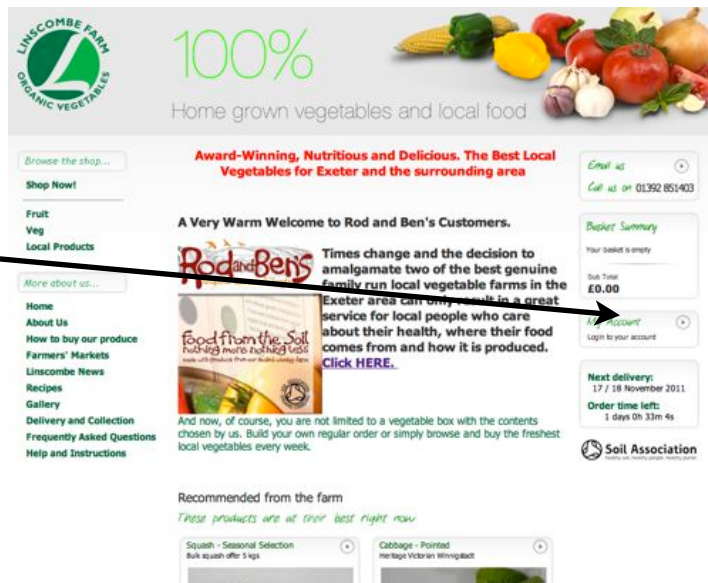


# 1) Login to your account or Set up account if you haven't got one (Step 2).

Click on the my **Account Button**

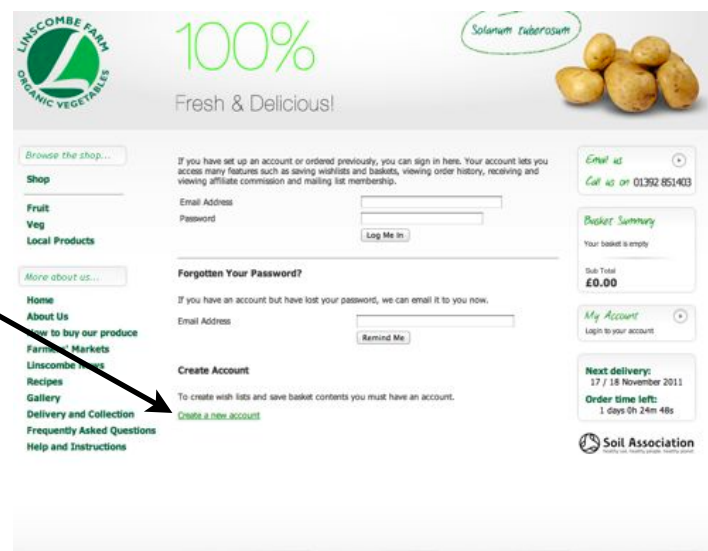
(Third box down on right hand side of home screen)

if you already have an account then just Login and start shopping



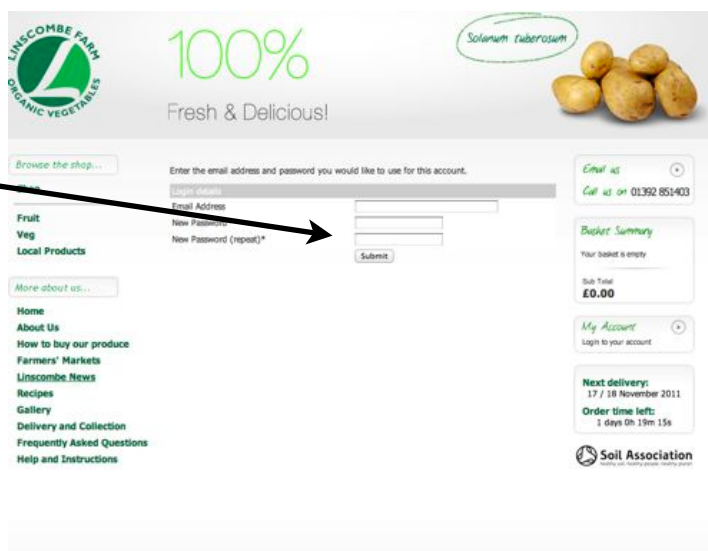
# 2) To set up account

Click on **Create a new account**



# 3) Enter your E-mail and choose a password

then click **Submit**



## 4) Enter your details

There is no need to enter your existing password or new password at this point. This box is there so that you can change your password at a later date if you choose to.

