Product Requirements Document (PRD) – Lappyy.com

Product: Lappyy.com
Category: E-commerce (Refurbished Electronics Marketplace)
Product Type: Web Platform
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1. Goal

To make it easier for users to **buy and sell refurbished laptops online** through a simple, trustworthy, and human-centered experience. The platform bridges the affordability gap by connecting **cost-conscious individuals** and **small businesses** looking for affordable laptops with verified sellers, enabling smooth offline negotiation and purchase.

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2. Problem Statement

Existing refurbished marketplaces are cluttered, confusing, and lack trust-building features. Users struggle to identify **reliable products**, face **poor categorization**, and experience **friction in product inquiry and negotiation**. Sellers also lack a structured way to capture and convert buyer leads effectively.

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3. Target Users

User Type	Description	Needs / Goals
Small Business Owners / Offices	Need affordable laptops for employees	Reliable products with offline purchase options
Individual Buyers (Students / Freelancers)	Budget-conscious users needing a laptop	Easy comparison, clarity on specs & condition
Refurbished Laptop Vendors	Sell used laptops to a larger audience	Simple listing process, quality leads, transparent communication

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4. MVP Overview

MVP Goal: Enable users to *browse and enquire* about laptops without direct online payment — focusing on lead generation and trust before scaling to full e-commerce.

Key MVP Features:
- **Product Listings:** Display laptop details, images, pricing, and condition.
- **Product Enquiry System:** Users can submit enquiries instead of direct purchase.
- **Admin Notification:** Admin receives enquiries and connects users with sellers offline.
- **Manual Deal Conversion:** Offline coordination for final purchase through calls or meetings.
- **Google Analytics Integration:** Track user visits, traffic sources, and engagement metrics.

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5. User Stories

As a...	I want to...	So that I can...
User	Browse available refurbished laptops	Find options within my budget
User	Submit an enquiry form on a product	Connect with the seller for more details
Admin	Receive and manage product enquiries	Facilitate deals and ensure smooth communication
Business Owner	View laptops by category (e.g., performance, budget)	Quickly identify suitable models
Product Manager	Track website traffic with Google Analytics	Understand user engagement and optimize UX

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6. Pain Points & UX Improvements

1. **Category Confusion:** "Hot" and "Cold" laptops listed under the same category → redesigned categorization for better clarity.

2. **Enquiry Feedback Issue:** Users received no confirmation or visible feedback after submitting an enquiry → recommended adding a confirmation popup and acknowledgment message to improve trust and user experience.

3. **Enquiry Visibility:** Users had no way to track their submitted enquiries → suggested a follow-up acknowledgment email and admin-side status tracking.

4. **Google Analytics Integration:** Enabled traffic tracking to understand user drop-off points and popular listings.

5. **Responsive UI:** Improved accessibility for mobile and tablet devices to support users browsing from different environments.

7. Metrics of Success

Metric	Target
Inquiry-to-contact conversion rate	≥ 35%
Website bounce rate	≤ 40%
Average session duration	≥ 1.5 minutes
Number of qualified leads generated	100+ in first 3 months

8. Your Contributions

- Conducted **customer query analysis** to identify most-requested laptop specs and conditions.

- Proposed multiple **UX improvements** including clearer category labels and enquiry confirmation flow.

- **Collaborated with developers** to define data structure for enquiry capture and traffic reporting.

- **Conducted usability testing** on product listing and enquiry flow to improve overall navigation.

- Recommended **Google Analytics setup** for real-time tracking of user behavior and lead sources.

9. Future Enhancements

- **Online Payment Integration** for verified users.

- **Seller Dashboard** with listing analytics and lead management.

- **Customer Review & Rating System** to build trust.

- **Automated Lead Assignment** to sales agents.

- **AI-based Product Recommendation Engine** for better personalization.

10. Risks & Dependencies

Risk	Impact	Mitigation
Low user engagement due to offline conversion model	Medium	Gradual rollout of in-site chat and payment options
Lack of verified seller trust	High	Introduce a vendor verification badge
Limited product categorization data	Low	Add admin controls to modify categories easily

Summary

Lappyy.com was conceptualized as a **lean MVP** to simplify the refurbished laptop buying experience through a **trust-first, enquiry-driven model**. By focusing on **UX clarity**, **offline deal facilitation**, and **analytics-driven insights**, the platform built a strong foundation for scaling into a full-featured recommerce product.