Avactis
SHOPPING CART

Designer's Guide

Avactis Designer's Guide

Avactis Designer's Guide

Avactis Designer's Guide

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 foreach page type.

All of the storefront elements are described in this document.

Avactis Designer's Guide

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.
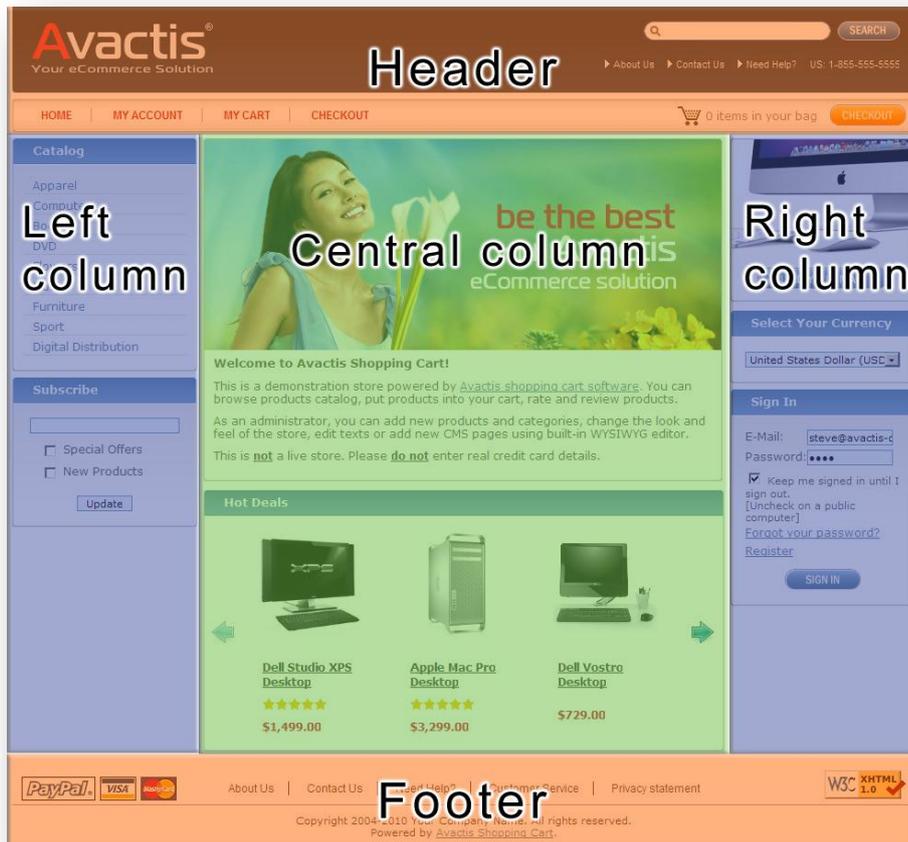
Here are examples of several different design themes:

Avactis Designer's Guide

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:

Avactis Designer's Guide

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:

Avactis Designer's Guide

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:

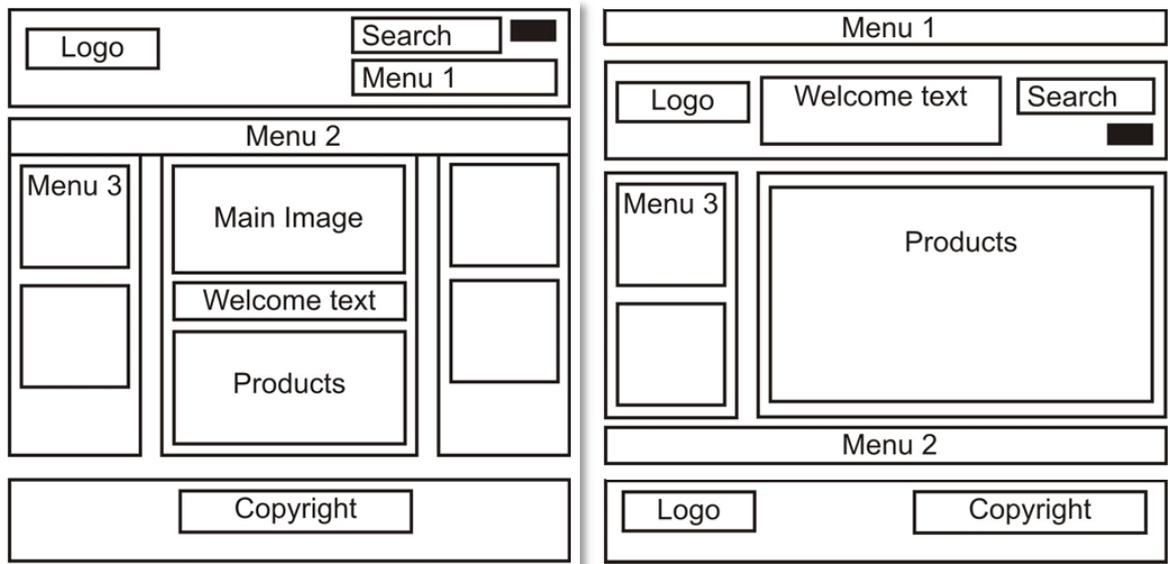- Home page
- Category page
- Search page

Two column layout pages:

- Product page
- CMS page

Avactis Designer's Guide

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:
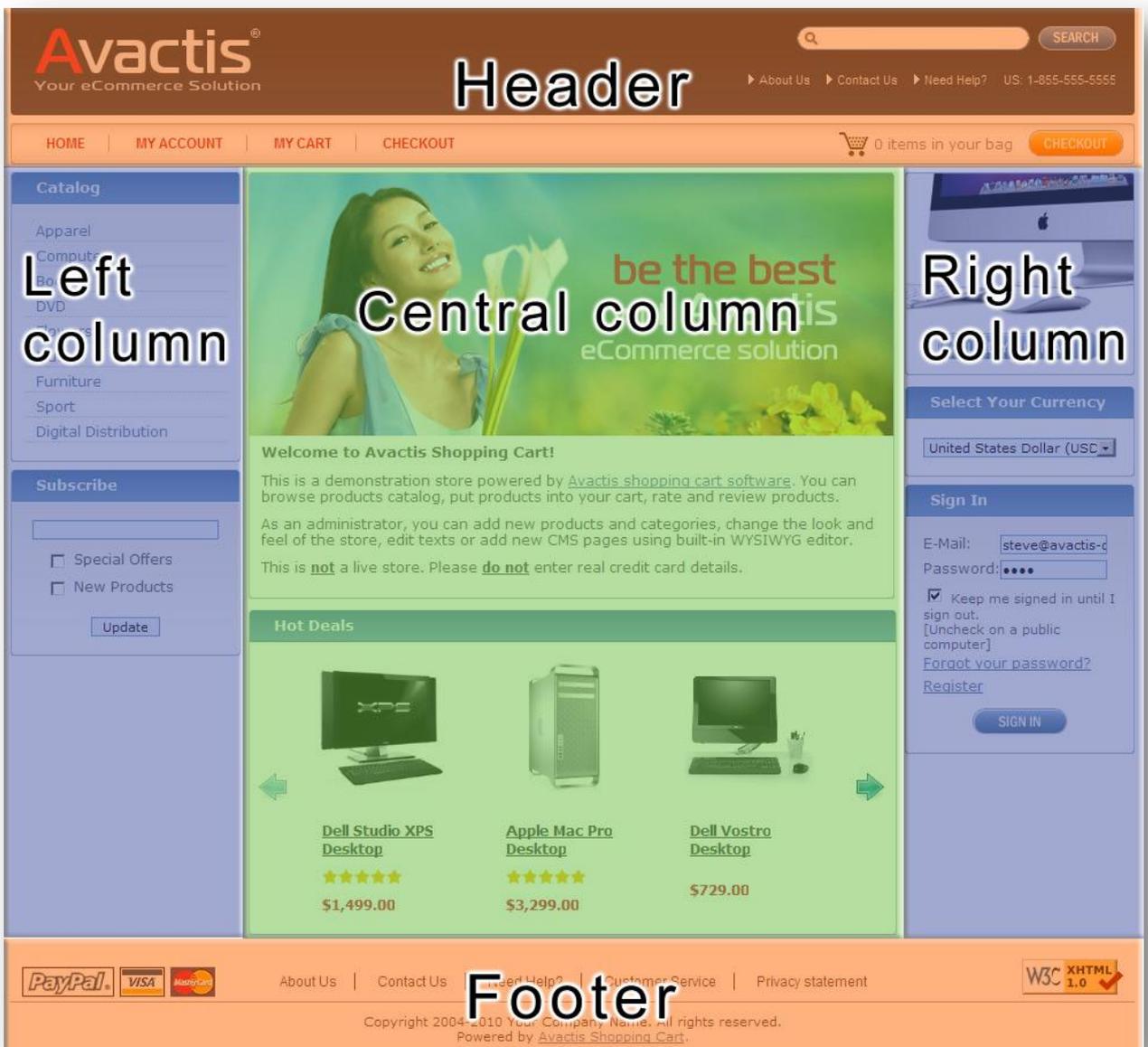
Avactis Designer's Guide

