



# **BEA Campaign Manager for WebLogic BEA WebLogic Commerce Server**

## **JSP Commerce and Campaign Tour**

BEA Campaign Manager for WebLogic 1.1  
BEA WebLogic Commerce Server 3.5  
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## Tour of the WebLogic Commerce Server JSP Templates

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# About This Document

BEA Campaign Manager for WebLogic™ includes a campaign service, a graphical client tool called the BEA E-Business Control Center™, plus all the features of BEA WebLogic Commerce Server™ and BEA WebLogic Personalization Server™. Among the campaign and commerce features is an extensive set of templates that you can use to quickly set up your e-commerce Web site. This document and a sample database that is installed with the product provide a tour through the templates to demonstrate their scope and design.

The templates consist of JavaServer Page (JSP) files and image files, and rely on WebLogic Commerce Server to render them viewable in a Web browser.

This document contains two parts and includes the following topics:

- Chapter 1, “What Is the JSP Commerce and Campaign Tour?,” which introduces the goals of the tour and describes some basic JSP and product concepts.
- Chapter 2, “Starting the Tour,” which describes the JSP templates Home page.
- Chapter 3, “New User Buys a Product,” which presents a scenario and illustrates how the JSP templates guide new users through the site.
- Chapter 4, “Registered User Buys a Product,” which presents a scenario and illustrates how the JSP templates change for a user who has created a user profile (registered) with the site.
- Chapter 5, “Registered User Adds a Credit Card,” which illustrates the JSPs for managing a user profile.
- Chapter 6, “Example of Customizing the Templates,” which provides an example of modifying the JSP templates.
- Chapter 7, “A Sample Campaign,” summarizes how the campaign features that are defined in the E-Business Control Center client tool determine what users see on the rendered JSPs.

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# What You Need to Know

This document is intended for product evaluators, project managers, application developers, Web site developers, business analysts, and marketing professionals who are researching or setting up an e-commerce Web site with Campaign Manager for WebLogic and WebLogic Commerce Server. It assumes a basic familiarity with BEA WebLogic Server, which serves as the E-Business platform for Campaign Manager for WebLogic, WebLogic Commerce Server, and WebLogic Personalization Server.

## e-docs Web Site

BEA product documentation is available on the BEA corporate Web site. From the BEA Home page, click on Product Documentation or go directly to the “e-docs” Product Documentation page at <http://e-docs.bea.com>.

## How to Print the Document

You can print a copy of this document from a Web browser, one file at a time, by using the File—>Print option on your Web browser.

A PDF version of this document is available on the WebLogic Commerce Server documentation Home page on the e-docs Web site (and also on the documentation CD). You can open the PDF in Adobe Acrobat Reader and print the entire document (or a portion of it) in book format. To access the PDFs, open the WebLogic Commerce Server documentation Home page, click the PDF files button and select the document you want to print.

If you do not have the Adobe Acrobat Reader, you can get it for free from the Adobe Web site at <http://www.adobe.com/>.

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## Related Information

The following product documents contain additional information that is relevant to JavaServer Pages (JSP).

- *Guide to Managing Purchases and Processing Orders*
- *Guide to Registering Customers and Managing Customer Services*
- *Guide to Building a Product Catalog*
- *Guide to Developing Campaign Infrastructure*
- *Guide to Events and Behavior Tracking*

For more information in general about JSPs, refer to the following source:

- The Sun Microsystems, Inc. JSP site at <http://java.sun.com/products/jsp/index.html>.

## Contact Us!

Your feedback on the WebLogic Commerce Server documentation is important to us. Send us e-mail at **docsupport@bea.com** if you have questions or comments. Your comments will be reviewed directly by the BEA professionals who create and update the WebLogic Commerce Server documentation.

In your e-mail message, please indicate that you are using the documentation for the WebLogic Commerce Server 3.5 release.

If you have any questions about this version of WebLogic Commerce Server, or if you have problems installing and running WebLogic Commerce Server, contact BEA Customer Support through BEA WebSUPPORT at **www.bea.com**. You can also contact Customer Support by using the contact information provided on the Customer Support Card, which is included in the product package.

When contacting Customer Support, be prepared to provide the following information:

- 
- Your name, e-mail address, phone number, and fax number
  - Your company name and company address
  - Your machine type and authorization codes
  - The name and version of the product you are using
  - A description of the problem and the content of pertinent error messages

## Documentation Conventions

The following documentation conventions are used throughout this document.

Convention	Item
<b>boldface text</b>	Indicates terms defined in the glossary.
Ctrl+Tab	Indicates that you must press two or more keys simultaneously.
<i>italics</i>	Indicates emphasis or book titles.
monospace text	Indicates code samples, commands and their options, data structures and their members, data types, directories, and filenames and their extensions. Monospace text also indicates text that you must enter from the keyboard. <i>Examples:</i> <pre>#include &lt;iostream.h&gt; void main ( ) the pointer psz chmod u+w * \tux\data\ap .doc tux.doc BITMAP float</pre>
<b>monospace boldface text</b>	Identifies significant words in code. <i>Example:</i> <pre>void <b>commit</b> ( )</pre>

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<b>Convention</b>	<b>Item</b>
<i>monospace</i> <i>italic</i> <i>text</i>	Identifies variables in code. <i>Example:</i> String <i>expr</i>
UPPERCASE TEXT	Indicates device names, environment variables, and logical operators. <i>Examples:</i> LPT1 SIGNON OR
{ }	Indicates a set of choices in a syntax line. The braces themselves should never be typed.
[ ]	Indicates optional items in a syntax line. The brackets themselves should never be typed. <i>Example:</i> buildobjclient [-v] [-o name ] [-f <i>file-list</i> ]... [-l <i>file-list</i> ]...
	Separates mutually exclusive choices in a syntax line. The symbol itself should never be typed.
...	Indicates one of the following in a command line: <ul style="list-style-type: none"> <li>■ That an argument can be repeated several times in a command line</li> <li>■ That the statement omits additional optional arguments</li> <li>■ That you can enter additional parameters, values, or other information</li> </ul> The ellipsis itself should never be typed. <i>Example:</i> buildobjclient [-v] [-o name ] [-f <i>file-list</i> ]... [-l <i>file-list</i> ]...
.	Indicates the omission of items from a code example or from a syntax line. The vertical ellipsis itself should never be typed.

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# 1 What Is the JSP Commerce and Campaign Tour?

BEA Campaign Manager for WebLogic and BEA WebLogic Commerce Server include a set of templates that you can use to set up your e-commerce Web site quickly. This tour leads you through many of the templates to demonstrate their scope and design. The tour makes use of sample data that simulates an e-commerce Web site. An easy way to get started is to follow along with this tour document, working through the suggested steps to get familiar with the templates.

The templates consist of JavaServer Pages (JSP) and image files. You can modify the template layout and the order in which the product presents pages without requiring Java programming skills. Other lower-level modifications, such as changing the default business logic, require Java programming skills.

If you are not familiar with JSP or the basic product concepts, we recommend that you read the remaining topics in this section:

- About the Product Licenses and This Tour
- About JSP
- About the Database Schemas
- About TAXWARE
- About CyberCash

## About the Product Licenses and This Tour

Three types of product licenses are available that affect which features of the Campaign Manager for WebLogic, WebLogic Commerce Server, and WebLogic Personalization Server software you can use:

- The Campaign Manager for WebLogic license is a full license that includes all features. That is, all the services related to the development of Web-based campaigns, plus all the WebLogic Commerce Server and WebLogic Personalization Server features.
- The WebLogic Commerce Server license, which also includes the WebLogic Personalization Server features.
- The WebLogic Personalization Server only license.

During the product software installation, all components are installed. However, your license file is checked at run-time to determine which features you can use. This tour documentation shows a sample Web application that was executing while using the full Campaign Manager for WebLogic license.

**Important:** If you are licensed for WebLogic Commerce Server only, you will see almost all of the features shown in chapters 2 through 6 of this tour. The exception is that you will not see the campaign-related features, such as the "Experience a Campaign!" top ad banner and the "Register Now and save \$10..." side banner. These ads are associated with sample campaigns. In chapters 2 through 6 of this document, the focus of the descriptions is on the commerce features. The campaign features, how they were defined in the E-Business Control Center client tool, and what was added in the JSP templates, are described in Chapter 7, "A Sample Campaign."

The sample Web application shown in this tour cannot be run if you have the WebLogic Personalization Server only license. There is a separate tour document for WebLogic Personalization Server users; see the "Personalization Server Tour."

For information about how the license file is configured on your system, see the "Post-Installation Considerations" chapter of the Installation Guide. For information about which product features are available with each type of product package license, see the Product Family Overview.

## About JSP

JavaServer Pages (JSP) are text files that contain well-formed HTML and special tags (JSP tags) that, when served by a Java-enabled Web server, extend the capabilities of HTML. With Campaign Manager for WebLogic and WebLogic Commerce Server, you use JSP tags to provide dynamic content in specific areas of a Web page and to create an interface for exchanging data with your customers.

For a description of JSPs and the JSP tags that the product provides, refer to the following documents:

- Guide to Building a Product Catalog
- Guide to Registering Customers and Managing Customer Services
- Guide to Managing Purchases and Processing Orders

For more information about JSP, refer to <http://edocs.bea.com/wls/docs60/javadocs/index.html> and <http://java.sun.com/products/jsp/index.html>.

## About the Database Schemas

WebLogic Commerce Server includes schemas for both Cloudscape and Oracle databases. The schemas support all transactions that are available from the WebLogic Commerce Server JSP templates. For more information, refer to the following topics:

- “Product Catalog Database Schema” in the Guide to Building a Product Catalog
- “Order Processing Database Schema” in the Guide to Managing Purchases and Processing Orders
- “Overview of the Registration and User Processing Package” in the Guide to Registering Customers and Managing Customer Services

**Note:** When you install WebLogic Server, it sets up an evaluation copy of the Cloudscape DBMS. If you want to use a Cloudscape database for your production Web site, you must purchase your own copy of the Cloudscape DBMS. If you want to use an Oracle database, you must purchase and install an Oracle platform that WebLogic Commerce Server supports. For more information, see the Installation Guide and the Deployment Guide.

## About the Sample Database

By default, WebLogic Commerce Server is configured to use the Cloudscape DBMS. When you install WebLogic Commerce Server, it creates and populates a sample Cloudscape database. The sample data simulates an e-commerce Web site that sells tools and miscellaneous hardware.

If you want to configure WebLogic Commerce Server to use an Oracle platform and create and populate a sample Oracle database, see the instructions in the Deployment Guide.

## About TAXWARE

To calculate the amount of sales tax due, WebLogic Commerce Server integrates with the TAXWARE International, Inc. tax calculation service. The JSP templates tour includes a set of TAXWARE data files for demonstration purposes only.

If you want to use this service for your production Web site, you must set up your own account with TAXWARE. With the account you can download updated data files, which contain information about tax requirements for all tax jurisdictions in the United States and selected other countries. For more information, see “Taxation Services” in Guide to Managing Purchases and Processing Orders.

# About CyberCash

To verify and post credit card transactions, WebLogic Commerce Server integrates with the CyberCash, Inc. payment service. If you want to use this service, you must set up an account with CyberCash.

By default, the integration with CyberCash is disabled. You can complete purchases with the integration disabled, but WebLogic Commerce Server does not send data to CyberCash.

For more information about the CyberCash integration, see "Payment Services" in *Guide to Managing Purchases and Processing Orders*.

# **1** *What Is the JSP Commerce and Campaign Tour?*

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# 2 Starting the Tour

Before you can start the tour, you or your system administrator must install WebLogic Commerce Server. For installation information, see the Installation Guide.

To see the templates and sample data from a Web browser, do one of the following tasks depending on the type of operating system you use:

- Prerequisite for Netscape 4.7x Users
- Access the Home Page from UNIX
- Access the Home Page from Windows

Then go to the last topic in this section:

- Overview of the Home Page

**Note:** In this chapter, the product name is referred to as WebLogic Commerce Server. If you are licensed for BEA Campaign Manager for WebLogic, this product package includes WebLogic Commerce Server. For a licensing and packaging overview, see the section “About the Product Licenses and This Tour” on page 1-2.

## Prerequisite for Netscape 4.7x Users

The minimum required Netscape browser version is 4.70. If you are going to run the tour in the Netscape 4.7x browser, read this section. There are a few prerequisite steps. These steps do not apply if you are using the Microsoft Internet Explorer browser. This section also does not apply if you are using Netscape 6.0 and later versions.

The sample WLCS JSP templates do not work with cookies enabled for Netscape in the default configuration for the product. Before starting the tour, you must set the `CookieDomain` value in the Web application's `weblogic.xml` file and uncomment it.

The WLCS Web application's `weblogic.xml` file includes the following:

```
<!--
<session-param>
  <param-name>CookieDomain</param-name>
  <param-value>.mycompany.com</param-value>
</session-param>
-->
```

Before using the WLCS Web application in Netscape, remove the begin and end comment characters and change the `CookieDomain` parameter value in `weblogic.xml` from `.mycompany.com` to the domain name in which the application will be run.

The `weblogic.xml` file resides in the following directory:

`WL_COMMERCE_HOME/config/wlcsDomain/applications/wlcsApp/wlcs/WEB-INF` (UNIX)

`WL_COMMERCE_HOME\config\wlcsDomain\applications\wlcsApp\wlcs\WEB-INF` (Windows)

**Important:** After you make the change, you must restart the server if it is already running. For more information about starting the server and then opening the initial page of the sample application, see the next section.

**Notes:** Another option, of course, is disabling cookies in Netscape 4.7x in order to run the tour. However this approach is not practical in a live Web production environment because you cannot predict which browser the Web site's customers will use, or whether they will have cookies enabled or disabled. Therefore in production you must make the `CookieDomain` change in your Web application's `weblogic.xml` file.

In this chapter and in all of the product documentation, the variable `WL_COMMERCE_HOME` is used to represent the top-level of the product installation directory. By default, this location is `c:\bea\WebLogicCommerce3.5` on Windows, and `bea/WebLogicCommerce3.5` on UNIX.

Hereafter, the tour uses UNIX syntax for pathnames. If you use WebLogic Commerce Server from a Windows machine, substitute the syntax that Windows requires for pathnames (forward slashes separating pathname elements and percent signs before and after variable names).

# Access the Home Page from UNIX

To access the Home page from UNIX, do the following:

1. If WebLogic Commerce Server is not already running, enter the following command from a WebLogic Commerce Server host:

```
WL_COMMERCE_HOME/StartCommerce.sh
```

2. From your workstation, open a Web browser and enter the following URL:

```
http://WLCS-host:7501/wlcs
```

For example, if the WebLogic Commerce Server host is a workstation named `spectacle`, enter the following URL in your Web browser:

```
http://spectacle:7501/wlcs
```

**Note:** By default, the WebLogic Commerce Server host name is sufficient for the `WLCS-host:7501` parameter of the URL. However, if your system administrator changes the `config.xml` file to require fully qualified domain names, you must supply one. In this case, the URL in step 2 would change to `http://WLCS-host.domain-name:7501/wlcs`. For example, if the WebLogic Commerce Server host is a workstation named `spectacle` and the domain name is `sprockets.com`, enter the following URL in your Web browser:

```
http://spectacle.sprockets.com:7501/wlcs
```

# Access the Home Page from Windows

To access the Home page from Windows, do the following:

1. If WebLogic Commerce Server is not already running, on a WebLogic Commerce Server host do one of the following:
  - Click Start → Programs → BEA WebLogic E-Business Platform → BEA WebLogic Commerce Server 3.5 → Start BEA WebLogic Commerce Server.
  - Click the desktop icon titled Start BEA WebLogic Commerce Server

- From a command prompt, enter the following command:

```
WL_COMMERCE_HOME\StartCommerce.bat
```

2. From your computer, open a Web browser and enter the following URL:

```
http://WLCS-host:7501/wlcs
```

For example, if the WebLogic Commerce Server host is a workstation named *spectacle*, enter the following URL in your Web browser:

```
http://spectacle:7501/wlcs
```

**Note:** By default, the WebLogic Commerce Server host name is sufficient for the *WLCS-host:7501* parameter of the URL. However, if your system administrator changes the `weblogic.properties` file to require fully qualified domain names, you must supply one. In this case, the URL in step 2 would change to `http://WLCS-host.domain-name:7501/wlcs`. For example, if the WebLogic Commerce Server host is a workstation named *spectacle* and the domain name is *sprockets.com*, enter the following URL in your Web browser:

```
http://spectacle.sprockets.com:7501/wlcs
```

## Overview of the Home Page

When you access `http://WLCS-host:7501/wlcs`, your browser displays `main.jsp`, which is the Web site's Home page. Figure 2-1 illustrates the information and navigation options that are available to anonymous users. Chapter 4, "Registered User Buys a Product," illustrates how `main.jsp` changes for authenticated users.

# Features of main.jsp for Anonymous Users (Part 1 of 2)

Figure 2-1 Home Page for Anonymous Users

Header is included using the following JSP tag:  
`<%@ include file="/commerce/includes/admin.inc" %>`

From header.inc:

Quick Look-up and Ad Placeholder included from leftside.inc:

Footer is included using the following JSP tag:  
`<%@ include file="/commerce/includes/footer.inc" %>`

Notice the following features of main.jsp:

- The file's full pathname is  
`WL_COMMERCE_HOME/config/wlcsDomain/applications/wlcsApp/wlcs/commerce/main.jsp`
- The top banner, the navigation header, and the footer are defined in separate JSP include files. JSP tags specify that WebLogic Commerce Server includes these files when your browser requests main.jsp.

- In the `admin.inc` include file that appears at the top of `main.jsp`:
  - It displays the JSP filename in the upper banner. This display comes from an included file, `admin.inc`. All templates show the JSP filename in this location.
  - It includes online help, which describes the purpose of the template, navigation options that are available in different user contexts, and notes on customizing the template.
  - Administration links to tools for setting up and maintaining WebLogic Commerce Server and WebLogic Personalization Server features. This tour does not describe the administration tools; to access them, you need the WebLogic Commerce Server administrator username and password. For more information, see “Administration Tasks” in the Guide to Building a Product Catalog, and the Guide to Managing Purchases and Processing Orders, and the Guide to Building Personalized Applications.
  - Template Index. Links to `templateindex.html`, which briefly describes all JSP templates included in WebLogic Commerce Server.
- The included `header.inc` files contains an ad placeholder. In the `main.jsp` file before it is rendered by the browser, a JSP tag is used to reserve a place for the banner ad. For example:

```
<td colspan="7" height="75" align="center" valign="middle">  
<ph:placeholder name="<%= banner %>" />  
</td>
```

If you are licensed for BEA Campaign Manager for WebLogic, the ad placeholder invites you to take a tour using two sample user accounts. If you are not licensed for Campaign Manager for WebLogic, a default ad is displayed. Information about the campaign features is described in Chapter 7, “A Sample Campaign.”

`Header.inc` also includes buttons for navigating to different areas of the site:

- Search links to `search.jsp`, which supports searching with Boolean expressions.
- View Cart links to `shoppingcart.jsp`, which keeps a list of items purchased during the current session.
- Log in links to `login.jsp`, which allows either an existing user to log in, or gives the new user a chance to register with the site.

---

## Technical Note: Importing Tag Libraries and Java Packages

Each JSP template that uses JSP tags begins with a set of lines that import tag libraries. Listing 2-1 shows `main.jsp` importing Pipeline, Catalog (cat), and User Management (um) tag libraries.

---

### Listing 2-1 Importing Tag Libraries

---

```
<%@ taglib uri="pipeline.tld" prefix="pipeline" %>
<%@ taglib uri="cat.tld" prefix="catalog" %>
<%@ taglib uri="um.tld" prefix="um" %>
<%@ taglib uri="pz.tld" prefix="pz" %>
<%@ taglib uri="es.tld" prefix="es" %>
<%@ taglib uri="cm.tld" prefix="cm" %>
```

---

For a description of JSP tags and tag libraries that the JSP templates use, refer to the following sections:

- “Webflow and Pipeline JSP Tags” in *Webflow and Pipeline Management*
- “The Product Catalog JSP Templates” in *Guide to Building a Product Catalog*
- “JSP Tag Reference” in the *Guide to Building Personalized Applications* (for the User Management tag library)

Likewise, templates that use Java classes must import Java packages. Listing 2-2 shows `main.jsp` importing Java packages.

