

# PrestaShop Designer Guide

The default PrestaShop install offers a neutral theme in shades of gray, enabling sellers to quickly and freely start their activity, whatever their business line.

More than 700 themes are available through the [PrestaShop Addons](#) marketplace. They were created either by the PrestaTeam or the PrestaShop community, and are sold at reasonable prices – some even free.

As a graphic designer/web developer, you too can put your themes up for sale on the PrestaShop Addons site, and earn 70% of the selling price.

Anyone with some knowledge of CSS and image manipulation can create a custom theme for PrestaShop. Provided you know PHP as well, you can build a whole new theme for your shop. Thanks to a tried and tested theme system, any shop can quickly sport a theme tailored to its needs.

## Coding a theme

PrestaShop's theme system is based on a template engine, called [Smarty](#), which allows web-designers and developers to easily build their own theme, with little technical knowledge.

✔ All web-designers and developers should use the following tools:

- Firefox: [Firebug](#) is a free extension for easy comparison and debugging between your CSS and the output.
- Firefox/Chrome: [Web Developer](#) adds many handy web developer tools to your browser.
- Safari/Chrome: [enable](#) the [Web Inspector](#).
- Opera: [Dragonfly](#), a fully-featured debugging environment.
- Internet Explorer 8+: [Developer Tools](#) are available through the Tools menu.

Internet Explorer users can also make use of [Firebug lite](#).

## Concepts and technical information

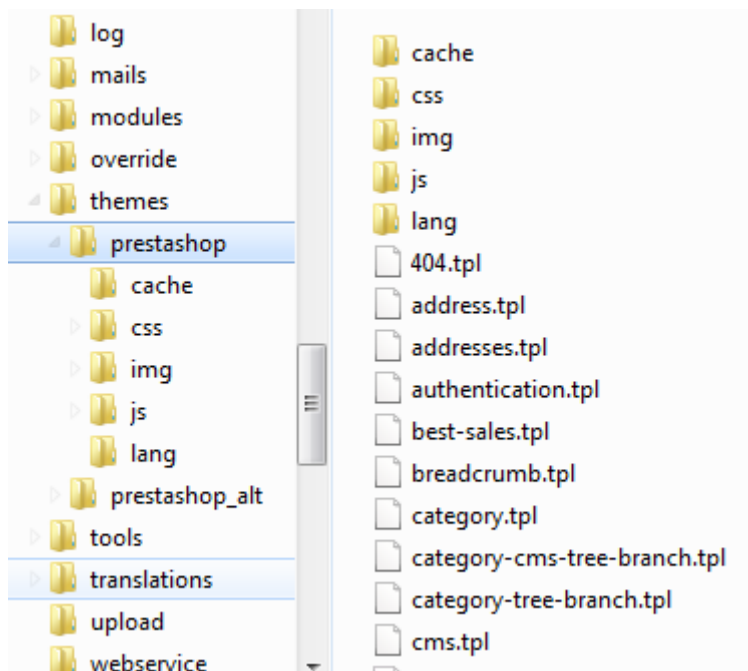
### How a theme works

A PrestaShop theme is a set of files which you can edit in order to change the look of your online shop.

Here are a few important tidbits:

- All themes have their files located in the `/themes` root folder.
- Each theme has its own sub-folder, in the main themes folder.
- Each theme is made of template files (`.tpl`), image files (`.gif`, `.jpg`, `.png`), one or more CSS files (`.css`), and sometimes even JavaScript files (`.js`).
- Each theme has a `preview.jpg` image file in its folder, enabling the shop-owner to see what the theme looks like directly from the back-office, and select the theme appropriately.

Here is an overview of the file structure of a PrestaShop theme (here, the default one):



- The `/css` folder contains all CSS files.
- The `/img` folder contains all images.
- The `/js` folder contains all the JavaScript files.
- The `/lang` folder contains the theme's translations. Its access rights should be set at CHMOD 666 (for instance), so that the back-office translation tool can read and write into it.
- The root of the folder contains TPL files only (Smarty files), as well as the `preview.jpg` file.

**i** The `/css`, `/img` and `/js` folder are optional, the theme can perfectly work without them, it's up to you to create them.

## Handling translations

All of your theme's text string should be enclosed in a Smarty function, like so:

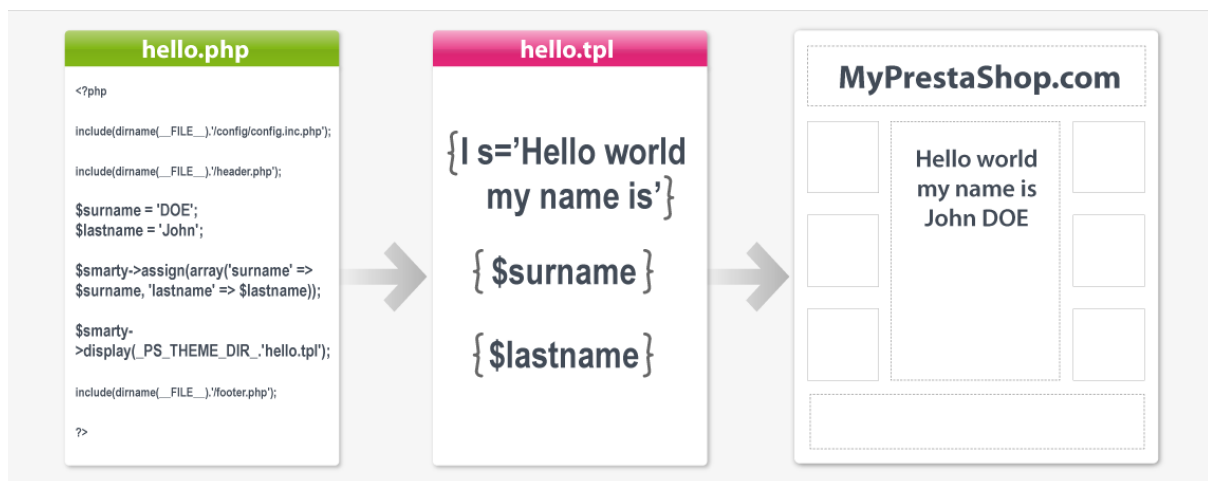
```
{l s='My Text'}
```

This will enable anyone to translate the theme into his own language, using the internal translation tool, which you can find in the PrestaShop back-office, under the "Tools" tab and its "Translation" sub-tab. In the "Modify translations" section, use the drop-down menu, choose "Front Office translation", then click on the flag of the language you wish to translate strings into. All the front-office strings will then be displayed.

### h3 Transmitting data to a PrestaShop theme

The following graphic explains how data is transmitted from PrestaShop's core to its theme. Using the `l()` method enables the theme to display its text in the chosen language, if it has been translated beforehand.

## ***Transmitting data to a PrestaShop theme*** Example with hello.php



### **Best practices**

Here is a non-exhaustive list of best practices that you should follow when creating a theme:

1. Do not mix XHTML and PHP code.
2. Do not mix XHTML and CSS code; put the CSS code in a separate `.css` file.
3. Always validate your XHTML and CSS code using the W3C validators: [XHTML validator](#), [CSS validator](#).
4. Do not make SQL queries from a PHP controller (`{}.php` file at the root of PrestaShop); prefer the use of existing methods from the PrestaShop classes, or create new methods for these classes.
5. Always check if a method you need does not already exist in the available classes.

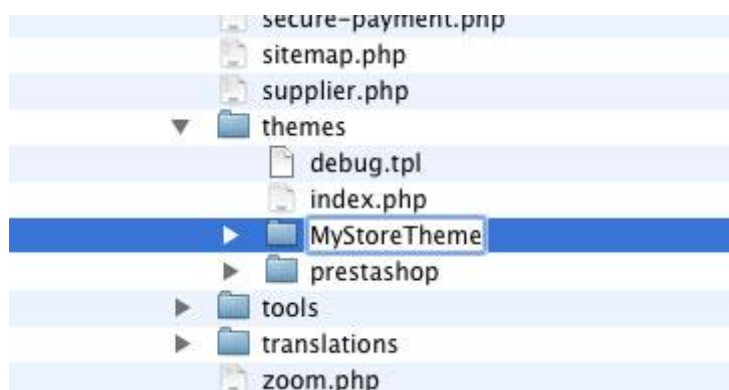
6. Always make sure to produce a clear and readable code, making it easy to maintain for anyone.
7. Do comment your code, in English.
8. When editing the theme on a production site, always first put the shop in maintenance mode via the back-office.
9. Use modern browsers, such as Firefox, Google Chrome or Opera, and make sure your friends do too.
10. Whenever possible, use [CSS sprites \(follow-up article\)](#).
11. If you wish to thank PrestaShop team for its hard work, [please consider donating](#), or spread the good word!

## Customizing the default theme

Follow the following steps to create your own theme out of the PrestaShop default theme.

### 1. Copy the default theme

1. Locate the `/themes` directory in your PrestaShop install, and create a copy of the default `../themes/prestashop/` directory.
2. Rename the duplicate.



### 2. Modify the CSS sheet

- In the customized theme folder (e.g., `/themes/MyStoreTheme/`), locate the `/css` folder.
- Open the `global.css` file and change it according to your needs. This is where you are only limited by your creativity – and your knowledge of CSS.  
*Note:* the `maintenance.css` file, located in the same folder, controls the layout of the Maintenance Mode page.
- New or modified images must be placed in the new theme's `/img` folder (e.g., `/themes/MyStoreTheme/img`).

 **Tips from the PrestaShop development team**

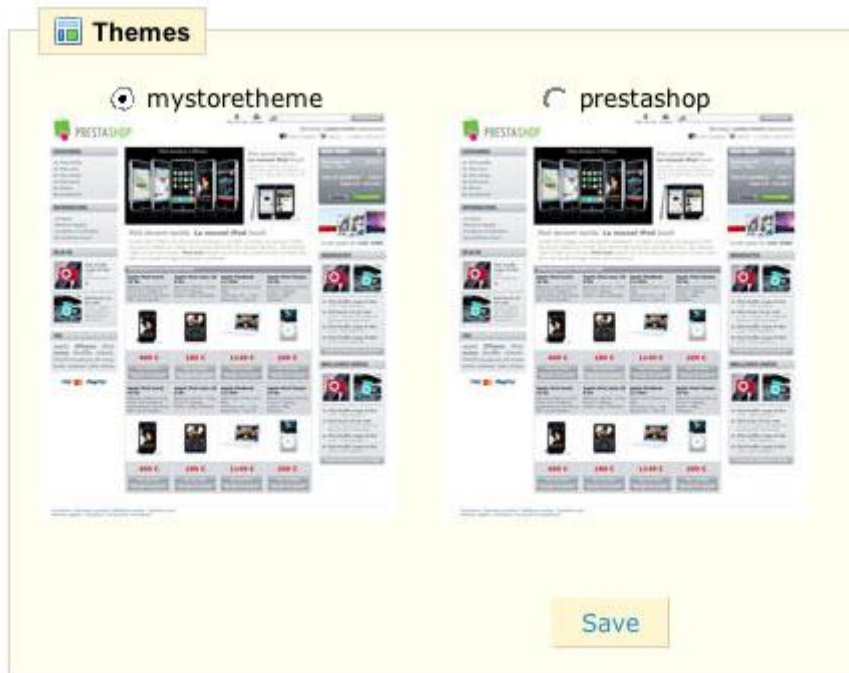
- Where possible, use CSS instead of HTML (e.g., only use tables for tabular data, not for layout).
- Validate your XHTML and CSS code using the W3C tools: [HTML validator](#), [CSS validator](#).
- Reduce images and pictures size by using compression. Yahoo!'s [SmushIt](#) is an excellent tool for that.
- Test your theme on several Web browsers, not only Internet Explorer. [Mozilla Firefox](#), WebKit browsers ([Apple Safari](#), [Google Chrome](#)) and [Opera](#) are all to be considered, but you should most of all check that it works well the browsers your website is mostly visited with. If your website has not launched yet, [have a look at your country browser stats](#). For instance, [here are the browser stats for France, from 2010 to 2011](#).
- Keep filenames in lowercase.
- Remember that the homepage text and logo are modifiable directly via the Back Office. Go to the back-office, "Modules" tab then "Themes" sub-tab.

