

## Table of Contents

### Contents

#### Table of Contents

1.1	Company Details	10
1.2	Volumes	10
1.3	Stores	11
1.3.1	Desired URL	11
1.3.2	Outside UK	11
1.3.2.1	Additional stores	11
1.3.2.2	Additional stores in Scope? Y/N	11
1.3.2.3	Language conversion for country 1 (US)	11
1.3.2.4	Currencies	11
1.4	Project Roles	12
1.5	Screen design	12
1.6	Browser support policy	13
1.7	Colour palette	13
1.7.1	Button design	14
1.7.2	Range colours	14
1.8	Fonts	14
2	Header / Footer	16
2.1	Header – Desktop	16
2.1.1	Header desktop Logo	16
2.1.2	Header standard features	16
2.1.2.1	Header - search	17
2.1.2.2	Header - find us	17
2.1.2.3	Header – Currency selector	17
2.1.2.4	Header – Create an Account	17
2.1.2.5	Header – Sign in	17
2.1.2.6	Mini basket	17
2.1.2.7	Blue Title	18
2.1.3	Header custom features	18
2.2	Category structure	18
2.2.1	Mega menu and burger menu constraints	18

2.2.2	Mega menu customization	19
2.2.2.1	Category data setup	19
2.3	Header stop press ribbon	22
2.3.1	Header stop press ribbon – Desktop	22
2.3.2	Header stop-press ribbon desktop customization	22
2.3.2.1		22
2.3.3	Header stop-press ribbon mobile customization	22
2.3.3.1		22
2.4	Header - Mobile	23
2.4.1	Header Mobile - Landing element	23
2.4.2	Header Mobile - Category structure	23
2.4.3	Header mobile - Search	24
2.4.4	Header mobile - Sign in	24
2.4.5	Header mobile - Mini basket	25
2.5	Breadcrumb	25
2.6	Footer	26
2.6.1	Footer – Desktop	26
2.6.1.1	Footer content links - desktop	27
2.6.1.2	Footer links - desktop	28
2.6.2	Mobile footer	29
2.6.2.1	Mobile footer - overall structure	29
2.6.2.2	Mobile footer - The newsletter element	30
2.6.2.3	Mobile footer - The company info elements	30
2.6.2.4	Chat	30
2.6.2.5	Standard cookie popup	30
3	Content pages	31
3.1	Summary of pages	31
3.1.1	Existing Pages to be transferred – Custom work required	31
3.1.2	Existing Pages to be transferred – Client to populate using Magento Page-builder	32
3.1.2.1	About Doulton	32
3.1.2.2	Downloads	32
3.1.2.3	Quality policy	32
3.1.2.4	Environmental policy	32
3.1.2.5	US State restrictions	32
3.1.2.6	Alternatives to plastic bottled water	32

3.1.2.7	Best home water filter system	32
3.1.2.8	Bottled water vs filtered water	32
3.1.2.9	Water filter jugs vs inline water filters	32
3.1.2.10	Effects of bottled water	32
3.1.2.11	Microplastics in drinking water	32
3.1.2.12	Filtration story video	32
3.1.3	New pages – Client to populate using Magento Page-builder	33
3.1.3.1	Why filter your water	33
3.1.3.2	Benefits of filtering	33
3.1.3.3	Which Filter	33
3.1.3.4	Trade	33
3.1.3.5	Royal Doulton Water	33
3.1.3.6	Why Doulton	33
3.1.3.7	In Undersink	33
3.1.3.8	ON Counter Top	33
3.1.3.9	GO Filter Systems	33
3.1.3.10	Delivery	33
3.1.3.11	Returns	33
3.1.3.12	Delivery block	33
3.1.3.13	Household filter Kit	33
3.1.3.14	Content Template page and block	34
3.1.4	New pages – Custom work required	35
3.1.4.1	Loyalty scheme	35
3.1.5	Existing pages that will not be transferred	36
3.2	Home	37
3.2.1	Home page - Desktop	37
3.2.1.1	Home page desktop - Carousel / Main static image	37
3.2.1.1.1	Home page desktop - Carousel / Main static image custom requirements	37
3.2.1.1.2		37
3.2.1.2	Home page desktop - Static containers – 3 columns next	38
3.2.1.3	Home page desktop - Static containers –2 columns next	38
3.2.1.4	Home page desktop - Featured products	39
3.2.1.5	Home page desktop – Testimonials slider	40
3.2.1.6	Home page desktop - Static containers – thin slider – John Lewis	40
3.2.1.7	Home page desktop - Static containers – recent blog articles	40

3.2.2	Home page - Mobile	41
3.3	Content - Contact us	41
3.3.1	Contact us – Desktop	41
3.3.2	Contact us Humanitarian – Desktop	43
3.3.3	Contact us Humanitarian – Desktop	44
3.4	Authenticate product	45
3.4.1	Form Design	45
3.4.2	Authentication application	45
3.5	Product Registration	47
3.6	Content – Find Us	51
3.7	Content – Frequently Asked Questions	52
3.8	Content – Blog	52
3.8.1	Blog purchase	52
3.8.2	Blog data upload	52
3.9	Terms and condition of supply	55
3.10	Terms and condition of use	55
3.11	Privacy policy	55
3.11.1.1	Privacy policy page cookie update	56
3.12	Content – Download center	57
4	Category listing	58
4.1	Desktop – with filter	58
4.1.1	Desktop – no filter	59
4.1.2	Category Filters	60
4.1.3	Category Sort by (Standard)	60
4.1.3.1	Category Sort by (custom)	60
4.1.4	Compare products	61
4.1.5	Category my Wishlist	61
4.1.6	Category listing Quick-Buy	61
4.1.7	Category listing Reviews	62
4.1.8	Show Magento Reviews against each? Y/N	62
4.1.9	Show third party review rating against each, Name the third party e.g. Trustpilot	62
4.1.10	Review does not need hover? Y/N	62
4.1.11	Category listing Pricing	62
4.1.11.1	Category listing pricing Discounts	62
4.1.11.2	Category listing From / To Pricing	62

4.1.11.3	Category listing Tiered pricing (NA)	62
4.1.11.4	Tiered pricing	62
4.1.12	Category listing Feature logos – right hand side	63
4.1.13	Category listing Feature logos – Left hand side stock level	63
4.1.14	Product category heading text	64
4.1.15	Category Landing Page Layout	64
5	Product page	65
5.1	Product page - Desktop	65
5.1.1	Product page – Title	66
5.1.2	Product page – SKu	66
5.1.3	Product page – Review top element	66
5.1.4	Product page – Short Description	66
5.1.4.1	Product page – Short Description data load	66
5.1.5	Product page – What’s in/not in the box	67
5.1.5.1	Whats in the box data load	67
5.1.6	Product page - In Stock	67
5.1.7	Product page pricing Discounts	67
5.1.8	Product page – Image	68
5.1.8.1	Product page – Youtube license for video	68
5.1.9	Product page – Qty and Add to Basket	68
5.1.10	Product page – Social interactions	68
5.1.11	Out of stock	70
5.1.11.1	Show product if out of stock? Y/N	70
5.1.11.2	Email when back in stock? Y/N (will not work on variation products)	70
5.1.11.3	Pre-order? Y/N	70
5.1.12	Product page – Tabs	71
5.1.12.1	Details (Full Description)	71
5.1.12.2	Specification Tab	71
5.1.12.3	Downloads Tab? Y/N (Load Extension)	71
5.1.12.4	Shipping Tab? Y/N (One driven by content block called “shipping”)	71
5.1.12.5	Reviews Tab	71
5.1.13	Compatible Related Products	72
5.1.13.1	Section Heading	72
5.1.14	Product page Configurable products	72
5.1.15	Product page Mobile	72

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5.2	Group Product page – Desktop	72
6	Checkout	73
6.1	Desktop	73
6.1.1	Checkout - Workflow	73
6.2	Mini Basket	73
6.2.1	Mini basket - desktop	73
6.3	Basket	74
6.3.1	Basket - Desktop	74
6.4	Basket upsell products - desktop	75
6.5	Checkout header - desktop	76
6.6	Shipping page address - desktop	77
6.7	Shipping page shipping instructions - desktop	78
6.8	Shipping page shipping methods - desktop	78
6.9	Payment type selection - desktop	79
6.10	Payment page – payment input - desktop	80
6.11	Payment Types	81
6.11.1	Debit/Credit card supplier? (Need to load the Adyen extension and configure debit cards)	81
6.11.2	Adyen Client task.	81
6.11.3	Text for Terms and conditions pop-up?	81
6.11.4	Other payment types	82
6.11.4.1	Apple Pay Y/N	82
6.11.4.2	Client ApplePay task	82
6.11.4.3	Amazon Pay Y/N	82
6.11.4.4	Client Amazon Pay Task.	82
6.11.4.5	PayPal Express? Y/N	82
6.11.4.6	Client PayPal ExpressTask.	82
6.11.4.7	Google Pay	82
6.11.4.8	Google Pay Client task	82
6.11.5	Donate to charity (Phase 2)	83
6.12	Checkout confirmation - desktop	83
6.13	Checkout Mobile	83
7	Shipping Methods	84
7.1	Public - UK	84
7.1.1	Example 1	84
7.1.2	Example 2	84

7.1.3	Example 3	84
7.1.4	Example 4	84
7.1.5	Example 5	84
7.1.6	Example 6	84
7.1.7	Example 7	85
7.1.8	Example 8	85
7.2	Public - Overseas	85
7.3	Trade	85
8	Email	86
8.1	Standard Email templates (non B2B)	86
8.1.1	Welcome to new account email	86
8.1.2	Forgotten password	86
8.1.3	Notify me (when back in stock)	86
8.1.4	Order Confirmation	86
8.1.5	Order Shipment	86
8.1.6	Abandoned Basket	86
8.1.7	Newsletter Signup	86
8.1.8	Notify when back in stock	86
8.1.9	Email Header	86
8.1.10	Email Footer	87
8.1.11	View sent emails	87
9	Customers	88
9.1	Login	88
9.2	Delivery tracking on client order screen	88
10	Feeds and exports	89
10.1	Product data	89
10.2	Pricing data	89
10.3	Inventory data	89
10.3.1	Inventory system settings	89
10.3.2	CSV inventory load	89
10.3.3	Inventory API	90
10.4	Orders	90
10.4.1	Magento CSV order Export	90
10.4.2	Order export API	90
10.5	Orders status	91

10.5.1	Order status API	91
10.6	247 API application	92
10.6.1	247 API log Application	92
10.6.2	247 API log clear-down	92
10.7	One-off data loads	92
10.7.1.1	Customer history	92
10.7.1.2		93
10.7.1.3	Order history	94
10.8	Amazon Sales Channel	94
11	SEO	95
11.1	Google tag manager	95
11.2	Home Page Meta Data	95
11.3	Client controlled Meta Data	95
11.3.1.1	Product Meta Data	95
11.3.1.2	Category Meta Data	95
11.3.1.3	Content page Meta Data	95
11.4	301 Redirects	96
11.4.1	Revised content structure	96
11.4.2	Legacy 301 redirects	96
12	Other requirements	97
12.1	Customer Loyalty programme	97
12.2	Doulton Dashboards	99
12.3	Export documents for shipping	99
13	B2B	100
13.1	B2B site setup training	100
13.2	B2B Payment types	100
13.3	B2B Shipping Method	100
13.4	Default catalogue groups	101
13.5	Min order qty	101
13.6	B2B customer self registration	102
14	Product Attributes	103
14.1	New Attributes	104
14.2	Create products	106



**Change History**

Version	Change
5	<ol style="list-style-type: none"><li>1. Rename blog-news URL to news</li><li>2. Miss spelling of Simeon's name (apologies)</li><li>3. Rename california-restriction URL to us-state-restriction</li><li>4. Rename find-us URL to out-stockists</li><li>5. Rename faqs-help URL to faqs</li><li>6. Added content page to convert - alternatives-to-plastic-bottled-water/</li><li>7. Added content page to convert - best-home-water-filter-system/</li><li>8. Added content page to convert - bottled-water-vs-filtered-water/</li><li>9. Added content page to convert - Water-filter-jugs-vs-inline-water-filters</li><li>10. Added content page to convert - effects-of-plastic-bottles/</li><li>11. Added content page to convert - Microplastics-in-drinking-water</li><li>12. Added content page to convert - Filtration-story-video</li><li>13. Created empty block for Doulton to populate – household-filter-kit</li><li>14. Blog content copying, we will not copy the internal site links as many have broken.</li><li>15. Created rate table for DPD / UK Delivery</li></ol>

## 1.1 Company Details

Company Name	Doulton Water Filters
Address	Lymedale Cross, Lower Milehouse Lane, Newcastle-under-Lyme, Staffordshire, ST5 9BT
Company reference number	1232580
Contact us Email address	<a href="mailto:filtersales@doulton.com">filtersales@doulton.com</a>

## 1.2 Volumes

How many base products (without options)	32
How many option SKUs	None (use YMAL to show colour ways)
How many customers	20,000
Daily page hits	4,176
Busy period e.g. Nov – Mid Jan	Black Friday + Discount periods
Daily orders	300 at peak
Average lines per order excluding delivery	2-3
Number of images per product on average	4-5
Number of content pages	Circa 35 at present
Number of categories	14
Number of concurrent back office users	4
Frequency of full product updates	NA
Frequency of full inventory updates	CSV weekly (Magento FTPS server)

### 1.3 Stores

#### 1.3.1 Desired URL

URL	https://doulton.com/
URL needs purchasing? Y/N (Charges apply)	N
Registrar	Monkey Tree

#### 1.3.2 Outside UK

##### 1.3.2.1 Additional stores

1.3.2.2 Additional stores in Scope? Y/N	N
---	---

Country	URL	Currency	Product language conversion? Y/N

##### 1.3.2.3 Language conversion for country 1 (US)


Language conversion in Scope? Y/N	N
-----------------------------------	---

Note that each base system (Usually UK) static content page, you can create a language specific version, you are responsible for this content.

For standard Magento fields and terms we can supply a **terminology** csv file with the UK term separated by a comma with the language term to be input on the right

e.g. Good day, Bonjour

##### 1.3.2.4 Currencies

 Currencies to price in?	GBP, USD, EUR
Currencies to charge in?	GBP

## 1.4 Project Roles

Role	Doulton	247
Project Sponsor	Simeon Gabriel	Susant Patro
Project Manager	Gemma Nind / David Kell	Nathan Todd
Network Manager		Vijay Alexander

## 1.5 Screen design

We shall make the design work on the following screen widths

.col-sm for larger mobile phones (devices with resolutions  $\geq 576\text{px}$ );

.col-md for tablets ( $\geq 768\text{px}$ );

.col-lg for laptops ( $\geq 992\text{px}$ );

.col-xl for desktops ( $\geq 1200\text{px}$ )

## 1.6 Browser support policy


Only the latest version of the following browsers will be supported.

Desktop, elements described or implied should be tested on a Chrome browser and Firefox.


Mobile, elements described or implied should be tested on a Chrome browser and Safari.

