



Gift Certificates, Gift Registry, and Gift Wrapping
Gift Add-On v1.0
User Guide

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This document was last updated on October 20, 2004

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Overview

What It Does

The Gift Add-on is a marketing-oriented, optional module available to ecommerce stores powered by Early Impact's ProductCart shopping cart software.

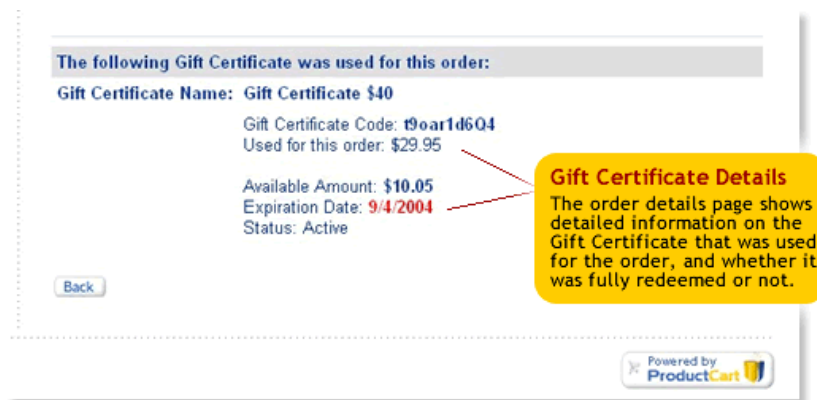
With the Gift Add-on store managers can boost sales by letting customers buy gift certificates for friends and family; increase revenues by offering profitable gift wrapping options; generate new orders and acquire new customers by letting existing customers create bridal registries and other gift registries.

The Gift Add-on focuses on three sets of features:

- The ability to professionally handle the sale of gift certificates and manage their redemption.
- A module for customers to create and manage a gift registry where they can select products and have family and friends buy them, while the system keeps them updated on what's already been purchased, which items are remaining, etc.
- New checkout settings to let customers indicate whether they would like their products gift wrapped, how, and include an optional gift note.

The [Gift Certificate](#) component allows store visitors to purchase electronic (or physical) gift certificates for family and friends. The store manager can designate a product as a gift certificate, set its expiration (if any), define how the certificate code is created, and more.

When a gift certificate is purchased, ProductCart generates a unique code that allows the recipient to receive an equivalent amount off of items purchased on the store. The recipient is automatically notified via e-mail if the buyer opts to do so. Partially redeemed Gift Certificates can be used again until fully redeemed.



Gift wrapping?
Let customers select which products they would like to gift wrap. Specify products for which gift wrapping is not available (e.g. too bulky)

Like the pros...
Add to the shopping cart page an introduction to your gift wrapping services. Link to other customer service pages for more information.

Qty.	Description	Unit Price	Price	Gift Wrap	
1	China Blue Sauce Set	\$29.95	\$29.95	<input type="checkbox"/>	Remove
1	Cast Iron Wok	\$59.95	\$59.95	<input checked="" type="checkbox"/>	Remove
1	Cuisinart® Ice Cream Machine	\$49.95	\$49.95	N/A	Remove

Total: \$139.85

Total Weight: 22 lbs. 15 oz.
Estimated Shipping Charges

Gift Box
Beautiful gift boxes available. Some items may not qualify for gift boxing. We will gladly enclose a gift message with any order.

The [Gift Wrapping](#) component allows the store administrator to show multiple gift wrapping options to customers during the checkout process. A gift note can be added to the order as well. The store manager can set different prices for the different wrapping options, and individual products can be added to an exclusion list. The entire gift wrapping module can be turned on or off with one click.

Gift Wrapping Selection

China Blue Sauce Set
Gift Wrapping options:

- Don't gift-wrap this item
- Deluxe Wrapping (Gray)
Price: \$4.50
- Deluxe Wrapping (Blue)
Price: \$4.50
- Deluxe Wrapping (Gold)
Price: \$6.50

Gift note
Let customers add a personal note to the order. For each product that they selected to gift wrap, they can include a different gift note.

Multiple options
For each product that the customer opted to gift-wrap let them pick one of your many gift wrapping options. Show \$5 and a thumbnail for each one.

Write a gift note for this item:
I hope you like this gift. I thought that it was a perfect fit since it's your birthday and you
Max 250 characters. Do not use HTML.

The [Gift Registry](#) component is similar to that of a "Bridal Registry" application, where customers can pick items they like from a store catalog, and make these items visible to family & friends. Built after the Gift Registry features of leading ecommerce Web sites, this module is full of useful features.

"Tom & Jennifer's Wedding" Gift Registry
 Event name: Tom & Jennifer's Wedding
 Event Date: 10/1/2004
 Event Type: Wedding

SKU	Name	Price	Wants	Has	Quantity
2774564	Cast Iron Wok	\$59.95	2	1	<input type="text" value="0"/>
936703	China Blue Sauce Set	\$29.95	1	0	<input type="text" value="0"/>
3263276	Fondue Set	\$59.95	2	1	<input type="text" value="0"/>
326276	Sun-Dried Tomato-Caper Bruschetta Spread	\$14.95	4	2	<input type="text" value="0"/>
123151	Vodka Set	\$34.95	3	1	<input type="text" value="0"/>
Gift Certificates					
gc12346	Gift Certificate \$40	\$40.00			<input type="text" value="0"/>

[Back](#) [Add To Cart](#)

Gift registry
 Let customers create a registry (e.g. wedding, baby shower, etc.), then invite friends and family to purchase from it. New orders!

Always updated
 The registry is updated instantly as friends purchase products for the customer. How many did she want? How many have already been purchased? Etc...

- Customers can create and manage multiple gift registries (e.g. bridal shower, wedding, baby shower, etc.).
- Customers can easily add products to the registry, specify the desired quantity, decide whether or not gift certificates can also be purchased, etc.
- As friends and family purchase products from the registry, the registry is instantly updated.
- When people view a customers' registry, they are informed of the desired and remaining quantity for each of the selected products.
- Customers can easily notify friends and family of the availability of the registry, update the product list at any time, choose to be notified when products are purchased, select a preferred address to which gifts should be sent, and more.

System Requirements

The system requirements are the same as those listed in the ProductCart User Guide. In order to install the Gift Add-on, your store must be running ProductCart v2.7 or above. If you are running a previous version of ProductCart, please make sure to update your store to v2.7 prior to installing the Gift Add-on.

Please consult the [technical notes](#) section at this end of this document for a list of files that are affected by the addition of the Gift module. If you have customized your installation of ProductCart, some of the customized files may be overwritten.

License Terms

A license to use the ProductCart Gift Add-on can be purchased from the Early Impact software store. The Gift Add-on is licensed on a per-store basis: each implementation of the Gift Add-on requires a previous or concurrent purchase of a ProductCart license. Each license is granted according to the terms of the ProductCart End User License Agreement, which can be found in Chapter 1 of the ProductCart User Guide.

Source Code Editing Rights

You have the rights to make changes to ProductCart's source code within the terms of the End User License Agreement (please see Section 2), which can be found in Chapter 1 of the ProductCart User Guide.

About Early Impact

Early Impact is a software development company focused on delivering powerful, yet user-friendly electronic commerce applications to small- and medium-sized businesses. Early Impact's goal is to build unique, cutting-edge e-commerce software that allows businesses to effectively use the Internet as a sales channel for their products and services.

