

Ecommerce Guide and best practice

To help articulate requirements and outline wireframes for your next ecommerce project



Why this Guide?

- Ecommerce projects are complex and as a customer is often difficult to articulate solution requirements.
- This guide helps you articulate your requirements and outline wireframes for most normal ecommerce pages and integration points.
- Use the template to get inspiration and reflect on your project by adding your comments to the different pages.

Objectives, architecture and integration

- Current situation
- Solution objectives
- System architecture



Current situation

Describe your current business situation:

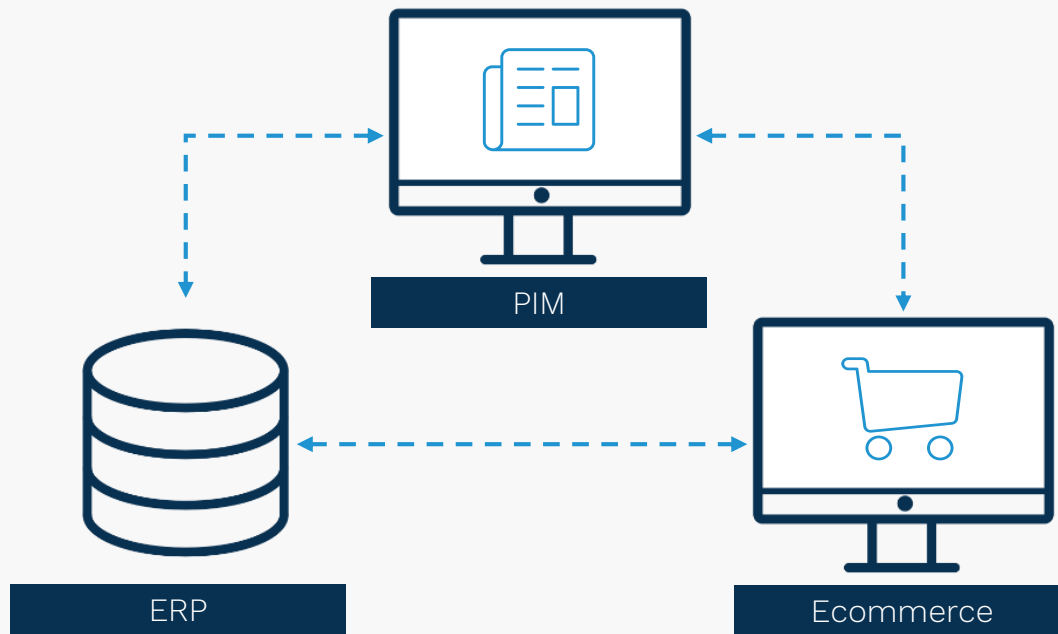


Solution objectives

Describe your objectives for the solution:

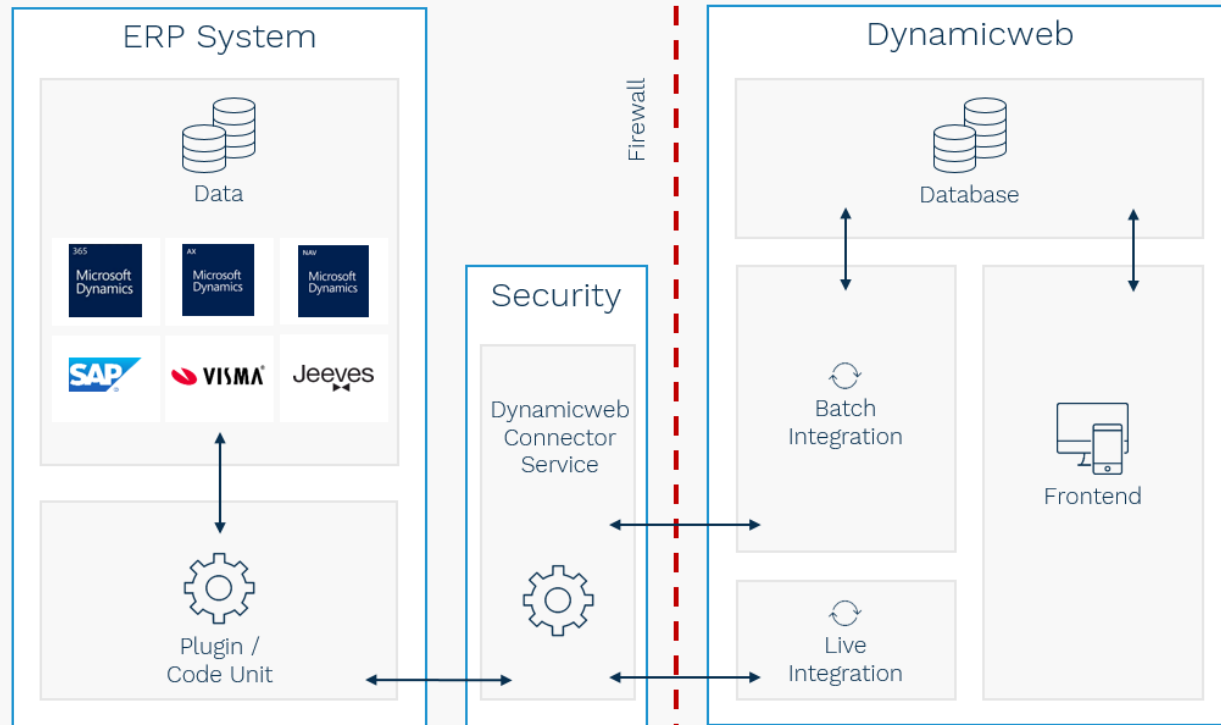
High level system architecture

Describe the systems your coming ecommerce solution should integrate to:



- Dynamics NAV / AX as ERP
- PIM system
- Field service
- Delivery etc.

ERP integration points



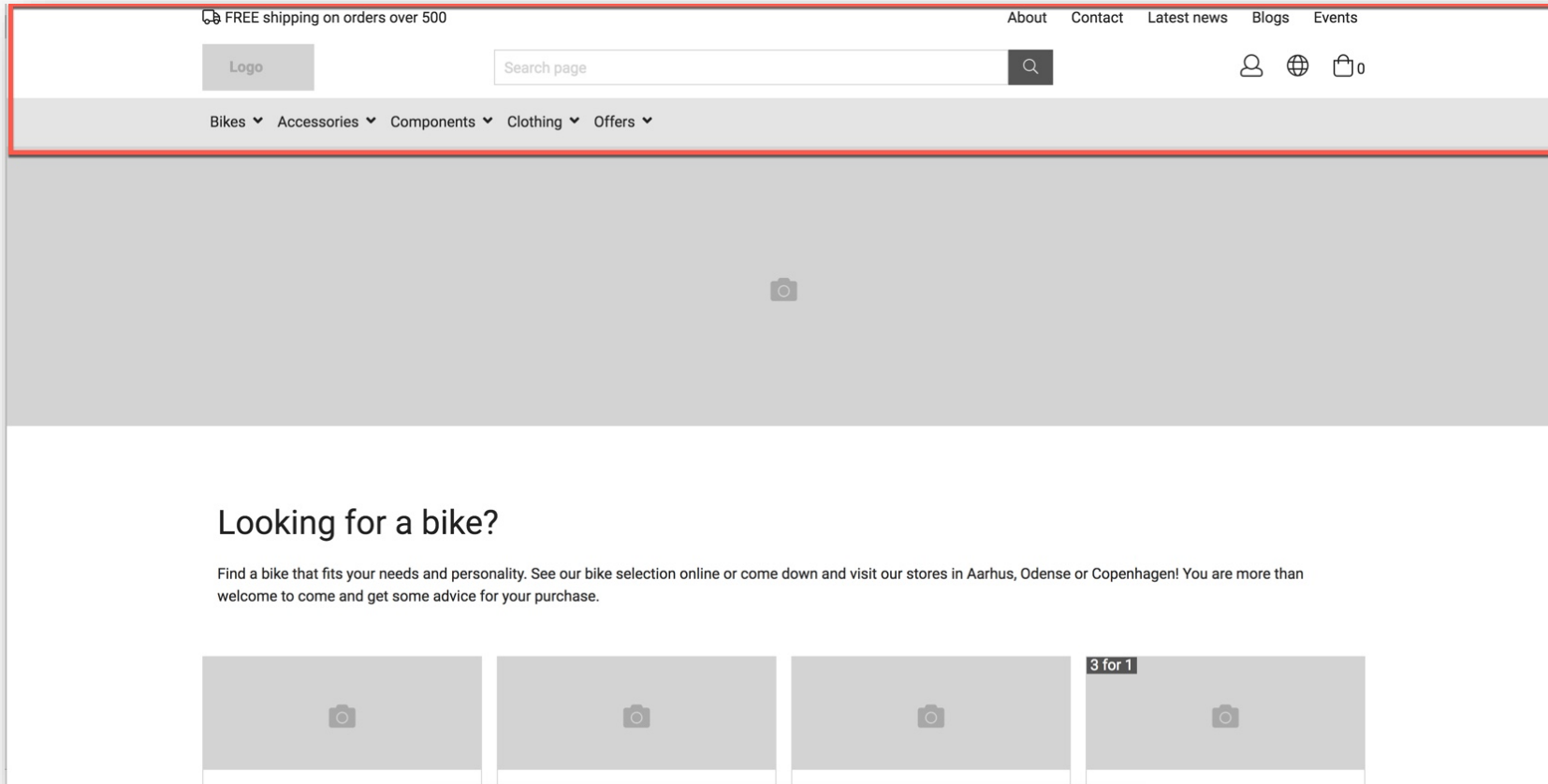
Describe your data that should flow from your ERP-system to ecommerce:

- Currencies
- Languages
- Units
- Manufacturers
- Customers
- Product Groups
- Products
- Related Products
- Prices
- Product Stock
- Orders

