

Scope of Work (SOW) - Version 2

Social Media Publishing Platform + shop.domain Ecommerce Website

1. Project Overview

- Build an ecosystem consisting of:
 - (A) Mobile-first Social Media Publishing Dashboard (admin/internal use).
 - (B) shop.domain Ecommerce Website (public-facing store).
- Users can create product/merch content once, publish it to socials, and sell the same products via shop.domain
- Integrations: Facebook Pages, Instagram Business/Creator, X (Twitter), plus readiness for Pinterest.

2. Objectives

- Reduce time required to publish and sell advertised merchandise.
- Enable a single workflow: Create product -> Create post -> Publish -> Customers buy from shop.domain.
- Provide a foolproof, non-technical workflow for agencies, brands, and creators.
- Support scheduling, tracking, and publishing status monitoring.
- Increase conversion: social content links directly to product pages.

3. Target Users

- Social media managers handling brand/client merchandising.
- Agencies and marketing teams.
- Business owners selling products directly from marketing campaigns.
- Customers/end-users purchasing from shop.domain.

4. Platform Components (Modules)

- Social Media Management Dashboard (secured): content composer, captions, scheduling, publishing tracker
- Product & Merch Catalog: create/manage products and inventories (admin side).
- shop.domain Storefront (public): product listing, product detail page, cart, checkout.
- Linking Engine: attach posts to products and auto-generate trackable product links.

5. Core Features (Functional Requirements) - Social Dashboard

- User login and account management.
- Client/workspace switching (multi-client support).
- Connect social accounts via secure login (OAuth).
- Content composer: upload image/video/text once.
- Platform-specific captions (X caption / Instagram caption / Facebook caption / Pinterest caption-ready).
- Preview per platform.
- Select which accounts/platforms to publish to.
- Publish now and schedule publishing.
- Queue + publishing tracker (success/failure logs).
- Retry mechanism for failed posts.
- Attach post to product(s) from catalog and auto-include product link.

6. Core Features (Functional Requirements) - shop.domain Ecommerce

- Public storefront with mobile-first UI.
- Product listing page + product details page.
- Cart and checkout flow.

- Payment integration (e.g., M-Pesa, Card, or Stripe depending on country requirements).
- Order confirmation + basic order management (admin side).
- Product availability and pricing management.
- SEO-friendly pages and shareable product links.

7. Social Media Integrations

- Facebook Pages posting (text/photo/video where supported).
- Instagram posting (Business/Creator accounts linked to Facebook Page).
- X (Twitter) posting (subject to API access tier).
- Pinterest readiness: structure system to support Pinterest posting later (boards/pins).
- Handle API limitations per platform (character limits, media types, etc.).

8. Mobile-First Dashboard (UI/UX Requirements)

- Responsive design optimized for phone screens and desktop browsers.
- Step-by-step posting workflow (wizard style).
- Large buttons, minimal text, clear confirmations.
- Validation rules to prevent errors (caption length, missing media, missing product link).
- Post status view: draft / scheduled / published / failed.
- Filters (by client, platform, status, product).

9. Non-Functional Requirements

- Secure token storage and encryption.
- Role-based access control (Admin/Staff optional).
- Performance: instant UI response using background jobs + caching.
- Audit trail of publishing activity and order activity.
- Error handling with clear user-facing messages.

10. Deliverables

- Mobile-first Social Media Publishing Dashboard.
- shop.domain Ecommerce Storefront (public website).
- Admin catalog management for products/merch.
- Publishing job queue and worker system.
- Database schema and API services.
- Deployment-ready codebase and Docker setup.
- Basic documentation and onboarding guide.

11. Assumptions & Constraints

- Instagram posting possible only for Business/Creator accounts via Meta API.
- X API access may require paid subscription depending on usage.
- Pinterest integration may require separate approval and API terms.
- Ecommerce payment options depend on chosen region/payment provider.
- Analytics (likes/comments/advanced attribution) excluded unless added as separate phase.

12. Optional Add-ons (Future Enhancements)

- Analytics dashboard: engagement + conversion tracking.
- Discount codes and campaign tagging per post.
- AI-assisted caption generator and product description generator.

- Abandoned cart recovery notifications.
- Customer accounts and order history.

13. Acceptance Criteria

- User can connect at least 1 Facebook Page and publish a post with a product link.
- User can create a post with different captions for each platform.
- User can schedule content and see it publish at the right time.
- System logs publishing success/failure and provides retry.
- Customers can browse shop.domain, add products to cart, and successfully checkout.
- Orders appear in admin order list with correct product details.