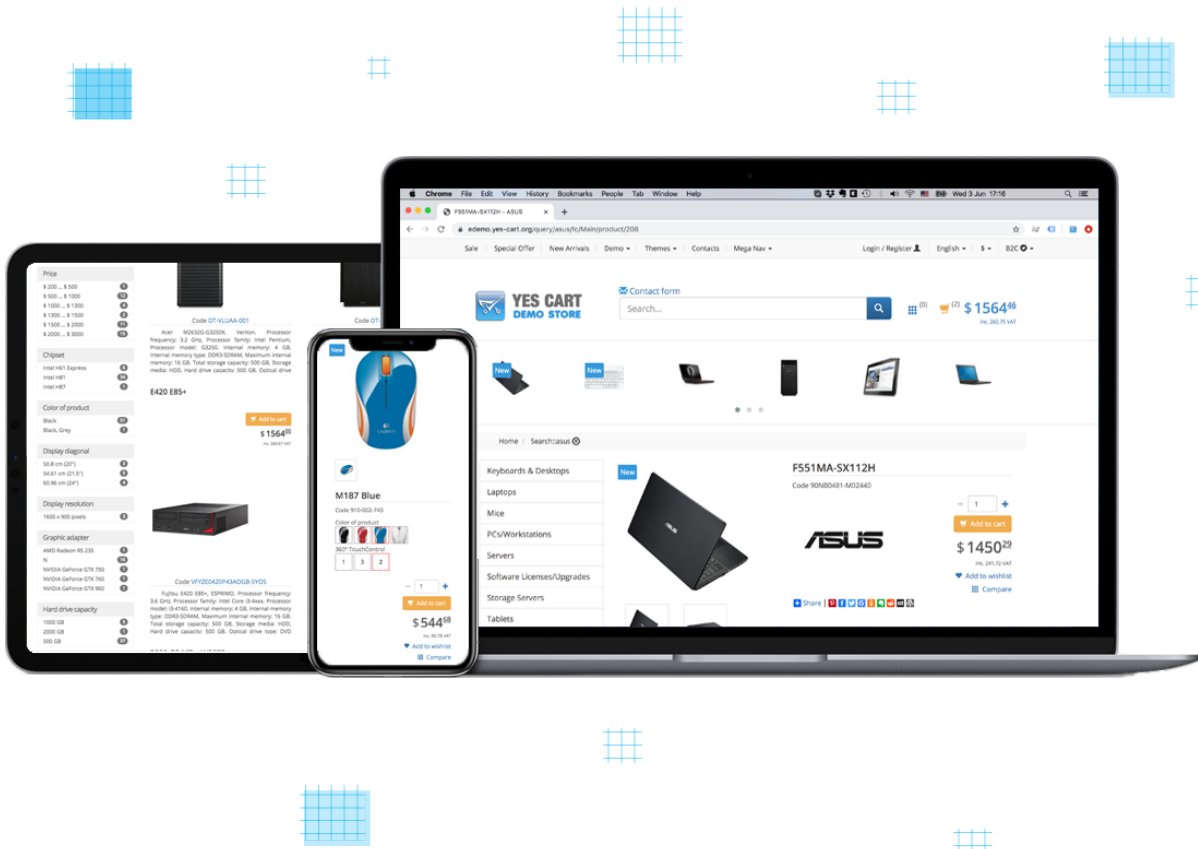# Themes

- Overview
- Themes documentation

Overview

Ease of use of e-commerce website, its design and usefulness of product data it presents will ultimately influence its success. All these features are referred to as **themes**. Each **theme defines a unique look and feel** of the storefront which is comprised of a number of resources such as templates, image files, cascading style sheets (CSS), javascript etc.

The platform allows to **create multitude of themes**. Applying any particular theme is as easy as specifying its name in the shop instance editor **at any point in time**. Moreover process of creating new themes does not need to start from scratch as the platform provides **mechanism of resources inheritance**. Using this mechanism themes can be stacked and the first available resource on the stack will be used. Therefore modifications can be limited to crucial elements such as CSS and images thus allowing to quickly create alternative designs ready to be used by shops. Page templates can further be enhanced by shop specific content data and content includes.

The platform comes with a **default theme** out of the box which is built using state of the art technologies featuring **responsive design making your web site look beautiful on any device**. Default theme is packed with features providing various templates for typical e-commerce web site.

