Preparation for a Site Design or Redesign

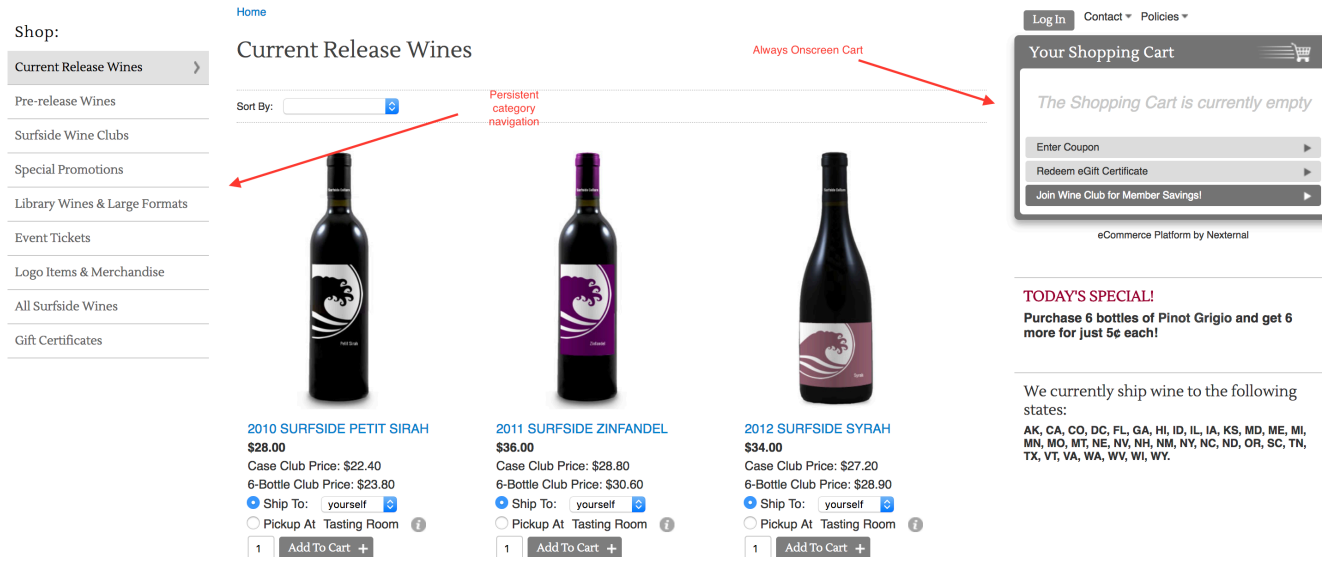
When you request an initial site sync or a re-sync, you have some choices to make about the design – your account manager will take a look at your current design if there is one, and will ask any questions required. Among those questions will be requests for your choices on the following items:

1. Persistent Categories (side navigation) – yes/no

Categories can persist on either side of the screen (most often to the left of the main page contents). Unless they are hard coded due to a custom request, these will dynamically change based on the categories you create in your Order Management System.

We recommend this because it makes it easy for your customers to find what they are looking for when shopping on your site. If you choose not to use side navigation, you'll have to discuss with your Account Manager alternative ways for your customers to be able to see what categories exist in your store, and to navigate among those categories.

Here's a demo store with left navigation and an always onscreen cart (discussed below):

