

# CONCEPT FOR NOLIA

VERSION

PB1, 2015-05-18

PB2, 2015-05-19, Description translated to english, Uppdaterad efter input från Anton

## BUSINESS GOALS, TARGET GROUPS AND SCENARIOS

The concept describes the webshop for Nolia

The concept has been defined together with representatives from Nolia in a workshop. In the first part of the workshop the following was specified.

### BUSINESS GOALS

Easier for clients to rent products

Increased sales

Integration with CRM

Increased number of bookings through the web

Possible to sell tickets online to visitors

### TARGET GROUPS

Exhibitors

External event organizers

- private / companies / professional organizers

Visitors

### SCENARIOS

Exhibitors

They have booked a stand at an event, normally through a sales representative. They get an email confirmation from the CRM with a link to the product listings for the event. They can select products to rent. Order products.

The CRM will send an email with a reminder if they have not booked any products to the event when the event is getting closer in time. This will also include a link to the product listings.

External event organizers

An external part is organizing an event and would like to rent products for the event. They select the city where they would like to rent the products. They select products. They select the dates when they want to rent. They decide if they want to pick up the products themselves or if they would like to get them delivered. In the booking confirmation it is stated that the booking is not valid until it is confirmed by Nolia.

Visitor

Picks an event. Buy ticket. An e-ticket is generated with a QR-code. An email with the code is sent.

A second email is sent just before the event where the visitor is welcomed and the ticket is sent one more time.

## SCENARIO 1

### Exhibitors

They have booked a stand at an event, normally through a sales representative. They get an email confirmation from the CRM with a link to the product listings for the event. They can select products to rent. Order.

## Monter-service

1

För dig som vill hyra utrustning till din monter

## Uthyrning till event och arrangemang

2

Vill du hyra något till ditt företagsevent eller din privata fest?

## Biljetter till våra mässor och events

3

Vill du hyra något till ditt företagsevent eller din privata fest?

1. Link to monter-service

2. Link to uthyrning

3. Link to biljetter

4. Link to shopping cart and language (drop down).

Monterservice

Du som är utställare kan hyra produkter till din monter hos oss. Lorem ipsum.

