

# Project Proposal: SocialMart (Connecting Social & eCommerce)

## Introduction

E-commerce and social networking have transformed the way people engage with businesses and each other. However, existing platforms often separate shopping from social interaction. SocialMart is designed to bridge this gap by integrating eCommerce with a community-driven experience. It allows users to create unlimited shops, sell products, and build interactive shop groups where followers can engage through posts, comments, and reactions. By combining online shopping with social networking, SocialMart aims to create a more engaging, interactive, and dynamic marketplace.

## Objectives

The primary objective of SocialMart is to provide a unified platform that blends social interaction with online shopping. The platform aims to:

- Enable users to **create and manage multiple shops** effortlessly.
- Allow users to **follow shops** and participate in shop-based communities.
- Provide **interactive engagement** through posts, comments, and reactions within shop groups.
- Implement a **robust eCommerce** system with product listings, cart management, and a rating system.
- Offer **real-time notifications** for purchases, comments, and social interactions using Socket.io.
- Ensure **secure user authentication** using JWT.

By achieving these objectives, SocialMart will revolutionize the eCommerce experience, making it more interactive, user-friendly, and community-driven.

Frontend	React.js, Tailwind CSS
Backend	Node.js, Express.js
Database	MongoDB

# Features & Functionalities

## User Management

- **Login & Signup** using JWT authentication.
- **User Profiles** with profile picture, name, and bio.

## Shop & Group System

- Users can create **unlimited Shops**.
- Each Shop has:
  - **Regular Shop Section:** Lists products available for sale.
  - **Shop Group Section:** Functions like a Facebook group where followers can post, comment, and react.

## eCommerce Functionalities

- **Product Listings:** Each item has descriptions, feedback, and star ratings.
- **Shopping Cart & Checkout:** Users can add products to a cart and proceed to checkout.

## Social Interaction

- **Follow System:** Users can follow multiple shops.
- **Post & Engagements:** Followed users can post, comment, and react in shop groups.
- **Notifications:** Users receive real-time alerts for purchases, comments, and reactions.

# Conclusion

SociaMart is an innovative platform that seamlessly integrates social networking with eCommerce, creating a unique and engaging online marketplace. By enabling users to follow shops, participate in discussions, and shop within a social environment, SociaMart enhances the overall shopping experience. The use of modern technologies such as React.js, Node.js, MongoDB, and Socket.io ensures scalability, security, and real-time interaction, making it a robust and future-ready platform.

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