Your name and billing address must be the same as the one that you have registered with your card provider or with Paypal.

Recipient name is the delivery name and address

The screenshot shows the Linscombe Farm website's account creation page. The header features the Linscombe Farm logo, '100% Fresh & Delicious!', and a potato image. A navigation menu on the left includes 'Shop', 'Fruit', 'Veg', and 'Local Products'. The main content area is a registration form with sections for 'Login Details', 'Billing Information', and 'Shipping Information'. A success message at the top says 'Your Linscombe Farm account was created!'. On the right, there are links for 'Email us', 'Basket Summary', 'My Account', and 'Soil Association'.

## 5) Start Shopping

Click on the **Shop** button, or the **Fruit**, **Veg**, or **Local** product buttons if you would like to see just those ranges of products

The screenshot shows the Linscombe Farm website's 'Shop' page. The navigation menu on the left is highlighted, with 'Shop', 'Fruit', 'Veg', and 'Local Products' visible. The main content area shows a grid of product categories: 'Fruit', 'Veg', and 'Local Products'. The right sidebar contains the same account-related links as the previous screenshot.

## 6) Choosing A Section (Fruit, Veg or Local Products)

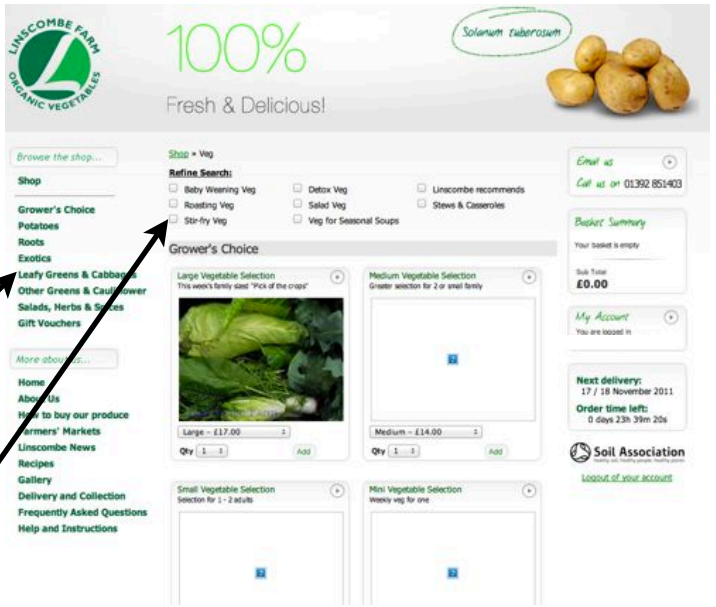
From the Shop page you choose to go to **Fruit**, **Veg** or **Local Products**. Once in those sections, clicking on the **Shop** button will bring you back to this page so that you can choose a different section to shop in..

The screenshot shows the Linscombe Farm website's 'Shop' page with product categories. The 'Shop' button in the navigation menu is highlighted with an arrow. The main content area shows a grid of product categories: 'Fruit', 'Veg', and 'Local Products'. The right sidebar contains the same account-related links as the previous screenshots.

