# **Product Specification Document**

## **Project: strideelectronics.com**

## **1. Context**

**strideelectronics.com** is a dual-purpose e-commerce platform designed for both buying and selling electronics. Users can register either as buyers, sellers, or both, and interact with a curated marketplace of electronics ranging from mobile phones and laptops to home appliances like washing machines, fridges, and mixer grinders.

The platform ensures a modern, intuitive, and engaging experience by integrating social elements (likes, comments, follows), a digital wallet (StrideCredit), and a fair transactional fee structure (5% from buyer, 5% from seller).

## **2. Objective**

* To create a robust marketplace specifically for **electronics**.
* Facilitate **secure transactions** between buyers and sellers.
* Provide a **social-commerce experience** to engage users.
* Generate revenue via a **10% commission model** (5% seller, 5% buyer).
* Encourage loyalty through **StrideCredit rewards**.
* Provide a seamless interface across **web and mobile platforms**.

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## **3. Core Features**

### **Buyer Features**

* Browse/search electronics
* Product details, likes, comments
* Follow sellers
* Add to cart/wishlist
* Secure payment (Credit Cards / Gift Cards / StrideCredit)
* Order tracking & history
* Notifications
* Profile & account management

### **Seller Features**

* Product listing with images & details
* Price & discount management
* Order fulfillment dashboard
* Seller profile and product reviews
* Earnings and payment management

### **Shared Features**

* Signup/Login (email, social login)
* Notifications & alerts
* Payment methods & address book
* StrideCredit wallet
* Settings, KYC (for sellers), and customer support

## **4. Data Requirements**

### **User Data**

* Full name, email, phone number
* Role (Buyer/Seller/Both)
* Address(es)
* Payment methods
* StrideCredit balance
* Notifications
* Order history

### **Product Data**

* Title, description, category, condition (new/used)
* Images
* Price, discount, tax
* Seller ID
* Ratings, comments, likes
* Inventory status

### **Transaction Data**

* Buyer ID, Seller ID
* Product ID
* Payment method
* Commission breakdown
* StrideCredit applied
* Invoice & tax data

## **5. User Stories (Detailed)**

### **5.1. Authentication & Account**

#### **5.1.1 User Sign Up**

* **Requirement:** Users can register via email or Google/Facebook login.
* **Edge Cases:**
  + Duplicate email: show error.
  + Weak password: show requirements.
* **Notes:** Email verification required.

#### **5.1.2 Login/Logout**

* **Requirement:** Login with email/password or social login.
* **Edge Cases:**
  + Invalid credentials: error message.
  + Account locked after 5 failed attempts.
* **Notes:** Support session persistence.

#### **5.1.3 Forgot Password**

* **Requirement:** User requests password reset via email.
* **Error:** Invalid email format.
* **Notes:** Link expires after 15 mins.

### **5.2. Buyer Experience**

#### **5.2.1 Browse/Search Products**

* **Requirement:** Search by name, category, price range, condition.
* **Edge Cases:** No search results = show suggestions.
* **Notes:** Sort/filter required.

#### **5.2.2 Product Page**

* **Requirement:** Show title, specs, price, images, reviews, likes, seller profile.
* **Interactions:** Like, comment, follow seller, add to cart/wishlist.
* **Edge Case:** Out of stock = “Notify me” option.

#### **5.2.3 Add to Cart/Wishlist**

* **Requirement:** Add/remove items from cart and wishlist.
* **Edge Case:** Adding out-of-stock product = error.
* **Notes:** Wishlist persistent across sessions.

#### **5.2.4 Checkout & Payment**

* **Requirement:** User selects address and payment method (Card/Gift Card/StrideCredit).
* **Edge Cases:**
  + Insufficient funds on gift card = show balance error.
  + Partial StrideCredit usage allowed.
* **Notes:** Breakdown of 5% platform fee shown.

#### **5.2.5 Order Confirmation & Tracking**

* **Requirement:** Order summary, tracking number, and status.
* **Edge Case:** Delayed shipment = notification alert.
* **Notes:** Option to cancel if not yet shipped.

#### **5.2.6 View & Manage Orders**

* **Requirement:** View all past orders, download invoices.
* **Edge Case:** Request support on a damaged product.

#### **5.2.7 Follow/Comment on Products or Sellers**

* **Requirement:** Add comments, follow seller for new product alerts.
* **Moderation:** Flag inappropriate comments.

### **5.3. Seller Experience**

#### **5.3.1 List a Product**

* **Requirement:** Upload images, title, category, price, quantity, condition.
* **Validation:** Min 1 image, title ≤ 100 characters.
* **Notes:** Option to add launch date and discounts.

#### **5.3.2 Manage Inventory**

* **Requirement:** Edit, delete, update stock.
* **Edge Case:** Attempt to sell out-of-stock item = block checkout.

#### **5.3.3 Manage Orders**

* **Requirement:** View all orders, update shipment tracking.
* **Notes:** Auto-email buyer once dispatched.

#### **5.3.4 View Earnings**

* **Requirement:** Dashboard showing net revenue, 5% deduction visible.
* **Notes:** Option to withdraw funds to linked bank.

### **5.4. Shared User Functions**

#### **5.4.1 Profile Settings**

* Update name, email, password.
* Set profile picture, role (buyer/seller).

#### **5.4.2 Address Management**

* Add, edit, delete addresses.
* Set default address.

#### **5.4.3 Payment Methods**

* Add credit cards, apply gift cards.
* Show card last 4 digits only.

#### **5.4.4 Notifications**

* Alerts for new messages, order status, low stock.
* Toggle preferences (email, SMS, app).

#### **5.4.5 StrideCredit Wallet**

* Earn via promotions or refunds.
* Apply partially or fully during checkout.

#### **5.4.6 Customer Support**

* Chatbot and ticket system.
* FAQ and return policy accessible.

## **6. Admin Panel**

* User management (ban, approve KYC)
* Product approval (auto/manual)
* Commission and earnings dashboard
* Dispute resolution center
* Analytics: top-selling items, monthly revenue

## **7. Security & Compliance**

* SSL encryption
* PCI-DSS compliance for payments
* KYC verification for sellers
* GDPR for data privacy

## **8. Rollout Plan**

### **Phase 1: MVP (3 Months)**

* Core features for buyer and seller
* Product listing, cart, checkout, orders
* Basic admin dashboard

### **Phase 2: Social Engagement (Month 4)**

* Likes, comments, follows
* Seller profile pages

### **Phase 3: StrideCredit & Wallet (Month 5)**

* Wallet system with credits
* Gift card & credit redemption

### **Phase 4: Mobile App Launch (Month 6)**

* Android & iOS apps
* Push notifications

## **9. Success Metrics**

* Number of active buyers/sellers
* Avg. order value and frequency
* Seller retention rate
* StrideCredit redemption ratio
* Platform revenue (commission)