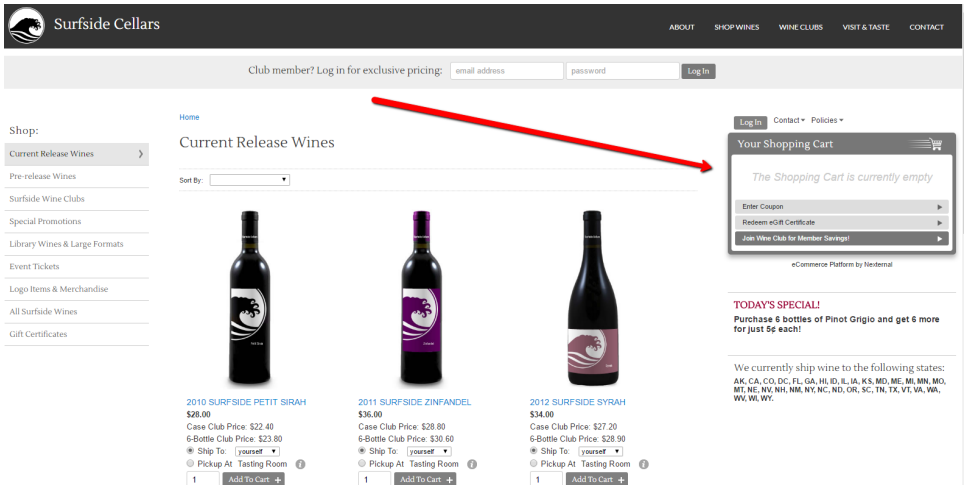


2. Always Onscreen Cart vs. Collapsible Cart

Most of our customers use the Nexternal platform's signature "Always Onscreen Cart". It's a little "quieter" (fewer moving parts on the page), and likely a little easier for less technically savvy shoppers. It also provides space under the cart for "always onscreen" marketing (like sales or club promotion) or administrative messaging (like ship state or weather holds). On the other hand the Collapsible cart provides more real estate to show your products. In this case the marketing under the cart would be seen only when the cart is un-collapsed. Please see the following examples:

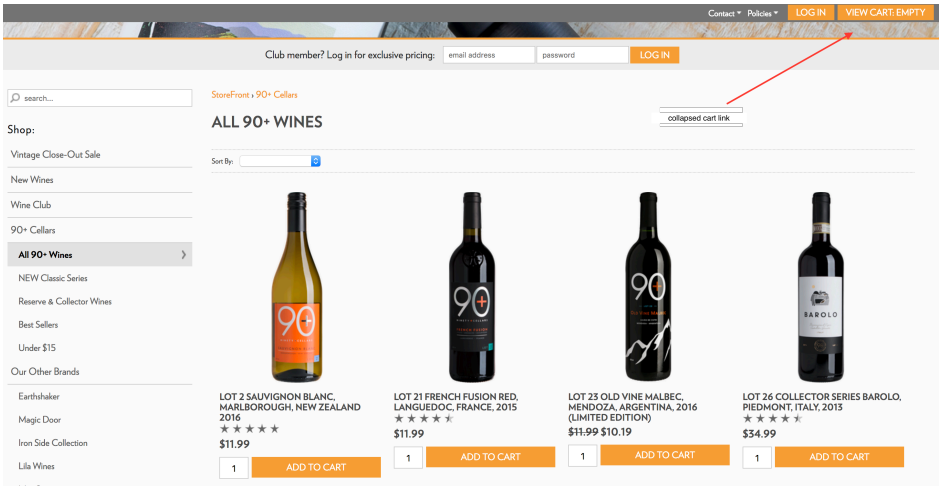
On Screen example: https://shop.surfsidecellars.com/current-release-wines-c19.aspx

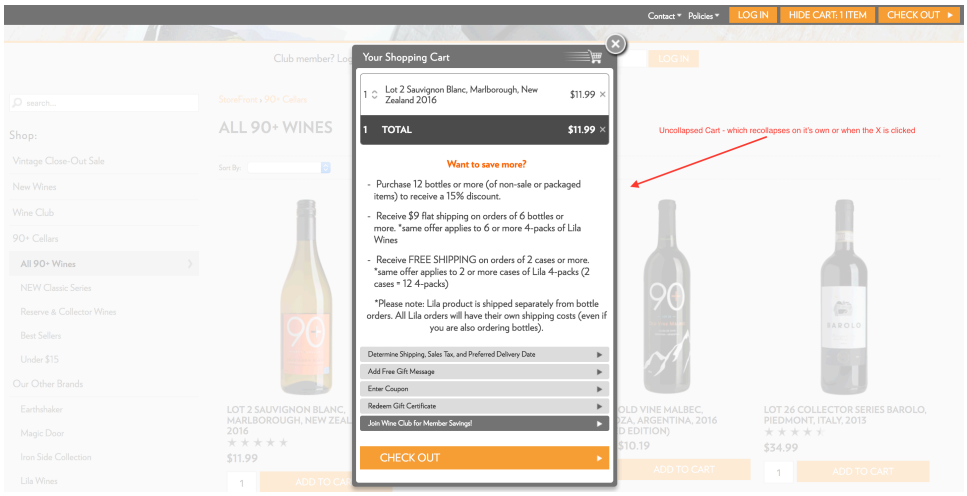
Feel free to navigate to this URL (screenshot below), add products to the cart, and get the feel of it.



