# Overview

## Vision & Purpose

To build an ecommerce store in order to offer our customers a new way to purchase from us and to drive sales from our ebay store to our website in order to lower transactions costs.

## Strategic Objectives

* Create a customer database
* Drive sales from Ebay Store
* Tie into inventory system in ABM

## Critical Success Factors

* **Quality Content**

We want good content that our customers will use and also update it frequently in order to rank well in search engines

* **Usability**

From a customer’s point of view:

* + We want them to be able to navigate the website easily,
  + Find the product they are looking for quickly
  + Fast and easy purchases.

From our point of view:

* + We want a site that we can easily navigate
  + Easy to use product template
  + Easily generate custom reports
* **Design**

We want a website that looks aesthetically pleasing and also ties into our branding strategy.

* **Analytics**

After building the website is built we want to use analytics in to identify how consumers use the website and what we can do to increase sales.

* **Updates and backups**

We want to keep the website up to date with fresh information and have regular backups.

* **Marketing**

After the website is finished we will create an online marketing strategy.

# Technology

* Server type:
* Where is the server located:
* Who is the host:
* How often is the website backed up:
* Technical Contact Details:

# Design

## Website Features

* Search Product Feature
* Product identify feature

What are you going to use the product for?

* Online Help Feature (chat) with sound notification on the back end.
* Internet Merchant Account
  + Comm bank
* Payment Gateway
  + Secure Pay
    - Worked out securepay is the cheapest for the $800 option.
  + Eway
  + Paypal
* Databases
  + Product Database

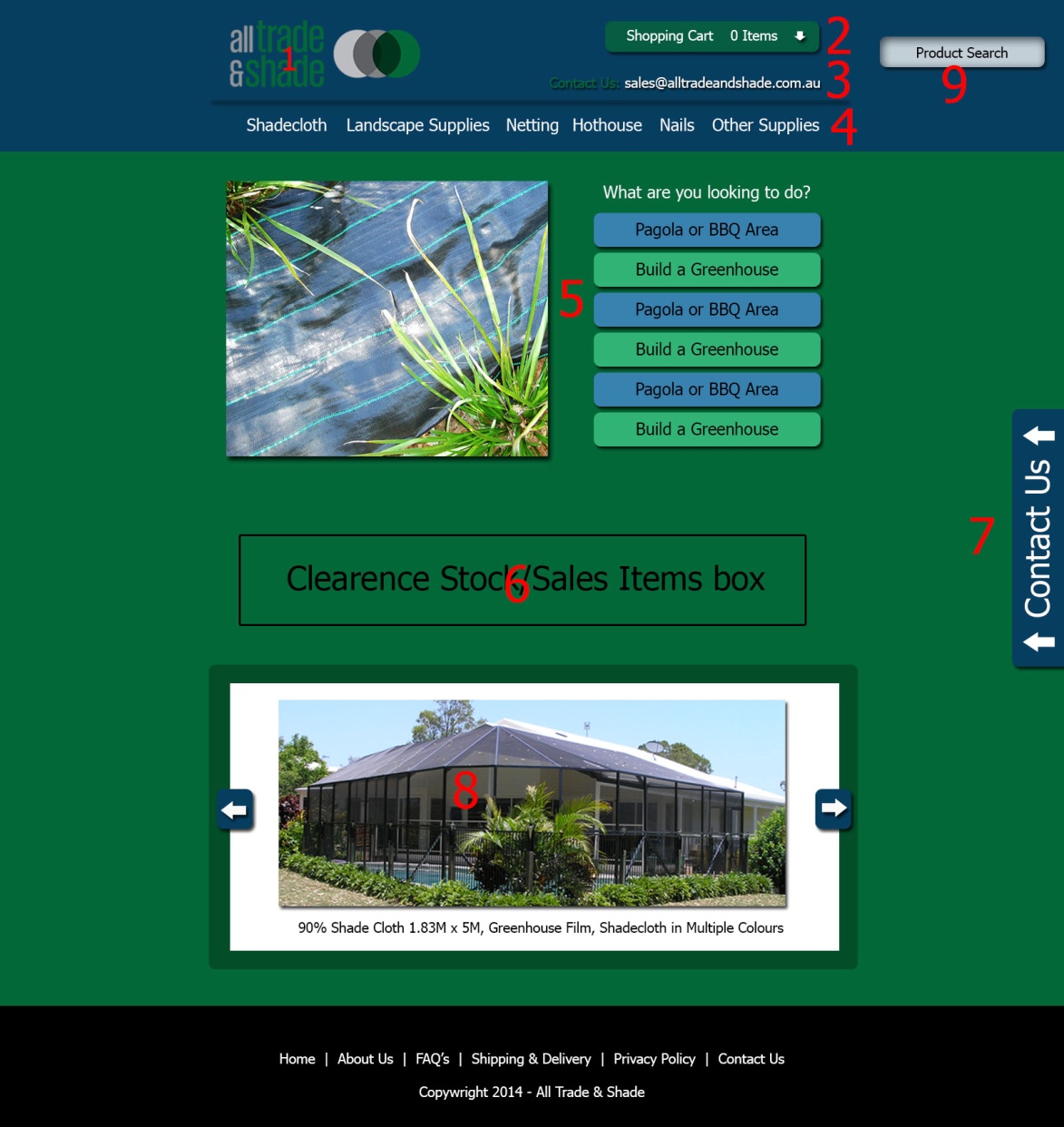
How big do we want it?

