

DiLand Web operating guide

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Account configuration

Set up your DiLand Web account in DiLand Studio:

- From **Configuration**, select **diland web**
- In **account**, insert your credentials in **Account Code** and **Password account**.
- In **configurations**, create a new configuration named "**HOME**".
- **Publish** the configuration to update the website. After editing a configuration from DiLand Studio, you have to **Publish** it to apply changes to DiLand Web
- **Publish for test** publish as test on usual url plus *&conf=HOME_TEST*

Advanced settings:

<https://dilandweb2.fiteng.net/home/accounts.aspx?>

DiLand Studio settings for DiLand Web

General

- **Box** settings in DiLand Studio for the customization of **selection boxes** of products, categories, themes, etc. are applied to DiLand Web, with exception of **Font** setting.
- The **Url for additional information** setting for selection boxes enables the "additional information" button for the box in DiLand web, returning a link to the specified Url.

Prices

The DiLand Web price list has to be created in DiLand Studio via **Configuration – Prices**.

The DiLand Web price list is identified as **Photos from home**.

- A new price list may be copied from the **For end user photos** price list via **reset prices 'photos from home'**.
- The **Price visualization mode** in **Product** settings only applies to the classic DiLand Web skin.
- The display mode of prices for the other skins can be specified in the DiLand Web website settings.

Categories

By default, DiLand Web uses the categories tree found in **DiLand Studio – categories**.

You can customize DiLand Web categories from citylab (diland web) – configurations.

- You can create multiple different DiLand Web configurations, each with its own categories tree.
- The price list is shared between the different DiLand Web configurations. To alter product prices depending on configuration, you will have to create a copy of the products for each price.
- If DWPLUS is entered in Initial parameters → Program tags, it enables the creation of generic non-photographic products for sale through DiLand Web Plus; Categories → New → **Generic article DiLand Web Plus**, enter at least **Name** and **Price**

HOME configuration and additional configurations

- The "**HOME**" configuration is required for DiLand Web operation and must not be deleted.
- You can create additional configurations. Their name must always start with "**HOME**", and can only contain letters, numbers, dashes "-", or underscores "_".
- A configuration with the special name "**HOME_PROF**" enables features for professional end users. While using this configuration, Print products become professional products, accepting Tiff and PSD files and sending the

original image for the order, but preventing image adjustments.

- While editing multiple configurations you will have to **Publish** each, starting from "**HOME**".

Direct link: add "&conf=value" e.g.

<https://dilandweb3.fiteng.net/fitengdilandhomeweb/FITENGDEMO&conf=HOME2>

Logo

In **DiLand Web (diland studio) – configurations – edit – logo** you can upload a PNG image that will be displayed as the logo in DiLand Web.

- In the classic skin, the logo is displayed on the top right corner with a maximum height of 60px on desktop and of 27px on mobile.
- In the other skins, the logo is displayed on the top left corner with a maximum height of 45px on desktop and of 27 pixels on mobile.
- There is no explicit limitation on logo width.

Products

- DiLand Web does not support Passport Photo, Photo Package, Index Print, Multipage gift (with preview) and Folded Photo Cards products.
- The **Product Code** field can be used to create a direct link for the DiLand Web product page. Direct link: add "&ipid=value" e.g. <https://dilandweb3.fiteng.net/fitengdilandhomeweb/FITENGDEMO&ipid=10x15>
- The **Weight** field is used to calculate weight-based shipping costs.

DiLand Web supports PSD Themes for Photo book products;

Shipping (and payments)

From **DiLand Web – diland web – shipping** methods you can add shipping methods for your customers' orders. Shipping Methods may be organized in categories and sub-categories.

- The **Type** field is required for DiLand Web to understand whether actual shipping is included.
- Customers will be prompted to select the shipping method before order recap, to include eventual shipping costs.
- Customers requiring shipping will be asked the receiver address info before order confirmation, if not already present in the database.
- Shipping methods prices are calculated via price brackets based on order weight. To enable fixed shipping prices, add a single price bracket starting from **Weight 0**.
- You may add different **Payment Options** for each shipping method.
- Available digital payment options include PayPal, Stripe, Pay.nl, PaysonAB, and CheckoutFi.
- If none is selected, **Pay in the Shop** is used as default value.
- Required settings for each payment option must be configured in the DiLand Web store webpage (e.g. PayPal account e-mail).
- **invoice** request and **cash on delivery** payment options require set up also in the DiLand Web store settings webpage.

DiLand Web Store Settings Website

<https://dilandweb2.fiteng.net/home/accounts.aspx?>

Payments

Web orders are loaded in DiLand Studio only once paid for by the customer.

Mark as Paid unlocks an order confirmed but not yet paid by the customer, labelling it as **Manually set as paid**;

Prices

In **Prices** you can edit the DiLand Web price list.

The DiLand Web price list is based on the photos from home price list of DiLand studio.

Edits from this page override but do not cause changes to the photos from home price list of DiLand Studio.

Banners

In **Banners** you can create and manage website banners.

Banners are for the promotion or highlight of a product, a category, or an external website.