## 1.7 Colour palette


### Dark Blue

	Pantone®	281
	CMYK	100 / 72 / 0 / 32
	RGB	0 / 58 / 120
	Web Safe RGB	00 / 3A / 78
	HEX	0c2346


### Light Grey

	Pantone®	422
	CMYK	0 / 0 / 0 / 40
	RGB	178 / 178 / 178
	Web Safe RGB	B2 / B2 / B2
	HEX	999


### Light Blue

	Pantone®	299
	CMYK	85 / 19 / 0 / 0
	RGB	0 / 152 / 217
	Web Safe RGB	00 / 98 / D9
	HEX	2694de


### Dark Grey

	Pantone®	425
	CMYK	0 / 0 / 0 / 80
	RGB	87 / 87 / 86
	Web Safe RGB	57 / 57 / 56
	HEX	444


### Green

	Pantone®	342
	CMYK	100 / 0 / 71 / 43
	RGB	0 / 104 / 75
	Web Safe RGB	00 / 68 / 4B
	HEX	114714

### Orange


	Pantone®	716
	CMYK	0 / 45 / 91 / 0
	RGB	245 / 157 / 33
	Web Safe RGB	F5 / 9D / 21
	HEX	faaf04


### Yellow

	Pantone®	142
	CMYK	0 / 28 / 76 / 0
	RGB	252 / 193 / 78
	Web Safe RGB	FC / C1 / 4E
	HEX	fdcf67


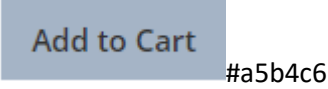
### Extra tinted options

	The Dark blue can be used at 20% strength
---	---

	The Light Blue can be used at 40% strength
---	--

	The Green can be used at 20% strength
---	---------------------------------------

### 1.7.1 Button design

<p>Normal button design</p> <pre>action.primary{ background-color: white; color: #d10075; border-radius: 25px; border: 2px solid #003a78;}</pre>	
<p>Hover design</p>	
<p>Applies to</p>	<p>All buttons, including</p> <ul style="list-style-type: none"> <li>• Add to basket on category listing,</li> <li>• Product page,</li> <li>• You may also like</li> <li>• Home page product widgets</li> <li>• Home page view now</li> <li>• Mini basket proceed to checkout</li> </ul>

### 1.7.2 Range colours

<p>OUT Range (Light Blue)</p>	<p>40% = #a8d4f2</p>
<p>IN Range (Dark Blue)</p>	<p>20% = #ced3da</p>
<p>GO Range (Green)</p>	<p>20% = #cfdad0</p>

### 1.8 Fonts

<p>For standard body and headline text,</p>	<p>Noto Sans Light Noto Sans Regular</p>
<p>For subheadings and emphasis</p>	<p><b>Noto Sans Semibold</b></p>

If you need something stronger	<b>Noto Sans Bold</b> <b>Noto Sans Extra Bold</b>
Where space is limited (e. technical details, labels etc. a condensed version can be used	Noto Condensed Light Noto Condensed Regular

## 2 Header / Footer

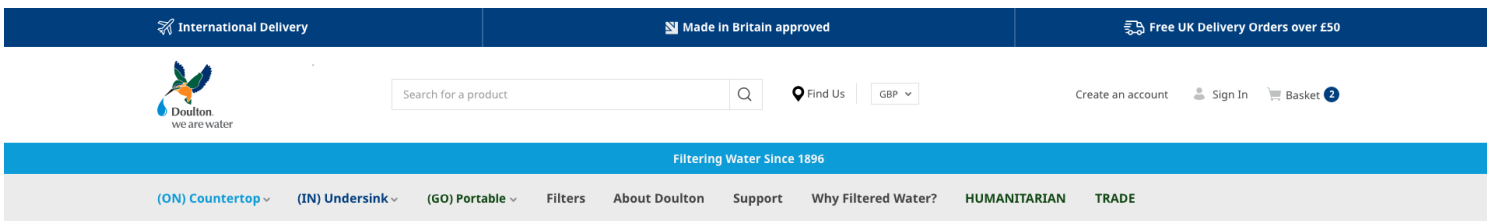
### 2.1 Header – Desktop

#### 2.1.1 Header desktop Logo

It is assumed your logo will appear top left on every page and be clickable.



#### 2.1.2 Header standard features



Sign in / (Create account)? Y/N	Y
Create Company account? Y/N	Y
Standard Magento search? Y/N	Y
Basket with counter and mini basket link? Y/N	Y
Country Selector (where multiple sites)? Y/N	N
Currency Selector	GBP, EUR, USD
Quick Order? Y/N	N
Find Us? Y/N	Y



2.1.2.1 Header - search

Add the search bar with

Search Bar visible? Y/N	Y
Predictive Search? Y/N	Y

2.1.2.2 Header - find us



This can appear on the header, it can either go to a static page or a postcode lookup page

Store finder link?	<a href="https://doulton.com/global-partners/">https://doulton.com/global-partners/</a> Praveen, need to recreate this page.
--------------------	---

2.1.2.3 Header – Currency selector

Currency Selector	GBP, EUR, USD
-------------------	---------------

2.1.2.4 Header – Create an Account

Create an account

Allow selection of public or trade account? Y/N	Both
---	------

2.1.2.5 Header – Sign in



2.1.2.6 Mini basket



2.1.2.7 Blue Title

**Filtering Water Since 1896**

Content defined in block name	Above-menu
-------------------------------	------------

2.1.3 Header custom features

Feature
Remove top level compare products message. (Compare Products n items message next to sign in)

2.2 Category structure

2.2.1 Mega menu and burger menu constraints

We recommend a mega menu for desktop and a this will fit in well with a burger menu for mobile.

The structural restrictions will be as follows,

**Level 1 – initially visible on the desktop**

Level 1	<b>Level 1</b>	Level 1	Level 1	Level 1	Level 1	Level 1	Level 1	Level 1
<a href="#">(ON) Countertop</a> v	<a href="#">(IN) Undersink</a> v	<a href="#">(GO) Portable</a> v	Filters	About Doulton	Support	Why Filtered Water?	HUMANITARIAN	TRADE

We suggest a limit of 9 level 1 categories, this is for 2 reasons,

- to leave a readable font size, and
- people generally can memorize lists of 7+-2 items.

**Level 2 & 3 – visible once level 1 menu selected,**

<b>Level 2</b>	<b>Level 2</b>	<b>Level 2</b>	<b>Level 2</b>	<b>Level 2</b>
Level 3	Level 3	Level 3	Level 3	Level 3
Level 3	Level 3	Level 3	Level 3	Level 3
Level 3	Level 3	Level 3	Level 3	Level 3
Level 3	Level 3	Level 3	Level 3	Level 3
Level 3	Level 3	Level 3	Level 3	Level 3
Level 3	Level 3	Level 3	Level 3	Level 3
Level 3	Level 3	Level 3	Level 3	Level 3

Level 2 – up to 5 wide.

Level 3 – up to 9 deep.

Standard Mega Menu within prescribed limits? Y/N	Y
First Category colour – light blue as per design	Y
Second Category colour – dark blue as per design	Y
Third Category colour – green as per design	Y
Humanitarian & Trade colour – green as per the design	Y

Note the client is responsible for mega menu structure maintenance via the Magento back office.

### 2.2.2 Mega menu customization

You may wish to add images for featured products in the mega menu on the desktop or have an icon for each menu item. Please identify your requirements

Feature
Full width megamenu, hero images to the right, where there is space (i.e. not for 5 wide)

### Homeware megamenu drop down

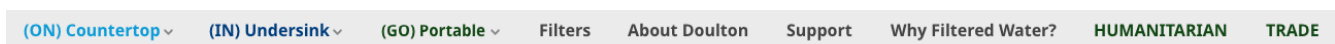
- |                      |               |                  |
|----------------------|---------------|------------------|
| By Category          | By Collection | By Room          |
| Mugs & Cups          | Moquette      | Kitchen & Dining |
| Coasters & Placemats | Hidden London | Living           |
| Luggage Racks        |               | Soft Furnishings |
| Cushions & Throws    |               |                  |



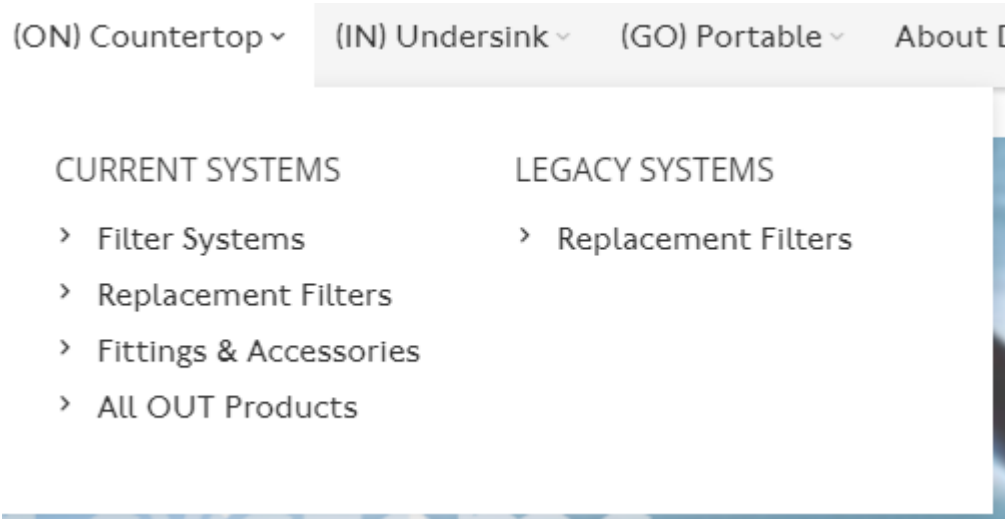
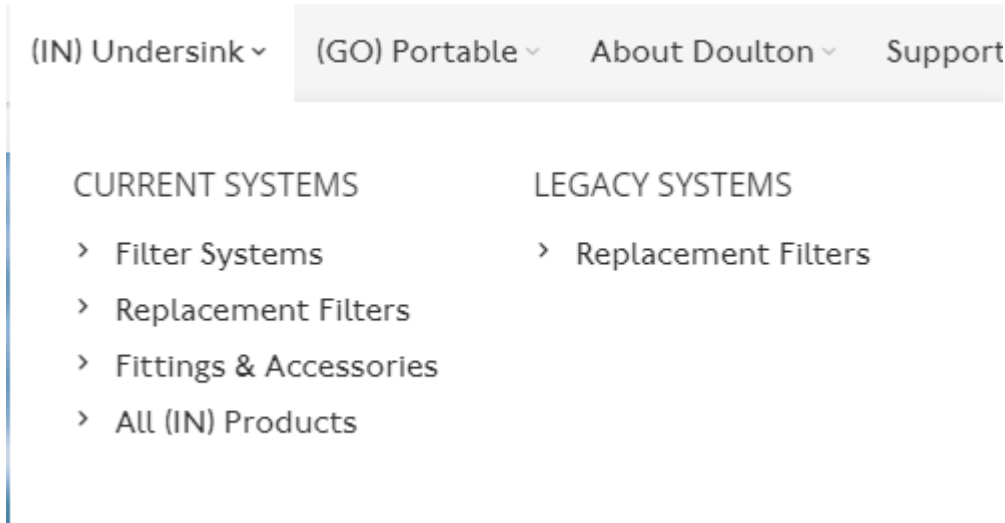
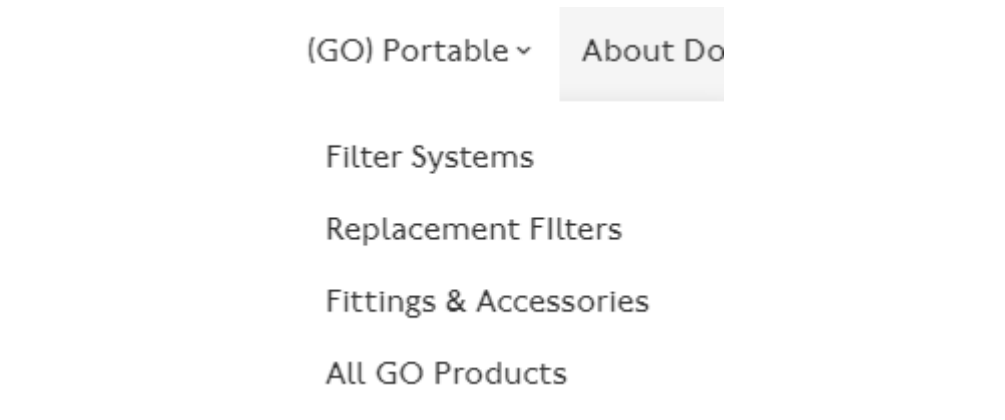
#### 2.2.2.1 Category data setup

It is the responsibility of the client to create their desired category structure, however for the purposes of testing the following need to be set up on the 247 Dev system, and Staging.

#### Level 1



Levels 2 and 3 (Just white categories not grey)

<p>ON Countertop</p>	 <p>(ON) Countertop ▾ (IN) Undersink ▾ (GO) Portable ▾ About D</p> <p>CURRENT SYSTEMS LEGACY SYSTEMS</p> <ul style="list-style-type: none"> <li>› Filter Systems</li> <li>› Replacement Filters</li> <li>› Fittings &amp; Accessories</li> <li>› All OUT Products</li> </ul> <p>› Replacement Filters</p>
<p>IN Undersink</p>	 <p>(IN) Undersink ▾ (GO) Portable ▾ About Doulton ▾ Support</p> <p>CURRENT SYSTEMS LEGACY SYSTEMS</p> <ul style="list-style-type: none"> <li>› Filter Systems</li> <li>› Replacement Filters</li> <li>› Fittings &amp; Accessories</li> <li>› All (IN) Products</li> </ul> <p>› Replacement Filters</p>
<p>Go Portable</p>	 <p>(GO) Portable ▾ About Do</p> <p>Filter Systems</p> <p>Replacement Filters</p> <p>Fittings &amp; Accessories</p> <p>All GO Products</p>

About Doulton	<p>About Doulton ▾ Support Why Filtered water? ▾ HUMA</p> <p>ABOUT US</p> <ul style="list-style-type: none"><li>› Our History</li><li>› Contact Us</li><li>› Where to Buy</li><li>› News (Blog)</li><li>› Careers</li></ul> <p>DOWNLOAD CENTRE</p> <ul style="list-style-type: none"><li>› Product Group One</li><li>› Product Group 2</li><li>› Product Group 5</li></ul>
Why filter	<p>Why Filtered water? ▾ HU</p> <p>Benefits of water filtering</p> <p>Which filter do I need?</p>

## 2.3 Header stop press ribbon

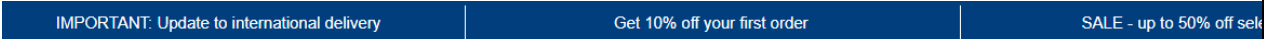
### 2.3.1 Header stop press ribbon – Desktop



This is a content editable area that you can show on every page, you could highlight latest offers, or pending sales.

Stop press ribbon? Y/N	Y
At the top or below the mega menu	Top of screen

### 2.3.2 Header stop-press ribbon desktop customization

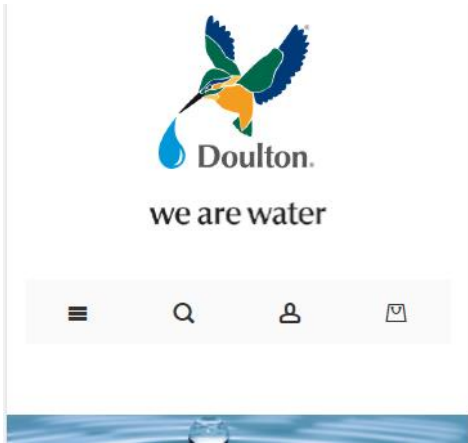
ID	Feature
2.3.2.1	<p>The content will be editable by a Magento content block called “stop-press” shown as a carousel with 3 elements,</p>  <p>For page width over 800px the trust bar will not scroll and have 3 elements.</p> <p>For page width under 800px it will have a single display 3 element scrolling action, on 10 second scroll</p>

### 2.3.3 Header stop-press ribbon mobile customization

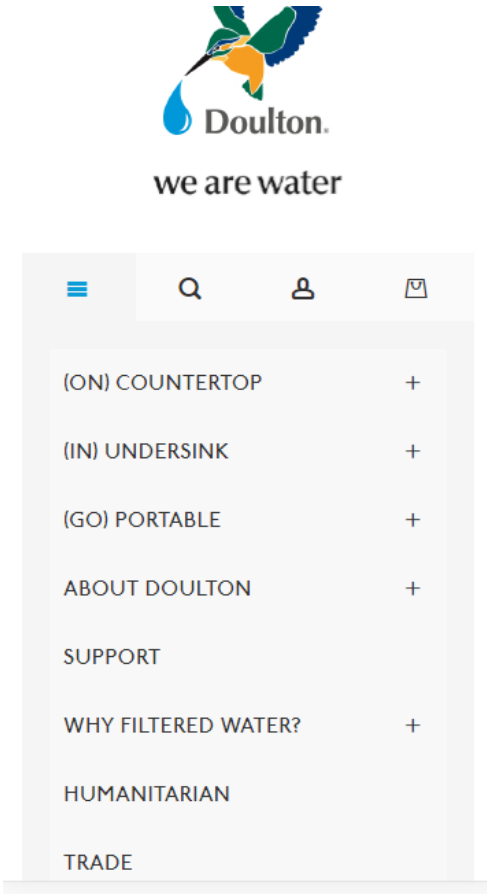
ID	Feature
2.3.3.1	The mobile content will be editable by a Magento content block called “stop-press-mobile-upper”

## 2.4 Header - Mobile

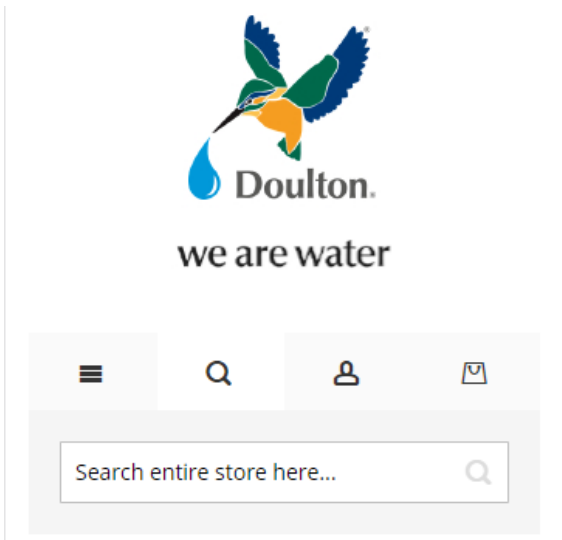
### 2.4.1 Header Mobile - Landing element