Founded in 2001, Early Impact is a Limited Liability Corporation (LLC), privately owned and headquartered in San Francisco, California. For more information, please visit the company's Web site located at: <http://www.earlyimpact.com>

Copyright Information

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Installation

Transferring the files to your Web server

Installing the ProductCart Gift Add-on is very easy. The following assumes that you have installed and activated ProductCart on your Web server. If you haven't done so, perform the ProductCart installation as described in Chapter 2 of the [ProductCart User Guide](#), and then continue with the instructions below.

Download the latest copy of the ProductCart Gift Add-on from the Early Impact Web site. A link to the file will be provided by Early Impact as soon as the purchase is determined to be legitimate. Due to the high rate of fraudulent orders that a software company like Early Impact receives, we have to personally verify each order. Typically this takes less than an hour, but it may take longer during a weekend or on a holiday. We thank you in advance for your understanding.

If you purchased the software from an Early Impact reseller, you should have been provided a download link by the reseller, or the reseller may perform the installation for you.

All ProductCart Gift Add-on files are contained in a compressed (*.zip) file. Download and “unzip” the file on your local computer using your favorite unzip utility. If you don't have an unzip utility, you can download a popular one at the following address: <http://www.winzip.com/>

Once you have unzipped the file you will notice that it contains two folders: one called Standard or Parent Paths Enabled, the other one called Parent Path Disabled. They both contain a subfolder called ProductCart. Each ProductCart folder contains all the files that you need to upload to your Web server to add the Gift Add-on's features to ProductCart. You will use one ProductCart folder or the other depending on whether you are using the Parent Paths Enabled (more likely) or Disabled (less likely) version of ProductCart.

For more information about running ProductCart on a server with Parent Paths disabled, please refer to Appendix H of the ProductCart User Guide

The productcart folder contains three subfolders:

- **pcadmin** – This is the folder that contains the Control Panel files, and that you have probably renamed when you installed ProductCart. If you haven't done so, you should – see Appendix G of the ProductCart User Guide.
- **pc** – This is the folder that contains the storefront files.
- **includes** – This folder contains an updated **languages.asp** file, which contains the new text strings used by the Gift Add-on in your storefront. This file is very frequently customized by ProductCart users. Make sure to make a backup copy of your existing file. To integrate your existing file with the new one, note that all of the text strings used by the Gift Add-on are located at the very bottom of the new file. Copy and paste those lines of code at the bottom of your version of **languages.asp**, and you should be done (your version of **languages.asp** must be a v2.7-compatible version of the file). See the [technical notes](#) section of this document for more details.

When you are ready, use your favorite FTP program to upload the files to their corresponding folders on the server. Then, log into the Control Panel and update the system database as explained below.

Updating the database

Once all the files have been transferred to the Web server, the first step you need to take is to update the store database. You MUST update the database immediately after uploading the files, or errors will occur both in the storefront and in the Control Panel.

To update the database, go to the following page, where “www.myStore.com” is the domain name of your store. If the “productcart” directory is not in the root, adjust the file path accordingly.

<http://www.myStore.com/productcart/pcadmin/upddb-ggg.asp>

Select the database type and execute the update. At the end of the update procedure, you will see a confirmation screen indicating that the update was successful. Log back into the Control Panel to start using the Gift Add-on.

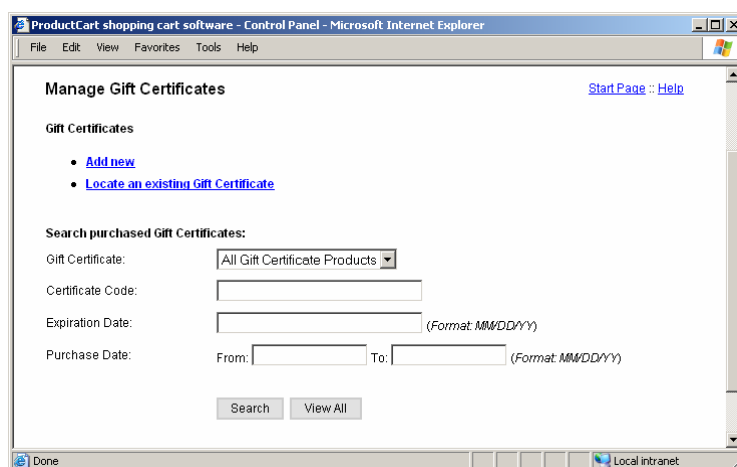
If you receive an error message, make sure that the database file has read/write permissions assigned to the Internet user. If this is not the issue, visit the ProductCart Support Center and submit a support request.

Gift Certificates

Understanding Gift Certificates

With the Gift Add-on you can professionally handle the sale of Gift Certificates on your store. The system supports both electronic and physical gift certificates.

To add a new Gift Certificate, or view a list of existing Gift Certificates, select *Manage Gift Certificates* from the *Manage Products* menu. The window shown below will be displayed.



The top section of the page contains links to adding a new Gift Certificate, or viewing existing Gift Certificates. The bottom section of the page allows you to locate previously purchased Gift Certificates. Please note that there is a difference between a Gift Certificate *Product* and a *Purchased* Gift Certificate.

- Gift Certificate or Gift Certificate Product. These terms are used to define the various types of Gift Certificates available for purchase on your store. For example, you may have a \$20 Gift Certificate, a \$50 Gift Certificate, etc. This is not the unique Gift Certificate purchased by a customer, but rather the *parent* product from which that unique certificate is created.
- Purchased Gift Certificate. This term defines the unique Gift Certificate purchased by a customer. When a customer buys a Gift Certificate by choosing from one of the various types of Gift Certificates available on the store, ProductCart generates a unique key that identifies that specific Gift Certificate and separates it from any other Gift Certificate created on the store. This way ProductCart can track the use of the Gift Certificate and know whether the certificate is valid, whether it has expired or not, and whether it has been fully redeemed or not (i.e. whether there is money left for the customer to spend or not).

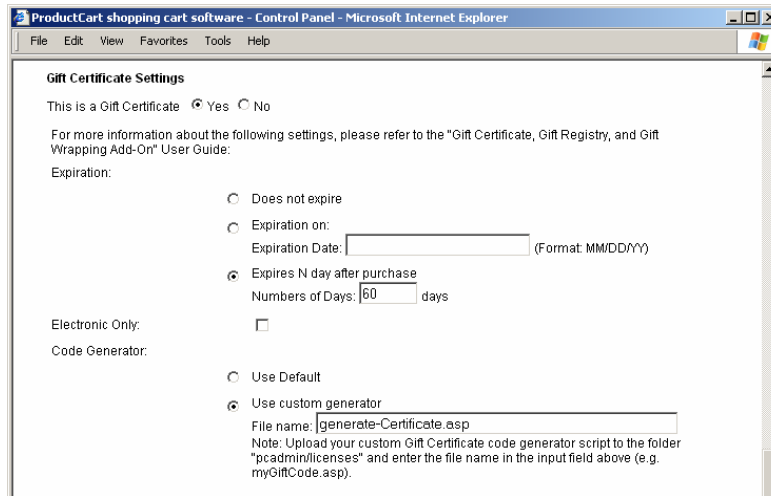
In the Control Panel, you have access to both. You will create and edit Gift Certificates to make them available for sale on your store. You will review and manage Purchased Gift Certificates to assist customers that have previously purchased a Gift Certificate.

Let's start by describing how a Gift Certificate is added to the store.

Adding a new Gift Certificate

Gift Certificates behave just like any other product in your store, until they are purchased. Just like any other product, they are assigned to one or more categories, have a price associated with them, images, possibly a weight (physical gift certificate), and more.