---

### Listing 2-2 Importing Java Packages

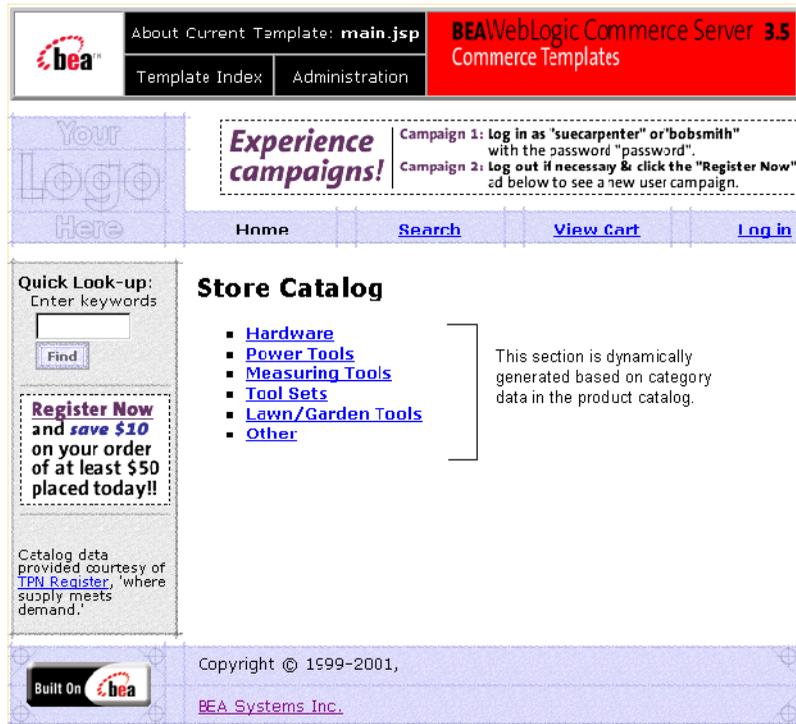
---

```
<%@ page import="com.beasys.commerce.webflow.*" %>
<%@ page import="com.beasys.commerce.foundation.pipeline.*" %>
<%@ page import="com.beasys.commerce.ebusiness.catalog.*" %>
<%@ page
import="com.beasys.commerce.webflow.tags.WebFlowTagConstants" %>
<%@ page import="com.beasys.commerce.axiom.contact.*" %>
<%@ page import="com.beasys.commerce.ebusiness.customer.*" %>
<%@ page import="com.beasys.commerce.content.ContentHelper"%>
```

---

## More Features of main.jsp for Anonymous Users (Part 2 of 2)

Figure 2-2 Top Level of the Product Catalog



main.jsp is also the top level of the product catalog. Notice the following features of the catalog's top level:

- JSP tags create a search mechanism in the left column.
- The information in the Store Catalog section is dynamically generated, based on the information in the product catalog and the user's current location in the catalog hierarchy.

## Technical Note: The Product Catalog

WebLogic Commerce Server provides a database schema and set of build scripts for implementing a product catalog. The schema and scripts define commonly used features and attributes found on Web-based catalog sites. For example, the schema specifies metadata that you use to establish a hierarchy of product categories and items. You can use this hierarchy to display product data based on a user's current location in the catalog. Figure 2-2 shows the content that WebLogic Commerce Server generates for the top level of the hierarchy.

Listing 2-3 shows the JSP tags in `main.jsp` that query the product catalog for categories and display the query results. The listing also shows other HTML elements for formatting and displaying content. (If you are not familiar with JSP syntax, look only at the comment tags, which are surrounded by `<%--` and `--%>`.)

### Listing 2-3 JSP Tags that Query the Product Catalog

```
<%-- Get the top category from the PipelineSession. --%>
    <pipeline:getPipelineProperty propertyName="<%=
PipelineSessionConstants.CATALOG_CATEGORY %>"
returnName="topCategory"
returnType="com.beasys.commerce.ebusiness.catalog.Category"
attributeScope="<%= PipelineConstants.REQUEST_SCOPE %>"/>

<%-- Get the subcategories of the top category from the PipelineSession. --%>
    <pipeline:getPipelineProperty propertyName="<%=
PipelineSessionConstants.CATALOG_CATEGORIES %>"
returnName="subcategories"
returnType="com.beasys.commerce.ebusiness.catalog.ViewIterator"
attributeScope="<%= PipelineConstants.REQUEST_SCOPE %>"/>

<%-- Iterate through all the subcategories, one category at a time, and list the
name of each category --%>
<p class="head1">Store Catalog</p>
<ul type="square">

<%-- Declare a String containing common browse parameters --%>
<%! static final String commonParameters = "&" +
HttpRequestConstants.CATALOG_SOURCE_KEY + "=" +
PipelineSessionConstants.CATALOG_CATEGORIES + "&" +
HttpRequestConstants.CATALOG_DESTINATION_KEY + "=wlcs_siblings&"; %>

<catalog:iterateViewIterator iterator="<%= subcategories %>"
id="currentCategory"
returnType="com.beasys.commerce.ebusiness.catalog.Category">
```

## 2 Starting the Tour

---

```
<% String browseParameters = commonParameters +
HttpRequestConstants.CATALOG_CATEGORY_ID + "=" +
java.net.URLEncoder.encode(currentCategory.getKey().getIdentifier()); %>

<li>
<a href="<%= WebflowJSPHelper.createWebflowURL(pageContext, "main.jsp",
"link(browse)", browseParameters, true) %>">
<b><catalog:getProperty object="<%= currentCategory %>"
propertyName="Name"/></b>
</a>
<br>
</catalog:iterateViewIterator>
</ul>
```

---

WebLogic Commerce Server also includes a utility for importing data from an existing product catalog database, or you can use other utilities to import data. If you already use a catalog system that you prefer to the WebLogic Commerce Server database, you can modify the JSP templates to use your existing catalog system. (However, this low-level modification requires Java programming skills.) For more information about using existing data with WebLogic Commerce Server, see “Using the Product Catalog Database Loader” in the Guide to Building a Product Catalog.

To continue the tour...

Leave `main.jsp` open in your browser and go to Chapter 3, “New User Buys a Product.” This section shows the JSP templates that new users are likely to encounter.

Other sections of the tour, Chapter 4, “Registered User Buys a Product,” and Chapter 5, “Registered User Adds a Credit Card,” show additional scenarios for using the WebLogic Commerce Server JSP templates.

# 3 New User Buys a Product

In this section of the tour, assume that you want to buy a hammer for a home improvement project. You have heard of a new e-commerce Web site with a huge selection and low prices, so you decide to visit it. Your trek through the site takes you along the following path:

- New User Roadmap
- Step 1: Search for Products
- Step 2: Select an Item
- Step 3: View the Shopping Cart
- Step 4: Create a New User Profile
- Step 5: Log In as a Registered User
- Step 6: Choose Shipping Options
- Step 7: Enter Payment Information
- Step 8: Select a Credit Card
- Step 9: Purchase the Item
- Step 10: Review the Order Confirmation

**Note:** In this chapter, the product name is referred to as WebLogic Commerce Server. If you are licensed for BEA Campaign Manager for WebLogic, this product package includes WebLogic Commerce Server. For a licensing and packaging overview, see the section “About the Product Licenses and This Tour” on page 1-2.

# New User Roadmap

Before starting this section of the tour, review the following maps of the JSP templates (Figure 3-1, Figure 3-2, and Figure 3-3). The arrows in the maps represent navigation options on the site; the darker arrows show the path that this section of the tour describes.

Figure 3-1 JSPs for Finding and Selecting an Item

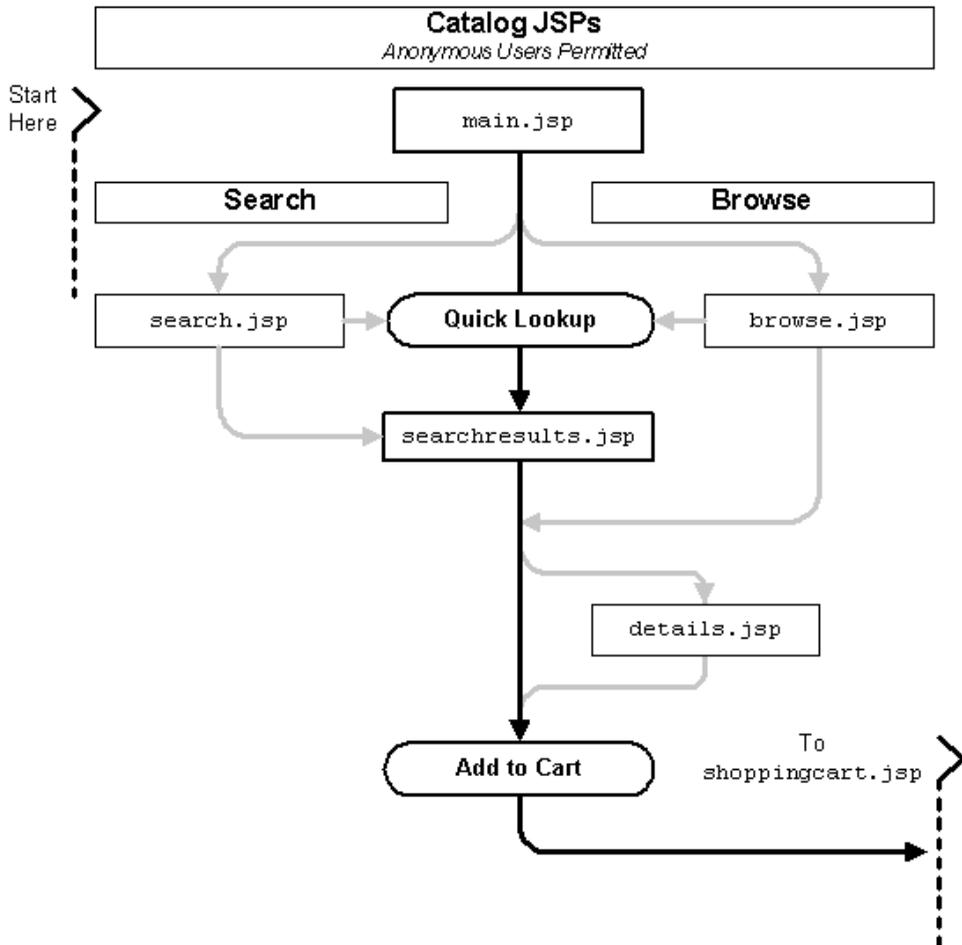


Figure 3-2 JSPs for the Shopping Cart and New User Registration

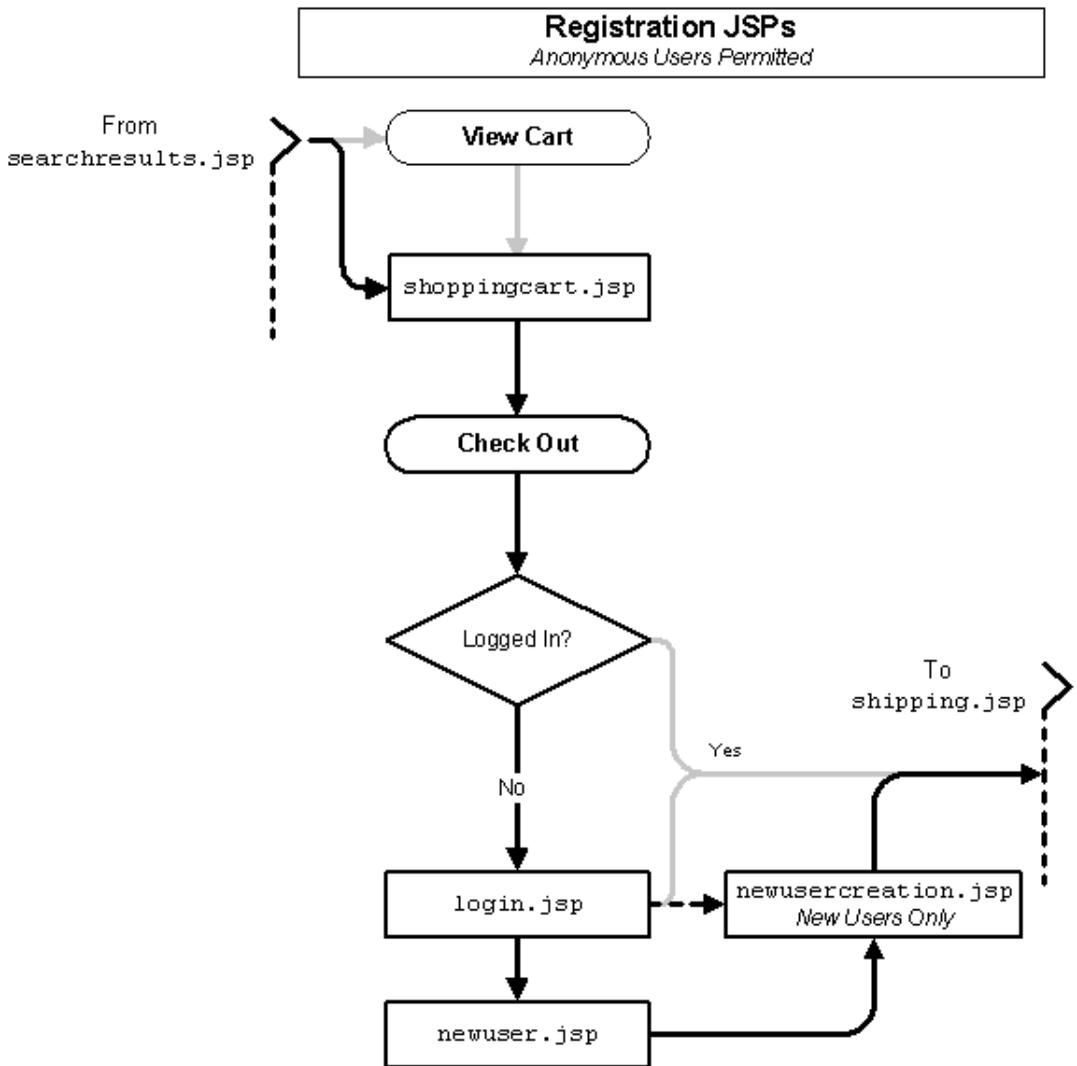
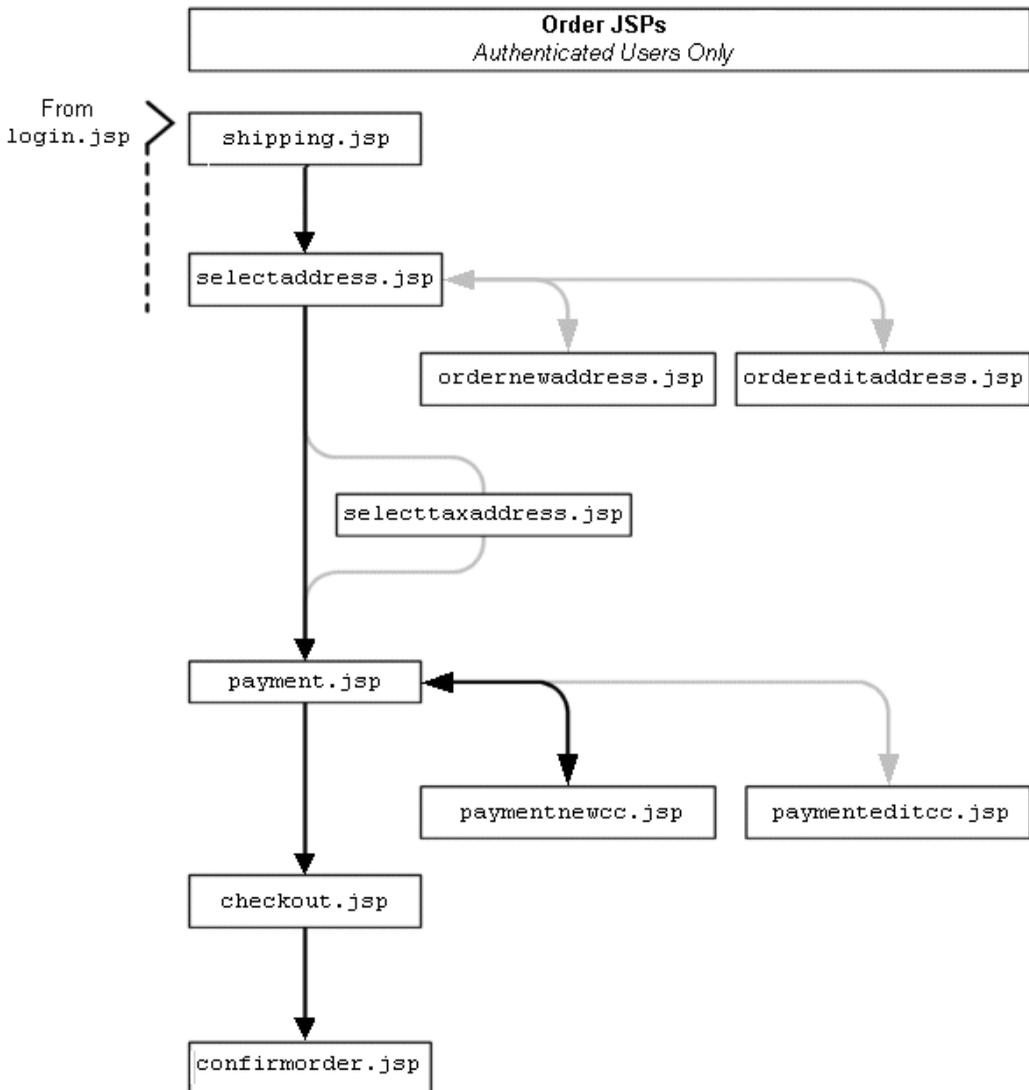


Figure 3-3 JSPs for Completing the Order



## Step 1: Search for Products

When you first access the site's Home page, you notice that you could either browse or search through the product catalog. Because you are looking specifically for a hammer, and because you are unfamiliar with the scope of this new Web site, you decide to use the Quick Look-up box (see Figure 3-4).

**Figure 3-4** Searching in main.jsp



To continue the tour...

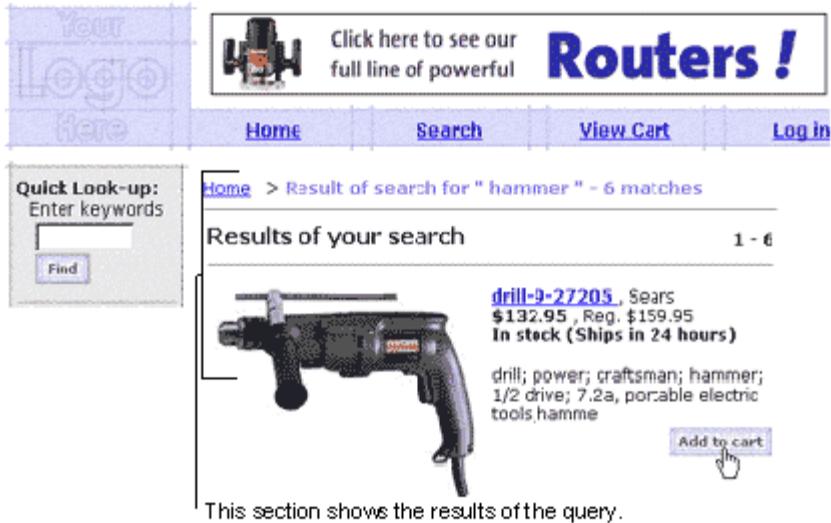
On the Home page, enter hammer in the Quick Look-up box. Then click Find.

## Step 2: Select an Item

When you click Find, the WebLogic Commerce Server search engine queries the product catalog for items with keywords that match hammer and displays the results in `searchresults.jsp` (see Figure 3-5).

## Features of searchresults.jsp

Figure 3-5 Search Results in searchresults.jsp



Notice the following features of `searchresults.jsp`:

- The file's full pathname is `WL_COMMERCE_HOME/config/wlcsDomain/applications/wlcsApp/wlcs/commerce/catalog/searchresults.jsp` (UNIX)
- All of the content is dynamically generated. The item's description, price, availability, and URL to its related image come from the item record in the product catalog.

To continue the tour...

Choose a hammer and click Add to Cart.

## Step 3: View the Shopping Cart

When you click Add to Cart, WebLogic Commerce Server lists all items you have selected during the current visit to the site in `shoppingcart.jsp` (see Figure 3-6).

