



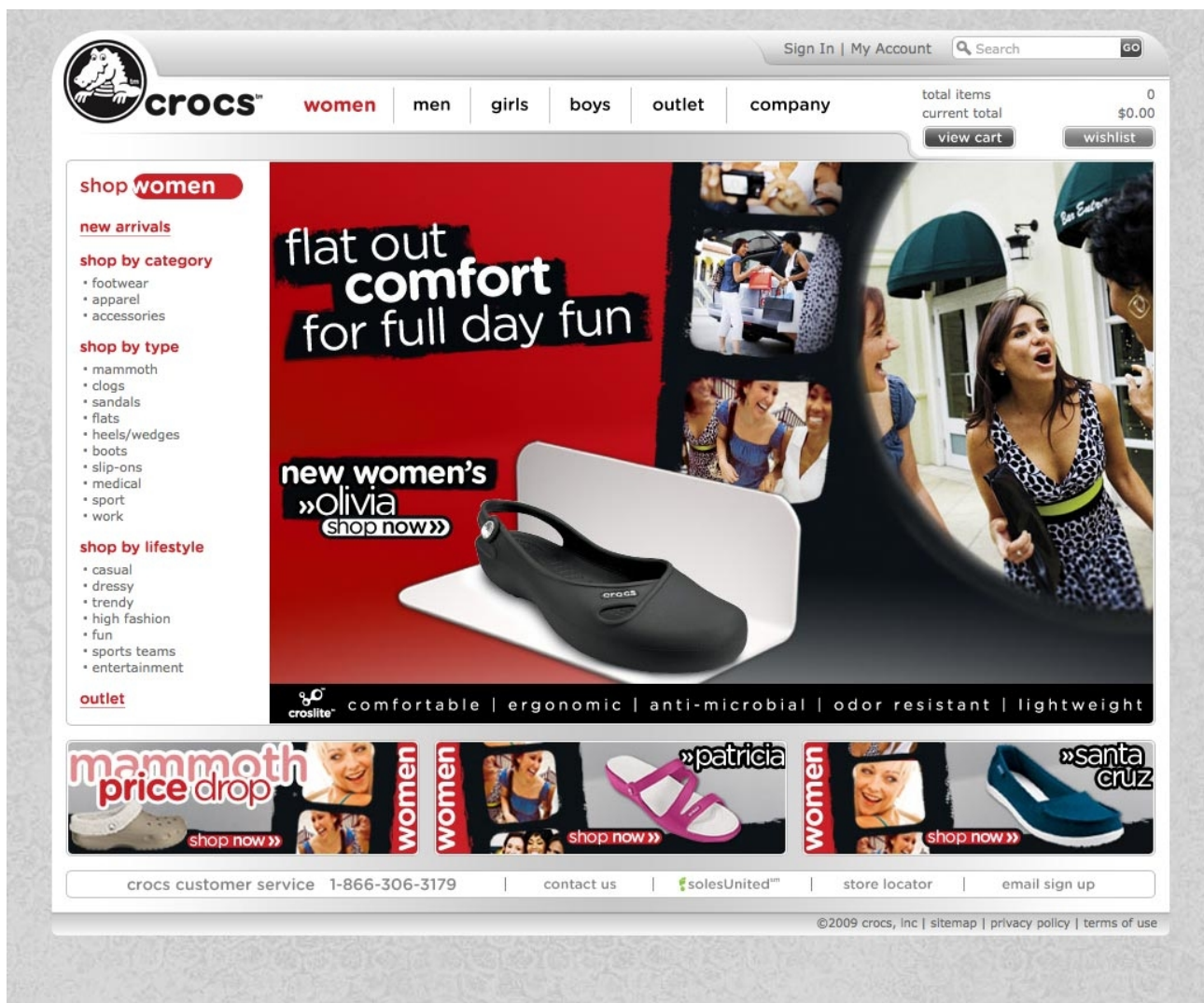
BEGINNERS GUIDE TO DESIGNING YOUR ONLINE SHOP

