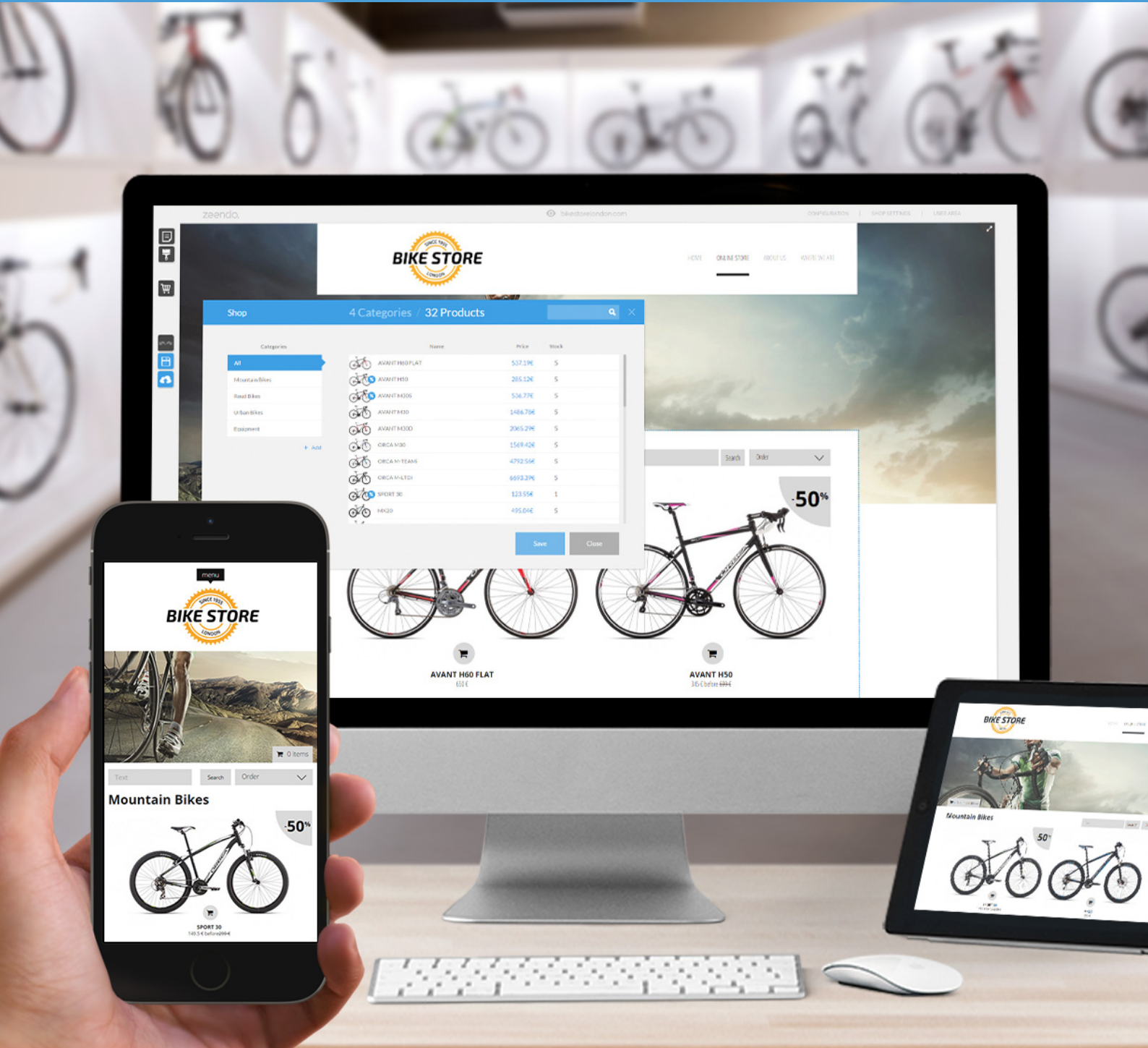


zeendo.

User Manual E-COMMERCE





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0. Before beginning

Before you start creating an online store you should keep in mind that you must have added a shop page through the **site manager**. It is also important that you know you will have to configure a number of parameters, some of them placed at the **user area** and the others in the **editor**.

