WebFactories

E-commerce Design and Development

1. Overview

The emergence of the Internet era provides New Company the possibilities to expand its reach to its target audience as well as serve its existing members and supporters in a far more effective manner. Webfactories has successfully helped design, implement and manage websites and E-commerce websites for many clients worldwide. Webfactories proposes to provide New Company with a full package of website design, content management, hosting and maintenance services.

2. About Webfactories
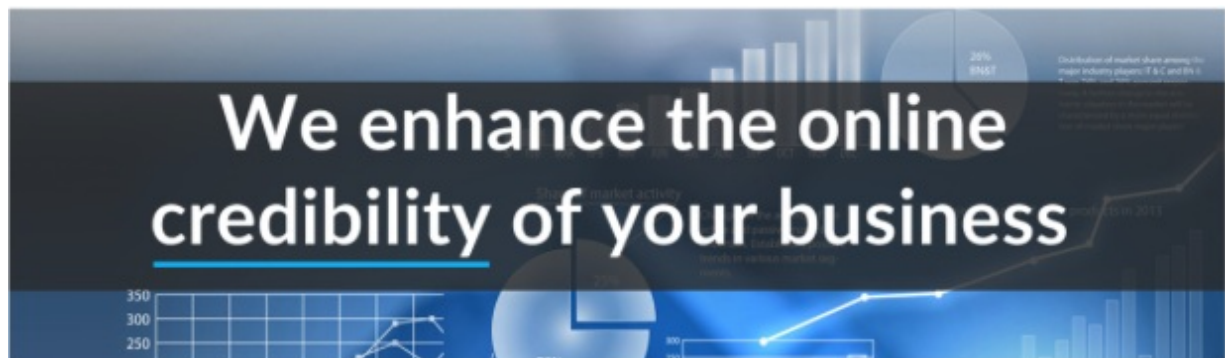
Webfactories is a global leader for software platforms for web, social and mobile marketing initiatives. We provide Software-as-a-Service (SaaS) platforms that customers can use to build business web sites, E-commerce web sites, Mobile websites or any content on social media.

The key Webfactories differentiators

- **Speed of deployment:**

Initial deployment is a matter of weeks not months. Whether you launch a new service or product, open a new branch, change the house style of the company or deploy micro sites, the setup time will be a matter of weeks not months. No additional development, no additional hardware allocation, no data center management, no complex project management. Only building the content within the custom designed and developed Template is the task at hand.

New Responsive designs: you want to change the look and feel of your web presence through a different design? What took weeks of complex programming can now be done in a couple of days through state-of-the-art HTML5 and CSS3 editing. Beyond deploying new

templates fast, it also enables you to store and later retrieve previous designs. All our templates are mobile designed-first and can be easily viewed on all modern browsers available in the market.

- **Ease of use**

  We build a custom content model instead of dealing with fixed, predefined templates. So no complex and technical user interfaces, just use the online editor to update the content.

- **Integration**

  A website is not and can never be a standalone solution. It needs to integrate with other technologies; again without the need of programming or extra and therefore proprietary developments. We integrate all major social media , e-mail marketing, analytics and CRM platforms seamlessly in to your website.

- **About Webfactories**

  The company is based in Singapore and is operating from data centers across the globe and service delivery centers in Asia. We have associated companies in The Philippines, Australia and the United Kingdom. The company was incorporated in 2010, and was founded by two seasoned IT executives from Europe.

3. Scope of work

For the initial phase of development , Webfactories will work with the client to create up to 3 Responsive E-commerce design concepts, of which one will be chosen by client as the design to be implemented.

A full briefing document is available from Webfactories. That document will serve as a basis for design, business logic and management of the site. Once the briefing document has been received and accepted by Webfactories, the time to implementation is estimated at around 25 business days.

Webfactories will set up a content management solution that makes it possible for non-technical editors to manage the entire business logic of the shopping cart through a simple online User Interface (UI). Extensive reporting is available as well as analytics.

4. Our approach

Multi Platform

For use on desktops, tablets and smartphones or any other devices that has a browser.
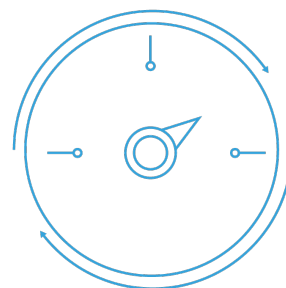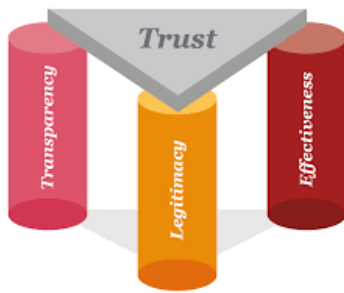
Fast & Secure

Very secure solution with best industry practices and inline with PCI compliance for any payment gateway.

Quick & Easy Process

Large selection of payment and shipment methods integrated into your shopping cart application

5. How to benchmark your Shopping cart

INSPIRE TRUST

- **Reveal product reviews**

Transparency inspires trust, and in the e-commerce world, it's all about product reviews. People will obviously trust what other customers say about you more than what you say about yourself. When you provide full disclosure, it cultivates a sense of trust on your entire site. Amazon knows trust factors. Right next to most products, they place the number of reviews and glittering gold stars that tell the world how much this product is loved. There's something trustworthy about buying a device that thousands of other people think is worthy of a five-star rating.

- **Use recognised verification symbols.**

Certain symbols are trust markers, like Visa or Mastercard or Paypal. The presence of these value-add images on a site give visitors and shoppers the sense of *bona fide* they need to go through with a purchase. Trust factors usually look familiar — logos, a lock icon, etc.— and help to inspire a degree of confidence in your site.

