



SELLER DASHBOARD MANUAL

DIGGI MALL

SELLER'S GUIDE

BIT DISTRIKT TECHNOLOGIES & OHNISKI INC.

A WORD FROM DIGGIMALL

This document has been carefully put together to introduce you to your dashboard as a seller. Lots of work has been put into the development of your dashboard to make managing your items and your profile as easy as possible and we hope you never actually get to use this guide.

This manual addresses and explains all the functionality of your dashboard. Hopefully, all potential challenges that may pop up in your use will be fully resolved.

Your dashboard allows you to control your business on DiggiMall in a really efficient manner. The core functionalities (in order of the arrangement in this document) include:

- **Managing your personal and business profile** (Name, Location, Authentication, Bank and Payment Details, About You/Your Business, Profile Picture).
- **Control your products inventory and product details** (stock, new items, product images, prices and descriptions).
- **Manage your orders** (see how your orders are coming in, your revenue, commissions deducted, and your order records over time).

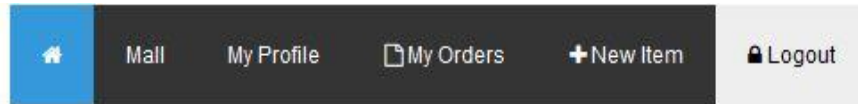
We are extremely excited about doing business with you and helping you take your sales to the next level, and as such we want to make sure that, controlling and monitoring your business on DiggiMall is as seamless as it can get.

So gradually go through this manual, get interactive with your dashboard and let's make some big sales!

Cheers!

From the DiggiMall Team.

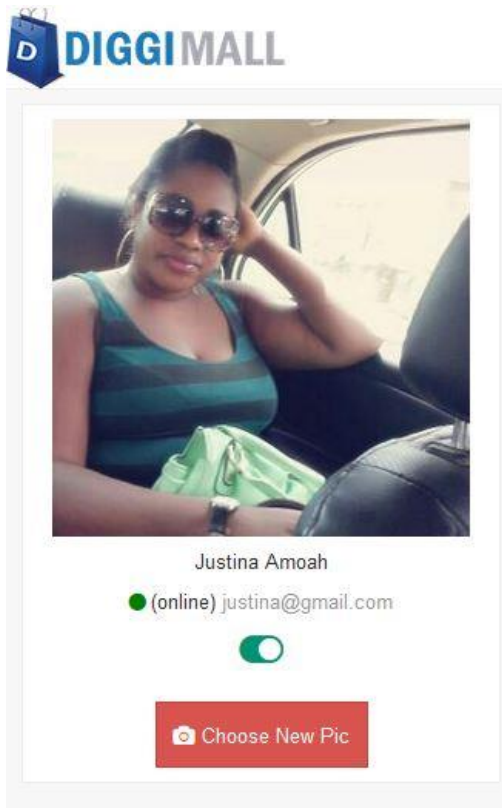
The Dashboard Navigation



- **Mall:** Click this link to go directly into the mall if you want to do some shopping.
- **My Profile:** Clicking this link takes you to the first page you land on when you login. From where you can make modifications your profile details.
- **My Orders:** Clicking this link takes you to an accounts dashboard where you can view and manage your orders on DiggiMall.
- **New Item:** Clicking this link takes you to a portal where you can add new products to your inventory to be sold on DiggiMall.
- **Logout:** Click to terminate your current session, logout, and move to the login page. Logging in to your dashboard is a one-time process. You may choose to logout after which you will be required to login again the next time.

The pages being linked to from the navigation are discussed in more detail in the rest of this document.

Profile Photo Section



This section of your dashboard is a part of the first page you land on when anytime you login. Clicking on the '**Choose New Pic**' button helps you to change your profile picture. Your profile picture will be displayed in the DiggiMall seller's about page when a buyer wants to find out more about you and your business.

- **The green & white toggle button:** This button as you can see in the screenshot above is directly beneath your email. Clicking on this button switches you either offline or online.

Why this toggle?

This toggle we found out fixes the problem of a student seller receiving an order while in a lecture or simply not available. Toggling yourself offline automatically switches the delivery time on all your items to **3-4 hours** instead of the normal **30mins-3hours** delivery time to customers.

This is to allow you buy enough time just in case you are not available to package an order for your item when it is placed due to reasons such as academic engagements.

Please don't forget to toggle yourself offline when you are not available and back online when you are available to package your orders.

Quick Note

DiggiMall officially postpones deliveries to all orders after **8pm** to the next day.

