Product Requirements Document

Product Name: Book-shala (Used Book Buy & Sell App)

Version: 1.0

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Figma link: https://www.figma.com/design/z89zf8YnBFZewfVKHafXJU/Book-shala?node-id=144-839&t=gvZyt9mJXRQJAnlw-1

1. Executive Summary

Vision: Built "Book-Shala"

> 💡 **A mobile-first platform** that makes **buying and selling used books** seamless, like booking a cab on Uber or purchasing an item on Amazon.

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2. Goals & Objectives

Primary Goals

For Consumers *(including both sellers and buyers, as Book-shala operates as a two-sided marketplace)*

- Foster a trustworthy environment by verifying both buyers and sellers.
- Simplify the process for buyers to discover books and for sellers to list their inventory.
- Provide a smooth, fast, and secure transaction experience for all users.

For Book-shala (the business)

- Generate revenue through a transaction-based marketplace model, similar to platforms like Amazon.
- To enhance visibility and sales, offer premium services to sellers, such as promoted listings and personalized recommendation placements.

3.1 Key personas

Buyer & Seller Personas

Buyer Personas

1. College Students *(Primary Target Group)*

- Primarily seek affordable academic books and textbooks.
- Operate within limited budgets, often preferring second-hand options.
- Display high purchase frequency due to changing semester requirements.
- Comfortable using mobile-first platforms and digital payment solutions.
- Tend to share useful platforms within peer networks, enabling organic campus-wide growth.

2. Competitive Exam Aspirants

- Demand specialized study materials, including coaching notes, test series, and exam guides.
- Books are used intensively over short periods, making them ideal for resale.
- The rapid turnover often leads these users to switch roles between buyers and sellers.

3. Casual Readers

- Explore a wide range of genres, including fiction, non-fiction, and niche titles.
- Generally less price-sensitive but prioritize variety, ease of access, and platform experience.
- Contribute to a more diverse and balanced inventory on the marketplace.

Seller Personas

1. College Students *(Primary Focus)*

- Often, each semester, a collection of used textbooks.
- Motivated to resell books and recover part of their academic expenses.
- Frequently switch between buying and selling roles, helping maintain a healthy marketplace flow.
- Can be easily onboarded through simple, user-friendly listing tools (e.g., scanning book barcodes).

2. Coaching Institutes & Bookstores

- Possess surplus stock, including older editions and unsold exam prep materials.
- Well-suited for listing books in bulk and managing large inventories.
- Ideal early adopters for revenue-generating features like paid promotions and enhanced visibility options.

3. Individual Sellers & Enthusiasts

- Occasionally list books from personal collections or rare finds.
- Contribute to niche and long-tail inventory, enriching platform diversity.
- Though not high-volume sellers, they help attract a broader reader base and enhance engagement.

I will prioritise students. Why?

- Students drive both sides of the marketplace.
- High intent and high turnover in academic cycles.
- Naturally form trusted, close-knit communities—essential for early liquidity.
- Cost-conscious and motivated perfect use case for a second-hand book marketplace.

Prioritizing students as the initial user base allows Book-shala to gain early traction, foster trust within a clearly defined community, and rapidly build network density. By achieving strong engagement and liquidity in the student segment first, the platform lays a solid foundation for sustainable expansion into adjacent markets such as exam preparation, casual reading, and partnerships with bookstores or coaching centres.

Geography: Limited to India for GTM

3.2 Problem Statement

1. College students frequently struggle to obtain necessary textbooks due to high prices and limited access, especially in local or rural areas.
2. Existing platforms like OLX and Telegram are unreliable, unsafe, or inefficient.
3. There's a need for a verified, student-focused marketplace for book exchange that ensures trust, quality, and ease of use.

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4. Competitor Analysis

Platform	Type	Core Value Proposition	Key Features	Target Audience	Business Model	Source
NearBook	App + Website	Community resale + reuse	Buy/sell/donate; location-based	Students, eco-friendly users	Free listings	nearbook.in
ShowMyBook	App	Convenient book exchange with delivery	Rent/sell/donate; delivery	Students, casual readers	Freemium + delivery revenue	showmybook.in
BookLal	Android App	Peer-to-peer book listing	Local search + in-app chat	Academic book buyers	Free listings	BookLal Play Store
BookChor	App + Website	Discounted book selling	Buy/donate books; promos	Budget readers	Sales margin	bookchor.com
OLX	Website + App	General classifieds	Listing, search, chat	All users	Ads, featured listings	olx.in
Book-shala (Planned)	App	Secure, verified student marketplace	ISBN autofill, escrow, delivery	College students	Commission, promotion, freemium	Internal

Key Differentiator: Book-shala will integrate trust, payment, delivery, and academic focus — something no existing app does comprehensively.

