

Ollwin Online-Store 1.0

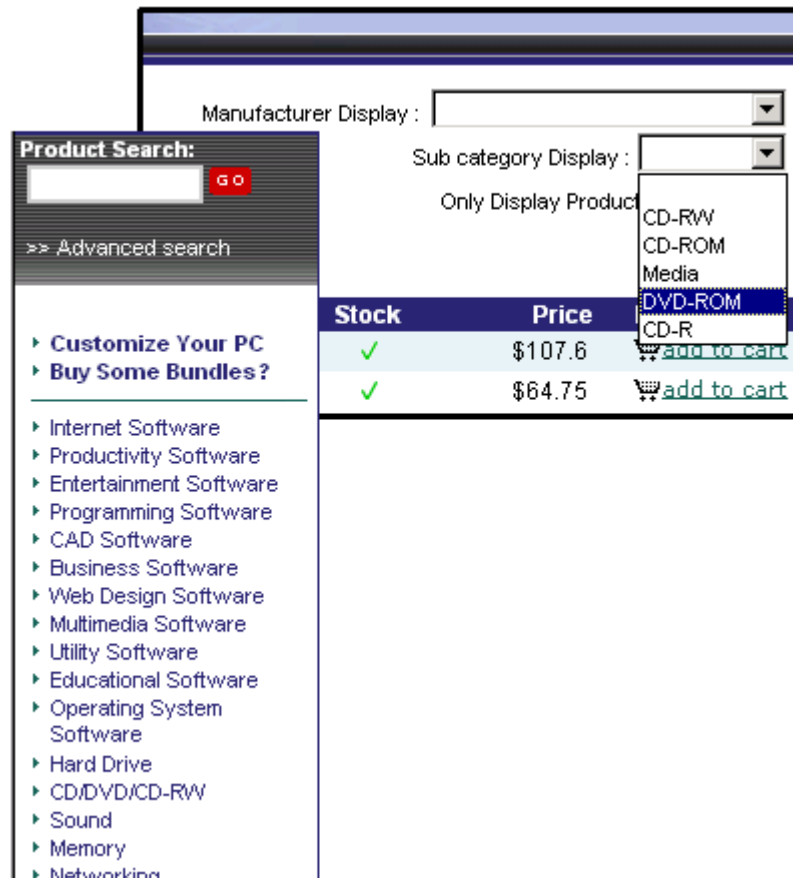
Ollwin International Ltd.

Part I: User Browsing Experience

Our Net.Core solution offers a multitude of features to the user, making his browsing experience a unique and noteworthy one. This will make you web-store an industry reference for product information and prices, bringing customers to the site repeatedly and making your promotions and special offers even more effective. Following is a growing list of already available features your visitors can benefit from:

A. Advanced and accurate search routines

- Main category display path:
Users can select different main categories and find the corresponding products underneath. This initial broad search will allow the undecided user to find a collection of similar products and view the features and advantages of each.
- Filtering to sub-category and/or vendor name:
After choosing the main category, users can refine the search to a sub-category and/or a vendor name to further filter the results to be displayed. For the knowledgeable users: take them directly to the products they want to see.



- Advanced search by keyword:
Users can perform a search by keyword on the manufacturer or product name to pinpoint the exact item they want. The easier it is to find desired items and information, the happier the user will be.
- Advanced search by selected pre-defined criteria:
Most advanced and complete search by user-defined criteria. The customer has the option to input any criterion he has in mind in the appropriate field. This most advanced search will query the whole database for records that match the customer's demand.

B. Flexible checkout path

- Users do not have to login before shopping. When ready to finalize order, different scenarios will automatically be made available to help the users:
 - i. If they did not login, a login page is introduced before the checkout path.
 - ii. If they do not have an account, a different, built-in routine will be introduced to guide them through the user registration process prior to checkout.
 - iii. If they are already logged in, the checkout path appears for them to fill in the essential information.

Check
account

The screenshot shows a shopping basket with two items: 'Adobe Type Basic V4.0 Mac' and 'Marble Mouse Trackball USB'. The sub-total is \$139.00. A 'CHECKOUT' button is visible. An overlay titled 'My account' is positioned over the basket, containing two sections: 'Create a new account' and 'Existing account'. The 'Existing account' section has input fields for 'Login' and 'password', a 'GO' button, and a checkbox for email address substitution.


The checkout
process is
simple, it
takes
only a
few
minutes

The screenshot shows the checkout process. A progress bar at the top indicates the current step: 'Confirm or Update Shipping informations'. Below this, the 'Shipping' section is active, showing the shipping address: 'MR. Hu Song, 46 Ashfield Dr., Richmond Hill, Ontario, Canada L4E 2K9'. There is a 'Change the shipping address' button. Below the address is a dropdown menu for 'Please select the shipping method:' and a 'Continue' button. Arrows point from the 'CHECKOUT' button in the previous screenshot to the progress bar and the shipping information section.

- Multiple shipping addresses are supported.
 - i. By default, the billing address provided in the registration process is kept as shipping address to simplify the checkout process.
 - ii. Users can easily change the shipping address to one different from their billing address. This gives companies the flexibility to order and ship goods directly to customers, allows businesses with many branches to order equipment and supplies for all locations, and allows individuals to order gifts for friends.
- Smart taxes and shipping fees calculation.
 - i. Taxes calculation is currently based on the shipping country and province. It is driven by a set of rules to which the web-store administrator can add and remove very easily. Extend the reach of your web-store to every corner of the world, **Net.Core** will make sure you are charging your customers the right amount of taxes.
 - ii. Shipping calculation is based on the shipping country, province, user type (normal customer, government body or agency, student, etc.), selected shipping method, and the total amount of the order. Similarly to the taxes calculation, it is very flexible and easily modified by the administrator. One less problem to think about is one more step towards increased profits.

