

Product Requirement Document (PRD)

1. Title & Document Info

Feature Name: Shared Cart

Document Version: 1.0

Date: March 18, 2025

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Stakeholders: Product Management, Engineering, Design, Data Science, Marketing, Customer Support

Status: Draft

2. Executive Summary

One-liner Summary

A feature that allows consumers to create multiple shopping carts, add items, and share them with friends for collaborative shopping.

Why Now?

- Increasing demand for social and collaborative shopping experiences.
- Competitor platforms offering cart-sharing functionality.
- Enhancing engagement and conversion rates through shared recommendations.
- Enabling group buying and gifting use cases.

Key Goals

- Allow consumers to create and manage multiple carts.
- Enable easy sharing of carts with friends and family.
- Provide seamless collaboration on shared carts.
- Drive higher conversions through social engagement.

3. Problem Statement

Current Challenges

- Users often browse products but lack a way to share their selections.

- No structured way to create multiple carts for different needs (e.g., personal shopping vs. gifting).
- Customers rely on screenshots or external lists to share shopping choices.
- Friction in coordinating group purchases or getting recommendations from friends.

User Pain Points

- *"I want to create a separate cart for gifts without mixing it with my personal items."*
- *"I need an easy way to share my cart with friends and get their feedback."*
- *"Coordinating group purchases is difficult without a built-in sharing feature."*

Data/Insights

- 65% of users share product links with friends before making a purchase.
 - Social commerce features have led to 20-30% higher conversion rates in e-commerce platforms.
 - Customers engage more with brands when shopping becomes a shared experience.
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4. Objectives & Success Metrics

Objectives

- Enable users to create multiple carts and organize purchases efficiently.
- Facilitate seamless cart sharing via links or social platforms.
- Support collaborative shopping by allowing friends to view and suggest edits.
- Increase conversion rates by reducing friction in group purchases.

Success Metrics (KPIs)

- % of users creating multiple carts.
 - % of carts successfully shared with friends.
 - % of shared carts leading to completed purchases.
 - Average order value (AOV) increase post-feature implementation.
 - Customer satisfaction and engagement with shared carts.
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5. User Stories & Use Cases

Primary User Personas

- **Shopper:** Wants to create and share carts for personal use, gifting, or group purchases.
- **Friend/Recipient:** Wants to view a shared cart and provide feedback or suggestions.

- **Admin/Customer Support:** Manages feature rollouts and resolves issues related to shared carts.

User Stories

1. *As a shopper, I want to create multiple carts so I can organize my purchases.*
2. *As a shopper, I want to share my cart with friends so they can view and provide input.*
3. *As a recipient, I want to see the shared cart without needing an account.*
4. *As a shopper, I want to track changes made to my shared cart.*

Edge Cases & Constraints

- What happens if an item goes out of stock in a shared cart?
 - Should recipients be able to edit the cart or only suggest changes?
 - How should discounts and promotions be handled in shared carts?
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6. Feature Scope & Requirements

Core Features (In Scope)

- Ability to create multiple shopping carts.
- Option to share carts via a link, email, or social media.
- View-only access for non-logged-in users.
- Notifications for cart updates (e.g., item added/removed, price changes).

Out of Scope (For Future Consideration)

- Real-time collaborative editing of carts.
- AI-powered recommendations based on shared cart activity.

Functional Requirements

- **User Actions:**
 - Users can create, name, and manage multiple carts.
 - Users can generate shareable links for carts.
 - Recipients can view the cart and leave comments/suggestions.
- **System Behaviors:**
 - Sends notifications when changes are made to a shared cart.
 - Prevents editing conflicts by limiting permissions.
 - Ensures carts sync in real-time to reflect stock availability.

Non-Functional Requirements

- **Performance:** Fast loading and seamless cart synchronization.
- **Scalability:** Ability to handle thousands of shared carts simultaneously.

- **Security:** Encrypted links to prevent unauthorized access.
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7. Design & UX Considerations

- **Wireframes / Mockups:** To be designed.
 - **UI/UX Flow:** Create cart → Add items → Share link → Friend views and suggests changes → Checkout.
 - **A/B Testing:** Experiment with different sharing methods to optimize engagement.
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8. Technical Considerations

- **Platform Impact:** Requires updates on Web, iOS, and Android.
 - **APIs & Data Flows:** Cart creation, sharing, notifications.
 - **Dependencies:** Authentication, product catalog, stock management.
 - **Scalability Risks:** High concurrent traffic on shared carts.
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9. Launch & Rollout Plan

Beta Testing / Internal Testing

- Test with a select group of users.
- Monitor engagement and usability feedback.

Phased Rollout Plan

- Phase 1: Internal testing with employees.
- Phase 2: Limited beta with early adopters.
- Phase 3: Full rollout to all customers.

Feature Flags / Rollback Plan

- Gradual release with performance monitoring.
 - Ability to disable feature if technical issues arise.
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10. Risks & Open Questions

Potential Risks & Mitigations

- **Cart Abandonment:** Encourage checkout with personalized reminders.
- **Security Concerns:** Ensure only authorized users access shared carts.
- **Stock Issues:** Implement real-time stock validation before checkout.

Open Questions

- Should users be able to edit shared carts collaboratively?
 - Should shared carts expire after a certain period?
 - How to handle discounts and coupon codes in shared carts?
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11. Post-Launch & Monitoring

Success Metrics & Dashboards

- Cart sharing frequency and engagement rates.
- Impact on conversion rates and AOV.
- User feedback and support tickets related to shared carts.

Customer Support & Edge Case Handling

- In-app FAQs and help guides.
- Support channels for reporting shared cart issues.

Iteration Plan

- Explore real-time collaborative cart editing.
 - Expand sharing options (e.g., WhatsApp, SMS integration).
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Conclusion

This **Shared Cart** feature will enhance customer experience by enabling seamless shopping, better organization, and social commerce. By allowing users to share and collaborate on carts, it will drive higher engagement and conversions for Quince. 