Building a tourism website using Word Press and the Johku portal

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The purpose of this bachelor's thesis project was to create a tourism website for marketing and sales. The thesis was commissioned by Helsinki West which had been operating its business mostly manually before deciding to move forward to do business in an online environment. The business name as well as domain for this website project is "VisitHappyFinland.fi".

This thesis project consisted of a planning phase in which a team of students worked on various platforms to find out the best direction for website and a development phase which executed the agreed path of development.

Based on the findings of the planning phase, the website will be using WordPress as the main frameworks with the help of the Johku portal as an E-commerce solution. These two platforms will be merged at the end of the development process to create a unified and complete website.

The result of this thesis project was a functional WordPress website with the Johku portal embedded. The customer can use this website to find information about the business, browsing product catalogs, product previews and making purchases via the Johku portal. The client can use the website as a marketing tool, for e-commerce purposes and for managing sales and products stock. However, the final product delivered shows many drawbacks in adaptability when merging two different platforms such as interrupting the customer's journey by redirecting them to a different site. Also, the design of the plugins does not match with WordPress. This is because at the time of the project, the Johku embedded system was still a prototype, which needed more improvement to work properly. With the findings and insights from this thesis project, the client can decide to change the direction of their project to develop website solely with the Johku portal.

Keywords: Website, Tourism, E-commerce, WordPress, Johku.

Contents

1   Introduction

This Bachelor thesis is about solving a problem of small companies struggling to start online business and market its products and services. The common solution is to build a website to advertise the products combined with a web shop to start selling. However, with so many examples, written and video material and online guides available, it might become difficult for such companies to choose the easiest and most efficient path to start developing their own Websites. The aim of this thesis project is to find out the best possible solution for the client's website.

Before participating in this project, I had worked in two others web development projects during my study in Laurea. During that time working with my team on this project I found out there is so much more for me to learn when it comes to develop a Websites for a real client's need. My thesis supervisor introduced this project opportunity to me in Autumn 2020.

1.1   Project client and project team.

The client company I was working in this project is Helsinki West, founded by Tarja Aalto. The company has been working in the tourism field for a while and recently started leaning towards managing business online. Helsinki West client's needs are perfectly suitable for my areas of studies. It includes developing an online marketing and online business idea for small company thus it encourages me even more to choose this project as my thesis works.

The requirement for this project which have been given by the client is that the project team needs to develop an online selling and marketing solution. The answer to this problem has been decided by both clients and team of students working on it, which is to build a website with a web shop to sell tourism packages. Tarja also wanted the websites with different pages to market the 2 main product categories (Nature and Urban) as well as individual pages for each product. The web shop should also be free to build or at least low cost and must accept most of the common Finnish payment methods. In addition, any tools and material (videos, photos, etc.) used in development should be legally acceptable to be used for marketing and commercial purposes for the website.

For this project, I was working in a team of 4 students. My role in the team is to lead the team, plan and develop the tasks. I work with the tutor teacher as well as my client Tarja Aalto for the planning part of the project and with the other team members in the Website development.

1.2   Current state of the project.

According to Tarja's findings in the field, the main end user audience for this project is foreigners living and working in Finland. Helsinki West's services allow foreigners to experience Finnish lifestyle and activities thus help them to intergrade with their workplace and enjoy their wellbeing in Finland.

The number of foreigners living in Finland have been increasing rapidly in the recent years. By the end of 2019, there were 423 494 people with foreign background in the Finnish population register, almost 10% of the total Finnish population (Statistics by Stat.fi, 2019). From that statistics, we should notice that within the total 423 494 immigrants, only a small percentage of population is able to communicate in Finnish language. This fact means that the marketing and selling campaign should be mostly in English if we need to catch this audience's attention.

2   Choosing the project platform.

The first step I started doing when joining the project is to find out which platform to use for the websites. While there is an option of developing a websites without using any of the existed content management systems, I believed using one will definitely make the works easier and shorten the project time which is extremely important in this type of projects.

2.1   What is Content Management Systems (CMS)

Content management systems or CMS is a system which used in website development which allow user to manage and modify their digital content easier and more efficient (Wikipedia 2020). According to Wikipedia (2020), CMS offers many features including:

-    Optimized URLs for search engines.
-    Multi levels user permission.
-    Supporting personalized templates.
-    Intuitive installing and version control.
-    Demanding less server power, etc.

2.2   Why choosing WordPress over other CMS?

According to the statistics provided by W3Techs, only 38.8% of all websites monitored are using none of the content management systems. Some of the most used CMS are WordPress, Shopify, Joomla, Drupal, Wix, Squarespace, etc. 39% of all the websites using WordPress with a total market share of 63.7% followed by Shopify with only 3.1% used and 5% market shared.

This statistic proofs that WordPress is the safest choice when it comes to choosing a CMS to develop a website due to it popularity. In addition, due to being so widely used, WordPress also have the most guides, supports available online for developer to use. Therefore, these facts justify my team choice to use WordPress as a CMS for our project work.

2.2.1   Web shop solution: Johku.fi and WooCommerce.

Due to the Client requirements for the websites, we also need to develop a working web shop alongside the front pages. Two options available for this type of web shop which we consider using are the commonly used WooCommerce and the Finnish portal Johku.fi. This chapter will go over both solutions' pros and cons to explain why the project team decided to pick the Finnish made Johku.fi platform over the well-known and commonly used WooCommerce.

2.2.2   WooCommerce.

WooCommerce is the number one choice when it comes to Web Shop management platform. It's a plugin so in order to set up, WooCommerce required a working WordPress site. However, both WordPress and WooCommerce is free in term of installation cost make it a very reliable way for new businesses to start selling online.

When it come to customizable, similar to WordPress, WooCommerce offer free options as well as ready made paid themes. One of the most used free versions of WooCommerce themes is

called StoreFront which is a basic but serviceable option. This Store themes is used by many start up businesses as their first WordPress WooCommerce theme (Illustration 1).
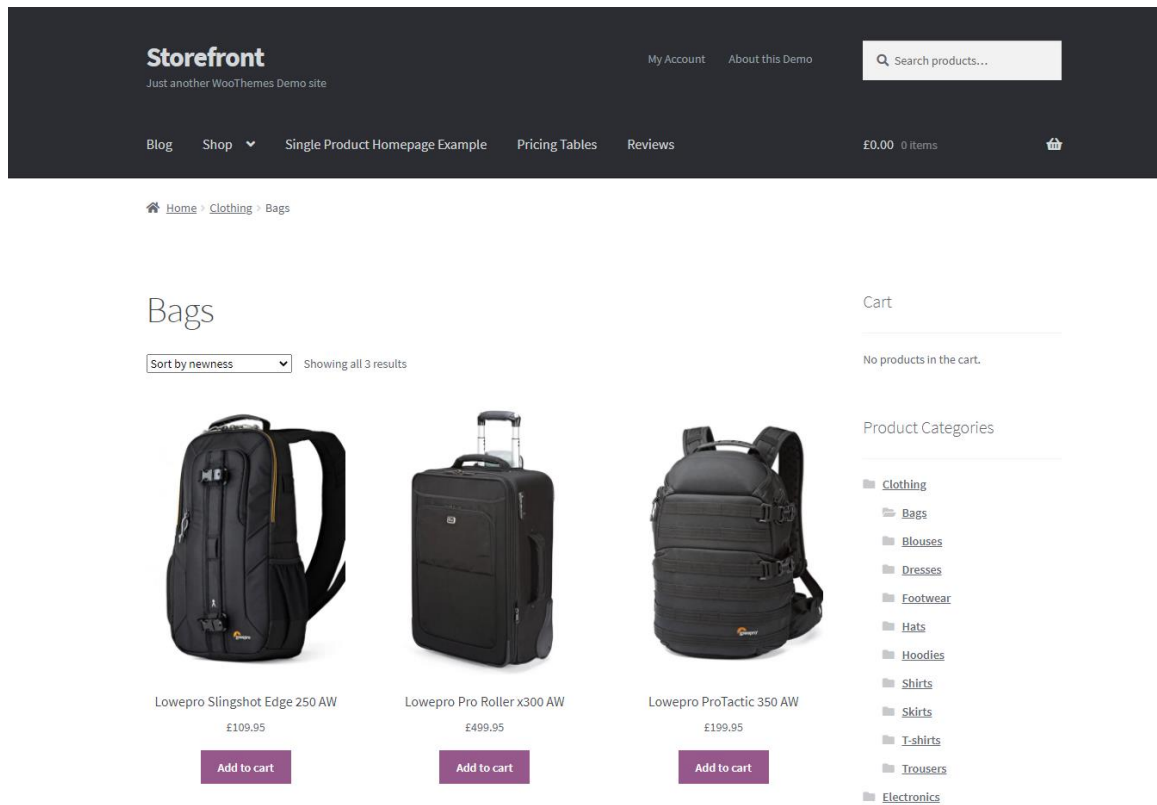
Illustration 1: An example of WooCommerce StoreFront.

