Media Mart – Our One-Stop E-Commerce Store

Our Goals & Business Focus:

Media Mart, developed by **GIAIC** and powered by our team of 18 professionals, is a modern e-commerce platform specializing in:

- **Home Decor**
- **Kitchen Gadgets**
- **Electronic Gadgets**
- **Perfumes**
- **Health and Beauty Products**

Our primary goal is to provide a **user-friendly**, **efficient**, and **modern shopping experience**. Key features include:

- Real-time product updates.
- Seamless cart and checkout processes.
- A responsive interface designed for both desktop and mobile users.

Technical Planning for Media Mart

1. System Architecture Overview

Frontend (Next.js)

- A responsive and user-friendly interface.
- Essential pages:
    - **Home**: Overview of categories, featured products, and promotions.
    - **Product Listing**: Display products in each category.
    - **Product Details**: Detailed product descriptions and features.
    - **Cart**: Manage selected items before checkout.
    - **Order Confirmation**: Confirm and review order details after purchase.

Sanity CMS (Backend)

- Centralized system for managing product data, customer information, and order records.
- Acts as the primary database for the e-commerce store.

Third-Party APIs

- APIs for **payment gateways**, **shipment tracking**, and **backend services** to ensure real-time updates.

Data Flow

- **Frontend** interacts with Sanity CMS through Product Data APIs.
- **Third-party APIs** manage payments and shipment tracking.

2. Key Workflows

Browsing Products

1. Users visit Media Mart's website to browse available products.
2. The frontend fetches product details via the Product Data API from Sanity CMS.

Adding Products to Cart

1. Users select items and add them to the cart.
2. Cart data is managed via Sanity CMS.

Placing Orders

1. Users confirm orders and make payments through third-party payment gateway APIs.
2. Order details are stored in Sanity CMS, while shipment details are managed via shipment tracking APIs.

3. API Endpoints

Product Data API

- **Endpoint**: `/products`
- **Method**: GET
- **Description**: Fetch all available products from Sanity CMS.
- **Response**: Returns product details (ID, Name, Price, Stock, Image).

Order API

- **Endpoint**: `/orders`
- **Method**: POST
- **Description**: Create a new order.
- **Payload**: Includes customer info, product details, and payment status.

Shipment API

- **Endpoint**: `/shipment`
- **Method**: GET
- **Description**: Track order shipment status via a third-party API.
- **Response**: Includes Shipment ID, Order ID, Status, and Expected Delivery Date.

4. Sanity CMS Schema Examples

Product Schema

- **Fields**:
  - `id`: Unique product identifier.
  - `name`: Product name.
  - `price`: Product price.
  - `stock`: Available stock quantity.
  - `image`: Product image URL.
  - `description`: Product description.

Order Schema

- **Fields**:
  - `orderId`: Unique order identifier.
  - `customerId`: Customer ID.
  - `orderDetails`: List of products in the order.
  - `status`: Order status (e.g., Pending, Shipped, Delivered).
  - `paymentInfo`: Payment method and status.

Features for Local Drop shipping in Pakistan

1. **Localized Focus**: Products tailored to Pakistani customers' needs and preferences.

2. **Efficient Payment Options**: Integration with local payment gateways such as Easypaisa and Jazz Cash.
3. **Real-Time Updates**: Immediate inventory and order status updates.
4. **Customer Support**: Accessible support for queries and assistance in Urdu and English.

By focusing on these features and workflows, **Media Mart** aims to establish itself as a leading local e-commerce platform, delivering quality products and a hassle-free shopping experience

API Endpoints:

API name	Endpoint	Method	Description	Request Payload	Response
Product Data API	/products	GET	Fetch all available products from sanity CMS	N/A	Product details(ID,name,price,stock,image)
Order API	/orders	POST	Create a new order.	Customer info, product details, payment status.	Order confirmation or error message
Shipment API	/shipment	GET	Track order status via a third-party API.	N/A	Shipment ID, Order ID, Status, Expected Delivery Date.
Rental Management API	/rental-duration	POST	Add rental details for a specific product	{ "productid": 456, "duration": "7 days", "deposit": 500 }	Confirmation or validation error.

Product Schema:

Field Name	Type	Description
id	string	Unique identifier for the product.
name	string	Name of the product.
price	number	Price of the product.
stock	number	Number of units in stock.
image	image	Product image.
description	text	Detailed product description.

Order Schema:

Field Name	Type	Description
orderId	string	Unique identifier for the order.
customerId	string	Unique identifier for the customer.
orderDetails	array	List of products in the order.
status	string	Status of the order (e.g., pending, completed)
paymentInfo	object	Payment-related information (e.g., method, status).

Rental Schema:

Field Name	Type	Description
productId	string	Identifier for the rented product.
rentalDescription	string	Duration of the rental period.
depositeAmount	number	Amount of deposit for the rental
conditionStatus	string	Condition of the product post-rental.

