

E-commerce Catalog

I designed and developed the first version of Acro Media's AcroCommerce catalog system (now called storeBox). The goal of this suite was to replicate the best features of other e-commerce systems, including those custom developed by Acro Media and "off-the-shelf" products developed by other companies, while eliminating some of the poorer design elements of these other systems.

Front-end

The front-end of the catalog system consists of the published catalog, a shopping cart application, and a checkout. The published catalog presents product summaries on a per-category basis, as well as a "more details" view on a per-product basis. Different variations can exist on a single product (i.e. different size and colour combinations), which further streamlines and simplifies the catalog.

The AcroCommerce catalog is published to static HTML files, which allows it to be indexed by search engines and more quickly returned by the Web server. Using client-side javascript, these published pages nevertheless keep a running tally of the user's shopping cart contents and subtotal. A search feature is available for finding specific and related products.

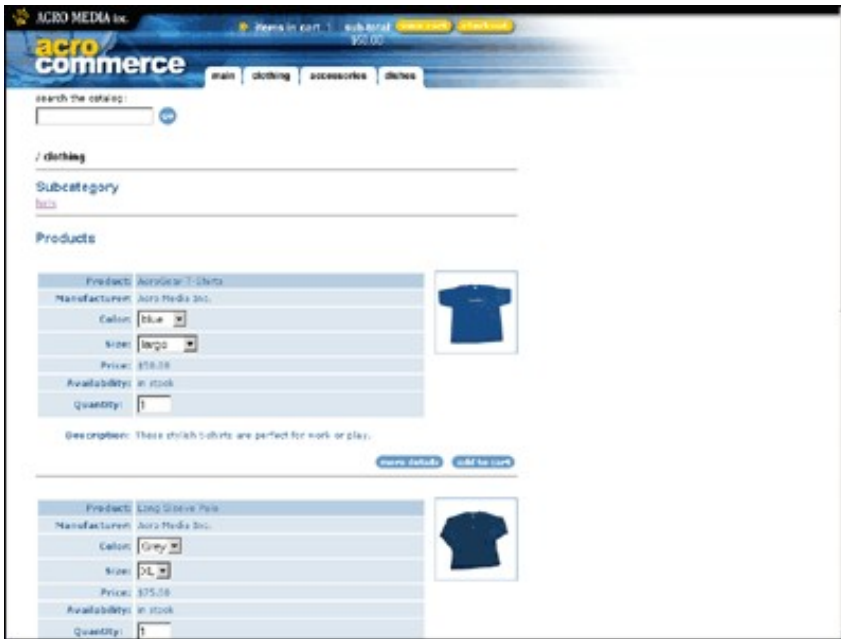
The shopping cart is used by the online shopper to add and remove products to be purchased through the checkout application. This checkout application verifies the validity of the credit card (using the Luhn formula) and, if applicable, communicates with the banking network via a secure payment gateway to pre-authorize the purchase amount on the user's credit card. The order is then stored for management via the back-end tools.

Back-end

The back-end tools are integrated with AcroNet, Acro Media's secure extranet. Using this system, employees of a client company can log in to manage the various facets of the online catalog. A catalog manager is used to add, edit, and remove categories and products, as well as publish changes to the front-end.

A tax manager is used to add, edit, and remove primary and secondary (if applicable) tax rates for various provinces and states. An order manager application is used to fill or credit orders, as well as review orders for accounting or market research purposes.

If the catalog is configured to use a secure payment gateway, filling an order automatically transfers the purchase amount to the client's merchant account, eliminating the need for any off-line transaction settlement.



The screenshot shows a web application interface for an 'Order Manager'. At the top, there is a navigation bar with a user profile 'Greg Froh (Managing Jerry Roe)', a 'Logout' link, and a search bar containing 'DARD M8A001'. Below the navigation bar are links for 'ACCOUNT INFO', 'EMAIL ACCOUNTS', 'STATISTICS', and 'HOME'. The main content area features the 'ALCOHOL' logo and the title 'Order Manager'. A sub-header reads 'Search for Orders' with the instruction 'Provide criteria for finding the orders you would like to manage'. Underneath, there is a 'Quick search:' section with a button labeled 'Remove all unlinked orders'. The 'Advanced search:' section includes several filters: 'Order ID' (text input), 'Billing Name' (text input), 'Payment Status' (dropdown menu with 'Paid' selected), 'Begin Date' (calendar-style date selector for 'Friday, August 20, 2010'), 'End Date' (calendar-style date selector for 'Friday, September 10, 2010'), 'Quick Dates' (dropdown menu with 'Last 31 days' selected), 'Search results per page' (dropdown menu with '10' selected), and 'Show search grand total' (checkbox, currently unchecked). A 'Search' button is located at the bottom right of the search criteria. At the very bottom of the page, a small copyright notice reads 'Copyright © 2010 Alco Media Inc. All Rights Reserved.'