

The following PRD is an altered sample of a product I am developing.

Portions of this document have been altered to protect the integrity of the project, however, all product content, persona's, survey's, user flows, research, and the ERD, were created by me - Glo McCollough

## PRODUCT TITLE: Product Name

Date: 10/22/2022  
Version: 1.0



**Product Name** makes vending life easier by allowing vendors to better manage their resources and time by allowing this software to record all pertinent event information. **Product Name's** unique notification system will give its users ample time to not only stay on top of everything they need to do for an event, but be ready with various types of to-do lists that are tagged to whichever event they want.

### Change History :

Version	Published Date
1.0	date



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EXAMPLE

# 1. Overview

## 1.1 Background

Have you ever been to a fair, farmers market, convention, or anywhere independent vendors sell their wares?

As a person who has not only sold my own products through various events, and has over a decade of experience in Project Management, I haven't found a singular solution that allows me to not only manage my event calendar, but also create inventories of what I need to bring with me to specific events.

This is where **Product Name** comes in.

**Product Name** makes vending life easier by allowing vendors to better manage their resources and time by allowing this software to record all pertinent event information. **Product Name's** unique notification system will give its users ample time to not only stay on top of everything they need to do for an event, but be ready with various types of to-do lists that are tagged to whichever event they want.

## 1.2 Goal

1. Roll Out 1 (more on this in "#6 Product Requirements")
  - a. Create an application that serves mobile vendors by project managing all the tasks required to run their businesses.
    - i. Vendor management
    - ii. Event management
    - iii. List management
    - iv. Global calendar view
    - v. Multi-layered notifications tied to events to assist in vendor organization.
    - vi. "Smart-calendar" system.

**EXAMPLE**

## 1.3 Idea Validation

- **Qualitative**

A survey will be sent out the week of 11/7 in hopes of receiving qualitative data.

The survey contains the following

<p>What kind of vendor are you? (Check multiples) *</p> <ul style="list-style-type: none"><li><input type="checkbox"/> 2D Artist or 3D (paintings, digital art, prints, pins, buttons)</li><li><input type="checkbox"/> Handmade artist wearable goods (hats, scarves, costume textile)</li><li><input type="checkbox"/> Handmade artist non-wearable functional goods (bottles, ceramics)</li><li><input type="checkbox"/> Handmade artist for soaps, sense, perfume, candles</li><li><input type="checkbox"/> Handmade artist for Jewelry in any style or type</li><li><input type="checkbox"/> Handmade artist for toys, plush, dolls, animals, using an animal</li><li><input type="checkbox"/> Author-writer books, zines, comic books, graphic novels,</li><li><input type="checkbox"/> Specialty in a specific skill such as reshaping glass, wood</li><li><input type="checkbox"/> Handmade or harvested food (cookies, cakes, ice cream)</li><li><input type="checkbox"/> Food trucks a/o Booths that prepare full or partial meals</li><li><input type="checkbox"/> Handmade makeup, cosmetics</li><li><input type="checkbox"/> Reseller (antiques, reclaimed, reusable, repurposed, toys)</li><li><input type="checkbox"/> Items that grow (flowers, seeds, seedlings, plants)</li><li><input type="checkbox"/> Medium   Reader   Tarot</li><li><input type="checkbox"/> Actor   Performer   Stage   Band   Clown (Any person or group that performs or acts at an event)</li><li><input type="checkbox"/> Artist ON SITE (Live cartoonist, balloon sculpture, face-painting)</li><li><input type="checkbox"/> Manufactured reseller (Lularue, Scentsy, imports from overseas)</li><li><input type="checkbox"/> Pet supplies (food, clothing, costumes, treats)</li><li><input type="checkbox"/> Furniture (indoor, outdoor)</li><li><input type="checkbox"/> Outdoor (equipment, sports, etc)</li><li><input type="checkbox"/> Other: _____</li></ul>	<p>What vibe does your work give off? (Check multiples) *</p> <ul style="list-style-type: none"><li><input type="checkbox"/> Fall   Winter</li><li><input type="checkbox"/> Winter Holiday (Christmas etc)</li><li><input type="checkbox"/> Spring   Summer</li><li><input type="checkbox"/> Science Fiction   Pop Culture   Fantasy</li><li><input type="checkbox"/> Gothic   Halloween</li><li><input type="checkbox"/> Outdoors as in activities</li><li><input type="checkbox"/> Metaphysical   Oddities   Occult</li><li><input type="checkbox"/> Antiquing   Thrifting</li><li><input type="checkbox"/> Pets   Animals</li><li><input type="checkbox"/> Spiritual   religious</li><li><input type="checkbox"/> Housewares (even decreative)</li><li><input type="checkbox"/> Pop Culture   SciFi   Futuristic   SciFi Retro   Cyber   Gaming</li><li><input type="checkbox"/> Country Living</li><li><input type="checkbox"/> City Living</li><li><input type="checkbox"/> Casual Living</li><li><input type="checkbox"/> Kid   Mom focused</li><li><input type="checkbox"/> Other: _____</li></ul>
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**EXAMPLE**

With 5 being the most frustrating part of being a vendor. Choose 1 item from each \* row

5      4      3      2

- Remembering everything I need to pack (outside of product)
- Keeping track of application status
- Reminding myself when to look for or apply to events
- Having the right amount of inventory for the event (product)
- Maintaining a calendar of just my events

If you could create a boothie application, choose which functions and features you would absolutely use. \*

- |   | Yes                   | Meh                   | No                    |
|---|-----------------------|-----------------------|-----------------------|
| To create a packing list for different types of events  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| To be able to add any and all events that I'm interested in applying for to a single calendar   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| To add dates for application start and end to my calendar   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| To add if I am accepted into an event which triggers next steps including your packing lists, reminders to get product ready, and more. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Get reminders on my phone or email to remind me to re-apply for an event every single year  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| To link my calendar with other boothie friends and share events   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| To add personal reviews of events that only I see   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| To eventually have events message me to apply to their events (This is a long way away. It's conceptual)                                | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Now it's your turn. What am I missing? What would you love a boothie app to do to organize your life? Nothing is off limits. Feel free to bullet point ideas, I'm all ears.

Your answer

Yes, I understand that my answers will be used to determine if the concept of this \* product should move forward. Your name, phone number, email address, or website will not be shared, however your answers will be added to a computation and graphed to prove as validation.

I agree that the date entered into this form will be used for research purposes.

