



WebStore/Orchard

Magelia WebStore Module for

Orchard - Tutorial

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1. Table of contents

1. TABLE OF CONTENTS	2
2. INTRODUCTION	3
3. DEMO / VIDEO	3
4. VIEW THE SCREENSHOTS OF THE DEMO STORE THAT WILL BE CONFIGURED IN THIS TUTORIAL	4
5. CONFIGURE THE MAGELIA WEBSTORE MODULE FOR ORCHARD	8
5.1. STEP 1 : ENABLE THE MAGELIA WEBSTORE MODULE	8
5.2. STEP 2 : BASIC CONFIGURATION OF THE MAGELIA WEBSTORE ORCHARD MODULE	9
5.3. STEP 3: ADD THE CATALOG-CATEGORIES WIDGET AND THE PRODUCTS LIST WIDGET TO THE HOMEPAGE	11
5.4. STEP 4: CREATE A PRODUCT PAGE TO DISPLAY THE PRODUCT DETAILS	14
5.5. STEP 5 : CREATE THE SHOPPING CART PAGE	15
5.6. STEP 6: CREATE THE CHECKOUT PAGE (INCLUDING ADDRESS CREATION FORM)	16
5.7. STEP 7 : ADD PAYPAL PAYMENT USING THE PAYPAL THEME	17
6. ADDITIONAL WIDGETS	18
6.1. MAGELIA WEBSTORE COUNTRY AND REGION PICKER	18
6.2. MAGELIA WEBSTORE USER ORDERS	18

2. Introduction

Orchard is a flexible and powerful open source project aimed at delivering content management systems, applications and reusable components on the ASP.NET platform.

Magelia WebStore is the new e-commerce software for the .NET environment and is completely independent of Orchard. Magelia WebStore provides a full featured e-commerce environment including products, catalogs, categories, taxes, shipping, discount management, etc.. To learn more about Magelia WebStore, please visit our website at www.magelia.org.

Magelia WebStore Module connects Orchard with Magelia WebStore to display in an online Orchard website e-commerce features and provide a payment gateway. Magelia WebStore widgets for Orchard are accessible directly via the Orchard admin panel, while the e-commerce configuration of the store remains in the Magelia WebStore environment.

WebStore e-commerce module was designed to inter-operate with Orchard content and other Orchard Gallery modules. It is easy to add Facebook button, comments etc. to your product pages. Product description can be easily adapted and enriched with content and images managed directly by Orchard.

PREREQUISITES :

This module requires:

- **a running and configured instance of Magelia WebStore 2.0. Download available at www.magelia.org.**
- **a running and configured instance of Orchard. Download available at www.orchardproject.net**

3. Demo / Video

If you would rather Watch a Video than read this guide, please view the video available on [YouTube](#)

A video showing the set up and configuration of the WebStore module for Orchard is available online.

This video shows a similar content to this tutorial:


- It demonstrates an Orchard website that implements an online store using the Magelia WebStore module: categories, products lists, products, basket and order process.
- It explains step by step how to integrate the different widgets
- It demonstrates how the PayPal theme developed by Magelia allow you to add payment to your website

Watch the demo on [YouTube](#).

4. View the screenshots of the demo store that will be configured in this tutorial

The online store that will be configured in this tutorial includes:

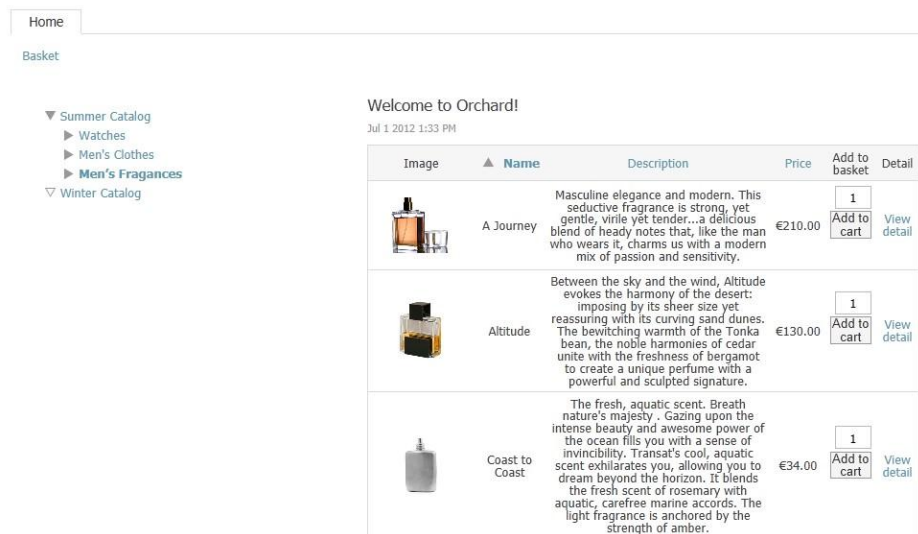
- Hierarchical view of the catalogs and categories configured in your WebStore instance
- Products lists
- Product details
- Basket
- Checkout
- PayPal Theme

