eCommerce System Key Features

Ref	Feature	Comments
a. User Interface		
a01	Simple and very powerful eCommerce front-end which is using up-to-date IT industry standards.	
a02	Responsive Web Design: Mobile and Tablet friendly online shop.	
a03	The eCommerce System operates with the all major web browsers: Google Chrome, Mozilla Firefox and Microsoft Internet Explorer.	
a04	**Three-Click Checkout:** the online shop navigation system is intuitive and allows the visitors to quickly navigate the site starting from any page and checkout their desired products in less than 3 clicks.	
b. Support, Documentation and Training		
b01	WAFC is committed to provide ongoing support for all the system aspects and to develop a new feature based on the club feedback.	
b02	WAFC is committed to provide sufficient training to ensure the users have the adequate knowledge and skills to use the solution.	
b03	WAFC is committed to provide sufficient level of documentation which caters for the user needs.	
c. Performance		
b01	All webpages that are generated by the system are fully loaded in no more than 3 seconds over a 3G connection.	
d. One Football Club User Account		
b01	User account is a Football Club account which can be used for the Online Shop, Membership Portal and any other web services.	
e. Imports, Exports and Reports		
b02	Export the products and orders data to Excel.	

Ref	Feature		Comments
f. Stripe Payment Gateway			
f01	Stripe is the payment gateway that is used by the eCommerce and Membership System to accept online payments.		
f02	WAFC is committed to provide ongoing support to setup/manage the club payment gateway account.		
f03	The main benefits of using Stripe as the payment gateway: • Safe, secure and fast payments. • With Stripe, you can charge almost any kind of credit or debit card from customers anywhere in the world. • It provides customization payment flow which works smoothly on any device. • Keep track of your Stripe account's financial information using Stripe built-in reporting features. • Globally used: It supports businesses in many countries so that you can instantly accept payments from the customer in their local currencies from around the world.		
g. Security			
g01	All the network transactions that involve financial information or personally identifiable information are fully encrypted.		
h. Accessibility			
h01	Provide accessibility to the club designated users including internal and external stakeholders.		
i. Scalability			
i01	Provide scalability to meet the increasing needs of the club particularly the number of customers, orders and administrators.		

eCommerce System Key Functionalities

Online Shop (Front-End)

The online shop is meant to be simple yet very powerful and attractive for the end users.

- Homepage: The shop homepage has two sections:
  - Featured Products: the shop admin can put here the top products or any products he wants to push further and makes sure they are get noticed.
  - New Arrivals Products: this is an auto generated list of the most recent products that have been added to the online shop.

- Category Products:
  - Categories help you to filter and classify your products into different categories.
  - It's just a way of dividing up or classifying your products onto different categories for better organizations.
  - Customers will be able to sort products by price, name and date (ascending or descending).

- Sales Products:
  - This is a special auto-generated category that contains all the products on sale.
  - Any products with discount is a product on sale, weather this discount is a percentage discount or money off discount.

- Customer Registration:
  - The online shop provides all user registration services: Sign up, sign in and Forget Password.
  - Customers should signup before they can proceed to the checkout.
  - Signup process is very easy and straightforward you only need a name and email address.
  - For each club the customer can't register with the same email twice, the system has a validation rule to detect if the provided email is already in use.
  - After the customer signup, he will receive an email with an activation link to activate his account and setup his password.

- Customer Profile:
  - This gives the customers the ability to customize their profile with the club and keep it up-to-date.
  - Customers can update their password, personal details, contact details and address details.
  - Customers can view their order history with the club shop.

- Shopping Cart and Checkout:
  - Customers can add product to the cart, select size and qty.
  - Only product sizes that have available stocks will be enabled in the front-end, for example: for product X if we don't have any stocks for XL size (i.e. qty=0), then this size (XL) won't be available for selection at the front-end.
  - Customers can view/update/remove the shopping cart items at any time.
  - When the customer changes the product qty the system will run a validation to check if the purchased qty is available in the store.
  - The checkout page will be auto populated with the customer details which will come from his profile.

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eCommerce Administration Panel (Back-End)

Shop Management

Shop management allows the shop admins to set-up, customize and configure their online shop as peer to their needs.

