



# 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

The background features a stylized illustration of a bus with yellow and pink panels and a document with horizontal lines. A large, light-colored arrow points from the document towards the bus. The entire scene is set against a light blue background with faint vertical lines.

- 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

# What we reviewed:

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

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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