

PRODUCTS REQUIREMENT DOCUMENT FOR SHOPCRUSH ECOMMERCE

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1. OBJECTIVES

Vision: Shop Crush is a product that will change the way people shop online. Shop Crush will be a foremost shopping platform for intuitive, easy, fast, suggestive and AI (Artificial Intelligence) assistant shopping platform.

Goals:

- To be a foremost shopping platform that understands and implements shopper persona and interests.
- To create a specialized and customized shopping experience tailored for and to the shoppers taste.
- To increase shopping time and aid shopping interest
- To redesign online shopping system from the regular brick and mortar old mall shopping experience translated online.
- By assisting shoppers save more time in shopping and yet increasing cart value and purchasing probability on every visit.
- By helping translate more businesses to e-shopping from old mortar and brick stores.
- Allowing compatibility and integration with AI and VR for the purpose of insightful, suggestive, intuitive and connection between products and shoppers.
- Allowing collaborative shopping by creating real time connections on shopping platforms.
- Allowing notice and real time reminders of pending actions, purchases, upgrades, stock alert, new arrivals and promotions on priority / favorite products.

PERSONAS:

- ◆ The typical user of this products are online shoppers
- ◆ Family groups willing to experience the brick and mortar family shopping feel even when distant from each other.
- ◆ The busy scheduled individuals wanting to shop quick and fast.
- ◆ The shoppers who mostly are bounce off e-commerce platforms due to cumbersome product categories and lists.
- ◆ Shoppers in their teens.
- ◆ Parents and Grandparents who still want keep the tradition of family shopping.

2. RELEASE

RELEASE: SHOP CRUSH VERSION 1.0

DATE: DUE 5TH MARCH, 2020.

INITIATIVES:

FEATURES:

- Persona creation features
- Filter Menus
- Aggregated Menu types includes - Colors - Favorites - Interests.
- Distraction Free Checkouts
- Shopping Carts Sharing
- Shopping Wish-list | Favorites Sharing
- Group | Family Shopping
- Shopping Dashboard
- Persona based shopping experience
- Get Instant Help Panel

MILESTONES:

DEPENDENCIES:

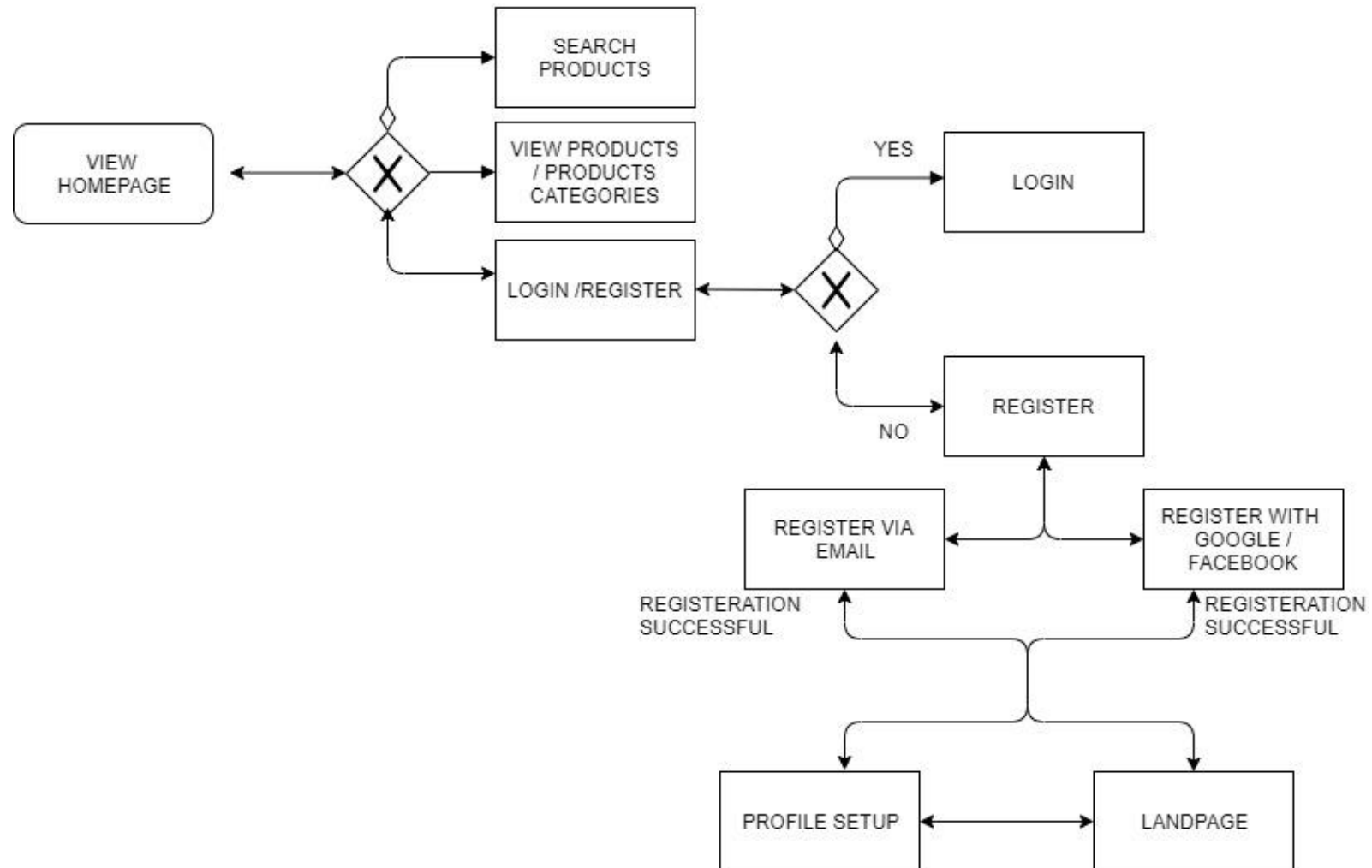
3. FEATURE

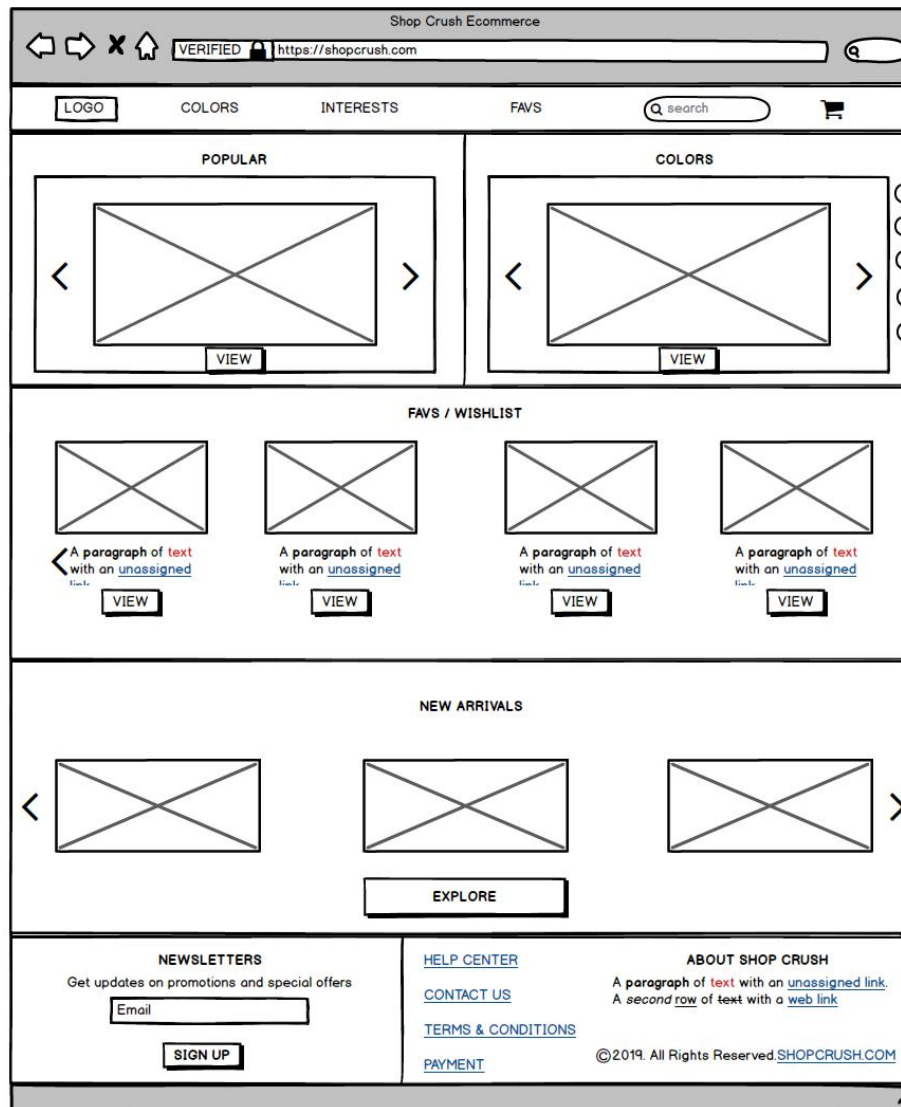
| SN | FEATURE | DESCRIPTION | PURPOSE | USER PROBLEM | USER VALUE | ASSUMPTIONS | NOT DOING | ACCEPTANCE CRITERIA |
|----|----------------------------|--|--|--------------|------------|-------------|-----------|---------------------|
| 1 | PERSONA CREATION FEATURE | User creates a shopping persona through interest selection. | | | | | | |
| 2 | FILTER MENU | Menu based on product category filters. | | | | | | |
| 3 | AGGREGATED MENU TYPES | 3-5 Menu list on the menu bar. | | | | | | |
| 4 | DISTRACTION FREE CHECKOUTS | Checkouts for users without sidebars, footers and menu bar. | Causes the user to be focused on the simple task of complete | | | | | |
| 5 | SHOPPING CART SHARING | Users can share their shopping list, shopping wishlist, shopping cart with friends and family. | | | | | | |

| | | | | | | | | |
|---|-------------------------------|---|--|--|--|--|--|--|
| 6 | SHOPPING WISH LIST | Users collections of favorite products or future intended purchases. | | | | | | |
| 7 | GROUP FAMILY SHOPPING | Cart sharing that allow users to interact with friends and family while shopping real time. | | | | | | |
| 8 | GET INSTANT HELP PANEL | Users can get access to care agents, FAQs, Guides on usage or problems encountered | | | | | | |

4. USER FLOW DESIGN

SHOP CRUSH E-COMMERCE PROCESS FLOW





5. ANALYTICS

6. FUTURE WORK / UPGRADES