ZelleXY

ZelleXY simplifies online commerce by centralizing business owners' presence, boosting visibility for small businesses, and providing user-friendly tools for setting up and managing digital storefronts. It enhances the client experience with intuitive browsing and search features, verified business profiles, and transparent ratings and reviews, fostering trust and confidence in purchasing decisions. Additionally, ZelleXY empowers business owners with valuable insights into store performance through an analytics dashboard, enabling data-driven decision-making and optimization of marketing strategies.

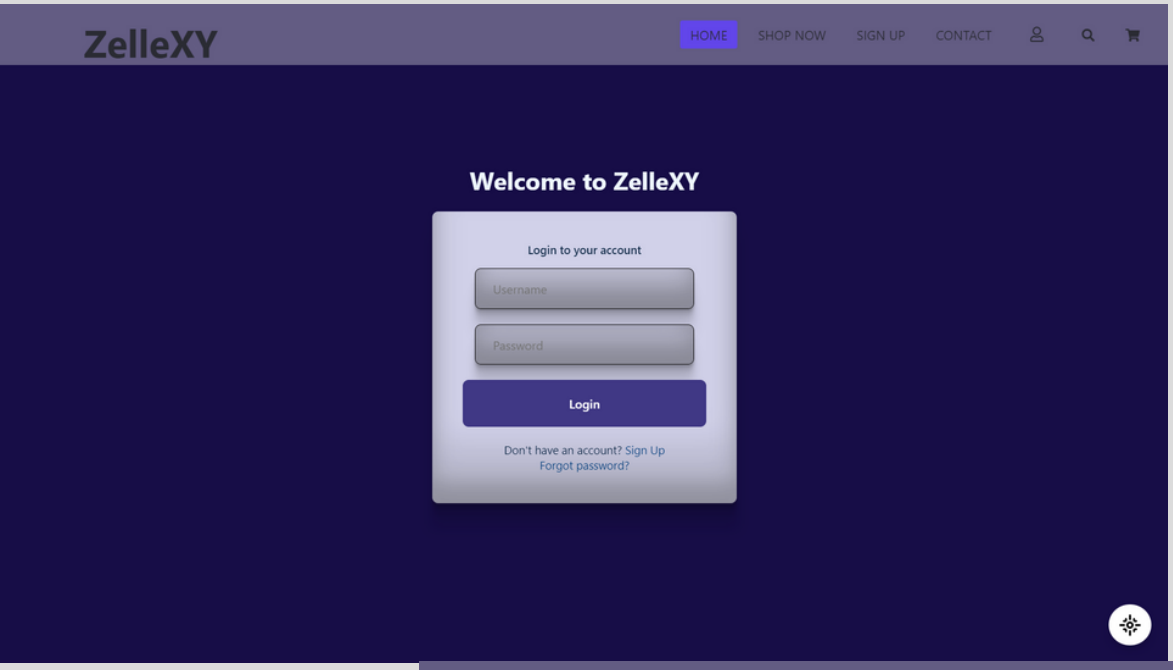
Problem Description

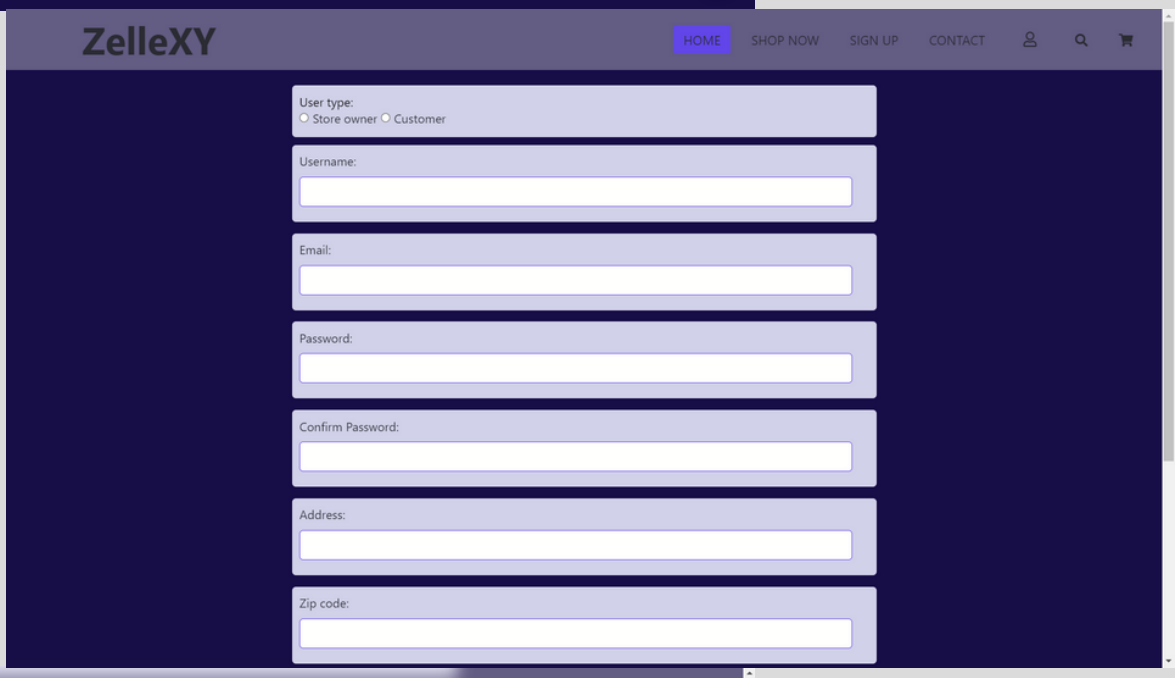
Despite the proliferation of online commerce platforms, small business owners often struggle to establish a strong digital presence and effectively manage their storefronts. Existing platforms may lack the necessary tools and features to boost visibility, build trust with customers, and provide valuable insights for optimizing business performance. This leads to challenges such as low visibility in crowded online marketplaces, difficulty in standing out from competitors, and limited access to actionable data for informed decision-making.