* + Freight
* Mailchimp
* Social Media??
* SSL Cert?
* Customer Login

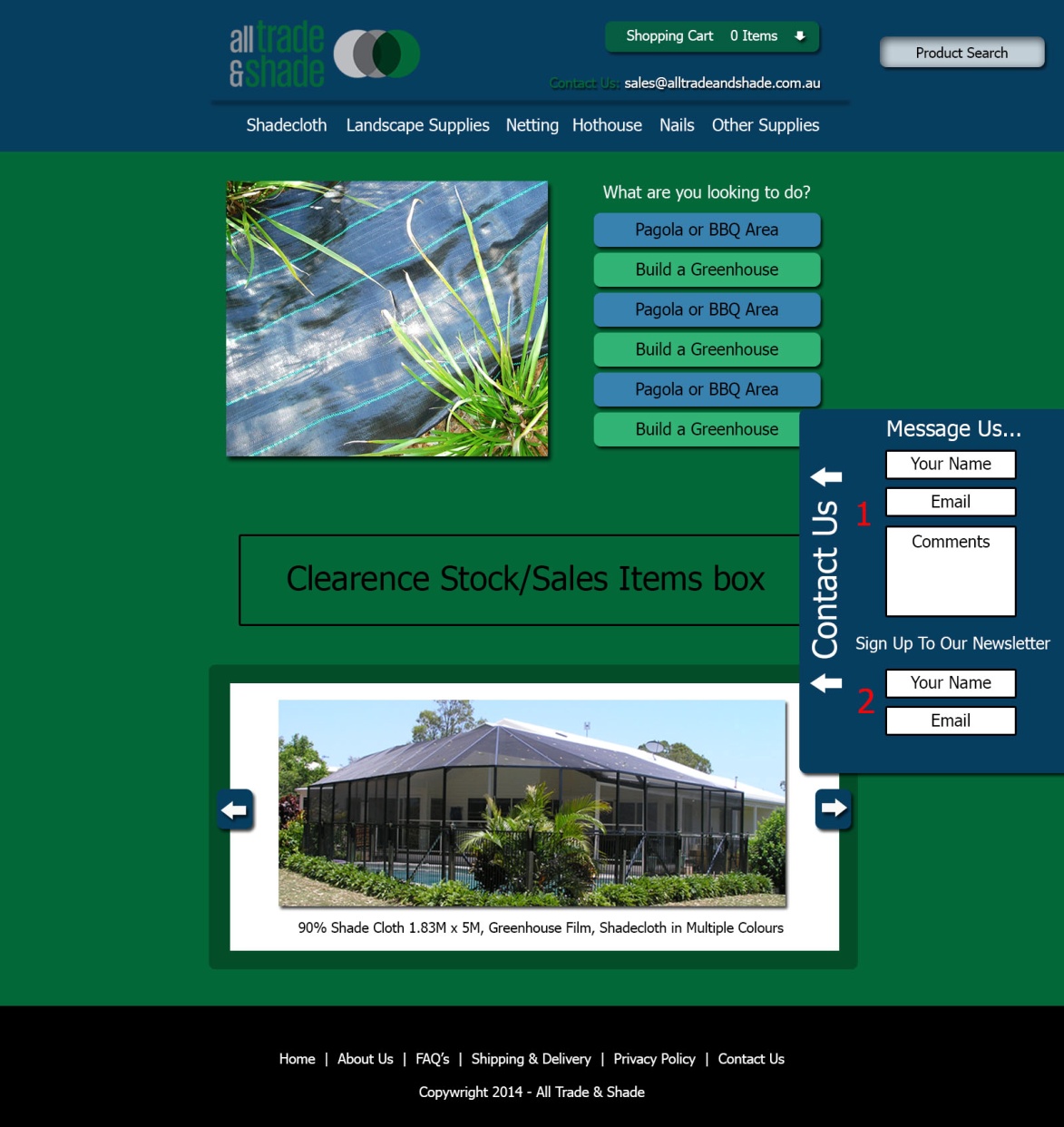
## Graphic Assets

* What fonts do we want to use?

