

Howdy!



New onboarding journey

Why are we doing this?

- **eCommerce is a high churn industry**
- **Setting up a store and start selling is a long path**

What is our proposed solution?

- **Spend less time looking for solutions that fit the store needs**
- **Providing extensions & themes suggestions**

What is our proposed solution?

● STORE DETAILS — 2 INDUSTRY — 3 PRODUCT TYPES — 4 BUSINESS DETAILS — 5 THEME

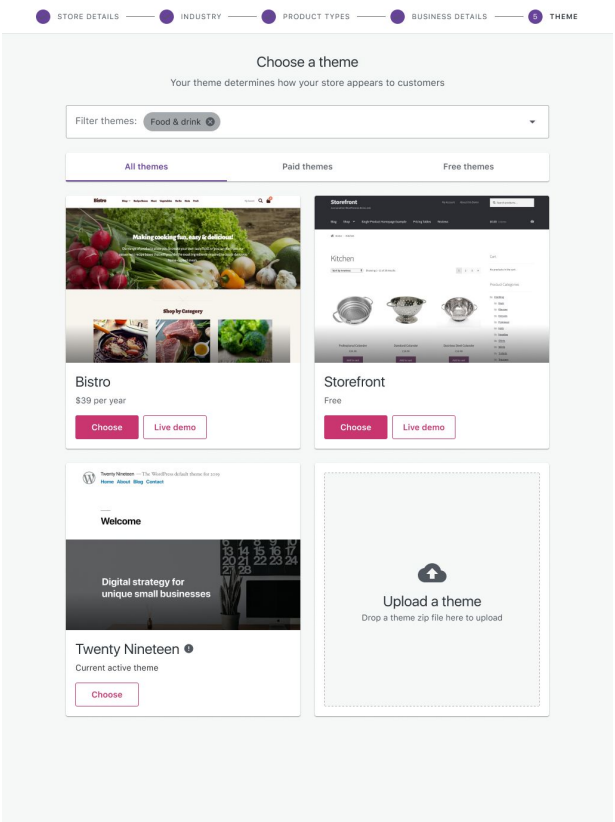
In which industry does the store operate?

Choose any that apply

<input type="checkbox"/>	Fashion, apparel & accessories
<input type="checkbox"/>	Health & beauty
<input type="checkbox"/>	Art, music & photography
<input type="checkbox"/>	Electronics & computers
<input checked="" type="checkbox"/>	Food & drink
<input type="checkbox"/>	Home, furniture & garden
<input type="checkbox"/>	Other

Continue

What is our proposed solution?



What is our proposed solution?

CART — 2 PAYMENT — 3 INSTALLATION

Checkout

Order Summary — \$199.00

First name

Last name

Card number

Expiry

CVV

Select Country


Postal Code

Coupon code

By checking out, you agree to the WooCommerce Use Terms and authorize your payment method to be saved and charged on a recurring basis until you cancel, which you can do at any time. You understand how your subscription works and how to cancel.

Pay \$292.74

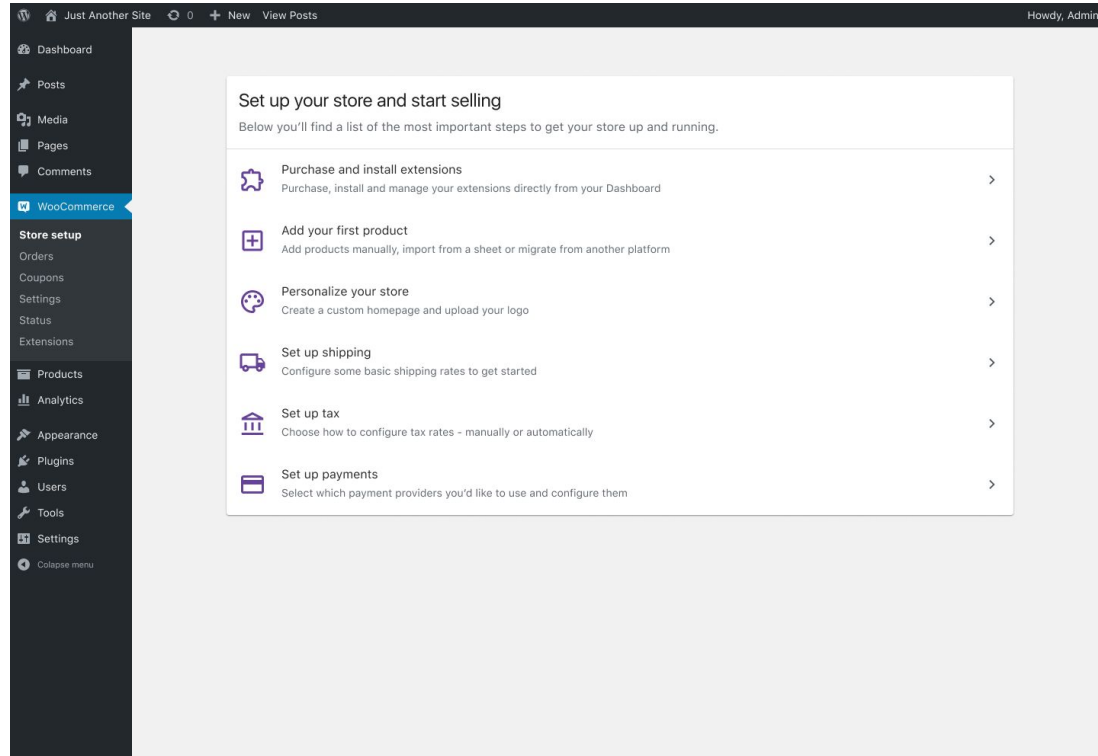
Secure Payment



What is our proposed solution?

