
PRODUCT REQUIREMENTS DOCUMENT (PRD)

Product Name

Templately

Product Type

Multi-vendor digital product marketplace

Version

MVP v1.0

Target Market

India-first with global reach

1. Product Vision

Templately is a **creator-first digital marketplace** where developers, designers, and automation builders can sell digital products such as:

- WordPress plugins & themes
- Notion templates
- Videography & photography presets
- Desktop software
- APK files
- AI automation templates (n8n, Zapier, Make, prompts)

Templately is designed to be:

- **Lighter and simpler** than full e-commerce solutions
 - **More transparent** than Gumroad, Etsy, and Sellfy
 - **India-first**, with Razorpay & UPI support
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2. Goals & Success Metrics

Primary Goals

1. Enable creators to list a product in **under 5 minutes**
2. Enable buyers to purchase and download **in under 60 seconds**
3. Provide sellers **clear earnings, analytics, and payouts**
4. Maintain **high trust and quality** via moderation

Success Metrics

- Time to first product listing
 - Conversion rate (product views → purchases)
 - Seller activation rate
 - Monthly GMV
 - Payout success rate
 - Refund rate
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3. User Roles & Permissions

3.1 Guest

- Browse marketplace
- View product pages
- Search & filter
- Sign up / login

3.2 Buyer

- Purchase products
- Access “My Purchases”
- Download files
- View invoices
- Leave reviews
- Manage profile

3.3 Seller

- All buyer permissions
- Create, edit, delete products
- View sales & analytics
- Request withdrawals
- View seller-specific orders

3.4 Admin

- Full access
 - Moderate users & products
 - Manage payouts & refunds
 - Configure platform settings
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4. User Journeys

4.1 Seller Journey

1. Sign up
2. Click “Become a Seller”
3. Complete KYC & payout details
4. Submit product
5. Admin approval
6. Product published
7. Receive sales
8. Withdraw earnings

4.2 Buyer Journey

1. Browse marketplace
 2. View product details
 3. Click “Buy Now”
 4. Pay via Razorpay
 5. Download instantly
 6. View order in “My Purchases”
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5. Functional Requirements

5.1 Authentication & Authorization

- Supabase Auth
 - Email/password login
 - OAuth (Google) – optional
 - Role-based access (RLS)
 - Session persistence
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5.2 Marketplace (Public)

Product Listing Page

- Product card:
 - Thumbnail
 - Title
 - Price
 - Rating
 - Category
 - Seller name
- Pagination / infinite scroll

Search & Filters

- Keyword search
 - Category
 - Price range
 - Rating
 - File type
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5.3 Product Detail Page

- Title & description (rich text)
- Preview images / video
- Price
- Seller profile
- Category & tags
- Compatibility info
- Version & changelog
- License type

- Reviews & ratings
 - Buy Now button
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5.4 Seller Onboarding & KYC

Seller Profile Fields

- Legal name
- Brand name
- Email & phone
- Country
- PAN / GST (India)
- Razorpay account/contact ID
- Portfolio links

Flow

- Seller submits profile
 - Admin approves/rejects
 - Only approved sellers can publish products
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5.5 Product Management (Seller)

Product Fields

- Category
- Title
- Slug (auto)
- Short & long description
- Price (one-time)
- Thumbnail & gallery
- Product file(s)
- Demo/sample file
- Version
- Changelog
- Compatibility
- License type
- Status:
 - Draft

- Pending review
- Published
- Unpublished
- Rejected

Actions

- Create
 - Edit
 - Delete
 - Unpublish / publish
 - Submit for review
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5.6 Checkout & Payments

Razorpay Integration

- Order creation (server-side)
- Razorpay Checkout UI
- Payment verification
- Webhooks:
 - payment.captured
 - payment.failed
 - refund.processed

Order Status

- Pending
 - Paid
 - Failed
 - Refunded
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5.7 File Delivery & Security

- Files stored in Supabase Storage
- Private buckets
- Signed URLs (time-limited)
- Access allowed only after purchase
- Re-download via “My Purchases”

5.8 Buyer Dashboard

My Purchases

- Product name
 - Seller
 - Amount
 - Date
 - Download button
 - Version history
 - Invoice
 - License info
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5.9 Seller Dashboard

Overview

- Total revenue
- Net earnings
- Available balance
- Pending clearance
- Total sales
- Charts (daily/weekly/monthly)

Products

- List of products
- Status
- Sales per product
- Actions: edit, unpublish, delete

Orders

- Buyer (masked email)
- Product
- Amount
- Platform fee
- Net earnings
- Status

Payouts

- Withdrawable balance
 - Request withdrawal
 - Withdrawal history
 - Status:
 - Pending
 - Processing
 - Completed
 - Failed
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5.10 Admin Panel

Dashboard

- Total GMV
- Platform revenue
- Active sellers
- Total users
- Top products

User Management

- View users
- Approve sellers
- Ban/unban users

Product Moderation

- Pending reviews queue
- Approve / reject
- Edit products
- Force unpublish/delete

Orders & Refunds

- View all orders
- Trigger refunds via Razorpay
- Dispute handling

Payouts

- Review withdrawal requests
- Approve/reject
- Trigger Razorpay payouts

Settings

- Platform commission %
 - Minimum payout threshold
 - Holding period
 - Categories & tags
 - Legal pages
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6. Non-Functional Requirements

Performance

- Page load < 2s
- Scalable to 10k+ products

Security

- Supabase RLS
- Encrypted secrets
- Input sanitization
- Malware scanning roadmap

Availability

- 99% uptime
 - Daily backups
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7. Technical Architecture

Frontend

- Next.js + TypeScript
- Tailwind / shadcn-ui
- React Query
- Chart library (Recharts)

Backend

- Supabase Postgres
- Supabase Auth
- Supabase Storage
- Edge Functions / API routes

Payments

- Razorpay Checkout
 - Razorpay Webhooks
 - Razorpay Payouts
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8. Data Models (High-Level)

Users

- id
- role
- email
- created_at

SellerProfiles

- user_id
- kyc_status
- payout_details

Products

- id
- seller_id
- title
- price
- status
- created_at

Orders

- id
- buyer_id
- product_id

- amount
- status

Reviews

- id
- product_id
- rating
- comment

Payouts

- id
 - seller_id
 - amount
 - status
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9. Out of Scope (v1)

- Subscriptions
 - Affiliate system
 - DRM/license enforcement
 - Mobile apps
 - International tax automation
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10. Future Roadmap

- Subscriptions & memberships
 - Coupon codes
 - Affiliate links
 - License verification APIs
 - Advanced fraud detection
 - Creator storefront pages
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11. Risks & Mitigations

Risk

Mitigation

Fraudulent APK/software	Manual review, scanning
Payment disputes	Holding period
Piracy	Signed URLs, license keys
Seller churn	Low fees, transparency

12. Definition of Done (MVP)

- Sellers can list, sell, and withdraw money
 - Buyers can purchase and download instantly
 - Admin can moderate products & payouts
 - Razorpay payments fully functional
 - Secure file delivery implemented
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