To add a new Gift Certificate, or view a list of existing Gift Certificates, select *Manage Gift Certificates* from the *Manage Products* menu. On the next window, click *Add New*. Alternatively, you can simply use the *Add New Product* page. When the Gift Module is installed, a new section is added to this page, as described below.



The screenshot shows a web browser window titled "ProductCart shopping cart software - Control Panel - Microsoft Internet Explorer". The page content is titled "Gift Certificate Settings". It includes a radio button for "This is a Gift Certificate" set to "Yes". Below this is a reference to a user guide. The "Expiration" section has three radio button options: "Does not expire", "Expiration on:" (with an empty date field), and "Expires N day after purchase" (selected), which has a "Numbers of Days" field set to "60". The "Electronic Only" section has an unchecked checkbox. The "Code Generator" section has two radio button options: "Use Default" and "Use custom generator" (selected), with a "File name" field containing "generate-Certificate.asp". A note at the bottom explains that the custom generator script should be uploaded to a specific folder and its name entered in the field.

Fill out the top section of the page just like you do with any other product. If this is a physical Gift Certificate (i.e. a card is sent to the customer), enter a weight for the product. If not, leave those fields blank.

As you scroll down the page entering information for the product, you will reach a section called *Gift Certificate Settings*. Click *Yes* to the question of whether this is a Gift Certificate, and a new portion of the page will be revealed to you. Here is a description of the settings found there.

- **Expiration:** You can set up this Gift Certificate so that it expires on a certain date, or N days after the purchase date. Of course, you can also configure it so that it never expires. If an expiration is set, customers who purchase this type of Gift Certificate will not be able to use it after it has expired. However, keep in mind that you can edit a Purchased Gift Certificate in the Control Panel to change its expiration, if needed.

- **Electronic Only.** In most cases, your Gift Certificates will be *Electronic Only*. That is: no physical gift card or certificate is sent to the recipient of the Gift Certificate, but rather an email message containing the certificate details and the coupon code to be used for its redemption.

Note that if you check the *Electronic Only* check box, the product will automatically be considered a free-shipping, tax-free product, and those product options will be checked for you when the product is saved to the database.

When the customer checks out with a shopping cart that only contains an electronic-only Gift Certificate, shipping and tax calculations are automatically skipped.

- **Code Generator.** When a Gift Certificate is purchased, it must be unique. Otherwise, there would be no way for your store to identify it when a customer redeems it. Therefore, ProductCart comes

equipped with a default code generator that will create a unique Gift Certificate code for each Gift Certificate that is purchased on your store.

The default code generator is an ASP file called `DefaultGiftCode.asp`, which is located in the `pcadmin/licenses` folder. You don't need to edit this file in any way, unless you wish to change the type of unique code that is generated by ProductCart.

If you wish to edit the file, or if you want to create an entirely new script based on this file, open it in Notepad or with your favorite ASP development tool. You will notice that the file is heavily commented to make editing easy for any knowledgeable ASP developer.

By editing this ASP file, you can have ProductCart create Gift Certificate codes that meet your specific needs. For example, you could retrieve existing data from a database of unique Gift Certificate codes that have already been generated by another application and that are used in other places (e.g. you sell Gift Certificates elsewhere, such as in your retail shop).

You're done. Click on *Add* to save the product to the store database. Your new Gift Certificate will be accessible in your storefront just like any other product.

Note about physical Gift Certificates

As mentioned in the section above, most of your Gift Certificates will likely be *Electronic Only*, which means that they will be treated as products for which there is no shipping and no taxes. Customers will receive their unique Gift Certificate code in an e-mail message, since no product is sent to them.

However, ProductCart allows you to sell physical Gift Certificates as well. To sell a physical Gift Certificate:

- Do not check the *Electronic Only* check box.
- Since the product's weight will likely be very small (e.g. a gift card), use the *Units to make 1 lb. (Kg.)* feature to specify its weight.
- Unlike with *Electronic Only* Gift Certificates, customers that purchase this type of certificate will be charged shipping, handling (if any), and taxes.
- ProductCart does not contain an application to print the actual Gift Certificates. The system will generate a unique code for the certificate, just like with electronic Gift Certificates. It will then be up to you to print that unique code on the physical Gift Certificate before mailing it to the customer.
- An e-mail containing the Gift Certificate code is sent by ProductCart when the order is processed, regardless of whether the Gift Certificate will also be mailed.

Viewing and editing purchased Gift Certificates

There may be times when your store receives customer service enquiries about a Gift Certificate that a customer has previously purchased. For example, customers may lose their Gift Certificate code, ask whether it was fully redeemed or not, or forget that the Gift Certificate would expire and ask for the expiration to be extended.

This information is always available to the customer that purchased the Gift Certificate through the *View Previous Orders* section of the customer's account area. However, the recipient of the Gift Certificate will often be someone other than the person that bought it, and therefore not have access to that information.

ProductCart has a way for store managers to quickly retrieve information about previously purchased Gift Certificates. From the *Manage Products > Manage Gift Certificates* page, use the lower part of the window to look for a specific Gift Certificate or click on *View All* to show all of them.

The screenshot shows a web browser window titled "ProductCart shopping cart software - Control Panel - Microsoft Internet Explorer". The page displays "Purchased Gift Certificates - Search Results" with a table of data and a "New Search" button at the bottom.

Product Name	GC Code	Purchased on	Order #	Expiring on	Available	Status	
Birthday Gift Certificate	FJAMDqPccx	10/15/2004	13		\$100.00	Active	View/Edit
Birthday Gift Certificate	q84y500ONI	10/15/2004	14		\$85.05	Active	View/Edit
Birthday Gift Certificate	2LC5FsReez	10/15/2004	15		\$100.00	Active	View/Edit
Gift Certificate \$40	u9pct2e764	9/27/2004	10	9/30/2004	\$0.00	NOT ACTIVE	View/Edit
Gift Certificate \$40	4Q273W8IID	9/8/2004	8	9/4/2004	\$40.00	Active	View/Edit
Gift Certificate \$40	t9oar1d6Q4	9/3/2004	6	9/4/2004	\$10.05	Active	View/Edit
Gift Certificate \$200	AVHzlk997	9/3/2004	4	9/18/2004	\$164.55	Active	View/Edit
Gift Certificate \$40	xcsev3h875	9/3/2004	2	9/4/2004	\$0.00	NOT ACTIVE	View/Edit

ProductCart will display a list of Gift Certificates that meet your search criteria. For each of them, the system shows: Gift Certificate Name, Unique Code, Date of Purchase, Order Number, Expiration (if any), Amount still available for redemption (which is zero if the certificate has been fully redeemed), and the certificate's status.

A certificate may no longer be active because it has been fully redeemed, has expired, or has been made inactive by the store administrator.

To edit any of the certificate's properties, click on the *View/Edit* link. Use this page to edit that particular Gift Certificate: no other Gift Certificates will be edited. You can edit the expiration, available amount, and the certificate's status (active/inactive). You cannot change the certificate's unique code.

The screenshot shows the "Edit Gift Certificate" form in the ProductCart software. The form includes fields for "Active" (checked), "Gift Certificate Name", "Gift Code", "Expiring on" (with a date input field and format hint), and "Available Amount". There are "Update", "Delete", and "Back" buttons at the bottom.

Information on a gift certificate is also available at the bottom of the order details page of the order that the certificate was purchased with. This information is shown both in the storefront and in the Control Panel version of these pages.