### Features of `shoppingcart.jsp`

Figure 3-6 Shopping Cart

**Shopping Cart**

Please review the items in your cart before clicking Check Out. Click Delete to remove an item from the cart altogether. Change an amount in the Quantity column to order two or more of an item, then click Update Totals before clicking Check Out.

Empty cart    Check out >

Quantity	Item	List Price	Our Price	You Save	Subtotal	
1	<a href="#">drill-9-27205</a>	\$ 159.95	\$ 132.95	\$ 27.00	\$ 132.95	Remove

**Total \$ 132.95**  
(before shipping and taxes)

Notice the following features of `shoppingcart.jsp`:

- The file's full pathname is  
`WL_COMMERCE_HOME/config/wlcsDomain/applications/wlcsApp/wlcs/commerce/shoppingcart.jsp` (UNIX)
- It contains a section of static text that is formatted as HTML.

- The list of items, prices, the subtotal, and all cart-related buttons are dynamically generated based on information in the current Pipeline session (the next topic in this section, Technical Note: Pipeline Components, Pipeline Sessions, and Webflow, describes Pipeline sessions).

For details on the shopping cart, see “Shopping Cart Management Services” in the Guide to Managing Purchases and Processing Orders.

### Technical Note: Pipeline Components, Pipeline Sessions, and Webflow

So far this tour has focused on HTML elements and JSP tags, which WebLogic Commerce Server uses to present information in a format that Web browsers can display.

Behind this presentation layer, Pipeline components, Pipeline sessions, and Webflow exchange data with users, apply business logic and process data, maintain state in individual shopping sessions, and direct your users through the site based on a set of context-specific rules. The following list describes each of the mechanisms:

- *Pipeline components*: Discrete units of server-side business logic, such as logic for calculating tax or committing an order. A succession of Pipeline components, in which one component feeds data to another component, is called a Pipeline. The `$WL_COMMERCE_HOME/pipeline.properties` file controls the order of Pipeline components in the Pipeline.
- *Pipeline sessions*: Storage locations for information about the current session (such as the current shopping cart) or more transient data (such as error messages about a customer’s most recent input).
- *Webflow*: Controls the order of JSPs that WebLogic Commerce Server presents to users based on the current state of the Pipeline session. Instead of using individual HTML hypertext links, WebLogic Commerce Server uses a single properties file, `WL_COMMERCE_HOME/webflow.properties`, to determine the sequence of pages on your site. Webflow centralizes control of site navigation, making it easy for you to maintain and update the site.

For example, Listing 3-1 shows JSP tags from `shoppingcart.jsp` that retrieve the contents of the shopping cart from the current Pipeline session. JSP tags that invoke Pipeline components start with the following string:

```
<pipeline:
```

#### **Listing 3-1 JSP Tags for Retrieving Shopping Cart Content**

---

```
<pipeline:getPipelineProperty  
propertyName="<%=PipelineSessionConstants.SHOPPING_CART%>"  
returnName="shoppingCart "  
returnType="com.beasys.commerce.ebusiness.shoppingcart.ShoppingCart"/>  
  
<pipeline:getPipelineProperty  
propertyName="<%=PipelineSessionConstants.SAVED_SHOPPING_CART%>"  
returnName="savedShoppingCart "  
returnType="com.beasys.commerce.ebusiness.shoppingcart.ShoppingCart"/>
```

---

For more information on Pipelines and Webflow, see the Guide to Managing Presentation and Business Logic: Using Webflow and Pipeline.

To continue the tour...

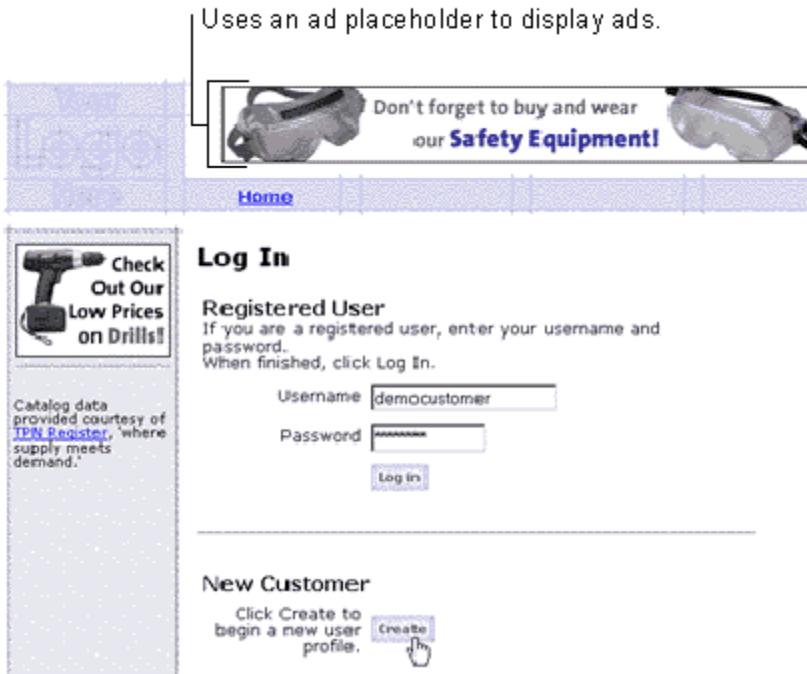
Click Check Out.

## **Step 4: Create a New User Profile**

When you click Check Out from the shopping cart, WebLogic Commerce Server prompts you to log in from `login.jsp`. Because you are a new user, you must first create a user profile (see Figure 3-7).

## Features of login.jsp

Figure 3-7 New User Logging In



- The file's full pathname is `WL_COMMERCE_HOME/config/wlcsDomain/applications/wlcsApp/wlcs/commerce/login.jsp` (UNIX)
- It uses an ad placeholder to display ads in the header. A Business Analyst can specify which types of ads display to specific types of customers in a given ad placeholder. For more information about ad placeholders, refer to "Displaying Ads" in *Using the E-Business Control Center*.
- To facilitate browsing the sample templates, it specifies default values in the Username and Password boxes. The sample database includes a user profile for the `democustomer` username.

### 3 New User Buys a Product

To continue the tour...

Click Create to see the templates for creating a new user profile.

When you click Create on the Log In page, WebLogic Commerce Server prompts you to provide information for your user profile in `newuser.jsp` (see Figure 3-8 and Figure 3-10).

## Features of `newuser.jsp` (Part 1 of 3)

Figure 3-8 Entering Address Information

**Register Now and save \$10 on your order of at least \$50 placed today!!**

Catalog data provided courtesy of [TPN Register](#), where supply meets demand.

### Create a New Account

If you already have an account, use your browser's Back button to return to the Login page and log in from there.

First name  \*

Middle initial

Last name  \*

Address  \*

Address 2

City  \*

State / Province  (Required for U.S. and Canadian address) \* List of states comes from `states.inc`.

Zip/Postal Code  \*

Country  \* List of countries comes from `countries.inc`.

Home phone

Business phone

Email address  \*

Yes, I want to be offered specials and notified of discounts. Please send me promotional e-mail. Allows scenario actions to generate email for a customer.

**Shipping Address**

Same as above

Notice the following features of the first half of `newuser.jsp`:

- The file's full pathname is  
`WL_COMMERCE_HOME/config/wlcsDomain/applications/wlcsApp/wlcs/commerce/register/newuser.jsp` (UNIX)
- It uses an input processor to determine if the user completed all required fields (the next topic in this section, Technical Note: Input Processors, describes input processors).
- It contains fields for entering a contact address and a shipping address. Users can enter additional shipping addresses from `selectaddress.jsp` (see Figure 4-12) or from `viewprofile.jsp` (see Figure 5-3).
- It includes the following files to provide values for the State and Country lists:  
`WL_COMMERCE_HOME/config/wlcsDomain/applications/wlcsApp/wlcs/commerce/includes/states.inc` and  
`WL_COMMERCE_HOME/config/wlcsDomain/applications/wlcsApp/wlcs/commerce/includes/countries.inc`  

The State and Country lists are defined in separate include files because they are used by several JSP templates.
- It includes a check box for which a customer can specify a preference for receiving email. If you use Campaign Manager for WebLogic, you can create scenario actions that use JSPs to generate personalized email.

### Technical Note: Input Processors

Input processors are Java classes that handle form submission. Some may perform validation of customer data, but the primary role of an input processor is to store customer data into the Pipeline session for subsequent use by a Pipeline component. Webflow determines whether user input is directed to an input processor and where the input processor directs its output.

For example, Listing 3-2 is an excerpt from `newuser.jsp` specifying that when a user clicks the Save button, the browser posts data to the Webflow.

#### Listing 3-2 Form that Sends Data to an Input Processor

---

```
<!-- begin form to input customer data. This form posts to the  
Webflow Advisor a "button(save)" event from origin "newuser.jsp"  
-->
```

### 3 *New User Buys a Product*

---

```
<form method="post"
action="<%=WebflowJSPHelper.createWebflowURL(pageContext,
"newuser.jsp", "button(save)", false)%>">

<input type=hidden name=origin value="newuser.jsp">

<input type=hidden name=event value="button(save)">
```

---

Listing 3-3 shows the excerpt from `webflow.properties` that directs information posted from `newuser.jsp`. In the excerpt, Webflow sends information to the `newuser.CustomerProfile.inputprocessor`; then it directs the results from the `CustomerProfile` input processor to the `CustomerProfile` Pipeline. If the input processor detects an error, it redisplay `newuser.jsp` and populates it with data from the current Pipeline session.

#### **Listing 3-3 Webflow Sends Data to an Input Processor**

---

```
# Process the data from the form
newuser.jsp.button(save)=newuser.CustomerProfile.inputprocessor
# And send it off to create the user
newuser.CustomerProfile.inputprocessor.success=CustomerProfile.pipeline
...
# On an error, bring them back to the newuser.jsp form.
# It will be redisplayed with their old data and error messages added in.
newuser.CustomerProfile.inputprocessor.exception(InvalidInputException)=
commerce/register/newuser.jsp

CustomerProfile.pipeline.exception(PipelineFatalException)=commerce/register/
newuser.jsp
```

---

For a description of input processors that WebLogic Commerce Server provides, refer to the following documents:

- *Guide to Building a Product Catalog*
- *Guide to Registering Customers and Managing Customer Services*

- *Guide to Managing Purchases and Processing Orders*

## Demographics in newuser.jsp (Part 2 of 3)

`newuser.jsp` collects demographic information about your customers. (See Figure 3-9.) You can use this information to create customer segments, which are used by scenarios and content selectors.

A scenario identifies patterns of events, system states, and customer segments and carries out specific actions. Content selectors to display personalized information to a customer or customer segment.

For information, refer to the following topics in *Using the BEA E-Business Control Center*:

- Using Customer Segments to Target High-Value Markets
- Roadmap for Creating Promotional Campaigns
- Retrieving Documents with Content Selectors

**Figure 3-9 Entering Demographics Information**

The screenshot shows a web form titled "Demographic Options". It contains two sections, each with a label and a list of radio button options. The first section is labeled "Income Range \*" and has six options: "Under \$35,000", "\$35,000 to \$49,999", "\$50,000 to \$74,999", "\$75,000 to \$99,999", "\$100,000 to \$124,999", and "\$125,000 and above". The second section is labeled "Handiness \*" and has four options: "Do It Yourself", "Saturday Helper", "All thumbs", and "Professional". A mouse cursor is pointing at the "Professional" option, which is currently selected.

Demographic Options	
<b>Income Range *</b>	<input type="radio"/> Under \$35,000
	<input type="radio"/> \$35,000 to \$49,999
	<input type="radio"/> \$50,000 to \$74,999
	<input checked="" type="radio"/> \$75,000 to \$99,999
	<input type="radio"/> \$100,000 to \$124,999
	<input type="radio"/> \$125,000 and above
<b>Handiness *</b>	<input type="radio"/> Do It Yourself
	<input type="radio"/> Saturday Helper
	<input type="radio"/> All thumbs
	<input checked="" type="radio"/> Professional

## More Features of newuser.jsp (Part 3 of 3)

Figure 3-10 Entering username and Password

**Payment Information (Optional)**

Credit card type: SELECT + List values are in newcctemplate.inc.

Name on card: \*

Card number: \*

Expiration date (mm/yyyy): SELECT SELECT \*

Card billing address: \*

Address 2: \*

City: \*

State / Province: SELECT (Required for U.S. and Canadian addresses) List values come from include files.

Zip/Postal Code: \*

Country: SELECT \*

**Username and Password**

Username: pat.d.gomes \*

Password: \*

Repeat password to confirm: \*

Fields marked with (\*) are required.

The sample JSP templates do not restrict character types in user names and passwords.

Save

Cancel

Notice the following features of the second half of `newuser.jsp`:

- It includes `newcctemplate.inc`, which contains fields for new credit card information.

The values for the Credit Card Type and Expiration Date lists are defined in `newcctemplate.inc` because `newcctemplate.inc` is the only template that uses them. The values for the State and Country lists are defined in separate JSP files because they are used by several JSP templates.

- It does not require you to enter payment information to set up your user profile.

- The maximum number of characters allowed for usernames and passwords is set in the JSP file as 50. The sample JSP templates do not impose other restrictions, such as required character types or disallowed character types. If you want to impose such restrictions, you must set up your own field validator, possibly in the form of an input processor.

To continue the tour...

Complete the required fields and click Save.

## Step 5: Log In as a Registered User

When you click Save, WebLogic Commerce Server prompts you to log in from `login.jsp` (see Figure 3-11).

### Features of `login.jsp`

Figure 3-11 Logging In



The screenshot shows a web page with a sidebar on the left and a main content area. The sidebar contains an advertisement for 'Don't Forget Extension Cords!' with a 'click here' link and a quote: 'Catalog data provided courtesy of [TPN Register](#), 'where supply meets demand.''. The main content area is titled 'Log In' and 'Registered User'. It contains the instruction: 'If you are a registered user, enter your username and password. When finished, click Log In.' Below this are two input fields: 'Username' with the value 'pat.d.gomes' and 'Password' with a masked value of '\*\*\*\*\*'. A 'Log in' button is positioned below the password field, with a mouse cursor pointing at it.

For a description of `login.jsp`, see “Features of `login.jsp`” on page 3-11.

To continue the tour...

Type the username and password you entered with your new user profile. Then click Log In.

When you click Log In, WebLogic Commerce Server displays `successfullogin.jsp` (see Figure 3-12).

## Features of `successfullogin.jsp`

Figure 3-12 `successfullogin.jsp`



Notice the following features of `successfullogin.jsp`:

- The file's full pathname is `WL_COMMERCE_HOME/config/wlcsDomain/applications/wlcsApp/wlcs/commerce/user/successfullogin.jsp` (UNIX)
- It displays only when a user creates a new user profile, confirming that the user is now registered and authenticated.
- It displays the Checkout button only if there are items in the shopping cart for the current Pipeline session. Listing 3-4 shows the JSP tags that query the Pipeline session and the Java scriptlets that evaluate the results of the query and toggle the Checkout button.

### Listing 3-4 Displaying the Checkout Button

---

```
<!-- Get the shopping cart so we know if checkout is an option -->

<pipeline:getPipelineProperty
propertyName="<%=PipelineSessionConstants.SHOPPING_CART%>"
returnName="shoppingCart"
returnType="com.beasys.commerce.ebusiness.shoppingcart.ShoppingCart"/>

<p>
You have successfully logged in.
</p>
<p>
You may now go to your

<a href="<%=WebflowJSPHelper.createWebflowURL(pageContext,
"successfullogin.jsp",
"link(shoppingcart)", true) %>">shopping cart</a>,

<% if (shoppingCart != null && shoppingCart.isEmpty() == false) { %>
<a href="<%=WebflowJSPHelper.createWebflowURL(pageContext,
"successfullogin.jsp",
"button(checkout)", true) %>">checkout</a>,
<% } %>

or return to the
<a href="<%=WebflowJSPHelper.createWebflowURL(pageContext,
"successfullogin.jsp",
"link(home)", true) %>">main page</a> to continue shopping.
</p>
```

---

To continue the tour...

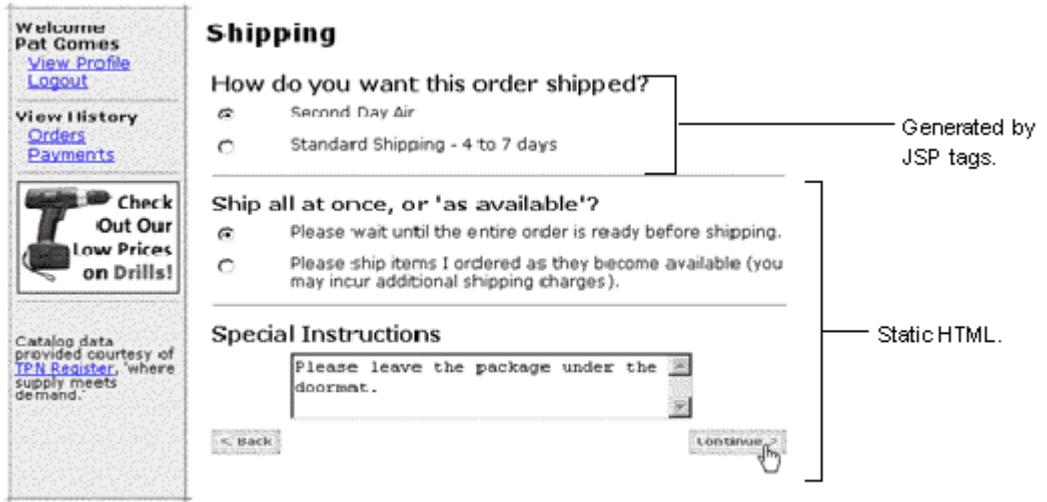
Click the Checkout button.

## Step 6: Choose Shipping Options

When you click Checkout, WebLogic Commerce Server starts the checkout process by displaying shipping options in `shipping.jsp` (see Figure 3-13).

## Features of shipping.jsp

Figure 3-13 Choose Shipping Options



Notice the following features of `shipping.jsp`:

- The file's full pathname is `WL_COMMERCE_HOME/config/wlcsDomain/applications/wlcsApp/wlcs/commerce/order/shipping.jsp` (UNIX)
- It uses Pipelines JSP tags to display the shipping methods that are defined in your database. To enhance performance, WebLogic Commerce Server caches the list of methods instead of accessing the database each time the JSP tags request the data.
- It uses HTML to implement the Ship All At Once or As Available? radio buttons and the Special Instructions input box.

To continue the tour...

1. Select shipping options. You may also enter a comment in the Special Instructions box.
2. Click Continue.

When you click Continue, WebLogic Commerce Server displays your shipping addresses in `selectaddress.jsp` (see Figure 3-14).

## Features of `selectaddress.jsp`

Figure 3-14 Select Shipping Address



Notice the following features of `selectaddress.jsp`:

- The file's full pathname is `WL_COMMERCE_HOME/config/wlcsDomain/applications/wlcsApp/wlcs/commerce/order/selectaddress.jsp` (UNIX)
- It uses Java scriptlets to iterate through the list of shipping addresses in the user profile (see Listing 3-5).
- It invokes the **Taxation Service**, a WebLogic Commerce Server implementation of business logic and presentation logic that interfaces with TAXWARE to determine the taxes that are due. For information about TAXWARE, see "About TAXWARE" on page 1-4. For more information about the Taxation Service, see "Taxation Services" in the Guide to Managing Purchases and Processing Orders.

#### **Listing 3-5 Java Scriptlets in selectaddress.jsp**

---

```
<% Iterator iterator = shippingAddressMap.keySet().iterator();
while(iterator.hasNext()) {
    String addressKey = (String)iterator.next();
    Address shippingAddress =
(Address) shippingAddressMap.get(addressKey);%>

<table>

    <tr>
    <td><%= shippingAddress.getStreet1() %></td>
    </tr>

    <tr>
    <td><b>Country <%= shippingAddress.getCountry() %></b></td>
    </tr>

</table>

<%
}
%>
```

---

To continue the tour...

Click Use.

## **Step 7: Enter Payment Information**

When you click Use, WebLogic Commerce Server displays `payment.jsp`, which lists any credit cards that are in your user profile (see Figure 3-15).

## Features of payment.jsp

Figure 3-15 Select Add Credit Card



Notice the following features of `payment.jsp`:

- The file's full pathname is  
`WL_COMMERCE_HOME/config/wlcsDomain/applications/wlcsApp/wlcs/commerce/order/payment.jsp` (UNIX)
- Because you did not add payment information when you set up your user profile, your only option on this page is to add credit card information.

