

Best Practice Design

Upgrade Process

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What is the "Best Practice Design" (BPD)?

The Commerce Vision Best Practice Design is an off the shelf e-commerce website design that has the following features:

- Utilizes Commerce Vision's 12+ years of experience in the Enterprise eCommerce market to deliver the best solution on the market in terms of user interface, speed and functionality
- Fully response for mobile devices
- Compatible with browser versions:
 - o IE8+
 - Latest Chrome
 - Latest Safari
 - Latest Firefox
- Modern design
- · Completely wired up and fully tested with the Commerce Vision Business Logic widgets
- Will have all future Commerce Vision functionality added as an optional feature for customers to use
- Will supports all future browsers (once released)

Can any of the Design be customised?

Yes. Commerce Vision recognizes that customers want to have unique websites. As part of the implementation process, Commerce Vision will work with you to determine the design of the common elements to be used throughout the site including the page header, footer, fonts and colours. Custom page designs for your Home page and other content pages can also be included.

Commerce Vision expects all sites to include unique styling for corporate branding, including:

- Colour Scheme
- Fonts and styles
- Logos

Elements within the design samples can also be switched on or off using the many flag settings in the application. For example you may not want to include the social media links in your page footer.

Custom design elements can also be included in the design. Design elements that are commonly customised to provide a unique web site include:

- Page Header
- Page Footer
- Home Page Content
- Custom Page Content (e.g. About Us Page, Privacy Policy)

Commerce Vision will provide off the shelf elements for the entire application. Sites can achieve a unique design using these elements with simple changes to colours, fonts, logo upload and home page content.

While any element can be customised, less customisation will result in:

- Faster time to implement the new design
- Far lower implementation cost

- Lower ongoing cost (changes to BPD designed elements required to support future browsers are covered by Commerce Vision's maintenance contract, while custom design elements will incur additional charges)
- Easier access to new features as they will be automatically added to BPD elements, reducing implementation fees for custom designs
- Future proof design as Commerce Vision will continue to enhance the design to take into account future UI and web initiatives

The Application allows for unlimited static content pages as well that can be customised by you or your design agency. Commerce Vision provides a style guide for all sites which simplifies design of custom content and ensures consisted looking and responsive pages.

Can Commerce Vision create the custom design elements?

Yes - Commerce Vision has internal design staff that can create these pages for you.

If I use my own designer, what do you need from them?

All we need is a layered Photoshop design file of your Home page.

The Home page design can include the following sections:

Layout Header for Site (i.e. used across all pages)

The Layout header can support the following elements:

- Login Link
- Search Dialog
- Mega Menu for displaying product categories and their sub categories
- Secondary Menu
- Shopping Cart Totals
- Social Media Links
- Subscribe to Newsletter link
- Catalogue Select
- Selected Account Name
- Current User Name
- Logout Link

Layout Footer for Site (i.e. used across all pages)

The Layout Footer can support the following elements:

- Site Summary Links
- Social Media Links

- Contact Details
- Payment Details (i.e. Accept VISA / Master Card)
- Other Text / Html elements

Home Page Content

The Home page content can support the following elements:

- Generic Text sections
- News article summaries
- Product Specials and / or Campaigns
- Banner Images

Do I have to upgrade to this design?

At the moment, you will be using either our original classic "off the shelf" design with customisation of your corporate colours and logo or, if you have been implemented in the past few years, you might have a custom design that has been implemented.

Original "Off the Shelf" Design

If you are using the original "off the shelf" design, you don't have to move to the new design, but Commerce Vision will no longer be adding new features to the existing "off the shelf" pages from May 2014. This won't apply to everything we do, as many new functions are business logic functions and don't involve User Interface (UI). Note that you will still be able to upgrade to the latest release without BPD – just some of the new features won't be available on the old screens.

We strongly recommend that all customers on the original design move to the new design to take advantage of the excellent features offered especially around the mobile responsive elements of it.

