

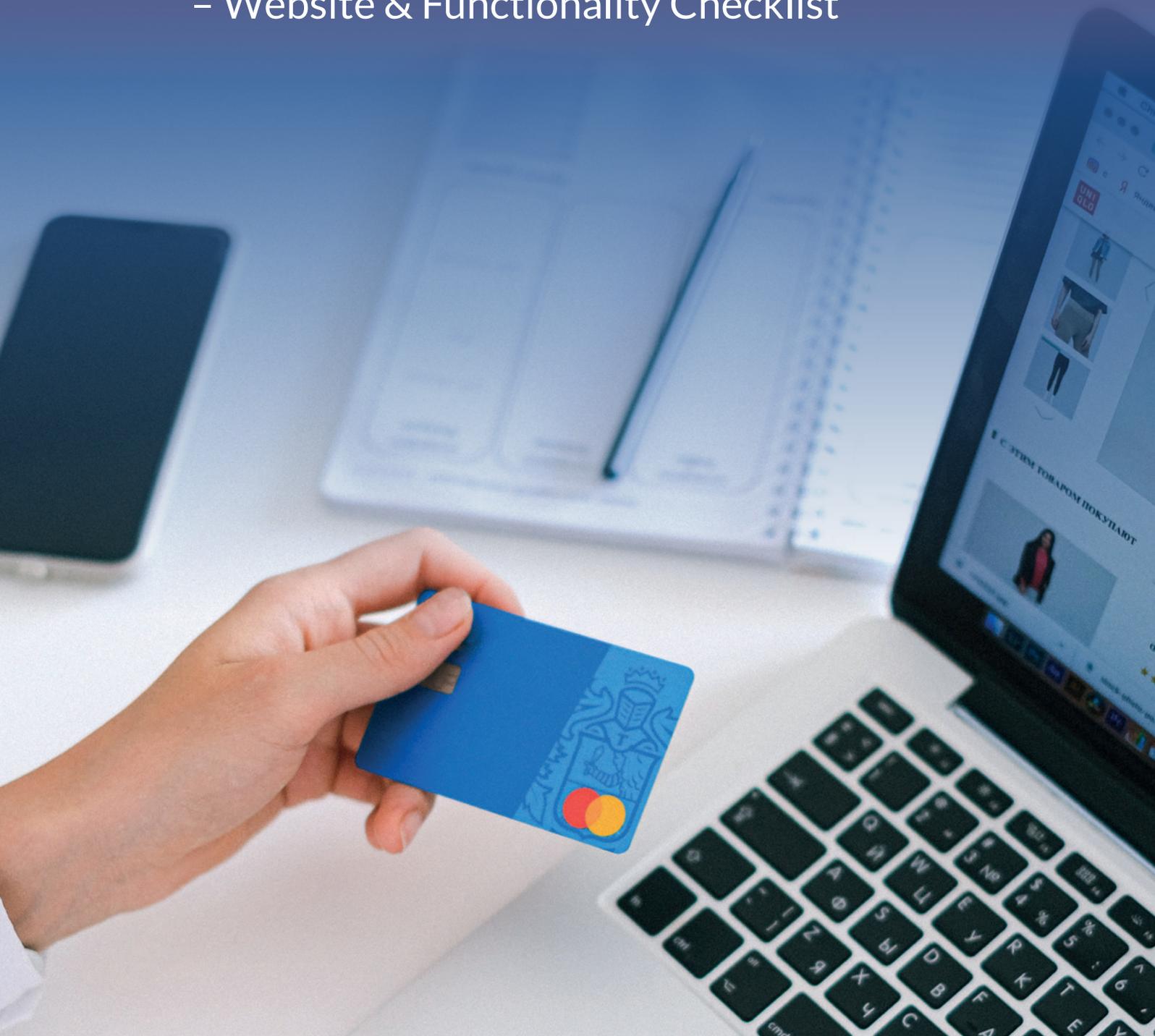


**Toucan
Internet**

*Bespoke Web Development
& Process Automation*

Toucan eCommerce

- Website & Functionality Checklist



Over the years we've developed eCommerce systems for businesses of all shapes and sizes and not one has ever been the same.

To avoid the pitfalls and missing something critical, it is a process that must start with a thorough review of everything by all the stakeholders.

Do this and you stand a good chance of building a system that will serve the business well and have longevity and value.



