Product Requirement Document : Consumer App Business

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RevoU
Mini Course

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Case Study

In the course of the next 5 days, you will learn the basic skills of product managers. It's now a fun time for a Product Development maven like yourself. You can now **finish this case with powerful Product ideas for imaginary new startup company that you pop out of inexistence.**

(**Note**: *To make it easy and uniform for grading purposes, the startup business that you imagine must be a* **Consumer App business**).

Feel free to suggest any startup business for this task (it can be e-commerce, ride-hailing, or anything you like). Now, you are required to populate new tasks (combination of new features and bugs fixing) to be implemented by your great software engineering team. You can benchmark existing products to better understand the product.

You are required to do these two steps to finish this the challenge, pay attention carefully to the instructions given

Step #1 – Understand the product & create user flow

Step #2 – Setting Up Kanban Board

Step #3 – Skillset: Populating Task for Kanban Team

Product Description

- ISSIJO by Jovita Justine : A startup company engaged in retail luxury goods, fashion, shoes and ready wear, watch and high jewelry e-commerce

- Vision : Become the no.1 trusted retail luxury goods, fashion, shoes and ready wear, watch and high jewelry e-commerce in your heart

- Mission : Providing the best products for you & the worldwide

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User Persona

Customer

Goals:

1. Melihat discount mana yang sedang aktif dan bisa digunakan
2. Melihat discount mana yang bisa diaplikasikan pada keranjang saya
3. Mengaplikasikan kode diskon sehingga harga produk bisa terpotong
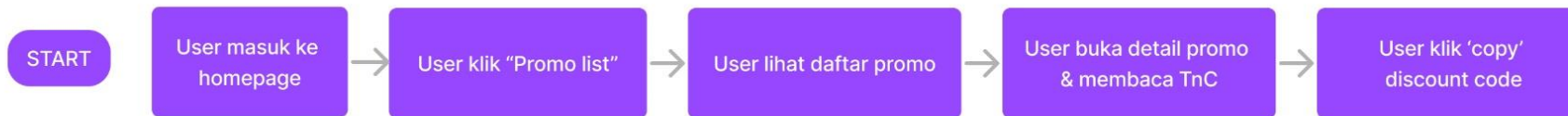
Internal Admin

Goals:

1. Membuat promo diskon
2. Melihat promo yang sudah dibuat (yang aktif maupun inactive)
3. Melihat transaksi mana saja yang menggunakan promo
4. Melihat visualisasi trend penggunaan promo

User Flow

START → User masuk ke homepage → User klik "Promo list" → User lihat daftar promo → User buka detail promo & membaca TnC → User klik 'copy' discount code
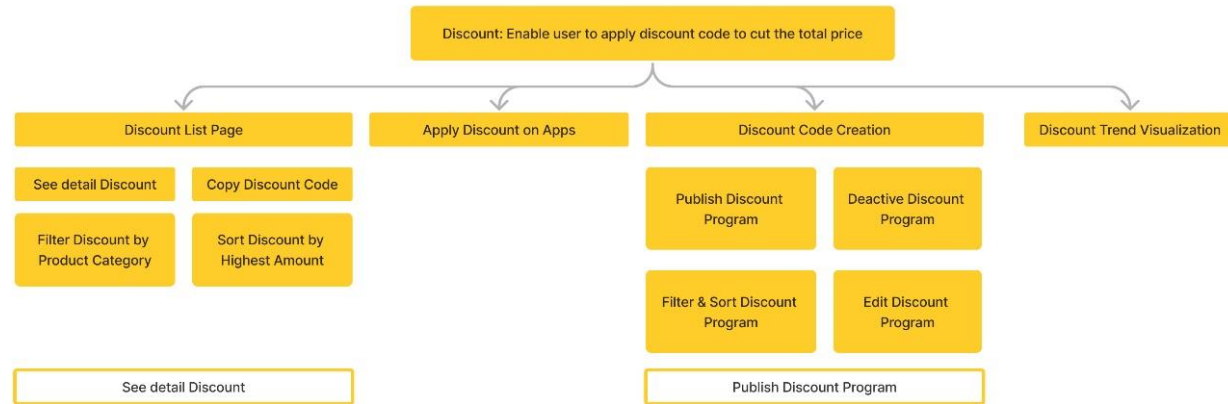
For more details, you can view here:
https://www.figma.com/file/wCfgSIBPp8WJqfCjuOl8vh/Brainstorm-ISSIJO-by-Jovita-Justine-Discount-Feature?node-id=0%3A1&t=sGAde8Z7BgTj7lPn-1

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EPIC & User Story

Discount: Enable user to apply discount code to cut the total price

| Discount List Page | Apply Discount on Apps | Discount Code Creation | Discount Trend Visualization |

Discount List Page:
- See detail Discount
- Copy Discount Code
- Filter Discount by Product Category
- Sort Discount by Highest Amount

Discount Code Creation:
- Publish Discount Program
- Deactive Discount Program
- Filter & Sort Discount Program
- Edit Discount Program

See detail Discount

As a user, I want to see discount detail page, so that I can learn promo TnC and promo code

Acceptance Criteria:
- User can see Discount List on Promo List page
- User can open Discount list to see Discount detail page
- User can see:
  - Promo Name
  - Promo Banner
  - Amount Discount
  - Term & Condition
  - Promo Code
- **Given** the promo is available **Then** the system shows 'Use this discount now'
- **Given** the promo is out of stock **Then** the banner will be overlay with 'Out of stock'

