

# Event Products E-commerce Platform

## Product Requirements Document (PRD)

### Ayojon — Multi-Vendor E-Commerce Platform for Event Products & Rentals

**Status:** Draft

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## 1. Executive Summary

Ayojon is a multi-vendor e-commerce platform specializing in event-related products and rentals, targeting South Asian users, primarily in Bangladesh. The platform enables multiple vendors to sell and rent event products (decorations, sound systems, lighting, furniture, catering supplies, photography equipment, etc.) while providing consumers with a unified shopping experience similar to Daraz or AliExpress—featuring robust product filtering, local payment methods (COD, bKash, Nagad), and a seamless mobile-first experience.

Unlike general e-commerce platforms, Ayojon is the **one-stop destination for all event needs**—whether planning a wedding, birthday, corporate event, or any celebration.

**Scope:** Frontend prototype with mock data simulation demonstrating the complete e-commerce experience.

**One-Line Pitch:** "The Daraz for events—shop and rent everything you need for any occasion, from hundreds of vendors in one place."

Wireframe/Prototype/Design:

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## 2. Product Vision & Goals

**Vision:** Deliver a polished, production-ready frontend prototype that demonstrates the complete e-commerce shopping experience for event products, comparable to leading platforms like Daraz and AliExpress.

**Primary Goals:**

- Build a fully functional e-commerce UI with product-centric browsing
- Implement comprehensive product filtering and sorting (like Daraz/AliExpress)
- Support both rental and purchase product flows
- Support dark/light theme switching
- Demonstrate local payment flows (COD, bKash, Nagad, card)
- Achieve Lighthouse performance score > 90

**Target Market:** South Asian users, primarily English-speaking Bangladesh (BDT). Target segments include:

- Individuals planning personal events (weddings, birthdays, anniversaries)
- Corporate event organizers
- Event management companies
- Small businesses needing event supplies

**Device Priority:** Mobile (70%), Desktop (25%), Tablet (5%)

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### 3. Story Point Reference

Points	Complexity	Typical Effort
1	Trivial	< 2 hours
2	Simple	2-4 hours
3	Moderate	4-8 hours
5	Complex	1-2 days
8	Very Complex	2-3 days
13	Large	3-5 days

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### 4. Epic Overview

Epic	Description	Priority	Total Points
E1	Homepage & Navigation	P0	94
E2	Product Discovery & Search	P0	68
E3	Product Detail Page	P0	60
E4	Shopping Cart	P0	52
E5	Checkout & Payment	P0	68
E6	User Account	P0	47

Epic	Description	Priority	Total Points
E7	Order Management	P1	42
E8	Vendor Storefront	P1	26
E9	Reviews & Ratings	P1	13
E10	Notifications	P2	13
<b>Total</b>			<b>483</b>

## 5. Epic 1: Homepage & Navigation

**Total Points: 94**

### 5.1 Feature: Global Header

**Description:** Persistent header providing site-wide navigation, search, and user actions.

#### User Stories

**US-1.1:** As a visitor, I want to see the site logo so I can identify the brand and click to return home.

Points	Priority
2	P0

- **Acceptance Criteria:**

- Logo displayed in header on all pages
- Clicking logo navigates to homepage
- Logo adapts for light/dark themes
- Tagline "Everything for Your Events" visible on desktop

**US-1.2:** As a shopper, I want to search for products so I can quickly find what I need.

Points	Priority
3	P0

- **Acceptance Criteria:**

- Search bar prominently visible in header (full width on mobile)
  - Placeholder text: "Search for event products, decorations, rentals..."
  - Search icon triggers search on click
  - Enter key triggers search
  - Navigates to search results page with query
- 

**US-1.3:** As a shopper, I want to see my cart item count so I know how many items I've added.

Points	Priority
3	P0

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- **Acceptance Criteria:**

- Cart icon displayed in header
  - Badge shows item count (hidden if 0)
  - Clicking icon opens cart drawer
  - Count updates immediately when items added/removed
- 

**US-1.4:** As a user, I want to access my account so I can sign in or view my profile.

Points	Priority
5	P0

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- **Acceptance Criteria:**

- User icon/button in header
  - Shows "Sign In" for guests
  - Shows user name/avatar for logged-in users
  - Dropdown with: Profile, Orders, Wishlist, Sign Out
-

**US-1.5:** As a shopper, I want to access my wishlist so I can view saved items.

Points	Priority
2	P1

- **Acceptance Criteria:**

- Heart icon in header
- Badge shows wishlist count
- Clicking navigates to wishlist page

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## 5.2 Feature: Main Navigation Menu

**Description:** Category-based navigation for browsing the product catalog.

### User Stories

**US-1.6:** As a shopper, I want to browse product categories so I can explore available products.

Points	Priority
8	P0

- **Acceptance Criteria:**

- "All Categories" button triggers mega menu
- Mega menu shows all top-level categories with icons
- Categories: Decorations, Sound & Audio, Lighting, Furniture & Seating, Stage & Backdrops, Catering & Tableware, Photography & Video, Tents & Canopies, Invitations & Stationery, Costumes & Attire, Party Supplies, Tools & Equipment
- Hovering category shows subcategories
- Clicking category/subcategory navigates to category page
- Menu closes on outside click or navigation

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**US-1.7:** As a shopper, I want to filter by event type so I can find products for my specific occasion.

<b>Points</b>	<b>Priority</b>
3	P0

- **Acceptance Criteria:**
  - "Shop by Event" dropdown in navigation
  - Event types: Wedding, Birthday, Corporate Event, Baby Shower, Anniversary, Graduation, Religious Event, Festival, Funeral/Memorial
  - Clicking event type navigates to filtered product listing

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**US-1.8:** As a deal-seeker, I want quick access to deals so I can find discounted products.

<b>Points</b>	<b>Priority</b>
2	P0

- **Acceptance Criteria:**
  - "Deals" link in main navigation
  - Navigates to deals page
  - Visual indicator (badge/icon) when flash deals are active

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**US-1.9:** As a shopper, I want to browse rental products so I can find items to rent.

