

FIVERR/TACKLE.AUCTION WEBSITE MODIFICATIONS AND CUSTOMIZATION

Currently our Website tackle.auction is around 90% complete with only some content to finish. However, we have some missing functionality, and the payments process does not work how we would like it to. The sites URL is <https://tackle.auction> and you will have a basic test account set up with login details provided. If you go on to carry out the work, you will of course be given full admin rights to the back end and server-side access as well. The site is built around a commercial theme purchased from <https://premiumpress.com> and is fully open source but it doesn't quite meet our requirements.

However, we much prefer this theme over other auction themes available because we feel it is the easiest layout for users. Essentially what we are aiming for is something like Ebay but less complicated to list items for sale. Over the years Ebay has made the listing of items for sale far to complex and we do not intend to that way.

The sites primary use is for the sale of new and used fishing tackle and will be targeting both private and commercial buyers and vendors. Members will create an account and once registered will be able to buy and sell items. Sellers will be charged a flat rate of 5% for using the service, more on this later.

As mentioned, we have set up test accounts and I strongly suggest logging into the site and get a feel of what we are trying to do. For clarity we'll describe the selling side of our site below to give you a better understanding.

This is how we would like the auction listing pages to work as we think it's simple and works well. The listing submission form consists of five individual stages as shown below.

Stage 1: Seller gives listing a title and selects categories in which to sell. They can also provide their location as well if they wish but do not have to, it is optional.

Page 1 of 5

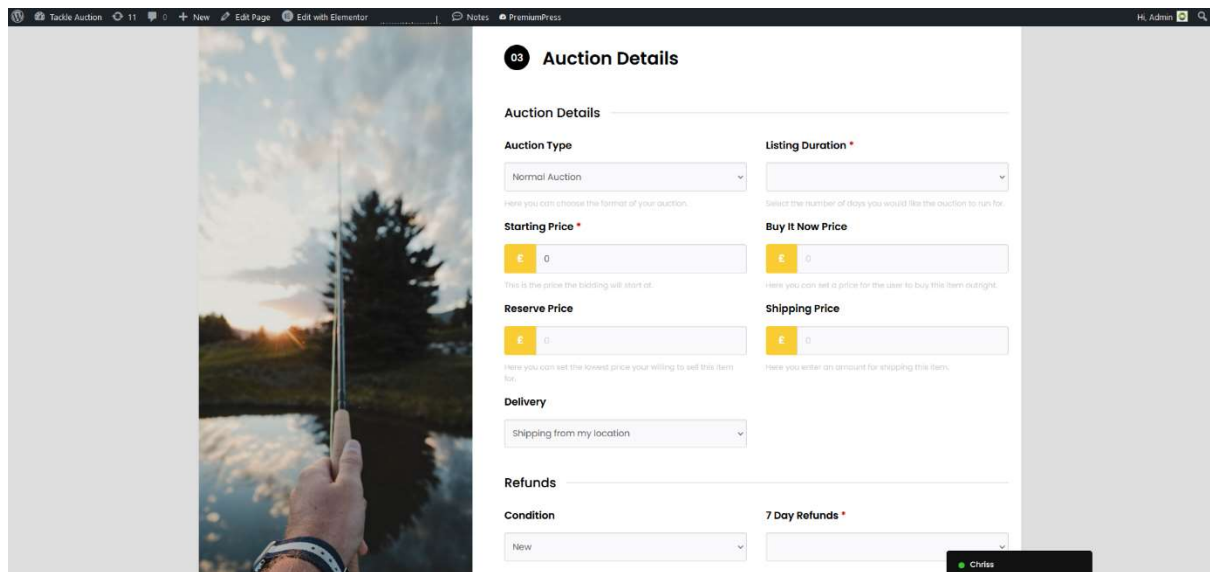
The screenshot shows the '01 Create a new auction' form. On the left, there is a vertical image of a fishing rod against a sunset background. Overlaid on this image is a 'Quick Tip' box that reads: 'Give your auction item a title, usually the name of the item you are selling. Include the name of the manufacturer as well as what it is. Select a category to display your auction in, pick one that is relevant to your item and if multiple categories apply select them also. The more exposure your auction gets the better the chance of selling and getting the price you want.' Below the tip is a 'Submit' button. The main form area has a title '01 Create a new auction' and a required field 'Auction Title' with a placeholder 'eg: 12ft Float Rod'. Below this is a section 'Where do you want your auction displayed?' with three radio buttons: 'Category' (selected), 'Electronic Bite Indicators', 'Bite Indication', and 'Predator Fishing'. Underneath is 'Where are you located?' with three buttons: 'United Kingdom', 'Canning Town', and 'Change'. At the bottom right is a 'Next' button with a right arrow. A progress bar at the bottom shows five steps: '01 Basics' (active), '02 Item Description', '03 Auction Details', '04 Media', and '05 Finish'. The user's name 'Chris' is visible in the bottom right corner.

