



# Vendor User Guide

*for The Downtown Windsor Farmers' Market  
ECommerce Website*

**V.1.0**

Developed and Prepared by:

**Parallel 42**

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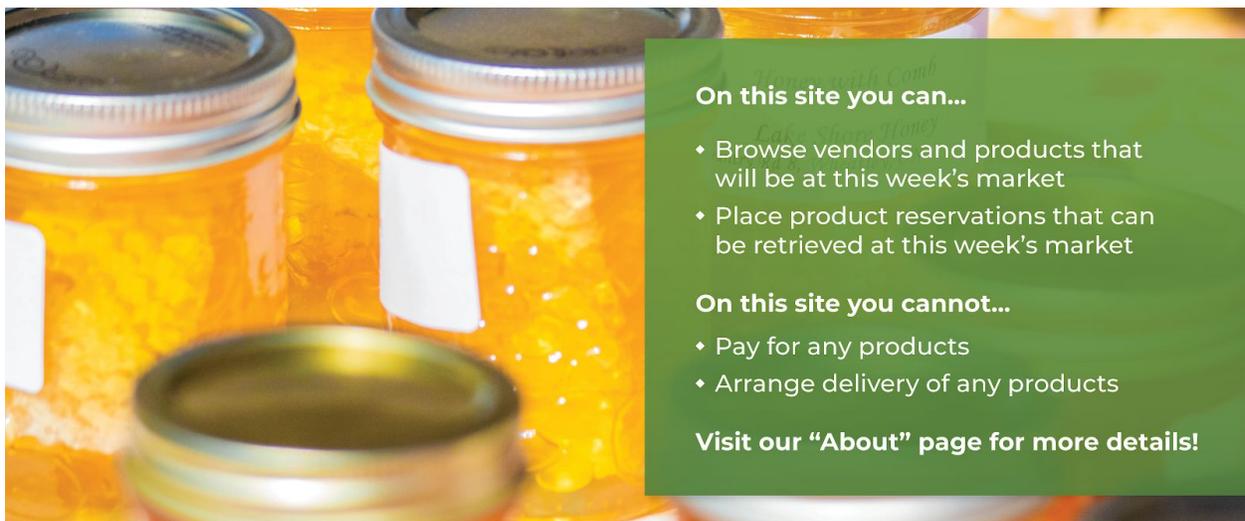
## Introduction

The Downtown Windsor Farmers' Market and The Downtown Windsor Business Improvement association have partnered with Parallel 42 Systems to create an online shopping (ecommerce) option for the DWFM.

The purpose of this site is to allow users to review the products that will be available each week, and to allow them to place reservations. The goal is to make the farmers' market experience quicker and easier for shoppers, in order to help more people feel comfortable with attending.

At this time, the website is **not** taking payment for reservations, and does **not** allow for order delivery. Shoppers must visit the stalls of each vendor they have reserved with, and pay each vendor individually.

The website is built using the [Open Cart](#) platform, and allows each vendor to list their own products each week.



## How It Works

The website accepts reservations each week from 12 pm on Monday until 12 pm on Friday. Only vendors who will be present at the upcoming market will have the ability to list products and accept reservations.

Vendors are encouraged to have their available products listed by 12 pm on Monday, but are able to update their stock lists throughout the week.

Shoppers are able to place **reservations** throughout the week for the items they wish to purchase. These reservations are not guaranteed, but we encourage vendors to hold these orders until 10:30 am on market day, to allow shoppers the time to come and collect them.

Payment for these reservations is not accepted via the website – shoppers will be required to pay for their orders upon pickup.

In order to collect reservations, shoppers are required to bring their **Order ID**, which is provided via email once a reservation has been placed.

If a shopper does not collect their reservation, vendors are encouraged to contact market management so those shoppers' accounts can be suspended.

Between 12 pm on Friday and 12 pm on Monday, the website will be closed to shoppers.



**Thank you for supporting the  
Downtown Windsor Farmers' Market!**

Our reservations for this weekend have closed.  
You can still visit us from 8 am - 12 pm on Pelissier  
Street and shop in-person!

If you have already placed a reservation, please  
remember to bring your Order ID with you  
(available in your confirmation email).

Next week's products will be available to reserve  
starting Monday at 12 pm.

