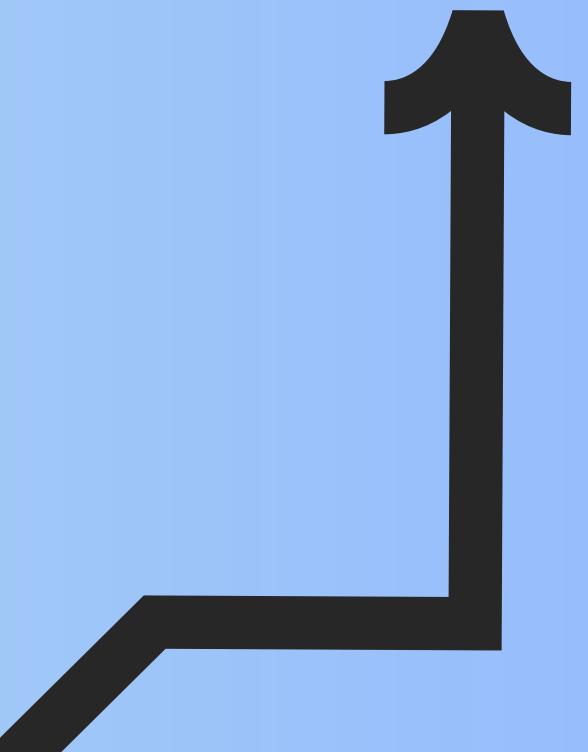


# *Marketplace Technical Foundation - Flex Wear Marketplace*

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# → *Marketplace Type*

General E-Commerce  
(Focused on Clothing,  
Shoes, and Sneakers)

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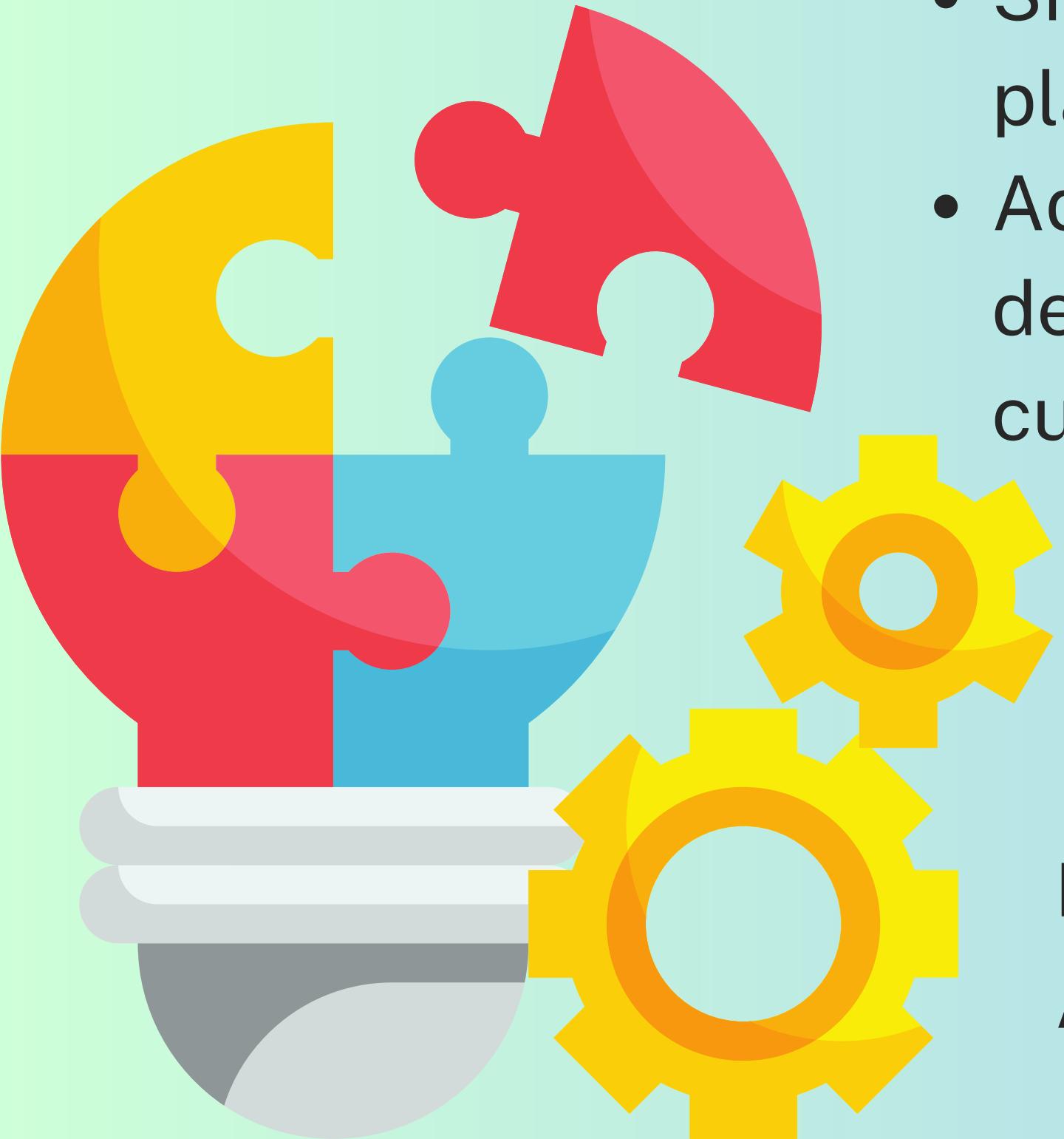
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# **Business Goals**