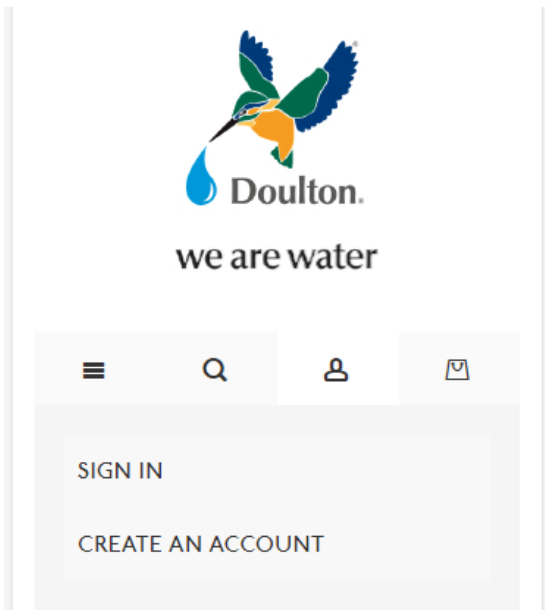
### 2.4.2 Header Mobile - Category structure



2.4.3 Header mobile - Search

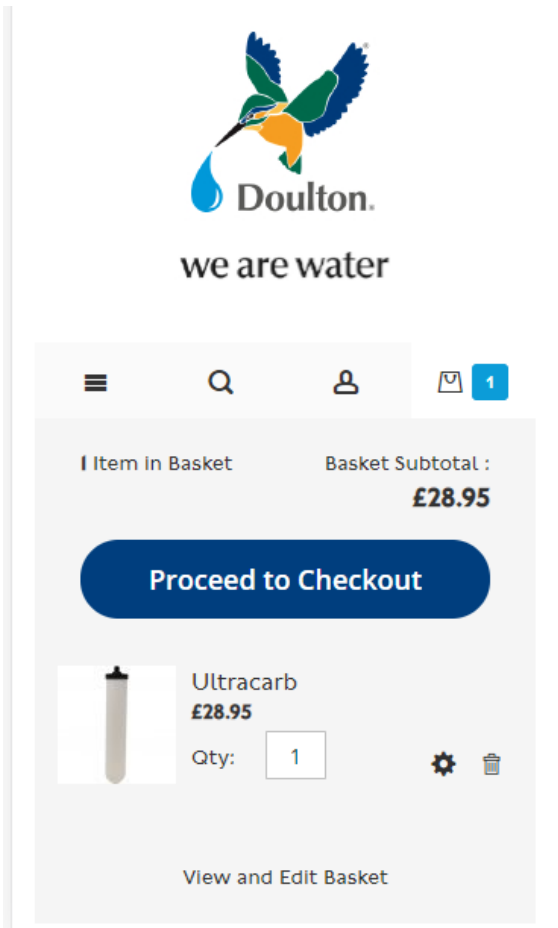


2.4.4 Header mobile - Sign in





2.4.5 Header mobile - Mini basket



Note pricing will show as per the rules described later.

Replace “Cart” with “Basket”? Y/N	Y
-----------------------------------	---


2.5 Breadcrumb


On Home page? Y/N	N
On Category and Product pages? Y/N	Y
On Static content pages? Y/N	Y
On Checkout? Y/N	N


## 2.6 Footer

### 2.6.1 Footer – Desktop

#### Company

 Doulton Water Filters  
Lyndale Cross  
Lower Milehouse Lane  
Newcastle-under-Lyme  
United Kingdom, ST5 9BT

 +44 (0)343 222 5000

 filtersales@doulton.com








#### More about Doulton



[About Us](#)  
[Advanced Search](#)  
[Authenticate your product](#)  
[Blog](#)  
[Contact Us](#)  
[Downloads](#)  
[FAQ](#)  
[Find Us](#)  
[Loyalty](#)  
[Register your product](#)




#### Policies


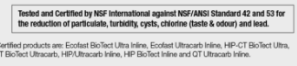
[Delivery](#)  
[Environmental Policy](#)  
[Orders and Returns](#)  
[Privacy](#)  
[Quality Policy](#)  
[Returns](#)  
[Terms & Conditions of Supply](#)  
[Terms & Conditions of Use](#)  
[US State Restrictions](#)

#### Follow Us





 

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## 2.6.1.1 Footer content links - desktop

The following links can be found on the footer, in some cases Magento has standard template information, but in many others a blank page will be created for the link.


Page	Use	URL
About Us? Y/N	y	about-doulton
Advanced search	Y	cataloguesearch/advanced
Authenticate your Product	Y	Product-authentication
Blog	Y	news
Contact us? Y/N	Y	contact
Downloads	Y	downloads-guidance
FAQ? Y/N	y	faqs
Find Us	Y	Find-us
Loyalty	Y	Loyalty
Register your product	Y	Product-registration
Delivery? Y/N	Y	Delivery
Environmental Policy	Y	environmental-policy
Orders and Returns search	Y	sales/guest/form/
Privacy & Cookie Policy? Y/N	y	privacy-policy-cookie-restriction-mode
Quality Policy	Y	Quality-policy
Terms & condition of use? Y/N	Y	terms-of-use
T&C of supply	Y	Terms-of-supply
Returns? Y/N	Y	returns

US State restrictions	Y	US-state-restrictions
-----------------------	---	-----------------------

See section 2.6.1 for visual guidance.

2.6.1.2 Footer links - desktop

Link	Y/N	URL
Facebook icon? Y/N	Y	Existing site link
Twitter Icon? Y/N	Y	Existing site link
Pintrest Link Y/N	Y	Existing site link
Instagram Icon? Y/N	Y	Existing site link
Youtube? Y/N	Y	<a href="https://www.youtube.com/c/DoultonWater">https://www.youtube.com/c/DoultonWater</a>
Tick tok	Y	<a href="https://www.tiktok.com/@doultonwaterfilters?lang=en">https://www.tiktok.com/@doultonwaterfilters?lang=en</a>
Snapchat	Y	<a href="https://www.snapchat.com/add/doultonwater">https://www.snapchat.com/add/doultonwater</a>
Trustpilot / Feefo logo? Y/N	y	Trustpilot – icon does not link
SSL Security logo? Y/N	N	
Card details block Y/N indicate which payment types	Y	Master Card, Visa, Apple Pay, Amazon Pay, Google Pay. (note the design is not correct, please use the above logos) Icons do not link
Contact phone number (click to dial)? Y/N	Y	+44 (0)343 222 5000
Name and address	Y	See the design – no link
Search Terms? (Search terms heat map) Y/N <a href="https://docs.magento.com/m2/ce/user_guide/marketing/search-terms-popular.html">https://docs.magento.com/m2/ce/user_guide/marketing/search-terms-popular.html</a>	N	

Newsletter signup	Y	
Advanced Search? Y/N (Additional search fields)	Y	+ link below search bar
Credentials images	Y	 <p>Must be individual icons capable of linking. Only link where the current live site links.</p>

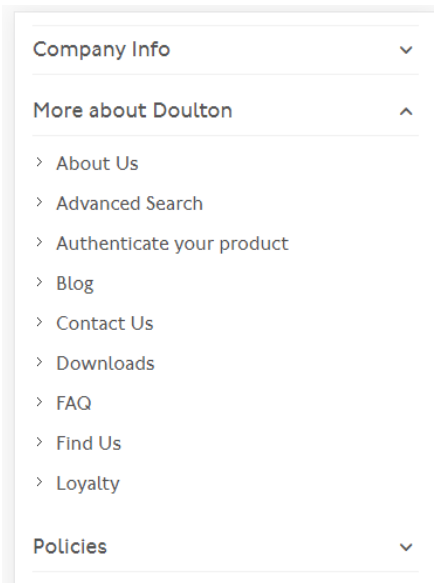
## 2.6.2 Mobile footer

### 2.6.2.1 Mobile footer - overall structure

Category structure operation with Products, Help, Newsletter, Company information as level 1 items.



With More about Doulton Selected



2.6.2.2 *Mobile footer - The newsletter element*

2.6.2.3 *Mobile footer - The company info elements*

2.6.2.4 *Chat*

The best one is Live-chat, Dotdigital will also provide this. They ask for JavaScript to be added to the site to the work here is to add the snippet if you are not using Google Tag Manager

Chat? Y/N	N
JavaScript snippet	<b>Chatbot – Zendesk – Gemma to provide snippet</b> in phase 2

2.6.2.5 *Standard cookie popup*

Item	Want	JavaScript
Standard Magento Cookie warning? Y/N This identifies there are cookies and invites you look at the privacy policy page.	Y	NA
Cookiebot? Y/N <a href="https://www.cookiebot.com/en/">https://www.cookiebot.com/en/</a> Client responsible for signing up with Cookiebot	N	

## 3 Content pages

### 3.1 Summary of pages

#### 3.1.1 Existing Pages to be transferred – Custom work required

The custom work will be described later in this chapter.

Page	Old URL	New URL	Notes
Home			Praveen to create design
Contact us	<a href="https://doulton.com/contact/">https://doulton.com/contact/</a>	contact	split into 3 will need to purchase form extension,
Product authentication	<a href="https://doulton.com/candle-authentication-product-registration/validate-doulton-product/">https://doulton.com/candle-authentication-product-registration/validate-doulton-product/</a>	Product-authentication	Page to interface with third party system. As per current link, add 4 digit code field, product level drop down structure. serial number must match,
Product Registration	<a href="https://doulton.com/candle-authentication-product-registration/">https://doulton.com/candle-authentication-product-registration/</a>	Product-registration	Need a form to store the registrant details in the back office.
Find us	<a href="https://doulton.com/global-partners/">https://doulton.com/global-partners/</a>	our-stockists	Replicate existing map functionality
Frequently asked Questions	<a href="https://doulton.com/information-centre/faqs-help/">https://doulton.com/information-centre/faqs-help/</a>	faqs	Possibly use an extension or tabs and concertina system
Blog	<a href="https://doulton.com/information-centre/news-blog/">https://doulton.com/information-centre/news-blog/</a>	news	Will need an extension
Terms and conditions of supply	<a href="https://doulton.com/wp-content/uploads/2018/05/Terms-and-Conditions-of-Supply-Updated-Links.pdf">https://doulton.com/wp-content/uploads/2018/05/Terms-and-Conditions-of-Supply-Updated-Links.pdf</a>	Terms-of-supply	Copy in a standard T&C template. Client to populate
Terms and conditions of use	<a href="https://doulton.com/wp-content/uploads/2018/05/Terms-and-Conditions-Use.pdf">https://doulton.com/wp-content/uploads/2018/05/Terms-and-Conditions-Use.pdf</a>	Terms-of-use	Copy in a standard T&C template. Client to populate
Privacy policy	<a href="https://doulton.com/wp-content/uploads/2018/06/Privacy-Policy3.pdf">https://doulton.com/wp-content/uploads/2018/06/Privacy-Policy3.pdf</a>	privacy-policy-cookie-restriction-mode	Use standard Magento privacy page, Current content to be updated by client, depending on Rob's instructions.

3.1.2 Existing Pages to be transferred – Client to populate using Magento Page-builder

247 will create the content pages (or blocks if part of the category structure), client will create content.

Page	Old URL	New URL	Notes
Home			
3.1.2.1 <i>About Doulton</i>	<a href="https://doulton.com/discover-doulton/about-doulton/">https://doulton.com/discover-doulton/about-doulton/</a>	about-doulton	Create page and copy the template page (see later) client to create content from template
3.1.2.2 <i>Downloads</i>	<a href="https://doulton.com/information-centre/downloads-guidance/">https://doulton.com/information-centre/downloads-guidance/</a>	Downloads-guidance	Now download centre, part of About Doulton
3.1.2.3 <i>Quality policy</i>	<a href="https://doulton.com/wp-content/uploads/2018/05/Quality-Policy.pdf">https://doulton.com/wp-content/uploads/2018/05/Quality-Policy.pdf</a>	Quality-policy	Footer Create simple text based content page, from the live content
3.1.2.4 <i>Environmental policy</i>	<a href="https://doulton.com/wp-content/uploads/2018/05/Environmental-Policy.pdf">https://doulton.com/wp-content/uploads/2018/05/Environmental-Policy.pdf</a>	Environmental-policy	Footer Create simple text based content page, from the live content
3.1.2.5 <i>US State restrictions</i>	<a href="https://doulton.com/wp-content/uploads/2020/03/California-State-Restrictions.pdf">https://doulton.com/wp-content/uploads/2020/03/California-State-Restrictions.pdf</a>	US-state-restrictions	Footer Create simple text based content page, from the live content
3.1.2.6 <i>Alternatives to plastic bottled water</i>	<a href="https://doulton.com/alternatives-to-plastic-bottled-water/">https://doulton.com/alternatives-to-plastic-bottled-water/</a>	alternatives-to-plastic-bottled-water/	Part of why filtered water section Add a product category widget for the recommendations on the footer.
3.1.2.7 <i>Best home water filter system</i>	<a href="https://doulton.com/best-home-water-filter-system/">https://doulton.com/best-home-water-filter-system/</a>	best-home-water-filter-system/	Part of why filtered water section
3.1.2.8 <i>Bottled water vs filtered water</i>	<a href="https://doulton.com/bottled-water-vs-filtered-water/">https://doulton.com/bottled-water-vs-filtered-water/</a>	bottled-water-vs-filtered-water/	Part of why filtered water section
3.1.2.9 <i>Water filter jugs vs inline water filters</i>	<a href="https://doulton.com/difference-between-water-filter-jugs-inline-water-filters/">https://doulton.com/difference-between-water-filter-jugs-inline-water-filters/</a>	Water-filter-jugs-vs-inline-water-filters	Part of why filtered water section
3.1.2.10 <i>Effects of bottled water</i>	<a href="https://doulton.com/effects-of-plastic-bottles/">https://doulton.com/effects-of-plastic-bottles/</a>	effects-of-plastic-bottles/	Part of why filtered water section
3.1.2.11 <i>Microplastics in drinking water</i>	<a href="https://doulton.com/filters-solution-to-microplastics-in-drinking-water/">https://doulton.com/filters-solution-to-microplastics-in-drinking-water/</a>	Microplastics-in-drinking-water	Part of why filtered water section
3.1.2.12 <i>Filtration story video</i>	<a href="https://doulton.com/filtration-story-video/">https://doulton.com/filtration-story-video/</a>	Filtration-story-video	Part of why filtered water section Video will be on Youtube

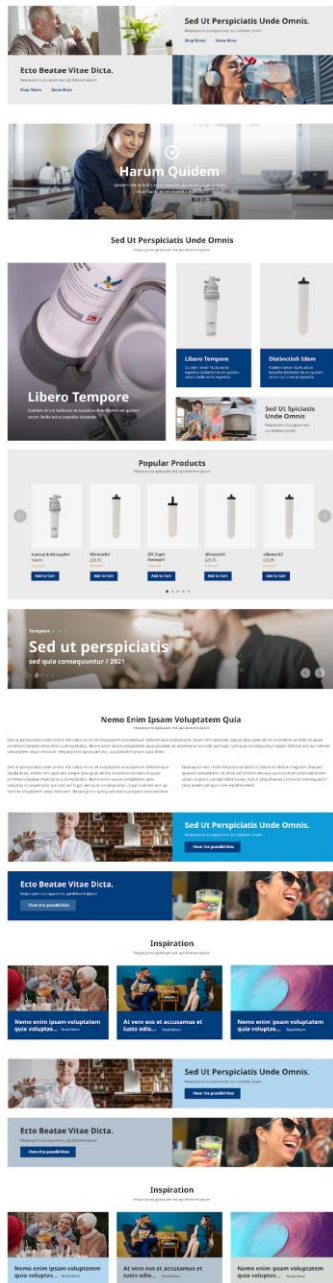


3.1.3 New pages – Client to populate using Magento Page-builder

247 will create the content pages (or blocks if part of the category structure) and populate with the new template page (design) see slide in section 3.1.3.13, or block content, client will then edit the content. 247 no need to create content.

