eCommerce using the JAM stack on static websites

Atishay Jain
The web development landscape

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Learning Curves

Skills & knowledge

Time

Image by saint on pixabay

Image cropped from the learning curve for CMS

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The web development landscape

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Learning Curves
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eCommerce using the JAM stack
Contents

• My experiments with static websites.
• Should you use the JAM stack for eCommerce?
• How can you use the JAM stack for eCommerce?
• It won’t JAM your stack
My experiments with the JAM stack

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eCommerce using the JAM stack
Me

- Senior Computer Scientist @ Adobe
- From Photoshop to Adobe Capture.
- Right here in San Francisco
- Author of VSCode’s All Autocomplete
- Author of Hugo In Action
- More at https://atishay.me
Sanity of the JAM stack

2. PHP - simple template until defacement.
4. Jekyll based static site until it become unbearably slow.
5. Hugo based solution still in action.
Should you use the JAM stack for eCommerce?
Can JAM stack do it?

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Ecommerce using the JAM stack
The eCommerce problem

• Many product pages that don’t change and have lots of hits.
• Accessibility to bots and search engines.
• APIs for the mobile app.
• Service Oriented Architecture
  • Inventory management system
  • Logistics system.
• Billing system (third party credit card payment system).
How can you use the JAM stack for eCommerce?
The JAM stack solution

JavaScript

• Communication to the independent systems.
• The shopping cart experience

APIs

• The Inventory management system
• The billing system.
• The logistics system.

Markup

• The product pages
PayPill with PayPal or Squares with SquareUp

- Third party cart management system.
- You own the product pages, keep them in sync with the payment system.
- The third party system manages billing and inventory.
- No hosted servers, no downtime.
Adding a cloud function for a digital followup

• Use the PayPal Order API or Square’s GetPayment API on the server (cloud function) to follow up on a digital request.

• Do it the JAM stack way on a cloud function to not be forced into managing Operations.
It won’t JAM your stack
Conclusion

• Use JAM Stack for ecommerce where
  • Your product selection does not change every minute.
  • Your team has followed the service oriented architecture with a separate inventory and billing system.
  • You prefer to have no DevOps, no on-calls and lots of fun building.
• You can also build a hybrid JAMstack website with the pages like about us or privacy policy built static and the rest can be server based.
Thank you

Hugo in Action
Static sites and dynamic JAMstack apps
Atishay Jain

MEAP

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