



2025

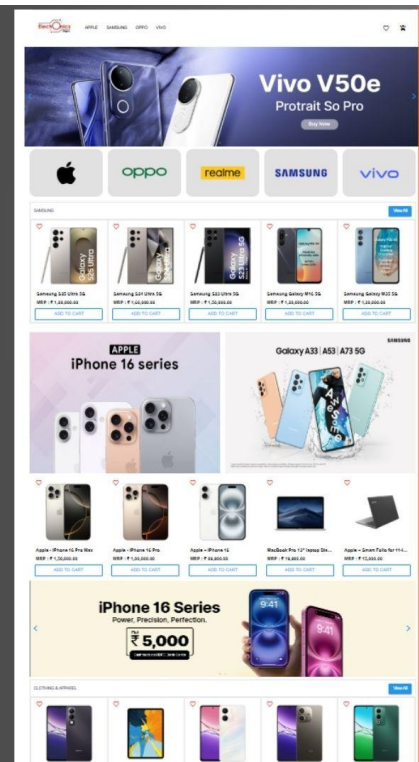
STANDARD OPERATING PROCEDURE

FOR SETTING UP YOUR STORE ON THE DSPEEDUP PLATFORM



Ten-minute plan to launch your dSpeedUp store.

- First, gather your assets (CSV, images, logos) and login info.
- Minute 1: Sign in and pick your template.
- Minute 2: Upload your logo and enter store details.
- Minute 3: Create your product categories.
- Minutes 4-5: Bulk import your product CSV.
- Minute 6: Bulk import all images.
- Minutes 7-8: Build and save your landing page.
- Minute 9: Upload banners and offer images.
- Minute 10: Preview, test checkout, and publish.



1. Familiarise, Select Template & Download Assets

1. Go to <https://www.dspeedup.com/challenge>
2. Under **“10-Minute Store Builder: Preview Templates & Download Assets”**, click any template to open its live demo and **download the ZIP file**.
3. Save the ZIP file. It contains:
 - **Product EXCEL FILE**
 - **Product Image ZIP FILE**
 - **Category Images**
 - **Logo Image**
 - **All Banners & Offer Images**



2. Register as Shop Owner & Activate Your Site

1. Visit <https://ecom.dspeedup.com/register/ecommerce>
2. Complete the registration form with your personal and store details, then submit the form.
3. Await the OTP sent via WhatsApp and enter it on the verification page.
4. After OTP verification, your dSpeedUp online shop will be activated (this may take a few minutes).
5. You will receive your shop credentials through WhatsApp—save them securely.

The image displays three overlapping screenshots of the dSPEEDUp registration and verification interface. Each screen features the dSPEEDUp logo at the top, which consists of a stylized signal tower with a rainbow-colored arc above it.