### 3. Create a preview screen shot

Once your customized theme is ready, you must place a file representing the theme, called `preview.jpg`, in the theme's root folder (e.g., `/themes/MyStoreTheme`). This file must be a 100 × 100 pixels `.jpg` file.

### 4. Test your theme

1. Go to back-office's "Preferences" tab, then its "Appearance" and its "Themes" section.
2. Select the new theme and click Save..



## Share your themes!

Show off your hard work, get feedback, and build your reputation by sharing your theme in the Themes section of our [Forum](#)!

You can also sell your theme to PrestaShop users through our [Addons website](#)!

## Creating your own theme

### PrestaShop's default theme

The default theme was conceived in a neutral style, and as such can be use for just about any type of shop, independent of the industry. Moreover, this theme does its best to conform to web standards, as established by the [W3C](#), and has been optimized to display efficiently in all major browsers.

That being said, you might want to have a theme that is really tailored to your website or online activity, rather than having the same theme as thousands of online shops. This is were you need to build your own theme – and the easiest way to do it is to use the default theme as a solid groundwork, or at least as inspiration.

### First step towards your own theme

All currently-installed themes are found in the `/themes` folder, where your own will soon be too. The default theme is located in the

`/themes/prestashop` sub-folder. This is the folder from which you will build your own theme.

That being said, it is **highly discouraged** to directly change the files for the default theme, the reason being that this could introduce news bugs and no way to go back. You need to keep the default theme intact, so that you can switch between your theme and the default one in order to find out if the issue you are seeing is tied to your theme, or to a bug in another part of PrestaShop.

The first step will therefore be to make a copy of the `/prestashop` sub-folder, and give that copy a unique name, for instance the name of your own theme or website. This way, the default theme remains intact.

### File structure for a theme

When creating a theme, you have to think up front of all the various pages and pieces of information that your theme has to handle correctly, in order to offer a complete experience to your customer. Here again, the default theme is a good way to get inspiration, both in the variety of files it features and behaviors it caters for, but also in its code, which you can dive into in order to better understand how a theme works.

File or folder	Description
preview.jpg	This image is used as a preview in the "Theme" selector in the "Preferences" > "Appearance" sub-tab. This image is mandatory, as without it the them cannot be selected. It should obviously reflect the theme's design, and not its logo or designer's name...
404.tpl	Used when the requested page is not found (HTTP error 404).
address.tpl	Used when adding or editing a client street address.
addresses.tpl	Used when listing a client's street addresses.
authentication.tpl	Used when identifying a user, or creating a new user account.
best-sales.tpl	Used to list all best sale.
breadcrumb.tpl	Used to find the navigation path, or breadcrumb trail.
category.tpl	Used to list all products in a given category.
category-tree-branch.tpl	Used only by the Category block.
category-cms-tree-branch.tpl	...
cms.tpl	Used for informational pages ("Tools" > "CMS" sub-tab).
contact-form.tpl	Used by the contact form.
discount.tpl	Used when listing all discount tickets for a single

	client.
errors.tpl	Used when displaying errors. Potentially called by all of the pages.
footer.tpl	Page footer.
guest-tracking.tpl	Used when a visitor has no know account on the site, but wants his order to be tracked – and therefore needs to create an account or log in.
header.tpl	Page header
history.tpl	Used when listing the order history of a client.
identity.tpl	Used when a client edits his/her personal information.
index.php	Blank file, prevents visitors to view the content of the folder.
index.tpl	Welcome page.
maintenance.tpl	Used when the site is in maintenance mode.
manufacturer.tpl	Used when listing all products from a single manufacturer.
manufacturer-list.tpl	Used when listing all manufacturers.
my-account.tpl	Welcome page for a client's account.
new-products.tpl	Used when listing the products that were last added to the cart.
order-address.tpl	Used during the order process: Step 1, choosing the addresses (delivery, billing).
order-carrier.tpl	Used during the order process: Step 2, choosing the carrier mode.
order-confirmation.tpl	Used during the order process: Last step, confirming the order (after payment).
order-detail.tpl	Used to display the content of a client's order.
order-follow.tpl	Used when a client needs to ask for a product return.
order-opc.tpl	...
order-opc-new-account.tpl	...
order-payment.tpl	Used during the order process: Step 3, choosing the payment mode.
order-return.tpl	Used to display a client product return details.
order-slip.tpl	Used to display a client's credit slips.
order-steps.tpl	Order process progress bar.
pagination.tpl	Used by all pages that list products. Displays the pagination button, enable to skip to the next/previous page of products.
password.tpl	Used when a client needs to change his password.
prices-drop.tpl	Used to list all current promotions.
product.tpl	Used to display details for a single product.
product-list.tpl	Used by all pages that list products. Displays the actual products list.



