



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

 **instacart**

 **LOOTCRATE™**

amazon


 **PillPack**

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

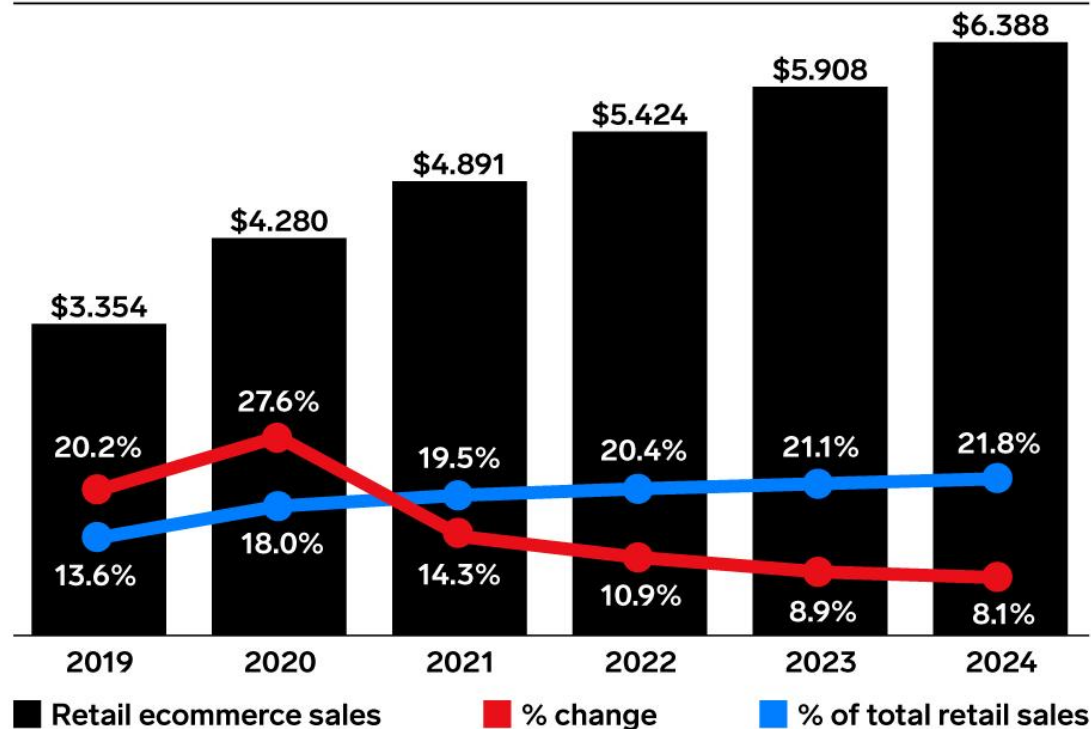
SIZE

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



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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

What are the challenges?



