



WEBSITE DESIGN AND HOSTING  
SOFTWARE AND DATABASE DESIGN  
GRAPHIC AND MULTI-MEDIA DESIGN  
WWW.STONESOFTWORKS.COM

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## On-Line Store Planning Worksheets

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These worksheets are designed to be used as a communication piece with Stone Softworks; Don't worry if you can't fill it out completely on your own. Try to figure the number of products, products with options, and categories before we talk. When completed, this allows us to give you an accurate price quote for your store. It should be used in conjunction with the Website Planning Worksheets and the Website Design Contract.

**Store Name:** \_\_\_\_\_

**Type of Sales:**

Retail (sale to end user)  Wholesale  Both

**Products:**

Type of Products: \_\_\_\_\_

How many products (separate SKU numbers) do you plan for your store? \_\_\_\_\_

Do these SKU numbers represent different colors or sizes for the same product?  Yes  No

Options (color, size, etc. in a drop-down menu):

Each product has an average of \_\_\_\_\_ options.

Did you count each of the options as a different product?  Yes  No

**Product Photos:**

A substantial part of the cost of developing a store is in preparing the product photos. But, of course, they are often what motivate people to purchase.

Number photos per product: \_\_\_\_\_

Format:  Prints  Transparencies  Digitized (scanned)  Web Ready (sized, JPEG or GIF format)

## Product Information Format:

Typical product information needed (depending upon the complexity of your site): SKU, Product Name, Product Description, Weight, Price, Picture File Name, Category, Subcategory, Related product SKUs for cross-selling, color/size option of SKU, other descriptive fields (such as ISBN for books), etc. These will usually be fields in a spreadsheet or database.

Database/Spreadsheet Format:

Not currently in a database or spreadsheet     Excel     Access     Other: \_\_\_\_\_

## Categories of Products:

The larger the store, the more categories you'll need. Site menus and search engines use these categories to group products so shoppers can find them quickly. We'll need a list of these from you. You'll also need to put the category and subcategory(ies) in fields in your database.

Number of Main Categories or "Departments": \_\_\_\_\_

Total number of Subcategories in all "Departments": \_\_\_\_\_

## Sketch Your Preferred Product Page Layout(s):

On the last page of this form, show preferred placement of: (1) product photo, (2) product name, (3) product SKU, (4) product description, (5) price, and (6) order button.

## Shipping:

Shipping Options Offered:     Ground     2nd Day     Overnight     Other: \_\_\_\_\_

Carrier:     UPS     FedEx     Airborne     Postal Service     Other: \_\_\_\_\_

Shipping Calculation Method:     Disable shipping calculation

Flat Rate for all items (e.g., up to three books for \$8)

Price Threshold (e.g., \$8 for orders between \$25 and \$50)

Weight Threshold (e.g., \$8 for orders weighing between 10 and 12 pounds)

Shipping Price specified for Each Item (useful for items with special packing)

Other: \_\_\_\_\_

## Sales Tax:

States/Countries where collection is required: \_\_\_\_\_

Percent Sales Tax: \_\_\_\_\_

## Payment Transaction:

Payment Methods Allowed:  Visa  MasterCard  American Express  Discover  PayPal  
 COD  Purchase Order  Other: \_\_\_\_\_

### Accounting and Inventory:

Accounting Program Used:  QuickBooks  Peachtree  Other: \_\_\_\_\_

Do you want to integrate Web orders with accounting program? (Special programming probably required)

Yes  Maybe Later  No

Do you want to integrate Web orders with an inventory program? (Special programming probably required)

Yes  No

### Names of "Regular" Pages:

Product pages are usually designed on the basis of templates. "Regular" pages must be hand-designed using HTML, with custom photo insertion, etc. As such, they are more expensive. Typical "regular" pages are your "home" page, FAQ, about the company, articles, newsletters, and (sometimes) ordering instructions.

Welcome/Menu  About the Company  FAQ  Newsletter  Other: \_\_\_\_\_

### Response Forms (besides the order form):

You may have a form where shoppers can ask questions, subscribe to a newsletter, get customer support, etc. We do not include your ordering system here. You may not need a structured feedback form; an e-mail response link may be all that is necessary.

Number of response forms (up to 20 fields each): \_\_\_\_\_

Purpose of response form(s): \_\_\_\_\_

\_\_\_\_\_

### Web Hosting:

Due to the complexity of installing and hosting store-building software and relational databases, it is important that you accept our recommendations for Web hosting services. We charge for the additional time expended installing and configuring stores on Web hosting services other than those we recommend. On the other hand, we have shopped for the best cost/performance/reliability in Web hosting services. We do not resell hosting, but have you arrange your own contract with approved hosting services.

Web Hosting Service: \_\_\_\_\_

**Digital Certificate of Site Security:**

SSL Secure Servers use a Digital Certificate signed by a recognized authority (currently VeriSign or Thawte) which tells the shopper's Web browser that the store is what it purports to be. The configuration of some Web hosting services requires each store to have its own Digital Certificate (at a cost of several hundred dollars per year). Others allow store owners to use the server's digital certificate. If you need a separate Digital Certificate, for an additional fee, we will interface with VeriSign and Thawte for you, saving you a considerable hassle.

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Use this area to sketch your preferred product layout:

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***This form outlines our company's plans for our online store:***

Signature \_\_\_\_\_

Date: \_\_\_\_\_