Submit

Clear form

EXAMPLE

- **Quantitative**

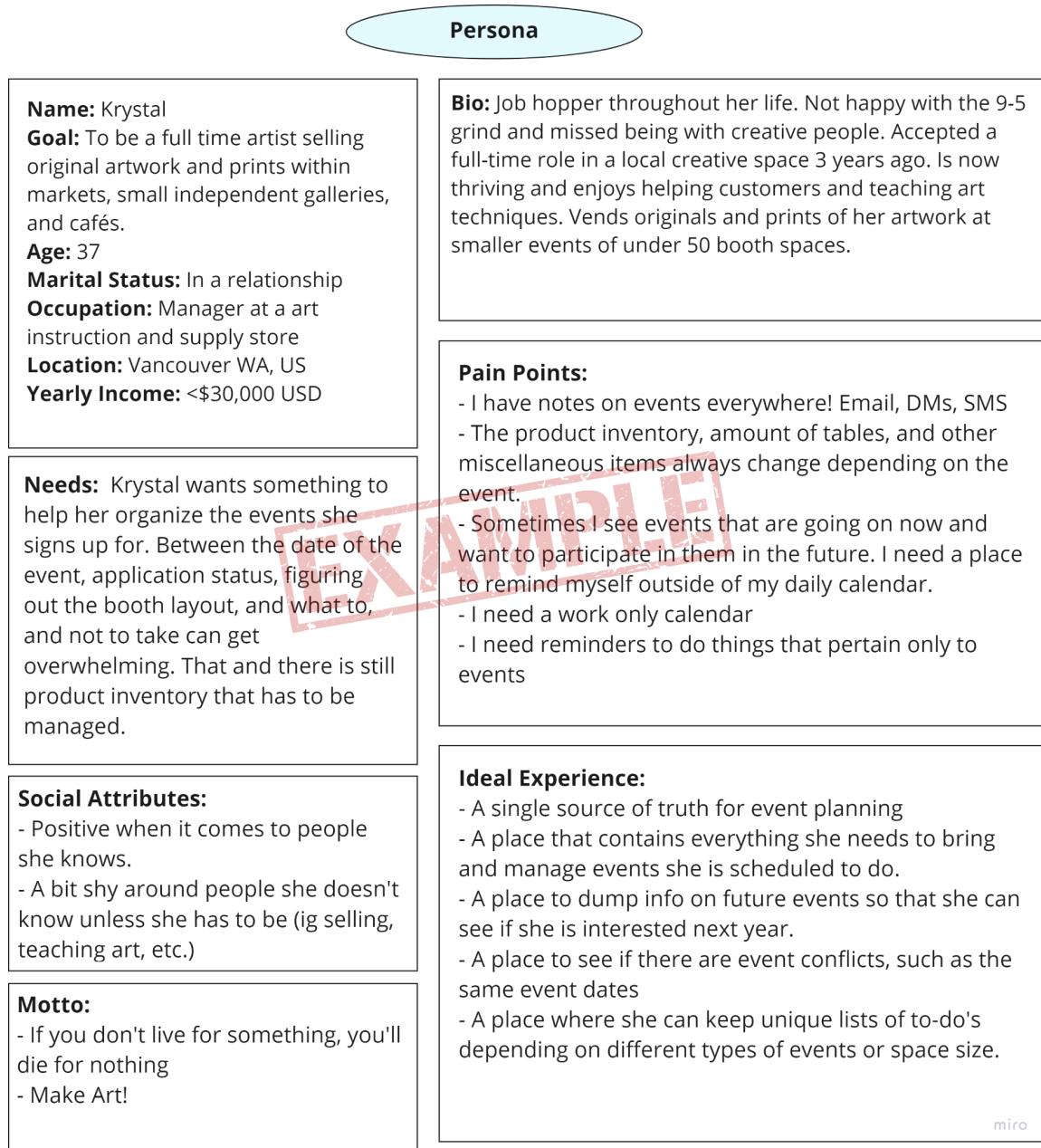
Should be available after the survey

**EXAMPLE**

## 2. Target Customers

1. Any vendor that sells wares at an event. Micro to medium sized movable businesses

### 2.1 Persona's



## Persona

**Name:** Kiza

**Goal:** As an art hobbyist, and because I love the art community, I enjoy vending for the social aspect. Now, if art paid as well as my day job, I may think differently about it.

**Age:** 35

**Marital Status:** Married

**Occupation:** Operations Manager in the banking industry

**Location:** Vancouver WA, US

**Yearly Income:** >\$100,000 USD

**Needs:** Kiza has an extremely busy life. With a standard 9-5 in the corporate world and many hobbies including drawing, scrapbooking, and cosplaying along with her mandatory trips to family and Disneyland at least twice a year keeping herself organized when it comes to even planning and scheduling would really help her out.

### Social Attributes:

- Upbeat and social with most people, especially when there is a common fandom involved.

### Motto:

- Come to the dark side, we've got cookies!

**Bio:** Kiza has been with the same company for over a decade. She knows the bank business like the back of her hand and helps those she mentors achieve their career goals. Kiza has also been a not so closeted artist who not only has an eye for the smallest detail, but her work is distinctively different as she creates fantasy and portraiture with bright metallic pens on black paper. Additionally, she can recite the entirety of the movie Labyrinth.

### Pain Points:

- I lack the free time it takes to organize myself for events.
- I find myself getting everything I need for events at the last minute, which takes away from enjoying my hobby.
- I really need EARLY reminders of everything when it comes to event planning.
- I use multiple sources to manage all aspects of my life.

### Ideal Experience:

- A single source of truth for event planning
- A place that contains everything she needs to bring and manage events she is scheduled to do.
- A place to dump info on future events so that she can see if she is interested next year.
- A place where she can keep unique lists of to-do's depending on different types of events or space size.

miro

## Persona

**Name:** Pamela

**Goal:** Live making art, selling art, teaching art at art retreats and empowering people to make art that speaks to them!

**Age:** 40+

**Marital Status:** Divorced and happy!

**Occupation:** Full time art vendor and art teacher

**Location:** Vancouver WA, US

**Yearly Income:** <\$80,000 USD

**Bio:** Pamela left a full-time union job and a long-standing marriage to become a full-time artist. Though she didn't quite know what the end goal is, the journey is far more important. Within the last 4 years she has built a business around selling originals and prints at event spaces to creating a home-studio and teaching at her very own art retreats. Recently she brought on an intern to help her with some of the more mundane art duties.

### Pain Points:

- I have so many balls juggling in the air, it's hard to make time to plan out events
- I'd rather be creating new work than trying to find old information about where events are and what I should bring outside of my inventory.
- I get leads on new events all the time, but sometimes I don't have all the info. Would be great to be reminded to add more information later.

**Needs:** As a full-time mobile artist, I have very little time that isn't taken up by creating art, teaching art, and planning for my next exhibition or event. I am on the go 24/7 and though I love what I do, the administration of it takes away from my creative energy.

