

# **Marketplace Technical Foundation**

## **(AS Nike Shoes)**

### **Technical Requirements for Nike Shoes Website**

#### **1. System Architecture Overview:**

##### **E-commerce Website Overview:**

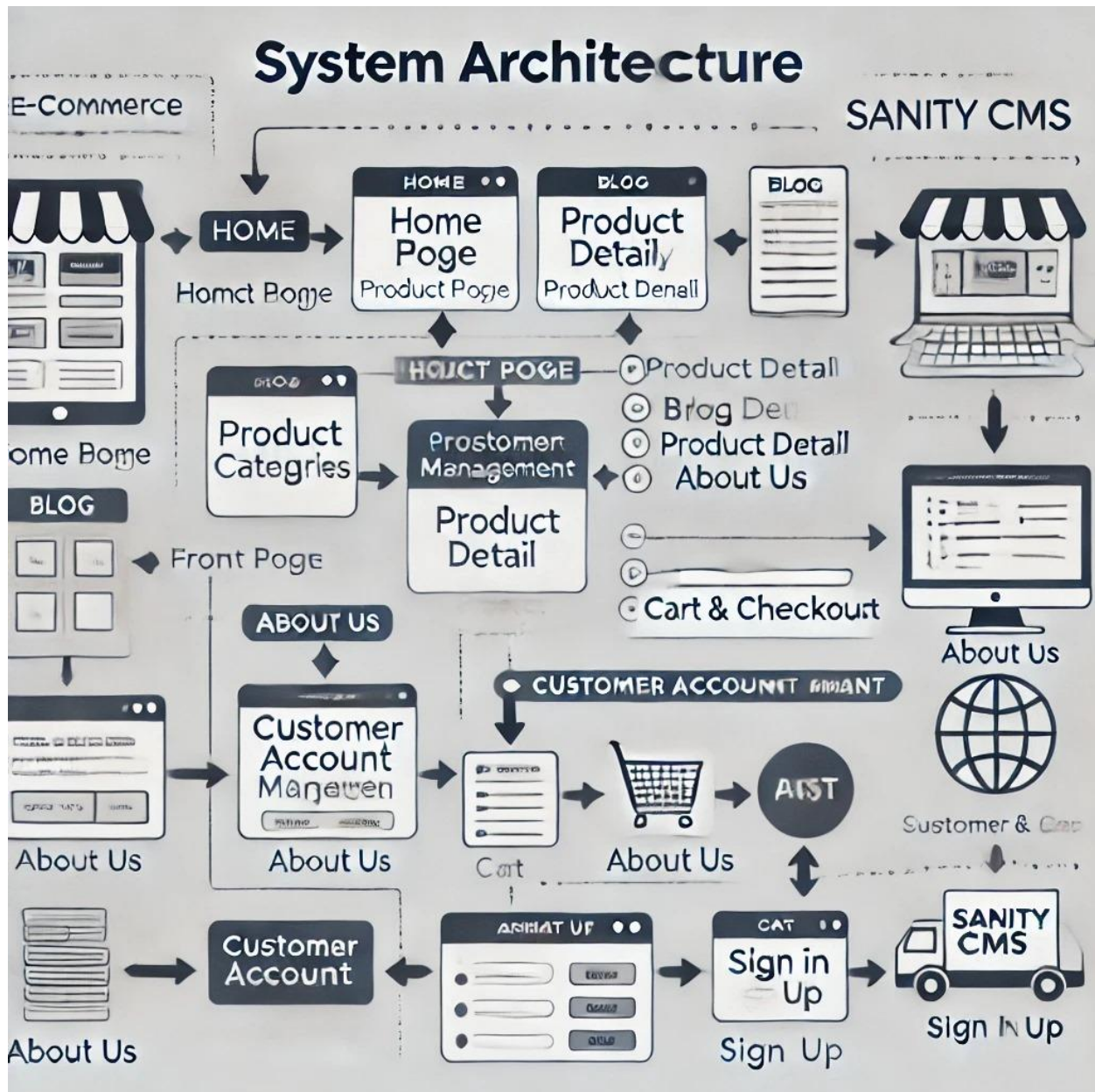
##### **Frontend Pages:**

- **Home Page:** Showcase featured Nike shoes, new arrivals, and promotions with a sleek, modern design.
- **Product Categories:** Create clear and filterable sections (e.g., Running, Casual, Lifestyle, etc.), with options to filter by size, color, and price.
- **Product Detail:** Focus on displaying detailed information about each Nike shoe. Ensure the page includes high-quality images, detailed descriptions, sizes, material options, price, and user reviews.
- **Blog:** Include articles related to trends, shoe care tips, and Nike product launches to engage users and improve SEO.
- **Blog Detail:** Include full content with images, tags, and an easy-to-read layout.
- **About Us:** A well-crafted narrative about Nike's legacy, the brand's values, and its mission in the sports and fashion world.
- **Contact Page:** Include form validation, CAPTCHA, and proper success/error messages for better UX.
- **Customer Account Management:** Implement a dashboard-like experience for users to view order history, manage their profiles, saved addresses, and wishlists.
- **Cart & Checkout:** Provide a step-by-step guide to the cart and checkout process, offering users clear actions to complete their purchase smoothly.
- **Sign In/Sign Up:** Implement secure password recovery, social media logins (Google, Facebook), and multi-factor authentication if possible for better security.

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#### **System Architecture Digram**



## 2. Sanity Backend:

### Sanity CMS Usage:

Sanity will act as the backbone for dynamic content. Key areas to focus on:

- **Products:**
  - Categories (Running, Casual, Lifestyle, etc.)
  - Prices, sizes, stock availability, color variants, material, and customizations.
- **Blogs:**
  - Title, content, tags, images, and author-related data.