1



SKNT Näringslivsdagar  
14-16/4 2015



Skogsnolia 2015  
20-22/5 2015



Stora Nolia  
13-18/7 2015



Load up north  
15-19/7 2015

1



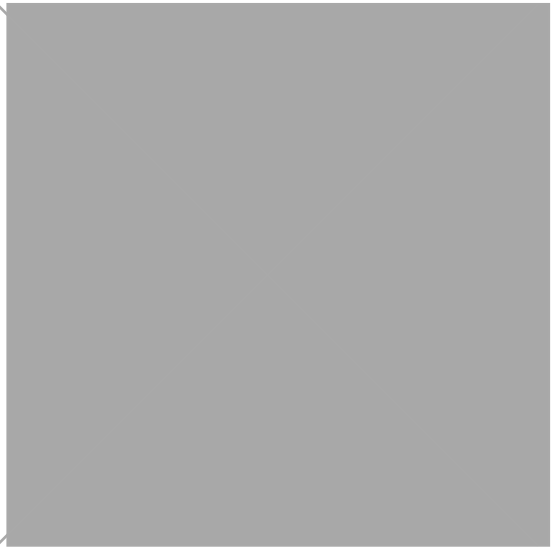
SKNT Näringslivsdagar  
14-16/4 2015



Skogsnolia 2015  
20-22/5 2015



Stora Nolia  
13-18/7 2015

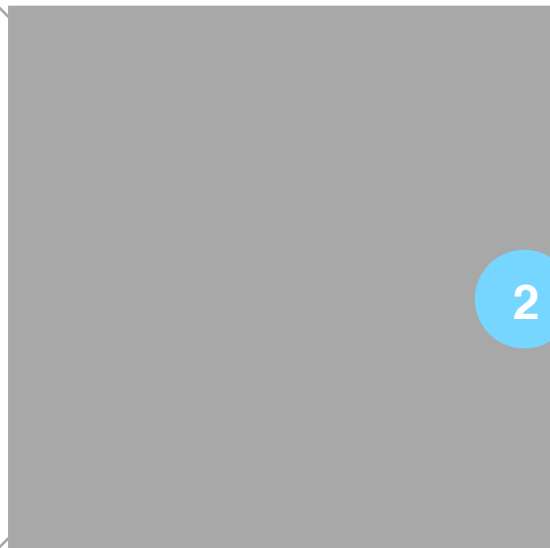


Load up north  
15-19/7 2015

1

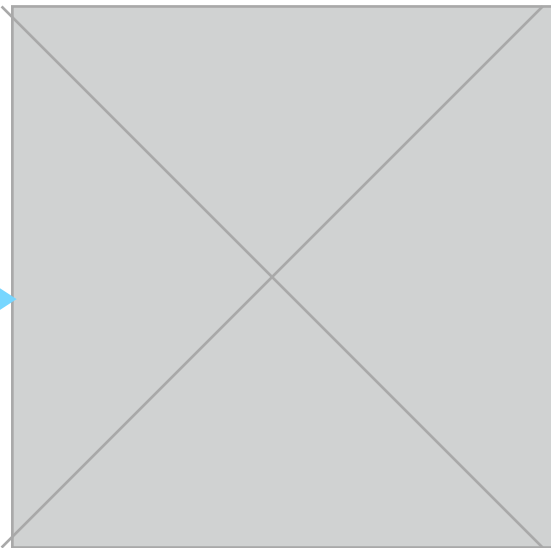


SKNT Näringslivsdagar  
14-16/4 2015



Skogsnolia 2015  
20-22/5 2015

2



EXTERN MÄSSA  
20-23/8 2015

1. Links to product listings for each event.  
2. If Nolia arrange an event in a different city or if someone else arrange an event where they want to use Nolia's monter service then it is possible for Nolia to link to that event from here. The link leads to a product listing for that event.

Monterservice / Skogsnolia 2015

1


Populära produkter ▼

2

Sök produkt...

12 st


3



**Fällbord 180 x 70 cm**  
230kr

Antal 


Hyr



**Barbord flip 70 cm**  
230kr

Antal 


Hyr



**Barbord flip 70 cm**  
230kr

Antal 

Hyr




**Barbord flip 70 cm**  
230kr

Antal 

Hyr


4



**Fällbord 180 x 70 cm**  
230kr

Antal 


Hyr



**Barbord flip 70 cm**  
230kr

Antal 


Hyr



**Barbord flip 70 cm**  
230kr

Antal 


Hyr



**Barbord flip 70 cm**  
230kr

Antal 


Hyr



**Fällbord 180 x 70 cm**  
230kr

Antal 


Hyr



**Barbord flip 70 cm**  
230kr

Antal 


Hyr



**Barbord flip 70 cm**  
230kr

Antal 

Hyr



**Barbord flip 70 cm**  
230kr

Antal 

Hyr

5

visa fler

1. In the filter / drop down - popular products is the default. Possible to filter on category, e.g. tables.
2. Possible to search for a product.
3. Link to product detail page
4. Add to cart
5. Show more products (if more in the list)

Monterservice / Skogsnolia 2015 / Fällbord 180 x 70 cm

1





Fällbord 180 x 70 cm

Artikelnr 123332

Längd  
Djup  
Höjd

Lorem ipsum dolor sit amet, ut  
persecuti inciderint vis, ex cum  
nonumy putant. At sea populo  
recusabo consetetur, at duo unum  
pertinax.

230 kr


Antal

Hyr

2

Relaterade produkter

3




Fällbord 180 x 70 cm

230kr

Antal

Hyr




Barbord flip 70 cm

230kr

Antal

Hyr




Barbord flip 70 cm

230kr

Antal

Hyr



Barbord flip 70 cm

230kr

Antal

Hyr

2

NOLIA AB 090 163400 E-post: [info@nolia.se](mailto:info@nolia.se)

1. Selected image. Click on different thumb nail to show another image.

2. Add to cart.



3. Related products show products that are relevant for the selected product, e.g. a cable if a spot has been selected.



Kundkorg Skogsnolia 2015

1

Till kassan

	Produkt	Antal	Subtotal	
	Fällbord 180 x 70 cm	<div>1</div>	230 kr	<div><div>×</div></div> <div>2</div>
	Produkt	Antal	Subtotal	
	Barbord flip 70 cm	<div>1</div>	230 kr	<div><div>×</div></div>

TOTALT

460 kr

Till kassan

1. Link to check out.
2. Delete product from cart.
3. Click on cart to get to this page.
4. It is only possible to add products to the cart that are within the same main category, e.g. Monter service / Skogsnolia 2015. If the user tries to add products to the cart from a different main category a warning will be rendered.