To really make your store pages stand out from the regular default theme, WooCommerce offer mana paid options to choose from. Such paid themes can cost from 20$ to 100$ annually (Kathryn Marr, n.d).

However, when choosing a platform to build our new web shop, we must look into their gateway cost and monthly fee to maintain the shop. According to Kathryn Marr, WooCommerce required no setup and monthly fees but have a gateway charge of 2.9% plus 0.30$ for each transaction. Furthermore, is the transaction is made with any credit or debit cards that not U.S issued, there will be 1% fee added on top of the regular 2.9% plus 0.30$. In the case of this project which is a Finnish tourism project, the targeted end user will most likely be Finnish and their payment method will be Finnish or EU issued card so the total maintenance cost for using WooCommerce in this case will be 3.9% plus 0.30$ of all transactions. It's a very cost-effective choice considering how easy it's to use and all the benefit it brings.

2.2.3   Johku.fi.

Different from WooCommerce universal target group, Johku.fi directly aim to the tourism entrepreneur either micro, small or medium sized company and people selling tourism services and products (Johku.fi About us, 2020). According to Johku.fi, their platform allow

user to easily keep track of business operation by the help of a detailed reporting systems. Being a local network, Johku.fi also offer a huge potential in connection different local merchant and business. This kind of collaboration allow everyone to market and selling their partner products on their sites (Johku.fi Retail, 2020). One of the minor drawbacks from using Johku.fi portal is their customizability. The platform developer aims to make it as easy as possible for customer to set up their web shop and start doing business. However, by making it easy to set up, the customer also has less control over the look of their Web shop. Johku.fi platform have a ready-made theme and only allow users to change theme, menu, button color as well as changing text, images for their products.
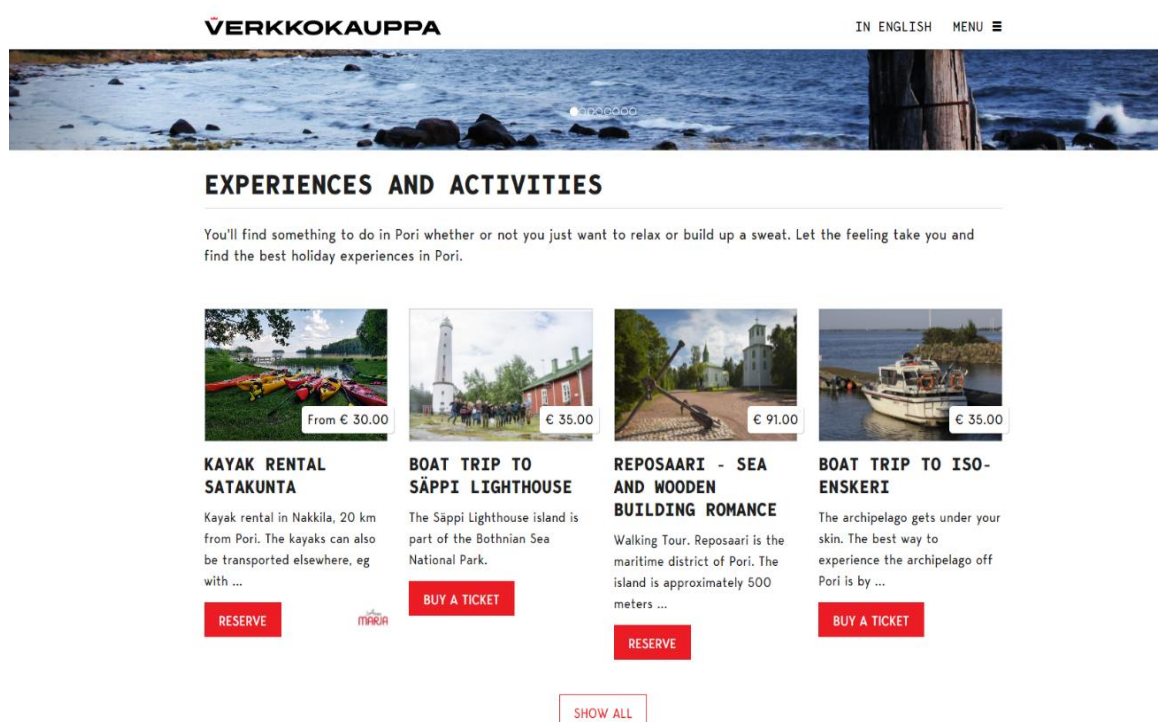
Illustration 2: An example web shop using Johku.fi theme.

Last but not least, the most selling points for Johku.fi comes from its pricing policy. Like WooCommerce, Johku.fi also require no installation and setup cost but charging their user when they are receiving any transactions. Johku.fi offer a more advance pricing policy as they reduce the commissioner's percentage when your sale avenue goes above certain threshold. This gateway fee starts off with 2.5% of total sale turnover when your total annual transaction is less than 10000 EUR and reduce to even 0.1% at 5,000,000 EUR turnover (Johku.fi Tariff, 2020). This pricing policy might seem to benefit large business at first but when compare to WooCommerce 3.9% plus 0.30$ per transaction it's appeared to be a much better alternative.

Because of the lower maintenance fee as well as the ease of installation, customize and monitor the sites and the huge potentials in collaboration and partnership with others local merchant, the team decided to choose Johku.fi as the platform to build the our own web shop.

3   Web Design Frameworks.

The frameworks guiding my development in this project is the detailed 6 steps process by Texolworld.com (2019).

Illustration 3: Texol Web Design Process.

The first part of the project following the frameworks is the planning phase. The goal of this phase according to Texolworld.com is to set a goal for the project, define the target audience and gather information on the solution for the client problems. Applying to the current state of my project, the target audience was already set to be foreigner living and working in Finland and knowing that the best way to reach them is to grab their attention online. With this knowledge in hand, both party of the project agreed to set the goal for this project is to build a marketing websites that can advertise each products the business have to offer with an individual pages as well as a working web shop that is cost-effective and suitable for the Finnish market.

