

# Sample MVP Document for Flipkart

## Product Name

Flipkart MVP - Basic E-commerce Platform

## Objective

The goal is to launch an e-commerce platform where users can browse, search for products, and complete purchases. The MVP will focus on core functionalities, including product search, product listing, and checkout.

## Target Audience

Indian users looking for a convenient online shopping platform with a variety of product categories.

## Core Features

1. User Registration/Login: Users can create an account, log in, and log out.
2. Product Search: Users can search for products by name, category, or brand.
3. Product Listing: Display products with images, price, and basic details.
4. Add to Cart: Users can add selected products to their shopping cart.
5. Checkout Process:
  - a. Enter delivery information.
  - b. Select payment methods (credit card, UPI).
  - c. Place order.
6. Order Confirmation: Confirmation message with order summary.
7. Basic Admin Panel: Ability to add/edit products and view orders.

## Out of Scope (For MVP)

- Wishlist.
- Advanced filtering options.
- User reviews and ratings.
- Third-party integrations (payment wallets, delivery tracking).
- Returns and refunds process.

## User Journey

1. User registers or logs in.
2. User searches for a product.
3. User browses the product listing.
4. User selects a product and adds it to the cart.
5. User proceeds to checkout, enters shipping and payment information.
6. User confirms the order and receives an order confirmation.

## Success Metrics

- User Engagement: Number of registered users.
- Product search accuracy: At least 80% of users should find relevant products.
- Order Volume: Number of successful orders placed.
- Checkout completion Rate: Percentage of users who complete a purchase after visiting.
- Cart Abandonment Rate: Percentage of users who abandon the cart during checkout.

## Timeline

- Phase 1: Product Search and Listing (2 weeks).
- Phase 2: User Registration and Checkout (2 weeks).
- Phase 3: Admin Panel and Order Confirmation (1 week).

## Risks

1. Technical Risk: Issues with payment gateway integration may delay the launch.  
Mitigation: Use a third-party payment solution for MVP.
2. Performance Risk: Slow loading times for product images may frustrate users.  
Mitigation: Optimize images and implement basic caching.
3. User Experience Risk: Limited filtering options may hinder product discovery.  
Mitigation: Provide basic filtering by category and price.