

# Product Requirements Document: "Wishlist Sharing Feature" for E-commerce Platform

We aim to introduce a **Wishlist Sharing** feature to allow users to share their wishlists with friends, family, or the public via a shareable link. The feature is designed to drive more engagement, attract new users through shared links, and boost purchases by encouraging gift-giving and collaborative shopping. The wishlist can be shared through social media, messaging apps, or email, and recipients can view or purchase items directly from the shared list.

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## Problem:

Currently, users can create private wishlists, but there's no easy way to share them with others. Many shoppers rely on shared lists for events like birthdays, weddings, and holidays. By not offering a simple sharing feature, we miss out on opportunities for users to bring others into our platform, which could increase traffic and sales.

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## Objectives:

- Enable users to share wishlists externally.
  - Increase traffic through social shares and encourage new signups from recipients.
  - Boost purchase rates by leveraging gift-giving scenarios and collaborative shopping.
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## Main Features:

1. **Shareable Link Creation:**
    - Users can generate a unique, shareable link for their wishlist. They will have the option to share it through email, social media platforms, or copy the link directly.
  2. **Visibility Settings:**
    - Users can choose whether their wishlist is **public**, **friends only**, or **private**. Public lists will be discoverable via search within the platform, while private lists will remain visible only to the creator.
  3. **Collaborative Editing (Optional):**
    - We can consider allowing recipients with the link to suggest items to the wishlist or comment on existing items. This could be useful for group shopping experiences or events where multiple people are contributing ideas.
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## User Stories:

1. **As a user**, I want to easily share my wishlist with friends and family so that they can purchase gifts for me.
2. **As a user**, I want to control who can see my wishlist so that I can share it only with the intended recipients.
3. **As a recipient**, I want to view and purchase items from a shared wishlist so that I can buy the perfect gift without hassle.

## Requirements:

1. **Frontend:**
  - Add a “Share Wishlist” button on the wishlist page.
  - UI to select visibility settings (public, friends only, private).
  - Option to generate a shareable link and copy it or share it directly via integrated social and messaging platforms.
2. **Backend:**
  - Support for generating unique links for each wishlist.
  - Track the number of shares and interactions generated from the link.
  - Optional: Enable collaborative features (comments or suggestions) via the link.
3. **Notifications:**
  - Send notifications to users when someone views or makes a purchase from their shared wishlist.

## Success Metrics:

- **Increase in wishlist sharing:** Track the number of shared links generated and the traffic from those links.
- **New user signups:** Measure how many new users sign up after interacting with a shared wishlist.
- **Boost in purchases:** Measure the number of purchases made from items on shared wishlists. Aim for a 10-15% increase in wishlist purchases.

## Conclusion:

The **Wishlist Sharing Feature** will offer users a more collaborative and social shopping experience, driving engagement and purchases. This feature has potential to bring in new users through social shares, increase platform traffic, and encourage group shopping activities during key seasons. Specific details around collaborative editing and notification handling can be adjusted based on user feedback.