Secondly, after set the goal for the project, the team will continue with the designing phase which is come up with a draft or a wireframe for the websites. For this step, the team agreed to works independently and each member within a period of 2 weeks, delivered a demo website which than will be share with others member. Finally, the team will vote on the best works and continue working on that demo.

Then after decided the most suitable demo, the project will continue with the development phase which is the main part of this project. The team will set several deadlines according to how much time left for the project and follow them to start working on the development part.

The following phase will be testing and launch. The testing part should be done by both the project team and the clients to evaluate the functionality of the websites as well as find out any bugs or glitch remains. The website will then be evaluated and approved by the client before launch.

Lastly, on the support phase, the team will prepare a step by step guide on how to use the basic function of the websites such as upload and edit products, manage, monitor and updating the sites as well as note for the future development team working on this project

4   Creating a WordPress sites

When developing WordPress, because of its popularity, there will be many guides and tutorials available online. WordPress also have an official Encyclopedia called the WordPress Codex and WordPress Support which contain explanation of every function WordPress has to order. The Codex and Support pages are good sources to learn or to look for a specific instruction when needed.

4.1   Deploying Webapp with Azure portal

The requirement for installing WordPress according to WordPress Codex is a host that supports PHP from version 7.4, MySQL from version 5.6/ MariaDB 10.1 or greater and HTTPS support (WordPress Requirement, 2021). For the testing environment, I will be using Microsoft Azure portal. The Websites will be transfer to the client's own hosting server at later stage of the project.

Deploying a WebApp can be done by going to Azure portal website homepage, click "Creating a resource", choosing "Web App" in the Azure marketplace, click "Creating" and follow the portal instruction to fill in information. The detailed guide on deploying or settings up WebApp using Azure portal can be found on Azure site.

After the WebApp is up, WordPress can be installed by first downloading the latest version of WordPress at WordPress.org. Uploading WordPress install file to the server required any FTP (File Transfer Protocol) which allow transfer file between client computer and the server (Wikipedia 2021). The sign in credential can be found on the hosting portal after deploying the WebApp.

When WordPress installation file is uploaded correctly on the server, when enter the link with "/wp-admin" at the end, I can start selecting the appropriate Language, fill in site information, creating an admin account and after the installation process, I can start working on design the WordPress site.

4.2   User roles and admin dashboard

The default set of roles according to WordPress Support are:

- Super Admin which can access to the site network settings and all available features.
- Administrator can access to all administrator features of the site.
- Editor can publish and edit posts of himself and other users.
- Author can post and manage their own posts.
- Contributor which can create and edit their own posts but cannot publish their posts.
- Subscriber is the basic level role. They can view public posts and manage their own profiles.

WordPress however offer an option for server owner or Super admin to remove or add new roles and change roles' capabilities if needed (WordPress Support, 2021).

In the default roles setting, when logged in with a Super Admin or Administrator account, the user will have full access to the admin Dashboard which will contains most of the

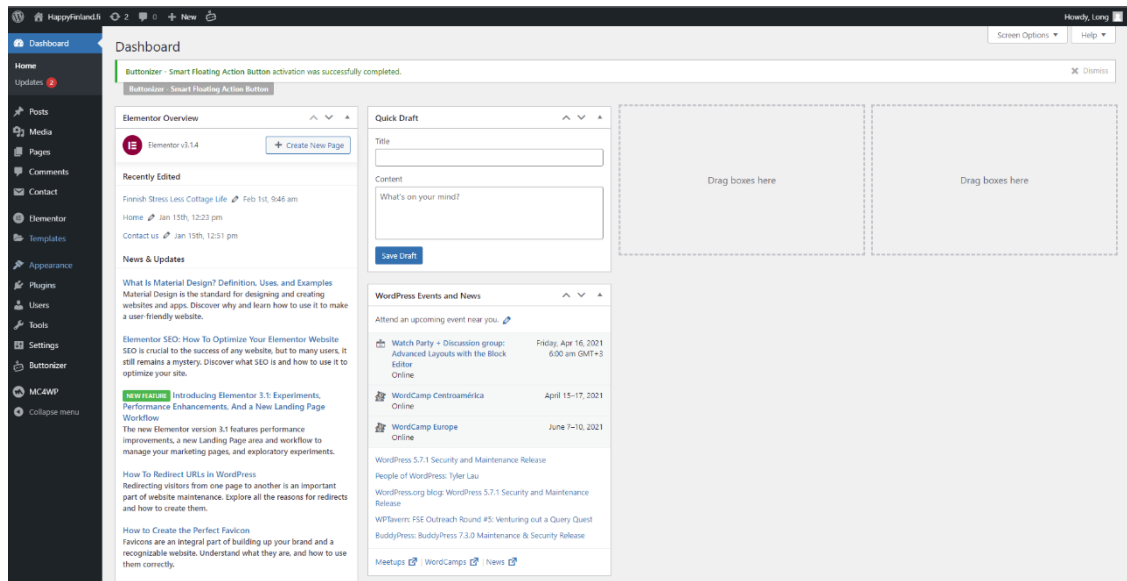functionalities a developer working with when designing the site (Illustration 4).

Illustration 4: Admin Dashboard.

The first tab which is dashboard tab contain Home and Updates shows the latest news, events recently added or edited posts as well as remind us if any component of the site need to be update.

The Posts tab is for adding and managing Blog Posts which not to be mistaken with the site Pages which can be added and edited on the Pages tab.

The Media tabs give an overview of all videos and picture that have been uploaded to the sites.

The Appearance tab is where I spent most of the time with as the site developer as its let me customize the look of the site from Themes and Background to Menus, etc.

The user tab shows all user of the site and allow Super Admin and Administrator to manage user roles.

The plugins tab let the admins manage various plugins which is extensions that can be installed to improve or add new functionalities to the site (WordPress Support, 2021).

The setting tabs contains many subtabs that let the Admins change the default settings of the sites if needed. Some of the setting that can be change are: the site title, address link (URL), Admin email address, default language, time zone and time date format, etc.

4.3   WordPress Themes

During the second phase of the project, my project team will work independently on their own demo version of the website with their own choice of themes. These demos will be present at the end of this phase and the team will vote for the best solution and continue working from there.

4.3.1   What is WordPress theme

It is a collection of files that designer can install on their site to create and design the look and function of WordPress. Each theme is different and by changing themes, the user can instantly change the website look. (WordPress Codex, 2021).

According to WordPress Codex (2021), by using this ready made theme, the user no longer have to use CSS, HTML and PHP to create their own website front-end as well as it is extremely easy to change the design, layout and functionality of the site. Using these themes separates the presentation and templates file from the back end and system files therefore upgrading the site will not affect its appearance.

4.3.2   Why choosing Airi as the main theme

As showed in the WordPress themes store, Airi is the most popular option when it come to ready made themes. It is a powerful, flexible, and light theme which fully support Elementor development plugins and WooCommerce. Airi let the user customize their own themes or choosing a premade layout from their ever-growing collection (Athemes, 2021).

Airi theme have a paid version named "Airi Pro" which allow the user to further customize their themes for personal preferences and more themes demo to choose from as well as extensive customer support (Athemes, 2021).

Because of the online stores support and fully integrated Elementor which is a development plugins I intend to use for this project, I choosing Airi as the main theme for my demo and later it is voted by the other team member to use for the final product as well. For the scope of this project, I will be using the Airi free version to testing the themes. The paid version can be upgrade later by purchasing the license from Athemes site.