3.1. Homepage layout

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

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

Avactis Designer's Guide

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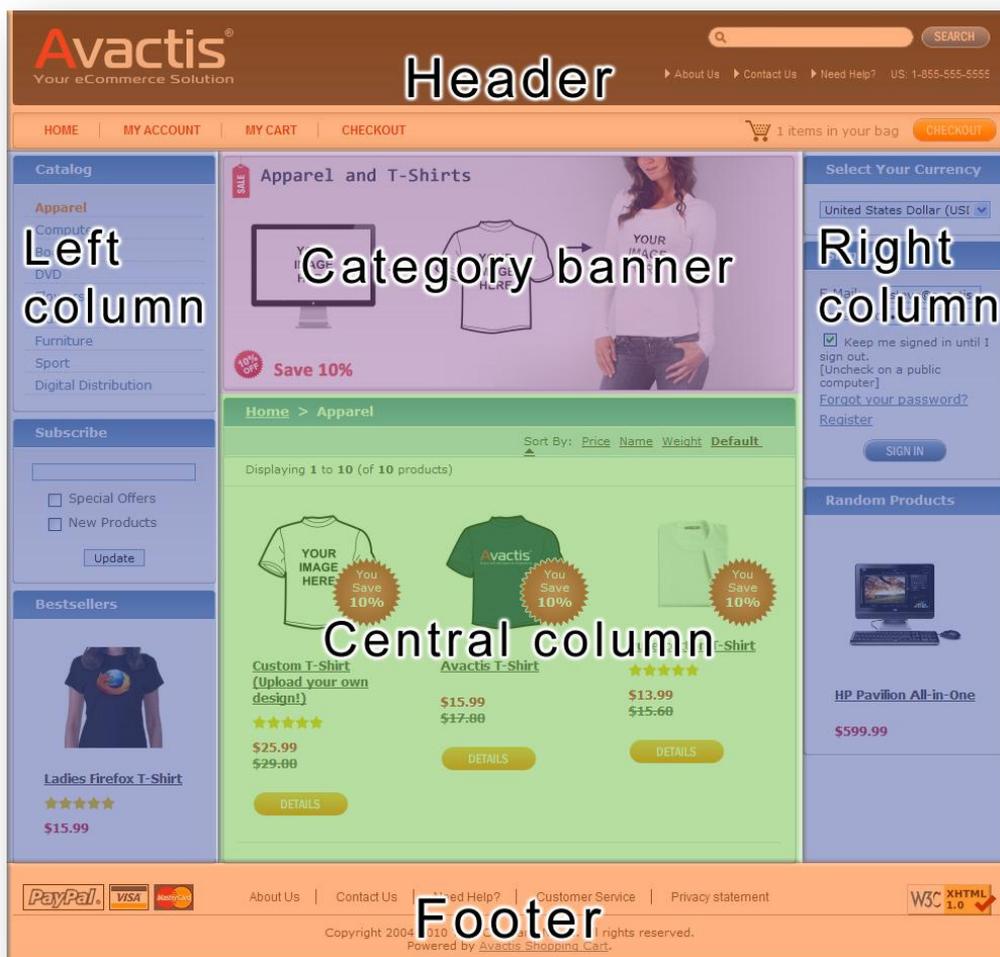
Here is the full list of category page elements which are specific to the category page:

Left column:

- Bestseller products
- Manufacturers list

Central column:

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

Avactis Designer's Guide

3.3. Search page layout

The search page layout is a standard three column layout with search results in the central column:
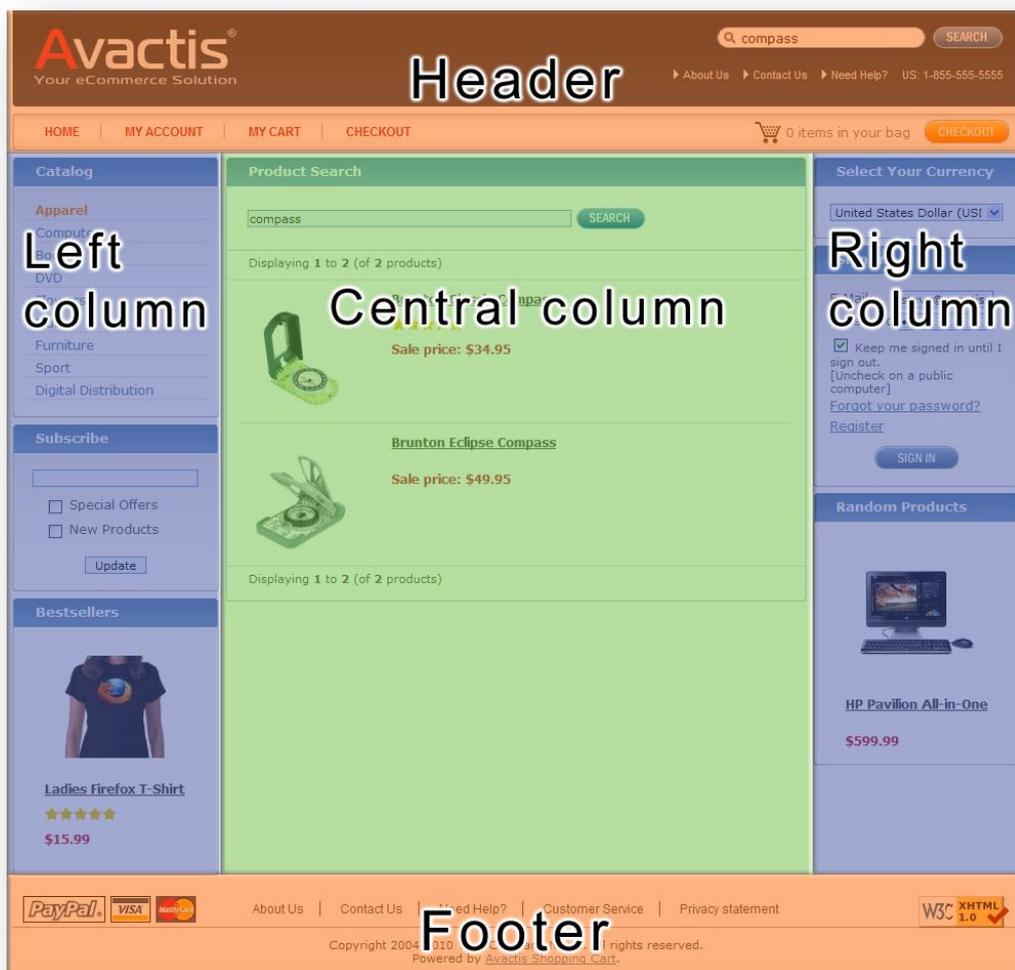
Here is the full list of search page elements which are specific to thesearch page:

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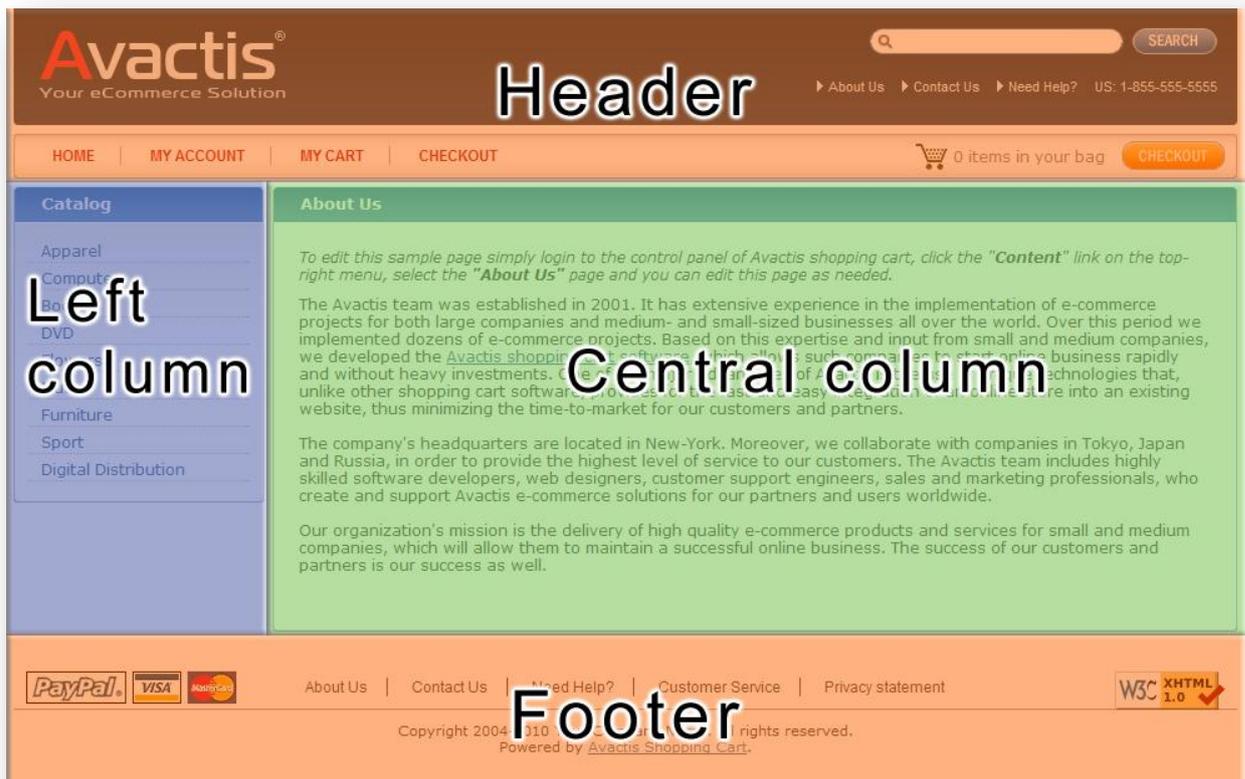
Here is the full list of CMS page elements which are specific to the CMS page:

Central column:

- CMS article

Avactis Designer's Guide

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:

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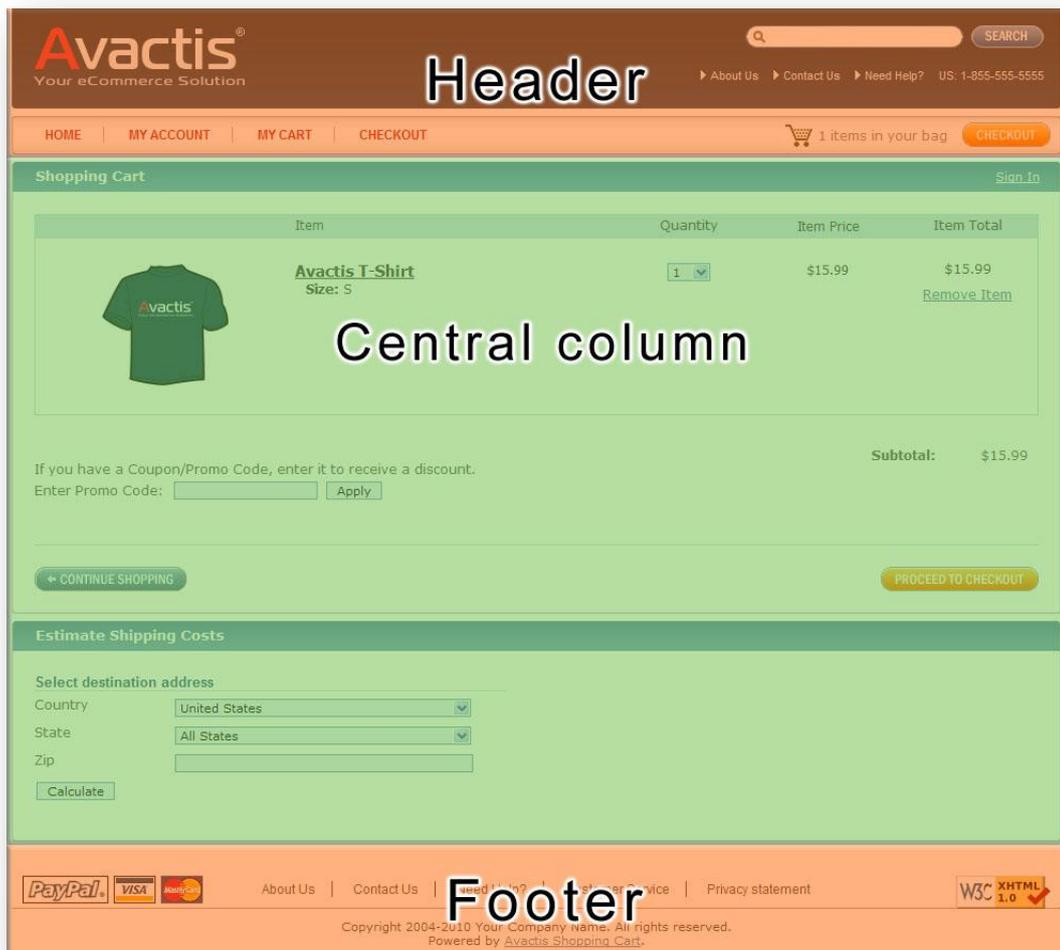
Here is the full list of Avactis page elements which are specific to theshopping cart page:

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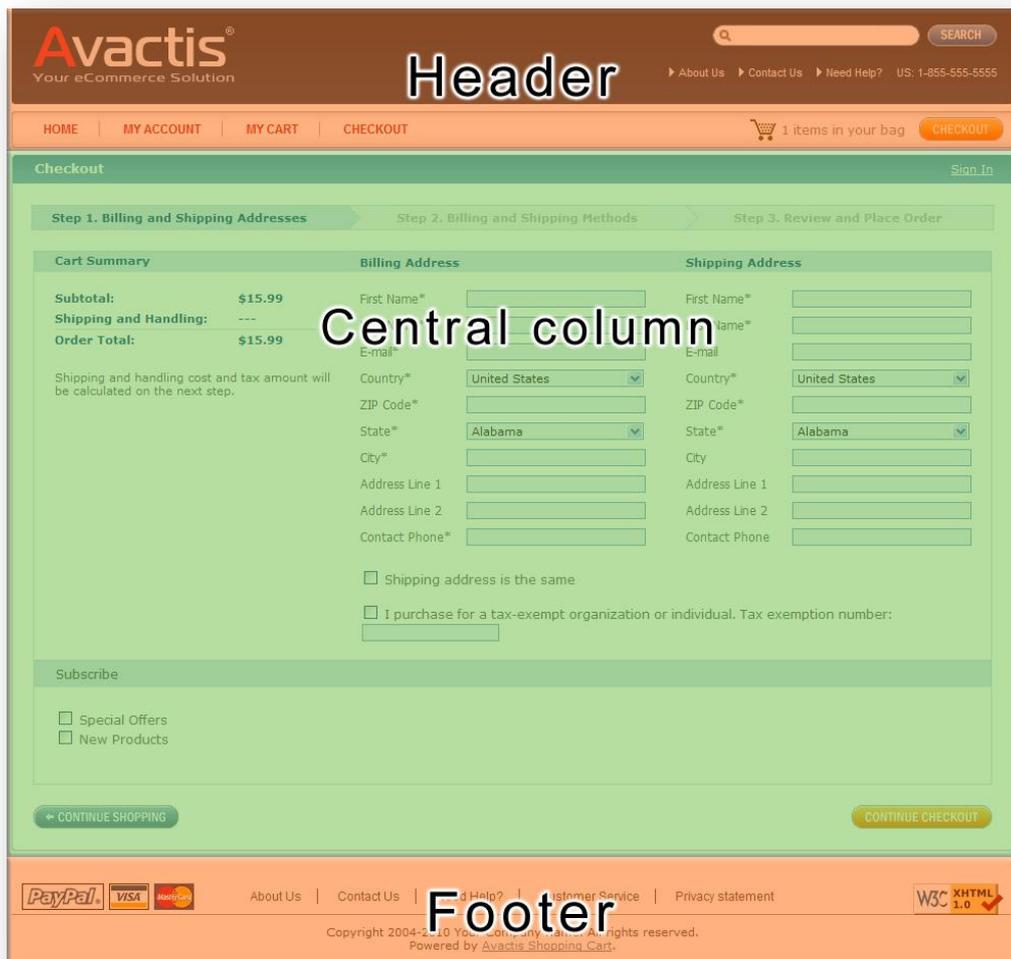
Here is the full list of checkout page elements which are specific to thecheckout page:

Central column:

- Checkout page

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:

Avactis Designer's Guide

4.1. Add review

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

After form submission the customer will see this confirmation message:

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:
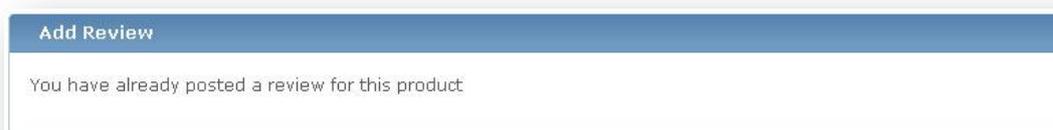
4.2. Banner

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

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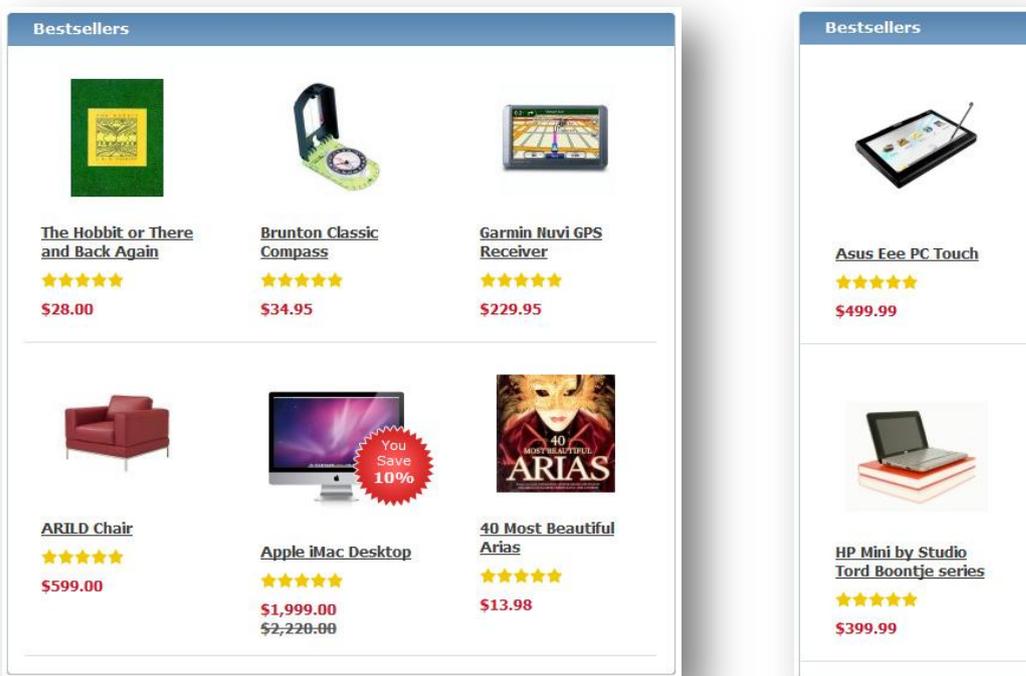
The design of the bestseller products list can be changed depending on the product configuration.

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:

Avactis Designer's Guide

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.

Avactis Designer's Guide

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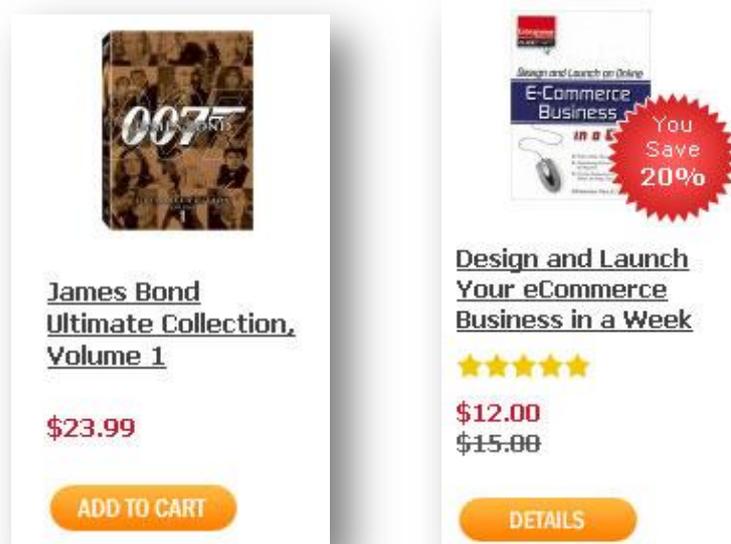
If a product does not have any options, Avactis will show the add-to-cart button for this product, so the customer can add this product to the shopping cart in one click.

