

Product Requirements Document (PRD)

Objective

Build a web application that allows Canadian users to search for products (hardware tools, clothing, building materials, and accessories), compare prices across online and offline retailers, view delivery times, and check local store availability by postal code. The platform will aid in smarter purchase decisions without facilitating direct purchases.

Target Users

- Budget-conscious Canadian shoppers
- DIY enthusiasts, contractors, and construction professionals
- Urban consumers in major Canadian cities (Toronto, Vancouver, Calgary, Montreal)

Key Features

1. Product Search & Discovery

- Search bar with auto-suggestions
- Filter by category
- Smart search handling typos and synonyms

2. Aggregated Listings

- Product listings from major online stores
- Price comparison and affiliate links

3. Delivery & Store Insights

- Estimated delivery times
- Store locator with distance
- In-store availability (if accessible)

4. Local Store Mapping

- Map view with directions

5. Product Page

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- Consolidated info
- Price trend (future)

6. Data Update Mechanism

- Daily auto-refresh using scrapers/APIs
- Caching

7. User Experience

- Minimal ads
- Clean UI, mobile-friendly
- Privacy-safe analytics

Monetization Strategy

- Affiliate Links (Amazon, Walmart, etc.)
- Subtle Ads (Google AdSense)
- Premium Listings (Future)
- B2B Analytics Dashboard (Future)

Technology Stack

- Frontend: React.js + Next.js
- Backend: Node.js + Express
- DB: MongoDB/PostgreSQL
- Scraping: Python (BeautifulSoup, Selenium)
- Search: Algolia/Elasticsearch
- Hosting: Vercel, Railway/Render
- Maps: Google Maps API
- CI/CD: GitHub Actions
- Monitoring: LogRocket, Sentry

MVP Scope

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- Launch in Toronto, Vancouver, Montreal
- Support 10-15 top retailers
- Postal code-based distance estimation
- Track 500+ popular SKUs/category
- Start affiliate with Amazon & Walmart

KPIs for MVP Success

- DAU
- Click-throughs to affiliates
- Time on comparison pages
- API/data pull success rate
- Store locator accuracy

Roadmap (Post-MVP)

- User login & wishlist
- Notifications for price drops
- Reviews/comments
- AI-based alternatives
- B2B dashboard

Assumptions

- Web scraping is legally viable
- Large retailers provide structured data/APIs
- Users prefer affiliate links when data is accurate