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## Designing the Oracle Store with Oracle Application Express

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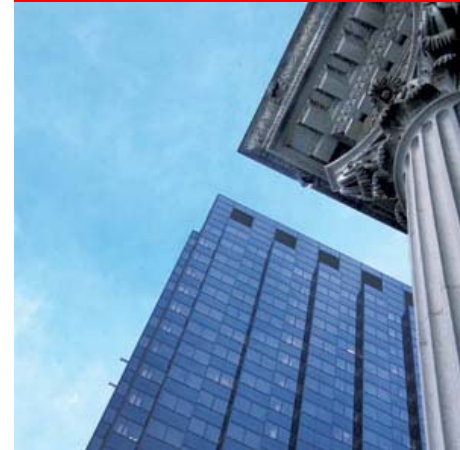
[marc.sewtz@oracle.com](mailto:marc.sewtz@oracle.com)



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# Agenda

- Oracle Application Express Overview
- Oracle Store Overview
- Web Presentation Techniques
- Oracle APEX User Interface Design
- Designing and building the Oracle Store UI

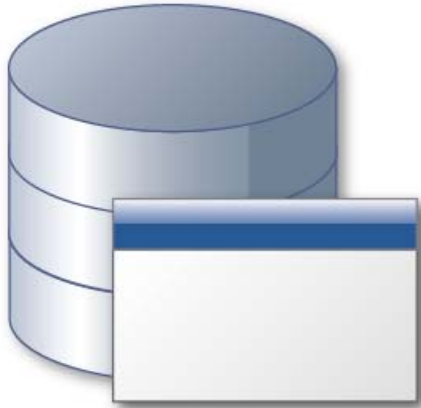


# Oracle Application Express

## Overview



# Oracle Application Express Overview



- Unique Rapid Application Development (RAD) tool for the Oracle Database
- Browser based for Development, Deployment and Use
- Allows to declaratively build professional Web 2.0 applications that are fast and secure
- Leverages full Oracle database capabilities and existing SQL & PL/SQL skills
- Standard component of the database
- Fully supported, “no-cost” option with all editions of the Oracle Database

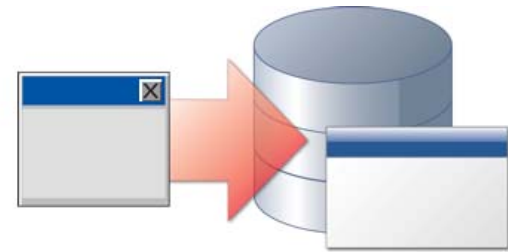
**Easy to develop • Easy to deploy • Easy to manage**

# Oracle Application Express Overview



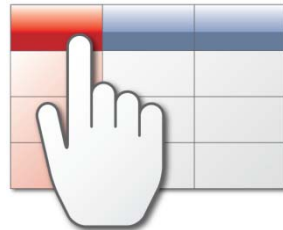
## Data-driven Applications

Develop opportunistic and departmental productivity applications



## Oracle Forms Modernization

Leverage SQL & PL/SQL declarative programming skills to move Forms applications to HTML / Web 2.0



