

1. Website Opening Behavior

- When any visitor lands on the website, the Welcome / Home Page should be displayed first.
- If the visitor remains inactive for 1 second, the system should automatically redirect the visitor to the “Our Products” page.
- This ensures that users who come with the intention to place an order are guided directly to the product listing without manual navigation.

2. Our Products Page – Two Main Types

The 'Our Products' page will display TWO main product TYPES:

1 – Digital Print

Main Categories (Round Design Icons):

- Visiting Card
- Card Holder
- Pens
- Letter Head
- Mug
- Key Chain

UI Rules: (only for developer)

- All main categories must appear in ROUND design.
- Desktop View: 6–9 round icons per row.
- Mobile View: 2–3 round icons per row.
- Horizontal right–left Auto swipe must be enabled.

2 – Bulk Print

Main Categories (Round Design Icons):

- Visiting Card
- Pamphlet / Posters
- Garments Tags
- Dr. Files
- Letter Heads
- Envelopes
- ATM Pouches
- Bill Books
- Stickers & Labels

UI Rules: (only for developer)

- All main categories must appear in ROUND design.
- Desktop View: 6–9 round icons per row.
- Mobile View: 2–3 round icons per row.
- Horizontal right-left Auto swipe must be enabled

3. Auto Swipe & Hold Behavior (Global Rule)

- If the customer stays inactive on the page for 24 seconds, the product slider should start auto-swiping automatically.
- Auto-swipe must stop immediately when:
 - Mouse moves
 - Mouse hover happens
 - User clicks anywhere
- After auto-swipe completes one full cycle.

4. Naming & Structure Definitions (For Development)

TYPE: Digital Print or Bulk Print

MAIN CATEGORY: Round icon products inside each Type (e.g., Visiting Card, Mug, Bill Book)

SUB CATEGORY: Square style categories (e.g., Gloss, Matt, Velvet, NT)

PRODUCT: Actual purchasable item under Sub Category (e.g., Gloss with UV, Gloss with Lamination, etc.)

5. Bulk Print → Visiting Card → Sub Category Flow

When the customer selects:

Bulk Print → Visiting Card

Then a new page should open showing the following Sub Categories in SQUARE design:

- Gloss Finish Cards
- Matte Finish Cards
- Velvet Touch Cards
- NT Cards (Non-Tearable)

UI Rules:

- Desktop View: 4 square cards in one row
- Mobile View: 2 square cards in one row

6. Entry Conditions for Gloss Sub Category

- When the customer clicks on 'Gloss Finish Cards', the Gloss product selection page must open.
- By default, the LEFT preview area must show a generic 'Gloss Visiting Card' image.
- The preview must change ONLY when the customer selects an actual product.

7. UX Design Goal

- Minimum clicks to reach any product.
- All selections (Product + Attributes)

- Desktop view:

Product preview + attributes will be on the left side, and all selection options will be on the right side.

- Mobile view:

Product preview + attributes will be at the bottom, and all selection options will be at the top. This should happen on a single screen where possible.

- The layout must be customer-friendly, fast, and mobile + desktop friendly.

Department-Level Start/Stop Control

The production workflow is designed to allow **individual departments to independently start, pause, or stop their respective stages** of the process. This ensures flexible control, real-time coordination, and operational accuracy across the production pipeline.

Key Requirements & Behavior

1. Modular Production Flow

Each department operates as an independent stage, including:

- Prepress
- Digital Printing

- Lamination / Coating
- Cutting / Trimming
- Finishing
- Quality Check
- Packing

2. Start/Stop Permission

Each department will have the ability to:

- **Start** processing the job when ready
- **Pause** the process if an issue is detected
- **Stop** the process in case of technical faults or reprint requirements

3. Internal Portal Integration

Department actions (Start/Pause/Stop) are controlled through the **internal portal**, which is responsible for:

- Accepting job IDs
- Updating job status based on department actions
- Logging timestamps for audit purposes

4. Real-Time Status Synchronization

When a department starts or stops its process:

- The internal system updates the job status

- The web platform synchronizes with the internal portal and updates the customer-facing tracking timeline
- Only valid transitions are allowed to maintain a consistent workflow

5. Customer Transparency

When departments update job progress internally:

- The customer sees the latest status on the website
- Notifications (Email/WhatsApp) can be triggered for major transitions such as “Printing Started” or “Finishing Started”

6. Option to Create and Manage Departments

The system must allow **authorized admin users** to:

- Create new departments
- Edit department names
- Delete departments (only if no active jobs are assigned)
- Assign roles and operators to departments
- Define the sequence/order in which departments operate
- Enable or disable department-level controls

Main Category - (in round design)

1. Visiting Cards

Sub-Categories (in Rectangle design)

1. Gloss Finish Cards

Description:

Glossy visiting cards with vibrant colours and a smooth surface. Ideal for general business use and mass printing.

2. Matte Finish Cards

Description:

Non-reflective, elegant cards with a soft professional look. Ideal for corporate and minimal designs.

3. Velvet Touch Cards

Description:

Luxury cards with a soft, silky feel for premium branding and high-end impressions.

4. NT Cards (Non-Tearable Cards)

Strong, water-resistant, and long-lasting cards made from non-tearable material. Ideal for ID cards, membership cards, and durable visiting cards.

Product Listings Under: Gloss Finish Cards

1. Gloss Cards – Standard Size with UV Coating

Product Description

- This is a **bulk printing product** produced using advanced **offset printing technology**.
- Final printed colors may **slightly vary** from what is seen on screen.
- Production **time**: 1 working day (delivery time is extra).
- Finished card size after cutting will be 87 × 51mm.
- Paper **quality**:
 - 260 GSM SBS paper for single-side printing
 - 300 GSM art paper for both-side multicolor printing

Filters for Website

- **Printing Option**: Single Side / Both Sides / Single Side with Black Back Printing
- **Order Quantity**: Multiples of 1,000 ·
- **Delivery Speed**: Standard / Express

2. Gloss Cards – Standard Size with Lamination

Product Description

- This is a **bulk printing product** produced using advanced **offset printing technology**.
- Final printed colors may **slightly vary** from what is seen on screen.
- Production **time**: 1 working day (delivery time is extra).
- Finished card size after cutting will be 87 × 51mm.
- Paper **quality**:
 - 260 GSM SBS paper for single-side printing
 - 300 GSM art paper for both-side multicolor printing

Filters for Website

- **Printing Option**: Single Side / Both Sides / Single Side with Black Back Printing
- **Order Quantity**: Multiples of 1,000 (Min. Qty.:1000, Max. Qty.: 72000)
- **Delivery Speed**: Standard / Express

3. Gloss Cards – Standard Size with UV Coating & Texture Effect

Product Description

- This is a **bulk printing product** produced using advanced **offset printing technology**.
- Final printed colors may **slightly vary** from what is seen on screen.
- Production **time**: 1 working day (delivery time is extra).
- Finished card size after cutting will be 87 × 51mm.
- **Paper quality**:
- 260 GSM SBS paper for single-side printing
- 300 GSM art paper for both-side multicolor printing

Filters for Website

- **Printing Option**: Single Side / Single Side with Black Back Printing
- **Order Quantity**: Multiples of 1,000 (Min. Qty.:1000, Max. Qty.: 72000)
- **Texture Type**: Texture No.1 / Texture No. 2 / Texture No.3 / Texture No.4 / Texture No.5 / Texture No.6 / Texture No.7 / Texture No.8
- **Delivery Speed**: Standard / Express

4. Gloss Cards – Standard Size (Without Lamination / Coating)

Product Description

- This is a **bulk printing product** produced using advanced **offset printing technology**.
- Final printed colors may **slightly vary** from what is seen on screen.
- Production **time**: 1 working day (delivery time is extra).
- Finished card size after cutting will be 87 × 51mm.
- **Paper quality**:
- 260 GSM SBS paper for single-side printing
- 300 GSM art paper for both-side multicolor printing

Filters for Website

- **Printing Option**: Single Side / Both Sides / Single Side with Black Back Printing
- **Order Quantity**: Multiples of 1,000 (Min. Qty.:1000, Max. Qty.: 72000)
- **Delivery Speed**: Standard / Express

5. Gloss Cards – Small Size (Without Lamination / Coating)

Product Description

- This is a **bulk printing product** produced using advanced **offset printing technology**.
- Final printed colors may **slightly vary** from what is seen on screen.
- Production **time**: 1 working day (delivery time is extra).
- Finished card size after cutting will be 80 × 50mm.
- Paper **quality**:
 - 260 GSM SBS paper for single-side printing
 - 300 GSM art paper for both-side multicolor printing