### Social Attributes:

- Very open to anyone she engages with about just about any subject

### Ideal Experience:

- A place where I can map out the next few years with events I know that I am going to participate in.
- A way to remind myself when I'm supposed to do something, like submit an application to an event or have a checklist that I can look at and update on the fly
- Be able to review my experiences at past events so that I can make better choices next year about where I want to sell.

### Motto:

- Keep going no matter what

miro

## Persona

**Name:** Jessica

**Goal:** I have a lot of different types of products to sell. I need them out of my house!

**Age:** 35

**Marital Status:** Married

**Occupation:** Household production manager

**Location:** Vancouver WA, US

**Yearly Income:** >\$100,000 USD

**Bio:** Outside of her daily duties, Jessica has two unique lines of business that unfortunately get often sidelined because planning can be difficult.

### Pain Points:

- I lack the free time it takes to organize myself for events.
- I hear about events, but there is so much going on in my life, I don't have a central place to keep track of them.
- Because I sell two unique types of product, I'd love a system where I can use product lists that are completely different from one event to another.
- I need reminders. I need reminders to remind myself I have reminders.

**Needs:** Jessica handles a lot. From full-time chauffeur to school, sporting events, and family outings, to volunteering for serving snacks to hungry 10 year old's, she's a very busy human. That and she has over 10 furry, feathered, and scaled beings and a husband and father to take care of, setting up for events, let alone being crafty at all is usually put on hold. Jessica needs a place to manage time for events so that she can finally sell her products

### Ideal Experience:

- Let me plan ahead so that I can carve out "me" time to accomplish my vending goals.
- Let me label events how I needed them labeled, not how they want to label themselves. This gives me flexibility
- I want to create reminders for myself on multiple levels and ridiculously in advance of events to see if I have any conflicts with kid / school functions.

### Social Attributes:

- Not afraid of being direct, she tells it like it is as there is little time for non-direct communication.
- When Jessica says you're a friend, you're a friend for life.

### Motto:

- TBD

miro

## Persona

**Name:** Jason  
**Goal:** Enjoying life.

**Age:** 35

**Marital Status:** Divorced and free!

**Occupation:** Whatever pays the bills and allows me to have a fun life!

**Location:** Vancouver WA, US

**Yearly Income:** <\$60,000 USD

**Bio:** Over the last 5 years Jason has gleefully divorced his husband, sold their business to settle the divorce, and has mentally moved on from that experience. Though he has been a 3d artist for many years, he really feels the freedom of creativity when surrounded by other vendors and creatives.

**Needs:** I'm going to school, learning new trades, and spending my free time scouring antique and thrift stores for parts use for my 3d art sculptures.

Though I'm pretty organized when it comes to my own personal life and events, it would be nice to have something to act as a personal assistant when it comes to managing my event calendar. I only have a few events a year but always looking for more.

### Pain Points:

- When I'm at events, I hear about other cool shows coming up, however I end up forgetting about them
- I don't always fit into the niche of every event, but I try.
- There are so many steps when trying to get into a show

### Ideal Experience:

- Give me a single piece of software to log everything I need to do for a show
- All shows have different booth configurations. I want a place where I can look up what I need to bring and plan.
- I want to be able to receive reminders of things I want to see not fill up my google calendar with events for each step of the process.

### Social Attributes:

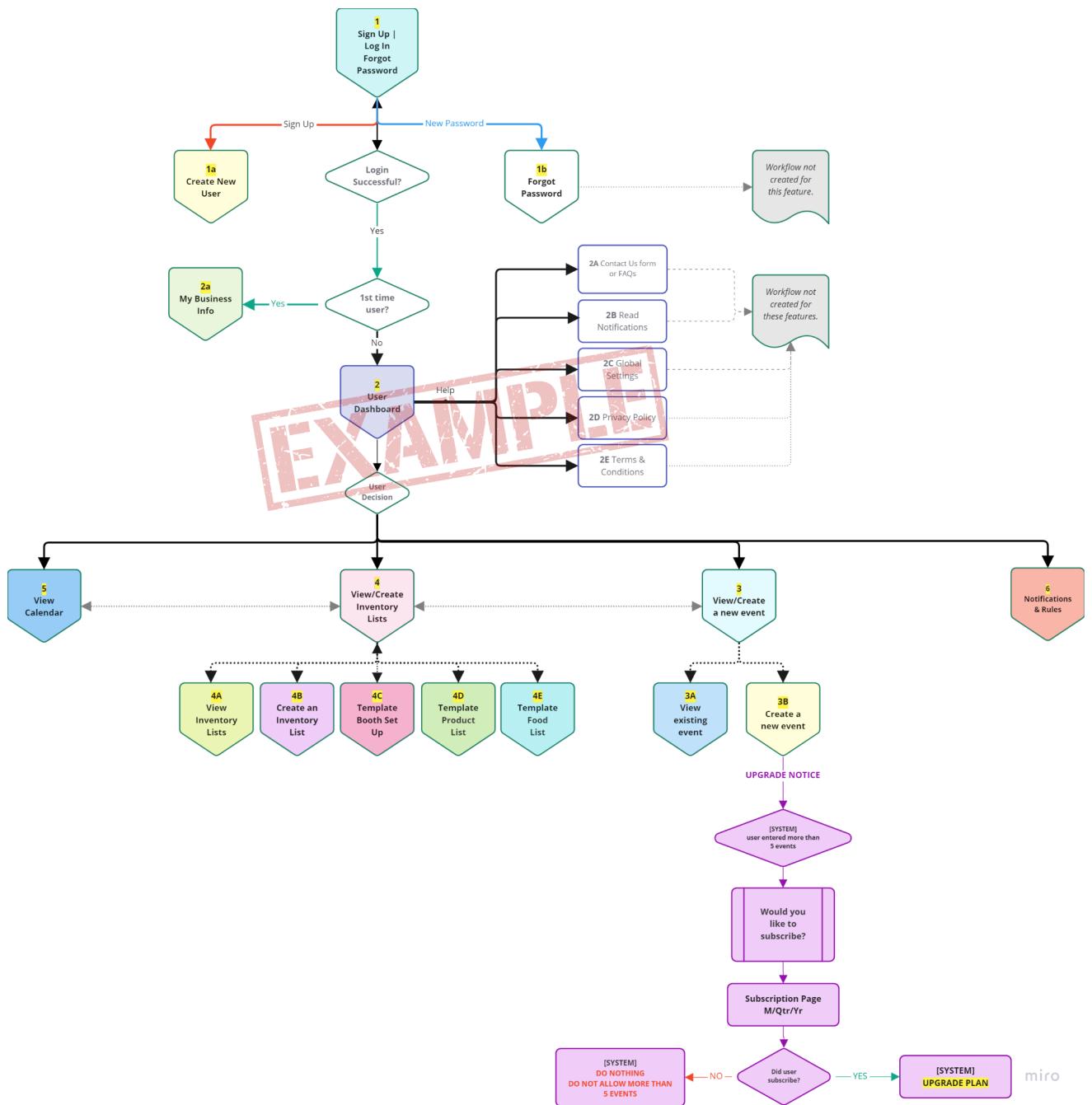
- Highly social
- Intellectual
- Family oriented

