

FrameCraft Website - Product Requirements Document

Executive Summary

FrameCraft is developing a comprehensive e-commerce website for a custom photoframe manufacturing business. The platform will enable customers to browse, customize, and purchase photoframes with real-time preview capabilities, while providing administrators with complete business management tools.

Product Overview

Vision Statement

To create the most intuitive and visually engaging photoframe shopping experience that bridges the gap between online customization and physical product quality.

Success Metrics

- **Customer Acquisition:** 1,000 new customers in first 6 months
- **Conversion Rate:** 3.5% visitor-to-purchase conversion
- **Average Order Value:** \$85 per transaction
- **Customer Satisfaction:** 4.5+ star rating average
- **Return Rate:** <5% product returns

Target Users

Primary Users

- **Individual Customers (70%)**
 - Age: 25-55 years

- Income: ₹3,00,000–₹83,00,000
- Tech comfort: Moderate to high
- Motivation: Personal memories, gifts, home decoration
- **Business Customers (20%)**
 - Small businesses, photographers, interior designers
 - Bulk orders, custom requirements
 - Professional quality expectations
- **Gift Purchasers (10%)**
 - Seasonal buyers (holidays, graduations, weddings)
 - Quick decision makers
 - Price-sensitive but quality-focused

Core Features & Requirements

1. Product Showcase System

1.1 Product Catalog

Must Have:

- Grid-based product display with high-quality images
- Filter by occasion categories (wedding, newborn, anniversary, graduation, etc.)
- Filter by tags/subcategories (Traditional, Modern, Minimalist, Ornate, etc.)
- Filter by material, size, price, color
- Real-time search functionality
- Sort by popularity, price, newest, ratings

- Responsive design for mobile/tablet/desktop
- Category-based product organization and display

Nice to Have:

- 360-degree product views
- Wishlist functionality
- Category-specific landing pages

1.2 Product Information

Must Have:

- Product name, description, specifications
- Multiple product images (front, side, detail shots)
- Pricing with size/material variations
- Stock availability indicator
- Customer reviews and ratings

Nice to Have:

- Video demonstrations
- Size comparison tools
- Social proof (recent purchases)

2. Interactive Frame Customization

2.1 Photo Upload & Preview

Must Have:

- Drag-and-drop photo upload

- Real-time frame preview with customer's photo using transparent PNG frame overlays
- Automatic orientation detection (landscape/portrait)
- Photo positioning and scaling controls
- Support for JPEG, PNG formats up to 50MB
- Mobile camera integration
- Minimum resolution requirements display (300 DPI equivalent)
- Print quality validation with warnings for low-resolution images

Nice to Have:

- Multiple photo layouts (collage frames)
- Batch upload for multiple frames
- Smart cropping suggestions based on frame dimensions

2.2 Customization Options

Must Have:

- Frame size selection (standard and custom dimensions)
- Custom size input (width × height in inches)
- Custom size pricing calculation based on admin-defined logic
- Material selection (wood types, metals, acrylic)
- Color/finish options (stains, paints, textures)
- Frame width/thickness variations
- Matting options (color, thickness, double mat)
- Glass type selection (regular, UV-protective, anti-glare)

- Category/occasion-based customization suggestions

Nice to Have:

- Engraving options
- Hanging hardware selection
- Gift wrapping options
- Bulk pricing for multiple frames

2.4 Express Ordering Options

Must Have:

- "Quick Order" button for customers short on time
- Pre-configured popular frame combinations
- "Most Popular" and "Staff Picks" sections
- One-click ordering with default settings
- Express checkout process (3 steps maximum)
- Saved preference profiles for returning customers
- Real-time price calculation based on selections

Nice to Have:

- Gift certificate quick purchase
- Transparent pricing breakdown
- Volume discounts for bulk orders
- Shipping cost calculation

3. E-commerce Functionality

3.1 User Authentication & Access Control

Must Have:

- Customer registration and login system
- B2B partner authentication with separate login portal
- Role-based access control (B2C customer, B2B partner, Admin)
- B2B pricing visibility only for authenticated business users
- Account verification process for B2B partners
- Password reset and account recovery
- User profile management

