

APPENDIX C: Services Effort Table

Type	Category	Sub-Category	Story Point	Description
Support	User Support	-	0,5	User guidance provided to the customer (Sharing the user manual, explaining how to create a campaign)
Support	Troubleshooting	Low	1	Problem discovery and identification for the issues related to the performance of a web site and the integration of ERP
Support	Troubleshooting	Medium	2	Problem discovery and identification for the issues related to product and catalog
Support	Troubleshooting	High	3	Problem discovery and identification for the issues related to payment, registration, shipping, stock and price
Support	Flow Triggering	-	0,5	Bulk/single trigger operations on the integration flow
Support	Configuration	Low	0,5	Basic updates in the configuration of one application not including any user interface
Support	Configuration	Medium	1	Script update
Support	Configuration	High	3	Complex updates in the configuration of applications dependent on one other not including any user interface
FE Development	Text Revision		1	Changes on static texts (Terms of Service, Footer copyright notices, etc.)
FE Development	Style Revision	Low	1	CSS (color, font, border, etc.) changes on small components (buttons, checkboxes, menu items, etc.)
FE Development	Style Revision	Medium	2	CSS changes on mid-size components (message boxes, listing items, etc.)
FE Development	Style Revision	High	3	CSS and style changes affecting large widgets and pages
FE Development	UI Adjustment	Low	2	CSS and Template (requires modification on HTML with CSS) changes affecting small components (buttons, checkboxes, links, etc.)
FE Development	UI Adjustment	Medium	3	CSS and Template changes on mid-size components (message boxes, listing items, etc.)
FE Development	UI Adjustment	High	5	CSS and Template changes on big components or pages with interactivity (message boxes, listing items, etc.)
FE Development	Interactive Code	Low	3	Interactivity (Javascript) code that requires adjustment on the existing code or library (adding an extra button for already implemented behavior, slight change on code, etc.)
FE Development	Interactive Code	Medium	5	Interactivity (Javascript) code that requires the addition of new behavior on the existing code or library (adding a different animation on sliding images, etc.)
FE Development	Interactive Code	High	8	Interactivity (Javascript) code that requires the addition of new code or library (adding a slider, zoom feature on images, etc.)
FE Development	Custom Widget	Low	3	Widgets classified as not requiring new design and effort
FE Development	Custom Widget	Medium	5	Widgets classified as new design
FE Development	Custom Widget	High	8	Widgets classified as new design and interactive (requires scripting)

FE Development	Checkout Revision	Low	5	Payment with current design language and small changes (req: design director approval and rigorous production test)
FE Development	Checkout Revision	Medium	8	Payment with new design / different design language (req: design director approval and rigorous production test)
FE Development	Checkout Revision	High	13	Payment with extra interactivity (requires scripting) (req: design director approval and rigorous production test)
FE Development	Landing Page Revision	Low	8	Landing pages with current design language and small changes
FE Development	Landing Page Revision	Medium	13	Landing pages with new design / different design language
FE Development	Landing Page Revision	High	21	Landing pages with extra interactivity (requires scripting)
FE Development	Payment Integration	Medium	13	Payment integration without visual changes or additions (req: rigorous production test)
FE Development	Payment Integration	High	21	Payment integration with new visual design (req: design director approval and rigorous production test)
FE Development	Home Page Revision	Low	5	Home page with current design language and small changes
FE Development	Home Page Revision	Medium	8	Home page with new design / different design language
FE Development	Home Page Revision	High	13	Home page with extra interactivity (requires scripting)
FE Development	Navigation or Footer Revision	Low	8	Nav/Footer with current design language and small changes
FE Development	Navigation or Footer Revision	Medium	13	Nav/Footer with new design / different design language
FE Development	Navigation or Footer Revision	High	21	Nav/Footer with extra interactivity (requires scripting)
FE Development	Third-Party Integration	Low	5	Third party integrations based on the number of affected areas (visual design, interactivity, data exchange with services, etc.)
FE Development	Third-Party Integration	Medium	8	Third party integrations based on the number of affected areas (visual design, interactivity, data exchange with services, etc.)
FE Development	Third-Party Integration	High	13	Third party integrations based on the number of affected areas (visual design, interactivity, data exchange with services, etc.)
FE Development	Analysis	Low	1	Non-specific analysis tasks / SEO / Page speed / Performance metrics
FE Development	Analysis	Medium	3	
FE Development	Analysis	High	5	
FE Development	SEO Requests	Low	1	Specific requests for specified pages
FE Development	SEO Requests	Medium	3	Analysis requests for specified pages
FE Development	SEO Requests	High	5	Non-descriptive/specific requirements
FE Development	Bug	Low	1	Bug resolution
FE Development	Bug	Medium	3	Bug resolution
FE Development	Bug	High	5	Bug resolution
BE Development	Bug	Bug	1	

