

# Shopimy

## User Manual

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## Introduction

The Shopimy user manual aims to give a complete overview of the application. This guide is meant to aid both first-time and previous users with questions regarding the functionality and usability of Shopimy. Included in this guide is a description of Shopimy, and how to get started on the application both as a customer and as a store owner. There are also descriptions of the key functionalities of the application, and the available functionalities on specific pages.

### Introduction to Shopimy

Shopimy is an online web application with a focus on providing users with an easy and accessible way to start their small business. Shopimy aims to meet users in the middle of providing an application that is intuitive, user-friendly, and focused on the experience of creation and usage.

## Getting Started on Shopimy

### Account Creation

Shopimy allows users to both use the application as a guest, as a user with an account or as a store owner. Each provides their own unique set of functionalities. If a user chooses to use a Shopimy store without an account, they have the same functionalities of the store available to them as a user with an account, however they do not have the usability and functionalities that are available to those that have an account. A user in this position only has access to basic features, such as adding items to their shopping cart, and shopping from a Shopimy store. They will not have access to features of an account with Shopimy such as order history or account settings. Figure 1

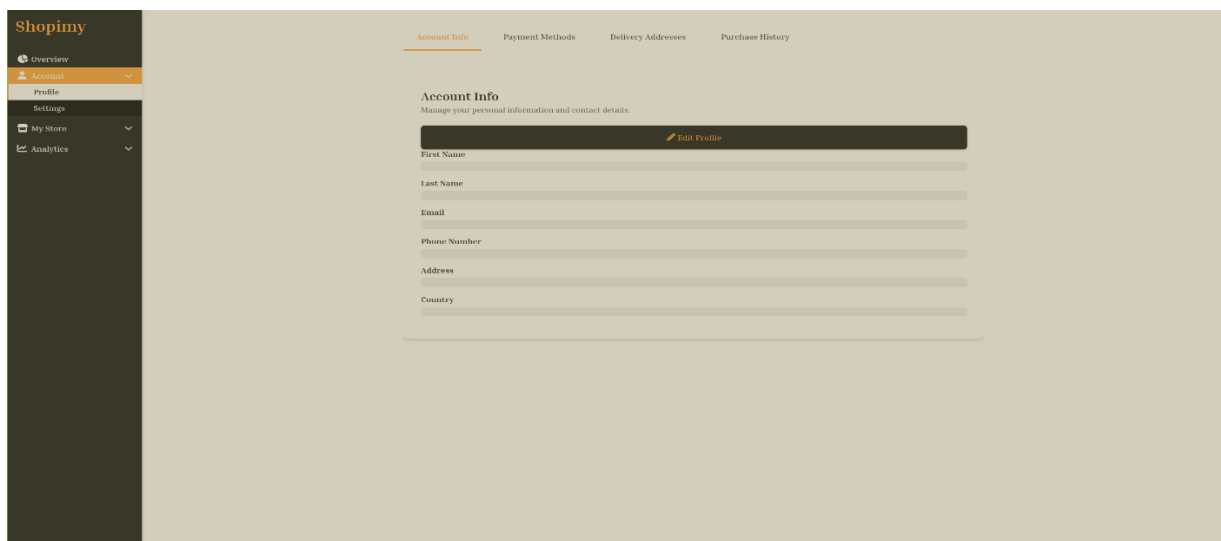


Figure 1 Profile Page

If a user chooses to use Shopimy as a customer with an account, one simply has to select at the top of the homepage of Shopimy the login button, from there the user will be prompted to login to their account, if no such account exists then at the bottom of the page there is an option to sign up for an account. If the user selects to sign up for an account, they will be prompted with our register page as seen in *figure 2*. Once the user creates their account, they will be brought to their user profile and can begin using their Shopimy account.