Filters for Website

- **Printing Option**: Single Side / Single Side with Black Back Printing
- **Order Quantity**: Multiples of 1,000 (Min. Qty.:1000, Max. Qty.: 90000)
- **Delivery Speed**: Standard / Express

6. Gloss Cards – Small Size with UV Coating

Product Description

- This is a **bulk printing product** produced using advanced **offset printing technology**.
- Final printed colors may **slightly vary** from what is seen on screen.
- Production **time**: 1 working day (delivery time is extra).
- Finished card size after cutting will be 80 × 50mm.
- Paper **quality**:
 - 260 GSM SBS paper for single-side printing
 - 300 GSM art paper for both-side multicolor printing

Filters for Website

- **Printing Option**: Single Side / Single Side with Black Back Printing
- **Order Quantity**: Multiples of 1,000 (Min. Qty.:1000, Max. Qty.: 90000)
- **Delivery Speed**: Standard / Express

Product Listings Under: Matte Finish Cards (Sub –Category)

1. Matte Cards (Product)

Description: Printed on high-quality 350 GSM thick art paper, these premium matte visiting cards offer a smooth finish and long-lasting durability. They are easy to carry, resistant to damage, and ideal for everyday professional use, giving your brand a clean and confident presentation.

2. Matte Cards with Texture effects (Product)

Description: These 350 GSM matte texture cards offer strong durability with a rich & premium feel. The visible textured surface adds depth and elegance, while the non-shiny matte finish gives a clean, professional look. They are ideal for business and premium visiting cards.

3. Matte Cards with embossed UV(*Product***)**

Description: These 400 GSM matte cards with embossed UV are thick, strong, and long-lasting. The raised UV shine adds a premium highlight, while the matte finish keeps the look clean and elegant. Perfect for luxury business and visiting cards

4. Matte Cards - Hi-Bulk (500 GSM) (Product)

Description: Printed on ultra-thick 500 GSM hi-bulk Paper for a bold and premium feel. Available with embossed UV, **custom** shape cutting and embossed foiling for a high-impact finish.

5. Matte Texture Cards – Ultra-Thick (800 GSM) (Product)

Description: Printed on premium 800 GSM ultra-thick paper with matte lamination and a rich textured finish that gives a solid, classy, and luxurious feel. Ideal for high-end business branding and powerful first impressions.

6. Matte Cards – Ultra-Thick (800 GSM) (Product)

Description: These 800 GSM hi-bulk matte cards are Ultra-thick, luxury-quality cards with a heavy, solid feel and long-lasting durability. With **custom** shape cutting and embossed foiling options, they deliver a distinctive high-end finish. Perfect for luxury brands and premium business cards.

1. Matte Cards (Product)

Product Description

- This is a **bulk printing product** produced using **advanced offset printing technology**.

- Printed on **premium 350 GSM thick art paper** (*approx. 0.42–0.45 mm | 0.017–0.018 inch*) with **matte lamination** for a smooth, non-shiny finish.
- **Matte lamination benefits:**
 - Protects the card from **scratches & dust**
 - Increases **durability & life**
 - Makes the card **water-resistant to some extent**
 - Gives a **premium soft-touch feel**
 - Ensures a **clean, glare-free professional look**
- **Final printed colors may slightly vary** from what is seen on screen.
- **Production time:** 2 working days (delivery time is extra).
- **Finished card size after cutting:** 90 × 53 mm.
- Ideal for **everyday business, branding, and professional use.**

Filters for Website

- **Printing Option:** Single Side / Both Sides
- **Order Quantity:** Multiples of 1,000
- **Delivery Speed:** Standard / Express

2. Matte Cards with Texture effects (Product)

Product Description

- This is a **bulk printing product** produced using **advanced offset printing technology**.
- Printed on **premium 350 GSM thick art paper** (*approx. 0.42–0.45 mm | 0.017–0.018 inch*) with **matte lamination** for a smooth, non-shiny finish.
- **Texture Effect:** The card surface features a **visible and touchable textured pattern** that adds **depth, richness, and a premium tactile feel**, making your card look more **exclusive and eye-catching**.
- **Matte lamination benefits:**
 - Protects the card from **scratches & dust**
 - Increases **durability & life**
 - Makes the card **water-resistant to some extent**
 - Gives a **premium soft-touch feel**
 - Ensures a **clean, glare-free professional look**

- **Final printed colors may slightly vary** from what is seen on screen.
- **Production time:** 3 working days (delivery time is extra).
- **Finished card size after cutting:** 90 × 53 mm.
- Ideal for **everyday business, branding, and professional use** with a **premium textured appearance**.

Filters for Website

- **Printing Option:** Single Side Printing / Both Side Printing
- **Select Texture:** Type 1 / Type 2 / Type 3 / Type 4 / Type 5 / Type 6 / Type 7 / Type 8 (Texture applies to only one side: front side only, even if double-side printing is selected.) (When the user selects any Texture UV type (Type 1, Type 2, Type 3 and any one), the preview of that selected type should be displayed.)
- **Order Quantity:** Multiples of 1,000
- **Delivery Speed:** Standard / Express

3. Matte Cards with Embossed UV (Product)

Product Description

- This is a **bulk printing product** produced using **advanced offset printing technology**.
- Printed on **premium 400 GSM thick art paper** (*approx. 0.48–0.52 mm | 0.019–0.021 inch*) with **matte lamination** for a smooth, non-shiny finish.
- **Embossed UV Effect:** Selected areas of the design receive a **raised glossy UV coating**, creating a **beautiful contrast between the matte base and shiny highlights**. This adds a **3D feel, premium shine, and eye-catching appeal**, making your card look **luxurious and high-impact**.
- **Matte lamination benefits:**
 - Protects the card from **scratches & dust**
 - Increases **durability & life**
 - Makes the card **water-resistant to some extent**
 - Gives a **premium soft-touch feel**
 - Ensures a **clean, glare-free professional look**
- **Final printed colors may slightly vary** from what is seen on screen.
- **Production time:** 2 working days (delivery time is extra).
- **Finished card size after cutting:** 90 × 53 mm.

- Ideal for **business cards, branding, and professional use** with a **premium embossed UV appearance**.

Filters for Website

- Printing Option:** Single Side Printing / Both Side Printing
- UV Option:** Single Side / Both Side (If the visitor selects Single-Side Printing, then in the UV section only the Single-Side UV option should be visible. The Both-Side UV option should not appear.)
- Select Texture UV:** Type 1 / Type 2 / Type 3 / Type 4 / Type 5 / Type 6 / Type 7 / Type 8 / Type 9 / Type 10 / Type 11 / Type 12 / Type 13 / Type 14 / Type 15 / Type 16 / Type 17 / Type 18 / Type 19 / Type 20 / Type 21 / Type 22 / Type 23 / Type 24 / Type 25 / Type 26 / Type 27 (When the user selects any Texture UV type (Type 1, Type 2, Type 3 and any one), the preview of that selected type should be displayed.)
- Order Quantity:** Multiples of 1,000
- Delivery Speed:** Standard / Express

Note: If the member selects **Both Side Printing + Both Side UV**, then the **Select Texture Type** should change to:

1. Select Texture UV - Front Side: Type 1 / Type 2 / Type 3 / Type 4 / Type 5 / Type 6 / Type 7 / Type 8 / Type 9 / Type 10 / Type 11 / Type 12 / Type 13 / Type 14 / Type 15 / Type 16 / Type 17 / Type 18 / Type 19 / Type 20 / Type 21 / Type 22 / Type 23 / Type 24 / Type 25 / Type 26 / Type 27
2. Select Texture UV - Back Side: Type 1 / Type 2 / Type 3 / Type 4 / Type 5 / Type 6 / Type 7 / Type 8 / Type 9 / Type 10 / Type 11 / Type 12 / Type 13 / Type 14 / Type 15 / Type 16 / Type 17 / Type 18 / Type 19 / Type 20 / Type 21 / Type 22 / Type 23 / Type 24 / Type 25 / Type 26 / Type 27

4.

Matte Cards - Hi-Bulk (500 GSM) (Product)

Product Description

- This is a **bulk printing product** produced using **advanced offset printing technology**.
- Printed on **ultra-thick 500 GSM hi-bulk premium art paper** (*approx. 0.55–0.60 mm | 0.022–0.024 inch*) with **matte lamination** for a **bold, smooth, non-shiny and premium feel**.
- The **hi-bulk paper provides extra thickness with a luxury solid feel**, making your card look **rich and high-end**.
- Available with Embossed UV, Any shape cutting, and embossed foiling** for a **high-impact, standout finish**.
- Any Shape Cutting:** You can get your cards **cut in a unique shape as per your business or brand requirement** (logo shape, product shape, or any creative design) to make your card **more distinctive, eye-catching, and memorable**.