Step 1: Create your design

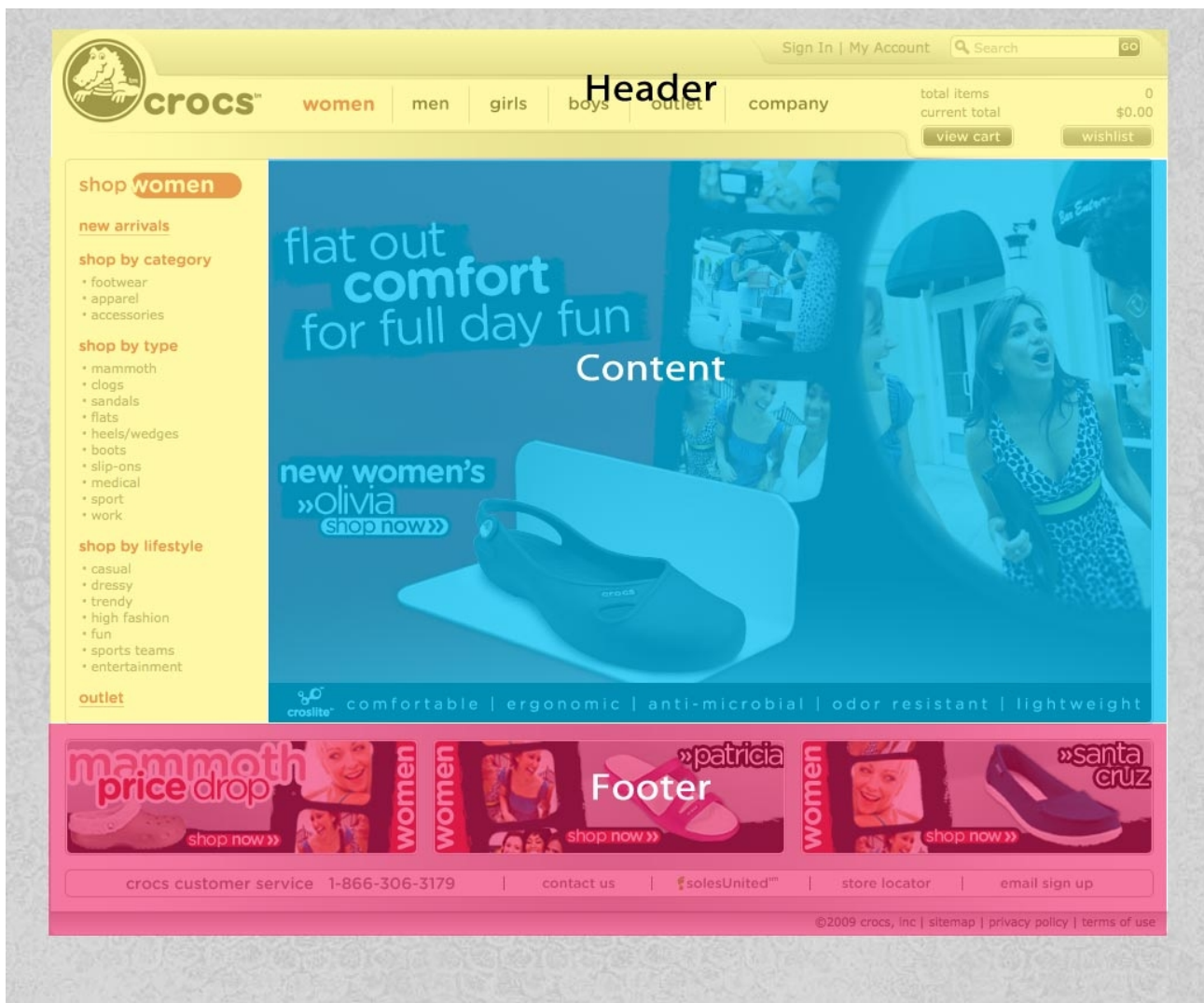
Almost any design can be easily converted into a **storesprite** shop. Before you begin, it is important to know that there are three main sections to any **storesprite** shop:

1. Header
2. Content
3. Footer

We have included a visual example below of how this works; Here you can see we grabbed a screenshot of the Crocs online shop (no – they don't use **storesprite** – but we think it's a cool design!)



Take a look at the next example to see how this page is divided; Here we have divided the homepage design into the three main sections (Header, Content & Footer):



As we previously mentioned, almost any design can be easily converted into a **storesprite** shop. A good rule of thumb while designing is to remember that the header and footer sections will remain the same throughout your shop, whilst the content area is dynamic, and is where your shop and product information will be displayed.

For those of you wondering, “but what about the sidebar(s)?!” just keep in mind that these are either included as part of either the Header or Footer sections (demonstrated above in yellow). This is not something you really need to worry about until it comes time to chop up your html.

