Building WooCommerce extensions for fun and profit

slides at skyverge.com/wooconf.pdf
RESEARCH
Social Login
Allow your visitors to comment and login with social networks like Twitter, Facebook, Paypal, LinkedIn, Instagram, OpenID, VKontakte, Google, Yahoo
Author: Claude

Social Login, Social Sharing, Social Commenting and more!
Let your users log in, comment and share via their social accounts with Facebook, Google, Amazon, Twitter, LinkedIn, Vkontakte, QQ and over 25 more!
Author: loginradius

WordPress Social Login
WordPress Social Login allow your visitors to comment and login with social networks such as Twitter, Facebook, Google, Yahoo and more.
Version: 2.2.2  Updated: 2014-10-23  Downloads: 142,558  Average Rating: ★★★★★ (131)
Author: Miled

Janrain Social Login
Social Login by Janrain
Authors: byron-janrain, rebekahgolden
How can we improve WooCommerce?

Login and Checkout with Facebook for WooCommerce

Login and Checkout with Facebook for WooCommerce like a lot of other ecommerce platforms are having now.

Anonymous shared this idea · February 21, 2012 · Flag idea as inappropriate...
Search results for "social login"

1. **Social Login**
   - Free - $9.00 / month
   - 180 reviews

2. **Hull Social Login**
   - $9.00 / month
   - 8 reviews

3. **AddShoppers Social Login**
   - Free
   - No reviews yet

4. **SocialShopWave**
   - Free
   - 48 reviews

5. **Loginsta - Single Social Sign-On**
   - Free - $9.00 / month
   - No reviews yet

6. **Open SignIn**
   - Free - $10.00 / month
   - 22 reviews
WooCommerce Social Login and Checkout plugin

WooCommerce Social Login

Registration is hard. Make it Easy With One Click Registration And Login

Meet Visitor's Needs & Get More Customers
77% of Users Prefer Social Login

Give Credit to Your Customers Time
Plugin Fills Billing & Shipping Forms & Profile

Let Customers Use Their Preferred Social Network
Social Login Supports 8 Popular Providers

Find Your Target Market And Increase Sales
Collects More Than 20 Data About Users

Facebook
Google
Twitter
AOL
Live
LinkedIn
Foursquare
Yahoo

You must sign in or sign up to purchase this item.

Regular License
Use, by you or one client, in a single end product which end users are not charged for.
Details | Licensing help

Extended License

$23

409 Purchases
136 Comments

WooCommerce Social Login WordPress plugin enables sign-up, login and checkout with 8 social networks (Facebook, Twitter, Google, Yahoo, LinkedIn, Microsoft Live, Foursquare, AOL) for...
WOOCOMMERCE SOCIAL LOGIN

CUSTOMERS CAN NOW LINK THEIR STORE ACCOUNT WITH A SOCIAL MEDIA ACCOUNT FOR SEAMLESS CHECKOUT AND ACCOUNT CREATION.

550+ PURCHASES THIS MONTH

BUY NOW

FROM $79
<table>
<thead>
<tr>
<th></th>
<th>Your site</th>
<th>GitHub/WordPress.org</th>
<th>codecanyon</th>
<th>WooThemes.com</th>
</tr>
</thead>
<tbody>
<tr>
<td>Selling &amp; Delivering plugin</td>
<td>You</td>
<td>them</td>
<td>them</td>
<td>them</td>
</tr>
<tr>
<td>Marketing / Branding</td>
<td>total control</td>
<td>plugin banner &amp; description</td>
<td>sales copy, screenshots, link to demo</td>
<td>sales copy &amp; screenshots</td>
</tr>
<tr>
<td>Pre-Sales &amp; Support</td>
<td>up to you</td>
<td>up to you</td>
<td>up to you, option to charge for it</td>
<td>pre-sales/1st tier provided</td>
</tr>
<tr>
<td>Providing updates</td>
<td>up to you</td>
<td>provided</td>
<td>update notices via email, no automatic update</td>
<td>automatic updates included</td>
</tr>
<tr>
<td>Pricing</td>
<td>up to you</td>
<td>free/donations</td>
<td>$7-35, decided by them</td>
<td>$29–$129, collaborative</td>
</tr>
<tr>
<td>Revenue Share</td>
<td>ALL the money! :)</td>
<td>free</td>
<td>60–87% you/40–13% them (if exclusive)</td>
<td>50%/50%</td>
</tr>
<tr>
<td>Licensing</td>
<td>GPL or non-compatible license</td>
<td>GPL</td>
<td>GPL</td>
<td>GPL</td>
</tr>
</tbody>
</table>
DESIGN