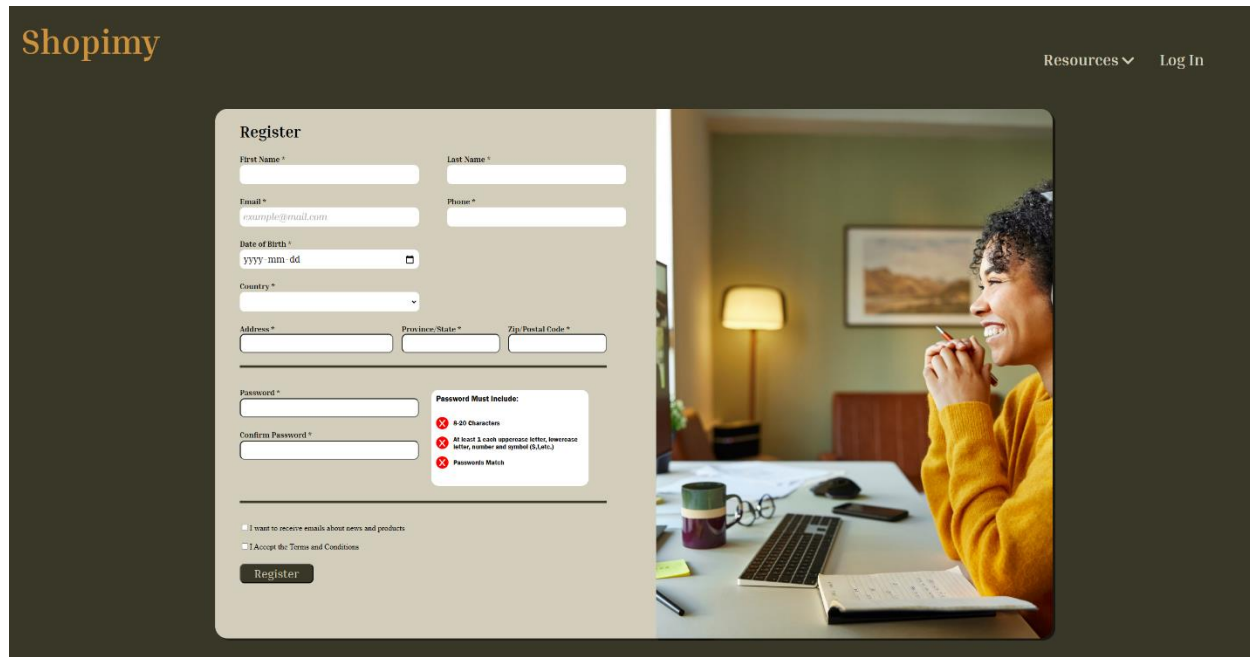


Figure 2 Register Page

The user account has a variety of features that are available to them, to navigate to the user profile from the store page, click the person icon in the top right-hand corner of the screen. From there the screen will display the user profile and the user settings that are available to them. Within the profile, the user has the ability to edit their profile details such as name, email address, phone number etc. There is also the ability to add or delete payment options to the account that are automatically saved into their account, when this user then goes to check out products in their shopping cart this information is automatically applied for easy check out. Additionally, the user can look at purchase history, this includes the store they bought from, the product they bought, the price and the status of the shipping/tracking

During account creation a user can choose to create a store and thus change the configuration of the type of account that they have. If a user is creating a store for Shopimy, they will be directed to the store editor section of the user dashboard. This will allow them to make any changes regarding, colours, pictures, and listing details. A store owners account has access to what is called the store dashboard. The store dashboard houses analytics of the store (includes

total revenue, total orders, average order value, total visits, products, sales trends and store traffic) it includes a section to edit the look and design of their store, the ability to manage inventory and list products.

## Application Navigation

Shopimy is designed with the user in mind, ease of use and simplicity were at the forefront of design and implementation of Shopimy. Navigation throughout the site is controlled by the top navigation bar. This bar across the top of the screen allows for access to a user's profile and if they are a store owner it allows them to access their store dashboard. Across the top of the navigation bar the categories of items that the store offers are listed. The store that once opened displays all products that the store currently has in stock and available. Once a category from the top navigation is selected, the items that are in that category are filtered from the list of all products. Displaying only items that are within that specific category. If the user is a store owner and wishes to navigate through the store dashboard they can find a side menu on the left of the screen to find all available pages.

## *Shopimy Pages Overview*

### Homepage

Shopimy is an application that allows business owners to create and sell products on a website that they can build themselves in a few easy steps. When a user looks strictly at Shopimy (not a specific store), they are presented with the Shopimy homepage. The Shopimy homepage offers an overview of the application providing a brief description of the aims of the application and how to quickly get started on the application. With screenshots of what a store could look like and functionalities it has, to ensure the user understands what their options are when they create a store with Shopimy.

### Account Page

As outlined in the account creation section of this manual, a user can create an account as either a customer or as a store owner. The screenshots below showcase what a profile of a customer looks like and the profile of a store owner. A customer profile is complete with saved user data, such as personal details, credit card information, order history and a wish list. For further details on each of those please refer to the “*Account Creation*” section of this manual. The store owner profile is seen in *figure 3*, the store owner has more features available to them, this includes all the features that are available to a customer plus a store dashboard, the store dashboard includes insights such as analytics, an inventory log, product availability etc. For more

information and details regarding the store dashboard please refer to the section “*Store Dashboard*”.

