Effective E-Commerce and Collaboration Skills Course Outlines

15 – 19 April 2018   Muscat / Sultanate of Oman

Introduction

- Welcome and Course Overview
- System Requirements / Prerequisites and Caveats

E-commerce Overview

- First Generation E-commerce
- Second Generation E-commerce
- The Next Generation
- E-commerce Terminology

First Steps with Our Client

- The Design and Development Process
- The Sales Call and First Analysis
- Detailed Description of the Client Company
- A Close Look at the Customers
- Detailed Description of the Products
- Client Goals Financial Expectations
- Reviewing the Competition

Details from the Client

- Past and Future Customer Purchases
- Customer Expectations of the E-commerce Site
- Supporting an Internet Sales Channel
- Supporting Internet Customers
- Justification and Challenges for E-commerce With This Client

Choosing the Type of E-commerce

- Hosted Stores
- Shrink-wrapped E-commerce Plugins
- Enterprise E-commerce Server Software
- Custom E-commerce Development
- Application Programming Language Choices

Contracts and Specifications

- Specifications: Before or After the Contract?
- Estimating Timelines for E-commerce Sites
- Sample Contract and Possible Issues

- Specifications: Design and Content
- Specifications: E-commerce Functionality

Site Planning and Flow Diagrams

- Location, Location, Location
- Mapping Product Browse and Search
- Mapping Purchase Flow
- Site Map and Navigation Elements

Design

- Colors, Logo, and Look and Feel
- Home Page Elements and Layout
- Product Search Results
- Product Detail View
- Administration Area Home Page
- Using Design to Reinforce Credibility
- Three Comps for Client Review

CFML Mock-up

- CFML Mock-up: Images
- CFML Mock-up: CSS Part 1
- CFML Mock-up: CSS Part 2
- CFML Mock-up CSS Part 3
- Header and Footer Files

Financial and Security Decisions

- Payment Processing Overview
- Credit Card Options
- Live Credit Card Processing
- PayPal
- Accepting Checks Online
- Making the Transaction Secure
- Other Security

Sales Tax and S&H Charges

- Charging Sales Tax
- Charging for Shipping
- Shipping Charge Options
- Other Shipping Questions
- Drop Shipping
- Charging Handling Fees

Data Elements and Integration

- The Chasm Between Inventory and E-commerce
- Data in Two Databases
- Exporting and Importing E-commerce Data
- Data Storage Requirements
- Maintaining Records and Proving Sales Approval

Data Structure

- Choosing the Database
- Basic Table Schema
- Reviewing the Products Table
- Reviewing the Contacts Table
- Reviewing the Orders Table
- Reviewing order Lines and Order Shipping
- Table Relationships

Development

- Coping With Statelessness
- Development Methodologies
- Directory Structure and store.cfm Router
- Add Item to Cart Part 1
- Add Item to Cart Part 2
- Add Item to Cart Part 3

Shopping Cart View

- Cart Router Template
- Cart View Part 1
- Cart View Part 2
- Cart View Part 3
- Cart View Part 4
- Change, Delete, and Product Detail
- Add Item Count To Navigation

Checkout Billing

- Checkout Billing Part 1
- Checkout Billing Part 2
- Checkout Billing Part 3
- Checkout Billing Part 4
- Validate Billing Information

Checkout Shipping

- Checkout Shipping Part 1
- Checkout Shipping Part 2
- Checkout Shipping Part 3
- Validate Shipping and Sales Tax

Order Summary

- Order Summary Part 1
- Order Summary Part 2
- Confirm Order

Order Processing

- Process Payment Part 1
- Process Payment Part 2
- Finish Processing Part 1
- Finish Processing Part 2

Conclusion

- Recap and What is Left