

# The Mobile App Product Requirements

## 1.Objective

<b>Vision</b>	<b>ShopOn</b> is a shopping app that lets you shop millions of products and manage your orders from anywhere.
<b>Goals</b>	You have full access to your Shopping Cart, Wish Lists, payment, Subscribe & Save order history.
<b>Personas</b>	The product can be used for every one who loves online shopping.

## 2.Release




Release	Release 1.1
Date	<i>May 20, 2020</i>
Features	The main functionalities and feature

Release	Release 1.2
Date	<i>Jun 30, 2020</i>

Features	Secondary futures and additional options.
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The releases will be decided based on a structured roadmap.

And the final release for structured roadmap will include general improvement and bug fixes.

	Milestones	 Date	 Milestone Ty...	 Theme (Tech...
1	Release 1.1	May 20, 2020	release	Milestones
2	Release 1.2	Jun 30, 2020	release	Milestones
3	Onboarding Complete	Jul 15, 2020	tradeshaw	Android / IOS team

### 3. Features

App must contains following futures

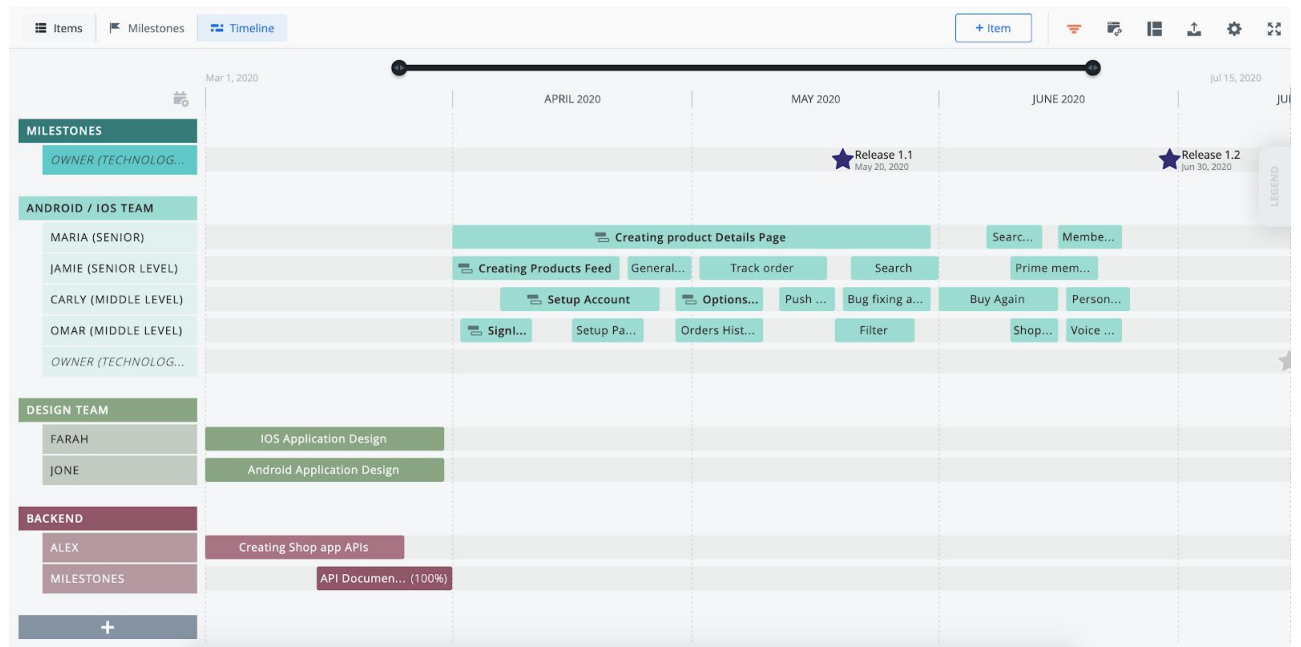
- Login /Registration
- Setup payment Options
- Select products from suggested list
- Add products to Favorit
- Search the custom items
- Make order online from the app
- Track current order status
- Show order history
- Share product
- Compare with similar items
- Customer reviews
- Sponsored products related to selected Item
- Push Notifications
- Filter
- Membership and subscriptions
- Personalized Content
- Search by voice and image