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5. Market Opportunity

- **Students in India**: Over 300 million (Source: UDISE+/AISHE)
- **Market Trends**: primarily college students
- **Current Gaps**:
  - Trust: No KYC or verified sellers.
  - Delivery: Offline exchanges or unsafe pickups.
  - Visibility: Difficult to find specific syllabus-based books.

Opportunity: Own the "used book" niche with structured discovery and verified peer-to-peer sales.

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6. User Research & Personas

Interview Questions

Q: Do you sell used books? Where?

A: Tried OLX, but it's time-consuming and lacks visibility.

Q: What challenges did you face while using them?

A: Too many fake listings, no delivery, and a waste of time negotiating.

Q: Have you used OLX/Facebook/Telegram for this?

A: Yes. Telegram has too many low-quality PDFs and irrelevant messages.

Q: Where do you currently buy used books?

A: Mostly OLX, but it's full of spam and hassle.

Q: Do you trust unknown sellers?

A: Not really. I prefer verified users.

Q: Would you pay before receiving the book?

A: Only if there's a trusted system like Amazon.

Q: What frustrates you in Telegram or WhatsApp groups?

A: Too many random messages. It's hard to find the right book.

Q: Would you trust a resale app?

A: Yes, if it has verified sellers and delivery.

Q: What features are important for you?

A: Delivery, clear photos, seller ratings/reviews.

Q: What is your main challenge in reselling books?

A: Finding buyers and wasting time on price discussions.

Q: Would you use an app to manage listings?

A: Yes, if it's fast and student-focused.

Q: Would you verify your account to become a trusted seller?

A: Yes, if it increases visibility and trust.

Q: Would you be willing to upload your ID to verify your seller profile?

A: Yes, to get more buyers and build trust.

Personas

Buyer Persona: **Aditi – The Bargain Seeker**

- Age: 20, Location: Pune, B.Com
- Goals: Save money, avoid scams, get books delivered
- Behaviour: Uses Amazon/Flipkart, but skips when books are expensive
- Pain Points: Spammy chats, no tracking, duplicate PDFs
- Device: Android
- Trust Factors: Seller rating, verified badge, delivery guarantee

Seller Persona: **Raj – The Book Offloader**

- Age: 22, Location: Bhopal, Engineering Student
- Goals: Clear out used books for cash
- Behaviour: Doesn’t know where to list, frustrated with OLX
- Pain Points: No buyer interest, endless negotiation
- Needs: Simplicity, visibility, fast payout

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7. Jobs to be Done

Theme	Insight	Implication
Trust	I don’t know who I’m buying from.	Seller verification is essential.
Safety	Won’t pay before getting the book.	Need **escrow** & delivery tracking.
Convenience	Too much chatting and follow-up.	Automate steps like checkout and delivery.
Quality	I got a photocopy instead of the book.	Require images, ISBN, physical copies.
Discovery	No idea where to look for syllabus books.	Smart filters, categories, ISBN autofill.

8. Assumptions & Constraints

Assumptions

- Students are mobile-first.
- Sellers will accept KYC if they get higher visibility.
- Buyers prefer escrow over direct chat-based payment.

Constraints

- Only used books in MVP.
- Shipping costs may limit low-priced books.
- Initial focus is Tier 1-2 cities.

9. Proposed Solution

After analysing user pain points and market gaps, we evaluated two strategic solution directions and chose one based on feasibility, desirability, and scalability.

Chosen Solution: Trust-Driven Marketplace with Delivery Fulfilment

We’re building a peer-to-peer book reselling app focused on **trusted sellers, verified listings, and built-in logistics**. This addresses key user pain points such as scammy experiences, failed meetups, and poor visibility.

Key Solution Pillars:

- **Delivery-First Listings**: All listings are delivery-enabled via courier integration. Sellers input the pickup address, and buyers track packages.
- **Trust & Safety Features**: Verified KYC badges, student email checks, and in-app seller ratings. Admin moderation filters.
- **Search by ISBN/Subject**: Students find the exact book they need, and sellers save time via autofill forms.
- **Secure Escrow Payments**: Book-shala holds buyer funds until delivery confirmation, reducing fraud risk.
- **Smart Recommendations**: Based on course, semester, and previous purchases.

