



**Weblink .in Pvt. Ltd.**

Leading the Web Info Highway  
(An ISO 9001 - 2000 Company)

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# Technical StructureV1. 1

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E-commerce Website  
Development

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**We own and Manage :** [www.WeblinkIndia.Net](http://www.WeblinkIndia.Net)  
[www.ExportersIndia.Com](http://www.ExportersIndia.Com)

[www.IndianYellowPages.Com](http://www.IndianYellowPages.Com)  
[www.RealEstateIndia.Com](http://www.RealEstateIndia.Com)

[www.MatrimonialsIndia.Com](http://www.MatrimonialsIndia.Com)  
[www.PlacementIndia.Com](http://www.PlacementIndia.Com)

## E-commerce website Development

### **Our Vision:**

- To design and develop such a site which can represent your company's professional identity to your customer through INTERNET and can do online selling of Good's.
- The website will have Great look and feel with User friendliness and navigation system, The website will be search engine friendly to gain better promotion aspects at search engines.
- The whole structure will be manageable through easy to use admin panel of the website.
- It will be a Responsive Website.
- There will be some major social media links integrated with the website.

### **Visitor Module:**

#### **Phase 1: Home page designing:**

**Homepage design:** Complete Home Page Layout, inclusive of :

Design of crisp professional **home page**.

**Good navigation:** The visitor will never loose their way in the site if the navigation is good and simple. Good navigation with vital links to ensure maximum comfort to the visitor and the simple navigation scheme ensure that every primary function is just a click away.

In this home page, there will different sections like hot deals, sales sections, new arrivals etc

#### **Phase 2: Search and their Presentation:**

##### **Search option for visitor (Or browsing Products)**

Visitor can browse Products by the navigation of category and subcategory wise.

**Search/Advance search** option is provided on the basis of Products id, Products name,Products Description..

##### **On clicking the categories subcategories will be displayed.**

- Both categories and subcategories will be displayed with images of the Products (Type of Products).

- Products will be displayed in paging manner, member will be able to choose how many records they wanted to view per category.
- Different type of Products and thumbnail of the Products are available.
- On clicking upon the Products complete description of the Products and information will be displayed with details.

### **Phase 3: Products Detailed Display page:**

- Visitors will be able to find the complete information of the Products along with the images.

#### **On each Products page :**

- There will be Button to *ADD to Shopping Cart* - Selected items can be added by visitor through this button and a *Link for Email to a friend* - so that Visitor can easily send a link of any Products in catalog of the website to a friend.
- They just have to enter the friends email address and off it goes. *"PRINT" to take print out of the Products details ...*
- Stock Available :: Visitor will be able to see whether the Products is in stock or out of stock
- Visitor can add as many Products as he wants to the shopping cart.
- Visitors can add the Products in the wish list as well (Log-in/register would require to identify the member)
- Visitors can see the approximate shipping time of the Products.

**People Who buy this also buy that facility :-**Visitor can also view the list of other ***Associated Products / Related Products***. This is a Great way to increase sales. (These related/associated Products can be managed by the admin of the website )

### **Phase 3 : Shopping Cart:**

- In shopping cart- A nice shopping bag will be provided. User can check the contents of the shopping bag whenever he is needed and anywhere in the website.
- He/she can delete/edit the quantity when he wants. User can add bunch of items at a time to shopping cart. Whatever the elements of the Products are being selected by visitors will be processed in shopping cart.
- Shopping cart will calculate, cost of each item, will generate a Sub total with VAT. Shopping cart will apply if any tax to be calculated.

- Visitors will also be able to select shipping type. Shopping cart will calculate the over all cost and will provide the GRAND TOTAL.
- It will be an easy to use interface where visitors will be able to delete the Products, update their quantity, empty the cart in one go, Options like Continue Shopping, this option will take visitor back onto the same page where they were at the last time So if they wish to add more Products to the shopping basket they can do that.
- After Products are added in the shopping cart there will be option to redeem the discount coupon by the visitor.
- Check out option to proceed to the next step.

#### **Phase 4: Checkout/Member Registration/Invoice generation:**

Upon check out stem will provide a progress bar. This progress bar will explain the customer in how many steps they can check out from the website. Customers will have under given options.

