



Getting Personal

with

Ecommerce, React, & the Static Web

@colbyfayock

Colby Fayock

Developer Advocate



@colbyfayock



December 2019





**RETAIL
SPACE
AVAILABLE**
571.382.1290
rappaportco.com

KINGSTOWNE

BARK=BOX



Uber **Eats**

SAUCEY

THRIVE
- MARKET -



Rai Rai Ramen & Hawaiian BBQ

DashPass • Barbecue, Hawaiian • 4.8 ★ (1,700+ ratings) • 3.6 mi • \$\$

\$0.00
delivery fee on
\$12+ ⓘ

30 - 40
minutes

- Group Order
- Delivery**
- Pickup

Order Pickup to pay no fees. Plus, earn 5% credit back with DashPass. Learn more. →

Full Menu
11:30 am - 7:00 pm

- Popular Items**
- Ramen
- Katsu Ramen
- Charsiu Ramen
- Specialty Ramen
- Spicy Ramen
- Mini Sets & Combos
- Plate Meal >

Popular Items

The most commonly ordered items and dishes from this store

Bubble Drink
Flavors (Original Milk Tea,Taro,Mango,Lychee or Passion Fruit
\$5.50

2 Pork Buns
\$7.00

Gyoza (4 Pcs)
Pork and vegetables
\$6.25

Tan Tan Ramen
Spicy. Ground pork, sesame sauce and spinach
\$14.95

Your Order
Rai Rai Ramen & Hawaiian BBQ
Maximum order limit: \$10000.00

Checkout

\$24.95

- 1 × 2 Pork Buns

\$7.00

Remove
- 1 × BBQ Mix

\$17.95

Remove



Ecommerce



FINAL SPACE - OPERA - CREW

\$29.99

THIS PIECE IS A LOVE LETTER TO ALL THE SCI-FI MOVIES WE GREW UP WATCHING. THIS CLASSIC ENSEMBLE DESIGN WAS CREATED BY JAPPY AGONCILLO (@JAPPYLEMON), FOR YOUR VIEWING PLEASURE, AND IS THE QUINTESSENTIAL PIECE TO A HERO'S JOURNEY. WE'VE HAND-PRINTED THIS DESIGN ON YOUR CHOICE OF SAND OR BLACK 100% COMBED RING-SPUN USA PREMIUM COTTON, SIDE SEAMED, RIBBED CREW NECK WITH TAPED NECK AND SHOULDERS.

FINAL SPACE TM & © 2020 WARNER MEDIA, LLC

[SIZING INFO](#)

STYLE

UNISEX CREW NECK

COLOR

SELECT A COLOR

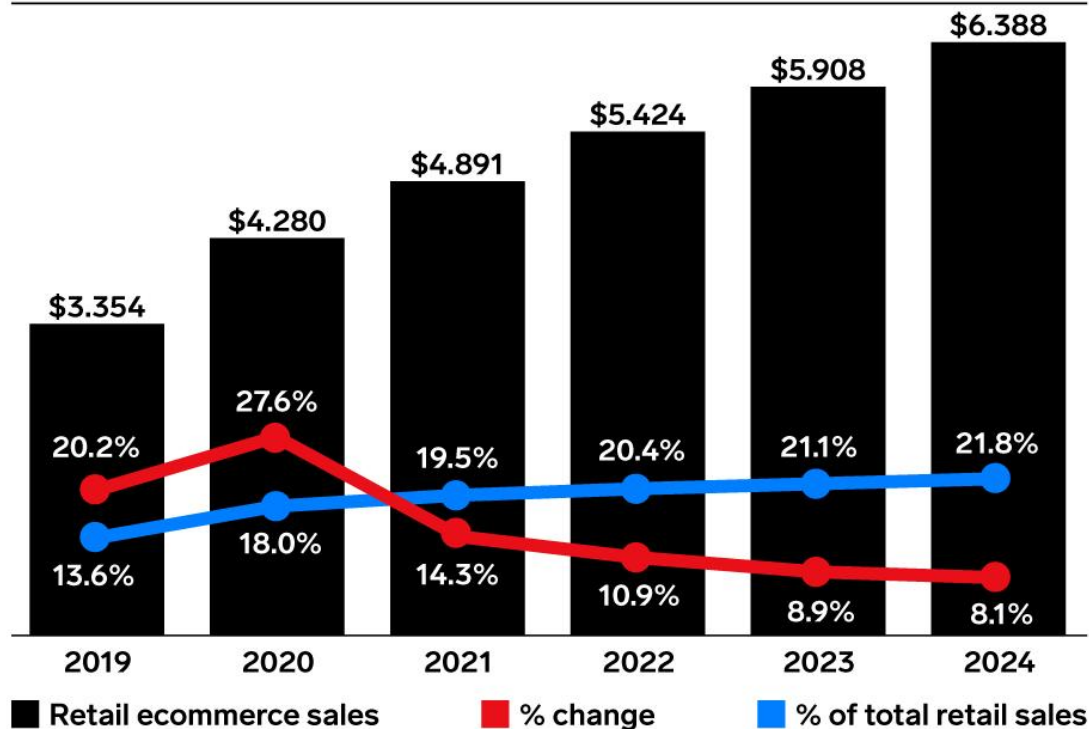
SIZE

SELECT A SIZE

ADD TO CART

Retail Ecommerce Sales Worldwide, 2019-2024

trillions, % change, and % of total retail sales



Note: includes products or services ordered using the internet, regardless of the method of payment or fulfillment; excludes travel and event tickets, payments such as bill pay, taxes or money transfers, food services and drinking place sales, gambling and other vice goods sales
Source: eMarketer, Dec 2020



FINAL SPACE - OPERA - CREW

FINAL SPACE - OPERA - CREW

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1ST 500 FINAL SPACE ORDERS WILL GET ONE RANDOMLY

SELECTED DIMENSIONAL KEY ENAMEL PIN

```
<a class="product_collection" title="FINAL SPACE CAPS  
capsule-one-2020">
```

```
FINAL SPACE CAPSULE ONE - 2020
```

```
</a>
```

```
<h1 class="product_name" itemprop="name">FINAL SPACE -
```

```
<p class="modal_price" itemprop="offers" itemscope it  
<meta itemprop="priceCurrency" content="USD" />  
<meta itemprop="seller" content="STAR CADET" />  
<link itemprop="availability" href="http://schema.o  
<meta itemprop="itemCondition" itemType="http://sch  
content="http://schema.org/NewCondition"/>
```

```
<span class="sold_out"></span>
```

```
<span itemprop="price" content="29.99" class="">
```

```
<span class="current_price ">
```

```
<span class="money">$29.99</span>
```

```
</span>
```

```
</span>
```

```
<span class="was_price">
```

```
</span>
```

```
</p>
```

@colbyfayock

Parts of an Online Store

Product Listing Page (PLP)



FINAL SPACE - MOONCAKE PATCH - LONG SLEEVE

\$29.99



FINAL SPACE - OPERA - CREW

\$29.99



FINAL SPACE - ZIP - HOODIE

\$44.99



Product Detail Page (PDP)



FINAL SPACE - OPERA - CREW

\$29.99

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[SIZING INFO](#)

STYLE

UNISEX CREW NECK

COLOR

SELECT A COLOR

SIZE

SELECT A SIZE

ADD TO CART

Cart Page

ITEM

PRICE

QTY

TOTAL



FINAL SPACE STICKER SET

\$12.99

3

\$38.97



FINAL SPACE - OPERA - CREW - UNISEX CREW
NECK / BLACK / 2XL

\$29.99

1

\$29.99



STYLE: UNISEX CREW NECK
COLOR: BLACK

SIZE: 2XL

SUBTOTAL \$68.96 USD

Checkout



[Cart](#) > [Information](#) > [Shipping](#) > [Payment](#)

Contact



[Change](#)

Ship to



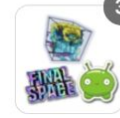
[Change](#)

Shipping method

☒ **USPS First Class Package** **\$4.57**
2 business days

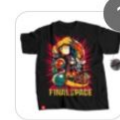
☐ **USPS Priority Mail** **\$8.88**
2 business days

☐ **USPS Priority Mail Express** **\$28.45**



FINAL SPACE STICKER SET

\$38.97



FINAL SPACE - OPERA - CREW
UNISEX CREW NECK / BLACK / 2XL

\$29.99

Gift card or discount code

[Apply](#)

