



Web 2 Market

Website Design & Configuration

Questionnaire and Guide

At Web 2 Market, our web development philosophy is to create simple, clean sites with obvious navigation, a consistent layout, and, most importantly, the information your customers are looking for. We want to make your customers' visits to your web site as trouble free as possible. That all begins with a good site design.

Answering the questions in this questionnaire will help us to determine how to design your website. We will use the information you provide here as a first step in designing the look and feel of your web site. We will highlight many of the key elements of an e-commerce site, specifically an AbleCommerce e-commerce site, and provide you with several configuration/design options. We will also highlight some common customizations to the AbleCommerce templates that many of our customers find useful.

In addition to the questions, we will attempt to explain some of the more confusing areas of deciding on a site design, like Page Size, Alignment, etc. We cannot cover everything here, but at the end of the questionnaire, we have a list of several useful links if you want to learn more. Also searching the web will provide countless sites with tips and ideas about web site design.

Also included in this questionnaire is a series of questions regarding the configuration of your AbleCommerce web site. If you are requesting a non-AbleCommerce site, please disregard these sections. For AbleCommerce customers, filling out the entire questionnaire will help us to quickly design and configure your site to meet your individual needs.

Please keep in mind, this questionnaire is a guide to help you help us to design and configure your web site. Some questions you may not be able to answer and some you may not understand. If you find yourself struggling with a question, please continue with the next one, or give us a call. When we contact you to discuss the design and finalize your AbleCommerce configuration, we will go over everything in this questionnaire in detail to make sure that everything is correctly configured to meet your business needs.

Please answer the questions to the best of your ability. If you have any questions, feel free to contact Web 2 Market at (708) 361-9068. When you are finished, please return this to us as soon as possible so we can begin the process of creating and configuring your new web site. Thanks.



Company Information

Please take a few minutes to fill in the company information below so we can keep all of our records together. Thank you for your cooperation.

Company: _____

Store Name: _____

Web Address: _____

Store Address: _____

Contact Name: _____

Phone Number: _____

Fax Number: _____

Email Address: _____

Comments: _____

Section I

General Site Design

When we design a website, we can design it so that it is fixed at a specific size (www.earthly.com) or so that it expands to fill the entire page (www.iwanries.com). Depending on your content and your target customers, one option may work better for you than the other. How should you determine the size that your site should be designed?

Once upon a time, most monitors had a standard resolution of 640 x 480 pixels and websites that wanted to display the best for the greatest number of visitors were designed to fit in a window of that size. As monitors become bigger and cheaper, more people are able to use higher resolutions. In the past 5 years, the standard minimum resolution has increased to 800 x 600 pixels and as larger monitors become increasingly popular, the trend is toward 1024 x 768 displays. A quick search of the web shows that in January of 2004 about 40% of users were using screen resolutions of 800 x 600 or less. Current statistics (as of January 2007) show that number has dropped to less than 15% while 1024 x 768 or greater has jumped from about 55% to 80%, up about 5% from January 2006.

However, just because more and more people are viewing the web at resolutions of 1024 x 768 does not mean that everyone is. Even those customers that have screen resolutions of 1024 x 768 (or even larger) may not have their browser window maximized. Generally, it is a good idea to design a web site so that it will display fine on the lowest resolution site that your visitors will have. Typically, this is 800 x 600, but if your business is aimed at customers who tend to be more technically advanced, you may want to consider a site design for 1024 x 768 resolutions. Many news and technology sites (see www.espn.com, www.cnn.com, and www.cnet.com) are currently designed for 1024x768 resolutions, however most retail sites are still designed for 800x600 resolutions (see www.dell.com, www.walmart.com, and www.target.com). There are exceptions however: www.buy.com, www.apple.com, www.att.com, and www.bn.com are all designed for 1024x768 resolutions.

One way to avoid resolution constraints completely is to design your site so that it expands to fill the entire screen regardless of the resolution. The major downside to designing your site like this is formatting. As the page is resized, text and images will rearrange to fill the available space. Unfortunately, this can drastically change the way a site appears depending on the customer's screen resolution. However, having an expanding site design allows you the flexibility to have product images that do not have to conform to a standard size. Some clients find this style of site to be untidy while others appreciate the flexibility. Several examples of sites that use stretch-to-fit designs are www.amazon.com, www.wikipedia.org, www.ask.com, and www.half.com.

If you have questions about page dimensions and alignments, see the examples in the appendix or visit some of the links provided. If you still have questions, feel free to contact Web 2 Market.

1. Site Dimensions – What size do you want your site designed? See the appendix for examples.
 -800 x 600 – recommended []
 - 1024 x 768 []
 -Stretch-to-Fit []
 -Other _____



Site Alignment: If you selected 800 x 600 or 1024 x 768 above, you can now select how you want the page aligned in the browser window. You have several choices depending on the look and feel you want to go with on your site. Horizontally, you can have your page centered (with equal margins on each side) or aligned to the left or right side of the window. Center and Left aligned are the most common choices. Vertically, you can have your page set to fill the screen from top to bottom; start at the top and only expand downward as far as the content requires; or have the page sit in the middle of the window. NOTE: These settings are mainly for pages with content that is not long enough to fill the browser window.

- 2. Site Alignment – Choose an alignment for your site. *See the appendix for examples.*
 - Centered Horizontally / Fill 100% Vertically []
 - Centered Horizontally / Top Align Vertically []
 - Centered Horizontally / Middle Align Vertically []
 - Left Horizontally / Fill 100% Vertically []
 - Left Horizontally / Top Align Vertically []
 - Left Horizontally / Middle Align Vertically (uncommon) []
 - Right Horizontally / Fill 100% Vertically (uncommon) []
 - Right Horizontally / Top Align Vertically (uncommon) []
 - Right Horizontally / Middle Align Vertically (uncommon) []

Margins: When there is enough content on a page to fill a browser window you may want to force a margin around the content, specifically at the top and bottom of the page. This can give the impression that the web page is floating over a background, particularly if you have the page center aligned horizontally.

