PRD – Customised Stationery Online Store

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### Overview

A creative and user-friendly platform that allows customers to design and purchase customised stationery items. The platform features tools for personalising notebooks, pens, planners, and other items with text, colours, designs, and photos. It supports seamless ordering, secure payments, and fast delivery, ensuring a delightful customer experience.

### Hero Scenario

* A user visits the platform, selects a notebook, and customises the cover with a photo, their name, and a motivational quote.
* After completing the design, they preview the product, place the order, and choose delivery options.
* The user receives notifications about order confirmation and shipping updates.
* The product is delivered as per the customization and on time.

### Personas

1. **Creative Individual:** Someone who loves designing their stationery with personal touches.
2. **Student/Professional:** A user looking for unique and functional stationery items tailored to their style.
3. **Gift Shopper:** A customer searching for personalised stationery as a gift for someone special.
4. **Admin:** Responsible for managing the platform, order processing, and design tools.

### Key User Stories

1. **As a user,** I want to browse and select from a variety of stationery products available for customization.
2. **As a user,** I want to upload photos, add text, and choose colours to design my stationery.
3. **As a user,** I want to preview my customised product before placing the order.
4. **As a user,** I want to save my designs and edit them later before checkout.
5. **As a user,** I want secure and multiple payment options (credit/debit cards, UPI, wallets).
6. **As a user,** I want real-time notifications about my order status (confirmation, shipping, and delivery).
7. **As a user,** I want to track my order through a dedicated tracking page.
8. **As an admin,** I want to manage product listings, customization options, and ensure high-quality printing standards.
9. **As a user,** I want to apply promotional codes or discounts during checkout.
10. **As a user,** I want to review the quality of the product after delivery to provide feedback.

### Metrics

* **Number of orders placed per month**
* **Average customization time per user**
* **Customer retention rate** (repeat buyers)
* **Average user rating of delivered products**
* **Conversion rate from browsing to purchasing**
* **Average delivery time from order placement**
* **Percentage of abandoned carts recovered**

### Mockups

1. Home Page

* Showcases featured products (notebooks, pens, planners).
* A banner promoting discounts and festive offers.

2. Product Customization Page

* Interactive tools to upload photos, add text, choose fonts, and adjust colours.
* Real-time preview of the design.

3. Cart Page

* Displays selected products with thumbnails of customised designs.
* Option to edit or remove items before checkout.

4. Order Tracking Page

* Order ID and real-time status updates (e.g., “Processing,” “Shipped,” “Delivered”).

5. Admin Dashboard

* Manage product inventory, customization tools, and order fulfilment.
* Analytics for tracking sales, popular designs, and user feedback.