URL Path: issijo.co.id/promo-list

Publish Discount Program

As an Admin, I want to create promo on Admin Dashboard, so that the promo will appear on Promo List or can be used by the user

Acceptance Criteria:
1. Admin perlu menambahkan informasi berikut untuk membuat promo:
   - Nama Promo
   - Code Promo
   - Tanggal End Period
   - Jumlah potongan
   - Kriteria Pengguna
     - Minimal total pembayaran
     - Kategori service dipilih
2. Admin bisa save draft Promo
3. Admin bisa publish Promo
4. **Given** the promo name is already created **Then** the system shows error 'Nama promo sudah digunakan, harap ganti nama promo'
5. **Given** the promo information are eligible to be created **When** the admin click 'Publish' **Then** the system will shows message 'Promo is successfully published'
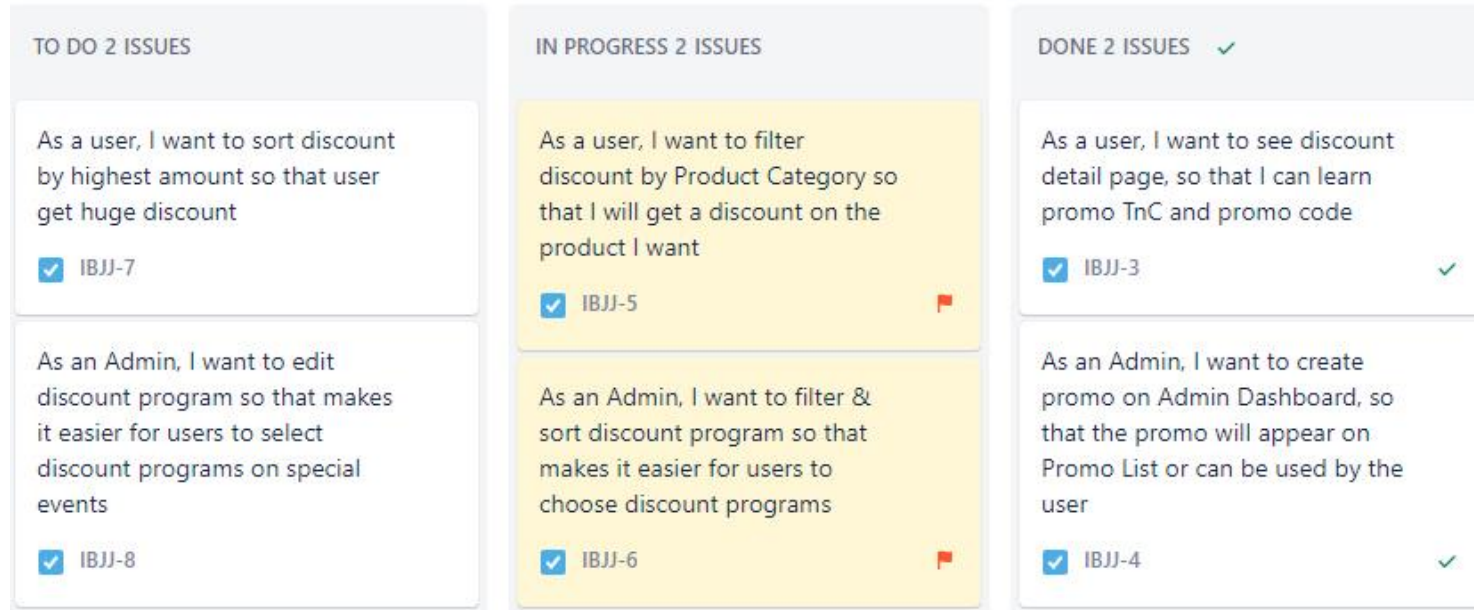
For more details, you can view here:
https://www.figma.com/file/wCfgSIBPp8WJqfCjuOl8vh/Brainstorm-ISSIJO-by-Jovita-Justine-Discount-Feature?node-id=0%3A1&t=sGAde8Z7BgTj7lPn-1

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Kanban Board in Jira

TO DO 2 ISSUES	IN PROGRESS 2 ISSUES	DONE 2 ISSUES ✓
As a user, I want to sort discount by highest amount so that user get huge discount ☑ IBJJ-7	As a user, I want to filter discount by Product Category so that I will get a discount on the product I want ☑ IBJJ-5 🚩	As a user, I want to see discount detail page, so that I can learn promo TnC and promo code ☑ IBJJ-3 ✓
As an Admin, I want to edit discount program so that makes it easier for users to select discount programs on special events ☑ IBJJ-8	As an Admin, I want to filter & sort discount program so that makes it easier for users to choose discount programs ☑ IBJJ-6 🚩	As an Admin, I want to create promo on Admin Dashboard, so that the promo will appear on Promo List or can be used by the user ☑ IBJJ-4 ✓

Notes:

1. In each task there are 3 stages (To Do, In Progress, and Done).

2. In each task, prioritize the most important/ important tasks first.

3. You can use the 'flag' mark, to mark a new feature or a bug fix.

For more details, you can view here:
https://issijo.atlassian.net/jira/software/projects/IBJJ/boards/1

Thank You.
Let's collaborate.

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