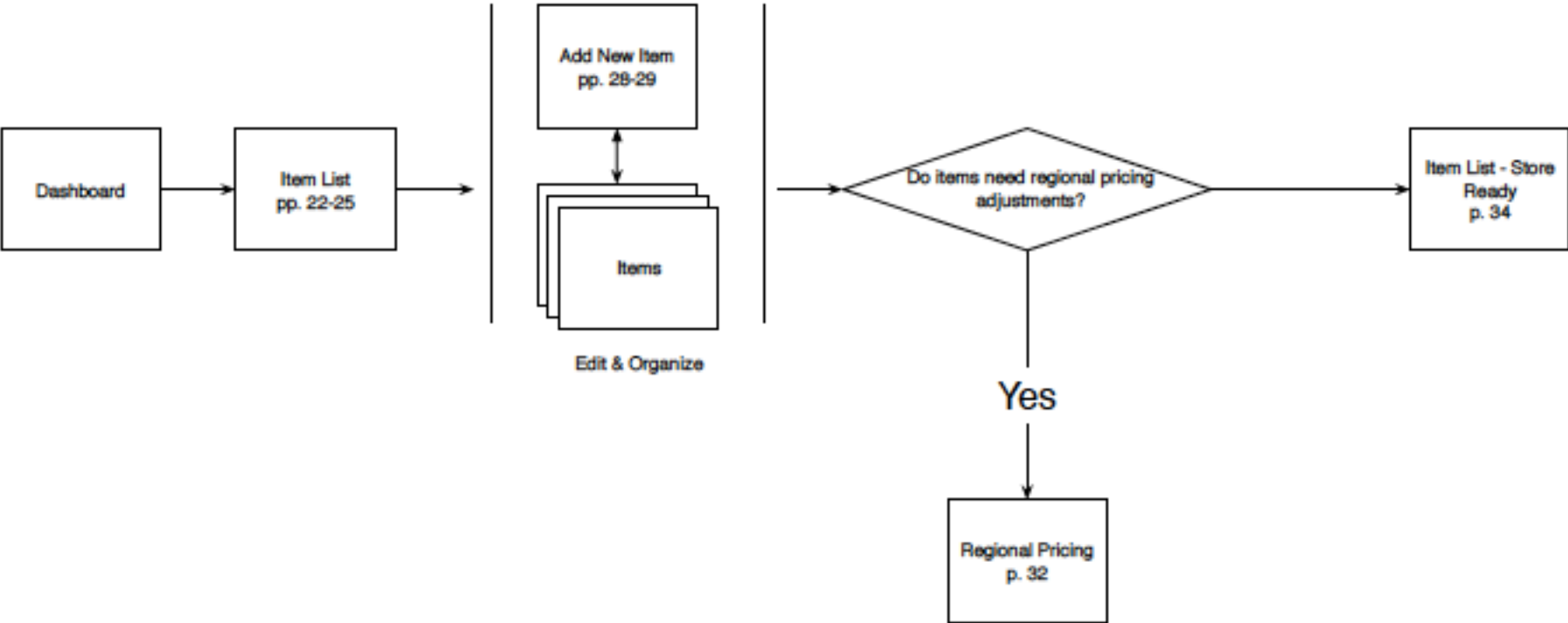




- A) **As a CM**
I want to duplicate an existing store on the platform
So that I can quickly populate a store.
- B) **As an organic artist**
I want to easily add items and manage them
So that I can have a complete store, ready to launch
- C) **As an organic artist**
I want to easily organize items
So that I can have a merchandized store
- D) **As an organic artist**
I want to have a pre-populated store
So that I can quickly know PledgeMusic's recommended store setup
- E) **As an organic artist**
I want to easily edit pre-populated items
So that I can have projects specific to my store
- F) **As an artist**
I want to see when a field in my item is incomplete or incorrect
So that I know it needs to be fixed before I publish
- G) **As an artist**
I want to see when all my items are complete
So that I know when my store is ready to publish
- H) **As an artist**
I want to see an indication that my store is complete and ready to go
So that I know that area of my project setup is complete
- J) **As an artist**
I want to see which section of my project build I am in
So that I can easily navigate my project
- K) **As a CM**
I want to build a project that supports as many currencies as possible
So that we can increase sales internationally
- L) **As a CM**
I want to be able to select different fulfillment and shipping providers
So that I don't have to manually calculate shipping and handling
- M) **As an self-fulfilling artist**
I want to select shipping options
So that fans don't choose something I can't support
- N) **As an artist**
I want to see a summary of my items
So that I can edit and/or approve the information
- P) **As an artist**
I want to print the summary of items
So that I can share with my bandmates
- Q) **As a CM**
I want to have access to fulfillment & regional pricing when building my store
So that I can easily access all fulfillment & pricing information
- R) **As a CM**
I want to see all items and assign their fulfillment information
So that I have a comprehensive overview of a project's fulfillment
- S) **As a CM**
I want to see all items (and their variants) & edit their prices by region
So that I have a detailed overview of the store's prices





Artist Name ▾
[Edit Artist Profile](#)


Help

[← BACK](#)

Artist Profile | Project Basics | Design Page | **Store**

Store Builder

PREVIEW STORE

CREATE, CUSTOMIZE, AND ORGANIZE YOUR ITEMS

These are some of the most popular items on PledgeMusic. You can edit, remove, add or group items here. Re-Order your store in the Organize tab.