Nice to Have:

- Social media login integration
- Two-factor authentication for B2B accounts
- Single sign-on (SSO) for enterprise clients

3.2 Shopping Cart & Checkout

Must Have:

- Add to cart functionality
- Cart editing (quantity, remove items)
- Guest checkout option
- User account creation/login
- Multiple payment methods (UPI, credit/debit cards, Paytm, PhonePe, Google Pay)
- Order confirmation emails

- SSL security

Nice to Have:

- Saved cart persistence
- One-click reorder
- Multiple shipping addresses

3.3 Order Management

Must Have:

- Order tracking system with user-specific visibility
- Status updates (received, processing, shipped, delivered)
- Email notifications at each stage
- Customer order history with role-based pricing display
- Return/refund process
- B2B order management with business-specific features

Nice to Have:

- Bulk order management for B2B customers
- Order templates for repeat purchases
- Advanced reporting for B2B accounts

4. Content Management

4.1 Educational Content

Must Have:

- Step-by-step customization tutorial

- Frame care instructions
- Size guide and recommendations
- Photo requirements guide (minimum resolution, formats)
- FAQ section
- Photo editing services explanation (what company professionals will do)
- Print quality guidelines
- Editing service examples and before/after galleries

Nice to Have:

- Blog with framing tips
- Video tutorials
- Interior design inspiration gallery
- Customer testimonials about editing services

4.2 Seasonal & Marketing Content

Must Have:

- Seasonal promotions banner
- Promo code system
- Holiday-themed collections
- Gift guides

Nice to Have:

- Email newsletter signup
- Social media integration

- Customer photo gallery

5. Admin Panel & Business Management

5.1 Product Management

Must Have:

- Add/edit/delete products
- Upload transparent PNG frame overlays for preview system
- Frame orientation settings (landscape/portrait/both)
- Inventory tracking and alerts
- Dual pricing management (B2B and B2C pricing for each product)
- Custom size pricing formula configuration
- Category management system (add/edit/delete categories)
- Tag/subcategory management (Traditional, Modern, etc.)
- Bulk operations and pricing updates
- Frame template library management

Nice to Have:

- Product import/export functionality
- Automated pricing rules
- Product performance analytics

5.2 Photo Management System

Must Have:

- Photo quality assessment and flagging system

- Editing service assignment and tracking
- Before/after comparison tools for quality control
- Customer photo archive with privacy controls
- Editing service billing and time tracking

5.3 Order Management

Must Have:

- Order queue with priority sorting
- Express order flagging and fast-track processing
- Print production orders with photo editing status tracking
- Photo editing service assignment to company professionals
- Update order status throughout editing and production process
- Customer communication tools with editing progress updates
- Return/refund processing
- Photo editing service completion tracking and quality control

Nice to Have:

- Production timeline optimization with editing workflow
- Automated status updates for editing milestones
- Quality control checkpoints for edited photos

5.3 Inventory Management

Must Have:

- Stock level tracking

- Low stock alerts
- Supplier management
- Material usage tracking
- Cost analysis

5.4 Category & Content Management

Must Have:

- Occasion category management (Wedding, Newborn, Anniversary, Graduation, etc.)
- Tag/subcategory system (Traditional, Modern, Minimalist, Ornate, etc.)
- Category-specific product assignment
- Category display order and visibility settings
- SEO optimization for category pages
- Category-specific promotional content

Nice to Have:

- Category performance analytics
- Seasonal category promotions
- Category-specific landing page templates

Must Have:

- Sales reports (daily, weekly, monthly)
- Popular products analysis
- Customer behavior insights
- Revenue tracking
- Conversion funnel analysis

Nice to Have:

- Predictive analytics
- Custom report builder
- Export capabilities

5.8 Marketing Tools**Must Have:**

- Promo code creation and management
- Discount rules engine with user-type restrictions
- Customer segmentation (B2B/B2C)
- Email campaign management
- Category-specific promotions
- Seasonal campaign management

Nice to Have:

- A/B testing for promotions
- Automated marketing workflows
- Loyalty program management