Kassan

Monterservice Skogsnolia 2015 TOTALT 460 KR

1. BOKNINGSNUMMER +

1

Bokningsnummer

3

För att boka monterservice krävs ett bokningsnummer. Du hittar bokningsnumret i det bekräftelsemail du fick i samband med bokning av monter för mässan.

Fortsätt 

2

2. BESTÄLLARE / MOTTAGARE +

3. BETALNINGSMETOD +

4. GRANSKA ORDER +

1. When a customer rents a stand to an event from Nolia they will get an email with a link to the web shop so they can start adding products to their stand. In the email they will also get a booking number that they enter in this field.

2. Click Fortsätt (Next) to continue to the next part of the checkout process.

3. If it's an external event the user do not have access to a booking number.

Kassan

Monter-service Skogsnolia 2015

TOTALT 460 KR

1. BOKNINGSNUMMER

+

2. BESTÄLLARE / MOTTAGARE

+

Monternummer

13 A

Företag\*

KLM Software

Emailadress\*

anders.andersson@klm.se

Emailadress\* (upprepa)

anders.andersson@klm.se

Kontaktperson i montern

Telefon (kontaktperson)

Övrigt

1

Fortsätt

3. BETALNINGSMETOD

+

4. GRANSKA ORDER

+

1. Click Fortsätt (Next) to continue to the next part of the checkout process.

Kassan

Monter-service Skogsnolia 2015		TOTALT 460 KR
1. BOKNINGSNUMMER		+
2. BESTÄLLARE / MOTTAGARE		
		+
3. BETALNINGSMETOD		+
Faktura		
Faktureringsadress		
Förnamn	<input type="text" value="Anders"/>	
Efternamn	<input type="text" value="Andersson"/>	
Företag	<input type="text" value="KML"/>	
Orgnr / Personnr	<input type="text" value="969696-9696"/>	
Adress	<input type="text"/>	
Postnummer	<input type="text" value="121 11"/>	
Postort	<input type="text" value="Falun"/>	
Adress 2	<input type="text" value="Sverige"/>	<input type="text" value="V"/>
Ref/märke på faktura	<input type="text"/>	
<div><div>1</div><div>Fortsätt</div></div>		
4. GRANSKA ORDER		+

1. Click Fortsätt (Next) to continue to the next part of the checkout process.

Kassan

Monter-service Skogsnolia 2015	TOTALT 460 KR
1. BOKNINGSNUMMER	+
2. BESTÄLLARE / MOTTAGARE	+
3. BETALNINGSMETOD	+
4. GRANSKA ORDER	+

1

Här visas alla uppgifter

Här visas alla uppgifter

2

Slutför beställning

1. Here, all the details are available to review, including the content of the shopping cart.

2. Click to confirm the order.

Kvitto

1

- Information om beställningen
- Bekräftelsemail skickas

1. Shows the receipt.

SCENARIO 2

External event organizers

An external part is organizing an event and would like to rent products for the event. They select the city where they would like to rent the products. They select products. They select the dates when they would like to rent. They decide if they want to pick up the products themselves or if they would like to get them delivered. In the booking confirmation it is stated that the booking is not valid until it is confirmed by Nolia.

## Monter-service

1

För dig som vill hyra utrustning till din monter

## Uthyrning till event och arrangemang

2

Vill du hyra något till ditt företagsevent eller din privata fest?

## Biljetter till våra mässor och events

3

Vill du hyra något till ditt företagsevent eller din privata fest?

1. Link to monter-service

2. Link to uthyrning

3. Link to biljetter

4. Link to shopping cart and language (drop down).



## Uthyrning

Du kan hyra produkter från oss till ditt arrangemang

1



Umeå



Luleå

1. Links to product listings for each city.

Uthyrning / Piteå

1


Populära produkter ▼

2

Sök produkt...