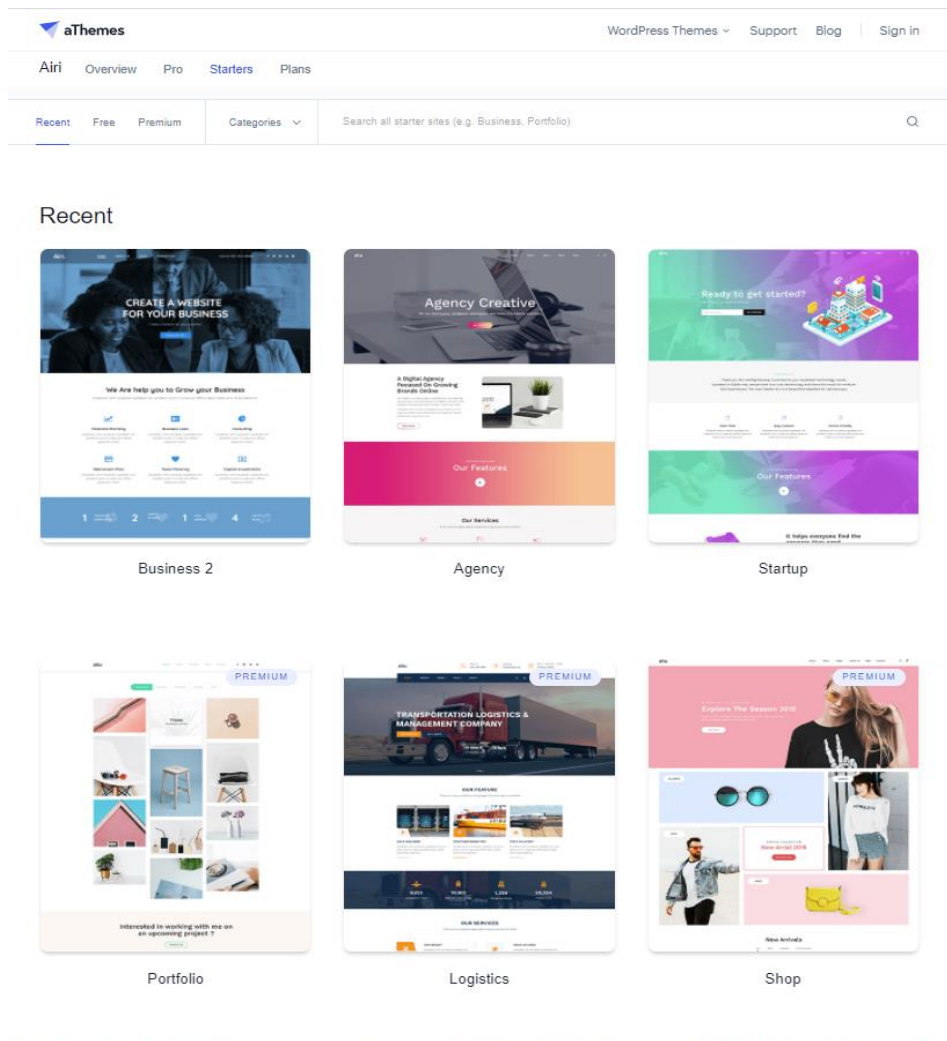### 4.3.3   Installing Airi and choosing themes demo.

Illustration 5: Airi demo themes.

After following the instruction from the themes store to install Airi and activated it as the main theme of the site, I need to choose a demo from Airi Athemes store for the themes to work. Airi offer many options both free and Premium as seen in Illustration 5. The installation process is easy and smooth because of Airi clear step by step instruction. After a few steps with the help of the Airi theme importer, the theme and demo is ready and I can start working on further design the site's look.

4.4   WordPress Plugins

WordPress is design to be lightweight thus many of the customizable functions and features need to be added to the site using Plugins. It's can be download directly from the Plugins store within WordPress repo or can be download from third party sources which sometimes offer paid version plugins (WordPress Support, 2021).

For this project website, some of the plugins I will be using is essential plugins for Airi theme including: Airi Demo Importer, Kirki Customizer Framework and Elementor which also serve as a useful Webpage design tool.

Later during design process, I added two convenient plugins which are: Buttonizer which allow placing a floating social link button on the frontpages and WPFront Scroll Top which allow user to quickly scroll to the top of the currently view page.

4.5   Design the Homepage

After following the instruction provided by Airi, the homepage looks similar to the demo version on their website and ready to be customized to suit the project needs (Illustration 6).
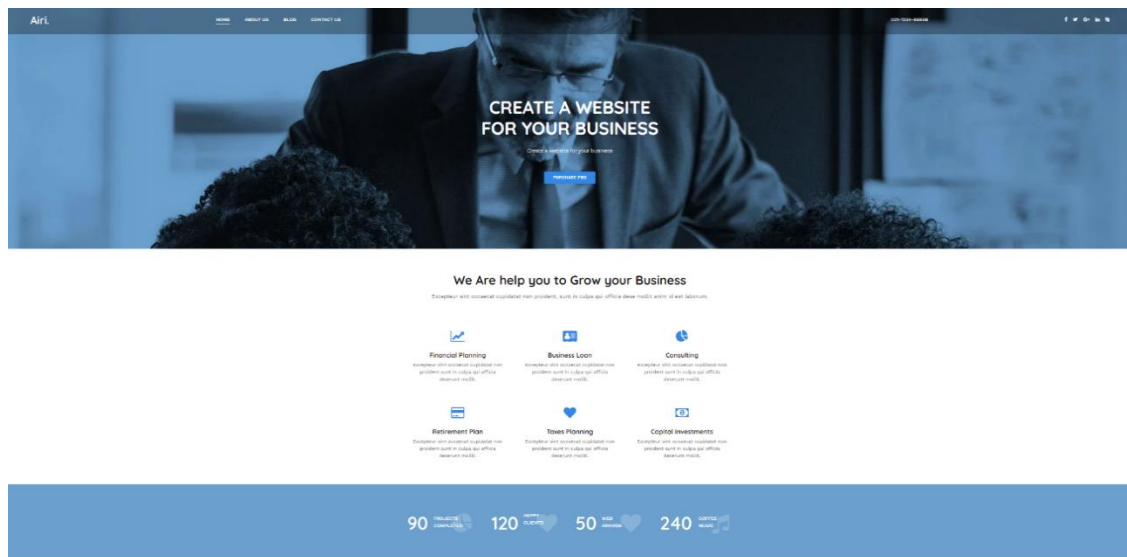
Illustration 6: The chosen Airi theme for the project.

However, because of the limit of the free version of Airi and Elementor, some of the feature and appearance option related to the homepage cannot be change without upgrading.

4.5.1   Customize the theme.

The installed theme can be further customized by go to the admin dashboard, Appearance, Themes and select Customize on the Active theme which is Airi Theme in this case. The popup window contains many options for the user to change like the homepage, site appearance and some element of the theme.

Site logo can be change under the Site Identity tab which have some other option like Site Title and Tagline which will appear on the browser tab when open the website. Site logo can be created with many different tools such as Adobe Illustration, Canva and WordPress also

have a partnership with Fiverr to offer WordPress user a free online logo making (WordPress Support, 2021). I was able to create a "Happy Finland" logo using Adobe Illustrator (Illustration 7).