 **The following screen captures provide the most basic and neutral template. This basic template can be easily modified for a better user experience and design.**




4.1.1. Catalogs and categories and product list

A view of the catalogs and categories hierarchy and a list of the products of the Men's fragrance category

Magelia



The screenshot shows the Magelia WebStore interface. At the top, there is a navigation bar with a 'Home' button and a 'Basket' link. Below the navigation bar, there is a sidebar menu with a tree structure: 'Summer Catalog' (expanded), 'Watches', 'Men's Clothes', 'Men's Fragrances' (selected), and 'Winter Catalog'. The main content area displays a welcome message 'Welcome to Orchard!' with the date and time 'Jul 1 2012 1:33 PM'. Below the welcome message is a table listing three men's fragrances. Each row in the table includes an image of the product, the product name, a detailed description, the price, and buttons for 'Add to basket', 'Add to cart', and 'View detail'.

Image	Name	Description	Price	Add to basket	Detail
	A Journey	Masculine elegance and modern. This seductive fragrance is strong, yet gentle, virile yet tender...a delicious blend of heady notes that, like the man who wears it, charms us with a modern mix of passion and sensitivity.	€210.00	<input type="text" value="1"/> Add to basket Add to cart	View detail
	Altitude	Between the sky and the wind, Altitude evokes the harmony of the desert: imposing by its sheer size yet reassuring with its curving sand dunes. The bewitching warmth of the Tonka bean, the noble harmonies of cedar unite with the freshness of bergamot to create a unique perfume with a powerful and sculpted signature.	€130.00	<input type="text" value="1"/> Add to basket Add to cart	View detail
	Coast to Coast	The fresh, aquatic scent. Breath nature's majesty - Gazing upon the intense beauty and awesome power of the ocean fills you with a sense of invincibility. Transat's cool, aquatic scent exhilarates you, allowing you to dream beyond the horizon. It blends the fresh scent of rosemary with aquatic, carefree marine accords. The light fragrance is anchored by the strength of amber.	€34.00	<input type="text" value="1"/> Add to basket Add to cart	View detail

4.1.2.Product detail screen

On this screen you see a product that comes in different sizes.

Magelia

Home

Basket

Product

Jul 1 2012 1:59 PM

Coast to Coast

Fragranza

The fresh, aquatic scent. Breath nature's majesty . Gazing upon the intense beauty and awesome power of the ocean fills you with a sense of invincibility. Transat's cool, aquatic scent exhilarates you, allowing you to dream beyond the horizon. It blends the fresh scent of rosemary with aquatic, carefree marine accords. The light fragrance is anchored by the strength of amber.

Variants

capacity : 1.70 ▾

Price : €34.00

- capacity : 1.70
- CarouselImage : No image
- MainImage :



1

Add to cart

4.1.3. Basket


A view of the basket. Promotional codes defined in Magelia WebStore are available in orchard

Magelia

Home

Basket(1)

Basket
Jul 1 2012 2:00 PM

Image	SKU	Name	Unit price	Quantity	Price	Discount	Taxes	Total	Weight	Remove	
Package #1 - Shippable from Warehouse 4 Paris - Devilerable by Colissimo											
	C17	Coast to Coast	€28.42	<input type="text" value="1"/>	€28.42	€0.00	€5.57	€34.00	100.00 g	<input type="checkbox"/>	
Line items					€28.42	€0.00	€5.57	€34.00	100.00 g	-	
Colissimo France					€10.00	€0.00	€1.96	€11.96	-	-	
Summary											
Line items					€28.42	€0.00	€5.57	€34.00	100.00 g	-	
Shipping					€10.00	€0.00	€1.96	€11.96	-	-	
Total					€38.42	€0.00	€7.54	€45.96	-	-	
Options											
<input type="text"/>					<input type="button" value="Add promo code"/>	<input type="button" value="Clear basket"/>	<input type="button" value="Update basket"/>	<input type="button" value="Checkout"/>			

Powered by Orchard © The Theme Machine 2010. [Sign In](#)

4.1.4. Checkout screen


The checkout screen

Magelia

Home

Basket(1)

Checkout
Jul 1 2012 2:01 PM

Image	SKU	Name	Unit price	Quantity	Price	Discount	Taxes	Total	Weight	
Package #1 - Shippable from Warehouse 4 Paris - Devilerable by Colissimo										
	C17	Coast to Coast	€28.42	1	€28.42	€0.00	€5.57	€34.00	100.00 g	
Line items					€28.42	€0.00	€5.57	€34.00	100.00 g	
Colissimo France					€10.00	€0.00	€1.96	€11.96	-	
Summary										
Line items					€28.42	€0.00	€5.57	€34.00	100.00 g	
Shipping					€10.00	€0.00	€1.96	€11.96	-	
Total					€38.42	€0.00	€7.54	€45.96	-	

1 - Billing Address

First name

Middle name

Last name

Email

Company

Line 1

4.1.5. PayPal Theme

The PayPal theme is based on the standard The Machine. This is just an example that can be used to develop your own theme and payment gateway.

