

Easy Creation of an e-commerce website.

This demonstration highlights some of the online storefront features of IBM WebSphere Commerce Express.

In this example, the Home Abroad storefront offers multiple navigation options to begin shopping:

- Browse by Category
- Text tabs marked Home, Furniture, Tablewares, and Kitchenwares
- Larger graphics representing Furniture, Tablewares, and Kitchenwares, which can be clicked for navigation.

Shoppers see dynamic information displayed as they shop. For example, if they have placed an item into their online shopping cart, the number of items in the cart and the subtotal amount of the items in the cart are displayed.

Customers can choose to shop in their own language and to have pricing displayed in their own currency by making those choices from the Select Language and Select Currency menus in the Left Navigation area.

Online promotions can be generated based on pre-defined conditions.

Product categories and sub-categories provide methods to organize products so shoppers can easily browse the store. TableWares, for example, shows sub-category areas like Plates, Silverware, Table Glasses, Wine Glasses, Tea and Coffee Cups, and Tea Pots.

Bundles of related products can also be displayed.

Individual product images and details about the product are provided when the customer selects a specific item, and, if available, product options can be chosen from menus like, Select Trim Color or Select Serving Size.

Cross-sell opportunities are shown based on product selection.

Once a product is added to the shopping cart, the custom is transferred to the shopping cart view, which display the cart contents. The small Shopping Cart status display in the Left Navigation area is also updated to reflect the number of items in the cart and the subtotal amount. For sale items, the regular price is displayed with a strikethrough, and the sale price is displayed beside the regular price in red font color. As other selections are made, the cross-sell promotions change.

There are simple and advanced search options in the Left Navigation area to ease the shopping experience. Enter Lamp in the Search box in the Left Navigation area, and press Go, and all of the lamps offered are displayed with thumbnail images, pricing, and promotions on the lamps, if applicable.

Shoppers can register or Login at any time before checking out by pressing the Register or Login Text Tab at the top right side of the page. Pressing that choice brings the customer to the Register or Login window.

They can choose to register If they are new customer, or to login if they a returning customer.

If registering, the user creates their User ID and password, which helps to ensure transaction security. They also fill in their name, address, and e-mail address. They have the option of choosing their preferred language and currency, and submitting their age and gender. The customer can also choose to receive email about store specials.

On the My Account page, the customer can manage all of the information about their account. Personal contact information land passwords can be updated. Multiple ship-to addresses can be stored. Wishlists can be created, saved, and emailed to friends and family.

Customers can check the status of recently placed orders.

Billing information can be stored for future use. They can choose a Quick Checkout Profile that saves both billing and shipping information, which enables them to use the Quick Checkout option.

Once registered, the shopper can purchase the items in their shopping cart. They can change quantities or remove items from their cart.

Shoppers without a quick checkout profile will use the normal checkout process, where they must enter billing and shipping information.

Shoppers with a quick checkout profile have billing and shipping information automatically entered for them.

They can enter any coupon codes, press order, and an order confirmation screen appears and completes the shopping flow.