JUNGLE SALE — Product Requirements Document (MVP SHOP + Appointment Flow)

# Goals

* Studio plants catalog (~20 plants with S/M/L variants).
* Customers browse, select, and hold multiple plants (cart-like experience).
* No online payment — instead, book a pickup appointment to confirm hold.
* Minimum order value of £30 enforced.
* Calendly Free plan for scheduling.
* Floating WhatsApp button for direct chat.
* Calendly emails to both customer and business.

# User Flow

* 1. Browse Catalog → Select plant(s) & size(s).
* 2. Hold Cart → Multiple plants possible; total must be £30 or more.
* 3. Checkout → Calendly embed appears, prefilled with cart summary.
* 4. Confirmation → Success page + Calendly email confirmation.

# Features

* Catalog / Data (Google Sheet → CSV):
* - Google Sheet as master catalog.
* - Published as CSV (public share link).
* - Site fetches CSV and parses live.
* - Columns: name, slug, description, image\_urls, tags, price\_s, price\_m, price\_l, stock\_s, stock\_m, stock\_l, display\_order.
* Cart / Hold:
* - Session-based cart.
* - Multiple plants supported.
* - Total auto-calculated.
* - Minimum order check (£30).
* - Cart summary passed into Calendly custom field(s).
* Booking:
* - Calendly Free plan inline embed.
* - Event type: 'Studio Pickup'.
* - Custom questions: 'Which plant(s)?', 'Total value (£)'.
* - Prefilled via querystring from cart.
* - Confirmation emails include details.
* Chat (WhatsApp):
* - Floating button links to wa.me/<number>.
* - Opens WhatsApp app (mobile) or web (desktop).

# Ops / Data Management

* Client Workflow:
* - Open shared Google Sheet.
* - Add/edit/remove rows (plants).
* - Paste image URLs (comma separated if multiple).
* - Update stock/price cells.
* - Save — site updates live.
* Notes:
* - Only rows with name + price appear.
* - Stock optional in MVP.

# Tech Stack (MVP)

* Frontend: Next.js on Vercel.
* Data: Google Sheet published as CSV.
* Booking: Calendly Free plan embed (prefilled).
* Chat: WhatsApp click-to-chat.
* Emails: Calendly default confirmations.

# Constraints

* No payment gateway.
* Stock managed manually via Sheet.
* CSV must remain published.
* Catalog limited to ~20 rows.

# Future Enhancements (v2)

* Auto stock decrement with Calendly webhook → Sheet.
* Branded emails via Zapier/Make or backend.
* Deposits/payments (Stripe).
* WhatsApp Business API (automated reminders).
* CMS (Sanity/Strapi) instead of Sheet.