Marketplace Builder Hackathon

Day: 2 Planning the Technical Foundation

- **Goals and Business Focus:**

  Our Business goals are the strategic objectives a company aim to achieve to ensure growth, profitability, and Long-term success in the industry. These goals focus on providing quality products, meeting customer need, and maintaining operational efficiency.

- **Key Features of Business Goals:**

1. **Product & Service Quality** – Ensuring high-quality offerings that meet customer needs and expectations.

2. **Website & Mobile Optimization** – Creating a responsive, fast-loading, and mobile-friendly platform for a seamless shopping experience.

3. **Digital Marketing & Advertising** – Using SEO, PPC, social media, email marketing, and influencer partnerships to attract and convert customers.

4. **Increase Sales & Revenue** – Maximizing online sales through effective marketing, pricing strategies, and customer engagement.

5. **Enhance Customer Experience** – Providing a seamless, user-friendly shopping experience with fast checkout, multiple payment options, and personalized recommendations.

6. **Secure Payment & Data Protection** – Ensuring secure transactions and protecting customer data through encryption and compliance with data privacy regulations.

7. **Competitive Pricing & Promotions** – Implementing discounts, flash sales, and special offers to attract and retain customers.

- **Transitioning to Technical Planning:**

1. **Define Technical Requirements:**

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

- **A responsive interface designed for both mobile and desktop users.**

- **Essential Pages**: Header,Footer,Product details Shopping Cart,Product Listing, and Order Confirmation.

- **Sanity CMS as Backend:**

- **Manages Product data, Customer details, and order records or delivery zones.**

- **Third-party APIs:**

- **Third-Party API manages payments and shipment tracking.**

- **Frontend interacts with sanity cms through product data APIs.**

2. Design System Architecture:

[Frontend (Next.js)]

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[Sanity CMS] ----------> [Product Data API]

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[Third-Party API] ------> [Shipment Tracking API]

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[Payment Gateway]

3. API Endpoints:

- **Product Data API**
  - **Endpoint: /produts**
  - **Method: Get**
  - **Description: Fetch all available products from Sanity CMS.**
  - **Response: Returns product details (ID,Name,Price, Stock,image).**

  - **Order API:**
  - **Endpoints: /orders**

- **Method: Post**
- **Description: Create a new order.**
- **Payload: Includes customer info, product details,and**

Payment status.

• Shipment API:

- **Endpoints: /shipment**
- **Method: Get**
- **Description: Track order shipment status via a**

third-party API.

- **Response: Includes shipment ID,Order ID,**

Status and Expected Delivery Date.

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                        Home Page

  SignUp/Login                              Products


    Product          Shop           Contact          CheckOut
    Details        Add to Cart    Email/Address

     Order          Payment        TrackShipment    Delivery Home
  Confirmation      Details
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