Collapsible example: https://store.ninetypluscellars.com/all-90-wines-c62.aspx

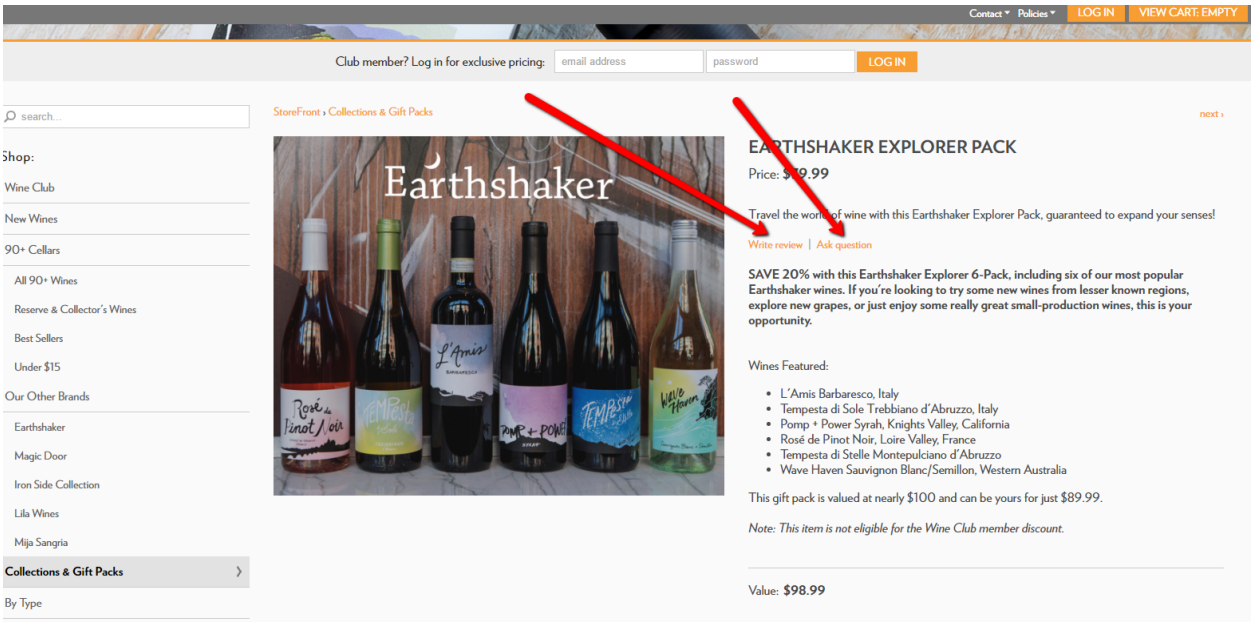
Feel free to navigate to this URL (screenshot below), add products to the cart, and get the feel of it.