- **Guide on what needs to be done in order to get the store ready**
- **Offering a checklist of next actions**






What is our proposed solution?





Set up your store and start selling

Below you'll find a list of the most important steps to get your store up and running.

-  Add your first product >
-  Personalize your store >
-  Set up shipping >
-  Set up tax >
-  **Set up payments** >
Select which payment providers you'd like to use and configure them



1 Choose payment methods

Select which payment methods you'd like to use



Credit cards - powered by Stripe

Accept debit and credit cards in 135+ currencies, methods such as Alipay, and one-touch checkout with Apple Pay.



Create a Stripe account for me

Email address

me@me.com



Paypal Checkout

Safe and secure payments using credit cards or your customer's PayPal account.



Proceed

2 Install selected methods

Install plugins required to offer the selected payment methods

3 Configure payment methods

Set up your chosen payment methods



Choose payment methods

Select which payment methods you'd like to use



Install selected methods

Install plugins required to offer the selected payment methods



Configure payment methods

Set up your chosen payment methods



Choose payment methods

Select which payment methods you'd like to use



Install selected methods

Install plugins required to offer the selected payment methods



Enable Stripe

Connect your store to your Stripe account



Enable Paypal Checkout

Connect your store to your Paypal account

Connect

Get started


Enter an email address to sign up or log in

Next

Store setup

A list of required steps to get your online store up and running.

- ☒ Add products
- ☒ Design my store
- ☒ Set up shipping
- ☒ Set up tax
- ☒ Set up payments

 Remove this card

Is this card useful? [No, hide it](#) [Yes, keep it](#)

Date Range:

Month to Date (May 1 - 16, 2019)
vs. Previous Year (May 1 - 16, 2018)

Store merchandising

Cart & Checkout

Why are we doing this?

- **Cart abandonment rate: 69.20%**
- **Mobile conv. rate is 2x lower
(compared to desktop)**

Industry Benchmarks

What is our proposed solution?

- **Optimize the Storefront cart and checkout**
- **Special focus on the mobile experience**

What is our proposed solution?

LOGO

×

Product listing with long name

Size / Colour

Only 3 left in stock!

~~\$225.00~~ €175.00

—

1

+

\$0.00

Product listing

Size / Colour

—

1

+

\$0.00

Subtotal

\$0.00

Shipping

\$0.00

Shipping to Country [\(Change\)](#)

☒ List item: \$0.00

List item description

☒ List item: \$0.00

List item description

🏷️ Do you have a coupon? [Enter code.](#)

Total

\$0.00

Proceed to Checkout →

LOGO

🛒

ORDER SUMMARY

\$35.00 ▼

Express checkout

Apple Pay

PayPal

amazon pay

OR

Contact information

Returning customer? [Click here to login.](#)