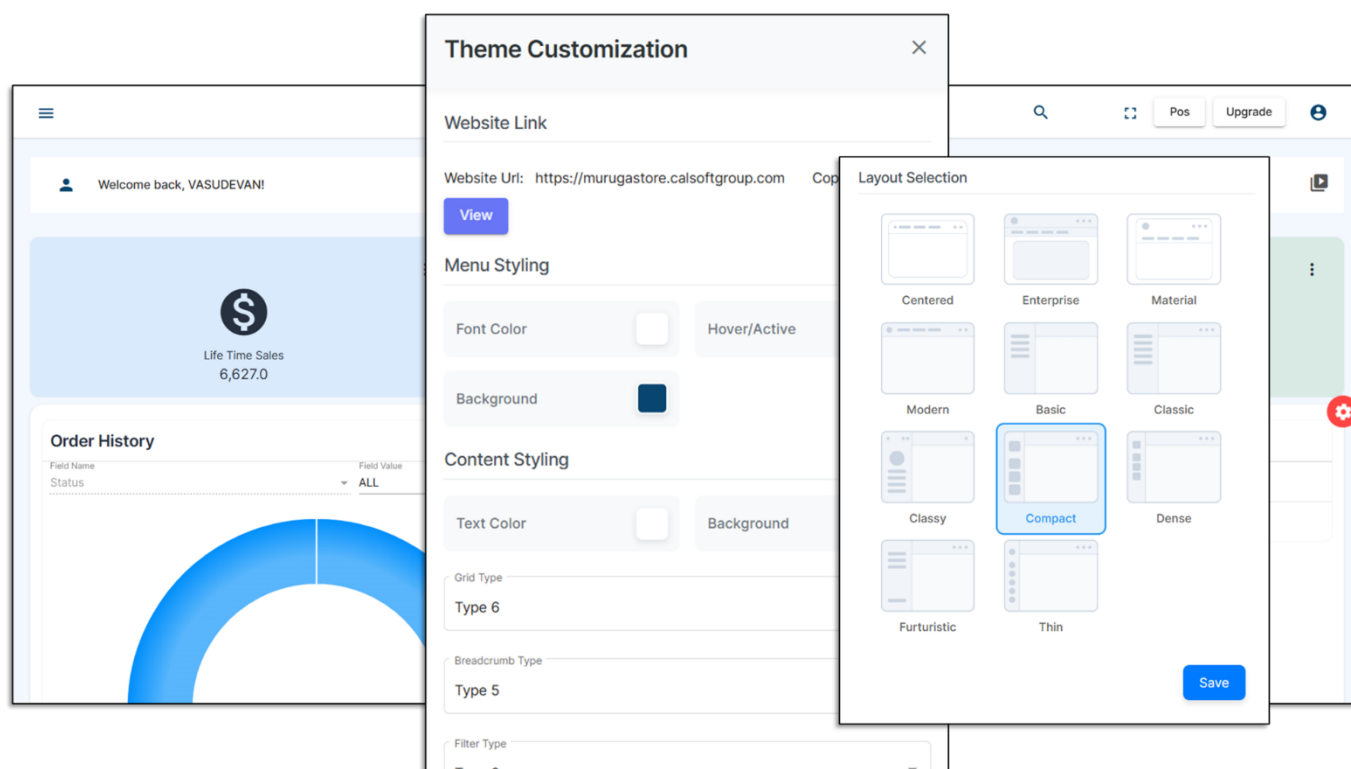
Left Screenshot (Registration Form): Titled "Register", it contains the following fields: "First Name *", "E-Mail *", a dropdown menu for the country code (currently showing "+91") followed by "Mobile Number *", "Enterprise Name *", "Password *", and "Confirm Password *". Each of the last four fields has a small eye icon for toggling visibility. At the bottom, there is a checkbox for "I agree with Terms and Privacy Policy" and two blue buttons: "Try for Free" and "Pay Now".

Middle Screenshot (Verification Form): Also titled "Register", it shows a message: "We Sent a Verification code to your Whatsapp number or email address Enter the code in the field below". Below this is a text input field for "Enter OTP *". At the bottom, there are two blue buttons: "Verify" and "Back", and a link that says "Not received your code? Resend code".

Right Screenshot (Registration Form): This is another view of the registration form, identical to the left one, showing the "First Name *", "E-Mail *", "Mobile Number *", "Enterprise Name *", "Password *", and "Confirm Password *" fields, the agreement checkbox, and the "Try for Free" and "Pay Now" buttons.

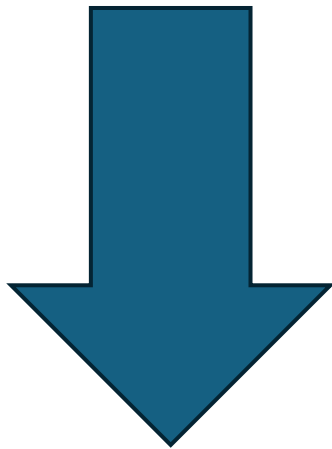
3. Account Access & Dashboard Setup

1. Visit <https://ecom.dspeedup.com> and log in with your credentials (username is your mail id, password and shop name (enterprise name, Note - lowercase, no spaces—e.g., balajistore).
2. Upon successful login, you'll be directed to your **dSpeedUp Dashboard**. Here you'll manage everything—from uploading excel files, images to configuring storefront settings—preparing you for the challenge.



