

Day: 01

LAYING THE FOUNDATION OF MY MARKETPLACE:

General E-commerce:

Why I choose General E-commerce for selling shoes?

- Customers commonly face several challenges while shopping for shoes online which can negatively impact their experience and satisfaction. These challenges can vary depending on the platform, product availability and customer preference.

Let's target the market problems and find the solution:

Problems:

- Sizing and Fit issues

Solutions:

- By implementing detailed sizing charts with measurement like (length, width) for each brand we can find the solution.
 - We can solve sizing issues by introducing a TRUE FIT size recommendations system based on customer inputs like previous shoe purchase and foot dimensions.
- Lack of Accurate product description:
 - We can provide comprehensive product descriptions including material sole, type, heel, height, width, durability, and care instructions.
 - Poor Quality images:
 - Invest in high quality images taken from multiple angles (top, side, sole, inside) we can provide a better quality images.
 - We also provide better quality by including Zoom-in functionality for detailed views of material.

- **Returns and Exchanges are inconvenient:**
 - i. By offering free return /exchanges within a specified timeframe we can manage this issue.
 - ii. We can also simplify the return process with prepaid return labels and step-by-step instructions.
- **Delivery delays or costs:**
 - i. By partnering with reliable logistics provider for fast and efficient shipping. we can solve delivery delays.
 - ii. We can provide real time tracking so customers can monitor their orders.

TARGET AUDIENCE:

➔ **Fashion Enthusiasts:**

Primarily aged 18-35 with strong interest in the latest shoe trends and styles.

➔ **Budget Conscious Shoppers:**

Age group from 20-50 looking for affordable yet quality footwear's.

➔ **Professionals and Office Goers:**

Aged 25-45 seeking formal, comfortable, and polished shoes for work.

➔ **Athletes and Fitness Enthusiasts:**

Seeking for Running shoes, training shoes and performance footwear.

➔ **Parents shopping for kids:**

Who wants comfortable shoes for school, sports, and casual wear.

➔ **Preschoolers:**

Durable, fun designs with secure closures like Velcro.

IDEAL DEMOGRAPHICS SUMMARY:

AGE RANGE: 16-60 depending on niche.

GENDER: Both male and female shoppers.

INCOME LEVEL: From budget conscious to luxury buyers.

GEOGRAPHY: Local, Regional, or Global depending on shipping capabilities.

LIFESTYLE FOCUS: Fitness enthusiasts, professional, eco-conscious individuals, parents and trendsetters.

How can I set my marketplace apart?

I can set my marketplace by focusing on **UNIQUE SELLING PREPOSITIONS** (USPs), **Innovative Features** and **Customer-Centric-Strategies**.

DATA SCHEMA

[product Schema]:

```
const productSchema = {
```

```
  name:
  slug:
  description:
  price:
  brand:
  category:
  images:
  size:
  color:
  stock:
  ratings:
  reviews: [{
    userId:
    ratings:
    comment:
    creatAt:
```

[User schema]:

```
const userSchema = {
```

```
  name:
  userId:
  email:
  password:
  address: {
    street:
    city:
    state:
  }
  zipcode:
  country: {
    phoneNumber:
```

[Order Schema]:

userId:
products: [{
 productId:
 quantity:
 price:
}]
shippingAddress: {
 street:
 city:
 state:
 zipcode:
 country:
}
totalAmount:
status: ['pending', 'shipped', 'delivered', 'cancelled']
paymentStatus: ['pending', 'paid', 'failed']
orderDate:

[Payment Schema]:

orderId:
paymentMethod: ['creditCard', 'Paypal', 'Bank Transfer']
transactionId:
paymentStatus: ['pending', 'completed', 'failed']
amount:
dayAndDate:

[Cart schema]:

userId:
products: [{
 productId:
 quantity:
}]
totalPrice:

[Review Schema]:

ProductId:
UserId:
Rating:
Comment:
ReviewDate:

DELIVERY ZONE :

