

# NINO Digital Closet ? team chat guide

Slug: eshop-nino | Category: eshop

## Summary

NINO Digital Closet for Carol Nana Shabalala's team: claim ownership, manage closet pieces by voice/text, multi-channel prices (shop / online / app+eyesWallet), fittings, social posts, promos. Live: /eshop/nino/ · mall card · domain n-i-n-o.online pending.

## Guide

NINO Digital Closet - what it is

NINO is a BusinessSite eShop using the Digital Closet Try-On Studio theme: pieces hang on wardrobe rails, customers pick light/dark/from-item closet mood, and prices show shop (highest) · online · app + eyesWallet (lowest) with pre-order discounts (further dates = bigger discount).

- Live closet: /eshop/nino/ (same as /e/nino/ - both URLs work, just like madamthamie)
- Mall: /eshop - search ?NINO?
- Preferred domain (pending register): n-i-n-o.online
- Owner to claim: Carol Nana Shabalala

Why /e/ and /eshop/ both exist

Every storefront is available under both paths. There is no special NINO-only URL:

- Madam Thamie ? /eshop/madamthamie/ = /e/madamthamie/
- NINO ? /eshop/nino/ = /e/nino/

The mall always links to the /eshop/<slug>/ form.

### 1. Claim ownership (Carol / owner)

- Register or login on BusinessSite (web or app) with a clear face photo.
- In chat say exactly:

join eshop nino as owner

Or: claim owner of nino

Platform admin verifies your profile photo, then grants owner. Until then the shop is stewarded by BusinessSite.

Staff examples:

join eshop nino as sales

join eshop nino as marketing

Owner after claim: pending joins · approve join 42

### 2. Day-to-day voice & text examples (NINO team)

Use web chat or mobile - type or speak. Say stop to leave any wizard.

See the closet

open mall

list my products

eshop help

guide eshop-nino

guide eshop

Add a new closet piece (photo)

add product Silk Slip Dress photo

Then attach one or more photos (mobile picker or web ? Photo). Exact name from list my products.

add product Linen Co-ord Set video

add product Structured Blazer narration

update product photo for Silk Slip Dress - Midnight

Prices & promos

change product price Silk Slip Dress - Midnight to R1999

promo Silk Slip Dress - Midnight at R1699 was R1899

end promo Silk Slip Dress - Midnight

deactivate product Old Sample Dress

Shop / online / app+eyesWallet channel discounts and pre-order tiers are configured on the client (BusinesSite ? Clients ? NINO ? Digital Closet + multi-channel pricing). Default:

30% margin · 3% platform · gateway fees · online ?8% · app card ?10% · eyesWallet ?15%.

Social (post a piece)

post product Silk Slip Dress - Midnight to instagram

social post for NINO: New evening slip in the digital closet - try on online

Support/AI can finish posting when accounts are connected (manual or API).

Fittings & pay links for customers

- On the closet: customer taps Try on · share fit ? shareable link /e/fit/s/?

- They pick light/dark/from-item theme, shop/online/app channel, wanted-by date, then pay.

- Merchant: request payment R1747 for fitting Silk Slip

Member discount (registered buyers)

set member discount 5%

Domain when ready

check domain n-i-n-o.online

setup my domain

buy domain

3. Example full conversation

Team: list my products

Bot: 3 products on NINO Digital Closet ?

Team: add product Rose Blouse photo

Bot: Attach photo for Rose Blouse?

Team: [uploads 3 photos]

Bot: Saved 3 gallery images for Rose Blouse

## BusinessSite User Guide

---

Team: change product price Rose Blouse to R899

Bot: Price set to R899.00

Team: promo Rose Blouse at R749 was R899

Bot: Promo live on shelf

Team: open mall

Bot: [mall link] NINO is listed with other eShops

### 4. Links for the team

- Closet: <https://businessite.online/eshop/nino/>

- Mall: <https://businessite.online/eshop>

- This guide: [guide eshop-nino](#) · [PDF via guides list](#)

- General eShop: [guide eshop](#)

## Chat commands

join eshop nino as owner · list my products · add product NAME photo · change product price ? · promo ? · post product NAME to social · open mall · [guide eshop-nino](#) · [eshop help](#)

## Exit multi-step flows

Say STOP or CANCEL or EXIT at any time. Say CONTINUE to stay in the current wizard.

## How-to videos

Homepage reel: <https://businessite.online/businessite#how-to-register>

Chat: say "how-to videos" or "guide eshop-nino"