

# Project Conventions

Internal reference. Not a buyer-facing document.

All naming, terminology, and structural decisions made for this project are recorded here. **When a new decision is made, add it to this document before implementing it.**

| DECISION | CONVENTION | NOTES |
|----------|------------|-------|
|----------|------------|-------|

## 1. File & Folder Naming

|                                |  |   |
|--------------------------------|--|---|
| File name style                | Spaces between words                     | e.g. "Dispute Response Tracker.xlsx"        |
| File name separators           | No underscores, no hyphens in file names | Plain readable names only                   |
| Folder separator               | Hyphen with spaces ( - )                 | e.g. "Step 1 - Triage"                      |
| Version tags in file names     | Not used in buyer-facing files           | Internal working files may use v1, v2, etc. |
| File extensions shown to buyer | Lowercase, match the actual file         | .pdf, .xlsx, .html                          |

## 2. Folder Structure

|                      |  |  |
|----------------------|--|--|
| Root folder name     | Chargeback Defense System  |  |
| Step folder names    | Step 1 - Triage, Step 2 - Build Your Case, Step 3 - Track and Submit, Step 4 - Prevent Future Disputes |  |
| Reference folder     | Reference  | Not "Z — Reference" — plain name                       |
| Launchpad location   | Root level alongside START HERE FIRST.pdf  | Must stay at root for relative links to work           |
| Cover Sheet location | Step 2 — Build Your Case   | Alongside Evidence Assembly Guide and Template Library |

### 3. Terminology

#### Submission readiness framework

|                                |  |  |
|--------------------------------|--|--|
| Term for pre-submission checks | Checkpoint   | Replaced "Gate" — more intuitive to average buyer                    |
| Checkpoint labels              | Checkpoint 1, Checkpoint 2, Checkpoint 3   | Never "Gate 1" etc.  |
| Section/tab name               | Checkpoints  | Replaces "Gates" everywhere — tab names, section headers, HTML panel |
| Checkpoint names               | Checkpoint 1: Intake Complete,<br>Checkpoint 2: Evidence Minimum Met,<br>Checkpoint 3: Submission Ready  |  |
| Considered & rejected          | Gate 1/2/3, Stage 1/2/3, Step 1/2/3 (collides with folder Steps), Clear 1/2/3, Green Light 1/2/3, Submission Checklist 1/2/3, Pre-Submit Check 1/2/3, Ready Check 1/2/3, Milestone 1/2/3 |  |

#### Workflow routing

|                        |  |                        |
|------------------------|--|------------------------|
| Term for routing paths | Lane                                     | Lane A, Lane B, Lane C |
| Lane A                 | Active dispute — decision made, fighting |                        |
| Lane B                 | Active dispute — no decision yet         |                        |
| Lane C                 | No active dispute — setting up           |                        |

### 4. Document Titles (Buyer-Facing)

|                   |                                     |                     |
|-------------------|-------------------------------------|---------------------|
| Orientation guide | Start Here — Full Orientation Guide | PDF at root level   |
| Launchpad         | Launch Dashboard.html               | HTML file, all caps |
| Tracker           | Dispute Response Tracker            | .xlsx               |

|                             |                                     |                                 |
|-----------------------------|-------------------------------------|---------------------------------|
| <b>Triage tool</b>          | <b>Fight or Flight Calculator</b>   | .xlsx — no hyphen in file name  |
| <b>Evidence guide</b>       | <b>Evidence Assembly Guide</b>      | .pdf                            |
| <b>Templates</b>            | <b>Template Library</b>             | .docx                           |
| <b>Cover sheet</b>          | <b>Dispute Response Cover Sheet</b> | .pdf                            |
| <b>Operations reference</b> | <b>Operator Manual</b>              | .pdf                            |
| <b>Prevention tool</b>      | <b>Prevention Mini-Pack</b>         | .pdf — hyphen retained in title |
| <b>Email sequence</b>       | <b>Post-Purchase Email Sequence</b> | .pdf — hyphen retained in title |

## 5. Internal Cross-Reference Standards

|                                  |  |  |
|----------------------------------|--|--|
| <b>Tracker column references</b> | <b>Col A, Col B ... Col AB</b>   | Always "Col" not "column" in body text               |
| <b>AUTO column label</b>         | <b>AUTO</b>  | All caps when referring to cols L, M, N              |
| <b>Processor names</b>           | <b>Stripe, Shopify Payments, PayPal</b>  | Exact capitalisation, always in this order           |
| <b>CE 3.0 scope</b>              | <b>Visa 10.4 only — Stripe and Shopify Payments</b>  | Never Mastercard, Amex, or PayPal                    |
| <b>Deadline windows</b>          | <b>Stripe: 10 calendar days, Shopify Payments: 7-10 days (use earlier), PayPal dispute: 20 days, PayPal claim: 10 days</b> | Never "20 days" for Stripe                           |
| <b>Chargeback thresholds</b>     | <b>Stripe: warning 0.75%, breach 1.0%.<br/>Shopify: review 1.5%, breach 2.0%.<br/>PayPal: ~1.0%</b>                        | Prevention Mini-Pack must match Tracker Rate Monitor |

Last updated: February 2026 · Add new decisions here before implementing them across kit files.