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SELECT A COLOR

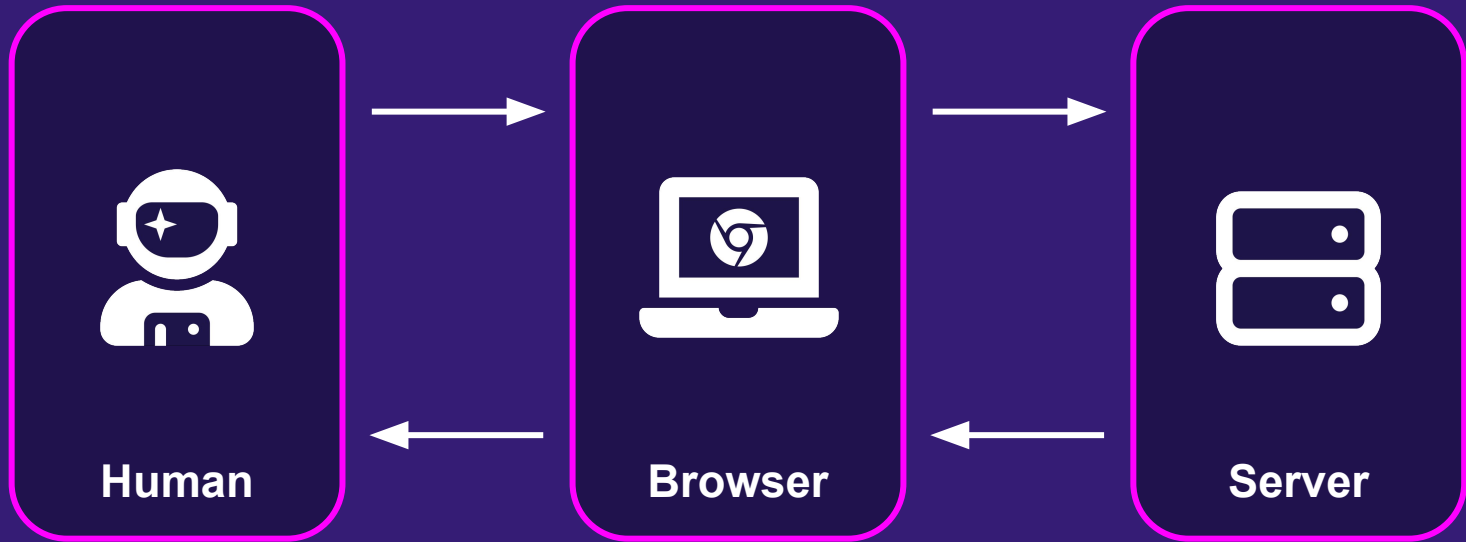
SIZE

SELECT A SIZE

ADD TO CART

What are our options?

Serverful





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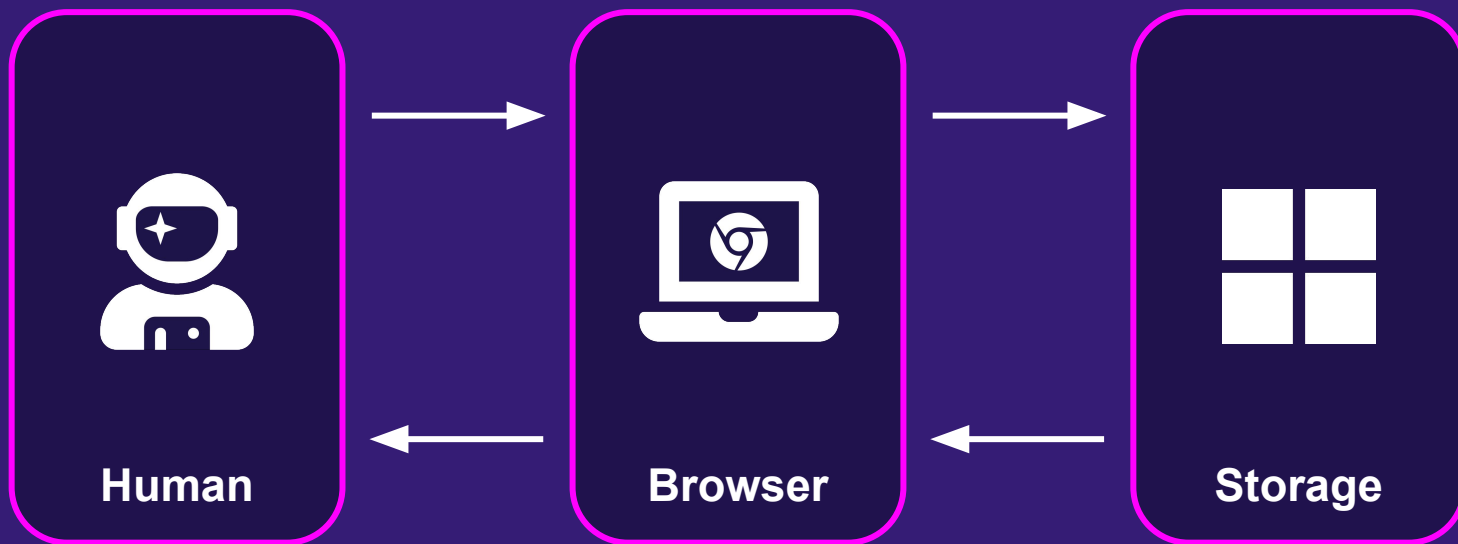
SELECT A COLOR

