(Day 7)

Successful Completion of the Avion Furniture Marketplace Hackathon Project

The seventh day marks the successful culmination of the Avion Furniture Marketplace hackathon project. The key focus was on deploying the marketplace to a live production environment and implementing essential post-launch best practices. The accomplishments of this final day reflect the structured progress made over the previous six days, ensuring that the platform is secure, scalable, and ready to deliver an exceptional experience to customers.

Design Enhancements and User Interface

Up until Day 6, the focus was on refining the hero section and navbar to align with the platform's vision. On Day 7, additional modern design elements were integrated to provide a fresh, contemporary look. These updates enhance the user experience, ensuring smooth navigation and an aesthetically pleasing interface, while maintaining the platform's professional and user-friendly appeal.

Visual Evolution of the Design

(Old Version)
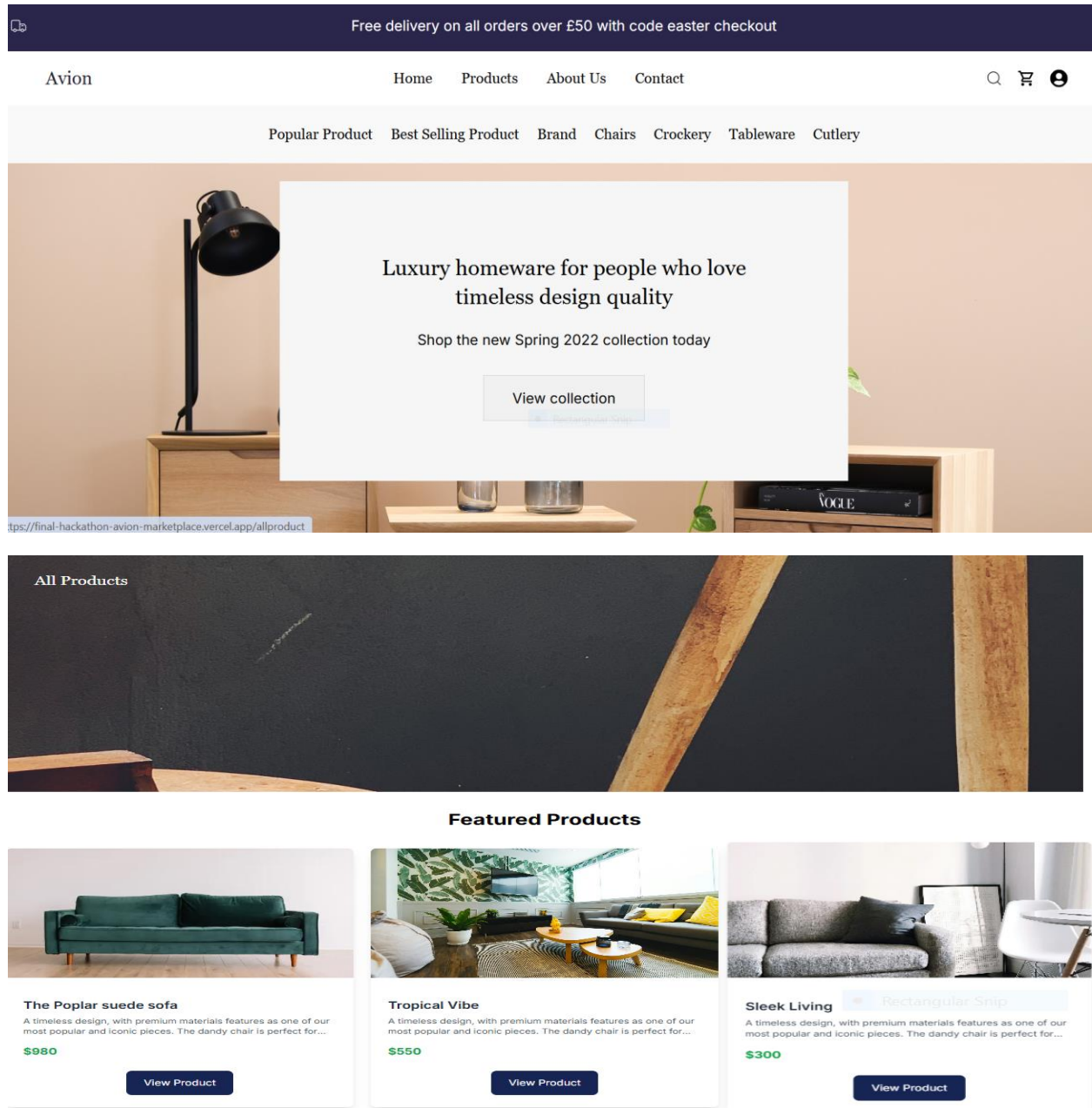
Best Selling Products

Nordic Elegance
A timeless design, with premium materials features as one of our most popular and iconic pieces. The dandy chair is perfect for...