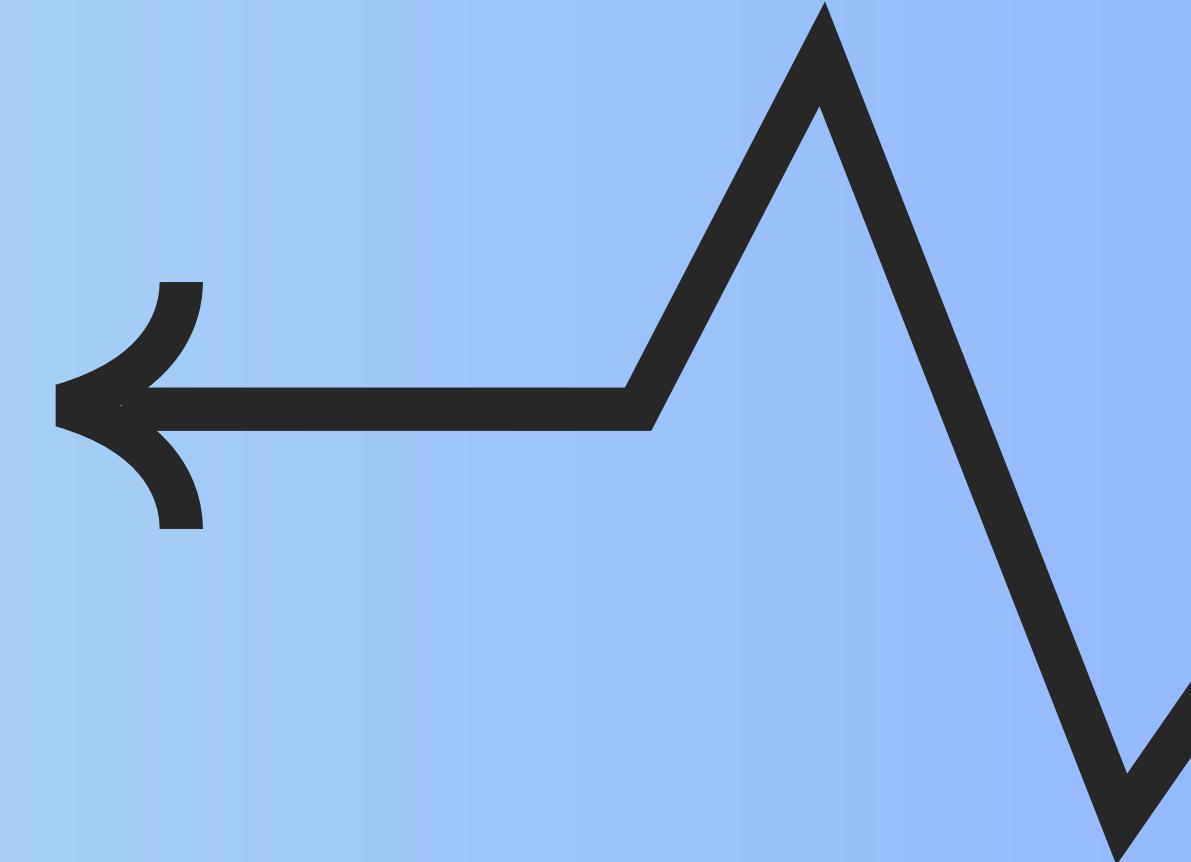
## ***Problem to Solve:***

- Simplify online shopping by offering an all-in-one platform.
- Address customer pain points like unreliable delivery, limited product availability, and lack of customer support.



