

hello,
business.

Lets
create
your
best
visual
story!

E-COMMERCIAL SHOP //BRIEF

01// DOMAIN NAME

Yes we have it (indicate here)

- No but we will register ourselves*
 We don't have and we need your help to register

02// HOSTING

We have hosting services. (indicate name of hosting company and name of tariff here)

- No but we will have it ourselves*
 We don't have and we need your help to find it

03// IDENTITY FOR WEB SITE

- We have logo*
 We have company logo and style elements (colors, symbols, graph elements, fonts)
 We have manual for use of corporate identity
 We don't have any of them

04// PRODUCT PHOTOS

- We have ready photos for publication*
 We have original photos but they need to be retouched
 We do not have good photographic material, it needs to be created

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05// CONTENT FOR ONLINE STORE

- We have all written and edited articles, ready for publication*
- We have text but it needs text editing and proofreading*
- We don't have content, we need help to create it*

06// PRODUCT RANGE

- Till 10*
- 10-50*
- 50-200*
- higher than 200*

07// HOW OFTEN WILL THE INFORMATION ON THE SITE CHANGE?

- Once a day*
- Once a week*
- Once a month*
- Other*

08// WHO WILL BE MANAGER OF SYSTEM?

- We have specialist who can handle administration system*
- We don't have specialist so we need as much as simple administrative system*

09// HOW WILL BE UPLOADED DATA ON WEBSITE?

- We have all our products in Excel file*
- We have all our products in XML file format*
- We have all our products in CSV file format*
- We have to enter all products manually*

10// PAYMENT SYSTEM ON ONLINE STORE

- COD (Cash On Delivery) - Payment will receive by delivery company*
- Bank Transfer*
- E-Payment systems (Yandex, Paypal, Bluepay, Login and pay by Amazon)*
- Credit cards (Visa, MasterCard)*
- Non-cash payment for legal entities (printout of invoice)*
- Cash on hand to the courier*

11// FUNCTIONS

- Online support service (chat on site)*
- E-mail Newsletter*
- Reviews*
- Compare Products*
- Product filter*
- Advanced search (with keyword and / or product parameters)*
- Marketing (discounts on product groups, accumulative discount system, etc.)*
- Distribution of access rights*
- Multiple language versions*
- Affiliate program*
- Different customer groups (such as retail + wholesaler + professionals)*
- Different tabs on product page (such as how to use, technical info etc.)*
- Show and hide product for different customer groups*

12// RULES OF PRODUCT ASSORTMENT

13// WHO IS YOUR TARGET AUDIENCE?

Tell us about the audience that your site will be designed for.

Are they individuals or corporate clients?

What are their main geographical, ages, social, behavioral traits?

14// TARGET AUDIENCE SHOPPING EXPERIENCE ON INTERNET

- They are unfamiliar with the purchase of goods via the Internet*
- Confident users. Well familiar with the possibilities of shopping online*
- Advanced users. Often buy and use electronic payment methods*

15// GIVE US EXAMPLES OF ONLINE STORE THAT YOU LIKE.

Indicate successful sites according to your opinion.

Make a list competitors' websites, if they exist.

Are there any sites that you like from a visual point of view - not necessarily in your industry?

What exactly do you consider successful in them?

16// WHOM CAN WE CONTACT FOR THIS PROJECT?

How to contact with you for further discussion for the project?

Specify, in which way it will be more convenient for you to communicate.

CLEAR

SEND VIA E-MAIL