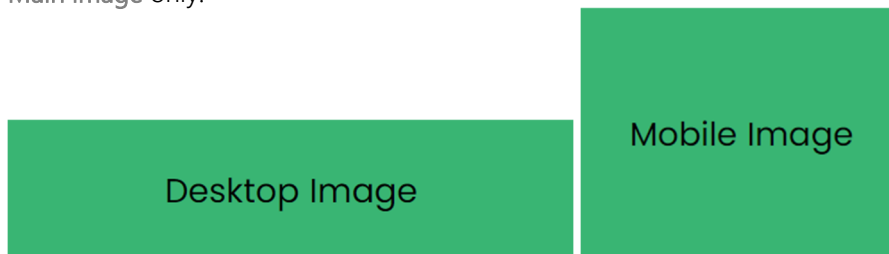
Creating or Editing Banners:

A DiLand Web banner is made of two sections:

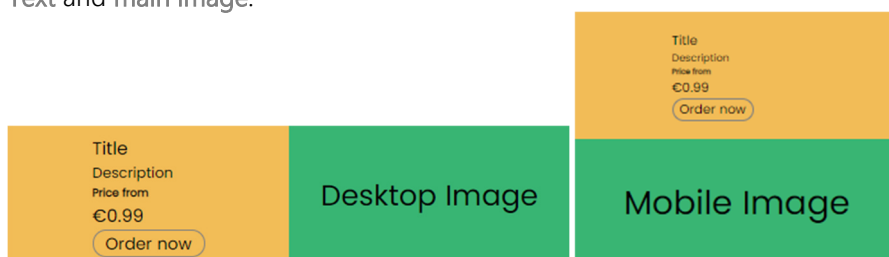
- Icon with text
- Main image (*required*)

You can choose between four combinations:

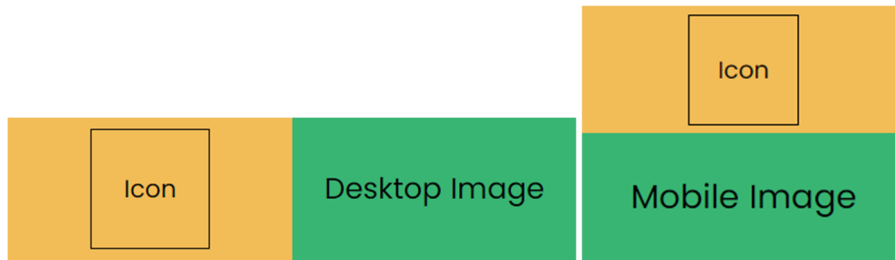
- Main image only:



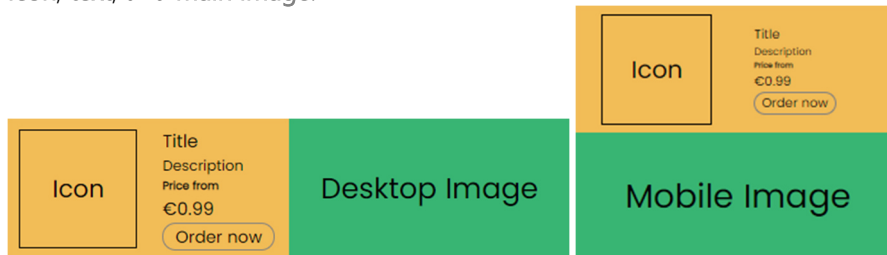
- Text and main image:



- Icon and main image:



- Icon, text, and main image:



On the right, you can see a preview of the banner.

Banner options:

Name: to easily identify the banner. The **Name** is required if the banner includes a discount.

Action Type: select the destination for the banner link:

Link: use the banner as a link for a webpage;

Product creation: use the banner as a link for a DiLand Web product page;

Open category: use the banner as a link for a DiLand Web category;

Link / Product / Category: select the banner target, based on **Action Type**.

Title, Description, Button, Text: fill these field to customize banner text.

Price: reference price for the banner service, shown as "starting from" inside the banner text.

Position: select the banner display order in the webpage.

Icon image: upload a small image to be used as banner icon, as shown in the models above.

Desktop image, Mobile image: upload the banner main image. At least one of these field must be filled.

A different **mobile image** may allow for a smoother smartphone clients experience.

The same image is used in both desktop and mobile clients if a single field is filled.

Show on Desktop, Show on Mobile: enable to allow the banner in the corresponding clients.

Start date, End date: time period in which the banner will be enabled in the website, to program the banner display or allow for limited time offers. If no date is selected, the banner will always be active.

Has Discount, Only available to DiLand Web Plus users to enable the discount coupon, and display relative banner options. Banners directed to **Product** pages (**Action Type – Product creation**) may be applied a **discount coupon** that will be automatically applied to the order upon banner click.

Discount Mode: discount value type, absolute or percentage on order price.

Percent Discount Amount / Absolute Discount Amount: fill with the discount value.

Minimum Amount: minimum total order price for which the discount is eligible.