To continue the tour...

Click Add Card.

## Features of paymentnewcc.jsp

When you click Add Card, WebLogic Commerce Server prompts you to enter payment information in `paymentnewcc.jsp` (see Figure 3-16).

Figure 3-16 Enter Credit Card Information

The screenshot shows a web page with a header area containing a logo placeholder and a navigation bar with a 'Home' link. On the left, a sidebar contains a welcome message for 'Pat Gomes' and links for 'View Profile', 'Logout', 'View History', 'Orders', and 'Payments'. The main content area is titled 'New Credit Card' and contains the following form fields:

- Credit card type:  \*
- Name on card:  \*
- Card number:  \*
- Expiration date (mm/yyyy):   \*
- Card billing address:  \*
- Address 2:
- City:  \*
- State / Province:  (Required for U.S. and Canadian addresses)
- Zip/Postal Code:  \*
- Country:  \*

Fields marked with (\*) are required.

Adds to user profile.

This section comes from the following include file:

```
WL_COMMERCE_HOME/webapps/commerce/includes/newcctemplate.inc
```

Notice the following features of paymentnewcc.jsp:

- The file's full pathname is `WL_COMMERCE_HOME/config/wlcsDomain/applications/wlcsApp/wlcs/commerce/order/paymentnewcc.jsp` (UNIX)
- This page is similar to `WL_COMMERCE_HOME/config/wlcsDomain/applications/wlcsApp/wlcs/commerce/user/profilenewcc.jsp` and

`WL_COMMERCE_HOME/config/wlcsDomain/applications/wlcsApp/wlcs/commerce/register/newuser.jsp.`

All three JSP files use an include file,

`WL_COMMERCE_HOME/config/wlcsDomain/applications/wlcsApp/wlcs/commerce/includes/newcctemplate.inc`, to define the credit card input fields.

For more information about template include files, see the next topic in this section, “Technical Note: Templates Included Within Templates.”

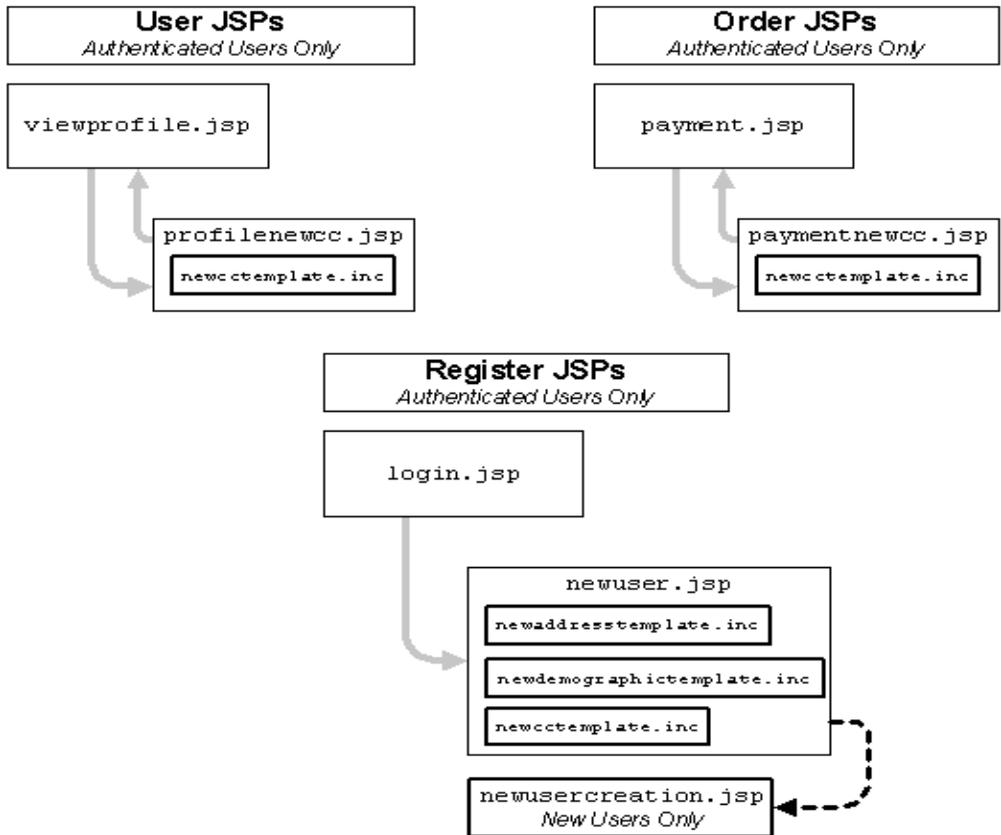
- Clicking Save updates the user profile.

### Technical Note: Templates Included Within Templates

Rather than repeating input fields and other information across several files, the WebLogic Commerce Server JSP templates assign re-used JSP tags and HTML elements to a set of include files, which are, in turn, JSP templates that you can use to develop your site. For example, `paymentnewcc.jsp` (described in the previous section), `profilenewcc.jsp`, and `newuser.jsp` are parent JSP pages that include `newcctemplate.jsp` as a child page to provide consistent input fields for credit card information. You can include `newcctemplate.jsp` in other JSP files that you create.

Why doesn't Webflow specify `newcctemplate.inc` in all locations that request credit card information instead of using three files, `paymentnewcc.jsp`, `profilenewcc.jsp`, and `newuser.jsp`? Webflow uses the three parent JSP pages to determine a user's context and to determine which pages to display after a user enters new credit card information. For example, Figure 3-17 shows that after a user completes `paymentnewcc.jsp`, Webflow displays `payment.jsp`; after a user completes `profilenewcc.jsp`, Webflow displays `viewprofile.jsp`, and after a user completes `newuser.jsp`, `login.jsp` is displayed.

Figure 3-17 Template Include Files



For a list of include files and the JSP templates that use them, see the *Guide to Building a Product Catalog* and the *Guide to Managing Purchases and Processing Orders*.

To continue the tour...

1. Enter information for a credit card.

If you have enabled the CyberCash integration, you can use any of the following credit card types and numbers to test or demonstrate the integration:

- VISA: 4111111111111111 (one four and 15 ones)
- MasterCard: 5555555555554444 (12 fives and four fours)

- Amex: 378282246310005
- Discover: 6011111111111117

For more information about the CyberCash integration, see “About CyberCash” on page 1-5.

If you have not enabled the CyberCash integration, you can use the numbers and card types in the previous list or enter 16-18 characters for any card type. For the Card Number box, the sample JSP templates validate only the number of characters that you enter.

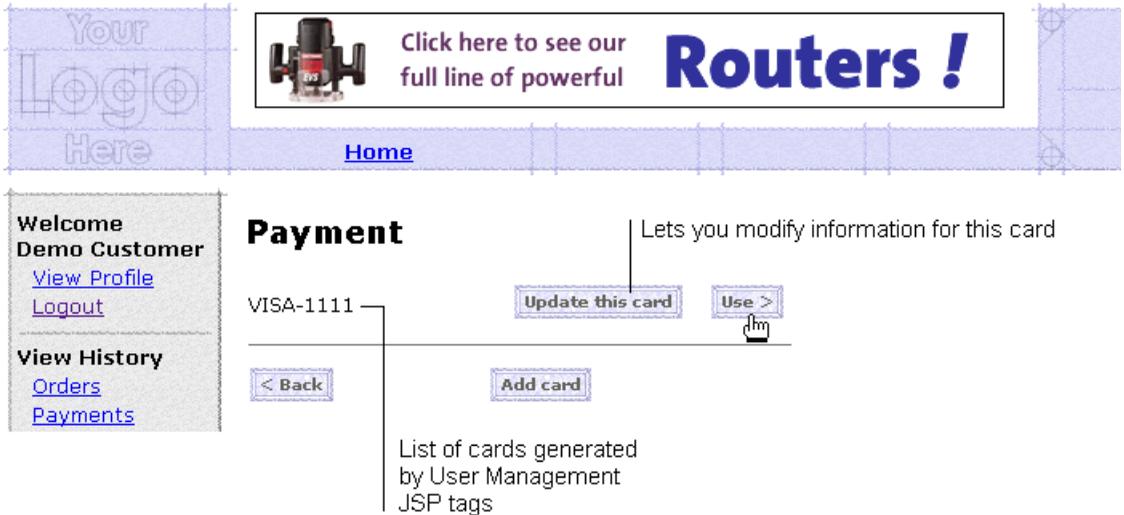
2. Complete the remaining required fields and click Save.

## **Step 8: Select a Credit Card**

When you click Save in `paymentnewcc.jsp`, WebLogic Commerce Server displays your newly added credit card information in `payment.jsp` (see Figure 3-18).

## More Features of `payment.jsp`

Figure 3-18 Select Credit Card



Notice the following features of `payment.jsp`:

- User Management JSP tags generate the credit card list based on your user profile. Earlier in the tour when you accessed `payment.jsp` for the first time (see Figure 3-15), the User Management JSP tags returned zero credit card definitions from your user profile.

To continue the tour...

Click Use.

## **Step 9: Purchase the Item**

When you click `Use in payment.jsp`, WebLogic Commerce Server displays `checkout.jsp`, from which you review the tax information and complete the purchase.

# Features of checkout.jsp

Figure 3-19 Purchase the Item

Welcome  
Pat Gomes  
[View Profile](#)  
[Logout](#)

View History  
[Orders](#)  
[Payments](#)

**Don't Forget**  
Extension Cards!  
click here

Catalog data provided courtesy of [IPN Register](#), where supply meets demand.

## Final Checkout Review

**Shipping Destination**  
Pat Gomes  
1 Yawkey Way  
BOSTON  
MA-02110  
United States

**Shipment Splitting Preferences**  
Ship all at once

**Special Instructions**  
Please leave the package under the doormat.

**Ship Via**  
Second Day Air

**Method of Payment**  
Credit Card: xxxxxxxxxxxx1111

ID	Description	Quantity	Our Price	SubTotal
9-27205	drill-9-27205	1	\$ 132.95	\$ 132.95
<b>Discount</b> (Discount of \$10 off \$50)				<b>\$ -10.00</b>
<b>Shipping &amp; Handling</b>				<b>\$ 4.95</b>
<b>Total tax</b>				<b>\$ 6.90</b>
<b>Total due</b>				<b>\$ 134.80</b>

Shows tax information received from \_\_\_\_\_ the Taxation Service.

[< Back](#)      [Complete purchase](#)

Invokes the Payment Service and Taxation Service.

Notice the following features of checkout.jsp:

- The file's full pathname is  
WL\_COMMERCE\_HOME/config/wlcsDomain/applications/wlcsApp/wlcs/commmerce/order/checkout.jsp (UNIX)

- It uses JSP tags to gather and display information from the Pipeline, including the tax information that the **Taxation Service** calculates.
- Clicking Complete Purchase invokes the **Payment Service**, a WebLogic Commerce Server implementation of business logic that processes payments. If you have enabled the CyberCase integration, the Payment Service sends your credit card information and transaction amount to CyberCash for verification. If CyberCash verifies the card and purchase amount, WebLogic Commerce Server invokes the **Taxation Service**, which appends to your TAXWARE log file for record keeping. For more information about the Payment Service, see "Payment Services" in Guide to Managing Purchases and Processing Orders.

To continue the tour...

Click Complete Purchase.

## **Step 10: Review the Order Confirmation**

When you click Complete Purchase, WebLogic Commerce Server completes the purchase and displays the confirmation number in `confirmorder.jsp` (see Figure 3-20).

## Features of confirmorder.jsp

Figure 3-20 Review the Order Confirmation

**Welcome**  
Pat Gomes  
[View Profile](#)  
[Logout](#)

**View History**  
[Orders](#)  
[Payments](#)

**Quick Look-up:**  
Enter keywords



Catalog data provided courtesy of [TPN Register](#), "where supply meets demand."

### Confirm Order

Please print this page for your records.

Thank you for shopping with BEA WebLogic Commerce Server 3.5. Don't forget to come back for more great deals, contests, new store openings and specials.

#### Order Confirmation #1

**Will be billed to card:**  
XXXXXXXXXXXX1111

**Will be shipped to:**  
Pat Gomes  
1 Yawkey Way  
BOSTON  
MA-02110  
United States

**Shipping Preferences:**  
Second Day Air  
  
Ship all at once  
  
Please leave the package under the doormat.

ID	Description	Quantity	Unit Price	Subtotal
9-27205	drill-9-27205	1	\$ 132.95	\$ 132.95
<b>Discount</b> (Discount of \$10 off \$50)				\$ -10.00
<b>Shipping &amp; Handling</b>				\$ 4.95
<b>Total Tax</b>				\$ 6.90
<b>Total Billed</b>				<b>\$ 134.80</b>

\*\*\* indicates discounts or adjustments associated with a particular item ID.

Notice the following features of `confirmorder.jsp`:

- The file's full pathname is  
`WL_COMMERCE_HOME/config/wlcsDomain/applications/wlcsApp/wlcs/commerce/order/confirmorder.jsp`  
 (UNIX)
- The Pipeline mechanism generates the confirmation number.

- Pipeline JSP tags gather and display the information on this page.

### To continue the tour...

This concludes the tour for new users. To continue the tour of the JSP templates, click Home in the navigation bar and go to the next section, Chapter 4, “Registered User Buys a Product.”

### **3** *New User Buys a Product*

---

# 4 Registered User Buys a Product

Because you were impressed by the large selection and low prices (not to mention the ease of use!) when you visited the e-commerce Web site, you decide to return and buy a drill for a friend who is starting a home improvement project. Your return trip to the Web site takes you along the following path:

- Registered User Roadmap
- Step 1: Browse the Catalog and Select an Item
- Step 2: Review the Shopping Cart and Check Out
- Detour: Review the Home Page for Authenticated Users
- Step 3: Choose Shipping Options
- Step 4: Enter and Select a New Shipping Address
- Step 5: Select a Credit Card
- Step 6: Purchase the Items
- Step 7: Review Order Confirmation

**Note:** In this chapter, the product name is referred to as WebLogic Commerce Server. If you are licensed for BEA Campaign Manager for WebLogic, this product package includes WebLogic Commerce Server. For a licensing and packaging overview, see the section “About the Product Licenses and This Tour” on page 1-2.

# Registered User Roadmap

Before starting this section of the tour, review the following maps of the JSP templates (Figure 4-1, Figure 4-2, and Figure 4-3). The arrows in the maps represent navigation options that Webflow provides; the darker arrows show the path that this section of the tour describes.

