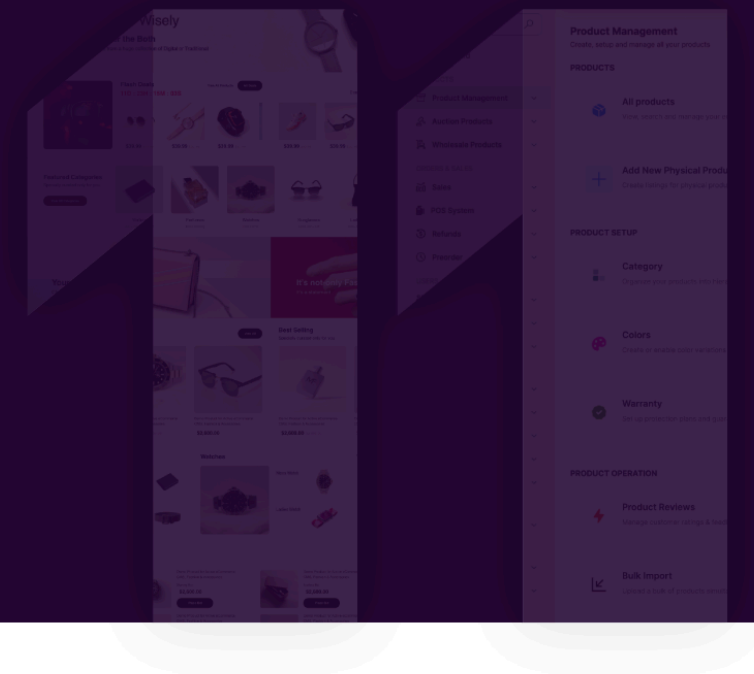
ACTIVE ECOMMERCE CMS DOCUMENTATION

World's #1 in eCommerce PHP Script



Release Date	:	January 2025
Author	:	Active IT zone
Software Framework	:	Laravel
Provided by	:	Codecanyon

ACTIVE IT ZONE LIMITED

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TEAM OF BORDERLESS PROSPECT

Documentation

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1. Introduction

1.1. What is Active eCommerce CMS?

Active eCommerce CMS is a comprehensive, Laravel-based eCommerce platform designed to help businesses launch, manage, and scale online marketplaces with ease. Developed by **Active IT Zone**, it provides a complete solution for building single-vendor stores, multi-vendor marketplaces, and hybrid eCommerce businesses from a single, unified system.

The platform is built with flexibility, scalability, and real-world business workflows in mind. It supports physical products, digital products, and classified listings, while offering powerful tools for product management, order processing, marketing, payments, shipping, and reporting. With clearly separated roles for **Admin**, **Seller**, and **Customer**, Active eCommerce CMS ensures that every user interacts with the system through a purpose-built interface tailored to their responsibilities.

At its core, Active eCommerce CMS enables business owners to focus on growth rather than infrastructure—providing ready-made features that would otherwise require extensive custom development.

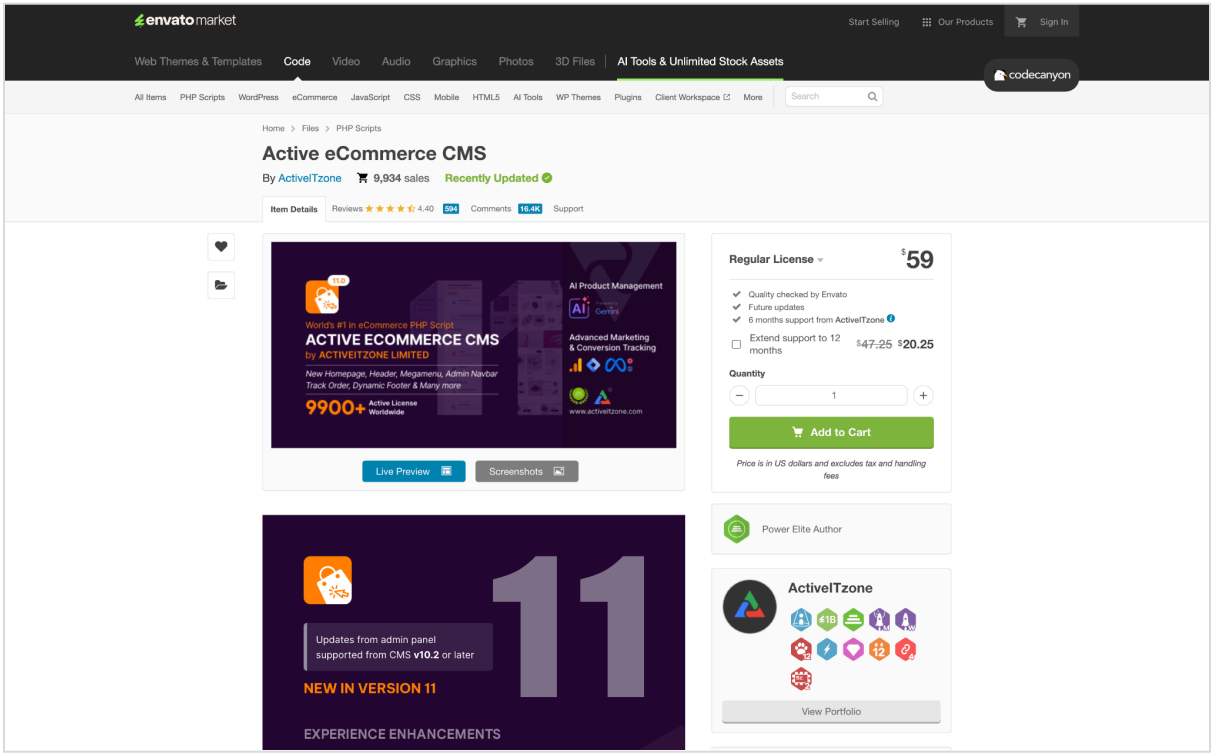


Figure: Active eCommerce CMS in Envato Marketplace.

1.2. Who Active eCommerce CMS Is For

Active eCommerce CMS is suitable for:

- Entrepreneurs launching a new online store or marketplace
- Businesses migrating from manual or limited eCommerce systems
- Companies building multi-vendor platforms where multiple sellers operate under one brand
- Agencies and developers delivering scalable eCommerce solutions to clients

Whether you are running a small online shop or a large marketplace with multiple sellers, the system adapts to your business model through configuration rather than custom code.

1.3. Benefits for Business Owners (Admin)

For buyers of the system—typically business owners or platform administrators—Active eCommerce CMS offers **full operational control** from a centralized admin panel.

Key benefits for Admins include:

- **Complete Marketplace Control**
  Manage products, categories, brands, sellers, customers, orders, payments, shipping rules, taxes, and commissions from one dashboard.

- **Multi-Vendor Management**
  Enable or disable the vendor system, approve sellers, set global or category-based commissions, manage payouts, and monitor seller performance.

- **Business Configuration Without Code**
  Configure currencies, languages, taxes, shipping methods, payment gateways, email systems, and site appearance through intuitive settings.

- **Marketing & Growth Tools**
  Run flash deals, coupons, newsletters, notifications, pop-ups, and promotional alerts to increase conversions and customer engagement.

- **Reporting & Insights**
  Access detailed reports on earnings, product sales, commissions, stock levels, customer behavior, and system activity to support data-driven decisions.

- **Extensibility & Updates**
  Extend functionality using add-ons, and keep the system up to date using the built-in update mechanism without reinstalling the platform.

In short, Active eCommerce CMS acts as the **command center** of the entire business, allowing Admins to control operations, branding, monetization, and growth from a single interface.

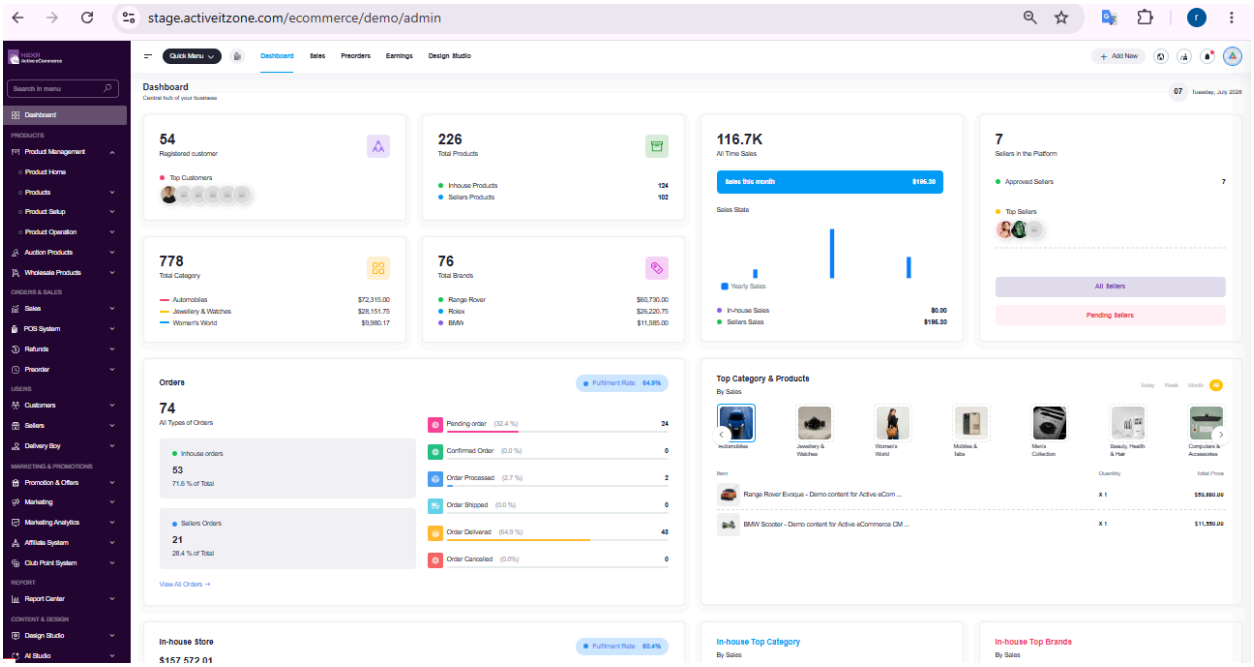


Figure: Admin Dashboard in Active eCommerce CMS

1.4. Benefits for Sellers

For marketplaces that enable vendors, Active eCommerce CMS provides sellers with a dedicated **Seller Panel** designed to simplify selling operations while maintaining admin oversight.

Sellers benefit from:

- **Independent Seller Dashboards**
  Track sales performance, orders, earnings, commissions, and withdrawal history in real time.

- **Product Management**
  Add physical or digital products, manage pricing, discounts, stock levels, and bulk uploads with ease.

- **Order & Customer Interaction**
  View and process orders, respond to customer queries, and manage product conversations directly from the seller panel.

- **Marketing at Store Level**
  Create seller-specific coupons and promotions (subject to admin settings) to attract and retain customers.

- **Transparent Commission & Payout System**
  Clearly see commission deductions and request withdrawals according to admin-defined rules.

This separation allows sellers to operate their stores professionally while the platform owner retains overall control.

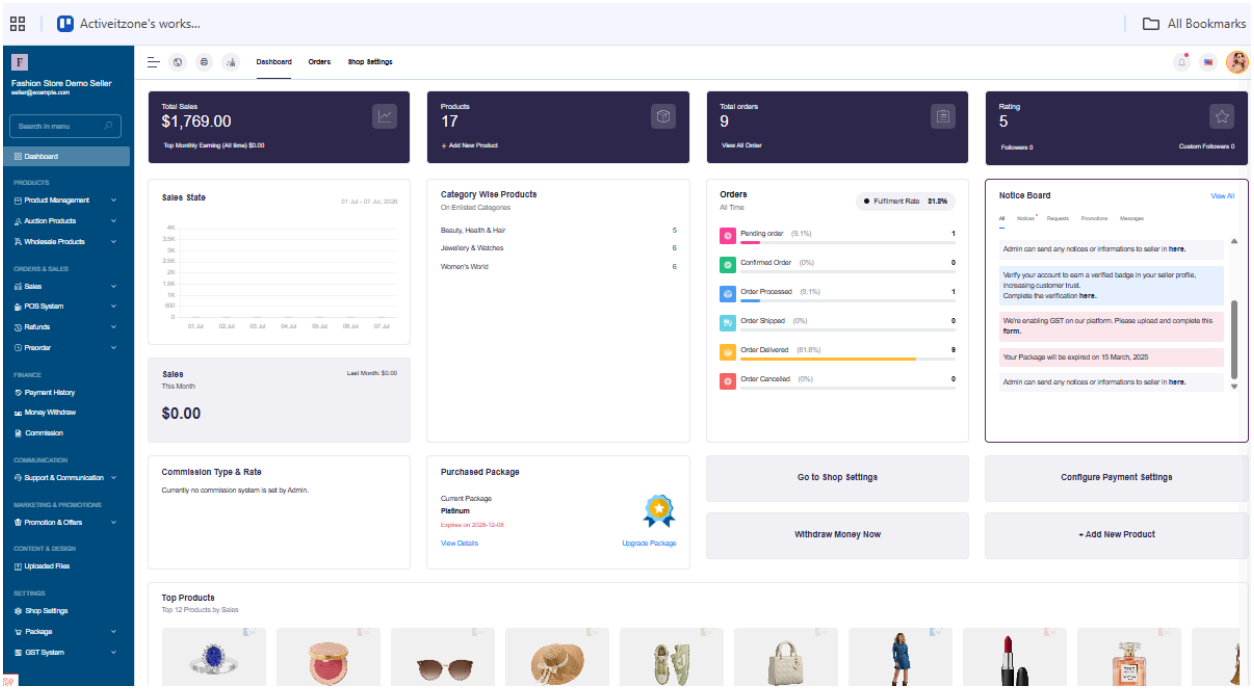


Figure: Seller Dashboard in Active eCommerce CMS

1.5. Benefits for Customers

From the customer's perspective, Active eCommerce CMS delivers a **modern and user-friendly shopping experience**.

Customers can:

- Browse and search products using advanced filters

- View detailed product pages with reviews, ratings, warranties, size guides, and comparisons
- Add products to wishlist, compare items, and follow favorite sellers
- Communicate with sellers through product queries and conversations
- Use coupons, participate in flash deals, and receive notifications
- Track orders, reorder, cancel, repay, and manage their wallet from a personal dashboard

The result is a smooth, transparent shopping journey that encourages trust, repeat purchases, and long-term engagement.

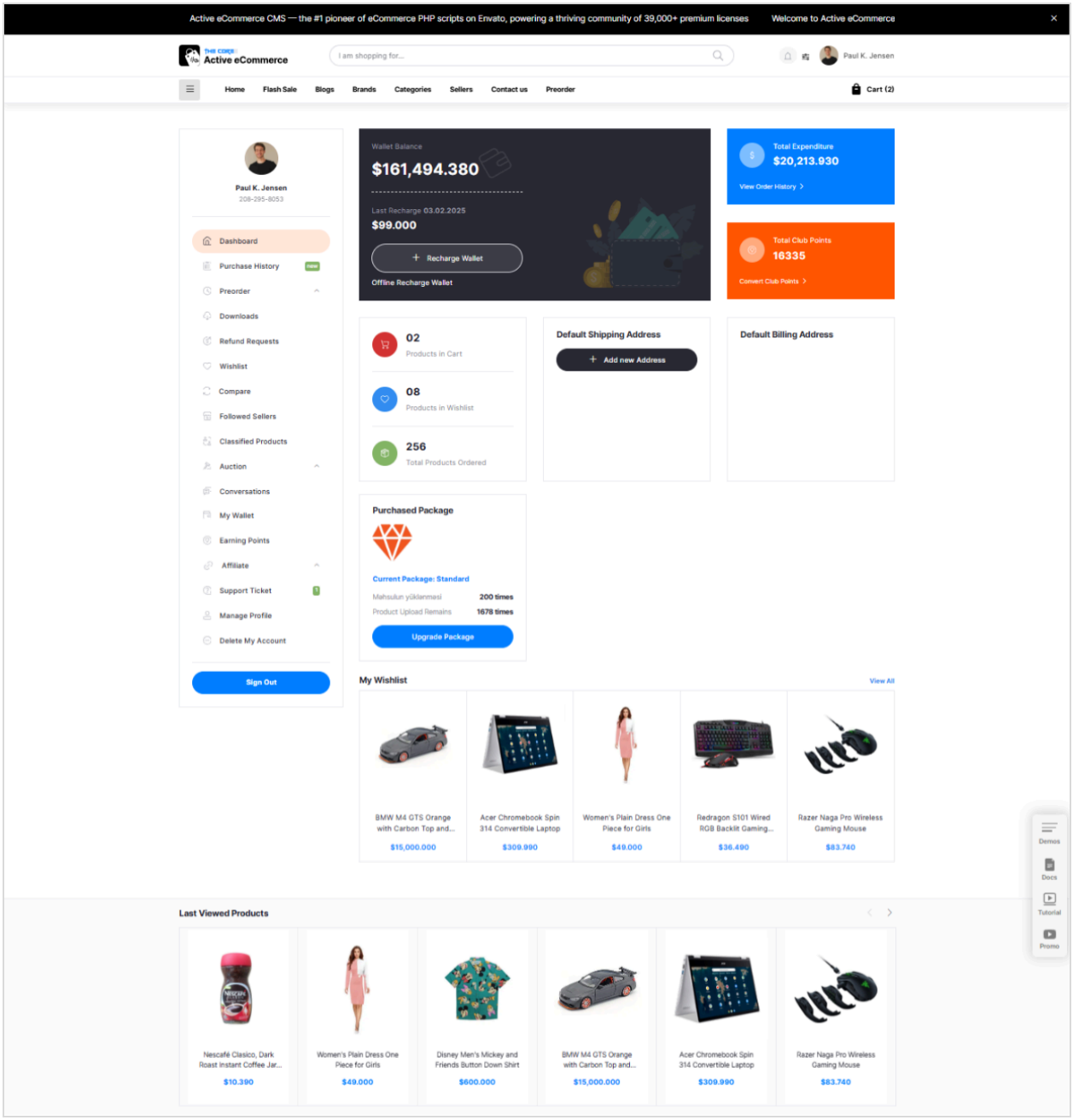


Figure: Customer Dashboard in Active eCommerce CMS

1.6. A Complete Ecosystem, Not Just a Script

Active eCommerce CMS is more than a simple shopping cart—it is a **full eCommerce ecosystem**. From initial setup and design customization to daily operations, marketing, and scaling, the system supports every stage of an online business lifecycle.

This documentation is designed to guide you through that ecosystem step by step—starting with installation and setup, and progressing through configuration, daily operations, and advanced features—so you can confidently run your eCommerce business using Active eCommerce CMS.

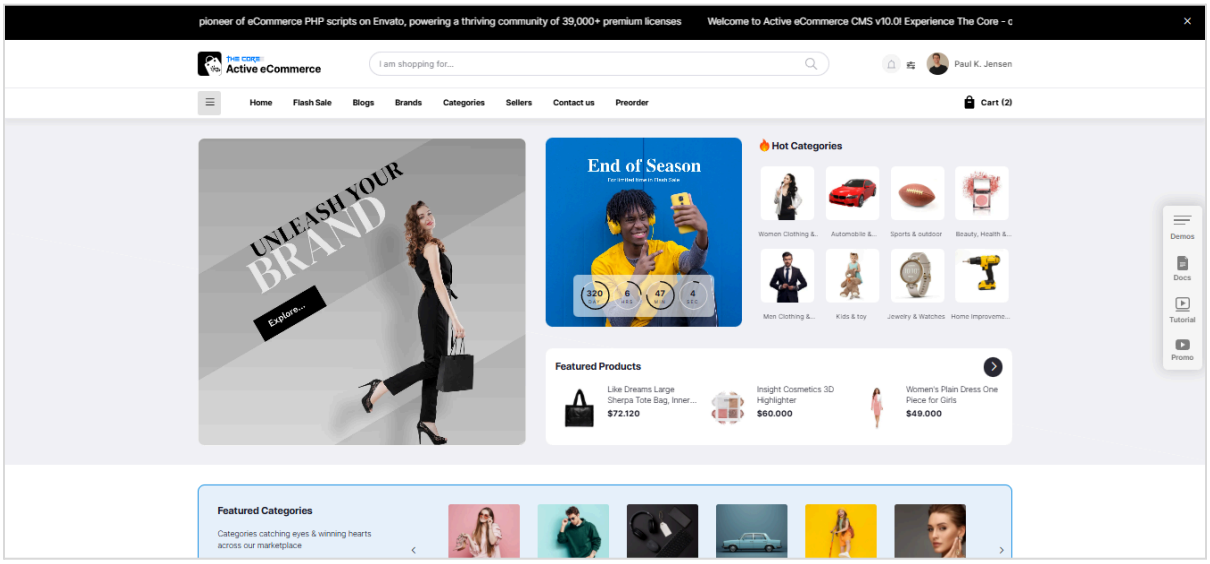


Figure: Frontend of the marketplace in Active eCommerce CMS

2. System Installation & Activation

This chapter walks you through preparing a server environment, installing the application, licensing and activation, applying the system key, downloading and applying updates, importing demo content, and troubleshooting and recovery. Each subsection begins with a descriptive explanation so you understand what the task is, why it matters, and what you will accomplish by following the steps.

2.1. Server Requirements

Before you begin any upload or installation, the server must meet specific software and extension requirements. This section explains those requirements and why the particular versions and PHP extensions matter. Read these descriptions carefully — a mismatch here is the most common cause of installation failures and unexpected runtime errors.

2.1.1. Minimum Platform Versions

This subsection explains the minimum server software versions (PHP and the database engine) required to run the platform reliably. Modern web applications rely on language and database

features, security fixes, and performance improvements provided only in newer releases. Using the recommended versions avoids incompatibilities and minimizes debugging time.

What it shows: The PHP and database engine versions that the framework and libraries rely on; older versions may lack functions, security patches, or driver support.

Purpose: Confirm the host environment is compatible to prevent runtime errors and security gaps.

Action:

- Ensure PHP **8.2+** is available and selected for the domain/subfolder you will use.
- Use MySQL **8.0+** or MariaDB 10.3+ as the database engine.
- Verify the webserver supports `mod_rewrite` (Apache) or equivalent URL-rewrite rules on Nginx.

Note: *Some hosts let you select PHP per domain — explicitly set the correct PHP version for the site root.*

2.1.2. Required PHP Extensions

This subsection details the PHP extensions your installation needs to enable core features like encryption, string handling, XML parsing, database connectivity, and ZIP operations. Extensions missing at install-time cause immediate errors, so pre-checking avoids stalled installs.

What it shows: The exact extensions the application expects: without them, corresponding features will fail (for example, DB access or ZIP unpacking).

Purpose: Ensure runtime support for critical features and avoid installation/runtime breakages.

Action:

- Confirm the following extensions are enabled: `BCMath`, `Ctype`, `JSON`, `Mbstring`, `OpenSSL`, `PDO` (with MySQL driver), `Tokenizer`, `XML`, and `ZipArchive`.

Note: *On shared hosting these are typically enabled by default; if not, request your provider to enable them or enable them via* ***php.ini****/package manager if you manage the server.*

2.1.3. Verify the Environment

This subsection gives practical verification methods — small commands and checks you or your host can run to validate the server environment. Performing these checks reduces guesswork during installation and gives precise information for support requests if something goes wrong.

What it shows / why it matters: Concrete verification techniques (phpinfo, php -v, DB version) that prove the environment meets the requirements.

Purpose: Provide a reproducible way to confirm all necessary software and extensions are present before install.

Action:

- Create and open a temporary `phpinfo()` page or run `php -v` on SSH to confirm PHP version and loaded extensions.
- Use `mysql --version` or your control panel to confirm the DB engine/version.
- Verify `mod_rewrite` by checking `.htaccess` behavior or asking host support.

Note: *Remove any temporary* ***phpinfo()*** *page after verification for security.*

2.2. Pre-install Checklist

A practical checklist of administrative tasks, file-system and hosting settings to validate before beginning. This step prevents common mistakes such as uploading to the wrong folder, using insufficient upload limits, or lacking DB access — all of which lead to failed installations.

What it shows / why it matters: Essential preconditions (DB creation ability, writable webroot, upload limits) and items often overlooked before install.

Purpose: Remove friction and reduce the time to a successful first install.

Action:

- Confirm you can create a MySQL database and a DB user with appropriate permissions.
- Identify your web root (e.g., `public_html`) and verify you may extract files there.
- Check PHP `upload_max_filesize`, `post_max_size`, and `max_execution_time` — raise them if you will upload large archives.
- Have your Envato/CodeCanyon Main File(s) and purchase code ready.
- Decide at this stage whether you want demo content (demo import is only available during install).

Note: *If you are installing on a server that already hosts other sites, ensure you have a backup and will not overwrite critical files.*

2.3. Install the Script

This section provides the step-by-step installer workflow from preparing the package to logging into the admin panel and performing initial validation checks. Each sub-step is described in detail so you understand what is happening and why.

2.3.1. Prepare the package

Before uploading, you must extract the main installer bundle from the Envato package. This subsection explains how to identify the installer files among the many artifacts within the Envato download.

This step matters because the outer CodeCanyon zip contains documentation, license files and sometimes nested zips; uploading the wrong archive causes the web installer to fail.

What it shows / why it matters: How to find the actual Install.zip or the installer folder inside the Envato package.

Purpose: Avoid uploading the wrong archive and ensure the installer files are accessible on the server.

Action:

- Download Main File(s) from your Envato account and extract locally.
- Locate `Install.zip` or the installer folder inside the extracted package.

Note: *Do not upload the outer Envato bundle directly without verifying its contents.*

2.3.2. Upload & Extract on the Server

This subsection explains how to transfer and extract the installer into your chosen web root. Extracting on the server keeps correct paths and avoids client-side upload limitations.

A server-side extraction ensures proper file locations and reduces chances of timeouts on large uploads.

What it shows / why it matters: Where to put installer files and how to extract them properly for the webserver to access.

Purpose: Make the installer reachable via your browser and preserve server-side file permissions.

Action:

- Upload `Install.zip` to your web root (e.g., `public_html`).
- Use the control panel or SSH to extract the archive on the server.

Note: *Server-side extraction (cPanel / Plesk "Extract here") is recommended for reliability.*

2.3.3. Create Database & Credentials

The installer requires DB connection details to create schema and seed initial data. This subsection explains the DB user privileges and host considerations.

This matters because incorrect DB host or insufficient privileges cause SQL errors during installation.

What it shows / why it matters: The database and DB user setup needed for the installer to run SQL scripts and store application data.

Purpose: Ensure the installer can create and modify the schema.

Action:

- Create a new database and a DB user; grant full privileges to the user for that DB.
- Record DB Host, DB Name, DB Username, and DB Password to enter into the installer.

Note: *Confirm whether your host uses* ***localhost*** *or a special DB endpoint.*

2.3.4. Run the Installer

This step walks you through the interactive installation wizard—from the first launch URL to permission checks, database configuration, demo import, and the final admin login. Follow the sequence exactly to avoid partial installs or missing data.

What it shows / why it matters: Ensures you follow the correct installation sequence and understand each screen.

Purpose: Complete automated configuration safely and without partial installs.

Action:

- **Step 1: Open the installer**
  - ➜ Hit your site URL; the installer loads automatically.
  - ➜ Click **START INSTALLATION PROCESS**.

➜ The screen highlights the items you **must know before continuing**: Codecanyon Purchase Code, Database Name, Database Username, Database Password, and Database Hostname.

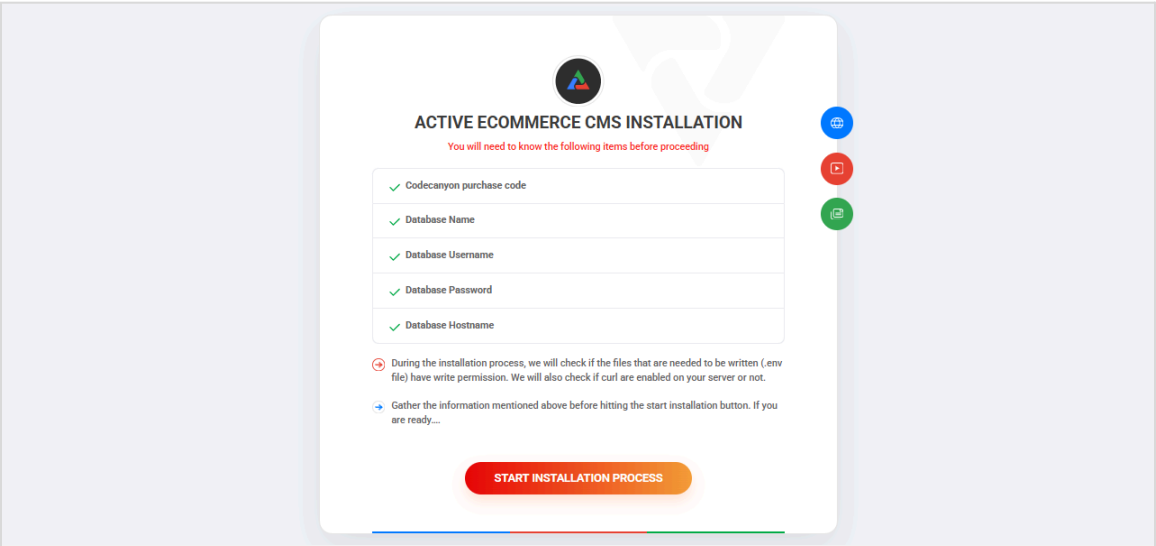


Figure: Start of Installation Process

- **Step 2: File Permission Diagnostics**
  - ➜ The installer page "**CHECKING FILE PERMISSIONS**" checks required server permissions and environment compatibility.
  - ➜ If all checks pass (PHP 8.2, Curl Enabled, `.env` writable, `RouteServiceProvider.php` permissions OK), click **GO TO NEXT STEP**.

    Note: *In some hosting environments, disable `pdo_mysql` and enable **both** `nd_mysqli` and `nd_pdo_mysql` to avoid integer-to-string conversion issues.*

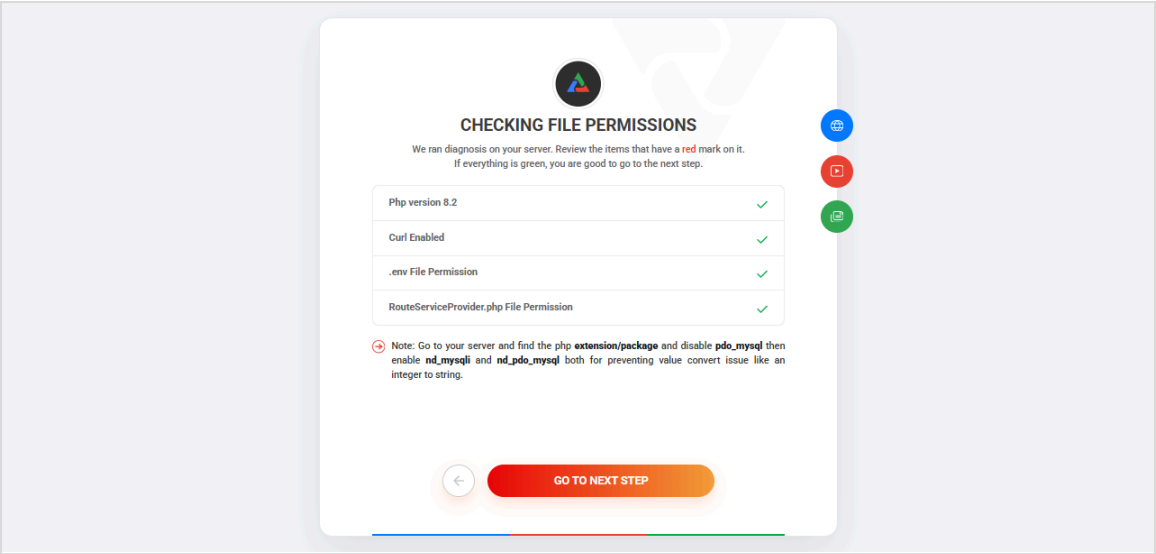


Figure:Checking File Permissions before installation

- **Step 3: Database Configuration**
  - ➜ Enter the DB details you prepared earlier: Database Host, Database Name, Database Username, and Database Password.
  - ➜ Click **CONTINUE**. If the connection is valid, the installer proceeds automatically.

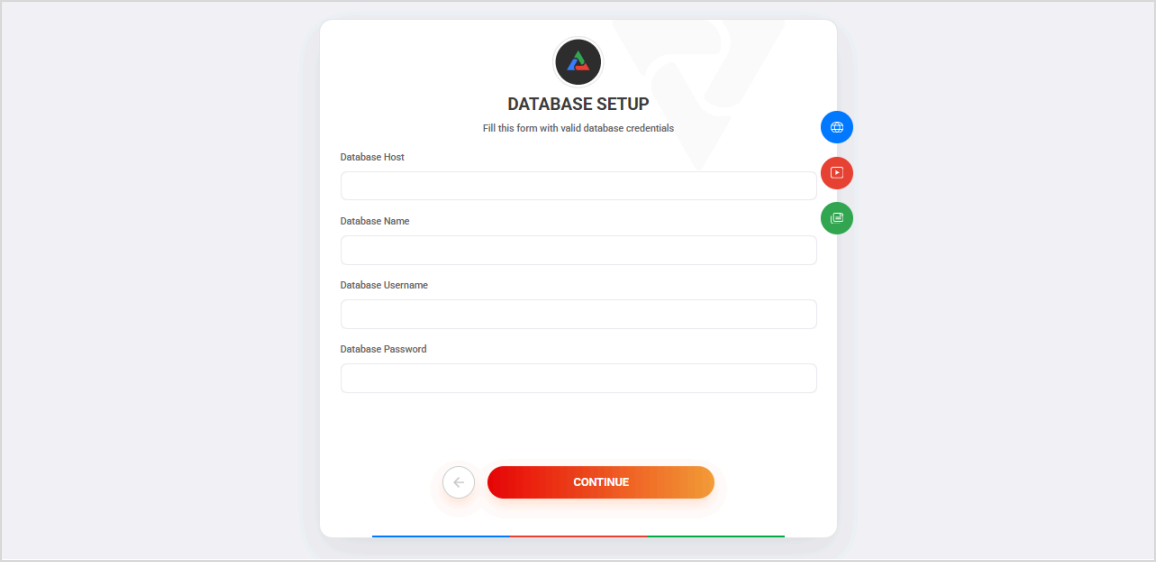


Figure: Entering the database details

- **Step 4: Import SQL & Choose Demo Content**
  - ➜ Once the database is connected successfully, you must now choose one of the two **radio-button options**:

- **Import With Demo**

  Auto-imports sample homepage layout, demo products, categories, brands, and general settings.
- **Import Without Demo**

  Creates a clean installation with no sample content.

➜ Click **IMPORT** to run the SQL import automatically. The installer automatically executes the SQL file and configures required tables.

Notes:

➜ ***Demo data can only be imported at this step.*** *If you skip it, you can access demo data again* ***only by reinstalling****.*

➜ *Demo import may take some time depending on server performance—****do not close the browser****.*

➜ *Demo media increases storage consumption; on production sites, a clean install avoids later cleanup.*

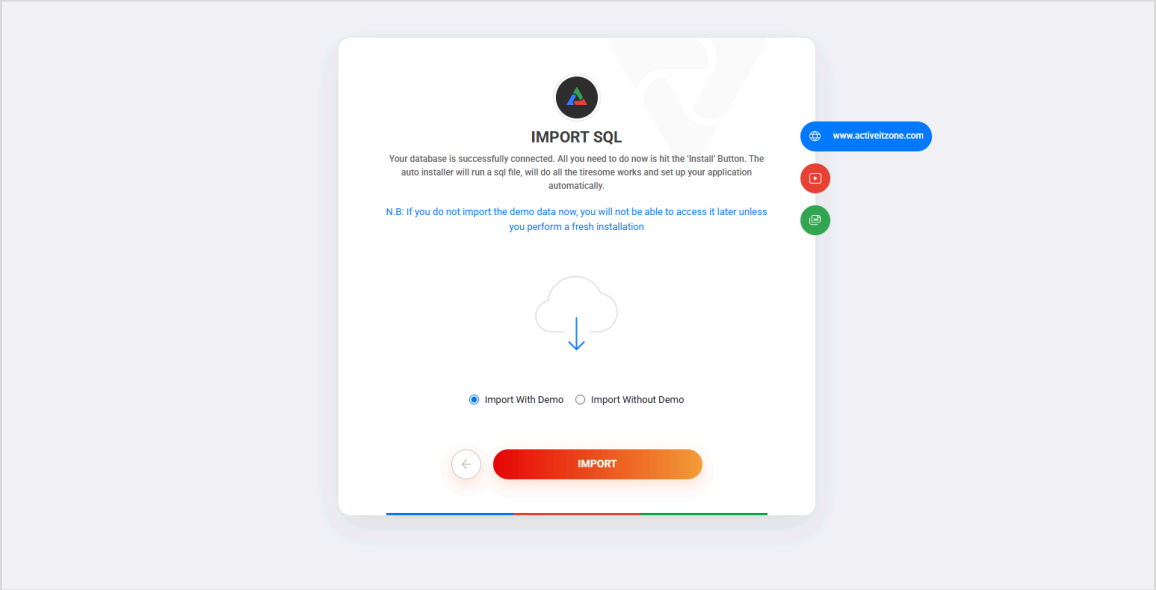


Figure: Importing Sql with or without demo

- **Step 5: Shop Information**

➜ After successful SQL import:

- Enter shop name, admin credentials, and basic site details.
- Click **CONTINUE**.

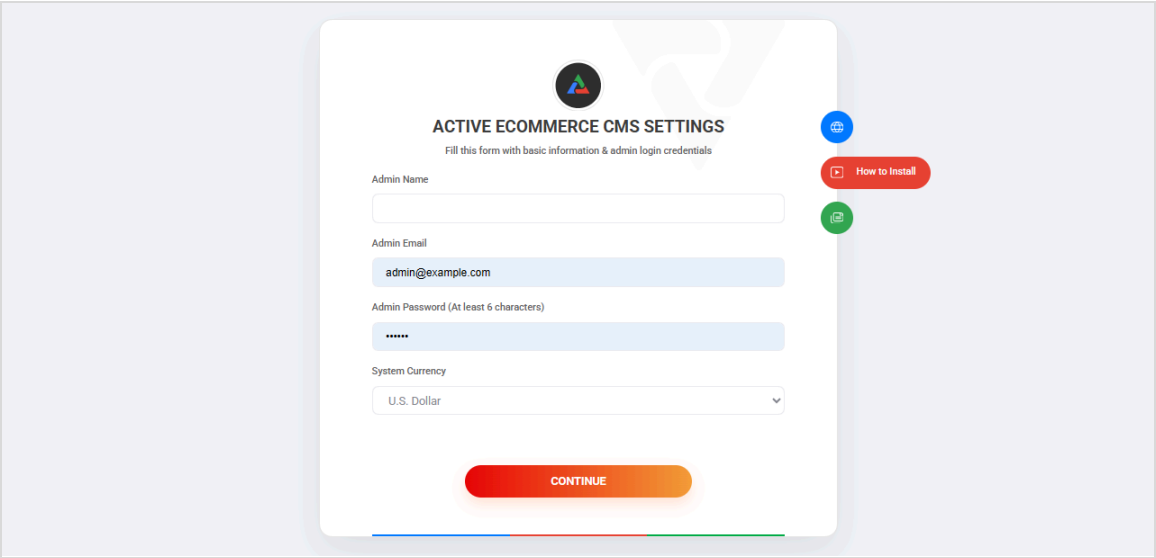


Figure: Setting up basic shop info and admin credentials

- **Step 6: Finish Installation**
  - ➜ Click **Go to Home / Login to the admin panel** and sign in using the admin credentials you just created.

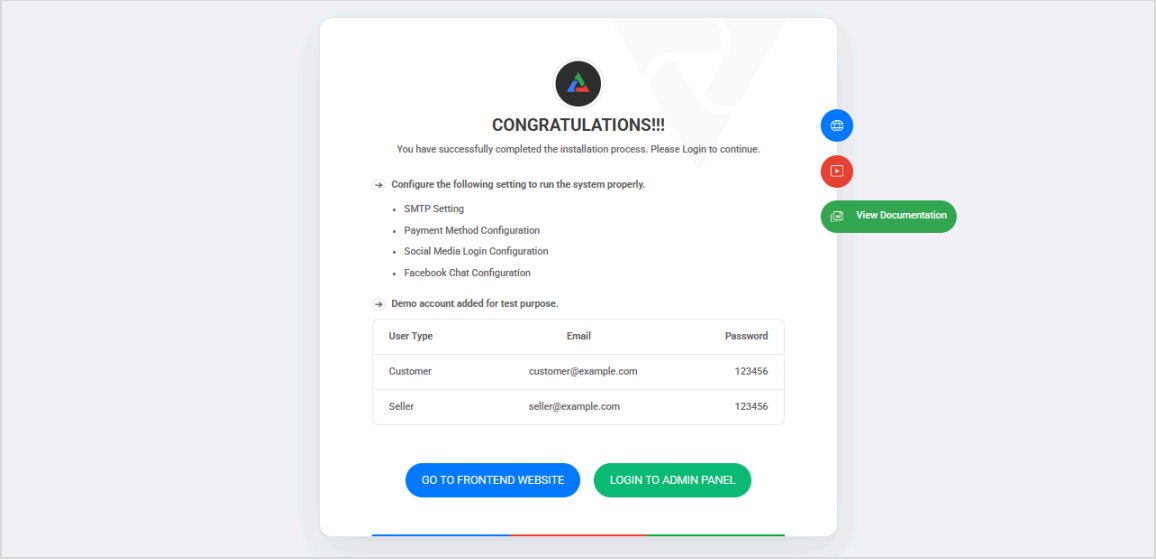


Figure: After Successful Installation

2.3.5.Post-install Validation

After install, it's important to validate your environment and confirm that core services and pages load correctly. This subsection outlines the checks to perform immediately after the installer finishes.

This matters because catching issues early (file perms, missing assets, broken links) allows you to fix them before adding content or going live.

What it shows / why it matters: Basic smoke tests to confirm admin login works, pages render, and critical settings are accessible.

Purpose: Confirm installation completeness and system readiness.

Action:

- Log into the admin panel with the admin credentials you provided.
- Visit **Browse Website** to confirm assets load and pages render.
- Inspect system settings (timezone, currency, file paths) and set secure file permissions on writable directories.

Note: *Remove temporary installer or test files and secure the installation folder if still publicly accessible.*

2.4. License Activation & Purchase Code

Licensing binds your purchase to a domain; this section explains where to find your Envato purchase code and how to register your domain to obtain the system key the app requires.

Activating a license is essential to unlock updates and vendor support; this subsection explains how entitlement is verified and how to retrieve the required data.

2.4.1. Where to find the Purchase Code

This subsection gives exact steps to retrieve the Envato purchase code that the vendor activation form requires. Having this code saves time during activation.

What it shows / why it matters: The Envato UI path to the purchase key (required for activation).

Purpose: Provide the entitlement credential needed to prove purchase ownership.

Action:

- Log into your Envato/CodeCanyon account.
- Hover your username and click **Downloads**.
- For the item, click **License certificate & purchase code** and copy the code.

Note: *Do not share the purchase code publicly; treat it as sensitive.*

2.4.2. Activate the Script

This subsection describes how to use the vendor activation portal to associate your purchase with a domain and generate the system key. It also describes the implications of reactivating with a different domain.

Activating correctly ensures the vendor's activation checks pass and the app knows it is a licensed copy.

What it shows / why it matters: How to submit your purchase code and domain to the vendor activation site and the artifact (system key) you will receive.

Purpose: Authorize your domain and obtain the system key required by the app.

Action:

1. Open https://activeitzone.com/activation/.
2. In the respective fields, put your **Name**, **E-mail**, **CodeCanyon Username**, **Purchase Key** CodeCanyon Username, and your intended **domain** name for the script and verify the captcha.
3. The form will be submitted to **check the purchase key** and then **activate** the licence for that domain – on success you receive a **system key**; copy it for the next step.

Note: *You can change the activation later from this same form. Re-activating on a different domain can disable a previous activation for Regular licenses — follow Envato licensing rules.*

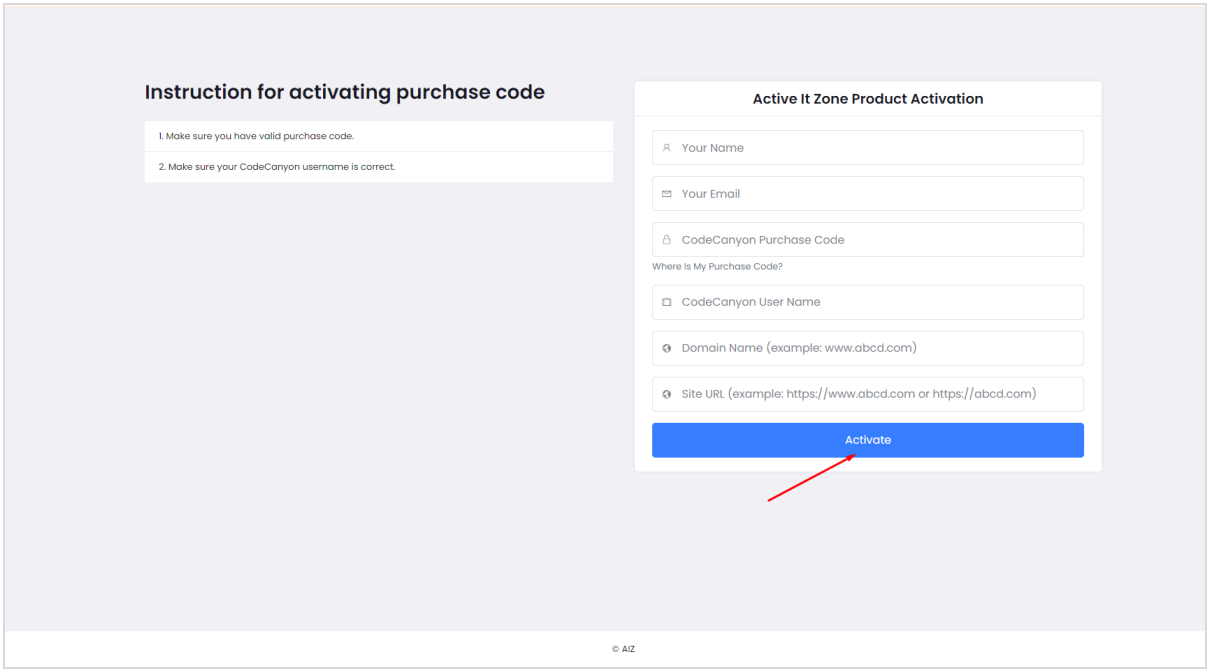


Figure: System Activation

2.5. Apply the System Key

Once you have the system key from activation, you must place it into your app's configuration. This subsection explains precisely where and how to add the key so both web and mobile apps accept the activation.

Storing the system key in `.env` is simple but must be done carefully so keys are not leaked and caches are cleared to pick up the new value.

What it shows / why it matters: The exact `.env` configuration entry for `SYSTEM_KEY` and the steps to ensure the key becomes active in the application.

Purpose: Register the activation on the server so licensed features are available.

Action:

1. Copy the system key from the activation page.

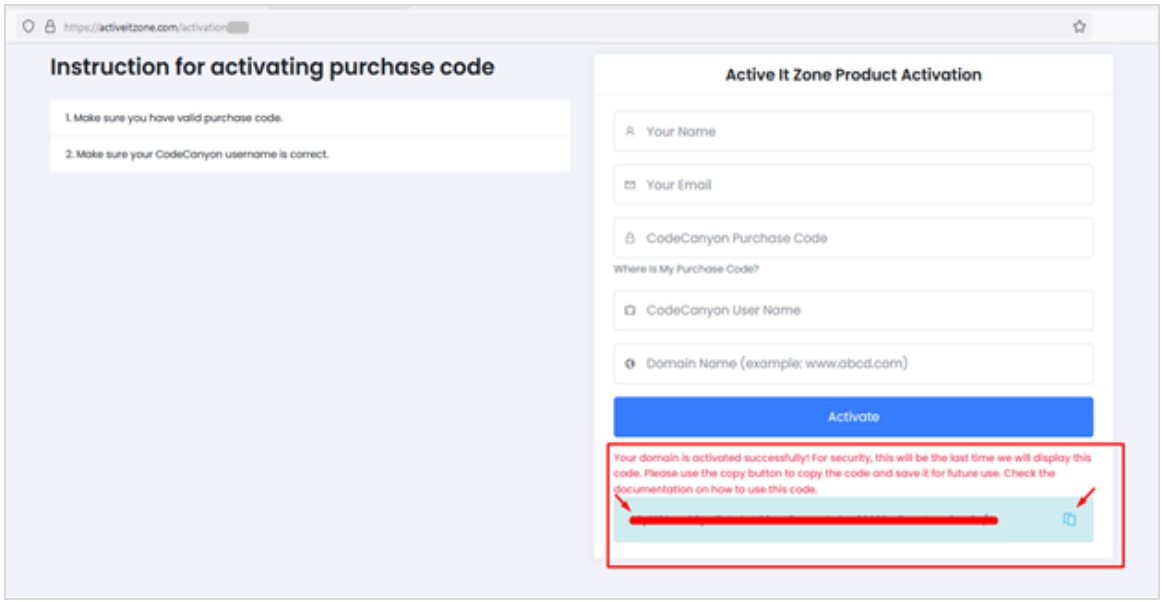


Figure: Obtain System Key

2. Open the project root on your server and edit the `.env` file.



Figure: Set the System key

3. In the `.env` file, add or update the line: `SYSTEM_KEY="paste_your_system_key_here"` with the code that you copied from this site **https://activeitzone.com/activation** within the **double quote** and Save.



Figure: Enter System Key in .env file

4. Use the same key in Flutter/mobile app config if required by mobile setup docs.

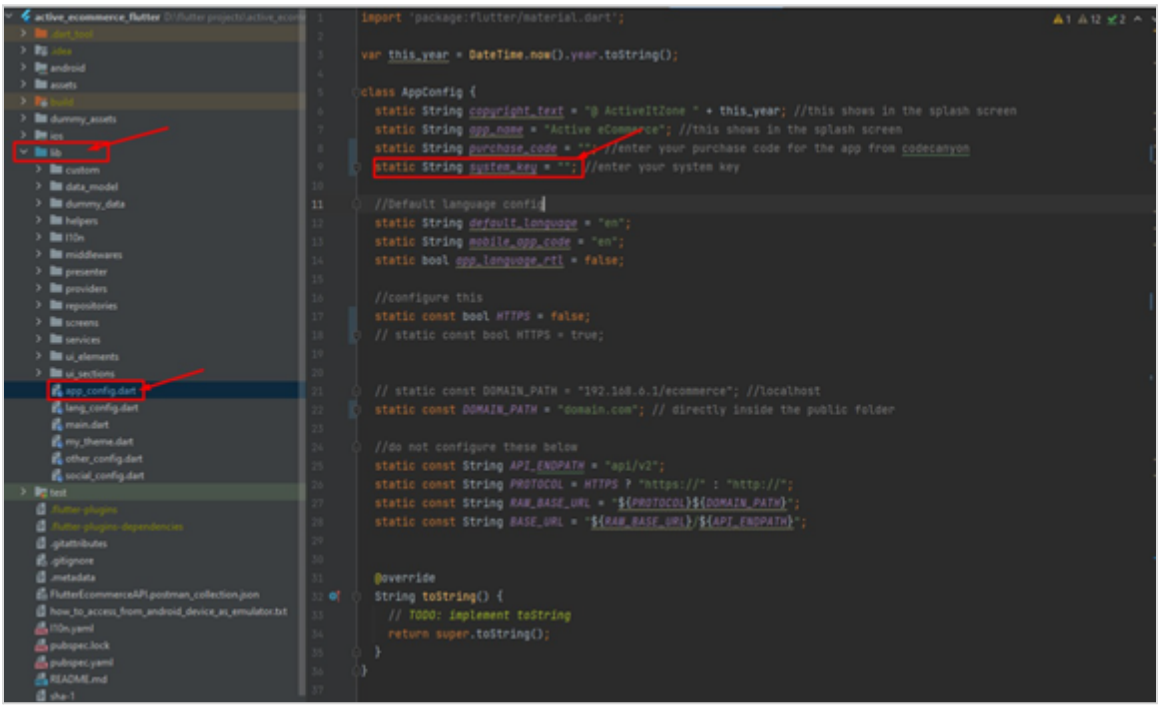


Figure: Enter System Key in .env file of the Flutter App

***Note:** Never expose **.env** contents publicly; if the key is compromised, reissue/reactivate and update the **.env**.*

2.6. Download & Upgrade

Keeping your installation current is vital for security and features. This section shows how to download the package and perform both automatic in-panel updates and manual SQL/file updates for older versions. Backup guidance is included because updates can modify database schema.

2.6.1. Download the Package

This subsection explains how to download the Main File(s) and license files from Envato — the same package you used to install and that contains `updates.zip` used for manual upgrades.

Knowing where to retrieve these files is essential for updates, manual fixes and support.

What it shows / why it matters: Steps to get the full product package and license PDF from Envato/CodeCanyon.

Purpose: Have the vendor-provided update and install artifacts available for maintenance.

Action:

- Log in to Envato/CodeCanyon → **Downloads** → find the purchased item → click **Download** → select **Main File(s)** or **License Certificate & Purchase code**.

Note: *Store the Main File(s) in a safe place for future updates.*

2.6.2. Automatic Update (In-Panel)

If your site is within the our automatic-update window (last 10 versions), you can apply updates in-panel. This subsection explains the quick update path and why you should still back up first.

Automatic updates streamline maintenance but are limited in range.

What it shows / why it matters: Simple upload and apply flow in the admin UI for recent versions.

Purpose: Let you update quickly and safely for supported recent versions.

Action:

1. Admin → **System** → **Update**.
2. Upload vendor update ZIP.
3. Insert purchase code and system key

4. Click **Update Now**

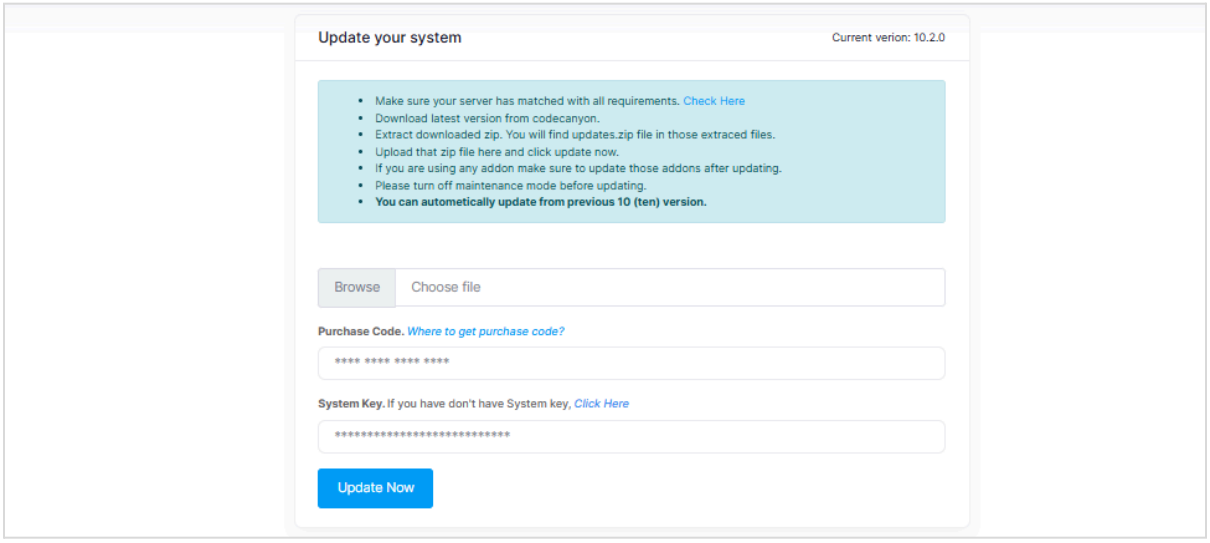


Figure: Update page in the Admin Panel in Active eCommerce CMS

***Note:** Automatic updates cover only the most recent 10 versions; always backup files and DB before updating.*

2.6.3. Manual Update (Older Versions)

For older installations outside the auto-update window, manual update is required. This subsection explains file deployment and sequential SQL patching — a sensitive operation that must be done carefully.

Manual updates allow older installs to catch up, but mis-ordering SQL can corrupt the DB.

What it shows / why it matters: How to apply `updates.zip` and the SQL patches in version order to migrate schema safely.

Purpose: Bring legacy installs up to date when automatic update is not available.

Action:

1. Download from codecanyon and extract the product package locally.
2. Upload `updates.zip` to the site root (the root directory on your server in which your previous version is running) and extract on the server.
3. In phpMyAdmin run the SQL update files in order (start from the first patch after your current version).
4. Reload the site and verify features.

Note (CRITICAL): *Back up both database and files before starting. Applying SQL out of sequence can permanently corrupt data.*

2.7. Troubleshooting & Common Issues

This section consolidates the frequent problems seen during install and upgrade — missing extensions, permission errors, SQL timeouts and activation failures — and shows pragmatic, prioritized fixes so you can resolve them faster.

Each bullet is a practical remedy you can try before contacting vendor support, saving time for both you and support engineers.

What it shows / why it matters: Typical failure points and clear remedies that address root causes rather than symptoms.

Purpose: Reduce downtime by empowering you to resolve or gather the right information for vendor support.

Action / Remedies:

- If extensions are missing: enable them via hosting control panel or request host support.
- For permission errors: set proper owner/group and writable flags (follow your host guidance).
- For SQL import timeouts: import via command-line `mysql` or split SQL into chunks in phpMyAdmin.
- If activation fails: double-check the purchase code and domain; confirm outbound HTTP connectivity to the activation server is permitted.
- If an auto-update breaks: restore backup and follow manual update steps, collect logs and escalate to vendor support.

Note: *Always capture full error outputs and server logs — these are crucial for quick diagnosis by support.*

2.8. Recommended Post-Setup Tasks

Once the system is installed and licensed, this section guides the essential follow-up configuration to make the site ready for real customers — payments, emails, SSL, scheduled tasks, caching and backups.

Completing these tasks transforms an installed application into a production-ready storefront.

What it shows / why it matters: Prioritized checklist to configure production-critical services and policies.

Purpose: Reduce the risk of failed payments, lost emails, slow pages, or data loss soon after launch.

Action (recommended sequence):

1. Configure **Payment Gateways** and **SMTP** so the platform can accept payments and send emails.
2. Install SSL/TLS (HTTPS) and update the site URLs in settings to use HTTPS.
3. Set up cron jobs, background workers and queue workers required by the app for scheduled tasks and asynchronous jobs.
4. Configure caching (Redis or file cache) and run performance tests.
5. Install and enable any add-ons required (Auction, Club Points, Seller Subscription) and follow their activation steps.
6. Implement a backup schedule for both files and the database and test restoring from a backup.

Note: *Verify each configuration by running representative transactions, sending test emails, and validating cron jobs run as expected.*

3. Dashboard

The Dashboard is the first page that appears after a user logs in. It gives an overview of activities and statistics relevant to the logged-in role. Each user role (Admin, Seller, Customer) has its own dashboard view tailored to its responsibilities.

➜ **Admin Dashboard** – Shows system-wide management tools and analytics.
➜ **Seller Dashboard** – Helps sellers manage their products, sales, and earnings.
➜ **Customer Dashboard** – Provides customers with order history and account management.

Prerequisite:
Purchase and **install Active eCommerce CMS** from the official marketplace/provider, and ensure the application is running on your server.

Note: *Dashboard can also be accessed by clicking on the* ***User Avatar > Dashboard***

3.1. Admin Dashboard

The Admin Dashboard is the admin landing page that provides visual, at-a-glance summaries of the platform's current state — for example sales, orders, customers, brands, categories, and in-house store metrics.

It allows administrators to monitor system health and trends, jump to common pages using top shortcuts, and open detailed management pages from dashboard controls.

Prerequisite:
Log in using administrator credentials. Successful login redirects to the Admin Dashboard.

3.1.1. Top Shortcut Bar & Quick-Action Icons

One-row controls at the top of the page that provide fast access to commonly used pages and actions.

- **Quick-Action Icons** (Left of the Tabs)
  - ➜ **Browse Website** – Opens the storefront (live site).
  - ➜ **POS** – Opens POS System > POS Manager.
  - ➜ **Clear Cache** – Clears application cache immediately (applies changes that require cache invalidation).

- **Top Shortcut Tabs** (Center) – One-click navigation:
  - ➜ **Dashboard** – Returns you to the *Admin Dashboard*.
  - ➜ **Orders** – Redirects to *Sales > All Orders*.
  - ➜ **Preorders** – Redirects to *Preorder > All Orders*.
  - ➜ **Earnings** – Redirects to *Reports > Earning Report*.
  - ➜ **Homepage Settings** – Redirects to *Design Studio > Homepage Settings*.
  - ➜ **Add New** – Quick-create shortcuts: redirects to the appropriate add form *(e.g., New Product, New Category, New Brand)*.

Note:

- ➜ *Preorder is an add-on feature and requires the purchase of this add-on for preorder related functionalities to be visible and functional.*
- ➜ *Initially, after installation, the admin dashboard will notify you to **Configure SMTP Setting** to work all email sending functionality.*

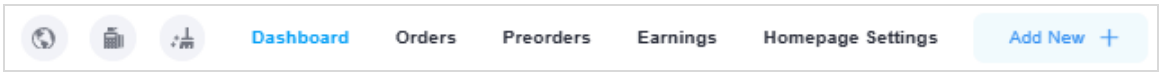


Figure: Global Top Shortcut Bar & Quick-Action Icons

3.1.2.User & Utility Controls

Located at the top right; controls for account, language and notifications; use these to manage your profile, switch language, or view quick alerts.

- **Admin Avatar / Name** – Clicking opens a menu with:
  - ➜ **Profile:**
    Redirects to the admin profile edit page with the following fields: **Name, Email, New Password, Confirm Password; Upload Avatar** (90×90 px). After editing, you can click **Save** to apply changes.
  - ➜ **Logout** – Logs the admin out.

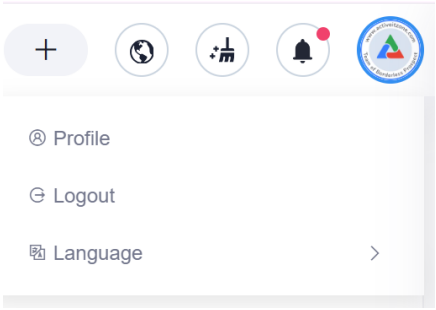


Figure: User & Utility Controls

- **Flag** – Language selector for switching the admin-panel language.
- **Notification Bell:**
  Opens a dropdown that lists recent notifications for **Orders**, **Preorders**, **Sellers** and **Payouts**. The dropdown surfaces recent items and brief details (it is a quick-notification panel rather than a full redirecting list).

3.1.3.Left Navigation Sidebar

Persistent, global navigation for accessing all admin modules (menus or submenus); appears alongside the dashboard but is not exclusive to it.

- Use the sidebar to reach any admin section (Dashboard, POS System, Products, Preorder, Sales, Reports, Design Studio, etc.).
- The sidebar includes a search field for quick lookup of menu items.

Note: *This sidebar is global and is available in all Menus/Submenus in the Admin Panel.*

3.1.4.Dashboard Contents — Cards, Blocks, Charts and Lists

The central dashboard area presents visual summaries (cards, charts, lists) that show system health and performance; use the labeled quick-links or buttons on cards to open the corresponding management pages.

- **Summary Cards** (Top Row)
  - ➜ Aggregate system counts and totals (e.g., Total Customers, Total Products, Total Sales, Total Sellers, Total Category, Total Brands). These show high-level counts and monetary totals.
  - ➜ **Action:** Display data. When **All Sellers / Pending Sellers** is clicked, it redirects to **Sellers > All Seller** with respective filters preapplied (None / Non-Approved).

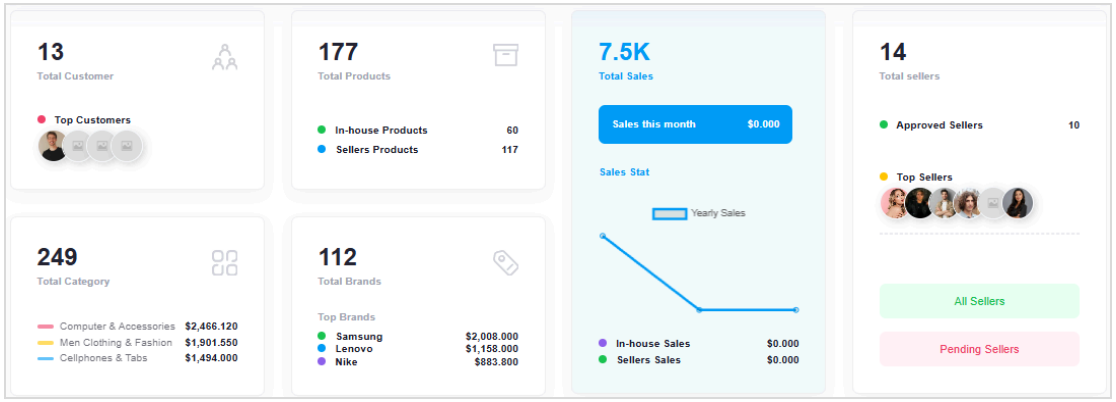


Figure: Summary Cards in Admin Dashboard

- **Sales Chart**
  - ➜ A chart showing total sales stat over a period and includes a breakdown (e.g., In-house Sales vs Sellers Sales).
  - ➜ **Action:** Displays data only.

Note: *Use Reports > Earning Report / In House Product Sale / Seller Products Sale or Sales pages for detailed analysis.*

- **In-House Analytical Charts & Rankings**
  - ➜ Ranked lists that show top categories and brands by sales, with monetary values where applicable. These sections provide insights into performance trends and top contributors:
    - **In-house Top Categories** – Shows the highest-selling categories.
    - **In-house Top Brands** – Shows best-performing brands.
    - **Top Seller & Products** – Highlights best sellers and their top products.
  - ➜ **Action:** Display data with filtering options (*All, Today, Week, Month*). Clicking on a seller logo reveals a table with their **Item** name, **Quantity** sold, and **Total Price**

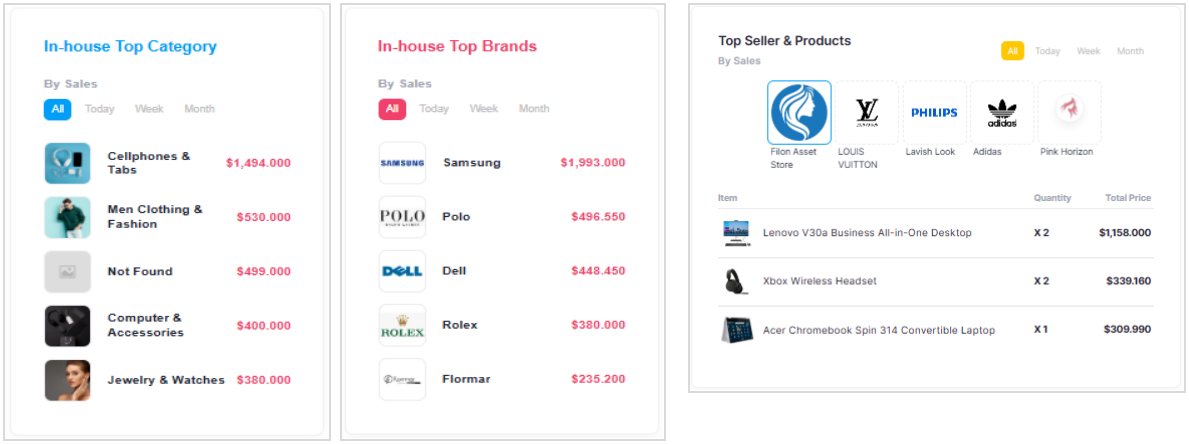


Figure: In-House Analytical Charts & Rankings in the Admin Panel

- **Order-Status Block**
  - ➜ Block that shows order counts by status *(Total Order, Order Placed, Confirmed Order, Processed Order, Pending Order, Order Shipped)*.
  - ➜ **Action:** Display data. When an **All Orders** button is clicked, it redirects to **Sales > All Orders**.

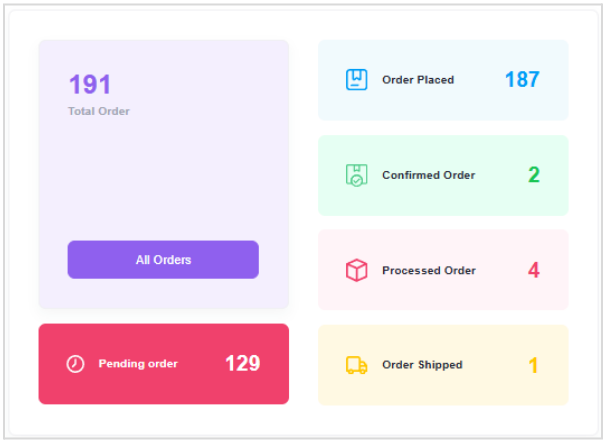


Figure: Order-Status Block in the Admin Panel

- **In-House Store Summary**
  - ➜ Key in-house metrics: total number of in-house products, average rating, total in-house orders, and total in-house sales (monetary) with a payment-method distribution chart (e.g., **Cash on Delivery**, **Wallet**, **Others**).
  - ➜ **Action:** Displays data. When an **All In-house Orders** button is clicked, it redirects to **Sales > In-house orders**.

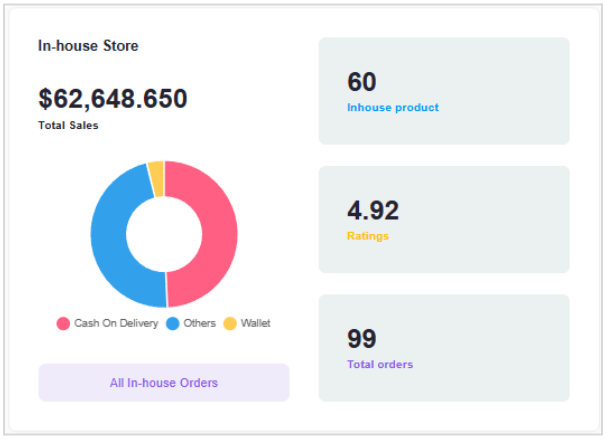


Figure: In-House Store Summary cards in the Admin Panel

3.2. Seller Dashboard

Seller Dashboard is the post-login workspace for sellers, providing quick insights into products, orders, earnings, and tools to manage shop operations.

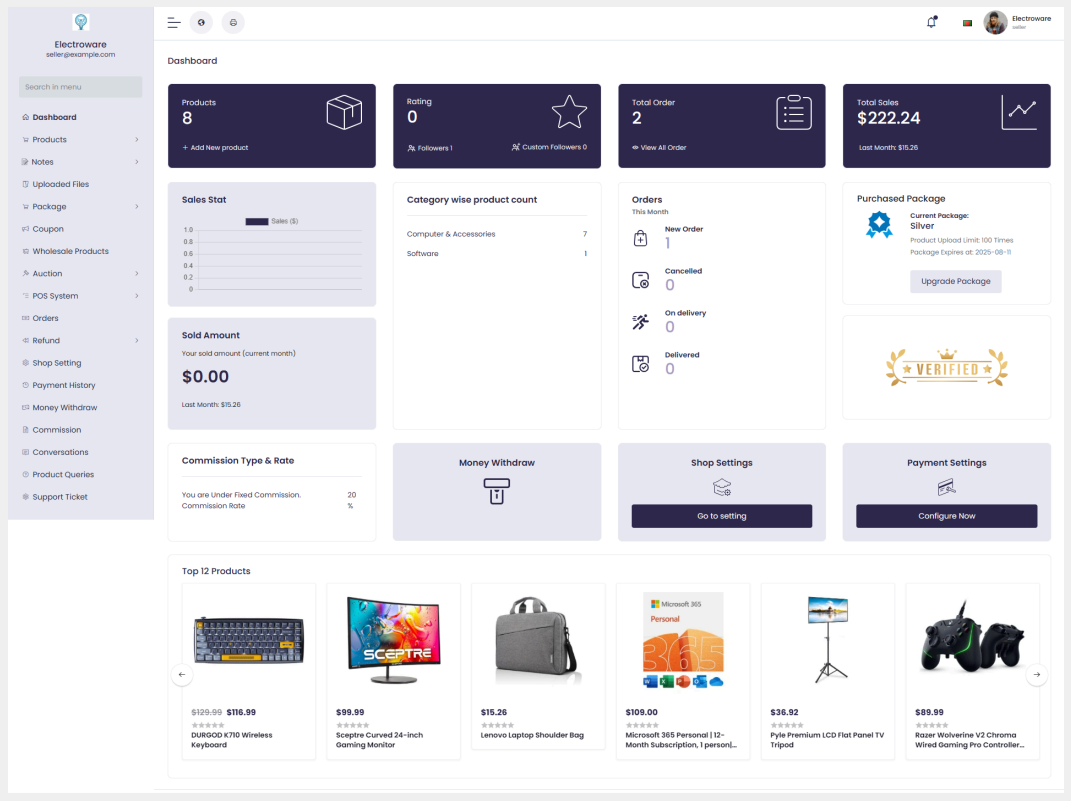


Figure: Seller Dashboard

3.2.1. Quick-Action Icons & User & Utility Controls

Always visible at the top of the dashboard, this section provides quick navigation tools and user account utilities.

Purpose: To give sellers one-click access to essential navigation, shop preview, alerts, and account management.

- **Quick-Action Icons:**
  - ➜ **Browse Website** – Redirects to storefront website.
  - ➜ **POS** – Opens POS System > POS Manager (view published products, filter search, add/remove order list items, set shipping charges/discounts, place order).

Note: *POS Manager allows sellers to view only their published products and manage POS orders for on-site transactions.*

- **User & Utility Controls:**
  - ➜ **Notification Bell** – Opens overlay with tabs (Orders, Preorders, Products, Payouts).Opens a dropdown that lists recent notifications for Orders, Preorders, Sellers and Payouts. The dropdown surfaces recent items and brief details (it is a quick-notification panel rather than a full redirecting list).
  - ➜ **Flag** – Switch between enabled languages.
  - ➜ **Profile Avatar / Name** – Dropdown with **Profile** (Manage Profile for credentials/payment settings edits) and **Logout**.

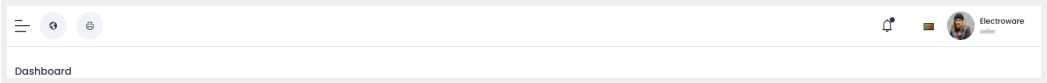


Figure: User & Utility Controls with Quick Action Buttons

3.2.2. Overview Panel (Products, Rating, Total Order, Total Sales)

A consolidated set of summary cards that gives you an immediate sense of catalog size, reputation, order volume and revenue — ideal for a one-glance health check of your shop.

- **Products:**
  - ➜ A quick count of your currently published products and a direct link to add new listings so you can expand products quickly.
  - ➜ **Action:** *Add New product* → opens the Add Product page.

  Note: *Sellers can upload up to 20 products by default; to add more you must purchase the* ***Active eCommerce Seller Subscription Add-on****.*

- **Rating**
  - ➜ Displays the seller's average rating along with the number of followers. This reflects customer satisfaction and brand trust. The higher the rating, the stronger the shop's reputation.
  - ➜ **Purpose:** Allows sellers to monitor how customers perceive their shop and products.
  - ➜ **Action:** informational only (ratings are system-generated).

  Note: *low ratings indicate areas for product or service improvement.*

- **Total Order:**

➜ A glanceable total of orders placed with your shop so you can quickly see order volume and use the link to manage them in full.

➜ **Action:** Click **View All Order > Orders** page for full order management (status updates, refunds, shipment).

Note: *Use Orders page for transaction-level actions.*

- **Total Sales:**
  - ➜ Displays the total revenue earned, along with a comparison to "Last Month." This comparison helps sellers measure growth or decline in sales performance.
  - ➜ **Purpose:** Track overall sales performance and compare against past periods.
  - ➜ **Action:** Click **Last Month** → Orders page filtered for the previous month.

Note: *Use Reports/Orders for deeper revenue breakdowns.*



Figure: Summary Cards of Products, Rating, Total Order & Total Sales

3.2.3. Sales Performance (Sales Stat, Sold Amount)

Visuals and quick comparisons that make trends and monthly movement obvious without running reports.

- **Sales Stat:**
  - ➜ A time-series chart plotting sales across a selected period so you can spot trends, spikes, or declines.
  - ➜ **Action:** Informational only.

Note: *Useful for evaluating promotions and seasonality.*

- **Sold Amount:**
  - ➜ Numeric comparison showing current month vs previous month sold revenue — handy for quick month-to-month checks.
  - ➜ **Action:** Informational only.

Note: *Go to Orders/Reports for transaction details.*

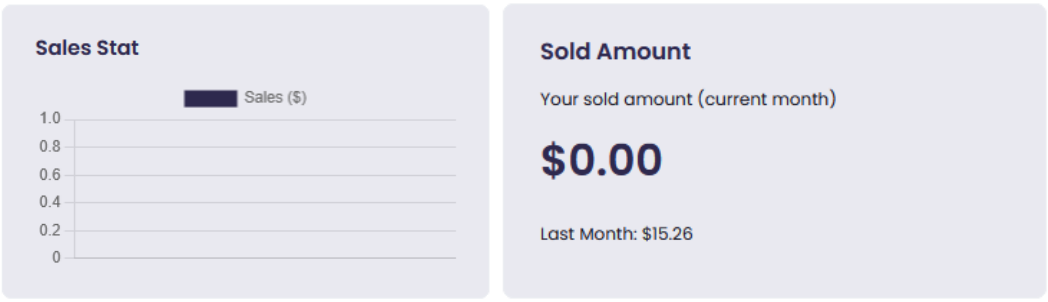


Figure: Chart and Card of Sales Stat and Sold Amount

3.2.4. Catalog & Orders Breakdown (Category wise product count, Orders)

Combined information about distribution and order lifecycle to help identify catalog gaps and fulfillment issues.

- **Category Wise Product Count:**
  - ➜ Displays the number of products listed under each product category. This shows sellers how their catalog is distributed and highlights whether certain categories are overrepresented or underutilized.
  - ➜ **Purpose:** Analyze catalog spread to ensure a balanced and competitive product offering.
  - ➜ **Action:** Informational; navigate to category pages (via sidebar) to manage items.



Figure: Number of Products Under Category Type

- **Orders (Status Breakdown)**
  - ➜ The distribution of current month's orders by status: **New, Cancelled, On Delivery, Delivered**. This helps sellers see order flow at a glance, spot delivery bottlenecks, or identify frequent cancellations.
  - ➜ **Purpose:** Provide visibility into how orders are progressing through fulfillment stages.
  - ➜ **Action:** Informational; click **View All Order** (from the Total Order card) to manage individual orders.

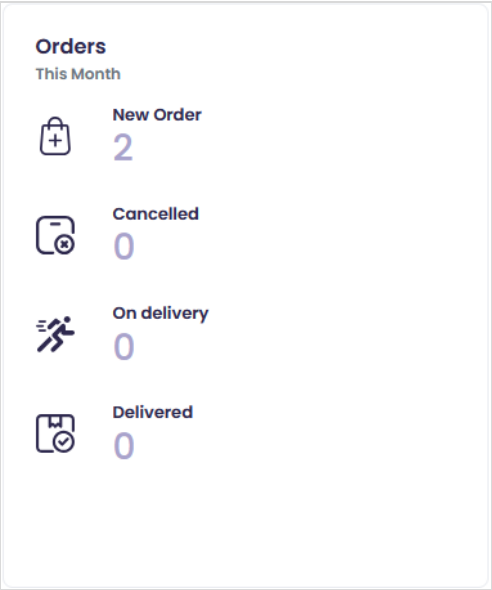


Figure: Current Order Status

3.2.5.Commission & Withdrawals (Commission Type & Rate, Money Withdraw)

- **Commission Type & Rate:**
  - ➜ Shows the Commission Type *(Fixed / Seller-Based / Category-Based)* and Rate set by the Admin. This transparency ensures sellers understand the cost structure of selling on the platform.
  - ➜ **Action:** Informational only for Fixed Rate. Click **Details** button check exact commission rates for Seller-Based / Category-Based commissions.

- **Money Withdraw:**
  - ➜ Shortcut to payout controls so you can view pending balances and request payouts.
  - ➜ **Action:** Click **Money Withdraw** → redirects to **Money Withdraw** (left navigation), where you can view **Pending Balance**, review **Withdraw Request History** and **Send Withdraw Request**.

Note: *the Money Withdraw page contains the complete withdraw workflow and history.*



Figure: Current Commission Type & Rate and Money Withdraw Shortcut

3.2.6.Shop & Payment Settings

- **Shop Settings:**
  - ➜ Provides quick access to customize the storefront. Sellers can update the shop name, logo, description, banners, and other details that shape their public shop page and Fill in Business Details. This is key for branding and customer trust.
  - ➜ **Purpose:** Allow sellers to maintain a professional, attractive storefront.
  - ➜ **Action:** Click **Go to setting** → Shop Setting page.

  Note: *Update branding and banners before major promotions to maintain consistency.*

- **Payment Settings:**
  - ➜ Access to payout details and payout method configuration.
  - ➜ **Action:** Click **Configure Now** → Manage Profile (edit Payment settings).

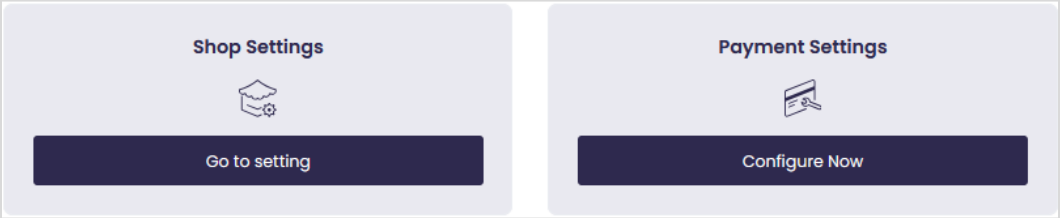


Figure: Shop Settings and Payment Settings Shortcuts in Dashboard

3.2.7.Verified Badge

A badge shown on the dashboard indicating that the seller account is verified by the platform. This builds credibility and assures customers that they are purchasing from a trusted source.

Purpose: Instill confidence in customers browsing the shop.

Action: Informational only.



Figure: Verification badge received after Admin Approval

3.2.8.Top Popular Products

A rotating carousel of the seller's 12 most prominent products, showing images, ratings, and prices. This allows sellers to quickly verify that their best products are being showcased properly.

Purpose: Highlight top-performing or featured products for easy reference.

Action:

- Clicking a product thumbnail → product page on the storefront.
- Use left/right arrows → scroll through items.

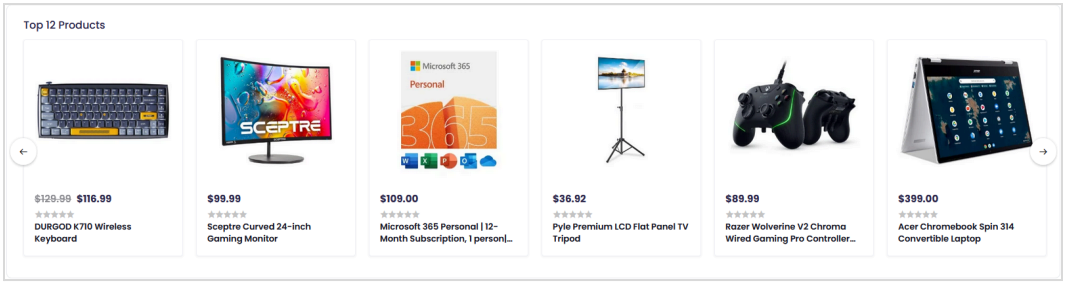


Figure: Seller's most purchased products

3.3. Customer Dashboard

Customer Dashboard is the post-login account hub that gives buyers a snapshot of wallet balance, orders, wishlist and quick links to account features; use it to manage profile, view purchases, and quickly navigate shop promos and tools.

3.3.1. Left Navigation Sidebar

Compact account navigation shown at the left; use this to reach all customer functions.

The customer dashboard contains a similar profile block (avatar, name, phone) and persistent menu items (Dashboard, Purchase History, Downloads, Refund Requests, Wishlist, Compare, Followed Sellers, Classified Products, Auction, Conversations, My Wallet, Earning Points, Affiliate, Support Ticket, Manage Profile, Delete My Account).

Action: Click any menu item to open the corresponding customer page and **Sign Out** button at bottom → to log the user out.

Note: *The left sidebar is global — it appears across all Customer Panel.*

3.3.2. Wallet Balance

Top section summarizing wallet balance, recent recharge and quick wallet actions.

It shows the current **Wallet Balance**, last recharge amount/date and a **Recharge Wallet** button.

Action:

- Click on **Recharge Wallet** to pop up the Recharge Wallet scene.
- Choose a payment method from the dropdown menu, enter the Amount to recharge and click **Confirm**.

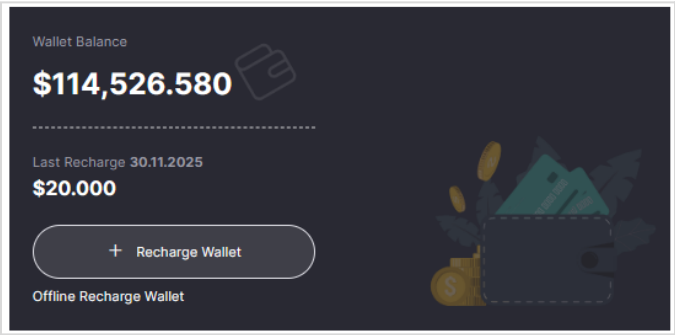


Figure: Wallet Balance and last recharge details

3.3.3. Quick Account Cards

Top-Row Widgets; small cards that display key account numbers and package/address details.

- **Products in Cart / Products in Wishlist / Total Products Ordered** — Shows numeric counters for each.
- **Purchased Package** — Displays current package (e.g., Basic, Standard and Premium), product upload quota and remaining uploads with an Upgrade Package button.
  ➜ **Action:** Clicking on Upgrade Package redirects to Customer packages:Premium Packages for Customers.

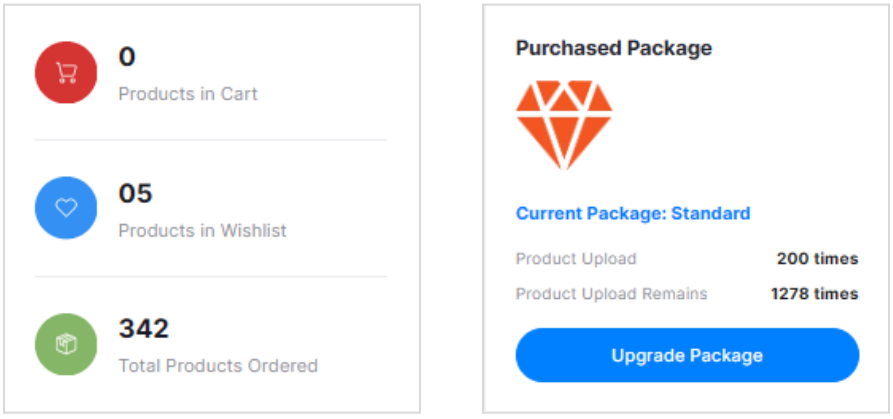


Figure: Product Cards and Purchased Package Card

- **Default Shipping Address** — Displays the primary shipping address used during purchase of any product.
  ➜ **Action:** Click on **Add New Address** button to pop up the New Address scene and fill up the sections (**Address**, **Country**, **State, City**, **Postal Code** and **Phone**). Finally, click **Save** to add the new address.

- **Default Billing Address** – Displays the primary Billing address used during purchase of any product.

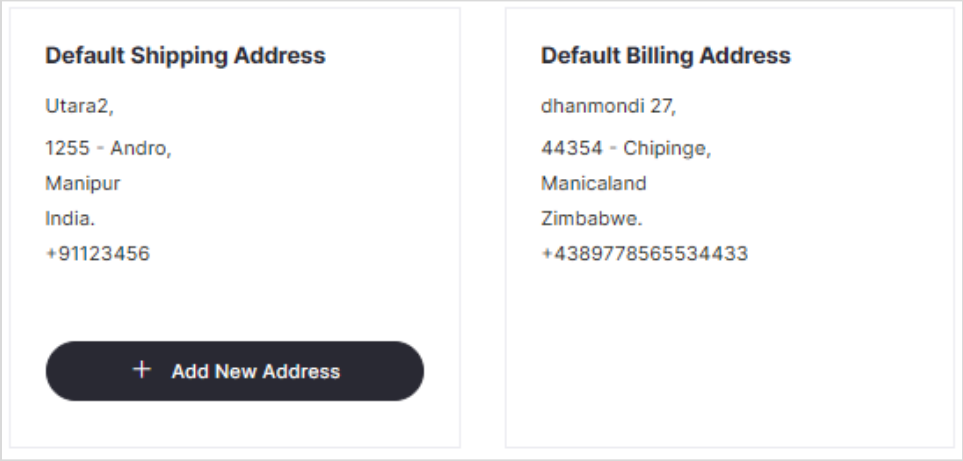


Figure: Default Shipping and Billing Addresses set by the Customer

- **Total Expenditure** card — Shows total spend.
  ➜ **Action:** Clicking on **View Order History** → redirects to **Purchase History**.

- **Total Club Points** card — Shows club points.
  ➜ **Action:** Clicking on **Convert Club Points** → redirects to **Earning Points**.

  Note: *Club Points requires the Active eCommerce Club Point Add-on and enabling of Club Point System by admin.*

3.3.4.Wishlist Panel

A visual list of saved products for quick re-access.

It shows the product thumbnails, titles and current prices for items the customer saved to the wishlist.

Action:

- Click any product to open its product page; **View All** opens the full Wishlist page.

- Hovering a wishlist item reveals Add to cart and Trash (remove) icons inside the thumbnail.

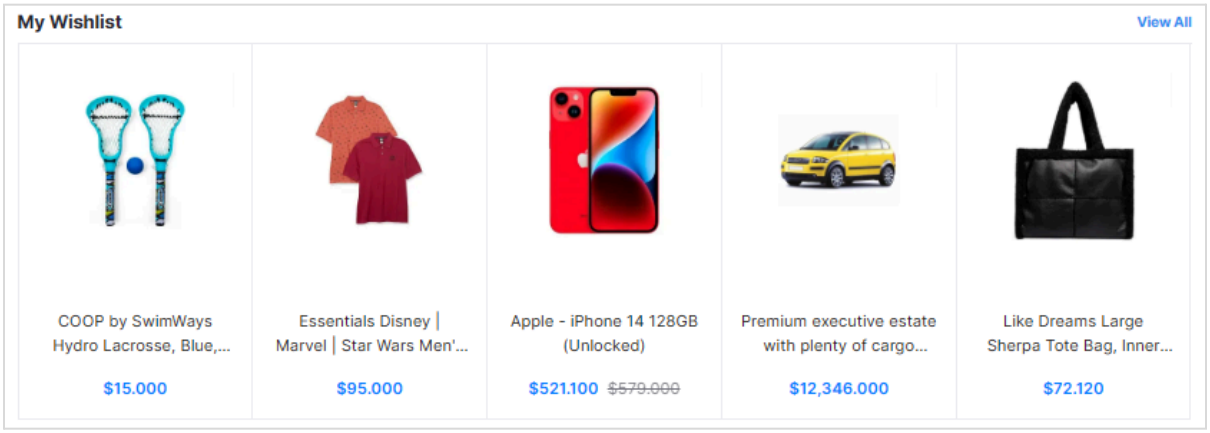


Figure: Customer's Wishlist at the bottom of Dashboard for Quick Access

3.3.5. Last Viewed

A horizontal carousel above the footer across all customer pages, showing recently viewed products to help customers continue shopping.

It shows the thumbnails, titles and prices of recently viewed items.

Availability: Shown only if admin enabled **Last Viewed Products Activation** *(Setup & Configurations > Features Activation)*.

Action: Click a product to open its product page; carousel arrows allow scrolling.

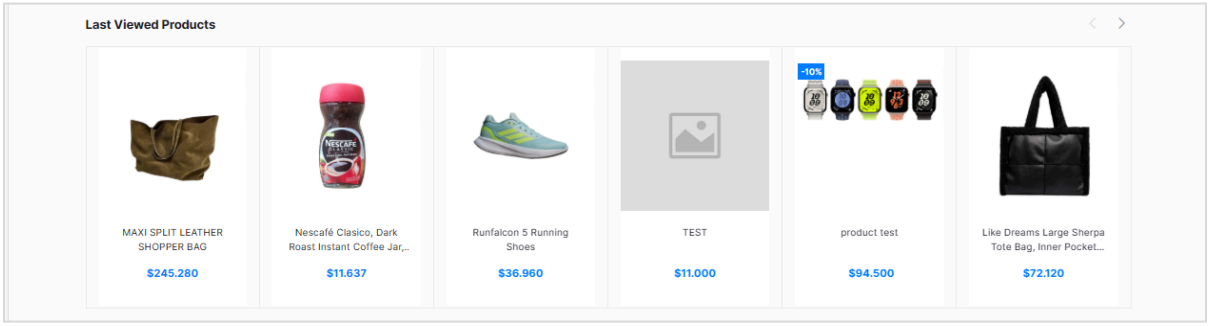


Figure: All Recently viewed products

3.3.6. Floating Action Buttons (Left-side, Optional)

Promotional shortcuts that appear only when enabled by admin

- **Availability:** Shown only if admin enabled **Use Floating Buttons In Website** (Setup & Configurations > Features activation).
- **Buttons (order):**
  - ➜ **All Categories** — Opens category listing.
  - ➜ **Flash Sale** — Opens current flash-sale page.
  - ➜ **Today's Deal** — Opens Today's Deal page.
  - ➜ **Auction** — Opens Auction page only if the Active eCommerce Auction Add-On is purchased and enabled by admin.

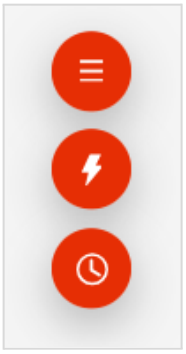


Figure: Floating Action Buttons

- Each floating button redirects to its respective storefront page.

4. Design Studio

4.1. Design Studio Home

The Design Studio Home centralizes all site configurations that affect the storefront's structure, content, and appearance. It is used to select the homepage layout, manage header and footer content pages, and configure global visual and SEO settings.

Purpose: It provides a single interface to control and customize the overall storefront presentation and configuration, ensuring consistent design, content management, and optimization across the website.

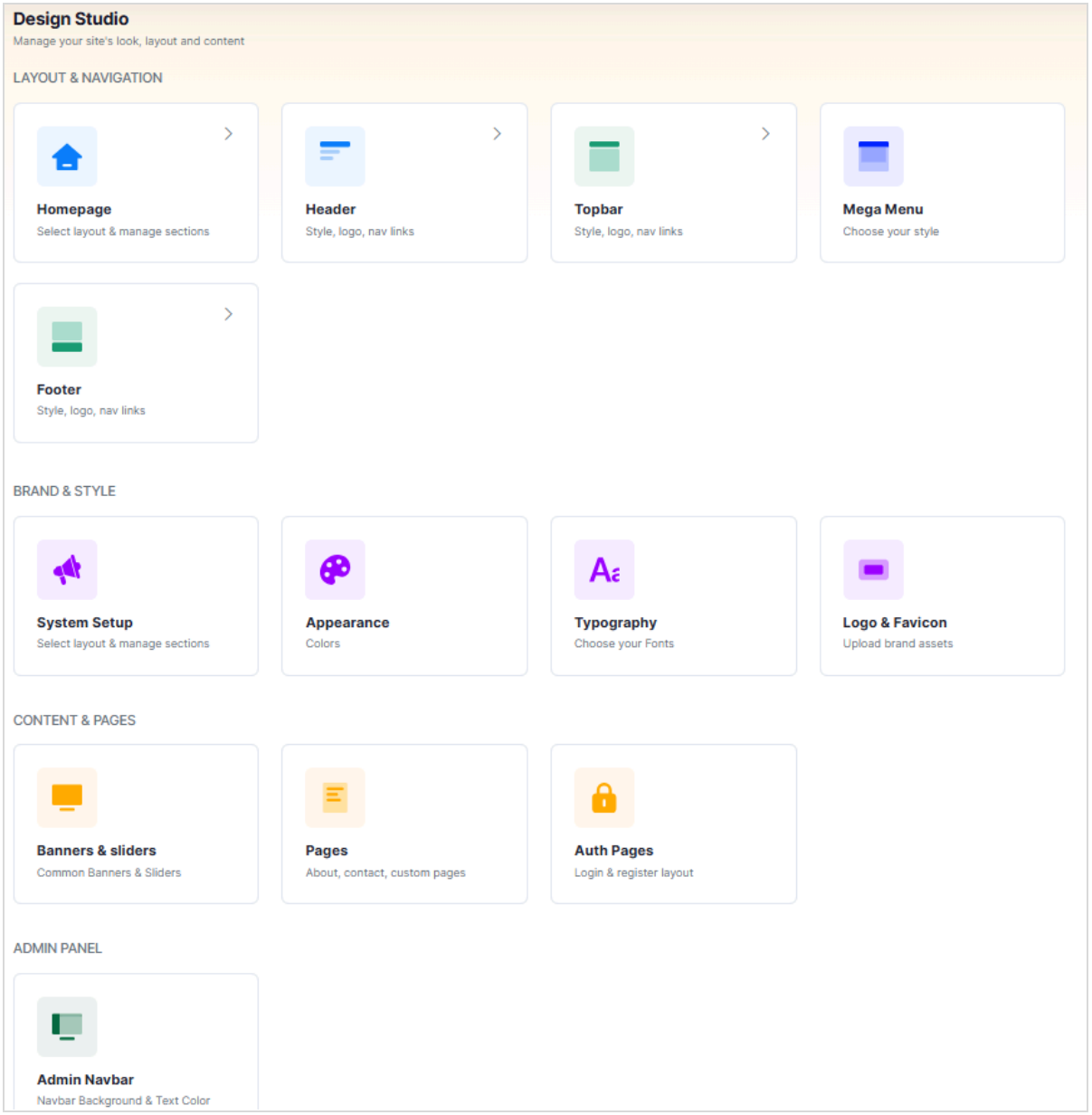


Figure: Design Studio Home in Admin Panel

4.2. Select the Homepage Layout

The homepage structure that determines which sections and customizations are available for the storefront. Choosing a layout controls the page's organization and what options appear in Homepage Settings.

- **Select a Homepage Layout**
  - ➔ In the **Design Studio** → **Select Homepage** page, you can **choose** from six predefined **homepage layouts: Classic, Metro, Minima, Megamart, Re-Classic, and The-Core**.
  - ➔ Click **View** to preview the layout design.

    Note: *This is only a snippet of the layout. Its contents can be modified in the "Design Studio" sub-sections.*
  - ➔ Select your preferred layout and click **Save** to apply it.

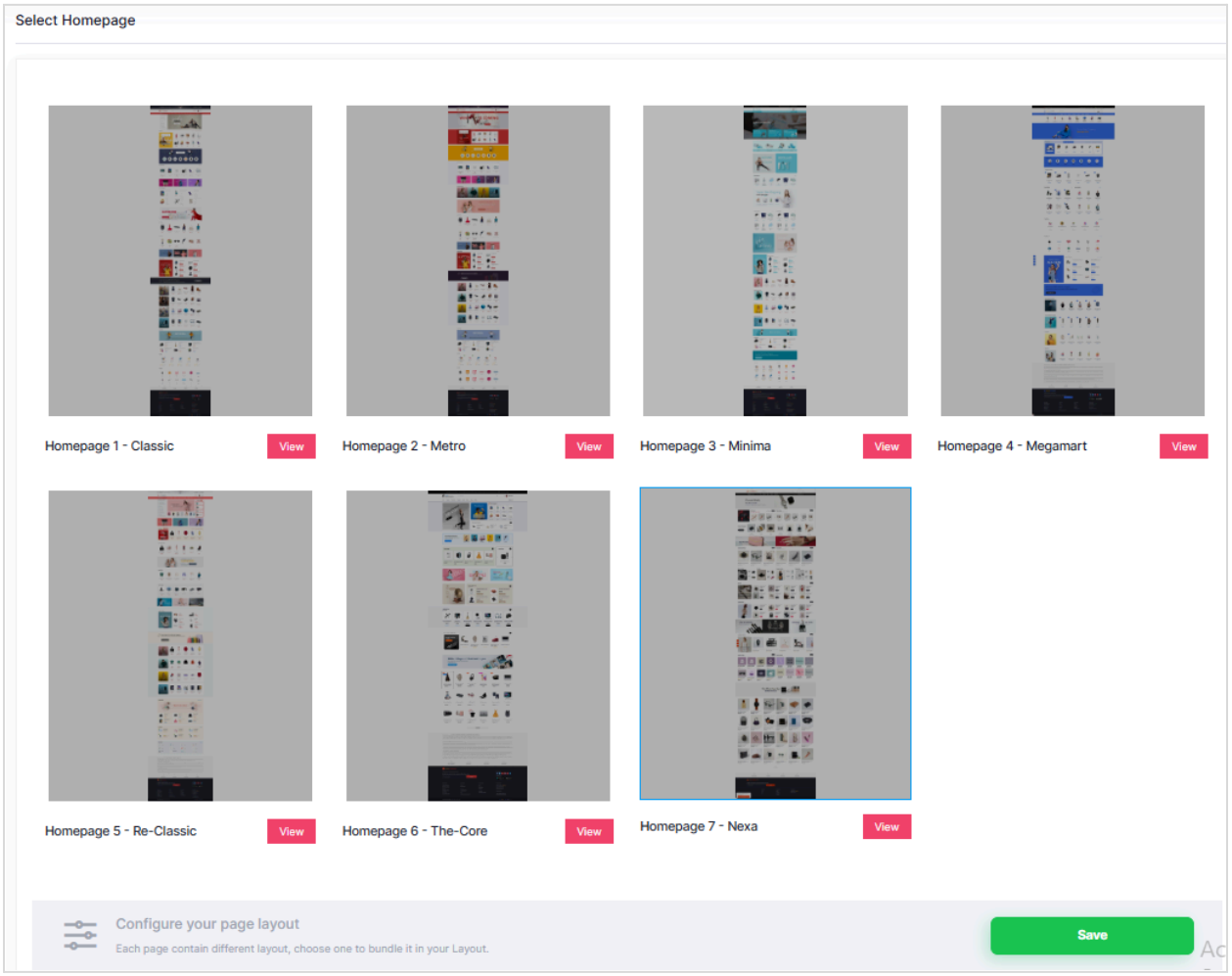


Figure: Homepage Layout Preview & Selection in Admin Panel

4.3. Homepage Setup

Once a layout is selected, open **Design Studio** →**Homepage Settings** to configure the sections available for that layout.

1. **Classic Layout**

After selecting the **Classic homepage** configure the following section:

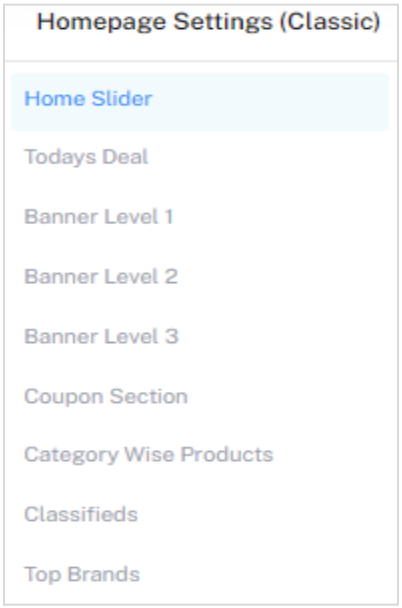


Figure: Homepage Settings of Classic

- **Home Slider:**
  Select multiple **images** for the top slider section. Admins can click on **browse** to access the list of uploaded images in the software or upload an image from the device directly and select it afterwards. **Add**, **edit**, and **delete** options are also available there. Admin can add **links** here besides the banners. By clicking on those banners, customers can go to those links. After adding banners and links, click on **Save**.

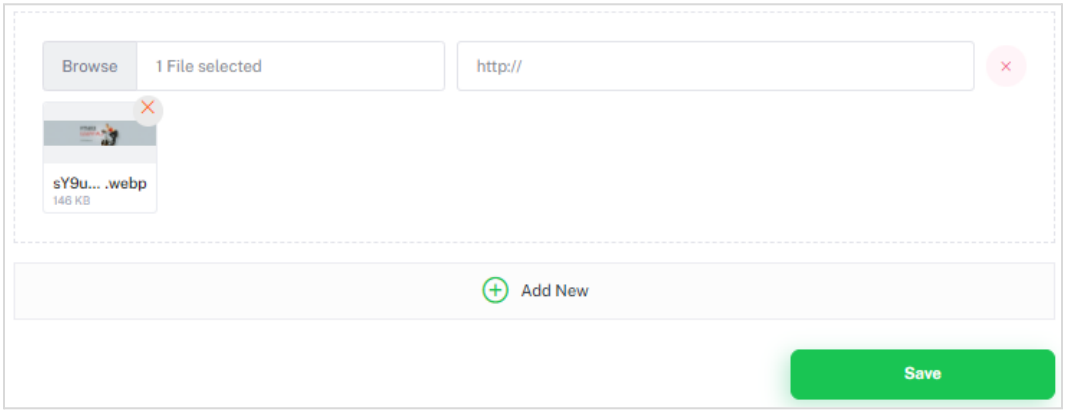


Figure: Add New/Edit/Delete Configuration in Home Slider of Classic Layout

- **Today's Deal:**
  Admin can add **Today's deal** banners. There are two banner options for devices. **Large banner** for Large devices and **Small banner** for Small devices. If the admin doesn't upload the small banner, then the large banner will show on the small device by adjusting the size. Admin can input the product's **background color** and also can select the **Banner Text color** from Dark or Light options. Then click on **Save**.

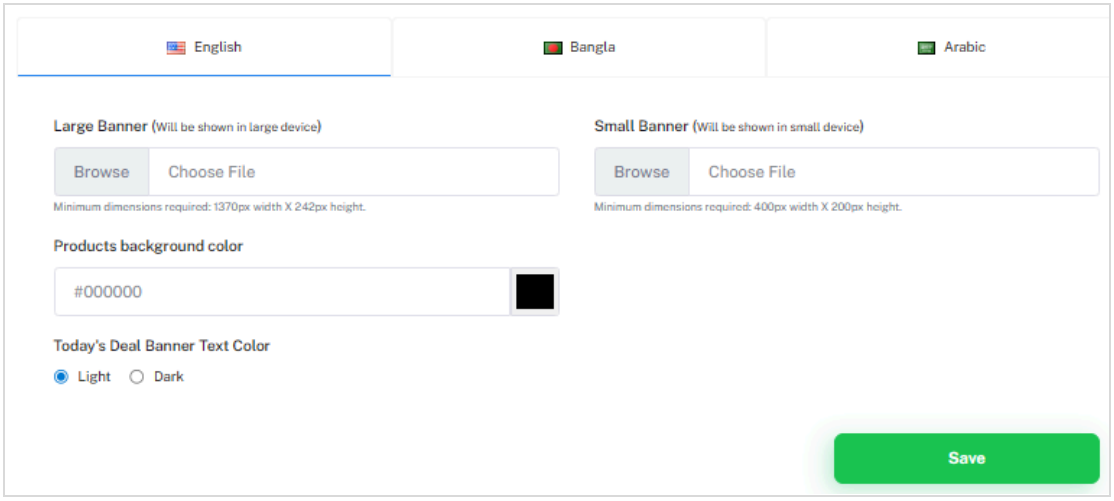


Figure: Today's Deal Configuration in the Classic Layout

- **Home Banner level 1:**
  The maximum number of banners allowed is 3. Finally, click on **Save**.

- **Home Banner level 2:**
  Select Home banner level-2 & the maximum number is 3. And click on **Save**.

- **Home Banner level 3:**
  Select Home banner level-3 & the maximum number is 3. And click on **Save**.

  Note: *You can add links to each banner (Optional)*

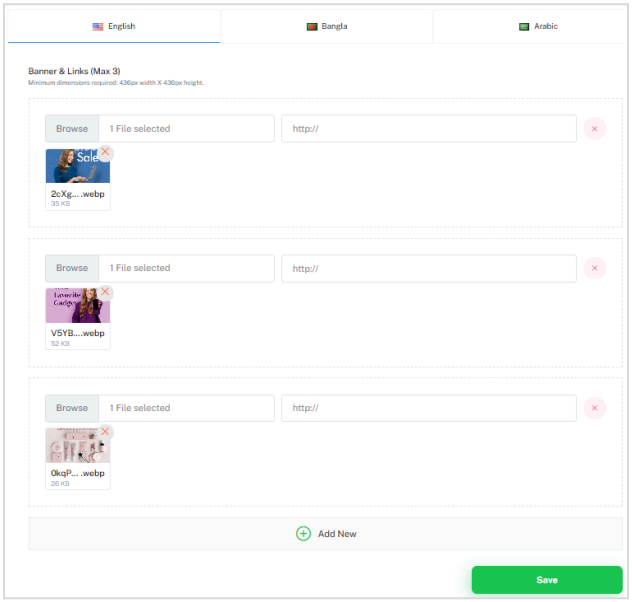


Figure: Home Banner Level 1 in Classic Layout

- **Coupon Section:**
  From this part, the admin can add/edit background color, insert any title and subtitle. Click on **Save**.

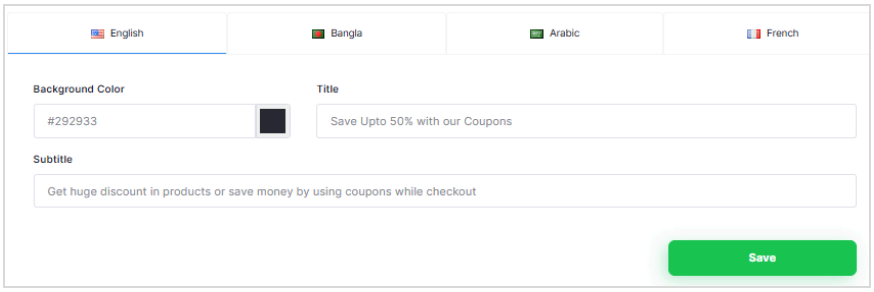


Figure: Coupon Section Configuration in Classic Layout

- **Category-Wise Product:**

  By clicking on the add new button admin can select this section for category-wise products. And click on **update**.

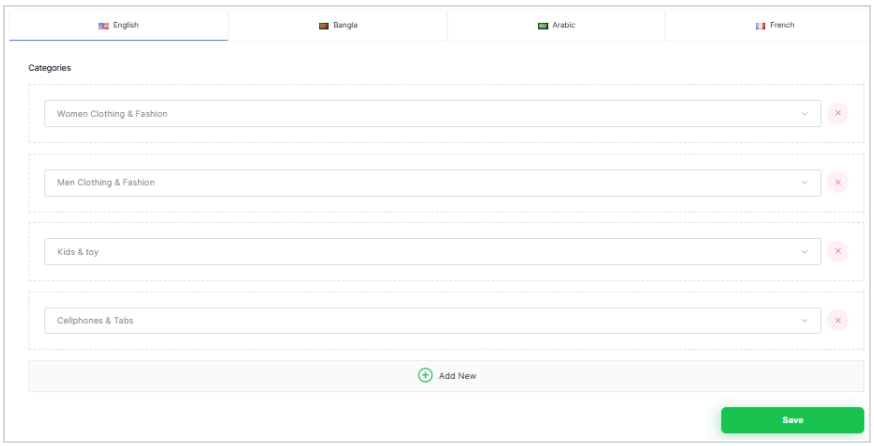


Figure: Category-Wise Product Section Configuration in Classic Layout

- **Classified Banner:**

  Admin can upload classified banners from here. There are two banner options for devices. Large banner for Large devices and Small banner for Small devices. If the admin doesn't upload the small banner then the large banner will show in the small device by adjusting the size. Upload banners and **update**.

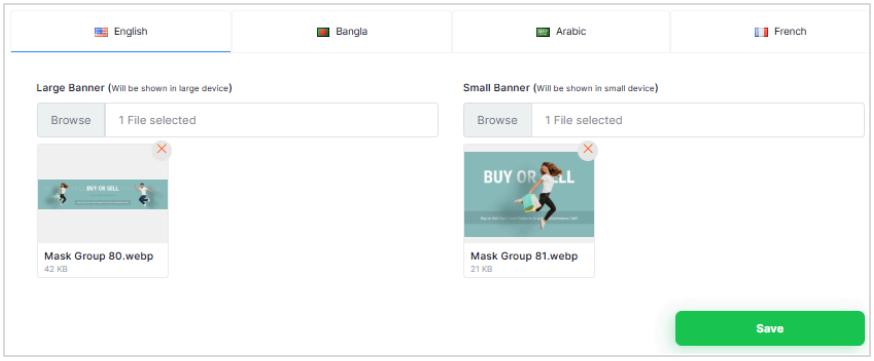


Figure: Classified Banner Section Configuration in Classic Layout

- **Top-Brands:**
  - ➜ **Top Brands (Max 12):** Select Maximum of 12 Brands for the sections. And click on update.

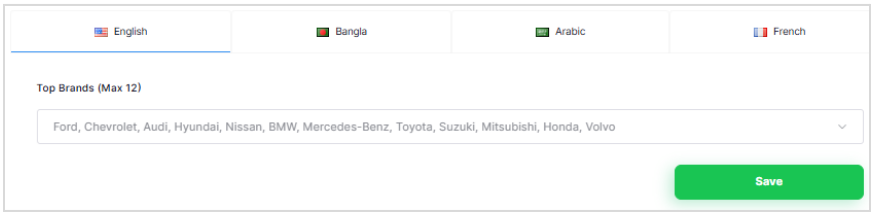


Figure: Top-Brands Section Configuration in Classic Layout

2. **Metro Layout:**

After selecting the **Metro homepage** and configure the following section:

- **Home Slider:**
  Select multiple images for the top slider section. Also, add, edit, and delete options are available there. You can add links here besides the banners. By clicking on those banners customers can go to those links. After adding banners and links Click on Save.

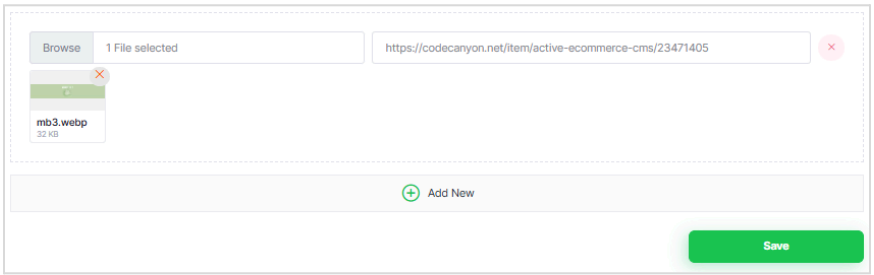


Figure: Add New/Edit/Delete Configuration in Home Slider of Metro Layout

- **Flash Deals:**

  Admin can select the background color option for flash deals. There is a selection option. If the admin doesn't want to use the background color then he can unselect that option. There is also a Flash Deal Banner text color selection option from dark or light, choose any. Then click on Save.

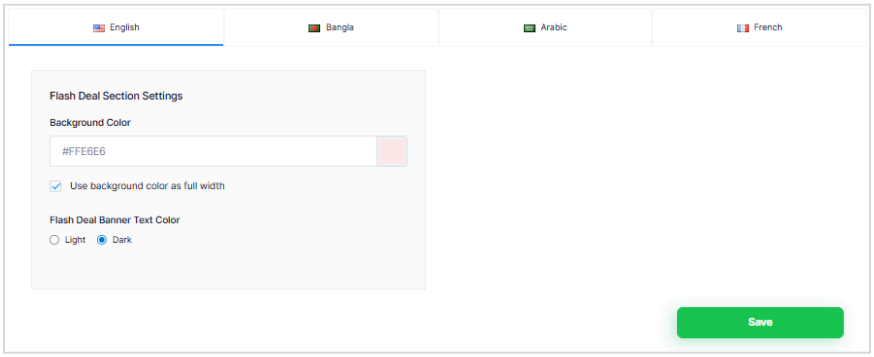


Figure: Flash Deal Configuration in Metro Layout

- **Today's Deal:**

  Admin can add Today's deal banners. There are two banner options for devices. Large banner for large devices and Small banner for Small devices. If the admin doesn't upload the small banner, then the large banner will show in the small device by adjusting the size.

  ➜ Admin can input the product's background color And also can select Banner Text color from Dark or light options. Admin will get today's deal banners full-width background color Select/ unselect options. When selecting the background full-width color then input the color and click on save.

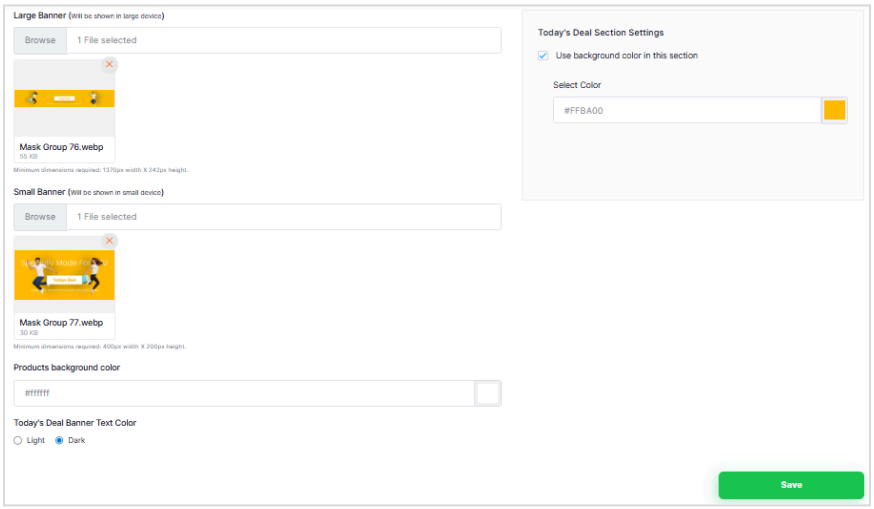


Figure: Today's Deal Configuration in the Metro Layout

- **Home Banner level 1:**

  Add Home banner level-1 & the maximum number is 3. And click on **Save**.

- **Home Banner level 2:**

  Select Home banner level-2 & the maximum number is 3. And click on **Save**.

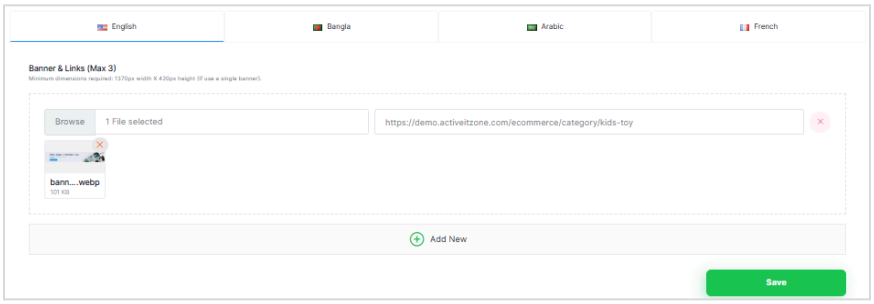


Figure: Home Banner Level 2 of Metro Layout

- **Home Banner level 3:**

  Select Home banner level-3 & the maximum number is 3. And click on **Save**.

- **Auction Products:**

  Admin can add an Auction Banner from here after purchasing the Auction addon and click on **Save**.

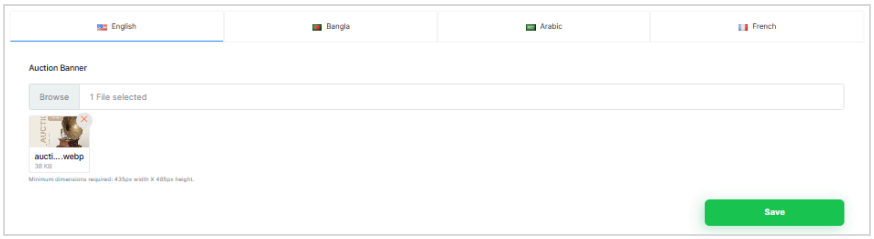


Figure: Auction Products Banner of Metro Layout

- **Coupon Section:**

  Admin can add a background image from here and also can add/edit background color, title, and subtitle. Click on **Save**.

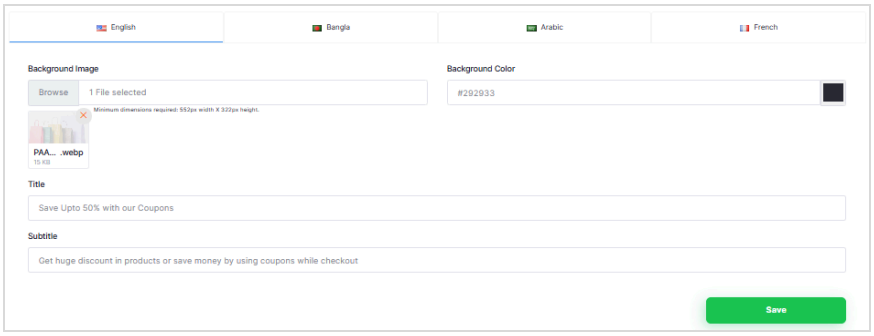


Figure: Coupon Section Configuration of Metro Layout

- **Category-wise product:**

  By clicking on the **add new button** admin can create this section for category-wise products. And click on **update**.

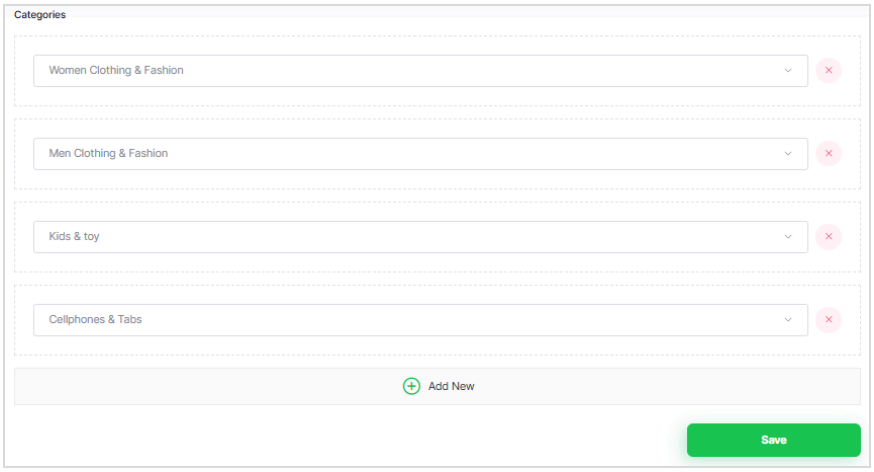


Figure: Choosing Categories for Category Wise Section of Metro Layout

- **Classified Banner:**

  Admin can upload classified banners from here. There are two banner options for devices. **Large banner** for Large devices and **Small banner** for Small devices. If the admin doesn't upload the small banner then the large banner will show in the small device by adjusting the size. Upload banners and **update**.

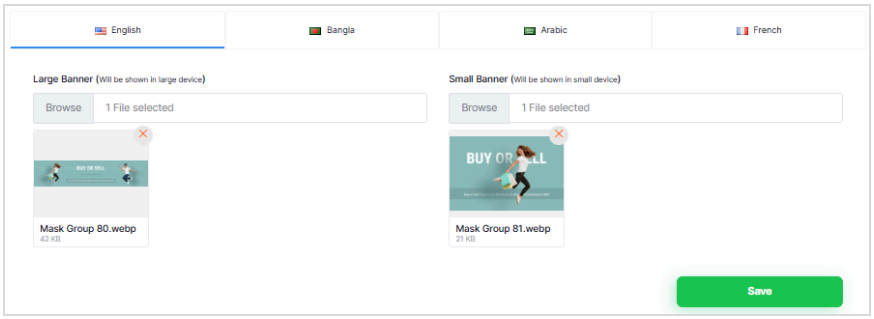


Figure: Adding Classified Banners of Metro Layout

- **Newest Preorder Products**

  Admin can add a banner for the Newest Proorders here after purchasing the Preorder addon and click Save.

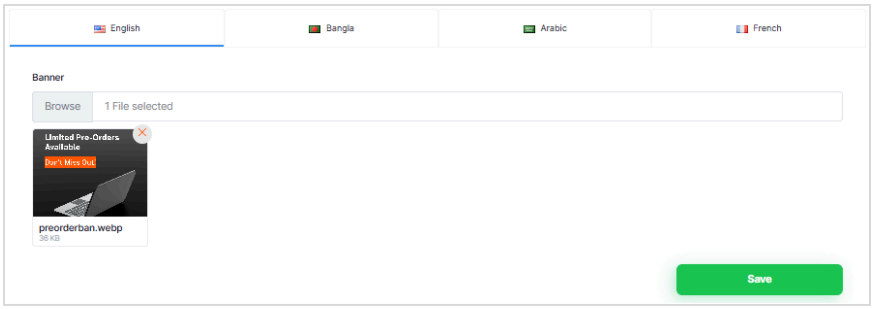


Figure: Adding Preorder banner of Metro Layout

- **Top-Brand:**

  ➜ **Top Brands (Max 12):** Select a maximum of 12 brands for the sections. And click on **Save**.

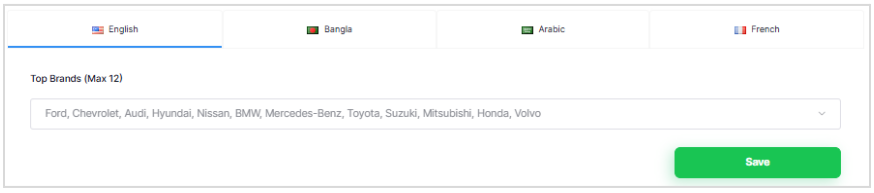


Figure: Selection of top 12 brands in Metro Layout

3. **Minima Layout:**

After selecting the **Minima homepage** and configure the following sections:

- **Home Slider:**
  Select multiple images for the home slider section. Also, you can **add**, **edit**, and **delete** any banner. You can add links here besides the banners. By clicking on those banners customers can go to those links. After adding banners and links Click on Save.

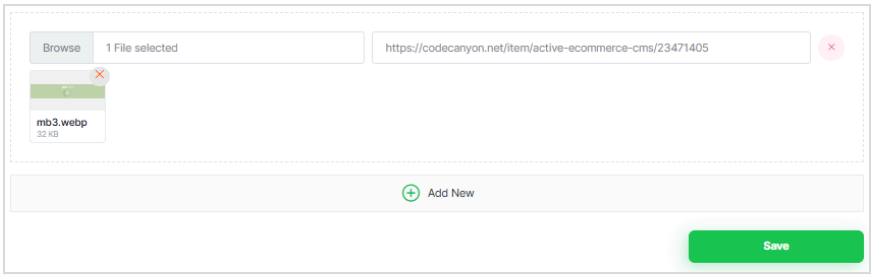
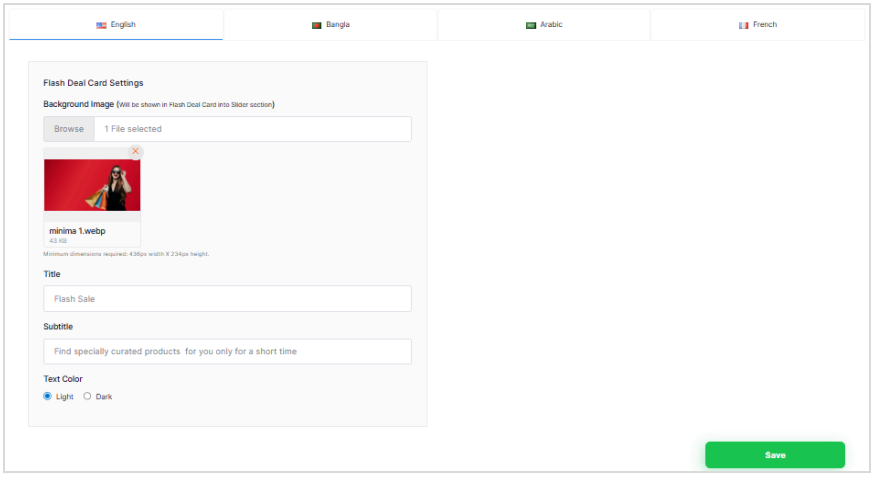


Figure: Add New/Edit/Delete Configuration in Home Slider of Minima Layout

- **Flash Deals:**
  Admin can add any background image (it will be shown in the Flash Deal card in the slider section) Admin can insert the Title and Subtitle, this title and subtitle will be shown on the background image. There is also a Flash Deal Banner text color selection option from dark or light, choose any. Then click on Save.



Configuring Flash Deal of Minima Layout

- **Today's Deal:**
  Admin can add any background image (it will be shown in the Today's deal card in the slider section) Admin can insert the Title and Subtitle, this title and subtitle will be shown on the

background image. There is also a Today's Deal Banner text color selection option from dark or light, choose any. Then click on Save.

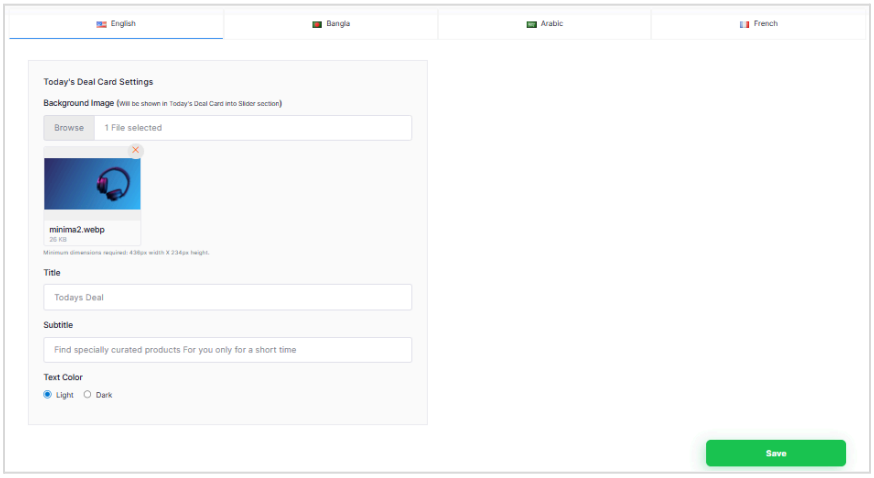


Figure: Configuring Today's Deal of Minima Layout

- **New Products:**

  Admin can add any background image (it will be shown in the New product card in the slider section) Admin can insert the Title and Subtitle, this title and subtitle will be shown on the background image. There is also a New product Banner text color selection option from dark or light, choose any. Then click on Save.

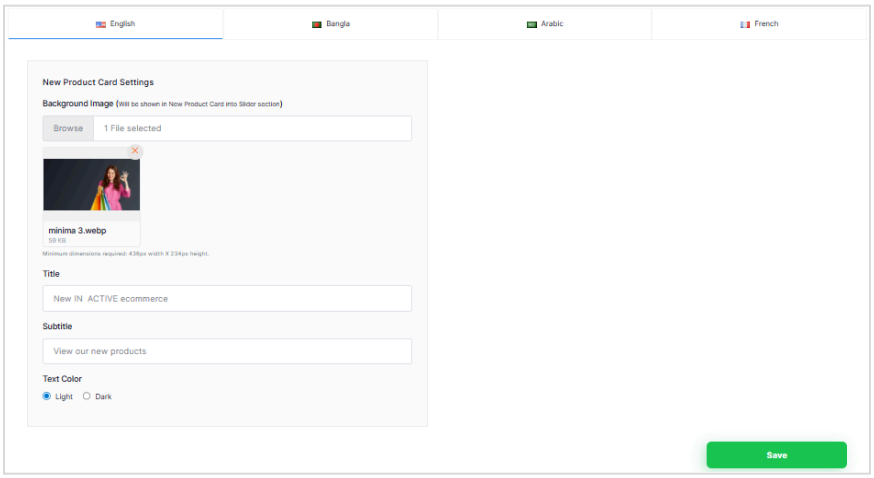


Figure: Configuring New Products in Minima Layout

- **Featured Categories:**

  Admin can choose featured categories text colors. Then click on Save.

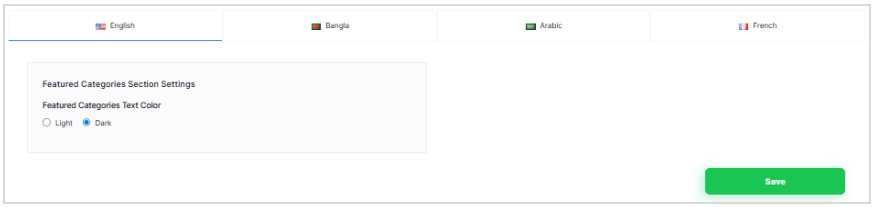


Figure: Configuring Featured Categories of Minima Layout

- **Home Banner level 1:**

  Add Home banner level-1 & the maximum number is 3. And click on **Save**.

- **Preorder Banner 1**

  Admin can add an Preorder Banner from here after purchasing the Preorder addon and click on **Save**.

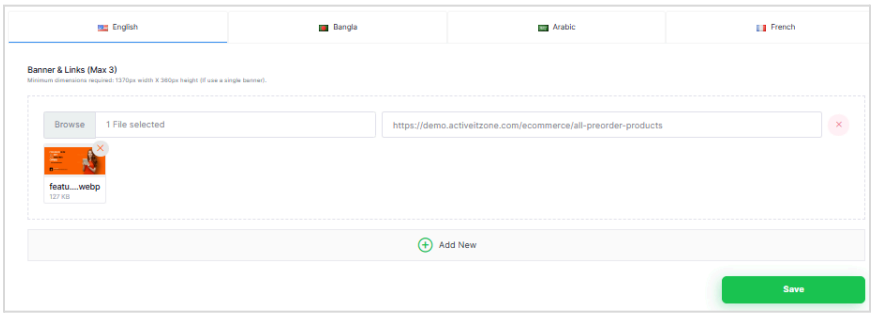


Figure: Preorder Banner 1 Section Configuration of Minima Layout

- **Home Banner level 2:**

  Select Home banner level-2 & the maximum number is 3. And click on **Save**.

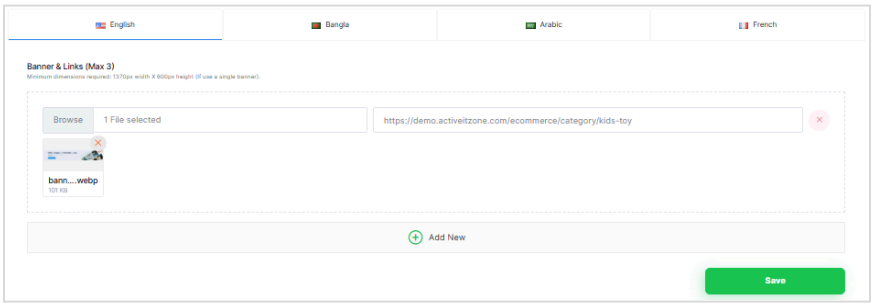


Figure: Banner Level 2 Section Configuration of Minima Layout

- **Home Banner level 3:**

  Select Home banner level-3 & the maximum number is 3. And click on **Save**.

- **Auction Products:**

  Admin can add an Auction Banner from here after purchasing the Auction addon and click on **Save**.

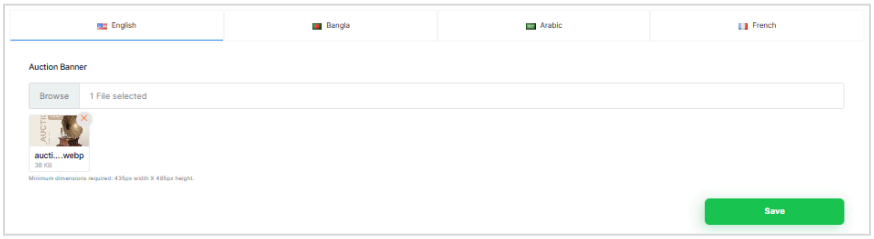


Figure: Auction Products Banner of Minima Layout

- **Coupon Section:**

  From this part, admin can add/edit background color, insert any title and subtitle. Click on Save.

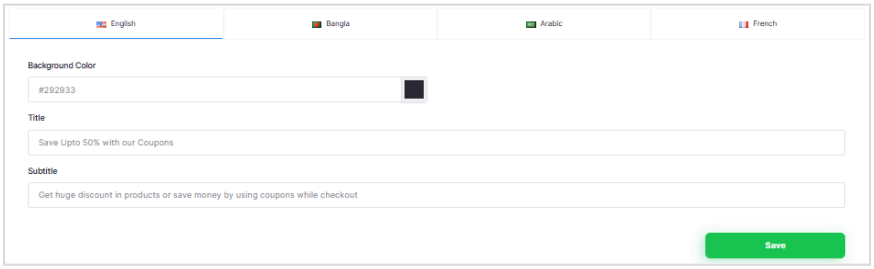


Figure: Coupon Section Configuration of Minima Layout

- **Category-wise product:**

  By clicking on the add new button admin can select this section for category-wise products. And click on Save.

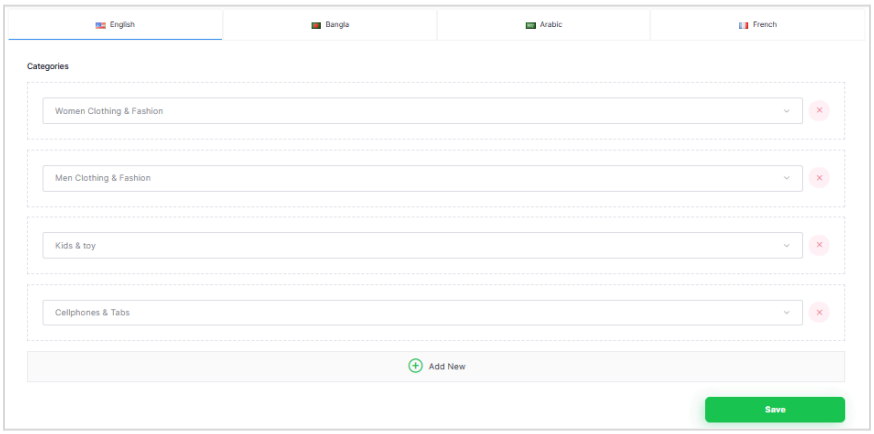


Figure: Category Wise Product Section Configuration of Minima Layout

- **Classified Banner:**

  Admin can upload classified banners from here. There are two banner options for devices. Large banner for Large devices and Small banner for Small devices. If the admin doesn't upload the small banner then the large banner will show in the small device by adjusting the size. Upload banners and Save.

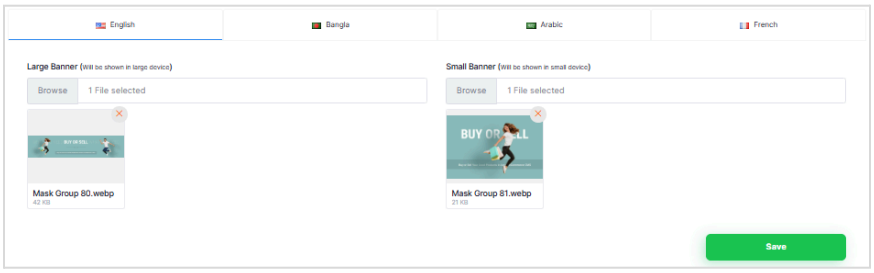


Figure: Classified Banner Section Configuration of Minima Layout

- **Newest Preorder Products**

  Admin can add a banner for the Newest Proorders here after purchasing the Preorder addon and click Save.

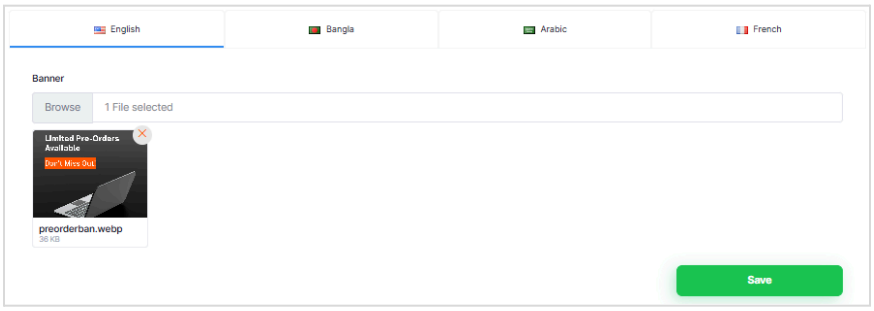


Figure: Adding Preorder banner of Minima Layout

- **Top-Brands:**

  ➜ Top Brands (Max 12): Select Maximum of 12 Brands for the sections. And click on **Save**.

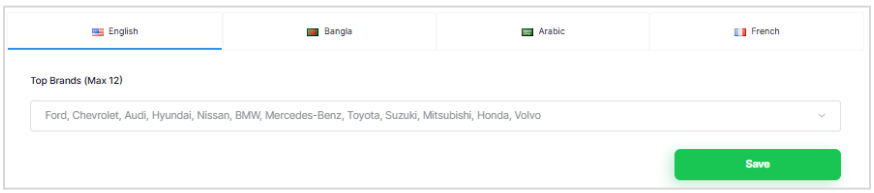


Figure: Top Brands Section Configuration of Minima Layout

4. **Megamart Layout:**

After selecting the **Megamart homepage and** configure the following section:

- **Home Slider:**
  Select multiple images for the home slider section. Also, you can add, edit, and delete any banner. You can add links here besides the banners. By clicking on those banners customers can go to those links. After adding banners and links Click on **Save**.

  ➜ Admin can use the slider as full width by clicking slider section settings and can insert any hexa code color for the full width.

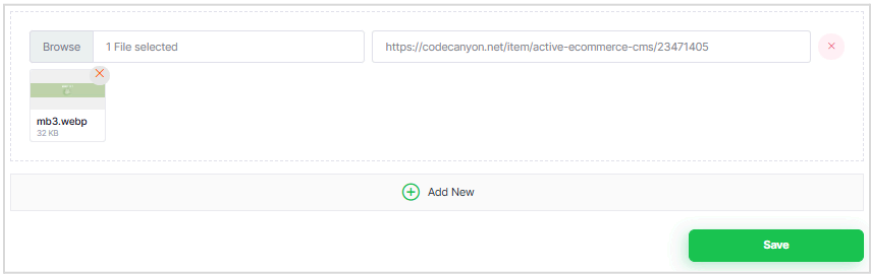


Figure: Home Slider Section Configuration of Megamart Layout

- **Flash Deals:**
  Admin can add any background color (it will be shown in the Flash Deal card in the slider section) and Use background color as full width There is also a Flash Deal Banner text color selection option from dark or light, choose any. Then click on **Save**.

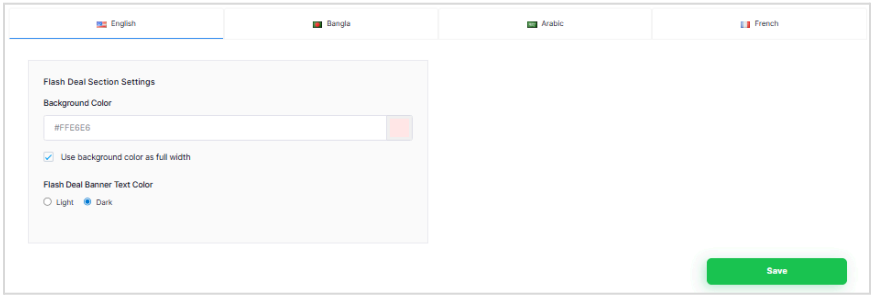


Figure: Flash Deals Section Configuration of Megamart Layout

- **Today's Deal:**
  Admin can add any background image (it will be shown in the Today's deal card in the slider section) Admin can insert the Title and Subtitle, this title and subtitle will be shown on the background image. There is also a Today's Deal Banner text color selection option from dark or light, choose any. Then click on **Save**.

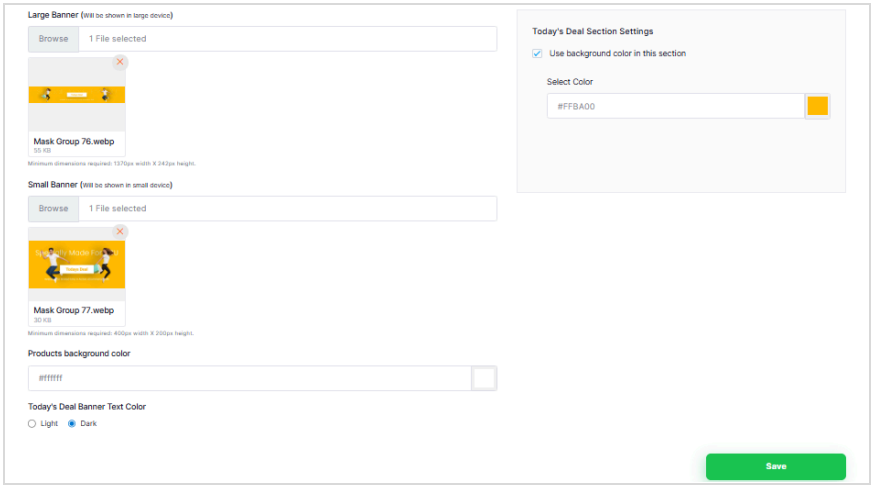


Figure: Today's Deal Section Configuration of Megamart Layout

- **Banner level 1:**

  Add Home banner level-1 & the maximum number is 3. And click on **Save**.

- **Preorder Banner 1**

  Admin can add an Preorder Banner from here after purchasing the Preorder addon and click on **Save**.

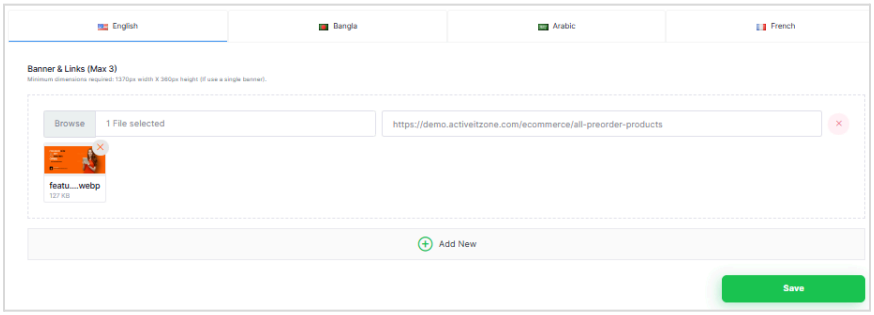


Figure: Preorder Banner 1 Section Configuration of Megamart Layout

- **Banner level 2:**

  Select Home banner level-2 & the maximum number is 3. And click on **Save**.

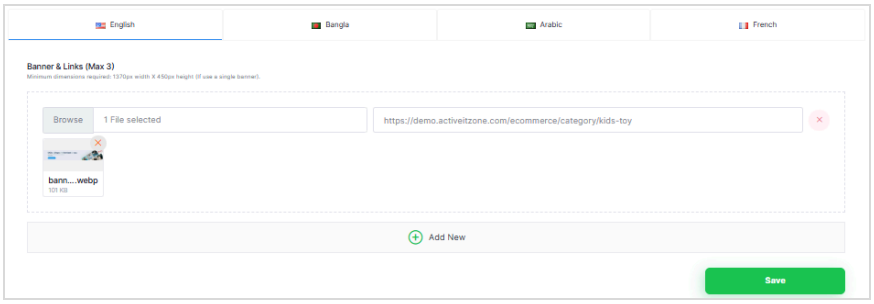


Figure: Top Brands Section Configuration of Megamart Layout

- **Banner level 3:**

  Select Home banner level-3 & the maximum number is 3. And click on **Save**.

- **Banner level 4:**

  Select Home banner level-3 & the maximum number is 3. And click on **Save**.

- **Top-Brands:**

  ➜ Top Brands (Max 12): Select Maximum of 12 Brands for the sections. And click on **Save**

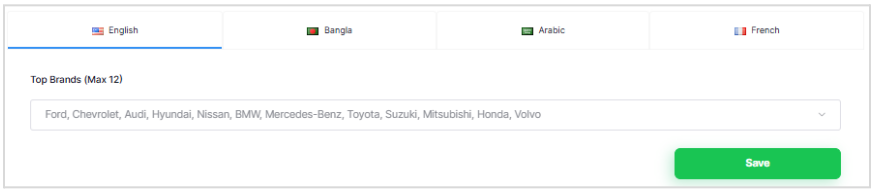


Figure: Top Brands Section Configuration of Megamart Layout

- **Banner level 5:**

  Select Home banner level-3 & the maximum number is 3. And click on **Save**.

- **Banner level 6:**

  Select Home banner level-3 & the maximum number is 3. And click on **Save**.

- **Auction Products:**

  Admin can add an Auction Banner from here after purchasing the Auction addon and click on **Save**.

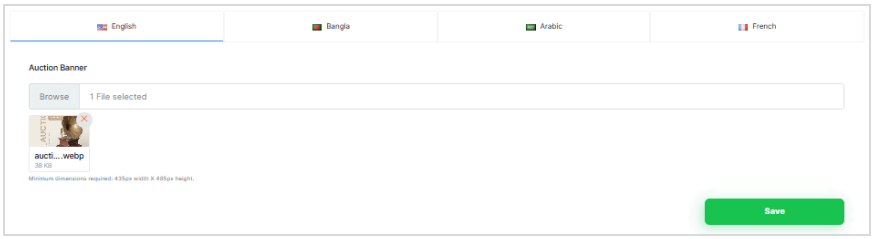


Figure: Auction Products Banner Section Configuration of Megamart Layout

- **Coupon Section:**

  Admin can add background image. From this part, the admin can add/edit background color, insert any title and subtitle. Click on **Save**.

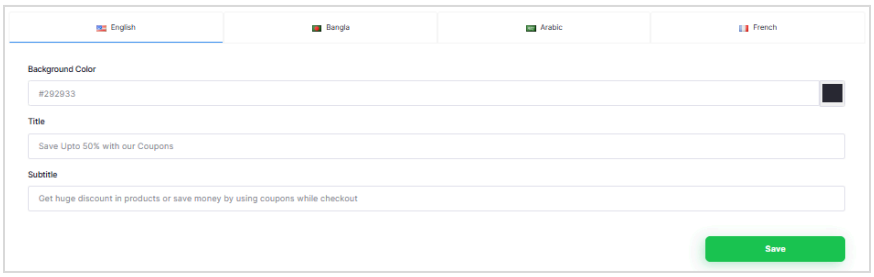


Figure: Coupon Section Section Configuration of Megamart Layout

- **Classifieds:**

  Admin can upload classified banners from here. There are two banner options for devices. Large banner for Large devices and Small banner for Small devices. If the admin doesn't upload the small banner then the large banner will show in the small device by adjusting the size. Upload banners and **Save**.

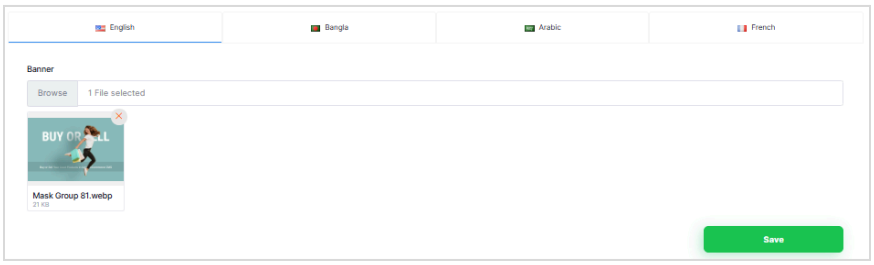


Figure: Classifieds Section Configuration of Megamart Layout

- **Newest Preorder Products**

  Admin can add a banner for the Newest Proorders here after purchasing the Preorder addon and click Save.

