ONLINE MARKETPLACE
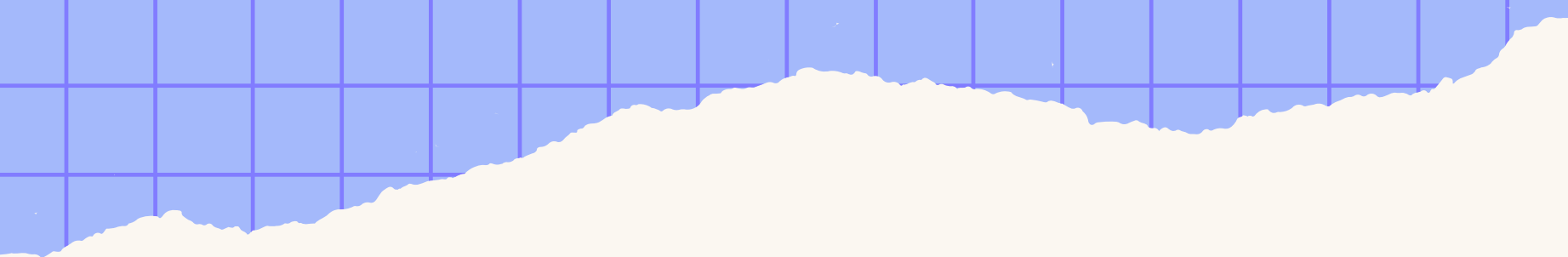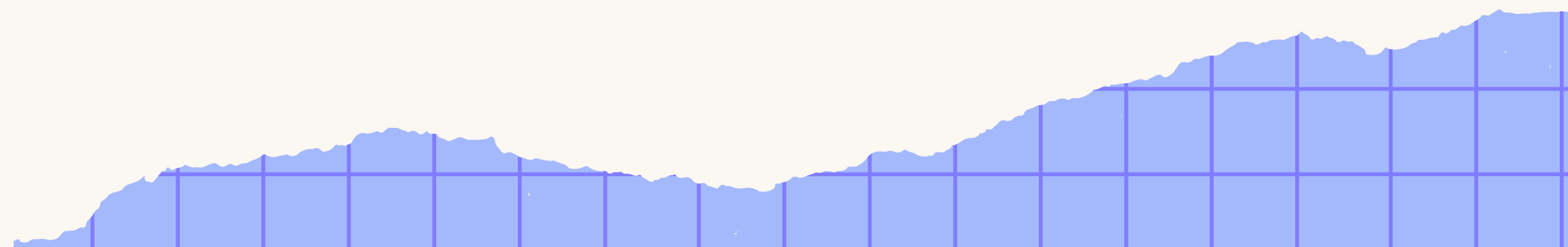
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introduction

- what is e-commerce marketplace ?
- what actors are involved in it?
- brief on existing system?
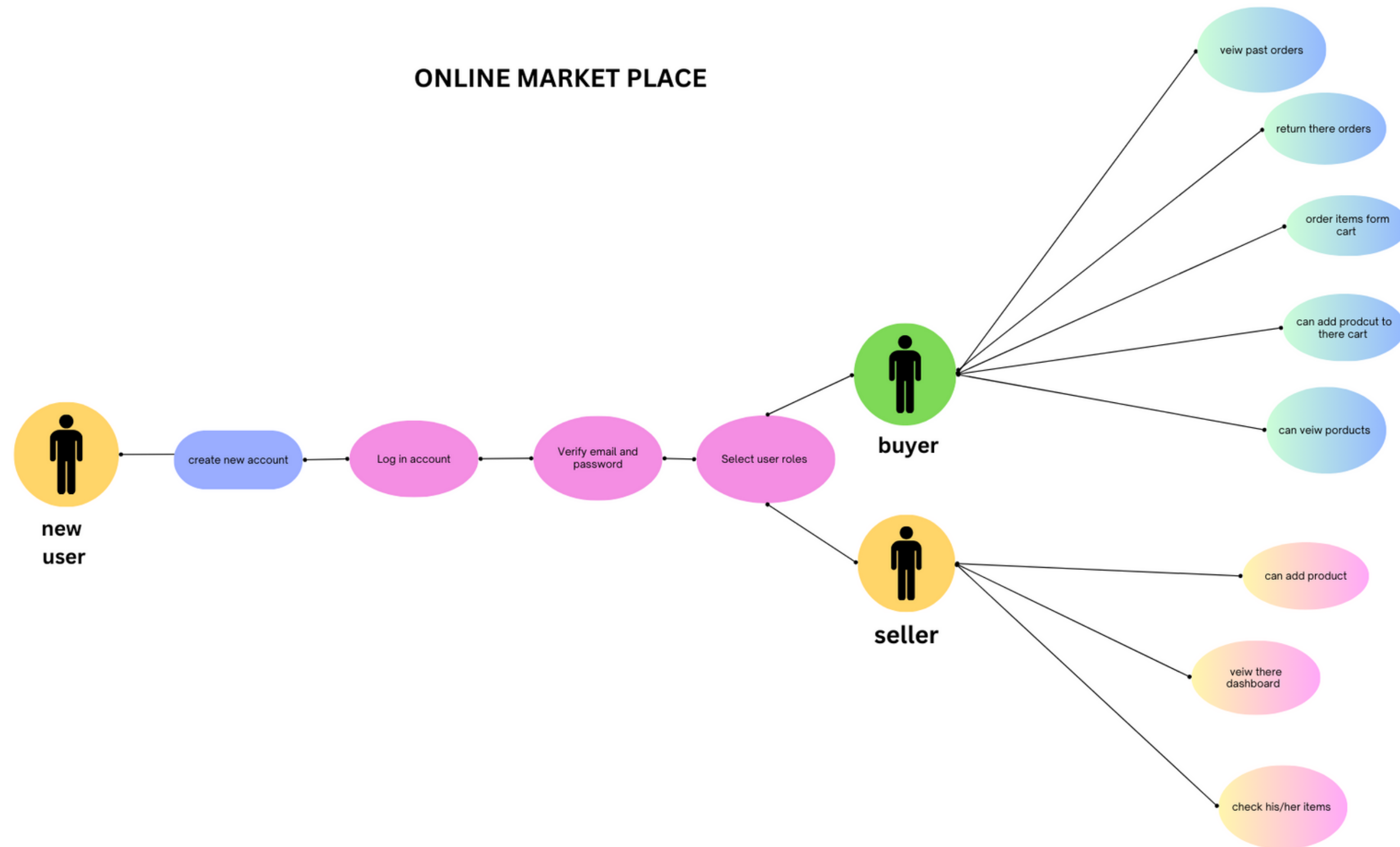- what technology have been used?