Custom Designs

Over recent years we have been implementing custom designs for customers. If this is the case, again it is not mandatory for you to move to the BPD. You may wish to implement only parts of the design (e.g. the cart and checkout). Future functionality will be available to be implemented in your existing custom design (charges may apply).

What is the cost of moving to the BPD?

This depends on the level of customisation that will be in the BPD for your company and how many sites are being migrated. This document will help you understand what might be involved from your end and our end to get you to the new design as soon as possible. At the end of this document, there is a step by step process on how we can migrate your site.

As part of the upgrade to the new design, we would also like to examine with you how we can even further improve the value you get out of our Customer Self Service solution and not only implement a new design for you, but also set up some great features that your customers will love.

How can I see the Commerce Vision BPD?

We have a site that shows the major elements of the BPD:

http://design.commvisi.biz

Login: bpd

Password: bpd14

As we complete new designs, these will be added to this site.

BPD Pages / Features

The BPD is a fully "responsive design" utilizing the latest UI technologies and elements. It is clean, easy to use, fast and beautiful. Following are the current features of the various elements of the design:

Responsive Design

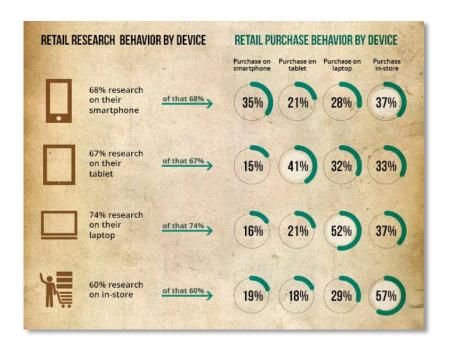
Responsive web design (RWD) is a web design approach aimed at crafting sites to provide an optimal viewing experience—easy reading and navigation with a minimum of resizing, panning, and scrolling—across a wide range of devices (from mobile phones to desktop computer monitors). Commerce Vision uses the "Mobile First" method of developing the BPD. "Mobile First" is to design for smaller screens first, then add more features and content for bigger and bigger screens.

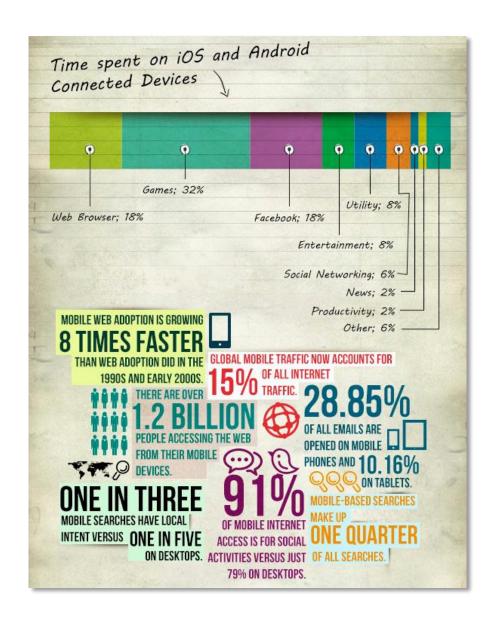


Do I need a Responsive Site?

Mobile usage is growing far quicker than any other type of web usage. Here are a few info graphics for you to consider:







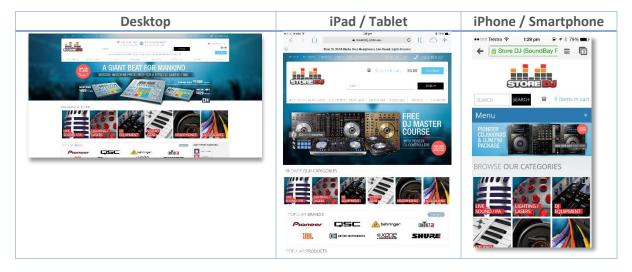
Example of a Responsive Design

We already have many sites running RWD. Examples include:

- www.storedj.com.au
- www.house.com.au
- www.robinskitchen.com.au
- www.circulon.com.au