BE Development	Bug	Bug	3	
BE Development	Bug	Bug	5	
BE Development	Payment	Standard Implementation*	8	Client-specific installation for prebuilt POS integration
BE Development	Payment	Custom Implementation*	13	Client-specific configuration on the Low Level + Integration layer
BE Development	Payment	Configuration - Low	2	Basic configurations in payment option settings
BE Development	Payment	Configuration - Medium	3	Complex configurations in payment option settings
BE Development	Payment	Configuration - High	5	Configurations on the integration level
BE Development	Shipping	Standard Implementation*	5	Client-specific installation for prebuilt shipping integration
BE Development	Shipping	Custom Implementation - Low	8	Standard Installation + Client-specific rules
BE Development	Shipping	Custom Implementation - Medium	13	Standard Installation + Client-specific custom configurations on the integration level
BE Development	Shipping	Custom Implementation - High	21	Standard Installation + Client-specific additional developments on the integration level
BE Development	Shipping	Configuration - Low	2	Configurations in shipping settings
BE Development	Shipping	Configuration - Medium	3	Configurations in shipping rules
BE Development	Shipping	Configuration - High	5	Configurations in shipping settings & rules
BE Development	ERP/WMS Integration	-	Total SP*	
BE Development	ERP/WMS Integration	Product Integration	3	
BE Development	ERP/WMS Integration	Price Integration	3	
BE Development	ERP/WMS Integration	Stock Integration	3	
BE Development	ERP/WMS Integration	Image	3	
BE Development	ERP/WMS Integration	Cancellation/Refund	3	
BE Development	ERP/WMS Integration	Order	3	
BE Development	ERP/WMS Integration	Invoice	3	
BE Development	ERP/WMS Integration	OMS Integration - Low	3	Low-Complexity Web Hook Configurations
BE Development	ERP/WMS Integration	OMS Integration - Medium	5	Medium-Complexity Web Hook Configurations
BE Development	ERP/WMS Integration	OMS Integration - High	8	High-Complexity Web Hook Configurations
BE Development	ERP/WMS Configuration	ERP/WMS Configuration - Low	2	
BE Development	ERP/WMS Configuration	ERP/WMS Configuration - Medium	3	
BE Development	ERP/WMS Configuration	ERP/WMS Configuration - High	5	
BE Development	CRM	Implementation*	Total SP*	Standard Installation + Selected Event Management
BE Development	CRM	Standard Implementation*	13	

