E-COMMERCE WEB DEVELOPMENT

Scoping Guidelines

Business Information

Name of Business:

Contact Person:

Phone Number:

eMail:

Project Description:

Client Background

1. Have you previously implemented an eCommerce solution?

    - If not, what is your level of familiarity with eCommerce?
        - o Very familiar
        - o Somewhat familiar
        - o Not familiar

2. Are you replacing an existing eCommerce solution?
    - Why?
    - What features are not working?

3. Client infrastructure
    - Where are your products produced, packaged & shipped?
    - Describe your existing sales and fulfilment cycle (non-eCommerce).
    - Available resources that will work on the project (project management, technical, operations)?

4. Design Preferences
    - Will a template design be acceptable? Template designs are less expensive and require less turn around time. However, they do not come across as being as unique or as special as a custom design.
    - Or would you want a custom design?

5. How time sensitive is this project? What is the target date for completion.

Discussion and Decision Points

Website Model

Is it Retail? or Business to Business? Products or Services?

- What type of customers do you have?
  - Retail?.
  - Wholesale?.
  - Others (e.g. club members or subscribers)?
- Languages - The solution default language is usually English. Do you require your eCommerce solution to support more than one language? If so, please list.
- Geography
  - UK only / do you export?

Which products to promote on the website?

- Our advice would be to work on an 80-20 rule sell the products that you have the most expertise in.
  - that represent the mainline sales or where you want your mainline sales to be in the future
  - products and services where you have specific competitive advantages or USPs.

What ancillary products to sell?

- Is there an opportunity to develop other supporting products lines, especially if managed remotely, on a drop ship basis where you do not have stock holding costs?
- Consider up selling and cross selling opportunities online

What product, basket, and checkout options are needed?

- Products
  - How many products do you have?
  - How many categories of products do you have?
  - How many sub-categories are there?
  - Do you have descriptions, images, and pricing available for all of your products?
    - If yes, in what format is the information (e.g. hard copy, Excel spreadsheet, etc.)?
    - If no, is this information accessible from a third party?
- Product Updates
  - How often do you update your product information (description, pricing, etc.)?
  - How is the new product information compiled?
- Product Options, what are the variants?
  - Colour ?
  - Size ?

- o Finish?
- o Do any options affect price?
- Product Layout
  - o Technical information?
  - o Icons for qualities, uses and characteristics?
  - o Tabs to separate info e.g. images, video, testimonials, tech spec,
  - o Images, number of images, zoom facility?
- Product Feature set – Which of these features do you want included?
  - o Favourite Products
  - o Related Products
  - o Featured Products
  - o New Products
  - o 'Also bought' basis for inclusion
  - o Wish list
  - o Gift Registry
  - o Gift Certificate
  - o Gift Wrapping
  - o Multi-currency
  - o Login/account information/previous orders
  - o Search
  - o Auction
  - o Download on Demand.
- Photography
  - o Do you have images or will you organise product photography? e
  - o Do any services need photography or icons?
- Home Page options
  - o Basis for a product or service appearing on the home page eg
    - ▪ Loss leader
    - ▪ Discount
    - ▪ Best Sellers
    - ▪ Special offers / Featured
- Category Structure
  - o If you have a lot of products we need to consider the best way of accessing the products e.g.
    - ▪ Search
    - ▪ By Brand
    - ▪ By Price
    - ▪ Product categories and sub categories
    - ▪ Co-products
    - ▪ Departments
    - ▪ By use or market
- Ordering options
  - o Gift Wrapping
  - o Are wish lists or watch lists required?