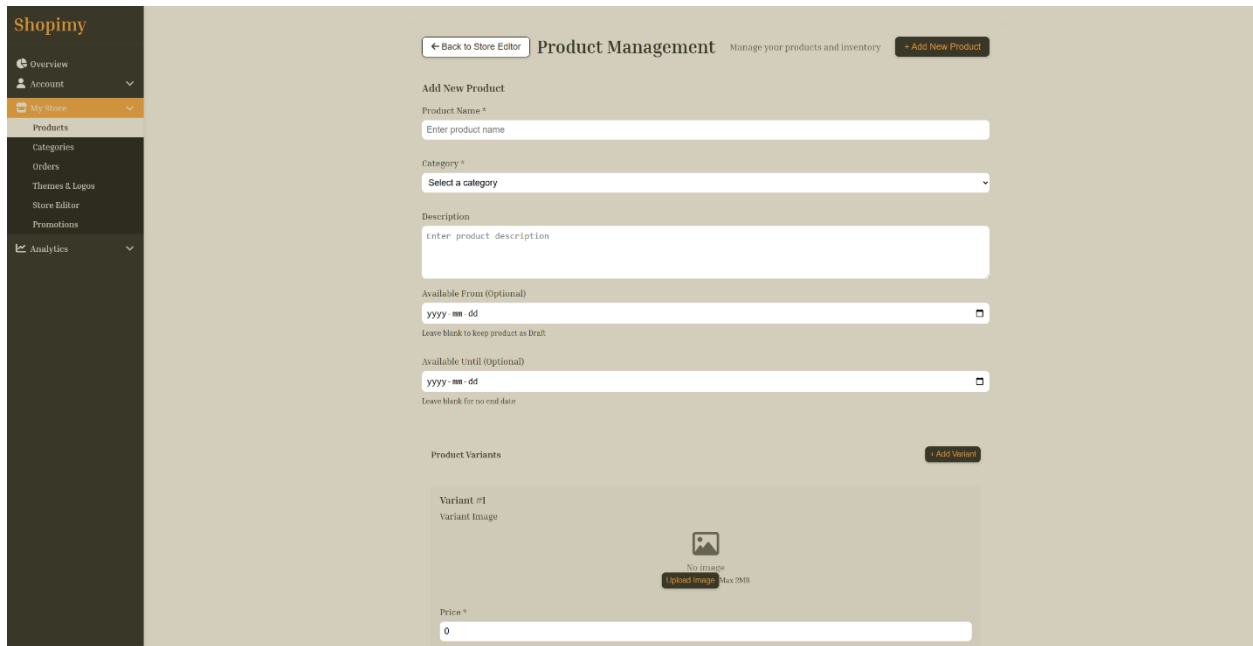


Figure 3 Store dashboard that store owner has access to

## Store Page

Every store that is available on Shopimy has their own store page, the store page houses all items and categories that a store has. In *Figure 4* we can see what a store on Shopimy looks like. In *figure 4* we can see the Wasteland Wares store, we can see the number of items that the store offers, the categories in the top navigation bar, the shopping cart and the general description and banners that the store has to advertise their products.

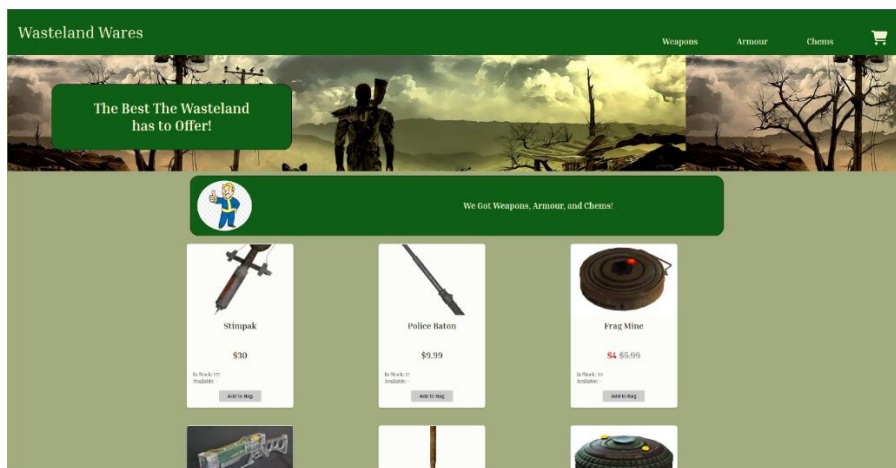


Figure 4 Shopimy store Wasteland Wares

Each of the items seen in the store has the ability to expand to a new page for a more detailed description of what the product is that the user is buying. The item page showcases what the average product listing looks like. The product listing includes photos of the product that the store owner chooses, sizes and colours of the product if applicable and the ability to favorite/ add a product to a user's wish list which can be found in the user profile section. For more details on the user profile please refer to the "Account Creation" section. Additionally, a user is able to leave reviews and ratings on a product towards the bottom of the page. A user simply needs to write their review and select the post button for it to then display with the product.

The user or customer can filter the products that they see on a store page. As seen in *figure 5* if a user selects one of the categories from the top navigation bar, such as Chem in *figure 5* the store will display only items that are in the specific category.