Using the <u>www.storedj.com.au</u> example, following is how the same page might look using different devices:

Home Page:



Product Browsing:



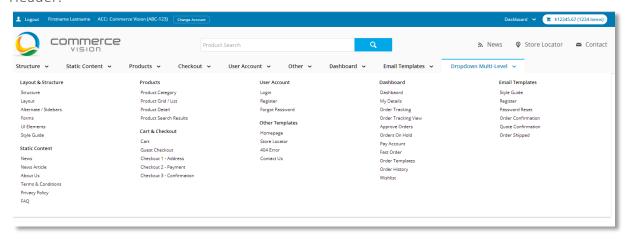
you can see the design changes dynamically based on the resolution of the device that is viewing The BPD uses Responsive Design through which allows your customers to use your website imlessly on any device.	

Page Layout

The general page layout for BPD is made up of:

- Header / Menu
- Footer
- UI Elements
- Messages and Notifications
- Style Guide

Header:

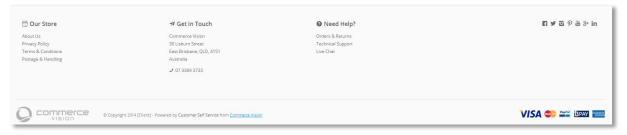


Key features are:

- Mega Menu allows for users to get to third level of categories very easily
- Secondary functional menu
- Search with predictive search
- Logged in information in top bar
- Cart summary
- Account select
- Menu / search always in top view this allows a user to scroll down and the menu and
 optionally the search box will stay at the top of the screen using less real estate:



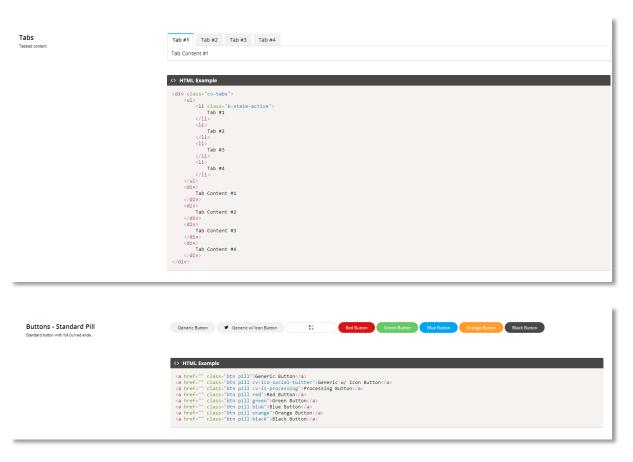
Footer:



The footer can be customised from the above default.

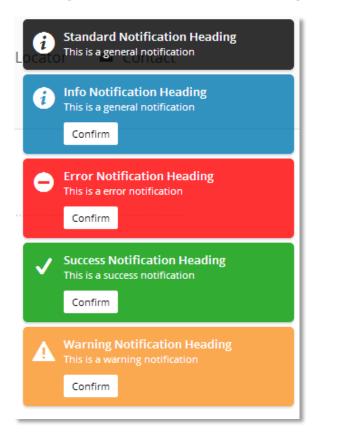
UI Elements – Style Guide

All UI elements of the application have been clearly defined using consistent class naming. This allows system administrators who want to create their own custom pages to use these classes to utilize the Responsive Design features. For example:



Messages and Notifications

All messages and notifications have been redesigned:



A Please upgrade your internet browser for a secure online shopping experience as well as the best user experience and ease of use of this site.