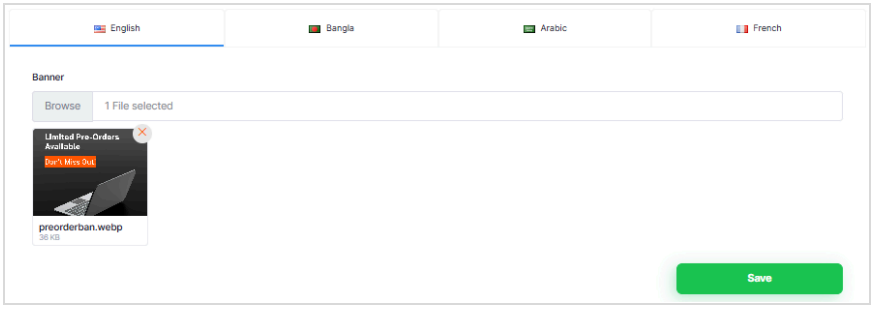


Figure: Newest Preorder Products Section Configuration of Megamart Layout

- **Category-wise product:**
  By clicking on the add new button admin can select this section for category-wise products. And click on **Save**.

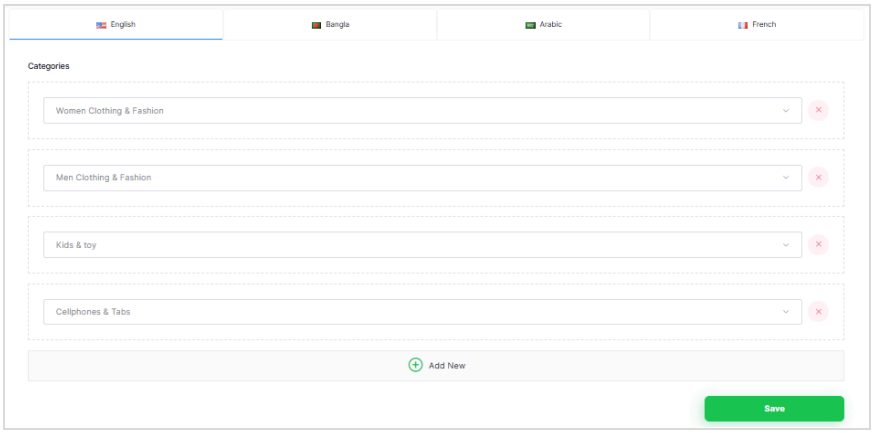


Figure: Category Wise Product Section Configuration of Megamart Layout

5. **Re-Classic Layout:**

   After selecting the **Re-Classic homepage** configure the following section:

   - **Home Slider:**
     Can select multiple images for the home slider section. Also, you can add, edit, and delete any banner. You can add links here besides the banners. By clicking on those banners customers can go to those links. After adding banners and links Click on **Save**.

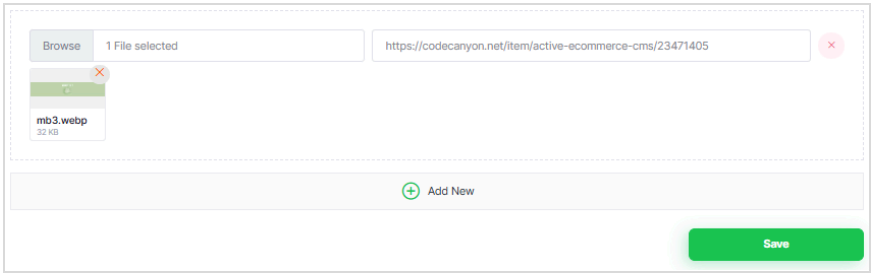


Figure: Add New/Edit/Delete in Home Slider Section of Re-Classic Layout

- **Today's Deal:**

  Admin can add a banner for today's deal section. Large banners will be shown on a large device and the small banner will be shown on a small device. Then click on **Save**. This banner will be shown at the Today's deal page.

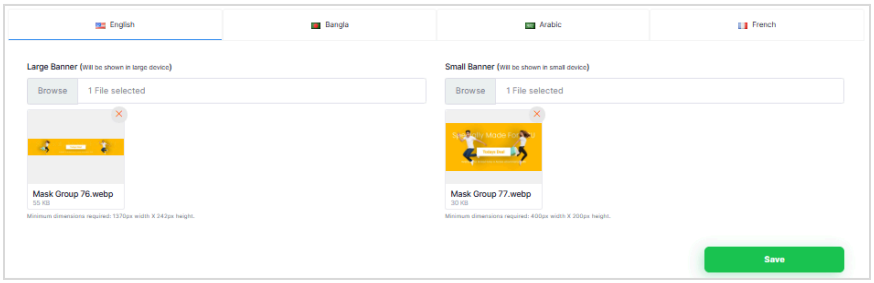


Figure: Today's Deal Section Configuration of Re-Classic Layout

- **Banner level 1:**

  Can add Home banner level-1 & the maximum number is 3. Now, click on **Save**.

- **Flash Deals:**

  Can select the flash deal's section background color. Also can add the outline color. Now, click on **Save.**

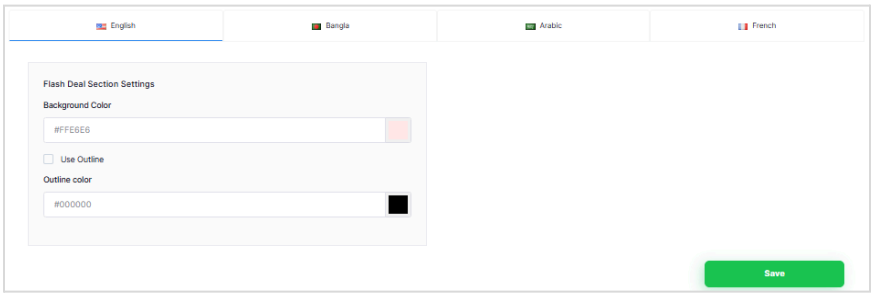


Figure: Flash Deals Section Configuration of Re-Classic Layout

- **Featured Products:**

  Can select the featured product's section background color. Also can add the outline color. Now, click on **Save.**

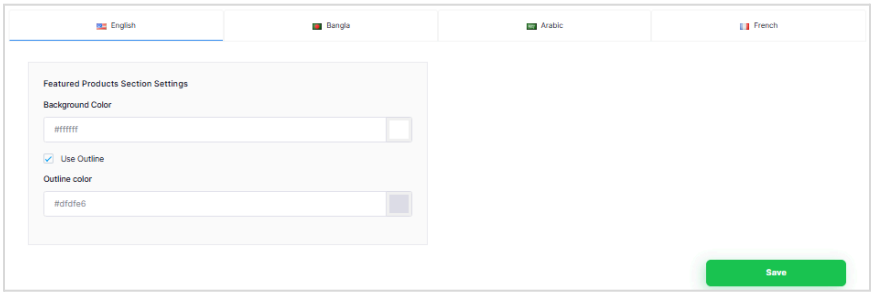


Figure: Featured Products Section Configuration of Re-Classic Layout

- **Preorder Banner 1**

  Admin can add a Preorder Banner from here after purchasing the Preorder addon and click on **Save**.

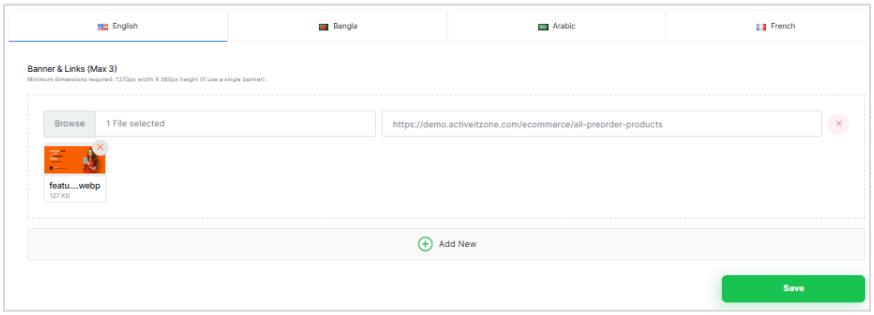


Figure: Preorder Banner 1 Section Configuration of Re-Classic Layout

- **Banner level 2:**

  Can select Home banner level-2 & the maximum number is 3. Now, click on **Save**.

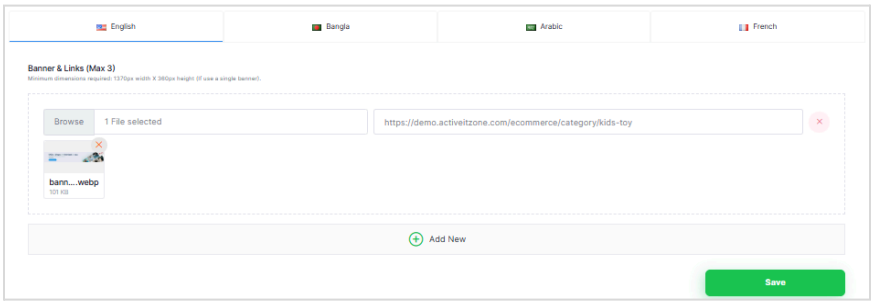


Figure: Banner level 2 Section Configuration of Re-Classic Layout

- **Best Selling Products:**

  Can select the best selling product's section background color. Also can add the outline color. Now, click on **Save**.

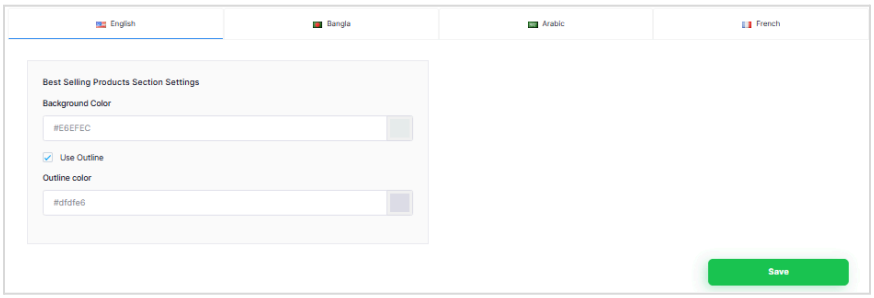


Figure: Best Selling Products Section Configuration of Re-Classic Layout

- **New Products:**

  Can select the best new product's section background color. Also can add the outline color. Now, click on **Save.**

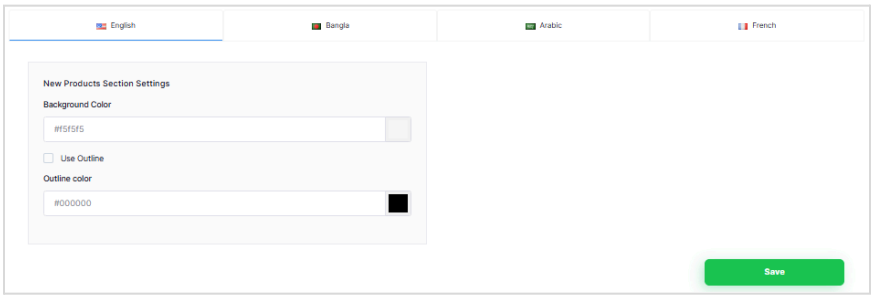


Figure: New Products Section Configuration of Re-Classic Layout

- **Banner level 3:**

  Can select Home banner level-3 & the maximum number is 3. Now, click on **Save**.

- **Auction Products:**

  Admin can add an Auction Banner from here after purchasing the Auction addon. Also, can select the section background color, content background color and can add the outline color. Finally, click on **Save**.

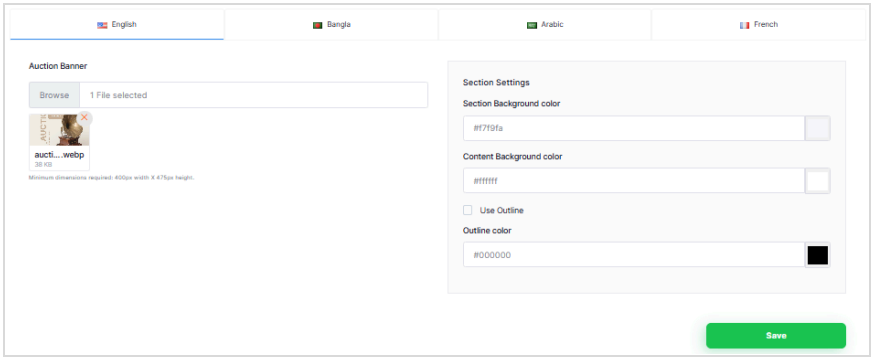


Figure: Auction Products Section Configuration of Re-Classic Layout

- **Coupon Section:**

  Admin can add coupon images. From this part, admin can add/edit background color, insert any title and subtitle and choose coupon test color. Click on **Save**.

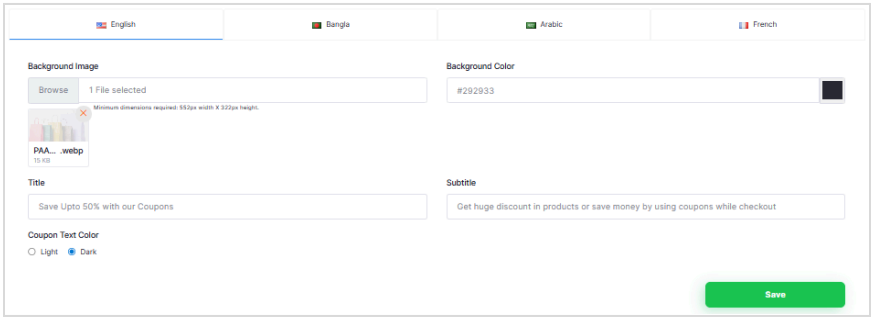


Figure: Coupon Section Section Configuration of Re-Classic Layout

- **Category-wise product:**

  Admin can change this section's background color, content background color and outline color. By clicking on the add new button admin can select this section for category-wise products. And click on **Save**.

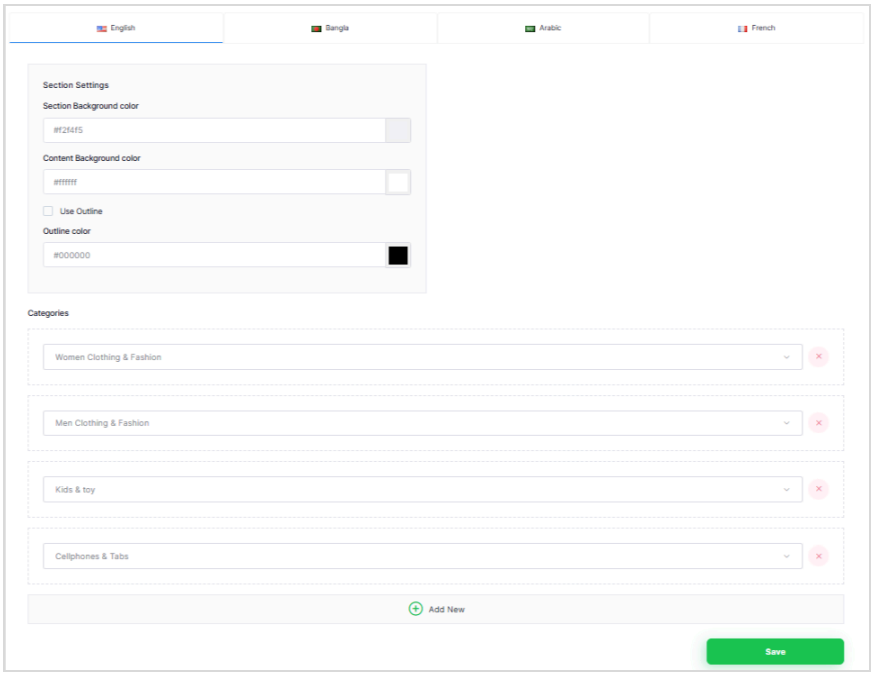


Figure: Category Wise Product Section Configuration of Re-Classic Layout

- **Classifieds:**

  Admin can upload classified banners from here. There are two banner options for devices. Large banner for Large devices and Small banner for Small devices. If the admin doesn't upload the small banner then the large banner will show in the small device by adjusting the size. Also can select the section background color and outline color. Now, click on **Save**.

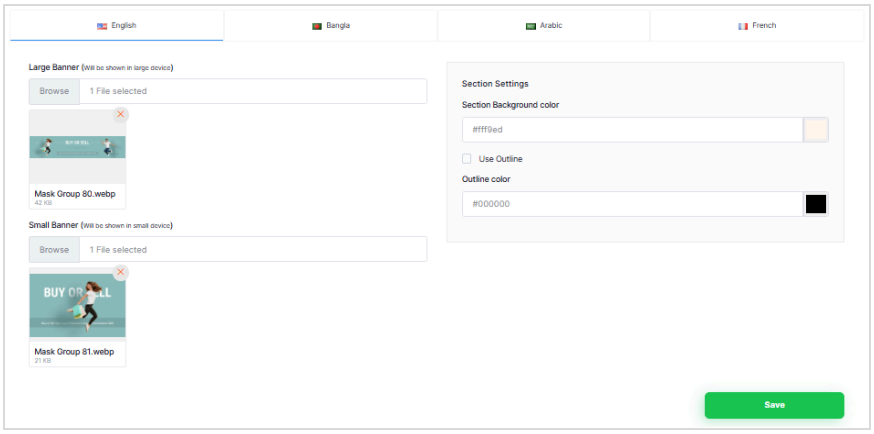


Figure: Classifieds Section Configuration of Re-Classic Layout

- **Newest Preorder Products**

  Admin can add a banner for the Newest Proorders here after purchasing the Preorder addon and click Save.

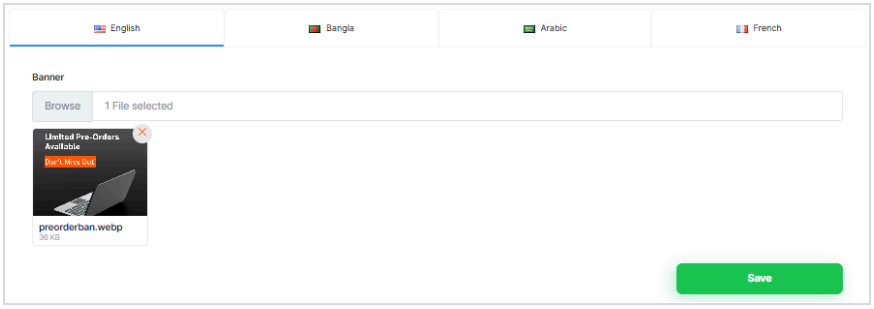


Figure: Newest Preorder Products Section Configuration of Re-Classic Layout

- **Top Sellers:**

  Can select the top seller's section background color. Also can add the outline color. Now, click on **Save.**

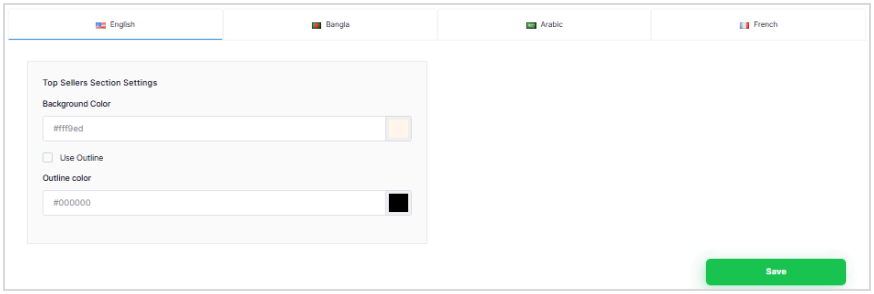


Figure: Top Sellers Section Configuration of Re-Classic Layout

- **Top-Brands:**

  ➜ Can select the top brand's section background color. Also can add the outline Color.

  ➜ Top Brands (Max 12): Select Maximum of 12 Brands for the sections. And click on **Save**.

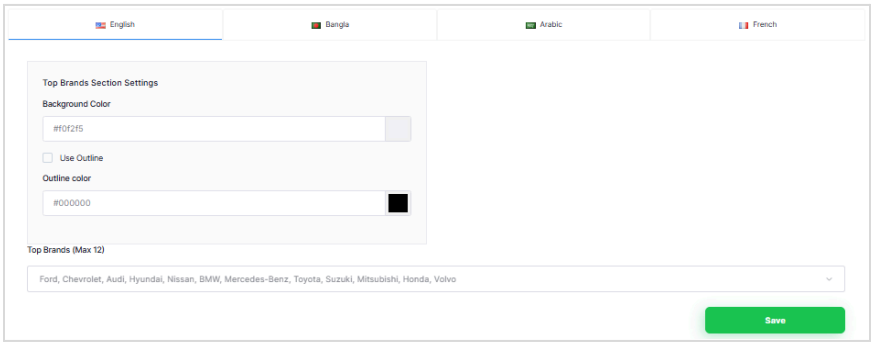


Figure: Top Brands Section Configuration of Re-Classic Layout

6. **The-Core Layout:**

After selecting the **The-Core homepage** and configure the following sections:

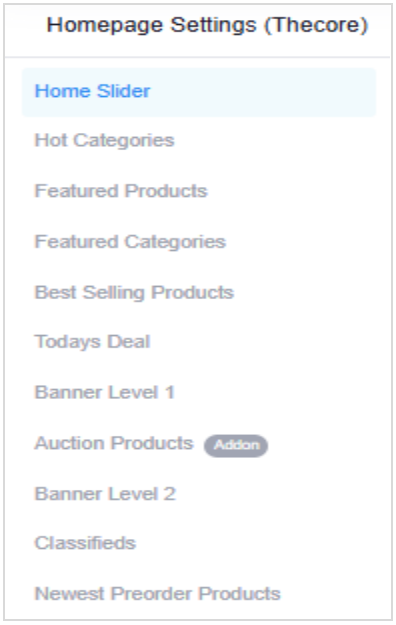


Figure: Homepage Settings of The-Core

- **Home Slider:**
  Admin can select multiple images for the home slider section. Also, add, edit, and delete any banner. Add links here besides the banners. By clicking on those banners customers can go to those links. Also, set a background color for the slider. After making all changes, click Save to apply them.

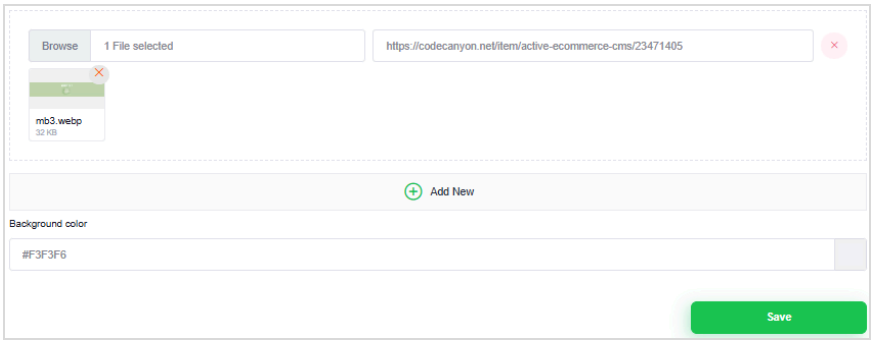


Figure: Home Slider Settings in The-Core

- **Hot Categories:**
  To set Hot Categories on the homepage, first enable them from the Category Listing page. Only the enabled categories will appear in the Hot Categories section.

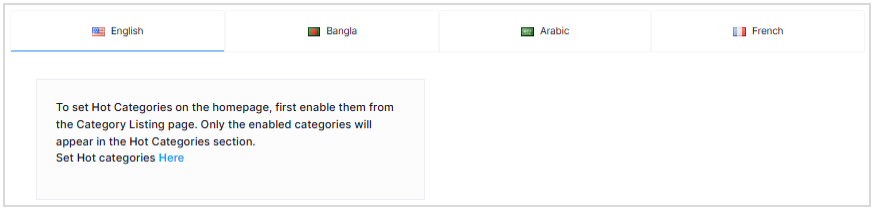


Figure: Hot Categories Section in The-Core

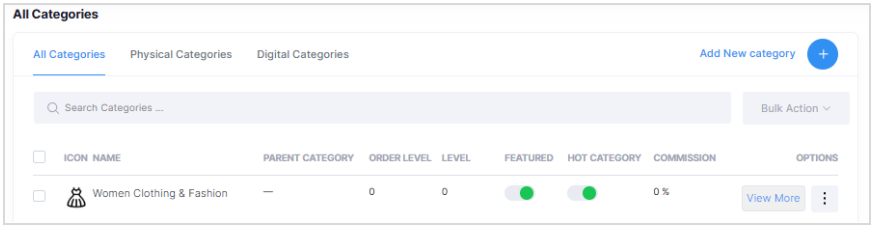


Figure: Hot Category toggle in All Category List

- **Featured Products:**

  Admin can select the Featured Product's section background color and click on Save.

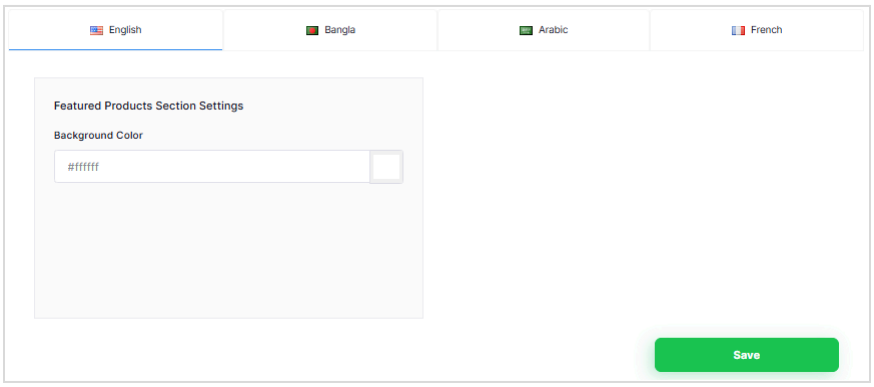


Figure: Featured Products section Configuration in The-Core

- **Featured Categories:**

  Admin can select the Featured Categories section background color. Also, add the outline color and button colour. Now, click on Save

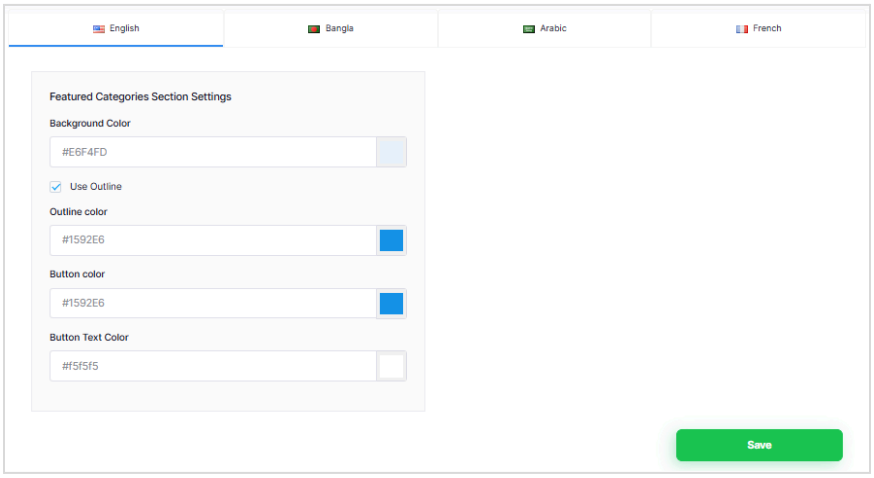


Figure: Featured Categories section Configuration in The-Core

- **Best Selling Products:**

  Admin can select the Best Selling products section background color and click on Save.

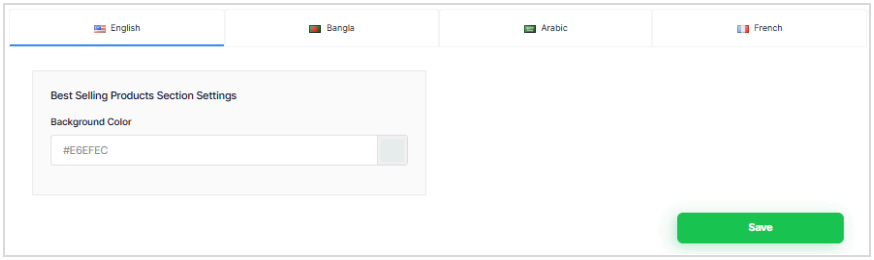


Figure: Best Selling Products section Configuration in The-Core

- **Today's Deal:**

  Admin can select the Today's Deal section background color and click on Save.

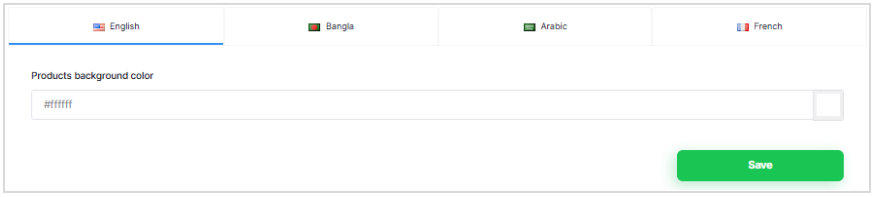


Figure: Today's Deal section Configuration in The-Core

- **Banner level 1:**

  Can add Home banner level-1 & the maximum number is 3. Now, click on Save.

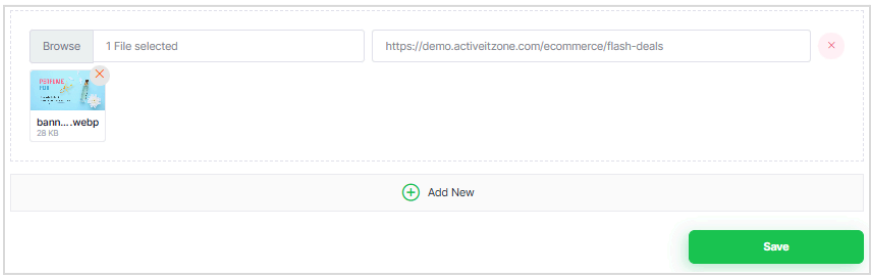


Figure: Banner level 1 section Configuration in The-Core

- **Auction Products:**

  Admin Can add an Auction banner for the auction product section. Also Can select product background color, button color. Now, click on Save.

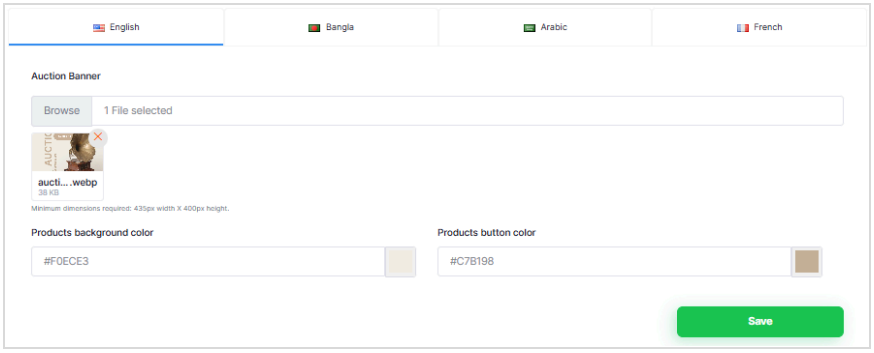


Figure: Auction Products section Configuration in The-Core

- **Banner level 2:**

  Can select Home banner level-2 & the maximum number is 3. Now, click on Save.

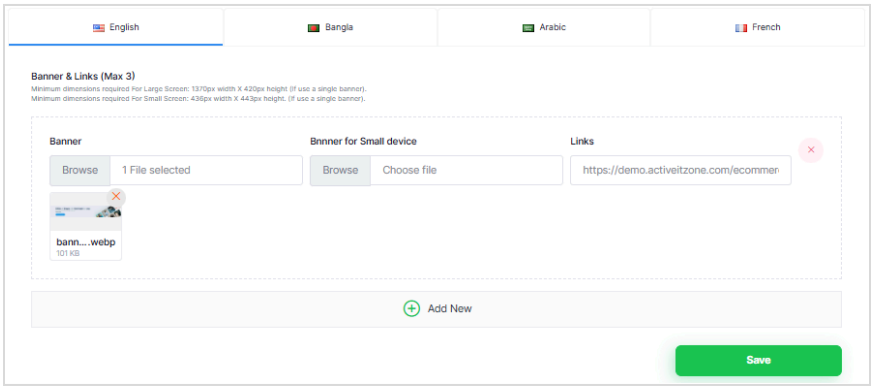


Figure: Banner level 2 section Configuration in The-Core

- **Classified Banner:**

  Admin can select the Classified section background color and click on Save.

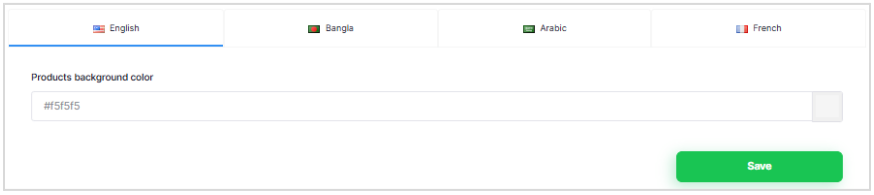


Figure: Classified Banner section Configuration in The-Core

- **Newest Preorder Products:**

  Admin Can add a Pre-Order banner for the Pre-Order section and click on Save. Newest pre-order products will be listed in that section.

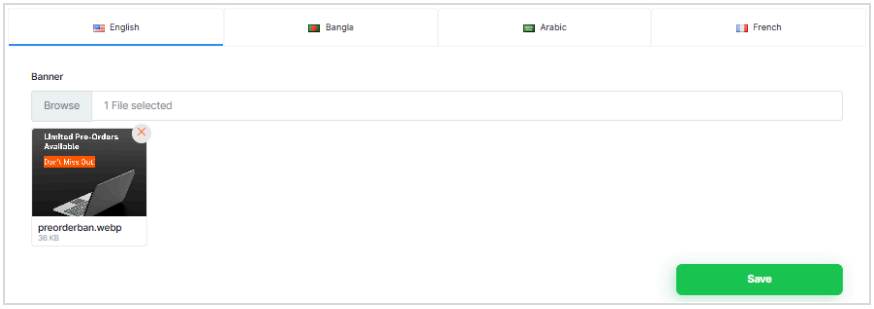


Figure: Newest Preorder Products section Configuration in The-Core

Note:

➜ *Some sections depend on particular add-ons. These sections will only appear if the corresponding add-ons are installed (e.g., **Auction Products**, **Newest Preorder Products**, **Preorder Banner 1**, **Preorder features**).*

7. **Nexa Homepage:**

After selecting the **The-Core homepage** and configure the following sections:

- **Home Slider:**
  Admin can select multiple images for the home slider section. Also, add, edit, and delete any banner. Add links here besides the banners. By clicking on those banners customers can go to those links. Also, set a background color for the banner sliders. After making all changes, click Save to apply them.

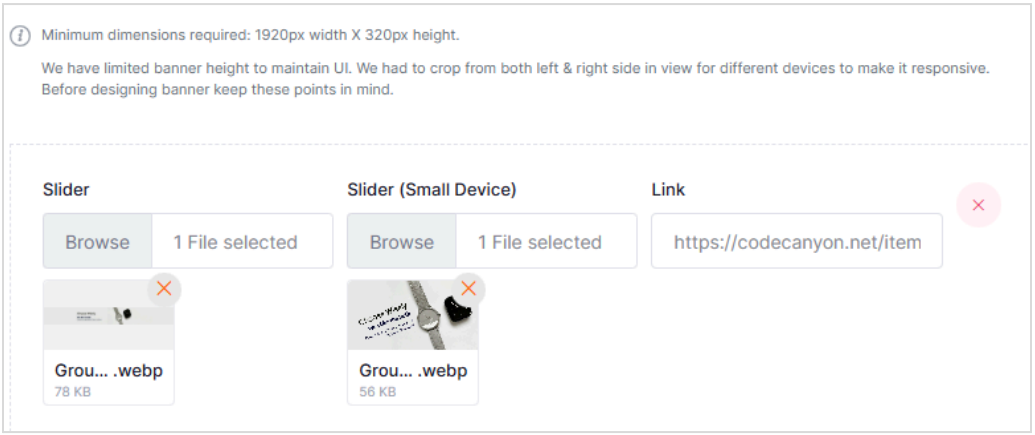


Figure: Home Slider Settings in Nexa Homepage

- **Flash Deals:**
  Admin can enable or disable this section and click on Save to apply the changes. When disabled, this section will no longer be displayed on the homepage.

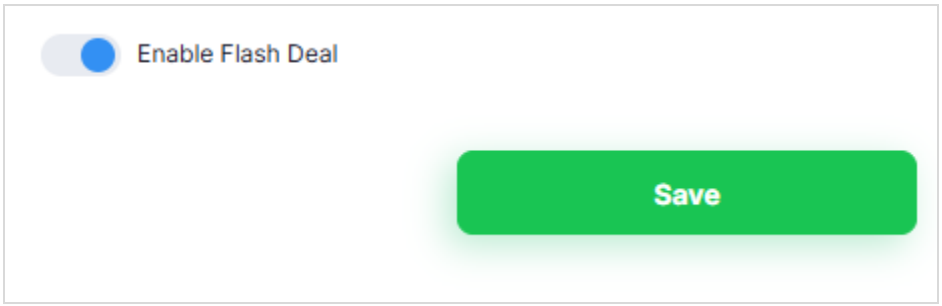


Figure: Flash Deals Section in Nexa Homepage

- **Today's Deal:**
  Admin can enable or disable Today's Deal section, write a sub text and click on Save to apply the changes. When disabled, this section will no longer be displayed on the homepage.

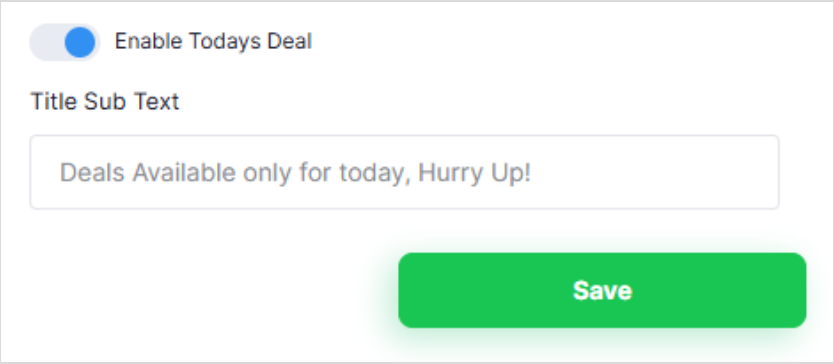


Figure: Today's Deal Section in Nexa Homepage

- **Featured Categories:**
  Admin can enable or disable the Featured Categories section. The admin can also add the section title, sub text, and category text, then click on Save to apply the changes. Admin needs to enable the featured categories from the all categories page.

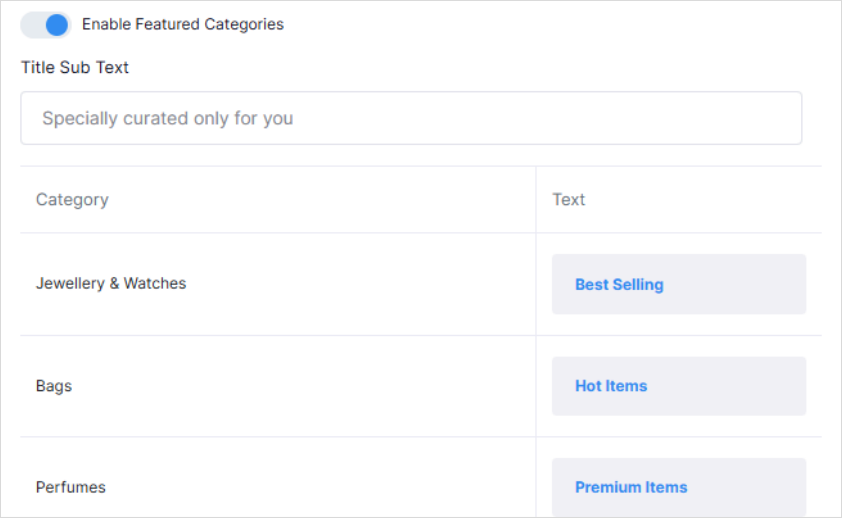


Figure: Featured Categories section Configuration in Nexa Homepage

- **Banner level 1:**
  Admin can enable or disable the Banner Level - 1 section and add up to a maximum of 3 banners. After making the changes, click on Save to apply the configuration.

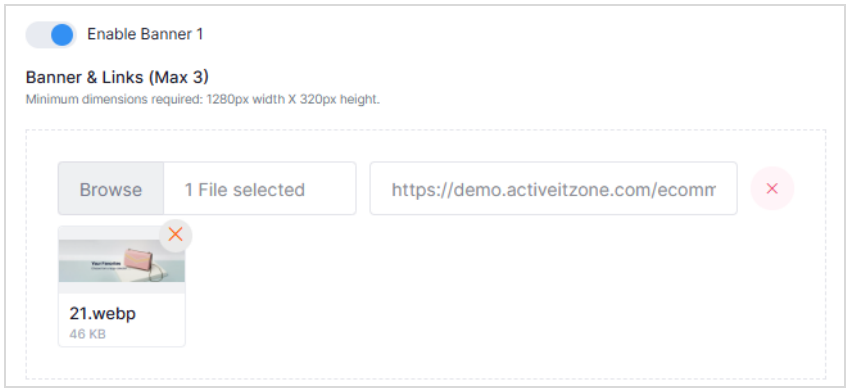


Figure: Banner Level 1 in Nexa Homepage

- **Featured Products:**

  Enable or disable this section and enter the title and sub text, then click on Save to apply the changes.

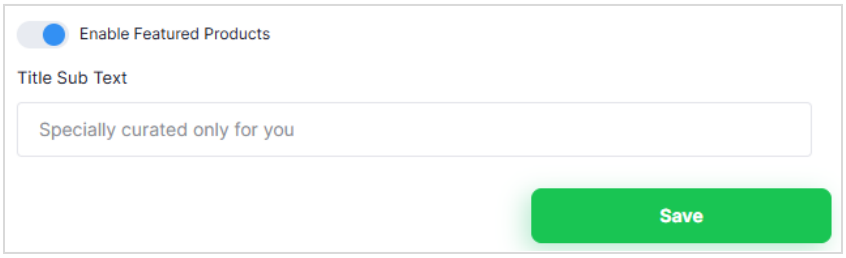


Figure: Featured Section in Nexa Homepage

- **Best Selling Products:**

  Admin can enable or disable the Best Selling section and enter the title and sub text. After completing the configuration, click on Save to apply the changes.

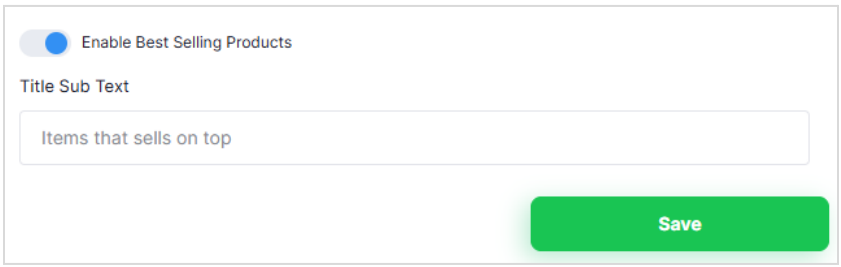


Figure: Best Selling Section in Nexa Homepage

- **Categories:**

  Admin can enable or disable this section and add categories for the homepage. A maximum of 4 main categories can be added to the homepage. Additionally, for each main category, a maximum of 2 sub-categories can be added and displayed on the homepage.

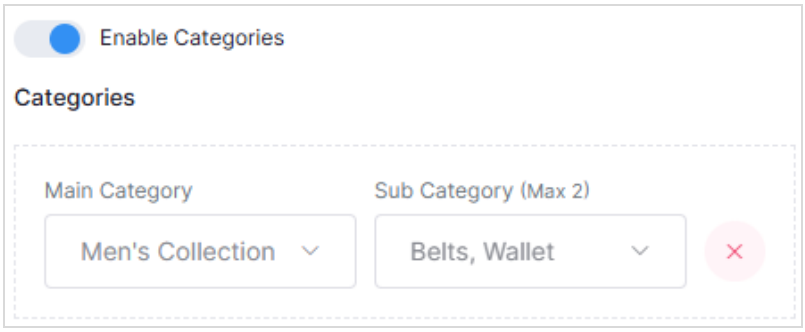


Figure: Categories Section in Nexa Homepage

- **Auction Products:**
  Admin can enable or disable this section, add the sub title text, and upload an auction banner for the auction product section. After completing the configuration, click on Save to apply the changes.

- **Classified Banner:**
  Admin can enable or disable the Classified section, enter a sub title text and upload the classified banner. After completing the configuration, click on Save to apply the changes.

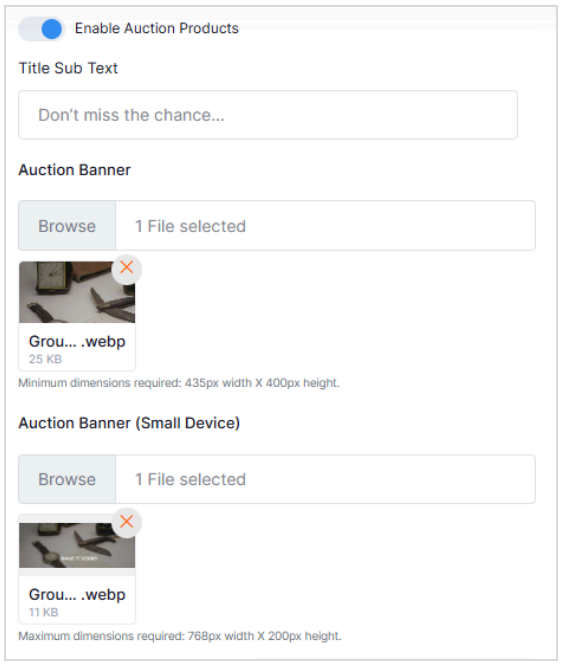


Figure: Auction Section in Nexa Homepage

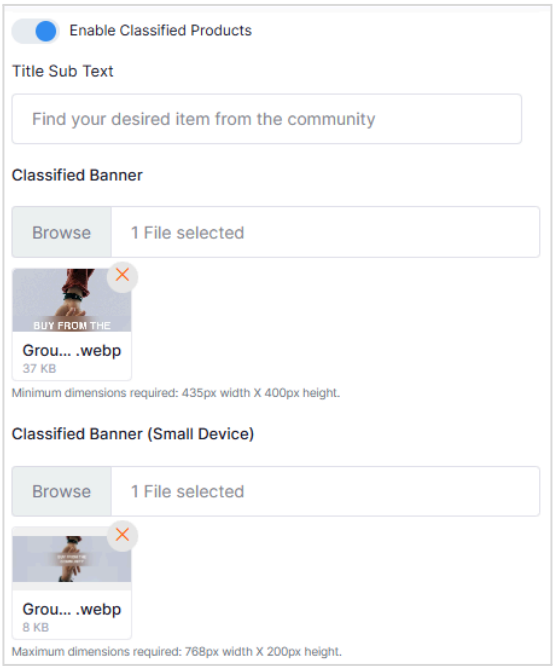


Figure: Classified Section in Nexa Homepage

- **Banner level 2:**
  Admin can enable or disable this banner section and upload banners. The admin can also upload the banners. After completing the configuration, click on Save to apply the changes.

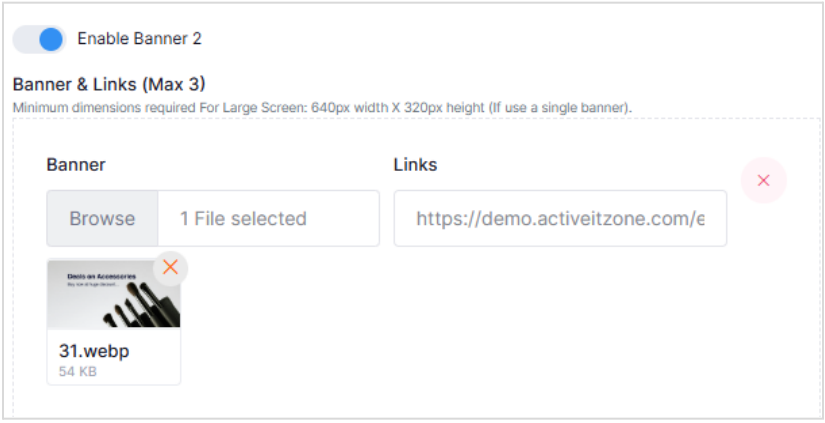


Figure: Banner Level 2 Section in Nexa Homepage

- **Newest Preorder Products:**

  Admin can enable or disable the Preorder section, enter a sub title text and upload a preorder banner to display on the homepage. After completing the configuration, click on Save to apply the changes. The newest preorder products will be listed in this section.

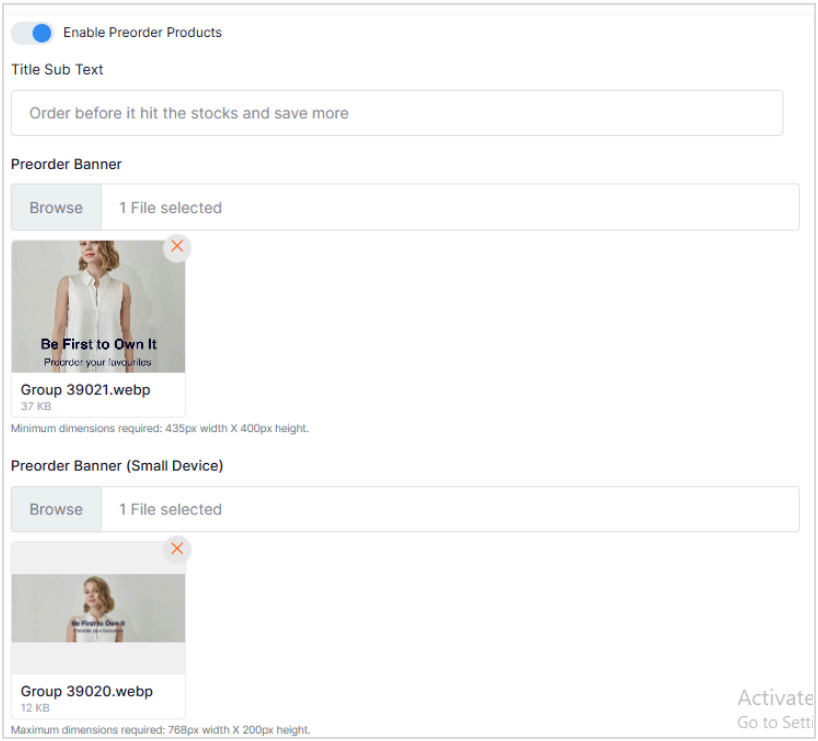


Figure: Newest Preorder Section in Nexa Homepage

- **Shop By Sellers:**
  Admin can enable or disable this section and add a sub title text. After making the changes, click on Save to apply the configuration.
- **Shop By Brands:**
  Admin can enable or disable this Shop by Brands section and add a sub title text. After making the changes, click on Save to apply the configuration.

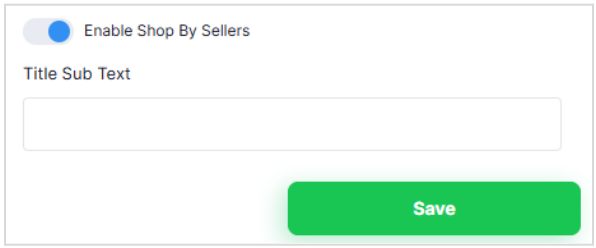


Figure: Shop by Sellers Section in Nexa Homepage

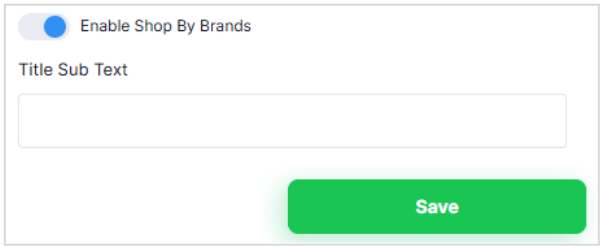


Figure: Shop by Brands Section in Nexa Homepage

- **Banner level 3:**
  Admin can enable or disable this banner section and upload banners. The admin can also upload the banners. After completing the configuration, click on Save to apply the changes.

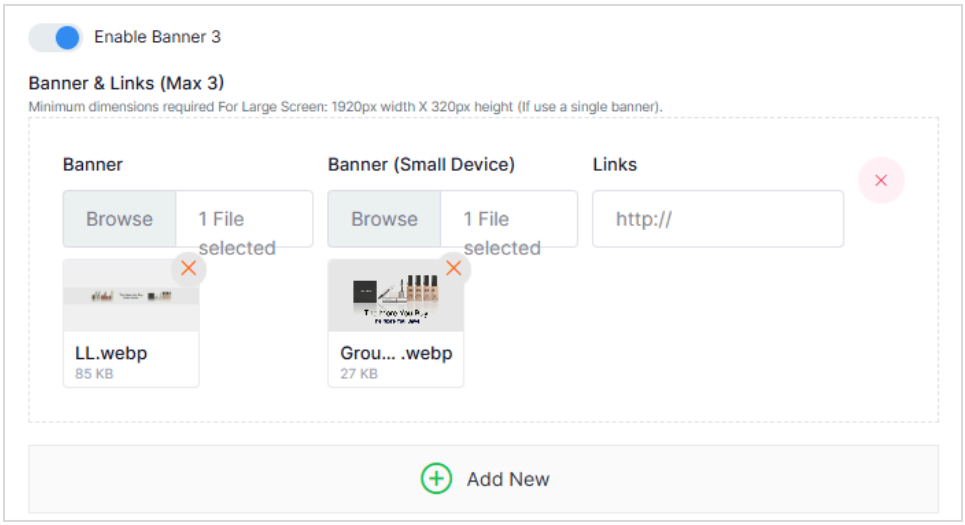


Figure: Banner Level 3 in Nexa Homepage

Note: *Some sections depend on particular add-ons. These sections will only appear if the corresponding add-ons are installed (e.g.,* ***Auction Products, Newest Preorder Products, Preorder Banner 1, Preorder features****).*

4.4. Select Font Family

The **Select Font Family** option allows the admin to customize the website's typography by choosing from a list of available font families within **Active eCommerce CMS**. Each font is displayed with a visual preview, helping the admin instantly identify the most suitable typeface for the storefront design.

- **Review available font options**

  Access the font page from **Design Studio → Font Family.**

  ➜ Each font card displays the following information:

  - **Font Name** – Shown at the top and centered
  - **Demo Text Line** – A sample text preview showing the font style appearance

- **Select and apply a font family**

  Click on the preferred font card, then click **SET FONT FAMILY** to confirm your choice.

Notes:

➜ *The selected font will be immediately reflected both in the backend and frontend but a browser refresh may be required to display the new font correctly.*

➜ *Use the Load More button to load all available fonts in the system.*

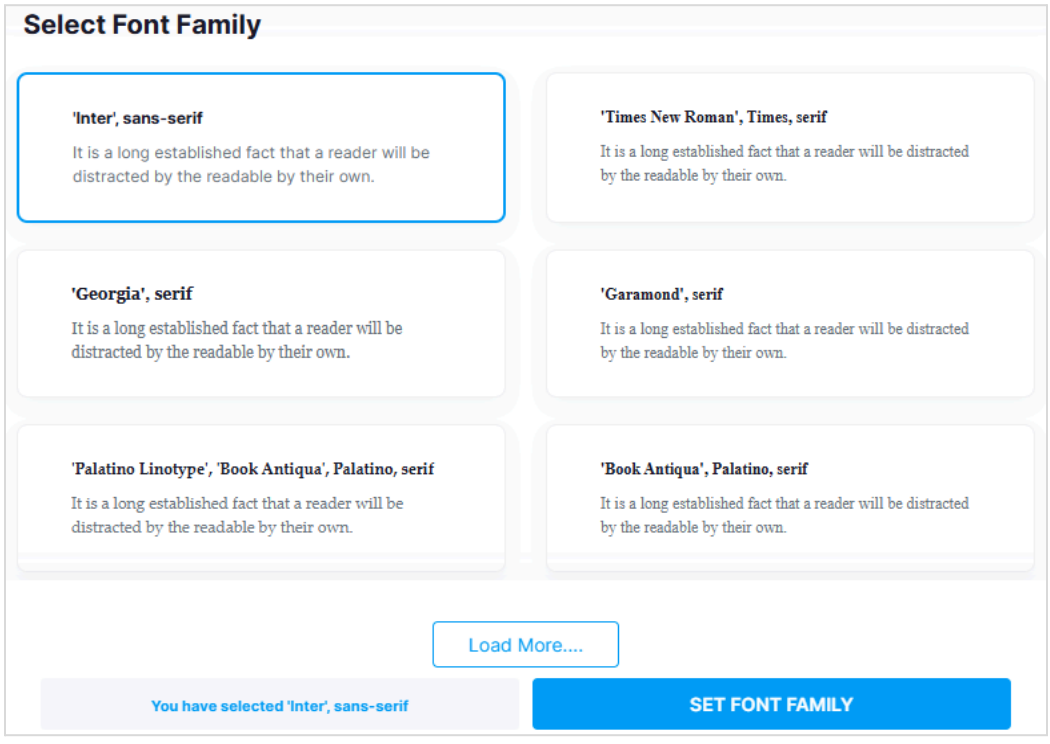


Figure: Selecting a Font Family

4.5. Setting up the Authentication Page

4.5.1. Authentication Layout Selection

Choose the visual template for user authentication screens; this determines how login/register and verification screens will be laid out. To select the layout, access the page from **Design Studio→ Select Authentication Layout & Settings.**

- **Authentication Page layouts**:

  There are **three** available Authentication Page layouts:

  ➔ **Layout 1 – Boxed**

  ➔ **Layout 2 – Free**

  ➔ **Layout 3 – Focused**

  Click **View** to preview a snippet of any layout. Once you have selected the desired layout, click **Save** to apply it.

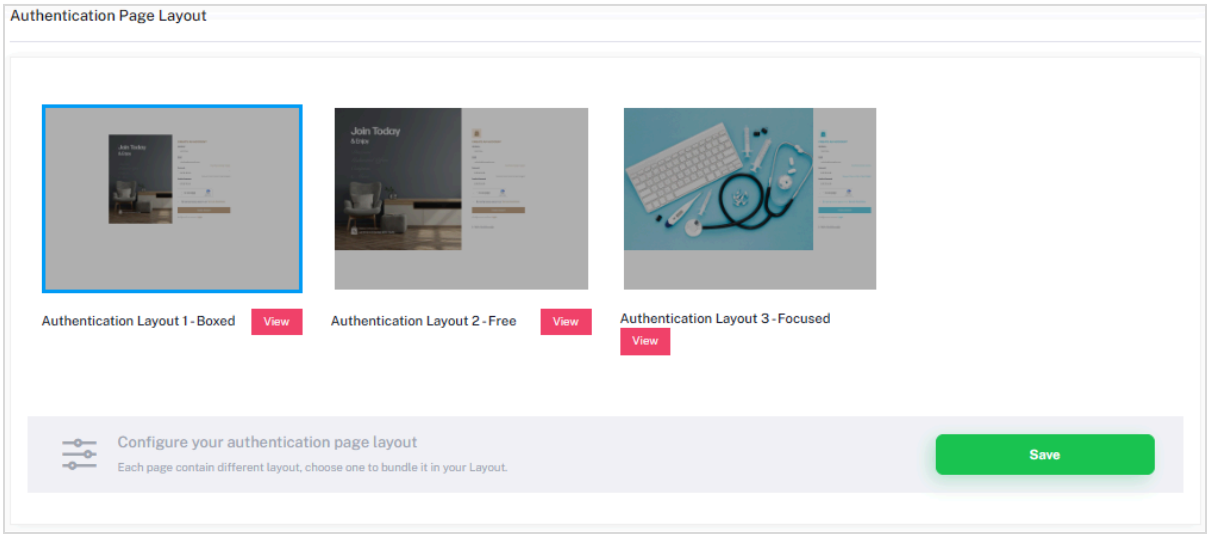


Figure: Select Authentication Layout

4.5.2. Configuring Authentication Page Settings

This page is used to manage and upload visual assets for authentication screens, ensuring consistent and properly formatted images across login, registration, password reset, and phone verification pages. It helps maintain a uniform and visually consistent authentication experience based on the selected layout.

- **Upload the Authentication page banner Images**:
  Upload the Authentication Page Banner Images for the following pages with the required minimum dimensions:
- **Required images & their minimum required dimensions:**

  ➔ Admin Login Page : 960 × 911 px

  ➔ Customer Login Page : 945 × 839 px

  ➔ Customer Registration Page : 937 × 965 px

  ➔ Seller Login Page : 945 × 839 px

  ➔ Seller Registration Page : 945 × 1036 px

  ➔ Delivery Boy Login Page : 945 × 839 px

  ➔ Forgot Password Page : 945 × 839 px

  ➔ Password Reset Page : 945 × 839 px

  ➔ Phone Number Verification Page : 945 × 839 px

  Save : After uploading the images, click **Update** to apply them.

Note: *The* ***Delivery Boy Login Page*** *option is only available if the Active eCommerce Delivery Boy Flutter App Add-On has been* ***purchased and installed****.*

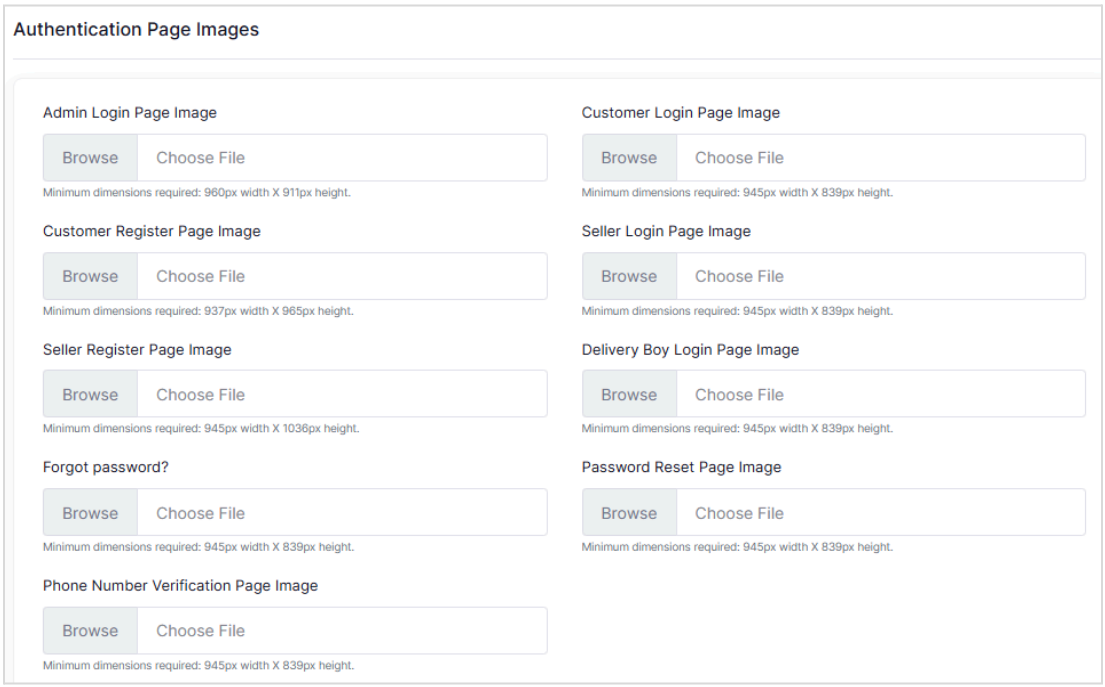


Figure: Upload Images for different Authentication Page

4.6. Header Layout

The Header section determines the visual structure and navigation style that appears at the top of every website page. Admins can select, preview, and apply a preferred header layout according to the theme or branding.

- **Select a Header**

  Access **Design Studio** → Select Header, where seven different header layouts are available.

  ➜ **Select Header** – Choose a preferred layout from the available seven headers.

  ➜ **Save** – Click Save to apply the selected header layout

Notes:

➜ *Changes to the header layout are applied globally and will reflect immediately on the frontend.*

➜ *Ensure the header complements your chosen homepage layout for consistent branding.*

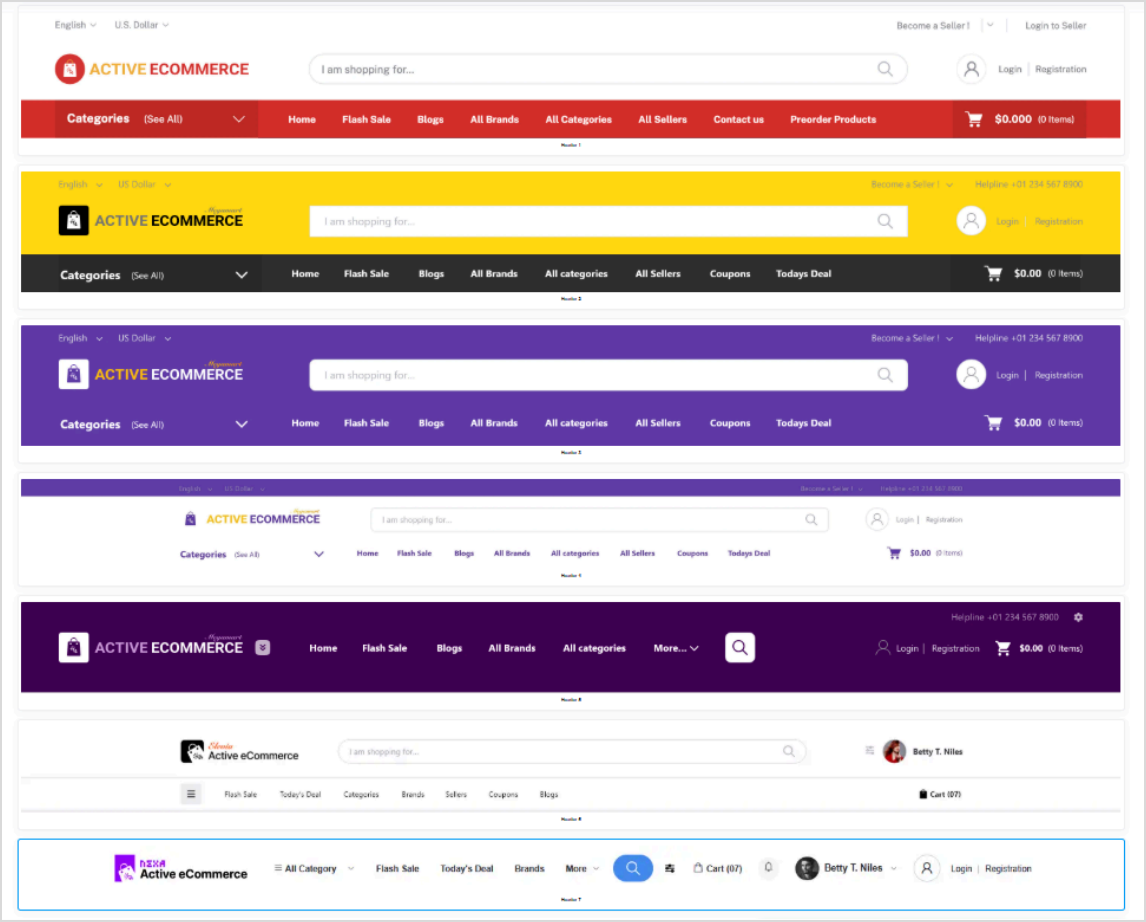


Figure: Selecting the Header for the website

4.7. Header Settings

The Header Settings page allows the admin to configure the storefront's header appearance and navigation options. From here, you can upload your brand logo, choose header colors, and manage the navigation menu shown at the top of the site.

- **Configure Header Branding and Display Options**

  Access to **Design Studio → Header Settings** which Opens the Header configuration page displaying all customization options for logo, color, and navigation.

  ➜ **Header Logo** – Upload the logo to appear in the site header.

  ➜ **Show Language Switcher?** – Toggle ON/OFF to show or hide the language selection dropdown.

  ➜ **Show Currency Switcher?** – Toggle ON/OFF to show or hide the currency selection dropdown.

  ➜ **Enable Sticky Header?** – Toggle ON/OFF to keep the header fixed at the top of the screen while scrolling.

  ➜ **Header Background Colors** – Select background colors for Top, Middle, and Bottom header sections.

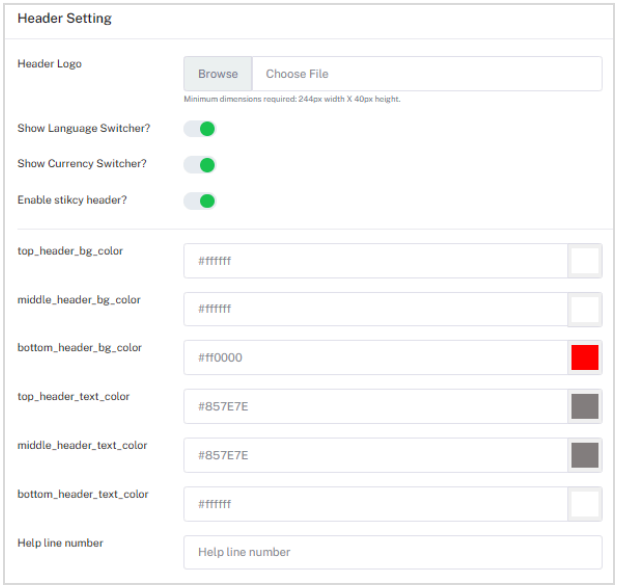


Figure: Configure the Header Settings

  ➜ **Header Text Colors** – Choose text colors for Top, Middle, and Bottom header sections.

  ➜ **Helpline Number** – Enter the support contact number to display in the header area.

  ➜ **Effect:** All changes are applied instantly and visible to the admin in real time.

- **Add or Edit Header Navigation Menu**

  ➜ Scroll to the **Header Nav Menu** section.

  ➜ Click **Add New** to create a new navigation item.

  - Enter the **Menu Name** (label shown in the header).
  - Enter the **Link** (destination URL or internal route).

  ➜ Repeat as needed to build your full navigation menu and **Save.**

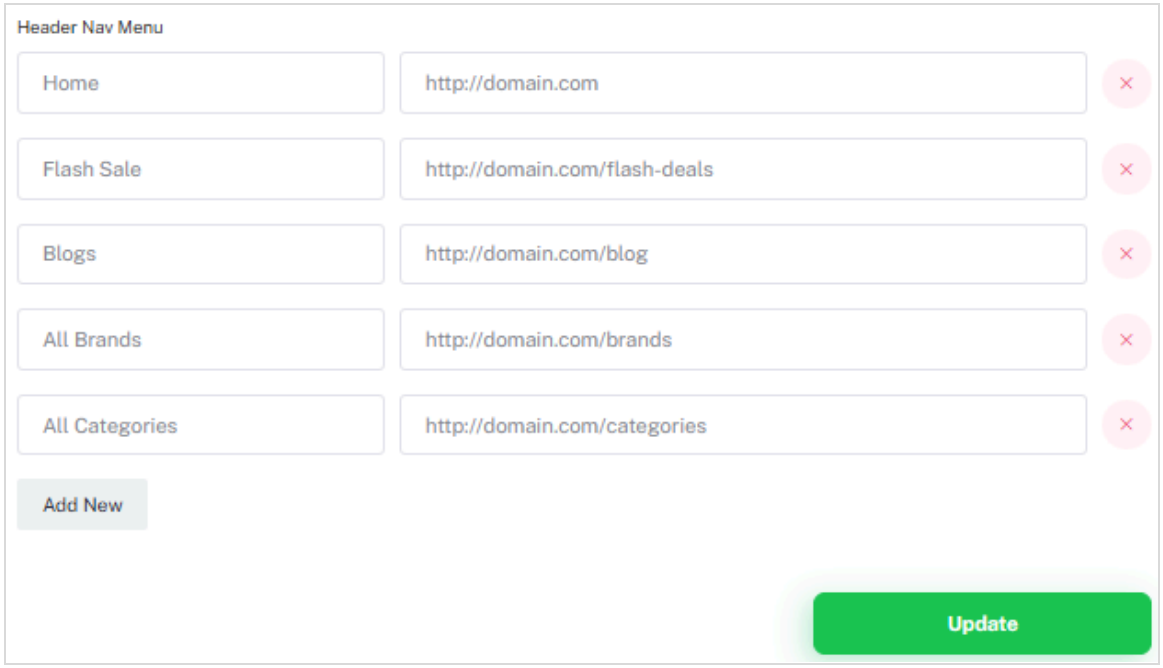


Figure: Configure the Header Nav Menu

Notes:

- ➜ *All header setting changes reflect instantly on the storefront after clicking Update.*
- ➜ *Ensure the uploaded logo image is optimized for web display to maintain header balance.*
- ➜ *Navigation links can include internal pages (e.g., Home, Blog, Flash Sale) or external URLs.*

4.8. Megamenu

The Categories Mega Menu is a navigation feature that displays product categories in a structured layout on the storefront. It allows customers to easily browse through main categories and subcategories from a single expanded menu.

- **Select a Megamenu**
  From **Design Studio** → **Design Studio Home**, select the **Mega Menu** option to access the Mega Menu Layout page.
  - ➔ Choose a layout from the available options and click Apply Changes. The selected mega menu design will then be applied and displayed in the frontend website header.

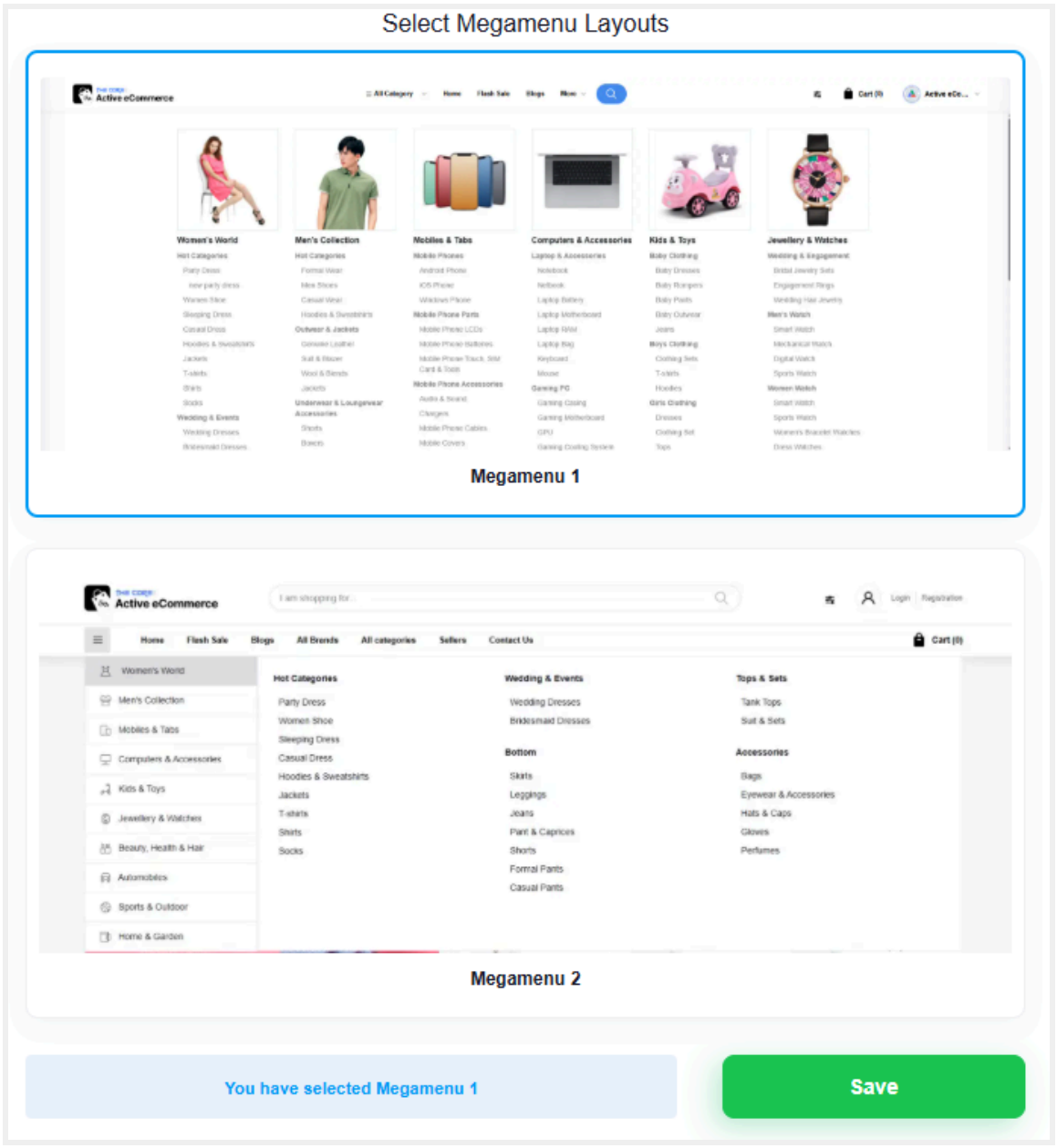


Figure: Megamenu Layout Page in Admin Panel

4.9. Top Bar

The Top Bar appears at the very top of your storefront, displaying short messages, promotional texts, or quick links. It helps highlight important information such as offers, announcements, or shortcuts.

- **Customize Top Bar Appearance**

  Access to **Design Studio** → **Top Bar** → **Top Bar Settings**. Opens the settings page where the admin can customize Top Bar appearance.

  ➜ **Top Bar Background Color** – Choose the background color for the Top Bar.

  ➜ **Top Bar Text Color** – Select the text color for Top Bar text.

  ➜ **Upload Images** – Upload banner images optimized for:

  - Large Devices
  - Medium Devices
  - Small Devices

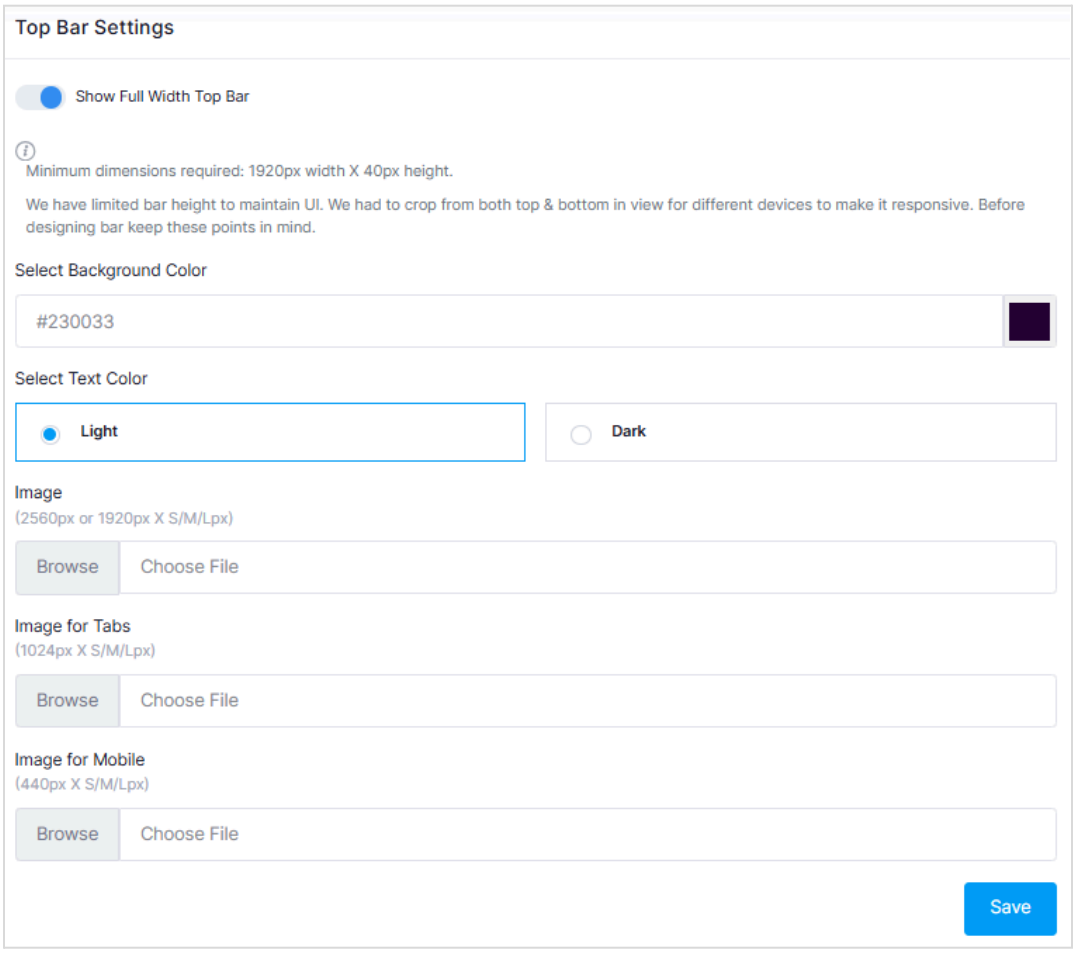


Figure: Top Bar Settings in Design Studio

- **Manage Top Bar Text and Links**

  Access **Design Studio** → **Top Bar** → **Top Bar List** to create a new top bar.

  ➜ Click **Add a New Top Bar**.

  - **Top Bar Text** – Enter the announcement or message to display.
  - **Link** – Insert the destination URL (optional) if the Top Bar text should redirect when clicked.

  ➜ Click **Save**.

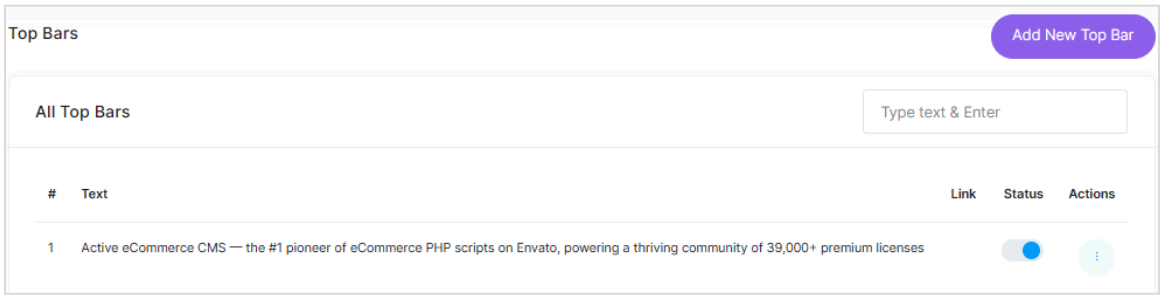


Figure: Top Bar List in Design Studio

- **Behavior and Scrolling**

  ➜ If the text is short and only one Top Bar is active, it remains **static** on the homepage.

  ➜ If multiple Top Bars are active or the text length is long, the Top Bar will **auto-scroll** across the screen automatically.

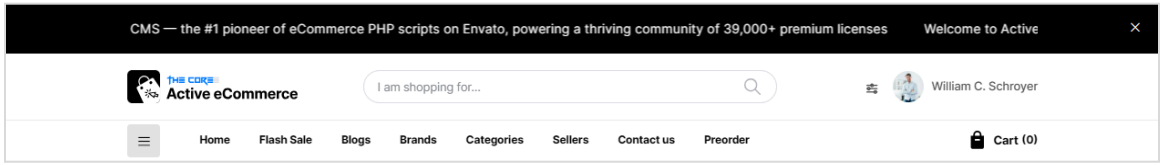


Figure: Top Bar auto text scrolling in the website

Notes:

➜ *The Top Bar is visible globally across the storefront on all pages.*

➜ *Ensure contrast between background and text colors for clear visibility.*

➜ *Image uploads should be optimized for responsive layouts across devices.*

4.10. Footer Layout

The Footer Layout section is used to select and apply a footer design for the storefront. It helps control how footer content is displayed across the website for a consistent layout experience.

- **Select a Footer**

  Access Design Studio → Footer Layout where 3 footer options will be displayed.

  ➜ **Select the Footer** – Choose a preferred footer layout

  ➜ **Save** – Click Save to apply the selected footer layout

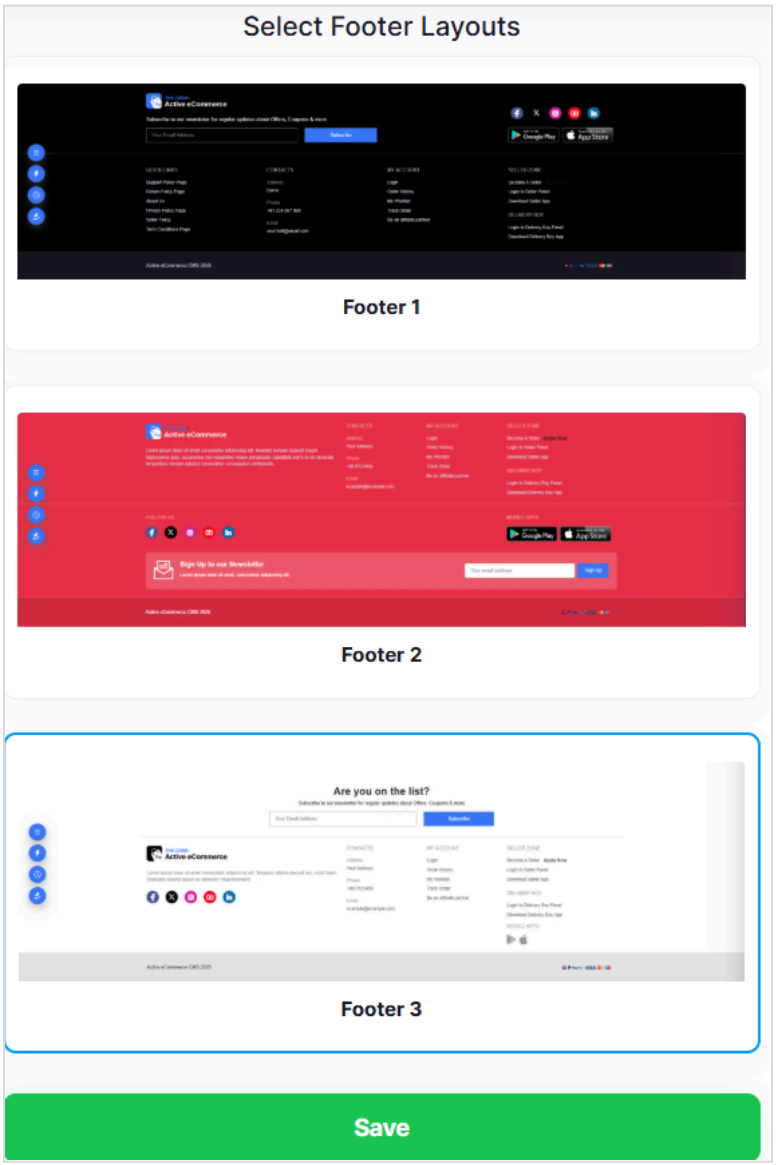


Figure: Select a Footer Layout

4.11. Footer Configuration

The Footer Layout section allows selection and management of different footer designs for the storefront. It controls how footer content such as links, information, and branding elements are displayed across the website. From **Design Studio** → **Footer Settings**, the footer configuration page is available where footer content, widgets, and links can be managed.

- **Choose the Language**

  Choose the desired language from the Footer Language section.

  Note: Language section is only visible when multiple languages are available in the system.

- **Sub Footer Settings**

  ➔ This section allows configuration of the sub footer area, including its visibility, styling, and content details.

  - **Show Full Width Sub Footer Toggle** – Enable or disable full-width display of the sub footer
  - **Sub Footer Toggle** – Turn the sub footer section on or off
  - **Background Color** – Set the background color of the sub footer
  - **Text Color** – Define the text color for sub footer content
  - **Title (Translatable)** – Add a title for the sub footer (supports translation)
  - **Footer Description (Translatable)** – Add a descriptive text for the sub footer (supports translation)
  - **Update** – Click **Update** to apply the changes.

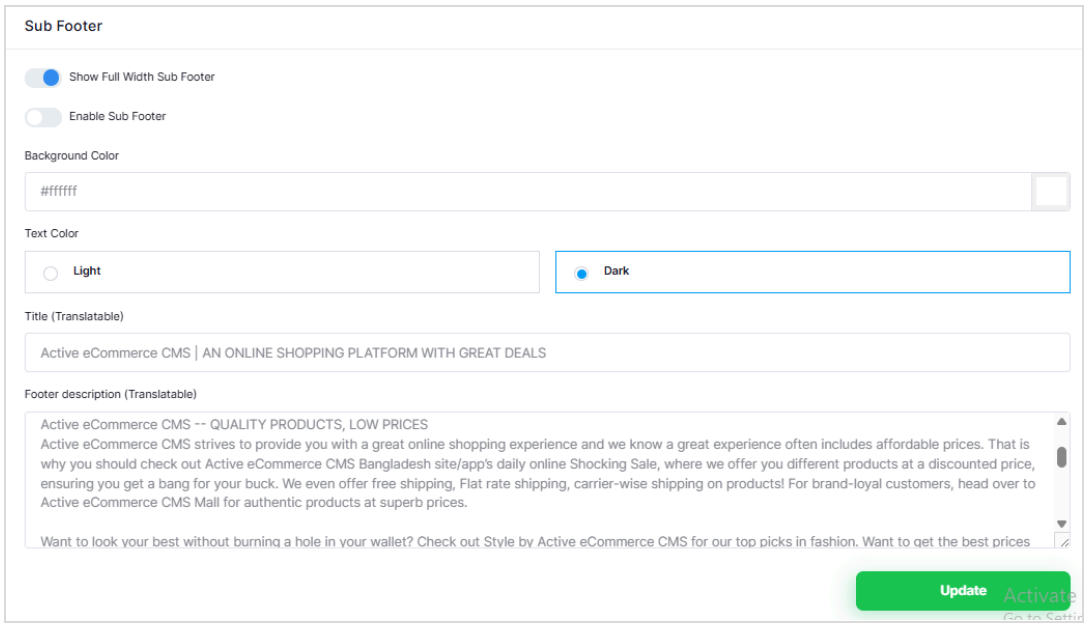


Figure: Configure the Sub-Footer Section

- **Policy Section**

  This section allows configuration of the policy area by providing the required details and controlling its visibility and appearance.

  ➔ **Show Full Width Policy Section Toggle** – Enable or disable full-width display of the policy section

  ➔ **Enable Policy Section** – Turn the policy section on or off

  ➔ **Background Color** – Set the background color of the policy section

  ➔ **Text Color** – Choose the text color for the policy content

  - **Light** – Applies a light text color to the policy section
  - **Dark** – Applies a dark text color to the policy section

  ➔ **Update** – Click **Update** to apply the changes.

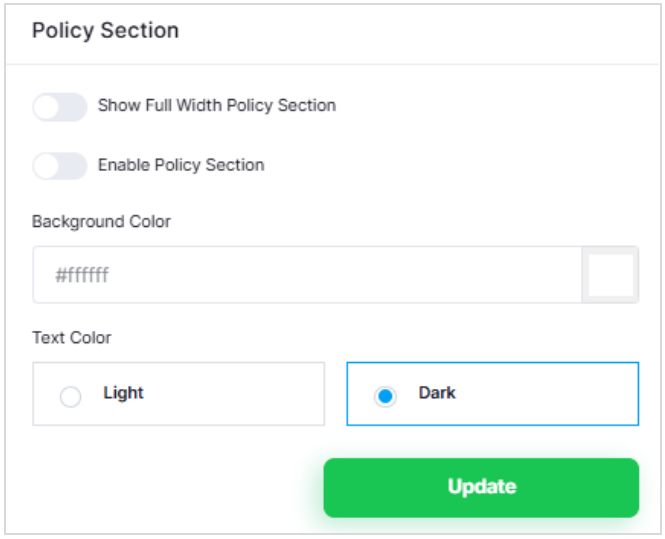


Figure: Configure Footer Policy Section

- **Configure Footer Design**

  This section allows configuration of the footer area by controlling its visibility and appearance settings.

  ➔ **Show Full Width Footer** – Enable or disable the Footer Design section and configure the visual settings for the footer.

  ➔ **Footer Background Color** – Select the background color of the footer

  ➔ **Footer Text Color** – Select the text color for the footer content

  ➔ **Update** – Click **Update** to apply the changes.

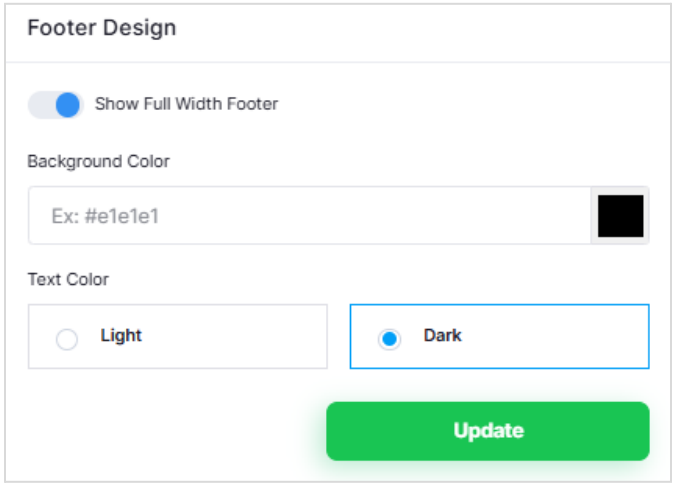


Figure: Configure the Footer Design

- **About Widget**

  This section is used to display brand identity and a short introduction in the footer area.

  ➜ **Footer Logo –** Upload the logo to be displayed in the footer

  ➜ **Description –** Add a short description about the business or brand

  ➜ **Update** – Click **Update** to apply the changes.

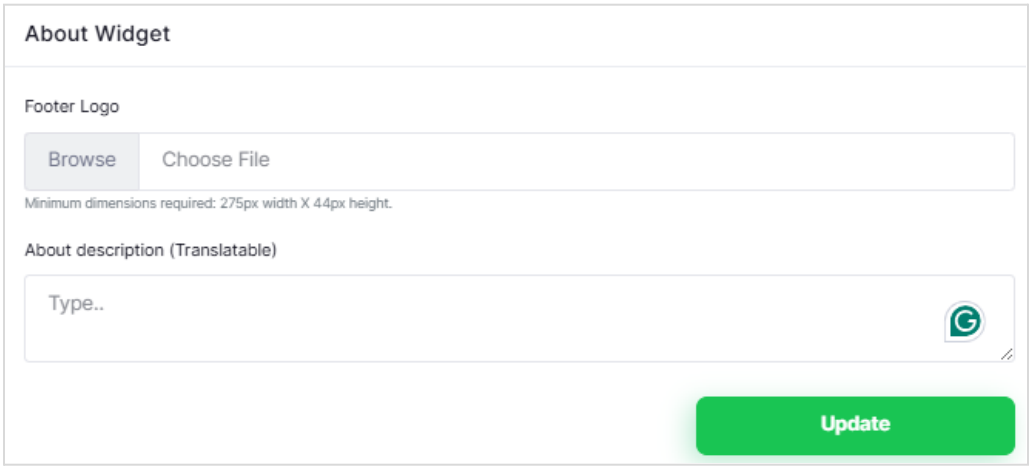


Figure: Configure the About Widget

- **Social Link Widget**

  This section is used to manage and display social media links in the footer area.

  ➜ **Enable Social Links** – Turn on or off the display of social media links

  ➜ **Add Social Links** – Add and configure links for social platforms such as Facebook, Twitter, Instagram, and LinkedIn

  ➜ **Update** – Click **Update** to apply the changes.

- **Contact Info Widget**

  This section is used to display business contact details in the footer area.

  ➜ **Contact Address** – Enter the business address

  ➜ **Contact Phone** – Add the contact phone number

  ➜ **Contact Email** – Provide the contact email address

  ➜ **Update** – Click **Update** to apply the changes.

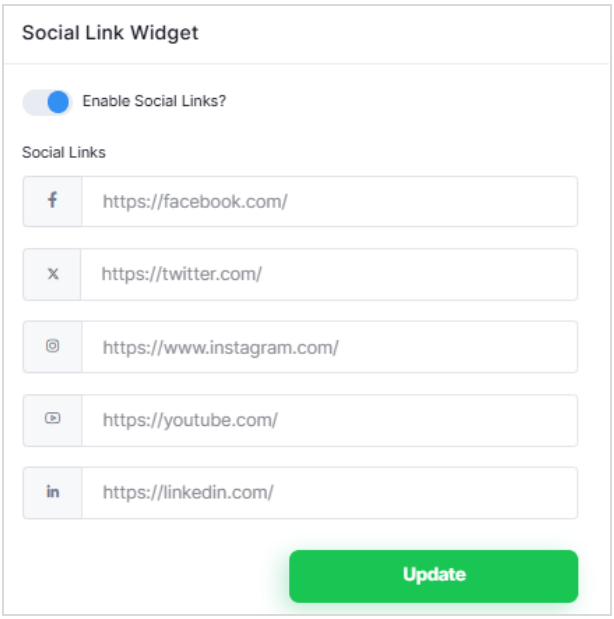


Figure: Configure the Social Link Widget

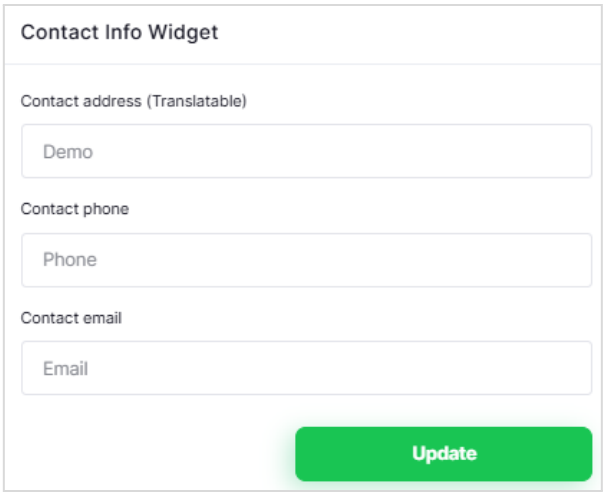


Figure: Configure the Contact Info Widget

- **Quick links**

  This section adds navigation shortcuts to key pages at the bottom of the site.

  ➜ **Label Name –** Add the title for each link (e.g., About Us, Return Policy, Support Policy)

  ➜ **Links –** Enter the URL corresponding to the link title. It adds navigation shortcuts to key pages at the bottom of the site.

  ➜ **Update** – Click **Update** to apply the changes.

  Note: The page linked here must be created first, or a system default page can be used for linking.

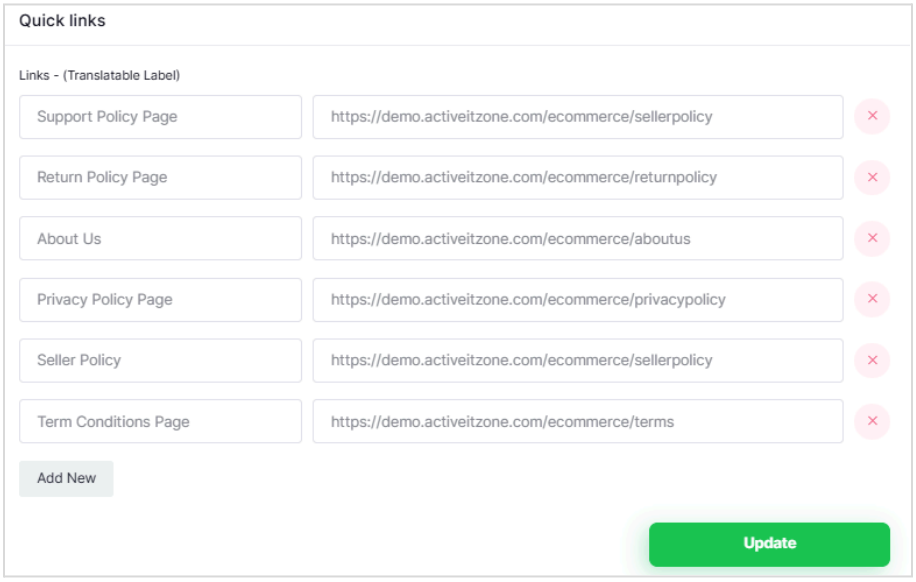


Figure: Add the Quick Links

- **App Links**

  This section is used to configure and display mobile application download links in the footer.

  ➔ **Enable Play Store Toggle & Link (Customer App)** – Enable the Google Play Store button and provide the customer app link

  ➔ **Enable App Store Toggle & Link (Customer App)** – Enable the Apple App Store button and provide the customer app link

  ➔ **App Store Link Toggle & Link** – Enable the App Store link and provide the corresponding URL

  ➔ **Seller App Link Toggle & Link** – Enable the seller app link and provide the corresponding URL

  ➔ **Delivery Boy App Link Toggle & Link** – Enable the delivery boy app link and provide the corresponding URL

  ➔ **Update** – Click **Update** to apply the changes.

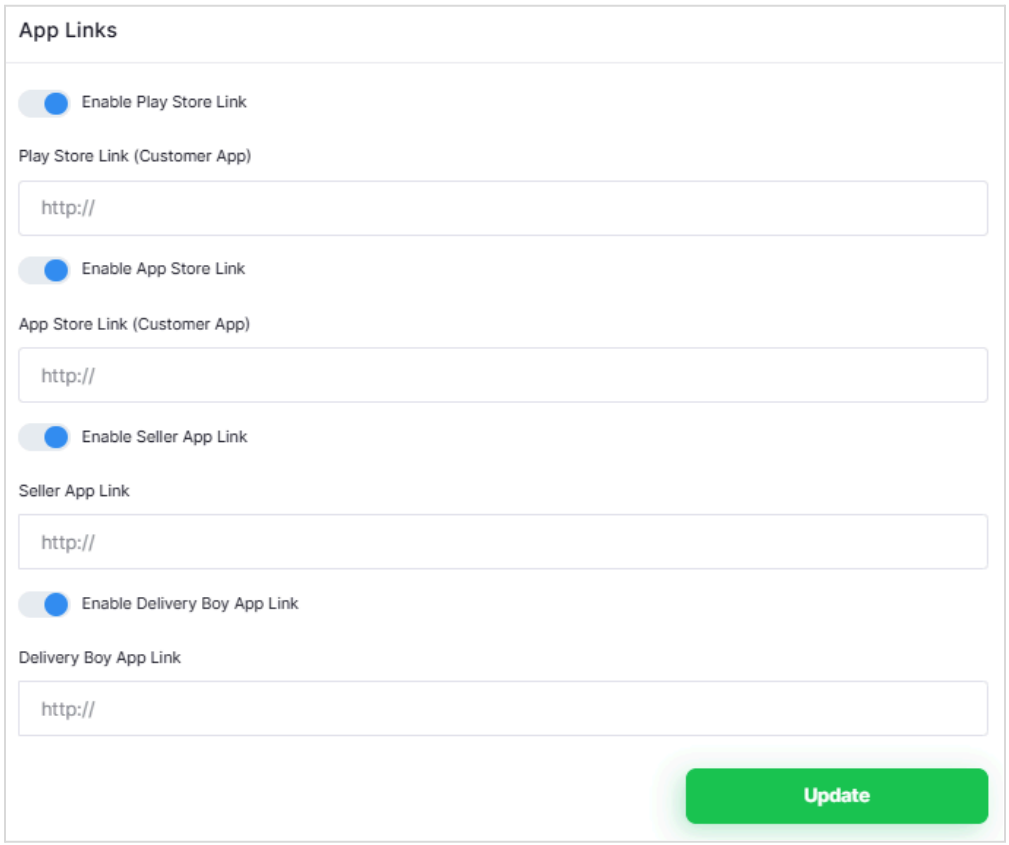


Figure: Add the App Links

- **Copyright Widget**

  Insert copyright text (e.g., "© 2025 YourCompany. All rights reserved."). It Displays legal and copyright text across all pages.

- **Payment Methods Widget**

  Upload image (e.g., a single banner containing Visa, MasterCard, PayPal, etc.) representing supported payment methods and update the settings. It Displays visual cues of accepted payment options.

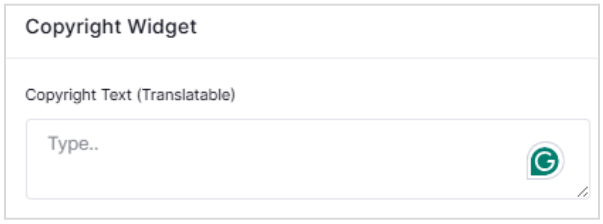


Figure: Add the Copyright Widget

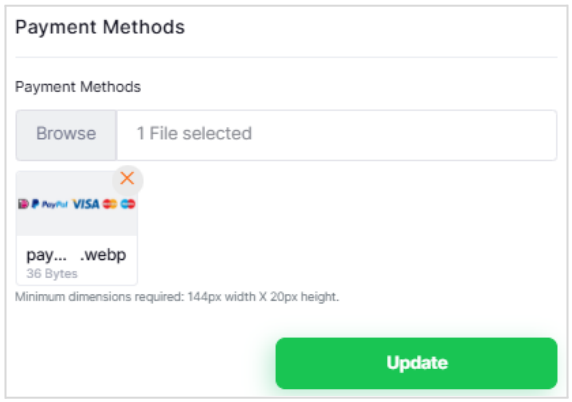


Figure: Configure the Payment Method Section

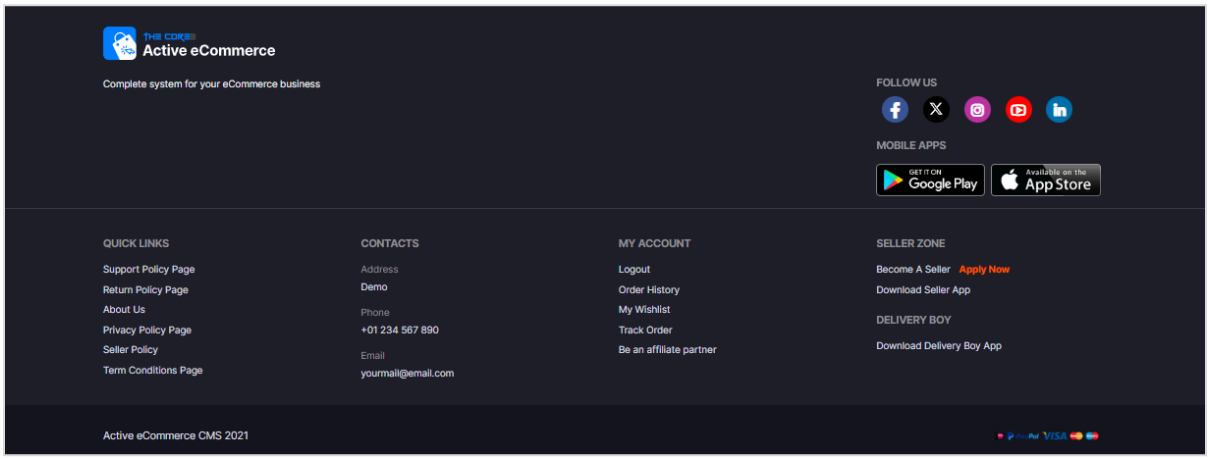


Figure: Footer in the storefront of Active eCommerce CMS

Notes:

- ➜ *Footer widgets and texts are fully translatable across enabled site languages.*
- ➜ *Social and app links open in new browser tabs when clicked.*

4.12. Pages

Manage and publish policy and informational pages that customers can access site-wide; pages should include SEO fields for discoverability. Access this page from the Admin **Panel** → **Design Studio** → **Pages** to manage your website's policy and informational pages (e.g., Seller Policy, Return Policy, Support Policy, Terms & Conditions, Privacy Policy, About Us, Contact Us, etc.).

- **Editing Pages**
  - ➜ Use the Action button beside any existing page to edit its content.
- **Adding a New Page**

  When creating a new page, you need to provide:
  - ➜ **Title** – Page title (e.g., Shipping Policy).
  - ➜ **Page Link** – The URL slug for the page.
  - ➜ **Page Content** – The body text of the page.
  - ➜ **SEO Fields** – Add meta title, meta description, keywords, and a meta image.
- **Deleting Pages**
  - ➜ Only newly Added Pages can be deleted if no longer required.

    Note: *System default pages cannot be deleted and can only be edited.*
- Click **Save** Page after adding or editing to apply your changes.

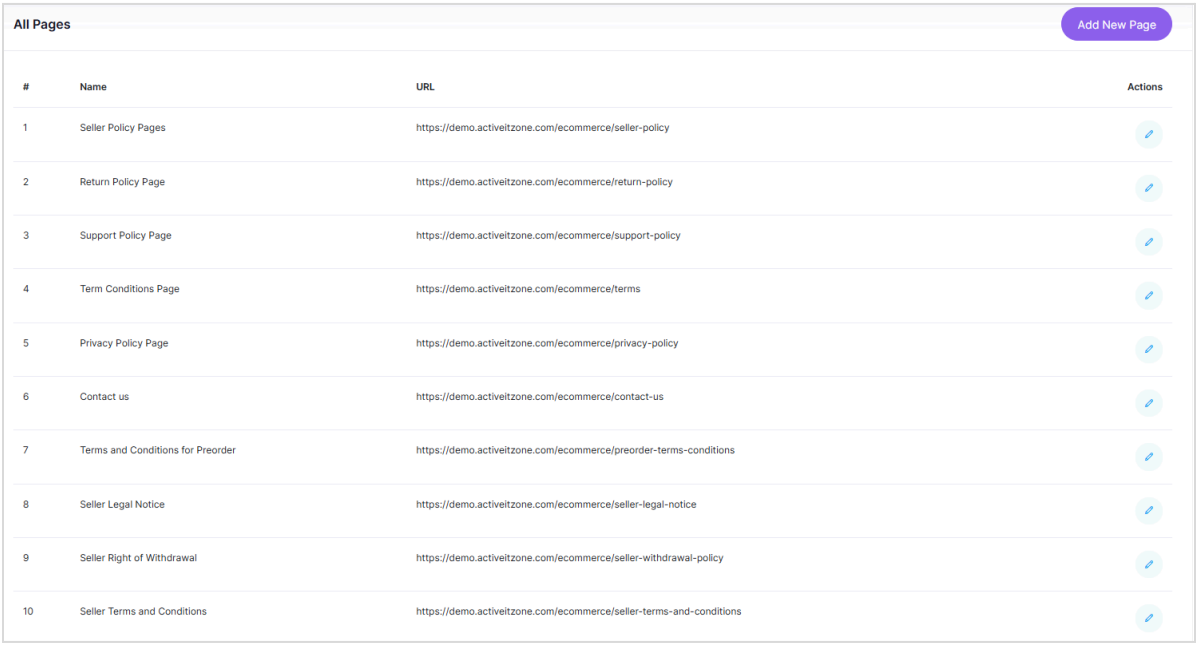


Figure: Website Policy Pages Configuration in Design Studio

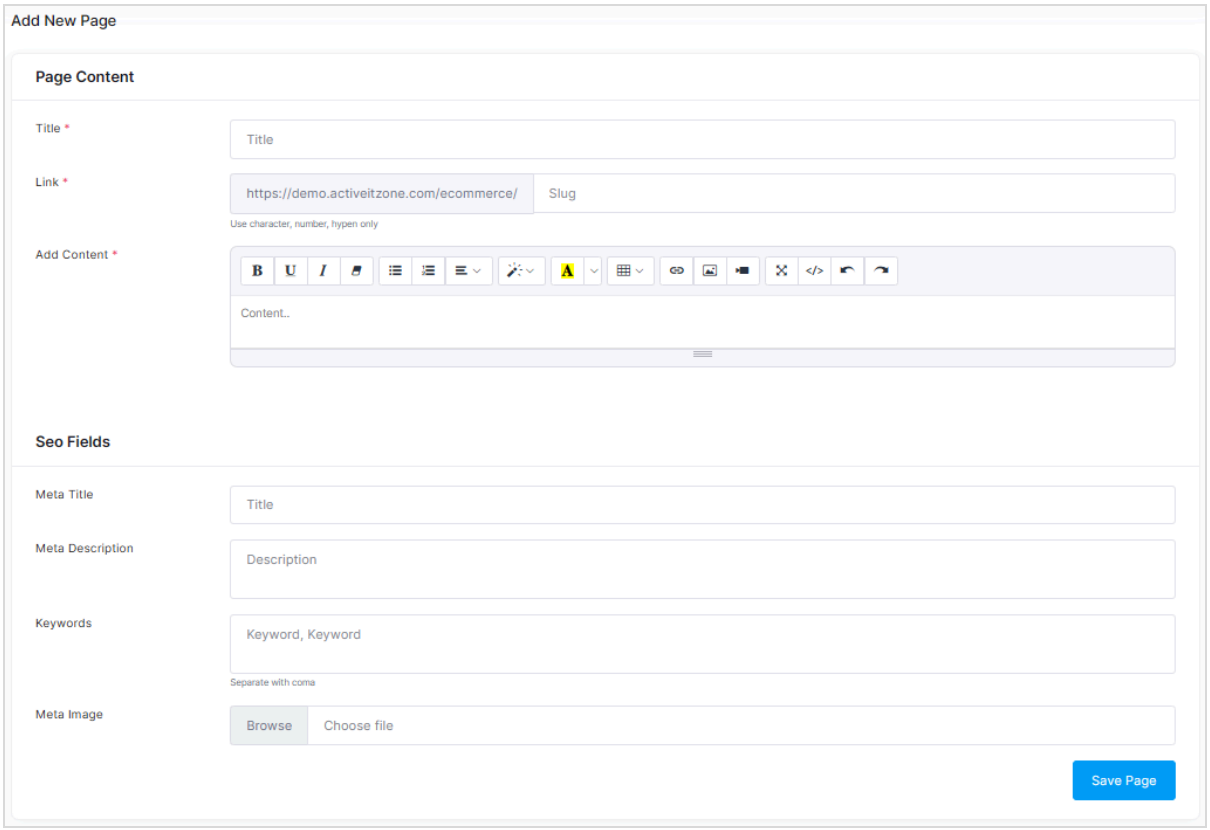


Figure: Adding details in a New Policy Page In Design Studio

4.13. System Setup

The System Settings section allows administrators to configure the basic identity and branding of the platform.

- **System Settings**

  Provide the following details:

  ➜ **System Name** – Enter the name of your system.

  ➜ **Frontend Website Name** – Enter the website name shown on the frontend.

  ➜ **Site Motto** – Add a short tagline or motto.

  ➜ **Site Icon** – Upload the site's favicon.

  ➜ **System Logo** (White / Black) – Upload versions of your logo to match different backgrounds.

  ➜ **Uploaded Image Format** – Choose the default image format for. Images will be automatically converted to the selected format, except SVG files (not converted).

  ➜ **Update –** click **Update** to apply the changes.

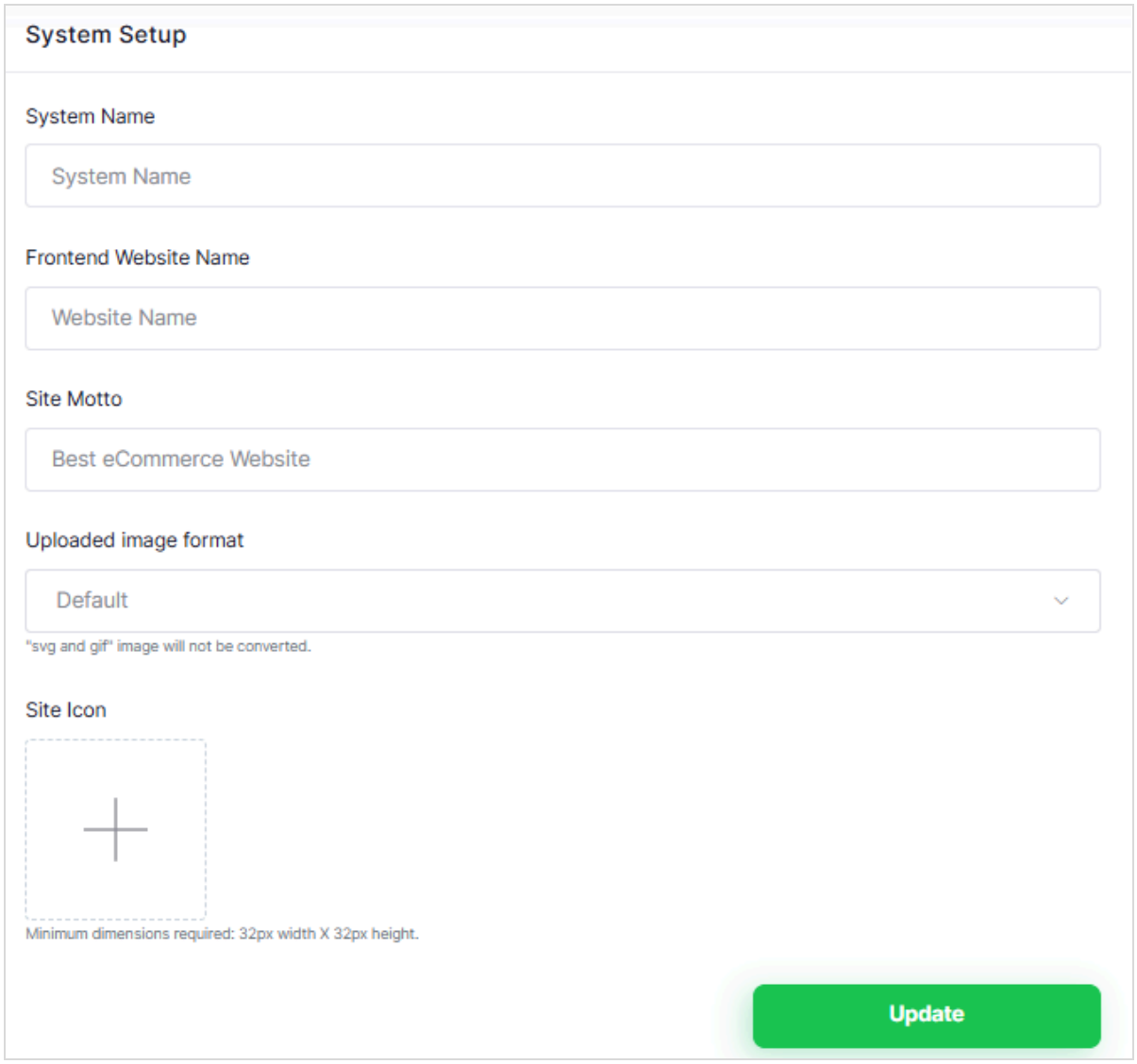


Figure: System Setup Page in Admin Panel

4.14. Website Appearance

Control global branding, theme colors, image handling and default SEO values to ensure a consistent look-and-feel across the storefront. Access this page from **Design Studio** → **Appearance** to configure the overall look and branding of your website.

- **General Settings**
  - ➜ **Website Base Color** – Choose the main theme color (Hex Code).
  - ➜ **Website Base Hover Color** – Choose the hover effect color.
  - ➜ **Website Secondary Base Color** – Select a secondary theme color.
  - ➜ **Website Secondary Base Hover Color** – Select the hover effect for the secondary color.
  - ➜ **Flash Deal Page Banner** – Upload large and small banners for different devices.
  - ➜ **Update –** Click **Update** to apply settings.

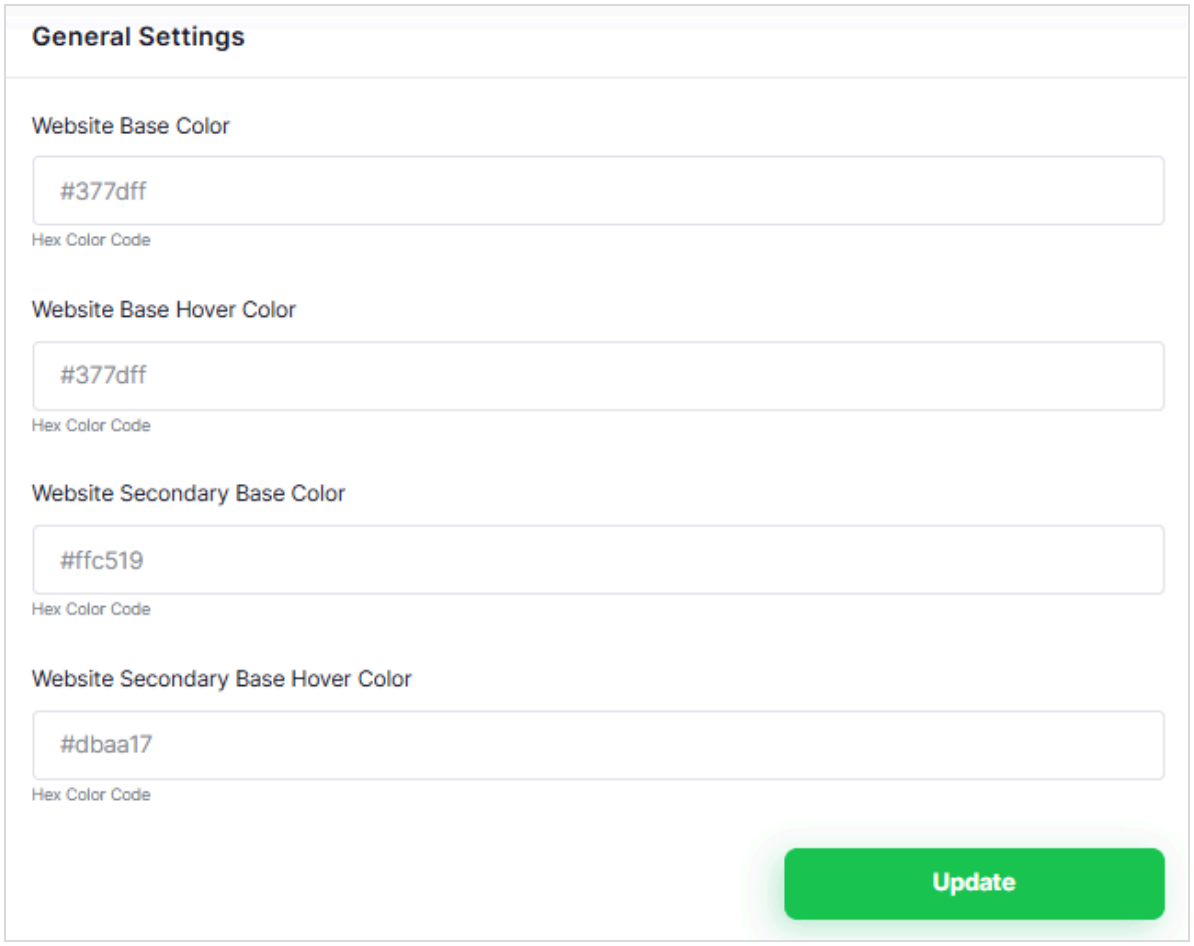


Figure: General Settings section in Website Appearance.

- **Image Watermark**
  - **Enable/Disable Watermark** – Toggle the option to add a watermark to new uploads.
  - **Watermark Type**
    - **Text Watermark** – Enter watermark text, size, color, and position.
    - **Image Watermark** – Upload a watermark image and select its position.

  ➔ Click **Update** to apply settings.

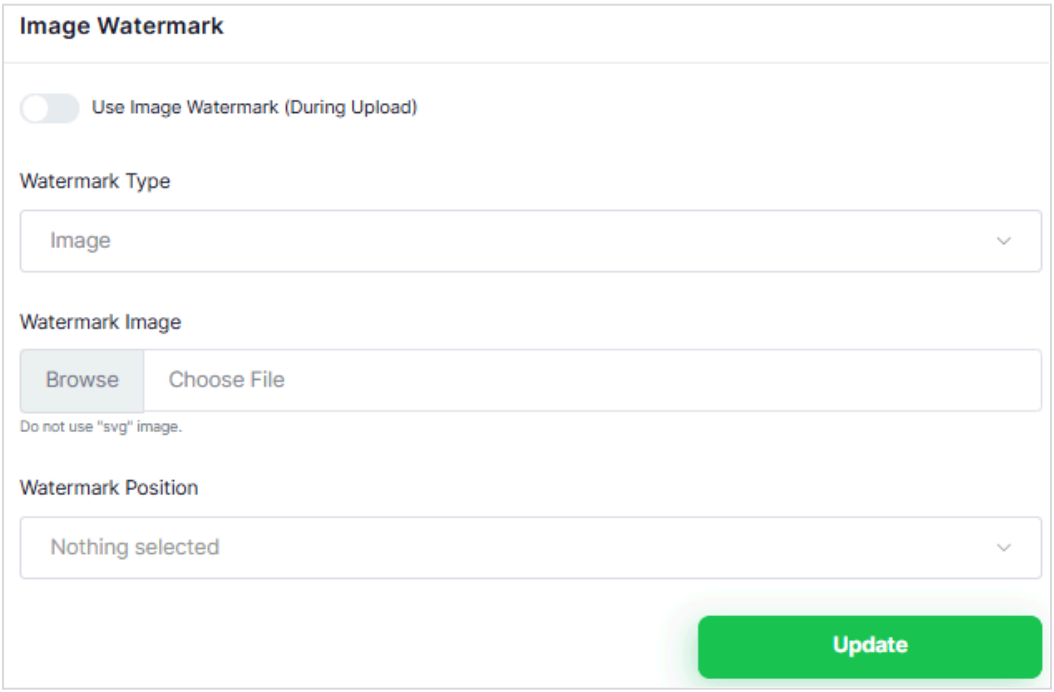


Figure: Image Watermark section in Website Appearance

4.15. Logo & Favicon

The Logo & Favicon section allows the administrator to configure the branding assets displayed in the admin panel and on the Admin, Seller, and Delivery Boy login pages. These assets help maintain a consistent and professional appearance across the system's administrative interfaces. This can be managed from **Design Studio → Logo & Favicon**

- **Upload Logo**

  ➔ **System Logo (White)** – Upload the logo displayed in the Admin Panel side menu. Recommended minimum dimensions: 189px × 31px.

  ➔ **System Logo (Black)** – Upload the logo displayed on the Admin Login, Seller Login, and Delivery Boy Login pages. Recommended minimum dimensions: 189px × 31px.

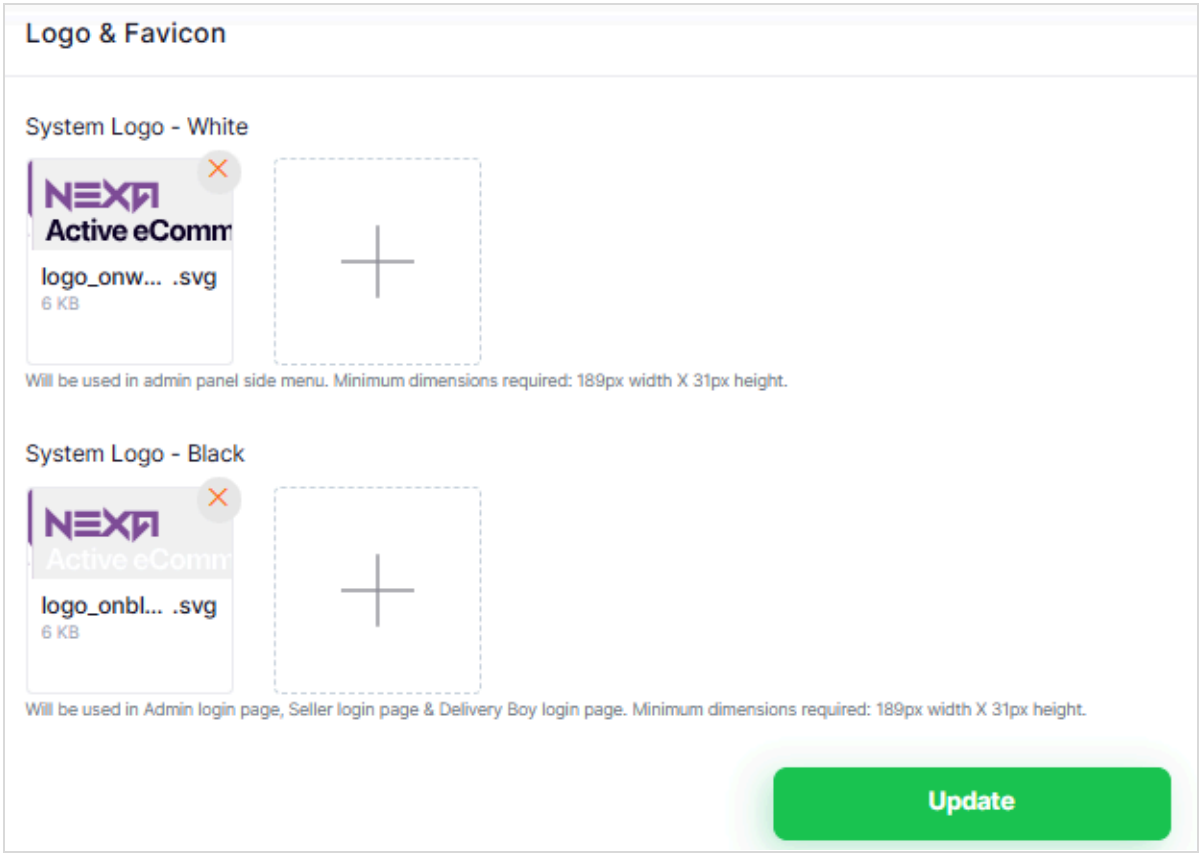


Figure: General Settings section in Website Appearance.

4.16. Banners & Sliders

The Banners & Sliders section allows the administrator to manage the banners displayed on the Flash Deal page. This can be managed from **Design Studio → Banners & Sliders.**

- **Available Options**
  Upload the following Banners:
  - ➔ **Flash Deal Page Banner (Large)** – Upload the banner displayed on the Flash Deal page for large-screen devices.
  - ➔ **Flash Deal Page Banner (Small)** – Upload the banner displayed on the Flash Deal page for small-screen devices.

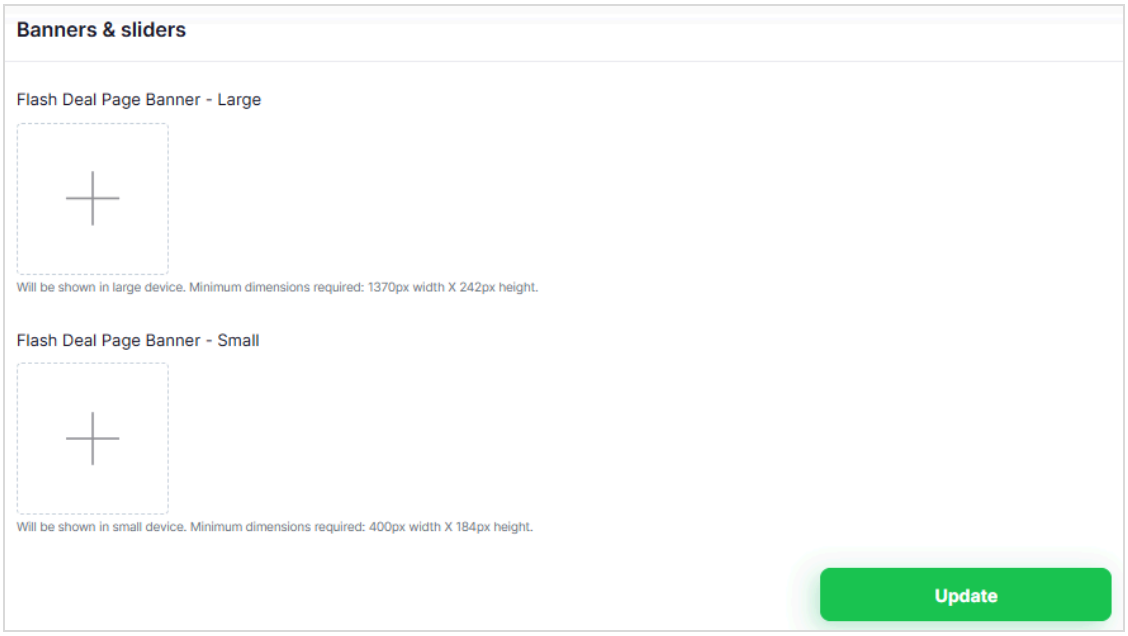


Figure: Banners & Sliders section in Admin Panel

4.17. Admin Navbar

The Admin Navbar section is used to customize the appearance of the admin panel navigation bar by changing its design colors. This can be managed from **Design Studio → Design Studio Home → Admin Navbar.**

- **Configure Admin Navbar**
  Configure the appearance of the admin navigation bar.
  - ➔ **Select the Navbar Color** – Choose the background color of the admin navbar
  - ➔ **Select the Navbar Text Color** – Choose the text color displayed in the admin navbar
  - ➔ **Save** – Click Save to apply the selected color settings.

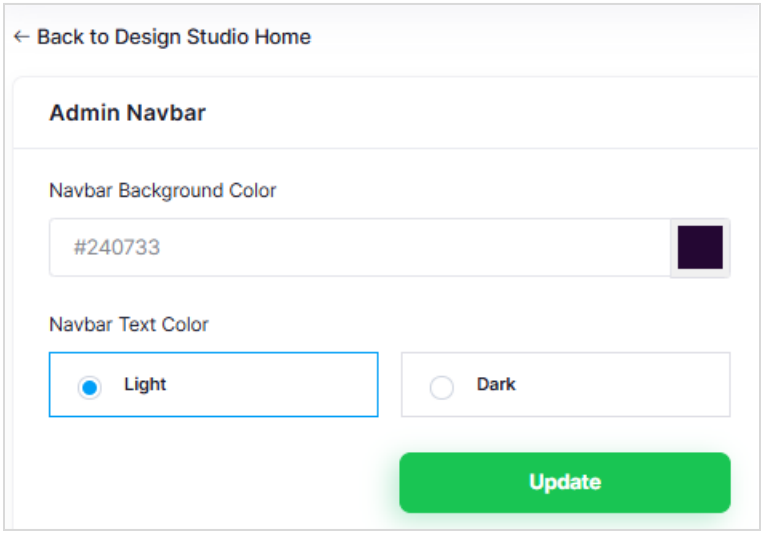


Figure:Admin Navbar Settings

5. Setup & Configuration

This area contains the essential site-level settings and integrations that should be configured after installation and before the marketplace goes live. These settings control global features, regional preferences, third-party integrations, and logistics configurations, ensuring that sellers can list products, customers can place orders, and the platform operates smoothly.

5.1. Business Settings

The Business Settings Home is a centralized configuration interface used to manage and organize key business-related settings within the system. It provides a single access point for configuring essential operational modules such as general business settings, invoice settings, shipping label settings, order tracking, thermal printer settings, and order configuration.

Access this page from **Setup & Configuration** → **Business Settings,** which provides access to various configuration modules for managing different aspects of business operations.

- **Available Configuration Modules**

  The Business Settings provides access to the following configuration modules:

  ➔ **General Settings** – Configure basic business information and document settings.

  ➔ **Order Configuration** – Define order management preferences.

  ➔ **Invoice Settings** – Manage invoice-related configurations.

  ➔ **Order Tracking** – Configure settings related to order tracking and shipment status updates.

  ➔ **Shipping Label Settings** – Configure shipping label formats and related settings.

  ➔ **Thermal Printer Settings** – Manage thermal printer configurations for printing invoices.

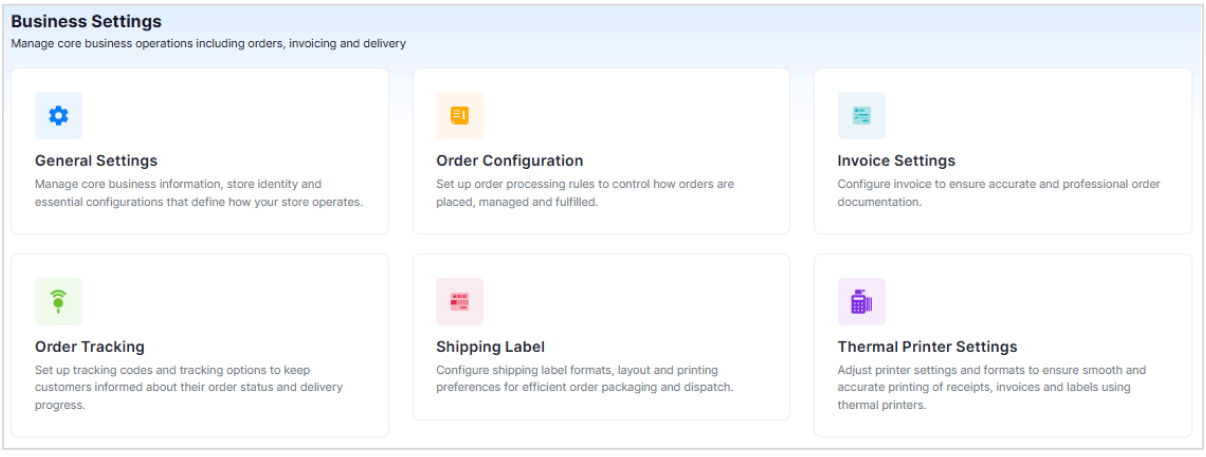


Figure: Business Settings Interface in Admin Panel

5.1.1. General Settings

The General Settings page allows administrators to configure the core business information used throughout the platform. Accessible via **Setup & Configuration → Business Settings → General Settings**.

- **The settings include:**
  - ➔ **Company Name** * – Enter the name of the company.
  - ➔ **Phone** * – Enter the company contact number.
  - ➔ **Email** * – Enter the company email address.
  - ➔ **Country** * — Dropdown to select the business operating country.
  - ➔ **State** * — Dropdown to select the state within the chosen country.
  - ➔ **Address** – Enter the complete address from which the business is operating.
  - ➔ **Postal Code -** Enter the postal code of the business location.
  - ➔ **System Timezone** – Select the default timezone for the system.
  - ➔ **VAT / TIN / BIN Number** * — Input field to enter the company's tax or registration number.
  - ➔ **Reg Certificate / Trade License / Sales Tax Permit** * — Upload digital copies of any of these official documents.
  - ➔ **View Current Certificate** — Button to preview the currently uploaded document/file.
  - ➔ **Shop Logo** – Upload a shop logo and save the settings. This logo will display on in-house products detail page
  - ➔ **Save** – Click Save to apply changes in general settings
- **Back to the Business Settings** – This button redirects the user to the Business Settings interface.

Notes:

➔ *Fields marked with * are required.*

➔ *GSTIN-related fields will appear only if the **Active eCommerce GST Add-on** is installed.*

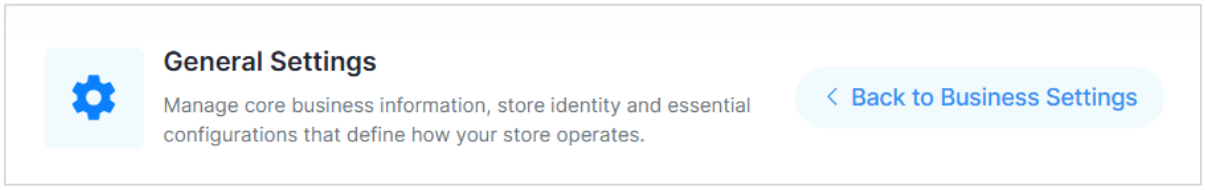


Figure: General Settings Page Top Section

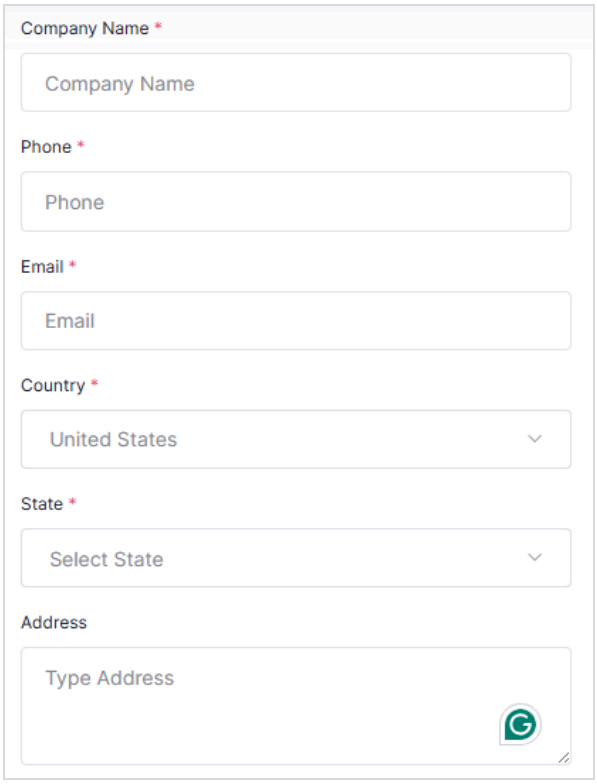


Figure: Business Settings Page in Admin Panel

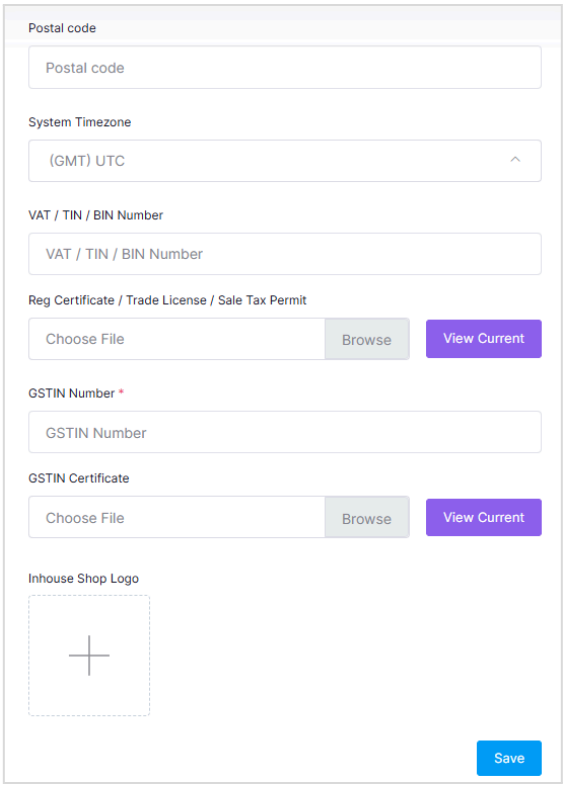


Figure: Business Settings Page in Admin Panel

5.1.2. Order Configuration

The **Order Configuration** page allows the admin to set a **minimum order amount requirement** for customers before they can place an order. This ensures that every purchase meets a baseline value, which is particularly useful for wholesale setups, high-cost logistics, or maintaining profitability per transaction. This page is Accessible via **Setup & Configuration → Business Settings → Order Configuration**

- **Minimum Order Configuration Settings**
  Opens the settings page for configuring minimum order requirements.
  ➜ In the **Minimum Order Amount Settings** section, you'll find:
    - **Minimum Order Amount Check** — Toggle this ON to activate the minimum order amount restriction.When enabled, customers will be restricted from placing an order unless their total cart value meets or exceeds the specified amount.
    - **Set Minimum Order Amount** — Enter the minimum amount customers must meet to complete an order. **Save –** Click **Save** to apply the settings.

Notes:

- ➜ *The restriction applies globally to all storefront customers.*
- ➜ *To disable the restriction, simply toggle **Minimum Order Amount Check** OFF and save again.*

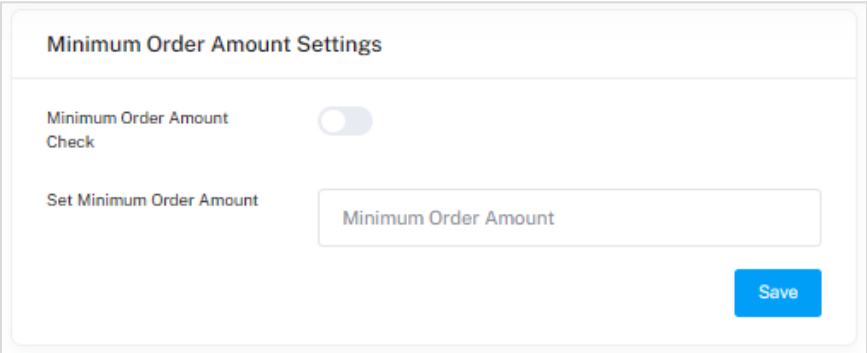


Figure: Order Configuration page from Setup & Configuration in the Admin Panel

5.1.3. Vat , TAX & Other Charges

Define tax rules by region, product category or as a global rate. VAT/GST settings determine tax calculations, invoice display, and how taxes are presented to customers in checkout and invoices. Access the Vat/ Tax page from Business Settings —> Vat , TAX & Other Charges

- **Add a New Vat/Tax**
  - ➔ Create new tax **names** using the **Add New Tax** button.
  - ➔ Later, assign tax types and rates (percentage or fixed) when adding or editing a product.



Figure: Create a new Tax

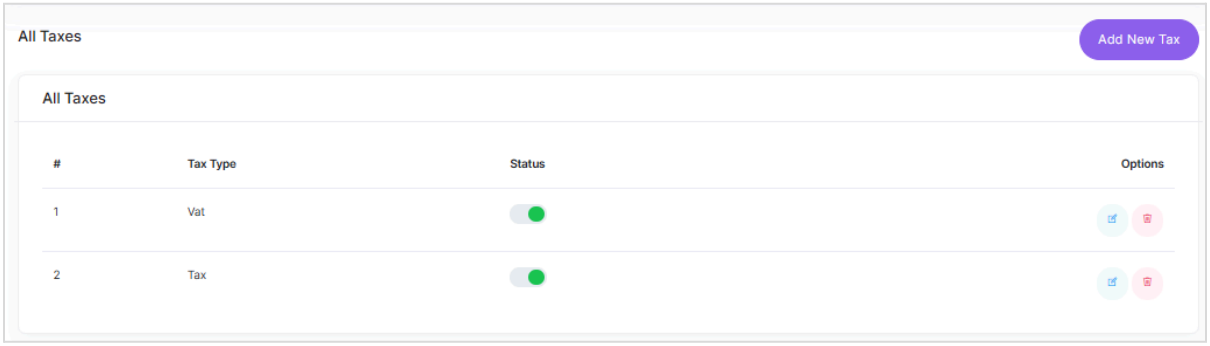


Figure: Vat & TAX page from Setup & Configuration in the Admin Panel

5.1.4.Pickup Point

Pickup points are predefined collection locations customers can select instead of shipping. They are useful for click-and-collect workflows and reduce carrier costs. Access the page from **Business Settings → Pickup point**.

- **Add a New Pickup Point**
  Click Add Pickup Point and fill fields:
  - ➔ **Name –** Enter the name of the pickup point.
  - ➔ **Location –** Provide the full address where the pickup point is located.
  - ➔ **Phone –** Add a phone number for customer inquiries.
  - ➔ **operational hours –** Specify the operational hours of the pickup point.
  - ➔ **Pickup Point Status –** Set to Active to make it available or Inactive to disable it.
  - ➔ **Pickup Point Manager** – Assign a pickup point manager who will manage and oversee this pickup point
  - ➔ **Save** – Click save to apply the changes.

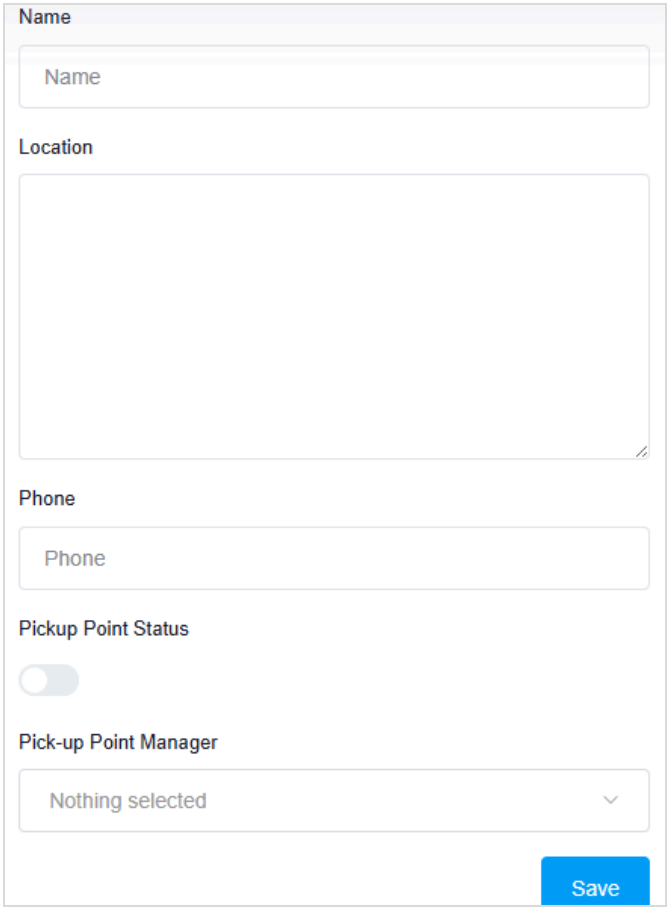


Figure: Create a new Pickup Point

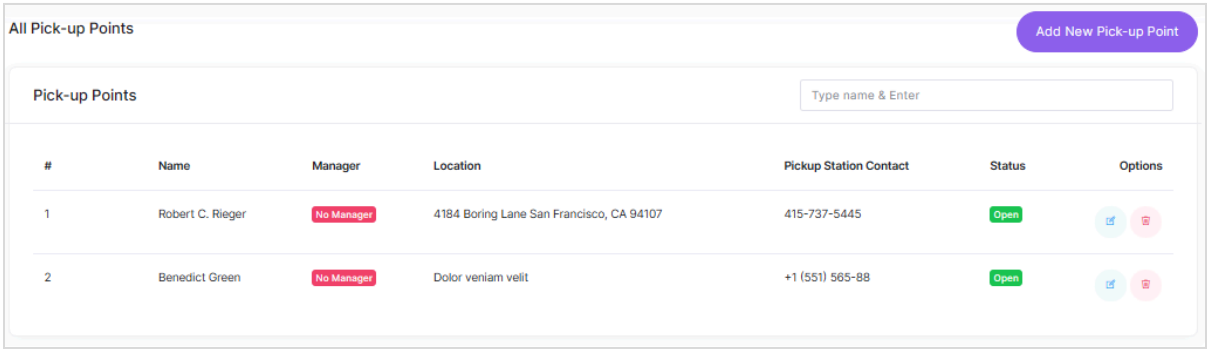


Figure: Pickup Point page from Setup & Configuration in the Admin Panel

5.1.5.Invoice Settings

The Invoice Settings page allows administrators to configure and manage how invoices are generated and displayed within the system. It provides options to define invoice format, business details, and preferences to ensure consistent and professional billing output across all orders. This page is Accessible via **Setup & Configuration → Business Settings → Invoice Settings**

- **ConFiguration**

  The following details can be configured:

  ➔ **Invoice Title** – Select the title that will appear at the top of the invoice.
    - **Invoice** – Displays “Invoice” as the title.
    - **Tax Invoice** – Displays “Tax Invoice” for tax-related invoicing purposes.
    - **Custom** – Select this option and enter a custom invoice title manually.

  ➔ **Company Name & Address** – Choose the source of the company information displayed on the invoice.
    - **Get from general Settings** – Automatically fetches company name and address from General Settings.
    - **Custom** – Select this option and manually enter the company name and address.

  ➔ **Phone & Email** – Choose the source of the contact information displayed on the invoice.
    - **Get from General Settings** – Automatically uses phone number and email from General Settings.
    - **Custom** – Select this option and manually enter the company name and address.

  ➔ **Footer Text** – Enter custom text that will appear at the bottom of the invoice

  ➔ **Barcode Type** – Select the barcode format to display on the invoice.
    - **Code 39** – Standard alphanumeric barcode format.
    - **Code 128** – Compact and high-density barcode format with wider character support.
    - **Qr Code** – A scannable code format for storing order or tracking information.

  ➔ **Barcode Encodes** – Select the information that will be converted into the barcode.
    - **Order Code** – Encodes the order ID or order code.
    - **Custom Value**– Select this option and enter a custom value to be encoded into the barcode.

  ➔ **Generate Invoice Number Toggle –** Enable or disable automatic invoice number generation for orders.

