

# Welcome to eOrdering Professional By LAJ Design

eOrdering Professional lets small businesses and photographers put lots of products online to take orders easily. It allows photographers to let customers order their pictures while at the event or let them order later on the internet. It allows small businesses to setup a complete store.

eOrdering Professional uses shopping cart technology to allow the user to store a users order, so they can move around your site and place their order when they want.

eOrdering Professional will:

- Create the main order page, and then for each roll it will make index pages, a view cart page, a checkout page, a shipping page and individual product pages.
- The products can have an image or can be text only.
- Each product can have a description, cost, shipping cost.
- Creates the server side code to process orders.

In the end, you have a product where the user selects what they need, they can see the cost, they submit the order, and then you get an email detailing the order.

This fully functional 20-day demo version is available for Windows and Macintosh (both classic and carbon).

## **Windows System Requirements:**

eOrdering Professional requires a Intel or compatible chip running Microsoft Windows 95, 98, ME, NT, 2000, or XP \*.

## **Macintosh System Requirements:**

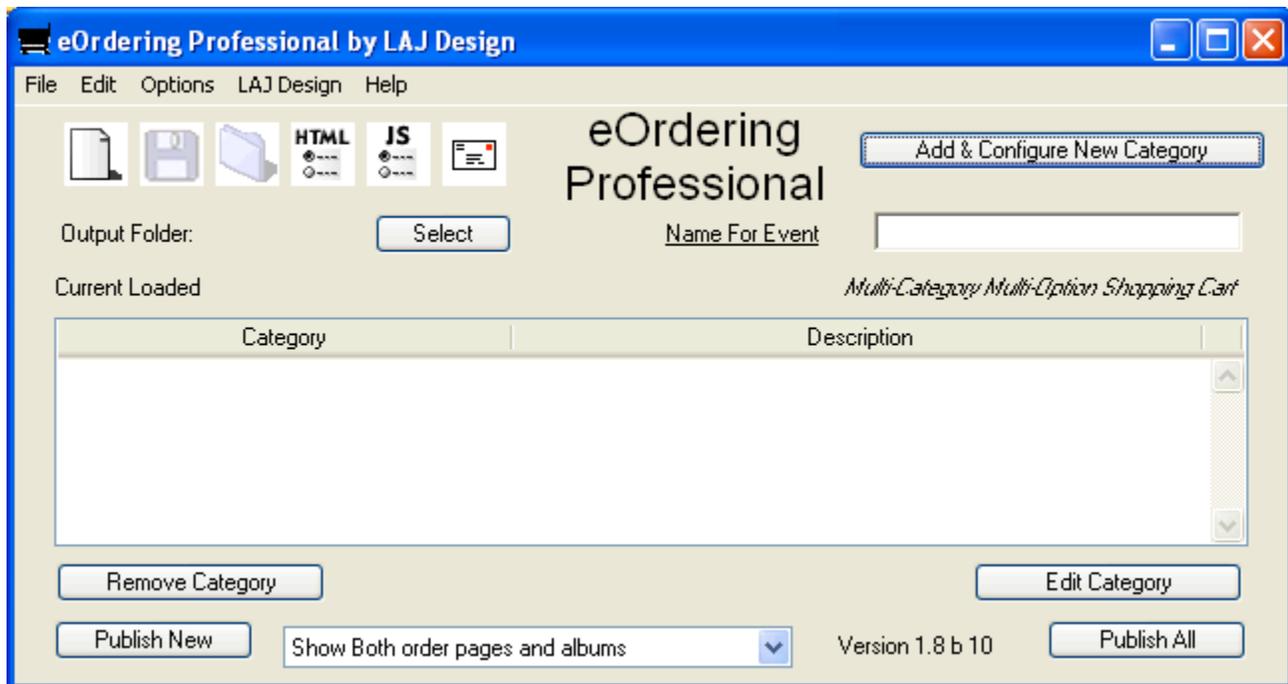
eOrdering Professional requires a PowerPC CPU running Mac OS version 8.0 or higher (including OS X)\*.

\* If QuickTime is not installed then you are limited to using only JPEG images. If using QuickTime make sure that you have the still images module installed if Macintosh and if windows have the still image, effect, authoring, 3D and internet extras modules installed).

## **eOrdering Professional Features**

- True Shopping cart - This means that items added from one roll show up on all rolls.
- No top end to the number of images allowed per event. (We have tested up to 850 with no problems)
- Easily add, configure, and delete rolls of pictures.
- Configurable html text, and html page properties
- Html runs on any platform (as long as its web browser supports JavaScript)
- Several different post processing methods (PayPal, ASP email, PHP email, PHP print)
- The ability to use templates for registered versions.
- The ability to use Save/Load for registered versions.
- Free upgrades and support for registered users
- Use custom logos for registered users.

## How to Operate eOrdering Professional



### How to add products

This can be sorted by category or by roll. When you import products, it will import a folder of images at a time. If you want to use categories, group your product images in folders and then import each folder as a category.

Note: When you first add a category, you have to select a folder, but after the category is added you can edit the category and add additional products from other folders.

**Step 1** - Click the "add and configure new Category". This will give you the "add / Configure" window shown in image 1.

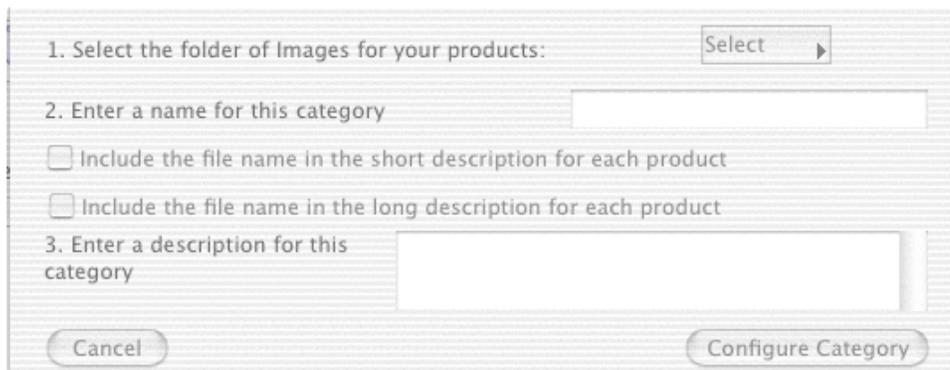
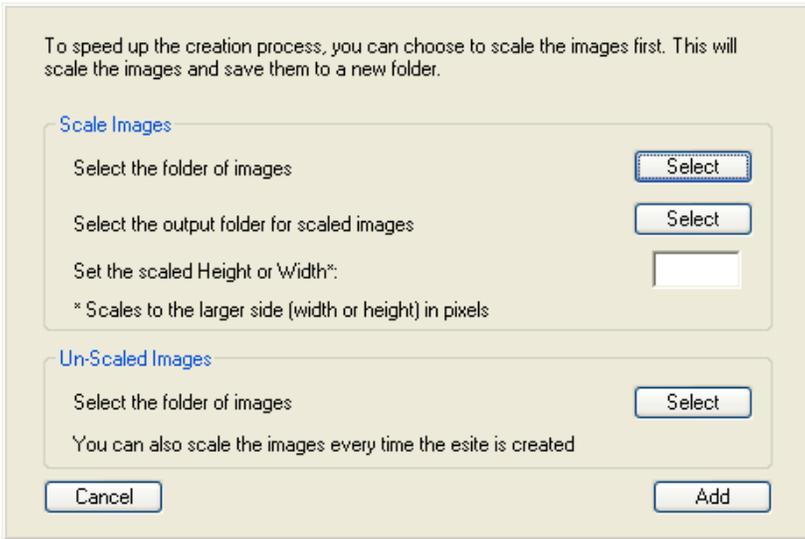


Image 1 - The add/configure New Category window

**Step 2** – Enter a name for that category (or roll) and a description for that category.

**Step 3** – If you want the image name to show in the short or long description then check that box. The long description is used on the individual image page and the short description is used on the index pages and as the shopping cart product description.

