URS of Shopping Matt

It is a ecommerce store http://shoppingmatt.com/ to be developed on eCommerce platform.

The solution to include a responsive design for desktop, smartphones and tablets.

This store will be based on Multi-Vendor e-commerce platform, where users can Shop either from different preferred or nearby stores/vendors and pay on pickup or delivery, **distance based shipping** will be used, as the shipping cost to vary depending on the distance from the vendor to the destination.

Development Conditions

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* Quality of graphic design should be standard

** All the design and development with Concept process flow given in [Brainium Proposal for eCommerce website   Mobile App.pdf](#) must be used in website.

Technologies Used:

1. HTML5 & CSS for Front End (Multi device compatibility)

2. Mysql Database

3. Apache Web Server

4. VPS or Dedicated Linux server with root access.

Frontend Features

e-commerce default and information pages

It will have all those pages comes with any default e-commerce platform, like Home, Archive pages (category or any product listing i.e. search results or featured), Product Details page, Contact Us, Sitemap etc.

And information pages like About Us, Terms, Privacy policy etc. Information pages can be handled (Create, edit, delete) in admin dashboard.

Page Header

Currency switcher: It will have a currency changer on the top left of every page.

My account: It will have a dropdown section in top right of every page, Guest user will see Login and registration dropdown and logged in user will see the following :-

- *My account (account settings)* : Here the user can view and edit his/her personal details.
- *Order history*: Here the user can see all the active or pending orders he/she have made on this website.
- *E vouchers*: Gifted or distributed by admin, vendors or another user.
- *Favorites:* It is a list of all products that user have previously bought online. It's a great way to quickly find the things user buy regularly. The most likely items that a user can buy just out of instincts some times as they go through the products they can just select it as part of their liking goods and can get all the updates about the same products.
- *Frequently bought:* It is a list of products that the logged in user regularly(repeatedly) purchased online. It's a great way to quickly find the things user bought most often.
- *Shopping list:* It is a way for user to save groups of products that he/she wants to buy regularly. Can be achieved by creating multiple wishlist.
- *logout* link etc.

Logo: It will have the store logo in every page header.

Search: A user should be able to search the products from header search section by product title, keywords in the description, product tags….etc.

Mini Shopping Cart: Top right hand of each static page header to have a mini shopping cart contains the number of items in the user's cart and the total value of the items in the cart in the currency selected by the shopper.

When clicked, it will show the contents of the shopping cart including:
- a thumbnail image for each product
- the title for each product
- product options
- sub-total
- taxes
- points earned
- all applicable discounts and coupons
- total

In addition, there should be functionality to delete or change quantity of a product from the cart.

Navigation Menu: All pages will have a navigation menu bar containing links of any page or category catalog.

Menu will have those links :-
- All vendors: it will show a detailed list with all the registered vendors with alongside the user's ratings graphically presented with their popularity.
- Nearby that enables a user to Geo-search registered vendors, as in store locater.
- Campaign where all the vendors advert of offers and public events will be advertised.

After Navigation Menu It will have a slideshow the Slideshow images transition should be continuous. Store owner Should be able to Upload images with its details since mostly will be managed advertisements. It will have the banner with featured link, banner cards, vendor's carousal etc *as per design mock-up.*

News: View latest news / All news. And by clicking on read more link will lead to individual news page.

Events: Option to view events date wise / month wise or week wise. Clicking on view event link will lead to individual event page.

Social Media Icons will appear in every product or vendor details page, and in static pages. It will share the URL with *provided og information on page* to their respective social media sites.

Footer will show the four section contain starred info pages, my account pages, service pages (like sitemap, contact us) etc. also with copyright declaration *as per design mock-up.*

Login / Registration

The static header of each page is to contain a log-in section; When clicked, or touched, the drop down to contain fields to login with your store login and password. In addition, to contain a link to create an account and a link if your password is forgotten.

Advance login with social sites like Google+, Linkedin or Facebook will also be added here.

And it will have different pages for login and registration, register page will have captcha for Spam protection.

Reset password will be added into this section if any registered user forgets their password.