Style Guide

As part of the implementation of the BPD, Commerce Vision will provide a Style Guide for the site. This will include:

- Client Colour Scheme
- Logos
- Device Icons
- Fonts
- Typeography
- Lists
- Tables
- Responsive Video
- Images

Product Pages

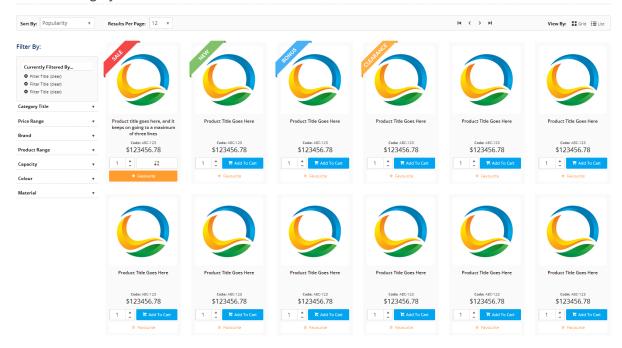
Product Categories

Product Categories



Product Category Contents

Product Category Title

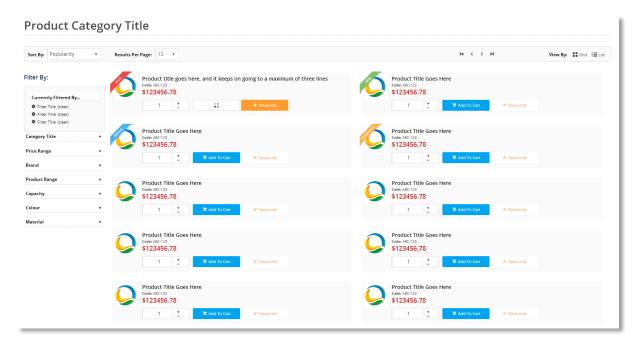


Key features are:

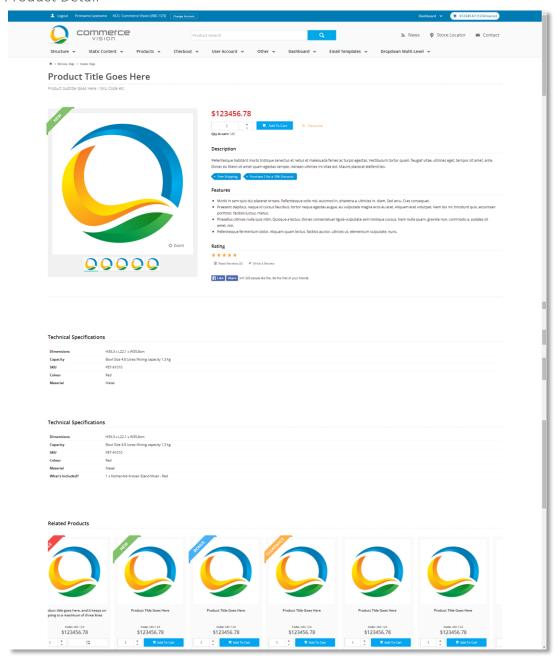
- Meta data filtering on left hand side allows customers to filter your products based on feature sets
- Grid view (see above) or List view (see below)
- Sale/New/Bonus/Clearance ribbons (the use of these can be customisable)
- Dynamic "Add to Cart" this adds the product to the cart without redrawing the page. The cart total updates dynamically. This enhances the users experience and speeds the site up.

- Sorting options
- Records per page
- Note that any data that can be shown on a product page can be shown on this page

List View:



Product Detail

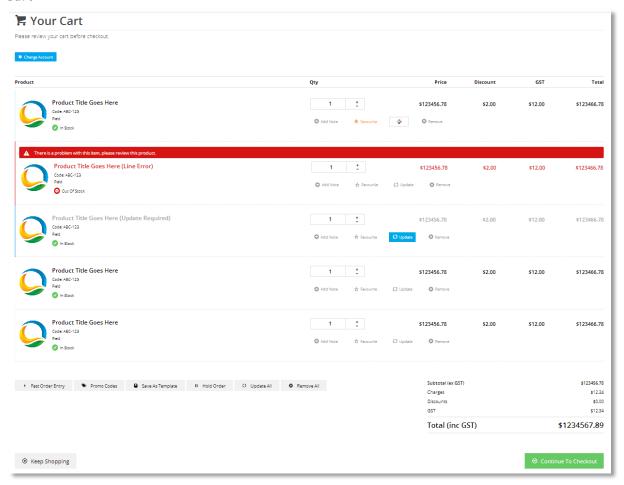


Key Features are:

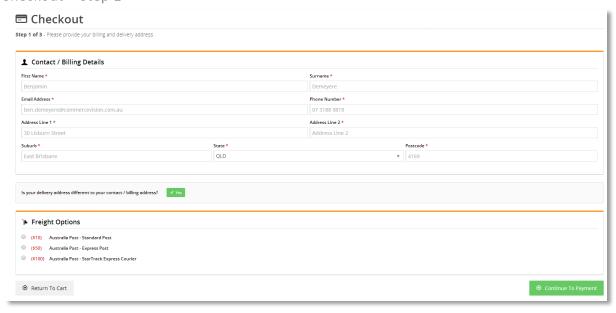
- Any product data
- Multiple images with gesture support (i.e. a user can swipe on a mobile device to move between the product images)
- Cross Sell
- Up Sell
- Freight Estimator
- Product Reviews

Cart / Checkout

Cart



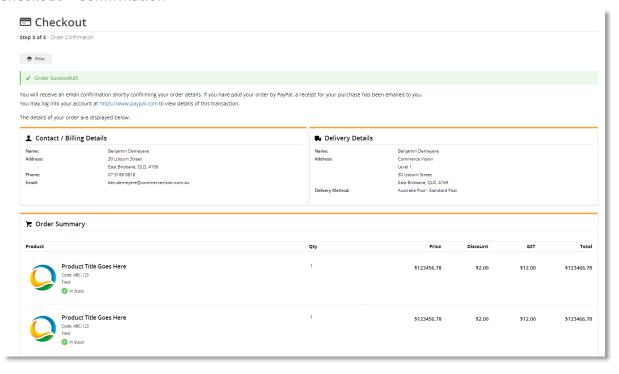
Checkout – Step 1



Checkout - Step 2

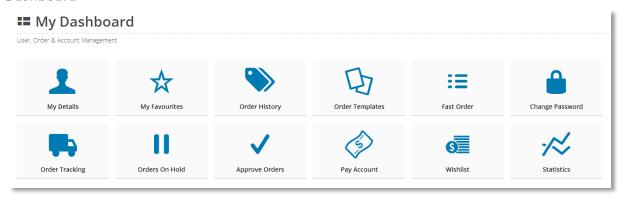


Checkout – Confirmation

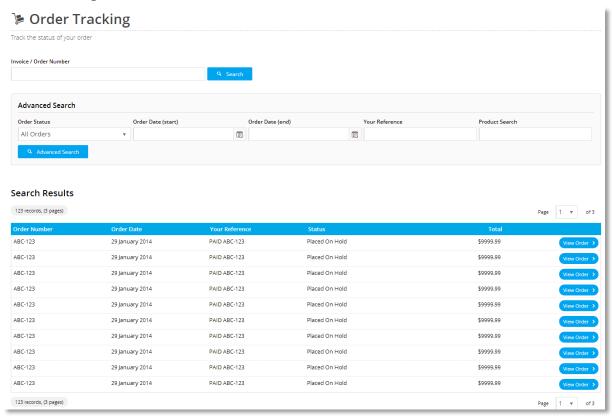


Other Key Pages

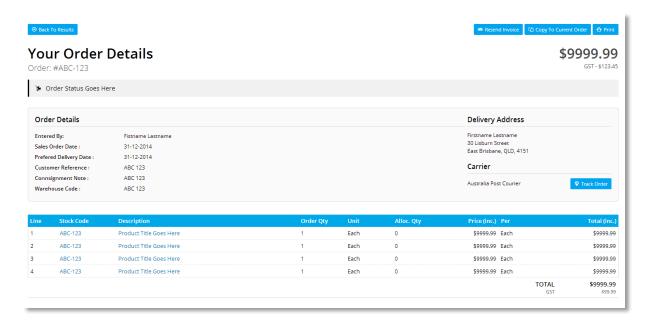
Dashboard



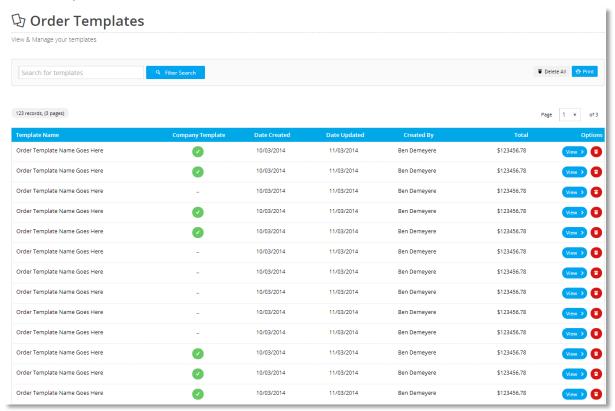
Order Tracking



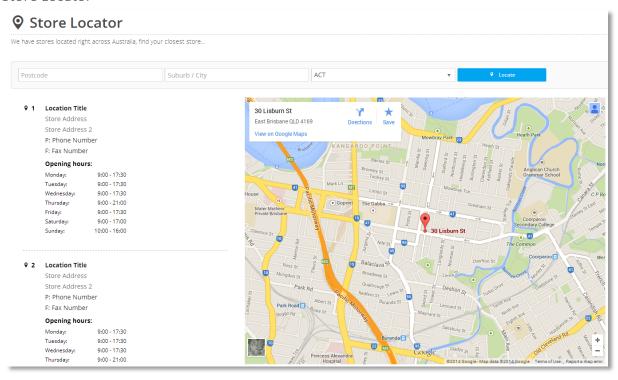
Details:



Order Templates



Store Locator



Email Templates

Order Confirmation

Use this area to offer a short teaser of your email's content. Text here will show in the preview area of some email









Order Confirmation #1785

Your Order:

Item		Price	Qty	Total
	Product Title Product Description / Other Info	\$7.50	10	\$750.00
	Product Title Product Description / Other Info	\$7.50	10	\$750.00
0	Product Title Product Description / Other Info	\$7.50	10	\$750.00
		Price Discount:		-\$10.00
		Shipping:		\$42.00
		GST:		\$7.50
		TOTAL:		\$800.00

Billing Address:

Commerce Vision 30 Lisburn Street East Brisbane, QLD, 4169

Delivery Address:

Commerce Vision 30 Lisburn Street East Brisbane, QLD, 4169

Delivery Instructions:

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Order Shipped - #1785

Hi, [Firstname]