Magelia Magelia's Test Store

Récapitulatif de votre commande

Description	Montant
Order #152	€140.00
Prix de l'objet: €140.00	
Quantité: 1	
Total objet	€140.00
	Total €140.00 EUR

Choisir un mode de paiement

PayPal traite de manière sécurisée les paiements de Magelia Magelia's Test Store.

Vous avez un compte PayPal ?
Connectez-vous à votre compte pour payer

Vous n'avez pas de compte PayPal ?
Payer par carte bancaire sans ouvrir de compte PayPal

Pays:

Numéro de carte:

Types de paiement: VISA MasterCard American Express Discover

Date d'expiration: mm / aa

Cryptogramme visuel:
De quoi s'agit-il ?

Prénom:

Nom:

Ligne d'adresse 1:

Ligne d'adresse 2 (facultatif):

Ville/Etat:

Code postal:


Type de téléphone:
Pourquoi votre numéro de téléphone ?

Numéro de téléphone:

Email:

5. Configure the Magelia WebStore module for Orchard

This procedure will help you configure step by step the Magelia WebStore Module for Orchard. The result will be similar to the screenshots shown in the above section

 **This following configuration guide DOES NOT explain how to create and configure a store with Magelia WebStore, it only shows how to display the content of your store in Orchard.**
Please visit www.magelia.org or the Magelia WebStore YouTube Channel for more info.

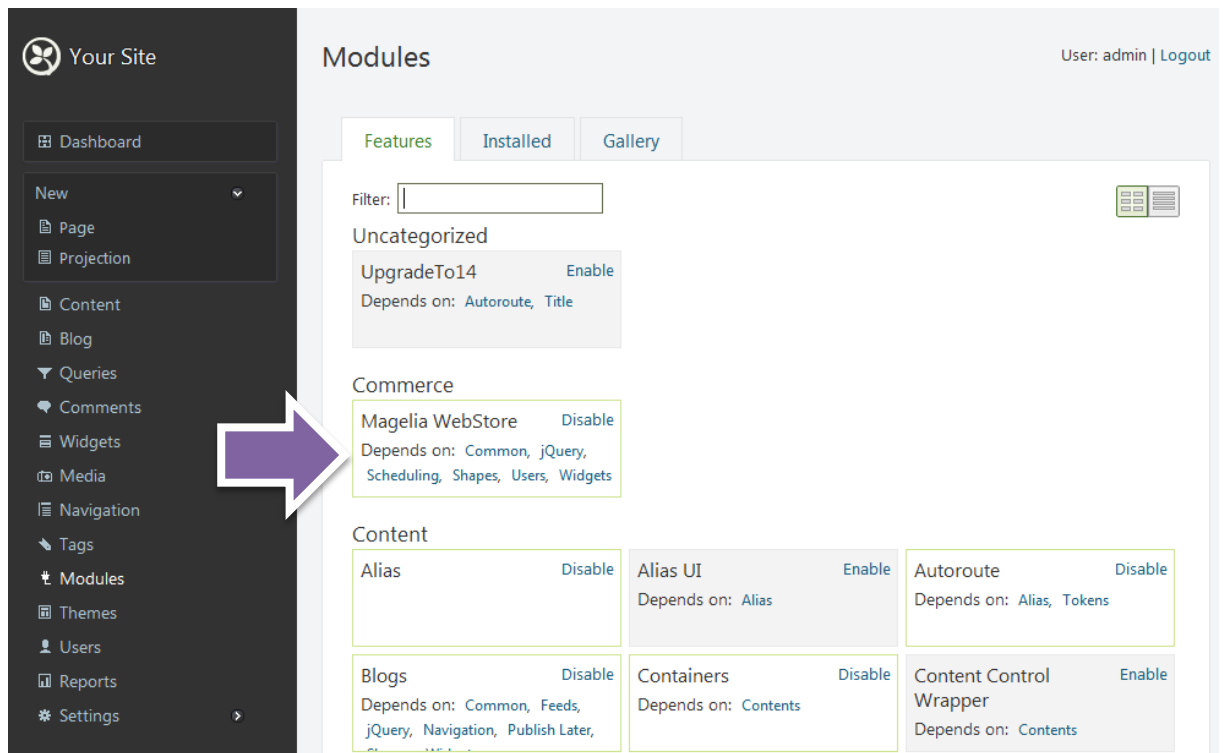
Reminder: Magelia WebStore is a standalone e-commerce software for .NET that is completely independent of Orchard. The Magelia WebStore module for Orchard enables you to benefit from Magelia WebStore e-commerce features within Orchard.