FAIL
WHITEBOARDING
BRAINSTORMING

**Subscription Billing**
1. Recurring/annually membership
2. Upgraded/downgraded for recurring and set-length membership
3. Free trial supported w/content dripping

**Integrations**
1. Opencart - fee-based restricted tools
2. Sense - courses restricted

**Membership**
1. Content Restricted (pricing content) - set on per-post type basis
2. Content Release Schedule "dripping"
3. Product membership restrictions - viewing/purchasing at level dripped
4. Purchasing Discounts
   - 4.1 Discount %/amt for level
5. Member price via dynamic pricing
   - Add manually via user edit

**Restrict to Read**
1. Add access to restrict + level
2. Add dripping rules

**Per-Post**
- Meta Box
  1. Add access to restrict + level
  2. Add dripping rules

**Per-Product**
1. Restrict viewing
2. Restrict membership
3. Dripping
MINIMUM VIABLE PRODUCT

PRODUCT

The Stellar payment gateway is not setup to require destination tags. Stellar will be automatically disabled until the account requires destination tags.

Checkout Options | BACS | Cheque | Cash on Delivery | PayPal | Stellar | Simplify Commerce | Stripe

Stellar

Stellar is a cryptocurrency with (almost) zero transaction fees that makes it easy customers from any country to complete payment for an order.

Enable/disable

Enable Stellar

Title

Pay with Stellar

This controls the title which the customer sees during checkout.

Description

Pay with Stellar using your favourite Stellar wallet.

This controls the description which the customer sees during checkout.

Stellar Address

ghz123zfd9832ks840x8d3lsfgb

Get your Stellar Address from your Stellar account. This is where payments will be sent by customers paying with Stellar.
Focus on *What* & *Why*, not *How*

Be disciplined in feature set

It’s a *guide* not a *commandment*
SPEC DOC

1.0 OVERVIEW
2.0 USE CASES
3.0 USER FLOW
4.0 REQUIREMENTS
5.0 ARCHITECTURE
6.0 MODELS, COLLECTIONS, VIEWS

1.0 SUMMARY
2.0 SUBSCRIPTION OBJECT
3.0 LIST TABLE
4.0 ADD/EDIT SCREEN
5.0 MULTIPLE SUBSCRIPTIONS
6.0 WC API ENDPOINTS
WÉI WÚ WÉI
WÉI WOO WÉI
YO DAWG

WE HEARD YOU LIKED PLUGINS SO WE BUILT A PLUGIN FOR YOUR PLUGIN SO YOU CAN PLUGIN
GETTING STARTED

- WooCommerce Core
- Core gateways and shipping methods
- wordpress.org
- Commercial plugins
NAVIGATING WOOCOMMERCE

- woocommerce.php
- assets/
- templates/
- includes/
  - admin/
  - gateways/
  - shipping/
  - shortcodes/
  - widgets/
  - class-wc-cart.php
  - class-wc-checkout.php
  - class-wc-order.php
  - class-wc-query.php
  - wc-template-hooks.php
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STANDARDS: NOT JUST A GOOD IDEA

https://make.wordpress.org/core/handbook/coding-standards/
DO WORK

- Customization through filters/actions
- Hard part: finding the filter/action you need
- Sample 1: Trace settings through admin
SEARCH: “download”
INSPECT THE ADMIN

Downloadable Products

File Download Method
- Force Downloads

Access Restriction
- Downloads require login
- Grant access to downloadable products after payment

Product Image Sizes

HTML Code Highlighted:

```html
<tr class="" align=""top""><th class="" titledesc "">Access Restriction</th></tr>
<tr class="" td.forming_checkbox"">[ diarrähl forming-checkbox""
<tr class="" fieldset"">[ fieldset class=""
- [ class="" description"">Enable this option to grant access to downloads when orders are "processing", rather than "completed".</p>
```
THAT LOOKS BETTER
DO WORK

- Customization through filters/actions
- Hard part: finding the filter/action you need
- Sample 1: Trace settings through admin
- Sample 2: Adding a custom notice to the cart
Cart

"Flying Ninja" was successfully added to your cart.