## Homepage



1. All Trade and shade Logo
2. Shopping cart that when you click down lists items in your basket (like kulyne campers)
3. Email Address need to be encrypted
4. Our Most popular Item titles – menu can be on the side.
   1. Shadecloth
   2. Greenhouse Film
   3. Specialty Nets
   4. Weedmat
   5. Polythene
   6. Windbreak
   7. Nail Guns & Nails
   8. Accessories
5. An area for users to choose what they are looking for. This cycles between items and pictures
6. Clearance stock/sales box that can be hidden if needed
7. A side pull out for contact us which is just an email or we can turn it into a live chat feature
8. Our main products cycling through that we can change.
9. Product Search Function



1. Message Us Area
2. Sign up to our newsletter which is a link to mailchimp (hidden at start)

## Product Page



1. Product Title
2. Our Item Name
3. Set Price
4. Add to cart button
5. Main Image + 3 smaller images (These can be uploaded in any size)
6. Product information Tabs (these can be hidden if needed)
7. Drop down box for size and colour
8. An area to show what the customers have previously bought.

#### Product Categories



1. Product Category or Product Use Category
2. Product Grid 3 x 3 – Just with main photo and main title.

* Shadesails
  + Domestic
  + Commercial Grade
  + Industrial
  + Waterproof
  + Architectural

Landscape Supplies

* + Standard Weedmat
  + Premium Weedmat
  + Mulch Mat
  + GEO Fabric
  + Artificial Turf
  + Garden Inspect Mesh
  + Silt Fence
* Barrier Fence Mesh
* Netting
  + Hailnet
  + Birdnet
* Blackplastic
* Hothouse
  + Solarshield
  + Solarfilm
* Accessories
* Nails
  + Nail Guns
  + Brads
  + Coil Nails
  + Decking Nails
  + Finishing Nails
  + Framing Nails
  + Staples