  ➔ **Show Human Readable Text Below Barcode Toggle** – Enable or disable displaying barcode data as readable text below the barcode.

  ➔ **Show QR Code Alongside Barcode Toggle** – Enable or disable displaying a QR code together with the barcode on the invoice.

- ➔ **Show Platform Contact Toggle** – Enable or disable displaying platform or admin contact information on the invoice.
- ➔ **Show Seller Contact Toggle** – Enable or disable this option to show seller contact details on the invoice.
- ➔ **Show Customer Name** – Enable or disable displaying the customer's name on the invoice.
- ➔ **Show Billing Address** – Enable or disable displaying the customer's billing address on the invoice.
- ➔ **Show Product Image** – Enable or disable displaying product images in the invoice item list.
- ➔ **Show SKU** – Enable or disable displaying product SKU code on the invoice.
- ➔ **Show Product Variation** –Enable or disable displaying product variations such as size, color, or other attributes on the invoice.
- ➔ **Invoice Logo** – Admin can upload a logo for the invoice and it will display on top right corner of the invoice

Note: *The invoice will be displayed according to the configured invoice settings.*

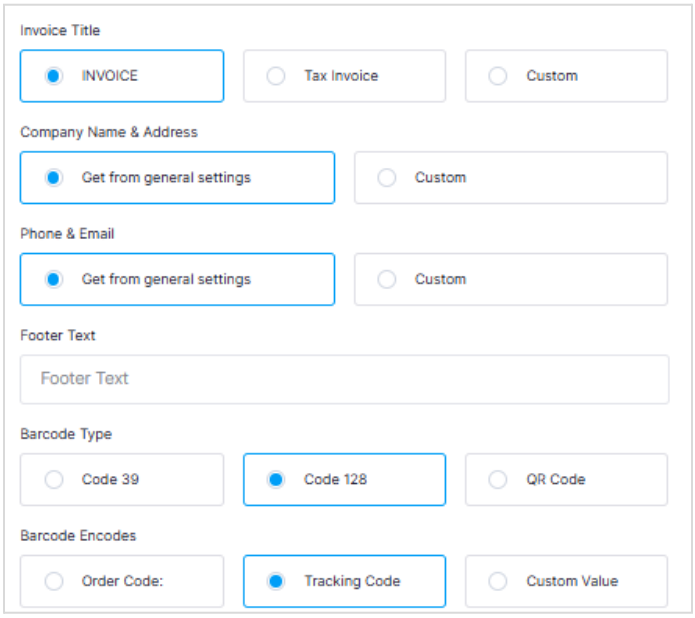


Figure: Invoice Settings Page in Admin Panel

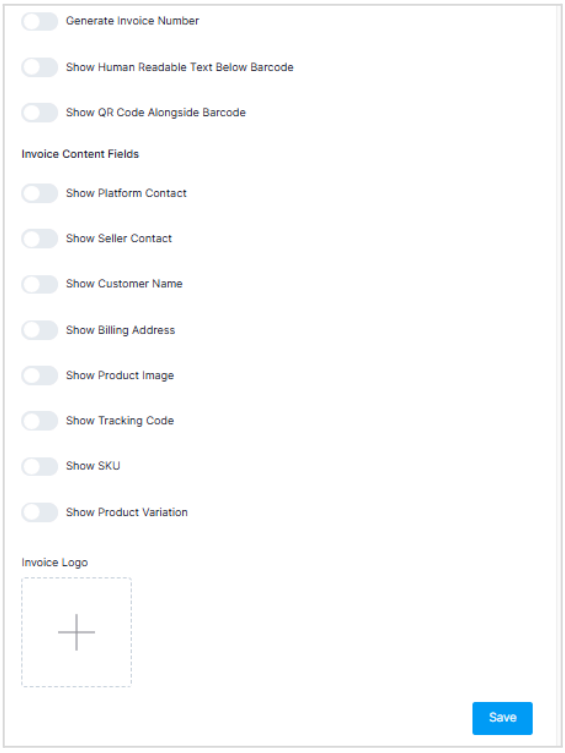


Figure: Invoice Settings Page in Admin Panel

5.1.6.Order Tracking Settings

The Order Tracking settings allow administrators to configure how order progress and shipment updates are displayed to customers within the system. This page is Accessible via **Setup & Configuration → Business Settings → Order Tracking**

- **Configuration of Order Tracking**
  Provide the Following details:
  - ➔ **Name** – Enter the company name to display on the tracking page.
  - ➔ **Moto** – Enter a short text to display on the tracking page.
  - ➔ **Enable Order Tracking** – Enable this option to allow users to track orders using the tracking code or disable this option to prevent users from tracking orders.
  - ➔ **Logo** – Upload logo to display it on the tracking page.

Note: Refer to Customer Order Tracking to understand how orders can be tracked from the customer side.

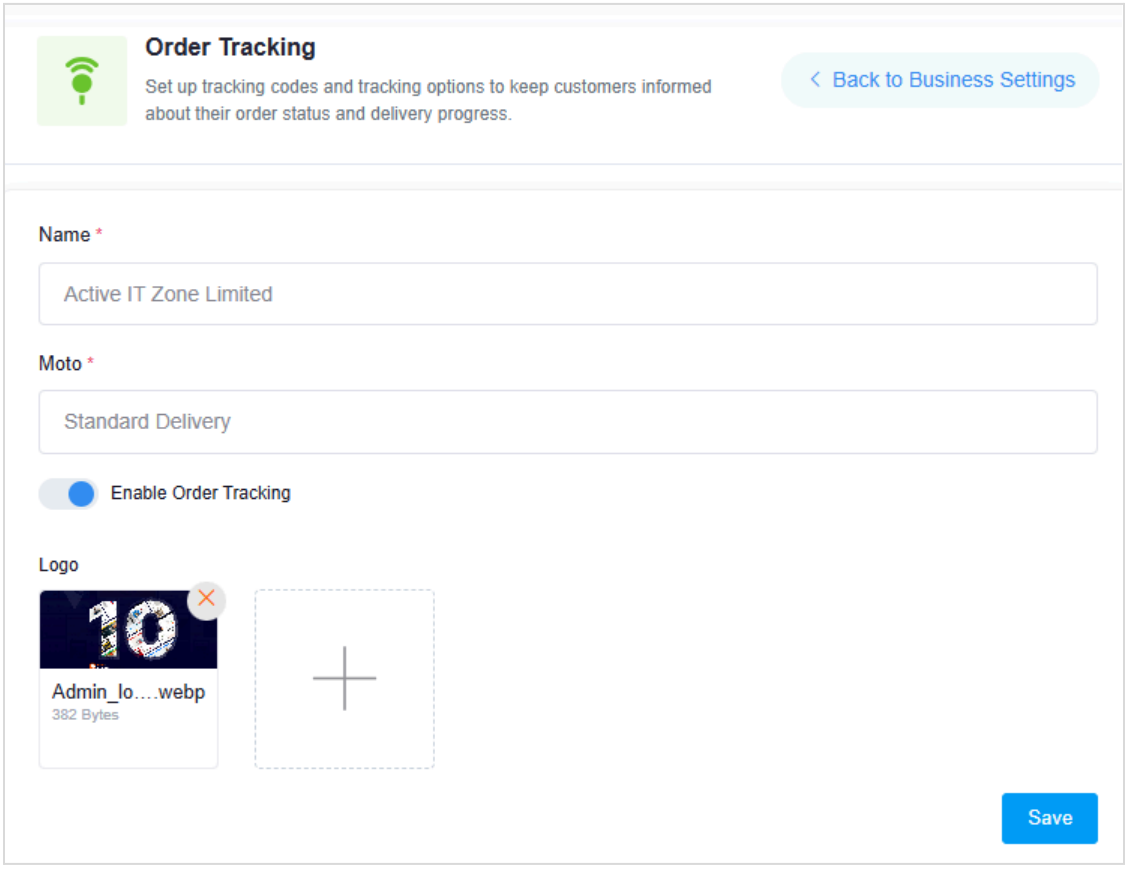


Figure: Order Tracking Settings *Admin Panel*

5.1.7.Shipping Label

The Shipping Label settings allow administrators to configure and manage the format and display of shipping labels used for order fulfillment and delivery processing within the system.

- **Shipping Label Configuration**
  Provide the following details:
  - ➔ **Select Label Size –** Select a predefined shipping label size in inches (4x6, 4x8, 4x4, 3x4, or 2x3) to define the format of the generated shipping labels.
  - ➔ **Barcode Type –** Select the barcode format from the dropdown to be used on the shipping label (QR Code, Code 39, or Code 128).
  - ➔ **Barcode Encodes –** Define the data to be encoded in the barcode (e.g., order ID, custom value).
  - ➔ **Custom Barcode Value –** Enter a custom value to be used as the barcode content.
  - ➔ **Show Human Readable Text Below Barcode Toggle –** Enable or disable displaying readable text beneath the barcode.
  - ➔ **Show QR Code Alongside Barcode Toggle –** Enable or disable displaying a QR code alongside the barcode.
  - ➔ **Sender Name & Address Toggle –** Enable or disable showing sender details on the label.
  - ➔ **Receiver Name & Address Toggle –** Enable or disable showing recipient details on the label.
  - ➔ **Order Number Toggle –** Enable or disable displaying the order number on the label.
  - ➔ **COD Amount (Cash On Delivery) Toggle –** Enable or disable showing the COD amount on the label.
  - ➔ **Custom Footer Text Toggle –** Enable or disable adding custom footer text on the label.
  - ➔ **Label Logo Toggle –** Enable or disable displaying the logo on the shipping label
  - ➔ **Save** – Finally, click **Save** to apply the changes.

The shipping label will be generated and displayed according to the configured shipping label settings.

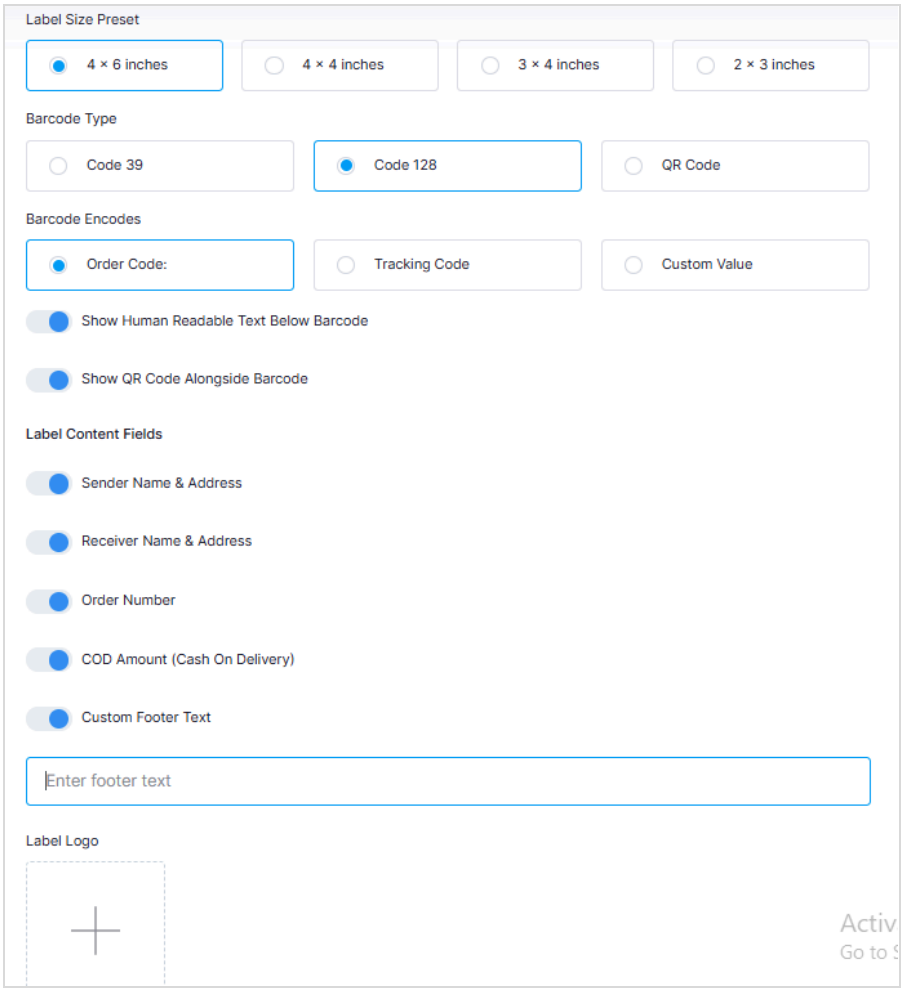


Figure: Shipping Label Settings in Admin Panel

5.1.8. Thermal Printer Settings

The Thermal Printer Settings for invoices allow administrators to configure how invoices are printed using thermal printers for fast and compact billing output.

- **Configuration of Thermal Printer Settings**

  Provide the following details:

  ➔ **Generate Invoice for Thermal Printer Toggle** – Enable or disable generating invoices in a thermal printer-friendly format.

  ➔ **Show Logo Toggle** – Enable or disable displaying the company or platform logo on the thermal invoice.

  ➔ **Show Platform Contact Toggle** – Enable or disable showing the platform's contact information on the invoice.

  ➔ **Show Seller Contact Toggle** – Enable or disable displaying seller contact information on the invoice.

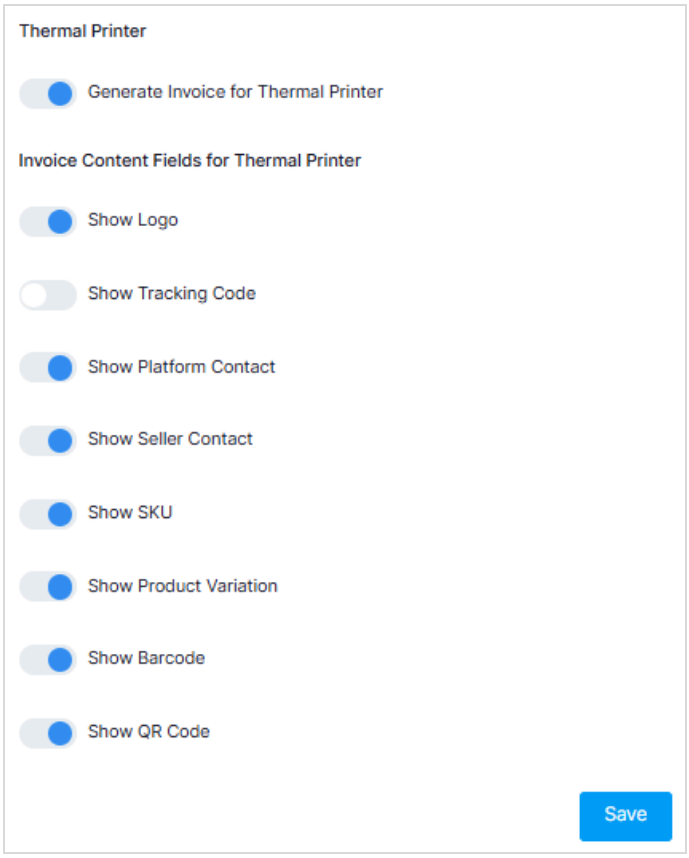


Figure: Thermal Printer Settings in Admin Panel

  ➔ **Show SKU Toggle** – Enable or disable displaying product SKU (Stock Keeping Unit) information on the invoice.

  ➔ **Show Product Variation Toggle** – Enable or disable showing product variation details such as size, color, or other variants.

  ➔ **Show Barcode Toggle** – Enable or disable displaying a barcode on the thermal invoice.

  ➔ **Show QR Code Toggle** – Enable or disable displaying a QR code on the thermal invoice.

  ➔ Finally, click Save to apply the changes.

Note: *The thermal invoice will be generated and displayed according to the configured thermal printer settings.*

5.2. Features Activation

The Features Activation page serves as a **central control hub** where you can enable or disable platform-wide capabilities. Turning features on or off here determines which options appear across

the admin panel, seller panel, and storefront. Each toggle only activates the feature — many require additional configuration on their respective settings pages. These toggles control site-wide system behaviors that affect security, maintenance, and file handling from **Setup & Configuration → Features Activation.**

Notes:

- ➜ *Add-on-dependent toggles (e.g., Auction, Delivery Boy, Wholesale) appear only if their respective add-ons are installed.*
- ➜ *Enabling a feature only activates its visibility or backend logic — you must configure it separately.*

5.2.1.Infrastructure

- **HTTPS Activation**
  Enables HTTPS on the frontend if your server supports SSL. Secure customer data, protect login and checkout sessions, and ensure compatibility with payment gateways and OAuth-based logins. After enabling all frontend links and resources will load using `https://`. Mixed-content warnings may appear if older images or scripts still use HTTP.

- **Maintenance Mode Activation**
  Enable this option when the system is undergoing maintenance or updates. While enabled, the storefront and website content will be inaccessible to users, and a maintenance page will be displayed instead.

- **Disable image encoding?**
  Controls the system's automatic image optimization and conversion process. Enable this option to preserve the original uploaded images without applying any optimization. It should be turned on before uploading images when maintaining the original image quality and format is required.

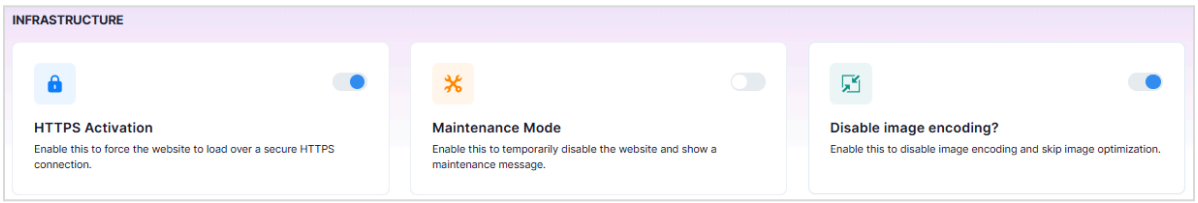


Figure: InfrastructureToggles in Features activation page

5.2.2. Seller & Vendor

- **Vendor System Activation**
  Multi-Vendor System Activation – Enable this option to allow external sellers to register and sell

products on the platform. When activated, the seller registration form becomes available on the storefront, and seller-related management features become accessible in the admin panel. When disabled, all seller registration and seller management features are hidden, and the platform operates as a single-vendor store.

- **Admin Approval On Seller Product**

  Admin Approval on Seller Product – Enable this option to require administrative approval before seller-uploaded products are published on the storefront. When enabled, all newly submitted seller products remain in a pending state until reviewed and approved by an administrator. This helps maintain product quality and compliance across the marketplace.

- **Seller OrderManage By Admin**

  Enable this option to give administrators full control over Cash on Delivery (COD) orders for seller products. When activated, sellers can no longer update payment status, delivery status, or add tracking codes for COD orders. Sellers will only have permission to view and print order details, while all COD order management activities are handled exclusively by the admin.

  Note: *After activation, all COD orders for seller products must be managed from the admin panel.*

- **Seller Email Verification**

  Enable this option to require sellers to verify their email address or phone number before completing registration. When activated, a verification code is sent during the registration process, and sellers must enter the code to create their account successfully. This helps prevent fake registrations, spam accounts, and automated bot submissions.

  Note: *SMTP Settings must be configured for this feature.*

- **Digital Product for Seller**

  Enable this option to allow sellers to upload and sell digital products such as eBooks, software, licenses, audio files, videos, and other downloadable content. When activated, a Digital Products section becomes available in the seller panel, allowing sellers to create and manage digital product listings alongside physical products.

  Note: *Refer to the Seller Digital Product to understand the seller digital product creation process*

- **Product External Link for Seller**

  Enable this option to allow sellers to add external product links that redirect customers to a third-party website instead of using the platform checkout. When enabled, External Link fields

appear in the product creation form to set the destination URL and button text.

- **Wholesale (B-B) Products for Seller Activation**
  Enables sellers to create and manage wholesale (business-to-business) products with bulk pricing options. When activated, sellers can create and manage wholesale products.
  Note: *This is Addon Dependent and will not be available in your Features Activation unless purchased and installed.*

- **Auction Products for Seller Activation**
  Enables sellers to create auction-based product listings where customers can place bids instead of making direct purchases. When activated, auction features become available in the seller panel, allowing sellers to create and manage auction products
  Note: *This is Addon Dependent and will not be available in your Features Activation unless purchased and installed.*

- **Classified Product**
  Enable this option to allow customers to post and sell products through classified listings. When activated, the Classified Product section appears in both admin and customer panels, and users with an active package can create and manage their listings as an additional selling channel.
  Note: *Refer to Classified Products to understand the complete process of managing classified products.*

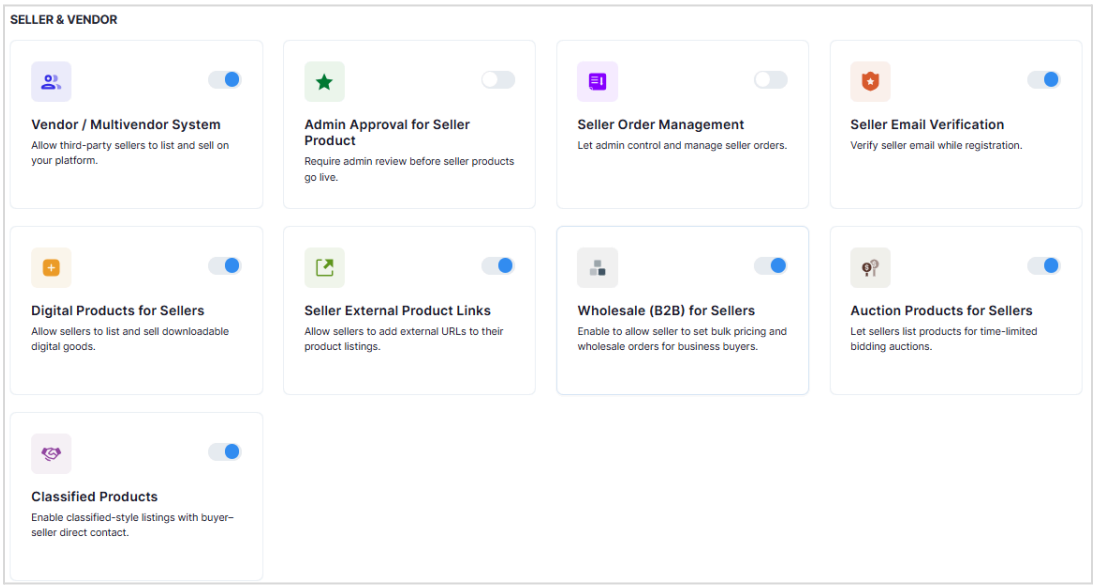


Figure: Seller & Vendor Related Toggles in Features activation

5.2.3. Customer & Checkout

- **Customer Registration Verification**

  Enable this option to require customers to verify their email address or phone number before completing registration. When activated, a verification code is sent during the registration process, and customers must enter the code to successfully create their account. This helps prevent fake registrations, spam accounts, and automated bot registrations.

  Note: *SMTP Settings must be configured for this feature.*

- **Guest Checkout Activation**

  Enable this option to allow customers to place orders without creating an account. When activated, a Guest Checkout option becomes available during checkout, enabling faster purchases for new or one-time buyers. After the order is placed, the system automatically creates a customer account and sends the login credentials and account information to the customer's email address.

  Note: *SMTP Settings must be configured for this feature.*

- **Pickup Point Activation**

  Enable this option to allow customers to collect their orders from designated pickup locations instead of selecting standard delivery. When activated, customers can choose an available pickup point during checkout, and the selected pickup location details will be displayed in the order summary and order information.

  Note: *Pickup Point can be Configured from Setup & Configuration → Pickup Point*

- **Billing Address Activation**

  Enable this option to require customers to provide a billing address during checkout. When activated, a separate Billing Address section is displayed under Shipping Information on the checkout page, allowing customers to enter billing details that can be used for invoices and record-keeping purposes. When disabled, the billing address section is hidden, and only shipping information is collected during checkout.

- **Last Viewed Products Activation**

  Enable this option to display a Recently Viewed Products section above the website footer. When activated, products recently viewed by logged-in customers are automatically shown, making it easier for them to revisit items they have previously explored and improving product re-engagement.

- **Product Query Activation**

  Enable this option to allow customers to submit product-specific questions directly from the product details page. When activated, a Product Query button is displayed for logged-in users, enabling them to request additional information or clarification about a product. Submitted queries can be reviewed and responded to by the admin or seller through the product query management system.

- **Customer–Seller Conversation Activation**

  Enable this option to allow direct messaging between customers and sellers for product inquiries, order-related discussions, and post-purchase communication. When activated, a Conversations section becomes available in both customer and seller panels, enabling them to exchange messages within the platform.

- **Use Floating Buttons in Website**

  Enable this option to display floating shortcut buttons across the storefront for quick access to important sections such as All Categories, Flash Sale, Today's Deal, and Auction Products. When activated, these buttons remain visible throughout the website, helping customers navigate key promotional and product sections more efficiently.

  Note: *The Auction button is only functional when the Auction Add-on is installed and activated.*

- **Coupon System Activation**

  Enable this option to allow the creation and redemption of promotional coupons within the platform. When activated, coupon fields become available during checkout, allowing customers to apply discount codes to eligible orders. Administrators and sellers can also create and manage coupons to support marketing campaigns, promotions, and customer retention strategies.

  Note: *Coupons can be created and managed from Promotions & Offers → Coupons.*

- **Newsletter Activation**

  Enable this option to activate newsletter subscription and email marketing features within the system. When enabled, a subscription widget appears on the storefront, allowing users to subscribe to updates, offers, and promotions. Administrators can also send newsletters to subscribed users for marketing and communication purposes.

  Note: *Newsletter campaigns and subscribers can be managed from Promotions & Offers → Newsletter.*

- **Wallet System Activation**

  Enable this option to activate an internal wallet system for customers, allowing them to store balance for refunds, top-ups, and future purchases. When enabled, the wallet becomes available

in the customer account menu and can be used as a payment method during checkout for faster transactions.

Notes:

- ➔ *Wallet top-ups are processed through the configured payment gateways*
- ➔ *Refer to Customer Wallet to understand the complete process of adding balance to the customer wallet.*

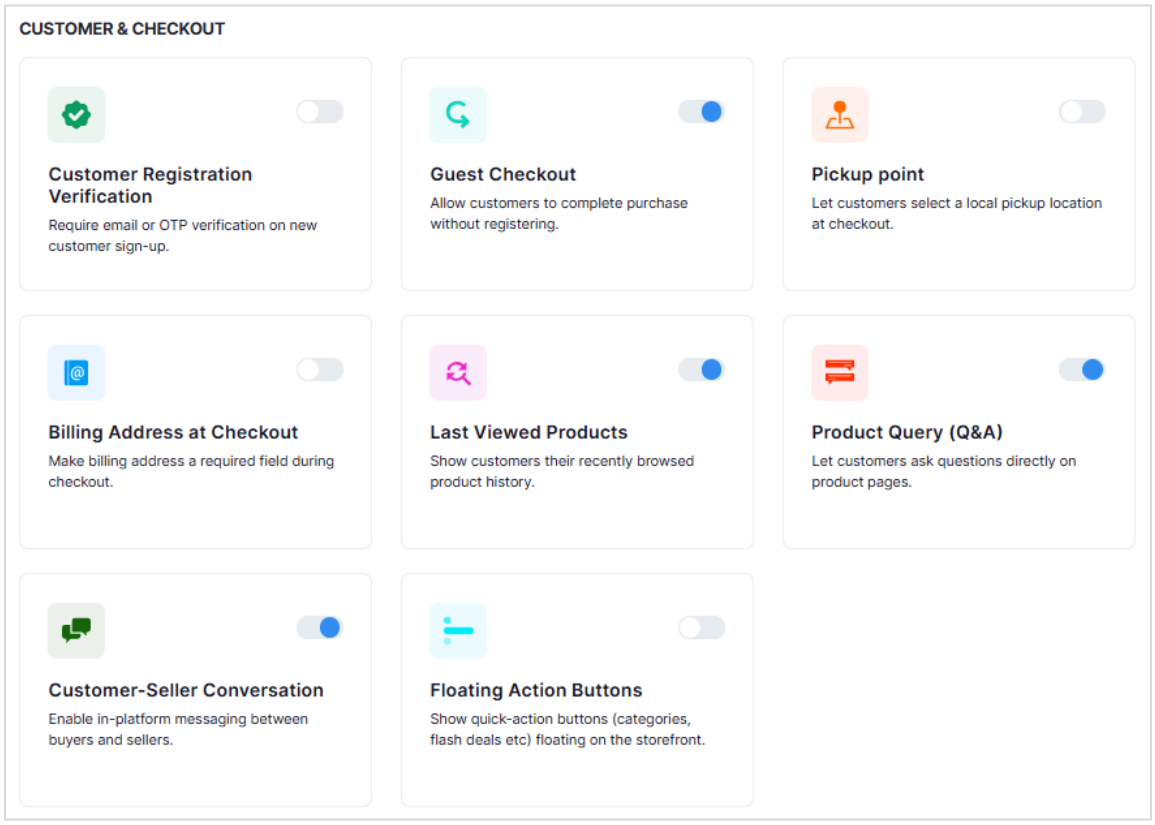


Figure: Customer & Checkout Related Toggles in Features activation

5.2.4.Security & authentication

- **Email Verification (Requires SMTP Configuration)**
  Enable this option to require users to verify their email address during registration. When activated, a verification email is sent to users, and account activation is completed only after successful verification. This helps ensure that only valid and verified email accounts are registered in the system.
  Note: *SMTP Settings must be configured for this feature.*

- **Facebook Login Activation** – Enables users to sign in or register using their Facebook account. When enabled, a Facebook login button appears on the authentication page. Requires proper Facebook API credentials for configuration.

- **Google Login Activation** – Allows users to sign in or register using their Google account. When enabled, a Google login button is displayed on the login and registration pages. Requires valid Google OAuth credentials.

- **X (Twitter) Login Activation** – Enables users to authenticate using their X (Twitter) account. When activated, an X login option is shown on the authentication screen. Requires proper API setup from X Developer Console.

- **Apple Login Activation** – Allows users to sign in or register using their Apple ID. When enabled, an Apple login button appears on supported devices and browsers. Requires Apple Developer account configuration and credentials.

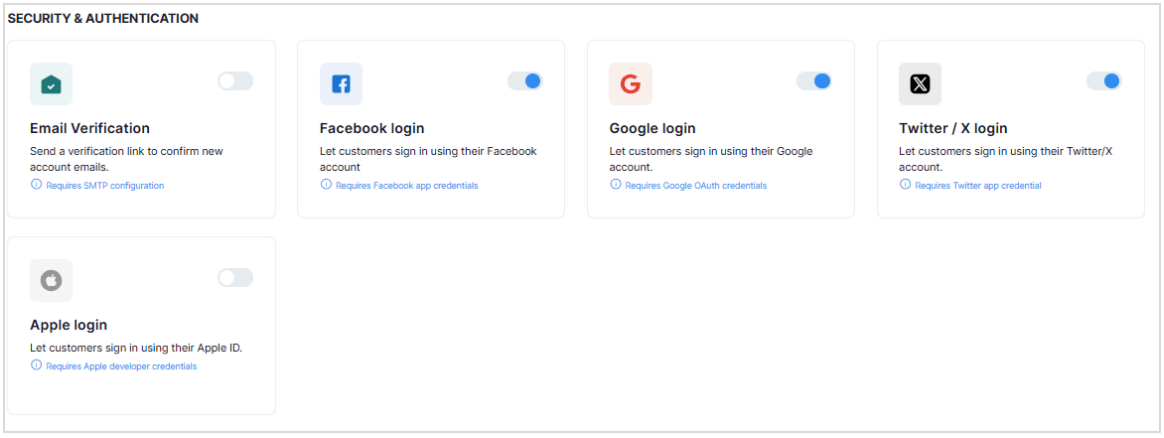


Figure: Security & authentication Related Toggles in Features activation

5.3. Languages

Languages determine which locales visitors can use to view your storefront, product pages, and app interface. Configuring multiple languages ensures your website can reach global audiences and display content accurately across all regions. Each language must be added, enabled, and synced with the system before it becomes available to users.

Purpose: Enable multilingual support for the storefront and mobile app, allowing admins to manage system translations and customers to browse in their preferred language.

Action:

- Go to **Setup & Configuration** → **Languages** from the left navigation bar.
- From here, you can manage existing languages or add new ones.

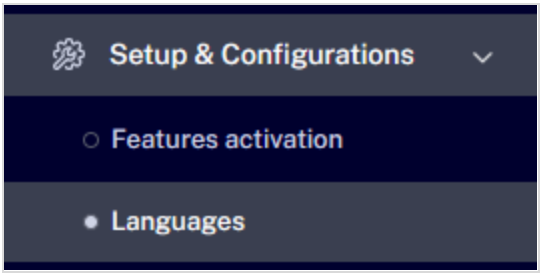


Figure: Access the Languages in Setup & Configuration

1. **Add a New Language**

   Create and enable additional languages for your storefront and mobile app.

   ➜ Click on **Add New Language.**

   ➜ Fill in the following fields:

   - **Language Name** – The display name (e.g., English, Arabic, French).
   - **Code** – The short ISO code of the language (e.g., *en*, *ar*, *fr*).
   - **Flutter App Lang Code** – The corresponding code for the mobile app integration.

   ➜ Click **Save.** You'll be redirected back to the language list page.

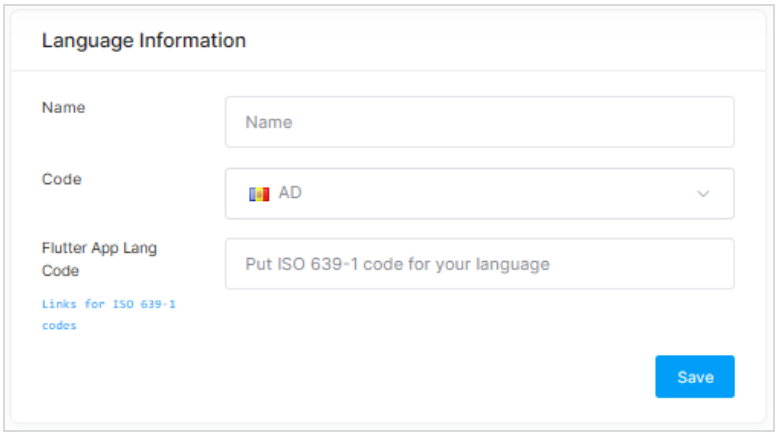


Figure: Adding a New Language from the Admin Panel

2. **Manage Languages**

   Each language listed has multiple options available for control and visibility.

   ➜ **RTL Toggle:** Enable this switch for right-to-left languages (e.g., Arabic).

   ➜ **Status Toggle:** Activate or deactivate a language's availability to users.

   ➜ **Option Buttons:**

   - **Translate:** Opens the translation editor page.
   - **Edit:** Modify the language name, code, or Flutter App Lang Code.
   - **Delete:** Remove the language (cannot delete English).

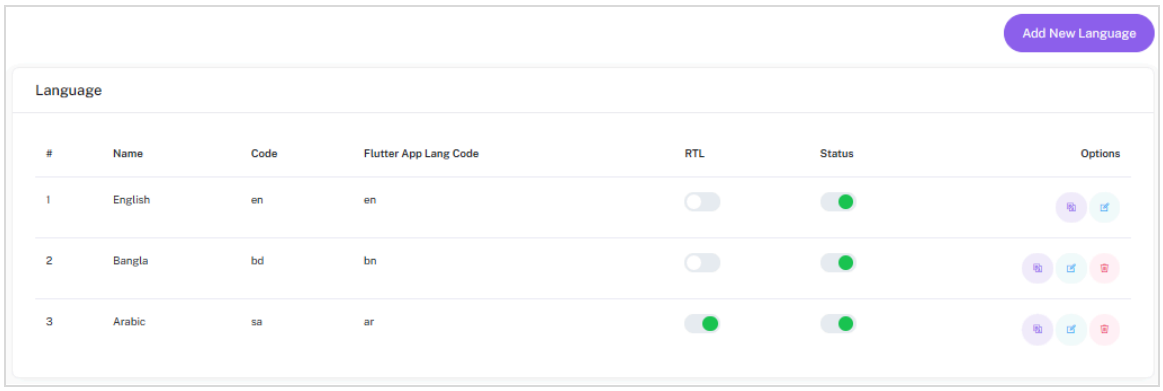


Figure: Add New Language button with list of configurable Added Languages

3. **Set Default System Language**

   Choose which language will be used as the system default.

   ➜ From the **Default Language** section, select your desired language from the drop down menu of all added languages and click **Save.**

   ➜ This sets the chosen language as the default across the website for users who have not manually selected a different language.

Note: *English is the base language in the system and thus cannot be deleted.*

4. **Import App Translation File (Optional)**

   If you have app translation files, you can import them directly.

   ➜ Go to the **Import App Translations** section.

   ➜ Browse and select your translation file (`.arb` file).

   ➜ Click **Import** to apply the translations.

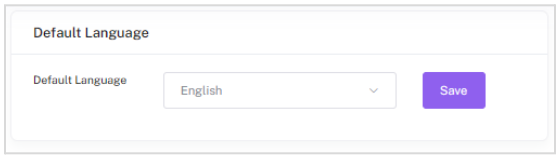


Figure: Set Default Language

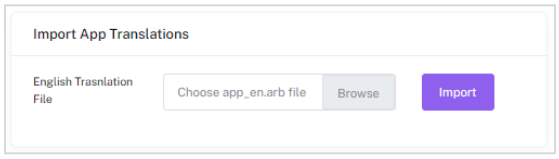


Figure: Import App Translations

5. **Translation Settings**

   Click the **Translate** button beside a language to manage translation values for the system and mobile app.

   Within the Translation page, you can:

   ➜ **Translate by Google:** Automatically translate your website content into the selected language.

   - Click **Translate By Google** and wait—translation may take some time.
   - Do not close the tab while translation is running.
   - Any values you manually translated earlier will **not** be replaced.

   ➜ **Sync Translation for App:** Click this to synchronize all translations with your mobile app.

   ➜ **Export arb File:** Download a complete `.arb` file containing all translation values for backup or offline editing.

   ➜ **Copy Translations:** Copy all keys into the value fields, then click **Save** to fill blanks quickly.

   ➜ **Manual Translation:** Edit any Value field directly and click **Save** to apply.

Note: *Google Translate will not override any custom translations you have edited manually.*

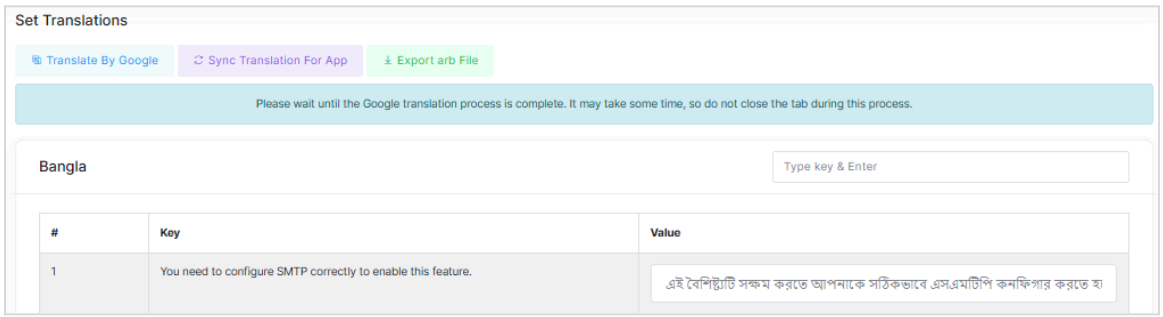


Figure: Set Translations for an added language

Note:

- ➜ *Ensure the **Show Language Switcher?** is enabled under **Design Studio** → **Header Settings** so visitors can switch languages.*
- ➜ *Adding a new language does not automatically translate product data—translations must be done manually in **Products** → **Edit Product** → **Select Language.***
- ➜ *Flutter App Lang Code must match the code used in your mobile application.*
- ➜ *If translations fail to sync, confirm that the imported file uses the correct `.arb` format and matching language codes.*

5.4. Currency

Currency settings determine how monetary values appear across the storefront, checkout, and admin panels. You can define the system's default currency, add additional currencies, and configure how prices and symbols are displayed. These settings ensure consistency between storefront displays and payment gateway processing.

Purpose: To manage the currencies available in your store, set the default currency, and configure display formats so prices and transactions are shown clearly and accurately to both customers and administrators.

Action:

- **Access Currency Settings**
  - ➜ From the left navigation bar in the Admin Panel, go to **Setup & Configurations** → **Currency**.
  - ➜ **Effect:** Opens the Currency configuration page where you can manage default and additional currencies.
- **Set the System Default Currency**
  - ➜ In the **Currency List**, select your preferred **System Default Currency** from the dropdown menu.
  - ➜ Click **Save** to confirm your selection.
  - ➜ **Effect:** All prices throughout the system will now display in the selected default currency unless manually overridden.
- **Add a New Currency**

➜ Click the **Add New Currency** button.

➜ In the form, fill in the following details:

- **Name** – e.g., *US Dollar*
- **Code** – ISO currency code, e.g., *USD*
- **Symbol** – e.g., *$*
- **Exchange Rate (1 USD = ?)** – Defines the conversion rate to your default currency

➜ Click **Save** to add the new currency.

➜ **Effect:** The newly added currency will appear in the list and can be made available to users or used for pricing.

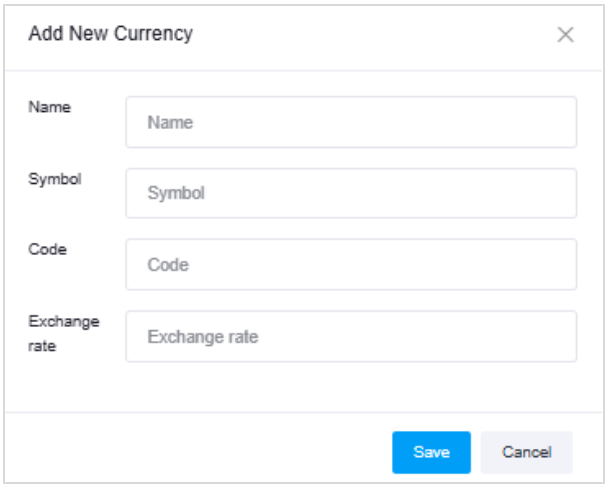


Figure: Adding a New Currency in Active eCommerce CMS

- **Set Currency Display Format**

➜ Configure how prices will appear across your storefront:

- **Symbol Format:** Choose whether to display the symbol before or after the amount (e.g., `$ 100` or `100 $`).
- **Decimal Separator:** Choose formatting style (e.g., `1,23,456.70` or `1.23.456,70`).
- **Number of Decimals:** Select how many decimal places to display (e.g., `12345`, `1234.5`, `123.45`).

➜ Click **Save** to apply the new formatting.

➜ **Effect:** All price values across the storefront and backend will display using your selected format.

- **Edit or Manage Existing Currencies**

➜ Use the **Edit** action button in the *Options* column to update details for any listed currency.

➜ Use the **Status Toggle** to enable or disable visibility of each currency for users.

➜ **Effect:** Disabled currencies will no longer appear in currency selectors on the storefront, but remain stored in the system for future use.

Notes:

➜ *Once a currency is added, it cannot be deleted — only deactivated (hidden) from users.*

➜ *Always ensure that your selected **default currency** is supported by all **active payment gateways**.*

➜ *Use consistent currency symbols and decimal separators to maintain clarity for customers and prevent confusion during checkout.*

➜ *Exchange rates are manually set — remember to update them periodically if you operate in multiple currencies.*

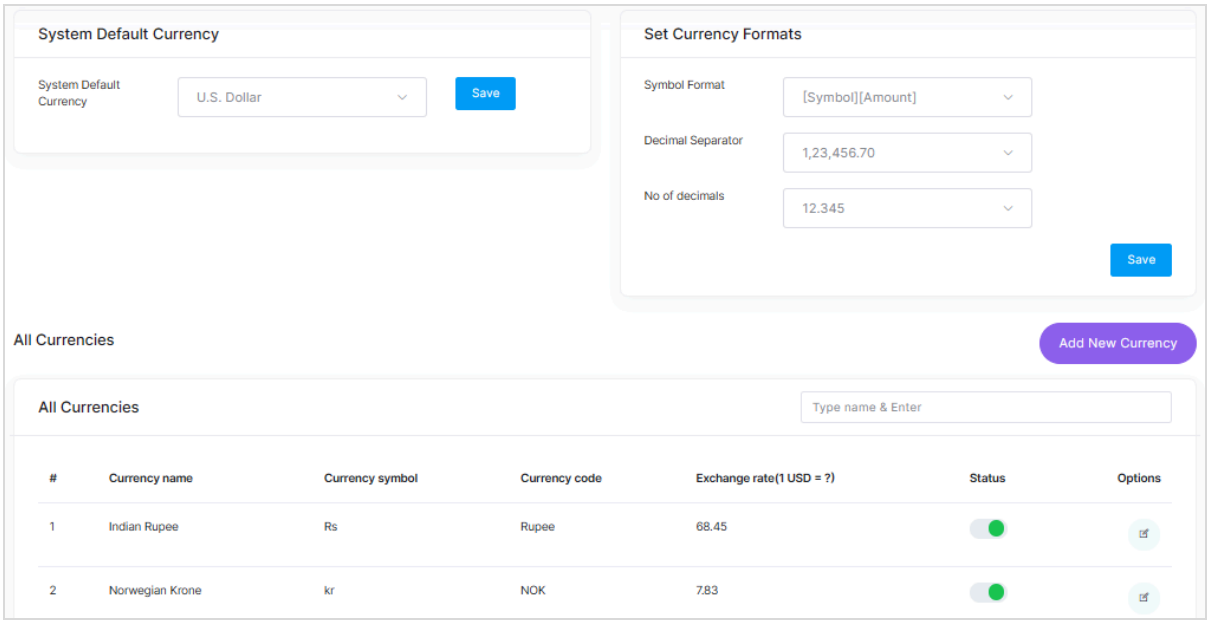


Figure: Currency page from Setup & Configuration in the Admin Panel

5.5. SMTP Settings

Reliable SMTP configuration ensures order confirmations, password resets, notifications and verification emails are delivered to users. This section contains the exact fields required by the system and a simple verification method.

Purpose: Ensure reliable delivery of transactional and notification emails to customers, sellers and staff.

Action:

- **SMTP credentials:** Obtain the SMTP credentials (host, port, username, and password) from your hosting provider or email service. They can also be generated directly by creating an email account in your hosting control panel or by setting up an app password in your email provider (e.g., Gmail, Outlook, Zoho).
- After obtaining the SMTP credentials, navigate to Setup And Configuration > SMTP Settings.
- Fill up the form as below:
    1. **MAIL DRIVER:** Select the mail protocol (e.g., SMTP).
    2. **MAIL HOST:** Enter the server address of your mail provider.
    3. **MAIL PORT:** Specify the port used for sending emails**.** Usually 587 (TLS) or 465 (SSL).
    4. **MAIL USERNAME:** Provide the email account username.
    5. **MAIL PASSWORD:** Enter the password.

6. **MAIL ENCRYPTION:** Choose the encryption type (e.g., TLS/SSL).
7. **MAIL FROM ADDRESS:** Enter the email address that will appear as the sender.
8. **MAIL FROM NAME:** Enter the name that will appear as the sender.

- Click **Save/Update**.
- Use the **Send Test Email** button to verify delivery to a mailbox you control. If the test fails, recheck credentials and port/firewall restrictions.

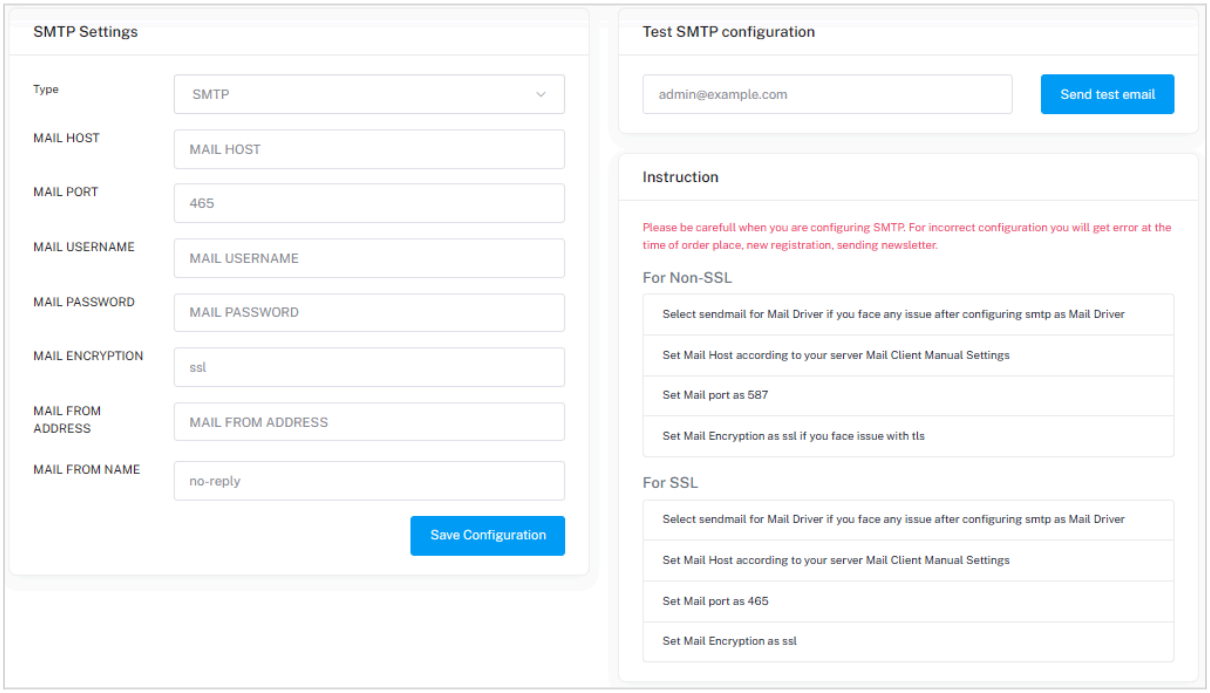


Figure: SMTP Settings page from Setup & Configuration in the Admin Panel

5.6. File System & Cache Configuration

This section allows you to control where uploaded assets are stored (on the local server or on cloud storage) and configure caching to improve your site's speed and performance. Proper setup ensures that files are securely stored, efficiently served, and that caching works reliably across both the storefront and admin panel.

Purpose: Choose and configure the desired storage backend (Local / Amazon S3 / Backblaze), set up caching for performance optimization, and ensure all assets and configurations remain functional after migration or driver changes.

Action:

1. From the Admin Panel, go to **Setup & Configuration** → **File System & Cache Configuration**.

2. Under **File System Activation**, choose your preferred driver by toggling on one of the following:
   - ➜ **Local File System Activation**
   - ➜ **AWS S3 File System Activation**
   - ➜ **Backblaze File System Activation**



Figure: Toggle preferred File System

3. Depending on your selected option, fill in the relevant credential fields:
   - ➜ **S3 File System Credentials:**
     - AWS_ACCESS_KEY_ID
     - AWS_SECRET_ACCESS_KEY
     - AWS_DEFAULT_REGION
     - AWS_BUCKET
     - AWS_URL
     - Then click **Save**.
   - ➜ **Backblaze File System Credentials:**
     - BACKBLAZE_ACCESS_KEY_ID
     - BACKBLAZE_SECRET_ACCESS_KEY
     - BACKBLAZE_DEFAULT_REGION
     - BACKBLAZE_BUCKET
     - BACKBLAZE_ENDPOINT
     - BACKBLAZE_URL
     - Then click **Save**.

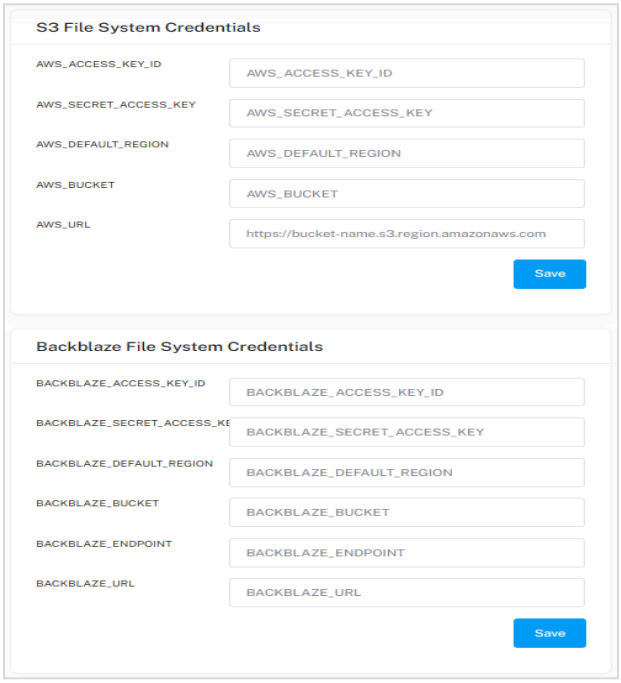


Figure: S3 File System Credentials & Backblaze File System Credentials in File System & Cache Configuration

4. In **Cache & Session Driver**, select the driver from the dropdown lists for:
   - ➜ CACHE_DRIVER
   - ➜ SESSION_DRIVER

   If you select **Redis** as either driver, complete the **Redis Configuration** section:
     - REDIS_HOST
     - REDIS_PASSWORD
     - REDIS_PORT
     - Then click **Save**.

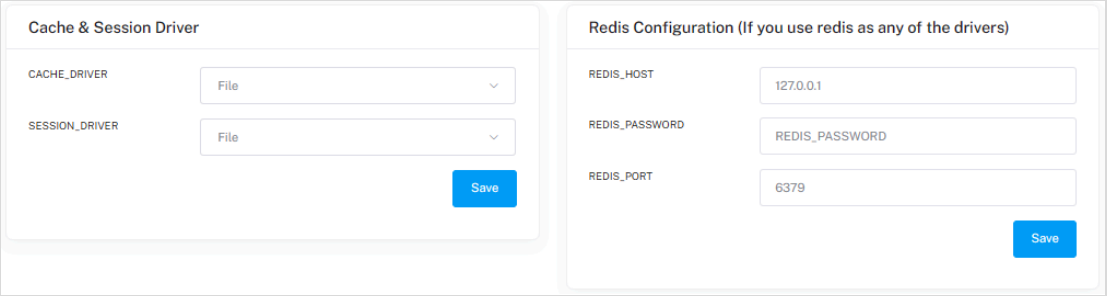


Figure: Cache & Session Driver and Redis Configuration sections

5. Upload a sample image or banner to confirm that uploads are saved to the configured location and are visible on the storefront.

6. If migrating existing uploads (for example from local to cloud), download the **public/uploads** folder from your server and upload it into the new bucket inside a folder named **uploads**.

7. Verify that product images and banners load correctly after migration.

Note:

➜ *Always back up your **public/uploads** folder and database before changing drivers or migrating storage*

➜ *If Redis is selected, clearing cache from the top utility bar also clears Redis-stored cache entries for this application.*

5.6.1. Configure Storage Driver (Local vs Cloud)

This setting defines where all uploaded assets (such as product images, banners, and attachments) are stored.

Local storage keeps files directly on your server, while **cloud storage** (Amazon S3 or Backblaze B2) saves files externally for better durability, scalability, and CDN integration.

Purpose: Help you decide between local and cloud storage based on your project scale, ensure proper permission and configuration setup, and maintain uninterrupted media access during migration.

- **Action (high level — procedural steps are in the subsections below)**
  - ➜ Decide whether to use **Local** or **Cloud (S3/Backblaze)** storage.
  - ➜ If using **Cloud storage**, configure the appropriate credentials in the **File System & Cache Configuration** page, then test an upload.
  - ➜ If switching from one driver to another, migrate your existing **public/uploads** folder to the new storage system to prevent broken images.

➜ After configuration, upload a sample image or banner and confirm that:

- The file appears in your storage provider's console.
- The image displays correctly in the storefront.

➜ Ensure your storage bucket permissions allow public read access or are integrated with a CDN if necessary.

Note:

➜ *New uploads are automatically saved to the active storage driver.*

➜ *Before switching drivers, always back up both the **uploads folder** and the **database**.*

5.6.2.Configure Amazon S3 File System

It connects your store to an Amazon S3 bucket. After configuration, all new uploads are stored in that bucket and served from S3 URLs (or via a CDN you attach to the bucket).

Purpose: Offload media to Amazon S3 for durability, lower server disk usage, and stable delivery across regions and devices.

Action:

To use amazon s3 file system follow the procedure mentioned below:

- Firstly, login into the AWS dashboard. And select the s3 service from the list.

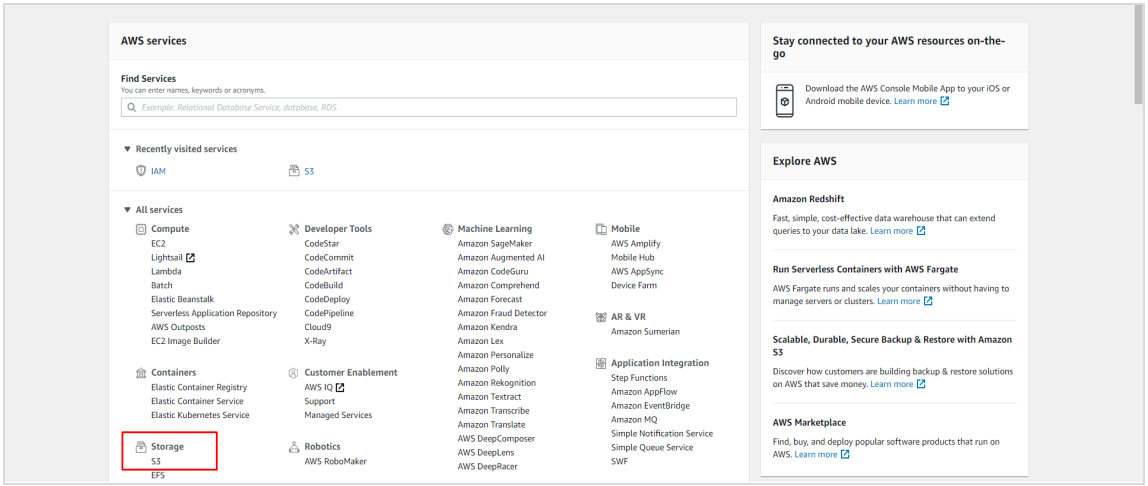


Figure: AWS Dashboard

- Then click the **Create bucket** button.

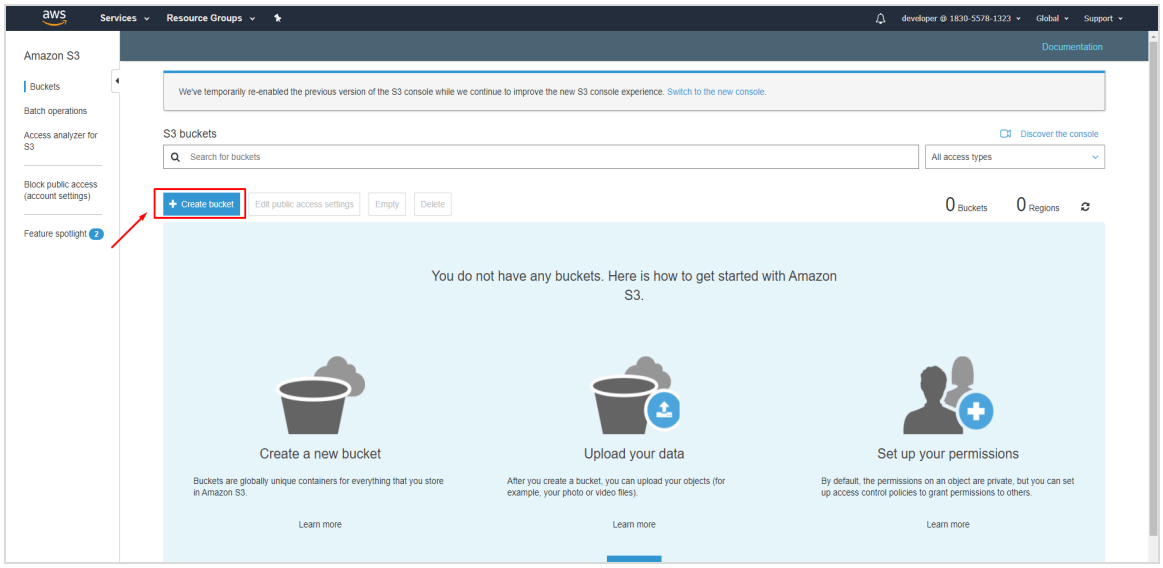


Figure: Creating Bucket

- After that, a modal will come up. In there insert your bucket name and the region you want your bucket to reside in.

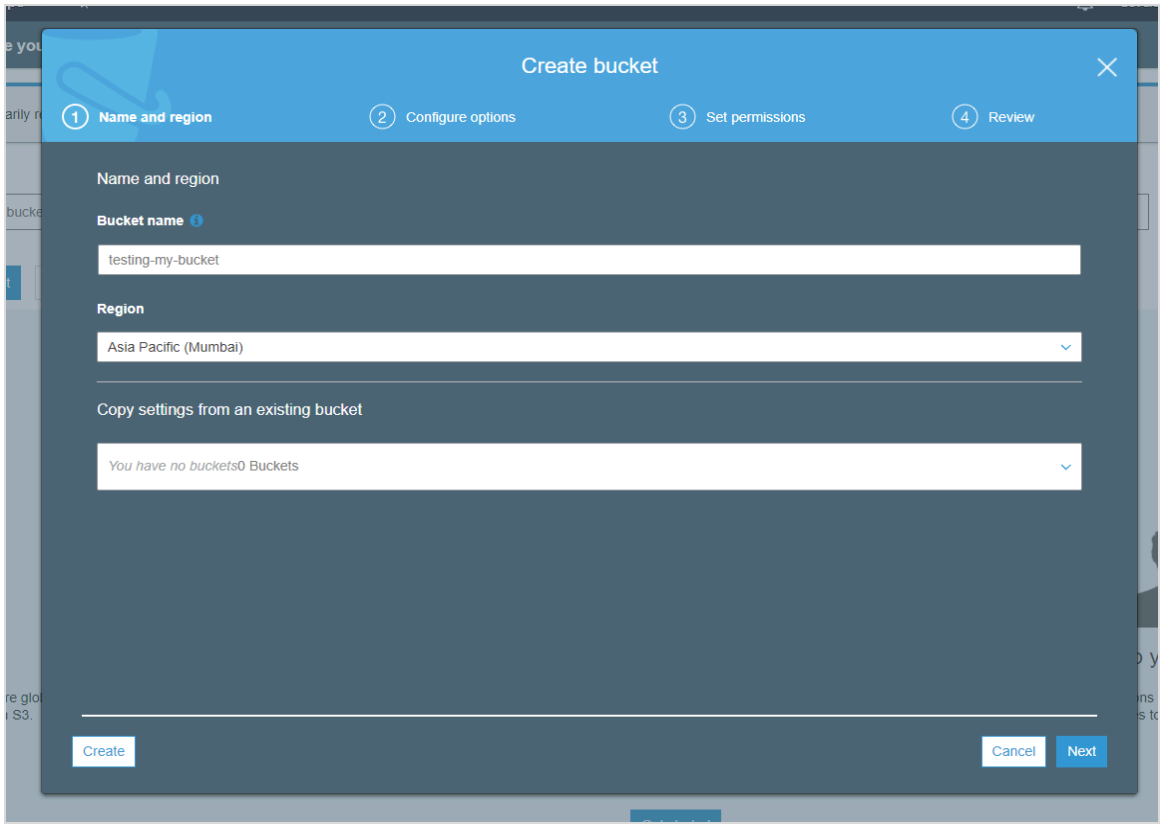


Figure: Creating Bucket Form

- For step 2 and 3 do nothing just click **Next** then when the 4th step appears click create bucket and complete creating the bucket.

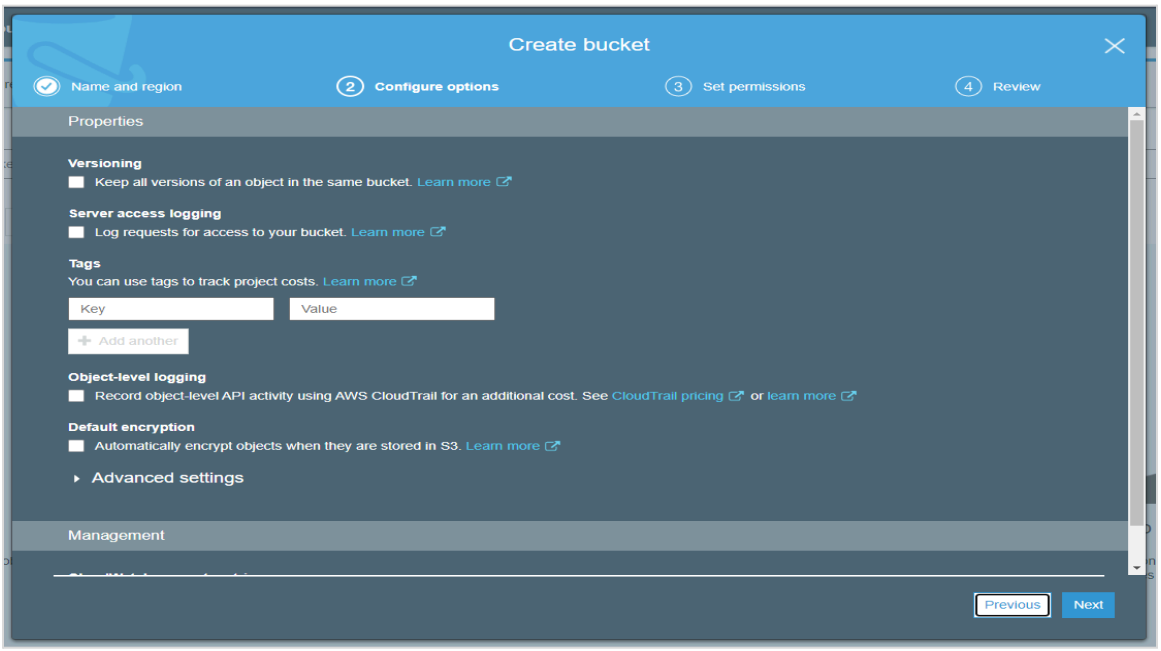


Figure: Creating Bucket Form step 2

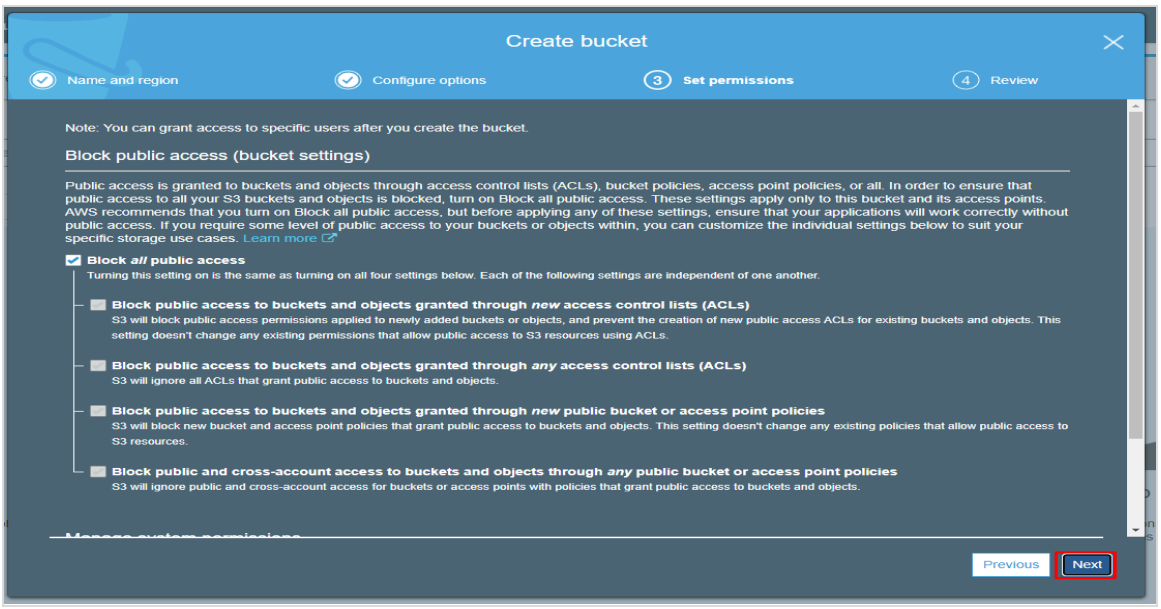


Figure: Creating Bucket Form step 3

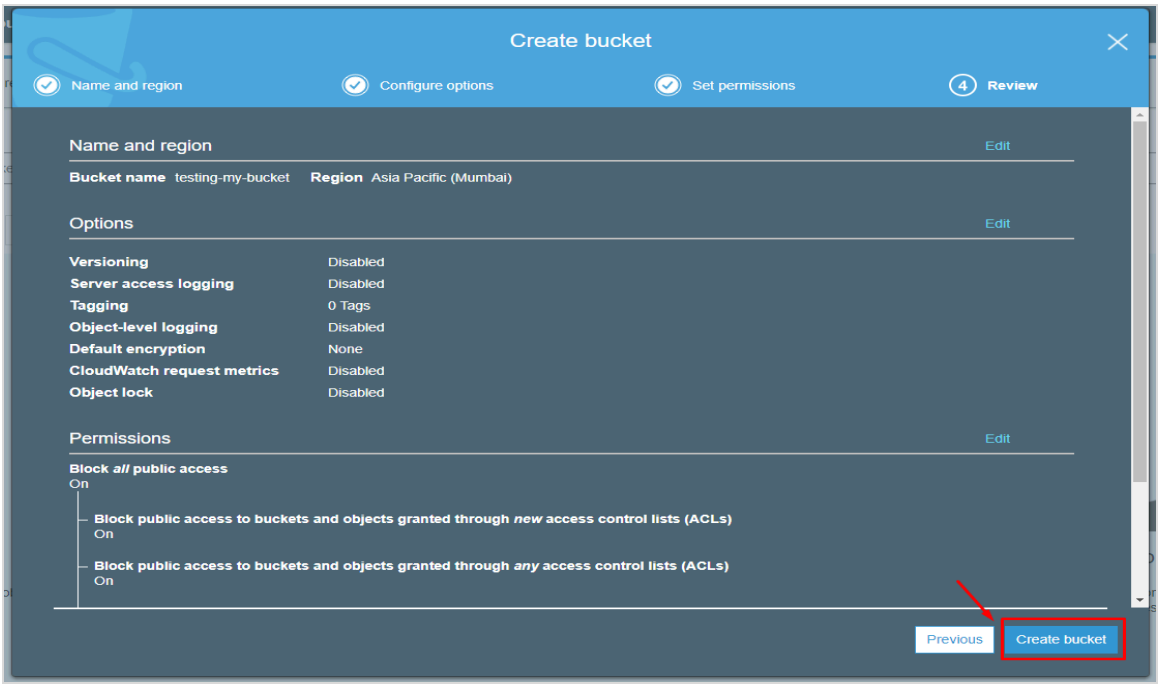


Figure: Creating Bucket Form next step

- Then you'll be able to see the bucket that you created. Click on the bucket.

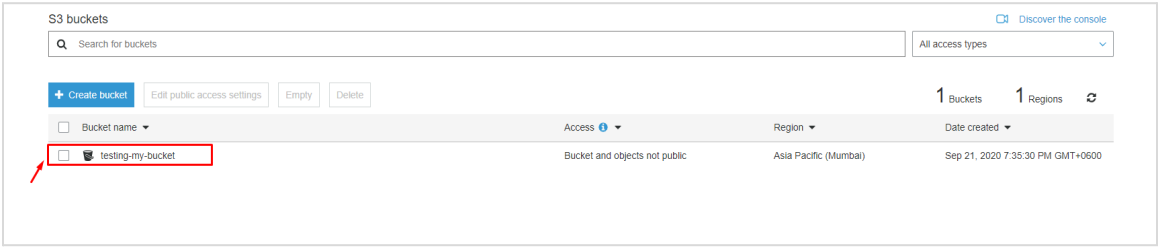


Figure: Bucket Page

- It'll take you to the bucket details. From there go to the **Permissions** menu and then click on the **Bucket Policy** below there you will find the **Policy generator** blue button. Click it.

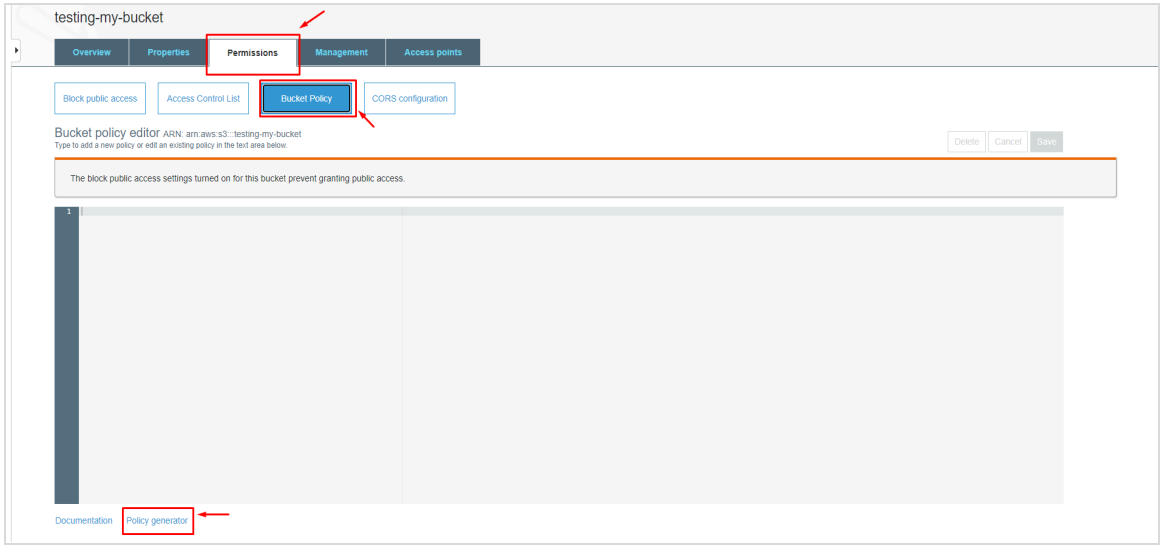


Figure: Bucket Policy Page

- The UI will appear after clicking the button. For the policy type insert **S3 Bucket Policy** and for **Principal** insert * and from the **Actions** dropdown select box select **getObject**. And follow the convention mentioned inside the red box highlighted with red text color for the **ARN value**. The ARN value will be found in the previous page from where we came from. Just follow the instructions mentioned inside the images below.

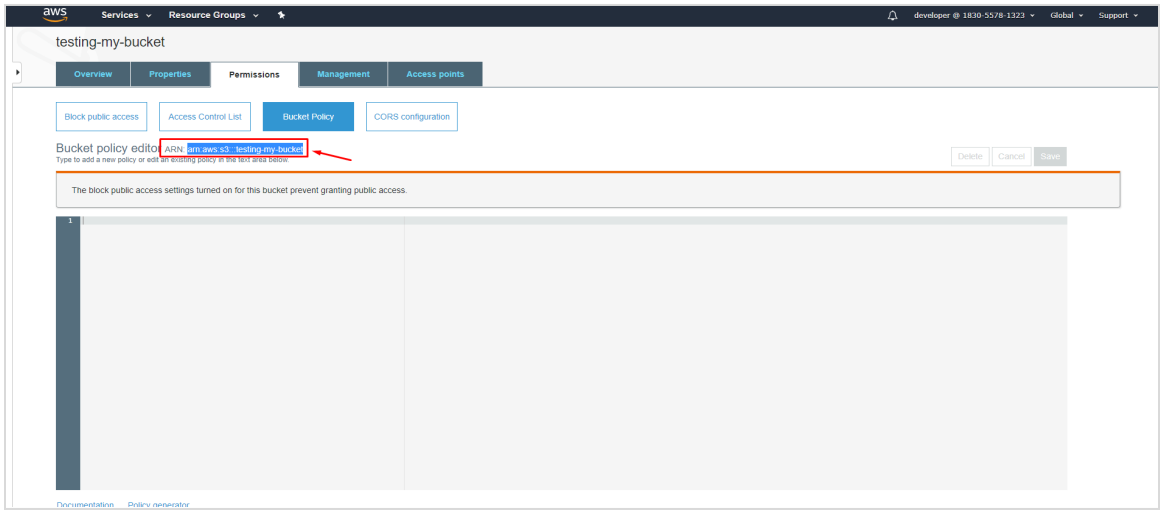


Figure: Bucket Policy page

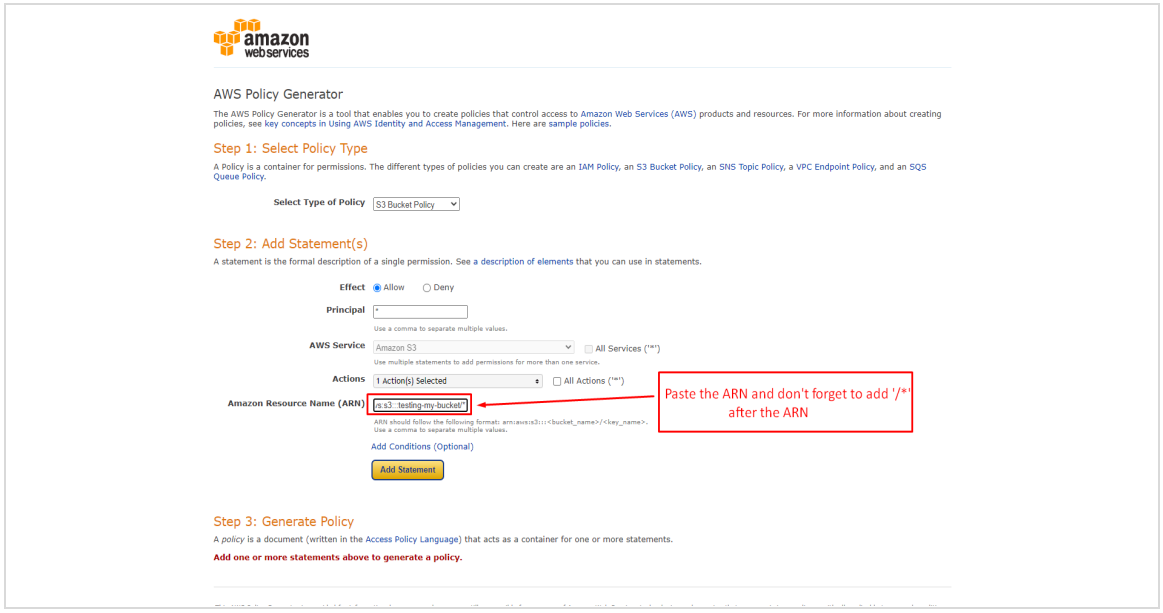


Figure: AWS policy generator

- Finally, click the **Generate Policy** button.
- You will see a pop up and there you will find some text. Copy the texts.

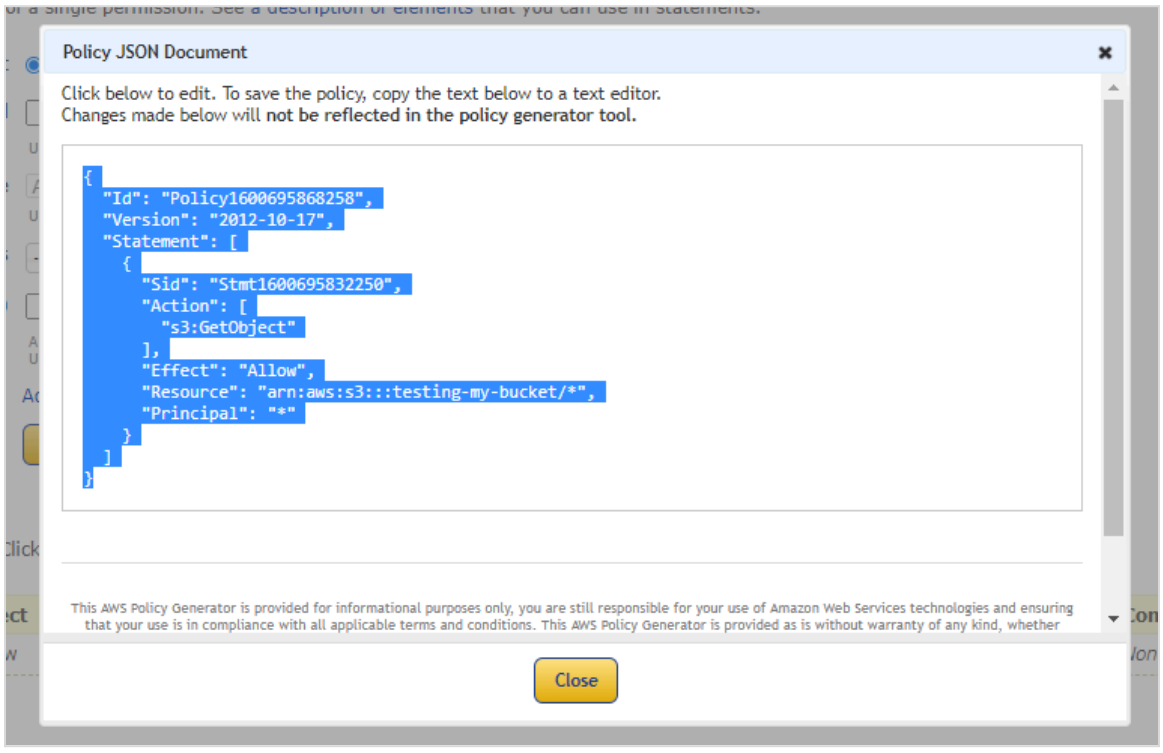


Figure: Policy JSON Document

- And paste it inside the box shown below. And then click **Save** .

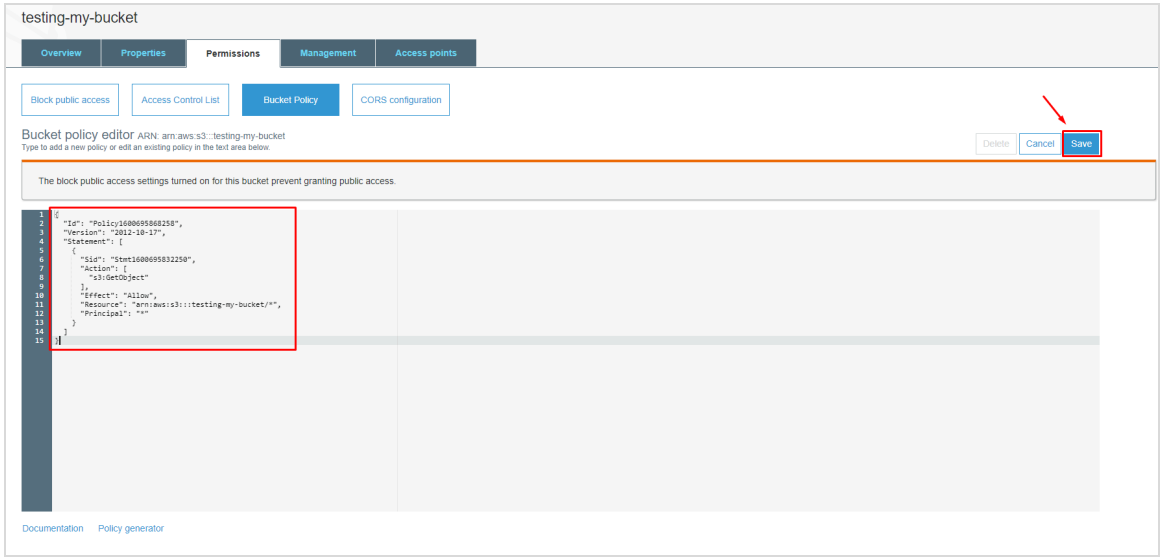


Figure: Testing Bucket page

- You might encounter an error shown below.

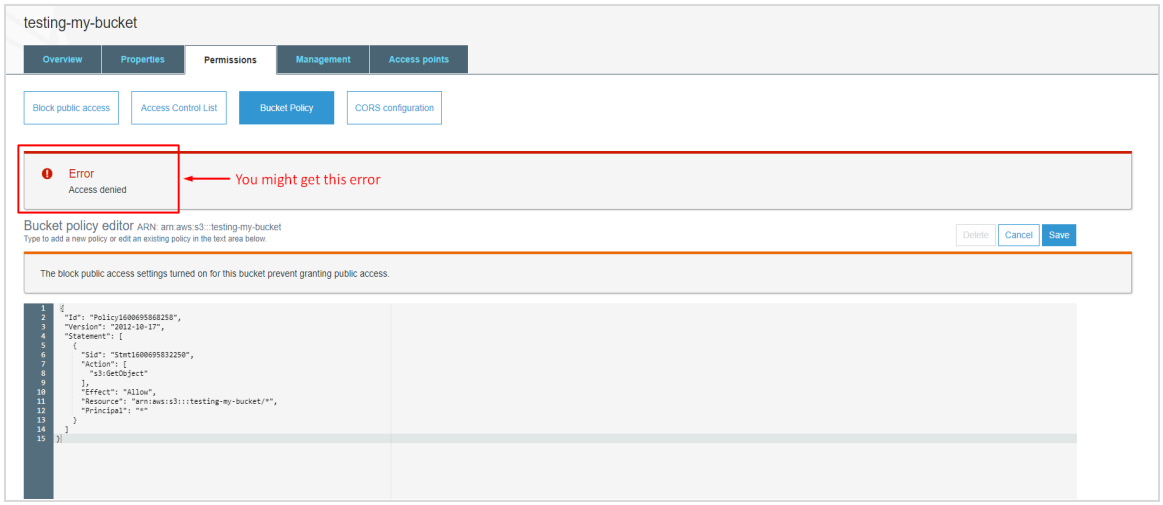


Figure: Encounter error

- To get rid of this error you need to go to the **Permissions** menu and then go to the **Block public access** menu and then click the **Edit** button shown below.

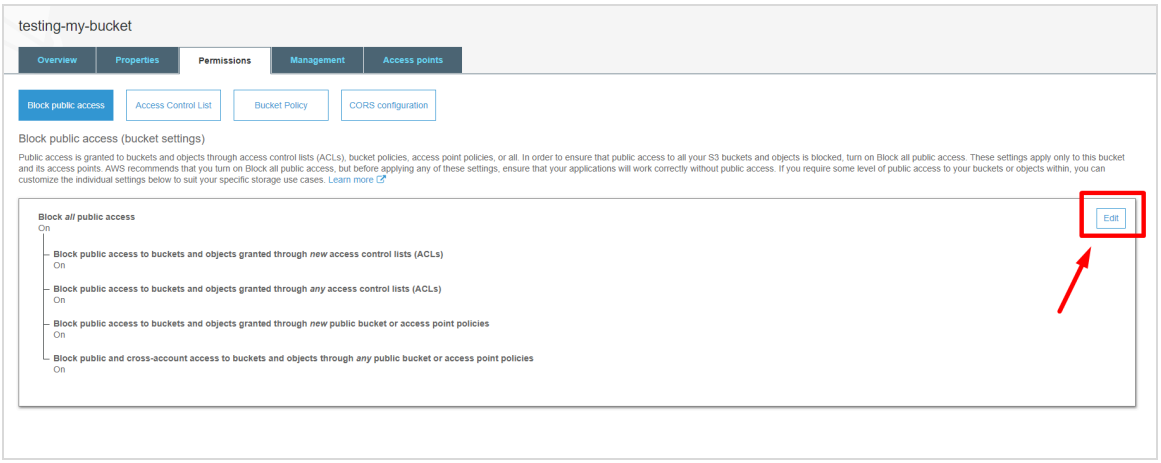


Figure: Block Public access menu

- After you have gone to the menu mentioned above uncheck the checkbox saying the following "**Block all public access**" and then click the **Save** button. A pop up will appear and tell you to type in the word '**confirm**' and then click the **confirm** button.

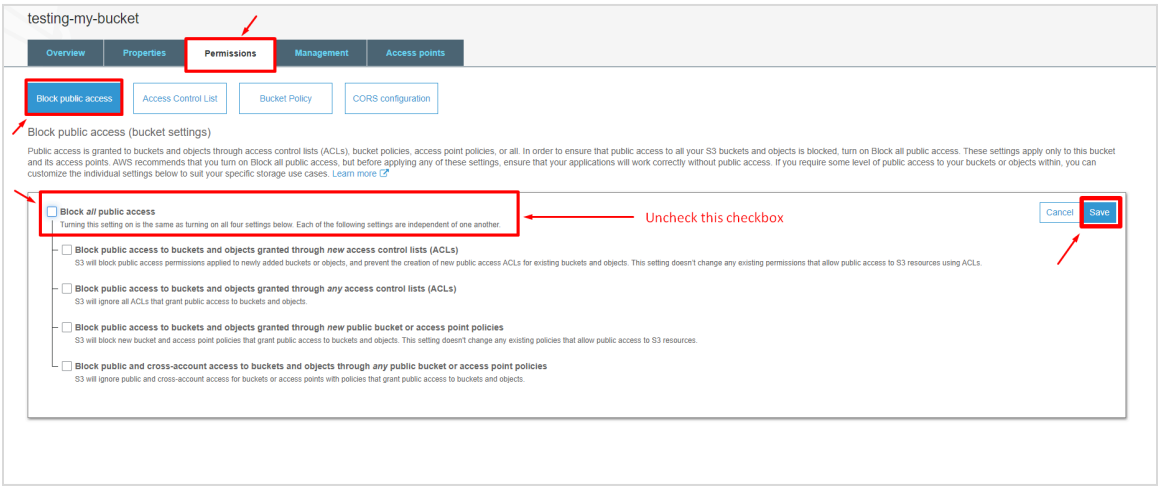


Figure: Block Public access page

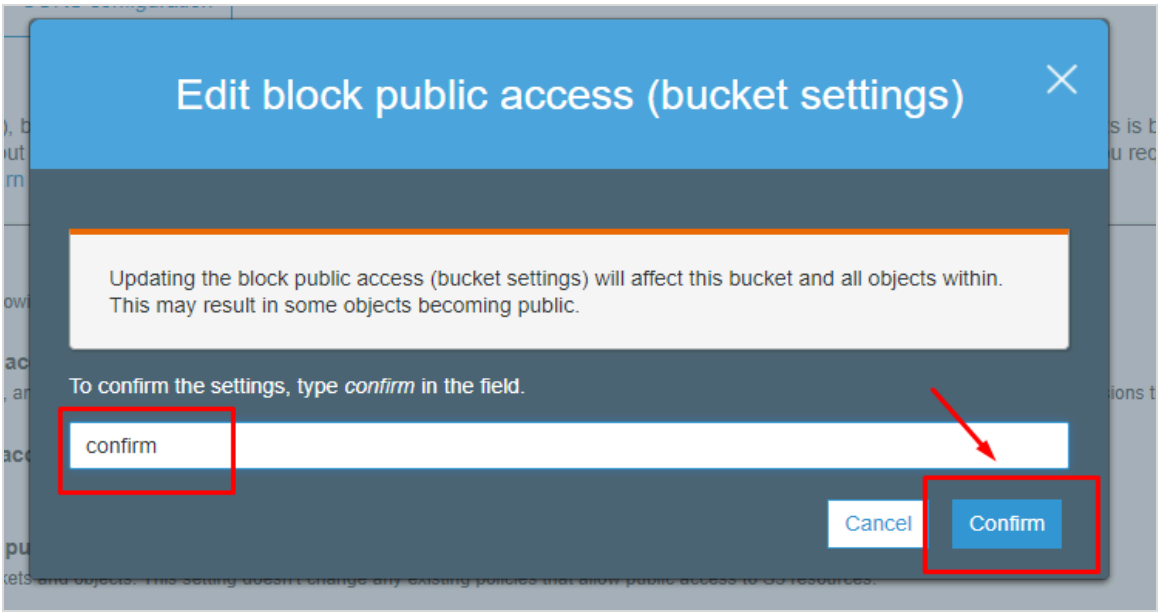


Figure: Block Public access confirmation page

- After you have done all the instructions mentioned above you need to have to go to **Permissions > Bucket Policy** and now try to paste the texts and click the **Save** button as mentioned in the instruction above. If all goes well you should see the page shown in the image below. Saying the yellow text **"This bucket has public access"**.

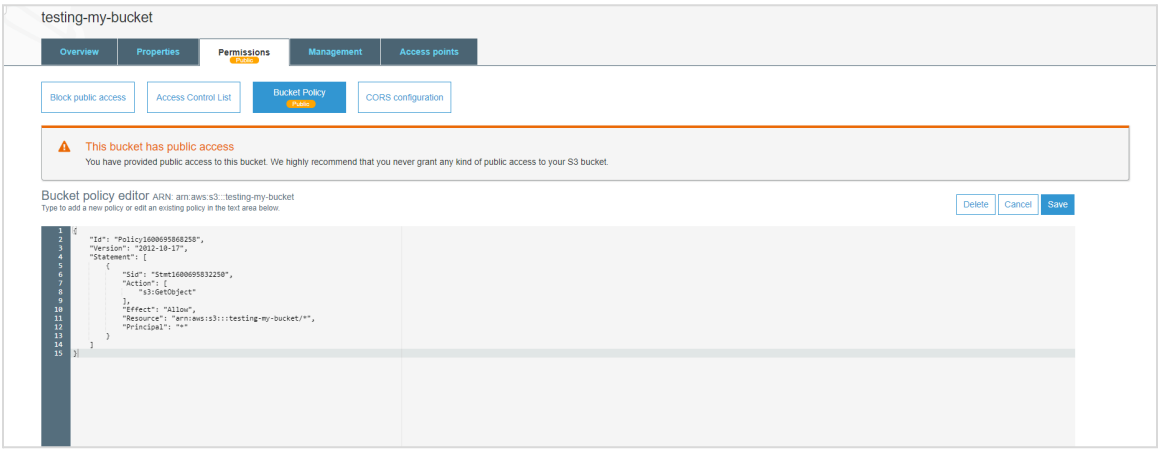


Figure: Showing okay with the text "This bucket has public access"

- Then, notice the top nav of your page and there is a button saying **Services**. When you hover over it it drops a menu down.

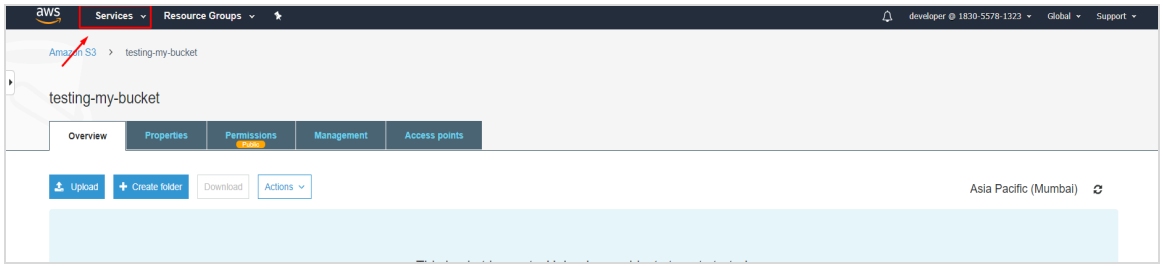


Figure: AWS services

- Inside the menu there is a search bar. Inside the search bar type in '**iam**' and the search result will be shown to you. Select the first result that comes up.

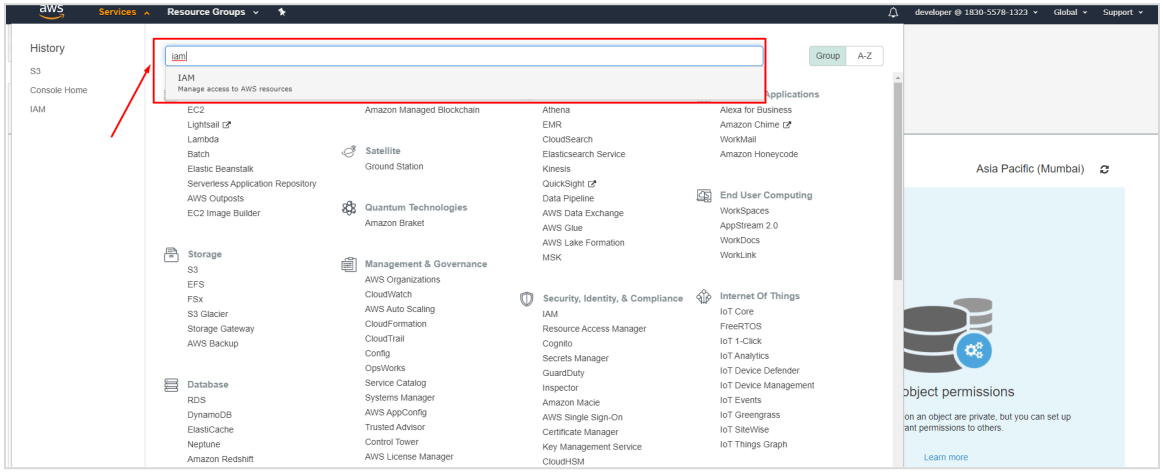


Figure: Searching iam

- Then go to the **User** menu as shown in the image below and click the **Add user** button.

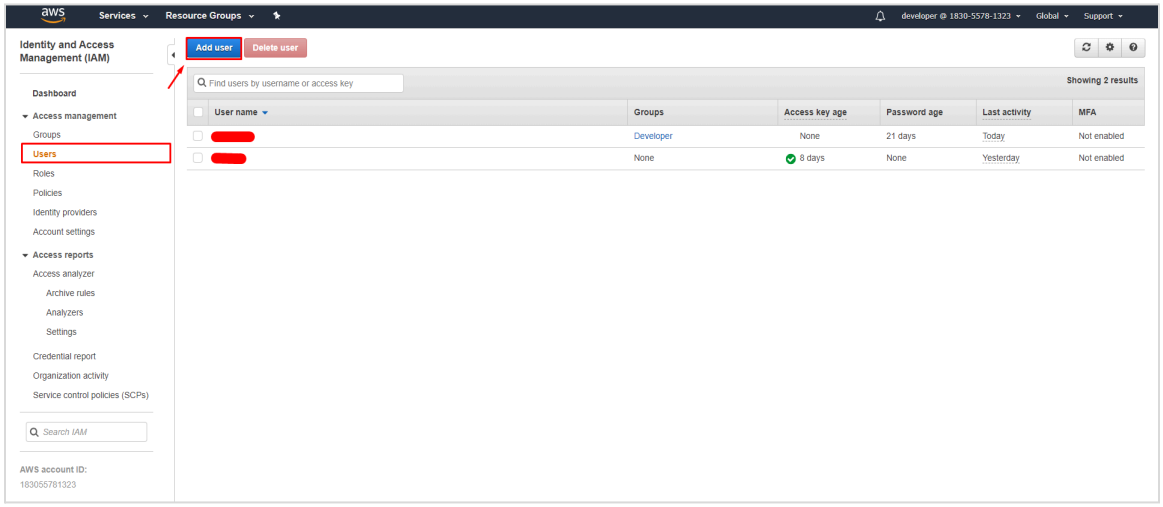


Figure: Showing all Menu

- After you have clicked the Add User button a page will appear on your browser. There you will see a form. And you need to type in your **User-name** and check the **Programmatic Access** as the **Access Type**. Just follow the instructions mentioned in the image below.

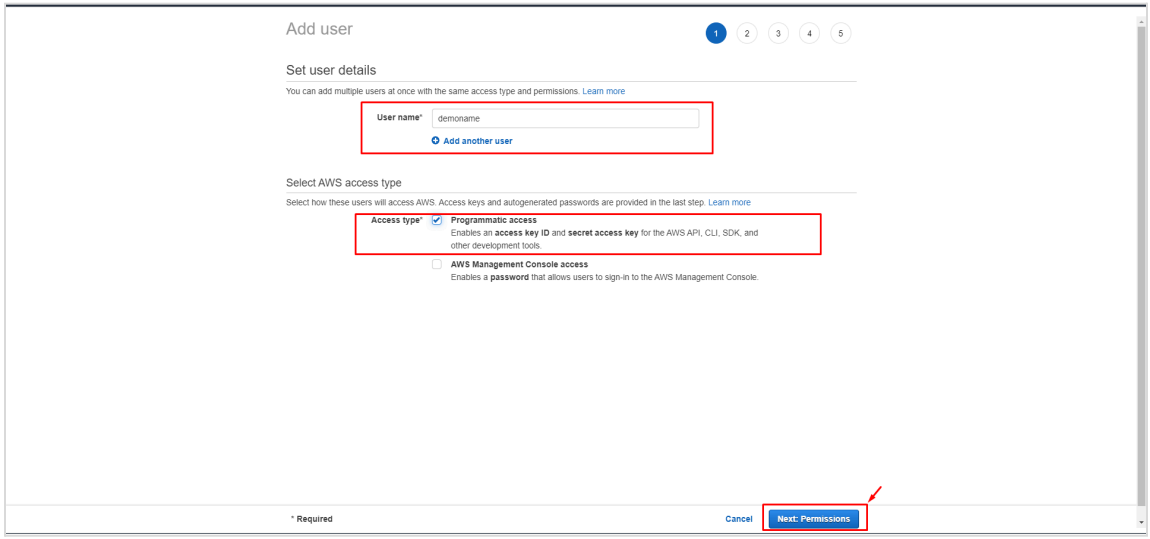


Figure: Adding user page

- After that you need to set some permissions. Inside the **Filter Policy** search bar search for the text '**s3**' And then some of the search results will be shown as shown below. From there check **AmazonS3FullAccess** and click the **Next** button.

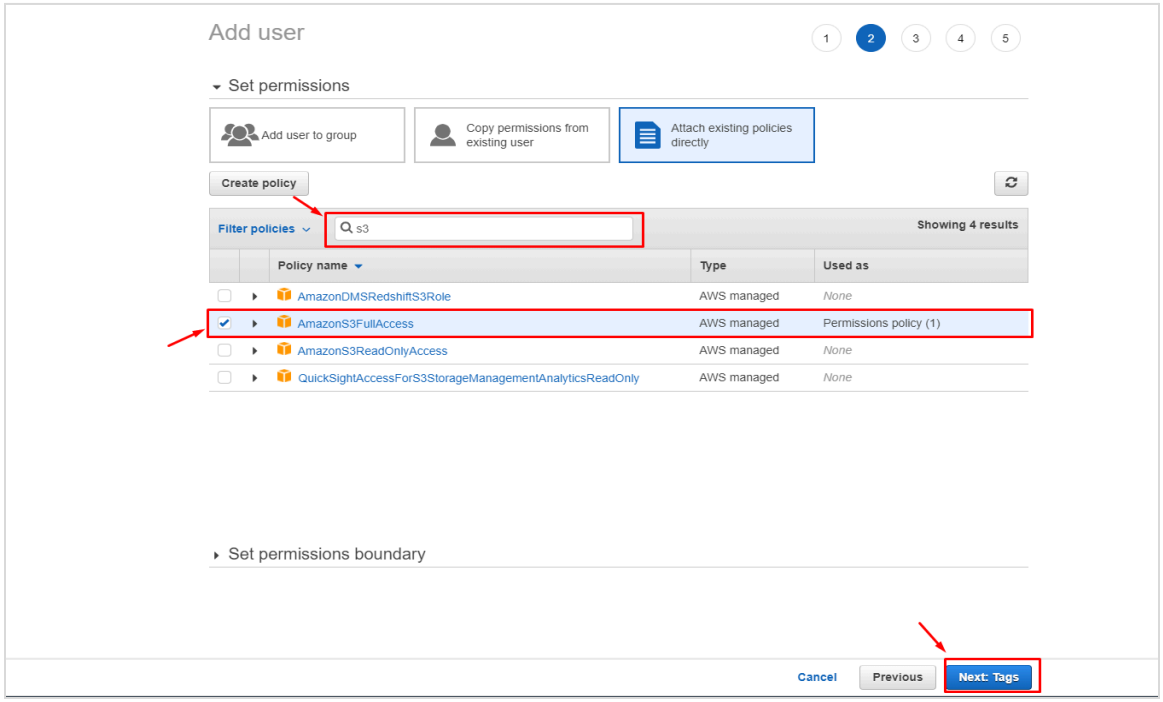


Figure: Adding user page (ii)

- For the next option click next without changing anything at all.

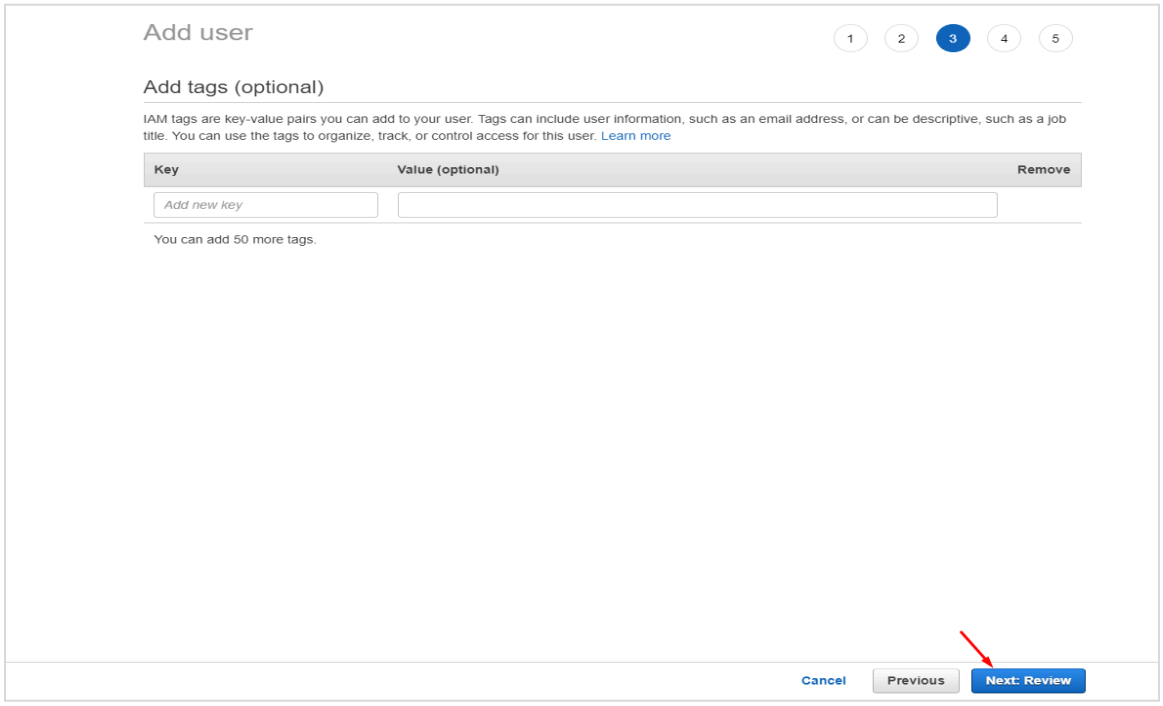


Figure: Adding user page (iii)

- Finally click **Create User**.

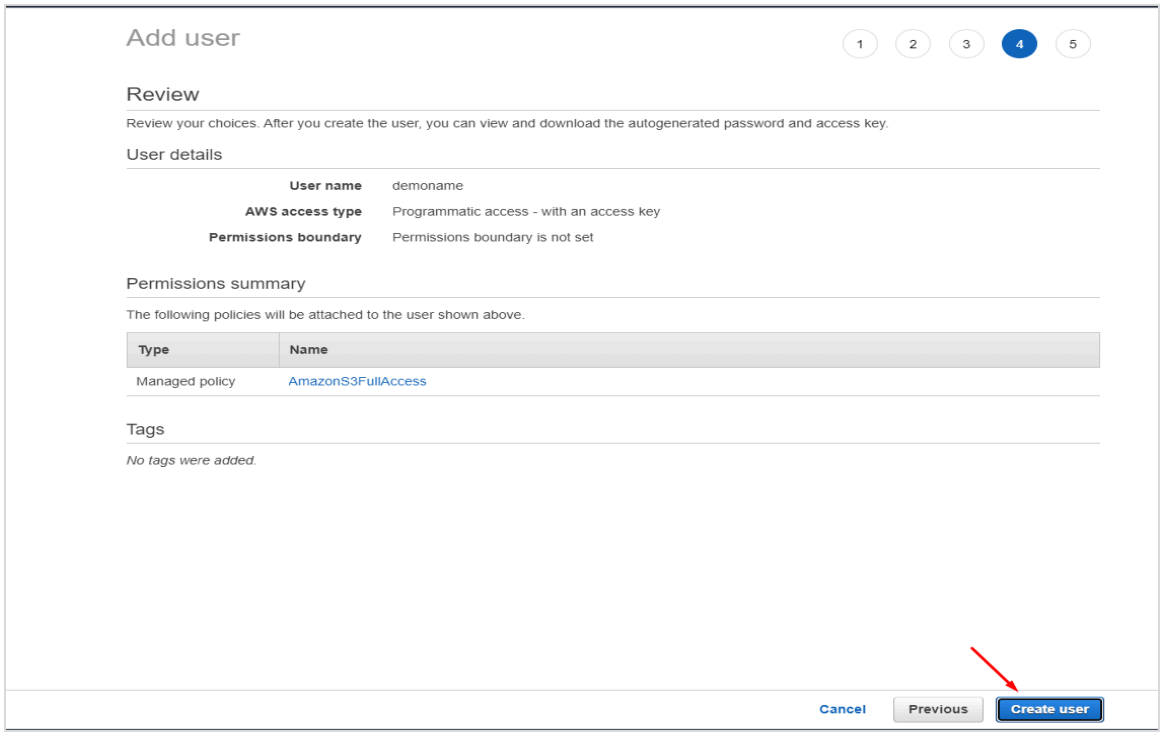


Figure: Add user (review) page

- After you have created the user you will be directed to a page where you will find two keys.
  - ➜ Access Key ID and
  - ➜ Secret access key.

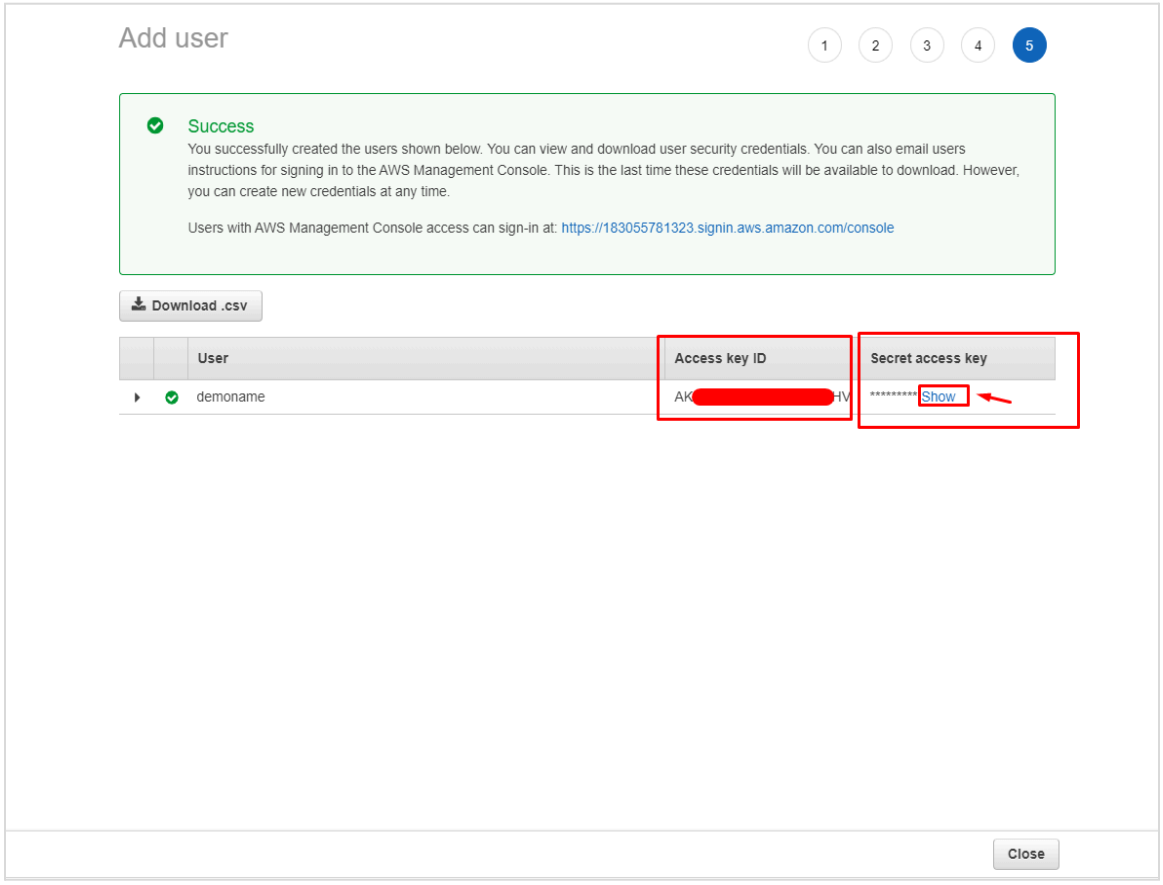


Figure: Add user (success) page

- Copy these two keys and then go to your admin panel and **Setup & Configuration > File System & Cache Configuration**. And then there you will find the two fields where you will need to paste those two keys that you have just copied.

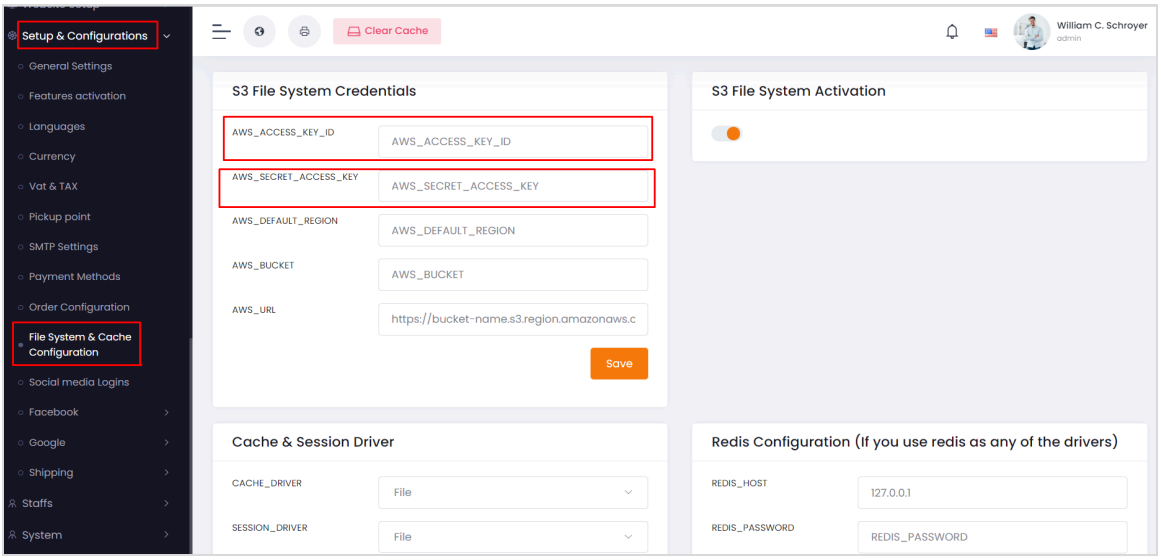


Figure: Insert S3 file system credentials

- Now you need to set your bucket region. For that go to your bucket details and follow the instruction shown inside the image to find the bucket region. Copy your bucket region and paste it inside the AWS **DEFAULT REGION** field residing inside **File System & Cache Configuration**'s submenu under the **Setup & Configuration** Menu inside your admin panel.

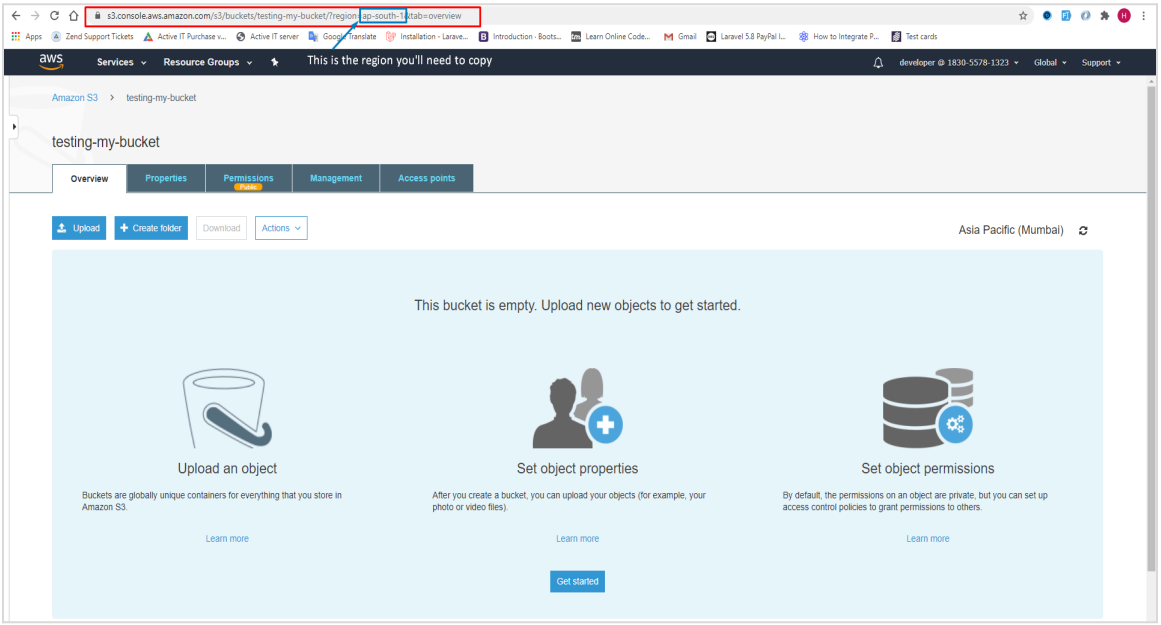


Figure: Copy the region

- Also you need to insert your bucket name inside the **AWS BUCKET** field.
- And for the **AWS URL** just follow the convention mentioned inside the image below.

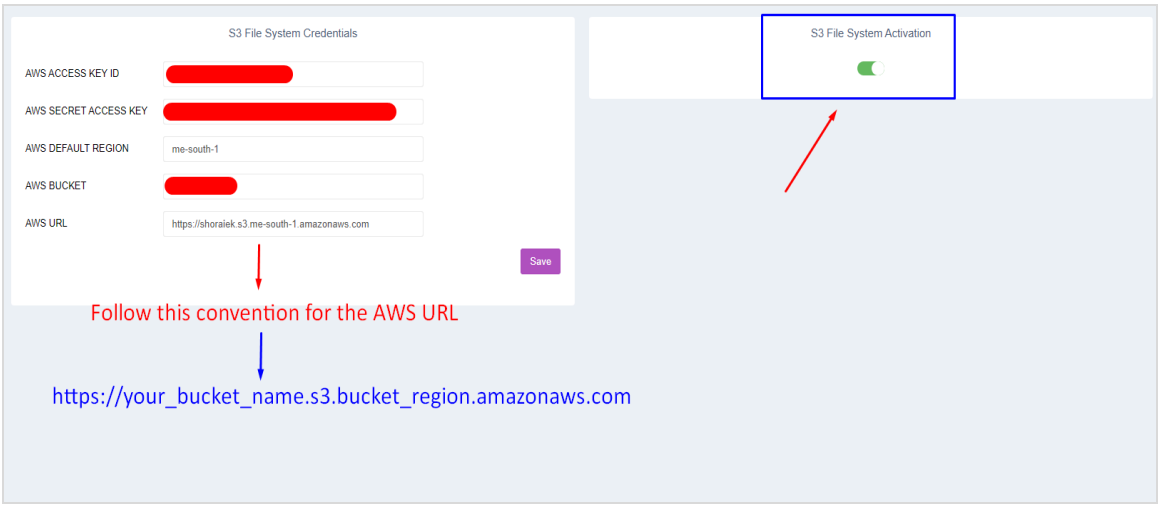


Figure: AWS url

- And if you've followed all of the instructions mentioned above you should be able to upload your files inside the bucket of your amazon server's s3 file system.
- And also don't forget to activate your S3 File System shown inside the **blue box pointed out by a red arrow**.
- Now click the **Permissions** tab

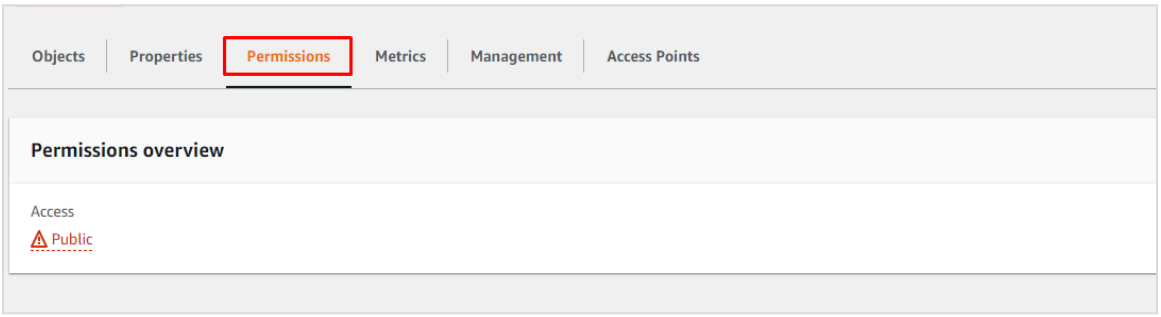


Figure: Permission tab

- Click the **Edit** button of the **Object Ownership** section

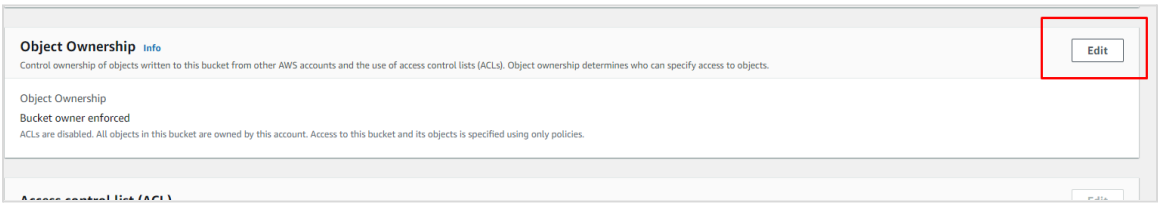


Figure: Object ownership section

- And now follow as per the below

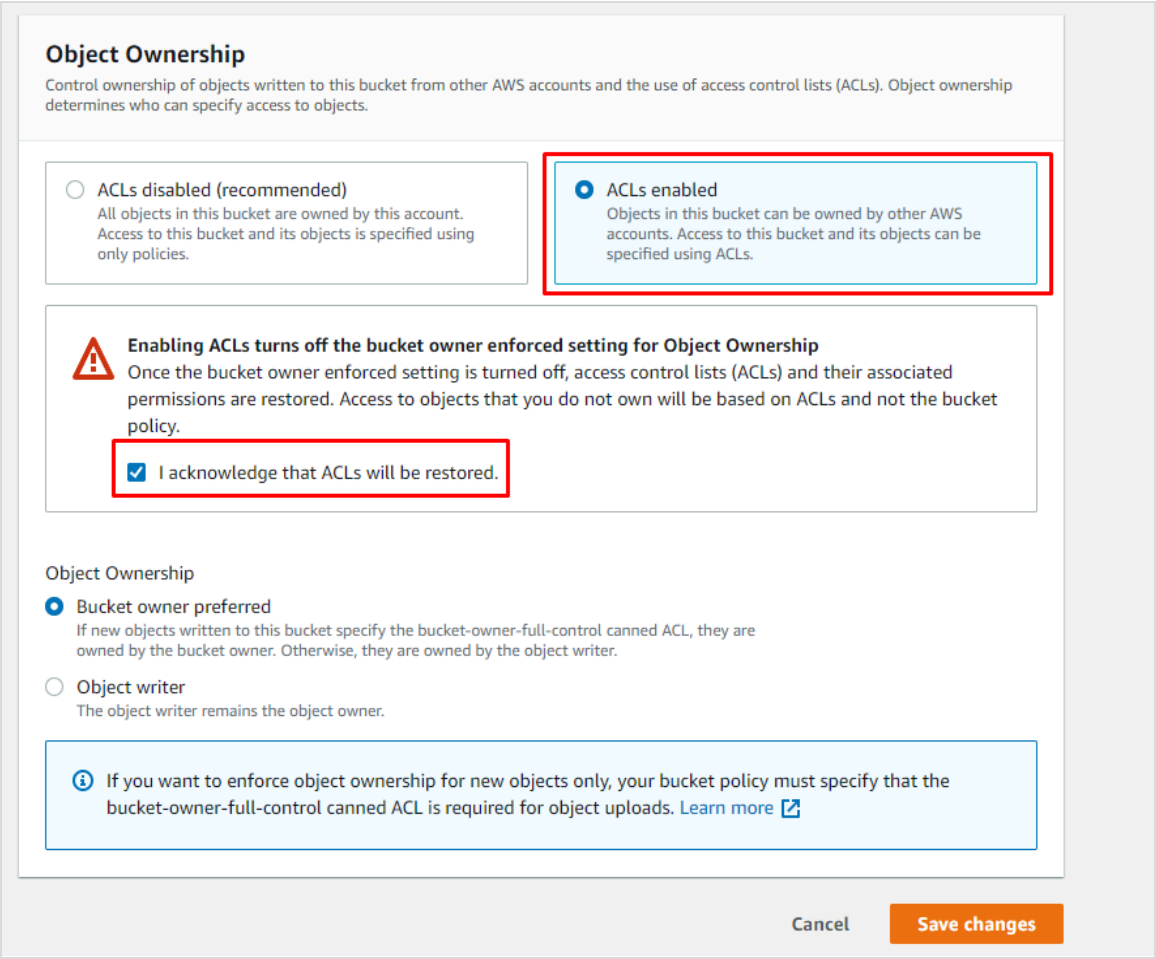


Figure: Object ownership page

Verification: Upload an image and confirm S3 console shows it; check storefront.

5.6.3.Migrate Existing Uploads to Amazon S3

Moves your current /public/uploads library to S3 so older images and files continue working after you switch the driver.

Purpose: Keep all historical media (product photos, banners, etc.) intact and accessible from the new storage backend without broken links.

Action:

To migrate to amazon s3 file system follow the procedure mentioned below:

- Download all files from the public/uploads folder.
- Create a folder named uploads in the s3 bucket.
- Upload all downloaded files to the uploads folder of s3 bucket.

Verification: Spot-check product images and banners after migration.

5.6.4.Configure Backblaze B2 File System

Connects your store to a Backblaze B2 bucket using an Application Key. Once enabled, new uploads are written to B2 and can be delivered directly or through a CDN.

Purpose: Provide a cost-effective cloud storage alternative to S3 while maintaining durability and externalized media hosting.

Action:

To configure the backblaze file system follow the below procedure:

- Go to My Settings and enable the “B2 Cloud Storage”

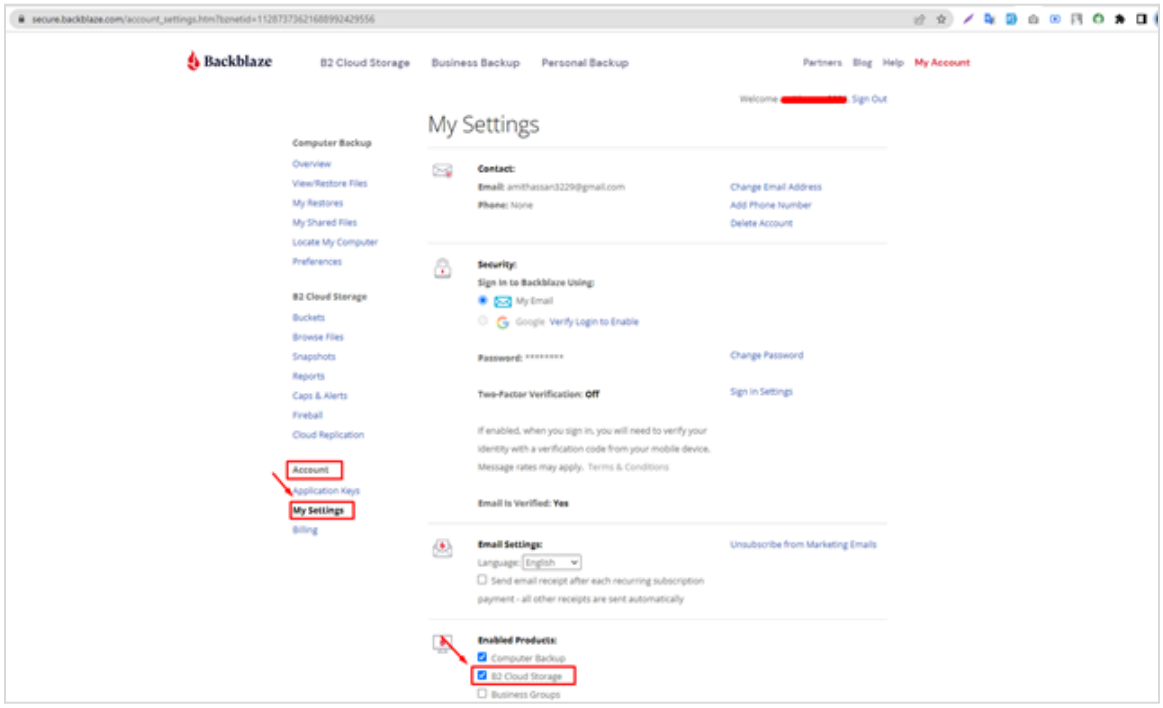


Figure: Enabling B2 Cloud Storage

- You cannot use your master application key with the S3-Compatible API. So, you have to create application key. Now Go to Application Keys, click on “Add a New Application Key” button.

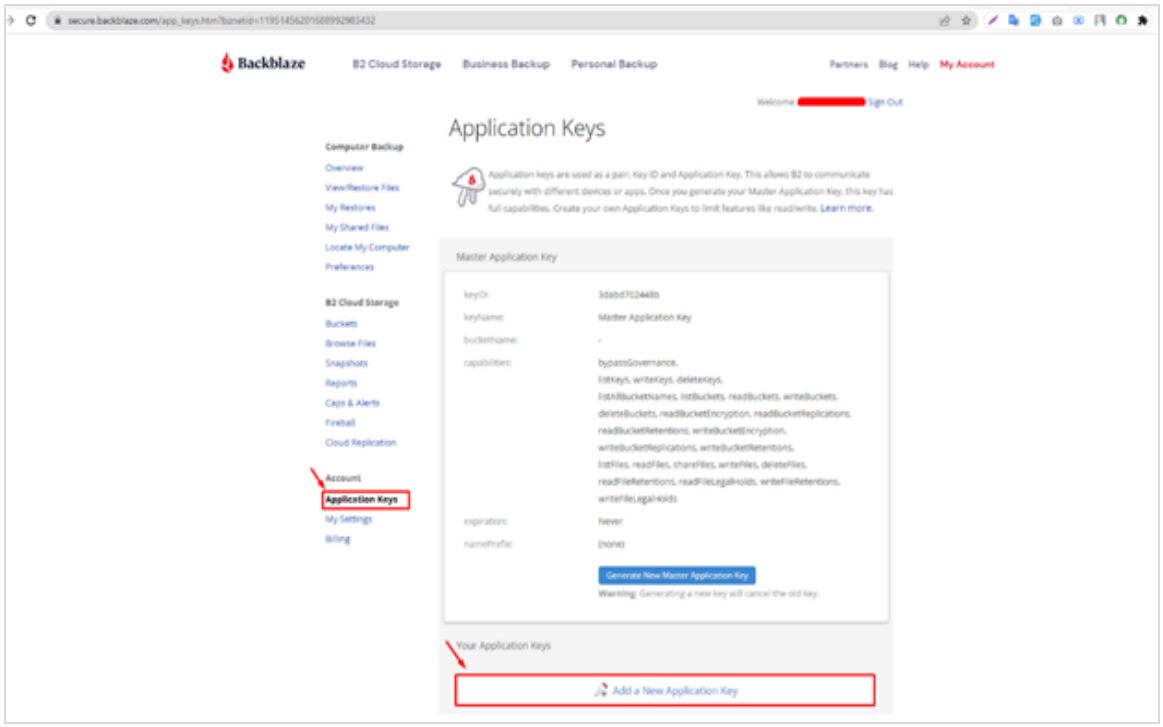


Figure: Adding new application key

- Now set a Name of your application key and make it “Read and Write” and after then click on “Create New Key” button.

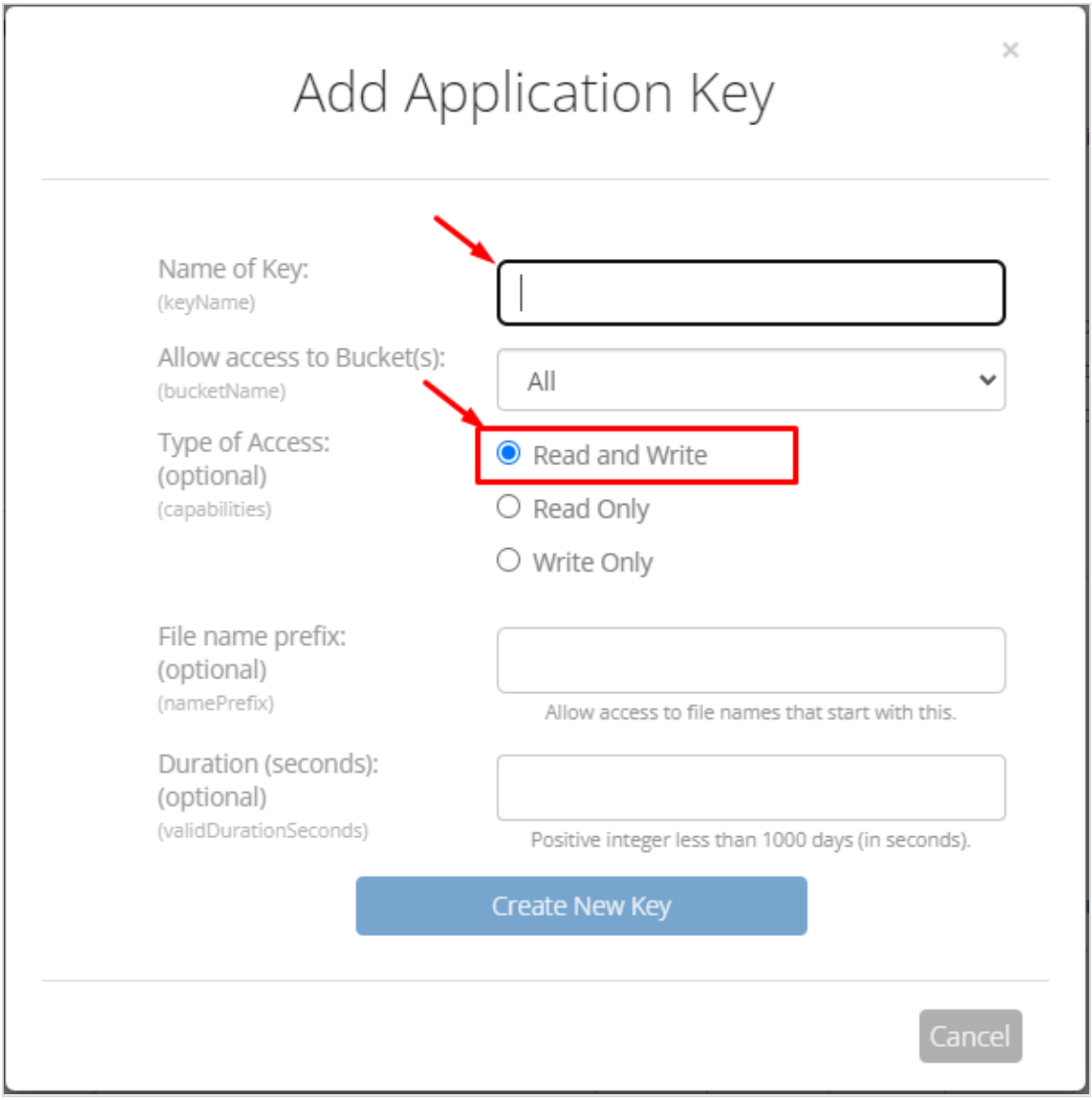


Figure: Creating Application new key

- After then, you will get the key ID, key name and can see the capabilities of this key ID.

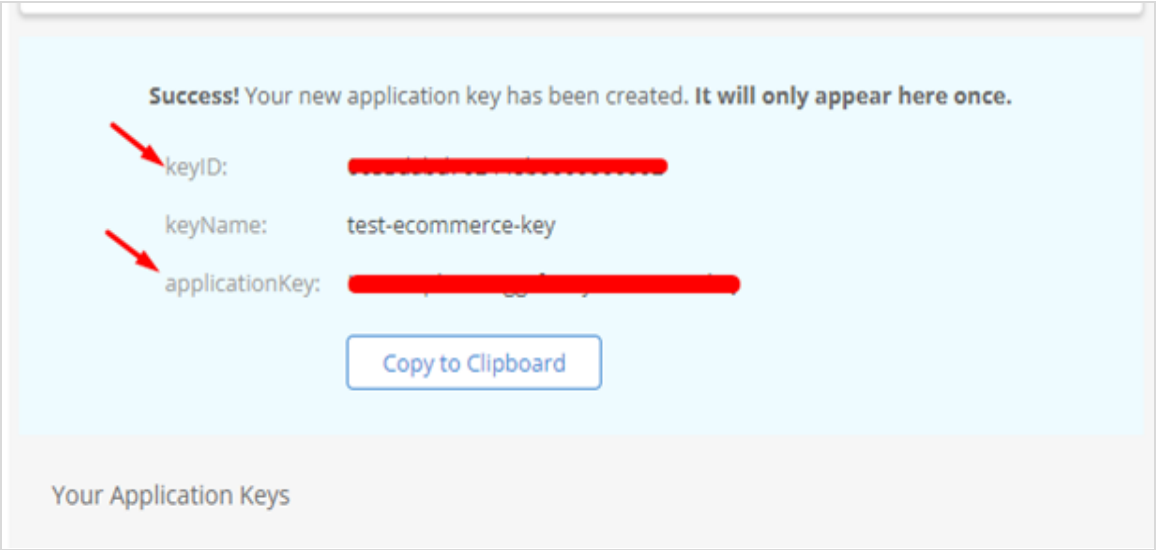


Figure: Showing application key

- Now go to Buckets to create a new bucket. Click on “Create a Bucket” button

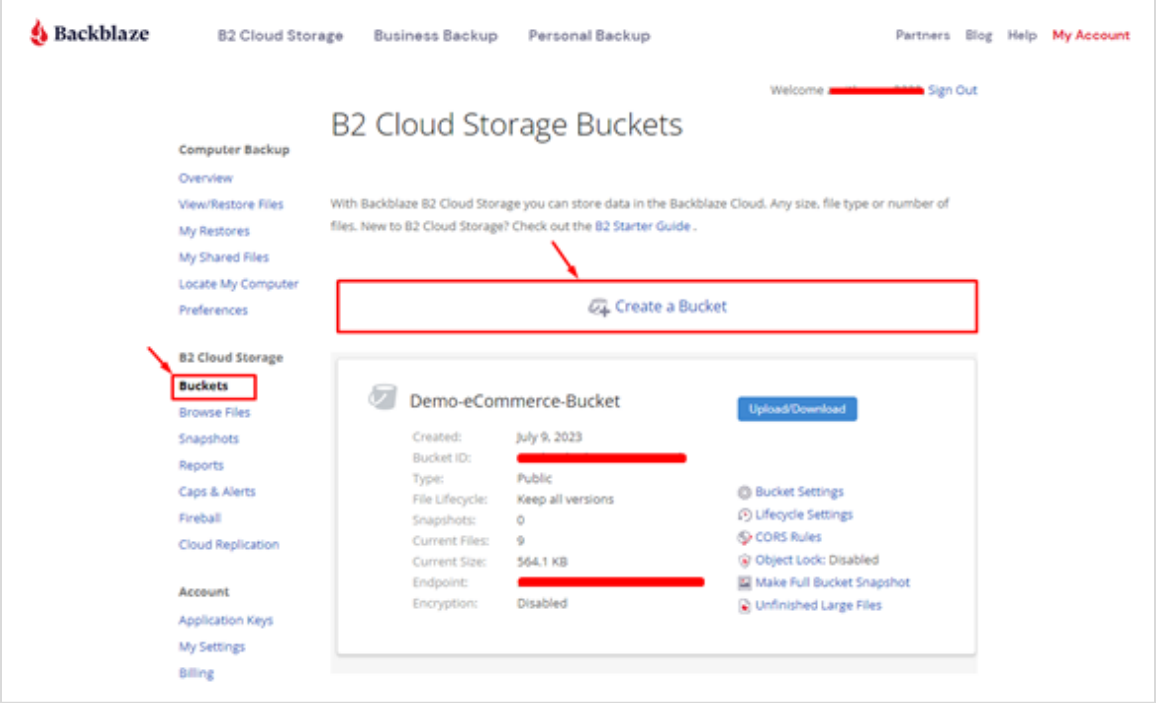


Figure: Creating B2 cloud storage Bucket

- Set a unique bucket name (Bucket names must be at least six characters and globally unique. A message is displayed if your bucket name is already in use.) and make it to public.

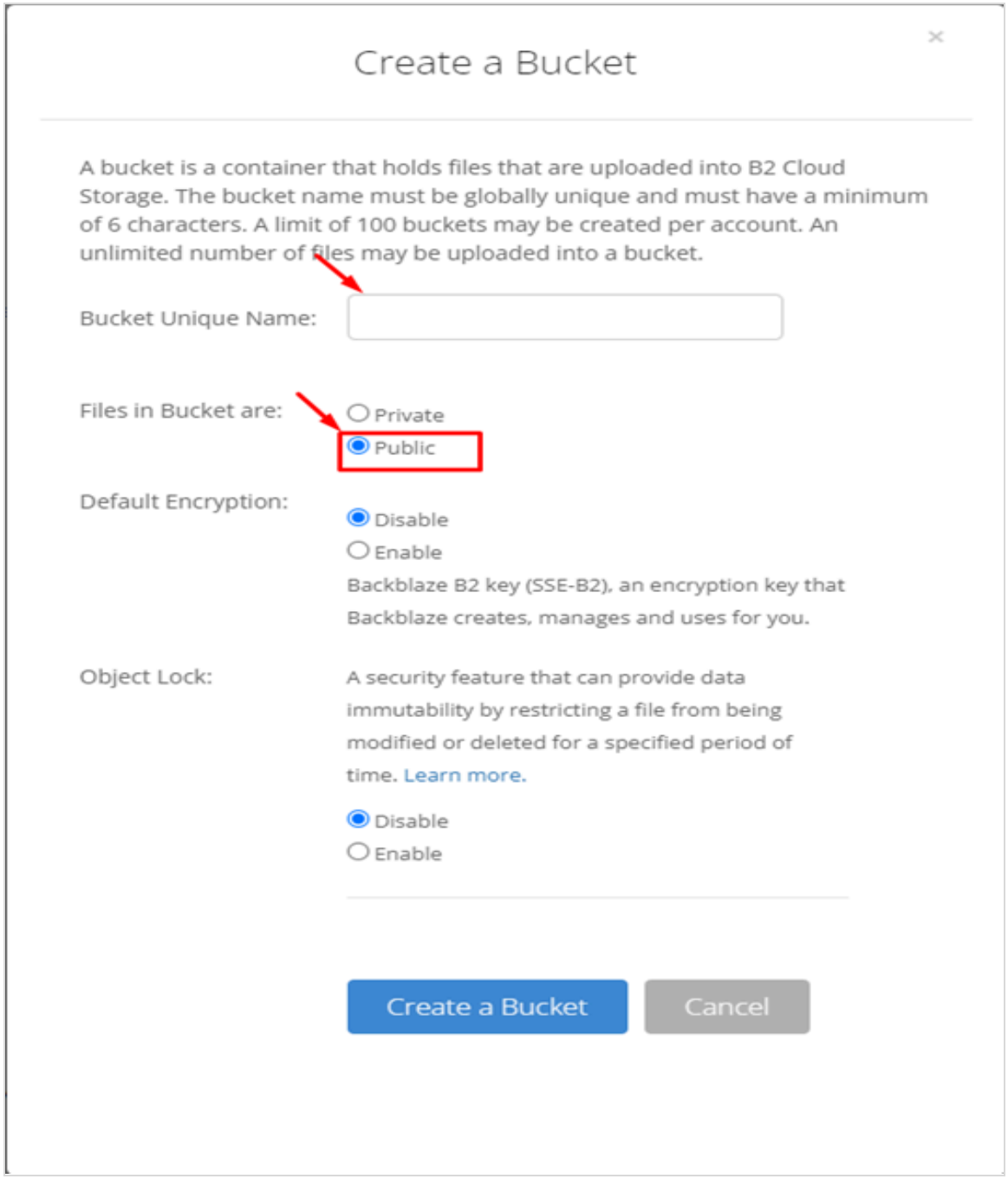


Figure: Creating Bucket

- Now you will get the Bucket ID, Endpoint with the default region

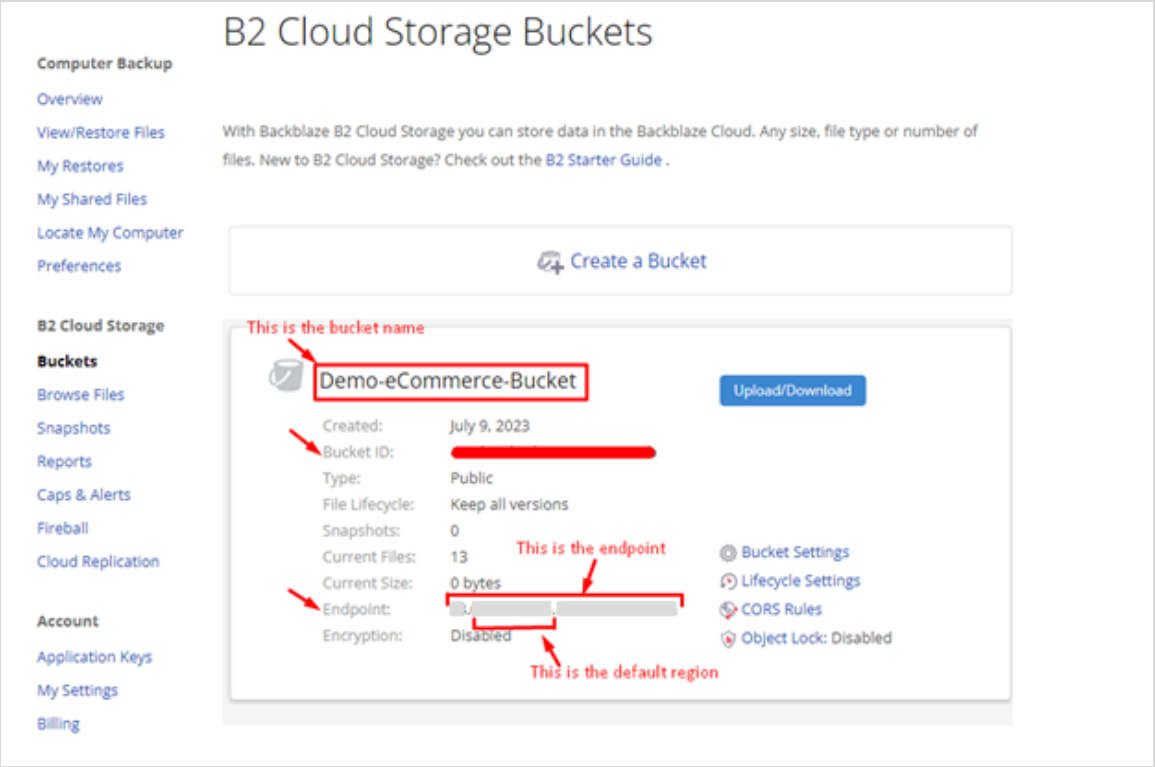


Figure: Showing B2 Cloud Storage Buckets

5.6.5.Set Backblaze Credentials in the Application

Maps the Backblaze B2 credentials (Key ID, Application Key, bucket name, region/endpoint, URL) into the configuration so the app can read/write files to your B2 bucket.

Purpose: Ensure the application can authenticate to B2 and generate correct public links for your media.

Action:

To set backblaze file system credentials you need to follow the steps mentioned below.

- From the Admin Panel, navigate to **Setup & Configurations > File System & Cache Configuration.**
- Enable the Backblaze File System Activation option
- Insert BACKBLAZE_ACCESS_KEY_ID. After creating the application key you will find the Key ID Insert the ID here.
- Insert BACKBLAZE_SECRET_ACCESS_KEY. After creating the application key you will find the Application Key insert the ID here.
- Insert BACKBLAZE_DEFAULT_REGION. After creating a bucket you will find Endpoint, the second part is the default region insert it here.

- Insert BACKBLAZE_BUCKET. After creating a bucket you will find the bucket name, insert this name here
- Insert BACKBLAZE_ENDPOINT and must have included https. For example, https://……..com
- Insert BACKBLAZE_URL by formatting it this way: https://BACKBLAZE_ENDPOINT/BACKBLAZE_BUCKET.

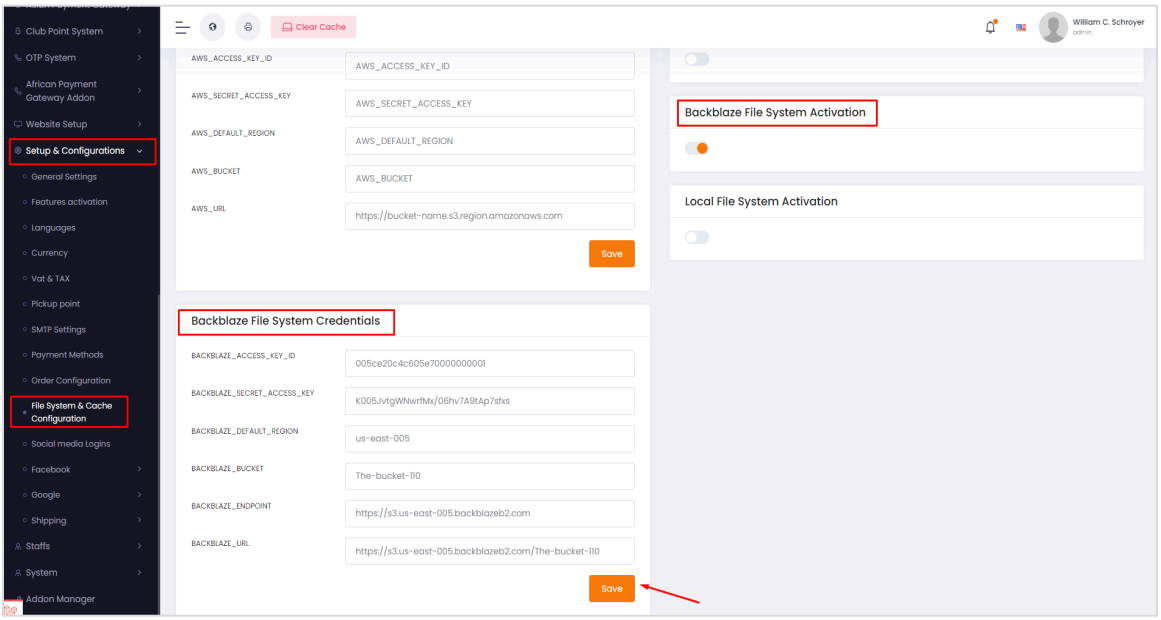


Figure: Inserting Backblaze file system credentials

5.6.6. Configure Redis Cache Support

Enables Redis as the cache store. With Redis active, frequently accessed queries and computed fragments are served from memory, reducing database load and improving page/API response times.

Purpose: Improve performance and scalability for high-traffic storefront and admin operations by caching data in-memory.

Action:

- Follow below steps:
- Go to this link https://www.techalyst.com/posts/install-and-configure-redis-server-for-laravel and follow from **Step 1** to **Step 5**
- From the Admin Panel, navigate to **Setup & configuration > File System & Cache Configuration**
- Choose **Redis** option in **CACHE_DRIVER** & **SESSION_DRIVER** section and **set Redis Host**, **Redis Password** and **Redis Port** in **Redis configuration** section.

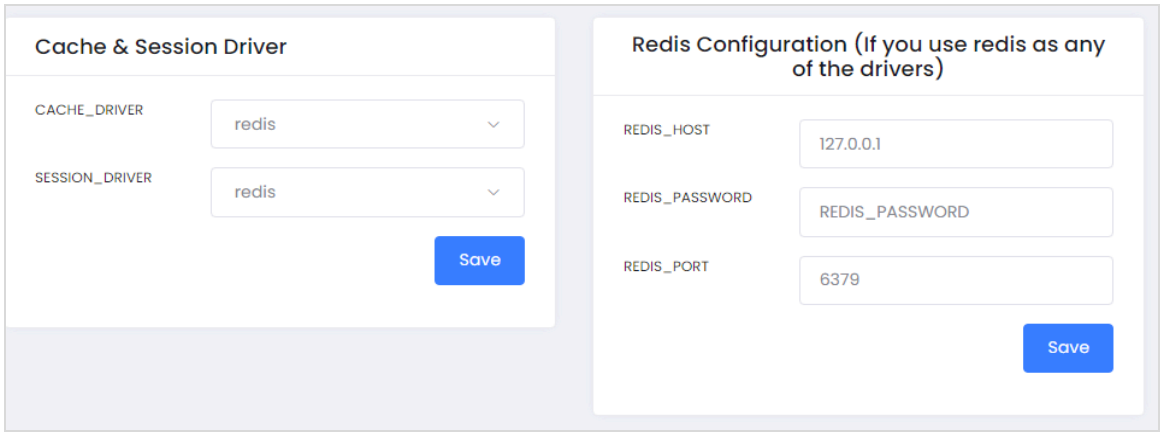


Figure: Configure Redis Cache Support

5.6.7.Cache Maintenance (Clear/Refresh)

This subsection explains how to clear or refresh your application cache.

Cache clearing ensures that configuration updates, theme or asset changes, and new uploads are reflected immediately on the storefront and admin panel.

Purpose: Rebuild cached configuration, views, and assets to ensure the system reflects your latest changes accurately and consistently. It is especially important after switching file systems, editing templates, or modifying caching configurations.

Action:

- The **Clear Cache** button is available in the top utility bar (beside Browse Website, POS, etc.).
- Click **Clear Cache** after performing any of the following actions:
  - ➜ Switching file storage drivers (Local / S3 / Backblaze)
  - ➜ Updating product media, themes, or configuration settings
  - ➜ Modifying cache or session driver options
- If Redis is used as the cache driver, clearing cache from this button will also clear Redis-stored cache entries.
- After clearing cache, reload the storefront and key admin pages to confirm that updated content and assets are visible.

Note:

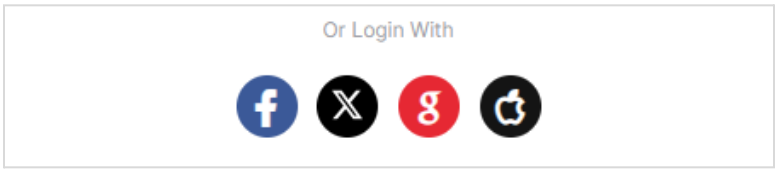
- ➜ *Clearing cache does not delete files or affect your data — it only refreshes stored application configurations and compiled views.*
- ➜ *Run cache clearing after any major configuration change or deployment for best results.*

5.7. Social Media Logins

The **Social Media Logins** feature allows users to sign in using their existing Facebook, Google, Twitter, or Apple accounts, removing the hassle of manual sign-ups and passwords.

By configuring these APIs, the admin can provide a smoother registration and login process while ensuring secure OAuth authentication between the social platform and the Active eCommerce CMS system.

Purpose: To simplify customer registration and login using trusted social accounts, improving accessibility and reducing friction during authentication.



Figire: Social Media Buttons during login/registration

Action:

- **Configure Facebook Login API**
  - ➜ Log in to [Facebook Developers] using your Facebook email and password.
  - ➜ Click **My Apps** → **Add New App**, provide an app name, and click **Create App ID**. You will be redirected to the App Dashboard.
  - ➜ Navigate to **Settings** → **Basic**.
    - Set the **App Domains** (your website domain).
    - Click **Save Changes**.
    - Copy the **App ID** and **App Secret** — you'll need these for CMS setup.
  - ➜ From the left menu, click **Products** → **Facebook Login** → **Quickstart**.
    - Choose **Web**, enter your **site URL**, and click **Save**.
  - ➜ Then go to **Facebook Login** → **Settings**.
    - Set the **Valid OAuth Redirect URIs** as:
      `https://your-domain.com/social-login/facebook/callback`
    - Click **Save**.
  - ➜ Now open your **Admin Dashboard** → **Setup & Configuration** → **Social Media Login**.
    - Paste the **App ID** and **App Secret** in the Facebook Login Credential section.
    - Click **Save**.

Effect: Facebook login button becomes available on the user login/registration page.

Notes:

➜ *Ensure Redirect URI exactly matches the one configured in the Facebook App settings.*

➜ *App must be live (not in development mode) for real user logins.*

- **Configure Google Login API**

  ➜ Go to **Google Developer Console**.

  ➜ Click **Configure a Project**, give your **Project Name**, and click **Next**.

  ➜ Set your **Product Name** and click **Next**.

  ➜ Configure OAuth Client:

  - Choose **Web Application** as the application type.
  - Under **Authorized Redirect URIs**, add:
    https://your-domain.com/social-login/google/callback
  - Click **Create** to generate your **Client ID** and **Client Secret**.

  ➜ Open your **Admin Dashboard → Setup & Configuration → Social Media Login**.

  - In **Google Login Credential**, insert the **Client ID** and **Client Secret**.
  - Click **Save**.

  Effect: Enables users to log in with their Google account directly from the storefront login page.

  Notes:

  ➜ *If the redirect URI is incorrect, Google will display an "Invalid Redirect URI" error.*

  ➜ *Make sure the consent screen is configured and verified on the Google Console.*

- **Configure Twitter Login API**

  ➜ Visit **Twitter Developer Portal** and log in.

  ➜ Click **Create an App**, fill in the application details, and set the **Callback URL** as:
  https://your-domain.com/social-login/twitter/callback

  ➜ After creating the app, retrieve your **Consumer Key** and **Consumer Secret**.

  ➜ In **Admin Dashboard → Setup & Configuration → Social Media Login**,

  - Enter the **Consumer Key** as *Client ID* and **Consumer Secret** as *Client Secret* in the Twitter Login Credential fields.
  - Click **Save**.

  Effect: Adds the "Login with Twitter" option to your customer login and registration forms.

  Notes:

  ➜ *Twitter API requires approval for certain permissions; ensure your app is reviewed if needed.*

  ➜ *Keep callback URL identical to avoid authentication failure.*

- **Configure Apple Login API**
  - ➜ Visit **Apple Developer Account** and log in.
  - ➜ From the left navigation, go to **Identifiers → App IDs**.
    - Click **(+)** to create a new identifier.
    - Enter **Description** and **Bundle ID**, and enable **Sign in with Apple**.
      Usually the default setting of "Enable as a primary App ID" should suffice here. If you ship multiple apps that should all share the same Apple ID credentials for your users, please consult the Apple documentation on how to best set these up.
    - Click **Continue → Register** to finish creation.

    If you already have an App ID:
    - Open the App ID, enable **Sign in with Apple**, and click **Save**.

  1. **Configure Service ID**
     - ➜ Go to **Service IDs**.
       - Click **Register an Services ID → Continue**.
       - Set **Description** and **Identifier** (this will be your `clientID`).
       - Click **Continue → Register**.
       - Enable **Sign in with Apple**, then click **Configure**.
       - Choose your **App ID**, set **Domains** (e.g., `domain.com`), and **Return URLs**: https://domain.com/apple-callback
       - Click **Next → Done → Continue → Save**.
  2. **Create a Key for Apple Sign-In**
     - ➜ Go to **Keys** → click **Create a Key**.
       - Set a key name (e.g., *Sign in with Apple key*).
       - Check the box for **Sign in with Apple**, click **Configure**, and choose your **Primary App ID**.
       - Click **Save → Continue → Register**.
       - Download the key file — it will only be shown once.
       - Note the **Key ID**, **Team ID**, and **Client ID** for later use.
  3. **Generate Secret Key:**
     Follow Apple's documentation:
     https://developer.apple.com/documentation/sign_in_with_apple/generate_and_validate_tokens

4. **Add Credentials to CMS**
   - ➜ Go to **Admin Dashboard → Setup & Configuration → Social Media Login**.
   - ➜ Insert your Apple **Client ID**, **Team ID**, **Key ID**, and generated secret key.
   - ➜ Click **Save**.

General Notes

- ➜ *Social media logins will appear on both **login** and **registration** pages once configured and then enabled from Features Activation.*
- ➜ *Always use HTTPS for all callback URLs.*
- ➜ *Double-check the spelling of redirect URIs; even a small mismatch will cause OAuth failure.*
- ➜ *Configure **SMTP** under **Setup & Configuration → SMTP Settings** to ensure verification and welcome emails reach users after login.*

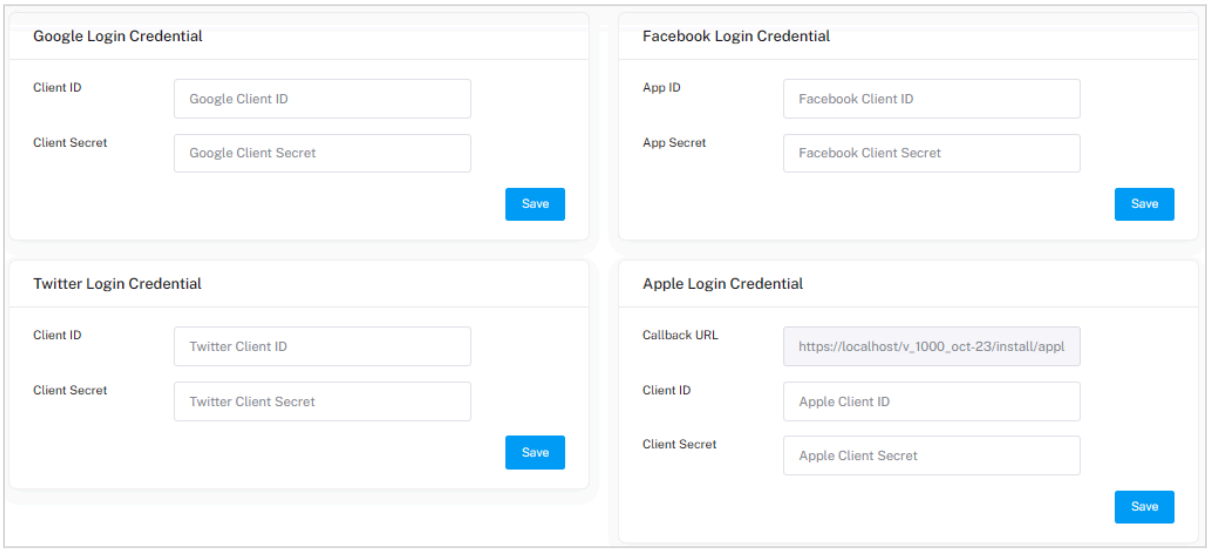


Figure: Social Media Logins page in Setup & Configurations

5.8. Facebook (WhatsApp Chat, Facebook Comment)

The Facebook integrations allow the admin to add a floating WhatsApp Chat widget for instant communication and a Facebook Comment plugin for interactive discussions under products. Both tools enhance customer engagement and make communication more direct and personal.

Purpose: Improve user interaction and streamline communication between customers, sellers, and the store through integrated Facebook and WhatsApp tools.

Action:

- **Configure WhatsApp Chat**
  - ➜ Navigate to **Admin Panel → Setup & Configuration → Facebook → WhatsApp Chat**.
  - ➜ Enable the following toggles:
    - **WhatsApp Chat**:
      Activates the floating WhatsApp chat button on the storefront for general communication/inquiry with the admin.

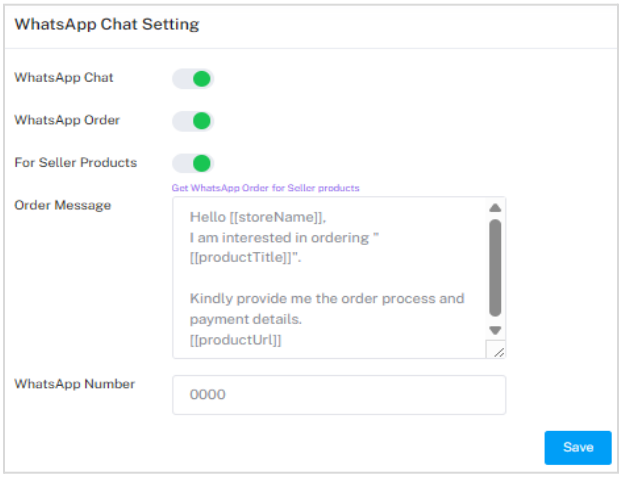


Figure: WhatsApp Chat Setting Activation

    - **WhatsApp Order**:
      Enables the *Order via WhatsApp* button on product detail pages.
    - **Seller Product WhatsApp Order**:
      Allows sellers' products to also display the *Order via WhatsApp* button (messages are still sent to the admin's configured number).
  - ➜ Enter the **WhatsApp Business Number** in international format (e.g., +1XXXXXXXXX).
  - ➜ Once Order via WhatsApp is enabled, a text box will appear to set the **Automated Message** that customers will see when they initiate a chat or click *Order via WhatsApp*.
  - ➜ Click **Save** to apply changes.
  - ➜ Test on the storefront to confirm that the WhatsApp icon and *Order via WhatsApp* options appear correctly.
  - ➜ **Effect:** Enables direct customer contact and quick ordering with admin through WhatsApp.
- **Configure Facebook Comment**
  - ➜ Navigate to **Admin Panel → Setup & Configuration → Facebook → Facebook Comment**.
  - ➜ Toggle **Facebook Comment** to enable the comment plugin.
  - ➜ Enter the **Facebook App ID** obtained from your Facebook Developers account.
  - ➜ Click **Save** to store the configuration.
  - ➜ If needed, follow the on-screen setup instructions:
    - Login to your Facebook account.
    - Go to https://developers.facebook.com/apps/.
    - Create a new App or select an existing one.

- Copy the **App ID** from the Dashboard page and paste it in the admin panel field.

➜ After saving, open any product page and scroll to the comment area to confirm that the Facebook comment box appears correctly.

➜ **Effect:** Enables customers to post comments and replies using their Facebook accounts directly on product pages.

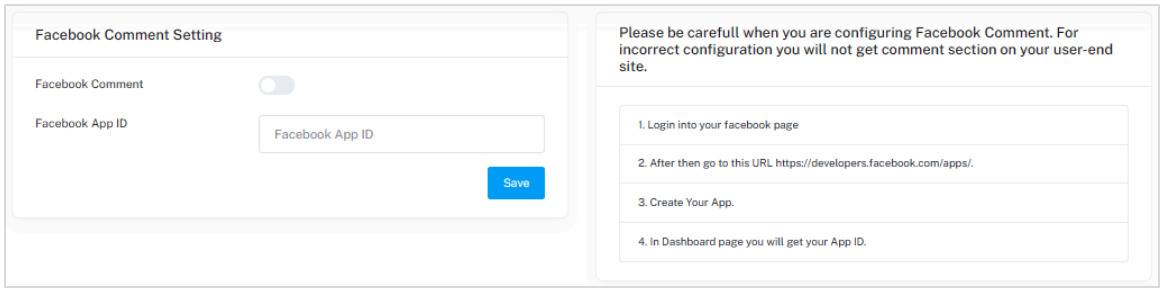


Figure: Facebook Comment Setting Activation

Notes:

➜ *All WhatsApp features (Chat, Order, Seller Product Order) are controlled by toggles from the WhatsApp Chat settings page.*

➜ *Misconfigured or invalid **Facebook App IDs** will prevent the comment section from appearing on the storefront.*

➜ *For Facebook Comment setup, ensure you have created and published the app correctly under your Facebook Developer account.*

5.9. Google

Google services power analytics tracking, bot protection, map embedding, and mobile push notifications. These integrations help analyze visitor behavior, secure user interactions, enhance location-based features, and send mobile app notifications.

Purpose: Enable and manage core Google-related tools that improve marketing insight, site security, usability, and mobile connectivity.

5.9.1. Analytics Tools

The Analytics Tool section integrates your website with **Google Analytics** for traffic analysis and **Facebook Pixel** for ad performance tracking. These tools collect insights about customer journeys and help you measure the success of campaigns and conversions.

Purpose: Track user interactions, monitor traffic patterns, and optimize marketing performance through analytics data and advertising pixels.

Action:

- Navigate to **Admin Panel → Setup & Configuration → Google → Analytics Tools**.
- In this page, you will find two configuration blocks:
  a. **Facebook Pixel Setting**
     1. Toggle **Facebook Pixel Activation** to ON.
     2. Enter your **Facebook Pixel ID** in the provided field.
     3. Click **Save**.

     How to get your Pixel ID:
     1. Log in to your **Facebook Ads Manager** account.
     2. From the left navigation bar, open **Events Manager**.
     3. Copy your **Pixel ID** displayed under your site name.
     4. Paste this Pixel ID into the **Facebook Pixel ID** field in the admin panel.

     Note:
     - ➜ *Please be careful when configuring Facebook Pixel to ensure that the ID is correct.*
     - ➜ *Once saved, pixel tracking begins immediately and reports will appear in your Facebook Events Manager.*

  b. **Google Analytics Setting**
     1. Toggle **Google Analytics Activation** to ON.
     2. Enter your **Tracking ID**
     3. Click **Save**.

     Verification: *Visit your storefront, browse several pages, and check your Google Analytics real-time report to confirm data collection.*

     Note:
     - ➜ *For GA4, ensure event names and parameters follow Google's e-commerce schema.*
     - ➜ *Restrict your keys to your domain for added security*.

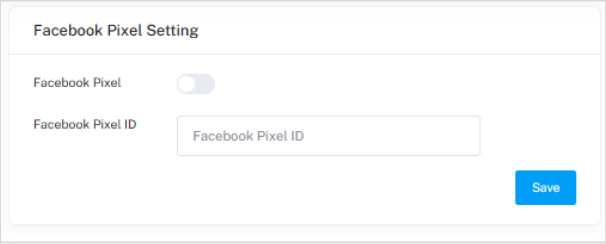


Figure: Facebook Pixel Setting in Analytics Tools

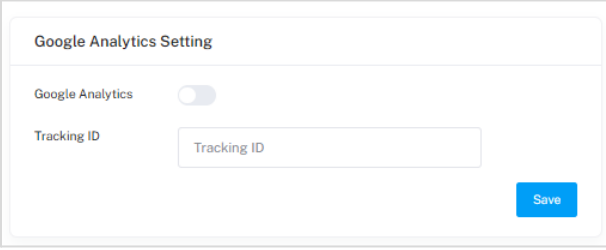


Figure: Google Analytics Setting in Analytics Tools

5.9.2.Google reCAPTCHA

Google reCAPTCHA v3 helps protect your forms and login pages from automated bots. It analyzes user behavior to assign a trust score, allowing legitimate users while blocking suspicious activity.

Purpose: Prevent spam and bot submissions across login, registration, and contact forms using Google reCAPTCHA v3 verification.

Action:

- Generate API Keys
  - ➜ Navigate to **Admin Panel** → **Setup & Configuration** → **Google** → **Google reCAPTCHA**.
  - ➜ If you don't have reCAPTCHA credentials, register your site by visiting the Google reCAPTCHA Admin Console (https://www.google.com/recaptcha/admin/create).
  - ➜ Complete the form as follows:
    - Enter your website URL (e.g., example.com) in the **Label** field.
    - Select **Score based (v3)** as the reCAPTCHA type.
    - Add your domain (e.g., example.com) under **Domains**.
    - Optionally add admin emails for management.
    - Accept the Terms of Service and click **Submit** to generate your keys.
  - ➜ You will receive a **Site Key** and **Secret Key**.

- **Configure Google reCAPTCHA Settings**
  - ➜ Toggle **Google reCAPTCHA** to ON to enable it.
  - ➜ Paste the **Site Key** and **Secret Key** into their respective fields.
  - ➜ From the dropdown, select the **Accept V3 Score threshold** (e.g., "More than or equal to 0.5").
  - ➜ Click **Save** to apply your changes.
  - ➜ Enable or disable reCAPTCHA for specific pages (such as Login, Registration, or Contact Us) by toggling their buttons; click **Confirm** in the popup to save the choice.

- **How to Interpret reCAPTCHA V3 Scores**

Score	Interpretation	Recommended Action
0.0 – 0.3	Very likely a bot	Block or require extra verification
0.3 – 0.5	Suspicious activity	Consider extra verification
0.5 – 0.7	Possibly human	Likely legitimate
0.7 – 0.9	Likely human	Safe to allow
0.9 – 1.0	Very likely human	Definitely allow

Verification: *Submit a test login or registration form to ensure reCAPTCHA appears and validates successfully.*

Note:

- ➜ *Use recaptcha v3 for a frictionless experience (no checkbox required).*
- ➜ *Update keys immediately if rotated or revoked in the Google console*.

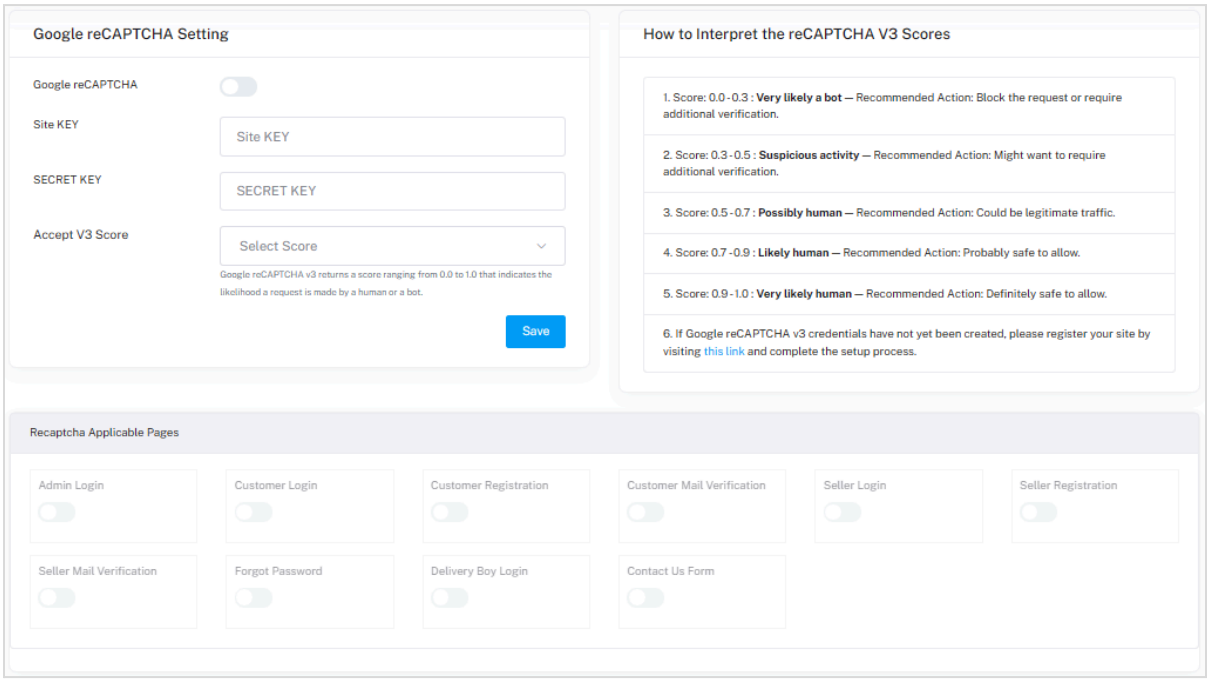


Figure: Configuration page for Google reCAPTCHA

5.9.3.Google Map

This section enables Google Map integration to display location selectors and default store coordinates within your application.

Purpose: Allow customers and admins to access map location features and store locator support using the Google Maps API.

Action:

- Navigate to **Admin Panel** → **Setup & Configuration** → **Google** → **Google Map**.
- Under the **Google Map Setting** section:
  1. Toggle **Google Map Activation** to ON.
  2. Enter your **Google Maps API Key** in the input field.
  3. Click **Save**.

Notes: *To obtain your API key, visit the Google Cloud Console, enable the Maps JavaScript API, and create a credential restricted to your domain.*

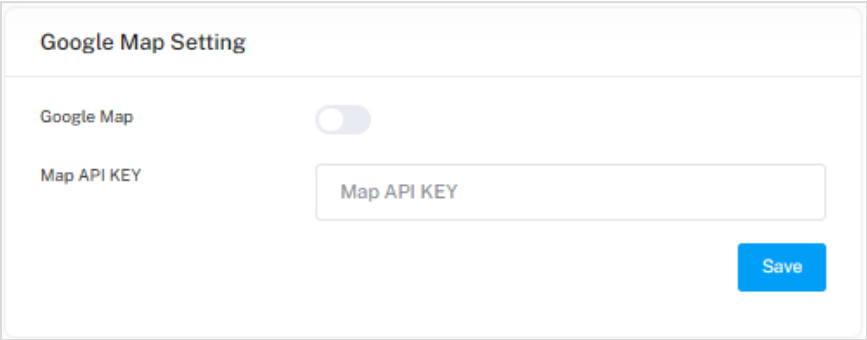


Figure: Configuration page for Google Map

5.9.4. Configure Firebase console setup for Push Notifications for mobile app

Connects your system to Firebase Cloud Messaging (FCM) to send push notifications to mobile app users. This setup allows the admin to send real-time updates such as order status changes, offers, and promotional notifications.

Purpose: Enable push notification functionality for connected mobile apps. Without proper Firebase configuration, mobile devices will not receive push alerts from the system.

Action:

To configure Firebase for push notifications, follow the steps below:

- Go to Firebase Console and log in with your Google account.
- Click **Add Project** and enter a project name, then click **Continue**.
- Disable **Google Analytics for this project** and click **Create Project**.
- After setup, click **Continue** to access your project dashboard.
- Go to **Project Settings** → **Cloud Messaging**.
- Copy the **Server Key** displayed on this page — this is your Firebase Cloud Messaging key.
- In your Active eCommerce CMS Admin Panel, go to **Setup & Configuration** → **Google** → **Google Firebase**.
- Go to the **Google** → **Google Firebase** Setting section to toggle on **Google Firebase**
- Click **Save** to complete the setup.

Verification:

➜ *Send a test notification from the admin panel to confirm that mobile devices receive it successfully.*

➜ *Ensure that the same Firebase credentials are configured in the connected mobile app.*

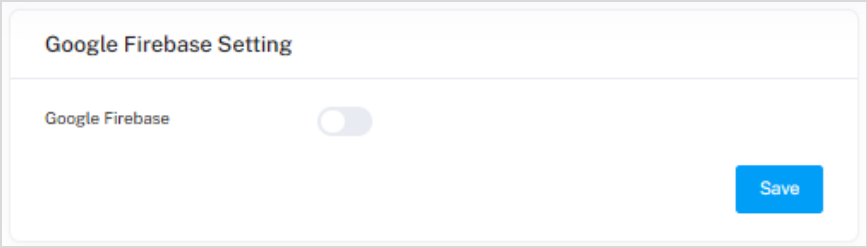


Figure: Configuration page for Google Firebase

5.10. Shipping

The **Shipping** module manages how delivery costs are calculated and applied across all purchases. It combines method-based configuration and geographic hierarchy setup to ensure accurate, location-based pricing. Admins can define whether costs depend on area, product, seller, or carrier, and can manage all supported shipping locations directly from the configuration panel.

Purpose: Provide flexible, scalable control over global and local shipping operations through configurable rules and dynamic region mapping.

5.10.1. Select Shipping Method

This section allows the admin to choose which cost calculation method the system will use for all shipping operations. Only one method can be active at a time, determining how rates are applied during checkout.

Action:

- **Access the Shipping menu**
  - ➜ Navigate to **Admin Panel → System & Configurations → Shipping → Selected Shipping Method.**
  - ➜ **Effect:** Displays all available shipping calculation methods.

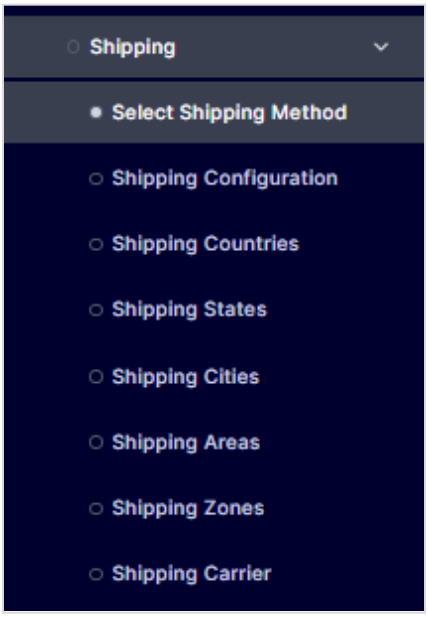


Figure: Access Shipping Menu

- **Select and Activate a method**
  - ➜ Choose one of the five available methods:
    - **Area Wise Shipping Cost**:
      Calculates based on the customer's area under their city.
    - **Product Wise Shipping Cost**:
      Adds each product's shipping cost.
    - **Flat Rate Shipping Cost**:
      Same cost regardless of products or sellers.
    - **Seller Wise Shipping Cost**:
      Each seller has a fixed cost; multiple sellers' costs add up.
    - **Carrier Wise Shipping Cost**:
      Shipping depends on carriers, using weight or price ranges.
    - Click **SET SHIPPING METHOD** to save.
  - ➜ **Effect:** Defines how the system calculates shipping for all orders.

Notes:

- ➜ *Only one method can be active at a time.*
- ➜ *Changing the method instantly updates checkout shipping calculations.*
- ➜ *Each method must be configured separately in **Shipping Configuration** after selection.*

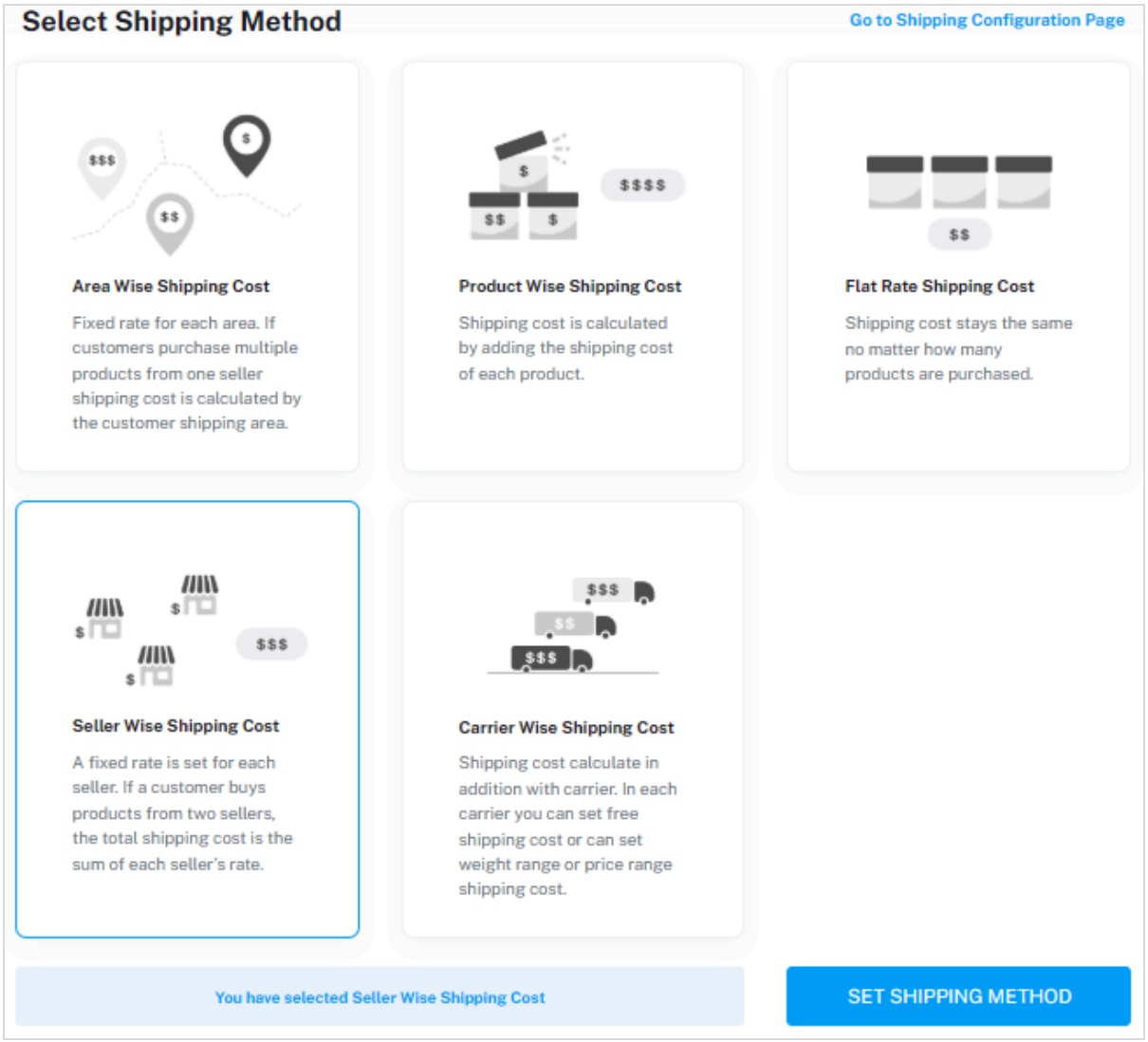


Figure: Select a Shipping Method

5.10.2.Shipping Configuration

This page centralizes the setup of whichever shipping method is currently active. Each method displays its own configuration tile with adjustable options or links to related pages.

Purpose: Allows managing shipping methods by configuring cost rates, selecting desired countries, enabling or disabling states, and creating or activating cities and areas through their respective subpages.

Action:

- **Access the Configuration Panel**
  - ➜ Navigate to **Admin Panel → System & Configuration → Shipping → Shipping Configuration.**
  - ➜ **Effect:** Shows five tiles representing all shipping types. The currently selected method appears at the top.

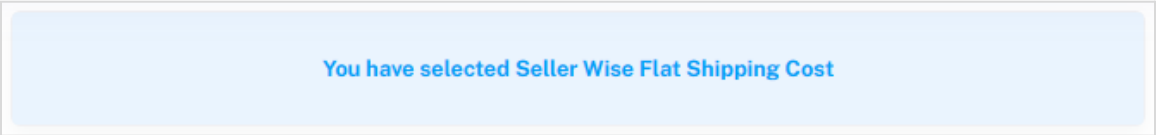


Figure: Shipping Configuration page showing Selected Shipping Method

- **Visit the Relevant Tile to Configure Details:**

  - ➜ Shipping Area Coverage & Area-Wise Shipping Cost:
    Requires setup of complete location hierarchy (**Country → State → City → Area**). It is mandatory for proper coverage.

  - ➜ Product Wise Shipping Cost:
    Rates are defined per product from the product edit page.

  - ➜ Flat Rate Shipping Cost:
    A single global rate can be set here.

  - ➜ Seller Wise Shipping Cost:
    Each seller has a fixed shipping rate. Admin can set their rate here, and sellers set theirs from their panel. If a customer buys from multiple sellers, shipping costs are added together.

  - ➜ Carrier Wise Shipping Cost:
    Requires configuration of carriers and zones.

  - ➜ **Effect:** Display shortcut links to related pages (Countries, States, Cities, Areas, or Carriers) to configure and explain the five shipping workflows

5.10.3.Shipping Area Coverage & Area-Wise Shipping Cost

Area-wise shipping cost is calculated based on rates set in Shipping Configuration. The system's shipping area coverage and the address fields shown to customers depend on this configuration.

Purpose: Explain the role of the Area-Wise option and point admins to the location pages needed to build the hierarchy (Country → State → City → Area) and ensure all geographic dependencies are correctly linked for smooth cost calculation and user address input.

Action:

- **Access Area-Wise Shipping Cost tile**
  - ➜ Navigate to *Admin → System & Configuration → Shipping → Shipping Configuration → Area Wise Shipping Cost tile*.
  - ➜ **Effect:** Defines area-based shipping and reveals country/state/city/area setup links.
- **Enable Area-Wise Shipping Cost**
  - ➜ Go to *Shipping → Select Shipping Method* and choose *Area-Wise Shipping Cost* → Set Shipping Method.
  - ➜ **Effect:** Activates area-level shipping logic.
- **Manage the shipping hierarchy (redirects)**
  - ➜ Use shortcuts to open *Shipping Countries, Shipping States, Shipping Cities,* and *Shipping Areas*.
  - ➜ **Effect:** Opens the exact pages to configure each level's availability, visibility, and cost values.
- **Enable States (optional)**
  - ➜ Enable or disable **States** (toggle) if you want to skip the state level in addresses.
  - ➜ **Effect:** If states are enabled in configuration, the state field appears in address forms; otherwise cities link directly to countries.

Notes:

- ➜ *If **only one country** is enabled, the Country field will not appear in address forms—it is automatically preset.*
- ➜ *States can be fully disabled using the toggle in Shipping Configuration; when disabled, the State field is hidden and cities are loaded directly from the country.*
- ➜ *Areas are always managed under their respective cities; if an area isn't linked to a city, it will not appear during checkout.*
- ➜ *Toggling off "Enable States" hides the state field from both admin and customer addresses.*
- ➜ *Disabling any Country, State, or City automatically disables all items beneath it.*
- ➜ *The detailed creation/edit steps for countries, states, cities and areas are covered in their respective sections (4.12.8 → 4.12.11).*

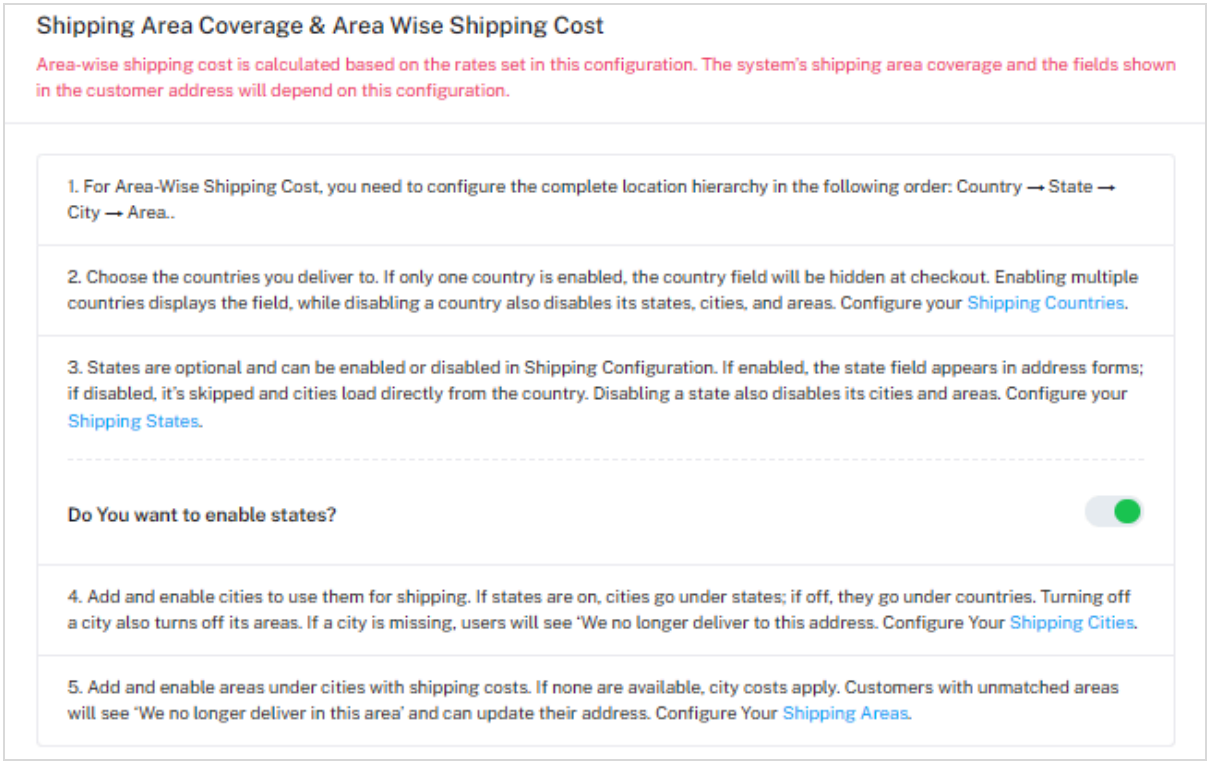


Figure: Shipping Area Coverage & Area Wise Shipping Cost configuration in Shipping Configuration page

5.10.4.Product-Wise Shipping Cost

Lets the admin or seller define shipping charges directly per product. Costs are calculated individually and summed at checkout.

Purpose: Provide flexibility for products with distinct handling or delivery requirements.

Action:

- **Enable Product-Wise Shipping Cost**
  - ➜ Go to **Shipping** → **Select Shipping Method** and choose **Product Wise Shipping Cost** → Set Shipping Method.
  - ➜ **Effect:** Switches system to per-product cost mode.
- **Set Costs for Products**
  - ➜ Navigate to **Products** → **All Products** → **Edit Product** → **Shipping section.**
  - ➜ Configure options:
    - **Free Shipping** – No cost added.
    - **Flat Rate** – Fixed cost applied per product.

- **Product Quantity Multiply** – Cost multiplies with product quantity.
- **Estimate Shipping Days** – Define delivery time.
- Click **Update** to save.

➜ **Effect:** The defined amount is added to the cart per product according to quantity and selected options.

Notes:

➜ *Admin and sellers can each set product shipping rules.*

➜ *Flat Rate applies a fixed cost per product, while Quantity Multiply multiplies cost by quantity purchased.*

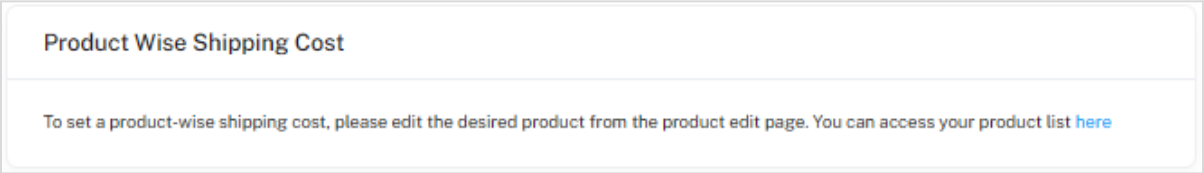


Figure: Product Wise Shipping Cost configuration in Shipping Configuration page

5.10.5.Flat Rate Shipping Cost

Applies a fixed shipping cost to every order, regardless of product type or quantity.

Purpose: Offer a simple, predictable rate that remains constant across all orders.

Action:

- **Enable Flat Rate Shipping**
  - ➜ Go to **Shipping** → **Select Shipping Method** → choose **Flat Rate Shipping Cost** → Set Shipping Method.
- **Set the flat rate value**
  - ➜ Go to **Shipping** → **Shipping Configuration** → **Flat Rate Shipping Cost tile.** Enter the flat cost value and click **Save.**
  - ➜ **Effect:** Applies a uniform rate to all customer orders.

Notes: *Flat Rate shipping is ideal for businesses with consistent delivery costs or nationwide logistics.*

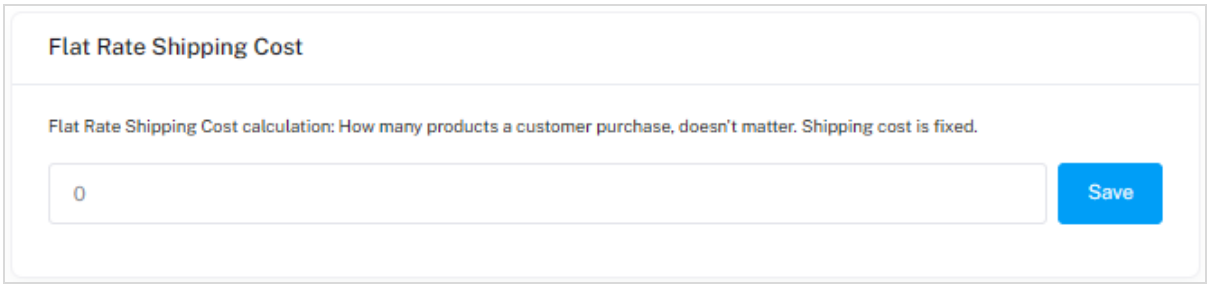


Figure: Flat Rate Shipping Cost configuration in Shipping Configuration page

5.10.6.Seller-Wise Shipping Cost

Each seller maintains a flat rate for their store. Admin can set their rate here for their in-house products. When a customer purchases from multiple sellers, all rates are added to form the total shipping cost.

Purpose: Let multi-vendor stores assign delivery rates per seller.

Action:

- **Enable Seller-Wise Shipping**
  - ➜ Go to **Shipping** → **Select Shipping Method** → choose **Seller Wise Shipping Cost** → Set Shipping Method.
- **Configure Admin & Seller rates**
  - ➜ Admin: **Shipping** → **Shipping Configuration** → **Seller Wise Shipping Cost tile** → Enter rate and Save.
  - ➜ Seller: **Seller Panel** → **Shop Settings** → **Basic Info** → **Shipping cost** * → Enter rate and **Save**.
  - ➜ **Effect:** Activates seller-based calculation.

Note: *During checkout, If customers purchase 2 products from two sellers shipping cost is calculated by addition of each seller flat shipping cost.*

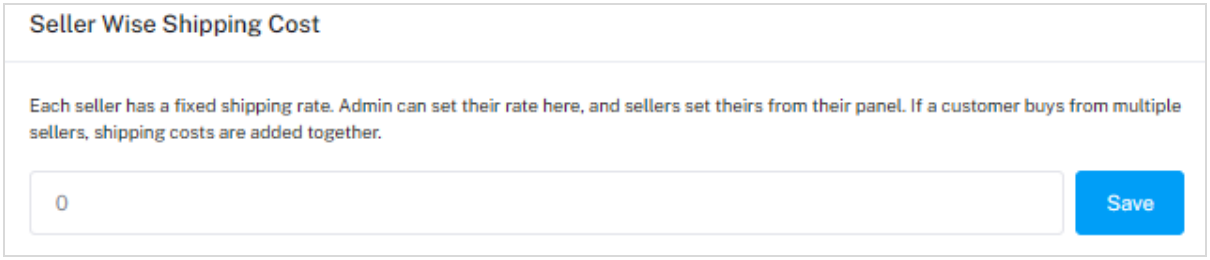


Figure: Seller Wise Shipping Cost configuration in Shipping Configuration page

5.10.7. Carrier-Wise Shipping Cost

Shipping is determined by carrier profiles, which can include free shipping or price or weight-based ranges.

Purpose: Describe Carrier-Wise mode and direct admins to the Carrier management page for detailed setup. It offers customers multiple carrier options with dynamic, condition-based pricing.

Action:

- **Enable Carrier-Wise Shipping**
  - ➜ Go to **Shipping** → **Selected Shipping Method** → choose **Carrier Wise Shipping Cost** → Set Shipping Method.
  - ➜ **Effect:** Activates the carrier-based calculation mode.
- **Access Carrier-Wise Shipping Cost Tile**
  - ➜ Navigate to **Admin** → **System & Configuration** → **Shipping** → **Shipping Configuration** → **Carrier-Wise Shipping Cost tile.**
  - ➜ **Effect:** Redirects to setup page for Shipping Carrier.

Notes:

- ➜ *Product weights are mandatory for weight-based carrier billing.*
- ➜ *Carrier selection becomes available during checkout under Delivery Options.*

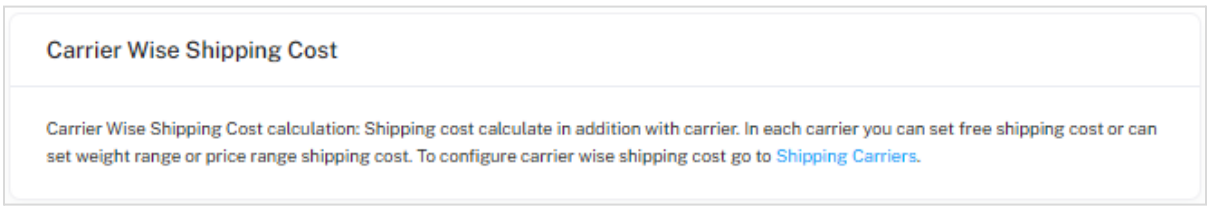


Figure: Carrier Wise Shipping Cost configuration in Shipping Configuration page

5.10.8.Shipping Countries

Lists all countries available for shipping, allowing the admin to enable or disable each.

Purpose: Determine operational coverage areas and control the visibility of countries during address selection.

Action:

- **Access Countries page**
  - ➜ Navigate to **Shipping → Shipping Countries.**
  - ➜ **Effect:** Opens the full list with Name, Code, and Show/Hide toggle.
- **Enable or disable countries**
  - ➜ Toggle **Show/Hide** beside each country to activate or deactivate it.
  - ➜ **Effect:** Updates checkout and configuration availability instantly.

Notes:

➜ *If only one country is enabled, the Country field will be automatically skipped during checkout.*

➜ *Disabling a country hides all its states, cities, and areas from both admin and customers.*

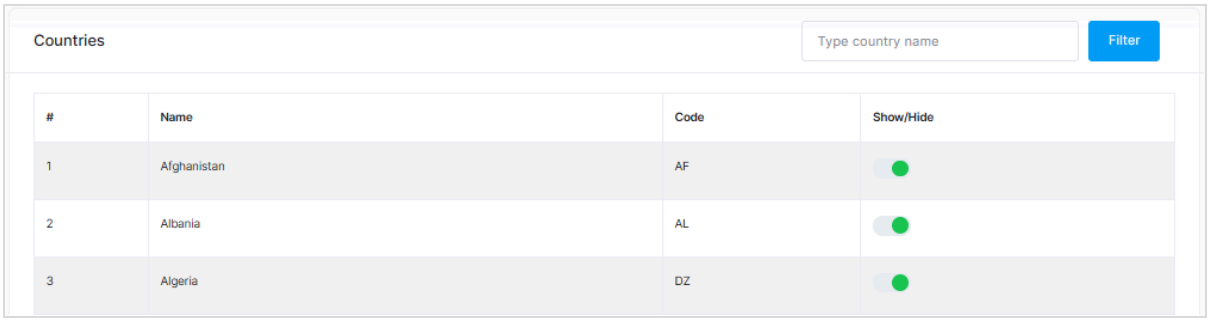


Figure: Activation of Shipping Countries

5.10.9.Shipping States

Allows the admin to create and manage states within countries. States are optional and can be globally toggled on or off.

Purpose: Define middle-level regions (provinces/states) for countries that require them.

Action:

- **Access States page**

➜ Navigate to **Shipping** → **Shipping States**.

➜ **Effect:** Displays the list of all states with country filter and toggles.

- **Add or edit states**
  - ➜ Click **Add New State**, enter **Name**, select **Country**, and click **Save**.
  - ➜ Use **Edit** or **Show/Hide** or **Delete** to modify or enable/disable entries.
  - ➜ **Effect:** Adds the state and allows assigning related cities.

Notes:

➜ *When the **Enable States** toggle in Shipping Configuration is turned off, state selection is skipped.*

➜ *Disabling a state automatically disables its cities and areas.*

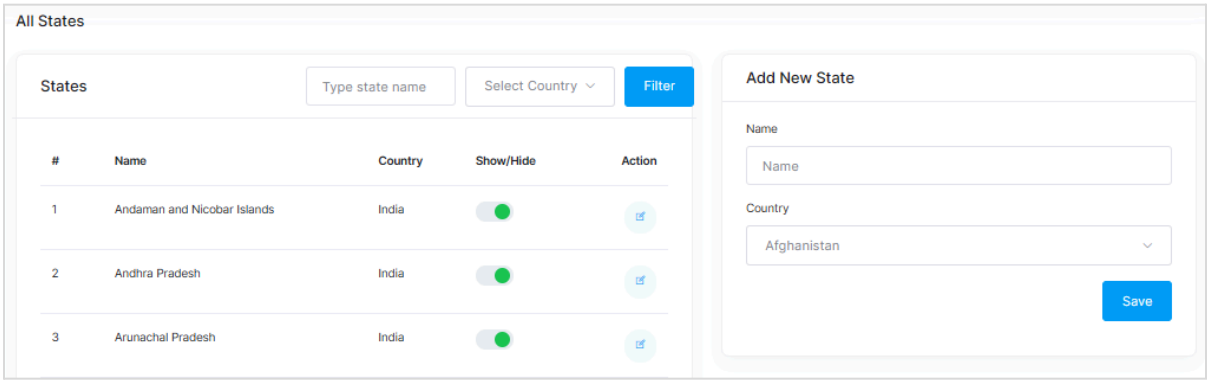


Figure: Creation and Activation of Shipping States

5.10.10. Shipping Cities

Cities form the basis for assigning shipping costs and grouping areas.

Purpose: Add, edit, and manage city-level coverage and fallback shipping cost values.

Action:

- **Access Cities page**
  - ➜ Navigate to **Shipping** → **Shipping Cities**.
  - ➜ **Effect:** Opens the full list with filters for Country/State and a cost column.
- **Add or Edit new city**
  - ➜ Click **Add New City**, enter **Name**, select **Country** and **State** (if enabled), set City **Cost**, and click **Save**.
  - ➜ Use **Edit** or **Show/Hide** or **Delete** to modify or enable/disable entries.
  - ➜ **Effect:** Adds the city and allows assigning related areas.

Notes:

- ➜ *Disabling a city hides all associated areas.*
- ➜ *If an area is not linked to a city, customers won't be asked to select it.*
- ➜ *City costs are used as fallback when area data is missing.*

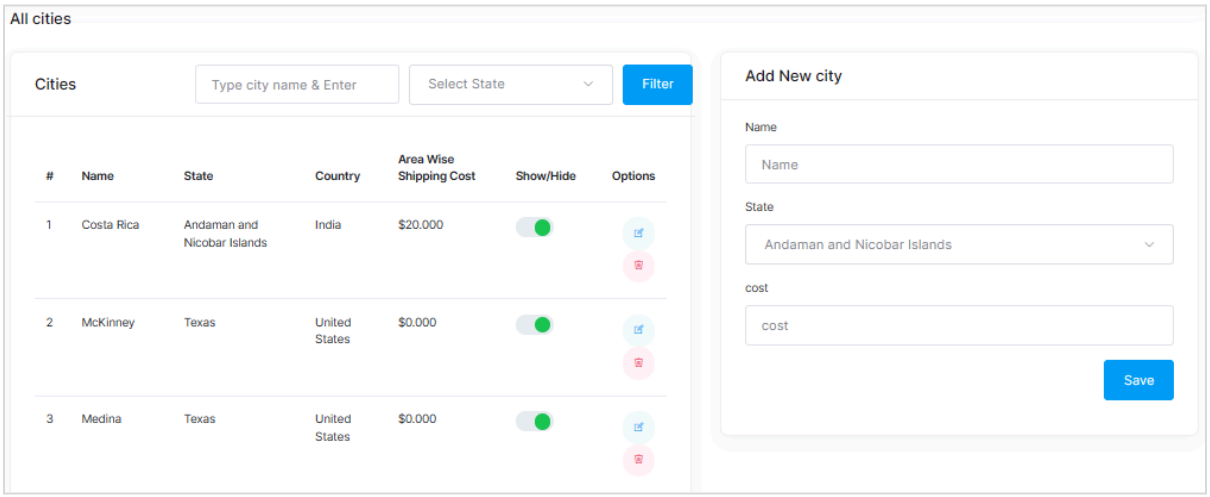


Figure: Creation and Management of Cities in Active eCommerce CMS

5.10.11.Shipping Areas

Areas represent the smallest geographic division used for shipping cost precision. They exist under cities and allow neighborhood-level rate setup.

Purpose: Fine-tune delivery coverage by defining smaller, city-based service zones.

Action:

- **Access Areas page**
  - ➜ Navigate to **Shipping** → **Shipping Areas**.
  - ➜ **Effect:** Displays all areas with corresponding city and cost data and filters for Area/City/State.
- **Add or Edit new area**
  - ➜ Click **Add New Area**, enter **Name**, select **Country/State/City**, set Area **Cost**, click **Save**.
  - ➜ Use **Edit** or **Show/Hide** or **Delete** to modify or enable/disable entries.
  - ➜ **Effect:** Adds the area to its parent city and activates it for checkout.

Notes:

- ➜ *Areas must be linked to cities to appear in checkout.*
- ➜ *Disabling a city or country hides all linked areas.*

➜ *If no area matches the customer's address, the city's cost applies instead.*

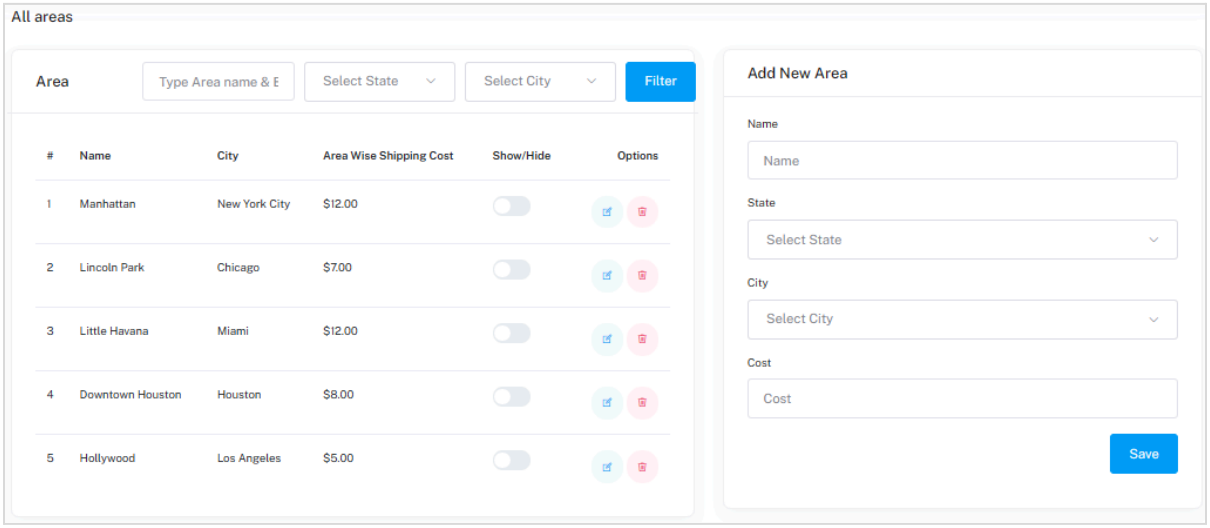


Figure: Creation and Management of Areas in Active eCommerce CMS

5.10.12.Shipping Zones

Zones group countries for use with carriers. Each carrier can serve one or more zones for flexible pricing.

Purpose: Simplify carrier configuration by defining geographic coverage ranges.

Action:

- **Access Zones page**
  - ➜ Navigate to **Shipping** → **Shipping Zones**.
  - ➜ **Effect:** Displays all created zones with Name, Status, and Options columns.
- **Add or Edit new zone**
  - ➜ Click **Add New Zone**, enter Zone **Name**, select **Country**, and click **Submit**.
  - ➜ Use **Edit** or **Status** or **Delete** to modify or enable/disable entries.
  - ➜ **Effect:** Creates a zone to which carriers can later be assigned.

Notes:

➜ *Disabling a zone removes it from carrier coverage.*

➜ *Zones are only used when **Carrier-Wise Shipping** is active.*

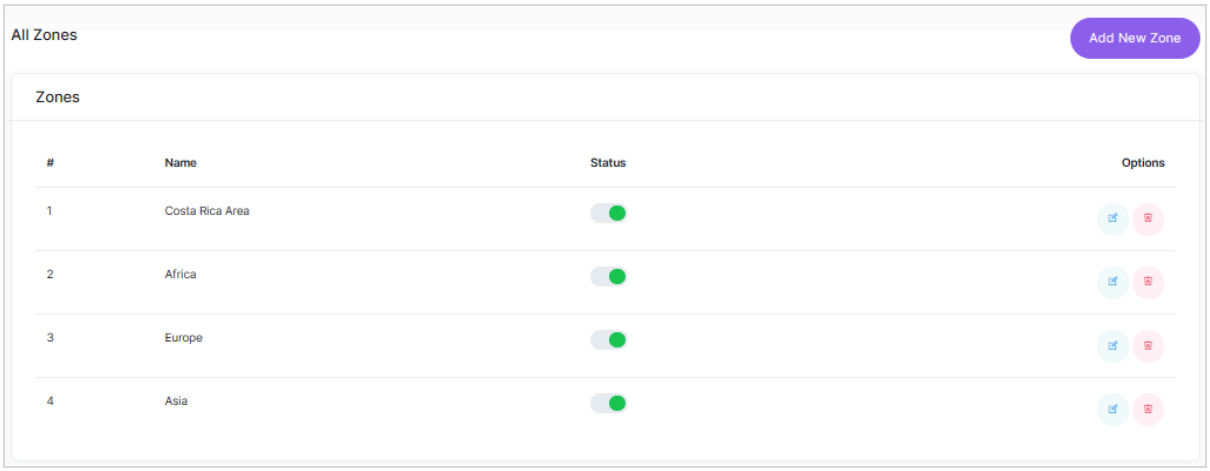


Figure: Add New Zone Button and Management of Zones in Active eCommerce CMS

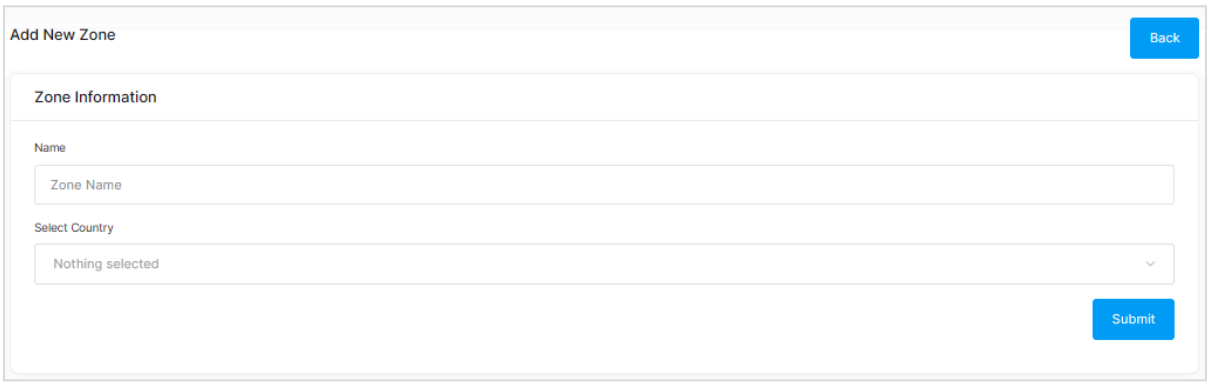


Figure: Creation of Zones in Active eCommerce CMS

5.10.13.Shipping Carrier

Defines carriers and their billing models. Each carrier can have price or weight-based cost ranges assigned to specific zones.

Purpose: Set up delivery companies and their respective pricing structures for use in carrier-based shipping.

Action:

- **Access Carriers page**
  - ➜ Navigate to **Shipping** → **Shipping Carrier**.
  - ➜ **Effect:** Opens list of all carriers with Logo, Name, Transit Time, and Status.

- **Add or Edit new Carrier**
  - ➜ Click **Add New Carrier**, fill required fields:
    - **Carrier Name**, **Transit Time**, and **Logo**
    - **Free Shipping?** (Toggle)
    - **Billing Type:** According to Price / According to Weight
    - Define **Range Start** and **End** values, assign **costs**, and link **Zones** using checkboxes
  - ➜ Click **Update Carrier Information** to save.
  - ➜ Use **Edit** or **Status** or **Delete** to modify or enable/disable entries.
  - ➜ **Effect:** Creates a carrier with specific delivery pricing rules.

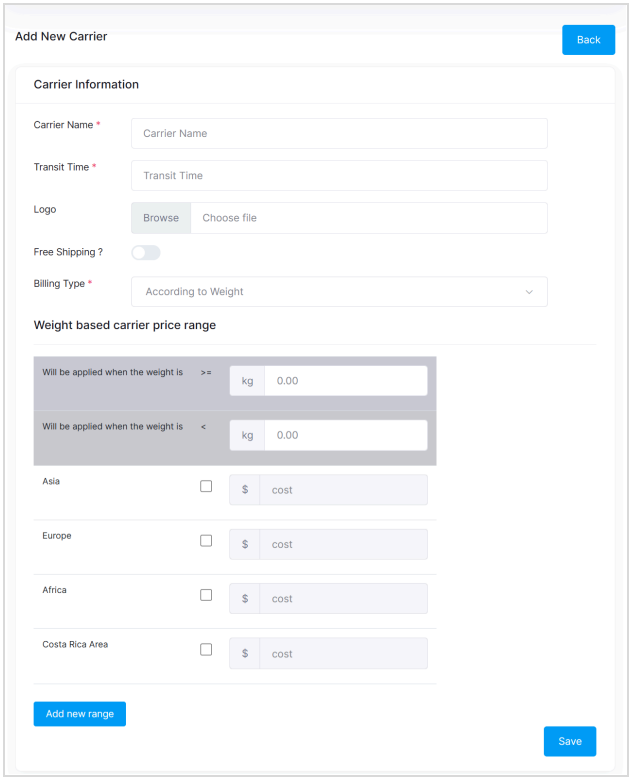


Figure: Creation of Carrier and assigning cost by variable

Notes:

➜ *Product weight, under Add New Product / Edit Product, must be defined for weight-based carriers.*

➜ *Free Shipping disables range calculations.*

➜ *Test checkout to verify correct carrier and range application.*

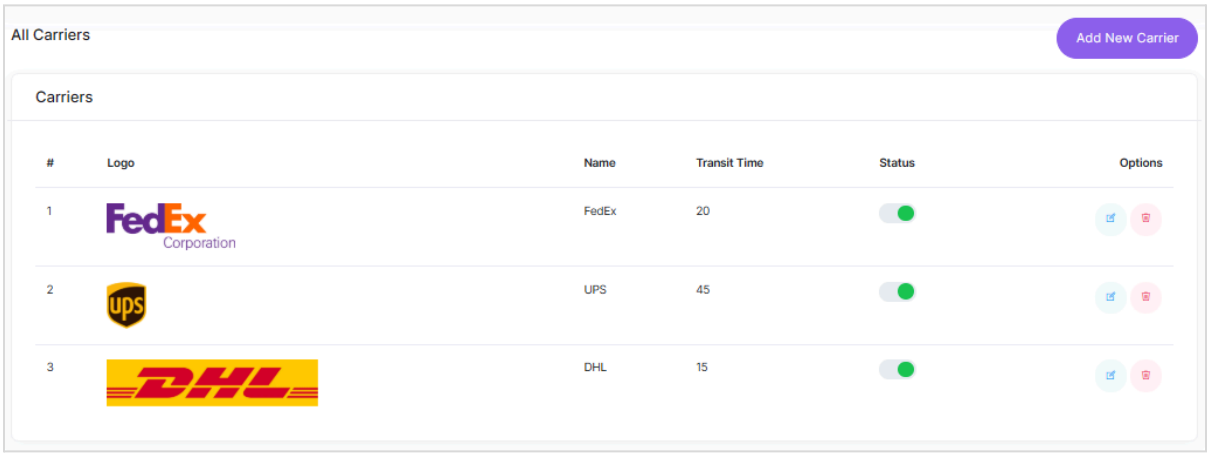


Figure: Carrier list with Add New Carrier Button

6. AI Studio

AI Studio provides configuration settings for AI-assisted **(Gemini)** product content generation. It enables administrators and sellers to access AI-based generation of product information within both the Product Upload Form and Product Edit Form, helping streamline and automate product data creation.

Purpose: The purpose of AI Studio is to manage AI-assisted product content generation during product creation and editing, allowing faster product information entry and reducing manual effort.

6.1. Add/ Edit Product With AI

This page allows direct navigation to add or edit products using AI-assisted product information generation. AI functionality must be configured in advance to use these features.

- **Add Product With AI**
  This option redirects to the **Add New Product** form. Refer to the Add New Product upload process, where AI is used to assist in generating product information during product creation.
- **Edit Product With AI**
  This option redirects to the All Products page, where a specific product can be selected from the available options and edited using AI-powered product information generation.\

Note: *Refer to AI Configuration for Product Add and Edit with AI.*

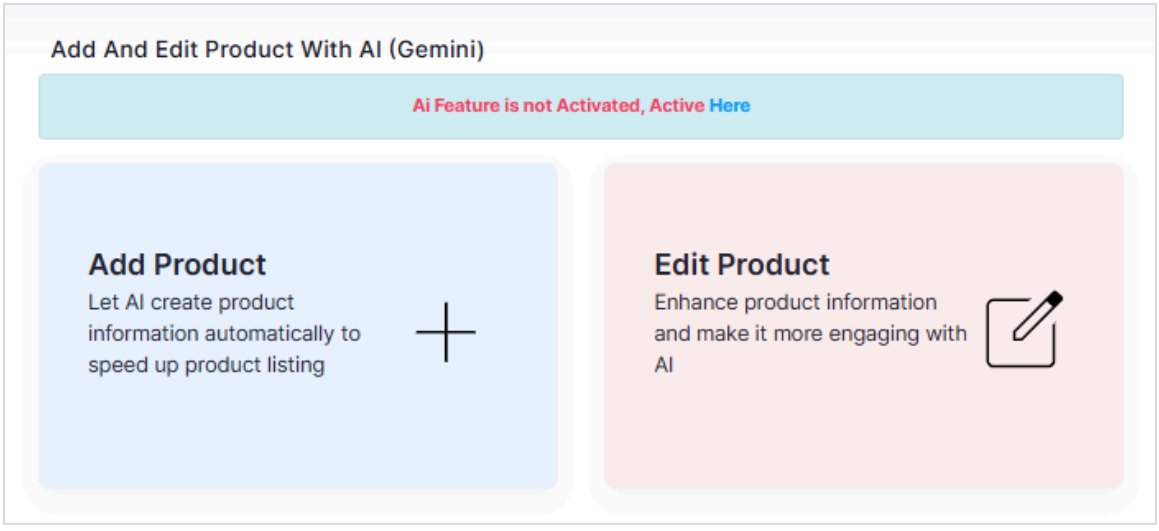


Figure:Add/Edit Product with AI Page

6.2. Prompt Templates

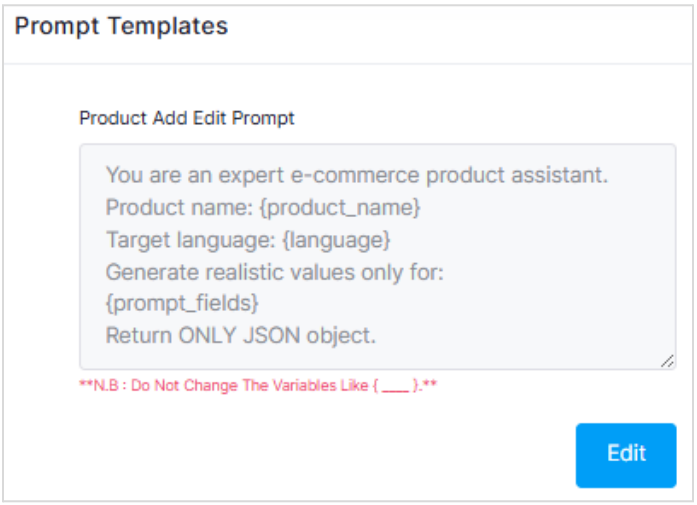


Figure:Add/Edit Product with AI Page

The Prompt Templates section is designed for managing predefined AI prompts that control how product information is generated. These templates define the structure and instructions applied by the AI when generating product content.

- **Edit Template**

This allows modification of an existing template. Click **Edit** and enter the preferred template and **Save.**

Note: *Do Not Change The Variables Like { ____ }.*

6.3. Token Usage History

The Token Usage section provides an overview of AI token consumption across the system. It helps track how many tokens are used during AI-assisted operations such as product information generation. This section allows monitoring of usage to ensure efficient utilization of AI resources and better control over system limits.

This page can be accessed from **AI Studio → Token Usage.** It provides a detailed overview of AI token consumption and includes the following components:

- **Summary Cards**

  At the top of the page, key performance indicators are displayed in summary cards for quick insights:

  ➔ **Total Requests** – Indicates the total number of AI requests made within the system.

  ➔ **Total Tokens** – Shows the cumulative number of tokens consumed across all requests.

➔ **Average Tokens per Request** – Represents the average token usage per AI request, helping assess efficiency and usage trends.

- **Filter Option**

  Users can select predefined or custom date ranges to view token usage history accordingly:

  ➔ **Filter by Date** – Allows users to select a specific date range to view token usage history within that period

  - **Yesterday** – Displays token usage data for the previous day
  - **Last 7 Days** – Shows data from the past seven days
  - **Last 30 Days** – Displays usage records from the last 30 days
  - **This Month** – Filters data for the current calendar month
  - **Last Month** – Shows token usage from the previous month
  - **Custom Range** – Allows users to define a specific time period by selecting a start and end date from a calendar picker. Once applied, the table and summary data will update based on the selected range

- **Token Usage Table**

  The detailed table provides a request-level breakdown of token consumption. Each entry includes the following columns:

  ➔ **Date & Time** – Displays the exact timestamp when the AI request was made

  ➔ **User** – Identifies the user who initiated the request

  ➔ **Model** – Specifies the AI model used for processing the request

  ➔ **Prompt Tokens** – Number of tokens consumed by the input prompt

  ➔ **Completion Tokens** – Number of tokens generated in the AI response

  ➔ **Total Tokens** – Combined total of prompt and completion tokens used per request

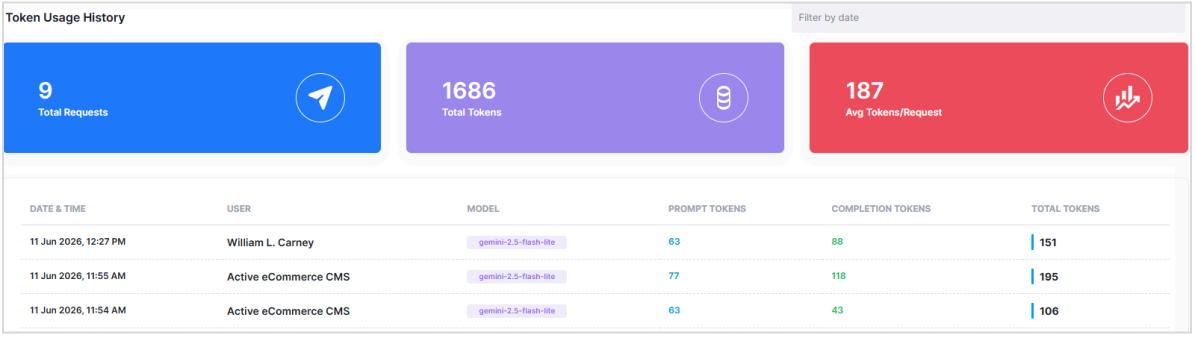


Figure: Token Usage History page in Admin

6.4. AI Configuration

The AI Configuration page is used to set up and manage the AI integration within the system. It allows administrators to define the AI model and connect the required API credentials to enable AI-powered features across the platform. The configuration page can be accessed from **AI Studio → AI Configuration**

- **Configuration**

  ➔ **Obtain Your Gemini API Key**

  An API key is required to activate AI services. Without this key, AI cannot be configured or used in the system. To obtain the API credential:

  - Visit Google AI Studio and log in using your Google account
  - Click on Create API Key
  - Copy the generated API key securely

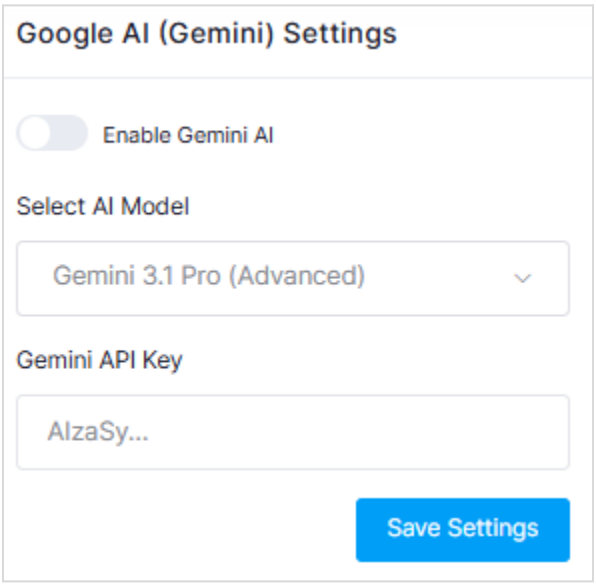


Figure:AI Configuration from Admin Panel

➔ **Admin Panel Settings**

After obtaining the API key, configure the system from the admin panel to enable AI functionality. Follow the steps below:

- **Enable Gemini AI Toggle** – Turn ON the Enable Gemini AI option to activate the AI feature
- **Select AI Model** – Choose your preferred AI model from the available dropdown options
- **Gemini API Key** – Paste the copied API key into the Gemini API Key input field
- **Save Settings** – Click the Save button to apply the configuration

Notes:

- ➔ *Once the settings are saved, Google Gemini AI will be successfully connected and ready to generate product content when creating or editing products.*
- ➔ *Keep your API key private. Do not share it or commit it to public repositories.*

7. Product Management

7.1. Product Home

The Products module provides a centralized framework for managing all product-related information within the Active eCommerce system. It covers the complete product management process, from product setup and configuration to organization and maintenance, ensuring that products are accurately structured and maintained across the platform. The following sections explain the available product management features and workflows used throughout the system.

Purpose: To provide a centralized system for creating, organizing, configuring, and maintaining products, ensuring consistent product management and accurate product information across the platform.

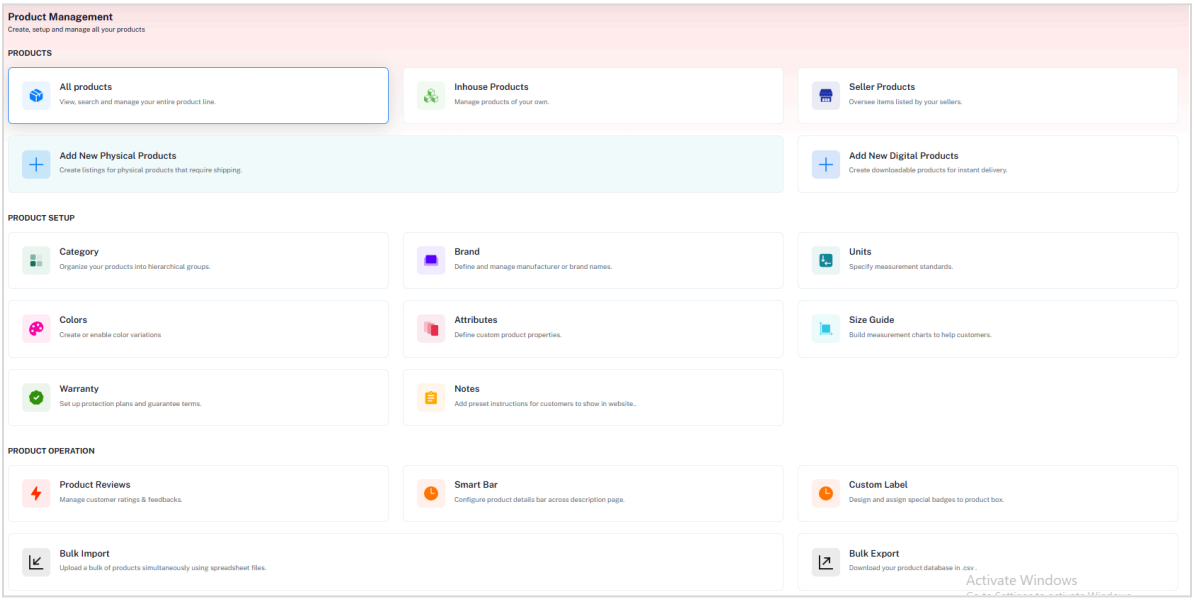


Figure: Manage Products from Product Home

7.2. Products

7.2.1. Add New Physical Product

This section is used to create a new product in the system. It opens the product upload form where all product details must be filled to complete the product setup.

From the left navigation bar, click Product Management, then go to **Product Home → Add New Product.** Alternatively, go to **Products → Add New Product** directly**.**

- **Product Information**

  This form allows administrators to create and configure a new product. It is divided into multiple sections to organize product information efficiently. Product details can be entered manually or generated using AI.

  Note: AI must be configured before the AI-powered product generation feature can be used. And to generate product product information with AI, PRODUCT NAME MUST BE ENTERED FIRST

  ➔ **Product Basic Information**

  Enter the Basic Information manually or use AI to generate the product details. To generate content using AI, the Product Name must be entered first.

  - **Product Name** * – A name for the product.
  - **Select Main category** * – Create a new category directly from the product upload form or select an existing category as the product's primary category.
  - **Brand** – Create a new brand from the product upload form or select an existing brand as the product's brand.

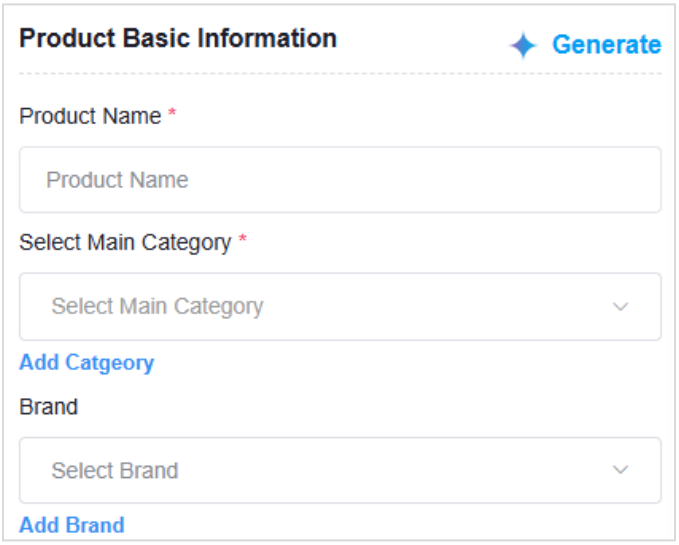


Figure: Add Product Basic Information

Notes:

➔ *New categories can be added from Products → Category.*
New brands can be added from Products → Brand.

➔ **Product Configuration**

Generate the information using AI or define the product's general attributes and identification details manually:

- **Related Categories –** Select **one** or **more categories related to the product.**
- **Unit** * – Create a new unit directly from the product upload form or select an existing unit to assign to the product. (e.g., pc, kg, ltr).
- **Weight** – The product's numerical weight in kg.

  This field allows **numbers up to two decimal points** only (e.g. 12.35).
- **Minimum Purchase Qty** * – Value for the minimum quantity that has to be purchased.

  This field allows **whole numbers** only .
- **Barcode** – Input or generate a new **Barcode**.
- **Tags** *– Add product Tags (single/multiple words) and press Enter. This is used for search. Input those words by which customers can find this product.

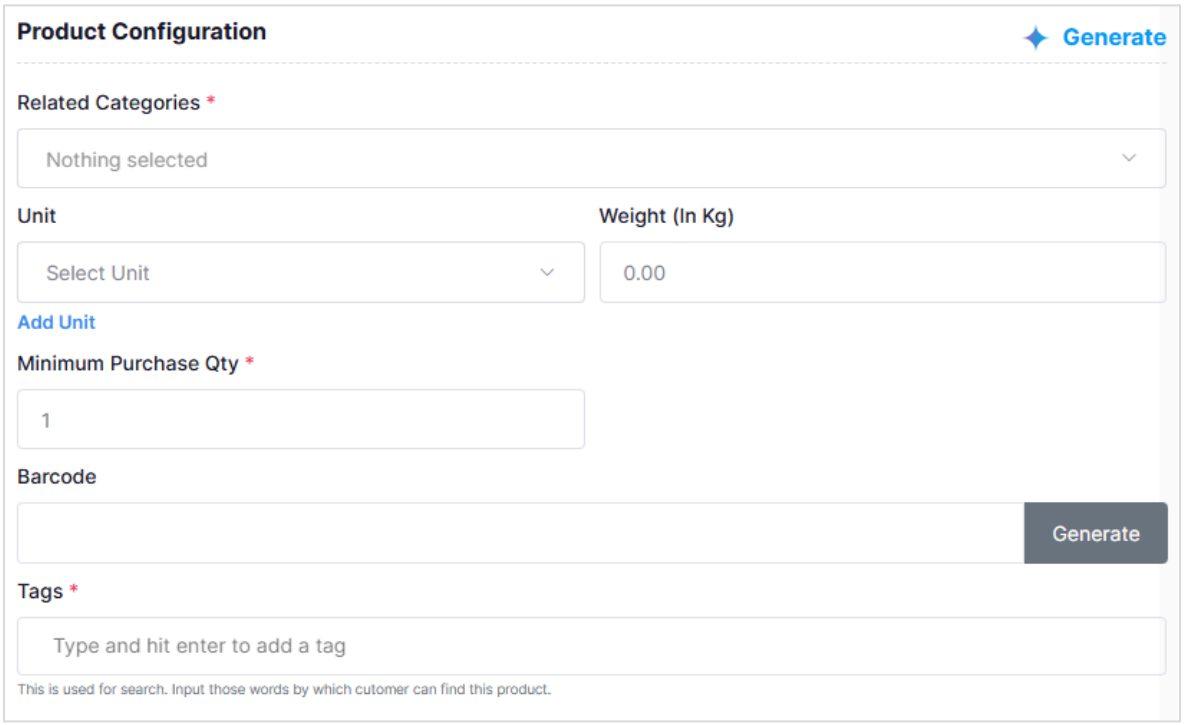


Figure: Enter Product Configuration Information

➔ **Files & Media**

Upload visual and supporting media files to showcase the product.

- **Gallery images and gif** - Preferable size is 600 x 600. These images and gifs are visible in the product details page.
- **Thumbnail image** - Preferable size is 300 x 300). This image is visible in all product boxes.

  Note: *If no thumbnail is uploaded, the product's first gallery image will be automatically used as the thumbnail image.*
- **Videos** - Preferably under 30 seconds for better performance.
- **Video Thumbnails** - Add thumbnails in the same order as your videos.
- **Youtube video/ shorts Link** - Insert one or more links youtube video/ shorts Link.
- **Upload PDF (if available)** - **Select** from the list of uploaded files in the software or **upload** a new file from your device to the software and select it.

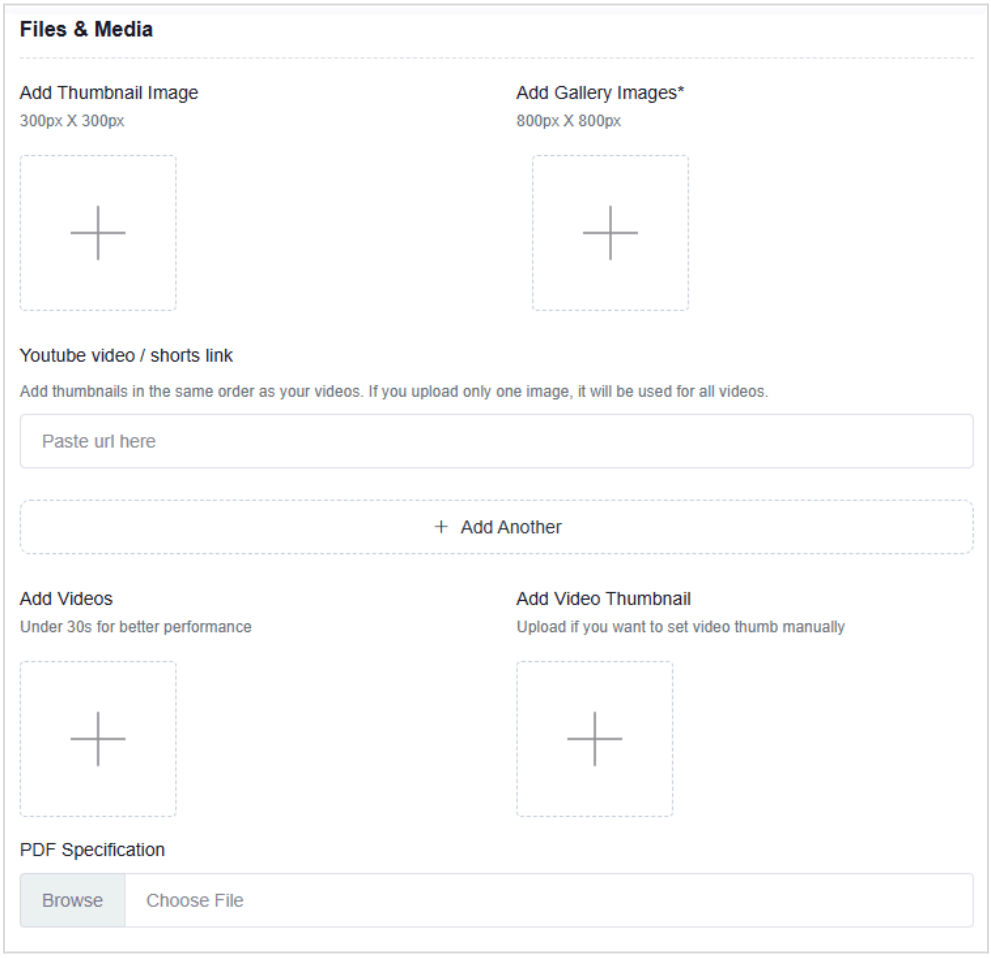


Figure: Upload Product Files & Media Information

➔ **Product Description**

Generate the information using AI or enter the product description. The description box supports:

- **Text** – Enter product details
- **Image** – Add images in the description
- **Video** – Add video links in the description
- **Text Formatting Options** – Format text (bold, italic, underline etc.)
- **Clear Option** – Remove all content from the description box with one click.

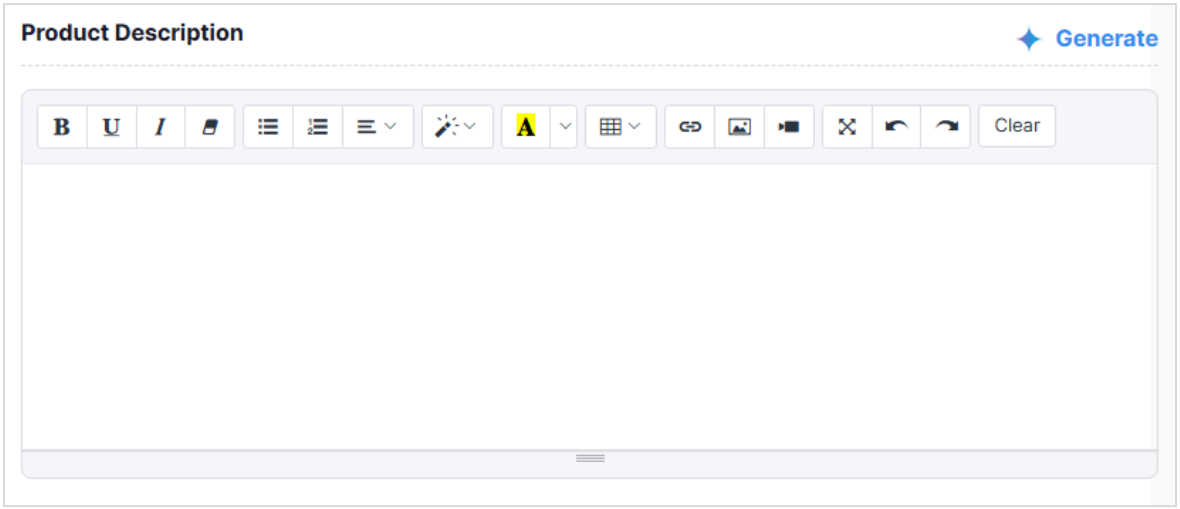


Figure: Add Product Description Content

➔ **SEO**

Generate the information using AI or configure metadata for search engines and social sharing:

- **Title** – Write a title that will appear on a shared link.
- **Description** – Write a short **description** that will appear on a shared link.
- **Keywords** – Write meta **keywords** relevant to the product.
- **Meta image** –Upload a single **meta image**.

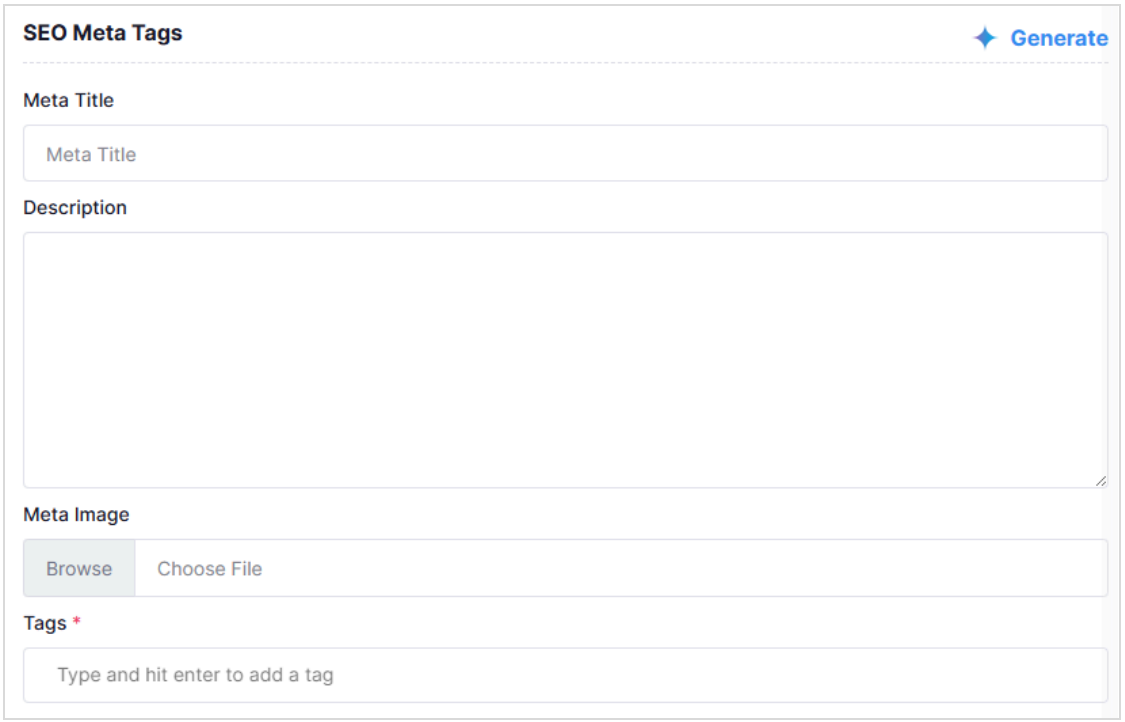


Figure: Configure SEO Settings in Add New Product

➔ **Price & Stock**

Manage pricing, stock levels, and product variations:

- **Colors Toggle** – Enable this option to add multiple color variations for the product.
- **Attributes** – Create new attributes directly from the product upload form or select an existing attribute to assign to the product.

  Note: *New Attributes can be added from* ***Products*** → ***Attribute***.
- **Unit price** *– Insert value for the price of the product.

  This field allows **numbers up to two decimal points** only (e.g. `12.35`).
- **Discount Date Range** – set a Discount Date Range (optional)
- **Product discount** * –(Flat/Percent) or set zero if unavailable.

  This field allows **numbers up to two decimal points** only (e.g. `12.35`).
- **stock** * – Insert the value of the quantity of the product. This field allows **whole numbers** only.
- **SKU** – Insert or generate the SKU (Stock Keeping Unit).
- **External link** – Insert External link (if any) and button text (this button will take you to the external link).

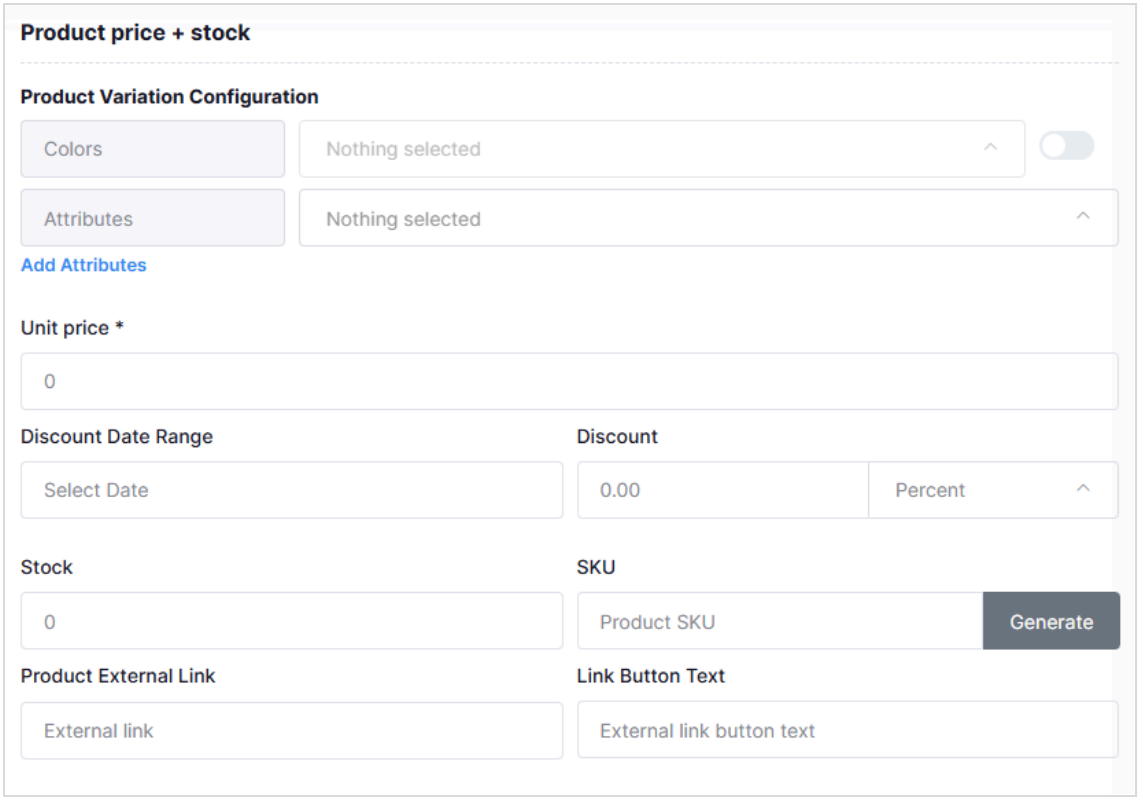


Figure: Enter the product price and stock information

➔ **Product Settings**

Generate the information using AI or configure how the product is displayed and promoted on the storefront:

- **Published Toggle** – Enable or disable the product's visibility on the platform.
- **Featured Toggle** – Enable or disable the product as a featured product.
- **Today's Deal Toggle** – Include or exclude the product from the Today's Deal section.
- **Choose the Flash Deal Title** – Create a new flash deal from the product upload form or select an existing flash deal to assign to the product.
- **Discount Amount** – Enter the discount value to be applied to the product.
- **Discount Type** – Select whether the discount will be applied as a fixed amount or a percentage.

Note: New flash deals can be added from Marketing → Flash deals.

➔ **Refund Settings**

Define refund availability and refund-related display options:

- **Refundable Toggle** – Enable or disable refund eligibility for the product.
- **Show Notes in Product Description Page** –Enable this option to display refund notes on the product page.
- **Select Refund Note** – Create a new refund note directly from the product upload form or select an existing refund note to assign to the product.

Notes:

➔ *Refund is an Addon Dependent feature and requires installation of Active eCommerce Refund add-on.*

➔ *New refund notes can be added from Notes → Add New Note.*

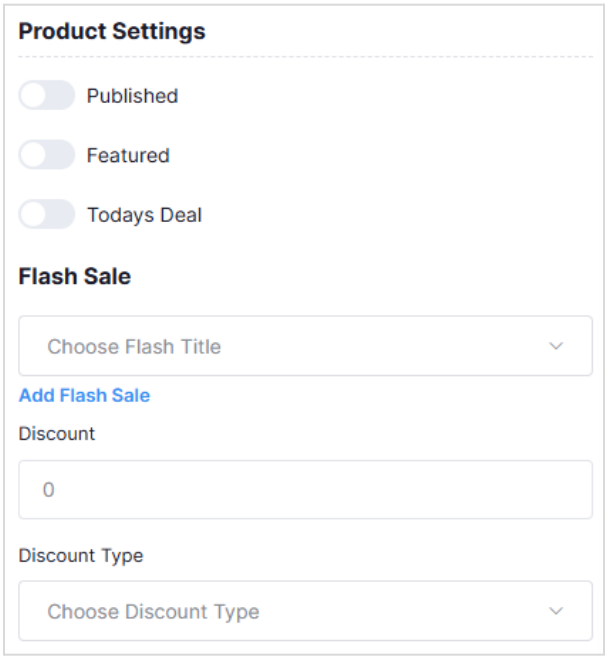


Figure: Enter Product Configuration Information

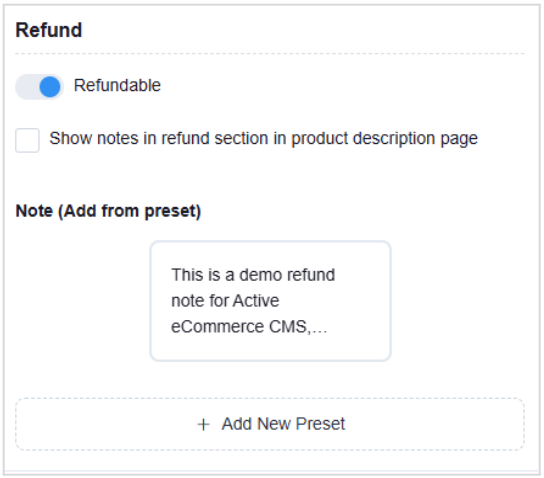


Figure: Configure Refund Settings

➔ **Club point Settings**

Define customer reward points earned on purchase:

- **Set point** – Fill the Club point that will be received on purchase of the product.

This field allows **numbers up to two decimal points** only (e.g. 12.35).

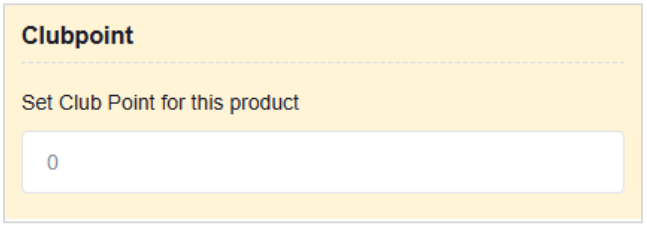


Figure: Set up club point for product

***Note: Set Point** field is Club Point Add-on Dependent, i.e. this field is only available after Club Point Add-on is installed.*

➔ **Warranty**

Configure warranty coverage and display options:

- **Warranty Toggle** – Enable or disable warranty coverage for the product.
- **Select Warranty** – If warranty is enabled, select the applicable warranty period from the dropdown list (e.g., 1 Year, 2 Years).

  ***Note:** New warranties can be added from Products Setup → Warranty.*
- **Show Warranty Note in Product Description Page** – Enable this option to display warranty information on the product description page.

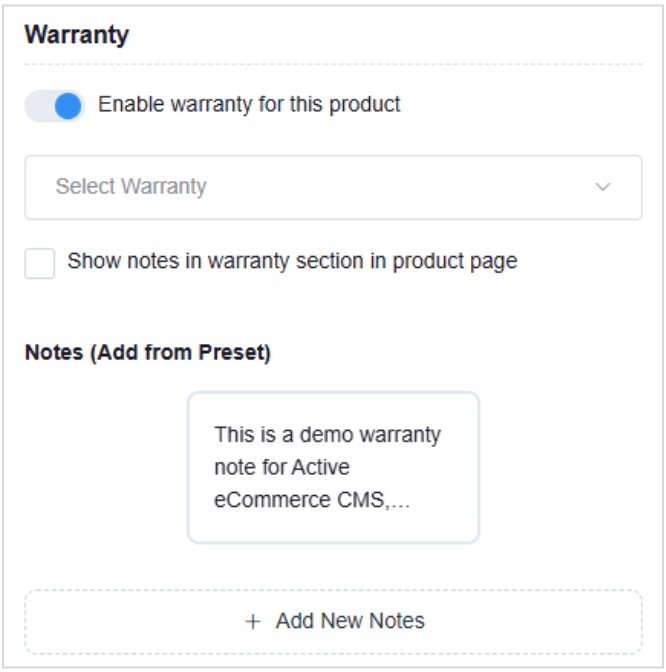


Figure: Set Warranty Information for Product

- **Select Warranty Note** – Create a new warranty note directly from the product upload form or select an existing warranty note to assign to the product.

  ***Note:** New warranty notes can be added from Notes → Add New Note.*

➔ **Shipping**

Set shipping method and delivery behavior:

- **Free Shipping** or **Flat Rate** – Allows admin to choose whether the product ships for free or at a fixed shipping cost per order.

  ***Note:** For Flat Rate, insert the flat Shipping cost in the new field that appears. This field allows numbers up to two decimal points only (e.g. 12.35).*
- **Is product multiply** – Determines whether the product's shipping cost is multiplied by the purchased quantity or applied only once per order.
- **Estimated delivery time** – Specifies the estimated number of days required to deliver the product after the order is placed. This field allows **whole numbers** only.

- **Show Estimated Shipping Time in Product Description Page** – Enable this option to display the estimated delivery time on the product description page.
- **Show Notes in Shipping Time Section** – Enable this option to display an additional shipping note in the shipping information section of the product description page.
- **Select Note** – Create a new shipping configuration directly from the product upload form or select an existing shipping option to assign to the product.

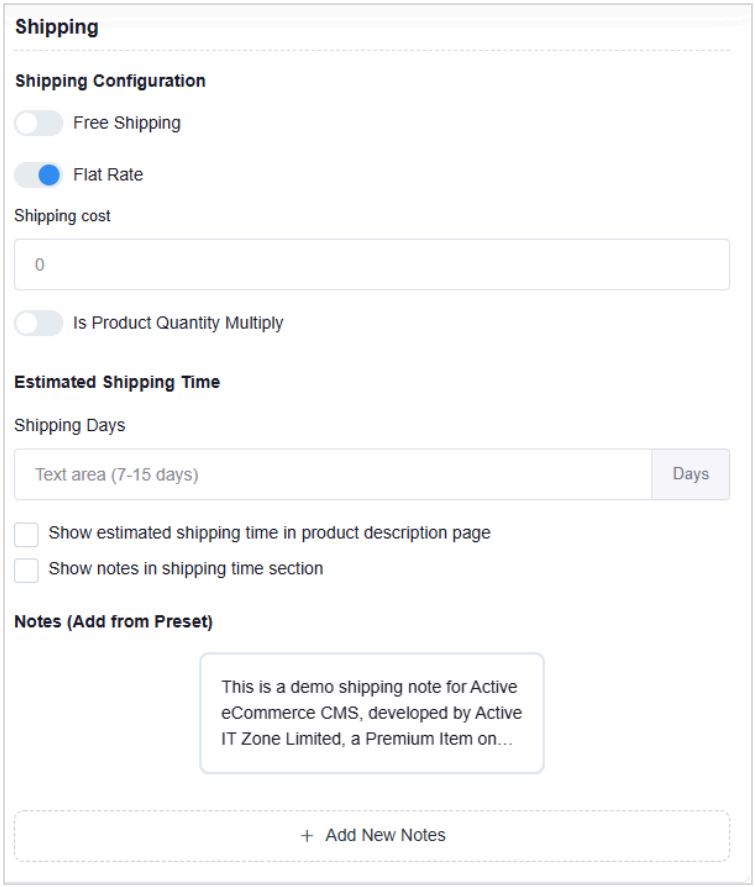


Figure: Configure Shipping Settings in Add new product

➔ **Cash on Delivery Settings**

Configure cash payment on delivery:

- **Cash on Delivery Toggle** – Enable or disable Cash on Delivery for the product.
- **Show Notes in Cash on Delivery Section** – Enable this option to display COD-related notes on the product description page.
- **Select Cash on Delivery Note** –Create a new Cash on Delivery option directly from the product upload form or select an existing option to assign to the product.

➔ **Vat & Tax**

Define tax rules for the product:

- **Configure VAT & Tax** – Enter the tax/VAT amount and select the calculation type (Flat or Percentage) from the dropdown list.

  Note: *New Vat/Tax name can be created from Vat/Tax.*

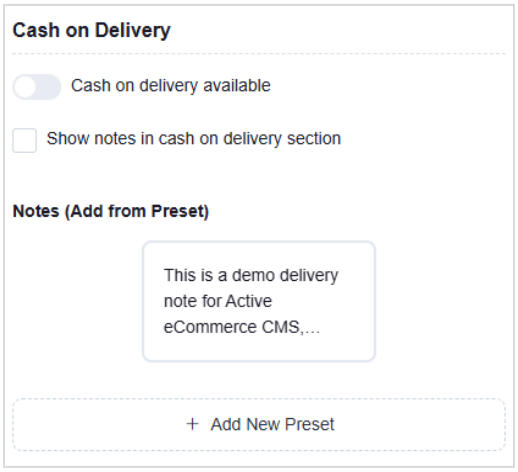


Figure: Add Cash on Delivery Settings

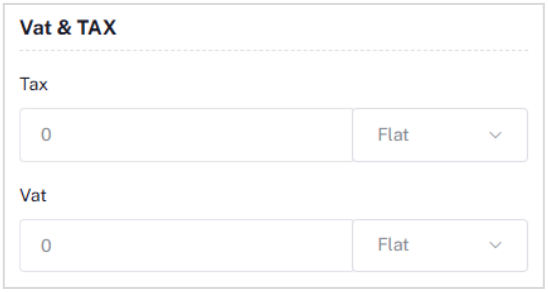


Figure:Enter Vat/Tax in product upload

➔ **Stock & Order Display Settings**

Control how products is shown on the storefront:

- **Hide Stock Visibility State Toggle** – Enable to hide stock information from customers on the product description page.
- **Show Stock Quantity Option** – Display the available stock quantity on the product description page.
- **Show Stock with Text Only Option** – Display stock status as text.
- **Low Stock Quantity Warning Toggle** – Enable or disable low stock quantity warnings.
- **Quantity** – Enter the stock threshold at which a low stock warning will be triggered.

Note: *Enter the stock threshold at which the system will identify the product as low in stock and display a warning to administrators.*

➔ **Frequently Brought**

Define related product suggestions:

- **Selection Type** – Choose whether to configure recommendations by Product or Category.

- **Product** – Select individual products to display as frequently bought together items. Click Add More to add multiple products.
- **Category** – Select a category from the dropdown list. Products from the selected category will be displayed as frequently bought together recommendations.

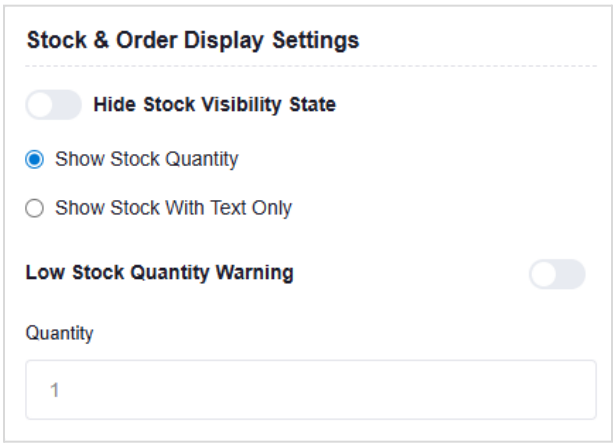


Figure: Setup Stock & Order Settings

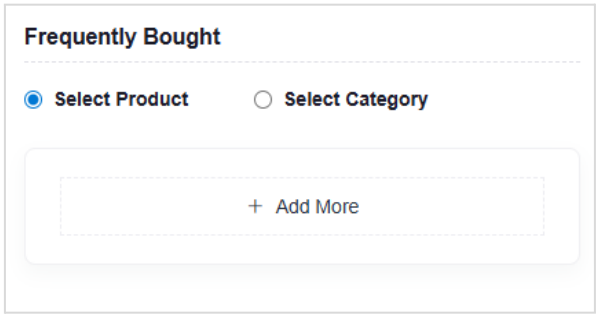


Figure: Add Frequently product/category

➔ **Auto-Save to Draft**

- Whenever the admin **switches** between tabs (General / Files & Media / Price & Stock / SEO / Shipping / Warranty / Frequently Brought), **all current field changes are saved automatically as a draft**.
- **Effect:** Ensures no data is lost during multi-step product entry, even if the admin forgets to manually save.

  Note: *A product auto-saved this way appears in* ***Products → Drafts*** *until manually published or unpublished.*

➔ **Save & Publish / Save & Unpublish / Save as Draft**

- **Save & Publish**

  Saves the product, adds it to the main product list, and publishes it to the storefront.
- **Save & Unpublish**

  Saves the product and adds it to the list, but keeps the Publish toggle OFF (not shown on storefront).
- **Save as Draft**

  Saves the product in its current state into **Products → Drafts** for editing later.

  Note: *A newly created draft remains invisible in the storefront until published.*

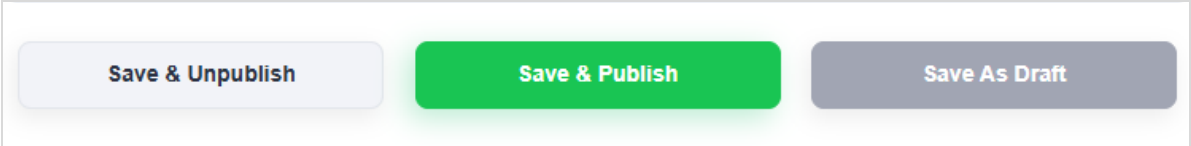


Figure: Save Product as Publish, Unpublish, or Draft

- ***Important Notes***
  - ➔ *Star * fields are required fields and can not be kept empty.*
  - ➔ *Admin Digital Products can be added from Products → Digital Products.*

- **Product Form Additional Actions**

  After the product form is loaded, administrators can use the available utility options to streamline product management. Follow the steps below to use these features.

  ➔ **Clear Tempdata**
  - Removes all entered values across every tab of the Add New Product form.
  - Effect: Resets the page completely so the admin can start again with blank fields.

  ➔ **Import Product**

  Opens a **Copy Products** slide-in panel that allows importing an existing product's full configuration. Follow the below steps to import a product.
  - **Choose Category** — Filters the list by category.
  - **Search by Product Name** — Locates a specific product.
  - **Product Select –** Select the checkbox for the product you wish to import (only one product at a time).
  - **Copy** — After selecting a product, click **Copy** to automatically populate the Add New Product form with the selected product's configuration and details.

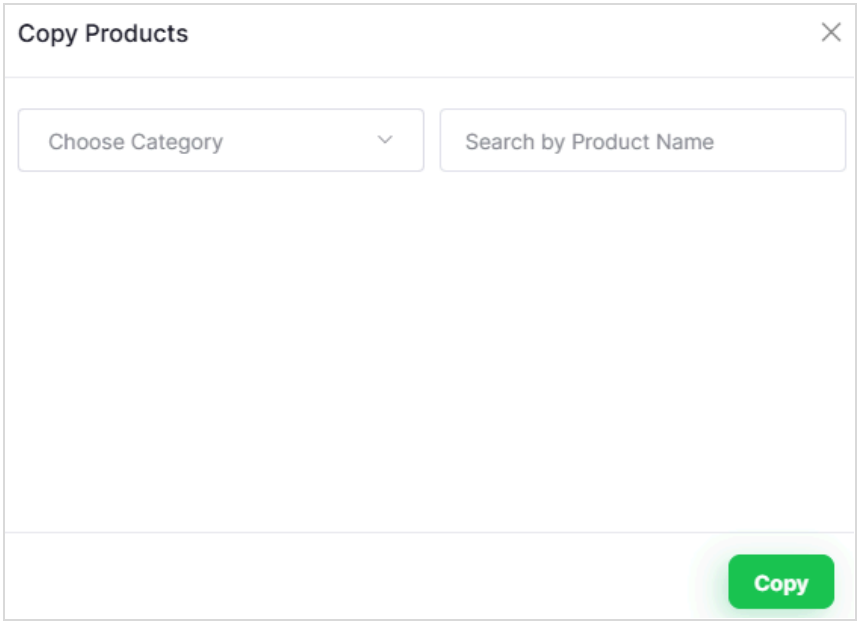


Figure: Importing a copy of an existing product

Notes:

- ➔ *The imported product is **immediately saved as a Draft**.*
- ➔ *This feature accelerates product creation when similar items already exist in the store.*

➔ **Product Translation (Multi-Language Setup)**

Translate product information into multiple languages so that customers browsing in different locales see the correct product name and description.

This step applies after a product is created and saved in the default language.

- The product will open in its default language view.
- At the top of the edit page, click the **language tab or flag** representing your target language. And this will Translate the fields
- Once all fields are translated, click **Save.**

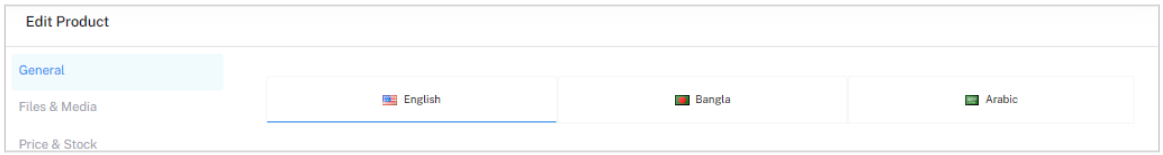


Figure: Adding Translations while editing a Product

***Note:** Make sure your desired language is activated in **Setup & Configuration** → **Languages** before attempting to translate.*

7.2.2.All Products

All Products is the admin's **master catalog view**, displaying every product in the system — in-house and seller-listed — along with tools to filter, sort, inspect, clone, update stock, publish/unpublish, and perform bulk operations from **Product Management →Products → All Products**.
This page includes various actions and options for managing products efficiently, which are described in the following sections.

- **Add New Product Button**
  - ➜ Click Add New product (top-right) to open the Add New Product creation form and start the workflow for creating a new item.

- **Section Tabs**
  - ➜ A row of filter tabs appears above the product list, allowing admins to switch between different product scopes instantly.
    - **All Products** – Shows *every* in-house and seller product in the system.
    - **Inhouse Products** – Shows only products added by the admin/store owner.
    - **Seller Products** – Shows only products created by marketplace sellers.
    - **Digital Products** – Shows all published digital items.
    - **Physical Products** – Shows all published physical products in the marketplace .
    - **Drafts** – Shows products saved as drafts (via "Save as Draft", auto-save draft during Add New Product, or via Make a Clone). These items do not appear in the storefront.

Notes: *Each of these tabs scope the different types of listing (also available as separate navigation menu) in one place for quick moderation.*

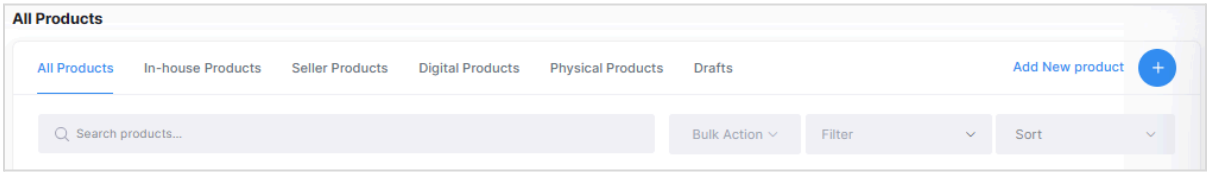


Figure: Section Tabs and Add New Product button with the filters in All Product page of Admin Panel

- **Filters, Search & Sorting Controls**
  - ➜ Controls located above the table that help admins locate products quickly. These are tools for narrowing down the product list by keywords, attributes, state, or performance.
    - **Search Box** – Enter product name and press **Enter** to locate specific products instantly.
    - **Sort Dropdown** – Sorts the list based on Rating or Num of Sale.
    - **Filter Dropdown** – Filters between: All, All Published, All Discounted, and Low Stock.

- **Table Columns (List View)**
  - ➜ Each product row displays the most important details for quick review and moderation.
    - **Thumb** – Shows the product's thumbnail for visual identification.
    - **Name / Brand** – Displays the product name; brand name below it. Clicking the brand redirects to **Products** → **Brand** → **All Brands** → **View Products** for that brand.
    - **Owner / Category** – shows "Inhouse" or the seller's shop name; below it, the product's main category. **Clicking the seller name redirects to the seller profile** (Sellers → All Sellers → Profile).
    - **Ratings** – Shows the star count, the numeric score (e.g., "4.0 out of 5.0"), and the number of reviews.
    - **Price Details** – Shows base price and discount amount/percentage (if available).
    - **Info** – shows the **Number of Sales**, and below it a **View Stock** button for instant stock inspection and updates **for physical products only**.
    - **Published Toggle** – Enables/disables product visibility on the storefront.
    - **Approved (Seller Products Tab Only)** – A toggle to approve the sellers published products to be visible in the marketplace. Unapproved products remain hidden from the storefront.

      ***Note:** Admin needs to enable **Admin Approval On Seller Product** from Features Activation in order to enable this feature.*

    - **Featured Toggle** – Marks the product as "Featured" on relevant sections.
    - **Today's Deal Toggle** – Marks the product as a "Today's Deal" item.
    - **Options (3-dot menu)** – Opens product-specific actions.

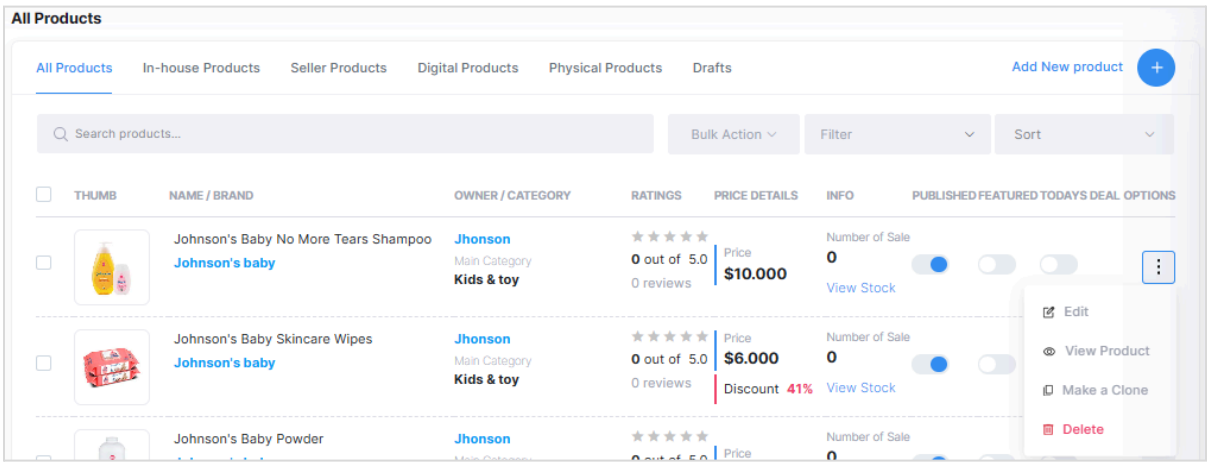


Figure: List of Products in the All Products Page of Admin Panel

- **Actions** (Options 3-dot Menu)

  Expanded menu offering controls for each individual product. It provides all key actions for managing a single product.

  ➜ **Edit**

  Opens the full Edit Product page (General, Media, Price & Stock, SEO, Shipping, etc.).

  Changes are stored temporarily while editing; only clicking **Update** saves them.

  Note: *Editing does NOT add the product to Drafts.*

  ➜ **View Product**

  Opens the storefront product page in a new tab, showing how customers see the product.

  ➜ **Make a Clone**

  Creates an exact replica of the selected product and automatically:

  - Adds it to **Drafts** before you begin editing, and
  - Opens the product in Edit mode with all fields pre-filled.
  - After making the necessary changes, Update or Save as Draft.

    Note: *Works exactly like "Import Product" inside Add New Product.*

  ➜ **Download**

  This option appears only for Digital products.

  - Replaces the *Make a Clone* option for digital products.
  - Allows the admin to directly download the digital file associated with the product for verification, backup, or review.

  ➜ **Delete**

  - Triggers a Delete confirmation popup with a warning and Yes/No buttons.

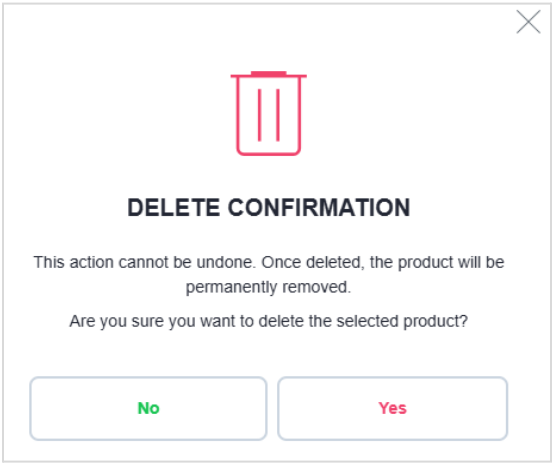


Figure: Confirmation Box before Deleting a product

- **Bulk Actions**

  Enables admins to update or delete multiple products at the same time by selecting their checkboxes.

  ➜ **Available actions:**

  - **Publish** – Turns on the Published toggle for all selected products.
  - **Mark Featured** – Enables the Featured toggle.
  - **Mark Today's Deal** – Enables the Today's Deal toggle.
  - **Delete** – Permanently removes selected products.

    Note: *Only Bulk Action available in Draft products is Delete.*

- **View Stock & Quick Stock Update Flow (Physical Products)**

  This is a slide-out panel for reviewing and updating product stock and variant quantities instantly. It allows instant stock management without opening the Edit Product page.

  How it works:

  ➜ Click **View Stock** in the **Info** column.

  ➜ A right-side sliding panel appears showing:

  - Product name.
  - **Low** badge if stock is below threshold for all variants.
  - **Update Stock** button.

  ➜ Below this, a table lists:

  - **Variant** – Visible only if the product has variations.
  - **Stock** – Current quantity.
  - **Price** – Variant price.

  ➜ Click **Update Stock**:

  - Stock fields become editable.
  - Two new buttons appear at bottom: **Save** and **Cancel.**

  ➜ After entering new quantities:

  - **Save** updates stock immediately.
  - **Cancel** discards all changes.

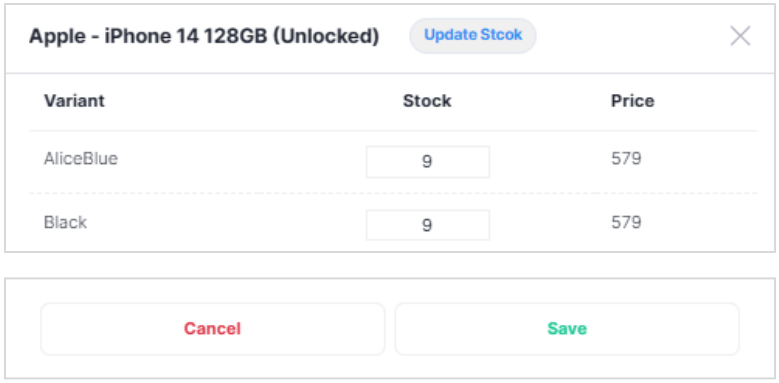


Figure: Viewing and Updating Stock directly from the Products page

Notes:

- ➜ *Make a Clone always saves the cloned product to the **Drafts** list.*
- ➜ *Editing a product requires clicking **Update** to save; unsaved changes are discarded when leaving the page.*
- ➜ *Quick redirects are available through:*
  - *Brand name → view all products for that brand*
  - *Seller name → open seller profile*
- ➜ *The new **View Stock panel** provides the fastest approach to updating stock.*

7.2.3.In-House Products

In-House Products displays only the products created by the admin. It works similarly to the All Products page but is restricted to admin-owned items and excludes seller-related controls. This page is accessible from Product **Management Products → In-House Products**. This page includes various actions and options for managing products efficiently, which are described in the following sections:

- **Page Layout & Tabs (Admin-Only Scope)**
  - ➜ Includes section tabs such as **All**, **Physical**, **Digital**, and **Drafts**, scoped only to admin-owned items.
  - ➜ Behaves the same as All Products tabs but excludes seller-level categories.
- **Search, Filter & Sorting Controls**
  - ➜ The same search box, filter dropdowns, and sorting tools found in All Products are available here, i.e. Search Box, Sort Dropdown (Rating / Num of Sale), Filter Dropdown (All / All Published / All Discounted / Low Stock).
  - ➜ These controls simply operate on a smaller, admin-only dataset.

- **Product Row Tools**

  Each product row supports all standard actions: publishing, featuring, Today's Deal, viewing stock, editing, and storefront preview.

  ***Note:** For full behavior references, see **All Products** → **Table Columns (List View)**.*

- **Quick Stock Update Panel**
  - ➜ The **View Stock** slide-out panel for fast stock editing works exactly as it does in All Products.
  - ➜ Admins can adjust stock or variant quantities instantly without entering Edit mode.
  - ➜ Effect: Provides the quickest workflow for managing products levels for in-house items.

  ***Note:** See **View Stock & Quick Stock Update Flow** under **All Products**.*

- **Item-Level Actions (Options Menu)**

  Includes the same action set as All Products—Edit, View Product, Delete and also:
  - **Make a Clone** for physical products
  - **Download** instead of Make a Clone for digital items

    ***Note:** Cloned products always appear in Drafts.*

- **Bulk Actions**

  Publishing, Featuring, Today's Deal, and Delete bulk actions are available and apply only to in-house items. The Drafts tab only supports Delete.

Notes & important behaviors:

- ➜ *Behaves exactly like All Products but permanently filtered to admin-created items.*
- ➜ *No seller metadata (Owner redirection, Seller profile links, Approval toggle).*
- ➜ *All product-level tools—including stock updates, bulk actions, and cloning—remain fully functional.*
- ➜ *Digital products show **Download** instead of **Make a Clone**.*

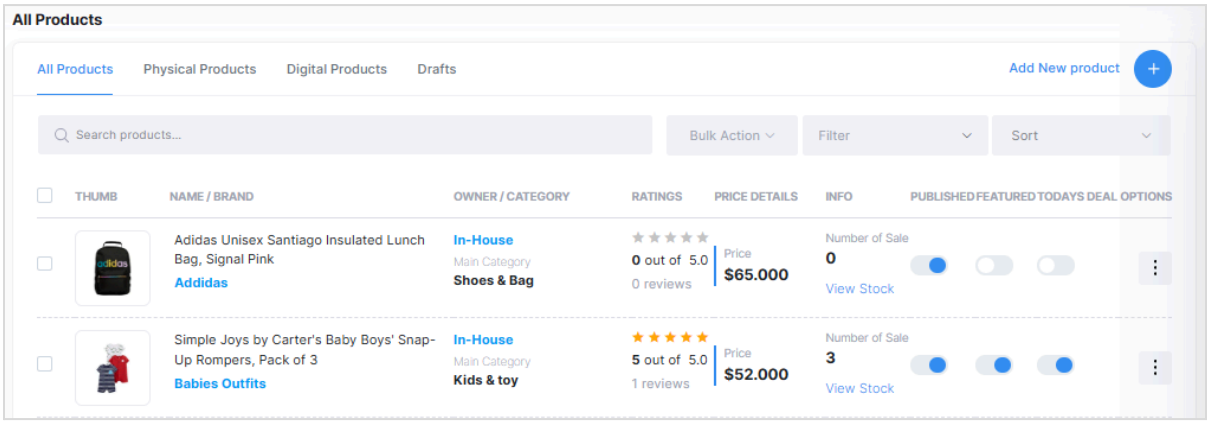


Figure: List of inhouse products in Admin Panel

7.2.4.Add Digital Products (Admin)

Digital products are downloadable items (software, eBooks, media, etc.) that the platform delivers to customers after purchase. These items require a digital file attachment and specific product metadata so purchases can trigger automatic downloads.

Key behavior:

✔ Customers purchase digital products through the storefront like any other product.
✔ Digital products can be purchased only via online payment methods (no COD).

- **Digital Product Information**
  Digital Product Information is available from **Product Management** → **Products** → **Add New Digital Product** or, **Product Home** → **Add New Digital Product**. It opens the digital product upload form, with each section providing guidance on what information to enter.

  ➜ **General** — product identity and the downloadable asset
    - **Product Name** * — enter the product's display name (appears on the storefront and in search).
    - **Product File** — click Browse/Choose file to upload the downloadable asset (required). This is the file customers receive after purchase.
    - **Tags** — add keywords and press Enter after each.

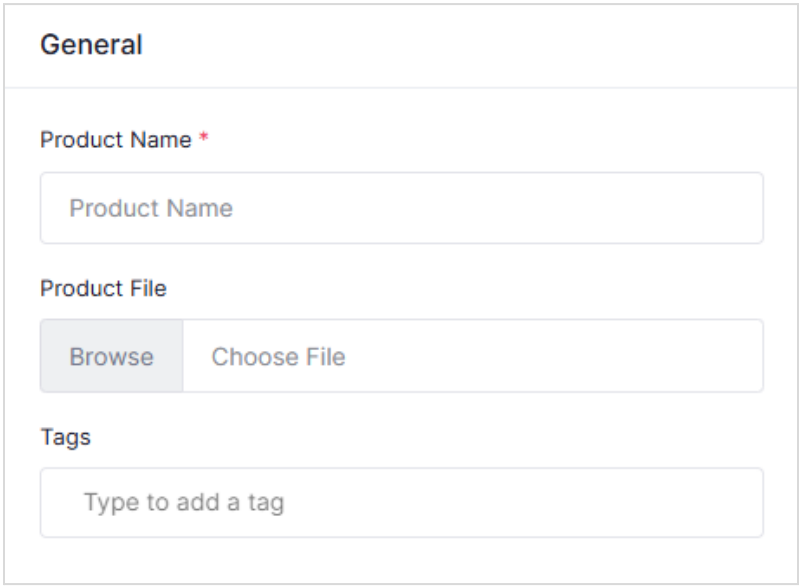


Figure: General Information Section for Digital Product

➜ **Product Category** — organization for digital items

- Select the appropriate category, only categories that are configured for digital products appear here.
- Mark one category as **Select Main** (main category).

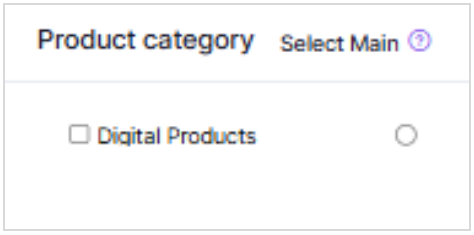


Figure: Choose the digital product category.

➜ **Images** — visual presentation for the product page

- **Main Images** — upload one or more images used on the product page and gallery.
- **Thumbnail Image** — upload a thumbnail (recommended size shown on form).
- **Effect:** Images are used in listings and the product detail page to help customers identify the digital product.

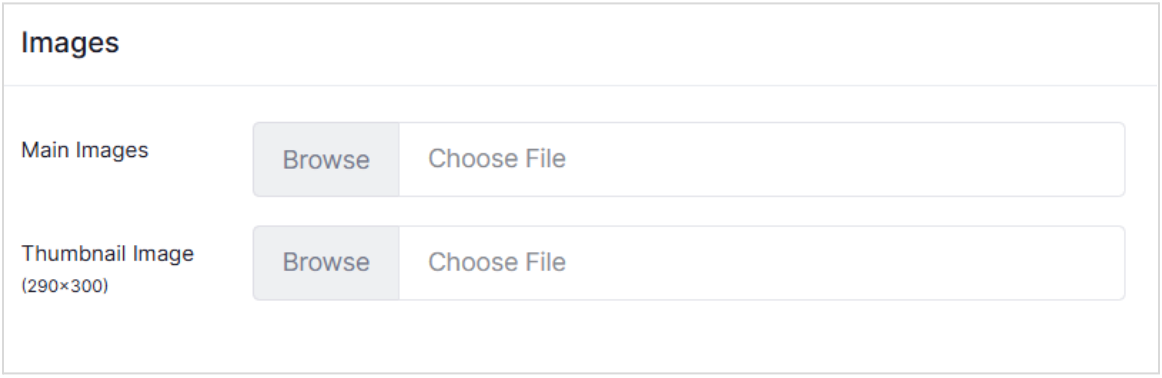


Figure: Upload Digital Product Images

➜ **Meta Tags** — SEO and social sharing preview

- **Meta Title** — title used for social shares and search snippets.
- **Description** — short preview text for social shares.
- **Meta Image** — image used when the product link is shared.
- **Effect:** Controls how the product appears in social previews and search results.

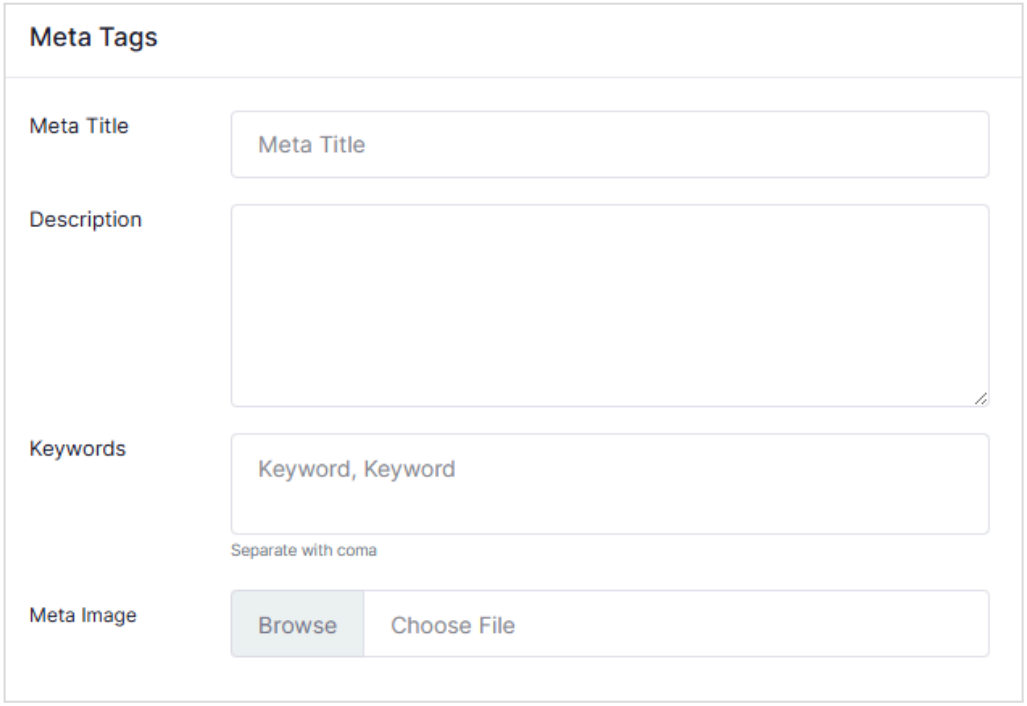


Figure: Provide the Meta Information

➜ **Price & Tax** — pricing, tax and scheduled discounts

- **Unit Price** * — the base price customers pay (before tax/discount).
- **Tax / VAT** — enter amounts and select Flat or Percent type if applicable.
- **Discount Date Range & Discount** — schedule a time-limited discount and choose Flat/Percent. These fields allow **numbers up to two decimal points** only (e.g. 12.35).
- **External Link** – Enter an external website link if needed. Leave this field blank if no external link is required.
- **External Link Button Text** – Enter the button label that will redirect users to the external link.

  Note: *If an external link is provided, the external link button will replace the Add to Cart button.*

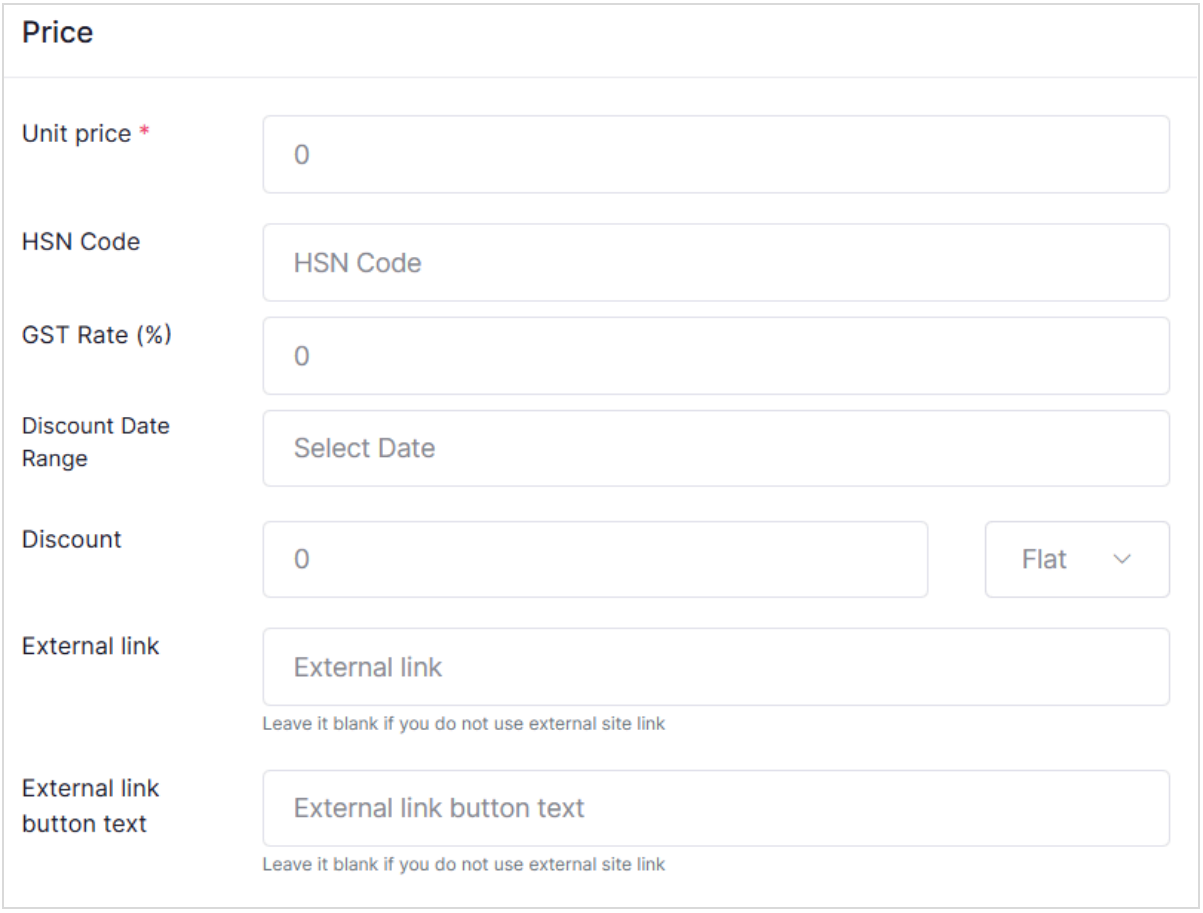
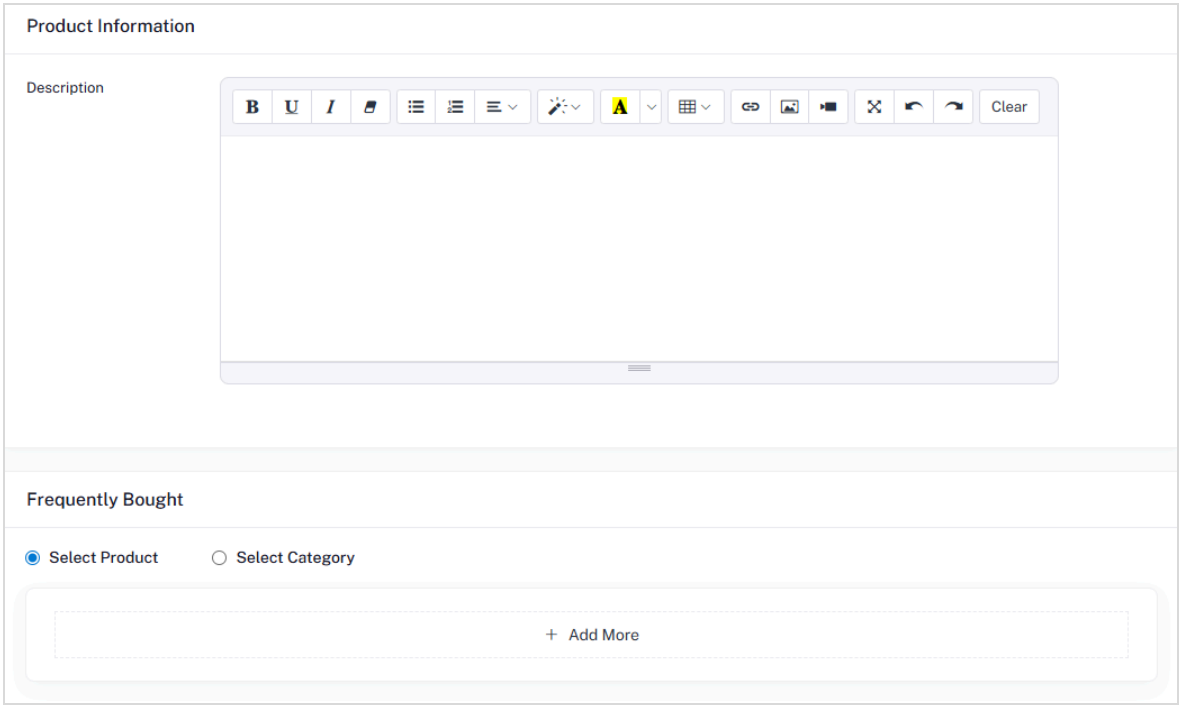


Figure: IEnter the product price and tax information

- ➜ **Product Information** (Description) — full product details
  - **Description** — use the rich-text editor to give details, system requirements, or instructions for buyers.
  - **Effect:** Provides buyers clarity on what the file contains and any usage instructions.

- ➜ **Frequently Bought** (Related items) — cross-sell options
  - Select **Product** or **Category** mode. Use **Add More** to choose related products, or pick a category to show those items automatically.
  - **Effect:** Surfaces complementary items to increase average order value.



➜ **Save**

- Click **Save Product** (bottom-right) to create the digital product record. If you enable the Published toggle, the item becomes visible on the storefront after saving.
- **Effect:** The product is stored in the Digital Products list and customers can purchase it (online payment required).

Notes:

➜ ***Star** * fields are **mandatory** and cannot be kept empty.*

➜ *Digital products can only be purchased through online payment methods. Cash on Delivery (COD) is not available. Ensure the uploaded file is the final version before publishing.*

7.2.5.Seller Products (Admin Moderation Panel)

Seller Products is the admin workspace for reviewing, moderating, and managing all products submitted by marketplace sellers. It works similarly to All Products, but is limited to seller-owned items and includes an All Sellers filter to view products from a specific vendor. Access it from **Product Management → Products → Seller Product**

Prerequisites: Enable **Vendor System Activation** and **Digital Product for Seller** in Admin Panel → Features Activation.

- **Section Tabs (Seller Product Lists)**
  - ➜ Seller Product lists include internal section tabs that allow admins to switch between different seller product scopes directly within the page.
  - ➜ Depending on the current view, the following tabs may be available:
    - **All Seller Products** — Displays all seller-submitted products within the current scope.
    - **Physical Products** — Displays only physical products uploaded by sellers.
    - **Digital Products** — Displays only digital products uploaded by sellers.
    - **Not Approved** — Displays only seller products whose **Approved** toggle is turned off.

- **Not Approved Product View**
  - ➜ The **Not Approved** tab presents a filtered view showing only seller products that have not been approved by the admin.
  - ➜ Products listed here are not visible in the storefront until approval is granted.
  - ➜ **Effect:** Provides a focused moderation queue where admins can review pending or rejected seller products without distraction from already approved listings.

  Note: *Approved Toggle and Not Approved section tab depends on admin enabling Admin Approval On Seller Product from Features Activation*

- **Additional Seller Filter (All Sellers Dropdown)**
  - ➜ An extra dropdown appears at the top of every Seller Product subsection (All, Physical, Digital) beside the general Filter and Sort dropdowns.
  - ➜ Allows admins to select a specific seller/shop name to view only products belonging to that vendor.
  - ➜ **Effect:** Highly efficient for seller-specific audits, dispute checks, quality reviews, or targeted moderation.

- **Moderation & Catalog Controls**
  - ➜ Every Seller Product list includes the same management tools available in the global product catalog—editing, viewing, cloning (physical), downloading (digital), updating stock for physical products, toggling Published/Featured/Today's Deal, and performing bulk operations. Admins retain full authority over visibility and corrective actions, allowing fast intervention whenever seller-submitted content needs editing, unpublishing, cleanup, or removal.
  - ➜ **Effect:** Full editorial control over seller-created products using the identical workflow and UI as in-house items.

- **Seller Product Approval Control**
  - ➜ Seller items include an **Approved** toggle *(when Features Activation → Admin Approval On Seller Product is toggled on)*.
  - ➜ Products must be marked **Approved** before they can be published to the storefront.
  - ➜ **Effect:** Ensures the admin reviews product content before it becomes visible to customers.

Notes

- ➜ *All three Seller Product subsections inherit the full toolset from **Products > All Products**, including the View Stock slide-out panel, bulk actions, and item-level options.*
- ➜ ***Admin Approval On Seller Product** must be enabled in **Features Activation** for the Approved toggle and Not Approved section tab to appear.*

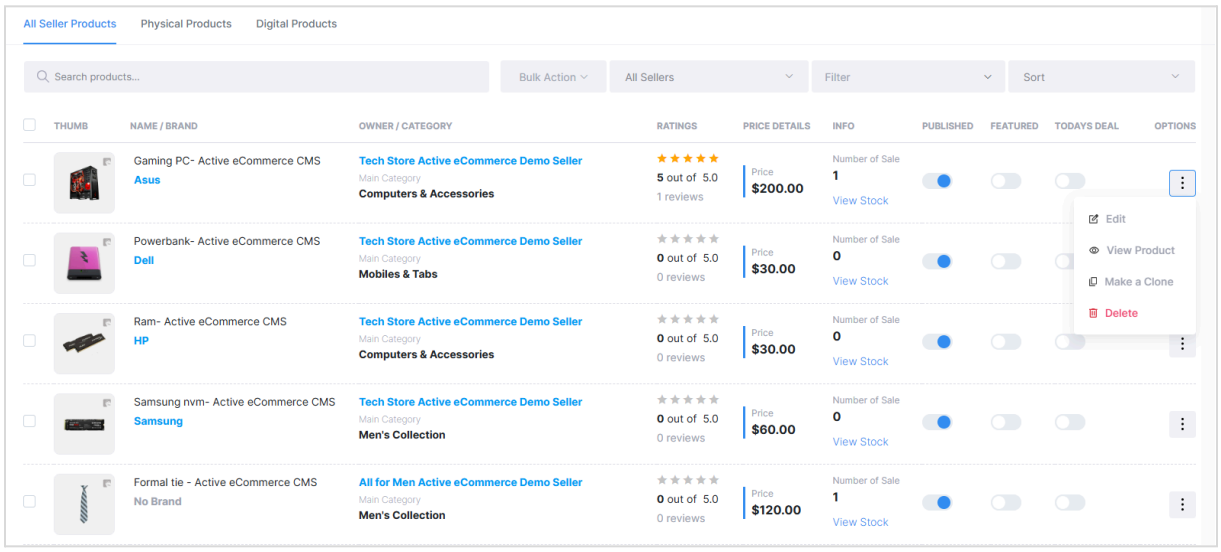


Figure: All Sellers' Products list in the Admin Panel

7.3. Product Setup

7.3.1. Add New Category

The Add New Category section allows admins to create and organize product categories to structure the catalog and improve navigation. It also supports category-based rules like filtering and discounts. A well-organized category system helps customers browse easily and ensures products are placed correctly in the storefront.

- **Category Information**

  Category Information is accessible from **Product Management** → **Product Home / Product Setup** → **Category** → **Add New Category**. It opens the category form to enter the following details.

  ➜ **Name** — Enter the name of the category (e.g., *Men's Fashion*, *Mobile Phones*).

  ➜ **Type** — Select the type of products this category will hold from the dropdown menu:

  - **Physical** — for tangible goods that require shipping.
  - **Digital** — for downloadable or virtual products.

  ➜ **Parent Category** — Choose a parent category from the dropdown if you want to make this a subcategory. Leave blank if it is a top-level category.

  ➜ **Ordering Number** — Define display priority in listings; *higher numbers have higher priority*.

  ➜ **Banner** — Upload a banner image to be displayed in the storefront category banner area.

  ➜ **Icon** — Upload a small icon image for use in navigation menus or compact category lists.

  ➜ **Cover Image** — Upload a cover image that visually represents the category on landing or promotional pages.

  ➜ **Meta Title** — Add an SEO title for the category's web page (used in search results and browser tabs).

  ➜ **Meta Description** — Add a short SEO-friendly description summarizing the category.

  ➜ **Meta Keywords** — Enter keywords related to the category to improve SEO visibility.

  ➜ **Filtering Attributes** — Select attributes (from the dropdown list of existing attributes) that should appear as filters on the storefront's product listing page for this category (e.g., *Size*, *Color*, *Brand*).

- **Save the Category**

  After filling out all the details, click the **Save** button.

  The new category will now appear in:

  ➜ The category tree in the **Category List** page.

  ➜ Product creation forms, allowing assignment to this category.

  ➜ Storefront navigation menus and filters.

Notes:

- ➜ *You must have at least one attribute created under **Products** → **Attribute** to appear in the Filtering Attributes dropdown.*
- ➜ *If this is a **Digital** category, products added under it will only support digital file uploads (not shipping options).*
- ➜ *Proper category hierarchy ensures products are shown under both parent and subcategory filters for optimal visibility.*

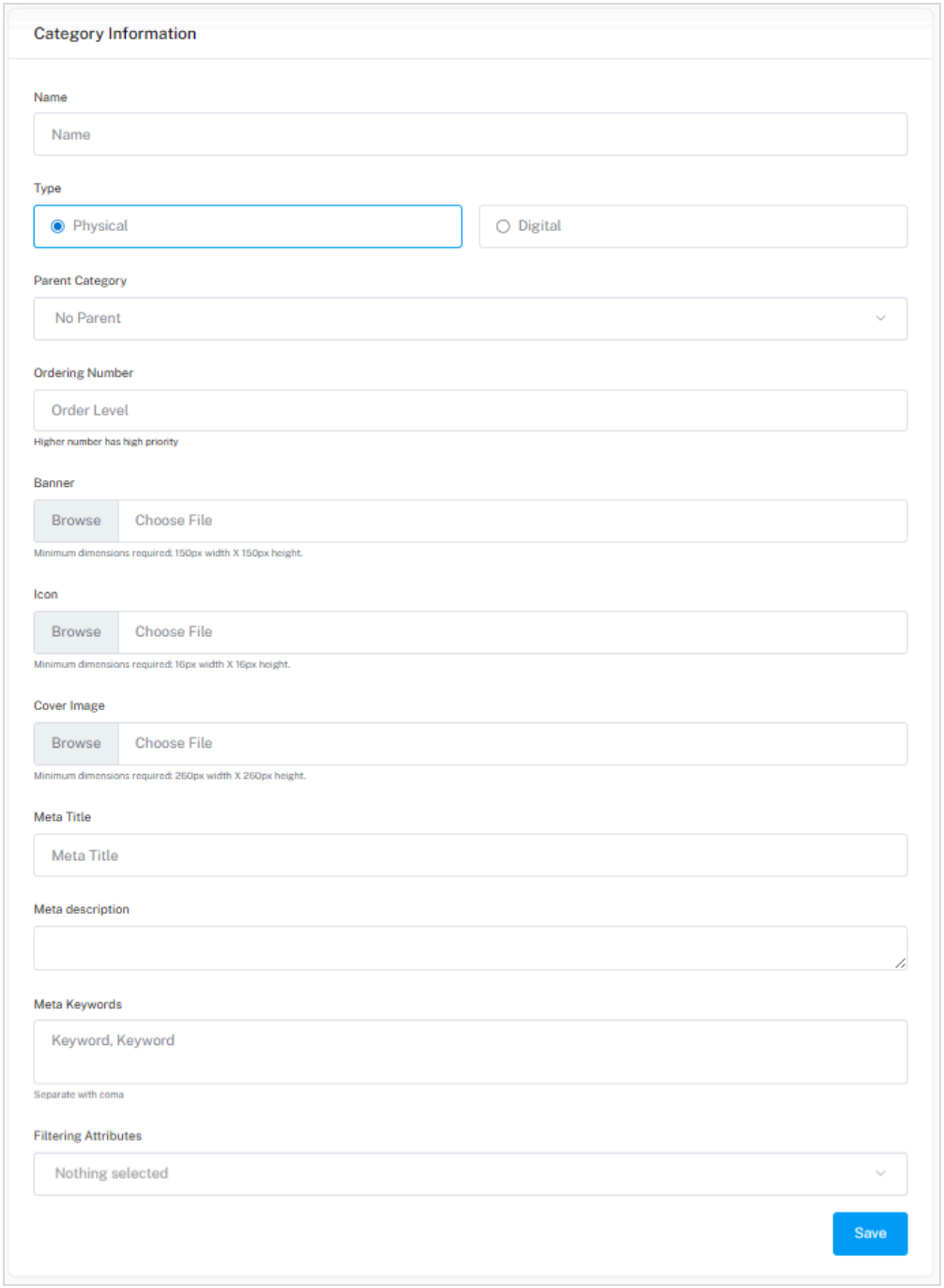


Figure: Creating a New Category from the Admin Panel

7.3.2.Manage Categories

The Category page allows admins to add, view, edit, and organize product categories in a structured hierarchy. It also provides options to manage category details, display settings, and view products under each category. A proper category structure helps improve product organization and storefront navigation.

Accessible from **Product Management** → **Product Setup** → **Category** or **Product Home** → **Category.** It includes the following sections for managing categories:

- **Section Tabs**

  A row of section tabs appears at the top of the Category Management page, providing quick access to different category types:

  ➔ **All Categories** — Displays all categories in the system.

  ➔ **Physical Categories** — Shows categories assigned to the Physical product type.

  ➔ **Digital Categories** — Shows categories assigned to the Digital product type.

- **Table Columns (List View)**

  The Category table displays detailed information for each category. Each row contains:

  ➔ **Icon** – Shows the category's icon used in menus and compact lists.

  ➔ **Name** – Displays the category name with a "Digital" label if the category type is digital..

  ➔ **Parent Category** – Indicates the category's parent. Blank if top-level.

  ➔ **Order Level** – Controls display priority. Higher numbers appear higher in menus.

  ➔ **Level** – Shows hierarchy depth, e.g.:

  - **0** = Parent category
  - **1** = Subcategory
  - **2 =** Sub-subcategory

  ➔ **Featured (toggle)** – Marks the category as "Featured," enabling it in special storefront sections.

  ➔ **Hot Category (toggle)** – Highlights the category as "Hot," enabling special promotional placement.

  ➔ **Commission (Percentage)** – Shows the commission percentage applied to products under this category (e.g., 5%).

  ➔ **Options (View More & 3-dot Menu)** – Contains deeper category insights and actionable controls:

  - **View More**:

    When the admin clicks **View More**, a popup opens that shows a summarized overview of the selected category, including:

➜ Key identity details (category name and logo).

➜ Visual assets such as the banner and cover image.

➜ Product statistics, including total products in this category and a button to view them directly.

➜ Hierarchy information – parent category, order level, and category level.

➜ Commission settings and any category-based discount applied.

- **3-dot menu options:**
  - ➜ **Edit** — Opens the Edit Category page.
  - ➜ **Delete** — Removes the category with a confirmation popup.
  - ➜ **View Products** — Opens the product list filtered to this category just like the View More button's View Products.

- **View Products (Category-Specific Product List)**
  - ➜ Clicking **View Products** redirects the admin to a product list page filtered to that specific category. This page functions like the All Products list and includes searching, sorting, filtering, bulk actions, and full item-level controls.
  - ➜ Admins can view thumbnails, pricing, ratings, stock info, and use View Stock or edit options directly.

    Note:

    ➜ *This page does **not** include All Products section tabs (Digital, Drafts, etc.) because it is scoped to a single category.*

    ➜ *All product-level tools (quick stock update, cloning, bulk actions) remain available.*

- **Bulk Actions (Checkbox-Based)**
  - ➜ A Bulk Action dropdown is available below the Add New Category button.
  - ➜ Admins can select multiple categories using checkboxes and apply:
    - **Mark Featured** – Enables the Featured toggle for selected categories.
    - **Mark Hot** – Enables the Hot Category toggle.
    - **Delete** – Removes selected categories (confirmation box appears).

- **Edit or Update an Existing Category**
  - ➜ Selecting **Edit** from the 3-dot menu opens the category form where admins can change the name, type, parent hierarchy, ordering, media assets, SEO fields, filtering attributes, and commission settings.
  - ➜ After saving, the updated details instantly reflect across storefront menus, filters, and product assignment forms.

- **Delete Category**
  - ➜ Click **Delete** from the 3-dot menu.
  - ➜ Confirm deletion when the popup appears.

- **Reorder or Adjust Hierarchy**
  - ➜ Use the **Parent Category** dropdown while editing to move a category under another, creating or adjusting the subcategory structure.
  - ➜ Use the **Ordering Number** field to define display order within a level (higher = higher priority).

- **Category Bulk Export (for Bulk Product Import Preparation)**
  - ➜ Navigate to **Admin Panel** → **Products** → **Bulk Import** → Click **Download Category**.
  - ➜ This file contains each category's **Name, digital, parent category id, ordering number, banner, icon, cover image, meta title, meta description, meta key words, filtering attributes id** generated automatically based on hierarchy.
  - ➜ Use these IDs when preparing Product Bulk Upload CSV files.

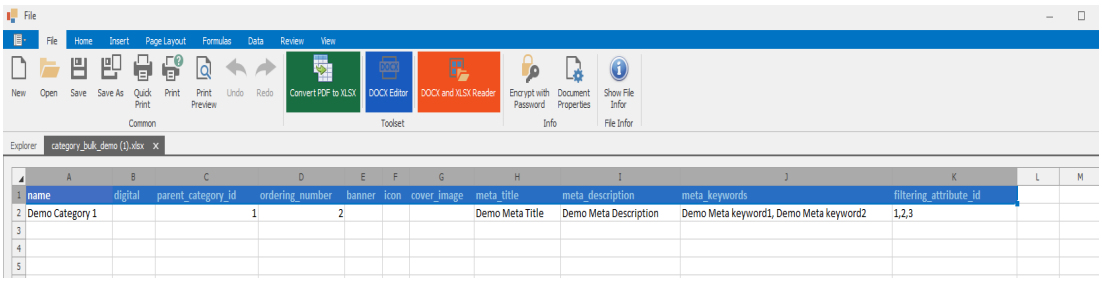


Figure: category bulk export/import file

Notes:

- ➜ *Featured and Hot Category toggles directly affect storefront visibility and promotional placement.*
- ➜ ***Filtering Attributes require pre-created Attributes** under **Products** → **Attribute** before they can appear in the category's Filtering Attributes dropdown.*
- ➜ ***Digital categories** restrict products to digital-only configurations (no shipping fields).*

- *Always verify **parent–child relationships** before making hierarchy changes to avoid misplaced or duplicated category paths.*
- ***Reassign active products** before deleting a category to prevent orphaned items in the storefront.*
- ***Category IDs are system-generated** and cannot be edited; always use the exported Category IDs when preparing **Product Bulk Imports** to guarantee accurate category mapping.*
- *A well-structured category hierarchy ensures products appear correctly under both parent and subcategory filters across the storefront.*

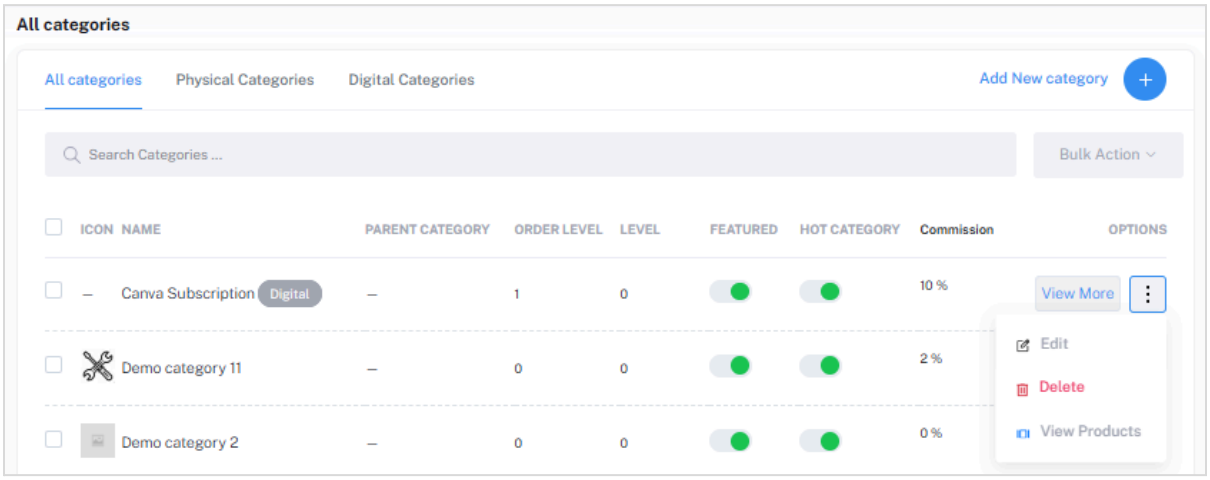


Figure: Managing Added Categories

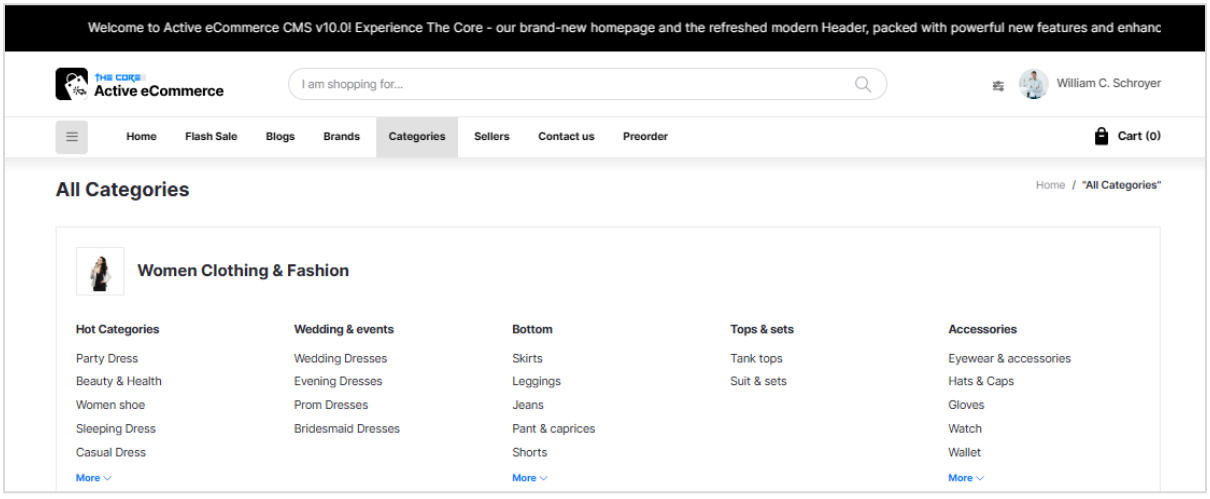


Figure: Added categories in the storefront

7.3.3. All Brands

Brands help customers identify products by manufacturer or label and support brand-based filtering and merchandising across the storefront.
The Brand page allows admins to add, view, edit, delete, filter, and manage brands, view products under each brand, and import brand lists in bulk using CSV files.
Accessible from **Product Management** → **Product Setup** → **Brand** or **Product Home** → **Brand.**

- **Section Tabs**
  - ➜ A pair of tabs appears at the top of the Brand page, helping admins switch between different brand lists instantly.
    - **All Brands** — Displays all brands created in the system.
    - **Unused Brands** — Lists brands that currently have **no associated products** in the marketplace.

- **Add a New Brand**
  - ➜ Click **Add New Brand** (top-right) to open the brand creation form.
  - ➜ In this form, fill in the following fields:
    - **Name** – The brand name (required).
    - **Logo** – Upload a logo image (recommended size: 120×80).
    - **Meta Title** – SEO title for brand pages.
    - **Meta Keywords** – SEO keywords for search optimization.
  - ➜ Click **Save** to add the brand.

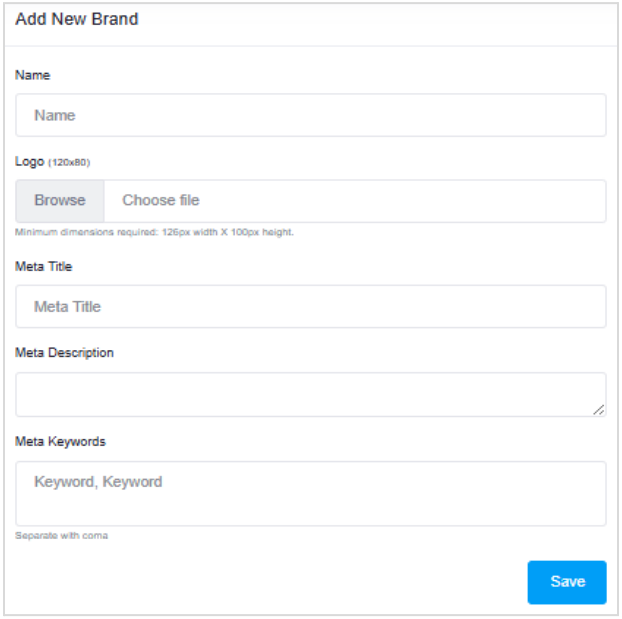


Figure: Creating a New Brand

- **Brand Search & Bulk Actions**
  - ➜ Search Box – Allows admins to search brands by name for quick lookup.
  - ➜ Bulk Action (Checkbox-Based)

- Admins can select multiple brands using checkboxes and perform:

  Delete — Removes all selected brands permanently.

  Note: *Brands with associated products should be handled carefully, as product pages will no longer display brand labels once deleted.*

- **Table Columns (List View)**

  Each row provides a complete overview of a brand's identity and usage across the catalog.

  ➜ **Logo –** Displays the brand logo for visual identification.

  ➜ **Name –** Shows the brand name. Essential for catalog filtering and user navigation.

  ➜ **Quantity of Products –** Displays how many products in the marketplace are associated with this brand.

  ➜ **Created –** Shows the date when the brand was created in the system (admin-created date, not the real-world brand establishment date).

  ➜ **Categories –** Names the Main and Product categories in which this brand's products appear.

  Effect: Helps admins understand brand distribution across catalog segments.

  ➜ **Options (3-dot menu)**

  Expands into:

  - **Edit** – Opens the brand edit form to modify name, logo, slug, or SEO details.
  - **Delete** – Removes the brand entirely from the system with a confirmation popup.
  - **View Products** – Opens a dedicated product list showing **all products under this specific brand**.

    Note:

    ➜ *Editing updates brand identity instantly across all associated products.*

    ➜ *Deleting removes brand affiliations; affected products will no longer display a brand label until reassigned.*

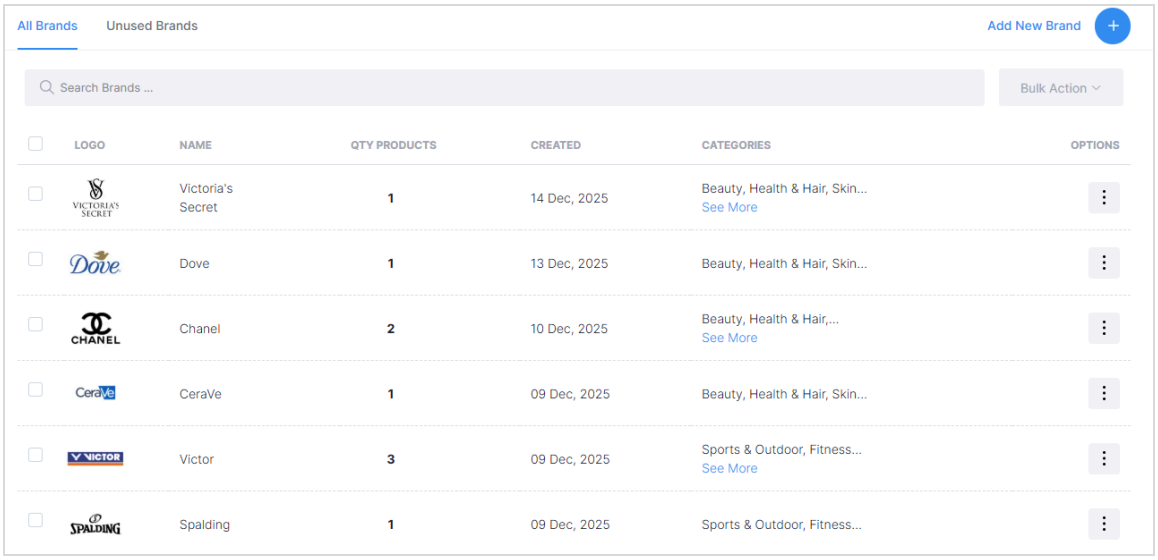


Figure: All Brands Listing Page

- **View Products (Brand-Specific Product List)**

  ➜ Clicking **View Products** redirects the admin to a product list filtered exclusively to that brand. This page functions like the All Products list and includes searching, sorting, filtering, bulk actions, and full item-level controls.

  ➜ Admins can add new products, filter, view thumbnails, pricing, ratings, stock info, and use **View Stock** or edit options directly.

  ➜ **Effect:** Provides a dedicated product management view where only products from the selected Brand are shown. Allows admins to manage all products under a beans (edit, publish, update stock, delete, etc.) without returning to the main catalog.

  Note:

  ➜ *This page **does not include Section Tabs** (All Products, Digital Products, Drafts, etc.) since it is already scoped to a single brand.*

  ➜ *The **View Products** list supports full product management, including quick stock updates, publishing, and bulk operations.*

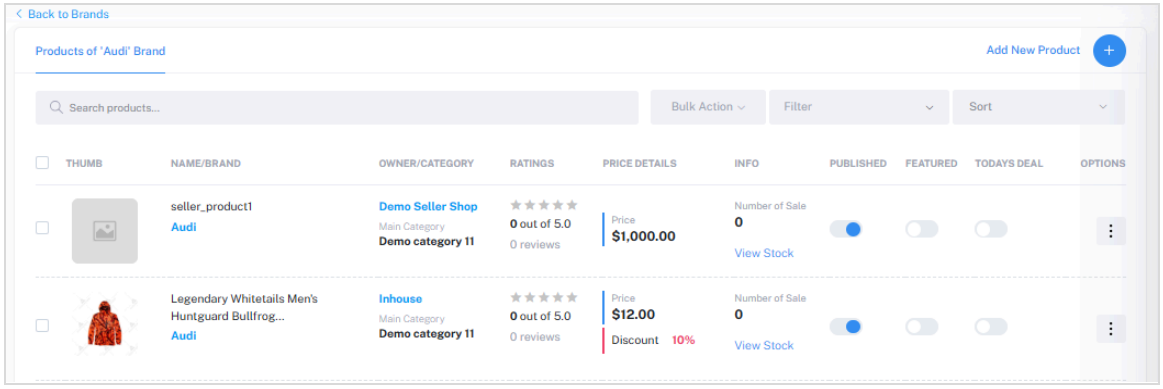


Figure: Viewing and Managing Products under a Specific Brand

7.3.4. Brand Bulk Import

Brand Bulk Import allows admins to upload multiple brands at once using a CSV file, making it faster to create and manage large brand lists. Accessible from **Product Management → Product Home → Brand Bulk Import** or **Product Setup → Brand Bulk Import.**

- **Action**
  - ➜ Click **Download CSV** to get the skeleton file.
  - ➜ Fill in the CSV file with proper brand data following the example format (you can download the example file for guidance).
  - ➜ Once completed, click **Browse** to upload your CSV file, then click **Upload CSV**.
  - ➜ **Effect:** All valid brand records from the file will be added to your system in bulk.

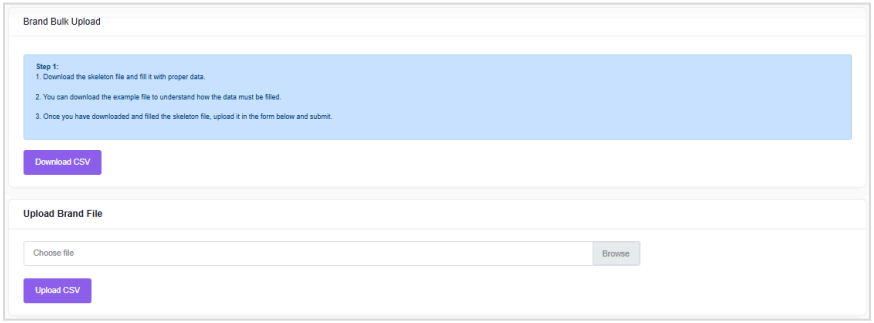


Figure: Downloading list of all added Brands and Uploading Brands in bulk

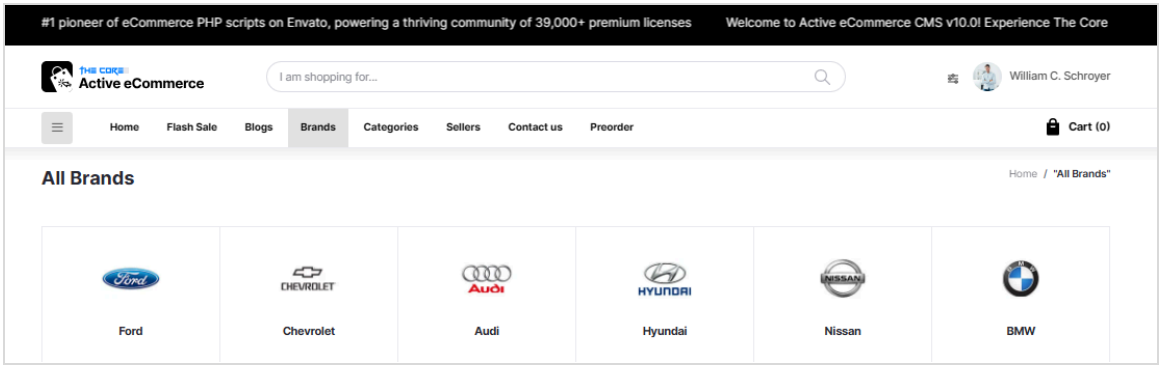


Figure: Added Brands in the storefront.

Notes:

- ➜ *Always follow the structure of the example CSV to avoid import errors.*
- ➜ *After import, newly added brands will appear in the **All Brands** list and will be selectable in product creation or editing forms.*
- ➜ *When preparing **Product Bulk Imports**, use numeric **Brand IDs** from the Brand list to ensure correct mapping between products and brands.*

7.3.5. Colors

Color entries define standardized swatches used in product variations and storefront filtering. Colors added here appear in the product creation form and can be used to visually represent options like shade, style, or material. Access this from Product **Management → Product Home / Product Setup → Colors.**

- **Manage Colors**

  The table lists all color entries showing **Name** and **Options**.

➜ **Add new color:** Create a new color by entering the color name and hex code (e.g., #FFE4E1) and save it.

➜ **Edit:** Opens the existing **Color Information** page where you can update the **Name** and **Color Code** . Click **Save** to apply changes.

➜ **Delete:** Permanently removes the color entry.

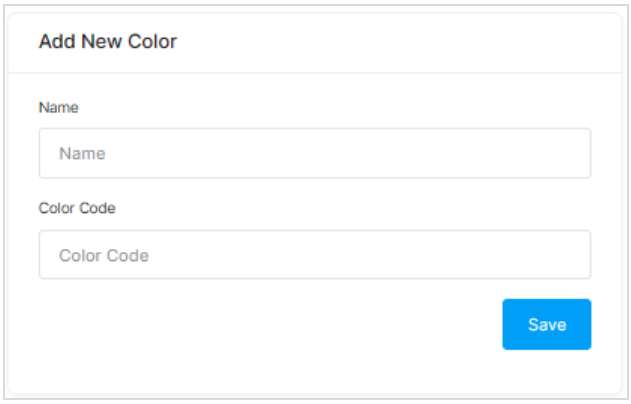


Figure: Adding a new color

Notes:

- *Use consistent HEX values for accurate swatch display.*
- *Colors added here become available system-wide for attributes, variations, and filters.*

- **Color Filter Activation**
  - ➜ Toggle **Color Filter Activation** ON/OFF from the same page.
  - ➜ When enabled, the storefront filter sidebar can show color swatches as filter options (depending on theme/layout).
  - ➜ **Effect:** Customers can filter products by color where applicable.

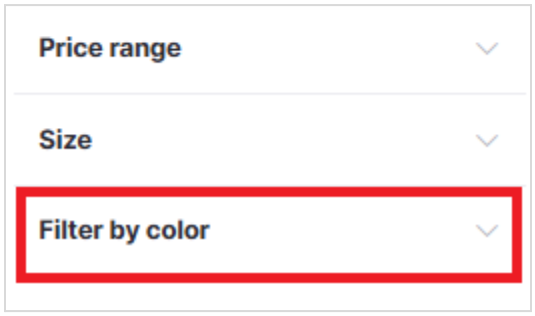


Figure: Filtering products based on color during product searching

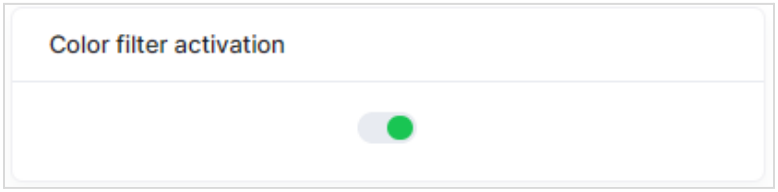


Figure: Activation of Filter by Color for the storefront

7.3.6.Attributes

Attributes represent product characteristics such as Color, Size, Storage, Material, etc. They are used to define variations and power storefront filters that help customers refine their search. Each attribute can have multiple values, which become selectable options when products are created. Access attributes from **Product Management → Product Home / Product Setup → Attributes.**

Action:

- **Add a New Attribute**
  Provide the following details in the attribute form.
  - ➜ **Name** – Enter the attribute name (e.g., Storage or Material).
  - ➜ **Values** – Add the available values for the attribute. These become selectable options for products.
  - ➜ **Save** – Click **Save** to apply changes.

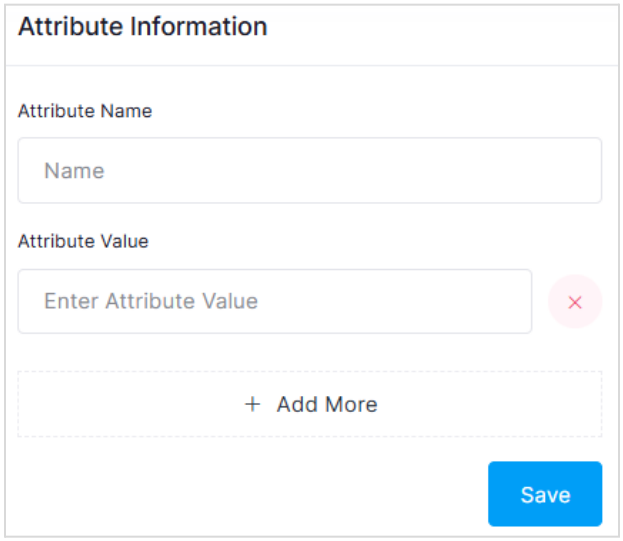


Figure: Attribute Create Form

- **Manage existing Attributes**
  - ➜ **Edit** – From the All Attributes list, click Edit to rename an attribute or add, edit, or remove attribute values, then click Save to update changes.
  - ➜ **Delete** – Click the Delete icon to remove the attribute completely along with all its values.

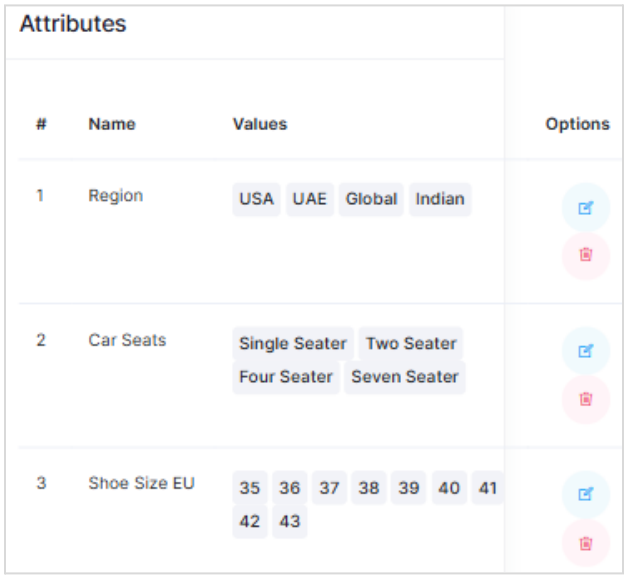


Figure: All Attributes List

7.3.7. Unit

The Unit section is used to manage product measurement units such as pieces (pc), kilograms (kg), liters (L), and meters (m). These units ensure consistent product information and details. management across the system. This page can be accessed from **Product Management → Product Setup → Unit**

- **Create A Unit**

  Click Add new to unit and this will open a sidemodal

  ➔ **Name** – Write the name of the Unit (e,g. Kg, PC)

  ➔ **Confirm** – After entering the name click **Confirm** to save the new unit.

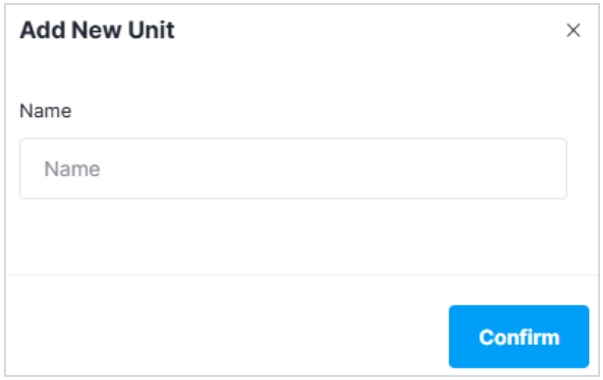


Figure: Create a New Unit

- **Unit Table**

  consists of the unit list with its name and the following management options:

  ➔ **Search & Bulk Action**

  - **Search** – Quickly find a specific unit by its name.
  - **Bulk Action (Delete)** – Select multiple units and delete them at once.

  ➔ **Options**

  Available options

  - **Edit** – Modify the unit name.
  - **Delete** – Permanently remove the unit from the system.

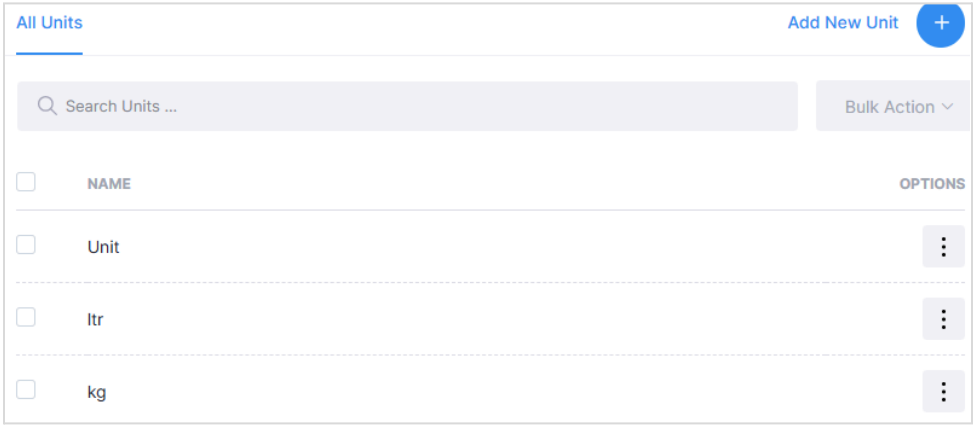


Figure: All Unit List

7.3.8.Size Guide

The **Size Guide** feature allows the admin to define detailed sizing charts that help customers choose accurate product sizes before purchasing. These charts are displayed on product pages through the “Show Size Guide” button.

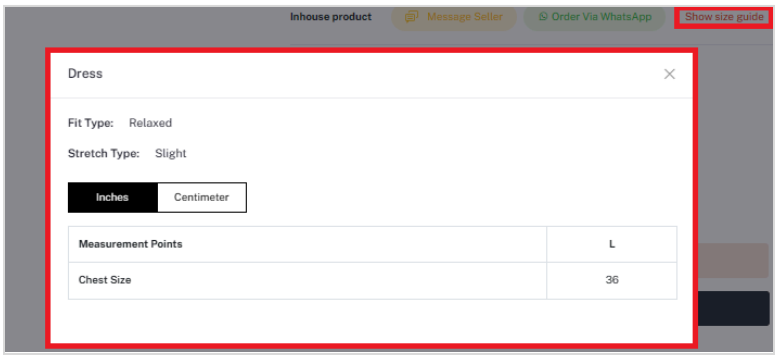


Figure: Viewing Size Guide from Product Details page in the storefront

- **Add Measurement Points**

  Adds a reusable measurement field that can be linked with one or more size charts. Access this page from **Products → Size Guide → Measurement Points.**

  ➜ From the **Add New Measurement Point** section, enter the measurement name (e.g., Chest, Length, Waist) → click **Save.**

  ➜ You can view all measurement points in a list below, and use the **Options** column to **Edit** or **Delete** any entry.

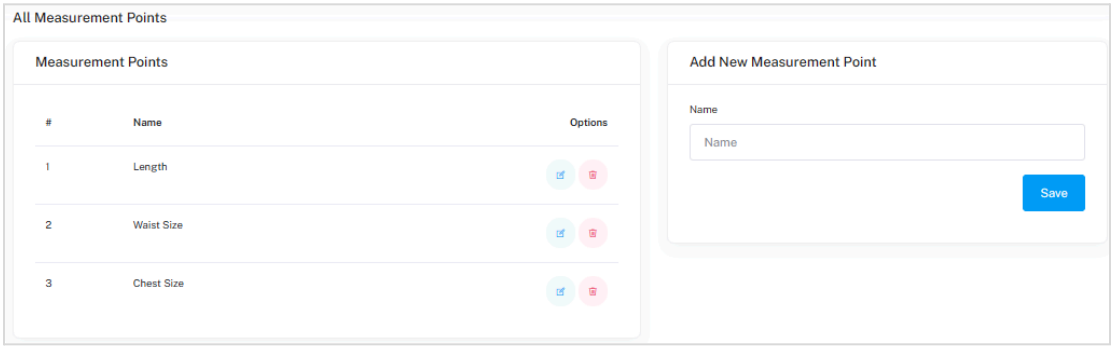


Figure: List of added Measurement Points with Form for adding a New Measurement Point

- **Access the Size Charts**

  Access this page from **Products → Size Guide → Size Chart. This page** shows a list of All added Size Charts with their name, category, show button for details and options to edit or delete specific charts, along with a button to **Add New Size Chart**.

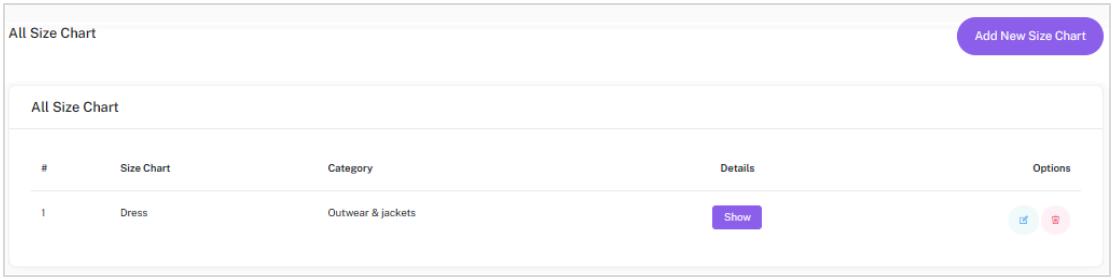


Figure: List of added charts with Add New Chart button in the Admin Panel

- **Add a Size Chart**

  Click **Add New Size Chart** from the Size chart page

  ➜ Fill the following fields from the **Size Chart Information**:

  - **Chart Name:** Enter the chart's unique title for identification.
  - **Category:** Create a new size chart category directly from the product upload form or select an existing size chart category to assign to the product.
  - **Images:** Upload one or multiple reference images.

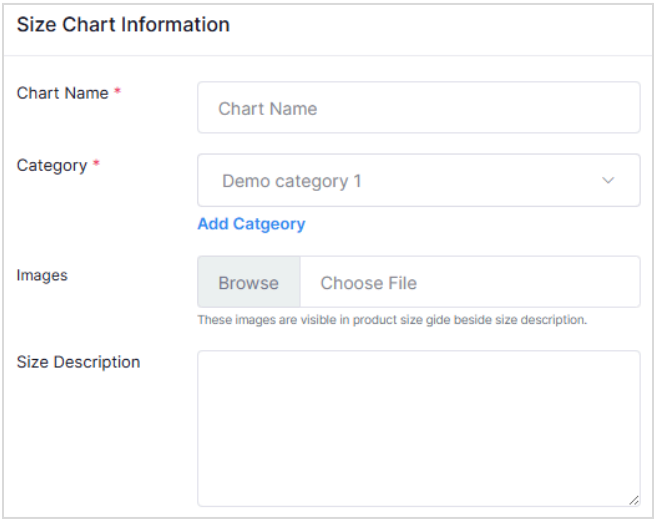


Figure: Size Chart Information Fields in Add New Chart

Note: *These images are visible in the product size guide beside size description.*

  - **Description:** Add a short note or fitting instruction for customers.

  ➜ Fill the following fields from the **Size Configuration**:

  - **Fit Type & Stretch Type:** Select applicable fit and fabric flexibility.
  - **Measurement Points & Size Options:** Create a new measurement point and size options directly from the product upload form or select an existing one for the size chart.
  - **Measurement Type:** Choose whether measurements are in Inches and-or Centimeters.

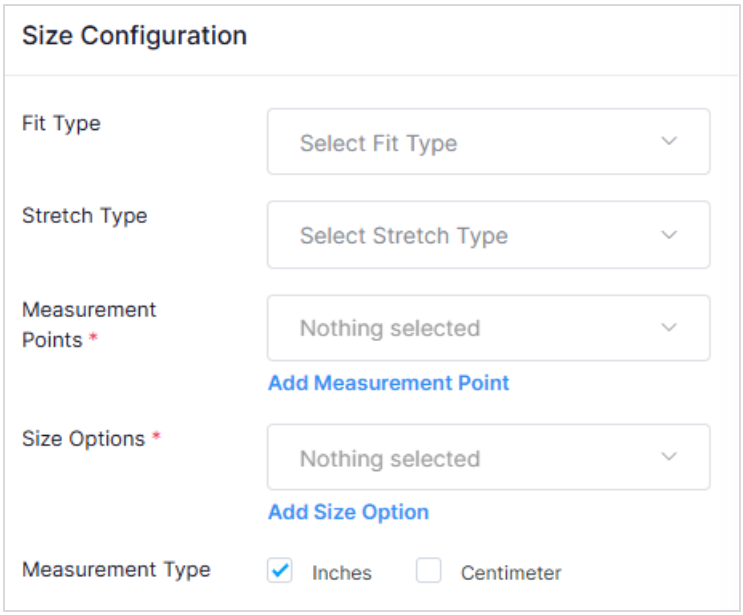


Figure: Size Configuration Fields in Add New Chart

➜ **Size Combination Form**

Once configuration fields are selected, a **Size Combination Table** appears.

- Input the numerical measurement values for each size and measurement point (e.g., Chest: 38 inches for M).

➜ Click **Save** to create the chart. The saved chart becomes automatically available on all product pages linked to that category, accessible through the **Show Size Guide** button.



Figure: Size Combination Fields in Add New Chart

Notes:

➜ *The **Measurement Point** dropdown will remain empty if no points are added under Products → Size Guide → Measurement Points.*

➜ ***Size Options** are populated from attributes added in Products → Attribute.*

➜ *Only one active chart can be associated per product category at a time.*

➜ *Updating any size chart immediately reflects the change on all linked product pages.*

7.3.9.Warranty

Warranties define the post-purchase protection or service coverage shown on product pages. They inform customers about what is covered after purchase and help set clear expectations. Access warranty page from **Admin Panel → Product Management → Product Home / Product Setup → Warranty.**

- **Add a new Warranty**

  Inside the **Add Warranty** form, enter the required details:

  ➔ **Warranty Text** – Enter the warranty text (e.g. `1Year,2Year`).

  ➔ **Logo / Image (optional)** – Upload a small image or badge to display with the warranty on product pages.

  ➔ Click **Save**.

- **Manage Existing Warranties**

  ➔ **Edit a Warranty –** From the Warranty list, click Edit to modify the Warranty Text or replace the Logo/Image and save.

  ➔ **Delete –** click **Delete** icon to remove the warranty.

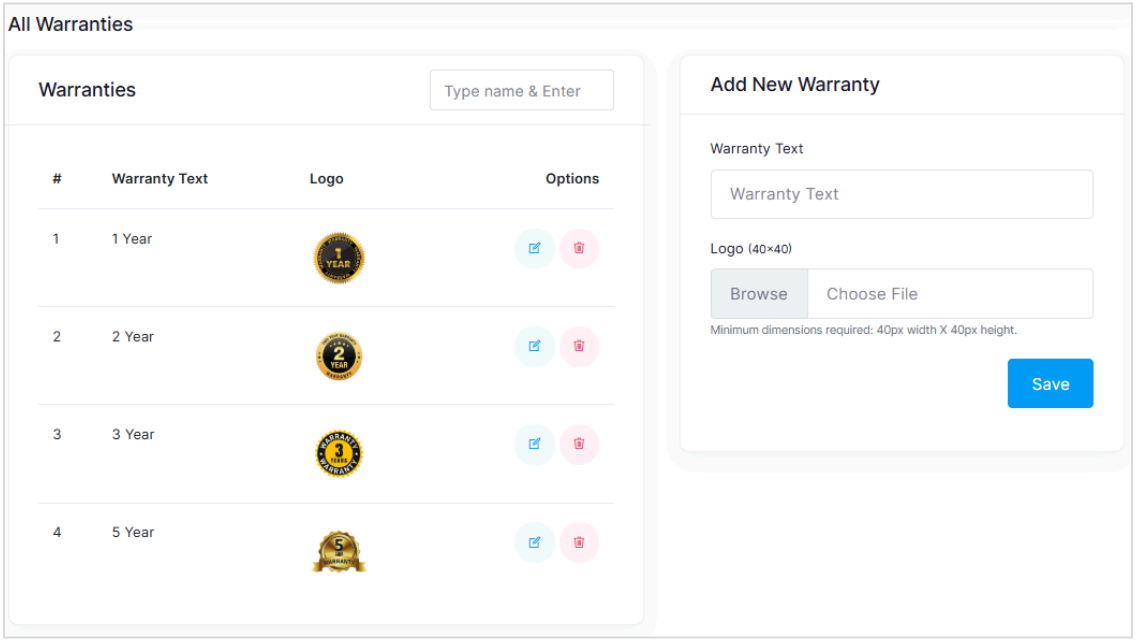


Figure: List of Added Warranties with a Form to Add New Warranty

7.3.10.Notes (Admin & Seller)

The Notes section provides a centralized space where admins and sellers can create and manage reminders or instructions related to **Refund, Warranty, Shipping, Delivery**, and other custom contexts. While **admins have full oversight of all notes**, sellers can only manage their own notes, and optionally view admin-published notes if access is enabled.

7.3.10.1.Add New Note

Notes can be created by both admins and sellers, depending on system settings. Admins can always add notes, while sellers can add notes only when the “Seller Can Add Note?” option is enabled. Each note includes a type and description for categorization and clarity. Access notes page from **Admin Panel → Product Management → Product Home / Product Setup → Notes**

Action:

- **Add a New Note (Admin & Seller)**
  Notes page provides an option to create a new note. Clicking Create New Note opens the note creation form. It consists of the following fields:
  - ➜ **Note Type** – Select the note type (Refund, Warranty, Shipping, or Delivery).
  - ➜ **Description** – Enter the note description (maximum 900 characters).
  - ➜ **Save** – Click save to apply the changes.
  - ➜ **Effect:** Adds a new note, visible in the Note List for all users depending on access.

  Note: *Sellers can create notes when the ‘Seller Can Add Note?’ option is enabled by the admin from the Note List page.*

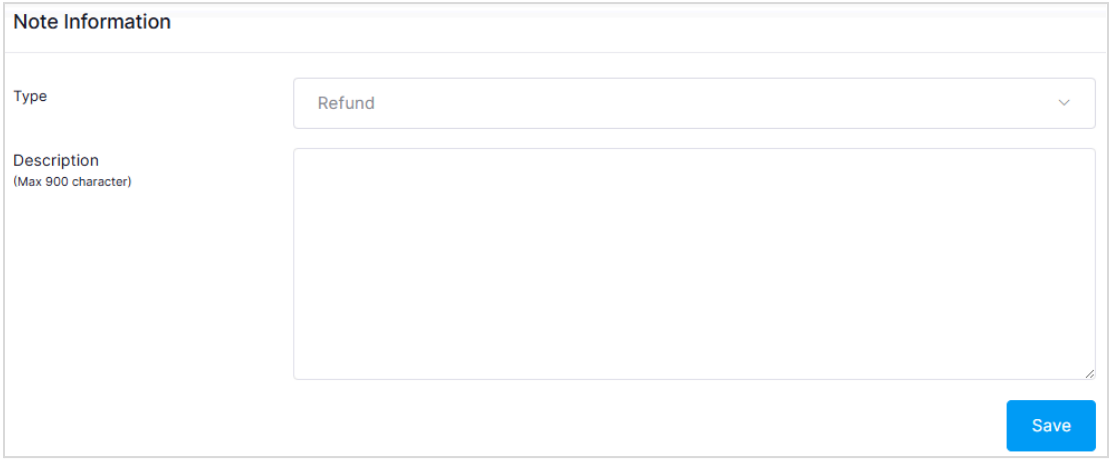


Figure: Adding a New Note

7.3.10.2.Note List

Note List displays all notes available to the current user. Admins can view and manage all notes across the platform, while sellers can view their own notes and any admin notes shared with sellers. Access from **Admin Panel → Product Management → Product Home → Notes**

- **Admin → Note List**

  The Admin Note List page displays all notes available in the system, including admin-created notes and notes submitted by sellers. It provides the following information and management options:

  ➜ **Notes Table** – Displays the note owner, note type, description, seller access status, and available actions.

  ➜ **Search** – Search notes by entering a note type in the search field.

  ➜ **Filter Options** – Filter the list to display All, In-House, or Seller notes.

  ➜ **Add New Note** – Opens the note creation form to add a new note.

  ➜ **Seller Can Access?** – Enable or disable seller access to a specific admin note.

  ➜ **View** – View the complete details of a note.

  ➜ **Edit** – Modify the note type or description and save the changes.

  ➜ **Delete** – Click the delete icon to permanently remove a note from the system.

  ➜ **Seller Can Add Note?** – Enable or disable the ability for sellers to create their own notes.

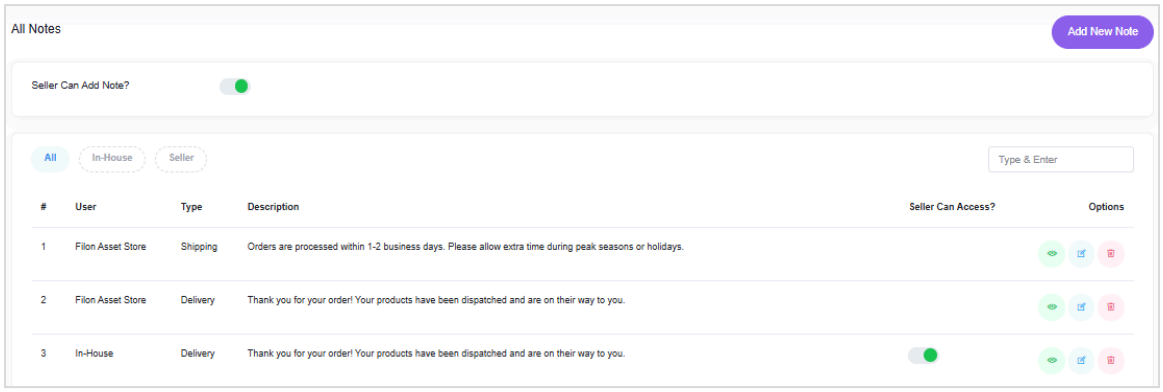


Figure: List of all Notes in the Admin Panel with toggle to enable Note Creation access to sellers

- **Seller → Note List**

The Seller Note List displays notes created by the seller, similar to the Admin Note List. Sellers can view only their own notes and, if permitted, admin-shared notes.

Sellers can create, edit, and delete only their own notes. If note creation is disabled but access to specific notes is granted, sellers can still view those notes from Seller Panel → Products → Note List.

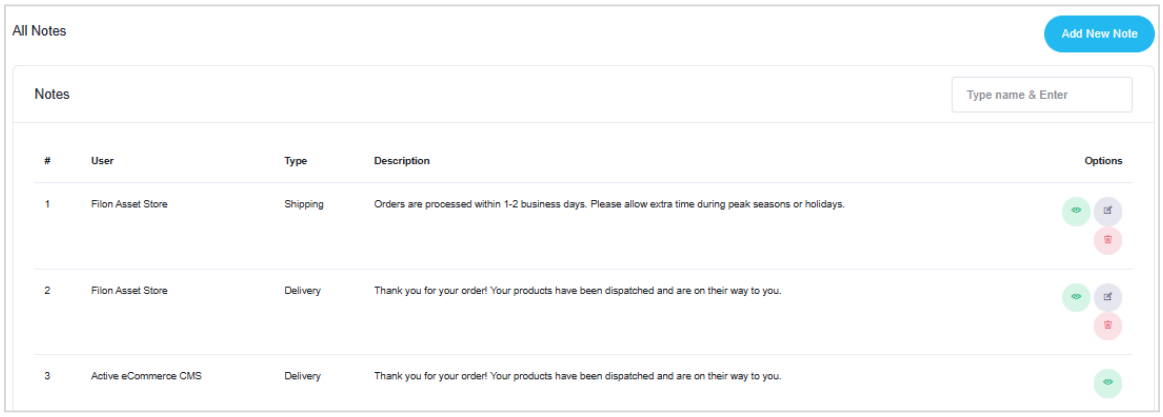


Figure: Sellers Note List with Add New Note Button

Notes:

- ***Access Control:*** *Sellers cannot add notes unless Seller Can Add Note? is enabled by Admin.*
- ***Visibility:*** *Admin-created notes with Seller Can Access? ON are visible to all sellers.*
- ***Symmetry:*** *The Add New Note flow is identical in Admin and Seller panels — only the scope and visibility differ.*

7.4. Product Operation

7.4.1. Product Reviews (Admin View — Moderation & Custom Reviews)

Product Reviews allows admins to monitor customer ratings and reviews, manage review visibility, and add custom reviews for in-house products. Admins can view detailed reviews for each product and manage both customer-submitted and admin-created reviews from **Admin Panel** → **Product Management** → **Product Home / Product Operation** → **Product Review** page

- **Add a Custom Review** (Available **only** for Admin)
  Click **Add Custom Reviews**. This opens a form that includes the following fields:
    - **Custom Reviewer Name*** – Name that will appear publicly as the reviewer.
    - **Custom Reviewer Image** – Optional avatar/photo for the reviewer; defaults to system avatar if not provided.
    - **Category** (Dropdown) – Select the product's category to filter the product list below.
    - **Product*** (Dropdown filtered by selected category) – Select the product to which the custom review will be attached. It shows only products under the chosen category.
    - **Rating*** – Select a star rating from 1–5 stars.
    - **Date*** – Choose "System Date" or pick a custom date for when the review is considered submitted.
    - **Comment*** – The text review content that will appear publicly.
    - **Review Images** – Optional gallery images related to the review; square images recommended.
    - **Save** – Saves and publishes the custom review

  ➜ **Effect:** A new admin-created review is added to the product. It appears in the product's review list just like a customer review (but visible only after the admin publishes it).

  Note:

  ➜ *Star* fields can not remain empty.*

  ➜ *Adding a New Custom Review from within a specific products Detail Reviews page opens the Add New Custom Review form with the same fields but with Category and Product preselected.*

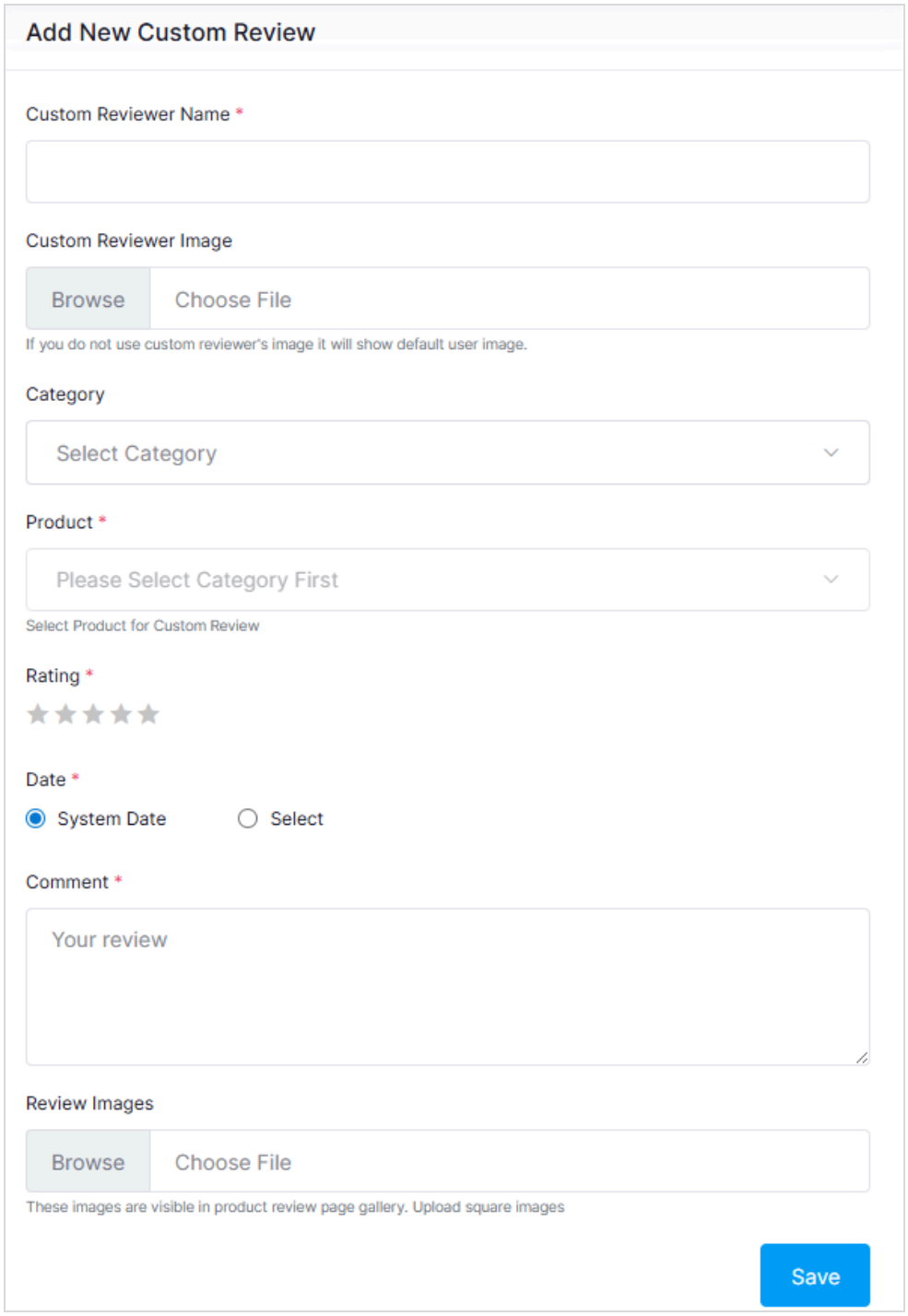


Figure: Admin adding a custom review for a product to be displayed in its Product Details page

- **Product Reviews Table**
  - ➜ Opens the **All Rating & Reviews** page, showing a table with:
    - **Product Name** – Shows the name of the product for which reviews exist.
    - **Product Owner** – Indicates who owns the product (In-House or a specific Seller).

- **Rating** – Displays the product's average rating calculated from all **published** reviews.
- **Reviews** – Total count of all reviews (customer + admin custom) with a **"new"** badge appears when new reviews have not yet been viewed by the admin.
- **Custom Reviews** – Number of admin-added custom reviews attached to that product.
- **Options** — Button that redirects to the **Detail Reviews** page for that product.

- **Filter and Locate Reviews**

  Use the built-in filters:

  ➜ **Filter by Seller Type** (All / In-House / Specific Seller)

  ➜ **Filter by Rating** (Low → High / High → Low)

  ➜ **Search Product by Name**

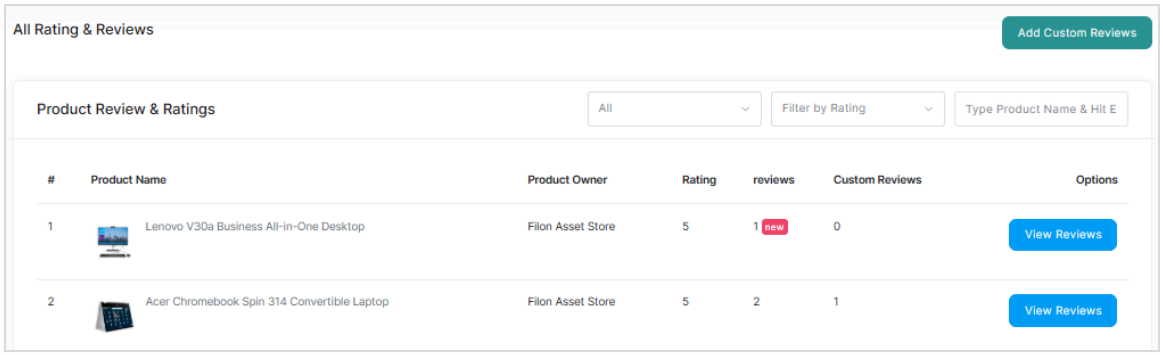


Figure: List of Reviews & Ratings for purchased products in the Admin Panel

- **Moderate Existing Reviews**

  ➜ In the main table, click **View Reviews** for any product.

  ➜ This opens the **Detail Reviews** page with tabs/filters:

  a. **Customer Reviews**

  - **CUSTOMER** — Name of the customer who submitted the review.
  - **RATING** – Numerical star rating (1–5).
  - **COMMENT** – Displays the written review and any attached customer images.
  - **PUBLISHED** – A toggle showing whether the review is publicly visible with publication date.

Admin Actions:

- Publish/unpublish reviews
- Remove harmful/abusive content by unpublishing
- Review images displayed for inspection

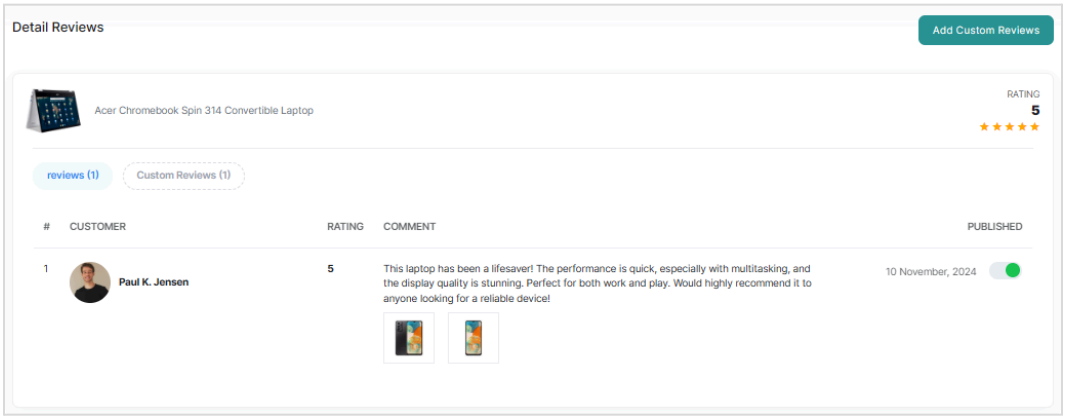


Figure: Viewing and moderating all Customer reviews for a product

b. **Custom Reviews** (Only Modifiable by Admin)

Access to an additional **Option** column:

- **Edit custom review** – Allows admin to edit the previously submitted custom review.

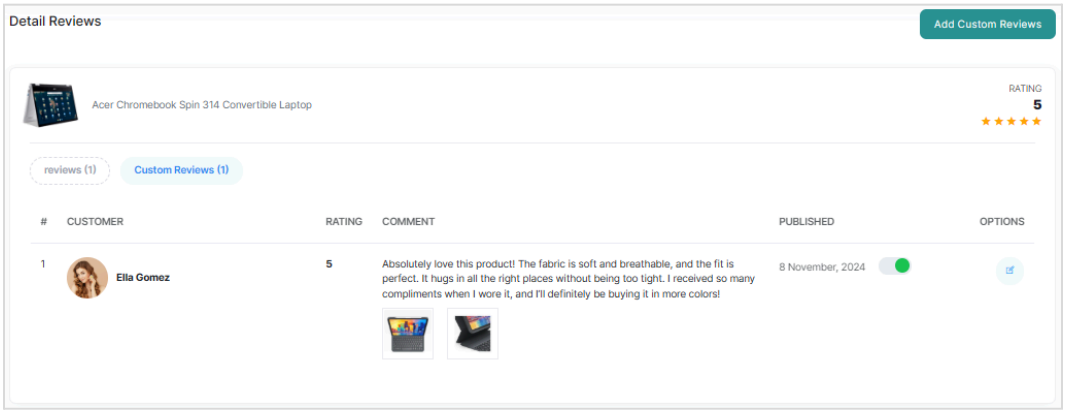


Figure: Viewing and moderating all Admin added custom reviews for a product

Notes:

- ➜ *Only Admins can add or edit **Custom Reviews**.*
- ➜ *"Published" toggle controls whether a review appears on the product page.*
- ➜ *The **average rating** shown at the top of the Detail Reviews page updates automatically when reviews are published/unpublished.*
- ➜ *If no new review appears, the "new" badge disappears after review publication.*

7.4.2.Smart Bar

The Smart Bar is a sticky product summary bar that appears at the bottom of the product details page as customers scroll. It allows users to view essential product details and add the item to their cart without scrolling back to the top

- **Smart Bar Setup Process**

  Configure the Smart Bar from **Admin Panel** → **Product Management** → **Product Home / Product Operation** → **Smart Bar**. The setup page includes the following options:

  ➔ **Enable the Smart Bar** → Toggle the Smart Bar option to ON to activate it on the storefront.

  ➔ **Customize Smart Bar Appearance**

  - **Select Background Design** – Select option **(Plain/Blur)** for the Smart Bar to match your theme.
  - **Select Background Color –** Select a background color for the Smart Bar to match your theme.
  - **Text Color** – Choose the text color (light or dark) for best readability.
  - **Button Color –** Select a Button color for the Smart Bar to match your theme.
  - **Button Text Color** – Choose the button text color **(light or dark)** for best readability.
  - **Save –** Click **Save** to apply changes. It updates the bar styling instantly across all product detail pages.

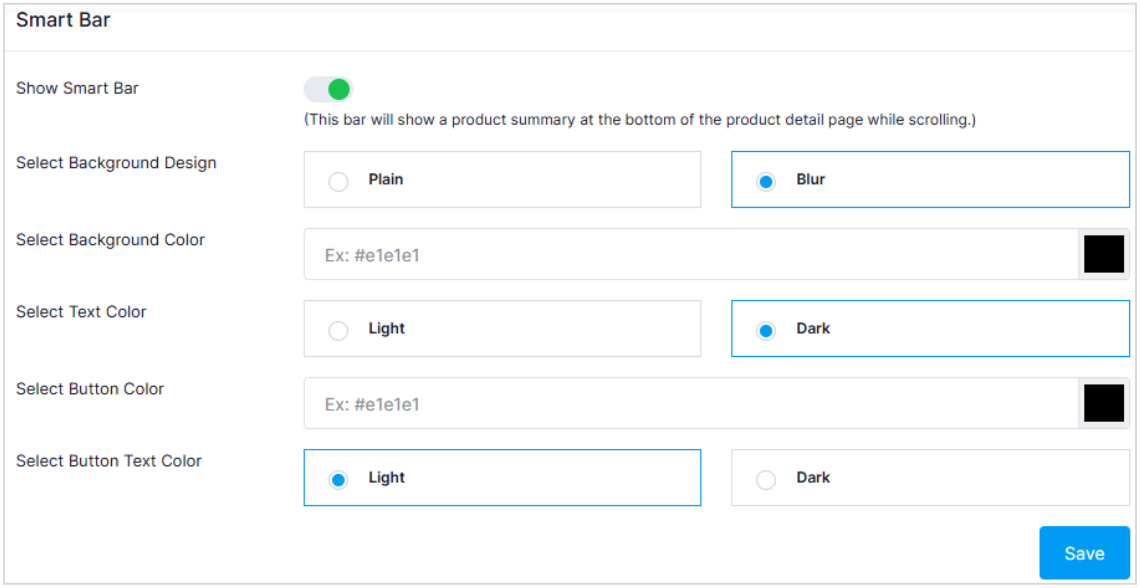


Figure: Configuring Smart Bar in the Admin Panel

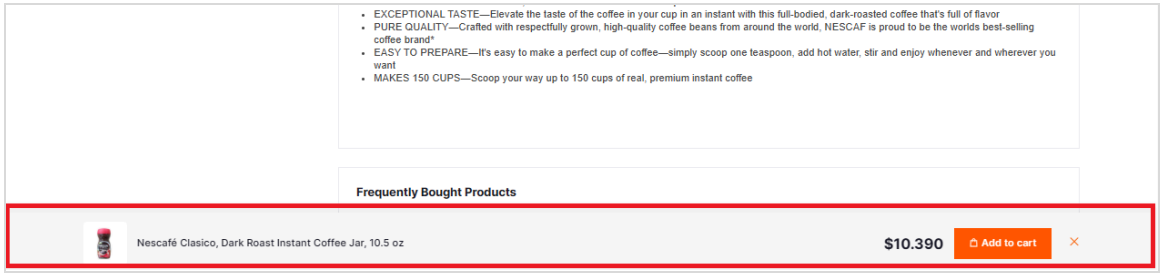


Figure: Smart Bar showing currently visiting product's summary at the bottom of the page

Notes:

- ➜ *The Smart Bar enhances user experience by keeping key product details always accessible.*
- ➜ *It automatically appears on all product detail pages once enabled.*
- ➜ *Ensure color choices contrast well with the product text for visibility on different screen sizes.*

7.4.3.Custom Label

The Custom Label feature allows the admin (and optionally sellers) to create and assign custom visual labels to products — for example, "New Arrival," "Limited Stock," or "Best Seller." These labels appear as colored tags on product thumbnail images throughout the storefront.
Manage custom labels from **Admin Panel → Product Management →Product Home /Product Operation → Custom Label.**

- **Add a New Custom Label**
  Click **Add Custom Label** and it will open the Custom Label form Fill in the required fields:
  - **Label Name** – Enter the label title (e.g., "New Arrival," "Hot Deal").
  - **Background Color** – Choose a color for the label's background.
  - **Text Color** – Select text color (White or Dark) for better contrast.
  - **Select Products** – Choose which products the label will apply to.

  ➜ Click **Save**.

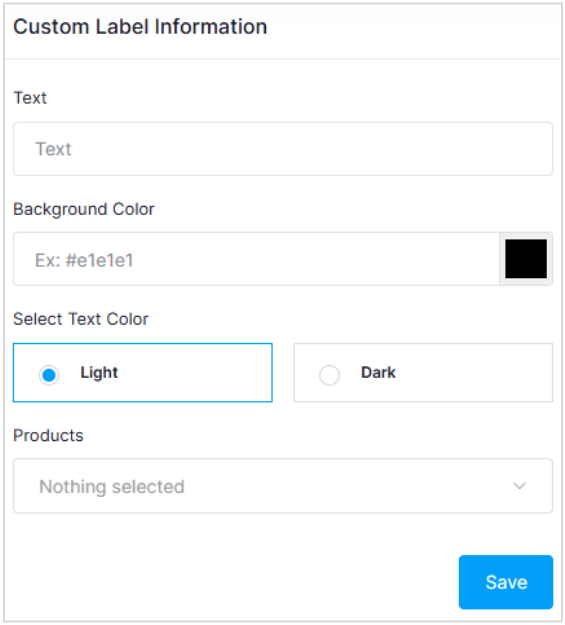


Figure: Creating a New Custom Label in the Admin Panel

- **Manage Labels**

  Manage existing custom labels by modifying, removing, and controlling seller access permissions.

  ➜ **Options**

  On the Custom Label listing page, locate the label you want to modify and click the three-dot menu to manage existing custom labels.

  - **Edit –** Click **Edit** to update label name, colors, or assigned products.
  - **Delete –** Click **Delete** to remove a label completely.

- **Seller Access Control**

  ➜ Admin can allow sellers to manage labels by enabling the **Seller Can Create Custom Labels?** option.

  ➜ Once enabled, sellers can create and assign labels from their **Seller Panel** → **Products** → **Custom Label**.

  ➜ From the admin Custom Label page, individual label permissions can also be set:

  - Enable or disable **Seller Access** for specific labels.
  - If a seller is granted access, they can assign that label to their products but cannot edit the label design or text.

  ➜ **Effect:** Ensures controlled label management and consistent styling across the marketplace.

Notes:

➜ *Custom labels are displayed on the product thumbnail images throughout the storefront.*

➜ *Flash sale, today's deal, discounted product and wholesale products label are locked and can not be deleted.*

➜ *Seller-level label creation requires admin permission from the Custom Label settings page.*

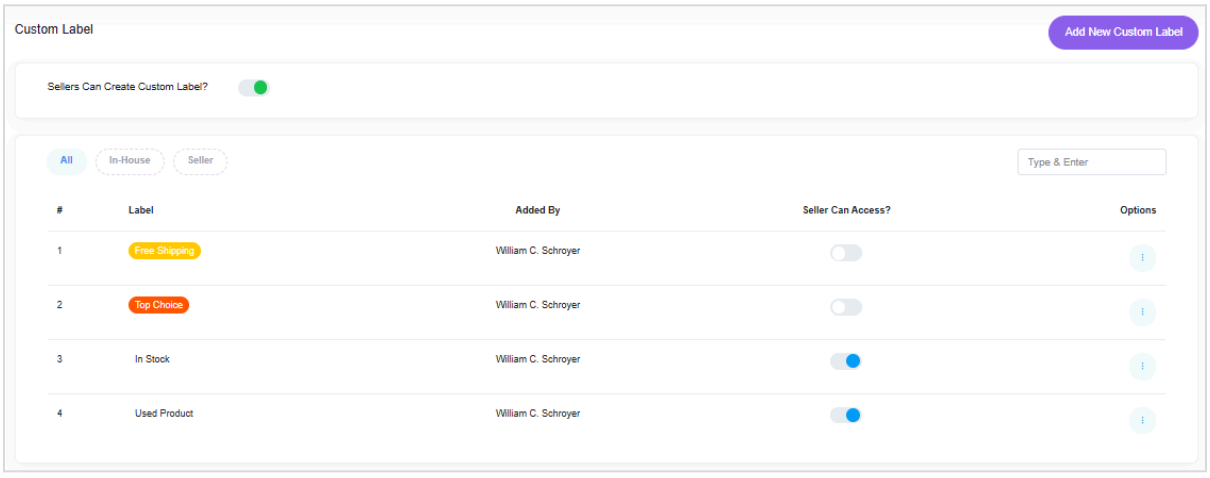


Figure: List of All added Custom Labels with toggles to allow Sellers to create or use Admin added labels

7.4.4.Bulk Import (Product Bulk Upload)

The Bulk Import feature enables administrators and sellers to add multiple products simultaneously using a CSV template. This streamlines product catalog management and accelerates large-scale product onboarding. Once the completed CSV file is uploaded, product information is imported into the system, while images and additional product configurations can be managed afterward.

The Seller Panel uses the same Bulk Import page and follows the same workflow as the Admin Panel.

- **Bulk Import Process**
  To import multiple products simultaneously, the admin/seller must access the Product Bulk Upload page, where they can download the CSV template, prepare product information, and upload the completed file for processing.

  Navigate to **Product Management → Product Home / Product Operation → Bulk Import** from the **Admin Panel**, or **Products → Bulk Import** from the **Seller Panel**. This opens the Product Bulk Upload page.

  ➜ **Download and prepare the CSV template**
  - Click Download CSV to get the skeleton file.
  - Use the example file (if provided) to understand required columns and formats.
  - Fill the skeleton with your product data. Required columns typically include product name, category id, brand id, unit price, sku, stock, etc.
  - After filling the skeleton, save it as CSV and keep images and other media ready for later.
  - **Effect:** Prepares structured data in the exact format the system expects; the CSV is the source for creating product records.

  ➜ **Verify numeric IDs for Category & Brand**
  - Category and Brand must be supplied as numeric IDs in the CSV (not names).
  - Use the **Download Category** and **Download Brand** buttons on the page to obtain lists or PDFs that show the numeric IDs to use in the CSV.

  ➜ **Upload the CSV**
  - **Upload Product File – Choose file** / **Browse** to select your completed CSV.
  - **Upload CSV –** Click Upload CSV to submit the file to the system.
  - Bulk-imported products are created as unpublished products and appear in **Products → Inhouse Products**.

➜ **Edit Products — complete each product's media and choices**

- After import, open the created products in **All Products** (or In-House Products) to upload gallery images, thumbnails, PDFs and to set product attributes/choices (colors, sizes, variant mapping).
- Edit price/discount/stock fields if any CSV values need adjustment.

Common Mistakes & Brief Checks

➜ Make sure Category and Brand are numeric IDs (not names). Using wrong IDs will prevent correct category/brand assignment.

➜ The CSV template's column order and header names must remain intact; do not remove required columns.

➜ Large uploads may take time — do not interrupt the process while the server is importing.

Notes:

➜ *The seller bulk-upload page is identical in functionality and UI; sellers access it from their Seller panel (Seller → Product Bulk Upload).*

➜ *CSV files cannot upload images. All thumbnails, gallery images, and digital files must be added manually after the import.*

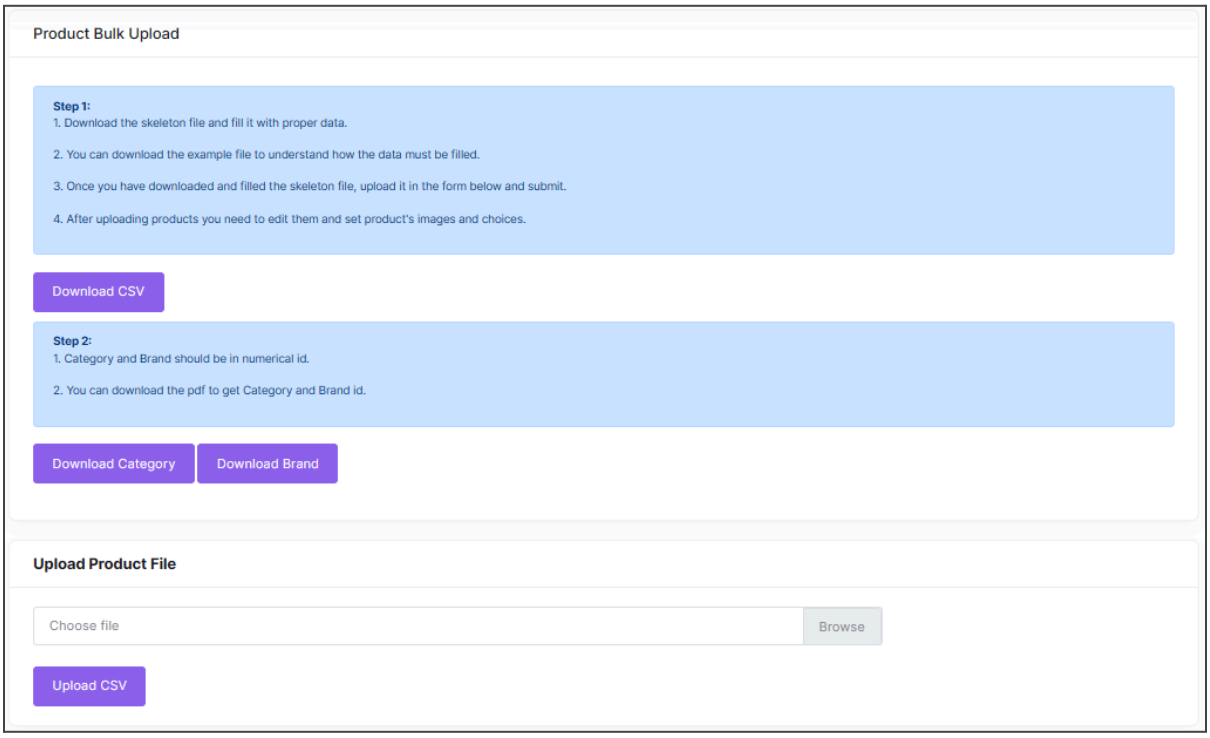


Figure: Downloading CSV and Category/Brand ID's and Uploading Products in a bulk

7.4.5.Bulk Export

The **Bulk Export** option allows administrators to quickly download a complete product dataset in spreadsheet form for backup, analysis, or migration purposes.

- **Bulk Export Process**

  ➔ **Export the file**

  From **Admin Panel** → **Product Management** → **Product Home / Product Operation**, click **Bulk Export** to download all existing product records in an Excel file. This action exports the complete product list instantly without opening a new page or requiring any item selection.

  ➔ **Open the Orders list**

  After downloading the file, users can view all exported product information in Excel format. The file includes the following data columns for each product:

  - **name** — Product name
  - **category_id** — Product category identifier
  - **Brand id -** product brand select
  - **Related category -** similar category select
  - **description** — Product description text
  - **added_by** — Whether added by admin or seller
  - **user_id** — ID of the user who added the product
  - **Weight** - kg, gm
  - **brand_id** — Product brand identifier
  - **Minimum purchase qty**
  - **Barcode**
  - **tage**
  - **Thumbnail image**
  - **Gallery image**
  - **Youtube video link**
  - **videoe**
  - **video_thumbnails** — Video source type (e.g., YouTube)
  - **video_link** — URL of the product video
  - **unit_price** — Selling price per unit
  - **unit** — Measurement unit (e.g., pc, kg, ltr)
  - **Pdf specification**
  - **Description**

- **Meta title**
- **Meta description**
- **Meta image**
- **Meta description**
- **Meta tags**
- **Unit price**
- **Discount end date**
- **Discount type**
- **Stock**
- **SKU**
- **Product external link**
- **External button text**
- **Published**
- **Featured**
- **Today's deal**
- **Flash deal**
- **Flash sale id**
- **Flash discount**
- **Flash discount type**
- **Refundable**
- **Show refundable notes**
- **Refund note id,**
- **Club point**
- **Warranty , warranty id, warranty note**
- **shipping (type, cost, time, id , note)**
- **Hsn code, gst rate**
- **Stock , low stock,**
- **Quantity**
- **Frequently bought**
- **Selection type**

Notes:

➜ *The **Bulk Export** feature is only available in the **Admin Panel**.*

➜ *The downloaded file reflects all products currently in the system, regardless of category or seller.*

8. Seller Products

Sellers manage only their own products but are empowered with tools to keep their storefronts dynamic and appealing. They can review and edit published items, upload new items (single or bulk), apply category-wise discounts, bulk upload listings, and engage with product reviews from their customers.

Purpose:
Enable sellers to create and maintain their product catalog, handle bulk imports, and track customer feedback so the seller storefront remains accurate and competitive.

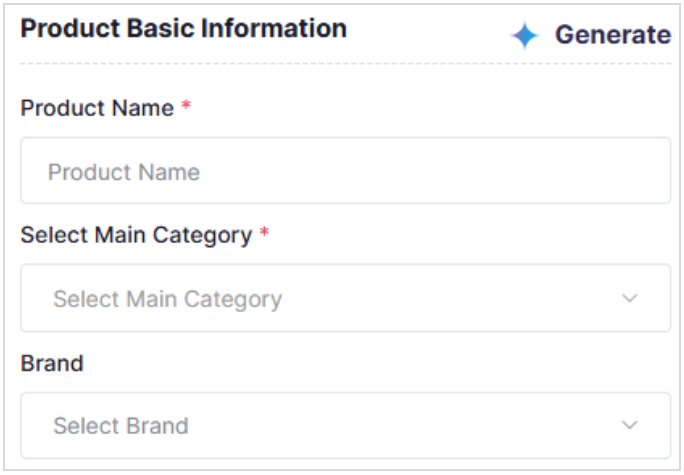
8.1. Add New Physical Products (Seller)

This form allows sellers to create and configure a new physical product. It includes all sections required to enter product information, pricing, shipping details, media, and other settings needed to publish the product from the seller panel.

- **Product Information**
  From the Seller **Panel** → **Products** → **Products**, click Add New Product. This opens the Add Your Product form for physical products, organized into multiple sections for product configuration. Enter the product details manually or generate the information using AI.

➜ **Product Basic Information**

Enter the Basic Information manually or use AI to generate the product details. To generate content using AI, the Product Name must be entered first.



- **Product Name** * – A name for the product.
- **Select Main category** * – Select the main category of the product. Category can be created from the
- **Brand** – Select a Brand from the dropdown.

➜ **Product Configuration**

Generate the information using AI or define the product's general attributes and identification details manually:

- **Related Categories –** Select **one** or **more categories related to the product.**
- **Unit** * – The unit to be used for the product (e.g., pc, kg, ltr).
  This field allows **letters only** (A-Z or a-z).
- **Weight** – The product's numerical weight in kg.
  This field allows **numbers up to two decimal points** only (e.g. 12.35).
- **Minimum Purchase Qty** * – Value for the minimum quantity that has to be purchased.
  This field allows **whole numbers** only .
- **Barcode** – Input or generate a new **Barcode**.
- **Tags** *– Add product Tags (single/multiple words) and press Enter. This is used for search. Input those words by which customers can find this product.

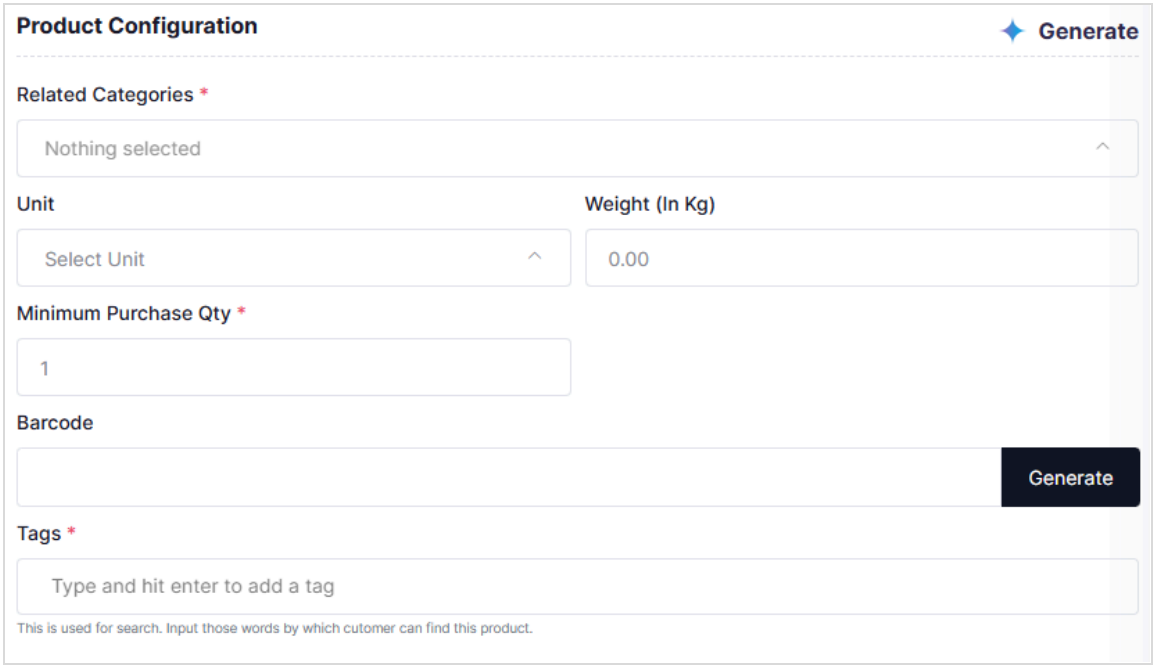


Figure: Enter Product Configuration Information

➔ **Files & Media**

Upload visual and supporting media files to showcase the product.

- **Gallery images and gif** - Preferable size is 600 x 600. These images and gifs are visible in the product details page.
- **Thumbnail image** - Preferable size is 300 x 300). This image is visible in all product boxes.

  Note: *If no thumbnail is uploaded, the product's first gallery image will be automatically used as the thumbnail image.*
- **Videos** - Preferably under 30 seconds for better performance.
- **Video Thumbnails** - Add thumbnails in the same order as your videos.
- **Youtube video/ shorts Link** - Insert one or more links youtube video/ shorts Link.
- **Upload PDF (if available)** - **Select** from the list of uploaded files in the software or **upload** a new file from your device to the software and select it.

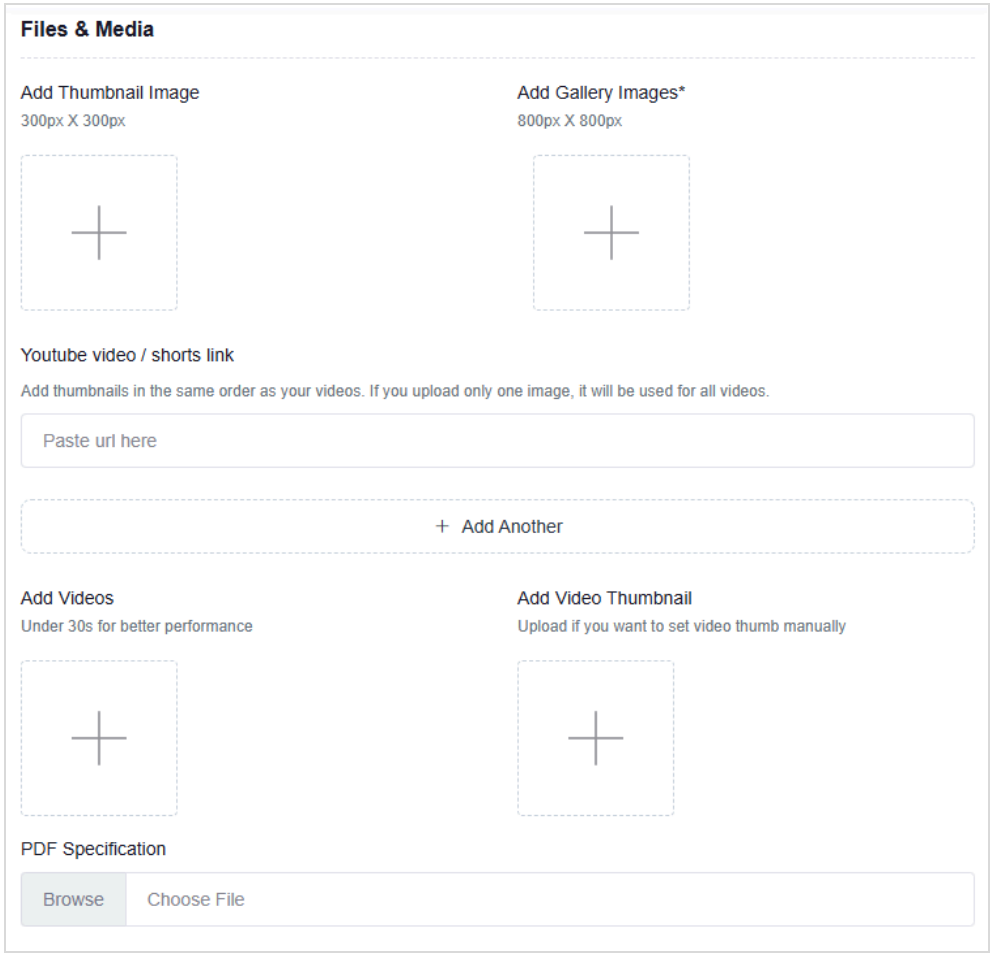


Figure: Upload Product Files & Media Information

➔ **Product Description**

Generate the information using AI or enter the product description. The description box supports:

- **Text** – Enter product details
- **Image** – Add images in the description
- **Video** – Add video links in the description
- **Text Formatting Options** – Format text (bold, italic, underline etc.)
- **Clear Option** – Remove all content from the description box with one click.

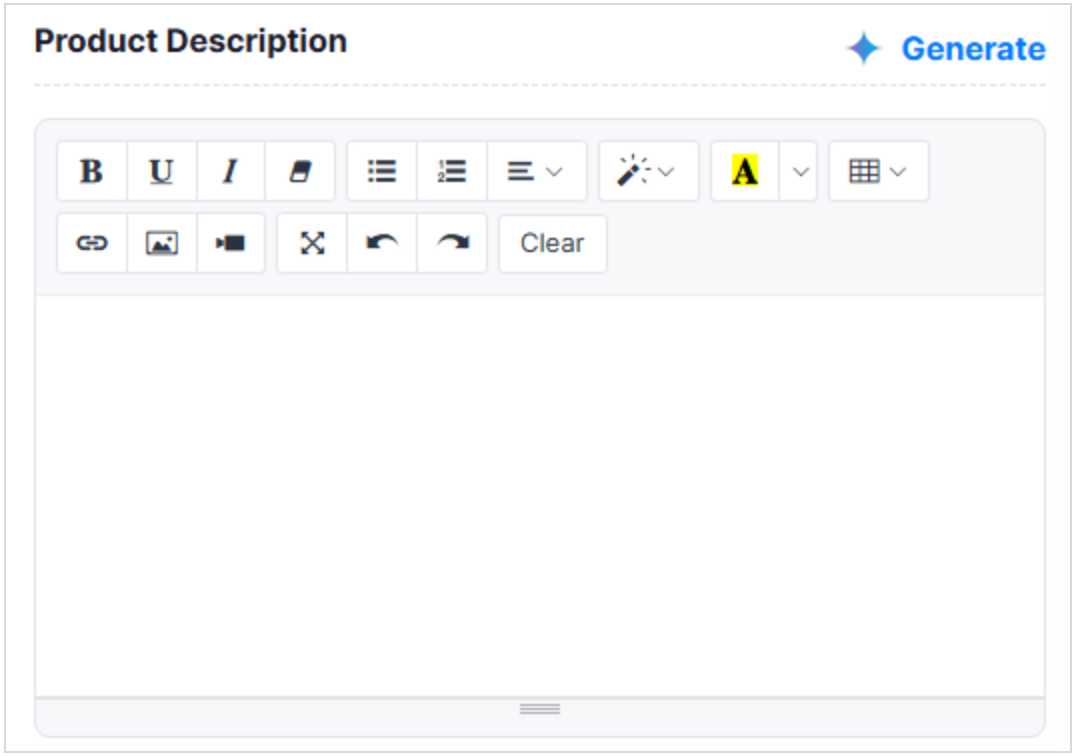


Figure: Add Product Description Content

➔ **SEO**

Generate the information using AI or configure metadata for search engines and social sharing:

- **Title** – Write a title that will appear on a shared link.
- **Description** – Write a short **description** that will appear on a shared link.
- **Keywords** – Write meta **keywords** relevant to the product.
- **Meta image** –Upload a single **meta image**.

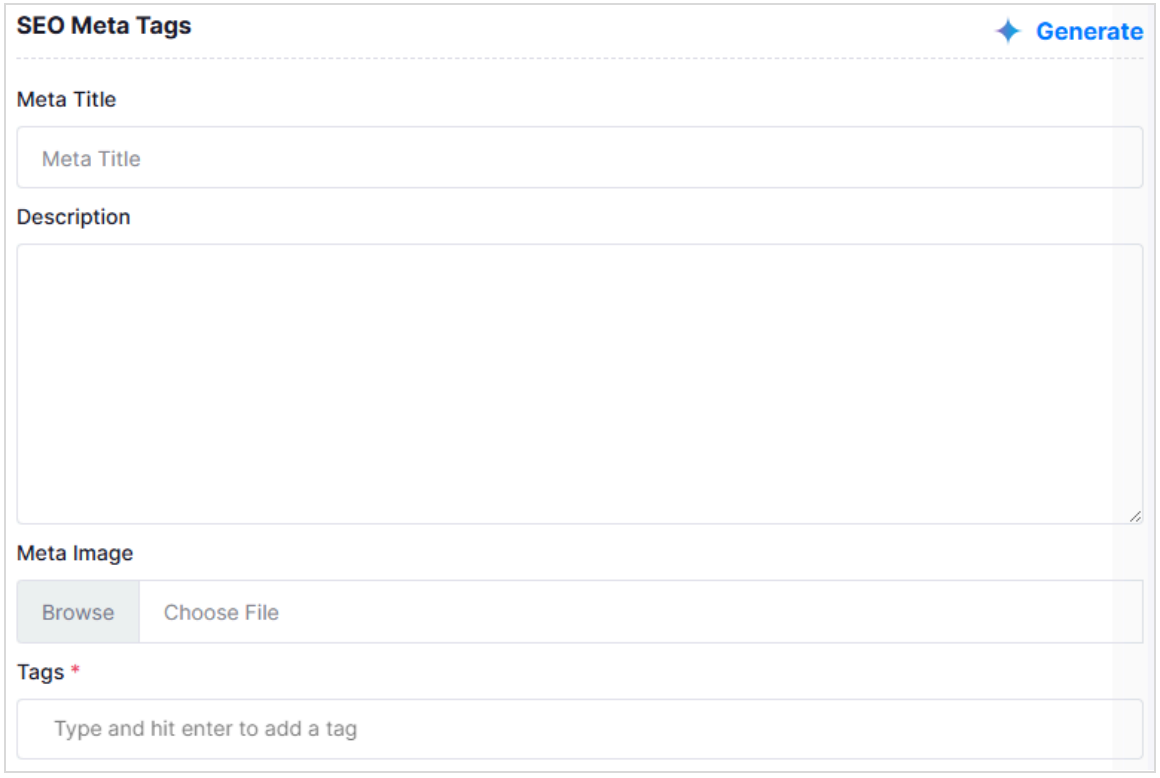


Figure: Configure SEO Settings in Add New Product

➔ **Price & Stock**

Manage pricing, stock levels, and product variations:

- **Colors Toggle** – Enable this option to add multiple color variations for the product.
- **Attributes** – Select the applicable product attributes and enter the corresponding attribute values.
- **Unit price** *– Select the required unit from the dropdown

  This field allows **numbers up to two decimal points** only (e.g. 12.35).
- **Discount Date Range** – set a Discount Date Range (optional)
- **Product discount** * –(Flat/Percent) or set zero if unavailable.

  This field allows **numbers up to two decimal points** only (e.g. 12.35).
- **stock** * – Insert the value of the quantity of the product. This field allows **whole numbers** only.
- **SKU** – Insert or generate the SKU (Stock Keeping Unit).
- **External link** – Insert External link (if any) and button text (this button will take you to the external link).

  *Note: The External Link fields appear only when the admin toggles the **Product External Link for Seller** in Features Activation.*

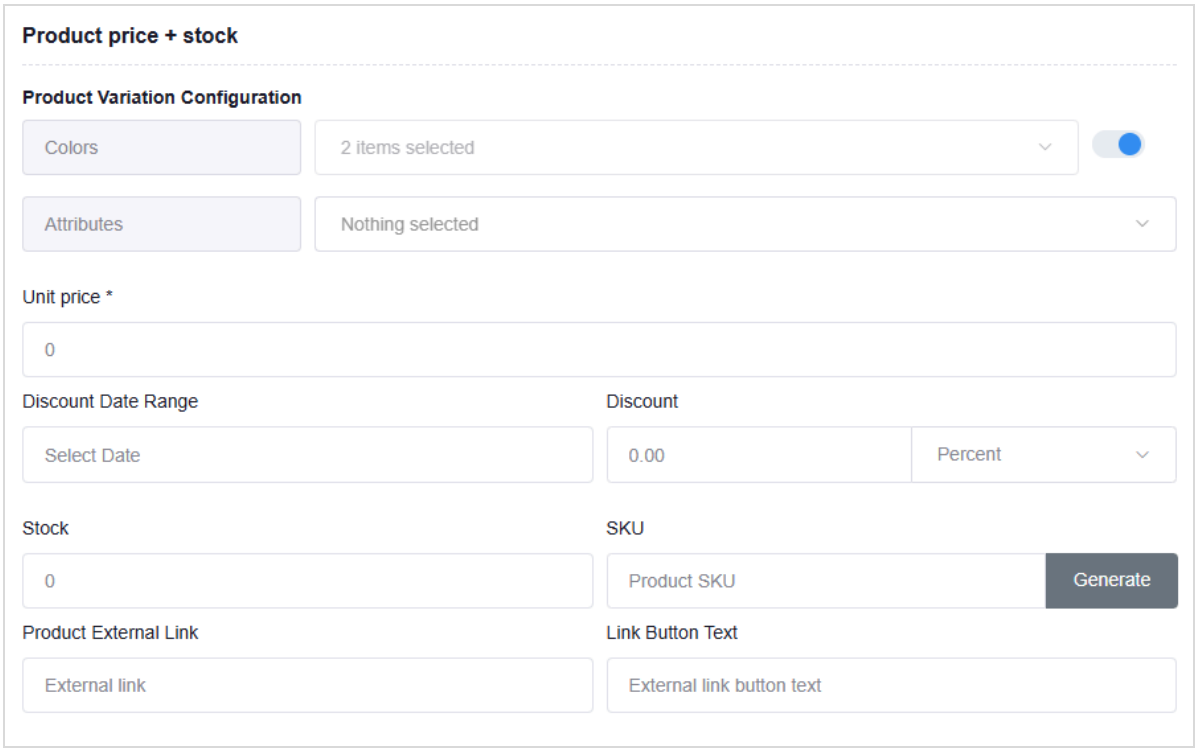


Figure: Enter the product price and stock information

➔ **Refund Settings**

Define refund availability and refund-related display options:

- **Refundable Toggle** – Enable or disable refund eligibility for the product.
- **Show Notes in Product Description Page** –Enable this option to display refund notes on the product page.
- **Select Refund Note** – Create a new refund note directly from the product upload form or select an existing refund note to assign to the product.

Notes:

➔ *If admin provide permission for creating notes, sellers can also create note for refund*

➔ *New refund notes can be added from Notes → Add New Note.*

➔ **Warranty**

Configure warranty coverage and display options:

- **Warranty Toggle** – Enable or disable warranty coverage for the product.
- **Select Warranty** – If warranty is enabled, select the applicable warranty period from the dropdown list (e.g., 1 Year, 2 Years).

  Note: *New warranties can be added from Products Setup → Warranty,* if admin gives permission of creating notes
- **Show Warranty Note in Product Description Page** – Enable this option to display warranty information on the product description page.

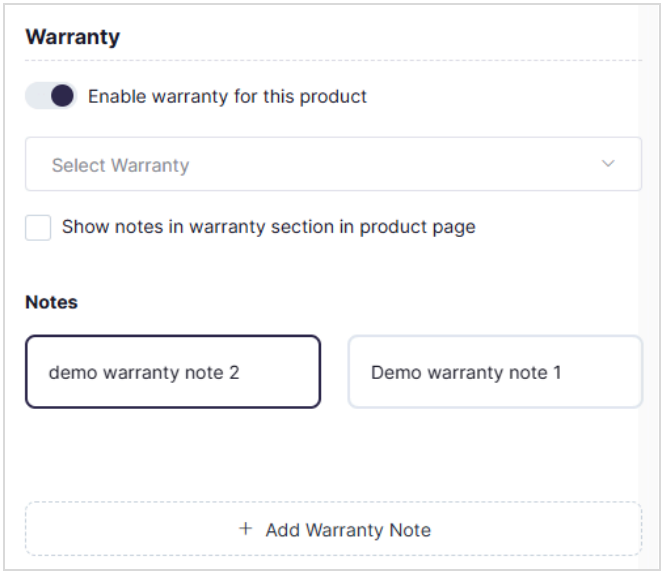


Figure: Set Warranty Information for Product

- **Select Warranty Note** –Create a new warranty note directly from the product upload form or select an existing warranty note to assign to the product.

  Note: *New warranty notes can be added from Notes → Add New Note.,* if admin gives permission of creating notes

➔ **Shipping**

Set shipping method and delivery behavior:

- **Free Shipping** or **Flat Rate** – Allows admin to choose whether the product ships for free or at a fixed shipping cost per order. For Flat Rate, insert the flat Shipping cost in the new field that appears. This field allows numbers up to two decimal points only (e.g. 12.35).
- **Is product multiply** – Determines whether the product's shipping cost is multiplied by the purchased quantity or applied only once per order.
- **Estimated delivery time** – Specifies the estimated number of days required to deliver the product after the order is placed. This field allows **whole numbers** only.
- **Show Estimated Shipping Time in Product Description Page** – Enable this option to display the estimated delivery time on the product description page.

- **Show Notes in Shipping Time Section** – Create a new shipping configuration directly from the product upload form or select an existing shipping option to assign to the product.
- **Select Note** – Select the note to display on the product description page.

Note: *If Admin sets any shipping method other than Product Wise Shipping Cost, you will see "**Shipping configuration is maintained by Admin**."*

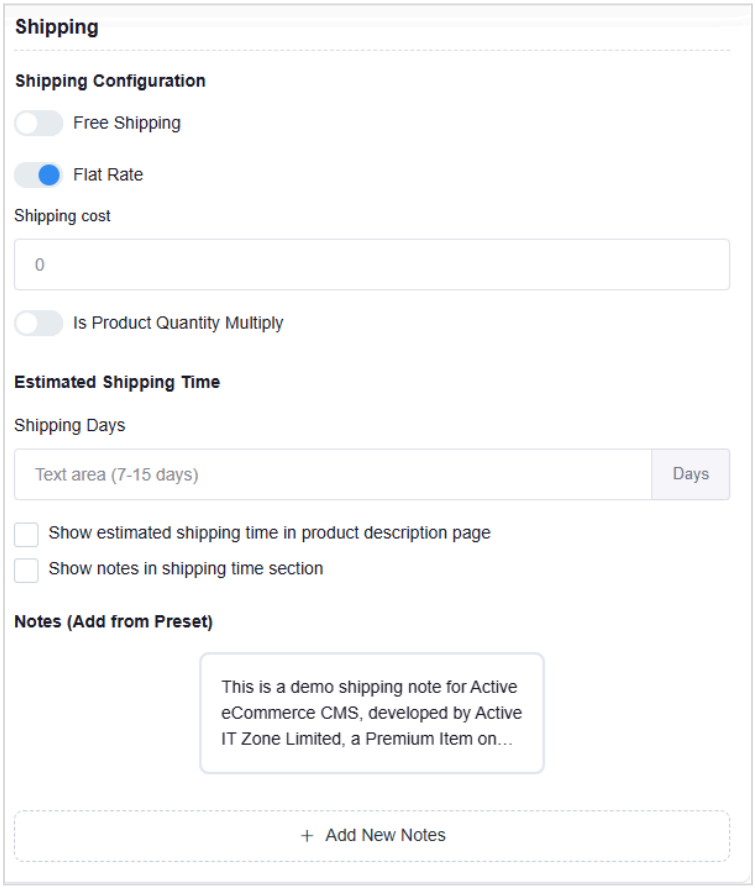


Figure: Configure Shipping Settings in Add new product

➔ **Cash on Delivery Settings**

Configure cash payment on delivery:

- **Cash on Delivery Toggle** – Enable or disable Cash on Delivery for the product.
- **Show Notes in Cash on Delivery Section** – Enable this option to display COD-related notes on the product description page.
- **Select Cash on Delivery Note** – Create a new Cash on Delivery option directly from the product upload form or select an existing option to assign to the product.

➔ **Vat & Tax**

Define tax rules for the product:

- **Configure VAT & Tax** – Enter the tax/VAT amount and select the calculation type (Flat or Percentage) from the dropdown list.

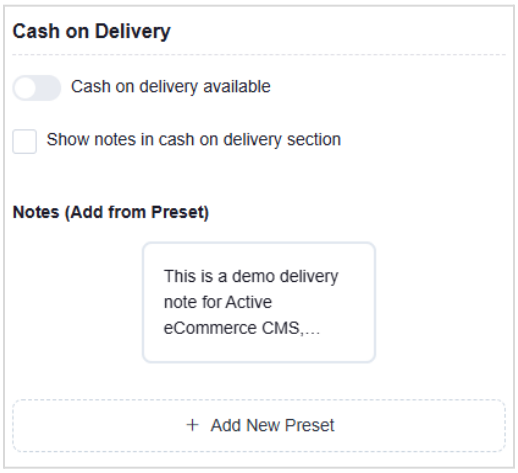


Figure: Add Cash on Delivery Settings

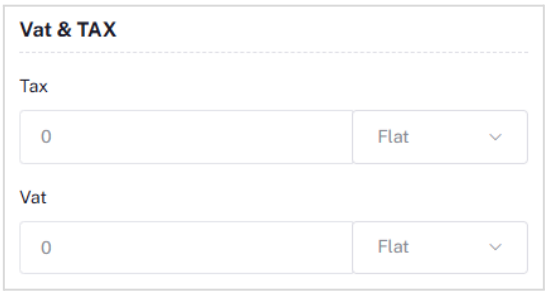


Figure:Enter Vat/Tax in product upload

➔ **Stock & Order Display Settings**

Control how products is shown on the storefront:

- **Hide Stock Visibility State Toggle** – Enable to hide stock information from customers on the product description page.
- **Show Stock Quantity Option** – Display the available stock quantity on the product description page.
- **Show Stock with Text Only Option** – Display stock status as text.
- **Low Stock Quantity Warning Toggle** – Enable or disable low stock quantity warnings.
- **Quantity** – Enter the stock threshold at which a low stock warning will be triggered.

Note: *Enter the stock threshold at which the system will identify the product as low in stock and display a warning to administrators.*

➔ **Frequently Brought**

Define related product suggestions:

- **Selection Type** – Choose whether to configure recommendations by Product or Category.
- **Product** – Select individual products to display as frequently bought together items. Click Add More to add multiple products.

- **Category** – Select a category from the dropdown list. Products from the selected category will be displayed as frequently bought together recommendations.

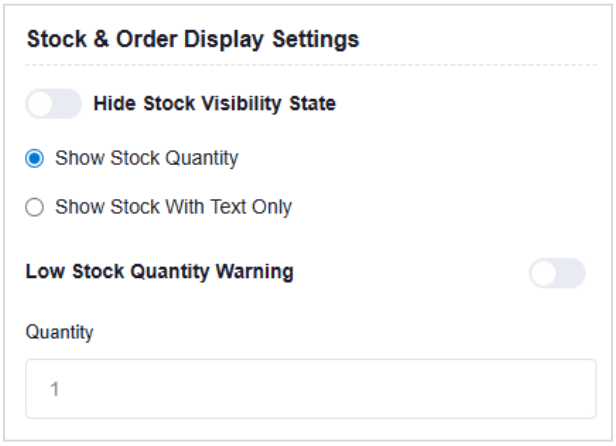


Figure: Setup Stock & Order Settings

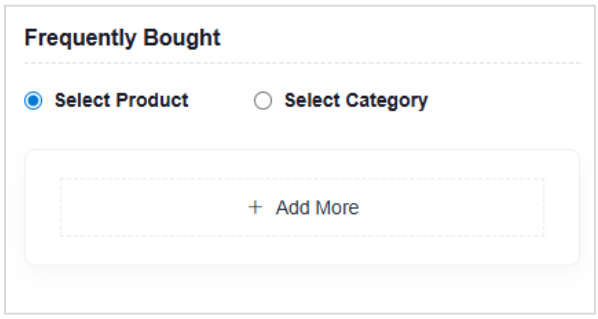


Figure: Add Frequently product/category

➔ **Auto-Save to Draft**

- Whenever the admin **switches** between tabs (General / Files & Media / Price & Stock / SEO / Shipping / Warranty / Frequently Brought), **all current field changes are saved automatically as a draft**.
- **Effect:** Ensures no data is lost during multi-step product entry, even if the admin forgets to manually save.

  ***Note:** A product auto-saved this way appears in **Products** → **Drafts** until manually published or unpublished.*

➔ **Save & Publish / Save & Unpublish / Save as Draft**

- **Save & Publish**

  Saves the product, adds it to the main product list, and publishes it to the storefront.
- **Save & Unpublish**

  Saves the product and adds it to the list, but keeps the Publish toggle OFF (not shown on storefront).
- **Save as Draft**

  Saves the product in its current state into **Products** → **Drafts** for editing later.

  ***Note:** A newly created draft remains invisible in the storefront until published.*

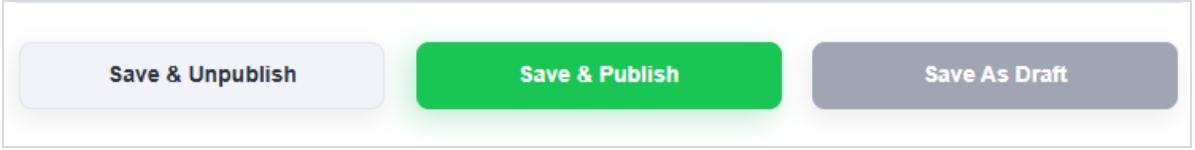


Figure: Save Product as Publish, Unpublish, or Draft

- ***Important Notes***

  Notes:

  ➜ *If admin approval is required (Admin enables **Admin Approval On Seller Product** from Features Activation), newly added or edited products remain hidden from customers until the admin approves them.*

8.2. Add New Digital Product (Seller)

Publish downloadable products (software, eBooks, media) that buyers receive after completing an online payment.

- **Product Information**

  From the **Seller Panel** → **Products** → **Add New Digital Product**. This opens the digital product creation form. Fill in the following required details:

  ➔ **General**

  - **Product Name** * — Enter the name that will appear on the storefront.
  - **Product File** — Click Browse to upload the downloadable file (this is required). This uploaded Product File is the digital item delivered to customers after a successful purchase.
  - **Tags** — Add relevant tags for search.

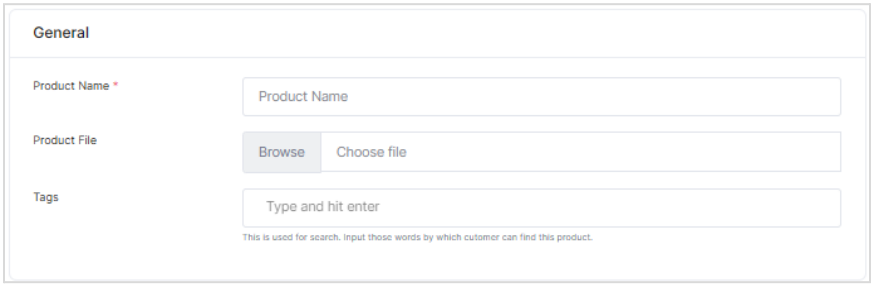


Figure: General Fields during Digital Product upload by a Seller

➔ **Product Category**

Select a category that supports digital products (only categories configured for digital items by admin appear).

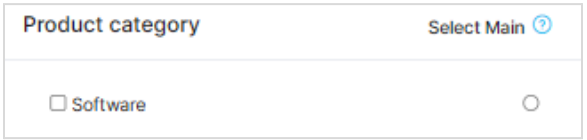


Figure: Category Selection Field during Digital Product upload by a Seller

➔ **Images**

Upload main Gallery Images and a Thumbnail Image (used in product lists and previews).

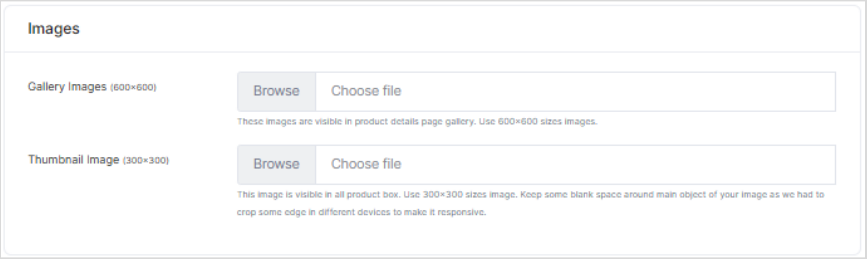


Figure: Image Uploading Fields during Digital Product upload by a Seller

➔ **Meta Tags (SEO)**

Enter the Meta Title, Description, Keywords, Meta Image — provide social/share metadata.

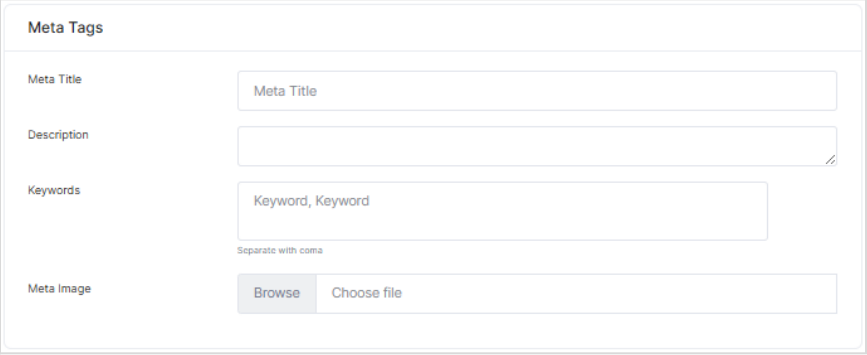


Figure: SEO Fields during Digital Product upload by a Seller

➔ **Price**

- ➔ **Unit Price** * — Set the price. Digital products require **online payment** only.
- ➔ **Tax**— Add additional flat rate or percentage to the total cost.
- ➔ **Discount** * **& Discount Date Range** — Set flat rate/percentage time-limited discounts.

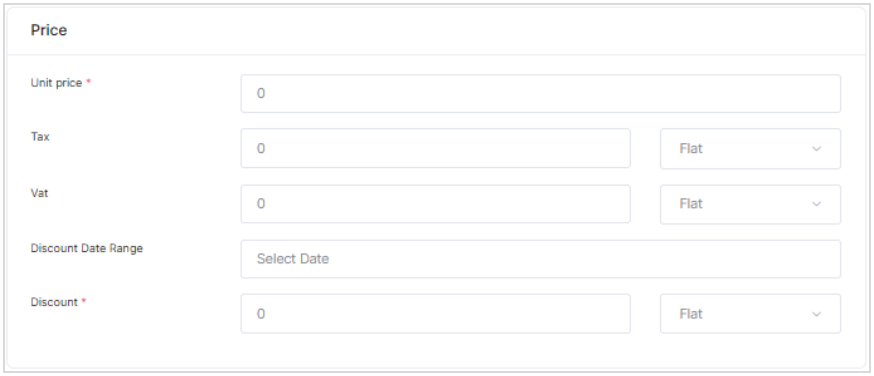


Figure: Price Setting Fields during Digital Product upload by a Seller

➔ **Product Information**

Provide full product description, usage instructions or licensing notes.

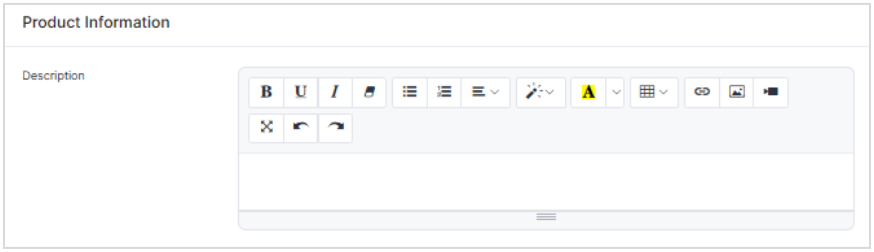


Figure: Product Description Field during Digital Product upload by a Seller

➔ **Frequently Brought**

Add related products or categories to enable cross-sell suggestions.

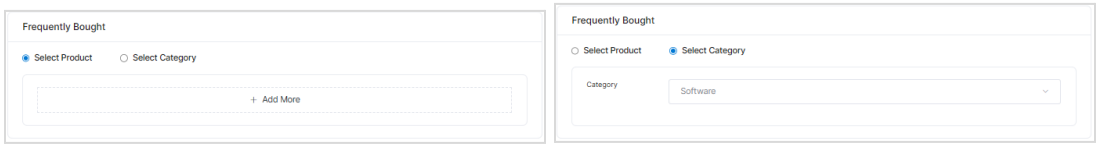


Figure: Frequently Bought Options during Digital Product upload by a Seller

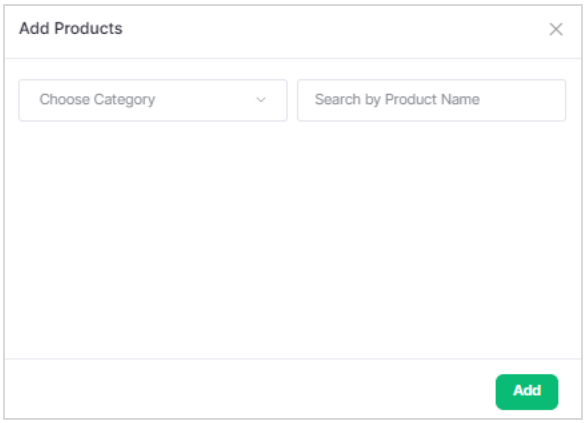


Figure: Choosing Product as Frequently Bought during Digital Product upload by a Seller

➔ **Save Product**

Click Save Product to create the digital item. The platform may require admin approval before listing.

➔ **Clear Tempdata**

Removes all entered values across every tab of the Add New Product form.

Notes:

- ➔ *Admin must first create a **Digital Product Category**.*
- ➔ *Digital products are delivered to the buyer only after successful **online payment**; cash-on-delivery is not supported for downloadables.*
- ➔ *Use the Download option (in the Digital Products list) to verify the uploaded file after saving.*

8.3. Seller Products List (Physical)

The All Products page provides a consolidated list of the seller's physical products, along with quick actions for managing existing listings and an entry point for adding new products.

To access this page, log in as a Seller and navigate to **Products → All Products.**

The functionality and workflow of this page are the same as the All Products section in the Admin Panel, except that sellers can view and manage only their own products.

For detailed information about product listing, filtering, status management, and available actions, refer to the **All Products section.**

***Notes:** Newly created or edited products may require admin approval (if Admin enables **Admin Approval On Seller Product**) before appearing on the storefront.*

8.4. Product Reviews (Seller View — Monitoring Only)

The Product Reviews section allows sellers to monitor customer feedback and product ratings for their products. Sellers can view review information and track customer sentiment, while review moderation and management remain under the control of the administrator. To access this section, navigate to **Products** → **Product Reviews** from the Seller Panel.

- **Product Reviews Table Overview**
  The All Rating & Reviews page provides a summary of review activity for each product and includes the following columns:
  - ➔ **Product Name** – Shows the name of the product for which reviews exist.
  - ➔ **Rating** – Displays the product's average rating calculated from all **published** reviews.
  - ➔ **Reviews** – Total count of all reviews with a **"new"** badge appears when new reviews have not yet been viewed by the seller.
  - ➔ **Options** — Button that redirects to the **Detail Reviews** page for that product.

- **Filter & Search**
  Available seller filters:
  - ➔ **Filter by Rating** (Low → High / High → Low)
  - ➔ **Search by Product Name**

- **View Review Details**
  Click **View Reviews** and this opens the product's **Detail Reviews** page with columns:
  - ➔ **CUSTOMER** — Name of the customer who submitted the review.
  - ➔ **RATING** – Numerical star rating (1–5).
  - ➔ **COMMENT** – Displays the written review and any attached customer images.
  - ➔ **PUBLISHED** – Shows the publication status and the date (seller cannot toggle).

- **Monitor Rating Effects**
  - ➔ Note that published reviews affect average ratings visible on product pages. If moderation is enabled, new reviews may require approval before appearing.
  - ➔ Work to resolve complaints and ask satisfied buyers for updated reviews if appropriate.

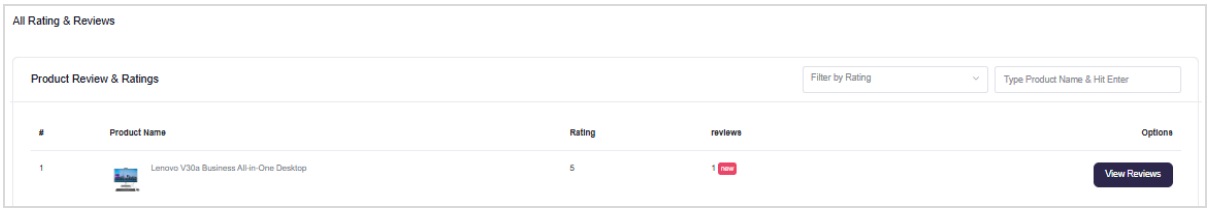


Figure: Seller monitoring Ratings & Reviews on its products that has been sold

Notes:

- ➜ *Admins can add or moderate reviews from the admin panel; sellers should coordinate with admin for moderator actions if necessary.*
- ➜ *Sellers **cannot** add custom reviews.*
- ➜ *Sellers **cannot** edit or publish/unpublish reviews.*
- ➜ *Only **published** reviews appear to the seller (matching what it visible on the storefront).*
- ➜ *Admin has full control over all moderation actions from the admin panel.*

8.5. Custom Label (Seller Panel)

The Custom Label feature allows sellers to create and manage custom product labels, such as Hot Deal, Best Seller, or New Arrival, for their products. These labels are displayed on product thumbnails in the storefront and help highlight featured items to customers. If enabled by the administrator, sellers can access this feature by navigating to the **Seller Panel → Products → Custom Label.**

- **Add a New Custom Label**

  Click Add a Custom Label to open the creation form

  ➜ Fill in the required fields:

  - **Label Name** – Enter a descriptive name for the label (e.g., “New,” “Sale,” “Limited”).
  - **Background Color** – Select the background color of the label.
  - **Text Color** – Choose between White or Dark for the label text.

- **Select Products** – Choose one or multiple products to assign the label to.

➜ Click **Save**.

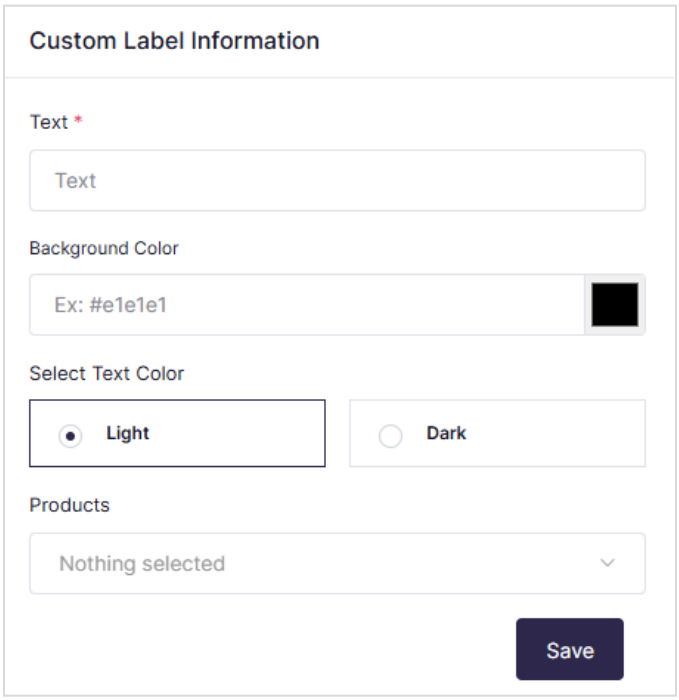


Figure: Creating Custom Labels as A Seller

- **Edit, Assign Products or Delete Existing Labels**

  ➜ From the **Custom Label** list, locate the label you want to modify.

  ➜ From the Options column:

  - Click **Edit** to modify a label or change assigned products.
  - Click **Delete** to remove a label.

Note:

➜ *Sellers have full control over labels created by themselves.*

➜ *Sellers are only able to assign products to labels created by admin, but can not modify or delete the label itself.*



Figure: Seller Custom Label List

- **Using Admin-Approved Labels**

- ➜ If the admin has shared specific custom labels with seller access enabled, those labels will appear on the seller's Custom Label page.
- ➜ Sellers can assign these admin-created labels to their products but cannot modify or delete them.

Notes:

- ➜ *The "Custom Label" option for sellers is only available if the admin enables the **Seller Can Create Custom Labels?** Permission (refer to Admin Custom Label).*
- ➜ *Custom labels instantly appear on all product listing and detail pages where the labeled products are visible.*

9. Payment Gateways

The Payment Gateways area is where you register and manage the payment channels customers use at checkout. Configure credentials, enable providers, and toggle sandbox/test modes so you can validate integrations before going live. Only **Payment Methods** is available by default; additional gateway packs (Cybersource, Asian/African gateway bundles, Offline Payment System, etc.) appear only after their corresponding add-on is installed.

Purpose: Make it easy to activate, configure, test and manage the payment options available at checkout so transactions are reliable and appropriate for your target markets.

9.1. Payment Methods

This page lists all available (built-in) payment providers and the credential fields required to make each one live. Use it to enable methods, paste required API/secret keys, choose sandbox modes for testing and save your settings.

Purpose: Register provider credentials and toggle activation so the selected gateways appear at checkout and can be tested before going live.

Action:

1. Navigate to **Admin Panel** → **Payment Gateways** → **Payment Methods**.
   ➜ The Payment Methods screen displays available gateway entries and on/off switches for each provider.

2. To enable a gateway: click the gateway's switch (turn it ON), fill the gateway credential fields shown, then click **Save**.

   ➜ Example provider entries and required fields:

   - **PayPal** — Enable the switch. Insert **PayPal Client ID** and **PayPal Client Secret**. Toggle **Sandbox** as needed (sandbox = demo). Click **Save**.
   - **Stripe** — Enable the switch. Insert **Stripe Key** and **Stripe Secret**. Toggle **Sandbox** as needed. Click **Save**.
   - **SSLCommerz** — Enable the switch. Insert **SSLCZ Store ID** and **SSLCZ Store Password**. (***Note:*** *SSLCommerz requires the site default currency to be BDT.*) Toggle sandbox/live accordingly. Click **Save**.
   - **Instamojo** — Enable the switch. Insert **Instamojo API Key** and **Instamojo Auth Token**. Toggle sandbox/live accordingly. Click **Save**.

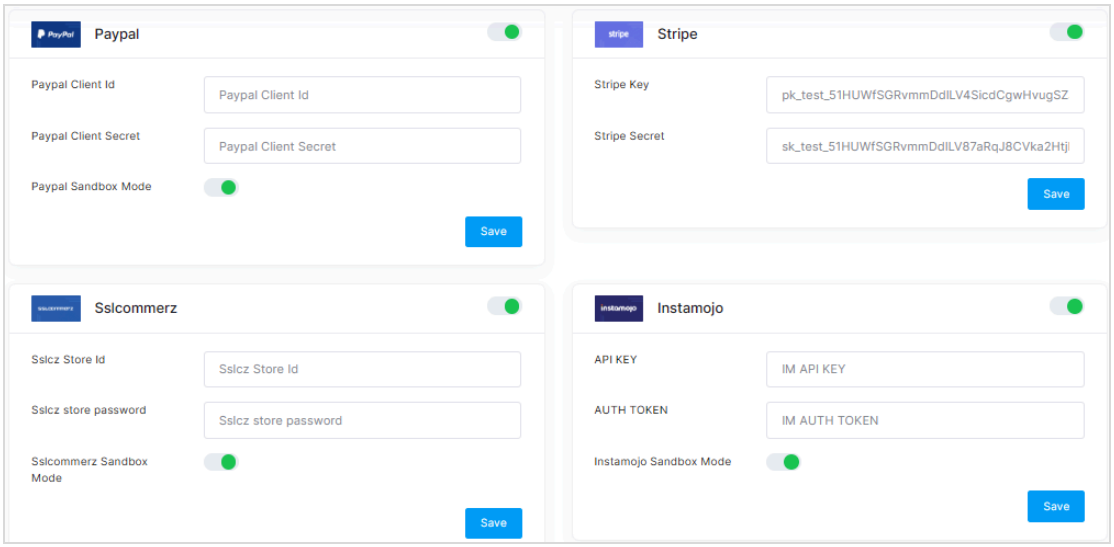


Figure: Configuration and Activation of Payment Gateways in Admin Panel

- **Razorpay** — Enable the switch. Insert **Razor Key** and **Razor Secret**. Click **Save**.
- **Paystack** — Enable the switch. Insert **Public Key**, **Secret Key**, **Merchant Email**. Set Paystack callback URL on Paystack dashboard (callback URL: `domain/paystack/payment/callback`). Click **Save**.
- **VoguePay** — Enable the switch. Insert **Merchant ID** and toggle sandbox/live. Click **Save**.
- **Payhere** — Enable the switch. Insert **Merchant ID**, **Secret Key**, **Currency**, and configure sandbox setting. Click **Save**.

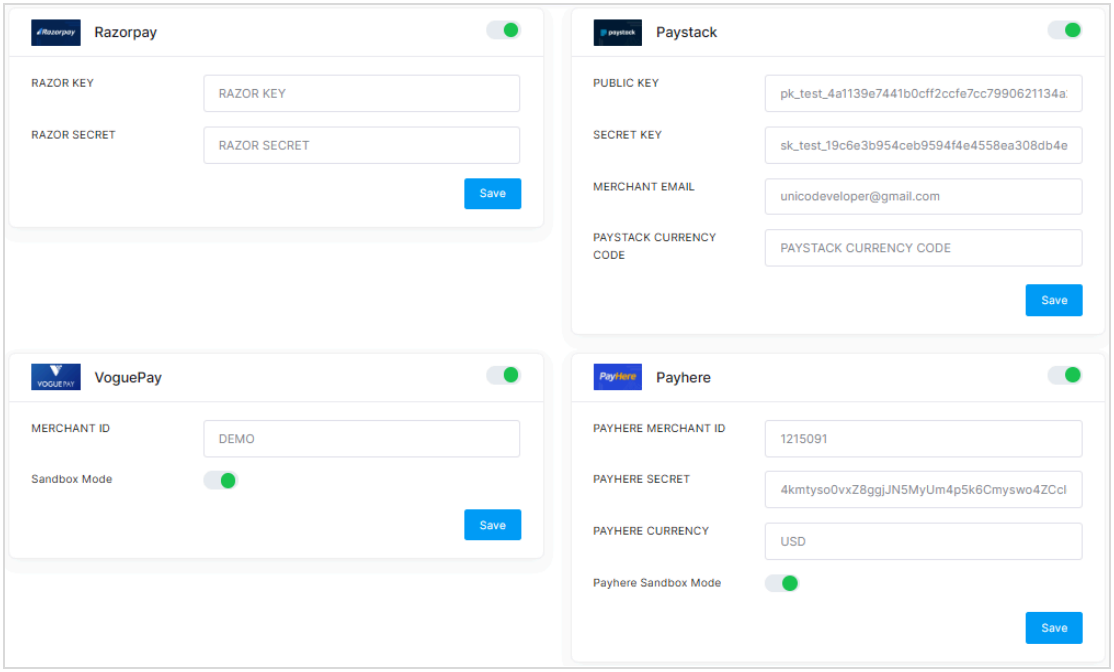


Figure: Configuration and Activation of Payment Gateways in Admin Panel

- **Ngenius** — Enable the switch. Insert **NGENIUS_OUTLET_ID**, **NGENIUS_API_KEY** (or API key field), set **Currency**. Click **Save**.
- **Iyzico** — Enable the switch. Insert **IYZICO_API_KEY** and **IYZICO_SECRET_KEY**. Toggle sandbox/live accordingly. Click **Save**.
- **Nagad** — Enable the switch. Insert **NAGAD MODE**, **NAGAD MERCHANT ID**, **NAGAD MERCHANT NUMBER**, **NAGAD PG PUBLIC KEY**, **NAGAD MERCHANT PRIVATE KEY**. Click **Save**.
- **bKash** — Enable the switch. Insert **BKASH CHECKOUT APP KEY**, **BKASH CHECKOUT APP SECRET**, **BKASH CHECKOUT USER NAME**, **BKASH CHECKOUT PASSWORD**. Toggle sandbox/live accordingly. Click **Save**.

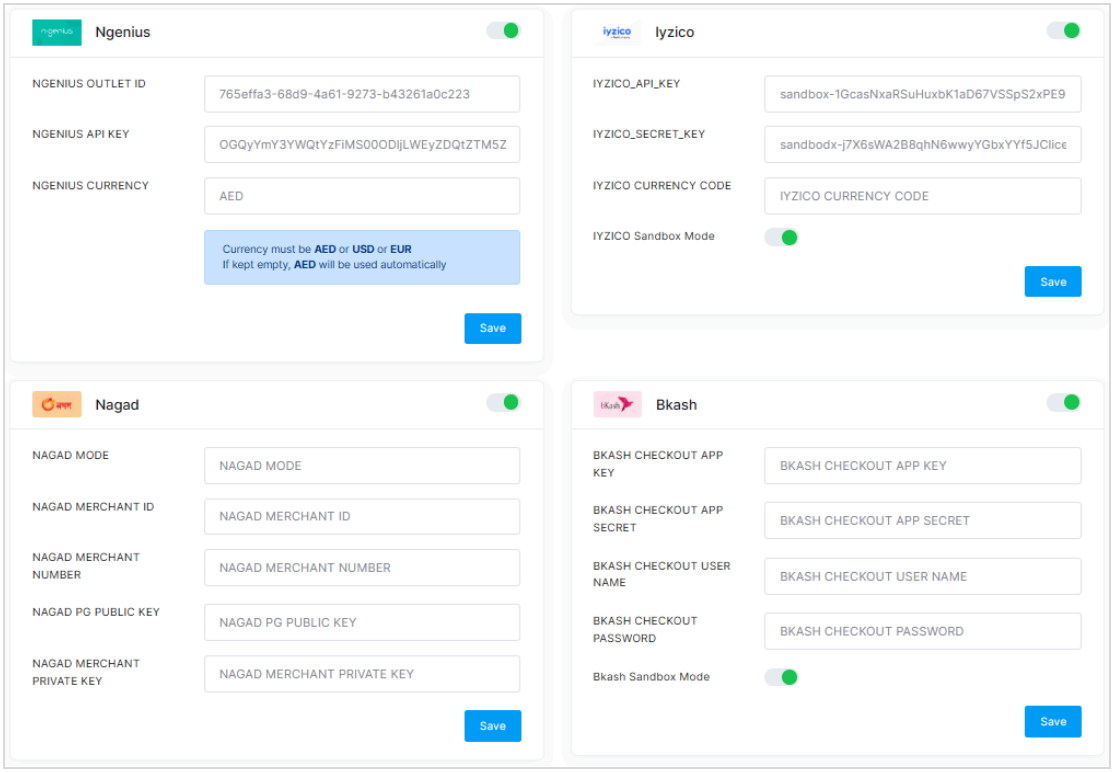


Figure: Configuration and Activation of Payment Gateways in Admin Panel

- **Aamarpay** — Enable the switch. Insert **Aamarpay Store ID** and **Aamarpay Signature Key**. Toggle sandbox/live accordingly. Click **Save**.
- **Authorize.Net** — Enable the switch. Insert **MERCHANT_LOGIN_ID** and **MERCHANT_TRANSACTION_KEY**. Toggle sandbox as required. Click **Save**.
- **Payku** – Enable the switch. Insert **PAYKU_BASE_URL**, **PAYKU_PUBLIC_TOKEN**, **PAYKU_PRIVATE_TOKEN**. Click **Save**.
- **Mercadopago** — Enable the switch. Insert **Mercadopago Key**, **Mercadopago Access**, **MERCADOPAGO CURRENCY**. Click **Save**.

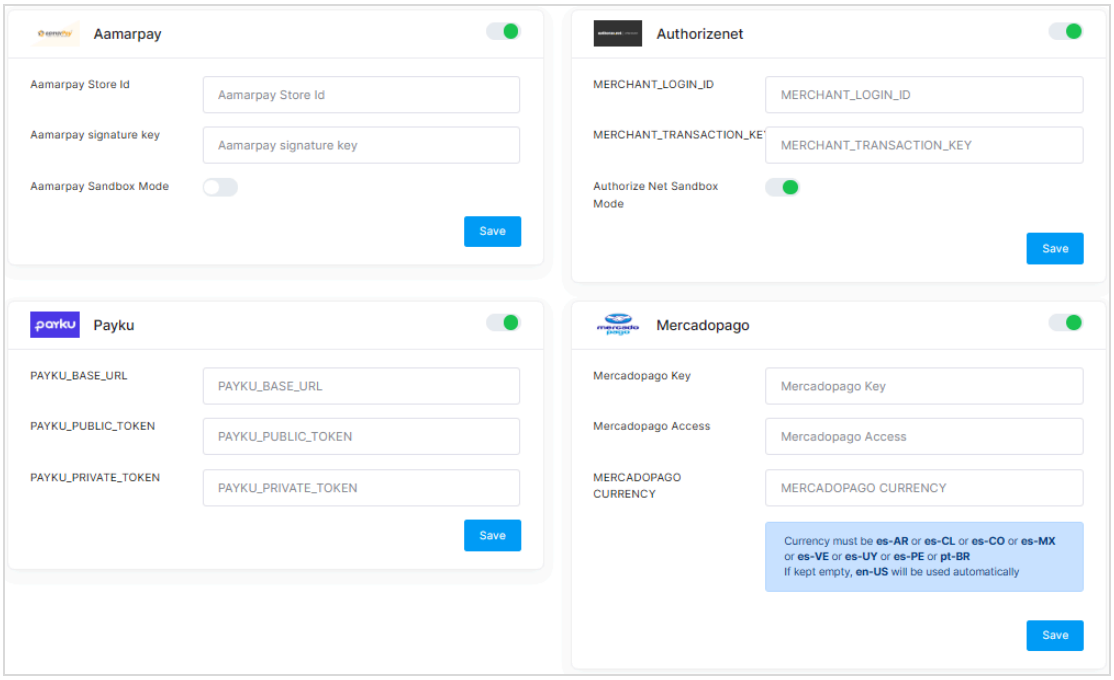


Figure: Configuration and Activation of Payment Gateways in Admin Panel

- **Paymob** — Enable the switch. Insert **Paymob API Key**, **Paymob Iframe ID**, **Paymob Integration ID**, **Paymob HMAC**. Click **Save**.
- **Tap** – Enable the switch. Insert **Tap Secret Key**. Click **Save**.
- **Cash Payment** (Cash on Delivery) — Toggle to enable cash payment option for checkout (if you want COD).

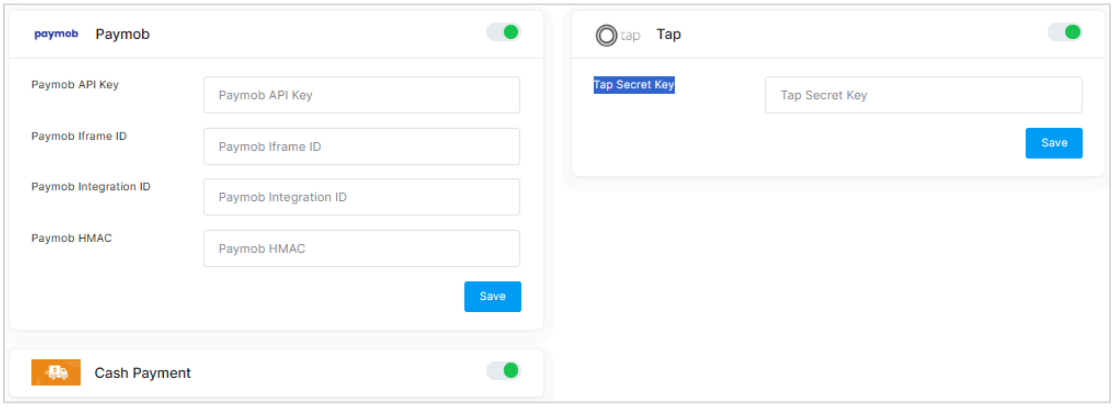


Figure:Configuration and Activation of Payment Gateways in Admin Panel

- **Effects / what to expect after saving**
  - ➜ Enabled gateways appear as payment options during customer checkout.

➜ Sandbox mode lets you test transactions without processing real payments; turn sandbox off when you go live.

➜ Gateways missing credentials or left disabled will not be shown at checkout.

Notes & Verification tips:

➜ *For region-specific gateways (for example **SSLCommerz**), make sure the default currency and other region requirements are set as required by the gateway.*

➜ *Some gateways require additional dashboard configuration (callback/return URLs) on the provider side — follow the provider's setup guide and paste values into your gateway configuration as required.*

➜ *After saving credentials, perform a test transaction in sandbox mode to verify settings before switching to live mode.*

9.2. Configure Ngenius Payment Gateway (Test Account)

The Ngenius integration allows secure online payments using credit or debit cards. The test account lets you validate the connection before going live.

Purpose: Set up and verify your Ngenius credentials in a test environment to ensure payment processing works correctly before activating the live configuration.

Action:

- Log in to the Ngenius Developers Panel.
- If you do not yet have an account, click **Create Account** and follow the signup steps.
- Once logged in, go to **Settings** → **Integrations** → **Service Account**.
- If no service account exists, create a new one.
- After creation, you'll find your **API Key**. Copy it and paste it inside your **NGENIUS_API_KEY** field in the **Payment Gateways** → **Payment Methods** section of your admin panel.
- Next, retrieve your **OUTLET ID**:
  - ➜ Go to **Settings** → **Organizational Hierarchy** from your Ngenius account.
  - ➜ Click **instant_signup_outlet**.
  - ➜ Locate the reference key (highlighted in the Ngenius dashboard) — this is your **OUTLET ID**.
  - ➜ Paste it into the **NGENIUS_OUTLET_ID** field under Payment Methods.

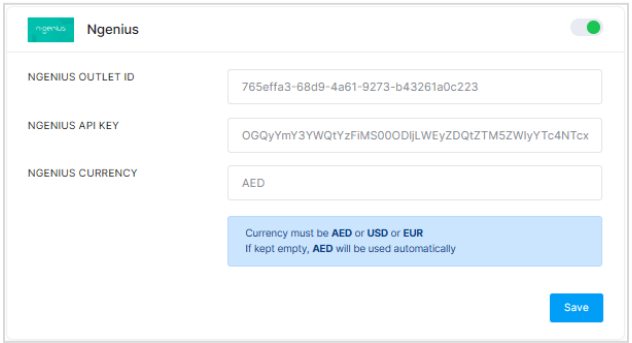


Figure: Configuration and Activation of Ngenius Payment Gateway in Admin Panel

- Finally, set your **Currency** as **AED**, **USD**, or **EUR**, and click **Save**.

Verification: *Once credentials are saved, perform a sandbox test transaction to confirm that Ngenius correctly connects and returns success responses.*

9.3. Configure bKash Payment Gateway

bKash is a mobile payment solution popular in Bangladesh that enables customers to pay directly from their mobile wallets.

Purpose: Activate and configure the bKash gateway to allow customers to pay through their bKash mobile wallet during checkout.

Action:

- Contact **bKash authority** to obtain your API credentials.
- Navigate to **Setup & Configuration** → **Payment Methods** → **bKash Credential**.
- Enter your **bKash API Information**, including:
  - ➜ BKASH CHECKOUT APP KEY
  - ➜ BKASH CHECKOUT APP SECRET
  - ➜ BKASH CHECKOUT USER NAME
  - ➜ BKASH CHECKOUT PASSWORD
- If your bKash API is in sandbox mode (test environment), turn ON the **Sandbox** switch.
  - ➜ For live transactions, switch Sandbox OFF.
- Click **Save** to complete configuration.

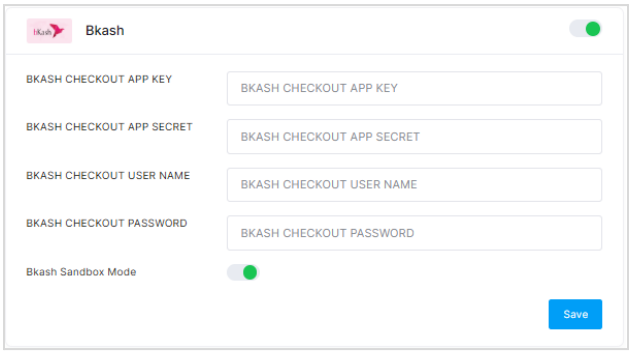


Figure: Configuration and Activation of Bkash Payment Gateway in Admin Panel

Verification: *Perform a test transaction using sandbox credentials before enabling live mode to confirm successful integration.*

9.4. Configure Nagad Payment Gateway

Nagad is another leading digital payment gateway in Bangladesh that allows customers to pay using their Nagad mobile wallet.

Purpose: Integrate Nagad as a checkout option, ensuring customers can make secure payments using Nagad accounts.

Action:

- Contact **Nagad authority** to receive your API credentials.
- Navigate to **Setup & Configuration → Payment Methods → Nagad.**
- Enter the following credentials:
  - ➜ NAGAD MERCHANT ID
  - ➜ NAGAD MERCHANT NUMBER
  - ➜ NAGAD PG PUBLIC KEY
  - ➜ NAGAD MERCHANT PRIVATE KEY
- NAGAD MODE
  - ➜ For test transactions, set **NAGAD MODE** to `"sandbox"`.
  - ➜ For live transactions, set it to `"live"`.

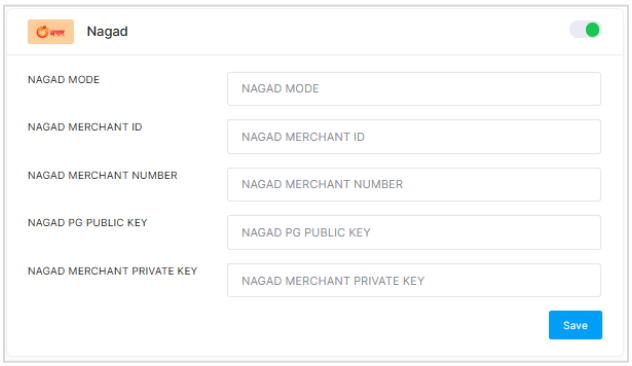


Figure: Configuration and Activation of Nagad Payment Gateway in Admin Panel

- Click **Save** to confirm configuration.

Verification: *Conduct a test payment to ensure Nagad's sandbox gateway responds correctly. Switch to live mode only after successful testing.*

10. Customer Products (Classified)

The **Classified Products** page allows customers to upload and manage personal or second-hand products under purchased classified packages.

Purpose: Enable customers to sell their own products within the marketplace through classified listings.

- **Classified Product Upload Process**
  - ➜ **Purchase a Package**

    To upload classified products, sellers must first purchase a required package to unlock the feature. From the dashboard, navigate to Purchase Package → Upgrade Package
    - click Upgrade Package and this will open the available payment modal.
    - Select a payment method
    - Enter the required payment details
    - Complete the payment to activate classified product upload access

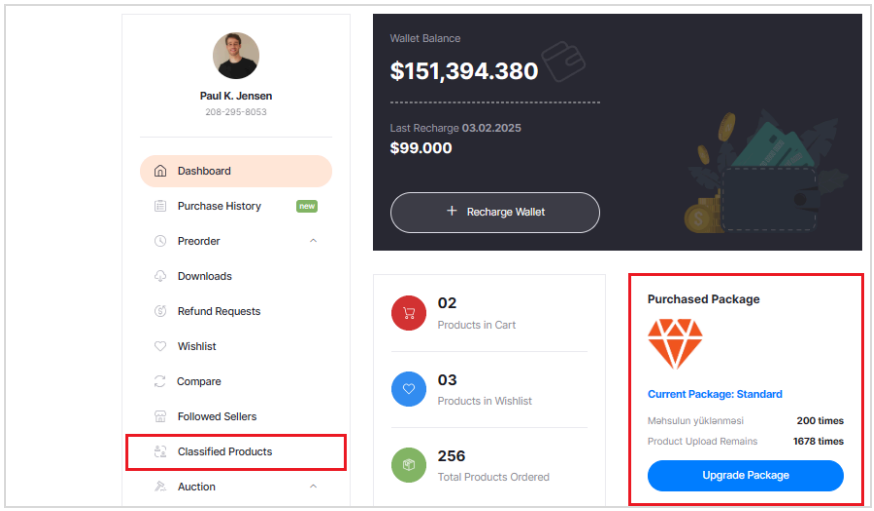


Figure: Purchasing Classified Package from Dashboard

- **Add New Classified Product**

  Go to the Classified Products page and click Add New Product to open the product upload form.

  ➜ Fill up all required fields under the following sections:

  - **General:** Product Name, Category, Brand, Unit, Condition, Location, Product Tag.
  - **Images:** Gallery Images/GIF and Thumbnail Image (upload or select from pre-uploaded images).
  - **Videos:** Choose video platform and insert Video URL.
  - **Meta Tags:** Meta Title, Description, and Meta Image.
  - **Price:** Set Base Price for the Product.
  - **Description:** Add detailed description.
  - **PDF Specification:** Upload product PDF guide of the product if available.

  ➜ Click **Save** Product.

Notes:

➜ *This feature is available only if the Admin enables "**Classified Products**" under Setup & Configuration → **Features Activation** and creates customer packages under Classified Packages.*

➜ *All uploaded products require **manual admin approval** before appearing publicly.*

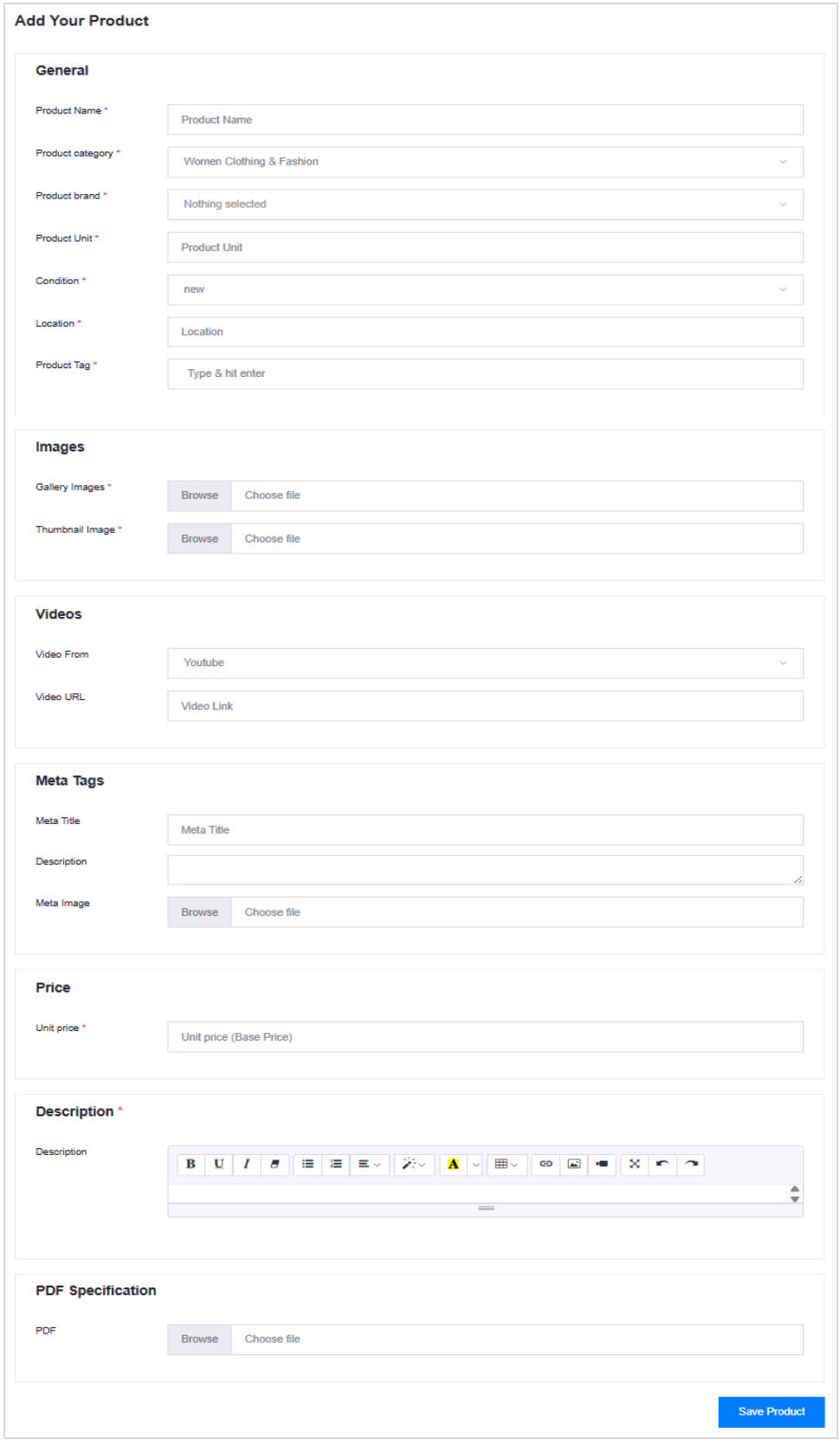


Figure: Customer Adding a Classified Product

- **View or Manage Listings**

  ➜ From the Classified Products list, review all your added products and their approval status.

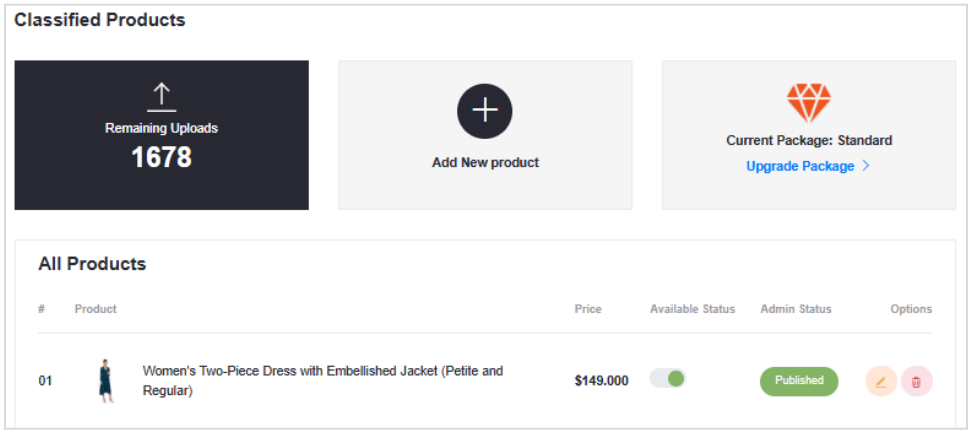


Figure: List of classified products with Remaining Upload Limit counter, Add Button and Link to upgrade Package

11. Promotions & Offers

11.1. Promotions & Offers Home

The Promotions & Offers Home is a centralized dashboard that provides access to all promotional modules, including Flash Deals, Today's Deals, Coupons, and Discounts, from a single interface. Clicking on each section redirects users to its respective management page.

Purpose: It is designed to streamline the management of promotional features by allowing users to efficiently create, organize, and monitor different types of offers in one place.

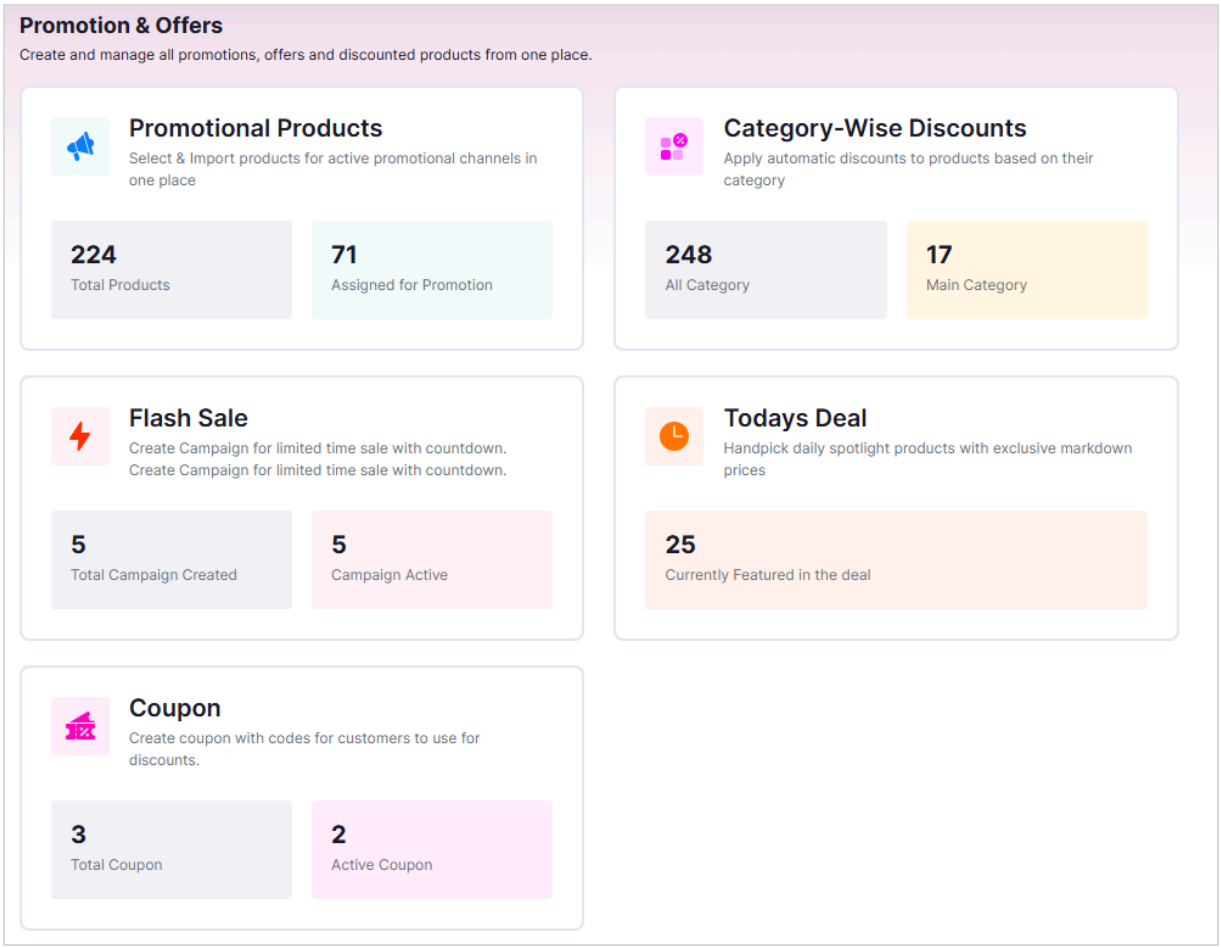


Figure: Promotions & Offers Home in Admin Panel

11.2. Promotional Product

Promotional Products are items that are associated with promotional campaigns such as Flash Deals, Today's Deals, Coupons, and Discounts. These products are specifically selected or linked to active promotions to offer special pricing or benefits to customers during promotional periods. Promotional products can be added from **Admin Panel → Promotions & Offers → Promotional Product.**

- **Add Promotional Products**
  Click on the Add New button to open a side modal where products can be selected for the promotion.
  - ➔ From the side modal, select a category or search for a product by name.
  - ➔ Choose the products that need to be added for promotion from the list.
  - ➔ Then click the Add button to save the selected products.

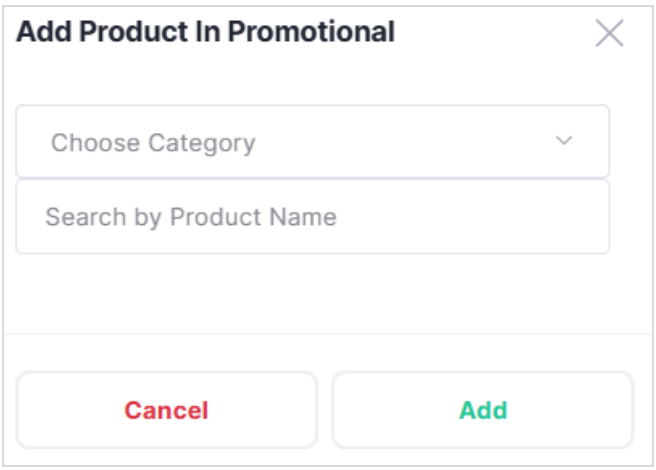


Figure: Add Promotional Products

Note: The added products will then be available for use in other promotional offer sections

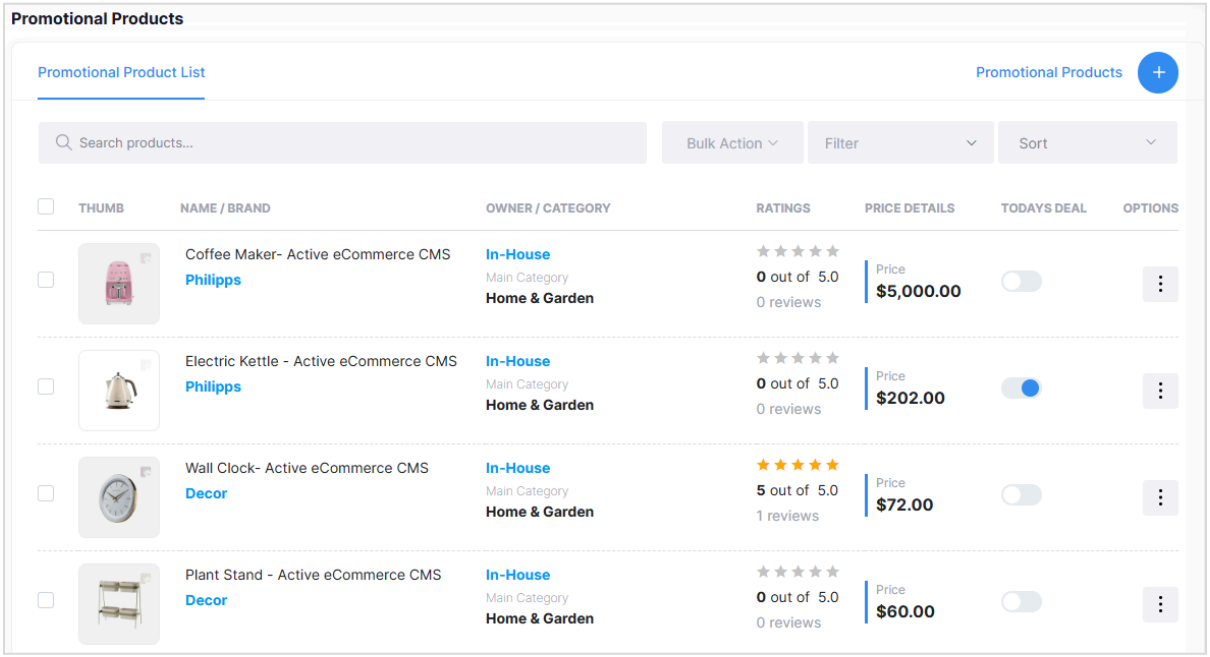


Figure: Promotional Product List

11.3. Flash Deals

Flash Deals are time-limited promotional campaigns where selected products are offered at special discounted prices within a defined start and end date. These campaigns are typically used for short-duration sales events to increase product visibility and drive quick purchases. Access from **Admin Panel → Promotions & Offers → Flash Deals.**

- **Create a New Flash Deal**
  Click **Create New Flash Deal**. Opens the Flash Deal Information form for entering campaign basics:
  - ➜ **Title** — Enter the campaign name customers will see.
  - ➜ **Banner** — Upload a promotional banner for the deal page.
  - ➜ **Start Date & End Date** — Define when the campaign runs.
  - ➜ **Select Products –** Click the Add Products button to choose products for the flash deal. This opens a side modal where you can search products by name or category, select products, and confirm the selection.

    Note: *Only products assigned as promotional products will be visible in the selection list.*

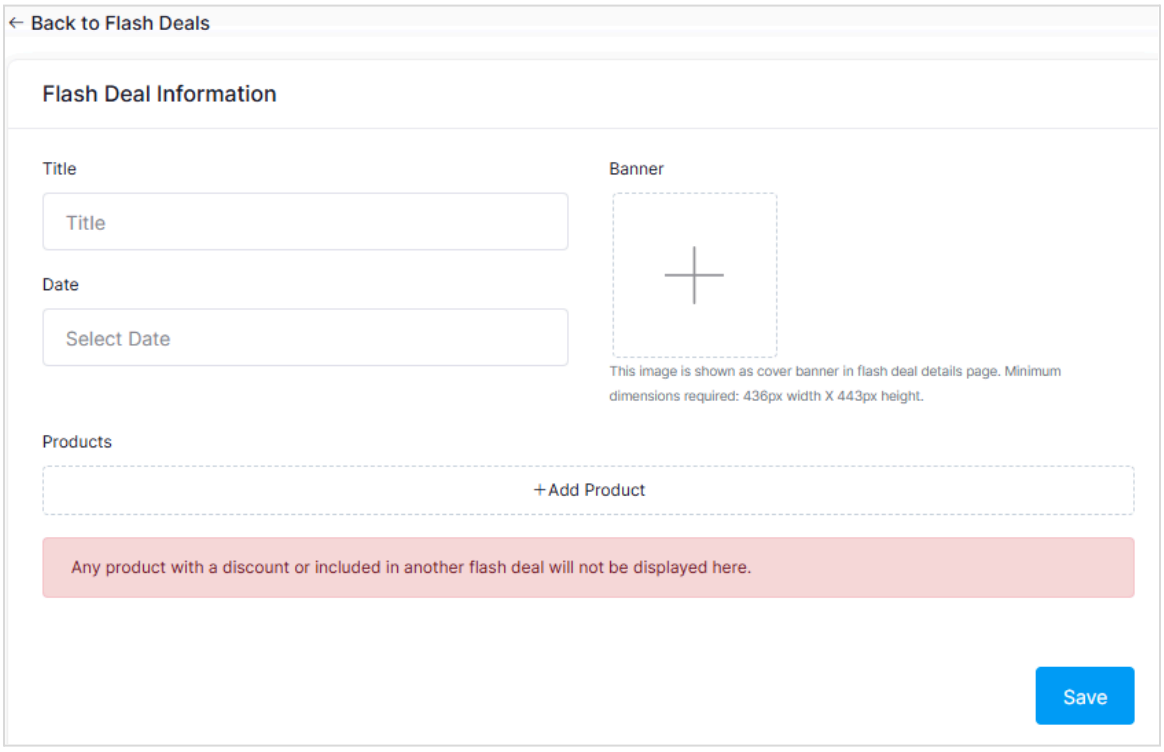


Figure: Creating a New Flash Deal

- **All Flash Deals Table**

  The flash sale table displays key details of flash deal products along with management options. It includes:

  ➔ **Name** – Product name included in the flash deal

  ➔ **Title** – Flash deal title

  ➔ **Start Date** – Date when the flash deal begins

  ➔ **End Date** – Date when the flash deal ends

  ➔ **Status** – Current status of the flash deal (active/inactive)

  Note : *Only one flash deal can be active at a time, and the active flash deal will be displayed on the homepage.*

  ➔ **Featured** – Indicates whether the deal is marked as featured for display on the frontend.

  ➔ **Options** – Available management actions:

  - **Edit** – Modify flash deal details such as the name, banner, or associated products, then save the changes.
  - **Delete** – Remove the flash deal from the system.

- **Tabs, Search & Bulk Action**

  ➔ **Tabs –** The Flash Deals table includes two tabs for filtering data:

  - **Active –** Displays all currently active flash deals
  - **Inactive –** Displays all inactive flash deals

  ➔ **Search –** Allows users to quickly find flash deals by entering relevant keywords.

  ➔ **Bulk Action –** Enables performing actions on multiple flash deals at once by selecting the flash deals. Available bulk action:

  - **Bulk Delete –** Removes selected flash deals from the system

Note: *If any product has a discount or exists in another flash deal, the discount will be replaced by* ***this discount & time limit****.*

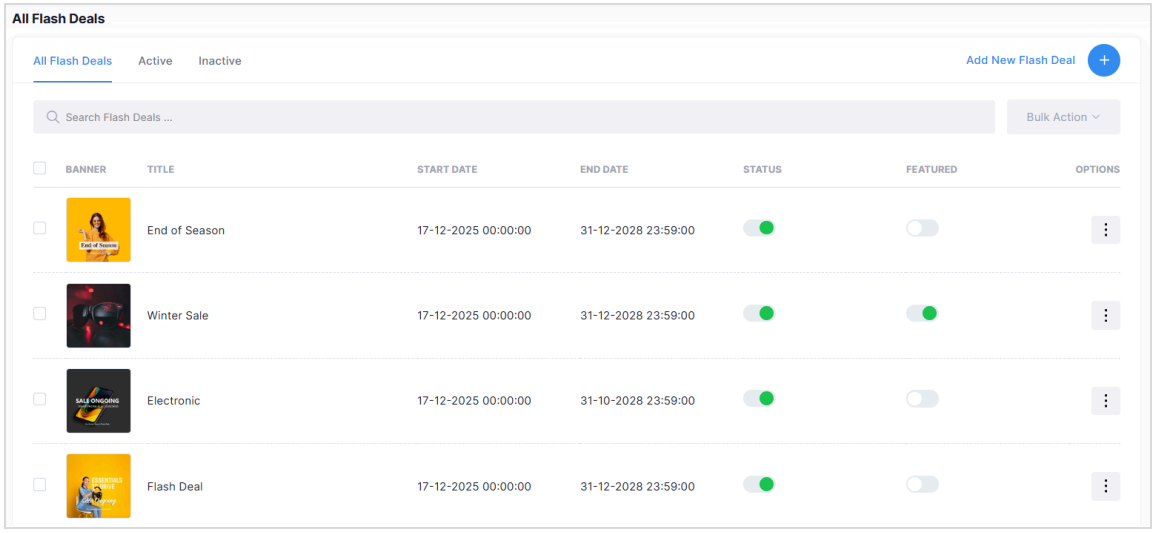


Figure: FlAll Flash Deals List in Admin Panel

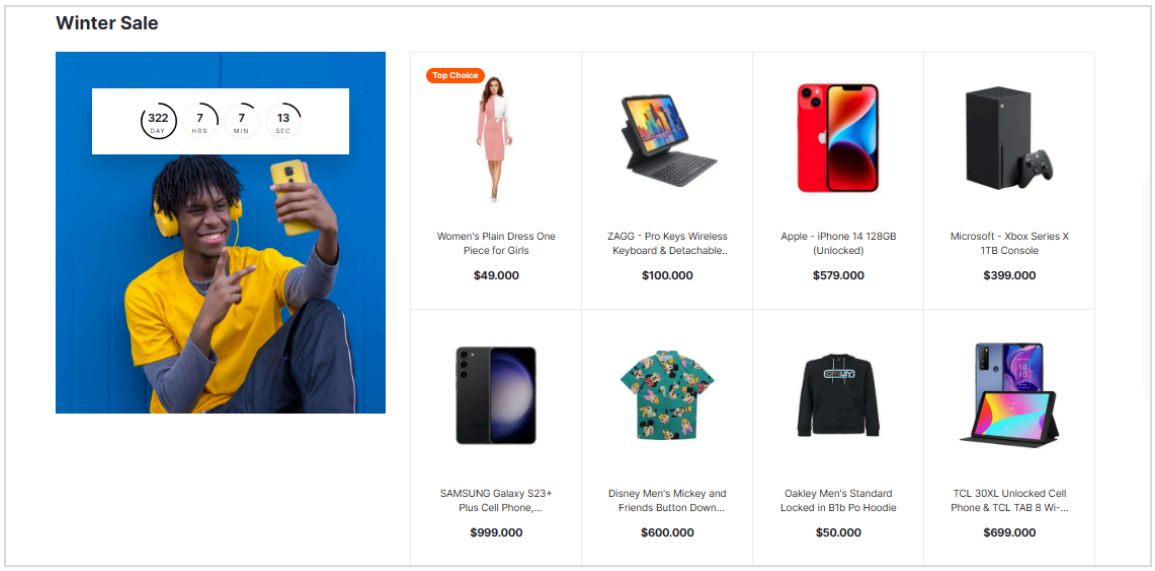


Figure: Flash Deal in the storefront of Active eCommerce CMS

11.4. Today's Deals

Today's Deals is a promotional feature used to showcase selected products in the Today's Deals section. It helps highlight featured products and improve visibility within ongoing promotional campaigns. To add and manage today's deal access from **Admin panel → Promotions & Offers → Today's Deals.**

- **Today's Deal Products**
  To add products to Today's Deals, click the Add New button. This opens a side modal where you can select products for the promotion.
  - ➔ From the side modal, select a category or search for a product by name.
  - ➔ Choose the products you want to add from the list.
  - ➔ Then click the Add button to save the selected items.

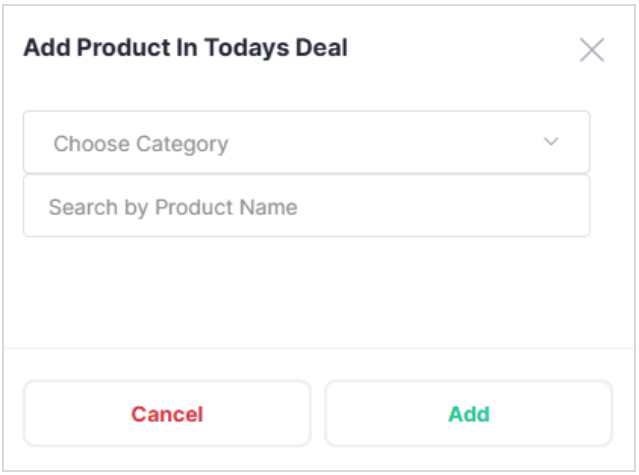


Figure: Add Products for Today's Deal

***Note:** When creating or editing a product, if the Today's Deal option is enabled from the product form, that product will automatically be added to the Today's Deal list page.*

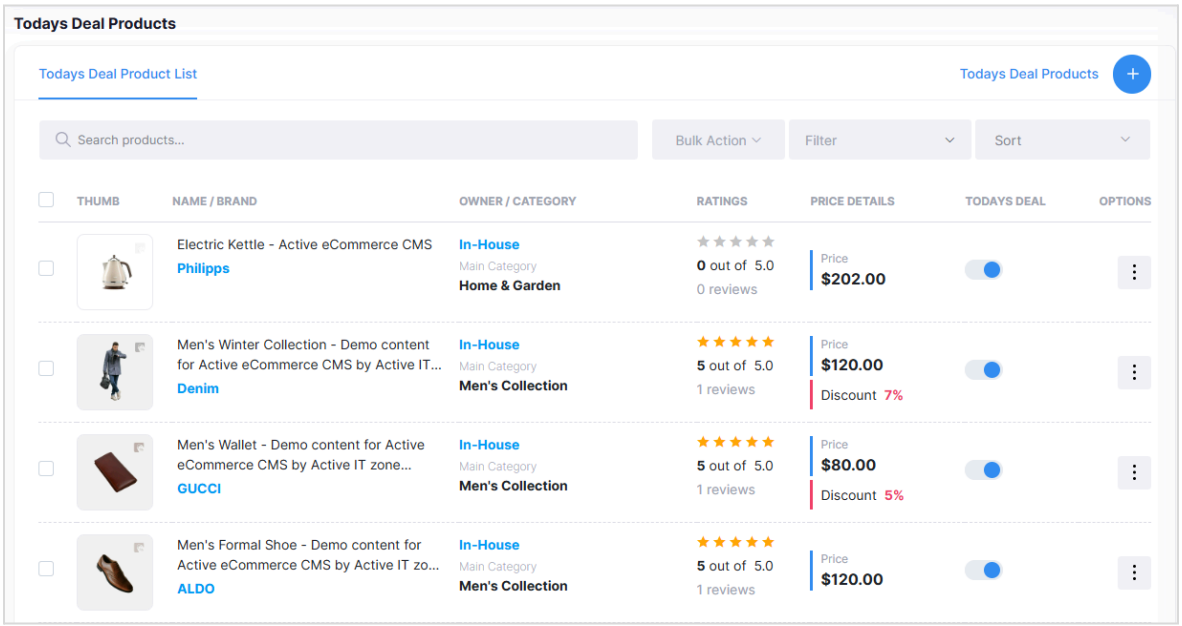


Figure: Today's Deal Product List

11.5. Category-Based Discount (Admin)

Category-based discounts let the admin apply a percentage discount to all products inside a selected category for a defined date range. The discount applies only to **existing products**—not future products added after the discount is created.

- **Set Discount for a Category**

  Set discounts for specific product categories to apply promotional pricing across all products within that category. Access Admin Panel → Promotions & Offers → Category Based Discount, where you can view key category information such as name, icon, parent category, and the total number of in-house and seller products associated with each category. The page also provides fields to configure the discount:

  ➜ **Discount** – Enter the discount percentage and press Enter to apply it.

  ➜ **Discount Date Range** – Select the start and end dates for the discount period.

  ➜ **Seller Products Toggle** – Enable this option to include seller products in the admin's discount

  Note: *If that toggle is left off, seller products will not be included in the admin discount.*

Notes:

➜ ***Admin discount → applies only to existing products.***

New products added later will ***not*** *inherit this discount.*

➜ ***Seller override logic (VERY IMPORTANT):***

If a seller sets a different percentage or date range than the admin's setting:

- *The* ***seller's discount automatically becomes active,***
- *The* ***admin discount switch turns off*** *for that seller's products.*

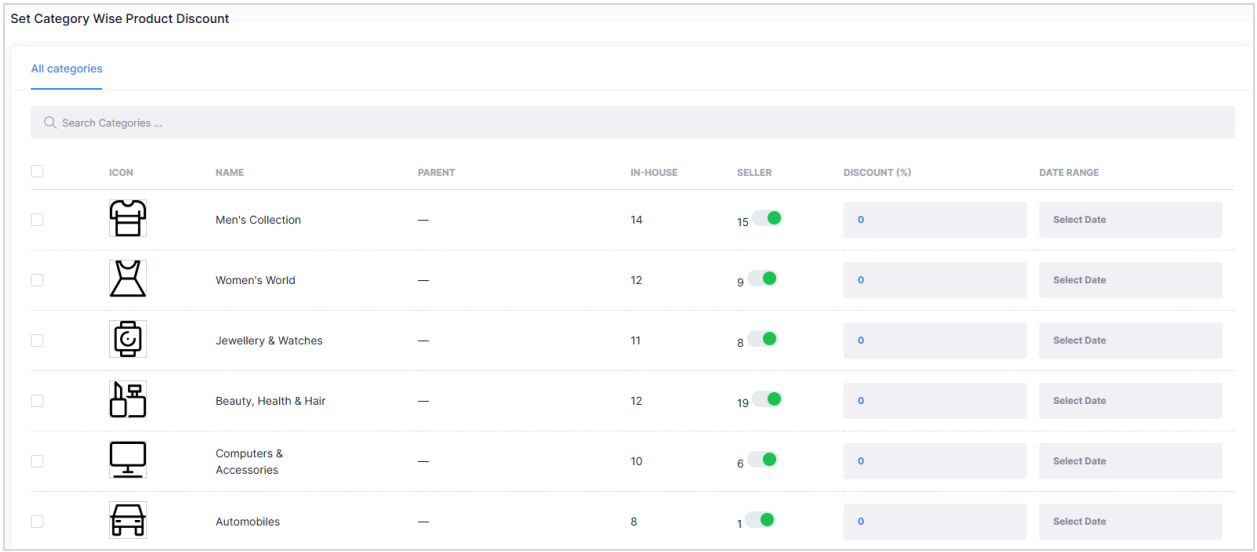


Figure: Setting Up Category Wise Product Discount

11.6. Category-Wise Discount (Seller Panel)

This section allows sellers to participate in or override category-wide discounts (when permitted by admin).

- **Set a Discount**

  Access this page from the **Seller Panel sidebar → Products → Category-Wise Discount.** For each product in the list, you can add a discount by:

  ➜ **Discount Percentage** – Enter the discount percentage

  ➜ **Discount Date Range** – Select the discount start and end dates

  ➜ **Set –** Click Set to apply the discount.

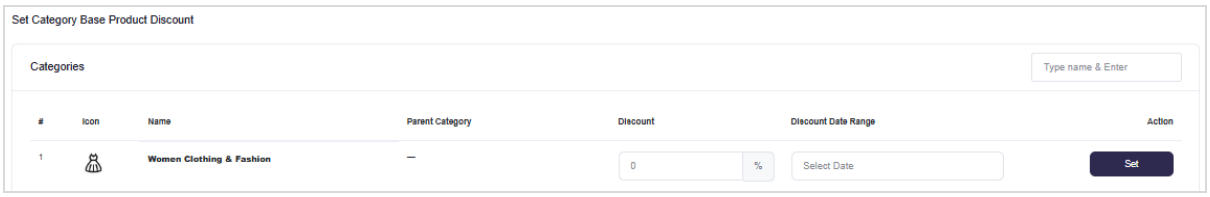


Figure: Seller Setting up its own discounts based on Category for its uploaded products

Note:

➜ *Admins may enable or disable inclusion of seller products for each category discount. If inclusion is enabled, seller products will generally receive the admin discount unless the seller sets their own discount.*

➜ *If seller's discount conflicts with admin's:*

- *Seller's discount **overrides** the admin discount.*

11.7. Coupon

Admin and Seller can Create and manage promotional coupon codes that customers can apply during checkout. Coupons may apply to specific products, the entire cart, or first-time customers depending on the selected type.

- **Coupon Management**

  Navigate to **Admin Panel → Promotions & Offers → Coupon** or from the **Seller Panel → Coupon.** The All Coupons page displays a table with the following details:

  ➜ **Code** – A unique combination of letters and numbers used for the coupon

  ➜ **Type** – Specifies the coupon type (Product Base, Cart Base, or Welcome Coupon)

  ➜ **Start Date & End Date** – Defines the validity period of the coupon (varies by type)

  ➜ **Validation Days** – Applicable only for Welcome Coupons, indicating the valid duration

  ➜ **Status** – Enable/Disable toggle for activating or deactivating the coupon

➔ **Options**

- **Edit** – Modify coupon details
- **Delete** – Remove the coupon from the system

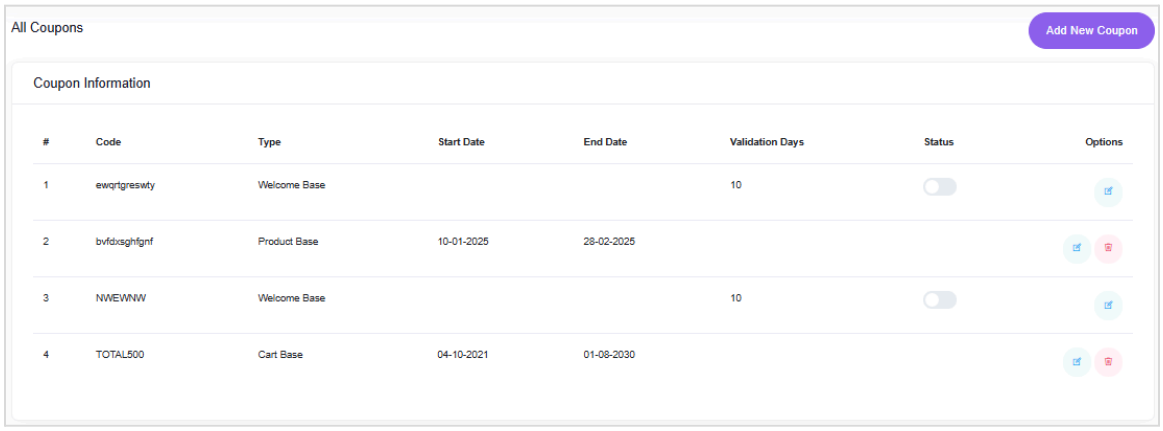


Figure: List of all Coupons created by Admin with Add New Coupon Button

- **Add New Coupon**

  Click **Add New Coupon** and it will redirect to the **Coupon Information** page where you must first **select a Coupon Type**.

  ➔ **Select Type** – Choosing the type reveals the specific fields required for that coupon.

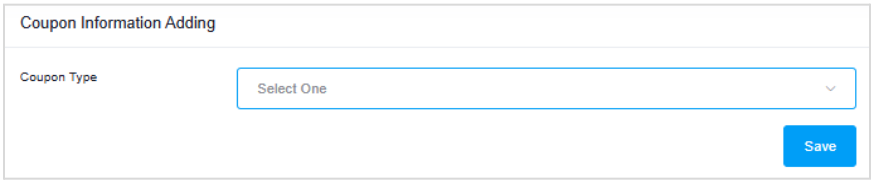


Figure: Selecting Coupon Type when adding a New Coupon

➔ **Configure Coupon Type**

Depending on the selected type, different fields appear:

- **Product Base Coupon**
  - ➔ **Coupon Code** — The code customers enter at checkout.
  - ➔ **Products** — Select the products the coupon applies to.
  - ➔ **Start Date & End Date** — Set the active validity period.
  - ➔ **Discount & Discount Type** — Amount + Flat/Percent.

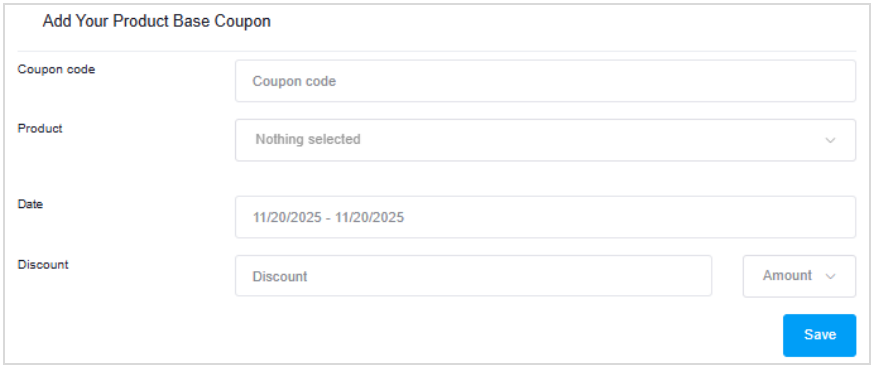


Figure: Fields for Adding a Product Base Coupon

- **Cart Base / Total Orders Coupon**
  - ➜ **Coupon Code** — The code customers enter at checkout.
  - ➜ **Minimum Shopping Amount** — Minimum cart total required to apply the coupon.
  - ➜ **Discount & Discount Type** — Amount + Flat/Percent.
  - ➜ **Maximum Discount Amount** — Caps the discount applied.
  - ➜ **Start Date & End Date** — Set the active validity period.

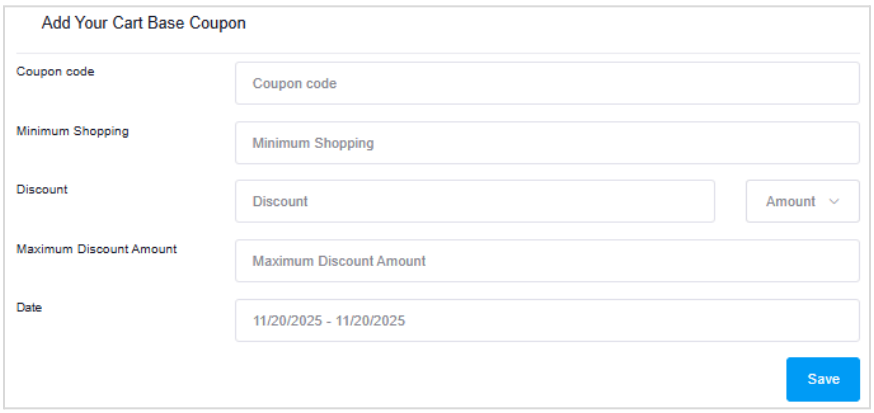


Figure: Fields for Adding a Cart Base Coupon

- **Welcome Coupon** (Global)
  - ➜ **Coupon Code** — The code customers enter at checkout.
  - ➜ **Minimum Shopping Amount** — Minimum cart total required to apply the coupon.
  - ➜ **Discount & Discount Type** — Amount + Flat/Percent.
  - ➜ **Validation Days** — The number of days (from user registration) the coupon remains valid.
  - ➜ **Effect:** The coupon becomes available only to newly registered customers for the defined number of days.

***Note:** Welcome Coupon types **cannot be deleted.** They can only be **edited** and their **status toggled**.*

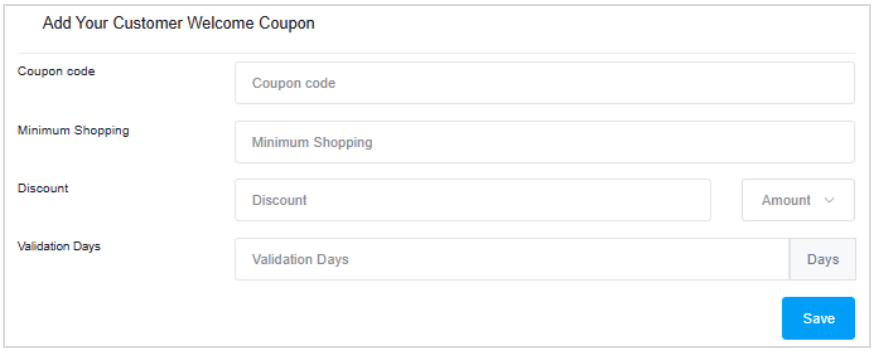


Figure: Fields for Adding a Welcome Coupon

➜ **Save and Activate –** Click **Save** to create the coupon. And Use the **Status toggle** in the coupon list to enable or disable it.

Notes:

➜ *Coupon System Activation must be enabled from Setup & Configurations → Features Activation to use this feature.*

➜ *Seller can also create and manage the coupon for their products exactly the same way, just the listing page UI is slightly changes*

12. Marketing

12.1. Marketing Home

Marketing centralizes how the platform promotes products and informs users. Admins design and schedule campaigns (flash deals, pop-ups, notifications), manage email templates and newsletters, and create coupons. Sellers can run store-level coupons for their own products. Customers receive and act on marketing through newsletters, pop-ups, coupons, and notifications. This shared model keeps marketing centrally manageable while letting sellers run limited store promotions.

Purpose: Provide a single place to configure promotions, templates and direct outreach so admins can drive conversions and sellers can manage simple store offers while customers receive timely, relevant messages.

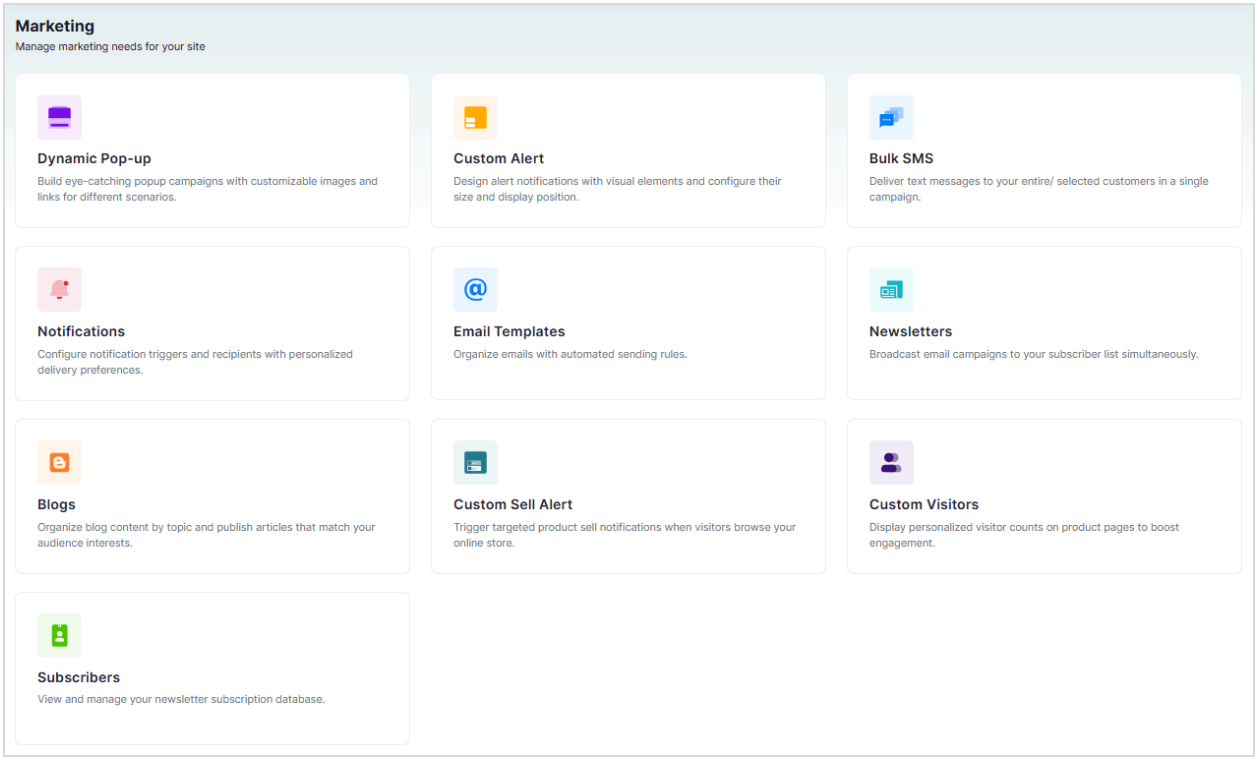


Figure: Marketing Home in Admin Panel

12.2. Dynamic Pop-up

The **Dynamic Pop-up** feature lets administrators create visually engaging promotional popups that appear automatically on the storefront.

These popups can highlight special offers, newsletter subscriptions, or post-purchase reminders (such as review prompts) — helping boost user engagement without manual coding.

- **Dynamic Pop Table Overview**
  Access Admin Panel → Marketing → Dynamic Pop-Up to open the Dynamic Pop-Up management page. The page displays a table containing all configured pop-ups along with their key details and management options.
  - ➜ **Dynamic Popup Duration (seconds)** – Set how long the popup will remain visible on the frontend.
  - ➜ **Popup List** – Displays all created popups along with their title, status, filters, and available actions.

➜ **Actions** – Includes options to Edit, Delete, Toggle Status, or perform Bulk Delete actions on selected popups.

- **Edit** – Modify the popup information and configuration.
- **Delete** – Permanently remove the popup from the system.

  Note: Two built-in popups — Subscribe to Our Newsletter and Product Review — are editable but cannot be deleted.
- **Toggle Status** – Enable or disable the popup visibility on the frontend.
- **Bulk Delete** – Select the popups and delete multiple selected popups at once.

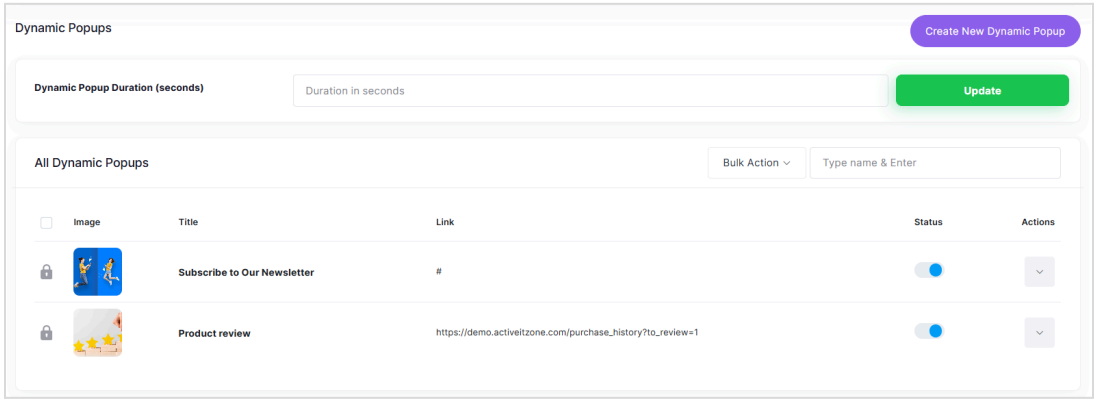


Figure: Dynamic Popup Listing Page

- **Create a New Popup**

  Click **Create New Dynamic Popup** to open the creation form.

  ➜ In the form, fill in the required fields:

  - **Title** – Name of the popup.
  - **Summary** – Short message or description.
  - **Image** – Upload an image to be displayed on the popup.
  - **Button Text** – Text to appear on the call-to-action button.
  - **Button Color** – Select the background color of the button.
  - **Button Text Color** – Choose the text color for the button.
  - **Link** – Enter the destination URL the button will redirect to.

    *Note: For the **Product Review** popup, the admin must update the popup link using the following format: `[your-domain/purchase_history?to_review=1]`*

    This ensures customers are redirected to their review section when the popup appears.
  - **Save** – Click **Save** once all fields are complete.

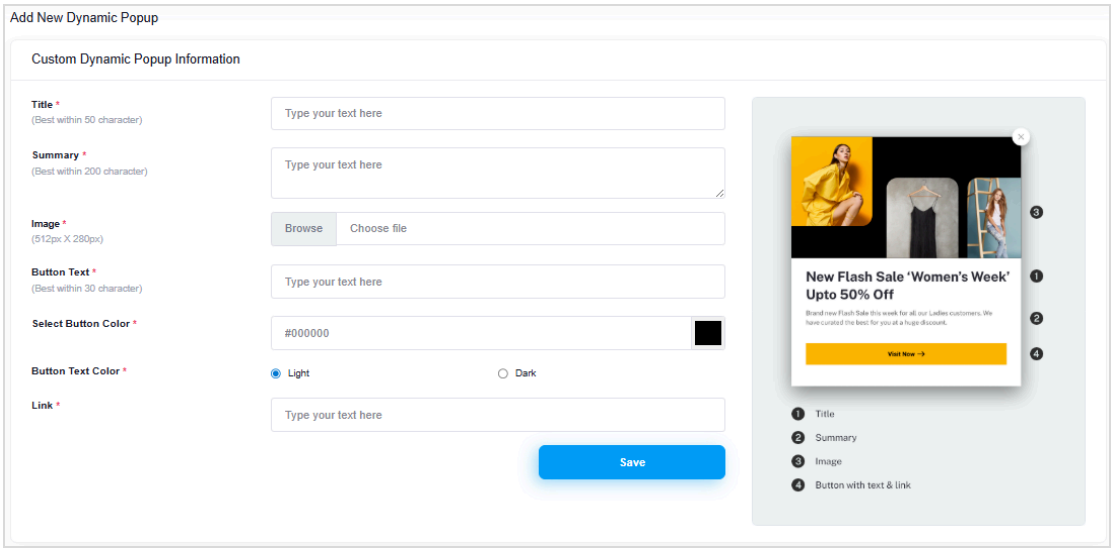


Figure: Adding a new Dynamic Popup

- **Preview and Manage**
  - ➜ Beside the form, a **demo image preview** shows how the popup will appear on the storefront.
  - ➜ Use the **Status switch** to enable / disable each popup.
  - ➜ When the status is **disabled**, the popup will not appear on the homepage.

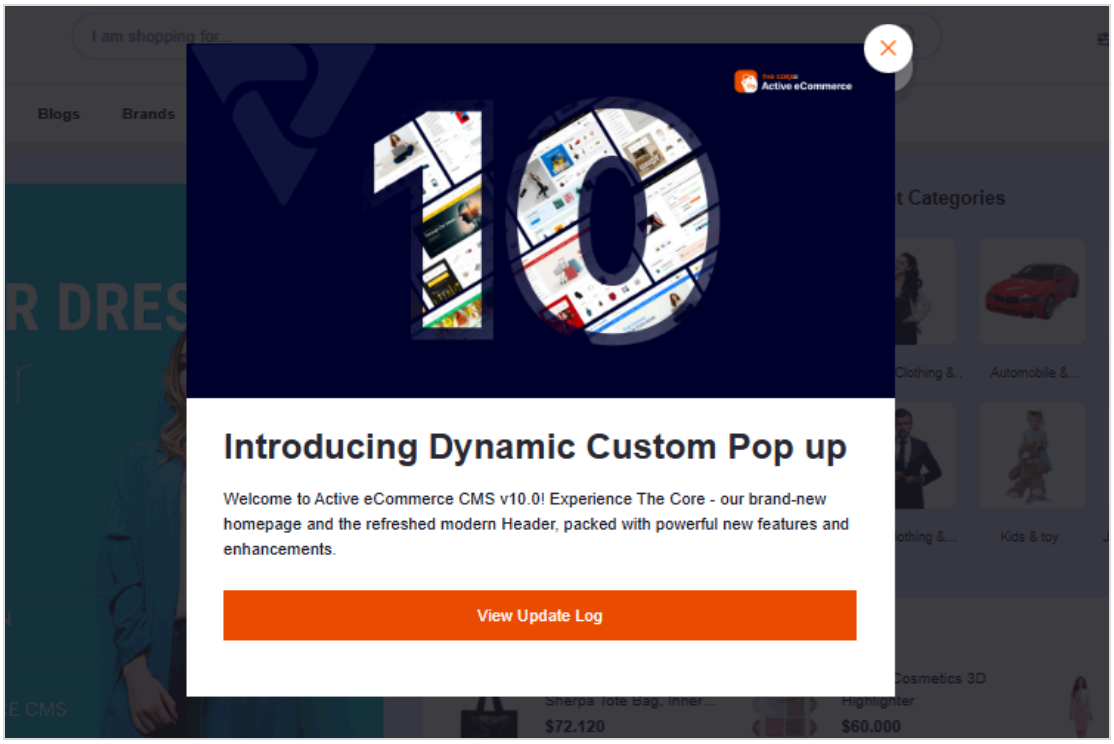


Figure: Custom Dynamic Popup at the storefront on site visit

Notes:

➜ *The dynamic popup will remain visible for the defined duration.*

➜ *Clicking the cross button will close the current popup, and the next popup will slide into view.*

12.2.1. Custom Alerts

Custom Alerts are inline alert banners (small or large) that display messages, promotional notices, or important announcements across the storefront. They help admins communicate time-sensitive updates such as sales, maintenance, or policy changes in a compact and visible way.

Action:

➔ Displays a list of existing active or draft alerts with an Add New Custom Alert button.

- **Custom Alert Table Overview**
  Access **Marketing** → **Custom Alert** to open the Custom Alert page. This page displays a list of all existing custom alerts and provides options to create and manage alerts within the system.
  ➔ **Search Bar** – Helps admins quickly find alerts using the alert text or related keywords.
  ➔ **Bulk Action** – Allows admins to delete multiple selected alerts simultaneously.
  ➔ **Image** – Displays the alert icon or image associated with the custom alert.
  ➔ **Text** – Shows the alert message displayed to users.
  ➔ **Link** – Displays the redirect URL attached to the alert. Users will be redirected to this link when clicking the alert.
  ➔ **Type** – Indicates the alert display type such as Default or Small.
  ➔ **Trigger** – Enable or disable the alert visibility on the frontend using the toggle switch.
  ➔ **Actions** – Provides options such as Edit, Delete, or additional configuration settings.
    - **Edit** – Modify the existing custom alert information and settings.

- **Custom Alert Location**
  Select the display position of the custom alert popup on the frontend.
  ➔ **Bottom - Left** – Displays the alert at the bottom left corner.
  ➔ **Bottom - Right** – Displays the alert at the bottom right corner.
  ➔ **Top - Left** – Displays the alert at the top left corner.
  ➔ **Top - Right** – Displays the alert at the top right corner.

- **Create a New Custom Alert**

  Click **Add New Custom Alert** to open the alert creation form. The form includes fields

  ➔ **Alert Size** – Choose **Small** or **Large** layout.

  ➔ **Image** – Upload a small image or icon to appear alongside the message.

  ➔ **Text** – Write the message or announcement text.

  ➔ **Background Color** – Choose background color for visibility.

➜ **Text Color** – Select a contrasting color for readability.

➜ **Link** – Insert a redirect link (e.g., a product or offer page).

- **Preview and Save**
  - ➜ A live **demo design** for both small and large alert boxes appears beside the form for preview.
  - ➜ Click **Save** to create the alert.

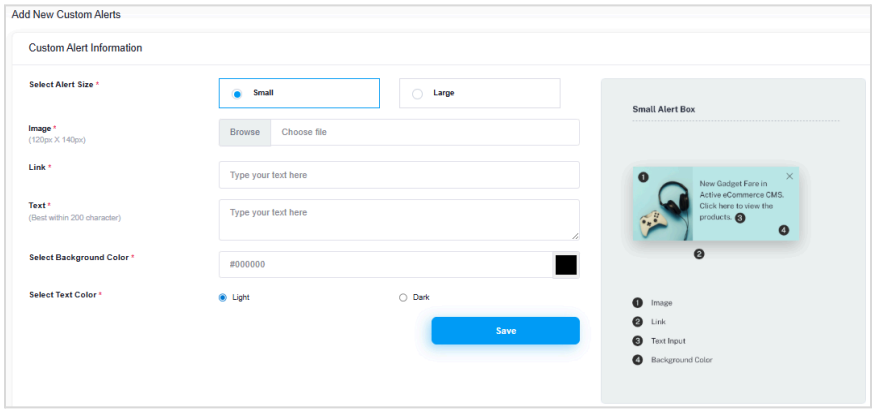


Figure: Creating a new Custom Alert

***Note:** The **first alert entry** is editable but **cannot be deleted**; all other alerts can be removed if needed.*

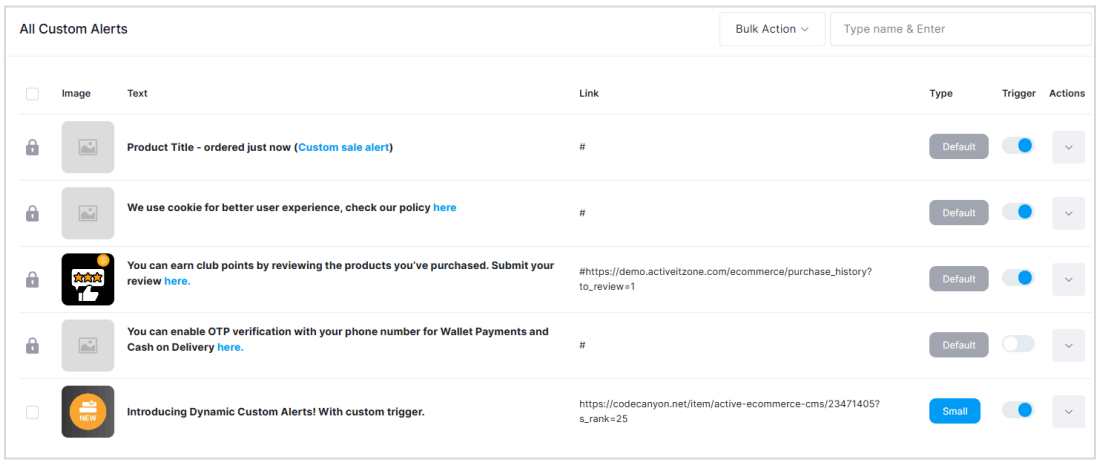


Figure: Custom Alert Listing Page

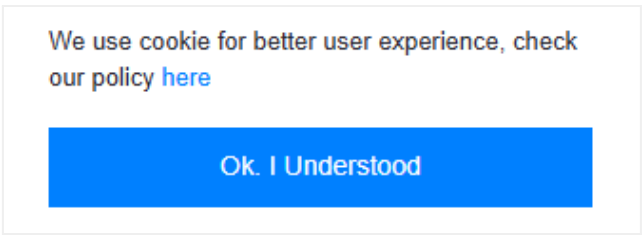


Figure: Custom Alert on Storefront

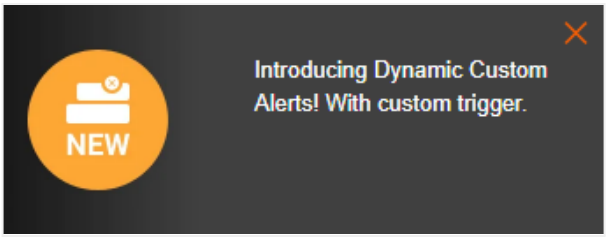


Figure: Custom Alert on Storefront

Note:

- ➜ *Custom alerts automatically appear in the configured location once enabled.*
- ➜ *Keep messages short and visually distinct for better user attention.*
- ➜ *You can manage the trigger and delete options directly from the alert list.*

12.2.2.Custom Sell Alert

The Custom Sell Alert feature displays small real-time pop-up notifications on the storefront showing recent product sales. It helps increase customer engagement and trust by simulating live purchase activity.

- **Custom Sell Alert Setup Process**
  Access **Marketing** → **Custom Sell Alert** page to configure and manage sell alert notifications displayed on the storefront.
  - ➜ **Activate the Sell Alert System** Toggle the **Status** switch to **ON** to enable the feature. And it activates the sell alert display on the storefront.
  - ➜ **Set Time Intervals**
    - Configure the **Minimum** and **Maximum Interval** (seconds) fields.
    - These values define how often each alert appears on the frontend.
  - ➜ **Select Products for Sell Alerts**
    - Choose products that will be shown in the pop-up notifications.
    - Click **Save** to finalize your configuration.
  - ➜ **Configure Frontend Alert Position**
  - ➜ The **alert position** on the storefront can be customized from the **Custom Alert** page settings and determines where sell alerts appear (e.g., bottom-left or bottom-right corner).

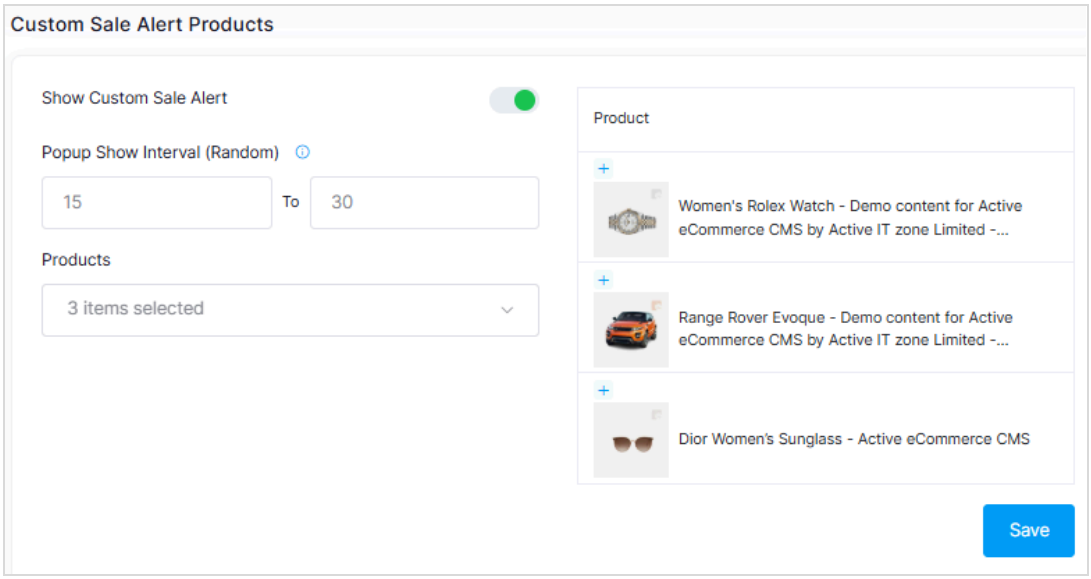


Figure: Enabling and Configuring Custom Sale Alert for Specific Products

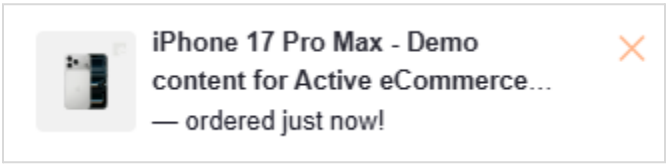


Figure: Custom Sell Alert in Frontend

Notes:

- ➜ *Sell alerts display automatically for the selected products within the defined time range.*
- ➜ *Frequent alerts can create higher urgency but may distract users; use balanced intervals.*
- ➜ *Ensure selected products are in stock to maintain authenticity.*

12.2.3.Email Templates

The **Email Templates** section allows the admin to view and customize the predefined message templates used for system-generated emails such as registration confirmations, order notifications, password resets, and more. Templates are grouped by recipient type for easier management.

- **Manage Email Templates**

  Access **Marketing** → **All Email Templates** to manage available templates.

  - ➜ **Tabs**

    The Email Templates section is organized into different tabs for easy management:

    - **Admin Templates** – Emails sent to admin users.
    - **Seller Templates** – Emails sent to sellers.

- **Customer Templates** – Emails sent to customers.
- **Common Templates** – Shared templates used across multiple user types.

➔ Search – Allows users to search email templates by template name for easier navigation.

- **Template List**

  Click on any Tab(Admin, Seller, Customer, or Common) to view its corresponding templates.

  ➔ Each entry displays:

  - **Email Type**– Identifies the email type (e.g., Order Placement, Password Reset).
  - **Subject** – Shows the subject for the email type.
  - **Status Toggle** – Indicates whether the email is active or inactive.

    Use the **Status Toggle** beside each template to enable or disable it. When disabled, the system will not send that email during its trigger action (where allowed).
  - **Options –** Allows editing of an existing email template.
    - **Edit** – Modify the **Email Subject** and **Default Email Content** as needed, but **do not modify system variables** like `[[customer_name]]`, `[[order_code]]`, etc. these placeholders dynamically pull data when emails are sent.

*Note: SMTP must be properly configured under **Setup & Configuration** → **SMTP Settings** for email delivery.*

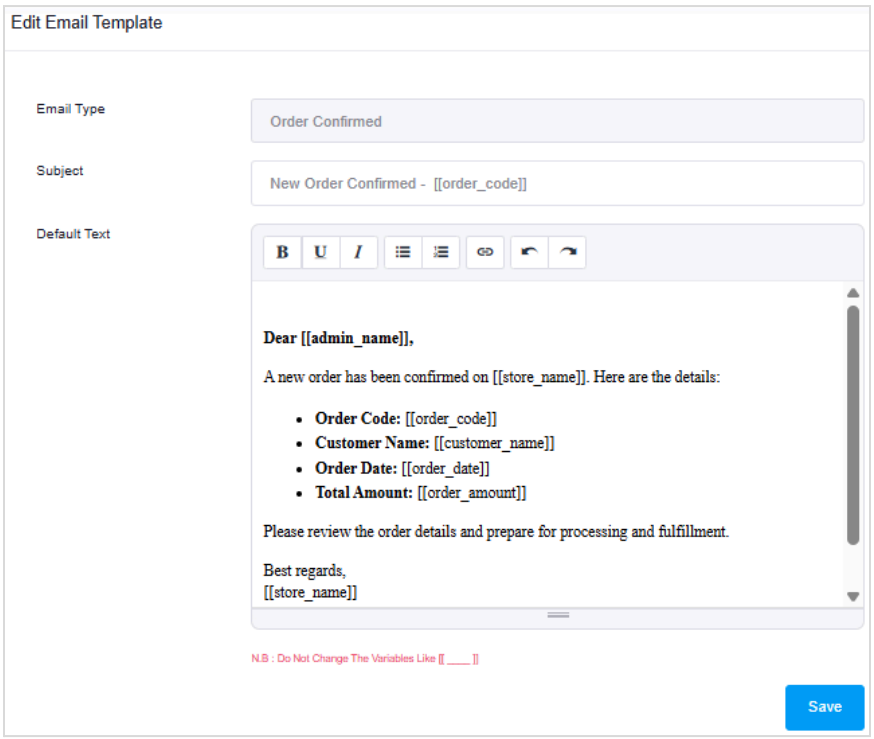


Figure: Editing existing Email Templates

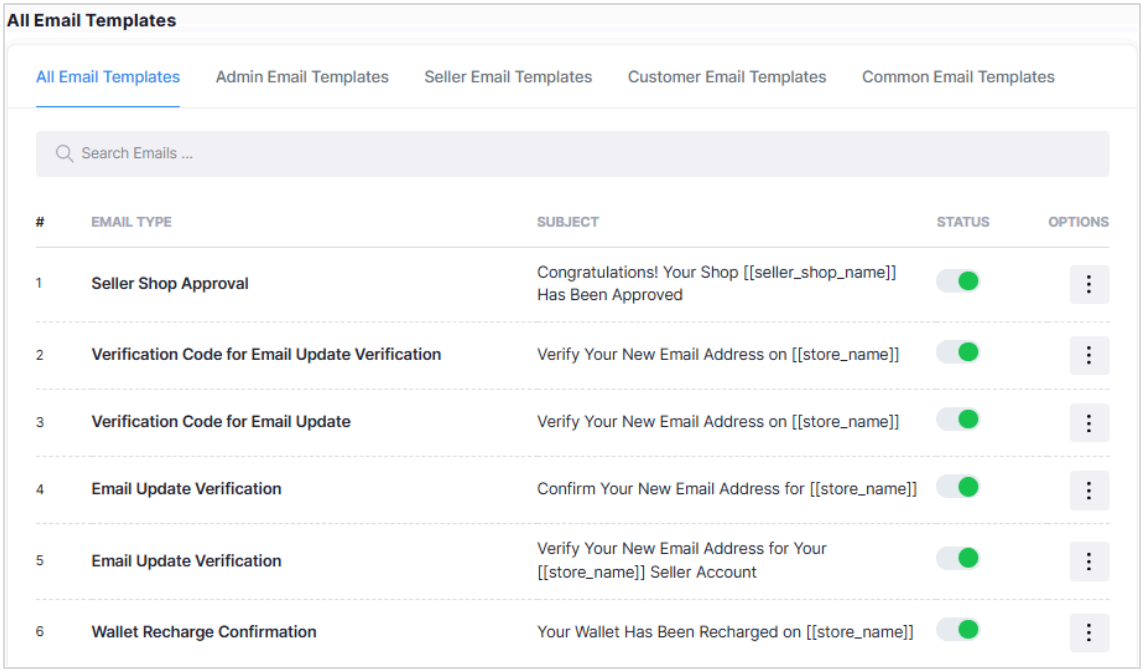


Figure: List of all Pre-Exisiting Email Templates.

- **Non-Editable Templates**
  - ➜ Some templates (e.g., **Order Placed**) are locked and cannot be modified.
  - ➜ Likewise, certain email sending statuses should not be disabled — such as:
    - **Customer Registration (added by admin)**
    - **Seller Registration (added by admin)**
  - ➜ These remain active by default to ensure critical system communications (like login credentials) are always delivered.

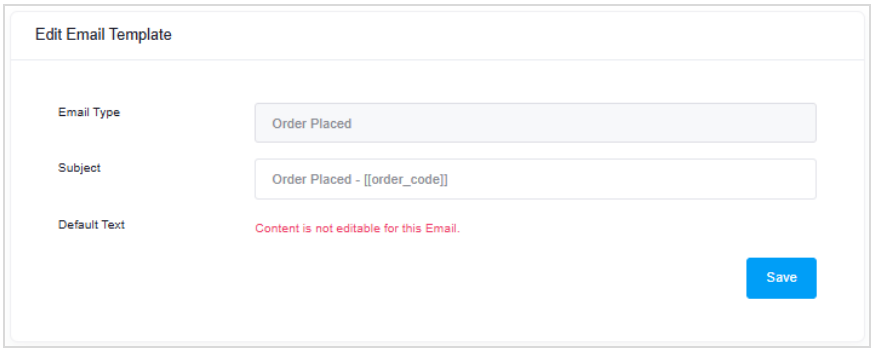


Figure: Example of a Non-editable Template

12.2.4.Newsletter

The Newsletter tool allows admins to send one-time marketing emails or announcements to system users and/or newsletter subscribers.

- **Compose the Message & Select Recipients**
  Access to **Admin Panel** → **Marketing** → **Newsletter**. Opens the newsletter composer with recipient selection options.
  - ➜ **Recipients** — choose **Users**, **Subscribers**, or **Both**.
  - ➜ **Subject** — specify the newsletter's subject line.
  - ➜ **Content** — compose the message; the editor supports images, links, tables, videos, and other text formatting.
  - ➜ **Effect:** A complete email draft is prepared and targeted to the chosen audience.

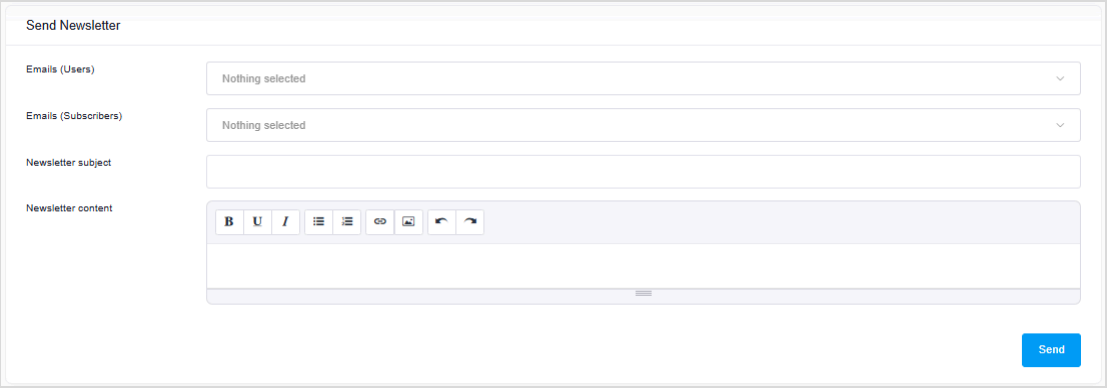


Figure: Composing a News Letter

- **Send the Newsletter**
  - ➜ Click **Send** to dispatch the email through the configured mail server.
  - ➜ SMTP must be correctly configured under **Setup & Configuration** → **SMTP Settings** for emails to be delivered.
  - ➜ **Effect:** The system sends the newsletter to all selected recipients; delivery success depends on your SMTP configuration.

Notes: *Ensure your* ***SMTP credentials*** *are valid before sending (use "Send Test Mail" under SMTP settings).*

12.2.5.Notifications (Settings / Types / Custom Notification / History)

The Notification system is built to manage and control all platform notifications, including how they are designed, configured, sent, and tracked. It allows administrators to define notification styles, send custom notifications to customers, and monitor notification history.

- **Notification Settings**

  Access the settings page from Marketing → Notification → Settings and configure the design that will be used for notifications sent to customers.

  ➜ Choose a **notification design type** from the available options to control the frontend display style.

  ➜ Click **Save** to apply your selected design.

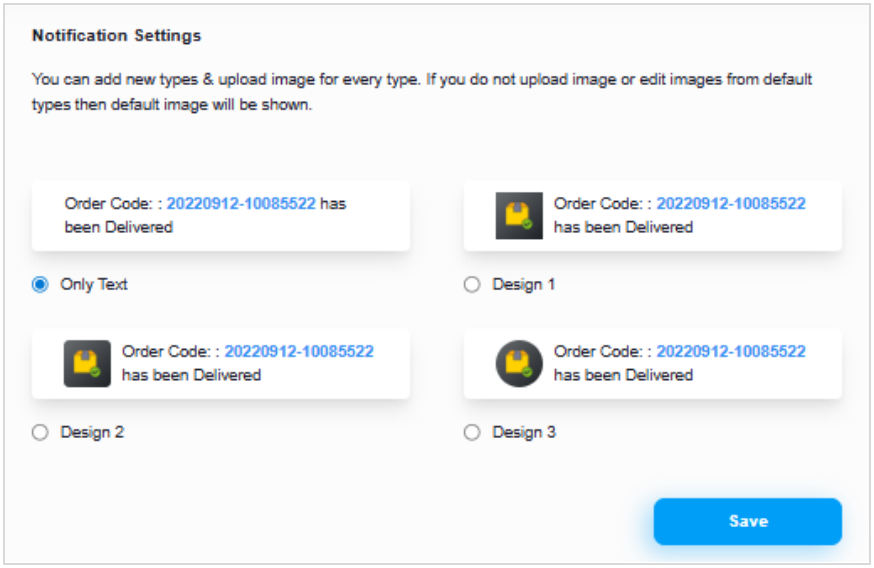


Figure: Selecting Notification Design

- **Manage Notification Types**

  Access the Notification Types page from **Marketing → Notification → Notification Types**. This page displays existing notification types categorized under Admin, Seller, and Customer. The notification types section includes the following options:

  ➜ **Add a new notification type**

  Add a new notification type by filling out the Add New Notification Type form (available only for Customer notifications).

  - **Type** – Specify the notification type
  - **Image** – Upload an image for the notification
  - **Default Text** – Enter the default notification message and click **Save**.

➜ **Edit** – Modify a notification type name, image, or default text and update the changes.

➜ **Status (Enable/Disable)** — Controls whether the notification type is active; when disabled, notifications of that type will not be sent.

➜ **Delete (Bulk Action)** – Removes custom-created notification types. Default system notification types cannot be deleted.

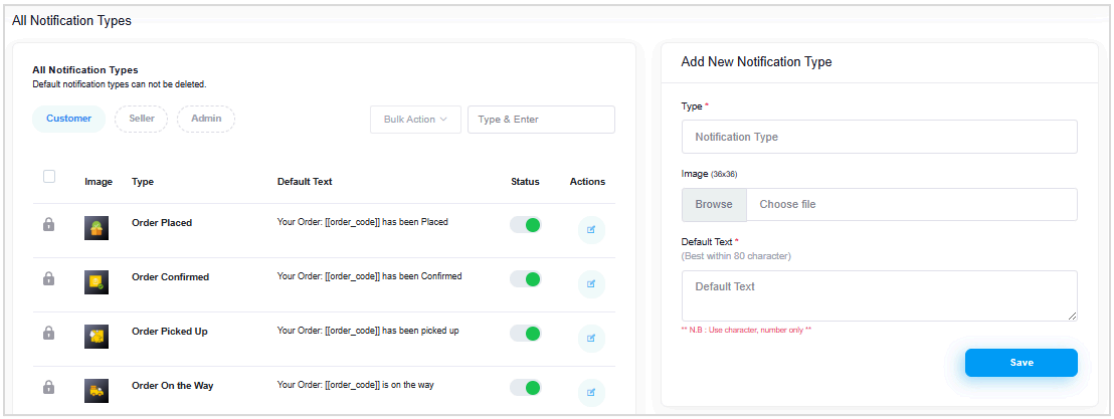


Figure: Managing List of all Notification Types with a section to add new Notification type

- **Send a Custom Notification**

  To create a custom notification, access **Marketing → Notification → Custom Notification** and provide the following details:

  ➜ **Customers** – Select the **Customer** you want to notify.

  ➜ **Select Type** – Choose a **Notification Type** — its **default text** will automatically appear in the content box (this text is non-editable).

  ➜ **Content** – Enter the custom notification message

  ➜ **Link** – insert a **link** for redirection.

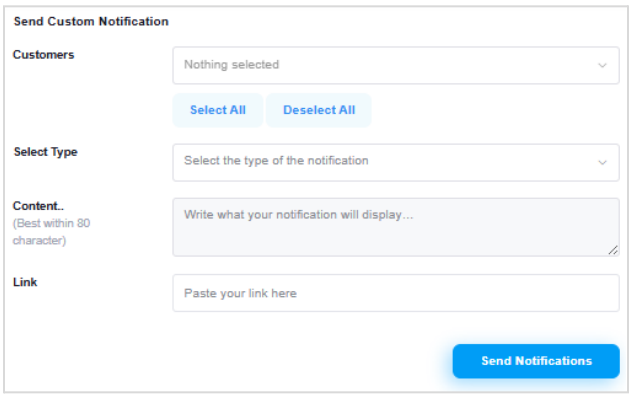


Figure: Sending a Custom Notification

➜ Click **Send Notification** and it sends a targeted notification instantly to the selected customer.

Note: To send custom notifications, notification type must be created at first.

- **View Notification History**

  To view notification history, access it from **Marketing → Notification → Custom Notification History**. In this page, all custom notification send histories are stored.

  ➔ **Notification History Table**
  - **Type** – Displays the type of notification sent
  - **Date & Time** – Shows when the notification was sent
  - **Notification** – Displays the notification message/content
  - **Link** – Shows the associated redirection link
  - **Actions (Delete)** – Provides the option to remove a notification entry from the system.

  ➔ **Bulk Action (Delete)** – Allows multiple notification entries to be selected and deleted at once from the system.

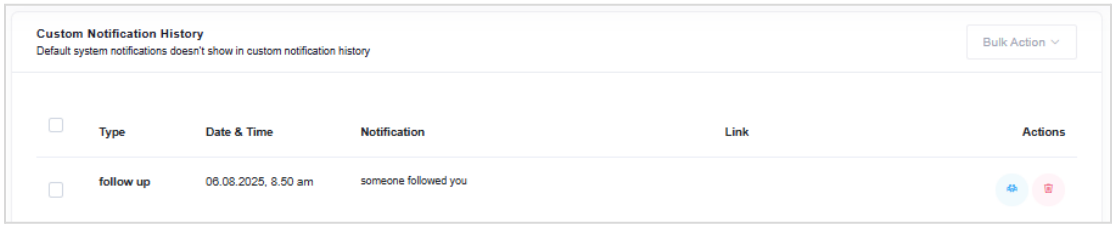


Figure: Admin viewing History of all previously sent Custom Notifications

Notes:

➔ *Only Customer-type notifications can be newly created.*

➔ *System-generated notification types (Admin/Seller) are predefined and cannot be removed.*

➔ *Changing notification text affects all future notifications of that type.*

12.2.6.Subscribers

This page lists all email addresses that have subscribed to receive newsletters from the website. It helps administrators track and manage the subscriber base for email marketing and promotional communication. Subscribers can be reviewed and organized to support targeted outreach and engagement.

- **Subscribers list**

  Access **Admin Panel → Marketing → Subscribers** to view the list of all newsletter subscribers. The page displays a table containing each subscriber's details, including email address and subscription date.

  ➔ **Email** – Subscriber's email address

  ➔ **Subscription Date** – Date when the user subscribed

  ➔ **Options** – Provides management actions

- **Delete** – Removes the subscriber from the list

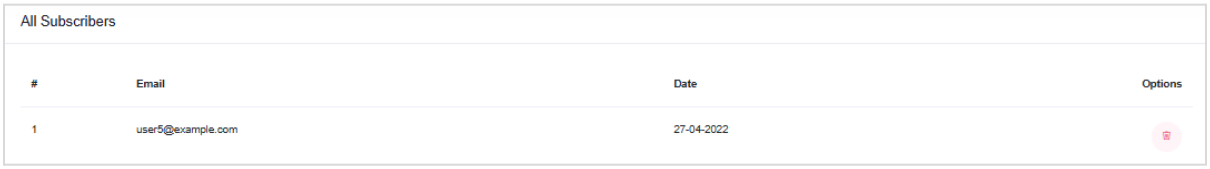


Figure: List of all users who have Subscribed for Admins Newsletters

12.2.7.Custom Visitors

The **Custom Visitors** feature allows the admin or seller to display simulated live visitor counts on product detail pages. This helps create a sense of popularity and urgency for specific products, improving customer engagement and conversion likelihood.

- **Set Custom Visitor Settings**
  Access the Custom Visitors page from **Admin Panel** → **Marketing** → **Custom Visitors** and configure the custom visitor settings by following the instructions below
  - ➜ **Show Custom Product Visitor Toggle** – Enable or disable the display of custom product visitor counts.
  - ➜ **Visitor Range** – Enter the minimum and maximum visitor values

    The system will randomly generate live visitor counts within the defined range for each product detail page.
  - ➜ **Save –** Click Save to apply and store the configured custom visitor settings in the system.

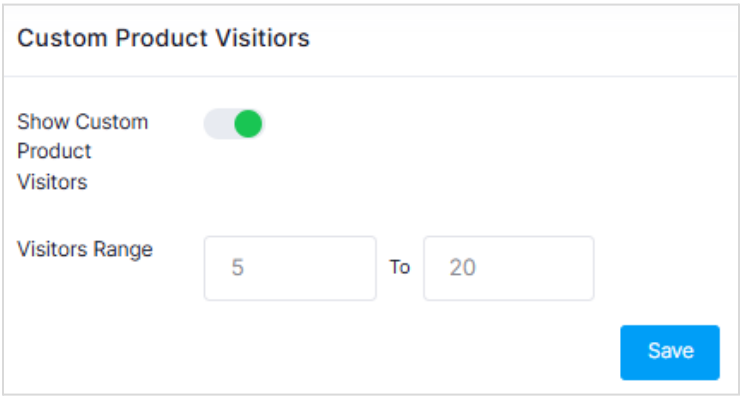


Figure: Configuring Custom Product Visitors

Notes

- ➜ *Set a realistic visitor range to maintain authenticity and avoid overinflated numbers.*
- ➜ *The displayed count is dynamic and adjusts automatically within the set limits.*
- ➜ *Works for all active products visible to customers on the storefront.*

13. Marketing Analytics

13.1. Marketing Analytics Home

Marketing Analytics provides a centralized hub to manage all tracking, analytics, and marketing integrations within the system. It allows administrators to configure tools such as Google Analytics, Google Tag Manager (GTM), Meta Pixel, Facebook Conversions API (CAPI), global SEO settings, custom scripts, and sitemap generation from a unified dashboard. These configurations enable comprehensive tracking of user behavior and performance across the platform.

Purpose: To simplify the management of marketing analytics tools in a centralized section, enabling accurate tracking, deeper insights, and better data-driven decision-making.

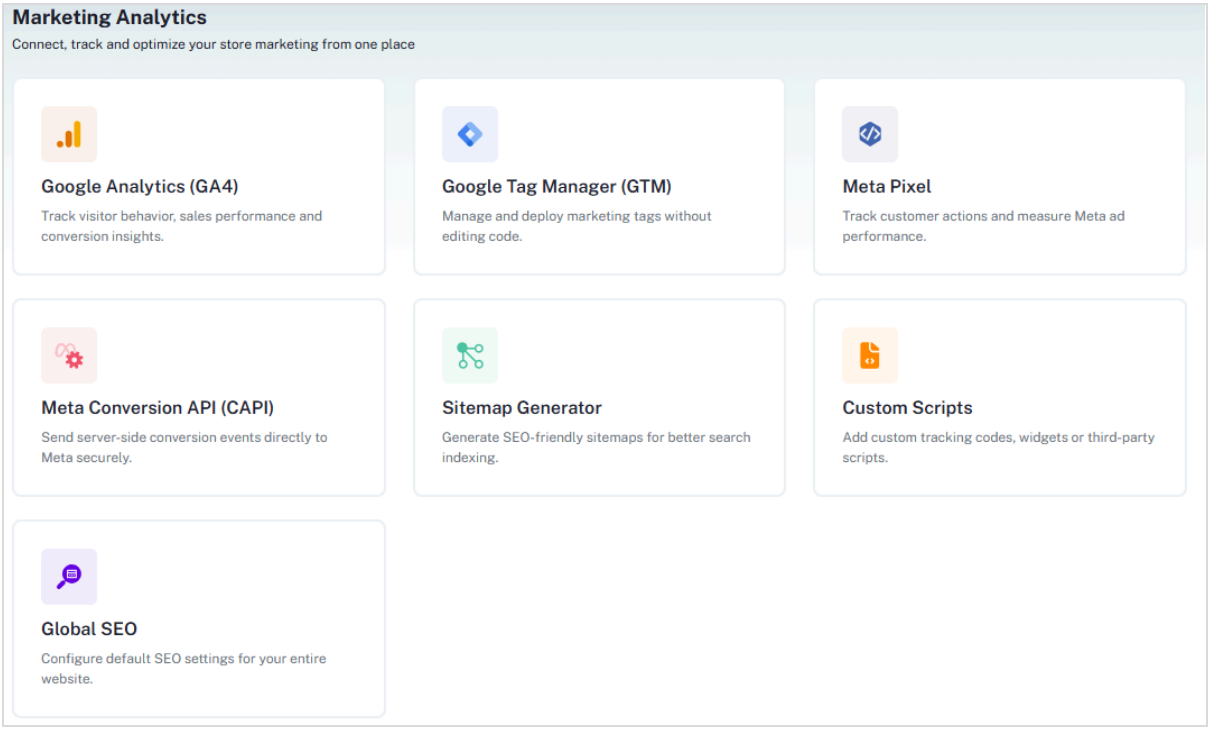


Figure: Marketing Analytics Home

13.2. Google Analytics (GA4)

Google Analytics 4 (GA4) is a web analytics tool that helps track and analyze user behavior across your website or application. It provides insights into how users interact with your platform and uses an event-based data model to enable more flexible and detailed tracking of user activity.

13.2.1. Google Analytics Configuration

The Google Analytics Configuration section allows administrators to connect their Google Analytics 4 (GA4) property with the platform. Once configured, website and user activity data can be tracked and reported in Google Analytics.

- **Configuration**

➔ **Google Cloud Console Credentials Setup**

- Go to Google Cloud Console and create or select a project.
- Navigate to APIs & Services → Library and enable Google Analytics Data API.
- Go to APIs & Services → Credentials → Create Credentials → Service Account.
- Create a key for the service account and download the JSON credentials file.
- Rename the downloaded JSON file to service-account-credentials.json.
- Upload this file manually to the following path in your server or hosting panel: storage/app/analytics/service-account-credentials.json
- Add the following configuration line to your .env file. If it does not already exist, please add it manually: ANALYTICS_SERVICE_ACCOUNT_CREDENTIALS_JSON=storage/app/analytics/service-account-credentials.json
- Go to Google Analytics → Admin → Property Settings and copy the Property ID.
- In Google Analytics Admin, go to Property Access Management and add the Service Account Email with Viewer permission.

Note: *The file name must be exactly service-account-credentials.json and must be placed inside storage/app/analytics/.*

➔ **Admin Panel Settings**

Navigate to **Marketing Analytics** → **Marketing Analytics Home** and select the **Google Analytics(GA4)** option from the page or directly navigate to **Google Analytics(GA4)** from the left sidebar and provide the following details:

- **Google Analytics toggle:** Enable the toggle to activate Google Analytics feature.
- **Tracking ID** – Enter your Google Analytics Tracking ID.
- **Analytics Property ID** – Enter your Google Analytics Property ID.
- **Save** –Click Save to apply the configuration.

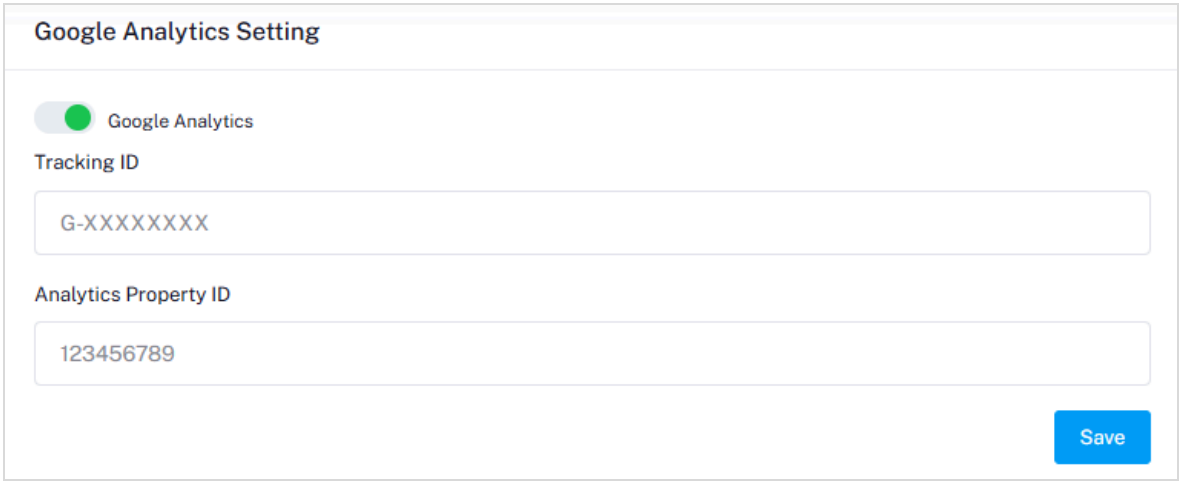


Figure: Google Analytics Configuration

13.2.2. Google Analytics Report from Admin Panel

Once Google Analytics is configured, analytics reports can be accessed from **Marketing Analytics → Google Analytics Reports.** This section provides insights into user activity, page performance, browser usage, visitor locations, and traffic sources, helping administrators monitor website performance and user engagement.

13.3. Google Tag Manager

Google Tag Manager (GTM) is used to track website activity and eCommerce events across the platform. It records customer interactions such as product views, cart actions, checkout progress, purchases, wishlist additions, and account registrations.

- **Configure Google Tag Manager**

  ➔ **Google Tag Manager Setup**

  First, set up your Google Tag Manager credentials. To do this, go to Google Tag Manager and sign in with your Google account. Then click **Create Account** and provide the account and container information:

  - **Account Name:** Your company name
  - **Country:** Your country
  - **Container Name:** Your website name
  - **Target Platform:** Web
  - After creating the container, you will see the installation code snippet. Copy the **<script>** code and **<noscript>** code.

➔ **Admin Panel Settings**

Navigate to **Marketing Analytics** → **Marketing Analytics Home** and select the **'Google Tag Manager'** option from the page or directly navigate to **Google Tag Manager(GTM)** from the left sidebar and provide the following details**:**

- **Header script** – Enter the **<script>** code in the
- **Footer GTM script** – Enter the **<noscript>** code in the Footer GTM script field.
- Update the settings and your system.

Note: *Make sure to include both scripts. The header script must be placed as high in the <head> as possible, and the footer script immediately after the opening <body> tag.*

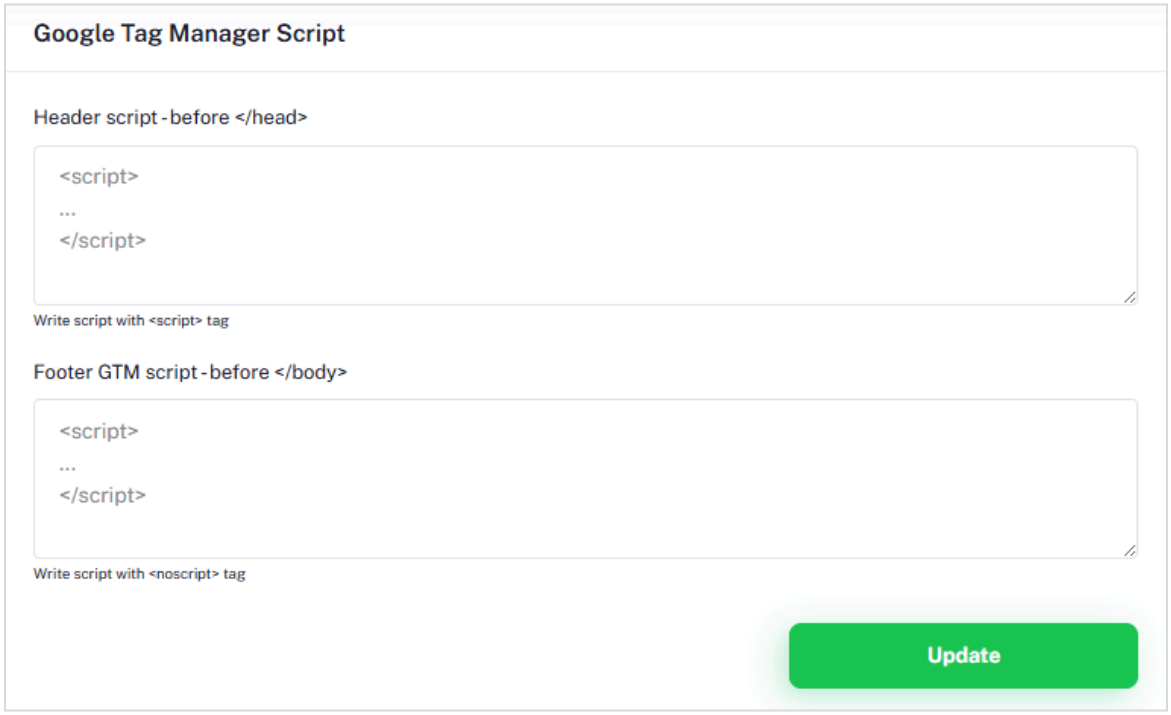


Figure: Google Tag Manager Configuration

13.4. Goggle Merchant Centre

The Google Merchant Center section allows you to connect your store with Google Merchant Center and sync product data. This integration helps display your products across Google services, making them easier for potential customers to discover and purchase.

- **Configuration**
  - ➔ **Google Merchant Center Setup**

    Follow the instruction below:
    - Go to Google Cloud Console and create or select a project.
    - Navigate to APIs & Services → Library and enable Content API for Shopping.
    - Go to APIs & Services → Credentials → Create Credentials → Service Account.
    - Give your service account a name (e.g., my-ecommerce-connection).
    - Click CREATE AND CONTINUE, then click CONTINUE (skip role selection), then click DONE.
    - From the service account list, click on your newly created account.
    - Go to KEYS tab → ADD KEY → Create New Key → Select JSON → CREATE.
    - A JSON file will download automatically. Keep this file secure and never share it.
    - Rename the downloaded JSON file to google-merchant-credentials.json.
    - Upload this file manually to the following path in your server or hosting panel: storage/app/google-merchant/google-merchant-credentials.json
    - Now go to Google Merchant Center and log in to your account.
    - Find out Settings, then go to Access and services.
    - Click + Add user/people.
    - Open your downloaded JSON file with Notepad, find the "client_email" field. Copy that email address (looks like: something@project-name.iam.gserviceaccount.com).
    - Paste this email in the Add user popup, select Admin access, and click Add user.

      Notes:

      ➔ *The file name must be exactly google-merchant-credentials.json and must be placed inside storage/app/google-merchant/. After setup, you can push products from the product list page using the "Push to GMC" button.*

      ➔ *Make sure your website is live (not localhost) before pushing products to GMC. Google cannot access localhost URLs.*

  - ➔ **Admin Panel Settings**

    Access this page from the Marketing Analytics → Google Merchant Centre and provide the following details:

    - **Merchant Id:** Enter the Merchant ID provided by your Google Merchant Center account.and save.

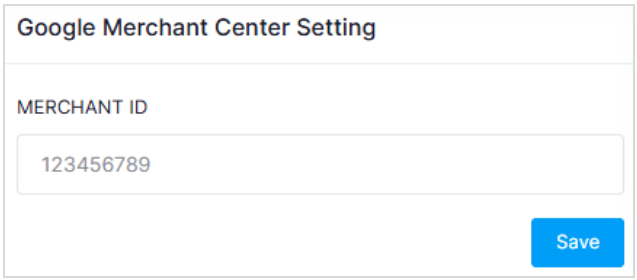


Figure: Google Tag Manager Configuration

13.5. Facebook Catalogue

The Facebook Catalogue section lets you connect and manage your product catalog for Facebook and Instagram. It syncs products automatically for use in Facebook Shops, Instagram Shopping, and ads to help increase reach and sales.

- **Configuration**
  - ➔ **Meta (Facebook) Catalog Setup Instructions**
    - Go to Facebook Developers Portal and create a new App.
    - Select Business as the app type.
    - Give your app a name (e.g., My Store Catalog and click Create App.
    - Go to Add Products to Catalog → Set Up Catalog
    - Select E-commerce as catalog type and create your catalog.
    - Now go to Commerce Manager and copy your Catalog ID from Settings page.
    - Go back to Facebook Developers Portal
    - Go to Graph API Explorer → Select your App
    - From User or Page dropdown, select Page Access Token
    - Add permissions: business_management and catalog_management
    - Click Generate Access Token and copy the token.
    - Paste the Catalog ID and Access Token in the fields above and Save.

      Notes:

      ➔ *The Access Token must be a Page Access Token with catalog_management permission. User Access Token will not work.*

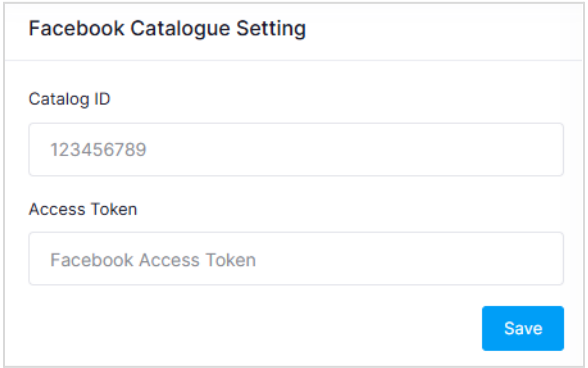
      ➔ *Your website URL must be live (HTTPS) and verified in Business Manager before products will appear in Facebook Shop.*

  - ➔ **Admin Panel Settings**

    Access this page from the Marketing Analytics → Facebook Catalogue and provide the following details:

    ➔ **Catalog ID** – Enter the unique ID of your Facebook Catalog

    ➔ **Access Token** – Enter the secure authentication token.



13.6. Facebook/Meta Pixel

Facebook/Meta Pixel allows administrators to integrate Meta Pixel with the platform for advertising and marketing analytics.

- **Facebook / Meta Pixel Configuration**

  ➔ **Facebook Pixel Setup**

  First, set up your Facebook/Meta Pixel credentials. To do this, create or access your Meta Pixel from the Meta Events Manager, then follow the steps below to obtain the required Pixel ID:

  - Open the Navigation Bar and select Events Manager.
  - Copy your Pixel ID from underneath your Site Name.

  ➔ **Admin Panel Settings**

  Navigate to **Marketing Analytics** → **Marketing Analytics Home** and select the **facebook Pixel** option from the page or directly navigate to **Facebook Pixel** from the left sidebar.

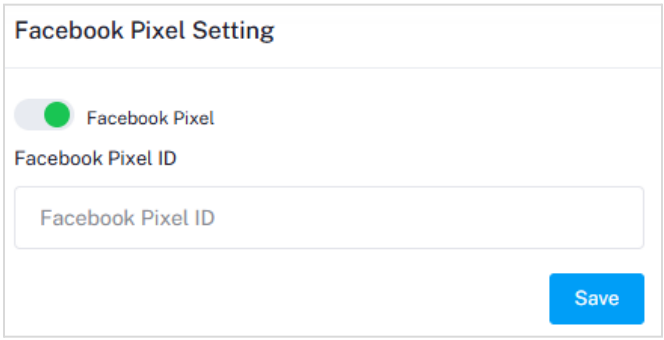
  

  Figure: Facebook Pixel Configuration

  - **Facebook Pixel Toggle** – Enable the toggle to activate Facebook/Meta Pixel tracking.
  - **Pixel ID** – Enter the copied Pixel ID in the field.
  - **Save** – Click **Save** to apply the changes.

13.7. Facebook Conversions API (CAPI)

Facebook Conversions API (CAPI) enables the platform to share conversion and event data directly with Meta from the server side, improving the reliability of tracking and measurement.

- **Facebook Conversions API Configuration**

  ➔ **Create/Get Pixel ID**

  First, set up your Facebook Conversions API credentials. To do this, create or access your Meta Pixel from Meta Events Manager. Then copy the Pixel ID displayed at the top of the page.

➔ **Generate Access Token for CAPI**

To obtain the required Access Token for Facebook Conversions API (CAPI):

- In Events Manager, navigate to Settings.
- Scroll to the Conversions API section.
- Click Generate Access Token.
- Copy the generated access token.

Note: *Save the access token securely after generation, as it may not be displayed again.*

➔ **Admin Panel Settings**

After obtaining the required credentials, configure Facebook Conversions API (CAPI) in the admin panel. Navigate to **Marketing Analytics → Marketing Analytics Home** and select **Meta Conversions API (CAPI)**, or directly navigate to **Facebook Conversions API** (CAPI) from the left sidebar and provide the following details:

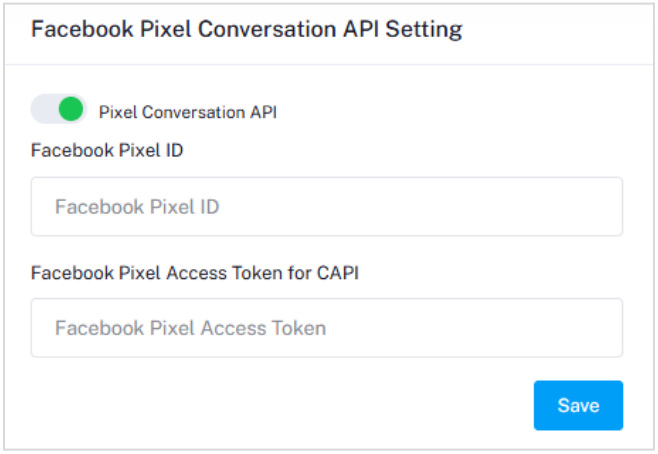


Figure: Meta Conversation API Configuration

- **Pixel ID** – Paste the copied Pixel ID.
- **Facebook Pixel Access Token for CAPI** – Enter the generated Facebook Pixel Access Token.
- **Save** – Click Save to apply the configuration changes.

Notes:

➔ Access tokens expire - you may need to regenerate them periodically

➔ CAPI works alongside browser pixel for better data reliability

➔ Make sure the domain is verified in Facebook Business Manager

13.8. Sitemap Generator

The **Sitemap Generator** provides a simple interface to create, manage, and store XML sitemap files directly within the CMS. These sitemaps act as a roadmap for search engines, ensuring that products, categories, and pages are indexed properly. Admins can generate new sitemaps, download them, or remove outdated files, and then submit them to Google Search Console or other indexing services.

Sitemap Configuration

- **Access Sitemap Generator**
  - ➜ Navigate to **Marketing Analytics → Marketing Analytics Home** and select **Sitemap Generator** option, or directly navigate to **Sitemap Generator** from the left sidebar. This will open the sitemap configuration interface.

- **Generate and Download a Sitemap**
  - ➜ Click the **Generate and Download** button.
  - ➜ The system starts generating a `sitemap.xml` file; time taken depends on the number of pages on your site.
  - ➜ Once generated, the sitemap file is automatically downloaded in your browser.
  - ➜ **Effect:** A fresh sitemap reflecting your current site structure is created and available locally.

- **Refresh to View the Sitemap List**
  - ➜ After downloading, refresh the page.
  - ➜ A table now displays the generated sitemap(s) with details such as the **Sitemap URL**.
  - ➜ **Effect:** Lets you confirm that the file has been generated and stored on the server.

- **Manage Individual Sitemap Files**
  - ➜ **Download:** Re-download an existing sitemap from the table.
  - ➜ **Delete:** Permanently remove an outdated sitemap file from the server.
  - ➜ **Effect:** Keeps sitemap records organized and current.

- **File Storage**
  - ➜ All generated sitemaps remain stored on the server until deleted manually.
  - ➜ **Effect:** Provides persistent access to multiple sitemap versions if needed.

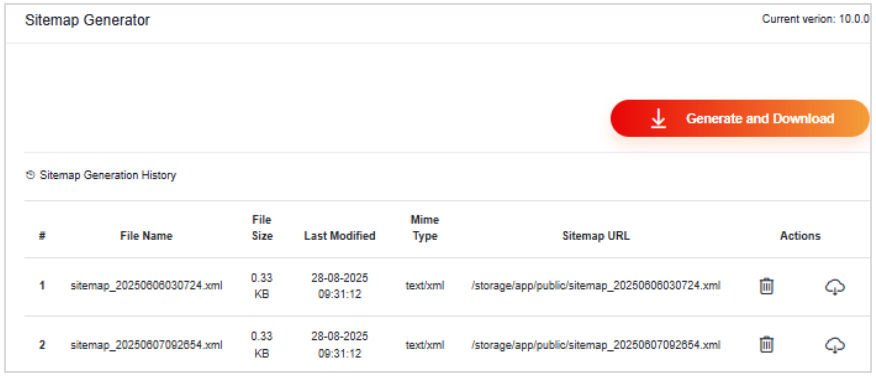


Figure: history of all Generated Sitemaps with Button to Generate and Download latest Sitemap

- **Submit Sitemap to Google Search Console**

➜ Log in to Google Search Console (https://search.google.com) with your Google account.

➜ Add your website as a property (Domain or URL Prefix method, e.g., https://www.example.com).

➜ Verify site ownership by following Google's verification process.

➜ In the left sidebar, click **Sitemaps** → paste the Sitemap URL copied from your admin panel → click **Submit**.

➜ **Effect:** Your sitemap is now officially submitted to Google for indexing.

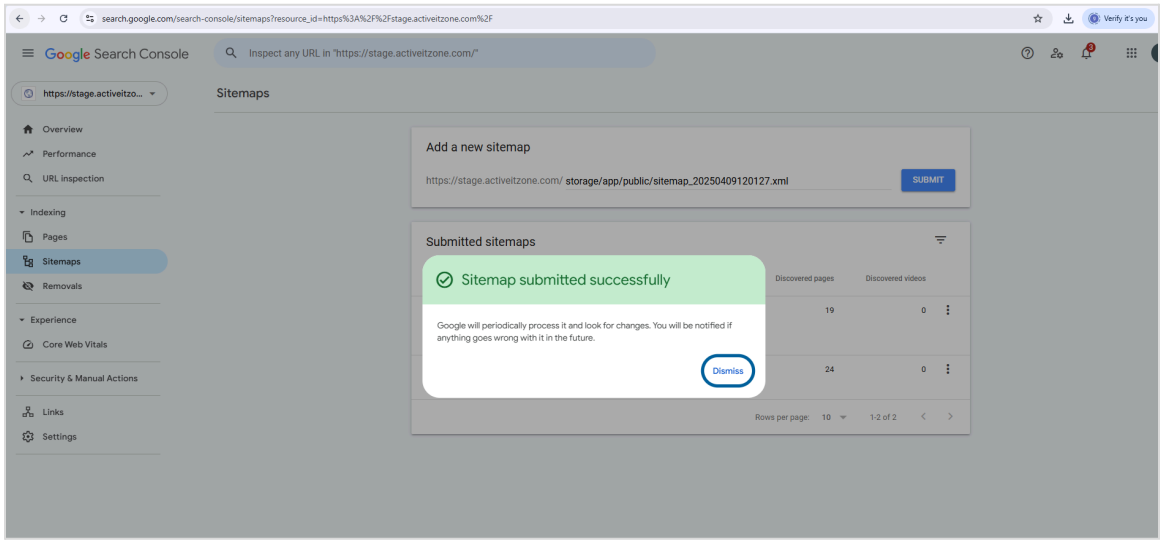


Figure: Sitemap Upload in Google Console

- **Monitor Sitemap Status**

➜ Google Search Console displays the submission status and indexing statistics.

➜ **Effect:** Helps admins track how well search engines are reading and processing site content.

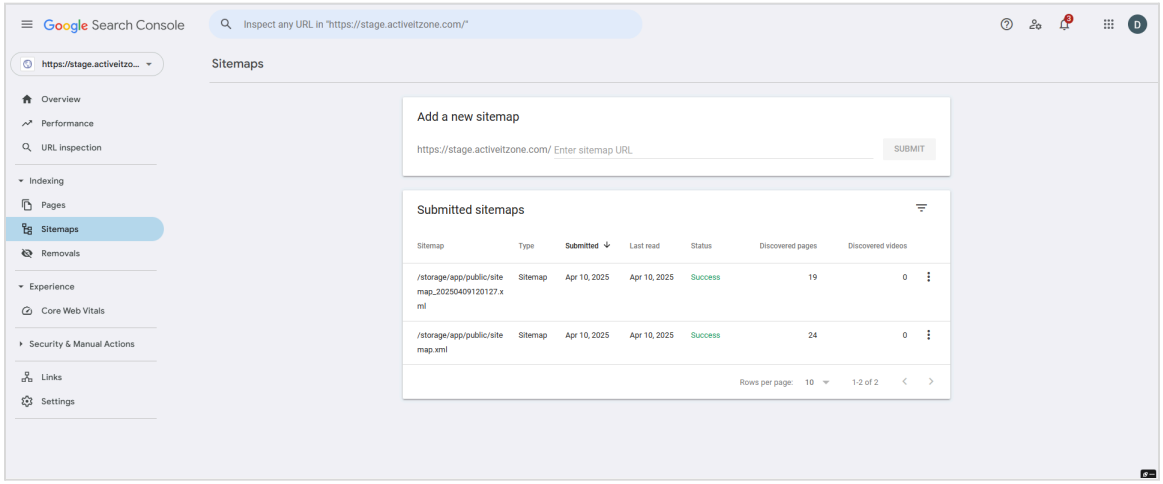


Figure: Successfully Uploaded

Notes:

- ➔ *Always regenerate the sitemap after major updates (new products, categories, CMS updates).*
- ➔ *Multiple sitemap files can be generated and managed directly from the admin panel.*
- ➔ *Submitted sitemaps should be monitored regularly for indexing health.*

13.9. Custom Script

The Custom Script section allows administrators to insert custom code into the website header and footer. Scripts added here are automatically rendered in their respective locations across the website.

- **Configuration**
  Navigate to **Marketing Analytics → Marketing Analytics Home** and select **Custom Script**, or directly navigate to **Custom Script** from the left sidebar. From this section, administrators can add custom code snippets to the website header and footer:

  - ➔ **Header Script** – Insert code to appear before </head>.
  - ➔ **Footer Script** – Insert code to appear before </body>.
  - ➔ Click **Update** to apply.

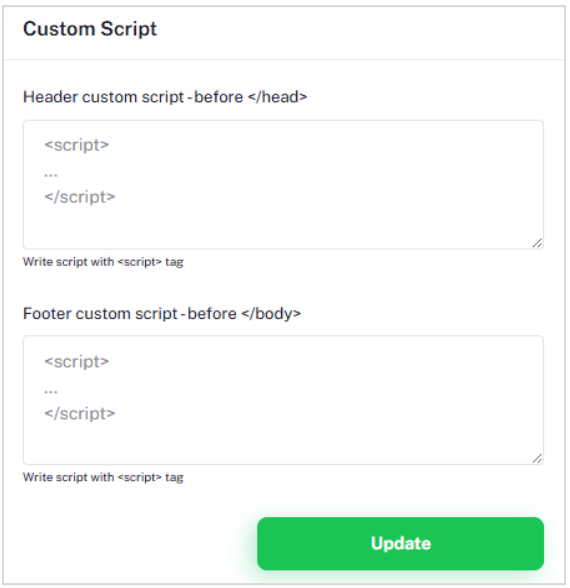


Figure: Add Custom Script

13.10. Global SEO

The Global SEO section allows administrators to configure default search engine optimization (SEO) metadata for the website. These settings help define how the website is presented in search engine results and when shared across digital platforms.

- **Configuration**
  Navigate to **Marketing Analytics → Marketing Analytics Home** and select **Global SEO**, or directly navigate to **Global SEO** from the left sidebar. This will open the Global SEO settings interface, where you can configure the following details:

  - ➔ **Meta Title** – Add the global meta title.
  - ➔ **Meta Description** – Add a concise site description for search engines.

➔ **Keywords** – Enter relevant SEO keywords.

➔ **Meta Image** – Upload a default image for SEO and social sharing previews.

➔ Click **Update** to save SEO settings.

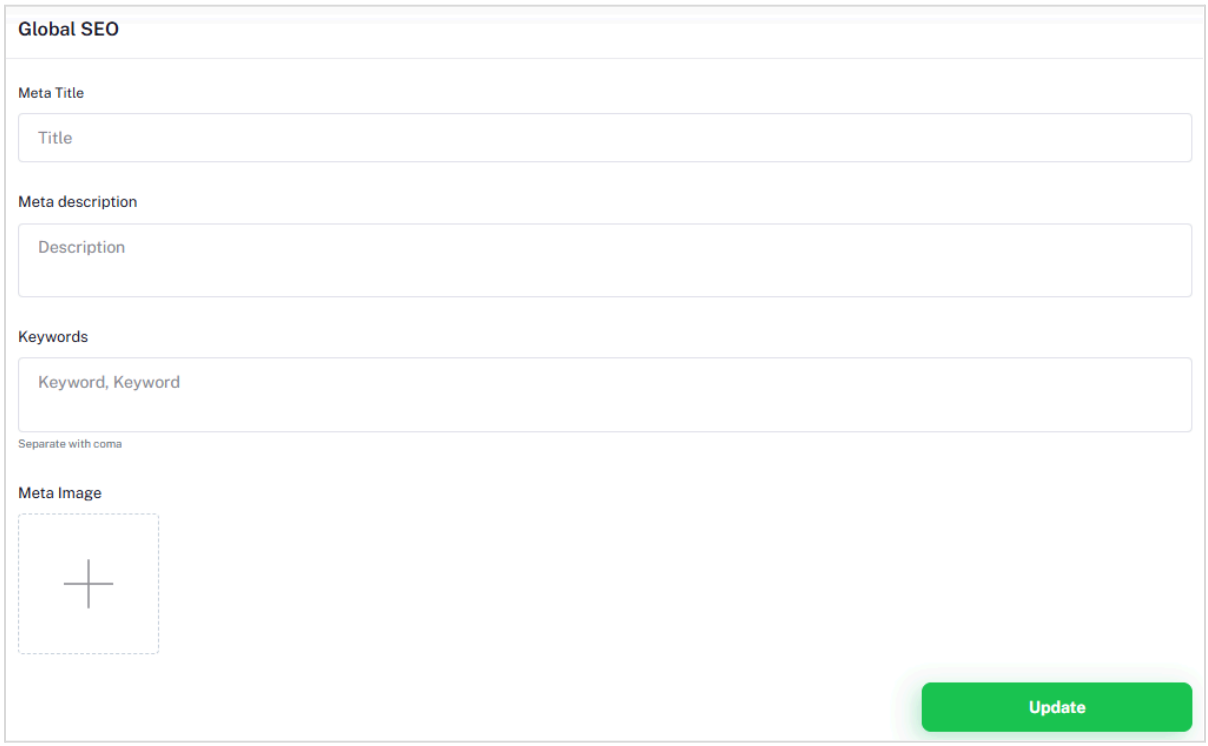


Figure: Configure Global SEO Settings

14. Orders

Orders are the heart of any eCommerce system. They represent the complete flow from a customer browsing and selecting products, to placing an order, and finally, the seller or admin fulfilling it. In Active eCommerce, orders can either be handled directly by the admin (in-house sales) or by independent sellers if the vendor system is enabled.

Purpose:

To provide a unified order management framework that connects customers, sellers, and the admin. Customers focus on purchasing, sellers focus on fulfilling their own orders, and the admin oversees, manages, and ensures smooth operation of the entire order ecosystem.

14.1. Vendor System Activation and Its Impact on Orders

By default, only the **Admin can upload and sell products** on the platform. This setup is ideal for small shops or single-brand stores where the administrator directly controls all listing orders, and sales.

When the **Vendor System Activation** option is enabled, the platform transforms into a **multi-vendor marketplace**. Sellers can register, upload their own products, and manage their dashboard. Admins retain overall control, including the ability to approve or disapprove seller products, set commissions, and moderate transactions.

Purpose:
To enable or restrict multi-vendor functionality depending on business requirements. When disabled, the store runs in **single-vendor (admin-only)** mode. When enabled, it runs in **multi-vendor marketplace** mode, where sellers contribute products and admins control over approvals, commissions, and oversight

Action: Enable Vendor System

- Navigate to **Admin** → **Setup & Configuration** → **Features Activation**.
- In the **Business Related** section, enable the toggle **Vendor System Activation**.
  - ➜ **Effect:** This reveals the **Sellers** menu in the admin panel and unlocks seller-side product upload capabilities.
- Optionally, configure these related toggles for more granular control:
  - ✔ **Seller Product Manage by Admin** — When enabled, COD payments for seller products are managed by the admin.
  - ✔ **Admin Approval on Seller Products** — Requires admin review before seller-uploaded products are published.
  - ✔ **Seller Registration Verification** — Requires admin approval before a registered user becomes an active seller.
  - ➜ **Effect:** These provide different levels of oversight and ensure marketplace quality.

Effects of Activation:

- ➜ **Disabled (default):** Only admin sells products. All orders appear under **In-House Orders**. No seller panels exist.
- ➜ **Enabled:** Sellers can register, upload, and manage their products (after admin approval). Admin can view **Seller Orders** separately and apply commissions.
  - The **Sellers menu** in the admin panel becomes visible (hidden by default).
  - Registered users can apply to become sellers from their profile.

- Seller orders appear separately in the Orders section (Admin → Sales).
- Admin retains global control and may still manage all products, approve/reject seller listings, and decide whether seller COD payments are routed through the admin.
- If **Seller Registration Verification** is also enabled, new seller applications require admin approval before they can start selling.

Notes:

➜ *Seller registration and management features are hidden until **Vendor System Activation** is toggled ON.*

➜ *Admin still retains control over seller product approval and visibility, ensuring catalog quality.*

14.2. Customer Product Purchase (Discovery → Purchase)

This section explains the complete purchasing journey from product discovery to order completion.

Customers can browse, search, compare, and save products, communicate with sellers, use coupons, and finally purchase items through different checkout methods.

It also includes how customers can manage their orders after purchase.

Purpose: To describe in detail how customers interact with the storefront and make purchases, ensuring a smooth, transparent, and user-friendly shopping experience.

14.2.1. Browse & Search Products

Customers can browse the product catalog using categories, search keywords, and filter options based on attributes defined by the admin.

Action:

1. From the homepage, click on any **Category** or use the **Search Bar** at the top to enter keywords related to the product.

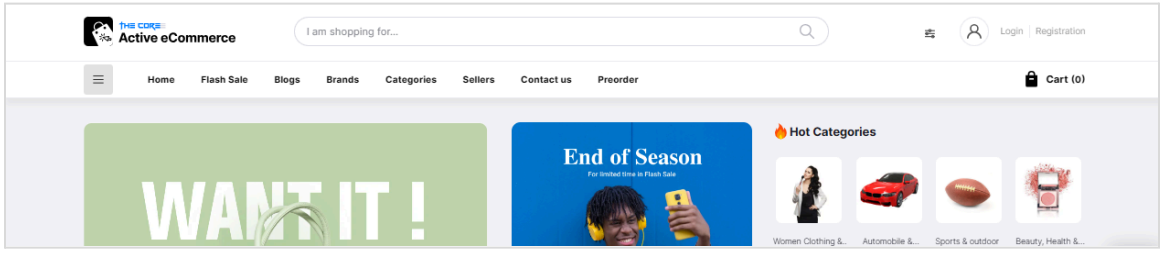


Figure: Homepage of Active eCommerce CMS

2. On the **Product Listing Page**, you will see filters on the sidebar for attributes such as Categories, Price range, Size, or Color.
3. **Select** any attribute value to **apply** the Filter.
4. You can also **sort** the results by price (Low to High or High to Low), popularity, or newest arrivals.

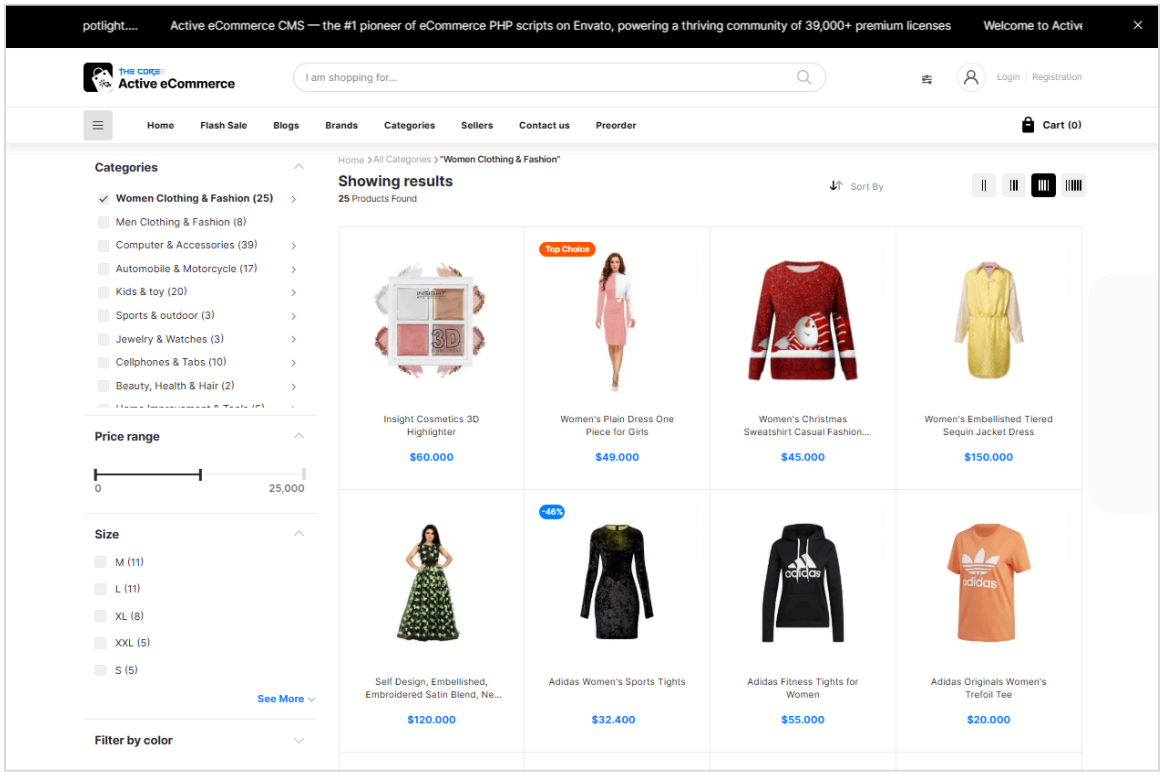


Figure: Customizing search results

Effect: Filtered results will show only the products matching your selected criteria, helping you find specific items more efficiently.

Note:

Filters and attributes shown depend on how the admin or sellers have configured product attributes under Products → Attributes in their panels.

14.2.2. Product Details Essentials

The product details page allows customers to view every important detail about a product — including price, variations, media gallery, and additional purchasing options.

Action:

1. On the homepage or category page, hover over a product box to view the **Quick View** option and **secondary image**.
   - ➜ You can check basic product details and add the product to your cart directly.
   - ➜ Each product box also contains any Custom Label or Discounts on it.
2. Click on the **Product Title** to open the full product details page.
3. Review all product information such as images/gif/videos, description, available stock, and specifications.
4. If the product has **variants** (e.g., size, color, or storage), select your desired variant.
5. You can either:
   - ➜ Click **Add to Cart** to save the item to your cart.
   - ➜ Click **Buy Now** to move directly to the checkout page.
   - ➜ Click **Order via WhatsApp** (if enabled) to chat with the seller/admin for order discussions.
6. If available, on the **Product Details Page**, click **Show Size Guide** to review the Fit Type, Stretch Type, and full measurement chart associated with the product's category. The measurement chart helps determine the most suitable size before purchasing.

   Notes: *Size Guide will only be visible if the data is configured by the admin under Products → Size Guide using measurement points and charts linked to each category.*
7. Interact with brand, seller, and product-level shortcuts.
   - ➜ Clicking the **brand name** or **"Products from this brand"** link redirects customers to the storefront product listing page filtered to that specific brand, showing all products associated with it.
   - ➜ Clicking the **seller's name** redirects customers to the seller's dedicated storefront page, where they can browse all products offered by that seller.
   - ➜ The product details header also displays the **number of orders received** for the product, helping customers gauge popularity and demand.
8. Use quick product actions.
   - ➜ Customers can perform the following actions directly from the top section of the product details page:
   - ➜ Add the product to **Wishlist** for future reference.
   - ➜ Add the product to **Compare** to evaluate it alongside similar items.
   - ➜ **Copy SKU** to quickly capture the product's unique identifier.
   - ➜ **Share** the product using available sharing options.
   - ➜ Customers can also view the **overall rating summary** (star rating) instantly without scrolling down to the full Reviews & Ratings section.
9. Ask product-specific questions instantly.

- ➜ Clicking **Ask About This Product** automatically scrolls the page to the **Product Queries** section.
- ➜ From there, customers can submit questions related to specifications, usage, availability, or other concerns before making a purchase.
- ➜ **Effect:** Enables faster clarification and improves buyer confidence without manually searching for the query section.

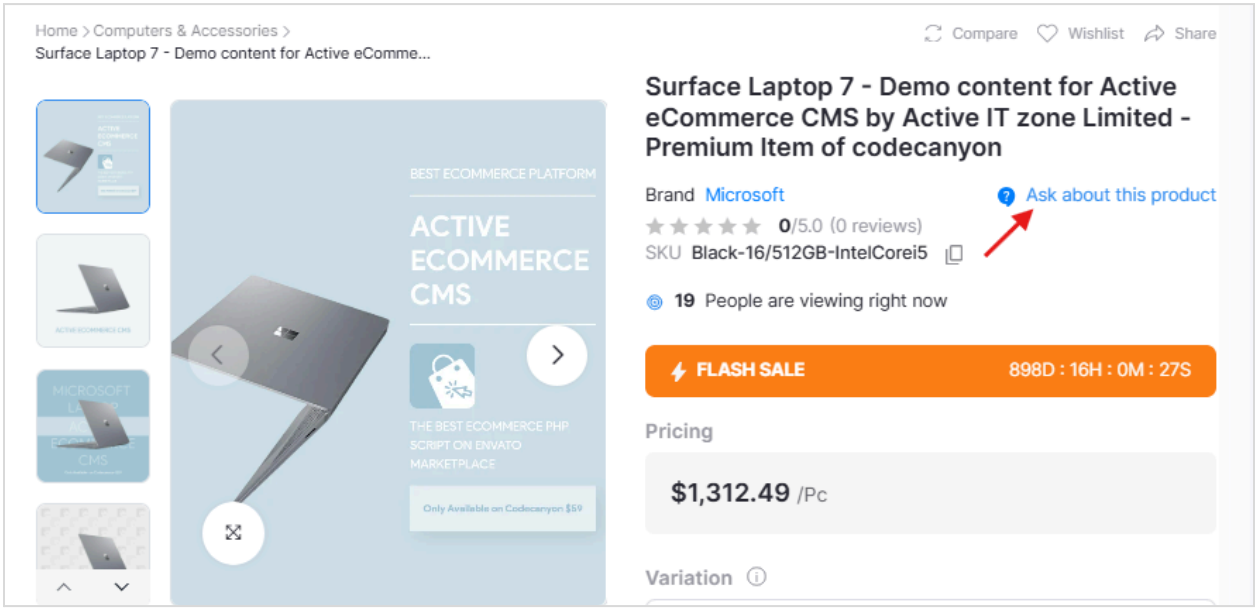


Figure: Details on the products page

10. Navigate product information using section-based navigation tabs.

- ➜ Below the primary product details, customers see a horizontal set of section titles that act as navigation tabs: **Description**, **Related Products**, **Reviews & Ratings**, **Product Queries**, **Frequently Bought**, and **More from this Seller**.
- ➜ Clicking any of these titles automatically scrolls the page to the corresponding section, allowing customers to jump directly to the information they want without manual scrolling.

11. Review detailed product content and related items.

- ➜ The **Description** section presents the full product description and additional details provided by the seller or admin.
- ➜ **Related Products** and **Frequently Bought** sections help customers discover similar or complementary items, supporting comparison and cross-selling decisions.
- ➜ **More from this Seller** displays other products offered by the same seller, allowing customers to explore the seller's catalog directly from the product page.

12. View and interact with customer reviews and ratings.

- ➜ The **Reviews & Ratings** section shows customer feedback submitted for the product.

- ➜ Customers can **filter reviews by star rating** and **sort** them by **Newest**, **Oldest**, **Highest Rating**, or **Lowest Rating**, making it easier to evaluate overall satisfaction and recent experiences before purchasing.

13. Engage through product questions and discussions.

- ➜ The **Product Queries** section allows customers to view existing questions and answers related to the product.
- ➜ Customers can also submit new queries to clarify product details before checkout, if Product Query Activation is enabled by Admin.

14. Scroll to the bottom of the homepage to see the Last Viewed Products section, which lists all recently viewed items

Effect: Customers can check every aspect of a product before purchase and make decisions confidently.

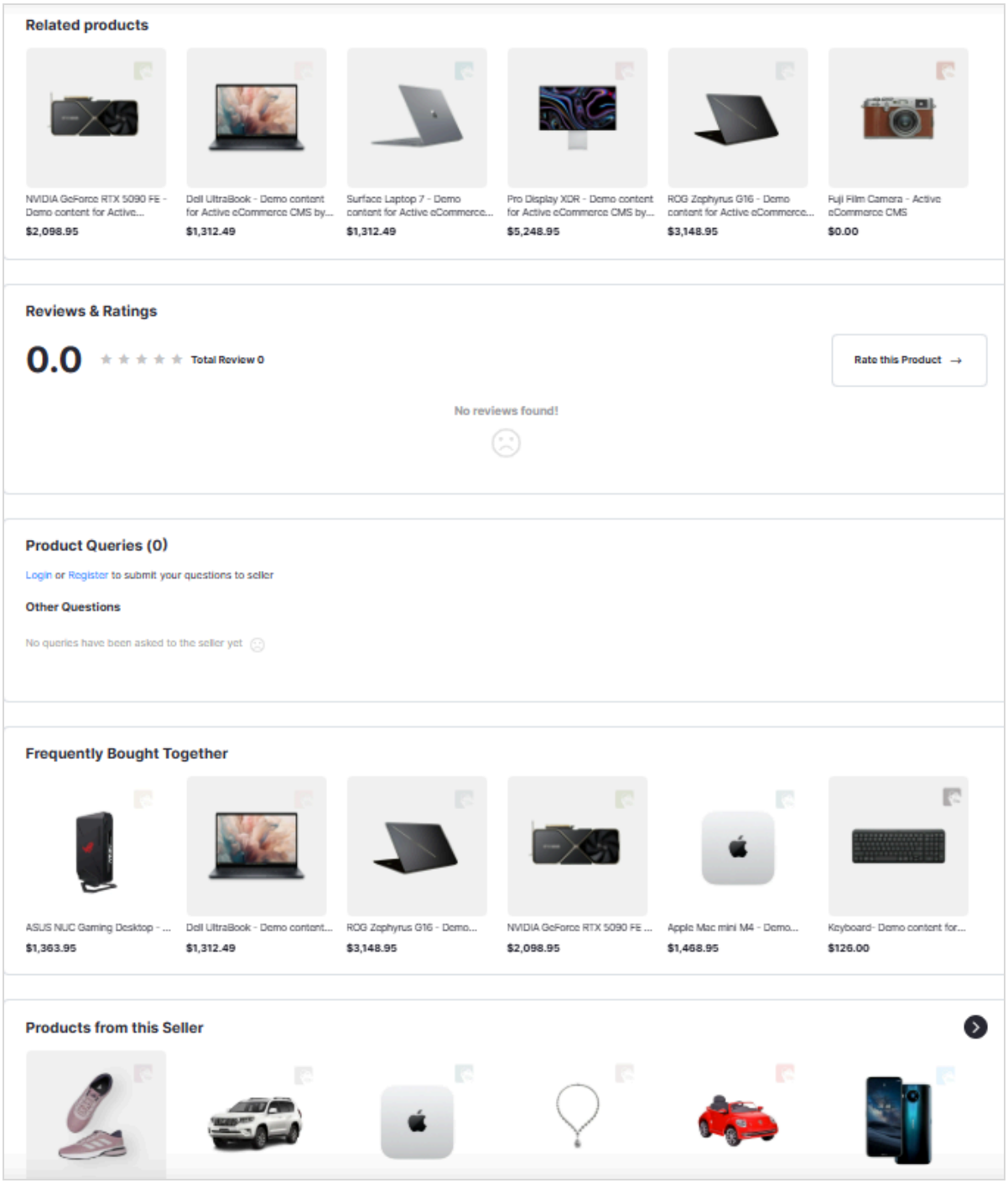


Figure: Details on the products page

14.2.3.Wishlist and Compare Products

Customers can save their favorite products in their wishlist or compare two or more products side-by-side before buying.

Action:

1. On any product card or product details page, click **Add to Wishlist** to save that item for later viewing.
2. Click **Add to Compare** to add the item to the comparison list.
3. From the **Customer Panel** → **Wishlist** or **Compare**, you can:
   - ➜ View all saved items.
   - ➜ Remove any product.
   - ➜ Click **View Product** to return to its detail page.

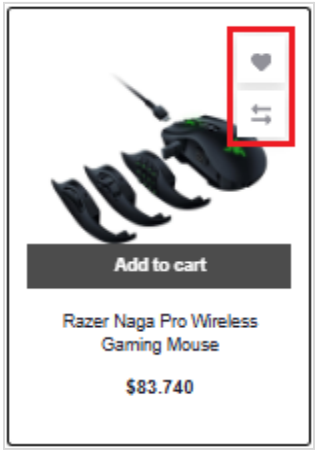


Figure: Wishlist and Comare Buttons in a Product's card

Effect: The wishlist helps customers keep track of favorite products, while the comparison option helps them choose the best item among similar ones.

Note: *Items remain stored as long as the customer account is active.*

14.2.4.Follow or Unfollow Sellers

Customers can follow their favorite sellers to get updates about their stores and new product releases.

Action:

1. Visit any seller's store page.
2. Click on the **Follow Seller / Unfollow** button.
3. To manage followed stores, log in to the **Customer Panel** → **Followed Sellers**.
   - ➜ Here you can see all followed sellers, **visit** their stores again, or **unfollow** them anytime.

Effect: This helps customers stay updated with store-specific deals and new arrivals.

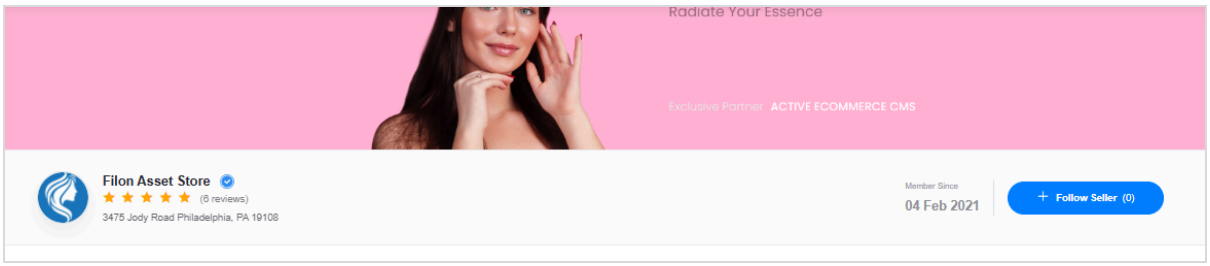


Figure: Follow a seller on its store page

14.2.5. Customer Product Queries & Conversations

Customers can submit product-related questions directly to sellers or the admin. All submitted questions and their replies remain publicly visible on the product page so future buyers can benefit from the information.

Action:

- **Submit a Product Query** (Logged-in Customers Only)
  - ➜ Go to the Product Details Page of any item.
  - ➜ Scroll to the **Product Queries** section → type your question → click **Submit**.
  - ➜ **Effect:** The question is sent to the product's seller (or admin if it is an in-house product).
- **View Replies** (Guests & Logged-in Users)
  - ➜ All replies appear publicly under the **Product Queries** section on the same product page.
  - ➜ **Effect:** Customers and visitors can read the full Q&A thread for transparency and better decision-making.

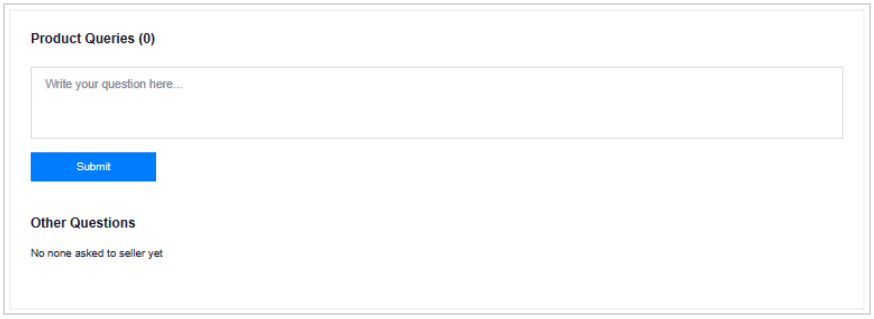


Figure: Customer adding Public Queries about the product

Notes:

- ➜ *Customers and sellers can also **communicate privately** regarding any product inquiries (Customer Product Conversations).*

- ➜ *Product Query Activation and Conversation Activation must first be enabled by the Admin in Features Activation.*
- ➜ ***Guests cannot submit product queries.***
  - *When not logged in, the system shows **"Login Or Register to submit your questions to seller."***
  - *The "Login" and "Register" buttons redirect to their respective pages.*
- ➜ ***Guests can view existing queries and replies** for any product.*
- ➜ *Sellers and admins reply to queries from their respective panels under **Product Queries.***

14.2.6. Coupons and Store Promotions

Customers can apply discount coupons during checkout or check for available store coupons.

Action:

1. Active Coupons can be viewed from the seller's storefront.
2. While purchasing a product, during checkout, before selecting the payment option, enter your **Coupon Code** in the coupon input box.
3. Click **Apply** to activate the coupon.
4. The discount amount will automatically be shown in the **Order Summary**.
5. To view store-specific coupons:
   - ➜ Visit a seller's store.
   - ➜ Click on **Coupons** from the top menu to view all active coupon offers.



Figure: Available Coupons in a Seller's Store Page

Effect: Customers can enjoy instant discounts and promotions offered by the store or admin.

***Note:** Coupons must be pre-created by the admin from Marketing → Coupons. Invalid or expired coupons will show an error message.*

14.2.7.Purchase Products

Customers can purchase products in two different ways — directly from the product box or from the product details page.

Purpose: To guide customers through every step of adding a product to the cart, checking out, and completing an order successfully.

Action:

- **Add the product to the cart**
  Customer can add the product to the cart in two ways:

  ➔ **Add to Cart from Product Box**
  On the product listing or homepage, hover over the Product Box/Card:If the product **does not have variants**, click the **Cart icon** to add it directly to your cart.
    - If the product **has variants**, click on **Select Option**.
    - A side canvas will open displaying the available product variants.
    - Select the desired variant options.

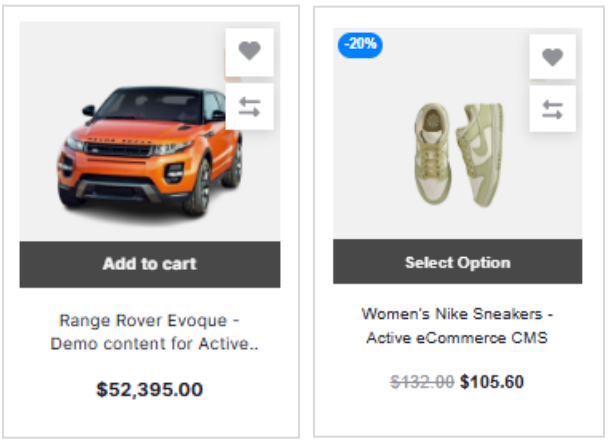


Figure: Direct Purchase of products from Product Box

  ➔ **Add to Cart from Product Details Page**
    - Click the **Product Title** to open the detailed product page.
    - Choose product variants such as quantity, color, size, or storage.
    - Click **Add to Cart** or **Buy Now** to proceed. This will open a modal to proceed further.
    - Click **Back to Shopping** to continue browsing.
    - **Proceed to Checkout** to move to the cart page.

  ➔ You may also click **Order via WhatsApp** to directly communicate with the admin for assistance or manual order placement.
  Note: *You can also Add to Wishlist or Add to Compare for later consideration.*

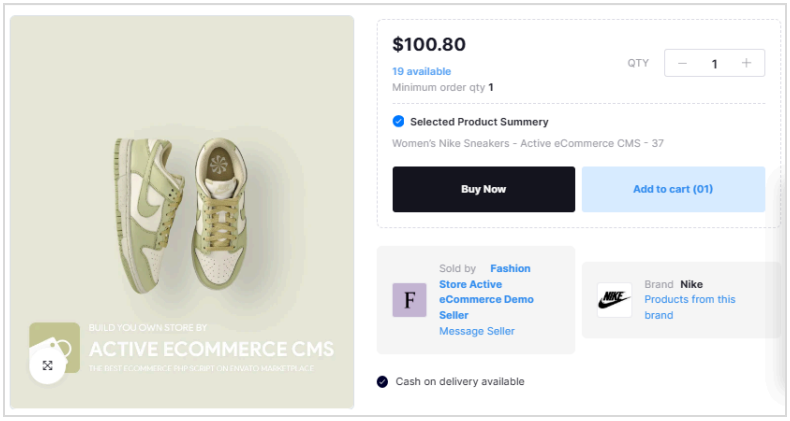


Figure: Add to cart from product details page

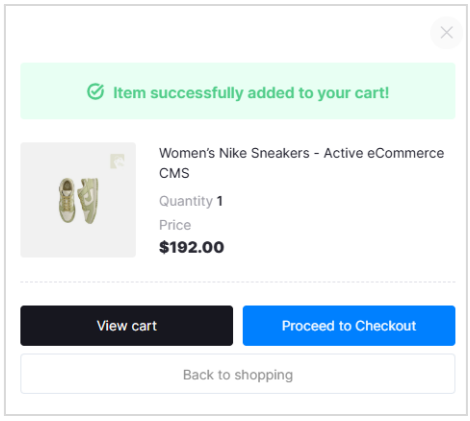


Figure: Proceed to Checkout Modal

- **Review Cart**

  On the **Order Summary Page**:

  - ➜ Select the product/products you wish to purchase from the list of products you have added to cart by clicking on the checkboxes.
  - ➜ You can also remove any products previously added to cart or change the quantity you wish to buy.
  - ➜ Review the order summary for the selected products. This shows:
    - **Total Products** – The count for the type of products currently selected.
    - The **Subtotal** amount for the selected products.
    - The total **Vat/Tax/GST** for the selected products.

      Note: *GST is an add-on feature and requires its installation and setup to be available.*
    - The overall **Total** amount to be paid for the order.
  - ➜ If you have a coupon, apply it before proceeding.
  - ➜ Click **Proceed to Checkout**.

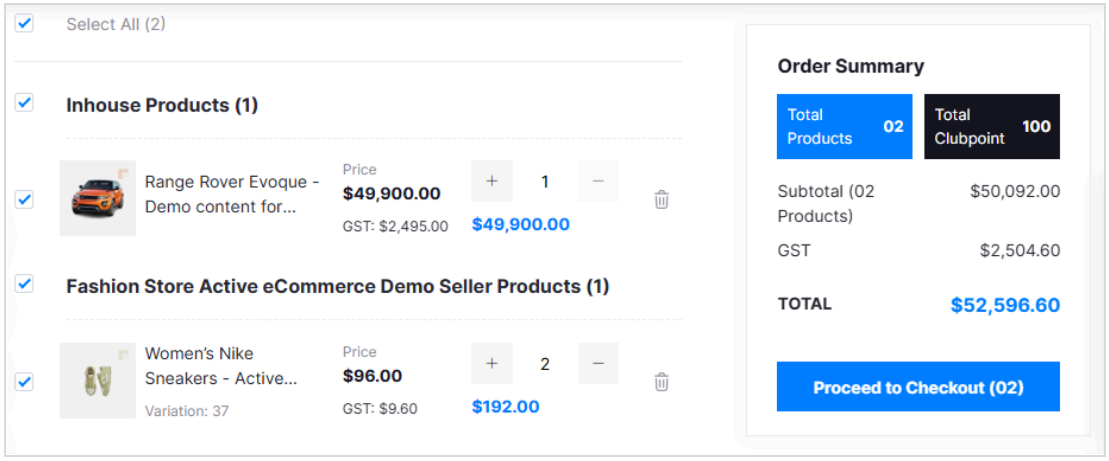


Figure: Review the cart

- **Checkout**

  On the **Checkout Page, Shipping Info** shows two tabs for Shipping and Billing Address.

  The customer needs to fill out the shipping and billing info.

  ➔ **Shipping Address:**

  During checkout, the customer's default **shipping address** is selected automatically.

  Customers can **change** the address, or add a new address by filling out the required fields:

  - **Detailed Address –** Enter the full address.
  - **Country –** Select the country from the dropdown..
  - **State –** Select the state.
  - **City –** elect the city from the dropdown.
  - **Area –** Specify the local area or neighborhood.
  - **Postal Code –** Enter the ZIP or postal code.
  - **Phone Number –** Enter a contact number for delivery communication.

  Note:

  ➔ *If only a single shipping country is enabled from the admin settings, the Country field will not be displayed.*

  ➔ *If the State option is disabled from the admin settings, the State field will remain hidden.*

  ➔ *If the selected city has no available areas, the Area field will not be displayed.*

  ➔ **Billing Address**

- Customers can use the same shipping address for billing by enabling the **Use this as billing address option.**
- The customer's default billing address will be automatically selected during checkout
- Customers can choose another billing address from their saved addresses. And can modify the currently selected billing address.
- Customers can also create a new billing address following the same process as the shipping address setup.

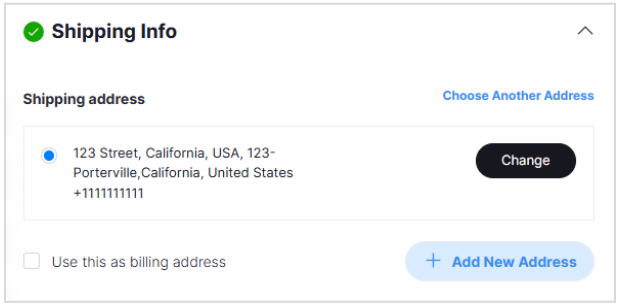


Figure: Shipping Address section on the Checkout Page

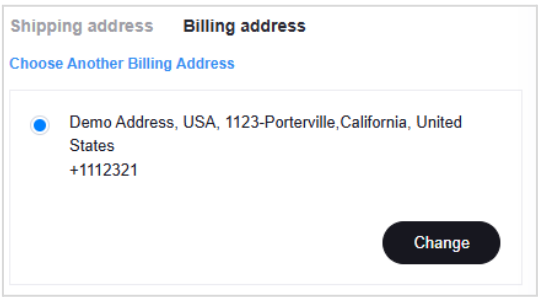


Figure: Billing Address section on the Checkout Page

➜ **Delivery Info:**

This shows the Shop Name and the product name being ordered

- Choose your **Delivery Type** (Home Delivery or Local Pickup).
- Home Delivery will deliver the products being ordered to your shipping address.
  For this, just select the Cash on Delivery payment option and proceed to the next step.

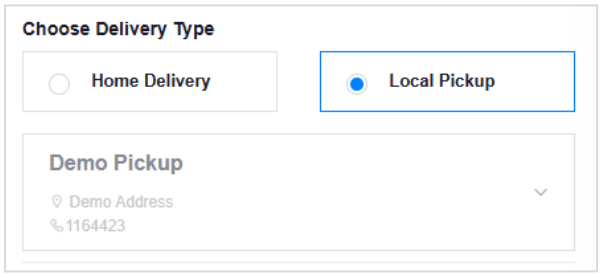


Figure: Choose your Delivery Type

- For Local Pickup, you need to select your nearest or desired pickup point from the dropdown menu of available pickup points set by the Admin. And

  Note: *Pickup Points can be **added** or **edited** by admin from Setup & Configuration → Pickup Point.*

➜ **Payment Info & Confirm Order**

- Add **Any additional info** you wish to add to the order. This text will also be visible in the invoice or order details of the order..

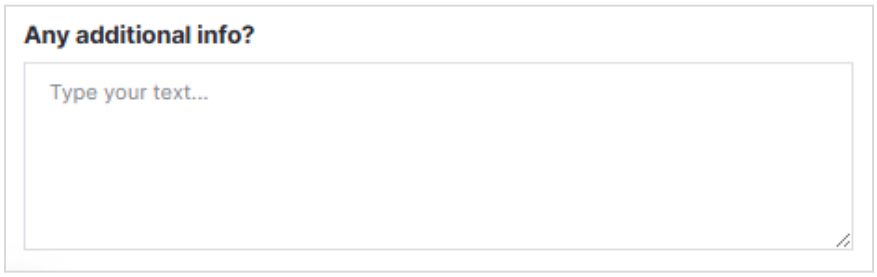


Figure: Adding additional details during order placement

- Select your **Payment Method** from the list of payment gateways configured by the admin or select Pay with Wallet or Cash on Delivery.
- Select the checkbox for agreeing to the terms and click **Complete Order**.

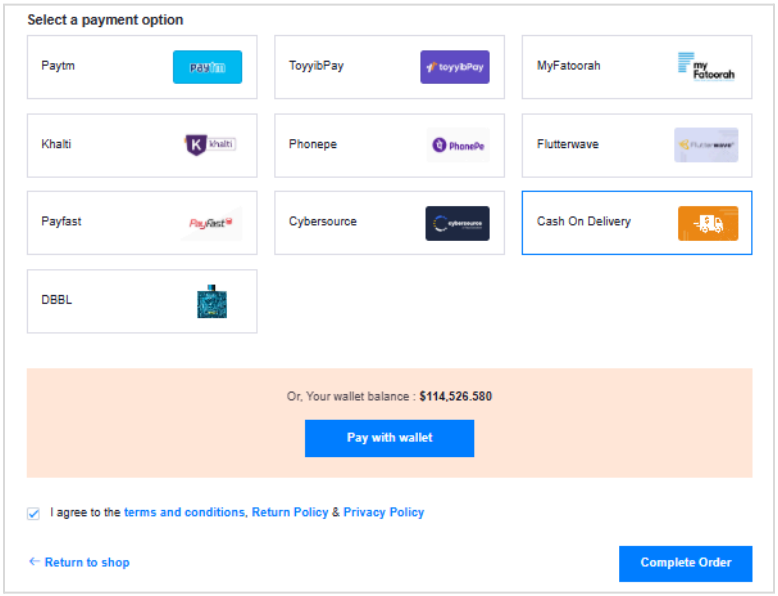


Figure: Selecting Payment Options for the order.

➔ You will see the **Order Confirmation Page** with all order details.

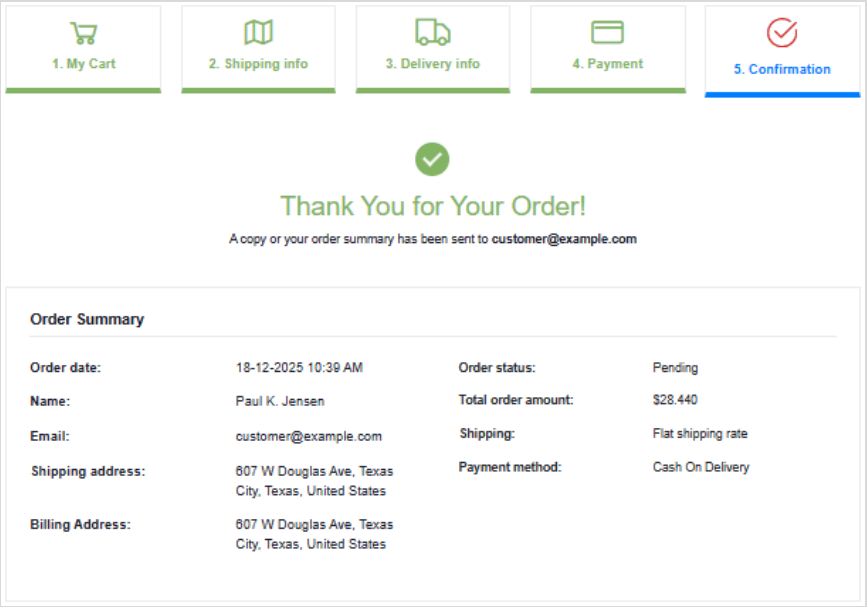


Figure: Order Confirmation Page

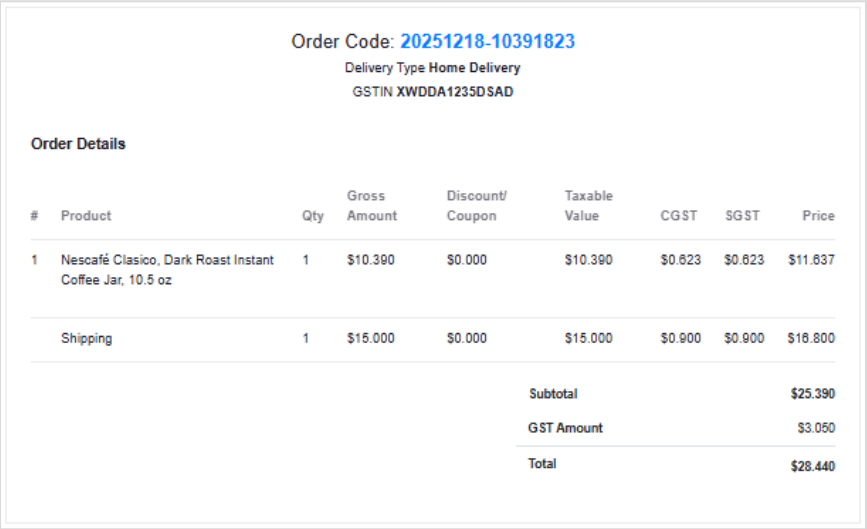


Figure: Order details in Order Confirmation page

14.2.8. Guest Checkout

Guest Checkout allows new customers to place an order without having to create an account before purchasing. The system automatically creates an account for them after the order is completed.

Purpose: To make the buying process faster and easier for first-time or occasional customers by removing the need for prior registration.

Action:

- **Activate Guest Checkout (Admin Prerequisite)**
  - ➜ From the admin panel, go to **Setup & Configuration** → **Features Activation**.
  - ➜ Enable the **Guest Checkout Activation** toggle.
  - ➜ **Effect:** This feature becomes available to all customers during checkout.

- **Place an Order as Guest**
  - ➜ From the storefront, add products to your cart and proceed to **Checkout**.
  - ➜ On the checkout page, select the checkboxes for the product you wish to purchase and in the Order Summary Card, add any available coupon and click **Proceed to Checkout** instead of logging in.
  - ➜ This redirects you to the Checkout page like usual.
  - ➜ Under Shipping Info, enter your full Name, Email Address, Phone Number, and Shipping Address (Address Line, County, State, City, and Postal Code)

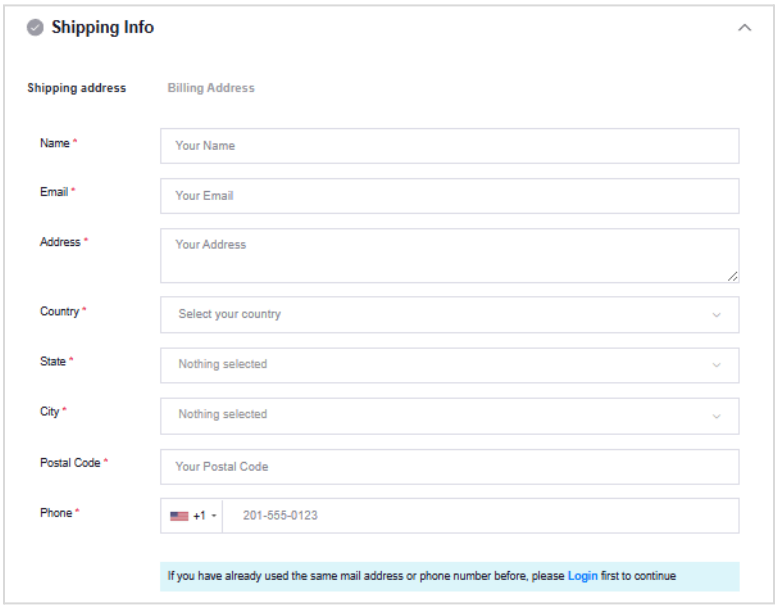


Figure: Adding Shipping Info during Guest Checkout

  - ➜ The rest of the steps are similar to a logged in customer:
    - In the **Delivery Info** section, select your preferred **Delivery Type** (Home Delivery or Pickup Point).
    - Then navigate to the **Payment** section where you can add **Any Additional Info** and select any of the payment gateways configured by admin as payment method (e.g., Card, Paytm, PayPal) or Select Cash on Delivery.
    - Select the checkbox for agreeing to the terms and click **Complete Order**.

Effect: The order is placed successfully without a registered account. A new customer account is automatically created in the system using the provided email address.

Note:

- ➜ *Customers receive an **account creation email** containing an **auto-generated 8-digit password** for future logins.*
- ➜ *If **Email Verification** is enabled in the system, customers will also receive a verification email to confirm their account.*
- ➜ *If a returning customer uses an email or phone number already associated with an existing account (and OTP Addon is installed), they must log in first to continue checkout.*
- ➜ *For this feature to function correctly, the **SMTP system** must be configured properly by the admin.*

14.2.9. Track an Order

When the Order Tracking feature is enabled from system settings, customers can monitor the status of their orders after purchase. A unique tracking code is automatically generated for each order, which is used to access real-time shipment and delivery updates.

- **Order Tracking Process**
  - ➔ Order Tracking Process
  - ➔ Customers can access the **Track Order** option from the website footer
  - ➔ On the Track Order page, they must enter the provided tracking code in the tracking field
  - ➔ After submission, the current order status and progress details will be displayed
- **Notifications & Updates**
  - ➔ Customers receive the tracking code via system notifications after placing an order
  - ➔ Email notifications are sent at every stage of the order process
  - ➔ Each email includes a direct tracking link for quick access to order status information

14.2.10. Customer Reviews on Products

Customers can submit reviews only after a product has been delivered. This allows customers to share feedback and ratings for products they've purchased.

Action:

- **Method 1: Give a Review from Dynamic Popup**
  1. Log in to the customer panel.

2. If the admin has enabled the review popup, click **Review Your Products** from the homepage popup.
3. Enter your rating, comments, and upload images if needed.
4. Click **Submit Review**.

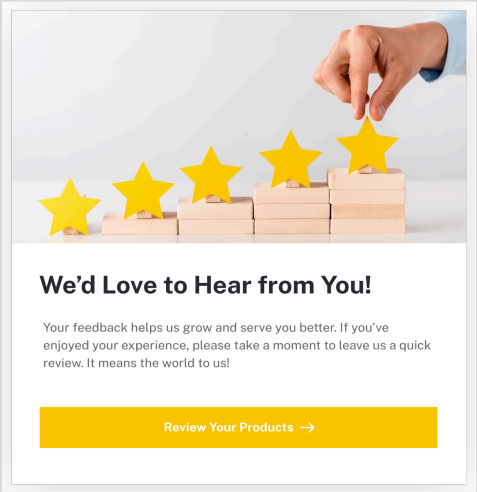


Figure: Review from Dynamic Popup

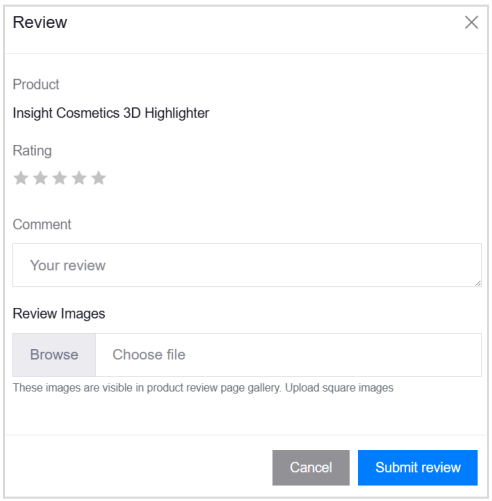


Figure: Review form details

- **Method 2: Give a Review from Purchase History**
  1. Go to **Purchase History** → **To Review**
  2. Click **Review** beside the desired product
  3. Enter your rating, comments, and upload images if needed.
  4. Click **Submit Review**.

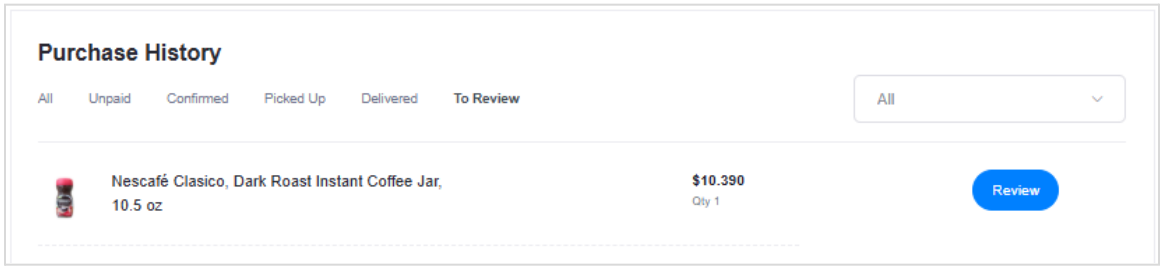


Figure: Review from Purchase History

- **Method 3: Give a Review from Product Details Page**
  1. Go to the product details page.
  2. Scroll down to **Reviews & Ratings** → click **Rate This Product**.
  3. Fill in your review details like before → **Submit Review**.

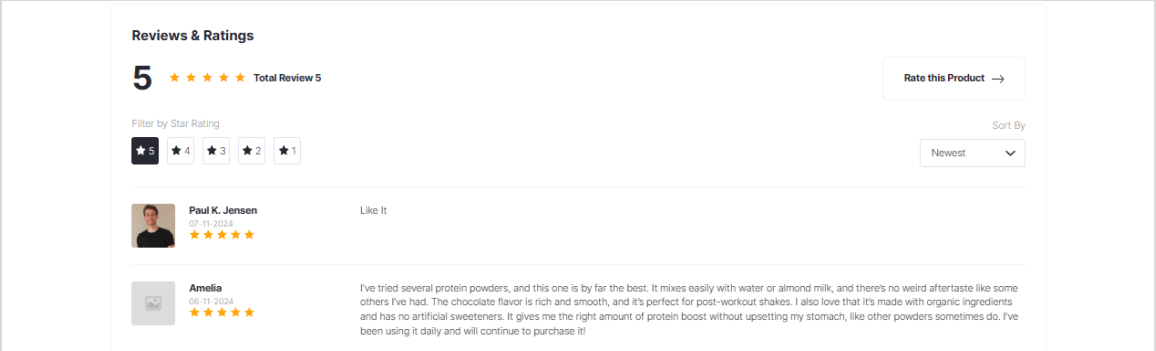


Figure: Review from Product Details Page with reviews showing publicly on product storefront

Effect: Your review will be shown publicly on the product's page.

Note:

- ➜ *The admin must enable the product review popup from Marketing → Dynamic Pop-up and ensure the correct review link format `[your-domain/purchase_history?to_review=1]`.*
- ➜ *Reviews appear publicly after admin approval.*

14.2.11. Post-Order Actions (Cancel, Reorder, Repay)

After placing orders, customers can cancel an order before it is processed, reorder past items, or repay for an unpaid order from **Customer Panel → Purchase History**.

Purpose: To allow customers to manage existing orders after they have been placed.

Action:

A. Cancel an Order

1. If your order's payment status is "**Unpaid**" and delivery status is "**Pending**", click **Options → Cancel**.
2. A confirmation popup will appear — click **Yes** to confirm.
3. Your order status will be updated to Cancelled.

➜ **Effect:** Sends a cancellation request to the system; order status changes accordingly.

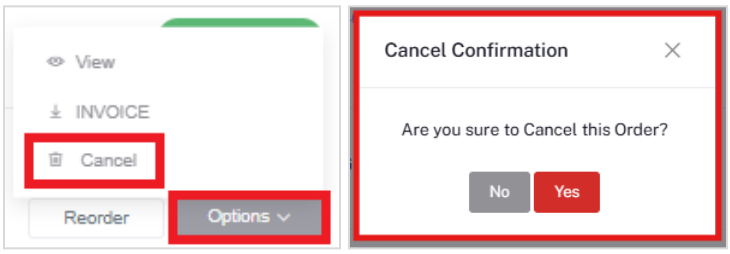


Figure: Cancelling an Order

B. Reorder a Product

1. Click on the **Reorder** button next to any previous order.
2. The product(s) will be added to your cart automatically.
3. Proceed with checkout to place the order again.

➜ **Effect:** Speeds up repeat purchases without manually searching products.

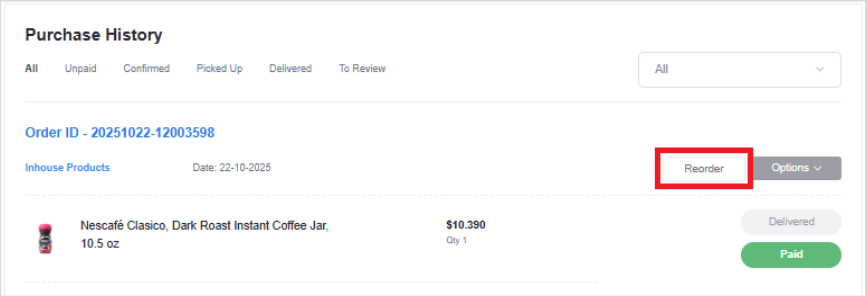


Figure: Reordering a past order

C. Repay for an Unpaid Order

1. Find your unpaid order and click **Options** → **View**.
2. On the details page, click **Make Payment**.
3. Choose your payment type:
   - **Offline Payment** – After depositing the money in the bank, insert the Transaction ID * and upload the receipt photo.
   - **Online Payment** – Choose the **Payment Method** and complete the payment.

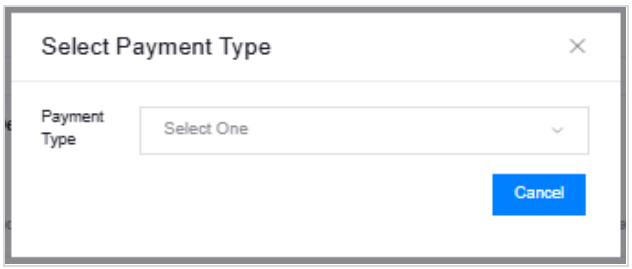


Figure: Selecting Payment Type during repayment

➜ **Effect:** Customers are able to repay orders they have placed if they are unpaid.

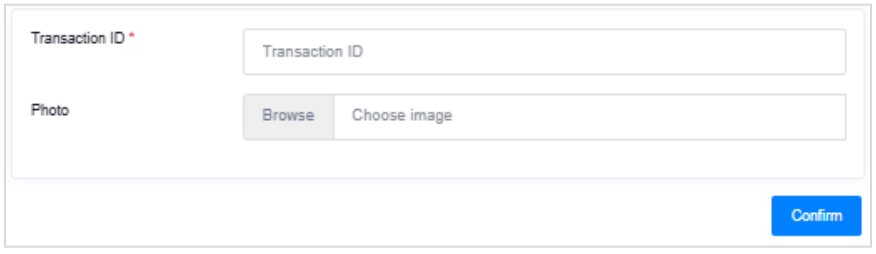


Figure: Entering Details of Offiline Payment

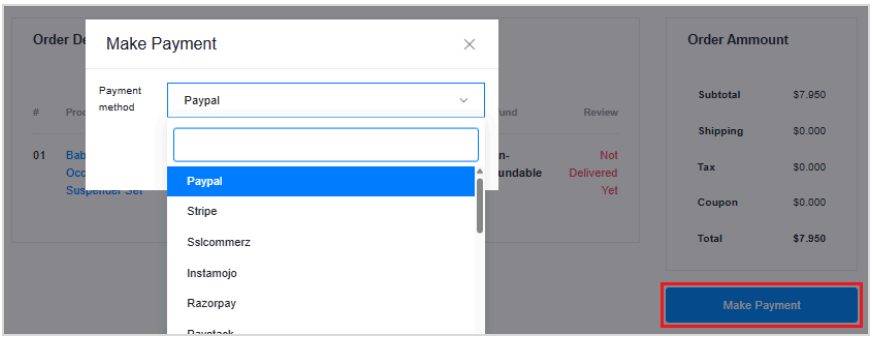


Figure: Selecting a Payment Method configured by the Admin

Effect: Customers can conveniently manage ongoing and past orders, ensuring smooth post-purchase control.

***Note:** Offline payment feature requires admin to purchase and install **Active eCommerce Offline Payment Add-on** to be available.*

14.2.12. Cross-References & Admin Reminders

These configurations must be properly set up in the admin panel for the above customer workflows to function correctly.

- **Product Attributes & Filters:** Admin → Products → Attributes
- **Size Guide Setup:** Admin → Products → Size Guide
- **Coupon Configuration:** Marketing → Coupons (Admin) / Coupons (Seller)
- **Guest Checkout:** Setup & Configuration → Features Activation , SMTP Settings
- **WhatsApp Order Option:** Setup & Configuration → WhatsApp Chat
- **Payment Gateways:** Payment Gateway Configuration
- **Review Popup Settings:** Marketing → Dynamic Popup
- **View Physical Product Purchase History:** Customer → Purchase History
- **View Purchased Digital Products:** Customer → Downloads

14.3. Admin Order Management (Sales)

Admins manage every order placed on the platform, with full visibility across Inhouse, Seller, Pickup Point, and Unpaid orders. This section explains how admins use the Sales menu to supervise, track, and control order operations across all sources.

Purpose:

Give admins complete oversight of order activity and ensure accurate tracking, status updates, and payment verification across all order types.

14.3.1.Sales

The **Sales** section contains multiple order lists that categorize orders by type. All pages share the same interface, but each page highlights specific order sources or states to help admins manage workflow efficiently.

- **All Orders**
  This page displays every order in the system, including Inhouse, Seller, and Pickup Point orders, regardless of source. It serves as the global order list for monitoring and reviewing all transactions across the platform from **Sales → All Orders** page.

- **Inhouse Order**
  This page shows only orders placed for admin-owned (Inhouse) products. It allows administrators to directly manage and update the delivery status of these orders without seller involvement from **Sales → Inhouse Orders** page

- **Seller Orders**
  This page displays all orders belonging to marketplace sellers (non-inhouse products). It allows administrators to monitor seller transactions and oversee order activity, while control over order updates depends on system configuration. Access this page from **Sales → Seller Orders.**
  Notes: *See* ***Setup & Configuration → Features Activation → Seller Product Manage by Admin*** *for details.*

- **Pickup Point Orders**
  This page displays all orders where the customer has selected Pickup Point as the delivery method, regardless of seller or product source. It allows administrators to manage and track orders based on pickup locations instead of seller or product ownership. Admins can easily monitor and coordinate logistics for all pickup-based deliveries from **Sales → Pickup Point Orders** page.

- **Unpaid Orders**
  This page displays all orders where **Payment Status = Unpaid**, regardless of seller or product source. This page is valuable for billing follow-up because it uniquely highlights orders that require payment reminders. Admin can quickly identify pending payments and take necessary actions. Access this page from **Sales → Unpaid Orders**.
  Notes: *All pages above share the* ***same table layout, filtering, bulk actions, and row options****.*

14.3.2. All Orders

All order lists in the Admin Sales section share a single unified table layout. Whether viewing All Orders, Inhouse Orders, Seller Orders, Pickup Point Orders, or Unpaid Orders, the structure and controls remain identical. Only the type of orders displayed differs based on the selected page filter.

Each of the pages include:

- **Order Table**
  Shows a structured overview of every order with key identifiers, statuses, and actions for quick evaluation. Each order row includes the following fields:

  ➜ **Order Code** – A unique identifier for the order; shows a **"new"** badge when newly placed.
  ➜ **Num. of Products** – Indicates how many total items are included in the order.
  ➜ **Customer** – Displays the buyer's name for quick recognition of the purchaser.
  ➜ **Seller** – Shows who owns the products in the order—Admin ("Inhouse") or Seller name.
  ➜ **Amount** – Shows the total payable amount for the order.
  ➜ **Delivery Status** – Displays the current delivery stage (Pending / Confirmed / Picked Up / On the Way / Delivered / Cancelled).
  ➜ **Payment Method** – Shows how the customer paid (COD, SSLCommerz, Wallet, etc.).
  ➜ **Payment Status** – Indicates whether the order is Paid or Unpaid.
  ➜ **Refund** – Shows refund request status for the order.
  Note: *Visible only when* ***Active eCommerce Refund add-on*** *is installed.*
- **Order Management Options**
  Each row includes action buttons:
  ➜ **View:** From the **View** option, the admin can see the order details and update the payment and delivery status.
  ➜ **quick order management:**
  Clicking this option opens a side modal that includes:
    - **Delivery - Boy Assign:** Admin can assign a delivery boy from the dropdown. This feature depends on the Active eCommerce Delivery Boy addon.
    - **Payment Status:** Admin can update the payment status from unpaid to paid according to the payment condition.
    - **Delivery Status:** Admin can update the delivery status (pending, confirmed, picked up, on the way, delivered, or cancelled) according to the order progress.
    - **Shipping System:** Admin can directly assign the order to the preferred shipping system from the dropdown. This feature depends on the available shipping system addons.

- **Order Notes:** Admin can add notes related to the order. The notes are only visible to the admin.
- **Invoice download:** This option instantly downloads the invoice. The invoice is generated according to the admin invoice settings.
- **Invoice print:** This option allows the admin to print the invoice.
- **Thermal Invoice Print:** This option allows the admin to print the invoice in thermal format according to the configured settings from the admin panel.
- **shipping label download:** This option instantly downloads the shipping label according to the configured shipping label settings.
- **shipping label print**: This option allows the admin to print the shipping label for attaching to the order package.
- **Delete**: Admin can delete the order if needed.

- **Bulk Actions (Checkbox-Based)**
  Allows admins to perform mass operations—such as deleting or exporting multiple orders—using selected checkboxes.

  ➜ **Select Orders** – Use the checkbox beside each row to mark one or multiple orders.
  ➜ **Bulk Action Dropdown**
  Includes:
  - **Delete Selection** – Remove selected orders.
  - **Export** – Download selected orders as XLSX.
  - **Download Shipping Label** – Download shipping labels for the selected orders.
  - **Print Shipping Label** – Print shipping labels for the selected orders.
  - **Download Invoice** – Download invoices for the selected orders.
  - **Print Invoice** – Print invoices for the selected orders.

- **Filters & Search Controls**
  Tools that allow admins to instantly narrow down large order lists for faster management.

  ➜ **Delivery Status Filter** – Dropdown to filter orders by delivery stage.
  ➜ **Payment Status Filter** – Dropdown to display only Paid or Unpaid orders.
  ➜ **Date Range Filter** – Dropdown containing Today, Yesterday, Last 7 Days, Last 30 Days, This Month, Last Month, and Custom Range.
  ➜ **Order Code Search Box** – Admins can type an order code and press Enter to locate a specific order instantly.
  ➜ **Filter Button** – Applies the selected filters.

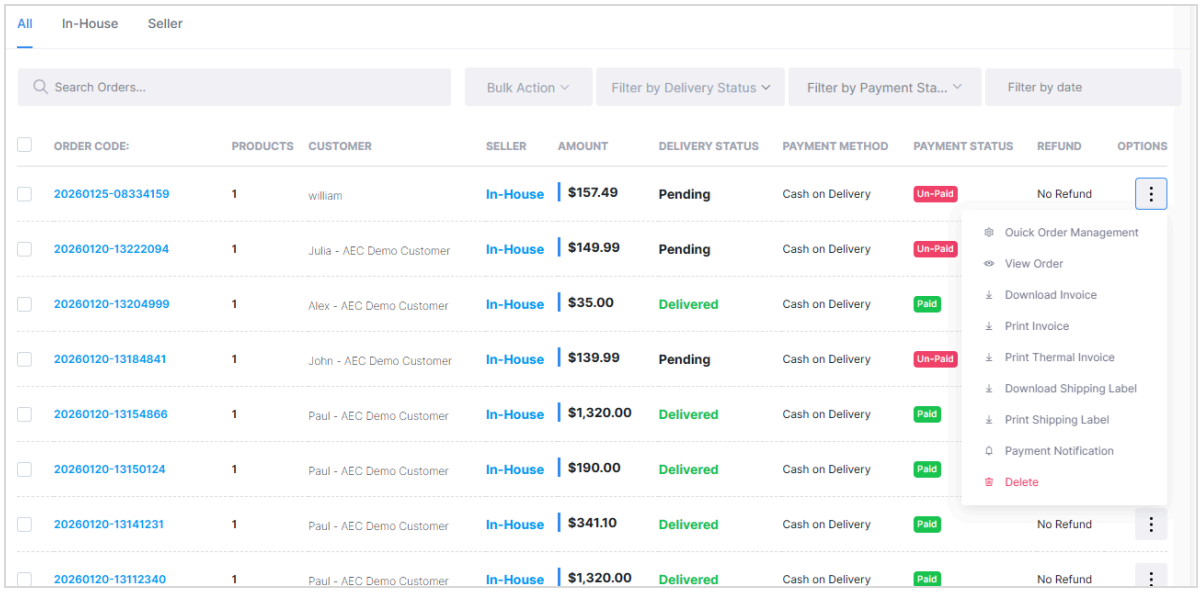


Figure: All Orders List in the Admin Panel

Notes:

- *The order tables in Sales → Seller Orders, Unpaid Orders, and Pickup Orders use the same layout and structure, with the data displayed based on different order filters.*
- *Seller order panel only appears when **Vendor System Activation** is enabled.*
- *For Seller-controlled products under COD, admin edit access depends on Setup & Configuration → Features Activation → **Seller Product Manage by Admin**.*
- *Deleting an order removes it from the list of all users within that order, including admin, seller, and customer view.*

14.3.3. Order Detail View & Status Controls

When the admin clicks **View** on any order, the full Order Details page opens. This page displays customer information, product-level breakdown, totals, and—depending on product source—in-house or seller—may allow the admin to update payment and delivery statuses.

- **Order Header Information**
  Shows the primary identification and customer metadata associated with the order.

  ➜ **QR Code** – Scannable code to quickly retrieve the order information.
  ➜ **Customer Name, Email, Phone** – Contact details of the buyer for communication and verification.
  ➜ **Shipping Address** – The address where the order will be delivered.
  ➜ **Order ID** – Unique system-generated identifier for the order.
  ➜ **Order Date** – The date and time the order was placed.
  ➜ **Order Status** – Current fulfillment stage (e.g., Pending, Confirmed, On the Way, Delivered).
  ➜ **Total Amount** – Final payable cost after tax, shipping, and discounts.
  ➜ **Additional Info** – Notes or instructions provided by the customer during checkout.

- **Product Line-Item Breakdown**
  Displays all products included in the order along with pricing and delivery details.

  It includes:
  ➜ **Product Photo** – Thumbnail image for quick visual identification.
  ➜ **Description** – Product name and variant/attributes.
  ➜ **Delivery Type (Home Delivery / Pickup Point)** – Indicates the fulfillment method selected by the customer.
  ➜ **Quantity** – The number of units ordered.
  ➜ **Price** – Per-unit cost before tax or discounts.
  ➜ **Total** – Line-item total after quantity multiplication.

  At the bottom of the table:
  ➜ **Sub Total** – Sum of item totals before tax and shipping.
  ➜ **Tax** – Total applied tax.
  ➜ **Shipping** – Delivery/shipping cost.
  ➜ **Coupon** – Discount amount if a coupon was applied.
  ➜ **Final Total** – Grand total payable by the customer.

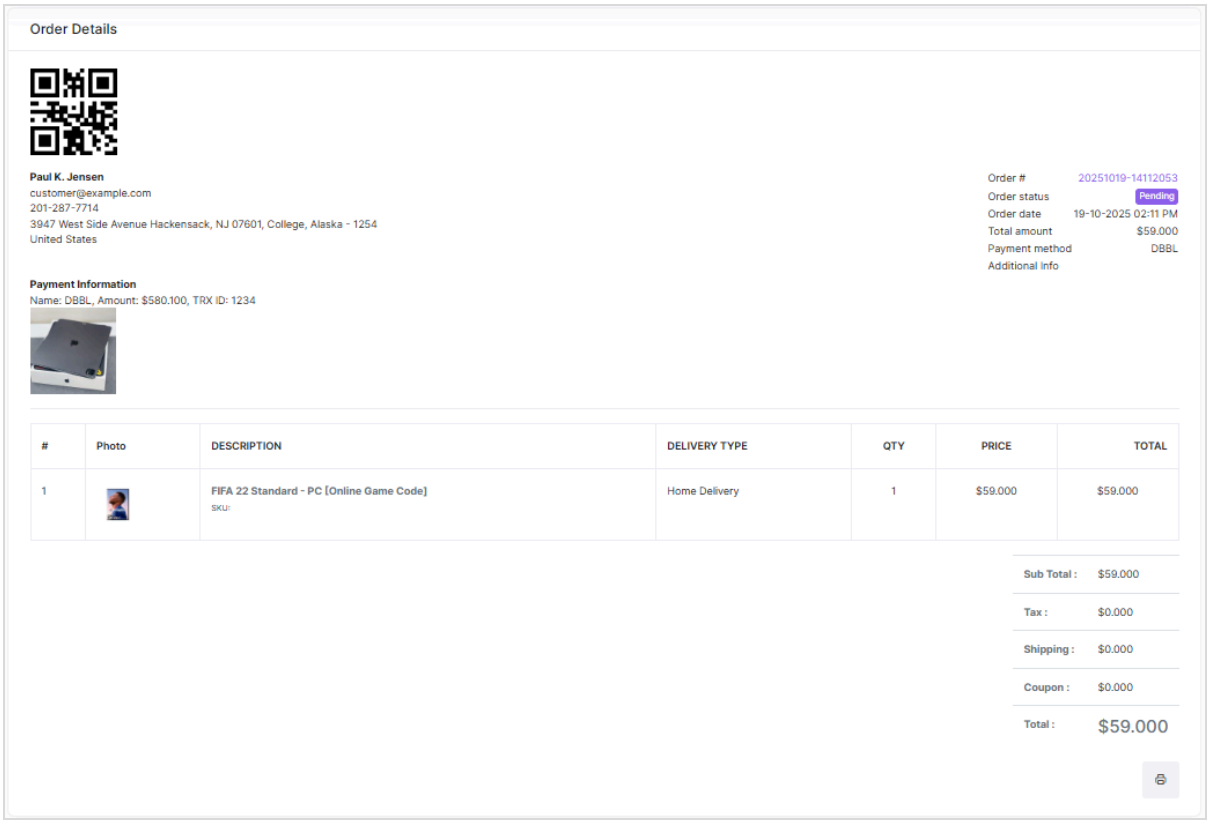


Figure: Order Details page on a seller product

- **Status Controls** (Admin-Scope Behavior)
  Controls available for updating payment, delivery, and shipment tracking—only shown for eligible orders.

  It includes:

  ➜ **Payment Status (Paid / Unpaid)** – Dropdown to update financial confirmation (for in-house and COD-managed orders).

  ➜ **Delivery Status** – Dropdown to update order progression (Pending → Confirmed → Picked Up → On the Way → Delivered → Cancelled).

  ➜ **Tracking Code** – Text field for adding or updating shipment tracking numbers.

  Special Behavior:

  ➜ **In-house Orders:**
  Admin can always update Payment Status, Delivery Status, and Tracking Code.

  ➜ **Seller Product Orders:**
  Admin can update statuses **only for COD orders when Seller Product Manage by Admin is enabled.** For non-COD seller orders, admin can view only.

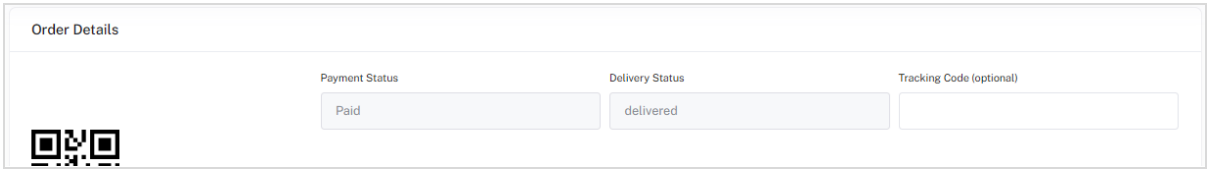


Figure: Order Status Controls in Order details page

Notes:

- ➜ ***Delivery*** *and* ***Payment*** *status cannot be changed once set to* ***Delivered*** *and* ***Paid****.*
- ➜ *See Setup & Configuration →* *Features Activation* *→* ***Seller Product Manage by Admin****.*

- **Invoice Download** (Inside Order View)

  A printable PDF-like version of the entire order.

  ➜ **Print Invoice Button** – Generates a formatted invoice for record-keeping or shipment packaging.

  ➜ **Effect:** Allows admins to download or print the invoice without returning to the main order list.

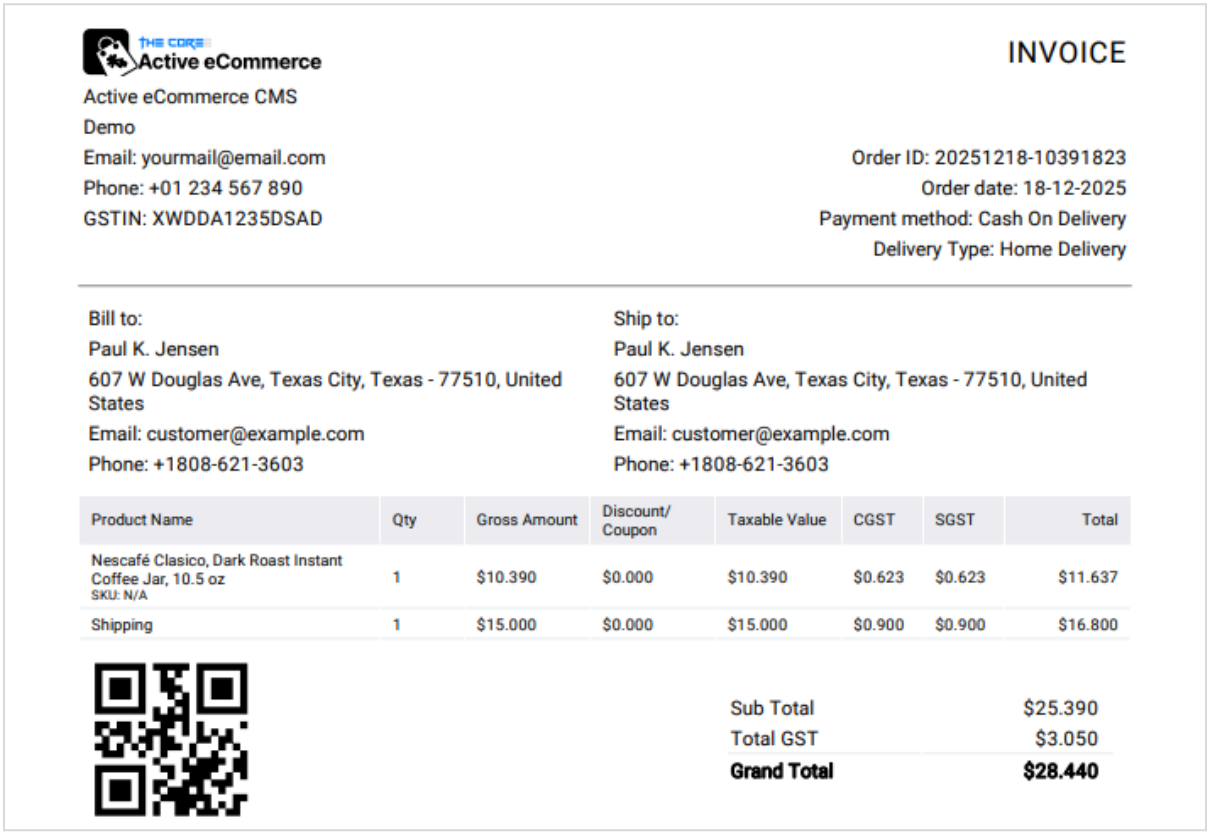


Figure: Downloaded Invoice of an Order

Notes:

- ➜ *When* ***Seller Product Manage by Admin*** *is enabled, sellers lose the ability to update COD order statuses; only admins can perform updates.*

➜ ***Pickup Point Orders*** *only work if* ***Pickup Point Activation*** *is enabled (Setup & Configuration → Features Activation → Pickup point).*

➜ ***Seller Orders*** *visibility depends on* ***Vendor System Activation****. Without it, all products are treated as inhouse.*

➜ *Refund options appear only when the* ***Active eCommerce Refund Add-on*** *is installed.*

➜ *GST is an addon feature and requires admin to to purchase an setup GST System.*

14.4. Seller Order Management

Sellers manage only the orders that include their own products. This section explains how sellers view, filter, update, and export their orders from the **Seller Panel →Orders**.

- **Order List View**
  - ➜ This page lists all orders that contain the seller's products. Every row represents a seller-scoped order segment.
  - ➜ **Table Columns**

    A complete list view showing core order attributes for processing and tracking.

    It includes:
    - **Order Code** – Unique identifier for the order; shows *new* badge for new orders.
    - **Num. of Products** – Total items (only the seller's own products).
    - **Customer** – Buyer's registered name.
    - **Amount** – Total payable amount for this seller's part of the order.
    - **Delivery Status** – Shows the current stage (Pending / Confirmed / Picked Up / On the Way / Delivered / Cancelled).
    - **Payment Status** – Indicates whether the payment has been cleared (Paid / Unpaid).
    - **Refund** – Appears only if the Refund Add-on is installed; indicates refund request status.
    - **Options** – Contains View (Order Details) and Invoice (Download).

- **Filters & Search Controls**
  - ➜ Allows sellers to quickly narrow down orders using predefined filters.
  - ➜ **Filter Types**
    - **Delivery Status Filter** – Dropdown to view orders at a specific fulfillment stage.
    - **Payment Status Filter** – Shows only Paid or Unpaid orders.
    - **Order Code Search Box** – Enter an order code and press Enter to locate it immediately.

- **Bulk Actions** (Checkbox-Based)
  - ➜ Sellers can perform mass actions on multiple orders at once.
    - **Checkbox Selector** – Selects one or multiple orders.

- **Bulk Action Dropdown** – Offers **Export** for downloading selected orders (XLSX).
- **Confirm Bulk Action** – Executes the selected operation.

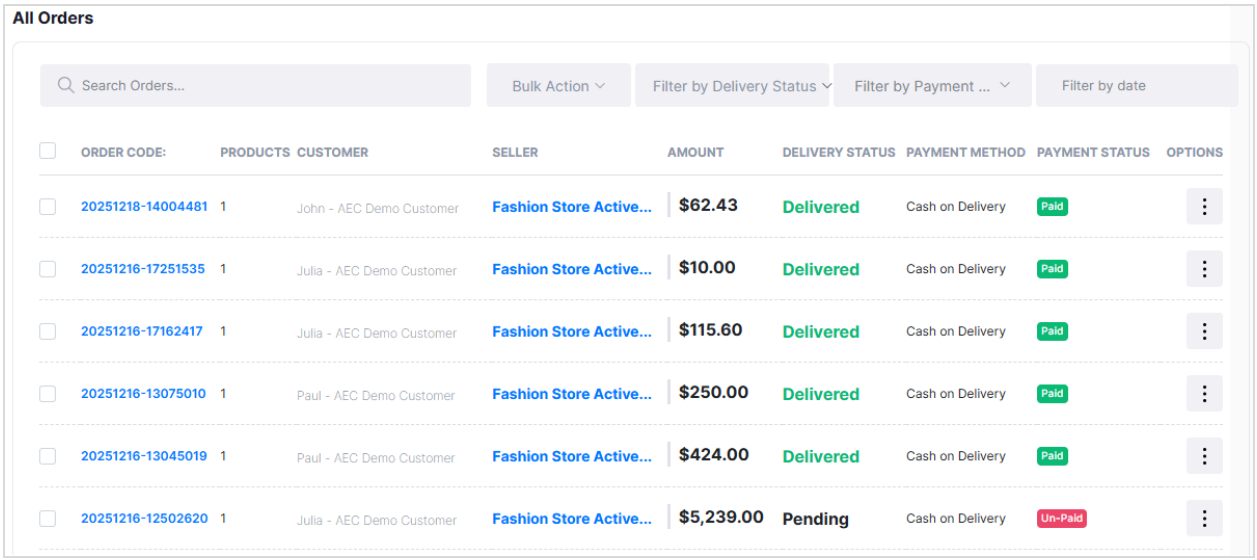


Figure: Seller Order List in the Seller Panel

- **Order Detail View & Status Controls**

  When sellers click **View**, they open the seller-scoped Order Details page.

  ➜ Order Header Information

  Shows core identity and meta information for the seller's part of the order.

  Includes:

  - **QR Code** – Encodes the order ID for quick scanning (available only in Invoice).
  - **Customer Name, Email, Phone** – Buyer's contact details.
  - **Shipping Address** – Full delivery location provided during checkout.
  - **Order ID** – The unique identifier for this specific order.
  - **Order Date** – Timestamp of when the order was placed.
  - **Order Status** – Indicates delivery stage for the seller's items.
  - **Total Amount** – Total payable amount including tax & shipping for this seller's portion.
  - **Additional Info** – Any customer message added during checkout.
  - **Effect:** Gives sellers a quick summary of the order's core identity before reviewing product details.

  ➜ **Product Line Items** (Seller-Scoped)

  The table shows only the products sold by this seller, not products from other sellers.

  Includes:

  - **Product Photo** – Thumbnail image for identification.
  - **Description** – Product name + variant details.

- **Delivery Type** – Home Delivery or Pickup Point (if applicable).
- **Quantity** – Number of units purchased.
- **Price** – Unit cost for each item.
- **Total** – Sum of price × quantity.
- **Effect:** Helps sellers confirm items, quantities, and pricing before fulfillment.

➜ **Price Summary**

Displays the seller-scoped financial breakdown.

Includes:

- **Sub Total** – Item total before tax & shipping.
- **Tax** – Applied product tax.
- **Shipping** – Seller-specific shipping charge.
- **Coupon** – Discount applied.
- **Total** – Final payable amount.
- **Effect:** Sellers can verify financial accuracy before updating order statuses.

➜ **Status Controls** *(When Seller Product Manage by Admin is OFF)*

Sellers normally have the ability to update their order statuses.

Includes:

- **Payment Status Dropdown** – Switch between Paid and Unpaid (for COD/offline payments; online payments auto-update).
- **Delivery Status Dropdown** – Choose fulfillment stage (Pending → Confirmed → Picked Up → On the Way → Delivered → Cancelled).
- **Tracking Code Field** – Add shipment tracking information.
- **Update Button** – Saves changes.
- **Effect:** Enables full seller-side order management and customer progress updates.

***Note:** **Delivery** and **Payment** status cannot be changed once set to **Delivered** and **Paid**.*

➜ **Restricted Controls** *(When Seller Product Manage by Admin is ON)*

When this feature is enabled:

- Sellers can **no longer update COD orders** (Payment Status, Delivery Status, Tracking Code).
- Sellers **can only View & Print** the order.
- **Effect:** Admin receives full control of COD fulfillment for seller products.

***Note:** See Setup & Configuration → Features Activation → Seller Product Manage by Admin*

- **Downloadable Invoice**
  - ➜ Sellers can download or print their invoice from either:
    - **Options** → **Invoice** (from the list), or
    - **Print Button** inside the Order Detail page.
  - ➜ **Invoice includes:**

    Order code, customer details, product list, price summary, payment status, and order date.

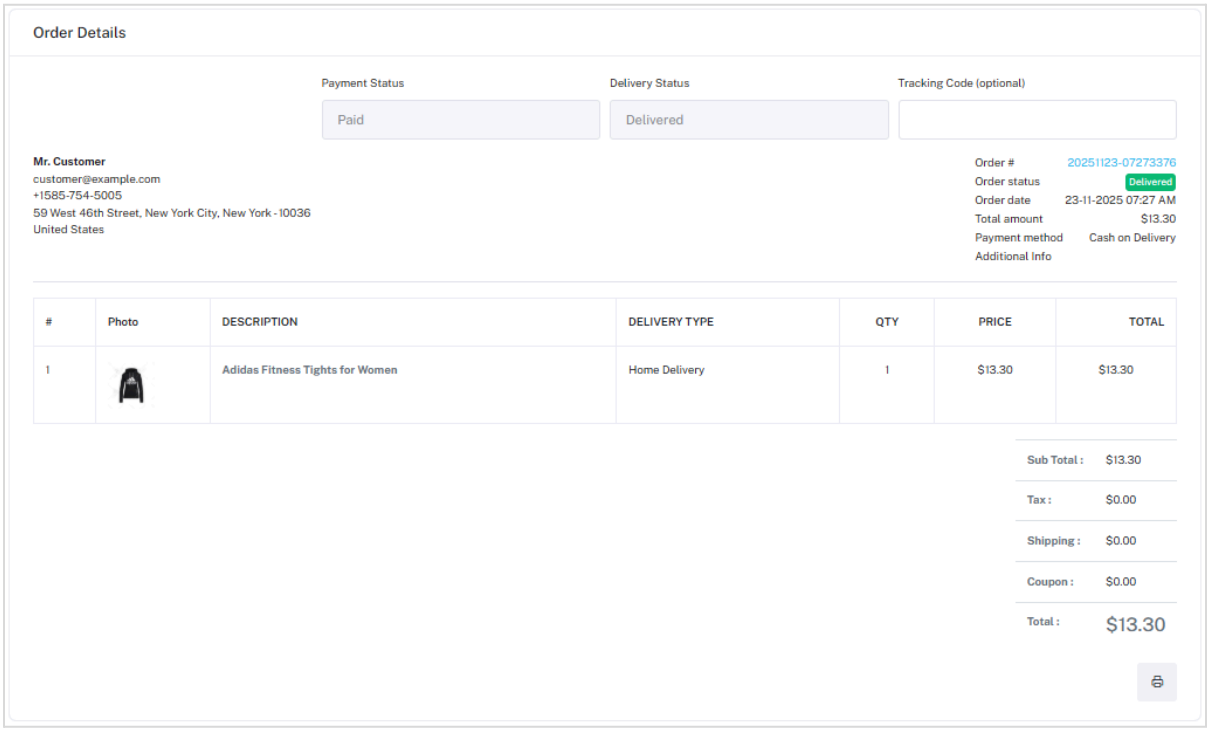
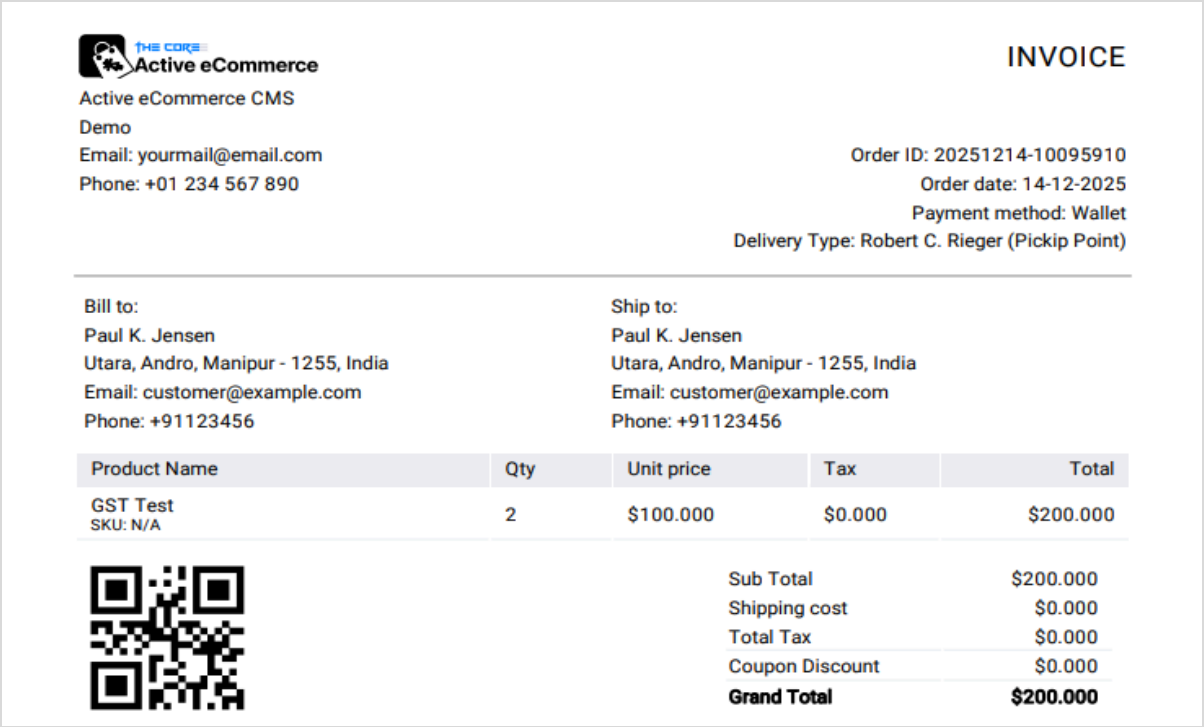


Figure: Seller's Order Details Page with Status Controls



Active eCommerce

Active eCommerce CMS
Demo
Email: yourmail@email.com
Phone: +01 234 567 890

INVOICE

Order ID: 20251214-10095910
Order date: 14-12-2025
Payment method: Wallet
Delivery Type: Robert C. Rieger (Pickip Point)

Bill to:
Paul K. Jensen
Utara, Andro, Manipur - 1255, India
Email: customer@example.com
Phone: +91123456

Ship to:
Paul K. Jensen
Utara, Andro, Manipur - 1255, India
Email: customer@example.com
Phone: +91123456

Product Name	Qty	Unit price	Tax	Total
GST Test SKU: N/A	2	$100.000	$0.000	$200.000

Sub Total	$200.000
Shipping cost	$0.000
Total Tax	$0.000
Coupon Discount	$0.000
Grand Total	**$200.000**

Figure: Downloaded Invoice of an Order from the Seller Panel

Notes:

- *Sellers only see orders that contain their own products; they cannot view in-house or other sellers' segments.*
- *COD restrictions apply when **Seller Product Manage by Admin** is active.*
- *Refund column appears only if the Active eCommerce Refund Add-on is installed by admin.*

15. Customers (Admin Panel Controls)

This section provides tools for the admin to manage all customers registered on the platform. It covers both how customers can self-register on the storefront and how admins can manually create and manage customer accounts from the backend. Additionally, admins can monitor customer-to-customer activity such as classified product listings and package purchases, depending on feature activation. This ensures proper onboarding, account verification, and management of customer-submitted content.

Purpose: Enable the admin to manage customer registrations, accounts, classified product submissions, and packages, while also supporting customer-side registration workflows.

15.1. Customer List

The **Customer List** page allows the admin to view and manage all registered customers on the platform. From here, admins can monitor account activity, view customer details, and take actions such as editing, banning, deleting, or logging in as a specific customer. This section serves as the primary management interface for customer-related operations.

Purpose: Provide the admin with centralized access and full control over all customer accounts, ensuring accurate record management and proper access control.

Action:

- **View all customers**
  - ➜ Navigate to **Admin Panel** → **Customers** → **Customer List**.
  - ➜ **Effect:** Displays a table of all registered customers with essential details such as Name, Email, Phone, and Status.

- **View customer details**
  - ➜ Use the **search bar** to quickly locate a specific customer by name, email, or phone number.
  - ➜ Columns include:
    - **Name** – Customer's registered name.
    - **Email / Phone** – Contact information used for login or notifications.
    - **Package** – The package type the customer has purchased.
    - **Wallet Balance** – The amount of currency currently available
    - **Statuses** – Indicates whether the account is Verified, Banned, or Suspicious.
    - **Options** – Contains actions for managing each customer.
  - ➜ **Effect:** Allows the admin to quickly review customer data and perform specific account operations.

- **Filter tabs, Search and Bulk Action**

  - ➜ **Tabs**

    Tabs are used to filter and organize data by status or category. Selecting a tab displays the corresponding filtered records. It includes:

    - **All Customers** – Displays all customer accounts.
    - **Banned Customers** – Displays customers whose accounts are restricted.
    - **Suspicious Customers** – Displays customers marked as suspicious.
    - **Verified Customers** – Displays customers with verified accounts.

- **Unverified Customers** – Displays customers whose accounts are not verified.

➜ **Search**

The search option allows admins to quickly find specific records using keywords such as name, email or phone number.

➜ **Bulk Action**

Bulk actions allow admins to perform bulk actions on multiple selected records at once. Available Bulk Action

- **Delete** –Select the checkbox beside the customers, then click Bulk Action → Delete. The selected customers will be deleted at once.

- **Option Actions Available**

  Under the **Options** column, the admin can:

  ➜ **Login as this Customer** – Admin can access the customer's panel to troubleshoot or verify issues.

  ➜ **Ban / Unban** – If needed restrict or restore a customer's access.

  ➜ **Mark as Suspicious** – If needed mark the customer account as suspicious

  ➜ **Wallet recharge** – Allows the admin to manually recharge the customer's wallet. Selecting this option opens a side modal where admin needs to provide the following payment details before confirming the recharge:

  - **Amount** – Enter the wallet recharge amount.
  - **Transaction ID** – Enter the payment transaction reference number.
  - **Payment Photo** – Upload proof of the payment transaction.

  ➜ **Delete** – Permanently remove a customer's account.

  Effect: Provides the admin with full control over each customer's activity and permissions.

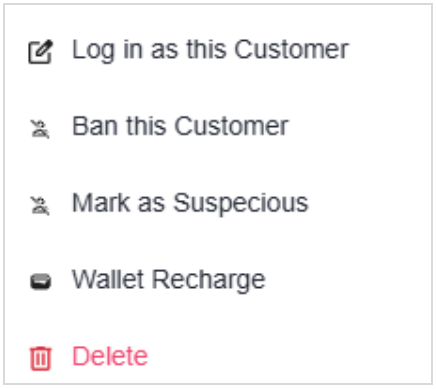


Figure: Customer management options

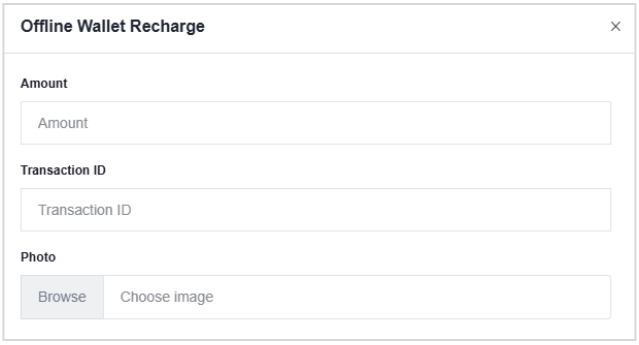


Figure: Payment Info for Wallet recharge

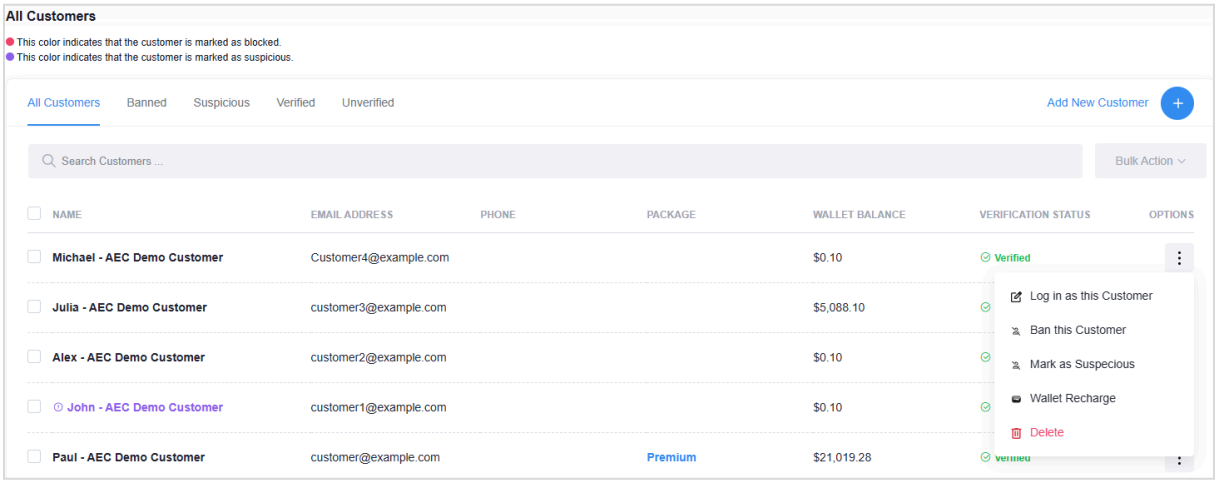


Figure: List of Registered Customers from the Admin Panel in Active eCommerce CMS

Notes:

- ➜ *Customers can self-register from the storefront. (For the complete process, see **20.1 Customer Registration Workflow**.)*
- ➜ *Email-based verification requires proper SMTP setup in **Setup & Configuration** → **SMTP Settings**.*
- ➜ *If the **OTP Addon** is installed, phone-based verification and SMS notifications are also supported.*

15.2. Add New Customer (Admin)

The **Add New Customer** option allows the admin to manually register a new customer directly from the backend. This feature is useful for adding customers who register offline, through direct sales, or during manual onboarding processes.

Purpose: Enable admins to create customer accounts manually without requiring self-registration from the storefront.

Action:

- **Access Add New Customer**
  - ➜ Navigate to **Admin Panel** → **Customers** → **Customer List**.
  - ➜ Click the **Add New Customer** button at the top-right corner.
  - ➜ **Effect:** Opens the customer creation form.
- **Fill out customer information**
  - ➜ Enter the required fields:
    - **Name** – Full name of the customer.
    - **Email / Phone** – Customer's primary contact (used for login and notifications).
  - ➜ Click **Save** to complete the creation process.
  - ➜ **Effect:** A new customer profile is added to the Customer List automatically.

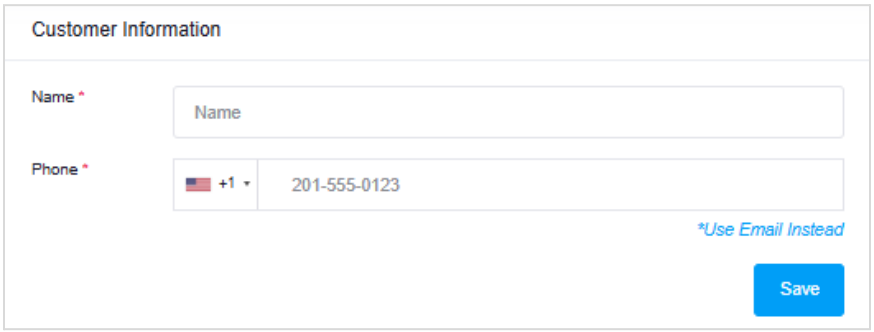


Figure: Manual Addition of customer by Admin

Notes:

- ➜ *The **password** for the newly created account is automatically sent to the provided email address or phone number.*
- ➜ *For email delivery, the admin must configure **SMTP** properly under Setup & Configuration → SMTP Settings.*
- ➜ *For SMS delivery, the admin must set up **OTP System Settings** correctly to enable phone-based password sending.*
- ➜ *Admin-created customers can log in just like regular customers using their received credentials.*

15.3. Classified Products

The Classified Products feature enables customers to list their own products for sale directly on the platform. Admins can oversee these listings, approve or reject them, and remove items if necessary. This feature fosters peer-to-peer commerce alongside the default in-house and seller products.

Purpose: Allow customers to submit products and ensure admin oversight over customer-to-customer listings.

Action:

- **Activate Classified Product**
  - ➜ Navigate to **Admin Panel → Setup & Configurations →** [Features Activation](#).
  - ➜ From the list of toggles in the **Business Related** section, toggle on **Classified Product.**
  - ➜ **Effect:** Enables classified product related features.

- **Access Customer Listings**
  - ➜ Navigate to **Admin Panel → Customers → Classified Products**.
  - ➜ **Effect:** Displays all products uploaded by customers.

- **Approve or Reject Products**
  - ➜ From the listing, toggle **Published** to **Approve** or **Reject** each product listed by the customers.
  - ➜ **Effect:** Controls which classified products are visible on the storefront.

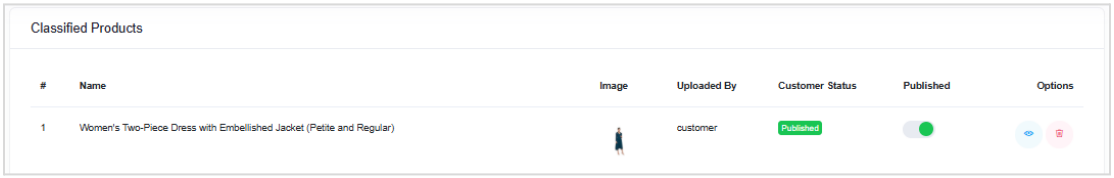


Figure: List of all Classified Products added by the customers for moderation

- **View or Delete products**
  - ➜ Click **View** option to view the specific classified product or use the **Delete** action if a product violates policies.
  - ➜ **Effect: Views** redirect to the product storefront and **Delete** removes the product permanently from listings.

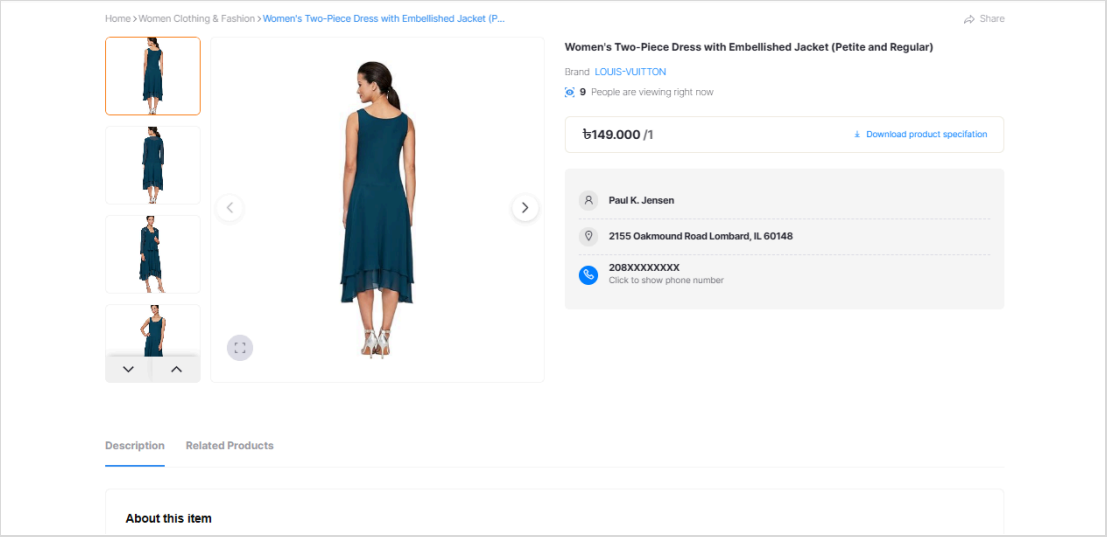


Figure: Cusotmer's Classified Product Details page

***Note:** Customers can post classified products from **Customer Panel** → **Classified Products** → **Add New Product**.*

15.4. Classified Packages (Admin)

To regulate how many classified products customers can upload, the system may require them to purchase a classified package. Admins configure these packages by setting limits and pricing, giving customers tiered options for submitting products.

Purpose: Define and manage the package system that governs customer submissions of classified products.

Action:

- **View and Manage Packages**
  - ➜ Navigate to **Admin Panel → Customers → Classified Packages**.
  - ➜ **Effect:** Displays all available packages.

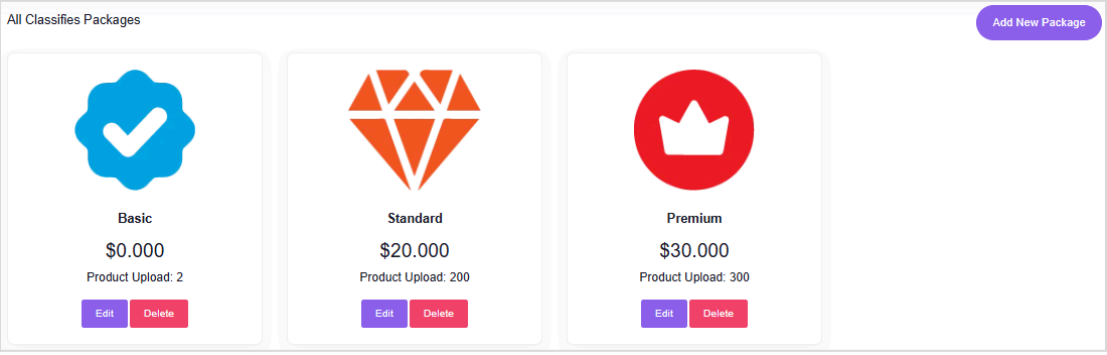


Figure: Cards of Classified Packages created by the Admin with Add New Package Button

- **Add a New Package**
  - ➜ Click **Add New Package**, then configure:
    - **Package Name** * **–** Name for the package.
    - **Amount** * – Price of the package
    - **Product Upload** * **–** Upload limit (number of classified products allowed)
    - **Product Logo** * – Upload a logo/image for the package.
    - **Save** the package.
  - ➜ **Effect:** Customers can purchase this package to unlock classified listings.

Notes: *Star * fields are mandatory, i.e. they can not be empty.*

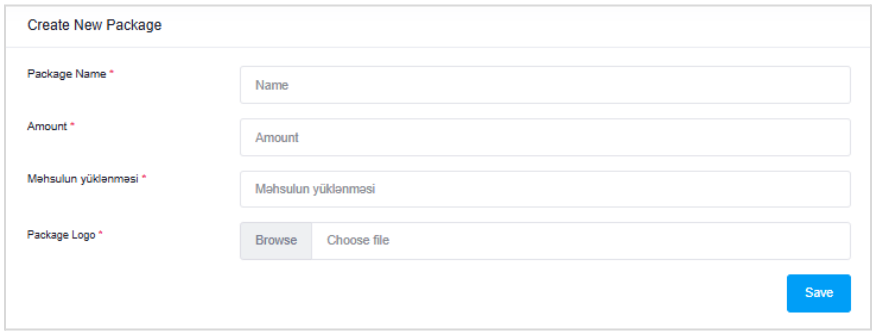


Figure:

- **Edit or Delete Packages**
  - ➜ Below each uploaded package, click **Edit** or **Delete**.
  - ➜ **Effect:** Update existing package details or remove obsolete ones.

Notes:

➜ *Classified Packages only work if **Classified Products** are enabled in Features Activation.*

➜ *Customers can purchase packages from their own dashboard under **Classified Packages**.*

16. Sellers (Admin Panel Controls)

The **Sellers** section of the admin panel provides complete control over all marketplace vendors. From onboarding and approvals to commissions, payouts, ratings, and verification, this section allows admins to manage seller lifecycles and ensure compliance. It also enables admins to monitor seller performance, enforce business policies, and build trust with customers by verifying seller authenticity.

Prerequisite: Requires **Vendor System Activation** for sellers to appear in this list.

Purpose: Provide admins with centralized tools to register, review, approve, supervise, and manage all seller accounts in the marketplace.

16.1. All Sellers

The All Sellers page is the central hub for managing every registered seller on the marketplace. From here, admins can monitor seller information, update store status, and enforce policies. Admins can also toggle whether a seller is active, verified, or banned, and manage store-level features like whether products from that seller appear on the site.

Purpose: Maintain oversight and control over all seller accounts, ensuring only compliant and active sellers are allowed to trade on the platform.

Action:

- **Access All Sellers list**
  - ➜ Navigate to **Admin Panel** → **Sellers** → **All Sellers**.
  - ➜ **Effect:** Opens a table listing every seller with their basic details (Shop Name, Email, Verification Status, etc.).
- **Search & Filter Sellers**
  - ➜ Use the search bar to locate a seller by shop name, email, or mobile number.
  - ➜ Use the dropdown filters to filter between Approved / Non-Approved and Verified / Unverified sellers.
  - ➜ **Effect:** Quickly find a specific seller or type without scrolling through the list.
- **Review Seller Details**
  - ➜ Columns show Shop Name, Email, Status (Regular/Suspicious/Banned), Num. of Products, Due to seller, Email and Seller Verification Statuses, Approval Status, and action buttons.
  - ➜ **Effect:** Admin can immediately assess each seller's compliance and performance state.
- **Change Verification Status**
  - ➜ Toggle **Verification Approval** to indicate trust after documentation review and to control whether the seller's products appear on the storefront.
  - ➜ **Effect:** Directly impacts seller's ability to sell; unverified seller's products remain invisible to customers with a message that the seller has not been verified yet. Verified sellers receive a badge about their verification in their dashboard.

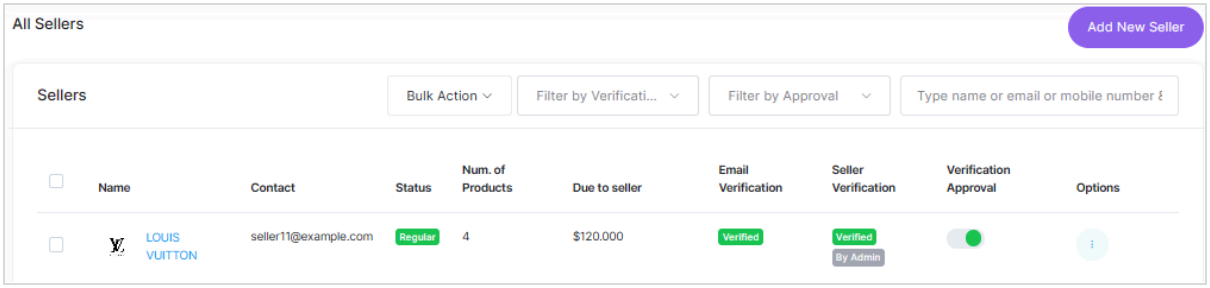


Figure: All Seller List in the Admin Panel with Add New Seller Buton

- **Item-Level Actions (Options column)**

  Each seller row in the list has an **Options (⋮)** dropdown that provides direct management controls:

1. **Profile** – Opens the full Seller Profile page with the following Tabs.
   - ➜ **Seller Overview** – Displays Seller's Info such as (Name, Email, Phone Number, Account Creation, Last Login Date, and Status), Shop's Address, Total Products, Total Orders Received, Total Sold Amount, Wallet Balance, Commission Paid to Platform, Total Withdrawn Amount, Last Payout Date, Pending Withdrawal Request count, and Verification Status.
   - ➜ **Products** – Lists all products uploaded by the seller, including published/unpublished counts.
   - ➜ **Orders** – Shows all orders associated with the seller, including pending, completed, and refunded orders.
   - ➜ **Payments** – Displays due balance, payout history, and total sales summary.
   - ➜ **Documents** – Lists submitted verification files (e.g., ID card, license, proof of address) for admin review.
   - ➜ **Effect:** Provides a comprehensive view of seller activity and facilitates administrative monitoring.

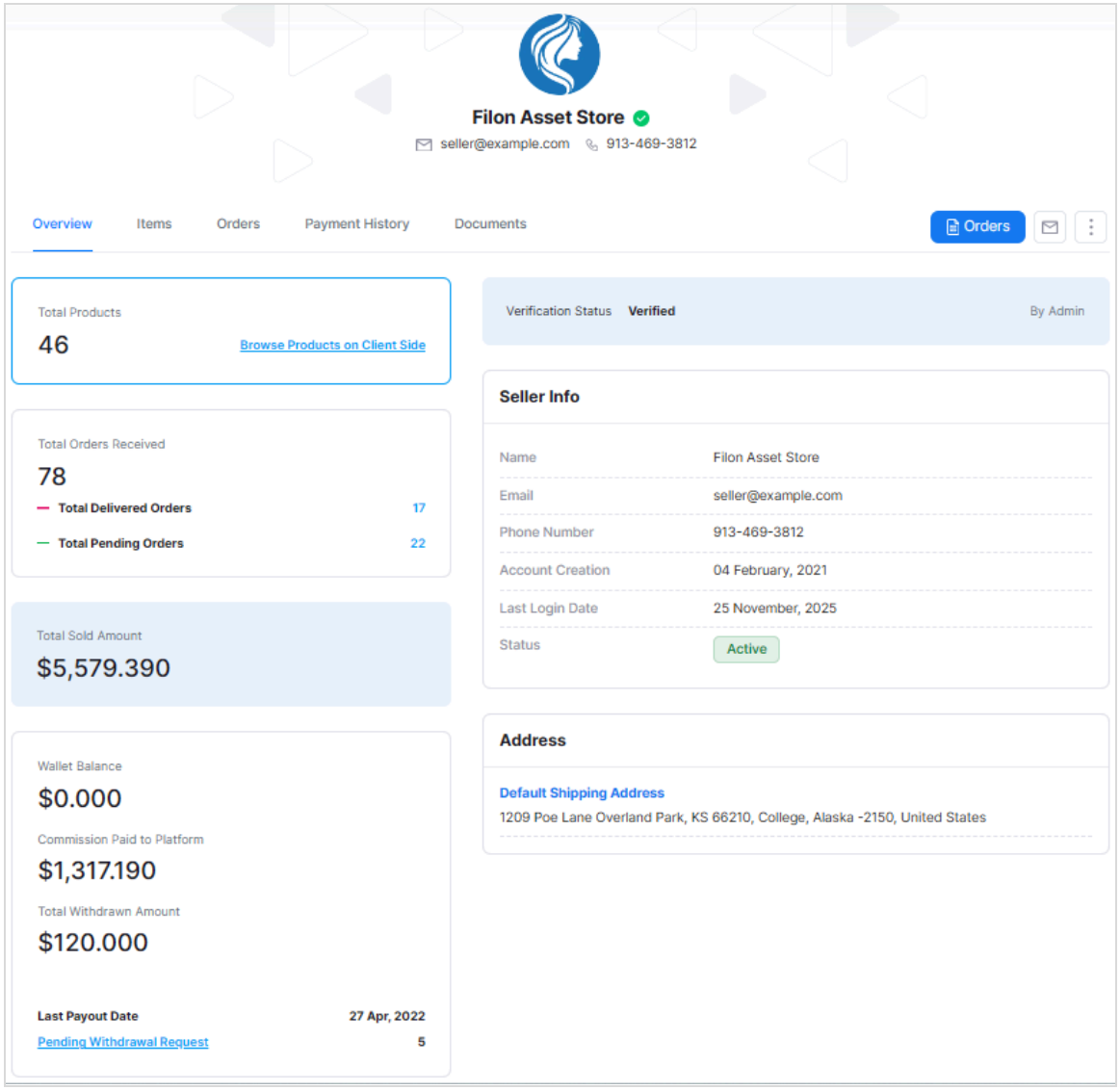


Figure: Visiting a Seller's Profile from the Admin Panel

2. **Login as this Seller** – Logs the admin into the seller's panel in impersonation mode.
   ➜ **Effect:** Allows admins to troubleshoot or assist with seller-side issues directly.

3. **Go to Payment** – Opens a manual payment form for clearing the admin's payable balance to that seller.
   ➜ **Effect:** Enables instant payout settlement.

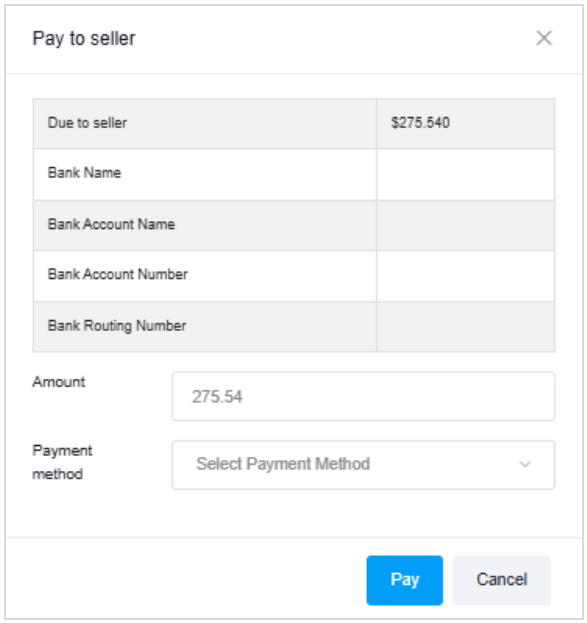


Figure: Paying a seller directly from the sellers list

4. **Payment History** – Displays all transactions made to the seller with date, amount, and payment details.
   ➜ **Effect:** Provides a full record of past payouts for accounting reference.

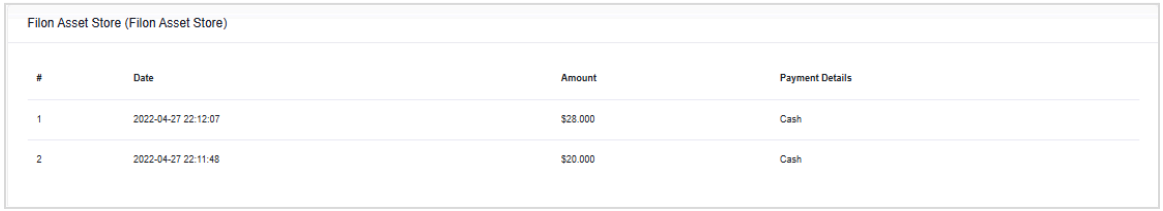


Figure: Checking History of Payments made to a specific Sellers from the All Seller list

5. **Edit** – Opens the editable seller profile form to update name, email, shop details, or address.
   ➜ **Effect:** Keeps seller data current and accurate.

6. **Ban/Unban this Seller** – Temporarily restricts or restores the seller's ability to access their panel.
   ➜ **Effect:** Used for enforcing policy violations or reactivating compliant sellers.

7. **Mark as Suspicious** – Flags the seller as suspicious (status tag changes).
   ➜ **Effect:** Alerts admins to monitor this account for unusual activity.

8. **Delete** – Permanently removes the seller and their associated data from the system.
   ➜ **Effect:** Irreversibly deletes the seller profile and linked records from the database.

16.2. Add New Seller (Admin)

The **Add New Seller** feature allows the admin to manually create a new seller account directly from the backend. This is useful for onboarding verified vendors who have provided their details offline or through direct partnerships, bypassing the public registration process.

Purpose: Allow the admin to add, verify, and activate a new seller manually without requiring self-registration from the website.

Action:

- **Access Add New Seller**
  - ➜ Navigate to **Admin Panel** → **Sellers** → **All Sellers**.
  - ➜ Click the **Add New Seller** button located at the top-right corner of the page.
  - ➜ **Effect:** Opens the Add New Seller form where admin can input seller and shop details.
- **Fill in Seller Information**
  - ➜ Enter the following required fields carefully:
    - **Name** – Full name of the seller or shop owner.
    - **Email Address** – The seller's contact and login email; system sends credentials here.
    - **Shop Name** – The store name that will appear publicly on the storefront.
    - **Address** – Seller's business or operational address.
  - ➜ **Effect:** Records all seller details required to create the account and associate it with a shop profile.
- **Save and Create Seller**
  - ➜ Click **Save** to register the seller.
  - ➜ The system automatically generates the login password and sends it to the seller's email.
  - ➜ **Effect:** Creates the seller account and sends credentials for first-time login.

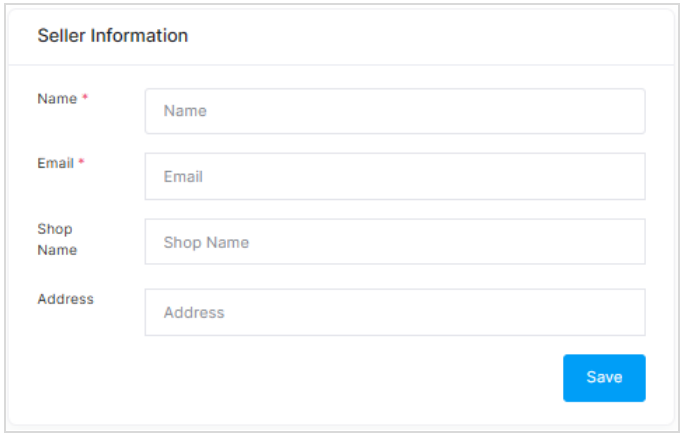


Figure: Manual Addition of seller by Admin

- **Admin Approval and Activation**
  - ➜ After saving, go to **Sellers** → **All Sellers** and verify that the new seller appears in the list.
  - ➜ Toggle **Verification Approval** to make the seller active and visible.
  - ➜ **Effect:** Grants the seller full access to the **Seller Panel** and storefront visibility for their products.

Notes:

- ➜ *SMTP configuration is mandatory for password delivery via email. Ensure that it's correctly set under Setup & Configuration → SMTP Settings.*
- ➜ *Newly added sellers remain inactive until approved by the admin.*
- ➜ *Manual creation is recommended for trusted or pre-approved sellers onboarded through business agreements.*

16.3. Applied Sellers

The **Applied Sellers** page lists all users who have requested to become sellers but are still awaiting admin approval. Each application includes key details such as shop name, email, and status. Admins can approve or reject applications, ensuring only qualified sellers are onboarded.

Purpose: Give admins the ability to screen and approve new seller accounts before they gain selling privileges on the platform.

Action:

- **Access Applied Sellers list**
  - ➜ Navigate to **Admin Panel** → **Sellers** → **Applied Seller**.
  - ➜ **Effect:** Displays a list of users who submitted requests to open a seller account.
- **Review Applicant Details**

➜ Columns include Shop **Name**, **Phone**, **Email**, **Registration Date**, **Access Approval (Toggle)**, **Status (**Pending when not yet accepted**)**, and **Delete** Action button.

➜ **Effect:** Provides the admin with enough information to evaluate each application at a glance.

- **Approve or reject applications**
  - ➜ Toggle **Access Approval** to grant the seller access to the seller's profile.
  - ➜ **Effect:** Approved sellers move to the "All Sellers" list and can upload/manage products; unapproved sellers cannot sell on the platform.

- **Action Column**
  - ➜ **Delete:** Permanently remove the application to deny seller account creation request.
  - ➜ **Effect:** Allows admins to decline applications directly from the list.

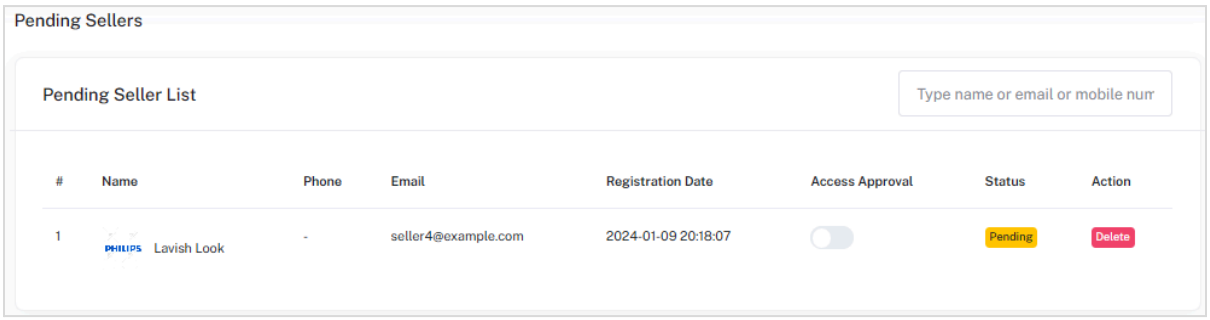


Figure: List of all sellers that have registered to Active eCommerce CMS

16.4. Seller Rating & Followers

The **Seller Rating & Followers** page enables admins to monitor and moderate customer feedback and follower activity for each seller. Customers can leave ratings and reviews after purchases and follow sellers to stay updated on their products. Admins use this section to ensure fair feedback, remove inappropriate reviews, and analyze seller popularity.

Purpose: Provide admins with the tools to oversee seller reputation and engagement, ensuring that customer reviews are constructive and that following activity reflects genuine customer interest.

Action:

- **Access Seller Rating & Followers**
  - ➜ Navigate to **Admin Panel** → **Sellers** → **Seller Rating & Followers**.
  - ➜ **Effect:** Displays a table with seller ratings, customer reviews, and follower counts.

- **Review Ratings**

➜ Each row shows **Seller Name**, **Seller Contact**, **Rating Value (e.g., 4.5/5)**, **Followers**, **Custom Followers**, and available action button.

➜ **Effect:** Admin can quickly evaluate overall seller performance.

- **Check Rating Value & Followers**
  - ➜ View the **rating and number of followers per seller**.
  - ➜ **Rating Value** shows the average feedback a seller receives for its products.
  - ➜ **Followers** show the overall number of users that actually follow the seller.
  - ➜ **Custom Followers** show the additional follower count added by the Admin.
  - ➜ **Effect:** Helps admins track and modify seller popularity and identify trends in customer loyalty.

- **Item-level Actions (Options column)**
  - ➜ **Edit Custom Follower:** Add a set value of follower number to the seller's follower count.
  - ➜ **Effect:** Increases seller's follower count, impersonating a popular followed seller.

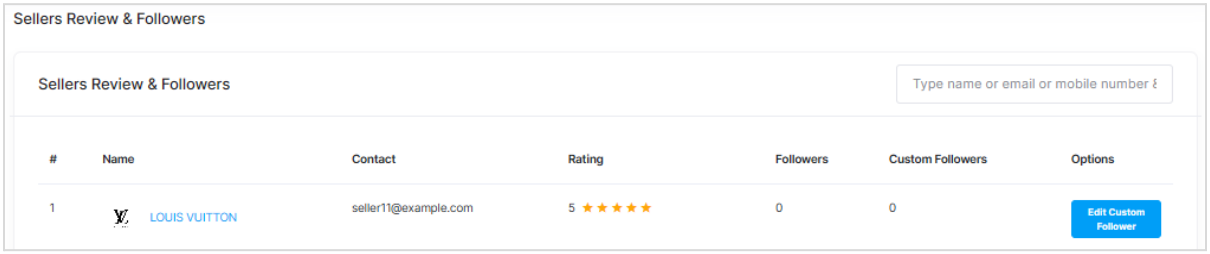


Figure: List of all Sellers with their rating and Follower counts

Notes: *Customers can follow sellers from their store page (see 8.2.4 Follow Sellers) and leave reviews on products or orders (see 8.2.10 Customer Reviews). These entries are reflected here for admin oversight.*

16.5. Payouts

The Payouts page keeps a clear record of all seller payments made by the admin. Each row provides transaction details, including when the payment was made, which seller received it, the amount, and the method of payment.

Purpose: Give admins a consolidated view of all completed seller payments for bookkeeping and transparency.

Action:

- **Access seller payouts**
  - ➜ Go to **Admin Panel** → **Sellers** → **Payouts**.

➜ **Effect:** Opens the seller payment history list.

- **Review payout details**
  ➜ Each row shows **Date (with time), Seller (Store name), Amount**, and **Payment Details** (cash, card, etc.).
  ➜ **Effect:** Admin can instantly verify who was paid, when, and how.

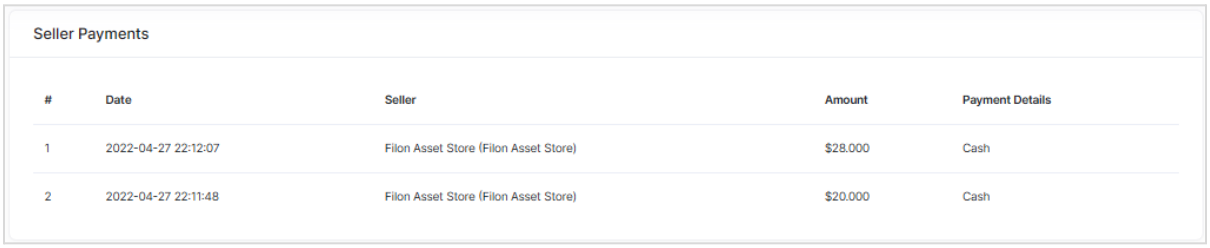


Figure: History of all Sellers Payouts made by the Admin

16.6. Payout Requests

This section shows requests from sellers asking the admin to release due payments and is where admins release payments to sellers for completed sales. Since the system automatically deducts commission, this page focuses on tracking each seller's due balance, settling payouts, and keeping records for financial accountability. Unlike the standard payout list, this allows sellers to initiate withdrawal requests rather than waiting for admin-triggered payments.

Purpose: Help admins track and respond to seller withdrawal requests efficiently.

Action:

- **Access Payout Requests**
  ➜ Navigate to **Admin Panel** → **Sellers** → **Payout Requests**.
  ➜ **Effect:** Shows a table of the sellers withdrawal requests.

- **Review Seller Requests**
  ➜ Columns include: **Date** (request made), **Seller** (Store name), **Total Amount to Pay** (due), **Requested Amount**, **Message** (seller's note), **Status** (Pending/Paid), and **Options**.
  ➜ **Effect:** Admin can understand the seller's request context at a glance.

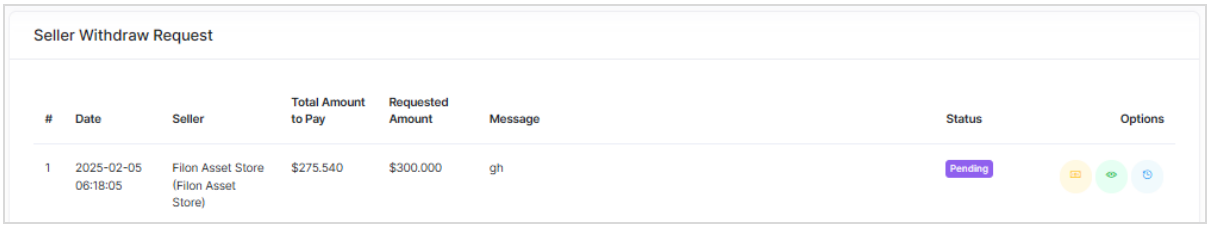


Figure: List of Withdraw Requests made by the sellers

- **Act on a Request**

  From Options, choose:

  ➜ **Pay Now** – directly process payment.

  ➜ **View Message** – check seller's full note.

  ➜ **Payment History** – see past transactions (Payouts) with that specific seller.

  ➜ **Effect:** Admin can either fulfill, review, or cross-check payout history before proceeding.

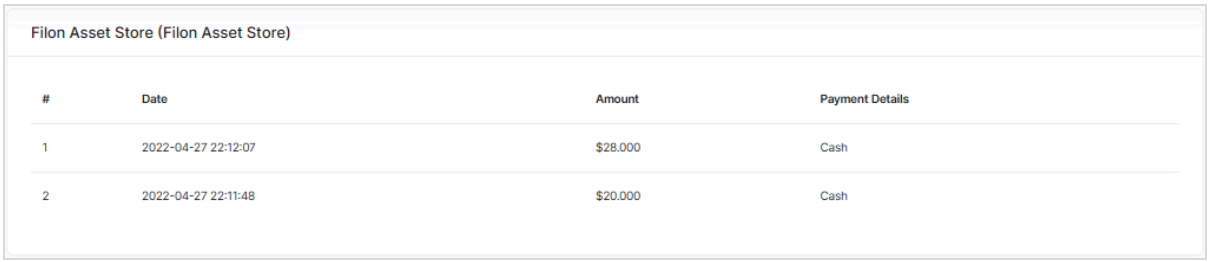


Figure: Payment History for a specific Seller

16.7. Seller Commission

This section defines how commissions are calculated for sellers' earnings. Admins can enforce a fixed global rate, assign seller-specific rates, or category-based rates depending on business needs. Additional options like minimum withdrawal thresholds are also configured here.

Purpose: Ensure commissions are deducted correctly and flexibly across all sellers or categories.

Action:

- **Enable Seller Commission**

  ➜ Toggle the **Seller Commission Activation** switch.

  ➜ **Effect:** Commission rules will start applying to seller transactions.

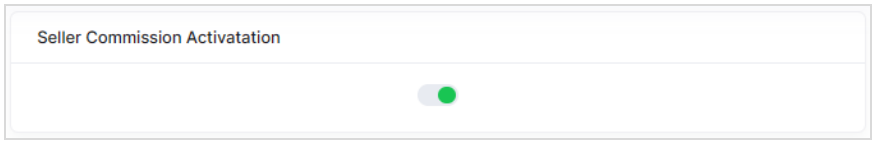


Figure: Commission Activation for sellers from the Admin Panel

- **Choose Commission Type**

  Select one of the following:

  ➜ **Fixed Commission Rate** → A flat percentage applies to all sellers.

  ➜ **Seller-Based Commission Rate** → Custom rate per seller.

  ➜ **Category-Based Commission Rate** → Custom rate per category.

  ➜ **Effect:** Determines how commissions are calculated.

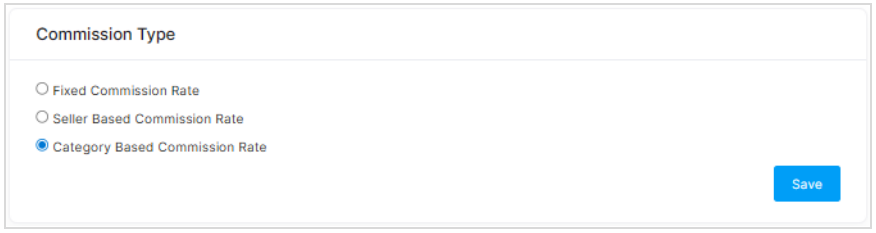


Figure: Selecting Default Commission Type for the sellers from the Admin Panel

- **Set Withdrawal Conditions**

  ➜ Fill in the **Minimum Seller Amount Withdraw** field.

  ➜ **Effect:** Sellers can only request withdrawal after crossing this amount.

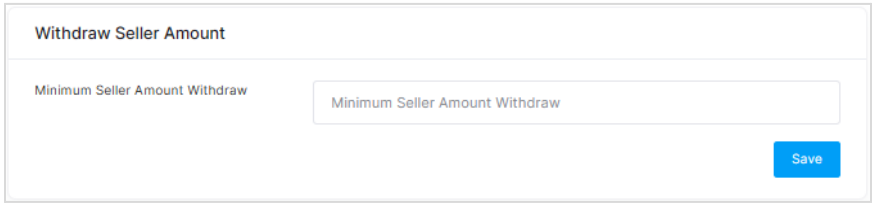


Figure: Setting the Minimum Seller Withdraw amount

- **Fixed Commission Rate**

  ➜ Fill in the **Seller Commission** percentage field

  ➜ **Effect:** The set percentage of seller product price will be deducted from seller earnings.

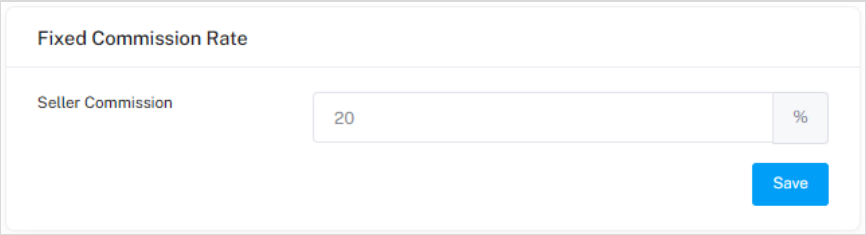


Figure: Setting the Fixed Commission Rate for the seller

Notes:

- ➜ *Commissions are calculated based on the product's price cost after discount. (Tax and Shipping charges are not inclusive)*
- ➜ *Fixed Commission Rate field is only visible when commission type is set to Fixed Commission Rate and saved.*
- ➜ *Seller-Based: Must configure rates under Seller Based Commission.*
- ➜ *Category-Based: Must configure rates under Category Based Commission.*

16.8. Seller-Based Commission

Here admins assign individual commission rates for each seller, overriding the global fixed rate. This is useful when different sellers negotiate unique commission terms.

Purpose: Provide flexibility by applying custom commission percentages on a seller-by-seller basis.

Action:

- **Access Seller Commission Settings**
  - ➜ Go to **Admin Panel** → **Sellers** → **Seller Based Commission**.
  - ➜ **Effect:** Opens a list of all sellers with commission fields along with a top bar notification for when commission type is not selected as Seller-Based.

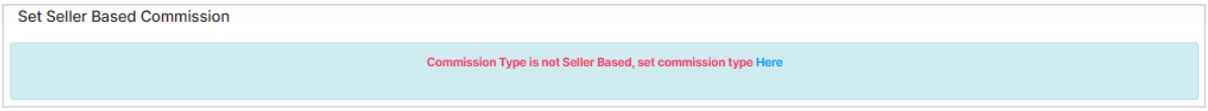


Figure: Notification when Default Commission Type is not Seller-Based

- **Set Commission for a Seller**
  - ➜ Each row shows: **Name**, **Phone**, **Email Address**, **Num. of Products** published, **Email Verification** (Verified/Unverified), **Status** (Regular/Suspicious/Banned), **Commission** field.
  - ➜ Enter a **percentage value** in the Commission field and click **Set**.
  - ➜ **Effect:** Seller's transactions use the new commission rate.

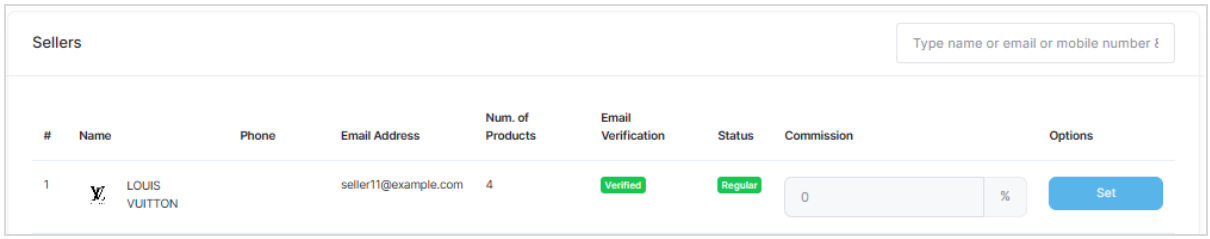


Figure: Setting the commission percentage for all sellers

- **Search a Seller**
  - ➜ Use the search bar to locate sellers by name, email, or phone.
  - ➜ **Effect:** Quickly filter and update specific sellers.

Note: *Requires* ***Commission Type*** *=* ***Seller Based*** *(refer to Seller Commission).*

16.9. Category-Based Commission

Admins can define commission rates per product category. This allows different commission percentages depending on the category or subcategory of products.

Purpose: Enable category-specific commission flexibility for diverse product types along with a top bar notification for when commission type is not selected as Category-Based.

Action:

- **Access category commission settings**
  - ➜ Navigate to **Admin Panel** → **Sellers** → **Category Based Commission**.
  - ➜ **Effect:** Opens the category list with commission input fields.



Figure: Notification when Default Commission Type is not Category-Based

- **Set Commission for a Category**
  - ➜ Each row displays: **Icon** (for parent categories), **Name**, **Parent Category** ("–" for Primary Category), **Commission Rate field**, and **Action** (Set button).
  - ➜ Enter the percentage → click **Set**.
  - ➜ **Effect:** Commission applies to products in that category.

- **Search a Category**

➜ Use the **search bar** to find categories by name.

➜ **Effect:** Quickly filter for the category you want to edit.

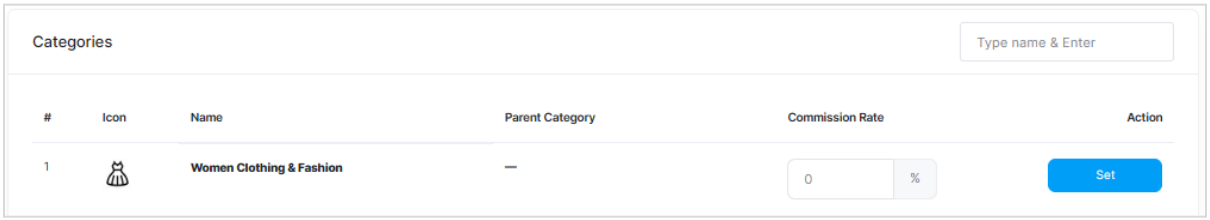


Figure: Setting the commission percentage for all categories

Note:

➜ *Requires **Commission Type** = **Category Based** (refer to Seller Commission).*

➜ *If you set a commission on a **main category**, all its **sister categories inherit the same rate** unless individually changed.*

16.10. Seller Verification Form

The Seller Verification Form is a customizable compliance tool. It lets admins require sellers to upload documents or fill out fields (like business license, ID proof, address proof) before being approved. Fields can be tailored to fit legal and marketplace needs.

Purpose: Ensure sellers are verified and meet marketplace standards before being allowed to sell.

Action:

- **Access verification form**
  - ➜ Go to **Admin Panel → Sellers → Seller Verification Form**.
  - ➜ **Effect:** Opens the form builder interface.
- **Add and Configure Fields**
  - ➜ Choose field type: **Text Input**, **Select**, **Multiple Select**, **Radio**, **File Upload**.
  - ➜ Add required labels and descriptions.
  - ➜ **Effect:** Defines what documents or data sellers must provide.
- **Save and Enforce Verification**
  - ➜ Once fields are set, new seller applicants must complete the form to be marked as verified.
  - ➜ **Effect:** Admins should only enable Verification Approval toggle for sellers who pass the verification requirements.

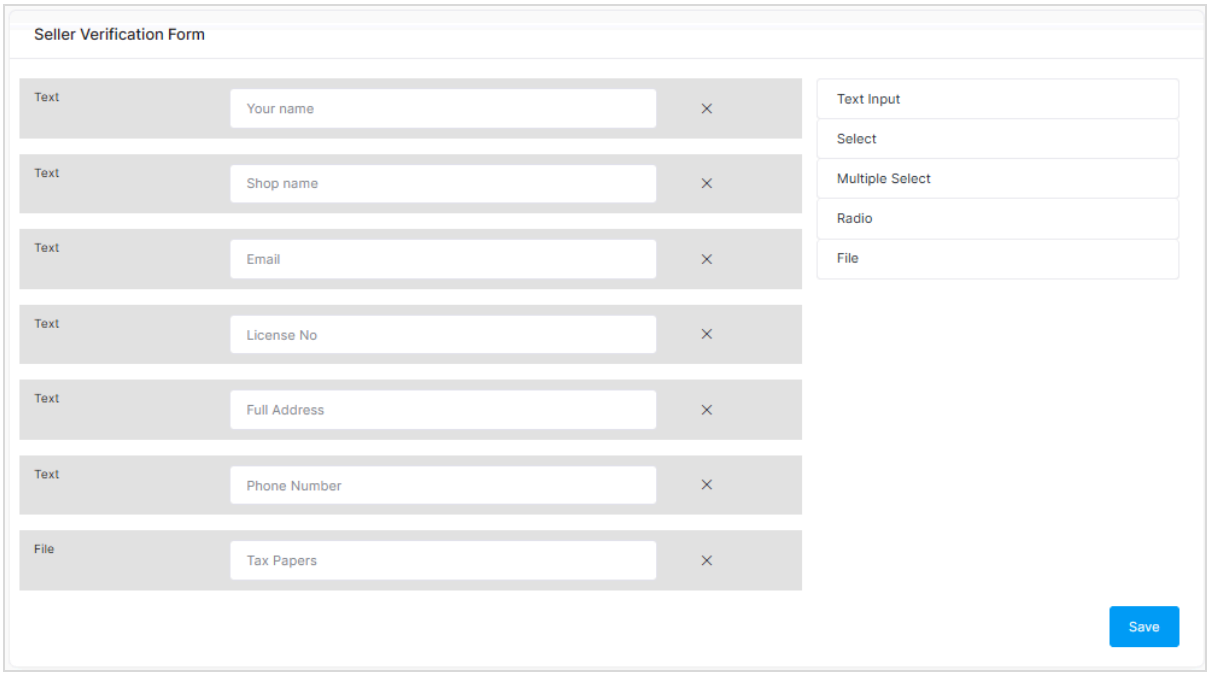


Figure: Creating the verification form for the Sellers

17. Uploaded Files

The Uploaded Files section is the built-in media library for Active eCommerce CMS. It stores images that can be reused across products, categories, blog posts, banners, and marketing campaigns. This ensures consistent branding and prevents duplicate uploads.

Purpose: Provide a central repository to upload, search, and manage images, streamlining workflows for both admins and sellers.

Action:

- **Access the Uploaded Files List**
  - ➜ Navigate to **Admin Panel** → **Uploaded Files**.
  - ➜ Or, Navigate to **Seller Panel** → **Uploaded Files**.
  - ➜ **Effect:** Opens the file manager showing all uploaded files in a **Large Icons view** with details such as File Name, File Type, and Size.

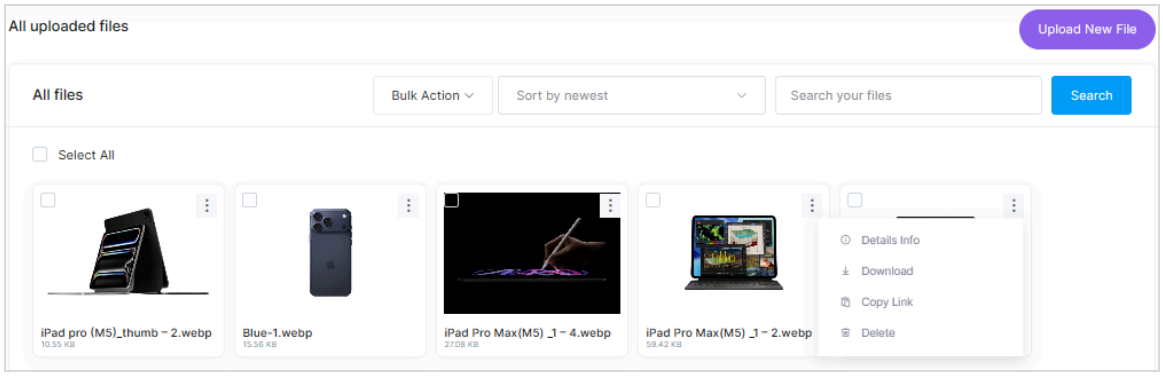


Figure: Library of all Uploaded Media in Active eCommerce CMS

- **Upload a New File**
  - ➜ Click **Upload New File** → select images from local storage.
  - ➜ Supported formats: **JPG**, **PNG**, **WebP, SVG, GIF, PDF,** etc.
  - ➜ **Effect:** Adds the image to the library, making it available for use throughout the system.

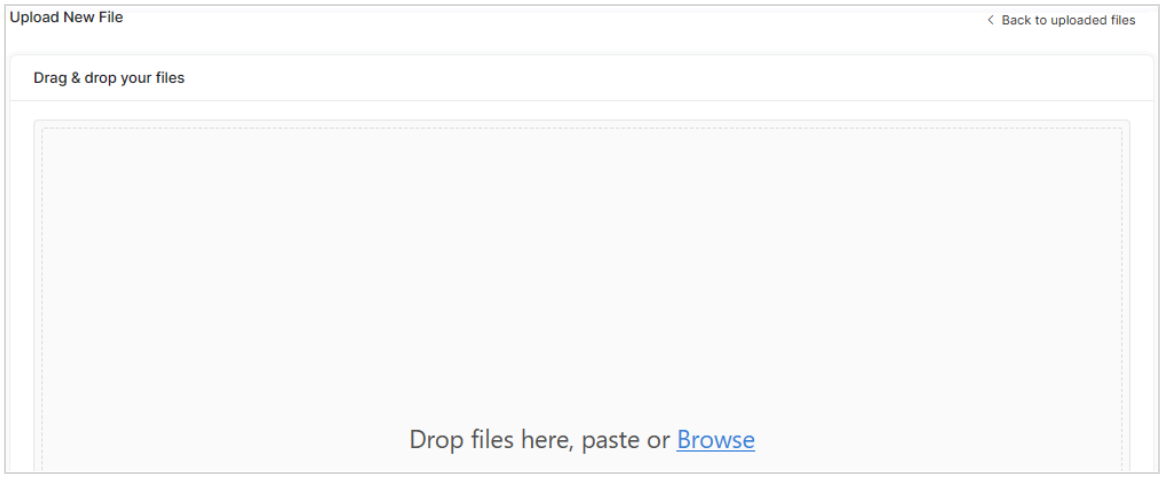


Figure: Uploading New Files in Active eCommerce CMS

- **Search and Filter Files**
  - ➜ Use the **search bar** to find files by name.
  - ➜ Use the **sort dropdown** to filter by **Newest**, **Oldest**, **Smallest**, or **Largest**.
  - ➜ **Effect:** Quickly narrow down the file list to locate specific assets.

- **Bulk Actions on Files**
  - ➜ **Select all** files or mark **specific images** using checkboxes.
  - ➜ Apply **Bulk Action** → **Delete Selection**.
  - ➜ **Effect:** Removes multiple images at once for easier cleanup.

- **Manage Existing Files**

Click the **three-dot menu** on the top-right corner of an image to choose:

➜ **Detail Info** – view File Name, File Type, File Size, Uploaded By, and Uploaded At (date & time).

➜ **Download** – save the image locally.

➜ **Copy Link** – generate a direct URL to the file.

➜ **Delete** – permanently remove the file.

➜ **Effect:** Allows granular control over individual media files.

- **Attach Files in Products or Pages**
  - ➜ While editing **Products**, **Categories**, **Banners**, **Blog Posts**, etc. choose images directly from the **Uploaded Files** library.
  - ➜ **Effect:** Ensures consistent use of assets without repeated uploads.

Notes:

➜ ***Admins and Sellers both use this feature**, but:*

- *Admin uploads are **global** and can be used across the entire marketplace.*
- *Seller uploads are **store-specific** and limited to that seller's account.*
- *For Seller: Navigate to Seller Panel → Uploaded Files*

➜ *Upload size limits and restrictions are set in **Setup & Configuration** → File System & Cache Configuration.*

18. Reports

The Reports section is where admins analyze performance across the marketplace. It consolidates sales, earnings, commissions, product trends, customer searches, and wallet recharges into structured reports. These tools help admins monitor business health, spot issues, and make informed strategic decisions.

Purpose: Provide admins with transparent and structured insights into financial and product performance, enabling data-driven decision-making for growth, compliance, and resource allocation.

18.1. Earning Report

The **Earning Report** is the central financial overview of the system. It combines sales revenue, payouts, commissions, subscriptions, delivery charges, and refunds into one place, helping admins track both gross and net earnings over different time periods. Visual graphs are provided for clear trend analysis.

Purpose: Allow admins (and authorized staff) to review total earnings, track net income after deductions, and analyze sales/payout trends through detailed charts and reports.

Action:

- **Access the Earning Report**
  - ➜ Navigate to **Admin Panel → Reports → Earning Report**.
  - ➜ **Effect:** Opens the full system earnings dashboard.

- **Check Overall Summaries**

  At the top of the page, admins can see:
  - ➜ **All-time total sales amount** with a month-wise graph.
  - ➜ **Total payouts amount** with month-wise payout graph.
  - ➜ **Total category and brand sale amounts**.
  - ➜ **Effect:** Gives an instant view of cumulative performance and top-level trends.

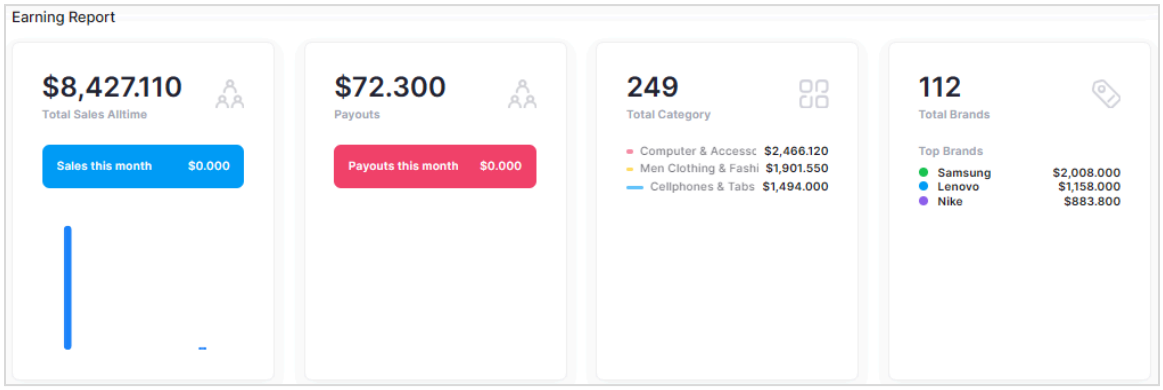


Figure: Overall Summary Reports in the Admin Panel

- **Review Net Sales Report**

  The **Net Sale Report chart** displays breakdowns of:
  - ➜ **Total Product Sale** (deducting admin commission & shipping cost).
  - ➜ **Total Seller Commission** (admin's earning from seller product sales).
  - ➜ **Seller Subscription** (earnings from seller package purchases).
  - ➜ **Customer Subscription** (earnings from customer package purchases).
  - ➜ **Delivery** (shipping charge collected).

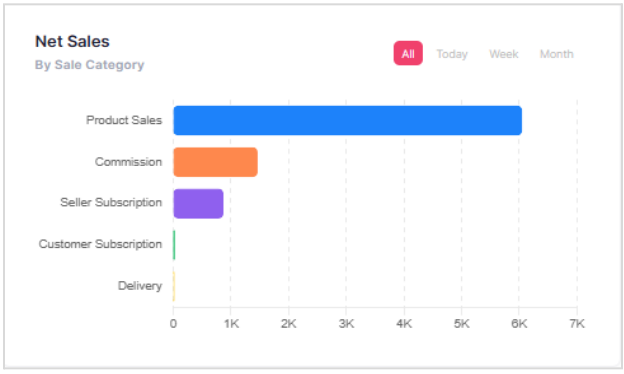


Figure: Reviewing Net Sales Report in the Admin Panel

  - ➜ **Effect:** Helps admin clearly distinguish revenue sources and net profitability.

- **Review Payout & Net Sale Chart**

  The **Payout Net Sale Report chart** mirrors the Net Sales chart but focuses on outflows:

  ➜ **Seller Payouts** — how much admin paid sellers.

  ➜ **Product Refunds** — how much refunded to customers.

  ➜ **Delivery Boy Payments** — expenses for delivery services.

  ➜ **Effect**: Provides visibility into expense-side flows against income.

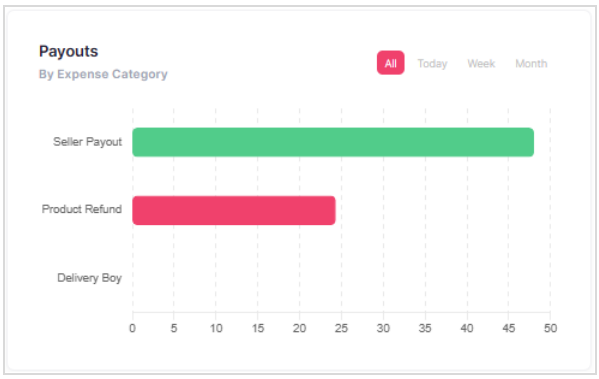


Figure: Payout Report in the Admin Panel

- **Check Sales Analytics**

  The **Sales Analytics graph** offers multiple time-based views:

  ➜ **Date-wise (current month)**

  ➜ **Today's data** (highlighted bar)

  ➜ **Weekly data** (last 7 days, highlighted bar)

  ➜ **Monthly data** (last 30 days, highlighted bar)

  ➜ **Effect**: Enables admins to quickly compare performance across different time frames.

- **Review Payout Analytics**

  ➜ The **Payout Sales Analytics graph** mirrors the Sales Analytics report, but for payouts.

  ➜ **Effect**: Ensures admins can track how outgoing payments trend relative to earnings.

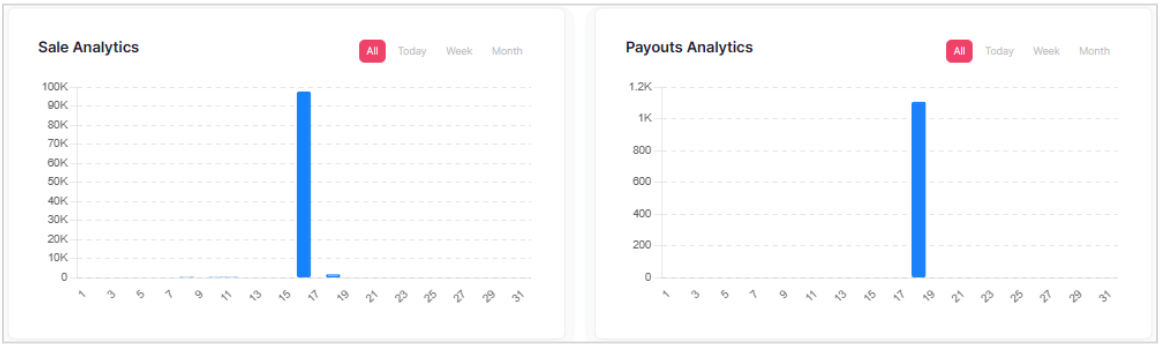


Figure: Sale Analytics and Payout Analytics charts in Active eCommerce CMS

18.2. In House Product Sale

This report focuses exclusively on all products uploaded and sold directly by the admin. It allows the admin to measure how their own catalog is performing independently from seller-contributed items. With built-in category filters, it's easy to pinpoint bestsellers and identify underperforming categories.

Purpose: Help admins track performance of in-house products and measure sales volume per product and per category.

Action:

- **Access the in-house product sale report**
  - ➜ Navigate to **Admin Panel** → **Reports** → **In House Product Sale**.
  - ➜ **Effect:** Opens a table showing all inhouse products with their sales records with a Filter button to choose category.

- **Review table columns**
  Columns include:
  - ➜ **Product Name**
  - ➜ **Num of Sale** — Units sold.
  - ➜ **Effect:** Quickly see which admin products sell best.

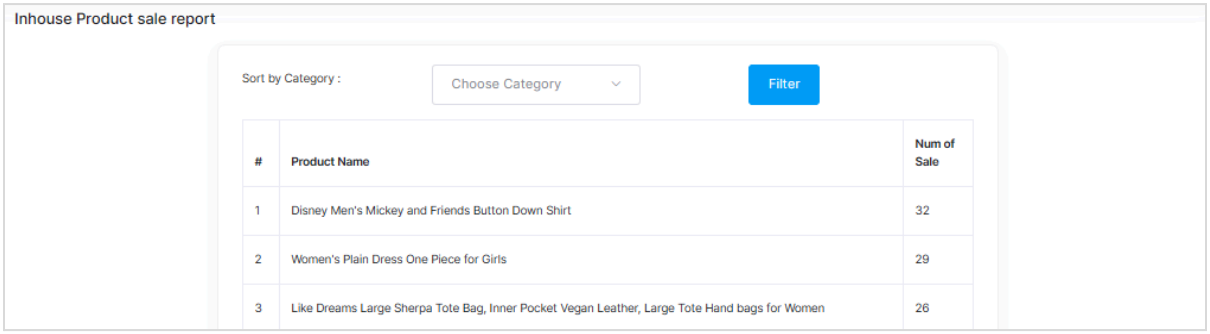


Figure: In house Product Sale Report

18.3. Seller Product Sale

This report highlights the sales performance of registered sellers. It details the number of products sold and total order amounts per seller, making it easy for admins to compare different sellers' contributions to the overall marketplace. The verification-status filter helps to differentiate between approved sellers and those still pending approval.

Purpose: Let admins monitor seller contributions to total sales and evaluate seller performance by sales volume and revenue.

Action:

- **Access Seller Product Sale Report**
  - ➜ Navigate to **Admin Panel** → **Reports** → **Seller Product Sale**.
  - ➜ **Effect:** Loads a sales report table showing only seller-listed product sales.
- **Review Table Columns**

  Columns include:
  - ➜ **Seller Name** — Seller that listed the product.
  - ➜ **Shop Name** — Store that listed the product.
  - ➜ **Number of Product Sale** — Units sold.
  - ➜ **Order Amount** — Total currency sold.
  - ➜ **Effect**: Provides per-seller sales insights.
- Use the **Sort by Verification Status** filter (Approved/Not Approved) → click **Filter**.
  - ➜ **Effect:** Compare performance between verified and non-verified sellers.

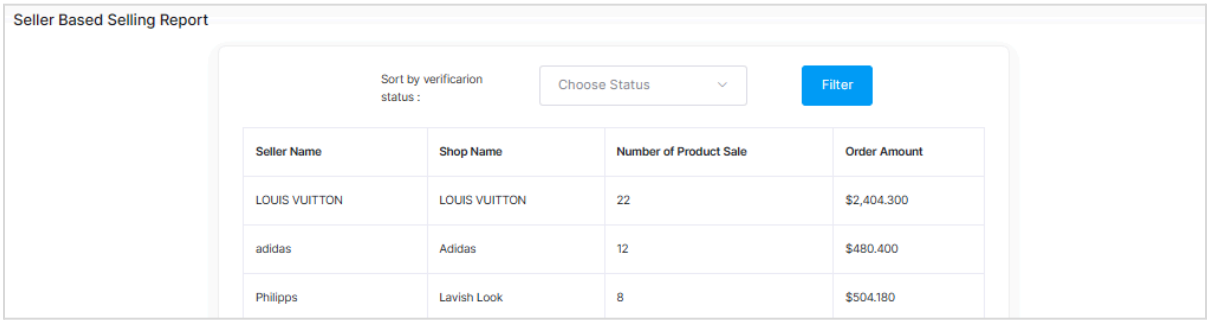


Figure: Seller Product Selling Report

Note: *Non-verified sellers report shows the record of past sales as these sellers' products are not visible in the storefront for purchase after their verification toggle was turned off from All Sellers.*

18.4. Products Stock

The **Products Stock** report gives a consolidated view of product availability across the system. Admins can quickly identify items running low on quantity , avoid stockouts, and restock strategically. By filtering products by category, stock monitoring can be narrowed to specific departments or product lines.

Purpose: Let admins track stock levels to identify low-stock items and plan restocking efficiently.

Action:

- **Open the Product Stock Report**
  ➜ Go to **Admin Panel** → **Reports** → **Products Stock**.
  ➜ **Effect:** Displays a stock list for all products.

- Use the **Choose Category** combo box → click **Filter**.
  ➜ **Effect:** Focus stock review on a specific category.

- **Review Table Columns**
  Columns include:
  ➜ **Product Name** — Item name.
  ➜ **Stock** — Remaining quantity.
  ➜ **Effect:** Shows real-time stock availability of products.

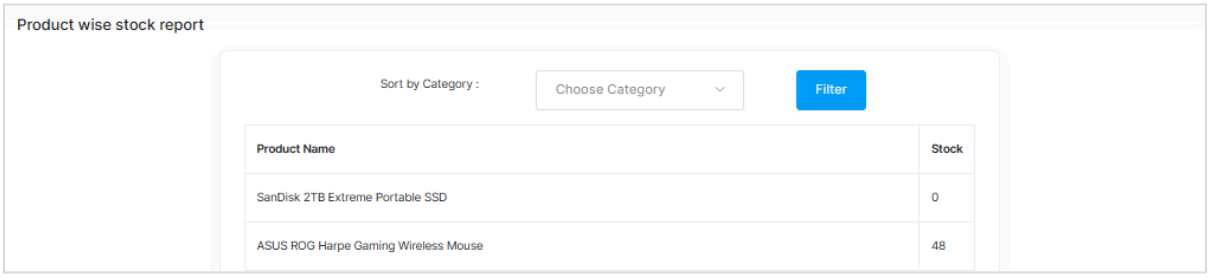


Figure: Product Wise Stock Report

18.5. Products Wishlist

The **Products Wishlist** report reflects customer intent by showing which items are most frequently saved to wishlists. Since wishlisted items often represent potential future purchases, this data is valuable for planning promotions, discounts, or highlighting specific items. Category filters allow for deeper insights into demand trends across different segments.

Purpose: Show which products customers are saving for later to forecast demand trends and prioritize promotions.

Action:

- **Open wishlist report**
  ➜ Navigate to **Admin Panel** → **Reports** → **Products Wishlist**.

➜ **Effect:** Displays a list of products customers saved.

- **Review table columns**

  Columns include:

  ➜ **Product Name** — Item saved.

  ➜ **Number of Wish** — Count of customers who added it.

  ➜ **Effect:** Reveals popularity trends by identifying most desired products.

- Use the **Choose Category** combo box → click **Filter**.

  ➜ **Effect:** View wishlist activity for specific categories.

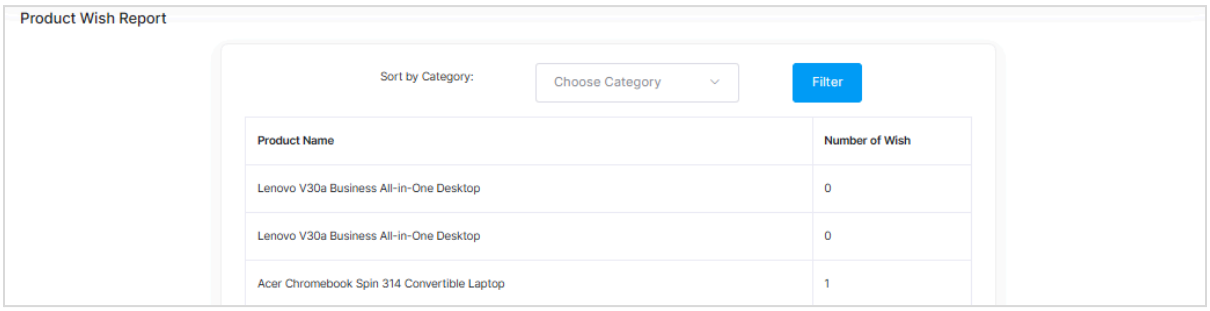


Figure: Product Wishlist Report

18.6. User Searches

The **User Searches** report tracks what customers type into the search bar. By analyzing these queries, admins can detect popular demand, spot gaps in the catalog (items customers are searching for but not finding), and optimize product listings and metadata. This data is especially valuable for improving SEO and enhancing product discoverability.

Purpose: Help admins understand customer intent, identify gaps in product catalog, and optimize listings.

Action:

- **Access user search report**

  ➜ Navigate to **Admin Panel** → **Reports** → **User Searches**.

  ➜ **Effect:** Displays list of search terms used by customers.

- **Check search details**

  Columns include:

  ➜ **Search By** — Word/phrase entered by customers.

➜ **Number of Searches** — How many times it was searched.

➜ **Effect:** Shows popular search terms and demand patterns.

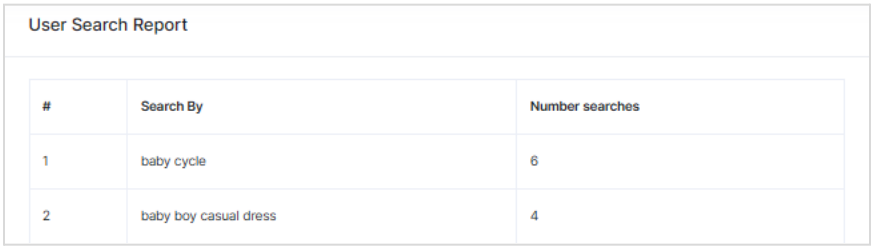


Figure: User Search Report

18.7. Commission History

The **Commission History** report details the financial breakdown of each order. It separates the admin's earned commission from the seller's earnings and records the date/time of each transaction. With seller and date range filters, admins can drill down into specific accounts or periods to reconcile payouts and track income flow accurately.

Purpose: Allow admins to track how much commission was earned from each seller transaction and what the seller received.

Action:

- **Access Commission History**
  ➜ Navigate to **Admin Panel** → **Reports** → **Commission History**.
  ➜ **Effect:** Opens commission records tied to seller orders.

- **Filter by Date**
  ➜ Set **From–To** dates.
  ➜ **Effect:** Limits results to a specific reporting period.

- **Review Table Columns**
  Columns include:
  ➜ **Order Code** — Order reference.
  ➜ **Admin Commission** — Value taken as commission.
  ➜ **Seller Earning** — Currency of product sold.
  ➜ **Created At (Date/Time)** — Date and time of order/transaction.
  ➜ **Effect:** Gives admin visibility into historical commission revenue.

Notes: *Commissions are calculated based on the product's price cost after discount. (Tax and Shipping charges are not inclusive)*

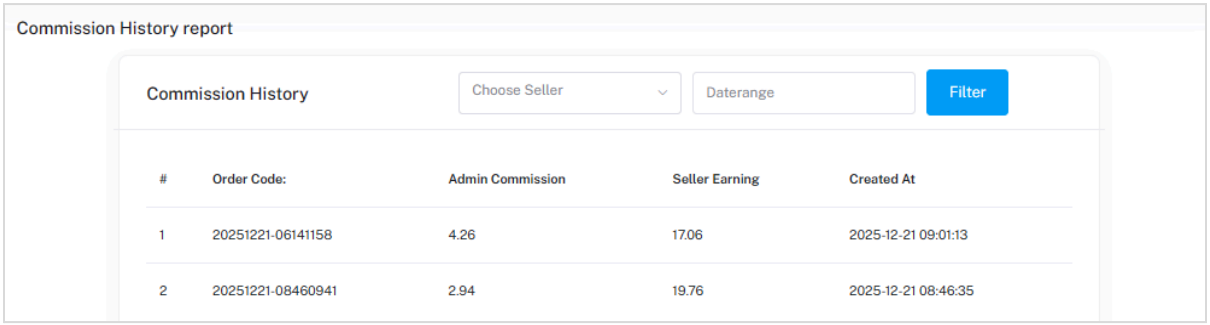


Figure: Commission History Report

18.8. Wallet Recharge History

The **Wallet Recharge** History report provides a record of all customer wallet top-ups. It lists each transaction with details of the customer, date, amount, payment method, and approval status.

Purpose: Help admins monitor how customers top up wallets, track payment methods used.

Action:

- **Access Wallet Recharge History**
  - ➜ Go to **Admin Panel** → **Reports** → **Wallet Recharge History**.
  - ➜ **Effect:** Displays customer wallet recharge records.
- **Review recharge details**

  Report fields:
  - ➜ **Customer** — Name of customer who recharged.
  - ➜ **Date** — Date of recharge.
  - ➜ **Amount** — Recharge value.
  - ➜ **Payment Method** — Mode used.
  - ➜ **Approval** – N/A/Pending/Approved
  - ➜ **Effect:** Shows detailed history of wallet transactions.
- Use the **Choose User** combo box or **Date Range Picker** → click **Filter.**
  - ➜ **Effect:** View recharges by specific customer or within a time period.

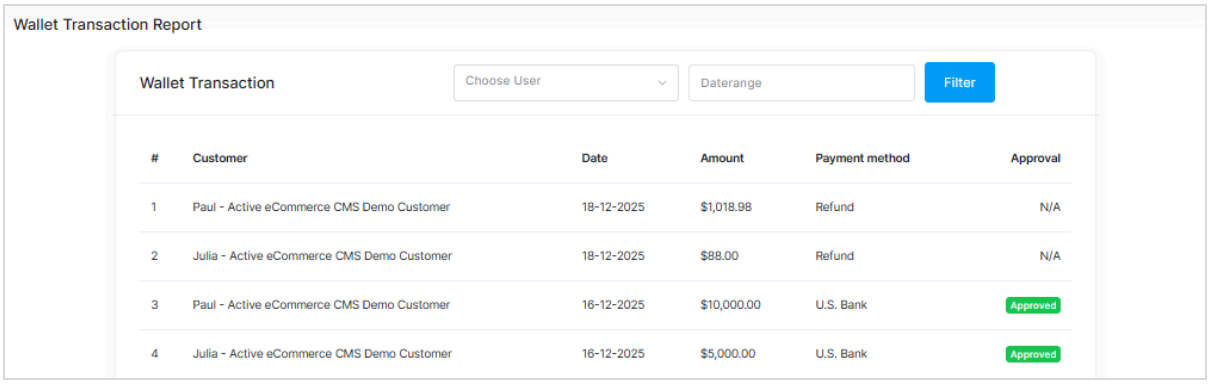


Figure: Wallet Transaction Report

19. Blog System

The Blog System is a built-in content feature that allows admins to publish articles, updates, or announcements directly on the storefront. This improves SEO, educates customers about products, and provides a communication channel for promotions or policies. Blog posts can be categorized to keep the content organized and searchable for readers.

Purpose: Provide admins with tools to create and manage blog content, improving site engagement, customer education, and organic search visibility.

19.1. All Posts

The All Posts page lists all published or draft blog entries with their essential details. From here, admins can add, edit, publish/unpublish, or delete posts.

Purpose: Manage the lifecycle of blog posts, including creation, updates, and visibility control.

Action:

- **Access Blog Posts list**
  - ➜ Navigate to **Admin Panel** → **Blog System** → **All Posts**.
  - ➜ **Effect:** Opens a table of all blog posts with key details.

- **Review Blog Table Columns**
  - ➜ **Title** – Displays the blog post name.
  - ➜ **Category** – Shows the product category the blog post is linked with.
  - ➜ **Short Description** – A preview of the blog content.

➜ **Status** – Toggle to publish or unpublish.

➜ **Options** – Edit or Delete.

➜ **Effect:** Admin can quickly assess blog content and control visibility.

- **Filter Blog Posts**
  - ➜ Use the "**Type & Enter**" **search box** to locate posts by blog title.
  - ➜ **Effect:** Quickly find posts without manually scrolling through the list.

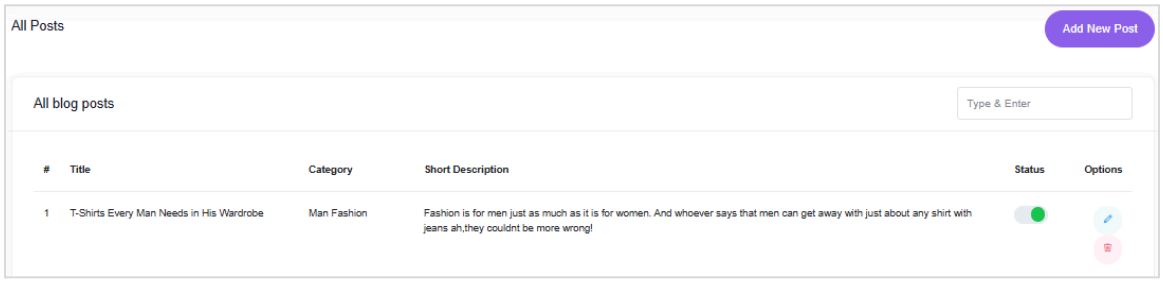


Figure: List of all added Blog Posts

- **Add a New Post**
  - ➜ Click **Add New Post** → Redirects to the **Blog Information** page.
  - ➜ Fill in required fields:
    - **Blog Title** – Title visible on storefront.
    - **Category** – Select from dropdown (product categories).
    - **Slug** – URL-friendly text string.
    - **Banner** – Image (1300×650px recommended).
    - **Short Description** – A preview of the main description.
    - **Description** – Main blog body (supports text, images, or media).
    - **Meta Title** – SEO title for search engines.
    - **Meta Image** – SEO image (200×200px recommended).
    - **Meta Description** – Short SEO description.
    - **Meta Keywords** – Keywords for search optimization.
    - Click **Save** to publish or keep as draft.
  - ➜ **Effect:** New post appears in the All Posts list and on the storefront if published.

Note: *Meta Title, Meta Description, and Meta Keywords directly influence how search engines index and display the blog post.*

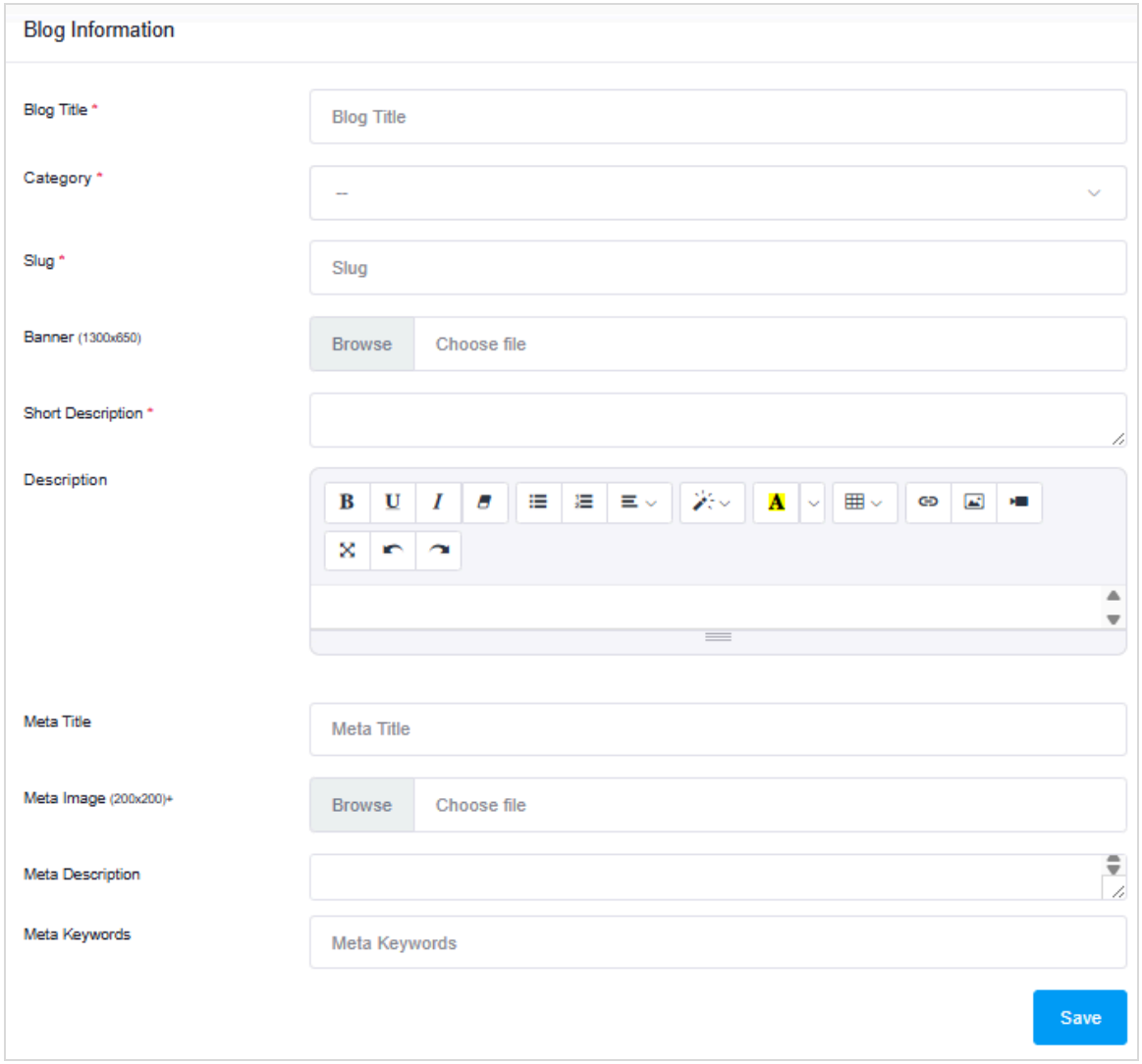


Figure: Adding a New Blog Post

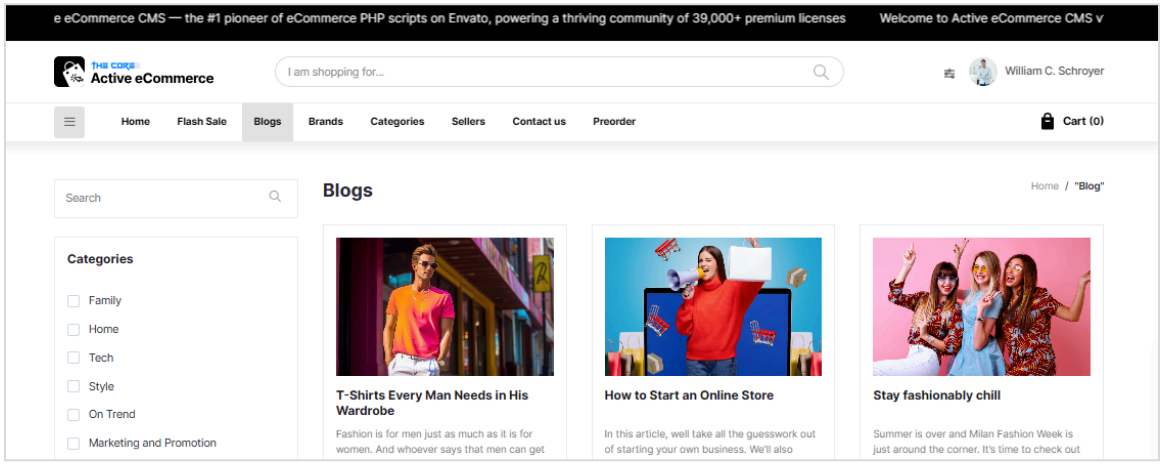


Figure: Blog Posts in the frontend

19.2. Blog Categories

The **All Blog Categories** page lets admins organize blog posts into topic-based categories for easier navigation and SEO relevance.

Purpose: Keep blog content structured by assigning posts to meaningful categories.

Action:

- **Access Blog Categories**
  - ➜ Navigate to **Admin Panel** → **Blog System** → **Categories**.
  - ➜ **Effect:** Opens a table listing all existing blog categories.
- **Review Blog Categories Table**
  - ➜ **Name** – Category name.
  - ➜ **Options** – Edit or Delete.
  - ➜ **Effect:** Admin can directly manage available blog categories.
- **Filter Categories**
  - ➜ Use the "**Type Name & Enter**" **search box** to locate a specific category.
  - ➜ **Effect:** Quickly find categories for editing.

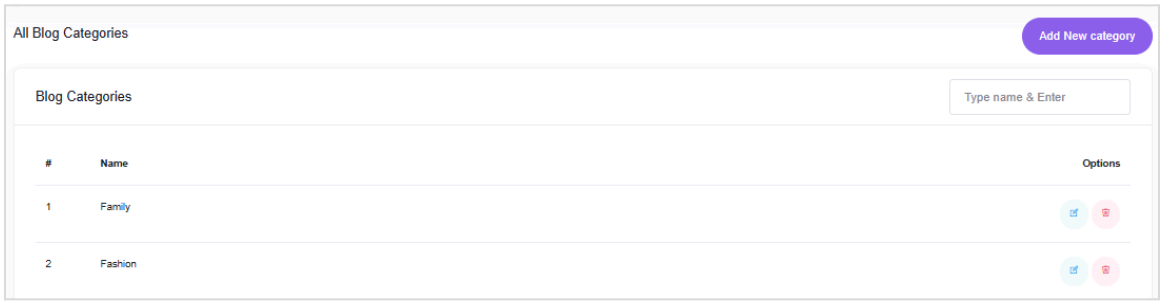


Figure: List of all added Blog Categories

- **Add a New Category**
  - ➜ Click **Add New Category** → Redirects to **Blog Category Information**.
  - ➜ Fill in the field: **Name** of the new category
  - ➜ Click **Save**.
  - ➜ **Effect:** New category becomes available for selection when creating/editing blog posts.



Figure: Adding new Blog Category

Notes:

- ➜ *Blog posts not only inform and engage customers but also help improve **SEO ranking**.*
- ➜ *Adding blogs tied to product categories helps search engines associate your site with relevant keywords, boosting product visibility in organic searches.*

20. Support

The Support section provides admins with tools to handle customer and seller inquiries, ensuring smooth communication, resolution of issues, and effective feedback management. It centralizes tickets, product conversations, queries, and general contact messages in one place for easier tracking.

20.1. Ticket

The Ticket subsection manages formal support tickets submitted by customers or sellers. Admins can track, reply, and mark resolution statuses.

Purpose: Provide admins with a centralized support desk to manage and resolve all formal support tickets raised by users.

Action:

- **Access Support Desk**
  - ➜ Navigate to **Admin Panel** → **Support** → **Ticket**.
  - ➜ **Effect:** Opens a table of all tickets submitted by customers or sellers.
- **Review Tickets**
  - ➜ The table lists: **Ticket ID**, **Sending Date** (with time), **Subject**, **User** (Name), **Status** (Open/Solved/Pending), **Last Reply** (Date & Time), **Options** (View).
  - ➜ **Effect:** Admins get a complete overview of all active and past tickets.

Note: *New tickets are marked with a "**new**" label beside Sending date.*

- **Search by Ticket Code**
  - ➜ Enter the **ticket code** in the **text box** and press **Enter**.
  - ➜ **Effect:** Filters tickets quickly to locate specific cases.

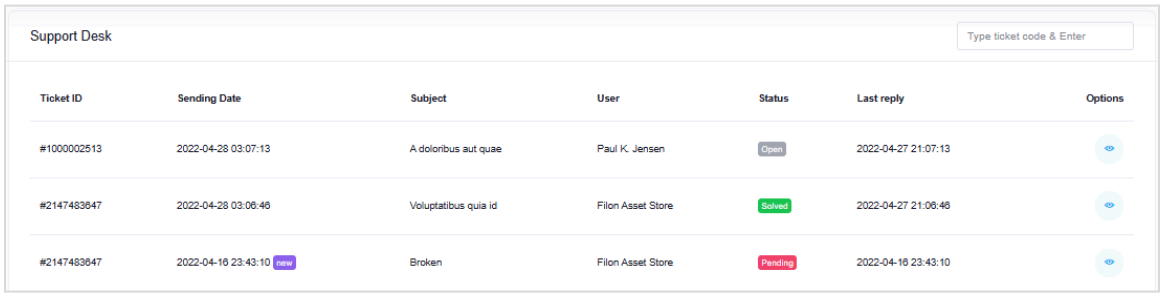


Figure: List of all Tickets submitted to Admin by Sellers and Customers

- **View Full Ticket Conversation**
  - ➜ Click **View** in the Options column to open ticket details.
  - ➜ **Effect:** Displays the complete communication thread with the user.

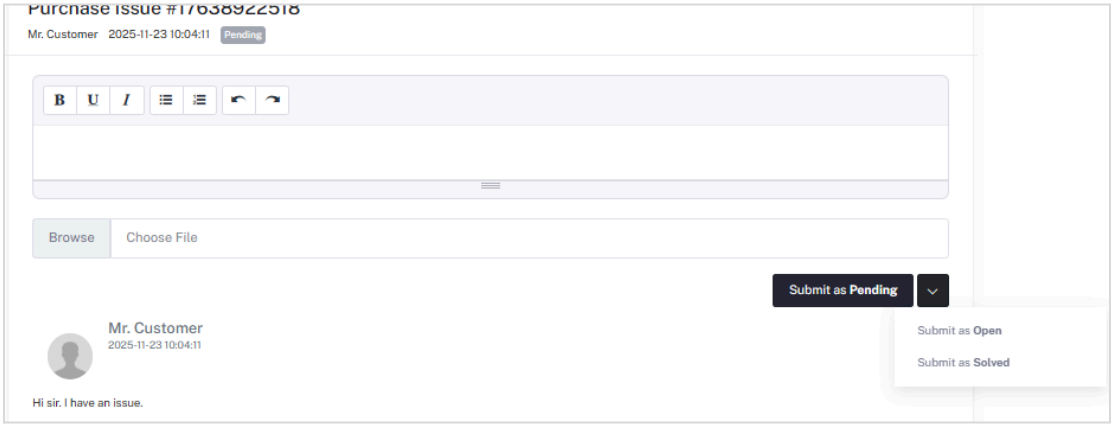


Figure: Viewing and Replying to a Ticket from the Admin Panel

- **Reply & Update Ticket Status**
  - ➜ After opening the ticket details by clicking on **View**, type your reply and attach files or images (optional).
  - ➜ Tickets can be replied/marked as **Open**, **Solved**, or **Pending** based on progress by the admin during submission.
  - ➜ After solving the problem, submit the final reply as solved for future reference.
  - ➜ **Effect:** Keeps communication structured and signals resolution stage.