- α) **Checkout without Registering:** Quick check out, customers can choose if they do not want website to remember their details. Clicking upon this button next page will come where visitors will have to fill their Billing and Shipping information to complete their order with the website.
- β) **Register Me:** This option will be useful for the customers, if they wish website to remember their Billing/Shipping information. Customers can register once and next time website will automatically fill these details while doing checkout. As soon as customers complete the registration a notification email will be sent to their email id and customer will proceed to the next step ( as given at the progress bar )  
Registration can be done by social media as well.
- χ) **Login:** If customer is a registered member, they will be able to login at this option. If customer has lost their password system will help them to retrieve the password.

At any of the option choosen, system will confirm the Billing and shipping address. Once system confirm this information customer can proceed to the next stage. Customers will be able to set the Billing and shipping information separate ( as per their wish )

**Invoice generation:** System will have an invoice template. In this template, first the Admin details will be coming as like Address, Customer Service number, Logo of the website. Invoice will contain: The Name, email id Primary phone number of the customer. Billing/ Shipping information of the customer. List/Specification of the

Products which they are buying from the website. Sub total, Tax calculated (optional), Shipping and handling charges (optional ) Grand total. Customers will have the option to save/print this invoice.

**Choose the method of payment:** Customer choose the payment mode and do the payment . Also COD option is included in this.

***1 Payment Gateway will be Integrated by WeblinkIndia .Payment gateway will be provided by client***

#### **Phase 5 : My folder of Member:**

- α) **Edit Account:** includes editing the personal details except for the login email id.
- β) **Change Password:** User can change his password whenever he is in need.
- χ) **Order History:** User can search for any particular order ( old ). Can also check the current order delivery status (order tracking).
- δ) **My Favorite Products:** This section will have the list of all those Products which are added by member as their favorite Products from the website Products database.

#### **Phase 6 Other Section:**

**a) Informative pages :** This include all kind of informative pages which will be available at website like About us, FAQ, testimonials, terms and condition etc. You can do let us know which Informative pages you want.

**b) Newsletter:** Visitors will have the options to subscribe themselves to the website newsletters database. Also while doing the registration at the website members will have the option to choose if they wanted to list themselves in the newsletters database to receive various kind of promotions offers/news/information from the website. Please Note : members/visitors will also have the option to unsubscribe them from this list. Every newsletter which member will receive will also have the link to unsubscribe from the database.

**c) FAQ / Customer Support:** This section will have some of the frequently asked questions by the customers. Customers will also be able to view the support help line numbers.

**d) Promotion banners:** Admin will be able to upload banners at the different places of the website. Admin will be able to announce any kind of sales scheme, new Products or anything as per their need. Banners placement can be at: Homepage header, Category inside pages, member registration page, shopping basket page, member folders page, product page.

## **Admin Module:**

This will be a password protected panel. Which will be accessible any time / anywhere through and internet connected PC or laptop.

### **Section 1: Products Category/Sub category Management:**

In this section, admin will have the full control to manage **categories, subcategories** of website. Admin will be able to **add, edit, delete the categories**. Admin will be able to **activate de-activate** the categories as well.

### **Section 2: Products Management:**

This section will contain the complete database of the Products. Admin will be able to do following in order to manage their complete database.

**Search/view specific Products:** Admin will be able to find specific Products based onto Products id, product name, and keyword etc. Admin will be able to short the Products for any specific category and sub category. Admin will be able to view activated Products onto the website or deactivated database. All Products list will be coming in paging manner. Admin will be able to set how many records (Products) they want to view per page.

**Add Products:** Admin will be able to add unlimited number of the Products to the database (MySQL) of the website. Following attributes will be supplied.

Products code

Products name

Cost/Discounted Cost/ (If no discounted cost entered the site will only show original cost at front end, if discounted cost Entered, System will calculated how much you save)

Products Images: 4 to 5 images can be added. The panel will also ask for the thumbnail images, but if no image selected for the thumbnail image, the main image will be set as thumbnail. Image box will have the size written so admin can upload the best size images.

Brief description about the Products:

Admin can disable the Products whenever he is in need instead of deleting. Products will not be displayed at the front end if the Products is in disabled mode.