Profile Details

A screenshot of a web form titled 'Profile Details'. The form contains several input fields with labels: 'Phone: 0209058871', 'Whatsapp:', 'My Hall: Alex Kwapong', 'Mobile Money Vendor:', 'Mobile Money Account:', 'Bank:', 'Bank Account Name:', 'Bank Account Number:', 'Username: jus****', 'Password: ****', and 'About:'.

This section is right under your profile photo section. The activities you carry out here are really straight forward. This is where you make changes and modifications to your profile details such as mobile money, hall, username etc. where necessary.

How do I do that?

Simply click on any of the details you wish to change. This opens a modal window such as the one show below:

 Edit Your Bank Details

Choose Bank

Enter Bank Account Name

Enter Bank Account Number

Make Changes

The modal window shown above drags down when you decided to change your bank details. The content of this window depends on what you wish to change.

Simply click on the **green button** in each window to apply your changes.

List of Your Items

My items

Quick Item Search

Nice Timbs

Red Gown

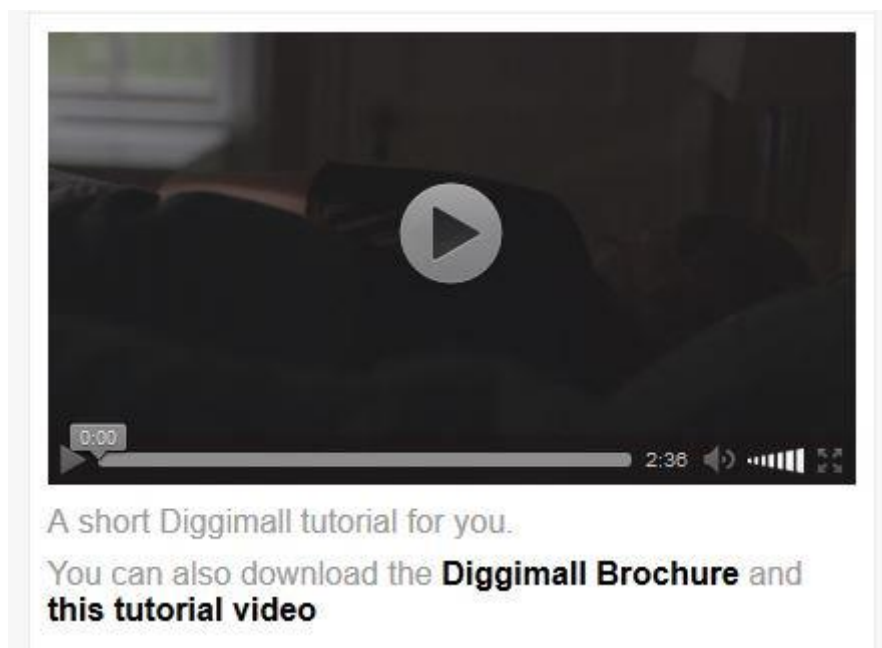
Sick Blazers

The section displayed above is directly to the right of your profile photo section. This shows a list of all items in your inventory.

You can view details of the product you want or manage it by hovering your cursor over the particular product.

The **Quick Item Search** box just above the first item in the list helps you to find a product faster when your inventory (products) list is very long.

DiggiMall Documents & Tutorials



This section contains a short tutorial video for you, summarising how to use your dashboard. You may have already watched the video before downloading this document.

Now that you know the basics of the navigation and how to manage your profile, let's move on to some more interesting stuff; **adding a new product** to be sold on DiggiMall. Before that, you may try your hands at making some few changes to your profile.

The New Item Form

Item 1 Details

Product Main Category

Womens fashion

Sub Category

Womens accessories

Narrow It Down

Bags

Product Name:

Black Travelling Bag

Product Code: (optional)

Price Per Item (GHS):

24

The form above is what you fill to add a new item to be sold on DiggiMall. It is extremely flexible and all details you provide are really important except the ones marked **optional*.

As a seller on DiggiMall, knowing how this form works and how to use it is very crucial. Let's take the required details one by one and discuss them.

Products Categorisation on DiggiMall

There is a 3-level product categorisation level on DiggiMall.

- **Main Category:** Example: Women's Fashion
- **Sub Category:** Example: Women's Accessories
- **Narrowed Down:** Bags

All products on DiggiMall are automatically sorted based on the structure above. In the screen shot above, the seller is adding a new **'travelling bag'** to be sold on DiggiMall. Depending on the type of travelling bag, you choose the appropriate categorisation from the drop down menus. An item may belong to more than 1 category, and in such scenarios, just go ahead to use your discretion to choose the appropriate one.

Don't hesitate to contact us if you are still confused on where to place an item.

