

# Home Page elements

## Featured Content Panel

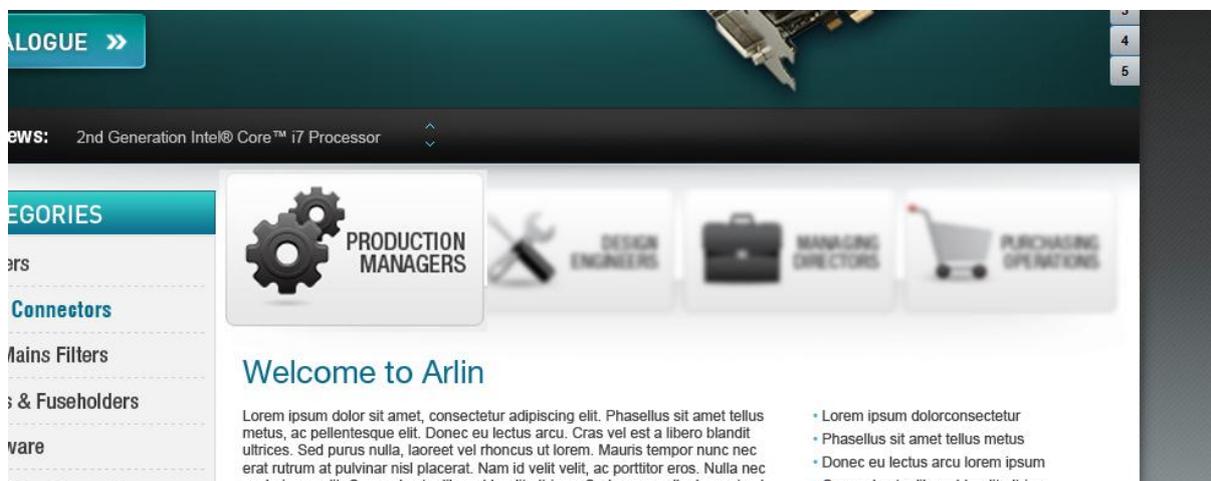


The feature content panel features an interactive image carousel which rotates through various preset content as set via CMS. Arlin admin can upload an image (transparent PNG), and can edit the heading, body text, clickable button and the url it takes the user too.

By default the panel transitions at set intervals, from one feature content panel to the next via a fade transition.

The user can click on the buttons on the right side to navigate through the available feature content panels.

## Section Selector



User can navigate to the **Production Managers, Design Engineers, Managing Directors** and **Purchasing Options** pages via an interactive Flash navigation. The Primary navigation selection will enlarge and come in focus on a mouse event Roll Over whilst the other buttons shrink and blur out of focus and become illegible.

One first landing on the page, all elements are in 100% size and in focus.

Each content section (General managers etc) will be CMS (content managed).

Refer to reference file located at FTP location *Arlin > Resources > Flash Navigation homepage reference*

## Main Copy

### Welcome to Arlin

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus sit amet tellus metus, ac pellentesque elit. Donec eu lectus arcu. Cras vel est a libero blandit ultrices. Sed purus nulla, laoreet vel rhoncus ut lorem. Mauris tempor nunc nec erat rutrum at pulvinar nisl placerat. Nam id velit velit, ac porttitor eros. Nulla nec scelerisque elit. Cras vel est a libero blandit ultrices. Sed purus nulla, laoreet vel rhoncus ut, varius luctus dolor. Mauris tempor nunc nec erat rutrum atDonec nec sem id turpis adipiscing sagittis.

- Lorem ipsum dolorconsectetur
- Phasellus sit amet tellus metus
- Donec eu lectus arcu lorem ipsum
- Cras vel est a libero blandit ultrices
- Donec eu lectus arcu lorem ipsum

Main text copy on the front page will be editable in the CMS. The admin can edit the heading of the text and the body text.