product-sort.tpl	Used by all pages that list products. Displays a menu enabling to sort and filter products.
products-comparison.tpl	...
scenes.tpl	Used to display a scene's details within a product category.
search.tpl	Used to list results from a search query.
shopping-cart.tpl	Used to list products in a client's cart.
shopping-cart-product-line.tpl	Used to display from a single cart row.
sitemap.tpl	Used to display the site map.
store_infos.tpl	...
stores.tpl	...
supplier.tpl	Used to list all the products from a single supplier.
supplier-list.tpl	Used to list all suppliers.
thickbox.tpl	Used to zoom a product's picture.
/cache	...
/css	Contains all style sheet files for the theme. The <code>global.css</code> file deals with the layout for most of the site. Unless you know exactly what you are doing, you should leave these files alone.
/img	Contains all of the theme's images. You should replace these images with your own adequate creations. If you do not know what to make of it, you should leave the original files.
/js	Contains all of the theme's JavaScript files. Unless you know exactly what you are doing, you should leave these files alone.
/lang	Contains all translation files. These are generated by the back-office translation tool, and should not be edit directly. If a translation needs editing, go to the back-office, "Tools" tab, "Translation" sub-tab, "Modify translation" section, and choose "Front office translations".

### A few advices

**Firebug, Dragonfly** et al.: your work as a front-end developer can greatly helped with the right tools at hand, provided you test your design in a modern browser that provides such tools, either through a module (Firefox's [FireBug](#)) or directly embedded (Opera's Dragonfly, Chrome & Webkit's Web Inspector). Learn to master them, and you will quickly be amazed by their usefulness.

**JavaScript:** all JavaScript files should be stored in the theme's `/js` folder.

**preview.jpg** file: Once your design is complete, you can create the preview image file. Take a screen shot, then resize it to 180px width in order to use it instead of the default `preview.jpg` file. You can either use the screenshot tool provided by your OS (Windows' Snipping Tool, OS X's Cmd+Shift+4 key combo), or install a browser extension, such as Firefox's [FireShot](#) or [Screengrab](#).

## Integration: where the hooks and modules are

One of the key point of integrating content within a PrestaShop theme is to know where said content is displayed, and therefore where the various hooks and modules are located.

Here is a graphical representation of where they are, for each page. You will find:

- The name of the block.
- The block's id, in order to target it with CSS.
- The block's folder or template file, if you need to make changes to it.

# Hooks

## Main content areas

The screenshot shows a PrestaShop homepage with several key areas highlighted:

- Top of pages:** Includes the PrestaShop logo, currency selector (€), language flags, navigation links (contact, plan du site, favoris), a search bar (Rechercher), and user account links (Bienvenue, identifiez-vous, Votre compte, Panier).
- Left column:** Contains a sidebar with filters for TAGS (apple, ipod, nano, écouteurs, air, macbook, superdrive, casque, ipod touch tactile, macbookair), CATEGORIES (iPods, Accessoires, Portables), FABRICANTS (Apple Computer, Inc, Shure Incorporated), and INFORMATIONS (Livraison, Mentions légales, Conditions d'utilisation, A propos, Paiement sécurisé, Nos magasins).
- Homepage:** The main content area featuring a central product grid for iPods and iPhones, a 'PRODUITS PHARES' section, and a 'NOUVEAUX PRODUITS' section.
- Right column:** Contains a shopping cart (PANIER) showing 'Aucun produit' and a total of 0,00 €. Below it are sections for 'NOUVEAUX PRODUITS', 'REDUCTIONS' (e.g., iPod Nano at 189,05 €), and 'NOS MAGASINS'.
- Footer:** A horizontal bar with links for Promotions, Nouveaux produits, Meilleures ventes, Nos magasins, Contactez-nous, Conditions d'utilisation, A propos, and Propulsé par PrestaShop™.

# Modules

## Header section

The header section is broken down into several functional blocks:

- Currency block:** (id: currencies\_block\_top, folder: blockcurrencies) - Shows the current currency (€).
- Language block:** (id: languages\_block\_top, folder: blocklanguages) - Displays flags for different languages.
- Permanent links block:** (id: header\_links, folder: blockpermanentlinks) - Contains navigation links like 'contact', 'plan du site', and 'favoris'.
- Quick Search block:** (id: search\_block\_top, folder: blocksearch) - The search bar with the 'Rechercher' button.
- User info block:** (id: header\_user, folder: blockuserinfo) - Displays user status and account links.

# Homepage blocks

The image shows a screenshot of an Apple homepage with several blocks highlighted by red boxes and labeled with their IDs and folder names. The blocks are as follows:

- Tag block** (id: tags\_block\_left, folder: blocktags): Located at the top left, showing a list of tags like 'apple', 'ipod', 'nano', 'écouteurs', etc.
- Categories block** (id: categories\_block\_left, folder: blockcategories): Located below the tag block, showing categories like 'iPods', 'Accessoires', and 'Portables'.
- Manufacturers block** (id: manufacturers\_block\_left, folder: blockmanufacturer): Located below the categories block, showing a list of manufacturers like 'Apple Computer, Inc' and 'Shure Incorporated'.
- CMS Block** (id: informations\_block\_left\_1, folder: blockcms): Located below the manufacturers block, showing information like 'Livraison', 'Mentions légales', and 'Conditions d'utilisation'.
- Advertising block** (id: advertising\_block, folder: blockadvertising): Located at the bottom left, showing an image of a computer monitor.
- Home text editor** (id: editorial\_block\_center): Located in the center, showing a text editor with placeholder text and images of iPods and iPhones.
- Featured Products on the homepage** (id: xxx, folder: homefeatured): Located below the home text editor, showing a grid of featured products like 'iPod Nano', 'iPod shuffle', 'MacBook Air', and 'MacBook'.
- Cart block** (id: cart\_block, folder: blockcart): Located at the top right, showing a shopping cart with items and a total price.
- New products block** (id: xxx, folder: blocknewproducts): Located below the cart block, showing a list of new products like 'iPod Nano', 'iPod shuffle', 'MacBook Air', and 'MacBook'.
- Specials block** (id: special\_block\_right, folder: blockspecials): Located below the new products block, showing a list of special offers like 'iPod Nano' with a discount.
- Stores block** (id: stores\_block\_left, folder: blocstore): Located at the bottom right, showing a list of Apple stores.