- 3. Margins – Enter Yes or No if you want any of the margins below, or if you know exactly how big of a margin you want, enter the size below. *See the appendix for examples.*
 - Top Margin _____
 - Bottom Margin _____
 - Left Margin (uncommon) _____
 - Right Margin (uncommon) _____

Navigation and Component Layout

Most of the sites we design are e-commerce sites designed for AbleCommerce; however, most of the information below also applies to non-AbleCommerce sites. The most important part of your web site is providing an understandable site that your customers can easily navigate. With non-AbleCommerce sites we have a lot more flexibility in the design, however many of these layout tips are important to apply to non-AbleCommerce sites. For AbleCommerce sites, the site must work within the AbleCommerce framework and the constraints of HTML (the web's programming language). We have a lot of flexibility within this framework, but there are a few limitations.

AbleCommerce sites must be laid out in a relatively rectangular pattern. Because the site is designed in HTML, it is laid out in a series of invisible tables. The tables have rectangular cells laid out in rows and columns. Graphics can be used to soften these edges and give the appearance of curves. The main table of AbleCommerce has six main cells:

- Row 1:
Cell 1 - Header Banner
- Row 2:
Cell 2 - Top Navigation
- Row 3:
Cell 3 - Left Navigation
Cell 4 - Main Content
Cell 5 - Right Navigation
- Row 4:
Cell 6 - Footer

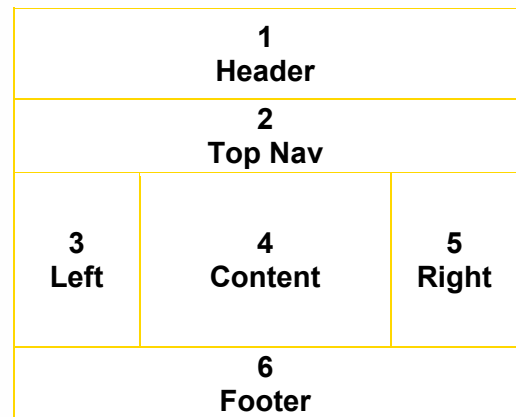


Figure 1

Each of these cells can be customized to look exactly how you want, and they are just the default layout, a good guideline. And you don't have to include all of the cells here. In fact, many of our clients choose not to include the Right Navigation cell and a few chose to hide both the Left and Right Navigation cells. A few examples of sites where you can easily see all these cells, especially the Right and Left navigation panels, are:

[http:// www.buffertech.com](http://www.buffertech.com)
<http://www.williamsbrewing.com>
<http://www.dejouxminiatures.com>
<http://www.bigdweb.com>

Again, within the constraints of AbleCommerce and HTML we have a lot of flexibility. Here are a few other sites that show how the different designs can be used:

<http://www.abundantlifeseeds.com>
<http://www.celticseasalt.com>
<http://www.naturalhealthpractice.com>
<http://www.territorial-seed.com>
<http://www.scooterworks.com>
<http://www.earthy.com>
<http://www.americanscreeningcorp.com>
<http://www.rossipasta.com>
<http://www.etrucktoys.com>



With non-AbleCommerce sites there is much more flexibility allowed in the layout. Sites can be designed with much more non-standard or organic layouts. We can design AbleCommerce sites that vary greatly from the default layouts, however non-standard designs may require a lot more work and customization of AbleCommerce.

One other thing that we do not do on a standard site is incorporate Flash. Because AbleCommerce was designed with HTML code, incorporating Flash is a very large customization that is not included in a standard quote. We can however, include Flash components, like animations and simple navigation. See <http://www.abundantlifeseeds.com> for an example of incorporating a Flash animation on the homepage. Non-AbleCommerce web sites can include more Flash and can incorporate Flash easier, but again, Flash animations are not included in standard design quotes. If you would like more information about incorporating Flash components in your site, please call or e-mail Web 2 Market.

OK. Now that we have that out of the way, here are a few questions to consider when deciding on the look and feel of your site. Please answer these questions as well as you can, they will give us a good idea of the direction we should take your site. If you do not know exactly what you want, let us know other web sites that you like or dislike and why. We will work from those ideas to get something you are happy with. The more detail you can provide here, however, the quicker the design process will be. Feel free to use more space than we have provided. More detail is better.

Site Designs and Graphics:

1. Company Logo and/or Artwork

Do you have a company logo or artwork that you are using on your current website or in printed material? Do you want to carry the logo, designs, and color scheme through to your new website? We will need you to forward the logos/images to us in either digital format (preferred) or by mail. We also have the ability to create a new logo or custom graphics.

2. What color scheme do you want to use?

Typically, a web site should match the colors in the company logo and/or the colors in any current marketing materials or catalogs. You do not have to match these colors, but doing so will help build company identity. If you have a catalog or any marketing materials that you would like us to work from, please send them to us via mail, e-mail, or point us to a web site where we can view/download them. If you want to mail us information, contact your W2M Designer for the address to get your materials to us the quickest.

3. What general feel do you want your site to have?

This could be a series of descriptive words, like 'clean, corporate, sleek' OR 'soft, inviting, warm'. Different companies want to portray a certain feel when visitors come to their site. It is important that the feel of your site match your company. A gardening site would not necessarily want a clean, sleek look, but an electronics site would not necessarily want a rustic, natural feel.



4. Are there other web sites which you like the look and feel?

A great gauge of how your site should look is other sites on the internet. Browse through a few sites (competitors are a good source of industry designs) and let us know a few that you like. We will try to incorporate ideas and aspects of those sites into your design without looking like it is a copy. You will get your own unique design. In addition, if you have any sites that you definitely do not like, it always helps to see what not to do, too.