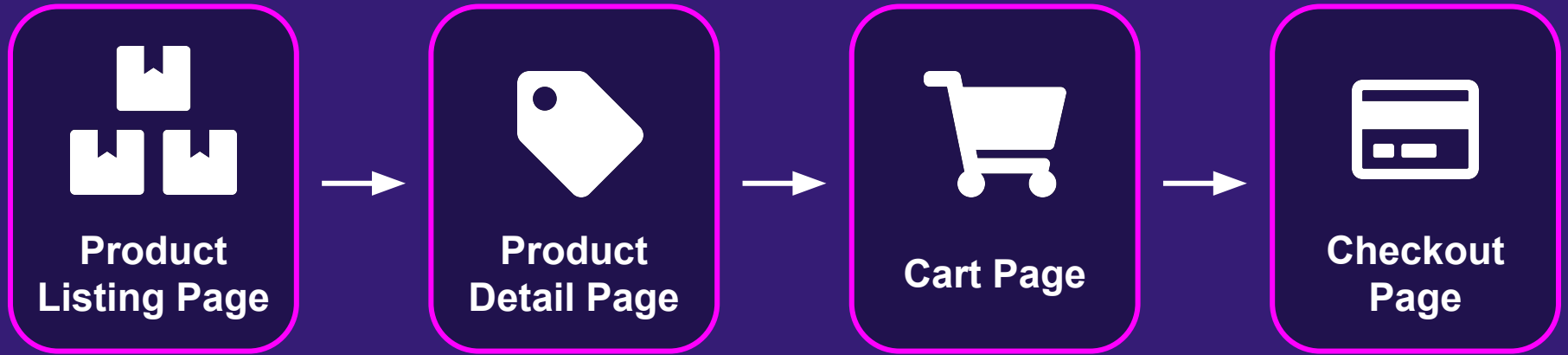
Subtotal **\$68.96**

Shipping **\$4.57**

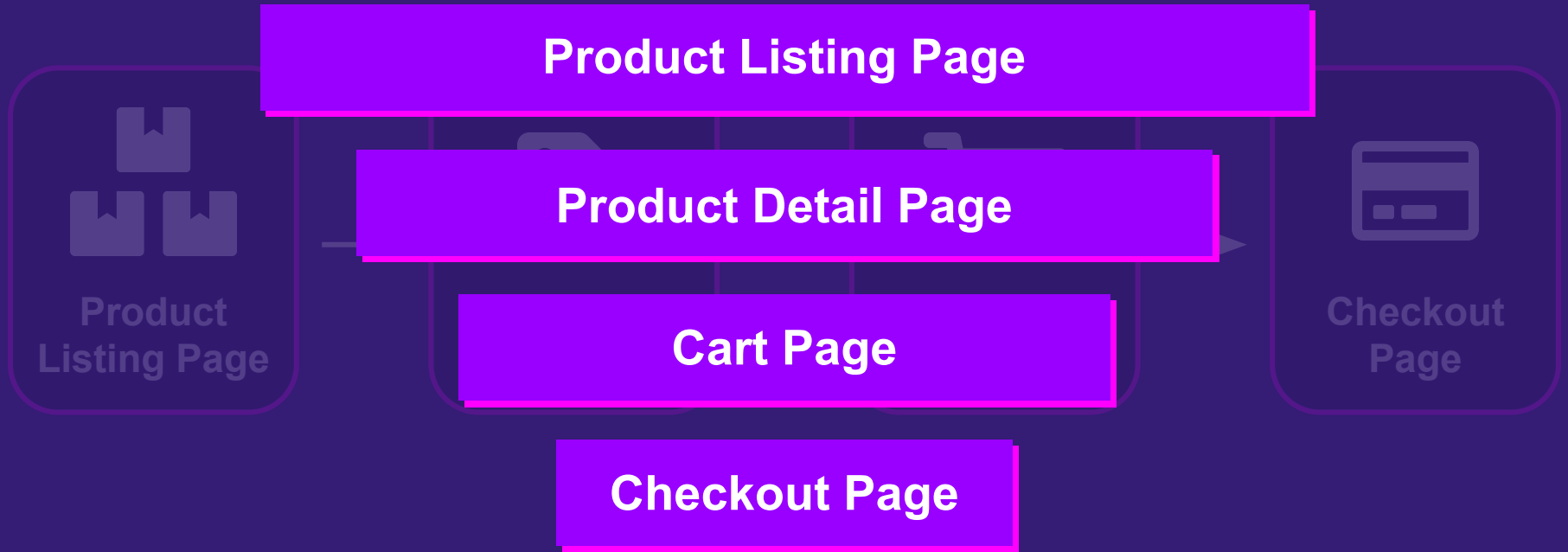
Total **USD \$73.53**

@colbyfayock

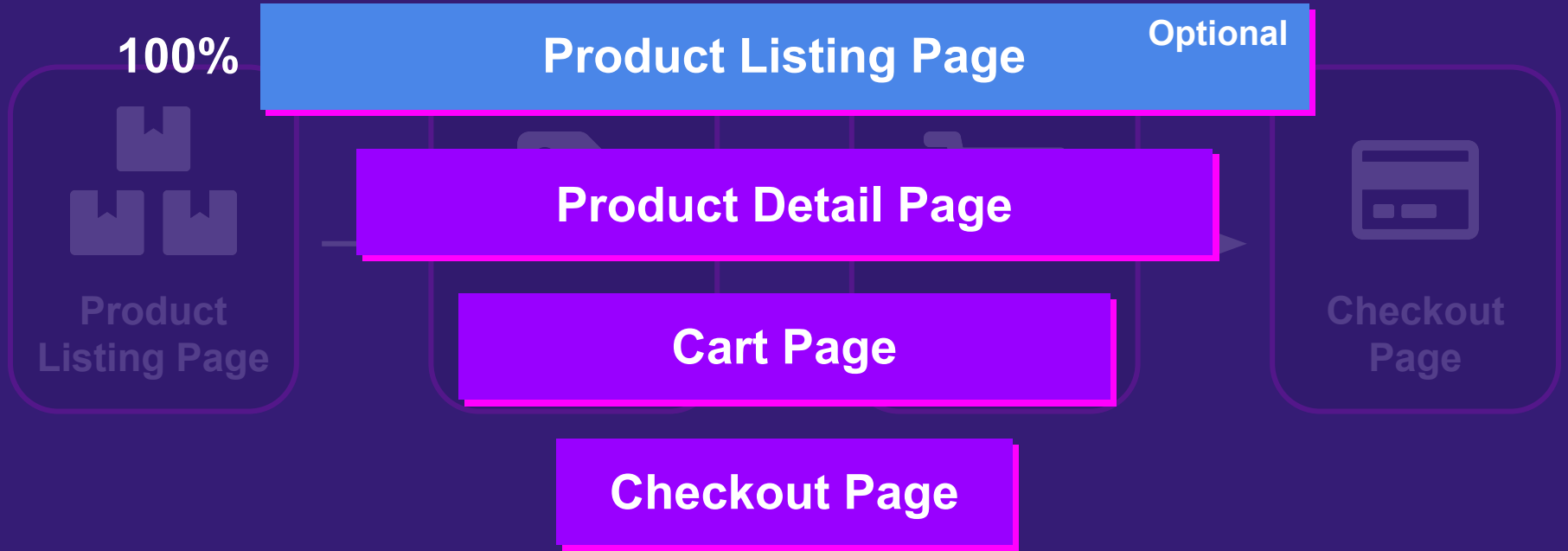
Funnel



