

ANNOUNCEMENTS

- ❖ Quiz #4 Take-home posted.
- ❖ You don't have to remove the contents of index.html you added for project #1.
- ❖ Don't worry about the time background color (project #6).
- ❖ Reference:

CSS Cookbook by Christopher Schmitt

ISBN-13: 978-0-596-52741-9

<http://www.oreilly.com/catalog/cssckbk2/>

CURSORS

- ❖ We can change the appearance of our cursor.
- ❖ **Example:** cursor.html, cursor.css
- ❖ Static cursor → saved as a **.cur** file.
- ❖ Animated cursor → saved as a **.ani** file.
- ❖ Provide a default cursor (e.g., auto) when using cursor images.
- ❖ To create .cur or .ani file you need imagery software (e.g., JustCursors)
- ❖ JustCursors →
http://www.download.com/JustCursors/3000-2317_4-10406297.html?cdIpid=10406298
- ❖ Additional information about cursors at:
<http://www.evotech.net/blog/2007/04/controlling-cursors-with-css-and-creating-cur-files/>
- ❖ Cursors in Windows can be found at C:\WINDOWS\Cursors

COLLAPSIBLE MENUS

- ❖ Hide links and reveal them when necessary.
- ❖ Example: collapsibleMenus.html
- ❖ Note: hover over the second link menu and you will see a message.
 - ❖ You can use title attribute in the `<a>` tag to create tool tips.

ELECTRONIC-COMMERCE

- ❖ What is electronic-commerce (e-commerce)?
 - ❖ The buying and selling of goods and services on the Internet, in particular the Web.
 - ❖ Typically involves a shopping cart system and a payment processing system.
- ❖ Sales Estimates
 - ❖ E-Commerce sales (fourth quarter of 2007) → \$36.2 billion
 - ❖ <http://www.census.gov/mrts/www/data/html/07Q4.html>
- ❖ According to eMarketer, biggest product categories are:
 - ❖ Computer products, books, music, financial services, home electronics, apparel, gifts and flowers, travel services, others.

ELECTRONIC-COMMERCE

- ❖ Advantages of e-commerce
 - ❖ Transaction processing costs are lower.
 - ❖ Provide more information to customer than previously available
 - ❖ Where is your package?
 - ❖ Larger catalogs
 - ❖ Can you image sending over mail Amazon's catalog?
- ❖ Difficulties with e-commerce
 - ❖ Getting people to come and return to a site.
 - ❖ Getting people to buy.
- ❖ Success stories
 - ❖ Amazon.com
 - ❖ <http://money.howstuffworks.com/amazon.htm>
 - ❖ Dell.com

ELECTRONIC-COMMERCE

- ❖ Affiliate Programs (Associate Programs)
 - ❖ Pioneered by Amazon.
 - ❖ Amazon allows a person to set up a specialty book store.
 - ❖ When someone buys from the specialty store the owner receives a commission.
- ❖ CPC Link (CPC=Cost Per Click)
 - ❖ If you put a link to a company on your site the company pays you when someone clicks on the link.

ELECTRONIC-COMMERCE

- ❖ Recommendations for Setting an e-commerce site
 - ❖ Might need a web hosting company supporting e-commerce
 - ❖ The company should provide support for credit card payments.
 - ❖ Reasonable disk capacity that can change easily.
 - ❖ Good network connection to the internet's backbone.
 - ❖ Security support for transactions.
 - ❖ Reasonable support software.