- **Matte lamination benefits:**
 - Protects the card from **scratches & dust**
 - Increases **durability & life**
 - Makes the card **water-resistant to some extent**
 - Gives a **premium soft-touch feel**
 - Ensures a **clean, glare-free professional look**
- **Final printed colors may slightly vary** from what is seen on screen.
- **Production time:** 3 working days (delivery time is extra).
- **Finished card size after cutting:** 90 × 53 mm.
- Ideal for **premium business cards, branding, and professional use with a strong, luxury appearance.**

Filters for Website

- **Printing Option:** Single Side Printing / Both Side Printing
- **UV Option:** Not required / Single Side / Both Side (If the visitor selects Single-Side Printing, then in the UV section only the Single-Side UV option should be visible. The Both-Side UV option should not appear.)
- **Select Foil :**Not Required / Front Side / Back Side / Both Side (If the visitor selects Not Required, then the Select Foil Colour option should not appear)
- **Foil Color :** Gold / Silver / Red / Green / Blue (When the user selects any FoilColour, the preview of that selected type should be displayed.)
- **Cutting Option:** Custom Shape / Straight Cut (Rectangle Shape) (If the visitor selects Custom Shape, then the Select Shape option should be visible.)
- **Select Shape:** A / B / C / D / E / F / G / H / I / J / K / L / M / N / O / P / Q / R / S / T / U / V (When the user selects any Shape (A, B, C and any one), the preview of that selected type should be displayed.)
- **Order Quantity:** Multiples of 500
- **Delivery Speed:** Standard / Express

5. Matte Texture Cards – Ultra-Thick (800 GSM) (Product)

Product Description

- This is a bulk printing product produced using advanced offset printing technology.
- Printed on Premium **800 GSM ultra-thick board** (Approx. **0.9 mm / 0.035 inch thick**) – extra-strong & long-lasting
- **Lamination:** High-quality **matte lamination** for a smooth, elegant finish
- **Texture:** Rich **textured surface** for a premium tactile feel and classy look
- **Look:** Elegant, classy & high-end appearance
- Final printed colors may slightly vary from screen view

- **Production Time:** 3 working days (delivery time extra)
- **Finished Card Size:** 90 × 53 mm (after cutting)
- **Use Case:** Ideal for premium business cards, luxury branding & professional use

Filters for Website

- **Printing Option:** Single Side Printing / Both Side Printing
- **Select Texture:** Type 1 / Type 2 / Type 3 / Type 4 / Type 5 / Type 6 / Type 7 / Type 8 (Texture applies only one side: front side only, even if double-side printing is selected.) (When the user selects any Texture UV type (Type 1, Type 2, Type 3 and any one), the preview of that selected type should be displayed.)
- **Cutting Option:** Custom Shape / Straight Cut (Rectangle Shape) (If the visitor selects Custom Shape, then the Select Shape option should be visible.)
- **Select Shape:** A / B / C / D / E / F / G / H / I / J / K / L / M / N / O / P / Q / R / S / T / U / V (When the user selects any Shape (A, B, C and any one), the preview of that selected type should be displayed.)
- **Order Quantity:** Multiples of 500
- **Delivery Speed:** Standard / Express

6. Matte Cards – Hi-Bulk (800 GSM) (Product)

Product Description

- This is a bulk printing product produced using advanced offset printing technology.
- Printed on ultra-thick **800 GSM hi-bulk premium art paper** (approx. **0.90–1.00 mm | 0.035–0.039 inch**) with **matte lamination** for an extremely bold, smooth, non-shiny and premium feel.
- The hi-bulk paper provides **extra-super thickness with a luxury solid feel**, making your card look **ultra-rich and high-end**.
- Available with **Embossed UV, custom shape cutting, and embossed foiling** for a high-impact, standout finish.
- **Custom Shape Cutting:** You can get your cards cut in a unique shape as per your business or brand requirement (logo shape, product shape, or any creative design) to make your card more **distinctive, eye-catching, and memorable**.
- **Matte Lamination Benefits:** Protects the card from scratches & dust, increases durability, gives slight water resistance, and delivers a premium soft-touch, glare-free professional finish.
- Final printed colors may slightly vary from what is seen on screen.

- **Production time:** 3 working days (delivery time is extra).
- **Finished card size after cutting:** 90 × 53 mm.
- **Ideal for ultra-premium business cards, luxury branding, and professional use** with a strong, classy appearance.

Filters for Website

- **Printing Option:** Single Side Printing / Both Side Printing
- **UV Option:** Not Required / Single Side / Both Side (If the visitor selects Single-Side Printing, then in the UV section only the Single-Side UV option should be visible. The Both-Side UV option should not appear.)
- **Select Foil :**Not Required / Front Side / Back Side / Both Side (If the visitor selects Not Required, then the Select Foil Colour option should not appear)
- **Foil Color :** Gold / Silver / Red / Green / Blue (When the user selects any FoilColour, the preview of that selected type should be displayed.)
- **Cutting Option:** Custom Shape / Straight Cut (Rectangle Shape) (If the visitor selects Custom Shape, then the Select Shape option should be visible.)
- **Select Shape:** A / B / C / D / E / F / G / H / I / J / K / L / M / N / O / P / Q / R / S / T / U / V (When the user selects any Shape (A, B, C and any one), the preview of that selected type should be displayed.)
- **Order Quantity:** Multiples of 500
- **Delivery Speed:** Standard / Express

Product Listings Under: Velvet Finish Cards (Sub -Category)

1. Velvet Cards - Hi-Bulk (500 GSM) (Product)

Description: Printed on ultra-thick **500 GSM hi-bulk paper** with **velvet lamination** for a rich, smooth, soft-touch and premium feel. Available with **embossed UV, custom shape cutting, and embossed foiling** for a high-impact, standout finish.

2. Velvet Cards – Hi-Bulk (800 GSM) (Product)

Description: Printed on extra-thick **800 GSM hi-bulk paper** with **velvet lamination** for a heavy, ultra-rich and luxury feel with strong visual impact. Ideal for **high-end branding and luxury business cards**. Available with **embossed UV, custom shape cutting, and embossed foiling** for a bold, high-impact finish.

1. Velvet Cards - Hi-Bulk (500 GSM) (Product)

Product Description

- This is a **bulk printing product** produced using **advanced offset printing technology**.
- **Thickness:** 500 GSM – Ultra-thick premium board (**0.55–0.60 mm | 0.022–0.024 inch**)
- **Custom Shape Cutting:** You can get your cards cut in a unique shape as per your business or brand requirement (logo shape, product shape, or any creative design) to make your card more **distinctive, eye-catching, and memorable**.
- **Finish:** Velvet – Soft-touch, rich luxury finish
- **Look:** Rich, classy & high-end appearance
- Final printed colors may slightly vary from what is seen on screen.
- **Production time:** 3 working days (delivery time is extra).
- **Finished card size after cutting:** 90 × 53 mm.
- **Use Case:** Ideal for premium business cards, luxury branding & professional use

Filters for Website

- **Printing Option:** Single Side Printing / Both Side Printing
- **UV Option:** Not Required / Single Side / Both Side (If the visitor selects Single-Side Printing, then in the UV section only the Single-Side UV option should be visible. The Both-Side UV option should not appear.)
- **Select Foil :**Not Required / Front Side / Back Side / Both Side (If the visitor selects Not Required, then the Select Foil Colour option should not appear)
- **Foil Color :** Gold / Silver / Red / Green / Blue (When the user selects any FoilColour, the preview of that selected type should be displayed.)
- **Cutting Option:** Custom Shape / Straight Cut (Rectangle Shape) (If the visitor selects Custom Shape, then the Select Shape option should be visible.)
- **Select Shape:** A / B / C / D / E / F / G / H / I / J / K / L / M / N / O / P / Q / R / S / T / U / V (When the user selects any Shape (A, B, C and any one), the preview of that selected type should be displayed.)
- **Order Quantity:** Multiples of 500
- **Delivery Speed:** Standard / Express

2. Velvet Cards - Hi-Bulk (800 GSM) (Product)

Product Description

- This is a **bulk printing product** produced using **advanced offset printing technology**.
- **Thickness:** 800 GSM – Extra-heavy luxury board (**0.90–1.00 mm | 0.035–0.039 inch**)