## 4.Product Roadmap

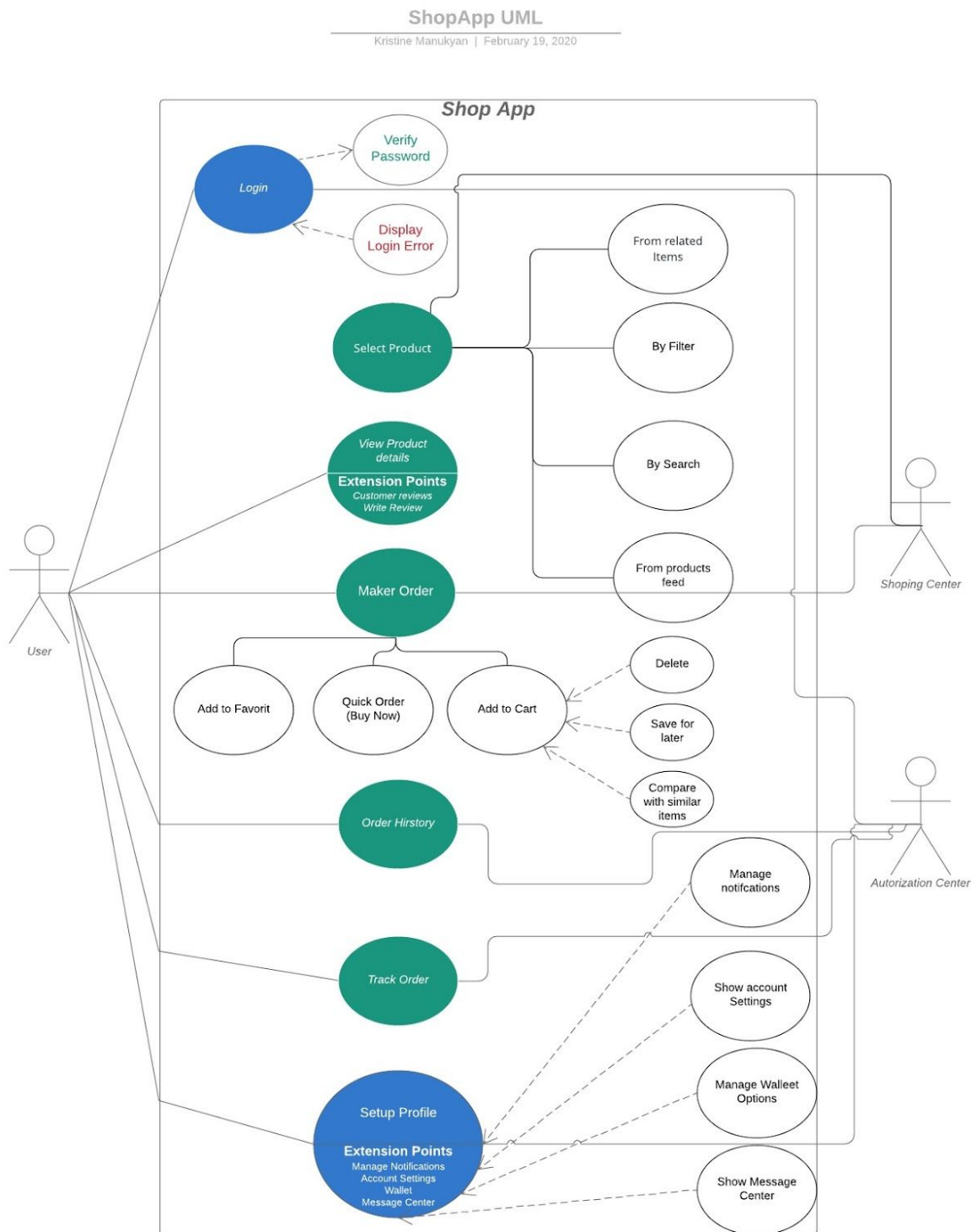
Here you can view the final version of the product roadmap and review the details about tasks and planning.