**Step 4** – Click the Select button to select the folder of images. You can choose to scale images first, just use a folder of images, or no images. The use just a folder lets you select a folder of images. The no images preloads no images for products (but you can load images later). The scale images will give you the window as shown in image 2.



To speed up the creation process, you can choose to scale the images first. This will scale the images and save them to a new folder.

**Scale Images**

Select the folder of images

Select the output folder for scaled images

Set the scaled Height or Width\*:

\* Scales to the larger side (width or height) in pixels

**Un-Scaled Images**

Select the folder of images

You can also scale the images every time the esite is created

Image 2 – The Select images window

When you go to add images you can either add the images unscaled or scale the images first. Scaling the images first cuts down on the processing time greatly when you go to publish your eSite.

To scale the images first, select the folder of images and select the folder where to save the scaled images to. Then enter a height or width to scale to (this will look at each images an scale to the greater side). Then click the add button.

To select and use unscaled images just click the select button and select your folder of unscaled images.

**Step 5** - After selecting your new images folder you will be returned to the add images folder. Then you just need to click the configure category which will take you to the Category Configuration window as shown in image 3.

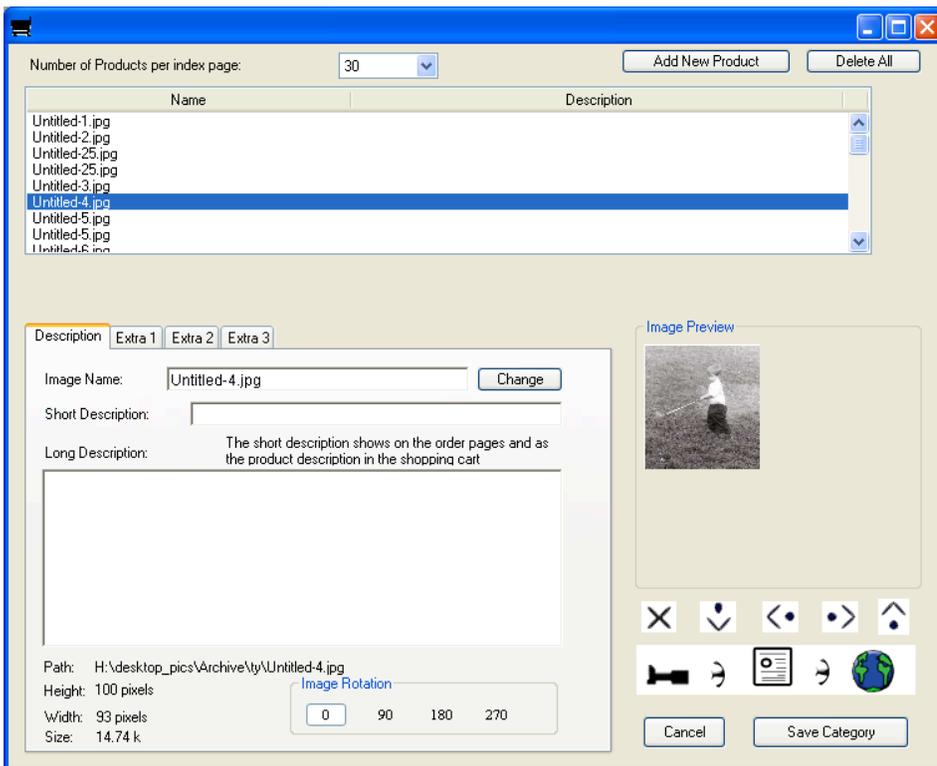


Image 3 – Roll Configuration Window

**Step 6** – Change the name, short description, long description and options for each product. On the roll configuration page you can change the image name (this is the actual image file name). After you change the name click the change button (the button exists to remove the temptation to change file names). The file name is not shown on any html or in the shopping cart (unless you opted to show it in the short or long description). The long description is only shown on the individual image page and the short description is used on the index (order) pages and as the shopping cart product description. You can rotate images by 90, 180, and 270 as needed. Lastly you need to setup which options to use as shown in Image 4.

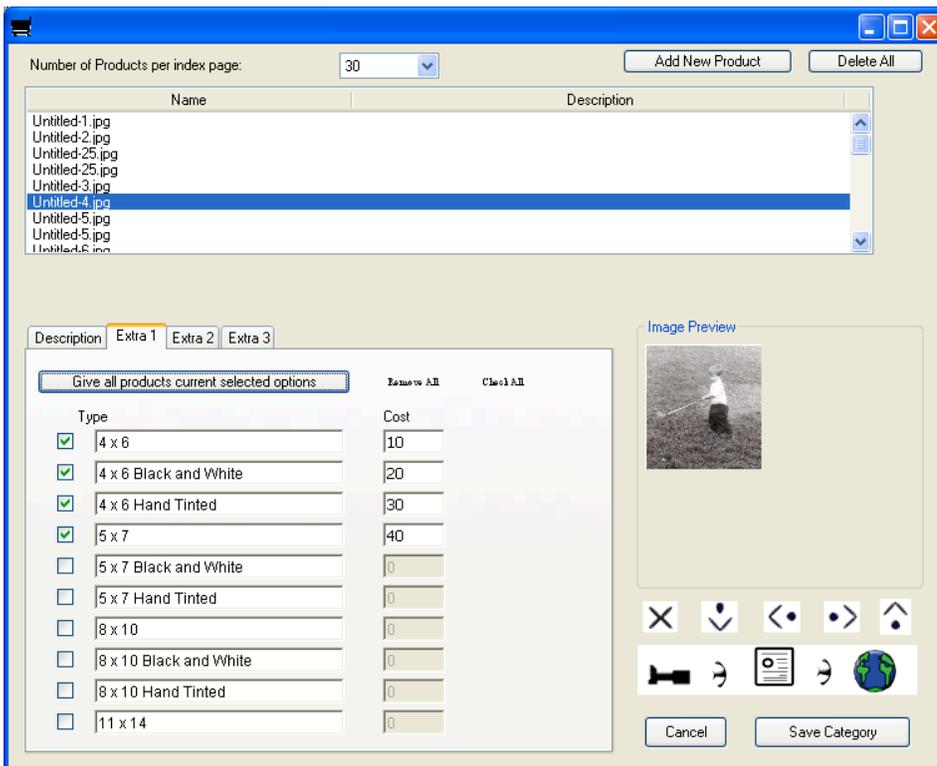


Image 4 – Setting up options on the Category Configuration Page.

To step up options for products, simply select the options to use. This list of options is the same for all categories currently. To give all of the products the same options click the Give all product current selected options (this is the fastest way to give all the images cost options).

**Step 7** – Once you are done Click the Save Category button, this will return you to the main window as shown in image 1.