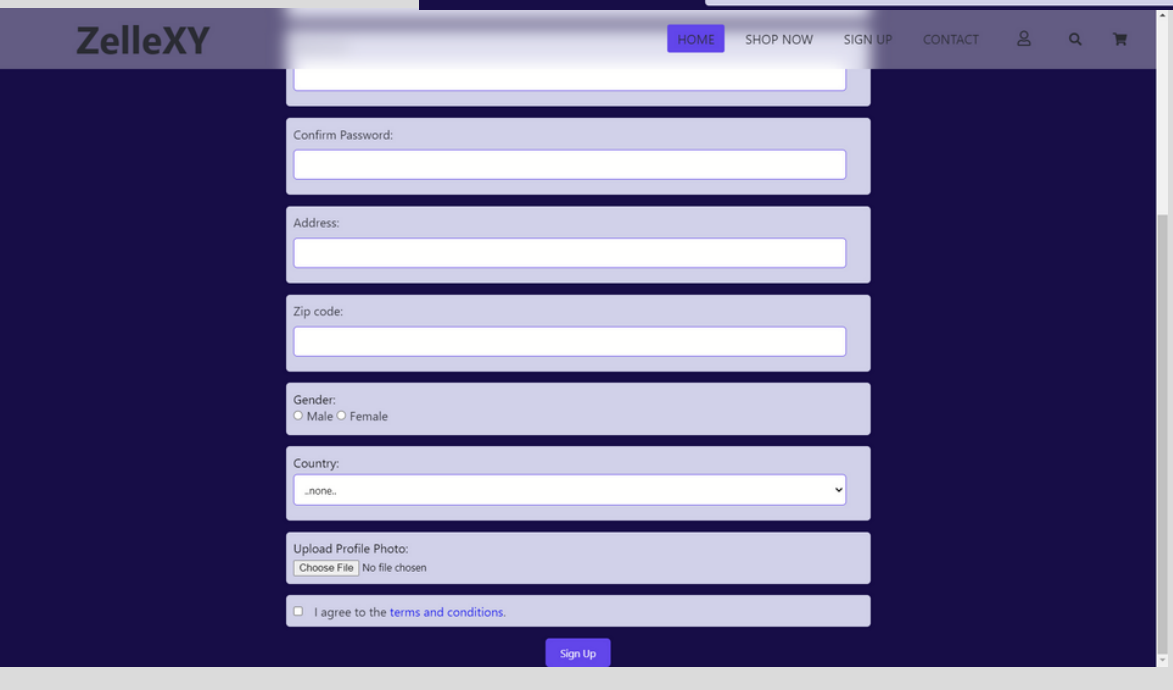
Functional Requirements

1. **User Registration and Authentication**: Secure user registration and login options, including email/password and social media.
2. **Business Owner Profiles**: Customizable profiles for showcasing business details, products, and services.
3. **Store Creation and Management**: Tools for business owners to easily create, edit, and manage digital storefronts.
4. **Client Profiles and Account Management**: Client profiles for managing account information, order history, and preferences.
5. **Browsing and Search Functionality**: User-friendly browsing and searching interfaces for finding products/services.
6. **Order Management and Checkout**: Seamless cart management, secure online checkout, and order tracking for clients.
7. **Analytics Dashboard for Business Owners**: Analytics dashboard for tracking store performance metrics like sales and revenue.
8. **Ratings and Reviews System**: A system for clients to leave ratings and reviews for products and stores.
9. **Contact and Support Features**: Contact information for support and additional resources like a blog or knowledge base.