Objective

- Developing a multi-platform e-commerce website that seamlessly facilitates both buying and selling activities poses a complex challenge.
- The system must efficiently manage user interactions, secure financial transactions, and provide a user-friendly experience for individuals engaging in diverse roles as buyers and sellers.
- This demands the implementation of robust features for inventory management, secure payment gateways, and a responsive interface to ensure a seamless and trustworthy online marketplace.
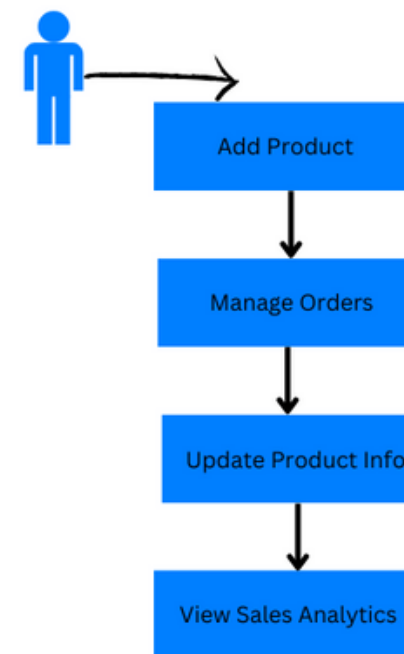
Existing System

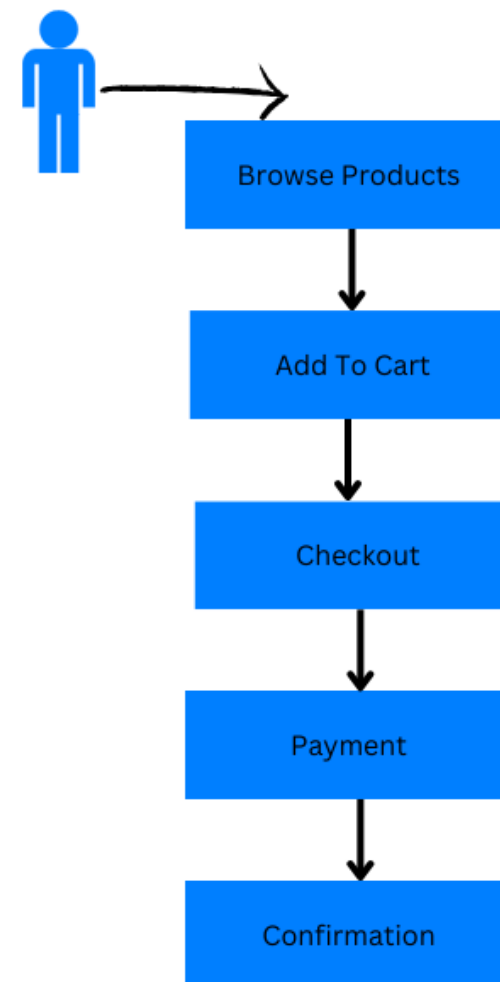- Amazon is an online retail platform where users can buy a wide range of products, and third-party sellers can list and sell their items, facilitated by secure payment transactions and extensive logistics support.
- OLX is a classifieds platform where users can buy and sell used goods locally, connecting buyers and sellers directly, often through a simple ad posting system without an intermediary payment process.

Use Case Diagram

ONLINE MARKET PLACE

new user — create new account — Log in account — Verify email and password — Select user roles

buyer
- veiw past orders
- return there orders
- order items form cart
- can add prodcut to there cart
- can veiw porducts

seller
- can add product
- veiw there dashboard
- check his/her items

Activity Diagram

Browse Products → Add To Cart → Checkout → Payment → Confirmation

Add Product → Manage Orders → Update Product Info → View Sales Analytics

Solution

- Unified E-commerce Platform
- Seller Dashboard
- User Management
- Quick Payment Method
- Transaction Insights

Conclusion

- it is convenient they don't need separate accounts.
- It makes the site easy to use, builds trust, and can attract more people.
- The setup also encourages users to stay longer and discover new things