<b>Points</b>	<b>Priority</b>
2	P0

- **Acceptance Criteria:**
  - "Rentals" link in main navigation
  - Navigates to rental products listing
  - Clear distinction from purchase products

**US-1.10:** As a shopper, I want to see new arrivals so I can discover recently added products.

Points	Priority
1	P1

- **Acceptance Criteria:**

- "New Arrivals" link in navigation
- Navigates to new arrivals page (products from last 14 days)

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### 5.3 Feature: Hero Carousel

**Description:** Promotional banner carousel showcasing current campaigns and deals.

#### User Stories

**US-1.11:** As a visitor, I want to see current promotions so I can discover deals and campaigns.

Points	Priority
8	P0

- **Acceptance Criteria:**

- Full-width carousel displayed below header
- Shows 5-8 promotional banners
- Each slide has: headline, supporting text, CTA button, background image
- Content examples: "Wedding Season Sale - Up to 50% Off", "Rent Sound Systems from ₦500/day"
- Auto-rotates every 5 seconds
- Pauses on hover

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**US-1.12:** As a visitor, I want to navigate the carousel so I can view all promotions.

Points	Priority
3	P0

- **Acceptance Criteria:**

- Left/right arrow buttons visible
  - Pagination dots indicate current slide
  - Clicking dot navigates to that slide
  - Swipe support on mobile
- 

**US-1.13:** As a visitor, I want to act on promotions so I can access the advertised deals.

Points	Priority
2	P0

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- **Acceptance Criteria:**

- Each slide has a CTA button ("Shop Now", "Rent Now", etc.)
  - Clicking CTA navigates to promotion target (category, collection, product)
- 

## 5.4 Feature: Flash Deals Section

**Description:** Time-limited deals with countdown timers.

### User Stories

**US-1.14:** As a deal-seeker, I want to see flash deals on the homepage so I can find time-limited offers.

Points	Priority
5	P0

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- **Acceptance Criteria:**

- "Flash Deals" section with master countdown timer
  - Horizontal scrollable grid of deal product cards
  - 5 cards visible on desktop, 2 on mobile
  - "View All" link to full flash deals page
-

**US-1.15:** As a deal-seeker, I want to see deal details on each card so I can evaluate the offer.

Points	Priority
5	P0

- **Acceptance Criteria:**

- Product card shows: product image, title (2 lines max), current price, original price (strikethrough), discount percentage badge, "For Rent" or "For Sale" tag
- Individual countdown timer on each card
- Stock sold progress bar ("75% claimed")
- Vendor name

**US-1.16:** As a shopper, I want to quickly add deal items to cart so I can secure the deal.

Points	Priority
3	P0

- **Acceptance Criteria:**

- "Add to Cart" button on deal card
- For rentals: opens date picker modal first
- Button shows "Added ✓" for 2 seconds after click
- Cart count updates immediately

## 5.5 Feature: Category Grid

**Description:** Visual grid of product categories for quick access.

### User Stories

**US-1.17:** As a shopper, I want to see category icons so I can browse by product type.

Points	Priority
5	P0

- **Acceptance Criteria:**

- "Shop by Category" section header
  - Grid of category cards with icons/images
  - 6 categories per row (desktop), 3 (mobile)
  - Each card shows: category icon/image, category name, product count
  - Clicking category navigates to category page
- 

## 5.6 Feature: Event Type Quick Links

**Description:** Visual shortcuts to shop by event type.

### User Stories

**US-1.18:** As a shopper, I want to see event type shortcuts so I can quickly find products for my event.

Points	Priority
5	P0

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- **Acceptance Criteria:**

- "Shop by Event" section
  - Horizontal scrollable pills/cards
  - Event types with icons: Wedding, Birthday, Corporate, Baby Shower, etc.
  - Clicking navigates to products filtered by that event type
- 

## 5.7 Feature: Product Grid (Homepage)

**Description:** Main product listing on homepage with products from multiple vendors.

### User Stories

**US-1.19:** As a shopper, I want to browse products on the homepage so I can discover items.

Points	Priority
5	P0

- **Acceptance Criteria:**

- "Just For You" / "Recommended Products" section
  - Product grid below categories
  - 5 products per row (desktop), 2 (mobile)
  - Initial load: 20 products
  - Loading skeleton shown while fetching
  - Mix of products from various vendors
- 

**US-1.20:** As a shopper, I want to see key product info on each card so I can evaluate items quickly.

Points	Priority
5	P0

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- **Acceptance Criteria:**

- Product card shows: product image, discount badge (if applicable), "Rental" or "Sale" tag, title (2 lines max), vendor name, rating (stars + count), current price, original price (if discounted), "Free Shipping" indicator (if applicable)
  - "Ayojon Choice" badge for curated products
- 

**US-1.21:** As a shopper, I want to interact with product cards so I can take quick actions.

Points	Priority
5	P0

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- **Acceptance Criteria:**

- Hover shows slight elevation and action buttons
- Favorite button (heart) toggles wishlist status
- "Add to Cart" button (for purchase items)
- "Check Dates" button (for rental items)
- Clicking image/title opens product detail page

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**US-1.22:** As a shopper, I want infinite scroll so I can browse more products without pagination clicks.

Points	Priority
5	P0

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- **Acceptance Criteria:**

- More products load automatically when scrolling near bottom
  - Loading indicator shown during fetch
  - Graceful handling when no more products
- 

## 5.8 Feature: Top Vendors Section

**Description:** Showcase of featured/verified vendors.

### User Stories

**US-1.23:** As a shopper, I want to see featured vendors so I can discover trusted sellers.

Points	Priority
5	P1

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- **Acceptance Criteria:**

- "Top Vendors" section with horizontal scrollable cards
  - Vendor card shows: logo, name, verification badge, rating, product count, specialty (e.g., "Decorations", "Sound Systems"), "Visit Store" button
  - Clicking card navigates to vendor storefront
- 

## 5.9 Feature: Trust & Value Props Section

**Description:** Trust indicators and platform benefits.

### User Stories

**US-1.24:** As a visitor, I want to see trust indicators so I feel confident shopping here.

Points	Priority
2	P1

- **Acceptance Criteria:**

- Row of trust badges: "100% Authentic", "Secure Payments", "Easy Returns", "24/7 Support", "Verified Vendors"
- Each badge has icon and label