SIZE

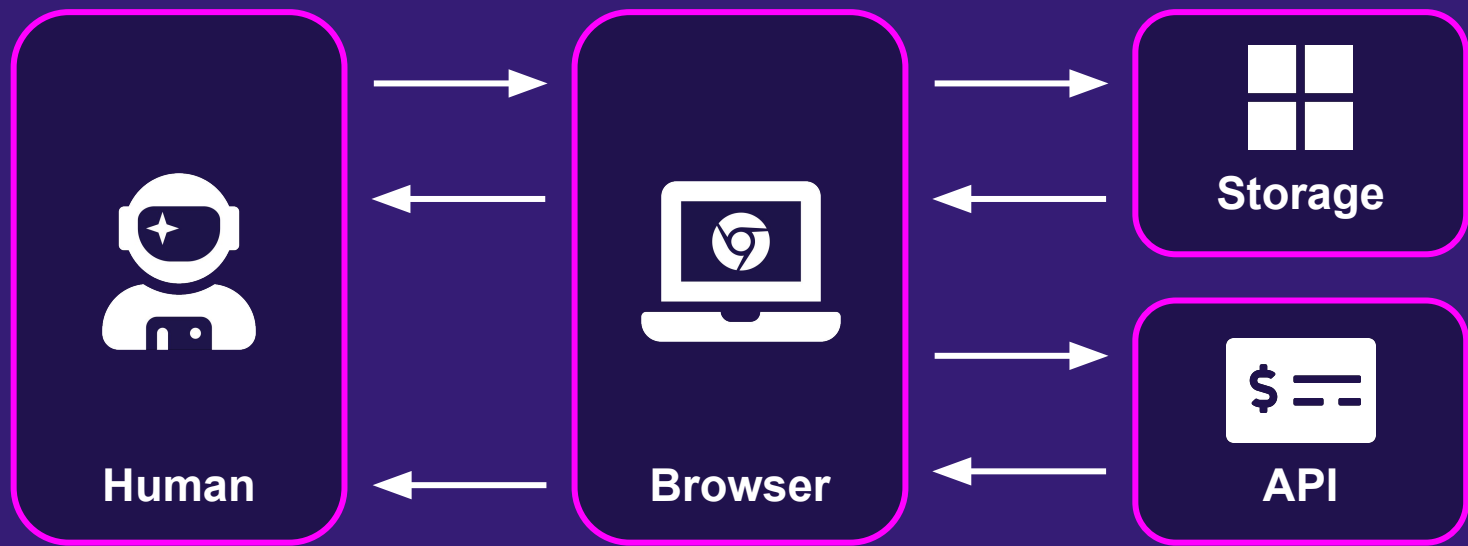
SELECT A SIZE

ADD TO CART

Static



Static+



FINAL SPACE CAPSULE ONE

NOW AVAILABLE

FINAL
SPACE



@colbyfayock



NICE!

