# MARKETPLACE TECHNICAL FOUNDATION

## *(NIKE SHOES)*

**Overview Of System Architecture:**

**Shoe Website Overview:**

A comprehensive platform for showcasing shoes, footwear collections, and

offering seamless shopping experiences.

**Details of Frontend Pages:**

**1.Home Page:** A central hub showcasing featured shoes, new arrivals, offers, and style guides.

**2.Product Catalog:** Displays all available shoe collections, categorized by type, size, style, and price. Includes filters for easy browsing.

**3.Product Details:** Detailed pages for each shoe, featuring high-quality images, sizes, colors, customization options, and care instructions.

**4.Blog:** A section for articles on footwear trends, care tips, and styling advice.

**5.About Us:** Information about your brand, mission, and the story behind your shoe designs.

**6.Contact Page:** A form for users to reach out with inquiries, returns, or feedback.

**7.Cart & Checkout:** A user-friendly cart with an easy checkout process, offering multiple payment methods.

**8.Sign In/Sign Up:** Account management pages for users to track their orders, saved preferences, and purchase history.

# SANITY CMS:

➢ Sanity CMS is used for managing the following data:

➢ **Products:** Categories (e.g., Sneakers, Running Shoes, Formal Shoes), pricing, availability, materials, and customization options (e.g., colors, sizes).

➢ **Blogs:** Titles, content, images, and tags for articles related to footwear trends, care tips, and styling guides.

➢ **Customer Data:** User profiles, saved shipping addresses, and order history.

➢ **Orders:** Real-time updates on order status (processing, shipped, delivered) and delivery tracking.

# THIRD-PARTY API INTEGRATIONS:

➢ **Payment Gateways:**

Integrate with secure payment solutions like Stripe, PayPal, or Razorpay for seamless online transactions.

➢ **Shipping and Delivery Services:**

Integration with logistics partners (e.g., DHL, FedEx, or local couriers) for real-time shipping updates and accurate delivery tracking.

➢ **User Authentication:**

Use secure authentication methods (e.g., OAuth or two-factor authentication) to manage account creation, login, and session security.
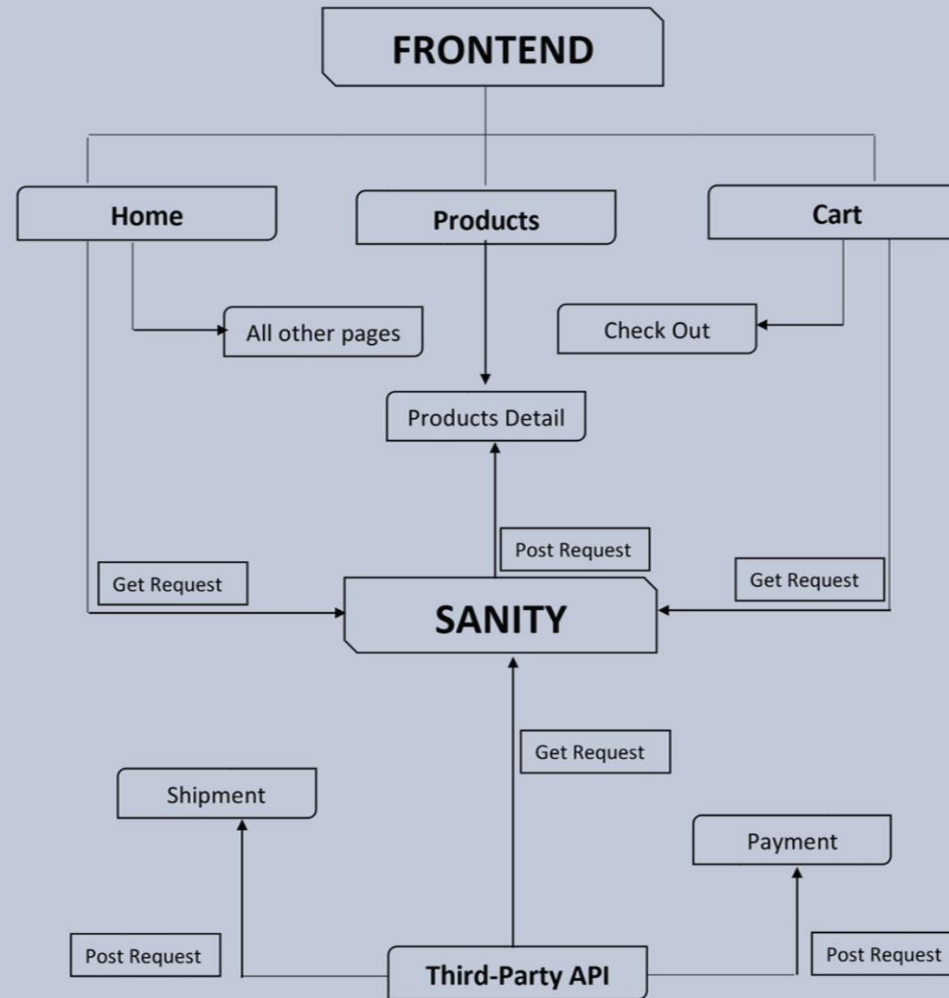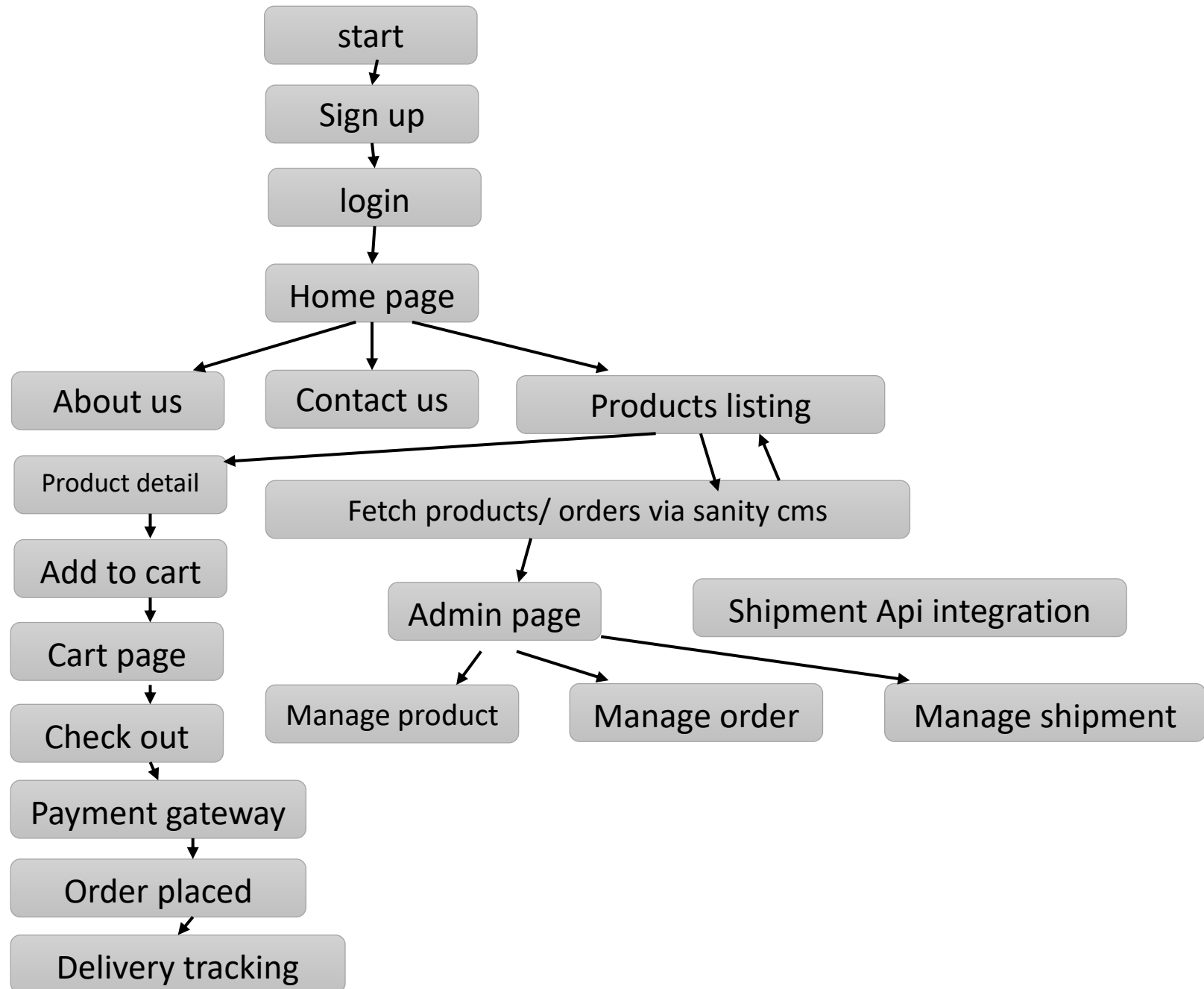
➢ **Order and Delivery Tracking:**