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## ***Target Audience:***

- Individuals aged 18-45 who prefer online shopping.
- Urban and semi-urban residents looking for convenience and variety.
- Fashion-conscious individuals.



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# ***Unique Value Proposition (UVP):***

- Exclusive sneaker releases & limited edition clothing
- Competitive pricing with frequent discounts.
- Personalized shopping experience with AI-driven recommendations.
- Speedy and reliable delivery service with live tracking.
- User-friendly interface with easy navigation

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↑



# **Data Schema**

## **Entities**

- ***Products:***

Fields: ID, Name, Price, Stock, Category, Description, Images.

- ***Orders:***

Fields: Order ID, Customer Info, Product Details, Status, Payment Method.

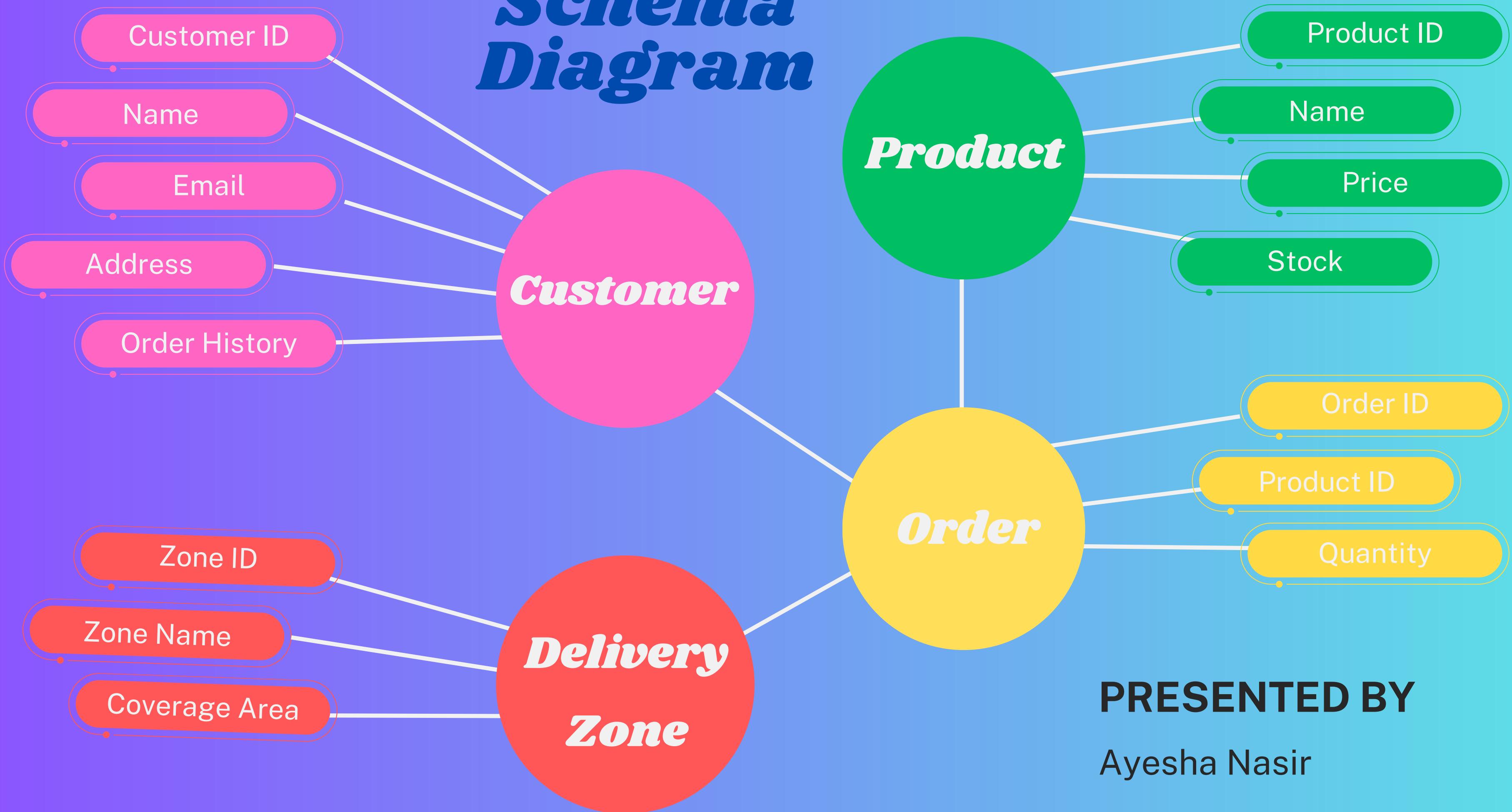
- ***Customers:***

Fields: Customer ID, Name, Contact Info, Address, Order History.

- ***Delivery Zones:***

Fields: Zone Name, Coverage Area, Assigned Drivers.

# Schema Diagram



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# *Technical Requirements*

## **Frontend (Next.js):**

- User-friendly, responsive UI
- Essential pages: Home, Product Listing, Product Details, Cart, Checkout, Order Confirmation
- Search and filter functionality
- Authentication with Firebase/Auth0



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## ***Backend (Sanity CMS):***

- Manage products, customers, and orders
- Structured schemas for seamless data management

