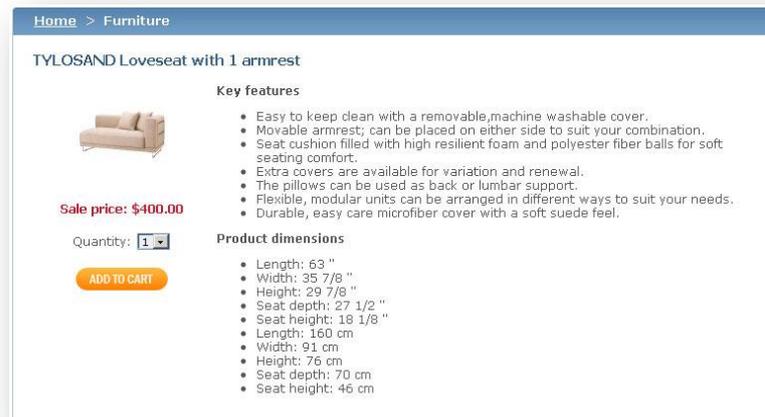
The product information block contains the following elements:

- 1 - Product title
- 2 - Product thumbnail
- 3 - Detailed images (optional for the product)
- 4 - Price, list price and discount label

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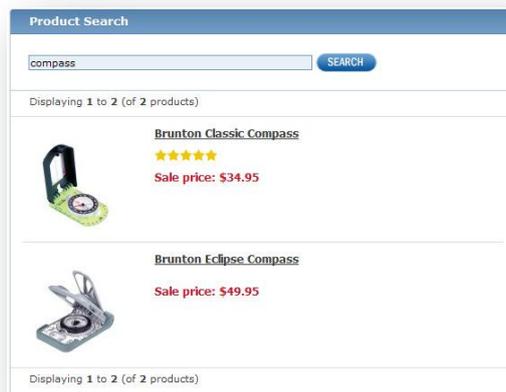
- 5 - Quantity drop down and add-to-cart button
- 6 - Product description
- 7 - Product rating
- 8 - Product options

Some products do not have detailed images or options. Such a product information page would look like this:



4.26. Product search

The product search element displays the search results of a search query. You can also show information about products here, including short product descriptions, ratings, or prices:



4.27. Quick Menu 1



This menu is optional. A store administrator can add or remove any items in this menu. It contains the phone number and other items from the footer menu.

You can design this menu in any way, make it horizontal, vertical, add delimiters between items, or relocate the phone number to another position on the site. You can remove this quick menu if it is not needed.

Examples of the quick menu 1 designs:



2.28. Quick Menu 2



A store administrator can add or remove any items in this menu. By default, this menu contains links to important system pages including the customer account page and the shopping cart page. However, this menu is also optional. You can use only the items you need from this menu in your design.

The customer can find all these system pages using other menus or page boxes such as the account link in the sign-in box or the cart link in the mini-cart box.

You can design this menu in any way, make it horizontal, vertical, or add delimiters between items.

Example of a different menu design:



Example of the template without Quick Menu 2:

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4.29. Random products list

The random products list is an optional design element. It displays random products from the store catalog.

The random products list uses standard design templates which can be redesigned in any way:



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The random products list design can be changed depending on the product configuration.

For example, if there is a rating for the product, a customer will see this rating as "Stars":



If there is a list price for the product, Avactis will show the price, the list price with a strike through, and a red label with "You save XX%" text. See the example:



4.30. Registration form

The registration page allows a customer to create a new store account.