Page	url	Notes
3.1.3.1 <i>Why filter your water</i>	Why-filter-your-water	Category structure – block
3.1.3.2 <i>Benefits of filtering</i>	Benefits-of-filtering	Category structure – block
3.1.3.3 <i>Which Filter</i>	Which-filter	Category structure – block
3.1.3.4 <i>Trade</i>	Trade	Category structure – block
3.1.3.5 <i>Royal Doulton Water</i>	Royal-doulton-water-filters	Redirect from royaldoultonwaterfilter.com. Landing page to explain why redirect happened.
3.1.3.6 <i>Why Doulton</i>	Why-doulton	Category structure – block
3.1.3.7 <i>In Undersink</i>	in-undersink	Category Landing Page – block
3.1.3.8 <i>ON Counter Top</i>	On-countertop	Category Landing Page – block
3.1.3.9 <i>GO Filter Systems</i>	Go-portable	Category Landing Page – block
3.1.3.10 <i>Delivery</i>	Delivery	Page
3.1.3.11 <i>Returns</i>	Returns	Page
3.1.3.12 <i>Delivery block</i>	Delivery-block	Block – to be used on product pages
3.1.3.13 <i>Household filter Kit</i>	Household filter kit	Block, was <a href="https://doulton.com/humanitarian-products/household-filter-kit/">https://doulton.com/humanitarian-products/household-filter-kit/</a> but page has not content. Add in humanitarian section

3.1.3.14 Content Template page and block



See the .png file “Content Page Template Structures”, create using the page builder a page that has all these elements as shown. Create a page called Template-page with this structure in it.

Copy the structure to a content block called template-block.

For the avoidance of doubt, this element is an OWL slider.



### 3.1.4 New pages – Custom work required

The custom work will be described later in this chapter

Page	URL	Notes
3.1.4.1 <i>Loyalty scheme</i>	loyalty	Rename standard page reward-points
Contact us Humanitarian	Contact-us-humanitarian	
Contact us Trade	Contact-us-trade	

## 3.1.5 Existing pages that will not be transferred

Level	Page	URL	
1	Authentication	<a href="https://doulton.com/candle-authentication-product-registration/">https://doulton.com/candle-authentication-product-registration/</a>	Being merged
2	Authenticate Berkfeld Filter	<a href="https://doulton.com/candle-authentication-product-registration/validate-british-berkefeld-product/">https://doulton.com/candle-authentication-product-registration/validate-british-berkefeld-product/</a>	Being merged
1	Shop Landing Page	<a href="https://doulton.com/shop/">https://doulton.com/shop/</a>	3 Landing categories
1	Discover Doulton	<a href="https://doulton.com/discover-doulton/">https://doulton.com/discover-doulton/</a>	
2	Taste	<a href="https://doulton.com/discover-doulton/taste/">https://doulton.com/discover-doulton/taste/</a>	
2	Trust	<a href="https://doulton.com/discover-doulton/trust/">https://doulton.com/discover-doulton/trust/</a>	
2	Make the Doulton Difference	<a href="https://doulton.com/discover-doulton/make-the-doulton-difference/">https://doulton.com/discover-doulton/make-the-doulton-difference/</a>	
2	Do you know what's in the water you are drinking	<a href="https://doulton.com/do-you-know-whats-in-the-water-youre-drinking/">https://doulton.com/do-you-know-whats-in-the-water-youre-drinking/</a>	
2	Lifestyle	<a href="https://doulton.com/discover-doulton/lifestyle/">https://doulton.com/discover-doulton/lifestyle/</a>	
2	Customer comments	<a href="https://doulton.com/discover-doulton/customer-comments/">https://doulton.com/discover-doulton/customer-comments/</a>	
2	Filtachek app	<a href="https://doulton.com/the-doulton-application/">https://doulton.com/the-doulton-application/</a>	
2	Doulton kids club	<a href="https://doulton.com/kids-club/">https://doulton.com/kids-club/</a>	
2	How to	<a href="https://doulton.com/wp-content/uploads/2018/06/Authentication-Data-Sheet.pdf">https://doulton.com/wp-content/uploads/2018/06/Authentication-Data-Sheet.pdf</a>	Currently a PDF link
2	Product Registration	<a href="https://doulton.com/candle-authentication-product-registration/product-registration/">https://doulton.com/candle-authentication-product-registration/product-registration/</a>	Is a form, where does this go to?
2	Authenticate your Doulton candle	<a href="https://doulton.com/candle-authentication-product-registration/validate-doulton-product/">https://doulton.com/candle-authentication-product-registration/validate-doulton-product/</a>	Being merged
2	Authenticate your Berkfield candle	<a href="https://doulton.com/candle-authentication-product-registration/validate-british-berkefeld-product/">https://doulton.com/candle-authentication-product-registration/validate-british-berkefeld-product/</a>	Being merged
1	Information centre	<a href="https://doulton.com/information-centre/">https://doulton.com/information-centre/</a>	
2	Technical Specification	<a href="https://doulton.com/information-centre/technical-specification/">https://doulton.com/information-centre/technical-specification/</a>	Why Doulton replaces
2	Trustpilot reviews	<a href="https://doulton.com/information-centre/trustpilot-reviews/">https://doulton.com/information-centre/trustpilot-reviews/</a>	Low credibility in its current form, Trustpilot needs management, suggest you go with Magento star ratings and drop Trustpilot.
1	Cookie policy	<a href="https://doulton.com/wp-content/uploads/2018/05/Cookie-Usage.pdf">https://doulton.com/wp-content/uploads/2018/05/Cookie-Usage.pdf</a>	
1	Delivery and returns policy	<a href="https://doulton.com/delivery-returns-policy/">https://doulton.com/delivery-returns-policy/</a>	

3.2 Home

3.2.1 Home page - Desktop

3.2.1.1 Home page desktop - Carousel / Main static image



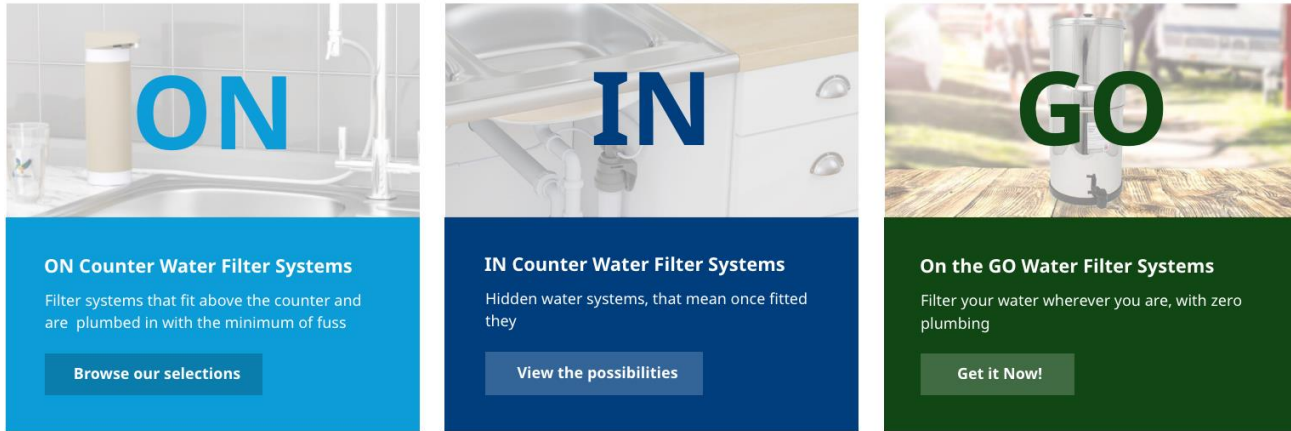
Ignore the mini basket overwrite

Carousel or Main static image? Y/N	Carousel.
If static image, how many?	Na – see design
Carousel – needs Picture HTML to allow Mobile images to be different	Y

3.2.1.1.1 Home page desktop - Carousel / Main static image custom requirements

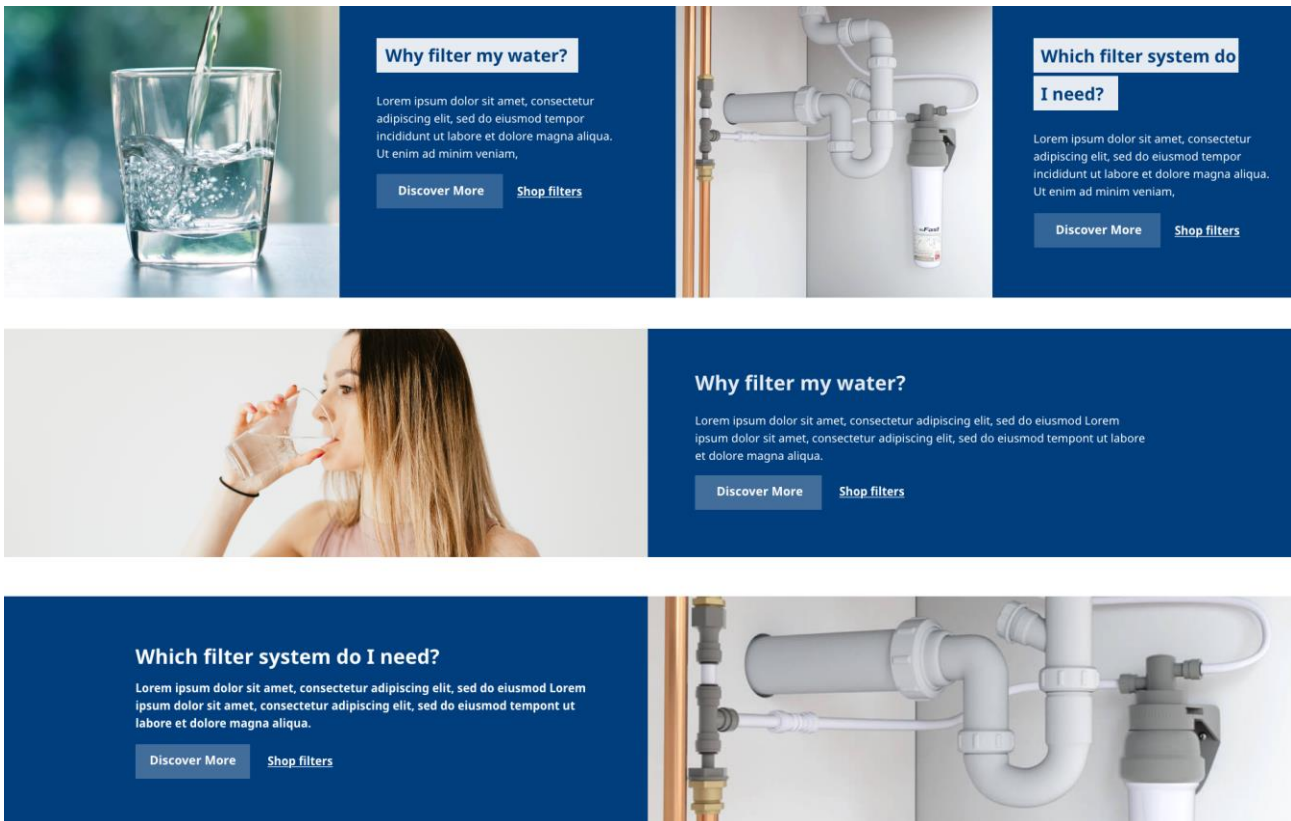
ID	Feature
3.2.1.1.2	<p>Controls to be placed at the foot of the image, counter blobs on the left and buttons bottom right</p>

3.2.1.2 Home page desktop - Static containers – 3 columns next



Content sections with hero image, H2 Header, paragraphs, CTA button

3.2.1.3 Home page desktop - Static containers –2 columns next



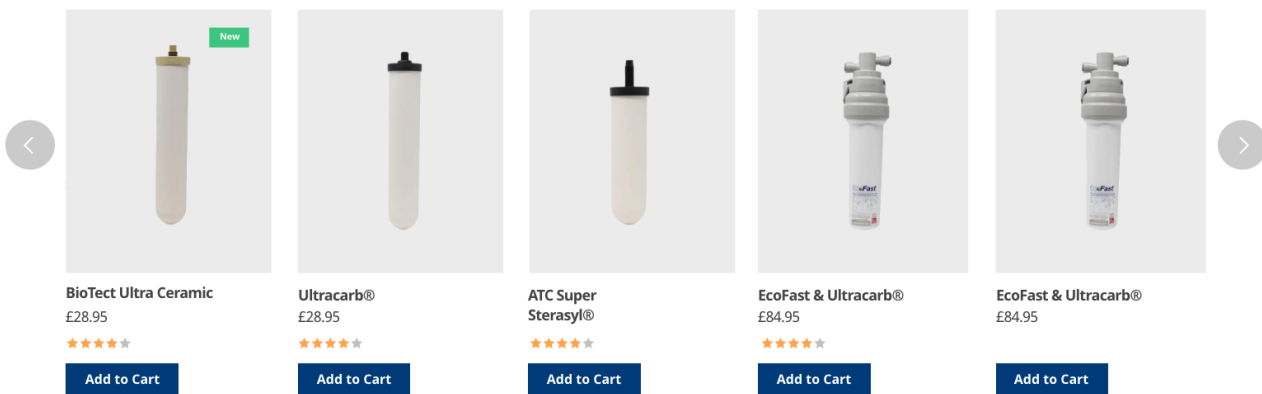
<p>Left and right call to action buttons? Y/N (please create links to content pages for the CTAs)</p>	<p>Y</p>
---	----------

3.2.1.4 Home page desktop - Featured products

We can provide a hot products panel, showing image, description, price, options, add to bag.

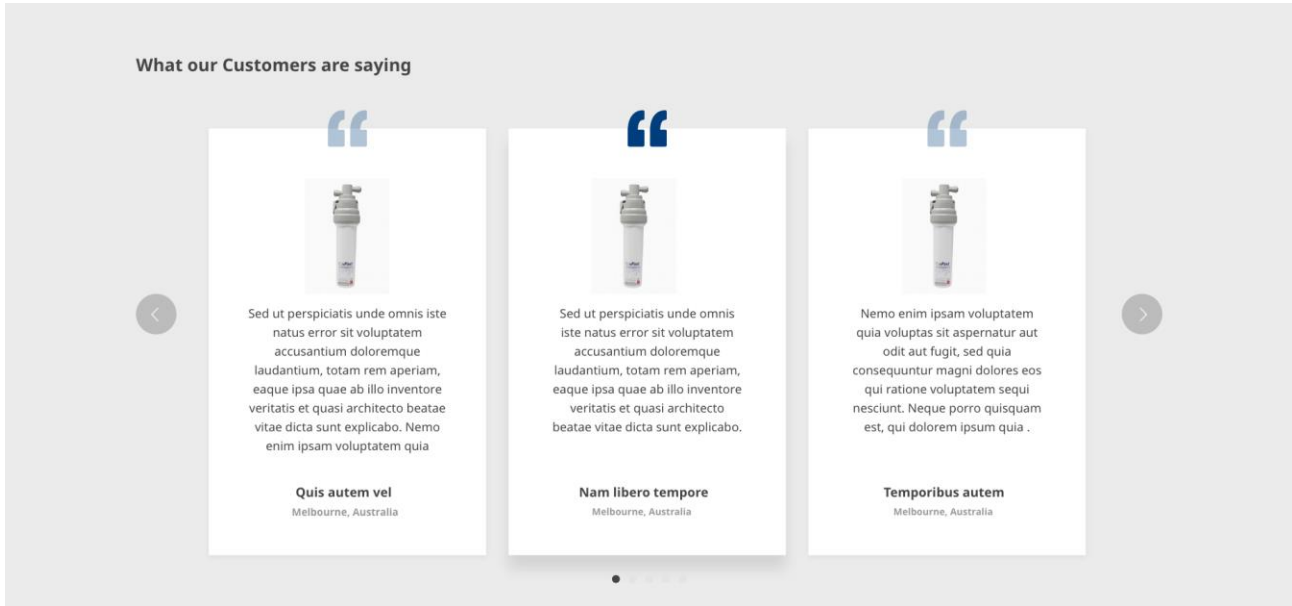
Featured products? Y/N	Y renamed Best sellers
Featured products manually controlled via Magento Back office (you can schedule products with from / to dates).  Or  Automatically select best sellers that still have stock	Category driven; category will be "Home page featured products"
Make the element a Slider	Y

Best Sellers



Use the product list feature, style the left and right-hand buttons. There will be a maximum of 10 products so initially only the right-hand button will display. On clicking the right-hand button, the left-hand button will display.

3.2.1.5 Home page desktop – Testimonials slider



Make this an OWL slider? Y/N	Y
------------------------------	---

3.2.1.6 Home page desktop - Static containers – thin slider – John Lewis



3 messages singly placed.

Messages e.g.

- Now delivering worldwide, 31 countries starting from £7
- Free delivery over £50 for UK
- Get money off with the loyalty scheme.