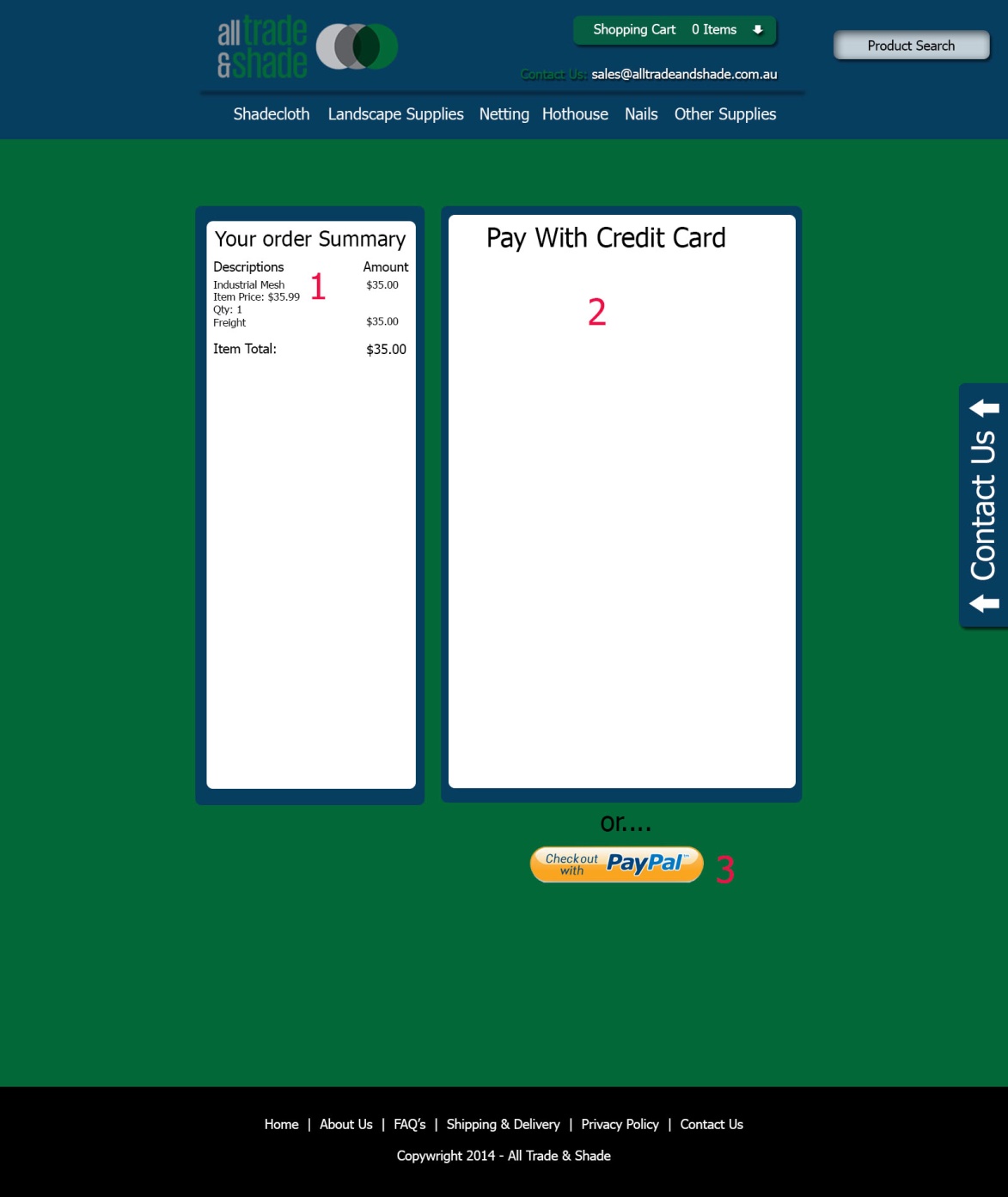
## Checkout Process



1. Main Product Image
2. Item Title + Variants
3. Price per Item
4. Quantity (can manually update on checkout page)
5. Remove item button
6. Freight Calculator
7. Update Qty Button
8. Totals for all products and freight
9. Any notes the seller wants to send such as deliver instructions
10. Checkout Button
11. Paypal button

Back End

* Shopping Cart
* Merchant Account
* Payment Gateway
* Want automatic invoice to go to:
  + Customer
  + Dispatch
  + Email Notification to say there is an order because ABM doesn’t always print the order.