- o Pricing options / what Discount structure do you need?
  - ▪ x% off sales above £y?
  - ▪ time dated offers?
  - ▪ viral none dated offers?
  - ▪ Options? Graphics? Pricing? Free above £x?
  - ▪ Drop ship exceptions?
- o Do you require the capability of ordering from the system admin interface?
- Pricing
  - o What is your pricing model?
    - ▪ Do you offer different pricing for each customer type?
    - ▪ Do you offer volume discounts? Bulk discounts, show range of prices according to quantity
  - o Display prices from?
  - o Inclusive of VAT?
  - o Require login to get special prices
    - ▪ set % off all prices
    - ▪ different % off each different category
    - ▪ completely personalised price book
  - o Method of update
    - ▪ Mass update e.g. +5% to all or all one category or supplier
    - ▪ Individual pricing
- Shipping Options
  - o Simple is best, but be clear about shipping costs to Highlands and Islands
  - o Free delivery offered on baskets greater than £x?
  - o Shipping - honesty selection? Or costs derived by postcode?
  - o How do you intend to charge for shipping? In other words, how will the shipping costs be calculated?
  - o How do you intend to process shipping?
    - ▪ Do you manage and ship products in-house or through a third party?
    - ▪ Do you have a preference for a shipping carrier?
    - ▪ Do you use a carrier's integrated tool (e.g. UPS WorldShip)
    - ▪ If you use a third party, do you require an automated integration with the third party?
  - o If shipping is weight oriented? Is it worth fixing weights on products?
  - o Delivery policy for Europe, Islands , World BFPO
  - o Who will be delivering and what is their policy & insurance?
- Payment Methods
  - o Do you have an existing online payment gateway?
    - ▪ If yes, please list. -
    - ▪ If not, do you have a preference on which gateway to use (Sagepay, Worldpay etc.)?
  - o Credit card?
  - o Pay Pal?
  - o Telephone order?

- o On account?
- o Goody Badges – SSL / security badges help customers feel comfortable about checkout

Additional features and functions

- Do you have a need for any of these features to be included on the website?
  - o Document management system
  - o Picture Gallery
  - o Survey Tool
  - o News area
  - o Jobs posting
  - o Online job applications
  - o Testimonials
  - o Employee Directory
  - o Pictures and bios of key staff members
  - o Frequently Asked Questions area
  - o FTP file manager
  - o Audio
  - o Video
  - o Registration System
  - o Events listing or online calendar
  - o Editable Auto responders and thank-you pages for each form or submission
  - o Email marketing capabilities
  - o Any additional functionality not mentioned that you want to have on the website.

Back Office Considerations

- Stock Integration
  - o Do you have an automated inventory management system? If so, what is it?
  - o Do you intend on integrating the eCommerce solution with your inventory management system?
    - Picking & packing lists
    - Despatch Notes
    - E-mail delivery notes
    - Courier labels
    - Stock policy
    - Reorder policy
    - Despatch policy
  - o Part Delivery required?
  - o Drop Ship Automation
  - o Supplier Management

- Accounting
    - What type of accounting system do you use?
    - Do you intend on integrating the eCommerce solution with your accounting system?
    - PDF invoices

- Reporting
    - Sales reporting - In addition to customer and products reports, are there any additional reports you would like to have?
    - VAT reporting

SEO & CMS Considerations

- CMS functionality - easy to use, but can get advanced effects with HTML Code
- Definable SEO URLS (none that say "shop", "category", "product" etc.)
- Editable Category Pages
    - Text above and or below product listings for Good SEO
- Product pages additional pages for SEO
    - Defined URLs
    - H Tags
    - Even if automated upload; meta details and headings can be derived and structured for better SEO

Other Considerations

- Hosting
    - Do you have any special hosting requests? (Shared vs. Dedicated Hosting)
    - Security Certificates. 'Name brand' security certificates increase buyer trust and confidence.
- Support
    - Telephone Support Hours
    - Live Chat Support Hours?
    - Important to talk to customers
        - To learn what you do well and less so.
        - Early feedback will give an early boost to sales
        - Help recover sales e.g. wrong credit card or post code details

- Implementation
    - Solution implementation and initial setup
    - Internet Marketing & Marketing consulting?
    - eBusiness Consulting?

- Marketing
    - Are you planning on marketing your business on the internet, for example Search Engine Marketing?
    - Do you expect to use other forms of internet marketing such as email marketing, or banners?
    - How do you currently market your business offline?