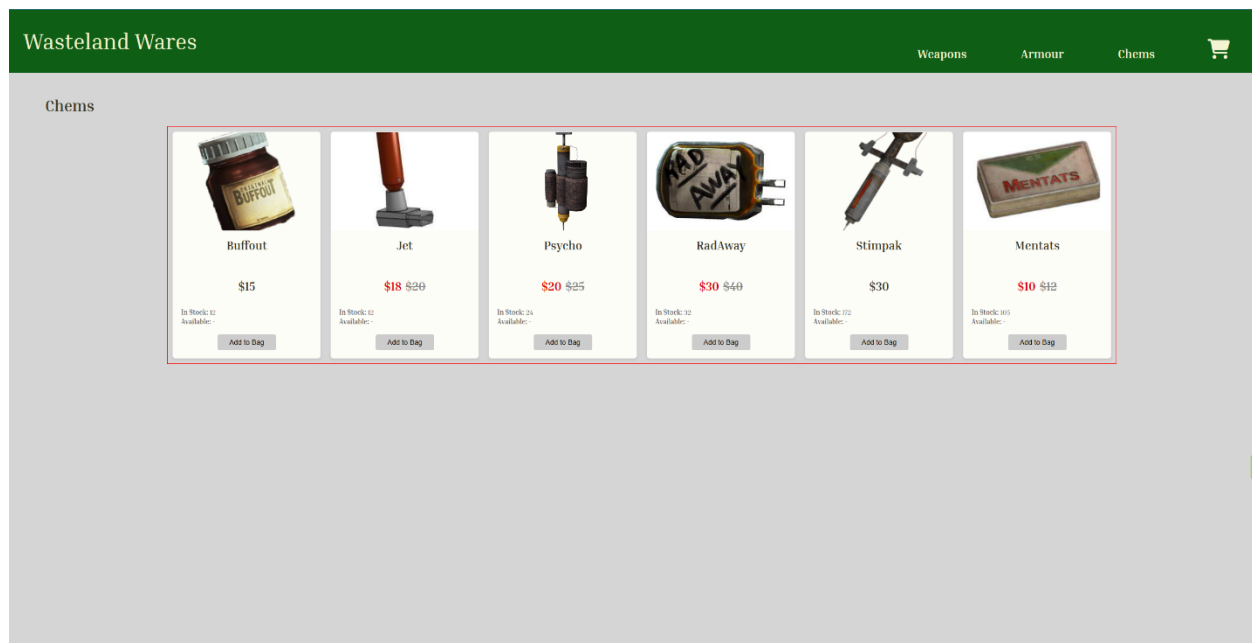


Figure 5 Wasteland Wares category Chem display

## Shopping Cart

Every store created with Shopimy has their own individual shopping cart. To locate the shopping cart in a store, look to the top righthand corner and view click the icon, the icon that looks like a shopping cart. All items that the user has added to the cart will be available to view here. The shopping cart lists out all items, the quantity of items, price, and order summary see *figure 6*. Additionally, users can add or remove item from their cart by selecting the add or subtract buttons or the x button to remove everything from the cart. Once the user is satisfied with the selection they have made, they are able to checkout from the store and proceed with payment.

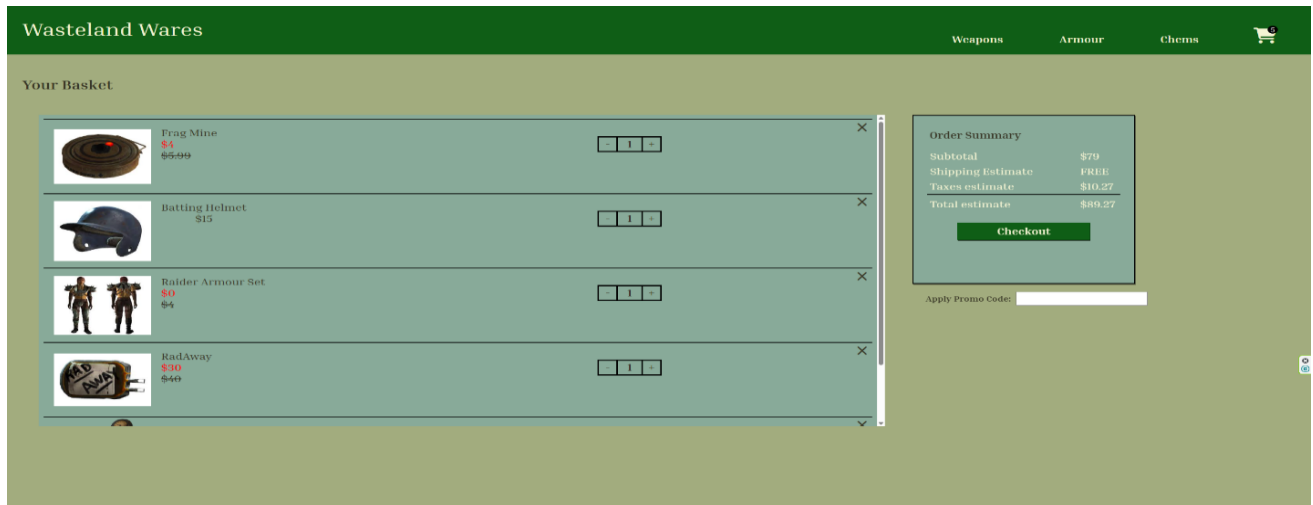


Figure 6 Wasteland Wares shopping cart

## Checkout Pages

When a user is satisfied with their selection from the store, they are able to proceed with checkout with their products. The checkout process involves going through a series of pages to ensure that the store has all the proper information it needs to send the products and collect payment from a customer. Shipping information is also required from a customer to purchase products from a Shopimy store. The next step that a customer would take is to fill in the payment information page, in which the user enters in all the card information. The last step in the payment process pages is reviewing the products to be purchased, shipping information, payment information and then submitting the request to purchase products from the selected Shopimy store.

Figure 7 Checkout page for filling out personal information



## Store Dashboard

The store dashboard is only available to users that are store owners. The dashboard encompasses a variety of pages that each allow for customization of the store. The user when they first are presented with the dashboard is shown an overview page. This page shows some quick analytics for the store and allows for some quick links for quick access to important insights. Along the lefthand side of the screen the user is shown the menu to navigate around the dashboard.

One of the main features of the store dashboard is the store editor page. On the right hand side of the page the screen features a preview of what the store looks like as you are editing it with the components on the left. The user has the ability to to edit basic information, like the store name and the banner and logo text as seen in *figure 8*. However, they are also able to manipulate the theme of the store as seen in *figure 9* the colour theme can be changed and the components of the store editor can be changed to allow for the user to personalize the store, list of components that can be toggled on or off can be seen in *figure 9*. It should be noted that the right side of the screen titled live store preview, offers a preview of all the changes that a user can make to the store to ensure that they like the look and feel of their store.

