PublicAccess Marketplace — MVP PRD (v0.2, 2025-10-05)

# Overview

Shopify-style commerce layer integrating Buyers.chat (UI), Marketplace.Media (merchant/admin), and WCIBuy.com (search) with syndication to LocalCommerce.news, LocalClassified.news, LocalShopper.news, and DailyShopper.news. Local-first discovery and editorial promotion of offers.

# Goals

- Enable local merchants to onboard quickly and sync inventory.

- Power geolocated discovery and category browsing for shoppers.

- Auto-generate .news posts for offers and classifieds with editorial controls.

- Capture leads and hand off checkout to merchant platforms initially.

# User Roles

Anonymous Shopper, Registered Shopper, Merchant, Tenant Admin (Town/District), Network Admin, Editor/Moderator.

# MVP Scope

1) Merchant onboarding (Shopify/CSV) 2) Product sync & webhooks 3) WCIBuy search & facets 4) Buyers.chat storefront 5) Classifieds submission + moderation 6) Syndication to .news

# Non-Goals (MVP)

Native payment processing and order orchestration (defer to merchant checkout); multi-currency beyond USD; advanced ads manager (basic promotions only).

# Functional Requirements

- Multi-tenant architecture by town/district.

- Shopify OAuth, webhook ingestion, CSV import.

- Product/variant model, locations, offers, availability.

- WCIBuy index with facets (category, price, distance, availability, merchant).

- Buyers.chat UI: search, list, PDP, chat-to-merchant, cart handoff.

- Classifieds: creation, moderation, publish.

- Syndication: auto-generate .news posts with templates.

- Analytics: impressions, clicks, CTR per channel and merchant.

# Non-Functional Requirements

Performance: <300ms p95 search responses (warm). Availability: 99.9% target. Accessibility: WCAG AA. Privacy: CCPA/GDPR.

# Data Model Summary

Tenants, Merchants, Locations, Categories, Products, Variants, MediaAssets, Offers, ContentFeeds, Posts (see SQL schema).

# APIs

Gateway: tenants, merchants, products, variants, offers, locations, posts, classifieds, promotions, moderation queues, search.

See OpenAPI v0.2.

# Flows

Merchant Onboarding → Product Sync → Syndication → Discovery (WCIBuy) → Buyers.chat PDP → Cart Handoff.

Classified Submission → Moderation → Publish → .news post.

# SEO & Syndication

Canonical per-merchant and per-town category pages; structured data (Product, Offer, Organization); auto links to Buyers.chat and WCIBuy.

# Moderation & Editorial

Queue for classifieds and merchant updates; editors can promote offers to hero slots on .news.

# Analytics

Track impressions/clicks, CTR, add-to-cart, handoff clicks; per-tenant dashboards.

# Launch Plan

Pilot 1–2 districts; onboard 10–20 merchants; test syndication cadence; collect feedback; expand.

# Open Questions

How to prioritize catalogues for initial categories? Ad policies per .news site? BOPIS readiness by merchant?