Navigation and AbleCommerce Specific Features: AbleCommerce already has many useful navigation features built in. For most of them, it is a matter of positioning and configuring the built in features so they display the information you want. For non-AbleCommerce sites, we can replicate many of the navigation features in AbleCommerce or design completely new navigation structures and tools. There is a good discussion of the available features, navigation tools, and panels available for AbleCommerce sites in our AbleCommerce Features FAQ in the Appendix and at http://www.web2market.com/tutorials/FAQs/AbleCommerceFeatures_FAQ.html

5. Page Header – The Page Header (Cell 1 in Figure 1 above) appears on every page in your site. Most customers will put their logo and company name here. Please let us know the information you would like to appear in this header.

6. Top Navigation – What links do you want to include in your top navigation bar (Cell 2 in Figure 1 above). Keep in mind that these links must fit into the width of the page determined in the above section. Adding more links will require smaller sized text.

7. Page Footer – The Page Footer (Cell 6 in Figure 1 above) also appears on every page in your site. Most customers will put their contact information, copyright statement, and links to informational pages, like About Us, Privacy Policy, etc. Please let us know the information you would like to appear in this footer.



8. What AbleCommerce features do you want to enable, and where do you want them displayed? This mainly refers to the panels available in the right and left navigation (Search, Categories, What's Hot, What's New, Specials, Basket, etc.). Please select the panels you want to display on each side and the order in which you want them to appear.

Left Navigation (Cell 3 in *Figure 1* above):

.....Search [] Position: _____

.....Categories [] Position: _____

.....My Basket [] Position: _____

.....Specials [] Position: _____

.....What's New [] Position: _____

.....What's Hot [] Position: _____

.....Shipping Calculator (on Product pages only) [] Position: _____

.....Navigation Links (list links below) [] Position: _____

..W2M Custom Panels (W2M Custom Enhancement – call for pricing) [] Position: _____

.....Other Panels/Information (May Require Customization) _____

Right Navigation (Cell 5 in *Figure 1* above):

.....Search [] Position: _____

.....Categories [] Position: _____

.....My Basket [] Position: _____

.....Specials [] Position: _____

.....What's New [] Position: _____

.....What's Hot [] Position: _____

.....Shipping Calculator (on Product pages only) [] Position: _____

.....Navigation Links (list links below) [] Position: _____

..W2M Custom Panels (W2M Custom Enhancement – call for pricing) [] Position: _____

.....Other Panels/Information (May Require Customization) _____



9. **Consider any custom features that you have requested for your site and how you would like them incorporated.** Custom features can/may include a FuseTalk application, Custom Panels, the W2M News Application, Featured Products, etc. Check any of the customizations that you have purchased or would like to include on your site. The features below require inclusion somewhere on your storefront. We have other plugins that are only available through the AbleCommerce admin. For more information on our AbleCommerce plugins and enhancements, contact us or visit http://www.web2market.com/Software_Products_C7.cfm

- FuseTalk []
- Reviews Application []
- Quick Order Plugin []
- Custom Panels Enhancement []
- Address Manager Enhancement []
- Directory Tree Enhancement []
- Email Marketing (user subscribe/unsubscribe interface) []
- Catalog Requests []
- News Manager []
- Other Customizations (describe below) []

10. **Finally, provide us with any other details about your site.** Include any information that will affect the design or layout of your site. Include information like “We want the search box in the Header Cell” or “Please include our logo on the left side of the page”. The more information as you can provide the easier it will be for us to design and configure your site.

Typically, for most customers, we focus on the look and feel of the inside page template (for Products, Categories, etc) during the design process. The home page usually has a slightly different design than the inside pages because products and specials are usually featured and slightly different navigation may be used. Once we have the design of the inside pages figured out, we make sure the home page matches, along with any additional features.



Product Display Page: The Product Display Page is probably the most important page on your site, aside from the initial home page. The Product Display Page presents your product and all the information about it to your customer. It is important to have a Product Display Page that is clean, informative, and understandable. AbleCommerce provides many options for configuring what product details to present and how to display the product information. Additionally, Web 2 Market can customize this page to present even more information, like Custom Fields, extra images, linked files, and more. Below are questions about the configuration of the Product Display page and some common customizations.

- 11. **W2M Custom Fields** – Do you require any custom fields that might be unique to your business to appear on this page? Perhaps a date that you started to carry this item, an author’s name, or an ISBN number. Sometimes the field may not be displayed, but may affect how something else on the page is displayed, for example, a Heavy Item field may allow us to display a message alerting the customer that the item may have additional shipping charges. Let us know the name of the field, the type of data it will hold (date, number, text, etc.), and how you want it to affect the display of information on your Product Display Page. *NOTE: These are not the same as the AC Custom Fields described in the documentation and the appendix. These are W2M customizations to your AbleCommerce installation. These are useful when all or most of your items have the same custom fields, like ISBN or Perishable Item. AC custom fields are useful when each product has it’s own unique custom fields, like Material or Voltage.*

- 12. **Product Navigation** – Should the Product Display Page show navigation to other products within that category, i.e. Next Product and Previous Product links?
.....Yes [] No []

- 13. **Category Navigation** – Should the Product Display Page show navigation to other categories, i.e. Next Category and Previous Category links?
.....Yes [] No []

- 14. **Breadcrumb Trail Navigation** – Should the Product Display Page show the breadcrumb trail, showing the current location in the site? We recommend selecting *Yes*. For example, *Top > Saddles > Western Saddles > Laredo S150*
.....Yes [] No []

- 15. **Category Tabs** – Should the Product Display Page show the category tabs? We recommend selecting *No* because this can get messy, especially if you have many categories.
.....Yes [] No []

Tabs Per Line:



16. **Product Detail Fields** – Please choose which fields you would like to appear on the product page. (select as many as apply) The default is *SKU, Description, Price, and Image*..
SKU/Part Number []
 Standard Description []
MSRP []
 Price []
 Standard Image []
 AC Custom Fields (not the W2M Custom Fields listed above – see the documentation) []
17. **Product Detail Titles** – Enter the titles you want to use for the different fields. For example, you may want the SKU field to show *Item #* on your site.
SKU Title _____
MSRP Title _____
 Price Title _____
18. **Line Message** – The Line Message is an input box that allows your customer to include a short message with the item. This field may be for special instructions, monograms, or engravings, like “*Engrave ‘Thank You’ on it...*” or other information.
Show Line Message:.....Yes [] No []
 Line Message Title _____
19. **Image Position** – Where do you want to display the product image in relation to the name, price, etc.
 Do Not Display []
 Left []
 Right []
20. **Discounts** – If you have discounts for an item (like Quantity Discounts) we can display the discount pricing on the Product Display Page.
Show Discounts:..... No []
 Below Price []
 Above Description []
 Below Description []
Show Discount Name (like *50% off for 2 or More*):Yes [] No []
Maximum Discount Text (like *Over 100 Please Call*) _____
21. **Purchase Section** – This is the section of the page that shows the product Options, Buy Now, Wishlist, and More Info buttons.
Show Purchase Section (default is *Both Areas*):.....By Product Name []
 Below Description []
 Both Areas []
 Don’t Show []
Show Add to Basket:.....Yes [] No []
Show Add to Wishlist:.....Yes [] No []
Show Email to Friend Link:.....Yes [] No []
22. **Other Features** – There are other features that you can include on your Product Display pages, but they require Web 2 Market custom applications. If you are interested in any of the applications below, check *Yes* and we will provide you with more information.
Product Reviews:.....Yes [] No []
META Tags:.....Yes [] No []

Category Display Page: The Category Display Page follows the Product Display Page in importance. The Category Display Page provides a way for your customers to navigate your site and browse all of your products. With the correct options selected, customers can also buy items directly from the Category Display Page. It is important to have a Category Display Page that is neat and tidy. AbleCommerce provides many options for configuring what information to present and how to display that information. Below are questions about the configuration of the Category Display page and some common customizations.

23. Category Navigation – Should the Category Display Page show navigation to other categories, i.e. Next Category and Previous Category links?
.....Yes [] No []

24. Breadcrumb Trail Navigation – Should the Category Display Page show the breadcrumb trail, showing the current location in the site? We recommend selecting Yes. For example, Top > Saddles > Western Saddles
.....Yes [] No []

25. Category Tabs – Should the Category Display Page show the category tabs? We recommend selecting No because this can get messy, especially if you have many categories.
.....Yes [] No []
Tabs Per Line:

26. Columns – How many columns do you want to display your objects? The default is 3, but if you have both Left and Right Navigation turned on you may want to set this to 2.
.....

27. Show Category Name – Should the category name be displayed at the top of the page?
.....Yes [] No []

28. Show Category Name 2nd Position – Should the category name be displayed below the category details (image and description) and above the items list?
.....Yes [] No []

29. Category Details – Indicate your preference for the layout of the category details display.
..... No Additional Details []
..... Image / Description (Rows) []
..... Description / Image (Rows) []
..... Image / Description (Cols) []
..... Description / Image (Cols) []
..... Image Only []
..... Description Only []

30. Objects to Display – Please choose which objects you would like to appear on the Category Display Page. (select as many as apply) The default is All Checked.
.....Subcategories []
.....Products []
.....Webpages []
.....Links []

31. Listings Per Page – How many objects do you want to display per page? The default is 15. We recommend 15 or less and we recommend a number divisible by the number of columns (e.g. ten if you have two columns).
.....



32. **Object Detail Fields** – Please choose which fields you would like to appear for each of the objects listed. (select as many as apply) The default is *Name, SKU, Teaser, MSRP, and Price*.

..... Name []
SKU/Part Number []
 Brief Description / Teaser []
MSRP []
 Price []

33. **Thumbnail Position** – Where do you want to display the thumbnail image for items in relation to the name, price, etc.

..... Do Not Display []
Left []
 Right []
Top []

34. **Purchase Section** – This is the section of the page that shows the product Options, Buy Now, Wishlist, and More Info buttons.

Show Add to Basket:.....Yes [] No []
Show Quantity Box:Yes [] No []
Show Add to Wishlist:.....Yes [] No []

35. **Custom Category Pages** – Often a client will have different category pages for different types of categories. For example, a category that only contains subcategories may be different from a category page that has products. Let us know if you will have categories that must display differently depending on their content. This may require additional customizations to your site.

.....Yes [] No []

36. **Other Features** – There are other features that you can include on your Category Display pages, but they require Web 2 Market custom applications. If you are interested in any of the applications below, check Yes and we will provide you with more information.

META Tags:.....Yes [] No []

Checkout Process: The Checkout Process consists of several pages that guide your customers through the process of entering billing and shipping information, selecting shipping methods, and making payments. The Checkout Process also allows your customer to select Gift Wrapping options, multiple shipping addresses, and more (if enabled). The checkout process is probably the least customized section regarding design; however, it is the most customized area of sites regarding functionality. At Web 2 Market, we excel at customizing every aspect of AbleCommerce so that it conforms to your company’s business rules. We can customize your shipping methods to expand the default methods provided by AbleCommerce, tailor your payment process to your needs, and more. Contact us for more information about expanding AbleCommerce’s abilities to match your business needs. Below are configuration options for the default AbleCommerce functionality. Please fill out the following sections completely and contact us if there is anything that you think may not fully meet your needs.

Basket Page: Your basket page is the page a customer sees before proceeding to the checkout. It will show the customer all the items in their basket. Below are several options for what should be displayed on the Basket Page.

37. **Columns to Include** – Please choose which fields you would to be displayed in the basket. (select as many as apply) The default is *All Checked*.

- Remove (allows a customer to remove items) []
-SKU []
- Name []
- Price []
- Quantity []
- Extended Price (Price x Quantity) []

38. **Column Headings** – Enter the headings you want to use for the different columns. For example, you may want the SKU field to show *Item #* on your site. Defaults are *Remove, SKU, Name, Price, Quantity, and Ext. Price*.

- Remove Heading _____
- SKU Heading _____
- Name Heading _____
- Price Heading _____
- Quantity Heading _____
- Extended Price Heading _____

39. **Show Coupon Code** – Should the basket page allow customers to enter a coupon code? This may also be entered on the Payment page.

