

E-Commerce with Drupal and Ubercart



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Agenda

- Brief overview of Ubercart
- Demo store – Buy My Bridges!
 - Shopper's view
 - Store owner's view
 - Building/adding to the site
- Highlights of 2 live sites (if we have time)
- Q&A – anytime! Feel free to stop me and ask.

What is Ubercart?

- Package of e-commerce modules for Drupal
- Turns your Drupal site into an online store
- Core Ubercart contains support for:
 - Defining, organizing, browsing, and displaying items for sale.
 - A shopping cart.
 - Payment gateway integration.
 - Shipping and tax calculations.
 - Management of customer orders.
 - And more!
- There are also contributed modules for Ubercart, mostly found on ubercart.org (some on drupal.org)

Uses for Ubercart

- Online store (of course)
- Downloads (e.g. audio, video, software)
 - Top Notch Themes - <http://topnotchthemes.com>
- Event registration and payment
 - DrupalCon Paris - <http://paris2009.drupalcon.org>

See <http://www.ubercart.org/site> for a frequently-updated list of sites using Ubercart.

History of Ubercart

- 2007: Ryan Szrama starts the Ubercart project
 - His uncle's restaurant supply company needed something better than current osCommerce site.
 - Drupal's E-commerce module wasn't enough.
- 2008: Ubercart 1.0 released for Drupal 5
 - Wide adoption for Ubercart even while still in beta
 - Quickly became the defacto choice for e-commerce on Drupal.
- 2009: Ubercart 2.0 for Drupal 6 – currently rc6

Current Versions

- Ubercart 1.7 on Drupal 5
- Ubercart 2.0 rc6 on Drupal 6
 - Still a release candidate, but very close to formal release
 - It is stable enough for most uses
 - Check the issue queues on <http://drupal.org/project/ubercart> to be sure

Ubercart Ecosystem

A Parallel Universe

- <http://drupal.org/project/ubercart>
 - Latest releases of Core Ubercart
 - Issue queue for Core Ubercart
 - drupal.org also has some UC contributed modules
- <http://ubercart.org>
 - Good overall documentation
 - Active forums – best source for help
 - Primary source for Ubercart contributed modules
 - Issue queue for Ubercart contributed modules that are not drupal.org projects

Our Demo Store

- Buy My Bridges!
 - We will sell landmark bridges from around the U.S.
 - Don't we all want to sell the Brooklyn Bridge?
- In this demo, we will...
 - Buy a bridge and see what it's like as a shopper
 - As a store owner, view the order just placed
 - Highlight key contributed modules
 - Demonstrate key features of Ubercart

Key Modules in this demo

- Ubercart (lots UC modules)
- Token (required for Ubercart)
- CCK
- SecurePages
- Admin Menu
- Lightbox2
- ImageCache (requires ImageAPI)
- ImageField (requires FileField)

Setting Up Your Store

- Most of what you need is under Administer → Store Administration
- Lots of settings. Some important ones:
 - Configuration → Store Settings
 - Configuration → Payment Settings
 - Configuration → Tax Rates and Settings

Ubercart Catalog Taxonomy

- Ubercart defines a Taxonomy vocabulary named *Catalog*.
- Provides a simple catalog display out of the box (great if you don't want to be bothered with Views).
- Defines URLs: `catalog/<term ID>`, which display the items in the specified category.
- Provides a Catalog block which you can display in any region of your theme.

Ubercart and CCK

- Out of the box, Ubercart defines the **Product** node type.
- Has Title and Body, plus additional fields for SKU, Price, Dimensions, etc.
- You can use CCK to add more fields to this node type. For example, if you're selling books, you might want to add a field for the Author's name.
- *But wait... what if I sell 2 types of products, e.g. books and kitchen utensils?*

Handling Multiple Product Types: Product Classes

- You can define a Product Class for each type of product.
- Each Product Class creates a new node type.
- In our previous example, we would create two product classes: **Book** and **Kitchen Utensil**. This automatically creates two new node types: **Book** and **Kitchen Utensil**.
- Both will have Title, Body, and all the standard Ubercart fields: SKU, Price, Dimensions, etc.
- You can use CCK to add an Author field to Book without affecting Kitchen Utensil.
- Even if you only sell one type of product, define a product class anyway, in case you decide to add other product types later.
- For our demo, we have **Bridge** as a product class.

Ubercart and ImageCache

- Imagecache automatically creates thumbnails and other transformations of your uploaded images:
 - Upload a large image for full-resolution view, and Imagecache automatically gives you smaller images for fast loading – crucial for catalog pages.
 - Use scale and crop to guarantee image sizes: good for laying out catalog pages and other multiple-product views.
- You define an Imagecache *preset* for each possible size image you need.
- Ubercart provides default presets.
- You can modify presets or define additional presets based on your own theming requirements.

Conditional Actions

- What are conditional actions?
 - Allows for definition of rules, consisting of conditions and actions.
 - Example:
 - Condition: user selects their state at checkout
 - Action: if state is Georgia, add 6% sales tax.
 - Custom modules can define additional conditions and actions.
- For Drupal 5, Ubercart uses Workflow NG instead of this. Same principles apply.

