

eCommerce Requirements List	Must Have	Should Have	Nice to Have		Must Have	Should Have	Nice to Have
	<i>For: Very Small Wine Retailer</i>				<i>For: Very Large Wine Retailer</i>		
Set up:							
Design: Unique			X			X	
Design: Blog theme integration			X				X
Design: Extensive Range of Themes		X					X
Design: Limited Selection + Logo	X						X
Design: Mobile phone theme			X	X			
Ease of use: Text Editor (html not required)	X			X			
Hosted (Software as a Service)	X					X	
Open Source with no "vendor lock-in"			X			X	
Price Tiers: Retail and Trade		X		X			
Sales Tax	X			X			
Legal Compliance: age	X			X			
Legal Compliance: interstate shipping			X	X			
International: Currencies			X	X			
International: Languages			X	X			
Search Engine Optimization (SEO):							
Custom meta title and description tags		X		X			
Custom URL		X		X			
Headline tags		X		X			
xml sitemap		X		X			
Feeds for Google Base		X		X			
Load time speed		X		X			
Robots file		X		X			
Google Places integration		X		X			
User Experience:							
Navigation: Drill down menus		X		X			
Navigation: Breadcrumbs		X		X			
Usability: Function over 'Art'		X		X			
Advanced Search capabilities		X		X			
Reviews (Customer and Retailer)		X		X			
Ratings		X		X			
Recommendations		X		X			
Up-sell / Cross Sell		X		X			
Content Pages (CMS): text	X			X			
Social Media:							
Video functionality (e.g. youtube)			X	X			
Audio functionality (e.g. podcasts)			X	X			
Twitter integration			X	X			
Facebook integration			X	X			
Local Review Site Links		X		X			
Internal Blog (e.g. WordPress)		X		X			
News			X	X			
"Share This" / "Like" buttons			X	X			
Content Tags			X	X			
Catalog:							
Category Management	X			X			
Product Management	X			X			
Product in multiple categories	X			X			
Custom Attribute Creation (e.g. vintage)	X			X			
Bulk Product Upload/Download	X			X			
Bulk Inventory Upload/Download	X			X			
Live Inventory			X	X			
External Blog Integration			X	X			
Inventory: Global and Product Specific		X		X			
Inventory: Low/No Inventory Notification	X			X			
Inventory: Display Out of Stock, or Remove	X			X			
Inventory: Back orders (show out of stock as in stock)		X		X			
RSS feeds for products			X	X			
Grid and list views		X		X			
Media Manager with automatic image resizing		X		X			

Product number limit minimum	500		None		None		
Category limit minimum	25		None		None		
Shopping Cart:							
Upfront shipping and tax cost estimation		x			x		
Guest no-registration		x			x		
Confirm Age at Checkout	x				x		
One Page Checkout		x			x		
Promo: Coupons		x			x		
Promo: Gift Wrapping, Messages		x			x		
Promo: Discounts \$ or %		x			x		
Promo: free shipping	x				x		
Promo: Buy X get Y		x			x		
Promo: discount by product or category		x			x		
Promo: discount by volume		x			x		
Payment methods: PayPal Standard	x				x		
Payment methods: Google Checkout		x			x		
Payment methods: PayPal Express Checkout			x		x		
Payment methods: Authorize.net			x		x		
Payment methods: Pick up & Pay	x				x		
Payment methods: Internet banking		x			x		
Security: secure check out (SSL)	x				x		
Security: credit card rule compliance (PCI)	x				x		
Security: expert server administration	x				x		
Security: regular eCommerce software upgrades	x				x		
Order Management:							
Dashboard Overview			x		x		
Shipping: Pre setup UPS, Fedex, USPS		x			x		
Shipping: Pick up	x				x		
Shipping: Multiple Addresses			x		x		
Shipping: Third Party Fulfillment House			x		x		
Shipping: Packing fee			x		x		
Good Invoice / Credit process	x				x		
Phone order entry			x		x		
Flat rate shipping	x				x		
Table rate shipping	x				x		
Weight rate shipping	x				x		
Email System for Customer Support	x				x		
Email notifications of orders	x				x		
Print invoices and packing slips		x			x		
Tax rates per location	x				x		
Export: orders and customers into CSV formats	x				x		
Export: orders for import into QuickBooks		x					
Live Integration: POS system			x		x		
Live Integration: Inventory system			x		x		
Live Integration: Accounting system			x		x		
Live Integration: CRM			na		x		
Live Integration: ERP			na		x		
Live Integration: Shipping Compliance			x		x		
Reporting:							
Google Analytics		x			x		
Google Website Optimizer		x			x		
Sales by product and customer		x			x		
Repeat Purchase:							
Email Marketing: Pro Service (e.g. aweber)		x			x		
Email Marketing: Autoresponder (e.g. aweber)		x			x		
Clubs			x		x		
Allocation			x		x		
Support:							
Email (business hours)	x				x		
Forum		x			x		
FAQs, Documentation	x				x		
Tutorials		x			x		
Phone			x		x		
24/7			x		x		

Custom Coding:							
User Experience			x		x		
Catalog			x		x		
Shipping			x		x		
Order Management			x		x		
Reporting			x		x		
Repeat Purchase			x		x		
Price:							
Price: per month	Low				High		
Price: Set up	Low				High		
Price: Sales Commission charges			None		None		
Price: Support Normal (e.g. < 2 business days)	Low				Med.		
Price: Support Priority (e.g. < 1 day)		Med.			Med.		
Price: Support Urgent (on demand)			None		High		
Contract term (if any)			None				
Domain name included			x				na
Hosting Included	x						x
SSL included	x						x
Notes:							
"na" = not applicable							
"Med. = Medium							