- **Custom Shape Cutting:** You can get your cards cut in a unique shape as per your business or brand requirement (logo shape, product shape, or any creative design) to make your card more **distinctive, eye-catching, and memorable.**
- **Finish:** Velvet – Soft-touch, rich luxury finish
- **Look:** Rich, classy & high-end appearance
- Final printed colors may slightly vary from what is seen on screen.
- **Production time:** 3 working days (delivery time is extra).
- **Finished card size after cutting:** 90 × 53 mm.
- **Use Case:** Ideal for premium business cards, luxury branding & professional use

Filters for Website

- **Printing Option:** Single Side Printing / Both Side Printing
- **UV Option:** Not Required / Single Side / Both Side (If the visitor selects Single-Side Printing, then in the UV section only the Single-Side UV option should be visible. The Both-Side UV option should not appear.)
- **Select Foil :**Not Required / Front Side / Back Side / Both Side (If the visitor selects Not Required, then the Select Foil Colour option should not appear)
- **Foil Color :** Gold / Silver / Red / Green / Blue (When the user selects any FoilColour, the preview of that selected type should be displayed.)
- **Cutting Option:** Custom Shape / Straight Cut (Rectangle Shape) (If the visitor selects Custom Shape, then the Select Shape option should be visible.)
- **Select Shape:** A / B / C / D / E / F / G / H / I / J / K / L / M / N / O / P / Q / R / S / T / U / V (When the user selects any Shape (A, B, C and any one), the preview of that selected type should be displayed.)
- **Order Quantity:** Multiples of 500
- **Delivery Speed:** Standard / Express

Product Listings Under: PVC NT Business Cards (Sub –Category)

1. PVC NT Business Cards With Matte Finish (Product)

Description: Printed on high-quality **180 micron PVC plastic sheet**, these premium business cards offer a **strong, waterproof and long-lasting finish**. They are **flexible yet durable**, resistant to bending, tearing and moisture, and ideal for **everyday professional use**, giving your brand a **clean, modern and confident presentation**.

2. PVC NT Business Cards With UV Coating (Product)

Description: Printed on premium 180 micron PVC plastic with gloss UV coating, these cards offer a bright glossy shine, sharp colors and strong premium look. They are waterproof, long-lasting

and do not tear or damage easily, making them perfect for daily professional use with a bold and durable brand impression.

3. **PVC NT Business Cards With Drip-off** (Product)

Description: Printed on high-quality **180 micron PVC plastic with glossy drip-off finish**, these premium business cards offer a **shiny, raised and smooth surface with strong durability**. They are **waterproof, tear-resistant and long-lasting**, and ideal for **everyday professional use**, giving your brand a **bold, modern and confident presentation**.

1. **PVC NT Business Cards With Matte Finish** (Product)

Product Description

- This is a bulk printing product produced using advanced offset printing technology.
- **Thickness:** 180 Micron PVC sheet (approx. 0.18 mm | 0.007 inch)
- **Finish:** Matte – Smooth, non-shiny premium finish
- **Look:** Clean, modern & professional appearance
- **Size:** Available only in standard size 87 x 51 mm
- Final printed colors may slightly vary from what is seen on screen.
- **Production time:** 3 working days (delivery time is extra).
- **Use Case:** Ideal for professional visiting cards, corporate branding & daily business use

Filters for Website

- **Printing Option:** Single Side / Both Side
- **Order Quantity:** Multiples of 1,000
- **Delivery Speed:** Standard / Express

2. **PVC NT Business Cards With UV Coating**

Product Description

- This is a bulk printing product produced using advanced offset printing technology.
- **Thickness:** 180 Micron PVC sheet (approx. 0.18 mm | 0.007 inch)
- **Finish:** UV Gloss – High-shine, glossy and scratch-resistant finish.
- **Look:** Bright, bold & premium shiny appearance

- **Size:** Available only in **standard size 87 × 51 mm**
- Final printed colors may slightly vary from what is seen on screen.
- **Production time:** 3 working days (delivery time is extra).
- **Use Case:** Ideal for premium visiting cards, modern branding & high-impact professional use

Filters for Website

- **Printing Option:** SingleSide / Both Side
- **Order Quantity:** Multiples of 1,000
- **DeliverySpeed:** Standard / Express

3. PVC NT Business Cards With Drip-off

Product Description

- This is a bulk printing product produced using advanced offset printing technology.
- **Thickness:** 180 Micron PVC sheet (approx. **0.18 mm | 0.007 inch**) – strong, flexible and long-lasting plastic material.
- **Finish (Drip-Off):** Drip-off is a special gloss coating in which **selected areas of the card get extra shine and a slightly raised glossy effect**, while the remaining surface stays smooth. This combination gives a premium tactile and visual impact.
- **Gloss Area:** The glossy raised effect is applied **only on selected design areas such as logo, name or important elements**, which makes those parts stand out clearly and look more attractive and premium.
- **Look:** Stylish, shiny-highlighted & premium appearance.
- **Size:** Available only in **standard size 87 × 51 mm**.
- Final printed colors may slightly vary from what is seen on screen.
- **Production time:** 3 working days (delivery time is extra).
- **Use Case:** Ideal for premium visiting cards, luxury branding, corporate identity & high-impact professional use.

Filters for Website

- **Printing Option:** Single Side / Both Side
- **Gloss Area :** Full Card Dip-off Required / Front Side / Back Side / Both Side (If the visitor selects Single-Side Printing, then in the Gloss Area section only the Full Card Drip-off option should be visible And Front Side option should appear.)
- **Order Quantity:** Multiples of 1,000
- **Delivery Speed:** Standard / Express

Order Timeline & Status Flow

Customer View

This document explains the complete order timeline flow for the website.

0. Starting Point – Login, My Orders

The member / customer / agent / corporate user is already logged in to the system with their registered mobile number or email.

0.1 Accessing My Orders

- The user clicks on **My Orders** from the main menu or profile menu.
- On the My Orders page, all orders linked with the user's registered contact number (mobile) will be listed.
- The latest order(s) should appear at the top, so the user does not need to search manually.

Customer View on My Orders Page:

- **Last Order Number:** The last order number will be clearly visible at the top, for example: **Last Order: #12345**
 - If the user has multiple orders, the list will show all their order numbers with basic information like Product Preview, product name, date, and amount.
 - The user can click on any one order to see full details and status.

0.2 Selecting an Order to Check Status

- The user selects the specific order from the list whose status they want to check.
- On click, the system opens the **Order Details** page for that order.

0.3 Order Details Page – Product & Billing Information (with payment gateway integration)

On the Order Details page, the user will first see complete order information before the status timeline. This includes:

- **Order Number:** For example, **Order #12345**.
- **Product Name:** For example, **Gloss Lamination Business Cards**.
- **Card Preview:** A small preview image of the card design will be shown.
- **Specifications:**
 - **Quantity:** e.g. 1,000 cards

- **Paper GSM:** e.g. 350 GSM / 400 GSM / 500 GSM etc.
- **Paper Quality:** e.g. Premium, Hi-Bulk etc.
- **Lamination Type:** e.g. Gloss Lamination / Matte Lamination / No Lamination.
- **Special Effects:** e.g. UV, Embossed UV, Texture, Foiling, Die-cut shape, etc. (whatever is applicable on that order).
- **Amount & Payment:**
 - Total Amount of Order (including GST).
 - **Advance Paid:** In this system, 100% advance is taken, so this will show the full paid amount.
- **Bill / Invoice Number:**
 - Because the payment gateway generates the invoice, the invoice / bill number will also be visible here. (Fallback to zoho book Invoicing until payment gateway approval)
 - If the user wants to download the bill, a button like Download Invoice will be shown.
 - On click, the invoice PDF will be downloaded.

0.4 Accessing the Order Status Timeline

- Below the order information block, there will be a Status / Order Timeline section.
- When the user clicks on this status section, they will see the complete step-by-step status of their order.
- This status will be shown in the five main stages described in the next section.

Customer View – 5 Main Stages

1 Step - Order Placed, **2 Step** - Design & File Preparation, **3 Step** - Production, **4 Step** - Packing & Dispatch, **5 Step** - Courier & Delivery

Each stage is clickable and shows complete date, time, and history details in a simple and easy-to-understand format for the customer.

The order timeline will be displayed in two different formats depending on the device:

Desktop View (Laptop / PC): Timeline will appear horizontally in a single line, showing the status flow from left to right.

Mobile View (Phone): Timeline will appear in a vertical top-to-bottom format, showing each step one below the other for better readability.

Apply the same stage-indicator logic inside the designer panel as well.

