# School Bag Business App – Product Strategy Document

## 1. Market Analysis

The Indian bag and backpack market is growing at ~8–10% CAGR, driven by school reopening, urbanization, and online shopping.   
Parents increasingly prefer ergonomic, durable, and stylish school bags with smart compartments.   
E-commerce penetration and mobile-first shopping are rising sharply in Tier 2 & 3 cities.

### Target Segments

1. Primary School Parents (Ages 5–10) – Focus on lightweight, colorful, cartoon-based designs.  
2. High School & College Students (Ages 11–21) – Focus on trend, durability, laptop compartments, waterproof material.  
3. Retail Partners / Distributors – Interested in bulk orders and restock alerts.

### Market Trends

- Personalization: Kids want names or prints on bags.  
- Sustainability: Eco-friendly materials gaining traction.  
- Smart Commerce: Mobile app-based loyalty, offers, and AR try-out experiences.  
- Hybrid Retail: Integration of in-store and online experience (order online, pickup in store).

### Opportunities

- Introduce AI-driven recommendations (size, design, or color based on student age).  
- Offer “Back-to-School” seasonal bundles.  
- Launch loyalty programs and digital wallet discounts.  
- Partner with schools for customized uniform bags.

## 2. Product Initiatives

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| Initiative | Goal | Impact |
| Personalized Shopping Experience | Enable customers to customize bag names and colors before purchase. | Increased engagement & conversion. |
| Retail + Online Integration | Connect physical shop inventory with the app for real-time stock updates. | Reduce out-of-stock frustration. |
| Smart Recommendation Engine | Suggest bags based on child’s age, gender, and school type. | Better user satisfaction and higher sales. |
| Loyalty & Rewards Program | Introduce points, referrals, and coupons. | Customer retention. |
| Seasonal Campaign Automation | Auto-launch “Back-to-School” deals. | Boost seasonal sales. |

## 3. Epics

* Epic 1: Bag Personalization Module – Allow customers to personalize name tags, prints, and colors.
* Epic 2: Real-time Inventory Sync – Integrate offline Walky Baggy store with the app’s inventory in real time.
* Epic 3: Smart Recommendation Engine – Suggest relevant bags using basic ML based on age, preferences, and past purchases.
* Epic 4: Loyalty & Rewards System – Introduce points for purchases, social shares, and referrals.
* Epic 5: Seasonal Campaign Manager – Automate promotional campaigns for back-to-school and festive seasons.

## 4. User Stories

1. User Story 1 – Personalization

As a parent, I want to add my child’s name and choose a cartoon print on the school bag, so that I can make the bag unique and easily identifiable.

1. User Story 2 – Real-time Inventory

As a customer, I want to see real-time stock updates from the nearby Walky Baggy store, so that I don’t order items that are unavailable.

1. User Story 3 – Smart Recommendations

As a new user, I want to get bag recommendations based on my child’s class and age, so that I can easily find the best-fitting product.

1. User Story 4 – Loyalty Points

As a regular buyer, I want to earn reward points for every purchase, so that I can redeem them later for discounts.

1. User Story 5 – Seasonal Promotions

As a user, I want to receive push notifications for “Back-to-School” offers, so that I can shop during the best discounts.