



# TecknaShop

everything you need to sell online

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## Welcome to the TecknaShop 10 minute store builder guide

This introduction will lead you through the process of setting up your new on-line store with a single product (you can add more later). The result will be fully functional and you will be able to make a test purchase of the item from your store using a valid Debit or Credit Card. Your store is in 'Test' mode, which means that the Payment Gateway will process the transaction but will not take any funds from the card.

### Step 1. Getting Started

Everything you will need is provided and this should take you a little over 10 minutes to complete. Please follow the instructions exactly and don't be tempted to experiment along the way. You can go back to any section later once you have finished, to expand and experiment with your store if you wish. Also, please ignore any on screen instructions and stick to the sequence in this Intro.

Please **download the zip file** from <http://www.tecknashop.com/documents/images.zip> containing example images (you won't be required to unzip this file) and store it in an easily locatable place on your computer's hard disk. Either click on the link and save the file or "right click" and select "save target as".

### Step 2. Log in to your Store

- ✓ If you are not already there, go to the store 'admin' address as specified in your confirmation email
- ✓ You are at the Login Page for your demo store. Enter the '**Username**' and '**Password**' in the relevant boxes (the password will display as \*\*\*\*\*)
- ✓ Click the Login button. (note: as a security measure, if you enter either the 'Username or 'Password' incorrectly and click 'Login', you will see an error message and be required to enter these details again)

### Step 3. Read and accept the Terms and Conditions.

- ✓ Tick the I agree to the TecknaShop Terms and Conditions of Use box and click the 'Submit' button

### Step 4. Activate the automated emails

This will allow TecknaShop to send you an email from your store when an order is received or if one of your stock levels falls below the minimum you have set.

- ✓ Click on the Personal tab at the top left of the TecknaShop page
- ✓ Don't complete the form, for now just scroll down the page and enter your real email address into the two boxes labelled 'Low Stock/Depleted Email Address' and 'Order Confirm Email Address'
- ✓ Tick the boxes below these, labelled 'Activate low stock warning emails' and 'Activate order confirmation emails'
- ✓ Scroll to the bottom of the page and click the 'Update Details' button.

### Step 5. Upload navigation and product images to your shop

Here you will create a folder in TecknaShop to take your images, upload them as a zip and let TecknaShop unzip them automatically.

- ✓ Scroll up to the top of the page and Click the 'Images' tab at the top of the page.
- ✓ In the 'Folder Options' panel Click the 'Add folder' button.
- ✓ Add a folder called 'images' by typing 'images' in the 'Name' box, and clicking the 'Store and Return to Menu' button.
- ✓ In the 'Folder Options' panel Click the 'Add Image' button at the bottom of the panel.
- ✓ In the 'Add Image to Images Folder' panel, Click the 'Browse' button.
- ✓ Locate and select the image.zip file that you saved in Step 1. and click 'Open' to return to the page.
- ✓ Tick the 'Zip Archive?' box and click the 'Add and Return to Menu' button (the zip file will upload to the server and unpack some

example images).

### Step 6 . Set a Company Logo

- ✓ Click the 'Look and Feel' tab at the top of the page
- ✓ Click the 'Logo and Menu Images Selection', 'Go' button.
- ✓ In the 'Logo Image' panel, click the drop down selector of the box displaying 'No Image'
- ✓ Select 'book\_world\_logo.gif'
- ✓ Scroll down and click the 'Update' button at the foot of the page.

### Step 7. Add a product category

The product catalogue structure is based on 'Categories' in which are individual 'Products' (or more Sub-Categories), and 'Variants' which are variations of the same product - colour and size, for example.

- ✓ Click the 'Catalogue' tab at the top of the page
- ✓ In the 'Enter Category Details' panel, Click the 'Add' button adjacent to 'Add Product Category'.
- ✓ In the 'Choose Category Image' panel at the top of the page, click the drop down selector of the box displaying 'No Image' .
- ✓ Select 'books.jpg'.
- ✓ In the 'Enter Category Details' section type "Books" in the 'Category Name' box
- ✓ Tick the 'Visible' tickbox
- ✓ Scroll down the page and Click the 'Add and Return to Menu' button at the foot of the page.

### Step 8. Add a Product

- ✓ Click the 'Add Product' button at the foot of the 'Enter Category Details' panel.
- ✓ Fill out the page as below, the names in the left column correspond to names in the darker blue left hand column on the TecknaShop page. Leave blank any boxes not mentioned and check that you have the right box as some have similar names.

Product Name	How to get ahead in eCommerce and succeed
Brief Description	the large box: How to get ahead in eCommerce and succeed
Long Description	the large box: How to get ahead in eCommerce and succeed: A step by step guide to creating a financially viable online store
Image	Click the drop down selector of the box displaying 'No Image' and select 'bookimage.gif'
Thumbnail Image	Click the drop down selector of the box displaying 'No Image' and select 'bookimage_thumb.gif'

In the Initial Variant panel (further down the page)

Price	12.99
Initial Stock	5
Re-order Level	4

- ✓ Click the 'Add and Return to Menu' button (ignore the warning message it's for info only)

### Step 9. Go and buy a book from your store!!

- ✓ View your shop as a shopper would by clicking the 'View' tab at the top-right of the page.
- ✓ From the left hand menu of your store, chose 'Catalogue'.
- ✓ Click on the link that says 'Books'.
- ✓ There's your product! To see the long description, click on the product title 'How to get ahead in eCommerce and succeed'.
- ✓ Purchase your product by adding entering a '1' in the input box next to the price, then pressing the 'Add to Basket' button.
- ✓ A 'basket' will now appear at the top of your page showing details of your order. Click on 'Go to Checkout' to continue with your order.
- ✓ Follow the on-screen instructions to guide you to the 'WorldPay Payment Gateway' with your order.
- ✓ You can now make a fully secure bank authorised transaction with a valid credit/debit card to pay for your product. You can use a dummy credit card number if required. Use 4444 3333 2222 1111 and any valid expiry date
- ✓ Please note this will only be a test transaction so no actual money will be debited from your account.