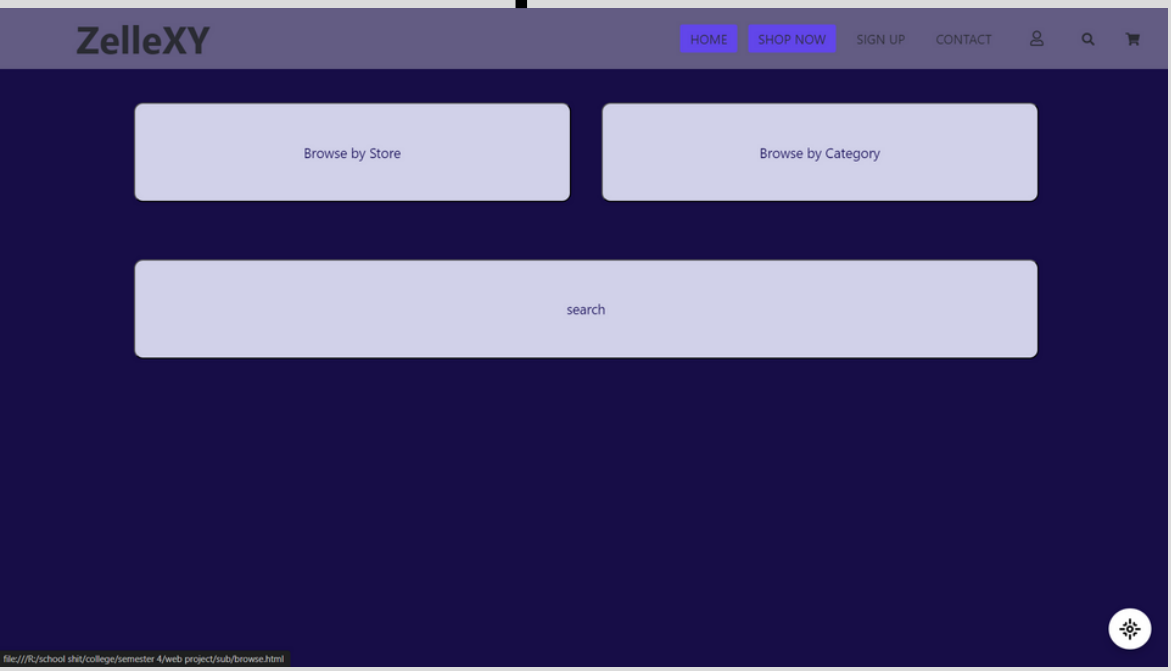
homepage and sign up page



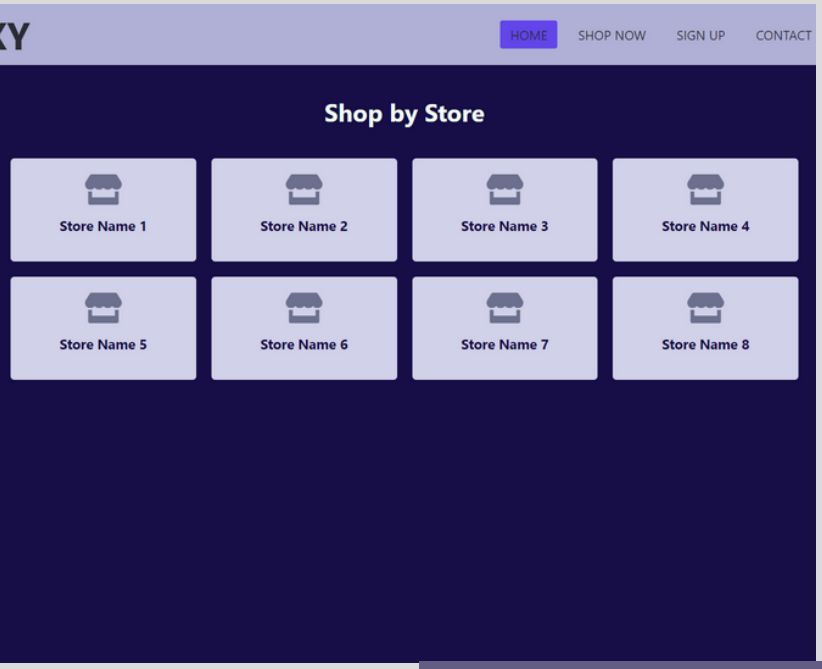