> This solution prioritizes and user confidence all essential for marketplace.

10. Solution Alternatives Considered

Option	Pros	Cons

OLX-like Listing	Fast to build	Doesn’t solve trust or delivery
Discovery-Only App	Simple MVP	No transaction loop
Book-shala Full Stack	Full trust loop, user-centric UX	Requires payment + logistics setup

A. Community-First Chat-Based Model (Not Chosen)

A Telegram-style marketplace with live chat, self-managed meetups, and no delivery or payment guardrails.

Pros:

- Faster to build
- Familiar to many Indian students

Cons:

- High trust issues (scams, fake PDFs)
- No protection for buyers or sellers
- Difficult to moderate quality at scale

B. Trust-Driven Delivery Marketplace (Chosen ✅)

As described above, this provides structure, security, and reliability.

Why We Chose This:

- Better NPS in user interviews
- Enables monetization via delivery and escrow
- Builds repeat use and word-of-mouth adoption

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11. MVP Scope

In Scope (MVP)

- Buyer-side book search and detail pages
- Seller-side book listing (with ISBN autofill)
- Account creation and basic KYC upload
- Escrow wallet and payment integration
- Courier pickup for sellers, delivery tracking for buyers
- Basic admin dashboard (flag/review/approve)

Out of Scope (MVP)

- In-app chat
- Full social recommendation engine
- Marketplace for notes or merchandise

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12. Prioritization (RICE)

Feature	Reach	Impact	Confidence	Effort	Score

Escrow Payments	9	10	9	5	162
Seller Verification	8	9	8	4	144
ISBN Autofill	7	7	8	3	130
Shiprocket Delivery	7	8	7	6	112
Promote Listings	5	5	7	2	87.5

MoSCoW Prioritization

Must Have

- Verified seller profiles with KYC
- ISBN scanning and autofill
- Escrow payment and tracking
- Buyer/Seller profiles with history

Should Have

- Promote listings for visibility
- Admin panel for moderation
- Delivery partner integration

Could Have

- Seller dashboard with analytics
- Push notifications for listing updates

Won't Have (MVP)

- In-app messaging bot
- Book rentals or donations

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13. Information Architecture

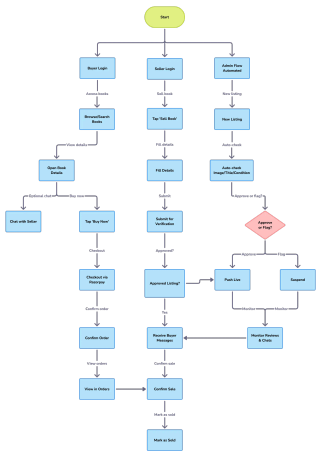
Tabs: Home, Search, Sell, Orders, Profile

Screens:

- Home: Featured, categories
- Book Detail: Images, ISBN, seller info
- Search: ISBN/Title, filters
- Profile: Orders, Ratings
- Sell: Upload book, autofill
- Admin: Approval dashboard


Home
Navbar
Hero Header Section
Welcome banner with catchy tagline and a call-to-action button.
Feature Section
Search Bar for users to find books easily.
Features List Section
Featured Sellers and Books with images, descriptions, and links to their details.
Features List Section
Scrollable list of Book Categories with icons and links to category pages.
Features List Section
Recommended Books based on user preferences and browsing history.
Footer
Book Detail Page
Navbar
Ecommerce Product Header Section
Title, Author, and Price of the book prominently displayed.
Ecommerce Product Section
Condition of the book, multiple images showcasing the book, and detailed description.
Feature Section
Seller Information with Ratings and Reviews to build trust.
Features List Section
Options to Buy, Rent, or Exchange the book.
Feature Section
Chat Button for direct communication with the seller.
Feature Section
Report Button for flagging issues or inappropriate listings.
Footer
Create Listing (Seller)
Navbar
Header Section
Page title "Create a New Listing" with brief instructions.
Feature Section
Upload Images - Allows sellers to upload images of the book.
Feature Section
Auto-fetch from ISBN (optional) - Input field for ISBN which auto-fills book details.
Feature Section
Condition / Description - Input fields for book condition and detailed description.
Feature Section
Price / Rent / Exchange options - Options to set price, rent, or exchange conditions.
CTA Section
Submit button with note "Listing Pending Verification".
Footer
Admin (Backend)
Navbar
Header Section
Admin dashboard header with page title and quick navigation links.
Feature Section
Overview of key admin metrics and recent activities.
Feature Section
Listing Verification Module to review and approve new seller listings.
Feature Section
User Flagging System to manage and resolve user-reported issues.
Feature Section
Analytics and Reports to track website performance, user behavior, and sales metrics.
CTA Section
Admin actions and shortcuts for managing the website efficiently.
Footer
Listing Verification Module
Navbar
Header Section
Overview of the listing verification process and its importance.
Feature Section
Queue of Pending Listings with options to approve, reject, or request more information.
Feature Section
Detailed View for individual listings showing all details submitted by the seller, including images and descriptions.
Features List Section
Verification Criteria Checklist to ensure all required information is present and meets the standards.
Feature Section
Automated Alerts for listings flagged by the system for potential issues (e.g., duplicate ISBNs, inappropriate content).
Stats Section
Statistics on the number of listings verified, pending, and rejected for performance tracking.
CTA Section
Call-to-action for admins to proceed with listing verification or review flagged listings.
Footer