<table>
<thead>
<tr>
<th>PRODUCT</th>
<th>PRICE</th>
<th>QUANTITY</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Flying Ninja</td>
<td>$12.00</td>
<td>1</td>
<td>$12.00</td>
</tr>
</tbody>
</table>

Coupon code  Apply Coupon  Update Cart  Proceed to Checkout
THE CODE

```php
wc_add_notice( apply_filters( 'wc_add_to_cart_message', $message, $product_id );
```
THE NOTICE FUNCTIONS

```php
/**
 * Add and store a notice
 */

function wc_add_notice($message, $notice_type = 'success') {
    $notices = WC()->session->get('wc_notices', array());
    // Backward compatibility!
    if ('success' !== $notice_type) {
        $message = apply_filters('woocommerce_add_message', $message);
    }
    $notices[$notice_type][] = apply_filters('woocommerce_add_', $notice_type, $message);
    WC()->session->set('wc_notices', $notices);
}

/**
 * Unset all notices
 */

function wc_clear_notices() {
    WC()->session->set('wc_notices', null);
}

/**
 * Prints messages and errors which are stored in the session, then clears them.
 */
```
CONTRIBUTE

- Most pull requests merged in one day, many within an hour: [com/github/woothemes/woocommerce](http://issuestats.com/github/woothemes/woocommerce)
- Public roadmap on Trello: [https://trello.com/b/YgRbpuz/w](https://trello.com/b/YgRbpuz/woocommerce-roadmap)
- GitHub is for reporting bugs
- Contributing guide with additional details: [https://github.com/woothemes/woocommerce/blob/master/CONTRIBUTING.md](https://github.com/woothemes/woocommerce/blob/master/CONTRIBUTING.md)
- Unit tests: a great way to get started
A POLICY IS THE BEST POLICY
Hi! I'm contacting SkyVerge about... *

I purchased the product / service from... *

Software bugs pestering you? That's okay, we've been there. To help, we need to know where you purchased our product.

SkyVerge Order number *

This will be in your order email or on the My Account page when you log in. We'll be able to tell which plugin you're contacting about from this.

Plugin Version Number *

What version of this plugin are you running? Look at Plugins > Installed Plugins if you're not sure. It will be something like "2.1.1".

WordPress Version Number *

What version of WordPress are you running? Look at the bottom-right of any page in your admin if you're not sure. It will be something like "3.9.1".

What issue are you experiencing? How should it be working *

(Just describe the best you can what's wrong and what should be happening.)

Questions on what support covers? Check our support policy.

Expected Response Time:

We take pride in developing premium products to help your business grow. We make every human effort (and maybe some inhuman ones!) to ensure that we've addressed your concerns within a day. See our support page for more details on our regular hours.

Name:*
Submit a request

Please select a topic for your question. If you have not purchased a product, please use the Account option to contact us below!

WooCommerce Extensions

Your email address

You can withdraw your consent at any time by sending an email to info@company.com.
If you want them to RTFM, make a better FM
General

Discount type: Sign Up Fee Disc.

Usage Restriction

Coupon amount: 25

Usage Limits
Add New Coupon

SIGNUPNOW

Coupon to provide discounted sign-up fee on a subscription.

Coupon Data

- **Discount type**: Sign Up Fee Discount
- **Coupon amount**: 25
- **Usage Restriction**
  - **Allow free shipping**: Check this box if the coupon grants free shipping. The free shipping method must be enabled with the "must use coupon" setting.
- **Apply before tax**: Check this box if the coupon should be applied before calculating cart tax.
- **Coupon expiry date**: YYYY-MM-DD
Extension docs sample template


1. Installation
2. Usage

Download the plugin  Changelog

Installation

Any special installation requirements:
- Activate the extension through the ‘Plugins’ menu in WordPress
- (plugin specific installation steps)

Usage
EVERY PROCEDURE IN COMPUTER LANGUAGE SHOULD BE DOCUMENTED IN HUMAN LANGUAGE
When a subscription is cancelled, either by the store manager or subscriber, its status will be changed immediately and no payments will be charged in the future. However, the customer has already paid for the subscription’s current term. For sites selling virtual subscriptions, like memberships, it’s important to provide access to the virtual good for the entire prepaid term.