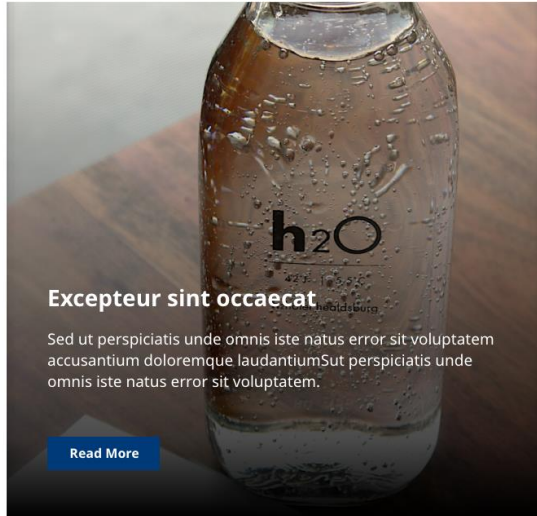
Make this an OWL slider? Y/N	Y
------------------------------	---

3.2.1.7 Home page desktop - Static containers – recent blog articles

Maintainable via Magento content management



Recent Blog Articles



NEMO  
Nemo enim ipsam voluptatem quia voluptas... [Read More](#)



QUIS  
At vero eos et accusamus et iusto odio dignissimos ducimus... [Read More](#)



EXCEPTEUR  
Nam libero tempore, cum soluta nobis est... [Read More](#)



EXCEPTEUR  
aque earum rerum hic tenetur a sapiente delectus, ut aut... [Read More](#)

[Explore All Blogs](#)

<p>Make this a Content block that the home page references? Y/N</p> <p>Note this is not automatically populated, hence this will be in a content block called home-page-blog</p>	<p>Y</p>
--	----------

3.2.2 Home page - Mobile

Same design but will need to adapt.

3.3 Content - Contact us

3.3.1 Contact us – Desktop

This is a single form.

Old URL	New URL	Notes
<a href="https://doulton.com/contact/">https://doulton.com/contact/</a>	contact	Drop down will be <ul style="list-style-type: none"> <li>I have a general product enquiry.</li> <li>I have a specific technical enquiry.</li> </ul>



Main Switchboard:  
01782 664420



Email:  
filtersales@doulton.com



Address:  
Doulton Water Filters  
Lymedale Cross  
Lower Milehouse Lane  
Newcastle-under-Lyme  
ST5 9BT  
United Kingdom



Fax:  
+44 (0)1782 664490

### Contact Doulton® for Information and Product Details

Doulton® is always on hand to provide you with more information, answer any questions you may have and help you discover your perfect Doulton® filter.

Our Frequently Asked Questions centre will provide you with answers to most common queries.

For anything else, please fill out the form below and we'll be in touch.

Full Name

Email Address

Telephone Number

Select Your Country ▼

I have a general product enquiry ▼

Subject


Enquiry

We would like to keep you up to date with our customer service, product innovation and special offers. You can select to receive these updates from us by ticking the box below. If you do tick this box please be assured that:

- you can change your mind about receiving updates from us and opt-out at any time; and
- we will never share your personal data with any third party who might want to send you marketing information about them.

Tick here to receive our updates online and by email.

For more information about how we protect your personal data, and to understand your rights in relation to personal data you submit to us, please read our [privacy policy](#).

I'm not a robot  [Privacy](#) [Terms](#)

Submit

If multiple, please specify the form builder extension you have purchased (Must be Cloud enabled)	e.g. <a href="https://marketplace.magento.com/mage-delight-module-customform.html?edition[]=commerce%20on%20cloud%20(ece)">https://marketplace.magento.com/mage-delight-module-customform.html?edition[]=commerce%20on%20cloud%20(ece)</a>
Design	Note the above is a guide respecting to the page features, the design will fit in with the overall agreed design (for example buttons have square edges).
Re-captcha	Y
Email address to go to	<a href="mailto:help@doulton.com">help@doulton.com</a>

### 3.3.2 Contact us Humanitarian – Desktop

Fields – all mandatory

- Name\*
- Email address\*
- Phone number\*
- Enquiry/message\*
- Re-Captcha

Style to be similar to the main contact us form.

If multiple, please specify the form builder extension you have purchased (Must be Cloud enabled)	e.g. <a href="https://marketplace.magento.com/mage-delight-module-customform.html?edition[]=commerce%20on%20cloud%20(ece)">https://marketplace.magento.com/mage-delight-module-customform.html?edition[]=commerce%20on%20cloud%20(ece)</a>
Re-captcha	Y
Email address to go to	<a href="mailto:cbutler@doulton.com">cbutler@doulton.com</a>

3.3.3 Contact us Humanitarian – Desktop

Fields (\* means mandatory)

- Business name\*
- Business (registered) Address\*
- Contact Name\*
- Contact Number\*
- Contact Email\*
- VAT number
- Website

If multiple, please specify the form builder extension you have purchased (Must be Cloud enabled)	e.g. <a href="https://marketplace.magento.com/mage-delight-module-customform.html?edition[]=commerce%20on%20cloud%20(ece)">https://marketplace.magento.com/mage-delight-module-customform.html?edition[]=commerce%20on%20cloud%20(ece)</a>
Re-captcha	Y
Email address to go to	<a href="mailto:rjackson@doulton.com">rjackson@doulton.com</a>

### 3.4 Authenticate product

#### 3.4.1 Form Design

Old URL	New URL	Notes
<a href="https://doulton.com/candle-authentication-product-registration/validate-doulton-product/">https://doulton.com/candle-authentication-product-registration/validate-doulton-product/</a>	Product-authentication	Page to interface with third party system. As per current link, add 4-digit code field, product level drop-down structure. serial number must match,

## Authenticate Your Doulton® Product

Form builder extension to be purchased (Must be Cloud enabled)	<a href="https://marketplace.magento.com/mage-delight-module-customform.html?edition[]=commerce%20on%20cloud%20(ce)">https://marketplace.magento.com/mage-delight-module-customform.html?edition[]=commerce%20on%20cloud%20(ce)</a>
Design	Note the above is a guide respecting to the page features, the design will fit in with the overall agreed design (for example buttons have square edges).

The enter your security code feature will be replaced by recaptcha.

#### 3.4.2 Authentication application

##### External access

The database is designed to be accessed by any browser on the LAN (Local Area Network) but should be firewalled from the Internet and access only allowed from the IP Address of the web site which hosts the customer serial number checking page. The web server can access the database using a simple API (Application Programming Interface). The database needs 3 items of information:

- Serial Number
- Product Code
- IP Address of requestee

An HTTP GET request is made in the format

<http://laser.faireyceramics.co.uk/laser/webcheckapi.cgi?Serial=1000000000Product=9045IP=222.222.222.222>

The reply is a number representing the number of times this Serial has already been checked. 0 means it has never been checked before and any larger number is the count of the number of times.

If there is an error, we return a simple code explaining the error. These include:

- Failed Verhoeff
- Product and Serial don't match
- Serial too short

Re-captcha to replace the enter security number shown on the left? Y/N	Y
Message if it is verified	We have verified your product is genuine
Need to get staging and production white listed	Nathan

### 3.5 Product Registration

Old URL	New URL	Notes
<a href="https://doulton.com/candle-authentication-product-registration/">https://doulton.com/candle-authentication-product-registration/</a>	Product-registration	Need a form to store the registrant details in the back office.

First Name

Last Name

Address

Select Your Country

Telephone

Email Address

Product Name

Filter Fitted

Water Filter Cartridge Fitted

Serial Number

Installation date

Where did you purchase the filter?

Main reason for fitting water filter


We would like to keep you up to date with our customer service, product innovation and special offers. You can select to receive these updates from us by ticking the box below. If you do tick this box please be assured that:

- you can change your mind about receiving updates from us and opt-out at any time; and
- we will never share your personal data with any third party who might want to send you marketing information about them.

Tick here to receive our updates online and by email.

For more information about how we protect your personal data, and to understand your rights in relation to personal data you submit to us, please read our [privacy policy](#).

I'm not a robot



reCAPTCHA  
Privacy · Terms

Submit

Re-captcha Y/N	Y
Extension used to store this data	<a href="https://marketplace.magento.com/mage-delight-module-customform.html?edition[]=commerce%20on%20cloud%200(ece)">https://marketplace.magento.com/mage-delight-module-customform.html?edition[]=commerce%20on%20cloud%200(ece)</a>

Values for product name

Product types
EcoFast
HBA Mk 1
HBA Mk 2
HBS BSP
HCA Gravity Filter
HCP
HCP BSP
HCP M12
HCP M15
HCS
HCS BSP
HCS M12
HCS M15
HIP
HIP DUO



HIP-1 BSP
HIP-1 M12
HIP-1 M15
HIP-2 M12
HIP-3 M12
HIS
HIS- Push Fit
HIS BSP
HIS M12
HIS M15
HIS-PF M12
P3
Rio 2000 Filter Module
SS Gravity Filter
TASTE Bottle
filtadapt®
HFK Household Filter
Not Applicable

Values for product Filter fitted <https://doulton.com/candle-authentication-product-registration/product-registration/>

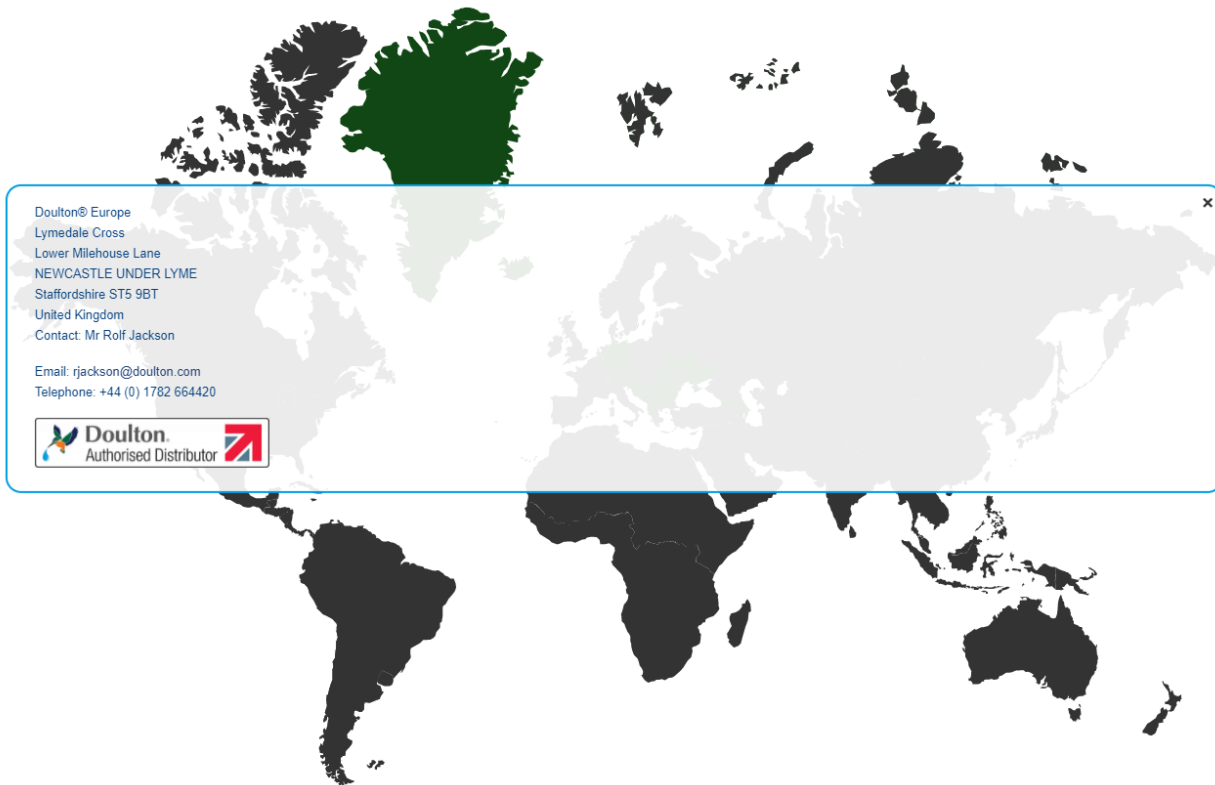
Product Filter Fitted
Standard
Sterasyll
Super Sterasyll
ATC Super Sterasyll
Supercarb
HP Super
BioText Super
Supercarb SI
Chlorasyll
HP Ultra
BioText Ultra
Supercarb SI
BioText Ultra Life
Ultracarb SI
Imperial Super Sterasyll
Ultracarb Slimline OBE
Not Applicable

Values for Water Cartridge fitted

Water filter Cartridge Fitted
Sediment Pre Filter
Fluoride Reduction
Limescale Reduction
TASTE Filter Cartridge
Not Applicable

3.6 Content – Find Us

Old URL	New url	Notes
<a href="https://doulton.com/global-partners/">https://doulton.com/global-partners/</a>	<a href="#">Our-stockists</a>	Replicate existing map functionality



This is a clickable map of the world, which has map co-ordinates that identify an area that is mapped to a store (organization)

Find a Free extension to store the organization details, then modify it to map to the country locations. The above screen shows Greenland being selected and the Greenland store being identified.

### 3.7 Content – Frequently Asked Questions

Old URL	New URL	Notes
<a href="https://doulton.com/information-centre/faqs-help/">https://doulton.com/information-centre/faqs-help/</a>	Faqs	Extension

Design changes will be limited to the button design and font to be the standard font set.

Just to make it clear, we will only use this extension for the FAQ content page

- We will not add a FAQ section to the product page (no tab space left)
- We will not use the extension to add it to the category listing, the mega menu extension itself will control this.

Client to purchase	<a href="https://amasty.com/faq-and-product-questions-for-magento-2.html">https://amasty.com/faq-and-product-questions-for-magento-2.html</a>
Client to populate content	Y

### 3.8 Content – Blog

Old URL	New URL	Notes
<a href="https://doulton.com/information-centre/news-blog/">https://doulton.com/information-centre/news-blog/</a>	News	Will need an extension

#### 3.8.1 Blog purchase

Client to purchase	<a href="https://marketplace.magento.com/aheadworks-module-blog.html?edition[]=commerce%20on%20prem%20(ee)&amp;edition[]=commerce%20on%20cloud%20(ece)">https://marketplace.magento.com/aheadworks-module-blog.html?edition[]=commerce%20on%20prem%20(ee)&amp;edition[]=commerce%20on%20cloud%20(ece)</a>
--------------------	---

#### 3.8.2 Blog data upload

We will copy the existing blog pages to the new blog.

Note there are 85 pages. Note there are a lot of internal site links that no longer work on the live site, so we will only copy external links, not internal lite links.