Customer experience: buying a Gift Certificate

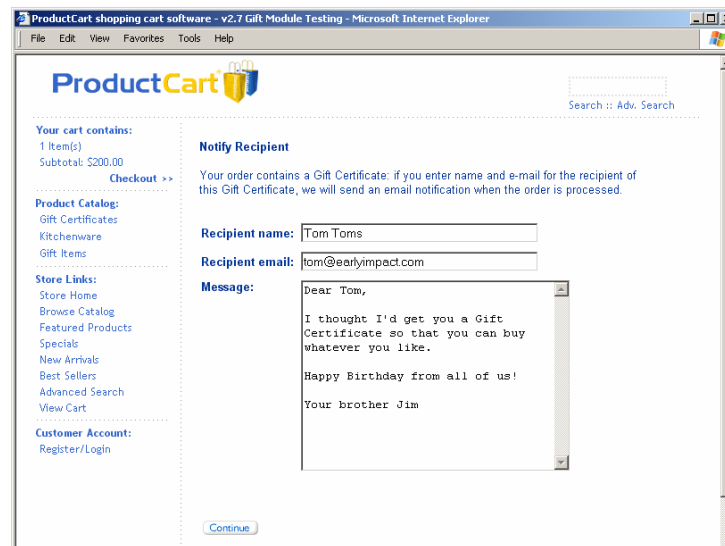
As mentioned earlier in this chapter, Gift Certificates behave just like any other product in your storefront. Customers will find Gift Certificates when they browse or search for products, add them to the shopping cart, and go through the checkout process, just like with any other product.

If the Gift Certificate is *Electronic Only*, they will not be charged shipping and taxes.

There is, however, a notable difference in the checkout process when a customer is purchasing a Gift Certificate. Customers will be prompted to notify the person that they are buying the Gift Certificate for, if they wish to.

After the shopping cart page, and before the login/registration page, ProductCart will prompt your customers to notify the recipient of the Gift Certificate by entering his/her name, e-mail address, and a message. This is not a required checkout step: if no recipient is specified, the customer can still checkout.

When the order is processed, ProductCart automatically sends to the recipient (if one was specified by the buyer of the certificate) a message containing information about the Gift Certificate (including the Gift Certificate code to redeem it) and the message entered by the customer. No message is sent if the order is still pending.



The email that is sent to the recipient contains the following information (all text strings can be edited by editing the file includes/languages.asp):

Dear <Recipient Name>,

<Customer Name> purchased a Gift Certificate(s) for you from our online store. Use the Gift Certificate code shown below when placing an order on our store.

Gift Certificate amount: <Gift Certificate Amount>

Gift Certificate code: <Unique Gift Certificate Code>

Expiration: <Expiration – If any>

This is an electronic Gift Certificate. A certificate will not be shipped to you. <Added If Electronic Only>

<Customer Name> also included this note:

<Gift Certificate Note>

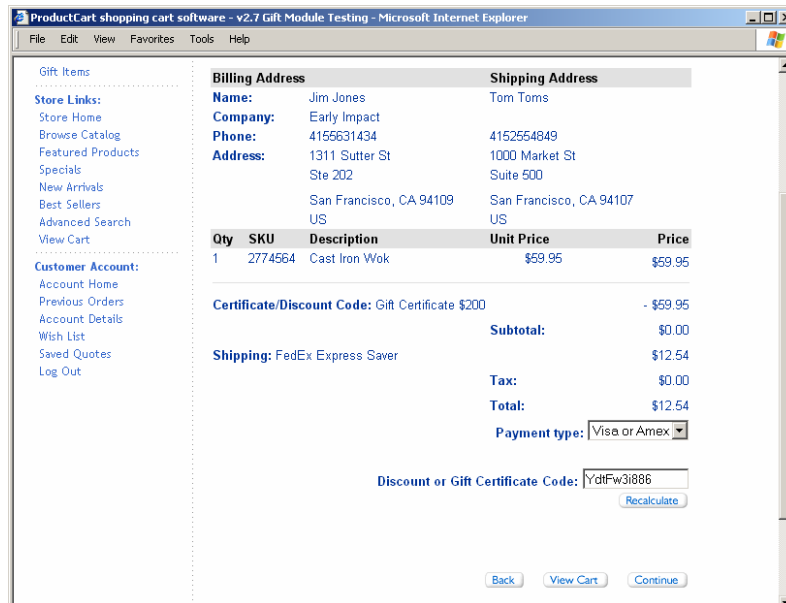
<Store Name & URL>

Note that the customer that is placing the order still receives the *Order Received* and *Order Confirmation* emails, when the order is placed and processed. These are independent of the message sent to the recipient of the Gift Certificate, if any. Both messages contain all the Gift Certificate details, including the unique Gift Certificate code necessary to redeem it.

Customer experience: redeeming a Gift Certificate

Let's assume that a gift certificate has been purchased, the corresponding order has been processed, and that the recipient has been notified of the gift (via e-mail, by mailing a card, etc.). The person that is in possession of the Gift Certificate code can now use it at any time prior to the expiration date (if any) to receive a discount on a purchase.

Gift Certificates, just like coupons, are entered in the *Discount or Gift Certificate Code* input field located in the lower section of the order verification page (*pc/orderVerify.asp*), before the payment page is displayed. The customer will enter the code and click on the *Recalculate* button to apply the discount. If the Gift Certificate is not valid, has expired, or has been fully redeemed, a corresponding message is shown.



The screenshot shows the ProductCart shopping cart software interface. The page is titled "ProductCart shopping cart software - v2.7 Gift Module Testing - Microsoft Internet Explorer". The interface is divided into several sections:

- Gift Items:** A list of links including Store Links, Store Home, Browse Catalog, Featured Products, Specials, New Arrivals, Best Sellers, Advanced Search, and View Cart.
- Customer Account:** A list of links including Account Home, Previous Orders, Account Details, Wish List, Saved Quotes, and Log Out.
- Billing Address:** Name: Jim Jones, Company: Early Impact, Phone: 4156631434, Address: 1311 Sutter St, Ste 202, San Francisco, CA 94109, US.
- Shipping Address:** Name: Tom Toms, Phone: 4152554849, Address: 1000 Market St, Suite 500, San Francisco, CA 94107, US.
- Order Summary Table:**

Qty	SKU	Description	Unit Price	Price
1	2774564	Cast Iron Wok	\$59.95	\$59.95
Certificate/Discount Code: Gift Certificate \$200				- \$59.95
Subtotal:				\$0.00
Shipping: FedEx Express Saver				\$12.54
Tax:				\$0.00
Total:				\$12.54
- Payment Information:** Payment type: Visa or Amex (dropdown menu).
- Discount or Gift Certificate Code:** YGHFW31886 (input field) with a Recalculate button.
- Navigation:** Back, View Cart, and Continue buttons.

For instance, in the example shown above this customer is applying a \$200 Gift Certificate to the order. The customer entered the certificate's code in the *Discount or Gift Certificate Code* input field located in the lower part of the page, and then clicked on the *Recalculate* button.

Please note:

- When the amount available on the Gift Certificate exceeds the total products purchased, the Gift Certificate is redeemed only for the amount that equals the total products purchased. The rest of the funds remain available for a future purchase.
- When the amount available on the Gift Certificate is lower or equal to the total products purchased, the Gift Certificate is fully redeemed and can no longer be used once the order has been placed. Note that what counts is when the order is placed, not when the order is processed.
- Shipping charges and handling fees are excluded from the calculation. According to our research, this is consistent with the way most ecommerce Web sites behave: customers that redeem a Gift Certificate are still liable for shipping and handling charges, and for taxes applicable to those charges, if any.
- If the order total is zero (there is no shipping required for the products that are being purchased), the customer will be able to place the order without entering any payment information. ProductCart will skip the payment step.