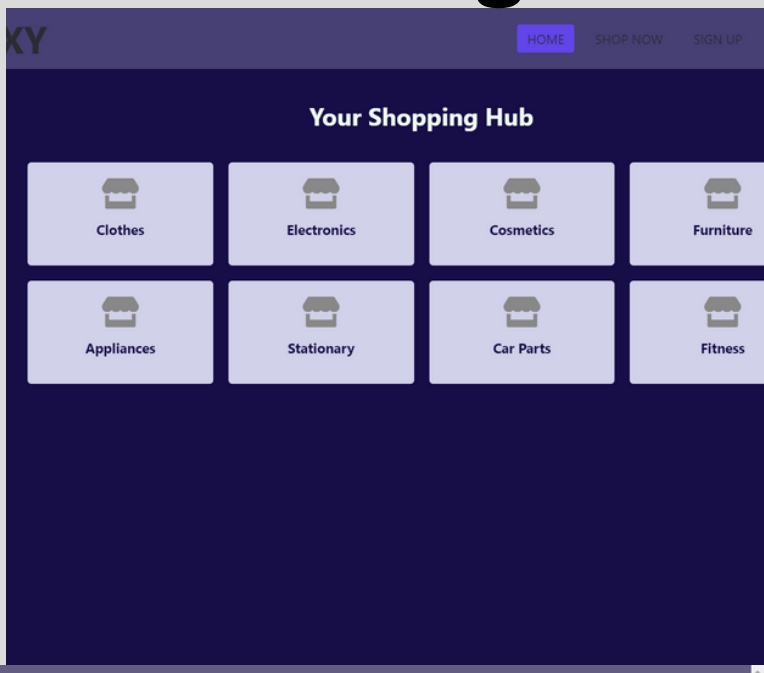
shop now



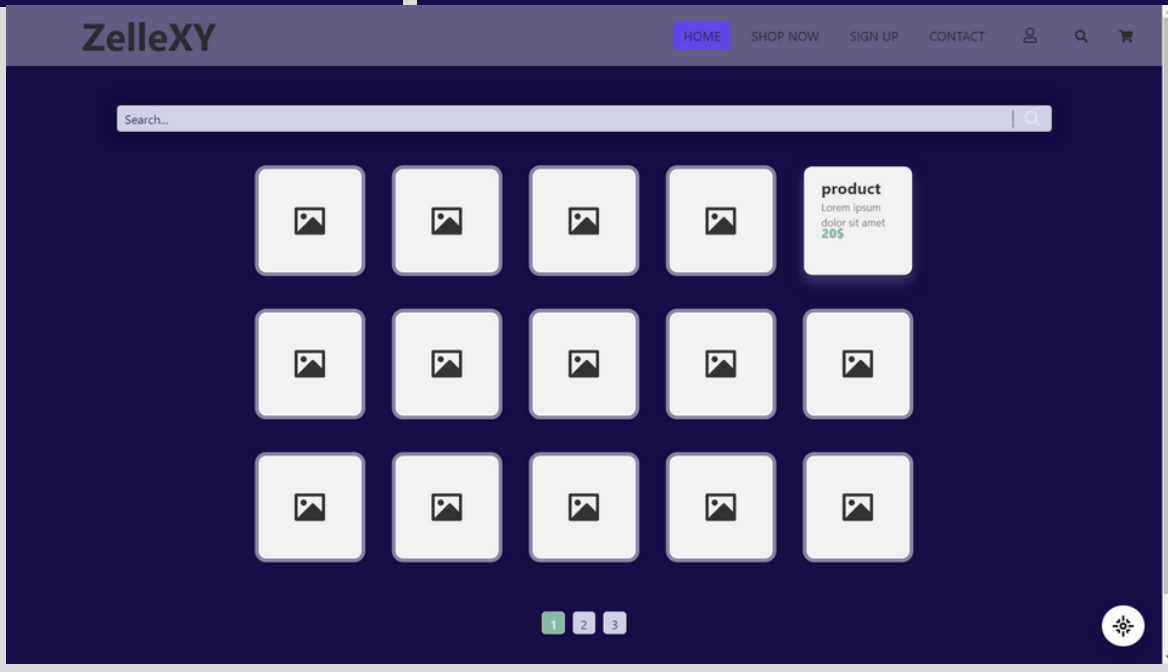
browse stores

