

Product Requirement Document: Adding a Like Button to Product Listings

So, um, I'm working on adding a "Like" button to the product listing page on Snapdeal. The basic idea is that users will be able to click a heart or thumbs-up icon next to each product they see while browsing, so they can show their preference or interest in an item. I think this would help users save their favorite products, but I'm not totally sure how we'll use the data or how this fits into other parts of the site yet. I guess that's something we can figure out as we go?

The release date... um, I'm thinking it could be somewhere by the end of Q4 2024. It might take longer depending on how many other things the dev team has going on. I'll need to talk to them about timelines. I haven't confirmed the details with the stakeholders yet, but I've spoken with a couple of engineers, and they think it should be straightforward to implement since it's just a button and some backend stuff, I think?

Background/Why We Need This

So, I thought it might be nice for users to "Like" products they see. Kind of like how they do it on other platforms like Instagram or Amazon. It might help users track their favorite items, or maybe we can do something with it later, like personalized recommendations? But for now, I'm just focusing on the button itself. I think users would find it helpful, but we don't have a lot of data to back that up. Still, it seems like a common feature on other platforms, so we should probably have it too.

Feature Scope (I Think)

The button will appear next to each product on the product listing pages. When users click it, it should fill in or change color to show that the product is "Liked." I'm not sure yet whether the button should be a heart or a thumbs-up — maybe the design team can decide on that? The idea is for the action to be super simple — one click, and it's "Liked." If the user clicks again, it should "Unlike" the product.

I'm not really sure what happens on the backend. I assume it'll need to track which user clicked "Like" and which product was liked, so we'll need some kind of database integration? I don't know the specifics of how that works yet, but the engineering team will have to figure it out, I guess.

I also don't know how users will access the list of products they've "Liked." Maybe in their account profile somewhere? We'll need to think about that. Or maybe we can figure it out in a later release if this feature works out.

Use Cases (Maybe?)

1. **Basic Use Case:** A user is browsing products, sees something they like, and clicks the "Like" button to remember it.

2. **Changing Their Mind:** If the user clicks the button again, the product gets "Unliked."
3. **Future Personalization:** Eventually, we might use the data from Liked products to suggest similar items, but that's not part of this right now. I think?

Assumptions

I'm assuming this will be useful because other platforms do it. Users might expect it? But I don't have much data to prove that this is what Snapdeal users really need. Also, I assume that adding a button like this isn't too technically complicated? The engineers I spoke to said it shouldn't be too hard, but I haven't gotten a final estimate from them.

I also assume that the design team will come up with something that looks nice and fits with the rest of the site, but I'm not sure how long that'll take or if we'll need to go through a bunch of iterations.

Risks (I Think)

There's a chance that users won't really use this feature, which would make it kind of pointless. Also, I'm not sure if we have the infrastructure to store all this extra data, so that could be a problem. I should probably check in with the database team on that. Lastly, if we don't get the UX right, the button could look out of place or just be ignored by users.

Next Steps (I Guess)

I need to confirm the design with the design team and get feedback from the engineers on how long this will take to build. After that, I'll follow up with the marketing team to see if they think this is something we should promote, or if it's just a minor feature we'll quietly release.