## Browse Specials

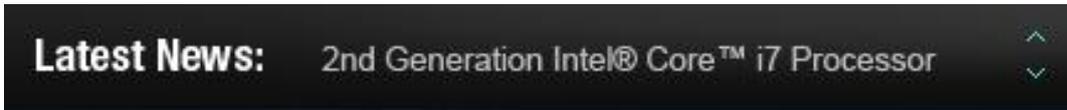


Products can be tagged as '*Specials*' in the CMS and the categories will be listed in the *Browse Specials* panel.

User can navigate these categories by clicking on the arrows. The categories only appear in the panel if they have products listed as specials in that category.

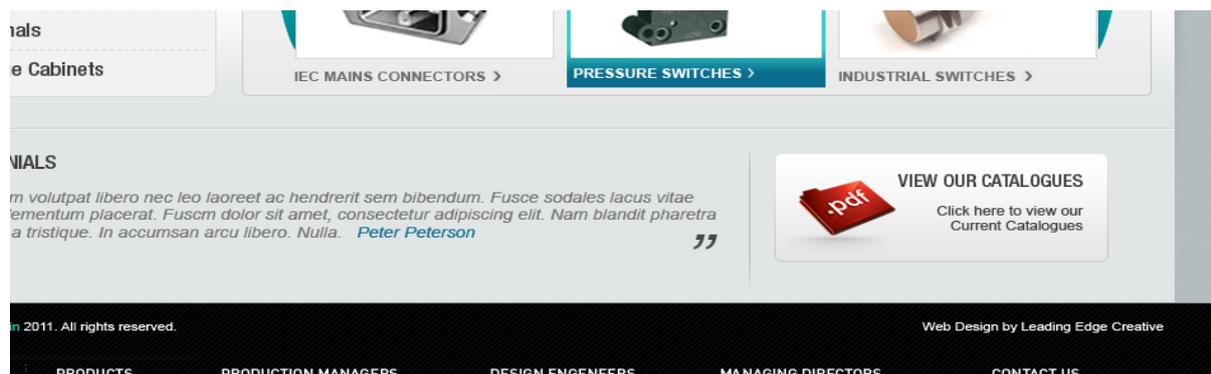
Clicking on an element directs the user to the specials page for the outlined category.

## News



Will be removed for now, as for launch there will be NO news items.

## Catalogue Request



User can request a catalogue by inputting their email address into the input box. Email gets stored into the database automatically upon request.

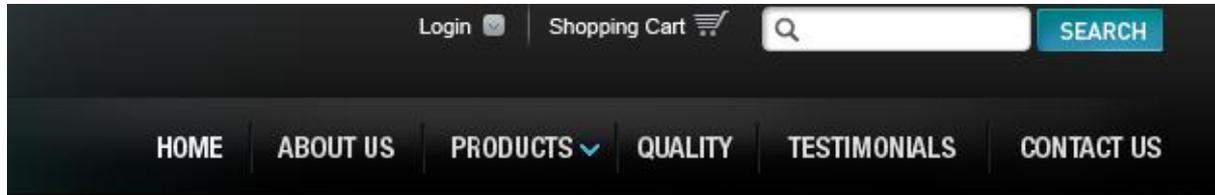
## Testimonials



Testimonials can be added and managed via the CMS. Testimonials that appear are generated randomly upon refresh.

# Navigation Elements

## Primary Navigation



Primary navigation list's the primary pages available for navigation. The *Products* navigation is a dropdown menu listing all available categories, redirecting the user to the respective category page.

Clinton – pls confirm the menu items are correct – these are not managed in CMS.