Email address

☒ Create an account

Billing details

Add your billing details below

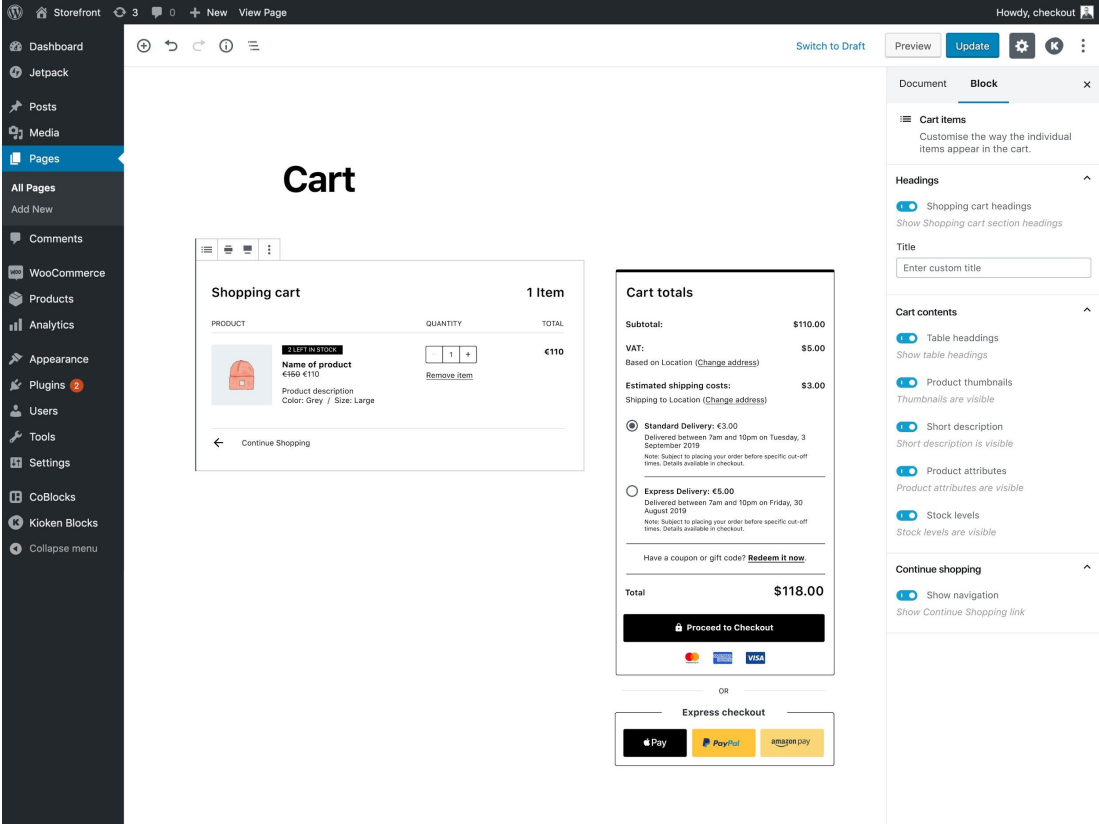
First name

Last name

What is our proposed solution?

- **Rebuild cart & checkout experience from scratch**
- **Best default experience & opening the path to customization**

What is our proposed solution?



Widgets to Blocks

Why are we doing this?

The screenshot shows the WordPress Customizer interface. On the left is a dark sidebar menu with the following items: Pages, Comments, Feedback, WooCommerce, Products, Analytics, Appearance (highlighted in blue), Themes, Customize, Widgets (selected), Menus, Header, Background, Storefront, Theme Editor, Plugins, Users, Tools, Settings, CoBlocks, Mailchimp, and Collapse menu. The main area is titled 'Available Widgets' and contains a grid of widget cards. Each card has a title, a dropdown arrow, and a description. The widgets listed are: Active Product Filters, Archives, Calendar, Categories, Filter Products by Attributes, Filter Products by Rating, Image, Akismet Widget, Audio, Cart, Custom HTML, Filter Products by Price, Gallery, and Meta. To the right of the widget list is a preview of the site layout, showing a sidebar, a main content area with a 'Below Header' section, and a footer with four columns labeled 'Footer Column 1' through 'Footer Column 4'.

Available Widgets

To activate a widget drag it to a sidebar or click on it. To deactivate a widget and delete its settings, drag it back.

Widget Name	Description
Active Product Filters	Display a list of active product filters.
Akismet Widget	Display the number of spam comments Akismet has caught.
Archives	A monthly archive of your site's Posts.
Audio	Displays an audio player.
Calendar	A calendar of your site's Posts.
Cart	Display the customer shopping cart.
Categories	A list or dropdown of categories.
Custom HTML	Arbitrary HTML code.
Filter Products by Attributes	Display a list of attributes to filter products in your store.
Filter Products by Price	Display a slider to filter products in your store by price.
Filter Products by Rating	Display a list of star ratings to filter products in your store.
Gallery	Displays an image gallery.
Image	Display an image.
Meta	Link to RSS & WordPress.org links.

Site Layout Preview:

- Sidebar
- Below Header
- Footer Column 1
- Footer Column 2
- Footer Column 3
- Footer Column 4

Why are we doing this?

- **Widgets are difficult to manage**
- **Help merchants highlighting products, creating better landing pages, etc**

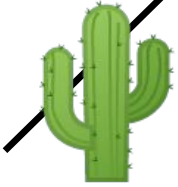
What is our proposed solution?

- **WooCommerce Blocks feature plugin**
- **More control over the widgets layout/content**

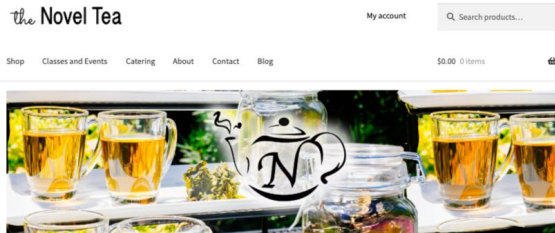
Coming Soon

- **Filter products by price, attribute and rating**
- **Recently viewed products**
- **Cart link & cart preview**

Blocks in the Wild



Featured Product



[Home](#) > [Tea](#) > [Tea Spotlight: Darjeeling](#)

Posted on July 27, 2019

Tea Spotlight: Darjeeling



Written by
The Novel Tea

Posted in

Tagged
darjeeling,
recommendations,
shop, tea, tea
spotlight

Comments

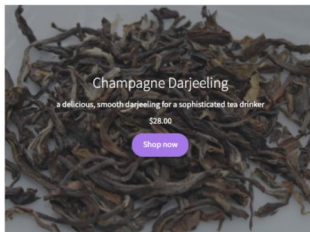
Leave a comment

We asked Ellen, the owner and official tea sommelier of The Novel Tea, and here's what she had to say!