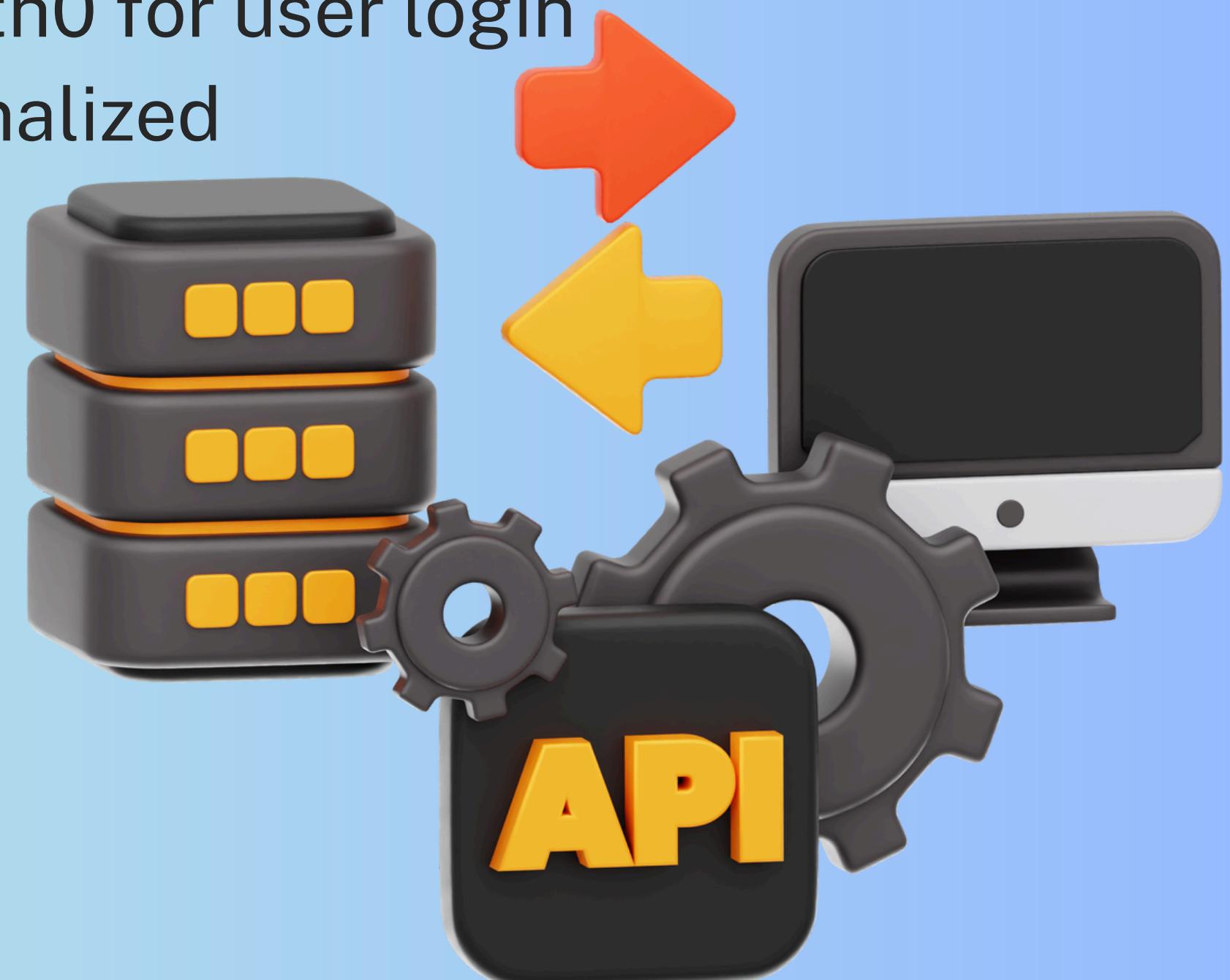


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## → ***Third-Party APIs:***

- Payment: Stripe/PayPal for secure transactions
- Shipping: Shippo/AfterShip for real-time tracking
