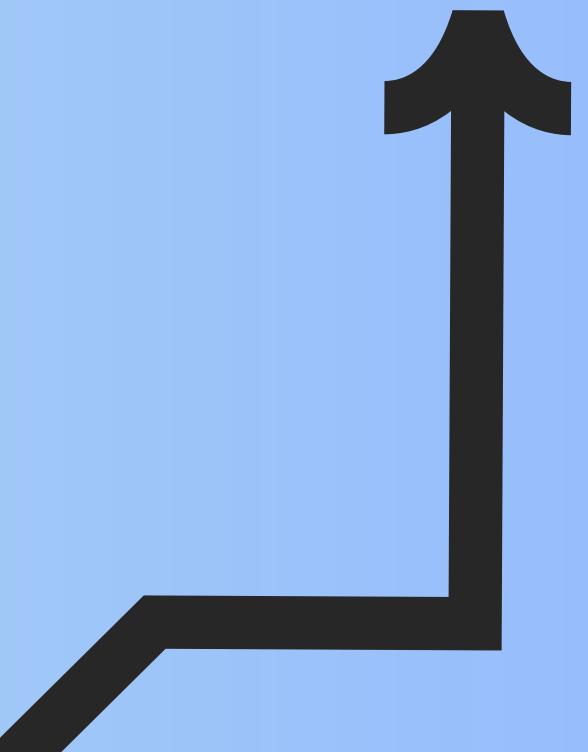


Marketplace Technical Foundation - Flex Wear Marketplace

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→ *Marketplace Type*

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

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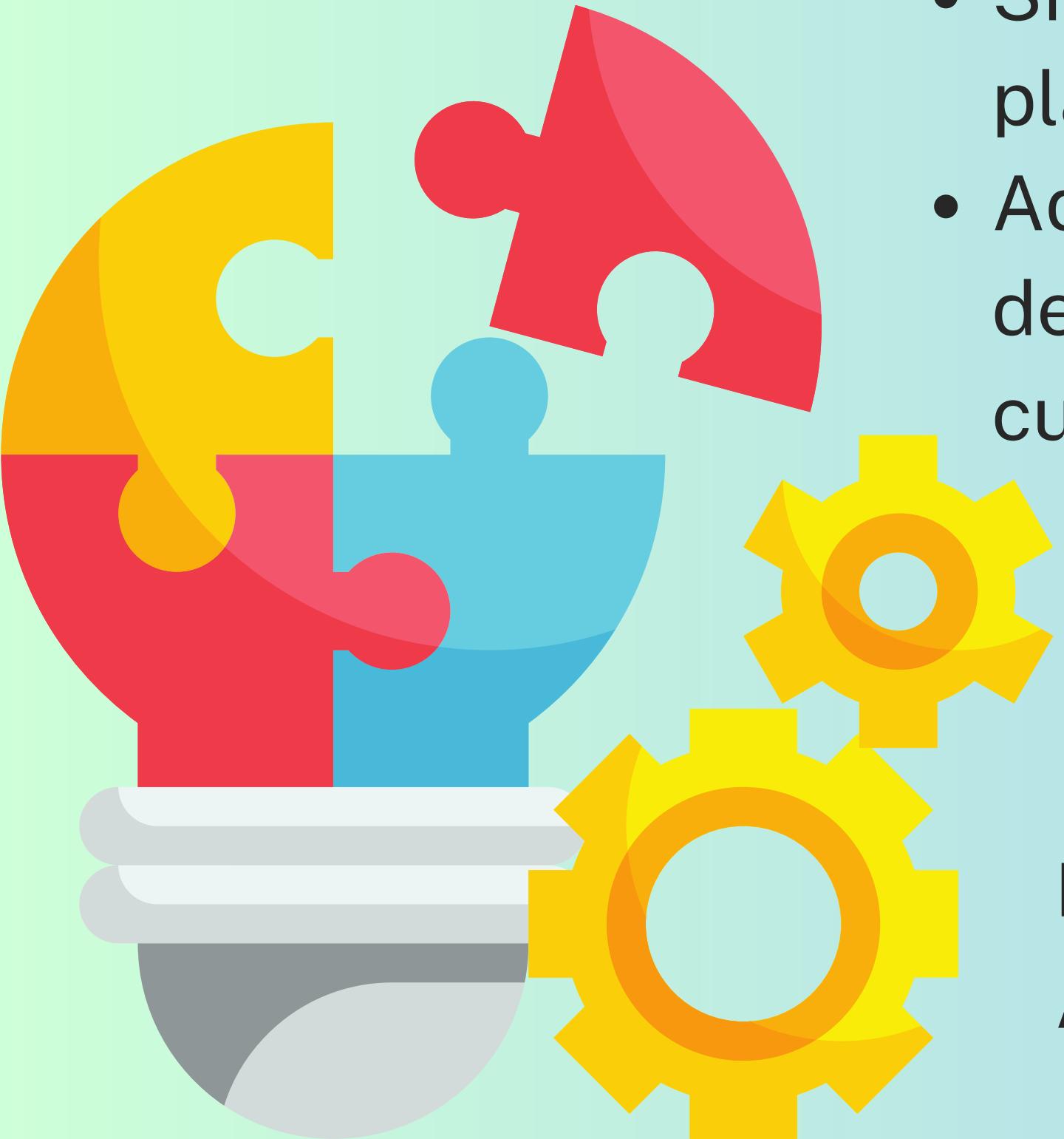
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Business Goals