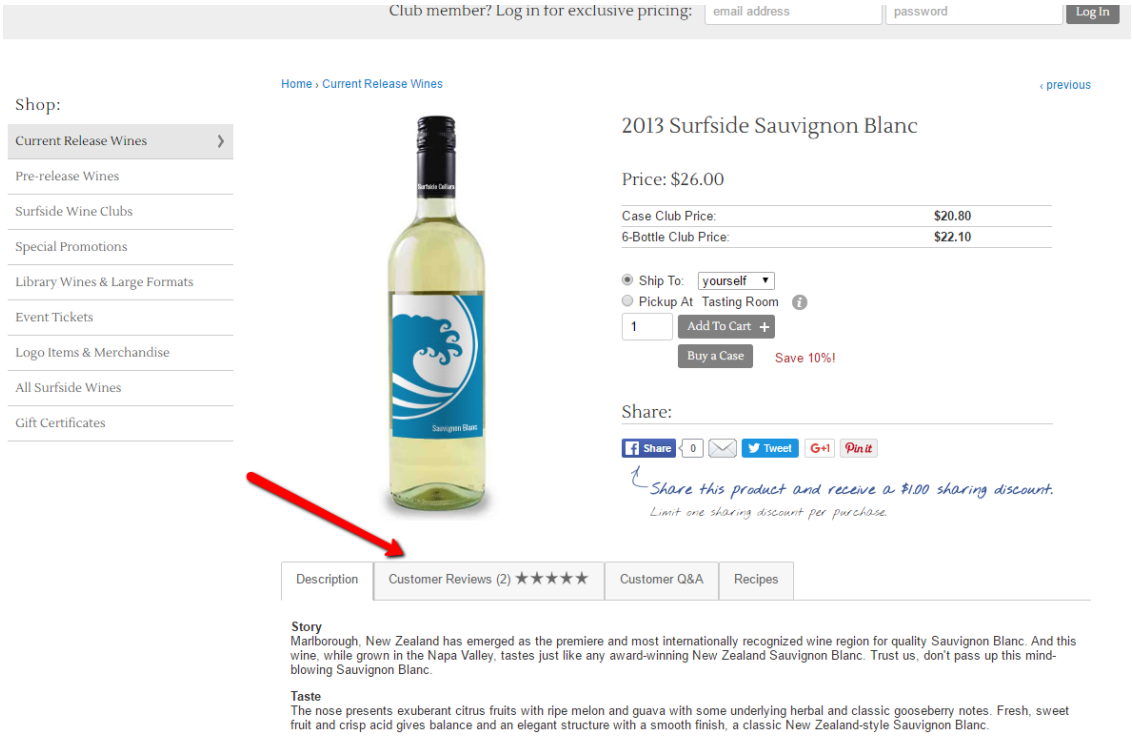


3. Page Contents to the right of image with reviews and questions (tabmotion) vs. below with tabs

Tabmotion Example: https://store.ninetypluscellars.com/earthshaker-explorer-pack-p271.aspx



Tabs at bottom example: https://shop.surfsidecellars.com/2013-surfside-sauvignon-blanc-p31.aspx

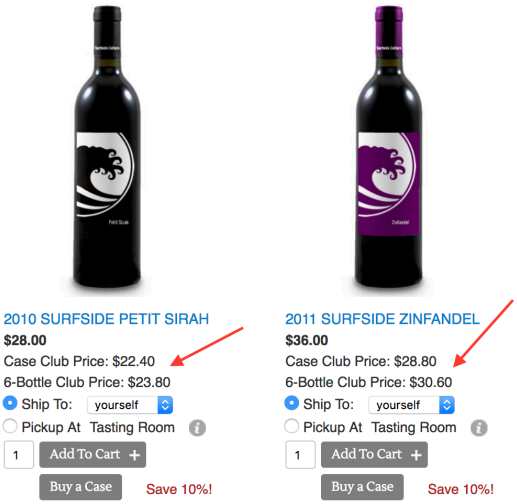


The items below are relevant only for wineries, breweries, food, coffee & beverage or other merchants that offer clubs. *If you don't offer clubs, please disregard the rest of this document.*