\$25.99



SPACE COWBOY

\$25.99



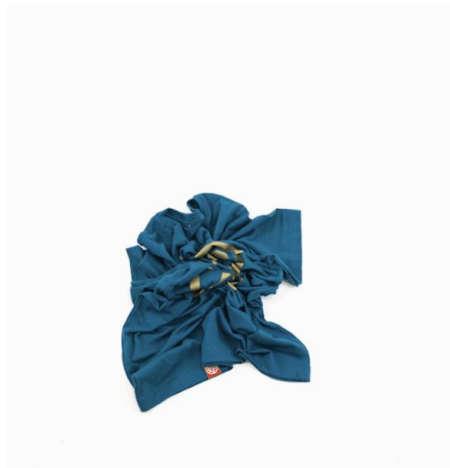
I'M GOOD

\$25.99



DOING MY BEST MAGNETIC

\$25.99



STAR CADET ICON

\$25.99



LIFE IS A JERK

\$25.99





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COLOR

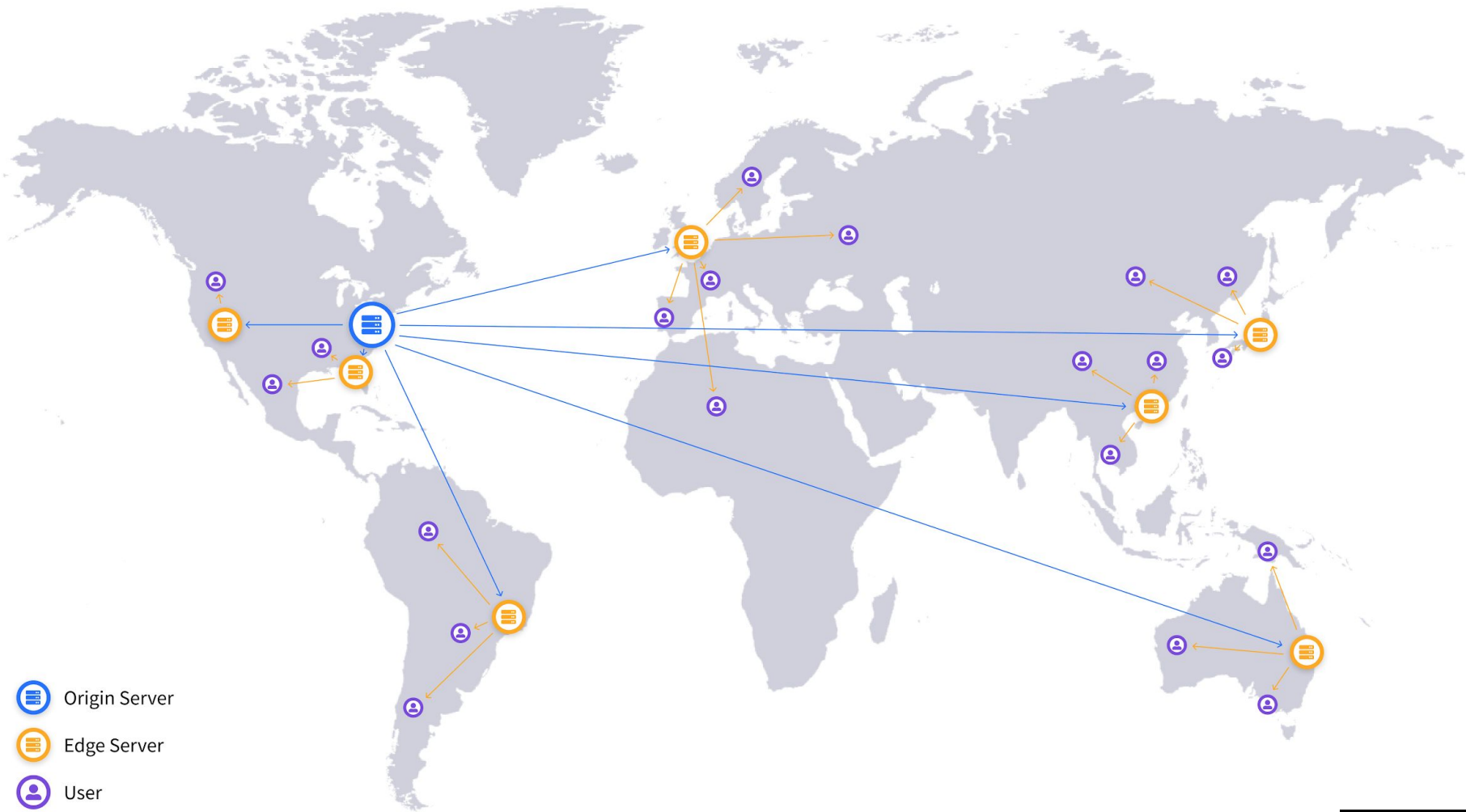
SELECT A COLOR

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%

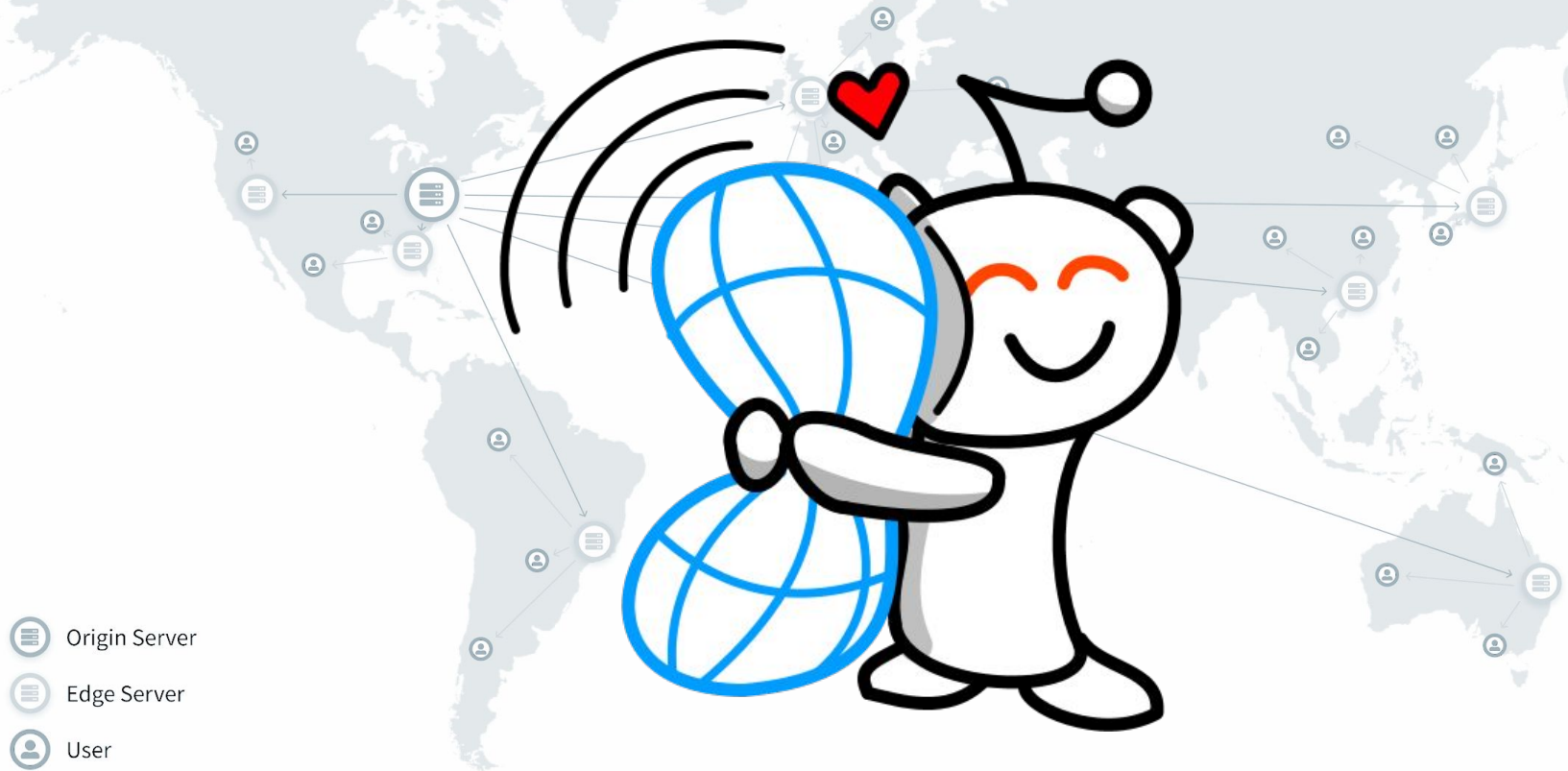
Increase in "Add to Cart" count

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

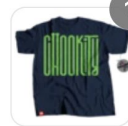
First name

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

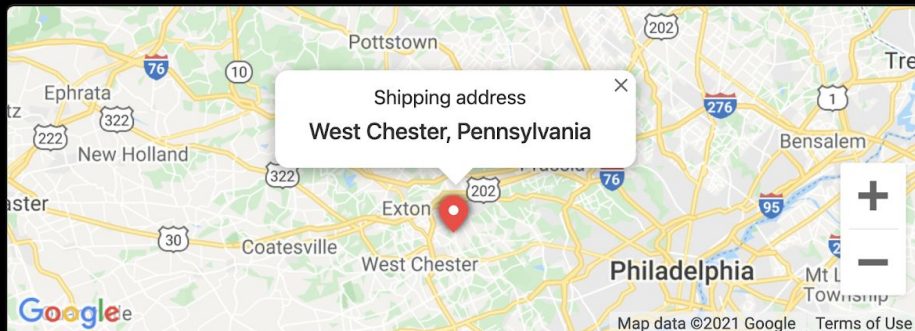


Fulfillment



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