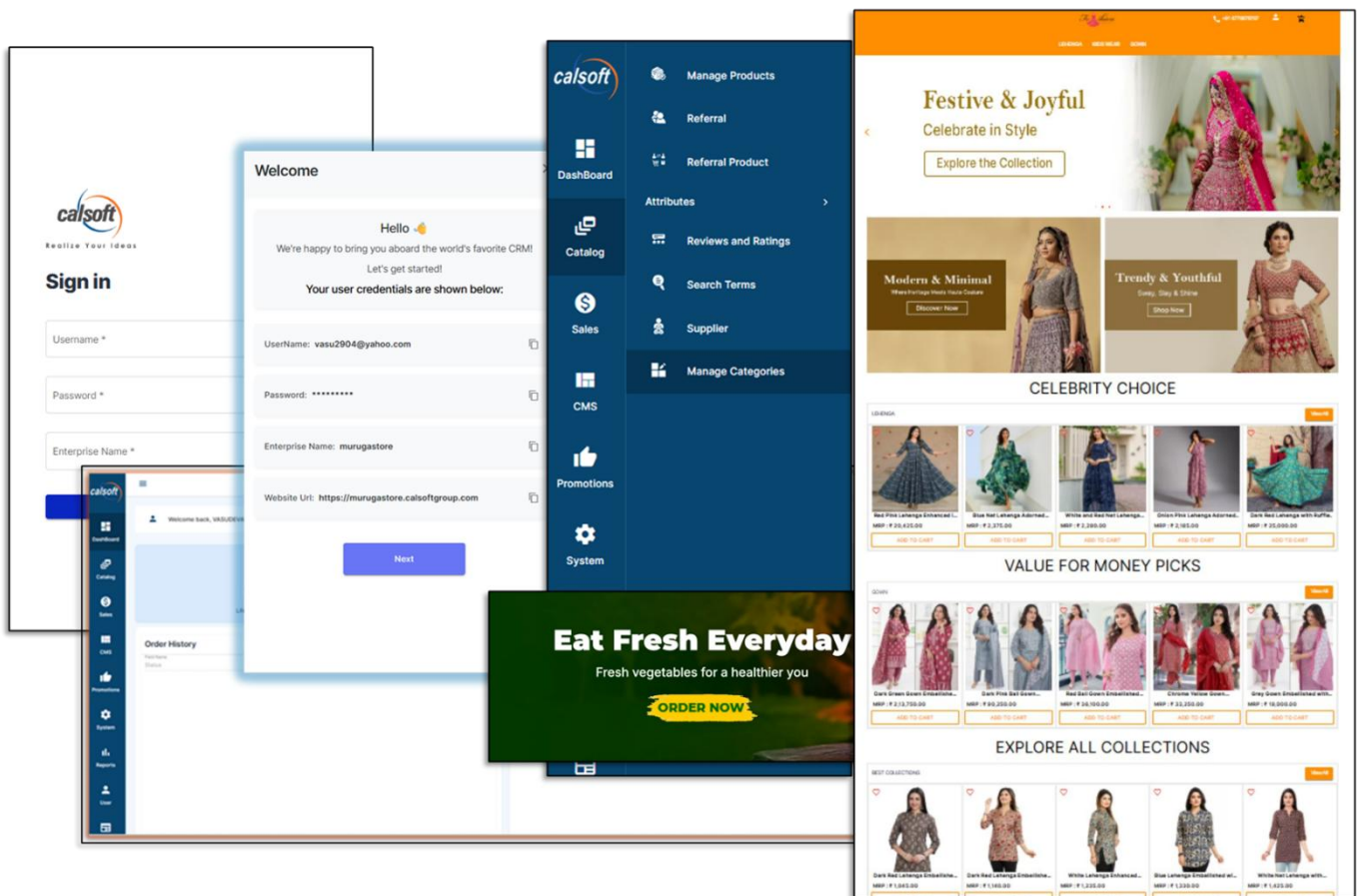
YOUR CHALLENGE STARTS HERE

- PLEASE LOG ON TO DASHBOARD



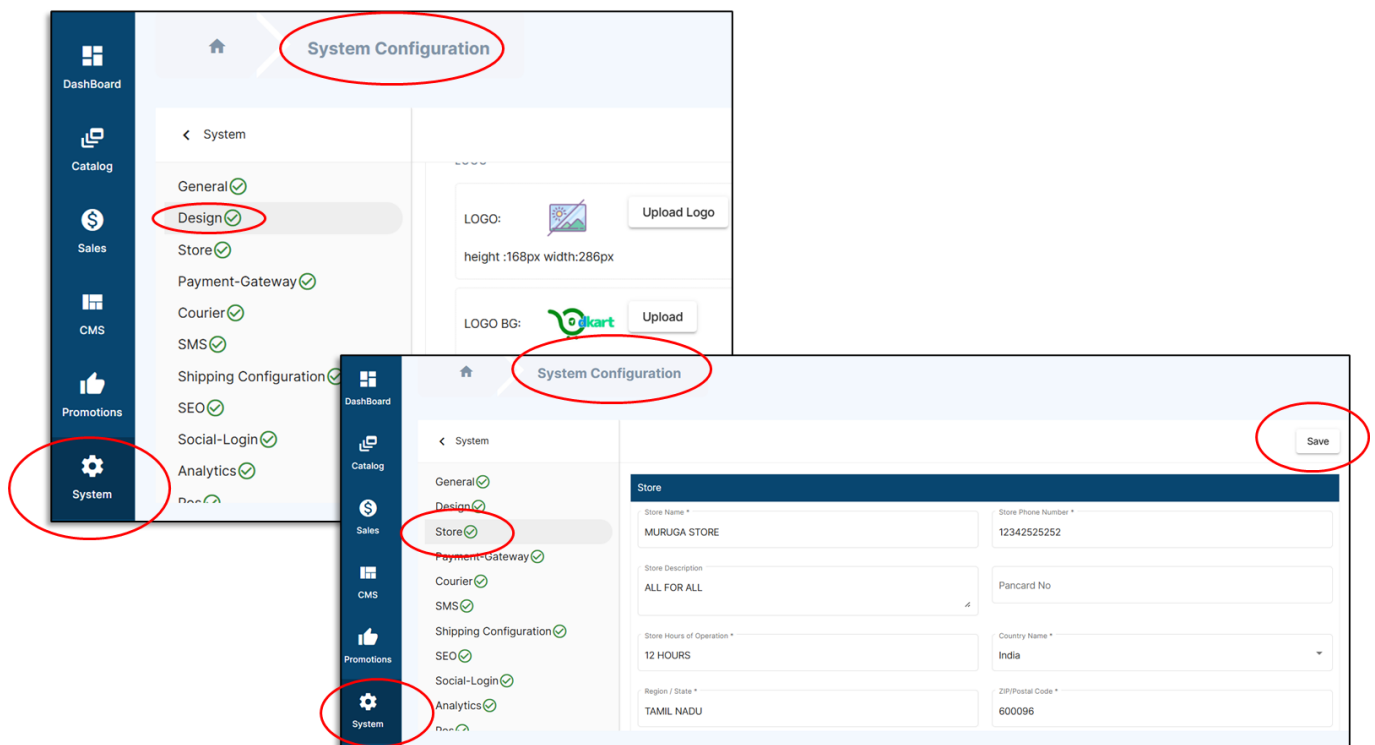
The Challenge SOP – Setup your Online Store

1. Visit <https://ecom.dssetup.com> and log in with your credentials.
2. When you're ready, start the 10-Minute Challenge on your own schedule by tapping the ⌚ timer icon in the dashboard. Record your screen as you:
 - Select a template
 - Upload your product CSV and image assets
 - Configure basic store settings
 - Design your landing page
 - Publish your store
3. When you're done, hit "Stop," save your video, then share it on social media with #DSpeedUpChallenge and send us the link to enter!