Page 2 of 5

Stage 2: The seller provides a description of the item and can add keywords or features from the list below.

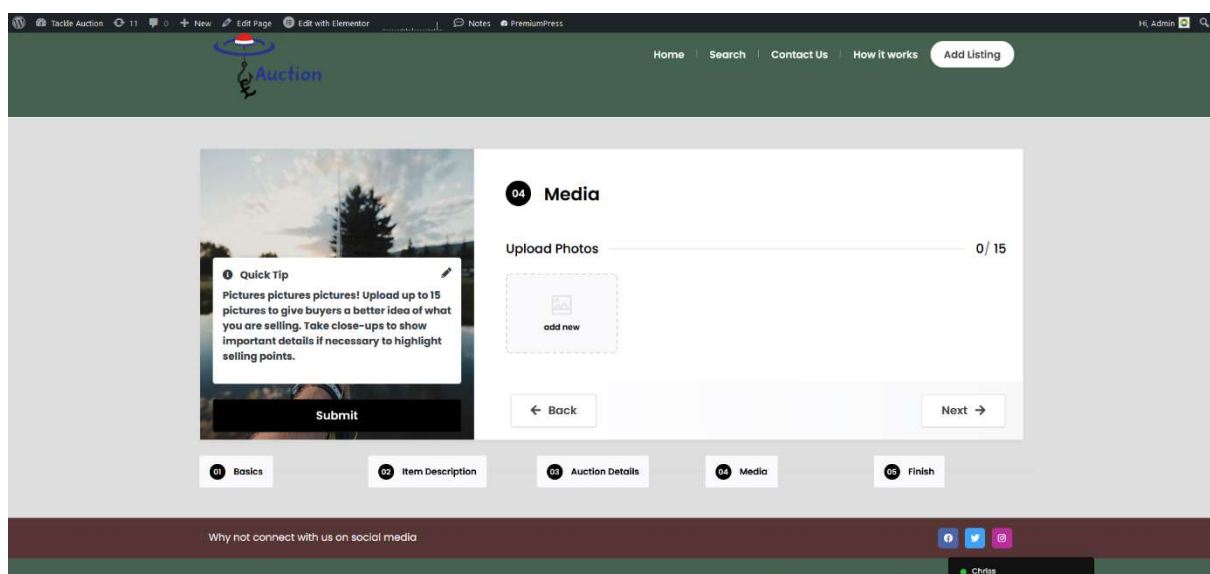
The screenshot shows the '02 Item Description' form. On the left, there is a vertical image of a hand holding a fishing rod over a body of water at sunset. Overlaid on this image is a 'Quick Tip' box that reads: 'Enter your item description, be truthful and detail any important information good or bad. A good description will help to sell your item.' Below the tip is a 'Submit' button. The main form area has a title '02 Item Description' and a character count '40 more characters required'. It features a large text area for 'Item Description', a 'Keywords' field with a note 'Separate each keyword with a comma.', and a 'Features' section with five checkboxes: 'Almost New', 'Unwanted Gift', 'Original Packaging', 'Includes Receipt', and 'Brand New'. At the bottom are 'Back' and 'Next' buttons with arrows. The progress bar at the bottom shows '01 Basics' and '02 Item Description' (active), followed by '03 Auction Details', '04 Media', and '05 Finish'. The user's name 'Chris' is visible in the bottom right corner.

Stage 3: This is where the seller sets the starting price for the items auction and the auction duration. They can also add a reserve price, a buy it now price and shipping costs and type if necessary. Also, they can say if they will or will not accept returns for the item. Should the seller wish, they can sell their items as buy it now with no auction by clicking the auction type and selecting buy it now from the drop-down menu. More on this later further on.