**Step 8** – Enter a name for the Site in the Site name field

**Step 9** – Select the output folder (where to store the eSite)

**Step 10** – Click the Publish all button to publish the eSite and you are done.

The rest is all optional.

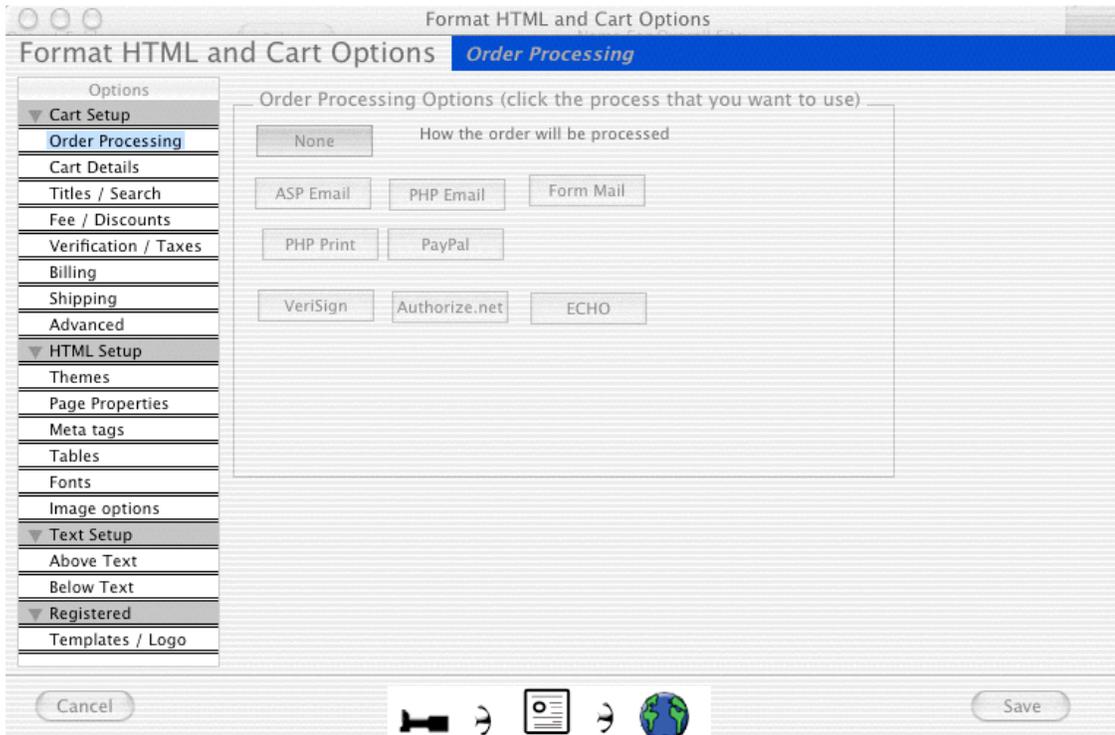


Image 5 – Format HTML Options (the HTML icon button) Cart 1 Tab

The bulk of eOrdering Professional options are given on the Format HTML and cart Options window. The list of grouped preferences (grouped in common areas) are on the left. When you select a new group the main part of the window will show the new options.

The Ordering Processing lets you select the processing options such as PayPal, ASP email, PHP email, PHP Print, Authorize.net, ECHO, Form Mail, and VeriSign.

- PayPal lets you use PayPal as the order processor (see Appendix A).
- ASP email uses asp to email you the order (see Appendix B).
- PHP email uses php to email you the order (see Appendix C).
- PHP Print lets you print to order to the server's printer (See Appendix D).
- Use realtime-processing methods also in ECHO (See Appendix G), Authorize.net (Appendix H), or VeriSign (Appendix I).
- Lastly you can send the final form to a form mail perl page (see Appendix J).

The cart details group let you set several items that pertain to the shopping cart.

- Shopping Cart Product Description – This lets you choose what to show when an item is added to the shopping cart.
- Dollar field – Let you choose if and what you want to show for the currency. Currency signs other than the dollar, yen, and pound will not show up in the JavaScript calculated fields. They will show up next to the cost and shipping cost though.
- Starting Number for Products – This allows you to set the starting product number for an eSite. If you are going to tie multiple eSite's together then you need to make sure and change this number to a number greater than the last starting number plus the number of products in the last eSite.
- Quantity Range – Lets you choose the quantity range to show for each product. If you choose custom then the user enters the quantity.

The Titles / Search group lets you set preferences for the text in table titles and to enable and configure the built in search.

Product Titles – These are the titles at the top of the index, view cart, shipping and checkout pages.  
Search - With the product search you can make intranet search pages for the eSite. Just check the box to make the search page. Enter the text to come before the search button and the text for the button.

The Fee / Discounts group is for setting processing fees, configuring discounts, and a few other misc items.

- Processing Fee - You can set a processing fee and the text for that fee.
- Choose to let the web client print the order form (checkout1.html)
- Choose to show or not show the shopping cart id number (this is how the cart keeps track of the different items in the cart).
- Discounts – You can enable and configure discounts. You can choose for the discounts to be per the total cost or per the total quantity.

The Verification / Taxes group lets you configure form verification, taxes, and tax exemptions.

On submit Verification – This lets you require certain fields before an order can be submitted as shown in Image 6. You can require the users to enter any of the billing or shipping options.

Verify on Submit

On Submit Require the following (any checked items viewers will have to enter before they can submit their order)

Billing Name

Billing Address

Billing City

Billing State

Billing Zip

Billing Country

Billing Phone

Billing Fax

Billing Email

Billing Company

Credit Card Number

Credit Card Expire Date

Shipping Name

Shipping Address

Shipping City

Shipping State

Shipping Zip

Shipping Country

Shipping Phone

Shipping Fax

Cancel Save

Image 6 – On Submit Verification.

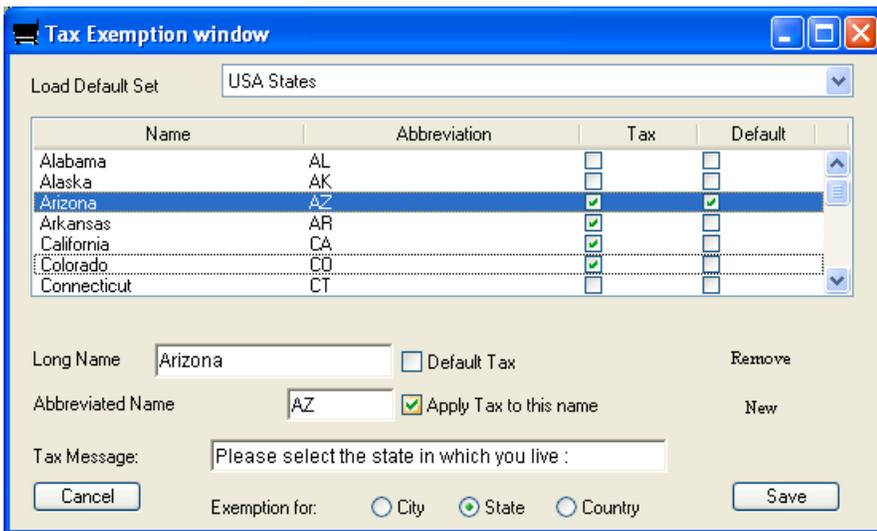


Image 7 – Tax Exemption

You can choose which states/counties/cities should have tax applied. You can either select from either Canada, or the US state or enter your own selections. The Default tax is the tax that will be defaulted to. The Tax message goes on the shipping page before the tax selections.

