

OMOIKIRI Kazakhstan

Multilingual online store for kitchen sinks, taps and accessories

Project type	E-commerce website
Platform	1C-Bitrix Site Management
Languages	Russian, Kazakh, English
Integrations	amoCRM, one payment gateway
Delivery period	4 months
Project year	2024

1. Project overview

The website is a multilingual online store for OMOIKIRI products in Kazakhstan. It should help customers find suitable products, compare options, save favourites, place an order and access clear purchase, delivery and warranty information.

Main goals

- Present the product range through a structured catalogue.
- Provide filtering, sorting, search and product recommendations.
- Support cart, checkout, online payment and customer accounts.
- Collect one-click purchase and contact enquiries.
- Publish news, promotions and customer information.
- Maintain Russian, Kazakh and English content.

2. Website structure

1. Home
2. About
3. Catalogue
4. Category
5. Popular Products
6. Product Detail
7. Cart
8. Checkout
9. Order Success
10. Search
11. Contacts
12. News and News Article
13. Promotions and Promotion Detail
14. Customer Support
15. Buyer Help
16. Clients and Reviews
17. Partners
18. How to Buy
19. Payment and Delivery
20. Warranty
21. Privacy Policy
22. Thank You Page
23. 404 Page
24. Customer Account
25. Administration Area

3. Home page

- Main promotional banner.
- Product categories.
- Short company introduction.
- Main advantages.
- Sale, New and Best Seller product selections.
- Two additional promotional banners.
- Recently viewed products.

The Recently Viewed block is hidden until the user has opened at least one product page.

4. About

- Company name and introduction.
- Company history.
- Main advantages.
- Infographic content.
- FAQ block.

5. Catalogue

5.1 Catalogue landing

- Product category list.
- Promotional banner.
- Editable SEO text.

5.2 Category page

Users can filter products by price, brand, size and colour. Sorting is available by name, price and date.

Each product card contains:

- Preview image.
- Product name.
- Two or three key specifications.
- Price.
- Add to Cart button.
- Add to Favourites button.

The page includes pagination and editable SEO text.

5.3 Popular Products

A product listing using the same card structure, cart and favourites actions as the category page.

6. Product detail

- Product name.
- Main image and image gallery.
- Product variants.
- Price.
- Product specifications.
- Add to Cart.
- Add to Favourites.
- Buy in One Click.

6.1 One-click purchase

The action opens a modal form. After submission, an email is sent with the selected product information and customer contact details.

6.2 Additional information

Tabbed content includes Description, Quality Control and Installation Instructions.

6.3 Product recommendations

- Similar products from the same category.
- Frequently bought together products selected randomly or from an assigned category.
- Recommended products.
- Recently viewed products.

7. Cart

- Products added to the cart.
- Quantity controls and item removal.
- Cart total.
- Coupon input.
- Proceed to Checkout button.

8. Checkout

- Customer personal information.
- Delivery method.
- Payment method.
- Final total including delivery.
- Place Order button.

The exact delivery methods, payment provider and required customer fields are agreed with the client before implementation.

9. Order success

- Order confirmation message.
- Order number.
- Manager contact details.
- Button returning the user to the Home page.

10. Search

- Search form.
- Number of matching results.
- Product list.
- Sorting.
- Pagination.

11. News and promotions

11.1 News

Each news card contains a preview image, title, date and link. The article page contains a main image, title, date, full text and related products.

11.2 Promotions

Each promotion card contains a preview image, title and link. The detail page contains a main image, title, full text and related products.

12. Customer information

12.1 Contacts

- Contact details grouped by city.
- Open enquiry form.

12.2 Support pages

- Customer Support.
- Buyer Help.
- How to Buy.
- Payment and Delivery, including infographic content.
- Warranty.

12.3 Clients and Reviews

Each entry contains a preview image, name and short review.

12.4 Partners

Manageable list of partner logos.

12.5 Privacy Policy

Privacy policy and consent to personal data processing.

13. Customer account

Registered customers should be able to access the account features included in the approved 1C-Bitrix edition.

- Registration and sign-in.
- Password recovery.
- Personal details.
- Order history and order status where available.
- Saved delivery information where included in the approved checkout flow.

14. Shared interface elements

Header

- Brandbook-compliant logo.
- Main navigation.
- Search.
- Favourites.
- Cart.
- Contact details.

Footer

- Page links.
- Social media links.
- Contact details.
- Copyright information.
- Developer credit where approved by the client.

15. Additional functionality

- Russian, Kazakh and English versions.
- Favourite products.
- Product comments and reviews.
- Recently viewed products stored for the user.
- Coupon handling through the e-commerce platform.

16. Service pages

16.1 Thank You Page

Displayed after a relevant form has been submitted successfully.

16.2 404 Page

Displayed for removed or non-existent URLs and returned with the correct HTTP status.

17. amoCRM integration

Website enquiry forms should send the agreed customer and product information to amoCRM.

- Map website fields to the corresponding CRM fields.
- Include the form type, source page and selected product where available.
- Create a CRM record only after successful validation.
- Do not show a false success message if the CRM request fails.

18. Payment gateway

- Connect one payment gateway selected by the client.
- Send the correct order number and amount to the gateway.
- Verify the payment result on the server.
- Update order payment status only after a valid provider response.
- Handle successful, cancelled and failed payments.
- Do not expose private payment credentials in the public website code.

19. Content management

Authorised administrators should be able to manage the main store content through 1C-Bitrix.

- Manage categories, products, variants, prices and specifications.
- Assign related and recommended products.
- Manage news, promotions, reviews, partners and standard pages.
- Update banners, contacts and customer information.
- Manage orders and coupons using the available e-commerce tools.
- Maintain Russian, Kazakh and English content separately.

20. Technical requirements

- CMS: 1C-Bitrix Site Management.
- PHP 8.1 or a compatible version supported by the selected 1C-Bitrix release.
- Apache 2.0 or later.
- MySQL 5.6 or a compatible supported version.
- HTTPS enabled in production.
- Responsive layout for desktop, tablet and mobile screens.
- Current versions of Chrome, Edge, Firefox and Safari.

21. Acceptance checklist

- All approved pages and store sections are available.
- The website works correctly on desktop, tablet and mobile screens.
- Catalogue filters, sorting, search and pagination return correct results.
- Product variants, prices and availability display correctly.
- Cart totals, coupons, delivery and checkout totals are calculated correctly.
- The selected payment gateway processes test orders correctly.
- Order payment status changes only after a valid gateway response.
- One-click purchase emails contain the correct product and contact details.
- Successful enquiry submissions create the agreed record in amoCRM.
- Russian, Kazakh and English content can be managed separately.
- Customer registration, sign-in and password recovery work correctly.
- The Thank You Page opens only after successful submission.
- Non-existent URLs return the 404 Page and the correct HTTP status.

The logo and other brand materials are supplied by the client. Credentials, budgets, private contacts and payment keys are intentionally excluded from this public document.