My go to favorite and comfort tea is a first flush Darjeeling from India. Darjeeling is considered the champagne of tea because it is the first picking of the newest leaves from the Western Bengal area of India at the foothills of the Himalayas. The elevation and terrain impart a wonderful pure tea taste that has a slight astringency and muscatel qualities. Second flush Darjeeling is also a personal favorite with a slightly rounded fuller flavor and not quite as astringent as first flush. Traditional Earl Grey tea is made with a second flush Darjeeling flavored with Chinese's bitter orange oil of bergamot. Because of the exacting standards for harvesting, withering and oxidizing Darjeeling, it is very often one of the more expensive black Indian teas, but so worth it. It is one of the few teas that can be steeped and enjoyed at any time of day or evening.

Ellen of The Novel Tea

You can find Darjeeling in our online shop. Give it a shot and you won't regret it!



Tea and crumpets,
Ashley

Share this:



Related

Recipe Roundup: Earl Grey Cupcakes
December 5, 2018
In "Recipes"

Tea Class: New Year, New Teas
January 18, 2019
In "Class"

Recipe Roundup: Maple
Chai Tea Latte
February 6, 2019
In "Recipes"

Search ...

Don't Miss Items!

Australian Chai
~~\$20.00~~ \$17.00

Harvest Tea
~~\$18.00~~ \$15.00

A Christmas Carol
~~\$20.00~~ \$15.00

Upcoming Classes and Events

 Tea Spotlight: Darjeeling

 Calendar of Events

Join Our Newsletter

email address

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Featured Product and Hand-picked products

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CHRIS JOHNSON CARTOONS

Mind Drippings


WELCOME TO CHRIS JOHNSON'S MIND DRIPPINGS

CARTOON SUBSCRIPTION

\$25.00

Shop now

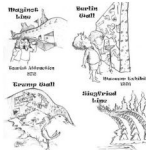
POLITICAL CARTOON PRINTS



WE ALL HAVE WALLS - PRINT

\$14.95


ADD TO CART



FUTILITY EXERCISED - PRINT

\$14.95

ADD TO CART




SOUTHERN STAIRS - PRINT

\$14.95

ADD TO CART

Featured Category



[Início](#) [Produtos](#) [Carrinho](#) [Minha conta](#)

[Brinquedos](#) [Enxoval/Maternidade](#) [Fraldas Ecológicas](#) [Roupas Infantis](#)


[Produtos Ecológicos](#)

R\$0,00 0 item

[Início](#) > [Chá de Fraldas](#)

Chá de Fraldas

Vai presentear uma mamãe?



Chá de fraldas


Encontre o chá de fraldas

Gostaria de realizar seu chá de fraldas conosco?

Realizar seu chá de fraldas ecológicas conosco é muito simples e totalmente gratuito! Como funciona:


- Você escolhe os produtos que gostaria de ganhar
- Nós criamos uma página com as suas escolhas dentro de nosso site
- Você envia o link para seus convidados, que compram diretamente conosco, em um ambiente seguro
- Seus convidados podem tirar dúvidas conosco via e-mail ou whatsapp
- Nós enviamos todos os produtos adquiridos pelos convidados diretamente para você, com frete grátis

Ainda tem dúvidas sobre as fraldas, os melhores modelos e tecidos? Nós respondemos suas dúvidas e ajudamos a escolher as melhores opções para seu enxoval de acordo com as suas necessidades!




Nossos produtos


- [Brinquedos Educativos](#)
- [Enxoval / Maternidade](#)
- [Fraldas ecológicas e acessórios](#)
- [Produtos Ecológicos](#)
- [Roupas Infantis](#)



On Sale Products



Springbok 2019 Range ▾ Rugby ▾ Football ▾ Cricket ▾ Accessories ▾ Headwear ▾ My Account ▾

R0.00 0 items 

[Home](#) > Daily Deals

Daily Deals

Limited Stock. Limited Time. Limited Deals.

Buy Today!

SALE!



Bag Back Pack Springbok Black Green
~~R899.00~~ R349.00
[Add to cart](#)

SALE!



Wallet Womens Springbok Zip Up Brown
~~R499.00~~ R239.00
[Add to cart](#)

SALE!



Wallet Womens Springbok Zip Up Black
~~R499.00~~ R239.00
[Add to cart](#)



Sneakers Official Merchandise - Typically...

Hi! How can we help you?


[Continue as Pedro](#)

[Not you? Log into Messenger](#)




Newest Products

[STORE](#) [MY ACCOUNT](#) [ABOUT US](#) [NEW PRODUCTS](#) [CARRITO](#) [FINALIZAR COMPRA](#) [MI CUENTA](#) [TIENDA](#) [f](#) [ig](#) [yt](#) [wh](#)

 [NEWS](#) [ACCESSORIES](#) [CLOTHING 4U2 WEAR](#) [HOME & LIVING](#) [SPIDER®](#) [🛒 0](#) [🛒 0](#) [🔍](#) [☰](#)


New Products



Day of the death Short-Sleeve Unisex T-Shirt

28.00€ - 34.00€

[SELECT OPTIONS](#)



Mexchica Short-Sleeve Unisex T-Shirt

28.00€ - 34.00€

[SELECT OPTIONS](#)

User Feedback



patrick 5:10 PM

I've been showing off the new blocks in my courses and they seem great. Lots of use cases for them on a home page or landing page.