After the guest submits the registration form, it will send an email to the given email-id with confirmation link, after clicking it will redirect to account page which will display the phone number with edit option to send OTP. After otp verification the user have their account created and can log-in

After login the user can view the my account page and edit details, change password, view order history, wishlist, saved cart, and other account related information.

There will be two types of User;
1. One time or tester user they we will be who the above direct registration will apply where they can complete purchases without registering but with a clear message as to why it is important to register and have an account.

2. The second user/client have to retain an account where they will return at a later date or time to check order history, shipping information or account information with easy move from one store to the other also create a cart from one vendor {But note that they can only populate from one vendor main branch or sub-branch to help with logistics issues} only restricted when checkout the products in the shopping cart. But the Registration should have all the normal verification process during registration

Contact us page

Page contains the information about the store, address, phone number etc.
 Also a Form to include the following mandatory
 fields: Name, Email Address, Question
(Mandatory fields to contain the word 'Required' beside each field
 name). Fields can be added as per requirements.
Form will have a Captcha field to avoid spam before 'Send' button.
It will send the user enquiries to the store admin (To Email provided in dashboard store settings)

Information pages like About Us, Terms & Conditions, Privacy Policy etc.

Information pages can be handled (Create, Edit / Update, delete) from admin dashboard. Store owner can create unlimited pages and its template. Also, can Edit / Update the contents.

Archive Pages

• **Product listing pages** i.e. search results page or category page, will have grid or list view of products per html mockup, with sort product option and count in top right of the list.

Each product to display the following:

- Image of the design on the product,

- Title of product,

- Short description,

- The vendor selling the product

- Price of the product,

- Tax, if on sale then sale price,

- 'Add to Cart' button,

- 'Add to wish list' button,

- 'Compare this product' button

A shopper should be able to click from product listing page to product details page. Or directly add any product to cart, wish list or compare.

Manufacturer / user / vendor listing pages will have list of users or all manufacturer with thumbnail, name and short description. User can visit any profile page by clicking them.

Product Details page

The product detail page should include all product information like

• Product's featured image and all associated images in below.

• Product Title, Code, Brand(vendor), Availability, Original price, sale (if on sale) price, discount rates, tax etc.

• Available Product options i.e. color, weight, size etc.

• Tabs:

  'Description' with detailed product information,
  'Reviews' user reviews for that product.

  'The number of sale count it has made to in all vendors possible to break to individual vendors'

• A 'Quantity' box to enter the quantity of products.

- "Add to Wishlist" button/ "Add to Compare" button

- 'Add to Cart' Button

- 5 Star product Review and "write a review" button with review count; When shopper clicks button can see reviews left by other shoppers for the product or write a review.

- Social media Share buttons.

Cart

• Top right hand cover of each static page header to have a mini shopping cart to display the number of items in the shopping cart and the value of the items in the shopping cart in the currency selected by the shopper.

• When clicked, a shopper should see the contents of the shopping cart including: a thumbnail image for each product, the title for each product, product type, product color, product size, the volume of each product, sub-total, taxes, points earned, all applicable discounts and coupons and total; there will be a functionality to delete a product from the cart.

'The product should also be placed on a watch list'

It will have the link to store cart page and checkout page.

Cart page will have a thumb image, product name, model, QTY, price etc. User can redeem coupon codes, vouchers or points in this page and calculate the estimation of total price including taxes and shipping rates by giving the destination.

Checkout

• A shopper should have a choice to checkout by either logging in or as a Guest.

(users can login to their own existing account or can create an account by filling up the registration form here in this page)
When checking out, a shopper should be prompted to enter:

• Shipping address

• Billing address (if billing address is same as shipping address then shouldn't have to re-enter),

• Payment method will use Online payment gateways like PayPal, 2CO, authorize.net, COD or any available and supported gateway will be integrated to make online payment through credit card, will be integrating other Kenyan Payment platforms.

** Note that a shopper should be able to review their order before paying, it will show the minimal price comparing to same other products offered by different vendors through the entire store and give the savings calculations with options of what will be saved while shopping the same products in the Cart at a different vendor.

