

Product Requirements Document (PRD)

Product Name: PureVeda Naturals – Online Store MVP

Objective: Build a lightweight, accessible e-commerce experience for toxin-free hair and skin care products

Features:

- Homepage introducing brand and values
- Product listing with clean filtering (e.g., hair type, ingredients)
- Detailed product pages (ingredients, reviews, benefits)
- Cart and secure checkout via Stripe or PayPal
- Newsletter signup (email capture)

User Stories:

- “As a first-time visitor, I want to filter products based on my hair type.”
- “As a health-conscious shopper, I want to view ingredient lists before buying.”
- “As a loyal customer, I want to subscribe to monthly shipments.”

Success Metrics:

- 100+ email signups in the first 30 days
 - Checkout conversion rate of 15%+
 - 4.5+ avg. satisfaction rating from soft launch testers
-