## Online Reporting

Build SQL-based reporting applications on existing database schemas



## Spreadsheet Web-ification

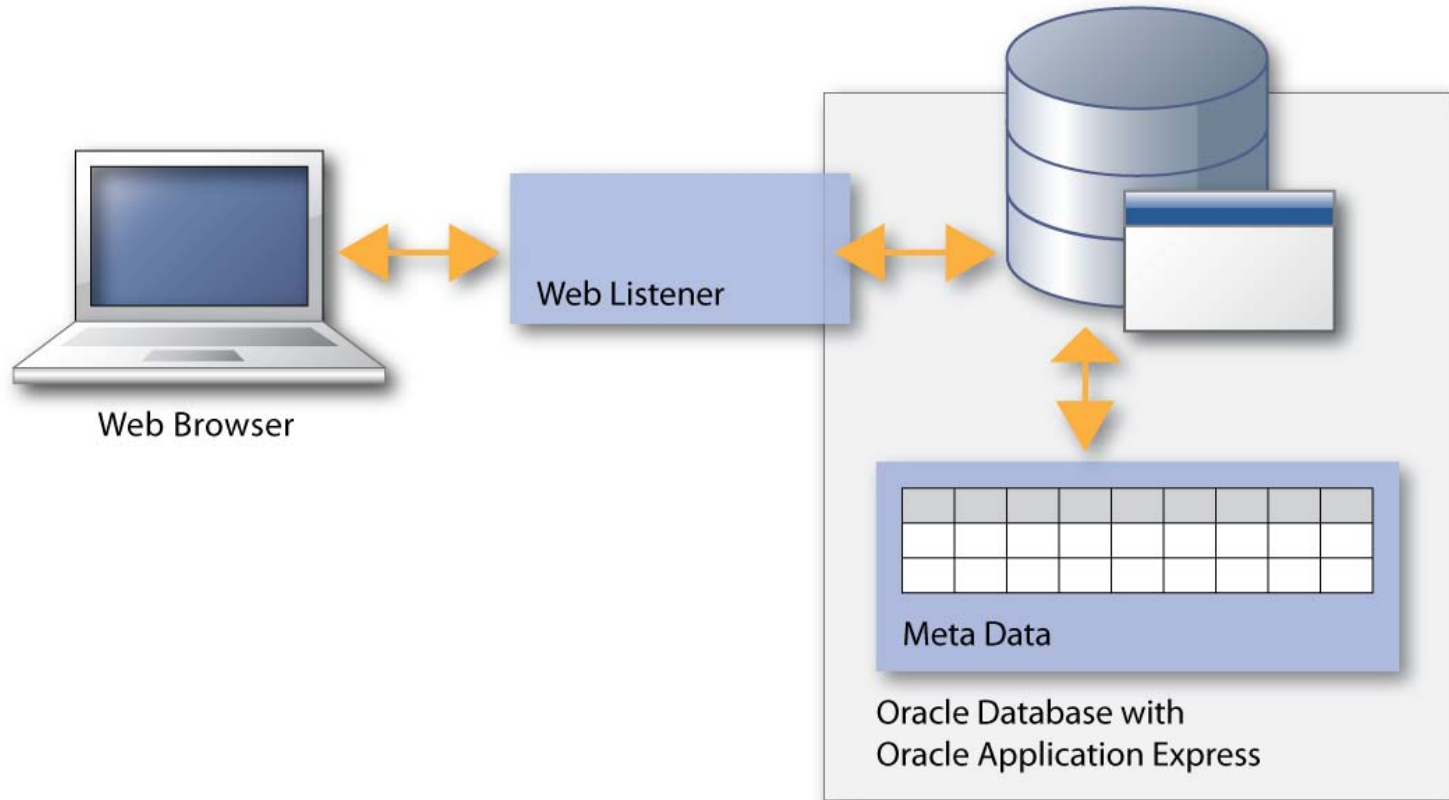
Convert spreadsheets to Web applications where they can be concurrently viewed and edited



## Access Replacement

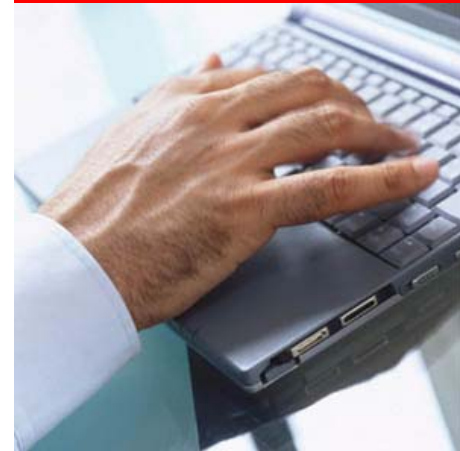
Consolidate outgrown Access applications to the Oracle database with an APEX Web front end

# Oracle Application Express Overview





# Oracle Store Overview



# Oracle Store Overview

- Online Store launched in April 2009
- Intuitive user interface
- Incorporates best practice e-commerce capabilities
- Multilingual
- Multicurrency
- Current product categories:
  - Oracle Enterprise Linux
  - Oracle VM
  - ... more to come