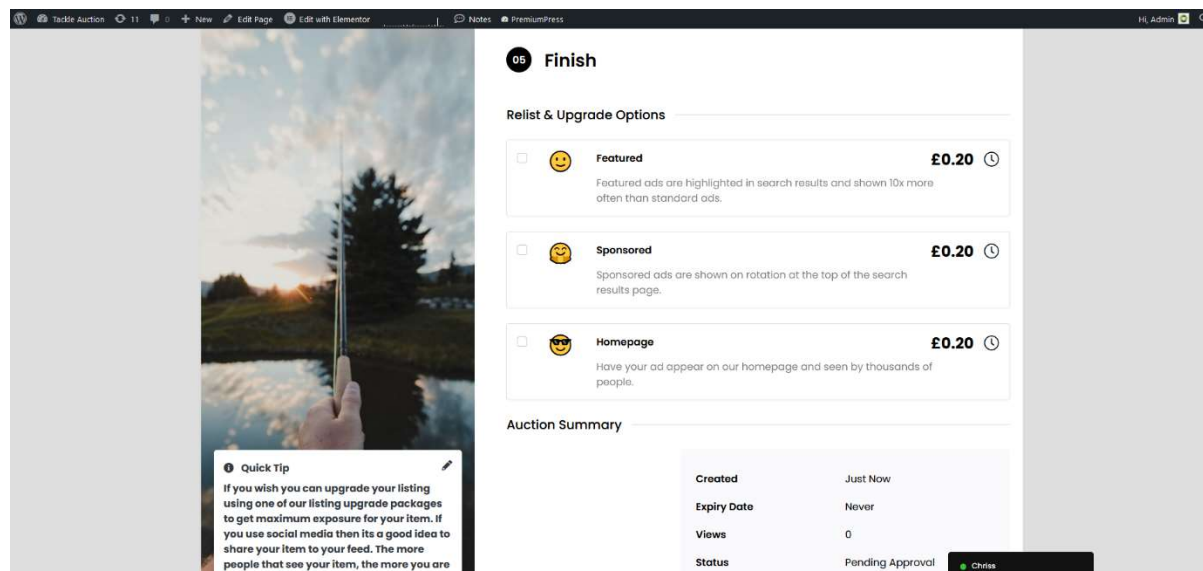
The screenshot shows the 'Auction Details' form in the Tackle Auction WordPress plugin. The form is divided into several sections: 'Auction Details', 'Starting Price', 'Reserve Price', 'Delivery', 'Refunds', and '7 Day Refunds'. The 'Auction Details' section includes a dropdown for 'Auction Type' (set to 'Normal Auction') and a dropdown for 'Listing Duration'. The 'Starting Price' section has a text input field with a yellow '€' icon and a '0' value. The 'Reserve Price' section has a similar text input field with a '0' value. The 'Delivery' section has a dropdown menu set to 'Shipping from my location'. The 'Refunds' section has a dropdown menu set to 'New'. The '7 Day Refunds' section has a text input field. A 'Submit' button is visible at the bottom right of the form.

Stage 4: This is where the seller can add images for their item.



The screenshot shows the 'Media' form in the Tackle Auction WordPress plugin. The form is titled 'Media' and has a progress bar at the top indicating '0/15' photos uploaded. The form includes a 'Quick Tip' box with text: 'Pictures pictures pictures! Upload up to 15 pictures to give buyers a better idea of what you are selling. Take close-ups to show important details if necessary to highlight selling points.' Below the tip is a 'Submit' button. The main area is labeled 'Upload Photos' and contains a dashed box with a 'add new' button. At the bottom, there are navigation buttons: 'Back', 'Next', and a series of numbered tabs: '01 Basics', '02 Item Description', '03 Auction Details', '04 Media', and '05 Finish'. A footer bar at the bottom contains social media links and a 'Why not connect with us on social media' message.

Stage 5: When all the necessary information has been added, this is the stage where a user can list the item for sale. Currently the theme we are using allows for sellers to purchase listing upgrades to increase their items visibility on the site. We can disable this feature if we wish.



That is how it currently works however we wish to make modifications to the way that a buy it now sale would work.

The original theme only allowed a seller to list one item for sale as a but it now listing.

We had this customized by another developer to allow users to list multiple quantities for sale but they never completed the work. We need this completed to the requirements set out below.

So, we wish to attract commercial sellers as well who would normally have multiple items to sell of the same type. We feel that this would be very off putting for them to list items in this way. Also, buyers would find it a nuisance if they wanted to buy more than one item.

So, to clarify the requirements for buy it now listings. At Stage 3 as mentioned before, the seller can decide if they want to make their item a buy it now item and not an auction. If this is the case, then the image below shows what options they have. It's almost the same as with an auction but now they have a buy it now price instead of an auction starting price. Also, they have the option to list more than one for sale. So as an example, if the seller has fishing bags all the same type for sale, they will enter 46 where it says buy it now Qty available.

03 Auction Details

Auction Details

Auction Type
Buy It Now

Listing Duration *
Select the number of days you would like the auction to run for.

Buy It Now Price
Here you can set a price for the user to buy this item outright.

Buy It Now Qty Available
Here you can set a qty available for buyers to purchase.