When the order is placed, the Gift Certificate's details are updated accordingly. The amount used is deducted from the balance. Gift Certificate details are added to all order-related pages, both in the Control Panel and in the storefront, as well as all e-mail messages sent when the order is processed.

For example, here is the customer's order details page. Note the Gift Certificate information located at the bottom of the page.

The screenshot shows a web browser window titled "ProductCart shopping cart software - v2.7 Gift Module Testing - Microsoft Internet Explorer". The page layout includes a left-hand navigation menu and a main content area.

Navigation Menu:

- Store Home
- Browse Catalog
- Featured Products
- Specials
- New Arrivals
- Best Sellers
- Advanced Search
- View Cart
- Customer Account:**
 - Account Home
 - Previous Orders
 - Account Details
 - Wish List
 - Saved Quotes
 - Log Out

Billing Address:

Name: Jim Jones
Company: Early Impact
Phone: 4156631434
Address: 1311 Sutter St
 Ste 202
 San Francisco, CA 94109
 US

Shipping Address:

Name: Tom Toms
Phone: 4152554849
Address: 1000 Market St
 Suite 500
 San Francisco, CA 94107
 US

Qty	SKU	Description	Unit Price	Price
1	2774564	Cast Iron Wok	\$59.95	\$59.95
Shipping: FedEx Express Saver				\$12.54
Tax:				\$0.00
Total:				\$12.54

This order has been processed
 Date Processed: 10/19/2004

The following Gift Certificate was used for this order:

Gift Certificate Name: Gift Certificate \$200
 Gift Certificate Code: YdtFw3886
 Used for this order: \$59.95

Available Amount: \$140.05
 Expiration Date: 11/3/2004
 Status: Active

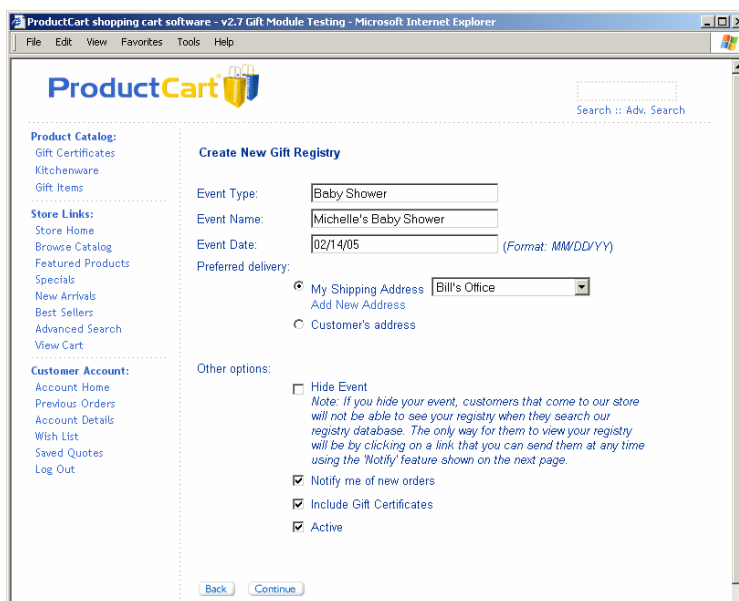
[Back](#)

Gift Registries

Creating and managing a Gift Registry

When it comes to Gift Registries, the customer is in charge. The store administrator does not create or manage a registry, the customer does. In the following section of this User Guide, we will refer to the customer that creates a Gift Registry as the *Registrant*.

Customers can add a new registry to their account by logging into the store, and clicking on the link *Manage Gift Registries*. To add a registry, customers will click on the *Create New Registry* button. The following page is shown:



The screenshot shows a web browser window titled "ProductCart shopping cart software - v2.7 Gift Module: Testing - Microsoft Internet Explorer". The page displays the "Create New Gift Registry" form. On the left, there is a navigation menu with sections: "Product Catalog:" (Gift Certificates, Kitchenware, Gift Items), "Store Links:" (Store Home, Browse Catalog, Featured Products, Specials, New Arrivals, Best Sellers, Advanced Search, View Cart), and "Customer Account:" (Account Home, Previous Orders, Account Details, Wish List, Saved Quotes, Log Out). The main form area is titled "Create New Gift Registry" and contains the following fields and options:

- Event Type:
- Event Name:
- Event Date: (Format: MM/DD/YY)
- Preferred delivery:
 - My Shipping Address: [Add New Address](#)
 - Customer's address
- Other options:
 - Hide Event
Note: If you hide your event, customers that come to our store will not be able to see your registry when they search our registry database. The only way for them to view your registry will be by clicking on a link that you can send them at any time using the 'Notify' feature shown on the next page.
 - Notify me of new orders
 - Include Gift Certificates
 - Active

At the bottom of the form are "Back" and "Continue" buttons.

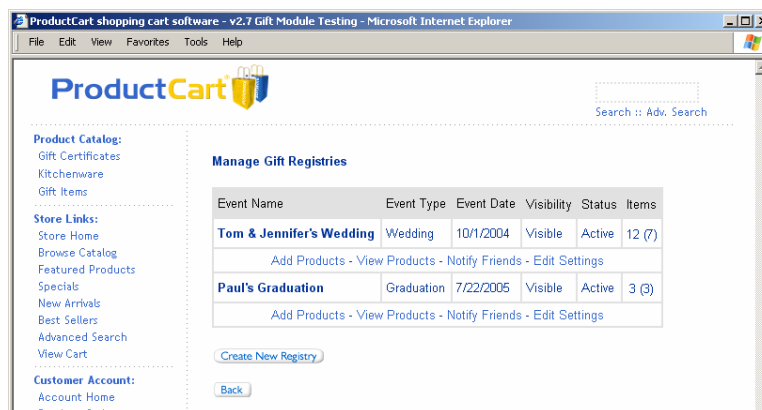
- **Event Type.** The event type, name, and date are shown wherever information about the event is displayed in the storefront. The event type is just a way for the customer to better identify the event (e.g. wedding, baby shower, etc.)
- **Event Name.** The name of the event (e.g. Paul & Jennifer's Wedding).
- **Event Date.** The event's date.
- **Preferred Delivery.** Registrants can specify where they would prefer that products are delivered. The delivery address could be the registrant's main shipping address, or any other address.

If the address is not already listed, the registrant can click on the *Add New Address* link to add a new one. A pop-up window is shown. After an address is entered and the pop-up window is closed, the *My Shipping Address* drop-down menu is automatically refreshed and the new address is listed.

When customers purchase products off this Gift Registry and go through checkout, they will be asked whether they would like the order to be shipped to the registrant's preferred address, or to another address.

- **Hide Event.** When the registrant opts to hide an event, other customers that come to the store will not be able to locate the event's registry when they search the registry database. The only way for them to locate and view the registry will be by clicking on a link that is sent to them using the *Notify Friends* feature, which is discussed later in this section. In other words, this feature makes the event "private".
- **Notify me of new orders.** When the registrant enables this feature, an email is sent to him/her when an order is placed for a registered item. The email contains details about who purchased the items, when, and what they purchased. Note that the email is sent when the order is processed, and not when it is received.
- **Include Gift Certificates.** When this option is checked, Gift Certificates are added to the registry, if the store offers any.
- **Active.** When this option is not checked, the registry is taken offline.

