



ECOMMERCE & PRODUCT DESIGN HANDBOOK

eduSOIL & Design for Change (DFC)

Applies to: eCommerce & Product Design Manager, Digital Development Lead

In consultation with: Systems & Service Design Manager, Finance, Fundraising & Governance roles,
Marketing & Sales Manager (consulted), Programme Directors

*Turning learning and wellbeing into ethical, accessible products that
serve people first.*

| | |
|--|-----------|
| 2. Organisational Context | 3 |
| 3. Core Principles for Product & eCommerce Design | 3 |
| 4. What “Product” Means at eduSOIL | 4 |
| Learning Products | 4 |
| Programme Products | 4 |
| Wellbeing Products | 4 |
| Physical & Hybrid Products | 5 |
| Advisory & Services | 5 |
| 5. Operating Model & Role Boundaries | 5 |
| 5.1 eCommerce & Product Design Manager | 5 |
| 5.2 Interfaces with Other Roles | 6 |
| 6. Storefronts, Shops & Access Pathways | 6 |
| 7. Product Lifecycle & Readiness Stages | 7 |
| 8. Collaboration with Learning, Sales & Digital | 7 |
| 9. Ethical Monetisation & Risk Management | 8 |
| 10. Tools, Systems & Documentation | 8 |
| 11. Decision-Making & Escalation | 9 |
| 12. RACI Matrix – eCommerce & Product Design | 9 |
| 13. Progression, Learning & Contribution | 10 |
| Appendix A: Initial 90-Day Digital Triage & Stabilisation Plan | 11 |
| Days 0–30: Audit, Stabilise & Name Reality | 11 |
| Days 31–60: Prototype & Validate (Limited Scope) | 11 |
| Days 61–90: Productisation & Readiness | 12 |

1. Purpose of this Handbook

This handbook defines how **products, storefronts, pricing structures and user journeys** are designed, governed and translated into accessible offers across eduSOIL.

It exists to:

- Ensure learning and programmes are **translated into coherent, ethical products**
- Provide clarity on what users can buy, where and how
- Reduce fragmentation between learning, delivery, sales and technology
- Protect safeguarding, wellbeing and trust as monetisation increases
- Support long-term earned-income sustainability

This handbook does **not** define learning design, analytics, or software development ownership. Those sit in the **Wellbeing & Learning Systems & Innovation Handbook** and **Digital Innovation Handbook**.

2. Organisational Context

eduSOIL delivers **education, wellbeing and youth leadership programmes** across onsite, online and hybrid contexts.

Products and commerce exist to:

- Enable access to learning and wellbeing
- Fund programme delivery and youth employment pathways
- Reduce dependency on short-term grants
- Support scale without compromising integrity

eduSOIL does **not** operate as a conventional eCommerce business. All product design must remain delivery-led and values-aligned.

3. Core Principles for Product & eCommerce Design

All product and eCommerce decisions must:

- Serve learning, wellbeing and safeguarding first
- Be clear, navigable and non-coercive
- Respect different access routes (free, funded, paid)
- Avoid false urgency or manipulative design
- Reflect real delivery capacity and readiness
- Be transparent about what is included and what is not

Complexity is a risk. Simplicity is a value.

4. What “Product” Means at eduSOIL

At eduSOIL, a “product” may include:

Learning Products

- Online courses (free, funded or paid)
- Hybrid learning pathways
- Facilitator training programmes

Programme Products

- School and community programmes
- Corporate-supported education programmes
- Virtual Youth Exchange participation

Wellbeing Products

- Live and recorded wellbeing sessions
- Retreats and intensives
- Digital wellbeing tools or installations

Physical & Hybrid Products

- Print-on-demand resources
- Personalised learning or wellbeing materials
- Digital + physical bundles

Advisory & Services

- Consultations
- Programme design support
- Institutional partnerships

Not all products are always active or visible.

5. Operating Model & Role Boundaries

5.1 eCommerce & Product Design Manager

Owns:

- Product strategy and sequencing
- Storefront logic on eduSOIL domains
- Product bundling and packaging
- Pricing logic and access tiers (with Finance)
- Translation of learning and delivery into offers
- User journey coherence across platforms

Does not:

- Own pedagogy or learning progression
- Lead technical build or integrations

- Override safeguarding or wellbeing constraints
-

5.2 Interfaces with Other Roles

- **Systems & Service Design Manager:** UX logic across services
- **AI Analytics Manager:** insight into usage and friction (non-extractive)
- **Digital Development Lead:** technical feasibility and build
- **Marketing & Sales Manager:** messaging and engagement
- **Finance & Governance:** pricing validation, invoicing, reconciliation
- **Programme Directors:** delivery reality and readiness

No role operates in isolation.

6. Storefronts, Shops & Access Pathways

eduSOIL requires **clear, coherent storefronts** so users understand:

- What they can access
- Where it is delivered
- Whether it is free, funded or paid
- How it connects to programmes and progression

Storefronts may include:

- eduSOIL main website (primary entry point)
- Learning platforms (course-specific access)
- Community platforms (free and orientation access)
- eCommerce interfaces (print, digital, hybrid products)

The eCommerce & Product Design Manager ensures:

- Navigation is intuitive
 - Duplication is avoided
 - Access pathways are explicit
 - Sales journeys reflect safeguarding and consent
-

7. Product Lifecycle & Readiness Stages

Products move through stages:

1. **Concept** – ideas or drafts (not sold)
2. **Validated** – tested in delivery contexts
3. **Packaged** – scoped, priced and documented
4. **Live** – available via storefront
5. **Reviewed** – monitored and refined
6. **Retired** – withdrawn where no longer viable

No product moves to “Live” without:

- Learning validation
 - Delivery capacity confirmation
 - Pricing sign-off
 - Safeguarding review
-

8. Collaboration with Learning, Sales & Digital

Product design sits **between learning and sales**.

Mandatory collaboration includes:

- Learning sign-off before productisation
- Sales alignment before promotion
- Digital feasibility confirmation before commitments
- Finance approval before pricing is published

Programme needs always take precedence over product ambition.

9. Ethical Monetisation & Risk Management

Key risks include:

- Over-promising
- Monetising untested learning
- Confusing access pathways
- Undermining trust with communities

Risk mitigation requires:

- Staged rollout
 - Clear disclaimers
 - Transparent pricing
 - Documented decisions
 - Escalation when unsure
-

10. Tools, Systems & Documentation

Tools must support:

- Accessibility

- Interoperability
- Safeguarding
- Cost control

Documentation includes:

- Product briefs
- Pricing rationale
- User journey maps
- Risk logs
- Decision records

11. Decision-Making & Escalation

High-impact decisions require:

- Consultation across learning, finance and delivery
- Clear documentation
- Founder & CEO sign-off

No unilateral product launches.

12. RACI Matrix – eCommerce & Product Design

| Area | Product Design | Sales & Marketing | Learning Systems | Digital Dev | Finance | Founder |
|-------------------|----------------|-------------------|------------------|-------------|---------|---------|
| Product strategy | R | C | C | I | C | A |
| Storefront design | R | C | C | C | I | A |
| Pricing logic | R | C | I | I | C | A |

| | | | | | | |
|----------------------|---|---|---|---|---|---|
| Bundling & packaging | R | C | C | I | I | A |
| Product readiness | R | C | C | C | I | A |
| Launch approval | C | C | C | C | C | A |

13. Progression, Learning & Contribution

Contribution is measured through:

- Clarity created for users
- Reduced friction and confusion
- Ethical income enabled
- Alignment with learning and delivery
- Sustainability strengthened

Product success is defined by **access, trust and longevity**, not volume.

Appendix A: Initial 90-Day Digital Triage & Stabilisation Plan

To prevent overwhelm, duplication and unsustainable development, all Digital Innovation leadership roles begin with a structured 90-day triage and stabilisation phase. This phase applies whenever a new Digital Innovation or Product Manager is appointed, or when significant new funding or partnerships introduce digital scope.

Days 0–30: Audit, Stabilise & Name Reality

Primary lead: eLearning & Digital Innovation Manager

Focus:

- Reduce chaos and surface reality
- Avoid sunk-cost bias
- Protect safeguarding and wellbeing

Key actions:

- Audit all existing digital assets, including:
 - learning modules, slides, workbooks and assessments
 - draft or live digital courses
 - MVPs, apps, prototypes and legacy builds
 - technical documentation and codebases (where available)
- Categorise assets as:
 - Ready to use
 - Requires adaptation or restructuring
 - Not viable / archive
- Conduct a technical feasibility review to identify:
 - what is recoverable
 - what must be rebuilt
 - what should be discontinued

Outputs:

- A single mapped learning architecture
- A plain-language technical feasibility summary
- A Red / Amber / Green asset list

Days 31–60: Prototype & Validate (Limited Scope)

Primary lead: eLearning & Digital Innovation Manager

Consulted: Programme Directors, Founder & CEO

Focus:

- Validate learning integrity and technical direction

- Test with real delivery contexts

Key actions:

- Select **one** priority learning pathway (e.g. educator onboarding)
- Select **one** wellbeing-centred digital artefact or micro-tool
- Build small, testable prototypes only
- Test with a limited group of:
 - Programme Directors
 - educators or facilitators
 - internal volunteers

Constraints:

- No pricing decisions
- No storefronts or monetisation language
- No external commitments

Outputs:

- Validated learning flow
 - Confirmed technical direction
 - Shortlist of potential products (not commitments)
-

Days 61–90: Productisation & Readiness

Primary lead: eCommerce Product Design Manager (if appointed)

Gatekeeper: eLearning & Digital Innovation Manager

Focus:

- Translate validated learning into ethical, viable products

Key actions:

- Select up to:
 - one digital product
 - one hybrid (digital + physical) product
- Define:
 - access and pricing logic
 - ethical monetisation boundaries
 - safeguarding and wellbeing constraints
- Align with Marketing & Sales on messaging readiness

Outputs:

- Two clearly scoped, validated products
- Pricing and access rationale

- Go / No-Go decision approved by Founder & CEO
-

This triage process is mandatory. No new digital or product development proceeds outside this framework.

Digital leadership roles are developmental and collaborative.

Contribution is assessed through:

- Clarity created
- Systems strengthened
- Risks reduced
- Learning enabled