

## Requirements for a print-on-demand website

# What is online customised printing

- We want to create a B2C online retailing destination where consumers can buy stock or customised on demand printed products.
- Customers get a choice to get their specific printed products basis an occasion / theme
- The current world we live in is all about personalization and customization. These are the winning strategies to keep the winners shares of the consumers wallet.
- Customers can upload, edit, organise, enhance, create and print their photo merchandise via the website

# Who is competition?

## Indian sites like:

- vistaprint.in
- printvenue.com
- Photojaanic.com
- Printland.in
- Printbucket.com
- [www.deewarist.com/](http://www.deewarist.com/)
- www.canvaschamp.in

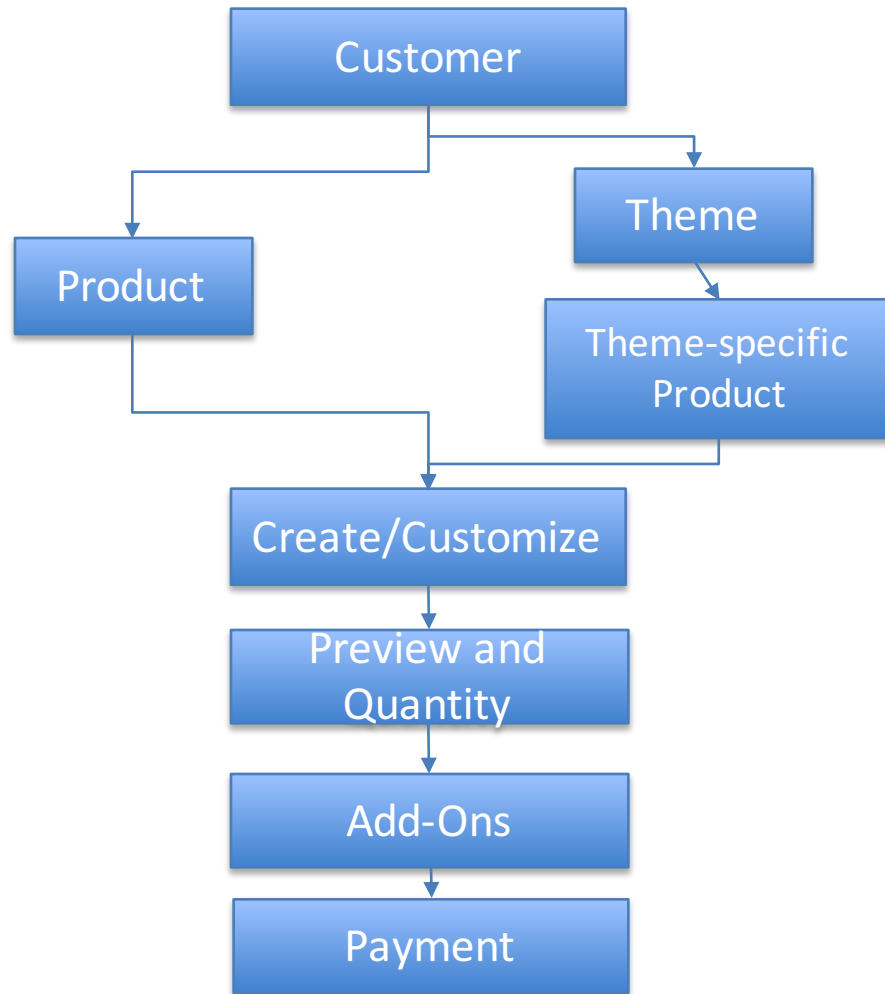
## Global Sites:

- Shuttlefly.com
- Zazzle.com
- Squar.es
- Zoomin.com
- Cafepress
- Tinyprints.com
- Snapfish.com
- **www.collage.com**

## Must study websites:

- **www.stickeryou.com - THIS IS OUR USP – printing anyshape – die-cut feature given here is what we need most.**
- www.theprintful.com – study website for flowchart
- www.printstop.co.in - the UI is clean and easy to use
- www.printbees.com - the UI is clean and easy to use
- www.inksedge.com - very similar to what we want to create

# Customer Flow chart & registration



- Sign Up/ Login
  - First Name
  - Last Name
  - Phone # (optional)
  - Email
  - Password
- Sign in with your social network
  - Sign in with Google
  - Sign in with Facebook

# Overview – Online Design Application

## 1. Order Options

- One or multiple copies of one same design on one page
- More than one design on one page

## 2. Select Product Category

- Stickers, Labels, Temporary Tattoos, Iron-On, Magnets

## 3. Select Theme and Art

- Upload your image – link to social media
- Browse the proprietary designs

## 4. Edit Art/Image

- Sticker size
- Add/update text
- Text edits – font, font size, font colour
- Background colour
- Add more image
- Features such as Delete, Turn, Rotate, Copy, Front, Back, Align, etc.

## 5. Sticker Shape

- ▶ Features such as Image Die-Cut, Square/Rectangular, Rounded Corners, Heart Shape, etc.
- ▶ proprietary Product Templates

## 6. Select Material

- ▶ Material 1, 2, 3

## 7. Product Type

- ▶ Pages vs. Single

## 8. Product Preview

- ▶ Cost options of stickers per page

## 9. Add-Ons

## 10. Final Payment

## Product range

- Paper products
  - Decals window / wall
  - Temporary tattoos
  - Die-cut stickers
  - Business / product Labels & stickers
  - Tags – baggage; gift; products
  - Magnets
  - Wrapping paper
  - Office stationary / calenders
- Others
  - Mugs
  - Bags
  - Pillows / cushions
- Theme / party based décor:
  - Party invites
  - Cards
  - Photobooks
  - Albums
  - Canvas Prints
- Themes
  - Wedding
  - Baby Shower
  - Holidays / festivals
  - Annoucements
  - Business / office
  - School / college

## Promising features – in random order no preference or priority

- The artificial intelligence (AI) throws back options to the consumer from a outlined cut-out (die-cut) of the uploaded / selected picture to various other options to choose from example same image in a square / circle
- The AI needs to give further options to the consumers once a selection is confirmed ordered but before payment ex: if a sticker is ordered for a birthday party – throw up options of a carry bag, caps, masks etc using he same image.
- Needs to accept all types and kinds of file formats and show a live screen with customer flexibility to move the print area. Should also accept multiple images and showcase a range of completed products online before customer places final order
- Crowdsourcing – should allow designs from crowd to be uploaded upon admin approval, to be used as templates by customers. Designers should also be allowed to create products and share with their social network or integrate into their webshops. Rating on these designs basis customer feedback and merchandise sales.

## Promising features – technology & reporting

- The system shall have a build-in reporting and tracking tool for the customer – shooting out a text / email basis the stage of order. Something akin to ordering a dominos pizza online.
- App that connects directly to the pic gallery on the phone as well as the social media accounts registered.



## Project scope

- Need a consultant partner who shall advise the best possible goto market route. Partner needs to evaluate other platforms and take the best from the best to create this. The analyst's role here will be crucial.
- Needs to be highly creative, since the UI shall be the USP. The backend software / webapp is most important aspect of this project – need the Die-cut feature customised on this.
- Needs to be seamless across all platforms web; mobile (click & print) & integrates with all social media platforms as well (click, upload, print).
- The partner needs to identify resources to use images and / or create images and / or clean-up / edit images and other creative's to be used for the portal.