

# **Product Requirement Document (PRD)**

Feature: Vendor Verification & Admin Panel Optimization

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Status: Launched

## **Background**

Admin users relied on offline coordination or manual communication to verify vendors referred by buyers. The system already stored comprehensive vendor attributes (e.g., shopStatus, retailerPhone, KYC, shopLastCatalogueUpdateDate), but lacked real-time validation tools. This resulted in delayed activation, data inconsistency, and poor oversight on verification progress.

## **Problem Statement**

I am an Admin user managing vendor onboarding, I am trying to verify and validate new shops added through referrals, But I cannot contact or update verification statuses directly from the dashboard, Because the system lacks call integration and verification controls, Which makes me feel inefficient and delays vendor activation.

## **Goals**

- Empower admins to verify and contact vendors directly from the dashboard.
- Utilize existing vendor data columns to update and reflect verification state in real time.
- Improve admin efficiency through mobile-responsive design.
- Reduce average vendor verification turnaround time by >40%.

## **Hypothesis**

If admins can initiate vendor calls and mark verification status directly from the dashboard, supported by responsive UI, vendor onboarding will accelerate and accuracy of vendor data (e.g., shopStatus, KYC, whatsappConsent) will improve significantly.

## **Feature Description**

### 1. Verification Workflow:

- Add a 'Verify Seller' modal allowing manual confirmation by typing 'Verify [Shop Name]'. Upon confirmation, the shopStatus field updates to 'Verified,' and updatedAt timestamp is refreshed. Option to trigger KYC validation if not completed (KYC = False).

## 2. Call Integration:

- A click-to-call icon next to retailerPhone field. System logs call attempts under a new data event (verificationCallLog).

## 3. Responsive UI Enhancement:

- Refactor the dashboard grid system for mobile devices ( $\leq 768\text{px}$ ). Implement collapsible menus for easier access to fields like shopName, shopStatus, lastCatalogueUpdateDate.

## 4. Schema / Data Dependencies:

Uses and updates the following fields: shopStatus, retailerPhone, KYC, shopLastCatalogueUpdateDate, updatedAt, whatsappConsent, selectedLanguage.

### Vision Narrative

Before this change, verification relied solely on field agents using offline methods. After launch, admins can directly verify vendors using a mobile-friendly dashboard, initiate verification calls, and mark shops as verified instantly — all while updating database records in real time. This increased transparency and reduced friction in the onboarding pipeline.

### Key Trade-offs

- Alternative considered: Auto-verification via system thresholds (e.g., KYC or order volume).
- Decision: Prioritized manual verification to ensure trust and accuracy in early-stage rollout.

### Risks & Mitigations

Risk	Mitigation
Accidental verification	Manual text confirmation step
Mobile UI inconsistencies	Tested across Android/iOS browsers
Call log duplication	Add call event ID in verificationCallLog

## Success Metrics

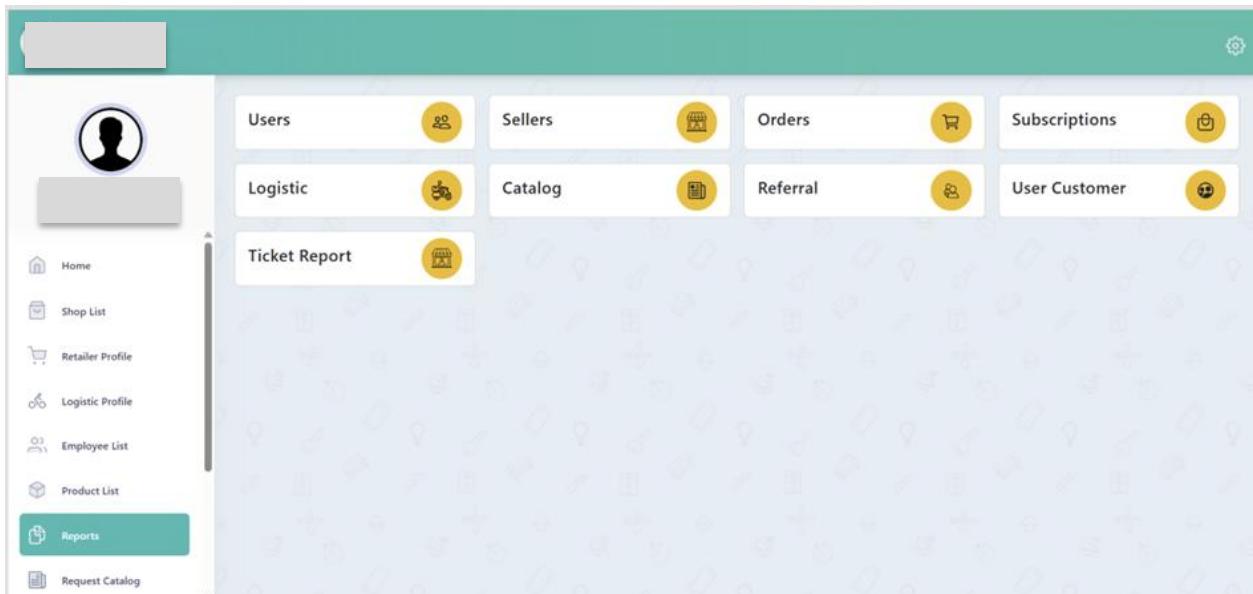
Metric	Baseline	Target
Avg. vendor verification time	48 hrs	$\leq$ 24 hrs.
Verified vendor ratio	55%	$\geq$ 80%
Admin dashboard mobile usage	10%	50%+
Data integrity (status sync errors)	12%	<3%

## Appendix: Research

- UX audit of 12 admins revealed 70% used mobile browsers for quick checks.
- Schema review confirmed presence of required columns for verification tracking.
- Pilot rollout achieved 1.6× faster shop activation rate and 25% fewer manual follow-ups.

