



Usable Shopping Carts

Jon Stephens, Jody Kerr, Clifton Evans

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Creating a usable e-commerce application is a daunting challenge. There is so much to do, from the initial concept, through to designing and coding the application. This leaves a lot of scope for things to go wrong.

In this book we take all the hassle out of online shopping applications, by showing you how to plan your application, design the user interface and datastore, and code the entire thing. But it doesn't stop there – we provide the complete code for two complete shopping cart applications, customizable for your own needs.

In this book we cover:

- Planning an e-commerce application
- Designing the application, from customer surveys and wireframe models, to UI design and prototyping
- Designing and implementing the databases that will hold your product and order information
- Implementing the Product Catalog, Shopping Cart, and Checkout system

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