Completed stages should appear in green, the currently active stage should show in orange with a blinking effect, and any upcoming stage should stay hidden until the order reaches that point.

This will ensure that Customer clearly understand which step is completed, which step is in progress, and what is pending.

1. Order Placed – Customer Display

• **Order Placed By: Customer Name**

• **Order Placed on: DD/MM/YYYY, HH:MM:SS**

• **Order ID: #XXXXXX**

Note (internal): Order is created in the system only after full payment is successfully received from the customer. Before payment success, no order status is shown to the customer.

2. Design & File Preparation – Customer Display

If customer selected: Need a Designer

- Design Option: Need a Designer (extra charges are shown while booking the order).
- Design assigned to: Designer name (or "Our Design Team").
- Design file sent to you for approval on: DD/MM/YYYY, HH:MM:SS.
- Your response: Approved / Change Requested / Pending.

If customer selected: I will upload my own file

- Design Option: I will upload my own file.
 - File uploaded on: DD/MM/YYYY, HH:MM:SS.
 - File Status: Under Checking / Approved for Print / Re-upload Required.
- When the customer clicks on the Design & File Preparation stage, they will see detailed logs like:
- **When the designer received the job.**
 - **When the first design was shared.**
 - **When the customer approved or requested changes.**
 - **When the final print file was confirmed for production.**
 - **Or, in case of own file upload – when file was received, checked, approved, or rejected with reason.**

3. Production – Customer Display

• **Job sent to production on: DD/MM/YYYY, HH:MM:SS**

• **Printing & post-print processes are in progress.**

On click, the customer can see:

- Plate making (CTP) started and completed time.
- Printing started and completed time.
- Post-print operations as applicable:
 - Lamination completed time.
 - UV / Embossed UV / Texture / Foiling completed time.

- Die Cutting or Normal Cutting completed time.
- Final production quality check completed time.

4 Packing & Dispatch – Customer Display

- **Cards ready and moved to packing department on: DD/MM/YYYY, HH:MM:SS**
- **Packed and ready for dispatch on: DD/MM/YYYY, HH:MM:SS**
- **Invoice generated on: DD/MM/YYYY, HH:MM:SS**

On click, details can show:

- When the job was received in packing.
- Who packed it, and how many boxes or packets were prepared.
- When the parcel was moved to dispatch rack.
- When it was handed over to courier / delivery agent or marked for self-pickup.

5 Courier & Delivery – Customer Display

- **Dispatched on: DD/MM/YYYY, HH:MM:SS**
- **Courier / Delivery Partner: Name**
- **Tracking ID: XXXXXXXXX**
- **Live Status: In Transit / Out for Delivery / Delivered**

When the customer clicks on this stage, they can see step-by-step courier tracking information, like:

- Received at courier origin hub.
- In transit through different hubs.
- Out for delivery.
- Final delivery date and time.

A Track on Courier Website button can also be shown for direct external tracking.

Sign-up: STEP-BY-STEP FLOW

STEP 1 – Sign-up Button

The user clicks the Sign-up button.

STEP 2 – Role Selection Question

Question:

What do you want to do on Prints24?

Options:

1. I want to place printing orders for myself.
2. I run a printing or designing business.
3. I'm placing orders on behalf of a Company or Organization.

SYSTEM LOGIC

Selection	Category	Next Step
Option 1	Customer	OTP Registration → Direct Access
Option 2	Print Partner	Print Partner Form → Admin Verification → Account Activation Only After Approval
Option 3	Corporate Partner	Corporate Partner Form → Admin Verification → Account Activation Only After Approval

FLOW A — CUSTOMER

Registration Fields:

Mobile Number

Send OTP

(Email Optional)

After OTP verification:

- ✓ Account is automatically created
- ✓ Customer dashboard opens
- ✓ Retail pricing is visible
- ✓ No additional approval required

Success Message:

Welcome! You can now place orders.

FLOW B — PRINT PARTNER

If the user selects:

“I run a printing or designing business.”

Then:

Step 1 — Print Partner Registration Form

Fields required:

1. Printing Press / Business Name

2. Owner Name

3. Mobile Number

4. WhatsApp Number

5. Email Address

6. GST Number (Optional)

7. Full Business Address
8. City
9. State
10. Pincode
11. Upload Proof (Visiting card or shop photo)

Button: Submit Request

After Form Submission Message

Your request has been submitted successfully.

Our verification team will review your details.

You will receive an update within one working day via Call, WhatsApp, SMS, or Email.

FLOW C — CORPORATE MEMBER

If the user selects:

“I’m placing orders on behalf of a company or organization.”

Step 1 — Corporate Registration Form

Fields Required:

1. Organization / Company Name

2. Type of Organization

(Dropdown: Private Limited / LLP / Limited / Government / Hospital / School / Institute / NGO / Franchise / Other)

3. Authorized Person Name

4. Designation

(Dropdown: Purchase Manager / Marketing Head / Admin / Finance Manager / Director / Other)

5. Mobile Number

6. WhatsApp Number (Optional)

7. Official Email Address

8. Company GST Number

9. Full Office Address

10. City

11. State

12. Pin code

13. Upload Proof (Any One):

Company Letterhead

Purchase Order Copy

Company ID Card

Button: Submit for Verification

Designer Panel Workflow

In Designing Page

This document explains ONLY the Designer View workflow after an order is booked by the customer.

1. Entry Conditions

- Customer / Member / Visitor / Agent has already booked the order.
- 100% advance payment (including GST) is already completed.
- Customer can take designerhelp in two ways:
 1. Visual Designer(Online / Digital)
 2. Physical Designer (Office / Home Visit)

DEVELOPER SUMMARY (SHORT LOGIC)

- Need Designer = YES
- Show:
 - Visual Designer → Online Form → Prints24 Design Team
 - Physical Designer → Designer List + Rating + Per Hour Charges + T&C
- Visual Orders → FIFO → Final PDF → Production
- Physical Orders → Designer Visit → Hourly Billing → Separate Reporting

¹VISUAL DESIGNER WORKFLOW (ONLINE DESIGN SYSTEM)

1. Visual Designer – Customer Requirement Form

If customer selects **Visual Designer**, a **Design Requirement Form** will open.

Form Fields (Mostly Tick-Mark Based):

1. Card / Design For:

- Doctor
- Advocate
- Farmer
- Teacher
- Business Owner
- Shop
- Company

- Other (Specify)

2. Design Style:

- Simple
- Premium
- Corporate
- Modern
- Creative

3. Color Preference:

- Light
- Dark
- Multi-Color
- Brand Colors

4. Language:

- English
- Hindi
- Gujarati
- Bilingual

5. Logo Available:

- Yes (Upload Logo)
- No

6. Photo on Card:

- Yes (Upload Photo)
- No

7. Any Special Instruction:

- Free Text Box
- ✓ All selected data will be **auto-attached to the Order Number.**
- Only such orders will appear inside the Designer Panel.

2. Designer Menu – Under Designing

- Inside the Designer Dashboard, there will be a menu option named In Designing.
- This menu will show ONLY those orders where the customer has selected Need a Designer.
- The name of this menu can be changed later if required.

3. Order Listing Rules in Under Designing Page

- Orders will be shown in FIFO order:
 - Oldest Order at the TOP
 - Latest Order at the BOTTOM

Each order row will show the following columns:

- Order Number
- Product Type
- Customer Details (For Contact)
- Order Date & Time
- Files Column
- Open / Download Button

4. Files Column Click Logic

- In the Files column, the Order Number will always be visible.
- When the designer clicks on the Order Number:
 - The original customer file (CDR / PDF / supported format) will be fetched by the system.
 - The file will open in a new window OR directly in CorelDRAW on the designer's PC.

5. Upload Final PDF – Mandatory Validation Rules

- There will be an Upload Final PDF button in the Designer Panel.
- When clicked, a new upload window will open.
- At the TOP: Order Number will be shown (non-editable).
- At the BOTTOM: File select & Upload button will be available.

CRITICAL SYSTEM VALIDATION:

- System will strictly check whether the uploaded PDF Order Number EXACTLY matches the original Order Number.
- If even ONE digit, dot, or character does not match:

- Upload must be REJECTED automatically.
- Error message should be shown: 'Order Number Mismatch. Upload not allowed.'

6. After Successful Upload

- The uploaded final PDF will be automatically linked to the same Order Number.
- Order status will change to: Final Print File Ready.
- The order will automatically move to the Production Queue / Gang Job / Plate Department.