5.1.Step 1 : Enable the Magelia WebStore module

Prerequisites : Magelia WebStore module for Orchard requires both :

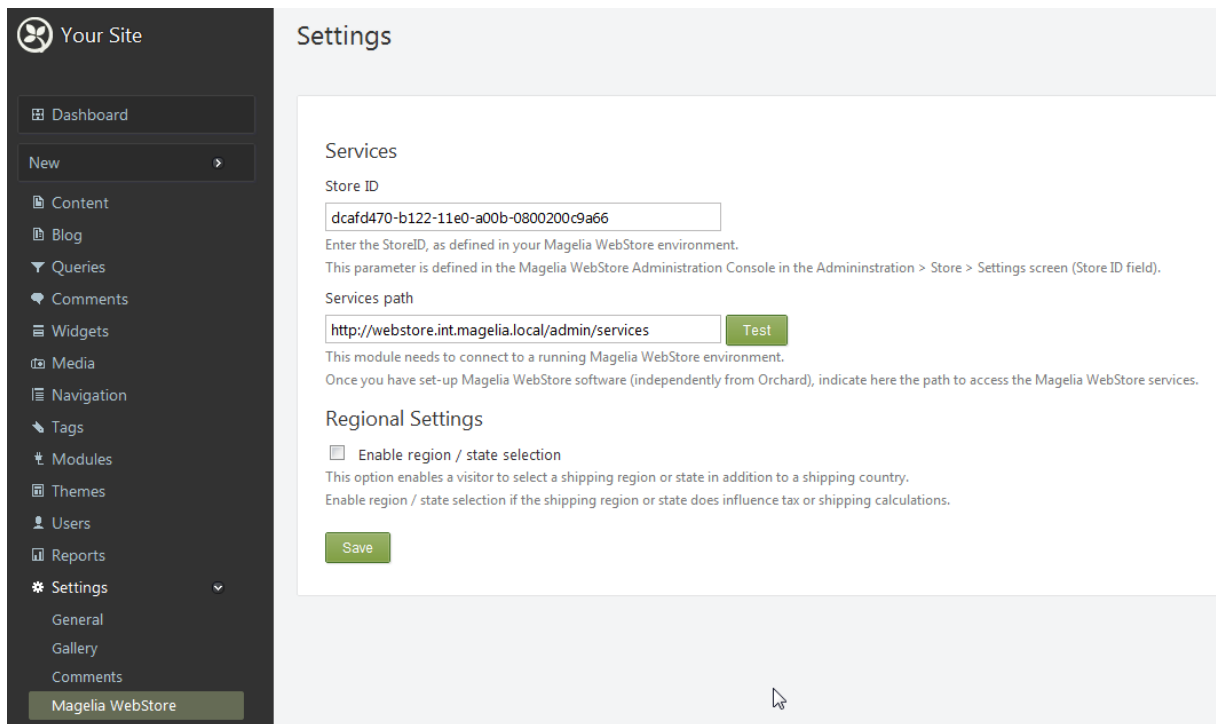
- an Orchard website running Orchard (V1.4)
- a Magelia WebStore Community or above software (V2.x)

- ✔ **DO Install Orchard**
- 💡 **Make sure that you have access to the Orchard demo website** and to the Orchard administration panel before you continue
- ✔ **DO Install the Magelia WebStore Module for Orchard** that is available for download either from your orchard back-office or via the Orchard Gallery (<http://gallery.orchardproject.net/List/ByCategory/Modules/Commerce>)
- ✔ **DO enable the Magelia WebStore module**



5.2. Step 2 : Basic configuration of the Magelia WebStore orchard module

- ✦ **Magelia WebStore is standalone e-commerce software for .NET that is completely independent of Orchard.** The Magelia WebStore module for Orchard enables you to benefit from Magelia WebStore e-commerce features within Orchard.
- ✦ We will not explain the configuration of Magelia WebStore in what follows, but we assume that you have already configured your store.
- ⚠ In the following procedure and in the video available on YouTube we use a services address that corresponds to our demo store available at <http://www.magelia.org/page/demo>. **Please feel free to use this services path as well for test purpose only but take note that the Magelia WebStore demo website is reset every hour.**



✓ **DO Access the Magelia WebStore Settings screen**

Dashboard > Settings > Magelia WebStore

✓ **DO Configure the service path**

Magelia WebStore can be accessed via web services. In order for Orchard to be able to communicate with Magelia WebStore Software you need to indicate the address of the Magelia WebStore Services

- If you have not yet installed Magelia WebStore it is time to proceed (please visit www.magelia.org for more info.)

- if you simply want to test the Magelia WebStore module for orchard without installing your own Magelia WebStore software now, feel free to use the following demo store parameters. Warning ! The Magelia WebStore demo store is reset every hour.