Registration Form

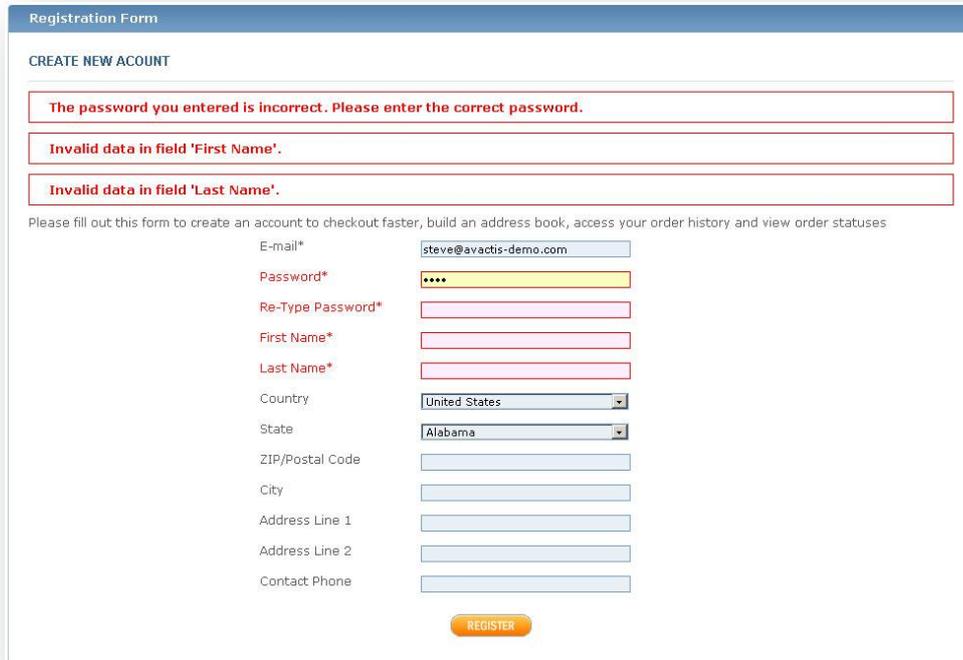
CREATE NEW ACCOUNT

Please fill out this form to create an account to checkout faster, build an address book, access your order history and view order statuses

E-mail*	<input type="text" value="steve@avactis-demo.com"/>
Password*	<input type="password" value="...."/>
Re-Type Password*	<input type="password"/>
First Name*	<input type="text"/>
Last Name*	<input type="text"/>
Country	<input type="text" value="United States"/>
State	<input type="text" value="Alabama"/>
ZIP/Postal Code	<input type="text"/>
City	<input type="text"/>
Address Line 1	<input type="text"/>
Address Line 2	<input type="text"/>
Contact Phone	<input type="text"/>

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If something is entered incorrectly Avactis shows warning messages as well as highlighting the incorrect fields on the form as shown here:



The screenshot shows a 'Registration Form' titled 'CREATE NEW ACCOUNT'. It features three red-bordered error messages at the top: 'The password you entered is incorrect. Please enter the correct password.', 'Invalid data in field 'First Name'.', and 'Invalid data in field 'Last Name'. Below these, a blue instruction text reads: 'Please fill out this form to create an account to checkout faster, build an address book, access your order history and view order statuses'. The form fields are: E-mail* (filled with 'steve@avactis-demo.com'), Password* (filled with '****'), Re-Type Password* (empty), First Name* (empty), Last Name* (empty), Country (dropdown menu with 'United States' selected), State (dropdown menu with 'Alabama' selected), ZIP/Postal Code (empty), City (empty), Address Line 1 (empty), Address Line 2 (empty), and Contact Phone (empty). A blue 'REGISTER' button is located at the bottom center.

4.31. Related products

Related products is a special block that shows products marked by an administrator as related to some specific product. For example, a computer mouse is a related product of a computer.



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The related products list design can be changed depending on the product configuration.

For example, if there is a rating for the product, a customer will see this rating as “Stars”:



If there is a list price for the product, Avactis will show the price, the list price with a strike through, and a red label with “You save XX%” text. See the example:



4.32. Shopping cart content

This page shows products added to the shopping cart by a customer and the estimate shipping costs box.

Shopping Cart steve1@avactis-demo.com [Sign Out](#)

Item	Quantity	Item Price	Item Total
 Apple Mac Pro Desktop Processor: Two 2.26GHz Intel Xeon Memory: 6GB (6x1GB) RAID Card: None Optical Drive: One 18x SuperDrive Apple Mouse: Apple Mouse Apple Displays: None	1	\$3,299.00	\$3,299.00

[Remove Item](#)

If you have a Coupon/Promo Code, enter it to receive a discount.
Enter Promo Code:

Subtotal: \$3,299.00

[← CONTINUE SHOPPING](#) [PROCEED TO CHECKOUT](#)