Overall page layout

- Top layout types
- Menu types
- Product search
- Footer

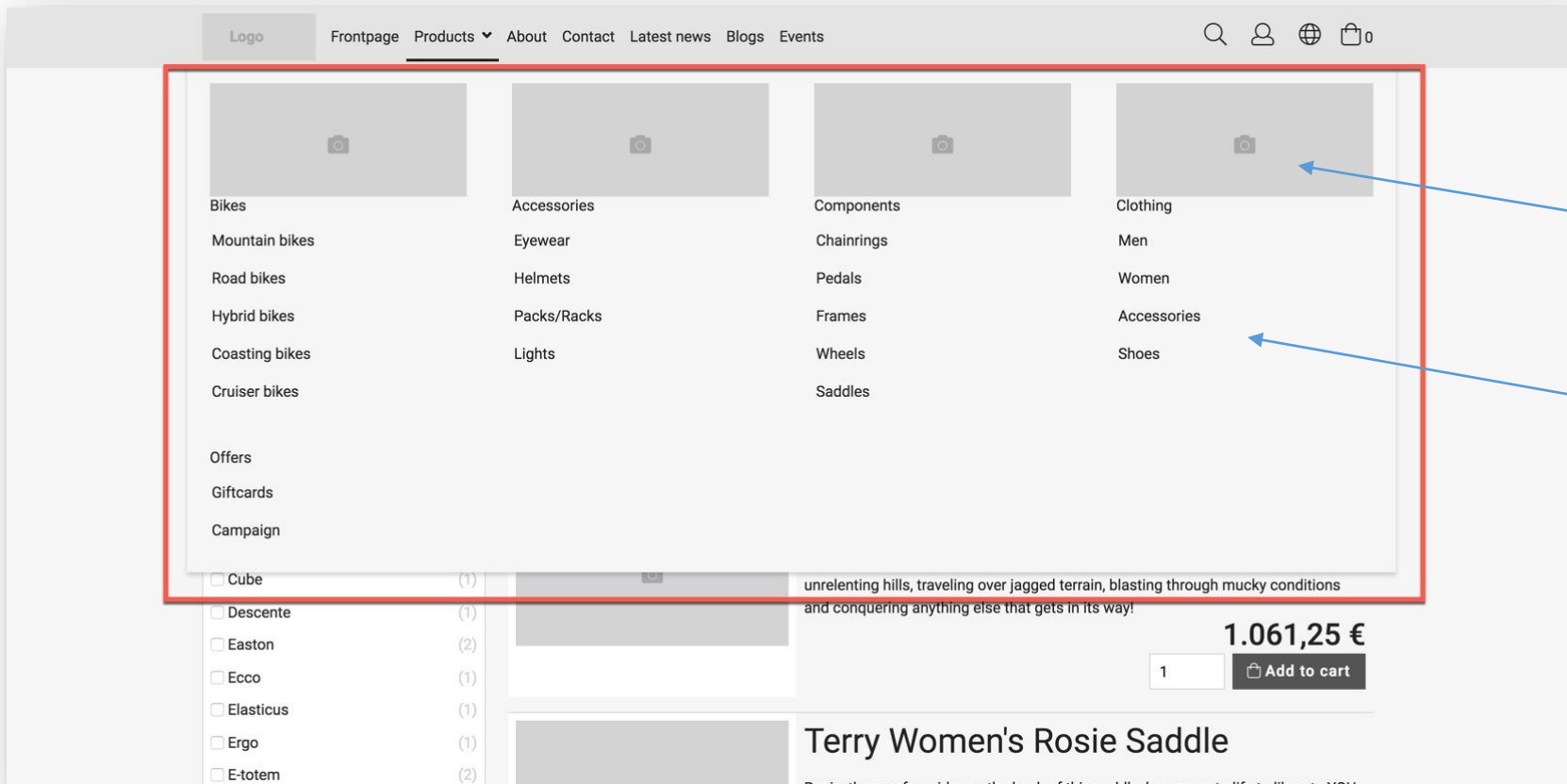
Top layouts with a tool bar



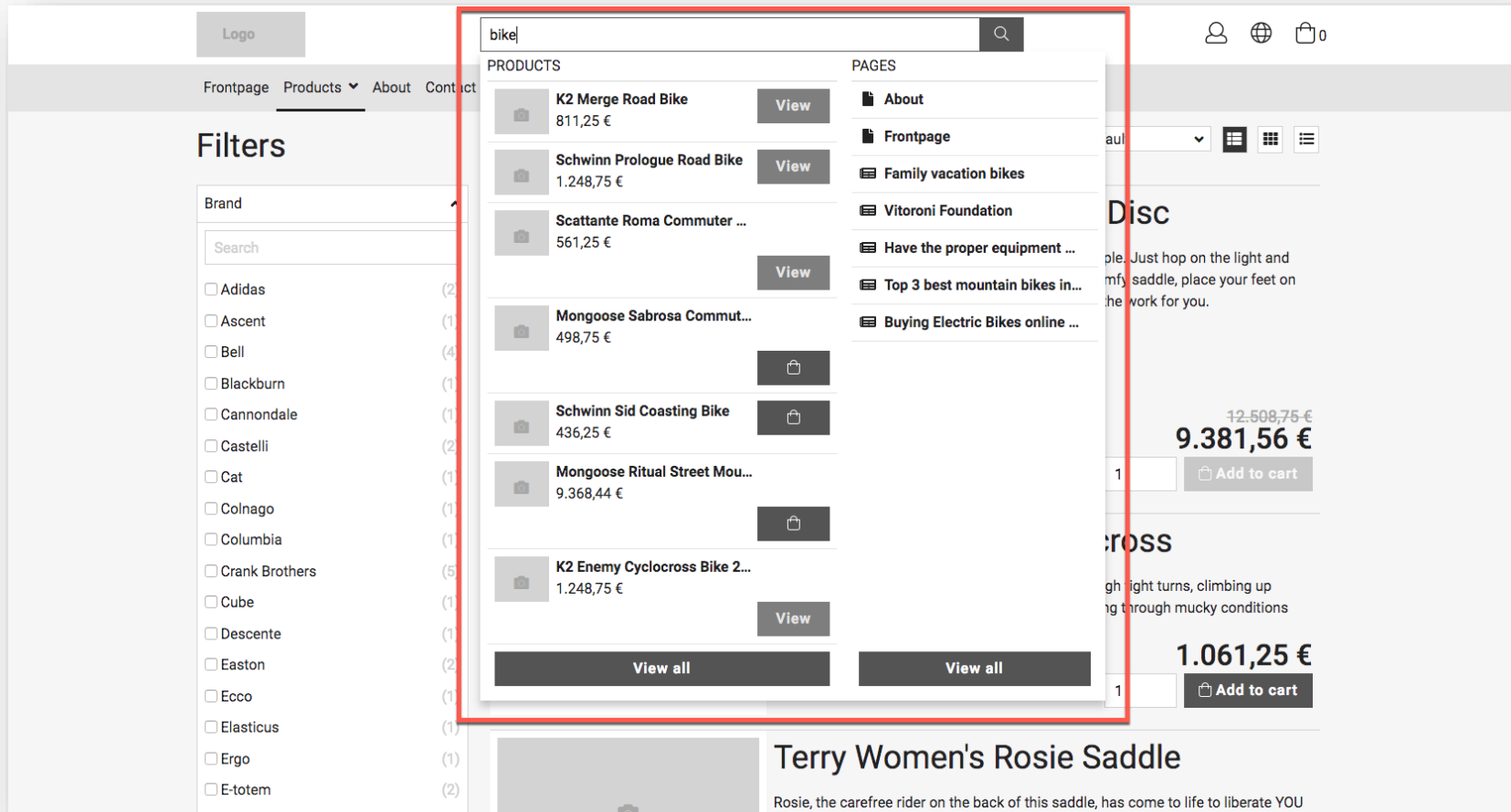
- Splits content pages & product groups into two separate menus
- Product groups shown in menu, which is more prominently placed
- Content pages are shown in the toolbar, which is less prominently placed

Mega menu

- Popular menu type
- Use images to provide quick visual guidance – and drive sales
- Good for deep hierarchies – provides an immediate overview of category content



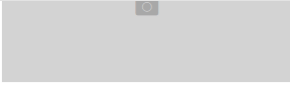
Product & Content search



- Immediate access to product & content search
- Detailed suggestions help customers find content based on Product name, number, title, descriptions, etc.
- Up to 8 suggestion shown – and a link to the full search result page

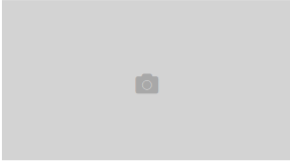
Footer section

- Show 1-3 text columns
- Newsletter sign-up
- Social media links
- Card and verified payment



eyelets or full suspension bikes.

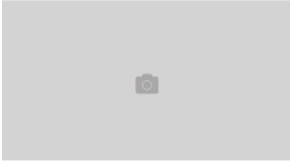
39,99 €
1 [Add to cart](#)



Translt Seatpost Rack

Perfect for bikes without dropout eyelets or dual-suspension bikes.

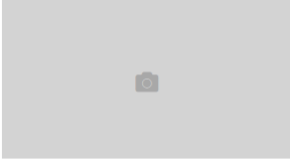
34,99 €
1 [Add to cart](#)



Translt Quick Rack Seatpost Rack

Attach this rack to any bike - full suspension bikes or road bikes without braze-ons.

39,99 €
1 [Add to cart](#)



Wald Lift-Off Basket

A-tasket, A-tasket, A-convenient lift-off basket!

31,24 €
1 [Add to cart](#)

[Load 30 more](#)

[Return to top](#)

Contact

Dynamicweb - Rapido
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Opening Hours

Mon. to Fri.: 7.00-18.00
Sat. to Sun.: 10:00-15:00

Mailing list

Sign up if you would like to receive occasional treats from us.

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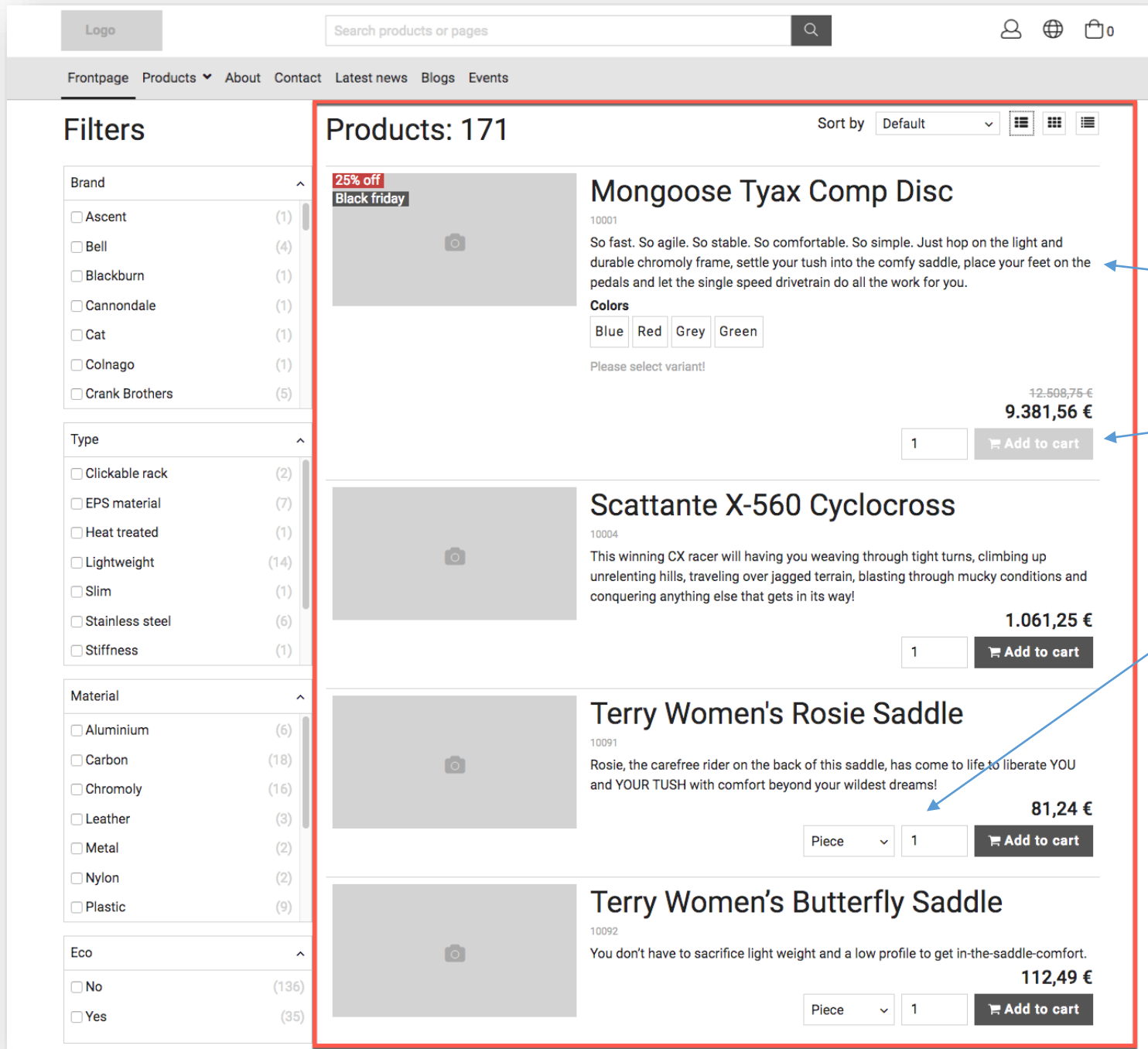
Social links

[f](#) [t](#) [v](#) [i](#) [i](#) [v](#)

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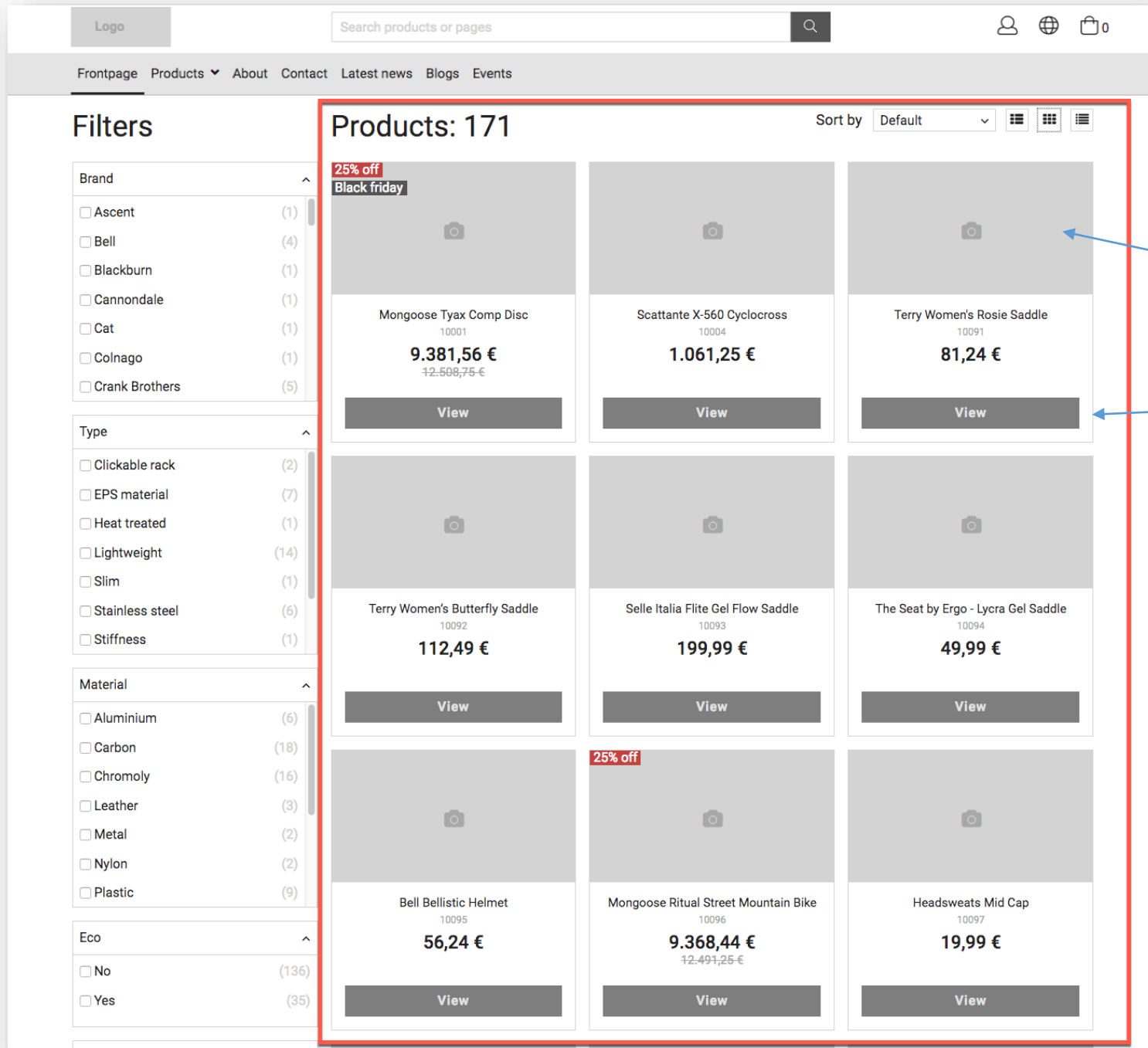
Product lists & filters

- 3 product list views – List, Grid & Details
- Use filters to narrow down the selection of products shown



Product list view

- Visual and information oriented
- No stock & shipping info in this view
- Units and variants are presence
- Can add to cart



Product grid view

- Visual appealing & branding oriented
- Redirections to product page for more information or an add to cart button
- Stock & shipping info

Logo Search products or pages

Frontpage Products About Contact Latest news Blogs Events

Filters

Brand

- ☐ Ascent (1)
- ☐ Bell (4)
- ☐ Blackburn (1)
- ☐ Cannondale (1)
- ☐ Cat (1)
- ☐ Colnago (1)
- ☐ Crank Brothers (5)

Type

- ☐ Clickable rack (2)
- ☐ EPS material (7)
- ☐ Heat treated (1)
- ☐ Lightweight (14)
- ☐ Slim (1)
- ☐ Stainless steel (6)
- ☐ Stiffness (1)

Material




























- ☐ Aluminium (6)
- ☐ Carbon (18)
- ☐ Chromoly (16)
- ☐ Leather (3)
- ☐ Metal (2)
- ☐ Nylon (2)
- ☐ Plastic (9)

Eco

- ☐ No (136)
- ☐ Yes (35)

