

Product Requirement Document (PRD)

Feature: Vendor Verification & Admin Panel Optimization

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Date: Oct, 2025

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 (≤768px). 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

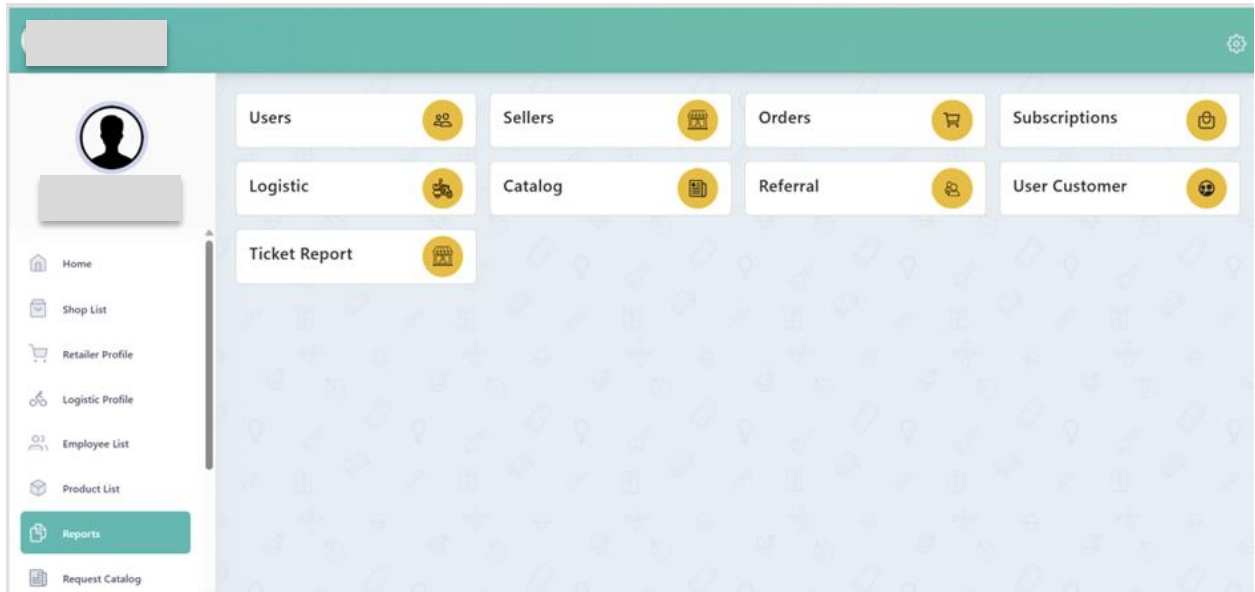
Metric	Baseline	Target
Avg. vendor verification time	48 hrs	≤ 24 hrs.
Verified vendor ratio	55%	≥ 80%
Admin dashboard mobile usage	10%	50%+
Data integrity (status sync errors)	12%	<3%

Appendix: Research

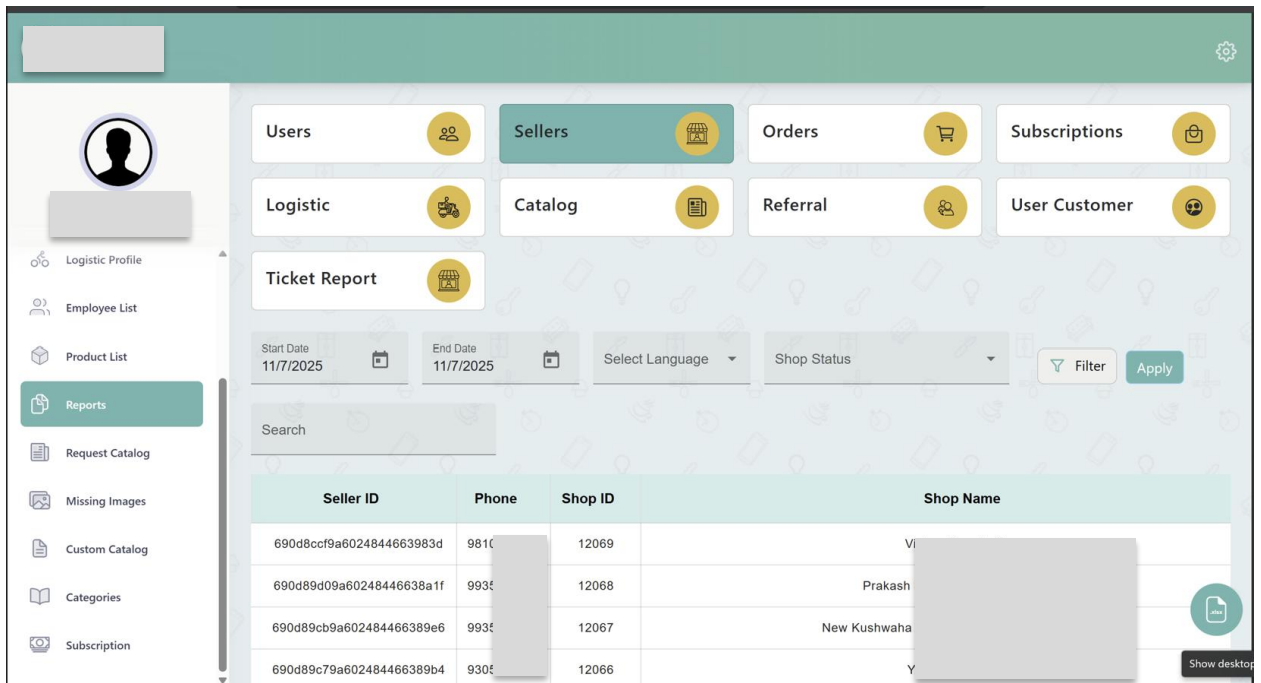
- UX audit of 12 admins revealed 70% used mobile browsers for quick checks.
- Schema review confirmed presence of required columns for verification tracking.
- Pilot rollout achieved 1.6× faster shop activation rate and 25% fewer manual follow-ups.