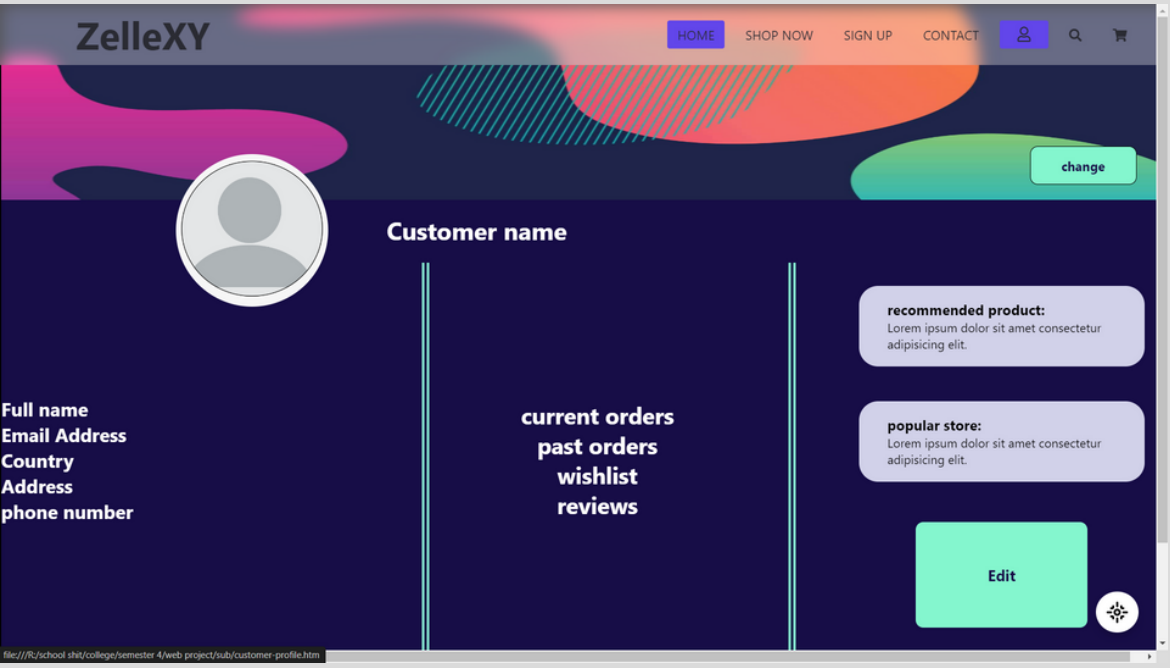


browse categories

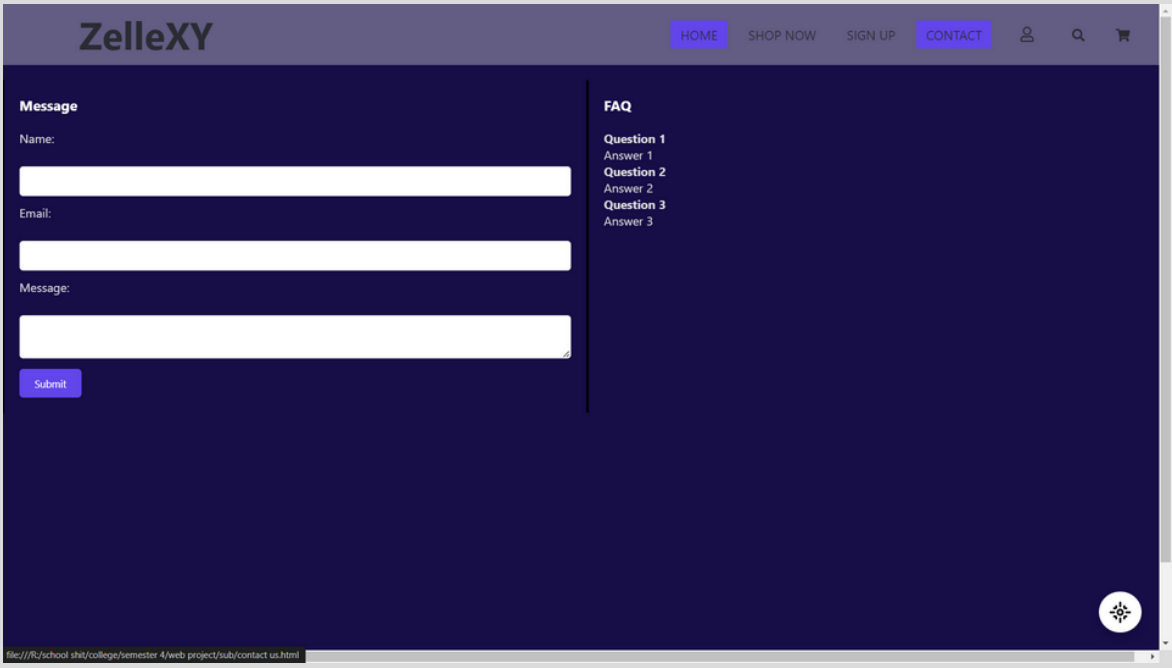


search for a product

