Project: Cykelbanditten.dk / cykelbanditten.se
Launch: Mid July 2012

This document describes the process of migrating the cykelbanditten.dk webshop from Prestashop to Magento.

Content

Techs

Server: Linux

Test domains:
http://cykelbanditten.outsourcers.dk
http://cykelbandittense.outsourcers.dk

Final domains:
http://cykelbanditten.dk
http://cykelbanditten.se

Task for this project:

Prepare design
Setup server (A Rackspace Linux server instance will be created)
Install Magento on server
Shop should be in Danish and Swedish, but open for all countries.
- Danish VAT is 25%

- Swedish VAT is 25%

Setup categories
Copy all simple products from Prestashop
Payment is done via epay payment gateway.
 - VISA,Mastercard, Dankort (danish), + consider possibility of letting users apply for loan via URL.

Prepare design

Client has the website cykelbanditten.dk
We will mainly use current design, but with some slight changes.

Following pages should be re-arranged:
- frontpage
- category page
- product page
- Single checkout page
- Cross sale (new step)
- About us static CMS page

Please see selected wireframes for above pages here:
http://31.222.188.125/prototypes/cb/

Frontpage: http://31.222.188.125/prototypes/cb/Cykelbanditten.dk.html
Category page: http://31.222.188.125/prototypes/cb/Category_page.html
Product page: http://31.222.188.125/prototypes/cb/Product_page.html
Single checkout page: http://31.222.188.125/prototypes/cb/Checkout.html
Cross sale: http://31.222.188.125/prototypes/cb/Cross-sale.html
About us: use header / footer from frontpage.

Fonts:
Headerfont: use same as on http://blog.cykelbanditten.dk/
Body should be Arial

Design comments:
   ● please be true to current design.
   ● Use same logo
   ● Use same kind of boxes / frames
   ● Use the "basket" icon

Products

the shop consists of:
- Simple products: such as accecories, tools etc.
- Configurable products: bikes with custom attributes
- (Cross-sale products)
- Special product: Gift cards (here users should be able to enter amount as freetext. eg. DKK 245,-

Process is that we will need to copy all simple products from prestashop to Magentoshop and based on these we will start to create the configurable products.

Flow

Checkout flow:
- Find product
- Send to basket
- Go to basket
- See Cross-sale page (new step!!)
- Go to Onestep checkout page

Shipping

Rules for shipping, all orders in Denmark above DKK 500 is free shipping
All other countries has different shipping rules. TBD.

Categories

On this page you can ee

Main Menu categories
- Cykler
  - Fixie / Single speed
  - Klassiske Cykler
  - Cruisers / Mini / Funky
  - Racercykler
  - Mountain Bikes
  - BMX / Freestyle
  - Ladcykler
  - El-cykler
  - Børne / Juniorcykler
- Cykeldele
  - Bremser
  - Dæk
  - Forgafler
  - Frempinde
  - Grips

- ○ Hjul
- ○ Kæder
- ○ Kranksæt
- ○ Pedaler
- ○ Rammer
- ○ Skærme
- ○ Slanger
- ○ Straps
- ○ Styr
- ○ Støtteben
- ○ Tandhjul
- ○ Tåklips
- ○ Diverse
- ● Tilbehør
  - ○ Børnesæder
  - ○ Kalecher
  - ○ Kurve
  - ○ Legetøj
  - ○ Lir
  - ○ Lygter
  - ○ Låse
  - ○ Pumper
  - ○ Ringeklokker
  - ○ Værktøj
  - ○ Andet
- ● Beklædning
  - ○ Handsker
  - ○ Hjelme
  - ○ Tøj
  - ○ Tasker

Header menu
- ● Om Cykelbanditten
  - ○ Betingelser
  - ○ Garanti
  - ○ Jobs
  - ○ Presse
- ● Butikker
  - ○ Amager
  - ○ Frederiksberg
  - ○ Nørrebro
  - ○ Vesterbro
  - ○ Østerbro
  - ○ Århus
- ● Kontakt
- ● Login/Logout

Search

We need to add an AJAX freetext engine to the website.
this should search within product titles, categorie names and descriptions.

Stock

On each product page a "stock indicator" should be showed.
3 categories:
In stock
Remote storage (4-12 days)
Sold out

Payment gateway

We use epay - payment gateway.
Documentation can be found here:
http://tech.epay.dk/

Launch

301 redirection setup upon launch

Google analytics

Setup to track in Google analytics
UA-19084452-2

Setup to track search
Setup with ecommerce variables

Additional modules:

www.onestepcheckout.com

Add Products:

We need to setup some flows for confirgurable products so it is easier for admins to create new products in the future.

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