

E-COMMERCE PLATFORM – FULL REQUIREMENTS CHECKLIST (ENGLISH)

1. USER & ACCOUNT MANAGEMENT

1.1 User registration and login

- Email/password registration
- Email verification
- Login with email and password
- Remember me option
- Logout

1.2 Social login (optional)

- Login with Google
- Login with Facebook
- Login with other providers (optional)

1.3 Password management

- Forgot password (reset via email link)
- Change password from profile
- Password strength validation

1.4 User roles

- Admin
- Store Manager
- Customer Support
- Customer

1.5 Customer account area

- View and edit profile details (name, email, phone)
- Manage password
- Address book (multiple shipping and billing addresses)
- View order history and order details
- Reorder from past orders
- Wishlist / favorites
- Recently viewed products (optional)
- Manage newsletter subscription

2. PRODUCT CATALOG MANAGEMENT

2.1 Categories

- Multi-level categories (parent/child)
- Category descriptions
- Category images
- Active/inactive categories
- Category-specific SEO (title, description, URL slug)

2.2 Products

- Create, edit, delete products
- Product name and short description
- Long description (HTML / rich text)
- Product type (simple, variable, bundled) (optional)
- SKU (unique identifier)
- Product images (main and gallery)
- Product videos (optional)
- Product tags

2.3 Attributes and variants

- Global attributes (size, color, material, brand, etc.)
- Product-specific attributes
- Product variants/variations (e.g. size + color combinations)
- Individual stock and price per variant
- Individual SKU per variant (optional)
- Variant-specific images (optional)

2.4 Inventory flags

- In stock / out of stock status
- Minimum and maximum purchase quantity
- Allow/disallow backorders
- Stock visibility to customers (e.g. "Only X left in stock")

2.5 Relationships

- Related products
- Up-sell products
- Cross-sell products

3. PRICING & DISCOUNTS

3.1 Base pricing

- Regular price per product/variant
- Cost price (for margin reports, optional)

3.2 Special pricing

- Sale/special price
- Scheduled sales (start and end date)

3.3 Discounts and coupons

- Coupon creation and management
- Percentage discount
- Fixed amount discount
- Free shipping coupon
- Minimum order value for coupon
- Limit usage per coupon
- Limit usage per customer
- Restrict coupon to specific products or categories
- Exclude specific products or categories

3.4 Promotions

- Buy X get Y free/discounted
- Bundle deals (product packages)
- Automatic promotions based on cart total

3.5 Customer group pricing (optional)

- Different price lists per customer group (retail, wholesale, VIP)

4. INVENTORY & STOCK MANAGEMENT

4.1 Stock tracking

- Track stock per product/variant
- Automatic stock deduction on order placement
- Stock update on order cancellation/refund

4.2 Stock alerts

- Low stock threshold
- Low stock email notifications to admin

4.3 Multi-warehouse support (optional)

- Stock per warehouse/location
 - Warehouse selection logic
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5. SHOPPING CART

5.1 Cart features

- Add to cart from product page
- Add to cart from category/listing page (optional)
- Update item quantity
- Remove item from cart
- Clear entire cart
- Show item subtotal and cart total

5.2 Cart behavior

- Persistent cart (saved between sessions)
- Cart tied to user account
- Guest cart stored in session/cookies

5.3 Price calculations

- Apply coupons in cart
 - Calculate taxes
 - Calculate shipping cost estimate (optional)
 - Show discounts and savings
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6. CHECKOUT PROCESS

6.1 Checkout flow

- Guest checkout (optional but recommended)
- Registered customer checkout
- Single-page checkout or multi-step checkout

6.2 Customer information

- Collect billing details
- Collect shipping address
- Option to use billing address as shipping address

6.3 Shipping and payment

- Select shipping method
- Select payment method
- Display shipping cost
- Display taxes

6.4 Review and confirmation

- Order summary review page
- Accept terms and conditions checkbox
- Place order button
- Confirmation page with order number
- Order confirmation email to customer and admin

7. PAYMENT INTEGRATION

7.1 Payment methods

- Credit/debit card payments
- PayPal/Stripe or similar payment gateways
- Bank transfer
- Cash on delivery

7.2 Payment handling

- Payment status (paid, pending, failed, refunded)
- Secure payment redirection to gateways
- No storage of raw card data in the system

7.3 Refund processing

- Manual refunds
- Automatic refunds via gateway API (optional)

8. SHIPPING & DELIVERY

8.1 Shipping configuration

- Shipping methods: flat rate, free shipping, weight-based, price-based
- Shipping zones (countries, regions, cities, zip codes)
- Shipping rules per zone

8.2 Carrier integration (optional)

- Integration with carriers (DHL, FedEx, UPS, local couriers)
- Real-time shipping rates (optional)

8.3 Delivery tracking

- Tracking number field per order
- Link to carrier tracking page (optional)
- Estimated delivery time display

9. ORDER MANAGEMENT

9.1 Order processing

- Orders list with filters (status, date, customer, payment method)
- View detailed order information
- Edit order status
- Add internal notes to order

9.2 Order statuses

- Common statuses: Pending, Processing, Shipped, Completed, Cancelled, Refunded
- Custom statuses (optional)

