

# Schema Overview

The schema is where you define product and location types, as well as all attributes that can be applied to products, categories, orders, customers, and locations. They must be set up here in order to be used by your catalog and other features.

Schema Type	Description
Product Types	A product type is a template of settings and attributes that you create for a specific set of products. This is a complex feature documented as <a href="#">its own topic in the Catalog documentation</a> . See that section for information about configuring product types in the schema.
Product Attributes	Product attributes define the characteristics of products, enabling you to uniquely describe a product. This is a complex feature documented as <a href="#">its own topic in the Catalog documentation</a> . See that section for information about configuring product attributes in the schema.
Category Attributes	You can add customized attributes to static and dynamic categories to further define their characteristics, such as identifying bestselling categories or supporting your storefront design. For more context, see <a href="#">the Categories documentation</a> .
Order Attributes	Order attributes enable you to uniquely describe an aspect of an order, such as collecting customer feedback rating their experience or tracking which season the order was placed in. For more context, see <a href="#">the Orders documentation</a> .
Customer Attributes	Customer attributes are attributes that you can apply to customer accounts to add further definition for special uses, such as marketing campaigns or discounts. For more context, see <a href="#">the Customers documentation</a> .
Location Types	You must use location types to associate a location with a specific site. For more context, see <a href="#">the Locations documentation</a> .
Location Attributes	You can apply attributes at the location level to define special uses, such as hours and services provided. For more context, see <a href="#">the Locations documentation</a> .