The anticipation that default theme is re-purposed using resource inheritance mechanism to allow creation of new themes quickly. And it is expected that new themes will be created regularly to complement marketing strategy of the web site. There are several use cases such as:

- A/B testing to see which design works better and generates better sales

- Seasonal holidays alterations, such as Christmas and Easter
- Seasonal promotions, such as Winter and Summer sales
- Targeted marketing to provide customer specific messaging and promotions

Moreover **themes mechanism encompasses e-mail generation** thus e-mails follow the same theme and resources inheritance rules as any other templates.
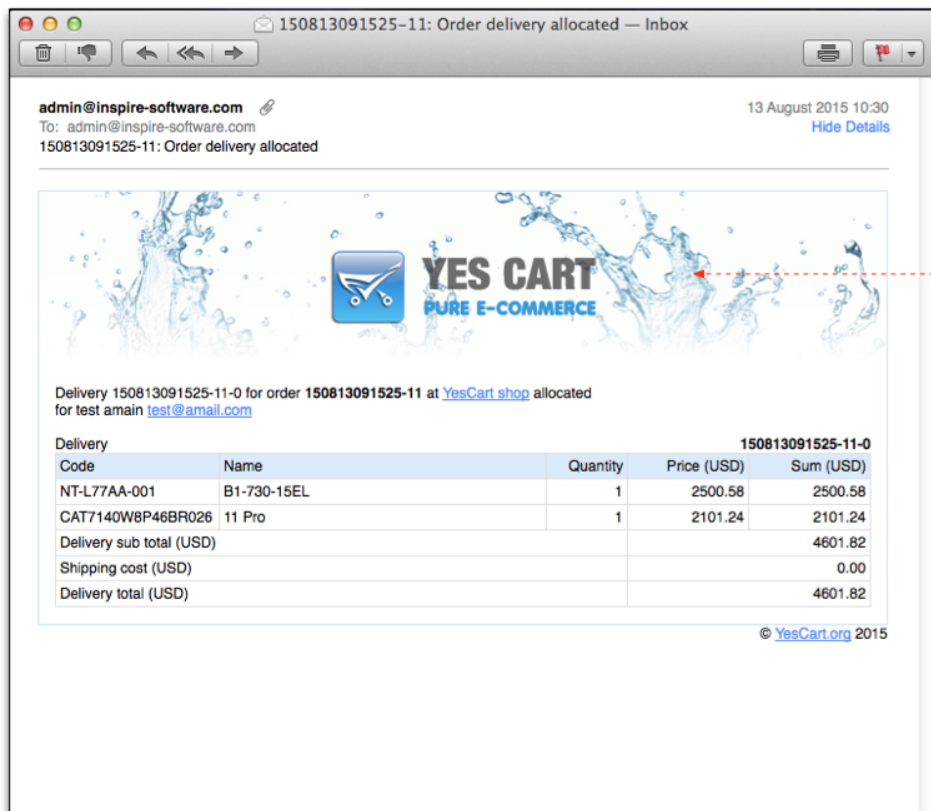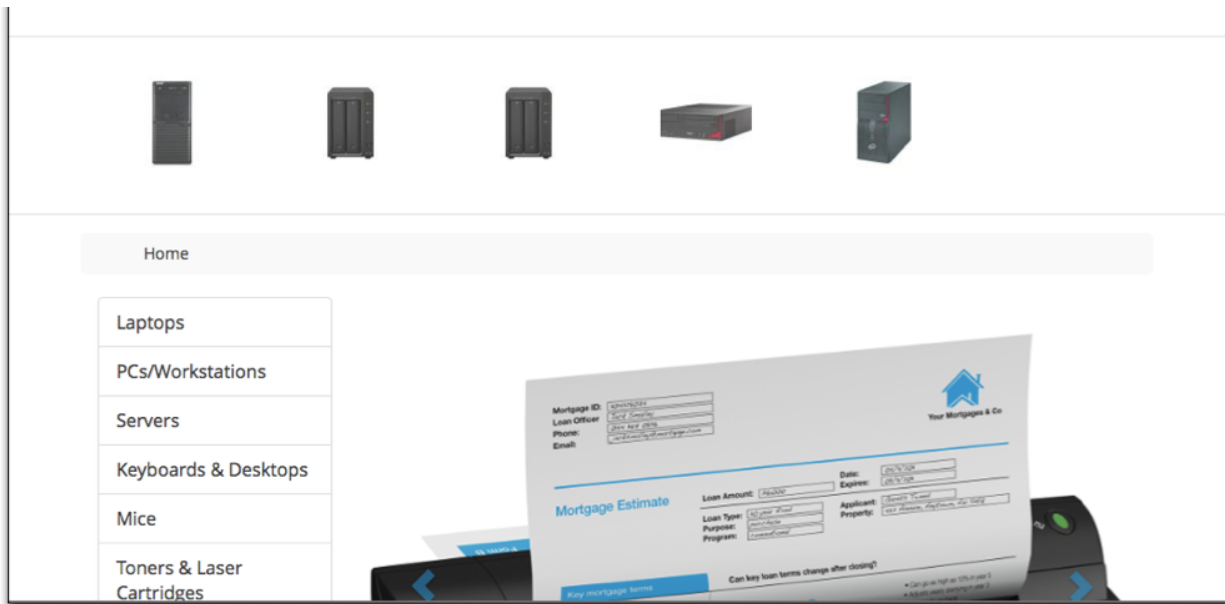
We recommend reviewing default theme features and see **demo theme** in action on our demo store.