### Motto:

- TBD

miro

### 3. High-Level User Flow



### **3.1 Admin**

1. Answering user tickets to create a master FAQ

### **3.2 Logged in users**

1. Creating and updating detailed vendor profiles
2. Creating and updating detailed inventory lists
  - a. Assigning lists to events
3. Creating and updating detailed events for personal calendar
4. Checking, updating, and defining notifications

### **3.3 Logged out users**

1. View splash page with animation about how to use the product
  - a. Displays benefits and features of product
  - b. Displays "try it for FREE"
    - i. Limit of trial is 5 uploaded events
    - ii. Limit of trial is 3 lists
    - iii. Unlimited event uploads via recurring subscription
      1. Monthly                      Yearly paid at one time
      2. \$10.00                        \$8.00

## **4. Success Metrics**

### **Daily - Weekly - Monthly Usage Rates**

Comparing the daily/weekly/monthly usage rates. In addition, growing a DB of vendors for future use.

**EXAMPLE**

## 5. KPIs

List out the KPIs that will define your success metrics based on the following points

### 5.1 Adoption

- Number of new vendors signed up - (vendor database)
  - Quantifiable by numbers
- Continued use per user of software
  - Quantifiable by numbers per user (max/min)
- Growth of event database (used for phase 2 plan)

### 5.2 Usage

- Frequency of existing users returning to finesse their own vendor page
- Users adding more content to existing events
- Users adding new events.

### 5.3 Engagement

- **Product Name** calendar sends notifications via text, mobile icon, and email depending on vendors choice regarding
  - To do reminders
  - Add updated information reminders
  - Unique user generated reminders

**EXAMPLE**

# 6. Product Requirements

## 6.1 Product Feature 1 -

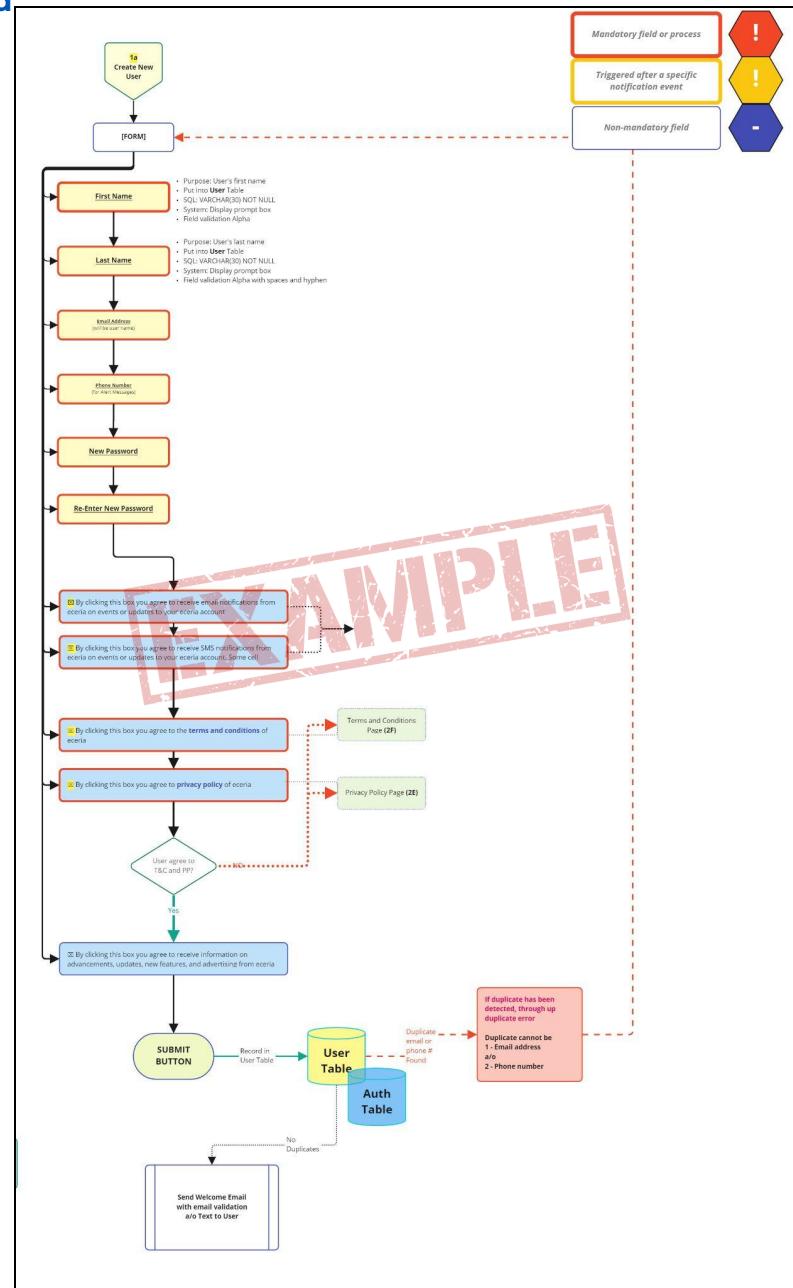
**LOGIN AND SIGN UP - Refer to high-level flowchart on page 16**