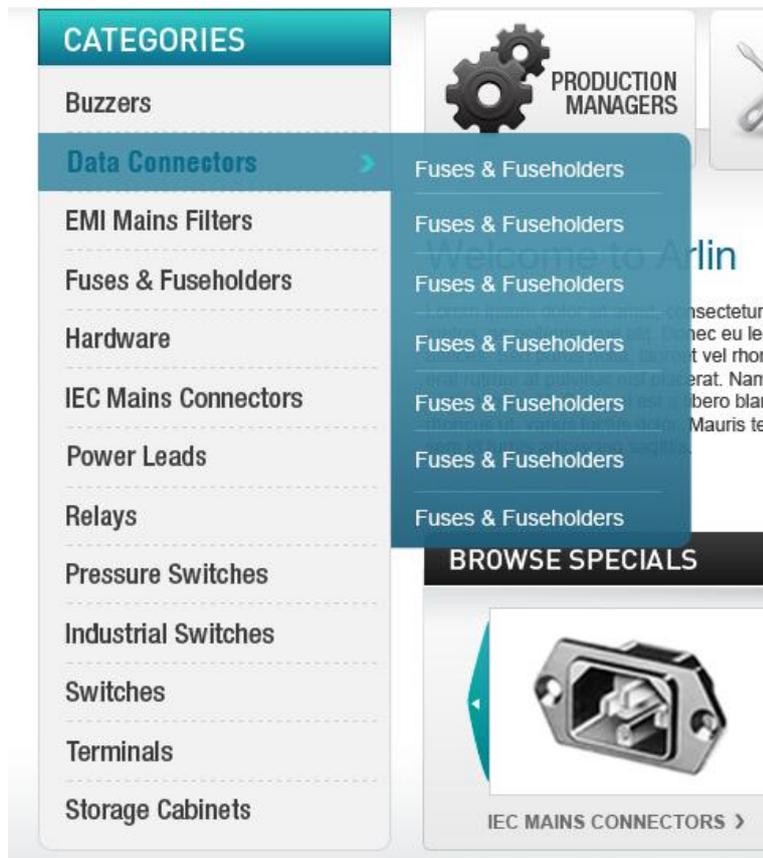
## Categories Navigation Panel



All of the product categories are listed in a side-panel for quick access to these master categories. When browsing the products, the current category will be highlighted in a different colour than the other categories.

On the mouse roll over of a category, if that category has subcategories they will expand to

the right listing the sub-categories. These sub-categories can be managed in the CMS.



Main categories and product sub- categories are managed in CMS.

# Product Thumbnails Page

Data Connectors » XLR Data Connector

**CATEGORIES**

- Buzzers
- Data Connectors**
- EMI Mains Filters
- Fuses & Fuseholders
- Hardware
- IEC Mains Connectors
- Power Leads
- Relays
- Pressure Switches
- Industrial Switches
- Switches
- Terminals
- Storage Cabinets

15 RESULTS [PREV](#) [1](#) [2](#) [NEXT](#) Sort By ...

<p>Data Connectors</p>  <p><a href="#">VIEW</a></p>	<p>Data Connectors</p>  <p><a href="#">VIEW</a></p>	<p>Data Connectors</p>  <p><a href="#">VIEW</a></p>
<p>Data Connectors</p>  <p><a href="#">VIEW</a></p>	<p>Data Connectors</p>  <p><a href="#">VIEW</a></p>	<p>Data Connectors</p>  <p><a href="#">VIEW</a></p>
<p>Data Connectors</p>  <p><a href="#">VIEW</a></p>	<p>Data Connectors</p>  <p><a href="#">VIEW</a></p>	<p>Data Connectors</p>  <p><a href="#">VIEW</a></p>

15 RESULTS [PREV](#) [1](#) [2](#) [NEXT](#) [Back To Top](#)

Products are displayed in a thumbnail grid view when viewing a product Master category or a sub-category.

Products are listed with their *Product Title*, and a *View* button which directs the user to the product page. (clicking anywhere on the image will also bring up full product info).

Products are listed in alphabetical order.

