

## DAY 1

## WRITTEN PLANNING

HACKATHON DAY 1

STEP 1: What type of Market Place are you building?  
"E-Commerce" (selling various products online).

KEY Features	Product Categories	Target Audience
1. User Friendly navigation	Casual wear	Global Customers
2. Product Catalog	Formal wear	All age Group
3. Fast Shipping	Sports wear	Online Shoppers.
4. Order Tracking	Seasonal wear	
5. Secured Payment options		

STEP 2: DEFINE YOUR BUSINESS GOALS.

1. Revenue GROWTH GOAL: Increase monthly revenue by 25% to 20% within the next 6 to 8 months by optimising product listings, running targeted ads, and improving the checkout experience.

2. Customer Acquisition Goal: Gain 3000 to 5000 new customers in the next 12 months through Social media.

marketing, influencer partnerships, and email campaigns.

### 3. Conversion Rate Optimization Goal

Increase the website's conversion rate from 2% to 3.5% in the next 4 to 5 months by improving website speed, adding trust signals, and streamlining the checkout process.

### 4. Customer Retention Goal

Boost customer retention by 15% in the next 6 months by implementing a loyalty program and personalized email marketing.

### 5. Operational Efficiency Goal

Reduce cart abandonment by 20% in the next 3 months by implementing abandoned cart email reminders and optimizing the checkout flow.

(Establish a strong presence in the Pakistan e-commerce marketplace).

• What Problem does your marketplace aim to solve.

1. HIGH COMPETITION: Focus on unique branding, better customer service, and niche targeting to differentiate your marketplace.

2. CUSTOMER TRUST ISSUES: Show customer reviews, secure payment badges, and clear return/refund policies to build trust.

3. LIMITED PRODUCT VARIETY IN ONE PLACE: Offer a diverse selection of products across different categories, making your marketplace a one stop shop.

4. Lack of Personalized Shopping Experience: Use personalization to show recommended products based on browsing and purchase history.

5. Lack of Sustainable and Ethical Shopping Options: Feature eco-friendly brands, sustainable packaging options, and ethical sourcing as key selling points.

6. Product Listings & Descriptions: Optimize listings with:

- High-quality images & videos.
- Detailed descriptions (materials, dimensions, features).
- Customer reviews & Rating.
- SEO-friendly keywords to rank higher on search engines.

7. Competitive Pricing: Keeping price competitive while maintaining profit margin can be challenging, especially with constant price fluctuations in the market.

8. Hidden Costs: Offer transparent pricing with no hidden fees, provide free or flat rate shipping options, and clearly display all costs before checkout.

9. Style Vs Comfort: Balance style and comfort by incorporating ergonomic designs and using comfortable fabrics.

who is your target audience.

1 Fashion-forward Young Adults: Individuals aged 18-35 who are always on the lookout for the latest trend and styles. They follow fashion influencers and are active on social media.

Working Professionals: Men & women aged 35-45 looking for stylish yet professional attire. They prioritize quality and convenience.

Plus-size Shoppers: Individuals who are looking for fashionable clothing in larger sizes. They seek brands that offer a wide range of sizes and inclusive designs.

Budget Conscious buyers: Shoppers who want trendy clothes at affordable prices. They are always on the lookout for discounts, sales, ~~discounts~~ and budget friendly options.

Fitness Enthusiasts: People interested in activewear and athleisure. They prioritize comfort, functionality and style in their workout clothes.

• What Products or services will you offer?

Products:

Casual wear	Formal wear	Sports wear	Seasonal wear
T-shirts	Suits	Leggings	Summer wear
Jeans	Formal dresses	Athletic shorts	winter coats
Hoodies	Dress shirts	Sweat pants	Rain jackets
Dresses	trousers	Gym tops	Swim wear
Shorts			

SERVICES:

Personalization: Custom fit clothing, Monogramming  
styling services, Personalized outfit recommendations.  
Style Guides and Lookbooks: Provide seasonal style guides  
and lookbooks to inspire customers with the latest  
fashion trends and outfit ideas.  
and many more.

• What will set your marketplace apart?

Speed, affordability, customization, quality assurance,  
exclusive collections, user friendly interface, Customer support,  
Community engagement.

## CREATE A DATA SCHEMA

### Product Schema:

```
{ product_id : String,  
  name : String,  
  Category : String,  
  price : Float,  
  Sizes : Array,  
  Colors : Array,  
  Images : Array,  
  rating : Float,  
  availability : Boolean }
```

### ORDER SCHEMA

```
{ order_id : String,  
  customer_id : String,  
  order_date : DateTime,  
  items : Array,  
  total_amount : Float,  
  order_status : String,  
  shipping_address : String,  
  billing_address : String,  
  tracking_number : String }
```

### Customer Schema:

```
{ customer_id : String,  
  name : String,  
  email : String,  
  phone_number : String,  
  address : String,  
  registration_date : DateTime,  
  order_history : Array,  
  }
```



Zones  
DELIVERY ZONES SCHEMA :-

```
{ Zone-id : string,  
  Zone-name : string,  
  areas-covered : Array,  
  shipping-cost : float,  
  delivery-time : string, }
```

SHIPMENT SCHEMA :

```
{ Shipment-id : string,  
  Order-id : string,  
  Carrier : string,  
  tracking-number : string,  
  Shipping-date : DateTime,  
  estimated-Delivery : DateTime,  
  Status : string,  
  Shipping-Cost : float }
```

PAYMENT SCHEMA :

```
{ payment-id : string,  
  Order-id : string,  
  Payment-method : string,  
  amount : float,  
  Payment-date : DateTime,  
  Payment-status : string, }
```

## REVIEW SCHEMA:

```
{ review-id : string,  
  product-id : string,  
  customer-id : string,  
  rating : integer,  
  comment : string,  
  review-date : DateTime }
```

Draw Relationship between Entities:

