



## **Store Architecture**

*Follow the Money: An Ecommerce Flowchart* 1.2

### **Store Components**

*Catalog Entrance* 1.4

*Department Page Templates* 1.4

*Product Page Templates* 1.4

*Shopping Cart* 1.4

*Order Form* 1.5

*Browser Confirmation Pages* 1.5

*Email Confirmations* 1.5

### **Store Administration**

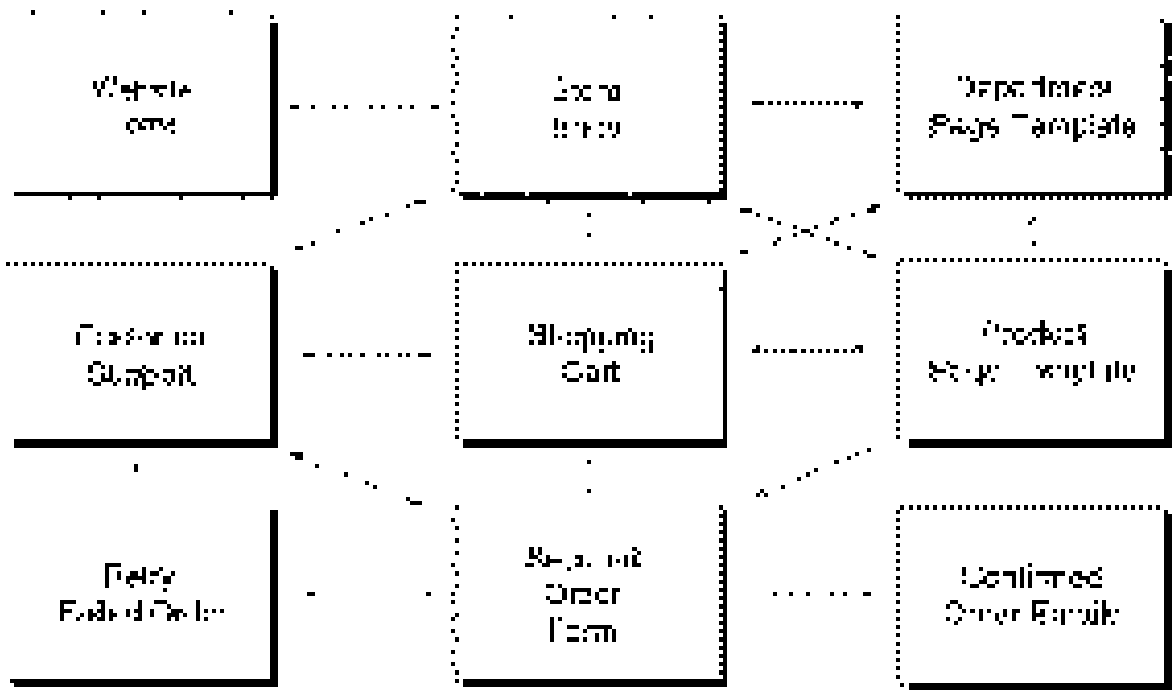
*Inventory Entry* 1.6

*Order Management* 1.8

*Payment Settlement* 1.11



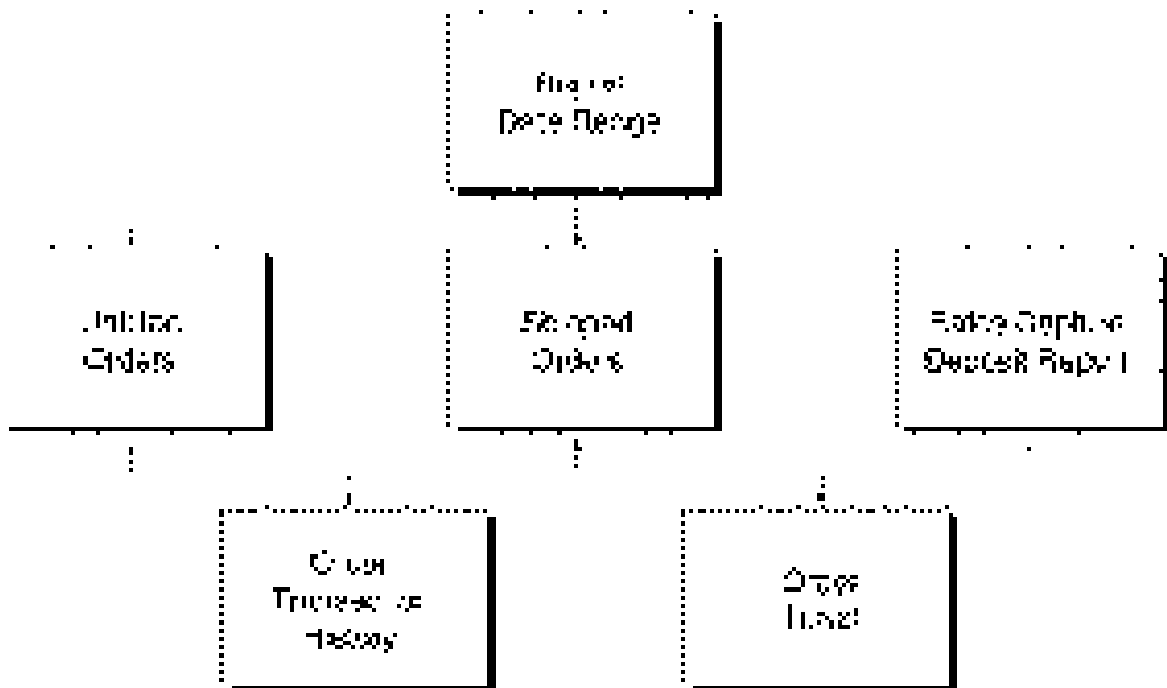
# 1



Product Catalog



Ecaygate®  
Property Gateway



# Store Architecture

StoresOnTheWeb makes affordable ecommerce solutions with high-end functionality and design flexibility. You don't have to spend a lot to have an online catalog that is comparable to the best on the web. Finding products is the key for shoppers. Ease of payment settlement and month-end reconciliation is the hot button for merchants. SOTW offers both to greatly simplify project startup and ongoing administration.

The flow of traffic through a StoresOnTheWeb catalog is guided by a navigation system based on always-present Department headings. Product thumbnail images with descriptors are typically displayed on the relevant department page. The shopper creates an order by adding products to the Shopping Cart and checking-out through a one-page submittal form.

Epaygate "backoffice" order and payment administration is integrated with our Store Manager merchant interface. Orders are easily retrieved by date-range, based upon the type of report required. Few catalog systems have an integrated payment gateway. No third-party vendors are required when you hook-up a Merchant Service card processing account with a StoresOnTheWeb catalog.

## **Storefront Components**

### **Catalog Entrance**

While each catalog is different, in general the entrance to a catalog is a transitional page that leads into the series of linked Department and Product Pages. The Entrance is an HTML page that has a Department Directory variable and featured product links.

### **Department Page Templates**

From the Catalog Entry a shopper is directed to Department Pages that contain a Department Directory and a series of thumbnail pictures of all products within one of the departments. The thumbnail pictures link either to a more detailed Product Page, adds a quantity of the product directly to a Shopping Cart or has links to both the detail Product Page and Add to ShopCart functionality.

### **Product Page Templates**

The Product Page Template contains all the detail a product contains. The variable replacement inserts the product image, selling copy, order console, navigational aids and policy buttons. More than one Product Page Template may be used in a single catalog.

### **Shopping Cart**

The Shopping Cart is the repository for all products that are being accumulated for purchase by the shopper. By clicking on a “buy” button, the product is placed in the Shopping Cart according to the pull-down menu selections, quantity ordered or quantity pricing discount. The Shopping Cart contains variable replacement for a Gift Wrap option, Personalization and quantity editboxes. Any product may be removed from the Shopping Cart by clicking a remove checkbox and recalculating the page.

The Shopping Cart also contains a pull-down menu for determining

the class of shipping service, as well as the destination of the order. When the shopper elects to purchase the products in the Shopping Cart, they click a Checkout button to go to an Order Form.

## **Order Form**

The Order Form re-lists all the products in the Shopping Cart as well as the product subtotal, sales tax total, shipping charges and order total. The single page form contains inputs for “Bill To” and “Ship To”, as well as credit card account information. Separate Comment and ID Code fields may be used by the shopper for messages to the merchant or special promotion keywords.

## **Browser Confirmation Pages**

When an order is submitted and accepted, a return page displays a thank-you message and an Order Number. Custom Confirmation Pages may be created with the appearance of an invoice.

## **Email Confirmation**

When an order has been accepted, an itemized email confirmation is delivered to the Customer that lists all products in the order and abbreviated billing data. The merchant receives an administrative email. The administrative email alerts merchants to look in their Store Manager account to view the entire order information behind a secured browser interface. All orders are organized by unfilled or shipped status, as well as by settlement batch listing. A complete audit trail is recorded for each order’s history as it matures from new unfilled order to shipment to payment settlement to month-end deposit reconciliation.

## ***Store Administration***

### **Inventory Entry**

All of the information associated with each product are entered using a web browser to access a private and secured "Store Manager" control panel. Many of the most common elements of any store can be modified from the Store Manager using simple forms. This includes adding and removing departments and products, changing the look of your shopping cart, selling copy, images, tax status and shipping information methods and rates.

In the Store Manager is an area for entering Department categories and Product Groups. A product may be defined as a single item with a part number, price, stock-level and re-order point. A product may also be defined as a group, with several product types that each have their own part number, pricing, stock level and re-order points. A standard storefront can operate both product definitions.

The advantage of multiple products per grouping is to cluster products by family. For instance, a Dinnerware line may consist of several different sized plates, bowls and saucers. Each item has its own price and part number. However, all the items share the same material and design elements and were designed as a set. A Product Group may accommodate this same-style product definition, making it easier for shoppers to assemble their order.

All the product specification information are created or modified in our Product Group Editor. The editor is a form that allows the developer or merchant to upload the product image, product type descriptions, part numbers, stock levels, re-order points, tax status, shipping factors specific to the group and other data. The figure at right shows an example of a Product Group Editor.