-Yes [] No []

40. **Coupon Heading** – Enter the heading to use for the Coupon entry box.

- _____

41. **Show Basket** – Should the basket be shown to the customer each time a product is added?

-Yes [] No []

Billing Address Info Page: The Billing Address Info Page is where your customers enter their billing address.

42. **Required Address Fields** – Please choose which fields you would to be required for billing addresses. (select as many as apply) The default is *First Name, Last Name, Address1, City, State/Province, Postal Code, Phone, and Email*.

- First Name []
- Last Name []
- Company []
- Address Line 1 []
- Address Line 2 []
- City []
- State/Province []
- Zip/Postal Code []
- Phone []
- Fax []
- Email []

43. **Allow Different Shipping Address** – Indicate whether or not the customer can select a shipping address different from the billing.

-Yes [] No []



44. **Business Address Default** – Select *Yes* if Business should be selected by default and *No* if Residence should be selected.
.....Yes [] No []

45. **Change Of Address** – This is specifically for MOM users. We can flag address changes so that you will be notified in MOM when a customer has updated their address. If you decide to use the Change of Address field you can also choose to have the field displayed (allowing the customer to uncheck the box if they want) or hide the field from the customer’s view (it will update automatically if the customer changes their address information).
Use Change of Address Field:.....Yes [] No []
Show Change of Address Field:Yes [] No []

46. **Source Keys** – Would you like us to capture any Source Keys, i.e. catalog codes?
Show Source Keys:..... Yes, as a Text Field with no validation. []
..... Yes, as a Text Field validated against a list. []
..... Yes, as a Drop Down list. []
Source Key Title:
Default Source Key (if the customer doesn’t enter a key):
Wrong Source Key (if the customer enters a wrong key):.....

47. **Available Source Keys** – If you want the Source Key entered by the customer to be validated against a list OR if you want the customer to select from a drop down list, enter the information here. If this is a validation list, just enter the Source Keys. If this is for a drop down list, be sure to provide the Source Key Title and Source Key Value, e.g. *2006 Spring Catalog – SP2006*.

Shipping Address Info Page: The Shipping Address Info Page is where your customers enter their shipping address, if different from the billing address.

48. **Required Address Fields** – Please choose which fields you would to be required for shipping addresses. (select as many as apply) The default is *First Name, Last Name, Address1, City, State/Province, Postal Code, and Phone*.
..... First Name []
..... Last Name []
..... Company []
..... Address Line 1 []
..... Address Line 2 []
..... City []
..... State/Province []
..... Zip/Postal Code []
..... Phone []
..... Fax []
..... Email []

49. **Business Address Default** – Select *Yes* if Business should be selected by default and *No* if Residence should be selected.
.....Yes [] No []



50. **Allow Multiple Shipping Address** – Will customers be allowed to ship different portions of their order to different addresses?
.....Yes [] No []

Shipping Method Page: The Shipping Method page is where customers can select the shipping method for each shipment in their order.

51. **Show Ship Message Field?** – Should an input box be displayed on the shipping page so that the user can enter a message for the shipment?
.....Yes [] No []

52. **Show Gift Wrap Field?** – Should a checkbox be displayed on the shipping page so that the user can select gift wrap and/or enter gift messages for each item in their order?
.....Yes [] No []

53. **Gift Wrap Options** – If you will be using Gift Wrapping options, we will need to know some information to set this up. Please provide us with all your gift wrap information, including types of gift wrap, pricing for gift wrap, gift wrap images, etc. For more information about having Gift Wrap set up for your store, please contact Web 2 Market.

54. **Columns to Include** – Please choose which fields you would to be displayed in the basket section of the Shipping Method Page. (select as many as apply) The default is *All Checked*.
.....SKU []
..... Name []
..... Price []
..... Quantity []
..... Extended Price (Price x Quantity) []

55. **Column Headings** – Enter the headings you want to use for the different columns. For example, you may want the SKU field to show *Item #* on your site. Defaults are *Remove, SKU, Name, Price, Quantity, and Ext. Price*.
..... SKU Heading _____
..... Name Heading _____
..... Price Heading _____
..... Quantity Heading _____
..... Extended Price Heading _____



56. **Shipping Methods** – This is one of the most customized aspects of AbleCommerce. Each company has their own rules for charging shipping on items in an order. AbleCommerce has many shipping methods available, but we find that they rarely cover all variations for a company. In addition to UPS, FedEx, USPS, and CanPost shipping, AbleCommerce allows you to enter custom shipping methods based on a Weight Matrix, Value Matrix, or Flat Fee. Please describe your company’s methods for charging shipping so we can best determine how to configure AbleCommerce. If your particular shipping rules cannot be supported by the default AbleCommerce settings, your input here will help us to provide an accurate quote for customizing AbleCommerce to meet your needs. Please be as detailed and specific as possible. Use another page if necessary.

Multiple horizontal lines for text input.

Payment Method Page: The Payment Method page is where customers can enter their payment information (Credit Card, PayPal, etc.) for their order.

57. **Allow Multiple Payments?** – Should customers be allowed to enter a custom amount to pay toward an order during checkout? Additional payments can be made from the view order screen. This is useful for allowing customers to pay for a portion of an order with one payment method and the rest of the order with another payment method. We recommend against this option. Default is *No*.
.....Yes [] No []

58. **Show Coupon Code** – Should the payment page allow customers to enter a coupon code?
.....Yes [] No []

59. **Show Security Code** – For Credit Card payments, should the Security Code field be displayed? This is the three or four digit number on the back of credit cards. It is used to protect against fraud by some credit card processors.
.....Yes [] No []

60. **Require Security Code** – If the card security code is displayed should it be required?
.....Yes [] No []

61. **Columns to Include** – Please choose which fields you would to be displayed in the basket section of the Payment Method Page. (select as many as apply) The default is *All Checked*.
.....SKU []
..... Name []
..... Price []
..... Quantity []
..... Extended Price (Price x Quantity) []



- 66. **Thumbnail Position** – Where do you want to display the thumbnail image for items in relation to the name, price, etc.
..... Do Not Display []
..... Left []
..... Right []
- 67. **Show Add to Basket** – Should the Add to Basket button be displayed?
..... Yes [] No []
- 68. **Show Add to Wishlist** – Should the Add to Wishlist button be displayed?
..... Yes [] No []
- 69. **Show Discounts** – Should items with a Quantity Discount starting at QTY=1 also be displayed?
..... Yes [] No []

What's New Page: The What's New page displays items that have recently been added or updated on your site.

