

E-commerce Store Roadmap

By Conocedor Productions		
Development Phases	Details	Timeline
Phase 1 - Pre Requisites Before Store Development		
Brand Collateral (Logo, Brands Colours & Font Details)	Official brand guidelines to reflect on store.	
About Brand Writeup	Brand story, literature	
Contact Information	Business contact & support information	
Privacy Policy, Terms of Services, Refund Policy	Mandatory shoplift documents if you don't have them ready we will help them create all of these.	
Email address for Payment Gateway Activation	Official email to linked in payment gateway this will get all the transactions updates.	
Selection of theme	We will provide you with appropriate list of designs to short list form.	2-3 Days
Phase 2 - Store Development		
List of product in spreadsheet with following information	We will require a product data to be uploaded on the site ideally we can start with 100 products and once the process is streamlined we can keep adding new products.	
Product Name	Actual name of product to displayed	
Price	MRP & Sale price	
Category	Product main category (eg.T Shirt)	
Sub category	Sub category (Polo Neck T Shirt)	
Stock keeping unit (if any)	Unique Product Id	
Product images/videos (images has to be divided in a folder by product name)	Product images.	
Product description	5-6 Lines of product description.	
Inventory number if any	Stock number	
Design Guidelines	Overall store layout design.	
Home Page Banner & Promot Banner Layout Designs		
Store layout		
		7-10 Days
Phase 3 - Payment Integration & Test		
We will integrate the payment methods	Payment & Shipping integration.	
We will integrate shipping method.		
Test run	Pilot test before going live.	
		1- 2 days
Phase 4 - Go Live		
Website launch	Website will be live.	1 Day
Phase 4 - Store Handover & Training		
Onsite/Online Training	Training session to understand the process.	1 Day