**Assessment**

Q . Client wants to build an ecommerce portal for sports equipment, he wants to give the

customers a great product experience along with smooth onboarding process to vendors on

his platform.

Outcome expected:

1. List down the major features for the ecommerce portal for end customers and for vendors

2. Define user journey for customer onboarding and vendor onboarding

**Sol: Features for Ecommerce Portal**

**Customer Portal Features**

1. **Product Browsing**:
   * **Description**: Customers need to explore and locate products effortlessly. This feature ensures a seamless search and navigation experience.
   * **Implementation**:
     + Use **categories** (e.g., sports type: cricket, football,basketball).
     + Add **filters** for price range, brand, ratings, etc.
     + Search bar with **autocomplete** suggestions powered by algorithms like Elastic search
   * **Benefit**: Simplifies product discovery and enhances user satisfaction.
2. **Product Experience**:
   * **Description**: Offers detailed insights into products for an informed purchase decision.
   * **Implementation**:
     + **High-quality images** with zoom-in and **360-degree view** capabilities for a closer look.
     + Provide a **detailed description** (material, dimensions, warranty).
     + Display **reviews and ratings** from other users to build trust.
   * **Benefit**: Builds buyer confidence in product quality.
3. **Smooth Checkout and Payment**:
   * **Description**: Simplifies the purchase process to reduce cart abandonment rates.
   * **Implementation**:
     + **Cart management**: Allow dynamic updates as customers add or remove items.
     + Multiple **payment options**: Cards, UPI, wallets, and EMI.
     + Save customer payment details using **tokenization** for one-click checkout.
   * **Benefit**: Improves user retention and purchase completion rates.
4. **Order Management**:
   * **Description**: Keeps customers informed about their purchases and provides support for issues.
   * **Implementation**:
     + Real-time **order tracking** with notifications (via SMS, email).
     + Simple **returns and refunds** process with automated RMA (Return Merchandise Authorization).
   * **Benefit**: Enhances post-purchase customer experience.
5. **Personalization**:
   * **Description**: Tailors recommendations to individual preferences.
   * **Implementation**:
     + Use **machine learning** to analyze browsing and purchase history.
     + Offer **targeted discounts** and product suggestions.
   * **Benefit**: Drives customer engagement and repeat purchases.

**Vendor Portal Features**

1. **Registration and Profile Management**:
   * **Description**: A streamlined process for vendors to join the platform and manage their profiles.
   * **Implementation**:
     + Collect vendor details like business name, contact info, and bank account for payouts.
     + Allow vendors to upload KYC documents (e.g., GST certificate, ID proof).
     + Implement **auto-verification** or manual admin approval.
   * **Benefit**: Simplifies vendor onboarding and compliance.
2. **Product Management**:
   * **Description**: Helps vendors efficiently list and manage their products.
   * **Implementation**:
     + Provide templates for **bulk uploads** via CSV files.
     + Enable vendors to update inventory dynamically.
     + Allow product descriptions, pricing, and discounts to be edited easily.
   * **Benefit**: Empowers vendors to showcase and update products conveniently.
3. **Order and Payment Tracking**:
   * **Description**: Helps vendors monitor sales and payments.
   * **Implementation**:
     + Create a **dashboard** to display received orders, pending deliveries, and payments.
     + Generate invoices and enable reconciliation of payments.
   * **Benefit**: Helps vendors streamline their order fulfilment process.
4. **Support**:
   * **Description**: Assisting vendors in resolving queries and mastering platform tools.
   * **Implementation**:
     + Offer **FAQ sections** and tutorials for first-time users.
     + Provide a **dedicated support ticket system** for addressing vendor issues.
   * **Benefit**: Builds vendor trust and reduces friction.

**User Journeys**

**Customer Onboarding Journey:**

1. **Visit the platform**: Navigate to the homepage and explore the site.
2. **Sign up**: Create an account using email, phone, or social media login.
3. **Explore products**: Browse through categories or search directly.
4. **Add to cart**: Select items, view their details, and add them to the cart.
5. **Checkout**: Enter shipping details and complete payment.
6. **Post-purchase**: Track orders and receive delivery notifications.

**Vendor Onboarding Journey:**

1. **Visit the vendor portal**: Access the "Register as Vendor" section.
2. **Sign up**: Fill in business details and upload required KYC documents.
3. **Verification**: Await approval from the platform administrators.
4. **Product listing**: Once verified, list products manually or via bulk upload.
5. **Track and fulfill orders**: Use the dashboard to monitor and process incoming orders.
6. **Receive payments**: Settle earnings via linked bank accounts.