BE Development	CRM	Event Management - Low	5	Event Management Fed by API Communication
BE Development	CRM	Event Management - Medium	8	Event Management with Additional Integration Flow
BE Development	CRM	Event Management - High	21	Event Management + Order Management Fed by Campaigns
BE Development	CRM	Configuration - Low	3	URL, Attribute etc. Updates
BE Development	CRM	Configuration - Medium	5	Changes in the API structure
BE Development	CRM	Configuration - High	8	Adding new event or attribute in the API structure
BE Development	Loyalty	Standard Implementation*	34	Standard (Compliant with Akinon Documentation) CRM Installation
BE Development	Loyalty	Configuration - Low	3	URL, Attribute etc. Updates
BE Development	Loyalty	Configuration - Medium	5	Data Configuration
BE Development	KVKK/GDPR Gateway	Implementation - Low	8	
BE Development	KVKK/GDPR Gateway	Implementation - Medium	13	
BE Development	KVKK/GDPR Gateway	Implementation - High	21	
BE Development	OTP	Implementation*	5	
BE Development	OTP	Custom Implementation* - Low	8	
BE Development	OTP	Custom Implementation* - Medium	13	
BE Development	OTP	Custom Implementation* - High	21	
BE Development	Marketplace	-	Total SP*	
BE Development	Marketplace	Product	8	Product Integration
BE Development	Marketplace	Price	3	Price Integration
BE Development	Marketplace	Stock	3	Stock Integration
BE Development	Marketplace	Image	3	Image Integration
BE Development	Marketplace	Order	8	Order Integration
BE Development	Marketplace	Additional Service Flow - Low	5	Additional Service Flow - Low
BE Development	Marketplace	Additional Service Flow - Medium	13	Additional Service Flow - Medium
BE Development	Marketplace	Additional Service Flow - High	21	Additional Service Flow - High
BE Development	Marketplace	Mapping - Low	3	Attribute mapping
BE Development	Marketplace	Mapping - Medium	5	Attribute mapping
BE Development	Marketplace	Mapping - High	8	Attribute mapping
BE Development	Marketplace	Configuration - Low	3	Changes in data such as credentials / shipping company / delivery period etc.
BE Development	Marketplace	Configuration - Medium	5	Configuring category trees
BE Development	Marketplace	Configuration - High - Additional Service Flow - Low	5	Adding a new service

BE Development	Marketplace	Configuration - High - Additional Service Flow - Medium	13	Adding a new service
BE Development	Marketplace	Configuration - High - Additional Service Flow - High	21	Adding a new service
BE Development	Easy Return Shipping Provider	Implementation* - Low	5	
BE Development	Easy Return Shipping Provider	Implementation* - Medium	8	
BE Development	Easy Return Shipping Provider	Implementation* - High	13	
BE Development	Analysis	Low	2	Basic analysis
BE Development	Analysis	Medium	3	Mid-complexity analysis
BE Development	Analysis	High	5	High-complexity analysis
BE Development	SEO Management	Configuration	3	SEO configurations
BE Development	Email Transactions	Configuration	3	Email transaction configurations
BE Development	Sitemap Management	Configuration	3	Sitemap configurations
BE Development	BI Reports	New Report - Low	1	Creating a new BI report with the raw columns and data
BE Development	BI Reports	New Report - Medium	3	Creating a new BI report with the raw columns and data + calculated fields
BE Development	BI Reports	New Report - High	5	Creating a new BI report with the raw columns and data + calculated fields + dashboard
BE Development	BI Reports	Configuration	1	BI configurations
BE Development	Documentation	Low	1	Documentation (1-3 pages)
BE Development	Documentation	Medium	3	Documentation (4-10 pages)
BE Development	Documentation	High	5	Documentation (10+ pages)
BE Development	Acc Migrations	Low	1	Preparing for ACC migration
BE Development	Acc Migrations	Medium	3	Preparing for ACC migration
BE Development	Custom Feature	Low	3	Adding a custom feature (low-complexity)
BE Development	Custom Feature	Medium	5	Adding a custom feature (mid-complexity)
BE Development	Custom Feature	High	8	Adding a custom feature (high-complexity)

*Impl: Implementation

*Conf: Configuration

*Int.: Integration

*MP: Marketplace

*Add: Additional

*L-: Lowest Complexity Level

*L: Low Complexity Level

*M: Medium Complexity Level

*H: High Complexity Level

*H+: Highest Complexity Level