

# ALTEREDCART



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## Buy Together Module Overview

The Buy Together Module is four individual modules combined to add many necessary ecommerce features into your X-Cart based web store. These modules will improve the usability of your store, and make it easier for your customer to place multiple item orders. These ecommerce features will persuade your customers to buy a more expensive item or to buy a related additional product at a discount. The four ecommerce features are:

### 1. Buy Together:

#### Buy Together and Save

**Buy Together and Save: \$7.00**



Cranium

+



Lord of the Rings Board Game

**Buy Together For Only: \$62.98**

[Buy Together Now](#)

PLEASE NOTE: You can edit the product options after the items have been added to the cart.

### 2. Customers Also Bought:

#### Customers Also Bought

Customers who bought this item also bought...



Lord of the Rings Board Game



Monopoly Junior



Flight Simulator 2000



Baldur's Gate II Add On

### 3. Customers like you also purchased:

**Categories**

- ▶ Books
- ▶ CD - DVD - Video
- ▶ Computer hardware
- ▶ Electronics
- ▶ Games and toys
- ▶ Gifts
- ▶ Household
- ▶ Men's clothes
- ▶ Software
- ▶ Sport

**Special**


Gift certificates

**Help**

Contact us  
Privacy statement  
Terms & Conditions

Your Company Name :: Your shopping cart :: Lord of the Rings Board Game

**Added to your shopping cart:**




**Lord of the Rings Board Game**

<< Continue Shopping <<    >> Proceed to Checkout >>

**Customers like you also purchased:**

**Cranium**




Price: **\$34.99**

Quantity

**Buy Now**

**Monopoly Junior**




Price: **\$10.99**

Quantity

**Buy Now**

**Flight Simulator 2000**



Price: **\$78.00**

Quantity

**Buy Now**

**Your cart**

Items: 2  
Total: \$45.98

View cart  
Checkout  
Wish list  
Modify profile  
Delete profile  
Orders history

**Authentication**

alteredcart is logged in !

Log out

If Javascript is disabled in your browser click here

### 4. Recently Viewed Items:

s Gate 11: Throne of Bhaal has shipped to retail computers and gamers will need to own the Shadows of Amn in order to play.

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SKU191  
43 item(s) available  
1.00 lbs  
**\$40.00** (€ 34.80)

---


No

1

**to wish list**

If Javascript is disabled in your browser click here

**Recently Viewed**



**Flight Simulator 2000**

## Buy Together :: Customer Side

### Product Page

Unlike most 'upsell' and 'we recommend' systems, the Buy Together module does not convolute the checkout process with extra steps. It uses one button click to add multiple products to the cart with or without a discount.

With the Buy Together feature you can add an additional incentive to purchase multiple items by adding special discounts to the products when the customer purchases all of the items by adding them to the cart with the 'Buy Together Now' button (Figure 1.1).

### Buy Together and Save

**Buy Together and Save: \$16.10**



Cranium

+



Lord of the Rings Board Game

+



RAD Robot (27 MHz)

+



Monopoly Junior

**Buy Together For Only: \$144.86**

**Buy Together Now**

PLEASE NOTE: You can edit the product options after the items have been added to the cart.

Figure 1.1

This module uses a custom session method to track all the items a user adds to the cart, and will cancel the discount if a customer removes one of the either the main product or all of the additional products from the cart.

The discount is optional (more information below). Figure 1.2 shows the Buy Together module with no discount.

### Buy Together

**Buy Together For Only: \$45.98**



Cranium

+



Monopoly Junior


**Buy Together For Only: \$45.98**

**Buy Together Now**

Figure 1.2

## Shopping Cart

When a customer uses the Buy Together Feature all of the items will be added to their shopping cart and any applicable discounts will be applied.



**Lord of the Rings Board Game** 

Here's your chance to prove you are worthy to save Middle Earth. Enter the world envisioned in J.R.R. Tolkien's book Lord of the Rings and become a member of the Fellowship. The goal of the game is to stop the Dark Lord Sauron from winning back the magic Ring, which Frodo has inherited and which Sauron would use to forever enslave the land.