Keysteps

1. Determine your products or services
 2. Research your products and services marketplace
 3. Profile your customer avatar
 4. Establish your site goals
 5. Plan your site layout. It is assumed your brand identity work is complete
 6. Plan for growth of your site
 7. Build e-commerce section
 8. Build customer support section
 9. Build site content
 10. Begin Promoting. It is assumed this project is part of a wider marketing strategy
-



Site Content

1. Comprehensive Search Capabilities
 2. Customisation of Search Results
 3. Clear Navigation
 4. Comprehensive Product Details
 5. Product Photos
 6. Cross Selling and Up Selling
 7. Promotional Pricing
 8. Guest Accounts
 9. Customer Service Contact Information
 10. Clearly Placed Security Info
 11. Remember me
 12. Past order history
 13. Opt in newsletter
 14. When loading up your site with products talk to your web developer as this routinely underestimated sizable task can be part automated to save time
-



Considerations

Sales & Marketing Considerations

1. How will you manage sales? Yourself, office assistant, outsourced, etc.
2. How much inventory will you need to have on hand? Limited supply, infinite, etc.
3. Can you handle a (possible) high volume of sales?
4. Can you handle customer complaints and returns?
5. Do you have staff to answer customer questions in real time? Poor customer service is one of the biggest gripes online consumers have with shopping online.
6. To what extent do you expect repeat business? This will require your shopping cart to have an “account” feature for your customers
7. Will you have special offer products?
8. Will you offer combined product deals?
9. Will you engage with bail outs?
10. Will you build a mail list?
11. Will you have a live customer feedback facility?

Payment Considerations

1. Do you have a merchant account provider already in mind? A merchant account is a specialised account established between a merchant (you) and a financial institution (a bank) in order to process credit card purchases.
2. What kind of merchant account would best suit your business? Fixed monthly fee, fixed transaction fee, discounted rate, etc. There can also be other fees associated with your merchant account such as bank statements, monthly minimums, length of contract and termination fees.
3. Do you want to offer PayPal payment facilities?
4. Will you accept mail-in payment?
5. Does sale of your product require it be taxed? Or are there any special tax issues with selling your product online?
6. Does sale of your product involve a recurring billing cycle (renewal)? This means that the customer’s payment information would be stored and used again to automatically charge (or renew) your product/service based on a regular interval of time?
7. Do you sell outside GB – tax, language and warranty considerations?
8. Do you sell outside EU – tax, language and warranty considerations?
9. Do you sell in multi currency – tax, language and warranty considerations?
10. Do you sell to Tax exempt UK clients?
11. Do you have trade account clients where credit is offered?

Shipping Considerations

1. Does your product(s) get shipped at all, such as paid memberships?
 2. Is your product a digital download?
 3. Which shipping company will best suit your needs? Royal Mail, Hermes, UPS, FedEx, US Postal Service, etc.
 4. Do you need the shipping courier to pick up orders daily from your premises or will you take them to a drop off site?
 5. Do you need to track shipments?
 6. Is it a high value product that requires insurance?
 7. Will your shopping cart software need to determine shipping cost “on the fly” based on the consumer’s purchase, or will you have a flat rate-based shipping cost?
 8. Will you offer discounted shipping rates based on quantity ordered, total price, etc.?
 9. Do you need the ability to print shipping labels?
-

Product Considerations

1. Are your products available in standard form or do they have variations or options, such as size or colour, which a customer has to specify?
 2. Are there any irregular pricing rules for your product? Does choosing certain attributes add cost? Do some products offer accessories or packaging options that would add cost to items?
 3. Will you need the ability to discount your product(s) based on coupon, quantity ordered, total price, etc.?
 4. Is your product tangible or a service? Products sold as services often involve special requirements/circumstances such as customer communication, product receipt/download, specialised confirmation emails, etc.
-

Backoffice Considerations

1. Does the online system need to integrate with your accounting system for:
 - a. Customer account data
 - b. Stock levels
 - c. Product information
 - d. Pricing
 2. Does the online system need to pass orders back to your accounting system?
 3. Does your accounting system have the capability to integrate with the website in the way that you intend? This may require early research.
-

Design Considerations

1. If you have an existing web site, decide how important the “look and feel” of new shopping cart will be to you. Some shopping cart software integrates easily with an existing site, and some others require that the cart itself be a separate entity.
2. Do you already have product pictures, descriptions, SKU's, etc.?
3. How often will you change text, prices, and pictures for your products?
4. Would you like to make changes to your products yourself, or have your web development company do it? This will make a lot of difference in choosing your shopping cart software, as it means the difference between normal shopping cart functionality and a content management system.
5. What kind of management or administration functionality do you require for your orders and customers? Normal pre-packaged shopping carts offer the ability to export orders to file, sort orders by date/price, create batches, etc. A custom cart would be needed for integrating your orders into an existing database, specialised reporting needs, etc.
6. Do you require specialised confirmation emails for yourself and the customer? Merchant and customer email requirements need to be thoroughly thought through.
7. Will you require the collection of special/additional information from the customer at checkout? What do you plan to do with this information?
8. Do you have a set of store policies and/or procedures?

@ simon@toucanweb.co.uk

📞 01279 871 694

🖱️ www.toucanweb.co.uk

Contact Us >>



Book a Call >>