**Figure 4-1 JSPs for Browsing the Catalog**

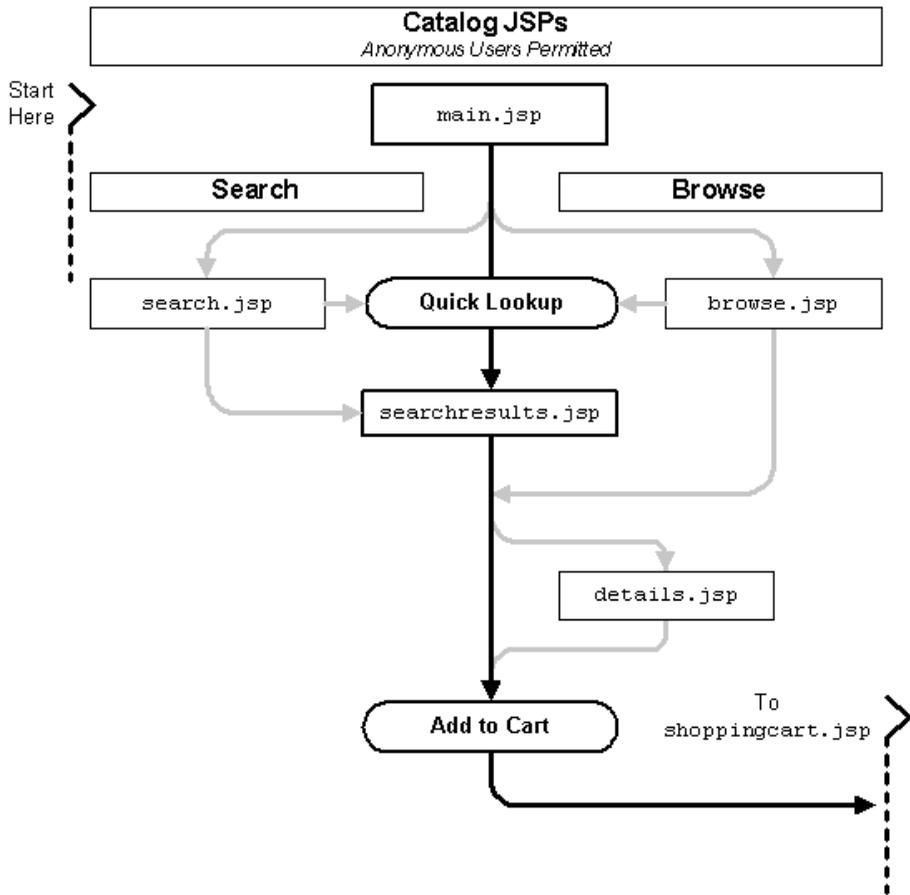


Figure 4-2 JSPs for the Shopping Cart and User Login

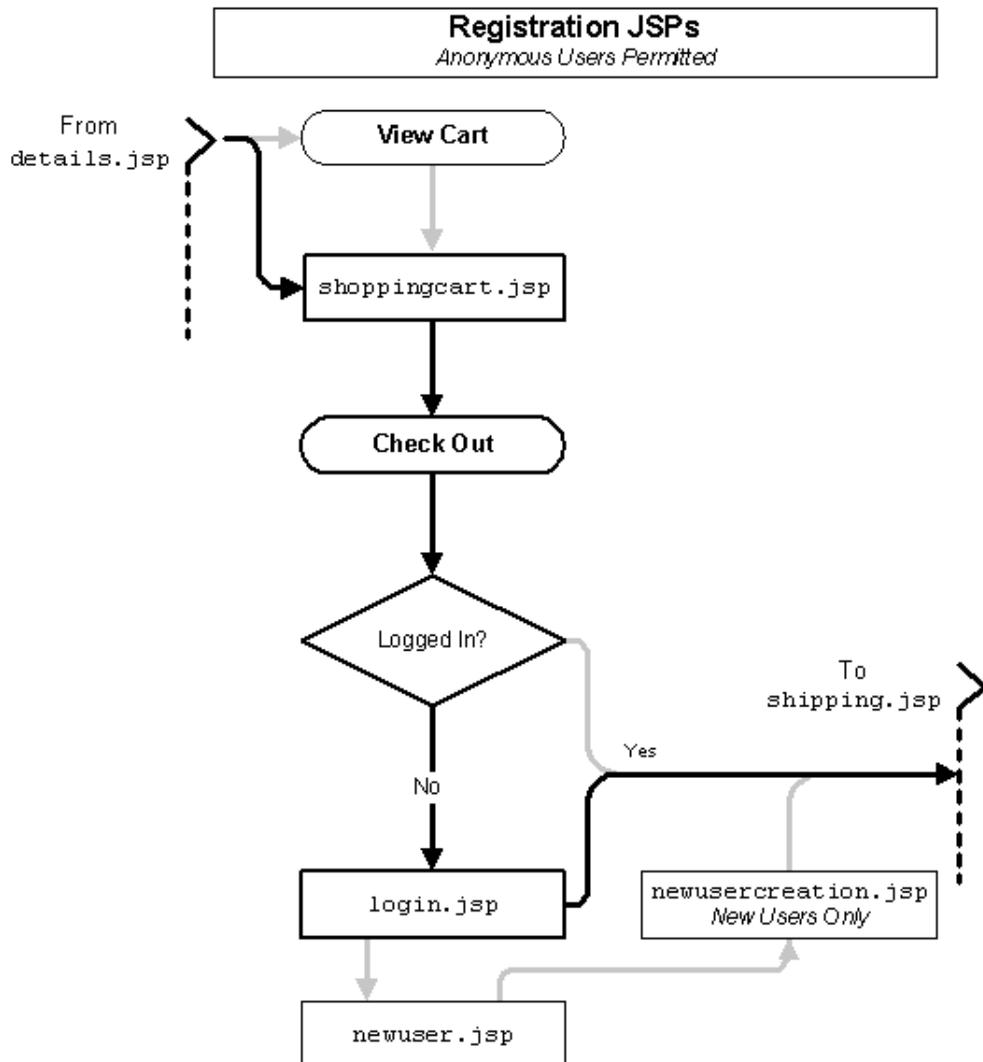
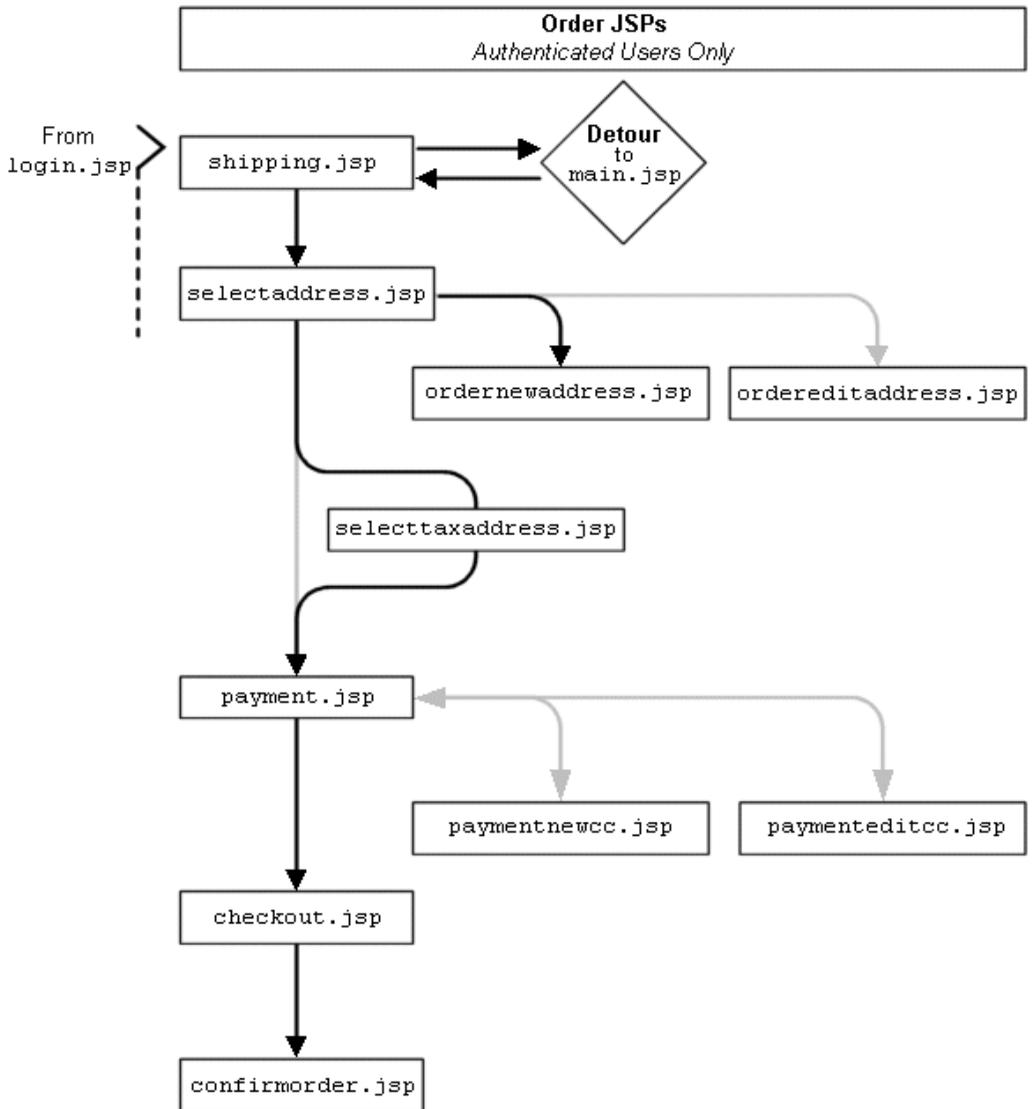


Figure 4-3 JSPs for Completing the Order



# Step 1: Browse the Catalog and Select an Item

When you arrive at the Home page for your return shopping trip, you decide to browse for drills in the catalog.

Figure 4-4 Home Page: Top Level of the Catalog



To continue the tour...

Click Power Tools.

When you click Power Tools, WebLogic Commerce Server displays the contents of the Power Tools category in `browse.jsp` (see Figure 4-5).

## Features of browse.jsp (Part 1 of 2)

Figure 4-5 Second Level of the Catalog



Notice the following features of `browse.jsp`:

- The file's full pathname is  
`WL_COMMERCE_HOME/config/wlcsDomain/applications/wlcsApp/wlcs/commerce/catalog/browse.jsp` (UNIX)
- Pipeline JSP tags query the product catalog for a list of sibling categories. The name of the current category and links to its siblings are displayed above the category name.
- A JSP tag in the center column constructs a tree view from the current category to the top level of the catalog:
 

```
<jsp:include page="/commerce/catalog/includes/navigation.jsp" flush="true"/>
```
- Listing 4-1 shows that `browse.jsp` includes a JSP file that the Catalog generates to describe the contents of the current category.

**Listing 4-1 Catalog Tags to Display Current Category**

---

```
<%-- Get the summary JSP from the current category --%>

<catalog:getProperty object="<%= category %>"
propertyName="Jsp"
id="displayJsp"
returnType="com.beasys.commerce.ebusiness.catalog.JspInfo"/>

<%-- Include the category layout JSP for this category--%>
<jsp:include page="<%= displayJsp.getUrl() %>" flush="true"/>
```

---

To continue the tour...

Click Drills.

When you click Drills, WebLogic Commerce Server displays the contents of the Drills category in `browse.jsp` (see Figure 4-6).

## More Features of browse.jsp (Part 2 of 2)

Figure 4-6 Third Level of the Catalog

**Don't forget to buy Drill Bits!**

[Home](#)   [Search](#)   [View Cart](#)   [Log in](#)

**Quick Look-up:**  
Enter keywords

**Don't Forget Extension Cords!**  
100...  
click here

Catalog data provided courtesy of [TPN Register](#), 'where supply meets demand.'

[Home](#) > [Power Tools](#) > [Drills](#) ——— Tree view, with the Home page as the root of the tree

Other Categories under : [Power Tools](#) ——— Links to sibling categories  
[Drills](#) [Grinders](#) [Sanders](#) [Saws](#) [Staplers](#) [Routers](#) [Blades](#)

**Drills** 1 - 10 | [Next](#)

[Drill Bits](#) ——— Contents (subcategories) of the current category  
[Drill Kits](#)

 **drill-9-10505**, Sears  
**\$101.95**, Reg. \$119.95 ——— Beginning of the list of items in the category  
**In stock (Ships in 24 hours)**  
 drill; power; craftsman; 1/2 drive; portable electric tools, drills, sears best

Notice the following additional features of `browse.jsp`:

- It is the same source file that Figure 4-5 illustrates, but the content is different because the user's context is different.
- The Pipeline JSP tags query the product catalog for the list of sibling categories. Because the page now displays a category different from the category illustrated in Figure 4-5, the list changes.
- In the center column, the JSP tags modify the tree view to reflect the current category.
- In the second row of the center column, the Catalog generates a different JSP file than in Figure 4-5, hence the contents and layout in Figure 4-6 changes.

- All the items in the drill category are displayed using category and summary JSPs. Each drill includes a link to detailed product information.

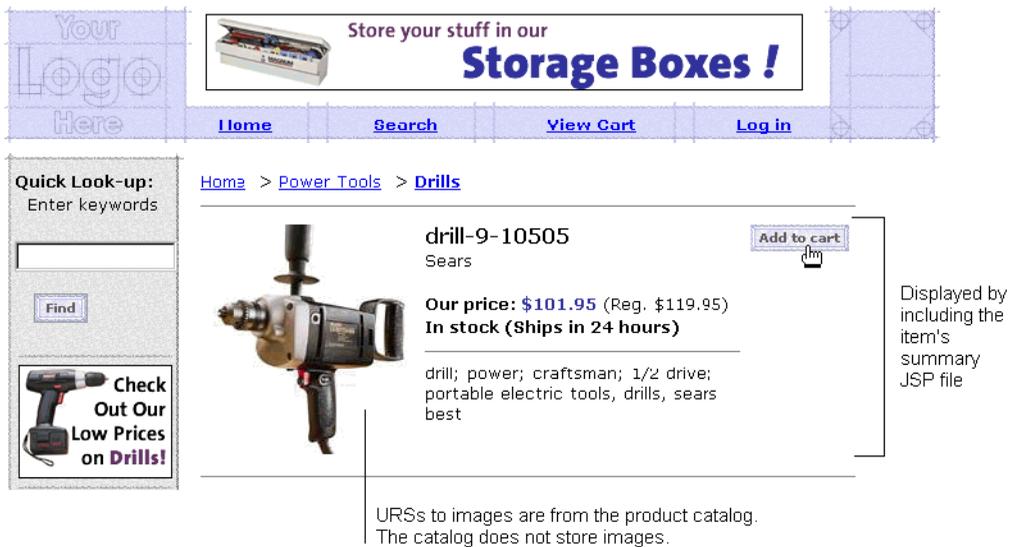
To continue the tour...

Click the name of a drill.

When you click the name of a drill, WebLogic Commerce Server displays a product description in `details.jsp` (see Figure 4-7).

## Features of details.jsp

Figure 4-7 Item Details



Store your stuff in our  
**Storage Boxes !**

[Home](#)   [Search](#)   [View Cart](#)   [Log in](#)

**Quick Look-up:**  
Enter keywords

[Home](#) > [Power Tools](#) > [Drills](#)

 **drill-9-10505**  
Sears

**Our price: \$101.95** (Reg. \$119.95)  
**In stock (Ships in 24 hours)**

drill; power; craftsman; 1/2 drive; portable electric tools, drills, sears best

Displayed by including the item's summary JSP file

URSs to images are from the product catalog.  
The catalog does not store images.

Notice the following features of `details.jsp`:

- The file's full pathname is  
`WL_COMMERCE_HOME/config/wlcsDomain/applications/wlcsApp/wlcs/commerce/catalog/details.jsp` (UNIX)

- It can be accessed from either `browse.jsp` or `searchresults.jsp` (see Figure 4-1).
- It includes a JSP file (`navigation2.jsp`) that constructs a tree view **only if** users access the page from `browse.jsp`. If the Pipeline mechanism determines that a user accessed the page from `searchresults.jsp`, the JSP file does not construct the tree view.
- It includes a summary JSP file for the item being displayed. The product catalog generates this summary JSP file based on the information it stores about the item.

To continue the tour...

Click Add to Cart.

## Step 2: Review the Shopping Cart and Check Out

When you click Add to Cart, WebLogic Commerce Server displays your selections in `shoppingcart.jsp` (see Figure 4-8).

Figure 4-8 Shopping Cart

Your Logo Here

Store your stuff in our **Storage Boxes!**

[Home](#) [Search](#) [View Cart](#) [Log in](#)

**Quick Look-up:**  
Enter keywords

**See Our Large Selection of Saws Here!**

Catalog data provided courtesy of [TPN Register](#), where supply meets

### Shopping Cart

Please review the items in your cart before clicking Check Out. Click Delete to remove an item from the cart altogether. Change an amount in the Quantity column to order two or more of an item, then click Update Totals before clicking Check Out.

Quantity	Item	List Price	Our Price	You Save	Subtotal	
1	<a href="#">drill-9-10505</a>	\$ 119.95	\$ 101.95	\$ 18.00	\$ 101.95	<input type="button" value="Remove"/>
<b>Total</b>					<b>\$ 101.95</b>	
(before shipping and taxes)						

For a description of `shoppingcart.jsp`, see “Features of `shoppingcart.jsp`” on page 3-8.

To continue the tour...

Click Check Out.

When you click Check Out, WebLogic Commerce Server prompts you to log in (see Figure 4-9). Because you created a user profile in Chapter 3, “New User Buys a Product,” you are now a registered user.

**Figure 4-9 Log In**

**Don't Forget Extension Cards!**  
100%  
click here

Catalog data provided courtesy of [TPN Register](#), 'where supply meets demand.'

### Log In

Registered User  
If you are a registered user, enter your username and password.  
When finished, click Log In.

Username

Password

For a description of `login.jsp`, see “Features of `login.jsp`” on page 3-11.

### Technical Note: The Security Model

How does WebLogic Commerce Server determine if users must log in when they click a link? Instead of using Webflow to implement security, WebLogic Commerce Server follows the J2EE specification for security. With this specification, the site administrator determines which set of files can be accessed only by authenticated users. By default, all JSP templates below the `order` and `user` directories can be accessed only by authenticated users.

When an anonymous user tries to access one of these files, WebLogic Commerce Server displays `login.jsp`, from which the user can either log in or create a new user account. After authentication, Webflow determines the remaining succession of pages.

To continue the tour...

Enter the username and password you set up in “Step 4: Create a New User Profile” on page 3-10. Then click Log In.

When you click Log In, WebLogic Commerce Server displays shipping options in `shipping.jsp` (see Figure 4-10).

**Figure 4-10 Shipping Page Detour**



For a description of `shipping.jsp`, see “Features of `shipping.jsp`” on page 3-20.

Taking a detour...

Before continuing the tour, take a minute to review the Home page. Now that you have logged in (authenticated), the Home page shows options that are available only to authenticated users.

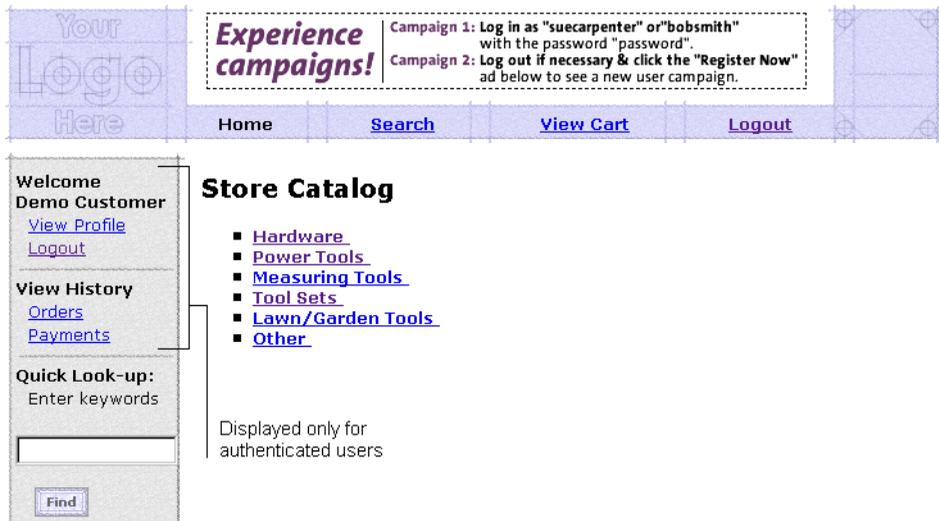
To take the detour, click Home (see Figure 4-10).

# Detour: Review the Home Page for Authenticated Users

When you click Home, WebLogic Commerce Server displays `main.jsp` (see Figure 4-11).

## Features of `main.jsp` for Authenticated Users

Figure 4-11 Home Page for Authenticated Users



Notice the following features of `main.jsp`:

- Now that you are authenticated, `main.jsp` displays your username along with links to your order and payment history. Listing 4-2 shows that the `header.inc` file uses a Pipeline tag and a Java scriptlet to determine whether a username is associated with the current Pipeline session. If a name is associated with the Pipeline session, User Management JSP tags in the `leftside.inc` file query the database for your username and display the results.



## 4 Registered User Buys a Product

---

```
<div class="mid" align="center">
" width="120" height="14"
align="absmiddle"></div>

<p><b>View History</b></p>

<p>&nbsp;&nbsp;&nbsp;<a href="<%= WebflowJSPHelper.createWebflowURL(pageContext,
"main.jsp", "link(viewOrderHistory)", true)%>">Orders</a></p>

<p>&nbsp;&nbsp;&nbsp;<a href="<%= WebflowJSPHelper.createWebflowURL(pageContext,
"main.jsp", "link(viewPaymentHistory)", true) %>">Payments</a></p>

<div class="mid" align="center">
" width="120" height="14"
align="absmiddle"></div>

<% } %>

<!-- End of log-in conditional links. --%>
```

---

To continue the tour...

1. Click View Cart.
2. In the shopping cart, click Check Out.

## Step 3: Choose Shipping Options

When you click Check Out from `shoppingcart.jsp`, WebLogic Commerce Server displays shipping options in `shipping.jsp` (see Figure 4-10).

For a description of `shipping.jsp`, see “Features of `shipping.jsp`” on page 3-20.

To continue the tour...

From `shipping.jsp`, click Continue.

## Step 4: Enter and Select a New Shipping Address

When you click Continue in `shipping.jsp`, WebLogic Commerce Server displays shipping addresses in `selectaddress.jsp` (see Figure 4-12).

To ship the item to someone other than yourself, you must enter a new address.

Figure 4-12 Select Add Address



For a description of `selectaddress.jsp`, see “Features of `selectaddress.jsp`” on page 3-21.

To continue the tour...

Click Add Address.

When you click Add Address, WebLogic Commerce Server prompts you to enter a new shipping address in `addaddress.jsp` (see Figure 4-13).

Figure 4-13 Enter the New Address

Your Logo Here

Store your stuff in our **Storage Boxes!**

[Home](#)

Welcome Demo Customer  
[View Profile](#)  
[Logout](#)

View History  
[Orders](#)  
[Payments](#)

 **Check Out Our Low Prices on Drills!**

Catalog data provided courtesy of [TPN Register](#), 'where supply meets demand.'

### Add Shipping Address

Street address  \*

Address 2

City  \*

State/Province

Zip/Postal Code  \*

Country  \*

**Fields marked with (\*) are required.  
(State/Province is required for U.S. or Canadian addresses)**

To continue the tour...

Enter an address that contains the following information:

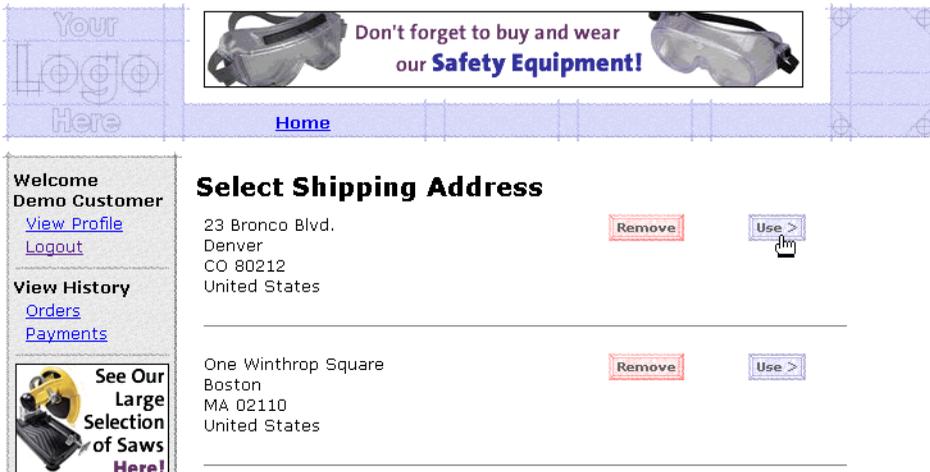
- City: Denver
- Zip Code: 80212
- Country: United States

Then click Save.

This particular zip code spans multiple tax jurisdictions. Later in this step of the tour, you must select which tax jurisdiction applies.

When you click Save, WebLogic Commerce Server displays the addresses from your user profile in `selectaddress.jsp` (see Figure 4-14).

Figure 4-14 Select the New Address



For a description of `selectaddress.jsp`, see “Features of `selectaddress.jsp`” on page 3-21.

To continue the tour...

Click Use next to the Denver, CO address that you created.

When you click Use, the Pipeline sends data to the **Taxation Service**, which uses TAXWARE to determine the tax jurisdiction and amount, based on the shipping address. Because the zip code 80212 covers different tax jurisdictions, WebLogic Commerce Server prompts you to choose a specific area within the zip code from `selecttaxaddress.jsp` (see Figure 4-15).