## 5.10 Feature: Footer

**Description:** Site-wide footer with links, policies, and social connections.

### User Stories

**US-1.25:** As a visitor, I want to access important links in the footer so I can find information about the site.

Points	Priority
3	P1

- **Acceptance Criteria:**

- Footer columns: About (About Us, Careers, Blog), Customer Service (Contact, FAQ, Shipping Info, Returns & Refunds), For Vendors (Sell on Ayojon, Vendor Center, Success Stories), Policies (Privacy Policy, Terms of Service, Cookie Policy)
- Social media links: Facebook, Instagram, YouTube
- Payment method icons: Visa, Mastercard, bKash, Nagad, COD
- App download badges (placeholder)
- Copyright notice

**US-1.26:** As a user, I want to switch themes so I can use the site in my preferred mode.

Points	Priority
5	P0

- **Acceptance Criteria:**
    - Theme toggle (sun/moon icon) accessible in header or footer
    - Clicking toggles between light and dark mode
    - Preference persists across sessions
    - Smooth transition between themes
- 

## 6. Epic 2: Product Discovery & Search

**Total Points: 68**

### 6.1 Feature: Search Autocomplete

**Description:** Real-time search suggestions as user types.

#### User Stories

**US-2.1:** As a shopper, I want search suggestions so I can find products faster.

Points	Priority
8	P0

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- **Acceptance Criteria:**
    - Suggestions appear after typing 2 characters
    - Dropdown shows: recent searches (3 max), trending searches (3 max), product suggestions with thumbnails (5 max), category matches (3 max), vendor matches (2 max)
    - Clicking suggestion navigates to relevant page
    - Keyboard navigation (up/down arrows, enter to select)
- 

**US-2.2:** As a returning user, I want to see my recent searches so I can repeat past queries.

Points	Priority
3	P1

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- **Acceptance Criteria:**

- Recent searches section in autocomplete dropdown
  - Shows last 5 searches
  - "Clear" option to remove history
- 

## 6.2 Feature: Search Results Page

**Description:** Full search results with comprehensive filtering and sorting.

### User Stories

**US-2.3:** As a shopper, I want to see search results so I can find matching products.

Points	Priority
5	P0

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- **Acceptance Criteria:**
    - Page shows "X results for '[query]'"
    - Product grid displays matching products
    - Breadcrumb: Home > Search > "[query]"
    - Empty state if no results with suggestions
    - Results count updates with filters
- 

**US-2.4:** As a shopper, I want to filter search results so I can narrow down options.

Points	Priority
13	P0

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- **Acceptance Criteria:**
  - Filter sidebar (desktop) / bottom sheet (mobile)
  - **Filters (Daraz/AliExpress style):**
    - **Category** (hierarchical multi-select with counts)
    - **Event Type** (multi-select: Wedding, Birthday, Corporate, etc.)
    - **Price Range** (slider with min/max inputs in BDT)

- **Product Type** (Rental, Purchase, Both)
  - **Rating** (4★ & up, 3★ & up, etc.)
  - **Vendor** (multi-select, top vendors shown)
  - **Location** (multi-select by district/city)
  - **Shipping** (Free Shipping toggle)
  - **Availability** (In Stock Only toggle, Available for Rent toggle)
  - **Discount** (On Sale toggle, discount range)
  - **Brand** (if applicable, multi-select)
  - Active filters shown as chips above results with remove option
  - "Clear All Filters" button
  - Results update dynamically on filter change
  - Filter counts show number of matching products
- 

**US-2.5:** As a shopper, I want to sort search results so I can order by preference.

Points	Priority
3	P0

- **Acceptance Criteria:**

- Sort dropdown with options: Best Match (default), Price: Low to High, Price: High to Low, Customer Rating, Newest Arrivals, Best Sellers, Most Reviews
  - Results reorder on selection
  - Selected sort option displayed
- 

**US-2.6:** As a shopper, I want to toggle between grid and list view so I can browse in my preferred format.

Points	Priority
3	P1

- **Acceptance Criteria:**

- Grid/List toggle icons

- Grid view: product cards in grid layout
  - List view: horizontal cards with more details
  - Preference persists
- 

### 6.3 Feature: Category Pages

**Description:** Browsable product listings by category with full filtering.

#### User Stories

**US-2.7:** As a shopper, I want to browse category pages so I can explore products by type.

Points	Priority
8	P0

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- **Acceptance Criteria:**

- Category banner at top with category name and image
  - Breadcrumb showing hierarchy (Home > Decorations > Balloon Decorations)
  - Subcategory pills/tabs for quick navigation
  - Same comprehensive filter/sort functionality as search
  - Product grid with infinite scroll
  - Product count displayed
- 

**US-2.8:** As a shopper, I want to see featured products in a category so I can discover popular items.

Points	Priority
3	P1

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- **Acceptance Criteria:**

- "Featured in [Category]" carousel at top
  - Shows top-selling or promoted products
  - Scrollable on mobile
-

## 6.4 Feature: Event Type Filtered Pages

**Description:** Product listings filtered by event type.

### User Stories

**US-2.9:** As a shopper, I want to browse products by event type so I can find everything for my occasion.

Points	Priority
5	P0

#### • Acceptance Criteria:

- Event page header with event name and themed banner (e.g., "Wedding Essentials")
- All products tagged for that event type displayed
- Category breakdown within event (e.g., Wedding > Decorations, Wedding > Catering)
- Same filter/sort functionality
- "Popular for [Event]" section

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## 6.5 Feature: Special Collections

**Description:** Curated product collections (Flash Deals, Rentals, New Arrivals).

### User Stories

**US-2.10:** As a deal-seeker, I want a dedicated flash deals page so I can see all time-limited offers.

Points	Priority
8	P0

#### • Acceptance Criteria:

- Page title with master countdown timer
- Tabs: Active Deals, Upcoming, Ended
- Deal cards with individual timers
- Stock sold progress bar on each card
- Category filter for deals

- Sort by: Ending Soon, Biggest Discount, Price
- 

**US-2.11:** As a shopper, I want a dedicated rentals page so I can browse all rental products.

Points	Priority
5	P0

- **Acceptance Criteria:**

- "Rental Products" page
  - All products available for rent
  - Additional filter: Rental Duration (Daily, Weekly, Monthly)
  - Price shown as "₹X/day" or "₹X/week"
  - Date availability indicator
- 

**US-2.12:** As a shopper, I want a new arrivals page so I can see recently added products.

Points	Priority
3	P1

- **Acceptance Criteria:**

- Products sorted by date added (newest first)
  - Time filter: Today, This Week, This Month
  - Category filter
  - Standard product grid
- 

**US-2.13:** As a quality-focused shopper, I want an "Ayojon Choice" page so I can find curated quality products.

Points	Priority
3	P1

- **Acceptance Criteria:**
    - Explanation of selection criteria
    - Products organized by category sections
    - All products have "Ayojon Choice" badge
    - Trust indicators explaining quality standards
- 

## 7. Epic 3: Product Detail Page

**Total Points: 60**

### 7.1 Feature: Image Gallery

**Description:** Product images with zoom and navigation.

#### User Stories

**US-3.1:** As a shopper, I want to view product images so I can see the item clearly.

Points	Priority
5	P0

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- **Acceptance Criteria:**
    - Main image (500x500 desktop, full-width mobile)
    - Thumbnail strip (5 visible, vertical on desktop, horizontal dots on mobile)
    - Clicking thumbnail updates main image
    - Image counter badge "1/8"
    - "Rental" or "For Sale" badge on images
- 

**US-3.2:** As a shopper, I want to zoom product images so I can see details.

Points	Priority
5	P0

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- **Acceptance Criteria:**

- Hover magnifier on desktop
  - Pinch-to-zoom on mobile
  - Full-screen lightbox on expand icon click
- 

**US-3.3:** As a shopper, I want to view product videos so I can see the item in use.

Points	Priority
3	P1

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- **Acceptance Criteria:**
    - Video thumbnails have play button overlay
    - Clicking opens video player
    - Video plays inline or in lightbox
- 

## 7.2 Feature: Product Information

**Description:** Core product details and pricing.

### User Stories

**US-3.4:** As a shopper, I want to see product details so I can make a purchase decision.

Points	Priority
5	P0

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- **Acceptance Criteria:**
    - Product title (H1)
    - Rating summary (stars + review count, clickable to reviews)
    - Orders/rentals count ("500+ sold" or "200+ rented")
    - Product type badge: "For Sale", "For Rent", or "Rent or Buy"
    - Stock status: "In Stock" (green), "Only X left" (orange), "Out of Stock" (red)
    - Vendor link: "Sold by [Vendor Name]" with rating (clickable)
-

**US-3.5:** As a shopper, I want to see pricing information so I understand the cost.

Points	Priority
5	P0

- **Acceptance Criteria:**

- **For Purchase:** Current price (large), original price (strikethrough if discounted), discount percentage badge, price per unit if applicable
- **For Rental:** Daily rate prominently displayed, weekly/monthly rates if available, security deposit amount, "From £X/day" format
- **For Both:** Toggle tabs "Buy" / "Rent" with respective pricing

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**US-3.6:** As a shopper, I want to see shipping information so I know delivery options.

Points	Priority
3	P0

- **Acceptance Criteria:**

- Estimated delivery date range
- Shipping cost or "Free Shipping" indicator
- Delivery location (editable)
- "Ships from [Location]"

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## 7.3 Feature: Rental Configuration

**Description:** Date selection and rental terms for rental products.

### User Stories

**US-3.7:** As a shopper, I want to select rental dates so I can book items for my event.

Points	Priority
8	P0

- **Acceptance Criteria:**
    - Date range picker: "Start Date" and "End Date"
    - Calendar shows available/unavailable dates
    - Unavailable dates greyed out with tooltip "Already booked"
    - Minimum rental period enforced
    - Real-time total calculation: Daily Rate × Days
    - Security deposit shown separately
- 

**US-3.8:** As a shopper, I want to see rental terms so I understand the conditions.

Points	Priority
3	P0

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- **Acceptance Criteria:**
    - Collapsible "Rental Terms" section
    - Shows: minimum/maximum rental period, security deposit info, late return fees, damage policy, cancellation policy
- 

## 7.4 Feature: Variant Selection

**Description:** Selection of product variants (color, size, etc.).

### User Stories

**US-3.9:** As a shopper, I want to select product variants so I can choose my preferred option.

Points	Priority
5	P0

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- **Acceptance Criteria:**
  - Color swatches: circular buttons with color fill, selected state highlighted, clicking updates product image

- Size buttons: button group with size labels, selected state highlighted
  - Other variants as dropdown selects
  - Out-of-stock variants shown as disabled with strikethrough
  - Price may change based on variant
- 

**US-3.10:** As a shopper, I want to select quantity so I can buy/rent multiple items.

Points	Priority
3	P0

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- **Acceptance Criteria:**
    - Quantity selector: minus button, input field, plus button
    - Minimum: 1, Maximum: available stock
    - Shows "X items available" for low stock
    - For rentals: "X units available for selected dates"
- 

## 7.5 Feature: Add to Cart Actions

**Description:** Quantity selection and cart/wishlist actions.

### User Stories

**US-3.11:** As a shopper, I want to add items to cart so I can purchase/rent them.

Points	Priority
3	P0

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- **Acceptance Criteria:**
  - "Add to Cart" button
  - Button shows loading state during action
  - Button shows "Added ✓" for 2 seconds after success
  - Cart icon count updates
  - Toast notification confirms addition

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**US-3.12:** As a shopper, I want to buy/rent now so I can checkout immediately.

Points	Priority
3	P0

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- **Acceptance Criteria:**

- "Buy Now" / "Rent Now" button
  - Adds item to cart and navigates to checkout
  - Respects selected variant, quantity, and dates
- 

**US-3.13:** As a shopper, I want to save items to wishlist so I can purchase later.

Points	Priority
3	P0

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- **Acceptance Criteria:**

- Heart icon button
  - Toggles between outline (not saved) and filled (saved)
  - Updates wishlist count in header
  - Works for guests (stored locally) and logged-in users
- 

## 7.6 Feature: Product Description & Specs

**Description:** Detailed product information in tabs.

### User Stories

**US-3.14:** As a shopper, I want to read product description so I can understand the item.

Points	Priority
5	P0

- **Acceptance Criteria:**
    - Tabs: Description, Specifications, Shipping & Returns
    - Description tab shows formatted HTML content with images
    - Specifications tab shows key-value table (dimensions, material, weight, etc.)
    - Shipping tab shows delivery info and return policy
- 