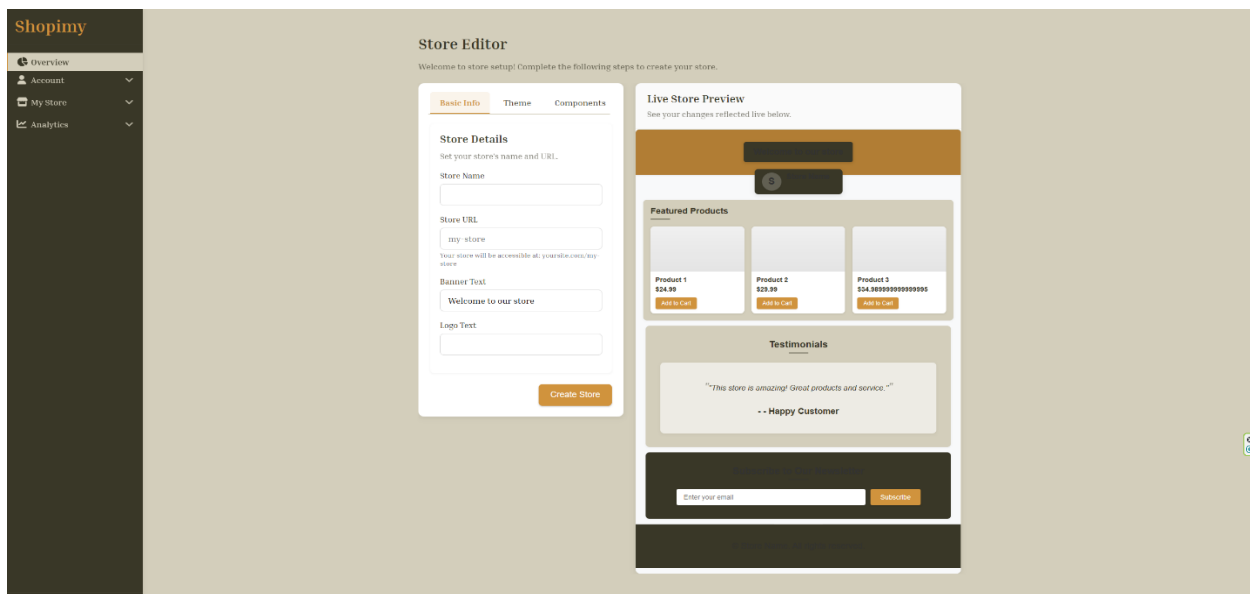


Figure 8 Store editor page, featuring basic info

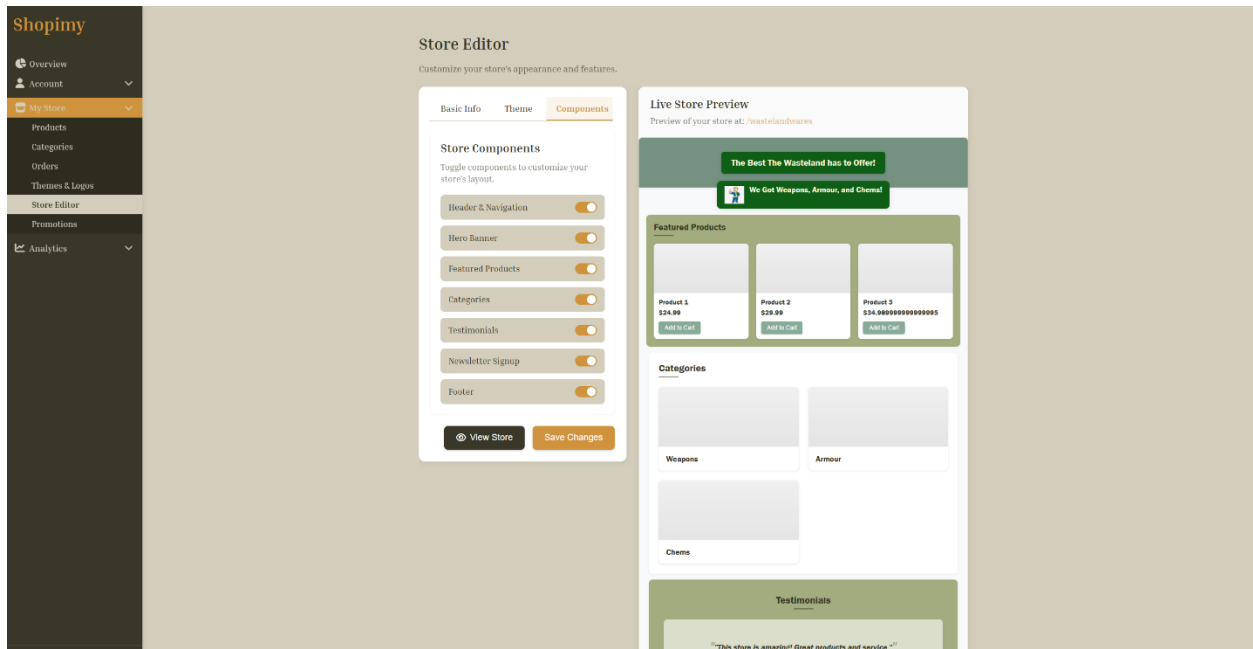


Figure 9 Store editor featuring different store components users can change

The next page that the user can view is the orders page, this page outlines some quick statistics such as number of sales, orders, customers, and fulfilled orders. The next section on this page is outlining order details. Within this section the user can view the order, if payment has been made, the order number and the customer name. This can be seen in *figure 10*.

