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Ecommerce Implementation

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Ecommerce Implementation & ezNetECommerce

Prepared for

METRO VISTA

Version: 1.0

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June 13, 2012

METRO VISTA Technologies

Att: Guss
861 Waterway Place
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Project Vision

Virtual Stacks has identified the eZnet-ECommerce software and custom Ecommerce website as the tools to develop a functional and usable platform for all sales relating to the company Metro Vista.

Correspondence outlines the scope of work for implementation of the above which includes customization, including objectives, procedures, identification of responsibilities, and fixed price for this project.

Virtual Stacks is dedicated to ensuring the successful use of technology for our clients. We greatly appreciate the opportunity to propose our services for Metro Vista. We look forward to serving your organization's business application goals.

OBJECTIVE

The implementation of eZnet-Ecommerce & Ecommerce website, training, and post-implementation support. To provide professional assistance related to software updates and bug related issues. Business success through these objectives is not only dependent on the software, but also on your personnel's skill level, effort and willingness to work as a team.

Scope of Work Summary

Virtual Stacks Systems will implement and deploy eZnet-eCommerce and the eCommerce website into production by June 21st, 2015.

This project will be broken down into two sections

1. eCommerce website development
2. ezNet-eCommerce

eCommerce website development will include:

- Multiple Currencies
- A Shopping Cart
- Login/Register
- My Account
- Register
- Forgot Password
- Checkout
- Search by Categories & Sub Categories
- Search by Manufactures
- Keyword Global Search & Advanced Search
- Subscribe
- Menu-Bar
- Logo Placement
- Best Seller List
- Featured Products List
- Account
- Change Password
- My Address Book
- My Wishlist
- My Orders
- Newsletter
- Item
- Self Service Portal
- Configurator
- Credit Card & PayPal

ezNet-eCommerce Integration will include:

- Products & Categories
- Order List
- Customer Management
- Shipping & Taxes
- Payment Methods
- Settings
- Discounts
- Subscription List
- Price Tiers

IMPLEMENTATION DETAILS

ECOMMERCE WEBSITE DEVELOPEMENT

Multiple Currencies

Located to the left of the shopping cart in the upper right hand corner across all pages

Shopping Cart

Located in the top right corner of all screens with the text displaying: "Shopping Cart"

- Display Information
 - *If there is nothing in the cart then "Your shopping cart is empty" will be displayed
 - Description
 - Name of the product
 - SKU
 - Weight in pounds
 - A thumbnail image displaying the product with a link to the product page
 - Price will display the price of the item
 - Quantity will display the quantity that was entered when adding to the shopping cart
 - Total will multiply the Quantity and Price together and display the amount they equal
 - Sub Total is underneath Update and on the right. This will display the tallied total of all items in the Shopping Cart
 - Discount will display any item discounts as well as coupon codes applied in the currency used.
- Remove
 - Clickable text that removes an item
 - Updates cart
- Continue Shopping
 - This is a button located on the bottom left below all of the items in the current cart
 - The button will say "Continue Shopping" and takes the user back to the main page
- Update
 - A button aligned with the "Continue Shopping" button
 - The button will say "Update"
 - *If pressed then any changes to Quantity will be applied
- Enter Coupon Code
 - Text displaying "Enter Coupon Code" below Discount
 - To the right of the text "Enter Coupon Code" is a box that will say "Apply"
 - If the Apply button is pressed then the entered coupon code will be applied or denied depending on the accuracy of the coupon code.
- Proceed to Checkout

Login/Register

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Located in the upper right hand corner above the shopping cart. Will only be displayed if the user is not currently logged in.

- Display Information
- Login Button
- Register Button
- Lost Password
- Remember Information
- Start Guest Checkout

My Account

Located in the upper right hand corner above the shopping cart. Will only be displayed if the user is logged in. It replaces Login/Register once logged in.

- My Account
 - Clickable text that says "Edit your account information"
 - Clickable text that says "Change your password"
 - Clickable text that says "Modify your address book"
 - Clickable text that says "Modify your wish list"
- My Orders
- Newsletter

Register

Located in two locations

1. On the Login page center right as described in Login/Register
2. On the top right hand corner above the shopping cart on each page if the user is not logged in.