7. Security & Control Rules (Mandatory)

- Order Number must be:
 - System Generated Only
 - Non-Editable Everywhere (UI, Backend, API)
- Designer can:
 - Download ONLY the file of the selected order.
 - Upload ONLY the final PDF matched with the same Order Number.
- Cross-order file upload must be 100% blocked.
- No designer should be able to upload a file to any wrong order.

8. Purpose of This Workflow

This workflow ensures that:

- Every designer always works on the correct order.
- No wrong file goes to the wrong production job.
- No manual error happens in file handling.
- Full traceability, security, and workflow control are maintained.

After Delivery

1. Once the order has been marked delivered a mail should shoot to the client informing about the status update.
2. The mail should have an option to get help or raise a complaint on the delivered order.
3. The order details section should also have a raise a complaint section on the delivered orders.

Date: **02-Sep-2025**

Complaint Management System –

Functional Document (For Web Developer)

(Updated with Single Complaint Rule + Time Limit Rule)

1. Objective

To create a **Complaint Management System** where a customer, agent, or distributor can register a complaint for an order within a defined time limit.

Only **Reprint** is allowed as a final solution (no refund).

All complaints must be **fully trackable** from “Complaint Registered” to “Complaint Closed”.

2. Who Can Register a Complaint and Time Limit Rules

2.1 Who Can Register

- Customer
- Agent
- Distributor
- Prints24 staff

2.2 Time Limit for Complaint Registration (Very Important Rule)

- **Customer:**

- Customer can register a complaint **only within 7 days after order is marked as Delivered.**
 - After **7 days**, the system will **automatically block** complaint registration.(if prints 24 wants to register

Internal Complaint Registration Rule (For Prints24 Staff)

If any Prints24 staff wants to register a complaint on behalf of a member, they can do it only after verifying all order details and ensuring the issue is genuine.

Complaint registration eligibility will depend on the staff level:

Position - Complaint Registration Time Limit

- **Support Officer** - Up to 15–20 days from order date
- **Senior Support / Team Leader** - Up to 25 days
- **Manager** - Up to 30 days (1 month)
- **Admin / Management** - No time limit (only for special cases)

Complaint must be registered only after checking:

- Order status
 - Delivery timeline
 - Approval/confirmation history
 - Proof of mistake
- **Agent / Distributor:**
 - Agent or Distributor can register a complaint **only within 15 days after order is Delivered.**
 - After **15 days**, system will block complaint registration.
 - **System Message Example (If Time Limit Exceeded):**
 1. The complaint time limit for this order has expired as per company policy. Customers can complain within 7 days. (This Message only for Customers)
 2. The complaint time limit for this order has expired as per company policy. Agents/Distributors within 15 days from delivery. (This Message only for Agents/Distributors)

3. Only ONE Complaint per Order

1. **Each Order Number can have ONLY ONE Complaint in its lifetime.**
2. **Multiple complaints are NOT allowed on the same order.**
3. If a complaint already exists for an order:
 - o New complaint **will NOT be created.**
 - o The **same complaint record** will be shown again.

3.1 Existing Complaint View Logic

When user clicks “**Register Complaint**”:

- System checks:

“Is there any complaint already created for this order number?”

If YES:

- System directly opens the **same complaint detail page**.
- Show message:

“A complaint has already been registered for this order. You cannot create a new complaint. You can only view or continue discussion on the existing complaint.”

If NO:

- New Complaint Form opens.



There is **NO option to create a second complaint** for the same order, even if:

- Old complaint is closed
- Order is delivered again
- Customer is not satisfied

All discussion must continue in the **same complaint thread only**.

Complaint System Logic

When a user tries to register a complaint, the system will first check if there is an existing complaint for the same order number.

Case 1: Complaint Already Open

System will show a message:

"A complaint for this order is already active."

The system will take the user directly to that open complaint screen.

The current complaint status/stage will be visible.

User can add a reply or continue communication on the same complaint.

Case 2: Complaint Exists but Closed

System will show a message:

"A closed complaint exists for this order. Do you want to reopen it?"

User will get two options:

- Reopen Complaint
 - Create New Complaint (New Issue)
-

4. When a Complaint Can Be Registered

Complaint can be registered:

1. After order is placed
 2. When order is delayed
 3. After order is delivered
 4. Within allowed time:
 - Customer: 7 days
 - Agent/Distributor: 15 days
-

5. Complaint Policy

1. **Only Reprint Policy**
 - No **refund** under any condition.
 - Only **reprint** is allowed, and that too with conditions.
2. **Customer File Mistake – No Reprint**

- If the mistake is found in:
 - Uploaded file
 - Given text
 - Spelling, phone number, design, size, color
 - Then **no reprint will be given.**
3. **After Customer Confirmation – No Reprint**
- If customer has given **final confirmation**, and
 - Print is exactly as confirmed,
 - Then **no reprint allowed.**
4. **Company Mistake – Reprint Allowed**
- If confirmation was **not taken**, or
 - Print does **not match confirmed file**,
 - Then **reprint is allowed** after internal approval.
5. **Delay Complaint – No Reprint, Only Fast Processing**
- For delay complaints:
 - No refund
 - No free reprint
 - Only **priority fast processing**

6. Complaint Types

1. Printing Quality Issue
 2. Wrong Content / Design Issue
 3. Quantity Issue
 4. Order Delay
 5. Wrong Product Delivered
 6. Other
-

7. New Complaint – Frontend Flow (User Side)

Step 1 – Select Order

My Orders → Click **Register Complaint**

Step 2 – System Validation (Mandatory Checks)

System will check:

1. Is complaint time limit valid?
 - If **Customer > 7 days** → Block
 - If **Agent/Distributor > 15 days** → Block
 2. Is complaint already created for this order?
 - If **Yes** → Open existing complaint
 - If **No** → Open new form
-

Step 3 – Complaint Form Fields

- Order Number
- Product Name (auto)
- Complaint Type (dropdown)
- Complaint Description
- Upload Images (optional)
- Policy Confirmation Checkbox:

“I understand that if the mistake is from my file or confirmed design, reprint will not be provided.”

Step 4 – Submit & Acknowledgement

After submit:

- Unique **Complaint ID generated**
- Status = **New**
- Customer gets message:

“Your complaint has been registered successfully. Our team will respond within 1 hour.”

8. Complaint Status Flow

1. New
2. Under Review
3. Waiting for Customer
4. Approved for Reprint
5. Resolved
6. Closed
7. Rejected

Only **ONE complaint record** will move through all these stages.

9. Order Delay Complaint – Special Handling

- Order tagged as **Priority – Delay Complaint**
 - Production / Dispatch team notified
 - Faster processing only
 - No refund, no reprint
-

10. Complaint via Website, Chat & Call

1. Website Portal

2. Chat / WhatsApp (Bot or Human Agent)
3. Phone Call (Admin panel entry)

All channels store data in the **same complaint record**.

11. Rules

1. First response within **1 hour**
 2. System must track:
 - Complaint Created Time
 - First Response Time
 - Final Resolution Time
 3. Show complaint register/reopen source:
 - Complaint Registered by (Customer/Agent/Distributor)
 - Complaint Registered by Prints24 Staff
 - Complaint Re-opened by Prints24 Staff
-

12. Admin Panel Features

- Complaint List with Filters
 - Complaint Detail View
 - Status History
 - Image Viewer
 - Reprint Linking
 - Reports:
 - Total complaints
 - Reprint count
 - Delay complaints
 - Average resolution time
-

13. AI Features (Optional – Future Use)

1. AI Complaint Type Detection
 2. AI Company vs Customer Mistake Prediction
 3. AI Auto Reply Suggestions
 4. AI WhatsApp / Website Chatbot
 5. Customer Mood / Sentiment Detection
-

14. Complaint status sync on Email

- Every complaint status update to be sent to the complaining party's (Customer/Agent/Distributor) Email with a link to open the complaint section and check the responses.
- In case of Prints24 staff generated complaints on behalf of Customer/Agent/Distributor then also an Email should be sent to the relevant party informing that their complaint has been registered.
- Similarly in case of complaint through call/whatsapp/email once the complaint is registered an email should be sent informing the same.

Web Crawlers to be allowed

Web crawlers to be allowed on the website and xml to be made.

- Google Robot
- OpenAI Robot

Date: 03-Sep-2025

Product & Attribute Schema

Entity: Attribute Type (e.g., Quantity, Printing, Image)

Field Name	Data Type (Input Type)	Required	Description	Business Purpose / Impact
Attribute Name	Text	Yes	The name of the option presented to the user (e.g., "Color," "Die Shape").	Guides Staff selection.
Function Type	Selection (Enum)	Yes	The system role of the attribute: Quantity/Pricing, Printing (Image), Spot UV/Image.	CRITICAL: Determines how the attribute affects the FINAL price and what data is collected.
Is Pricing Attribute?	Checkbo x (Boolean)	Yes	Explicitly marks if selecting this attribute affects the price calculation. (e.g., "4 Color vs. Single Color").	Tied directly to the Step Pricing Table.