## 7.7 Feature: Reviews Section

**Description:** Customer reviews display on product page.

### User Stories

**US-3.15:** As a shopper, I want to see review summary so I can gauge product quality.

Points	Priority
3	P0

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- **Acceptance Criteria:**
    - Average rating (large number + stars)
    - Rating distribution bars (5-star to 1-star breakdown)
    - Total review count
    - "Write a Review" button (for verified purchasers/renters)
- 

**US-3.16:** As a shopper, I want to read customer reviews so I can learn from others' experiences.

Points	Priority
5	P0

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- **Acceptance Criteria:**
  - Review list with: reviewer name, rating stars, date, "Verified Purchase/Rental" badge, review text, customer photos (if uploaded), helpful count
  - "Helpful" button to upvote
  - Sort by: Most Recent, Most Helpful, Highest Rated, Lowest Rated

- 
- Filter by: rating, with photos, verified only
  - Pagination or "Load More"
- 

## 7.8 Feature: Related Products

**Description:** Product recommendations.

### User Stories

**US-3.17:** As a shopper, I want to see related products so I can discover similar items.

Points	Priority
5	P1

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### • Acceptance Criteria:

- Sections: "Similar Products", "Frequently Bought/Rented Together", "From Same Vendor", "Recently Viewed"
  - Each section is a horizontal scrollable carousel
  - Standard product cards
  - "View All" link for each section
- 

## 8. Epic 4: Shopping Cart

**Total Points:** 52

### 8.1 Feature: Cart Drawer

**Description:** Slide-in cart preview accessible from header.

### User Stories

**US-4.1:** As a shopper, I want a quick cart preview so I can see my items without leaving the page.

Points	Priority
5	P0

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- **Acceptance Criteria:**

- Clicking cart icon opens drawer from right
  - Drawer width: 400px (desktop), full-width (mobile)
  - Semi-transparent backdrop, closes on outside click
  - Header: "Your Cart (X items)" with close button
  - Scrollable item list
- 

**US-4.2:** As a shopper, I want to see cart items in the drawer so I can review my selections.

Points	Priority
8	P0

---

- **Acceptance Criteria:**

- Items grouped by type: "Purchases" and "Rentals"
  - Each item shows: thumbnail, title, variant info, quantity, price
  - Rental items additionally show: rental dates, daily rate, total rental cost
  - Quantity adjustable inline
  - Remove button
  - Subtotals per section
- 

**US-4.3:** As a shopper, I want to see cart summary so I can proceed to checkout.

Points	Priority
3	P0

---

- **Acceptance Criteria:**

- Purchases subtotal
- Rentals subtotal
- Security deposits total (for rentals)
- Grand total

- "View Cart" and "Checkout" buttons at bottom
- 

**US-4.4:** As a shopper, I want to see free shipping progress so I'm motivated to add more.

Points	Priority
3	P1

---

- **Acceptance Criteria:**

- Progress bar toward free shipping threshold (e.g., \$1999)
  - Shows "X away from free shipping" or "You qualify for free shipping!"
- 

## 8.2 Feature: Cart Page

**Description:** Full cart management page.

### User Stories

**US-4.5:** As a shopper, I want a full cart page so I can manage my items in detail.

Points	Priority
5	P0

---

- **Acceptance Criteria:**

- Page title: "Shopping Cart (X items)"
  - Breadcrumb: Home > Shopping Cart
  - Items grouped by vendor
  - Within vendor: grouped by Purchases and Rentals
  - Order summary sidebar (desktop) / bottom section (mobile)
- 

**US-4.6:** As a shopper, I want to manage cart items so I can adjust my order.

Points	Priority
5	P0

- **Acceptance Criteria:**
  - Checkbox to select/deselect items
  - Quantity selector (updates line total)
  - "Edit Dates" for rental items (opens date picker)
  - "Save for Later" moves item to wishlist
  - "Remove" deletes item (with confirmation)
  - Select all / deselect all option

---

**US-4.7:** As a shopper, I want to see order summary so I know my total.

Points	Priority
5	P0

- **Acceptance Criteria:**
  - Subtotal (sum of selected items)
  - Rental subtotal
  - Security deposits (refundable)
  - Estimated shipping
  - Discount (if coupon applied)
  - Total
  - "Proceed to Checkout" button

---

**US-4.8:** As a shopper, I want to apply promo codes so I can get discounts.

Points	Priority
5	P0

- **Acceptance Criteria:**

- "Enter promo code" input with "Apply" button
  - Success: shows discount amount, code name, remove option
  - Error: "Invalid or expired code" message
  - Multiple codes if allowed
- 

**US-4.9:** As a shopper, I want to see an empty cart state so I know to add items.

Points	Priority
2	P0

---

- **Acceptance Criteria:**

- Illustration with "Your cart is empty" message
  - "Continue Shopping" button
  - "View Wishlist" link if wishlist has items
- 

**US-4.10:** As a shopper, I want to be notified of item changes so I'm aware of issues.

Points	Priority
5	P1

---

- **Acceptance Criteria:**

- Alert if item went out of stock
  - Alert if price changed since adding
  - Alert if rental dates no longer available
  - Option to remove unavailable items or update
- 

**US-4.11:** As a shopper, I want to see recommended products in cart so I can add more items.

Points	Priority
3	P1

- **Acceptance Criteria:**
  - "You May Also Like" section below cart items
  - Horizontal scrollable product cards
  - "Add to Cart" quick action

## 9. Epic 5: Checkout & Payment

**Total Points: 68**

### 9.1 Feature: Checkout Flow

**Description:** Multi-step checkout process.

#### User Stories

**US-5.1:** As a shopper, I want a clear checkout flow so I can complete my purchase easily.

Points	Priority
5	P0

- **Acceptance Criteria:**
  - Progress indicator: Shipping → Delivery Schedule → Payment → Review
  - Current step highlighted
  - Can navigate back to previous steps
  - Order summary visible throughout (collapsible on mobile)

### 9.2 Feature: Shipping Information

**Description:** Delivery address collection and selection.

#### User Stories

**US-5.2:** As a shopper, I want to enter my shipping address so my order can be delivered.

Points	Priority
8	P0

- **Acceptance Criteria:**

- Form fields: Full Name, Phone Number, Email (optional), Address Line 1, Address Line 2 (optional), City (dropdown), District (dropdown), Postal Code, Delivery Instructions (optional)
- Validation on all required fields
- Bangladesh phone format validation
- Error messages inline