- **Tell your customers that you can be trusted.**

There's no harm in just telling it how it is. Let people know, in plain language, that you care about being trustworthy. Whether you're endorsed by agency XYZ, or have a membership with TrustNetwork 123, you can simply state the facts about your validity.

KEEP IT SUPER SIMPLE and EASY

- **Make your site completely responsive.**

Keep in mind that anywhere from over 50% of your customers are visiting your site by way of a small screen. These mobile visitors constitute a huge conversion channel. If your site isn't 100% responsive, you're playing fast and loose with thousands of pounds or dollars in revenue. These people will be bidding *adieu* the minute that shopping cart cramps their mobile style.

- **Make your navigation MENU prominent.**

A site's navigation is one of the most noticeable features of its usability (or lack thereof). Keep a site's menu options available from everywhere on the site, and make it obvious.

- **Ensure optimal speed.**

It's common knowledge that a slow website will shoot your SEO, your conversions, and your credibility. Make sure your website has top-notch sizzling speed at *every phase,* especially at the checkout.

- **Your call to action is critical.**

Don't be bashful when it comes to your call to action. This is the most important aspect of your page. It is the gate to the checkout. Show people where it is — big buttons, large fonts, contrasting colours, whatever it takes. This is your time to shine. Give them a firm nudge in the right direction. You're not being rude. You're being courteous by providing good usability.

 FLAWLESS CHECKOUT is CRITICAL

- **Make your checkout linear.**

Christian Holst, an industry expert describes an underlined uncomplicated checkout process as "completely linear." A linear checkout process flows in a straight line from start to finish. This linear process is intuitive. It's expected. The user knows what's going on at each steps and is confident about what is going to happen next.

- **Use as few steps as possible.**

Market studies reveal that the average checkout process has 5.08 steps. If your checkout process takes 9 steps you are sunk. A two-step process has the highest usability score. But as long as keeping it between two and six steps, you should be fine.

- **Provide Help**

Lots of e-commerce sites are great about providing help. They feature popups, live chat, and plenty of invitations for a user to get answers to their questions. Some, they're being so helpful, it becomes over-the-top annoying. We support that kind of help. It can be a good thing. .

- **Satisfaction**

When a customer arrives at the checkout, they need to feel happy about what they're doing. If they experience a sudden emotional shift as they are preparing to pay, it could derail the process and cause them to leave the shopping cart. Making a purchase is an intensely emotional experience. Those emotions need to remain positive and stable throughout the entire checkout process.

- **Confidence**

Along with a sense of pleasure and finality, they customer needs to possess the confidence that they're making the right move. If they go into the checkout process with big questions, these questions need to be answered. Their confidence should *rise* during checkout, not decline.

- **A way out**

Like it or not, your customers want to keep the back door open. They're asking "if" questions. If I'm not satisfied, can I return it? If they screw up my order, can I get my money back? If I find a better deal somewhere, will I be able to send it back and get a refund? This is why you should feature your return policy during the checkout process.

6. Pricing Table

Name	Price	QTY	Subtotal
Webfactories Shops Limitless/per month	$0.00	1	$0.00

Name
Up to three Custom Designed Responsive Themes
One Custom Developed Responsive Themes
Unlimited Number of Products, Categories and sub categories
Unlimited Number of Digital Products that can be downloaded
Let your products be reviewed by customers and experts in your business area
Embed all or portions of your products in other websites or Social Media accounts like Facebook and Pinterest
Unlimited number of Pages for related content, i.e. about us, terms and conditions, Shipping terms, return policy
Build a list of customers that you can reach through E-mail and Newsletter Marketing
Chat box lets you chat with customers and give them real-time support.
Enable HTTPS for your site. A Free SNI SSL Certificate is included in your plan
Set-up of various shipping logics applicable to your business model
Set-up of a shipping engine to automate and calculate all your shipments. Fedex, UPS and Australian Post
Set-up your shop to include credit card and Paypal payments through Paypal and Paypal Express
Set-up of additional payment gateways such as Stripe or Braintree
Sent your request to support@webriq.com and we will get back to you within 24 hours
Request new builds and other related service issues to http://helpdesk.webriq.com
Request Content updates through a dedicated Slack communication channel
Project workflow through Trello

Move your domain to Webfactories.			
Point more domains to multiple Top Level domains.			
Your site has a subdomain on WebriQshops Top level domain			
Sites hosted on Webfactories are served straight out of our Cloud instances			
Roles and permissions for additional team members (up to 5)			

Subtotal	**$0.00**
Total	**$0.00**

7. Terms and conditions

Our Services are billed monthly or yearly in advance, and are payable through Paypal or Credit Card. We are using Stripe as our secure payment gateway.

All our services are automatically renewed unless cancelled by e-mail 5 days before the renewal date of your service to payments@webriq.com. Mention your name, company name, website URL and service plan in your cancellation e-mail.

Service period starts the first of the month following the receipt of your first initial payment.

Terms and conditions of Webfactories services can be found on <u>TERMS and CONDITIONS.</u>

8. Get started

The first amount will be Invoiced within 24 hours of Webfactories receiving your signed Agreement, and payment is due on a five (5) day account. Second invoice will be issues on the last day of the month following the signed Agreement every and will be a on a five (5) day account. A fee may be charged if invoices are not paid within the agreed timeframes. Should your Account become one (1) month overdue Webfactories reserves the right to turn off your website and all related Webfactories services may cease until the account is brought up to date.