

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 SCOPING.**

LISTEN FOR THIS PHRASE:

**“I DON’T KNOW.
WHAT DO YOU THINK?”**

**MULTIPLY EACH INSTANCE
BY 5 HOURS, MINIMUM.**

THE TEN SCOPING AREAS



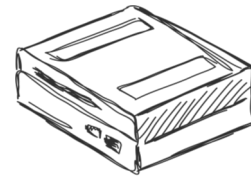
The Customer



The Project



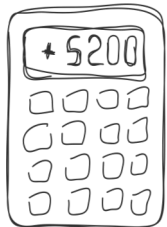
The Store



Products



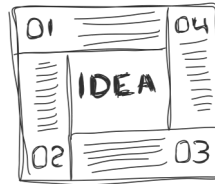
Visitors



Orders



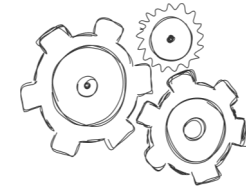
Demand



Features



Complications



Hosting

**WHO ARE THE
APPROVERS?
STAKEHOLDERS?**

PRIORITIZE:

- 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.**

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