The Billing Group lets you check which items to show on the final submit page under the billing information page. It also lets you set the text for those items. Note this does not apply if using the paypal method.

The Shipping Group lets you check which items to show on the final submit page under the shipping information page. It also lets you set the text for those items. Note this does not apply if using the paypal method.

The Advanced group lets you set several advanced options.

- Set the file name for the index and album pages.
- Set the Cookie Name and the path for that cookie. Note if you use slash the cookie is available to the entire root domain.
- Choose to have one final checkout1.html page. This way you can have all of the site unsecure, but let the checkout1.html and process pages be secure. The domain for the full URL needs to match the rest of the site domain (http:www.mysite.com goes to https://www.lajdesignsw.com)
- Choose to post from Checkout.html to Checkout1.html. What this means is that the cart can post to a different site for final submittal. This is useful if you secure server is on a different domain. If you go that route, check the clear cart box and then the cookie on your original domain will be cleared.
- Set the file suffix. This way you can have an entire php or asp site.
- Set preprocessing options. If you had set the site to file suffix, you can then set php code to run on all pages (useful for a login script for instance).
- Set the Checkout1.html to be aligned left so that if clients print the order will be on just one page.

The Themes Group lets you set several theme colors and items.

- Configure Buttons – Lets you use the javascript buttons (default), choose from 5 themes, or use your own buttons. If you use your own buttons then you can either locate them on your computer or use a URL (that way the button images are just in one place).
- Choose to pin stripe the quantity line background color and set the stripe colors
- Select a background color for the title row

- Select a background color for the Blank row between products on the index pages
- Select the total row background color.

The Page Properties Group lets you choose a background page color, set text colors and input Meta information.

- Background image – Just select the background image to include
- Text colors – Pick the text colors to show

The Meta Tags group lets you set meta options and also set the page title (since it is also located in the html head section)

- Meta Keywords – Enter keywords for search engines to reference.
- Meta Descriptions – Enter a description for the site for search engines to reference.

The Tables Group lets you set several options for tables.

- Set cell padding, cell spacing, cell alignment, and cell background color.
- Set the number of images per album page
- Set the Text for product spanning
- Choose to show the table borders or not
- Set the table border size
- Set the table background color

The Fonts group lets you format the fonts for the description area, the above text area, and the below text area. Select from bold, italics, underline, alignment, format, size and font. Format sets the html format for the text. Size sets the size for the text (can be absolute (7) or relative (+7)).

The image Options group lets you set various image options and configure watermarking.

- Choose the alignment for thumbnails
- Choose the thumbnail picture border (done in html)
- Scale the full size and thumbnail images
- Enable and configure watermarking.
- 

The above and below group let you enter text that will show up above and below the body text on all html pages.

Hint : You can have HTML code in the above and below text areas.

The Templates / Logos show options that are available to registered users

- Select a template (see appendix F
- Choose a custom logo as shown in image 8.



Image 8 – Custom Logo window

The custom logo and the templates options both require registration. Just select the image to use and where to link the image to. Currently this logo will show at the bottom of every page, but can be turned on or off (if registered).

JavaScript options let you protect images on the web as shown in image 9.

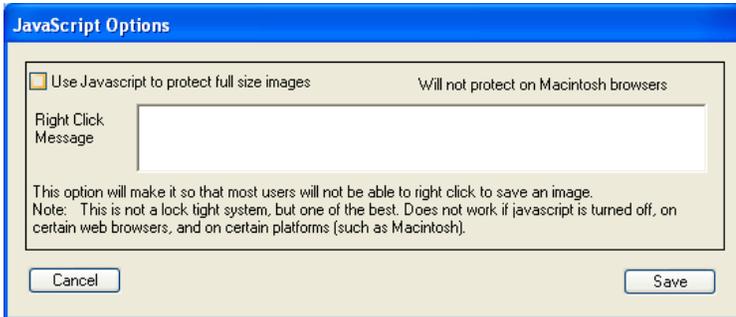


Image 9 – JavaScript Options window

Just check the box to protect images and enter the message for the user to get when they right click on the image.

Shipping Options let you specify the shipping options that your clients can use per eSite as shown in image 10.