6. Customer Support**6.1 Self-Service****Must Have:**

- Comprehensive FAQ
- Live chat widget

- Order tracking
- Return policy and process

6.2 Direct Support

Must Have:

- Contact form
- Email support system
- Phone support during business hours

Nice to Have:

- Social media support integration

Technical Requirements

6.1 Performance

- Page load time: <3 seconds
- Mobile responsiveness: 100% compatibility
- Browser support: Chrome, Firefox, Safari, Edge (latest 2 versions)
- Uptime: 99.9% availability

6.2 Security

- SSL encryption for all transactions
- PCI DSS compliance for payment processing
- Data encryption for customer information
- Regular security audits

6.3 Scalability

- Support for 10,000+ products
- Handle 1,000 concurrent users
- Auto-scaling infrastructure
- CDN for image delivery

6.4 Integrations

Must Have:

- Payment gateway (razorpay)
- Email service (SendGrid, Mailgun)
- Analytics (Google Analytics)

Nice to Have:

- Social media APIs

User Experience Requirements

7.1 Design Principles

- Clean, modern aesthetic
- Intuitive navigation
- Visual hierarchy emphasizing products
- Consistent branding throughout
- Accessibility compliance (WCAG 2.1 AA)

7.2 User Journey Optimization

Customer Journey:

1. Browse products → 2. Select frame → 3. Upload photo → 4. Customize → 5. Preview → 6. Purchase → 7. Track order

Key UX Requirements:

- Maximum 3 clicks to start customization
- Express ordering option within 2 clicks
- Visual feedback for all interactions
- Clear progress indicators
- Error prevention and recovery
- Mobile-first design approach
- Clear photo quality warnings and guidance
- Transparent pricing for all services including photo editing

Development Phases

Phase 1: Foundation (Weeks 1-4)

- Basic product showcase with category filtering
- User authentication system (B2C/B2B)
- Product catalog with occasion categories and tags
- Basic shopping cart with user-specific pricing
- Payment processing
- Transparent PNG frame overlay system

Phase 2: Customization (Weeks 5-8)

- Photo upload and preview system with orientation detection
- Frame customization tools with custom sizing
- Real-time pricing engine with dual pricing logic
- Order management system
- Photo quality validation
- Express ordering options

Phase 3: Admin & Business Tools (Weeks 9-12)

- Admin panel development
- Category and tag management system
- Dual pricing management interface
- Custom size pricing configuration
- Inventory management
- B2B user management and approval workflow
- Analytics dashboard

Phase 4: Enhancement (Weeks 13-16)

- Advanced features (photo editing workflow, bulk processing)
- Performance optimization
- SEO implementation for category pages
- B2B-specific features (bulk orders, purchase orders)
- Testing and bug fixes

Success Criteria

Launch Readiness

- All must-have features implemented
- Cross-browser compatibility tested
- Security audit passed
- Performance benchmarks met
- User acceptance testing completed

Post-Launch Metrics (3 months)

- 500+ registered users
- 2.5%+ conversion rate
- \$50,000+ monthly revenue
- 4.0+ customer satisfaction rating
- 95%+ uptime maintained

Risk Assessment

Technical Risks

- **High:** Photo upload/preview performance on mobile with transparent PNG overlays
- **High:** Real-time photo quality assessment accuracy
- **Medium:** Real-time pricing calculation complexity with editing services
- **Medium:** Photo editing service workflow integration
- **Low:** Third-party integration failures

Business Risks

- **High:** Customer adoption of online customization vs express ordering balance
- **Medium:** Competition from established frame retailers
- **Medium:** Photo editing service profitability and turnaround times
- **Low:** Seasonal demand fluctuations

Mitigation Strategies

- Comprehensive user testing throughout development
- A/B testing for express vs custom ordering flows
- Gradual feature rollout with user feedback
- Robust error handling and fallback systems
- Regular performance monitoring and optimization
- Photo editing service pilot program before full launch

Conclusion

This PRD outlines a comprehensive photoframe e-commerce platform that prioritizes user experience while providing robust business management capabilities. The phased approach ensures a solid foundation with room for feature expansion based on user feedback and business growth.