Shipping Price
Here you enter an amount for shipping this item.

Delivery
Shipping from my location

Refunds

Condition
New

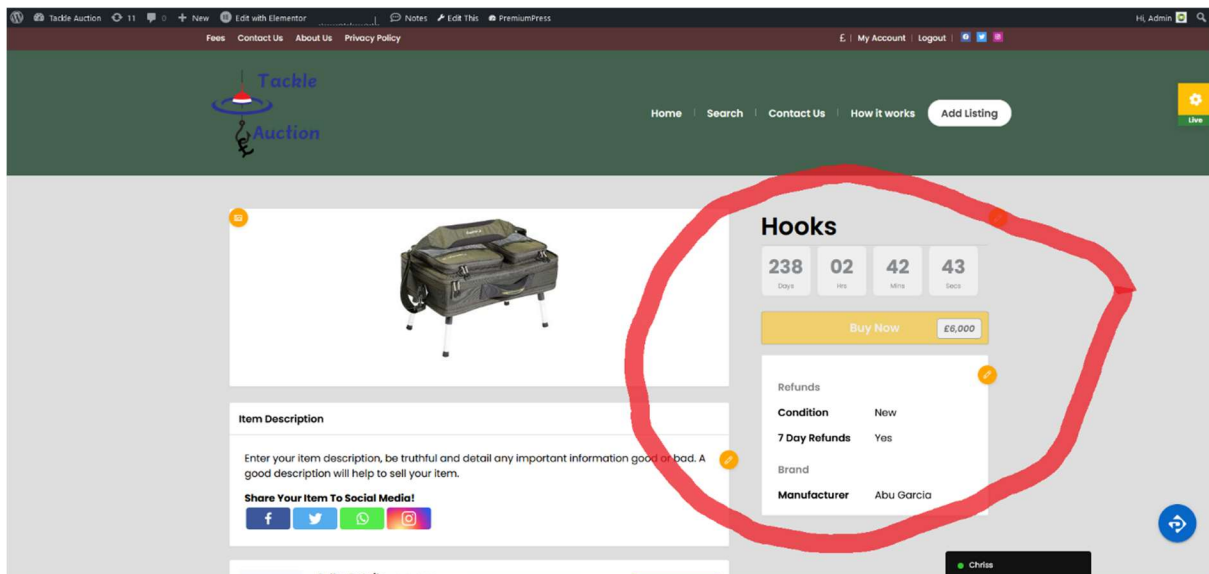
7 Day Refunds *

Brand

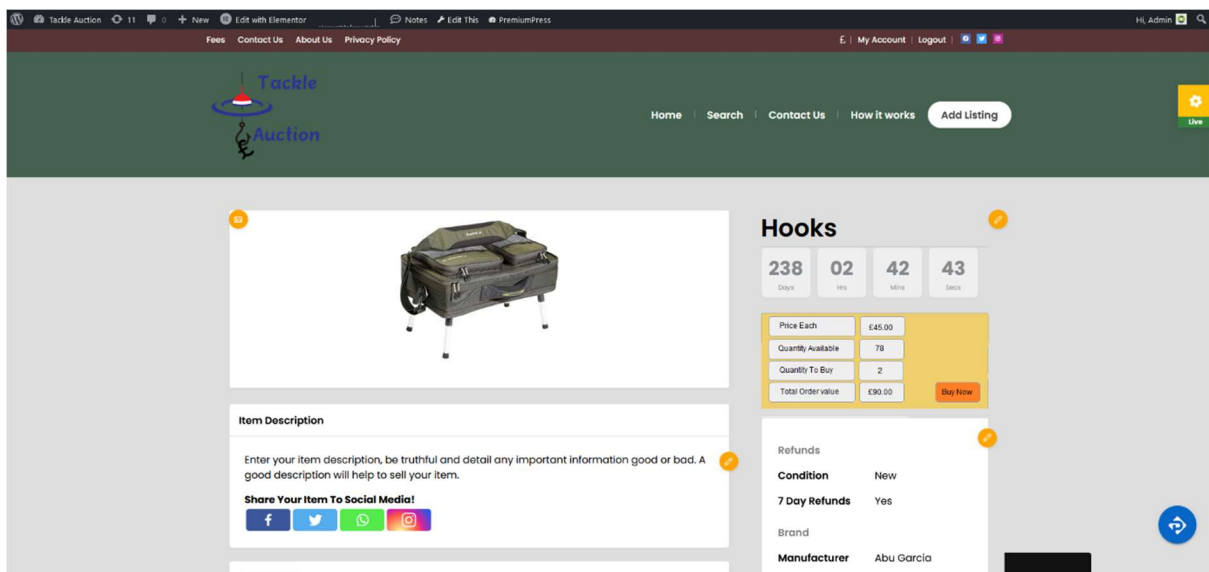
Manufacturer
Type Or Model Number if Applicable

Quick Tip
Decide if you want to auction your item or as a buy it now type sale. Set your starting price and then set a reserve price for

So currently, the WordPress theme we are using allows the user to put multiple items available for buy it now, but the page's live listing does not show multiple items for sale as circled below. A buyer can only purchase one at a time. We want to add a custom field to buy more than one in a single transaction.