# Product Description Page

arlin  
components & hardware

Log in Shopping Cart SEARCH

HOME ABOUT US PRODUCTS QUALITY TESTIMONIALS CONTACT US

Data Connectors >> XLR Data Connector >> 6100 Series

**CATEGORIES**

- Buzzers
- Data Connectors**
- EMI Mains Filters
- Fuses & Fuseholders
- Hardware
- IEC Mains Connectors
- Power Leads
- Relays
- Pressure Switches
- Industrial Switches
- Switches
- Terminals
- Storage Cabinets

*XLR Data Connector, available in male and female contact types*

### XLR DC 6100 Series

- Lorem ipsum dolorconsectetur
- Phasellus sit amet tellus metus
- Donec eu lectus arcu lorem ipsum
- Cras vel est a libero blandit ultrices
- Donec eu lectus arcu lorem ipsum
- Donec eu lectus arc



Click on image to enlarge

QTY*	PART No.	DESCRIPTION	
<input type="text"/>	6100-98ST1STREWQ34	Lorem ipsum dolorconsectetur Phasellus sit amet tellus metus Donec eu lectus Lorem ipsum dolorconsectetur Phasellus sit amet tellus metus Donec eu lectus.	<a href="#">ADD TO BASKET</a>
<input type="text"/>	6100-98ST1STREWQ34	Lorem ipsum dolorconsectetur Phasellus sit amet tellus metus Donec eu lectus Lorem ipsum dolorconsectetur Phasellus sit amet tellus metus Donec eu lectus.	<a href="#">ADD TO BASKET</a>

**Related Products**

Specifications	Features	Size Chart	Technical Data	
 Z 6200 Series X	 Z 6200 Series X	 Z 6200 Series X	 Z 6200 Series X	 Z 6200 Series X
 Z 6200 Series X	 Z 6200 Series X	 Z 6200 Series X	 Z 6200 Series X	 Z 6200 Series X

## Product Images

*XLR Data Connector, available in male and female contact types*



Click on image to enlarge



Images can be uploaded via the CMS. Products can have multiple images, clicking on a thumbnail image will change the main image and Image Title + *info* associated with that image (Fades from one to another). If an image doesn't have info, the (i) symbol will not show.

## Product Information

# XLR DC 6100 Series

- Lorem ipsum dolorconsectetur
- Phasellus sit amet tellus metus
- Donec eu lectus arcu lorem ipsum
- Cras vel est a libero blandit ultrices
- Donec eu lectus arcu lorem ipsum
- Donec eu lectus arc

Brief information on the product, editable via the CMS. Contains the full name of the product and body text, customisable with formatting options.

**Name \***

**Page URL**

**Sub-Heading**

**Description**

Source

**B** **I** **U** [List Icons] [Image Icon] [Link Icon] **Styles** **Size**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

## Part Numbers

QTY*	PART No.	DESCRIPTION	
<input type="text"/>	6100-98ST1STREWQ34	Lorem ipsum dolorconsectetur Phasellus sit amet tellus metus Donec eu lectus Lorem ipsum dolorconsectetur Phasellus sit amet tellus metus Donec eu lectus.	<a href="#">ADD TO BASKET &gt;</a>
<input type="text"/>	6100-98ST1STREWQ34	Lorem ipsum dolorconsectetur Phasellus sit amet tellus metus Donec eu lectus Lorem ipsum dolorconsectetur Phasellus sit amet tellus metus Donec eu lectus.	<a href="#">ADD TO BASKET &gt;</a>

[+ View Extended Product Range](#)

Via the admin portal, Part Numbers are added to a product as follows:

- *Part Number* –The product database storing this will be based on the existing part numbers/order numbers for the specific product as provided by Arlin, based on their MYOB System.
- *Description* – The description is entered for each specific part number. For example ‘D-Sub 9 Way Male R/A PCB w/Boardlocks & Jackscrews’
- *Extended Products Range*- are the part numbers that are additional to the core range. In the admin, part numbers are categorised by standard range (displayed automatically on the website under part numbers) and ‘extended product range’ – that are displayed after the user clicks on the ‘view extended product range’.

When clicked on, the extended range will push out the panel below:

The screenshot shows a product page for 'Industrial Switches'. On the left is a navigation menu with 'Industrial Switches', 'Switches', 'Terminals', and 'Storage Cabinets'. The main content area displays a list of items with columns for 'QTY\*', 'PART No.', and 'DESCRIPTION'. Each item has an 'ADD TO BASKET >' button. A red box highlights the '+ View Extended Product Range' link. Below the list is a 'Related Products' section with a tabbed interface for 'Specifications', 'Features', 'Size Chart', and 'Technical Data'. At the bottom, there are five images of the product.

If there are NO Extended range products entered, the '[+]' show extended range link will not show.

## Pre-Population of Part Numbers

To make the process of pre-populating of products with images and part numbers easy, Leading Edge will pre populate (bulk upload) the products based on the spreadsheet provided. This will be done manually, once, after completion of the website and then it will be handed over to Arlin for populating additional info such as related products, charts etc.

Part numbers will be added to the product database using the following CSV export format:

Part Number	Product Page	Range	P/N Description	Website Price	Page Description	Image Ref #
107-09PTKAB	107 Series D-Sub Connector R/A PCB	Standard	D-Sub 9 Way Male R/A PCB w/Boardlocks & Jackscrews	1.41		10000
107-09STKAB	107 Series D-Sub Connector R/A PCB	Standard	D-Sub 9 Way Female R/A PCB w/Boardlocks & Jackscrews	1.41		
107-15PTKAB	107 Series D-Sub Connector R/A PCB	Standard	D-Sub 15 Way Male R/A PCB w/Boardlocks & Jackscrews	1.8		
107-15STKAB	107 Series D-Sub Connector R/A PCB	Standard	D-Sub 15 Way Female R/A PCB w/Boardlocks & Jackscrews	1.8		
107-25PTKAB	107 Series D-Sub Connector R/A PCB	Standard	D-Sub 25 Way Male R/A PCB w/Boardlocks & Jackscrews	2.39		
107-25STKAB	107 Series D-Sub Connector R/A PCB	Standard	D-Sub 25 Way Female R/A PCB w/Boardlocks & Jackscrews	2.39		
107-37PTKAB	107 Series D-Sub Connector R/A PCB	Standard	D-Sub 37 Way Male R/A PCB w/Boardlocks & Jackscrews	2.92		
107-37STKAB	107 Series D-Sub Connector R/A PCB	Standard	D-Sub 37 Way Female R/A PCB w/Boardlocks & Jackscrews	2.92		
107-09PTKKB	107 Series D-Sub Connector R/A PCB	Extended	D-Sub 9 Way Male R/A PCB w/Boardlocks & Threaded Holes			
107-09STKKB	107 Series D-Sub Connector R/A PCB	Extended	D-Sub 9 Way Female R/A PCB w/Boardlocks & Threaded Holes			
107-15PTKKB	107 Series D-Sub Connector R/A PCB	Extended	D-Sub 15 Way Male R/A PCB w/Boardlocks & Threaded Holes			
107-15STKKB	107 Series D-Sub Connector R/A PCB	Extended	D-Sub 15 Way Female R/A PCB w/Boardlocks & Threaded Holes			
107-25PTKKB	107 Series D-Sub Connector R/A PCB	Extended	D-Sub 25 Way Male R/A PCB w/Boardlocks & Threaded Holes			
107-25STKKB	107 Series D-Sub Connector R/A PCB	Extended	D-Sub 25 Way Female R/A PCB w/Boardlocks & Threaded Holes			
107-37PTKKB	107 Series D-Sub Connector R/A PCB	Extended	D-Sub 37 Way Male R/A PCB w/Boardlocks & Threaded Holes			
107-37STKKB	107 Series D-Sub Connector R/A PCB	Extended	D-Sub 37 Way Female R/A PCB w/Boardlocks & Threaded Holes			

Above: The 16 variations of part numbers for a 107-Series product

Every part number will have the associated fields attached to it:

- **Product Page** – The full title of the product page. These are the ‘*Primary Key*’ in terms of what Part Number goes to what Product page.
- **Range** - Whether the part numbers are part of the initial displayed part number or are viewable only by viewing the extended product range.
- **P/N Description** – Text which goes to the *Description* field in the product description page
- **Website Price** – The price associated with that Part Number. This price will be calculated in the ordering process.
- **Image Ref** – Reference to the image associated with that particular part no. Multiple Part numbers can reference the same image.  
By default, the first image will be placed as a main image, and the others will be placed under the thumbnails.
- **Page Description** – The description of the page (see page 8, Product Information). This will be the same for all products on the same product page, therefore products with matching **Product Page will all have the same Page Description.**
- **Free Sample Available?** Yes/ No (more info under checkout – step 2)

