

eCommerce Requirements List	Must Have	Should Have	Nice to Have		Must Have	Should Have	Nice to Have
	<i>For: Small-Med. Wine Retailer</i>				<i>For: Med.-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	2000	None			None		
Category limit minimum	100	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				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				Med.		
Price: Set up	Med.				Med.		
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)			High		High		
Contract term (if any)			None				None
Domain name included			x				na
Hosting Included	x						x
SSL included	x						x
Notes:							
"na" = not applicable							
"Med. = Medium							