Jim's Lobster Company

www.JimsLobsterCo.com

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- **eCommerce & Authorize.net**
  Authorize.net provides a stable and secure platform for E-commerce, and is easily integrated into any PHP application - just add cURL.

- **Real-time shipping quotes: Using UPS & FedEx web services**
  UPS and FedEx both provide excellent APIs for providing shipping quotes both domestically and internationally. Let's look at how next-day shipping quotes are integrated into the Jim's site.

- **Dynamic PDFs with PHP**
  Fantastic open source libraries are available for generating and manipulating today's popular document formats. PDFs are no exception - we'll take a look how Jim's Gift Certificates are generated.

- **Live from the wharf: PHP, WAP, and Jim's**
  In the bay or on the wharf, Jim's stays mobile with a wireless solution that provides powerful order and customer management from any WAP-enabled device.

Jim's Lobster Company

eCommerce & Authorize.net | **home**

Selling lobsters online is tricky business... Getting them there *alive* is even trickier.

CHALLENGE

Provide the client with a stable, secure platform allowing them to sell live lobsters (and other gourmet gift packages) online. Business and technical requirements include:

1. Easy to use, web-based administration interface
2. Platform independent
3. Seamless integration
4. Transparent to customer

SOLUTION

Authorize.net for real-time card processing, using PHP & cURL to interface with their API

IMPLEMENTATION

Users are walked through the checkout process following the typical screen flow:

1. Shopping Cart
2. [Login / Sign up]
3. Shipping Date - *An extra step for Jim's*
4. Shipping Address / Price & Service Level
5. Payment Address / Billing Info
6. Confirmation
7. [Process Order]
8. Thank You!

Where's the call to Authorize.net? It happens right in the beginning of Step 7. See code snippet here

LEARN MORE

Learn about the **Advanced Integration Method** with Authorize.net
Learn more about **cURL**

Jim's Lobster Company

Real-time shipping quotes: Using UPS & FedEx web services | <u>**home**</u>

Lobsters are resilient - they'll survive outside of water for 48+ hours. But, UPs and FedEx trucks are notorious toasters in the summer. So, all orders (as with most fresh seafood companies) are shipped next-day, express overnight.

CHALLENGE

Provide users with real-time shipping quotes based on their chosen destination. Users should know what their costs are **prior** to checking out; and at checkout, they should only be presented with available delivery dates based on the current time (EST) that they're placing the order. **Reality Check:** the trucks will arrive for pickup at 4 PM!

SOLUTION

Real-time quoting via UPS and FedEx web APIs; including a "cutoff time" algorithm that routinely checks the chosen delivery date throughout checkout. Also, we've implemented two ways to quote shipping: a "quick check" method that allows you to choose the number of lobsters and get a quote; OR, an active shopping method that allows you to get a quote based on what's in your cart.

IMPLEMENTATION

1. <u>Shipping Estimator</u>
2. E-mail me for code samples!

LEARN MORE
<u>UPS Resources</u>

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Dynamic PDFs with PHP | **home**

Not everyone is prepared to recieve a half-dozen line lobsters at dinner time! Customers need a simple way to send this gourmet gift, while allowing the recipient to choose a convenient delivery date.

CHALLENGE

In an effort top capture the corporate and gourmet gift market, the client wanted to offer Gift Certificates without a lot of overhead. That is, the system should deliver and track any Gift Certificates purchased; while allowing them to be issued for any dollar amount. All details on Gift Certifactes are completely arbitrary (Amount, To, From, Message) except for a unique Gift Certificate ID and Claim Code.

SOLUTION

Our Gift Certificate facility issues, tracks, and generates Gift Certificates issued on the site. All Gift Certifactes are delivered via email, and "picked up" at the site in a nicely formatted PDF created on-the-fly.

- Allows any whole dollar amount to be issued (between $10. - $1000. as a business decision)
- Delivers Certificates digitally (via email)
- Allows Certificates to be partially redeemed, and track amounts leftover
- Allows Certificates to be wholly redeemed, while billing a card for the difference
- Provides a retrieval facility allowing users to print a Gift Certificate they've received as a PDF

IMPLEMENTATION

Buy Gift Certificates
Retrieve Gift Certificates

LEARN MORE
http://www.ros.co.nz/pdf/
http://sourceforge.net/projects/pdf-php

Jim's Lobster Company

Live from the wharf: PHP, WAP, and Jim's | <u>home</u>

It's 3:00PM. Your site has been taking orders all day, and the UPS and FedEx trucks are arriving within the hour. You're in the middle of Casco Bay, steaming for the wharf...

CHALLENGE

Keep Jim and the rest of the boats in sync throughout the day. The client needed a tool that allowed monitoring of orders, customers, and shipments from anywhere, at anytime, even 30 minutes offshore in the middle of the Atlantic. At any given time, the follwoing information should be accessible:

- How many orders came in today?
- How many orders are shipping today?
- How many lobsters are to be saved out per order?
- Where are the orders going?
- How do I contact the customer?