C. Clear user profile update path.

Users are only one click away from checking/modifying their profile. They can keep their profile information up to date to make sure they receive all your promotional newsletters. Should there be a change in their profiles, they are not required to create a new account and this reduces the load on your database while keeping it updated at all times.

 **My account**

Account Details:
 James Bond
 Login: Agent007 Email: jb007@sservices.com

[» Logout](#) [Change your profile](#)

Address:
 2865 Baker St.
 London, ON, CA
 Phone: 905-911-0007
 Fax: 905-911-7007

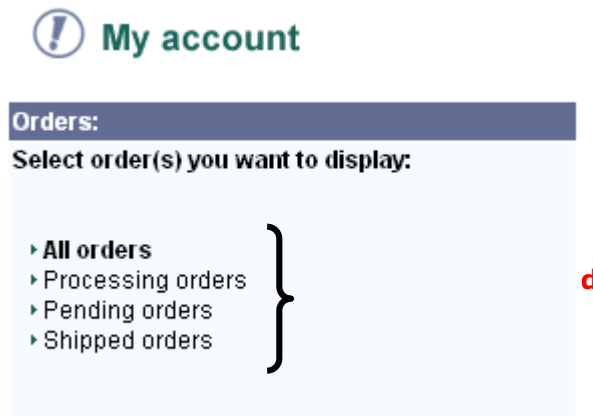
[Change my password](#)

Orders: [Display your order informations](#)

User can view all historic orders and cancel the pending or in progress ones

D. Clear user order management path.

- Users can cancel “in progress” orders
As long as an order has not been shipped and is still pending or in progress, the user has the opportunity to cancel the order. This will greatly reduce after-sales support and shipping costs as undesired or erroneous orders will have a longer time frame to be filtered out of the system.
- Users can review their order history on a dedicated page.
This will allow companies shipping to different destinations to keep close watch on all the past and pending transactions, making it easier for them to monitor their purchases and orders. Ultimately, this tool will bring you big customers consuming large quantities of your products and needing accurate and timely accountability.



- Users can verify the status of an order and easily obtain their order ID if lost/forgotten.
Another tool built-in to make the shopping experience as easy and comprehensive as possible for the customer. Show them how you go out of your way to assist them, they will most certainly show you their appreciation.

E. Combo Concept and Combo Shopping

A combo means a group of related products divided into different categories yet linked as one single product. The shopper has the option to choose the different combinations of products and purchase them as one single product. A practical example is a "Home Theater Entertainment System". The buyers can select the different speakers set, surround sound system and high definition television of various sizes to their likes, tastes and means, then purchase the complete system. Once a combo item is placed into the shopping cart, it can no longer be modified as it will be displayed as one item. Users can either drop it or buy it, but can no longer modify separate components of the combo.

The screenshot displays a product page for a "Home Theater Entertainment System". It features three dropdown menus for selecting components, each with a price listed to its right. The first dropdown is for a "Pioneer DVD Player DVD1050" priced at \$299.99. The second is for a "Sony Crescendo Sound SCS245" priced at \$2,899.99. The third dropdown is for a television, with "Hitachi ClearView 58" High Def." selected, priced at \$0.00. Below the dropdowns, the total price is shown as "Price: \$3,199.98" in red, with an "Add To Cart" button underneath. Annotations in blue text explain the interface: a bracket on the left indicates that users can "Select the categories and individual products you wish to offer in your combo"; an arrow points to the individual price of the selected TV, stating "Each item's price is displayed."; another arrow points to the "Add To Cart" button, stating "Aggregate total of all components selected"; and a final arrow points to the "Hitachi ClearView 58" High Def." option, stating "user select the item in combo".

Home Theater Entertainment System

Select the categories and individual products you wish to offer in your combo

Pioneer DVD Player DVD1050 \$299.99
Select the component :

Sony Crescendo Sound SCS245 \$2,899.99
Select the component :

Toshiba 57" Projection Screen \$0.00
Hitachi ClearView 58" High Def.
Mitsubishi 57" MultiView 1255
Sony 55" Trinitron PerfectFlat

Each item's price is displayed.

Price: **\$3,199.98**

Add To Cart

user select the item in combo

Aggregate total of all components selected

F. Bundle Concept and Bundle Shopping

A bundle is a group of products pre-selected by the merchant to be sold together. Shoppers do not have the flexibility to change or modify the bundle. Yet, they will often benefit from a "bundle" pricing. For example, your web-store may have mixing bowls, mixers, and cake pans sold separately in addition of a bundle including a set of mixing bowls, a specific mixer, and a set of cake pans for somewhat less than their cumulative individual prices, which will ultimately incite customers to buy more.



Kitchen Queen Bundle

- ▶ 5-piece Mixing Bowls Set
- ▶ 3-piece Cake Pans Set
- ▶ ACME 6-speed Power Mixer

Only: \$99.99 You save \$12!

 [more info](#)  [add to cart](#)

Push the products with lower demand by bundling them up with bestsellers

The Chef's Chopping Battery

- ▶ Large Cutting Board
- ▶ 5-piece German Knives Set
- ▶ 12" Sharpener

Only: \$119.99 You save \$10!

 [more info](#)  [add to cart](#)