## Category central column

The screenshot shows a category page for iPods. The central column is highlighted with a red border and contains several key sections:

- Scenes** (id: scenes, folder: scenes.tpl): A banner image showing various iPod models.
- Products list** (id: product\_list, tpl: product-list.tpl): A list of three iPod models: Nano (189,05 €), Shuffle (79,00 €), and Touch (289,00 €). Each item includes a small image, a description, and buttons for 'Ajouter au panier' and 'Voir le produit'.

Annotations on the left side of the page:

- Category description** (id: cat\_desc, folder: to be filled in the BO): Points to the 'INFORMATIONS' section in the left sidebar.
- Sort form** (id: productsSortForm, tpl: product-sort.tpl): Points to the 'Tri' dropdown menu in the central column.

Annotations on the right side of the page:

- Comparison buttons** (id: /, tpl: products-comparison.tpl): Points to the 'Comparer' buttons located below each product in the list.

Other visible elements include a left sidebar with navigation menus (TAGS, CATEGORIES, FABRICANTS, INFORMATIONS), a top navigation bar (Accueil > iPods), a shopping cart (PANIER) showing 0,00 €, and a 'NOUVEAUX PRODUITS' section with featured items like iPod Nano, iPod shuffle, MacBook Air, and MacBook.

## Product page

Accueil > iPods > iPod Nano

### IPOD NANO

Product info  
(id: /  
tpl: product.tpl)

... nouveau design. Nouvelles fonctionnalités. Désormais en 8 et 16 Go. iPod nano, plus rock que jamais.

[Plus de détails](#)

Choisissez un coloris :

**PRIX RÉDUIT !**  
**189,05 € TTC**  
~~199,00 € TTC~~  
(remise de 5 %)

Capacité :

Couleur :

Quantité :

Disponibilité : En stock  
50 pièces disponibles

[Ajouter au panier](#)

[Imprimer](#)  
[Agrandir](#)

[EN SAVOIR PLUS](#) [FICHE TECHNIQUE](#)

**Des courbes avantageuses.**  
Pour les amateurs de sensations, voici neuf nouveaux coloris. Et ce n'est pas tout ! Faites l'expérience du design elliptique en aluminium et verre. Vous ne voudrez plus le lâcher.

**Beau et intelligent.**  
La nouvelle fonctionnalité Genius fait d'iPod nano votre DJ personnel. Genius crée des listes de lecture en recherchant dans votre bibliothèque les chansons qui vont bien ensemble.

**Fait pour bouger avec vous.**  
iPod nano est équipé de l'accéléromètre. Secouez-le pour mélanger votre musique. Basculez-le pour afficher Cover Flow. Et découvrez des jeux adaptés à vos mouvements.

**PANIER**  
Aucun produit  
Expédition Total  
[Panier](#)

**NOUVEAUX PRODUITS**

iPod Nano  
Nouveau design. Nouvelles fonctionnalités...

iPod shuffle  
iPod shuffle, le plus portable de la gamme iPod.

MacBook Air  
MacBook Air est ultra portable et léger.

MacBook  
MacBook vous offre une expérience de mouvement...

iPod touch  
Interface multi-touche révolutionnaire.

[Tous les nouveaux produits](#)

**RÉDUCTIONS**

[Toutes les réductions](#)

**NOS MAGASINS**

## Account forms & order steps

**Order steps**  
(id: order\_step  
tpl: order-steps.tpl)

**IDENTIFIEZ-VOUS**

Résumé **Identifiez-vous** Adresse Frais de port Paiement

**Créez votre compte**

Entrez votre adresse e-mail pour créer votre compte.

Adresse e-mail

**Créez votre compte**

**Déjà enregistré ?**

Adresse e-mail

Mot de passe

**Identifiez-vous**

[Mot de passe oublié ?](#)

**Account creation**  
(id: create-account\_form  
tpl: authentication.tpl)

**Authentication form**  
(id: login\_form  
tpl: authentication.tpl)

**CATÉGORIES**

iPods  
Accessoires  
Portables

**DÉJÀ VUS**

iPod Nano  
Nouveau design.  
Nouvelles... >>

**FABRICANTS**

>> Apple Computer, Inc  
>> Shure Incorporated

Tous les fabricants

**INFORMATIONS**

Livraison  
Mentions légales

Aucun  
Expéd  
Total  
Panier

NOUVEAU

iPod N  
Nouv  
foncti  
iPod s  
iPod z  
plus p  
MacBe  
MacB  
ultra  
MacBe  
MacB  
de m  
iPod b  
Interf  
révolu

## Account creation form

**Account creation form**  
(id: account-creation\_form  
tpl: authentication.tpl)

Vos informations personnelles

Civilité  M.  Mme

Prénom

Nom

E-mail sandrine.thiebaut@prestashop.co

Mot de passe \*\*\*\*\* (5 caractères min.)