Background is an important part of the Website which in my opinion a big part of what the customer will see when visiting your site. According to Raducan (2019), background can be change in many ways to fit your design including changing one section background to make it standout, different color for each section to create contrast or the standard whole surface background. Raducan also mentioned many types of background that WordPress allow which are Simple Color, Gradient, Images and Videos. I will be using a bright blue color for my project website which fits the traveling purpose of the site and match with the default blue menu color of the themes (Illustration 7).
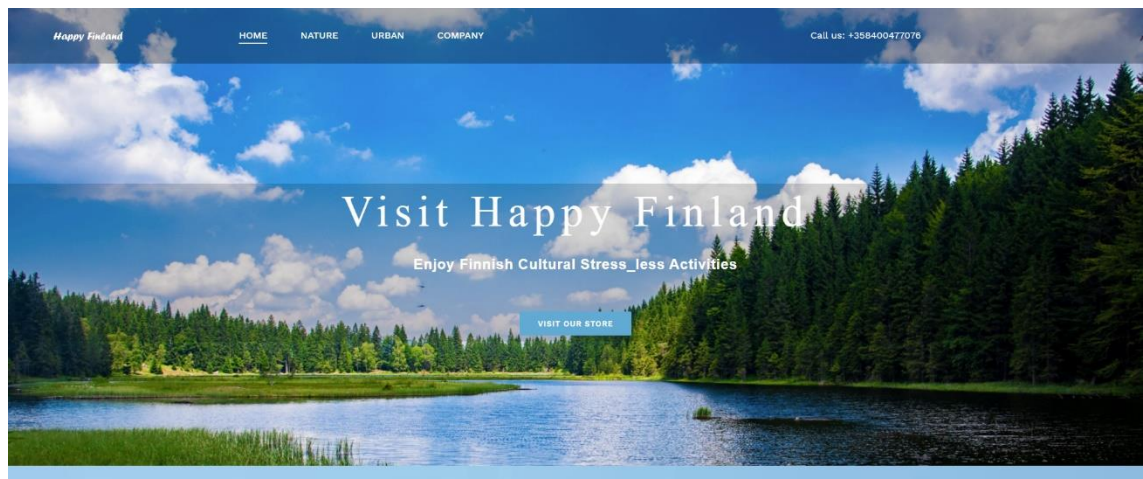
Illustration 7: Airi themes after customized.

Site menu and footer can be added and changed under the menu tab. From here the user can create new or remove and changing existed menus. Since my client business currently having 12 products divided into 3 categories, I will create 4 menus including the home page menu with a sub menu for each product as well as the About and Contact information pages.

4.5.2   Edit the Home page with Elementor

Elementor is a Web development tools which offer an easy to use drag and drop technique for editing WordPress pages. Elementor offer a paid premium version with more features and addons alongside the free version. At the moment, Elementor is within the top 5 most popular WordPress plugins which appear in 2.24% of all the top websites in the world and over five million installation (Wikipedia, 2021). For the scope and budget of this project, I will be using the free version of Elementor because it already offers all the necessary function for the

development process. For future develop and managing of this website, the client can upgrade to the Premium version which offer many more options and ease of use.

The Homepage can be edit by going to the homepage and select "Edit with Elementor" at the top of the page. From there, a side bar with all the development tool will appear next to the preview of the currently edit page. The user can add text, video, image to the website by searching for the right element from this sidebar and drag it to the preview page. The most common elements I have been using during the development process of this project is:

- Headings: A text box for Titles.
- Text Editor: A paragraph of text.
- Inner Section: To create multiple columns.
- Spacer: Separating different section of the page.
- Button: Can be given a link to become an activation button.
- Image and Image Carousel: The latter is a slide show of multiple image which is extremely useful on product pages.
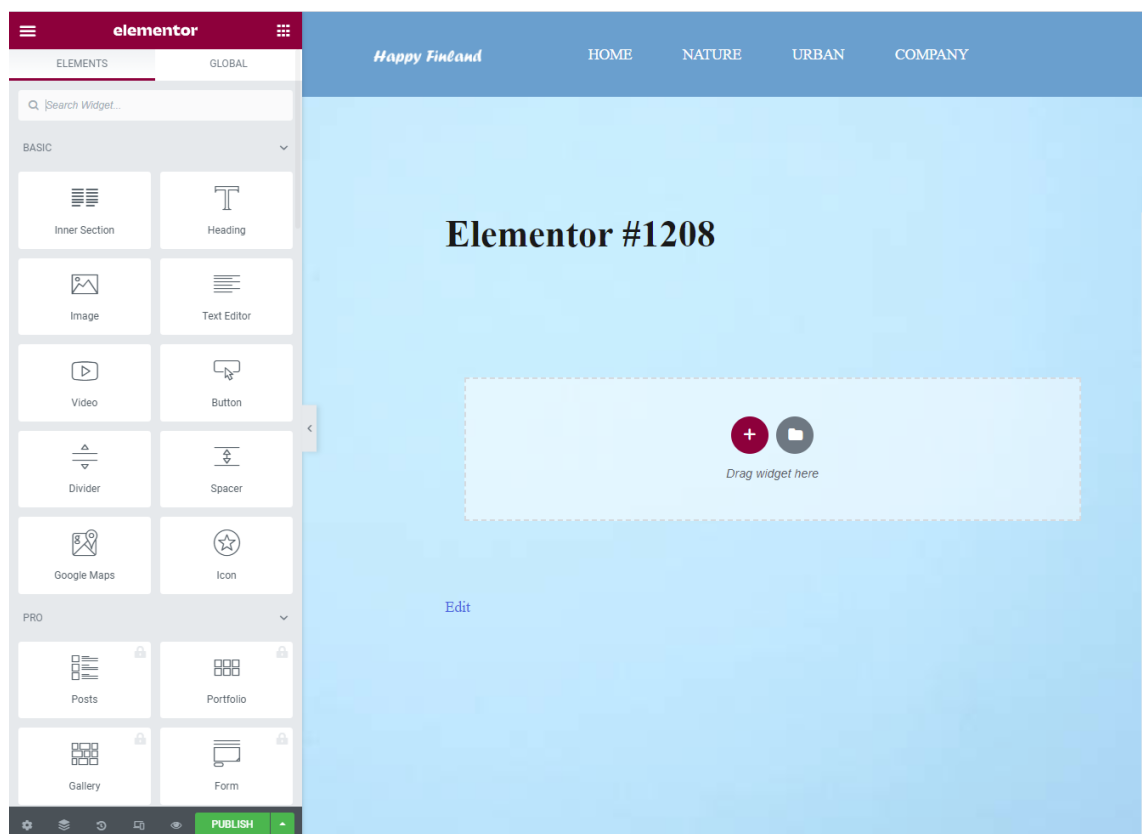
Illustration 8: Elementor sidebar with many Basic and Pro elements.

After choosing the right element needed for the design, the user can drag that element to the right place and the Elementor Sidebar will change into an Editing bar. There are three tabs in this bar which is:

- Content: The user can add and customize text, picture, videos, link, etc. in this tab. Text can also be edit directly on the preview page.
- Style: This tab control how the element looks in term of Typography, Text style, Color, Background, Border and Padding and with the case of image related element: Width, Height and Opacity.
- Advanced: This tab giving the user more control over the element. It allows adding animations and effects to the element. With the Elementor Premium activated, the user can add own custom backend code and CSS to the element.

Placed element on the pages can be rearrange by dragging directly on the preview page. Right clicking any Element to bring up a window allow the user to quickly access the Edit tab, Duplicating, Delete, Copy, Paste and Paste style on that element.

