

Technical Spec Summary, Issues & Feature Requests for pay.4more.ca

This document provides a technical overview of the pay.4more.ca website and a summary of identified technical issues and new feature requests.

Technical Specification Summary

Website Technology

- **Platform:** WordPress
- **Multisite:** Enabled with subdomains (4more.ca, pay.4more.ca, bid.4more.ca, bin.4more.ca, fix.4more.ca)
- **Theme:** Woodmart Theme
- **Page Builder:** Elementor Pro
- **eCommerce:** Woocommerce
- **Payment Gateway:** Stripe
- **SEO:** Rank Math Pro
- **Performance:** WP Rocket
- **Database and Inventory Management:** Airtable with a Python program for one-way sync to WooCommerce
- **Marketing:** Mailchimp
- **DNS:** Cloudflare
- **Image Optimization:** Imagify
- **Hosting:** Hostinger.com

WP Rocket Settings

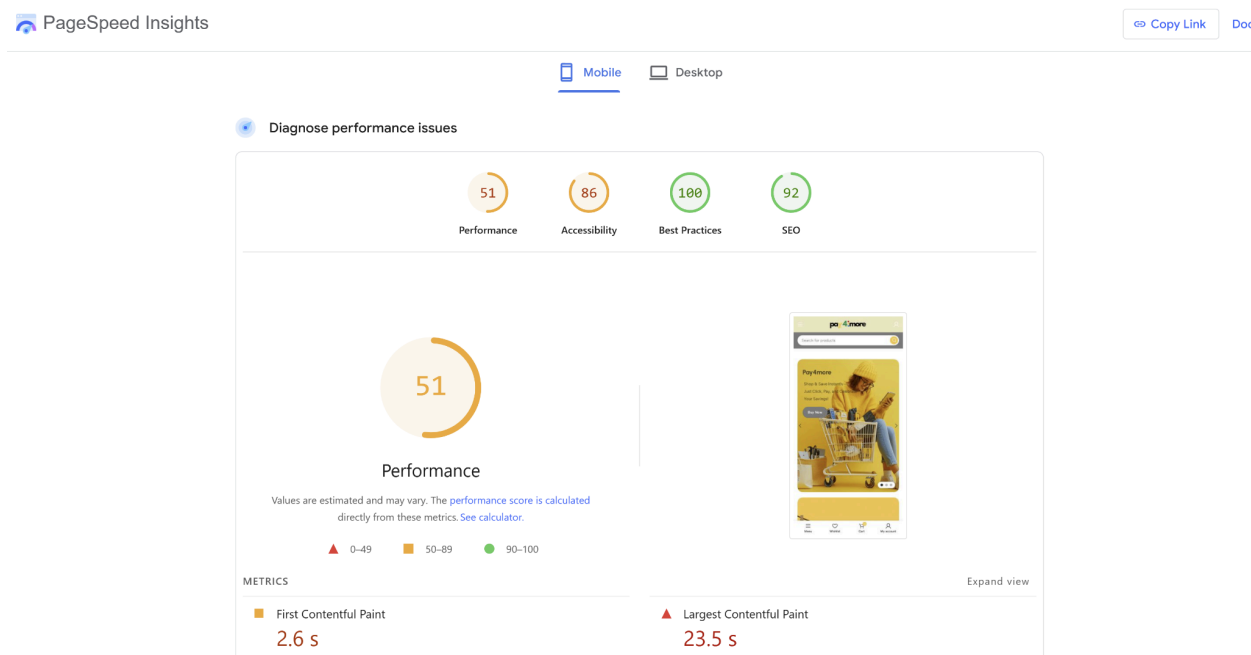
- **File Optimization:**
 - **CSS Files:** Minify CSS files is enabled.
 - **JavaScript Files:** Minify JavaScript files, Load JavaScript deferred, and Delay JavaScript execution are enabled.
- **Media:**
 - **Lazy Load:** Enabled for images, iframes, and videos. YouTube iframe is replaced with a preview image.
 - **Image Dimensions:** Add missing image dimensions is enabled.
- **Preload:**
 - **Preload Cache:** Activate Preloading and Enable link preloading are enabled.
 - **Preload Fonts:** Preload fonts and Self-host Google Fonts are enabled.
- **Advanced Rules:**

- **Cache Lifespan:** Set to 10 hours.
- **Never Cache URL(s):** URLs for cart, checkout, my-account, and wishlist are excluded from caching.