Products: 171

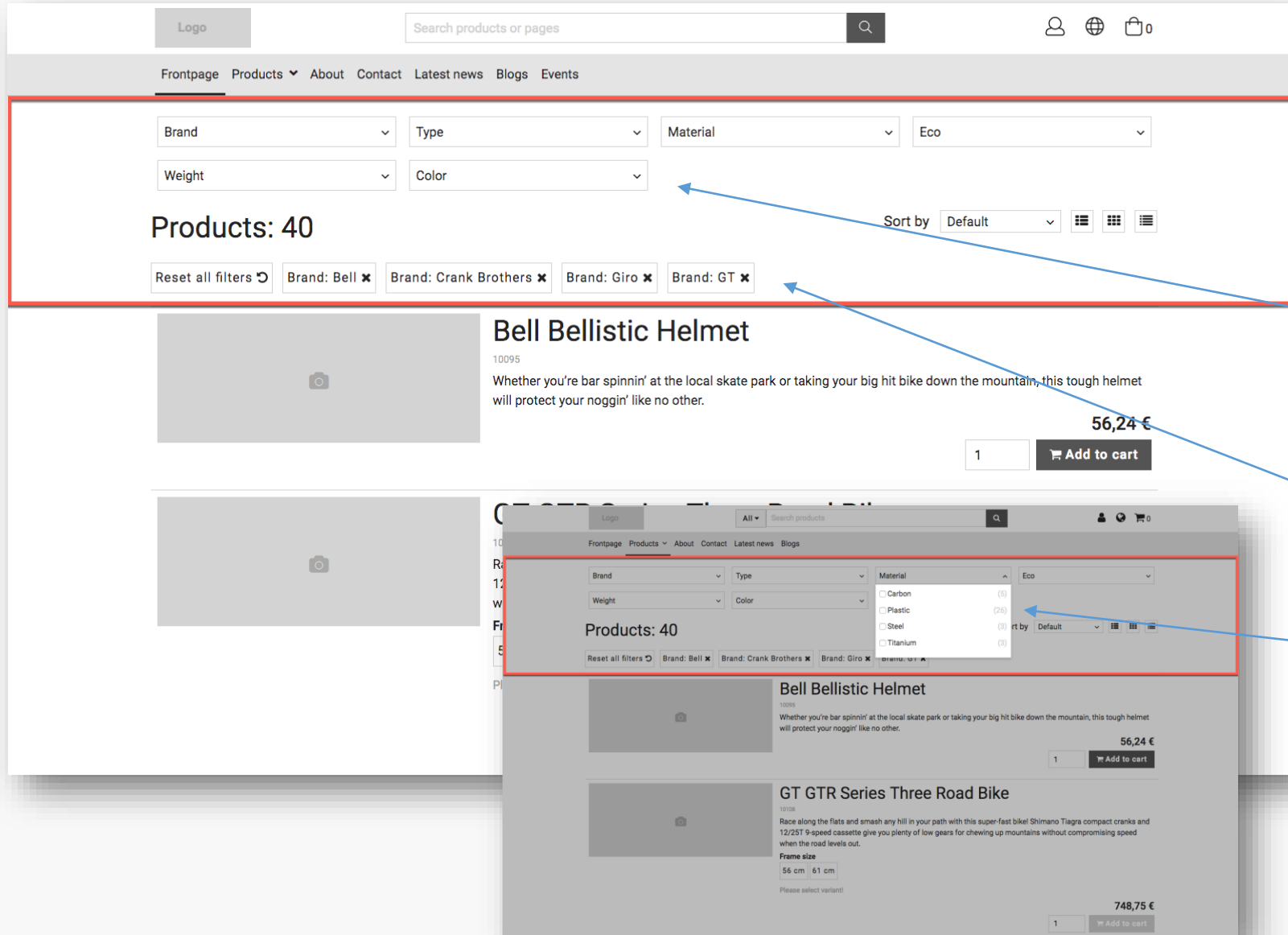
Sort by Default

	Mongoose Tyax Comp Disc 10001 ● In stock, Delivery 1 week 25% off Black friday	12.508,75 € 9.381,56 €	View
	Scattante X-560 Cyclocross 10004 ● Out of stock	1.061,25 €	1 
	Terry Women's Rosie Saddle 10091 ● Out of stock	Piece 81,24 €	1 
	Terry Women's Butterfly Saddle 10092 ● Out of stock	Piece 112,49 €	1 
	Selle Italia Flite Gel Flow Saddle 10093 ● Out of stock	Piece 199,99 €	1 
	The Seat by Ergo - Lycra Gel Saddle 10094 ● Few in stock, Delivery 1 week	49,99 €	1 
	Bell Bellistic Helmet 10095 ● Out of stock	56,24 €	1 
	Mongoose Ritual Street Mountain Bike 10096 ● In stock, Delivery 1 week 25% off	12.491,25 € 9.368,44 €	1 
	Headsweats Mid Cap 10097 ● Few in stock, Delivery 1 week	Piece 19,99 €	1 
	Performance Liberty City Cycling Cap 10098 ● Few in stock, Delivery 1 week	Piece 18,74 €	1 
	Mongoose Crossway 450 Disc 10005 ● In stock, Delivery 1 week	498,75 €	1 
	Castelli Logo Bandana 10099 ● Few in stock, Delivery 1 week	Piece 21,24 €	1 
	K2 T:Nine Alliance Ladies Road Bike 10100 ● Out of stock	1.248,75 €	View
	K2 T:Nine Twister Ladies Road Bike 10101 ● Out of stock	1.061,25 €	View
	K2 Enemy Cyclocross Bike 2008 10102 ● In stock, Delivery 1 week	1.248,75 €	View
	K2 Merge Road Bike	811,25 €	View

Product details view

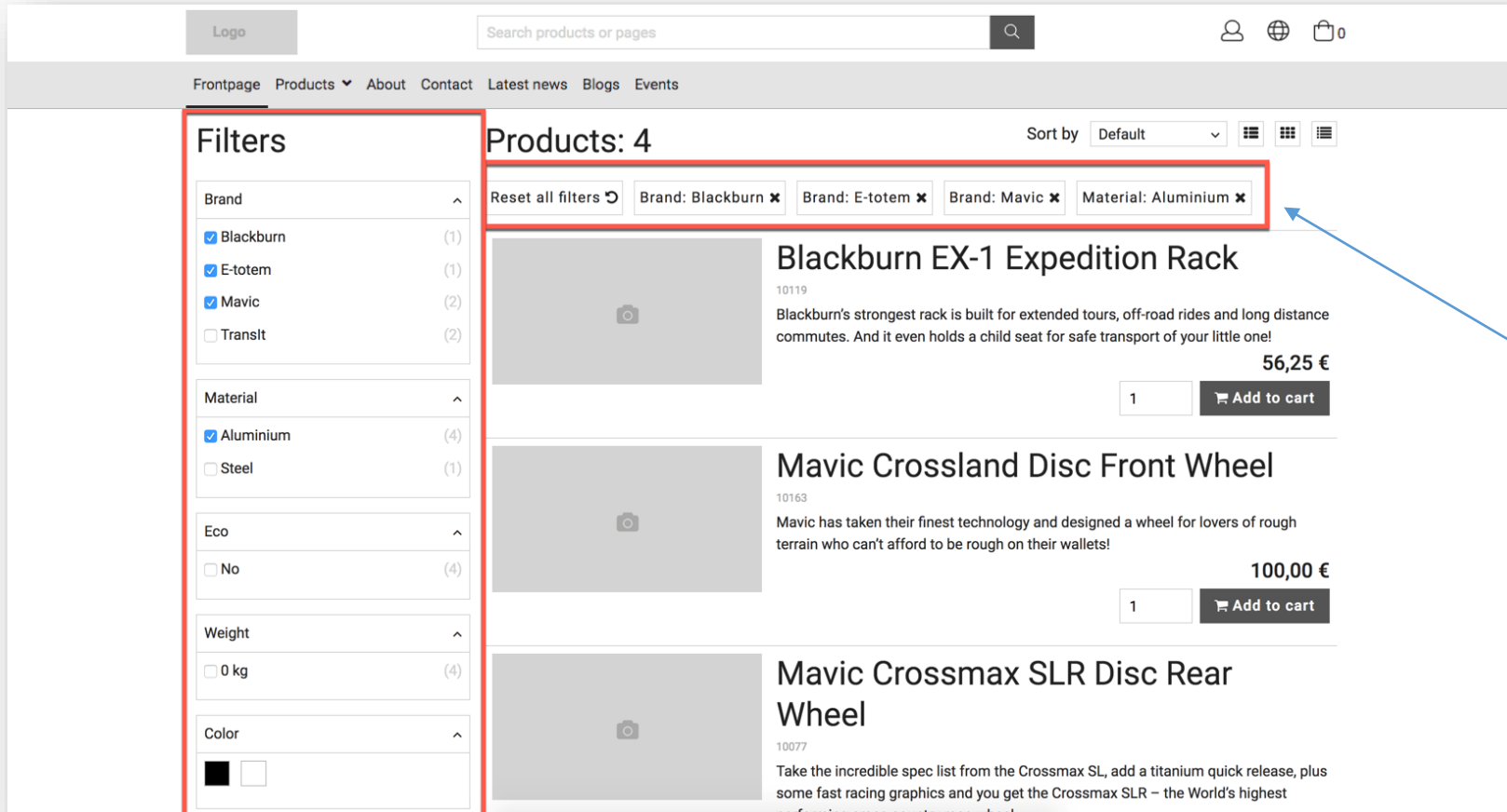
- Compact overview of products with less visual information
- Extra attention to delivery & stock information (red/green)
- Units selector & add to cart directly from list
- Redirect to product page for products with variants

Horizontal filters



- Recommended for solutions with less than 8 filters
- Filters are closed initially, and can be opened individually by the customer
- Tags provide an overview of the active filters
- Filter options relevant to the product portfolio, e.g.:
 - Color
 - Material

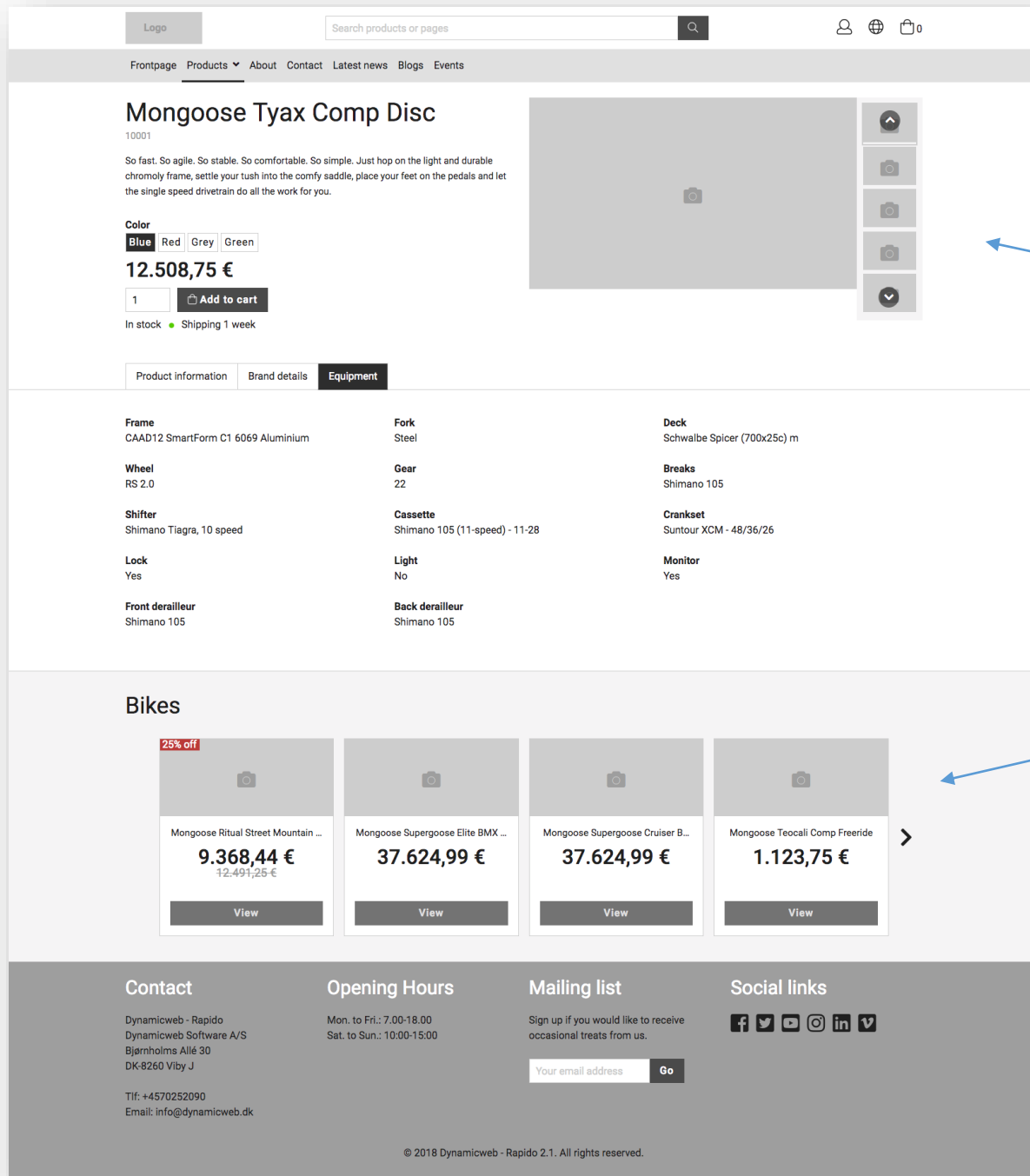
Left filters



- Recommended for solutions with more than 8 filters
- Filter groups be minimized and maximized
- Tags provide an overview of the active filters
- Filter options relevant to the product portfolio, e.g.:
 - Color
 - Material

Product page

- Detailed view of a single product
- Additional images & information
- Related products