---

**US-5.3:** As a returning customer, I want to select a saved address so I don't have to re-enter it.

Points	Priority
5	P0

- **Acceptance Criteria:**

- List of saved addresses (radio selection)
- Default address pre-selected
- "Edit" opens edit modal
- "Add New Address" shows form
- Can delete non-default addresses

---

**US-5.4:** As a shopper, I want to choose delivery or pickup so I can select my preference.

Points	Priority
3	P0

- **Acceptance Criteria:**

- Options per vendor: Home Delivery, Self Pickup

- Home Delivery shows shipping fee
  - Self Pickup shows vendor address
- 

### 9.3 Feature: Delivery Scheduling

**Description:** Delivery and rental return scheduling.

#### User Stories

**US-5.5:** As a shopper, I want to choose a shipping method so I can select delivery speed.

Points	Priority
3	P0

---

- **Acceptance Criteria:**

- Options: Standard (₺60-120, 3-5 days), Express (₺150-200, 1-2 days), Free Shipping (orders over ₺1999, 5-7 days)
  - Cost and estimated delivery shown
  - Selection updates order summary
- 

**US-5.6:** As a rental customer, I want to schedule rental delivery so items arrive before my event.

Points	Priority
5	P0

---

- **Acceptance Criteria:**

- Delivery date must be on or before rental start date
  - Time slot selection: Morning, Afternoon, Evening
  - Delivery fee displayed
- 

**US-5.7:** As a rental customer, I want to schedule rental return so I know when to return items.

Points	Priority
5	P0

- **Acceptance Criteria:**

- Return date auto-set based on rental end date
- Return method: Pickup by Vendor (fee may apply), Self Drop-off (free)
- Time slot for pickup
- Late return fee reminder

#### **9.4 Feature: Payment Methods**

**Description:** Payment method selection and processing UI.

##### **User Stories**

**US-5.8:** As a shopper, I want to pay with Cash on Delivery so I can pay when I receive my order.

Points	Priority
5	P0

- **Acceptance Criteria:**

- COD option with cash icon
- Shows COD fee if applicable
- Note for rentals: "Security deposit must be paid online"
- Phone verification for OTP

**US-5.9:** As a shopper, I want to pay with bKash so I can use my mobile wallet.

Points	Priority
8	P0

- **Acceptance Criteria:**

- bKash option with logo
  - Enter registered mobile number
  - Simulated redirect to bKash payment page
  - Mock PIN entry
  - Success/failure response
  - Return to confirmation or retry
- 

**US-5.10:** As a shopper, I want to pay with Nagad so I can use my preferred wallet.

Points	Priority
5	P0

---

- **Acceptance Criteria:**
    - Same flow as bKash with Nagad branding
- 

**US-5.11:** As a shopper, I want to pay with card so I can use my credit/debit card.

Points	Priority
8	P0

---

- **Acceptance Criteria:**
    - Card option with Visa/Mastercard icons
    - Card form: Card Number, Expiry (MM/YY), CVV, Cardholder Name
    - Card type auto-detection
    - Simulated 3D Secure step
    - Processing animation
    - Success/failure response
- 

**US-5.12:** As a returning customer, I want to use a saved payment method so checkout is faster.

Points	Priority
3	P1

- **Acceptance Criteria:**
  - Saved cards shown (last 4 digits, brand)
  - Saved wallet connections shown
  - Can select or add new method

## 9.5 Feature: Order Review

**Description:** Final review before placing order.

### User Stories

**US-5.13:** As a shopper, I want to review my order before placing it so I can confirm everything is correct.

Points	Priority
5	P0

- **Acceptance Criteria:**
  - Summary sections: Shipping Address, Delivery Method, Payment Method, Order Items (purchases and rentals separate)
  - Rental items show: dates, daily rate, total, deposit
  - Full price breakdown
  - "Edit" links to modify each section
  - Terms agreement checkbox
  - "Place Order" button (disabled until terms accepted)

## 9.6 Feature: Order Confirmation

**Description:** Post-purchase confirmation page.

## User Stories

**US-5.14:** As a shopper, I want order confirmation so I know my purchase succeeded.

Points	Priority
5	P0

- **Acceptance Criteria:**

- Success checkmark animation
- Order number displayed prominently
- "Confirmation sent to [email/phone]" message
- Order summary: items, totals, shipping address, payment method
- Rental dates displayed for rental items
- Estimated delivery date
- "Track Order" button
- "Continue Shopping" link

---

## 10. Epic 6: User Account

**Total Points: 47**

### 10.1 Feature: Authentication

**Description:** User sign in and registration.

#### User Stories

**US-6.1:** As a visitor, I want to sign in so I can access my account.

Points	Priority
5	P0

- **Acceptance Criteria:**

- Sign in modal with: Email/Phone input, Password input, "Remember Me" checkbox, "Forgot Password" link, "Sign In" button, Social sign-in (Google, Facebook), "Create Account" link
- Validation and error messages

- Successful login closes modal, updates header
- 

**US-6.2:** As a visitor, I want to create an account so I can save my information.

Points	Priority
5	P0

---

- **Acceptance Criteria:**

- Registration modal with: Full Name, Email, Phone, Password (with requirements shown), Confirm Password, Terms agreement checkbox
  - Validation: unique email/phone, password strength
  - Success: account created, user logged in
- 

**US-6.3:** As a user, I want to reset my password so I can regain account access.

Points	Priority
5	P0

---

- **Acceptance Criteria:**

- "Forgot Password" opens reset flow
  - Enter email/phone
  - Simulated OTP/link sent
  - Enter new password
  - Success message
- 

## 10.2 Feature: Account Dashboard

**Description:** Account overview and navigation.

### User Stories

**US-6.4:** As a user, I want an account dashboard so I can see my account summary.

Points	Priority
5	P0

- **Acceptance Criteria:**

- Welcome message with name and avatar
- Quick stats: total orders, active rentals, wishlist count, review count
- Recent orders (last 3)
- Active rentals with return reminders
- Navigation sidebar: Dashboard, My Orders, My Rentals, Wishlist, Addresses, Payment Methods, Profile Settings, Notifications, Sign Out

### 10.3 Feature: Profile Management

**Description:** Personal information editing.

#### User Stories

**US-6.5:** As a user, I want to edit my profile so I can keep my information current.

Points	Priority
5	P0

- **Acceptance Criteria:**

- Editable fields: Full Name, Email (requires verification), Phone (requires OTP), Date of Birth, Gender, Avatar (image upload)
- Save button with confirmation

