

[0221] Step S54:

[0222] It is determined whether or not the sales transaction support apparatus 10 has received a try-on reservation. The present try-on reservation is made by clicking the try-on button 82g on the simulation result display screen 82 shown in FIG. 22 and thereby transmitting the information to the sales transaction support apparatus 10. The sales transaction support apparatus 10 determines from the contents of the information whether or not a try-on reservation has been received.

[0223] If the try-on reservation has been received, the program proceeds to a step S55, whereas if not, the program is terminated.

[0224] Step S55:

[0225] A try-on reservation input process is executed. In the process, first, the transaction process means 17 reads order cart information concerning the present transaction from the order cart information DB 18a stored in the transaction information storage means 18 and forms a try-on reservation entry screen by using the information read from the order cart information DB 18a. The try-on reservation entry screen is a screen allowing the user to enter information necessary for a try-on reservation for trying on a selected commodity in a real store. The try-on reservation entry screen thus formed is transmitted to the terminal device 30 and displayed on the display device or the like of the terminal device 30. After having transmitted the try-on reservation entry screen, the sales transaction support apparatus 10 waits for try-on reservation input to be performed via the try-on reservation entry screen by the user.

[0226] FIG. 27 illustrates an example of the try-on reservation entry screen 120 displayed on the display device or the like of the terminal device 30.

[0227] As shown in the figure, the try-on reservation entry screen 120 includes, for instance, a commodity selection field 120a which displays commodities in the order cart information and allows a user to select a commodity or commodities to be tried on, deletion buttons 120b, 120c to be clicked for deleting order cart information concerning a commodity or commodities displayed in the commodity selection field 90a, a reservation condition entry field 120d allowing the user to enter reservation conditions, such as a store selected for the try-on and a desired date of the try-on, a reservation input button 120e to be clicked for determining the entries, and a cancel button 120f to be clicked for canceling the entries.

[0228] The user selects a commodity or commodities for try-on reservation, from the commodities displayed in the commodity selection field 120a and effects entry for specifying the selected commodity or commodities. Then, the user enters reservation conditions, such as a store selected for the try-on and a desired date of the try-on, in the reservation condition entry field 120d to designate the same, and then clicks the reservation input button 120e. Thus, information of the entered try-on reservation is transmitted to the sales transaction support apparatus 10 via the network 20.

[0229] Step S56:

[0230] A try-on reservation confirmation process is executed. In the process, first, the transaction process means

17 forms a reservation detail confirmation screen for allowing the user to check and confirm the details of the entered try-on reservation by using the information of the try-on reservation received from the terminal device 30. The reservation detail confirmation screen thus prepared is transmitted to the terminal device 30 via the network 20 and displayed on the display device or the like of the terminal device 30. Then, the sales transaction support apparatus 10 waits for reservation-finalizing input to be performed by the user.

[0231] FIG. 28 illustrates an example of the reservation detail confirmation screen 130 displayed on the display device or the like of the terminal device 30.

[0232] As shown in the figure, the try-on reservation detail confirmation screen 130 includes, for instance, a try-on commodity display field 130a displaying commodities selected for a try-on reservation and related information, a reservation detail display field 130b displaying reservation conditions, such as a store selected for a try-on and a desired date of the try-on, a reservation finalizing button 130c to be clicked for finalizing a reservation process, and a cancel button 130d to be clicked for canceling the reservation process.

[0233] The user browses through the reservation detail confirmation screen 130, and clicks the reservation finalizing button 130c when it is determined that the contents are right, to thereby execute the reservation process. As a result, information of the reservation finalization is transmitted to the sales transaction support apparatus 10 via the network 20.

[0234] Step S57:

[0235] A try-on reservation-finalizing process is executed. In the process, first, try-on reservation transaction data is generated based on the information of the try-on reservation received from the terminal device 30, and stored in the try-on reservation record DB 18c. Then, a try-on reservation receipt result screen for notifying the user of receipt of the try-on reservation is formed and transmitted to the terminal device 30 via the network 20. The try-on reservation receipt result screen received by the terminal device 30 is displayed on the display device or the like of the terminal device 30 and browsed through by the user.

[0236] FIG. 29 illustrates an example of the try-on reservation receipt result screen 140 displayed on the display device or the like of the terminal device 30.

[0237] As shown in the figure, the try-on reservation receipt result screen 140 includes, for instance, a try-on reservation detail display field 140a displaying try-on reservation details, such as a customer's name, a customer's number, a try-on reservation receipt code, a try-on reserved commodity, a try-on reserved store and a date of the try-on, and a try-on image display field 140b displaying a try-on simulation image.

[0238] It should be noted that a try-on reservation card showing try-on reservation details may be issued from the try-on reservation receipt result screen 140. In this case, the try-on reservation card bears thereon, for instance, a bar code indicative of a reservation number, etc., and a user goes to a store allowing the try-on, with the try-on reservation card. The store reads the try-on details for confirmation, and