



magestore

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AUCTION

USER GUIDE

Version 0.2.0

Table of Contents

1. INTRODUCTION	3
2. HOW TO INSTALL	5
3. HOW TO USE	6
4. HOW TO CONFIGURE	16

1. INTRODUCTION

More and more customers are interested in online auctions as they can buy a rare item at a proper price. In other words, auctioning is a terrific means of customer acquisition. Understanding that, Magestore has released Auction extension that offers the capability for web-store owners to capture online auctions and allow customers to bid for products. With priceless additional features such as: user-friendly interface, easy customization, flexible auction management and etc, this extension makes sure of satisfaction and the great profit of your business. Therefore, why don't you complement your store by installing Auction extension and see how useful it is?

Outstanding features:

- ✓ **“Going, going and gone” auction feature:** you can set an amount of time for an auction called “going, going and gone”. At the close time of your auction, the amount of time that you set will appear and count down. Anyone places a bid during that time will make it reset, count down again; the process keeps repeating until there is a winner
- ✓ **Reserved price**
- ✓ **Auto bid function:** allow customers to set a maximum affordable price
- ✓ **Watching list:** allow customers to add an auction to their watching list so that they can receive notification emails about of that auction
- ✓ **Allow multiple bidders to win a same auction**
- ✓ **Flexible auction management**
 - Ability to put any product up for auction
 - Allow to set start any close time for an auction
 - Allow to set start price and interval price range for each auction
- ✓ **Allow administrators to import auctions from a CSV file**
- ✓ **Easy customization and configuration**
 - Allow to configure auction price type including and excluding tax

- Allow to use custom CSS to customize auction pages
- ✓ **Email notification**
 - Ability to send notification emails to administrators and bidders to keep them updated with auction status, such as: new bids, cancellation, highest bids
 - Notify bidders when they win an auction
 - Notify out-of-bid to bidders
 - Notify complete auctions to administrators
 - Customize easily email templates
- ✓ **User-friendly interface**
 - Customers can easily find information about each auction: start price, number of bids, start time, close time...
 - Auction status updated automatically by Ajax without customers refreshing pages
 - Auction menu helps administrators manage auctions and transactions simply

2. HOW TO INSTALL

- After purchasing, you can download the file at once, license key will be sent to your email. The file that you download normally is a zip file. Unzip it to a folder.
- Use FTP client (like Filezilla, WinSCP, cuteFtp) to upload (copy) all folders in the zip package to your Magento site root folder. This will not overwrite any existing files, it only add new files to the folder structure.
- After uploading is done, Log in your Magento administration panel to refresh cache. Go to System > Cache Management. Select all caches and take action “Refresh” then submit.
- Navigate to System > Configuration, if you can see the extension tab, it is installed properly. Remember to put your license key to the License key management so that the module could be activated.
- Now if you get Access denied error when click on the extension tab, you need to log out admin panel and log in again.
- Go to front-end and try to process, make sure that everything is OK.

3. HOW TO USE

3.1 Auction list page

- In the top links block, there is the Auction link. You can click into this link to go Auction list page



3.2 Auction detail page

- In the product view page, there is an Auction that contains the auction info as time left, total bids, current price, start time, close time, etc.



AMD A64 X2 3800+ 2.0GHz OEM

[Email to a Friend](#)

[Be the first to review this product](#)

Availability: In stock

\$98.99

Qty:

[Add to Cart](#)

OR

[Add to Wishlist](#)

[Add to Compare](#)

Quick Overview

AMD Athlon 64 X2 3800+ Processor ADO3800IAA5CZ - 2.0GHz, 2 x 512KB Cache, 1000MHz (2000 MT/s) FSB, Windsor, Dual Core, OEM, Socket AM2, Processor

Auction 03 days, 22:43:58

Bids:	0
Current Price:	\$10.00
Bidder:	
Start Price:	\$10.00
Start Time:	Nov 2, 2010 12:00:00 PM
Close Time:	Nov 15, 2010 12:00:00 AM

Watch this

Your Price (between \$12.00 and \$15.00)

[Bid](#)