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:
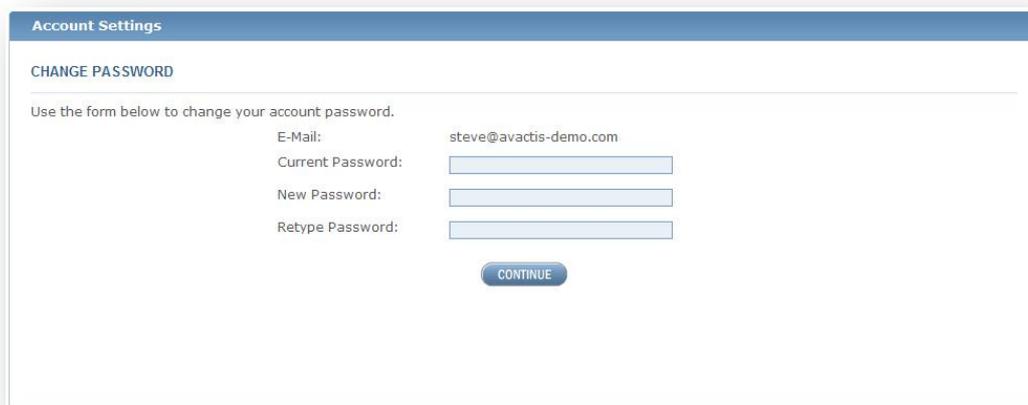
If the password is entered incorrectly, the customer will see this error message:
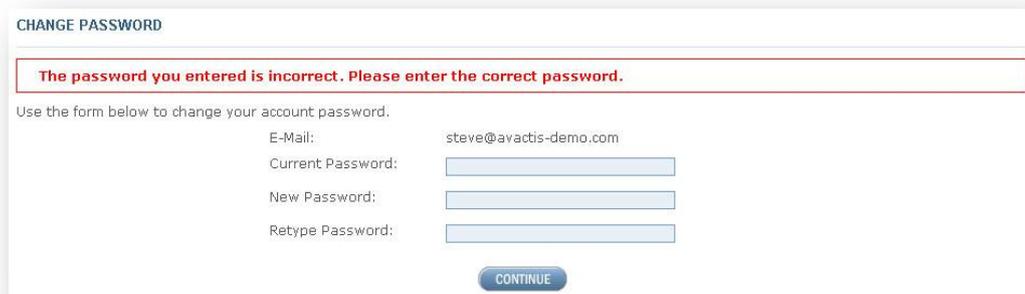
4.8. Checkout button

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

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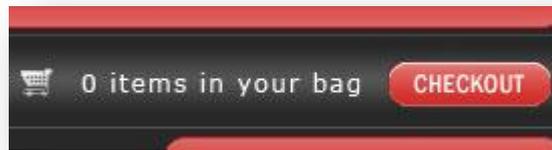
You can redesign these elements in any way. For example, create a tab menu in your template, and the checkout button will be a tab item in this menu, as in this example:

4.9. Checkout - Step 1

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

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

4.10. Checkout - Step 2

In this step the customer selects billing and shipping methods:

4.11. Checkout - Step 3

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

4.12. Checkout – Thank you page

This is the final checkout step:
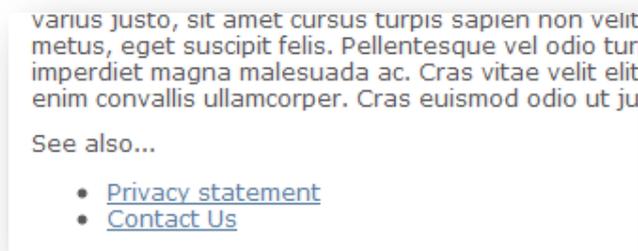
4.13. CMS article

This block shows the CMS article. An administrator can edit CMS articles using the CMS editor in the administration zone.
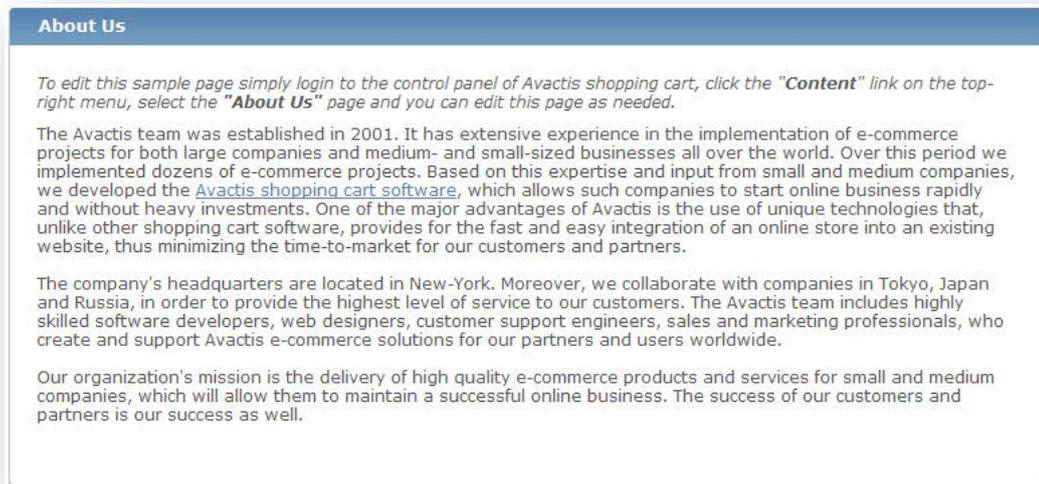
If the CMS page is linked with other pages, the customer will see the links to these CMS pages at the bottom of the CMS article as in this example:

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.

Avactis Designer's Guide

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:

4.17. Featured products list

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

:
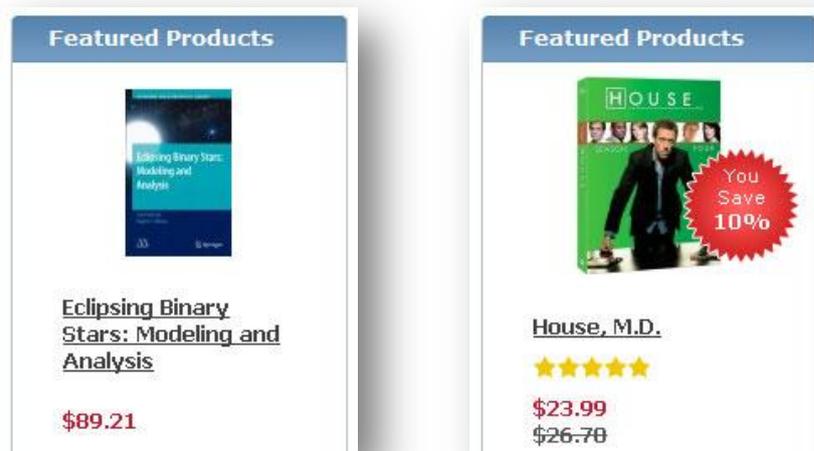
4.18. Footer menu

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:
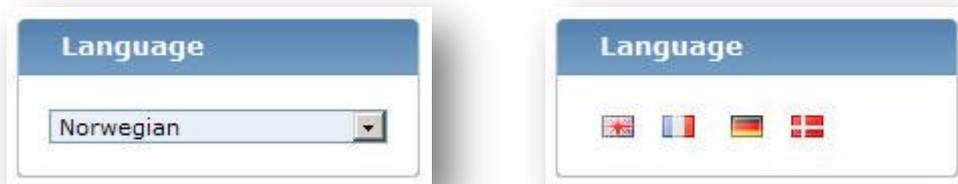

4.19. Hot Deals AJAX carousel

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:
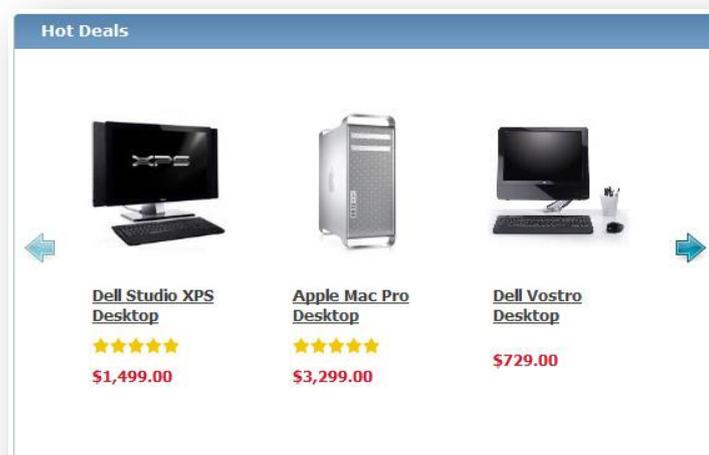
Avactis Designer's Guide

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.