9.3 Documents

- Generate invoices (PDF)
- Generate receipts (PDF)
- Packing slips
- Shipping labels (optional)

9.4 Refunds and cancellations

- Partial and full refunds
- Order cancellation with reason

10. CUSTOMER MANAGEMENT

10.1 Customer records

- Customer list in admin panel
- View customer profile and contact info
- View complete order history and total spend

10.2 Segmentation and groups

- Assign customers to groups (retail, wholesale, VIP)
 - Basic segmentation by location, spend, activity (optional)
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11. SEARCH & NAVIGATION

11.1 Navigation

- Main navigation menu with categories
- Breadcrumb navigation
- Footer menu links

11.2 Search

- Keyword search (by product name, description, SKU, brand)
- Auto-suggest search (optional)
- Search results page with filters and sorting

11.3 Filtering and sorting

- Filter by category, price range, brand, attributes (size, color, etc.)
 - Sort by price, newest, popularity, rating (optional)
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12. CONTENT MANAGEMENT (CMS)

12.1 Static pages

- Home page
- About us
- Contact us
- FAQ
- Terms and conditions
- Privacy policy
- Returns and refunds policy

12.2 Blog and news (optional)

- Create and manage blog posts
- Categories and tags for posts
- Comments on posts (optional)

12.3 Banners and sliders

- Homepage sliders
- Promotional banners

- Link banners to products, categories, or external URLs

12.4 SEO fields

- Meta title and description per page, category, and product
 - SEO-friendly URLs (slugs)
 - Image alt tags
 - XML sitemap (optional)
 - Robots.txt configuration (optional)
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13. MARKETING & PROMOTIONS

13.1 Newsletter and email marketing

- Newsletter subscription form
- Export subscribers list
- Integration with email marketing tools (Mailchimp, etc.)

13.2 On-site marketing

- Upsell and cross-sell sections
- “Related products” and “People also bought” sections
- Recently viewed products
- Product badges (New, Sale, Best Seller)

13.3 Reviews and ratings

- Customer product reviews
- Star ratings
- Review moderation by admin

13.4 Social & sharing

- Social media share buttons on product pages
- Links to social media profiles

13.5 Other promotions (optional)

- Loyalty points system
 - Referral program
 - Gift cards
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14. ANALYTICS & REPORTING

14.1 Sales reports

- Sales by day/week/month
- Sales by product
- Sales by category
- Sales by payment method
- Sales by customer group

14.2 Product performance

- Best-selling products
- Least-selling or low-performing products
- Stock movement reports (optional)

14.3 Customer analytics

- New vs returning customers
- Customer lifetime value (optional)

14.4 Cart and conversion

- Abandoned cart tracking (optional)
- Conversion rate tracking (via Google Analytics)

14.5 Integration

- Google Analytics integration
- Facebook Pixel or similar (optional)

15. ADMIN PANEL & SETTINGS

15.1 Admin dashboard

- Key metrics overview (sales, orders, customers)
- Recent orders list
- Quick links to common actions

15.2 User management

- Create and manage admin users
- Role-based access control (permissions)

15.3 Store configuration

- Store name, logo, contact details
- Currency and currency format
- Language settings

- Date/time format
- Tax configuration (VAT, sales tax rules)
- Tax inclusive/exclusive display setting

15.4 Email configuration

- SMTP or email sending settings
- Email templates for:
 - Order confirmation
 - Order status updates
 - Password reset
 - Newsletter

15.5 Backup and maintenance

- Manual/automatic database backup (optional)
- Maintenance mode

16. SECURITY REQUIREMENTS

16.1 Technical security

- HTTPS/SSL
- Secure password hashing
- CSRF protection
- SQL injection protection (prepared statements)
- XSS protection (proper escaping)
- Protection against brute-force login attempts

16.2 Privacy & compliance

- GDPR compliant data handling (where applicable)
- Cookie notice and preferences (optional)
- Clear privacy policy page

17. PERFORMANCE & SCALABILITY

17.1 Performance

- Page caching
- Database query optimization
- Image optimization and thumbnails

- Pagination on product listing pages

17.2 Scalability

- CDN support for static assets (optional)
 - Load balancer compatibility (optional)
 - Support for database replication (optional)
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18. INTEGRATIONS (OPTIONAL BUT USEFUL)

18.1 External services

- Payment gateways
- Shipping carrier APIs
- Email marketing platforms
- CRM and ERP systems
- Accounting software
- Marketplaces (Amazon, eBay, etc.)

18.2 Web services

- REST API for products, orders, customers
 - API authentication (JWT/OAuth)
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19. ADVANCED FEATURES (OPTIONAL)

19.1 Multi-store and multi-tenant

- Multiple stores from one backend
- Separate domains or subdomains per store

19.2 Multi-language and multi-currency

- Multiple languages with language switcher
- Multiple currencies with currency switcher
- Automatic currency conversion (optional)

19.3 B2B features

- Company accounts with multiple users
- Request-a-quote functionality
- Custom pricing per company

19.4 Loyalty and engagement

- Loyalty points and rewards
- Store credit
- Gift cards
- Referral and affiliate program

19.5 Mobile and PWA

- Responsive design for mobile
- Progressive Web App (PWA) support
- Mobile app integration (optional)

END OF CHECKLIST