Product MVP PRD

This is the Product PRD for the MVP, which we can break down into **V0.5** and **V1**. The distinction being that at V0.5 we have the absolute minimum needed to start demo'ing and seeking partnerships, but not necessarily a completely working product. At V1 we should expect a working product that could reasonably be used by a small number of real users.

Naming Convention

A few naming conventions we can use to ensure accurate communication.

**Store:** A marketplace unique to an app that contains purchasable goods.

**Product (SKU):** An item bought in a store.

**Retailer:** The owners of the purchasable products in a store.

**Consumer:** An app-user who purchases a product in a store.

**Publisher:** An app that contains links to a store.

Landing page

The landing page describes the project and entices publishers, retailers, and consumers to sign up.

**V0.5:**

* Description
  + Photos
  + Examples
  + Description of product
* Contact support
  + send email to support

**V1:**

* Sign up
  + Create an account
    - email
    - password
* Login
  + email
  + password (can we use unique phone id?)

Preferences

Publishers and consumers will need a way to update their preferences.

**V1:**

* payment info
* default shipping info
* marketing email settings

Publisher Create-a-store

Publishers should be able to generate a unique store with their selected products.

**V0.5:**

* Show all products
* Publish store
  + Creates a new store with selected products
* View my single store

**V1:**

* Show filtered products
  + searchable
  + paginated results
* View all stores belonging to the publisher
  + searchable
  + paginated

Publisher View-a-store

Publishers will have the ability to view their store and select marketing links.

**V0.5:**

* View all products in a store
* Create store url
* Create unique url for each product in the store
  + unique to the specific store

**V1:**

* View filtered products in a store
  + paginated
* Ability to create a link with batched products

Publisher Analytics

Publishers will want analytics over the goods being sold in their store and their profit over time.

**V1:**

* Analytics breakdown
  + View sales over time and profit
  + Date picker for choosing start and end dates
  + Ability to export, download, or email store data

Consumer Basket View

Consumers need a view of items in their basket.

**V0.5:**

* View a product to purchase
* Remove products from basket
* Purchase products

**V1:**

* View one or many products to purchase
* Update 1-3 per product options

Consumer Basket Checkout

Consumers must be able to finalize their purchases and optionally create an account. This should charge the consumer via a third party payment processor and send a confirmation with price, shipping details, and a way to get help.

**V0.5:**

* Add shipping information
* Add payment information
* Purchase a product from the basket and be charged
* Show a confirmation and a way to email support.

**V1:**

* Login
  + email
  + password
  + autofill payment and shipping information
* Purchase products and simultaneously create an account
* Send confirmation email
  + Contact support details