- 70. **Listings per Page** – How many items should be displayed on each page?
.....
- 71. **Product Detail Fields** – Please choose which fields you would like to appear for each of the items listed. (select as many as apply) The default is *Name, SKU, Teaser, MSRP, and Price*.
..... Name []
..... SKU/Part Number []
..... Brief Description / Teaser []
..... MSRP []
..... Price []
- 72. **Thumbnail Position** – Where do you want to display the thumbnail image for items in relation to the name, price, etc.
..... Do Not Display []
..... Left []
..... Right []
- 73. **Show Add to Basket** – Should the Add to Basket button be displayed?
..... Yes [] No []
- 74. **Show Add to Wishlist** – Should the Add to Wishlist button be displayed?
..... Yes [] No []
- 75. **Days New** – Enter the number of days to search back for recently updated products. The default is 30.
.....
- 76. **Maximum Listings** – Enter the maximum number of listings to display on all the pages. The default is 100.
.....

Search Page: When a customer searches for a product, they are brought to a page that displays the results. Below are options for how to display those results.

- 77. **Product Detail Fields** – Please choose which fields you would like to appear for each of the items listed. (select as many as apply) The default is *Name, SKU, Teaser, MSRP, and Price*.
 - Name []
 -SKU/Part Number []
 - Brief Description / Teaser []
 -MSRP []
 - Price []

- 78. **Thumbnail Position** – Where do you want to display the thumbnail image for items in relation to the name, price, etc.
 - Do Not Display []
 -Left []
 - Right []

- 79. **Show Add to Basket** – Should the Add to Basket button be displayed?
 -Yes [] No []

- 80. **Show Add to Wishlist** – Should the Add to Wishlist button be displayed?
 -Yes [] No []

Login Page: Before a customer can view their order status or checkout, they must either log in to an account or create a new account. Below are options for how you want the Login Page to work..

- 81. **Body Text** – You can enter text or HTML code that you want to display on this page. This may include instructions, or a statement about the security of your site.

- 82. **Login Image** – If you would like an image to display on your login page, describe what you want here. Alternatively, you can provide us with an image and we will use that.

- 83. **Forgot Password** – If a customer has forgotten their password they can enter their email address to have the password sent to them. Where do you want the Forgot Password form located?
 -Show Forgot Password Form on Login Page []
 -Link to Separate Forgot Password Page []

- 84. **Registration Form** – New customers must register before completing their order. Where do you want the Registration Form to display?
 -Show Form – Vertically (below login form) []
 - Show Form – Horizontally (next to login form) []
 - Link to Separate Registration Page []



85. **Customer Number Login** – If you are using our MOM Modules, you have a few extra options. Your customers will also be able to log in using their MOM Customer Number. How do you want to allow customers to log in?
-Customer Number Login Not Allowed []
 - Customer Number and Zip Code (US Only) []
 - Customer Number and Postal Code (US, Canada and Britain allowed) []
 - Customer Number and Address Number (e.g. 123 from 123 Market Street) []

86. **Customer Number Login Display** – If you are using the Customer Number Login, how do you want the Customer Number Login Form to display?
- Use One Form (Customers can use Email or Customer Number to Login) []
 - Two Separate Forms - Vertically []
 - Two Separate Forms - Horizontally []
 -Link to Separate Customer Number Login Page []

Catalog Request Page: Before a customer can view their order status or checkout, they must either log in to an account or create a new account. Below are options for how you want the Login Page to work..

87. **Body Text** – You can enter text or HTML code that you want to display on this page. This may include instructions, or a statement about the catalog. The default is “*Please fill out the information below and we will send you our latest catalog.*”

88. **Logged In Body Text** – If you want different text to display if a customer is already logged in to your store, you can enter the text or HTML code that you want to display here. This may include instructions, or a statement about the catalog.

89. **Content Location** – Where do you want the page content to display in relation to the Catalog Request form? The default is *Top*.
- Do Not Display []
 - Left []
 - Right []
 - Top []

90. **Content Alignment** – How do you want the content aligned on the page? The default is *Center*.
- Center []
 - Left []
 - Right []
 - Justify []



91. **Catalog Request Image** – If you would like an image to display on your Catalog Request Page, describe what you want here. Alternatively, you can provide us with an image and we will use that.

92. **Catalog Request Image Location** – Where do you want to display the Catalog Request image in relation to the page content? The default is *Right of Content*.

- Do Not Display []
- Left of Content []
- Right of Content []
- Top of Content []
- Inline with Content []
- Left of Page []
- Right of Page []

93. **Success Message** – Enter the Success Message you want to display after a Catalog Request has been successfully submitted. The default is “*Thank you for your Catalog Request. It has been received and you should receive your catalog shortly.*”

94. **Required Address Fields** – Please choose which fields you would to be required for shipping addresses. (select as many as apply) The default is *First Name, Last Name, Address1, City, State/Province, Postal Code, and Phone*.

- First Name []
- Last Name []
- Company []
- Address Line 1 []
- Address Line 2 []
- City []
- State/Province []
- Zip/Postal Code []
- Phone []
- Fax []
- Email []

95. **Business Address Default** – Select *Yes* if Business should be selected by default and *No* if Residence should be selected.