So, go ahead and design/code your homepage in your favourite html editor.

TIP: to avoid any problems later on when converting your design into a **storesprite** template, it's a good idea to make sure your webpage actually works and displays correctly as a stand-alone page before being converted into a **storesprite** temple, so test it out in multiple browsers etc. This way, if you have any problems when you convert your html into a **storesprite** template, you will more easily be able to isolate any problems or errors.

TIP: When you are designing your shop keep in mind that you will probably want to include certain core functions, such as a link to “My Account” and the “Checkout” on every page. Of course, it is not possible to add in working examples of these functions during your html design phase (because they rely on **storesprite** specific tags and php includes), but you will need to set aside designated areas for them within your html, so you can easily add them in when you begin to build your **storesprite** templates.

Below is a list of the some of the key front-end functions that you can add to your store:

- My Basket (shows the number of items in a customer's basket, the sub total & points accrued)
- Mini Basket items (lists all items in a customer's basket)
- Mini Basket totals (lists sub total, tax and total price of a customer's basket)
- My Account
- Checkout
- Breadcrumbs
- Dynamic page navigation (eg: About Us, Shipping Rates, Contact Us)
- Categories / Departments listing
- Brands listing
- Search box
- Change currency option
- Just Arrived / Latest Products
- Wow! Deals / Special Offers
- Featured Items
- Best Sellers
- Dynamic page navigation specific to the footer (eg: Terms & Conditions, Privacy Policy)

Next, you will ideally need to develop some variations of you design to cater for the look and feel of the:

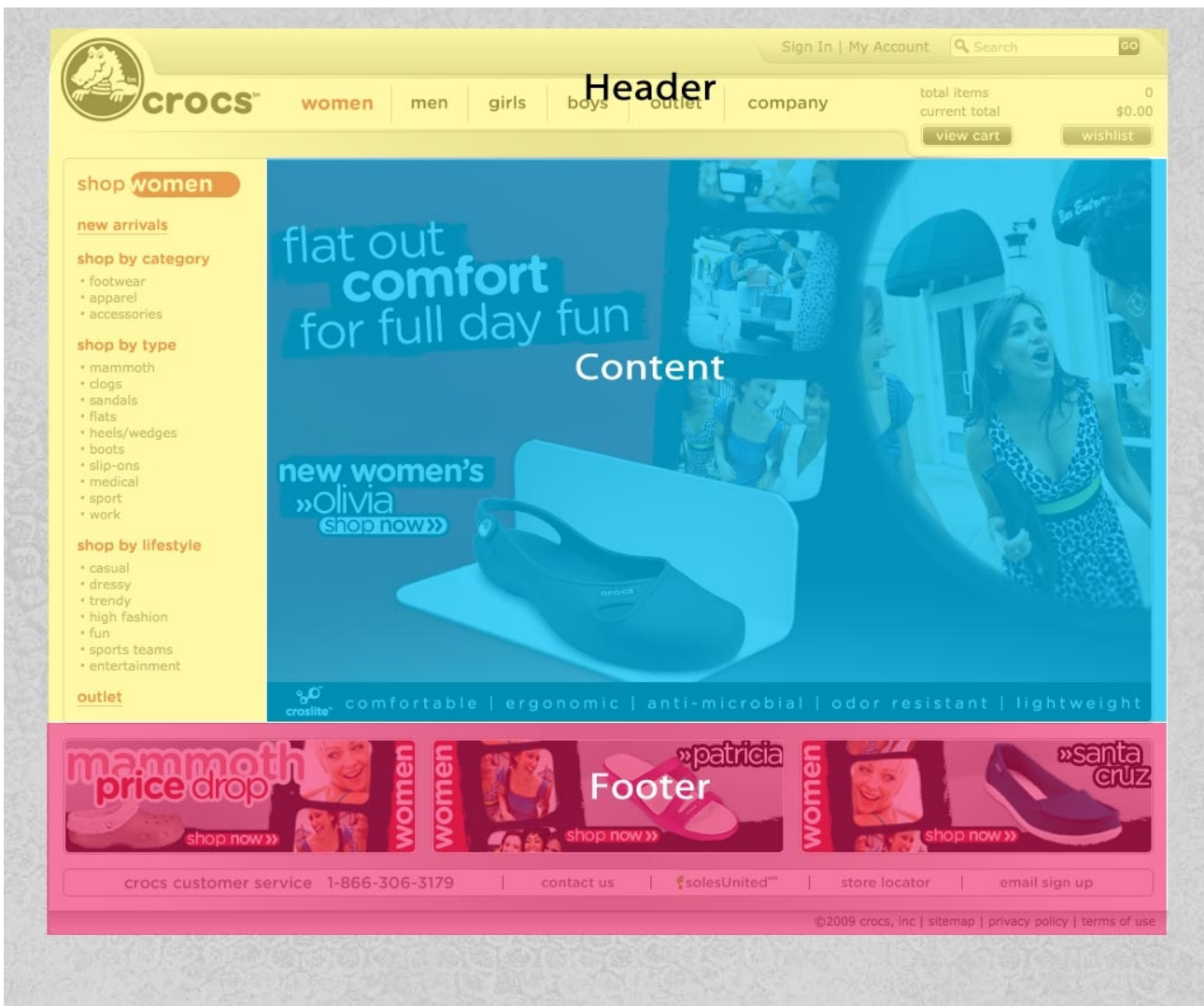
1. Internal pages which display your product listings
2. Individual product pages