Technical Roadmap

- **Design Sanity CMS schemas** aligned with categories and products specific to **Media Mart**.
- **Implement API endpoints** for real-time product data retrieval and order management.
- **Develop a responsive frontend** using **Next.js** with dynamic rendering of product data.
- **Integrate third-party APIs** for secure payments and shipment tracking to ensure a seamless customer experience.
- **Test all workflows** thoroughly, including browsing, cart management, checkout, and order tracking.

Proposed Design and Architecture

Frontend Development

- **Framework**: Next.js for server-side rendering, enhanced SEO, and better performance.
- **Styling**: Tailwind CSS to ensure a modern and responsive UI.
- **Features**:
    - **Mobile-first design** to enhance usability across devices.
    - **Dynamic content rendering** powered by TypeScript for robust and efficient data handling.

Backend Development

- **Framework**: Node.js with Express.js for managing scalable and efficient APIs.
- **Content Management**: Sanity CMS for:
    - Storing product details (e.g., name, price, categories, tags, and media).
    - Managing real-time updates (e.g., pricing or stock levels).

Third-Party API Integrations

- **Payment Gateway**: Integration with Stripe and Razor pay for secure online transactions.
- **Shipment Tracking**: Integration with FedEx and DHL APIs for real-time tracking updates.

- **Tax and Currency Conversion APIs**: To enable localized pricing for Pakistani customers.

Key Features and Workflows

User Registration and Login

- Secure registration and login functionality with encrypted user data storage.

Product Browsing

- Products categorized under **Home Decor, Kitchen Gadgets, Electronic Gadgets, Perfumes, Health & Beauty** for easy navigation.
- Real-time updates through Sanity CMS to display fresh and accurate product information.

Cart and Order Placement

- Users can add items to their cart, view their cart, and proceed to a secure checkout process.
- Checkout includes multiple payment options and shipping methods tailored to local needs.

Shipment Tracking

- Real-time tracking of orders via shipment APIs integrated with FedEx and DHL.

API Design:

API Name	Endpoint	Method	Description	Request Payload
Authentication API	/Api/auth/login	POST	User login	{ "email": "user@example.com", "password": "*******" }
	/Api/auth/register	POST	User registration	{ "name": "John Doe", "email": "user@example.com",

				"password": "*******" }
Cart and Checkout API	/Api/cart/add	POST	Add items to the cart	{ "productId": "123", "quantity": 2 }
	/Api/cart	GET	View cart items	N/A
	/Api/orders/checkout	POST	Checkout and create an order	{ "customer Info": {...}, "payment Details": {...}, "items": [...] }
Shipping API	`/Api/shipping/track/{id}`	GET	Track order shipment status	N/A

Visual Structure (UI/UX Design)

Homepage

- **Hero Section**: Highlight top categories (**Home Décor, Kitchen Gadgets, Health & Beauty, Perfumes, Electronic Gadgets**).
- **Featured Products**: Showcase current offers and trending items.

Product Page

- High-quality product images with zoom-in functionality.
- Dynamic details such as **name, price, stock, description, and variants**.