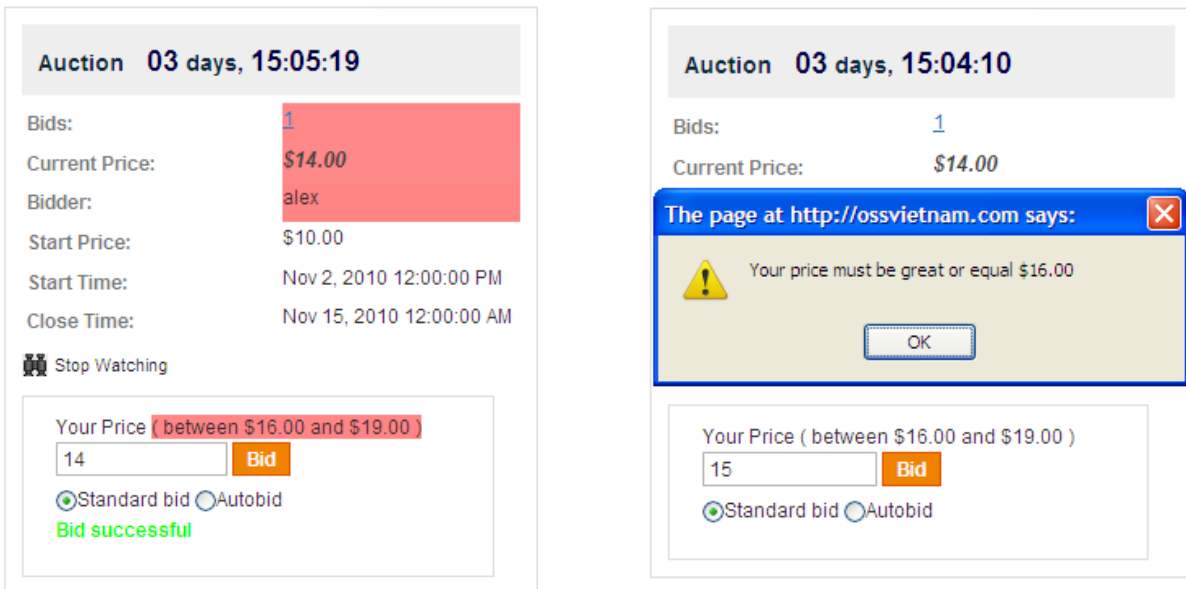
Standard bid Autobid

3.3 Standard bid and Auto bid features

There are two types of bid. They are Standard bid and Auto bid

✓ Standard bid

The customer selects Standard Bid and fill bid price, then click into Bid button.



After placing a standard bid, the bid will be shown on My Bids page and Bid History page.

Product Name	Bidder Name	Bid Price	Bid Time	Store	Status	Action
AMD A64 X2 3800+ 2.0GHz OEM	alex	\$14.00	Nov 11, 2010 8:54:43 AM	English	Waiting	Cancel
22" Syncmaster LCD Monitor	alex	\$16.00	Nov 10, 2010 3:35:32 PM	English	Failed	
22" Syncmaster LCD Monitor	alex	\$12.00	Nov 10, 2010 3:32:58 PM	English	Failed	
AMD Phenom X4 9850 Black Ed. 2.50GHz Retail	alex	\$16.00	Nov 10, 2010 1:53:05 AM	English	Failed	
AMD Phenom X4 9850 Black Ed. 2.50GHz Retail	alex	\$12.00	Nov 10, 2010 1:52:36 AM	English	Failed	
Crucial 512MB PC4200 DDR2 533MHz Memory	alex	\$16.00	Nov 10, 2010 1:24:27 AM	English	Failed	
Crucial 512MB PC4200 DDR2 533MHz Memory	alex	\$12.00	Nov 10, 2010 1:23:44 AM	English	Failed	

-- My Bids page --

Bids History

Bidder : 1 Bids : 1 Timeleft : 3 days 14 hours 47 minutes

1 Item(s) Show 10 per page			
Bidder	Bid Amount	Bid Time	Store
alex	\$14.00	Nov 11, 2010 8:54:43 AM	English

1 Item(s) Show 10 per page



[AMD A64 X2 3800+ 2.0GHz OEM](#)
[Be the first to review this product](#)

Quick Overview

AMD Athlon 64 X2 3800+ Processor ADO3800IAA5CZ - 2.0GHz, 2 x 512KB Cache, 1000MHz (2000 MT/s) FSB, Windsor, Dual Core, OEM, Socket AM2, Processor

[Back](#)

-- Bids History page -

✓ Auto bid

The customer selects Auto Bid and fill bid price, then click on Bid button.