**US-6.6:** As a user, I want to change my password so I can maintain security.

Points	Priority
3	P0

- **Acceptance Criteria:**

- Form: Current Password, New Password, Confirm New Password
  - Password requirements displayed
  - Validation and success message
- 

## 10.4 Feature: Address Book

**Description:** Saved addresses management.

### User Stories

**US-6.7:** As a user, I want to manage my addresses so I can have multiple delivery options.

Points	Priority
5	P0

---

- **Acceptance Criteria:**

- List of saved addresses
  - Default address highlighted
  - Add new address (opens form modal)
  - Edit address (opens populated form)
  - Delete address (with confirmation, cannot delete default)
  - Set as default option
- 

## 10.5 Feature: Payment Methods

**Description:** Saved payment methods management.

### User Stories

**US-6.8:** As a user, I want to manage saved payment methods so checkout is faster.

Points	Priority
5	P1

---

- **Acceptance Criteria:**

- Saved cards: last 4 digits, expiry, brand icon, default badge
  - Linked wallets: bKash/Nagad phone numbers
  - Add new card (form)
  - Link new wallet
  - Remove method (with confirmation)
  - Set as default
- 

## 10.6 Feature: Wishlist

**Description:** Saved items management.

### User Stories

**US-6.9:** As a user, I want to view my wishlist so I can see saved items.

Points	Priority
3	P0

---

- **Acceptance Criteria:**

- Page title: "My Wishlist (X items)"
  - Product grid of saved items
  - Empty state with browse CTA
- 

**US-6.10:** As a user, I want to manage wishlist items so I can take action on them.

Points	Priority
3	P0

---

- **Acceptance Criteria:**

- "Add to Cart" moves item to cart
- "Remove" deletes from wishlist
- Price drop indicator if item is now cheaper

- Out of stock indicator
- 

## 11. Epic 7: Order Management

**Total Points:** 42

### 11.1 Feature: Order History

**Description:** List of past orders.

#### User Stories

**US-7.1:** As a user, I want to see my order history so I can track past purchases.

Points	Priority
8	P0

---

#### • Acceptance Criteria:

- Page title: "My Orders"
  - Filter tabs: All, To Pay, To Ship, To Receive, Completed, Cancelled, Returns
  - Search by order number or product name
  - Date range filter
  - Order cards showing: order number, date, status badge, item preview, item count, total, action buttons
- 

**US-7.2:** As a user, I want to take actions on orders so I can manage them.

Points	Priority
5	P0

---

#### • Acceptance Criteria:

- "View Details" opens order detail page
- "Track" opens tracking page
- "Reorder" adds all items to cart

- "Cancel" (if eligible) opens cancellation flow
  - "Review" for delivered items
- 

## 11.2 Feature: Rental Management

**Description:** Active and past rentals management.

### User Stories

**US-7.3:** As a user, I want to see my rentals so I can track active and past rentals.

Points	Priority
8	P0

---

- **Acceptance Criteria:**
    - "My Rentals" page
    - Filter tabs: Active, Upcoming, Completed, All
    - Rental cards showing: order number, product info, rental dates, status, days remaining, return info
    - Countdown for active rentals ("Return in X days")
- 

**US-7.4:** As a user, I want to extend my rental so I can keep items longer.

Points	Priority
5	P1

---

- **Acceptance Criteria:**
    - "Extend Rental" button on active rentals
    - Check availability for new dates
    - Show additional cost
    - Payment for extension
    - Updated return date confirmation
-

### **11.3 Feature: Order Detail**

**Description:** Full order information.

#### **User Stories**

**US-7.5:** As a user, I want to see order details so I know everything about my purchase.

<b>Points</b>	<b>Priority</b>
8	P0

---

- **Acceptance Criteria:**

- Order number and date
  - Current status with icon
  - Order timeline: Placed → Confirmed → Processing → Shipped → Delivered
  - For rentals: additional statuses (In Use → Return Due → Returned → Deposit Refunded)
  - Item list with all details
  - Order summary: subtotal, shipping, discounts, deposits, total
  - Shipping address and payment method
  - Vendor contact info
- 

### **11.4 Feature: Order Tracking**

**Description:** Real-time order tracking.

#### **User Stories**

**US-7.6:** As a user, I want to track my order so I know when it will arrive.

<b>Points</b>	<b>Priority</b>
5	P0

---

- **Acceptance Criteria:**

- Visual progress bar showing current status
- Detailed timeline with dates/times
- Shipment details: courier name, tracking number

- Expected delivery date
  - Delivery address
  - Contact options
- 

## 11.5 Feature: Returns

**Description:** Return request process.

### User Stories

**US-7.7:** As a user, I want to request a return so I can return unwanted items.

Points	Priority
5	P1

---

- **Acceptance Criteria:**
    - "Return" button on eligible items
    - Select items to return
    - Choose reason
    - Add photos and comments
    - Select refund method
    - Submit request
    - Confirmation with return instructions
- 

## 12. Epic 8: Vendor Storefront

**Total Points: 26**

### 12.1 Feature: Vendor Page

**Description:** Individual vendor storefront.

### User Stories

**US-8.1:** As a shopper, I want to visit a vendor's store so I can see all their products.

Points	Priority
8	P0

- **Acceptance Criteria:**

- Store banner image
- Store info: logo, name, verification badge, rating, follower count, response rate, member since, location
- Navigation tabs: All Products, Categories, New Arrivals, Top Selling, About, Reviews
- Product grid with filters and sort
- "Follow" and "Contact" buttons

---

**US-8.2:** As a shopper, I want to filter vendor products so I can find what I need.

Points	Priority
5	P0

- **Acceptance Criteria:**

- Filter by: Category, Price, Rating, Product Type (Rental/Purchase), Availability
- Sort by: Best Selling, Newest, Price
- Search within store

---

**US-8.3:** As a shopper, I want to learn about a vendor so I can decide if they're trustworthy.

Points	Priority
5	P1

- **Acceptance Criteria:**

- About tab: store description, location, business hours, return policy, shipping info
- Reviews tab: store rating summary, customer reviews

