

# What every online store should have

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## Functionality:

- Search
- Customer accounts
  - Address books
  - Temporary (cookie) and permanent (database) shopping cart
  - Order history
- Product reviews
- Checkout procedure
- Secure transactions with SSL
- Best selling and recommended products
- Clear contact methods
- Tech support
  - Instructions
  - Product specs
  - Warranty conditions

**Information that users will require:**

- Conditions of use
- Privacy notice
- Contact us
  - Order issues
- Ordering information
- Shipping and delivery information
  - Delivery estimates
  - Location pickup
  - Items requiring special handling
  - Rates
  - Restrictions
  - Tracking
  - Undeliverable packages
- Return policy
  - Buy online, return to store
  - Return shipping costs
    - Wrong item received
  - Condition of items to be returned
  - Return by specified period