Product page

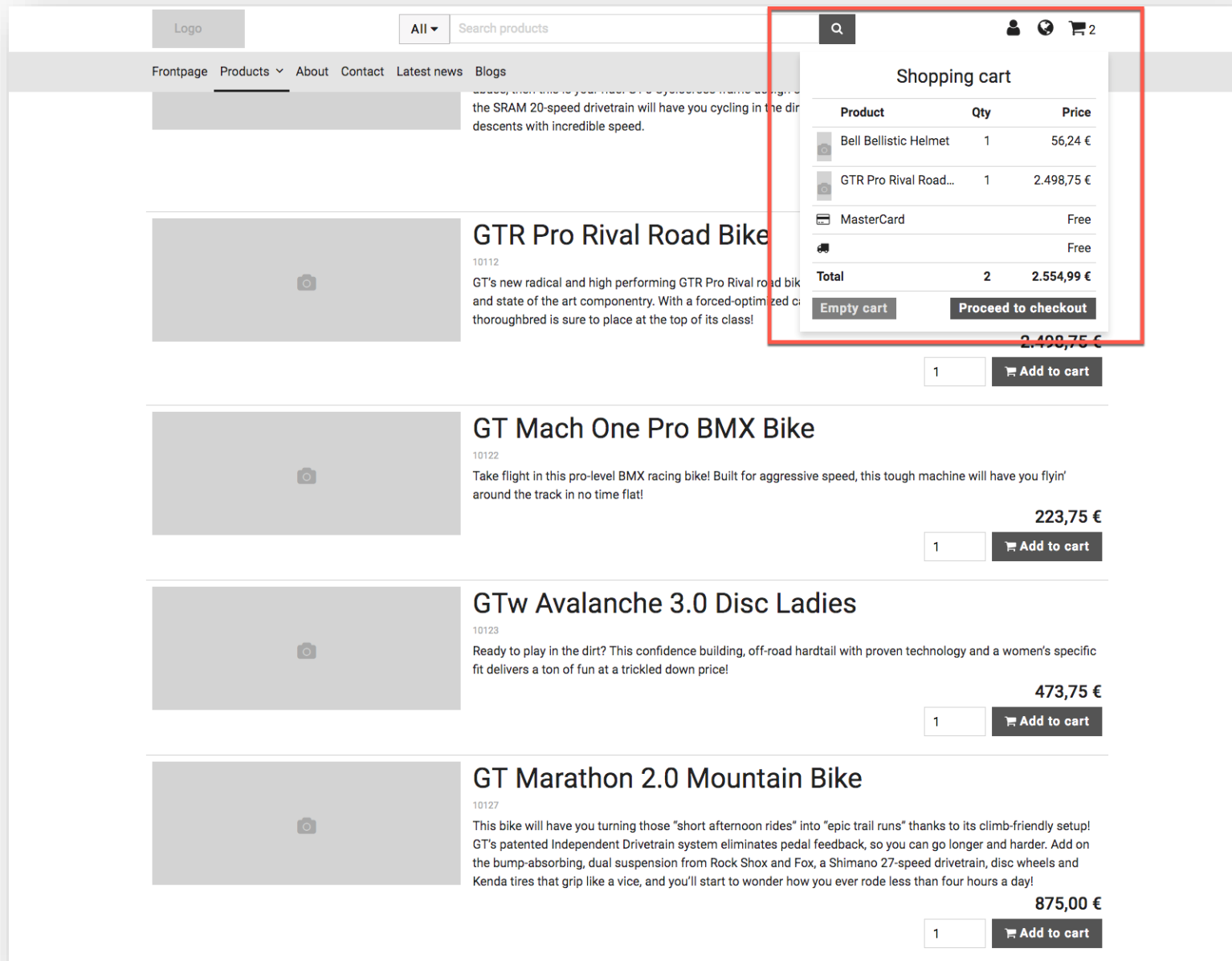
Shows off a single product in more detail, with more images & in depth information

- Fewer distractions compared to a product list

Section with related products can help drive additional sales

Check out

- Mini-cart
- One-step
- Multi-step



Mini-cart

- Quick and readily available view of shopping cart content
- Mini cart counter provides immediate feedback when a product is added to cart
- Immediate access to order total, current estimated shipping fee, and more
- Each product listed with image, product name, quantity, and price
- Shorter route to checkout

Logo
Search products or pages

Frontpage
Products
About
Contact
Latest news
Blogs
Events

Billing address

Company: Dynamicweb
Name: Demo User
Phone: 2222222
Email: noreply@dynamicweb.dk
Address: Bjørnholms Allé 30
Zip code: 8260
City: Viby J
Country: Denmark

Edit profile

Shipping address

Select saved address

Company: Let Køb
Name: Let Køb
Phone:
Email:
Address: Sønderborggade 9
Zip: 8000 City: Århus C
Country: Denmark

Payment

☐ Invoice
☒ Visa
☐ Save used card

Pay with a saved card
☐ Money supplier

Shipping

☒ GLS
Let Køb, Sønderborggade 9 Århus C DK
Change parcel shop
☐ PostNord

Voucher

Apply

Recurring order

☒ Create recurring order
I want my order every: 1 Days
Start date: Never And it should end on: Never

Review order (3)

Mongoose Tyax Comp Disc #10001 Blue	12.508,75 €	1	×	12.508,75 €
Scattante X-560 Cyclocross #10004	1.061,25 €	1	×	1.061,25 €
Terry Women's Rosie Saddle #10091 Pkg. of 8	499,99 €	1	×	499,99 €
Subtotal		14.069,99 €		
<input checked="" type="checkbox"/> Visa		1,00 €		
<input checked="" type="checkbox"/> GLS		Free		
VAT		2.814,00 €		
Total		14.070,99 €		

☐ Subscribe to newsletter
☐ I accept the terms and conditions

Empty cart
Create quote request
Go to checkout

One-step Checkout

- Improved conversion rate with one-step checkout
- No steps means no distractions which can keep the customer from completing checkout
- Sections; Addresses, payment & shipping, voucher, recurring order and review order

Multi-step Check out

- Multi-step checkout makes it easier to assess what to do for each step
- Collect information gradually
- 3 steps; Cart, Delivery, and Shipping, Payment, Voucher & Recurring order

Logo

Search products or pages

DU

🌐

❤️

🛒 3


Frontpage Products ▾ About Contact Latest news Blogs Events

1. CART

2. DELIVERY

3. SHIPPING/PAYMENT

☰ Your cart (3)




Mongoose Tyax Comp Disc
#10001
Blue

12.508,75 €

✕

12.508,75 €




Scattante X-560 Cyclocross
#10004

1.061,25 €

✕

1.061,25 €



Terry Women's Rosie Saddle
#10091
Pkg. of 8


499,99 €

✕


499,99 €

Subtotal

14.069,99 €

 Visa

1,00 €

 GLS

Free

VAT

2.814,00 €

Total


14.070,99 €

Enter comment

Empty cart

Create quote request

Go to checkout >

 dynamicWEB®

Logo

Search products or pages

DU

🌐

📍

🛒 3

Frontpage

Products ▾

About

Contact

Latest news

Blogs

Events

1. CART

2. DELIVERY

3. SHIPPING/PAYMENT

🏠 Billing address

Company

Dynamicweb

Name

Demo User

Phone

2222222

Email

noreply@dynamicweb.dk

Address

Bjørnholms Allé 30

Zip code

8260

City

Viby J

Country

Denmark

Edit profile

📍 Shipping address

Select saved address ▾ +

Company

Name

Phone

Email

Address

Zip

City

Country

Denmark ▾

☰ Summary (3)

1 x

Mongoose Tyax Comp Disc

12.508,75 €

1 x

Scattante X-560 Cyclocross

1.061,25 €

1 x

Terry Women's Rosie Saddle Pkg. of 8

499,99 €

Subtotal

14.069,99 €

📷 Visa

1,00 €

VAT

2.814,00 €

Total

14.070,99 €


< Back

Create quote request

Continue to payment >

Multi-step Check out

- Multi-step checkout makes it easier to assess what to do for each step
- Collect information gradually
- 3 steps; Cart, Delivery, and Shipping, Payment, Voucher & Recurring order
- A summary field helps the customer maintain an overview of the order during checkout

 dynamicWEB®

Logo

Search products or pages

DU

3

FrontpageProductsAboutContactLatest newsBlogsEvents

1. CART

2. DELIVERY

3. SHIPPING/PAYMENT

Payment

☐ Invoice

☒ Visa

☐ Save used card

Saved card name

Pay with a saved card

☐ Money supplier

Shipping

☒ GLS

Let Køb, Sønderborggade 9 Århus C DK

Change parcel shop

☐ PostNord

Voucher

Enter voucher code

Apply

Recurring order

☒ Create recurring order

I want my order every

1

Days

Start date

And it should end on

Never

Never

Summary (3)

1 x

Mongoose Tyax Comp Disc

12.508,75 €

1 x

Scattante X-560 Cyclocross

1.061,25 €

1 x

Terry Women's Rosie Saddle Pkg. of 8

499,99 €

Subtotal

14.069,99 €

Visa

1,00 €

VAT

2.814,00 €

Total

14.070,99 €

☐ Subscribe to newsletter

☐ I accept the terms and conditions

< Back

Create quote request

Confirm order >

Multi-step Check out

- Multi-step checkout makes it easier to assess what to do for each step
- Collect information gradually
- 3 steps; Cart, Delivery, and Shipping, Payment, Voucher & Recurring order.
- A summary field helps the customer maintain an overview of the order during checkout

Customer center

- Profile
- Orders
- Favorites
- Saved cards

Profile page

The screenshot shows a user profile page for 'Demo User'. The page layout includes a top navigation bar with a logo, a search bar, and icons for user profile, globe, heart, and shopping cart (3 items). Below the navigation bar is a menu with links: Frontpage, Products, About, Contact, Latest news, Blogs, and Events. The main content area is titled 'My account' and features a sidebar with links: Dashboard, My profile (selected), My addresses, My orders, My favorites, My saved cards, My quotes, and My recurring orders. The 'My profile' section displays a user profile card with a circular avatar containing 'DU'. The profile form includes fields for Name (Demo User), Old password, Phone (2222222), New password, Email (noreply@dynamicweb.dk), and Confirm password. At the bottom of the form are '< Back' and 'Save' buttons. The footer contains four columns: Contact (Dynamicweb - Rapido, address, phone, email), Opening Hours (Mon. to Fri.: 7.00-18.00, Sat. to Sun.: 10:00-15:00), Mailing list (Sign up if you would like to receive occasional treats from us, with a form for email address and a 'Go' button), and Social links (Facebook, Twitter, YouTube, Instagram, LinkedIn, and YouTube). The footer also includes a copyright notice: © 2018 Dynamicweb - Rapido 2.1. All rights reserved.

Logo

Search products or pages

DU

Frontpage Products About Contact Latest news Blogs Events

My account

Dashboard

My profile

My addresses

My orders

My favorites

My saved cards

My quotes

My recurring orders

My profile

DU

Name

Demo User

Old password

Phone

2222222

New password

Email

noreply@dynamicweb.dk

Confirm password

< Back Save

Contact

Dynamicweb - Rapido
Dynamicweb Software A/S
Bjørnholms Allé 30
DK-8260 Viby J

Tlf: +4570252090
Email: info@dynamicweb.dk

Opening Hours

Mon. to Fri.: 7.00-18.00
Sat. to Sun.: 10:00-15:00

Mailing list

Sign up if you would like to receive occasional treats from us.

Your email address Go

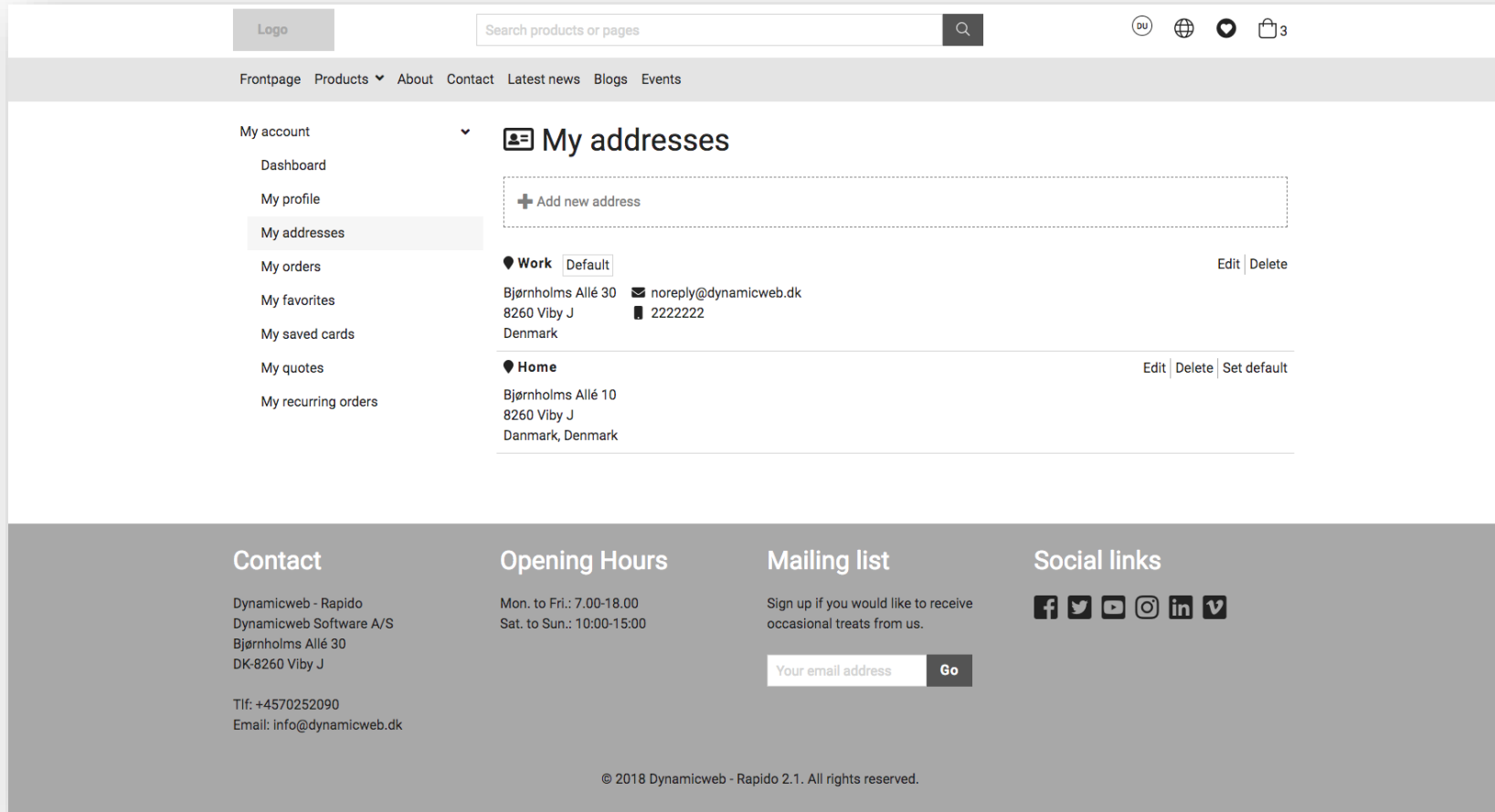
Social links

f t y i l v

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- Lets customers add and update personal information
- Stored user details help save time during checkout

Address page



- Let customers add and maintain several addresses to use during checkout
- Saved addresses save time during checkout
- Set a default address

Logo

All

Search products

Q

DU

★

4

[Frontpage](#)
[Products](#)
[About](#)
[Contact](#)
[Latest news](#)

Dashboard

My profile

My addresses

My orders

My favorites

My saved cards

My quotes

My orders

27/02 2018

No. ORDER375

New

Payment:

Shipping:

Price:

Invoice

GLS

661,78 kr.

