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| Storez prd– A New World for Gen Z Needs | Abstract  PRD document describe the vision and roadmap for the storeZ webstore  26/09/2025  Aatef Fadel  Maged Farag  Sherief Taher |

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# Introduction

**Vision**

Our vision for *StoreZ* is to build a **“digital world for Gen Z needs.”** We want to create one place where Gen Z can find products and experiences that fit their lifestyle and digital habits.

**Problem Statement**

Gen Z are the most digital generation, but their shopping is often spread across many platforms. Today’s online stores do not always give them what they want: personalization, interactivity, and content that speaks their language. StoreZ will solve this by offering a single, engaging marketplace made especially for them.

**Objectives of This Document**

* Show the **vision, roadmap, and main features** of StoreZ.
* Help stakeholders and partners **understand the direction** of the product.
* Set the **business priorities** for the first versions.
* Prepare the ground for future **technical documents** with more details.

**Approach**

We will build StoreZ as a **website and mobile app** using an **agile way of working**. This means:

* We will release features **step by step**.
* We will collect **feedback from Gen Z users** after every release.
* We will adjust quickly to new trends and technologies.

**Document Scope**

This document explains the **business roadmap and product plan**. It does not go deep into the technical side of how to build it. Those details will come later in **future documents**.

# Target Users

**Persona 1: The Customer (Gen Z Buyer)**

**Name:** Sara Al-Mutairi  
**Age:** 21  
**Location:** Riyadh, Saudi Arabia  
**Profile:** University student, active on TikTok, Instagram, and Snapchat. Loves fashion, tech gadgets, and lifestyle products.

**Goals & Needs:**

* Wants trendy, affordable products that match her identity.
* Prefers platforms that feel fun, interactive, and easy to use.
* Looks for social proof (reviews, influencer recommendations).
* Values quick delivery and smooth online payments (Apple Pay, Mada Pay, STC Pay).

**Pain Points:**

* Too many apps and websites, hard to find trustworthy deals.
* Sometimes feels local stores don’t understand Gen Z style.
* Hates long delivery times or unclear return policies.

**Behavior:**

* Shops mainly via mobile phone.
* Influenced by social media trends.
* Shares purchases with friends online.

**Persona 2: The Store Admin (Brand Owner)**

**Name:** Faisal Al-Harbi  
**Age:** 32  
**Location:** Jeddah, Saudi Arabia  
**Profile:** Owns a small clothing brand focused on streetwear. Sells mostly through Instagram but wants to expand digitally.

**Goals & Needs:**

* Wants an easy platform to **list products and manage sales**.
* Needs tools to understand **customer behavior and trends**.
* Wants to grow brand visibility among **Gen Z customers**.
* Prefers simple, Arabic-friendly dashboards.

**Pain Points:**

* Limited technical knowledge — struggles with setting up his own e-commerce site.
* High marketing costs to reach new customers.
* Difficulty tracking sales performance and customer engagement.

**Behavior:**

* Uses mobile and desktop to manage store.
* Engages with customers on social media.
* Open to new tech if it is easy and saves time.

# Value Proposition

1. **Curated for Gen Z Lifestyle**
   * A marketplace built around Gen Z tastes: fashion, tech gadgets, lifestyle products, and trending items.
   * Focus on *self-expression* and *trend adoption* rather than generic e-commerce.
2. **AI-Driven Personalization**
   * Smart recommendations that adapt to user preferences, browsing, and social signals.
   * Every user’s shopping feed feels unique, fun, and relevant.
3. **Social & Interactive Shopping**
   * Integration with TikTok/Instagram-style features: reviews, influencer picks, and community ratings.
   * Shopping as a *social experience*, not just a transaction.
4. **Seamless Experience in** **Saudi Dialect & localized payment methods**
   * A digital-native platform tailored for Saudi & MENA Gen Z: Arabic-friendly dashboards (Saudi Dialect), local payments, fast delivery.
   * Easy navigation with a *mobile-first design*.
5. **Empowering Local Brands**
   * A platform for small and upcoming Saudi/MENA brands to reach Gen Z directly.
   * Simple tools for product listing, analytics, and visibility without heavy technical or marketing costs.