# Oracle Store Homepage

The screenshot displays the Oracle Store homepage. At the top, the Oracle logo is on the left, and navigation links for 'Store Country (United States)', 'Language (English)', and 'Oracle Websites' are on the right. Below this, a 'STORE' banner includes a search bar, 'Welcome, Guest', 'Sign In', 'New Customer?', 'Help', 'No Items in Cart', and 'Checkout' buttons. The main product featured is 'Enterprise Linux Basic - 1 Year' with 'Industry-Leading Oracle Unbreakable Linux Support'. The price is '\$1,199 / System (no minimums)' and there is an 'Add to Cart' button. To the right is a cartoon penguin wearing an Oracle-branded vest. Below the main product are three smaller product cards: 'Enterprise Linux Network - 1 Year' (\$119 / System), 'Enterprise Linux Basic Limited - 1 Year' (\$499 / System), and 'Oracle VM Premier Limited - 1 Year' (\$599 / System). Each card has its own 'Add to Cart' button. An 'Announcements' section follows, welcoming users to the new Oracle Enterprise Linux and Oracle VM online Store. Below this are three columns: 'Customer Successes' with links to various case studies, 'Resources' with links to performance evaluations and deployment guides, and 'Contact Us' with phone numbers for Sales Assistance (+1-800-672-2533), Customer Service (+1-866-322-0656), and Technical Support. The footer contains the Oracle logo and tagline 'ORACLE IS THE INFORMATION COMPANY', along with links for 'About Oracle', 'Subscribe', 'Careers', 'Contact Us', 'Site Maps', 'Legal Notices', 'Terms of Use', and 'Your Privacy Rights'. A global time bar at the bottom shows times for Los Angeles, New York, London, Paris, and New Delhi.

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**Oracle VM - Oracle Wiki**  
Oracle VM is the ONLY Oracle certified server virtualization solution for x86/x86\_64 ... May 07, 2009. Attend the in-depth technical workshop on **Oracle VM** ...  
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**What's New**  
**Oracle Buys Sun**  
On April 20, 2009, Oracle announced it has entered into an agreement to acquire Sun Microsystems (Sun). The proposed transaction is subject to Sun stockholder approval, certain regulatory approvals and customary closing conditions. Until the deal closes, each company will continue to operate independently, and it is business as usual.  
posted Mon, 20 Apr 2009 17:11:27 +0000

**Oracle OpenWorld 2009: Call for Papers Extended**  
Have a great session idea? Submit it to us through April 26 for possible inclusion in the official Oracle OpenWorld agenda.  
posted Thu, 02 Apr 2009 20:05:30 +0000

**Where Linux Kernel 2.6.29 Came From (from LWN.net)**  
And in the changeset lead, Oracle's Chris Mason (Btrfs architect) Oracle is also the second-most active employer of 2.6.29 developers.  
posted Tue, 24 Mar 2009 20:27:55 +0000

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Release Notes: OEL 5.0, OEL 4.0

# Oracle Store – Product Information

The screenshot shows the Oracle Store website for the Virtualization product category. The page includes a search bar, product categories, a main product description, a table of offerings, and a contact section.

**Oracle Virtualization**  
Oracle virtualization software fully supports both Oracle and non-Oracle applications, and is three times more efficient than other server virtualization products.

**Browse Virtualization Offerings**

Type	Product	Price Range	Buy Now
Support	<a href="#">Oracle VM Premier Limited Support</a>	\$599.00 - \$1,797.00	Buy Now
Support	<a href="#">Oracle VM Premier Support</a>	\$1,199.00 - \$3,597.00	Buy Now
Media Pack	<a href="#">Oracle VM Media Pack</a>	\$20.00	Buy Now

1 - 3

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# Demonstration

## Oracle Store

# Web Presentation Techniques



# Web Presentation Techniques

- XHTML

- Extensible Hypertext Markup Language
- Conforms to XML syntax, same depth of expression as HTML
- Three formal DTDs for XHTML 1.0

Corresponding to the three different versions of HTML 4.01:

- XHTML 1.0 Strict (equivalent to strict HTML 4.01)  
includes elements and attributes that have not been marked deprecated in the HTML 4.01 specification
- XHTML 1.0 Transitional (equivalent of HTML 4.01 Transitional)  
includes the presentational elements (such as center, font and strike) excluded from the strict version
- XHTML 1.0 Frameset (the equivalent of HTML 4.01 Frameset)  
allows for the definition of frameset documents



# Web Presentation Techniques

- CSS
  - Cascading Style Sheets
  - Separation of the content of a web page from its presentation
  - Colors, fonts, alignment, layout, etc are defined in a CSS file rather than in the directly in the HTML/XHTML document
  - Allows for presenting page content in different styles
  - Content readable on a variety of different devices including screen readers

# Web Presentation Techniques

- Table-less Web Design
  - Web design without using HTML tables for page layout
  - CSS are used to arrange elements
  - CSS Introduced by the World Wide Web Consortium (W3C) to:
    - Improve web accessibility
    - Make HTML code semantic rather than presentational
  - Bandwidth Savings
  - Easier Maintainability
    - All of the layout information resides in one place
    - Layout changes without adjusting HTML page