STEP 1: Set Up Your Logo & Shop Details

1. Visit <https://ecom.dspeedup.com> and log in with your credentials.
2. When you're ready, start the 10-Minute Challenge on your own schedule by tapping the ⌚ timer icon in the dashboard. Record your screen
3. In the dashboard, go to **System → configuration → Design → Scroll down → Select Logo section** → upload your **Logo Images** (3 logo images) → **Press Save Button** (right side, above the configuration table)
4. In the dashboard, go to **System → configuration → Store → Store Form** → **Fill all the store details**, eg. Name of the store, address → **Press Save Button** (right side, above the configuration table)
5. Visit your live store URL (e.g., <https://murugastore.dspeedup.com>) to confirm logo and store information display correctly.



STEP 2: Set Up Your Categories

1. In the dashboard, go to **Catalogue → Manage Category** → Click the **(+)** symbol (above the category table) → **Category form** → Fill in **Category Name** (e.g., Vegetables) and a brief Description → **Press Save Button** (right side, above the category Form).
2. Repeat the above steps for each category you need.

The screenshot illustrates the 'Manage Categories' workflow in the Calsoft dashboard. The sidebar on the left contains the main navigation menu, with 'Catalog' and 'Manage Categories' highlighted. The 'Category List' table displays the following data:

NAME	CATEGORY TYPE	IS ACTIVE	ACTION
Vegetables	PARENT		
Fruits	PARENT		
Grocery	PARENT		

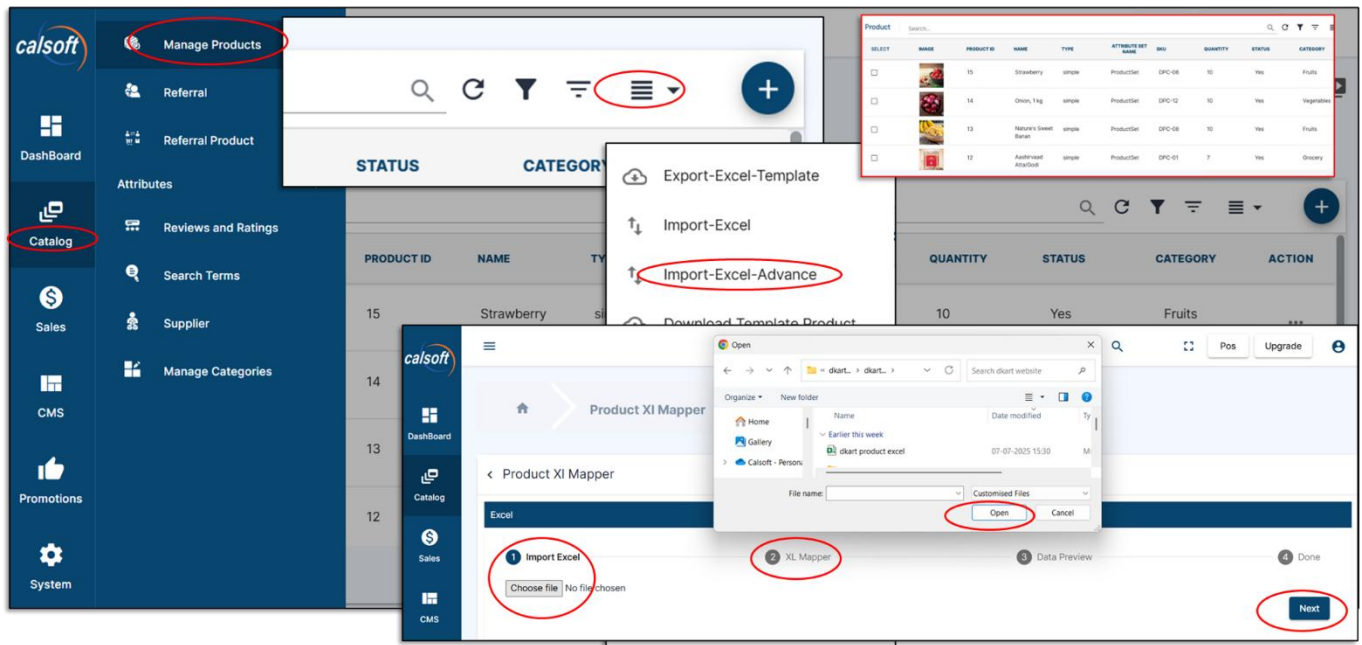
The 'Add Category' form is shown with the following fields circled:

- Category Name ***
- Description ***
- Category Image**

The 'Save' button is located at the top right of the form.

