

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
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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, Checkpoint 2: Evidence Minimum Met, 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

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

5. Internal Cross-Reference Standards

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

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