## Features of selecttaxaddress.jsp

Figure 4-15 Select Tax Jurisdiction



Note the following features of `selecttaxaddress.jsp`:

- The file's full pathname is `WL_COMMERCE_HOME/config/wlcsDomain/applications/wlcsApp/wlcs/commerce/order/selecttaxaddress.jsp` (UNIX)
- It uses a Pipeline JSP tag to collect the tax jurisdiction data from the Pipeline session (which contains information from TAXWARE data files).
- It uses Java scriptlets and HTML to display and format the data.
- Clicking Use sends data to the WebLogic Commerce Server **Taxation Service** for tax calculation.

To continue the tour...

Click Use next to an address.

## Step 5: Select a Credit Card

When you click Use, WebLogic Commerce Server displays `payment.jsp`, which lists the credit cards in your user profile (see Figure 4-16).

Figure 4-16 Select a Credit Card



For a description of `payment.jsp`, see “Features of `payment.jsp`” on page 3-23.

To continue the tour...

Click Use.

# Step 6: Purchase the Items

When you click Use in `payment.jsp`, WebLogic Commerce Server displays the final purchase information in `checkout.jsp` (see Figure 4-17).

**Figure 4-17 Purchase the Items**

**Welcome Demo Customer**  
[View Profile](#)  
[Logout](#)

**View History**  
[Orders](#)  
[Payments](#)



Catalog data provided courtesy of [TPN Register](#), 'where supply meets demand.'

## Final Checkout Review

**Shipping Destination**  
 Demo Customer  
 23 Bronco Blvd.  
 DENVER  
 CO-80212  
 United States

**Shipment Splitting Preferences**  
 Ship all at once

**Special Instructions**

**Ship Via**  
 Second Day Air

**Method of Payment**  
 Credit Card: xxxxxxxxxxxx1111

Order				
ID	Description	Quantity	Our Price	SubTotal
9-10505	drill-9-10505	1	\$ 101.95	\$ 101.95
			<b>Shipping &amp; Handling</b>	\$ 4.95
<small>Shows tax information received from the Taxation Service</small>			<b>Total tax</b>	\$ 8.56
			<b>Total due</b>	<b>\$ 115.46</b>

< Back

Complete purchase >

Invokes the Payment Service and Taxation Service

For a description of `checkout.jsp`, see “Features of `checkout.jsp`” on page 3-30.

To continue the tour...

Click Complete Purchase.

## Step 7: Review Order Confirmation

When you click Complete Purchase, WebLogic Commerce Server completes the purchase and displays the confirmation number in `confirmorder.jsp` (see Figure 4-18).

**Figure 4-18 Review the Order Confirmation**

**Welcome Demo Customer**  
[View Profile](#)  
[Logout](#)

**View History**  
[Orders](#)  
[Payments](#)

**Quick Look-up:**  
 Enter keywords

 **See Our Large Selection of Saws Here!**

Catalog data provided courtesy of [TPN Register](#), 'where supply meets demand.'

### Confirm Order

**Please print this page for your records.**

Thank you for shopping with BEA WebLogic Commerce Server 3.5. Don't forget to come back for more great deals, contests, new store openings and specials.

**Order Confirmation #4001**

**Will be billed to card:**  
 xxxxxxxxxxxx1111

**Will be shipped to:**  
 Demo Customer  
 23 Bronco Blvd.  
 DENVER  
 CO-80212  
 United States

**Shipping Preferences:**  
 Second Day Air  
 Ship all at once

ID	Description	Quantity	Unit Price	Subtotal
9-10505	drill-9-10505	1	\$ 101.95	\$ 101.95
<b>Shipping &amp; Handling</b>				\$ 4.95
<b>Total Tax</b>				\$ 8.56
<b>Total Billed</b>				<b>\$ 115.46</b>

\*\* indicates discounts or adjustments associated with a particular item ID.

For a description of `confirmorder.jsp`, see “Features of `confirmorder.jsp`” on page 3-32.

## 4 *Registered User Buys a Product*

---

To continue the tour...

This concludes the tour for a registered user buying a product.

To continue the tour of the JSP templates, click [View Profile](#) in the header and go to the next section, Chapter 5, “Registered User Adds a Credit Card.”

# 5 Registered User Adds a Credit Card

In this section of the tour, assume that you want to access the Web site to add credit card information to your user profile and to see the status of your last order. (This probably is not a realistic scenario for your customers, but it highlights additional features that are available in the JSP templates.) This section of the tour takes you along the following path:

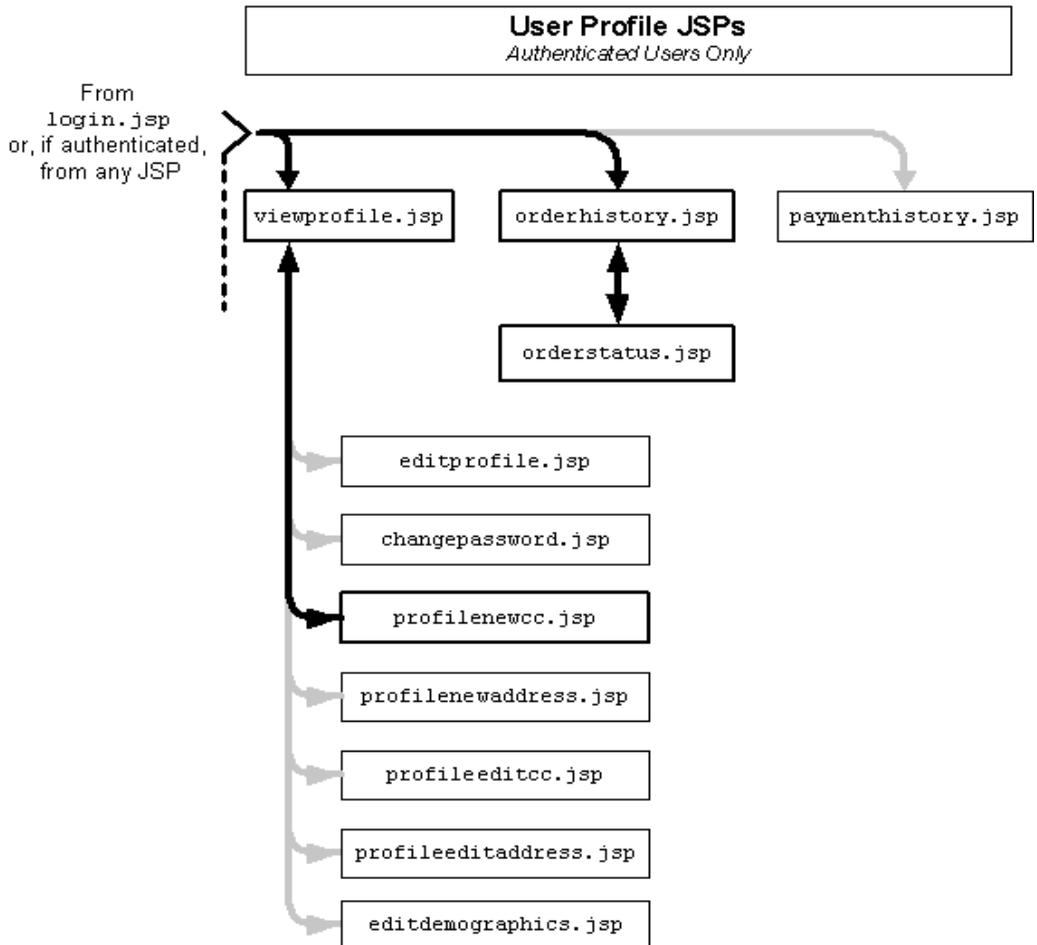
- User Profile Roadmap
- Step 1: Access Your User Profile
- Step 2: Review Your User Profile
- Step 3: Add a Credit Card
- Step 4: View Your Order History and Status
- Step 5: Log Out

**Note:** In this chapter, the product name is referred to as WebLogic Commerce Server. If you are licensed for BEA Campaign Manager for WebLogic, this product package includes WebLogic Commerce Server. For a licensing and packaging overview, see the section “About the Product Licenses and This Tour” on page 1-2.

# User Profile Roadmap

Before starting this section of the tour, review Figure 5-1, which is a map of the user profile JSP templates. The arrows in the map represent navigation options that Webflow provides; the darker arrows show the path that this section of the tour describes.

**Figure 5-1 JSPs for Modifying the User Profile**



# Step 1: Access Your User Profile

You can access your user profile from any page on the Web site by clicking View Profile in the left side of the display (see Figure 5-2). This portion of each page comes from the leftside.inc include file. If you are accessing the site anonymously WebLogic Commerce Server prompts you to log in before it displays your profile.

**Figure 5-2 Click View Profile**



To continue the tour...

From any page on the site, click View Profile in the header. Log in if WebLogic Commerce Server prompts you.

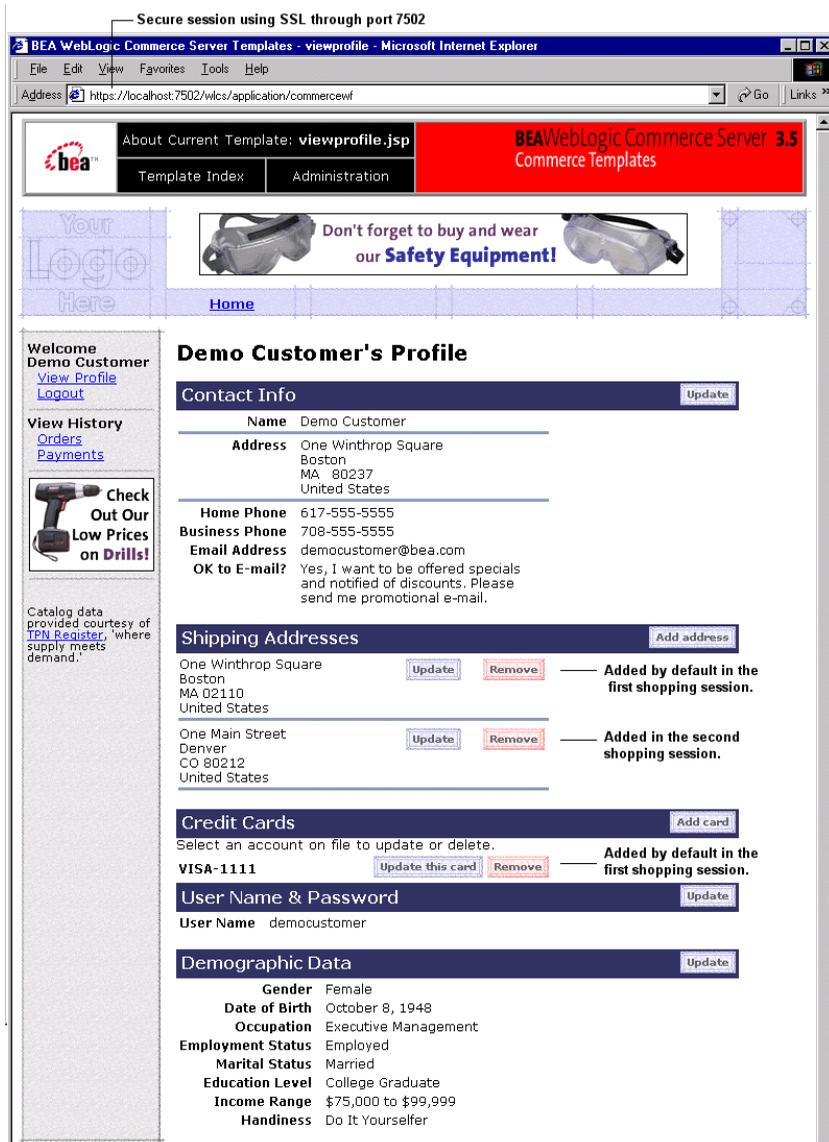
For information about WebLogic Commerce Server security, see “Technical Note: The Security Model” on page 4-12.

# Step 2: Review Your User Profile

When you click View Profile as an authenticated user, or when you click Log In from `login.jsp`, WebLogic Commerce Server displays `viewprofile.jsp` (see Figure 5-3).

# Features of viewprofile.jsp

Figure 5-3 Your User Profile



Notice the following features of `viewprofile.jsp`:

- The file's full pathname is  
`WL_COMMERCE_HOME/config/wlcsDomain/applications/wlcsApp/wlcs/commerce/user/viewprofile.jsp` (UNIX)
- It creates an HTTPS session on port 7502 to send encrypted data through SSL.
- It displays the shipping addresses you added in previous shopping sessions. The first address was added by default when you indicated that the shipping address was the same as your contact address (see "Step 4: Create a New User Profile" on page 3-10).
- It displays the credit card information you entered in your first shopping session.

### Technical Note: The Database for WebLogic Commerce Servers

WebLogic Commerce Server and WebLogic Personalization Server store their data in a single Cloudscape or Oracle database. For a description of the database schema and tables, refer to the following topics:

- "The Product Catalog Schema" in the Guide to Building a Product Catalog
- "Overview of the Registration and User Processing Package" in the Guide to Registering Customers and Managing Customer Services
- "WebLogic Personalization Server Schema" in the Guide to Building Personalized Applications

To continue the tour...

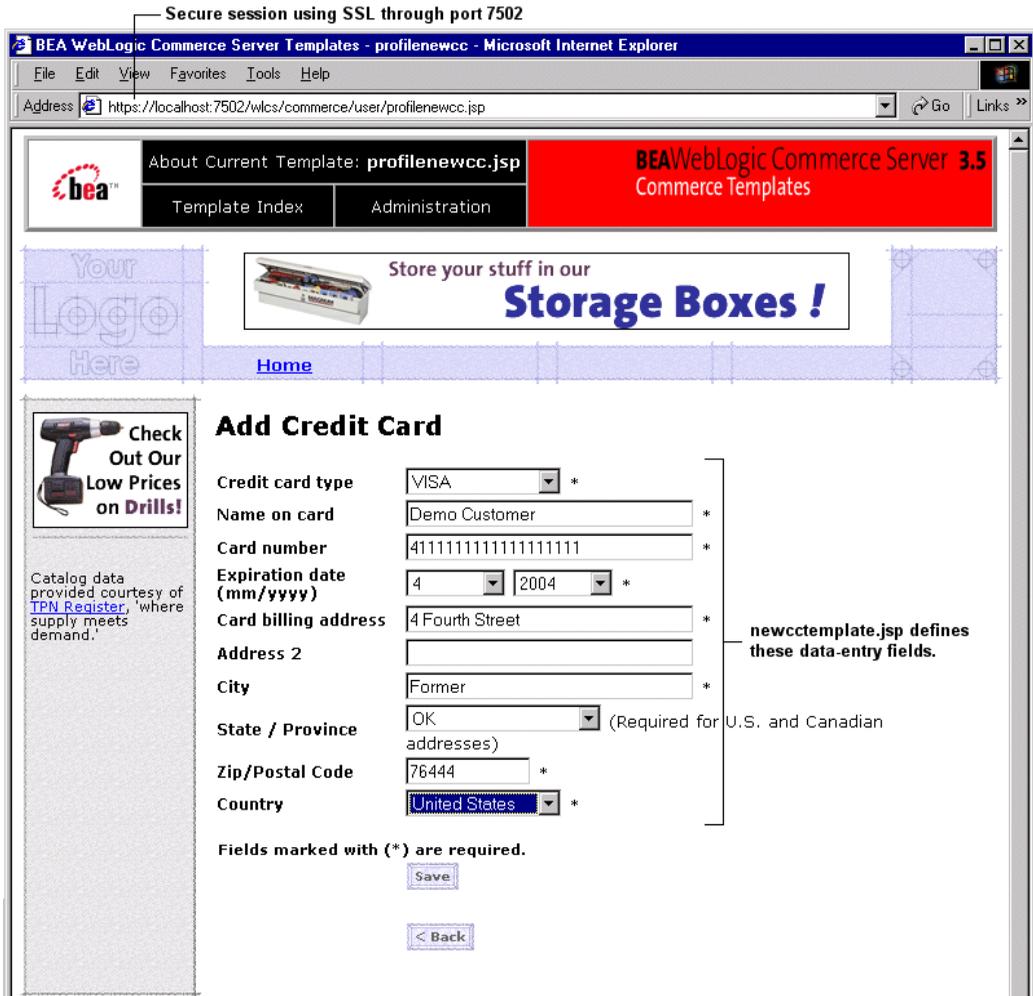
Click Add Card.

## Step 3: Add a Credit Card

When you click Add Card, WebLogic Commerce Server prompts you to enter credit card information in `profilenewcc.jsp` (see Figure 5-4).

# Features of profilenewcc.jsp

Figure 5-4 Adding a Credit Card



Notice the following features of `profilenewcc.jsp`:

- The file's full pathname is  
`WL_COMMERCE_HOME/config/wlcsDomain/applications/wlcsApp/wlcs/commerce/user/profilenewcc.jsp`  
(UNIX)
- A JSP tag includes the file that defines the data-entry fields:  
`<%@ include file="/commerce/includes/newcctemplate.jsp" %>`

For information about template include files, see “Technical Note: Templates Included Within Templates” on page 3-25.

To continue the tour...

1. Enter information for a credit card.

If you have enabled the CyberCash integration, you can use any of the following credit card types and numbers to test or demonstrate the integration:

- VISA: 4111111111111111 (one four and 15 ones)
- MasterCard: 5555555555554444 (12 fives and four fours)
- Amex: 378282246310005
- Discover: 601111111111117

For more information about the CyberCash integration, see “About CyberCash” on page 1-5.

If you have not enabled the CyberCash integration, you can use the numbers and card types in the previous list or enter 16-18 characters for any card type. For the Card Number box, the sample JSP templates validate only the number of characters that you enter.

2. Complete the remaining required fields. Then click Save.

The next part of the tour shows your order history and status, which you access from the Home page for authenticated users.

3. Click Home in the header.

## Step 4: View Your Order History and Status

When you click Home, WebLogic Commerce Server displays `main.jsp`, which is the site's Home page (see Figure 5-5). Notice that `main.jsp` uses the HTTP protocol through port 7501; WebLogic Commerce Server does not use SSL for the Home page.

Figure 5-5 Click View Order History



For details about `main.jsp` for authenticated users, see “Features of `main.jsp` for Authenticated Users” on page 4-14.

To continue the tour...

Click View Order History, WebLogic Commerce Server displays `orderhistory.jsp` (see Figure 5-6).

## Features of orderhistory.jsp

Figure 5-6 Order History

BEA WebLogic Commerce Server 3.5  
Commerce Templates

About Current Template: **orderhistory.jsp**  
Template Index Administration

Your Logo Here

Home

Welcome Demo Customer  
[View Profile](#)  
[Logout](#)

View History  
[Orders](#)  
[Payments](#)

See Our Large Selection of Saws Here!

### Order History

1 - 2

Date	Order Number	Amount	
2001-04-10	2	\$69.20	<a href="#">View</a>
2001-04-13	3	\$397.98	<a href="#">View</a>

[< Back](#)

Order confirmation number, which is stored in the WLCS\_ORDER database table.

Notice the following features of `orderhistory.jsp`:

- The file's full pathname is  
`$WL_COMMERCE_HOME/config/wlcsDomain/applications/wlcsApp/wlcs/commerce/order/orderhistory.jsp` (UNIX)

- A Pipeline JSP tag retrieves the history:

```
<pipeline:getPipelineProperty
propertyName="<%=PipelineSessionConstants.ORDER_HISTORY%>"
returnName="orderHistory" returnType="java.util.List"/>
```

WebLogic Commerce Server stores this history in the `WLCS_ORDER` database table until the database administrator archives the data. For more information about the `WLCS_ORDER` table, see “The Order Processing Database Schema” in the Guide to Managing Purchases and Processing Orders.

To continue the tour...

Click View to see the order status.

When you click View, WebLogic Commerce Server displays `orderstatus.jsp` (see Figure 5-7).

## Features of orderstatus.jsp

Figure 5-7 Order Status

BEA WebLogic Commerce Server 3.5  
Commerce Templates

About Current Template: **orderstatus.jsp**  
Template Index Administration

Your Logo Here

Click here to see our full line of powerful **Routers!**

[Home](#)

Welcome Demo Customer  
[View Profile](#)  
[Logout](#)

View History  
[Orders](#)  
[Payments](#)

Check Out Our Low Prices on Drills!

Catalog data provided courtesy of TPN Register, 'where supply meets demand.'

### Order Status

Confirmation number 2  
Order status Submitted  
Date ordered 2001-04-13  
Splitting preferences Ship all at once  
Special instructions  
Shipping address One Winthrop Square  
BOSTON  
MA-02110  
United States

Order status is stored in the WLCS\_ORDER table, along with other data related to the order.