Identified Technical Issues

1. Website Performance

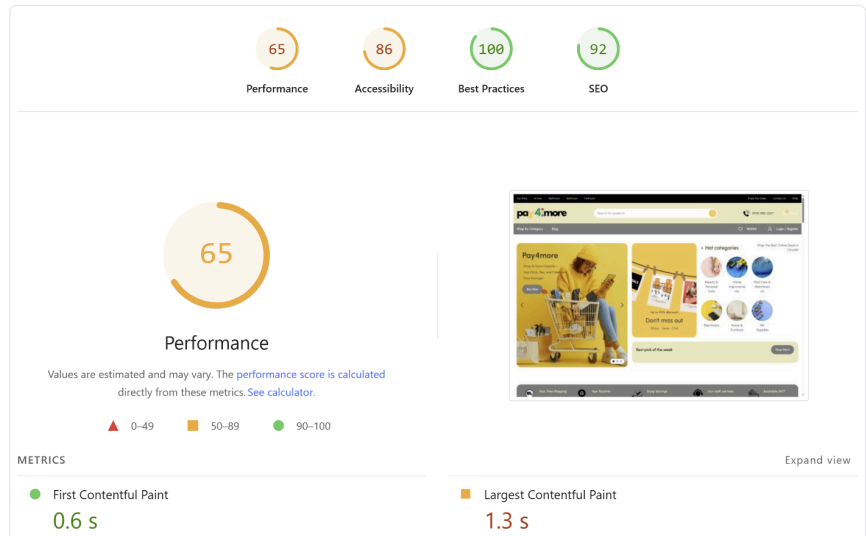
- **Poor Mobile Performance Score:**
 - **Issue Urgency:** Critical
 - **Details:** The website scores a 51/100 for performance on mobile devices according to Google PageSpeed Insights. This indicates a poor user experience, long loading times, and potential loss of customers. A key metric, the Largest Contentful Paint (LCP), is at a very high 23.5 seconds, which is a major contributor to the low score.
 - **Goal:** Improve the mobile performance score to the 90-100 range to ensure a fast and responsive experience for all users.



Mobile

Desktop

Diagnose performance issues



2. Loyalty Program (custom Plugin)

Please note that loyalty points and customers are shared for all multisites and they need to be synced.

- **Improper Reward Transferability:**
 - **Issue Urgency:** Critical
 - **Details:** Loyalty rewards can be transferred out to a customer's external account. This functionality is a loophole that goes against the intended design of the program.
 - **Impact:** This vulnerability can be exploited, potentially leading to financial loss and undermining the goal of the loyalty program, which is to encourage on-site spending. Rewards should only be redeemable for purchases on the website.
- **Rewards Redemption Failure:**
 - **Issue Urgency:** High
 - **Details:** Customers are unable to redeem their accumulated loyalty rewards points or benefits during the checkout process. The feature appears to be broken, preventing the application of earned discounts.
 - **Impact:** This devalues the loyalty program, leads to customer frustration, and likely increases shopping cart abandonment.

3. Overall Website Security

- **General Security Enhancements:**
 - **Issue Urgency:** High

- **Details:** A comprehensive security audit is required to identify and patch potential vulnerabilities across the website. Key areas for review include:
 - **Data Encryption:** Ensuring all sensitive customer data is encrypted both in transit (using up-to-date SSL/TLS protocols) and at rest.
 - **Authentication & Authorization:** Implementing stronger password policies, considering multi-factor authentication (MFA), and preventing brute-force attacks.
 - **Software Patching:** Regularly updating all server software, plugins, and third-party libraries to protect against known exploits.
 - **Firewall & Intrusion Detection:** Implementing or reviewing the configuration of a Web Application Firewall (WAF) to block malicious traffic.
- **Impact:** Proactively improving security protects sensitive customer and financial data, prevents reputational damage from a potential breach, and builds trust with users.

New Feature Requests

1. Customer Communication and Support

- **Live Chat Implementation:**
 - **Urgency/Priority:** Medium
 - **Details:** Implement a live chat feature on the website to provide real-time communication and support for customers. Integrating a chat widget would allow customers to ask questions about products, get help with orders, and resolve issues quickly without needing to send an email or make a phone call.
 - **Impact:** This can improve customer satisfaction, build trust, and potentially increase conversions by addressing customer concerns immediately.
 - **Possible Solutions:** Consider integrating a third-party chat service like Tawk.to, LiveChat, or a solution that integrates directly with WordPress and WooCommerce.