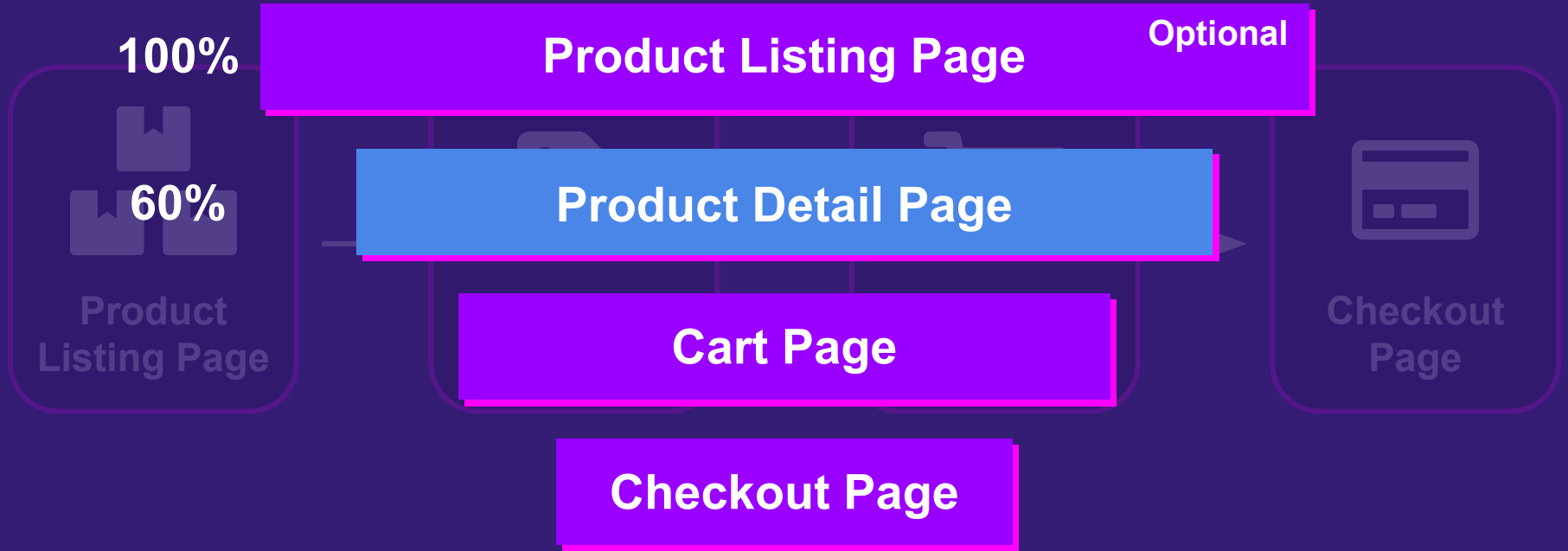
Funnel



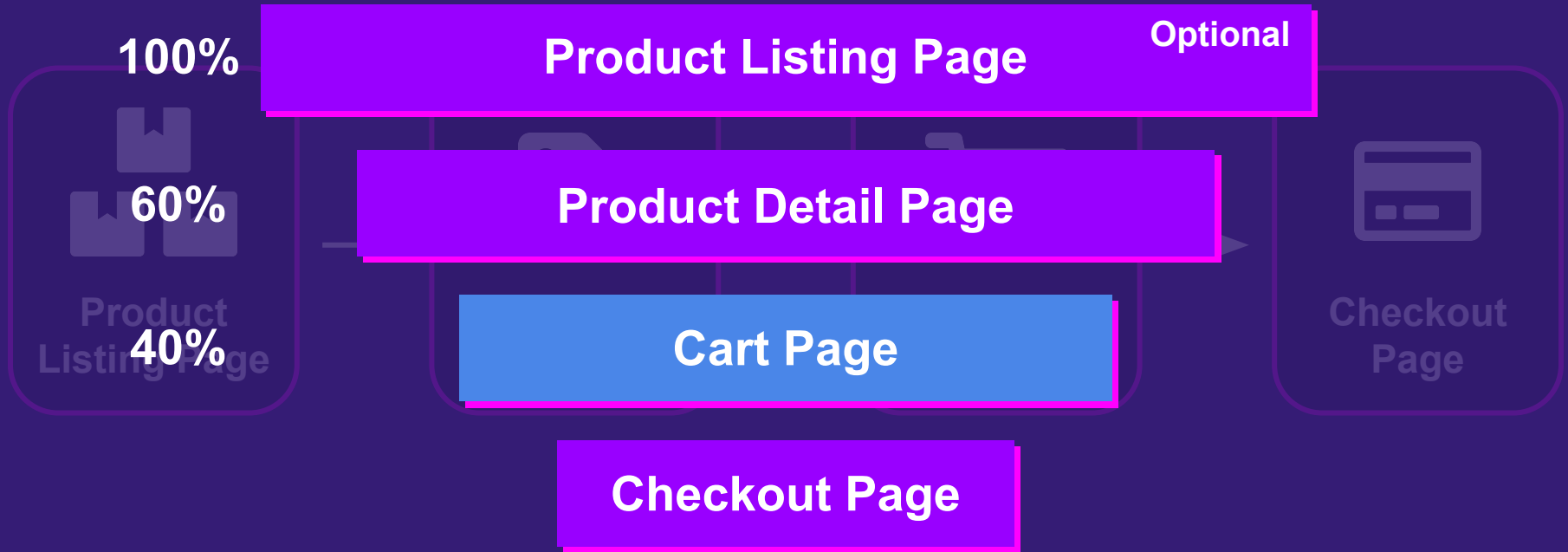
Funnel



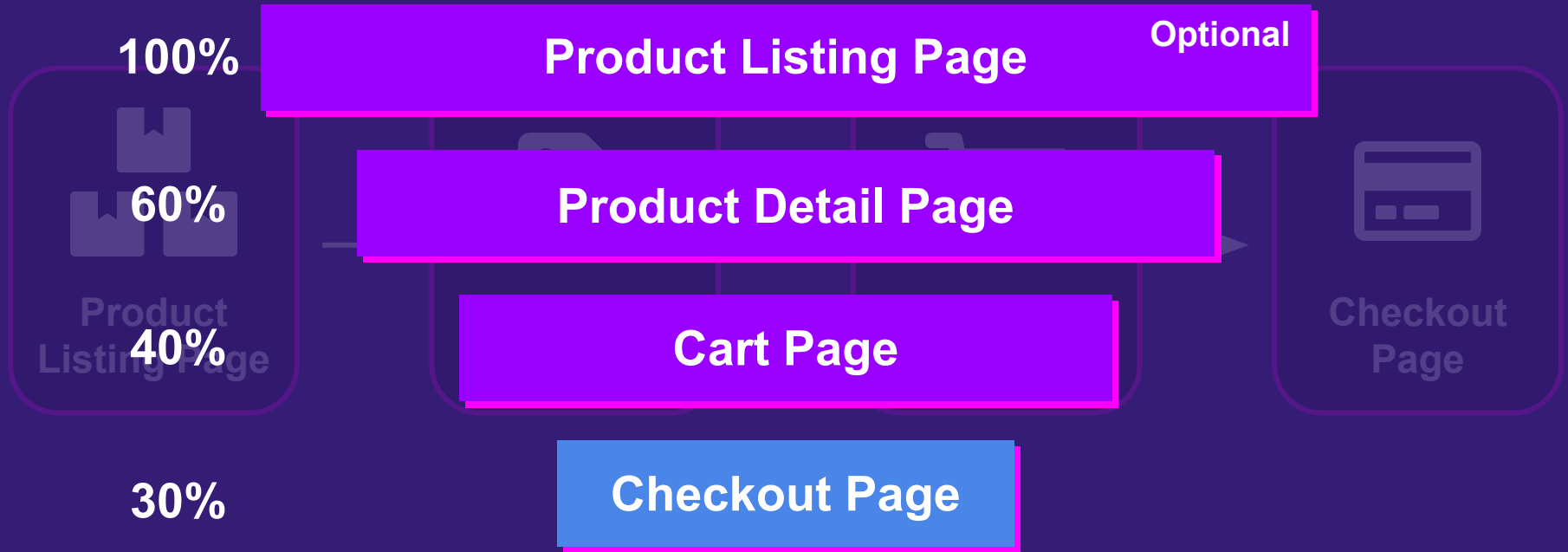
Funnel



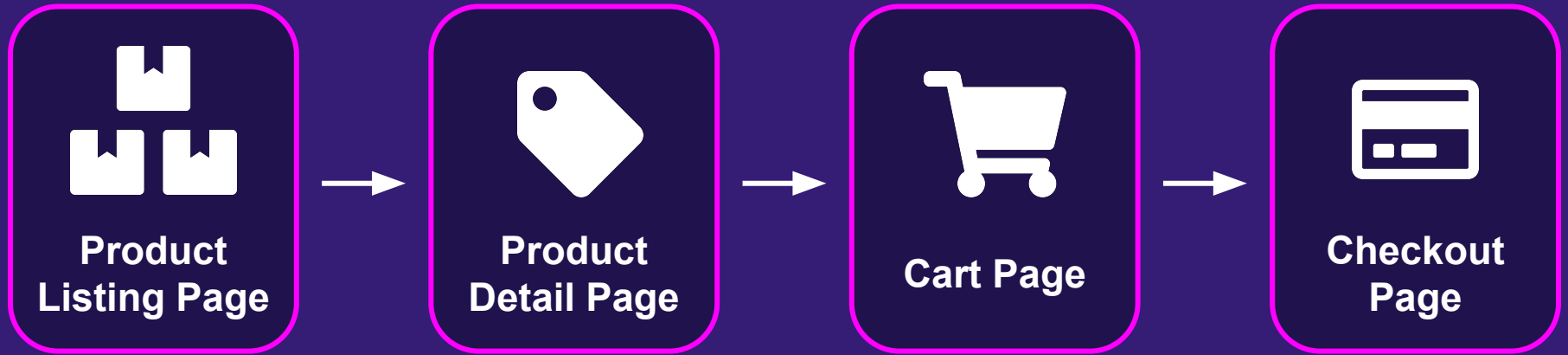
Funnel



Funnel



Funnel



What are the challenges?