## Accessing the Website

The main URL for the website is: <https://shopdwfm.ca>

The vendor login for the website is: <http://shopdwfm.ca/vendor.php>

*This link will be the only way for vendors to access the website during the site closure from 12pm on Fridays until 12 pm on Mondays*

## Creating A Vendor Account

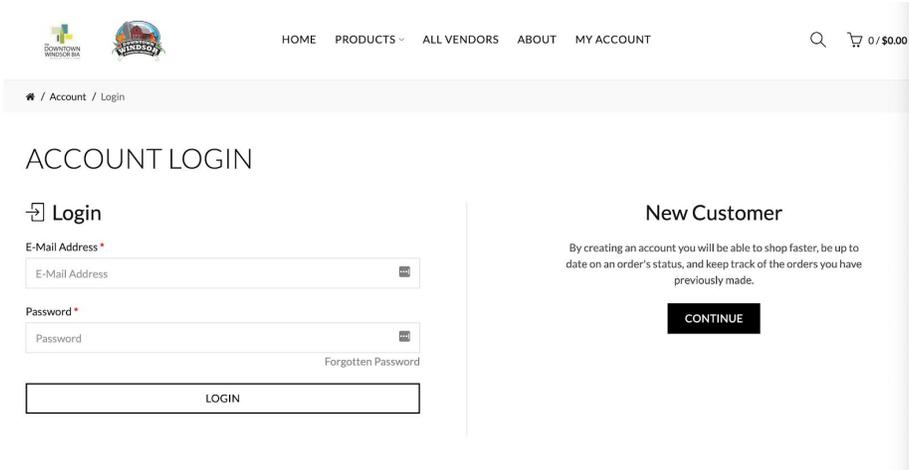
To create a vendor account, users must first create a shopper account. Vendor accounts must then be verified by market management before any products can be added.

To create a vendor account, follow these steps:

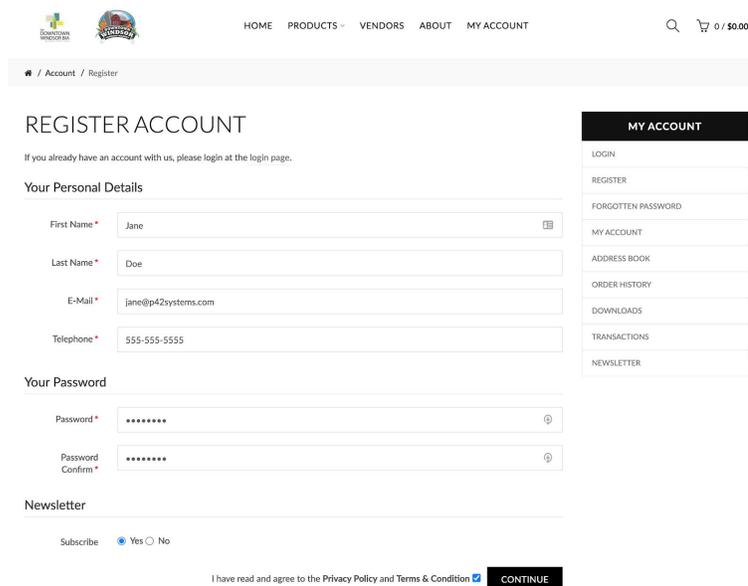
- Visit <https://shopdwfm.ca>
- Click on “My Account” at the right side of the main menu



- Under “New Customer,” click on “Continue”



- Enter your personal information
  - *Fields marked with an asterisk (\*) are required*
- Create a password
- Accept the [Privacy Policy](#) and [Terms and Conditions](#)
- Click “Continue”



- On the next page, click on the grey “Become a Vendor” button on the right side of the screen

# YOUR ACCOUNT HAS BEEN CREATED!

Congratulations! Your new account has been successfully created!

You can now take advantage of member privileges to enhance your online shopping experience with us.

If you have ANY questions about the operation of this online shop, please e-mail the store owner.

A confirmation has been sent to the provided e-mail address. If you have not received it within the hour, please contact us.

<a href="#">? Become a Vendor</a>
<b>MY ACCOUNT</b>
<a href="#">MY ACCOUNT</a>
<a href="#">EDIT ACCOUNT</a>
<a href="#">PASSWORD</a>
<a href="#">ADDRESS BOOK</a>
<a href="#">ORDER HISTORY</a>
<a href="#">DOWNLOADS</a>
<a href="#">TRANSACTIONS</a>
<a href="#">NEWSLETTER</a>
<a href="#">LOGOUT</a>

- This will bring up the page where the virtual store can be created

## General

- The “General” information is where vendors can enter information about their store and wares for users and search engines
  - *All fields marked with an asterisk (\*) are required*



Store Information [Print] [Share]

**GENERAL** STORE IMAGE SOCIAL PROFILES

Description \*  
FarmFresh Co. is an Essex-based family farm that has been in operation for over 100 years! We specialize in fresh, seasonal produce, and pride ourselves on our use of traditional, organic farming methods.

