Virtual City Market v.1

Steps to create and manage an e-presence

URENIO RESEARCH 2016

User Manual (Shops’ Owners Edition)

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1. Introduction

Virtual City Market is an application that –on the one hand- provides the possibility to every commercial enterprise located in the city to create its own virtual shop, and –on the other- enables customers to access a variety of retailers using a shared site. In its simplest form the service provides a list of the existing shops located in the city (and their location on a map) as well as their offers. The virtual city market enhances collaboration schemes among retailers offering the opportunity to create open malls and organise the shops per street or district. This document aims to present the steps that each business should follow in order to create and manage their online presence.

Any company which wants to manage its data should create a user account and to link it with its e-presence. For this purpose, they have been issued PIN codes, unique per each company, which are available to the administrators of the platform. The PIN code could be entered either during the new account creation process or later through the user account settings and it interconnects unequivocally a user account with a particular company. After the connection of his account with a specific company, the user is able to edit his company data in the “Business Directory”, to create a shop in the “Marketplace” section and to add “Offers”.

The application is available in the following address:

Put the URL of the active installation here
1.1. Webpage Sections

The homepage of the application as shown in the Figure 1-1 consist of three parts:

- The header, which contains the menu with links to application’s different sections (Home, Directory, Marketplace, Offers, Reviews).
- The Main Menu which contains links to the different application’s sections (i.e. Homepage, Directory, Marketplace, Offers, Reviews and User Account).
- The main section of the page, which presents the information of the specific page.
- The footer which contains the menu, information about the copyright and the terms of use and the language selection.

*Figure 1-1 – Homepage of the application*
1.2. Homepage

The homepage, in particular contains:

- A map presenting the businesses that exist in the Directory of the application. Please note that the map is not interactive but it shows at a glance the number of the businesses and their location (Heatmap).
- Sliding panels presenting the applications’ sections.
- Featured businesses from the Marketplace. These businesses are selected randomly and they are different in each page view.
- Featured offers that are selected randomly and they are different in each page view.
2. Management of the e-Presence

2.1. User Account Creation

By clicking the “Sign In” link in the main menu of every page the following page is shown (Figure 2-1):

![Login page](image)

**Figure 2-1. Login page**

Type your “Email” and your “Password” and click the “Log in” button to log into the application. If your user centennials are valid you will be transferred in the homepage while the “Sign In” link in the main menu will be replaced by the “Account” link (Figure 2-2):

![Main menu for logged in users](image)

**Figure 2-2. Main menu for logged in users**

The “Account” link enables users to manage their personal and their Businesses details (Figure 2-3):

![Manage user’s and business’ settings](image)

**Figure 2-3. – Manage user’s and business’ settings**
If you haven’t created an account before click the “New user registration” link. You will be transferred in a new page (Figure 2-4) where you should fill all the required information. Pay special attention to the explanatory notes.

The e-mail address will be used for the validation of your account. You should use an active email address, as in that address the application will send a message with the activation link that you should click and open in a web browser.

The business owners should select “Local Business” as user type. In that case they have to type the “PIN Code” in order to connect their user account with their shop that already exists in the applications database (Figure 2-5). The PIN code for each local
business is available through the Municipality. (Note that the PIN code could be also filled after the user account creation).

**Figure 2-5. Linking a user’s account with a specific local business**
2.2. Edit User Account

**Path:** Account -> Settings -> Personal Details

In this page (Figure 2-6) the users can edit (change) their personal details.

![Virtual Mall](image)

**Figure 2-6. Edit user account details**

In order you photo to be displayed in the header you should create a Gravatar for the e-mail address that is used in the application, by visiting the webpage:

[http://www.gravatar.com](http://www.gravatar.com)

If you change your email address the new email should be validated

Fill a new password only if you want to change the existing one
2.3. Add / Edit Local Business’s Details

**Path:** Account -> Settings -> Business details

In this page (Figure 2-7) the users can add or edit (change) their local business’ details.

Figure 2-7 – Edit Local Business’s Details

The information that are provided in this page are shown in a special page dedicated to the specific local business in the Directory section of the application (Figure 2-8):
Figure 2-8 – Local Business Details
2.4. Create a store in the Marketplace

**Path: Account -> Settings -> Business details -> Create marketplace store**

In order to create a store in the Marketplace section of the website you should visit the “Business details” page in the Account’s settings submenu. In that page click the “Create marketplace store” button found on the top of the page (Figure 2-9):

![Figure 2-9. Create a store in the Marketplace (1/3)](image)

After clicking the button, a pop-up window will be displayed where you should add the URL of his/her store and click the “OK” button (Figure 2-10, Figure 2-11).

![Figure 2-10. Create a store in the Marketplace (2/3)](image)

![Figure 2-11. Create a store in the Marketplace (3/3)](image)

After the creation of the store in the Marketplace, you can visit it by clicking the “Go to store” button found under the map in the “Business details” page.
2.5. Add / Edit Store Information

**Path 1**: Marketplace -> Your Store

**Path 2**: Account -> Settings -> Business details -> Go to store

As far as you have created your store in the Marketplace, you can add or edit information by visiting its page end click the “Edit page” button on the upper right of the window (Figure 2-12).