View order

Print

Reorder

22/02 2018

No. ORDER371

New

Payment:

Shipping:

Price:

Invoice

GLS

7.959,38 kr.

View order

Print

Reorder

22/02 2018

No. ORDER372

New

Payment:

Shipping:

Price:

Invoice

GLS

1.068,25 €

View order

Print

Reorder

21/02 2018

No. ORDER370

New

Payment:

Shipping:

Price:

Invoice

Postnord DK

796,69 kr.

View order

Print

Reorder

21/02 2018

No. ORDER369

New

Payment:

Shipping:

Price:

Invoice

Postnord DK

609,28 kr.

View order

Print

Reorder

21/02 2018

No. ORDER368

New

Payment:

Shipping:

Price:

Invoice

Postnord DK

749,99 €

View order

Print

Reorder

21/02 2018

No. ORDER367

New

Payment:

Shipping:

Price:

Visa

Postnord DK

1.128,66 €

View order

Print

Reorder

21/02 2018

No. ORDER366

New

Payment:

Shipping:

Price:

Invoice

Postnord DK

218,71 €

View order

Print

Reorder

15/01

No. ORDER361

New

Payment:

Shipping:

Price:

Invoice

Postnord DK

View order

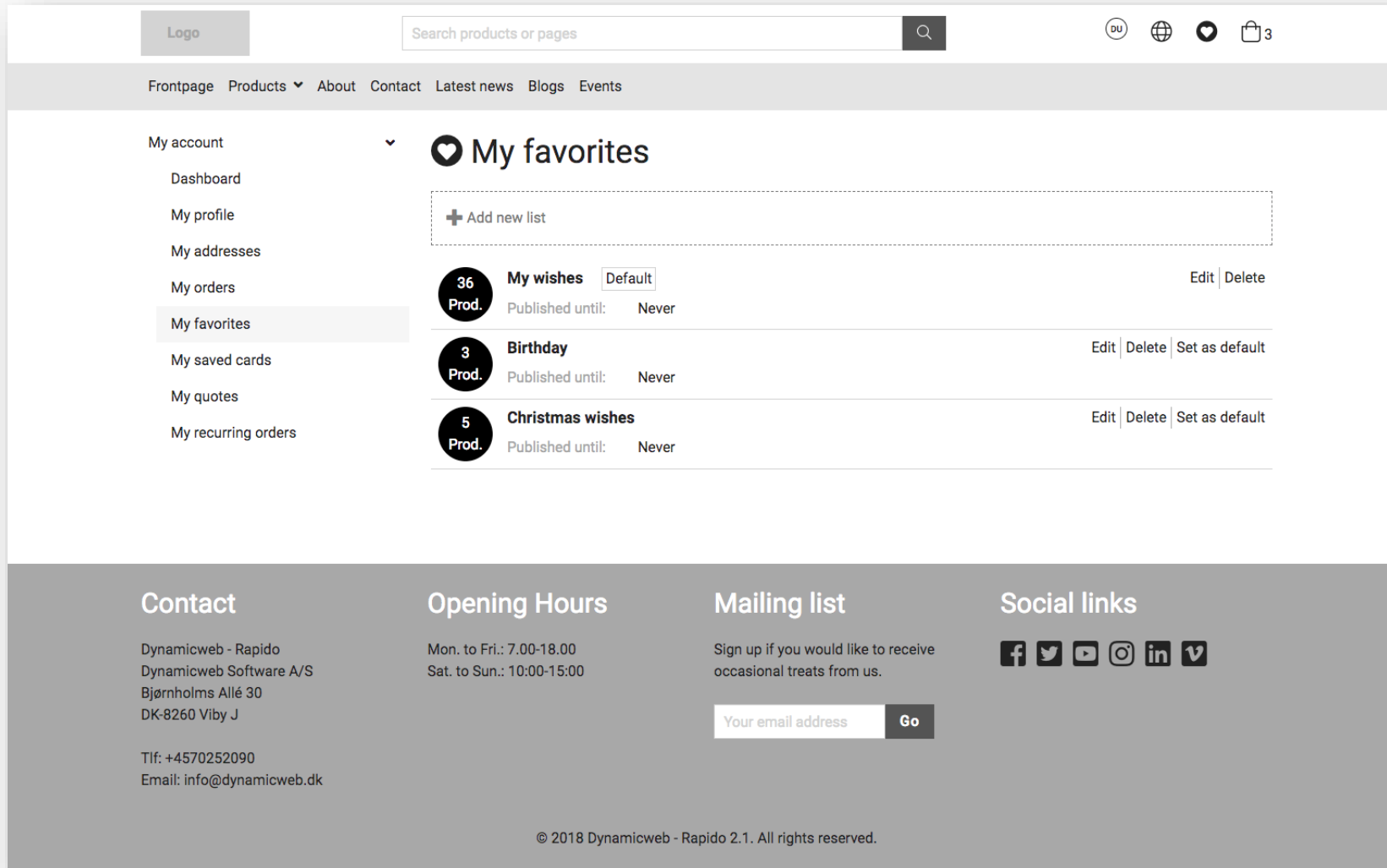
Print

Reorder

Orders B2C

- Show the customer a list of their recent orders
- Each order can be viewed and printed
- Quick-link allows the customer to reorder

Favorite list



- Reduce shopping cart abandonment with favorite lists
- Customer can save products they are interested in, or which they plan to order often
- Support for multiple favorit lists per customer

Logo

Search products or pages

DU

3

Frontpage
Products
About
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Latest news
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Events

Filters

Brand

☐ Bell (3)
☐ Cat (1)
☐ Crank Brothers (5)
☐ Easton (2)
☐ E-totem (1)
☐ Forté (1)
☐ GT (3)
☐ K2 (1)
☐ Louis Garneau (1)
☐ Mongoose (4)
☐ Scattante (1)
☐ Schwinn (3)
☐ Terry (3)
☐ Time (1)

Type

☐ EPS material (3)
☐ Lightweight (2)
☐ Stainless steel (4)

Material

☐ Carbon (3)
☐ Chromoly (4)
☐ Leather (1)
☐ Plastic (3)
☐ Steel (6)
☐ Titanium (3)

Eco

Format

Search favorite products

My wishes: 36

Sort by Default

Buy all

25% off

Mongoose Tyax Comp Disc

So fast. So agile. So stable. So comfortable. So simple. Just hop on the light and durable chromoly frame, settle your tush into the comfy saddle, place your feet on the pedals and let the single speed drivetrain do all the work for you.

Color

Blue

Red

Grey

Green

Please select variant!

12.508,75 €

9.381,56 €

1

Add to cart

Scattante X-560 Cyclocross

This winning CX racer will having you weaving through tight turns, climbing up unrelenting hills, traveling over jagged terrain, blasting through mucky conditions and conquering anything else that gets in its way!

1.061,25 €

1

Add to cart

Terry Women's Butterfly Saddle

You don't have to sacrifice light weight and a low profile to get in-the-saddle-comfort.

112,49 €

Piece

1

Add to cart

25% off

Mongoose Ritual Street Mountain Bike

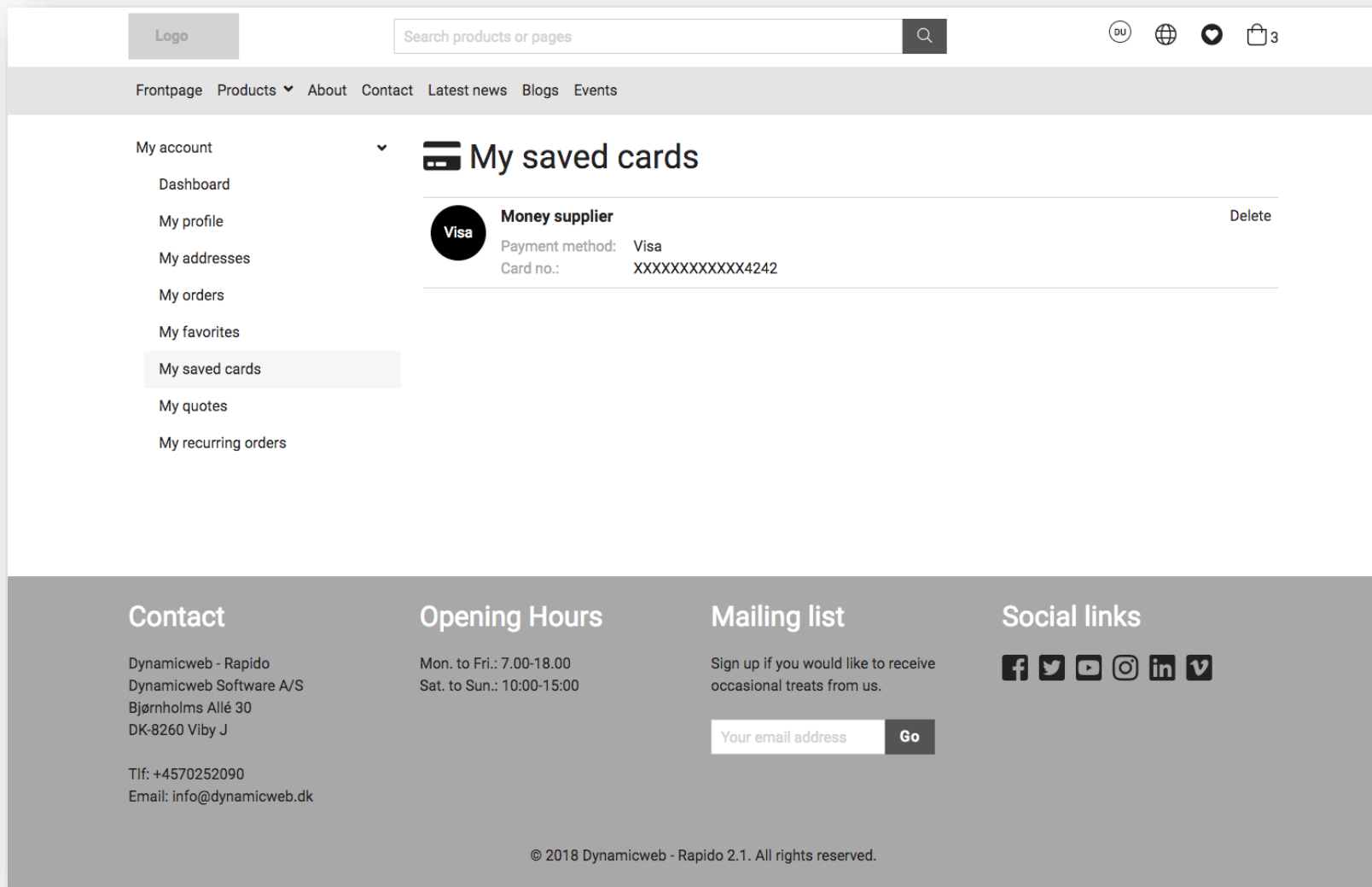
If you want baptism by air, here's your ride. Not only does this bike clear big jumps with ease, its tough, chromoly frame feels nearly weightless when you're off the ground! Add on 100mm of front suspension to cushion the drops and 3-piece cranks for that sweet barspin.