Meta Description \*  
Order fresh, local produce from Essex's FarmFresh Co., and pickup weekly at The Downtown Windsor Farmers' Market"

Meta Keyword \*  
Downtown Windsor Farmers' Market, Local Produce, Seasonal Produce, Windsor, Essex, Corn, Peaches, Tomatoes, Farmers' Market

- Become a Vendor
- MY ACCOUNT**
- MY ACCOUNT
- EDIT ACCOUNT
- PASSWORD
- ADDRESS BOOK
- ORDER HISTORY
- DOWNLOADS
- TRANSACTIONS
- NEWSLETTER
- LOGOUT

## Description

- Let shoppers know about your store – where you’re from, what you sell, etc
  - Eg. *“FarmFresh Co. is an Essex-based family farm that has been in operation for over 100 years! We specialize in fresh, seasonal produce, and pride ourselves on our use of traditional, organic farming methods.”*
  - DWFM recommends listing your preferred payment method (cash, card, exact change, etc) in this section***

## Meta Description

- Make it easy for search engines to suggest your page – include common search terms
  - Eg. *“Order fresh, local produce from Essex’s FarmFresh Co., and pickup weekly at The Downtown Windsor Farmers’ Market”*

## Meta Keyword

- A list of keywords that shoppers may use when looking for your page (or a similar page) using a search engine
  - Eg. *“Downtown Windsor Farmers’ Market, Local Produce, Seasonal Produce, Windsor, Essex, Corn, Peaches, Tomatoes, Farmers’ Market”*

## Store

- Click on the “Store” tab to enter more information
  - *All fields marked with an asterisk (\*) are required*



- On this tab, vendors will enter the basic contact and location information for their store



Store Information  

GENERAL **STORE** IMAGE SOCIAL PROFILES

Vendor Name \*

Store Name \*

Address \*

City \*

Country \*

Province \*

Telephone \*

Email \*

 Become a Vendor

**MY ACCOUNT**

- MY ACCOUNT
- EDIT ACCOUNT
- PASSWORD
- ADDRESS BOOK
- ORDER HISTORY
- DOWNLOADS
- TRANSACTIONS
- NEWSLETTER
- LOGOUT

## Image

- Click on the “Image” tab to upload the store logo, profile, and banner images
  - If no images are uploaded, the website will default to using the DWFM logo



Store Information



Become a Vendor

MY ACCOUNT

GENERAL STORE IMAGE SOCIAL PROFILES

Banner  
W: 845 px X H: 220  
px



Logo  
W: 245 px X H: 166  
px



Profile Picture  
W: 80 px X H: 80 px



MY ACCOUNT
EDIT ACCOUNT
PASSWORD
ADDRESS BOOK
ORDER HISTORY
DOWNLOADS
TRANSACTIONS
NEWSLETTER
LOGOUT

## Image Sizes

For best results, upload images of the following sizes:

- **Banner:** 845 pixels wide x 220 pixels tall
- **Logo:** 245 pixels wide x 166 pixels tall
- **Profile Picture:** 80 pixels wide x 80 pixels tall

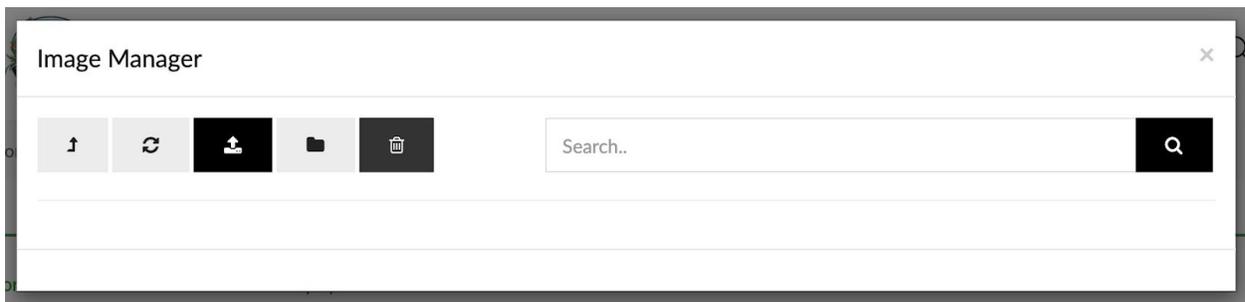
## To edit the default image:

- Click on the DWFM logo
- Click on the pencil icon

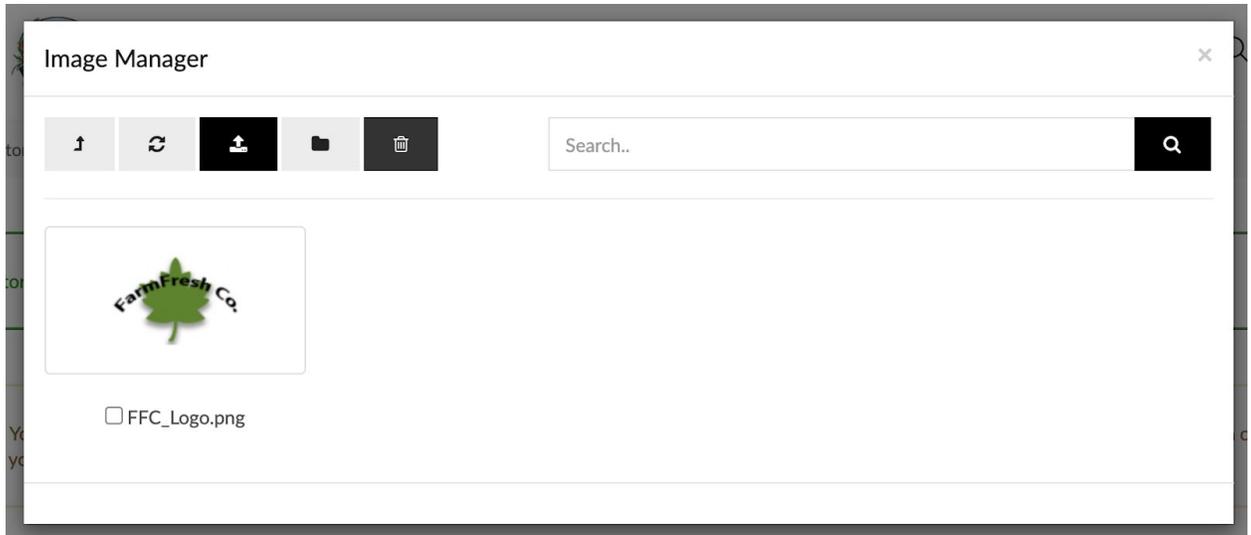
Logo  
W: 245 px X H: 166  
px



- On the Image Manager popup, click on the Upload icon



- A window will open to allow users to choose an image from their computer
- Double click on the preferred image
- Once the image has been uploaded, it will appear in the image manager



- Click on the image to apply it

Banner

W: 845 px X H: 220  
px



Logo

W: 245 px X H: 166  
px



Profile Picture

W: 80 px X H: 80 px



- Repeat this process to add all three images

Banner  
W: 845 px X H: 220  
px



Logo  
W: 245 px X H: 166  
px



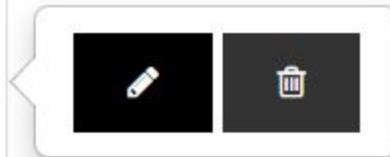
Profile Picture  
W: 80 px X H: 80 px



### To remove an image:

- Click on the image
- Click on the trashcan icon

Profile Picture  
W: 80 px X H: 80 px



## Social Profiles

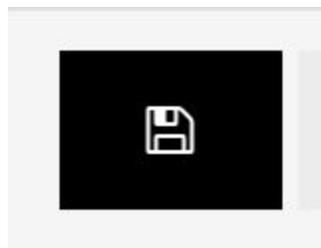
- Click on the “Social Profiles” tab
- Add the URL for any social media profiles that the virtual store should include

GENERAL	STORE	IMAGE	SOCIAL PROFILES
Facebook		facebook.com/farmfreshco	
Twitter		twitter.com/farmfreshco	
Pinterest		Pinterest	
Linkedin		Linkedin	
Youtube		Youtube	
Instagram		instagram.com/farmfreshco	

## Saving and Validation

- Once all store information as been added, click on the black “Save” icon

Store Information  

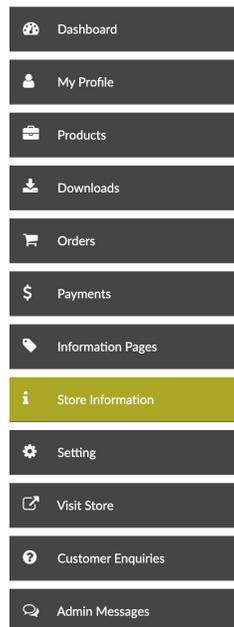


- This will result in two banner messages: one indicating that all changes have been saved, and another indicating that the vendor account requires administrator (market manager) approval before further steps can be taken

✔ Success: Store information has been successfully updated.

⚠ Attention : Your seller account **require approval** from admin. Please wait approval. However you can add your store details. Kindly fill your store details, so admin can easily identify your store during approval process. **Thank you for your patience.**

Once a market manager has verified the vendor account, a vendor menu will appear on the right-hand side of the screen on the “My Account” page.



From this menu, vendors are able to add and edit products, view orders, edit store information, and view/respond to messages from vendors and administrators.

## Adding a New Product

Each week, vendors are able to add the products, and the quantities of those products, that will be for sale at this weeks’ market. It is up to the vendor whether or not their entire stock will be available for reservation, but **the DWFM highly encourages**

vendors to only list the products and quantities that they can guarantee will be available on Saturday.

