

## Scope for Ecommerce Website Development

Hello,

Thank you for showing your interest in partnering with TechieCoders IT Solutions for your Ecommerce website development. We are really glad for this opportunity and we believe in collaboration with you, we can design and develop a very efficient website which will help to build your online presence and would help you boost your business in the digital world. We have built websites for several brands with great success and are quite excited in getting to work on yours.

### A. E-COMMERCE WEBSITE

The Responsive website template will be device compatible (responsive on mobile, desktop, laptop, iPad...Etc.)

#### 1. HEADER

- A. Logo
- B. Home
- C. Categories with Sub-Category Dropdown
- D. My Cart
- E. Search
- F. Login/Register
- G. My Account

#### 2. HOME PAGE CUSTOMIZATION

- A. Header
- B. 3-5 Banners with sliding effects
- C. Top 5 featured products from Featured categories with view all link
- D. Top 5 new products with view all link
- E. Other Homepage Plugins
- F. Testimonials
- G. Footer

#### 3. SUB-CATEGORY LISTING PAGE

- A. Basic and advance search option
- B. Listing page with all Sub-Category products
- C. Link to product detail page
- D. Filter by various options
- E. Sort by various options
- F. Paging for more products

#### 4. PRODUCT SEARCH & LISTING PAGE

- A. Basic and advance search option

- B. Search result page with listing all matched entries
- C. Link to product detail page
- D. Filter by various options
- E. Sort by various options
- F. Paging for more products

#### 5. PRODUCT DETAIL PAGE

- A. Product title
- B. Description
- C. Specifications
- D. Product images with zoom feature
- E. Product price
- F. Select Quantity and variants
- G. Buy now will go to checkout page
- H. Add to cart will update the cart and user will continue shopping
- I. Other details like delivery, special instructions etc.
- J. Make Special Request Link
- K. Related products list
- L. Also viewed by other users list

#### 6. VIEW CART

- A. List of products added to cart
- B. User can update / delete the Items from the shopping cart
- C. Checkout

#### 7. LOGIN/USER REGISTRATION PROCESS

- A. On Checkout there will be check for active user login
- B. If user is not logged in the he/she will be asked to login/register
- C. On login the user will be redirected to checkout page
- D. On registration new user will be created and on successful verification user will be redirected to checkout page
- E. Forgot password to reset new password

#### 8. CHECKOUT PROCESS

- A. Billing address
- B. Shipping address
- C. Order summary with delivery charges, promo code & offers calculation and final amount to be payable
- D. Move to payment gateway
- E. Order confirmation page
- F. Order email confirmation email will go to Admin and User

## 9. STATIC CONTENT PAGES

- A. About us
- B. Privacy policy
- C. Disclaimer
- D. Refund policy
- E. Terms of use
- F. Site Map

## 10. CONTACT US PAGE

- A. Contact us form
- B. Once the form submitted, email will go to admin email id
- C. Office address location
- D. Contact details
- E. Google Map support for display the Office Location

## 11. FOOTER

- A. Contact us details
- B. Main menu links
- C. Information page links
- D. Social media page links
- E. Copyrights
- F. Chat plugin (Free plugin)
- G. WhatsApp chat link

## B. CUSTOMER DASHBOARD

- A. Dashboard with summary
- B. Manage profile
- C. Verify email
- D. Change password
- E. Manage billing & shipping address
- F. View Orders & status
- G. View/Print/Mail order invoice

## C. ADMIN FUNCTIONALITY

### 1. ADMIN USER MANAGEMENT

- A. Manage admin users
- B. Manage admin roles

### 2. PRODUCT CATEGORY MANGEMENT

- A. Manage product categories & sub-categories

### **3. PRODUCT CATALOG MANAGEMENT**

- A. Manage product
- B. Manage product images
- C. Manage product inventory
- D. Manage product seo settings
- E. Manage related products

### **4. ORDER MANAGEMENT**

- A. Manage orders & status
- B. Generate Invoice in PDF
- C. View or email or print invoice
- D. Show icon for out of stock

### **5. CUSTOMER MANAGEMENT**

- A. Manage customers
- B. Manage customer address

### **6. COUPONS/OFFER MANAGEMENT**

- A. Manage Coupons & Offers

### **7. DELIVERY CHARGE MANAGEMENT**

- A. Manage Delivery Charges for various locations

### **8. REPORTS**

- A. Inventory report
- B. Customer wise sales report
- C. Period wise sales report
- D. GST Reports
- E. Income Tax Report
- F. Additional Reports as per client

### **9. CRON JOBS**

- A. Auto Birthday and Anniversary Greeting Emails
- B. Send new product notification
- C. Low stock alerts

## **D. LOGO DESIGNING**

The goal of this project is to create a logo that will support brand growth and create recognition across social and real-world platforms.

### **1. LOGO DESIGN PROCESS**

- A. Understanding Your Brand: We feel that your logo should communicate both who and what you are. It should speak to your audience on a subconscious level and make a positive impression upon them.
- B. Concept: Before we draw a single line, we'll discuss your vision for your company logo with you.
- C. Review & Revise: We'll present you with 2 options that we've created based on the information you've given us. You'll have the opportunity to review each of them and provide feedback for revisions.
- D. Delivery: Once we've crafted a logo design that you're happy with, we'll provide you with all of the digital files you'll need to put the logo to good use.

## 2. LOGO DESIGN OUTCOME

- A. It will consist of 2 concept sketches, three rounds of revision on the selected concept to finalize logo.
- B. Logo will be designed for both web and print and in all formats (as per client's requirements) along with editable PSD file.

## 3. WEBSITE DESIGNING

- A. Estimated 16 distinct pages
- B. One layout for the homepage will be designed. On finalizing layout 2-3 iterations will be done.
- C. The Home page design which has moved to the development phase after approval, cannot be changed, hence design needs to be thoroughly reviewed before it is sent for development.
- D. Layout will be designed based on the information gathered. Any changes to the design will be implemented and resent for approval.
- E. The Inner pages are designed based on the theme of the home page. Any new design or layout structure is needed for the inner pages, and will incur additional cost
- F. Responsive Design Included
- G. SEO (Search Engine Optimization) ready.
- H. Content Writing includes all the pages in the website except for product, category, subcategory pages.

**THANK YOU**