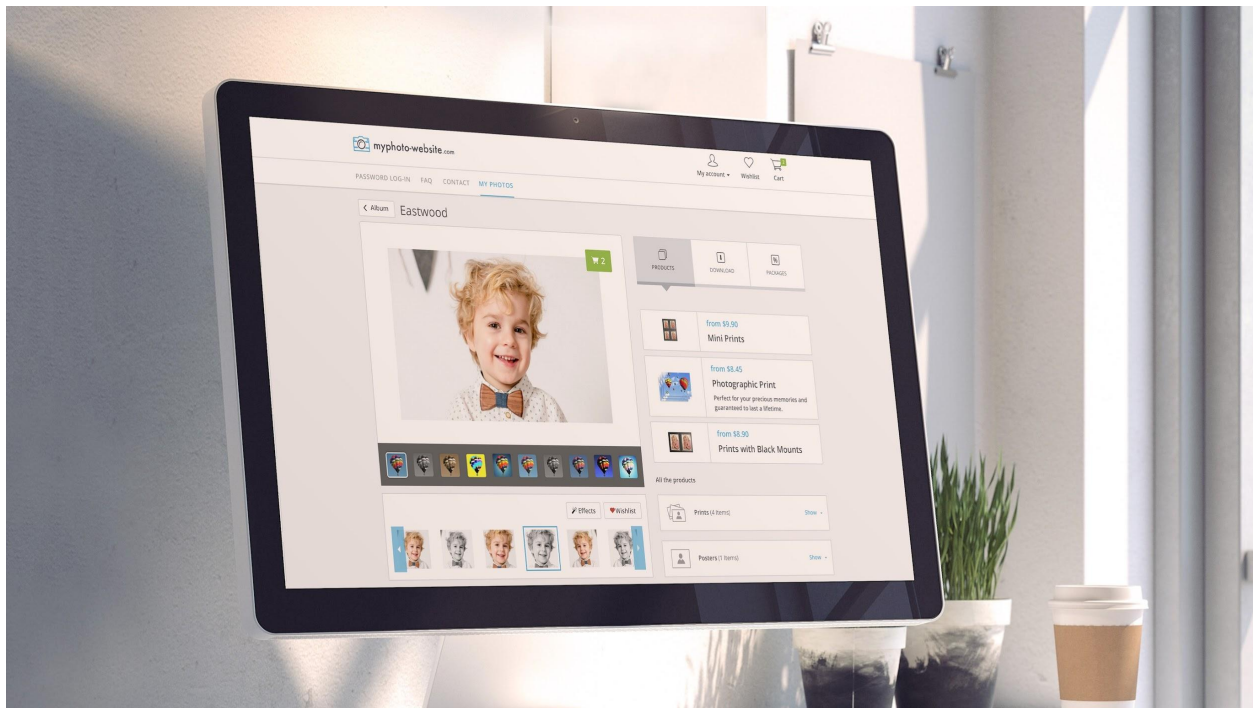




Guide: Production Tab

For Volume Photography Companies



Content



Section 1	Page 2
<u>Production Setup Process</u>	
<u>Step 1: Activate Production Tab</u>	
<u>Step 2: Fill in Lab Details</u>	
<u>Step 3: Define shipping groups (Direct Shipping)</u>	
<u>Step 4: Create Products in Config</u>	
<u>Step 5: Test Order</u>	
Section 2	Page 10
<u>How to Process Your Orders</u>	
<u>Step 1: Grouping the Orders</u>	
<u>Step 2a: Sending Direct Shipping Orders</u>	
<u>Step 2b: Sending Batch Shipping Orders</u>	
<u>Troubleshooting: How to transfer orders to the Production area</u>	
Attachment 1	Page 14
Attributes and Personalizations	

Section 1

Production Tab Overview

GotPhoto can provide you a production tab in case you need to do some 'own products' outside of the lab or for those Studios doing in house vertical production. If you do not yet have a production tab on your account please contact GotPhoto so we can activate one for you. *If you do not do your own printing or require any products outside of your usual partner lab then this guide is not applicable to your account.*

Production Setup Process

Step 1: Activate Production Tab

If you will be using your own production, you will need GotPhoto to activate the Production tab for you. You can speak with your Customer Success representative for the details regarding adding it to your account.