ID	Description	Quantity	Subtotal
71-86393	shears-71-86393	1	\$ 60.95
<b>Shipping &amp; Handling</b>			\$ 4.95
<b>Total tax</b>			\$ 3.30
<b>Total due</b>			<b>\$ 69.20</b>

< Back

Notice the following features of orderhistory.jsp:

- The file's full pathname is  
WL\_COMMERCE\_HOME/config/wlcsDomain/applications/wlcsApp/wlcs/commerce/order/orderstatus.jsp (UNIX)
- A Pipeline JSP tag collects properties of the order:  

```
<pipeline:getPipelineProperty
propertyName="<%=PipelineSessionConstants.SELECTED_ORDER%>"
returnName="orderValue"
returnType="com.beasys.commerce.ebusiness.order.OrderValue"/>
```

The order properties, which are stored in the order database table, include the order status.

**Note:** The Pipeline assigns only the New or Submitted state to an order. If you want to add states, you must modify the Pipeline.

To continue the tour...

Click Home.

## **Step 5: Log Out**

To end your authenticated session, click Logout. Logging out ends the Pipeline session, clearing your shopping cart and disassociating your username from subsequent events on the site (until you log in again).

What's next?

To see an example of how to modify the JSP templates and the Webflow, see Chapter 6, "Example of Customizing the Templates."



# 6 Example of Customizing the Templates

In previous sections of the tour, when you clicked the Add to Cart link, WebLogic Commerce Server displayed `shoppingcart.jsp` to prompt you to check out. Yet, your business model might encourage users to continue shopping by returning them to the product catalog after they click Add to Cart.

You can change the behavior of the Add to Cart link by changing only a single line in the `webflow.properties` file, but before you change the line, you need background information to understand which line to modify and why. This section of the tour takes you along the following path:

- Step 1: Understand the Add to Cart Link
- Step 2: Modify Add to Cart
- Step 3: Verify the Modification

**Note:** In this chapter, the product name is referred to as WebLogic Commerce Server. If you are licensed for BEA Campaign Manager for WebLogic, this product package includes WebLogic Commerce Server. For a licensing and packaging overview, see the section “About the Product Licenses and This Tour” on page 1-2.

# Step 1: Understand the Add to Cart Link

Instead of specifying a static filename as a URL, link anchors in WebLogic Commerce Server invoke the Webflow mechanism to determine the destination resource. The link anchor for the Add to Cart link (illustrated in Listing 6-1) is in the include file `WL_COMMERCE_HOME/server/webapps/wlcs/commerce/catalog/includes/itemdetails.jsp`. For more information on `itemdetails.jsp`, see “The Catalog JSP Templates” in *Guide to Building a Product Catalog*.

### Listing 6-1 Add to Cart Anchor

---

```
<a href="<%= WebflowJSPHelper.createWebflowURL(pageContext, "itemdetails.jsp", "link(add)", "&" + HttpRequestConstants.CATALOG_ITEM_SKU + "=" + productItem.getKey().getIdentifier(), true) %>">
" border="0" alt="Add to Shopping Cart"></a>
```

---

This step of the tour describes the following actions:

- How the Link Anchor Invokes Webflow
- How Webflow Resolves the Link

## How the Link Anchor Invokes Webflow

The anchor uses the `WebflowJSPHelper.createWebflowURL()` method to pass data to Webflow. Note the following two data items that `WebflowJSPHelper.createWebflowURL()` passes to Webflow:

- The name of the JSP file that contains the link source. For the Add to Cart link, the JSP name is `itemdetails.jsp`.
- The event type and name. For the Add to Cart link, the event type is `link` and the name is `(add)`.

For more information about `WebflowJSPHelper.createWebflowURL()` method, see “Customizing Webflow and Pipelines” in *Guide to Managing Presentation and Business Logic: Using Webflow and Pipeline*.

After sending this data through one or more Pipelines, Webflow returns a URL that resolves the link.

## How Webflow Resolves the Link

When the `WebflowJSPHelper.createWebflowURL()` method sends data to Webflow, Webflow opens the `WL_COMMERCE_HOME/webflow.properties` file to find instructions for processing the data.

Listing 6-2 shows that `webflow.properties` directs the data it receives from `link(add)` to the `AddProductItemToShoppingCart.inputprocessor` input processor. (In `webflow.properties`, anything to the left of an equals sign is sending data to an input processor, Pipeline, Pipeline component, or other service, and anything to the right of an equals sign is receiving data.)

### Listing 6-2 The Add to Cart Link in `webflow.properties`

---

```
#####  
Handle add to shopping cart.  
#####  
  
# On the add link, extract parameters for the add to shopping cart pipeline  
*.jsp.link(add)=AddProductItemToShoppingCart.inputprocessor
```

---

**Note:** The `*.jsp.link(add)` construct indicates that Webflow applies this property to any link named `link(add)` on any JSP.

Listing 6-3 (which continues the `webflow.properties` excerpt started in Listing 6-2) shows that the input processor sends the link output into a Pipeline named `AddProductItemToShoppingCart.pipeline`. After this Pipeline processes data from the link output, it sends data to another Pipeline named `RefreshSavedList.pipeline`.

## 6 Example of Customizing the Templates

---

### Listing 6-3 Sending Data from Input Processor to Pipelines

---

```
# Execute the add to shopping cart pipeline
AddProductItemToShoppingCart.inputprocessor.success=AddProductItemToShoppingCart.pipeline

# If add operation succeeded, we want to make sure the saved list is refreshed before
going to shopping cart screen
AddProductItemToShoppingCart.pipeline.success=RefreshSavedList.pipeline
```

---

To find out how Webflow specifies which JSP to display after you click Add to Cart, you must continue following the Webflow trail to see where `RefreshSavedList.pipeline` directs its output.

The next instance of the `RefreshSavedList.pipeline` string, displayed in Listing 6-4, shows the Pipeline **receiving** data from another input processor; this represents another path for sending data into the Pipeline. However, we are interested in seeing where the Pipeline **sends** data, so we must search for an instance of the `RefreshSavedList.pipeline` string that is on the left side of an equals sign.

In this case, the `RefreshSavedList.pipeline=` string is located only three lines later in the file. It specifies that when the `RefreshSavedList.pipeline` pipeline succeeds, WebLogic Commerce Server displays `shoppingcart.jsp`.

### Listing 6-4 Resolving the Link

---

```
#####
# Handle view shopping cart.
#####
# First call InitShoppingCarts to make sure the pipeline session is initialized
*.jsp.link(shoppingcart)=customerhome_InitShoppingCart.inputprocessor
*.jsp.link(viewShoppingCart)=customerhome_InitShoppingCart.inputprocessor

# On success, execute the RefreshSavedList pipeline
customerhome_InitShoppingCart.inputprocessor.success=RefreshSavedList.pipeline

# if the pipeline succeeds go to shopping cart screen
RefreshSavedList.pipeline.success=commerce/shoppingcart.jsp
```

## Step 2: Modify Add to Cart

After locating the Webflow property that determines the user-visible behavior of Add to Cart, you can modify it to direct users to the top level of the catalog.

Recall from Chapter 3, “New User Buys a Product,” that the top level of the product catalog is displayed in `main.jsp`. But changing the output of `RefreshSavedList.pipeline.success` from `commerce/shoppingcart.jsp` to `commerce/main.jsp` would not produce desirable results.

`main.jsp`, does not contain the standard HTML tags that Web browsers can render. Instead, the file contains JSP tags.

If you were to change the output of `RefreshSavedList.pipeline.success` to display `main.jsp` directly, the Web browser would display an empty page. Instead, you must invoke an input processor named `GetTopCategories.inputprocessor`, which gathers data about categories in the product catalog and displays it in `main.jsp`.

For more information on how WebLogic Commerce Server populates `main.jsp` with data, see “The Product Catalog JSP Templates” in the *Guide to Building a Product Catalog*.

### Directing the Output of the GetTopCategories Input Processor

You can direct output from `RefreshSavedList.pipeline` to `GetTopCategories.inputprocessor` by either using the Webflow and Pipeline Editor or by modifying the `WL_COMMERCE_HOME/webflow.properties` file using a text editor such as Notepad. However, if you modify the properties files using a text editor and invalid entries are created, the behavior of the editor may be unpredictable. The Webflow and Pipeline Editor will only work with a valid Webflow or Pipeline properties file. A description of both methods are listed below:

- If you use the Webflow and Pipeline Editor, you must modify the destination of the success event for the input processor’s origin. The input processor origin is `RefreshSavedList.pipeline.success`. The success event’s destination that you need to set is `GetTopCategories.inputprocessor`. For more information

## 6 Example of Customizing the Templates

---

about modifying input processors, see “Using the Webflow and Pipeline Editor” in the *Guide to Managing Presentation and Business Logic: Using Webflow and Pipeline*.

- If you use a text editor, open the `WL_COMMERCE_HOME/webflow.properties` file and change the value on the right side of the equals sign as illustrated in Listing 6-5. You can change the previous property to a comment line, making it easy to return to your previous configuration.

### Listing 6-5 Modifying `webflow.properties`

---

```
# if the pipeline succeeds go to shopping cart screen
# RefreshSavedList.pipeline.success=commerce/shoppingcart.jsp
RefreshSavedList.pipeline.success=GetTopCategories.inputprocessor
```

---

## Step 3: Verify the Modification

After you save your modifications to `webflow.properties`, you can see the results by clicking the Add to Cart link from `details.jsp` (see Figure 6-1). You do not need to restart WebLogic Commerce Server.

Figure 6-1 Click Add to Cart in details.jsp



When you click Add to Cart, WebLogic Commerce Server displays the top level of the product catalog in `main.jsp`.

To verify that WebLogic Commerce Server added your item to the shopping cart, do the following from `main.jsp`:

1. Click View Cart in the header.
2. If WebLogic Commerce Server prompts you to log in, enter the username and password you set up in the previous sections of the tour.

When you click View Cart, WebLogic Commerce Server displays `shoppingcart.jsp`, which contains the item you added to the cart (see Figure 6-2).

Figure 6-2 The Shopping Cart

**Quick Look-up:**  
Enter keywords

Catalog data provided courtesy of [IPN Register](#), "where supply meets demand."

## Shopping Cart

Please review the items in your cart before clicking Check Out. Click Delete to remove an item from the cart altogether. Change an amount in the Quantity column to order two or more of an item, then click Update Totals before clicking Check Out.

Quantity	Item	List Price	Our Price	You Save	Subtotal	
<input type="text" value="1"/>	<a href="#">stapler-9-18496</a>	\$ 89.95	\$ 69.95	\$ 20.00	\$ 69.95	<input type="button" value="Remove"/>
<b>Total</b>					<b>\$ 69.95</b>	
(before shipping and taxes)						

You may qualify for additional discounts! Please [log in](#).

Press this button to  if you changed any quantities.

## What's Next?

To continue the tour and learn about the campaign features that are used in the JSP templates, and how they were defined in the E-Business Control Center, see Chapter 7, "A Sample Campaign."

To learn more about the WebLogic Commerce Server JSP templates, Webflow, Pipeline, the product catalog, and the other concepts introduced in the tour, CBEs should see the following documents:

- Guide to Managing Presentation and Business Logic: Using Webflow and Pipeline
- Guide to Building a Product Catalog
- Guide to Registering Customers and Managing Customer Services
- Guide to Managing Purchases and Processing Orders



# 7 A Sample Campaign

In previous sections of the tour, the focus was on the commerce features of the sample Web application. The descriptions were primarily intended as an overview for the Java developers or Commerce Business Engineers (CBEs) who will use the JSP templates and tags to build applications.

This final chapter of the tour switches the focus to the campaign features, especially from the perspective of the business analysts and marketing professionals who will use the graphical client tool called the BEA E-Business Control Center.

The following topics are discussed:

- Introduction and Prerequisites
- Step 1: Starting the E-Business Control Center
- Step 2: Connecting from the Client Tool to a Running Server
- Step 3: Examining Tour Campaign 1: Simple Banner Ad
- What's Next?

## Introduction and Prerequisites

This tour takes you through a basic sample campaign, and shows you the simple JSP tags that have been inserted in the sample JSP templates. These JSP tags do things like provide placeholders on the Web pages for content that is either associated with a campaign, or operates independently of a campaign. The characteristics of that content is determined by the person who defines the campaigns in the E-Business Control Center, the profiles of people using the Web site, and the events that occur while people are using the Web site.

First, a few basic facts about the BEA E-Business Control Center and campaigns:

- A broad range of users, including business analysts, marketing professionals, and CBEs can use the E-Business Control Center to define and manage promotional campaigns, campaign discounts, stand-alone discounts, customer segments, content selectors, ad placeholders, and custom events.
- Although the E-Business Control Center has a separate installation program, it is not a separate product. You can use this client tool for a variety of purposes with all three server packages: BEA Campaign Manager for WebLogic, WebLogic Commerce Server, and WebLogic Personalization Server.
- A run-time license check determines which features of the E-Business Control Center you can use. An abbreviated version of the functionality per license type is as follows:
  - If you are using the WebLogic Personalization Server only license, you can keep track of customer behavior (events), analyze customer interactions via a 3rd-party analytics tool, create placeholders for content display, define customer segments, and target customers with personalized content.
  - If you are licensed only for WebLogic Commerce Server, you can perform all the previously listed functions, plus you can define standalone discounts. A standalone discount is one that is not associated with a campaign.
  - If you are licensed only for Campaign Manager for WebLogic, you can perform all the previously listed functions, plus you can define campaign discounts, execute promotional campaigns, and you can use a 3rd-party tool to analyze the data collected by Campaign Manager for WebLogic to monitor and report on campaign results.

For more information about the product features according to license, see the Product Family Overview and Using the E-Business Control Center. This latter document is a copy of the online Help that is integrated into the client tool.

- The E-Business Control Center client can be installed either standalone or on the same system as the server software if the platform supports both. For this tour, you can run the E-Business Control Center on a Windows 2000 Professional or Windows Me client machine. If you are using a Windows 2000 machine, the server can be running on the same machine. If you are using Windows Me as the client, the server software must be running on a remote server platform such as Solaris 8, Windows 2000 Professional, or Windows 2000 Server.

- A campaign is a named group of scenarios that work together to achieve strategic business goals. A campaign coordinates several WebLogic Personalization Server, WebLogic Commerce Server, and Campaign Manager for WebLogic services to create and track marketing goals on an e-commerce Web site.
- A scenario is the primary building-block of campaigns. A scenario is composed of one or more scenario actions, all of which take place if their criteria are met: if a particular event occurs or if a customer is part of a specified customer segment.

## **Step 1: Starting the E-Business Control Center**

The E-Business Control Center is a client that connects locally or remotely to a server running Campaign Manager for WebLogic, WebLogic Commerce Server, and WebLogic Personalization Server applications.

If the E-Business Control Center is not installed yet, you or your system administrator should see “Installing the E-Business Control Center” in the Installation Guide. After the installation, you or your system administrator must set up the product license. If that step has not happened yet, see “Post-Installation Considerations” in the Installation Guide.

Before you start the E-Business Control Center, the server must be running. The WLCS Web application does not have to be running, but for the purposes of this tour we suggest that you have it running too. For information about starting the server and opening the WLCS Web application, see Chapter 2, “Starting the Tour.”

On a supported client Windows system, use the Start menu to start the E-Business Control Center. For example:

Start → Programs → BEA WebLogic E-Business Platform → BEA E-Business Control Center → E-Business Control Center

The E-Business Control Center client displays a splash screen with a number of `Initializing...` messages, and then opens its screens on the desktop.

## Step 2: Connecting from the Client Tool to a Running Server

Figure 7-1 shows the initial screens that are displayed when the E-Business Control Center client tool has started. In the Server Connection window, the E-Business Control Center prompts you for server connection information on the New Connection tab. For this example, enter:

- An optional name for the connection. For example: `Sample Tour`
- The name of the running WebLogic host. If you are running the server on the same machine as the client tool, enter `localhost`. Otherwise, enter the name of the remote machine. In the diagram, we have entered a remote server machine named `zazen`.
- The port: `7501`

(This assumes that the person who did the server configuration is using port number 7501. If you are not sure, please check with your system administrator.)

- A valid username and password. For example:

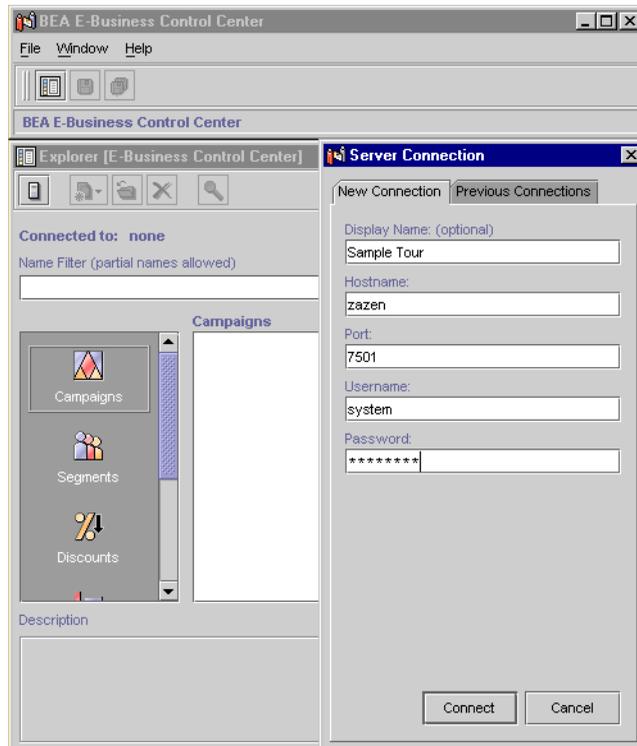
```
Username: system
Password: weblogic
```

(This assumes that the person who did the installation entered `weblogic` as the password for the `system` account. If you are not sure, please check with your system administrator.)

Or try the default username and password for the administrator account:

```
Username: administrator
Password: password
```

Figure 7-1 Server Connection Window and Initial Main Window

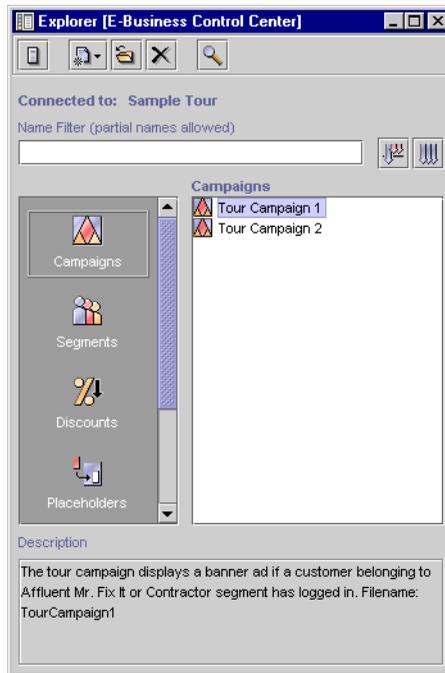


## Step 3: Examining Tour Campaign 1: Simple Banner Ad

Once the connection from the client tool to the server is established, we can start exploring some of the sample campaign data. The data comes pre-loaded in the application.

The E-Business Control Center displays an Explorer window, as shown in Figure 7-2.

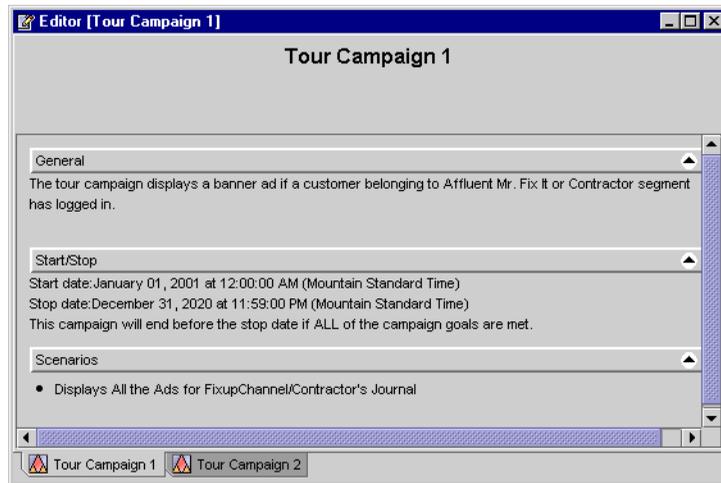
**Figure 7-2 Explorer Window**



When you click Tour Campaign 1 once, the description explains that in the Web application, a banner ad will be displayed if a customer belonging to the “Affluent Mr/Ms Fix-It” or “Contractor” customer segments has logged in. We will try the login accounts on the sample JSP templates later. For now, though, let’s look at the definitions related to Tour Campaign 1.