- Yes [] No []

96. **Advanced Catalog Request** – We also have an Advanced Catalog Request with many additional fields, like *Referral Source* and *Account Number*. It also includes the ability to save fields to the database and/or email catalog requests to an email address. Let us know if you are interested in this option and we can provide more information.

- Yes [] No []



Congratulations! You made it! If you have filled out all the above information, we now have much of the information we need to complete the initial design and configuration of your web site. There are still more options and settings that we may or may not need from you, but this will get your site moving along. If you have any comments or additional information about your site, please provide it in the space below.

Thanks for taking the time to fill this form out and feel free to contact Web 2 Market if you have any questions. Please send this back to us as soon as you can so we can begin working on your site.

Additional Comments:

Lined area for writing additional comments.



APPENDIX

Information, Examples, and Additional Resources

Site Dimension Examples



800 x 600 formatted site in a 1024 x 768 browser window.



The same site stretched to fit the 1024 x 768 browser window.



800 x 600 formatted site in a 1280 x 1024 browser window.



The same site stretched to fit the 1280 x 1024 browser window.

NOTE: A 1024 x 768 formatted site will look similar to the top left image on screens that are larger than 1024 x 768 and similar to the top right image on 1024 x 768 screens. On 800 x 600 screens, a 1024 x 768 formatted site will require horizontal scrolling. The bottom images illustrate how fixed-width formatting remains consistent on larger monitors while stretch-to-fit formatting changes with the size of the browser window.

Page Alignment Examples (Centered)



Centered Horizontally
Fill 100% Vertically



Centered Horizontally
Top Align Vertically



Centered Horizontally
Middle Align Vertically

Page Alignment Examples (Left Aligned)



Left Horizontally
Fill 100% Vertically



Left Horizontally
Top Align Vertically



Left Horizontally
Middle Align Vertically

Page Alignment Examples (Right Aligned - uncommon)



**Right Horizontally
Fill 100% Vertically**



**Right Horizontally
Top Align Vertically**



**Right Horizontally
Middle Align Vertically**

Margins



Top No Margin



Bottom No Margin



Top Margin



Bottom Margin

Example Navigational Links

Several areas throughout AbleCommerce provide sections where you can enter Navigational Links to other AbleCommerce pages. Below is a list of possible locations that you can link to. This list will be helpful when deciding what links to include in your Top Navigation, Left Navigation Links Panel, Right Navigation Links Panel, Header, or Footer.

* Denotes pages that require a Web 2 Market enhancement or plugin.

- **Standard AbleCommerce Pages** – These pages are standard AbleCommerce pages that you can link to in your navigation.
 - o Address Manager – Manage the customer’s address book.
 - o Affiliate Registration – Register as a new affiliate.
 - o Affiliate Report – View affiliate report (register if no affiliate associated with the current customer).
 - o Catalog Request * – Request a catalog (with W2M Catalog Request Enhancement).
 - o Change Username/Password – Change the user’s Username and/or password – redirects to Login for anonymous users.
 - o Checkout – Begin the checkout process.
 - o Directory – Listing of all categories in the site. Can also include products, webpages, and links.
 - o Forgot Password – Page allows customers to request a forgotten password by entering their email address.
 - o Home Page – The store’s home page.
 - o Login – Allows existing customers to log in to their account. Also provides registration and forgot password forms if enabled.
 - o Logout – Logs the customer out of their account.
 - o My Account – Shows the customer their account summary (same as Order History).
 - o My Basket – Shows the customer the items in their current shopping basket.
 - o My Wishlist – Shows the customer’s wishlist management page.
 - o News * - Displays current news items for the site (with W2M News Manager).
 - o Order History – Shows the customer’s order history (same as My Account).
 - o Quick Order * - Allows the customer to quickly order multiple items by SKU (with W2M Quick Order Plugin).
 - o Register – Registers a new customer.
 - o Search – Search for products, categories, webpages, and links.
 - o Specials – Shows items on sale.
 - o Subscribe to Email List * - Lets customers sign up to receive emails (with W2M Email Marketing Application)
 - o What’s New – Shows newly updated items.

- **Other AbleCommerce Pages** – These pages depend on your AbleCommerce inventory, categories, webpages, and links.
 - o Categories – You can link to individual Categories.
 - o Links – You can link to any of your custom Links.
 - o Products – You can link to individual Products.
 - o Webpages – You can link to any of your custom Webpages.

- **Suggested Webpages** – These are common webpages that companies like to include with their store. You may want to include some of these on your store. You will have to provide the content for any pages that you want.
 - o About Us
 - o Become a Member
 - o Contact Us
 - o Customer Reviews
 - o Customer Service
 - o Disclaimers
 - o FAQ – Frequently Asked Questions
 - o Guarantee
 - o Help Center
 - o Join a Mailing List
 - o Letters of Recommendation
 - o Link to Additional Resources
 - o Link to Associate Company Website(s)
 - o Link to your other Company Website(s) – like Forums, Blogs, etc.
 - o Mission Statement
 - o Partners
 - o Physical Store Information
 - o Portfolio of Clients
 - o Privacy Policy
 - o Return Policy
 - o Shipping Policy
 - o Technical Support
 - o Testimonials
 - o Warranties

AbleCommerce Features & Design Guide

This guide contains some of the items that you may want to consider when deciding on features to include and the site design.

A list of features for AbleCommerce 5 can be found at:

http://www.web2market.com/AbleCommerce_W24.cfm.

NOTE: This list is not complete. Continuous development and enhancements to AbleCommerce result in new features being added all the time. For the latest information, you can call or e-mail Web 2 Market.