SOLUTION

A WAP-based solution rounds out the Jim's project. THe client has real-time access to their order processing system, including access to such basic functionality as:

- View orders shipping by day, week, or serach by number
- Lookup Customer infomation, place phone calls via WTAI
- Update Order Status (including Tracking IDs) and notify customers

IMPLEMENTATION
<u>MobilJim's Home</u>
<u>Main Menu</u>
<u>Weekly Schedule</u>
<u>Order View</u>
<u>Order Update</u>
<u>WML + PHP (Looks just like HTML)</u>
<u>Don't forget to send the proper headers!</u>

LEARN MORE
<u>Get the Nokia WAP Development Toolkit</u>
<u>WML / WMLScript</u>
<u>Basics of WML</u>
<u>Learn about WTAI</u>
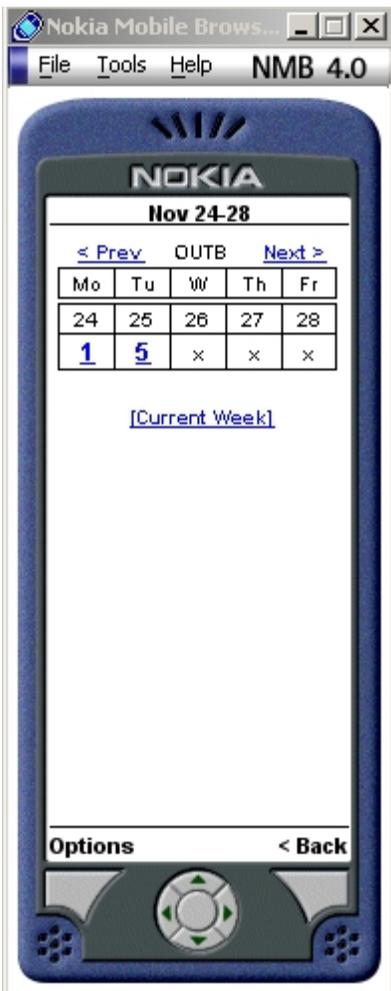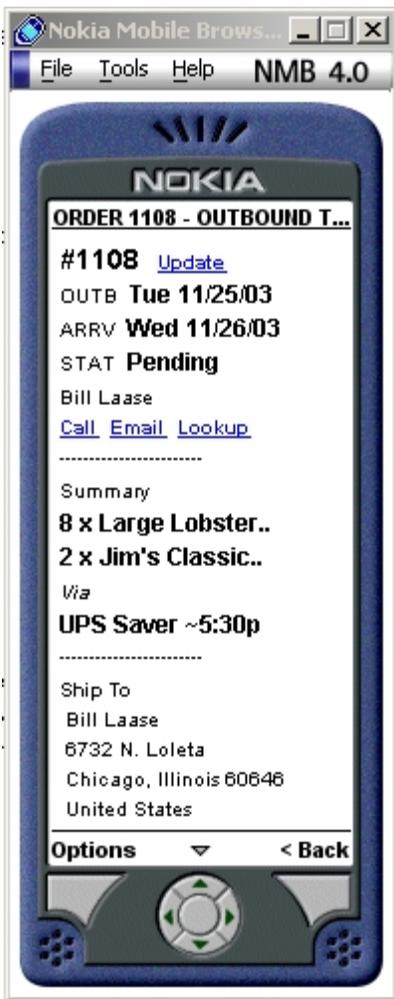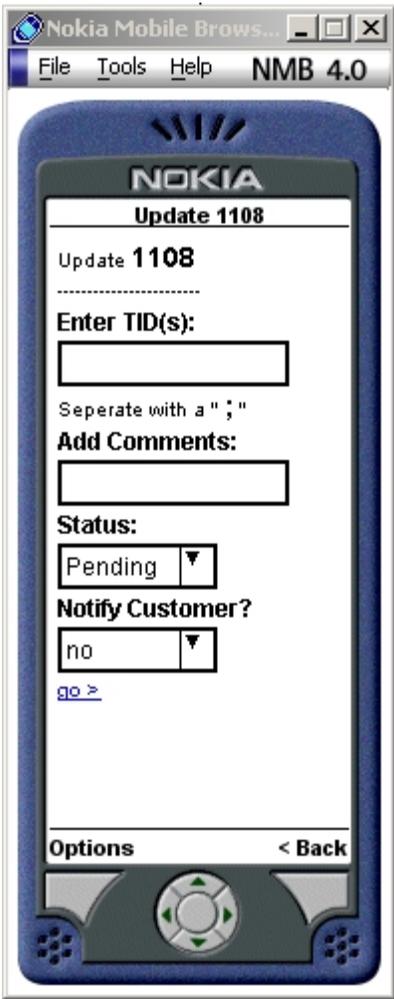
```
<card id="home" title="<?= $card_title; ?>">
<p>

<big><b><?= count($orders); ?></b></big> Shipping Today
<small>
<?
for ($i=0; $i<count($orders); $i++) {
?>
    <br/>
    <anchor><?= $orders[$i]['orders_id']; ?> - $<?= mjk_getSnippet($orders[$i]['order_total']); ?>
        <go href="<?= wap_href_link('mobile/order.php'); ?>" sendreferer="false" method="post">
            <postfield name="order_id" value="<?= $orders[$i]['orders_id']; ?>" />
        </go>
    </anchor>
<?
}
?>
</small>

<?= HR; ?>

<small>
    <anchor>This Week &gt;
        <go href="<?= wap_href_link('mobile/week.php'); ?>" sendreferer="false"/>
    </anchor>
    <br/>
    <anchor>Order Lookup &gt;
        <go href="#orderlookup" sendreferer="false"/>
    </anchor>
    <br/>
    <anchor>Customer Lookup &gt;
        <go href="#custlookup" sendreferer="false"/>
    </anchor>
    <br/>
    <anchor>Confucious Say...
        <go href="#confucious" sendreferer="false"/>
    </anchor>
    <br/>
    <anchor>User/Pass &gt;
        <go href="#up" sendreferer="false"/>
    </anchor>
</small>

<br/>

</p>
</card>
```

```php
// send wml headers
header("Content-type: text/vnd.wap.wml");
echo '<?xml version="1.0"?>';
echo '<!DOCTYPE wml PUBLIC "-//WAPFORUM//DTD WML 1.3//EN" "http://www.wapforum.org/DTD/wml13.dtd">';

define('HR','<small><br/>-----------------------<br/></small>');
```