2 replies



tobinfekkes 5:11 PM

Gutenberg (and Woo product blocks) has been essential to getting my non-programmer coworkers involved in WP admin projects



3



4



tobinfekkes 5:15 PM

You'd be surprised how overwhelming shortcodes can be to those that don't code, i.e. which attributes are available, the syntax of attributes, how they affect other attributes, etc. Blocks are a welcome, and brilliant, addition!



4



1

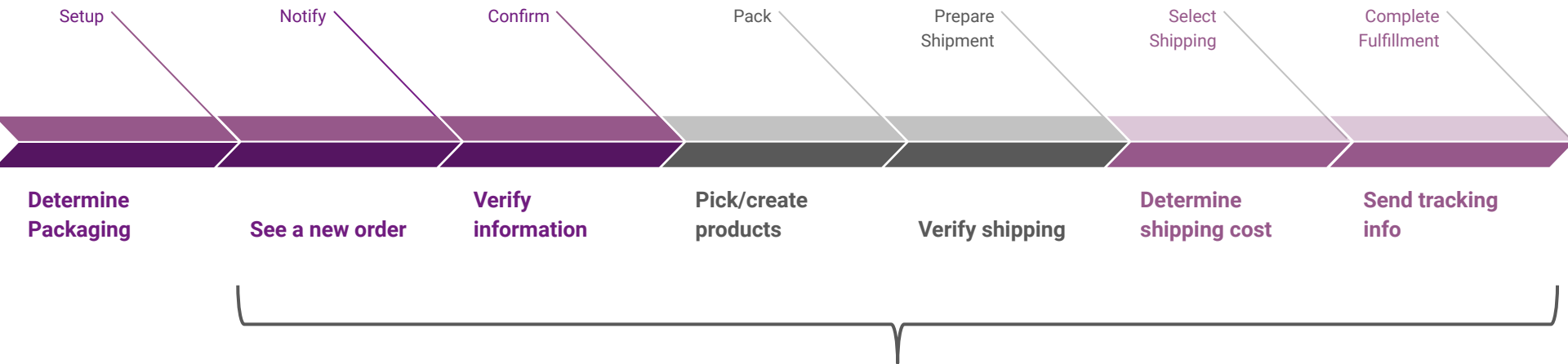


Want to know more about our Blocks?

- **Designing with Blocks talk**
Joshua Wold
October 9, 11 pm

Managing orders

Primary Jobs-to-be-Done



These steps each have their own process for completing an order.



WooCommerce / Orders

Dashboard

Jetpack

Posts

Media

Pages

Comments

Feedback

WooCommerce

Dashboard

Orders 1

Coupons

Subscriptions

Checkout Fields

Reports

Settings

Status

Extensions

Products

Analytics

East Valley Coffee

5

0

New

Howdy, eastvalleycoffee

Inbox

Orders

Stock

Reviews

Notices

Screen Options

Help

Orders

Add order

All (4) | Processing (1) | Completed (3)

Bulk Actions

Apply

All dates

Filter by registered customer

All orders types

Filter

<input type="checkbox"/>	Order	Date	Status		Total
<input type="checkbox"/>	#2303	Aug 22, 2019	Processing	-	\$89.00
<input type="checkbox"/>	#182	May 30, 2019	Completed	-	\$62.50 \$43.50
<input type="checkbox"/>	#132 Cooper Smith	May 29, 2019	Completed	-	\$0.00
<input type="checkbox"/>	#47 Scott David	May 27, 2019	Completed	-	\$0.00
<input type="checkbox"/>	Order	Date	Status		Total

Bulk Actions

Apply

"A single order status is just a nightmare."

WooCommerce

Prototype Testing

Prototype testing

The screenshot displays the WooCommerce 'All Orders' page. The interface includes a sidebar with navigation links, a top navigation bar with utility links, and a main content area with a table of orders. The table has columns for Order ID, Date, Order status, Payment status, and Total. The orders listed include various statuses such as 'Open', 'Complete', 'Cancelled', 'Payment Failed', and 'Partial Payment'.