![Figure 2-12. Add / Edit Store Information](image)

You can use a rich editor in order to add text, images and video (Figure 2-13). Moreover, you can create a small website by creating new pages. In the main page the images are organized in a slideshow. The QR code allows visitors to visit your store using their smartphone. You could print and put it in your shop window. Visitors are able to make comments and reviews, which are also presented in your store’s page.

![Figure 2-13. Store’s page editor](image)

After adding or editing information you should click the “Save” button on the upper-left corner of the page in order this information to be stored in the application. If you...
try to leave the page without saving the information, the application informs you that your changes will be lost. When you have finished editing your store you should click “Close editor” in order to close the store’s editor.

The following figure presents how a completed store is presented:

![Completed store's page](image-url)

**Figure 2-14. Completed store’s page**
Add Slideshow

By clicking the “Edit slider” button, a pop-up window will be displayed where you are able to add a number of images that will be displayed as a slideshow after the shop’s contact details (Figure 2-15, Figure 2-16).

Figure 2-15. Add images to slider (1/2)

Figure 2-16. Add images to slider (2/2)

The first image that you will add to the slider is used (squared) next to the store’s title in stores’ listings (e.g. in homepage, in marketplace page, etc.). It is recommended to use images with aspect ratio 3:2, size at least 570x380 pixels, where the main content is limited to an inner square as shown in the Figure 2-17. Alternatively, you could use a square image with a size of at least 570x570 pixels, wherein the main content is limited to an inner rectangle with aspect ratio 3:2 as shown in the , Figure 2-18.
Figure 2-17, Figure 2-18. Recommended image sizes

You can upload additional images by clicking the “Add image” button, as well as to delete an existing image by clicking the “Delete” button, found next to each image. When you have finished the process you should click the “OK” button to exit from the “Edit slider” window (Figure 2-19).

Figure 2-19. Manage slider’s images
Add Media and Links

You can use the toolbar on the top in order to insert media (images and videos) and links to your store’s description area.

![Editing toolbar](image)

**Figure 2-20. Editing toolbar**

To insert media:
1. Click on the Description Text Box in the place that the image or video should be displayed
2. Click on the “Media” button on the top toolbar.
3. Enter your image’s or video’s URL in the popup window. These media should be already available on the web (i.e. YouTube, Vimeo or image hosting service).

![Insert Media](image)

**Figure 2-21. Insert Media**

To insert links:
1. In Description Text Box select the text that will be a link to another site.
2. Click on the “Link” button on the top toolbar.
3. Enter the URL in the popup window (You can also change the text of the link).
Add Pages

You can add additional pages to present your featured products or to provide additional information about your store by clicking the “Add page” button (Figure 2-13). A pop-up window is displayed where you should type the URL of your page and click the “OK” button.
Figure 2-24. Add a new page (2/2)

In the beginning the title of the new page is “New page”. You can change this to whatever you want by clicking the text area and typing the new title. The pages’ menu is available under the QR code. The page editor has the same functionality with the homepage editor except the slider, which is not available for pages. Instead of a slideshow you can add an image or a video (media) under the page’s title. You can delete a page by clicking the “x” icon next to page’s name in the pages’ menu.

Figure 2-25. Page Editor

Remember to click the “Save” button in order to save your changes and to click the “Close editor” button in order to leave the page editor. The following figure presents a completed page.
Figure 2-26. Store page
2.6. Offers Management

Path: Account -> Settings -> Offers Management

Store owners and local businesses are able to create offers. To create an offer, you should click the “+” icon on the top of the offers’ list (in the beginning, the offers’ list is empty). To edit an existing offer, you should click the “Edit” icon in the end of each offer’s row (Figure 2-27, Figure 2-28). The expired offers are displayed greyed out.

![Figure 2-27. Manage offers (No offers available)](image1)

![Figure 2-28. Manage offers](image2)
When you create a new offer the following information are required:

- Image (We suggest to choose an image with bold or dark background. Prefer clear images without text. Regarding the dimensions, we propose to use images similar to that we discuss in the slideshow section.)
- Title
- Description
- Price or discount
- Duration

The following figure presents the “New Offer” screen. A similar screen appears when you want to edit an existing offer (i.e. to extend the duration). The only difference is the “Create offer” button in the end, which entitled “Update offer” (Figure 2-29).

![Figure 2-29. Create new offer](image-url)
Your offers are displayed on a separate page of the Marketplace entitled “Offers” along with offers from the other shops. Moreover, the application selects randomly four of the total offers and displays them in the frontpage (Figure 1-1). Your offers are also displayed at the end of the main page of your shop (Figure 2-30).

![Figure 2-30 – A store’s page with offers](image)