- Authentication: Firebase/Auth0 for user login
- AI Recommendations: Personalized product suggestions based on past orders



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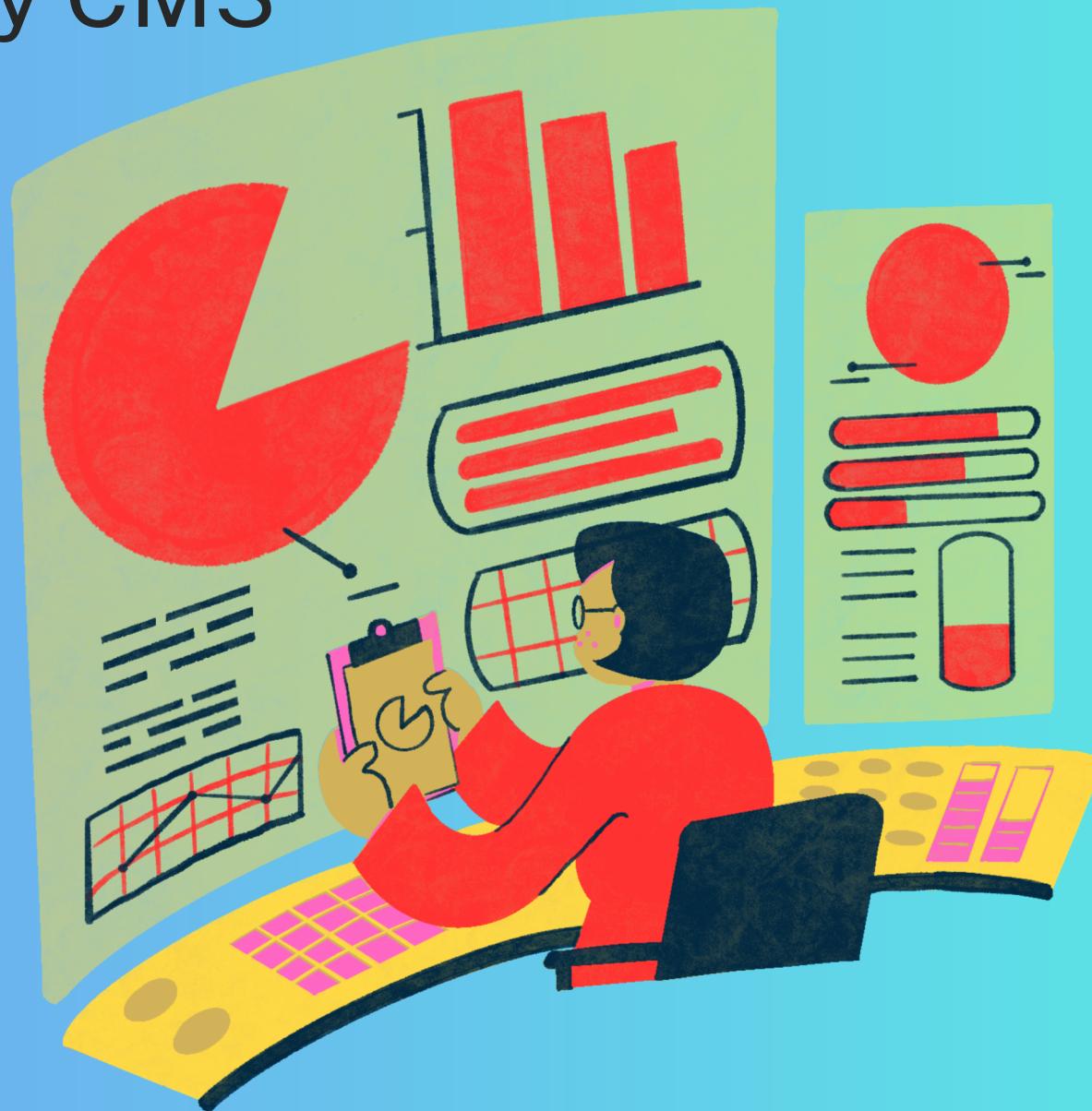
# *System Architecture*