<https://eu-rm.roadmunk.com/publish/56a70df17a22a27a2c7b4be3305abf91c5d8636>

9



## 5. User flow



## 6. Analytics

### General App KPIs

#### Mobile Downloads

The number of times that an app is downloaded to a device is perhaps the simplest and most obvious way to track its popularity among users.

#### Installations

Just because someone downloaded an app doesn't mean that the setup process was completed. Therefore, we should also be tracking actual installations on the various devices that our audience uses.

#### Uninstallations

Someone can decide to uninstall our app for any number of reasons, and they won't always leave feedback or give a reason why.

#### Registrations

#### Subscriptions

There are other key performance indicators that measure how users engage with the app, including how, when, and where they use it.

#### Retention Rate

The number of users that come back or return after a given time period has passed.

$$\text{Retention Rate} = ((\text{CE} - \text{CN}) / \text{CS}) \times 100$$

CE = number of customers at the end of the period

CN = number of new customers acquired during this period

CS = number of customers at the start of the period

#### Sessions

#### Session Depth

Defined as the number of interactions per session or how far along the user path someone journeys before closing a session or the app.

#### Average Screens Per Visit

The number of unique pages or URLs that a user hits during each visit, averaged

#### Daily Active Users (DAU)

The number of active users who use the app on a daily basis.

### **Monthly Active Users (MAU)**

The number of active users of the app on a monthly basis. These are generally tracked as unique visitors who may visit for multiple sessions, so it is important to pay attention to both KPIs.

### **Social Shares**

The number of times our app is recommended or shared on social media.

### **User Experience KPIs**

The experience of the user is perhaps the most important factor in regard to whether a mobile app succeeds or fails.

### **Load Time**

### **Devices**

Another relatively simple KPI to define and track, this is simply which devices our audience uses to access our app.

### **OS**

This is overwhelmingly a question of Android versus iOS for both users and developers (although the app should work well on both).

### **Permissions Granted**

The amount of access or permissions that our customers allow via our app.

### **Revenue-Focused/Financial Mobile KPIs**

Money might not be *everything*, but it is certainly important.

### **Average Revenue Per User (ARPU)**

The average amount of value or cash generated per user via in-app purchases, ad impressions or clicks, subscriptions, paid downloads, or other forms of monetization.

## Customer Acquisition Cost (CAC)

The cost of acquiring a new customer, e.g. the money spent advertising our app, including the time factored in for marketing costs (time is money, after all).

## Mobile App Marketing KPIs

### Install Source (Attribution)

The platform and referral source where our customers discover and install our app is a key piece of knowledge that will inform the rest of our campaign. Is it via paid ads or links, organic mentions, or some combination of the two, and what is that ratio?

What sources are the most and least successful?

### Geo-metrics

The geographic location of our users (and subsequently their language) may affect in-app purchases and ad revenue, so it is important to track.

It can also inform our future mobile app marketing campaigns by letting you know which locations to target and/or which locations are already saturated.

**\*\*** The big part of mentioned points are easy to get from the company CRM tools if it exists or use already existing tools such Google analytics tools for having all of them combined in one place.

## 7.Product & Technical Requirements

- The app will be built for an IOS and Android platforms.
- Supported operating system versions

Android : from 5.0 Lollipop - Android to Android 10

IOS : from IOS 10 to IOS 13

- Current used service will be Shopify's APIs.  
<https://shopappandroid.myshopify.com/admin/api/2020-01/products.json>