After order confirmation and payment is done the system will send out a confirmation mail to the shopper contains the details of their order.

Details should include: Logo of the store in upper left corner and water mark logo of our platform, the date of order, order #, order unique number, products ordered including thumbnail pictures, quantity of each product, product names, product number, price for each item purchased, product type, product color, product size, coupon discount if applicable, rewards points redeemed if applicable, gift voucher redeemed if applicable, Sales tax if applicable, total paid, shipping address.

• Order confirmation should be sent from store email address
• Store owner will also receive an order notification email when a sale is completed
• Store owner will be able to update/change email address for order confirmation via. the administrative control panel.
• Store owner can generate invoice for every order, and send it to the user via Email.

Review & Rate a product

• Functionality for a shopper to review and rate a product that they have purchased (1 to 5-star rating)
• All reviews need to be approved by the store owner in the administrative control panel prior to be being posted to the website.
• The review form may have a Captcha field or require login to avoid computer spam.

<u>Backend Features</u>

Multi-Vendor Management System:

Application will have multi-vendor module that is password protected only accessible to the super-Admin or available on the super-Admins dashboard. It will have features like: -

- Create edit / update or delete a vendor or any associated store.

- Create edit update rights to vendor permissions to Edit the Navigation menu with custom link or info page links or category catalog.

- Add / edit / remove vendors' rights.

- Add/edit / delete / Vendors URL, logo, description, title, favicon, Geo-locations, sub-branches licenses stretch, etc.

- Can create coupons, vouchers, and send mail to any vendor group.

- Create edit / update vendor payment options etc

Content Management System:

Application will have a Password protected admin dashboard to manage website content and images. It will have features like: -

- Create edit / update or delete any page and its contents.

- Edit the Navigation menu with custom link or info page links or category catalog.

- Add / edit / delete currency (auto updated), geolocation, city, country etc.

- Manage SEO meta tags / description for individual pages.

- Store url, logo, description, title, favicon etc.

- Can create coupons, vouchers.

Catalog Management System:

Product management system

It will have administrator section to maintain and publish of products
in multiple nested categories with following features:

- View List of all products with appropriate filters, and export to exel or csv.

- Add new product with product details like Name, Description, Type, add multiple images, product options to add different prices for same product based on color, size etc.

- Add / edit / delete product options, filter, attributes, attribute groups etc.

- Edit /delete or active / inactive existing product details.

- Option to assign multiple categories and brands to products.

- Option to make any product as featured, add related products.

- Automatic calculation of best seller products.

configure automatic SEO grid for products as well option to add
manual SEO tags for products like title, keywords and SEO friendly
URL etc.

Category Management System

Option to Add, Edit or Delete infinity level of categories and subcategories to your website with options like:

a. Automatic generation of SEO friendly page URL to rank better in Search Engines.

b. Option to manage SEO meta tags for individual categories with SEO friendly URL option

Brand Management System

Can add multiple brand or manufacturer with logo, name and description, and can assign them to different products. Each brand will have their unique page with all description and products assigned to them.

Reviews Management System

When a user post any review for a product it will first show in a section in dashboard, from where admin can check for the contents (author, associated product, review text, rating) and can disable or enable it.

After enabling the review, it will show in product details page on the review tab.

Sales Management System

It will have section to manage orders, returns, gift vouchers, and a search section for PayPal express transaction in store.

Orders: can add, edit, delete, or view orders from store, showing a list with Order ID, Customer, Order status, Total, Date Added, Date Modified.

In each *order view section*

- It will have order description like order details, customer details, and an option to generate invoice, add reward points etc.

- In the next section, it will show the payment address and the shipping address of that order, and the list of products with detailed cart information which has been processed or to be processed, per the order status.

- Next is a section where store owner can modify order status by adding the order history. Can send a mail about the order status to the customer while adding history, can override the fraud detection system if the order has been block by any means.

In order edit section

- In first tab, it will have the customer details to view and edit,

- Next the product tab to add / modify / delete products change qty etc. Can add vouchers to the order.