The chart below demonstrates what section goes where in the product page:

**arlin**  
components & hardware

HOME ABOUT US PRODUCTS QUALITY TESTIMONIALS CONTACT US

Data Connectors » XLR Data Connector » 6100 Series

**Product Page**  
**XLR DC 6100 Series**

XLR Data Connector, available in male and female contact types

**CATEGORIES**

- Buzzers
- Data Connectors
- EMI Mains Filters
- Fuses & Fuseholders
- Hardware
- IEC Mains Connectors
- Power Leads
- Relays
- Pressure Switches
- Industrial Switches
- Switches
- Terminals
- Storage Cabinets



Image ref- first one shows as default image.

Click on image to enlarge



QTY*	PART No.	DESCRIPTION	P/N Description	
<input type="checkbox"/>	8100-MS1131TRWQ34	...	...	ADD TO BASKET
<input type="checkbox"/>	8100-MS1131TRWQ34	...	...	ADD TO BASKET

Range - standard or extended

**Related Products**

- Specifications
- Features
- Size Chart
- Technical Data

Z 6200 Series X

## Information Tabs



Information tabs are custom managed individually for each product. The names and the numbers of the tabs may differ per product. The information tabs are managed via CMS in a list:

Add New Information Tab		
<input type="text"/>	<input type="button" value="ADD NEW +"/>	
Title	Edit	Delete
Specification		
Features		
Size Chart		
Technical Data		
Performance Chart		
Dimensions		
Noise Attenuation Charts		

Displaying 1 – 7 of items 7

These tabs can be created, edited etc. When editing a product, Arlin admin will then select which tabs are applicable to which product. There will be a limit of 5 tabs added per product and max number of characters will be set so that the tab titles don't push out to over one line.

Arlin admin will manage the content of each (selected) tab for each product – i.e. content of Specification tab will be unique to each product. The content is an open CMS- text and images can be inserted, hyperlinks added etc (WYSIWYG editor).

Related product tab always shows first (this is managed via different part of the CMS). If no related products have been selected, this tab will not show.

These tabs are optional for a product- if there are no applicable tabs selected for a product, no tabs will show.

## User Management

Registration of members will be done via registration process directly online. All online registrations will be stored in the website database as a 'pending' status. Once the pending users are manually authorized by Arlin administrator, the system will automatically email them a user login and password (randomly generated) by which they can login. The purpose of login is for the ordering process.

Arlin admin will be able to bulk authorise/ un-authorise users by selecting the users and clicking on authorise/ un-authorise:



Select	Name	Email	Contact Number	Country	State	Postcode	User Status		
<input checked="" type="checkbox"/>	test test	test@test.com	123456	Australia	WA	123	Authorised		
<input checked="" type="checkbox"/>	Peter is Testing	nikovicdoesdesign@gmail.com	11111111111111111111	Australia	ACT	3805	Not Authorised		
<input checked="" type="checkbox"/>	hhh hhh	hh@hhh.com	hhh	Australia	VIC	33	Pending		
<input checked="" type="checkbox"/>	Peter Gift voucher	peter@leadingedgeprint.com.au	11111111111111111111	Australia	VIC	1111	Pending		

Arlin administrator will also be able to directly create members by entering them directly into the system.

Details of the user will include their company name, addresses, email, contact details etc (as per the ordering fields in next stage). In addition, Arlin administrator will be able to authorise or un-authorise trading terms for each customer.