Double-click on “Tour Campaign 1.” In a few seconds, an editor window is displayed, as shown in Figure 7-3.

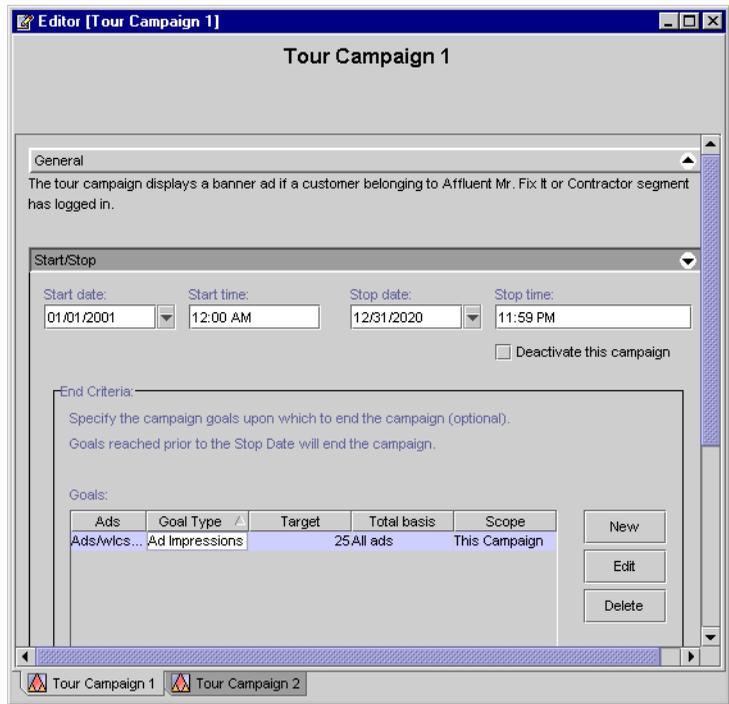
Figure 7-3 Campaign Editor Window



On the right side of the window, click each of the small black triangles in the white circles to expand each category: General, Start/Stop, and Scenarios.

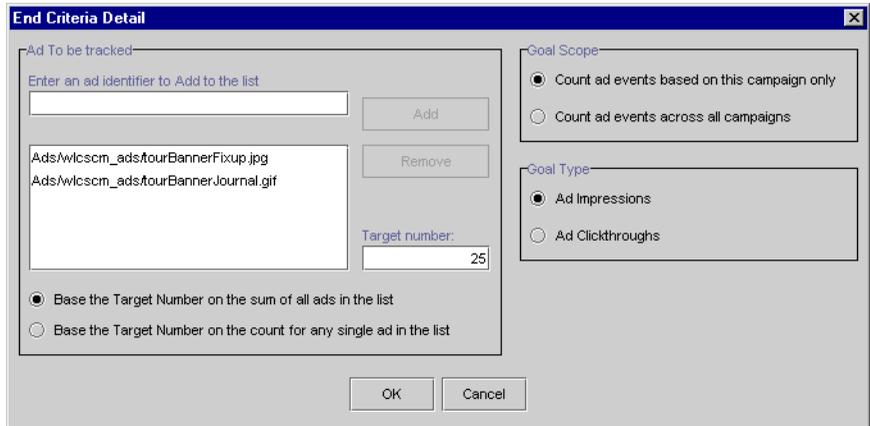
The General category contains the description of the campaign. The Start/Stop section shows the date range for the campaign, and specifies the ending criteria for the campaign on the running server. Notice how the ads that are part of this campaign will be displayed up to 25 times on the server before the campaign ends. For example, see Figure 7-4.

Figure 7-4 Start/Stop Settings for Tour Campaign 1



Click in the row for the ending criteria, and then click the Edit button to get a closer look, as shown in Figure 7-5.

Figure 7-5 End Criteria Detail Window

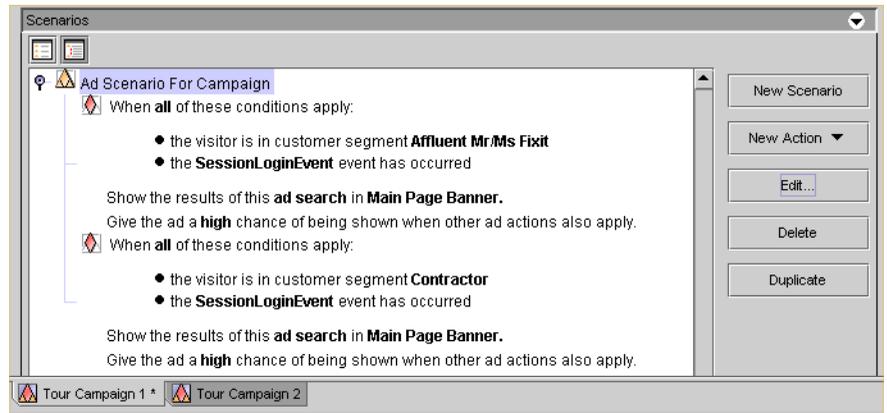


Notice how this particular campaign is specifying two banner ad graphics that will be displayed. On this screen, the business analyst or marketing professional can set the target number and characteristics for the campaign, the goal scope, and the goal type.

Click the OK or Cancel button on the End Criteria Detail window. Back on the Editor window for Tour Campaign 1, click the Start/Stop arrow again to minimize it. Then click the arrow for the Scenarios category to expand its display on the window. The Ad Scenario for Campaign is displayed.

On the Editor window for Tour Campaign 1, in the Scenarios category, click the small Details icon (on the right). Figure 7-6 shows the relevant portion of the display.

Figure 7-6 Details Display for Ad Scenario for Campaign



Again, a scenario is the primary building-block of campaigns. A scenario is composed of one or more scenario actions, all of which take place if their criteria are met: if a particular event occurs or if a customer is part of a specified customer segment. As you can see, two actions are defined for this scenario. The scenario occurs if:

- The Web site visitor who has just logged in is part of the “Affluent Mr/Ms Fixit” customer segment.
- Or if the Web site visitor who has just logged in is part of the “Contractor” customer segment

As you will recall from an earlier chapter in the tour, the `newuser.jsp` template includes a `newdemographictemplate.inc` file. It contains form fields that allow the person registering with the Web site to characterize themselves in one of several categories. Figure 7-7 shows a portion of the Demographic Options on the `newuser.jsp`:

**Figure 7-7 Demographic Options from newuser.jsp Template**

<b>Marital Status *</b>	<input type="radio"/> Widowed
	<input type="radio"/> Married
	<input type="radio"/> Divorced
	<input type="radio"/> Single
<b>Education Level *</b>	<input type="radio"/> College Graduate
	<input type="radio"/> High School
	<input type="radio"/> Graduate Degree
	<input type="radio"/> Professional Degree
	<input type="radio"/> Some College
<b>Income Range *</b>	<input type="radio"/> Under \$35,000
	<input type="radio"/> \$35,000 to \$49,999
	<input type="radio"/> \$50,000 to \$74,999
	<input type="radio"/> \$75,000 to \$99,999
	<input type="radio"/> \$100,000 to \$124,999
	<input type="radio"/> \$125,000 and above
<b>Handiness *</b>	<input type="radio"/> Do It Yourselfer
	<input type="radio"/> Saturday Helper
	<input type="radio"/> All thumbs
	<input type="radio"/> Professional

For the sample campaigns, there are two registered customers you need to know about:

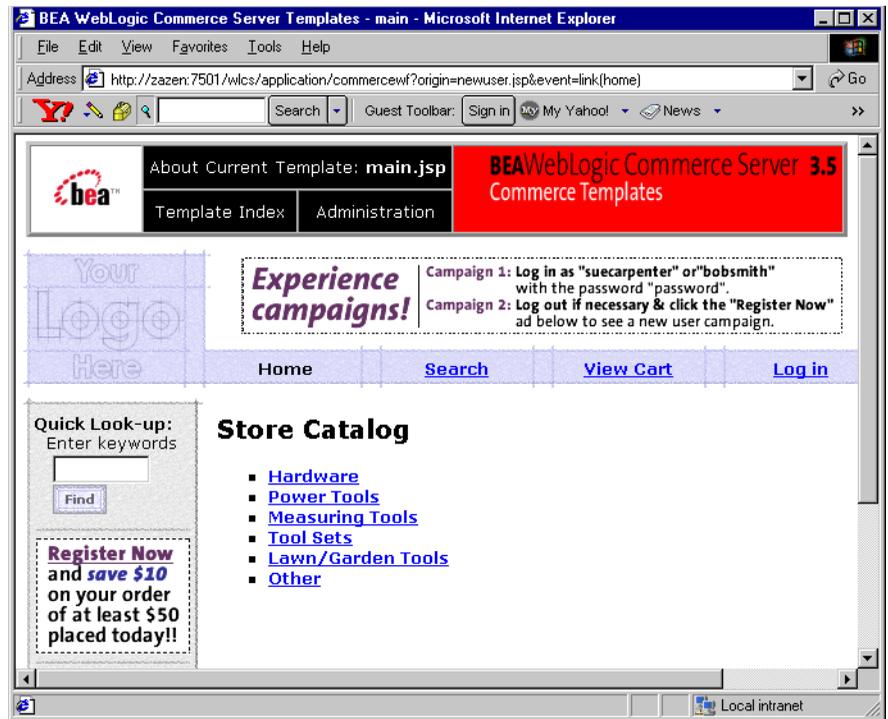
- Sue Carpenter: username is `suecarpenter`; password is `password`. When she registered with the site, Sue’s demographic characteristics included Professional and the salary range off \$125,000 and above. This puts Sue in the “Contractor” customer segment that is defined in the E-Business Control Center.
- Bob Smith: username is `bobsmith`; password is `password`. When he registered with the site, Bob’s demographic characteristics included “Do It Yourselfer” and the salary range of \$100,000 to \$149,999. This puts Bob in the “Affluent Mr/Ms Fixup” customer segment that is defined in the E-Business Control Center.

Notice how on the initial `main.jsp` template for the running WLCS Web application, before logging in as any user, the default banner graphics are:

- `tourBanner1.gif` (top banner that includes the text “Experience Campaigns!”)
- `tourSide01.gif` (side banner that includes the text “Register Now...”)

Figure 7-8 shows the initial display for the sample Web application:

Figure 7-8 Initial Display for the WLCS Web Application



The `tourBanner1.gif` and `tourSide01.gif` images are default images. The placeholder JSP tag is simply:

```
<ph:placeholder name="<%= banner %>" />
```

To experience the first sample campaign and see what the Web visitor will see, let's access the WLCS Web application in a browser:

- `http://localhost:7501/wlcs` (if the server is running locally)

Or:

- `http://<wl-host>:7501/wlcs` (substitute the machine name on which the server is running in the `<wl-host>` parameter). For example:

```
http://zazen:7501/wlcs
```

Click the Log In link in the horizontal navigation section of `main.jsp`.

## Step 3: Examining Tour Campaign 1: Simple Banner Ad

When you arrive on the `login.jsp` template, log in as:

Username: `suecarpenter`

Password: `password`

If you entered Sue's username and password correctly, notice the changes when you arrive back on the `main.jsp` template. Figure 7-9 shows the sample display.

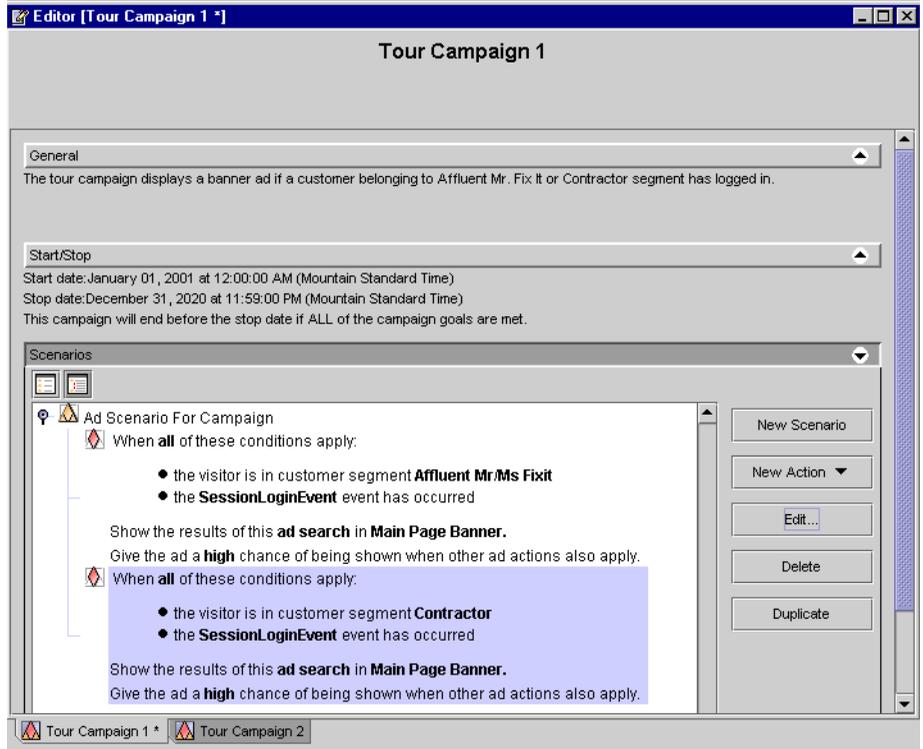
**Figure 7-9 Main.jsp Display for Logged-in User Sue Carpenter**

The screenshot shows the main page of the Contractor's Journal web application. At the top, there is a navigation bar with the BEA logo, a menu for 'main.jsp' (including 'About Current Template', 'Template Index', and 'Administration'), and a red banner for 'BEA WebLogic Commerce Server 3.5 Commerce Templates'. Below this is a header area with a placeholder for 'Your Logo Here' and a banner for 'Contractor's Journal'. A navigation menu includes 'Home', 'Search', 'View Cart', and 'Logout'. The main content area is divided into a left sidebar and a main section. The sidebar contains a welcome message for 'Sue Carpenter' with links for 'View Profile' and 'Logout', a 'View History' section with links for 'Orders' and 'Payments', a 'Quick Look-up' search box, and a promotional message: 'Register Now and save \$10 on your order of at least \$50 placed today!!'. The main section features a 'Store Catalog' with a list of categories: Hardware, Power Tools, Measuring Tools, Tool Sets, Lawn/Garden Tools, and Other. Below the catalog, there is a location note: 'We are located right next to the Pearl Street Mall. The address is ... 101 Main Street Boulder, CO 80302'.

Sue is in the Contractor customer segment. Notice the targeted “Contractor’s Journal” ad is now used in the banner. The image file name is `tourBannerJournal.gif`.

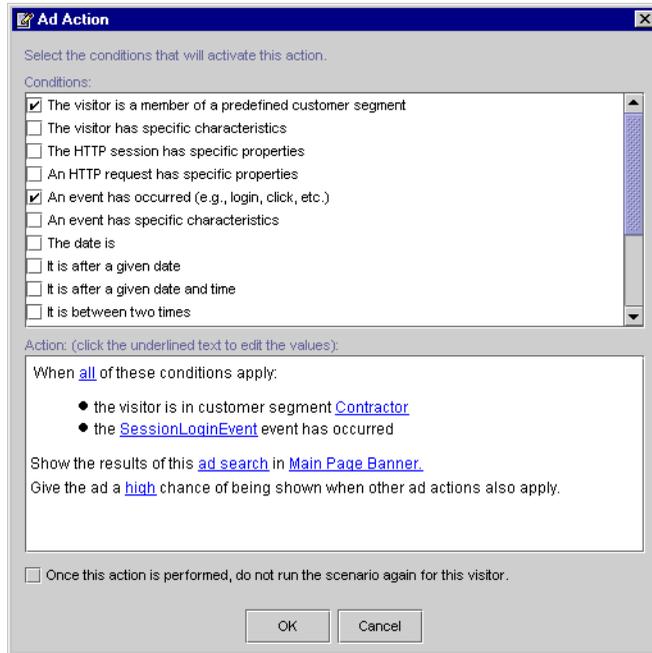
**How was the association made between a customer in the Contractor customer segment and this ad?** Let’s go back to the E-Business Control Center. On the Editor window for Tour Campaign 1, in the Scenarios section, click in the second action that references the Contractor customer segment, as shown in Figure 7-10.

Figure 7-10 Action that References Contractor Customer Segment



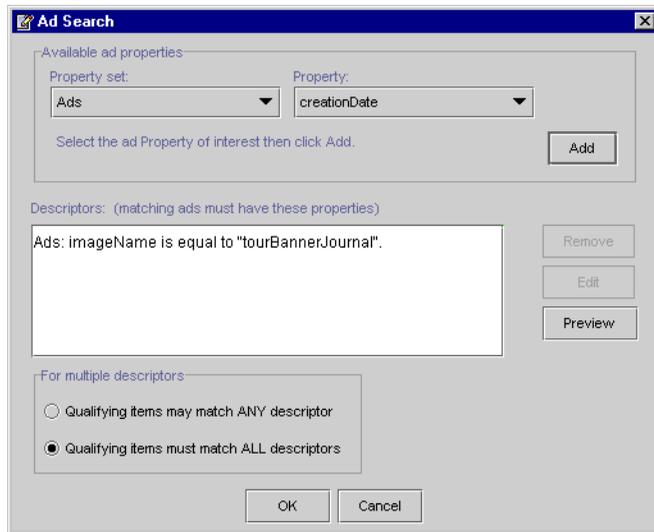
With that action highlighted, click the Edit button. On the Ad Action window, click the “ad search” link shown in Figure 7-11.

Figure 7-11 Notice the “ad search” link on the Ad Action Window



Click the “ad search” link. Figure 7-12 shows the Ad Search window.

**Figure 7-12 Ad Search Window**



Of course, you can now see the `tourBannerJournal.gif` image that is associated with customers in the Contractor customer segment, as defined in the Tour Campaign 1. If you want, you can highlight the item in the Descriptors row to see how the Preview function works.

On the WLCS Web application, you can log out as Sue Carpenter and then log in as Bob Smith. (The username is `bobsmith` and the password is `password`.) Bob is in the “Affluent Mr/Ms Fixup” customer segment. Figure 7-13 shows the `main.jsp` display for the logged in Bob Smith.

Figure 7-13 Main.jsp Display for Logged In User Bob Smith



As you can see, the targeted banner ad for Bob Smith is using the `tourBannerFixup.gif` image. You can confirm this in the E-Business Control Center by following the scenario action that references the Affluent Mr/Ms Fixup customer segment.

After you create a new placeholder in the E-Business Control Center, a CBE must use a special tag (the `<ph:placeholder>` JSP tag) in the location that you want to display ads. For example, if you create a placeholder to display ads in the top banner, a CBE must add a `<ph:placeholder>` tag to the top banner.

When a customer accesses a page that contains a placeholder JSP tag, the tag starts the process of choosing a query, running the query, and then generating the HTML tags that the browser needs to display the ad.

Once a CBE uses this tag on a page on your web site, you use the E-Business Control Center to change the queries that the tag can run; you do not need a CBE to modify the tag.

**Note:** A documentation walk-through of Tour Campaign 2 (discounts for registered users) may be provided in an update to this document on the BEA E-Docs Web site. Please check <http://edocs.bea.com/wlcs/docs35/cstour/campaign.htm>.

## What's Next?

This concludes the JSP Commerce and Campaign tour. To learn more about the E-Business Control Center, see the online Help in the client tool. A copy of the online Help is also available in the document "Using the E-Business Control Center." This document is of interest to business analysts, marketing professionals, and developers. In the documentation, developers are referred to as Commerce Business Engineers (CBEs).

CBEs should also read the Guide to Developing Campaign Infrastructure and the Guide to Events and Behavior Tracking.

To learn more about the WebLogic Commerce Server JSP templates, Webflow, Pipeline, the product catalog, and the other concepts introduced in the tour, CBEs should see the following documents:

- Guide to Managing Presentation and Business Logic: Using Webflow and Pipeline
- Guide to Building a Product Catalog
- Guide to Registering Customers and Managing Customer Services
- Guide to Managing Purchases and Processing Orders

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