- Next the two tab for payment address and shipping address to view / choose between multiple if any / modify and save.

- Next the tab which will show the updated entire order details with product list and total price calculation will show, store owner can see shipping and payment methods chosen by the customer, and can

  change them if needed, can see / edit if any coupon, voucher or points applied by the customer

  and save the order.

Returns: Can add, edit, delete, or view returned orders from store by any customer, showing a list with Return ID, Order ID, Customer, Returned Product, Order status, Total, Date Added, Date Modified, with filter.

Vouchers: Can add, edit, delete, or view gift vouchers, showing a list with Voucher code, From the Customer, to the Customer, amount, Theme, status Date Added.

Voucher themes are having a different section to add / edit / delete themes applied in any voucher.
Store owner can send out mail by selecting vouchers to the recipient, with the voucher code.

Customers Management System

It is a section from where store owner can view / add / delete / change status of any customer registered to the store, showing in a list with Customer name, Email, status, group, IP, date added with a filter.

In each customer edit section it will have the customer details which can be edited, history, transaction made by the customer, logged in activity etc.

Customer groups can be created here, to giving permission to each group to login or view stores.

Marketing

here the store owner can create campaign with tracking code, create coupons and send out mails to selected customer groups.

Reports Management System

Store owner can see reports of entire store. Here is the list of those which can be show in the reports in a filtered list.
Sales, Products, Purchased, Customers, Orders, Marketing etc.
At the site administrator disposal. The system generally should be able to log everything I should be able to give analysis of about anything of the system not limited to how it was accessed.

Shipping Management System:
It will have a section to manage shipping methods on site with various extensions with

Option to add shipping cost based on geo-zone, per item, Pickup from Store, value /weight range etc.

Payment gateway Management System:

It will have a section to manage various available and supported payment gateways listed, and configure them in stores as per requirement.
Admin dashboard will have a section to edit all the entities of entire store or add / update

them as per the requirement.

• Manage each store settings, updating name, description, logo, mail, location etc.

• Manage API, users and groups which will have the dashboard access and assigning permission to them.

• Manage localization and adding / updating terminology to various section of the stores: -
    Location, Languages, Currencies, Stock Order Return Statuses.
    Geo Zones, Taxes etc.

News Management system:

    Option to add news with images
    Option to configure number of latest news to be displayed on pages.
    Automatic creation of SEO friendly news detail page URL
    Option to manage SEO tags for news pages.
    Option to delete any news
    Can edit the existing news, change the description or image etc.

Event Management system:

    Option to add events with images

Automatic generation of jQuery dynamic calendar based on events added.

Automatic creation of SEO friendly events detail page URL

Option to manage SEO tags for events detail pages.

Option to delete any event

Can edit the existing event, change the description or image etc.

Email Management system:

Option for admin to manage auto email content for users i.e. order confirmation, registration etc. with following possible options

Main email template design management with header and footer

Content management for Orders Confirmation Email

Content management for Registration Confirmation Email

Import Export functionality: Admin can import and export products, users, orders details, vouchers etc.

Performance Optimization: Store websites should be optimized.

Search engine optimization(SEO): It should have option to add SEO tags and description for every page with SEO Url.

Activity Log: At the site administrator disposal. The system generally should be able to log everything I should be able to give analysis of about anything of the system not limited to how it was accessed.

Multi-vendor Marketplace System:

It will have a multiseller /multivendor store for digital and/or physical products.

Vendor should apply to sell onto this portal by providing statutory documents given to them by the government.

Vendors must fill up a form in the website.

Super-admin will receive a request on admin panel.

Super-admin will contact the vendor and will create an account from admin panel after verification.

Super-admin will provide them login details for their vendor dashboard.

and from there vendors will able to create multiple store and create new products and sell them, see transactions and orders, request withdrawals in that store.

Vendors (Store Admin)

After super-admin created the vendor account, vendor can now login to their dashboard area.

From here they can edit account details data and settings, select their product validation settings, can edit their own public profile.

Vendors have **public profiles** that are visible to customers as well as their own **vendor dashboards** for product and order management.

