

# Class Calendar Release Notes

<http://www.classcalendar.biz/support/>  
[support@classcalendar.biz](mailto:support@classcalendar.biz)



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## ***Products ...***

*Class Calendar can now be used to sell products, in addition to managing class bookings. This version of Class Calendar represents the first step towards broad eCommerce retail functionality for schools and training organisations.*

Class Calendar has always focussed on managing class bookings. That's why, in the past, we have left the business of online selling to other software products. However, in talking to schools, we have found that:

- *Some schools only want to sell a small number of products - for example, training DVDs and manuals.* The time and expense in setting up a separate retail eCommerce solution for one or two simple products is not cost effective.
- *Schools have specialist retail requirements - for example, equipment rental during a class.* Existing retail eCommerce solutions cannot help here, because they cannot co-ordinate rental periods with scheduled classes.
- *Customers want convenience.* If your customer can book classes and buy products with the same online shopping cart, then he or she is more likely to respond to your advertised goods.

We have identified four different types of product that seem to be relevant to Class Calendar users:

- *Hard goods* - these are physical items, with limited supply. Examples include training DVDs. Hard goods require some stock control and dispatch process - the goods are normally posted to the client.
- *Soft goods* - these are virtual items, with unlimited supply. Examples include downloadable PDF manuals. Soft goods require a download URL that is unique to the customer's order.
- *Resources* - these products are associated with a class booking, and have limited supply during the class period. Examples include sports equipment rental. Resources are marked against class reservations.
- *Services* - these products are associated with a class booking, but have unlimited supply. Examples include video services during a sports coaching session. Like resources, services are marked against class reservations.

We have chosen to implement the hard goods product type first, because the need for this is most pressing. The current version does not take account of alternate forms of products - such as size, colour of video format - but we are working towards this.

### ***How it works***

Products can be freely mixed with courses in your school's list of offerings. When the customer goes to your Class Calendar start page, he or she can see both courses and products. What happens next depends on what's selected:

- *If the customer clicks on a course* - then he or she is taken to the course calendar and then the class list, just as before.
- *If the customer clicks on a product* - then that item is added to the shopping cart. At this point, the customer can change the item's quantity, go to the checkout, or continue browsing.

At the checkout, the customer can add vouchers to gain discounts. (Your school can issue vouchers that are valid for any specific combination of courses and / or products.)

When the order is completed, the following emails are sent:

- A receipt is sent to the customer and CC'ed to the school, as before. The receipt carries details of both class booking and product items.
- If the order contains one or more hard good products, then dispatch instructions are sent to the school staff members responsible for each product.
- If the purchased product is a hard good and the stock level has reached a predetermined level, then a stock alarm note is sent to the school staff member responsible for the product.

### ***How to create products ...***

The Class Calendar School perspective now has a 'Products' button. Click here to manage product offerings. This Products view is very like the Courses view, and works in a very similar way.

Click on 'add a new product'. Because we currently only support the hard goods product type, this type is created by default. The fields on the product form are very similar to those for a course. The big difference is the 'stock control' section, which has the following fields:

- *Dispatcher* - This is the member of staff who will receive dispatch instructions and stock level alarm messages. If you want to create a new member of staff for this purpose, go to the School details > Staff view.
- *Alarm level* - When the stock level reaches this quantity, a stock level alarm message is sent to the dispatcher.
- *Initial stock level* - This is the current quantity of items you have. The stock level is updated automatically by the Class Calendar system. If you are also selling the product through other channels, you may need to correct this quantity manually too.

Note that the stock level can also be changed in the products list view.

### ***Groups, Courses and Products ...***

Groups are simply a way to organise the way in which customers browse your offerings - if you use groups, then the customer can view your offerings by group, or view all offerings.

Group membership for products works exactly like group membership for courses - each course or product can belong to no group, one group or many groups. Courses and products can belong to the same group. Alternatively, you can create separate groups called 'Courses' and 'Products'.

When you link to Class Calendar from your school's web site, you can display all offerings with, for example:

<http://uk.classcalendar.biz/waterclass/>

Alternatively, you can display a specific group, with for example:

<http://uk.classcalendar.biz/waterclass/?grpId=GRP-0000000001>

You can also link to a specific offering on the page, with:

<http://uk.classcalendar.biz/waterclass/?grpId=GRP-0000000001#CRS-0000000062>

Note that this version of Class Calendar makes a minor change to these links. The previous version used the parameter name 'cgpId', whereas the new version uses the parameter name 'grpId'. If a link uses the old name, then this parameter is ignored.

### ***Vouchers and Products ...***

School administrators and sales staff can issue vouchers to cover all or part of the value of your school's offerings. Voucher functionality has been augmented slightly, to take account of products. Cash vouchers and Promotional vouchers can now be issued with coverage of specific products, in addition to specific courses.

If your school has already issued vouchers, then the coverage of those vouchers remains unchanged. These existing vouchers do not cover products.

### ***Vouchers and Price codes ...***

Each price code can be used by any number of courses and by any number of products. However, in most cases, each course and each product should be assigned its own specific price code.