

SenShop Idea Statement

Project Outline: Curated Art Commerce Platform

1. Overview

This project is a modern, curated art shop powered by **React** and **Medusa** (headless e-commerce). Users explore digital art in curated **collections** and **exhibitions**, and purchase items as:

- Digital downloads
- Framed prints
- Apparel and merchandise

Print-on-Demand (POD) services handle fulfillment. Stripe powers payments. The goal: blend storytelling, art, and product seamlessly into a unique visual shopping experience.

2. MVP (Version 1) – Functional Scope

2.1 Pages & Navigation

Page	Purpose
Homepage	Feature banner, intro to exhibitions and latest art
Collections	Grid of curated collections, each with a story
Collection View	Title, story text, artwork grid with filters
Artwork Detail	High-res preview, description, artist info, purchase UI, Product Selection
Cart	Item list with preview, remove/edit buttons
Checkout	Stripe Checkout via Medusa
Order Confirmation	Post-checkout success page
User Account	Downloads (if digital), order history
Legal Pages	Privacy Policy, Imprint, Terms & Conditions

2.2 Features

Artwork & Product Handling

- Every artwork can be:
 - Downloaded (high-res image)
 - Printed (via POD as framed or canvas)
 - Applied to T-Shirts, mugs, etc.
- SKU mapping between artwork → POD product

✓ Collections & Story Pages

- Each collection has:
 - Title, intro image
 - Markdown-based story
 - Associated artworks

✓ Checkout & Payments

- Cart built via Medusa cart and product modules
- Stripe Checkout (hosted)
- Email confirmation
- Invoice PDF (generated via Stripe or custom Lambda)

✓ Tech Stack (v1)

Layer	Tools
Frontend	React, Next.js, Tailwind CSS, Zustand
Backend	Medusa.js (Node.js, Express-like)
CMS	ev. Sanity if needed
DB	PostgreSQL
Payments	Stripe Checkout + Webhooks
POD	Printful, Gelato and Printify (API)
Deployment	Vercel

3. Version 2 – Extended Vision

3.1 Dynamic Mockup Creation (Preview Generator)

- Users see a **real-time preview** of artwork on:
 - Apparel
 - Framed walls
 - Merchandise
- Implemented via:
 - Canvas-based renderer (e.g., Fabric.js)
 - or external API (e.g., Cloudinary with templates)

3.2 Centralized Product Creation System

- Admin dashboard or script to:
 - Upload artwork once
 - Generate:
 - Digital SKU
 - POD SKUs (framed, T-shirt, etc.)
 - Auto-assign to collections
- Store metadata in a unified schema (e.g., Prisma or Airtable API)
- Option to sync across multiple POD vendors with image resize &

mockup automation

3.3 Features Roadmap

Feature	Priority	Tools
Artwork Mockup Preview	High	Canvas API / Cloudinary
Admin Upload Flow	High	Custom dashboard + Medusa
AI-generated product titles	Medium	OpenAI or GPT-4 API
Multi-language support	Medium	i18n routing + translations
Mobile-first UX enhancements	Medium	React Responsive Design

4. Summary

This project combines **e-commerce, visual storytelling, and creative tech** into a scalable, modern shopping experience for digital and physical art. The MVP focuses on clarity and flow, while version 2 introduces automation and UX innovation to scale.