

-Day Hackathon: Marketplace Builder & General E-commerce Business Roadmap_

1. Purpose:

Create a trusted online furniture marketplace for seamless buying and selling of diverse furniture products.

2. Business Goals:

Drive traffic, boost seller engagement, and enhance customer satisfaction with easy navigation, secure payments, and personalized shopping experiences.

3. Problem Statement:

Buyers face trust issues, difficulty comparing products, and lack of personalized recommendations; sellers struggle with visibility, high fees, and limited customer engagement.

4. Target Audience:

Buyers: Tech-savvy individuals, aged 25-50, seeking high-quality furniture.

Sellers: Small to medium-sized furniture businesses and entrepreneurs.

5. Demographics:

Age 25-50, urban and semi-urban areas, middle to upper-middle-class income.

6. Interests:

Buyers: Interested in home decor, furniture, and lifestyle.

Sellers: Entrepreneurs, product creators, and small furniture businesses.*

7. Pain Points:

Buyers face poor navigation, trust issues, and lack of personalized recommendations; sellers deal with high commissions, limited reach, and poor customer engagement.

8. Unique Selling Point (USP):

AI-powered furniture recommendations, virtual room designer, augmented reality (AR) view, secure payments, and personalized shopping experiences.

9. Core Entities and Attributes:

Customers: ID, Name, Email, Address, Payment Info.

Sellers: ID, Name, Products, Rating.

Products: ID, Name, Category, Price, Seller ID, Image.

Orders: ID, Customer ID, Product ID, Quantity, Total.

10. Key Relationships:

Customers ↔ Orders: One customer can place multiple orders.

Orders ↔ Products: Multiple products can be in one order.

Sellers ↔ Products: One seller can have multiple products.