<https://doulton.com/11-reasons-drinking-water-is-good-for-you/>

<https://doulton.com/2017/12/13/dehydration-health-drinking-water/>

<https://doulton.com/2018/01/05/raise-glass-water-successful-dry-january/>

<https://doulton.com/2018/01/18/plastic-free-water-now-water-filter/>

<https://doulton.com/2018/02/20/water-filter-test-results-accuracy/>

<https://doulton.com/2018/10/23/can-chemicals-in-drinking-water-cause-allergy-symptoms/>

<https://doulton.com/2018/12/18/overindulged-drinking-water-could-help/>

<https://doulton.com/2019/01/07/11-reasons-drinking-water-is-good-for-you/>

<https://doulton.com/2019/02/08/water-filter-kitchen-renovation-list/>

<https://doulton.com/2019/02/28/which-water-filter-is-best-for-you/>

<https://doulton.com/2019/03/22/new-deal-brings-doulton-water-filters-to-local-stores/>

<https://doulton.com/2019/04/10/sustainable-choices-drinking-water/>

<https://doulton.com/alcohol-christmas-dehydration-hangover/>

<https://doulton.com/aquatech-amsterdam-water-innovation-water-quality/>

<https://doulton.com/aquatech-china-water-management-quality-innovation/>

<https://doulton.com/camping-equipment-water-filter/>

<https://doulton.com/can-chemicals-in-drinking-water-cause-allergy-symptoms/>

<https://doulton.com/can-drinking-water-have-an-impact-on-food-allergies/>

<https://doulton.com/can-drinking-water-help-reduce-dementia/>

<https://doulton.com/care-for-the-quality-of-drinking-water/>

<https://doulton.com/ceramic-dolton-water-filters-heritage>

<https://doulton.com/child-school-how-drinking-water-can-help/>

<https://doulton.com/chlorine-chloramine-drinking-water/>

<https://doulton.com/clean-drinking-water-cholera-pandemic/>

<https://doulton.com/concentrating-concentration-water-aids-brain-function/>

<https://doulton.com/cooking-with-filtered-water-boiling-versus-steaming/>

<https://doulton.com/cut-waste-choose-a-filter-for-high-quality-drinking-water-on-tap/>

<https://doulton.com/dehydration-health-drinking-water>

<https://doulton.com/dehydration-in-the-elderly/>

<https://doulton.com/dont-give-up-when-dry-january-ends/>

<https://doulton.com/doulton-returns-to-exclusively-housewares/>

<https://doulton.com/doulton-water-filter-on-trend-game-changer-exclusively-housewares/>

[https://doulton.com/doulton\\_workforce-565-years-combined-service/](https://doulton.com/doulton_workforce-565-years-combined-service/)

<https://doulton.com/e-coli-drinking-water-concerned/>

<https://doulton.com/exclusively-housewares-water-filter-greener-choice/>

<https://doulton.com/fakes-copies-counterfeits-doulton-items-authentic/>

<https://doulton.com/filter-plastic-drinking-water/>

<https://doulton.com/great-youve-purchased-water-filter-online-marketplace-genuine/>

<https://doulton.com/hard-facts-water/>

<https://doulton.com/have-you-got-the-bottle-to-swap/>

<https://doulton.com/healthy-happy-drink-water/>

<https://doulton.com/healthy-new-year-doulton-hydration-challenge/>

<https://doulton.com/help-millions-get-access-clean-drinking-water/>

<https://doulton.com/how-a-water-filter-works/>

<https://doulton.com/hydration-at-family-meals/>

<https://doulton.com/i-want-a-water-filter-but-i-rent-what-are-my-options/>

<https://doulton.com/importance-drinking-water-diabetes/>

<https://doulton.com/importance-healthy-drinking-water/>

<https://doulton.com/industry-showcase-brings-valuable-exposure-for-new-doulton-products/>

<https://doulton.com/information-centre/news-blog/>

<https://doulton.com/inline-water-filter-benefits/>

<https://doulton.com/lead-in-drinking-water/>

<https://doulton.com/longevity-vs-single-use-plastic-doulton-has-more-than-180-years-experience-in-creating-sustainable-water-filtration/>

<https://doulton.com/make-choice-cut-fluoride-drinking-water/>

<https://doulton.com/make-coffee-taste-better-filtered-drinking-water/>

<https://doulton.com/media-centre/news-blog/>

<https://doulton.com/national-home-improvement-month-hydration-health/>

<https://doulton.com/national-home-improvement-week-water-filter/>

<https://doulton.com/national-walking-month/>

<https://doulton.com/new-deal-brings-doulton-water-filters-to-local-stores/>

<https://doulton.com/nitrates-health-new-water-filter/>

<https://doulton.com/overindulged-drinking-water-could-help/>

<https://doulton.com/pet-insist-drinking-filtered-water/>

<https://doulton.com/plastic-tap-water-doulton-filter/>

<https://doulton.com/promoting-good-hydration-healthy-home/>

<https://doulton.com/raise-glass-water-successful-dry-january/>

<https://doulton.com/raw-water-health-craze-make-ill/>

<https://doulton.com/refreshment-sponsorship-serves-up-a-reminder-of-the-benefits-of-using-a-water-filter/>

<https://doulton.com/seasons-greetings-doulton-water-filters/>

<https://doulton.com/single-use-plastics-choose-water-filter/>

<https://doulton.com/spreading-the-water-filtration-word-across-social/>

<https://doulton.com/staying-hydrated-in-a-heatwave/>

<https://doulton.com/sustainable-choices-drinking-water/>

<https://doulton.com/sustainable-drinking-water-earth-day/>

<https://doulton.com/teach-children-hydration/>

<https://doulton.com/the-history-of-water-treatment-and-how-we-came-to-have-a-good-nose-for-clean-water/>

<https://doulton.com/the-royal-doulton-elite-filter-delivers-a-new-standard-in-drinking-water/>

<https://doulton.com/top-tips-children-drinking-water-summer-holidays/>

<https://doulton.com/torrential-rain-and-flooding-but-no-drinking-water/>

<https://doulton.com/water-filter-kitchen-renovation-list/>

<https://doulton.com/water-filter-test-results-accuracy/>

<https://doulton.com/what-are-the-healthy-minerals-in-water/>

<https://doulton.com/what-is-your-water-filter-taking-out/>

<https://doulton.com/what-makes-the-doulton-taste-water-filter-bottle-different/>

<https://doulton.com/which-water-filter-is-best-for-you/>

### 3.9 Terms and condition of supply

New URL	Notes
Terms-of-supply	Copy in a standard T&C template. Client to populate

Copy the content of this page, into the new page <https://www.phillipstoys.co.uk/terms-and-conditions>

### 3.10 Terms and condition of use

New URL	Notes
Terms-of-use	Copy in a standard T&C template. Client to populate

Copy the content of this page, into the new page <https://www.phillipstoys.co.uk/terms-and-conditions>

### 3.11 Privacy policy

Old URL	New URL	Notes
<a href="https://doulton.com/wp-content/uploads/2018/06/Privacy-Policy3.pdf">https://doulton.com/wp-content/uploads/2018/06/Privacy-Policy3.pdf</a>	privacy-policy-cookie-restriction-mode	Use standard Magento privacy page, Current content to be updated by client.

## Privacy Policy

Please replace this text with your Privacy Policy. Please add any additional cookies your website uses below (e.g., Google Analytics)

This privacy policy sets out how LTM Online Shop uses and protects any information that you give LTM Online Shop when you use this website. LTM Online Shop is committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified when using this website, then you can be assured that it will only be used in accordance with this privacy statement. LTM Online Shop may change this policy from time to time by updating this page. You should check this page from time to time to ensure that you are happy with any changes.

### What we collect

We may collect the following information:

- name
- contact information including email address
- demographic information such as postcode, preferences and interests
- other information relevant to customer surveys and/or offers

For the exhaustive list of cookies we collect see the List of cookies we collect section.

### What we do with the information we gather

We require this information to understand your needs and provide you with a better service, and in particular for the following reasons:

- Internal record keeping.
- We may use the information to improve our products and services.
- We may periodically send promotional emails about new products, special offers or other information which we think you may find interesting using the email address which you have provided.
- From time to time, we may also use your information to contact you for market research purposes. We may contact you by email, phone, fax or mail. We may use the information to customise the website according to your interests.

### Security

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online.

### How we use cookies

A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added and the cookie helps analyse web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

We use traffic log cookies to identify which pages are being used. This helps us analyse data about web page traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical analysis purposes and then the data is removed from the system.

Overall, cookies help us provide you with a better website, by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us. You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of the website.

### Links to other websites

Our website may contain links to other websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

### Controlling your personal information

You may choose to restrict the collection or use of your personal information in the following ways:

- whenever you are asked to fill in a form on the website, look for the box that you can click to indicate that you do not want the information to be used by anybody for direct marketing purposes
- if you have previously agreed to us using your personal information for direct marketing purposes, you may change your mind at any time by writing to or emailing us at [shopping@ltmuseum.co.uk](mailto:shopping@ltmuseum.co.uk)

We will not sell, distribute or lease your personal information to third parties unless we have your permission or are required by law to do so. We may use your personal information to send you promotional information about third parties which we think you may find interesting if you tell us that you wish this to happen.

You may request details of personal information which we hold about you under the Data Protection Act 1998. A small fee will be payable. If you would like a copy of the information held on you please write to .

If you believe that any information we are holding on you is incorrect or incomplete, please write to or email us as soon as possible, at the above address. We will promptly correct any information found to be incorrect.

### List of cookies we collect

The table below lists the cookies we collect and what information they store.

COOKIE name	COOKIE Description
CART	The association with your shopping cart.
CATEGORY_INFO	Stores the category info on the page, that allows to display pages more quickly.
COMPARE	The items that you have in the Compare Products list.
CURRENCY	Your preferred currency
CUSTOMER	An encrypted version of your customer id with the store.
CUSTOMER_AUTH	An indicator if you are currently logged into the store.
CUSTOMER_INFO	An encrypted version of the customer group you belong to.
CUSTOMER_SEGMENT_IDS	Stores the Customer Segment ID
EXTERNAL_NO_CACHE	A flag, which indicates whether caching is disabled or not.
FRONTEND	You session ID on the server.
GUEST-VIEW	Allows guests to edit their orders.
LAST_CATEGORY	The last category you visited.
LAST_PRODUCT	The most recent product you have viewed.
NEWMESSAGE	Indicates whether a new message has been received.
NO_CACHE	Indicates whether it is allowed to use cache.
PERSISTENT_SHOPPING_CART	A link to information about your cart and viewing history if you have asked the site.
POLL	The ID of any polls you have recently voted in.
POLLN	Information on what polls you have voted on.
RECENTLYCOMPARED	The items that you have recently compared.
STF	Information on products you have emailed to friends.
STORE	The store view or language you have selected.
USER_ALLOWED_SAVE_COOKIE	Indicates whether a customer allowed to use cookies.
VIEWED_PRODUCT_IDS	The products that you have recently viewed.
WISHLIST	An encrypted list of products added to your Wishlist.
WISHLIST_CNT	The number of items in your Wishlist.

Will need to review and update the content, with their own data usage statements.

#### 3.11.1.1 Privacy policy page cookie update

Just before go-live, we will update the cookies list with explanations of any third-party additions we have made.



### 3.12 Content – Download center

Customer would have a QR code (on the leaflet packed with the product) that would have a URL to the Download centre page.

The download centre page would have product level segments, for the client to select the appropriate PDF from the landing page.

**Nathan to provide more detail**

## 4 Category listing

### 4.1 Desktop – with filter

Home > (IN) Undersink > Filter Systems

#### Filter Systems

Categories: Filter Systems

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga. Et harum quidem rerum facilis est et expedita distinctio. Nam libero tempore, cum soluta nobis est eligendi optio cumque nihil impedit quo minus id quod maxime placeat facere possimus, omnis voluptas assumenda est, omnis dolor repellendus. Temporibus autem quibusdam.

**BRAND**

- BioTect 96
- Ultracarb® 71
- ATC 55
- Filtadapt® 54
- Royal Doulton 49

[View More](#)

---

**PRICE**

£ 20 – £ 500

38 products found

---

NSF Certified

WRAS Certified

---

**FILTER TYPE**

**SYSTEM TYPE**

---

**FILTER BY COLORS**

---

**COMPARE PRODUCTS**

You have no items to compare


---

**MY WISHLIST**

You have no items in wishlist

6 Items of 6

Sort By Price




**BioTect Ultra Ceramic**

£28.95 ~~£32.95~~

★★★★★

[Add to Cart](#)




**Ultracarb®**

£28.95

★★★★★

[Add to Cart](#)




**ATC Super Sterasyl®**

£19.95

★★★★★

[Add to Cart](#)




**EcoFast & Ultracarb®**

£84.95

★★★★★

[Add to Cart](#)




**Ultracarb®**

£28.95

★★★★★

[Add to Cart](#)



**ATC Super Sterasyl®**

£19.95

★★★★★

[Add to Cart](#)

6 Items of 6

Show 12 Per page

### 4.1.1 Desktop – no filter







When *full width* is selected on the category “design” section

Home > (IN) Undersink > Filter Systems

#### Filter Systems

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga. Et harum quidem rerum facilis est et expedita distinctio. Nam libero tempore, cum soluta nobis est eligendi optio cumque nihil impedit quo minus id quod maxime placeat facere possimus, omnis voluptas assumenda est, omnis dolor repellendus. Temporibus autem quibusdam.

6 Items of 6 Sort By Price

 <p>New</p>		
<b>BioTect Ultra Ceramic</b> £28.95 <del>£32.95</del> ★★★★★	<b>Ultracarb®</b> £28.95 ★★★★★	<b>ATC Super Sterasyl®</b> £19.95 ★★★★★
<a href="#">Add to Cart</a>	<a href="#">Add to Cart</a>	<a href="#">Add to Cart</a>
	 <p>Sale</p>	 <p>Back in stock</p>
<b>EcoFast &amp; Ultracarb®</b> £84.95 ★★★★★	<b>Ultracarb®</b> £28.95 ★★★★★	<b>ATC Super Sterasyl®</b> £19.95 ★★★★★
<a href="#">Add to Cart</a>	<a href="#">Add to Cart</a>	<a href="#">Add to Cart</a>

6 Items of 6 Show 12 Per page

4.1.2 Category Filters

Which filters do you require?

Field	Type
Price	Slider
Colour – swatch	Visual Swatch
Brand	Drop Down List
NSF Certified	Yes/No
WRAS Certified	Yes/No
Filter Type (Cartridge/Candle)	Drop Down
System Type (Under Counter, Counter-Top, Gravity)	Drop Down
Reviews? Nathan to respond once the reviews provider has been identified by Gemma	
In Stock – Will only be available once 247 have created marketplace extension	Drop Down?

4.1.3 Category Sort by (Standard)

Sort sequence (back office controlled)? Y/N	Y
Price? Y/N	Y
Name? Y/N	Y

4.1.3.1 Category Sort by (custom)

Best seller (Cron job required)? Y/N	Y
--------------------------------------	---

4.1.4 Compare products

Compare products Y/N?	y
-----------------------	---

Which attributes do you want to compare on?

Attribute
SKU
Description
Weight
Price
Dimensions
Capacity
Material
Removes Lead
Removes Fluoride

These items must be in the data dictionary.

4.1.5 Category my Wishlist

My Wishlist? Y/N	Y
------------------	---

4.1.6 Category listing Quick-Buy

Show the options and allow selection of them, e.g. colour and size, along with an add to basket button

Quick buy? Y/N	Y
----------------	---

4.1.7 Category listing Reviews

Show the review rating on each item.

4.1.8 Show Magento Reviews against each? Y/N	Y
4.1.9 Show third party review rating against each, Name the third party e.g. Trustpilot	TBA – Gemma
4.1.10 Review does not need hover? Y/N	Y

4.1.11 Category listing Pricing

4.1.11.1 Category listing pricing Discounts

**£50.00** ~~£100.00~~

Show “ex VAT” for trade? Y/N	Y
------------------------------	---

4.1.11.2 Category listing From / To Pricing

i.e. where a configurable product has a range of underlying prices based on the option selected

Replace “As low as” with “From”	NA
---------------------------------	----

4.1.11.3 Category listing Tiered pricing (NA)

You can have tiered pricing e.g.

Qty	Price
1	9.99
2-9	8.99
10+	7.99

Which will appear as “As low as £7.99”.

4.1.11.4 Tiered pricing	Y
-------------------------	---

4.1.12 Category listing Feature logos – right hand side

e.g.



These will be controlled by a new attribute called “Listing Label” (if the theme does not have it’s own attribute)

Listing Label Attribute Value
Sale
Exclusive
As seen in Press
2 for 1
New
Back in Stock

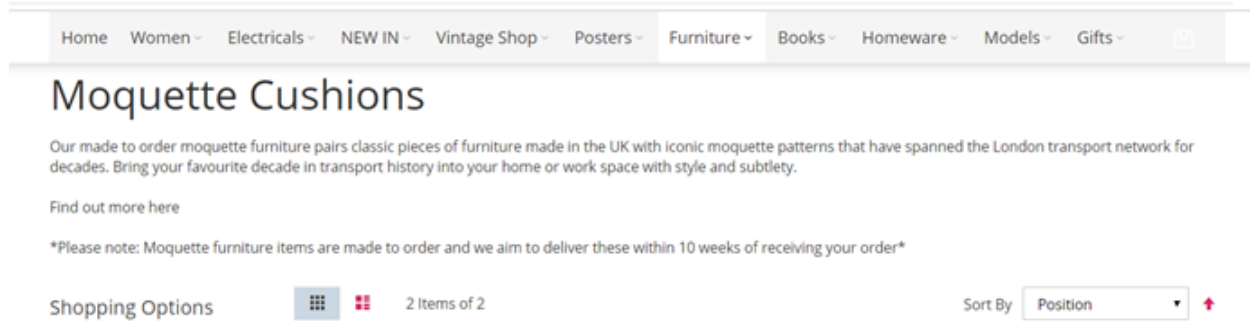
The logo jpg file name will be named after the drop-down list value. The client will be able to add new ones via the Magento back office but will be responsible for adding the new logo in the same directory as the above items.

4.1.13 Category listing Feature logos – Left hand side stock level

Out of Stock Label? Y/N	Y
-------------------------	---

#### 4.1.14 Product category heading text

SEO text will be controlled by the back office via input into the category long description field and will appear as follows (fonts excepted)



#### 4.1.15 Category Landing Page Layout

This is a content only page. Client will define the appropriate content block.

