

Online Store Discovery Checklist

What elements define success for this online program?

Audience

Who will shop on the website? Is this store open to anyone or a specific group of people?

- Company employees
- Sports teams and fans
- School students and staff
- Club or organization members
- Event attendees
- Anyone and everyone!
- Other

Other Considerations

Does access to the website need to be restricted, so only certain people can access it?

Objective & Goals

How will you know the website is successful? What is the purpose of the website? You can have more than one objective, but try to narrow it down to your top two.

- Employee engagement, appreciation, or retention
- Client engagement, appreciation, or retention
- Unified branding initiatives – re-branding, franchise uniforms, etc.
- Increase brand awareness
- Fundraising and charitable causes
- Make ordering easier for HR & Marketing teams
- Post-event engagement
- Other

Order Volume & Value

What's the total impact of the program?

- How many orders will be placed per day or per month?
- What is the average order value?
- Will several items be ordered at a time – or just one?

Timeframe

Is this a store with an end in sight, or is it an ongoing initiative?

- In-hands date:
- 1-3 Months
- 3-6 Months
- 6-12 Months
- 12+ Months

Product Selection

How many products do you want to offer?

- 1-3
- 3-6
- 6-10
- 10-20

What type of products do you want to offer?

- High-end, luxury
- Economical, lower price
- Environmentally friendly
- Themed (i.e. seasonal, office)
- Clothing assortment
- Other

Product Selection

How often do you want to add new products?

- Never
- Monthly
- Twice a year
- Annually

What level of customization can shoppers request on their products?

- No customization
- Some customizations (1-2 custom decoration areas)
- Highly customized (3+ decoration areas)

Look & Feel

What feelings do you want to elicit from the graphics and messaging in your store?

- Generosity
- Community
- Team spirit
- Excitement
- Brand loyalty
- Other

Which type of product photography do you prefer?

- Lifestyle
- Stock photos

What elements are included in your brand guidelines?

- Brand colors
- Logo variations

Notes

Geographical Considerations

What currencies will you offer?

- USD
- CAD
- Other

What languages are supported?

- English
- Spanish
- French
- Other

Payment

What payment method(s) will be available at checkout?

- Credit card
- Redemption code
- Redemption codes and credit cards
- Other

Distribution

As orders are placed, where will they be shipped?

- A single location, like an office or event
- Multiple addresses

Will orders be fulfilled on-demand or all at once?

- On-demand
- One order

Are there any other special instructions for delivery?

- Kit multiple items together
- Custom unboxing experience
- Branded packaging
- Other

Notes