Product Criteria

[Store Management]

* Put external links (such as product review articles) on item pages

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* Show the number of item pageviews

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* Label the promoted/discounted products

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* Be allowed to set up off-peak pricing

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* Be able to search multiple products at a time

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* Show hints in error messages when importing bulk upload spreadsheet

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* Be able to close or expand shop categories on Shop top

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* SKU can be customized

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* SKU is amendable

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* When switching to a new variant, the product price will be filled in automatically

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* Allow the same SKU for different variants

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* Edit product details directly on the product list without clicking a specific product and jumping to another page

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* Allow sellers to upload unlimited images to image stock

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* Show the number of pageviews of each product, not only the ones have ever been sold

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* Be able to download all images in image stock

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[Marketing Campaign]

* Show promoted/discounted products while creating new marketing campaign

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* Provide image frames of Rakuten sales promotion for sellers

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* Sellers can decide whether a promotion can combine with another promotion

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* Be able to send giveaways

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* Be able to set bundle products

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* Be able to search applicable products in a marketing campaign

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* Marketing campaigns can be activated right after successfully set up

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* Shorten the length of promotion codes

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* Allow sellers to create custom promotion codes

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* Be able to duplicate ongoing campaigns

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* Sellers can send a free gift with purchase

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* Be able to modify orders such as add or remove items from orders

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* Be able to set up personal or exclusive coupons

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[Order Management]

* Be able to export all the orders at a time

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* Show the progress of bank verification and separate the verified orders from the unverified ones

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* Sort the orders by not only the time of order placed, but also the time of payment completed

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* Label or separate the orders with ATM transfer

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* Be able to “watch” an order and these orders can be highlights

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* Be able to switch between duplicate form and triplicate form

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* Allow partial returns and refunds

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* Shorten and simplify order number

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* Highlight the orders users have requested to cancel

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* Be able to set up VIP rules and the orders placed by VIPs should be highlighted.

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* Be able to reach out to VIPs or can export VIP contact info

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* Be able to put shoppers on and take them off a blacklist

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* Categorize orders in terms of payment methods and shipping methods

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* Provide more than 10 different colors of labels to mark specific orders

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[Finance & Accounting]

* Rakuten help issue invoices and provide report in Chinese

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[Customer Service]

* Provide more than 10 email templates

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* Ask shoppers to provide order number/product number in their queries

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* Be able to see and reply to product reviews

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[Other: App]

* Get informed when new orders are placed

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* Get informed when getting a new inquiry from shoppers and can reply to them

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[Mall]

* Shoppers can read and reply to messages on Rakuten ichiba without checking their emails

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* Allow shoppers to copy promotion codes with just one click

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* Show the price after promotion discount

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* Notify shoppers once they’re qualified for free shipping

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* Ask shoppers to select a refund method

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* Provide instructions of product return

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* Expand “see more” section

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* Allow shoppers to select or provide an address abroad

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[Bug]

1. 以前訂單系統可以搜尋收件人名稱，現在只能搜尋訂購人名稱
2. 同意客戶取消訂單後，取消原因會消失，希望可以留下紀錄
3. 剛上架的新產品會一直出現在搜尋結果內，會誤點
4. 發貨通知提醒本店家有使用電子發票，訂購完成發通知給客戶告訴他們可以去哪裡看電子發票
5. 買一送一無法買二送二，買三送三，並且要增加上限
6. 訂單點進去後，可以押上預計出貨日期，但一旦押上日期，原本備註的內容會消失
7. 訂單點顧客訊息，預設是跳轉到訂單問題不是全部訊息，所以有時候會漏掉
8. 運費：例如599的免運活動，要先關閉刪除才能做299活動
9. 客戶下單後被通知訂單沒有成功，但其實後台是有成功的。
10. 後台媒體櫃有寫可以傳js檔，但實際上有些js檔案卻無法上傳

[Optimization]

1. 商品標題可以自動跳出建議的市場類別 （打標題推薦類別，類別很多很難找）
2. 上傳檔案無法切換規格，無法把單一規格無法再改成多規格
3. 買一送一都是客人要選第二件商品丟到購物車，第二件變成0，但很多客人會只選一件
4. 地址：無法直接填地址，請用戶直接填地址，超商取貨的話一定是需要再填地址

[Advice for Mall Ichiba]

* 樂天前台有商品提示：會放商品說明，但感覺視覺上不是很清楚，希望能條列式，讓更多內容清楚呈現
* 沒辦法針對商品做詢問，很麻煩因為大家會想問效期。(沒人知道按鈕在哪裡）