- **Admin Email**: This is the email that will receive the order notifications or any other notifications like contact-us form enquires.
- **Shop Description**: any details regarding the shop, all this information will be display at the "bout us" page.
- **Address**: The shop physical and postal address details; all this information will be displayed at the "about-us" page.
- **Shipping methods**: The shop admin can set-up different shipping methods for the online shop by providing the following details:
  - **Name**: the title of the shipping method (e.g. Standard, Express).
  - **Description**
  - **Cost**: how much money the customer need to pay for each postage package or parcel (NOT PER ITEM).
  - **Trigger point:** that's how we define a parcel or a shipment package. Trigger point is another way of saying how many items can I have in each parcel.
    Since the products vary in size and weight, it's not fair to treat them equally when it comes to the shipping. We have taken that into our account by adding the shipping factor to the products. Shipping factor is another way to say how big is the product from the size/weight perspective.

Category Management

Categories is a way of classifying your products based on your business needs. Category management allow you to perform the following actions:

- List all the product categories.
- Add, Edit, View and Delete category.
- Reorder Category items using drag and drop.
- Active / Inactive.
- Deleting a product category is designed to be used only if the category has been created accidently or by mistake. The system will maintain the data integrity by preventing the user from deleting the category if it's under use i.e. it's linked to some products. The user need to free the category from its linked products to be able delete it.

Product Management

Product management allows shop admins to perform the following actions:

- **Add, Edit, View and Delete Product**
  You will need the following information to define a new product:
  - **Product Name**: this can be any text you want but make sure you don't use special characters (e.g. $%&).
  - **Product Categories:** link the product to a specific category, currently, you can link each product to only one category.
  - **Product Size**: the system currently supports 4 different size charts:
    - Single Size Chart: for products without size like gift cards and coffee mugs.
    - Kids Size Chart: for kid's clothes (0, 1, 2, 4, 6, 8, 10, 12, 14, 16).
    - Women Size Chart: for women's clothes (6, 8, 10, 12, 14, 16, 18, 20, 22).
    - Men Size Chart: for men's clothes (XS, S, M, L, XL, 2XL, 3XL, 4XL, 5XL).
  - **Product Description:** any details regarding the product which can be entered using the online content editor, all this information will be display at the product page.
  - **Product tags**: product tags are a collection of keywords that are related to your product, think of it like if someone will describe this product in several words what it will be.
  - **Product Photos**: Shop admin can upload multiple photos for the same product, the first photo will be used as a primary product icon and all the photos will be displayed as a slider at the product description page.
  - **Product Pricing**:
    - Sales Price: this is the selling price of your product (before applying the discount), this price is what the customers will see at the front-end.
    - Purchase Price: this price is for your own recording and it won't be displayed at the front-end.
    - The system provides input validation and error checking for the entered data as per to the following business rules:
      - All price fields must contain only digits.
      - Sales price can't be less than the purchase price.
  - **Additional Information**: here you can add any type of key/value information regarding the product for example:
    - Composition: 100 % cotton.
    - Model: 2017.

- **Stock/Destroy:** This functionality will allow you to add stocks (i.e. qty) to the product. The system allows users to add different stocks for each size and you can add any kind of notes for this stock/destroy action. Please note that for any product to be displayed on the shop front-end it should have at least one available stock.

Order Management

Once a purchase is completed the shop admin will receive an email notification and a new order will be listed on the back-end. Order management allows the shop admin to perform the following actions:

- View all the information related to a specific order.
- Search for any specific orders.
- Orders are filtered by order status and at any time you can update the order status and the notes associated with this status.

Customer Management

Customer management allows the shop admin to perform the following actions:

- List all the customers.
- Add, Edit, View and Delete customer.
- Same user account for both online shop and membership portal.

Perth FC Online Shop Go Live Guidelines:

1. PFC to confirm their online shop categories/products/ shipping methods.

2. WAFC to help Perth FC with creating/updating the online shop products.

3. We've agreed to use the current product graphics from the old website to speed up the process.

4. Perth FC will update the product graphics to the new ones gradually after going Live.

5. PFC to update the branding/sponsor logos/banners for the online shop as needed.

6. PFC to provide the information about the online shop polices if needed.

7. WAFC to configure the online payment gateway (Stripe).

8. PFC to provide the bank account and any other details that's required by the payment gateway.

9. WAFC to provide a training session to the online shop admin(s).

10. PFC to do the final review for the shop before we go Live.

11. Confirm the PFC online shop admin email and the shop details.

12. Send Stripe invitations to the club admin email(s).

13. Check order email notifications.

14. Confirm Featured Products.

15. Confirm New Arrivals Products.

16. Test a real order.

17. Go Live.