Auction 03 days, 15:03:24

Bids: [1](#)

Current Price: **\$14.00**

Bidder: alex

Start Price: \$10.00

Start Time: Nov 2, 2010 12:00:00 PM

Close Time: Nov 15, 2010 12:00:00 AM

Stop Watching

Your Price (between \$16.00 and \$19.00)

Standard bid Autobid

Auction 03 days, 15:04:03

Bids: [1](#)

Current Price: **\$14.00**

Bidder: alex

Start Price: \$10.00

Start Time: Nov 2, 2010 12:00:00 PM

Close Time: Nov 15, 2010 12:00:00 AM

Stop Watching

Your Price (between \$16.00 and \$19.00)

Standard bid Autobid

Autobid successful

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After placing an auto bid, the bid will be shown on My Auto Bids.

Product	Bids	Current Price	Placed Price	Close time	Auction Status
Microsoft Wireless Optical Mouse 5000	49	\$109.10	\$21.00	11/5/10 12:00 AM	Complete
Microsoft Wireless Optical Mouse 5000	49	\$109.10	\$100.00	11/5/10 12:00 AM	Complete
AMD A64 X2 3800+ 2.0GHz OEM	1	\$14.00	\$199.00	11/15/10 12:00 AM	Processing

-- My Auto Bids page --

3.4 Watching feature

The customers can click on “Watcher this” link to add the auction into their watch list and select “Stop Watching” if they want to remove it from that list.

Auction 03 days, 14:57:56

Bids: [1](#)
Current Price: **\$14.00**
Bidder: alex
Start Price: \$10.00
Start Time: Nov 2, 2010 12:00:00 PM
Close Time: Nov 15, 2010 12:00:00 AM

Watch this

Your Price (between \$16.00 and \$19.00)
 Bid
 Standard bid Autobid

Auction 03 days, 14:56:02

Bids: [1](#)
Current Price: **\$14.00**
Bidder: alex
Start Price: \$10.00
Start Time: Nov 2, 2010 12:00:00 PM
Close Time: Nov 15, 2010 12:00:00 AM

Stop Watching

Your Price (between \$16.00 and \$19.00)
 Bid
 Standard bid Autobid

After adding auction into watch list, this auction will be shown on My Watched Auctions page.

MY ACCOUNT

- Account Dashboard
- Account Information
- Address Book
- My Orders
- Billing Agreements
- Recurring Profiles
- My Product Reviews
- My Tags
- My Wishlist
- My Downloadable Products
- Newsletter Subscriptions
- Affiliate System
- My Watched Auctions**
- My Bids
- My Auto Bids

My Watch List

alex

2 Item(s) Show 10 per page

Product	Bids	Start Price	Current Price	Close Price	Start Time	Close Time	Status
Microsoft Wireless Optical Mouse 5000	49	\$10.00	\$109.10	\$109.10	11/1/10 12:00 AM	11/5/10 12:00 AM	Complete
AMD A64 X2 3800+ 2.0GHz OEM	1	\$10.00	\$14.00		11/2/10 12:00 PM	11/15/10 12:00 AM	Processing

2 Item(s) Show 10 per page

[Back](#)

3.5 Cancel bid feature

The customers can cancel their bids by going to My Bids page and click on cancel link.

MY ACCOUNT

- Account Dashboard
- Account Information
- Address Book
- My Orders
- Billing Agreements
- Recurring Profiles
- My Product Reviews
- My Tags
- My Wishlist
- My Downloadable Products
- Newsletter Subscriptions
- Affiliate System
- My Watched Auctions
- My Bids**
- My Auto Bids

