



Using Ubercart

Doing e-commerce with Drupal

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Who am I?



- Online sales company employee
- osCommerce hacker
- Drupal developer
- Ubercart project lead

Who are you?



- Running or building an online business
- Decision makers...
 - Online marketplaces
 - Hosted store solutions
 - Stand alone e-commerce apps
 - Drupal + Ubercart

Ubercart in a Nutshell



- Drupal module package
- Tightly integrated with Drupal core
- Full set of e-commerce features
 - Product catalog
 - Shopping cart
 - Simplified checkout
 - Order administration

Focus on the End User



- Who *is* the end user?
- Keeping it simple...
 - Initial store setup
 - Product and catalog creation
 - Daily order administration
 - Checking out!

Product Types



- Physical products
- File downloads
- Site membership
- Customer created content
- Premium content
- Store credit

Shipping and Fulfillment



- Flat rate shipping
- Weight based shipping
- Real-time shipping quotes
 - UPS, USPS, FedEx

Payment Options



- Redirected payment services
 - PayPal, GCO, 2Checkout.com
- Secure instant credit card payments
 - Authorize.Net, PayPal, CyberSource
 - Numerous contributed solutions
 - Payment API for your own development
- Offline payment methods
- Recurring fees

Automated Workflow



- Automate common workflow tasks
 - Order fulfillment
 - E-mail notifications
 - Order status updates
- Add conditions to store actions
 - Applicable sales tax
 - Quoted shipping methods
 - Order status updates

Before Starting



- Learn Drupal best practices
- Plan your product catalog in advance
- Evaluate your business model
 - What is supported out of the box?
 - Incremental releases
- Research hosting and payment solutions
 - PHP requirements? Security needs? Price?

Demo Time!



- Browse to the fully featured demo site:
 - <http://livetest.ubercart.org/diwd/>
- Ubercart installation cheat sheet:
 - <http://www.ubercart.org/files/ubercart-install.pdf>
- Ubercart feature recipes:
 - <http://www.ubercart.org/files/ubercart-recipes.pdf>

Crowd Sourcing



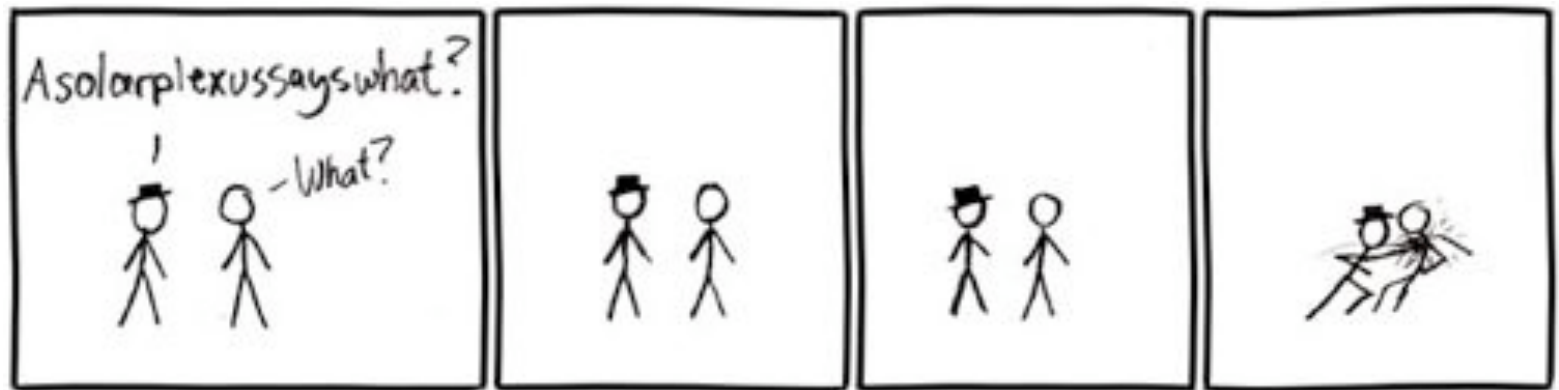
- <http://www.ubercart.org>
 - User and developer documentation
 - Support forums and FAQs
 - Contributions directory
 - Live site listing
- <http://drupal.org/project/ubercart>
 - Bug patching and development issue tracker
 - Related modules in e-Commerce category

Eye Candy (Site Showcase)



- Live sites – <http://www.ubercart.org/site>
- <http://www.transformetrics.com>
- <http://www.cornerstonecookiegifts.com>
- <http://www.shoprush.co.uk>
- <http://www.akademika.no>
- <http://www.rifftrax.com>
- <http://www.topnotchthemes.com>

Questions?



<http://xkcd.com/64/>