After choosing the categorisation of the product, simply provide a name for the product. Product naming on DiggiMall follows a particular convention and going against it will result in the removal of your item.

The Product Naming Rules

- Avoid adjectives and phrases like **"Brand New", "Fresh", "Affordable"**. Example: Affordable Galaxy s4, Brand New Phone, Cool Red Dress etc. Naming like these makes it difficult for users to quickly find an item they need. Also, all products on DiggiMall go through a regular quality test to make sure that only shiny new products are available on the platform so there is no need to emphasize on that point again.

What should you do then?

Provide more descriptive names to your items. Examples:

Black Sneakers with a Star, Red Dinner Dress, Silver Lining Bowl, Custom Tailored African Wear, Peperoni Pizza, Sobolo with Ginger and sugar, water proof make up

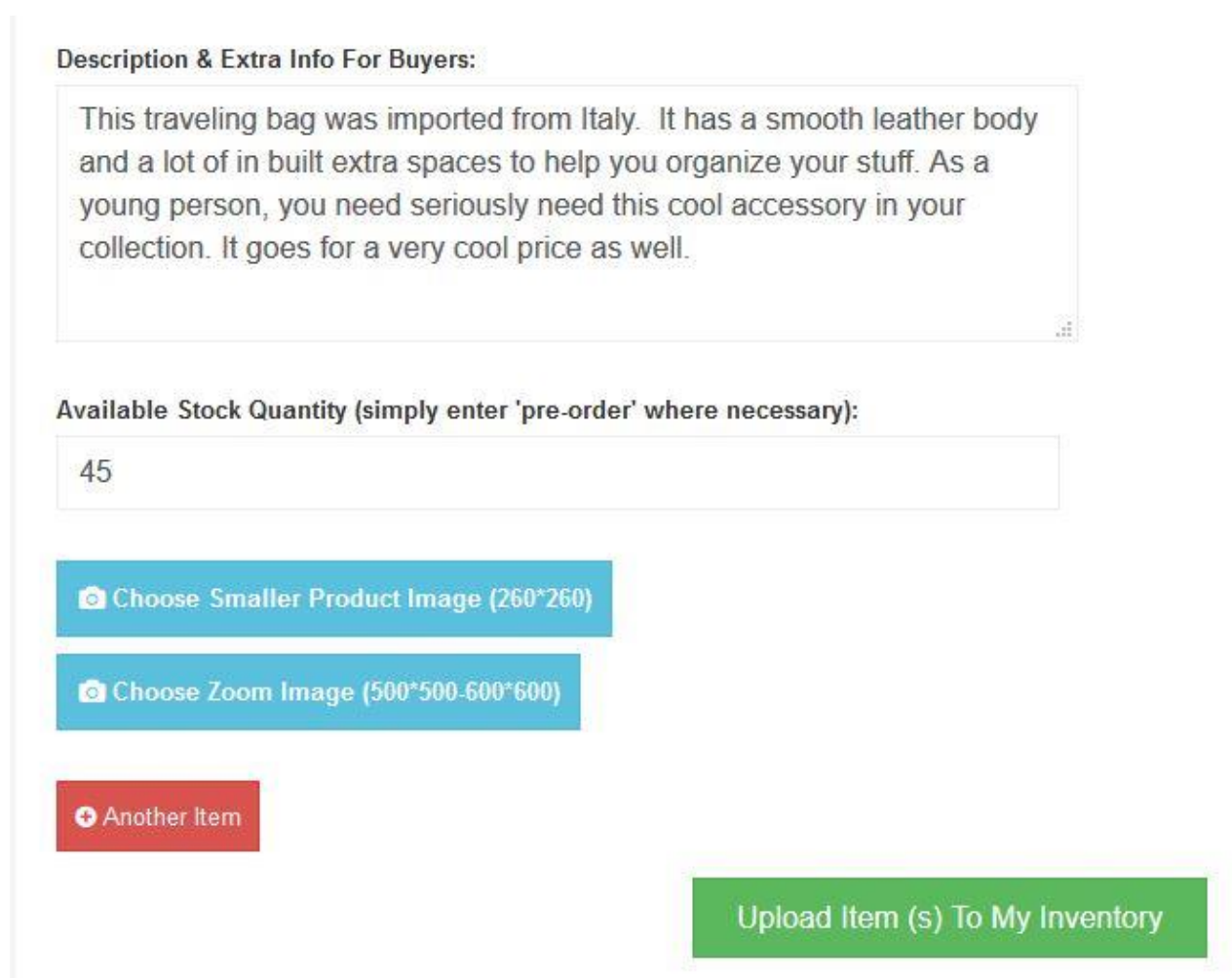
Buyers are more likely to find products with such names. Also make sure that the names you provide do not exceed 30 characters. Sell smart!