This hook accounts for that prepaid term. It is used by Subscriptions to assign the customer with the default cancelled role at the end of the prepaid term (if the customer does not have any other subscriptions). It is also used by other plugins like Groups to allow access to memberships and other virtual products until the end of the term for which the customer has already paid.
EVERY PROCEDURE IN COMPUTER LANGUAGE SHOULD BE DOCUMENTED IN HUMAN LANGUAGE
EVERY PROCEDURE IN COMPUTER LANGUAGE SHOULD BE DOCUMENTED IN HUMAN LANGUAGE and Google language
how to trigger renewal payments in woocommerce subscriptions

Testing Subscription Renewal Payments – Help Desk
https://support.woothemes.com/.../202124063-Testing-Subscription-Ren...
Aug 14, 2014 - Once you have WooCommerce Subscriptions active on your site, you may want ... and your site is in debug mode, you can trigger the renewal.

Subscriptions FAQ | WooThemes Documentation
docs.woothemes.com/document/subscriptions/faq/ •
With a daily subscription, payments are triggered every 24 hours. .... If manual renewals is not enabled, all WooCommerce payment gateway extensions which ...

Subscriptions Action Reference | WooThemes Documentation
docs.woothemes.com/document/subscriptions/develop/action-reference/ •
If you need to extend WooCommerce Subscriptions and are not a developer, you can ... Description: This action is triggered after the subscription specified with ... (subscriptions are suspended temporarily for automatic renewal payments until ...
WOOTHEMES’ DOCUMENTATION SITE DRIVES 60% OF REVENUE!
POWER TOOLS?
I BELIEVE YOU MEAN ARMS
MAINTAIN
BEING PRODUCED 50+ YEARS

BACKWARDS COMPATIBLE
Also, WooCommerce Dev Blog: http://develop.woothemes.com/woocommerce/
The following plugin is inactive because it requires a newer version of WooCommerce:

WooCommerce Braintree Gateway requires WooCommerce 3.0 or newer

Please [update WooCommerce](http://example.com)

---

### General Options

#### Base Location

- United States (US) — Pennsylvania

#### Selling Location(s)

- Sell to all countries

#### Store Notice

- Enable site-wide store notice text

#### API

- Enable the REST API

### Currency Options

The following options affect how prices are displayed on the frontend.

#### Currency

- US Dollars ($)

#### Currency Position

- Left ($99.99)

#### Thousand Separator

- ,
WooCommerce Authorize.net AIM Gateway v3.2.5

- Fix - Fix Uncaught exception 'SV_WC_API_Exception' error.

WooCommerce Customer/Order CSV Export v3.7.0

- Feature - Added Limit & Offset fields to the bulk exporter allowing users to export smaller CSV files and avoid server constraints
Instead of...

```php
if ( version_compare( WC_VERSION, '2.2', '<' ) ) {
    $order = new WC_Order( $order_id );
} else {
    $order = wc_get_order( $order_id );
}
```

Use this:

```php
$order = WC_My_Plugin_Compatibility::wc_get_order( $order_id );
```
KEEP CALM AND CONTINUE TESTING
“I like it. Plan in some obsolescence and it’s a go.”
<table>
<thead>
<tr>
<th>Issue</th>
<th>Title</th>
<th>Status</th>
<th>Assignee</th>
<th>Labels</th>
<th>Milestone</th>
<th>Created</th>
<th>Opened</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>#462</td>
<td>Social Login: 2014.10.27 Release</td>
<td>Open</td>
<td>tamaruzk</td>
<td></td>
<td>release</td>
<td>21 hours</td>
<td></td>
<td></td>
</tr>
<tr>
<td>#461</td>
<td>CSV Export: 2014.10.27 Release</td>
<td>Open</td>
<td>tamaruzk</td>
<td></td>
<td>release</td>
<td>a day</td>
<td></td>
<td></td>
</tr>
<tr>
<td>#459</td>
<td>Beanstream Rewrite</td>
<td>Open</td>
<td>tamaruzk</td>
<td></td>
<td>rewrite</td>
<td>3 days</td>
<td></td>
<td></td>
</tr>
<tr>
<td>#458</td>
<td>USA ePay Rewrite</td>
<td>Open</td>
<td>tamaruzk</td>
<td></td>
<td>rewrite</td>
<td>3 days</td>
<td></td>
<td></td>
</tr>
<tr>
<td>#457</td>
<td>SecureNet Rewrite</td>
<td>Open</td>
<td>tamaruzk</td>
<td></td>
<td>rewrite</td>
<td>3 days</td>
<td></td>
<td></td>
</tr>
<tr>
<td>#449</td>
<td>Address Validation: 2014.10.27 Release</td>
<td>Open</td>
<td>tamaruzk</td>
<td></td>
<td></td>
<td>4 days</td>
<td></td>
<td></td>
</tr>
<tr>
<td>#440</td>
<td>Cost of Goods: 2014.10.20 Release</td>
<td>Open</td>
<td>tamaruzk</td>
<td></td>
<td></td>
<td>15 days</td>
<td></td>
<td></td>
</tr>
<tr>
<td>#437</td>
<td>Authorize.Net CIM: 2014.10.20 Release</td>
<td>Open</td>
<td>tamaruzk</td>
<td></td>
<td></td>
<td>15 days</td>
<td></td>
<td></td>
</tr>
<tr>
<td>#418</td>
<td>Refund Support</td>
<td>Open</td>
<td>tamaruzk</td>
<td></td>
<td></td>
<td>Sep 22</td>
<td></td>
<td></td>
</tr>
<tr>
<td>#413</td>
<td>Ogone Rewrite</td>
<td>Open</td>
<td>tamaruzk</td>
<td></td>
<td></td>
<td>Sep 13</td>
<td></td>
<td></td>
</tr>
<tr>
<td>#412</td>
<td>Shipwire Rewrite</td>
<td>Open</td>
<td>tamaruzk</td>
<td></td>
<td></td>
<td>Sep 11</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Roadmap

