

# STORE LOCATOR PLUGIN

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## USER GUIDE

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# 1. INTRODUCTION

With 72% customers using mobile devices to locate a store (*Latitude report, 2012*), store locator/store finder definitely is one of the most important feature on any Shopping Apps for mobile.

Store Locator is a plugin of SimiCart\*. After building a Magento mobile app with SimiCart, you can empower your Magento App with Store Locator. Your customer will be able to locate where the nearest store is, search for stores, get directions or see the store's information.

\* SimiCart is an M-commerce solution for Magento merchants to build a mobile shopping app for their existing Magento stores. You need to purchase SimiCart to purchase Store Locator.

## List of Features:

- ✓ Automatically detect users' location with GPS functionality
- ✓ Tap-to-call, tab to send email to store
- ✓ Display store's information: image, address, opening hour, ...
- ✓ Show the nearest stores based on the device's location
- ✓ Show directions to physical stores
- ✓ Search by address, zip or postal code, city or tag
- ✓ Synced with existing data on website (if you purchased Magestore's Store Locator extension)
- ✓ Easy to install and configure
- ✓ Works with Android, iPhone, iPad
- ✓ Compatible with Magento Community version 1.4 - 1.9

This document will guide you through the installation and usage process of **Store Locator** plugin.

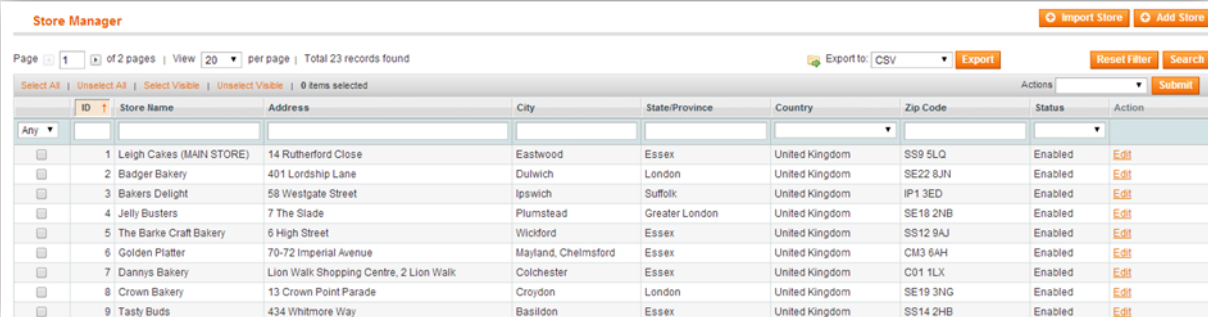
## 2. HOW TO INSTALL

1. After purchasing plug-in, you will be directed to App management page. Go to **Install Connector** tab; download **Store Locator** connector, which is a zip file.
2. It is required to enable cache in the administration panel of your site. Go to **System/Cache Management**. Choose all caches and take action “Enable” then submit.
3. Use FTP client (such as Filezilla, WinSCP, cuteFtp) to upload or copy all folders in the zip package to your Magento site root folder. This will not overwrite any existing file, just add new files to the folder structure.
4. After uploading is done, log in to your Magento administration panel to refresh cache. Go to **System/Cache Management**. Select all caches and take action “Refresh” then submit.
5. Navigate to **System/Configuration**; if you can see the extension tab, it is installed properly.
6. Now if you get Access denied error when clicking on the extension tab, you need to log out admin panel and log in again.
7. Open the app and test your work.

## 3. HOW TO CONFIGURE IN MAGENTO BACKEND

### 3.1. Manage Stores

To set up stores with location, opening time and other information, go to **Store Locator > Manage Stores**.



The screenshot shows the 'Store Manager' interface in the Magento backend. At the top, there are buttons for 'Import Store' and 'Add Store'. Below the header, there's a pagination bar showing 'Page 1 of 2 pages', 'View 20 per page', and 'Total 23 records found'. There are also buttons for 'Export to: CSV', 'Export', 'Reset Filter', and 'Search'. A table below lists 9 stores with columns for ID, Store Name, Address, City, State/Province, Country, Zip Code, Status, and Action. The 'Status' column shows 'Enabled' for all stores, and the 'Action' column has an 'Edit' link for each store.