**Selected options:**  
Gift pack: No

**\$34.99** x  = **\$34.99** (€ 30.44)

Delete item  Edit options 

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<b>SUBTOTAL:</b>	<b>\$69.98</b> (€ 60.88)
<b>Discount:</b>	<b>\$7.00</b> (€ 6.09)
<b>DISCOUNTED SUBTOTAL:</b>	<b>\$62.98</b> (€ 54.79)

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Update  Clear cart  **Checkout**

Figure 1.3

Figure 1.3 shows the cart with the added discount the customer receives when they use the 'Buy Both Now' button. Items added using the buy together feature will be marked with the red sale tag.

If one of the discounted items are removed from the cart the customer will not receive any discount. The discount will only be valid when both items are purchased together.

## Customers Like You Also Purchased

When an item is added to the cart using the regular **Buy Now** or **Add to cart** buttons the customer will be showed a confirmation message that they have added the item to the cart, and they will be shown a list of other products that customers bought when they viewed the same products. (This data is stored in the database, and will be available every time a customer returns to the site).

This list is automatically generated and contains the most popular items purchased along with the item they added to the cart, and all of the previous items they have viewed. They will also see the last three items that they viewed.

Figure 1.4 displays an example of the screen a customer will see after adding an item to the cart.

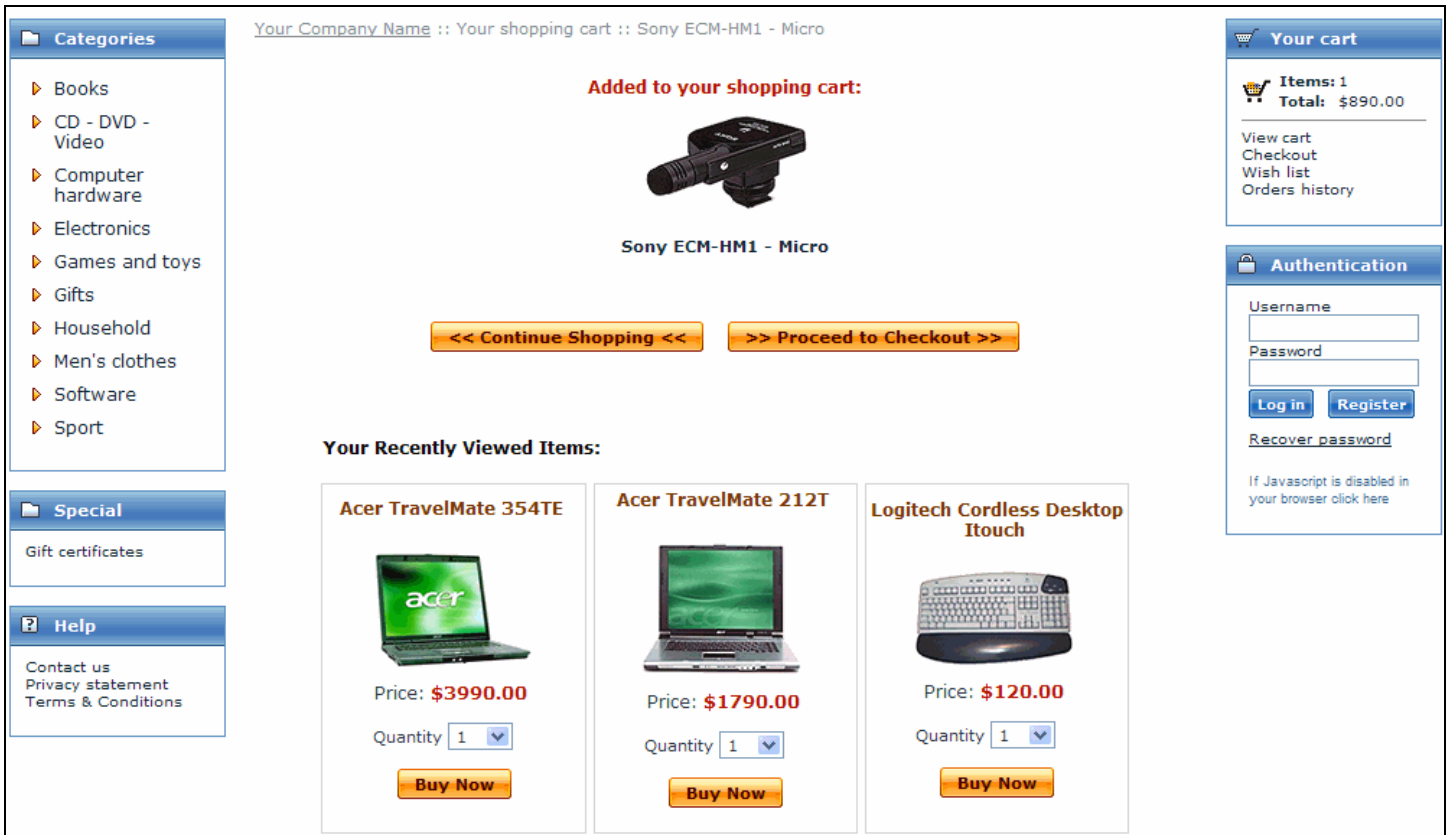


Figure 1.4

## Product Options

If at least one of the items that are added to the cart contain product options a message will be displayed in the Cart (cart.php). Figure 1.5 displays the information box that will be visible immediately after the items are added to the cart. Also, a message is displayed on the product page near the **Buy Together Now** button.