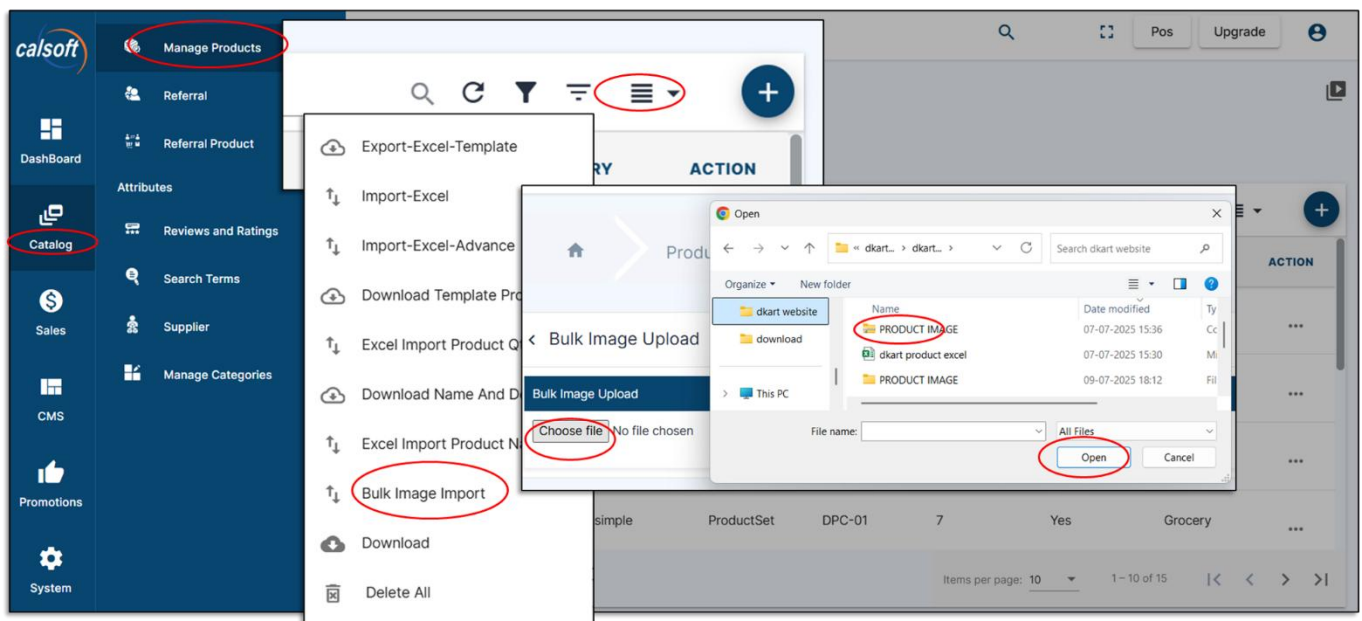
STEP 3: Set Up Your Products & CMS Table

1. In the dashboard, go to **Catalogue → Manage Products** → Click the square symbol (four small lines) above the products table → **dropdown menu** → Select **Bulk Import (Advanced)** → **Product Upload Form** → press **Choose File** → select your **Product excel File** → upload file → Press **Next** button → **Preview table**.
2. **Map each field** in the excel product file to the corresponding field (e.g., Name to Name, Image file to Image).
3. Press **Next** to preview your CMS table → Verify the preview, then press **Upload**—your CMS table is now created.