14. User Flows



15. Wireframes / UI References https://www.figma.com/design/z89zf8YnBFZewfVKHafXJU/Book-shala?node-id=144-839&t=gvZyt9mJXRQJAnlw-1

- Home Feed
- Book Details
- Add Listing
- Chat Screen
- Payment Checkout
- Order Summary

16. Functional Requirements

User Role	Feature	Details
Buyer	Browse, Search, Filters	Discover books easily
	Book Detail View	Detailed info including condition & images
	Wishlist	Save books for future purchase
	Chat with Seller	Direct communication
	Escrow Payment (Razorpay)	Secure payment method
	Track Order	Monitor delivery status
	Report & Rate Sellers	Feedback and quality control
Seller	Create Profile	Basic onboarding
	List Book with ISBN Autofill	Simplified listing process
	Upload 5 Images (Front/Back mandatory)	Ensures transparency

	Choose Delivery Mode	Courier, pickup, etc.
	View Sales Dashboard	Track sales and performance
	Promote Listing (Paid)	Boost visibility with ads
Admin	User Management	Handle users (buyers/sellers)
	Flag Moderation	Review reported content
	Approve Listings	Quality control before publishing
	Feature Sellers	Highlight trusted sellers
	Analytics Dashboard	Platform performance insights

A. User Registration & Authentication

- FR1.1: Users can register using email, phone number, or Google login.
- FR1.2: Users must verify their email or phone via OTP.
- FR1.3: Login sessions should persist unless explicitly logged out.

B. User Profiles

- FR2.1: Buyers and sellers have editable profiles including name, photo, and college.
- FR2.2: Sellers must complete KYC (Aadhaar/PAN upload) to list books.

C. Book Listing

- FR3.1: Sellers can add books using ISBN autofill (Google Books API or Vision API).
- FR3.2: Users can upload real photos of the book (mandatory for listing approval).
- FR3.3: Sellers can add title, condition, price, and course relevance tags.

D. Search & Discovery

- FR4.1: Users can search by ISBN, title, author, or course tag.
- FR4.2: Filters available for price range, condition, location, and delivery options.
- FR4.3: Home screen displays featured and recent listings.

E. Escrow & Payment

- FR5.1: Buyers pay via Razorpay; payment is held in escrow until delivery confirmation.
- FR5.2: Once delivery is confirmed, funds are released to the seller.
- FR5.3: Refund option if the item is not received within 7 days of dispatch.

F. Delivery Integration

- FR6.1: Shiprocket integration for real-time order booking.
- FR6.2: Sellers print/download the label and mark the item as shipped.
- FR6.3: Buyers can track shipments via the order screen.

G. Moderation & Admin Tools

- FR7.1: Admin dashboard to approve, reject, or flag listings.

- FR7.2: Automated rejection if ISBN/photo missing or duplicate listing detected.
- FR7.3: Users can report inappropriate listings or sellers.

H. Ratings & Reviews

- FR8.1: After order completion, buyers rate sellers and leave feedback.
- FR8.2: Ratings visible on seller profiles and listings.

I. Order History & Notifications

- FR9.1: Users can view past and current orders in the profile section.
- FR9.2: Email/SMS/push notifications for key events (purchase, ship, delivery).