- **Customer Data:**
  - Ensure sensitive information is securely stored (using encryption if needed).
  - Profiles, saved addresses, wishlists, and order history.
- **Orders:**
  - Real-time order status updates.
  - Payment confirmation, delivery tracking, and invoicing features.
- **Sanity Structure:**
  - Structure documents clearly for the content (e.g., Product, Blog, Customer, Order).
  - Set up reference fields to link customer orders with products for easy data retrieval.

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### 3. Third-Party API Integrations:

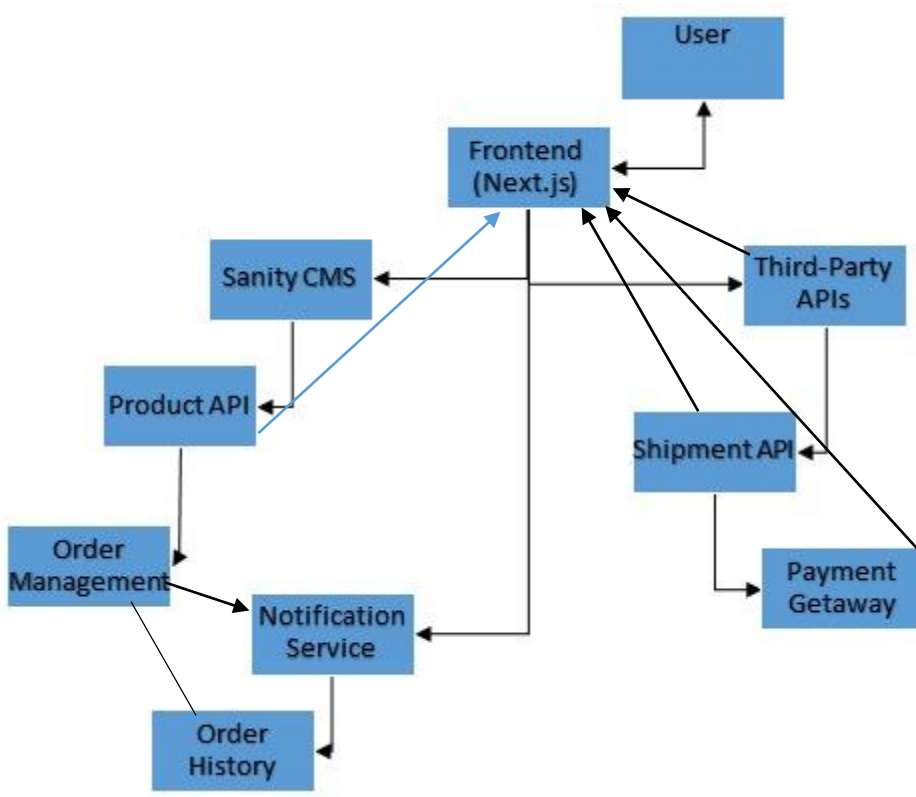
#### Key Integrations:

- **Payment Gateways:**
  - Integrate **EasyPaisa** or **JazzCash** using their secure API for easy transactions.
  - Offer alternative payment methods like credit/debit cards and wallet payments (PayPal, Stripe) for international reach.
- **Shipping & Delivery Services:**
  - Integrate **Shippo API** for seamless real-time order tracking and to manage logistics.
  - Implement shipping zone-specific pricing and options for more customization.
- **User Authentication:**
  - Use **OAuth** or implement **JWT-based custom authentication** for secure login.
  - Add support for social logins (Google, Facebook) for user convenience.
- **Order & Delivery Tracking:**
  - Ensure that users can easily track their order status (shipped, in transit, delivered) via Shippo or similar APIs.
- **Maps and Location Services:**
  - Integrate **Google Maps API** to show store locations, nearby stores, delivery zones, and delivery address suggestions.

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# WorkFlow Diagram



## 4. Technical Roadmap:

### 1. Frontend Development:

#### Milestone 1:

- Design the Home Page with a modern and responsive UI.
- Display featured Nike shoes, new arrivals, and promotions in an appealing layout.
- Create a clean header and footer with easy navigation and access to core pages (Products, Blog, Contact, etc.).

#### Milestone 2:

- Develop product categories page and implement category-wise sorting and filtering.

- Build detailed product pages showcasing high-quality images and all relevant product information (sizes, colors, price).
- Implement cart page with add/remove functionality.

#### Milestone 3:

- Add dynamic blog section with article previews, author details, and tags.
- Include About Us, Contact Us forms with validation.

## 2. Backend Development:

#### Milestone 1:

- Set up **Sanity CMS** to manage products, blogs, and customer data.
  - Build schemas for product data (categories, variants, prices, etc.) and customer data (profiles, order history).

#### Milestone 2:

- Integrate payment gateway (EasyPaisa/Jazzcash).
- Set up **Shippo API** for tracking and delivery updates.

## 3. Third-Party API Integration:

- **Step 1:** Implement **Google/Facebook Authentication** for users.
- **Step 2:** Integrate **Shippo** for order delivery tracking.
- **Step 3:** Implement **Google Maps API** for location and store-related features.

## 4. Testing & Deployment:

- **Test** the website for responsiveness and functionality across all devices (desktop, tablet, mobile).
- **Test** cart, checkout, payment gateway, user authentication, and order delivery tracking.
- **Deploy** the website using platforms like **Vercel** or **Netlify** for fast and secure hosting.

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## 5. Final Deliverables:

The final e-commerce platform will include:

- A **fully functional Nike shoes website** with dynamic content (products and blog).
- Integrated **payment gateways, order tracking, and delivery services** for a smooth shopping experience.

- Real-time **Google Maps integration** for location and delivery zone management.
- A **secure, responsive, and smooth checkout process** to convert visitors into customers.

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