Favorite list details

- Customers can view the contents of a favorite list in more details
- The list can be sorted, filtered, and searched just like a product list
- Access to the same views – list, grid & details – as on the product list
- Add all currently shown products to cart with a single click

Saved credit cards

- Let customers view & delete cards saved during checkout



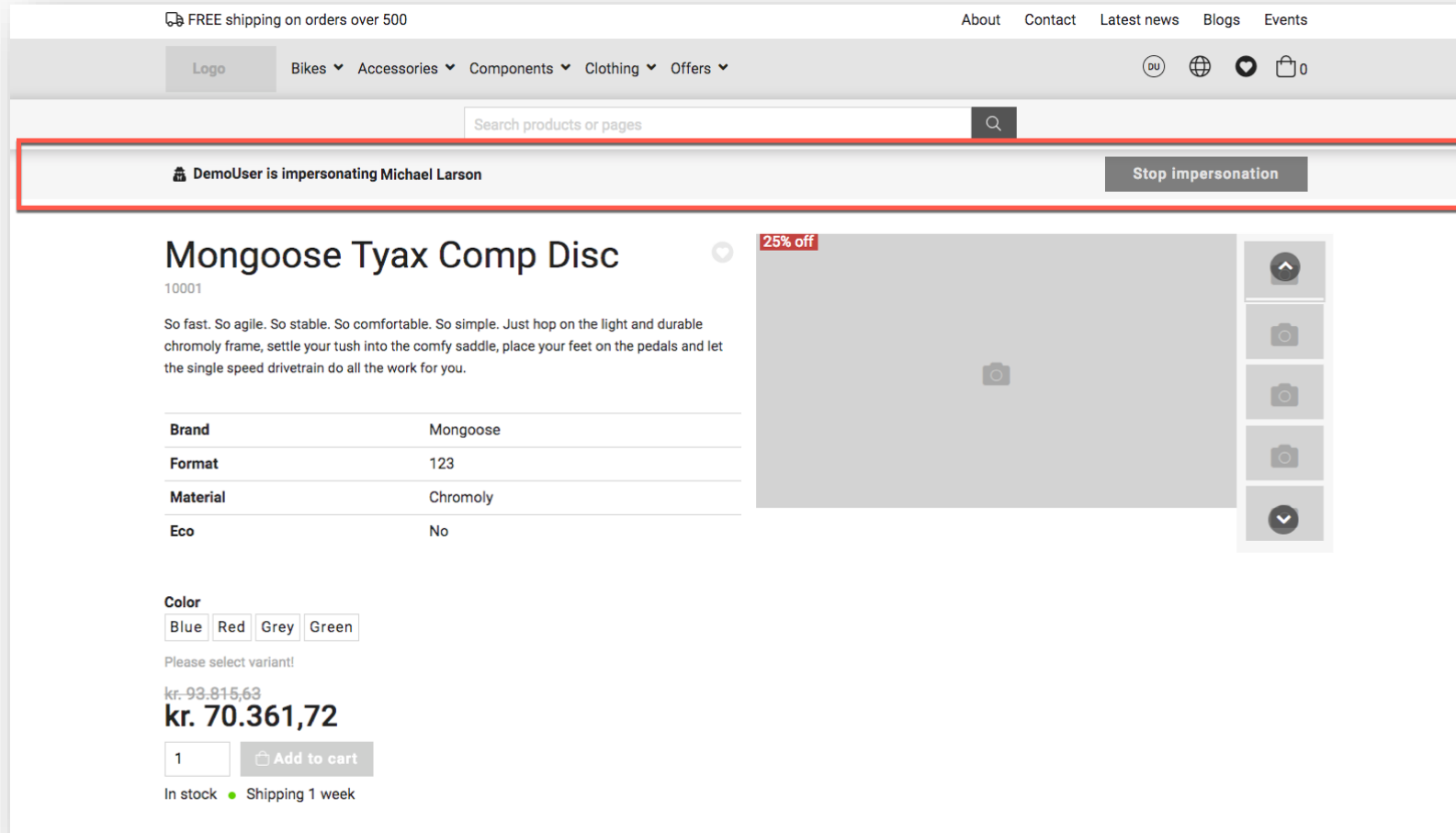
- Shows a list of all recurring orders created by the customers
- Shows previous and next delivery date
- Recurring orders can be cancelled

Go

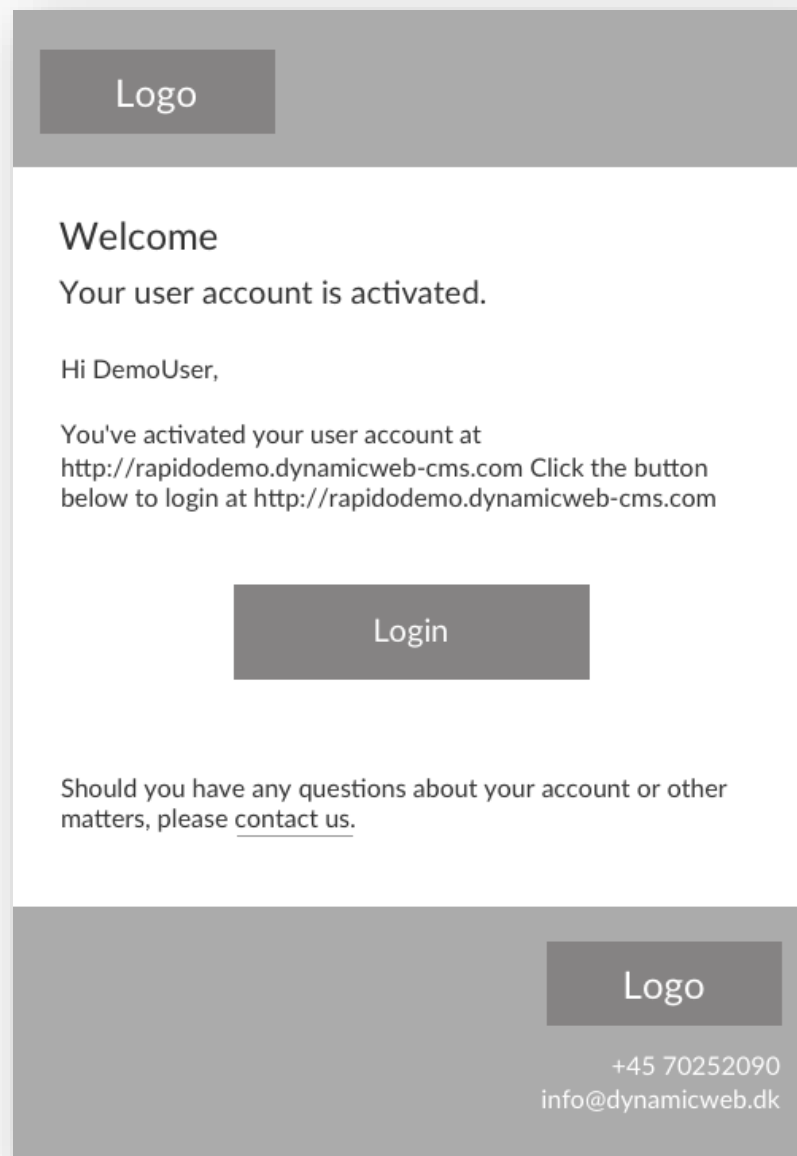
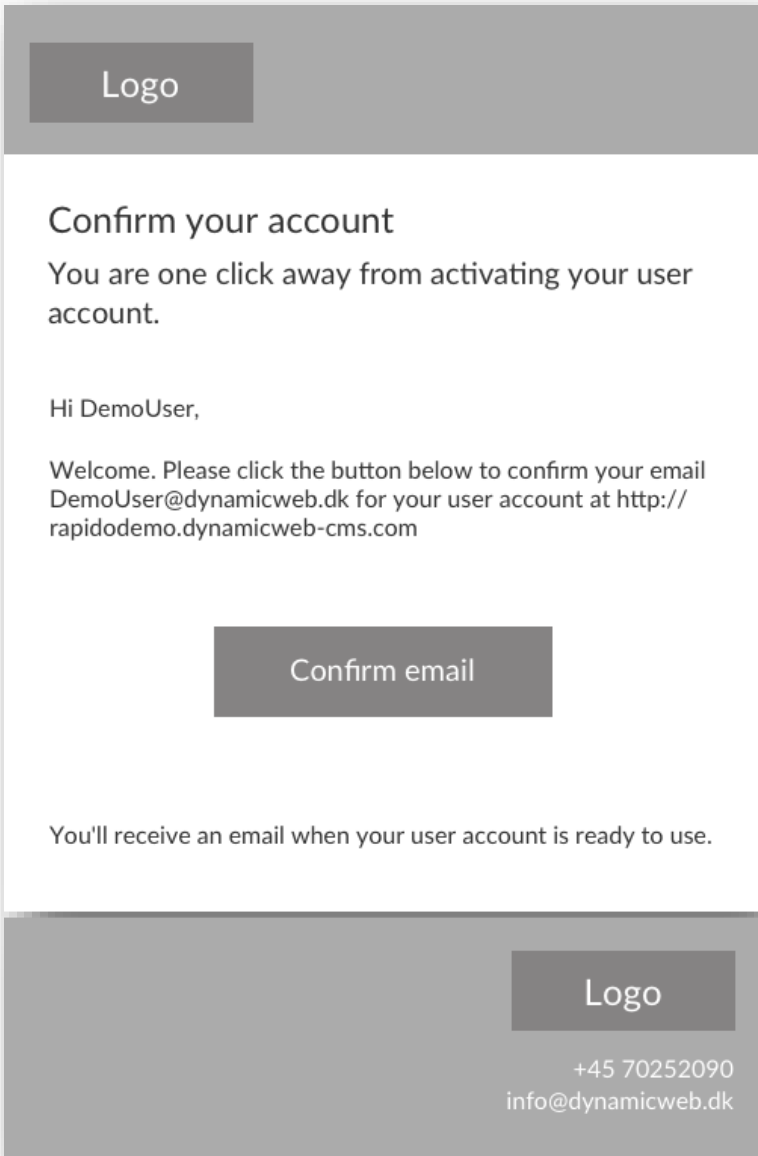
Sales & marketing

- Impersonation
- System generated emails
- Newsletters and campaigns

Impersonation

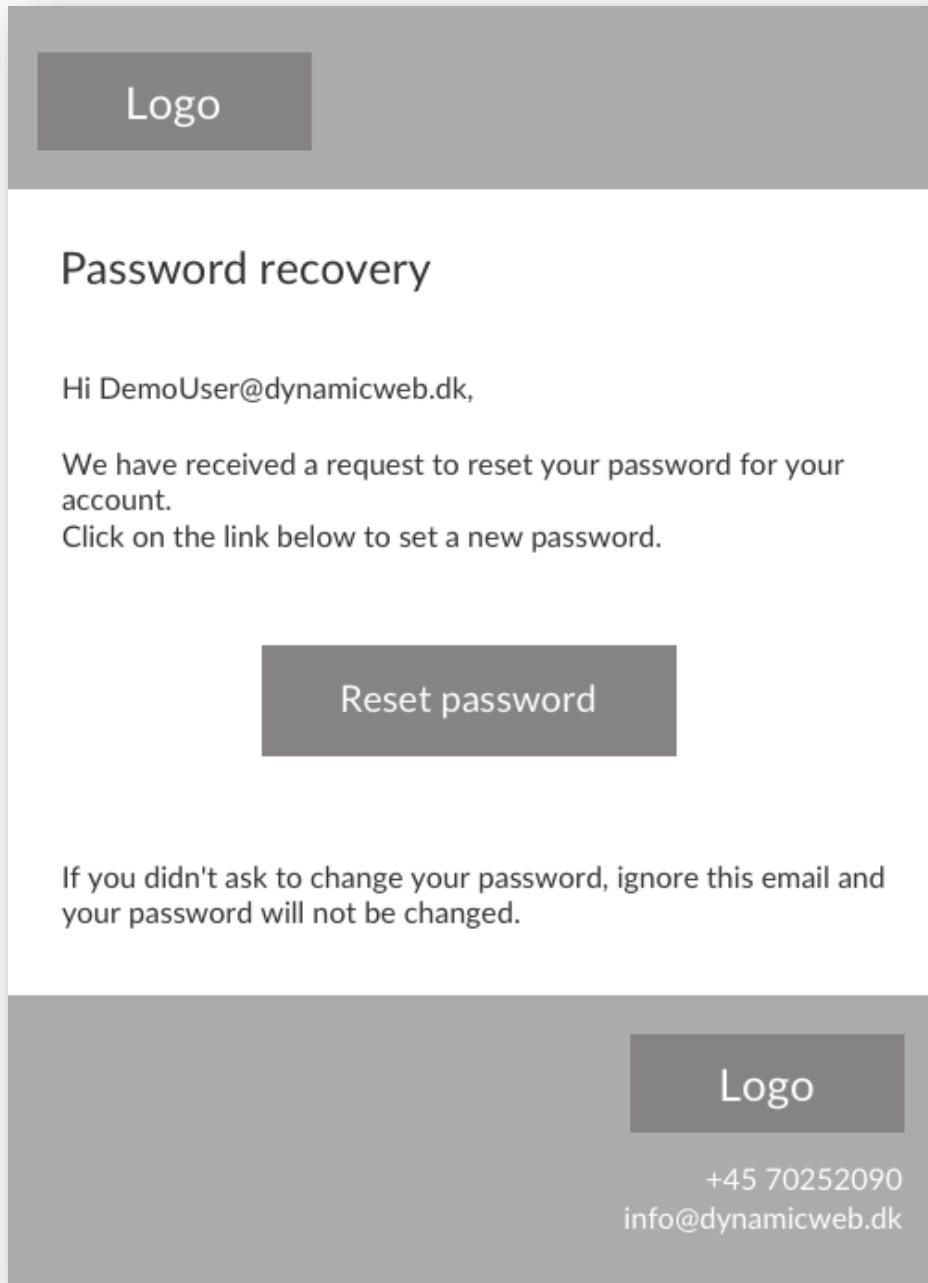


- Use impersonation to place orders on behalf of other users
- View and select a user to impersonate from frontend
- Quickly start/stop impersonating using a bar below the header



Email – User registration

- Notify the customer that they have created an account on your website
- Need the customers approval is needed



Email – Reset password

- The customer can easy reset their password

Logo

Confirm subscription to newsletter

You are one click away from activating your subscription.

Hi DemoUser,

Thank you for subscribing to our newsletter with this email: DemoUser@dynamicweb.dk.
Please click the link to confirm your subscription.

Yes, subscribe me to
the newsletter

If you recieved this email by mistake, please ignore this message and you won't be subscribed if you don't click the confirmation link above.

Should you have any questions to your account or any other matter, please feel free to contact us.

Logo

+45 70252090
info@dynamicweb.dk

Logo

Subscription completed

You have successfully subscribed our newsletter.

Hi DemoUser,

Thank you for subscribing our Newsletter with this email DemoUser@dynamicweb.dk. You will receive occasional emails with news, information and promotions.

Go to website

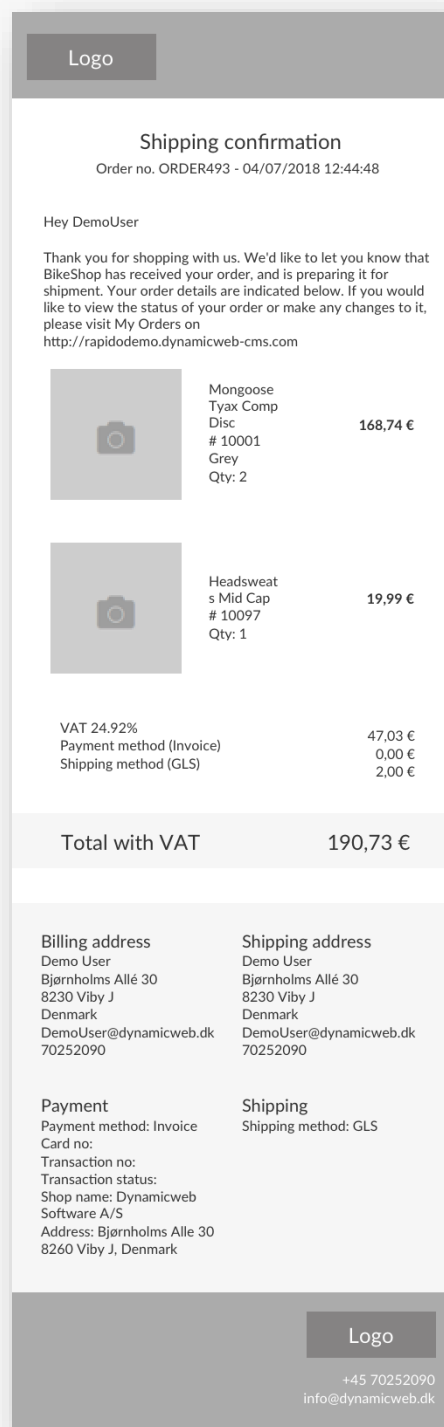
Should you have any questions about your, please contact us.