Add MOAR providers:

<table>
<thead>
<tr>
<th>Provider</th>
<th>Votes</th>
<th>Provider</th>
<th>Votes</th>
</tr>
</thead>
<tbody>
<tr>
<td>GitHub</td>
<td>4</td>
<td>Windows Live</td>
<td>8</td>
</tr>
<tr>
<td>Flickr</td>
<td>7</td>
<td>Disqus</td>
<td>16</td>
</tr>
<tr>
<td>Yahoo</td>
<td>11</td>
<td>Foursquare</td>
<td>3</td>
</tr>
</tbody>
</table>

Can view via Wufoo report as well.

- Send notification back to customer when purchased order status changes? Help Scout ticket #5604
- Rewrite OAuth strategies (to make them moar better of course)
- Customizable (filterable?) profile image sizes ZD Ticket #216945
- Detailed user list (filterable?) ZD Ticket #216196
- For providers that don’t give an email, redirect user to a page to “complete their registration” and enter an email, ZD ticket #216386

maxrice commented on Aug 14:

We’ve had a lot of good feedback on Social Login and I think we can cover the majority of requests in a quick point release:

- Add LinkedIn (completed in SHA: 63f60b2)
- Add PayPal (archive trellio card) (completed in SHA: 8e58ac)
- Add Sensei support repo (completed in SHA: debeef)

One thing that would be nice to see is the option to add the social login buttons to the Sensei login form on the My Courses page if Sensei is activated. There’s an action hook ‘sensel_login_form_inside_after’ which I guess you could use for that?

- Change the “Display Social Login” option to a multiselect (completed in SHA: 7eb6626)
- Add another display option - “Checkout Notice” - that adds an individual notice above the existing “returning customer? login…” notice with the social login buttons displayed. It should use the same login message saved in settings. (completed in SHA: f2a84ac)
- Add an “Display Link your Account buttons” on multiselect (default to My Account) (completed in SHA: 28b8236)
- Add an option to the ‘link your account’ display setting for rendering the buttons on the order received page. This way a user that won’t see the buttons during checkout has the option to link their account after checking out. (completed in SHA: d651336)
- Decide how to handle issues with SSL (completed in SHA: 2c99e9e)
Go forth and build!
RESOURCES

ON IDEAS

http://ideas.woothemes.com/forums/133476-woocommerce
http://apps.shopify.com/
http://codecanyon.net/
https://support.woothemes.com/hc/communities/public/topics

ON DOCUMENTATION

https://www.helpscout.net/blog/knowledge-base-article/
http://codex.wordpress.org/Codex:Guidelines
RESOURCES

SUPPORT/DOCS/MAINTAIN TOOLS

ZenDesk: https://www.zendesk.com/
HelpScout: http://www.helpscout.net/
bbPress: https://bbpress.org/
HuBoard: https://huboard.com

SCREENSHOT & VIDEO

Blipshot: https://github.com/folletto/Blipshot
ScreenFlow: http://www.telestream.net/screenflow/
Camtasia: http://www.techsmith.com/camtasia.html
Gimp: http://www.gimp.org/