Product Requirement Document

Reflecting Store Inventory on PDP

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[**Problem Statement**](#_5747ioyqd21v) **2**

[**Impact**](#_yen21qi5z3uf) **2**

[**Existing Process**](#_mdyct0vfg5qr) **3**

[**Proposed Process**](#_bvnqd7tmczmy) **3**

[**User Stories**](#_gcd5an6ob72v) **4**

[User 1: With Saved Address](#_a6hcypmnltfm) 4

[User 2: Without any saved Addresses](#_ecojn4iqpey3) 5

[User 3: No stock in the store](#_w6ul2t83bgl7) 5

[**Analytics and Tracking**](#_7gxan2nqjtu9) **5**

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# Problem Statement

1. Customers would like to physically inspect the products for look and feel before buying high ticket items like furniture.

2. There is some additional store inventory which can be onboarded online and can be clubbed with Made-to-Order to provide an even better experience to the customer

The above scenarios could be solved for if the customer is made aware that the desired product is available in the store nearby him/her. We would like to provide the information of inventory or product available in the nearby store. This shall also help the Lead & Acuity applications to improve prospective customers and lead to successful conversions

This information shall be useful to the customers across all the concepts i.e Max, Lifestyle & Homecentre and will be made available across all the online platforms

# Impact

Financial: 6 Crore of Store Revenue as communicated by business in an annualised manner

Increase in Overall Revenue: The overall revenue of the company is increased as the customer is provided with an alternative source of purchase.

# Existing Process

In an online store the customer cannot assess the look and feel of high-ticket items.

Existing process does not leverage the inventory of the physical stores of Landmark group. Thus, losing out on the potential conversions.

**User journey**

* User browses through the products and shortlists a product for purchase
* The product and the size combination is “out of stock” in our warehouse OR User wants to have the touch and feel of the product before purchase

# Proposed Process

We introduce a new line as below

**“Click here to check out the product at a store near you.”** Since this is a new functionality, we provide this so that the user can discover and drill down further.

If the Pincode or address is not saved, the system should prompt the customer to enter the Pincode to get the nearby store details. If the customer is logged in and has a saved address, then the user will directly see the table basis the last used Pincode or address. We shall provide the option of adding a different Pincode if the user is logged in and has a saved address.

User shall be given the Product number along with the product image and size details so that it is easier to get to the product at the store. We will send the product information through Whatsapp message/ e-mail. This information shall be displayed at the store. The communication between customer and the store employees will be seamless. Following elements shall be included in the communication

* Product Image along with the link directed towards the respective concept
* Product Name and number (This shall enable store employees to quickly reach the products)
* Product size and colour details wherever applicable.

The user shall be displayed with a table as below

|  |  |  |  |
| --- | --- | --- | --- |
| S.no | Store Name | Approximate Distance (in Kms) | Available Quantity (Nos) |
| 1 | xxxx | 1.2 | 3 |
| 2 | xxxx | 3.5 | 10 |

**Display Criteria:** The stores with available quantiy >0 should be displayed on the list. The top 5 results shall be shown. The maximum number of stores visible to a particular customer shall be 5. The order of the addresses shall depend on the Ascending order of the distance. i.e the store with the least distance shall be visible at the top of the list and the store with the maximum distance from the customer’s place shall be provided at the bottom. There shall be an upper limit on the distance (configurable) beyond which the stores will not be populated. Example: If the upper limit distance is 30kms, the stores with approximate distance >30kms will not be displayed.

**Store Name:** The name of the store approximate distance and available quantity shall be displayed initially. Once we hover on the name of the store, the following information shall be visible on the web. On msite and applications, it should be clickable and the below information should be populated.

* Store Address: The store address provided should be a link which when clicked would open up the Maps application of the respective operative system pin pointing the store.
* Contact Information: The Contact number should be contact number of the store. Whenever a customer clicks on a contact number, the phone app should be opened with the contact number copied to the dialler.

**Distance:** The approximate distance shall be calculated basis the address saved or the Pincode provided by the customer. The distance field shall have upto 1 decimal place.

**Process**

1. This feature will largely be built within the CP system. Hybris effort will be minimum
2. **RMS shall send the data similar to that of Google feed with store data, sku and inventory.**
3. **The addresses & Contact information of the stores along with their latitude and longitudinal co-ordinates will be called by CP**
4. When the customer enters the Pincode, the front-end will pass the Pincode to CP. We shall not ask for the customer’s location.
5. If the customer is logged in and has a saved address, the Pincode shall be fetched from the saved address for this process
6. CP will have a Pincode to latitude - longitude mapping of the stores.
7. CP has overall Pincode to Area Latitude longitude mapping
8. Once the customer's Pincode is received by CP, it will fetch the Pincode as per point 6 and get the aerial distance between the customers Pincode and all the Pincodes in point 5 and sort them by distance.
9. The top 5 nearest stores within a distance of 30kms (Configurable) range shall be displayed to the customer.
10. This functionality shall be active only if the product is available in the nearby store. The availability shall be flagged by Hybris or CP and sent to the front end and shown on PDP.
11. If the product is not available, the functionality shall **not** be visible on the PDP.
12. If there is no store Pincode in the configured radius then the customer will see an error message “Sorry, there are no nearby stores, Please click here to widen the search perimeter”

## User Journey

* User Browses the through any of the concepts and shortlists a product
* Product is “Out of Stock” on online platforms
* A message is provided to check for availability in the nearby store. User clicks on “Click here” to access the data
* If address is not saved, the customer is prompted to enter the Delivery Pincode and clicks on search
* A list is populated with the nearby store name along with the instore inventory
* User hovers over the store name to get to the address and contact information
* User enquires regarding the availability using the contact information provided
* User will be given another click for providing the product information to their email address or whatsapp message.
* User purchases the product from the store basis the product information provided

# Analytics and Tracking

* Clicks on Store Inventory query
* Clicks on the address or mobile link
* Request for product information
* Pincode API call
* Addition in store revenues
  + Cross selling/ upselling due to physical visits