

RAK Porcelain Website Revamp Functional Requirements Document (FRD) & User Stories

Project Type: Fixed Scope Premium

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Revision History

Version	Date	Author	Notes
v1.0	15-01-2026	Vishal Yadav	Initial draft of User Stories and Technical Context.

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1. Introduction

The objective of this project is to revamp the existing **RAK Porcelain** website to significantly enhance customer experience and broaden the global customer base. By transitioning to a robust online e-commerce platform, the project aims to extend RAK's reach to diverse audiences across various geographic locations and demographics. Key performance goals include optimizing website speed, providing personalized product recommendations, and implementing multilingual features (Spanish, English, Italian, French, and German) to ensure seamless access for international visitors.

2. User Personas Reference

The user stories developed for this project are informed by three primary personas, each representing a core segment of the target audience:

- **Anita Morales (Head Chef and Owner):** A passionate chef focused on high-quality porcelain that enhances food presentation while maintaining the durability required for a professional kitchen.
- **Marco Rossi (Head Chef, Hotel Industry):** A professional in the luxury hospitality sector who requires an efficient purchasing process for large bulk quantities at competitive prices.
- **David Rodriguez (Food and Beverage Manager):** A detail-oriented manager focused on inventory tracking, cost control, and operational efficiency within high-volume hotel and banquet operations.

3. Functional User Stories and Acceptance Criteria

Module / Epic	User Story	Acceptance Criteria
Global Navigation	As a User , I want a consistent and intuitive navigation experience so that I can access key sections regardless of my location on the page.	<ul style="list-style-type: none">• Sticky headers must maintain design, color, and fonts across the site.• Language selection must update all text elements in headers.• Navigation must provide visual cues for the active section.
Product Discovery	As a Chef (Professional User) , I want to filter products by type, category, collection, and color so I can find items matching my restaurant's theme.	<ul style="list-style-type: none">• The product list must be updated in real-time as filters are selected.• Display the total number of products available for the current filter.• Users must have an option to "clear all" filters easily.
Inquiry Management	As a Professional Customer , I want to inquire about specific products so that I can obtain assistance for my business needs.	<ul style="list-style-type: none">• Successful submission must trigger a confirmation message.• If inquiry text is too long, the system must prompt the user to shorten it.• Fields must include Company Title, PO Number, and specific message areas.
Account Management	As a Registered User , I want to view and manage my personal	<ul style="list-style-type: none">• Profile must allow editing of First Name, Last Name, Mobile, and City.

	<p>profile and Wishlist so I can keep my contact details up to date and track favorites.</p>	<ul style="list-style-type: none"> • Wishlist items must show Name, Dimensions, Color, and Category. • Users must be able to delete or modify Wishlist items.
Query History	<p>As a User, I want to see the history of my past queries and their statuses so I can track the progress of my business requests.</p>	<ul style="list-style-type: none"> • Show a chronological list of all past queries. • Each entry must show the date, associated products, and the updated status.
Sustainability & Trust	<p>As an Eco-conscious Buyer, I want to read about the company's commitment to eco-friendly materials and see their certifications.</p>	<ul style="list-style-type: none"> • The page must include a descriptive video and detail on waste management practices. • Certifications must be prominently displayed with ISO standards where applicable.

4. Technical Context

The application is designed to operate in a modern, scalable environment with the following technology stack:

- **Frontend:** Built using **Next.js** for a responsive and performant user interface.
- **Backend:** Developed with **Node.js** to handle business logic and API requests.
- **Content Management System (CMS):** **Strapi** is utilized for managing products, categories, collections, and regional visibility.
- **Infrastructure:** Hosted on **Amazon Web Services (AWS)**, utilizing **S3** for media storage and **CloudFront (CDN)** for fast asset delivery.
- **Data & Performance:** Employs **RTK Query** for front-end-side caching to reduce server-side database load and improve real-time response metrics.
- **Security:** Implements **SSL/TLS** for secure communication, **API rate limiting**, and a **Web Application Firewall (WAF)** for protection against malicious traffic.