1. Order Summery
2. Customer and CC Details and add note to seller
3. Paypal button if customer changes mind.

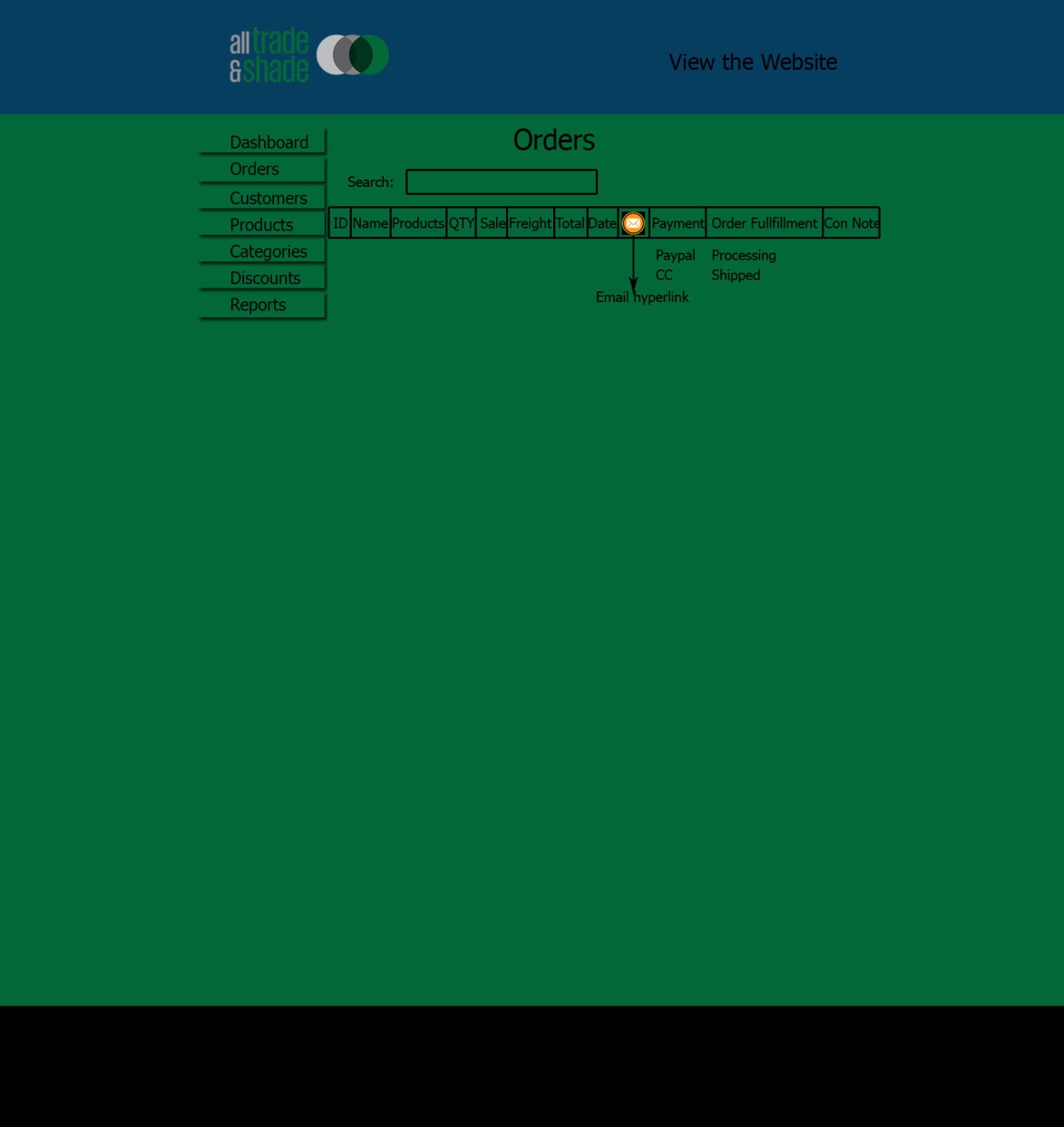