Store ID : enter the store ID (example : dcafd470-b122-11e0-a00b-0800200c9a66)

Service Path: enter the service path (<http://demo.magelia.org/admin/services>)

💡 The Store ID and Service Path parameters are available from your WebStore administration console (Administration > Store > Settings)

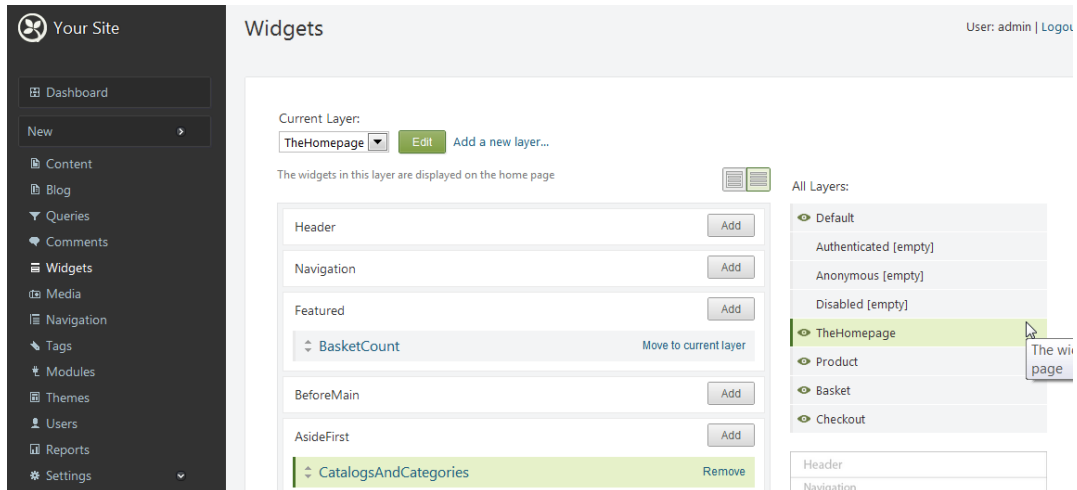
✓ Do click on the 'Test' button to test your connection with the Magelia Store to ensure that it works. If it does not work it simply means that the storeID and service path are not correct or that the Magelia WebStore web services are temporarily not available.

Now let's move on and add the Magelia WebStore widgets to Orchard

5.3.Step 3: Add the catalog-categories widget and the products list widget to the homepage

We assume that you have installed a default Orchard website.

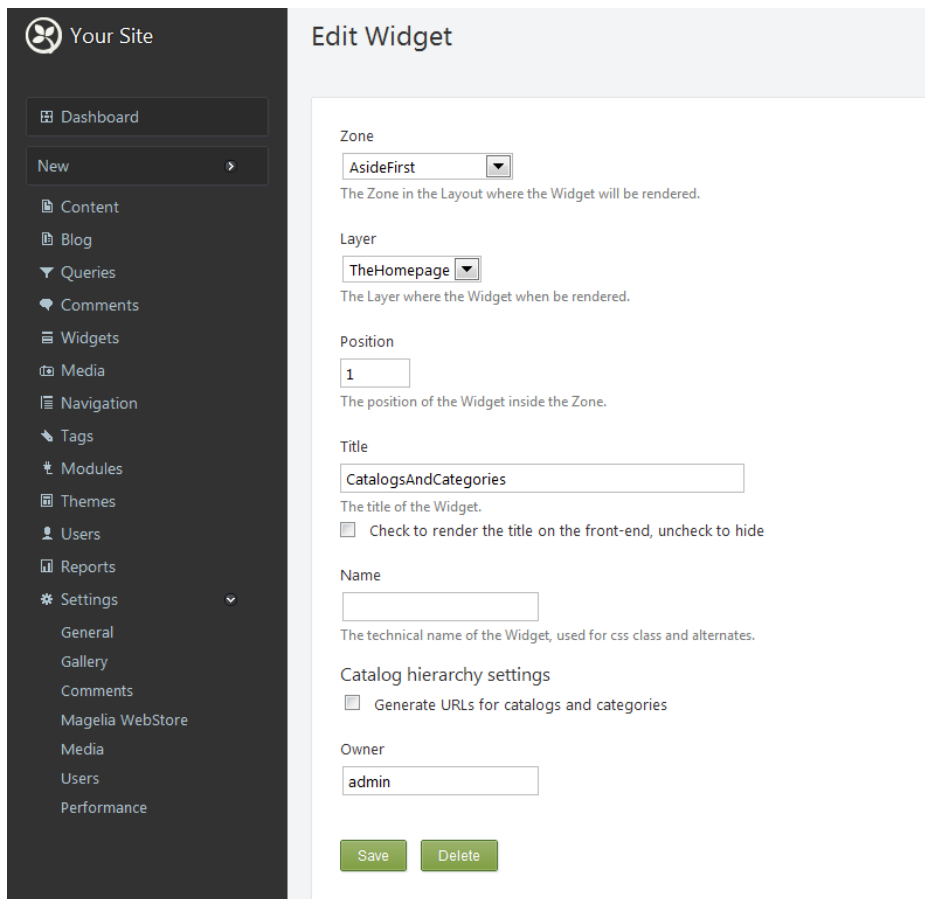
- ✓ **DO** Remove widgets from the homepage to make room for our catalog-categories and products list widgets.