Store

Access Pass

\$15

Qty: Unlimited

EDIT

CD

\$15

Qty: Unlimited

EDIT

Signed CD

\$15

Qty: Unlimited

EDIT

T-Shirt

\$15

Qty: Unlimited

EDIT

Hand Written Lyric Sheet

\$15

Qty: 25

EDIT

Skype Call

\$15

Qty: 5

EDIT

Drumsticks

\$30

Qty: 5

EDIT

+ Add New Item ▾

Group Items

Organize your items into groups

CREATE ITEM GROUPS

Item Status Legend

Ready

Edited, but not published

Incomplete

There are errors or incomplete fields

Hidden

Item is not in store but can be used for bundles

1) Artist Mini-nav as described on page 9. (J)

2) Preview button opens up a live view of the front-end store in a new window.

3) Cards can be deleted or dragged around to rearrange. Interactions described on (page).

Cards can be rearranged - but not deleted - before they've been edited. (C)

4) The store will be pre-populated with several items and bundles from our 'Hot 30.' (D)

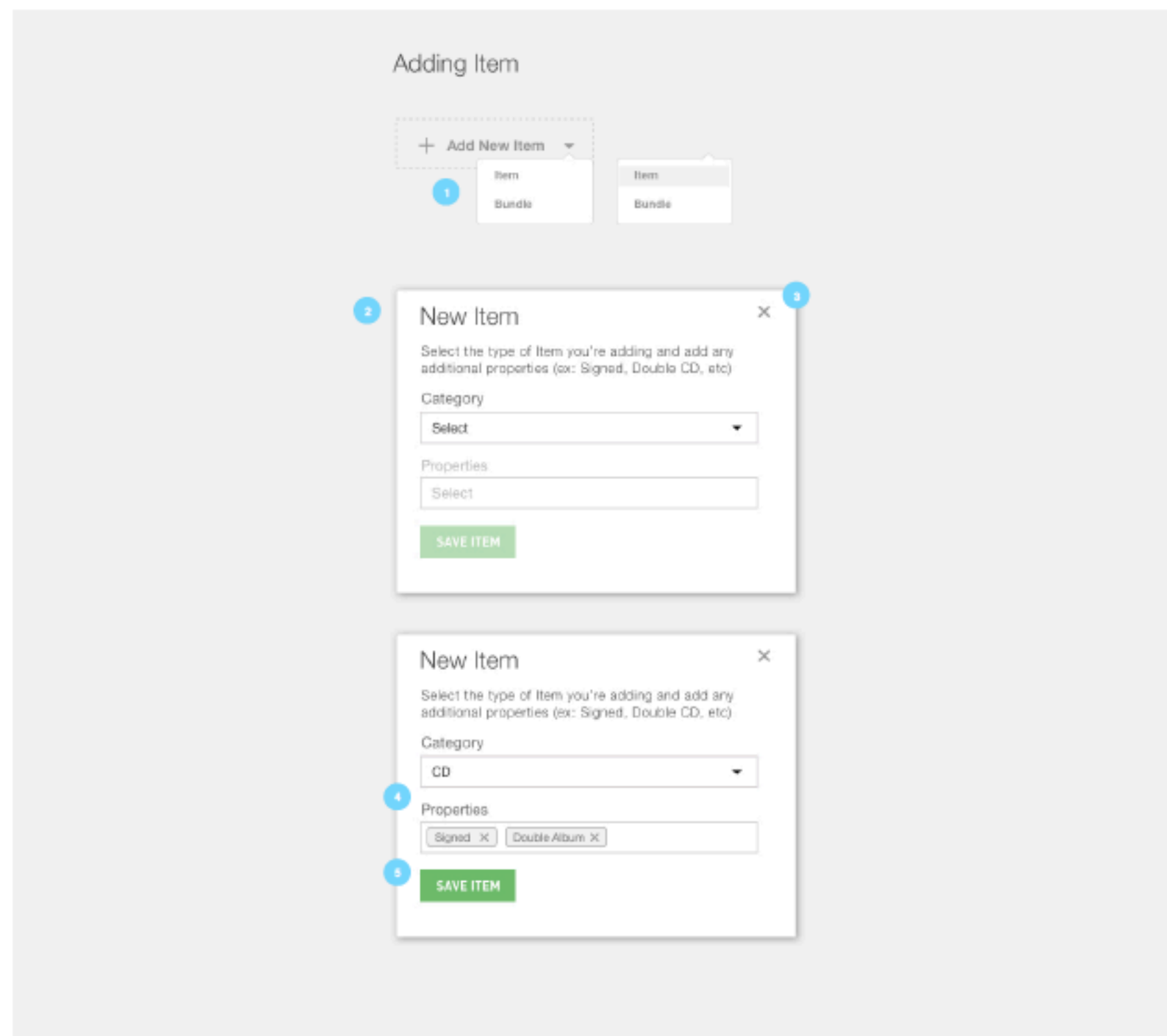
At first, all items have an Edit CTA because the artist needs to check them all. CMs wouldn't need to. (E)