STEP 4: D. Upload All Product & Category Images

1. In the dashboard, go to **Catalogue** → **Manage Products** → Click the square symbol (four small lines) above the products table → **dropdown menu** → Select **Bulk Image** → **Image Upload Form** → press **Choose File** → select your **Image Zip File** → upload file → **FILE UPLOADED SUCCESSFULLY MESSAGE**

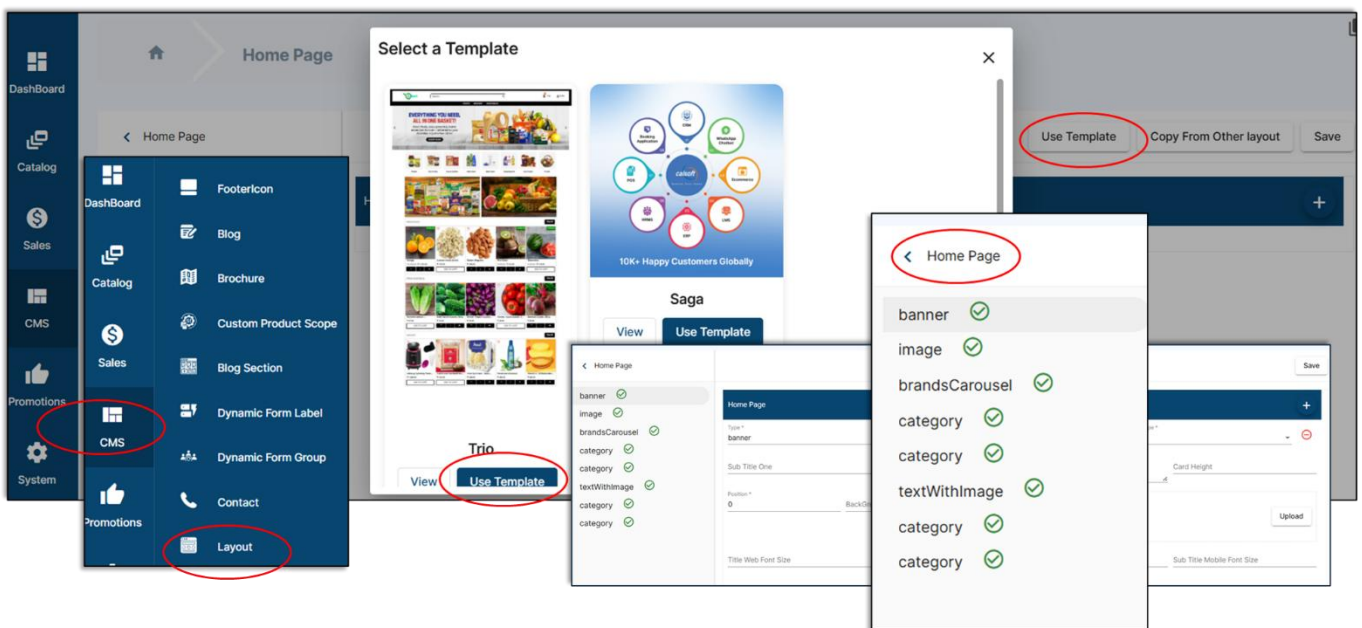


STEP 5A: Set Up Your Landing Page

1. In the dashboard, go to **CMS → Layout → Click Used Template button → Template popups → Select your Template → selected Layout Form** appears
2. Add your **Banner Images for Web View:**
 - a. Visit **CMS → Layout → Select banner → Select your banner image files for desktop** (choose file or drag and drop) and click **Upload → Click Display on Which View → drop down menu pop ups → Chose View on Web.**
3. Add your **Banner Images for Mobile View:**
 - a. Visit **CMS → Layout → Select banner → Select your banner image files for mobile** (choose file or drag and drop) and click **Upload → Click Display on Which View → drop down menu pop ups → Chose View on Mobile.**

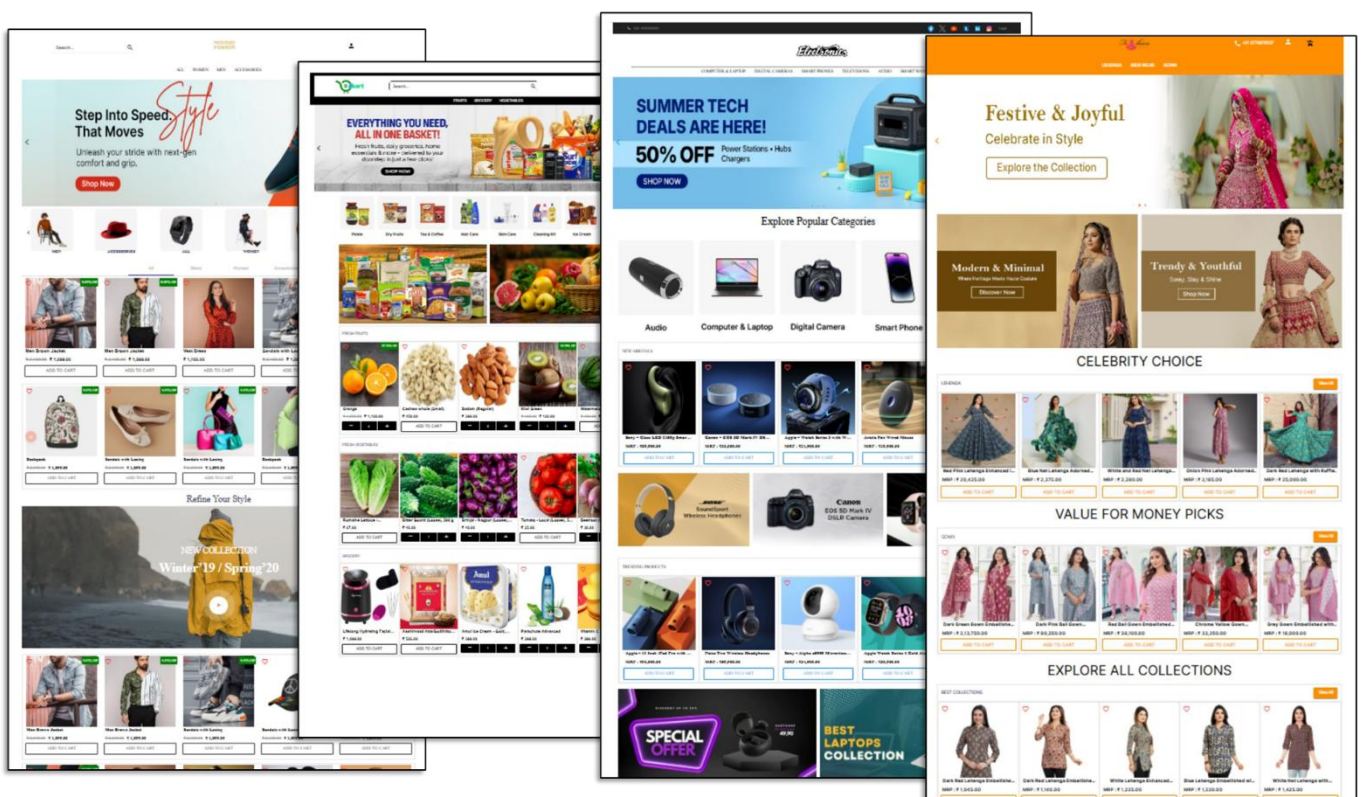
STEP 5B: Set Up Your Landing Page

1. Add your **Offer Images**:
 - a. Visit **CMS → Layout → Select Images** → Select your offer image files (choose file or drag and drop) and click **Upload**.
 - c. Press **Save** to apply changes.
2. Mapping category in Landing page:
 - a. Visit **CMS → Layout → Category → Drop down pop ups → Choose selected category (ex- Vegetables)** → Press **Save** to apply changes → Repeat the above procedure to map other selected categories.
3. When you're done, hit "Stop," save your video, then share it on social media with #DSpeedUpChallenge and send us the link to enter!



Preview your Store:

1. Visit your store link and view your landing page to confirm banners and offer images, products, price appears correctly.
2. Preview the store on desktop and mobile breakpoints.
3. Test the checkout flow by adding few products in the cart, view the cart and check out process. Confirm order confirmation are functioning.
4. Publish the store once all tests pass successfully.



YOUR STORE