There will be a block called template-block which you can then copy to a block of the category name and tailor the contents. We will create one example.	Y
--	---



## 5 Product page

### 5.1 Product page - Desktop

This could be the basic layout of the product page –



Details **Specification** Downloads Shipping Reviews (3)

**Weight:** 1.178 kg  
**Part Number:** W9330225  
**Height:** 345mm Width: 105mm  
**Material:** Food Grade Plastic  
**Number of Filter Candles:** 1  
**Filter Candle Type Ultracarb®:** 10 inches long x 2 inches in diameter (254 x 49mm) short threaded mount Connections 3/8 inch push fit inlet and outlet suitable for connection to flexible plastic pipe  
**Flow Rate:** Up to 200L/hour at 3 Bar. Refer to Filter Performance Table.

### EcoFast & Ultracarb®

SKU W9330225

★★★★★ 138 comments Add your comments

Doulton® under-counter water filter system provide instantly filtered water, straight from the tap.

The compact Doulton® Ecofast under-counter filter is designed to be fitted discreetly out of sight, making it perfect for any kitchen, any family and any lifestyle. The environmentally friendly drinking water filter system has auto shut-off and is supplied with an Ultracarb® ceramic filter candle for the removal of contaminants.

- Whats in the box?**
  - ☑ EcoFast filter housing for installation under the kitchen counter
  - ☑ Ultracarb® ceramic filter candle for removal of >99.99% of contaminants
- Whats not in the box?**
  - ☐ EcoFast filter housing for installation under the kitchen counter
  - ☐ Ultracarb® ceramic filter candle for removal of >99.99% of contaminants

£50.00 ~~£98.00~~

IN STOCK

Quantity: - 2 + **Add to Basket**

[Add to Wish List](#) [Add to Compare](#) [Email](#)

#### Compatible Related Products



**Ultracarb®**

£28.95 inc.

★★★★★

**Add to Basket**

**ATC Super Sterasyf®**

£19.95 inc.

★★★★★

**Add to Basket**

Note there are what's in the box and what's NOT in the box attributes.

5.1.1 Product page – Title

# EcoFast & Ultracarb®

H1 element

5.1.2 Product page – SKu

SKU W9330225

5.1.3 Product page – Review top element

★★★★★ 138 comments Add your comments

Reviews to appear? Y/N	Y
Use Magento Standard reviews? Y/N	TBA, With Gemma

5.1.4 Product page – Short Description

**Doulton® under-counter water filter system provide instantly filtered water, straight from the tap.**

The compact Doulton® Ecofast under-counter filter is designed to be fitted discreetly out of sight, making it perfect for any kitchen, any family and any lifestyle. The environmentally friendly drinking water filter system has auto shut-off and is supplied with an Ultracarb® ceramic filter candle for the removal of contaminants.

All these items are input into the short description, you will need to edit html to make the tick-list and blue boxes appear so, we can help with the initial product load.

5.1.4.1 Product page – Short Description data load

Data input executive will accept a spreadsheet from Doulton.

247 to load the data? Y/N	Y
---------------------------	---

5.1.5 Product page – What’s in/not in the box

**Whats in the box?**

- EcoFast filter housing for installation under the kitchen counter
- Ultracarb® ceramic filter candle for removal of >99.99% of contaminants

**Whats not in the box?**

- EcoFast filter housing for installation under the kitchen counter
- Ultracarb® ceramic filter candle for removal of >99.99% of contaminants

Driven by 2 attributes in-the-box and not-in-the-box.

These attributes are optional, (i.e. do not display the above sections if an attribute is empty), the attributes must be back office coded as an un-ordered list e.g.

```
<ul>
<li>First item</li>
<li>Second item</li>
</ul>
```

5.1.5.1 *Whats in the box data load*

Data input executive will accept a spreadsheet from Doulton.

247 to load the data? Y/N	Y
---------------------------	---

5.1.6 Product page - In Stock



“In Stock” to appear? Y/N	Y
“Limited stock” to appear when the stock level reaches	20

5.1.7 Product page pricing Discounts

**£50.00** ~~£98.00~~

Show “ex VAT” for trade? Y/N	Y
------------------------------	---

5.1.8 Product page – Image

Clicking on the main image will take the customer to the full-size image display (as shown at the demonstration).

Although not shown, if there are multiple images, thumbnails will appear below the main image, and the customer will be able to scroll through them.

Allow full image feature? Y/N (Click on image to show full size gallery)	Y
Water mark? Y/N (APPEARS ON ALL PAGES NOT JUST PRODUCT)	Y Watermark to say “Copyright Doulton”
Include video content? Y/N (Note client needs to get Youtube license)	Y

5.1.8.1 Product page – Youtube license for video

Include video content? Y/N (Note client needs to get Youtube license)	Y
---	---

5.1.9 Product page – Qty and Add to Basket



5.1.10 Product page – Social interactions



Add to Cart or Add to Basket?	Basket
Add to wish list? Y/N	Y
Add to compare? Y/N	Y
Email? Y/N	Y
Facebook share? Y/N	N

Twitter Share Y/N	N
Instagram Share? Y/N	N
Pinterest Share? Y/N	N

5.1.11 Out of stock

5.1.11.1 <i>Show product if out of stock? Y/N</i>	Y
5.1.11.2 <i>Email when back in stock? Y/N (will not work on variation products)</i>	Y
5.1.11.3 <i>Pre-order? Y/N</i>	N

5.1.12 Product page – Tabs

Details      **Specification**      Downloads      Shipping      Reviews (3)

**Weight:** 1.178 kg

**Part Number:** W9330225

**Height:** 345mm Width: 105mm

**Material:** Food Grade Plastic

**Number of Filter Candles:** 1

**Filter Candle Type Ultracarb:** 10 inches long x 2 inches in diameter (254 x 49mm) short threaded mount Connections 3/8 inch push fit inlet and outlet suitable for connection to flexible plastic pipe

**Flow Rate:** Up to 200L/hour at 3 Bar. Refer to Filter Performance Table.

5.1.12.1 <i>Details (Full Description)</i>	Y
5.1.12.2 <i>Specification Tab</i>	Y
5.1.12.3 <i>Downloads Tab? Y/N (Load Extension)</i>	Y
5.1.12.4 <i>Shipping Tab? Y/N (One driven by content block called "shipping")</i>	Y
5.1.12.5 <i>Reviews Tab</i>	Y

5.1.13 Compatible Related Products

Will contain products that are stored in the “Related Products” area in the Magento back office, can also include fitting kits and taps for example.

5.1.13.1 <i>Section Heading</i>	Compatible Related Products
---------------------------------	-----------------------------

**Compatible Related Products**



**Ultracarb®**

£28.95 inc.



**Add to Basket**



**ATC Super Sterasyl®**

£19.95 inc.



**Add to Basket**

5.1.14 Product page Configurable products

Any configurable products? Please describe the options	N
--	---

5.1.15 Product page Mobile

Will have the same content as desktop but will need to be responsive.

5.2 Group Product page – Desktop

Group product required? Y/N	N
-----------------------------	---



## 6 Checkout

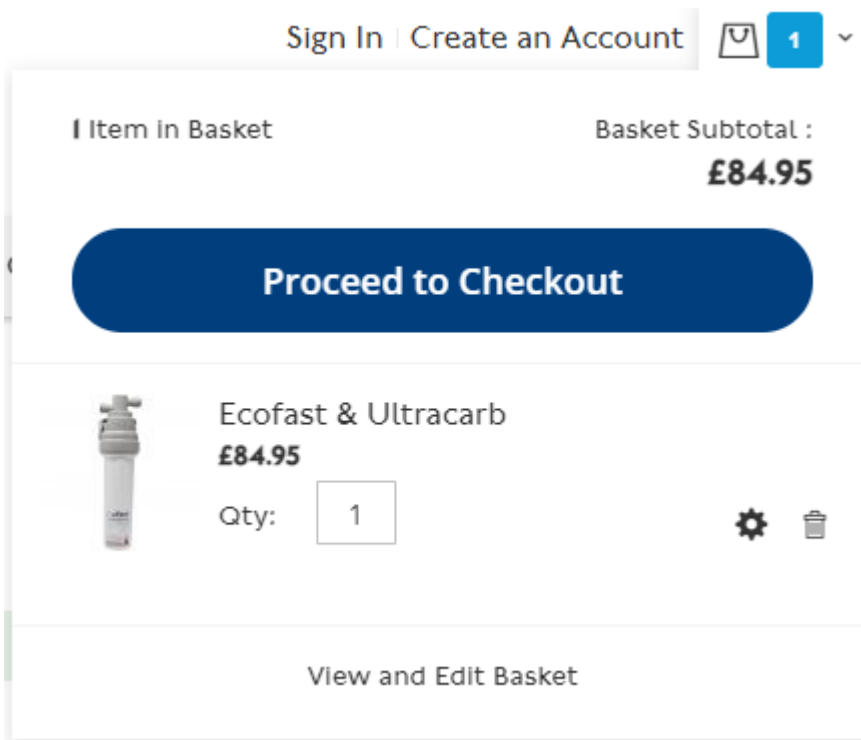
### 6.1 Desktop

#### 6.1.1 Checkout - Workflow

Standard 2 step Checkout to be used, enables standard plugins? Y/N	Y
Standard Single Page Checkout, may be less compatible with plugins? Y/N	N

### 6.2 Mini Basket

#### 6.2.1 Mini basket - desktop





Show ex VAT for trade? Y/N	Y
Replace term "Cart" with Basket? Y/N	Y
Large Button "Proceed to Basket" Square Design? Y/N	Y
View and edit basket, replaced with smaller "Proceed to checkout" button	Y

## 6.3 Basket

### 6.3.1 Basket - Desktop

#### Shopping Basket

Item	Price	Qty	Subtotal
 <p>Ecofast &amp; Ultracarb</p> <p>Edit Remove item</p>	£84.95	2	£169.90
 <p>HCP &amp; Ultracarb</p> <p>Edit Remove item</p>	£85.95	1	£85.95

[Continue Shopping](#)
[Clear Shopping Basket](#)
[Update Shopping Basket](#)

#### Summary

Estimate Delivery and Tax

Subtotal	£255.85
Discount	-£51.17
Tax	£0.00
<b>Order Total</b>	<b>£204.68</b>

Apply Discount Code

[Proceed to Checkout](#)

Check Out with Multiple Addresses

Show "ex VAT" for trade? Y/N	Y
Replace term "Cart" with Basket? Y/N	Y
Proceed to checkout button to be square? Y/N	Y

## 6.4 Basket upsell products - desktop



Edit

Remove item

< Continue Shopping

Clear Shopping Basket

Update Shopping Basket

More Choices:



Ultracarb

£28.95

Add to Cart

♥ il.

These will appear below the final basket item and will be related to the products in the basket via the “Upsell” product relationship, as maintained via the Magento back office.

Rename More Choices as “Did you miss this”? Y/N	Y
Buttons to be square? Y/N	Y

6.5 Checkout header - desktop



## 6.6 Shipping page address - desktop

### Shipping Address

Email Address •  
 ?  
 ▲ You can create an account after checkout.

First Name •

Last Name •

Company

Street Address •

City •

County/State •

Post Code

Country •

Phone Number •  
 ?

### Order Summary

2 Items In Cart ^

	Johnston Poster - Limited Signed Edition Qty: 1	£95.00
	Love Live Music? - Limited Signed Edition Qty: 1	£75.00

If the email is for an existing account, the system will automatically ask for a password, otherwise it will continue as if it was a new guest account.

The order summary will default to open.

Show ex VAT for trade? Y/N	Y
Replace term "Cart" with Basket? Y/N	Y

## 6.7 Shipping page shipping instructions - desktop

Shipping instructions field? Y/N	Y
----------------------------------	---

Will appear below the address and above the shipping methods.

An error message will appear if the message does not contain the following.

- alpha numeric
- comma
- dash
- full stop
- space

## 6.8 Shipping page shipping methods - desktop

Will appear below shipping address.

### Shipping Methods

---

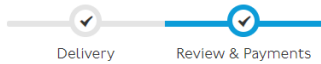
- £0.00      Free      Free Shipping
- £15.00      Fixed      Flat Rate

Next

The shipping methods may not fully appear until the post code and country is selected.

There will be logic driving the shipping methods, these will be described later in this document.

## 6.9 Payment type selection - desktop



### Payment Method

PayPal (Braintree)

Debit/Credit Card (Braintree)

My billing and delivery address are the same

Nathan Todd  
24 High Street  
Reading, Berkshire RG1 2EG  
United Kingdom  
07999123456



Credit Card Number \*

444433332221111

Expiration Date \*

03 / 33

Card Verification Number \*

123 ?

I have read the terms and conditions and accept them \*

Leave a Comment ▾

Place Order

Apply Discount Code ▾

### Order Summary

Basket Subtotal	£513.70
Discount	-£102.74
Delivery Free Shipping - Free	£0.00
<b>Order Total</b>	<b>£410.96</b>

2 Items in Basket ^

	Ecofast & Ultracarb Qty: 2	£169.90
	HCP & Ultracarb Qty: 4	£343.80

Ship To: ⚙

Nathan Todd  
24 High Street  
Reading, Berkshire RG1 2EG  
United Kingdom  
07999123456

Delivery Method: ⚙

Free Shipping - Free

Show "ex VAT" for trade? Y/N	Y
Replace term "Cart" with Basket? Y/N	Y
Button to be square? Y/N	Y

The customer will be invited to select a payment method, the workflow for the selected method will appear just below the radio button.

Payment methods shown above are for display purposes only.

Discount code can be input at this stage.

Card details will not be stored locally.

## 6.10 Payment page – payment input - desktop

Debit/Credit Card (Braintree)

My billing and delivery address are the same

Nathan Todd  
24 High Street  
Reading, Berkshire RG1 2EG  
United Kingdom  
07999123456



Credit Card Number \*

4444333322221111

Expiration Date \*

03

/

33

Card Verification Number \*

123



I have read the terms and conditions and accept them \*

Leave a Comment ▾

Place Order

The above example shows debit/credit card entry, PayPal will take you directly to the PayPal site once you have ticked to confirm you agree to the T&Cs.

If you un-tick the “My billing and shipping address are the same” a billing address input screen will appear.

The T&C’s link will take the customer to the T&C’s content page.

It is assumed that the GDPR statement will be incorporated into the T & Cs page.

Button to be square? Y/N	Y
--------------------------	---



### 6.11 Payment Types

Note for security reasons, it is the client’s responsibility to set the payment credentials up, whilst we are happy to provide guidance, we do not want to be in possession of sensitive access data.

Debit/Credit Cards Y/N	Y
6.11.1 Debit/Credit card supplier? (Need to load the Adyen extension and configure debit cards)	Adyen
6.11.2 Adyen Client task. Client will need to set up account with Adyen, and then set up test and live accounts.	
6.11.3 Text for Terms and conditions pop-up?	Gemma to send

6.11.4 Other payment types

<p>6.11.4.1 <i>Apple Pay Y/N</i></p>	<p>Y</p>
<p>6.11.4.2 <i>Client ApplePay task</i>                  (Client will need to set up live and test accounts with Applepay, and on their own Apple device generate a live and test PEM files see here for more details <a href="https://docs.adyen.com/plugins/magento-2/set-up-the-payment-methods-in-magento">https://docs.adyen.com/plugins/magento-2/set-up-the-payment-methods-in-magento</a>)</p>	<p>Please note, this is very complex, please find someone with a MAC ASAP.</p>
<p>6.11.4.3 <i>Amazon Pay Y/N</i></p>	<p>Y</p>
<p>6.11.4.4 <i>Client Amazon Pay Task.</i>                  Client to set up Amazon pay. See the following document for the steps.  <a href="https://docs.magento.com/user-guide/payment/amazon-pay-setup.html">https://docs.magento.com/user-guide/payment/amazon-pay-setup.html</a></p>	
<p>6.11.4.5 <i>PayPal Express? Y/N</i>                  247 will use their own PayPal sandbox account for staging                  Only the normal payment option is to be deployed.</p>	<p>Y</p>
<p>6.11.4.6 <i>Client PayPal ExpressTask.</i>                  See here for details, use the staging details for non credentials settings  <a href="https://docs.magento.com/user-guide/payment/paypal-express-checkout.html">https://docs.magento.com/user-guide/payment/paypal-express-checkout.html</a></p>	
<p>6.11.4.7 <i>Google Pay</i></p>	<p>Y</p>
<p>6.11.4.8 <i>Google Pay Client task</i>                  Update the back office with the Google merchant identifier</p>	

### 6.11.5 Donate to charity (Phase 2)

Note, donations are always done in conjunction with a purchase, they are a basket add-on.