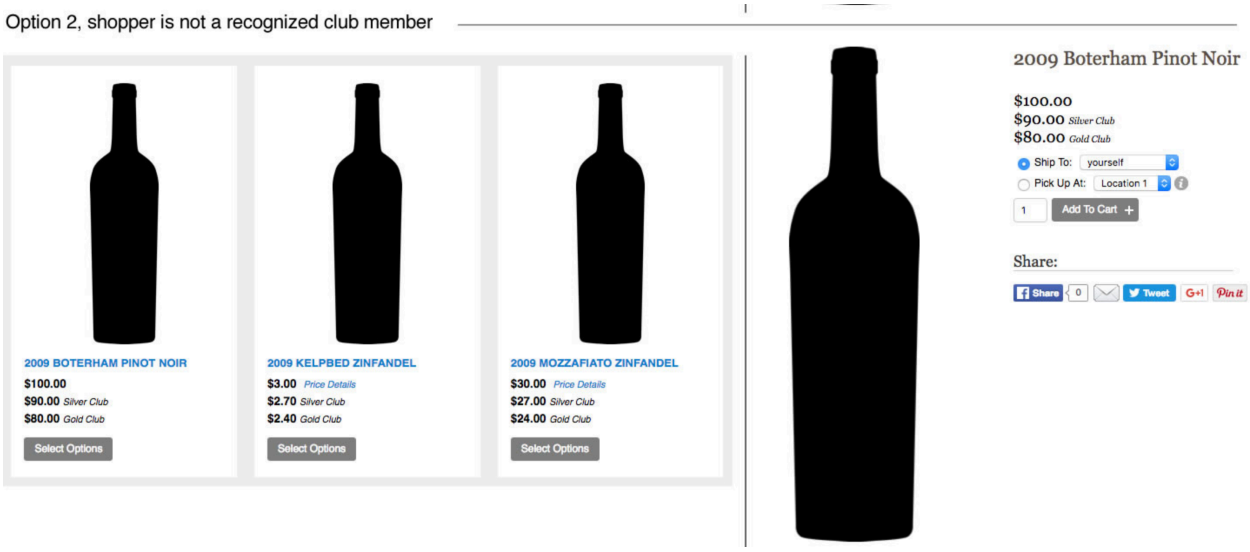
4. Club Price text – yes/no

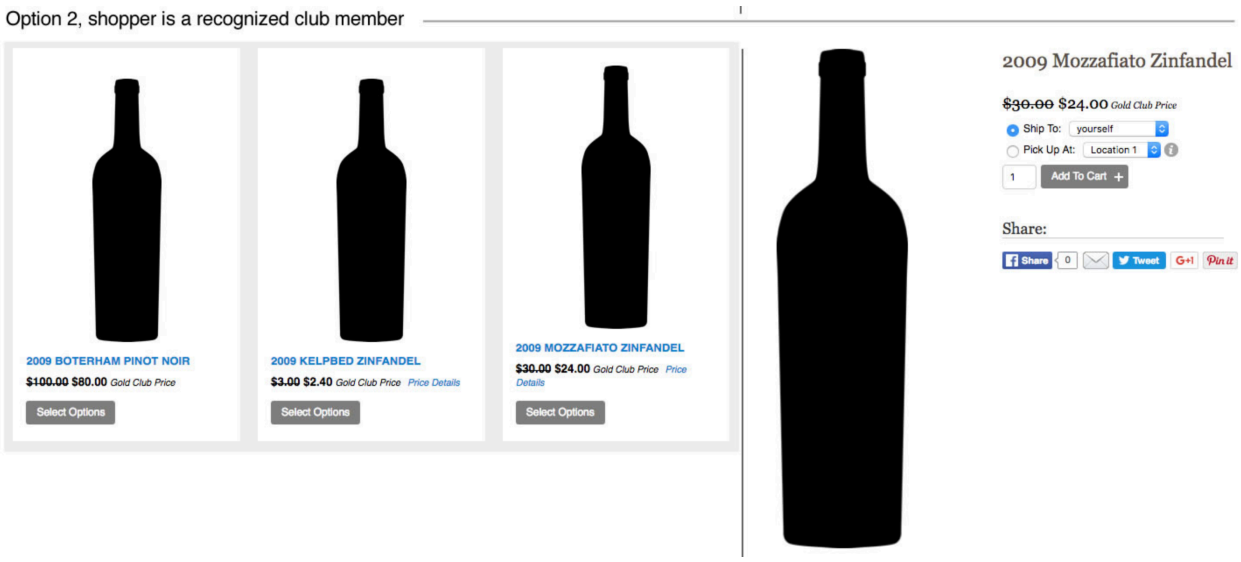
This reiterates to club members (even before they log in) the lower price that they will be paying, and serves as a little marketing push to remind non-members to join the club!

The example below reflects a 6-bottle Club, and Case Club that receives a deeper discount. You can show both, or you can show just one line and reflect the "Lowest Club Price" using the largest discount available to clubs.



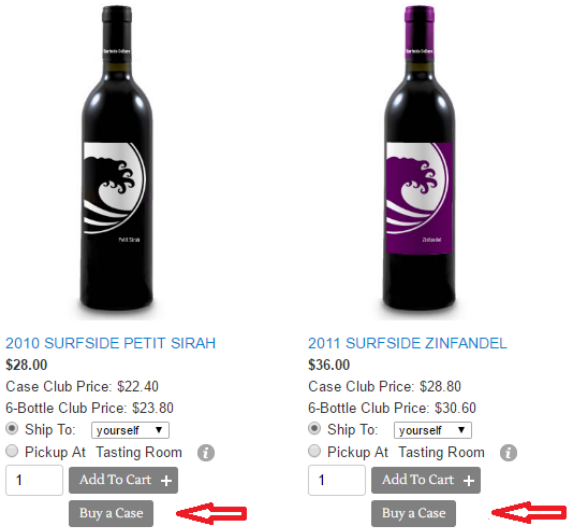
If you want to have club pricing reflected, please see the following on how it functions before and after login. *Please note that this requires customer-based pricing Set Up on the Product Level (not at the category level).*