Ubercart Payment

Ubercart offers several mechanisms to accept payments, including:

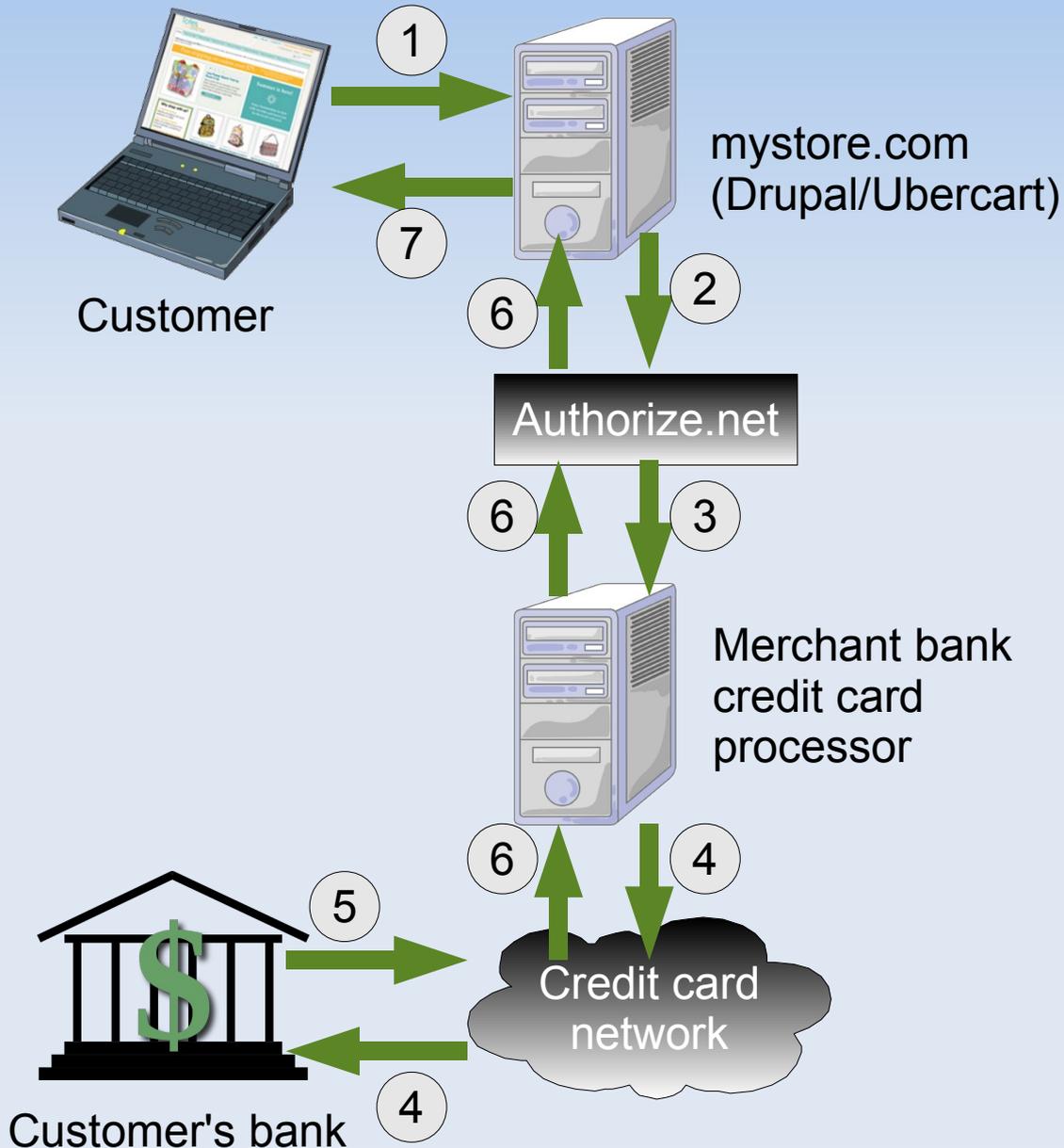
- PayPal
- Google Checkout
- Authorize.net
- 2Checkout
- Offline, manual payment (manually change order status when payment received)

Most common for high-volume sites:
Authorize.net.

Payment via Authorize.net

- Modules
 - Ubercart modules to enable:
 - Payment – general support for payments
 - Credit Card – general support for credit card payments
 - Authorize.net – specific interfaces for Authorize.net
 - Secure Pages: designates which URLs use https
- Other requirements:
 - SSL Certificate
 - Support for https and SSL on your host
 - Authorize.net account
 - Merchant account

How Payment Works



1. Customer submits credit card info via secure http.
2. Ubercart sends information to Authorize.net via secure http.
3. Authorize.net validates information, forwards to merchant bank processor.
4. Merchant bank uses credit card network to verify funds availability.
5. Customer's bank approves or denies.
6. Result is forwarded back to server.
7. Ubercart marks order according to result, then displays result to customer.

Ubercart Shipping Quotes

Ubercart offers several mechanisms to calculate/quote shipping charges, including:

- Weight-based quote via UPS interface.
- Weight-based quote via USPS interface.
- Flat rate by weight, per product.
- Flat rate by price, per product.
- Use Ubercart hooks to develop your own in a custom module.

Learn More About Ubercart

- Book: *Using Drupal*, by Jeff Robbins and the Lullabot team. See Chapter 10.
- <http://www.ubercart.org>
- <http://drupal.org/project/ubercart>
- <http://dc2009.drupalcon.org/session/ubercart-drupal-6>
(Video from DrupalCon DC: Ubercart on Drupal 6)

Thank You!

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