By using the combination of Header, Text Editor, Inner Section, Image, Button and Spacer, I was able to create a simple product gallery on the landing page (Illustration 9).
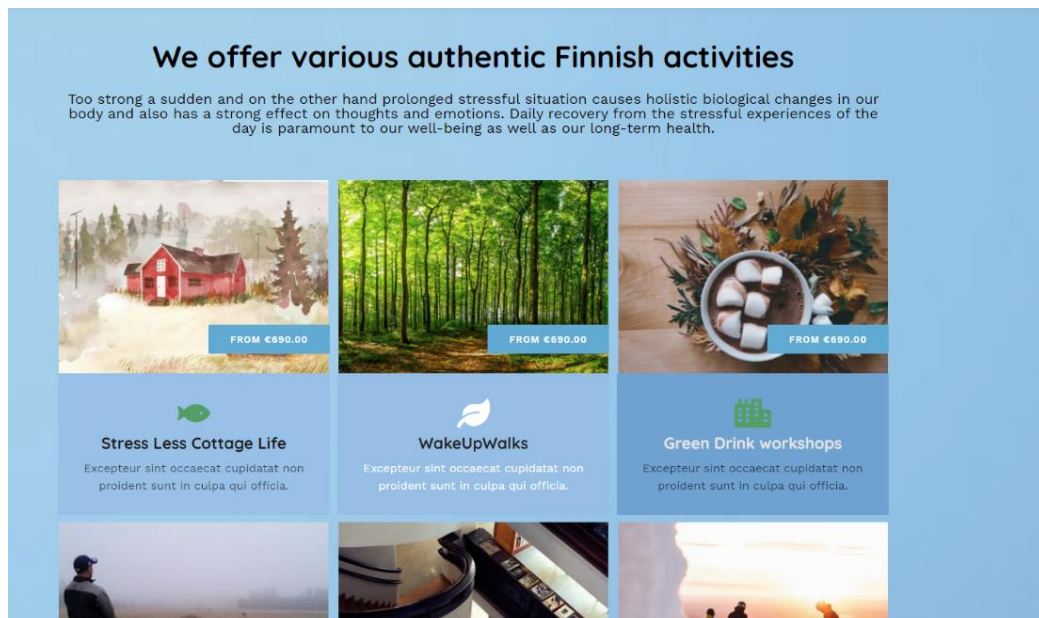
Illustration 9: Product Gallery.

4.6   Making a Product Page.

The process of making a product pages is similar to creating the home pages as I am both working with the Elementor plugins. First, I have to create an individual page for each product by going to the Admin Dashboard, hover over the Pages tab and select Add new. An new and empty page will open with the page setting on a sidebar on the right. From this sidebar, the user can choose different setting for the currently in example its visibility, link, allowing comment and the Template. Because I will be using Elementor to edit this page, I will choose the default Elementor template for the pages which is the Elementor Full Width. After choosing the right setting and template, I can start edit the page by selecting Edit with Elementor at the top then it will open a similar page preview and Elementor sidebar.

My initial product page design (Illustration 10) has a big slideshow at the top of the page to present all the product photo, 3 activation buttons at the top, middle and bottom of the page for the customer to start making purchases as well as the description and price tag of the product. All activation button in the product pages initially design to having a link that redirect customers to the selling pages which is the Johku portal but this solution was unideal as it make customer go from one page to another thus cause inconvenient with the customer journey.

Later during the designing phase of the project, with the suggestion of my client, I start improving the product page by embedding the Johku booking and e-commerce system into the product page. This process will be discussed further in the next chapter.

Illustration 10a, b: An example of the Product pages.

5   Creating and merging a Johku.fi online store with the WordPress site.

As discussed in chapter 2, Johku.fi despite its limitations of a new flatform, proved to be a better solution in term of accessibility and cost-effective in the long term. With the client acceptant, I will be developing an online store with the Johku.fi portal and attempt to merge it into the developed WordPress site.

Johku.fi portal installation and developing processes are simple and intuitive. They also have a support page with various guides which I have been utilized throughout the project.

5.1   Installation and Interface.

To set up the store, first the user must go to Johku.fi retail page and Select Order Johku. After filled in the store ID, store name and other personal information's, the store will be created automatically, and a link will be given to access it.

Upon enter the new created store, I notice that Johku Admin dashboard somewhat resemblant WordPress but offer more online store related feature such as bookkeeping and stock keeping (Illustration 11). According to Johku support page (2021), the left tab functions are as follow:

-    Dashboard: General view of the store sale and reminder.
-    Reports: Creating and archiving sale reports.
-    Customers: View, add and edit customer profiles.
-    Orders: Show orders generated through online and cash sales. Orders can be open and confirm on this tab.
-    Receipts: Receipts for paid order and invoices.
-    Reservation: View and manage customer bookings.
-    Products: Create and manage products and product categories.
-    Resource: Create and manage product inventory for stock keeping.
-    Scheduled notifications: Showing incoming message, delivery tracking, etc.
-    Discount codes: Create and edit discount codes.
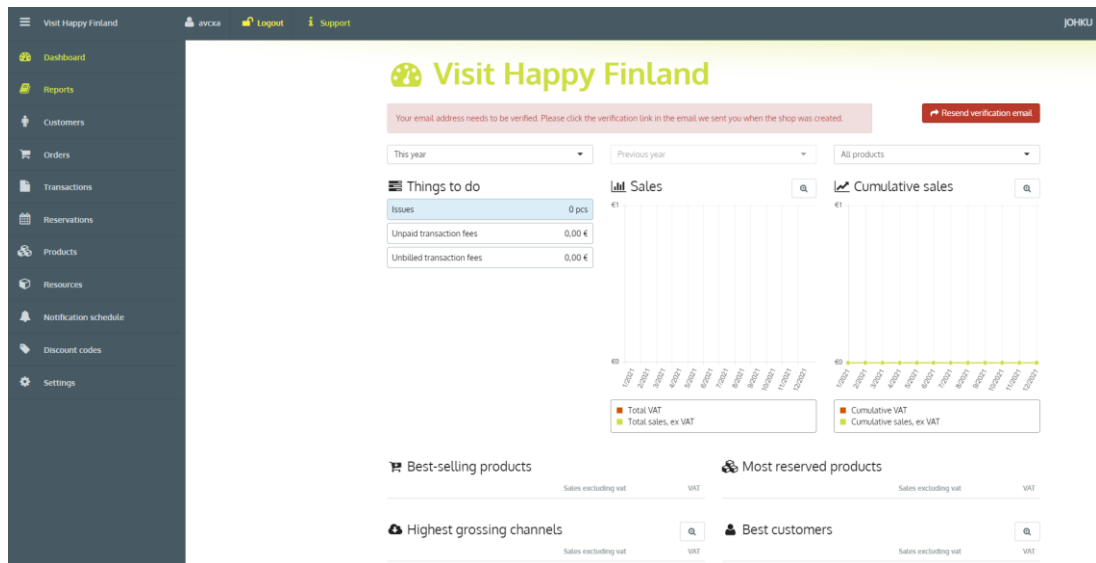-   Settings: Personal and company information as well as other site settings.

Illustration 11: Johku.fi store Admin Dashboard

After creating the store, the user must then provide Johku with extra information regarding the company and the business. This can be done on the Settings tab of the admin dashboard. Johku required their user to enter basic personal and company information and at least one payment method before the site can be fully launched.

5.2 Creating product pages.

Johku allow users to create and sell two types of products which is products that can be sold individually in example tickets, gifts, gift cards and time-based products such as rental, activity and event. In addition to the default product types, there are many subtypes and user can create their own product types if necessary (Johku Support, 2021).