5. Buy a case buttons: yes/no

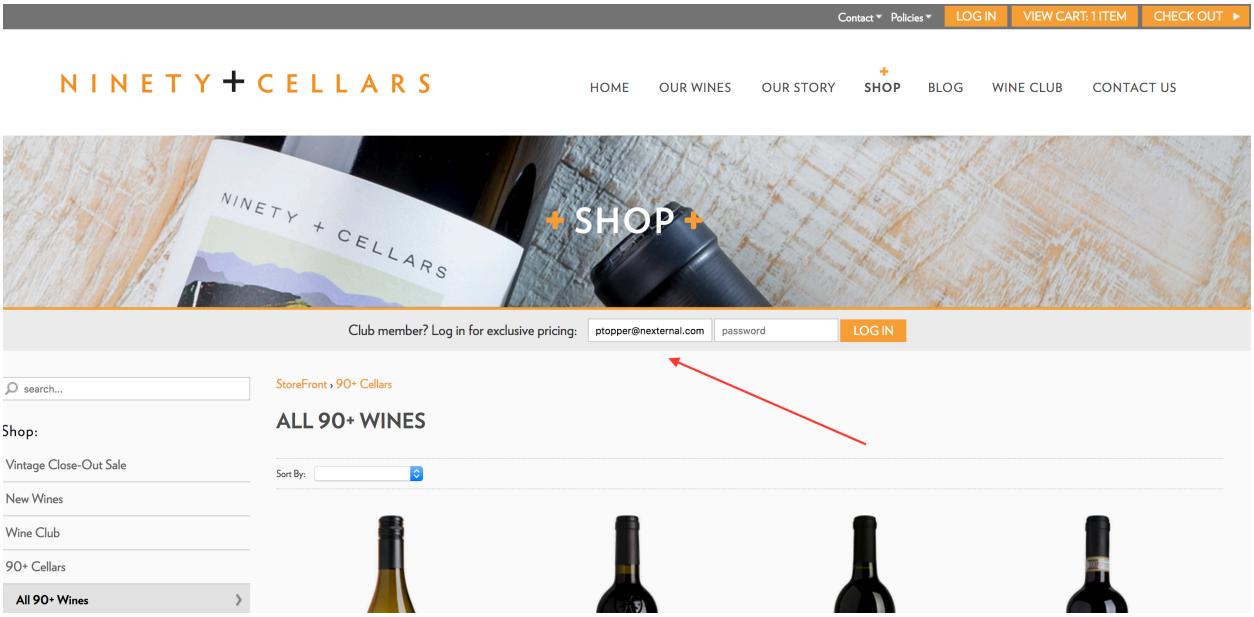
These optional buttons add a full case of that product to cart. The Pros = easy to encourage upsell. The Cons = adds more noise to the page.



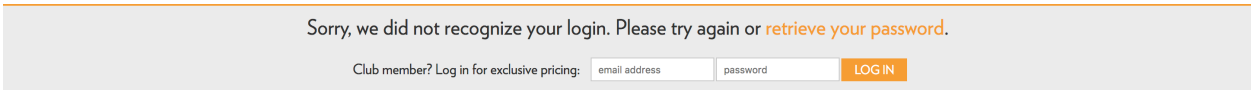
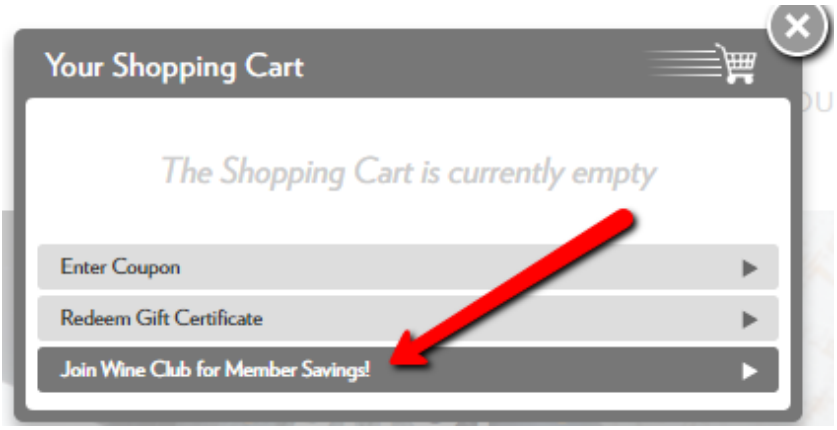
6. Club login across top of cart:

Again, this is a club promotion for non-members, and it also reminds and trains club members to log in so they may receive their club pricing!

Live Example: https://store.ninetypluscellars.com/all-90-wines-c62.aspx



Password Reminder in Club Login:



7. Club signup link within cart (available for both collapsible and always on screen carts) – yes/no