WooCommerce / Orders

All Orders [Add order](#)

All (8) | Draft | [Open \(3\)](#) | [Complete \(5\)](#) | Cancelled

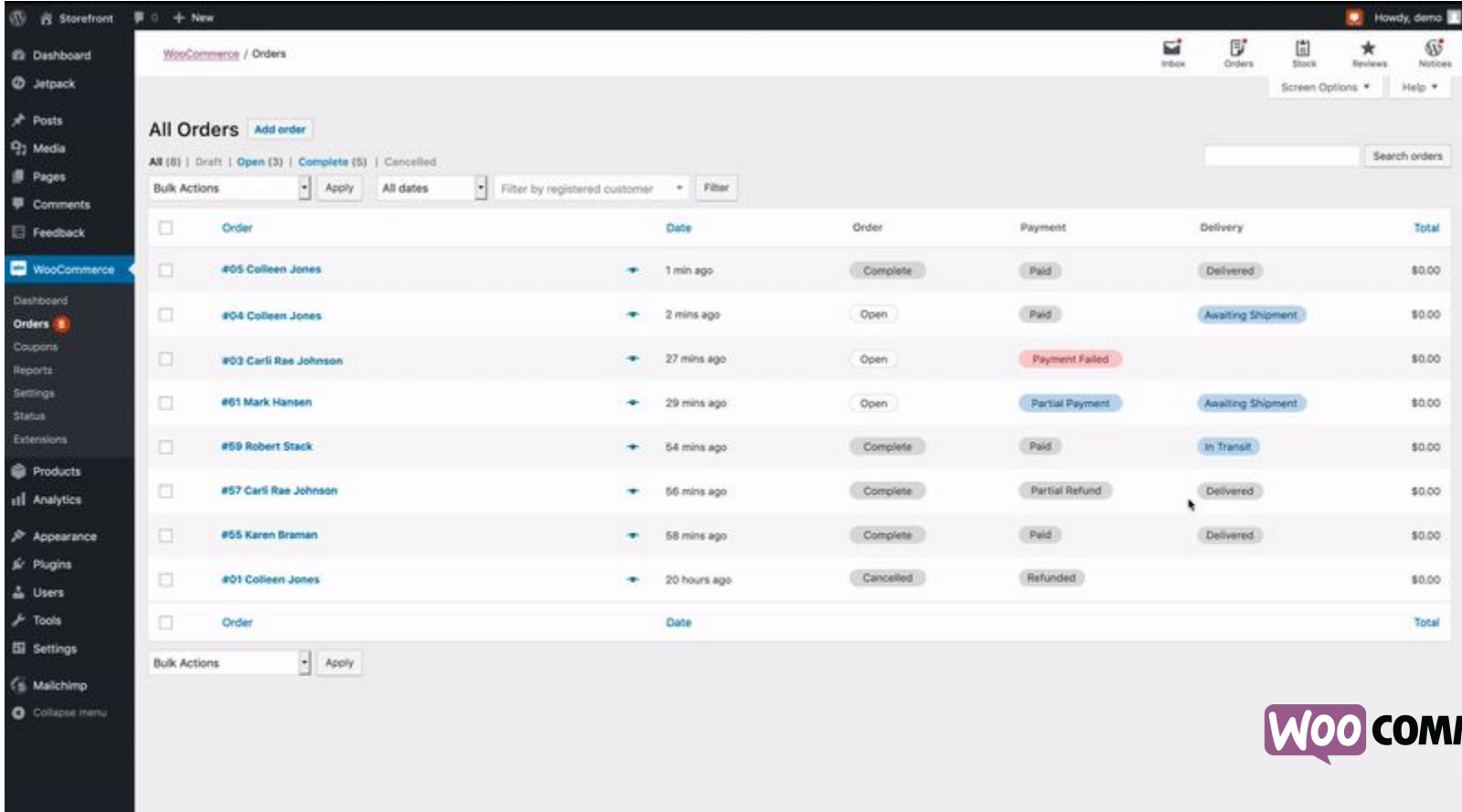
Bulk Actions All dates

<input type="checkbox"/>	Order	Date	Order	Payment	Total
<input type="checkbox"/>	#05 Colleen Jones	1 min ago	Open	Paid	\$0.00
<input type="checkbox"/>	#04 Colleen Jones	2 mins ago	Open	Paid	\$0.00
<input type="checkbox"/>	#03 Carli Rae Johnson	27 mins ago	Open	Payment Failed	\$0.00
<input type="checkbox"/>	#01 Mark Hansen	29 mins ago	Complete	Partial Payment	\$0.00
<input type="checkbox"/>	#59 Robert Stack	54 mins ago	Complete	Paid	\$0.00
<input type="checkbox"/>	#57 Carli Rae Johnson	56 mins ago	Complete	Partial Refund	\$0.00
<input type="checkbox"/>	#55 Karen Braman	58 mins ago	Complete	Paid	\$0.00
<input type="checkbox"/>	#01 Colleen Jones	20 hours ago	Cancelled	Refunded	\$0.00
<input type="checkbox"/>	Order	Date			Total

Bulk Actions

WooCommerce

Prototype testing



The screenshot displays the WooCommerce 'All Orders' page. The left sidebar contains navigation links for Dashboard, Jetpack, Posts, Media, Pages, Comments, Feedback, and WooCommerce. The main content area shows a table of orders with columns for Order, Date, Order status, Payment, Delivery, and Total. The table lists 8 orders, including details like customer names, order numbers, and timestamps. The status of each order is indicated by a button (e.g., Complete, Open, Cancelled). The payment status is also shown (e.g., Paid, Payment Failed, Partial Refund). The delivery status is shown (e.g., Delivered, Awaiting Shipment, In Transit). The total amount for each order is listed as \$0.00.