# 7) Veg Page

from here you can either

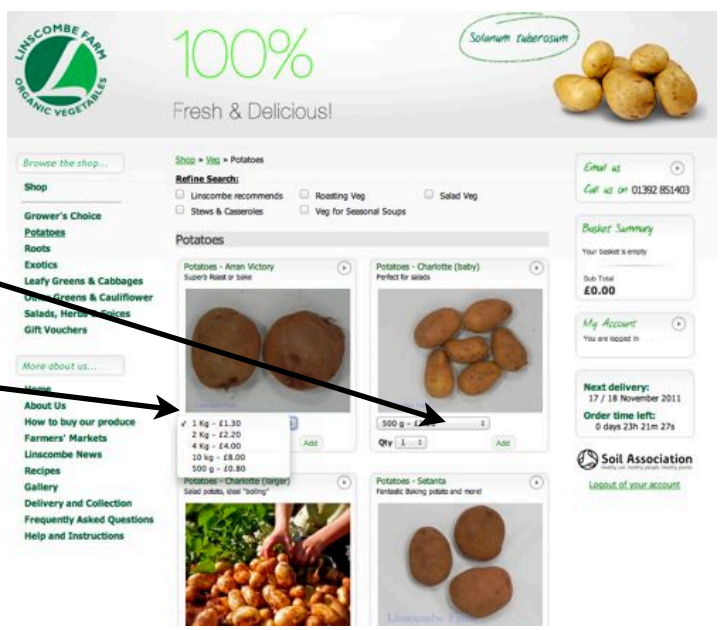
- a) browse down the whole page looking at the full range of available vegetables or
- b) select one of the vegetable categories on the left to narrow down your search. When in a category, clicking the **Shop** button will take you back up to where you can select another category.
- c) You can also use the filters in the **Refine Search** bar to narrow your search in other ways. If, for example, to just tick "Baby Weaning Veg" then only those vegetables that we have selected as particularly appropriate for that purpose will be shown. If you use multiple filters then only the veg that belongs to ALL those filters will be shown. These filters are supposed to be a guide to help you select your vegetables and are not supposed to be an exhaustive or exclusive listing! Just untick all the boxes to go back to seeing all available vegetables.



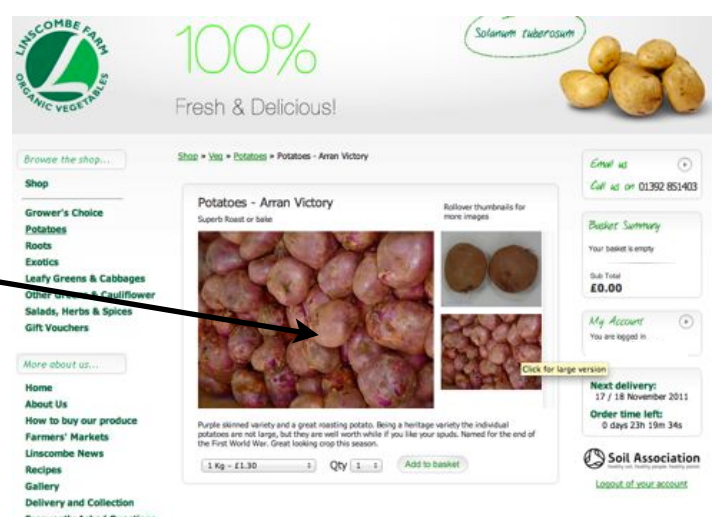
.....

# 8) Product Pages

Clicking on the pull down arrow beneath the product will show the options that you have for buying. Generally, the more you buy the cheaper it gets!  
 Just select the one that you want, then select the quantity. Then click the Add to Basket button