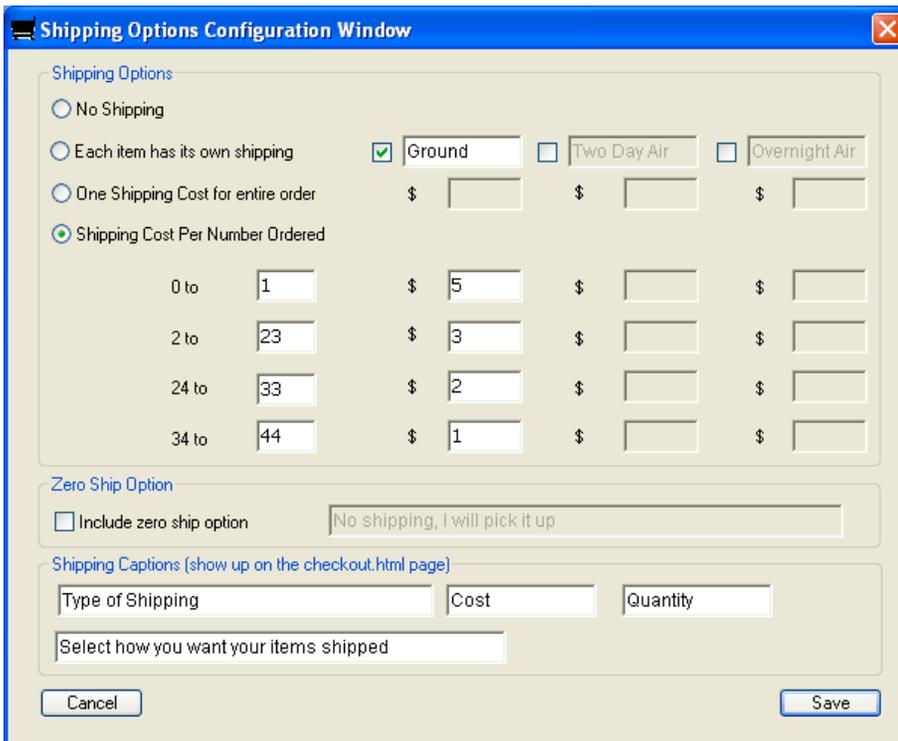


Image 10 – Shipping Options window

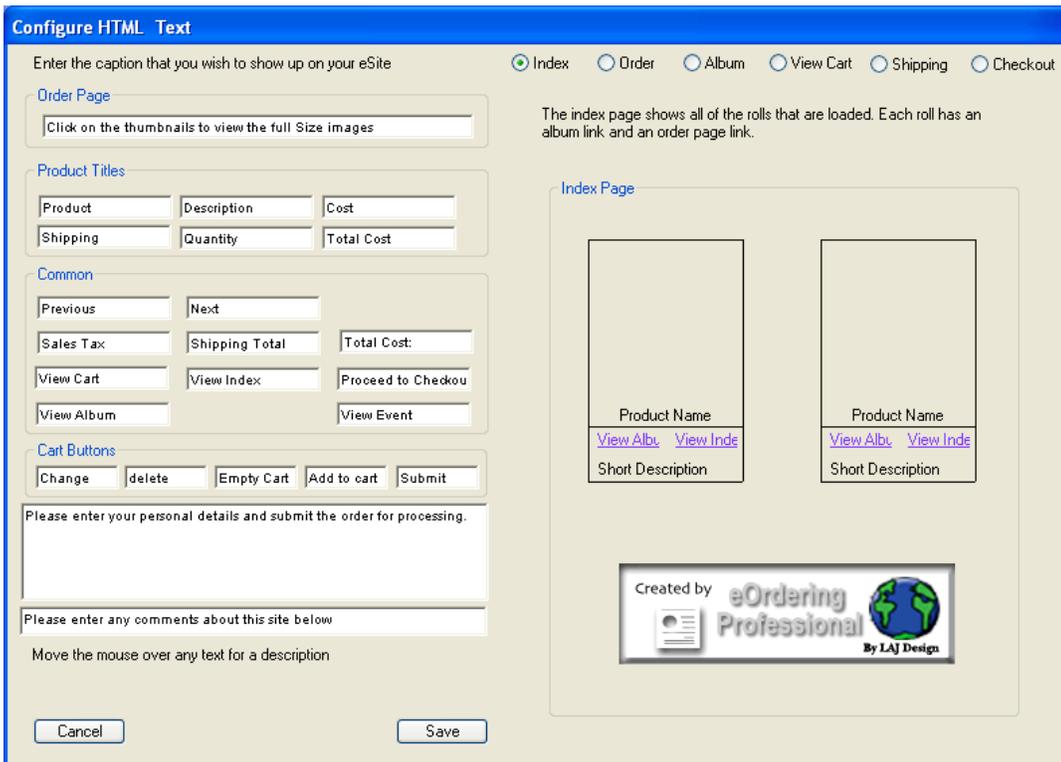


Image 11 – Configure HTML Text Window

You can configure all of the text that shows up on the html pages via the HTML text Window. You can get to this window by pulling down the options window and selecting “Edit HTML Captions”.

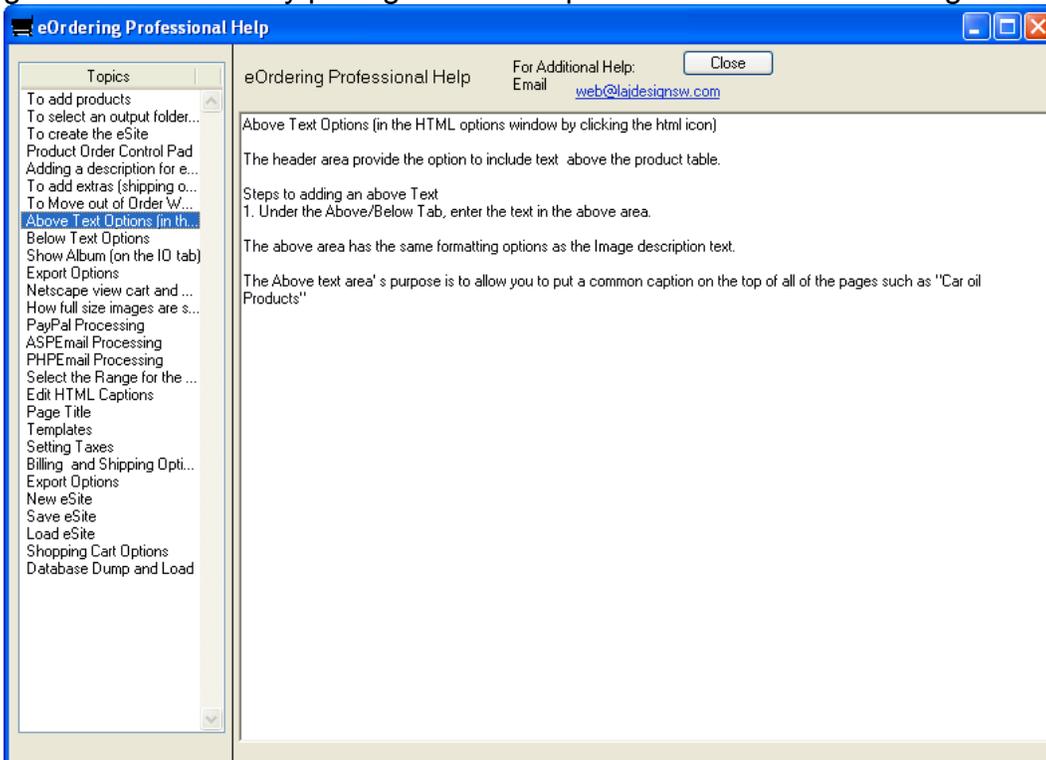
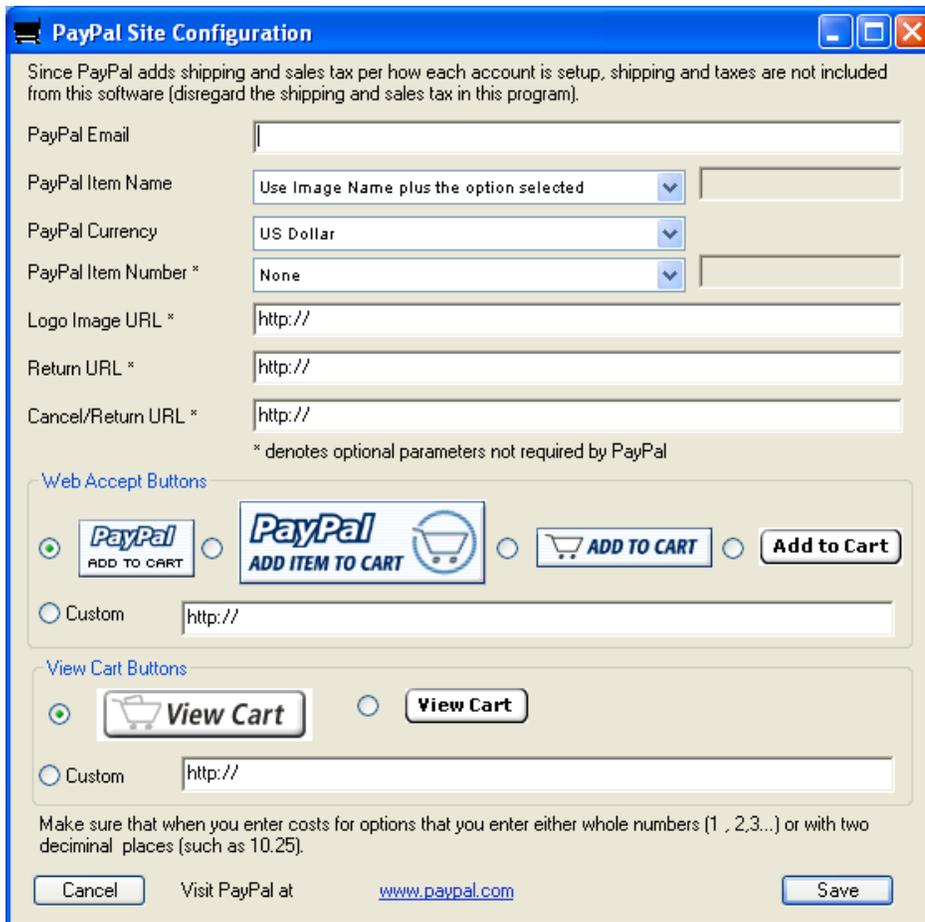


Image 12 – Help Window

The Help window gives help with different parts of eOrdering Professional. Just click on the topic on the left that you want to learn more about.