Vendors can describe their store to give customers detailed information about themselves – who they are, what they offer, what are their delivery and return policies and other important information about their store.

Vendors can manage their own inventory like setting his own price, shipping charge, delivery/pickup area etc. They can add their associated stores from different locations as per the limit set by the super-admin.

Vendor profiles also display extra information about each vendor such as the number of products published and sold by the vendor, the amount of time they are registered in the marketplace, their website and company.

Store list under the same vendor and each store page will show information like vendor income, vendor payout and balance, most recent orders, latest comment and reviews, order information.

Vendor can manage order related functions like

creating shipment of order, invoice generation, order cancellation, order print, generate credit memo.

Store management:

vendors can **view, sort and filter** store accounts by different fields. The store list displays various information about the vendor like the location, **basic data, earnings** and **products** as well **current balance** and **vendor status**.

To view the detailed information about any store, admin can click the store name to view the associated user account data or use the "**Edit store**" button to change store-specific information or status.

Products:

There will be a list of all the products. It is possible to edit and delete products here. Also, administrator/store owner can assign different products to a particular seller/store.

Transactions:

a list of all the transactions conducted in the store. System records all transaction.

Reports:

Store owner can generate Real time tracking of sales, orders, search terms is available for users and concerning stores.
View abandoned carts to know reason of loss sales. Sales trend, fast selling items reports are available.

Comments:

In this section, there is a list of all the comments left by store customers with possibility to moderate them.

Vendor's shipping methods:

If shipping is enabled, each Vendor is able to setup shipping methods and costs in the Vendor's shipping settings. First of all, it is possible to select whether Vendor's shipping will be combined for all the Vendor's products or store specific or fixed for each product.

Each of the shipping methods will show the cost, based on geo-zone, per item, Pickup from Store, value /weight range etc.

Orders:

Each Vendor can see the list of corresponding orders. For each of the orders this list contains:

• Customer-related information - name, email and customer shipping address in a popup window;

• Product-related information - for each of the orders products - quantity, name, price and the link to the product;

• Shipping-related information - either for each of the products or for the whole order depending on the shipping settings - shipping method, cost and popup window, where it is possible to mark product(s) as shipped and add/edit tracking information, which will be sent to customer;

• Date created - date, when order was created;

• Total amount - total amount of the order;

Products:

All active Vendors can create and publish products. Depending on product approval settings, new products will either get approved automatically or stay inactive until approved manually by the store administration. When a Vendor submits or updates a product, product either gets active right away or gets a "Pending" status if product validation settting is set to "Manual". In that case, store administrator has to approve the product before it gets available for purchase. This setting can also be changed for individual Vendors and in this case it will override the general one.

Product statuses:

Published - product is published and can be purchased by the customers.

• Not published - product is not published and is not visible in store.

• Listing fee unpaid - product is not published and is not visible in store since the Vendor hasn't completed the listing fee payment.

• Disabled - product is disabled and cannot be edited by the Vendor.

• Deleted - product does not appear neither in store nor in Vendor's list of products.

In the backend settings described in" Configuration" section of this document it is possible to configure such settings as minimum product price, allowed file types and image preview sizes, allowed/required number of images and downloads, whether the products are shippable or downloadable, as well as quantities, image generation from PDF files and much more. Adding product to multiple categories is also supported. If your store has multiple languages configured, Vendors will be able to fill in product name, description and tags in different languages. If corresponding settings are enabled in the backend, then Vendor can add special prices and quantity discounts for the products. Vendors also have possibility to specify the dates, when discounts and special prices are active.

When shipping is enabled in the store and is enabled for a concrete product Vendor is editing, shipping tab appears in the product form. In this tab Vendors are able to specify product shipping-related parameters like weight and dimensions. Also, if Vendor has selected fixed shipping and not combined, then this form also contains the shipping methods section. Here Vendor should select each shipping method he/she is planning to use and specify cost for each geo zone he/she is planning to send this product to.

Product attributes:

There is own system for product attributes which is fully separate from Open Cart's options.