- Titles
 - Register
 - Contact Information
 - First Name (required)
 - Text label that says "First Name:* "
 - Text field for entering in text data
 - Last Name (required)
 - Text label that says "Last Name:* "
 - Text field for entering in text data
 - Company Name
 - Text label that says "Company Name: "
 - Text field for entering in text data
 - Address Line1 (required)
 - Text label that says "Address Line1:* "
 - Text field for entering in text data
 - Address Line2
 - Text label that says "Address Line2: "
 - Text field for entering in text data
 - Country (required)
 - Text label that says "Country:* "

- Drop down box for selecting Countries
 - This is a list of all Independent Countries
 - *If user selects country then State field will be populated with the correct states for that country.
- State (required)
 - Text label that says "State:* "
 - Drop down box for selecting States
 - This is a list of all recognized Sates within the selected country
 - *If user selects a state then the City Field will appear and populate with the correct cities for that state. The field "Other State" will disappear.
- Other State (required*)
 - Text label that says "Other State:* "
 - Text field for entering in text data
- City (required*)
 - Text label that says "City:*"
 - Drop down box with a list of recognized cities within the selected state
- Other City (required*)
 - Text label that says "Other City:* "
 - Text field for entering in text data
- Zip / Postal Code (required)
 - Text label that says "ZIP / Postal Code:* "
 - To the right of the label is a text field for entering in text data
- Phone Number (required)
 - Text label that says "Phone Number:* "
 - To the right of the label is a text field for entering in text data
- Account Information
 - Email Address (required)
 - Text label that says "Email Address:* "
 - To the right of the label is a text field for entering in text data
 - Password (required)
 - Text label that says "Password:* "
 - To the right of the label is a text field for entering in text data
 - Confirm Password (required)
 - Text label that says "Confirm Password:* "
 - To the right of the label is a text field for entering in text data
- Register Button

Forgot Password

This option only appears after clicking "click here to reset it" on the login page below the login button

- Reset Password
 - Label that displays reset password
 - Instructions to follow on reset such as: "look at email"
 - Label that displays "Email Address*" located below the instructions
 - To the right of the label is a text field for entering in text data
 - Submit Button

Checkout

This options only appears after clicking Proceed to Checkout on the “Your Cart” section

- Checkout
 - Label that says “Checkout”
 - Billing Address
 - Label in the left center of the screen saying “Billing Address”
 - Contains all off the fields and text boxes that Register > Contact Information contains.
 - Email Address(required)
 - Label that says “Email Address”
 - To the right of the label is a text field for entering text data
 - Delivery Date
 - Label that says “Delivery Date”
 - To the right of the label is a calendar picker that allows the user to select a date.
 - Shipping Address
 - Label in the right center of the screen saying “Shipping Address”
 - Address Type(required)
 - Label that says “Address Type:”
 - To the right of the label are two radio buttons: Residential and Business. This tells your company what type of drop off area you are dealing with for shipping purposes.

Search by Categories & Sub Categories

Located on every page except for the Shopping Cart Page and the various purchasing process pages.

- Categories
 - Label located in the top left center of the webpage
 - Contains dynamic categories with a + symbol and name of the category next to it (please see backend ecommerce for more details)
- Sub Categories
 - The category name is displayed in the center of the screen
 - Below the category name is a list of products under that category
 - Below the list of products is a label that displays Sub Category
 - Below the sub category label contains a list of all of the sub categories under that category.
 - The list of sub categories is dynamic based on ecommerce backend
 - A list of all items under the sub category
 - The total amount of items and pages
 - A Sort by option that let you sort by Name, New Arrivals, Highest Price, & Lowest Price.

Search by Manufacturers

Located on every page except for the Shopping Cart Page and the various purchasing process pages.

- Manufacturers
 - Label that says “Manufacturers”
 - Below the label is a dynamic drop down that displays a list of preset manufactures (see ecommerce backend)
 - Displays a list of manufacturers and items that are under that manufacturer.
- Keyword Global Search & Advanced Search

- Quick Find
- Advanced Search
 - Advanced Product Search is the title of the page
 - Search By
 - Label that says “Search By”
 - Drop down to the right of the label that allows the user to search by Product Sku, Product Name, & Product Description
 - Enter Product Keyword
 - Label that says “Enter Product Keyword”
 - To the right of the label is a text field specific to the label
 - Manufacturer
 - Label that says “Manufacturer”
 - To the right of the label is a drop down that lets you select a dynamic list of manufacturers (see ecommerce backend).
 - Price From (Currency)
 - Label that says “Price From” + whatever the selected currency is.
 - To the right of the label is a text field specific to the label
 - Price To
 - Label that says “Price To” + whatever the selected currency is.
 - To the right of the label is a text field specific to the label
 - Sort By
 - Label that says “Sort By”
 - To the right of a label is a drop down containing different options including Product Name, Lowest Price, and Highest Price.
 - Search Button
 - A button with the text “Search” inside of it
 - Once pressed it will take all data enter above and search the website with the specified constraints.

Subscribe

This option appears on every pages except for The Cart and beyond

- Subscribe
 - A label that says “Subscribe”
 - Below the label is text that says “Subscribe to our newsletter.”
 - Below the text is a textbox for entering in an email address
- Subscribe Here
 - A button with text that says “Subscribe Here”
 - Subscribes the user to the website.