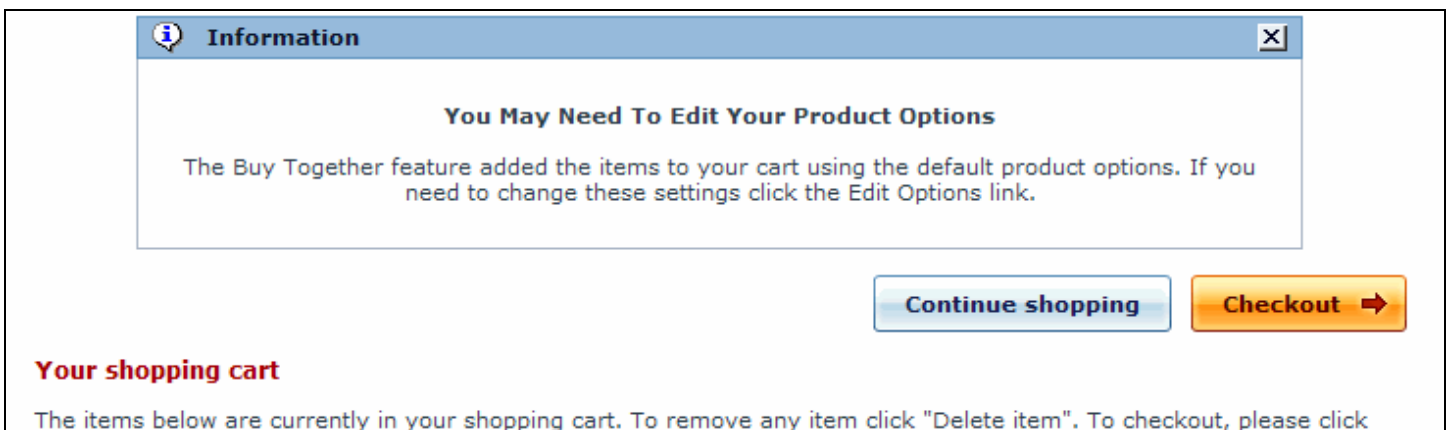


Figure 1.5

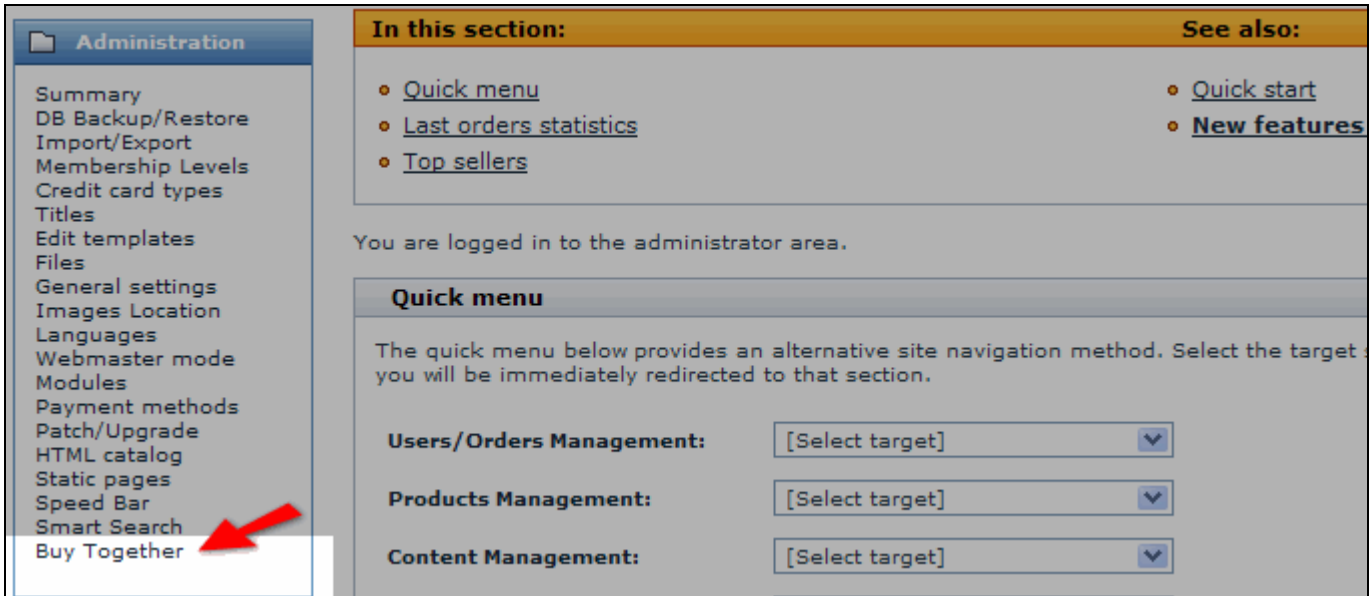
## Recently Viewed Items

The 4 most recently viewed items are displayed on the right of the pages so the customer can easily click on the products they have shown an interest in.

The screenshot displays a product page with a bundle offer. At the top, there are two buttons: "Add to cart" and "Add to wish list". Below these, a "Save" section indicates a discount of \$45.75. The main product bundle features a Sony ECM-HM1 - Micro camera and another item, with a "Buy Together For Only: \$411.75" offer and a "Buy Together Now" button. A red arrow points from this button to the "Recently Viewed" sidebar on the right. The sidebar, titled "Recently Viewed", lists three items: an Acer TravelMate 354TE laptop, an Acer TravelMate 212T laptop, and a Logitech Cordless Desktop Itouch keyboard and mouse. A note at the top right of the sidebar states: "If Javascript is disabled in your browser click here".

