

Web and Mobile Development

PROJECT PROPOSAL

IndieBazaar

Name: Batool Ali Akbar	ID: ba07612
Name: Laiba Zehra	ID: lz07603

Contents

Introduction	3
Needs/Problems	3
Goals/Objectives	4
Project Team and Responsibilities	4
Project Wireframes/Screens	6

Introduction 10 points

IndieBazaar is a website focused on creating a comprehensive e-commerce platform designed to support and uplift small businesses across Pakistan. Many small businesses contribute to the local economy, however they face many challenges due to limited resources and technological barriers. Our platform is built to bridge that gap, providing a user-friendly digital marketplace where local entrepreneurs, artisans, and vendors can showcase their unique products to a nationwide audience.

In our application, we offer a seamless experience for sellers, enabling them to set up and manage their stores with ease. Our platform includes tools for inventory management, secure payment options, and customizable storefronts to help businesses present their brand professionally and attract customers.

For buyers, we are creating a curated marketplace where they can discover authentic, locally-made products, supporting the country's small business ecosystem. From handcrafted goods to homegrown brands, we want to ensure every purchase made on our platform contributes to the growth of Pakistan's small business economy. Moreover, people get to explore better quality products at the hands of underground brands and add to their reputation with their feedback.

Our mission is to drive digital transformation for small businesses, enabling them to thrive in the modern economy. By providing an empowering platform, we seek to unlock new economic opportunities, promote local entrepreneurship, and build a sustainable online marketplace that benefits both sellers and buyers.

Needs/Problems 10 points

- **Limited Market Access for Small Businesses:** Small businesses in Pakistan often struggle to reach a wider audience due to geographical and logistical barriers. Many rely on local foot traffic or traditional markets, which limits their growth potential. Our platform solves this by offering a digital marketplace, enabling small businesses to reach customers across the country without the need for physical expansion or heavy marketing costs.
- **Technological Barriers:** Many small business owners lack the technical knowledge and resources to build and maintain their own e-commerce websites. Developing an online presence can be expensive and time-consuming. Our platform eliminates these barriers by providing a ready-to-use, user-friendly solution that requires minimal technical expertise, allowing even the smallest businesses to sell online with ease.
- **High Cost of Traditional Business Expansion:** Expanding a business traditionally requires significant investment in physical infrastructure, marketing, and staffing. By transitioning to an eCommerce platform, small businesses can grow without the hefty costs associated with opening new locations, hiring more staff, or investing in large-scale marketing campaigns.
- **Lack of Brand Visibility and Digital Presence:** Small businesses often lack the resources to build strong brand identities, and in turn, they struggle to compete with larger, well-known brands. Our platform helps level the playing field by offering customizable storefronts and built-in marketing tools, enabling small businesses to establish their brand, connect with customers, and grow their online presence.
- **Challenges with Inventory and Order Management:** Managing inventory, tracking orders, and handling logistics can be overwhelming for small businesses. Many do not have access to sophisticated systems that larger companies use to streamline these processes. Our platform offers easy-to-use tools for inventory management, order tracking, and fulfillment, allowing businesses to focus more on growth rather than operational hurdles.

Goals/Objectives

5 points

- **Business Owner Side**

- Business Owners can display their work via an organized portfolio filled with graphics like images and videos
- Business Owners can list their services
- Business Owners will have an access to the built in templates with minor customization based on their preferences
- Business Owners can connect their social media handles
- Business Owners can have properly organized orders and a database with their sales
- Business owners can create and manage discount codes, sales campaigns, and promotional offers to attract customers and drive more sales

- **Customer Side**

- Customers can look for different businesses
- Customers can narrow down their search through different filter options like cost and reviews
- Customer can provide feedback and reviews on businesses
- Customers can bookmark and save the businesses that seem interesting
- Customers can request services via the app directly
- The platform can recommend businesses based on the customer's location, ensuring they discover local products and services that are relevant to their area

Project Team and Responsibilities

5 points

Role	Responsibilities
Backend Engineer	<ul style="list-style-type: none">• Design and implement the server-side architecture to support E-commerce functionalities, including product listings, user accounts, and transaction processing.• Develop and manage a scalable database schema to handle product information, user data, and order history efficiently.• Implement secure authentication and authorization mechanisms for user accounts and admin access.• Set up and manage server deployment, scaling solutions, and ensure high availability and performance.• Monitor backend systems for performance issues and implement necessary optimizations and bug fixes.

Role	Responsibilities
Frontend Engineer	<ul style="list-style-type: none"> • Develop and maintain the user-facing components of the E-commerce site, including product pages, shopping cart, and checkout process. • Implement responsive design to ensure the website is fully functional on different desktops. • Integrate frontend interfaces with backend APIs to ensure seamless interaction between the user interface and server-side data. • Optimize the website for fast loading times and smooth user interactions. • Debug and resolve any issues related to the user experience, including visual and functional bugs. • Ensure cross-browser compatibility and address inconsistencies across different browsers.
UI/UX Engineer	<ul style="list-style-type: none"> • Conduct user research to understand the needs and preferences of potential customers for the eCommerce site. • Create wireframes, mockups, and prototypes for the website's key pages, such as the homepage, product listings, and checkout flow. • Develop user personas and journey maps to guide design decisions and ensure a user-centered approach. • Design an intuitive and visually appealing interface that enhances the shopping experience and facilitates easy navigation. • Collaborate with frontend engineers to ensure the designs are accurately implemented and make adjustments based on feedback. • Conduct usability testing with real users to gather feedback and iterate on design improvements.