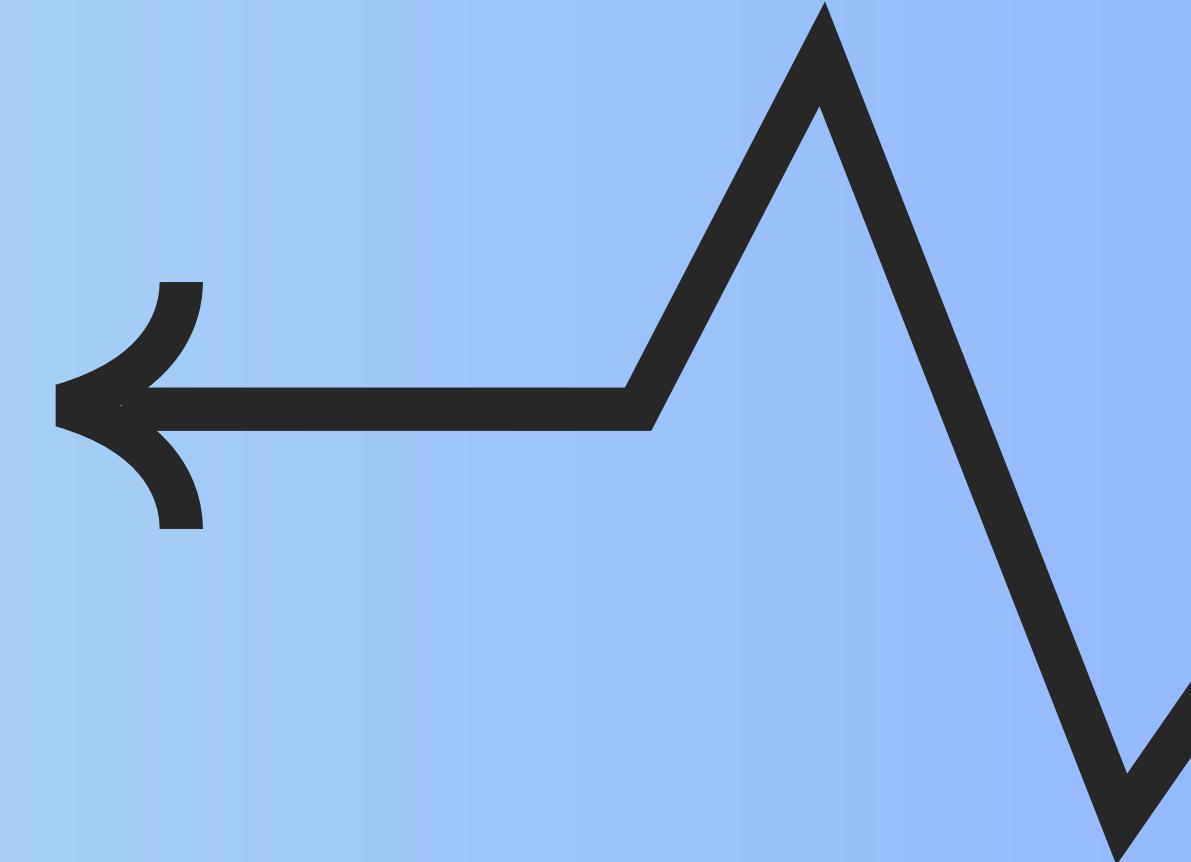
Problem to Solve:

- 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.