# Oracle APEX

## User Interface Design



# Oracle APEX User Interface Design

- Themes
  - Collections of templates that define the layout of an application
  - Accommodate every UI pattern that may be needed
  - Organized by type (breadcrumb, button, calendar, label, list, page, popup list of values, region, and report)
  - Template classes identify the purpose of the each template within a type
  - Quickly change entire look and feel of an application

# Oracle APEX User Interface Design

- Page Layout
  - Pages rendered by combining page template and data
  - Page template defines page structure
    - Navigational Components
    - Level of Tabs
    - Sidebars
  - Page content defined in regions
  - Page can have any number of regions



# Demonstration

## Oracle APEX Templates and Themes

# Designing and Building the Oracle Store User Interface



# Designing the Oracle Store

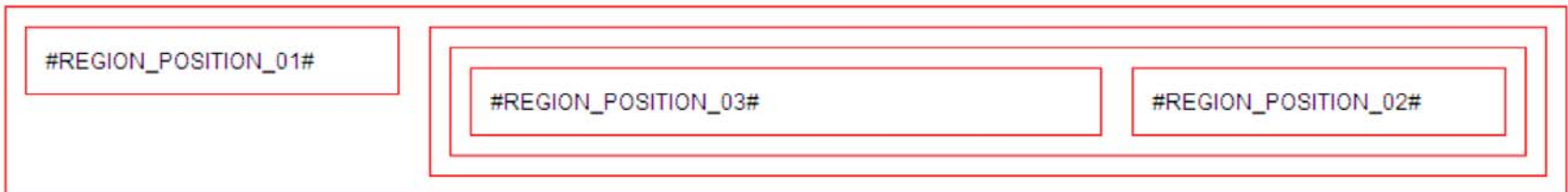
- Initial Mock-Ups using Photoshop
  - Using Layers to mimic HTML page structure
  - Re-use layers to create mock-ups for different pages
- Photoshop images transformed to static HTML
- New Oracle APEX theme created based on static HTML



# Designing the Oracle Store

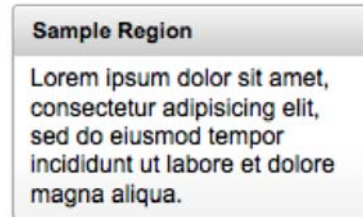
- Page Structure

```
<div id="main">
  <div id="left-sidebar">#REGION_POSITION_01#</div>
  <div id="body">
    <div id="two-col">
      <div id="right-sidebar">
        #REGION_POSITION_02##BOX_BODY#
      </div>
      <div id="content">#REGION_POSITION_03#</div>
    </div>
  </div>
</div>
```



# Designing the Oracle Store

- Rounded Corner Regions



```
<div class="region"><div>
  <h2>Sample Region</h2>
  <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit,
  sed do eiusmod tempor
  incididunt ut labore et dolore magna aliqua.</p>
</div></div>
```

```
.region      { background: url(bg-menu.gif); margin: 8px 0 0;
  overflow: hidden; width: 183px; }

.region div { background: url(bg-menu-b.gif) no-repeat 0 100%;
  padding: 0 0 4px; }

.region h2  { background: url(bg-h3.gif); margin: 0;
  width: 183px; height: 26px; overflow: hidden; line-height: 26px;
  text-indent: 11px; font-size: 11px; color: #000; }
```

# Designing the Oracle Store

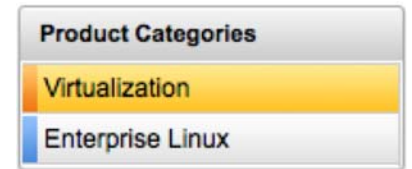
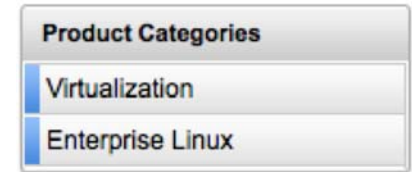
- Category Menu using CSS Sprites

```
<div class="menu">
  <div>
    <h3>Product Categories</h3>
    <ul>
      <li><a href="/virtualization">Virtualization</a></li>
      <li><a href="/linux">Enterprise Linux</a></li>
    </ul>
  </div>
</div>
```



bg-nav.gif

```
.menu a { background: url(bg-nav.gif) no-repeat 0 -22px; }
.menu .active a, .menu a:hover {
  background: url(bg-nav.gif) no-repeat 0 0; }
```





# Demonstration

## Designing the Oracle Store



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