12 st

3




Fällbord 180 x 70 cm

230kr

Antal 

Hyr




Barbord flip 70 cm

230kr

Antal 

Hyr




Barbord flip 70 cm

230kr

Antal 

Hyr




Barbord flip 70 cm

230kr

Antal 

Hyr

4




Fällbord 180 x 70 cm

230kr

Antal 

Hyr




Barbord flip 70 cm

230kr

Antal 

Hyr




Barbord flip 70 cm

230kr

Antal 

Hyr




Barbord flip 70 cm

230kr

Antal 

Hyr




Fällbord 180 x 70 cm

230kr

Antal 

Hyr




Barbord flip 70 cm

230kr

Antal 

Hyr




Barbord flip 70 cm

230kr

Antal 

Hyr



Barbord flip 70 cm

230kr

Antal 

Hyr

5

visa fler

NOLIA AB 090 163400 E-post: [info@nolia.se](mailto:info@nolia.se)

1. In the filter / drop down - popular products is the default. Possible to filter on category, e.g. tables.

2. Possible to search for a product.

3. Link to product detail page

4. Add to cart

5. Show more products (if more in the list)

Uthyrning / Piteå / Fällbord 180 x 70 cm

1





Fällbord 180 x 70 cm

Artikelnr 123332

Längd  
Djup  
Höjd

Lorem ipsum dolor sit amet, ut  
persecuti inciderint vis, ex cum  
nonumy putant. At sea populo  
recusabo consetetur, at duo unum  
pertinax.

230 kr


Antal 

Hyr

2

Relaterade produkter

3




Fällbord 180 x 70 cm

230kr

Antal 

Hyr




Barbord flip 70 cm

230kr

Antal 

Hyr




Barbord flip 70 cm

230kr

Antal 

Hyr



Barbord flip 70 cm

230kr

Antal 

Hyr

2

NOLIA AB 090 163400 E-post: [info@nolia.se](mailto:info@nolia.se)

1. Selected image. Click on different thumb nail to show another image.



2. Add to cart.

3. Related products shows products that are relevant for the selected product, e.g. cable if a spot has been selected.

Kundkorg Piteå

1

Till kassan

	Produkt	Antal	Subtotal	
	Fällbord 180 x 70 cm	<div>1</div>	230 kr	<div><div>×</div></div> <div>2</div>
	Produkt	Antal	Subtotal	
	Barbord flip 70 cm	<div>1</div>	230 kr	<div><div>×</div></div>

TOTALT

460 kr

Till kassan

1. Link to check out.
2. Delete product from cart.
3. Click on cart to get to this page.
4. It is only possible to add products to the cart that are within the same main category, e.g. Monter service / Skogsnolia 2015. If the user tries to add products to the cart from a different main category a warning will be rendered.

Kassan

Uthyrning Piteå

TOTALT 460 KR

1. DATUM

+

Ange mellan vilka datum du vill hyra produkterna

1

—

Fortsätt

2. LEVERANS

+

3. BETALNINGSMETOD

+

4. GRANSKA ORDER

+

1. Add date for when to rent the products

Kassan

Uthyrning Piteå

TOTALT 460 KR

1. DATUM

+

2. LEVERANS

+

1

☐ Hämtar själv

☐ Utkörning till följande adress inom Piteå centrum (700kr)

☐ Utkörning till annan adress (vi återkommer med pridförslag)

Förnamn

Anders

Efternamn

Andersson

Telefonnummer

Anders Andersson

Leveransadress 1

Leveransadress 1

Övrigt

Fortsätt

3. BETALNINGSMETOD

+

4. GRANSKA ORDER

+

1. The user decides if they want to pick up the products themselves or get them delivered to an address.

CheckOutPage22

NOLIA

Language +

Start

Monterervice

Uthyrning

Biljetter

Kontakt

Kassan

Uthyrning Piteå

TOTALT 460 KR

1. DATUM

+

2. LEVERANS

+

3. BETALNINGSMETOD

+

Visa

Mastercard

Faktura

Fortsätt

4. GRANSKA ORDER

+

NOLIA AB 090 163400

E-post: info@nolia.se



Kassan

Uthyrning Piteå	TOTALT 460 KR
1. DATUM	+
2. LEVERANS	+
3. BETALNINGSMETOD	+
4. GRANSKA ORDER	+

- 1

Här visas alla uppgifter
- Här visas alla uppgifter

- 2

Sluför beställning

1. Here, all the details are available to review, including the content of the shopping cart.  
2. Click to confirm the order. When the user sends the order it goes into the CRM system. Nolia have to accept the order before it is applied.  
Before accepting the order they talk to the customer over the phone.