Concept Mocks

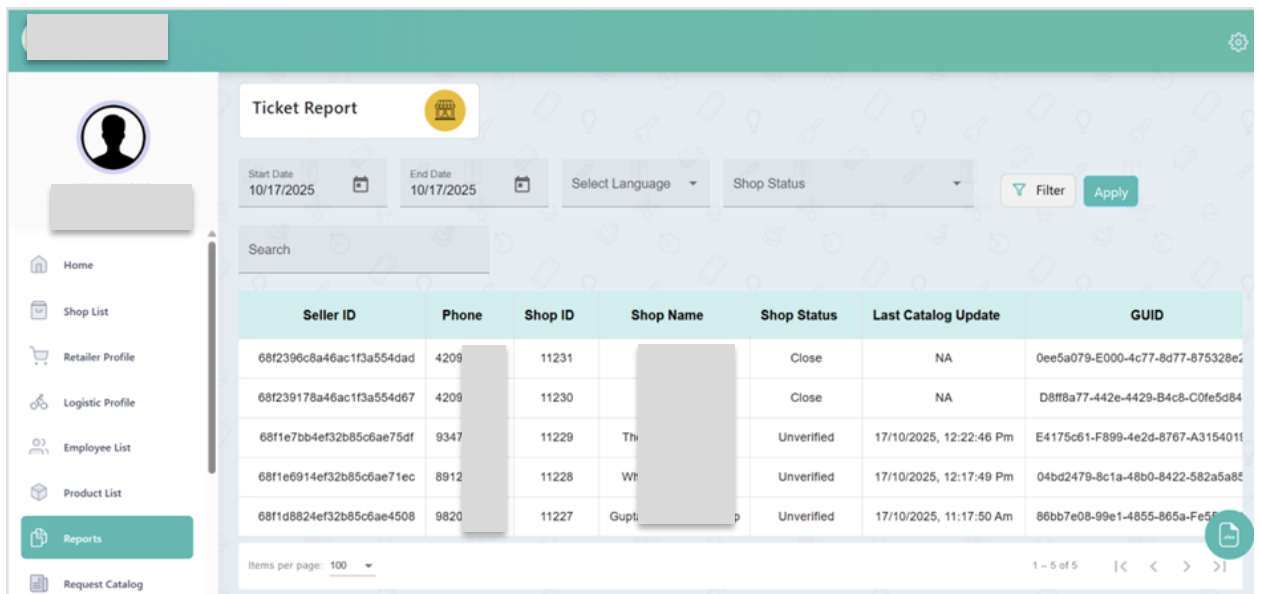
Below are screenshots illustrating the evolution of the Admin Dashboard before and after improvements — including verification module and call integration.