New product must be assigning with an appropriate product types from the selection provided by Johku or manually created by the user (Illustration 12).
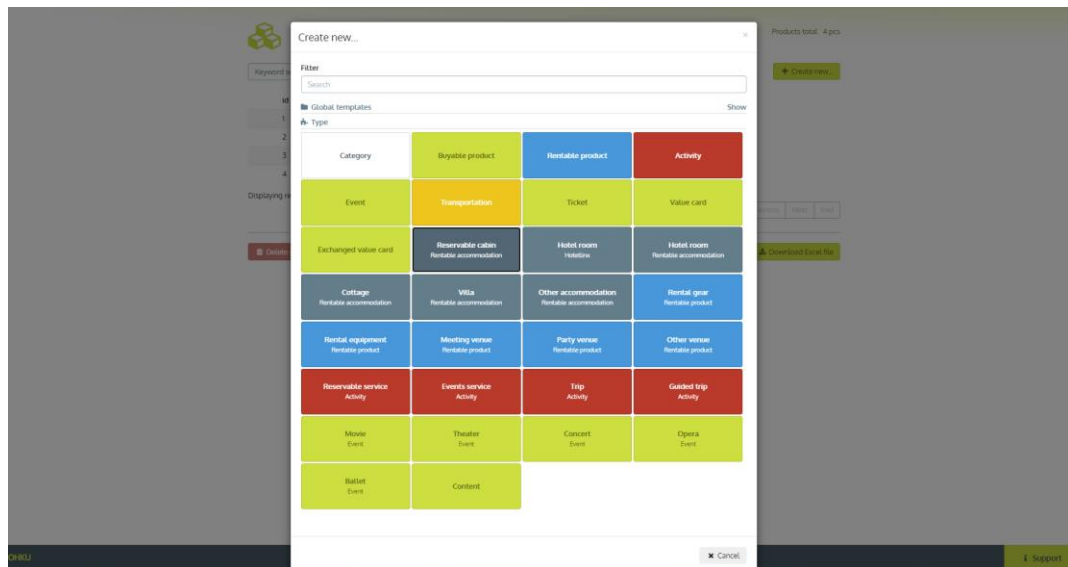
Illustration 12: Product types selection tab.

After product type selection, in the next tab the user must fill in product information such as Marketing name, short description, general description and other information related to the product type chosen (Johku Support, 2021)

On the next Price tab, the user needs to add at least one price tab to the products and defines what does that price tag include. However, Johku allow users to add several price tag with their own condition and contents.

The availability tab is used for stock keeping which the user can set a number of available stocks for this product or link it with a resource pool.

Product images can be upload on the Images tab which will display on the top of the products page as a slide show. Johku Support page suggested that the user should upload horizontal images as it works best with Johku interfaces and only the main image got display when embedding the product to another platform.

Finally, the product can be set to publish as well as mark for cross sale on the Sale channel tabs. On this tab, there are three embedded codes which I will used for the next step of the project which is embedding Johku Sale channel into the project WordPress site.
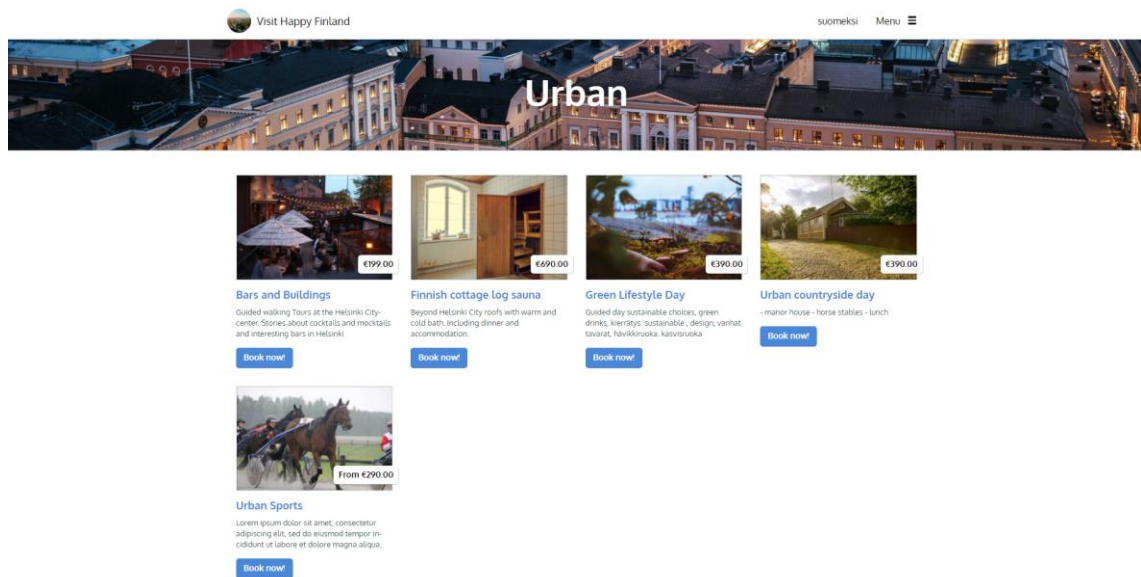
Illustration 13: Johku.fi interface after added Products and Products categories.

5.3   Merging Johku sale channel with the WordPress site.

Unlike WooCommerce which is built for WordPress as a plugin, Johku is a separate platform. Therefore, in order to use Johku system as the e-commerce solution for Happy Finland website, I need to find out a way to merging them together. In this subchapter, I will present my two attempts for this along with their pros and cons.

The first solution to merging the two platform I tried was to add hyperlink to the correspondent Johku's sale page on each activation button of the WordPress site. The idea is that the product will be promoted and presented on the main WordPress site. When the customer decided to buy and click the activation button, they will be redirect to the sale channel which is on Johku. By during this, I can utilize both the flexibility and customizable of WordPress as well as the better pricing of Johku and their cross-selling potential. This can be done by first Edit the page with Elementor. Right-click on the button that needed to be linked and select Edit Button. On the Elementor's Edit Button sidebar, on the first tab there will be an option to add link to the current button (Illustration 14). These steps need to be repeated for each activation buttons of the site. The downside to this solution is that the customer's journey will be interrupt midway because they have to familiarize with two different sites with their own layout and style.
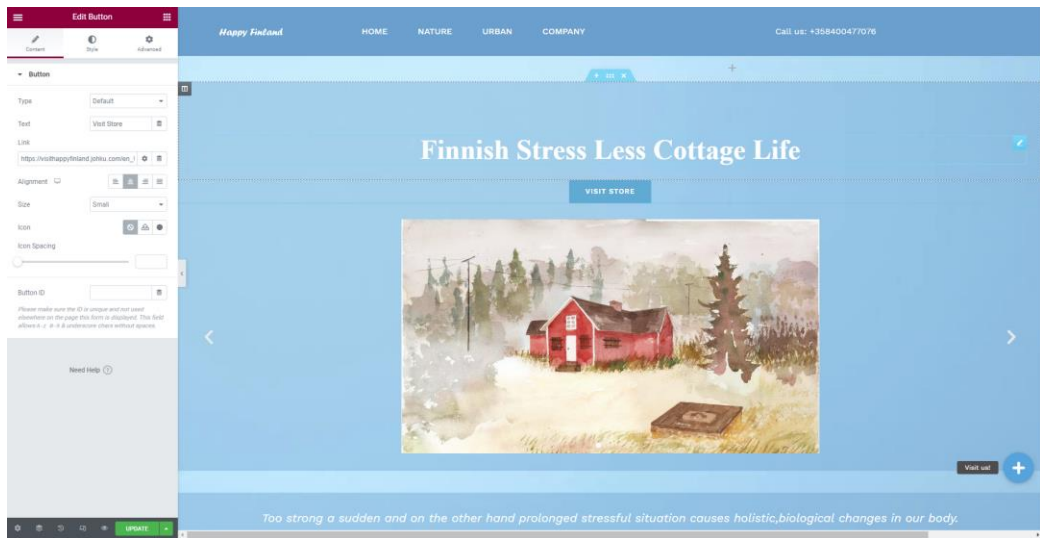
Illustration 14: Adding Link to an activation button.