Note:

➜ *Admin should reply as open to mark which tickets the admin has replied to.*

➜ *If a customer/seller replies back to the ticket (Open / Solved), it gets automatically marked as pending, letting the Admin know about the new reply.*

➜ *Once ticket status is changed to **Open** by the Admin, the Admin can not change the status back to **Pending**. But, **Solved** tickets can again be changed back to **Open** by the Admin.*

➜ *Support conversations are private between the customer/seller and the admin.*

➜ *Refer to Customer's Support Ticket to learn about how a customer sends a Ticket to admin.*

➜ *Refer to Seller's Support Ticket to learn about how a seller sends a Ticket to admin.*

20.2. Product Conversations

The Product Conversations section allows admins to **monitor all product-related chats** between customers and sellers (and admin ↔ customer conversations for in-house products).

Purpose: Provide admins with oversight of customer–seller communication to ensure policy compliance, resolve disputes, and maintain quality across all product inquiries.

Action:

- **Access Product Conversations**
  - ➜ Navigate to **Admin Panel** → **Support** → **Product Conversations**.
  - ➜ **Effect:** Opens a page listing all conversations initiated about products across the marketplace.

- **Review Conversation Records**
  - ➜ The table contains the following columns:
    - **Date** — Timestamp of the latest message in the thread.
    - **Title** — Product Name the conversation is about.
    - **Sender** — The user (customer or admin) who sent the most recent message.
    - **Receiver** — The seller or admin who received the message.
    - **Options** — **View** and **Delete** buttons.
  - ➜ New/unread conversations for admin display a **"new"** badge next to the Sender's name.
  - ➜ **Effect:** Allows admins to monitor discussion flow and check for compliance issues or unusual communication patterns.

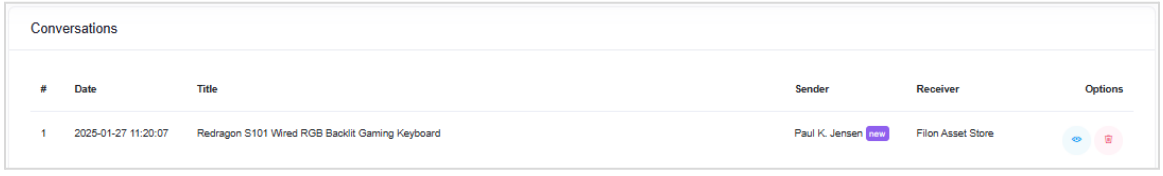


Figure: List of all Conversations in the Admin Panel

- **View or Reply to a Conversation**
  - ➜ Click **View** under the Options column.
  - ➜ Opens the full conversation thread showing all previous messages in chronological order.
  - ➜ Type your message in the input field and click **Send**.
  - ➜ **Effect:** Sends the reply instantly to the seller or customer, and the message appears immediately in the conversation thread. Admin can review the complete discussion for moderation, dispute-checking, or verification.

Note: *Admin can only reply if the conversation is with admin about an* ***In-House product****; admin cannot reply in customer ↔ seller conversations.*

- **Delete a Conversation**
  - ➜ Click **Delete** under Options and confirm the action.
  - ➜ When admin deletes a conversation, it is removed **from the conversation lists of *all* participants** (customer, seller, and admin).
  - ➜ **Effect:** Permanently removes inappropriate, abusive, or policy-violating conversations from the system.

Note:

- ➜ *Admin has access to both his conversation with the seller and sellers conversation with the customers. However, Admin can not reply to a seller-customer conversation.*
- ➜ *Refer to Customer and Seller Product Conversation to learn more.*
- ➜ *Conversation Activation must first be enabled by the Admin in Features Activation.*

20.3. Product Queries

Product Queries capture customer questions about products. Admins can review and reply to resolve any of the customers queries.

Purpose: Allow admins to reply to customer-submitted product questions.

Action:

- **Access Product Queries**
  - ➜ Navigate to **Admin Panel** → **Support** → **Product Queries**.
  - ➜ **Effect:** Displays a list of product-specific customer questions.
- **Review Queries**

➜ The table displays the following columns:

- **User Name** – Customer who submitted the query.
- **Product Name** – The product the query is about.
- **Question** – The customer's message.
- **Reply** – Seller's response (if added).
- **Status** – Indicates whether the query is Replied or Not Replied.
- **Options** – Contains the **View** button to open and answer the query.

➜ **Effect:** Admins can ensure questions are being answered.

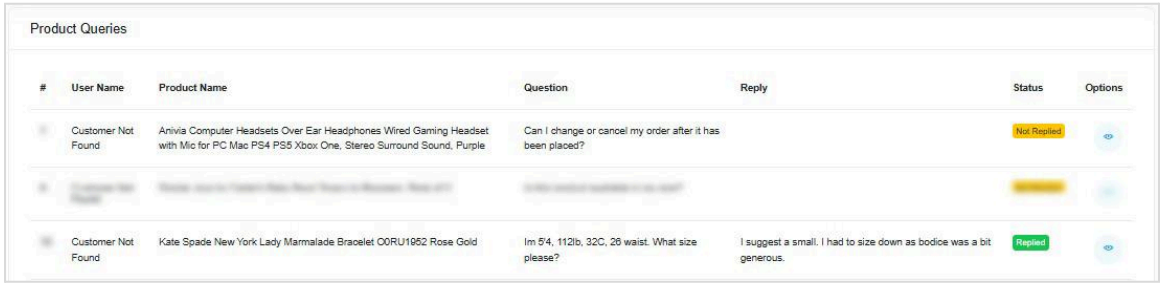


Figure: List of all Queries sent in the Admin Panel

- **Track Reply Status**
  - ➜ Queries are marked **Replied** or **Not Replied** based on progress.
  - ➜ Replying to a query automatically updates status from Not Replied to Replied.
  - ➜ **Effect:** Quickly shows pending responses requiring admin action.

- **View Full Query Thread & Respond**
  - ➜ Select **View** in the **Options** column.
  - ➜ Admin can type a reply to an unreplied query and click on **Send**.
  - ➜ Admin can also view and update their response to previously replied query and click on **Update**.
  - ➜ **Effect:** Opens the question for the admin to reply.

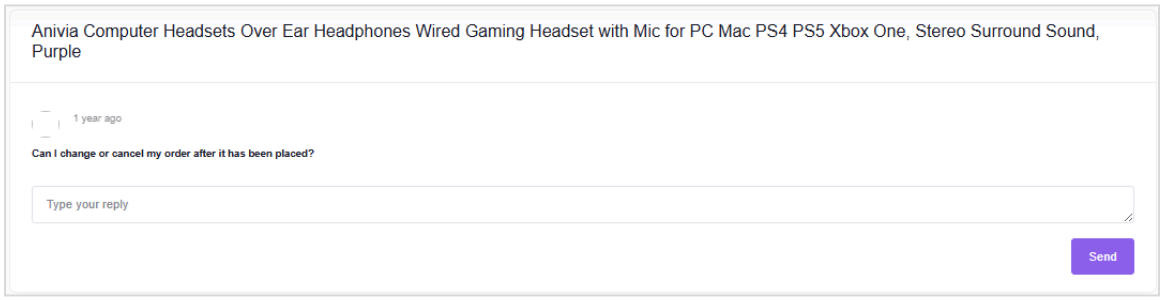


Figure: Replying to customers or Sellers Query from the Admin Panel

Note:

- ➜ *Queries are user scoped, i.e. Admins receive queries of In-House products and Sellers' receive Queries of seller's own store products.*
- ➜ *Queries and their replies for a product are visible to the **public** in the query section at the product's storefront.*
- ➜ *Product Query Activation must first be enabled by the Admin in Features Activation.*

20.4. Contacts

The Contacts subsection stores general queries submitted via the website's contact form. These may include feedback, inquiries, or complaints not tied to specific products.

Purpose: Provide admins a way to track and respond to general user communications beyond tickets and product-level queries.

Action:

- **Access Contacts**
  - ➜ Navigate to **Admin Panel** → **Support** → **Contacts**.
  - ➜ **Effect:** Displays all incoming contact form submissions.
- **Review Contact Messages**
  - ➜ The table lists: **Name**, **Email**, **Phone**, **Query**, **Reply**, **Status** (Replied/Not Replied), and **Options**.
  - ➜ **Effect:** Admins get a full overview of all general user queries.
- **Respond to Queries**
  - ➜ Use **Reply** under **Options**.
  - ➜ **Effect:** Sends a direct response back to the sender.
- **Mark Status**
  - ➜ Queries are automatically marked as **Replied** or **Not Replied**.
  - ➜ **Effect:** Helps track pending communication.
- **Delete Irrelevant Contacts**
  - ➜ Select **Delete** under **Options**.
  - ➜ **Effect:** Removes spam or irrelevant entries.

Note: *Unlike Product Queries (which are linked to specific products), Contacts may contain broader inquiries, such as partnership requests, complaints, or feedback unrelated to items listed on the site.*

21. Staff

The **Staff** section allows the admin to create and manage staff accounts with controlled access to the system. This is especially useful in larger teams, where tasks like order management, customer queries, or marketing campaigns can be delegated to team members without giving them full admin rights. Each staff account is assigned specific permissions to prevent unauthorized access to sensitive areas of the marketplace.

21.1. All Staffs

The **All Staffs** page lists every staff account created in the system. From here, the admin can add new staff users, update their details, assign roles, or remove accounts. Each staff entry clearly shows their name, role, email, phone, and status—making it easy to manage team access and responsibilities..

Purpose: Maintain a clean directory of staff members and ensure each user has the correct role-based permissions.

Action:

- **Access Staff list**
  - ➜ Navigate to **Admin Panel** → **Staff** → **All Staffs**.
  - ➜ **Effect:** Opens a table showing all staff accounts with columns for **Name, Email, Role, Phone**, and **Options** (Edit/Delete).

- **Add a New Staff member**
  - ➜ Click **Add New Staffs** button.
  - ➜ Fill in the staff details:
    - **Name —** Full name of the staff member to identify them across the admin panel.
    - **Email —** Login email for the staff account.
    - **Phone —** Contact number for internal reference.
    - **Password —** The password the staff member will use to log in.
    - **Role —** Choose a predefined role from the dropdown (created in Staff Permissions).
  - ➜ Click **Save** to create the staff account.

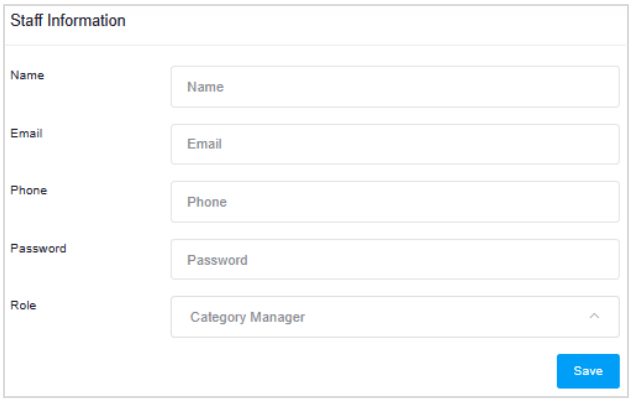


Figure: Fields for Adding a New Staff

➜ **Effect:** A new staff account is created and appears in the list; the staff member can log in immediately using the provided email and password.

- **Edit Staff Details**
  - ➜ Click **Edit** from the Options column.
  - ➜ Update the staff member's name, email, phone, or assigned role.
  - ➜ **Save** changes.
  - ➜ **Effect:** Updates take effect instantly, adjusting what the staff member can access according to the assigned role.

- **Delete a Staff Member**
  - ➜ Click **Delete** from the Options column.
  - ➜ **Confirm** deletion.
  - ➜ **Effect:** Removes the staff account permanently and revokes their login access.

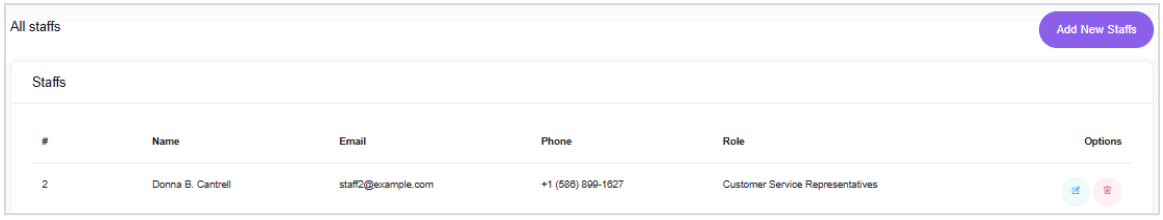


Figure: List of all Added Staffs in the Admin Panel of Active eCommerce CMS

Notes:

- ➜ *Roles must be **created first** in **Staff Permissions** before they can be assigned to staff.*
- ➜ *Staff permissions cannot be set directly here — only through roles.*

21.2. Staff Permissions

The **Staff Permissions** page manages all staff roles. A role is a set of permissions that determines which parts of the admin panel a staff member can access. Admins can create new roles, edit existing ones, or delete roles that are no longer needed.

Purpose: Enforce role-based access control (RBAC) so multiple staff members can share the same permission structure.

Action:

- **Access Staff Permissions**
  - ➜ Navigate to **Admin Panel → Staff → Staff Permissions**.

➜ **Effect:** Opens a list of all roles with columns for **Name** and **Options** (Edit/Delete), plus an **Add New Role** button.

- **Add a New Role**
  - ➜ Click **Add New Role** button.
  - ➜ Fill in:
    - **Role Name —** The name of the permission group (e.g., Order Manager, Support Team).
    - **Permission Toggles —** Enable or disable access to particular actions or features within the grouped modules (Orders, Products, Marketing, Reports, etc.).
  - ➜ Click **Save**.
  - ➜ **Effect:** Creates a new role that becomes selectable when adding or editing staff.

- **Edit an Existing Role**
  - ➜ Click **Edit** from the Options column.
  - ➜ Update the role name or adjust permission toggles.
  - ➜ **Save** changes.
  - ➜ **Effect:** Permissions update instantly for all staff members assigned to that role.

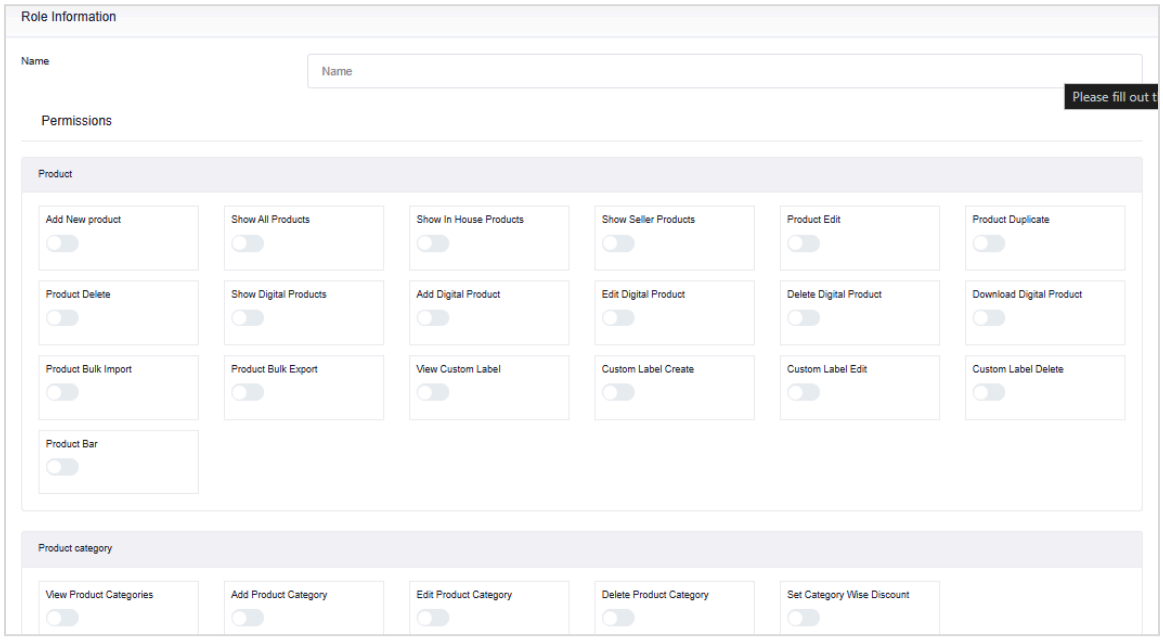


Figure: Assigning Permissions to a Specific Role from the Admin Panel

- **Delete a Role**
  - ➜ From the **Options** column, click **Delete**.
  - ➜ **Confirm** deletion.

➜ **Effect:** Removes the role from the system; staff previously assigned to it will need to be reassigned.

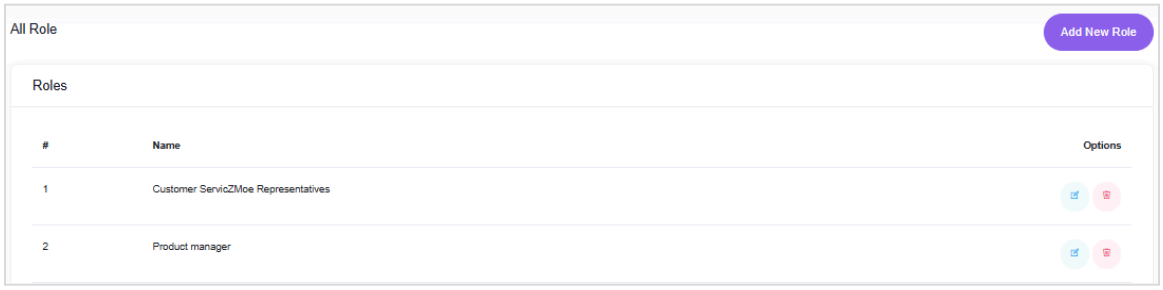


Figure: List of all Roles Added by Admin to be Assigned to Staff and Add New Role Button

Notes:

- ***Roles vs Staff:*** *Roles are permission templates. Staff members can only be assigned permissions indirectly by linking them to a role.*
- ***Granularity:*** *Permissions are grouped by features (e.g., Orders, Customers, Marketing), giving admins fine control over what each role can do.*
- ***Best practice:*** *Create separate roles for responsibilities like Order Manager, Customer Support, or Marketing Specialist to streamline delegation.*

22. System

The **System** section provides tools for maintaining the technical health of your installation. From here, admins can update the CMS to the latest version, monitor whether the server environment meets requirements, and generate SEO-friendly sitemaps.

Purpose

Keep the system stable, up to date, and fully optimized by applying updates, monitoring server health, and maintaining search engine indexing with sitemaps.

22.1. Update

The Update tool lets admins upgrade the CMS to the latest version by uploading the official updates.zip file. It ensures the system remains secure, bug-free, and feature-rich. Updating also keeps installed add-ons compatible, but admins should take precautions before running an update.

Purpose: Keep the system current and stable by applying official updates from Codecanyon, ensuring compatibility with all features and add-ons.

Action:

- **Access Update Tool**
  - ➜ Navigate: **Admin Panel** → **System** → **Update**.
  - ➜ **Effect:** Opens the **Update Your System** page.

- **Prepare the Update Package**
  - ➜ Log in to **Codecanyon** and **download** the latest release of **Active eCommerce CMS**.
  - ➜ **Extract** the package locally to find the updates.zip file.
  - ➜ **Effect:** Ensures you have the correct update file.

- **Upload and Apply Update**
  - ➜ In the **Update Your System** page, insert the **Purchase Code** and **System Key**.
  - ➜ Then click **Browse** → **select the updates.zip file** → **click Update Now**.
  - ➜ **Effect:** The system unpacks and applies updates, refreshing core files.

- **Verify Success**
  - ➜ After the update, log back into the admin panel.
  - ➜ Check **System** → **Server Status** to confirm compatibility.
  - ➜ **Effect:** Confirms system files are properly upgraded.

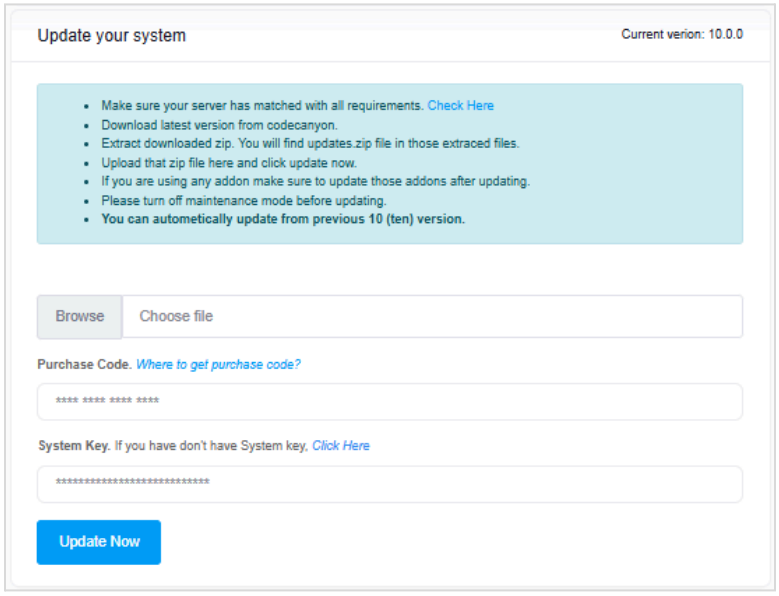


Figure: Active eCommerce CMS system Update page

Notes:

➜ *Turn off **Maintenance Mode** before updating.*

➜ *You can automatically update from the **last 10 versions** only; older installs may require a manual upgrade.*

➜ *Always back up your database and file system before running an update.*

➜ *Update **all add-ons** after the main system is updated to prevent version mismatches.*

22.2. Server Status

The Server Status tool provides a quick diagnostic view of your hosting environment. It checks PHP, MySQL, `php.ini` configs, required extensions, and file permissions, marking each as ✅ (OK) or ❌ (Problem). This ensures the server is properly tuned to run the CMS.

Purpose: Help admins confirm their hosting meets system requirements and troubleshoot environment issues without needing to access the server directly.

Action:

- **Access Server Status**
  - ➜ Navigate: **Admin Panel** → **System** → **Server Status**.
  - ➜ **Effect:** Opens the full compatibility checklist.
- **Review Server Information**
  - ➜ Columns: **Name**, **Current Version**, **Required Version**, **Status**.
  - ➜ Includes **PHP** and **MySQL** version checks.
  - ➜ **Effect:** Ensures your versions meet or exceed the CMS's requirements.
- **Check php.ini Configurations**
  - ➜ Columns: **Config Name**, **Current**, **Recommended**, **Status**.
  - ➜ Items include: `file_uploads`, `upload_max_filesize`, `post_max_size`, `allow_url_fopen`, `max_execution_time`, `memory_limit`, etc.
  - ➜ **Effect:** Helps admins tune PHP settings for uploads and performance.
- **Check PHP Extensions**
  - ➜ Columns: **Extension Name**, **Status**.
  - ➜ Required extensions: bcmath, ctype, json, mbstring, zip, zlib, openssl, tokenizer, xml, dom, curl, fileinfo, gd, pdo_mysql.
  - ➜ **Effect:** Confirms all required modules are enabled.
- **Check Filesystem Permissions**
  - ➜ Columns: **File or Folder**, **Status**.
  - ➜ Critical paths: `.env`, `public`, `app/Providers`, `app/Http/Controllers`, `storage`, `resources/views`.

➜ **Effect:** Ensures CMS can read/write necessary files.

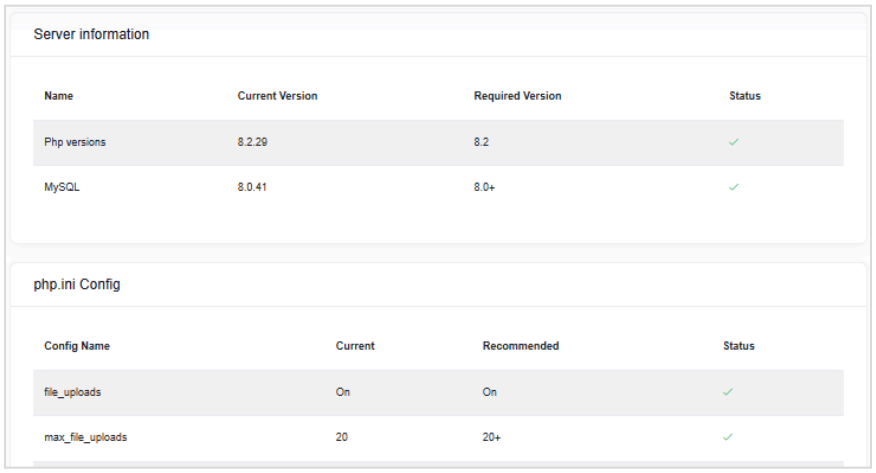


Figure: Current Server Status in Active eCommerce CMS

Notes:

- ➜ *If any row shows ❌, the admin should contact hosting support or adjust server configs.*
- ➜ *Misconfigured permissions (especially in `/storage` and `/public`) can prevent file uploads or caching.*
- ➜ *Always confirm server status after updates to verify no requirements have changed.*

23. Addon Manager

The **Addon Manager** is the central hub for installing, updating, and activating additional features that extend Active eCommerce CMS. From here, admins can see which addons are installed, enable or disable them, and manage activation codes for both the main software and each addon. This ensures the system can scale with business needs while keeping license compliance intact.

Purpose

Allow admins to control optional modules of Active eCommerce CMS — from enabling installed addons to activating new purchases and keeping them updated.

23.1. Installed Addons

This area shows two lists: addons already installed on the system. From here, admins can quickly toggle addons on or off.

Purpose: Let admins see at a glance which addons are active, and provide simple controls to enable or disable features.

Action:

- **Open Addon Manager**
  - ➜ Navigate: **Admin Panel** → **Addon Manager**.
  - ➜ **Effect:** Opens a two-tab view — Installed Addon and Available Addon.
- **Installed Addons**
  - ➜ Displays a list of all addons currently installed in the system.
  - ➜ Each addon entry has a **toggle switch** to turn the addon **ON/OFF**.
  - ➜ **Effect:** Quickly activate or deactivate installed addons as needed.

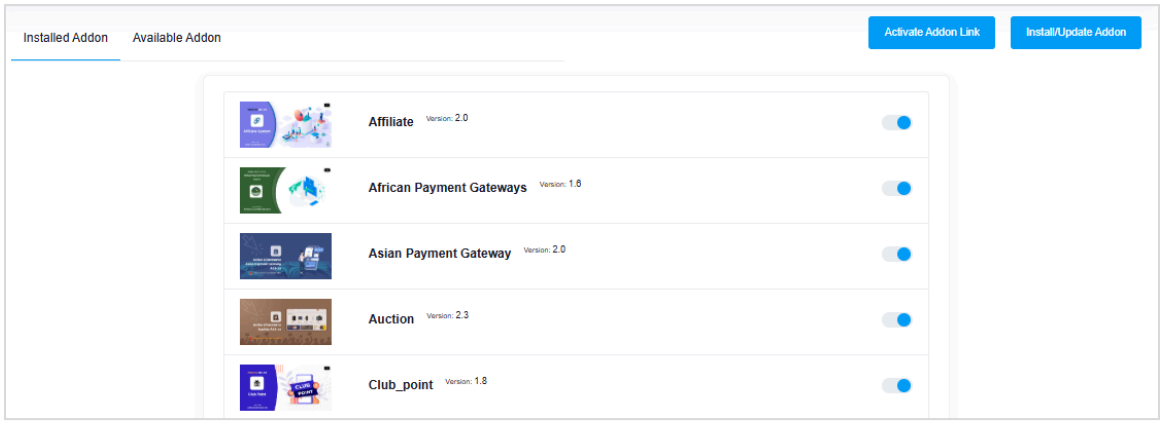


Figure: List of all added Addons in Active eCommerce CMS

23.2. Activate Addon

The activation area links your addon purchase to your licensed domain. Admins must enter correct purchase codes and account details to validate ownership before an addon can be used.

Purpose: Ensure addons are properly licensed and tied to the correct system instance.

Action:

- **Access Activation Page**
  - ➜ Click the **Activate Addon Link** button.
  - ➜ **Effect:** Redirects to the **Active It Zone Addon Activation** page.
- **Review Instructions**
  - ➜ Ensure you have:
    - A **valid purchase code**.
    - The correct **CodeCanyon username**.

➜ **Effect:** Prevents failed activation attempts.

- **Fill Activation Form**
  - ➜ Enter the following:
    - Your **Name** – The full name of the person or organization registering the addon.
    - Your **Email** – A valid email address used for license confirmation and future support communication.
    - **Main Item Purchase Code** – The purchase code of your main Active eCommerce CMS product.
    - **CodeCanyon Purchase Code** – The purchase code for the specific addon being activated.
    - **CodeCanyon User Name** – Your official username on CodeCanyon associated with both purchases.
    - **Domain Name** – The exact domain where the addon will be used (e.g., *yourstore.com*).
    - **Main Item** – Select the main CMS software from the dropdown list (e.g., *Active eCommerce CMS*).
    - **Select Item** – Choose the specific addon being activated for that CMS.
  - ➜ Click **Activate**.
  - ➜ **Effect:** Links your addon to the licensed domain.

Notes:

➜ *All entries must match your official purchase details on CodeCanyon.*

➜ *One license can only be used for a single domain unless extended licenses apply.*

➜ *For activation issues, verify purchase codes or contact support with your registered email.*

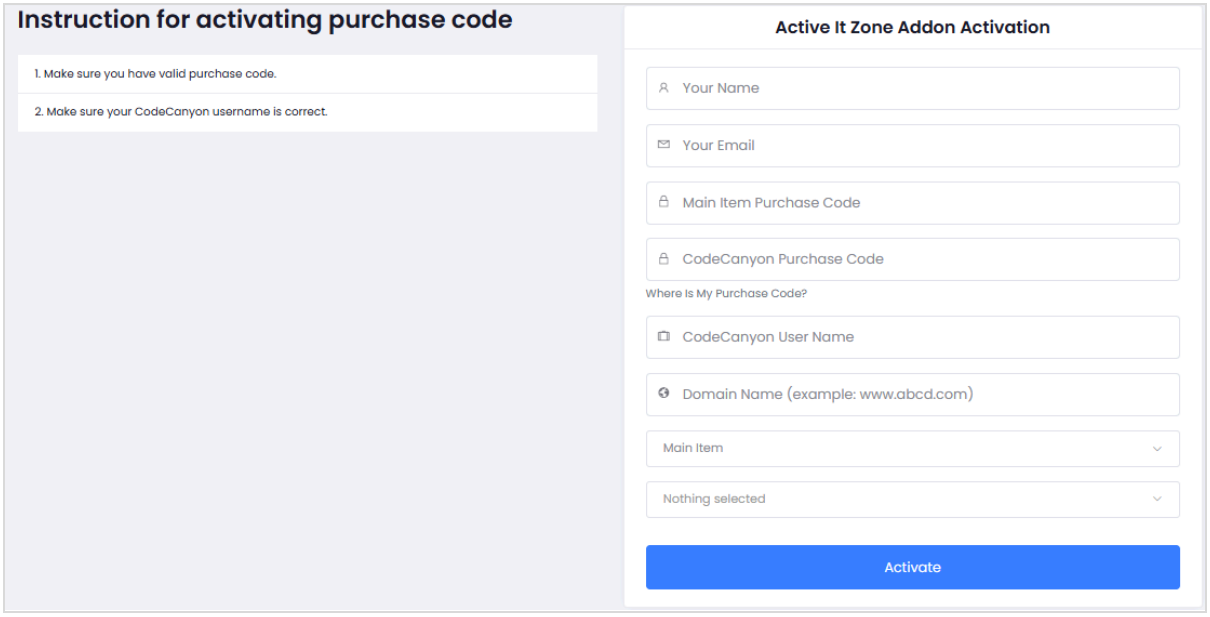


Figure: Activating an Addon in Active eCommerce CMS

23.3. Install / Update Addon

Admins use this page to add new addons or update existing ones with the latest version files. The process requires valid purchase codes and the addon package downloaded from CodeCanyon.

Purpose: Allow admins to expand or refresh system functionality by installing or upgrading addons securely.

Action:

- **Access Installation Page**
  - ➜ Click the **Install/Update Addon** button.
  - ➜ **Effect:** Redirects to the Install/Update Addon form.
- **Provide Required Fields**
  - ➜ Fill in:
    - **Main Item Purchase Code**
    - **Addon Purchase Code**
    - **Zip File** (browse and select the addon package downloaded from Codecanyon)
  - ➜ **Effect:** Prepares addon for installation.
- **Install or Update**
  - ➜ Click **Install/Update** to complete the process.

➜ **Effect:** Installs a new addon or updates an existing one with the latest version.

Notes:

➜ *Addons are optional and extend functionality beyond the base system (e.g., POS, Refunds, Club Points).*

➜ *Always update addons **after updating the main system** to prevent compatibility issues.*

➜ *License verification is required for every addon using the correct purchase codes.*

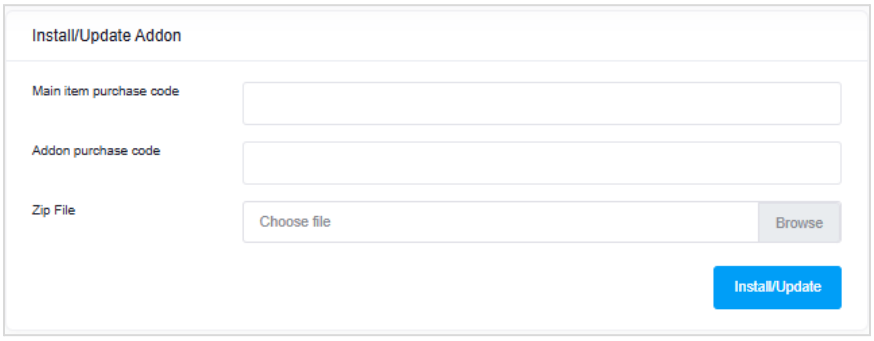


Figure: Updating an Addon in Active eCommerce CMS

24. Seller Panel

The Seller Panel provides individual store owners with tools to manage their shop profile, financial activities, and customer interactions. While sellers cannot access system-wide admin controls, they can configure their storefront, track payments, withdraw earnings, and respond to buyers. These features are essential for enabling independent operation within the marketplace while still staying under admin oversight.

24.1. Seller Registration Workflow

The **Seller Registration** process allows new vendors to apply for a seller account and create their own shop within the marketplace. Depending on platform settings, sellers may need to verify their email/phone first. Admin approval is always required before any seller can access the Seller Panel.

Purpose: Allow new sellers to register and request admin approval to start selling through their own shop.

Action:

- **Access Seller Registration**
  - ➜ Sellers can reach the registration flow in two ways:

- Click **Become a Seller** from the website header (redirects to Email/Phone Verification or Registration Form).
- Click **Login → Login as Seller → Register Now** (first shows the Login form, then Register Now redirects to Email/Phone Verification or Registration Form).

***Note:** Redirecting to Email/Phone Verification Form depends on whether **Seller Registration Verification** is enabled.*

➜ **Effect:** Opens the seller registration flow based on platform verification settings.

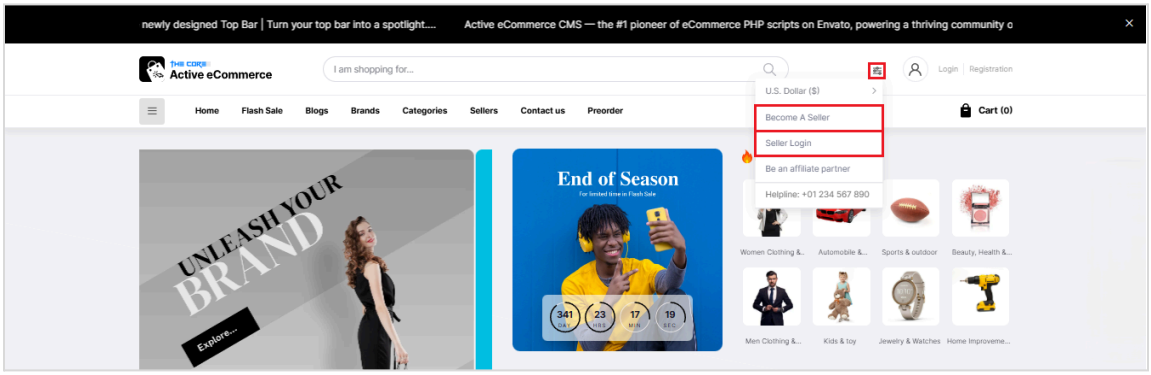


Figure: Login or Register as A Seller from the Homepage

- **Complete Email/Phone Verification**
  - ➜ Enter your **Email / Phone** and click the **Verify** button.
  - ➜ The system sends a verification code
  - ➜ Enter the code.
  - ➜ After successful verification, the system automatically redirects you to the full Registration Form.

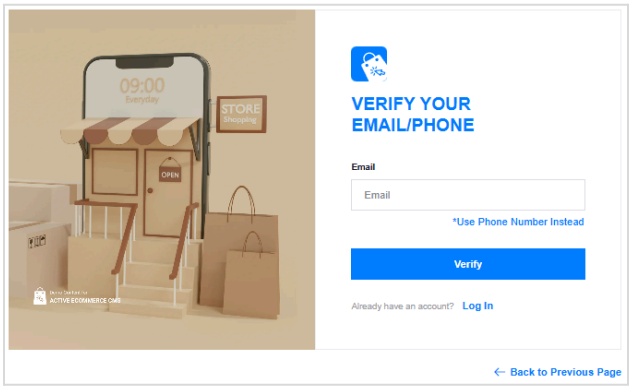


Figure: Verifying Email/Phone before Seller Shop Registration

➜ **Effect:** Confirms the seller's email/phone before allowing access to the full shop registration form.

Note:** OTP Verification requires Admin to purchase and install **Active eCommerce OTP Add-on

- **Fill out the Registration Form**

➜ Enter the required fields with accurate information:

- **Your Name** – The full name of the person managing the seller account.
- **Your Email** – Used as the seller's login and contact email.
- **Your Password** – Create a secure password for accessing the seller panel.
- **Repeat Password** – Confirm the password entered above.
- **Shop Name** – The unique name of the seller's store, displayed publicly on the storefront.
- **Address** – The physical or operational address of the seller's business.

➜ **Effect:** Collects all seller and shop information necessary for account creation.

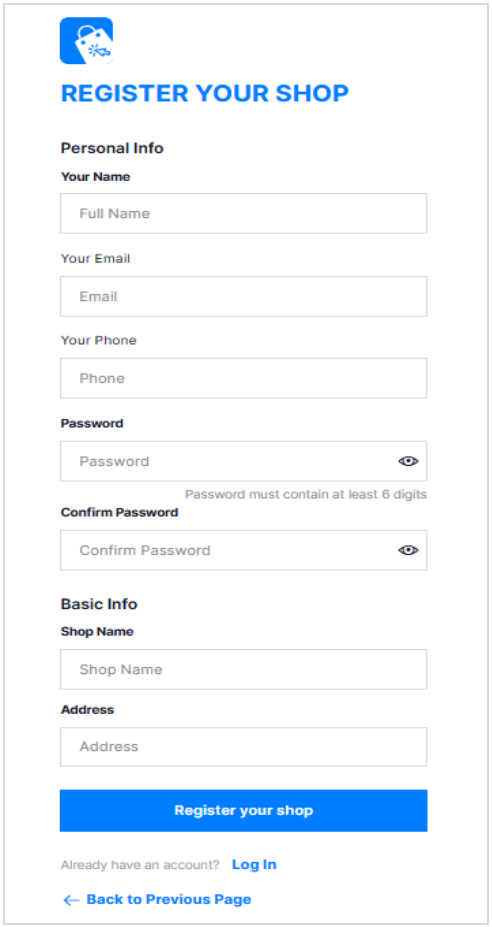


Figure: Seller and Shop Registration Fields

- **Submit for Approval**
  - ➜ Click **Register Your Shop** after filling in all required details to complete the process.
  - ➜ **Effect:** The registration request is submitted for admin approval and remains in pending state until reviewed.

- **Admin Review and Approval**
  - ➜ The admin reviews and approves/rejects the request from the Admin Panel → Sellers → Applied Sellers.
  - ➜ **Effect:** Once approved, the seller gains access to their Seller Dashboard.

Note:

- ➜ *Sellers cannot log in or access their account or perform any panel activity without admin approval.*
- ➜ *If **Seller Registration Verification** is enabled, verification is **mandatory** before accessing the registration form.*
- ➜ *If Vendor System is disabled (see Vendor System Activation), the seller registration feature will not be accessible.*
- ➜ *Admins can also manually create Seller accounts via Admin Panel → Sellers → All Seller → Add New Seller.*

24.2. Shop Setting

The Shop Setting page allows sellers to configure their storefront identity and branding. Sellers can update shop details, upload banners, add social media links, and set their pickup point location. All changes directly & immediately affect the seller's store page, making it crucial for visibility and marketing.

Purpose: Enable sellers to customize their storefront to make it unique, maintain professional branding with promotional banners, and ensure accurate shop details to build trust, improve visibility, and enhance customer engagement.

Action:

- **Access Shop Settings**
  - ➜ Navigate to **Seller Panel** → **Shop Setting**.
  - ➜ Click the **Visit Shop** → link to preview the public-facing storefront.
  - ➜ **Effect:** Opens the shop customization page, where the seller can update their information.
- **Basic Info**
  - ➜ Fill in the following fields:
    - **Shop Name —** The name displayed publicly as the seller's store title.
    - **Shop Logo —** The store's branding logo shown on the storefront and seller profile.
    - **Shop Phone —** The seller's contact number displayed for customer inquiries.
    - **Shop Address —** The physical/operational business address shown in the shop profile.
    - **Meta Title —** SEO title for the seller's shop page used by search engines.
    - **Meta Description —** SEO description for better search visibility and click-through rates.
  - ➜ Click **Save**.
  - ➜ **Effect:** Updates the shop's core profile information and SEO metadata.

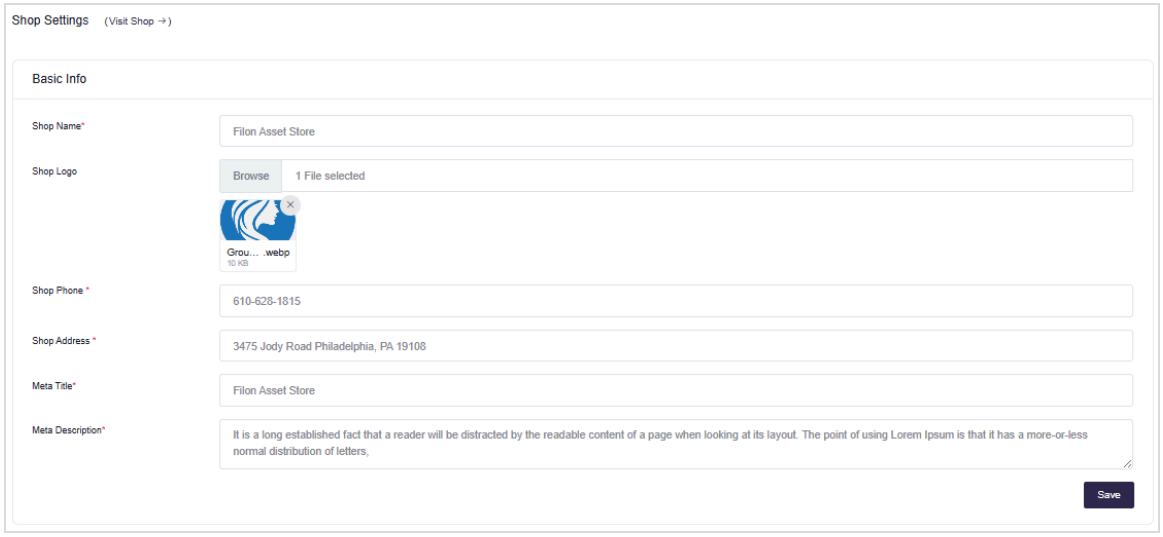


Figure: Basic Info part of Shop Settings in the Seller Panel

- **Business Settings**
  - ➜ **VAT / TIN / BIN Number** * – Input field for the company's tax or registration number.
  - ➜ **Reg Certificate / Trade License / Sales Tax Permit** * – Upload digital copies of any of these official documents.
  - ➜ **View Current Certificate** – Button to preview uploaded documents.
  - ➜ **Country** * – Dropdown to select the business operating country.
  - ➜ **State** * – Dropdown to select the state within the chosen country.
  - ➜ Finally, click **Save**.

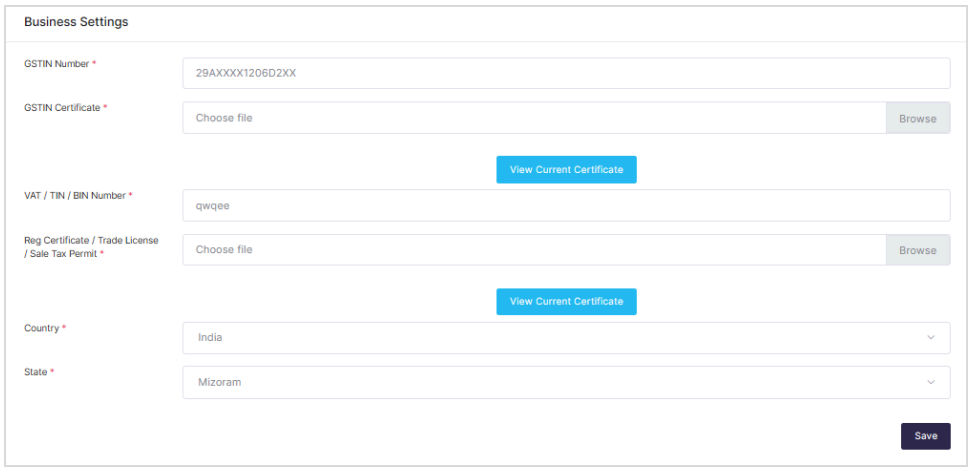


Figure: Business Settings part of Shop Settings in the Seller Panel

***Note:** Fields marked with * are required and GSTIN-related fields will appear only if the **Active eCommerce GST Add-on** is installed.*

- **Delivery Boy Pickup Point**
  - ➜ Enter **Longitude** and **Latitude** and click **Save** — Used to mark the seller's pickup location for delivery personnel.
  - ➜ **Effect:** Sets the precise pickup point for delivery operations (used only if Delivery Boy System is enabled).

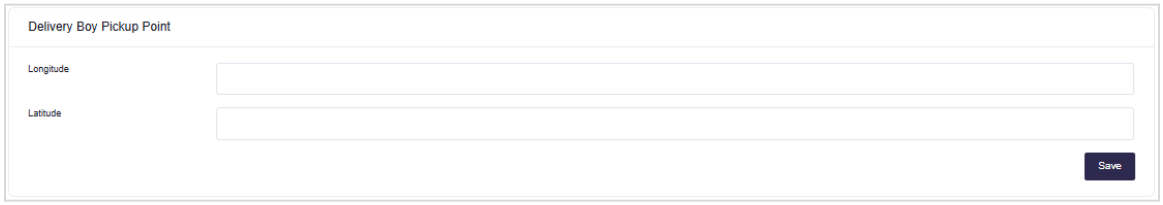


Figure: Delivery Boy Pickup Point part of Shop Settings in the Seller Panel

- **Banner Settings**
  - ➜ Upload **Top Banner (1920×360)** and **Slider Banners (1500×450)** — These appear at the top area of the shop homepage.
  - ➜ Add banner links (optional) — Direct customers to products, categories, or any URL.
  - ➜ Use **Add New** buttons to insert additional banners:
    - **Banner Full Width 1 —** A wide promotional banner displayed across the entire shop width.
    - **Banners Half Width —** Two equally sized side-by-side banners for multiple promotions.
    - **Banner Full Width 2 —** Another full-width banner section placed below the half-width banners.
  - ➜ Click **Save**.
  - ➜ **Effect:** Banners appear on the storefront homepage, showcasing promotions or branding.

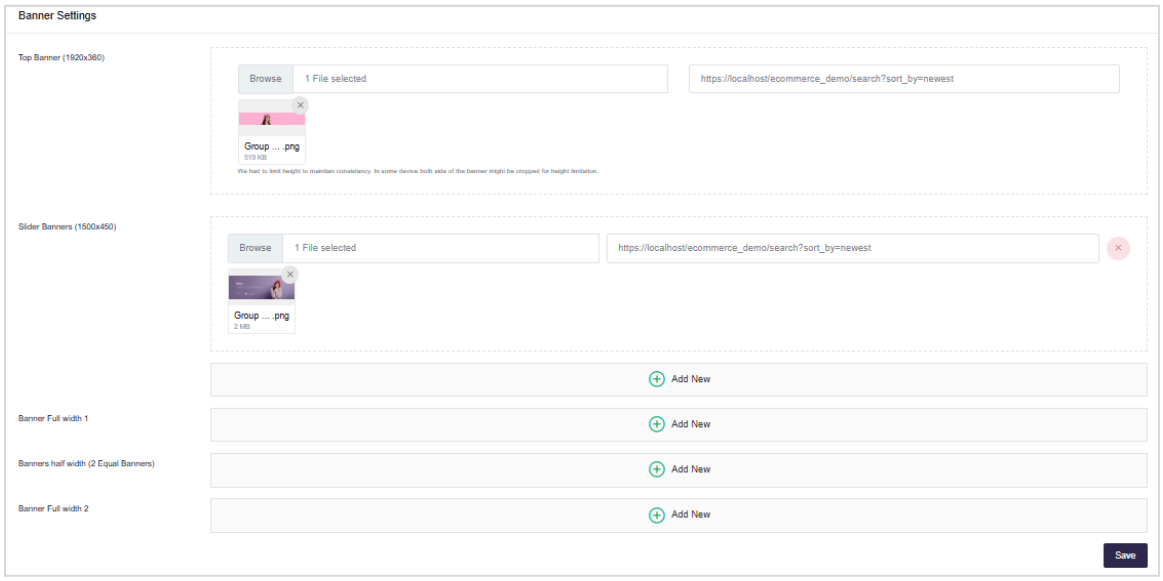


Figure: Banner Settings part of Shop Settings in the Seller Panel

- **Social Media Links**
  - ➜ Enter your links for **Facebook**, **Instagram**, **Twitter**, **Google**, **YouTube** in their respective text boxes and click **Save**.
  - ➜ **Effect:** Adds clickable icons on the shop page, letting customers connect via social media.



Figure: Social Media Link part of Shop Settings in the Seller Panel

Notes:

- ➜ *Follow the recommended image sizes for proper banner display and responsive layout.*
- ➜ *SEO fields (**Meta Title**, **Meta Description**) improve the shop's visibility in search engines.*
- ➜ *All updates are immediately reflected on the storefront after saving.*

24.3. Seller Payment History

The Payment History section gives sellers a transparent chronological record of payments released to them by the admin. It ensures sellers can track when and how much they have been paid, along with the payment method used.

Purpose: Help sellers verify their earnings have been paid accurately and provide accountability in financial transactions.

Action:

- **Access Payment History**
  - ➜ Navigate: **Seller Panel** → **Payment History**.
  - ➜ **Effect:** Opens the payment history table with a record of all past payments.

- **Review Transaction Details**

  Columns include:

  ➜ **Date:** When the payment was made.

  ➜ **Amount:** The total sum released to the seller.

  ➜ **Payment Method:** How the payment was issued (e.g., cash, transfer, etc.).

  ➜ **Effect:** Sellers can easily verify the payment amount and method for their records.

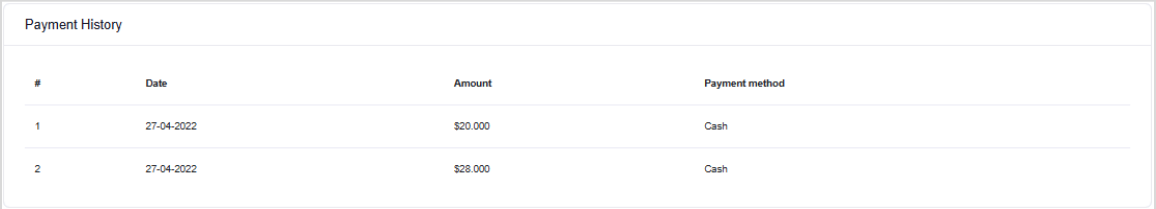


Figure: History of all Payments to the Seller received from Admin

Notes:

➜ *Payment records shown here are read-only; sellers cannot modify or delete them.*

➜ *Admin-side **Payouts** and **Payout Requests** directly feed into this history once processed.*

24.4. Money Withdraw

Money Withdraw allows sellers to request payouts from their pending balance. This feature is particularly important when **Seller Product Manage By Admin** is enabled under **Setup & Configuration → Features Activation**, because in that mode, **Cash on Delivery (COD)** payments for seller products are first collected by the admin before being disbursed.

Purpose: Provide sellers with a way to request payment for their earnings when balances are pending, ensuring smooth financial operations between admin and seller.

Action:

- **Access Withdraw Page**

  ➜ Navigate: **Seller Panel → Money Withdraw**.

  ➜ **Effect:** Displays the Pending Balance available for withdrawal and the Send Withdraw Request button.

- **Send Withdraw Request**
  - ➜ Click **Send Withdraw Request**.
  - ➜ Enter **Amount** and an optional **Message**, then click **Send**.
  - ➜ **Effect:** Submits the request to the admin, which will appear under **Admin → Sellers → Payout Requests**.

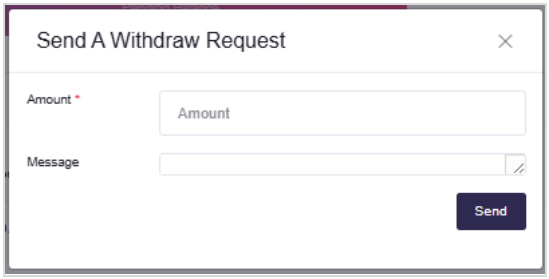


Figure: Seller Sending a Withdraw Request to the Admin

- **Check Withdraw History**
  - ➜ Review table with columns: Date, Amount, Status (Pending/Paid), Message.
  - ➜ **Effect:** Track all past and current withdrawal requests and their approval status.

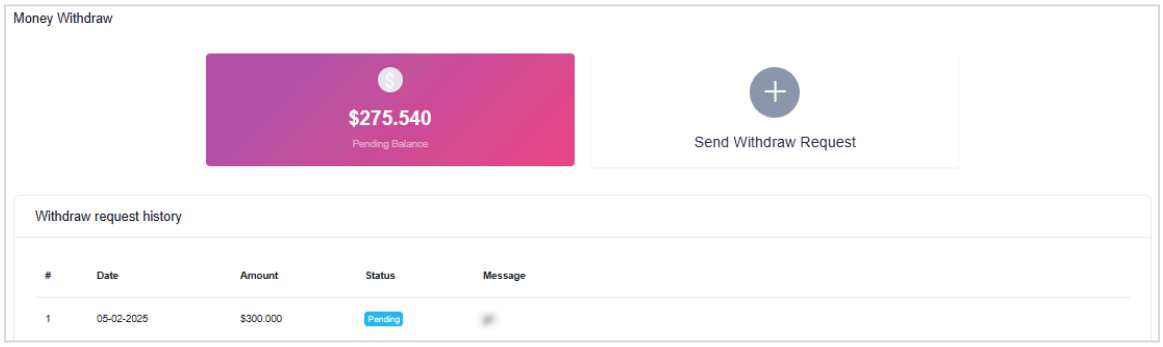


Figure: Money Withdraw History with Pending Balance and button for Requesting a Withdraw

Note:

- ➜ *If the seller has no balance, they cannot submit a withdrawal request.*
- ➜ *Requests remain pending until reviewed and processed by the admin.*

24.5. Commission

Commission lets sellers view how much the admin charges per order and how their own earnings are calculated. The commission type (fixed, seller-based, or category-based) is always set by the admin; sellers can only view the applicable rules and track their commission history.

Purpose: Allow sellers to clearly understand which commission rules apply to their products and monitor their net earnings after commission deductions.

Action:

- **Access Commission Page**
  - ➜ Navigate to **Seller Panel → Commission**.

➜ **Effect:** Opens the Commission page, displaying the current commission type notice and the full commission history table.

- **View Commission Type Notice**
  - ➜ At the top of the page, view the system notice describing which commission type the seller is currently under:
    - **For Fixed-Rate:** Shows "You are Under Fixed Commission. Commission Rate : *Value* %"
    - **For Seller-Based:** Shows "You are Under Seller Based Commission. Commission Rate : *Value* %"
    - **For Category-Based:** Shows "You are under Category Wise commission. See the commission details *Here*." Click ***Here*** to open the Categories page, which displays commission percentages for each parent and child category.
  - ➜ **Effect:** Shows the exact commission rate applied to the seller—whether a global fixed rate, a seller-specific rate, or category-based rates for parent/child categories—so the seller understands how commissions are calculated on each order.

    Note: *Only Admin can change the Seller Commission type and configure the commission rates (Seller-Based, Category-Based).*

- **Review Commission History**
  - ➜ Scroll to the **Commission History** table showing detailed order-by-order commission calculations.
  - ➜ Use the **Date Range Filter** to narrow results.
  - ➜ Table columns:
    - **Order Code** – The reference ID of the order.
    - **Admin Commission** – The commission amount deducted by the admin from the order.
    - **Earning** – The net amount credited to the seller after deduction.
    - **Created At** – The date and time the earning record was generated.
  - ➜ **Effect:** Provides a complete, filterable timeline of commissions and seller earnings, enabling clear reconciliation and supporting any payout-related inquiries.



Figure: Commission History of Sellers sales and Notification of Commission Type being applied

Notes:

- ➜ *Admin must first activate Seller Commission to receive commission from sellers earnings.*
- ➜ *Commission types include **Fixed**, **Seller-Based**, or **Category-Based**. Sellers will only see details relevant to the type assigned by the admin.*
- ➜ *For **Category-Based** commission, child categories inherit the parent's rate unless the admin sets them individually.*

24.6. Product Queries (Seller Panel)

Product Queries allow sellers to view and respond to customer-submitted questions about their products. Quick and accurate replies help build trust and can influence purchase decisions.

Purpose: Provide sellers a dedicated place to manage product-specific customer questions and respond directly from the Seller Panel.

Action:

- **Access Product Queries**
  - ➜ Navigate to the **Seller Panel** → **Product Queries**.
  - ➜ **Effect:** Opens the Product Queries table showing all customer-submitted questions related to the seller's products.
- **Review Queries**
  - ➜ The table displays the following columns:
    - **User Name** – Customer who submitted the query.
    - **Product Name** – The product the query is about.
    - **Question** – The customer's message.
    - **Reply** – Seller's response (if added).
    - **Status** – Indicates whether the query is Replied or Not Replied.
    - **Options** – Contains the **View** button to open and answer the query.
  - ➜ **Effect:** Allows sellers to review all pending and answered queries at a glance.
- **Track Reply Status**
  - ➜ Queries are automatically marked **Replied** after the seller sends a response.
  - ➜ Unanswered queries remain in **Not Replied** status.
  - ➜ Status updates instantly after submission or update.
  - ➜ **Effect:** Clearly highlights pending queries requiring seller action.

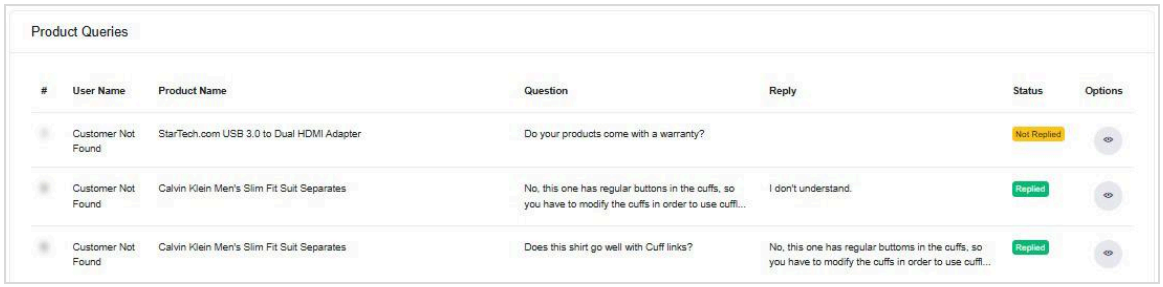


Figure: List of Queries sent by Customers on Seller Products

- **View Full Query Thread & Respond**
  - ➜ Click **View** in the Options column.
  - ➜ Inside the query details page:
    - Read the customer's full question.
    - Type your response in the reply box.
    - Click **Send** to submit an initial reply.
    - Click **Update** to edit or modify a previous reply.
  - ➜ **Effect:** Sends or updates the seller's public reply; the query status switches (or remains) as **Replied**.

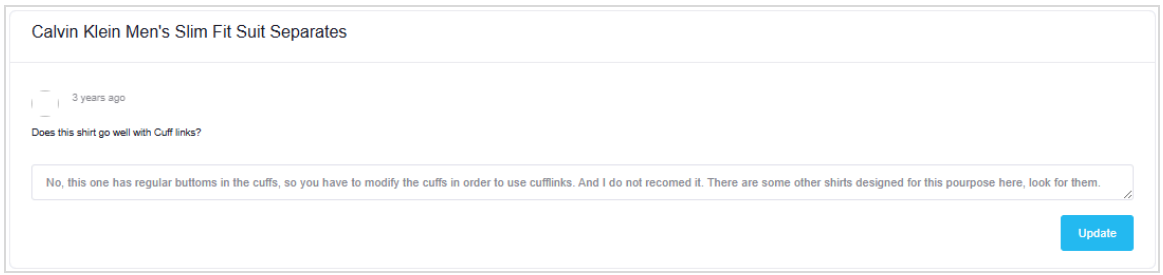


Figure: Replying to customers Query from the Seller Panel

Notes:

- ➜ *Queries are **user-scoped** — only sellers can reply to queries for their own products; Admin can only reply to queries for In-House Product Queries.*
- ➜ *All queries and replies are **publicly visible** on the product page in the storefront's "Product Queries" section.*
- ➜ *Prompt, accurate replies improve customer trust and can positively affect sales conversion rates.*
- ➜ *Product Query Activation must first be enabled by the Admin in Features Activation.*

24.7. Seller Hub

Seller Hub (Admin ↔️ Seller Communication Center)

All - Notice - Request - Promotion - messages - Preset Notices (+)

(+) - Message - Promotion - Notices

1. Message

Send to All - Single, or Multiple Sellers

(Seller only can message to Admin)

2. Promotions and Campaign Request

* Admin creates campaigns

* Sellers can view and join only

* Campaign details, rules, and duration

Create Request (seller)

New request - seller item - item Name - description

* Sellers submit requests

* Can request for create Category, Brand, attribute etc

3. Notices create

* Permanent or Temporary

* Save as preset, Publish, Schedule

4. Preset notice

* Repost, Edit, Delete

5. Preset notice

* Reusable notice templates

* Enable/Disable anytime

Permissions

* Admin: Full control (Messages, Notices, Promotions, Requests)

* Seller: View, Join Campaigns, Submit Requests only

** Few notices will be kept in default … admin can do the status on or off

24.8. Seller Conversations

The **Conversations** section allows sellers to view and reply to private message threads initiated by customers or admins regarding specific products. Unlike public product queries, these conversations remain private and act as a direct communication channel for clarifications, questions, or concerns.

Purpose: Enable sellers to manage private buyer/admin messages efficiently and resolve product-related questions that require direct communication rather than public inquiry.

Action:

- **Access Conversations**
  - ➜ Navigate to **Seller Panel** → **Conversations**.
  - ➜ **Effect:** Opens a list of all active and previous private message threads related to the seller's products.

- **Review Conversation List**
  - ➜ Each conversation appears as a row containing (latest on top):
    - **User Image —** Profile image of the customer or admin the conversation is with.
    - **User Name —** Name of the buyer or admin in the conversation.
    - **Date & Time —** Timestamp of the last message sent or received.
    - **Product Name —** Title of the product the conversation is about with a "new" label for new unseen replies.
    - **Message Preview —** A short snippet of the latest message in the thread.
  - ➜ **Effect:** Sellers can quickly identify which conversations are new, recent, or earlier based on the last message preview and timestamp.

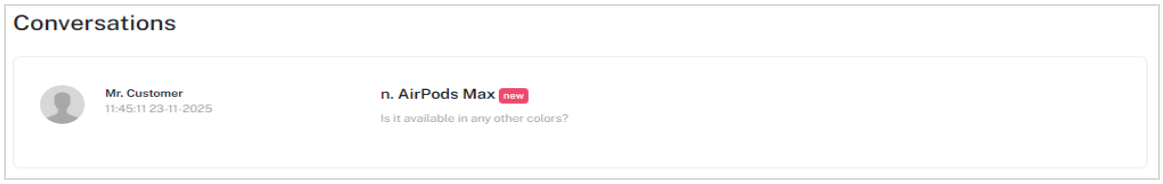


Figure: Preview of customers messages for products sent privately and directly to the Seller

- **View and Reply to a Conversation**
  - ➜ Click the Product Name of any conversation row.
  - ➜ Opens the full conversation thread showing all previous messages in chronological order.
  - ➜ Type your message in the input field and click **Send**.
  - ➜ **Effect:** The reply is delivered instantly and appears in the same thread. Customers or admin can view the updated conversation under their own Conversations section.

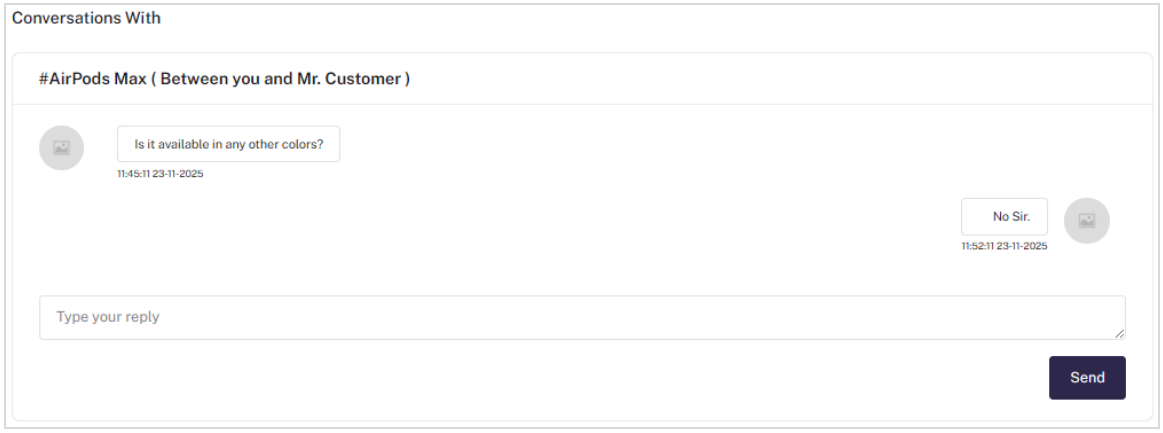


Figure: Seller replying to Customers Message

Notes:

- ➜ *Conversations do not support attaching images or files.*
- ➜ ***Conversations are private**, visible only to the seller and the customer/admin involved.*
- ➜ *Sellers can use it to resolve issues, clarify product details, or confirm delivery and order specifics.*
- ➜ *Conversations are user-scoped — only sellers can reply to conversations for their own products; Admin can only reply to conversations for In-House Product.*
- ➜ *Refer to Admin and Customer Product Conversation to learn more.*
- ➜ *Conversation Activation must first be enabled by the Admin in Features Activation.*

24.9. Seller Support Ticket

The **Support Ticket** section enables sellers to directly communicate with the admin regarding technical issues, feature requests, payment disputes, or any other platform-related queries. It acts as a dedicated helpdesk for internal correspondence between sellers and the platform administrator.

Purpose: Allow sellers to create, track, and manage support requests for prompt resolution and improved coordination with the admin team.

Action:

- **Access the Support Ticket Page**
  - ➜ Navigate to **Seller Panel** → **Support Ticket**.
  - ➜ **Effect:** Opens the support management area where sellers can view existing tickets and create new ones.

- **View Existing Tickets**
  - ➜ The ticket list table displays all tickets previously submitted by the seller.
  - ➜ Columns include**:**
    - **Ticket ID** – Unique reference code for each support request (auto generated).
    - **Sending Date** – Date and time when the ticket was created.
    - **Subject** – Title summarizing the issue.
    - **Status** – Indicates whether the ticket is Pending or Solved.
    - **Options** – **View Details** button opens the full conversation history with the admin.
  - ➜ **Effect:** Sellers can easily review ongoing or resolved issues and access prior communication threads.

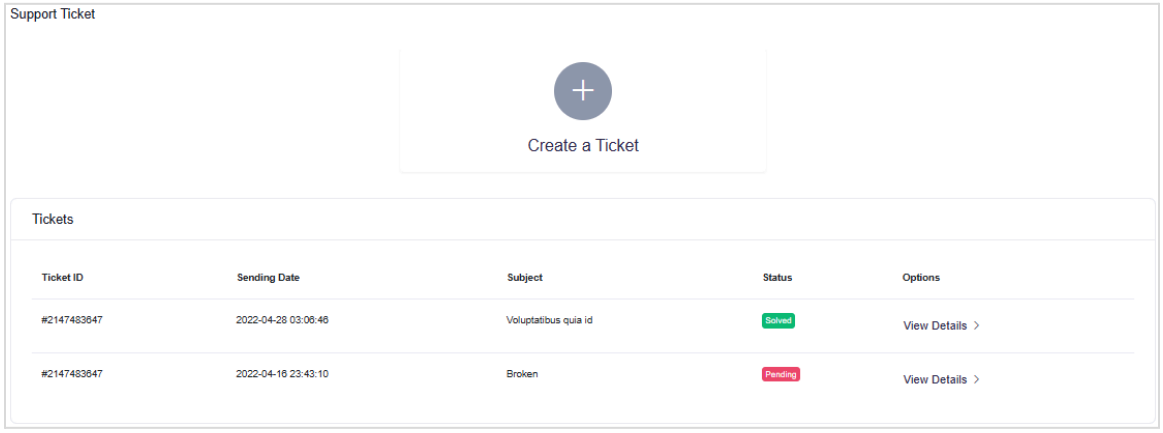


Figure: List of all Support Tickets created by Seller

- **Create a New Support Ticket**
  - ➜ Click **Create a Ticket**.
  - ➜ Fill in the required fields:
    - **Subject** – Short title describing the issue.
    - **Provide a detailed description** – Explain the problem clearly with all relevant details.
    - **Photo** – (Optional) Attach an image or screenshot by browsing and selecting from your device.
  - ➜ Click **Send Ticket** to submit or **Cancel** to discard the entry.
  - ➜ **Effect:** The ticket is instantly logged into the support system and appears in the ticket list. Admins are notified and can review or respond accordingly.

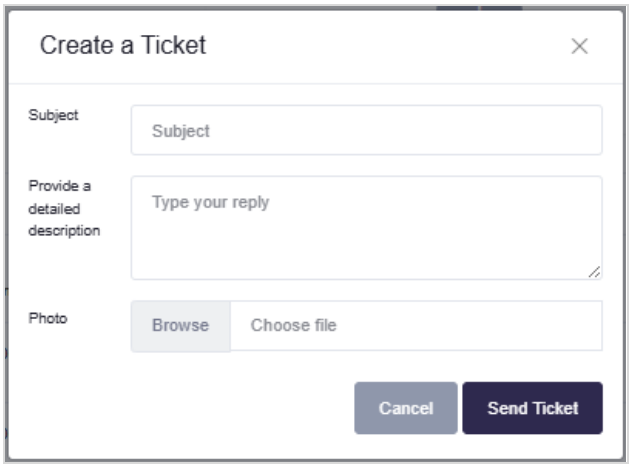


Figure: Seller Creating a New Ticket for sending to Admin

- **View Ticket Details and Reply**
  - ➜ Click **View Details** under **Options**.
    - This opens the ticket's message thread showing the initial report and all subsequent admin responses.
    - Sellers can type and send follow-up messages and optionally attach images or files directly within this view.
  - ➜ **Effect:** Maintains a continuous, organized dialogue between the seller and admin for timely issue resolution.

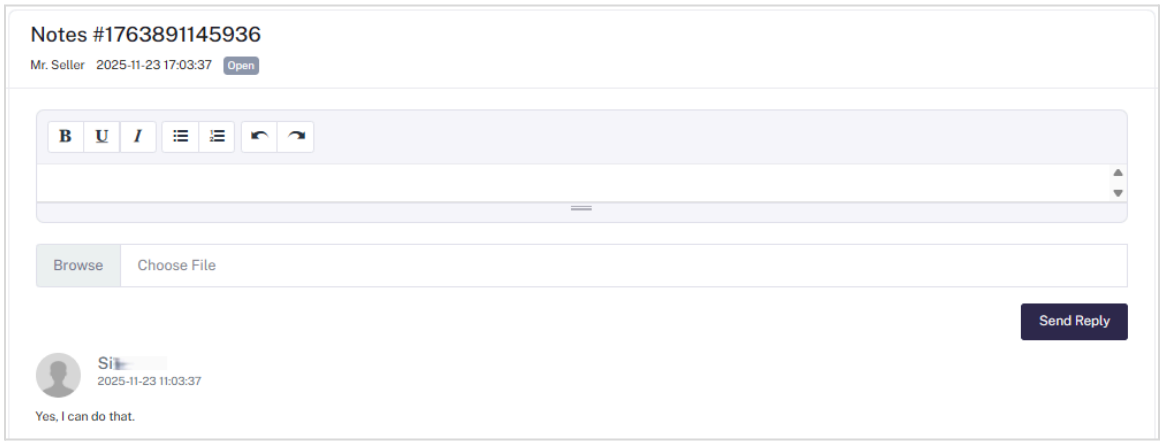


Figure: Seller communicating with the Admin within the ticket.

Notes:

- ➜ *If a seller replies back to the ticket (Open / Solved), it gets automatically marked as pending, allowing further communication under the same ticket for that problem.*
- ➜ *Support conversations are private between the seller and the admin.*
- ➜ *Sellers can monitor ticket statuses to track progress or follow up on unresolved issues.*
- ➜ *Admins manage the corresponding replies from the Admin Panel → Support → Ticket section.*
- ➜ *Attaching screenshots or proof documents ensures faster and clearer responses.*

25. Customer Panel

The **Customer Panel** is the central hub for registered buyers to manage all shopping-related activities — including viewing purchase history, downloading digital products, managing wishlist and comparisons, following sellers, checking wallet balance, managing support tickets, and editing personal information.

It provides a unified, user-friendly interface where customers can easily access orders, transactions, and account preferences without navigating through multiple sections.

Purpose: Enable customers to manage their accounts, purchases, and interactions efficiently from a single panel.

***Note:** If the **Refund Add-on** is installed and activated, customers will also see a **Refund Request** option in their panel. This allows them to request refunds for eligible digital or physical products they have purchased.*

25.1. Customer Registration Workflow

The **Customer Registration** process allows new users to create an account and access features such as purchasing, order tracking, wishlist management, wallet use, and support tickets. Depending on platform settings, customers may be required to verify their email/phone before completing registration.

Purpose: Allow new users to create verified customer accounts to shop, track orders, and access personalized features within the platform.

Action:

- **Access the Registration page**

➜ Customers can reach the registration form in two ways from the top-right corner in the header:

- Dedicated **Registration** button
  When clicked, it redirects directly to the **Email Verification / Registration form**

- Dedicated **Login** button → **Login as Customer**
  The system first shows the **Login form**, and clicking **Register Now** redirects to the **Email Verification / Registration form.**

  Note: *Redirect to Email Verification depends on whether* ***Customer Registration Verification*** *is enabled.*

➜ **Effect:** Opens the correct starting point for registration based on platform verification settings.

- **Complete Email/Phone Verification** *(only if verification is enabled)*
  ➜ Enter your Email / Phone into the verification field and click **Verify**.
  ➜ The system sends an OTP/code or verification link (method depends on configuration).
  ➜ Enter the OTP / click the verification link to complete verification.
  ➜ Upon success, the system **automatically redirects to the full Registration Form**.

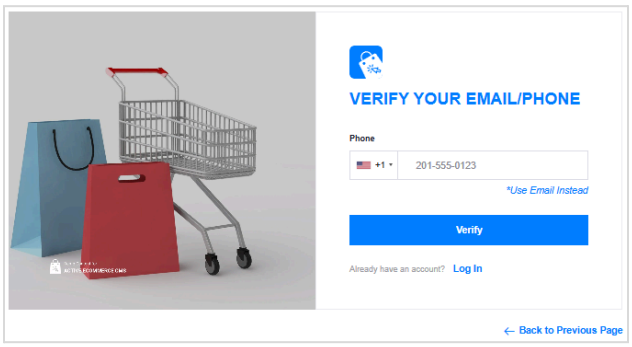


Figure: Verifying Email/Phone before Customer Registration

  ➜ **Effect:** Confirms customer identity before account creation.

Notes:

➜ *If email verification is enabled, the customer must verify their email before accessing full features.*
➜ *Admin needs to configure SMTP under Setup & Configurations → SMTP Settings for verification emails to work.*
➜ *OTP feature requires Admin to purchase and install* ***Active eCommerce OTP Add-on*** *and configure it for customers to receive SMS for verification.*

- **Register as a New Customer**
  ➜ Fill out the following fields on the Registration Form:
  - **Name** – Your full name for your customer profile.
  - **Phone/Email** – A valid contact email or phone number for communication and login.

- **Password** – Create a secure login password.
- **Confirm Password** – Re-enter the same password.
- **Agree to Terms & Conditions** – Check the box to accept platform terms.

➜ Click **Create Account**.

➜ **Effect:** Creates a new customer profile and grants access to the Customer Panel.

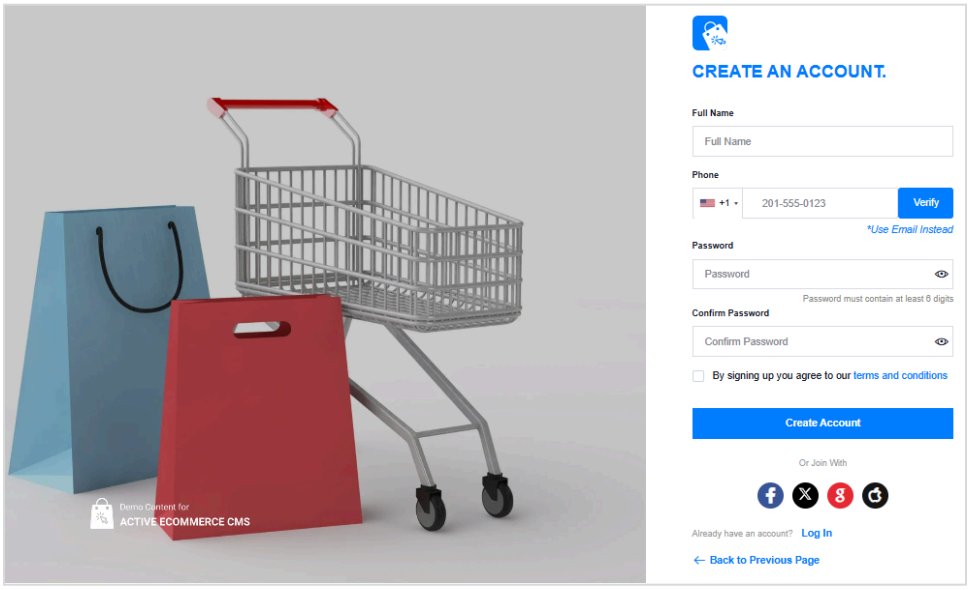


Figure: Customer Registration Fields

- **Existing Customer Login**
  - ➜ Already registered users can enter **Email/Phone + Password** in the Login form → click **Login**.
  - ➜ **Effect:** Grants access to the Customer Panel directly.

Notes:

➜ *Once registered, customers can log in using either their **email** or **phone number**.*

➜ *Admins can also manually create customer accounts via Admin Panel → Customers → Customer List → Add New Customer.*

25.2. Purchase History

The **Purchase History** page lists all completed and ongoing customer orders. Customers can view order details, track delivery status, download invoices, and reorder previously purchased items.

Purpose: Provide customers with an easy reference to all past orders, including invoices, payment status, and delivery tracking.

Action:

- **Access the Purchase History**
  - ➜ Navigate to **Customer Panel** → **Purchase History**.
  - ➜ **Effect:** Opens a table listing all orders placed by the logged-in customer.

- **Review Order Details**

  Each order displays the following fields:
  - ➜ **Order ID**– Unique identifier for the order.
  - ➜ **Seller Details** – Shows the shop name or **In-House** (for admin-managed products).
  - ➜ **Product Name** – Name of the purchased product.
  - ➜ **Date** – The day the order was placed.
  - ➜ **Cost** – Total payable amount of the order.
  - ➜ **Quantity** – Total number of items in the order.
  - ➜ **Delivery Status** – Current status (Pending / Confirmed / Picked Up / On the Way / Delivered / Cancelled).
  - ➜ **Payment Status** – Displays **Paid** or **Unpaid**.
  - ➜ **Options** – Buttons for **View**, **Download Invoice**, and **Cancel** (when pending / unpaid).
  - ➜ **Reorder** – Allows customers to reorder the same product quickly.
  - ➜ **Effect:** Customers can quickly understand order state, costs, and identify payment and delivery progress.

- **View an Order**

  Click the **Order ID** or **View** button under the **Options** column to open the detailed order page.

  This page includes three structured sections:

  - ➜ **Order Summary**

    Provides top-level order information:
    - **Order Code —** Unique identifier for the order.
    - **Customer —** Name of the person who placed the order.
    - **Email —** Customer's email address used during checkout.
    - **Shipping Address —** Full delivery address provided at purchase.
    - **Billing Address** – Full address linked to the payment method.
    - **Order Date —** Exact date and time the order was placed.
    - **Order Status —** Live status of the order (Pending → Delivered).
    - **Total Order Amount —** Final amount payable for the order.
    - **Shipping Method —** The method applied by the system (Area-wise, Product-wise, Flat Rate, Carrier-wise, Seller-wise, Free Shipping).

- **Payment Method —** Payment option selected during checkout (Wallet, COD, Online-PayPal/Bkash, etc.).
- **Additional Info —** Any customer note added in the Payment section.

➜ **Order Details**

A table listing specifics for each line item:

- **Product —** The exact product purchased.
- **Variation —** Selected variation (size, color, etc.) if applicable.
- **Quantity —** Number of units purchased.
- **Delivery Type — Home Delivery**, or **Local Pickup** (only if admin configured pickup points).
- **Price —** Total cost for that product line (unit × quantity).
- **Refund —** Shows **Refundable / Non-Refundable**

  Note: *Refund is available only when the Active eCommerce Refund Add-on is purchased and installed by the Admin **and** the seller/admin has enabled the refund option for that product.*

- **Review —** Provides a button/link to leave a review once the order is delivered.

➜ **Order Amount**

Shows the final billing breakdown of the order:

- **Subtotal —** Total cost of products before fees/discounts.
- **Shipping —** Total shipping charge applied to the order.
- **Tax —** Total tax amount.
- **Coupon —** Discount applied using a coupon code (if used).
- **Total —** Final amount payable after subtracting discounts and adding shipping/taxes.

➜ **Effect:** Displays complete breakdown of the selected order.

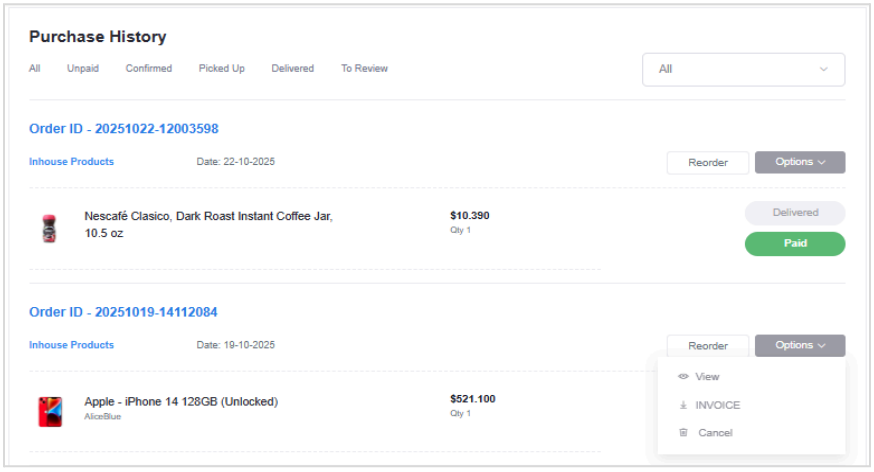


Figure: Purchase History list of customers orders

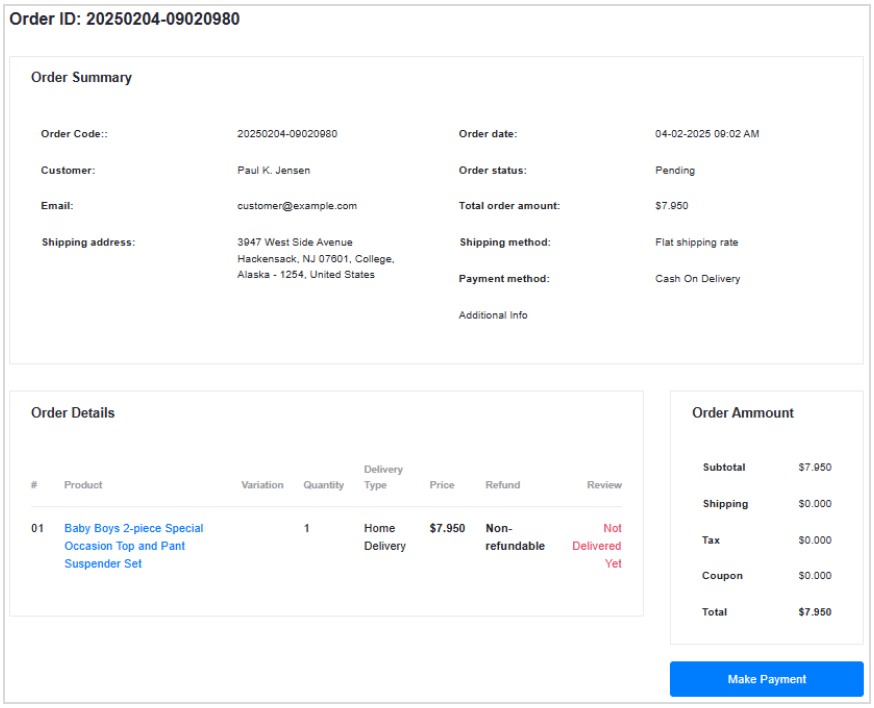


Figure: Viewing an Order Details from the Customer Panel

- **Download Invoice**
  - ➜ Click **Download Invoice** under the **Option** to get a **PDF** copy of the order receipt.
  - ➜ **Effect:** Generates a downloadable record of the transaction.

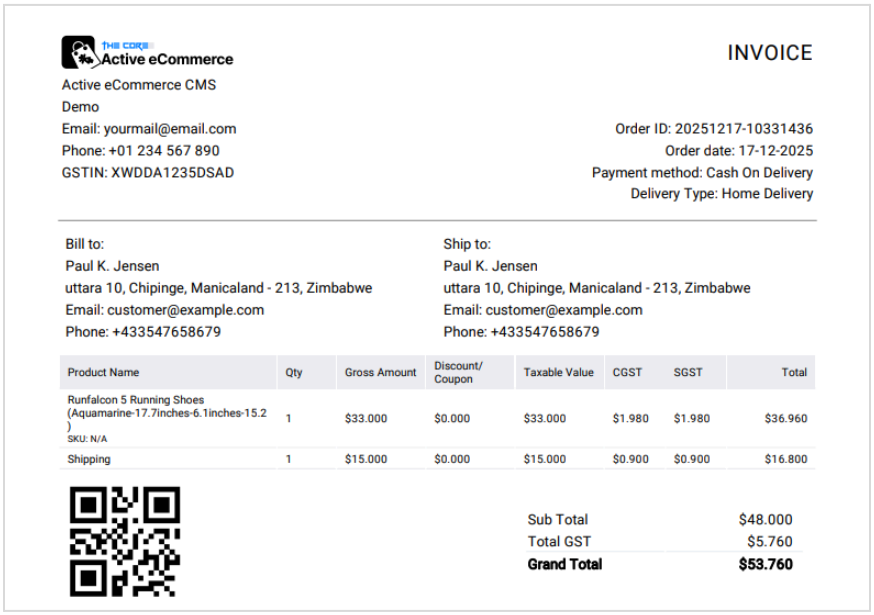


Figure: Downloaded Invoice of an Order from the Customer Panel

Notes:

- ➜ *Refer to Customer Shopping Journey to learn more about how to Review, Cancel / Reorder / Reply a product after purchase from the Product History page.*
- ➜ *GST calculation in total bill is an addon feature and requires installation of **GST System Addon**.*

25.3. Downloads

The **Downloads** page lists all digital products purchased by the customer that are available for download. From here, customers can access their purchased digital content, such as software, files, or media packages.

Purpose: Allow customers to securely download purchased digital products and revisit product pages if needed.

Action:

- **Access the Downloads Page**
  - ➜ Navigate to **Customer Panel** → **Downloads**.
  - ➜ **Effect:** Opens the "Download Your Products" table showing all digital purchases.
- **Review Available Downloads**
  - ➜ The table contains two columns:
    - **Product** – Displays the name of the purchased digital product. Clicking the product name redirects to its store page for details or updates.
    - **Option (Download)** – Provides a direct button to download the purchased file.
  - ➜ **Effect:** Customers can verify and access purchased digital content easily.
- **Download Your Product**
  - ➜ Click **Download** under the **Option** column.
  - ➜ The browser automatically begins downloading the associated digital file (e.g., ZIP, PDF, EXE).
  - ➜ **Effect:** Saves the purchased digital product to the customer's local device for use.

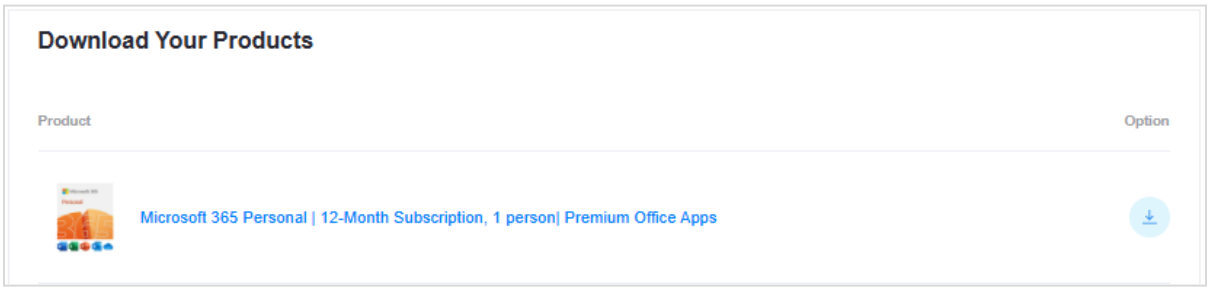


Figure: List of all purchased Difital Products

Note:

➜ *Only products marked as **Digital** during upload (configured by Admin/Seller under **6.1 Products**) appear here.*

➜ *Digital products can only be purchased via **online payment methods**.*

25.4. Wishlist

The **Wishlist** page displays all the products that a customer has marked as favorites for future purchase consideration. Each saved product is shown as a product card with its image, name, price, and quick action buttons for easy management.

Purpose: Allow customers to save products they are interested in and easily move them to the shopping cart when ready to purchase.

Action:

- **Access Wishlist**
  - ➜ Navigate to **Customer Panel** → **Wishlist**.
  - ➜ **Effect:** Opens a grid of all saved products in the customer's wishlist.
- **Review RProduct Cards**
  - ➜ Each product is displayed with the following details:
    - **Product Image** – Displays the main product photo.
    - **Product Name** – Clicking on it redirects to the product detail page on the storefront.
    - **Add to Cart** – Adds the product directly to the shopping cart (Hover to reveal).
    - **Trash Icon** (🗑️) – Located at the top-right corner of each card; removes the item from the wishlist (Hover to reveal).
    - **Price** – Shown at the bottom of the product card.
  - ➜ **Effect:** Provides customers a quick view of all desired products with simple actions for purchase or removal.
- **Add to Cart**
  - ➜ Click the **Add to Cart** button on any product card.
  - ➜ **Effect:** Instantly adds the selected product to the shopping cart, allowing checkout from the cart page.
- **Remove from Wishlist**
  - ➜ Click the **Trash Icon** (🗑️) on the top-right of the card.
  - ➜ **Effect:** Permanently deletes the product from the wishlist list.

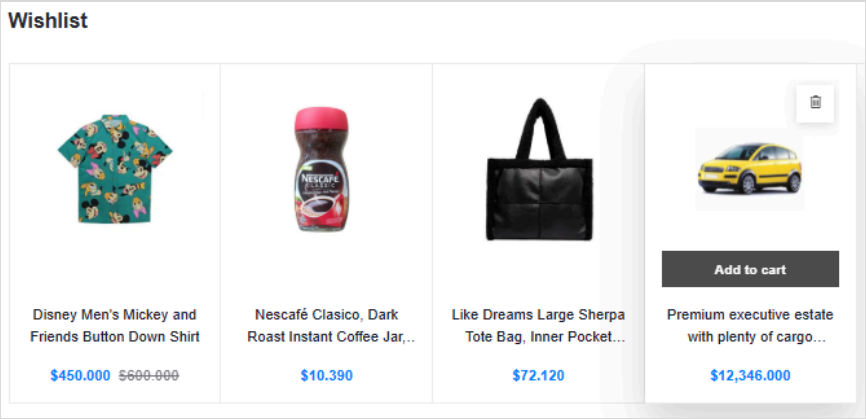


Figure: Products Added to Wishlist in the Customer Panel

Note:

- ➜ *Refer to Wishlist and Compare Products to know how to add a product to Wishlist.*
- ➜ *If the product is later removed or unpublished by the admin or seller, it will no longer be accessible from the wishlist.*

25.5. Compare

The Compare page allows customers to view multiple products side by side to evaluate their key attributes before making a purchase. Each compared item appears as a vertical product card showing detailed information for quick comparison.

Purpose: Help customers make informed purchasing decisions by comparing essential details such as price, category, and brand between selected products.

Action:

- **Access Compare Products**
  - ➜ Navigate to **Customer Panel** → **Compare**.
  - ➜ **Effect:** Opens the "**Compare Products**" page displaying all items the customer has added for comparison.
- **Review compared products**
  - ➜ Each product card includes:
    - **Product Name** – Displayed at the top; clicking redirects to the product detail page.
    - **Product Image** – Larger image for clearer visual comparison.
    - **Price** – Displays the current selling price of the product.
    - **Category** – Shows which product category the item belongs to.

- **Brand** – Displays the brand name of the product.
- **Add to Cart** – Button to directly add the product to the shopping cart.

➜ **Effect:** Enables side-by-side comparison of selected products based on brand, category, and pricing.

- **Add a compared product to cart**
  - ➜ Click **Add to Cart** under any product card.
  - ➜ **Effect:** Instantly adds the selected product to the shopping cart for purchase.

- **Reset Compare List**
  - ➜ Click the **Reset Compare List** button located at the top-right corner of the **Compare Products** page.
  - ➜ **Effect:** Clears all compared products from the list, resetting the comparison view.

Notes:

➜ *Refer to Wishlist and Compare Products to know how to add a product to Compare.*

➜ *The compare list remains available until the user resets it.*

➜ *Logged-in users' compare lists are saved to their account for persistent access across sessions.*

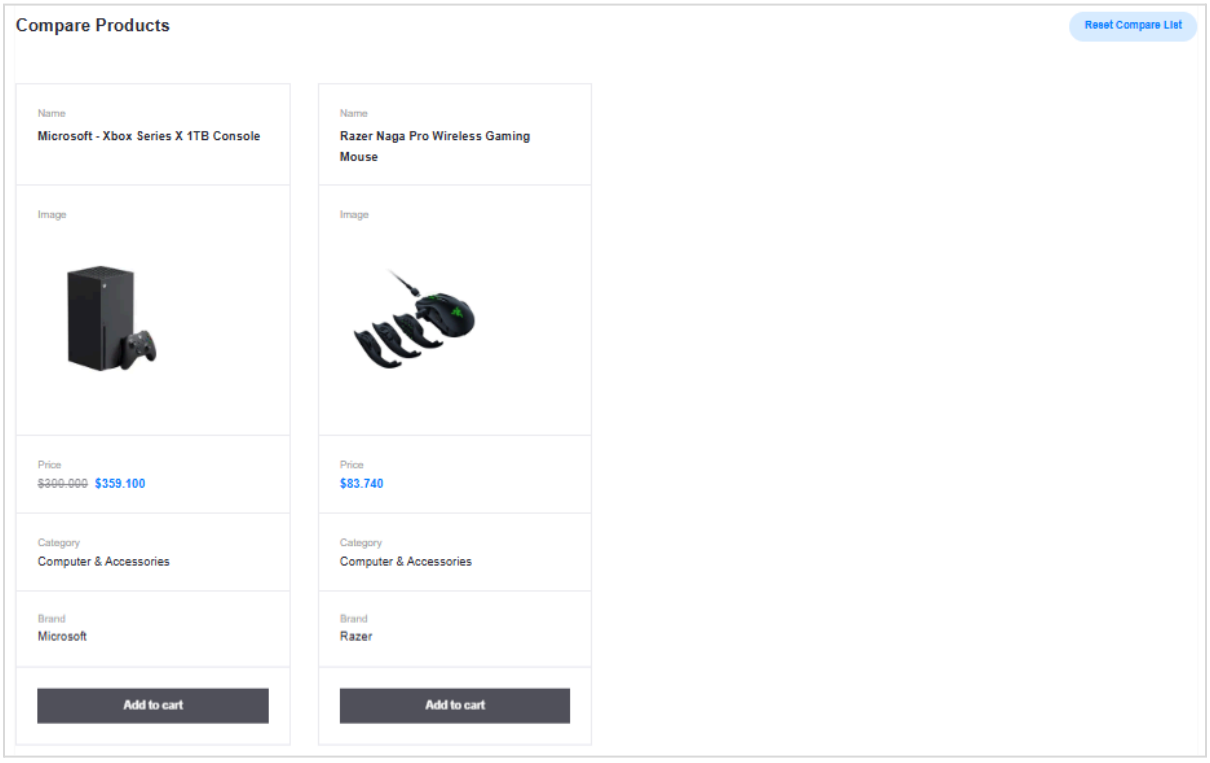


Figure: Products Added to the Compare List in the Customer Panel

25.6. Followed Sellers

The Followed Sellers page lists all the shops or sellers that a customer has chosen to follow. It allows customers to easily access their favorite sellers' stores, browse their latest products, and stay updated on new listings or offers.

Purpose: Help customers quickly revisit their preferred sellers and explore products from trusted or frequently purchased stores.

Action:

- **Access Followed Sellers**
  - ➜ Navigate to **Customer Panel** → **Followed Sellers**.
  - ➜ **Effect:** Opens a list of all sellers that the customer is currently following.
- **Review followed seller list**
  - ➜ Each entry displays:
    - **Shop Name / Seller Name** – Clicking redirects to the seller's storefront or profile page.
    - **Shop Logo / Banner** – Visual identification of the seller's shop.
    - **Unfollow Button** – Allows the customer to remove the seller from their followed list.
  - ➜ **Effect:** Provides a centralized view of all followed sellers for easy navigation and management.

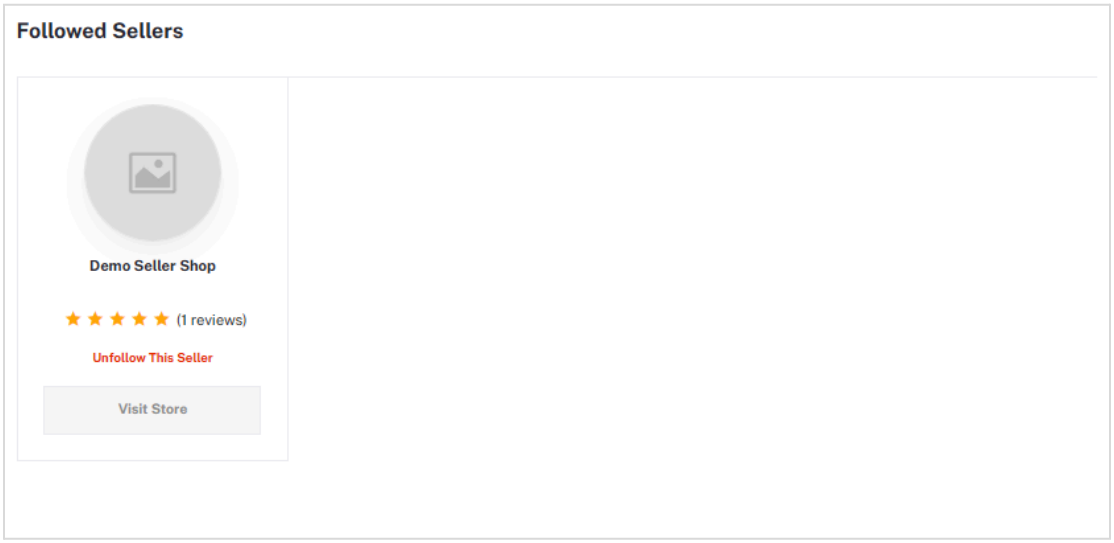


Figure: Cards of all Sellers that are being followed by the Customer

- **Visit a seller's shop**
  - ➜ Click the **Shop Name**, **Logo**, or **Visit Store** button.

➜ **Effect:** Opens the seller's storefront page displaying their products, ratings, and offers.

- **Unfollow a seller**
  ➜ Click **Unfollow This Seller** from the Followed Sellers page or the sellers storefront.
  ➜ **Effect:** Removes the seller from the followed list immediately.

Notes:

➜ *Customers can follow / unfollow sellers directly from product pages or seller profiles on the storefront.*
➜ *Following a seller helps customers track updates and easily find their favorite shops later.*
➜ *If a seller account becomes inactive or deleted, it will automatically be removed from the Followed Sellers list.*

25.7. Classified Products

The **Classified Products** page lists all the products that a customer has uploaded for sale under the **Classified Product** feature. This feature allows individual customers (not sellers) to post and manage second-hand or one-time-sale items directly from their customer panel.

Purpose: Enable customers to create and manage personal listings for reselling products, after purchasing a classified package, without requiring a seller account.

Action:

- **Access Classified Products**
  ➜ Navigate to **Customer Panel → Classified Products**.
  ➜ **Effect:** Opens a table displaying all classified listings created by the customer.

- **Purchase a Classified Package** (Required)
  ➜ Before adding any classified product, customers must first purchase a valid package to upload classified products as product upload.
    a. Go to **Customer Panel → Dashboard → Purchase Package**.
    b. Click **Upgrade Package** to view available packages.
    c. Choose a package and complete the payment.
    d. **Or**, go to **Classified Products → Upgrade Package** and repeat the above steps.
  ➜ **Effect:** Activates the customer's ability to upload and manage classified products.

Notes:

➜ *Admin must enable **Classified Products** from **Setup & Configuration → Features Activation** before customers can use this feature.*
➜ *Admins can create customer packages from **Customers → Classified Packages**.*

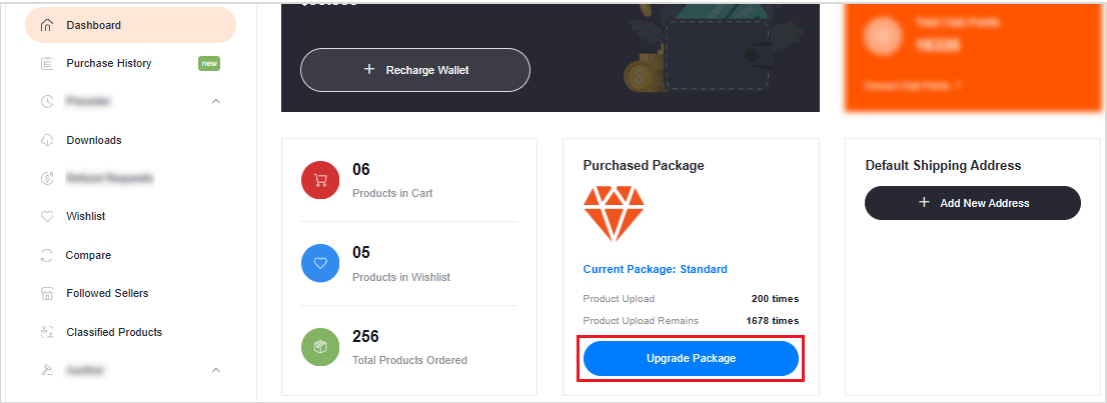


Figure: Purchasing a Classified Package from the dashboard of Customer Panel

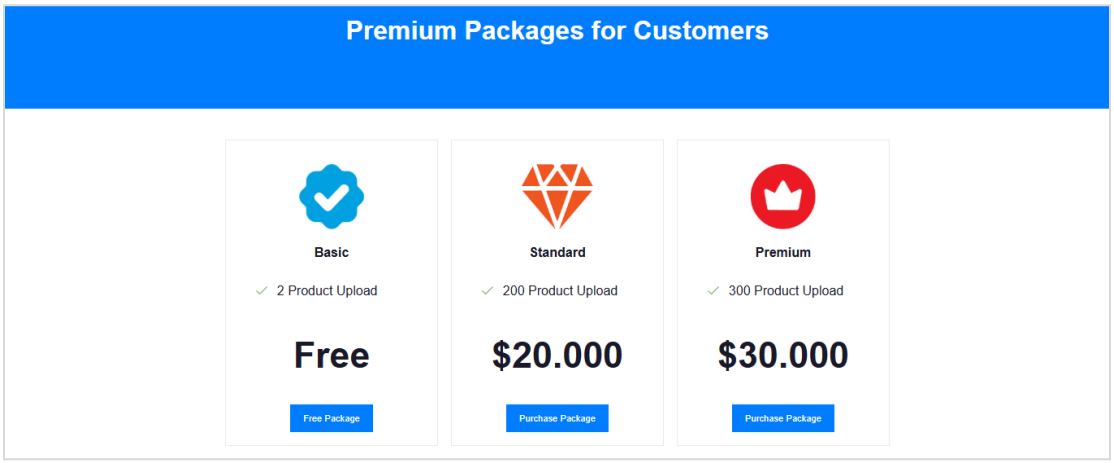


Figure: List of purchasable Cladssified Packages by the customer

- **Review Product List**
  - ➜ The table shows:
    - **a.** **Product Name** – Name of the listed product.
    - **b.** **Price** – The listed selling price.
    - **c.** **Available Status** – Toggle on to make the product available for sale and send for admin verification.
    - **d.** **Admin Status** – Indicates whether the product is Pending/Published.
    - **e.** **Options** – Buttons to **Edit** or **Delete** the listing.
  - ➜ **Effect:** Allows customers to monitor all classified listings and their publication status.

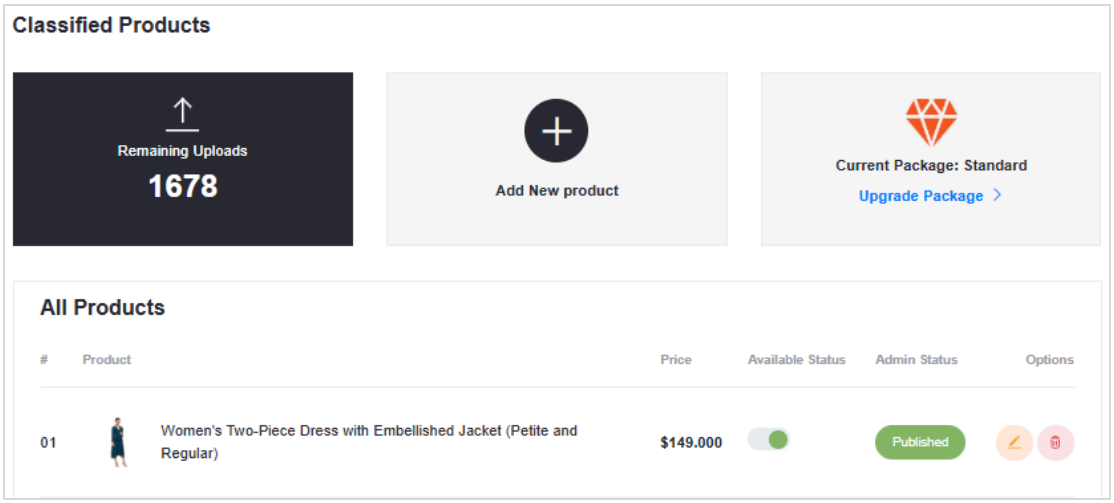


Figure: List of all Classified Products added by the Customer

- **Add a New Classified Product**
  - ➜ Click **Add New Product** at the top-right corner.
  - ➜ The **Add Your Product** page appears, organized into multiple sections:

    a. **General**
    - **Product Name*** – Title of the product.
    - **Product Category*** – Select from the admin-created category list.
    - **Product Brand*** – Select from available brands created by admin.
    - **Product Unit*** – Define the unit type (e.g., pcs, kg, liter).
    - **Condition*** – Choose New or Used.
    - **Location*** – Specify where the product is located.
    - **Product Tag*** – Add relevant tags for easier product search.

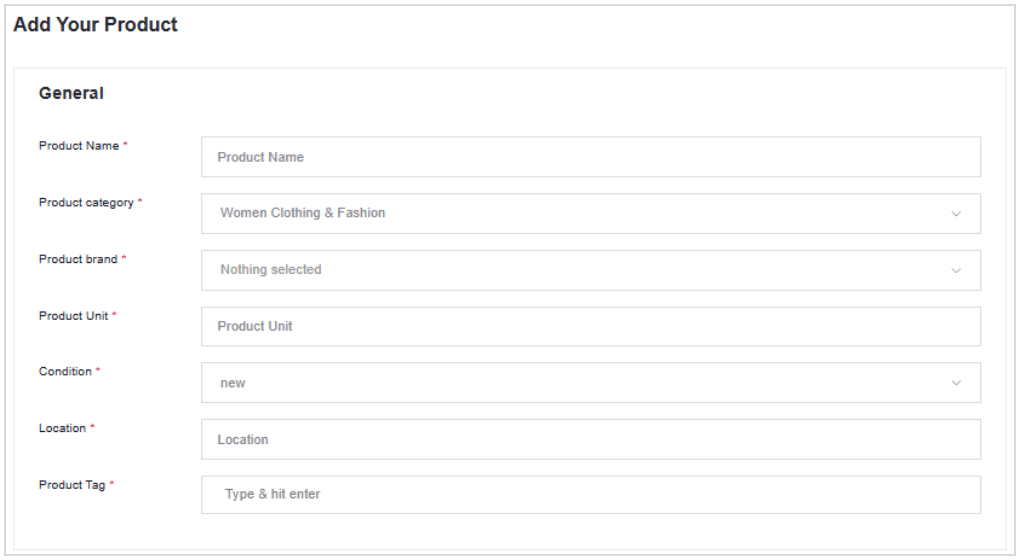


Figure: General Part of adding Classified Product from the Customer Panel

b. Images

- **Gallery Images*** – Choose from pre-uploaded files or upload new images from your system.
- **Thumbnail Image*** – Choose or upload a single image to display as the product thumbnail.



Figure: Images Part of adding Classified Product from the Customer Panel

c. Videos

- **Video From** – Choose the platform (YouTube, Dailymotion, Vimeo, etc.).
- **Video URL** – Paste the corresponding video link.

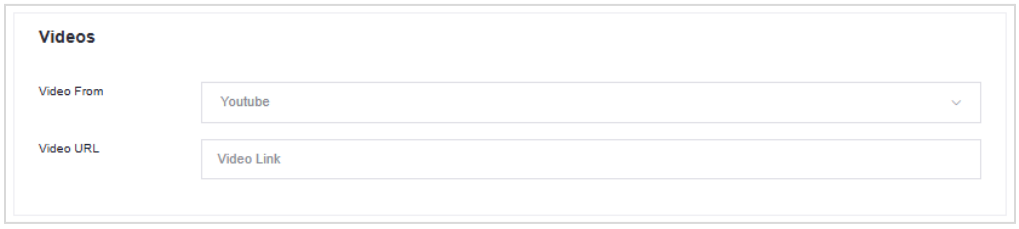


Figure: Videos Part of adding Classified Product from the Customer Panel

d. Meta Tags

- **Meta Title** – Title for search engine optimization.
- **Description** – Short SEO description.
- **Meta Image** – Upload or select a meta image for SEO display.

e. Price

- **Unit Price*** – Enter the selling price of the product.

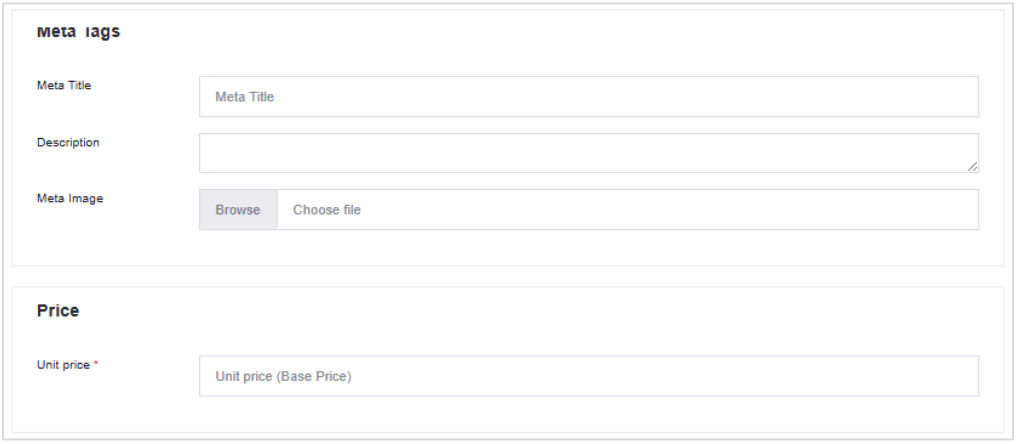


Figure: SEO and Price Parts of adding Classified Product from the Customer Panel

f. Description

- **Description*** – Enter detailed product information and features.

g. PDF Specification

- **PDF** – Upload a PDF file containing additional product specifications (optional).

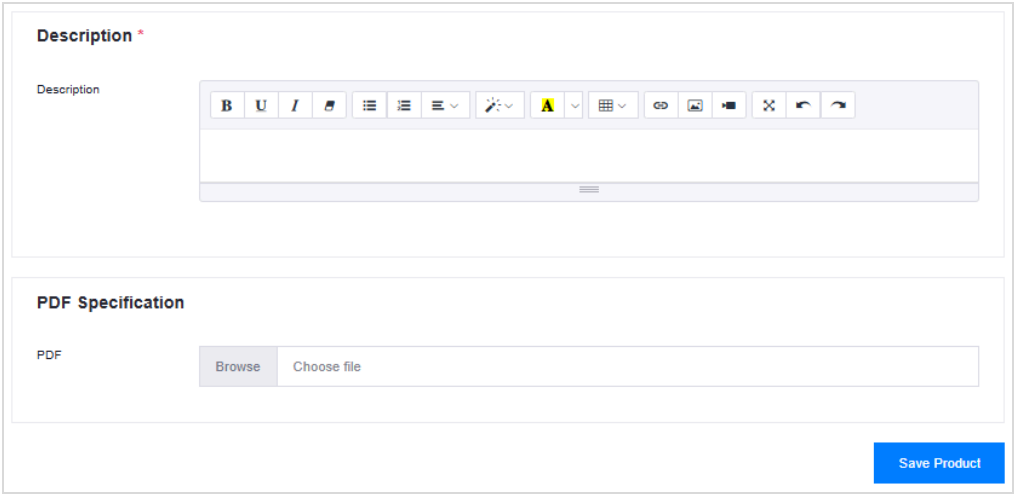


Figure: Description & PDF Parts of adding Classified Product from the Customer Panel

➜ Click **Save Product** to submit your product for review.

➜ **Effect:** The product is sent for admin approval before appearing on the storefront.

- **Edit or Delete a Product**
  ➜ Click **Edit** to update any detail or **Delete** to permanently remove it.
  ➜ **Effect:** Instantly updates or removes the product listing from the system.

Notes:

➜ *Star* fields are **mandatory**, i.e. They can not be empty.*

➜ *All uploaded classified products must be **manually approved/published** by the admin to appear on the storefront.*

➜ *Customers and buyers can view classified product details and **contact the owner directly** for purchase discussions.*

25.8. Customer Product Conversations

The **Conversations** page allows customers to communicate privately with sellers or admins regarding specific products. It acts as a built-in messaging system where customers can ask questions, receive replies, and keep track of all ongoing product-related conversations.

Purpose: Provide customers with a simple and organized way to ask product questions, clarify details, or follow up after purchase directly with the seller or admin.

Action:

- **Access Conversations**
  ➜ Navigate to **Customer Panel** → **Conversations**.
  ➜ **Effect:** Opens a list of all private product-related conversation threads initiated by the customer.

- **Review Conversation List**
  ➜ Each conversation entry includes:
    - **User Image** — Profile image of the seller or admin the customer is chatting with.
    - **User Name** — Name of the seller or admin.
    - **Date & Time** — Timestamp of the most recent message in the thread.
    - **Product Name** — Title of the product the conversation is about with a “new” label for new unseen replies.
    - **Message Preview** — A short snippet of the most recent message in the thread.

➜ **Effect:** Customers can easily identify which conversations have new responses, what they relate to, when they were last updated and quickly continue any ongoing discussion.

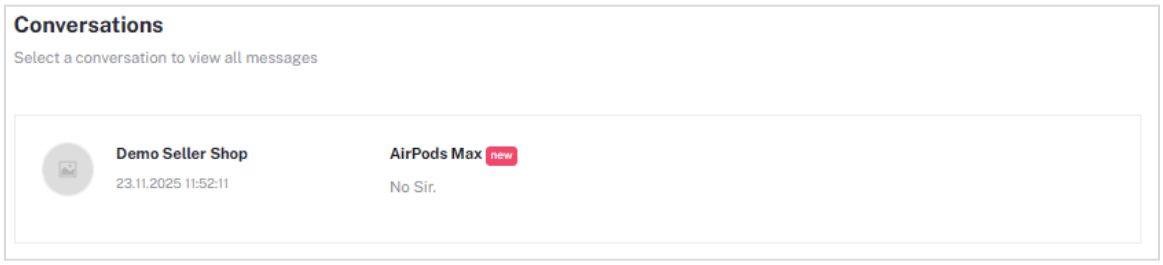


Figure: List of all private conversations of the customer with sellers on products

- **View or Reply to a Conversation**
  - ➜ Click the **Product Name** of any conversation row to open the thread.
  - ➜ The page displays the **entire message history** in chronological order.
  - ➜ Type your message in the text input field and click **Send**.
  - ➜ **Effect:** Your reply is immediately sent to the seller/admin and becomes part of the ongoing conversation thread.

***Note:** Clicking the **Seller/Admin image or name** (either in the list or inside the chat view) redirects you to the seller's or in-house store page.*

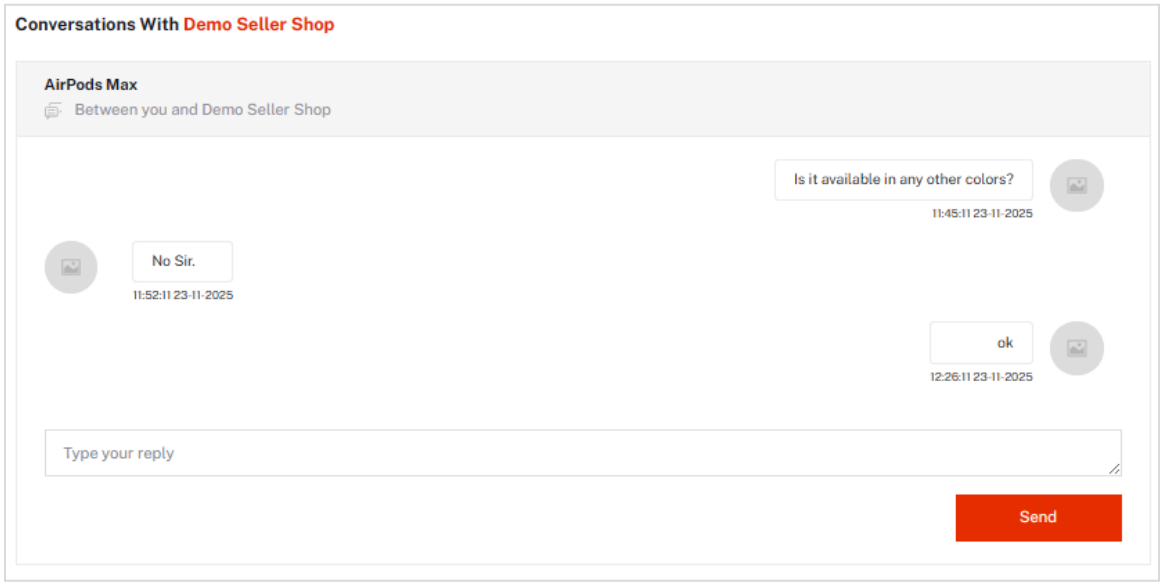


Figure: Communicating privately with the Seller/Admin as a customer about their product

- **Start a New Conversation**

  Customers can initiate a new chat from any Product Details Page.

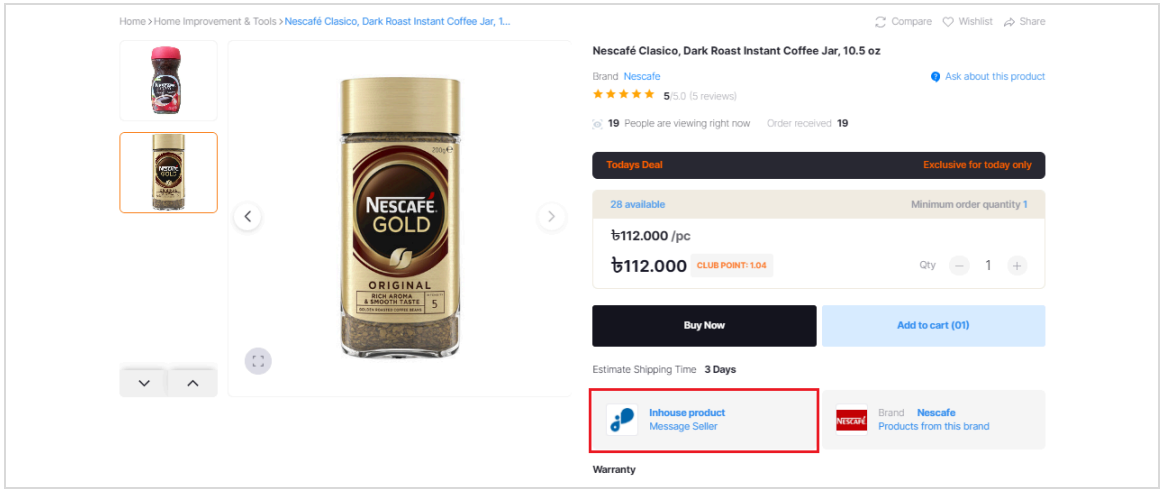


Figure: Initiating private Conversation about a product as a customer from the Product Details page

- ➜ Click **Message Seller** (visible for both seller and in-house products).
- ➜ The form includes:
  - **Product Name —** Auto-filled with the product you are viewing (editable).
  - **Your Question —** Enter your inquiry.
- ➜ Click **Send** or **Cancel**.
- ➜ **Effect:** A new conversation thread is created and will appear under the **Conversations** page for future follow-ups.

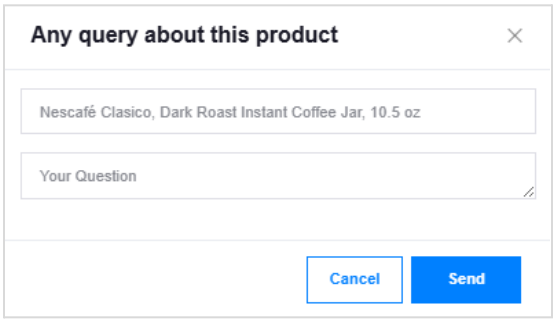


Figure: Conversation Question about the Product

Notes:

- ➜ *Customers must be logged in to send a message.*
- ➜ *Conversations related to In-House products go directly to the admin; conversations for seller products go only to the respective seller.*
- ➜ *Conversations are **private between the buyer and the seller/admin, but the admin can monitor all conversation threads for moderation purposes**.*
- ➜ *The admin **cannot reply** to conversations between customers and sellers (except for In-House product conversations, where the admin is the seller).*
- ➜ *Refer to Admin and Seller Product Conversation to learn more.*
- ➜ *Conversation Activation must first be enabled by the Admin in Features Activation.*

25.9. Customer Wallet

The **My Wallet** page displays the customer's wallet balance, available recharge options, and a complete history of all wallet transactions including recharges, payments, refunds, and conversions (when add-ons are added).

Purpose: Allow customers to manage wallet funds for faster checkout, track all wallet-related activities, and recharge their wallet using supported payment methods.

Action:

- **Access My Wallet**
  - ➜ Navigate to the **Customer Panel** → **My Wallet**.
  - ➜ **Effect:** Opens the wallet dashboard showing current Wallet Balance, Recharge buttons, and Wallet Recharge History table.

- **View Wallet Balance**
  - ➜ The **Wallet Balance** box shows the current available amount in the customer's wallet.
  - ➜ **Effect:** Customers instantly see how much balance is available to pay during checkout.

- **Review Wallet Recharge History**

  The transaction table includes:
  - ➜ **Date —** The date the transaction occurred.
  - ➜ **Amount —** The credited or debited amount.
  - ➜ **Payment Method —** Shows the source or type of the transaction:
    - Refund – Amount returned to wallet after a successful refund.
    - Offline – Amount recharged Offline. *(Requires Active eCommerce Offline Payment Add-on)*
    - Online Methods (PayPal, Stripe, Bkash, SSLCommerz, etc.) – Amount recharged Online.
    - Club Point Convert *(Requires Active eCommerce Club Point Add-on)*
  - ➜ **Status –**
  - ➜ **Effect:** Provides customers with a full and transparent log of wallet activity.

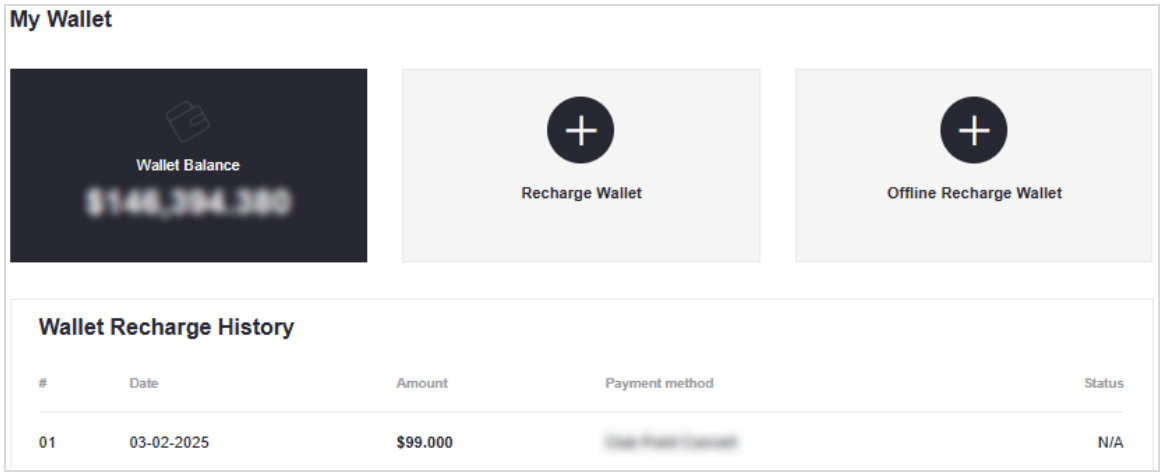


Figure: Customers Wallet Balance, Recharge History and buttons to Recharge Wallet

- **Recharge Wallet (Online)**
  - ➜ Click **Recharge Wallet**.
  - ➜ Choose a **Payment Method** (all online gateways enabled by admin appear here — e.g., PayPal, Stripe, bKash, etc.).
  - ➜ Enter **Amount —** The amount to add to the wallet.
  - ➜ Click **Confirm** to complete the payment.
  - ➜ **Effect:** Upon successful payment, the wallet is credited instantly.

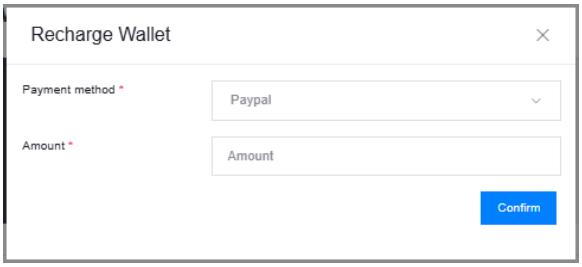


Figure: Recharging Wallet Online

- **Recharge Wallet (Offline)**
  - ➜ Click **Offline Recharge Wallet**.
  - ➜ Fill in required fields:
    - **Amount —** The amount to request as offline recharge.
    - **Transaction ID —** Bank deposit reference number or payment slip ID.
    - **Photo of Receipt —** Upload the proof of payment.
  - ➜ Click **Submit Request**.
  - ➜ **Effect:** Sends the request to the system; after approval, the amount is credited to the wallet.

***Note:** Available only if admin installed and enabled the **Active eCommerce Offline Payment Add-on**.*

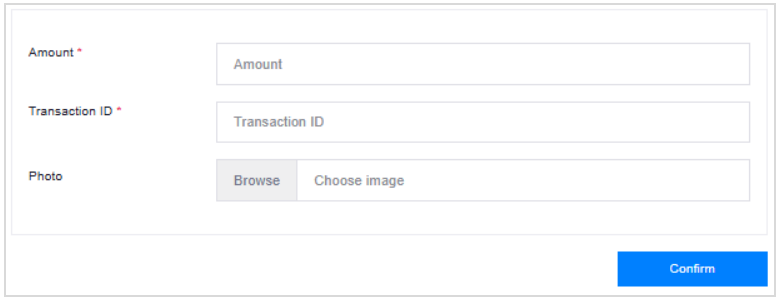


Figure: Recharging Wallet Offline

- **Use Wallet Money During Checkout**
  - ➜ During checkout, select **Pay with Wallet Balance** as the payment method.
  - ➜ If the wallet balance covers the total amount, the order is paid instantly.
  - ➜ **Effect:** The payable amount is deducted directly from the wallet.

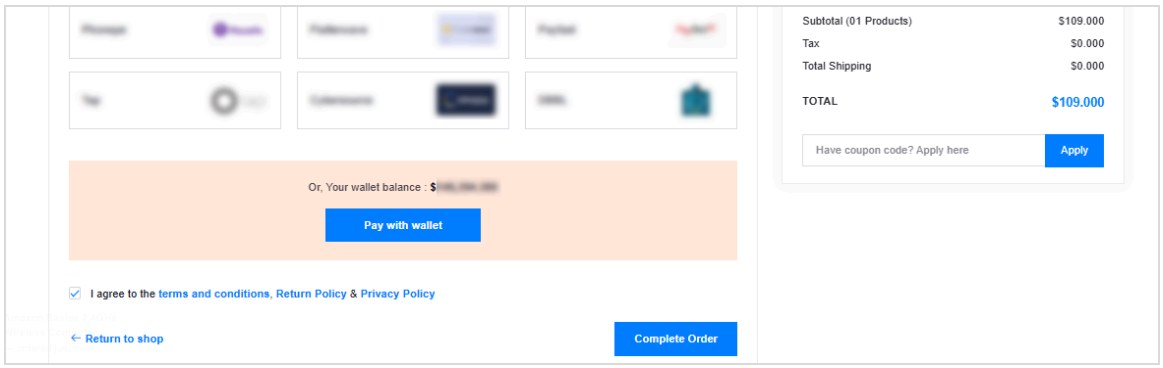


Figure: Customer using wallet Balance to purchase product during checkout.

Notes:

- ➜ *Wallet balance can be used for both **physical** and **digital** product purchases.*
- ➜ ***Club Point Convert** appears only if the **Club Point Add-on** is installed and enabled.*
- ➜ *Available payment methods depend entirely on the payment gateways configured by the admin.*

25.10. Customer Support Ticket

The **Support Ticket** page allows customers to contact the admin directly for assistance with orders, payments, account issues, or general inquiries. Customers can create tickets, attach images, and continue the conversation—all from within their Customer Panel.

Purpose: Provide a structured medium for customers to report issues, request assistance, and maintain a record of all support interactions.

Action:

- **Access Support Ticket**
  - ➜ Navigate to **Customer Panel → Support Ticket**.
  - ➜ **Effect:** Opens a table listing all previously submitted support tickets with their statuses.

- **Create a New Support Ticket**
  - ➜ Click **Create a Ticket**.
  - ➜ Fill out the required fields:
    - **Subject** – A short title summarizing the issue.
    - **Provide a detailed Description** – Explain the problem or request clearly so the admin can understand the issue.
    - **Photo (optional)** – Upload a screenshot or image if it helps illustrate the issue.
    - Click **Send Ticket** to submit, or **Cancel** to discard.
  - ➜ **Effect:** A new support ticket is created and added to the customer's ticket list for tracking.

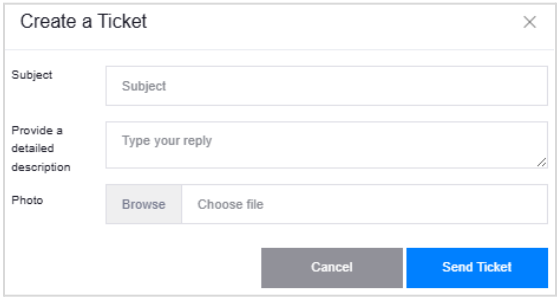


Figure: Customer Creating a Support Ticket

- **Review Submitted Tickets**
  - ➜ Each ticket entry in the table displays:
    - **Ticket ID —** Auto-generated unique identifier.
    - **Sending Date —** Date and time when the ticket was created.
    - **Subject —** The title entered by the customer.
    - **Status —** Indicates **Open**, **Pending**, or **Solved**.
    - **Options (View Details) —** Opens the communication thread.
  - ➜ **Effect:** Allows customers to quickly track all ongoing and resolved support requests.

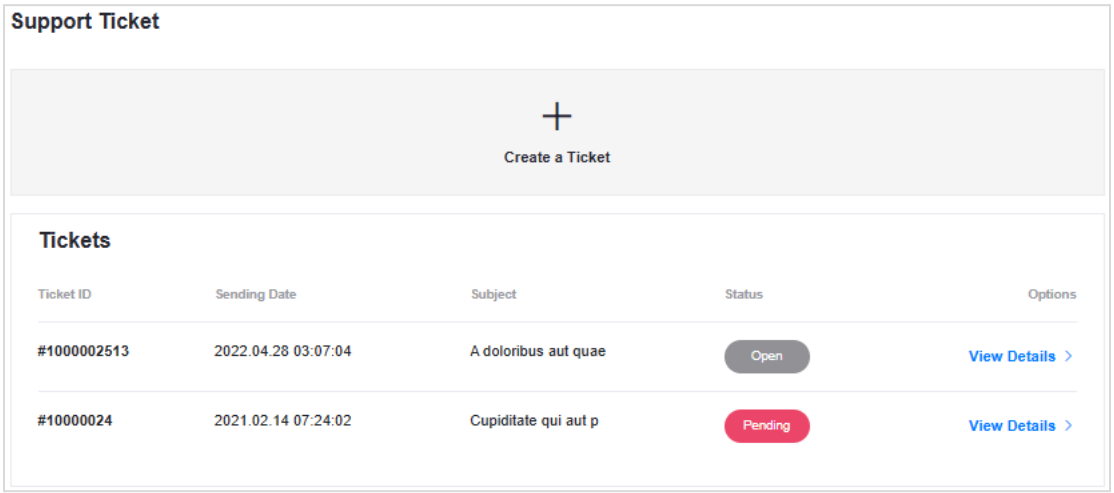


Figure: List of all customer created support tickets in the Customer Panel

- **View or Reply to a Ticket**
  - ➜ Click **View Details** beside any ticket entry.
  - ➜ The message thread displays all communication between the customer and the admin in chronological order.
  - ➜ Type your reply in the text box and click **Send** to respond.
  - ➜ **Effect:** The message is sent instantly to the admin, updating the ticket discussion within the same thread.

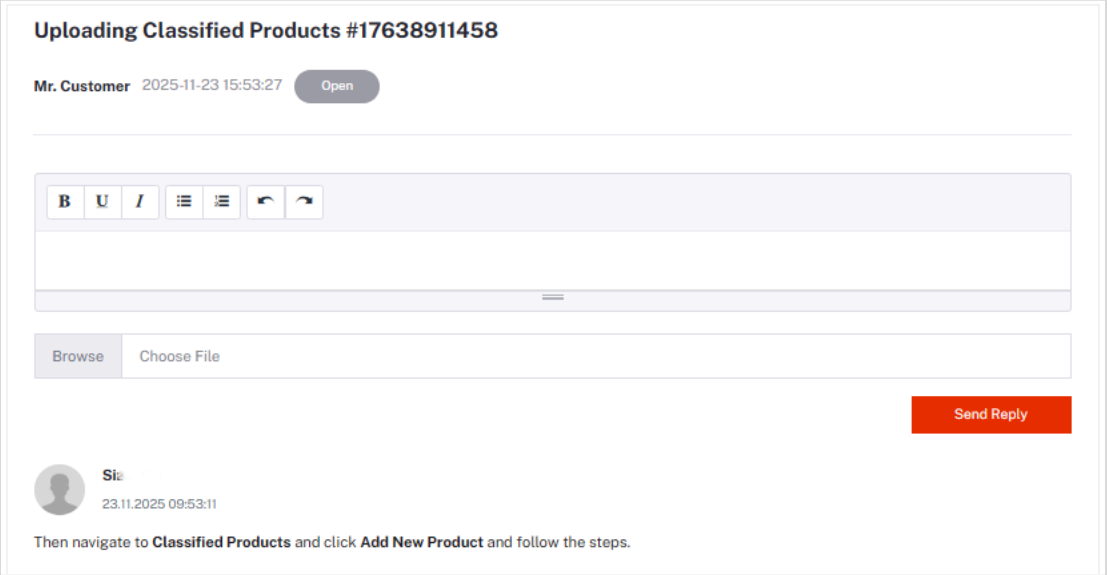


Figure: Customer communicating under Support ticket with Admin

Notes:

- ➜ *If a customer replies back to the ticket (Open / Solved), it gets automatically marked as pending, allowing further communication under the same ticket for that problem.*
- ➜ *Support conversations are private between the customer and the admin.*
- ➜ *All replies and updates remain stored in the same ticket thread for future reference.*
- ➜ *For admin-side handling of customer tickets, refer to Support → Ticket.*

25.11. Manage Profile

The Manage Profile page allows customers to view and update their personal details such as basic information, address, and email. It ensures that customer accounts remain accurate and up-to-date for communication, shipping, and account recovery purposes.

Purpose: Provide customers with a secure and easy way to manage their account details, including personal info, saved addresses, and verified email.

Action:

- **Access Manage Profile**
  - ➜ Navigate to **Customer Panel** → **Manage Profile**.
  - ➜ **Effect:** Opens the profile settings page containing sections for Basic Info, Address, and Change Email.

- **Basic Info**
  - ➜ Review or modify your basic information.
  - ➜ Available fields:
    - **Your Name** – Customer's full name.
    - **Your Phone** – Contact number associated with the account.
    - **Photo** – Upload or update profile picture.
    - **Your Password** – Enter a new password to change the old one.
    - **Confirm Password** – Re-enter the password for confirmation.
  - ➜ Click **Update Profile** to save changes.
  - ➜ **Effect:** Updates customer account information instantly.

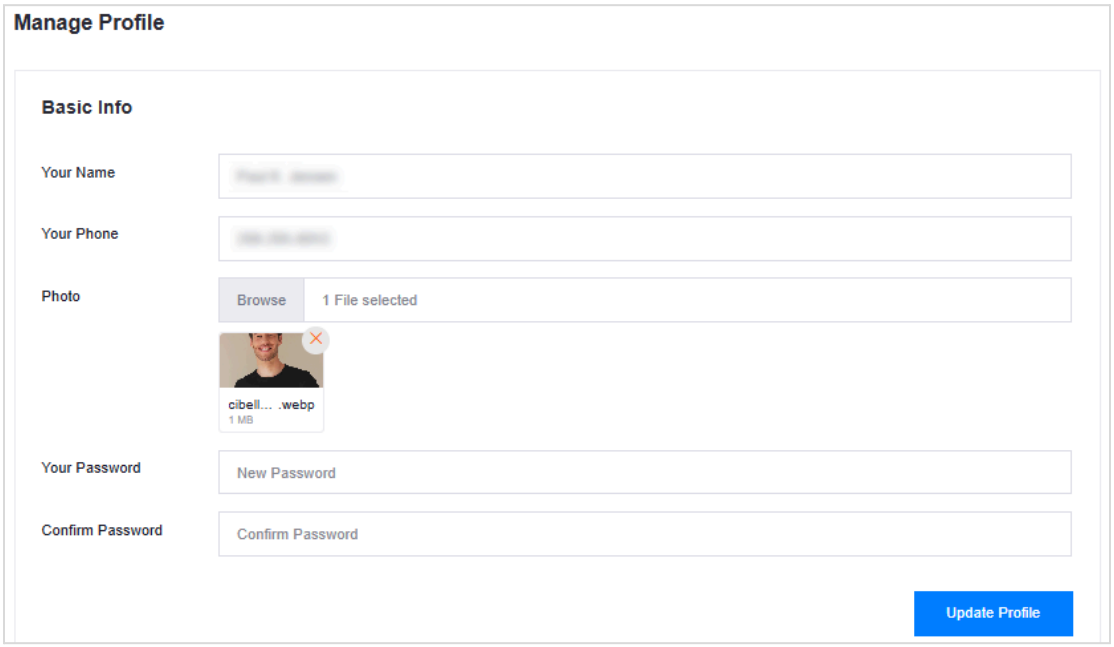


Figure: Basic Info part of Customer Profile Management

- **Address**
  - ➜ Add a new address
  - ➜ Click **Add New Address**.
  - ➜ Fill in the required fields on the **New Address** popup:

- **Address** – Full address line.
- **Country** – Select from dropdown (configured by admin).
- **State** – Select from dropdown (depends on chosen country).
- **City** – Select from dropdown (depends on chosen state).
- **Postal Code** – Enter postal/ZIP code.
- **Phone** – Enter contact number.

➜ Click **Save** to confirm or click the **Cross** (×) icon to cancel.

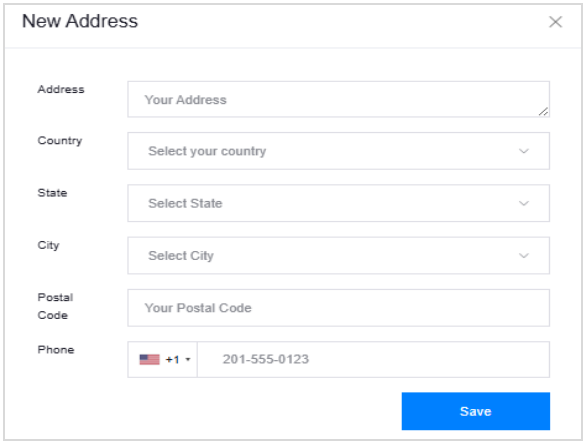


Figure: Adding New Address part of Customer Profile Management

➜ **Effect:** Saves the new address for shipping and billing purposes.

Note: *The dropdown options for Country, State, and City depend on the entries configured by the admin from Setup & Configurations → Shipping → Shipping Countries / Shipping States / Shipping Cities.*

- **Manage Saved Addresses**
  - ➜ Each saved address card has a three-dot (⋮) menu at the top-right corner with options:
    - **Edit** – Modify existing address details.
    - **Make This Default Shipping** – Set the address as default for future deliveries of orders.
    - **Make This Default Billing** – Set the address as default for future bills on orders.
    - **Delete** – Permanently remove the address.
  - ➜ **Effect:** Allows customers to manage multiple shipping addresses easily. New Defaults are shown on the address for quick identification.

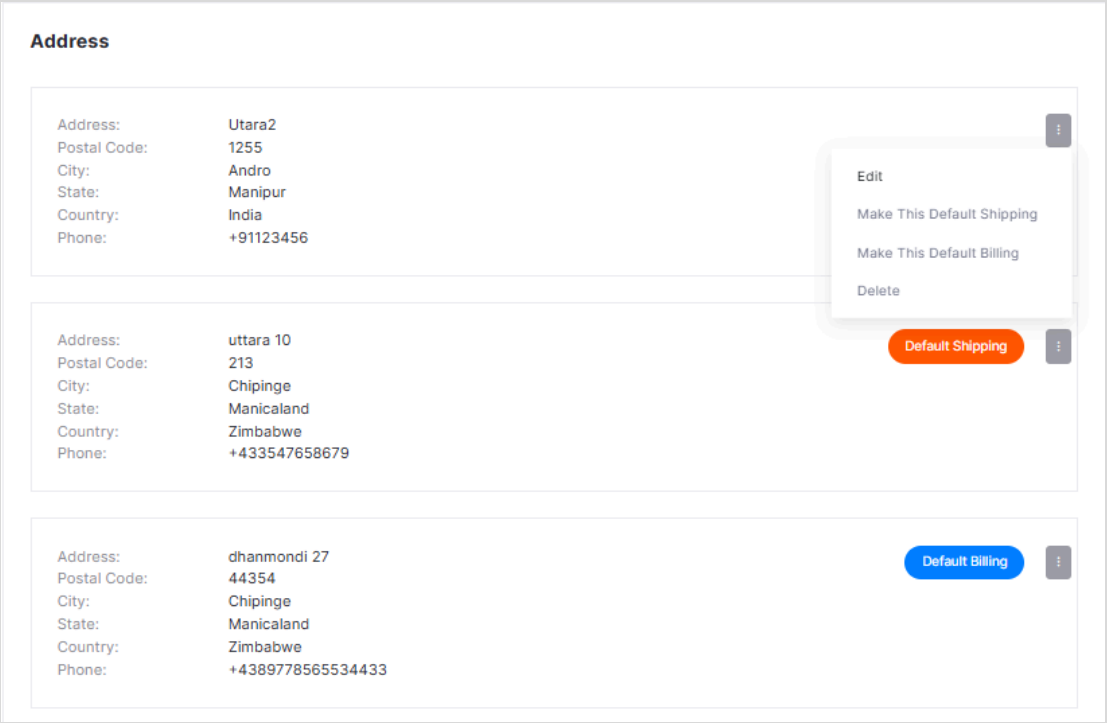


Figure: List of customer added address used for Shipping and Billing

- **Change Your Email**
  - ➜ Update email address
  - ➜ The **Your New Email** field shows the current email address, which can be edited.
  - ➜ After entering a new email, click **Verify** to send a verification code to the newly entered email address.
  - ➜ Enter the received **Verification Code** in the designated text box.
  - ➜ Click **Update Email** to finalize the change.
  - ➜ **Effect:** Updates and re-verifies the customer's account email for login and communication purposes.

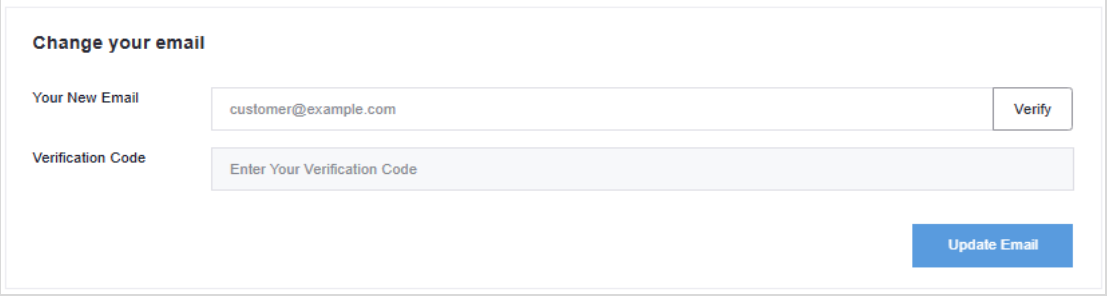


Figure: Field for changing registered email of customer

Notes:

➜ ***Email verification requires a working SMTP setup****. The admin must properly configure SMTP Settings from* ***Admin Panel*** *→* ***Setup & Configuration*** *→* ***SMTP Settings*** *for the system to send verification codes successfully.*

➜ *All customer address information is stored securely in the database and used for shipping, billing, and order confirmation purposes.*

➜ ***Email Verification*** *toggle needs to be enabled in* ***Features Activation*** *if Admin wishes Customers to verify their email before changing.*

25.12. Delete My Account

The Delete My Account section allows customers to permanently remove their account and all related data from the system. This action is irreversible and deletes all associated information, including wallet balance, order history, and classified product listings.

Purpose: Provide customers with full control over their account privacy and data by allowing permanent account deletion.

Action:

- **Access Delete My Account**
  - ➜ Navigate to the **Customer Panel** → **Delete My Account**.
  - ➜ **Effect:** Opens a confirmation popup titled "**Delete Your Account**."
- **Review Warning Message**
  - ➜ The warning box displays the following message:
  - ➜ **Delete Your Account**
  - ➜ **Warning: You cannot undo this action.**
  - ➜ **Note:** Don't click any other button or perform any other action during account deletion, as the process may take some time.
  - ➜ **Effect:** Informs customers about the consequences and possible delay during deletion.

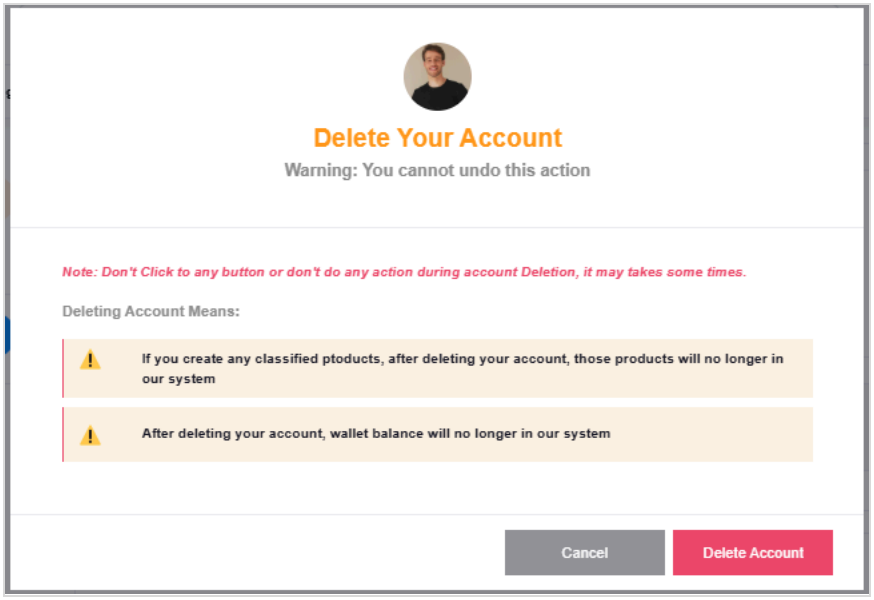


Figure: Final Notice to Customers before initiating profile deletion

- **Understand the Consequences**
  - ➜ The warning section clearly explains what will be lost after deletion:
  - ➜ ⚠️ If you have created any Classified Products, they will be permanently removed from the system.
  - ➜ ⚠️ Your wallet balance will be lost and cannot be recovered.
  - ➜ **Effect:** Ensures customers acknowledge the data loss before proceeding.

- **Confirm or Cancel deletion**
  - ➜ Two buttons are provided at the bottom of the popup:
  - ➜ **Cancel** – Closes the popup and aborts account deletion.
  - ➜ **Delete Account** – Confirms and starts the deletion process.
  - ➜ **Effect:** If Delete Account is clicked, the system begins removing the customer's data permanently from the database.

Notes:

- ➜ *The deletion process may take a short period, depending on server performance and account size.*
- ➜ *Once deletion begins, the process cannot be interrupted or reversed.*
- ➜ *Deleted accounts cannot be recovered or reactivated; customers must register again to use the platform.*
- ➜ *All related records such as classified listings, wallet balance, wishlist, and purchase history are permanently erased from the system.*