## Buy Together :: Admin Side

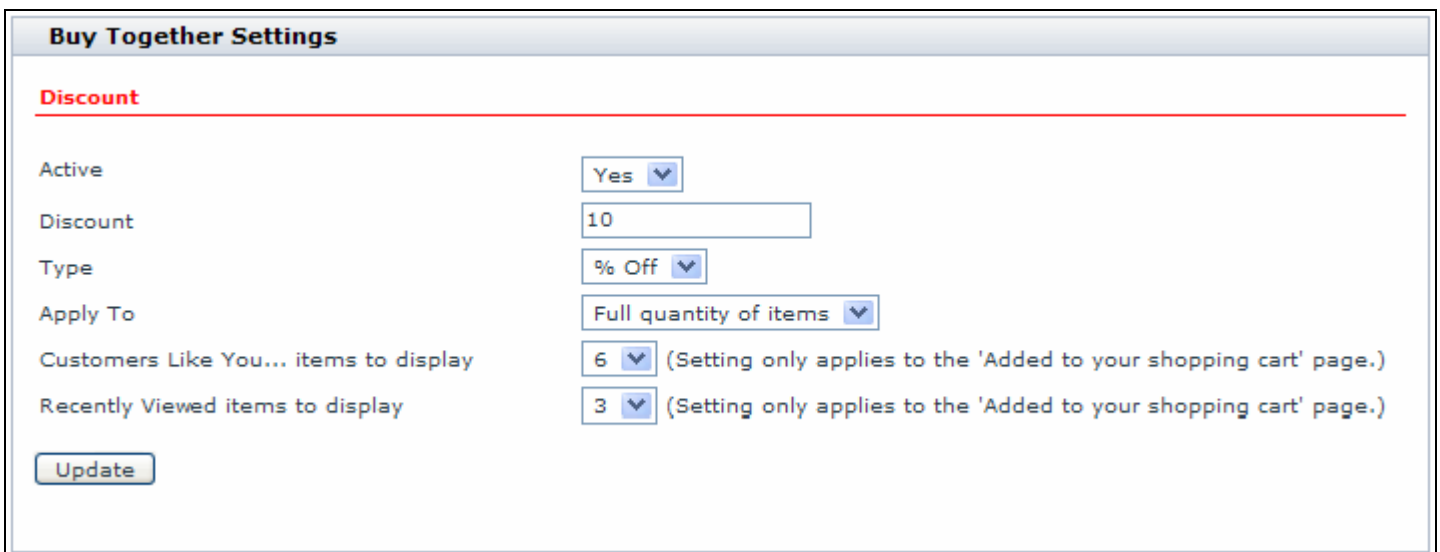
Near the bottom of your Administration menu there is a **Buy Together** link. This will open the page where you control the Buy Together settings, and generate the Buy Together products.



The screenshot shows the Administration menu on the left, with 'Buy Together' highlighted at the bottom. A red arrow points to this link. The main content area is titled 'In this section:' and lists 'Quick menu', 'Last orders statistics', and 'Top sellers'. To the right, under 'See also:', there are links for 'Quick start' and 'New features'. Below this, a message states 'You are logged in to the administrator area.' and a 'Quick menu' section provides an alternative site navigation method. It includes three dropdown menus: 'Users/Orders Management', 'Products Management', and 'Content Management', each with a '[Select target]' placeholder.

## Buy Together Discount Settings

The first menu displayed controls all of the Buy Together settings (Figure 2.1).



The screenshot shows the 'Buy Together Settings' page. The 'Discount' section is highlighted with a red underline. The settings are as follows:

Setting	Value	Notes
Active	Yes	
Discount	10	
Type	% Off	
Apply To	Full quantity of items	
Customers Like You... items to display	6	(Setting only applies to the 'Added to your shopping cart' page.)
Recently Viewed items to display	3	(Setting only applies to the 'Added to your shopping cart' page.)

An 'Update' button is located at the bottom left of the settings area.

Figure 2.1

These settings control the discounts and how they are applied to your store. They work as described below:

**Active** – turns the discount on or off (if the discount feature is turned off there will still be buy together products, but there will not be a discount applied when both items are added to the cart).

**Discount** – This controls the amount that will be discounted.

**Type** – Percent or \$ Fixed. This will discount the amount chosen from both products. For example, if it is set at \$10, \$10 will be discounted from both products added to the cart (\$20 total).

**Apply To** – Controls if the discount is applied to the first item, or all subsequent items. If the customer uses the 'Buy Both Now' button and adds items to the cart, and then updates the quantity, this will control if the discount is applied to every item, or just the first.