Product Code

The product code is an optional parameter and it's available for items which come with special serial numbers and codes for identification.

Price per Item

You can't of course sell your item without a price. The price you provide here, like all other fields can always be changed and modified in item management as we will discuss later.




The screenshot shows a form for adding a new item. It includes a text area for a description, a numeric input for stock quantity, and three buttons for image selection. A large green button at the bottom right is for uploading the item to the inventory.


Description & Extra Info For Buyers:


This traveling bag was imported from Italy. It has a smooth leather body and a lot of in built extra spaces to help you organize your stuff. As a young person, you need seriously need this cool accessory in your collection. It goes for a very cool price as well.

Available Stock Quantity (simply enter 'pre-order' where necessary):

45

 Choose Smaller Product Image (260*260)

 Choose Zoom Image (500*500-600*600)

 Another Item

Upload Item (s) To My Inventory

The screen shot above shows the lower part of the new item form we have discussed earlier. The inputs over here are extremely important and delicate to the successful sale of your items. Let's take them one at a time.

Description & Extra Info for Buyers

This is where you enter all important descriptions and additional information for the buyer. Imagine selling your item to the potential buyer face to face:

- What will you tell the buyer?
- How will you convince him or her to make the purchase?
- What are some questions he or she will probably ask you?
- Does your product come in sizes?
- Does it come in some specific colours?
- Does your buyer need to make some special requirements?
- Does your item come with some specs and special features?
- Is your product pre-order? Provide details on the time it takes to receive it after the buyer orders it.

It's necessary to highly provide all the information needed to prevent the buyer from making a wrong sale. Remember, purchases made on DiggiMall are returnable. In the product details page on DiggiMall, there is a special input for customers with special requirements for their order as shown in the screenshot below.



The screenshot shows a horizontal layout of three elements. On the left is a 'Quantity' dropdown menu with a small arrow icon. In the middle is a text input field labeled 'Requirements (if any)'. On the right is an orange button with a white plus sign and the text 'Buy This Now'.

Available Stock

The available stock field is where you enter the quantity of the product you have strictly **in figures only**. There is another catch with this field; some items are pre-ordered and are not readily available in that moment. In such cases, just enter '**pre-order**' without the quotes in the available stock field.

Your available stock can also be updated and modified anytime from the item management as will discuss later as we proceed.

Images

Images... the face of your product, the soul of your product. That which can push a customer to make a purchase of your product or to simply ignore it.

As a result of this, how product images appear on DiggiMall are a top priority to us. We have stated in the points below, our image requirements and guidelines.

- Every product on DiggiMall has **2 images**; the smaller image and the zoom image. The smaller image is the generic image displayed on DiggiMall, it's the first point of contact a potential buyer has with your product. The zoom image is the image seen by the potential buyer when he puts the mouse cursor over the image on the product detail page. It's simply a larger version of the smaller image and gives the buyer a closer look to the product.
- DiggiMall doesn't allow a product to have more than two images currently. That functionality will be implemented as an update in newer versions of the platform.

Rules:

1. Small image size : **260 * 260 pixels** (width 260 ,height 260)
2. Large image size: **500-600 * 500-600 pixels** (width: 500-600, height: 500-600)
3. All images are supposed to be taken on preferably, a **white background** or optionally **coloured blur background**. The emphasis here is **blur**.

Tips on uploading your images:

Shopping is a very graphic and personal experience, and as such be smart about your image uploads.

1. In uploading items in categories like fashion, your zoom image can be an image of someone wearing the item with emphasis on the item.
2. For items in categories like electronics, you can simply settle on providing a bigger image as the zoom image.

Now that you know how to upload your images, let's finish up on the rest of the new item form. Right below **the 'choose a zoom image button'**, you will find a red **'another item'** button.

For sellers with lots of items to upload, you can quickly generate another form by clicking on this button before finally clicking **'upload item(s) to my inventory'**.


Note:

Always monitor how fast your internet is before uploading multiple items all at once. On a slow connection, you should preferably load your items one at a time.

If you face any challenges once again, don't hesitate to contact us. Let's move on to next topic: **managing an uploaded item**.

Item Management

Nice Timbs Management



Product Name: [Nice Timbs](#)
Product Code:
Product Price: ₦ 98.34
Available Stock: 39
Ordered Quantity: 24
Description: [big ones....](#)

[Remove This Item](#)

Change Product Name

Change Name

Your Current Available Stock

Update Stock

Enter New Product Price

Change Price

Enter New Product Code

Change Code

big ones

Change Descr.