1. User area

1.1 Shop overview

When you access the Shop section on your user area, this will be the first section that you'll see. It will show a series of parameters that you need to set up before publishing your shop. If all the sections are completed, they will appear in green. Otherwise, they will appear in grey. Make sure to complete all 5 sections or you won't be able to sell on your e-commerce!

Shop

bistrorestaurant

- Shop overview
- Orders
- General settings
- % VAT
- Shipping options
- Email settings
- Payment methods
- Legal settings
- E-mail templates
- Translations
- Help

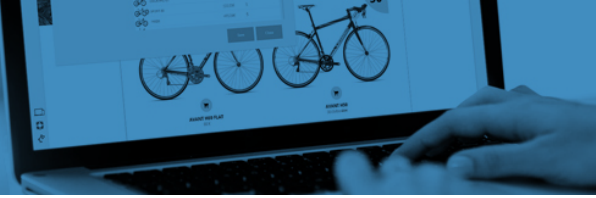
Shop overview

Your shop can't be published yet.

You need to complete all these sections in order to publish your shop.

Edit products & categories View shop

- ✓ % VAT Add
- ? Add products
There are products without VAT Go to editor
- ? Shipping methods
None Add
- ? Email settings
None Configure
- ? Payment methods
None Add



You will find all these sections on the left side menu of the **Shop** tab too.



VAT:

Define the different VAT types that you'll apply to your shop's products.



Add products:

This option takes you to the editor so that you can start adding products. We recommend that you leave this until you've finished with the rest of the settings in your user area, so that you don't have to go back and forth from the editor.



Shipping options:

Define the fees that you will apply to each shipment.



Email settings:

Set up your email settings to have your email account associated to your shop.



Payment methods:

Define what payment methods you'd like to offer your customers.

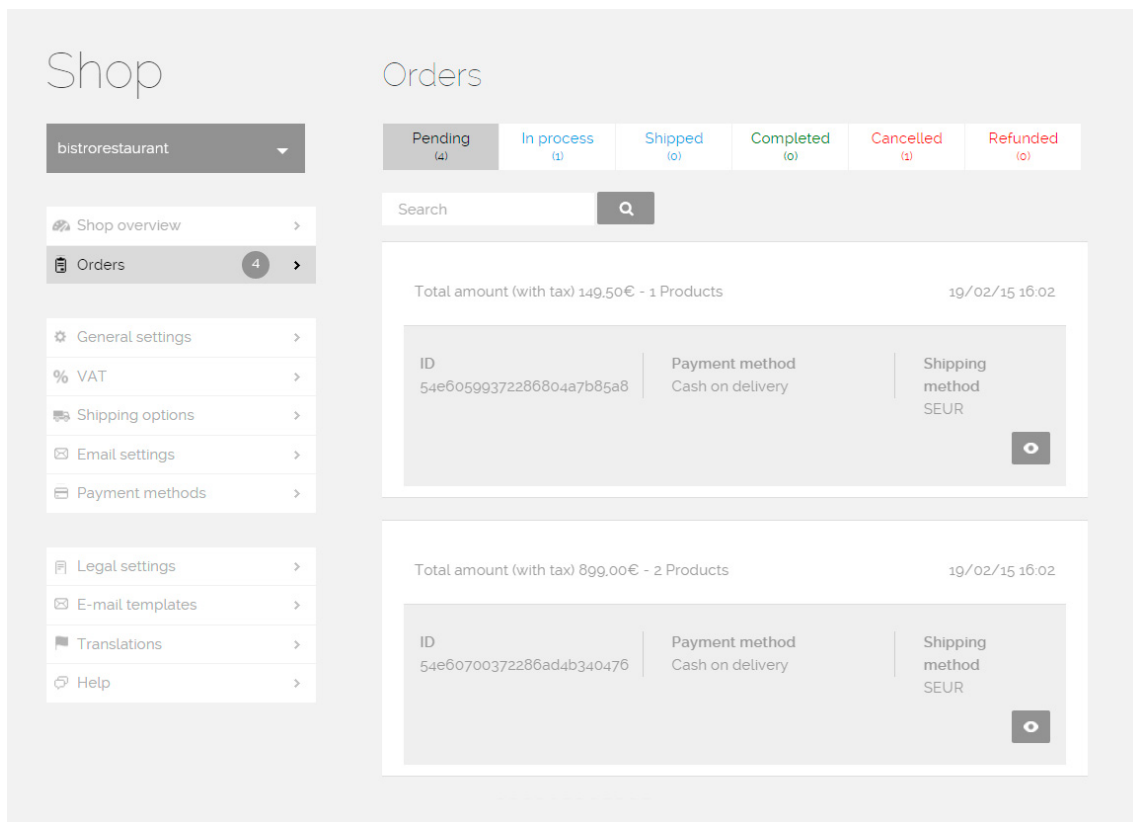
You will also find here some **FAQs** to help you learn more about Zeendo's e-commerce module.