$280

View Product

TimberCraft
A timeless design, with premium materials features as one of our most popular and iconic pieces. The dandy chair is perfect for...

$320

View Product

Timeless Elegance
A timeless design, with premium materials features as one of our most popular and iconic pieces. The dandy chair is perfect for...

$320

View Product

Modern Serenity
A timeless design, with premium materials features as one of our most popular and iconic pieces. The dandy chair is perfect for...

$480

View Product

Reflective Haven
A timeless design, with premium materials features as one of our most popular and iconic pieces. The dandy chair is perfect for...

$300

View Product

Sunny Chic
A timeless design, with premium materials features as one of our most popular and iconic pieces. The dandy chair is perfect for...

$400

View Product

A timeless design, with premium materials features as one of our most popular and iconic pieces. The dandy chair is perfect for any stylish living space with beech legs and lambskin leather upholstery.
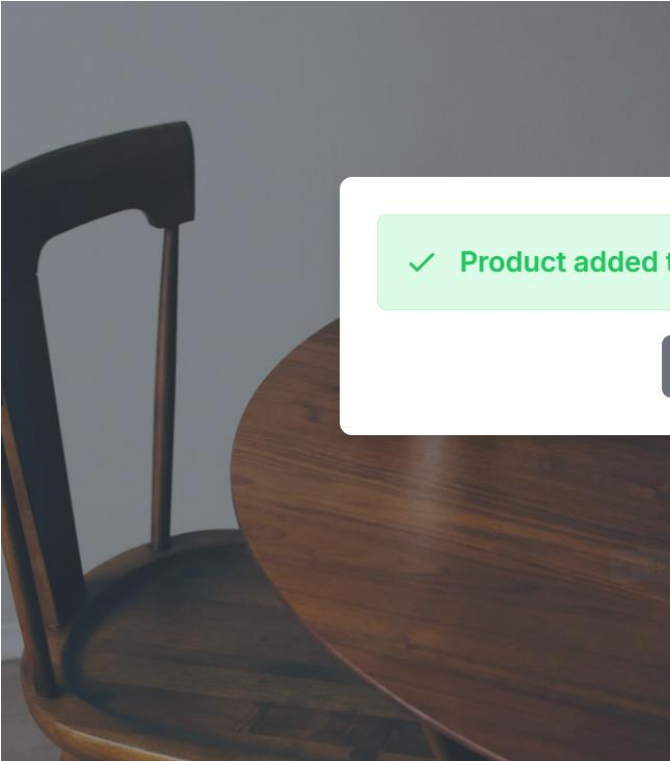
Dimensions

Height: 110cmcm

Width: 75cmcm

Depth: 50cmcm

Price: $320

Add to Cart

Dimensions

Height: 110cmcm

Width: 75cmcm

✓ **Product added to cart successfully!**

Close   View Cart

Free delivery on all orders over £50 with code easter checkout

Home   Products   About Us   Contact

Popular Product   Best Selling Product   Brand   Chairs   Crockery   Tableware   Cutlery

Your Shopping Cart

Price: $550.00 ⊖ 1 ⊕		🗑
Price: $320.00 ⊖ 1 ⊕		🗑

Total: $870.00   Checkout

Checkout

✕

Order Summary

Price: $550.00
Quantity: 1
Subtotal: $550.00

Price: $320.00
Quantity: 1
Subtotal: $320.00

Total: $870.00

Place Order

Your Shopping Cart

Price: $550.00

− 1 ⊕

Price: $320.00

− 1 ⊕

Total: $870.00

Checkout

Shipping Information

Full Name

John Doe

Email Address

example@example.com

Phone Number

+1 123-456-7890

Shipping Address

123 Main St

City

New York

Postal Code

10001

Country

USA

Additional Notes

Any special instructions or requests?

Submit Shipping Information

Updated Version

Avion

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Discover Timeless Comfort

Elevate your space with our premium furniture collection, crafted for style and durability.

Discover Timeless Comfort

Elevate your space with our premium furniture collection, crafted for style and durability.

Explore Collection

New Ceramics

TimberCraft

A timeless design, with premium materials features as one of our most popular and iconic pieces. The dandy chair is perfect for any stylish living space with beech legs and lambskin leather upholstery.

$320

View Product

Timeless Elegance

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$320

View Product

Modern Serenity

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View Product

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View Product

Sunny Chic

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$400

View Product

Bold Nest

A timeless design, with premium materials features as one of our most popular and iconic pieces. The dandy chair is perfect for any stylish living space with beech legs and lambskin leather upholstery.

$260

View Product

Featured Products

The Poplar suede sofa

A timeless design, with premium materials features as one of our most popular and iconic pieces. The dandy...