Menu Bar

You can see this on every page

- Located at the top of the screen but below the login/register buttons and the shopping cart.
- Dynamically created pages based on the ecommerce backend
- Please see ecommerce backend for more details

Logo

You can see this on every page

- Located directly above the menu bar
- Please see ecommerce backend for more details

Best Sellers

You can see this on every page except for Shopping Cart and beyond

- Subscribe
 - Button that says "Best Seller Items"
 - Located below Subscribe
 - Displays a list of best sellers based on options set in eZnet-ecommerce backend.

Featured Product List

You can see this only on the main page

- This feature will be located in the center of the screen
- All items generated in this list are created on the backend specifically for Featured Products
- Please see ecommerce backend for more details.

Account

You can only access this page once logged in and is located after Entering "My Account" and clicking "Edit your account information."

- My Account Information is the title of the page
- Your Personal Details
 - Label displaying "Your Personal Details" as text
 - Below the label is a list of personal details that are editable
 - These details are the exact same details that were entered when first creating an account.

Change Password

This option only appears in the My Account section once logged in and the user clicks "Change your password"

- Change Password
 - Text label that says Your Password
 - Contains 2 fields
 - Password(required)
 - Text label that says "Password:*
 - To the right of the text label is a text field for entering text data
 - Confirm password (required)
 - Text label that says "Confirm Password:*
 - To the right of the text label is a text field for entering text data

My Address Book

This option appears in the My Account section once logged in and the user clicks "Modify your address book"

- Displays a list of all added addresses. It also gives the option to edit or delete an address
- Enter new Shipping Address
 - Contains a list of text boxes and drops downs that allow the user to create a new shipping address.
 - These data fields are identical to the Register > Account details data fields

Modify Your Wish List

This option appears in the My Account section once logged in and the user clicks “Modify your wish list”

- My Wishlist
 - Displays “Wishlist Name” and some actions you can take
 - Email Wishlist
 - Add to Cart
 - Remove
 - Modify wishlist name
 - *Wishlist Item
 - Displays an image, description, price and further actions of each item in the wish list
 - Add to Cart
 - Remove

My Orders

This option appears in the My Account section once logged in and the user clicks “View your order history.”

- Displays your current orders as well as old orders with the following data
 - Order ID
 - Order Status
 - Order Date
 - Current Total
 - Action

News Letter

This option appears in the My Account section once logged in and the user clicks “Subscribe/unsubscribe to newsletter.”

- Gives the options to subscribe or unsubscribe
- Pressing the Save button will update the selected data

Item

This option is seen when the user clicks on any item that is being sold in the ecommerce website

- The user will be able to see the following
 - Images in a list
 - Price
 - Produce Sku
 - Weight
 - Quantity ordered
 - Modifiable Quantity
 - Add to Cart Button
 - Bulk Discount
 - Email to a friend
 - Wishlist
 - Reviews and Rating
 - Social Media Ratings
 - Facebook like
 - Retweet
 - Google +1

- Description
- Reviews

Self Service Portal

- Login/Logout self-portal for customers
- Inventory sink from ecommerce backend to the portal

Configurator

- Checkout options for the user to configure their graphic art with
- Includes: business cards, flyers, full prints etc. etc. in all sizes
- Configure options
 - Size
 - Double sided
 - Black/white
 - Color
 - Type

Credit Card and PayPal

This will be integrated as a part of the checkout process

ECOMMERCE BACKEND DEVELOPMENT

All of these functionalities either directly or indirectly effects ecommerce website data.

Products & Categories

- Manage Products
 - Add, Delete, or View a Product
 - Make Active or Inactive
 - Modify the price, image, manufacturer, weight, tax class, description, SEO properties, attributes, inventory management, discounts, & recommendations of the product.
- Manage Categories
 - Add, Delete or View a Category
 - Make Active or Inactive
 - Modify which parent category the new category will belong to, name, title, keywords, & description.
- Manage Manufacturers
 - Add, Delete, or View a Product
 - Make Active or Inactive
 - Modify manufacturer name, code, website, detail & logo
- Global Attributes
- Manage Reviews

Orders & Customers

- Manage Orders
 - Can modify, delete, or print orders
 - Can see customers name, amount paid, order status, payment status, & order date
- Manage Customers
 - Can modify, edit or delete customers

- You can see and edit everything about the user except for their password
 - You can add them to a customer group
- Customer Groups

Shipping & Taxes

- Manage Shipping
 - Edit, add or delete Shipping methods
 - Name the carrier, calculation method, country, state & priority
- Manage Tax
 - Edit, add or delete a tax
 - It lets you set the tax name, country, state, class rate and which group to apply it to.
- Manage Tax Class

Payment Methods

- Manage Payment Methods
- Payment Method Configure

Pricing Tiers

Settings

- Store Settings
 - Let's you modify store name, company email, notification email, support email, close or open the store, clear cart cache on logout, and other features.
- Bestseller Settings
 - Can set the availability of best sellers, where they are displayed, the count, and the period in which the best sellers are calculated (month year etc. etc.)
- Social Settings
- Manage Pages
 - Add, modify or delete a new page
 - Type direct HTML code (with CSS) or modify a page using a text editor style format with all of the common settings.