Banner Discount coupon calculation:

While **Minimum amount** always refers to the total order price, the discount is actually applied:

Print products: on total order price;

Composition products: on product first copy only;

e.g. with **Minimum amount** 50€, an order with a 30€ **composition** for two copies (total 60€, higher than **Minimum amount**) is applied the discount on the first copy (going to 15€) for a total of 45€.

Coupons

Only available to DiLand Web Plus users.

In **Coupons** you can create and manage discount codes for customers.

Coupon creation:

Name: to identify the coupon.

From Date, To Date: time period in which the discount code will be active.

Discount Target: service discounted with the code:

Shipping: the discount will be applied to shipping costs only;

Order: the discount will be applied to the total of product prices only.

Product: select a list of products whose prices will have the discount applied to.

Product Type: select a list of product types whose prices will have the discount applied to.

Discount Mode: discount value type, absolute or percentage on order price. Free, for shipping only free of cost.

Percent Discount Amount / Absolute Discount Amount: fill with the discount value.

Minimum Amount: minimum total order price for which the discount is eligible.

Is for all Customers: enable to generate a single code for all users. If disabled, multiple single-use codes can be generated for each customer.

If enabled:

Max Uses: maximum number of total code uses.

Is Customer Usages Unlimited: enable to allow a single user to use the same code multiple times.

Discount coupon calculation:

The **Minimum amount** is calculated differently based on the **Discount Target** field:

Shipping, Order: on the total order price, excluded service and shipping costs.

Product, Product Type: on the maximum price among ordered discount products.

Note: a single order line will be applied the discount. The maximum available discount will be chosen.

The discount is applied differently to **Print** and **Composition** products:

Print products: on total order price;

Composition products: on product first copy only;

e.g. with **Minimum amount** 50€, an order with a 30€ **composition** for two copies (total 60€, higher than **Minimum amount**) is applied the discount on the first copy (going to 15€) for a total of 45€.

Coupon Management:

A newly created Coupon may be edited, but only until it is used to generate an order.

A Coupon may be eliminated at any time, disabling all relative codes.

Add new coupon: generate Coupon codes.

Usages: view code usage statistics in the first table, and the list of orders made with the discount in the second table.

State: displays the state of Coupon processing:

Used: the customer has used the coupon but not yet confirmed the order;

Confirmed: the customer has used the coupon and confirmed the order;

CanceledByCustomer: the customer has used the coupon, but later removed it or aborted the order.

CanceledByShopOwner: the store has manually aborted the coupon use. This can be done by pressing **Cancel Usage**.

A Coupon deleted by the customer or the store may be used again.

Settings

General

Email: email address that will receive the notifications for orders and users registration.

Additional emails: add other email addresses that will receive the same emails.

Skin: graphic appearance of DiLand Web.

Initial Message: text displayed as a pop-up as customers enter DiLand Web.

Price visualization mode: set the style for price display in the product selection screen. Does not apply to the Classic skin, which uses the DiLand Studio Price visualization mode setting.

Edit photos in creative workflow: allow photo editing in creative product creation screens.

Sort photos in creative workflow: allow photo sorting in creative product creation screens.

Supports invoice: request invoice.

Supports cash by delivery: request payment by cash on delivery.

Contact us url: add a link to a webpage that will be displayed as a contact us button.

Email messages customization

Add texts to customize automated emails to customers.

It is possible to include HTML markup.

Email header email header of confirmed order

Email footer email footer of confirmed order

Registration email header message email header, that confirm customer's registration

Registration email footer message email footer, that confirm customer's registration

Order uploaded email message email of received order

Order produced email message email of printed order

Order shipped email message email of shipped order

Payment

Set up the required fields to enable payment options.

Terms and Privacy

In **Terms and Privacy** you can add links to webpages displaying custom privacy and terms of service documents.

All added links will be presented to the user assigned a checkbox as reading confirmation.

FIT engineering srl **Terms of Service** will always be visible and can not be replaced.

Terms and agreements url: webpage including custom terms of service.

Data safety url: webpage including a custom privacy policy.

Delivery conditions url: webpage including custom terms of services and information for delivery services.

Data safety updated: check as you upload a new privacy policy. Registered users will be prompted to accept the new Privacy Policy upon first login.

DiLand Web sites

Url parameters

You can force some page parameters in the url:

- **Skin:** "&skin=value" e.g. <https://dilandweb3.fiteng.net/fitengdilandhomeweb/FITENGDEMO&skin=dark>
- **Language:** "&lang=value" e.g. <https://dilandweb3.fiteng.net/fitengdilandhomeweb/FITENGDEMO&lang=en>
- **Configurations:** "&conf=value" e.g. <https://dilandweb3.fiteng.net/fitengdilandhomeweb/FITENGDEMO&conf=HOME2>

Direct link:

- **product:** "&ipid=value" e.g. <https://dilandweb3.fiteng.net/fitengdilandhomeweb/FITENGDEMO&ipid=10x15>
- **category:** "&icid=value" e.g. <https://dilandweb3.fiteng.net/fitengdilandhomeweb/FITENGDEMO&icid=books>

It is possible to use more parameters:

<https://dilandweb3.fiteng.net/fitengdilandhomeweb/FITENGDEMO&lang=en&ipid=10x15>