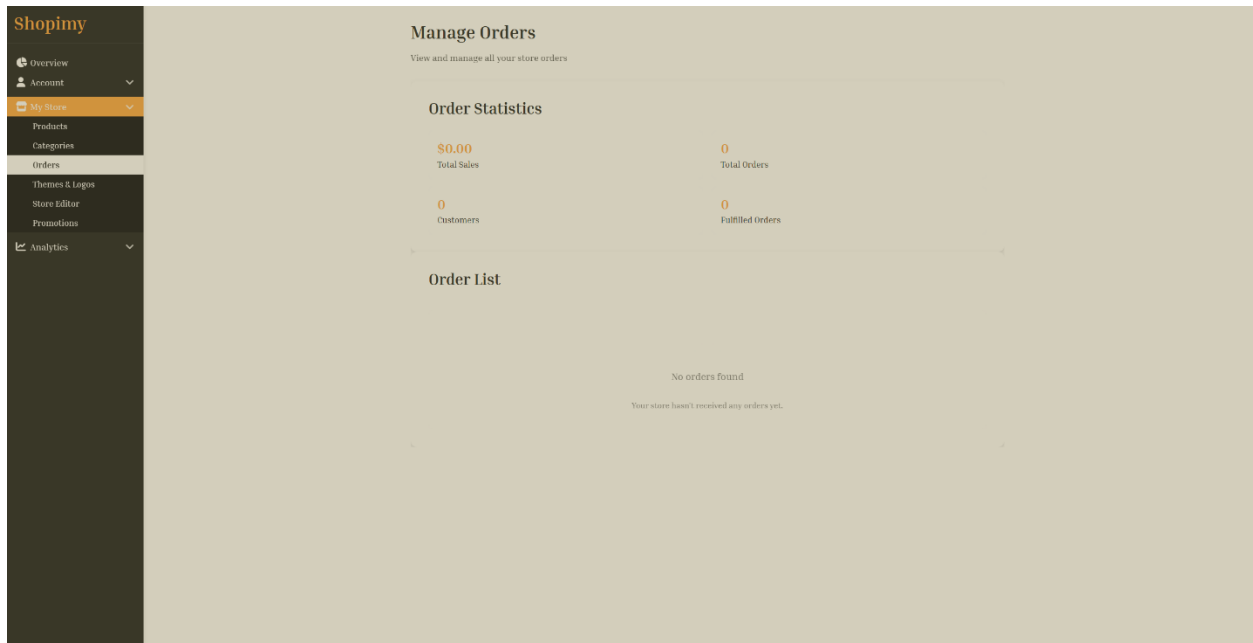


Figure 10 Store dashboard order page

The next page is product management, this page has a variety of aspects to it. A user can create a new product to add to their store, they can add a product name, a category and description of the product, they can also add when the product is available from and to this can be seen in *figure 11*. The next step is to ensure that the quantity, size, colour and price are all included in the inventory and pricing section of the listing. For a user to select a category for a product they are publishing, they need to ensure that they have created the category first in the categories page in the dashboard. A user can also view the inventory of the store, it lists out the number of products, the category, the status of the product the price range, the total stock of the product and allows the user to edit or delete a product from the inventory section of the Product Management page this can be seen in *figure 12*.

Shopimy

Overview  
Account  
My Store  
Products  
Categories  
Orders  
Themes & Logos  
Store Editor  
Promotions  
Analytics

← Back to Store Editor Product Management Manage your products and inventory + Add New Product

Add New Product

Product Name \*  
Enter product name

Category \*  
Select a category

Description  
Enter product description

Available From (Optional)  
yyyy-mm-dd  
Leave blank to keep product as draft

Available Until (Optional)  
yyyy-mm-dd  
Leave blank for no end date

Add Variant

Product Variants

Variant #1  
Variant Image  
No image  
Upload Image (Max 2MB)

Price \*  
0

Figure 11 Store Dashboard, Product management page

The screenshot shows the 'Your Products' section of the Shopimy dashboard. At the top right, there are buttons for 'Cancel', 'Save Draft', and 'Publish Product'. Below these is a table listing various products with their details and actions.

Image	Product Name	Category	Status	Price Range	Total Stock	Actions
	Police Baton	Melee	<span>draft</span>	\$9.99	12	<span>Edit</span> <span>Delete</span>
	World Series Baseball Bat	Melee	<span>draft</span>	\$12.50	15	<span>Edit</span> <span>Delete</span>
	Cryo Mine	Traps	<span>draft</span>	\$8.99	28	<span>Edit</span> <span>Delete</span>
	Frag Mine	Traps	<span>draft</span>	\$5.99	30	<span>Edit</span> <span>Delete</span>
	Mentats	Ingredients	<span>draft</span>	\$12.00	105	<span>Edit</span> <span>Delete</span>
	Stimpak	Health	<span>draft</span>	\$30.00	172	<span>Edit</span> <span>Delete</span>
	RadAway	Health	<span>draft</span>	\$10.00	32	<span>Edit</span> <span>Delete</span>
	Psycho	Combat	<span>draft</span>	\$25.00	24	<span>Edit</span> <span>Delete</span>
	Jet	Combat	<span>draft</span>	\$20.00	12	<span>Edit</span> <span>Delete</span>
	Buffout	Combat	<span>draft</span>	\$15.00	12	<span>Edit</span> <span>Delete</span>
	Battling Helmet	Helmets	<span>draft</span>	\$15.00	12	<span>Edit</span> <span>Delete</span>

Figure 12 Store Dashboard, Product inventory

The next page that a user can view is the analytics page. This page allows store owners to view insights into how the store is functioning. The analytics included in this page are the total revenue, the total amount of orders, average order value, number of store visits, and the number of products. Additionally, graphics depicting sale trends and store traffic are also included and can be viewed in *figure 13*.