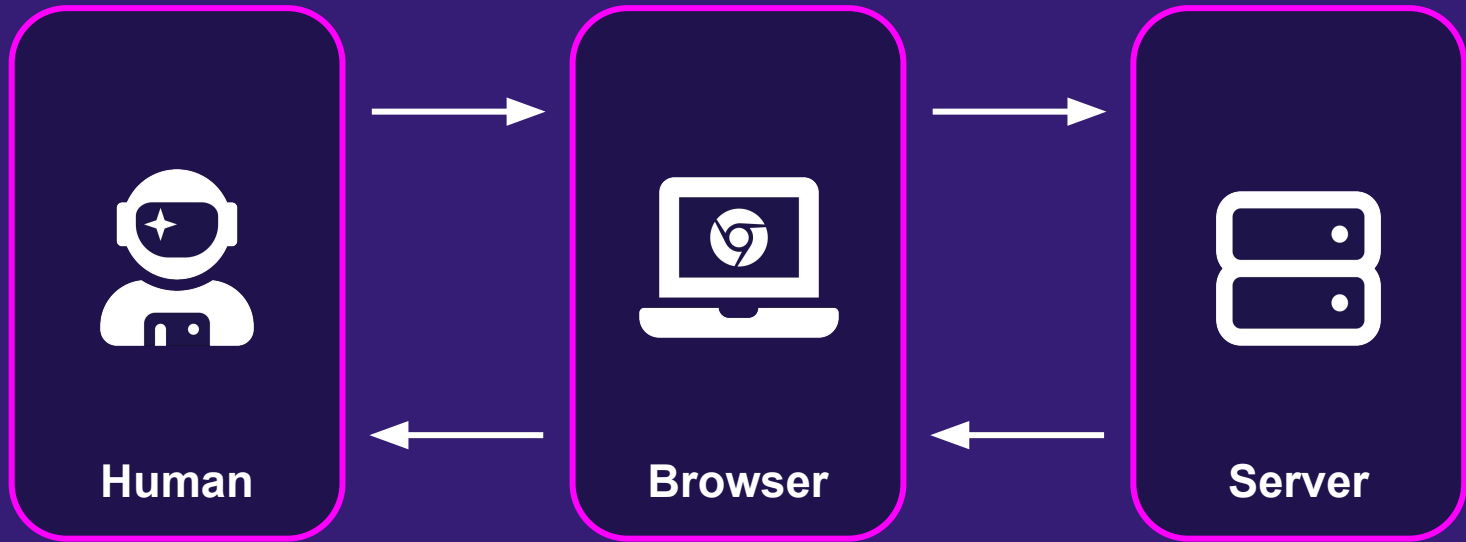
Payments



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

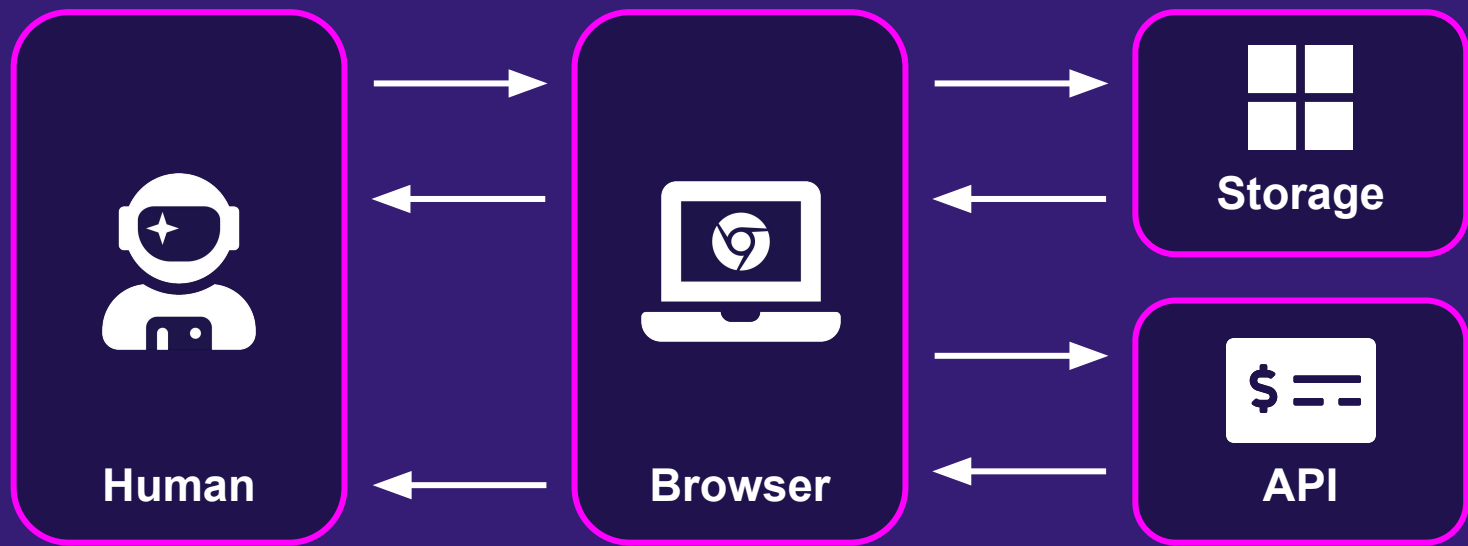
SIZE

Choose an option ▾

**CHOCOLATE
DIPPED**

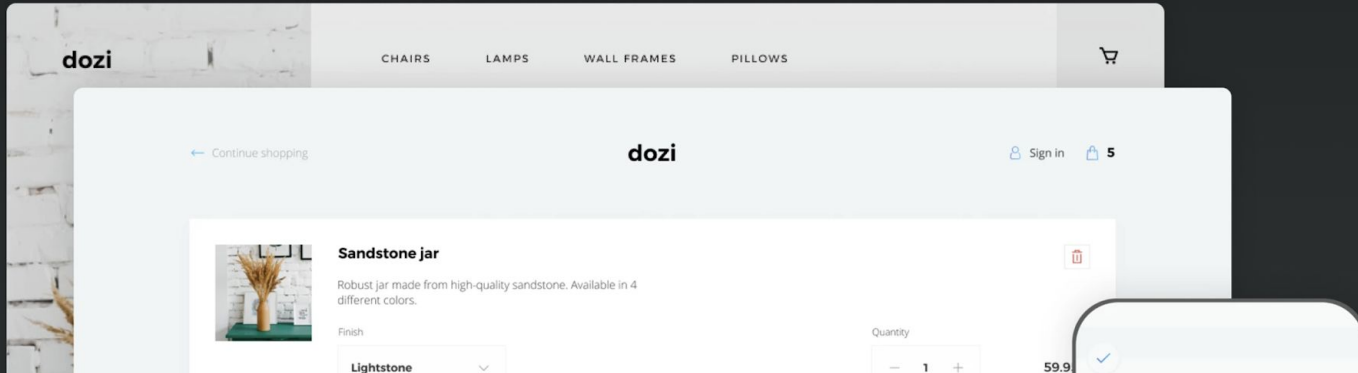
Choose an option ▾

Static+



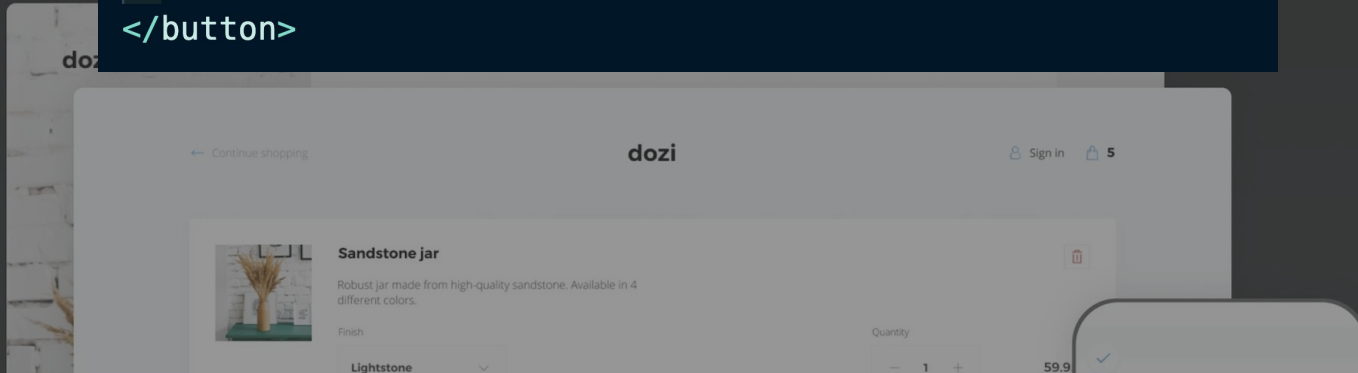
Add a shopping cart **to any website**

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

34

☐
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

Language

● Java

@colbyfayock

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

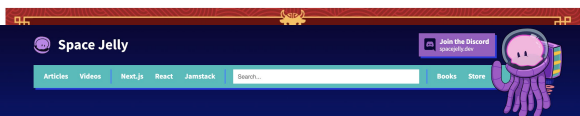
Pay \$85.00



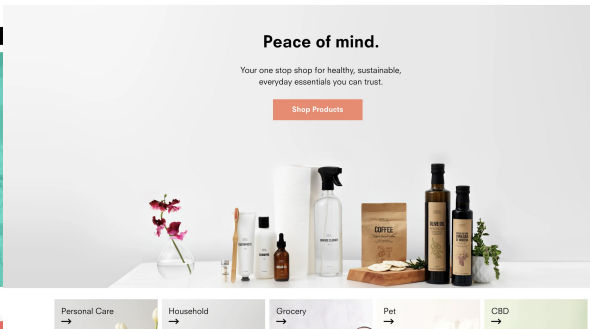
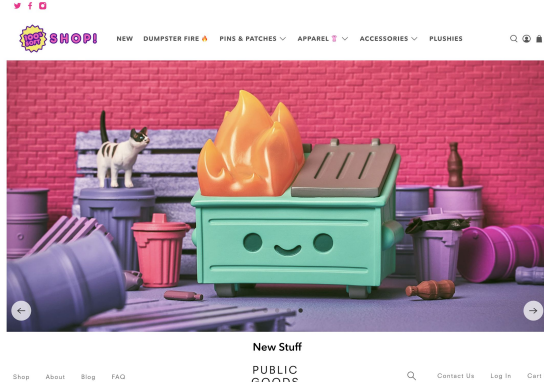