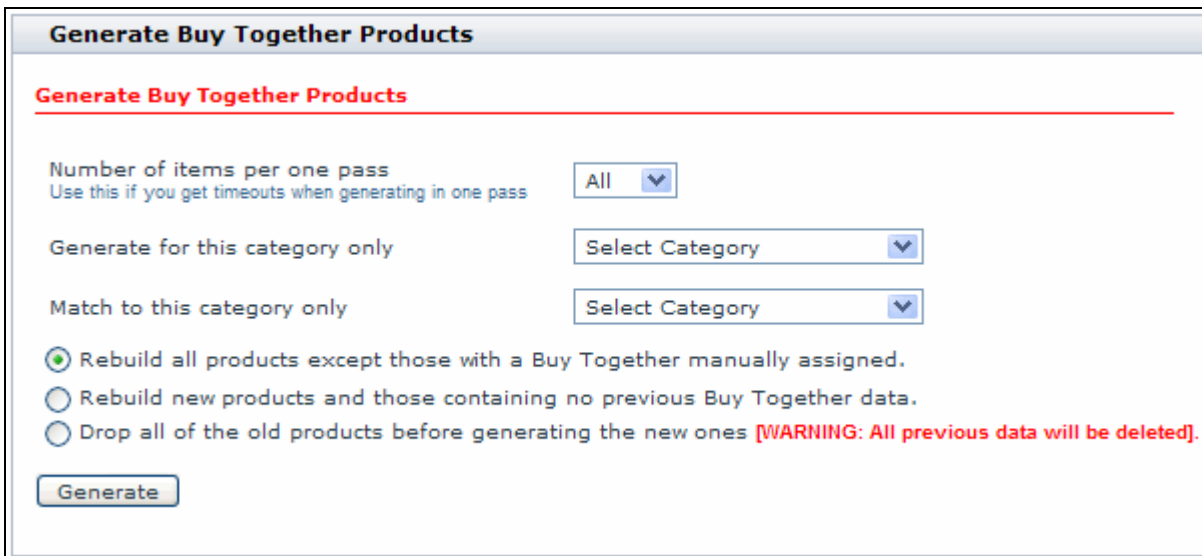
For example: A customer uses the 'Buy Both Now' button and adds two items to the cart. Then they update the quantity of the items to 5 of one of the items. If 'Only the first items' is set, the discount will only apply to the first item, and the remaining will be regular price.

**Customers Like You ... items to display** - the amount of items to display on the "Added... page."

**Recently Viewed items to display** - the amount of items to display on the "Added... page."

## Generate Buy Together Products

This section is where you generate all of the products that will be displayed as 'Buy Together' products.



The screenshot shows a web form titled "Generate Buy Together Products". At the top, there is a red heading "Generate Buy Together Products" underlined. Below this, there are several settings:

- "Number of items per one pass" with a dropdown menu set to "All". A note below says "Use this if you get timeouts when generating in one pass".
- "Generate for this category only" with a dropdown menu labeled "Select Category".
- "Match to this category only" with a dropdown menu labeled "Select Category".
- Three radio button options:
  - Rebuild all products except those with a Buy Together manually assigned.
  - Rebuild new products and those containing no previous Buy Together data.
  - Drop all of the old products before generating the new ones [WARNING: All previous data will be deleted].
- A "Generate" button at the bottom left.

Figure 2.2

The Buy Together products are generated in the admin section. This is done to reduce the number of queries to the database, so this module **will not** slow down the speed of your store.

The product that is matched as a buy together is (In this order):

1. The product that was the most purchased along with it.
2. (If there are no sales of this product) A random product from the same category.
3. (If there are no other items in the same category) A random product from the store.

The options to generate the product are:

**Generate for this category only** – Buy Together matches will only be generated for products in this selected category.

**Match to this category only** – The generated products will be limited to this category.

**Number of items per one pass** – Use this if your server times out when generating the Buy Together products.

**Rebuild all products except those with a Buy Together manually assigned.** – If you set a buy together product manually, or have this product disabled for buy together, it will not generate a new product, but will generate new products for every other product.

**Rebuild new products and those containing no previous Buy Together data.** – This will only generate Buy Together settings for the new products containing no previous data.

**Drop all of the old products before generating the new ones.** – This will rebuild ALL PRODUCTS and remove all previous manual settings or products that have been disabled.