FINAL SPACE - OPERA - CREW

\$29.99

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[SIZING INFO](#)

STYLE

UNISEX CREW NECK

COLOR

SELECT A COLOR

SIZE

SELECT A SIZE

ADD TO CART



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STYLE

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COLOR

SELECT A COLOR

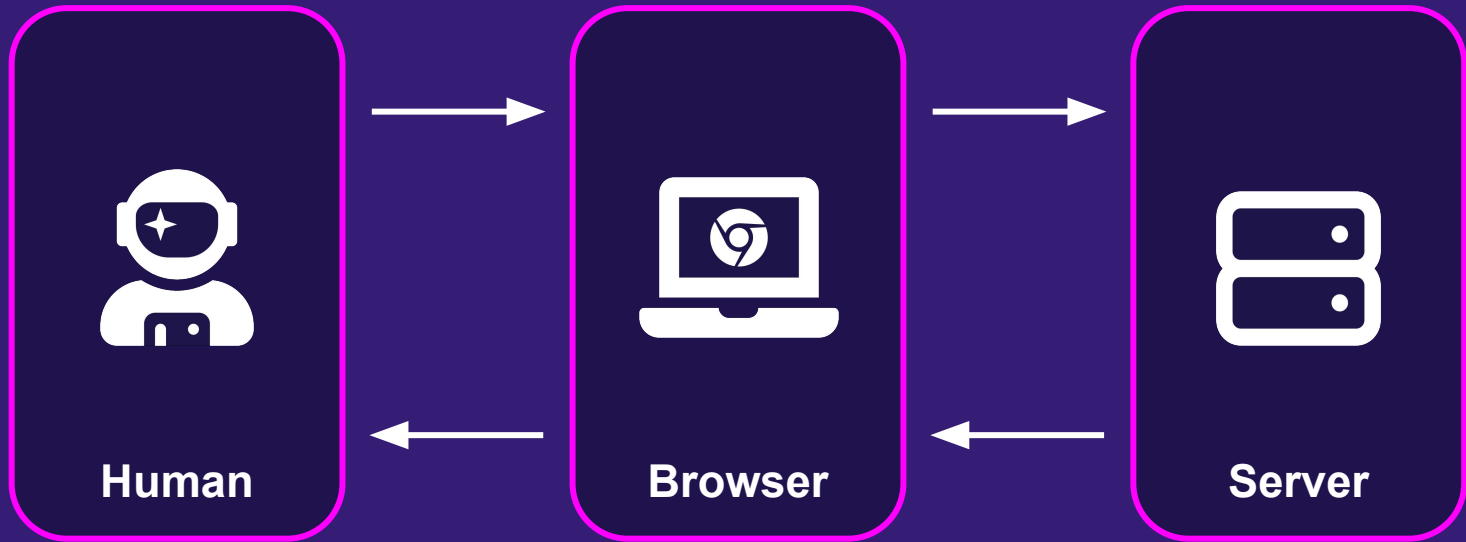
SIZE

SELECT A SIZE

ADD TO CART

What are our options?

Serverful





FINAL SPACE - OPERA - CREW

\$29.99

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STYLE

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COLOR

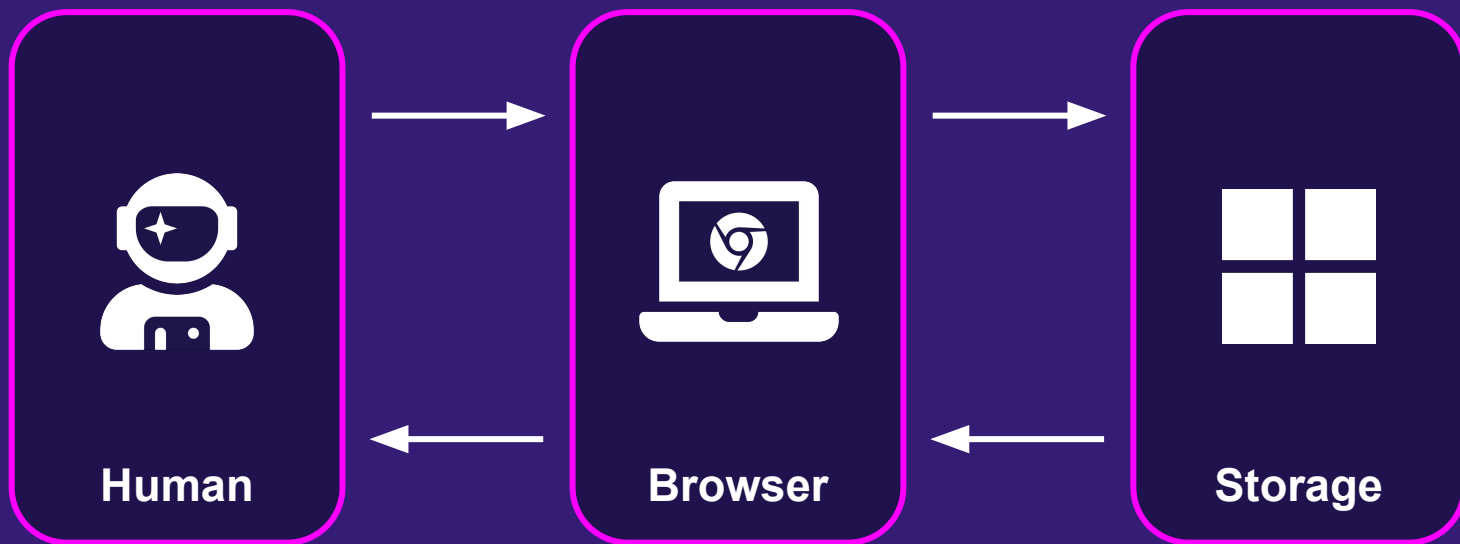
SELECT A COLOR

SIZE

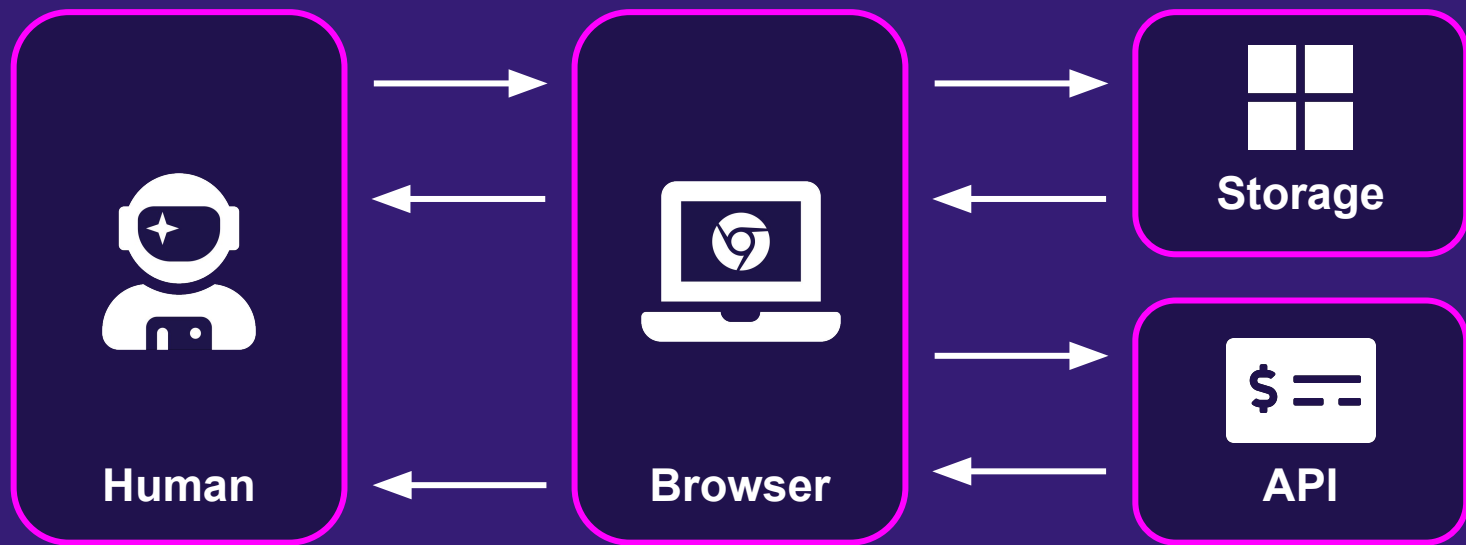
SELECT A SIZE

ADD TO CART

Static



Static+



FINAL SPACE CAPSULE ONE

NOW AVAILABLE

FINAL
SPACE



@colbyfayock



NICE!

