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Designing the Oracle Store with Oracle Application Express

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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

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Oracle Application Express

Overview

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Oracle Application Express Overview

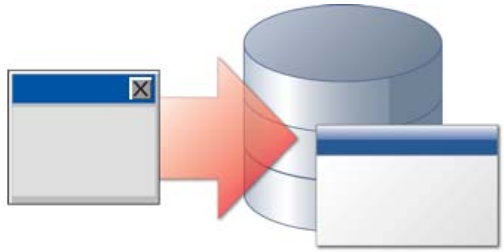
- Unique Rapid Application Development (RAD) tool for the Oracle Database
- Browser based for Development, Deployment and Use
- Allows to declaratively build professional Web 2.0 applications that are fast and secure
- Leverages full Oracle database capabilities and existing SQL & PL/SQL skills
- Standard 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

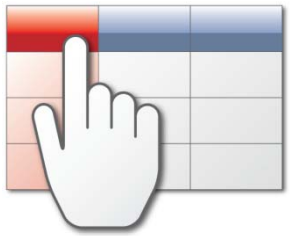
Data-driven Applications

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

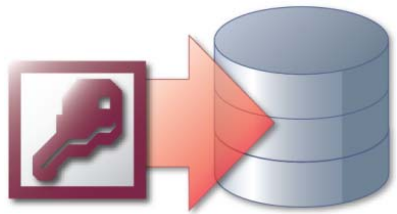


Online Reporting

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

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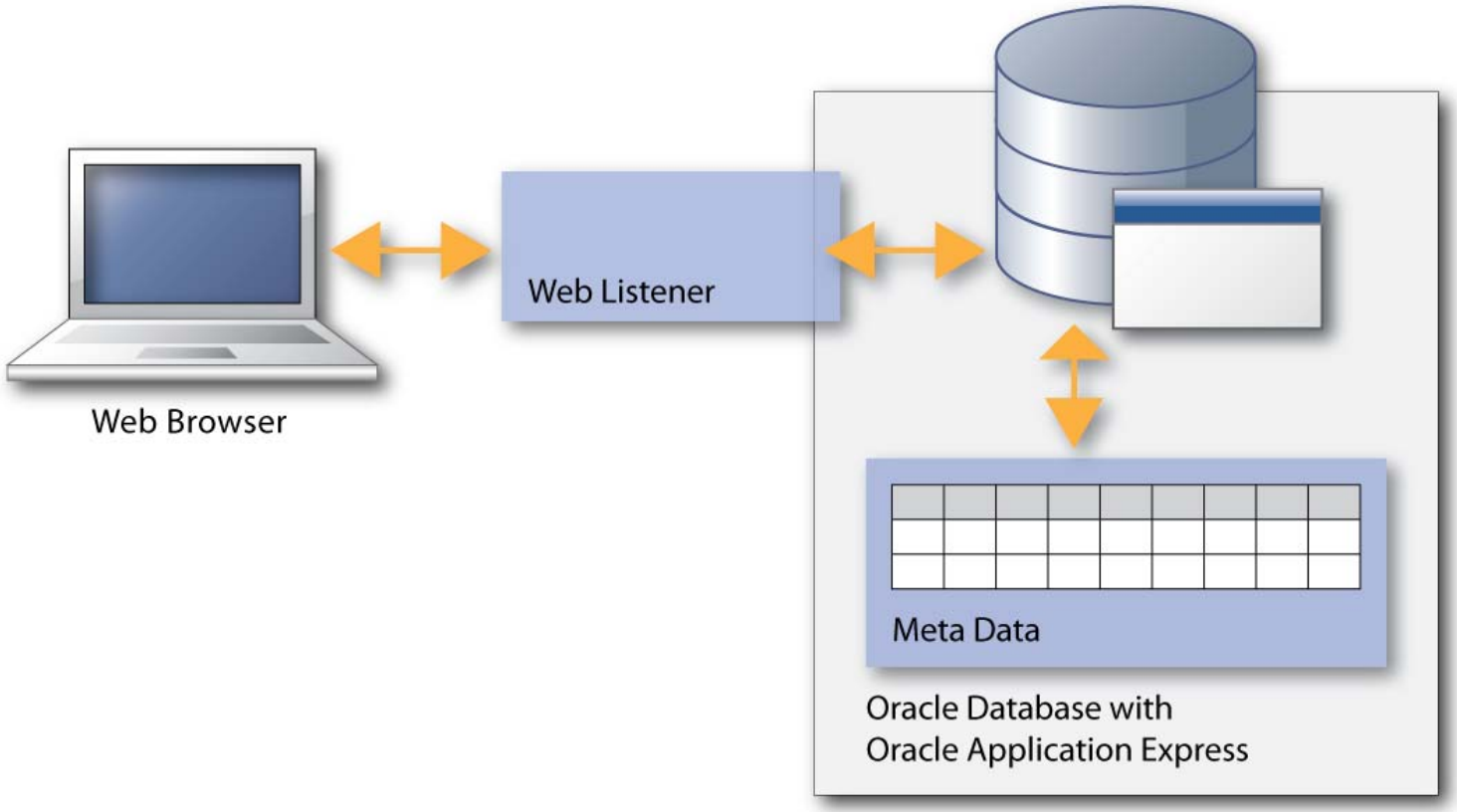
Oracle Application Express Overview