Discounts & Coupons

- Global Discounts
- Coupon Codes

Marketing

- Manage Subscribers Email
- Send Newsletter
- Newsletter Templates

Price Tiers

For ecommerce to portal integration

- 0-200

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- 201-500
- 501-2000
- 2001-5000
- 5001+
- You can modify the values and price of these tiers

END USER TRAINING

Remote ecommerce backend training session.

TESTING

GO-LIVE SUPPORT

ASSUMPTIONS AND EXPECTATIONS

Virtual Stacks Systems was not able to complete a detailed design process review with Metro Vista. As a result, Virtual Stacks Systems have a very minimal understanding of participation for identifying proper setup and configurations. The tasks and details outlined above will be included in the implementation, but further discussion may be required as the project progresses. Any major changes to the below scope of work will be managed via change order.

A Project Manager will be assigned to the ecommerce implementation project for Metro Vista. Most of this work will be performed remotely. Tasks will include: planning, designing, updating the project plan, written and verbal updates, liaison between Virtual Stacks and Metro Vista. From Virtual Stack's experience with ecommerce implementations and its familiarity with Metro Vista's business, this person is required for the success of the project. Lack of focus and commitment during the project from either party could lead to less than favorable results with: work flow consulting, best practice advice, preparation, training, documentation, and so forth.

Business processes and procedures will need to be defined and documented by Metro Vista. Process documentation is the responsibility of Metro Vista unless specifically requested by Virtual Stacks.

Business processes and procedures will need to be defined and documented by METRO VISTA. Process documentation is the responsibility of METRO VISTA unless specifically requested of Virtual Stacks.

* Regular Business Hours are 9:00 a.m. – 6:00 p.m. Monday through Friday, excluding holidays. This is for all client requested/imposed times. This is applicable for all Virtual Stacks Systems resources. Hours required outside of this time range may require a change order and will be billable at a premium rate described in the Service Contract. All billing and travel rates and billing and service policies are outlined in the Service Contract. This scope of work is ultimately governed by the Service Contract document that has been reviewed and signed by both Virtual Stacks and Metro Vista

TERMS & CONDITIONS

Implementation Task	Hours
Multiple Currencies	5
A Shopping Cart	20
Login/Register	5
My Account	45
Register	10
Forgot Password	10
Checkout	15
Search by Categories & Sub Categories	10
Search by Manufactures	10
Keyword Global Search & Advanced Search	10
Subscribe	5
Menu-Bar	5
Logo Placement	5
Best Seller List	10
Featured Products List	10
Account	25
Change Password	10
My Address Book	10
My Wishlist	10
My Orders	15
Newsletter	10
Item	15
Products & Categories	15
Order List	10
Customer Management	10
Shipping & Taxes	10
Payment Methods	10
Settings	15
Discounts	10
Subscription List	10
Self Service Portal	5
Configurator	25
Price Tiers	25
Credit Card & PayPal	5
Total	420

Below outlines the agreed upon payment schedule for this project: \$10,000 (Fixed Price)

Payment Schedule Payment Due Amount

Service Deposit -50% SOW Signoff: \$5,000

Live Milestone -50% Go Live Signoff: \$5,000

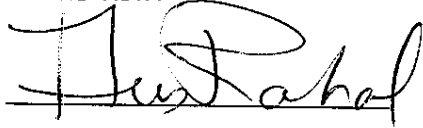
ACCEPTANCE

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If the terms and conditions as set forth in this Scope of Work are acceptable to _____
please sign the enclosed copy of this document, initial the lower right-hand corner of each page and return it to
us.

METRO VISTA



Signature

6/25/15

Date

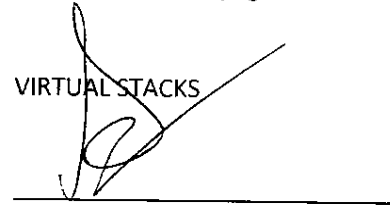
Ghassan Rahal

Printed Name

Managing Partner

Title

VIRTUAL STACKS



Signature

06/25/15

Date

MAHIR ABO

Printed Name

CEO

Title