# Product Scope

As a nature of Storez webstore as a marketspace (where customer experience depends heavily on logistics, returns, and operations), it’s mandatory to include both software, and non-software scope items.

* **In-Scope (MVP / Near-term)**
  + **Software Features:**
* Mobile-first webstore & app.
* AI-driven product recommendation engine.
* Social shopping features (reviews, likes, influencer picks).
* Dual-language interface (Arabic (Saudi Dialects)/English).
* Seller dashboard: product listing, sales analytics.
* Order tracking (real-time updates).
* Payment gateway (Mada Pay, Apple Pay, credit card).
  + **Logistics & Operations:**
* Standard shipping integration with local couriers (Aramex, SMSA, etc.).
* Basic return management process (request return via app, approve/refund workflow).
* Customer service support (chat/email/phone).
* SLA: Delivery within Saudi (2–5 days).
* Handling of COD (cash on delivery) in partnership with courier.
* **Out-of-Scope (for MVP)**
  + **Software:**
* Advanced gamification (points, badges).
* AR try-on or virtual fitting.
* Cross-border/global shipping features.
  + **Logistics & Operations:**
* In-house delivery fleet (we rely on courier partners for now).
* Instant same-day delivery.
* Full-scale warehouse operations (we start with 3PL partners).
* International returns/refunds (outside KSA).

# Key Features & Requirements

1. **Core Shopping Features**

* Product catalog (categories, search, filters).
* Product detail page (images, description, price, reviews).
* Cart & checkout (add/remove, order summary).
* Payments (Mada Pay, credit card, Apple Pay).

1. **Personalization & Discovery**

* AI product recommendations (basic version in MVP).
* Trending / popular section (inspired by Gen Z trends).
* Wishlist / save for later.

1. **Social & Community Layer**

* Customer reviews & ratings.
* Like/favorite products.
* Influencer picks / curated collections (basic MVP: manual curation).

1. **User & Seller Accounts**

* Customer profile (orders, returns, saved items).
* Seller dashboard (add products, sales view, order status).
* Basic analytics for sellers (sales volume, top products).

1. **Logistics Integration**

* Order tracking (status updates from courier).
* Return request flow (initiate return → approve → refund).

1. Support & Communication

* In-app chat/email support integration.
* FAQ & help center.

**Feature Prioritization (MVP Roadmap – 2 Months)**

**Month 1 (Weeks 1–4)**

* Catalog & product detail pages
* Cart & checkout
* Payments (mada + card)
* Customer profiles
* Seller dashboard (basic product upload, view orders)

**Month 2 (Weeks 5–8)**

* Order tracking (courier integration)
* Returns (basic flow)
* Reviews & ratings
* Wishlist / favorites
* Trending section (static/manual first, AI later)
* Customer support (chat/email)

**Post-MVP (Phase 2+)**

* AI-driven personalization (full engine).
* Advanced seller analytics dashboard.
* Gamification (points, badges, rewards).
* Deeper social shopping (influencer integrations, live shopping).
* Same-day delivery option with local partners.

# Storez UX Principles

1. **Mobile-First Experience**
   * Prioritize seamless use on smartphones, since Gen Z shops primarily on mobile.
2. **Simplicity & Clarity**
   * Keep navigation intuitive, clean, and fast — no clutter, no confusion.
3. **Personalization**
   * Show products, offers, and experiences tailored to each user’s style and behavior.
4. **Social & Interactive Feel**
   * Integrate reviews, likes, and community-driven elements to make shopping engaging.
5. **Consistency Across Platforms**
   * Webstore and app should provide the same smooth, familiar journey.
6. **Trust & Transparency**
   * Clear prices, delivery times, and return policies to build confidence.
7. **Fast & Frictionless Checkout**
   * Fewest possible steps for payment and order confirmation.
8. **Localization**
   * Full Arabic and English support, local payment methods, culturally relevant visuals.
9. **Accessibility**
   * Ensure design is inclusive and easy to use for different abilities and tech skill levels.
10. **Delightful & Trendy Design**
    * Use vibrant, Gen Z-friendly visuals (colors, icons, micro-animations) to keep the platform fun.