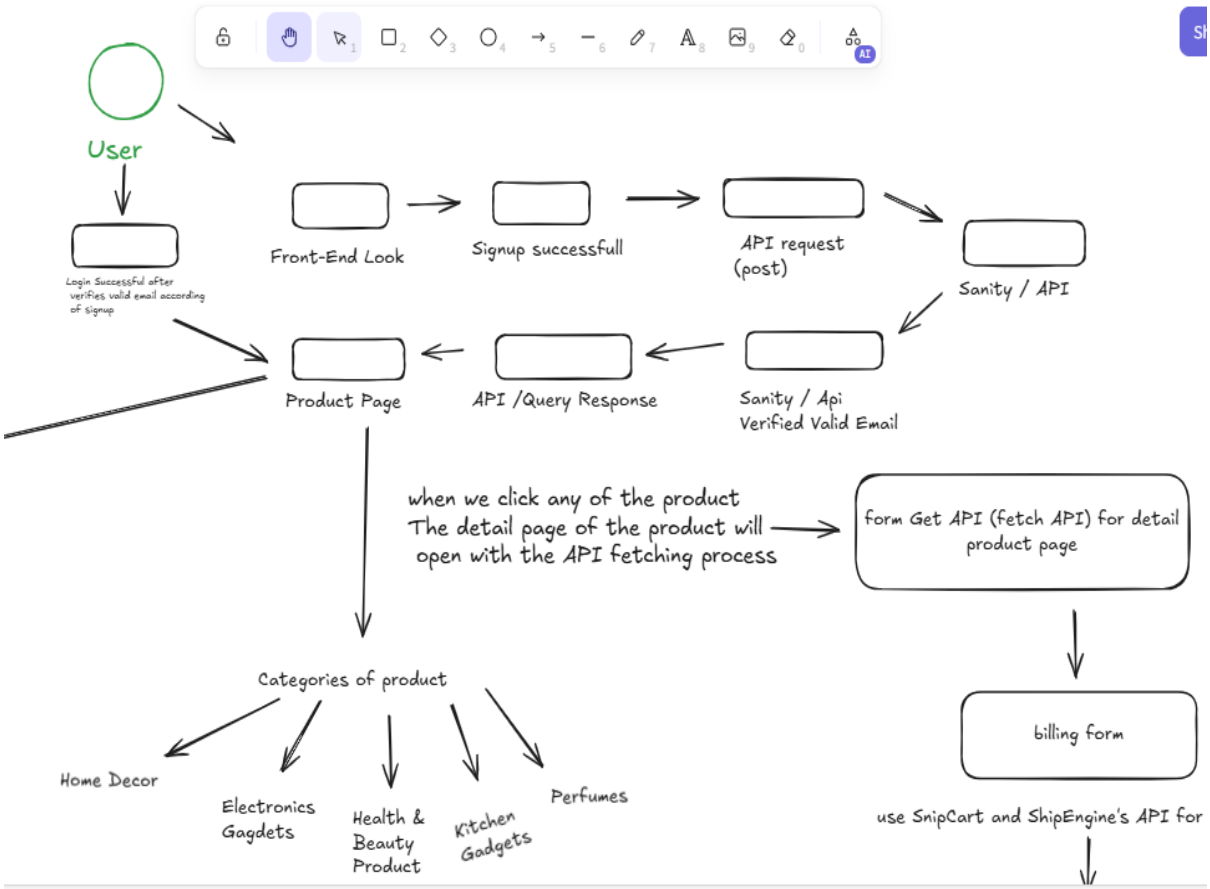
Cart and Checkout

- A clean cart view with a detailed price breakdown, including taxes and shipping fees.
- Secure checkout with options like **COD (Cash on Delivery)** and **online payments**.

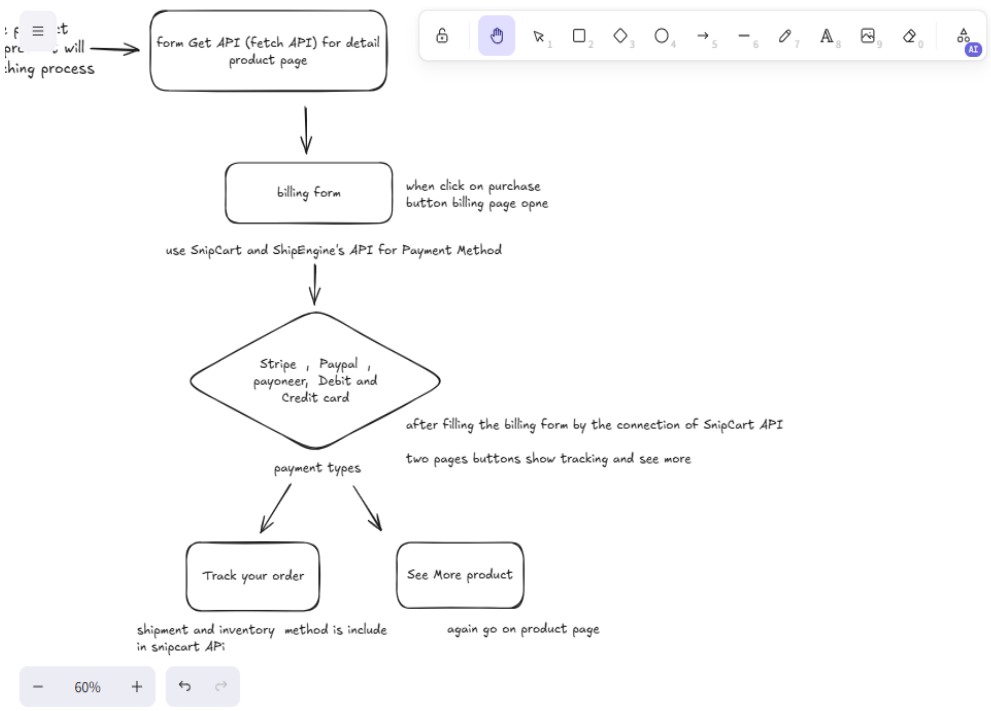
Order Tracking

- A dedicated tracking page with shipment updates, order status, and delivery timelines.