Donate to Charity? Y/N	Y
Which charities to donate to?	Kate to provide the list
Extension for the client to purchase	<a href="https://marketplace.magento.com/mageworx-module-donationsmeta.html?edition[]=commerce%20on%20cloud%20(ece)">https://marketplace.magento.com/mageworx-module-donationsmeta.html?edition[]=commerce%20on%20cloud%20(ece)</a>

### 6.12 Checkout confirmation - desktop

## Thank you for your purchase!

Your order # is: 11000000013.

We'll email you an order confirmation with details and tracking info.

[Continue Shopping](#)

You can track your order status by creating an account.

Email Address: nathan.todd@247commerce.co.uk

[Create an Account](#)

Content block to appear below "Create an Account" called "thank-you-for-purchase"? Y/N	Y
All buttons to be square? Y/N	Y

### 6.13 Checkout Mobile

Will have all the desktop features but will need to be adaptive.

## 7 Shipping Methods

### 7.1 Public - UK

Area	Charge up to 10KG	Per KG £ above this	Free shipping on basket Value	Post codes
UK Mainland	£6.36	NA	£50 and higher	Gemma please provide these
Northern Ireland	£17.56	NA	NA	Country = Northern Ireland
Scottish Highlands	£12.09	NA	NA	AB36-38, AB55-56, FK17-21, IV1-39, IV52-54, IV63, KW1-14, PA21-40, PH19-26, PH30-41, PH49-50,
Scottish Islands	£16.47	NA	NA	HS1-9, IV40-51, IV55-56, KA27-28, KW15-17, PA20, PA41-49, PA60-78, PH42-44, ZE1-3
Channel Islands	£16.47	NA	NA	Country = Jersey, Gurnsey,
Isle of Man	£16.47	NA	NA	Country – Isle of Man
Isle of Wight	£12.09	NA	NA	PO30-41
Scilly Islands	£16.47	NA	NA	TR21-TR25

#### 7.1.1 Example 1

Nathan to fill out once Gemma has confirmed the rate table

#### 7.1.2 Example 2

Nathan to fill out once Gemma has confirmed the rate table

#### 7.1.3 Example 3

Nathan to fill out once Gemma has confirmed the rate table

#### 7.1.4 Example 4

Nathan to fill out once Gemma has confirmed the rate table

#### 7.1.5 Example 5

Nathan to fill out once Gemma has confirmed the rate table

#### 7.1.6 Example 6

Nathan to fill out once Gemma has confirmed the rate table

#### 7.1.7 Example 7

Nathan to fill out once Gemma has confirmed the rate table

#### 7.1.8 Example 8

Nathan to fill out once Gemma has confirmed the rate table

### 7.2 Public - Overseas

### 7.3 Trade

Different set as is based on pallets.

Awaiting details from Gemma

## 8 Email

### 8.1 Standard Email templates (non B2B)

Each email comes with a standard Magento editable template, 247 will edit the header and footer via a standard content blocks, other than that the content will be as Magento ship.


The client can maintain the templates via the back office.

As standard, we will have your logo at the top, and your company name, address, company reference number on the footer.

Email Template (add header and footer see next 2 sections, MUST be content block)	Y/N
8.1.1 Welcome to new account email	y
8.1.2 Forgotten password	y
8.1.3 Notify me (when back in stock)	Y
8.1.4 Order Confirmation	Y
8.1.5 Order Shipment	Y
8.1.6 Abandoned Basket	Y
8.1.7 Newsletter Signup	Y
8.1.8 Notify when back in stock	Y

#### 8.1.9 Email Header

To appear on all email templates, will be stored in a content block called "email-header".

Header content


### 8.1.10 Email Footer

To appear on all email templates, will be stored in a content block called “email-footer”.

<p>© Doulton Water Filters   2021</p> <p>Tel: 01782 664 420 Fax: 01782 664 490  E-mail: <a href="mailto:help@doulton.com">help@doulton.com</a>  Company registered in England, No:1232580</p> <p>Our mailing address is:  Lymedale Cross Industrial Estate, Lower Milehouse Lane, Newcastle-Under-Lyme, Staffordshire, ST5 9BT, United Kingdom</p>
--

### 8.1.11 View sent emails

Ability to view sent emails? Y/N	Y
----------------------------------	---

Mageplaza SMTP

If Yes, please fill out the following table.

Clean Email Log Every x days?	60
Host URL e.g. smtp.1and1.com	247 to set up
Port, e.g. 580	247 to set up
Protocol – TLS or SSL	247 to set up
Username (Email account)	247 to set up
Password	247 to set up
Return-Path Email (Optional)	247 to set up

247 note, need to deploy the extension.

## 9 Customers

### 9.1 Login

Sign in with Email? Y/N	y
Sign in with mobile number? Y/N	N

MAGEXT-15

### 9.2 Delivery tracking on client order screen

If the supplier has updated the tracking link via the back-office screen, then this will be visible to the customer if they log in and view the order line.



## 10 Feeds and exports

### 10.1 Product data

e.g. new products, categorization, description etc.

Product Feed Required? Y/N	Not in scope
----------------------------	--------------

### 10.2 Pricing data

Note, you can use the standard Magento CSV upload, you simply create a csv file with the SKU and pricing data per currency. Pricing Feed Required? Y/N	Not in scope
---	--------------

### 10.3 Inventory data

#### 10.3.1 Inventory system settings

Do products go out of stock? Y/N	Y
Show products that are out of stock? Y/N	Y
Pre-order out of stock products? Y/N	N
Email when back in stock? Y/N	Y

#### Assumption

Stock is held in a single stock location, and is equally available to B2B and B2C customers

#### 10.3.2 CSV inventory load

You can send a CSV file to an FTP server with SKU and stock levels, and we can pick this up via a regular job.

CSV Stock Feed Required? Y/N	Yes, using SFTP on the Magento server
------------------------------	---------------------------------------

### 10.3.3 Inventory API

We can interface with other systems to get the latest stock levels.

API Stock Feed Required? Y/N	Not in scope
Push or Pull	
System name	
Testing system access information IP address etc	
Regularity of feed	

Example stock transmission

### 10.4 Orders

#### 10.4.1 Magento CSV order Export

We can transmit orders via a regular job, using a CSV file.

CSV Order Feed Required? Y/N	Not in scope
------------------------------	--------------

#### 10.4.2 Order export API

We can transmit orders via a regular job, using a API.

CSV Order Feed Required? Y/N	Not in scope
------------------------------	--------------

API Order feed Required? Y/N	Not in scope
Push or Pull	
System name	
Testing system access information IP address etc	
Regularity of feed	

Example order transmission

### 10.5 Orders status

You can update the shipped amount against each order line on an order, this creates as Shipment, which can include the courier shipment code.

Creation of shipments can generate the order dispatch email which can mention the shipment code.

Shipments can be input via the Magento back office (We would be happy to show this), or we can accept an order shipment API. The order shipment API must include the Magento order number and order line number.

#### 10.5.1 Order status API

API Order Status Feed Required? Y/N	Not in scope
System name	
Testing system access information IP address etc.	
Regularity of feed	

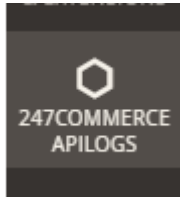
Example transmission

## 10.6 247 API application

### 10.6.1 247 API log Application

247 API log Required? Y/N	Not in scope
---------------------------	--------------

Set up the 247 log application as a menu option in the back office.



This will allow users to see all API transmissions and results.

If you want this application, it is on the strict understanding that the intellectual property resides with 247.

### 10.6.2 247 API log clear down

This will be a nightly clear down job that removes all entries more than 2 months old.

247 API log Required? Y/N	Not in scope
---------------------------	--------------

## 10.7 One-off data loads

### 10.7.1.1 Customer history

We need this in CSV file format, please specify the columns you can provide.

Note, we will not be able to take passwords from non-Magento systems.

Customer Feed Required? Y/N	Y
-----------------------------	---

Field Name	Type	Example
Customer ID	Integer	000123
First Name	Text	Hilary
Last Name	Text	Green
Address Line 1	Text	1 High Street
Address Line 2	Text	(near Tesco)



### 10.7.1.3 *Order history*

We need this in CSV file format, please specify the columns you can provide.

Note we cannot take order history from non-Magento systems.

Order Feed Required? Y/N	N
--------------------------	---

### 10.8 Amazon Sales Channel

See <https://marketplace.magento.com/magento-module-amazon.html> and

<https://docs.magento.com/user-guide/sales-channels/asc/amazon-sales-channel.html>

for features

**The extension itself is free. An Amazon Seller Central account is required (currently \$39.99 per Amazon marketplace). If you don't yet have an account, you will need to [sign up here](#).**

Amazon Sales Channel Required? Y/N	Y
------------------------------------	---

Is there an eBay extension? – No, Saki to call respecting Cloudhub

## 11 SEO

### 11.1 Google tag manager

Item		Instance ID
Google Tag Manager? Y/N	Y	GTM-NRZBWJC
Google Analytics via GTM? Y/N (If N set up Google Analytics separately)	N	UA-60882541-1

#### Assumption

Client is responsible for tag settings.

### 11.2 Home Page Meta Data

Meta Title	British Water Filter Systems & Water Filter Cartridges Doulton
Meta Description	Buy British water filter systems & water filter cartridges from Doulton. Great taste, 99.99% removal of contaminants* Ceramic Technology, Worldwide Shipping.

### 11.3 Client controlled Meta Data

#### 11.3.1.1 *Product Meta Data*

Client can input this via the Magento back office against each SKU.

You need to input.

- Meta Title
- Meta Description

#### 11.3.1.2 *Category Meta Data*

Client can input this via the Magento back office against each Category.

You need to input.

- Meta Title
- Meta Description

#### 11.3.1.3 *Content page Meta Data*

Client can input this via the Magento back office against each Content page.

You need to input.

- Meta Title
- Meta Description

## 11.4 301 Redirects

### 11.4.1 Revised content structure

247 will need to map existing content and product pages to the new structure.

Must ensure blog URLs are included.

### 11.4.2 Legacy 301 redirects

If the client has legacy re-directs these can be loaded via a csv file.

Client to load legacy 301 redirects? Y/N	Gemma to advise
--	-----------------



## 12 Other requirements

### 12.1 Customer Loyalty programme

See this video <https://www.youtube.com/watch?v=7pMcgORtFp0>

<https://docs.magento.com/user-guide/marketing/reward-point-configure.html>

#### Reward Points



Enable Reward Points Functionality <small>[global]</small>	<input type="text" value="Yes"/>
Enable Reward Points Functionality on Storefront <small>[website]</small>	<input type="text" value="Yes"/>
Customers May See Reward Points History <small>[website]</small>	<input type="text" value="Yes"/>
Rewards Points Balance Redemption Threshold <small>[website]</small>	<input type="text"/> <small>An empty value disables this limitation.</small>
Cap Reward Points Balance At <small>[website]</small>	<input type="text"/> <small>An empty value disables this limitation.</small>
Reward Points Expire in (days) <small>[website]</small>	<input type="text"/> <small>An empty value disables this limitation.</small>
Reward Points Expiry Calculation <small>[website]</small>	<input type="text" value="Static"/> <small>"Static" defines the expiration date as precisely when the balance increases. "Dynamic" does not have an expiration date, but calculates one when the balance is checked for expiry.</small>
Refund Reward Points Automatically <small>[global]</small>	<input type="text" value="No"/>
Deduct Reward Points from Refund Amount Automatically <small>[global]</small>	<input type="text" value="Yes"/>
Landing Page <small>[store view]</small>	<input type="text" value="Reward Points"/>

See this content page which explains how it works, the client can tailor this page.

<https://staging-5em2ouy-k4c6duttom4my.eu-3.magentosite.cloud/reward-points>

Points for registering	10
Points for newsletter signup	10
Points for converting an invitation to a customer?	10
Points for converting invitation to an order?	10
Points per product review	1
Max points for product reviews	1
Reward points expiry	Never
Refund points automatically	Yes
Static or Dynamic	Dynamic

You may wish to consider whether it is wise to give trade points, or if so, ensure the rates are lower than the public receive.

Customer Group	£100 purchased earns	100 points can give discount of
General (Public)	500 points	£1.00
Retail	0	0
Wholesale	0	0

## 12.2 Doulton Dashboards

There is a standard dashboard, showing account usage, however if the full reporting dashboard is required, then the Business Intelligence package needs to be purchased by the client.

2 days customization, for phase 1.1, i.e., after UAT delivery and maybe post go live? Y/N	Y
---	---

## 12.3 Export documents for shipping

- With Gemma to specify

## 13 B2B

B2B allows the setup of

- Organizations with a structure of access hierarchy
- Price lists for specific groups
- Ability for customers to request one off deals
- Permanent Wishlists
- Dynamic SKU/Qty loader via the back office
- CSV SKU/Qty loader via the back office
- Set up payment types and credit limits by account
- Bulk discount pricing (also available to public)

Older video, but quite a good explanation <https://www.youtube.com/watch?v=nyGS277iWmQ>

### Assumptions

1. Best practice dictates shared site with public.
2. Price lists stored directly in Magento.

B2B Site setup? Y/N	Y
---------------------	---

In terms of setup the client will be able to setup accounts, groups, pricelists, credit limits etc via the back office.

### 13.1 B2B site setup training

Very happy to run a training course once the system is ready for testing.

B2B Site setup training? Y/N	Y
------------------------------	---

### 13.2 B2B Payment types

Payment types in addition to public site payment types

On account with credit limits by company? Y/N	Y
Additional payment type?	

### 13.3 B2B Shipping Method

Same as for public? Y/N	N
-------------------------	---

If N please describe the rules here

**Need shipping methods rules. With Gemma.**

### 13.4 Default catalogue groups

Group	Typical Discount %
Public	0
Reseller	NA
Distributor	NA
OEM	NA
Middle East	NA

Note you can set up bulk discount at SKU level against groups.

Catalog and Tier Price

Website	Group or Catalog	Quantity *	Price
All Websites [GBP] ▼	Trade Catal... ▼	10	Discount ▼ % 25.00
All Websites [GBP] ▼	Trade Catal... ▼	20	Discount ▼ % 30.00
Add			

### 13.5 Min order qty

Group	Qty
Public	1
Reseller	NA
Distributor	NA
OEM	NA
Middle East	NA

### 13.6 B2B customer self registration

Has to be approved via the back office.

Main website registration Y/N	Y
-------------------------------	---

## 14 Product Attributes

### Existing Attributes

Field	Type
Categories	List
Color	Swatch
Cost	Value
Country of Manufacture	Text
Description	Long Text
Image Gallery	Images
Enable RMA (automated returns)	Flag
Manufacturer	Text
Meta Description	Text
Meta Keywords	Text
Meta Title	Text
Minimum Advertised Price	Value
Product Name	Text
Set Product as New from Date	Date
Set Product as New to Date	Date
Price	Value
Quantity	Integer
Short Description	Long Text

SKU	Text
Special Price From Date	Date
Special Price	Date
Special Price To Date	Date
Enable Product	Flag
Tax Class	Drop down list value
Tier Price	Value
URL Key	Text
Visibility	Drop down list value
Weight	Text
Dynamic Weight	Drop own list value

#### 14.1 New Attributes

See the filters and the product spreadsheet for typical values

Field	Type	Values
Brand	Drop Down List	
NSF Certified	Yes/No	
WRAS Certified	Yes/No	
Filter Type	Drop Down	Cartridge, Candle
System Type	Drop Down	Under Counter, On Counter, Portable



Doulton Magento System Configuration v5

In Stock	Yes/No	
Product Classification	Text	
Height(mm)	Text	
Width(mm)	Text	
Depth(mm)	Text	
Diameter(mm)	Text	
4-digit code	Text	
What's in the box	Large Text	
What's not in the box	Large text	
System Category	Drop down list	System, Shower Head, Filter, Tap, Accessories, Portable System, Portable Bottle

<p>Compatibility</p>	<p>Multi - Select</p>	<p>ON1,  ON2  ON3  ON4  ONshower1  ONshower2  ONINFE  ONINFS  ONINFN  ONINFC  ONINFL  ONINFF  ONFshower  IN1  IN2  IN3  IN4  INA1  INA2  INA3  GOgravity1  GOgravity2  GOgravity3  GOgravity4  Gogravity5  GOtaste1  GOtaste2  GOtaste3  GOFtaste  GOFgravity1  GOFgravity2  GOFgravity3  EcoFast  HIS Push Fit  HIP</p>
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## 14.2 Create products

See the spreadsheet in the discovery folder called “New Product Range – Magento”

Create the products.

For the What’s in/not the box, create each comma separated item as an unordered list e.g.

Pillar Tap, installation instructions  
Should be encoded,

<ul>

<li>Pillar Tab</li>

<li>Installation Instructions</li>

</ul>