My Bids

alex

Items 1 to 10 of 33 total Page: 1 2 3 4 ▶ Show 10 per page

Product Name	Bidder Name	Bid Price	Bid Time	Store	Status	Action
AMD A64 X2 3800+ 2.0GHz OEM	alex	\$23.00	Nov 11, 2010 9:27:13 AM	English	Waiting	Cancel
AMD A64 X2 3800+ 2.0GHz OEM	alex	\$19.00	Nov 11, 2010 9:26:20 AM	English	Waiting	Cancel
AMD A64 X2 3800+ 2.0GHz OEM	alex	\$14.00	Nov 11, 2010 8:54:43 AM	English	Waiting	Cancel
22" Syncmaster LCD Monitor	alex	\$16.00	Nov 10, 2010 3:35:32 PM	English	Failed	
22" Syncmaster LCD Monitor	alex	\$12.00	Nov 10, 2010 3:32:58 PM	English	Failed	
AMD Phenom X4 9850 Black Ed. 2.50GHz Retail	alex	\$16.00	Nov 10, 2010 1:53:05 AM	English	Failed	
AMD Phenom X4 9850 Black Ed. 2.50GHz Retail	alex	\$12.00	Nov 10, 2010 1:52:36 AM	English	Failed	

After canceling bid

My Bids

alex

Items 1 to 10 of 33 total Page: 1 2 3 4 ▶ Show 10 per page

Product Name	Bidder Name	Bid Price	Bid Time	Store	Status	Action
AMD A64 X2 3800+ 2.0GHz OEM	alex	\$23.00	Nov 11, 2010 9:27:13 AM	English	Disabled	
AMD A64 X2 3800+ 2.0GHz OEM	alex	\$19.00	Nov 11, 2010 9:26:20 AM	English	Waiting	Cancel

Auction 03 days, 14:30:41

Bids: [5](#)

Current Price: **\$23.00**

Bidder: alex

Start Price: \$10.00

Start Time: Nov 2, 2010 12:00:00 PM

Close Time: Nov 15, 2010 12:00:00 AM

Stop Watching

Your Price (between \$25.00 and \$28.00)

Standard bid Autobid

Before canceling bid

Auction 03 days, 14:29:02

Bids: [5](#)

Current Price: **\$21.00**

Bidder: thanhnd

Start Price: \$10.00

Start Time: Nov 2, 2010 12:00:00 PM

Close Time: Nov 15, 2010 12:00:00 AM

Stop Watching

Your Price (between \$23.00 and \$26.00)

Standard bid Autobid

After canceling bid

3.6 Auction checkout feature

If you are winner on an auction, the won message will be shown on product page as below.

Completed Auction

Congratulations!

You have become the winner on this auction.

[Proceed Checkout](#)

Bids: [6](#)

Close Price: \$25.00


Winner: alex

Start Time: Nov 2, 2010 12:00:00 PM

Close Time: Nov 10, 2010 12:00:00 AM

Click on the Proceed Checkout button, you will be redirected to checkout page. If you go to cart page, you will see the product price is equal close price of this auction.

Shopping Cart [Proceed to Checkout](#)


	Product Name	Move to Wishlist	Unit Price	Qty	Subtotal
	AMD A64 X2 3800+ 2.0GHz OEM	<input type="checkbox"/>	\$25.00	1	\$25.00

[Continue Shopping](#) [Update Shopping Cart](#)

You cannot update qty, remove product or add another product.

Shopping Cart [Proceed to Checkout](#)


💡 Checkout Auction! can not update product quality

	Product Name	Move to Wishlist	Unit Price	Qty	Subtotal
	AMD A64 X2 3800+ 2.0GHz OEM	<input type="checkbox"/>	\$25.00	1	\$25.00

[Continue Shopping](#) [Update Shopping Cart](#)

Shopping Cart [Proceed to Checkout](#)

💡 Checkout Auction! can not remove Item

	Product Name	Move to Wishlist	Unit Price	Qty	Subtotal
	AMD A64 X2 3800+ 2.0GHz OEM	<input type="checkbox"/>	\$25.00	1	\$25.00

[Continue Shopping](#)
[Update Shopping Cart](#)

Auction price excluded tax

Completed Auction

Congratulations!
You have become the winner on this auction.

[Proceed Checkout](#)

Bids: [6](#)

Close Price: \$25.00

Subtotal	\$25.00
Tax	\$2.50
Grand Total	\$27.50

[Proceed to Checkout](#)

[Checkout with Multiple Addresses](#)

Auction price included tax

Completed Auction

Congratulations!
You have become the winner on this auction.