# Back End

## Dashboard

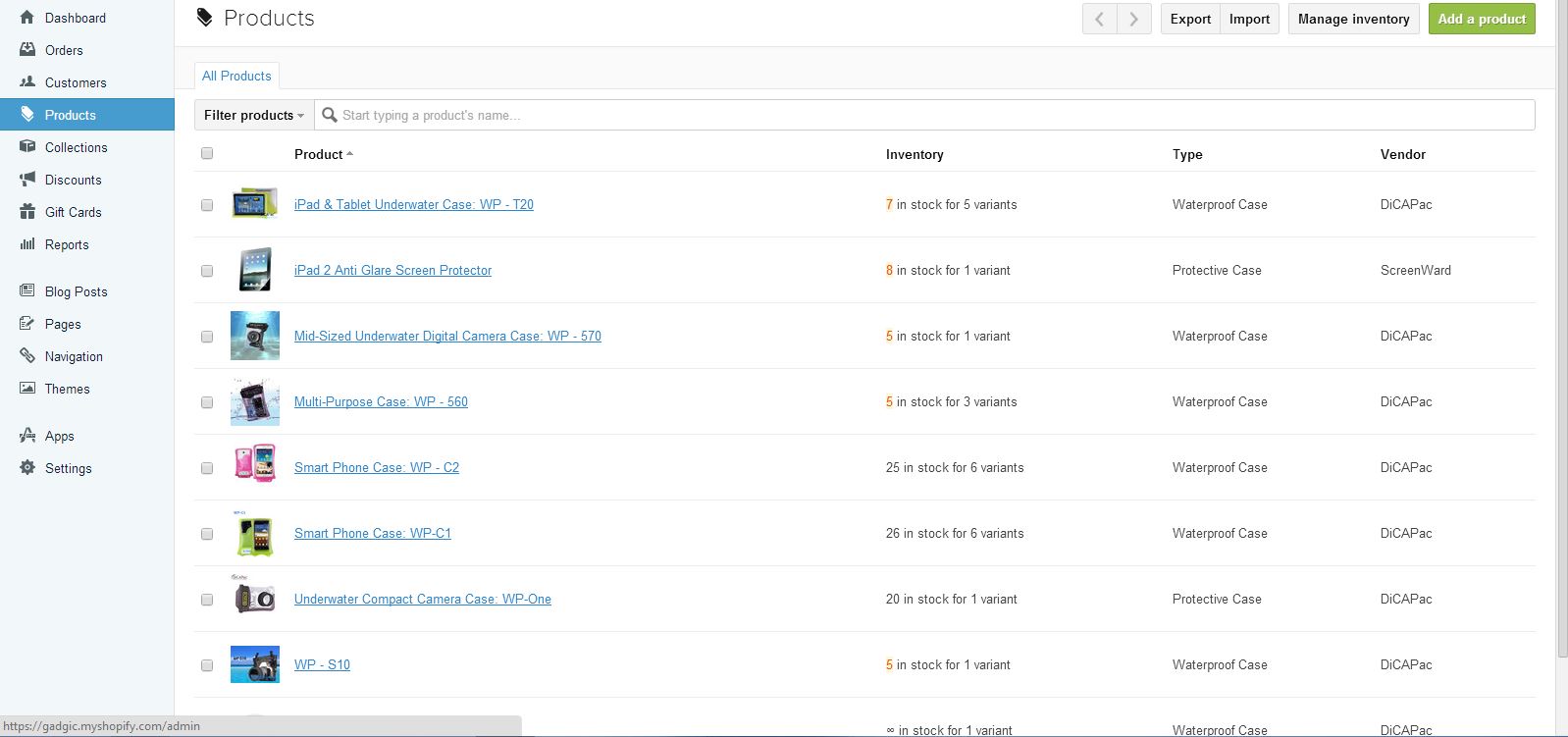


1. Sales Orders by day
2. Visitors by time
3. Traffic Source (look into referrals)
4. Total Sales by time
5. Website Conversions