A number of advanced features are built into the Product Group

## Product Group Editor aka "PGE"

Edit Product Group Name

Image filename input for direct upload

Input Selling Copy

Input Product Data

Edit Product Data

Tiered Pricing Table Setup

Product Variety Inputs

Control Switches for various product settings

Template Page Reference Path

Submit & Activate Edits

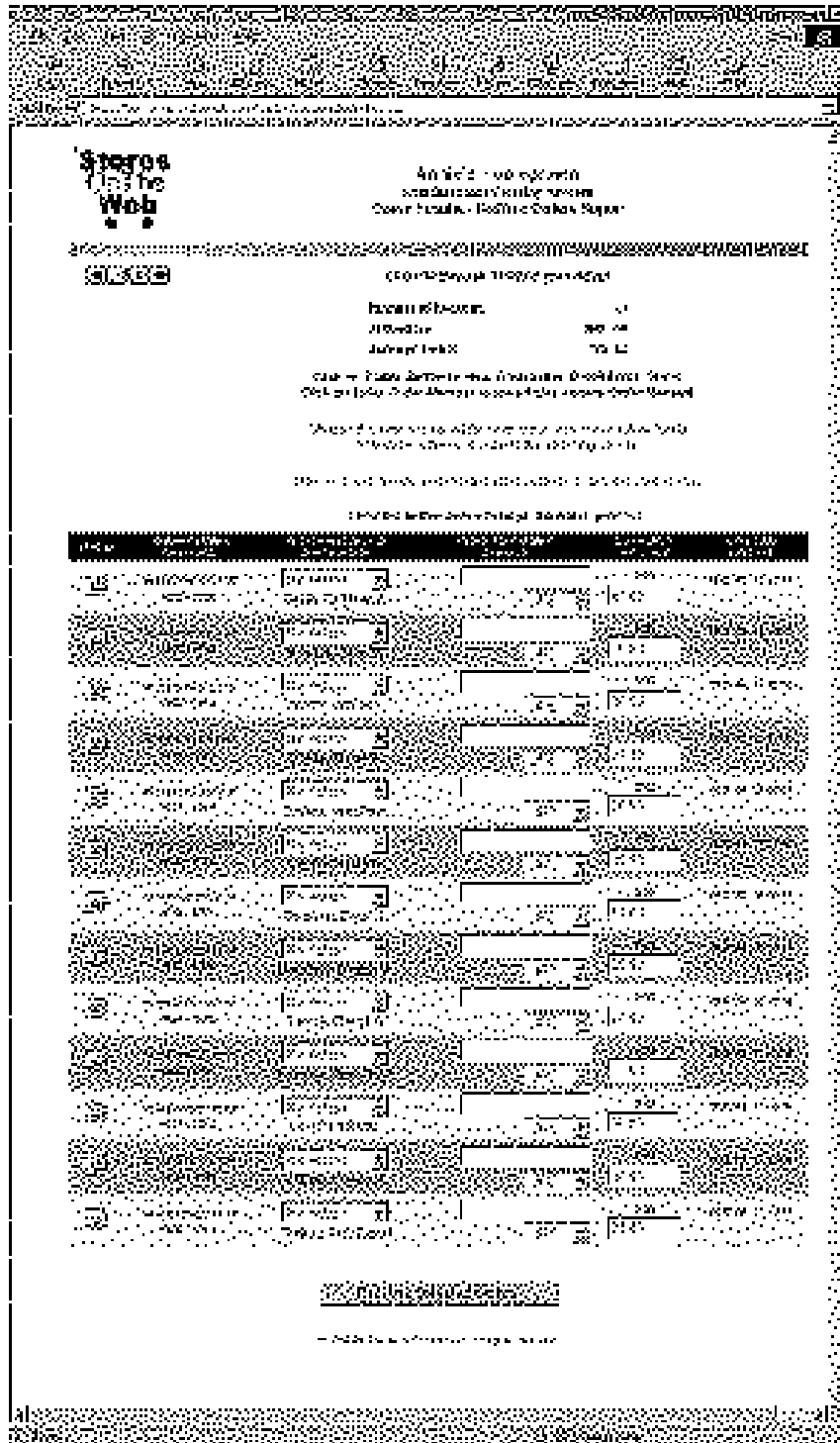
The screenshot shows the Product Group Editor (PGE) interface. It includes the following sections:

- Product Name:** A text input field for the product name.
- Image:** An input field for the image filename, with a note indicating it is for direct upload.
- Selling Copy:** A large text area for entering the product's selling copy.
- Product Data:** A table for inputting product data, including columns for 'Product Name', 'SKU', 'Price', 'Quantity', and 'Status'.
- Tiered Pricing Table Setup:** A table for configuring tiered pricing, with columns for 'Tier', 'Price', and 'Quantity'.
- Product Variety Inputs:** A section with various checkboxes and dropdown menus for controlling product settings.
- Submit & Activate Edits:** A button at the bottom right to save and activate the changes.



Unfilled Order Report that lists all orders that have not had funds captured and been processed for shipment.

To settle an order, the merchant clicks on the pull-down menu for each order that is ready to be shipped. The merchant selects the



**Unfilled Order Report**  
The entry to the Epaygate™ Payment Gateway manager.



“Ship/Capture” choice for each of the orders. When all eligible orders have been selected for ship/capture, the entire page is submitted at one time.

## **Payment Settlement**

When an order is submitted for settlement (“Ship/Capture”), it is grouped with other simultaneously submitted orders. This group is called a Batch Session and can be audited using either a Batch Session Report or a Batch Deposit Report.

A Batch Session Report shows all batch sessions for any given date range, with each Batch Session on a single line of the report. Batch Session detail may be viewed by clicking on an active link tied to each Batch Session number.

A Batch Deposit Report lists all Batch Sessions, as well as the summary details for each order within that Batch Session. It is a convenient report for accumulating month-end deposit records in order to reconcile against the business bank statement. There are several links in a Batch Deposit Report, making it convenient to review any order’s detail status history of transactions, the Order Receipt for any settled order, as well as a break-down of each order by taxable, non-taxable sales, shipping cost, sales taxes and order total. Any assessed fees are also listed on this report.

Batch Deposit Reports, like all data at StoresOnTheWeb, are archived after each order transaction and backed-up daily. All Order Management and Payment Settlement activities occur behind a secured SSL data center and hardened firewalls. No order data is kept on servers directly connected to the Internet.