## Appendix A

### How setup the PayPal module



PayPal Site Configuration

Since PayPal adds shipping and sales tax per how each account is setup, shipping and taxes are not included from this software (disregard the shipping and sales tax in this program).

PayPal Email

PayPal Item Name

PayPal Currency

PayPal Item Number \*

Logo Image URL \*

Return URL \*

Cancel/Return URL \*

\* denotes optional parameters not required by PayPal

Web Accept Buttons

Custom

View Cart Buttons

Custom

Make sure that when you enter costs for options that you enter either whole numbers (1, 2, 3...) or with two decimal places (such as 10.25).

Visit PayPal at [www.paypal.com](http://www.paypal.com)

Image A1 - The PayPal Module

The PayPal window sets all the requirements for creating a site that uses the PayPal shopping cart. The only thing that is required is your PayPal email address (the address that you entered when you signed up for your PayPal account).

#### NOTE

For all of the PayPal options if you move the mouse over the option, you will receive more detailed instructions at the bottom of the page.

To get a PayPal account click on the link below.

<https://www.paypal.com/refer/pal=web%40lajdesignsw.com>

If you have questions email [web@lajdesignsw.com](mailto:web@lajdesignsw.com)

## Appendix B

### How setup the ASP email module

ASP Email

ASP email will take the form and then send out an email. It requires that the server be configured for active server pages and CDONTS. Check with your webmaster, isp or server administrator to see if this option is available.

ASP Email

To Address in email:

From Address in email \* :

Subject in email:

Show all the fields on the form in the email \* optional

Show only the selected fields in the email (makes asp page bigger)

Choose the format for the email

Refresh and redirect

Select and Configure Client verification email

Allow user to Checkout with PayPal also - Set your PayPal configuration first

Image B1 - The ASP email Module

The ASP Email sets all the requirements for the ASP email option. This option requires that the host server is set up for ASP and the CDONTS are configured correctly. Check with your system administrator to see if this is available.

- The To Address is the address that you want the order email sent to
- The From Address can be any address usually (use it for sorting orders). Some administrator require that the from address be from the same domain as the website (for instance the from for [www.lajdesignsw.com](http://www.lajdesignsw.com) has to be [testing@lajdesignsw.com](mailto:testing@lajdesignsw.com)).
- The Subject can also be anything that will help with sorting orders (such as "Order 1052152")
- The Show all option will show all the items that could possibly be ordered with the ordered items having a quantity next to them and non ordered having a zero.
- The Show only option will show only the ordered items.

Both the Show all and Show Only will have the Billing and shipping information above the order in the email. The pro and cons for the Show all are slightly smaller html, but messier emails. The pros and cons for the Show Only are clean emails, but slightly bigger html files.

- The Refresh and Redirect will after processing the order move the user to a different section of your site.
- The Select and configure Client Verification let you configure an email that is sent to clients when they order (See Appendix E)

The allow user to checkout with PayPal option will add a button, on the final page that will let the user checkout via PayPal or with the normal cart. You need to set your PayPal processing options first.

If you have questions email [web@lajdesignsw.com](mailto:web@lajdesignsw.com)

## Appendix C

### How setup the PHP email module

PHP Email

PHP email will take the form and then send out an email. It requires that the server be configured for php pages. Check with your webmaster, isp or server administrator to see if this option is available.

PHP Email

To Address in email:

From Address in email:  Use Client's email address or

Subject in email:

Refresh and redirect

Configure Client verification email

Include transaction and order number (requires that php write access)

Use Secure Email

Allow user to Checkout with PayPal also - Set your PayPal configuration first

Image 5- The PHP email module

The PHP Email sets all the requirements for the PHP email option. This option requires that the host server is set up for PHP and that sendmail is configured correctly. Check with your system administrator to see if this is available.

- The To Address is the address that you want the order email sent to.
- The From Address can be any address usually (use it for sorting orders).
- The Subject can also be anything that will help with sorting orders (such as "Order 1052152")
- The Refresh and Redirect will after processing the order move the user to a different section of your site.
- The Select and configure Client Verification let you configure an email that is sent to clients when they order (See Appendix E)
- The include transaction and order number will create a order and transaction for each order. This option requires php write access on the server
- The secure email allows the merchant to receive an encrypted email using PGP or GnuPG. Click the Configure button to set up your encryption options.
- The Edit Process.php lets you set text for the thank you page (See Appendix K).
- The allow user to checkout with PayPal option will add a button, on the final page that will let the user checkout via PayPal or with the normal cart. You need to set your PayPal processing options first.

If you have questions email [web@lajdesignsw.com](mailto:web@lajdesignsw.com)

## Appendix D

### How setup the PHP print module

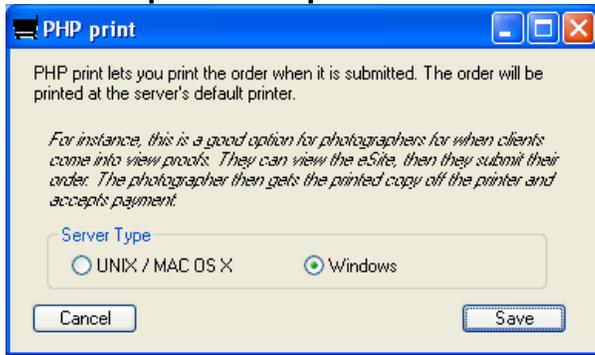


Image D1 – PHP Print Module

The PHP print option prints the order on the server's printer. This is a good option for a photographer or print shop since no email is required. Or at an event where no email is available.

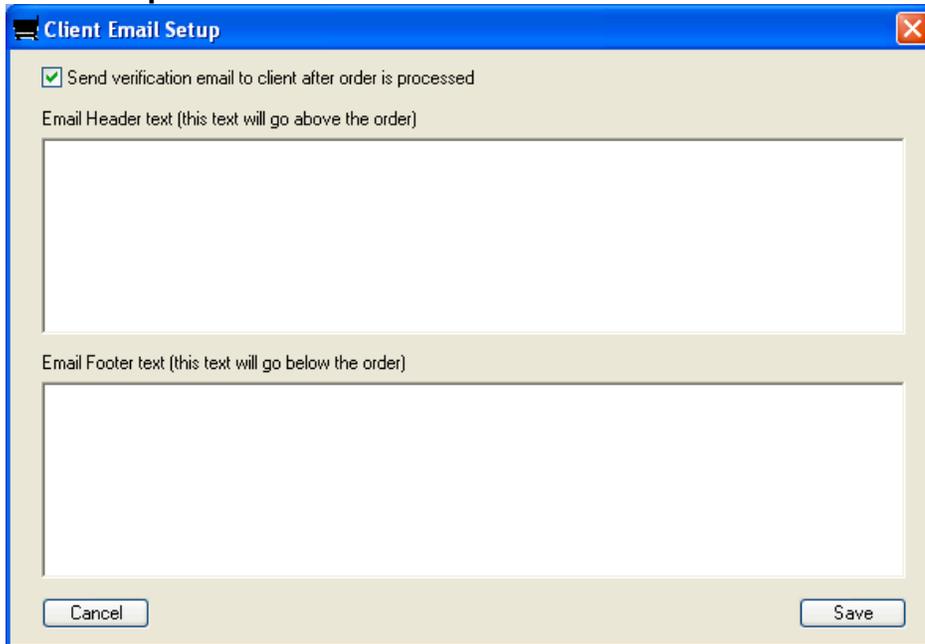
The only option is to select the type of server that this is going to run on. Check with your system administrator or ISP to make sure that this is ok.

