10 Questions to Ask Before You Quote an Ecommerce Project

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THE LARGEST RISKS ON A STORE PROJECT OCCUR LONG BEFORE YOU START WRITING CODE. THEY ALL SHOW UP DURING SCOPOING.
LISTEN FOR THIS PHRASE:
“I DON’T KNOW. WHAT DO YOU THINK?”

MULTIPLY EACH INSTANCE BY 5 HOURS, MINIMUM.
THE TEN SCOPING AREAS

The Customer
The Project
The Store
Products
Visitors

Orders
Demand
Features
Complications
Hosting
WHO ARE THE APPROVERS?
STAKEHOLDERS?
PRIORITY:
- Speed of Store
- Speed of Dev
- Design
Are you using other sales channels?
What kinds of products do you sell?
BEYOND BUYERS WHO ELSE DO YOU SUPPORT?
DO THOSE ORDERS NEED TO BE MIGRATED?
IF YOUR STORE WAS GOING TO FAIL, WHAT VOLUME OF ORDERS WOULD MAKE THAT OK?
WILL YOU BE INTEGRATING A TAX OR SHIPPING SERVICE?
WILL YOU BE SELLING ANY SUBSCRIPTIONS PRODUCTS?
WILL YOU NEED US TO TEST YOUR STORE FOR PERFORMANCE?
10 QUESTIONS.
THE PROBLEM MOST FREELANCERS OR AGENCIES HAVE IS THAT THEY DON’T SPEND ENOUGH TIME DOING DISCOVERY.