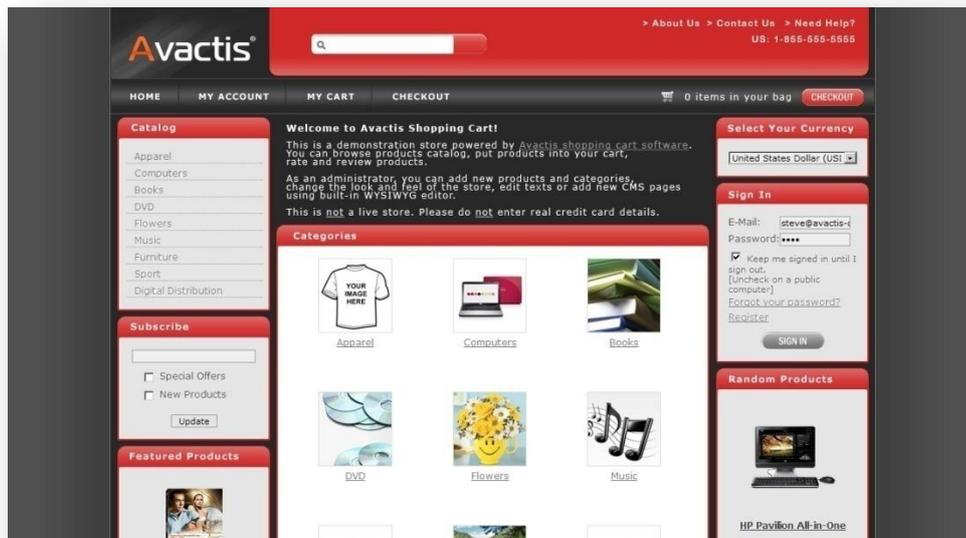Examples of language selector design:

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:

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

The customer can unsubscribe completely using the "Remove this subscription?" link:

4.23. Manufacturers list

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

Avactis Designer's Guide

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.

Avactis Designer's Guide

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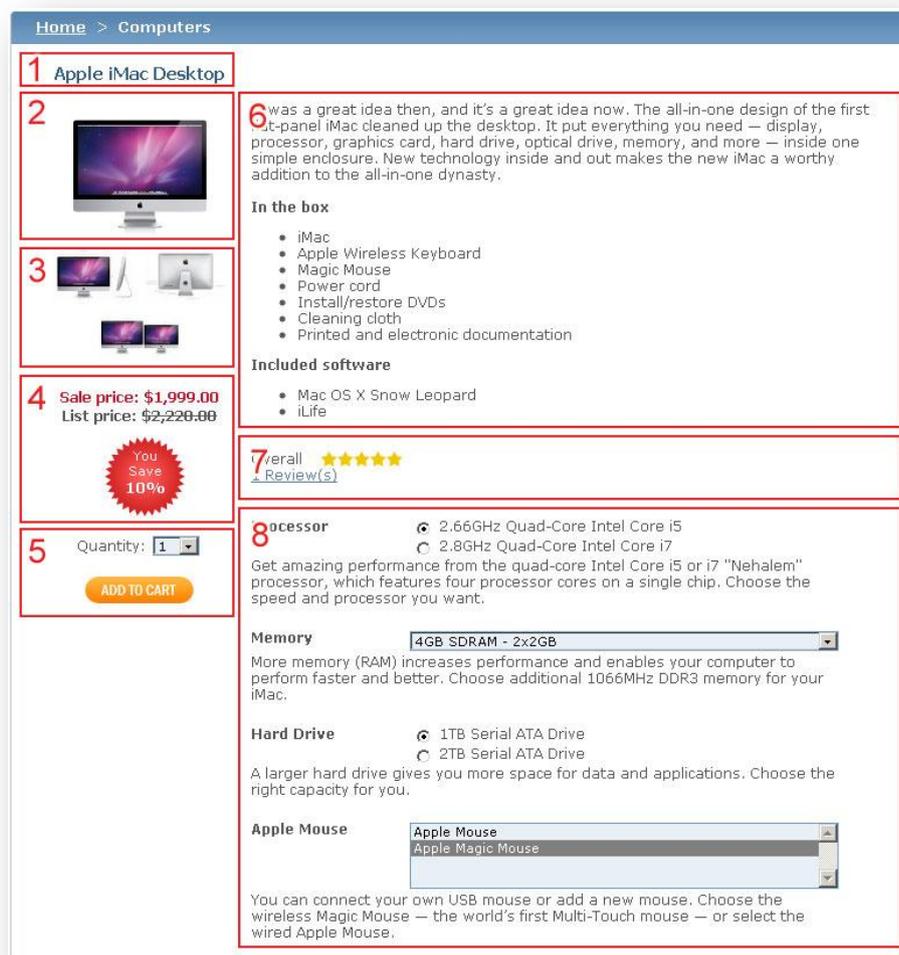

The email field will also be highlighted in the form:

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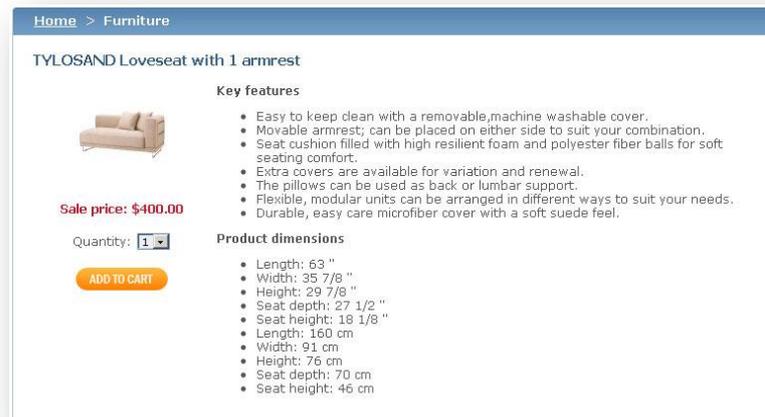

4.25. Product information

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

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 aproduct 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:
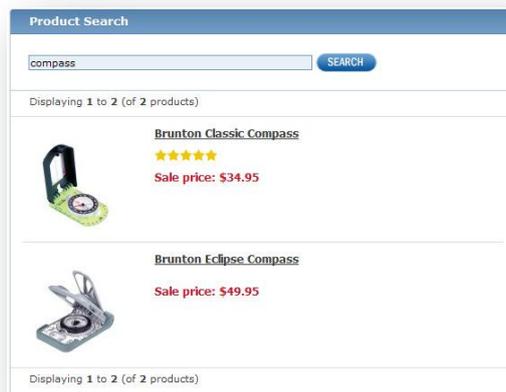
4.27. Quick Menu 1

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:

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:

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.

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

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.