On Mac OS X you need to have CUPS setup for your printer. Go to <http://127.0.0.1:631/> and you should be able to set it up and configure your printer.

If you have questions email [web@lajdesignsw.com](mailto:web@lajdesignsw.com)

## Appendix E

### How setup the Client Verification Email



The image shows a software dialog box titled "Client Email Setup". At the top left, there is a small icon of a computer monitor. The title bar is blue and contains the text "Client Email Setup" and a red close button (X) on the right. Below the title bar, there is a checked checkbox with the label "Send verification email to client after order is processed". Underneath this checkbox, there are two text input fields. The first is labeled "Email Header text (this text will go above the order)" and is currently empty. The second is labeled "Email Footer text (this text will go below the order)" and is also empty. At the bottom of the dialog box, there are two buttons: "Cancel" on the left and "Save" on the right.

Image E1 – Client Verification Email.

If you wish to email the client when you get an order just check the box for send client verification email. Then enter any information that you want to go above or below the order. The order will show everything except for the billing options.

If you have questions email [web@lajdesignsw.com](mailto:web@lajdesignsw.com)

## Appendix F

### How setup Custom Templates (requires registration)

Custom templates are one of the benefits of registering. It allows you to use a template design to create pages. Templates work by taking a generic web page design and entering comments. This way when pages are created they are made around the generic web page design.

Below is a mock html page showing where each comment goes. Comments are html comments and are between the <!-- and --> tags.

```
<html>
<head>
<title><!--QuickieTitle --></title>
<!--QuickieHead -->
</head>
<Body>
<!--QuickieBody -->
<!--QuickieHeader-->
<!--QuickieTable -->
<!--QuickieFooter-->
</body>
</html>
```

The above shows what a simple template looks like.

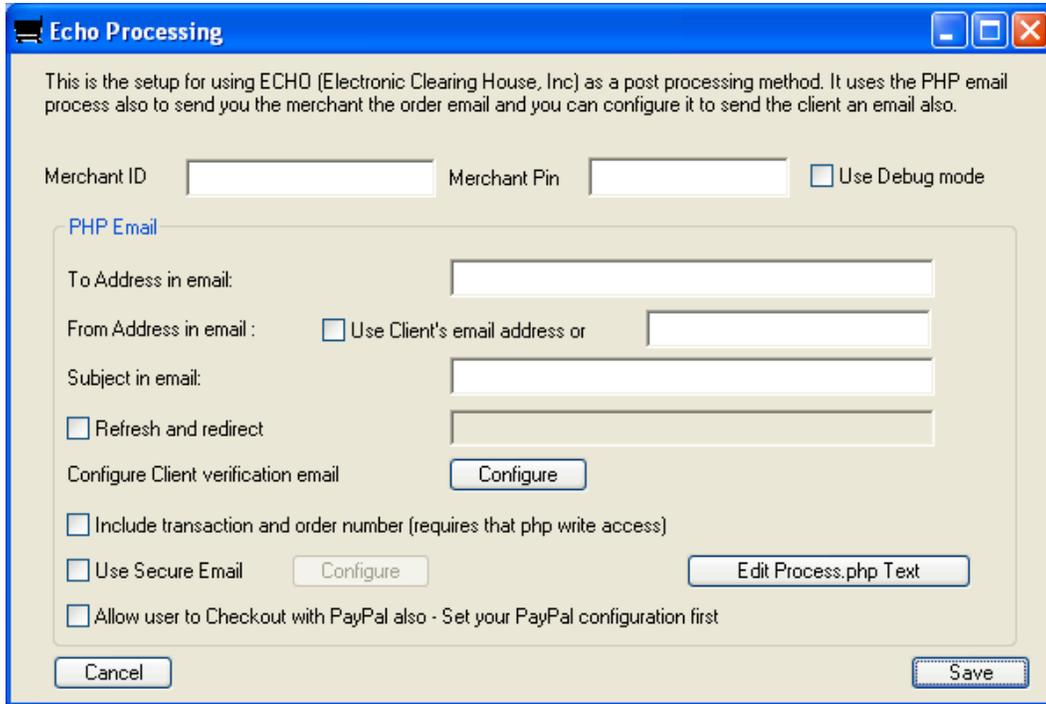
Now for a brief description about each tag.

<!--QuickieTitle --> defines where the title goes  
<!--QuickieHead --> defines where Meta tags go  
<!--QuickieBody --> Defines where the body starts (needs to be right after the html body tag <body>)  
<!--QuickieHeader--> Defines the above area(the text area above the image table).  
<!--QuickieTable --> Defines where the content (images and shopping cart stuff) needs to go.  
<!--QuickieFooter--> Defines the below area (the text area below the image table).

## Appendix G

### ECHO Processing (<http://www.echo-inc.com>)

The ECHO processing method uses the PHP email to send you the order and can send the client the order and processes the credit cards in real time. It requires the PHP, SSL and an ECHO account.



The screenshot shows a window titled "Echo Processing" with a blue title bar. The main content area has a light beige background and contains the following elements:

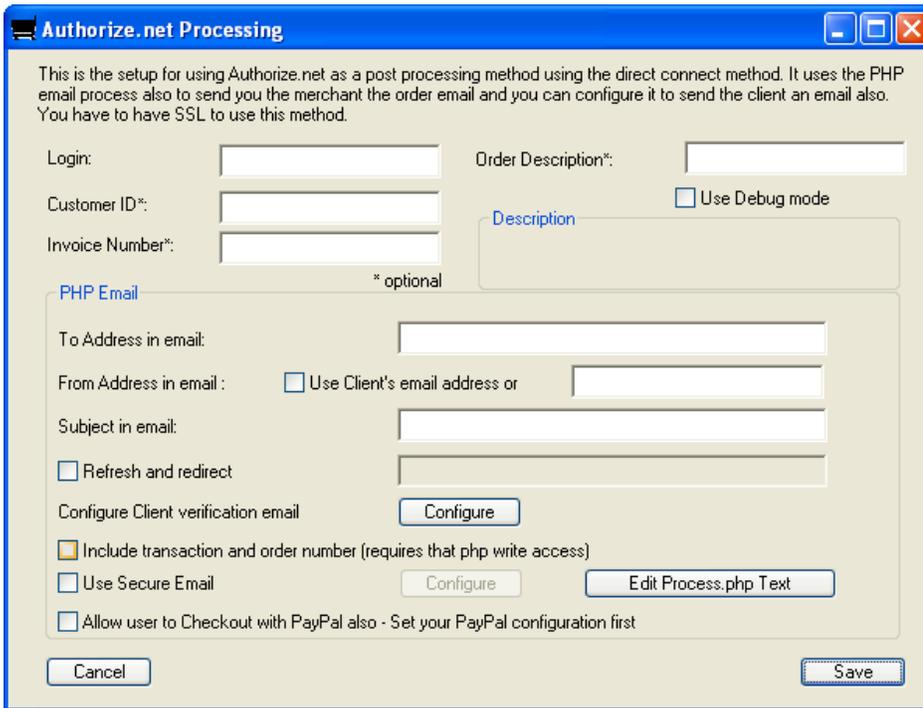
- A text box explaining the setup: "This is the setup for using ECHO (Electronic Clearing House, Inc) as a post processing method. It uses the PHP email process also to send you the merchant the order email and you can configure it to send the client an email also."
- Two text input fields for "Merchant ID" and "Merchant Pin".
- A checkbox labeled "Use Debug mode".
- A section titled "PHP Email" containing:
  - A text input field for "To Address in email:".
  - A text input field for "From Address in email:" with a checkbox "Use Client's email address or" to its left.
  - A text input field for "Subject in email:".
  - A checkbox labeled "Refresh and redirect".
  - A text input field for "Configure Client verification email" with a "Configure" button to its right.
  - A checkbox labeled "Include transaction and order number (requires that php write access)".
  - A checkbox labeled "Use Secure Email" with a "Configure" button to its right.
  - A checkbox labeled "Allow user to Checkout with PayPal also - Set your PayPal configuration first".
  - A "Configure" button to the right of the "Use Secure Email" checkbox.
  - An "Edit Process.php Text" button to the right of the "Use Secure Email" checkbox.
- "Cancel" and "Save" buttons at the bottom.