## Adding New Products Manually

- Click on “My Account” in the header
- Click on “Products” in the vendor menu on the right side of the screen



- Click on the “+” icon to create a new product



## General

In this tab, vendors can add basic information about products.

- *All fields marked with an asterisk (\*) are required*
- Enter the product name
- Enter a description of the product

Product Name \*

Description



Grown in Essex County and picked fresh! 🍏 Great for baking, snacking, and canning!

## Meta Tag Title

- Make it easy for search engines to find your product based on user search terms
  - Ex: Apple, Red Delicious, Windsor Produce

## Product Tags

- Make it easy for the website to find your item based on user search terms
  - Ex. FarmFresh Co, Apple, Red Delicious, Seasonal

Meta Tag Title \*

Product Tags 

- Click on the “Data” tab near the top of the screen

## Data

This is where vendors can enter more detailed information about products

- *All fields marked with an asterisk (\*) are required*
- Enter the Model
  - *This is how the product will be listed on order receipts*
- Price: price per unit of the product
- Quantity: total number of this product available
- Minimum Quantity: The lowest number of units of this product that a customer can reserve
- Subtract Stock: This will always be set to “yes”
  - *When a customer reserves a unit of this product, the total available quantity will reduce*
- Date Available: If this product is not available to reserve until a specific date, set it here
- Status: If a product should not show on the frontend of the website, disable it here
  - *Defaults to “Enabled”*
- Sort Order: When listing products in the online store, the website will use this number to determine the order they should appear.
  - *Items with a lower sort order number will appear before those with a higher sort order number.*

GENERAL	DATA	CATEGORY	ATTRIBUTE	OPTION	IMAGE
Model *	Red Delicious Apple - 1 lb Bag				
Price	1				
Quantity	15				
Minimum Quantity ?	1				
Subtract Stock	Yes				
Date Available	2020-08-05 				
Status	Enabled				
Sort Order	1				

- Click on the “Category Tab” near the top of the screen

## Category

How this product should be sorted within the website itself. Choose from a set of predefined options.

- Click in the white “Categories” field
- Begin typing – any categories similar to the search term will appear

Categories ?

p

- Food > Coffee & Tea
- Food > Fish & Meat
- Food > Honey & Preserves
- Food > Prepared Food
- Food > Produce

- Click on a category listing to apply it to the product

Categories 

Categories

 Food > Produce

- Categories listed in the grey box have already been applied to the product
- To remove a product from a category, click on the “cancel” icon next to the category name



## Available Categories

1st Tier Category	2nd Tier Category	3rd Tier Category
All	Food	Baked Goods
		Cheese
		Vegan
		Coffee and Tea
		Fish and MEat
		Honey and Preserves
		Prepared Food
	Produce	
	Merchandise	Health and Hygiene
		Arts and Crafts
		Pet Products
		Plants and Flowers
		Other
		Apparel

*If a required category is unavailable, please contact market management.*

- Once all necessary categories have been assigned, click on the “Option” tab near the top of the screen

## Option

If there are different variations of the product – for example colours, sizes, or materials, those can be added here. Adding information to this tab is **not** required.

- Click in the “Option” field
- Select one of the available options



- A new table will appear, allowing options of that variant to be added

Required	Yes	
OPTION VALUE QUANTITY SUBTRACT STOCK PRICE POINTS WEIGHT		
		

- Click on the black “+” icon to add an option



- New Options will appear in the table

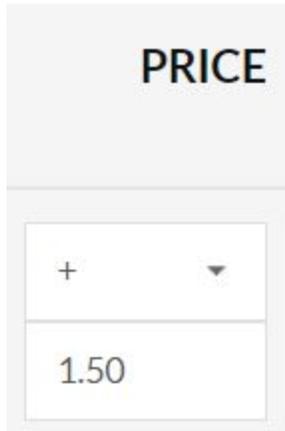
OPTION VALUE	QUANTITY	SUBTRACT STOCK	PRICE	POINTS	WEIGHT
Red ▾	15	Yes ▾	+ ▾ Price	+ ▾ Points	+ ▾ Weight
					−
					+

- Option Value: predetermined variants that can be applied to the product
  - *In this case, different colours*

OPTION VALUE
Red ▾
Blue
Green
Orange
Red
Violet
Yellow

- Quantity: the number of this variant available for reservation
- Subtract Stock: decreases the amount available when a reservation for this item has been placed

- *Should always be set to “Yes”*
- Price: when this variant of the product is chosen, the base price will be adjusted up or down a specified amount, based on what is set here.
  - Click on the dropdown arrow to choose whether the price increases or decreases
  - Click in the “Price” field and add the amount that the price will change



- “Points” and “Weight” do not need to be adjusted
- When all options are set, click on the “Image” tab near the top of the screen

## Image

Here vendors can add high-quality images of products to help shoppers make decisions when browsing the online shop.