$980

View Product

Tropical Vibe

A timeless design, with premium materials features as one of our most popular and iconic pieces. The dandy...

$550

View Product

Sleek Living

A timeless design, with premium materials features as one of our most popular and iconic pieces. The dandy...

$300

View Product

Tropical Vibe

A timeless design, with premium materials features as one of our most popular and iconic pieces. The dandy chair is perfect for any stylish living space with beech legs and lambskin leather upholstery.

Dimensions

Height: 110cm cm
Width: 75cm cm
Depth: 50cm cm

Price: $550

Add to Cart

✓ **Product added to cart successfully!**

×

Close   View Cart

My Cart

	Tropical Vibe	MRP: ₹ 550
	User not available	
	Size: L	
	Quantity: 1	

♡ 🗑

Summary

Subtotal	₹ 550
Estimated Delivery & Handling	Free
Total	**₹ 550**

Proceed to Checkout

Favourites

There are no items saved to your favourites.

You Might Also Like

‹ ›

Sofa 3 Seater with Adjustable Height
Home's Furniture
MRP: ₹ 12,295.00

How would you like to get your order?

Customs regulation for Pakistan require a copy of the recipient's KYC. The address on the KYC needs to match the shipping address.

○ **Deliver It**

Enter your name and address:

First Name

Last Name

Address Line 1

We do not ship to P.O. boxes

Postal Code

Locality

Pakistan ⌄	India

☐ I have read and consent to eShopWorld processing my information in accordance with the **Privacy Statement and Cookie Policy**. eShopWorld is a trusted furniture partner.

Continue

Order Summary

Subtotal	₹ 550
Delivery/Shipping	Free
Total	**₹ 550**

(The total reflects the price of your order, including all duties and taxes)

	Tropical Vibe
	Qty 1
	₹ 550

Pay Now
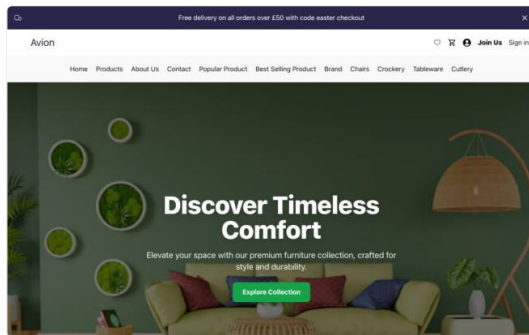
Day 7: Successful Launch and Post-Launch Strategy Implementation

Objectives for Day 7:

The focus on Day 7 was to ensure a smooth transition to a live production environment, while setting up systems for ongoing success and scalability. The specific objectives were to:

1. Deploy the marketplace to a fully operational live production environment.
2. Implement robust security protocols and disaster recovery (DR) strategies.
3. Develop post-launch strategies to support branding, marketing, and ongoing operations.
4. Prepare the platform for long-term growth and scalability.

Key Achievements:

1. The marketplace was successfully deployed and is now live for users to access and explore.
2. Comprehensive security measures were implemented to protect customer data and ensure secure operations.
3. A disaster recovery plan was created to maintain business continuity in case of unforeseen issues.
4. Strategic post-launch practices were put in place, including branding, marketing efforts, and outreach to potential investors.
5. A polished and professional pitch deck was finalized, designed for use in business and investor presentations.

Live Practices

1. Production Deployment

- **Environment Setup:**
    - Configured production environment variables securely using .env files to ensure sensitive configurations remain protected.

- o Encrypted critical data such as API keys and database credentials to prevent unauthorized access.
- **Secure Hosting:**
  - o Deployed the marketplace on Vercel, utilizing its reliable and scalable infrastructure to ensure smooth performance.
  - o Enabled HTTPS to secure communication across the platform, utilizing SSL certificates for data encryption.
- **Codebase Management:**
  - o Ensured the production repository remained private to protect intellectual property and proprietary code.
  - o Documented the deployment process in detail for future reference and to streamline subsequent updates.

2. Penetration Testing and Security

- **Penetration Testing:**
  - o Conducted thorough vulnerability testing, focusing on risks such as SQL injection, XSS, and CSRF, utilizing tools like OWASP ZAP to identify and address potential threats.
  - o Prioritized high-risk areas, including payment systems and authentication processes, to ensure robust security.
- **Data Encryption:**
  - o Implemented strong encryption protocols to safeguard sensitive user data at rest and in transit.
  - o Ensured all data transfers occur securely over HTTPS to protect user information from being intercepted.
- **Role-Based Access Control (RBAC):**
  - o Applied RBAC to enforce access restrictions based on user roles (admin, seller, customer), limiting permissions to necessary functionalities only.
  - o Developed a dedicated admin dashboard to enhance security and facilitate secure platform management.
- **Periodic Testing:**

- o Established a schedule for regular security audits to maintain high standards and proactively identify any vulnerabilities or risks.