[Proceed Checkout](#)

Bids: [6](#)

Close Price: \$25.00

Subtotal	\$22.73
Tax	\$2.27
Grand Total	\$25.00

[Proceed to Checkout](#)

[Checkout with Multiple Addresses](#)

3.7 Email feature

No	Email	Description
1	Notice new bid to bidder	Send to customer when he places new bid.
2	Notice new auto bid to bidder	Send to customer when he places new auto bid.
3	Notice new bid to admin	Send to web-shop admin when there is a new bid.
4	Notice new bid to watcher	Send to watcher when there is a new bid on this watched auction.
5	Notice overbid	Send to bidder when one of his bids is over.
6	Notice over auto bid	Send to bidder when one of his auto bids is over.
7	Notice bid canceled to bidder	Send to bidder when he cancels one of his bids.
8	Notice highest bid to bidder	Send to bidder when one of his bids is highest.
9	Notice to winner	Send email notify to winner on an auction.
10	Notice out of bid	Send email notify to the bidders that did not become winner on an auction.
11	Notice auction completed to admin	Send to web-shop admin when there is a completed auction.
12	Notice auction completed to watcher	Send to watcher when there is a completed auction in his watch list.

4. HOW TO CONFIGURE

4.1. Create an auction

- ✓ Go to Auction → Manage Auctions on admin panel in back-end
- ✓ Select Add Auction button
- ✓ Select a product to create auction
- ✓ Select tab Auction Information to fill auction info
- ✓ Select Save button to save the auction

Note:

An auction can have one of six statuses as enabled, disabled, not start, processing, completed, and close. Status of each auction is calculated based its start time and end time. The system will update status for all auctions continuously each one minute. The auction will be displayed on the front-end if its status is processing or completed. The customers can place bid on the processing auction only.

Add Auction Back Duplicate

Page 1 of 5 pages | View 20 per page | Total 95 records found

ID	Name	Attrib. Set Name	Status
Any			
162	Microsoft Wireless Optical Mouse 5000	Default	Enabled
161	Logitech diNovo Edge Keyboard	Default	Enabled
160	Logitech Cordless Optical Trackman	Default	Enabled
159	Microsoft Natural Ergonomic Keyboard 4000	Default	Enabled
157	30" Flat-Panel TFT-LCD Cinema HD Monitor	Monitors	Enabled

All Store Views ▼

Auction Information

Select Product ☰

Auction information ☰

Auction information

Product Name *
▲ [view](#)

Init Price *

Reserved Price *

Min Interval Price *

Max Interval Price

Start Date * 📅

Start Time
▲ Format H:i:s, example 12:30:00

End Date * 📅

End Time
▲ Format H:i:s, example 12:30:00

Extended Time *
▲ The unit is seconds

Multiple Winner *

No	Field	Description
1	Init price	Start price of the auction
2	Reserved Price	If the close price is less than reserved price, there is no winner on this auction.
3	Min Interval Price	Minimum of bid price interval
4	Max Interval Price	Maximum of bid price interval
5	Start Date	Start date of the auction
6	Start Time	Start time of the auction
7	End Date	Close date of the auction
8	End Time	Close time of the auction
9	Extended Time	It's used in going and gone feature. If there is new bid when time left is less than extended time, the remaining time will be increased automatically to extended time.
10	Multiple Winner	The number of winners on the auction

4.2 Import auctions

This extension provides you the import feature to make easy the creating auction. The auctions will be imported from a CSV file. The steps as below:

- ✓ Go to Auction → Manage Auctions on admin panel
- ✓ Select button Import Auction
- ✓ Select CSV file for importing
- ✓ Select Import button

The screenshot displays the 'Auction' management interface. At the top, there is a navigation bar with tabs for Newsletter, CMS, Auction, Affiliate, Storepickup, Email Manager, Reports, and System. A message notification indicates 1 critical, 4 major, 19 minor, and 16 notice unread messages. Below the navigation bar, there are two buttons: 'Import Auctions' and 'Add Auction', both circled in red. The main content area shows a table of auctions with columns for Start Date, End Date, Status, and Action. The table contains three rows of data, all with a status of 'Complete'. Below the table, there are buttons for 'Back', 'Reset', and 'Import', with the 'Import' button circled in red. At the bottom, the 'Import form' section is visible, featuring a text input field for 'Import file*' and a 'Browse...' button, which is also circled in red.

