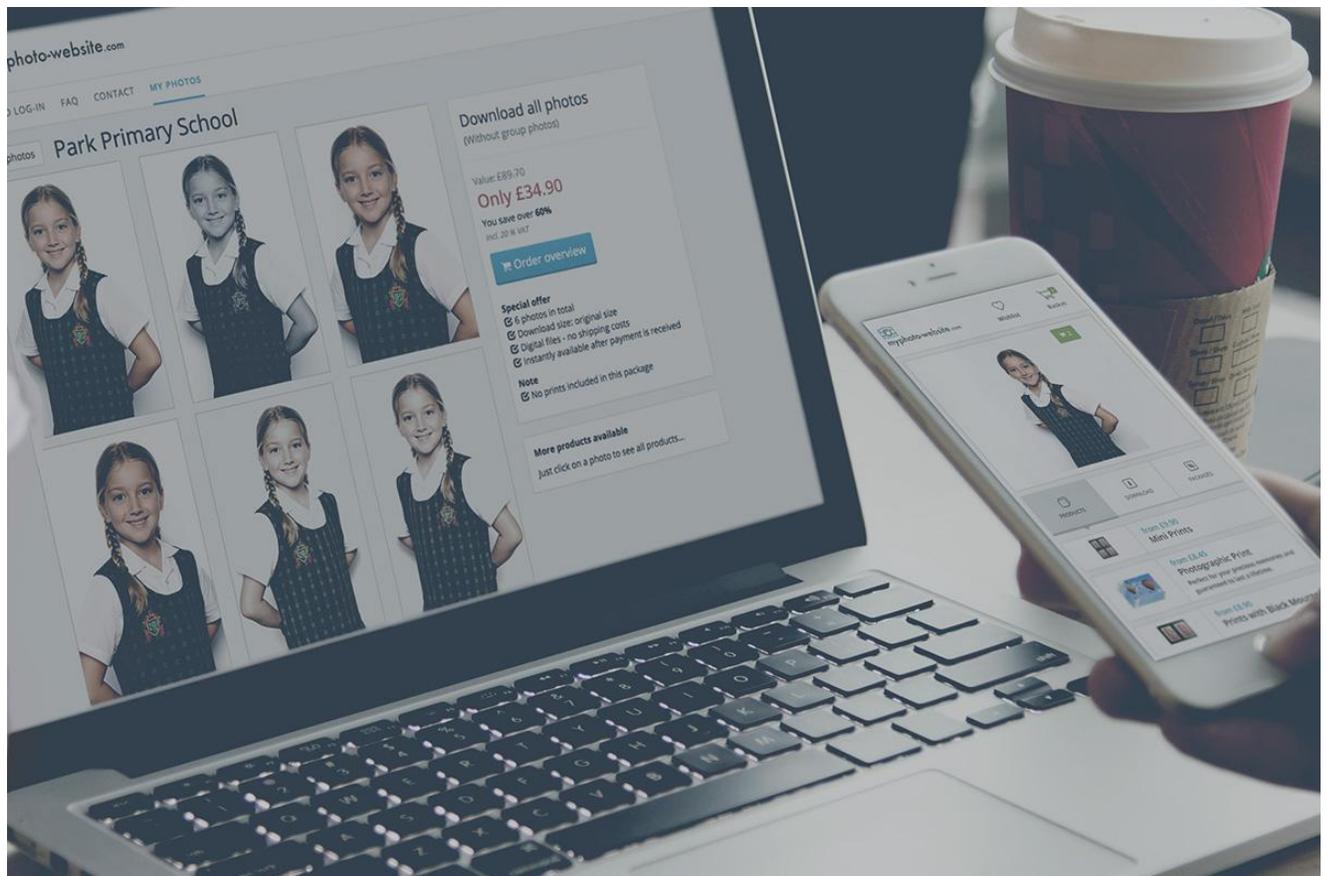




Production Guide

For school & nursery photography companies



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Section 1

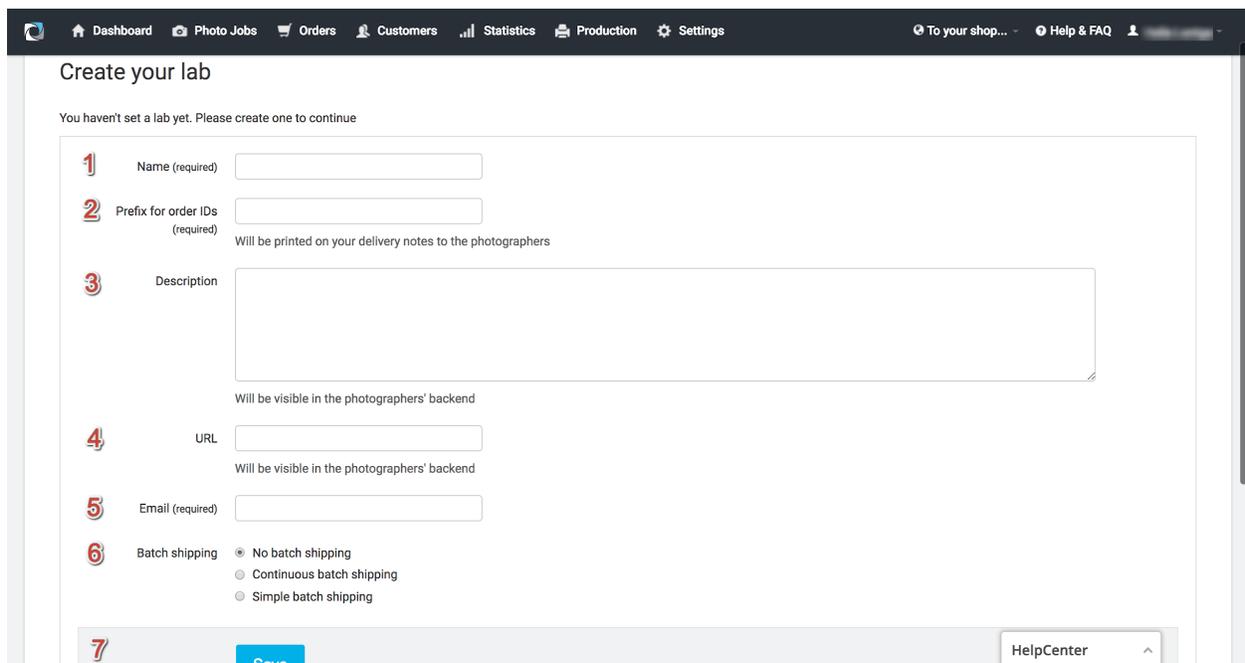
Production Setup Process

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 navigation bar includes: Dashboard, Photo Jobs, Orders, Customers, Statistics, Production, Settings, To your shop..., Help & FAQ, and a user profile icon. The form title is 'Create your lab' and it includes the instruction: 'You haven't set a lab yet. Please create one to continue'. The form fields are numbered 1 through 7:

- 1** Name (required)
- 2** Prefix for order IDs (required)
Will be printed on your delivery notes to the photographers
- 3** Description
Will be visible in the photographers' backend
- 4** URL
Will be visible in the photographers' backend
- 5** Email (required)
- 6** Batch shipping No batch shipping Continuous batch shipping Simple batch shipping
- 7**

1. Name – The name of your lab. (e.g. “Own Production 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 there are large amounts of orders and photo jobs at the same time.

Step 3: Define shipping groups (Direct Shipping)

Where: Production → Postage Groups

https://app.gotphoto.co.uk/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 only include the highest shipping cost for each order. If you would like to set it so each new shipping group is added to the order, please contact us.

Step 4: Create Products in Config

Where: Production → Products

https://app.gotphoto.co.uk/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.)

[← Back](#) **Create product**

Name

SKU

Brief description
This text will only be display in the new version of the shop.

Favourite product

Category

Detailed description

- 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.
 - 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.
 - Don't forget to Save when you're done!

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.

◀ Back **Edit product size**

Name

Good quality DPI (green light)

Low quality DPI (yellow light)

Width (mm)

Height (mm)

Orientation Selection

Postage Group

Internal SKU (Stock Keeping Unit)

Product short name (for delivery notes)

Options

- For each product size, we will need to enter the following information:
 - Name: The name of the size, not the product, e.g. "7x5". 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.co.uk/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 the section below](#).
 - 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

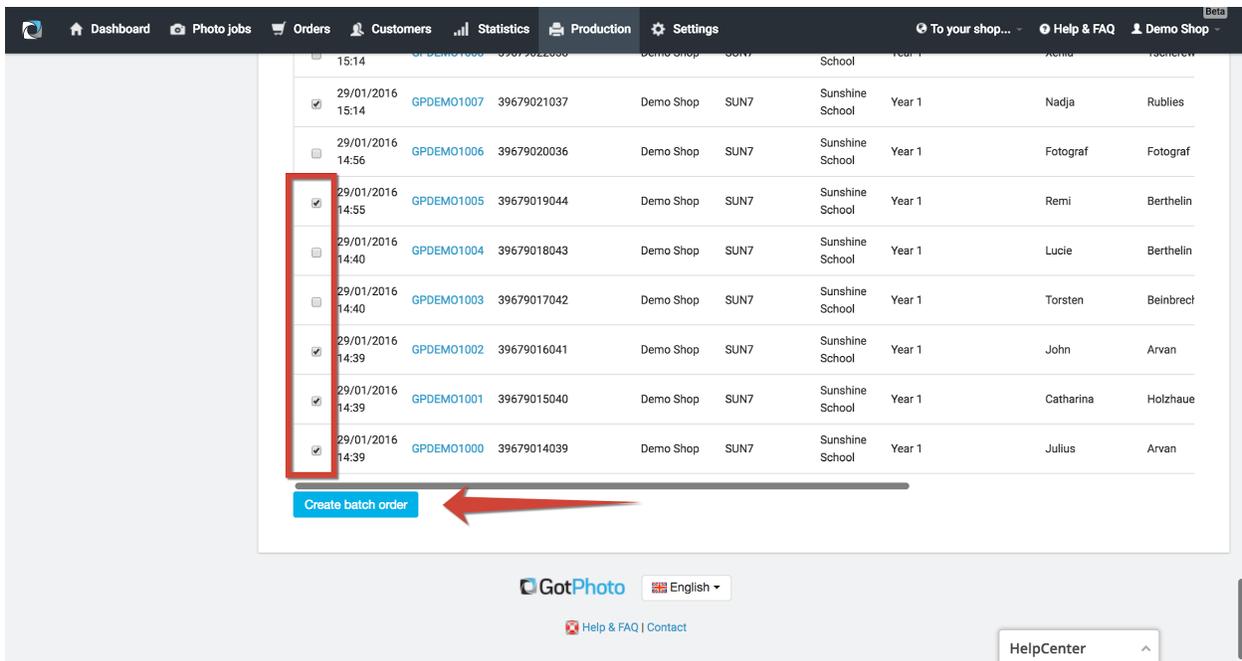
- Testing a direct shipping order
 - Go to Production → Orders
 - Open the order you would like to test by clicking the Lab Order No. or by clicking 'Open' in the Actions column
 - In the 'Actions' section, download the photo(s) and relevant order information
 - Update the status by clicking on 'Status' 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 displays the GotPhoto web application interface. The top navigation bar includes links for Dashboard, Photo jobs, Orders, Customers, Statistics, Production, and Settings. The main content area shows a list of orders under the 'Production' tab. The orders are listed in a table with columns for date, order ID, phone number, shop name, location, album name, year, customer name, and photographer name. A red box highlights the checkboxes for the following orders:

Date	Order ID	Phone	Shop	Location	Album	Year	Customer	Photographer
29/01/2016 15:14	GPDEMO1007	39679021037	Demo Shop	SUN7	Sunshine School	Year 1	Nadja	Rublies
29/01/2016 14:56	GPDEMO1006	39679020036	Demo Shop	SUN7	Sunshine School	Year 1	Fotograf	Fotograf
29/01/2016 14:55	GPDEMO1005	39679019044	Demo Shop	SUN7	Sunshine School	Year 1	Remi	Berthelin
29/01/2016 14:40	GPDEMO1004	39679018043	Demo Shop	SUN7	Sunshine School	Year 1	Lucie	Berthelin
29/01/2016 14:40	GPDEMO1003	39679017042	Demo Shop	SUN7	Sunshine School	Year 1	Torsten	Beinbrecht
29/01/2016 14:39	GPDEMO1002	39679016041	Demo Shop	SUN7	Sunshine School	Year 1	John	Arvan
29/01/2016 14:39	GPDEMO1001	39679015040	Demo Shop	SUN7	Sunshine School	Year 1	Catharina	Holzhaue
29/01/2016 14:39	GPDEMO1000	39679014039	Demo Shop	SUN7	Sunshine School	Year 1	Julius	Arvan

At the bottom of the list, there is a blue button labeled 'Create batch order'. A red arrow points to this button. The footer of the page includes the GotPhoto logo, a language selector set to 'English', and links for 'Help & FAQ | Contact'. A 'HelpCenter' button is also visible in the bottom right corner.

Batch order 38

Postage address
No address set

Downloads

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

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

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

b. XML files

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

c. Delivery Notes

d. (Regenerate Delivery Notes)

e. Items List

- i. 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.co.uk/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 Personalisations 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.
- **Personalisation** 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'

Advanced settings ▾ WHEN ASKING THE CUSTOMER TO CHOOSE AN OPTION
Tip: Limit the characters to the longest possible response. In this eg 'Silver' is 6 characters.

Individual attributes
Allow up to 5 attributes to the product. The ID is the technical identifier. The name is displayed to the customer in the shop.
ID: Not seen by the Customer - will appear on the order output

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

Make it one attribute rather than split over many.

Save Cancel

Product Sizes

Jobs Orders Customers Statistics Production Settings

Advanced settings ▾

Individual attributes

Allow up to 5 attributes to the product. The ID is the technical identifier. The name is displayed to the customer in the shop.

	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:

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