Monitoring and Maintenance

- **Real-Time Monitoring:**
  - o Integrated performance and issue-tracking tools, including Google Analytics, Sentry, and Pingdom, to monitor system health and identify potential issues in real-time.
- **Scheduled Maintenance:**
  - o Planned and communicated periodic downtime for system updates, ensuring customers were notified in advance to minimize disruptions.
- **Issue Management:**
  - o Maintained a comprehensive log of bugs and resolutions to ensure continuous platform improvements and timely fixes for any identified issues.

Post-Go Live Practices

1. Branding and Marketing

- **Branding:**
  - o Developed a professional logo and cohesive brand identity to create a consistent and recognizable presence for the marketplace.
  - o Established and maintained a strong social media presence to engage with potential customers and build brand awareness.
- **Marketing:**

- Launched targeted advertising campaigns, including SEO optimization, email marketing, and paid ads, to increase visibility and drive traffic.
- Collaborated with influencers and partners to extend reach and build brand credibility.
- Introduced referral programs to encourage customer engagement and promote organic growth.

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2. Investor Partnerships

- **Pitching to Investors:**
  - Created a detailed business pitch deck highlighting the marketplace's scalability, revenue potential, and growth strategy.
  - Focused on showcasing technology integration, market opportunity, and future growth projections to attract potential investors.
- **Contractual Agreements:**
  - Defined clear terms for equity distribution, roles, and responsibilities within investor contracts to ensure transparency and alignment with long-term business goals.
  - Ensured all agreements were legally compliant and supportive of sustainable growth.

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3. Inventory and Resource Management

- **Inventory Planning:**
  - Automated inventory tracking and demand forecasting to streamline operations and ensure timely stock availability.
  - Collaborated with suppliers to maintain optimal stock levels and prevent disruptions in product availability.
- **Resource Allocation:**

- Strategically allocated resources for customer support and order fulfillment to improve operational efficiency.
- Hired specialized roles in marketing and operations to ensure the marketplace's continued growth and success.

Day 7: Deployment Checklist

Deployment Preparation:

- **Configured Environment Variables:**
  - Verified the correct setup of .env files, ensuring API keys and database credentials were properly configured.
  - Uploaded environment files securely to the Vercel dashboard to ensure smooth integration with the production environment.
- **Enabled HTTPS and SSL Certificates:**
  - Activated HTTPS through Vercel's automatic SSL configuration to ensure secure communication across the platform.
  - Conducted testing to ensure secure communication was established on all routes and pages, including sensitive transaction areas.
- **Production Workflow Testing:**
  - Verified navigation and page rendering functionality for key routes (e.g., product pages, cart, and checkout) to ensure smooth user experience.
  - Performed end-to-end testing for user registration, login functionality, and order placement to ensure all critical user flows operate as expected in the live environment.

Post-Go Live Checklist:

- **Launched Marketing Campaigns:**

- Created and executed targeted ad campaigns across SEO, email marketing, and paid ads to boost visibility.
- Partnered with influencers to expand reach and enhance brand awareness.
- Set up referral programs to drive customer engagement and incentivize referrals.
- Launched initial campaigns on key platforms including Facebook, Instagram, and Google Ads.

- **Collaborated with Potential Investors:**
  - Prepared a compelling business pitch deck, highlighting scalability, revenue potential, and market opportunity.
  - Scheduled meetings with early-stage investors and venture capital firms to secure funding and strategic partnerships.
  - Finalized agreements on equity distribution and roles and responsibilities within the investor contracts.

- **Automated Inventory Management:**
  - Configured automated stock updates using Sanity CMS to ensure real-time inventory tracking.
  - Set up notifications for low inventory levels to enable timely restocking and prevent shortages.
  - Integrated demand forecasting tools to improve stock planning and better align inventory with customer demand.

Final Notes and Gratitude

This hackathon journey has been a transformative experience, evolving from a concept into a fully operational marketplace. The support and guidance from mentors, peers, and the entire team have been invaluable in shaping this project.

Key Takeaways:

1. The importance of structured workflows and iterative development in building scalable projects.

2. Gained practical experience with modern tools such as Next.js, Sanity CMS, and Vercel.
3. Gained valuable insights into post-launch strategies, ensuring long-term business growth and customer satisfaction.

Gratitude:

A heartfelt thank you to all our mentors, teaching assistants, and peers for their unwavering support and guidance throughout this journey. Your constant encouragement and expertise played a crucial role in the successful completion of this project.

A special mention and deepest gratitude to **Sir Ameen** for his exceptional leadership, inspiration, and invaluable insights. His dedication and thoughtful guidance were pivotal in shaping the direction of this project and ensuring its success.

Senior Student Ayesha Iqbal