

Think Out Your Store:

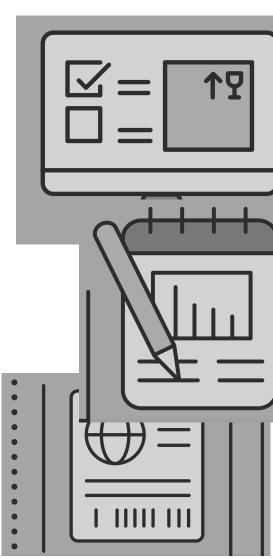
eCommerce considerations to identify before you build





Considerations:

- Product Insights
- Sales workflow
- Payment processing
- Shipping requirements
- Marketing capabilities
- Reporting considerations



Product Insights

- Product growth expectancy
- Categories, subcategories
- Attributes, variations or options
- Irregular pricing
- Is your product tangible or a service?
- Digital downloads

Sales workflow

- Managing orders
- Fulfill orders
- Inventory on hand supply limits
- High volume of sales
- Customer questions
- Customer complaints and returns
- Repeat business "account" feature

Payment processing

- Taking payments
- PayPal vs. merchant account
- Merchant account types/fees
- Gateway and advanced SSL
- Alternative payment methods
- Tax requirements
- Recurring billing cycle (renewal)

Shipping requirements

- Shipping Products
- Calculating shipping and handling costs
- USPS, FedEx, US Postal Service, etc.
- Pick up vs. drop off site
- Track shipments
- Insurance requirements
- Shipping cost "on the fly" or flat rate based shipping
- Discounted shipping rates
- Ability to print shipping labels

Marketing capabilities

- Incentives
- Share options
- Recommendations
- Upsells
- Follow up
- Sign Up List

Reporting considerations

- Sales
- Performance
- Profit & Financial Reports
- Order Processing
- Inventory





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This is just the beginning Now Take Action: Answer as many of these questions as you can

Bonus: Planning specifications

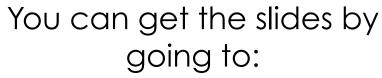
- Matching "look and feel"
- Product presentation
- Custom Fields
- Communications
- Collection of special/additional information checkout
- Set of policies/procedures
- Wireframing or Storyboarding

Additional Consideration: What are your **timeline** and **budget** parameters.



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If you can, please take 2 mins to give feedback - link to survey is on the page.
Thanks!

