

KALONBD.COM

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Web and app development(ios&android)

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Home Page:

Layout:

- Header
- Banner
- Offers

- **Layout: Horizontal (title, subtitle)**
- Algorithm: Latest Offers
- Categories
- Layout: Grid
- Algorithm: Selected From admin Panel

- **Deal of the Day**
- Layout: Horizontal
- Algorithm: Discounted Products

- **GLOBAL TRENDING / NEW ARRIVAL**
- Layout: Horizontal
- Algorithm: New Products
- Recommended
- Layout: Grid
- Algorithm: View Count

Footer

Category & Search Page:

Features:

Sorting

- Price low - high
- Date latest - old
- Best Selling
- Products
- Layout: Grid

Single Product Page:

Layout:

1. Product Title
2. Price
3. Badge
4. Variations (Image wise,,example: h&m.com heel color variation)
5. Image Gallery
6. Size Guide
7. Delivery Date
8. Save Wishlist
9. Add to Cart(pre-order/stock-item)
11. Brand, Category
12. Tabs

- **Description**
- **Shipping**

- **Wash Guide**

- **You May also like**

- Layout: Horizontal
- Algorithm: Best Selling

- **Recently Viewed**

- Layout: Horizontal
- Algorithm: Last viewed 10 products

- **Product Reviews & Ratings**

- **Rules**

- i. Any logged user can submit a review
- ii. Admin can approve, deny review

Form:

- i. Rating (out of 5)
- ii. Summary
- iii. File Upload (single image / single video)

Cart Page:

Layout:

1. Cart Items
 - a. Product Image
 - b. Product Title
 - c. Variation Info (if any)
 - d. Delivery Date
 - e. Unit Price
 - f. Qty
 - g. Subtotal (add 500 taka more to get 300 taka off example)

Cart Summary

- a. Subtotal
-
3. Recently Viewed Products
 - a. Layout: Horizontal
 - b. Algorithm: Last viewed 10 products

Checkout Page:

Layout:

a. Cart Items

- i. Product Image
- ii. Product Title
- iii. Variation Info (if any)
- iv. Delivery Date
- v. Unit Price
- vi. Qty

b. Summary

- i. Subtotal
- ii. Delivery Charge
 - 1. Functionality: inside dhaka & outside dhaka - triggered by selected district
- iii. Coupon Discount (if coupon applied)

c. Coupon Apply

- i. Coupon code input field
- ii. Apply button

D. Customer Information

a. Fields

- i. Name
- ii. Phone
- iii. Emergency Phone
- iv. Email
- v. District
- vi. Address
- vii. Order Note

vii. Subtotal

iv. Grand Total

e. Acceptance (terms & return, refund policy)

f. Place Order Button

Account Page: Tab - Dashboard

Url: kalonbd.com/account

Layout:

1. Offers - same as Home page offers section (ex: **SHEIN APP**)

Account Page: Tab - Orders

Url:

kalonbd.com/account/orders

Layout:

1. Order List
2. Filters by Status

Account Page: Tab - Wishlist

Url:

kalonbd.com/account/wishlist

Layout:

1. Product list
2. Buy Now button
3. Remove button

Account Page: Tab - Recently Viewed

Url: kalonbd.com/account/recenty-viewed

Layout:

1. Recently viewed all products
2. Grid Layout

Account Page: Tab - Settings

Url:

kalonbd.com/account/rsettings

Layout:

1. Fields:
 - a. Profile Picture
 - b. Name
 - c. Phone (*not changeable*)
 - d. Emergency Phone
 - e. Email
 - f. District
 - g. Address

Account Page: Tab - Logout

Url: *kalonbd.com/account/logout*

Functionality: After logged out successfully, customer will be redirected to login page

Account Page: Single Order

Url: *kalonbd.com/account/order/:id*

Layout:

- ❖ **Status timeline**
- ❖ **Order basic info**
- ❖ order id
- ❖ Date
- ❖ Delivery Address
- ❖ Order Note (given in checkout page)

Order Items

- a. Product Image
- b. Product Title
- c. Variation Info (if any)
- d. Delivery Date
- e. Unit Price
- f. Qty
- g. Subtotal

Summary

- a. SubTotal
- b. Coupon Discount
- c. Grand Total
- d. Paid Amount
- e. Due Amount

Payment Record (for bKash Payment)

- a. Payment Method
- b. Amount

c. Transaction Number

d. Date

Feed Page:

Functionality: All customer video reviews will be shown here publicly. Other customers can only watch those videos. When a customer clicks on a video, a video player will appear in a popup. Product link will be attached below the video player (pictures and video upload)

Layout: Grid

BACKEND FOR BOTH APP AND WEBSITE

- **DASHBOARD**
- **Total visitor till now,and live visitor in all platforms together)**
- a. EVERYDAY SALES (total sales in bar excluding cancel order,pre order and stock sales besides,and day 1-30th sale bar....below will show last month same day sale)

- **orders**(order id,date,order status,name,phone number,product name/pic/sku/quantity/total amount,payment(cod/partial/full payment),order note,order labels on up(order labels and order status can be created by admin),show low stock for stock items,where order was placed(web,android app or ios app,,page message order can be created by the admin on back,order edit option)
- **PRODUCTS** (CATEGORY,SUB CATEGORY,ACTIVE AND DRAFT PRODUCT,no inventory number input for pre order items,SHOW LOW STOCK IN INVENTORY,PRODUCT CAN BE ADDED ON MULTIPLE CATEGORIES,AND BASIC OPTION,SORTING,FILTERING)
- **CUSTOMERS**(name,phone number,email,order,amount spent,where they created id(web,app),sms promotion and write message option)
- **CONTENT** (HERO IMAGE,ANNOUNCEMENT BAR CHANG BY ADMIN,AND LOGOS)
- **ANALYTICS**(total sales day,month,quarterly,yearly(compare all)...sessions(visitor compare)...returning customer rate,conversion rate,average order value,total orders,top units sold items and least sold items,and top viewed products,most searched items list)
- **MARKETING**(offer,coupon,meta pixels and catalog and cataglogue update in every 6 hours,google analytics and google ads option)
- **Total completed order and payment by month,pending order and payment by month,shipping order and ,cancelled order and payment value in dashboard**
- **All inventory total value,and total items in inventory and category wise**
- **Few more details: total cancelled order and value,and items in shipping today,**