Browse...

No file selected.

Smaller Image

Browse...

No file selected.

Zoom Image

Managing your products in your Dashboard is really straight forward. As shown in the screenshot above, anytime you click on a product in the list of your items, it brings you to the item management where you can update your stock, change your product prices, images, descriptions and if for any reason, totally remove the item.

Now, let's proceed to the last and another very important section of your dashboard, the heart of your sales on DiggiMall. Your orders. Your Finances.

There are three major parts in this section:

- Monitoring your sales
- Sorting your orders
- Viewing & Packaging Your Orders

Monitoring Your Sales




The image above shows the upper left section of the **orders** page in your dashboard. Over here you see the total ordered quantity of your items, total sales, DiggiMall commission (4% on every sale made) and your net income after our commission is deducted.

There are 4 statuses for your orders on DiggiMall:

- **Pending** : The moment you receive the order
- **Packaged**: The moment you package and hand over to the delivery agent.
- **Returned**: When the customer returns your product for some reasons. Kindly read our return policy on the website for more details on this.
- **Delivered**: When the product successfully reaches the customer.

We only deduct commissions on **Delivered** orders. When you first visit your orders page, before performing any action, the values shown in the screenshot

will be calculated based on your **‘pending’** orders: Orders which are yet to be delivered. This is to give you an immediate quick view of the income you are making on your current orders even before they are finally delivered. On a good business day, this is how your orders main page will look like:

You Have 7 Pending Orders Awaiting Packaging!								
Customer Name	Hall	Item Name	Ordered Quantity	To Be Paid (GH¢)	Requirements	Order Date	Delivery Status	Change Status
Kobby Afful	TF		1	100.00	no requirements	Wed 10 Aug, 2016	pending	 Mark As Packaged
Kobby Afful	TF	Sick Blazers	2	90.00	no requirements	Wed 10 Aug, 2016	pending	 Mark As Packaged
Kobby Afful	TF		1	10.00	no requirements	Wed 10 Aug, 2016	pending	 Mark As Packaged
Tony Kporms	Jean Nelson Aka		2	112.00	no requirements	Wed 10 Aug, 2016	pending	 Mark As Packaged

So your first thing you see are your latest pending orders. To clear a pending order, click **‘mark as packaged’** to change its delivery status. This also notifies the delivery agent to come for your packaged items.

Your list of orders contains the details you will need to fill out the invoice which will be provided to you by DiggiMall. It will also help you see where most of your orders are coming from for your own personal use. This takes us to a very critical aspect of your orders page: **“Sorting & Filtering Your Orders”**.

Orders Filtering

This section of your orders dashboard is a really powerful section and understanding how to use it can be extremely beneficial in analysing your sales and revenue on DiggiMall from different perspectives. The screenshot below is the filtering forms.

Product Category

Sub Category

Narrowed Category

Product Name

Sort Orders

Sort Orders By Date Details

Year

Month

Date

Day Of Week

Sort Orders

Sort By Buyer and Delivery Details

Buyer's Name

Hostel

Delivery Status

Sort Orders

So how do you use this?

Let's just assume you want to see all your orders for a specific day, time, a specific category, item, a specific buyer or a specific hall etc. These filters help you to do just that. Go through some examples to give you a better understanding:

- See all orders from Alex Kwapong Hall. Click on the **'hostel'** dropdown menu and click and click **'sort orders'**.
- See all mobile phone orders from Evandy hall in august 2016. Choose the **mobile phone category**, choose august in the **'month'** dropdown menu, choose 2016 in the **'year'** and click **'sort orders'**
- See all delivered orders on Monday. Click on delivered in the **'delivery status'** dropdown menu, click on Monday in the **'day of week'** dropdown menu.

The examples are endless and you can filter in any way you want. This is a highly effective way of monitoring your sales over a time period and from different perspectives.

The DiggiMall Mobile App gives you access to just the basic functionalities of the main web based dashboard. Once you download the mobile app, you also get the added advantage of receiving notifications anytime you receive an order.

Most of your management all the same will be done via the web dashboard.

Conclusion

Awesome!

You now know how your dashboard works right from the basics. We want you to make more money and in a very relaxing and stress-free way. Simply follow all the guidelines given in this document and we will handle the rest.

We hope this document covered all challenges and questions you had on how to sell your items on DiggiMall and using your dashboard.

If you still have issues, don't hesitate in letting us know. You can either mail us at diggimallgh@gmail.com, call us on **0209058871, 0541952025, and 0572842253**.

You can also visit the online support at <http://ug.diggimall.com/support>



Sell smart, sell on DiggiMall!