## Kvitto

1

- Information om beställningen
- Bekräftelsemail skickas

1. Shows the receipt.

### SCENARIO 3

Visitor

Picks an event. Buy ticket. An e-ticket is generated with a QR-code. An email with the code is sent.

## Monter-service

1

För dig som vill hyra utrustning till din monter

## Uthyrning till event och arrangemang

2

Vill du hyra något till ditt företagsevent eller din privata fest?

## Biljetter till våra mässor och events

3

Vill du hyra något till ditt företagsevent eller din privata fest?

1. Link to monter-service

2. Link to uthyrning

3. Link to biljetter

4. Link to shopping cart and language (drop down).

Biljetter

Köp biljett till någon av våra mässor

1

SKNT Näringslivsdagar  
14-16/4 2015

Skogsnolia 2015  
20-22/5 2015

Stora Nolia  
13-18/7 2015

Load up north  
15-19/7 2015

1

SKNT Näringslivsdagar  
14-16/4 2015

Skogsnolia 2015  
20-22/5 2015

Stora Nolia  
13-18/7 2015

Load up north  
15-19/7 2015

1

SKNT Näringslivsdagar  
14-16/4 2015

Skogsnolia 2015  
20-22/5 2015

2

EXTERNT EVENEMANG  
20-23/8 2015

1. Links to a product listing for a an event.  
2. Nolia are able to sell tickets for an external event.

Biljetter / Skogsnolia 2015

12-15/6 2015, Umeå  
Lorem ipsum

4 st

1

Vuxen dag

230kr

Antal

Köp

Vuxen 3 dagar

530kr

Antal

Köp

Barn dag

120kr

Antal

Köp

Barn 3 dag

240kr

Antal

Köp

2

Köpvillkor



+

1. Different type of tickets for an event. Click Köp (Buy) to add to cart.  
2. Click to show terms and conditions.

Kundkorg Biljetter Skogsnolia 2015

1

Till kassan

	Produkt	Antal	Subtotal	
	Vuxen dag	<div>1</div>	230 kr	<div>×</div> <div>2</div>
	Produkt	Antal	Subtotal	
	Barn dag	<div>1</div>	120 kr	<div>×</div>

TOTALT 350 kr

Till kassan

1. Link to check out.
2. Delete product from cart.
3. Click on cart to get to this page.
4. It is only possible to add products to the cart that are within the same main category, e.g. Monter-service / Skogsnolia 2015. If the user tries to add products to the cart from a different main category a warning will be rendered.





Kassan

Biljetter Skogsnolia 2015

TOTALT 350 KR

1. LEVERANS E-BILJETT

+

1

E-postadress

Fortsätt

2. BETALNINGSMETOD

+

3. GRANSKA ORDER

+

1. The user adds the email address to where the tickets should be delivered.



Language +

Kassan

Biljetter Skogsnolia 2015		TOTALT 350 KR
1. LEVERANS E-BILJETT		+
2. BETALNINGSMETOD		+
<div><div><input type="radio"/></div> Visa</div> <div><div><input type="radio"/></div> Mastercard</div> <div><div><input type="radio"/></div> Faktura (om belopp över 2000kr)</div>		
<div>Fortsätt</div>		
3. GRANSKA ORDER		+

Kassan

Biljetter Skogsnolia 2015	TOTALT 350 KR
1. LEVERANS E-BILJETT	+
2. BETALNINGSMETOD	+
3. GRANSKA ORDER	+

- 1 Här visas alla uppgifter
- Här visas alla uppgifter

- 2 Sluför beställning

1. Here, all the details are available to review, including the content of the shopping cart.  
2. Click to confirm the order.

## Kvitto

1

- Information om beställningen
- Bekräftelsemail skickas

1. Shows the receipt.