J. Promote Listing (Premium)

- FR10.1: Sellers can pay a small fee to boost listing visibility for 7 days.
- FR10.2: Promoted listings show up at the top of search and home results.

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17. Non-Functional Requirements

- Load time < 3s
- Image size < 5MB
- React Native App (Android/iOS)
- Scalable backend (Node.js, MongoDB)
- Secure Auth (Firebase)
- Text/Image moderation (Vision API)

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18. Technical Architecture

- React Native + Node.js Backend
- MongoDB Atlas
- Firebase Auth
- APIs: Razorpay, Shiprocket, Vision API

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19. Tech Stack & 3rd Party Integrations

Function	Tech/API
Frontend	React Native
Backend	Node.js, Express
DB	MongoDB Atlas
Auth	Firebase Auth
Payments	Razorpay Escrow
Delivery	Shiprocket API
ISBN Autofill	Google Books/OpenLibrary

Moderation	AWS Rekognition / Google Vision

20. Risk Analysis & Mitigation

Risk	Mitigation
Fake Listings	Text/image moderation, manual checks
Pirated Books	Require ISBN + visual checks
Late Delivery	Shiprocket ETA & tracking
Misuse	Flag/report + Admin override
Low Adoption	Campus campaigns + referral bonus

- **Logistics Failures:** Shiprocket SLA breaches or returns
- **Payment Failures or Fraud** despite escrow
- **KYC Pushback**: If onboarding friction is too high
- **Low Supply Density** in certain campuses

21. Monetization Strategy

- 5% Commission per transaction
- Promote Listing (weekly)
- Featured Sellers (badge + placement)
- In-app ads (only for free users)

22. Development Roadmap

Phase	Week	Deliverables
Research	1	User interviews, PRD
Design	2-3	UX flows, wireframes
Backend	3-5	DB, Auth, APIs, Escrow setup
Frontend	5-8	Listing, Search, Chat, Orders
Testing	9	QA, Bug Fixes
Alpha	10	Internal team test
Beta	11-12	Test in 2-3 colleges
Launch	13	App Store + Play Store Release

23. Launch Plan (Alpha → Beta → GTM)

- **Alpha (Week 10)**: Team-only use
- **Beta (Weeks 11–12)**: Pilot in 3 colleges
- **GTM (Week 13)**: Store Launch + Campaign

24. GTM Checklist

Item	Owner	Status
Store Page (Play Store)	Design	Pending
App Description + SEO	Product	Drafted
Onboarding Screens / Video	Design	Planned
Campus Ambassador Flyers	Marketing	Planned
Delivery FAQ & Support Pages	Ops	Planned
Initial Promo Budget (~₹50K)	Finance	TBD

GTM Poster Preview

Type: Social media and offline flyer concept

Elements: Tagline like "Don’t Hoard. List It on Book-shala !", QR code to download, campus-targeted messaging, ₹50 bonus for the first 100 sellers

Tools: Visuals to be built in Figma and exported to the design team deck.

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25. Success Metrics / KPIs

Category	**Metric**	**Target / Notes**
Acquisition	App Installs	Target: 10,000 in Q1
	KYC-Verified Users	Target: 2,500
	Seller Verification Rate	% of total users who complete verification
Activation	First Book Listed within 5 Minutes	Speed of first user action
	First Escrow Transaction Success Rate	Success rate of initial transactions
Retention	Daily Active Users (DAU)	Ongoing engagement metric
	Weekly Active Users (WAU)	
	Monthly Active Users (MAU)	
	DAU/WAU/MAU Ratios	Measures stickiness
	Repeat Sellers	Target: 40%
	Books Listed vs. Books Sold Ratio	Measures marketplace liquidity
Referral / NPS	Seller NPS Post Payout	Satisfaction score after transaction
	Buyer NPS Post Delivery	Measures delivery and buying experience
	Overall NPS Score Post-Delivery	Aggregate NPS for all users
Revenue	Commission per Transaction	Revenue metric
Transaction Quality	Escrow Completion Rate	% of transactions completed successfully

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26. Future Enhancements

- Book renting and exchange
- Bulk upload for bookstores
- Smart recommendations

- Geo-targeted search suggestions
- Social proof: "Friends also bought/viewed"

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27. Appendix / References

- UDISE+ / AISHE Reports
- Competitor Apps
- User Interview Notes

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Date: June 1, 2025