Date de naissance

Votre adresse

Prénom

Nom

Société

Adresse

Adresse (2)

Code postal

Ville

Pays France

Informations complémentaires

Vous devez enregistrer au moins un numéro de téléphone

Téléphone domicile

Téléphone portable

Donnez un titre à cette adresse pour la retrouver plus facilement

Mon adresse

\* Champs requis

S'inscrire

iPod touch second main

**CATÉGORIES**

iPods  
Accessoires  
Portables

**DÉJÀ VUS**

iPod Nano  
Nouveau design.  
Nouvelles... >>

**FABRICANTS**

>> Apple Computer, Inc  
>> Shure Incorporated

Tous les fabricants

**INFORMATIONS**

Livraison  
Mentions légales

Tot  
P  
NC  
iP  
NC  
fo  
iP  
iP  
pi  
M  
M  
ull  
M  
M  
de  
iP  
In  
re  
T  
RE  
NC



## Order blocks

The screenshot shows a shopping cart page with several sections highlighted by red boxes. On the left, callout boxes identify these sections with their IDs and templates. The main content area includes a progress bar, a list of products, a summary table, a voucher section, and address fields.

**Order steps**  
(id: order\_step  
tpl: order-steps.tpl)

**Last product added**  
(id: cart\_last\_product  
tpl: shopping-cart.tpl)

**Order content**  
(id: order-detail-content  
tpl: order-detail.tpl)

**vouchers**  
(id: cart\_voucher  
tpl: shopping-cart.tpl)

**Addresses**  
(id: order\_delivery  
tpl: shopping-cart.tpl)

Accueil > Votre panier

### RÉCAPITULATIF DE LA COMMANDE

Résumé Identifiez-vous Adresse Frais de port Paiement

**Dernier produit ajouté**

iPod touch  
Capacité : 8Go

Votre panier contient 3 produits

Produit	Description	Réf.	Dispo.	Prix unitaire	Qté	Total
	iPod Nano Capacité : 16Go, Couleur : Noir	--	●	189,05 €	1	189,05 €
	MacBook	--	●	1 400,00 €	1	1 400,00 €
	iPod touch Capacité : 8Go	--	●	289,00 €	1	289,00 €
<b>Total produits TTC :</b>						<b>1 878,05 €</b>
Total frais de port TTC :						8,37 €
<b>Total HT :</b>						<b>1 577,28 €</b>
Total taxes :						309,14 €
<b>Total TTC :</b>						<b>1 886,42 €</b>

**Bons de réduction** Code :  **Ajouter**

Adresse de livraison	Adresse de facturation
<b>sa t</b> 41 bd des capucines 75002 Paris France	<b>sa t</b> 41 bd des capucines 75002 Paris France

« Continuer mes achats

Suivant »



## Addresses

**ADRESSES**

Résumé Identifiez-vous **Adresse** Frais de port Paiement

Choisissez une adresse de livraison : **Mon adresse** ▼

Utiliser la même adresse pour la facturation

Votre adresse de livraison	Votre adresse de facturation
<b>sa t</b> 41 bd des capucines 75002 Paris France 01 23 45 67 89 <a href="#">Mettre à jour</a>	<b>sa t</b> 41 bd des capucines 75002 Paris France 01 23 45 67 89 <a href="#">Mettre à jour</a>

**Ajoutez une nouvelle adresse**

Si vous voulez nous laisser un message à propos de votre commande, merci de l'écrire ici.

« Précédent Suivant »

**Order addresses**  
(id: addresses  
tpl: order-address.tpl)

**Tags:** apple ipod ipod touch  
tactile air macbook marche  
écouteurs superdrive macbookair  
shuffle

**Portables**

**DÉJÀ VUS**

**iPod Nano**  
Nouveau design.  
Nouvelles... »

**FABRICANTS**

» Apple Computer, Inc  
» Shure Incorporated

## Terms & Conditions and carrier choice

Résumé Identifiez-vous Adresse **Frais de port** Paiement

**Conditions générales de vente**

J'ai lu les conditions générales de vente et j'y adhère sans réserve. [lire](#)

**Choisissez votre mode de livraison**

J'accepte de recevoir ma commande dans un emballage recyclé.

Transporteur	Informations	Prix
<input checked="" type="radio"/> My carrier	Livraison le lendemain !	<b>8,37 € TTC</b>

**Cadeau**

Je souhaite que ma commande soit emballée dans un papier-cadeau.

« Précédent Suivant »

**T&C and Carrier choice**  
(id: form  
tpl: order-carrier.tpl)

**Mes avoirs**  
» Mes commandes  
» Mes adresses  
» Mes données personnelles  
» Mes bons de réductions  
[Déconnexion](#)

**CATÉGORIES**

**iPods**  
**Accessoires**  
**Portables**

**DÉJÀ VUS**

## Payment module choice

The screenshot shows a payment page with a progress bar at the top: **Résumé** | **Identifiez-vous** | **Adresse** | **Frais de port** | **Paiement**. A red box highlights the payment options section, which includes:

- Merçi de choisir votre moyen de paiement afin de régler la somme de **1 886,42 € TTC**
- Payer par chèque (traitement plus long)
- Payer par virement bancaire (traitement plus long)
- VISA and BLEUE logos
- « Précédent » button

Annotations include:

- A pink box with links: **Mes avoirs**, **Mes adresses**, **Mes données personnelles**, **Mes bons de réductions**, and **Déconnexion**.
- A red box with text: **Payment choice module (id /tpl : depends on the payment module Presented here : Moneybookers) Warning : the last block's border is hardcoded in the Javascript code.**
- A red box with text: **Site map (id : sitemap\_content tpl: sitemap.tpl)**

## Site map

The screenshot shows a site map page titled **PLAN DU SITE** with the following structure:

- Nos offres**
  - Nouveaux produits
  - Meilleures ventes
  - Promotions
  - Fabricants
  - Fournisseurs
- Votre Compte**
  - Votre Compte
  - Informations personnelles
  - Adresses
  - Réduction
  - Historique des commandes
- Catégories**
  - Accueil
  - iPods
  - Accessoires
  - Portables
- Pages**
  - Accueil
  - Livraison
  - Mentions légales
  - Conditions d'utilisation
  - A propos
  - Paiement sécurisé
  - Contact

Annotations include:

- A red box with text: **Site map (id : sitemap\_content tpl: sitemap.tpl)**

## Contact form

The image shows a screenshot of an Apple website's contact form. The form is titled "SERVICE CLIENT - CONTACTEZ-NOUS" and includes the instruction "Pour des questions à propos d'une commande ou des informations sur nos produits." The form fields are: "Objet" (a dropdown menu with "-- Choisir --"), "Votre adresse e-mail", "Numéro de commande", "Fichier" (with a "Parcourir..." button), and a large "Message" text area. An "Envoyer" button is at the bottom. A red box highlights the entire form area. A tooltip points to the form with the text "Contact form (id: / tpl: contact-form.tpl)".

**apple** ipod nano écouteurs  
air macbook superdrive casque  
ipod touch tactile macbookair

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iPod Nano  
Nouveau design.

**Contact form**  
(id: /  
tpl: contact-form.tpl)

» Apple Computer, Inc  
» Shure Incorporated  
Tous les fabricants

**INFORMATIONS**  
Livraison  
Mentions légales  
Conditions d'utilisation  
A propos  
Paiement sécurisé  
Nos magasins

**SERVICE CLIENT - CONTACTEZ-NOUS**  
Pour des questions à propos d'une commande ou des informations sur nos produits.

Envoyez un message

Objet -- Choisir --

Votre adresse e-mail

Numéro de commande

Fichier Parcourir...

Message

Envoyer

## Stores page

RESTASPORT

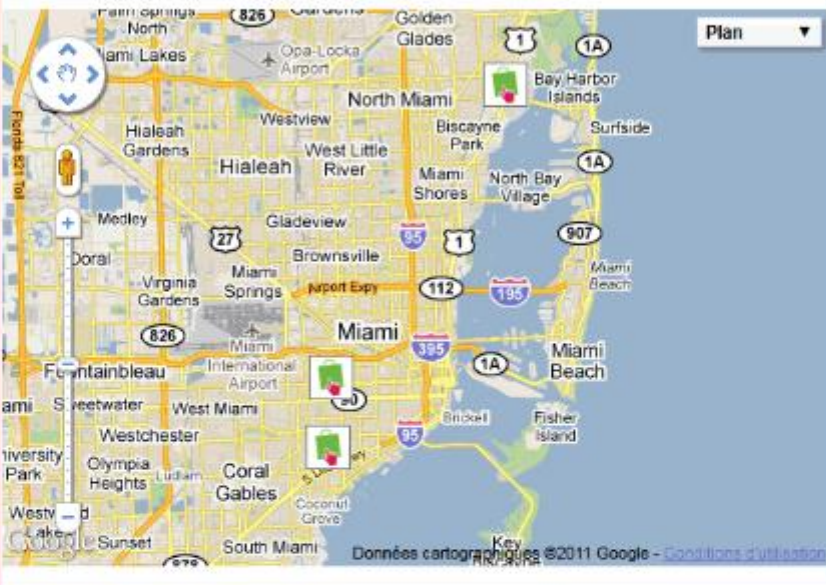
Accueil > Nos magasins

**NOS MAGASINS**




Entrez une adresse, une ville ou un pays) afin de trouver les

Stores page  
(id: /  
folder: stores.tpl)

3 boutiques trouvées - voir les résultats :



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N°	Magasin	Adresse	Distance
1	 Dade County	3030 SW 8th St Miami Miami, FL 33135	3 km
2	 Coconut Grove	2999 SW 32nd Avenue Miami, FL 33133	6 km
3	 N Miami/Biscayne	12055 Biscayne Blvd Miami, FL 33181	12 km

# Design tips

## Thinking ahead

Before opening PhotoShop, GIMP or any other graphic editor, you should sit at a desk with a pen and a sheet paper, and think of your shop's

sitemap, making it as flexible as possible (not all shops have the same amount of categories, or of products per category).

A complete PrestaShop theme requires at least 30 pages or page sections:

- Home page
- Category page
- Product page
- Product comparison page
- Search results page
- "My Account" and its inner pages:
  - My vouchers
  - Orders history
  - Personal information
- "My Cart"
- Authentication page
- Account creation
- Checkout pages:
  - Addresses list
  - Shipping costs
  - Payment choice (check, bank transfer)
  - One page checkout
- Address creation
- Delivery page
- Maintenance page
- Manufacturers list and single manufacturer page
- Suppliers list and single supplier page
- The 404 page ("Page not found")
- "Best sales" page
- "New products" page
- "Current promotions" page
- "Forgotten password" page
- Legal notice
- Sitemap
- Stores page
- Contact form

Please do take all these into account, so as to not forget any of them.

Failing to take some page into account may result in an incomplete theme, and thus a bad experience for your users.

To get a better sense of the page you should take into account, dive into the

Once you feel good about your sitemap, make a few sketches of the interface, in order to get a feel of where the various elements will be placed: new products, promotions, pictures, text, etc.). Also, include the important details, such as the various mentions on the product's page: on sale, promotion, new product, stricken price...).

Of course, these are just general tips; some professional might prefer to do it all directly in PhotoShop, then jump right into PHP, HTML and CSS.

