

EverGrinn LLP is building an **e-commerce platform for seniors**, encompassing multiple *product categories (apparel, footwear, accessories, food and supplements, games, books, medical supplies, cosmetics)* with a sophisticated selection system tailored to seniors' diverse needs. This document lists the important criteria required for the initial MVP development of ecomm website

**Contact:** [ankurjyotisharma239@gmail.com](mailto:ankurjyotisharma239@gmail.com)

**Phone :** +91 8884201239

## 1. Project Overview

We are launching a comprehensive e-commerce platform in India focused on senior care, offering a wide range of products tailored to adults **aged 50+ and their caregivers (20s-30s)**. The platform will include *apparel, footwear, accessories, food and supplements, games, books, medical supplies, and cosmetics*, all designed to enhance seniors' quality of life.

Key features includes building A sophisticated **product selection system (e.g., personalized fit for apparel, occasion-based filters)**, multi-vendor functionality to onboard external sellers, and a user-friendly, adaptable interface for **tech-savvy and non-tech-savvy users**.

The goal is to create a scalable Minimum Viable Product (MVP) that evolves into a one-stop senior-care marketplace

## 2. Objectives

- Build a Shopify-based e-commerce platform (preferred) with custom selection tools and multi-vendor support across diverse product categories.
- Design a senior-friendly UI/UX that also appeals to younger caregivers, with switchable modes **(e.g., Simple vs. Standard)**.
- Launch the MVP within 2 months, featuring 20-30 initial products across all categories and onboarding 5-10 sellers.
- Ensure scalability for future expansion and additional senior-care offerings

## 3. Target Audience

- **Primary Users:** Adults aged 50+ (seniors), often not tech-savvy, seeking functional, comfortable, and lifestyle-enhancing products.
- **Secondary Users:** Adults aged 20-40 (caregivers), tech-savvy, purchasing for family members.
- **Geographic Focus:** India (urban and tier-2/3 cities), with potential NRI expansion later

## 4. Functional Requirements

### 4.1 Platform

- **Base platform:** Shopify (open to alternatives if justified).
- Hosting, domain setup, and SSL certification included
- Integration with Indian payment gateways **(UPI, COD, EMI via Razorpay/Paytm)** and shipping partners **(Delhivery, Shiprocket)**

## 4.2 Core Features

### 1. Advanced Product Selection System:

- A dynamic, category-specific tool on product pages for personalized recommendations:
  - **Apparel:**
    - **Inputs:** Skin tone (e.g., fair, medium, dark), body type (e.g., slim, broad), height (e.g., short, tall), neck size, hip size.
    - **Occasion Filters:** Picnic, marriage, office wear, home wear.
    - **Cloth Type:** Adaptive wear (e.g., magnetic closures), medical gowns, mobility support (e.g., elastic fits).
    - **Output:** Suggested size, style, or filtered products.
  - **Footwear:** Size, width (narrow/wide), support type (e.g., orthopedic, anti-slip).
  - **Accessories:** Material preference (e.g., lightweight, hypoallergenic), occasion.
  - **Food & Supplements:** Dietary needs (e.g., sugar-free, high-protein), portion size.
  - **Games:** Skill level (e.g., beginner, advanced), physical ability (e.g., large pieces for arthritis).
  - Books: Genre, font size (e.g., large print).
  - Medical Supplies: Condition-specific (e.g., diabetes, mobility), usage frequency
  - Cosmetics: Skin type (e.g., dry, sensitive), age-appropriate (e.g., anti-aging)
- Must integrate with Shopify's cart and checkout system

**MUST - Selection outputs feed into recommendation and bundling logic (e.g., "Broad shoulders + marriage occasion" suggests a lehenga + jewelry bundle)**

### 2. Multi-Vendor Functionality:

Enable external sellers to:

- Register and create profiles.
- Upload and manage products across all categories.
- Track sales and commissions (e.g., 10-20% per sale).
- Admin dashboard to approve sellers and products.
- Scalable for 10-50 sellers initially

### 3. Product Catalog:

- Initial 20-30 SKUs across:
  - Apparel (e.g., adaptive kurtas, medical gowns).
  - Footwear (e.g., anti-slip sandals).
  - Accessories (e.g., lightweight shawls).
  - Food & Supplements (e.g., sugar-free snacks).
  - Games (e.g., large-print puzzles).
  - Books (e.g., senior-friendly novels).
  - Medical Supplies (e.g., walking sticks).
  - Cosmetics (e.g., hypoallergenic creams).
- Categories, filters (e.g., occasion, type), and search functionality

### 4. Order Management:

- Customer order tracking
- Seller order fulfillment interface
- Return/refund processing

#### 4.3 UI/UX Requirements

##### ➤ Default UI:

- **Senior-friendly:** Large fonts (16px+), high-contrast colors, simple navigation, minimal clicks.
- Modern appeal: Clean layout, bold imagery for younger users.

##### ➤ Switchable UI Modes:

- **“Simple Mode”:** Enlarged buttons/fonts, simplified menus for seniors.
- **“Standard Mode”:** Compact, sleek design for younger users.
- **Toggle button (e.g., “Switch to Easy View”)** similar to dark/light mode

##### ➤ Accessibility:

- Vernacular language support (Hindi, Tamil, etc.)

**Responsive Design:** Optimized for mobile (60% of India’s e-commerce traffic) and desktop.

#### 4.4 Additional Features

- Basic CMS for blog/content (e.g., “Senior Lifestyle Tips”)
- Email integration for order confirmations and marketing (e.g., Mailchimp)
- Analytics dashboard (Google Analytics, Shopify reports)

#### Product Recommendations *(new)*:

- Suggest similar or complementary items based on:
  - User inputs from the selection system (e.g., skin tone, occasion).
  - Browsing history or popular items in the category.
- Display on product pages, cart page, and checkout (e.g., “People also bought” or “Explore similar games”).
- Cross-category suggestions (e.g., apparel → medical supplies).

#### Discount Bundling *(new)*:

- Offer pre-set or dynamic bundles with discounts:
  - **Pre-set:** Fixed combos (e.g., “Mobility Kit: Adaptive Pants + Walker, 10% off”).
  - **Dynamic:** Suggest add-ons based on cart (e.g., “Add a supplement to your book for 15% off”).
- Apply discounts automatically at checkout.
- Support multi-vendor bundles (e.g., one seller’s footwear + another’s accessory)

#### 5. Deliverables

- Fully functional Shopify website with all features listed
- 2-3 initial UI mockups for review before development
- Documentation for managing the site (e.g., adding products, approving sellers)
- Post-launch support (3 month) for bug fixes and minor tweaks