

Block 40 | Marketplace PRD

Team: Ashley Pyka, Mark Spriggs, Kathryn Salvador, Phillip Hargrove

Project Deadline: June 26th

Objective

Build a minimal e-commerce web app supporting product browsing, account creation/login, purchasing (pseudo-purchase), order tracking, and product reviews. No external payment integration — simulate purchases for MVP.

Goals

Business Goals

- Launch a working e-commerce MVP to validate user flows.
- Demonstrate functional browsing, auth, ordering, and review capabilities.

User Goals

- Browse products without logging in.
- Log in/register to track orders and write reviews.
- Place an order easily.
- See their past orders and leave reviews.

Non-Goals

- No real payment gateway or credit card processing.
- No cart or inventory system (all products always available).

User Stories

- **As a visitor**, I can view a list of available products without logging in.
- **As a visitor**, I can view the details (description, price, image, reviews) of a specific product.
- **As a visitor**, I can register a new account or log into an existing one.
- **As an authenticated user**, I can purchase a product (simulate order creation).
- **As an authenticated user**, I can see my previous orders.
- **As an authenticated user**, I can leave a review on a product.
- **As an authenticated user**, I can edit or delete my own review.

UX Flows

Anonymous User Flow:

1. Land on homepage → see product catalog.
2. Click on a product → view product detail (image, title, description, reviews) → click “Buy Now” → Register/login page
3. Click “Login” or “Register” → redirected to auth page.

Authenticated User Flow:

1. Login or register successfully.
2. View product detail → click “Buy Now” → order is created.
3. Go to “My Orders” → view list of all purchased items.
4. On product detail, leave a review → shows up immediately.
5. Can edit/delete own review only.

Tech Stack

- Frontend:
 - React
 - Vite
 - React Router
 - Basic auth state management via tokens in localStorage
- Backend:
 - Express (server)
 - Postgres (database)
 - Auth: JWT-based session management

Backend Setup:

- REST API endpoints needed:
 - `POST /register`, `POST /login`
 - `GET /products`, `GET /products/:id`
 - `POST /orders`, `GET /orders`, `DELETE /orders/:id`
 - `POST /reviews`, `PATCH /reviews/:id`, `DELETE /reviews/:id`
- Database tables:
 - `users`: id, username, password_hash, created_at
 - `products`: id, title, description, price, image_url
 - `orders`: id, user_id, date, note

- **reviews:** id, user_id, product_id, rating, comment

Design Brief:

- Brand
 - **Sauciety is a small-batch, hipster-inspired hot sauce boutique.**
 - We celebrate bold flavors, clever names, and an unapologetically tongue-in-cheek vibe. Our brand lives at the intersection of craft IPA culture, farmer's markets, tattoo shops, and Portland hipsters.
- Name
 - Sauciety (sauce society)
- UI Brand Guide
 - Fire Red Primary brand color #E63946
 - Charcoal Black Text & backgrounds #212121
 - Cream White Backgrounds / Cards #F5F5F5
 - Avocado Green Accent color #6BAE45
 - Burnt Orange Secondary accents #F3722C
- Typography
 - Headers: League Spartan
 - Body text: Lato
- Imagery
 - Rustic textures: wood backgrounds, old barn tables, stone surfaces
 - Flat-lay product photography
 - Muted photo filters
- Tone
 - Clever, witty, hip
 - Sarcastic but never mean
- Tagline
 - "Craft Heat for Brave Palates"
 - "Small Batches. Big Flavor."
 - "The Sauce You Brag About."
 - "Heat That Hurts So Good."
- Products:
 - **"Ghosted Again"** (*ghost pepper*)
 - **"Mildly Inappropriate"** (*jalapeño-lime blend*)
 - **"Pain & Citrus"** (*habanero-orange blend*)
 - **"The Reaper's Kiss"** (*Carolina reaper-based sauce*)
 - **"Hipster Tears"** (*chipotle-smoked sriracha fusion*)

Product Details

1. **Ghosted Again** (*ghost pepper*)

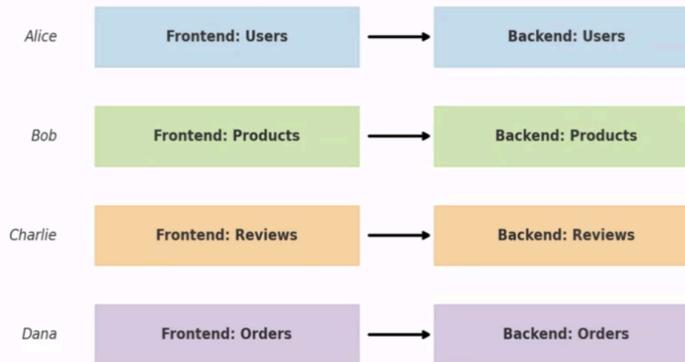
- a. The kind of heat that lingers longer than your last situationship. Ghost pepper fueled regret, bottled for your convenience. Pairs well with wings, tacos, and questionable life choices.
2. **Mildly Inappropriate** (*jalapeño-lime blend*)
 - a. Fresh. Zesty. Slightly offensive. This is your summer fling of hot sauces — short, intense, and surprisingly refreshing with its jalapeño-lime balance.
3. **Pain & Citrus** (*habanero-orange blend*)
 - a. Sweet meets savage. The citrusy orange hits first, then the habanero burns a path straight to your soul. Best with grilled shrimp, tacos, and nervous first dates.
4. **The Reaper's Kiss** (*Carolina reaper-based sauce*)
 - a. One taste feels like a light peck from Death itself. Carolina reaper levels of "are you sure about this?" Intensity not recommended for amateurs or optimists.
5. **Hipster Tears** (*chipotle-smoked sriracha fusion*)
 - a. Smoked, smooth, and ironically spicy. The chipotle and sriracha blend perfectly for that "I only eat local" vibe. Great for avocado toast, ramen, and emotionally unavailable brunch partners.
6. **Flannel Inferno** (*cayenne-maple blend*)
 - a. Like chopping wood shirtless in the fall — sweet maple upfront, with a cayenne burn that sneaks in after. Ideal on pancakes, bacon, or literally any brunch plate you Instagram.
7. **Burnout Culture** (*scorpion pepper-garlic blend*)
 - a. Extreme heat for the overachiever who refuses to slow down. Scorpion pepper delivers a sharp bite while garlic adds depth. Try it if you're ready to question your choices.
8. **Artisan Regret** (*red habanero-apple cider blend*)
 - a. Balanced acidity with a swift kick. Apple cider vinegar cuts through the richness, but the red habanero ensures you won't forget who's boss. Pairs well with roasted pork and existential dread.
9. **Sweat Equity** (*thai chili-ginger blend*)
 - a. For the entrepreneur in all of us: sweet heat with a ginger twist that builds intensity like your student debt. Surprisingly good on stir fry, dumplings, and side hustles.
10. **Tattooed Tongue** (*serrano-cilantro-lime blend*)
 - a. Bright. Bold. Slightly controversial. Serrano heat with cilantro-lime freshness. The perfect companion for tacos, margaritas, or bad tattoo decisions you pretend you don't regret.

REMINDER!



Each member of the team need to make meaningful contributions to **both** the front end and back end of your project

Vertical Slices: Full Stack Responsibility by Feature



Ashley -> Products

Kathryn -> Orders

Mark -> Users

Phillip -> Reviews