Estimate Shipping Costs

Select destination address

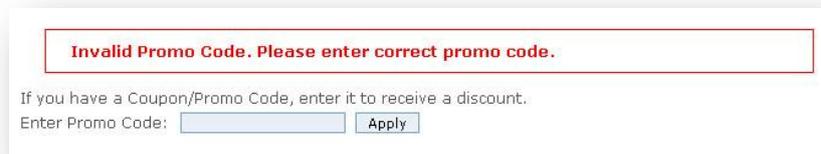
Country:

State:

Zip:

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If a coupon code is entered incorrectly into the shopping cart, Avactis will show this error:



A customer can enter his or her address and calculate shipping prices without logging in using the estimate shipping costs box shown here:



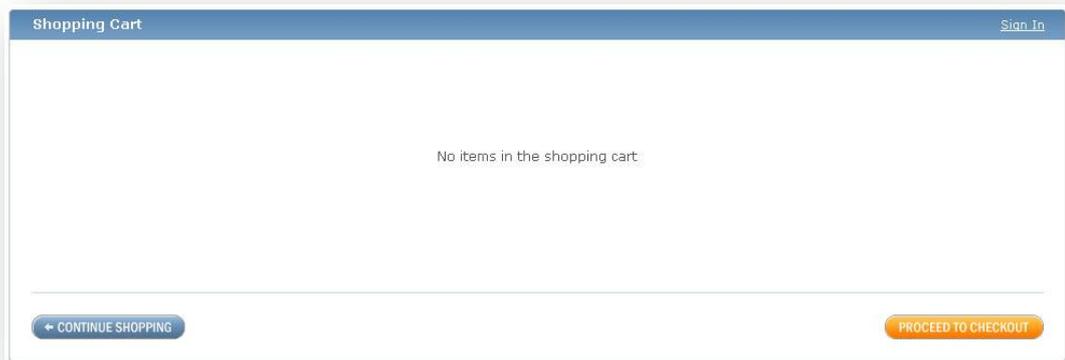
The preferable shipping method can be remembered by the system:



You can change both address and shipping method anytime:



The shopping cart page will be empty if the customer removes all of the products. The estimate shipping costs box would then not be visible as shown here:



4.33. Sign-in box

The sign-in box is a required element. It allows customers to log in to the store, register in the store, or reset their passwords.

It can be designed in any way, as a header element or as a simple page block.

Examples of sign-in form designs:

A vertical sign-in form with a blue header titled "Sign In". It contains an "E-Mail:" field with "steve@avactis-c" and a "Password:" field with masked characters. Below the fields is a checked checkbox for "Keep me signed in until I sign out." with a subtext "[Uncheck on a public computer]". There are links for "Forgot your password?" and "Register". A "SIGN IN" button is at the bottom.A vertical sign-in form with a red header titled "Sign In". It contains an "E-Mail:" field with "steve@avactis-c" and a "Password:" field with masked characters. Below the fields is a checked checkbox for "Keep me signed in until I sign out." with a subtext "[Uncheck on a public computer]". There are links for "Forgot your password?" and "Register". A "SIGN IN" button is at the bottom.

Example of the horizontal sign-in form design:

A horizontal sign-in form. It features "Login:" and "Password:" labels next to input fields, with a "Log In" button to the right. Below the fields is a checked checkbox for "Keep me signed in" and links for "Forgot your password?" and "Register". At the bottom, there is a shopping cart icon, the text "0 items in your bag", and a "CHECKOUT" button.

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After logging in, this block show username and links to user account pages:

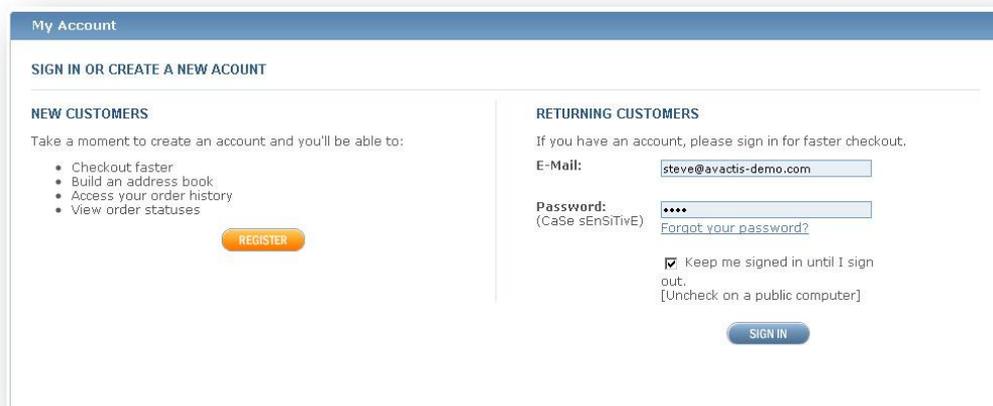


If the customer entered an incorrect login or password, Avactis will show this message:



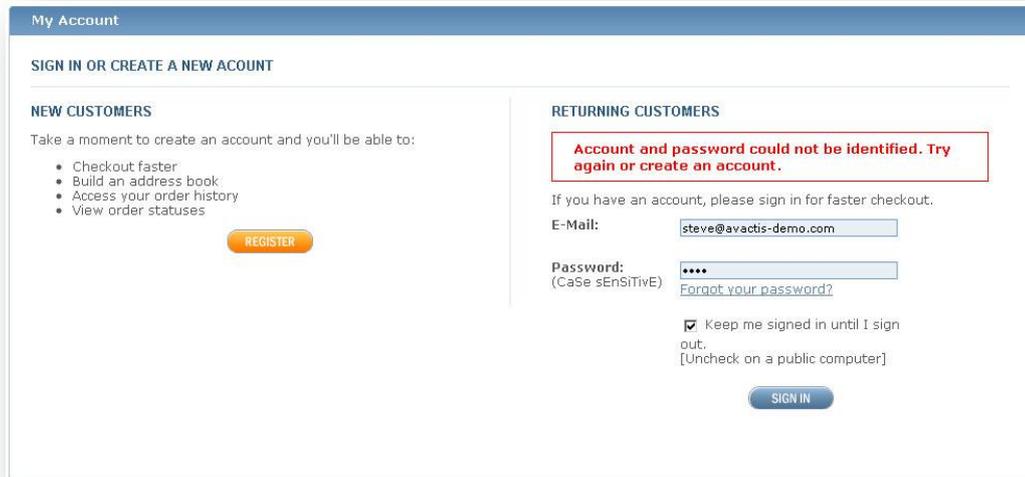
4.34. Sign-in page

This page allowsthe customer to log in or register in the system:



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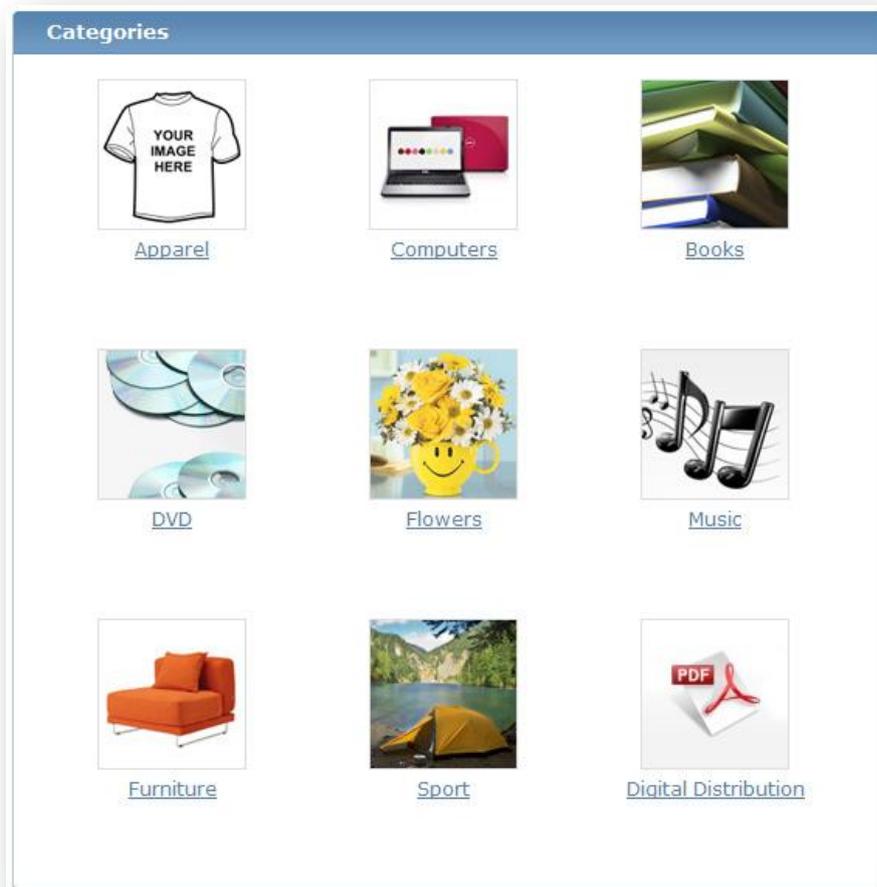
If a password or login is entered incorrectly, Avactis will show this error message:



The screenshot shows the 'My Account' page with a blue header. Below the header is a section titled 'SIGN IN OR CREATE A NEW ACCOUNT'. It is divided into two columns: 'NEW CUSTOMERS' and 'RETURNING CUSTOMERS'. The 'NEW CUSTOMERS' section lists benefits of creating an account and has a 'REGISTER' button. The 'RETURNING CUSTOMERS' section has a red-bordered error message: 'Account and password could not be identified. Try again or create an account.' Below this, there are input fields for 'E-Mail' (containing 'steve@avactis-demo.com') and 'Password' (containing '****'). There is a 'Forgot your password?' link and a checkbox for 'Keep me signed in until I sign out.' with a note '[Uncheck on a public computer]'. A 'SIGN IN' button is at the bottom right.

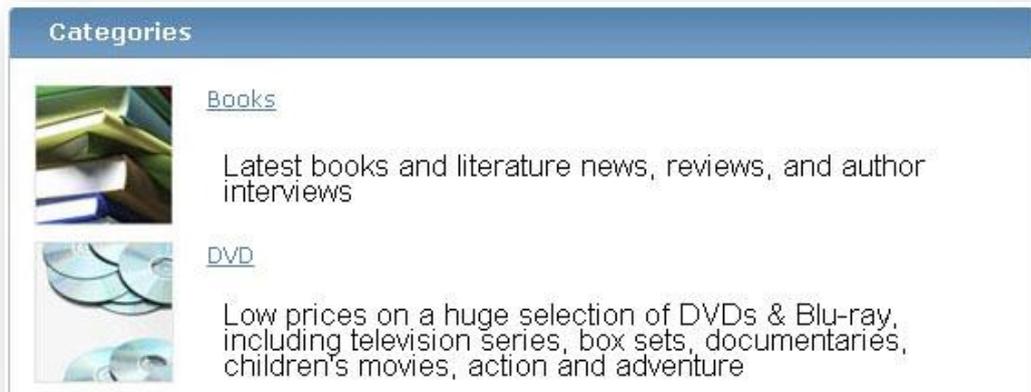
4.35. Store category list

The store category list shows the main store categories with category icon images:



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You can completely redesign this block by adding short descriptions to each category, or changing the listing style to a one or two column design, as shown here:



4.36. Store logo



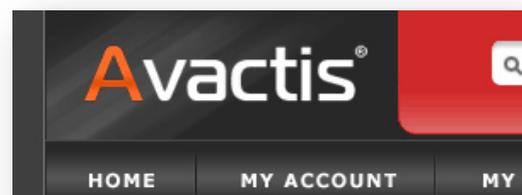
If you create your own store design, you can replace the Avactis logo with your own logotype.

If you create a new theme for the Avactis Marketplace or a free theme for the Avactis Shopping Cart, you must use the Avactis logotype.

It is permitted to change colors and size of the logotype to conform to your color and design scheme. However, we recommend that you make the first letter "A" orange or red.

The registered trademark symbol ® should be placed in the top-right corner of the logotype.

Examples:



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4.37. Store search form



Using the search form customers can search for products in the Avactis store.

You can design the search form in any way. You can make it horizontal, vertical, merge the text field with the button, or add any image or text to the text field.