Priority: Critical  
Changes required: Yes

### 1. Sign Up / Log In

#### 1A - Sign Up

#### 1B - Forget Password

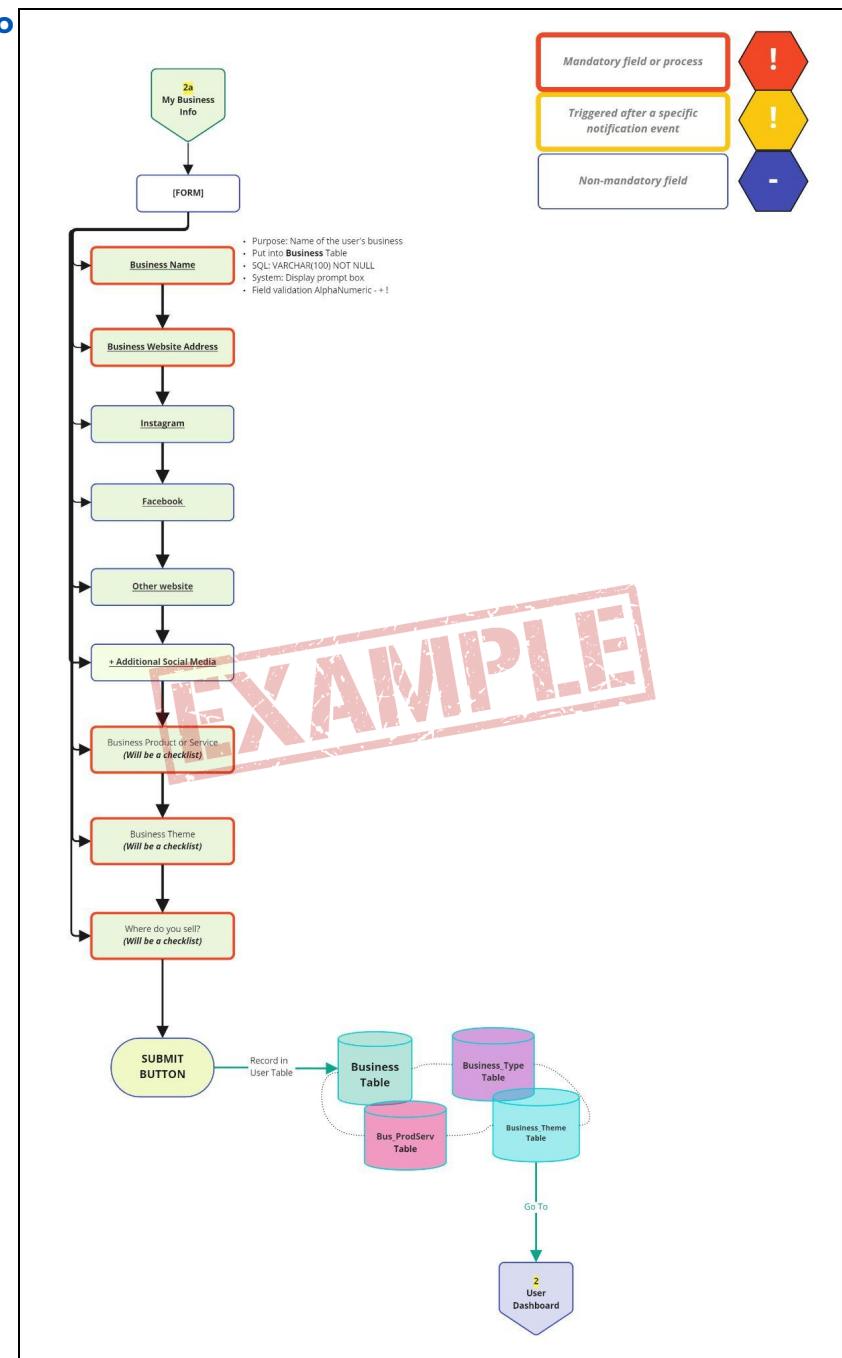


## 6.2 Product Feature 2 - DASHBOARD - Refer to high-level flowchart on page 16

Priority: Critical  
Changes required: Yes

### 2. Dashboard

#### 2A - My Business Info



## 6.3 Product Feature 3 -

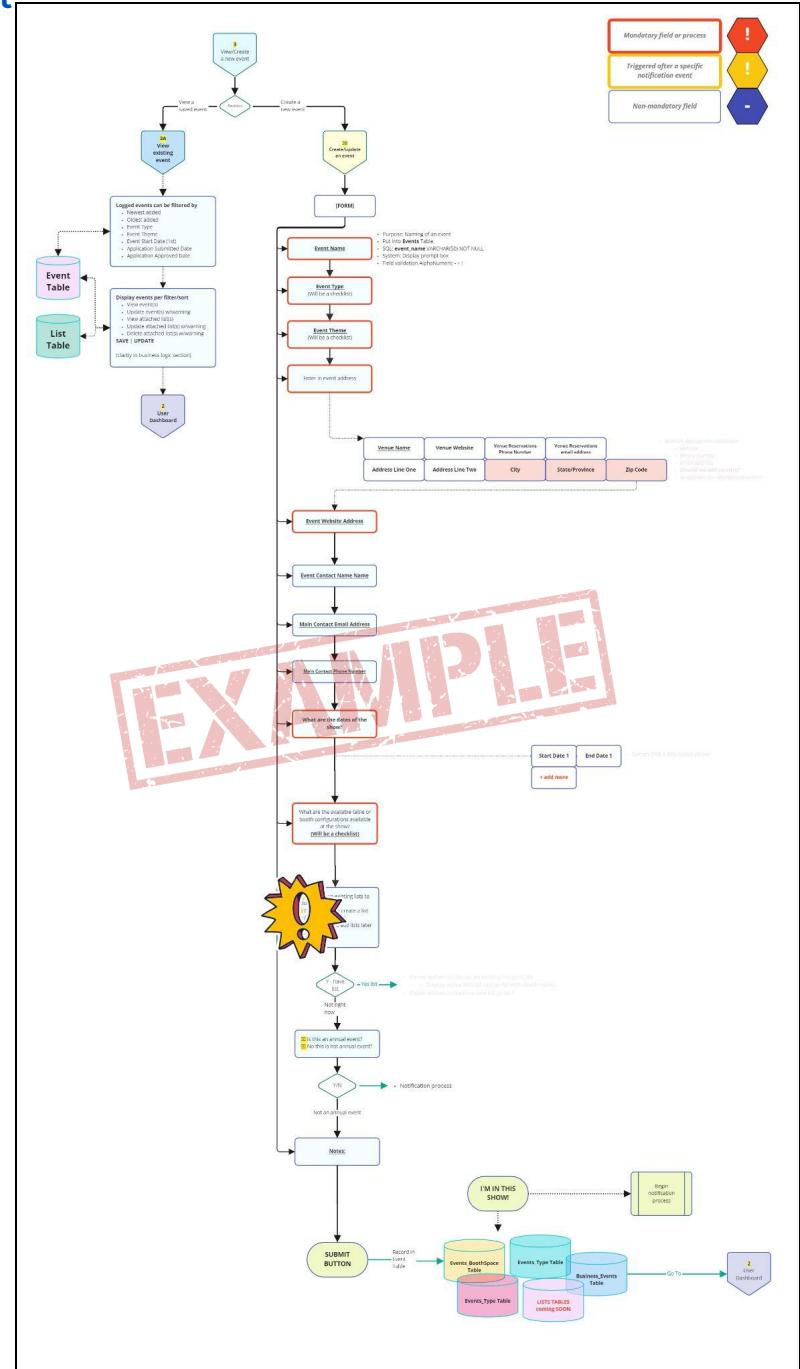
### VIEW/CREATE EVENT - Refer to high-level flowchart on page 16