Step 2: Fill in Lab Details

When your Production tab has been activated, you will need to fill in the following information before you are able to use it:

The screenshot shows the 'Create your lab' form in the GotPhoto dashboard. The dashboard header includes links for Dashboard, Photo Jobs, Orders, Customers, Statistics, Production, and Settings. The form itself is titled 'Create your lab' and includes a message: 'You haven't set a lab yet. Please create one to continue'. The form has seven numbered steps: 1. Name (required), 2. Prefix for order IDs (required) with a note 'Will be printed on your delivery notes to the photographers', 3. Description with a note 'Will be visible in the photographers' backend', 4. URL with a note 'Will be visible in the photographers' backend', 5. Email (required), and 6. Batch shipping with three radio button options: 'No batch shipping', 'Continuous batch shipping', and 'Simple batch shipping'. A 'Save' button is at the bottom left, and a 'HelpCenter' link is at the bottom right.

1. Name – The name of your lab. (e.g. “Jim’s Photography Lab”)
2. Prefix for order IDs – The prefix added before each order number, usually the acronym for the lab. (e.g. “OPL”)
3. Description (optional) – You can add a description of your lab here, but it is not necessary.
4. URL (optional) – The URL for the lab’s website. Also not necessary.
5. Email address – By default, your account’s email will show up here, but you can change the email used for lab notifications if required.
6. Batch shipping – Choose the type of batch shipping your lab will do.
 - a. No batch shipping – Like it says, batch shipping is never used.
 - b. Simple batch shipping (**recommended**) – The most common. Batch orders are fulfilled only after all orders have been added to the batch.
 - c. Continuous batch shipping – Used in order to create orders as they come in rather than waiting for the entire batch to be sent. Generally a good idea when continually printing batches from any job simultaneously.

Step 3: Define shipping groups (Direct Shipping)

Where: Production → Postage Groups

https://app.gotphoto.com/lab_config_shipping_groups/index

For Direct Shipping orders, you must assign a postage group in order to charge shipping in the online shop. Depending on the products you offer, you may need to create more than one shipping group.

By default, each lab is assigned to include the sum of the shipping costs for each order. If you would like to set it to only include the highest shipping cost for each order, please contact us.

Step 4: Create Products in Config

Where: Production → Products

https://app.gotphoto.com/lab_config_products/

Products

[+ Create product](#)

Name	Category	Product sizes	
Print	Prints	3	Actions ▼
Mug	Gifts	1	Actions ▼
Keychain	Gifts	1	Actions ▼
Print with Mount	Prints	3	Actions ▼

- Click “Create product” button in top right corner. (Note: This is only for the type of product [e.g. Print, Mug, Keychain, etc.]. Sizes are added within each product, and packages are created in the Product Packages area. Important: Do not create Download products, as those are already offered by GotPhoto.)

The screenshot shows a web form titled "Create product" with a "Back" button. The form includes several input fields: "Name" (with placeholder text "for example: glossy print"), "SKU", and "Brief description". Below the "Brief description" field is a note: "This text will only be display in the new version of the shop." There is a "Favourite product" checkbox and a "Category" dropdown menu with "Please select..." as the current selection. The "Detailed description" section features a rich text editor with a toolbar containing icons for undo, redo, paragraph style, link, bold, italic, underline, font face (Verdana), and font size (11pt). The editor area shows a code symbol "<>". At the bottom of the form are "Save" and "Cancel" buttons.

- Fill in the following information for each product you will create:
 - Name: The name of your product, e.g. "Print", "Mug", "Panoramic Print", etc.
 - SKU (optional): "Stock Keeping Unit"; used to identify the product during production.
 - Brief description (optional): Appears below the product name in the online shop in case you want to give more detail for customers. (e.g. "High quality glossy prints!")
 - Favourite product: If checked, this product will appear in the online shop as a recommended product. We only suggest using this if you are offering many products and want to highlight one or two of them.
 - Manual Revision: if checked this will flag any order containing this product to your manual revision area. This could be to allow you to check the crop,

revise the image (retouching) or replace to a whole new image (from a placeholder group or memory mate for instance. See more about manual revision in the help centre.

- Category: Choose what category the product will go under. (For example, print products will go under “Prints” and Mugs/Keychains will go under “Gifts”.)
- Detailed description (optional): When a customer clicks on the “Additional Information” link in the shop, they can see this detailed description.
- Advanced Settings: Adding Attributes / Personalizations
 - See ‘Attachment 1’ at the end of this document for a full description.

Product Sizes

After you have created the product, scroll down to the bottom of its page to see the product sizes. Since there aren’t any at first, click on the link to create a new product size.

Note: a product essentially is not a completed product until at least one size is added.

[◀ Back](#) **Edit product size**

Name

7"x5"

Good quality DPI (green light)

200

Low quality DPI (yellow light)

100

Width (mm)

127

Height (mm)

178

Orientation Selection

Portrait or Landscape

Postage Group

Default shipping group

Internal SKU (Stock Keeping Unit)

7x5

Product short name (for delivery notes)

7x5

Options

- For each product size, we will need to enter the following information:
 - Name: The name of the size, not the product, e.g. 7"x5". If there is only one size, such as for a Mug, you can leave this field blank so it does not appear redundant in the shop. (It will say "Missing translation" in the product's page, but this is normal.)
 - Good quality DPI: The ideal DPI. Larger images, such as panoramas, may require a larger number.
 - Low quality DPI: The minimum acceptable DPI for this product. Anything less will be flagged by the system and (depending on the job settings) may require manual revision.
 - Width (mm): The width in millimeters.
 - Height (mm): The height in millimeters.
 - Orientation Selection
 - Portrait or Landscape – Allows the customer to change the layout.
 - Force 'Width' and 'Height' Dimensions – Customer cannot change the layout.
 - Postage Group: Choose a postage group defined in Step 3 of this guide. If none are chosen, no postage costs will be applied to this product size.
 - Internal SKU: Used for production purposes to identify the product and size.
 - Product short name: Used in the delivery notes.
 - Options: Only necessary if you are using EasyLab. If so, please refer to our EasyLab Guide for more information.

Appearance of your products

Here you can define how this product is represented in the shop with your customer's photos

Size
Select size of product image to be displayed


Border
Select if this product has a white border

Type
'Print' shows one customer photo. 'Layout' shows the same photo multiple times, e.g. photo stickers and if you wish to show the product image (e.g. photo gifts), leave this section empty.

CLASSIC PACK

Only £4.28

Incl. VAT excl. postage costs

 3 print products
Photos of your choice
Shipped after production

Preview: All photo products shown here are included in this pack.



2x Print 7"x5"



1x Print 8"x6"



- Appearance of your products refers to the appearance of the images when displayed for the product packages.
 - Size: Indicates how big the image will be.
 - Border: Indicates if there will be a white border around the image or not.
 - Type: 'Print' or 'Layout'; As you can see in the image above, the left image is using Print and the right image is using Layout. Layout should only be used for multiple image products such as Wallet Prints.
- Finally, repeat each of the above steps for every product and size you will be offering your customers.

Step 5: Test Order

Before going live with a photo job, it is a good idea to place a test order to ensure that everything is running smoothly. Here, we will outline how to test a batch order, and how to test a direct shipping order.

- Testing a batch order

- Go to Production → Batch Orders
(https://app.gotphoto.com/lab_config_batch_orders/index)
 - Select the batch you would like to test
 - If you want to create a batch from separate individual orders, please see section 2.
 - Download the images by clicking Photos → Download ZIP
 - Download the XML file in the 'XML Files' dropdown box
 - Download the delivery notes by clicking on 'Delivery notes'
 - Update the status by clicking on 'Update status' and selecting the new status
- Testing a direct shipping order
 - Go to Production → Orders
 - Open the order you would like to test by clicking the Lab Order No. or by clicking 'Open' in the Actions column
 - In the 'Actions' section, download the photo(s) and relevant order information
 - Update the status by clicking on 'Status' and selecting the new status

Section 2

How to Process Your Orders

Step 1: Grouping the Orders

1. Create a batch order from individual orders
 - a. Go to Production → Orders
 - b. Recommended: Filter the orders by Job or Album
 - c. Check the box to the left of the orders that will go into the batch
 - d. Scroll to the bottom and select “Create batch order”
 - e. You should be automatically transferred to the newly created batch

The screenshot shows the 'Production' section of the GotPhoto interface, specifically the 'Orders' tab. A table lists several orders, each with a checkbox in the left margin. A red rectangular box highlights the checkboxes for the following orders:

Order ID	Customer	Job	Album	Order ID	Customer	Job	Album
GPDEMO1005	Demo Shop	SUN7	Sunshine School	GPDEMO1005	Demo Shop	SUN7	Sunshine School
GPDEMO1004	Demo Shop	SUN7	Sunshine School	GPDEMO1004	Demo Shop	SUN7	Sunshine School
GPDEMO1003	Demo Shop	SUN7	Sunshine School	GPDEMO1003	Demo Shop	SUN7	Sunshine School
GPDEMO1002	Demo Shop	SUN7	Sunshine School	GPDEMO1002	Demo Shop	SUN7	Sunshine School
GPDEMO1001	Demo Shop	SUN7	Sunshine School	GPDEMO1001	Demo Shop	SUN7	Sunshine School
GPDEMO1000	Demo Shop	SUN7	Sunshine School	GPDEMO1000	Demo Shop	SUN7	Sunshine School

Below the table, a blue button labeled 'Create batch order' is visible. A red arrow points from the right towards this button. The interface also includes a top navigation bar with links like Dashboard, Photo jobs, Orders, Customers, Statistics, Production, and Settings. A footer area contains the GotPhoto logo, language selection (English), and links to Help & FAQ and Contact.

Batch order 38

Postage address

No address set

Downloads

Photos - XML Files - Delivery notes - Items list... - Update status - Transfer...

Orders

Date	Lab Order No.	Photographer	Job	Status	Person	Group / Class	Items	Actions
29/01/2018 10:44	GPDEMO1084	Demo Shop		New			2	Open
01/02/2018 10:02	GPDEMO1085	Demo Shop		New			1	Open
01/02/2018 10:03	GPDEMO1086	Demo Shop		New			2	Open

GotPhoto English - HelpCenter

2. Data from grouped (batch) orders

a. Photos

- List of photos - The HTML links to each of your hosted images.
- Download ZIP - Download all images in a ZIP file.
- Download ZIP (per album) - Download individual albums as ZIP files.

b. XML files

- Individual XML files - XML files for each individual order.
- Batch XML file - One XML file for the entire batch.

c. Delivery Notes

d. (Regenerate Delivery Notes)

e. Items List

- Items List (format 1) → Recommended; includes the LabOrders information.

- ii. Items List (format 2) → Contact us for more info
- iii. Product-Photo Matrix
- f. Update status - Update the status of the entire batch
- g. Transfer...
 - i. Retransfer to printers - Use if you need to resend the batch to the printers.

Step 2a: Sending Direct Shipping Orders

1. Go to the Orders section to create a new batch order – this can be done daily or weekly, depending on the amount of orders
2. Open the batch, then download and print the photos
3. Download and print the delivery notes
4. Download the item list (format 1)
5. (optional) Print the labels
6. Update status

Step 2b: Sending Batch Shipping Orders

1. Go to the Batch Orders section and open the batch to be produced
2. Open the batch, then download and print the photos
3. Download and print the delivery notes
4. Download the item list (format 1)
5. (optional) Print the labels
6. Update status

Troubleshooting: How to transfer orders to the Production area

Direct shipping orders should automatically appear in your Production → Orders area. However, batch orders will only appear once the deadline has passed (if set to automatic processing) or when you decide to close the batch and send it to the lab (if set to manual processing).

If you are processing the batch manually:

1. Go to Orders → Batch Shipping
https://app.gotphoto.com/config_batch_collectors/index
2. Open the batch you want to send
 - a. If there are any orders with the Payment Status set to 'Open', they will not be transferred with the batch. Instead, a new batch will be created for them.
3. Click 'Prepare Production'
4. Confirm postage address
 - a. If you need to change the address, uncheck the box and fill out the required fields.
5. Select what should happen to the job once the batch is sent. We recommend "Set the job to direct shipping".
6. If there are Open orders, you can decide to cancel them or create a new batch.
7. Click "Send to lab(s) now"

This document is a summary only for general use, if you have further questions or are looking at more advanced options please contact your representative at GotPhoto. You can also refer to the 'Help Centre' in your GotPhoto account and keyword search.

ATTACHMENT 1

Advanced Setting: Attributes for Personalizations or Customer options

Every product you create has an advanced setting where you can apply custom attributes. These attributes essentially allow you to gain some sort of data from your customer that they must enter in the shop if they buy that product/s.

Important: Every Attribute you add must have written text added by the end customer before they can checkout.

Tip: Do not add attributes that do not require 'an answer' from the customer.

There are 2 main example items attributes may be used for.

- **Asking a question** or to pick an option eg:
If you are asking a question do it in a single attribute rather than over multiple attributes unless there are multiple questions.
- **Personalization** eg:
'Attribute 1: Could be the Team Mascot you want the parent to enter. Parent could enter 'Bronco' for example
Attribute 2: Could be their Year. Consumer will then answer: '2021'

The screenshot shows the 'Advanced settings' section of the GotPhoto interface. The top navigation bar includes links for 'Jobs', 'Orders', 'Customers', 'Statistics', 'Production', and 'Settings'. The 'Settings' section is active, showing a sidebar with 'Advanced settings' and 'Individual attributes'. The main content area is titled 'WHEN ASKING THE CUSTOMER TO CHOOSE AN OPTION' and includes a tip: 'Tip: Limit the characters to the longest possible response. In this eg 'Silver' is 6 characters.' Below this, there is a table for defining attributes. The first attribute, 'Attribute 1', is checked and has the ID 'Frame_style', the name 'Frame: Black or Silver?', and a maximum of 6 characters. The other four attributes are unchecked and have default values. A red circle highlights the 'Maximum characters' dropdown for 'Attribute 1'. A red text annotation says 'Make it one attribute rather than split over many.' At the bottom, there are 'Save' and 'Cancel' buttons. Below the attribute table, there is a section for 'Product Sizes'.

Attribute	Attribute ID	Attribute name	Maximum characters
<input checked="" type="checkbox"/> Attribute 1	Frame_style	Frame: Black or Silver?	6
<input type="checkbox"/> Attribute 2			15
<input type="checkbox"/> Attribute 3			15
<input type="checkbox"/> Attribute 4			15
<input type="checkbox"/> Attribute 5			15

Save Cancel

Product Sizes

The screenshot shows the 'Advanced settings' page for product attributes. The page has a dark navigation bar at the top with links for 'Jobs', 'Orders', 'Customers', 'Statistics', 'Production', and 'Settings'. The 'Settings' link is active. Below the navigation bar, the 'Advanced settings' section is expanded, showing 'Individual attributes'. A note states: 'Allow up to 5 attributes to the product. The ID is the technical identifier. The name is displayed to the customer in the shop.' The table below lists five attributes. Attribute 1 is checked and has 'team_mascot' as the ID and 'Team Mascot' as the name. Attribute 2 is checked and has 'Year' as the ID and 'Year' as the name. Attributes 3, 4, and 5 are unchecked and have empty fields. The 'Maximum characters' column shows 15 for Attribute 1, 4 for Attribute 2, and 15 for Attributes 3, 4, and 5. A 'Remember to save!' message is displayed above the 'Save' and 'Cancel' buttons.

	Not seen by customer	Presented to Customer in Shop	# of characters the customer can enter
<input checked="" type="checkbox"/> Attribute 1	Attribute ID: team_mascot	Attribute name: Team Mascot	Maximum characters: 15
<input checked="" type="checkbox"/> Attribute 2	Attribute ID: Year	Attribute name: Year	Maximum characters: 4
<input type="checkbox"/> Attribute 3	Attribute ID:	Attribute name:	Maximum characters: 15
<input type="checkbox"/> Attribute 4	Attribute ID:	Attribute name:	Maximum characters: 15
<input type="checkbox"/> Attribute 5	Attribute ID:	Attribute name:	Maximum characters: 15

Remember to save!

Product Sizes

End Customer View

The customer must then enter the details when adding the product with an attribute to their cart. This is also the case if the product exists in a package. They cannot complete the checkout without entering at least 1 character into each field (attribute) required.

Example of the gallery view and the Prepay Shop view below.

ONLINE GALLERY



Print with Name on Animal Background

Name and group will
be applied to the print
which comes with a
Free animal
background great for
a classroom desk!

\$20.00



Size

5 x 7 (\$20.00)

Quantity

1

Frame: Black or Silver?

Frame: Black or Silver?

\$20.00


Free delivery to establishment available


 **ADD TO CART**

[Additional product information](#)

[Shipping information](#)


Online Prepay





Print with Name on Animal Background
[Personalization](#)


\$20.00



Print with Name on Animal Background
[Personalization](#)

Personalization

Frame: Black or Silver?

Required 

Please input Frame:
Black or Silver?

Size	Quantity
5 x 7 (\$20.00)	1 