BLINK WEBSTORE
DISCOVERY

QUESTIONS THAT WILL HELP YOU DETERMINE WHAT FEATURES AND FUNCTIONALITY YOU WILL NEED IN A STORE.

Areas of Exploration

WHO / WHAT | TIMEFRAME & BUDGET | LOOK & FEEL | USER EXPERIENCE | PAYMENTS, TAXES, SHIPPING | INTEGRATIONS | PRODUCTS

WHO & WHAT

Who will be shopping in the store?
Is the primary purpose of the store for employees or the general public?

What is the purpose of the store?

TIMEFRAME & BUDGET

How long will the store be open?
Is the store a temporary pop-up shop or will it be an on-going annual program?

Ongoing Program – Company Store

Temporary Pop-Up – Simple Store

What is your budget?

LOOK & FEEL

What do you want the store to look like?
Do you want it to mimic your website or have a more retail feel?

USER EXPERIENCE

Do shoppers need to have user accounts?

Is it necessary for shoppers to keep track of orders, load account balances, save addresses?

Yes – Company Store
No – Simple Store or Company Store

What kind of user experience do you want the shopper to have?

Full e-commerce and user experience - Company Store
Single-Page Orders - Simple Store

Will all shoppers have the ability to see everything in the store?

Company Store Permissions:

– Storefront & Admin Access
– Categories/Products
– Logos
– Payment Methods
– Addresses
– Shipping Methods
– Coupon

Do managers need to approve orders?

Yes – Company Store
No – Simple Store or Company Store

PAYMENTS, TAXES, & SHIPPING

How will shoppers "pay" for products? What kind of payment method(s) need to be in place for users to complete their checkout?

Company Stores:
– Custom Payment Methods
– Credit Card Gateways
– Gift Certificates
– Coupon Codes
– Points
– Account Balances

Simple Stores:
– Credit Card
– Custom Payments
– Redemption Codes

Will shoppers need to use multiple payment methods in a single order?

Yes – Company Store
No – Simple Store or Company Store

What about sales tax?
Make sure you think about how to properly account for sales taxes in your store.

Company and Simple Stores:
– Custom Tax Rate
– Zip-Code Based Sales Tax
– Avalara Sales Tax Integration

Does the shopper need to be charged for shipping?

Company Stores:
– Weight-Based Shipping
– Flat Rate Shipping
– Accurate Shipping Estimates
  (USPS, UPS, FedEx)

Simple Stores:
– Flat Rate Shipping

INTEGRATIONS

Are integrations needed?
Does the store need to send information to outside systems?

Yes – Company Store
No – Simple Store or Company Store

Company Store Integrations:

– Sales Tax (*also available for Simple Stores*)
– Shipping (*also available for Simple Stores*)
– Payment Gateways (*also available for Simple Stores*)
– Single Sign On (SSO)
– Punch-out
– Web Services/APIs (*also available for Simple Stores*)

PRODUCTS

Handpick the store's products.
Will the products be on-demand, inventory, phantom, or a mix?

Determine the categories that will be used.
Help shoppers find products quickly and easily.

Talk about logos, artwork, and personalization.
How many logos will you be using?
Can people upload their own logos?