

Specifications For e-Commerce Website

Black Hawk Japan

www.blackhawkjapan.com

CONFIDENTIAL

Made By
Global United Trading LLC.

I Introduction of the Website

Black Hawk Japan is an online shop based in Japan selling car performance parts from Japan's famous manufactures. The purpose of the website is not only for selling the parts, but also for providing a communication zone for enthusiasts to exchange their ideas and experience.

II Information

Site address: **www.blackhawkjapan.com**

Website management system: **Wordpress**

e-Commerce toolkit: **WooCommerce**

Theme template: **SKT White Pro**

III Basic Design

1. Basic Functions

(1) User Registration / Login

Allow the customers to register or login to the website.

(2) Contact Us

Allow the customers to send us emails directly.

(3) Product Search

Product can be searched by the keyword.

(4) Search By Vehicle

Product can be searched by car model/year/engine/...

(5) Shipping Method/Rate Selection

Allow the customers to choose the shipping rate based on the carrier (EMS/DHL/...) and the country.

(6) Payment Method Selection

Allow the customers to choose the payment method (PayPal/VISA/...) and the payment charges can be displayed in the checkout page.

(7) Currency Conversion

Allow the customers to convert the currency code.

(8) Language

Allow the customers to change the site language.

(9) Discount Announcements

Show the discount announcements in the homepage.

(10) Comment

Customer who purchased the product is allowed to leave the comment on the product page.

(11) Watching List

Allow the customer to add the products to watching list.

(12) Mobile Site

The website can be displayed normally in the mobile/smartphone website.

(13) Social Media

Can access to Facebook/Twitter...

2. Advanced Functions

(1) Tracking Information Display

Tracking information (EMS/DHL/...) can be displayed in Order History.

(2) Direct Chat

Live chat function is embedded in the homepage.

(3) Forum

Create a discussion section for the customers to share their experience and exchange their opinions.

(4) Promotion Mail

Send the promotion emails to the registered customers.

(5) Notifications For Delivery

To avoid the un-delivery cases, notifications will be sent to the customers in different timings.

(6) Points System

Points will be set on all the products and the customers will get the points after the purchase and use them later.

(7) Promotion Code

Promotion code will be sent to the registered customers and can be used in the checkout.

IV Detailed Design

1. Basic Functions

(1) User Registration / Login

- User Registration: First Name, Last Name, Email Address, etc.
A confirmation mail will be sent to the user and the user needs to click the link in the mail to complete the registration process.
- Login: Email Address/Password
The password can be reset in case the user forgot it.

(2) Contact Us

Contact Us Form

| | | |
|-----------------|----------|---|
| First Name | Required | |
| Last Name | Required | |
| Email Address | Required | For registered user, email address will be automatically displayed. |
| Category / Type | Required | Radio box or listing |
| Contents | Required | |

An email will be sent to the email address registered or input and the support email address at the same time.

(3) Product Search

Search bar is displayed in the top page and the customer can search the product by entering the keyword. Any product with the keyword in the title/product description will be shown in the results page.

Advanced search function (Search By Vehicle) is available.

(4) Search By Vehicle

| Field | Example |
|---------|---------|
| Maker | Nissan |
| Vehicle | GT-R |

| | |
|------------|-----------|
| Model | R35 |
| Engine | VR38DETT |
| Model Year | 2007/12 ~ |

Product description page should have all of the information. Universal products will not be in the results.

(5) Shipping Method/Rate Selection

Shipping rate will be calculated in the shopping cart page by entering the destination country (APO/FPO should be excluded).

Customer can choose the shipping method among the following ones.

- DHL
- EMS
- SAL
- Surface Mail

Brief descriptions are displayed in a smaller font size beside each shipping method.

The total amount will be updated after the customer choose the shipping method.

(6) Payment Method Selection

Customer can choose the payment method among the following ones:

- PayPal
- VISA/Master Card...
- Direct Bank Transfer

Payment charges will be calculated based on the selected payment method and the total amount will be updated.

(7) Currency Conversion

Currency conversion function is embedded in all the pages. When a customer selects a currency code, the same currency will be applied to all the pages until the customer changes it.

The default currency code is USD.

(8) Language

There are two ways to adopt the language functions.

- Use a translator tool (e.g. Google Translator) to translate the page to other languages
- Make separate pages in different languages except English

(9) Discount Announcements

Advertise the discounted products on the following pages:

- Top page (Right side?)
- Bottom section on the product page

(10) Comment

Customers who purchased the item can score the products in 5 rankings (stars) and leave the comments. However customers can not only make the scores or leave the comments. Scores and comments should be left at the same time.

*** Inappropriate comments/scores can be removed by the admin.

(11) Watching List

Registered customers can add the products to their watching lists and they will receive the discount emails if the products are discounted or on sale.

Watching List is a sub-page on “My Page”.

(12) Mobile Friendly

All the functions/pages on the website should be displayed normally in the mobile/smartphone website without distorted font size, etc.

(13) Social Media

- Links for Twitter/Facebook (Black Hawk Japan) should be displayed on the top page, etc.
- Customer Share Function: Customer can twitter directly through the product page or share the product on the Facebook or send the product link to an email address.

2. Advanced Functions

(1) Tracking Information Display

Tracking information can be imported from courier's website and shown on the Order History page.

e.g.

Shipping Method: EMS (Japan Post)

Tracking Number: EL039877638JP

| | |
|------------------|--|
| 2016/06/02 15:45 | Posting/Collection |
| 2016/06/03 12:07 | Arrival at outward office of exchange |
| 2016/06/04 06:20 | Dispatch from outward office of exchange |
| 2016/06/05 02:09 | Arrival at inward office of exchange |
| 2016/06/06 10:46 | In Customs |

(2) Direct Chat

“Chat Now” conversation box will be embedded on the top page and the product page. The box should be displayed on the place not hiding the information and the customer can access it without difficulties.

(3) Forum

The purpose for the forum is to share the opinions and experiences about the performance parts (not our store, service, etc.).

Only the registered users can post in the forum.

Theme Category:

- By Performance Brands
- By Vehicles

(4) Promotion Mail

| | |
|---------------------|---|
| Promotion Type | Targets |
| Sale | All registered customers |
| Promotion Code | Depends |
| New products | All registered customers |
| Discounted Products | Customers who added the products into watching list |

(5) Notifications For Delivery

Notifications will be sent to the customer's registered email address in the following timings:

- Posting/Collection
- Arrival at the destination country
- Notice Left (No Authorized Recipient Available)
- Delivered

(6) Point System

Points will be set on all the products and the customers can use them in the next purchase. The expiry date will be after 2 years.

Customers who post in the forum can also get the points if the post meets the conditions.

(7) Promotion Code

In the checkout page, customer can enter the promotion code to get the discount.

CONFIDENTIAL