## Concept Mocks

Below are screenshots illustrating the evolution of the Admin Dashboard before and after improvements — including verification module and call integration.



Screenshot 1: Admin Dashboard (Initial Reports View)

Screenshot 2: Seller Data View (Image 1)

This screenshot shows the Seller Data View interface. On the left, there is a sidebar with a user profile icon and a list of navigation items: Logistic Profile, Employee List, Product List, Reports (selected), Request Catalog, Missing Images, Custom Catalog, Categories, and Subscription. The main area features a top navigation bar with icons for Users, Sellers (selected), Orders, Subscriptions, Logistic, Catalog, Referral, and User Customer. Below the navigation is a "Ticket Report" section with a date range from 11/7/2025 to 11/7/2025, a language dropdown, and a shop status dropdown. There are "Filter" and "Apply" buttons. A search bar is also present. The main content area displays a table with columns: Seller ID, Phone, Shop ID, and Shop Name. The data in the table is as follows:

Seller ID	Phone	Shop ID	Shop Name
690d8ccf9a6024844663983d	9810	12069	Vikas
690d89d09a60248446638a1f	9935	12068	Prakash
690d89cb9a602484466389e6	9935	12067	New Kushwaha
690d89c79a602484466389b4	9305	12066	Yash

A "Show desktop" button is located at the bottom right of the table.

Screenshot 2: Seller Data View (Image 1)

Screenshot 3: Seller Data View (Image 2)

This screenshot shows the Seller Data View interface, similar to Screenshot 2 but with more detailed data in the table. The sidebar and top navigation are identical. The "Ticket Report" section includes filters for Start Date (10/17/2025), End Date (10/17/2025), Select Language, and Shop Status, with "Filter" and "Apply" buttons. A search bar is also present. The main content area displays a table with columns: Seller ID, Phone, Shop ID, Shop Name, Shop Status, Last Catalog Update, and GUID. The data in the table is as follows:

Seller ID	Phone	Shop ID	Shop Name	Shop Status	Last Catalog Update	GUID
68f2396c8a46ac1f3a554dad	4209	11231	Shivam	Close	NA	0ee5a079-E000-4c77-8d77-875328e2
68f239178a46ac1f3a554d67	4209	11230	Shivam	Close	NA	D8ff8a77-442e-4429-B4c8-Cfe5d84
68f1e7bb4ef32b85c6ae75df	9347	11229	Thakur	Unverified	17/10/2025, 12:22:46 Pm	E4175c61-F899-4e2d-8767-A315401f
68f1e6914ef32b85c6ae71ec	8912	11228	Wali	Unverified	17/10/2025, 12:17:49 Pm	04bd2479-8c1a-48b0-8422-582a5a8e
68f1d8824ef32b85c6ae4508	9820	11227	Gupti	Unverified	17/10/2025, 11:17:50 Am	86bb7e08-99e1-4855-865a-Fef5

At the bottom, there are pagination controls for items per page (100) and page numbers (1 - 5 of 5).

This screenshot shows a dashboard interface with a sidebar and a main content area. The sidebar on the left includes icons for Employee List, Product List, Reports (which is selected), Request Catalog, Missing Images, Outdoor Catalog, Categories, and Subscription. The main content area features a grid of buttons for Users, Sellers, Orders, Subscriptions, Logistic, Catalog, Referral, and User Custom. Below these is a 'Ticket Report' section with a search bar and a table. The table has columns for SELLER ID, PHONE, SHOP ID, SHOP NAME, SHOP STATUS, and LAST CATALOG UPDATE. It lists two entries: one for 'The Winder Bakes' (Shop ID 11229) which is unverified, and another for 'W Rich Bakes' (Shop ID 11228) which is verified.

Screenshot 4: Enhanced UI for Verification Flow (Mockup)

This screenshot shows a verification modal for 'The Winder Bakes'. The modal title is 'Verify Seller: The Winder Bakes'. It displays the shop name ('The Winder Bakes'), shop ID ('11229'), and seller ID ('68f1e6814ef5f32d8d08e771ec'). A text instruction asks to type the phrase 'The Winder Bakes' into the input field below. The input field contains the text 'The Winder Bakes'. A green 'Confirm Verification' button is at the bottom right of the modal. The background shows a blurred version of the same dashboard from Screenshot 4.

Screenshot 5: Verification Modal for 'The Winder Bakes' (Mockup)