**E-Commerce Platform Functional Specification Document**

### **1. Product Listing and Management**

* **Admin-Controlled Listing:**
  + Products are created, updated, and deleted by the admin.
  + Admin can upload images, videos, descriptions, prices, discount offers, tags, categories, and inventory stock levels.
  + Bulk upload functionality using CSV or Excel files.
* **User Interface Display:**
  + Products will be displayed with dynamic filtering (category, price, brand, etc.) and sorting options.
  + Product cards will show thumbnail, name, short description, price, rating, and quick view.
  + Detailed product pages will support video playback, customer reviews, and related products section.

### **2. Payment Integration**

* **Gateway Options:**
  + Razorpay (for Indian market)
  + Stripe (for international)
  + Implementation will be modular to support both.
* **Custom Design:**
  + Branded payment popup UI embedded in the checkout process.
  + All payment methods (Net Banking, UPI, Cards, Wallets) shown in a modal.

### **3. Checkout Process**

* **Popup-Based Checkout:**
  + Instead of traditional checkout pages, a modal popup will be triggered.
  + Default view will list all available banks and payment methods.
  + Promo codes and coins redemption input will be part of the popup.

### **4. Sponsored Apps & Ads**

* **Monetization Integration:**
  + JSON-based ads from clients will be fetched and rendered.
  + Ads will auto-display every 30 minutes using local storage timers.
  + Each ad can be clicked and linked to external campaigns or promotions.

### **5. Delivery & Order Tracking**

* **Third-Party API Integration:**
  + Partner with APIs like Delhivery, Shiprocket, or other courier APIs.
  + Real-time tracking details shown in user's order section.
  + Notifications on status change (Packed, Shipped, Out for delivery, Delivered).

### **6. Token System**

* **Token Generation for Purchases:**
  + Every order will create a unique token.
  + Tokens can be refreshed for delayed payments or retries.
  + Used for secure reattempts and for associating with delivery & refunds.

### **7. Dynamic Product Content**

* **Media-Rich Products:**
  + Admin can upload product demo videos (MP4/Youtube/Vimeo).
  + Videos auto-play on product hover or inside product detail view.
  + Adaptive rendering based on device.

### **8. Bonus Coin System**

* **Reward System:**
  + Coins rewarded per purchase.
  + Coins balance shown in user dashboard.
  + Coins redeemable during checkout (with conversion logic).
  + Admin dashboard to configure rules (e.g., 10 coins per $100).

### **9. Campaign System**

* **Purchase & Repair Campaigns:**
  + Campaigns triggered based on customer journey stages.
    - First Welcome Campaign.
    - Monthly Anniversary Coupons.
    - Purchase-Based Reminders.
  + Admin panel to schedule campaigns.
  + Custom email/SMS notifications per campaign.

### **Additional Notes**

* Full JWT-based Authentication System.
* Role-based Access Control (Admin, Vendor, User).
* Analytics Dashboard for sales, campaigns, coins.
* Optimized for Mobile-first design.
* PWA-compatible architecture.

Rest all the functionality of the Ecom is same.:)