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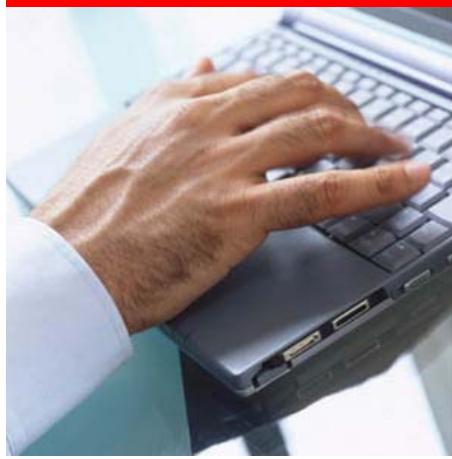
Oracle Store Overview



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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

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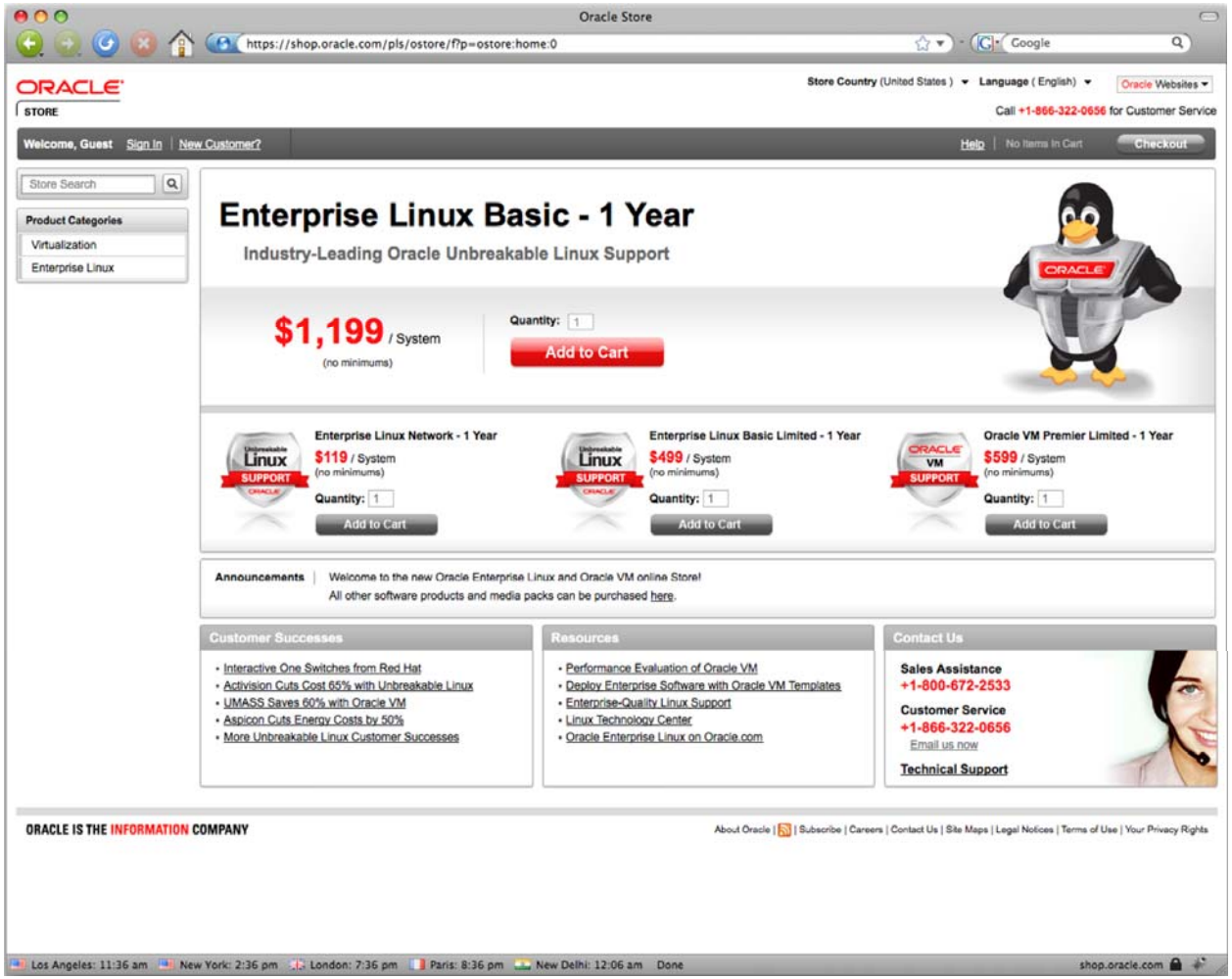
Oracle Store Homepage