## Orders

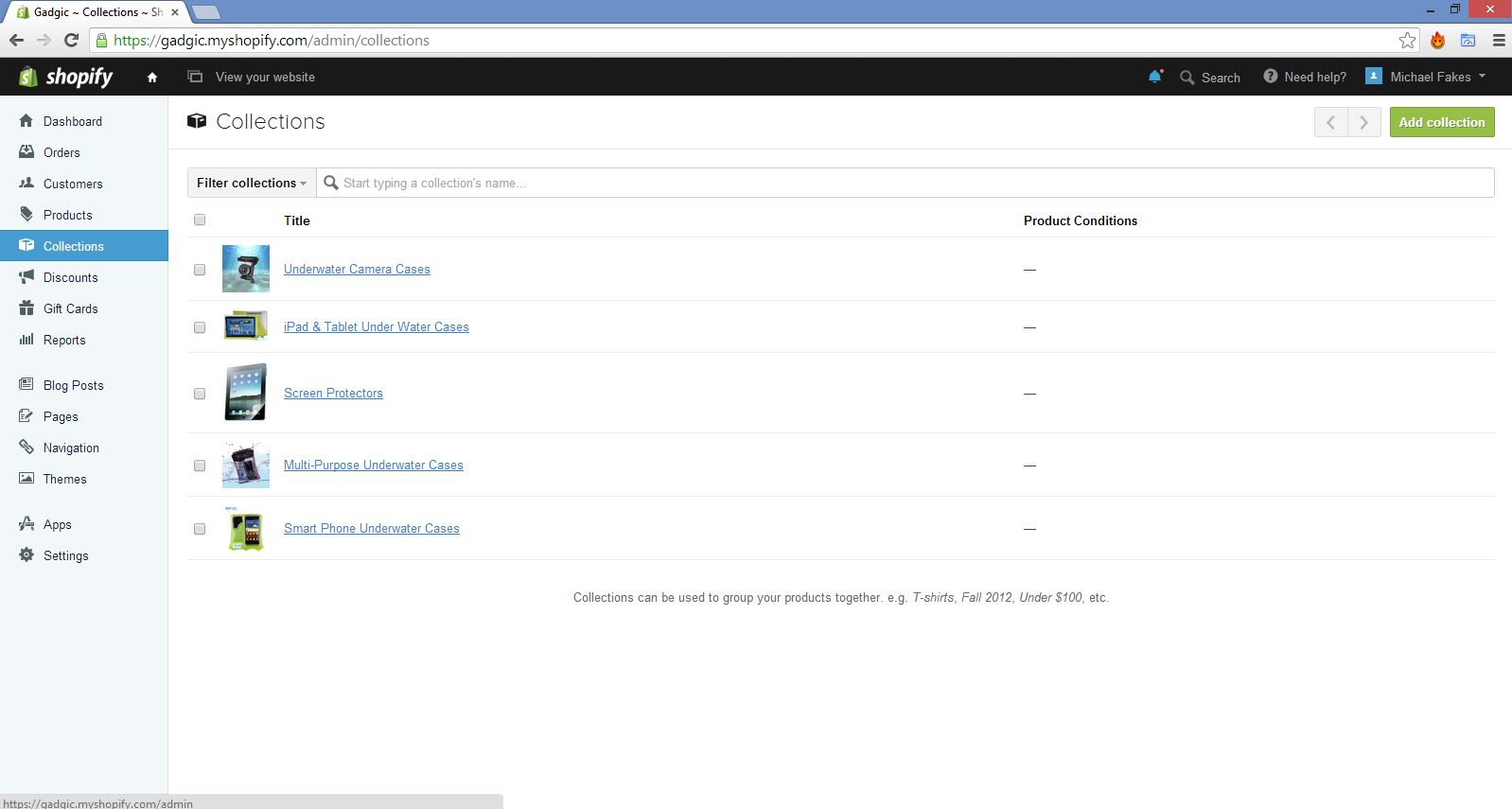


## Products



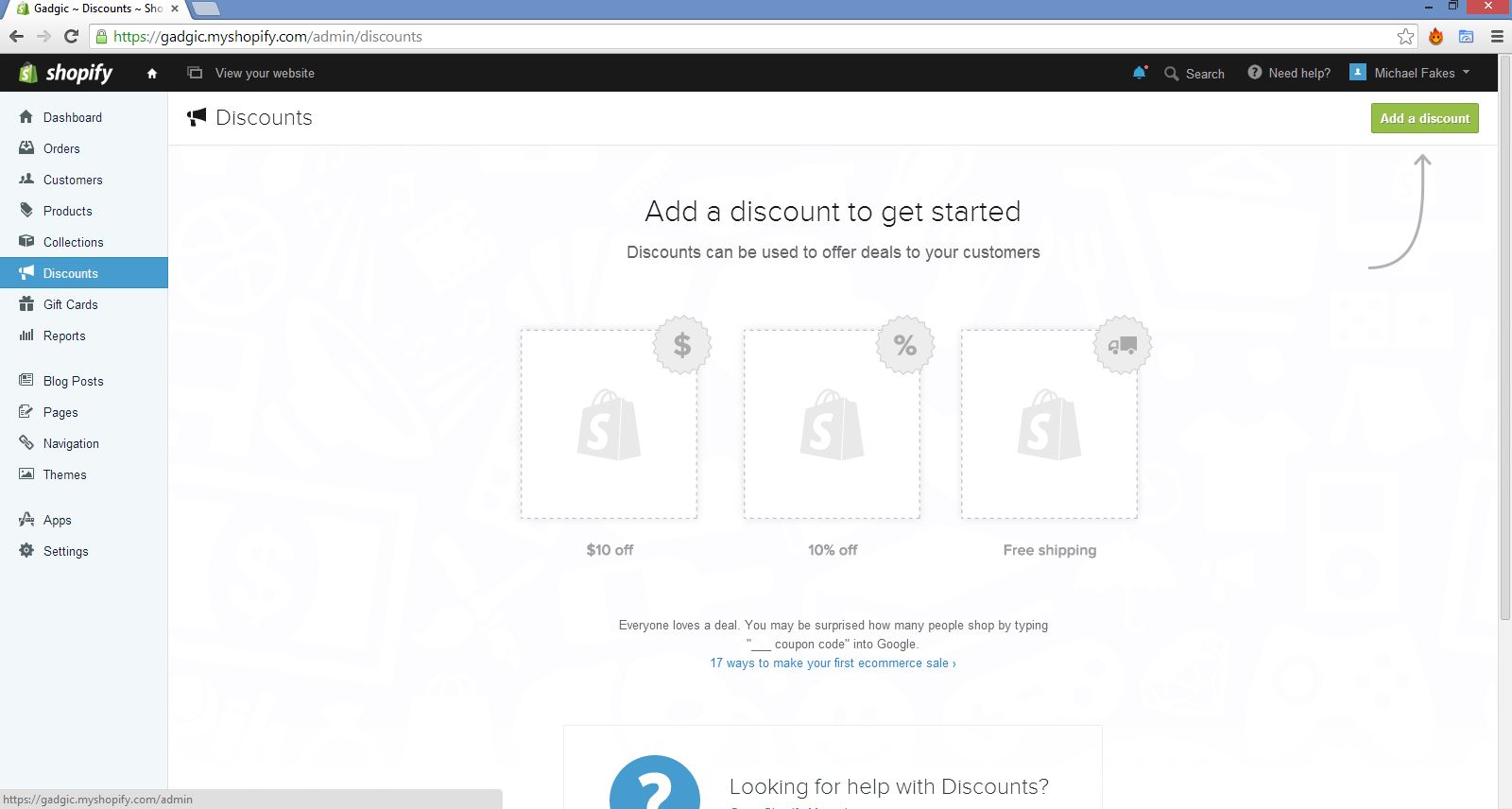
Can see product, inventory levels (tied to ABM), Type of Item. No Vendor Info.