If one or more registries have already been created, the *Manage Gift Registries* page offers a summary of all of them. It displays the event name, type, date, whether or not the event is visible to customers that are looking for a registry, how many items have been registered and how many of these items are still available for purchase (in parenthesis).



Customers can add products to their registry by clicking on the *Add Products* link and browsing the store as they normally do when purchasing products for themselves. Once products have been added to the shopping cart page (*pc/viewCart.asp*), an *Add to Registry* button will appear just below the *Checkout* button.

Note that the *Add to Registry* button is only shown:

- If the customer is logged in.
- If the customer is the registrant of at least one Gift Registry.
- It is never shown if the customer is a new customer, or if no registries have been added to the customer's account.

When registrants click on the *Add to Registry* button, instead of beginning the checkout process they are taken to a page that allows them to select a gift registry from a list of gift registries previously added to their account, and add the products to it.



Once products have been added to the registry, a product summary can be viewed at any time by clicking on the *View Products* link (see example above). For each item in the list, ProductCart shows:

- **Items.** The amount of units of the product that the registrant would like to receive.
- **Avail.** The amount of units of the product that have not yet been purchased and therefore are still available for other friends to purchase from the registry.
- This information is not shown for Gift Certificates (if any), since unlimited Gift Certificates may be purchased.

Additional units of existing products can be added to the current ones by entering a number in the corresponding input field. New products can easily be added to the list, and existing products can be removed from it by checking the *Remove* check box. Note that products can be removed from the registry only if they have not already been purchased.

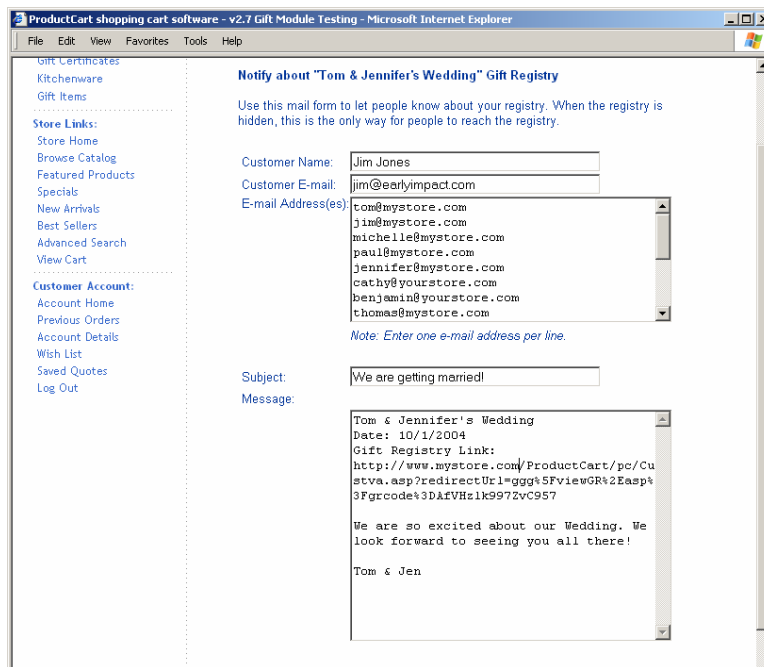
The same is true with Gift Certificates: The list of Gift Certificates can be altered only if a certain type of Gift Certificate has not already been purchased. If it has, then that item must remain on the list.

Notifying other customers about a Gift Registry

After creating a Gift Registry and adding products to it, the registrant can easily let friends and family members know about it, right from within your store.

From the *Manage Gift Registries* page, they will select *Notify Friends*. When the registry is hidden, this is the only way for people to reach the registry.

To use this feature, registrants will need to enter their name and e-mail address (ProductCart pre-fills these fields based on the customer's information stored in the database), a list of addresses for family and friends to be notified (each address must be on a separate line), a subject for the e-mail, and the actual message. The message is partially pre-filled with basic event information and a link to the registry. The link to the registry should not be altered.



The Store Manager's To Do List

The store administrator is really not involved at all in the creation and management of a Gift Registry. Your customers are the ones that will do all the work:

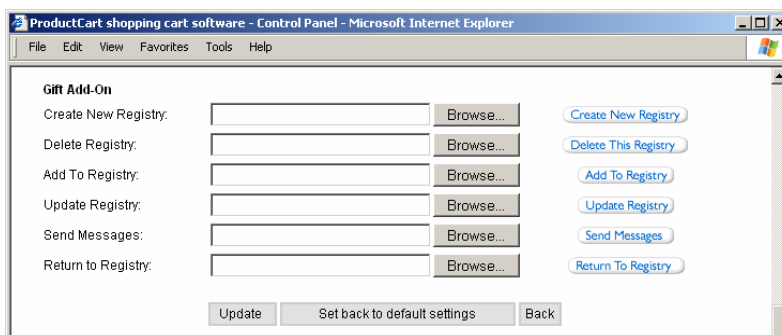
- They will select products to be added to the registry
- Notify family and friends
- Specify where they would like products to be shipped
- Review and update the product list
- Etc.

By allowing customers to create and manage a Gift Registry on your store, you can increase sales, improve customer loyalty, and acquire new customers as family and friends of the registrant visit your store to buy gifts for him/her.

Make sure to make the customer's experience as smooth as possible. In order to do so, review the following suggested task list:

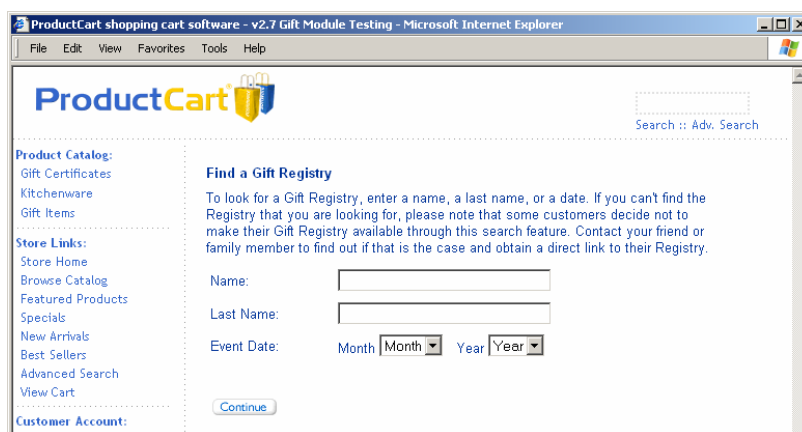
- **Edit Store Buttons.** The Gift Module uses a few new store buttons. They are all related to the Gift Registry features. Make sure these buttons match the rest of the buttons used on your site. An editable Macromedia Fireworks® file is included in the Gift Add-on files to help you quickly edit the default buttons. The file location is: `pc/images/sample/pc_buttons_ggg.png`

There are 6 new buttons: Create New Registry, Delete Registry, Add To Registry (used on the shopping cart page to add products to a gift registry instead of checking out), Update Registry, Send Messages (used within the *Notify Friends* feature), and Return To Registry.



- Add a New Store Link.** On your store, customers will locate a friend's Gift Registry by using a special new page that is part of the Gift Add-on (see below). The page is called `ggg_srcGR.asp` and is located in the `pc` folder. It allows customers to search the Gift Registry database by name of the registrant or date of the event. You could create a customer service page on your store where you talk about Gift Registries and link to the search page with a link such as (edit the path so that it is a valid path in your store):

```
<a href="productcart/pc/ggg_srcGR.asp">Find a Gift Registry</a>
```



Note: If you decide to create a page that describes to your customers how to create and manage a Gift Registry, feel free to use any of the content of this User Guide.