## ***Architecture Flow:***

- User browses marketplace (Next.js frontend)
- Frontend fetches product data from Sanity CMS API
- User places an order; order data is sent to Sanity CMS
- Payment processed via Stripe/PayPal API
- Shipment tracking retrieved via third-party API

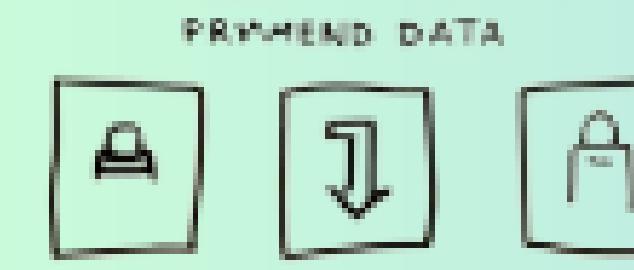
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# SYSTEM CLOTHING AND SNEAKER MARKETPLACE

## USER FRONTEND - NEXT.JS



## SANITY CMS

1. STORE PRODUCT DATA
2. PLACING AN ORDER

## PAYMENT PART API



## PAYMENT API

- SECURE API
- SECURE ALERTS

- PROCESS PAY & DATA STORES
- MANAGING CUSTOMERS

## SYSTEM ARCHITECTURE



- SECURE TRANSACTIONS

## DATABASE



- MARKETPLACE AND SALES
- SHIPMENTS AND ORDER HISTORY

# **API Endpoints:**

- **Get Products:** GET /products → Fetches available products
- **Get Product Details:** GET /products/:id → Fetches details of a specific product
- **Place Order:** POST /orders →  
Creates a new order
  - **Check Order Status:** GET /orders/:id → Fetches order status
  - **Track Shipment:** GET /shipment/:orderId → Fetches real-time shipping details



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# API Requirements



<b>Endpoint</b>	<b>Method</b>	<b>Purpose</b>	<b>Response Example</b>
/products	GET	Fetch all products	{ "id": 1, "name": "Nike Air Force", "price": 150 }
/products/:id	GET	Fetch specific product details	{ "id": 1, "name": "Nike Air Force", "price": 150, "brand": "Nike" }
/orders	POST	Place a new order	{ "orderId": 1001, "status": "Confirmed" }
/orders/:id	GET	Fetch order status	{ "orderId": 1001, "status": "Shipped" }
/shipment/:orderId	GET	Track shipment	{ "orderId": 1001, "tracking": "In Transit" }

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# *Sanity CMS Schema*



```
export default {  
  name: 'product',  
  type: 'document',  
  fields: [  
    { name: 'name', type: 'string', title: 'Product Name' },  
    { name: 'price', type: 'number', title: 'Price' },  
    { name: 'brand', type: 'string', title: 'Brand' },  
    { name: 'size', type: 'array', of: [{ type: 'string' }], title: 'Sizes Available' },  
    { name: 'color', type: 'string', title: 'Color' },  
    { name: 'stock', type: 'number', title: 'Stock Level' },  
    { name: 'images', type: 'array', of: [{ type: 'image' }], title: 'Product Images' }  
  ]  
};
```

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***It's more than just a  
marketplace...  
It's a revolution in  
fashion and sneakers!***

Let's discuss further and bring this  
vision to life!

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Thank  
You