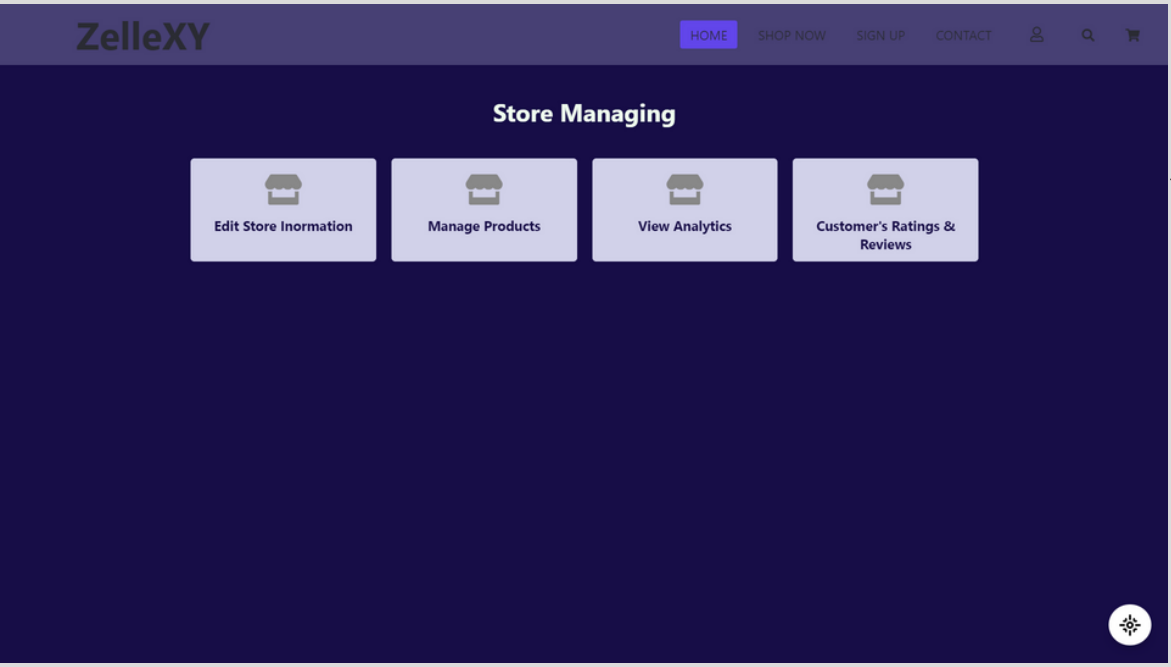




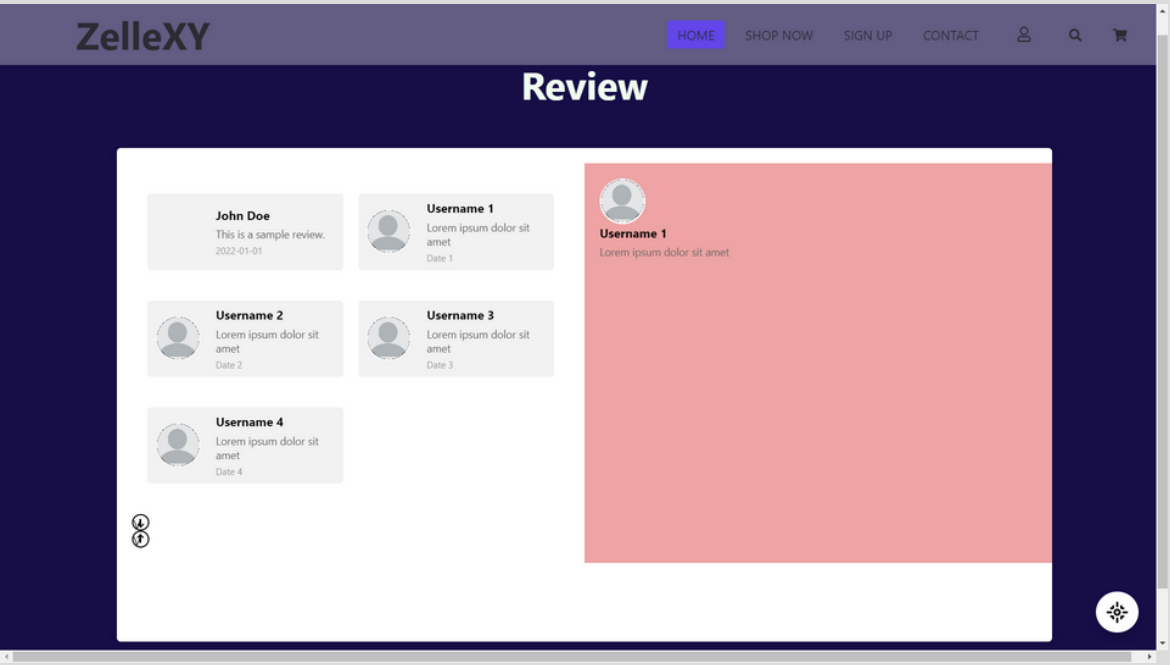
user profile



contact us page