## Buy Together Product Details Page

In the product details section you are able to manually control which products are assigned as a **Buy Together**, and manually control the products that are displayed on the **Added to your shopping cart** page.

The screenshot shows a web interface titled "Buy Together" with a red header. It is divided into two main sections: "Selected Products" and "Added to Cart Page Manual Selections".

**Selected Products:** This section contains three product thumbnails with their names and "[Delete]" links below them: "Windows Millennium", "New Masters of Flash", and "Designing Web Usability". Below these is a blue button labeled "Add Buy Together Product".

**Custom Discount:** This section features a checkbox labeled "Disable this product for the Buy Together Module" and a text input field for a discount percentage, followed by the text "% Off -- (Global discount is set at 10% Off)".

**Added to Cart Page Manual Selections:** This section contains two product thumbnails with their names and "[Delete]" links below them: "Baldur's Gate II Add On" and "Microsoft FrontPage 2000". Below these is a blue button labeled "Add Manually Displayed Product".

Figure 2.3

As is displayed in Figure 2.3, you can manually select products to display as a Buy Together combination, or disable the buy together feature for an individual product.

When you have manual Added to the Cart Page selections these will be displayed when a users adds an item to the cart, if there are no selections made the items displayed will be based on the most commonly purchased products.

## Customer Also Purchased

The customers also purchased module is very simple to use. If it is enabled in the modules section it will up to five other items that customers bought with the current product. This will be displayed in the standard dialog box on the product page.

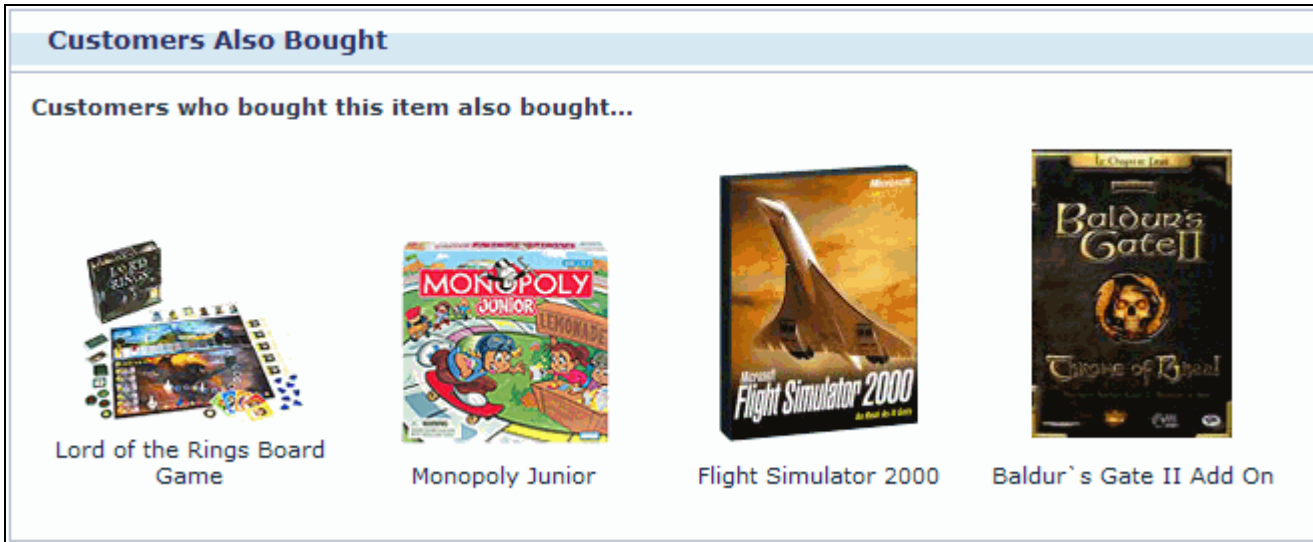


Figure 3.1

## Smarty Templates

The Buy Together module is built using smarty templates. They will automatically take on the look of your X-Cart skin and you can also modify them to change the look to suit your sites needs.