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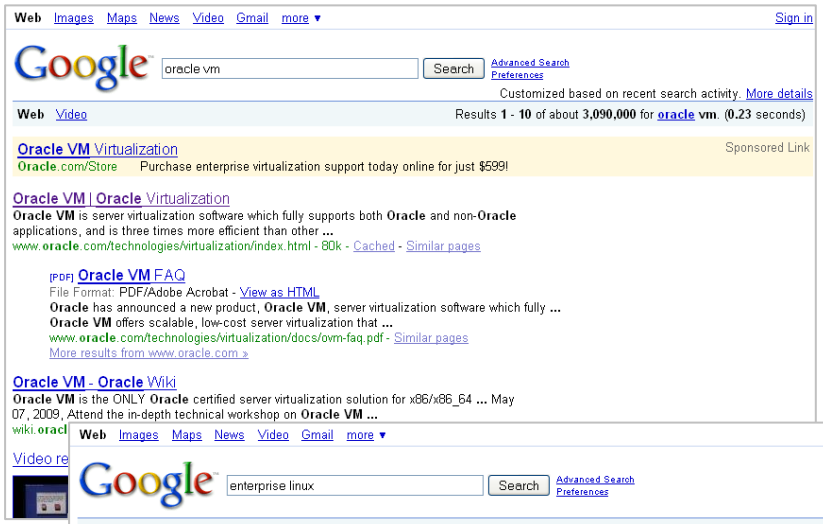
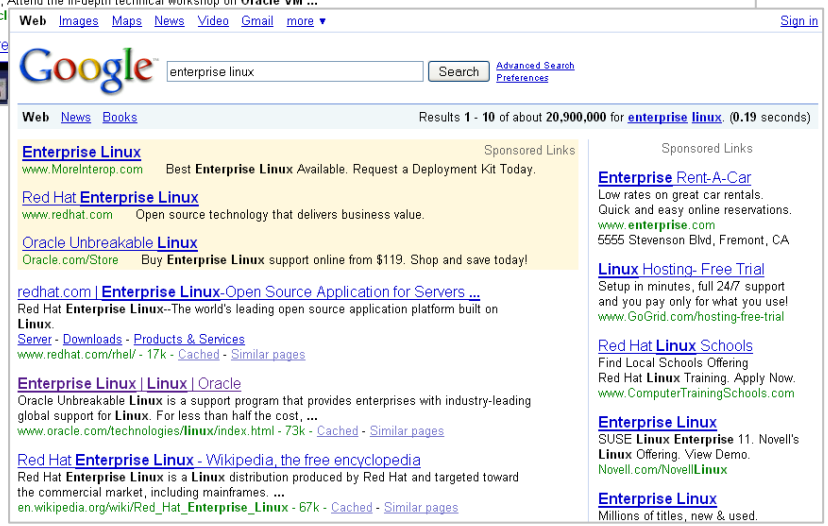
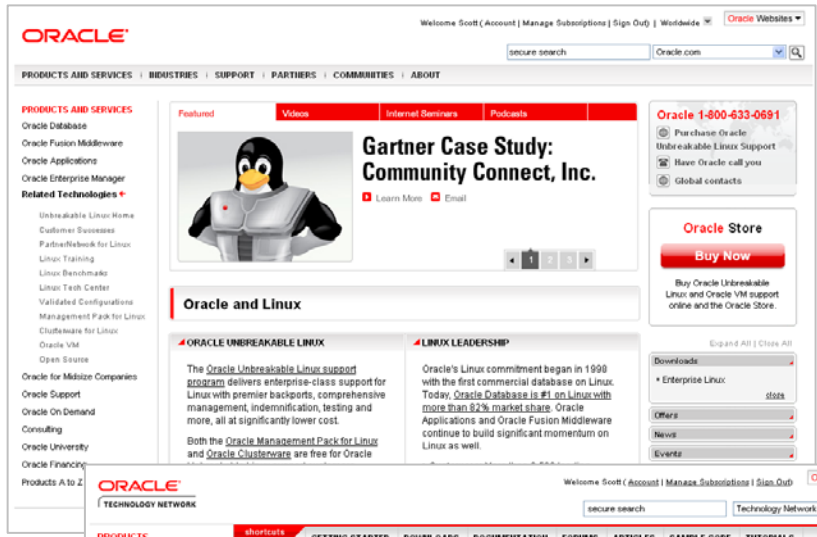
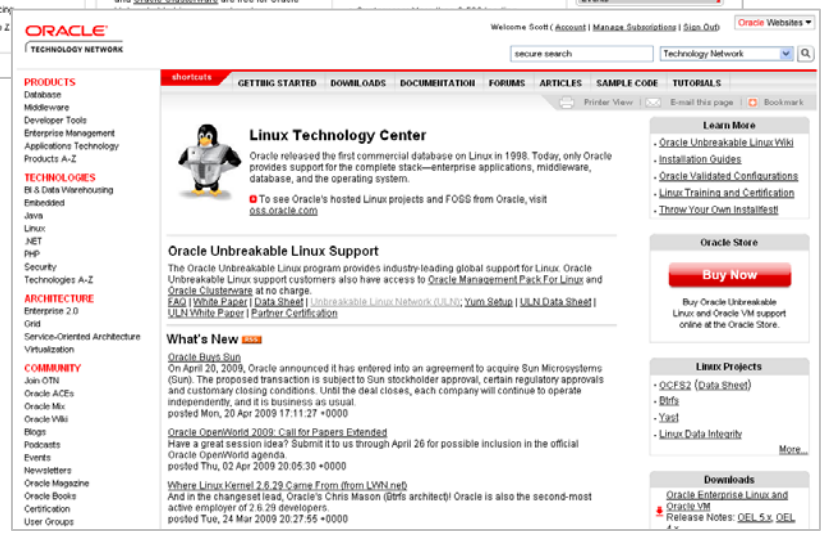
Oracle Store – Search, Adverts, Banners