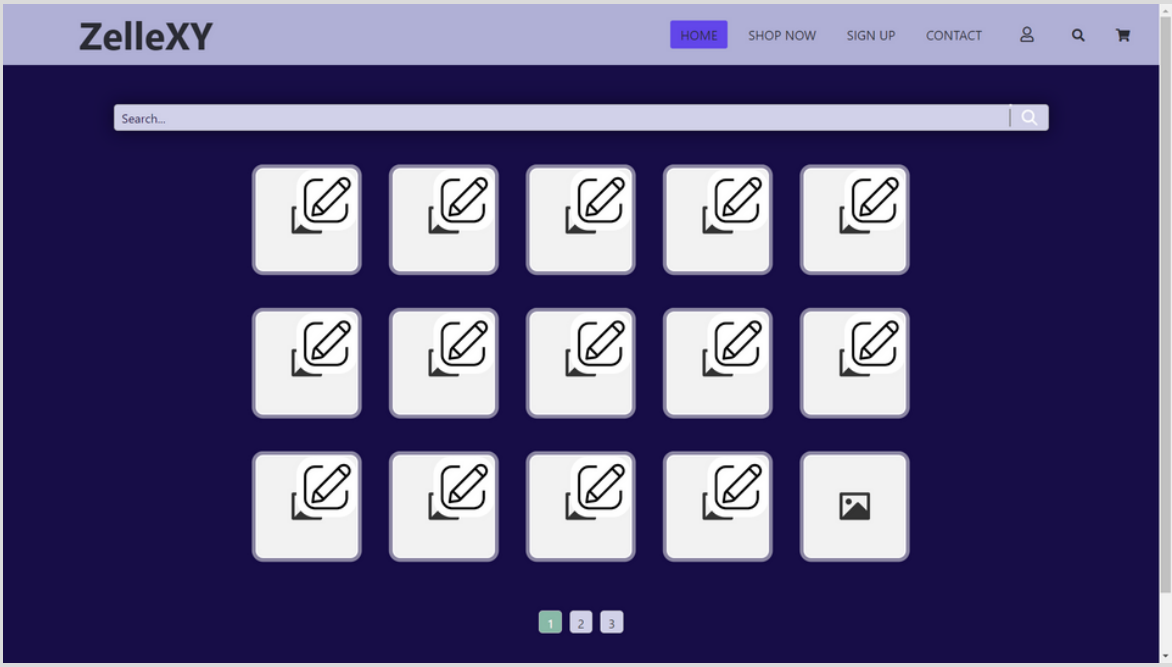


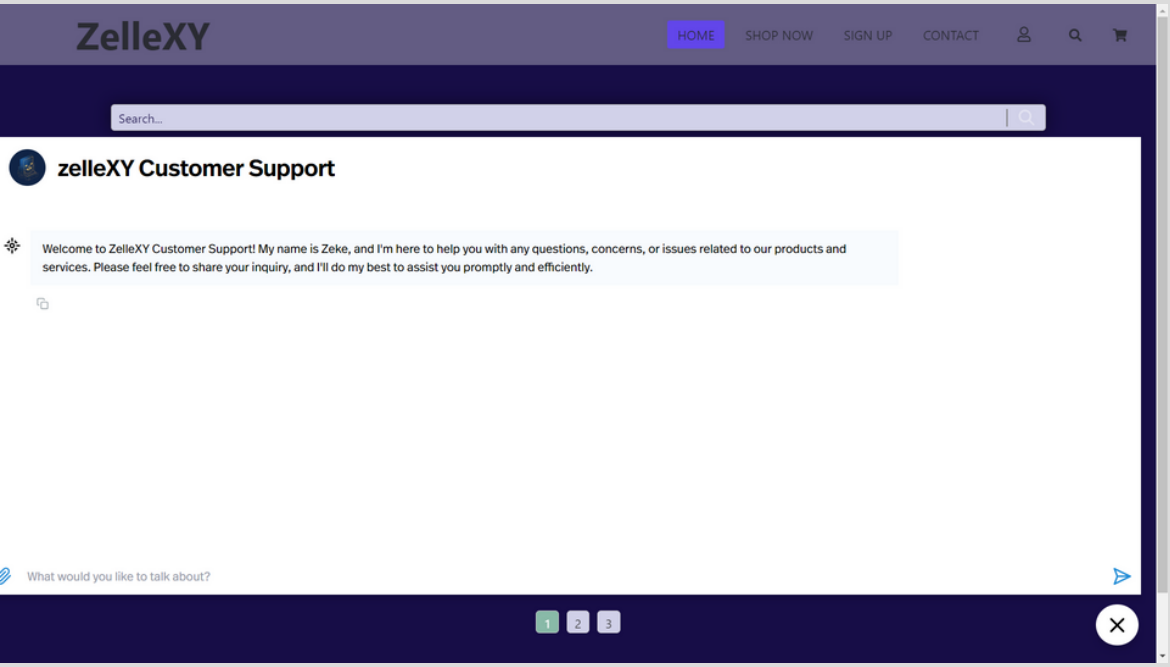
store manager homepage



owner reviews page

owner: edit products page





AI chatbot customer service

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