ID	Store Name	Address	City	State/Province	Country	Zip Code	Status	Action
1	Leigh Cakes (MAIN STORE)	14 Rutherford Close	Eastwood	Essex	United Kingdom	SS9 5LQ	Enabled	Edit
2	Badger Bakery	401 Lordship Lane	Dulwich	London	United Kingdom	SE22 8JN	Enabled	Edit
3	Bakers Delight	58 Westgate Street	Ipswich	Suffolk	United Kingdom	IP1 3ED	Enabled	Edit
4	Jelly Busters	7 The Stade	Plumstead	Greater London	United Kingdom	SE18 2NB	Enabled	Edit
5	The Barke Craft Bakery	6 High Street	Wickford	Essex	United Kingdom	SS12 9AJ	Enabled	Edit
6	Golden Platter	70-72 Imperial Avenue	Mayland, Chelmsford	Essex	United Kingdom	CM3 6AH	Enabled	Edit
7	Dannys Bakery	Lion Walk Shopping Centre, 2 Lion Walk	Colchester	Essex	United Kingdom	CO1 1LX	Enabled	Edit
8	Crown Bakery	13 Crown Point Parade	Croydon	London	United Kingdom	SE19 3NG	Enabled	Edit
9	Tasty Buds	434 Whitmore Way	Basildon	Essex	United Kingdom	SS14 2HB	Enabled	Edit

On this **Store Manager** page, you can view a list that shows information of all stores in your site such as **name, address, city, country, zip code** and **status**.

You can use the mass action to delete or change status of stores. Besides, you can also export the list of stores to CSV or XML files.

#### 3.1.1. Add Store

To add a new store, click on the **Add Store** button. The new **Store Information** page includes 3 tabs: **General Information, Google Map** and **Time Schedule**.

❖ **General Information** tab:

In this tab, you can provide a lot of detailed information about your store to help your Customers locate it easier. Besides important information such as store name, store address, contact info, here are some extra fields you should use to optimize user experience:

- ✓ **Link to store:** enter a link to the store's official website or social channel such as Facebook fan page.
- ✓ **Store's Tag(s):** enter any tags related to the store, such as product category, so that Customers can use them to filter stores and narrow down their option.
- ✓ **Store Image(s):** upload as many store images as you want. The base image will be shown in the store list.

#### ❖ Google Map tab:

There are 4 fields in this tab including **Zoom Level**, **Latitude**, **Longitude** and **Store Icon**.

- ✓ **Zoom Level:** It is used when previewing the store's location on Google Map in backend and on the Store Listing page in frontend. The higher number you set, the higher zoom-in level is.
- ✓ **Store Latitude** and **Longitude:** You do not need to fill them out if you do not remember your store's coordinates. After you save, the extension will automatically provide these figures corresponding to the store address you enter in the **General Information** tab.
- ✓ **Store Icon:** You can upload an icon to use as store's marker on G-map instead of the default pin icon.

#### ❖ **Timer Schedule** tab:

This tab allows you to set opening time for a store. Let us take Monday for example:

- If your store opens on Monday, choose *Yes* for Open.
- If your store opens from 8 am to 10 pm, set Open Time as 8:00 and Close Time as 22:00.

Similarly, you can set opening hours for each remaining day of the week. To quickly set up, click on the **Apply to other days** button on the top right corner of the **Monday** section. Other days will have the same working time as Monday.

After entering all the necessary data, remember to click on the **Save** or **Save and Continue Edit** button to save your work.

### 3.1.2. Import Stores

Click on the **Import Store** button on the top right corner of the **Store Manager** page. You will be navigated to the **Import File** page.

#### ❖ CSV file structure

You can download the sample “stores.csv” file to view its structure. The columns are attribute values of the store and each row corresponds to one store. The title row (first row) contains the attribute name. Please note that you cannot edit it (important!) because the system reads data from CSV files based on the name. If the attribute value of any stores is null, you don’t have to fill data into it.

#### ❖ Import file

- ✓ Create a CSV file with information of your stores following the sample file structure
- ✓ Click on button **Browse** to select your CSV file
- ✓ Select **Save Item** to import the CSV file



**Import File**

Import File

CSV File \*

Browse... No file selected.

Click [here](#) to download the sample csv file.

Back Save Item

### 3.1.3. Edit Store

In order to edit a store, you can click on the **Edit** link of any store row on the **Store Manager** grid. Besides existing fields as when you add a new store, you should pay attention to the **Google Map** tab. When a store is imported or created manually, the system will automatically get the coordinates based on the store address by using Google API. However, in some cases, this way may be not completely accurate. Therefore, the **Google Map** tab allows you to edit store coordinates manually. You can click on *Click here to show map* to preview the store location.

**Edit store 'Leigh Cakes (MAIN STORE)'**

Back Reset Delete Store Save Store Save And Continue

Choose Store View: All Store Views

**Store Information**

General Information

**Google Map**

Time Schedule

Zoom Level: 16

Store Latitude: 51.56841422

Store Longitude: 0.640524924

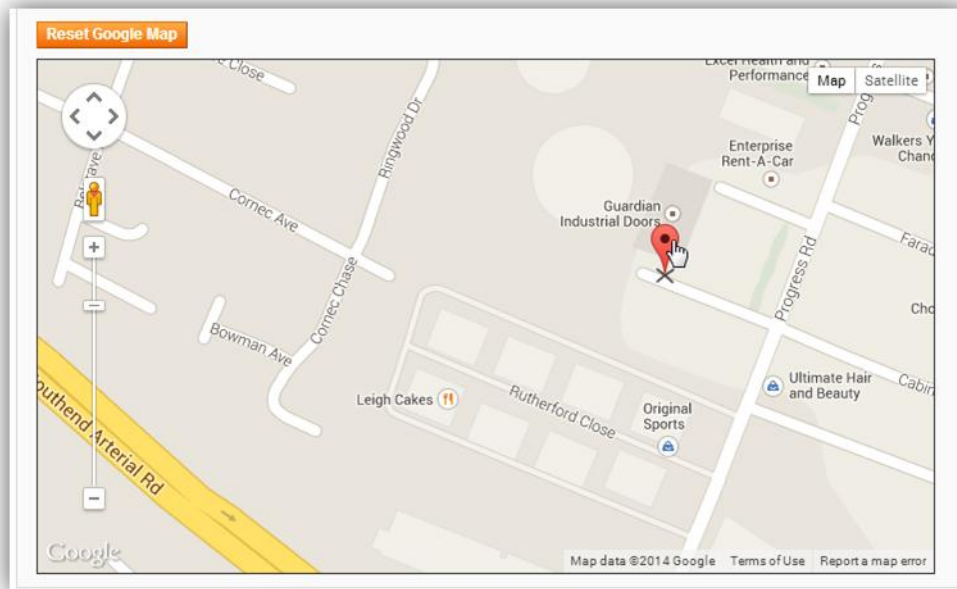
Store Icon: Chọn tệp Không có tệp nào được chọn  
Shown on Google Map

Reset Google Map

Map Satellite

Map data ©2014 Google Terms of Use Report a map error

If the pin on the map is not in the right place, you can drag and drop it to where you want to set a new location.



After editing, remember to click on the **Save** or **Save and Continue Edit** button to save your work.

Note: When you edit the store address (street, city or state/province) in **General Information**, the store coordinates will be auto-updated after being saved.

### 3.2. Manage Holidays

To set days off for your stores, go to **Store Locator > Manage Holidays** on the menu in backend. You will be navigated to the **Holiday Manager** page listing all holidays created. Holidays within a specific period, which is set in **Settings**, will be shown in the **Store Information** tab on the **Store Detailed** page.

Click on **Add Holiday** to create a new one.

On the **Add Holiday** page:

- Select store(s) to apply holiday from the list
- Select the start date and end date of holiday
- Fill in the *Comment* field if needed

Remember to click on the **Save Item** button after entering required fields to save your work.

### 3.3. Manage Special Days

To set days with special working time for your stores, go to **Store Locator > Manage Special Days** on the menu in backend. You will be navigated to the **Special Day Manager** page listing all special days created. Days within a specific period, which is set in **Settings**, will be shown in the **Store Information** tab on the **Store Detailed** page.

Click on the **Add Special Day** button to create a new one.

On the **Add Special Day** page:

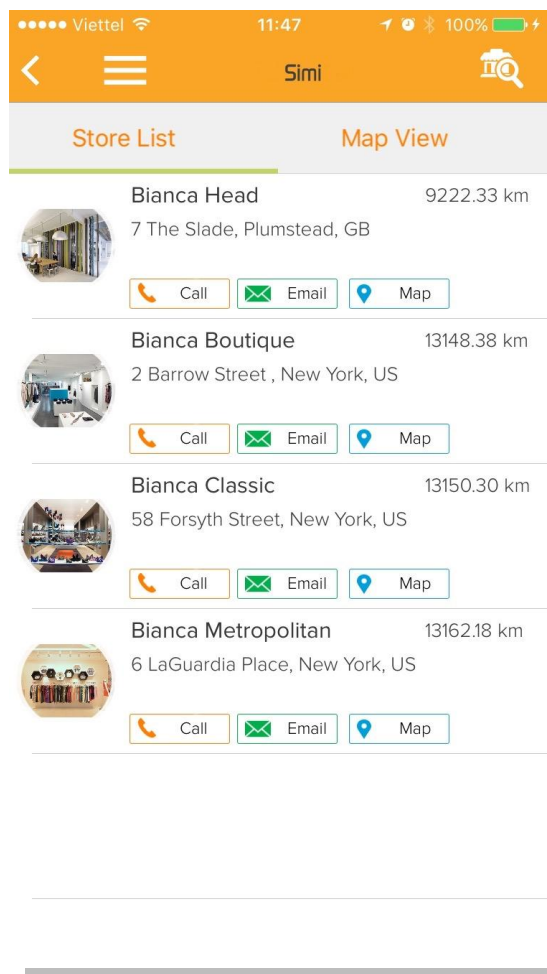
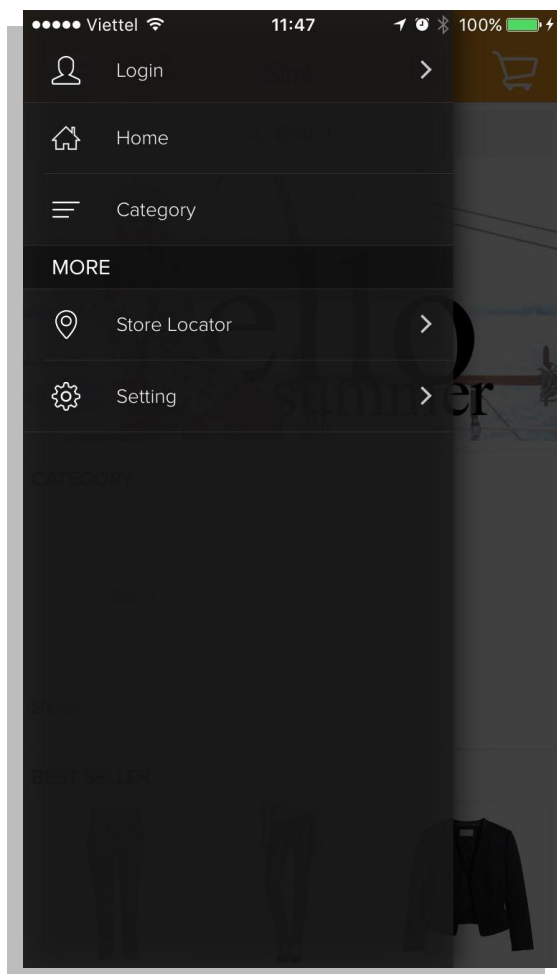
- Select store(s) to apply special working days from the list
- Select the start date and end date of special days
- Choose open and closing time applied to these special days

Remember to click on the **Save Item** button to save your work.

\* **Note:** Special days have the highest priority compared with holidays and other days. If a specific date is assigned as both store's special day and holiday, it will be counted as special working day. The store still opens on that date but with special opening hours as you configured.

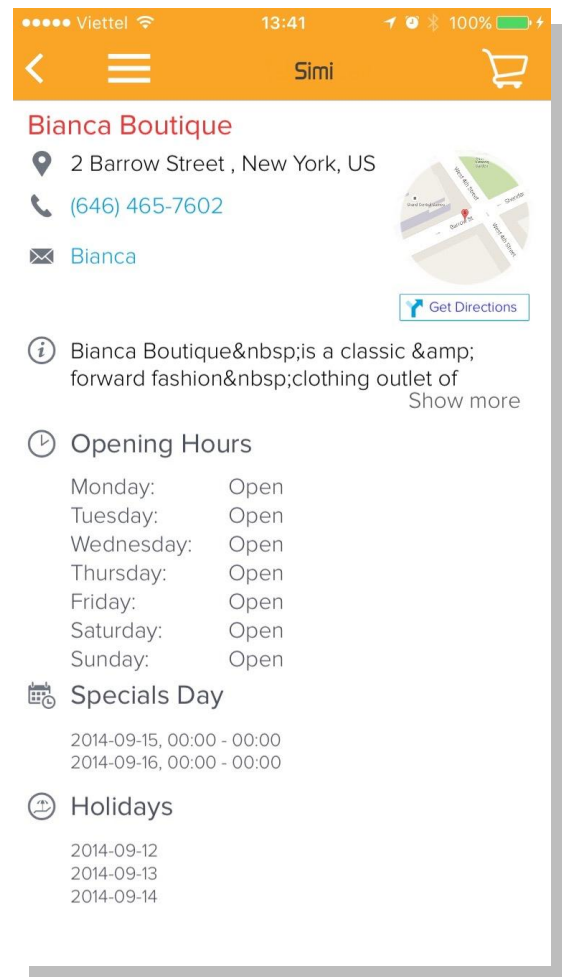
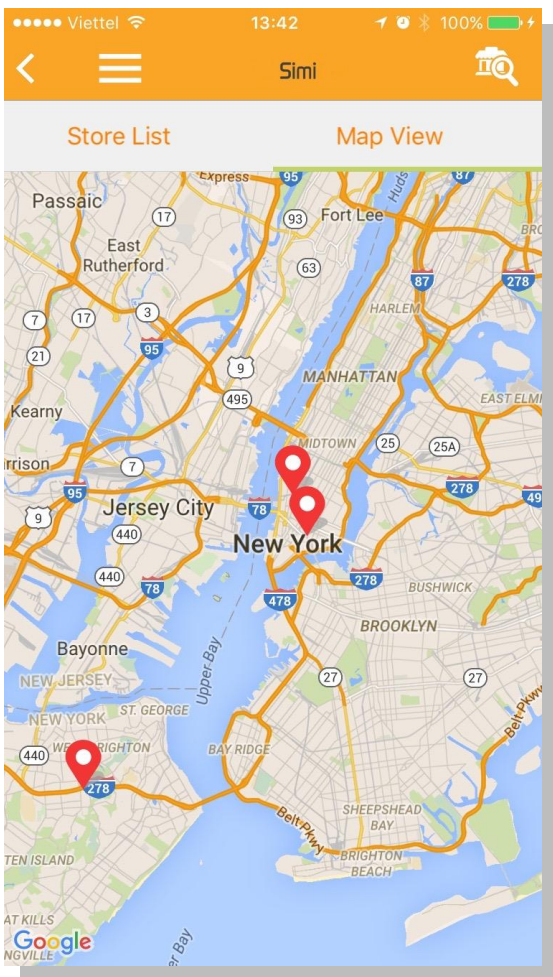
## 4. HOW TO USE STORE LOCATOR ON APP

On the left menu, when your customers tap on “More”, they will see the Store Locator tab. Once customers tap on this tab, they will be directed to Store List page.



On the Store List page, each store is displayed with detailed information like image, address, distance from app users' location to the store,...etc. Customers can easily contact to that physical store by tapping on “Call” or “Email”.

Your customers can touch the “Map View” button, lying on the top bar and next to “Store List” button to view your stores' locations on map.



When customers touch a specific store on Store List page or on Map View, they will be directed to that store’s detail page. There displays store address, contact info, opening hours, special day and holiday. By touching on “Get directions” button on the top right corner, the screen will show direction to that physical store.

*Now you enter the last lines of this guide. This means that you’ve just finished studying SimiCart Store Locator plugin. Hopefully this manual could help you utilize all outstanding features of this plugin!*

*If you need any assistance, feel free to contact us at [support@simicart.com](mailto:support@simicart.com). We would be glad to assist you!*

-----THE END-----