Input Style	Selection (Enum)	Yes	How the option is presented: Dropdown, Text Field, File Upload (for Image Attribute).	Defines the UI element and data collection method.
Is Fixed Quantity Needed?	Checkbo x (Boolean)	No	(Based on your notes: "If fixed quantity needed, Please use 'Qty'").	Restricts available quantity options to pre-set values.

Entity: **AttributeType** (The Option Definition)

This defines the fundamental properties of an attribute, irrespective of the product.

Field Name	Data Type (Input Type)	Required	Description	Business Purpose / Impact
Attribute Name	Text	Yes	The user-facing name (e.g., "Paper Type," "Binding Option").	Guides the Staff's selection.
Staff Input Style	Selection (Enum)	Yes	The UI element used: Dropdown, Text Input, File Upload.	Defines how the Staff

				provides the data.
Primary Effect Type	Selection (Enum)	Yes	NEW: What area of the system is impacted by this attribute: PRICE, FILE, VARIANT, INFORMATIONAL.	CRITICAL: Determines the <i>action</i> taken when this attribute is selected.
Is Filterable?	Yes/No (Boolean)	No	Can Staffs use this to filter the catalog results?	Impacts storefront search and navigation.
Attribute Values	List of Strings	Yes (for certain types)	The pre-defined options (e.g., for "Color": "Red," "Blue," "Green").	The choices available to the Staff.

Junction Table: CategoryAttribute

Field Name	Data Type	Required	Description	Business Purpose / Impact
Category Name	Selection	Yes	Links to the specific Category or Sub-Category.	Defines the scope of the

				attribute's availability.
Attribute name	Selection	Yes	Links to the defined <i>AttributeType</i> (e.g., "Paper Type").	Assigns the attribute to the category.
Is Required?	Checkbox (Boolean)	No	If checked, a product in this category <i>must</i> use this attribute.	Enforces product completeness standards.

Entity: **Category** (e.g., VISITING CARDS)

Field Name	Data Type (Input Type)	Required	Description	Business Purpose / Impact
Category Name	Text	Yes	The primary name visible to Staffs.	Used for website navigation .
Parent Category	Selection (Dropdown)	No	Links a Sub-Category (e.g., "Metal Card") to a Main Category (e.g., "Visiting Cards").	Defines the hierarchy and menu structure .

Frontend Visible	Checkbox (Boolean)	Yes	If checked, the category appears on the Staff-facing website.	Controls public visibility .
Is Active	Checkbox (Boolean)	Yes	Overall switch to enable/disable the category in the system.	Controls system-wide availability .
Discount Offer	Number (%)	No	A percentage discount applied to all products in this category.	Enables category-level promotions .
Is Premium Product	Checkbox (Boolean)	No	Flag for premium grouping (as noted in your form, linked to special handling like "File to be sent via email").	Triggers special fulfillment/order routing .

Entity: Product (e.g., Metal Visiting Card)

Field Name	Data Type (Input Type)	Required	Description	Business Purpose / Impact
Product Name	Text	Yes	The full marketing name.	Primary identifier for Staffs and orders.

Product SKU / HSN / SAC	Text/Number	Yes	Unique code based on product and attribute combination	Critical for inventory, shipping, and billing/taxation.
Maximum File Size	Number (MB)	No	The file size limit for Staff-uploaded artwork (if applicable).	Enforces technical constraints for Staff uploads.
File Height / File Width	Number	No	Dimensions required for the Staff file input.	Custom validation for user artwork files.
Block CDR and JPG File	Checkbox (Boolean)	No	Prevents specific file types from being uploaded.	Restricts accepted file formats for production.
Additional Design Charge	Number	No	A fixed fee added if the Staff requires design help.	Adds a service upsell fee.
GST %	Number (%)	Yes	The applicable Goods and Services Tax rate.	CRITICAL for invoice calculation.

Maximum Order Qty	Number	Yes	The highest quantity a Staff can order in one transaction.	Inventory/production limit.
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Entity: **ProductAttribute** (The Assignment)

This is the junction table that connects a specific [Product](#) to an [AttributeType](#) and holds the product-specific value/modifier.

Field Name	Data Type	Required	Description	Business Purpose / Impact
Product Link	ID	Yes	Links to the specific product being created.	
Attribute Type Link	ID	Yes	Links to the base AttributeType (inherited from the Category).	
Product-Specific Value/Modifier	Text/Decimal	Yes (Conditional)	The value that depends on the Primary Effect Type.	CRITICAL: The system reads this field based on the effect type.

Primary Effect Type	Product-Specific Value/Modifier Stores...	System Impact on Product Page
PRICE	The extra amount (e.g., +5.00 or -2.50) added to the base price when this attribute is selected.	If selected by the Staff, the price calculator instantly updates.
FILE	A JSON object containing Title and Description for the required file.	Dynamically adds a file upload section to the product page with the specified title/instructions.
VARIANT	A Boolean flag (is_variant=true) or a specific variant SKU modifier.	Triggers the creation of a unique ProductVariant with its own inventory.
INFORMATIONAL	A simple pre-selected value or a note for the Staff/fulfillment team.	Displays information but doesn't change price, inventory, or file requirement.

Date: **05-Sep-2025**

Separate user panels

1. Customer
2. Corporate Client
3. Agents (Designing Offices)
4. Distributors (Designing Offices + Delivery Hubs for Agents)
5. Start-up with DIPP/MSME validation

1. CUSTOMER PANEL

(Simple, consumer-focused)

Who they are

Individuals ordering for themselves or small needs.

Key Features

- Browse products
- Canva, upload, or designer request
- Simple checkout
- Order tracking
- Reorder button
- Saved designs (Canva)
- Address book
- Invoices

Advantages

- Lowest minimum order quantity
- Standard public pricing
- Frequent user offers
- Easy UX

Pricing

- MRP Pricing

- Any coupon codes allowed
- No GST input credit option except if they enter GSTIN

Why separate panel?

Customers should not see advanced workflows like “Manage multiple clients”, “Bulk order matrix”, etc.

2. CORPORATE CLIENT PANEL

(Organization-level purchasing + controlled customization)

Who they are

Companies ordering items for all employees:

- Company visiting cards
- Corporate gift sets
- Letterheads, envelopes
- Employee ID kits

Panel Differences

✓ Saved Brand Kit

- Logo
- Color palette
- Fonts
- Approved templates
- Data fields locked (e.g., design remains same but employee name changes)

✓ Bulk Order Matrix

Example:

Employee	Product	Qty	Variation
25 staff	Visiting Cards	25 x 100 cards	Name change only
100 staff	Mugs	100	Same design

✓ Pricing

Corporate Clients get:

- Corporate price tier
- Consistent discounted rates
- Special GST invoices
- Annual billing (optional)

✓ Advantages

- Priority support
- Locked templates (to protect branding)
- No time wasted designing from scratch
- Predictable pricing

3. AGENTS PANEL

(Design professionals handling multiple end-customers)

These are **design offices**, not end-customers.

Who they are

Small and medium design agencies who:

- Create designs for local clients
- Order prints on their behalf
- Earn margin between agent price & client price

Panel Differences

Agent portal needs:

✓ Client Management

- Create multiple client profiles
- Each client has GST, address, files, etc.

✓ Design Asset Management

- Store Previous jobs

✓ Bulk Ordering Tools

- Quick reorder
- “Duplicate job” feature
- Order for multiple clients in one session

✓ Advanced File Upload

Agents may upload:

- Print-ready PDFs
- Packaging dielines (**hold**)

- Multi-page files

✓ Pricing

Agents get:

- Agent-discounted price (Tier-2 pricing)
- Bulk tier pricing

✓ Advantages

- Faster workflows
 - Direct file submission
 - Ability to manage multiple client orders
 - Special agent-only offers
-

4. DISTRIBUTORS PANEL

(Top-tier users: high-volume + delivery hubs + agent management)

Who they are

Distributors are **Agents + Logistics Partners**, meaning:

- They earn on printing margin
- They earn on delivery fulfilment
- They handle agents under them

Panel Differences

Distributor dashboard is the **most powerful**:

✓ Agent Management Module

Distributor can:

- See agents in allotted city
 - Track each agent's orders
 - Track payments from agents
-

✓ Delivery Hub Module

Distributor receives bulk deliveries for their region:

- They receive a batch of printed jobs
 - They sort & handover to agents
 - They earn commission on delivery/fulfillment
-

✓ Commission Tracking

Distributor earnings:

- Print margin difference
 - Delivery charges
 - Performance bonuses (optional future feature)
-

✓ Pricing

Distributor gets:

- The best pricing tier (Tier-3 pricing)
 - Additional commission (Tier-4 pricing, on delivery)
-

✓ Advantages

- Best pricing
 - Logistics commission
 - Regional monopoly/control
 - Ability to grow business through agents
-

NOW — PRICING MANAGEMENT FRAMEWORK FOR ALL USER TYPES

We will use **Tier-Based Pricing**:

Pricing Tier 0 – Public Price

Visible on website to normal customers.