Integration with APIs like ShipEngine or AfterShip to provide customers with live order tracking and delivery updates.

➢ **Maps and Location Services:**

Google Maps API to show nearby store locations, pickup points, or delivery coverage areas.

# Diagram Of System Architecture:

```
                        ┌──────────┐
                        │  start   │
                        └────┬─────┘
                             ↓
                        ┌──────────┐
                        │ Sign up  │
                        └────┬─────┘
                             ↓
                        ┌──────────┐
                        │  login   │
                        └────┬─────┘
                             ↓
                     ┌──────────────┐
                     │  Home page   │
                     └──────────────┘
```

- start → Sign up → login → Home page
- Home page → About us
- Home page → Contact us
- Home page → Products listing
- Products listing → Product detail
- Products listing ⇄ Fetch products/ orders via sanity cms
- Product detail → Add to cart → Cart page → Check out → Payment gateway → Order placed → Delivery tracking
- Fetch products/ orders via sanity cms → Admin page
- Admin page → Manage product
- Admin page → Manage order
- Admin page → Manage shipment
- Shipment Api integration

# TECHNICAL ROADMAP:

➢ **Frontend:**

➢ Build the **Home Page** with basic navigation and featured shoe collections.

➢ **Product Categories:** Include categories like Sneakers, Formal Shoes, and Sports Shoes.

➢ **Product Details:** Provide detailed pages with shoe info, images, sizes, colors, and customization options.

➢ **Cart:** Display cart items and enable an easy checkout process.

➢ **Sign Up/Sign In:** User registration and login system for account management.

➢ **Blog:** Articles on shoe trends, care tips, and style guides.

➢ **Contact Page:** A form for inquiries and store contact details.

# TESTING AND DEPLOYMENT:

➢ **Testing:**

Validate website responsiveness, cross-browser compatibility, and functionality across devices. Ensure the

checkout process, user authentication, and product search work seamlessly.

➢ **Deployment:**

Use reliable hosting platforms such as Vercel, Netlify, or AWS for secure and efficient deployment. Include

automated deployment pipelines if possible.