If no image is uploaded, the product listing will show the DWFM logo by default.

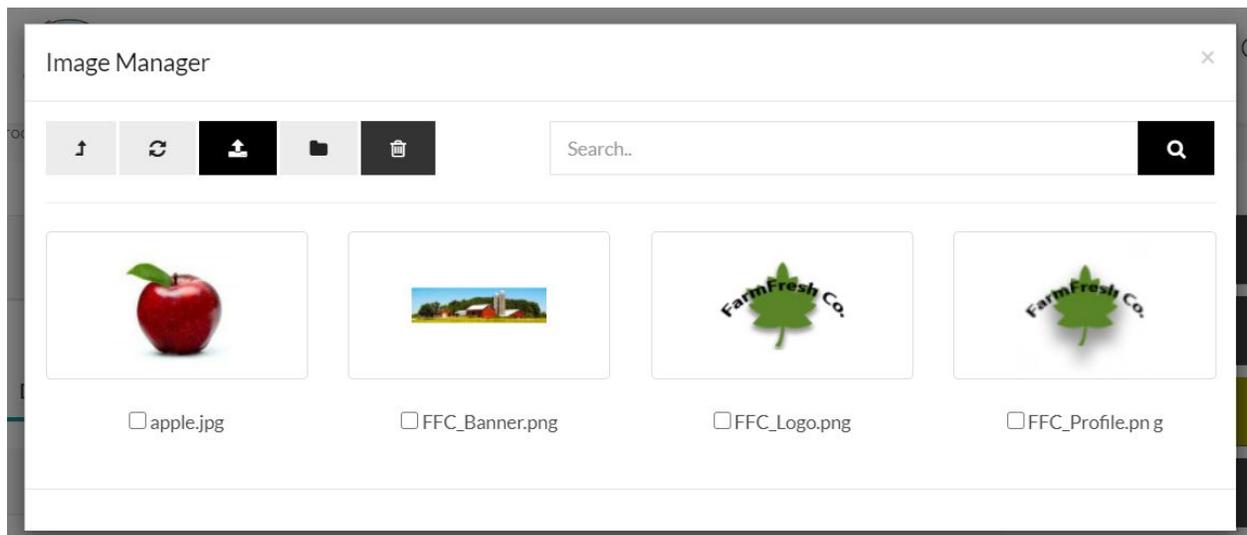
- Click on the DWFM logo and select the pencil icon



- In the Image Manager popup, click on the black “Upload” icon



- Choose the image from your computer
- When the upload is complete, the image will appear in the Image Manager popup



- Click on the image to apply it
- This is now the main image for this product

#### IMAGE



- To add more images to this product, under “Additional Images,” Click on the black “+” icon



- Click on the DWFM logo, and select the pencil icon
- Upload the image to the image manager
- Click on the image to apply it
- In the “Sort Order” field, define the order in which these images should appear on the website
  - Lower numbers will appear first

ADDITIONAL IMAGES	SORT ORDER
	<input type="text" value="2"/>
	

- Repeat to add more images as required
- Once all images have been added, click on the black “Save” icon near the top of the screen

Products		
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- A green banner will appear, notifying the user that a product has been successfully modified



- The product is also now available the the vendor’s list of available products

Products

✔ Success: You have modified products! ✕

Product Name  Price  Status

Model  Quantity

<input type="checkbox"/>	IMAGE	PRODUCT NAME	MODEL	PRICE	QUANTITY	STATUS	ACTION
<input type="checkbox"/>		Red Delicious Apple	Red Delicious Apple - 1 lb Bag	5.0000	15	Enabled	<input type="button" value="✎"/>

## Adding New Products Via Import

Products can also be added to a vendor’s catalogue by completing a spreadsheet and uploading it to the website. The Excel template has been provided as a separate document, and looks like this:

Product ID	Product Name	Model Number	Language Code (en-gb)	Store (Default)	Description	Meta Title	Meta Description	Meta Keyword	SKU	P	A	JA	IB	Locatio	Minimum Quantity	Default	Subtract from Stock	Shipping Required	Date Available (YYYY-MM-DD)

All **blue** columns **must** be filled out for every product. All **grey** columns can be ignored (but not deleted!). All **green** columns must always list “1.”

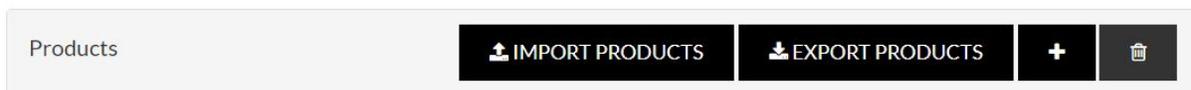
- **Product ID:** This must be unique for every product across all vendors. If another vendor has a product with the Product ID of “Apples,” you will not be able to use that product ID
  - We recommend prefacing Product IDs with an acronym specific to your business. Eg. “FarmFresh Co” would be “FFC.” So apples from this vendor could have the Product ID of “FFC-Apples”

- **Product Name:** how the product will be listed on the website
- **Description:** more information about the product, that will entice shoppers to reserve it
- **Meta Title:** Make it easy for search engines to find your product based on user search terms
  - Ex: Apple, Red Delicious, Windsor Produce
- **Price:** The cost per unit of the product
- **Minimum Quantity:** The smallest number of units of this product that shoppers can reserve
- **Quantity:** the total number of units of this product available
- **Date Available:** the date this product will appear on the website

This spreadsheet can be filled with an unlimited number of products, but all columns must remain in the order provided.

Once the template has been filled out and saved to your computer, it must be imported into the website:

- Click on “My Account” in the top menu
- Click on “Products” from the vendor menu on the right side of the screen
- Click on the black “Import Products” button



- Click in the grey box next to “Import File” to select the completed spreadsheet



- Choose the correct file from your computer
- Once the file is ready for processing, the grey box will turn green

Import File ?

✔ GREAT, YOUR FILE IS SELECTED. KEEP ON.  
DWF\_M\_ProductImportTemplae\_06.25.2020 (1).xls

- Scroll down and click on the green “Import” button

↑ IMPORT

- When the import has completed, a green banner will appear

✔ Your File Has Been Successfully Import.  
(3) Products Inserted.

×

- Click on “Products” in the vendor menu once again to return to the complete product list
- The list will now include the newly imported items

Product Name <input type="text" value="Product Name"/>	Price <input type="text" value="Price"/>	Status <input type="text"/>
Model <input type="text" value="Model"/>	Quantity <input type="text" value="Quantity"/>	<b>FILTER</b>

<input type="checkbox"/>	IMAGE	PRODUCT NAME	MODEL	PRICE	QUANTITY	STATUS	ACTION
<input type="checkbox"/>		Green Apples	Green Apples - 1 lb bag	5.0000	15	Enabled	
<input type="checkbox"/>		Peaches	Peaches - 1 lb bag	7.0000	15	Enabled	
<input type="checkbox"/>		Pears	Pears - 1lb bag	6.5000	15	Enabled	
<input type="checkbox"/>		Red Delicious Apple	Red Delicious Apple - 1 lb Bag	5.0000	15	Enabled	

- These newly created items will include all imported data, but will not include Categories or Images
- These details cannot be imported, but can be updated for each individual product manually

## Updating a Product

### Manual Product Update

Whether an imported product needs an image and category added, or a previously created product needs its price or quantity updated, follow these steps:

- From the full product list, click on the pencil icon next to the product you wish to modify

- Click on the tab that contains the information that requires modification
  - refer to [Adding New Products Manually](#) for more information
- Repeat for as many products as necessary

## Product Update Via Import

If a large number of products require modification, this can be time consuming to complete one at a time. To speed things up, Opencart allows products to be updated using the same Excel spreadsheet that is used to create them.

**Please note that categories and images cannot be imported, or updated via import.**

- To update existing products, open the Excel template that was used to initially create them
- Ensure that all listed products are the ones that require modification
- Make any changes necessary to the spreadsheet
  - *Eg. Changing a description, price, or quantity*
- **Opencart will use the Product ID field to match products from the spreadsheet to those already present on the website, so it is imperative that the information matches in both places**
- Once all necessary changes have been made to the spreadsheet, save it
- From ShopDWFm.ca, click on “My Account” in the top menu
- Click on “Products” from the vendor menu on the right side of the screen
- Click on the black “Import Products” button
- Click in the grey box next to “Import File” to select the completed spreadsheet
- Choose the correct file from your computer
- Once the file is ready for processing, the grey box will turn green
- Scroll down and click on the green “Import” button
- When the import has completed, a green banner will appear

 Your File Has Been Successfully Import.  
(3) Products Inserted.



- Any changes present in the spreadsheet will now be applied to existing products
- Open any product listing to verify

*Please note that new products can be added and existing products can be updated at the same time, using the same import file.*