\$25.99



SPACE COWBOY

\$25.99



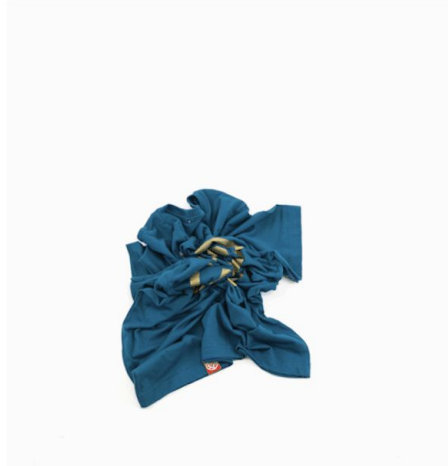
I'M GOOD

\$25.99



DOING MY BEST MAGNETIC

\$25.99



STAR CADET ICON

\$25.99



LIFE IS A JERK

\$25.99



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FINAL SPACE - OPERA - CREW

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STYLE

UNISEX CREW NECK

COLOR

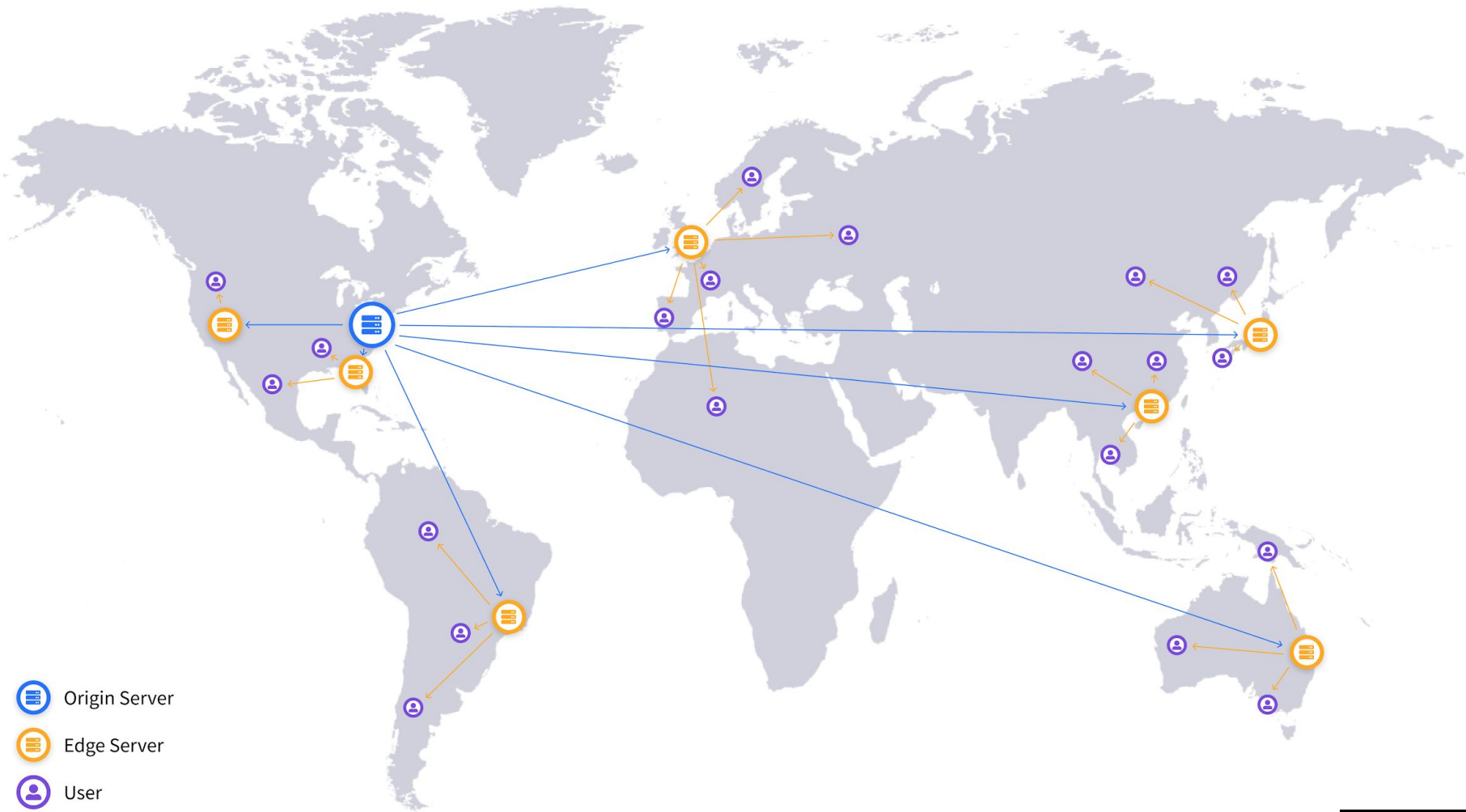
SELECT A COLOR

SIZE

SELECT A SIZE

ADD TO CART

What are the benefits of static?



LIMITED TIME OFFER**LARGE ROUND PIZZAS****DEEP!DEEP!™ DISH PIZZAS****SIDES****DRINKS****CREATE YOUR OWN PIZZA**[GET STARTED](#)**PEPPERONI CHEESER!
CHEESER!****\$7.00** [View Details](#)

1 ▼

[ADD TO CART](#)**PEPPERONI CHEESER!
CHEESER! MEAL DEAL WITH
PEPSI®****\$10.00** [View Details](#)

1 ▼

[ADD TO CART](#)**PEPPERONI CHEESER!
CHEESER! MEAL DEAL WITH
MOUNTAIN DEW®****PEPPERONI CHEESER!
CHEESER! MEAL DEAL WITH
DIET PEPSI®****PEPPERONI CHEESER!
CHEESER! MEAL DEAL WITH
SIERRA MIST®****PEPPERONI CHEESER!
CHEESER!****\$7** 2400 CAL Nutrition

Large pepperoni pizza with fresh Mozzarella,
sweet basil and a toasted Asiago-Parmesan crust

1 ▼

[ADD TO CART](#)

@colbyfayock

Shopping for speed on eBay.com

Optimizing the performance of eBay's sites and apps for a faster user experience.

Jan 22, 2020



Addy Osmani

[Twitter](#) · [GitHub](#)

Speed was a [company-wide initiative](#) for eBay in 2019, with many teams determined to make the site and apps as fast as possible for users. In fact, for every 100 milliseconds improvement in search page loading time, eBay saw a 0.5% increase in "Add to Cart" count.