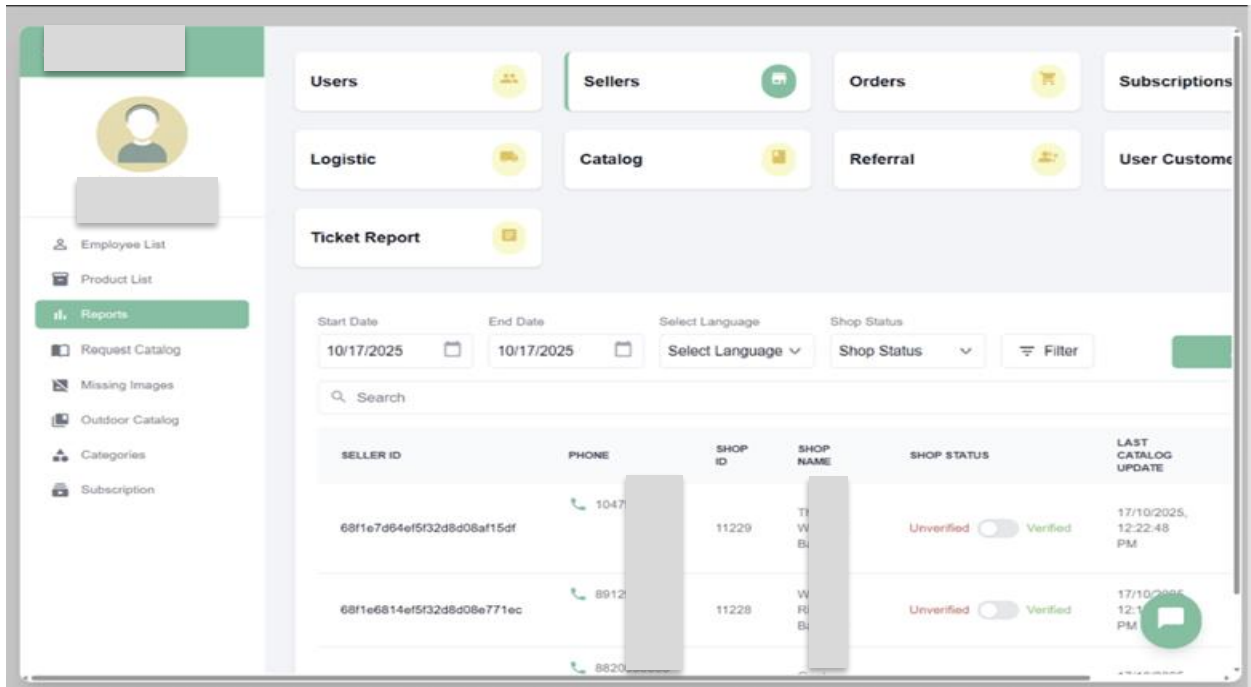
Screenshot 1: Admin Dashboard (Initial Reports View)



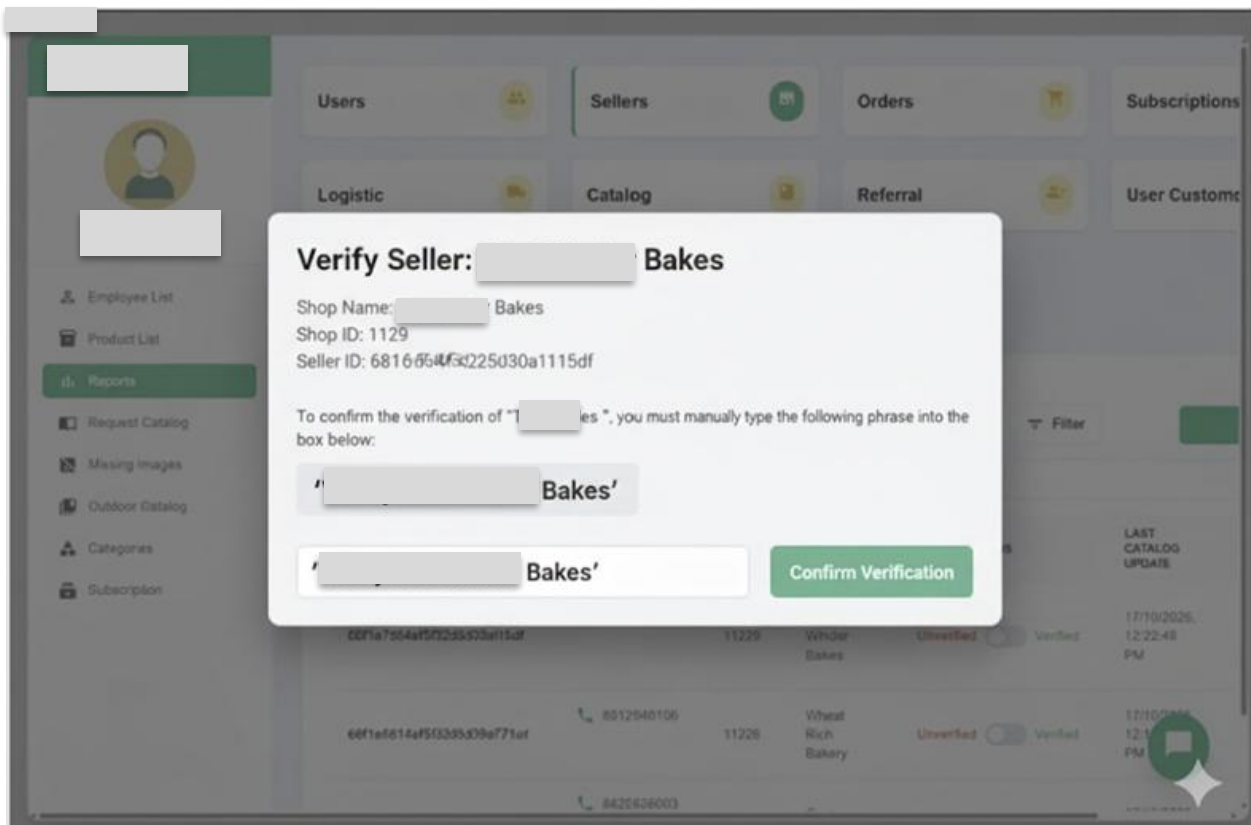
Screenshot 2: Seller Data View (Image 1)



Screenshot 3: Seller Data View (Image 2)



Screenshot 4: Enhanced UI for Verification Flow (Mockup)



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