Concept - comparison shopping

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Your Rating: ☆☆☆☆☆   Results: ★★★☆☆ 79 rates

This is a concept for a tool that allows you to compare any kind of items in Magnolia CMS: products, articles, assets etc. The concept is based on the Shop module. The shopping cart in the Shop module provides much of the required functionality out-of-the-box and requires less custom development.

What is a comparison tool?

A comparison tool allows you to select two or more items and compare their features in a table (matrix) format. Comparison is commonly used in shopping when there are similar items with subtle differences.

Examples:

- Compare content management system at cmsmatrix.org
- Compare wikis at wikimatrix.org
- Compare electronics at newegg.com

Product		
	× Remove	× Remove
	Apple MacBook Pro MD313LL/A 13.3" Mac OS X v10.7 Lion MacBook	Apple MacBook Pro MD318LL/A 15.4" Mac OS X v10.7 Lion MacBook
	was: $1,249.99 **$1,199**.⁹⁹ Free Shipping	was: $1,849.99 **$1,799**.⁹⁹ Free Shipping
	ADD TO CART / ADD TO WISH LIST	ADD TO CART / ADD TO WISH LIST

⊟ Laptops / Notebooks

Rating	★★★★★ (3)	★★★★★ (4)
In Stock	Yes	Yes
Item#	N82E16834100199	N82E16834100202
Model#	MD313LL/A	MD318LL/A
Brand	Apple	Apple
Series	MacBook Pro	MacBook Pro
Color	Silver	Silver
Operating System	Mac OS X v10.7 Lion	Mac OS X v10.7 Lion
CPU Type	Intel Core i5	Intel Core i7
Screen	13.3" LED-backlit display	15.4"

Comparing items in Magnolia CMS

The items being compared in Magnolia CMS could be any content elements. They could be stored in any workspace but `website`, `dms` and `data` are most likely. The competing features are any metadata applied to the items.

Examples:

- Items are articles in the website workspace and the features are the date, author and rating. Find the highest rated article in 2012.
- Items are documents in the DMS workspace and the features are subject, description, language, author, contributors and copyright. Find English language documents on the subject you are interested in.
- Items are images in the DMS (or resources workspace in Magnolia CMS 4.5) and the features are size, file type, dimensions etc. Find PNG images that have a Creative Commons license.

Magnolia does not provide a comparison feature out of the box. The closest equivalent is the shopping cart in the Shop module. The shopping cart is a visual table of selected items. Items are on the rows and the features are in the columns. The default features are Quantity, Unit Price and Total price because those make sense in the shop but the cart could be customized to display other metadata.

Public User Registration

Sample Web-Shop

New this Week

Sports

Books

Toys

Furniture

Music

Shopping Cart

Your Shopping Cart

Product	Quantity	Unit Price	Total		
Endura Coolmax Stripe Socks - 3 Pack	3	14.99	44.97		➕ ➖ ✖
Endura Singletrack Shorts 2010	1	64.99	64.99		➕ ➖ ✖
Sunn Prim S2 2011	1	299.00	299.00		➕ ➖ ✖
		Subtotal	408.96 USD		
		VAT	31.08 USD		
		Total	440.04 USD		

CHECK OUT

With the Shop module you get the following functionality out-of-the-box:

- Ability to select items (products) by browsing the site and putting them in the shopping cart.
- Tabular (matrix) view of the selected items. Allows for visual comparison of features.
- Creating and storing items in the data workspace. Supports organizing items into folders.

Custom functionality that needs to be developed:

- A checkbox list of all items. This is typically the starting point for selecting items. Technically it is a simple custom template: run a query for all items and build a list.
- Remove the Quantity, Unit Price and Total columns that don't make sense for and replace with custom metadata from the items.
- Flip the rows and columns around. Comparisons are usually done in the opposite way where the selected items are in the columns and the features are on the rows. This is because there are typically more features than selected items. See cmsmatrix.org.
- Depending on where the items are stored, customize the Shop to display data items, website pages or DMS assets.