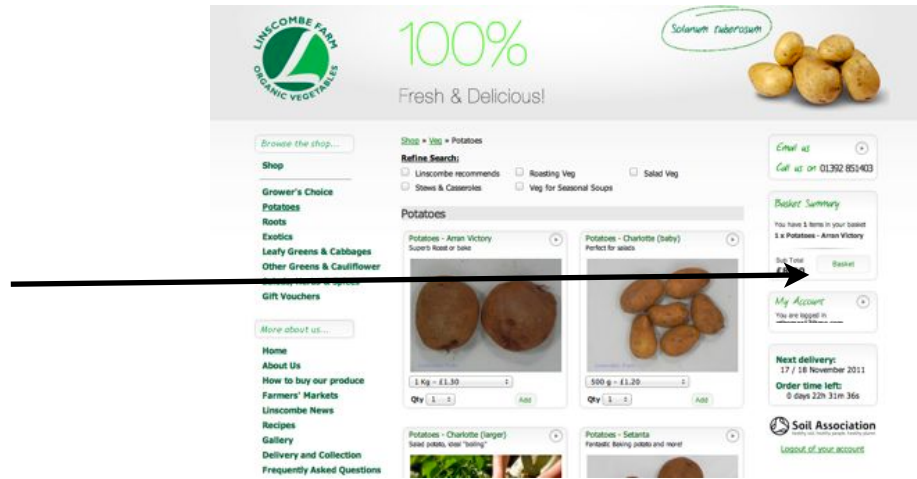
If you double click on the product picture, then you will get up a box with more information about the product and a wider range of photographs. Double clicking on the photograph again at this stage will bring up a separate window with a larger photograph in. Which can be pretty.





## 9) Checkout

Once you have added everything you would like to your basket then you need to check out. Click on the **Basket** button



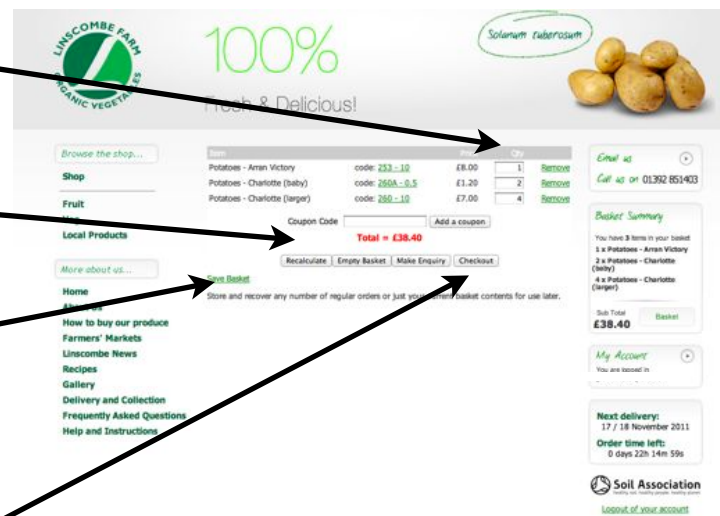
## 10) Basket

At this stage you can edit your basket contents by changing the quantities of individual items or removing them entirely. Remember to click the **Recalculate** button if you make any changes.

You should also add the coupon code if you have one.

By clicking on **Save Basket** you will be able to come back to that basket at any stage in the future, modify it a bit if you need to and then checkout without having to go through the shop process again. You will be prompted for a name for your basket if you choose this option.

When you are ready, then click on the **Checkout** button



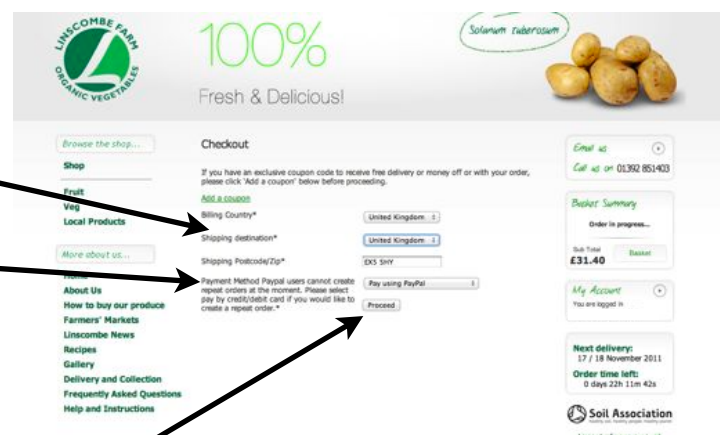
## 11) Choose Payment

**Billing Country** defaults to UK and **Shipping Destination** defaults to Billing Address so, assuming these are correct, then just enter the **Shipping Postcode**

It is important to know that if you select Paypal from the drop down menu at this stage then you will not be offered the option of creating an automatically repeating order later on in the checkout process.