Priority: Critical  
 Changes required: Yes

### 3. VIEW/CREATE EVENT

#### 3A - View existing events

#### 3B - Create a new event

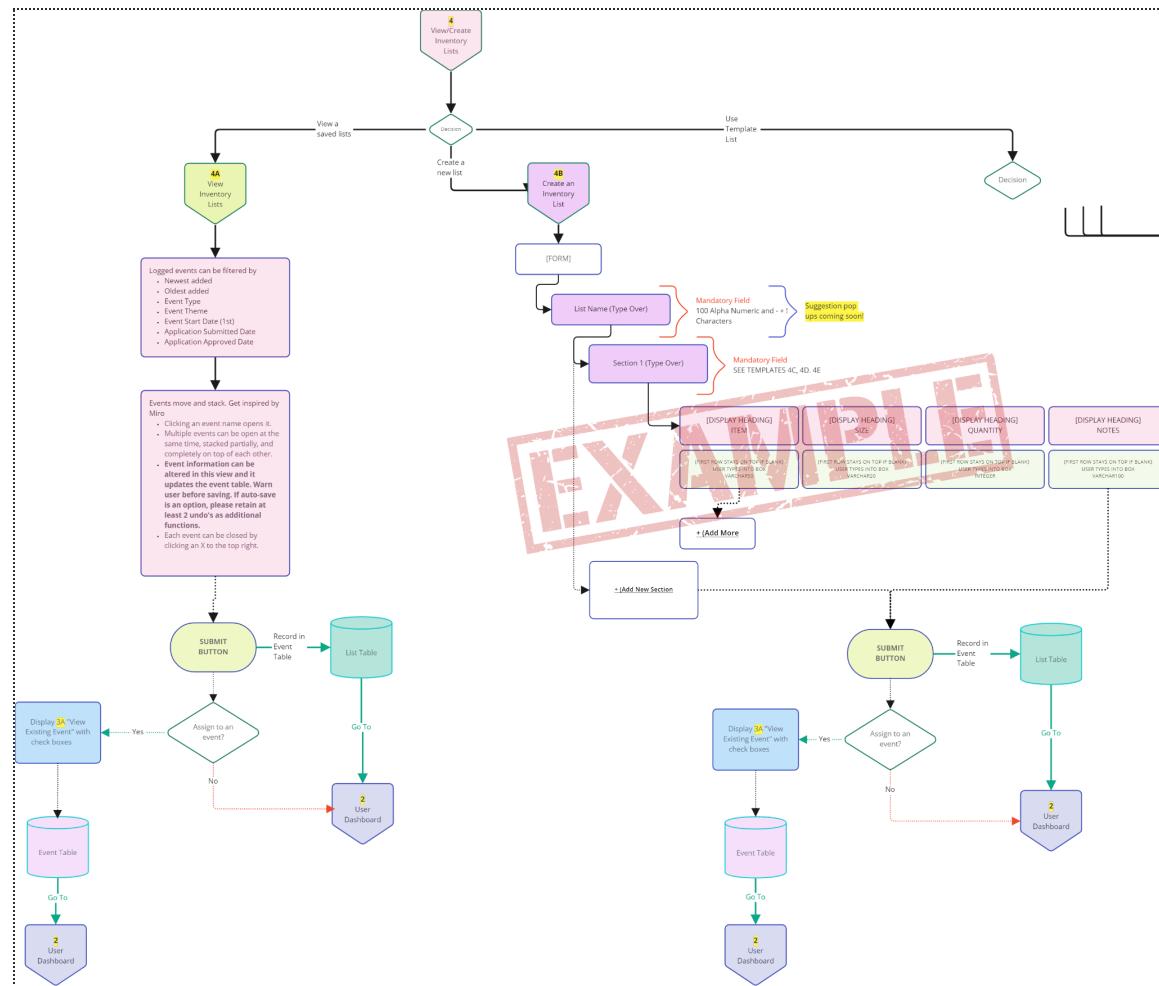


## 6.4 Product Feature 4 -

### VIEW/CREATE LISTS - Refer to high-level flowchart on page 16

Priority: Critical  
 Changes required: Yes

- 4. VIEW/CREATE LISTS**
- 4A - View existing lists**
- 4B - Create a new list**
- 4C - Template List 1**
- 4D - Template list 2**
- 4E - Template list 3**