Logo

+45 70252090
info@dynamicweb.dk

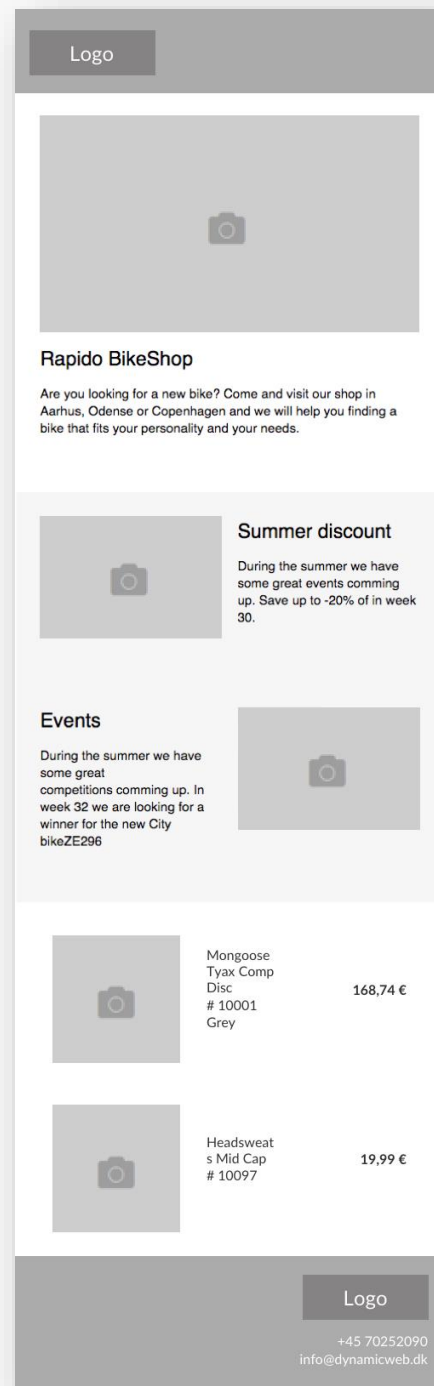
Email – Newsletter sign up

- Notify the customer that they have signed up for receiving newsletter



Email – Order confirmation

- Notify the customer what they have ordered

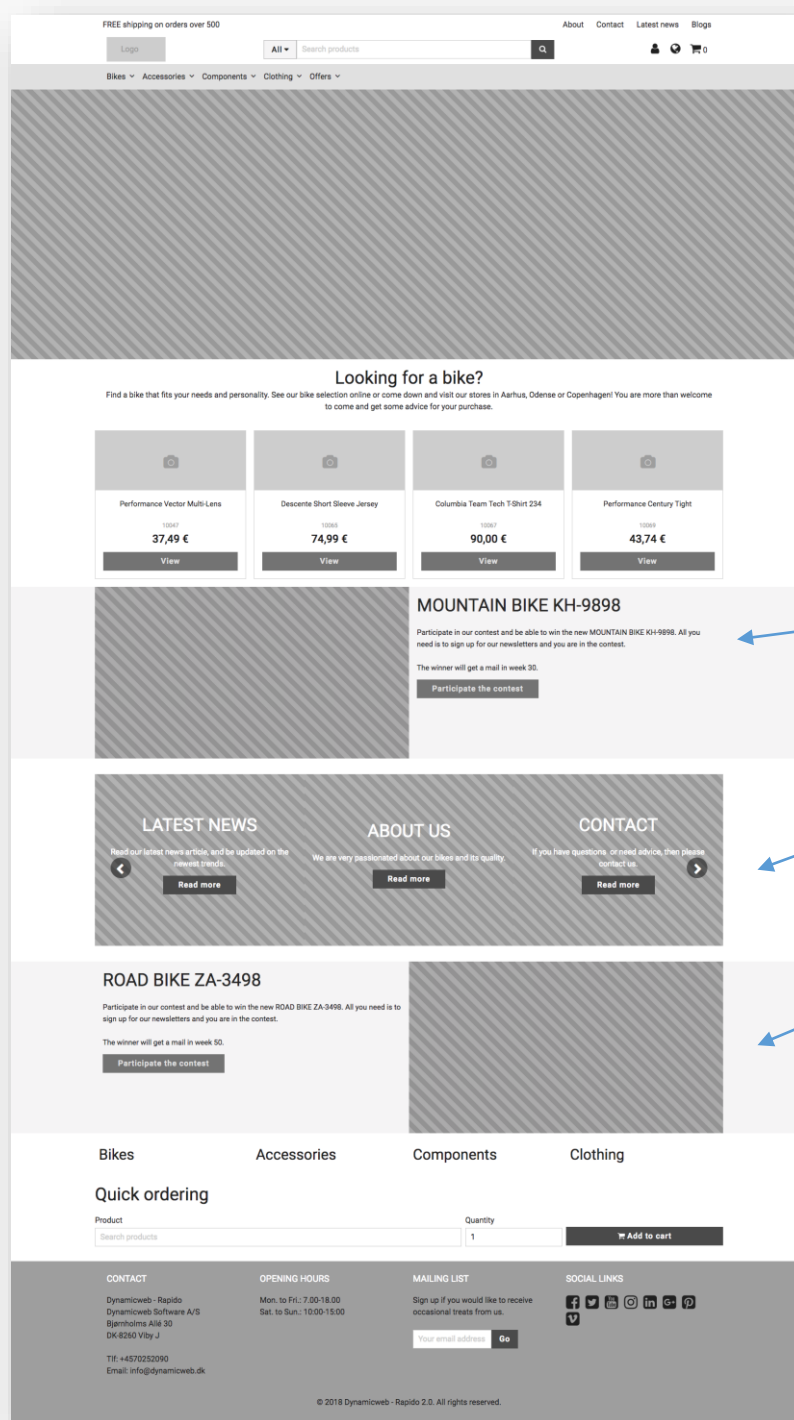


Custom email

- Send newsletter email to your customer
- Highlight events, news, sales, products they are interested in

Content pages

- Show off key products and content on the front page
- Be reachable through a Contact page
- Use an About page to show off your unique identity and brand



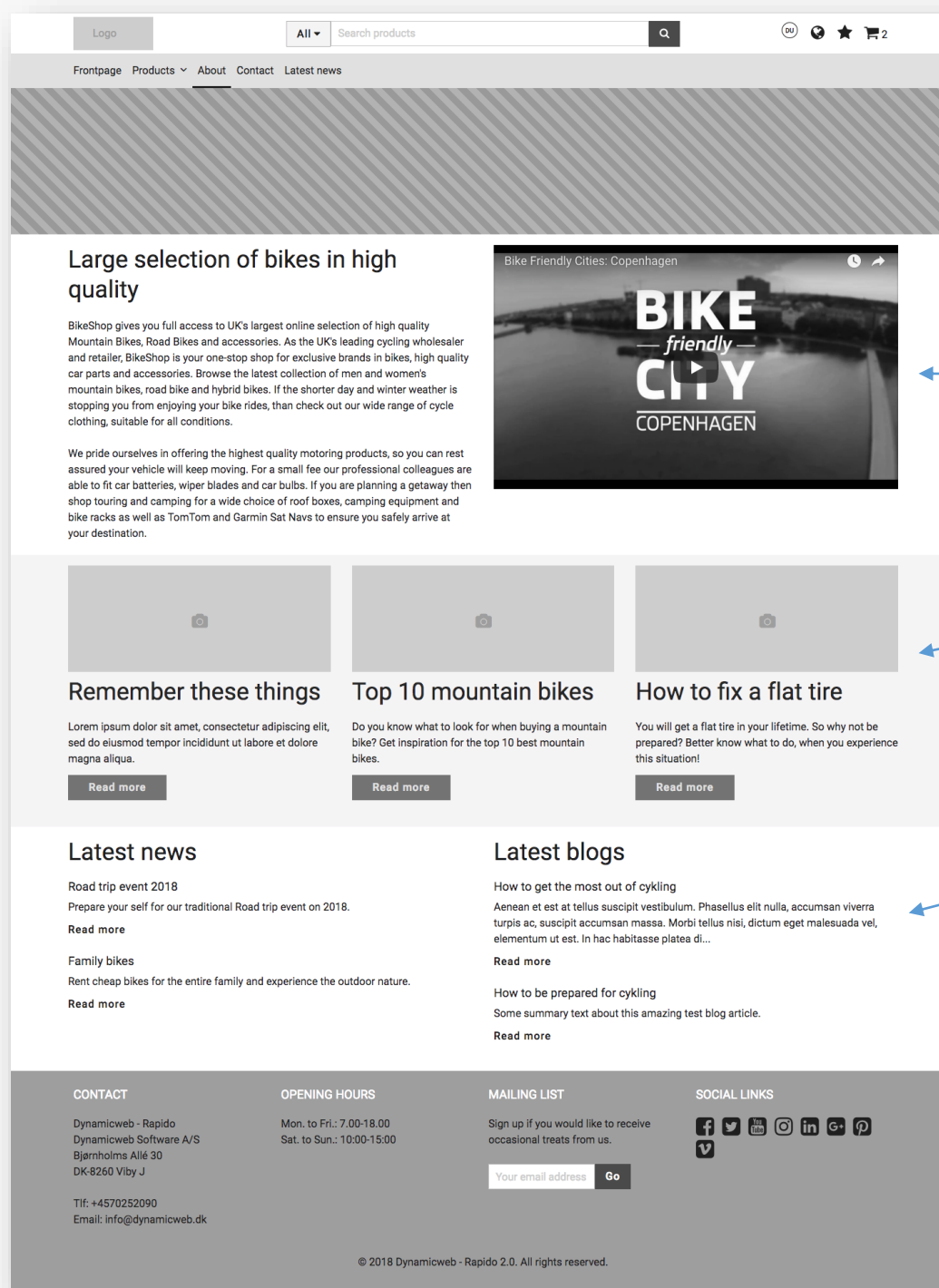
Front page example

Visual element to grab attention

Highlight select products

Use a carousel to link to important content pages

Promote blog posts, news articles, or events



About page

Present your unique identity using text, images, and video

Highlight content with a high brand value, such as blog posts, CSR articles and more

Publish news and blog articles automatically to direct visitors to your most recent content

FREE shipping on orders over 500

AboutContactLatest newsBlogsEvents

LogoBikes ▾Accessories ▾Components ▾Clothing ▾Offers ▾

DU🌐📍🛒0

Search products or pages


Find us

1 **BikeShop Aalborg**
Østerbro 3
9100 Aalborg

2 **BikeShop Aarhus**
Bjørnholms Allé 30
8260 Viby J

3 **BikeShop Copenhagen**
Ingemannsvej 1
1964 Frederiksberg

4 **BikeShop Odense**
Klaregade 2
5000 Odense



Contact us

Name

Company name

Phone

Email

Question

Send

Opening hours

Aalborg, Aarhus, Odense & Copenhagen

Monday to Friday 7.00-18.00
Saturday to Sunday 10.00-15.00

Local shop closed

24.-28. Dec.
31. Dec. - 2.Jan.

Contact

Dynamicweb - Rapido
Dynamicweb Software A/S
Bjørnholms Allé 30
DK-8260 Viby J

Tlf: +4570252090
Email: info@dynamicweb.dk

Opening Hours

Mon. to Fri.: 7.00-18.00
Sat. to Sun.: 10.00-15.00


Mailing list

Sign up if you would like to receive
occasional treats from us.