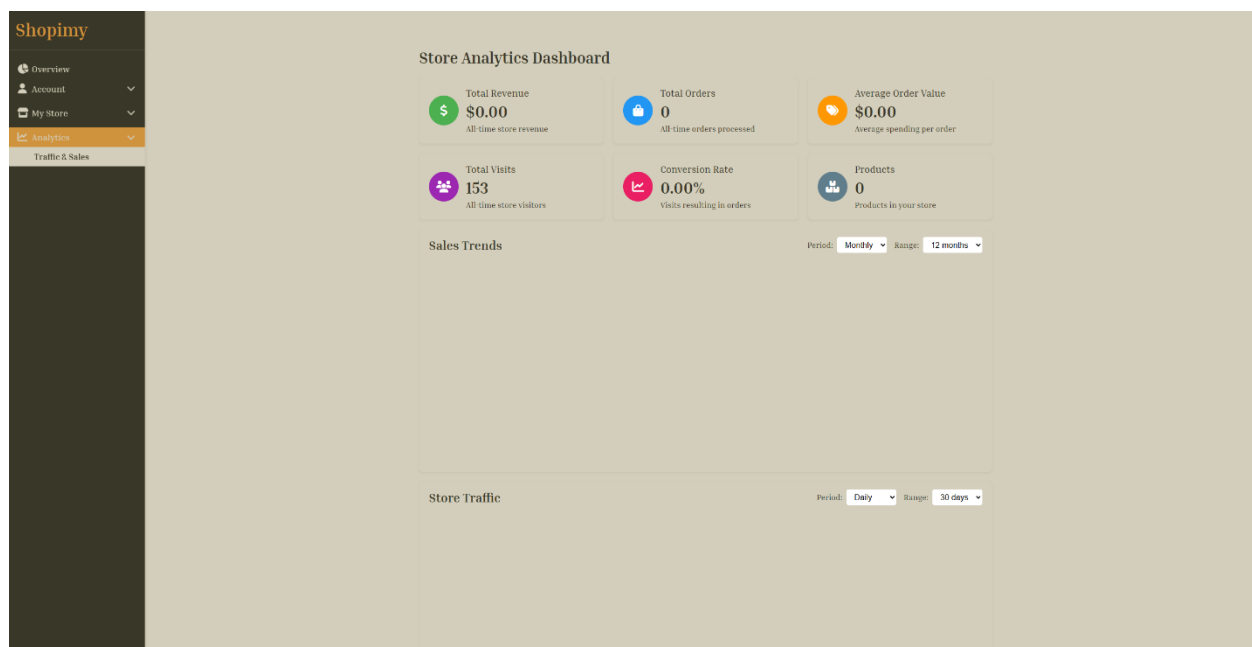


Figure 13 Store Dashboard, analytics page

The store dashboard also features a page for category management. This page is for store owners to create categories for their products to be displayed across the navigation bar at the top of the screen. Each product that is listed within the store as an associated category. In *figure 14*, we can see the categories that have been added to a store. The category management page allows for categories, and parent categories, with the ability to edit or delete a preexisting category. Additionally, this is where a user can create a new category for a product by selecting the Create New category button.

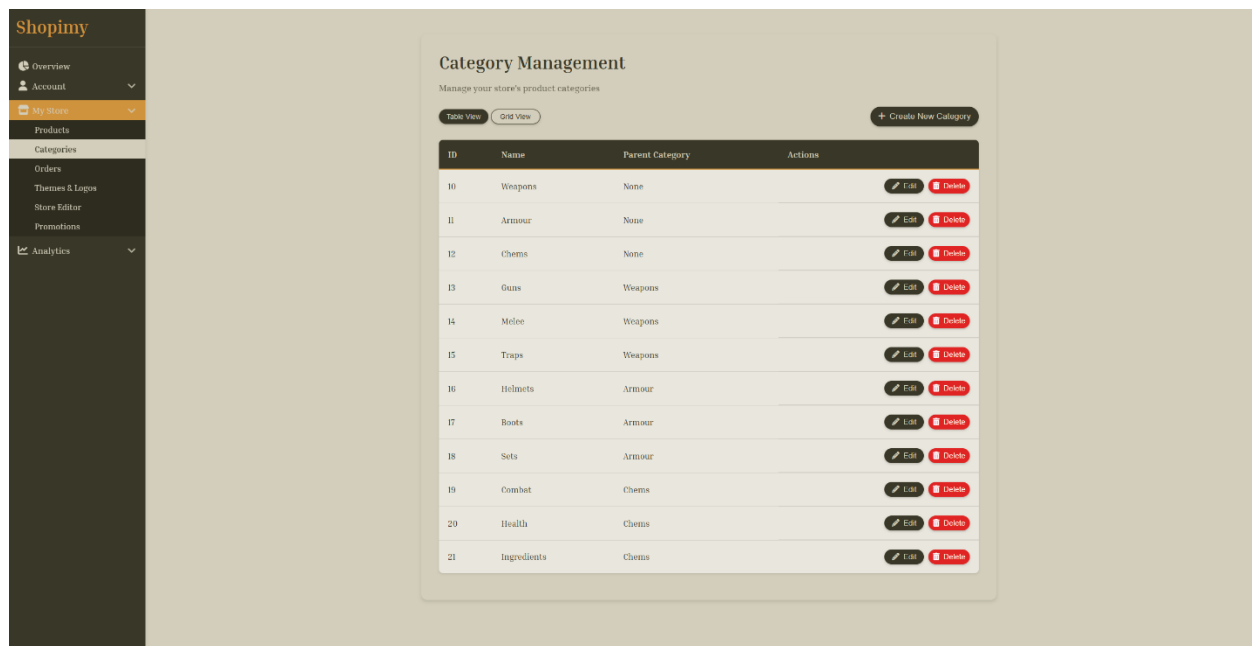


Figure 14 Store Dashboard, category management page

Store Appearance is a page within the dashboard that allows a store owner to change the colour way of their store. As seen in *figure 15*, Shopimy offers a select number of preset themes that a user can choose from. However, if they choose the customize button, they can select more personalized colours. Additionally, the user can select and upload their store logo. This will be displayed in the brand logo section of the page.