Navigation Features:

- Panels: AbleCommerce 5 allows for menu panels on the left and right side of the main content area. The default panels are: Search, Categories, My Basket, Specials (one randomly chosen sale item), What's Hot (the top selling items), What's New (one randomly chosen new item), and a custom navigation links panel. The custom navigation links panel can be different for the left and right sides of the page.
 - SEARCH PANEL
The Search Panel is a box in which a customer can enter a title, part number, or keywords to find a particular product.
 - CATEGORIES PANEL
The Categories Panel displays the categories (and optionally products and webpages) in your store in an outline structure. With the W2M Directory Tree Enhancement, you have extra control over the look of this panel.
 - MY BASKET
The My Basket Panel shows a summary of the items in the customer's basket and the order subtotal.
 - SPECIALS
The Specials Panel displays one random item that is on sale. It displays a thumbnail of the item, the product name, the price, and a link to the item.
 - WHAT'S NEW
The What's New panel is similar to the Specials Panel. It displays one random recently updated item.
 - WHAT'S HOT PANEL
The What's Hot Panel displays a listing of your company's ten most popular items.
 - SHIPPING CALCULATOR
The Shipping Calculator Panel only displays on product pages. The customer can enter their postal code and view an estimate of shipping charges for the item.
 - NAVIGATION LINKS
The Navigation Links Panel allows you to have custom links to pages within your site. You can have different links in the panels on the left and right sides of your pages.
- Product/Category Navigation: AbleCommerce 5 has several ways to navigate between products and categories. You can include Next/Previous Category and Next/Previous Product links at the top and bottom of the product and category listing pages. There is also the option to have a 'bread crumb trail' at the top of category and product pages that displays the directory path to the page you are viewing. e.g. *Top/Saddles/Western Saddles* Third, are Category Tabs. These will display all the sub-categories for a current category. They are displayed at the top of the product page. Finally, there is the Category Panel (described above) that can be placed on either the left or right side of the page (or both or neither).
- <http://www.williamsbrewing.com> and <http://www.buffertech.com> are good examples of the navigation features. They incorporate many of the items listed above.



Custom Fields:

- You can add custom fields to hold product specific data. For instance, like Material or Voltage.

Themes:

- Use themes to control the look of your site. You can associate different themes with a store, a category, or a particular product or webpage.

Wishlist:

- Your customers can keep track of items they want to buy in the future in wishlists. They can have multiple wishlists and can send wishlists to friends.

E-mail to Friend:

- Your customers can automatically e-mail a link to the current product to friends along with a personal message.

Related Products:

- AbleCommerce can automatically display links to related or suggested products. See http://www.celticseasalt.com/LIGHT_GREY_SHAKER_JAR_P796C8.cfm for an example.

Affiliates:

- Affiliates allow you to provide others with financial incentives to drive traffic and sales to your store. Each affiliate is given a unique ID. Affiliates can refer customers to a store. Those customers will be associated with the affiliate. Merchants can report on the number and amount of sales as well as the number of referred customers by affiliate.

Vendors:

- All products in your catalog can have an associated vendor. You can then report on products as sold by vendor. You can also notify vendors when their products are ordered for drop-ship capabilities.

Coupons:

- Offer special incentives to your customers using the basket coupon feature.

Gift Wrap:

- Gift wrapping system allows you to define the different styles of wrap available for your products. Wrapping can be associated with a fee on a per-style basis and can be associated with a tax code if desired. The gift-wrap choices, including images, will be displayed for the customer at checkout.

ESD - Electronic Software Delivery:

- AbleCommerce 5 can now keep track of electronic files sold via download (programs, e-books, music, etc.). The sophisticated capabilities include an email manager, license manager, and file upload manager. It will automate tasks such as product installation readme's, download limits and time-outs, and emailing of software license keys.



Kitting - Selling of multiple products:

- Kitting allows multiple products to be sold together in a package. Multiple components can be attached to each kit that allows very flexible configurations and customer options. Some examples of product kitting are gift baskets, computer systems, and items with add-ons or accessories.

Payment Methods:

- AbleCommerce has built-in payment options for: American Express, Carte Blanche, Discover, Fax Order, Mastercard, Call Me, Diners Club, en Route, JCB, Visa, Purchase Orders (New in 5.0), PayPal (New in 5.0)

Customer Groups:

- Membership groups allow for any number of pricing levels. An example might be Wholesale customers, or Retailers. Groups can have specialized pricing or payment methods.

Warehouses:

- Configure the Warehouse (ship from) locations for your products. When you add a product into inventory, you can select the ship from location. When shipping is calculated, the ship from addresses are used to determine the available methods and rates. If an order contains products shipped from different warehouses, the order will be broken into multiple shipments grouped by the ship from location. Each shipment will be charged shipping fees separately. In this scenario, it is possible for different shipping methods to be used for each shipment.

Additional Resources

If you search the web, there are tons of resources about web site design. Below are some links to some excellent resources.

- **AbleCommerce**
 - o <http://www.ablecommerce.com> – AbleCommerce Home Page
 - o <http://help.ablecommerce.com> – AbleCommerce Help
 - o <http://forums.ablecommerce.com> – AbleCommerce Community Forums
 - o <http://topsites.ablecommerce.com> – A directory of stores that use AbleCommerce.

- **Web 2 Market**
 - o <http://www.web2market.com> – Web 2 Market Home Page
 - o <http://www.web2market.com/Tutorials.cfm> - W2M Help and Tutorials
 - o http://www.web2market.com/Software_Products_C7.cfm - W2M AbleCommerce Plugins and Enhancements

- **Web Design Resources**
 - o <http://www.w3schools.com> – W3 Schools Web Developer Community
 - o <http://www.webstyleguide.com> – Web Style Guide
 - o <http://www.wpdfd.com> – Web Page Design for Designers
 - o <http://www.webdesignfromscratch.com> – Web Design From Scratch
 - o <http://www.digital-web.com> – Digital Web Magazine
 - o <http://webdesign.about.com/od/htmlxhtmltutorials> - About.com HTML/Web Design

- **Browser & Display Statistics**
 - o <http://www.w3schools.com/browsers/default.asp> - W3Schools Browsers Home
 - o http://www.w3schools.com/browsers/browsers_stats.asp - W3 Schools Browser Statistics
 - o <http://www.upsdell.com/BrowserNews/stat.htm> - Browser News - Statistics
 - o http://www.digital-web.com/articles/designing_for_the_web - Digital Web - Designing for the Web