5) Add New Item is a dropdown. At first, it includes adding a single item or adding a bundle. As we roll out other products, like tickets, the options would expand. (B)

6) You can toggle between grid view (show here) and list view (shown on page ____)

7) This link allows you to create and edit groups. (C)

Created by Kevin Sheldon
Modified Wed Dec 07 2016



1) This is the flow for adding a new item. First, you press the button and select 'Item' instead of 'Bundle.'

2) The New Item modal appears, with a brief explanatory text and the ability to select an item category.

3) You can close the modal to cancel the addition.

4) You then can add Properties (like 'Signed' or 'Double') that will influence the defaults for some of the information when you get to the item form. These will be autocomplete tags.

5) Hitting Save creates the item and automatically opens up the Edit form for that item so you can review and change the default values for the items' information. (B)

Header

[< Back to Store](#)

PRICING

3

Leave blank to make unavailable

1

2

[Edit Regions](#)

Item	€ (BASE):	£:	¥:	A\$:	Gewinnung (€):
Item	10	12	10	15	12
Item	10	12	10	15	14
Item	10				
variant	10	12	10	15	12
variant	10	12	10	15	10
Item	12	14		17	10
Item	10				
variant	10	12	10	15	14
variant	10	12	10	15	12
variant	10	12	10	15	12
Item	10	12	10	15	12
Item	10	12	10		10
Item	12	14	15	17	10
Item	10	12		15	12
Item	10				
variant	12	12	15	17	10
Item		12	15	17	10

Save Changes

- 1) By default, has a column per currency, auto-filled. This version shows "Germany" having been added. (K, S)
- 2) The Edit Regions link goes to the Region Setup page. (K)
- 3) For later phases, we can add a more elegant way to region block. For now, leaving the field blank like CMs currently do may suffice.

Artist Name
 [Edit Artist Profile](#)

[BACK](#)
[Artist Profile](#)
[Project Basics](#)
[Design Page](#)
[Store](#)

Store Builder

PREVIEW STORE

CREATE, CUSTOMIZE, AND ORGANIZE YOUR ITEMS

These are some of the most popular items on PledgeMusic. You can edit, remove, add or group items here. Re-Order your store in the Organize tab.

Store

Item	Price	Qty	Item	Price	Qty	Item	Price	Qty
Access Pass	\$15	Qty: Unlimited	CD	\$15	Qty: Unlimited	Signed CD	\$15	Qty: Infinite
						T-Shirt	\$15	Qty: Unlimited
						Hand Written Lyric Sheet	\$15	Qty: 25

Category: Sub Category

Item Name
Signed CD

Price
\$ 15.00 Max Out \$5.00

Description
Track listings, features, etc.

Item Quantity
☒ Unlimited
☐ Limited Quantity

Item Image(s)

Drag new images here or [select file](#)

What your Customer Pays
Estimate with shipping and handling

Retail Count US: \$15.00

Retail Count US: \$15.00

UK: £13.00

Payment Breakdown

Artist Payment	\$4.00	External Fee	\$4.00
Charity	\$4.00	PledgeMusic Commission	\$4.00

Internal Name
CD - Jewel Case

Limit Per Person
☐ Unlimited
☒ Custom Amount: 3

UPC

Do you want to customize this item for the customer?
(i.e. Do you need their name, a song name, location)
☒ Yes ☐ No

What do you want to ask the customer?

Does the customer select an item variation?
(i.e. size, color, etc)
☐ Yes ☒ No

Is this item the same size as a standard CD-Jewel Case?
(i.e. width, length, weight)
☒ Yes ☐ No
Function: select "No"

Hide From Store
When turned on, item will not display in store but can be used in a bundle.
☐ Yes ☒ No

Notes to the Customer:

- Must be 18 to purchase
- Only available in New York State
- No refunds

Show Less Options

Delete Item

SAVE

SAVE & NEXT ITEM

CD - Jewel Case

\$15

Qty: 3

ADD

Drumsticks

\$30

Qty: 3

ADD

Add New Item

Group Items

Organize your items into groups

CREATE ITEM GROUP

Item Status Legend

Hidden, but not published

There are errors or incomplete fields

Item is not in stock but can be used for bundles

1) This shows an example of what would be shown if a user answered "Yes" to the question "Does the customer have to provide more information when purchasing this item?" (E)

2) At some point, we will also have tooltips that give examples of the kind of things the artist might want to put into these fields.

Final Visual Dsigns by Kelly Helfrich