Technical Foundation Document

SoleStride

1. Business Goals

SoleStride aims to redefine the online footwear shopping experience by providing:

- A diverse range of stylish and comfortable shoes for all occasions.
- Personalized recommendations based on customer preferences.
- Seamless and secure online purchasing.
- Efficient nationwide delivery services.

Our goal is to make shoe shopping convenient, enjoyable, and accessible while maintaining affordability and quality.

2. Key Features

1. **Extensive Shoe Collection** – A variety of styles, sizes, and brands for men, women, and kids.
2. **Personalized Recommendations** – AI-driven suggestions based on browsing history and preferences.
3. **Size Guide & Virtual Try-On** – Interactive tools to help customers find the perfect fit.
4. **Easy Returns & Exchanges** – Hassle-free policies to ensure customer satisfaction.
5. **Loyalty & Reward Programs** – Discounts and exclusive offers for returning customers.
6. **Fast & Reliable Delivery** – Nationwide shipping with real-time tracking.

3. Technology Stack

Frontend:

- NextJS (for a dynamic and interactive UI)
- Tailwind CSS (for styling)
- TypeScript (for type safety)

Backend:

- Sanity

4. APIs & Integrations

- Payment Gateway (Stripe)
- Data API
- Sanity

5. System Architecture Overview

- **User Interface:** Developed using NextJS, ensuring a responsive and intuitive experience.
- **Backend Management:** Sanity CMS handles product listings, inventory, and order data.
- **Database Integration:** Secure storage of user data, orders, and transaction history.
- **Payment Processing:** Secure payment transactions via Stripe.
- **Logistics & Delivery:** API integration with courier services for efficient order fulfillment.

6. Workflows

1. Customer browses the catalog and selects a shoe.
2. Customer adds the product to the cart and proceeds to checkout.
3. Customer enters shipping details and selects a payment method.
4. Order is processed and stored in the database.
5. Confirmation email/SMS is sent to the customer.
6. Customer receives tracking details via email/SMS.
7. API fetches real-time delivery status from logistics partners.

7. Financial Projections

Initial Investment: PKR 50,000 – PKR 100,000

- Inventory (Shoes, packaging materials) – PKR 40,000
- Marketing Budget – PKR 20,000
- Website & Maintenance – PKR 10,000
- Logistics & Delivery – PKR 20,000
- Miscellaneous – PKR 10,000

Projected Revenue (First 6 Months):

- Estimated Sales: PKR 100,000 – PKR 500,000
- Profit Margin: ~35%

8. Call to Action

SoleStride is looking for:

- **Funding & Investment** to expand inventory and enhance marketing efforts.
- **Partnerships** with brands, influencers, and logistics providers.
- **Customer Engagement** through exclusive pre-launch offers and referral programs.