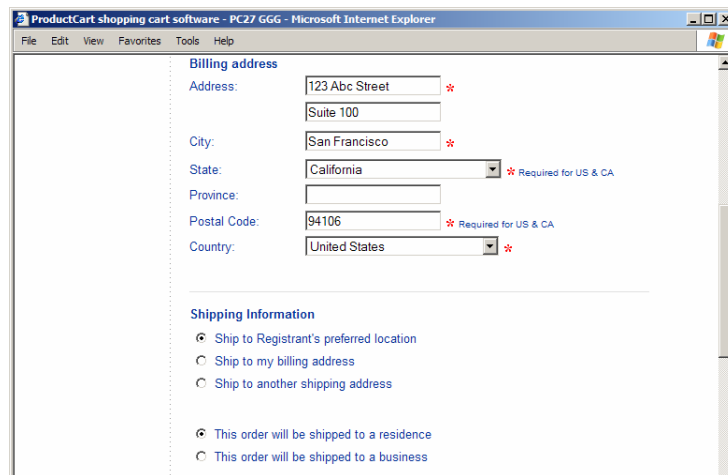
- No Gift Registries?** If you don't want customers to be able to create and manage Gift Registries, open the file `pc/custPref.asp` and remove the following lines of code.

```
<%'GGG Add-on start%>
<li><a href="ggg_manageGRs.asp"><font face="<%=FFType%>" color="<%=Link%>" size="2">
<%response.write dictLanguage.Item(Session("language")&"_CustPref_13")%>
</font></a></li>
<%'GGG Add-on end %>
```

Customer experience: buying products off a Gift Registry

As mentioned above, customers will be either directly notified of a Gift Registry by the registrant, or will locate the registry through the Gift Registry search page. After finding the right registry, customers will be able to purchase products off the list of registered items.

- Customers will only be able to add to the shopping cart products that appear on the registry list. If they attempt to purchase other products, they will be notified that they should limit the order to products that are on the list. If they wish to purchase products that are not on the registry, they may do so in a separate order.
- During checkout, customers will be able to choose whether to have the products shipped to the registrant's preferred delivery address or to an address that they specify.



The screenshot shows a web browser window titled "ProductCart shopping cart software - PC27 GGG - Microsoft Internet Explorer". The page contains a "Billing address" section with the following fields: "Address" (123 Abc Street), "Suite" (Suite 100), "City" (San Francisco), "State" (California), "Province" (empty), "Postal Code" (94106), and "Country" (United States). Red asterisks indicate required fields. Below this is a "Shipping Information" section with three radio button options: "Ship to Registrant's preferred location" (selected), "Ship to my billing address", and "Ship to another shipping address". At the bottom of the shipping section, there are two more radio button options: "This order will be shipped to a residence" (selected) and "This order will be shipped to a business".

- If the registrant opted to be notified when an order is placed, an email is sent to him/her after the order is processed.

Gift Wrapping

Setting Gift Wrapping Options

With the Gift Add-on you can offer your customers multiple gift wrapping options as they checkout. Customers will be able to select among the wrapping options available to them by viewing a graphical example of each wrapping option (if you provide one). They will also be able to add a note to go with the wrapped gift.

In order to offer gift wrapping on your store, you will need to turn the feature on and configure a number of settings. By default, Gift Wrapping is off. From the *General Settings* menu, select *Gift Wrapping Options* to configure a series of store-wide settings that related to gift wrapping.

The screenshot shows the 'Gift Wrapping Options' configuration page in a Microsoft Internet Explorer browser window. The page is titled 'Gift Wrapping Options' and includes a 'Start Page :: Help' link. It is divided into three main sections: 'General Settings', 'Available Gift Wrapping Options', and 'Product exclusions'.

General Settings

- Show Gift Wrapping options during checkout? Yes No
- Show Gift Wrapping "Overview" on shopping cart page? Yes No
- Use this feature to briefly describe your Gift Wrapping options. Enter a message (or HTML code) here:
A text area contains the following HTML code:

```
<TABLE cellSpacing=0  
cellPadding=0 width="100%"  
border=0>  
<TBODY>  
<TR>
```
- To enter an HTML description, select "Use HTML Editor". You can then either paste your own HTML code or use the built-in HTML editor. See the User Guide for more.
- A button labeled 'Use HTML Editor' is located below the text area.
- An 'Update Settings' button is located below the 'General Settings' section.

Available Gift Wrapping Options

Name	Image (optional)	Price	
Deluxe Wrapping (Grey)	pc27_gw_boxgray.jpg	4.50	<input type="checkbox"/>
Deluxe Wrapping (Blue)	pc27_gw_boxblue.jpg	4.50	<input type="checkbox"/>
Deluxe Wrapping (Gold)	pc27_gw_boxgold.jpg	6.50	<input type="checkbox"/>

Below the table are links for 'Check All' and 'Uncheck All', and buttons for 'Updated Selected', 'Remove Selected', and 'Add New'.

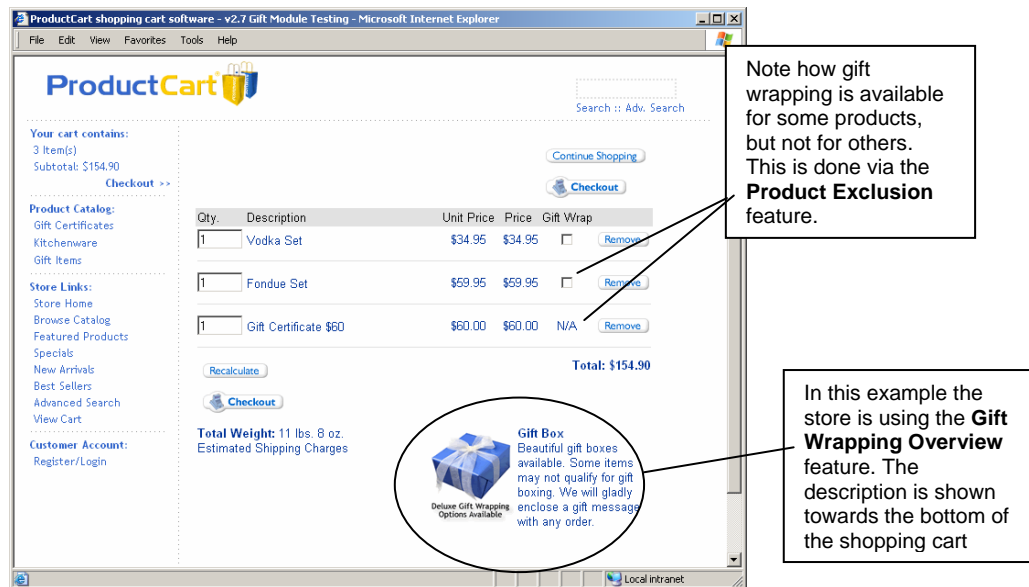
Product exclusions

If no products are selected, all products can be gift wrapped.

- Gift Certificate \$20
- Gift Certificate \$40
- Gift Certificate \$60
- Gift Certificate \$80

Below the list are links for 'Check All' and 'Uncheck All', and buttons for 'Remove Selected' and 'Add New'.