# Non-Functional Requirements

* **Performance & Speed**

Pages and product listings must load quickly (e.g., under 3 seconds) to match Gen Z’s fast expectations.

* **Scalability**

The platform should handle growth in users, products, and brands without service disruption.

* **Availability & Reliability**

StoreZ should be accessible 24/7 with minimal downtime, especially during peak shopping periods.

* **Security & Privacy**

Protect user data and transactions with strong encryption and compliance with local/global standards (e.g., PCI DSS for payments).

* **Usability & Accessibility**

Ensure the platform is intuitive, mobile-first, and inclusive for different user abilities and languages (Arabic + English).

* **Maintainability & Supportability**

The system should be easy to update, fix, and improve, with clear monitoring and support processes in place.

# Business Model & Success Metrics

**Business Model Style:**  
StoreZ operates on a **B2B2C model**. This means we serve two sides of the market:

* **B2B (Business-to-Business):** Local brands, small shops, and store admins who join StoreZ as sellers.
* **B2C (Business-to-Consumer):** Gen Z customers who shop for curated lifestyle products.

Our platform connects **store admins** with **Gen Z buyers**, creating value for both sides: sellers get tools and visibility, while buyers get personalized, trendy shopping experiences.

**Revenue Streams:**StoreZ generates income only from the B2B side (store admins). We focus on three main monetization streams:

1. **Monthly Subscription Packages**
   * Store admins pay a recurring fee to access the platform.
   * Packages are tiered (basic, standard, premium) depending on the number of product listings, dashboard features, and support.
2. **AI Features as Add-ons**
   * Extra paid services such as AI-driven analytics, product recommendations, and sales optimization tools.
   * These are optional add-ons that enhance the store admin’s package.
3. **Store Announcements & Promotions**
   * Paid visibility inside the app and platform, such as featured store banners, homepage highlights, or priority placements in product searches.

# StoreZ Risk Assessment Matrix

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| --- | --- | --- | --- |
| Risk | Likelihood | Impact | Mitigation |
| System downtime during peak usage | Medium | High | Cloud-based scalable infrastructure; load testing before launch |
| Security breach / data leak | Low | Very High | Strong encryption, regular security audits, compliance (PCI DSS) |
| Poor app performance (slow loading, bugs) | High | High | Continuous QA testing, agile sprints, beta testing with users |
| Integration failures (payment, courier APIs) | Medium | Medium | Backup providers, API monitoring, fallback flows |
| Low adoption of AI personalization features | Medium | Medium | Gradual rollout, A/B testing, clear user benefit communication |
| Delayed deliveries by logistics partners | High | High | Multiple courier partnerships, SLA agreements, real-time tracking |
| High product return rates | Medium | Medium | Clear return policies, seller training, quality assurance |
| Onboarding sellers too slowly | Medium | High | Streamlined onboarding process, training guides, dedicated support |
| Customer dissatisfaction (support delays, unclear policies) | High | High | Invest in support team, multilingual FAQ, chatbots |
| Regulatory / compliance issues in Saudi & MENA | Low | Very High | Legal consultation, align with e-commerce & consumer protection laws |

# Assumptions

1. **Gen Z Adoption**

* Gen Z in Saudi & MENA will be early adopters of StoreZ, actively engaging with digital, mobile-first shopping platforms.

1. **Seller Willingness**

* Local brands and small businesses will be willing to pay for subscriptions, AI add-ons, and promotions to access Gen Z buyers.

1. **Logistics Reliability**

* Partner couriers and delivery services can meet agreed SLAs (service-level agreements) for timely shipments and returns.

1. **Digital Payments Readiness**

* Customers will be comfortable using Mada cards, credit/debit cards, and other digital wallets, with high trust in online transactions.

1. **Regulatory Compliance**

* Saudi e-commerce and consumer protection regulations will support Storz’s B2B2C model without unexpected restrictions.

1. **Technical Scalability**

* The chosen software architecture and cloud infrastructure will scale effectively as user and seller numbers grow.

1. **User Behavior Persistence**

* The shift of Gen Z consumers toward online and social shopping (accelerated by trends like TikTok/Instagram shopping) will continue to grow, not decline.