**Product Requirement Document (PRD) for "Save for Later / Wishlist" Feature**

# Product Overview

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**Feature Name: Save for Later / Wishlist**  
**Objective**: Reduce cart abandonment by providing users with a "**Save for Later**" or "**Wishlist**" option for products they are interested in but do not intend to purchase immediately. This keeps the cart clean for immediate purchases while retaining user interest in future purchases.  
**Target Metric**: Decrease cart abandonment rate and improve user retention through re-engagement with saved items.

# Problem Statement

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Currently, users who are unsure about buying products immediately may leave items in the cart, cluttering the cart interface, or abandon their shopping altogether. This increases the cart abandonment rate and leads to a less efficient shopping experience.  
  
Users need a way to separate items they want to purchase now from those they are considering for later. Without this, carts become a mix of high and low priority items, leading to decision fatigue and an inconsistent checkout process.

# Goals and Success Metrics

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**Primary Goal**: Decrease cart abandonment rate.  
**Secondary Goal**: Increase engagement with wishlist items, through targeted notifications, discounts, or reminders.  
**Success Metrics**:  
- Percentage of users interacting with the "Save for Later" or "Wishlist" feature.  
- Reduction in the average number of abandoned carts per user.  
- Increased conversions from items moved from "Wishlist" to "Cart."

# Feature Scope

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**1. Add to Wishlist Button**:   
On the product page and within the cart, an additional "Save for Later" or "Add to Wishlist" button will be displayed alongside the "Add to Cart" button. Users can click this to save the product for future reference without adding it to the cart.  
  
**2. Wishlist Page/Section**:   
Create a dedicated Wishlist section where users can view all saved products. The section will be accessible via the main navigation within the cart.  
  
**3. Cart Page Update**:   
Add an option within the cart for each item to move the product from the cart to the Wishlist. This can be implemented as a "Move to Wishlist" button next to each item in the cart.  
  
**4. User Notifications**:   
Users will receive personalized notifications (via app push, email, or SMS) when there is a price drop or stock level update for an item in their wishlist.  
  
**5. Wishlist Persistence**:   
The items in the wishlist will persist across user sessions and be accessible from any device when the user is logged in. Items in the wishlist can be shared with friends or family via a "Share Wishlist" link.

# User Stories

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1. As a user, I want to add products to a wishlist, so I can consider buying them later without cluttering my cart.  
 - Acceptance Criteria: A "Save for Later" button is available on the product page and the cart page. Clicking the button saves the product to a wishlist and confirms the action with a message (Product added to wishlist successfully).  
  
2. As a user, I want to move items from my cart to the wishlist, so I can decide to purchase them later.  
 - Acceptance Criteria: A "Move to Wishlist" button is available next to each cart item. Clicking this button moves the item to the wishlist and removes it from the cart.  
  
3. As a user, I want to receive notifications when items in my wishlist go on sale or have limited stock, so I don’t miss out on good deals.  
 - Acceptance Criteria: Notifications are sent for wishlist items when there are promotions, price drops, or stock alerts. Users can choose notification preferences (e.g., via app, email, or SMS).  
  
4. As a user, I want to share my wishlist with others, so they can help me decide or buy gifts for me.  
 - Acceptance Criteria: Users can share their wishlist via a link that can be copied or sent via messaging platforms.

# Technical Requirements

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**1. Backend**:  
- Develop API endpoints for managing wishlists (e.g., adding, removing, moving items between cart and wishlist).  
- Ensure database persistence for wishlist items tied to user accounts.  
- Implement push notification triggers for price drops or stock changes.  
  
**2. Frontend**:  
- Update the product page, cart page, and user profile page to include the "Save for Later" button and wishlist functionality.  
- Add dynamic UI feedback to show successful addition to the wishlist (e.g., toast notification, badge on wishlist icon).  
  
**3. User Authentication**:  
- Ensure that users can only access and modify their own wishlists.  
- Allow guest users to use the wishlist feature temporarily ,but encourage account creation for persistence across sessions.

# Dependencies

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- **Product Team**: Finalize the design and UX flow for adding items to the wishlist from the cart.  
- **Data Science Team**: Set up algorithms for targeted notifications, such as when a wishlist item’s price drops or is back in stock.  
- **Marketing Team**: Define criteria for sending promotional offers related to wishlist items.  
- **Notification System**: Integration with the backend to support real-time notifications for wishlist items.

# Risks & Assumptions

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**Risk**: Users may still abandon their carts if they find the separation between wishlist and cart confusing.  
- Mitigation: Clear communication in the UI, explaining the purpose of each feature (e.g., tooltips or small text under buttons).  
  
**Assumption**: Users will find value in separating "items of interest" from "items for immediate purchase."  
- Mitigation: Conduct A/B testing to measure the effectiveness of the feature and track cart abandonment rate changes.

# Stakeholders

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- **Product Team**: Responsible for feature design, user stories, and overall product vision.  
- **Development Team**: Backend and frontend engineers responsible for feature implementation.  
- **UX/UI Team**: Ensure seamless and intuitive user experience for wishlist and cart integration.  
- **Data Science Team**: Handle data analysis for targeted notifications and promotional campaigns.  
- **Marketing Team**: Drive re-engagement campaigns and promotional alerts for wishlist items.

# Success Criteria

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**KPIs to Track**:  
- Cart abandonment rate pre- and post-feature launch.  
- Number of items moved from cart to wishlist.  
- Percentage of wishlist items that eventually convert to purchases.  
- Engagement rates with wishlist notifications and promotions.