

Product Requirement Document (PRD)

Title: Group/Blanket Account System for Shared Living Purchases

Overview

In shared living environments such as PGs, hostels, shared apartments, or family homes, users often make frequent and fragmented purchases on delivery platforms. This PRD outlines the design and implementation of a Group/Blanket Account system that allows verified users residing at the same address to collectively pool their purchases, unlock group-based discounts, earn rewards on milestone achievements, and streamline savings through transparent and gamified experiences.

Objectives

- Facilitate formation of verified shared-living groups based on delivery address.
 - Enable pooling of purchases to unlock collective benefits like discounts and coupons.
 - Provide a transparent and interactive dashboard for group management and progress tracking.
 - Increase platform Average Order Value (AOV), retention, and engagement by incentivizing group behavior.
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User Personas

1. **Rahul (PG Resident, Bengaluru)** – Places frequent small grocery orders and wants to save by collaborating with roommates.
 2. **Meera (Working Professional, Gurgaon)** – Lives in a flat with friends and seeks cashback on shared expenses.
 3. **Amit & Rina (Family, Pune)** – Regularly order essentials for the family and wish to pool savings.
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Functional Requirements

1. Group Account Creation & Management

- Users can **create or join** a group using their **verified delivery address**.
- Verification via:
 - Order history
 - Geo-verified pincode
 - KYC document upload
- Invite flow via **link, QR code, or invite code**.
- Roles:
 - **Admin:** Can invite/remove members, manage coupons.
 - **Members:** Can contribute, view progress, use group rewards.
- Group limits:

- Max 5-10 users per address.
- One group per unique address.
- Dynamic checks to prevent overlapping memberships.

2. Spend Aggregation & Milestone Tracking

- **All purchases** by group members at the verified address count towards group spend.
- Configurable time-based cycles (monthly/quarterly).
- **Visual milestone tracker**: Spend Rs.5,000 for 10% off; Rs.10,000 for free delivery.
- Group savings/impact shown in both INR and percentage terms.

3. Group Discounts, Coupons, and Offers

- Exclusive group-only **discounts and early-access sales**.
- Rewards update dynamically with group spend.
- System auto-applies **unlocked perks** during checkout.
- Users notified via push/email/app notification on:
 - Milestone unlocks
 - Coupon expiry
 - Reward usage

4. Group Dashboard

- Displays:
 - Total group spend
 - Live milestone progress bar
 - Active coupons & savings
 - Member list with optional contribution visibility
 - Reward history and usage analytics
 - Privacy setting: Members can **hide detailed contributions**, but **aggregate stats** always visible.

5. Checkout and Payment Flow

- **Purchases are individual**, not pooled.
- Group discounts applied automatically if:
 - The order qualifies (same address, active membership)
 - The milestone was reached
- Smooth integration with all payment methods (UPI, Cards, Wallets).

6. Coupon Sharing and Management

- Coupons can be:
 - Claimed by any member
 - Shared/transferred within the group
 - Pooled for group-wide use
 - Admin or system manages coupon prioritization

7. Fraud & Abuse Prevention

- One-time KYC verification and periodic re-checks.
 - Backend monitors for anomalies:
 - Fake groups
 - Sudden spend spikes
 - Group hopping or gaming attempts
 - Group deletion or blacklisting if abuse is confirmed
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Non-Functional & Admin Requirements

- **Mobile-first, responsive UI**
 - Real-time updates via **WebSockets or polling**
 - WCAG-compliant for accessibility
 - Admin dashboard to:
 - View all active groups
 - Track group stats and coupon performance
 - Resolve disputes or flag fraud
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Edge Case Handling

- **Address Change:** User must reverify to join a new group.
 - **Leaving a Group:** No penalty; past contributions remain.
 - **Kicked/Inactive Users:** Inactive for 30 days? Auto-prompt re-verification.
 - **Dispute Resolution:** Built-in support ticketing with chat/logs.
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Success Metrics

Metric	Target
Group Adoption	20% of active users join a group
Group AOV	25% higher than solo users
Coupon Utilization	50% of issued group coupons are redeemed
User Retention	30% reduction in churn for group users
Milestone Achievements	40% of groups reach monthly thresholds

User Flow Summary

1. User opts to create or join group.
2. Verifies address and sends invites.

3. Group purchases accumulate spend.
 4. Milestones unlock rewards.
 5. Discounts auto-applied at checkout.
 6. Dashboard updates progress and savings in real time.
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Phased Rollout Plan

Phase 1:

- Beta launch in top cities with high-density PGs/hostels (Bangalore, Pune, Delhi)
- Invite-only for first 1000 users
- Feedback collection and coupon A/B testing





Phase 2:

- Full rollout
- Launch marketing campaigns
- Add premium tier: Double rewards for top contributors

Phase 3:

- Gamification: Group leaderboards, badges, milestones
 - Corporate/shared office address group version
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Differentiation & Competitive Advantage

Feature	Blinkit	Zepto	This Platform
Group Discounts	No	No	Yes 
Spend Pooling	No	No	Yes 
Real-Time Group Dashboard	No	No	Yes 
Address-Based Rewards	No	No	Yes 

This platform uniquely fosters community behavior while directly boosting AOV and retention — a win-win for both the user and the business.

Notes

- Initial reward partners can include FMCG brands or OTT platforms.
 - Explore cross-sell with group subscriptions (e.g., shared DineOut, Swiggy One).
 - Long-term: Group grocery plans, recurring shared deliveries.
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