eCommerce WebsiteDevelopment Brief

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1. Project Summary:

· A clean, mobile-friendly eCommerce website using WordPress + WooCommerce.

· Supports sales in INR & USD, for Indian and global buyers.

· Starts with ~20 products, expandable anytime.

2. Key Features:

· Product catalog, filtering, and detailed product pages with multiple images.

· Cart, easy checkout, coupon support, and order confirmation email.

· Secure login, customer dashboard, and order tracking.

· Razorpay payment gateway: UPI, cards, netbanking.

· Essential pages: Home, Shop, Product, Cart, Checkout, My Account, About, Contact, FAQ, Policies (Return, Privacy,T&C, Shipping).

3. Admin Panel:

· Add/edit/delete products.

· Manage stock and orders.

· View sales reports and customer data.

4. Technical & Performance:

· Fast, mobile-responsive, SEO-ready (clean URLs, meta tags, image alt tags).

· Secure (SSL, data protection, updated plugins).

· Built for easy maintenance and future scaling.

5. What We Need From You:

· Product info, images, logo, brand style.

· Payment gateway keys (e.g., Razorpay).

· Hosting/domain access & timely feedback.

6. Delivery:

· Fully working site + Admin login + How-to guide.