With the first solution proved to be inefficient, I come up with an alternative solution which is using the embedding short code provided by Johku. As explained by Johku Support, embed code generated for each product can be found in the Sales Channel tab. This code can be insert to WordPress products page thus allow customer to search for available bookings, survey pricing as well as make a purchase without getting redirect to another site.

There are three Embed codes can be found in the Sale Channel tab for each product (Illustration 15). The first code is the main one for displaying, booking and allow user to make a purchase. The second code enable the shopping cart system for purchasing multiple products. The last code which is the Availability search code allow user to find the available reserve at the chosen date but does not allow user to make purchase. Bellow each code there is a Copy to clipboard button which can be select to quickly copy the code.
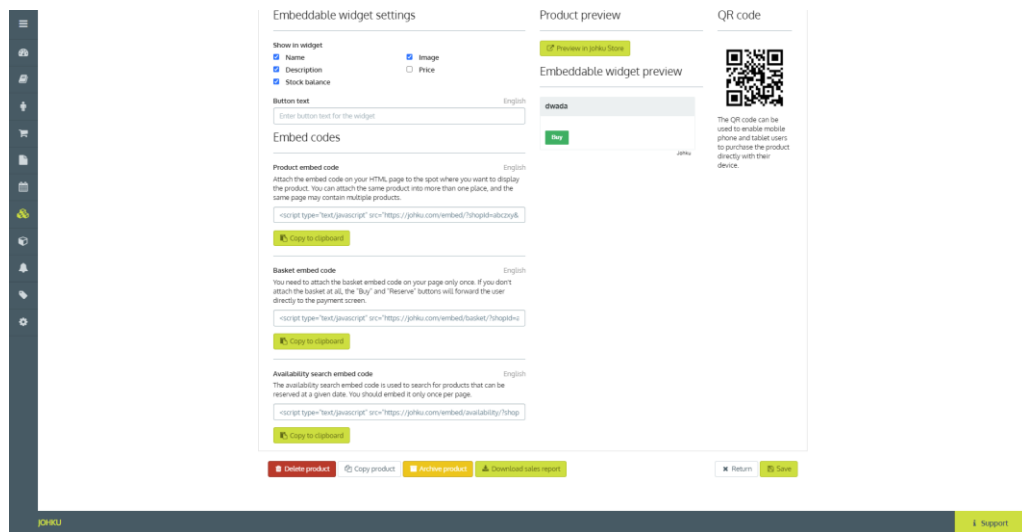
Illustration 15: Embed codes.

After having the embed codes, I can start insert them to the WordPress site by going to the product page and Edit it with Elementor. The element needed for the embed codes is Shortcode. After dragging the Shortcode element to the right location, Paste the code into the content of the element, Update the page and the Johku Product display and Shopping basket should be working (Illustration 16).
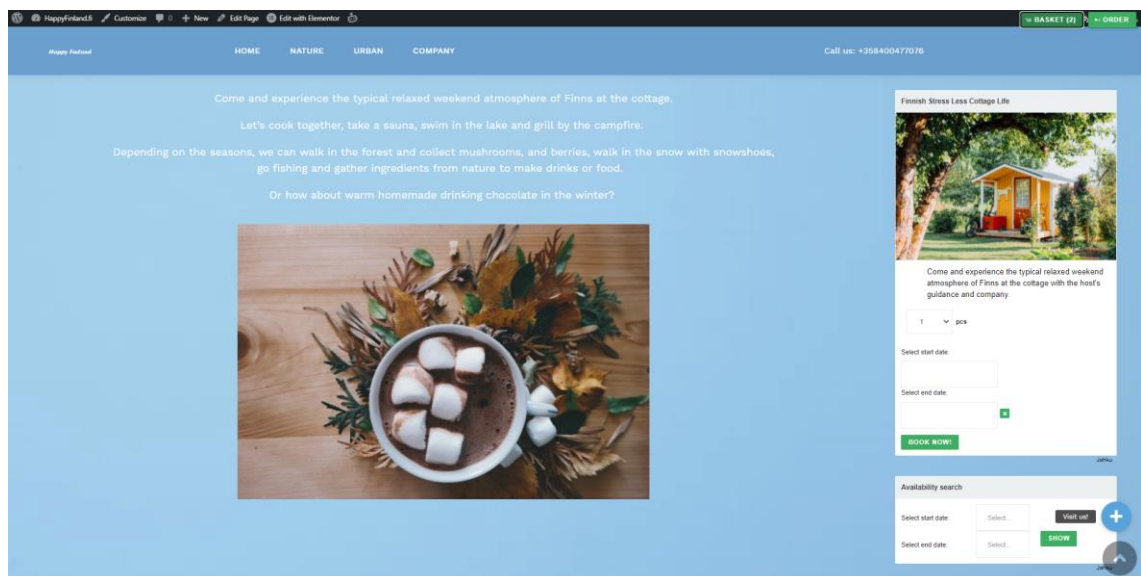

Illustration 16: Product page with Johku embeded.

With this solution, customers can now search for availability and book for a pakages directly on the WordPress page. The downside is that the final payment step which comes when customers confirming their order still need to be on Johku site. This proved that the solution can only mitigate the disruption in customer's journey but not entirely solving it. In addition

to that, the embeded Johku elements are still a prototype which will be further update by Johku team in the future. This version of the Johku element still have many adaptation problems such as the alignment of the basket popup window, the color theme does not match the design of the WordPress site, the preview picture is not scaling properly, etc.

6   Conclusion

Objectives of this thesis is to develop a website for my client Tarja and the Helsinki West team with an e-commerce system to sell tourism packages. During the planning phase working with three other students, our team have decided to use WordPress as the main framework and Johku portal as E-commerce solution.

The idea behind this decision is to use an old platform (WordPress) with high popularity, many guides and tutorial available for the team to learn as well as very customizable. The WordPress site then will be embedded with a new platform (Johku) which is native to the Finnish market thus offer more business opportunities, have a much better pricing and despite many functions is missing or still in development, there are a lot of room for future improvements.

By merging both platforms, the final product serve as a multi purposes tool both for the client and their customer. On the customer side, they can find information about the business, communicate as well as browse the products catalog and view products information. On the other side, my client can use the website to market their business, manage their sales and product stocks, etc.

Even though the merging process of WordPress with Johku shows a lot of difficulties and the result are not satisfactory, I believe my attempt proves that it is a very possible and promising solution for my client. Most of the drawbacks comes from Johku because it is a newly develop platform which first design to be a standalone site and not a plugin or embed for other. This embedding function of Johku is still a prototype with many adaptability problems but it is a target milestone with Johku development plan (Johku Roadmap, 2021), hence, I believe this function will show significant improvements in near future.

With my attempt proved to be insufficient for my client needs, Tarja decided to change the direction to solely develop their site on Johku portal which is a more stable approach at the moment. My role with this project is completed and it will continue to be developed by future development team.

Even though my attempt to create and merging WordPress and Johku together is unsuccessful, it is still a huge opportunity for me to learn more about Johku as a new

platform and about developing websites in general as well as experience working for a real client. The knowledge and findings I get from this project will surely benefit me in the future. I hope it will also help my client Tarja, Helsinki West and the new development team in future development is this project as well as any upcoming projects using similar platforms.

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