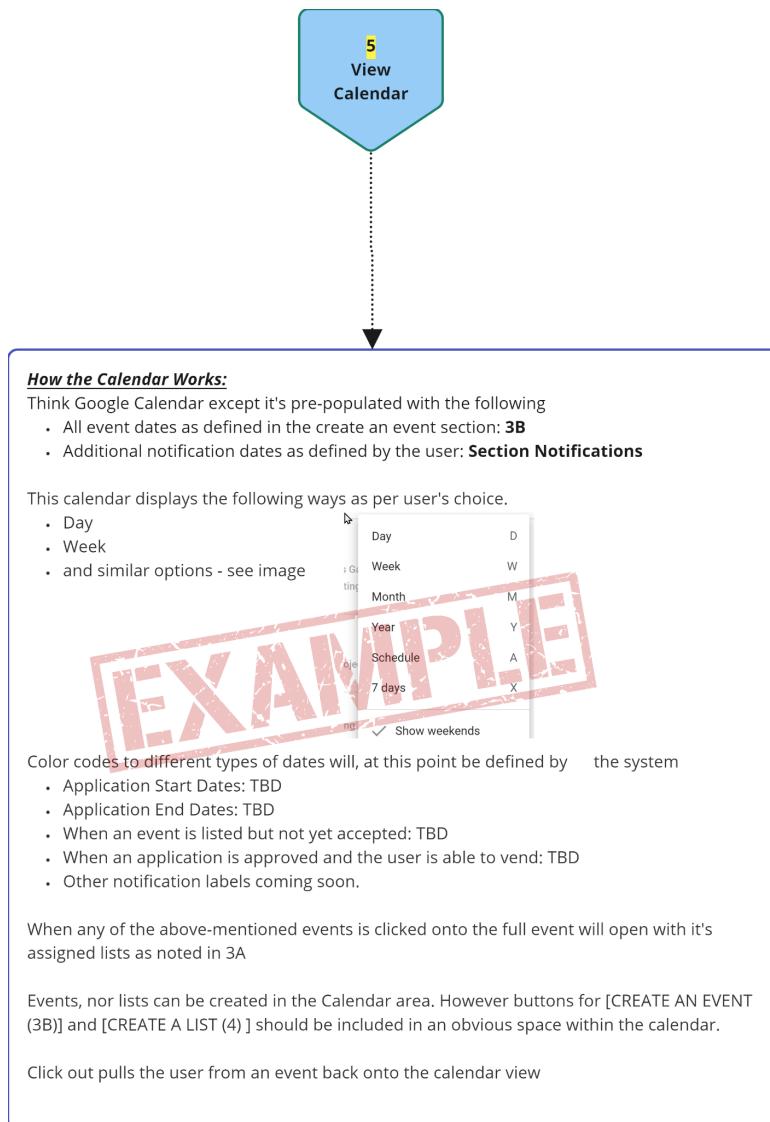


## 6.5 Product Feature 5 -

### VIEW CALENDAR - Refer to high-level flowchart on page 16

Priority: Critical  
Changes required: Yes

#### 5. VIEW CALENDAR



## **6.6 Product Feature 6 -**

**NOTIFICATIONS & RULES - Refer to high-level flowchart on page 16**

Priority:                      Critical

Changes required:            Yes

### **6. NOTIFICATIONS AND RULES**

**Coming soon**

**EXAMPLE**

## 7. Rollout Plan

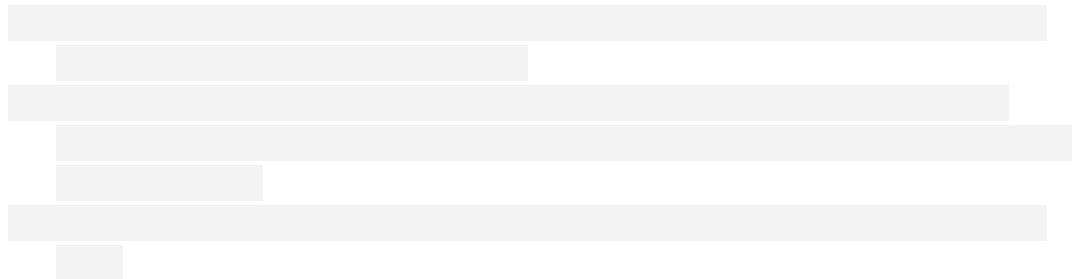
### Phase 1

- Modest trial - up to 50 users to find gaps in the system. Free to use.

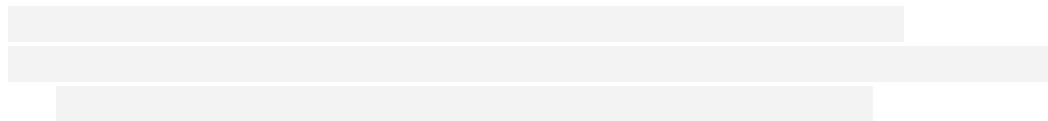
### Phase 2

- Reach out to the larger vending Facebook groups to share links about the Product Name
- Expand usage
- Start monthly plans
- Add 3rd Party Auth option

### Phase 3



### Phase 4



### Phase 5



**EXAMPLE**

## 8. Product Components

### 8.1 Front-end Development

- **Language:** JavaScript
- **Framework:** Bootstrap, React Native with Expo

### 8.2 Back-end Development

- **Language:** JavaScript
- **Framework:** Node JS
- **Database:** RDBMS MySQL
- **API:** REST

### 8.3 Notification System

- Coming soon

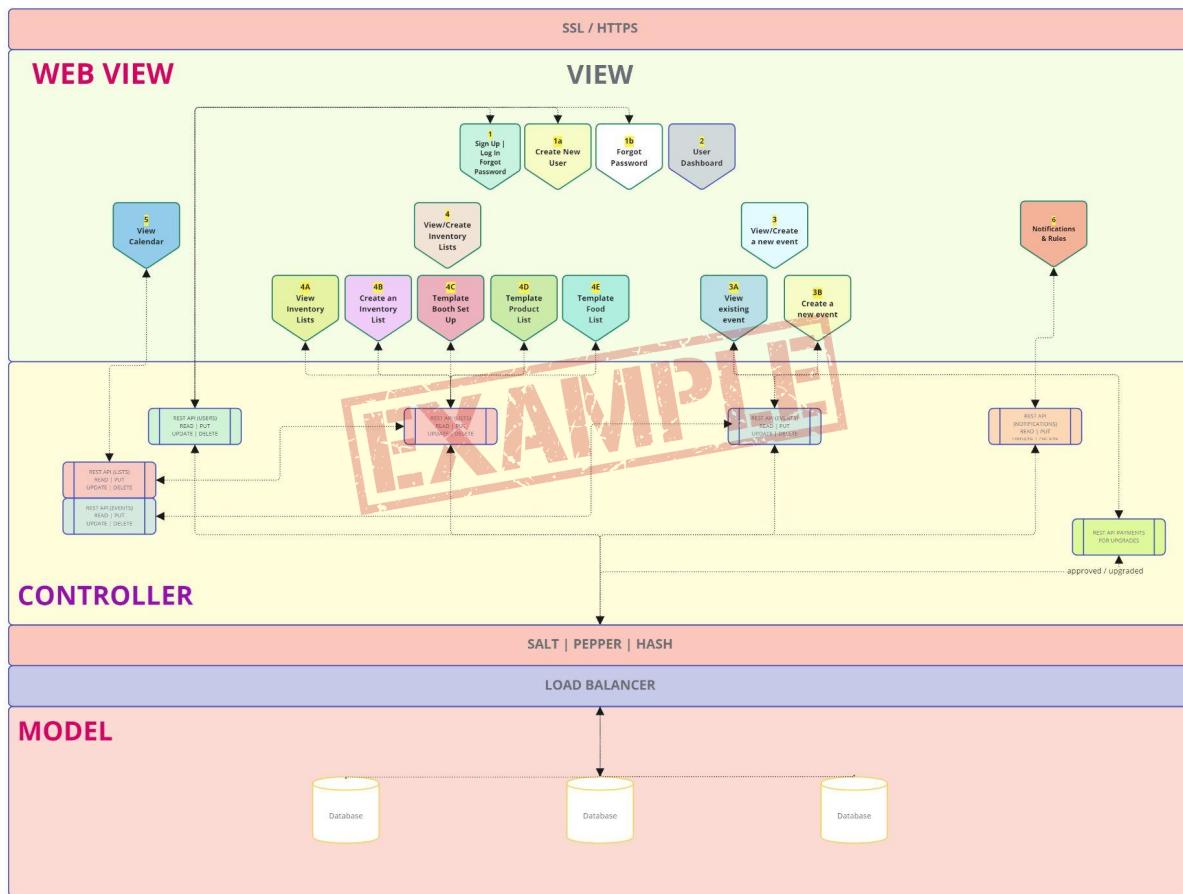
### 8.4 Hosting

- **Provider:** AWS
- **Services:** Storage, DB, Machine Learning
- **Database Service:** RDBMS