100_{ms}

Improvement in load time

0.5%

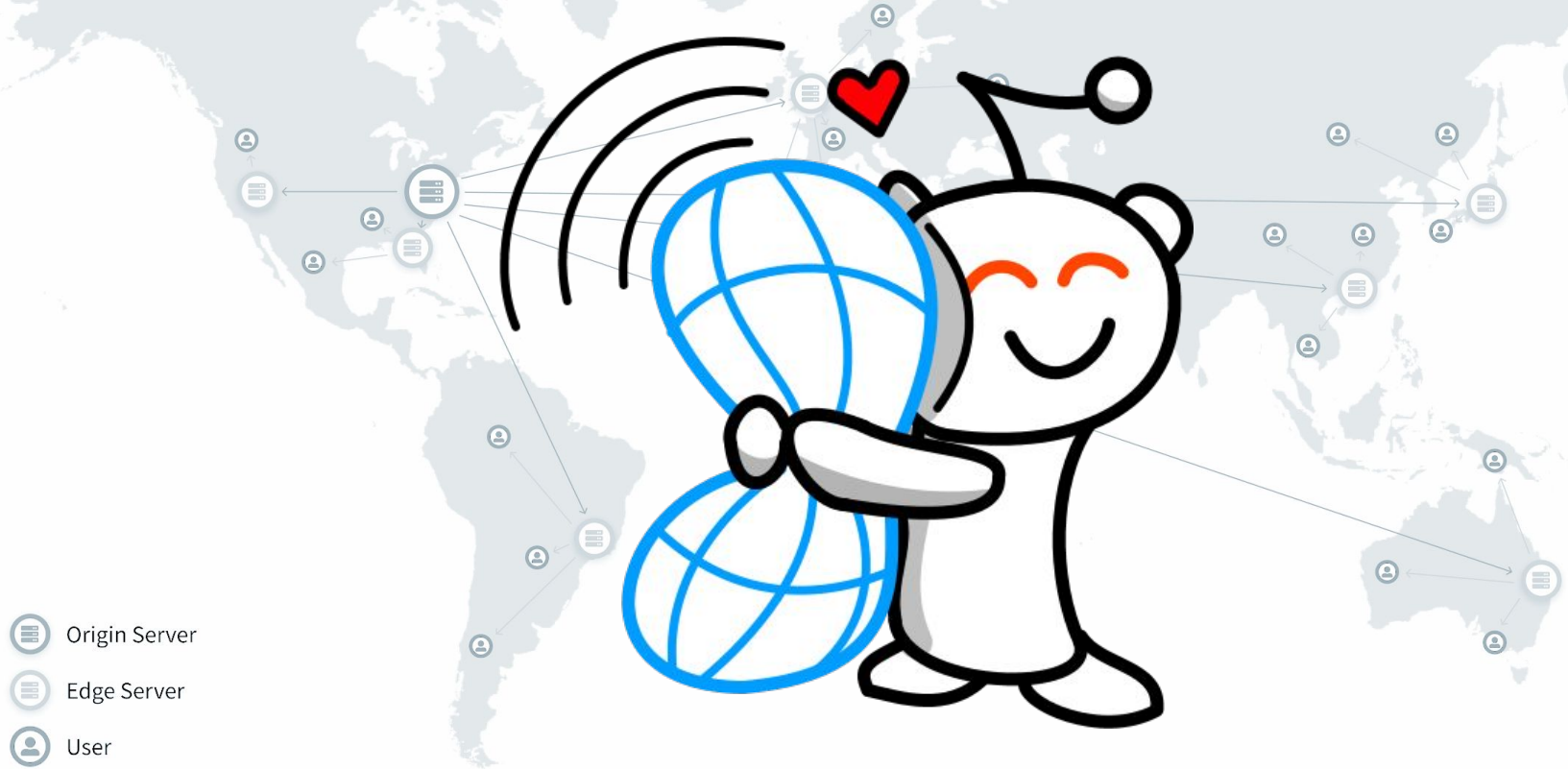
Increase in "Add to Cart" count

Through the adoption of [Performance Budgets](#) (derived after doing a competitive study with the [Chrome User Experience Report](#)), eBay was able to make significant improvements to site speed.

<https://web.dev/shopping-for-speed-on-ebay/>

SHARE

@colbyfayock



Netlify Pro

Join 1,000,000+ developers
Netlify to power modern

[See full feature list](#)

STARTER

The basics for **personal projects**, hobby sites, or experiments.

Free to get started

- ✓ Automated builds from Git
- ✓ Deploy to global Edge network
- ✓ Site previews for every push
- ✓ Instant rollbacks to any version

stripe

Pricing built for businesses
sizes. Always know what
pay.

INTEGRATED

Access a complete payments platform
simple, pay-as-you-go pricing

2.9% + 30¢

per successful card charge

- 📦 Everything you need to manage payments
- ▶ Get hundreds of feature updates each
- ★ No setup fees, monthly fees, or hidden



SNIPCART

FEAT

Standard plan



2%/ transactions*

+ Payment gateway fees

@colbyfayock

Where do we start?



Products



Payments



Fulfillment



Products



Payments



Fulfillment



Products



FRONT

BACK

ZIP - HOODIE

\$44.99



FINAL SPACE - CLASP OF FRIENDS - CREW

\$29.99



FINAL SPACE - TEAM SQUAD - HOODIE



BOLD - CREW

\$29.99



FINAL SPACE - 3D - CREW

\$29.99



FINAL SPACE - TEAM SQUAD - CREW



@colbyfayock



Products



Payments



Fulfillment



[Cart](#) > [Information](#) > [Shipping](#) > [Payment](#)

Express checkout

shop  Pay

 Pay

 Pay

OR

Contact information

[Already have an account](#)

Email

☒ Keep me up to date on news and exclusive offers

Shipping address

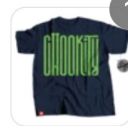
First name

Last name

Address



Payments



1

FINAL SPACE - CHOOKITY -
CREW

UNISEX CREW NECK / MIDNIGHT /
2XL

\$29.99

Gift card or discount code

Apply

Subtotal

\$29.99

Shipping 

Calculated at next step

Total

USD **\$29.99**



Products



Payments

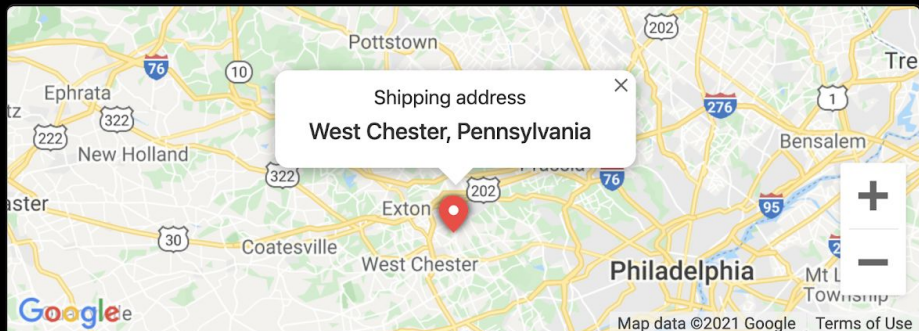


Fulfillment



Thank you Colby!

Please allow 10-21 days for production before the item is shipped. Once your order has shipped out you will receive tracking info. There may be delays in shipping due to COVID-19.



Your order is confirmed

You'll receive a confirmation email with your order number shortly.

Order updates

You'll get shipping and delivery updates by email.



Fulfillment



Products



Payments



Fulfillment



Products



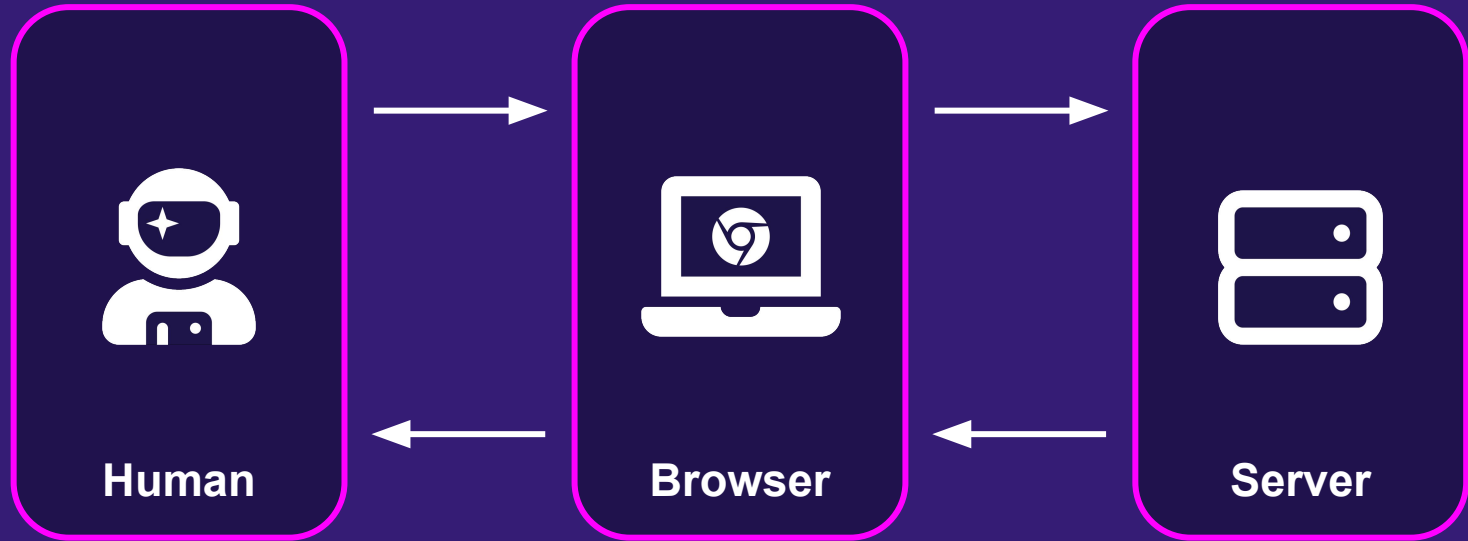
Payments



Fulfillment

What's our ecomm stack?