WooCommerce / Orders

Howdy, demo

Screen Options Help

All Orders [Add order](#)

All (8) | Draft | Open (3) | Complete (5) | Cancelled

Bulk Actions Apply All dates Filter by registered customer Filter

<input type="checkbox"/>	Order	Date	Order	Payment	Delivery	Total
<input type="checkbox"/>	#05 Colleen Jones	1 min ago	Complete	Paid	Delivered	\$0.00
<input type="checkbox"/>	#04 Colleen Jones	2 mins ago	Open	Paid	Awaiting Shipment	\$0.00
<input type="checkbox"/>	#03 Carl Rae Johnson	27 mins ago	Open	Payment Failed		\$0.00
<input type="checkbox"/>	#61 Mark Hansen	29 mins ago	Open	Partial Payment	Awaiting Shipment	\$0.00
<input type="checkbox"/>	#59 Robert Stack	54 mins ago	Complete	Paid	In Transit	\$0.00
<input type="checkbox"/>	#57 Carl Rae Johnson	56 mins ago	Complete	Partial Refund	Delivered	\$0.00
<input type="checkbox"/>	#55 Karen Braman	58 mins ago	Complete	Paid	Delivered	\$0.00
<input type="checkbox"/>	#01 Colleen Jones	20 hours ago	Cancelled	Refunded		\$0.00
<input type="checkbox"/>	Order	Date				Total

Bulk Actions Apply

WooCommerce

Feedback

Navigation

WooCommerce After The Order + New View Product

Dashboard

Posts

Media

Pages

Comments

WooCommerce

Products

Products

Add Product

Categories

Tags

Shipping Classes

Attributes

Appearance

Plugins

Users

Tools

Settings

Collapse menu

Edit Product [Add Product](#)

Silver Evening Dress

Permalink: <http://woocommerce.id.au/product/silver-evening-dress/> [Edit](#)

[Add Media](#)

Product Short Description

[Add Media](#)

B I ABC [List Bulleted] [List Numbered] [Quote] [Link] [Image] [Table] [Code] [More]