## Ordering Process

There will be two types of users accessing the ordering system:

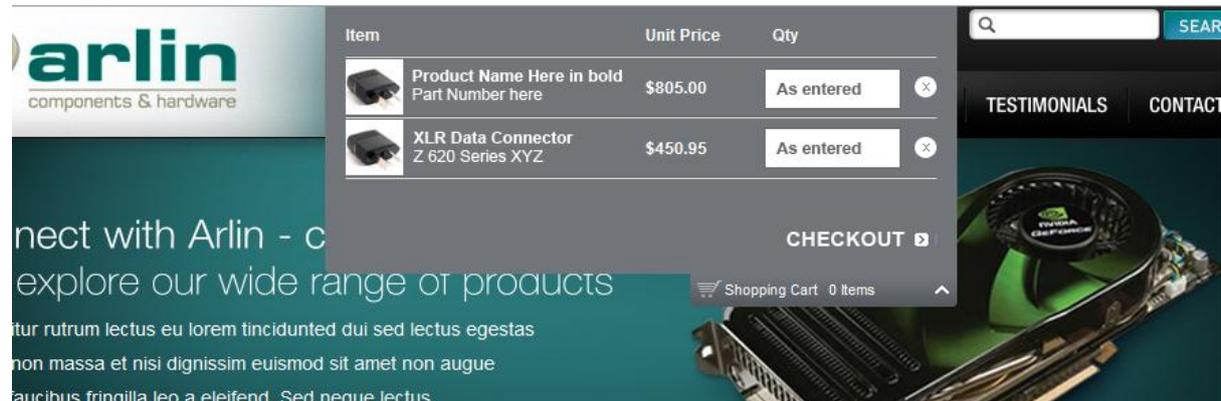
- Logged in Members
- Non Members
- 

The ordering process involves adding a part number on the product description page to the basket.

- *Qty* – The quantity in which the user would wish to enquire about. This is a required field. If a product is added to the basket without the quantity inputted, a 'please input quantity' warning popup message will appear.
- *Add to Basket* – adds that part number directly into the basket. This changes to 'add to enquiry basket' for guests.

Logged in user (registered member)

Adding product parts to cart will drop down the 'open view shopping cart':



Qty field will be as entered prior to adding to cart (qty must be entered before adding to cart). Unit price will be displayed for each product (part number)- adding items to cart is the **ONLY** way to view prices.

Guest (non- logged in user) ordering is similar to logged in user checkout except:

- Unit Price is not shown
- The cart turns into enquiry cart, not shopping cart

## Checkout – step 1

The non-logged in users will fill in their billing and delivery address, as shown below:

The screenshot shows the Arlin checkout process at Step 1: Billing & Shipping Addresses. The page features a navigation bar with the Arlin logo, a shopping cart icon showing 0 items for \$0.00, and a search bar. The main navigation includes links for HOME, ABOUT US, PRODUCTS, QUALITY, TESTIMONIALS, and CONTACT US. The checkout progress is indicated by four steps: Step 1 (Billing & Shipping Addresses), Step 2 (Shipping Cost / Gift Message), Step 3 (Payment), and Step 4 (Order Complete).

The Billing Address section contains the following fields:

- \* Title
- \* First Name
- \* Last name
- Company name
- \* Street Address
- \* Suburb
- \* Postcode
- \* State (dropdown menu)
- \* Telephone
- \* Email
- Date of birth: Day (dropdown menu), Month (dropdown menu)

Below the address fields, there is a message: "Forgive us for being so nose-y, we would just like to send you a delicious special offer in time for your birthday."

The "Return Shoppers- Would you like to Create an Account?" section includes the text: "By creating an account with our store, you will be able to move through the checkout process faster." and two radio button options: "Create an Account" and "Checkout as a Guest".

The Shipping Address section includes two radio button options: "Ship to this address" and "Ship to Different Address".

On the right side of the Billing Address section, there is a box for existing customers: "Are you an existing Arlin customer? Sign in here to save time:". It contains fields for "Email Address:" and "Password:", and a green "SUBMIT" button with a right-pointing arrow.

User can login from this page as well – which will simply fill in the address and details as per the user details. User will also be presented with opportunity to 'create an account' – which will place this user in the list of pending application for Arlin login.