Please remember, you header and footer will need to remain constant throughout your shop. Variations in design can only be applied to section 2 – the content area.

Step 2: Chop up your design

Once you have your html design, it's time to chop it up and convert it to a **storesprite** store. As mentioned earlier, there are three main sections to any **storesprite** shop; the Header, the main Content area and the Footer.

With this in mind, it's easy to see how to divide up your html design; Anything that will remain the same on every page should be included in either the header or footer sections. So if your design includes one or more side bars which will feature on every page, then you simply need to include them in either the header section or the footer section.



Using the design example above, a very rough guide of the html might be something like:

Section1: Header

```
<body>
<div id="wrapper">
<div id="header">
<div id="logo"></div>
<div id="top_menu"></div>
</div>
<div id="middle_section_wrapper">
<div id="side_menu"></div>
```

Section2: Content

```
<div id="main_content"></div>
</div>
```

Section3: Footer

```
<div id="footer"> </div>
</div>
</body>
</html>
```

Step 3: Edit the templates for the homepage

Now that you have the main skeleton of your homepage divided, you need to add this into the appropriate **storesprite** template files. The three files that you are going to need to edit for the homepage are:

1. templates/defaultheader.php (for the Header)
2. templates/defaultfooter.php (for the Footer)
3. index.php (for the Homepage Content)

Don't forget to add in the appropriate **storesprite** tags, functions and PHP includes that we mentioned earlier. A list of these are available on the **storesprite** website, or you can just cut and paste them from within the original **storesprite** templates. Please see Step 4 below for how to edit the templates of **storesprite** functions.

TIP: Do not simply assume you can just delete everything from the original templates and paste in your own code. Study the templates carefully before you begin adding in your own html. They do contain some necessary tags / code which must remain. For example, index.php includes php snippets which call both the header and footer templates. These need to remain!! Likewise, the header contains meta tags which, whilst not mandatory for your store to function, are particularly useful.

Step 4: Edit the templates for the store functions

A lot of the functions have a related template file which is in basic html. These can be customised with your pretty html and pictures. If you open any of the files in the 'tplates' directory you will see the html (that you can replace with yours) and also the bits that **storesprite** processes and sends back.

Anything that resides inside curly braces {} is parsed and returned by **storesprite**. You can remove the curly braced bits you do not want to display, for example if you do not charge tax, then in the files that output basket prices you would remove the {TAX} tags.

Step 5: Edit the templates for internal pages

You may want to also apply your design to the internal pages, such as the pages which display your product listings and your individual product pages. As we mentioned earlier, your Header and Footer remains constant throughout your shop, and this design has already been applied in the steps you followed above. Any variations in internal page design can only be applied to Section 2 – the content area.

The main pages that you might want to edit include:

1. displayproduct.php (displays an individual product)
2. viewproducts.php (displays multiple products from categories etc)
3. brand.php (displays multiple products for each brand)
4. search.php (displays multiple products from a search)
5. pages.php (displays content you enter via the CMS, such as "about us")

These php files are located in the main **storesprite** folder, and they have corresponding html template files located in the 'tplates' folder. Generally speaking, most of the design and layout can be applied by editing these corresponding html files.