What we would like is for this page to show the cost of an item. The amount available to buy, an option to input more than one so they can buy more than one in a single transaction. And the total order value when purchasing more than one. This image by the way is one we altered to show what we want. When a sale has completed the available quantity should update so in the example shown once this sale has completed the new qty available is 76.



Now for payments. The theme comes with lots of optional payment platforms ready to install. PayPal comes pre-installed and unless changed is the default payment gateway.

We would prefer to use PayPal for all seller/buyer transactions because this way if there are any problems with a transaction, the buyer could make a claim via PayPal as **we do not wish** to get involved with seller/buyer disputes.

But the websites commission payments from sellers we would like to be paid using a cheaper method that works on a percentage of the transaction and doesn't take both a percentage and a fixed transaction fee like PayPal does. We'll give you an example of our problem with PayPal for collecting commission.

If a seller sells an item for £10.00 at a commission rate of 5% the site would get £0.50 in commission. From this PayPal would take a £0.30 transaction fee plus a further 2% making it £0.31 in total taking 62% of our commission. As we expect a great deal of sales of this type of value it would mean that all we are doing is generating an income for PayPal.

Unless of course it can be set up in such a way that once a seller has accumulated a certain amount of commission debt to the site then the commission could then be collected by PayPal once the target figure has been reached.

This is why we are looking for a separate method for collecting commission payments and to collect them automatically on a monthly basis, if possible, much the same as Ebay works.

Some of the work for this is already included in the theme's original functionality. Within the themes back end the admin can set the commission rate, in our case this is 5%. When a seller makes a sale, the commission is automatically calculated and added to a sellers account as in the image below.

[Boost Me](#)
[Add Listing](#)
[Logout](#)

Dashboard

Here you'll find your account overview, recent account notices and alerts.

My Bids

Any bids you have made or recieved can be found here.

My Auctions

Here you can view, manage and upgrade your existing auctions.

Messages

Here you can chat with other users using our private message system.

Balance & Invoices (£0.36)

View your account balance, invoices and recent withdrawals here.

Settings

Contact details, email, password and other account details can be found here.

Balance & Invoices

Your account balance is (£0.36). Minimum cashout is £0.01

Payment Due
Please make payment as soon as possible.

Negative Amount Balance

Amount due £0.36. Please make payment as soon as possible.

Pay Now

Order ID	Date	Amount	Status	Invoice
#002969	May 10, 2023 7:31 pm	£135.00	PENDING	Invoice
#002934	April 22, 2023 6:07 pm	£0.00	PAID	Invoice
#002848	April 23, 2023 8:22 pm	£1.00	PAID	Invoice
#002816	April 22, 2023 5:54 pm	£1.00	PAID	Invoice
#001344	September 18, 2022 10:31 am	£10.00	PAID	Invoice

At the same time an invoice for the commission is created and also added to a user's seller account as shown below.

Invoice

Paid

#001344

Ordered

Order Ref:

Date & Time: September 18, 2022 10:31 am

Bill to

Name:

Email:

Phone:

Mailing Address

Items

QTY	Item Description	Price
1x	Lures	£10.00
Subtotal		£10.00
Total		£10.00

Bill from

Name:

Email:

Phone:

Mailing Address: Badakhshan, Afghanistan,

Within the Balance and Invoices section of a user's account shown above the invoice image, there is an option for a user to pay now. Again, this would be via PayPal which we would rather not use for commission unless we can modify the functionality to only collect commission when a threshold is reached. Or we could use an alternative means of collecting payments solely for commission such as Stripe for example. Also, users currently have to physically pay their balances by going to their account page to do so. We would like this process to be automated either via a threshold as previously mentioned or on a specific day of the month.

These are our initial requirements for this gig so to speak. These are required as a minimum to being able to launch the site. Further to that we will need other work completing such as making the site multi language, some content modification as we are well aware that the site is lacking in appearance. We are also looking to build an App for the site as well.

Hopefully this is clear enough but if you have any questions or need any further information please send us a message via Fiverr.