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.

Avactis Designer's Guide

If a coupon code is entered incorrectly into the shopping cart, Avactis will show this error:
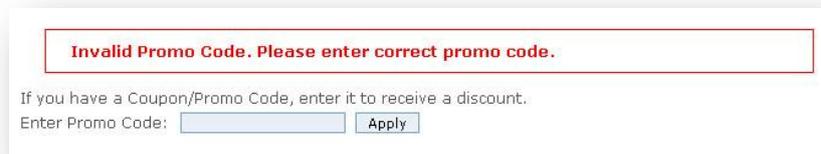
A customer can enter his or her address and calculate shipping prices without logging in using the estimate shipping costs box shown here:

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:
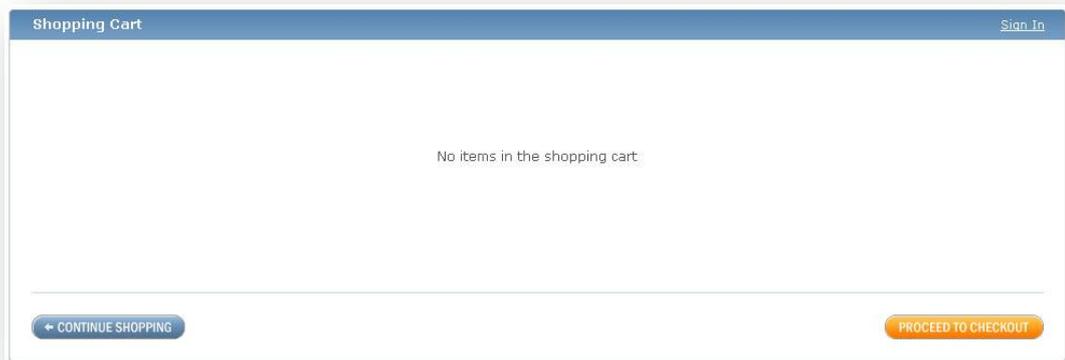
4.33. Sign-in box

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:

Example of the horizontal sign-in form design:

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

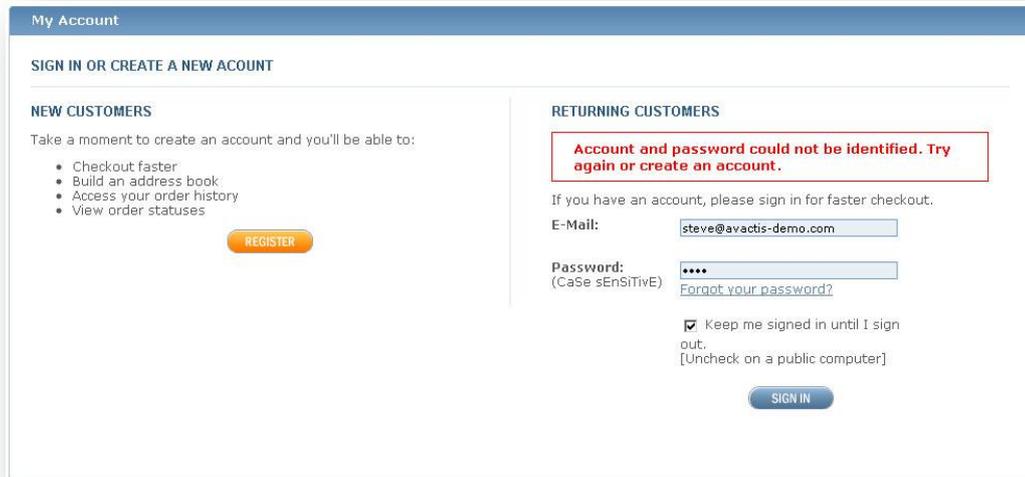If the customer entered an incorrect login or password, Avactis will show this message:

4.34. Sign-in page

This page allowsthe customer to log in or register in the system:
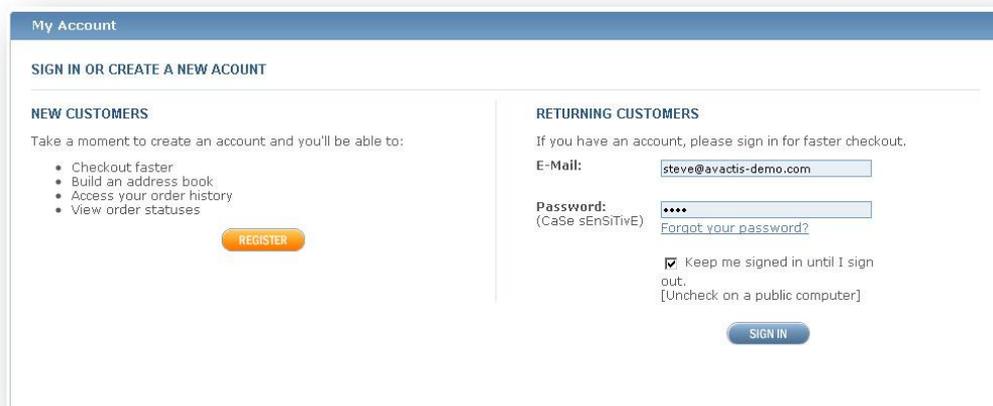
If a password or login is entered incorrectly, Avactis will show this error message:

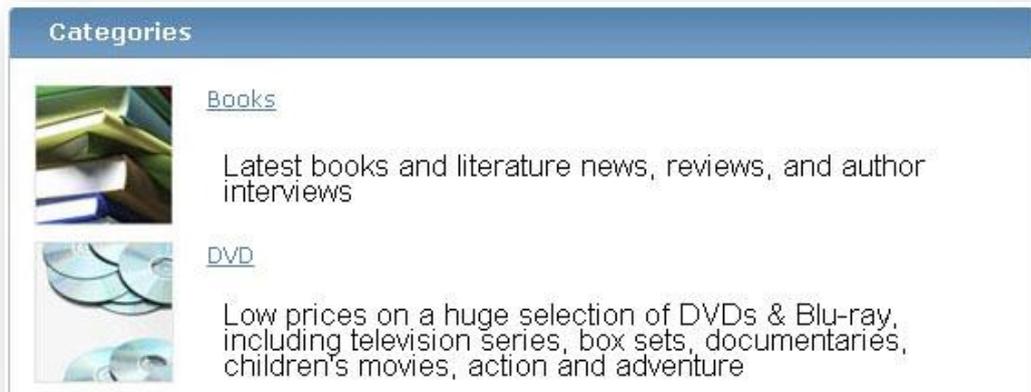## 4.35. Store category list

The store category list shows the main store categories with category icon images:
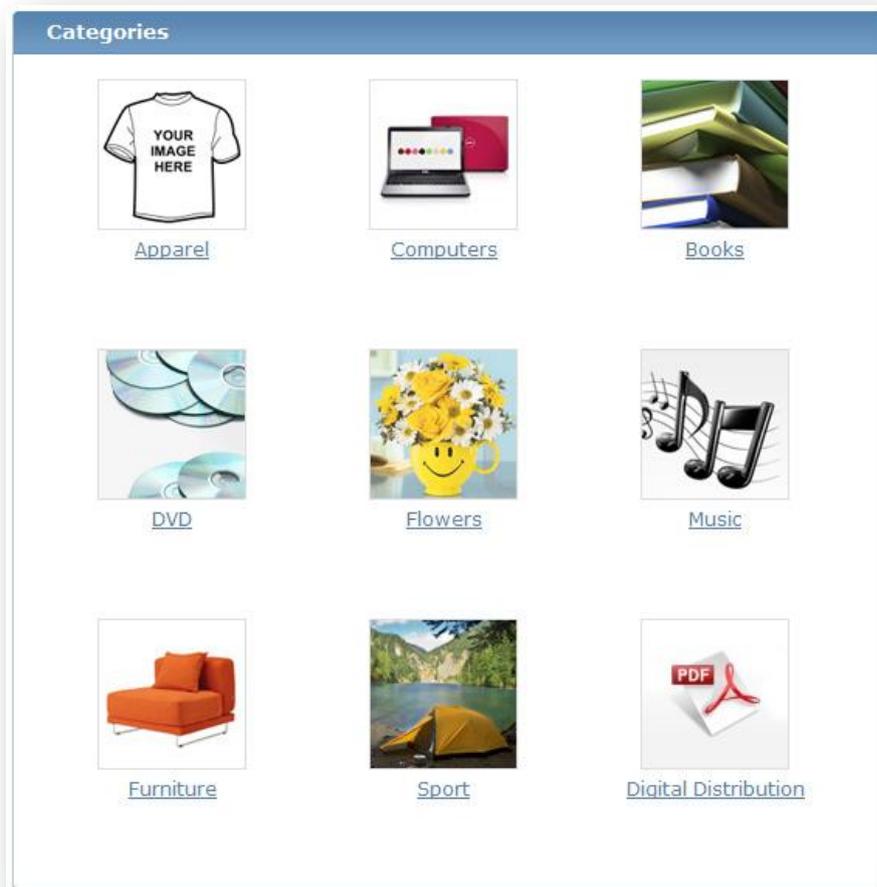
You can completely redesign this block by adding short descriptions to each category, or changing the listing style to a one or two column design, as shown here:


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:
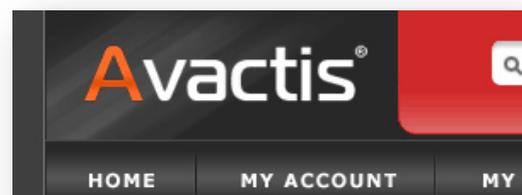
4.37. Store search form

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.
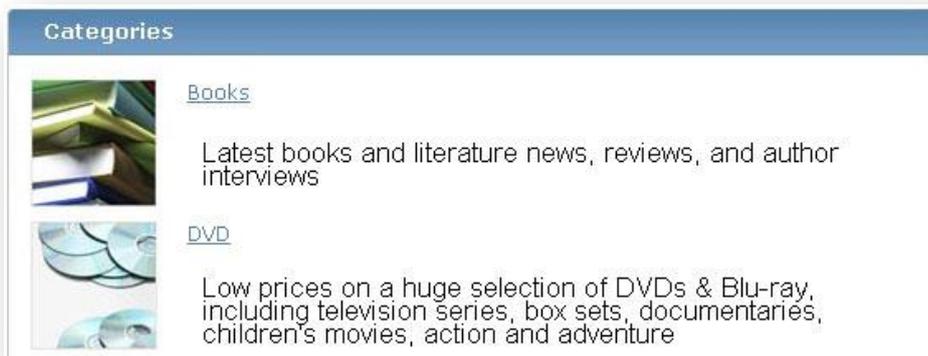
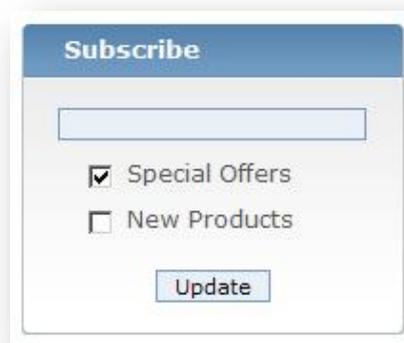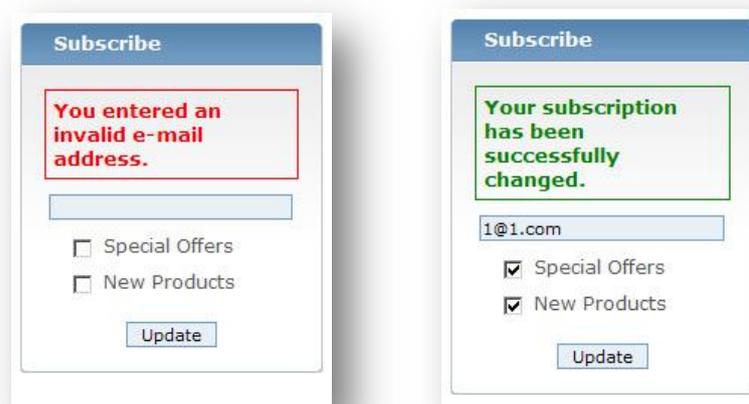Examples of the search form designs:

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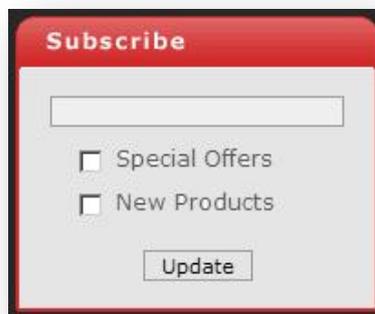
If there is only one subscription topic in the Avactis system, the customer will not see any checkboxes in the subscribe box:
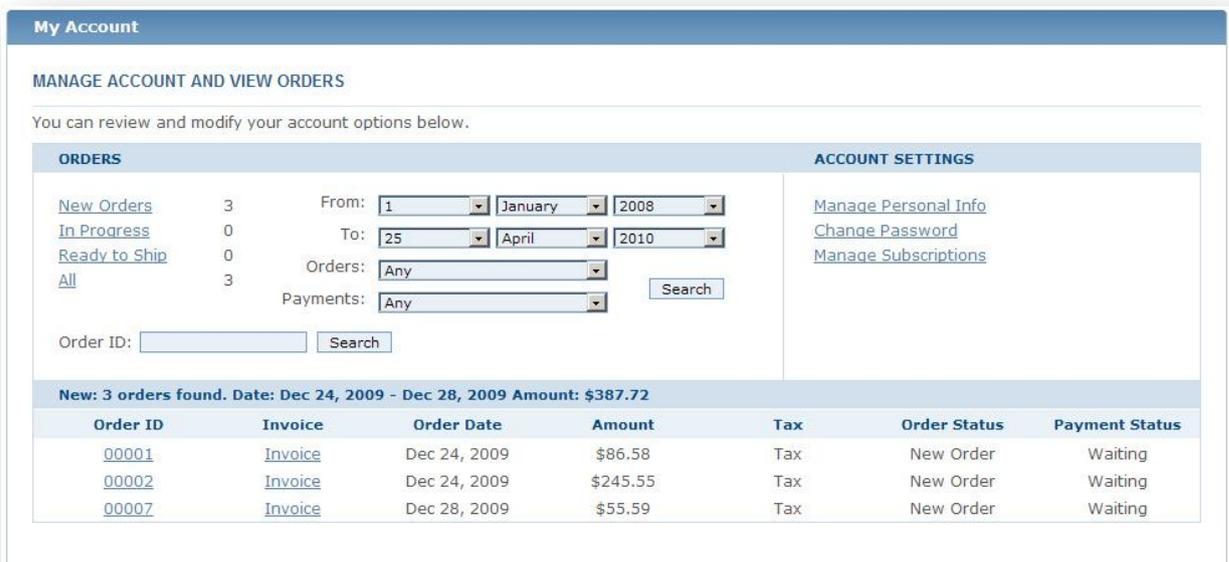

You can redesign the newsletters subscribe box in different ways, for example:

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:

4.41. View order page

This page allows the customer to view orders.

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:

4.43. Your cart

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

Avactis Designer's Guide

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