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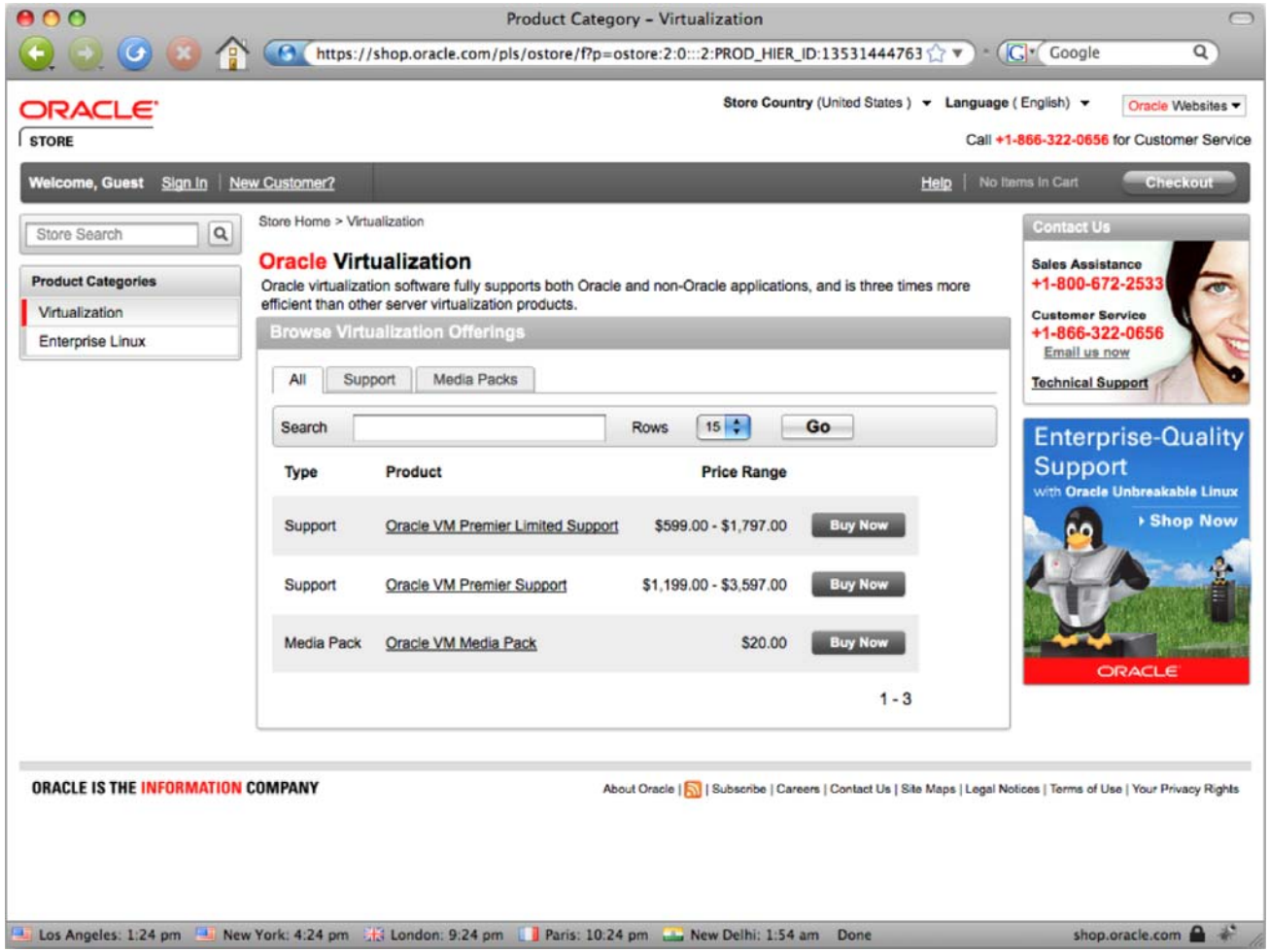
Oracle Store – Product Information