Serverful





UGMONK

[Cart](#) > [Information](#) > [Shipping](#) > [Payment](#)

Express checkout

shop Pay

PayPal

amazon pay

OR

Contact information

Already have an account? [Log in](#)

Email



☒ Keep me up to date on news and exclusive offers



1

Gather Basic Set (Walnut)

\$149.00

Gift card or discount code

Apply

Subtotal

\$149.00

Shipping

Calculated at next step

Total

USD **\$149.00**

@colbyfayock



SWEETHEART BLOSSOM

☆☆☆☆☆ | 19 Orders

Item Code: #

Availability: in stock

PRICE: **£30.00 – £45.00**

Add to wishlist

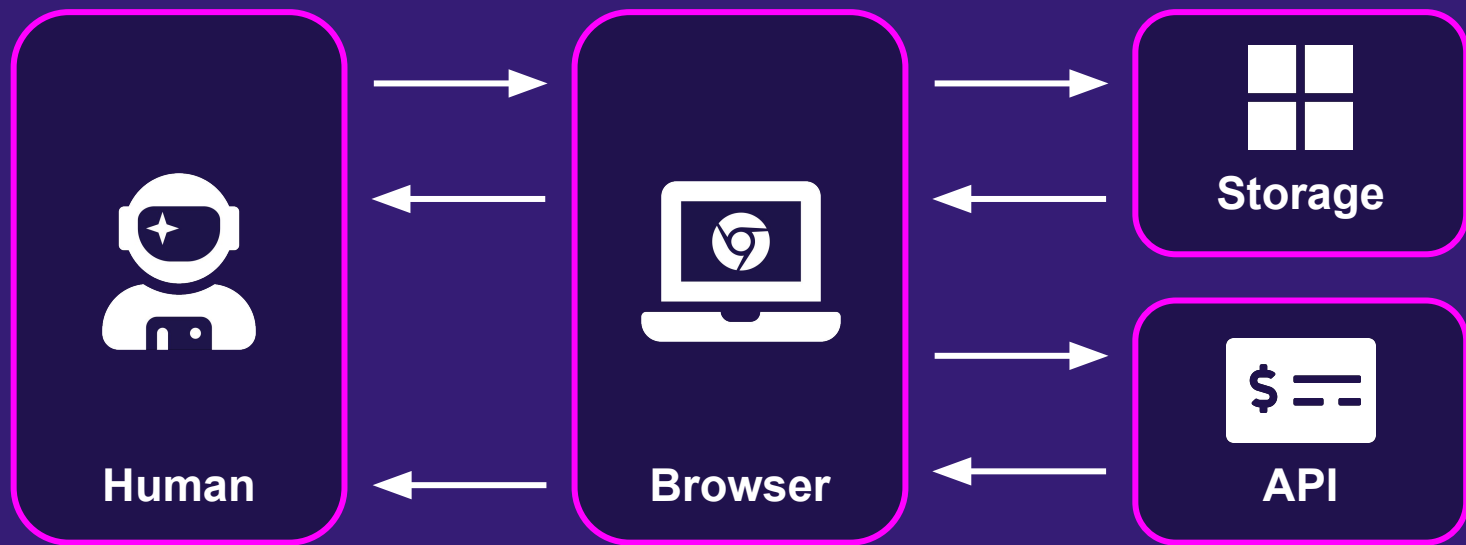
SIZE

Choose an option ▾

CHOCOLATE
DIPPED

Choose an option ▾

Static+



Cosmo Tshirt

Available on Redbubble

\$19.99

Buy Now 

Cosmo Tshirt

Available on Cotton Bureau

\$29.00

Buy Now 

Cosmo Sticker

Holographic

\$1.50

Add to Cart

Cosmo Sticker

Clear

\$1.00

Add to Cart



Keep Dev Weird Sticker

Holographic

\$1.50

Add to Cart



Cosmo Laptop Sticker

Holographic

\$1.50

Add to Cart



Cosmo Sticker

Standard

\$1.00

Add to Cart



Cosmo Sticker

3-Pack

\$3.00

Add to Cart



Cosmo Sticker

Start writing or type / to choose a block



Product

Block



Status & visibility



Visibility

Public

Publish

January 20, 2021 2:11 am

Move to trash

Permalink



Featured image for this Product



Select Image

Replace Image

Remove featured image

@colbyfayock

Product



Price *

In cents.

150



Product ID *

sticker_cosmo_diecut_holographic

Order

600

Variation

Holographic

Document

 graphcms

SANITY

 strapi

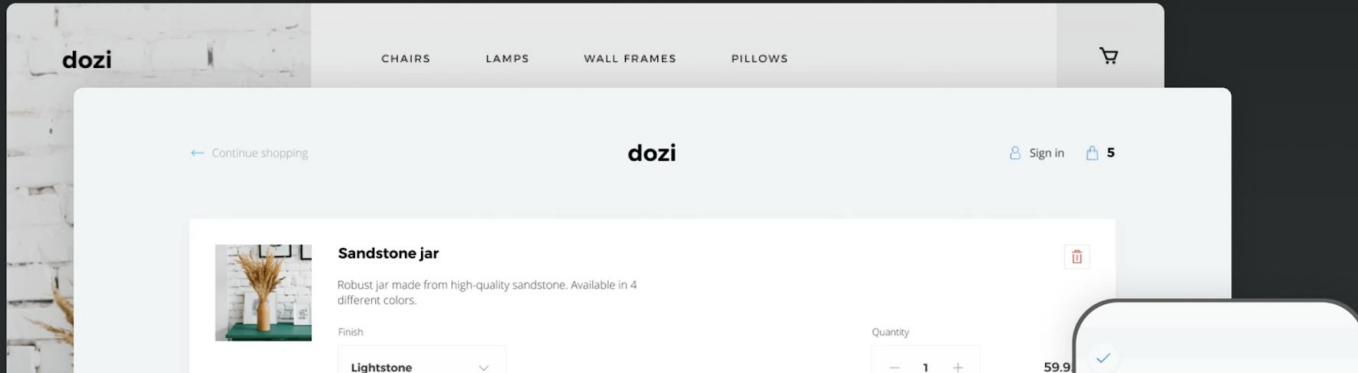
 contentful

 TakeShape

 agility

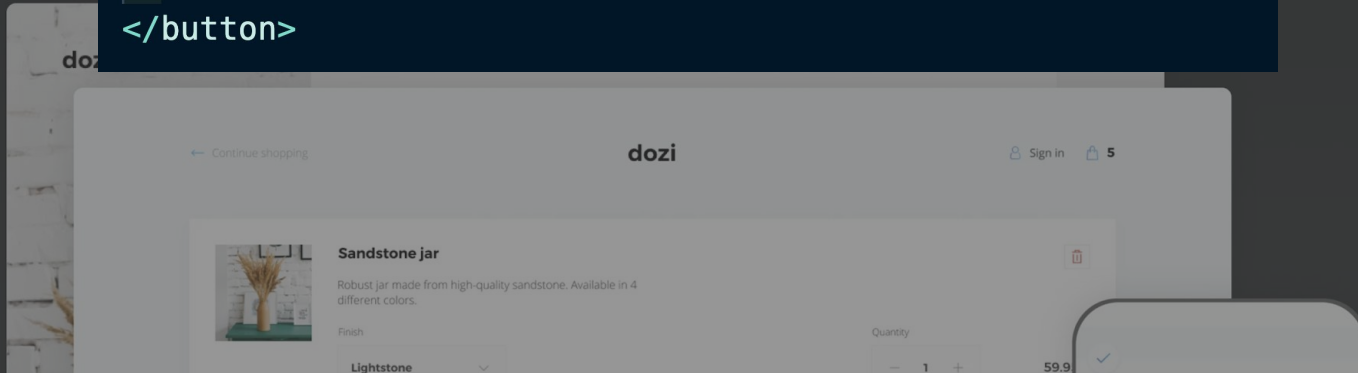
Add a shopping cart **to any website**

Start accepting international payments in minutes.

[TRY THE CART](#)

Add a shopping cart to any website

```
<button
  • class="snipcart-add-item"
  • data-item-id="sticker_cosmo_diecut_standard"
  • data-item-image="/images/sticker-cosmo-3in-standard.png"
  • data-item-name="Cosmo Sticker - Standard"
  • data-item-url="/"
  • data-item-price="1.00">
  • Add to Cart
</button>
```



[← Continue shopping](#)

Cart summary

[Sign In](#) [1](#)



Cosmo Sticker - 3-Pack



Quantity

— 1 +

\$3.00

Promo code?

Subtotal	\$3.00
Shipping	\$2.00
Total	\$5.00

Checkout →



Secured by Snipcart

VISA



COSMO STICKER - 3-PACK

ARCHIVE

INVENTORY

We'll use the number you input in this field to track and update your inventory through customer purchases.