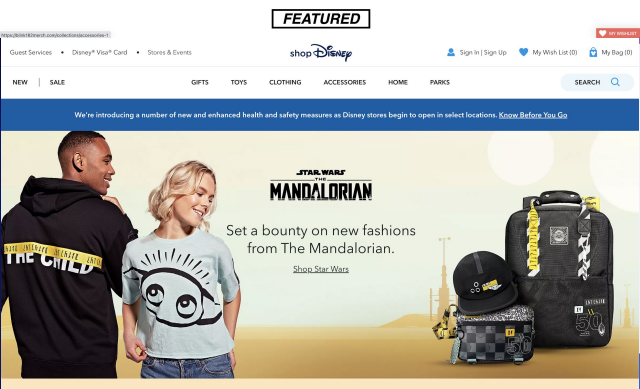
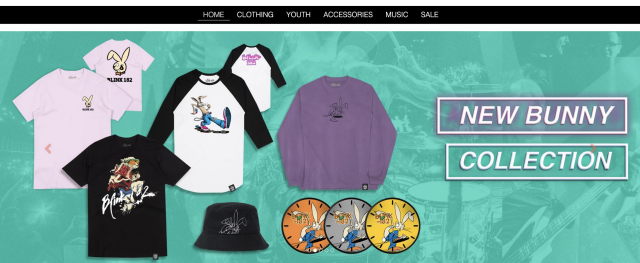
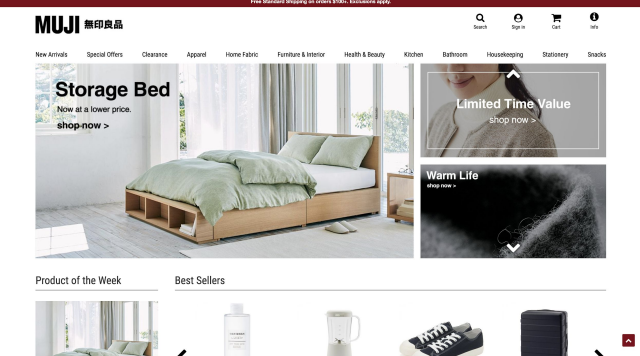
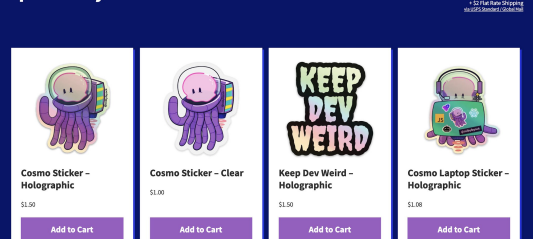


Bot Rewards ART TOYS ENTERTAINMENT

Register for FREE Shipping on Your 1st Order! (FREE Standard Shipping \$99+)



Space Jelly Store





colbyfayock.com/ecommerce



Space Jelly Shop



Space Jelly Stickers

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

\$10.00

Add to Cart

Space Jelly T-shirt

Show your love for Space Jelly with a t-shirt.

\$25.00

Add to Cart



Or pay with card

Email

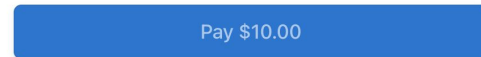
Card information

1234 1234 1234 1234		VISA	MasterCard	AMERICAN EXPRESS	Discover