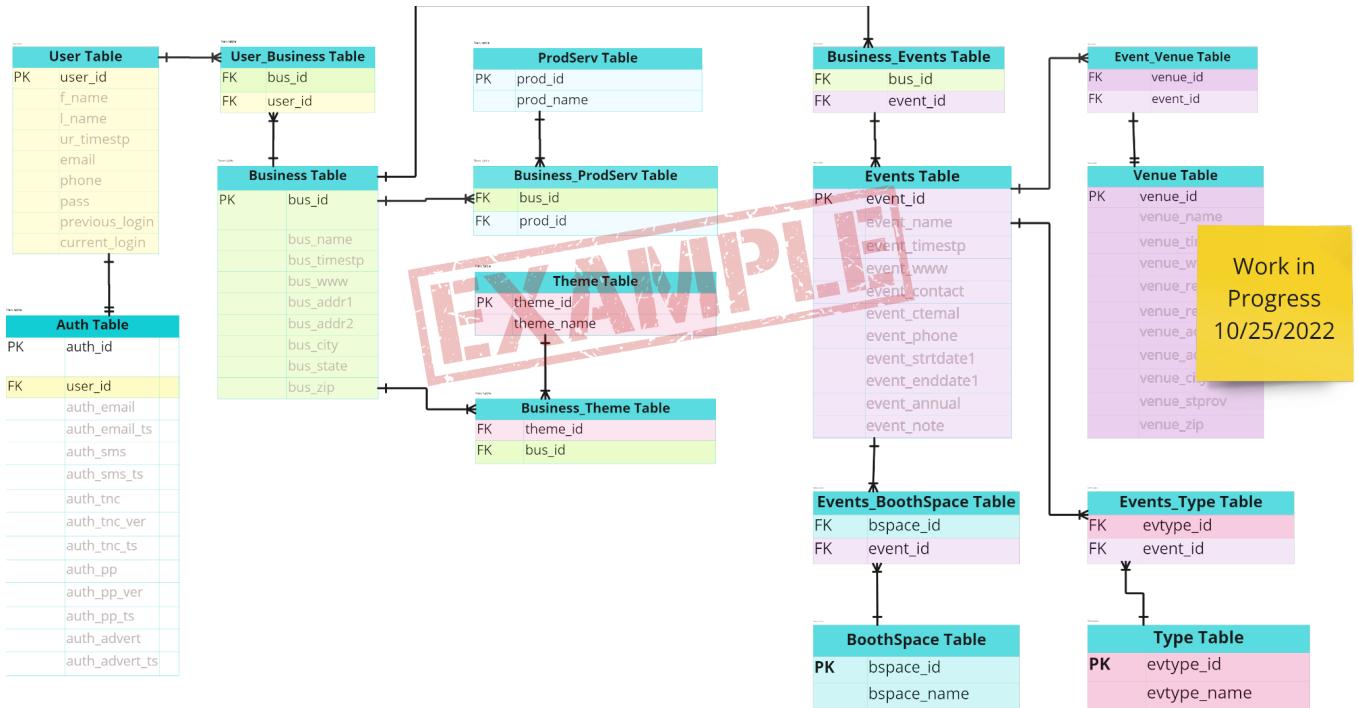
EXAMPLE

# 9. System Design

## 10.1 High-level system design



## 10.2 Database schemas



## 11. Constraints

### 11.1 Resources

1. **Budget :** [REDACTED]
2. **Skills :** Developers focused on JavaScript who have also worked with AWS
3. **People :**
  - 1 Front End Developer
  - 1 UX/UI Designer
  - 1 Product Owner/Manager (me)
  - 2 Business logic and DB (specifically RDBMS) Developers

### 11.2 Scheduling & Timeline

Coming soon

## 12. Out of Scope

### 12.1 Out of scope feature 1

Priority: Non-critical

Changes required:

1. Feature description 1 - [REDACTED]
2. Feature description 2 - [REDACTED]
3. Feature description 3 - [REDACTED]
4. Feature description 4 - [REDACTED]

EXAMPLE

## 13. Non-Functional Requirements

13.1 Reliability and Availability Coming soon

13.2 Performance Coming soon

13.4 Scalability Coming soon

13.5 Portability Coming soon

## 14. Risk and Compliance

14.1 Operational Risk requirements:

- There will be an amount of human Business Analysis for the foreseeable future. Specifically looking for duplications in events.
- This will be sorted as we grow and can focus on Machine Learning and actual event sign up in phase two/three

14.2 Strategic Risk Requirements

- This product will be the single source of truth holding vendors full and future calendared events.
- If this system goes down, without a backup, users will lose important event data, dates, connections, and be forced to use old methods to retrace their steps.

14.3 Compliance Risk Requirements

- All notifications via email a/or SMS would require opt-in protocols
- Need to make sure the wording of notifications is thoroughly checked via legal sources.
  - Specific differences between system notifications/reminders & advertisement of the system itself.
  - Would future feature announcements be a part of the notification process or advertising?
- Email addresses would need validation and approval of use



- Updated Terms & Conditions as well as Privacy Policies would require versioning and forced-review/approval at every update.
- Terms must specify that the software and company have the right to use any portion of data entered into the system without limitation.

## 14.4 Business Continuity Risk Requirements

- Political, social, and governmental risks are low with this product. However, there may be events that vendors could list within their calendars that we may choose as a company not to reach out to in future releases.

## 14.5 Reputational Risk

The system must remain ready and reviewable at all times. Any deviation in this, since it will be the first of its kind, would damage the company's reputation.

## 14.6 ML Model Risk

**Coming soon**

# 15. Info Security

## 15.1 End-User Security

SSL top to bottom  
Salt/Pepper/Hashing of passwords and data

## 15.4 Data Protection

**Coming soon**

**EXAMPLE**

## 16. User Privacy

16.2 Data retention **Coming soon**

16.3 Social networking and social media **Coming soon**

16.4 Advertising **Coming soon**

### 16.5 Location

The system will remain a web-application for at least a year in an effort to gain popularity. Because it is so entry-data heavy, some concessions may be needed to display only what is needed for iOS and Android applications.

### 16.6 Children

Though the system will not contain any background checks or age validation, the base system should not contain any event information considered adult. However, if there does come a time where that would be a consideration, the adult validation will be on the event owned pages in phase 2 or 3

## 17. Error Handling

### 17.1 Error 1

Description: **Coming soon**

Causes: **Coming soon**

Solution: **Coming soon**

### 17.2 Error 2

Description: **Coming soon**

Cause: **Coming soon**

Solution: **Coming soon**

**EXAMPLE**