1.2 Orders

On this tab you'll find all the orders made to your shop. They will appear as one of the following:

Pending: A blue circle in the left-side menu with a number in it will let you know that there are pending orders to be processed. When you click on it, you'll see a breakdown of the pending order (total amount, number of products, date of the order, ID, payment method and shipping type).

When you click on the eye icon on the right side, more information will be displayed:



Here you'll see the final price of the product, the shipping address and the billing address, and the total amount to be paid by the client. Here is also where you'll be able to change the status of the order from "Pending" to any other status from the drop-down list "Status", on the bottom right side.

When you change the status of the order, a window opens which allows you to send the client an email informing them about the change in their order.

This same process will be repeated each time you change the status of an order to a different tab.

In process: Here you can see a list of the orders in process to be shipped. Each product that you add to this tab will be shown in the list.

Shipped: Here you can see a list of the shipped orders. Each product that you add to this tab will be shown in the list.

Completed: Here you can see a list of the completed orders. Each product that you add to this tab will be shown in the list.

Cancelled: Here you can see a list of the cancelled orders. Each product that you add to this tab will be shown in the list.

Returned: Here you can see a list of the returned orders. Each product that you add to this tab will be shown in the list.



You can change the status of an order as many times as you wish. So, for instance, if an order has been returned but ordered again, you can change it from “Returned” to “Pending” again, and start the process anew.

1.3 General settings

On this tab you can change the general settings of your shop:

Currency: Choose which currency you want to use for your shop: Euros (€) or dollars (\$).

Weight: Choose which unit of measure you want to use for weighing your shop goods: kilos or pounds.

Contact email: This is the address where you’ll receive all communications in relation to your shop. This may be the same address that you used to register in Zeendo or a different one.

Send me an email when my stock of a product is lower than: If you want to receive an automatic notification every time the stock of any of the products of your shop reaches a minimum amount, enter here the amount and you’ll receive an email in the address indicated (Contact email).


1.4 VAT

Define if you want to add some kind of tax (VAT) to your products, what will be the percentage, and in which countries will be applied.

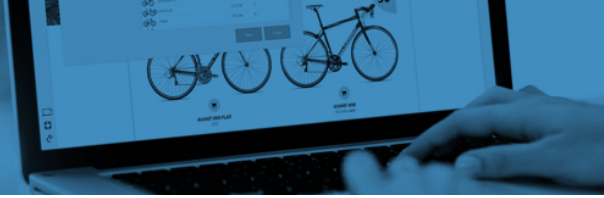
Click on “**New VAT**” and fill in the following:

Name: Define the name of the tax.

VAT (%): Define what percentage of the product price the VAT will be.

Countries: Select in which countries will the tax be applied. If you want it to apply to more than one country, click on the add button 

Once you’ve finalized editing, save the changes and you’ll be back in the previous screen. If you want to add more taxes, click on “**New tax**” again and new taxes will be added to the list as you create them.



1.5 Shipping options

Define the different shipping options to calculate the shipping fees for the products in your shop.

Before adding a new shipping option, you must select what kind of parameter you want to apply: weight or price. Select one and save.

Then click on “**Add shipping option**” to begin editing it.

Name: Enter the name that you want to give this option; for instance: “Fedex next day” or “UPS”.





Countries allowed: Select from the drop-down list which countries you want to apply the shipping option to. If you want to add more than one country, click on the add button.

Ranges: Depending on whether you’ve chosen “**Price**” or “**Weight**”, you’ll be able to define the different ranges to apply. For instance:

Range: Price

From €0 to €20 a shipping fee of €5 will apply

From €20.01 to €60 a shipping fee of €8 will apply

From(€)	To(€)	Price(€)	
0	20	5	*
20.01	60	8	* 
60.01	∞	0	* 
			
			





If you want to add more ranges, you can do so by clicking on the add button.