Paypal accounts, for those of you who do not have one, can be a very convenient way to pay online as they mean that you do not have to enter your card details every time that you make an order. See <https://www.paypal.co.uk/uk>

Click **Proceed** when you are ready



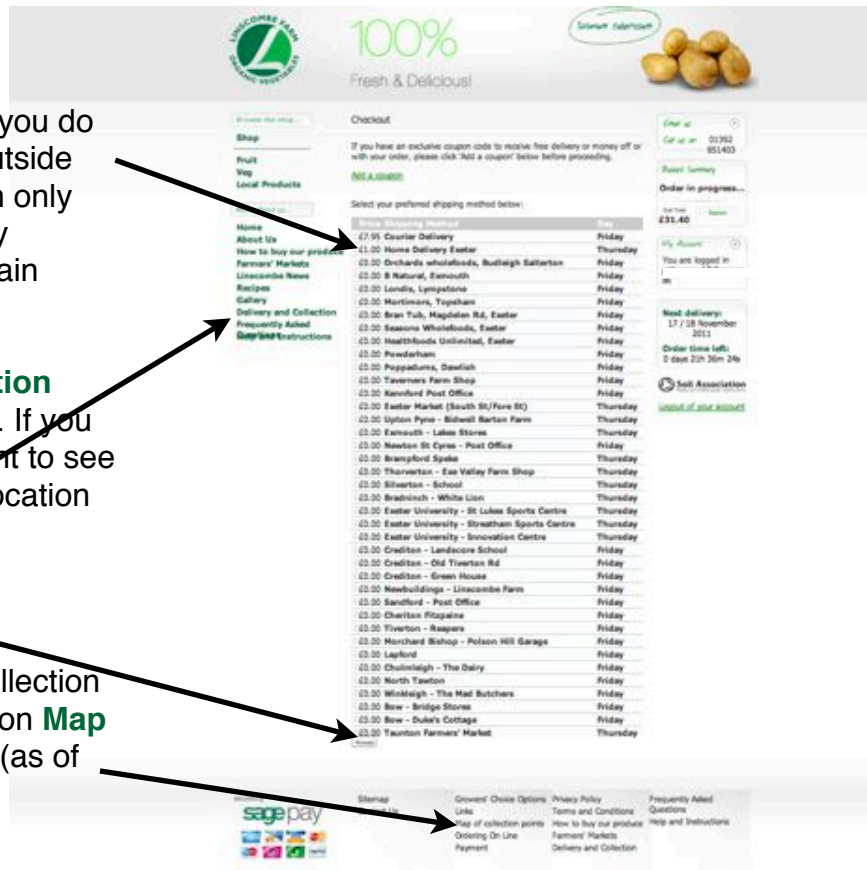
## 12) Select Your Collection or Delivery Option

Find the most convenient way of getting your vegetables. Courier delivery must be selected if you do not want to use the other options or if you live outside our van delivery area. Exeter Home Delivery can only be selected if you are within the main Exeter City Council area. Please contact us if you are uncertain about anything

You may like to look at the [Delivery and Collection](#) page by clicking this option on the left hand side. If you do this, you can click again on the place you want to see and a map will come up to show you the exact location of the place.

Click **Proceed** when you are ready

We are also making a single page with all the collection points on that can be accessed through clicking on [Map of Collection Points](#) at the bottom of the page. (as of 14-11-2011 this isn't yet complete).



## 13) Checkout Page for Paypal Customers. Card Customers please go to 15) below

Please give a final check to your order and delivery address details.

You also need to check that the Delivery Date is correct. You can order up to 3 months in advance but please note that you **can NOT order for delivery after 10.00am of the Tuesday of the week that you are ordering in.**

The Additional comments box can be used for further delivery instructions for the driver or for any other message you may need to leave **for the order that you are making** - but it will not be seen until the day of delivery. Please use the contact us button at the bottom of the page for any other reason

Ticking the box to accept emails and also selecting "send emails as HTML" allows us to send you reminder emails and newsletters in a more attractive and readable format.

You tick the terms and conditions box before you can proceed.

Then click **Make the Order**



## 14) Paypal Payment.

You will now be prompted to go to your Paypal account as normal and authorise the payment.

The screenshot shows two parts of the checkout process. On the left, a box titled "Your order summary" contains a table with the following data:

Description	Amount
Order from Linscombe Farm Item price: £31.40 Quantity: 1	£31.40
Item total	£31.40
Total	£31.40 GBP

On the right, a section titled "Choose a way to pay" indicates that PayPal securely processes payments for Linscombe Farm. It offers two options: "Have a PayPal account?" with a "Log in" button and "Don't have a PayPal account?" with a "Pay with your debit or credit card as a PayPal guest" option. A "Cancel and return to Linscombe Farm" link is at the bottom.

## 15) Checkout Page for Card Customers

a) Please give a final check to your order and delivery address details.

b) You also need to check that the Delivery Date is correct. You can order up to 3 months in advance but please note that you **can NOT order for delivery after 10.00am of the Tuesday of the week that you are ordering in.**

c) Repeat Orders. Please select None (the default) or Repeat Every 7 days or 14 Days. Enter a reference (to identify your order)

d) Carefully complete the information required in the boxes. Ensure that any details that you put in are the same that appear on your card and that the billing address matches the one that the card is registered to at your bank

e) The Additional comments box can be used for further delivery instructions for the driver or for any other message you may need to leave **for the order that you are making** - but it will not be seen until the day of delivery. Please use the contact us button at the bottom of the page for any other reason

f) Ticking the box to accept emails and also selecting "send emails as HTML" allows us to send you reminder emails and newsletters in a more attractive and readable format.

g) You tick the terms and conditions box before you can proceed.

h) Then click **Make the Order**

The screenshot shows the checkout page for card customers. At the top, there is a "Choose your delivery date" dropdown set to "Friday, November 18, 2011". Below this is a "Repeat order setup" section with a "Frequency" dropdown set to "Do not repeat" (selected), and options for "Repeat every 7 days" and "Repeat every 14 days".

The "Billing Information" section includes fields for: Cardholder's Name\*, Company, Card Type\* (dropdown), Card Number\*, Expiry Number (if present), Security Number\*, Valid From (if present), Expiry Date\* (dropdowns for month and year), Billing Address\* (dropdown), Town/City\* (dropdown), County/State (dropdown), Postcode/Cp\* (dropdown), and Country (dropdown set to "United Kingdom").

The "Purchaser Contact Information" section includes fields for Email Address\* and Phone Number\*.

Below this is an "Additional Comments including instructions for courier if required" text area.

The "Where Did You Hear About Us?" section has a dropdown menu.

The "Mailing List" section includes a checkbox "Yes, please add me to the mailing list (send mails as plain text)" which is checked.

The "Terms And Conditions" section includes a checkbox "I agree to the terms and conditions applicable to orders made on this web site" which is checked.

At the bottom, there is a "View Terms And Conditions" link and a "Please bill me for the total amount of £31.40" section with a "Make the Order" button.

Arrows from the text blocks point to the following elements: a) Delivery date dropdown; b) Repeat order setup section; c) Billing Information fields; d) Additional Comments text area; e) Mailing List checkbox; f) Terms and Conditions checkbox; g) "Make the Order" button.