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Demonstration

Oracle Store

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Web Presentation Techniques

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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

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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

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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

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Oracle APEX

User Interface Design

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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

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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

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Demonstration

Oracle APEX Templates and Themes

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Designing and Building the Oracle Store User Interface

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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

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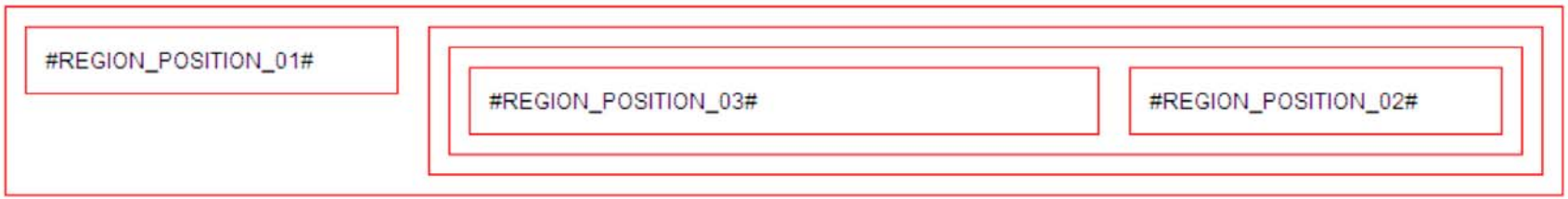
Designing the Oracle Store

- 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>
```



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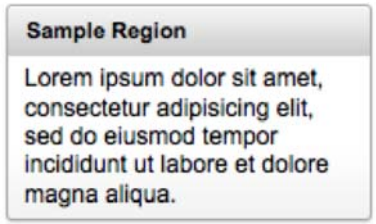
Designing the Oracle Store

- Rounded Corner Regions




```
<div class="region"><div>
  <h2>Sample Region</h2>
  <p>Lorem ipsum dolor sit amet, consectetur adipisicing 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; }
```

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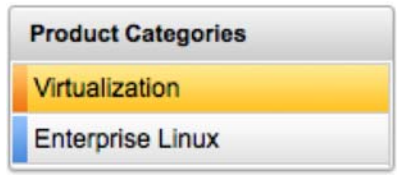
Designing the Oracle Store

- 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;}
```

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Demonstration

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Q&A

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