Examples of the search form designs:

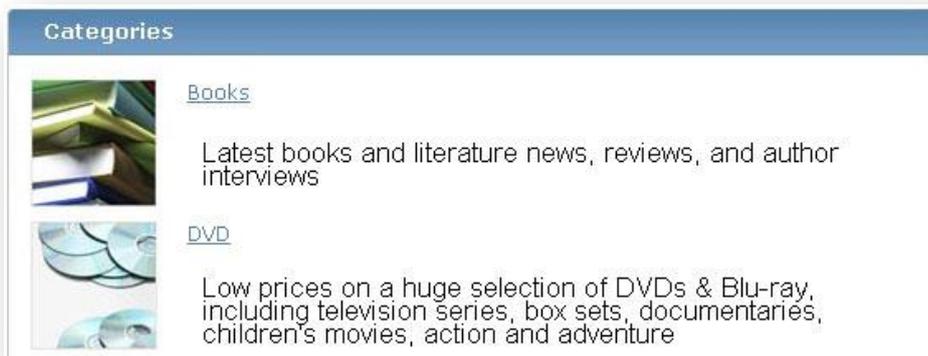


4.38. Subcategories list

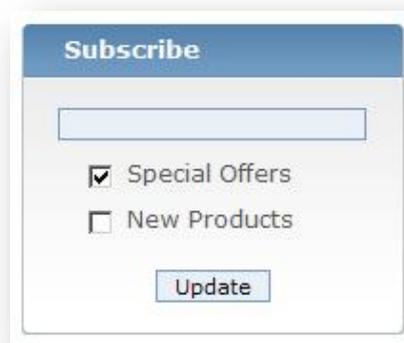
The subcategory list shows subcategories of a selected category:



You can completely redesign this block, such as adding short descriptions to each category, or changing the listing style to a one or two column design, as shown here:

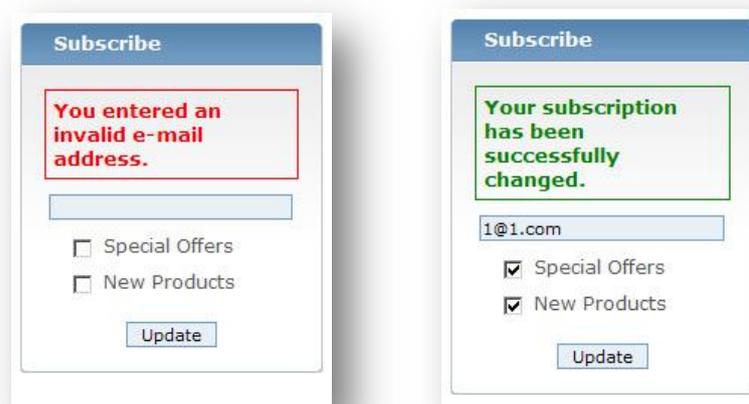


4.39. Subscribe box



The newsletters subscribe box interface allows customers to subscribe to your newsletters in two clicks.

If an email is not correct, your customer will get an error at the top of the newsletters subscribe box. Otherwise, your customer will see this confirmation message:

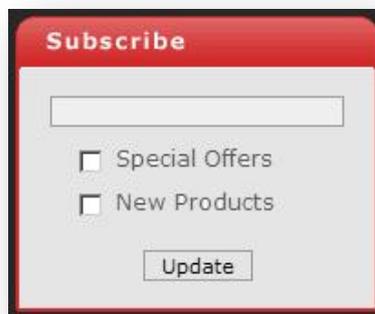


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If there is only one subscription topic in the Avactis system, the customer will not see any checkboxes in the subscribe box:

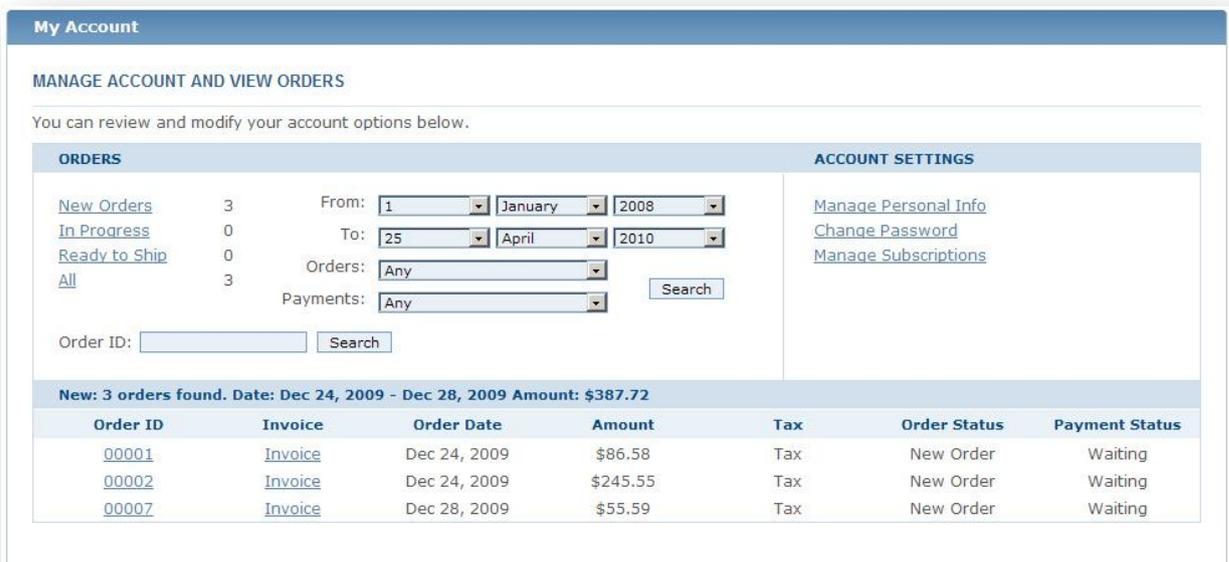


You can redesign the newsletters subscribe box in different ways, for example:



4.40. User account page

This is the main page of the user account. Customers can view and search orders and also change passwords or personal information using this page:



My Account

MANAGE ACCOUNT AND VIEW ORDERS

You can review and modify your account options below.

ORDERS		ACCOUNT SETTINGS	
New Orders	3	From: 1 January 2008	Manage Personal Info
In Progress	0	To: 25 April 2010	Change Password
Ready to Ship	0	Orders: Any	Manage Subscriptions
All	3	Payments: Any	

Order ID:

New: 3 orders found. Date: Dec 24, 2009 - Dec 28, 2009 Amount: \$387.72

Order ID	Invoice	Order Date	Amount	Tax	Order Status	Payment Status
00001	Invoice	Dec 24, 2009	\$86.58	Tax	New Order	Waiting
00002	Invoice	Dec 24, 2009	\$245.55	Tax	New Order	Waiting
00007	Invoice	Dec 28, 2009	\$55.59	Tax	New Order	Waiting

4.41. View order page

This page allows the customer to view orders.

The screenshot shows a web interface titled "Manage Account and View Orders" with a sub-header "VIEW ORDER #00001". It is divided into three columns: "Key order details", "Billing Address", and "Shipping Address".

Key order details	Billing Address	Shipping Address
Order Id: #00001	Steve Irwin	Steve Irwin
Payment Id: --	P.O.Box 1794	P.O.Box 1794
Order Date: Dec 24, 2009	1178 17th St.	1178 17th St.
Order Status: New Order	Minneapolis, Minnesota 55455	Minneapolis, Minnesota 55455
Payment Status: Waiting	United States	United States
Payment Method: CashOnDelivery	n/a	steve@avactis-demo.com
Shipping Method: Ground Shipping	steve@avactis-demo.com	
Track Id: --		
Invoice: Invoice		

Item	Quantity	Item Price	Item Total
The Lost Symbol (BOOK-27)	1	\$29.99	\$29.99
Forbidden Planet (CF_DVD_3)	1	\$48.59	\$48.59

Subtotal:	\$78.58
Global Discount:	\$0.00
Promo Code Discount:	\$0.00
Quantity Discount:	\$0.00
Discounted Subtotal:	\$78.58
Shipping and Handling:	\$8.00
Total:	\$86.58

A "BACK" button is located at the bottom left of the page.

4.42. Welcome text

The welcome text is an optional design element. You can use the default text with your design or remove this block from the template:

Welcome to Avactis Shopping Cart!

This is a demonstration store powered by [Avactis shopping cart software](#). You can browse products catalog, put products into your cart, rate and review products.

As an administrator, you can add new products and categories, change the look and feel of the store, edit texts or add new CMS pages using built-in WYSIWYG editor.

This is **not** a live store. Please **do not** enter real credit card details.

4.43. Your cart

This block is visible only if the customer places products in the store shopping cart:

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You can add multiple products to the cart as shown here:

