

Product Requirements Document (PRD): Excellent Fashion Wares

Project Name: Excellent Fashion Wares E-commerce Platform
Version: 1.0
Owner: ADM
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1. Goal & Vision

Vision: To be a modern, highly reliable, and performance-driven online store specializing in high-quality fashion wares, providing an intuitive shopping experience from discovery to checkout.

Key Business Goals (K.B.G.):

- 1. Achieve a **Conversion Rate** above 2.5% within the first six months.
- 2. Ensure 99.9% uptime for core e-commerce functionality (Cart, Checkout, Payments).
- 3. Maintain a **Customer Satisfaction** (CSAT) score above 4.5/5 related to site usability.

2. Target Audience

The platform targets tech-savvy, quality-conscious customers interested in modern fashion.

- **Primary Users:** Online shoppers aged 25–45.
- **Needs:** Easy navigation, secure checkout, detailed product information, reliable order tracking.

3. Scope and Features

The following features are mandated by the current application structure (INSTALLED_APPS and urls.py).

3.1 Core E-commerce Funnel

Feature Area	Module	Requirements & User Stories
Product	products	Product Catalog: Users can browse products by category and view detailed pages. Each product must support multiple images and detailed descriptions.
Cart Management	cart	Cart Operations: Users can add, update quantity, or remove items from the cart. Cart contents must be

		persisted across sessions.
Checkout & Order	checkout	Secure Checkout: Users can complete the purchase via Paystack (PAYSTACK_PUBLIC_KEY is configured). Order History: Authenticated users can view past orders (order_history_view).
User Management	core, Django Auth	Authentication: Users can sign up, log in, log out, and manage passwords. Profile Management: Users can edit profile details and manage multiple shipping/billing addresses (profile_edit_view, address_edit_view).

3.2 Auxiliary Features

Feature Area	Module	Requirements & User Stories
Wishlist	wishlist	Users can add products they are interested in to a separate wishlist for later purchase.
Logging	django_db_logger	All critical system events (errors, warnings, order creations) must be logged to the database for centralized monitoring and debugging.
Analytics	analytics	The system must track key user metrics (page views, product clicks, conversion events) to inform business decisions.
CMS/Marketing	preview	The homepage/landing page must be dynamic and easily updated by administrators to showcase promotions or featured products.

4. Key Performance Indicators (KPIs)

- **Page Load Time:** Average page load time under 2 seconds.
- **API Response Time:** All critical API endpoints (e.g., Add to Cart) under 500ms.
- **Checkout Completion Rate:** Percentage of carts that result in a final paid order.
- **Error Rate:** Number of 5xx errors per 1000 requests (must be near zero).