To define the fees by weight instead of by price, simply add the weight limits and the price to apply. For instance:

Range: Weight

From 0kg to 5kg a shipping fee of €3 will apply

From 5.01kg to 20kg a shipping fee of €5 will apply

From(€)	To(€)	Price(€)	
0	5	3	*
5.01	20	5	* 
20.01	∞	0	* 
			
			

Remember that you can add as many shipping options as you like.

1.6 Email settings

Communications with the clients of your online shop will be made via email. In this section you can set up the parameters of your email to associate it to your shop so that this communication can be effectively made.

First of all you need to select what kind of email account you want to use. You can choose from a Zeendo account, Gmail, or any other (Custom).

The screenshot displays the 'SMTP mail settings' interface. On the left, a sidebar lists various shop management options, with 'Email settings' highlighted. The main panel contains the following elements:

- Shop:** A dropdown menu currently set to 'bistrorestaurant'.
- Navigation:** A list of menu items including 'Shop overview', 'Orders', 'General settings', '% VAT', 'Shipping options', 'Email settings', 'Payment methods', 'Legal settings', 'E-mail templates', 'Translations', and 'Help'.
- SMTP mail settings:**
 - Instruction: 'Edit the settings of the e-mail account that you will use for your shop shipments. Find more information here.'
 - Label: 'Select what kind of e-mail you want to configure:'
 - Field: A dropdown menu labeled 'Select option'.
 - Section: 'Configuration' containing five input fields: 'Server', 'Port', 'Name of sender', 'Account', and 'Password', each with a red asterisk indicating it is required.
 - Field: An 'Encrypted' checkbox.
 - Buttons: 'Save' and 'Test configuration'.

The following fields (Configuration) will vary depending on the type of account selected:

Server and Port: These fields will be filled in automatically with the preset values for Zeendo and Gmail if you have chosen one of these accounts. If you chose “Custom”, you’ll have to fill them in yourself. Check the configuration of your email account for this information. You’ll find more information about this in the “Help” section.

Name of sender: The name that you want to appear as the sender of your emails. We recommend that you enter the name of your shop, so that your customers don’t get confused.

Account: Your email address. This address may be different from the one you used to register in Zeendo and from the Contact email that you entered in “General settings”, or the same one, it’s up to you.

Password: Your email account password.

Once these data are completed, select whether you want the emails that you send to be encrypted or not, and check that the data is correct by clicking on “Test configuration.” A test email will be sent to the address that you entered in “Contact email” (General settings) to check that the configuration is correct.

1.7 Payment methods

Define the payment methods that you’d like to accept in your shop. You can choose from:

- Bank transfer
- PayPal
- Cash on delivery

The screenshot shows the 'Shop' management interface. On the left is a sidebar menu with the shop name 'bistrorestaurant' and various settings categories: Shop overview, Orders, General settings, VAT, Shipping options, Email settings, Payment methods (highlighted), Legal settings, E-mail templates, Translations, and Help. The main content area is titled 'Payment methods' and includes a sub-header: 'Define the payment methods that you want to accept for your shop. Find more information here.' Below this are four payment method options, each with a checkbox and a form:

- Bank transfer: Account *
- PayPal: Secret *, Client ID *, EndPoint *
- PayPal. Credit card accepted (recommended): Username *, Password *, Signature *
- Cash on delivery

A 'Save' button is located at the bottom of the form.

Select the payment method that you want to accept by checking the corresponding box. You can select all of them if you wish.

In the **Help** section you’ll find more information on how to set up these payment methods.



1.8 Legal settings

Here you'll find the space to define the legal texts that you want to include in your shop for your clients to refer to. You can set up the following texts:

- Refund policy
- Terms of service
- Shipping policy

You can create your own texts here and modify them whenever you want. We strongly advise you to keep these texts always up to date.