- ✓ **DO** Add the Magelia WebStore Catalogs and Categories widget

Widgets > TheHomePage > AsideFirst > Add > Magelia WebStore Catalogs and Categories

- Enter a Title. Example : Hierarchy
- Uncheck “Check to render the title on the front-end, uncheck to hide”. For our example, we do not need to show the title “Hierarchy” on top.



✓ **DO add the Magelia WebStore Product List widget**

Widgets > TheHomePage > Content > Magelia WebStore Product List

- Enter a Title (example : ProductList)
- Uncheck “Check to render the title on the front-end, uncheck to hide”
- Check “Automatically display a list of products based on the choice of a catalog or category in the Magelia WebStore Catalogs and Categories component.

💡 **This is an important parameter. It allows you to:**

- display the list of products associated with a catalog+category selected by a user in the catalogs and categories widget. The list of products depends on the catalog+category chosen by the visitor.
- or display the products of a define catalog and category. If you choose this customizing option, your Orchard page will only display the content of only one given category. The list of products depends on the catalog+category chosen by you when you parameter the module.

- Choose “CatalogsAndCategories” in the listbox
The “catalog and category” entry is available because we created it earlier.
- Check « Enable sorting » to allow users to sort products displayed in the list
- Check « Enable Paging »
- Products per page = 5. Five products will be displayed per page.
- Check « Display "view detail" link ». This feature will enable to visitors to click on a product and see the product page.

- URL pattern of "view detail" link
This parameter defines the pattern that will be used to build the product page URLs. This is particularly important for SEO purpose because it enables you to use explicit terms in your product pages URLs.
- Check "Allow visitors to add products to basket". Check this feature if you want to allow visitors to add the product to the basket directly by clicking on an add to cart button that will be displayed on the list. If you do not check this feature, the add to basket button will not be displayed.

✦ To verify that the catalogs and category widget and the product list widget appear on the home page, simply visit the Homepage of your Orchard Website and you should see the widgets.

💡 If you click on the View detail link, you will get a 404 error since we did not create the product pages implementing the product detail widget. Creating the product page will be our next step.

The screenshot shows the configuration interface for a widget in the Magelia WebStore. On the left is a dark sidebar menu with options like Content, Blog, Queries, Comments, Widgets, Media, Navigation, Tags, Modules, Themes, Users, Reports, Settings, General, Gallery, Comments, Magelia WebStore, Media, Users, and Performance. The main area is a configuration form for a widget.

Zone: Content (dropdown)
The Zone in the Layout where the Widget will be rendered.

Layer: TheHomepage (dropdown)
The Layer where the Widget when be rendered.

Position: 5
The position of the Widget inside the Zone.

Title: ProductList
The title of the Widget.
 Check to render the title on the front-end, uncheck to hide

Name: [empty field]
The technical name of the Widget, used for css class and alternates.

Product list settings

- Automatically display a list of products based on the choice of a catalog or category in the Magelia WebStore Catalogs and Categories component. Magelia WebStore Catalogs and Categories component
- CatalogsAndCategories** (dropdown)
- If the above list is blank, please first create a Magelia WebStore Catalogs and Categories component to make it available.
- Enable sorting
- Enable paging
- Products per page:** 5
- Display "view detail" link
- URL pattern of "view detail" link:** ~/Product?catalog={Catalog.Code}&product={SKU}
- Enter the URL pattern that leads to product detail page.
In the following example, the relative path of the detail page is ~/Product : ~/Product?catalog={Catalog.Code}&product={SKU}
- This is a basic example and for an advanced experience, all product attributes (catalog name, product brand, etc.) can be dynamically accessed through the URL pattern.
- Allow visitors to add products to basket

Owner: admin

5.4.Step 4: Create a product page to display the product details

✓ **DO** create a new page

Dashboard > New > Page >

- Title = Product
- Click on « Publish Now »
- When the question “Would you like to add a widget layer for "Product"? appears, click on “Add a widget layer”
- Save

✓ **DO** add the Magelia WebStore Product widget

Widgets > Product > Content > Add > Magelia WebStore Product

The screenshot shows the 'Edit Widget' configuration interface. On the left is a dark sidebar with a 'Your Site' logo and a navigation menu including Dashboard, New, Content, Blog, Queries, Comments, Widgets, Media, Navigation, Tags, Modules, Themes, Users, Reports, and Settings. The main area is titled 'Edit Widget' and contains the following fields and options:

- Zone:** A dropdown menu set to 'Content'. Below it, a note says 'The Zone in the Layout where the Widget will be rendered.'
- Layer:** A dropdown menu set to 'Product'. Below it, a note says 'The Layer where the Widget when be rendered.'
- Position:** A text input field containing the number '4'. Below it, a note says 'The position of the Widget inside the Zone.'
- Title:** A text input field containing 'Product'. Below it, a note says 'The title of the Widget.' and a checkbox labeled 'Check to render the title on the front-end, uncheck to hide' is checked.
- Name:** An empty text input field. Below it, a note says 'The technical name of the Widget, used for css class and alternates.'
- Product settings:**
 - A checked checkbox labeled 'Display Product automatically according to URL parameters'. Below it, a note says 'In the following relative URL : ~/Product?catalog=AAA&product=BBB, the URL parameter that defines the catalog code is "catalog" and the URL parameter that defines the product SKU is "product".'
 - A text input field containing 'catalog'. Below it, a note says 'URL parameter that defines the catalog code'.
 - A text input field containing 'product'. Below it, a note says 'URL parameter that defines the product SKU'.
 - A checked checkbox labeled 'Allow visitors to add product to basket'.
- Owner:** A text input field containing 'admin'.

At the bottom of the form are two buttons: 'Save' and 'Delete'.

- Title = product
- Uncheck “Check to render the title on the front-end, uncheck to hide”
- Catalog code = catalog .
Catalog is the parameter that we entered in the URL pattern field of the product list widget.
- Product SKU = product
Product is the parameter that we entered in the URL pattern field of the
Check “Allow visitors to add product to basket”
- Save

✓ Let us now visit the website and make sure that products are correctly displayed. This is the case. In the next step, we will create the shopping cart page.

5.5. Step 5 : create the Shopping cart page

We will now create the shopping cart page and add a Basket (x) widget on each page to indicate the number of products in the basket.

✔ DO Add the basket count widget to the Default layer

Widget > Default > Featured > Magelia WebStore Basket Count

- Title = Basket Count
- Uncheck “Check to render the title on the front-end, uncheck to hide”
- Basket url = ~/Basket . Specify here the link to the basket page.
- Save

✔ DO Create the basket page

Dashboard > New > Page

- Title = Basket
- Click on ‘Publish Now’
- To the question “Would you like to add a widget layer for "Basket"?", answer “Add a widget layer”
- Click on Save

✔ DO Add the basket widget to the basket page

Widget > Basket > Content > Add > Magelia WebStore Basket

- Title = Basket
- Uncheck “Check to render the title on the front-end, uncheck to hide”
- Checkout url = ~/Checkout. This parameter indicates the address of the page the comes next : the checkout process.

The screenshot shows the 'Edit Widget' configuration page. On the left is a dark sidebar with a 'Your Site' logo and a navigation menu. The main content area is titled 'Edit Widget' and contains the following fields and options:

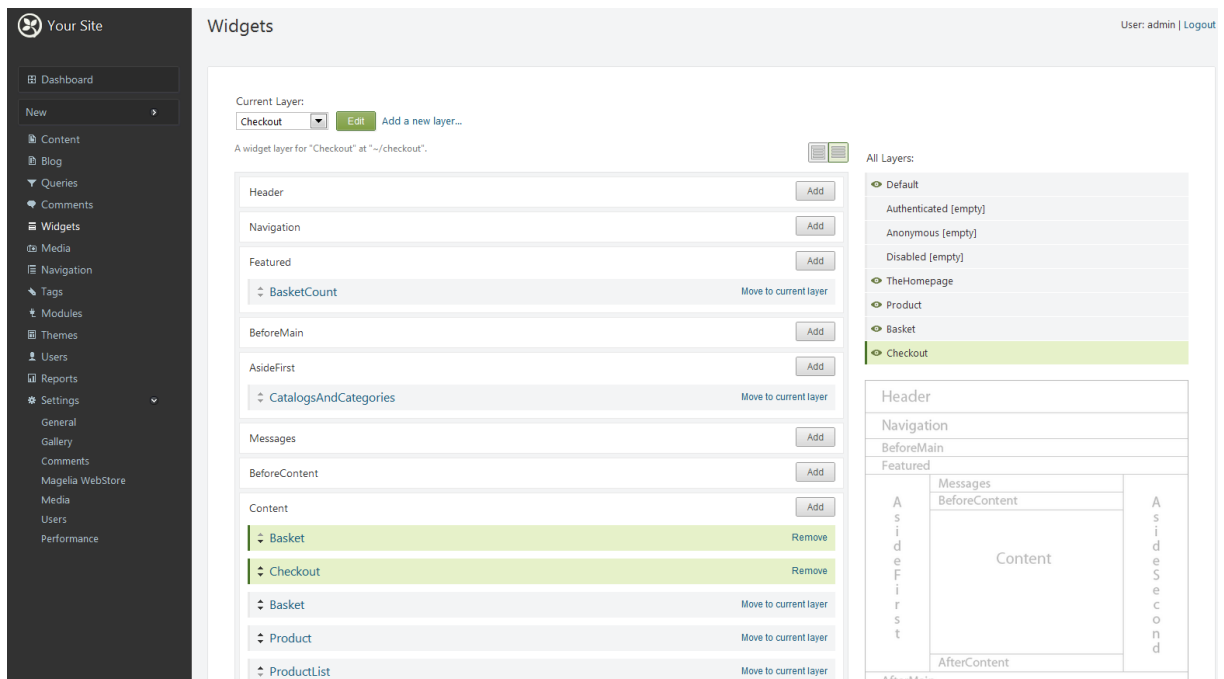
- Zone:** A dropdown menu set to 'Content'. Below it, text reads: 'The Zone in the Layout where the Widget will be rendered.'
- Layer:** A dropdown menu set to 'Basket'. Below it, text reads: 'The Layer where the Widget when be rendered.'
- Position:** A text input field containing the number '3'. Below it, text reads: 'The position of the Widget inside the Zone.'
- Title:** A text input field containing 'Basket'. Below it, text reads: 'The title of the Widget.' There is a checkbox labeled 'Check to render the title on the front-end, uncheck to hide' which is currently unchecked.
- Name:** An empty text input field. Below it, text reads: 'The technical name of the Widget, used for css class and alternates.'
- Basket settings:** A checkbox labeled 'Do not allow visitors to modify the basket (items, qty, promo codes, etc)' which is unchecked. Below it, text reads: 'In order to ensure accurate basket calculations this option must be checked if you use this widget on the checkout page. Leave it unchecked to allow visitors to modify the basket, if you use this widget on the checkout page.'
- Checkout url:** A text input field containing '~-/Checkout'. Below it, text reads: 'Relative path of the checkout page.'
- Owner:** A text input field containing 'admin'.