STOCK ON HAND

☐ Allow out-of-stock purchase: inventory will display negative values if your product is purchased without available stock.

SAVE

INFORMATION

ATTRIBUTES

Id:

sticker_cosmo_diecut_3pack

Name:

Cosmo Sticker - 3-Pack

Price:

\$3.00

STATISTICS

Number of Sales:

15

Total of Sales:

\$45.00

ORDERS CONTAINING PRODUCT

INVOICE #	DATE	PLACED BY	STATUS	PAYMENT STATUS	PAYMENT	SHIPPING METHOD	AMOUNT	ACTIONS
-----------	------	-----------	--------	----------------	---------	-----------------	--------	---------

NEW Next.js 10 — Image Optimization, Internationalization, Next.js Analytics, and more. [Read →](#)

The React Framework for Production

Next.js gives you the best developer experience with all the features you need for production: hybrid static & server rendering, TypeScript support, smart bundling, route pre-fetching, and more. No config needed.

[Start Learning](#)[Documentation](#)

License: MIT [GitHub](#)

Space Jelly Shop



Space Jelly Tshirt

Bring Cosmo the space Jellyfish to your wardrobe with this high quality tshirt.

\$20.00

Add to Cart



Space Jelly Stickers

Add some flare to your laptop with a sticker of Cosmo the Space Jellyfish.

\$10.00

Add to Cart



Space Jelly Combo

Show your love for Cosmo with a tshirt and sticker combo pack!

\$25.00

Add to Cart

```
1 import { useState, createContext, useContext, useEffect } from 'react'; 3.3K (gzipped: 1.4K)
2
3 import { initiateCheckout } from '../lib/payments.js'
4 import { getItem, setItem } from '../lib/storage.js'
5
6 import products from '../shared/products.json';
7
8 const CART_STATE_KEY = 'cart';
9
10 const defaultCart = {
11   products: {}
12 }
13
14 export const CartContext = createContext();
15
16 export function useCartState() {
17   const [cart, updateCart] = useState(defaultCart);
18
19   useEffect(() => {
20     const data = getItem(CART_STATE_KEY);
21     if (data) {
22       updateCart(data);
23     }
24   });
25 }
```

use-shopping-cart

all contributors 12

A React Hook that handles shopping cart state and logic for Stripe.

npm v2.3.0 code style standard

all contributors 6

Installation

```
# With Yarn
yarn add @stripe/stripe-js use-shopping-cart

# With NPM
npm install --save @stripe/stripe-js use-shopping-cart
```

Usage

Initialization

+ 7 con

Lang

● Jav

@colbyfayock



Cart

Product Name	Quantity		Price Per Item	Item Total
Space Jelly Tshirt	1	<button>Update</button>	\$20.00	\$20.00
Space Jelly Stickers	1	<button>Update</button>	\$10.00	\$10.00

Check Out with Stripe

Application

Manifest

Service Workers

Storage

Storage

Local Storage

https://space-jelly-st

https://js.stripe.com

https://m.stripe.netw

Session Storage

IndexedDB

Web SQL

Cookies

Cache

Cache Storage

Application Cache

Background Services

Background Fetch

Background Sync

Notifications

Payment Handler

Periodic Background S

Push Messaging

Frames

Filter

Key

SPACEJELLY_cart

Value

{"products":{"1":{"id":1,"quantity":1},"2":...

{products: {1: {id: 1, quantity: 1}, 2: {id: 2, quantity: 1}}}

products: {1: {id: 1, quantity: 1}, 2: {id: 2, quantity: 1}}

1: {id: 1, quantity: 1}

id: 1

quantity: 1

2: {id: 2, quantity: 1}

id: 2

quantity: 1

Pay Demo - Space Jelly

\$85.00



Space Jelly Tshirt

Qty 2

\$40.00

\$20.00 each



Space Selly Stickers

Qty 2

\$20.00

\$10.00 each



Space Jelly Combo

Qty 1

\$25.00



Or pay with card

Email



Card information

1234 1234 1234 1234



MM / YY

CVC



Name on card

Country or region

United States



ZIP

Pay \$85.00



UGMONK

[Cart](#) > [Information](#) > [Shipping](#) > [Payment](#)

Express checkout

shop Pay

PayPal

amazon pay

OR

Contact information

Already have an account? [Log in](#)

Email



☒ Keep me up to date on news and exclusive offers



1

Gather Basic Set (Walnut)

\$149.00

Gift card or discount code

Apply

Subtotal

\$149.00

Shipping

Calculated at next step

Total

USD **\$149.00**

@colbyfayock



Headless commerce

Your brand and checkout. Anywhere.

Make the digital world your storefront with custom commerce that fits your business.

Let's talk



Are you interested in learning

@colbyfayock

Overview

Properties

PermissionsPublic

Management

🔍 Type a prefix and press Enter to search. Press ESC to clear.

Upload

+ Create folder

Download

Actions ▾

US East (N. Virginia) 🔗

Viewing 1 to 37

☐	Name ▾	Last modified ▾	Size ▾	Storage class ▾
☐	📁 404	--	--	--
☐	📁 app	--	--	--
☐	📁 page-data	--	--	--
☐	📁 static	--	--	--
☐	📄 1-2cf8cc6c7e32c0e0b6a4.js	Jul 22, 2019 7:56:37 AM GMT-0400	18.6 KB	Standard
☐	📄 1-2cf8cc6c7e32c0e0b6a4.js.map	Jul 22, 2019 7:56:37 AM GMT-0400	74.1 KB	Standard
☐	📄 1-d2237bf650a9e986cc8e.js	Jul 22, 2019 7:56:37 AM GMT-0400	22.7 KB	Standard
☐	📄 1-d2237bf650a9e986cc8e.js.map	Jul 22, 2019 7:56:37 AM GMT-0400	88.4 KB	Standard
☐	📄 404.html	Jul 22, 2019 7:56:37 AM GMT-0400	4.7 KB	Standard
☐	📄 app-05eb6b5c3816788017fb.js	Jul 22, 2019 7:56:38 AM GMT-0400	202.1 KB	Standard
☐	📄 app-05eb6b5c3816788017fb.js.map	Jul 22, 2019 7:56:38 AM GMT-0400	700.2 KB	Standard
☐	📄 app-742154210d1b1e0b17e.js	Jul 22, 2019 7:56:38 AM GMT-0400	100.1 KB	Standard

ck

English (US)

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Type a prefix and press Enter to search. Press ESC to clear.

Upload

+ Create folder

Download

Actions ▾



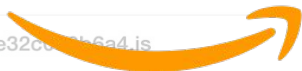
netlify

US East (N. Virginia)

Viewing 1 to 37

Name ▾	Last modified ▾	Size ▾	Storage class ▾
404	--	--	--
app	--	--	--
page-data	--	--	--
static	--	--	--
1-2cf8cc6c7e32cc0b6a4.is	Jul 22, 2019 7:56:37 AM GMT-0400	18.6 KB	Standard
1-2cf8cc6c7e32c0e0b6a4.js.map	Jul 22, 2019 7:56:37 AM GMT-0400	74.1 KB	Standard
1-d2237bf650a9e986cc8e.js	Jul 22, 2019 7:56:37 AM GMT-0400	22.7 KB	Standard
1-d2237bf650a9e986cc8e.js.map	Jul 22, 2019 7:56:37 AM GMT-0400	88.4 KB	Standard
404.html	Jul 22, 2019 7:56:38 AM GMT-0400	17.6 KB	Standard
app-05eb6b5c3816788017fb.js	Jul 22, 2019 7:56:38 AM GMT-0400	202.1 KB	Standard
app-05eb6b5c3816788017fb.js.map	Jul 22, 2019 7:56:38 AM GMT-0400	700.2 KB	Standard
app-710154010d1b1e1b17fb.js	Jul 22, 2019 7:56:38 AM GMT-0400	100.1 KB	Standard

aws



Azure



CLOUDFLARE®



Vercel



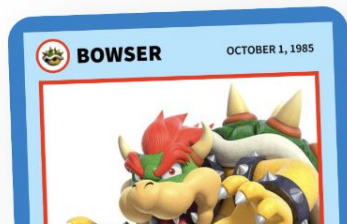
Filter by Allegiance

BOWSER

MARIO

VIEW ALL

Search



Ecommerce
on the Jamstack 

NEXT.js



spacejelly.dev/levelupecommerce

Colby Fayock

Developer Advocate



@colbyfayock



Thank You

colbyfayock.com/reactglobal