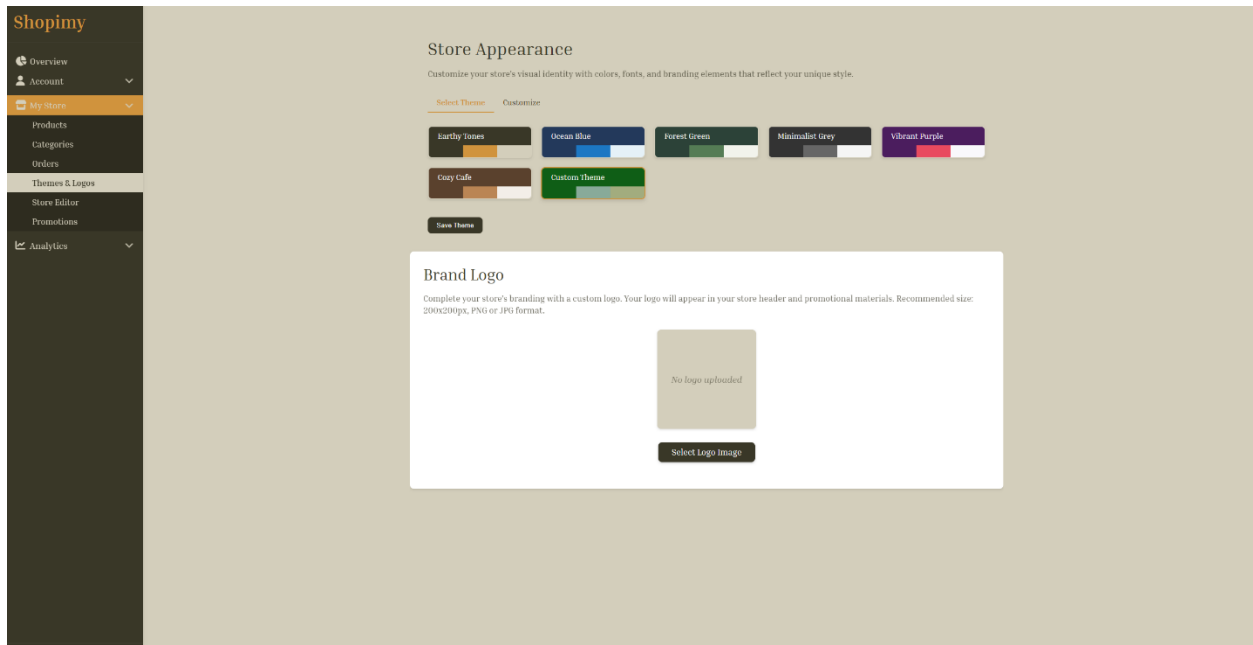


Figure 15 Store Dashboard, store appearance / themes

The promotions page is also included within the store dashboard. This is for users to create a promotion or a sale item. The promotions can be applied to previous customers, applying to specific categories, or customers that favorite the store. With the option to send messages to the customers they are giving the promotion to.

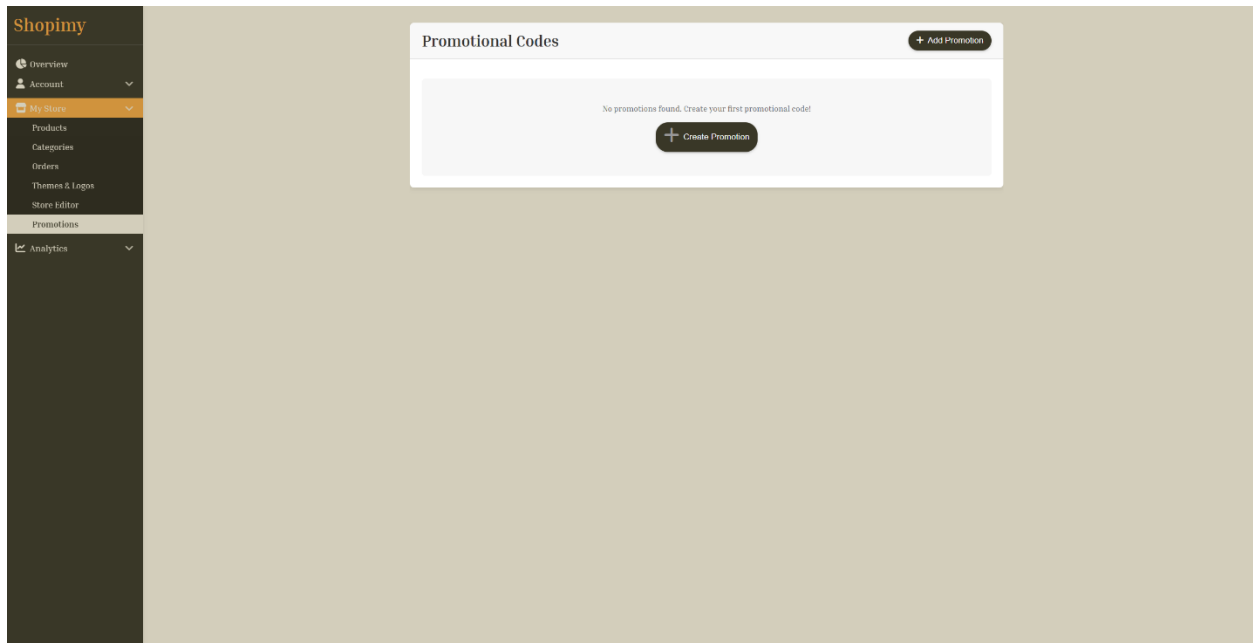


Figure 16 Store Dashboard, Promotions page