At the bottom of the configuration area are two green buttons: 'Save' and 'Delete'.

- ✔ If you visit the website now, you will be able to add products to basket and view basket. Clicking on the checkout button will lead to an error since we did not yet configure the checkout page

5.6. Step 6: create the Checkout page (including address creation form)

- ✔ **DO Create the checkout page**
 - Dashboard > New > Page
 - Title = Checkout
 - Publish Now
 - To the question “Would you like to add a widget layer for "Checkout"?” answer “Add a widget layer”
 - Click on the Save button



✓ **DO Add the basket widget to the checkout page**

Widget > Checkout > Content > Add > Magelia WebStore Basket

- Title = Basket
- Uncheck “Check to render the title on the front-end, uncheck to hide”
- Check “Do not allow visitors to modify the basket (items, qty, promo codes, etc.) ».

💡 It is important to allow shoppers to make changes to their basket in the basket page but we recommend not to allow changes for the checkout page because these changes may impact the order calculation.

- Click on the Save button

✓ **DO Add the checkout widget to the checkout page**

Widget > Checkout > Content > Add > Magelia WebStore Checkout

- Title = checkout
- Uncheck “Check to render the title on the front-end, uncheck to hide”
- Click on the Save button

✓ **DO Move the “Checkout” widget under the “Basket” widget**

✚ We are almost done! If you browse the website now, you should be able to navigate, view product detail page, add products to the basket and proceed to checkout (create address, accept sales conditions and click on order).

5.7.Step 7 : Add PayPal payment using the PayPal theme

- ✓ **DO activate the « Theme Machine with PayPal ».** This theme is a variation created by Magelia of the classic Theme Machine theme to include PayPal payment. Use this theme as an example to build your own themes or use it as is (but remember to configure the theme to change the PayPal identifiers).

- ✦ You should now be able to pay using PayPal. Of course only a sandbox demo account has been configured.
- ✓ In order to configure your real PayPal account :
 - change the parameters that are displayed in :
Views/DisplayTemplates/Checkout/ ProceedToPayment.cshtml
- ✓ **DO** change at least the following parameters
 - business** : indicate here the e-mail address of the paypal account that will be credited.
 - return** : enter the URL of the page where to route the traffic after payment.
 - cancel_return** : enter the URL of the page where to route the traffic if the payment is cancelled by the user.
- ✓ How to change the PayPal settings to replace the sandbox settings with your own PayPal Account.;
 - On this form the '**action**' parameter routes the traffic to the paypal sandbox
 - Simply remove sandbox in the URL <https://www.sandbox.paypal.com/cgi-bin/webscr> in order to access the PayPal 'real' environment: <https://www.paypal.com/cgi-bin/webscr>

6. Additional Widgets

6.1. Magelia Webstore Country And Region Picker

This widget enables visitors to select a currency and to indicate where they are located (e.g. shipping regions).

Currencies and regions can be selected among the currencies and shipping regions defined in Magelia WebStore Software.

6.2. Magelia Webstore User Orders

This widget presents a list of orders to enable users to see the status of their order.