## Checkout – step 2

Details of checkout- step 2- as shown below:

Logged in users will view the price- guest will not.

Both users are able to enter a previous purchase reference for products in their cart (this will be stored under purchases info in the database).

Both users can request Free samples (on selected products only, as set for each product individually. this will be stored under purchases info in the database).

Both users can enter special instructions for their order, which is also stored in database.

Step 1. Step 2. Step 3. Step 4.

Billing & Shipping Addresses Order Summary Payment Order Complete

### Shipping Information / Gift Message

Delivery Address   Edit	Billing Address   Edit	PRODUCT	PRICE	QTY
Address Name Suburb name NSW 3001 Australia	Address Name Suburb name NSW 3001 Australia	Product Name in Bold Part number in here 3451	\$199.99	<input type="text"/>
		Quote/ previous purchase reference for this product:	<input type="text"/>	
		Request a Free sample:	<input type="checkbox"/> Please send me a free sample for this product	
<input type="text" value="Enter Special Instructions Here"/>				

[Back to Shopping Basket](#) [PROCEED](#)

There is no real- time payment gateway integrated, but the shoppers will be able to leave their credit card details on a secure page with high level encryption.

# Checkout process

## Checkout – step 3

Logged in users are able to choose from:

- Credit card payment (if activated the fields where they can enter their card details opens up. Applicable to logged in users and guests.
- Credit Card payment over phone (a field drops down where the buyer can enter their direct contact number). Applicable to logged in users and guests.
- Account. Applicable only to logged that have their trading terms authorised. Not applicable for guests.



## Payment Details

We are committed to keeping your personal information safe. Our secure server software (SSL) is the industry standard and among the best software available today for secure commerce transactions. It encrypts your credit card numbers so that it cannot be read as the information travels over the Internet.

Payment Method (please choose):

Credit Card

[More info about Secure Server Software \(SSL\)](#)

\* Card Holder Name

\* Credit Card Type

\* Credit Card Number

\* Expiration Date

\* Card Verification Number

Credit card payment over the phone

Apply the purchase to my account

[Back to Shopping Basket](#)

[NEXT STEP](#)

## Storing Orders in Admin

The orders are all stored in the website database, as per standard CMS functionality. The credit cards will be stored in encrypted format.

In addition, Arlin admin is able to enter a special custom pricing for a product unique to each customer:

**Orders Listed** Print

Items Ordered					
Product	Full Style Number	Attribute	Price	Qty	Special Price
GIZEH	04374136	Natural Leather, Regular, Size:36	\$105.00	1	<input type="text"/>
			\$50.00	1	<input type="text"/>
Total Items Ordered 2					

Note- the special price entered is a UNIT COST.

When the order status is set to COMPLETED- the order, along with the special pricing (if entered) will become available for the logged in user to view:

My Account	Purchase History - 16 orders				
<b>Purchase History</b> You have 16 past orders. <a href="#">» View past orders</a>	Order ID	Order Date	Unit Cost	Product(s) Purchased	More Info
	97	06/27/2011 06.08pm	\$155.00	Gift Voucher,Gizeh	<a href="#">ADD TO BASKET &gt;</a>
	96	06/25/2011 12.37am	\$44.50	Gizeh	<a href="#">ADD TO BASKET &gt;</a>
	87	06/23/2011 06.30pm	\$60.00	Gift Voucher	<a href="#">ADD TO BASKET &gt;</a>
	86	06/23/2011 06.01pm	\$50.00	Gift Voucher	<a href="#">ADD TO BASKET &gt;</a>
	85	06/23/2011 05.56pm	\$50.00	Gift Voucher	<a href="#">ADD TO BASKET &gt;</a>
	81	06/22/2011 10.05pm	\$50.00	Gift Voucher	<a href="#">ADD TO BASKET &gt;</a>

The unit cost as customised by Arlin admin will be displayed.

All the products purchased will be listed in one continues list, and the user is able to reorder any item by clicking on 'add to cart'.

The products ordered are not grouped by the order – by going by the Order ID the user will figure out which products have been ordered together.