Pricing Tier 1 – Corporate Clients

Fixed discounted rate for bulk-repeat orders.

Pricing Tier 2 – Agents

Further discounted for print resellers.

Pricing Tier 3 – Distributors

Lowest pricing for top-tier partners.

Pricing Tier 4 – Delivery Commission

Distributors get extra earnings on fulfillment.

HOW PRICE IS DECIDED ON BACKEND

When a user logs in:

- System checks their **User Type**
- Fetches **Assigned Pricing Tier**
- Applies that tier's pricing per SKU

This means:

- Customers always see MRP
 - Corporate clients see discounted prices
 - Agents see special agent rates
 - Distributors see the best rate
-

ADDITIONAL DIFFERENCES PER USER PANEL

Feature	Customer	Corporate	Agents	Distributors	Branch
Multi-Client Management	✗	✗	✓	✓	✗
Locked Brand Templates	✗	✓	Optional	Optional	✗

Bulk Upload (CSV)	✗	✓ Staff lists	✓	✓	✗
Canva Templates	✓	✓	✓	✓	✗
Credit Limit / Payment Terms	✗	✓ Optional	✓ Optional	✓ Optional	✗
Delivery Hub Role	✗	✗	✗	✓ With Shipment label	✓ With Shipment label
Commission Earnings	✗	✗	✓ (small margin)	✓✓ (large margin)	✗
Territory/City Access	✗	✗	✗	✓ Exclusive regions	✓ Exclusive regions
GST Invoice	Optional	Mandatory	Optional	Optional	✗
In-house Printing service	✗	✗	✗	✗	✓

Note: Distributor access can only be granted by the backend team after proper verification of the agents as only agents can become distributors.

API based verification process for Corporates/Agents (With GST)

We will use **Rapid API** and **API SETU** to fetch the details of GSTIN entered by the user and check it against the OCR data we get from the GST certificates uploaded by the user. If both match the system will mark the user as verified and assign the requested role.

Validation points for Corporates:

1. GST number should match
2. Legal Name should match
3. PAN should match
4. GST status should be active
5. Principal place of business should match

Validation points for Agents:

1. GST number should match
2. Legal Name should match
3. PAN should match
4. GST status should be active
5. Principal place of business should match
6. HSN/SAC code should match the printing industry

Note: There should be a toggle to switch this auto verification off.

Manual verification process for Agents (Without GST)

The details will be submitted to the backend panel to get verified and a confirmation pop-up will be there before status change.

Status update requirements:

Decline: Reason should be mentioned for the declination of the request. Also, a report will be made as logs to verify past status changes.

Accept: A report will be made as logs to verify past status changes.

Key Points to remember:

1. Related products & Frequently bought together section in product add/update page for cross sell.
2. Keywords/Tags section in product add/update page for up-sell.
3. Razor pay should be integrated with Test credentials for testing purposes with an option to change the keys in the admin panel.
4. Detailed analytics for identifying cross sell and up-sell.
5. Detailed data extraction from every possible point, including the designs, PDFs, or data uploaded to the website and will be shown in a separate section in the admin panel.
6. Instead of redirection on the homepage after 1-second we will perform an autoscroll to show the our products section of the same page.

User's Flow Diagram

[Please check here](#)

Date: 06-Sep-2025

Privilege Management System (PMS)

Executive Summary

The primary goal is to implement a comprehensive, back-end manageable **Privilege Management System (PMS)**. This system must allow us to dynamically create, configure, and manage different user types and assign specific privileges, views, and functional access to each type, without requiring new development requests for every new user type or privilege configuration.

Core Requirement: Dynamic User Type Management

The recent conversation highlighted the limitation of needing explicit development changes for every new type of user (e.g., Agent, Corporate Client, Distributor). The new PMS must address this by providing the capability to:

- **Create any Number of User Types:** The system must allow the back-end creation of an unlimited number of custom user types (e.g., "Branch," "Hub," "Agent Tier 2," etc.).
- **Decouple User Type from Code:** Adding a new user type must be a configuration change managed through the back-end, not a code change.
- **Self-Service Configuration:** We must be able to decide and configure from the back-end which privileges, features, or views are assigned to which user type.

Detailed Functionality Requirements

The PMS must provide dynamic control over the following elements for any created user type:

1. Dynamic Privilege Assignment

- **Custom Privilege Bundles:** We need to be able to create "bundles" of privileges and assign them to any user type.
- **Granting Advantages:** The system should allow configuration of specific advantages (e.g., extra discounts) to certain user types, like the Corporate Panel.

2. Dynamic View and Display Management

- **View Style Control:** The system must allow us to define and select different "view styles" (e.g., View 1, View 2, View 3, View 4) for specific features or components.
- **Type-Specific Appearance:** We must be able to specify that a certain view should be visible to one user type (e.g., Agent) but not to another (e.g., Corporate).
- **Dynamic Mapping:** When creating a new user type (e.g., "Hub"), we must be able to select an existing view style (e.g., View 2) to be applied to that user type.

Summary of Pain Point to Solve

Current State (Problem)	Required State (Solution - PMS)
New User Type requires development effort / consultation for changes.	New User Type is created and configured dynamically via a back-end interface.
User Roles (Agent, Corporate, Distributor) are fixed types.	User Roles become configurable "types" that can be edited and reused.
View Changes (e.g., something visible to Agent but not Corporate) requires coding.	View Changes are managed by assigning pre-defined view styles (View 1, View 2, etc.) to user types via the back-end.

Corrections - Attribute Type

Basic Information

Attribute Name * (What customers will see)

How Customers Select This * (Input method):- Dropdown Menu, Pop-Up, Radio Buttons, Checkbox, Text Field, Number Input, File Upload

Attribute Image (to be shown when selecting this attribute)

Options

Add Option				
Option Name *	Option Usage	Price Impact (₹ per unit)	Number of Images Required	Action
[Name of the option]	<input checked="" type="checkbox"/> Price <input type="checkbox"/> Image <input type="checkbox"/> Listing	[Amount to be added to product price]	[Number of images required from the user]	

Option usage has checkboxes and checking each checkbox opens a new section to be filled and option usage is a required field at least one checkbox should be checked.

If a filter is required in the Designer/Admin panel for this option.

Additional Settings

Is Step Quantity?

Check this if this attribute restricts quantity to specific steps (e.g., 1000, 2000, 3000 only)

Option to add steps:

Step - 1: [quantity of first step]

Price: [price of first step]

Step - 2: [quantity of second step]

Price: [price of second step]

Add Step

Is Range Quantity?

Check this if this attribute restricts quantity to specific Range (e.g., 1000-2000, 2000-5000)

Option to add range:

Range- 1: [range of quantity of first step]

Price: [price of first range]

Range- 2: [range of quantity of second step]

Price: [price of second range]

Add Range

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Delivery Options:

1. Delivery API(s) has to be connected from multiple vendors and users will be able to see the Name, price, estimated time of every delivery partner at the time of checkout and select a delivery partner accordingly.
2. Options to enter prices for delivery through our distributor/branch network when a distributor/branch is created there will also be an option to enter serviceable pin codes, and shipping charge. So when user reaches to the checkout page if the pincode entered by the user is serviceable by any of the distributor/branch then we will directly add the shipping charges mentioned for that distributor/branch but if the area is not serviceable by

any of the distributors/branch then only we will show them the rate comparison between different delivery partners with their name, price, estimated delivery time.

Two views required for product page:

1. The first view is the same as the current product view with attributes.
2. We will require another product page view which is similar to the current view just when clicked on a product a new page opens with like: image on the left, and the product boxes on the right should be small squares and when clicked instead of opening a new page a sections scrolls open below the clicked square showing its short description which is to be shown at the right where it is shown now and a long description option which will be shown at the left of the screen beneath the image and attributes on the right below the short description.