Standard Requirements Document for Marketplace Development

1. Project Overview

1.1. Project Goal

Build an MVP kids' goods marketplace with seller verification. Sellers can publish products only after their legal entity is validated, material certificates are approved, and kids' safety standards are confirmed. Buyers explore the catalog using filters and built-in search.

MVP launch goals:

- Support local kids' brands;
- Foster regional entrepreneurship;
- Get first sales within 3 months by validating demand and testing the value hypothesis with real purchases.

1.2. Target Audience & Key Roles

- **Buyers:** parents aged 20–40, looking for high-quality products from verified sellers, a well-structured catalog, fast delivery, and size-based filtering.
- **Sellers:** small local brands and individual entrepreneurs.
- **Administrator:** the project owner, responsible for moderation, catalog management, and reporting.

1.3. Core Business Objective

Bring sellers together on a single unified platform and offer more product choice than traditional online stores. Reduce buyer acquisition costs using product assortment depth and SEO-driven discovery.

1.4. MVP Success Metrics

- 20 sellers onboarded by launch;
- 500+ products published in the catalog;
- 30–50 orders within the first 30 days after launch;
- Page load time ≤ 2.5 seconds.

2. Main User Roles

2.1. Buyer

Buyer can:

- Register and log in;
- Browse the catalog;
- Use filters and search;
- Complete checkout;
- View order history;
- Track orders in their account.

2.2. Seller

Seller can:

- Create a store profile;
- Upload product listings;
- Manage prices and inventory;
- Accept and process orders;
- Update order status and add tracking numbers;
- View basic sales stats.

2.3. Administrator

Administrator can:

- Manage categories and subcategories;
- Moderate seller products and approvals;
- Manage sellers;
- Configure marketplace commissions;
- View reports;
- Manage payouts to sellers.

2.4. Additional Roles (optional)

- **Moderator:** reviews product listings before they go live.
- **Content Manager:** manages product attributes and SEO fields.
- **Logistics Manager:** configures and monitors carrier integrations, and prepares delivery performance reports.

3. Core MVP User Flows

Required MVP flows:

1. Buyer opens catalog → filters products → adds to cart → checks out;
2. Seller signs up → completes profile → adds products;
3. Seller receives an order → updates status → adds tracking number;
4. Admin moderates sellers and product listings;
5. Buyer tracks order updates in their account.

4. Functional Requirements

4.1. Catalog

Must include:

- Categories and subcategories;
- Filters (brand, price, size, age);
- Sorting (price, popularity).

Example structure:

- Top-level categories like **Clothing, Shoes, Toys, Care**.
- Each category contains **3 to 10 subcategories**.
- Required attributes: **size, brand, material, gender, age**.

4.2. Product Page

Must include:

- Product photos;
- Price;
- Description;
- Specifications;
- Stock status;
- Seller information.

Example: at least **3 product images** and a specs block (**size, material, season**). Size variants must display **stock availability per option**.

4.3. Cart & Checkout

Must include:

- Cart review;
- Quantity editing;
- Payment method selection;
- Delivery option selection;
- Order confirmation.

Example:

Delivery (shipping services):

- Courier: FedEx
- Pickup Point: Parcel Locker by InPost
- Postal Shipping: DHL eCommerce

Payments:

- Online Card Payment: Stripe
- Pay on Delivery (cash/card): SumUp

4.4. Personal Account

Buyer sees:

- Order history;
- Status tracking.

Seller sees:

- Product list;
- Order list;
- Ability to edit profile;
- Order filtering and status updates.

Example: seller can **filter orders by status and update them**.

4.5. Admin Dashboard

Must include:

- Seller management;
- Product moderation;
- Order review;
- Category management.

Example flow: seller adds products → listings go into **moderation queue** → Administrator reviews the product and chooses: **Publish / Reject**.

5. Integrations

Payments

- Stripe
- Square
- Mollie
- Authorize.net
- Braze

Delivery

- DPD
- InPost

Push / Transactional Messaging

- Firebase Cloud Messaging

Optional Marketing Integration

- Braze
- Airship

6. Non-Functional Requirements

6.1. Performance

Catalog pages must load **within 2.5 seconds for up to 300 concurrent users**.

6.2. Security

- Passwords stored hashed;
- All data transmitted **via HTTPS**;
- The marketplace must run on a secure **HTTPS environment only**.

6.3. Scalability

Catalog must support **up to 50,000 products without performance degradation**.

7. Roadmap After MVP

Stage 2

- Product recommendation system;
- Points-based loyalty program;
- Mobile app for buyers and sellers.

Stage 3

- Advanced multi-layer sales analytics;
- Integrations with external ERP systems.