Brand

Size

Price Range

Color

Add quantity

NOTE : These filters will be same for all products.

Before adding any product admin have to choose TIMER and NON TIMER,

If Timer is selected by admin then a certain date and time will be added on above form and accordingly it will reflect.

If NON TIMER will be selected by admin then there will no option to add date and time, description and other details will be added by admin (Given above)

**Admin of the website will be able to set the related Products for each Products which they are adding to the database.**

### **Section 3: Members management:**

Admin will manage the registered members by gaining access to the following:

#### **🔒 Customers Information:**

Admin can view the customer's information / add anything and delete the customer records. He can check the orders of the particular customer and his total transaction with website. Can also send email for the same.

**b) Search/View customers:** Admin of the website will be able to search for the members based onto email id, from any specific country/state, name, Customers list will be displayed in paging manner. Admin can view records per page as per their choice.

### **Section 4: Orders management:**

This section will allow admin to manage the complete database of the orders. This will be very easy to use tool to manage the sales generated from the website. Under given facilities will be available.

- α) **View orders:** Order list will be coming in paging manner. New orders will be coming at the top. Admin can set how many records per page they wanted to view. Admin will be able to search the orders based onto order id, customers name, email id of the customer, order of specific dates, and orders between two dates.
- β) Clicking upon any order admin will be able to view the billing shipping information of the customer. The list of the items which they bought. The invoice will have the print button so admin can take the print out of the complete order information and process that.
- χ) Admin will be able to update the orders as per their status. All order received will be considered as non activate order. If non activate order admin update as Paid order. The order will be then shifted to that section, customer will also receive an automated email with the order updates. Admin will be able to flag the order, as ready to be shipped, On the way, Delivered. If any order got cancel/refund admin will be able to shift such order to different section.

#### **Section 5: Manage Newsletter's:**

Here in this list admin will be able to view the last of all email id which are subscribed for the newsletters. Admin will be able to set how many records par page they wanted to view. Admin will be able to search or the specific member. Member can be deleted from the database.

Admin will be able to select the list of the members to whom admin wanted to send email, before admin send any email they will be able to preview that too.

#### **Section 6: Manage banner::**

Admin of the website will be able to set banners at the homepage for any kind of special announcement, or other inside pages as like category pages, user registration page, Shopping basket page and user login page.

#### **Section 7: Manage Testimonials:**

Admin of the website will be able to view all of the testimonials written by the customers. If admin want , they can publish these testimonials at the front end. Admin themselves will be able to add testimonials (which are received off line)

#### **Sections 8: Manage FAQ:**

This will enable admin to update the faq for the customer help center. Admin will be able to add edit delete unlimited amount of information.

#### **Section 9 : Manage informative pages :**



From this section admin of the website will be able to manage the content of the informative pages. An easy to use CMS will be given to control the content of the informative pages.

#### **Section 10: Manage Shipping/vat:**

Admin will be able to add edit delete the mode of the shipping which customers can choose. Each mode will also have a specific cost assigned.

#### **Section 11 :: Manage Discount Coupons ::**

Admin can generate discount coupon from this section and distribute the same, coupon holder can provide the code of the coupon over the front end to get the discount. Admin will require to fill below information to generate coupon ::

Coupon code : text field

Coupon Start Date : calender

Coupon End Date : Calender

Discount :: Amount/percentage [either of one will be provided] (discount will be automatically deducted from the total cost of purchase)

#### **Section 12: Manage Brand, Price Range, Color, Size :**

These section will be manageable from admin panel. Admin can add add , edit or delete them at any point of time.

#### **Section 13: Manage Advertising banner ::**

In this section admin can manage advertising banner for their brand. This will be add add , edit or delete by admin at any point of time.

#### **Section 14 : Manage Meta Tag and Keywords:**

Admin of the website will be able to update the meta tag's of the website. If admin update the keywords, Meta tag of such a page which already has Meta tag's, system will generate a warning message to only change those keywords with which the site is not picked by search engines.

#### **Search 15 : Manage Admin settings :**

Admin will be able to update the password of the control panel, update the email id with which the website should dispatch all of the automated emails.