Vendor Dashboard: (Amongst many other menu on the dashboard they should be able to view, or generate all kind of reports of their sub-vendor stores. Note: The deleting and editing rights should be limited)
It displays important information about the business at one place.

Vendor can check parameters like vendor income, vendor payout and balance, most

recent orders, latest comment and reviews, order information

Vendor dashboard is available for easier access to all the actions available to Vendor and to provide extensive summary. Useful information like active

commissions and fees, balance, earnings and sales can be seen here. Last orders and comments for Vendors products are also displayed here.

Vendor rating system:

This system allows customers to leave rating and feedback to Vendors after the completed orders. Each completed order, which contains any products from Vendors and has not been rated yet will have a new action available next to it in the orders history - "Rate". After pressing their customers will be allowed to rate Vendor in the following criteria: communication, honesty, shipping, order management and handling, time, overall rating. Customers will also leave feedback in the form of comment to the Vendor. This information is then shown in summarized way on the product page and Vendor profile page, where average ratings are shown.

Users / Customers:

Two types of customers will be there, returning/existing customers, and new /guest customers.

Returning Customers will have a dashboard for their own and they can Log into his/her account from where they can view, edit, any account or order related information.
1. The Client can be able to Bid for Stock Clearing items
They can be able to view a vendor or the branch of the vendor's items list/display that are been fronted for stock clearing
   2 Able to request for shipping of services or state the pick-up time
   3. Able to track their shipment
   4. Able to see history of their shopping and generate verity of report

New customers:

Before Login into the system:

The client/vistor can be able to;

Walk into("virtually") and navigate to any of our registered vendor shop and even through into its branches and see what they have in stock Compare prices amongst the multivendor listed/displayed items (based on the cart total items) within his/her locality

Once logged-in they can choose to;

Instance One:
Navigate through either of the available Vendor(X) or Vendor(Y) or to its branches Vendor(X-1) or Vendor(Y-1) go through the products listed and have them on their shopping Cart.

Instance Two:
They can find a vendor next to a locality they wish to shop i.e they could be in **Nairobi** but choose to get a registered vendor in **Mombasa** near their loved one shop and have it delivered to them. (Cross-Border shopping)

Instance Three:
They can decide to create their cart or pull from their most shopped list or their pre-defined shopping list and the system scroll and gives the cheapest vendor within the client's locality to shop in based on the cart total items

DFD for vendor , store & DFD for buyer:- :-

Get request from vendor as Email
to create there accout

Supper Admin
Verified the
document
manually AND

Create

Create

Create

Vendor 1

Vendor 2

Vendor n

Create and manage the
store/s

Create and manage the
store/s

Create and manage the
store/s

Store 1

Store 2

Store m

Store 1

Store 2

Store m

Store 1

Store 2

Store m

Create and
mange own
product

Create and
manage own
category

Manage own
Inventory

Mange own order

Manage own
customer

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                          ┌──────────┐
                          │  Buyer   │
                          └──────────┘
           Navigate         Navigate         Navigate
    ┌──────────┐      ┌──────────┐      ┌──────────┐
    │ Store 1  │      │ Store 2  │      │ Store n  │
    └──────────┘      └──────────┘      └──────────┘

                      ┌────────────┐
                      │ Can select │
                      │ product/s  │
                      └────────────┘

                      ┌──────────────┐
                      │ Add to cart the │
                      │  product/s   │
                      └──────────────┘

                                              yes
                   ┌──────────┐   ◇ If available similar ──────→  ┌──────────────┐
                   │ Checkout │   ◇ product from other            │ Show the Product │
                   │ the      │   ◇ store                         │ details      │
                   │ product  │                                   └──────────────┘
                   └──────────┘

                          ◇ Is login user?    Yes    ┌──────────────┐
                          ◇             ──────────→  │ Place the order │
                                                      └──────────────┘
                          No
                   ┌──────────────┐
                   │ Redirect to  │
                   │ register/login │
                   │ option       │
                   └──────────────┘

                   ┌──────────────┐
                   │ Register/ login │
                   │ user for all │
                   │ stores       │
                   └──────────────┘
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