1.9 E-mail templates

In this section you can define the emails that your clients will receive from your shop when a change in their order is made. The shop is set to send your clients an email when an order is:

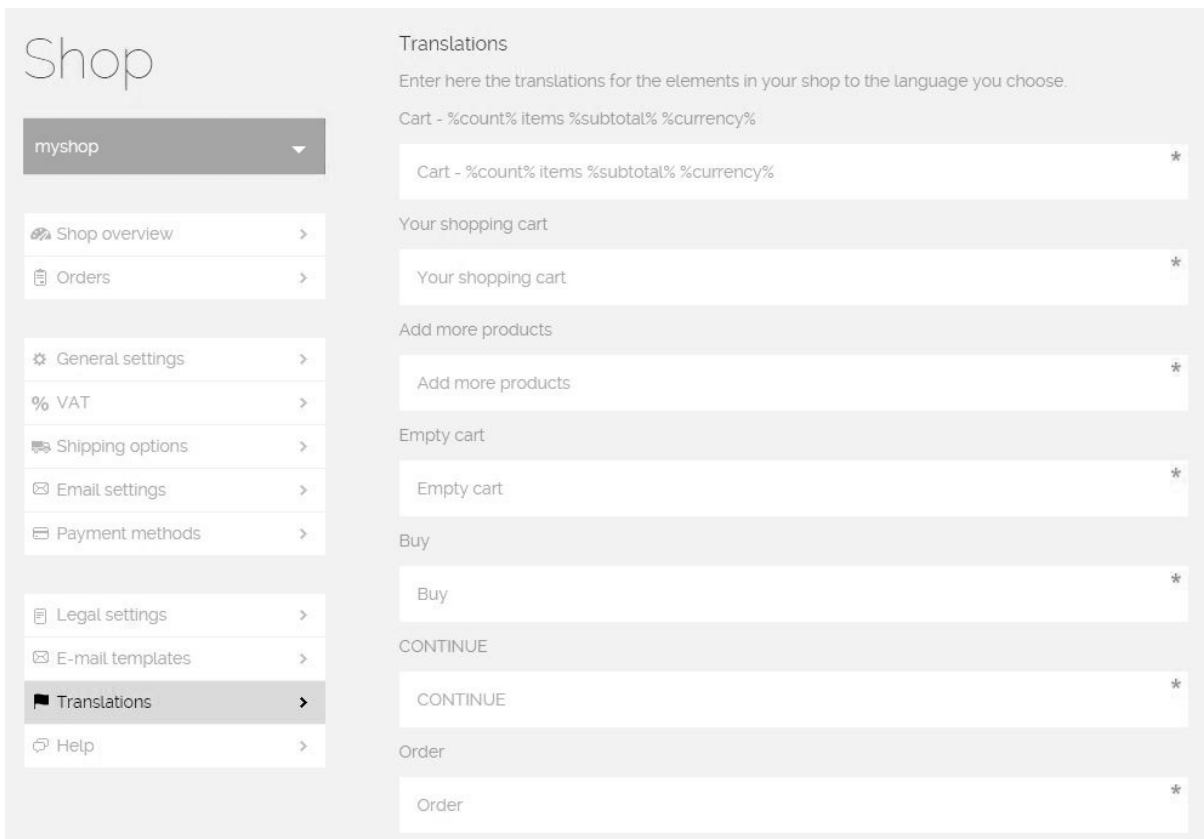
- Received
- In process
- Sent

You can modify the default text at will. Remember to save the changes before exiting the page.

1.10 Translations

In this section you can translate the content of your shop to the language that you decide if you can't find it among the languages in which Zeendo is available.

We provide a series of terms with a text box on the side where you can enter your translation. Enter your translations and click on **"Save"** at the end of the form, or choose one of the default languages from the list and click on **"Reset language"** to translate everything to that language.



1.11 Help

In this section you'll find help to set up the different parameters of payment and SMTP email, some FAQs, and the tutorials available.

Now you can go to the editor to modify your e-commerce website.