Your order has been shipped!

- Shipped Via: Australia Post
- Tracking Number: #123-89784-55
- Estimated Delivery Date: 19/10/2012

Delivery Address:

Commerce Vision 30 Lisburn Street East Brisbane, QLD, 4169

Billing Address:

Commerce Vision 30 Lisburn Street East Brisbane, QLD, 4169

Delivery Instructions:

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Your Order:

Item		Price	Qty	Total
Q	Product Title Product Description / Other Info	\$7.50	10	\$750.00
0	Product Title Product Description / Other Info	\$7.50	10	\$750.00
0	Product Title Product Description / Other Info	\$7.50	10	\$750.00
		Price Discount:		-\$10.00
		Shipping:		\$42.00
		OCT:		67.50

I'm in!!! How do I migrate?

Commerce Vision needs to work with you to determine what is involved in migrating your site (or sites) to the BPD. We have covered the majority of the functionality currently supported in the new design, but some customers are using some features that are not commonly used – so we need to make sure we have everything covered for you.

Step 1: Complete the Online Questionnaire for each site – click <u>HERE</u>

Step 2: We will provide you with a fixed price quote within 1 week of finalising your requirements.

Step 3: Quote Acceptance.

Step 4: Implementation (schedule will be based on your requirements).

Step 5: Go Live Cutover.

Step 6: Enrolment in our "Customer Success Program" – this will enable us to continue to ensure your website is the best it can be.