- Show Gift Wrapping options during checkout? Click *Yes* to turn on Gift Wrapping on your store.
- Show Gift Wrapping "Overview" on shopping cart page? Click *Yes* to briefly describe your Gift Wrapping options. Your message will be shown at the bottom of the shopping cart page (pc/viewCart.asp), as shown in the example shown on the next page. Enter your message in the corresponding text area. To enter an HTML description, select *Use HTML Editor*. You can then either paste your own HTML code or use the built-in HTML editor.



You could use this feature to introduce your gift wrapping services, and then link to a customer service page that talks about them in more details.

- **Available Gift Wrapping Options.** Use the middle section of the *Gift Wrapping Settings* page to add, edit or remove the gift wrapping options that you want to make available to your customers. For each gift wrapping option that you add to your store, you can specify a name, image (optional), and price (optional). If an image is specified, the image is shown to customers on the gift wrapping option selection page, which is described in the following section. If a price is specified, the price is added to the order total.
- **Product Exclusions.** There may be products in your store catalog that cannot be gift wrapped. For example: downloadable products (software, music, electronic gift certificates); bulky items; services; etc. Use this feature to select all the items that cannot be gift wrapped. When a customer adds products to the shopping cart, and the store offers gift wrapping options, the customer is notified of whether or not a product can be gift wrapped, as shown in the example above. The shopping cart page will only allow a customer to check a product for gift wrapping if the product is not listed in the product exclusion list defined on the *Gift Wrapping Settings* page. You can easily add or remove products from the list at any time.

How Gift Wrapping Options Are Shown

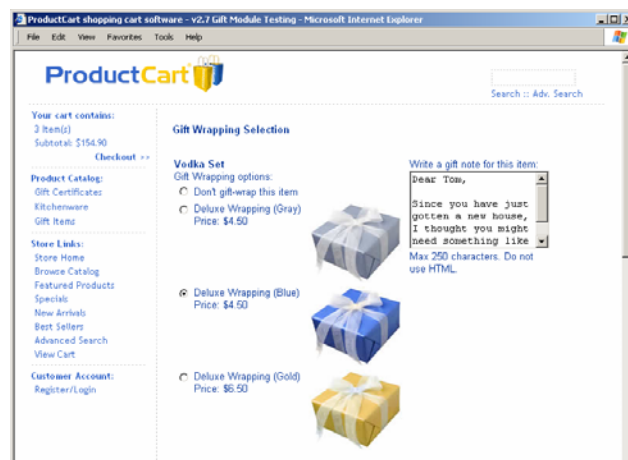
The gift wrapping options that you have configured in the Control Panel are shown to your customers at the beginning of the checkout process, before the customer creates a new account or logs into an existing account.

No gift wrapping options are shown to the customer if the feature is turned off, or if the customer does not check the *Gift Wrap* check box on the shopping cart page for any of the products that are eligible for gift wrapping.

If the customer is purchasing products for which gift wrapping is not available (the products were added to the *Product Exclusion* list), then the *Gift Wrap* check box on the shopping cart page is replaced by *N/A* (as always, you can change this text string using the file `includes/languages.asp`).

If the customer has checked the *Gift Wrap* check box for one or more products, the following screen prompts the customer to select a gift wrapping option for the first product, as shown below. The screen includes:

- Product Name
- A list of gift wrapping options available on your store. If an image is available, the image is shown next to the option name and price.
- A text area where the customer can enter a note to be added to the gift wrapped product. The note is saved together with the rest of the order information so that the store administrator can copy and paste it on a gift card when packaging the product. Adding a gift note to the order is optional.



The customer is prompted to select a gift wrapping option for each of the products for which gift wrapping was selected. The page is vertically divided into as many sections as the number of products for which gift wrapping was selected. The customer is prompted to either select a gift wrapping option, or select *Do not gift wrap this item* (i.e. the customer might have changed his/her mind about wanting to gift wrap a certain item).

Once a selection has been made for all the products listed on the page, the customer will continue to checkout by clicking on the *Continue* button.

The order verification page ([pc/orderVerify.asp](#)), shown before the payment selection page, provides a summary of all order details, including the gift wrapping options selected by the customer. Customers can click on the *Edit* link to quickly edit their gift wrapping selections, without having to repeat any of the other checkout steps.

Once the order has been placed, gift wrapping details are shown on all order related pages, both in the storefront and in the Control Panel, and are also included in the order notification email sent to the store administrator.

In the Control Panel, if an order is pending, you can add/edit/remove gift wrapping options by using the *Edit Order* feature.

Technical Notes

Updated files

The following file list may be helpful to you if you have customized ProductCart and are trying to understand how much work would be involved in merging the changes you have made with the Gift Add-On.

Virtually all added code is enclosed between the ASP comments:

```
'GGG Add-on start
...
'GGG Add-on end
```

Here are the file details:

INCLUDES folder - 1 file.

languages.asp

Note that all new text strings are located at the bottom of the file. This allows you to easily synchronize your version of the file with the Gift module's version. Simply open the file included in the Gift module, copy all the lines of code that appear between the ASP comments mentioned above, and paste them at the bottom of your version of languages.asp, after the last text string, but before the line "*end language definitions*"

PC folder - 40 + 6 image files.

New files:

```
ggg_addEPtcart.asp
ggg_addtoGR.asp
ggg_EditGR.asp
ggg_GiftWrap.asp
ggg_GRDetails.asp
ggg_inc_calGW.asp
ggg_inc_chkEPPrices.asp
ggg_instGR.asp
ggg_manageGRs.asp
ggg_NotifyGR.asp
ggg_NotifyGRb.asp
ggg_NotifyRecipient.asp
ggg_srcGR.asp
ggg_srcGRb.asp
ggg_viewEP.asp
ggg_viewGR.asp
```

Files that replace existing files:

```
adminNewOrderEmail.asp
cRec.asp
CustAddShip.asp
```

CustModShip.asp
CustOrdInvoice.asp
CustPref.asp
CustViewPastD.asp
gwreturn.asp
instConfiguredPrd.asp
instPrd.asp
instPrdCharges.asp
instPrdM.asp
instReConfiguredPrd.asp
instRePrdCharges.asp
login.asp
msg.asp
NewCustCheckOut.asp
OrderVerify.asp
paymntb_c.asp
paymntb_customcard.asp
paymntb_o.asp
SaveOrd.asp
viewcart.asp
vShipAdd.asp

Image files:

ggg_button_add.gif
ggg_button_create.gif
ggg_button_delete.gif
ggg_button_return.gif
ggg_button_send.gif
ggg_button_update.gif

PCADMIN folder - 32 files.

New files:

ggg_AddGWOpt.asp
ggg_AddPrdExc.asp
ggg_AdminAddEPs.asp
ggg_AdminViewEP.asp
ggg_AdminViewGR.asp
ggg_customGW_popup.asp
ggg_manageGCs.asp
ggg_modGc.asp
ggg_srcGcb.asp
ggg-GiftWrapOptions.asp
licenses/DefaultGiftCode.asp

Files that replace existing files:

AddDupProduct.asp
AdminButtons.asp
AdminEditOrder.asp
batchprocess_auth.asp
batchprocess_pending.asp

batchprocess_pfp.asp
buttonupl.asp
dbbuttons.asp
genLinksa.asp
instPrda.asp
instPrdb.asp
modPrda.asp
modPrdb.asp
OrdDetails.asp
OrdInvoice.asp
processOrder.asp
sendmailCustomerProcessed.asp
setBtnDefault.asp
setdropdownmenu.asp

Database Update files:

upddb_complete_ggg.asp
upddb-ggg.asp