2. Inside the editor

2.1 Editing your e-commerce

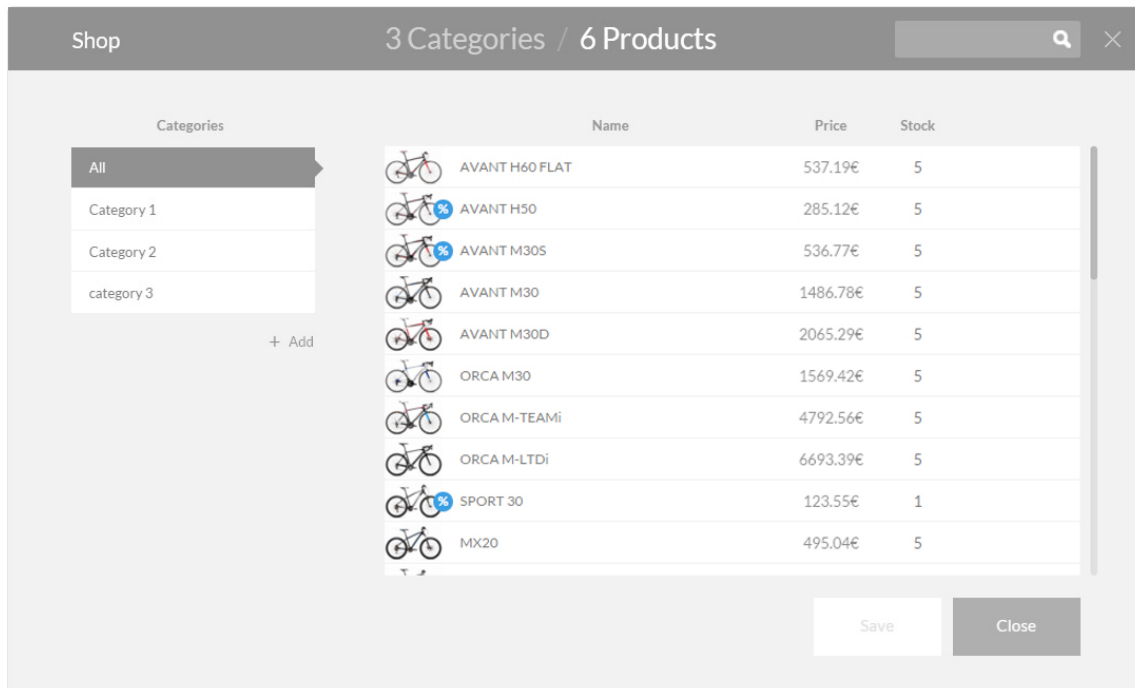
You have already added a **"Shop"** page to your template. Now click on that page and you'll see different options. Click on the blue icon with a pencil to edit the page.



This will open a new section on the editor that will allow you to personalize your shop.

2.2 Categories and products

Double click on any of the default images and the following panel will open:



In the stripe on top of the panel, you'll see the number of products and categories. You can add products or categories by clicking on the corresponding buttons on the bottom side of the panel.

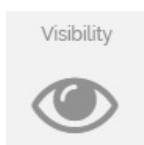
2.2.1 Categories

In the left-side column, you'll see the existing categories. You can select one to see the products in it or select "All" to see all the products in all the categories.

Click on any category and **Drag&Drop** it to change its order and rearrange them.

Click on the bin icon to delete a category or on the pencil to edit it.

You can change the image, the name and the description of the category. Click on the image to select a new one and enter the name and description that you want to give it.



With the "Visibility" feature you can decide whether you want this category to be visible or not for your customers. (If, for instance, you run out of stock on a given category and you don't want it to appear while it's empty, you can uncheck the visibility icon to hide it and then check it again in the future, when you've replenished your stock.)

Remember to always click on "Save" before going back or you will lose the changes made.

2.2.2 Products

In this panel you'll see the list of products too, either by categories or in total. Each product will appear on the list with an image associated, its name, price and stocks available.

Click on a product on the list and **Drag&Drop** it to put them in the order you want.

Place the mouse over a product to edit it. Click on the bin icon to delete the product. Click on the icon that looks like a sheet of paper to clone the product (this will open a new window with the product information where you'll be able to set up the clone options), and on the pencil to configure the options.

The screenshot shows the 'Edit product' window with the following details:

- Name***: AVANT H60 FLAT
- Category***: Roud Bikes
- VAT**: UK
- Feature**: (Star icon)
- Visibility**: (Eye icon)
- Description**: We outfit the Avant H60 F with a flat handlebar for a stable, upright ride, and the Shimano Claris 8-speed components ensure easy, smooth shifting performance that is a great match for the sturdy, yet lightweight hydroformed aluminum frameset. The frame geometry brings the
- Abstract**: We outfit the Avant H60 F with a flat handlebar for a stable, upright ride,
- Variants*** table:

Ref.	Price (€)	Stock
#REF001	537.19 €	5
- Images**: A section with a camera icon and a note: 'Drag & drop or click here to change the file (Max.: 4MB)'. Below it is a bicycle image.
- Buttons**: 'Add variant', 'Add attribute', 'Save', and 'Back'.