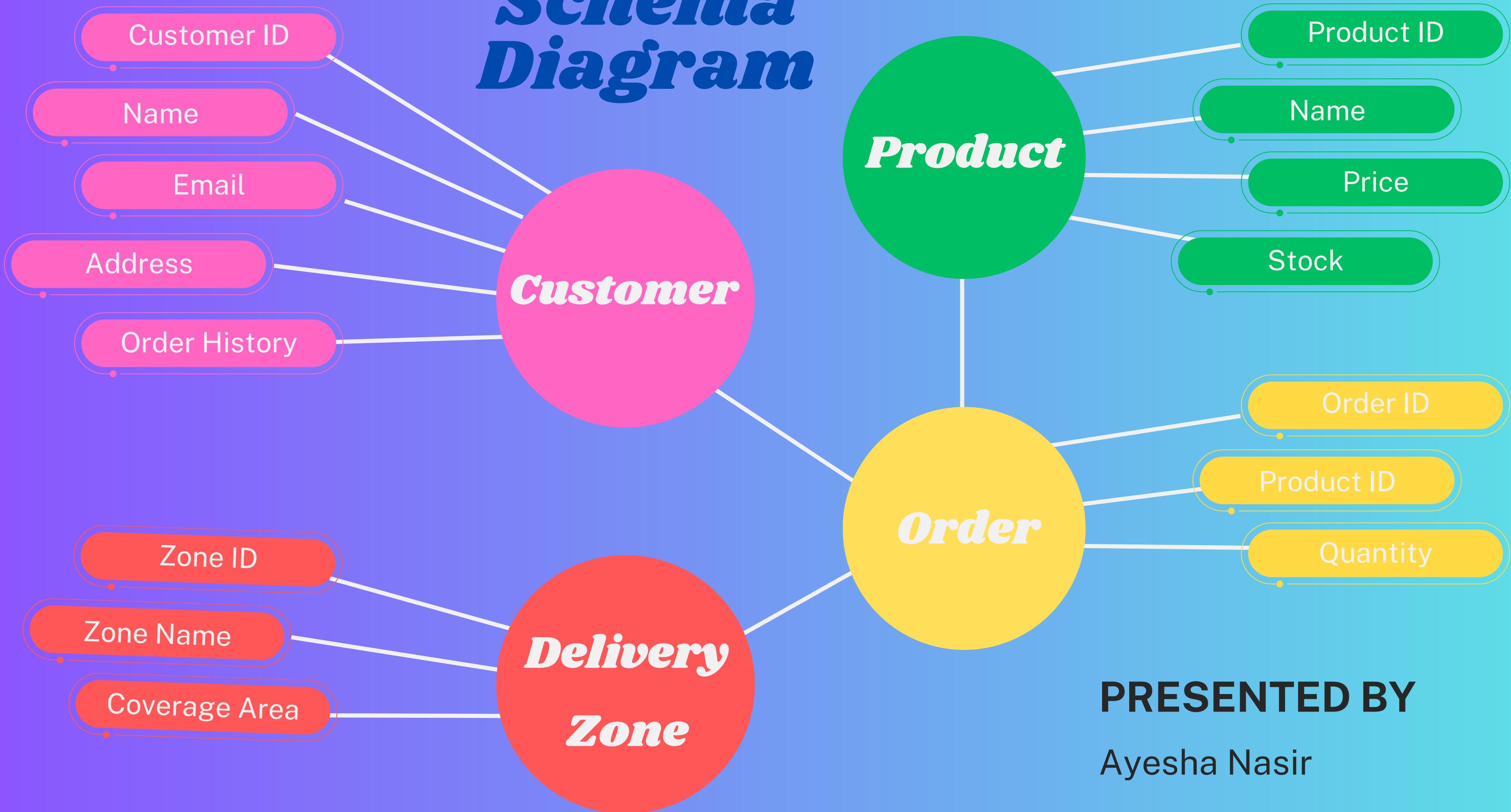
- ***Customers:***

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



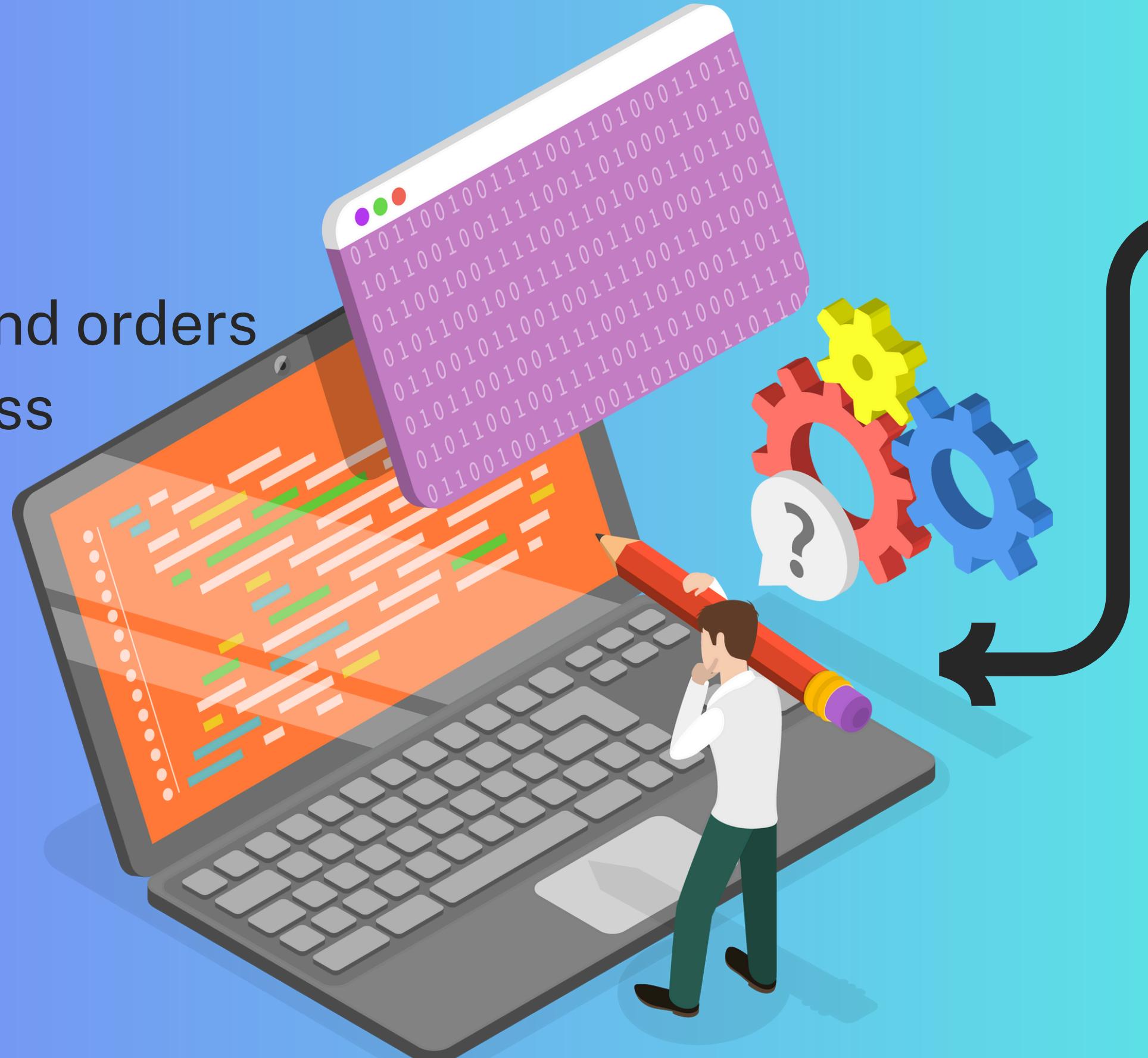
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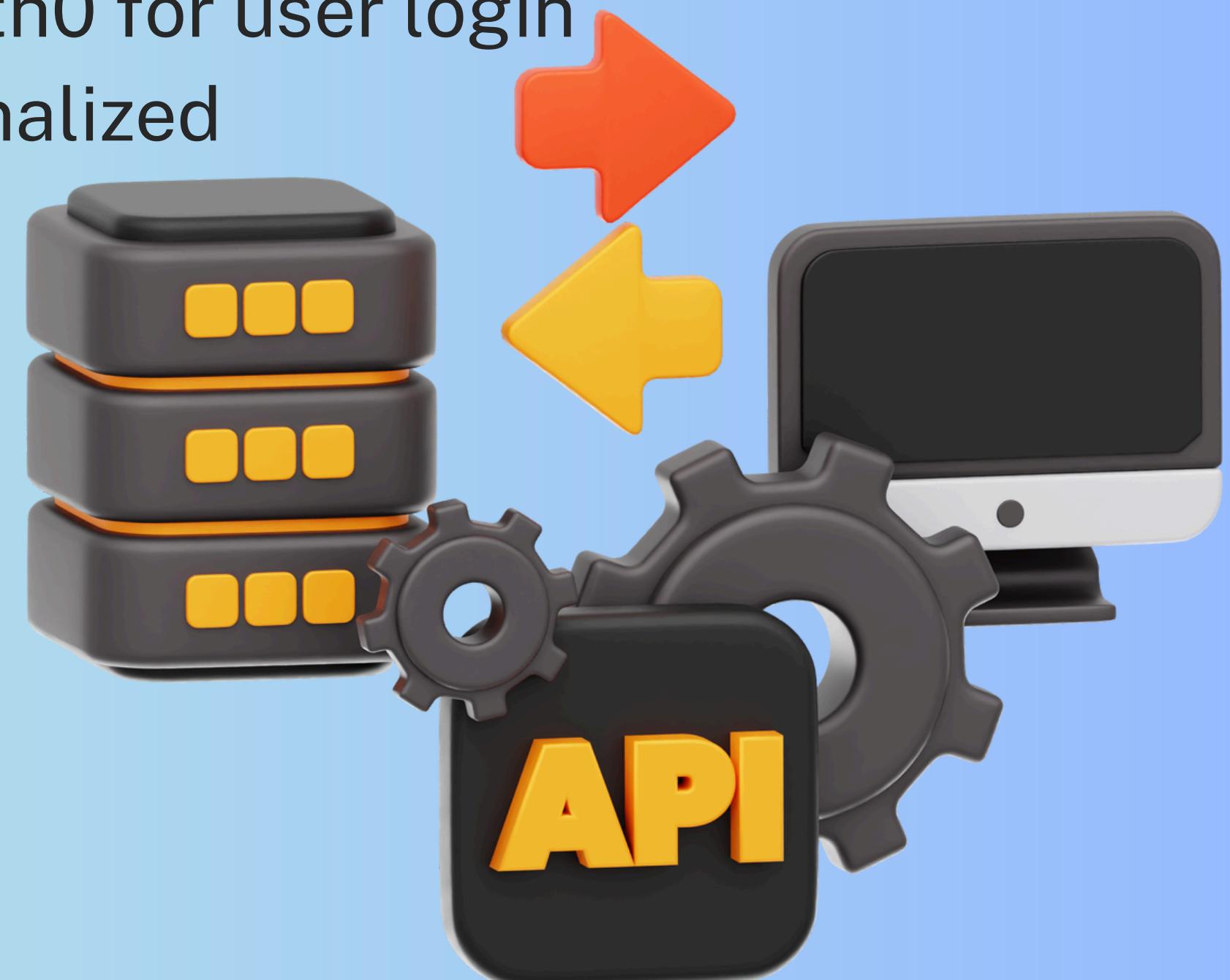
Backend (Sanity CMS):

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



→ ***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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API Endpoints:

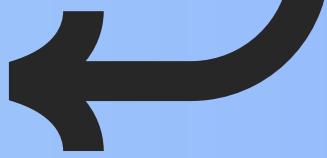
- **Get Products:** GET /products → Fetches available products
- **Get Product Details:** GET /products/:id → Fetches details of a specific product
- **Place Order:** POST /orders → Creates a new order
 - **Check Order Status:** GET /orders/:id → Fetches order status
 - **Track Shipment:** GET /shipment/:orderId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



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API Requirements



Endpoint	Method	Purpose	Response Example
/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*