## Technical recommendations

In order to ensure that you can easily share your creation with others (designer, integrators, client), we advise you to save them as a PhotoShop file (RGB, 72 dpi, non-flattened).

You should work with the 980px width resolution in mind.

## Layer arrangement

You can use several methods, depending on your preferences:

- A folder for every text layers, so that integrators can easily access the design itself.
- A folder for each design blocks (New products, Best sales, etc.)

## Colors

Do not use the CMYK color model, as it is only adapted to printing. Always use the RVB color model.

## Fonts

Do not use atypical fonts! Keep it readable at all times!

Standard text (title, sub-title, regular text) should be limited to the followed fonts, in order to insure that all visitors can see the same thing:

- Arial
- Verdana
- Helvetica
- Georgia
- Tahoma
- Times News Roman

Keep the number of fonts to the bare minimum, for fear of making your website confusing and unreadable.

## Units

When designing for the Web, the basic unit of measurement is the pixel. Do not measure in picas, points or centimeters.

## Text size

Always keep in mind that the user has the final say on the text size, as a modern browser can expand or reduce it at will. As a matter of fact, you should test your website with various browser variations, see how easy it is to break your design... and therefore rework your design in order to avoid such easy breakage.

That being said, you may start off with a handful of basic text sizes:

- 10 to 12px for regular text
- 14px for sub-titles
- 18px for titles
- etc.

## Transparency

Transparent images do not work well with older browsers, particularly with Internet Explorer, so you should stay away from 24-bit PNG images. As for GIF images with transparency, use them over a plain background to ensure they work properly. Avoid 50% opacity by using the same matte color as the website's background color.

## Misc.

- Test your theme with all of PrestaShop's options activated, so as to see how the theme reacts.
- Edit a product in order to see how the various options influence your design... if it does at all.
- Make sure to have a homogeneous style for your shop.

## Usability

We won't delve into complex human-computer interaction theories here, but rather try to make sure that your shop is accessible to as many potential customers as possible. Your ultimate goal should be to have visitors trust your shop enough so that they start buying.

Every time a visitor stumbles upon a usability problem, your site loses their trust. Ultimately, if the trust reaches a low point, frustration comes and the visitor leaves your site, without buying anything of course. Such is the importance of usability in the e-commerce world.

When designing your shop's theme, keep in mind that its mission (in addition to selling goods, of course) is to show your visitors that your website is managed by serious and competent people.

## The home page

This is **the** most important page of your shop, the one where it is "hit or miss". This is the page where the visitor will get a general opinion of your shop, and decide if she should trust you with her money.

You should make sure to make your shop easily recognizable, and have your catalog be the first thing people see.

The website's header is where you will be able to put the most recognizable details: logo, name, unique image... It should be not be higher than 250px, so that your visitors can reach your catalog without resorting to scrolling down the page. In other words, your main content should never be [below the fold](#).

The visual aspect of your website is of course very important (hence our "Thinking ahead" section above): you must find way to put your products forward with overloading the page. Moreover, you should use homogeneous colors and layout within a page and between pages. For instance, if a button has an interaction effect on one page, make sure to apply that effect to all other pages on the site.

The search engine must be easy to find. Visitors often know what they came for, and don't want to browse through categories and sub-categories in search for it.

Still, when building your website's content, think of the user who browse categories, and make them simple and intuitive.

You can reinforce the perceived trust by displaying logos or mentions of your partners (banks, carriers), and your rating from a known e-commerce institution, such as FIA-NET in France.

Do display your contact details, such as phone number or chat system, if available. It will show you are real, and that can make a huge difference. Of course, do not use your personal phone number: they need to feel they are calling a company's support team, not disturbing you while you cook.

Clearly display your Return Merchandise conditions, your general T&C and other applicable laws that you respect.

## The product page

A visitor only comes to the product page if she's interested by said product, and wants more details. There should therefore be plenty of those.



Make the "Add to Cart" button clear and visible. It must distinguish itself from the rest of the layout, by both its size and color – but do keep a homogeneous design: if the button is too far off from the general design, the visitor can just as easily not see it, in the same way people have trained themselves not to see ads on the Internet.

Make sure to display all the relevant labels: "New product", "Promotion", "Voucher", etc. Also, do not forget to add the delivery delays.

## **The conversion funnel: "My Account" and related pages**

The [conversion funnel](#) is where your visitors become client (hence the use of "conversion", or sometimes "transformation"). If these pages are badly designed or structured, this can mean the loss of many potential clients, and therefore all the order they would have made on your site.

### ***Account creation / "My Account"***

The default PrestaShop theme comes with an account form that gives a very good transformation percentage. But it might still not suit your own site's needs. Hence, here are a few tips to follow if you intend to update the form.

- Be basic, keep the essential only. The visitor must concentrate on the account creation, and the purchase. See how Amazon does it.
- Reduce the number of steps. The user must know how many steps she still has to go through before she can actually finalize her purchase.
- Clearly display any mistake the user makes, right next to form field. Errors should be displayed in a distinct color (red is a favorite), and mandatory fields should be indicated (with an asterisk \*, for instance).

### ***Payment***

The visitor has created her client account, great! But it's still not over yet, she must now go through the purchase itself.

Same as for the account creation form:

- Reduce the number of steps (delivery address, payment page).
- Display the errors in a distinct color.
- Payment page:
  - if the visitor uses a credit card, warn them that they will be redirected to your bank's secure server. For instance, add a little padlock icon, with an explanation
  - if she chooses to pay by check (or any other offline payment method), clearly mention what to do next: amount, address, etc.

All these usability tips are just part of the whole story, but they can bring you a solid ground on which building your theme, in order to improve your shop.