Inside each product you'll find the following editable sections:

Name: Name of the product.

Category: Select the category in which you want to add the product from the drop-down list. To edit the categories, go back to the previous page and follow the steps in section 2.2.1.

VAT: Select from the list the type of VAT applicable to each product. Remember that you must create this list yourself on the VAT section of your user area (see section 1.4).

Images: Click on the camera icon or **Drag&Drop** an image to add it. The added images will accumulate. **Drag&Drop** them to put them in order or click on the bin icon if you want to delete any of them.

Feature: Select this option if you want to feature this product on your shop.

Visibility: Select this option if you want this product to be visible on your shop or deselect it if you don't want it to be visible.

Description: Add here the extended description of the product.

Abstract: Add here a summary of the product.

Variants: Here you can define the characteristics of the product: reference, price, weight and stock. In the attribute "**Price**" you can define a normal price and a sale price, and select whether you want to activate the offer. In the "**Stock**" section you can add a stock limit...

If you want to add another feature, click on "**Add attribute**" and you can define more attributes for the product.

For products with more than one variant, click on "**Add variant**" and you'll be able to add more.

Once the product is configured, **save** the changes to go back to the previous screen.

2.3 Shop manager

In this section you'll be able to define how your shop looks.

2.3.1 Columns

The option "Columns" will order your shop by columns (1, 2, 3 or 4, whatever you decide), regardless of categories.

To change the order in which the products appear in the columns, double click on any product and the panel to edit them will open. **Drag&Drop** the products to rearrange them.

2.3.2 Categories display

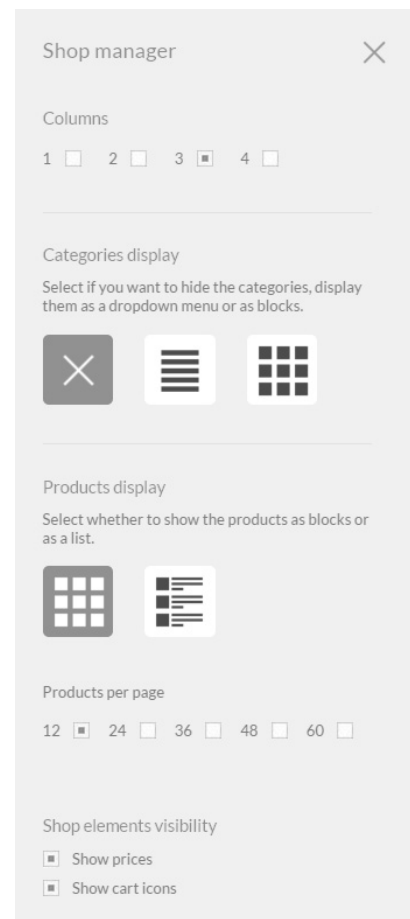
Select how you want to visualize your shop, based on the categories created. You can:

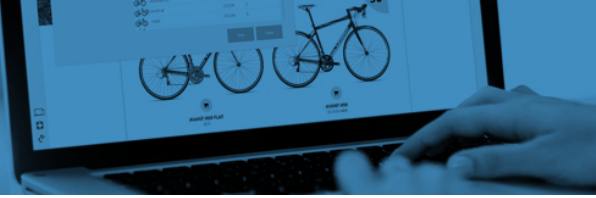
Hide categories:

The products in your shop will be displayed without categories, ordered as per the columns that you defined.

Display categories as a drop-down menu:

A drop-down menu will be added to your shop, where your customers will be able to choose the categories they want to explore. Products in each category will be displayed when a customer selects it.





Display categories as blocks:

A block will appear for each category, with its assigned image. Your customers can access each category clicking on the image.

2.3.3 Products display

Select if you want your products to be displayed as blocks or as a list. If shown as blocks, your customers will only see the name and the price. If shown as a list, your customers will be able to see a short description of the product too.