Drench yourself in silver and BE the drama in this magnificent silver evening d

- 85% Silk, 15% Cotton
- Halter neck
- Fitted waist seam
- Figure-flattering fit

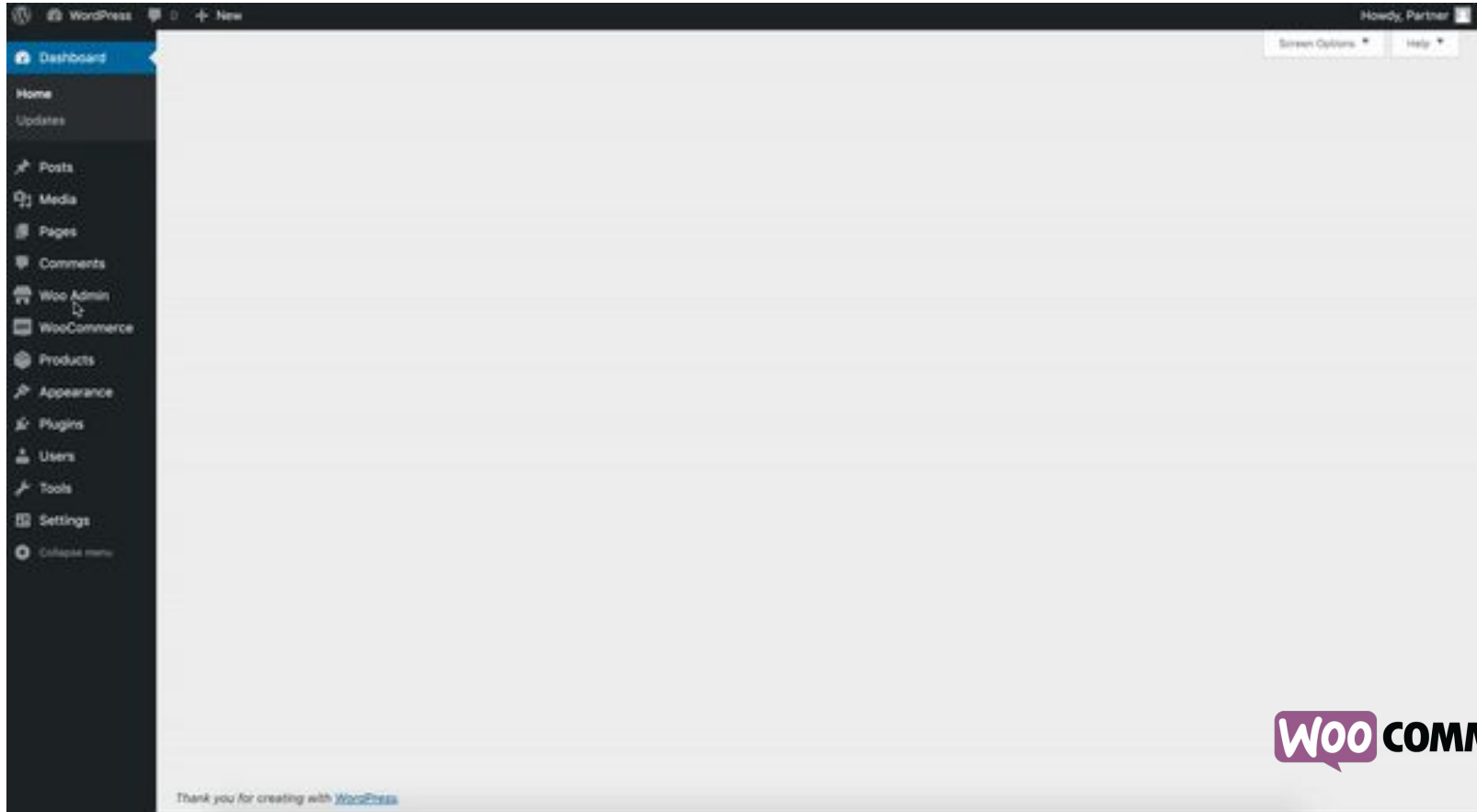
p

Product Notes ⓘ

B I U [Quote] [ABC] [List Bulleted] [List Numbered] [Link] [Image] [Table] [Code] [More]

1. **Special Offer:** include a hand-written offer card - 25% off silk shawls fo
2. **Packing Check:** ensure the belt is included with the dress, sometimes it separated

Prototype testing



“A lot of things are clearer than the old menu setup, for the most part it’s very well done.”

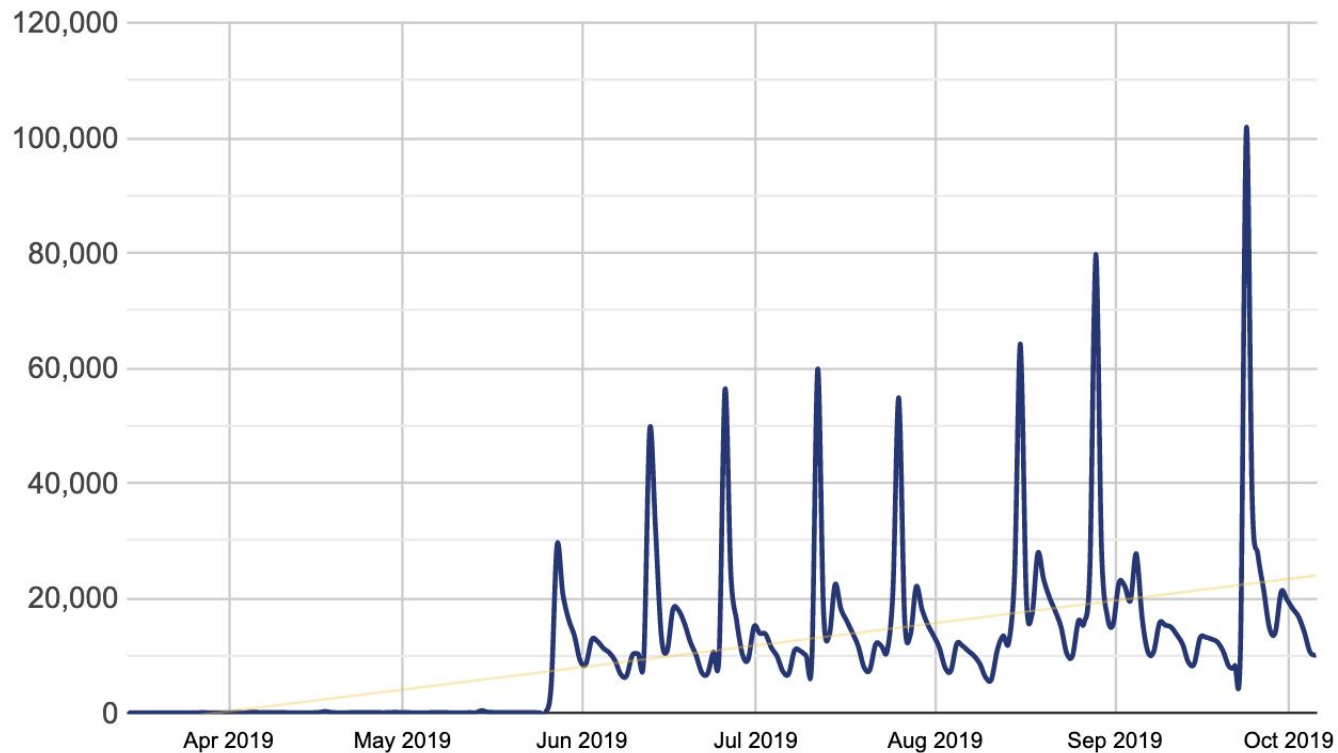
“5 for ease, much better than it is before, easier to manage, easier to get to where you need to.”

“A lot easier than what we have now, light years ahead of what we have now, a whole lot better.”

What about extensions??

WooCommerce Admin

Download Per Day



What's next?

1. We're making sure WooCommerce Admin scales and works with large stores
2. We're making improvements on performance
3. We're working on better documentation, especially around extensions

Early 2020 merge into core

Have design feedback?

Sign up at
woocommerce.com/design-feedback