

Winnerforce E-Commerce Mobile App - Requirements

1. Project Overview

Winnerforce is launching a mobile e-commerce app connected to our existing Shopify store. The app should

2. Goals

- Provide customers with a fast, smooth, and visually appealing shopping experience.
- Seamlessly synchronize with Shopify for inventory, orders, and customer accounts.
- Integrate with specific Shopify apps (gift cards, reviews, loyalty programs, etc.).
- Offer advanced product presentation features (e.g., color swatches, "Get the Look," 3D product views).

3. Target Platforms

- iOS (latest versions, compatible with iPhone and iPad)
- Android (latest versions, compatible with major devices)

4. Core Features

4.1 Shopify Integration

- Real-time sync with Shopify products, collections, inventory, and orders.
- Customer accounts and login linked with Shopify.
- Cart, checkout, and payment handled via Shopify.

4.2 Product Experience

- Color swatch selection for products.
- "Get the Look" section – group products into outfits or sets.
- 3D product view or AR try-on.
- Product videos and multiple image support.
- Size guide integration.

4.3 Customer Account & Login

- Sign up / login with email, phone, or social accounts.
- Access order history and tracking.
- Wishlist / Favorites.
- Address book.

4.4 Integrations with Shopify Apps

- Gift Card Hero.
- Judge.me.
- Casa Loyalty.

4.5 Search & Navigation

- Smart search, filters.
- Category navigation.
- Personalized recommendations.

4.6 Checkout & Payments

- Shopify checkout.
- Multiple payment options.
- Discount codes.

4.7 Notifications

- Push notifications.
- In-app messaging.

5. Design & UX Requirements

- Modern, clean, brand-aligned design.
- Smooth animations and transitions.
- Optimized for speed.
- Dark mode option.

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6. Admin & Management

- Manage banners, homepage sections, and “Get the Look” content.
- Easy integration of new Shopify apps.

7. Technical Requirements

- Use Shopify Storefront API / Mobile Buy SDK.
- Secure data handling.
- Support for Shopify metafields.

8. Additional Considerations

- App Store & Google Play submission.
- Multi-language support.
- Analytics tracking.

9. Deliverables

- iOS & Android apps.
- UI/UX design files.
- Source code with documentation.
- App store publishing.
- Basic training.

10. Timeline

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11. Budget

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12. Contact Information

Name: [Editable field]

Email: [Editable field]

Phone: [Editable field]