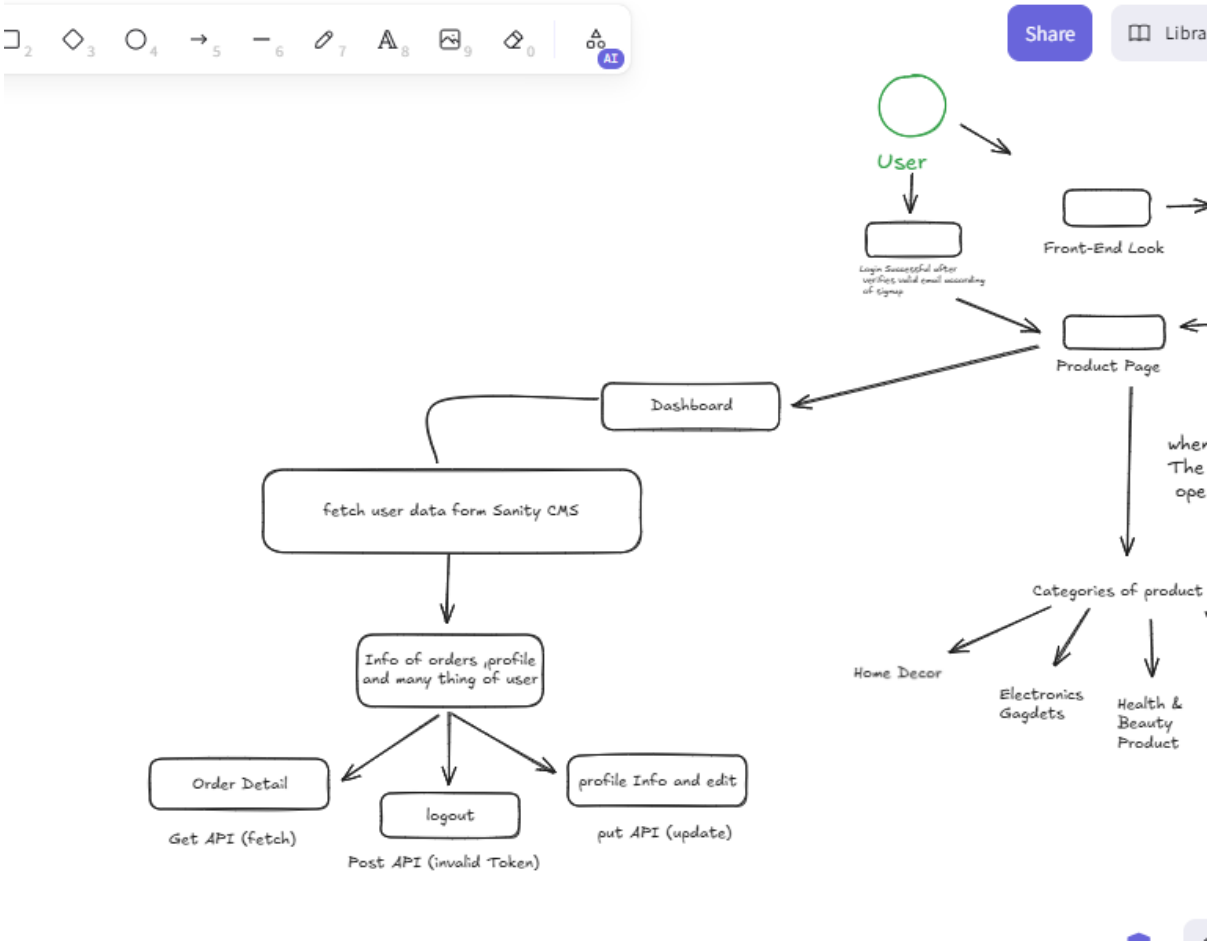
Sketch 01(**Center part**)



Sketch 02 (**Right Part**)



Sketch 03 (**Left Part**)



Our Teams:

- **Mohsin Raza**: Director of Agency
- **Afsheen: CEO** & Director of Agency
- **Abu Bakar**: Senior Coordinator & Full Stack Developer
- **Saad**: Managing Head & Web Developer
- **Rahat Bano**: Designing Head & Web Developer

- **Haroon**: Marketing Manager & Web Developer
- **Yusra Waheed**: Senior Web Developer
- **Hamza Bhatti**: Marketing Manager & Senior Developer
- **Nida**: Senior Developer & Marketing Executive
- **Saima Waheed**: Senior Developer & AI Specialist
- **Farrukh**: Senior Developer
- **Saira Nadeem**: Social Media Marketer & Senior Developer
- **Amna Imad**: Web Developer
- **Qaim Uddin Khawaja**: Web Developer
- **Dua Ali Khan**: Web Developer
- **Faizan**: Expert Video Editor
- **Yusra Khan Zai**: Senior Developer
- **Abdul Salam**: Senior Developer & Marketing Executive

Conclusion:

This e-commerce architecture seamlessly integrates a responsive frontend, robust CMS, and efficient APIs to deliver smooth shopping experiences, from browsing to order fulfilment.

Best Regards:

WEB & MEDIA TEAMS