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# 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

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## 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”

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## 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

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## 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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