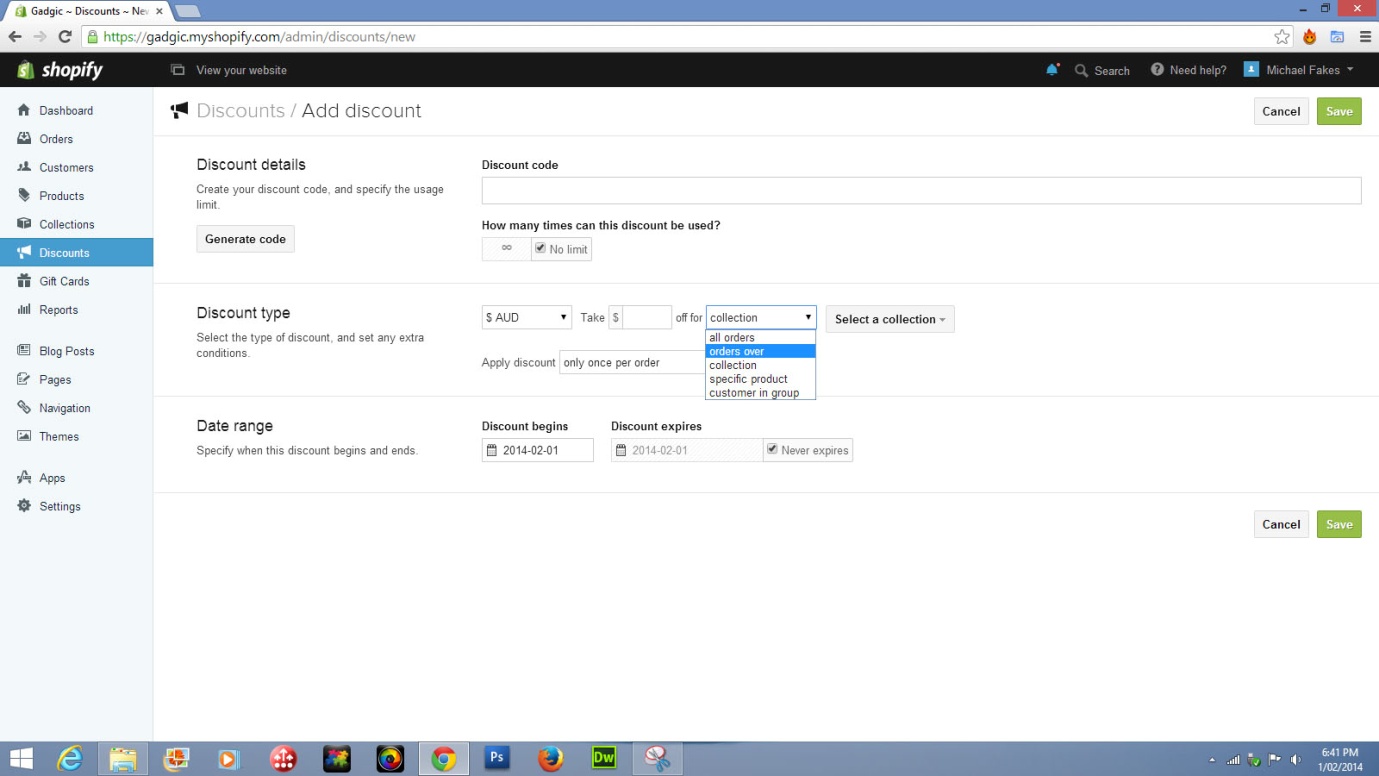
## Categories/Assign Categories



Can assign products into different categories.

## Discounts





## FAQ

FAQ page

## About Us

Our Team

## Privacy Page

General Online Privacy Statement.

## Terms & Conditions

General terms and conditions.

# Stabilisation

## Quality Assurance

* Speed tests
* Browser tests
* Security Testing
* Tests across different devices

## Testing

How much load can the website handle under different browsers

## Bug Fixes

After we find a bug we will note it in the Master Plan and review monthly.

## Deployment

How do we want to launch the website?

What marketing will we do for the new website?

## Maintenance Plan

Website maintenance schedule?

# Future Things to do

* Become a google trusted merchant
* Product listing ads google
* Apply google analytics