Image G1 – Echo Processing

Just enter your echo merchant ID and your Merchant Pin. If you want to use the debug mode then check the debug mode box. For all of the other options see the PHP email option.

## Appendix H Authorize.net Processing

The Authorize.net processing option uses Authorize.net to process credit cards in real time.



The screenshot shows a window titled "Authorize.net Processing" with a blue title bar. The window contains the following elements:

- Text:** "This is the setup for using Authorize.net as a post processing method using the direct connect method. It uses the PHP email process also to send you the merchant the order email and you can configure it to send the client an email also. You have to have SSL to use this method."
- Form Fields:**
  - Login: [Text Input]
  - Customer ID\*: [Text Input]
  - Invoice Number\*: [Text Input]
  - Order Description\*: [Text Input]
  - Description: [Text Input]
  - To Address in email: [Text Input]
  - From Address in email: [Text Input]
  - Subject in email: [Text Input]
  - Refresh and redirect: [Text Input]
- Checkboxes:**
  - Use Debug mode
  - Refresh and redirect
  - Include transaction and order number (requires that php write access)
  - Use Secure Email
  - Allow user to Checkout with PayPal also - Set your PayPal configuration first
- Buttons:**
  - Use Client's email address or [Text Input]
  - Configure (next to Refresh and redirect)
  - Configure (next to Use Secure Email)
  - Edit Process.php Text
  - Cancel
  - Save

Image H1 – Authorize.net processing

The Authorize.net method uses the direct connect method. It requires you to use PHP, SSL, and have an Authorize.net account. The login is required, but Customer ID, Invoice Number and Order Description are optional (only used by authorize.net). The remaining option use the PHP email method.

# Appendix I

## VeriSign Processing

**Verisign Processing**

This is the setup for using VeriSign as a post processing method using either Payflow Link or Payflow Pro. It uses the PHP email process also to send you the merchant the order email and you can configure it to send the client an email also. You have to have ppro installed for PHP to use the payflow pro method.

User/Login:

Password:

Partner:

Use PayFlow Link  Use Payflow Pro

Host Address:

Host Port:

Description:

**PHP Email**

To Address in email:

From Address in email :  Use Client's email address or

Subject in email:

Refresh and redirect

Configure Client verification email

Include transaction and order number (requires that php write access)

Use Secure Email

Allow user to Checkout with PayPal also - Set your PayPal configuration first

Image I1 – VeriSign Processing

The VeriSign method uses VeriSign PayFlow Pro or Link to process credit cards in real time. The Login, Password, Partner, Host Address, Host Port are all required. The VeriSign uses the PHP email method to send the order to the merchant and client. All of the remaining options use the PHP email method.

## Appendix J

### Form Mail Processing

**Form Mail Setup**

Formmail submits the checkout page to a cgi that will email the form to the To Address that you specify. The To Address should be your address and the From can be any address. The To and From Input Name is the html input tag name required for the To and From Address.

FormMail URL:

To Address:  To Input Name:

From Address:  From Input Name:

Allow user to Checkout with PayPal also - Set your PayPal configuration first

Image J1 – Form Mail Processing

The form mail method sends the final checkout page to the perl form mail perlscript. All that you have to enter are the FormMail URL, the To and From Address, and the To and From Name.

## Appendix K Process.php Setup

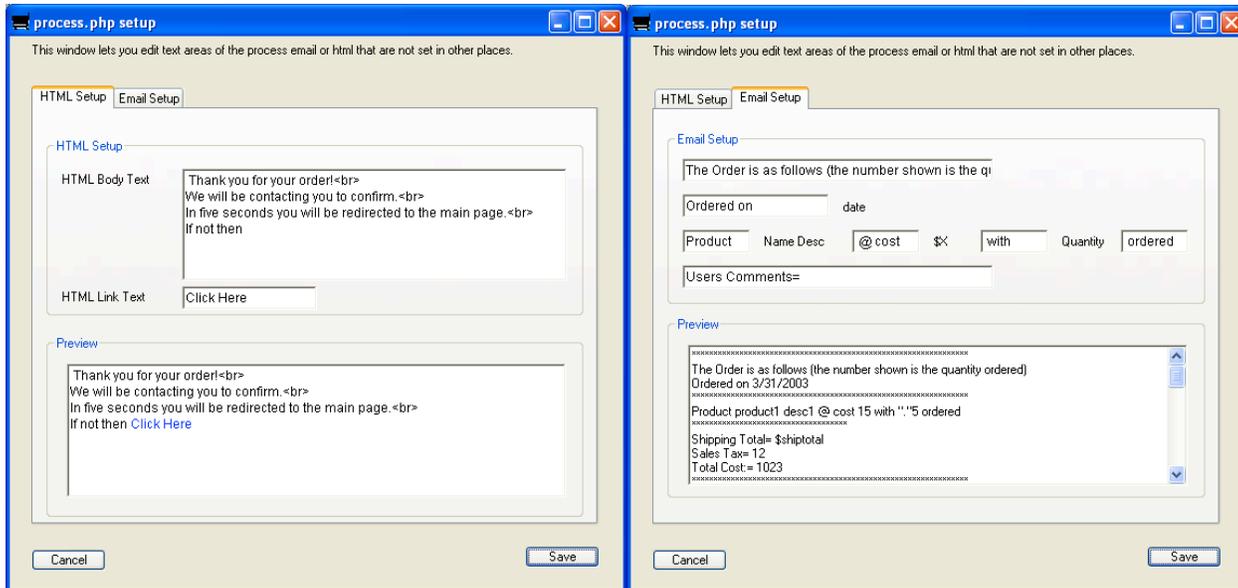


Image K1 – Process.php Setup window

The Process.php Setup window lets you configure the process.php page, which is the page the client is taken to after submitting an order. On the first tab you can modify the html that is shown to the user. On the second tab you can modify the email that is sent to the user and to the merchant (the user only gets an email if you checked Configure client verification email).