Your email address

Go


Social links



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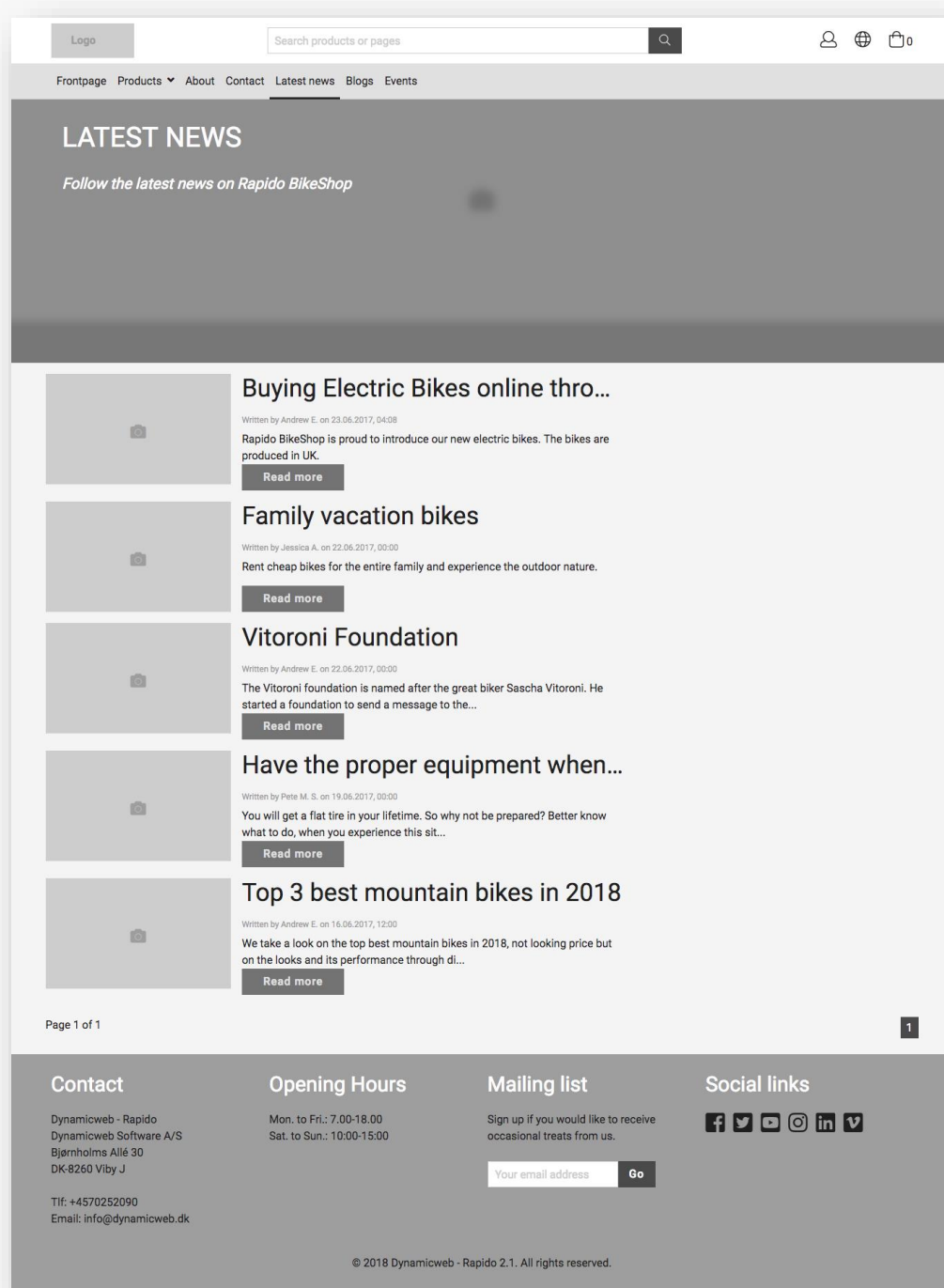
Contact page

- Help customers find you or one of your locations using a fully integrated Google Map
- Make yourself reachable with a customizable contact form
- List opening hours, holidays and more

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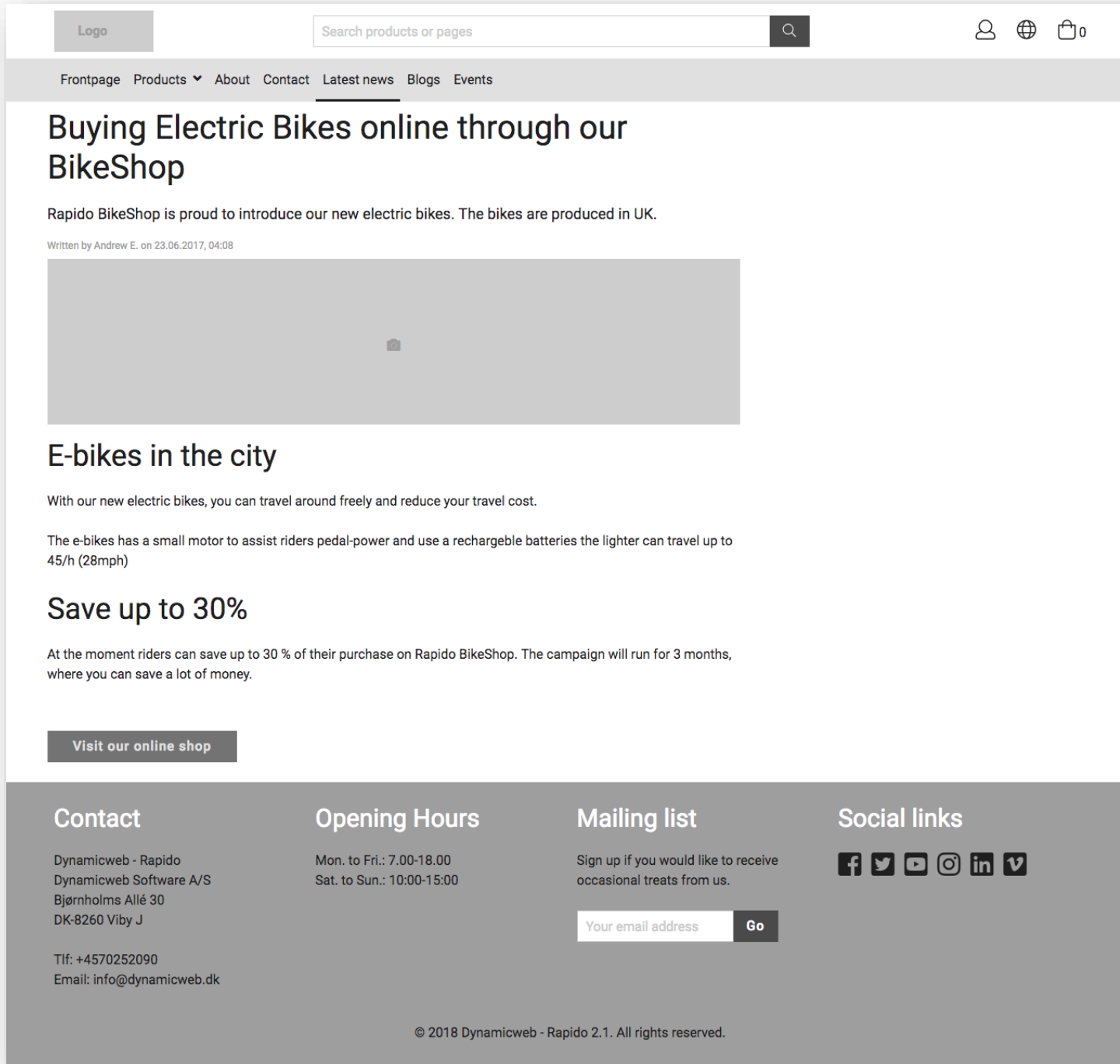
News

- Can drive your content marketing strategy
- Generates leads & sales
- Let your customers be updated on company news



News list

- Drive your content marketing strategy with news articles
- Generate leads and sales by creating and publishing quality content

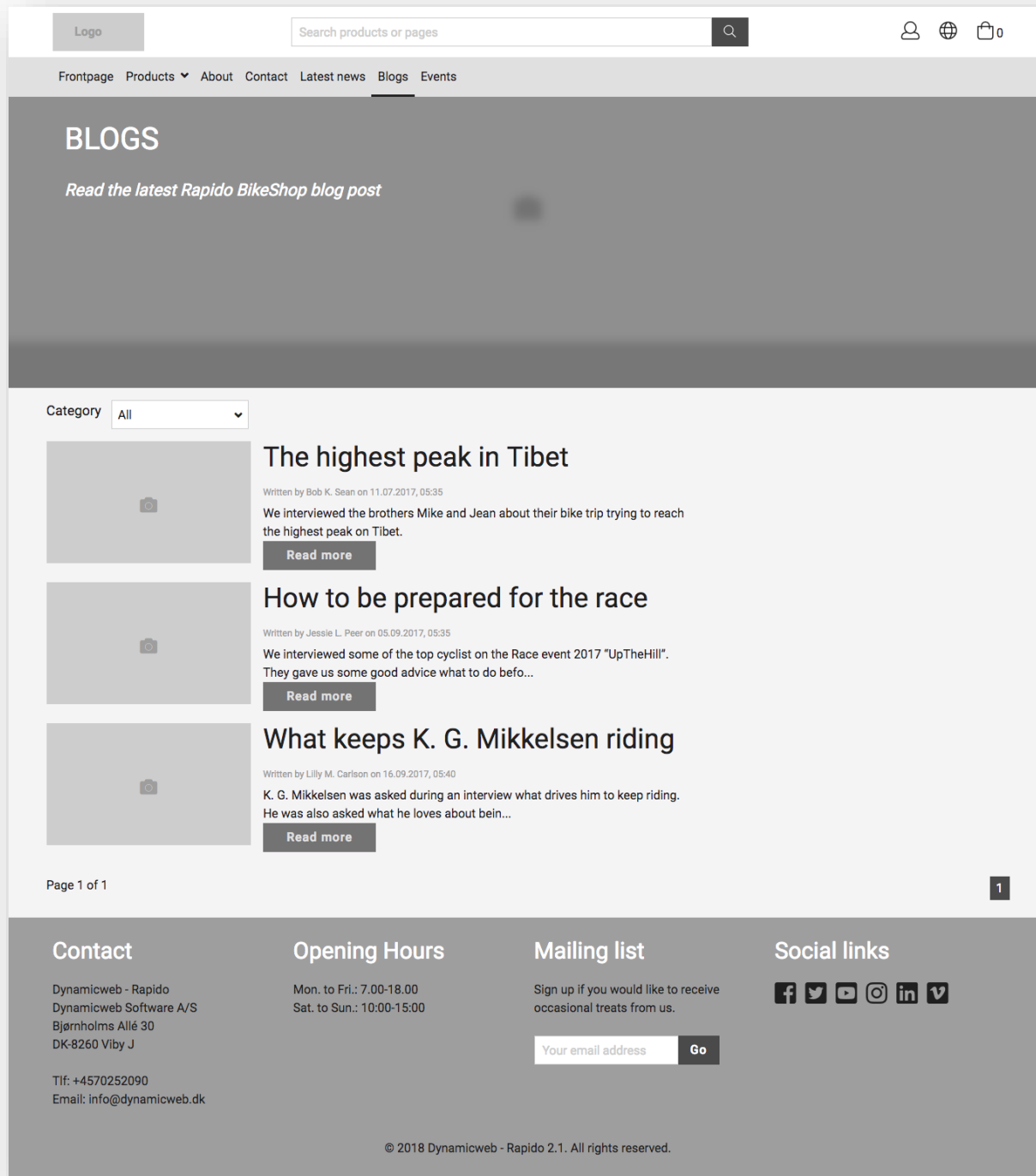


News article

- Quality content helps drive sales and generate leads
- A named author adds a human voice, which helps build trust
- Update your customers on important business decisions and company news

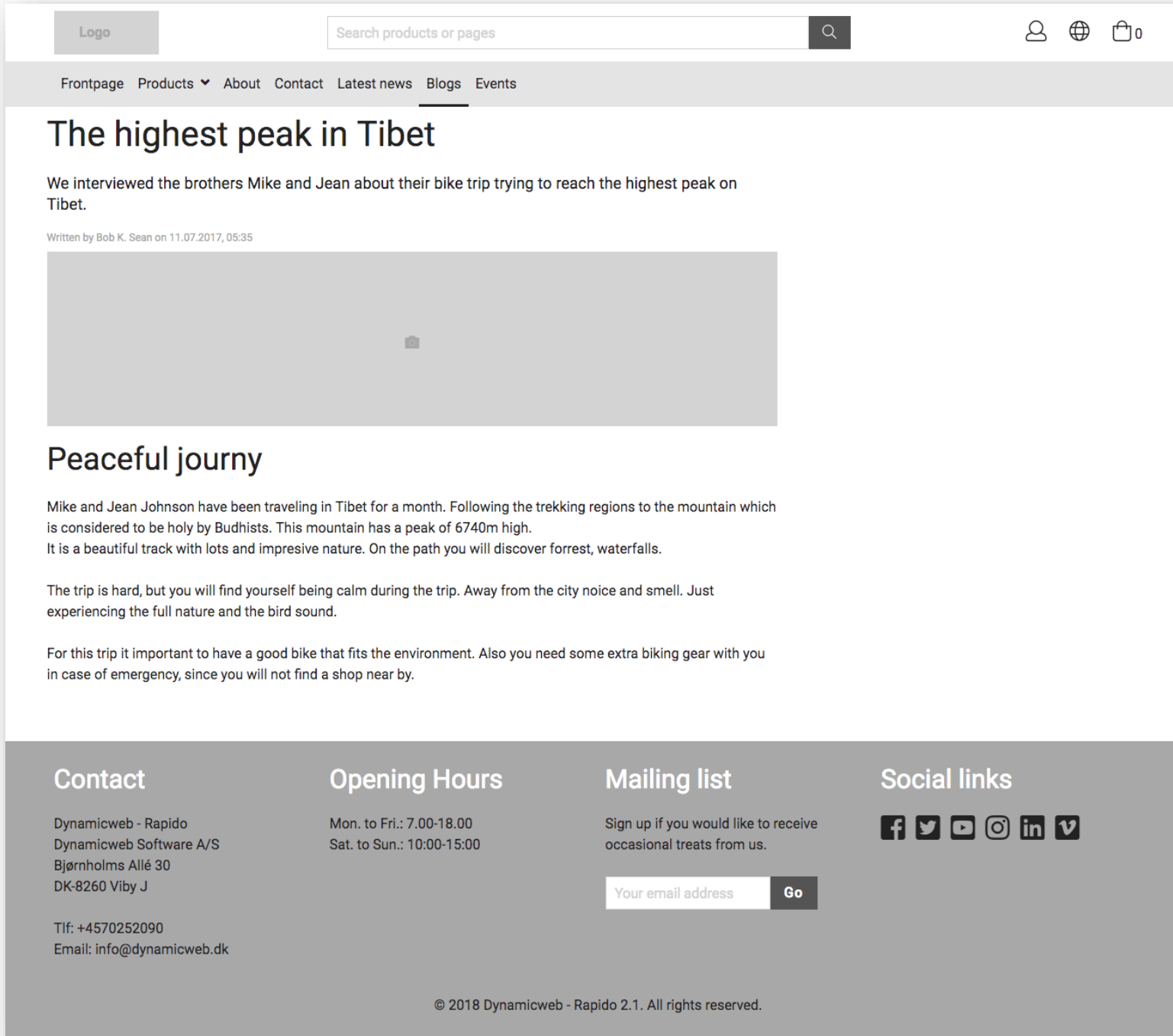
Blogs

- Connect with your customers
- Can drive your content marketing strategy
- Generates leads & sales
- SEO friendly



Blog list

- Use a blog to drive your social media strategy
- Generate leads and sales by creating and publishing quality content
- Categorize blog articles according to topics, to help your customers find the content appealing to them



Blog article

- Connect with customers in an informal and SEO friendly manner
- A named author adds a human voice, which helps build trust
- Generated leads and sales by showing the less formal sides of the company

Got questions or need guidance?



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