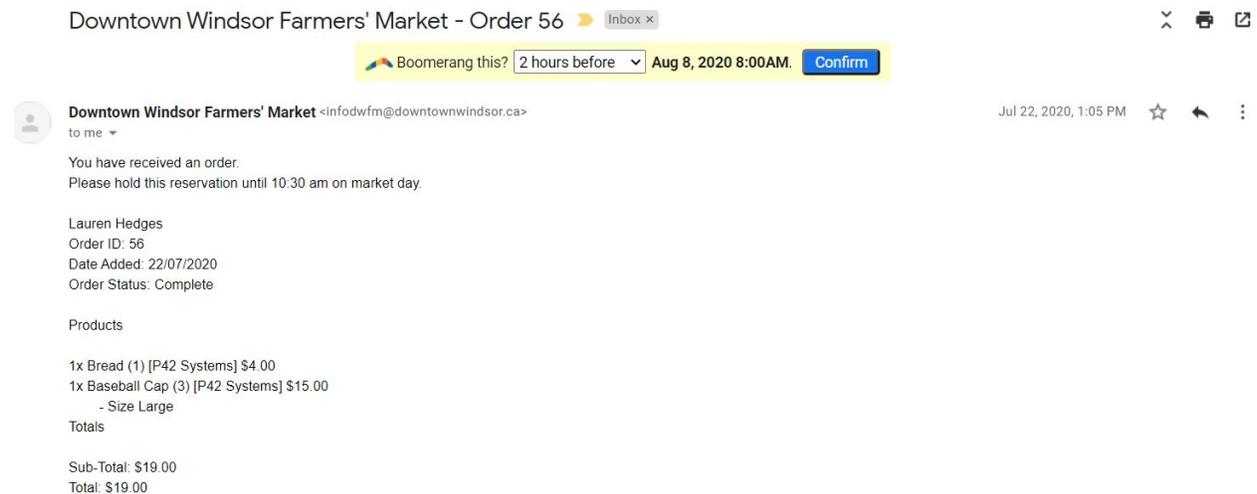
## Receiving a Reservation

Once a customer has placed a reservation for a product, ShopDWFM.ca will automatically send you an email with the details.

This email will come from [infodwfm@downtownwindsor.ca](mailto:infodwfm@downtownwindsor.ca) – *please add this address to your approved senders list*

This email notification will include:

- Customer’s name
- Order ID
- Date Ordered
- Products Ordered
- Total Order Price



All orders can also be viewed through the website

- On ShopDWFM.ca, click on “My Account” in the header
- Click on “Orders” in the vendor menu on the right side of the screen

## Orders

- This will bring up a searchable list of all orders placed with your store

Vendor Order Status:  Order ID:  Date Added:

Admin Order Status:

**REFINE SEARCH**

ORDER ID	CUSTOMER	VENDOR ORDER STATUS	ADMIN ORDER STATUS	TOTAL	DATE ADDED	ACTION
#76	Lauren Hedges	Complete	Complete	\$17.00	05/08/2020	

Showing 1 to 1 of 1 (1 Pages)

- Click on the black eye icon to see more information about a particular order



- This screen will show more information about the customer, as well as the full product list of their order

PRODUCT NAME	MODEL	QUANTITY	PRICE	TOTAL
Green Apples	Green Apples - 1 lb bag	2	\$5.00	\$10.00
Peaches	Peaches - 1 lb bag	1	\$7.00	\$7.00
			<b>Sub-Total</b>	\$17.00
			<b>Total</b>	\$17.00

## Fulfilling a Reservation

Customers will be required to pick up their reservations in-person, before 10:30 am at the market. They will need to state or show their Order ID and name in order to retrieve an order from a vendor.

Customers with reservations will also be able to skip the entry line. If they do not know their order ID when arriving, staff at the entry points will have a list, and can provide them with this information.

For efficient pickup, DWFM recommends that vendors have reservations prepared prior to the customers' arrival, labelled with name, order ID, and total price.

### When the Customer Does Not Collect

If a customer has not collected his or her reservation by 10:30 am, vendors have the right to sell it to another customer.

We also advise vendors to notify market management when this occurs, as we will be tracking no-shows and restricting reservation abilities for those customers.

### When The Vendor is Unable to Honour the Reservation

While we are sure that vendors will do everything possible to honour reservations, when a case arises that this cannot be done, we recommend reaching out to the customer(s) as early as possible to let them know.

To see complete customer information:

- On ShopDWFM.ca, click on "My Account" in the header
- Click on "Orders" in the vendor menu on the right side of the screen

## Orders

- This will bring up a searchable list of all orders placed with your store

Vendor Order Status:  Order ID:  Date Added:

Admin Order Status:

**REFINE SEARCH**

ORDER ID	CUSTOMER	VENDOR ORDER STATUS	ADMIN ORDER STATUS	TOTAL	DATE ADDED	ACTION
#76	Lauren Hedges	Complete	Complete	\$17.00	05/08/2020	

Showing 1 to 1 of 1 (1 Pages)

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PRODUCT NAME	MODEL	QUANTITY	PRICE	TOTAL
Green Apples	Green Apples - 1 lb bag	2	\$5.00	\$10.00
Peaches	Peaches - 1 lb bag	1	\$7.00	\$7.00
			<b>Sub-Total</b>	\$17.00
			<b>Total</b>	\$17.00