Technical users are referred to theme templates and theme e-mails cookbooks to see process of creating new themes in details.

Theme ecosystem is depicted in figure 1.

Figure 1: Themes configuration and resolution

Project tree (IntelliJ):

```
yes-cart
  Project
    ▼ theme
      ▶ imagevault
      ▼ mail
        ▶ assembly
        ▼ src
          ▼ main
            ▼ resources
              ▶ admin.mail.adm-passwd
              ▶ default.mail
          ▶ target
            mail.iml
          m pom.xml
      ▶ target
        m pom.xml
        theme.iml
    ▶ util
    ▼ web
      ▶ api [yes-api]
      ▼ store-wicket [yes-shop-wicket]
        ▼ src
          ▼ main
            ▶ java
            ▶ resources
            ▼ webapp
              ▼ default
                ▼ markup
                  ▶ image
                  ▶ js
                  ▶ org
                  ▶ style
                    index.jsp
                  ▼ Resource Bundle 'shop.properties'
                    shop.properties.xml
                    shop_de.properties.xml
                    shop_en.properties.xml
                    shop_ru.properties.xml
                    shop_uk.properties.xml
              ▶ META-INF
              ▶ WEB-INF
            ▼ ycdemo
```

```
6: TODO    Terminal    9: Version Control    Java Enterprise
```

ThemeService <<uses>> **MailComposer**

Powered by
YC - pure ®Commerce

DEMO ENVIRONMENT

Logged in as Yes

- Customer service
- PIM & Master Catalog
- CMS
- Media data
- Marketing & Pricing
- Inventory
- Reports
- Shipping
- Shops
  - + Create
  - SHOP10 YesCart shop
- Organisation

YesCart shop

Overview | Main | SEO | URL | Alias | Currency | Language | Catalog | Locations | Shipping
Fulfilment centres | Attributes/Images | Payment Gateways | B2B YCE | Address book YCE

Default theme chain used for mail templates and fallback if domain specific chain is not configured

Name	SHOP10 YesCart shop
Theme chain	ycdemolive > ycdemo > default
System files root directory	/var/lib/tomcat7-ycdemo/sysfilevault/shop/S/SHOP10
Maintenance: enable page render trace	✗
	YCE

Domain specific theme chains used by domains

URL: Primary
demo.yes-cart.org
Theme chain: ycdemolive > ycdemo > default

URL
demo-superhero.yes-cart.org
Theme chain: superhero > ycdemolive > ycdemo > default
demo-darkly.yes-cart.org
Theme chain: darkly > ycdemolive > ycdemo > default
demo-sandstone.yes-cart.org
Theme chain: sandstone > ycdemolive > ycdemo > default
demo-yeti.yes-cart.org
Theme chain: yeti > ycdemolive > ycdemo > default
localhost
Theme chain: ycdemolive > ycdemo > default
demo-cyborg.yes-cart.org
Theme chain: cyborg > ycdemolive > ycdemo > default
demo-slate.yes-cart.org
Theme chain: slate > ycdemolive > ycdemo > default

Sale | Special Offer | New Arrivals | Demo ▾ | Contacts | Login / Register 👤 | Language Eng ▾ | Currency € ▾

Deu
Рус
Укр

YES CART DEMO STORE

✉ Contact form

Search...

🔍

🛒 (15) € 6015.20

Home

Laptops

PCs/Workstations

Servers

Keyboards & Desktops

Mice

Toners & Laser Cartridges

Mortgage ID:
Loan Officer
Phone:
Email:

Your Mortgages & Co

Mortgage Estimate

Loan Amount:
Loan Type:
Purpose:
Program:

Date:
Expires:

Applicant:
Property:

Can key loan terms change after closing?

Key mortgage terms

150813091525-11: Order delivery allocated — Inbox

admin@inspire-software.com
To: admin@inspire-software.com
150813091525-11: Order delivery allocated

13 August 2015 10:30
Hide Details

YES CART
PURE E-COMMERCE

Delivery 150813091525-11-0 for order **150813091525-11** at YesCart shop allocated
for test amain test@amail.com

Delivery   150813091525-11-0

Code	Name	Quantity	Price (USD)	Sum (USD)
NT-L77AA-001	B1-730-15EL	1	2500.58	2500.58
CAT7140W8P46BR026	11 Pro	1	2101.24	2101.24
Delivery sub total (USD)				4601.82
Shipping cost (USD)				0.00
Delivery total (USD)				4601.82

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Themes documentation

For specific version of theme please consult the documentation:

- Cyborg theme
- Darkly theme
- Default theme
- Demo theme
- Journal theme

- Sandstone theme
- Simplex theme
- Slate theme
- Superhero theme
- United theme
- Yeti theme