Start Date	End Date	Status	Action
From: <input type="text"/> To: <input type="text"/>	From: <input type="text"/> To: <input type="text"/>	<input type="text"/>	
Nov 2, 2010	Nov 8, 2010	Complete	View Bids
Nov 2, 2010	Nov 8, 2010	Complete	View Bids
Nov 2, 2010	Nov 10, 2010	Complete	View Bids

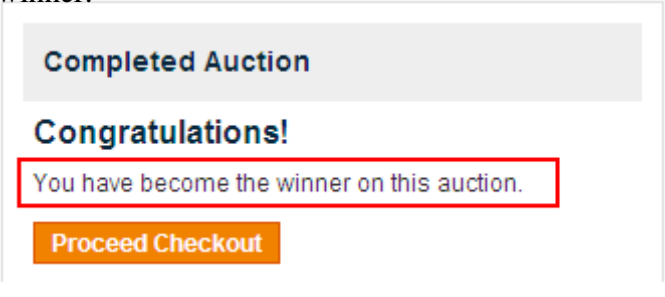
Structure of CSV file

(See auctions.csv file please)

No	Product SKU	Product Name	Start Price	Reserved Price	Minimum interval Price	Maximum Interval Price	Extended Time	Number of Winners	Status	Start Time	End Time
no	product_sku	product_name	init_price	reserved_price	min_interval_price	max_interval_price	limit_time	multi_winner	status	start_time	end_time
1	intelc2d	Intel C2D E8400 3.0GHz Retail Western Digital 500GB HD -	10	100	2	5	600	1	Enabled	1/11/2010 12:00	16:00 15/11/2010
2	500gb7200	7200RPM Western Digital - 1TB HD -	10	100	2	5	0	1	Enabled	2/11/2010 12:00	15/11/2010
3	1tb7200	7200RPM AMD A64 X2 3800+	10	100	2	5	0	2	Enabled	2/11/2010 12:00	15/11/2010
4	amda64	2.0GHz OEM 22" Syncmaster	10	100	2	5	0	1	Enabled	2/11/2010 12:00	15/11/2010
5	226bw	LCD Monitor	10	100	2	5	0	1	Enabled	2/11/2010 12:00	15/11/2010

4.3 Configure Auction system

Go to System → Configuration on admin panel, then select tab “Auction” at the left, you will see the configuration fields as below:

No	Field Name	Values	Description
General Information			
1	Status	Enable/ Disable	Enable or disable the auction system
2	Bidder Name Type	System Generate	The bidder name will be auto generated by system as Bidder1, Bidder2, etc.
		User Create	The customer must create a unique name to use in auction system
3	Bidder Name Prefix	Bidder	The prefix name of bidder name that’s generated by system.
4	Won Message	You have becom the winner on this auction.	<p>The message will be shown in Auction box for winner.</p> 
Tax Configuration			
5	Auction Price Type	Excluding Tax	The auction price is excluded Tax.
		Including Tax	The auction price is included Tax.
Email Configuration			
6	Notice new bid to bidder		Send to customer when he places new bid.
7	Notice new auto bid to bidder		Send to customer when he places new auto bid.
8	Notice new bid to admin		Send to web-shop admin when there is a new bid.
9	Notice new bid		Send to watcher when there is a new bid on this

	to watcher		watched auction.
10	Notice overbid		Send to bidder when one of his bids is over.
11	Notice over auto bid		Send to bidder when one of his auto bids is over.
12	Notice bid canceled to bidder		Send to bidder when he cancels one of his bids.
13	Notice highest bid to bidder		Send to bidder when one of his bids is highest.
14	Notice to winner		Send email notify to winner on an auction.
15	Notice out of bid		Send email notify to the bidders that did not become winner on an auction.
16	Notice auction completed to admin		Send to web-shop admin when there is a completed auction.
17	Notice auction completed to watcher		Send to watcher when there is a completed auction in his watch list.
Button Images			
18	Image Login		This is image of Login button in Auction box. If this field is empty, the text button will be shown.
19	Image Create Bid Name		This is image of Create Bid Name button in Auction box. If this field is empty, the text button will be shown.
20	Image Bid		This is image of Bid button in Auction box. If this field is empty, the text button will be shown.
Design CSS			
21	Design CSS		Used to created style css for auction box.

-----END-----