MM / YY	CVC				

Name on card

Country or region

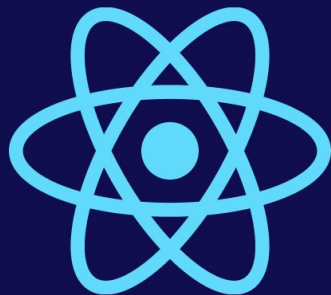
United States	▼
ZIP	



Jamstack Handbook will contribute 5% of your purchase to remove CO₂ from the atmosphere.

50 Projects

For React & the Static Web



50reactprojects.com



BUSINESS & REAL-WORLD

☒ Ecommerce Store

Create an **online store** where users can browse and purchase **games and fan gear**.

Brief

Gone are the times that you need to find a local game store to get the latest Halo release. Instead, you can get any game you want, and some sweet gear, right on the internet.

Level 1

For someone to be able to purchase a game, they need to be able to find it on your website.

Create a website that includes pictures and names of video games and fan gear.

Level 2

Managing inventory and the products in a store is a pain. We have to update code every time. We can use tools like management systems to dynamically add products.

Integrate a CMS that allows you to manage available products.

Level 3

In order to purchase a product, we'll need to provide a way for the customer to pay for it. This includes adding the payment method to a cart and the checkout process.

Add a cart and payment provider that allows someone to purchase a product.

Game Name

Buy Now

Colby Fayock

Developer Advocate



@colbyfayock



Thank You

colbyfayock.com/egghead-talks-ecommerce