**US-8.4:** As a shopper, I want to see all vendors so I can discover new sellers.

Points	Priority
5	P1

- **Acceptance Criteria:**

- "All Vendors" page
- Filter by: Category specialty, Rating, Location
- Sort by: Rating, Followers, Products
- Vendor cards with key info

---

**US-8.5:** As a shopper, I want to follow vendors so I can get updates on their products.

Points	Priority
3	P1

- **Acceptance Criteria:**

- "Follow" button on vendor page
- Followed vendors appear in account
- New product notifications (mock)

---

## 13. Epic 9: Reviews & Ratings

**Total Points: 13**

### 13.1 Feature: Write Review

**Description:** Review submission for purchased/rented products.

#### User Stories

**US-9.1:** As a customer, I want to write a review so I can share my experience.

<b>Points</b>	<b>Priority</b>
8	P0

- **Acceptance Criteria:**

- Review form (available after delivery/rental return): Star rating (1-5, required), Review text (min 20 chars, max 2000), Photo upload (up to 5 images), "Would you recommend?" toggle
- Submit button
- Confirmation message

**US-9.2:** As a customer, I want to rate the vendor so others know about their service.

<b>Points</b>	<b>Priority</b>
5	P1

- **Acceptance Criteria:**

- Separate vendor rating option
- Rate: Product Quality, Shipping Speed, Communication
- Optional comment
- Contributes to vendor's overall rating

## 14. Epic 10: Notifications

**Total Points: 13**

### 14.1 Feature: Notification Center

**Description:** In-app notification management.

#### User Stories

**US-10.1:** As a user, I want to see notifications so I stay informed about my orders.

Points	Priority
8	P1

- **Acceptance Criteria:**
    - Bell icon in header
    - Red badge with unread count
    - Dropdown shows recent notifications
    - Each notification: icon, message, timestamp, unread indicator
    - Types: Order Updates, Shipping, Rental Reminders, Price Drops, Promotions
    - "Mark all read" option
    - "View All" link to full page
- 

**US-10.2:** As a user, I want to manage notification preferences so I control what I receive.

Points	Priority
5	P2

- **Acceptance Criteria:**
    - Settings page section for notifications
    - Toggle by category: Order Updates, Shipping Updates, Rental Reminders, Promotions, Price Alerts
    - Toggle by channel: Email, In-App, SMS
    - Save preferences
- 

## 15. Non-Functional Requirements

### 15.1 Performance

Metric	Target
Lighthouse Performance	> 90
First Contentful Paint	< 1.2s

Metric	Target
Largest Contentful Paint	< 2.0s
Cumulative Layout Shift	< 0.1
Time to Interactive	< 3.0s
Initial Bundle Size (gzipped)	< 150KB

## 15.2 Accessibility

- WCAG AA compliance
- Full keyboard navigation
- Screen reader support (ARIA labels)
- Color contrast ratio  $\geq 4.5:1$
- Visible focus indicators
- Alt text on all images

## 15.3 Browser Support

Browser	Version
Chrome	90+
Firefox	88+
Safari	14+
Edge	90+
Mobile Safari	iOS 14+
Chrome Android	90+

## 15.4 Responsiveness

Breakpoint	Width
Mobile	320px - 639px
Tablet	640px - 1023px

Breakpoint	Width
Desktop	1024px - 1535px
Large Desktop	1536px+

## 16. Sprint Planning Summary

### Points by Priority

Priority	Total Points	Percentage
P0	369	76%
P1	96	20%
P2	5	1%
<b>Total</b>	<b>483</b>	100%

### Suggested Sprint Breakdown (2-week sprints, ~40 points/sprint)

Sprint	Epics	Points	Focus
1	E1 (partial)	40	Header, Navigation, Categories
2	E1 (partial)	42	Hero, Flash Deals, Product Grid
3	E1 (partial) + E2 (partial)	40	Homepage Complete, Search Autocomplete
4	E2 (partial)	44	Search Results, Filters, Category Pages
5	E3 (partial)	40	PDP: Gallery, Info, Pricing, Rentals
6	E3 (partial) + E4 (partial)	42	PDP: Actions, Reviews; Cart Drawer
7	E4 (partial) + E5 (partial)	40	Cart Page, Checkout: Shipping
8	E5 (partial)	39	Checkout: Scheduling, Payments
9	E5 (partial) + E6 (partial)	40	Order Confirmation, Auth, Dashboard
10	E6 (partial) + E7 (partial)	38	Account Features, Order History

Sprint	Epics	Points	Focus
11	E7 (partial) + E8	42	Rentals, Tracking, Vendor Storefront
12	E9 + E10 + Buffer	36	Reviews, Notifications, Polish

## 17. Success Metrics

Metric	Target	Method
Lighthouse Performance	> 90	Chrome DevTools
Lighthouse Accessibility	> 95	Chrome DevTools
Component Coverage	100% of PRD	Manual QA checklist
Theme Consistency	Pass both modes	Visual testing
Filter Functionality	All filters work correctly	Automated + Manual testing
Task Completion Rate	> 90%	User testing
Checkout Flow Completion	> 80%	Flow testing

## 18. Risk Assessment

Risk	Probability	Impact	Mitigation
Complex filter combinations cause performance issues	Medium	High	Debounced filtering, virtualized lists
Rental date logic complexity	High	High	Early prototyping, thorough edge case testing
Mock data doesn't reflect real-world complexity	Medium	Medium	Stakeholder review of mock data
Theme inconsistencies	Medium	Low	Design token audit, visual regression
Performance issues with large product lists	Medium	Medium	Virtualization, infinite scroll, lazy loading
Accessibility gaps	Medium	High	WCAG audit, use accessible primitives

Risk	Probability	Impact	Mitigation
Scope creep	High	High	Strict PRD adherence
Velocity estimation off	Medium	Medium	Track actuals, adjust sprint capacity

## 19. Glossary

Term	Definition
<b>Product</b>	An item available for sale or rent on the platform
<b>Rental</b>	Temporary use of a product for a specific date range
<b>Purchase</b>	Permanent acquisition of a product
<b>Security Deposit</b>	Refundable amount held during rental period
<b>Flash Deal</b>	Time-limited discount offer
<b>Vendor</b>	Business/individual selling products on the platform
<b>Ayojon Choice</b>	Curated selection of high-quality products
<b>Event Type</b>	Category of occasion (Wedding, Birthday, etc.) used for filtering

*End of Document*