

PRD (Product requirement document) for Airtel Thanks Apps: Airtel shop



PRODUCT REQUIREMENT DOC (PRD)

Airtel Thanks App: Universal Search Feature

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DATE CREATED	LAST UPDATED ON	DOC VERSION	FEATURE RELEASE DATE
10/07/2023	10/07/2023	1.0	10/09/2023

Table of Contents

Business Problem:	2
Business Context:	2

Product Overview:.....	2
Product Goals and Objectives:.....	3
User Personas and Use Cases:	3
Functional Requirements:	3
Non-functional Requirements (NFR):	3
User Interface and Design Specifications:.....	4
Assumptions and Constraints:.....	4
Testing Plan and Acceptance Criteria:	4
Milestones and Timeline:	4
Open Questions:.....	4
Not Doing:.....	5
Success Metrics:.....	5
Future Plans:	5
Conclusion:	5

Business Problem:

The business problem at hand is that Airtel recently crossed 100 million Monthly Active Users (MAU) and has launched the Airtel Shop on the Thanks app. As the new Senior Product Manager (SPM) on the team, the goal is to create a comprehensive PRD to guide the development of this new feature.

Business Context:

With Airtel's growing user base and the launch of the Airtel Shop on the Thanks app, there is a need to provide a seamless and convenient shopping experience to Airtel users. This will not only increase user engagement but also generate additional revenue streams for the company.

Product Overview:

The product aims to enhance the Airtel Shop on the Thanks app, offering a wide range of products and services to Airtel users. The goal is to create a user-friendly interface where customers can easily browse, choose, and purchase products or services offered by Airtel.

Product Goals and Objectives:

1. Increase user engagement within the Thanks app through the Airtel Shop feature.
2. Provide Airtel users with a seamless and convenient shopping experience.
3. Generate additional revenue streams for Airtel by offering various products and services.

User Personas and Use Cases:

User personas:

- Tech-savvy individuals seeking the latest gadgets and accessories.
- Airtel users looking for affordable and reliable mobile plans.
- Families interested in bundled offers for connectivity, entertainment, and home services.

Use cases:

1. User Persona: Tech-savvy individuals
Use Case: Browse and purchase the latest gadgets and accessories from the Airtel Shop.
2. User Persona: Airtel users
Use Case: Explore and select affordable and reliable mobile plans offered by Airtel.
3. User Persona: Families
Use Case: Access bundled offers for connectivity, entertainment, and home services.

Functional Requirements:

1. Intuitive product navigation and search functionality.
2. Product categorization for easy browsing and discovery.
3. Secure payment gateway integration.
4. Order tracking and notifications.
5. Personalized recommendations based on user preferences and behavior.

Non-functional Requirements (NFR):

1. Performance: The Airtel Shop should load quickly and handle concurrent user sessions without slowdowns.
2. Security: Users' personal and payment information should be secured using industry-standard encryption.
3. Scalability: The platform should handle increasing user traffic and product volumes without impact on performance.

4. Accessibility: The Airtel Shop should be accessible to users with disabilities, following accessibility guidelines.

User Interface and Design Specifications:

1. Clean and intuitive user interface.
2. Consistent branding and visual elements.
3. User-friendly product search and filtering options.
4. Clear product descriptions, pricing, and availability information.
5. Easy-to-understand checkout process with clear steps.

Assumptions and Constraints:

1. Integration with Airtel's existing backend systems.
2. Availability of reliable third-party payment gateways.
3. Compliance with applicable regulatory and legal requirements.

Testing Plan and Acceptance Criteria:

1. Conduct end-to-end testing to ensure all features and functionality work as expected.
2. Test payment gateway integration for successful transactions.
3. Verify performance and scalability under simulated high-load conditions.

Milestones and Timeline:

1. Research and Planning: 2 weeks
2. User Persona and Use Case Development: 1 week
3. Functional Requirements Gathering and Documentation: 2 weeks
4. User Interface and Design Development: 3 weeks
5. Backend Integration and Testing: 4 weeks
6. User Acceptance Testing and Bug Fixes: 2 weeks
7. Deployment and Rollout: 1 week

Open Questions:

1. What are the key integration points with Airtel's existing systems?

2. Which third-party payment gateways are available and compatible for integration?

Not Doing:

1. Physical retail store setup - The focus is on the digital platform.
2. Providing customer support for non-Airtel-related issues.

Success Metrics:

1. Increased average daily transactions on the Airtel Shop.
2. Improved customer satisfaction score based on user feedback.
3. Growth in revenue generated through the Airtel Shop.
4. Higher user engagement and retention within the Thanks app.

Future Plans:

1. Explore partnerships with popular brands to offer exclusive deals and discounts.
2. Enhance the personalization capabilities based on user preferences and browsing history.
3. Expand the range of products and services offered on the Airtel Shop.

Conclusion:

The PRD outlines the functional and non-functional requirements, user personas, use cases, design specifications, and milestones for the development of the Airtel Shop on the Thanks app. By providing a seamless shopping experience and offering a wide range of products and services, Airtel aims to increase user engagement, generate revenue, and provide value to its customers.