Project Wireframes/Screens

20 points



Figure 1: Login Screen



Figure 2: Signup Screen

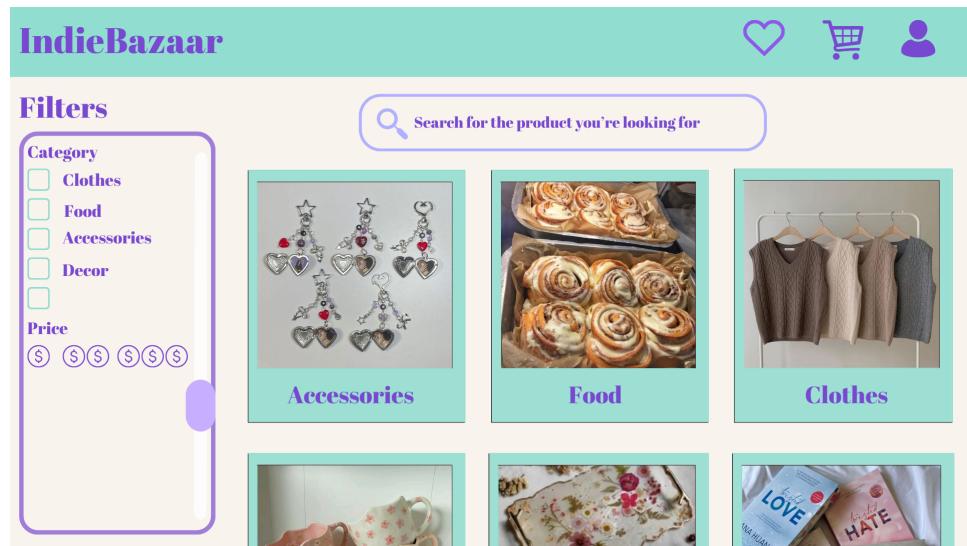


Figure 3: Home Page

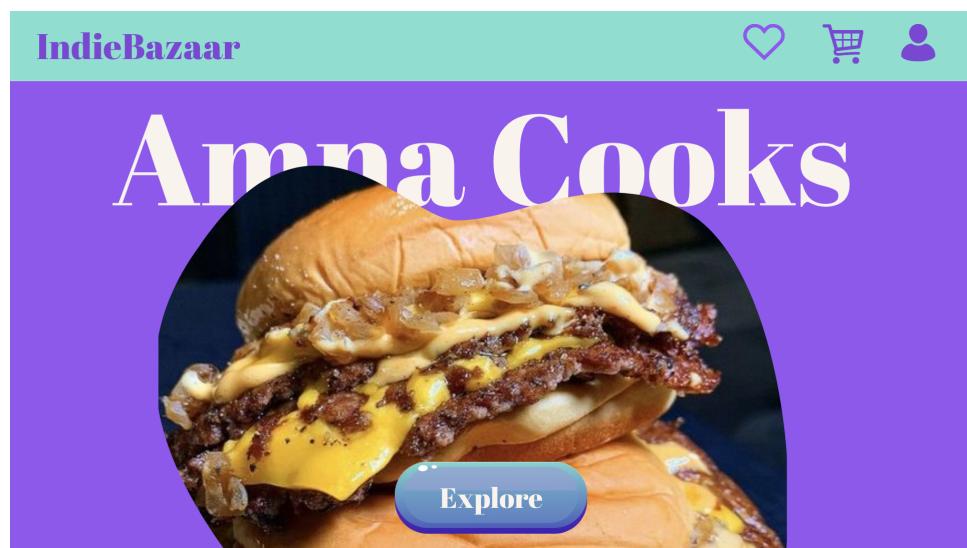


Figure 4: Business Home Page

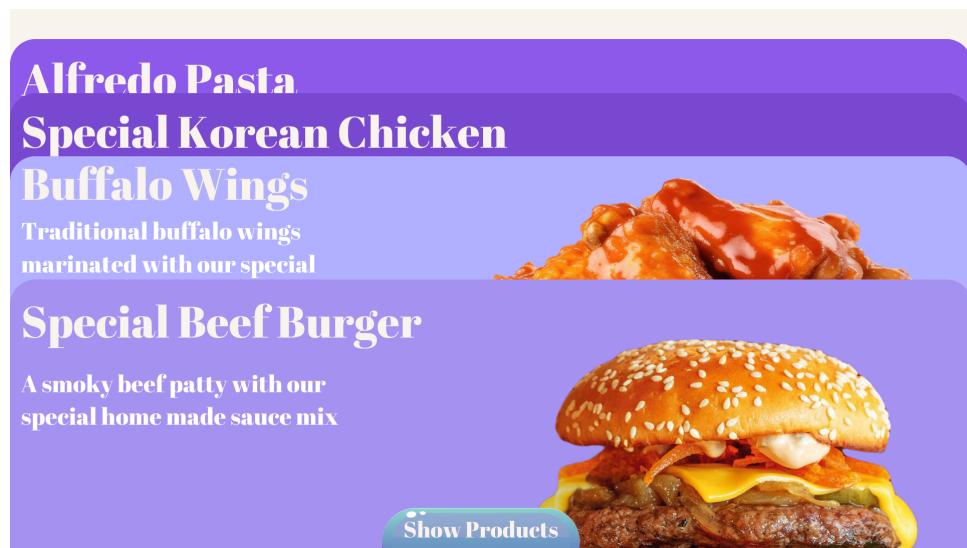


Figure 5: Business Portfolio

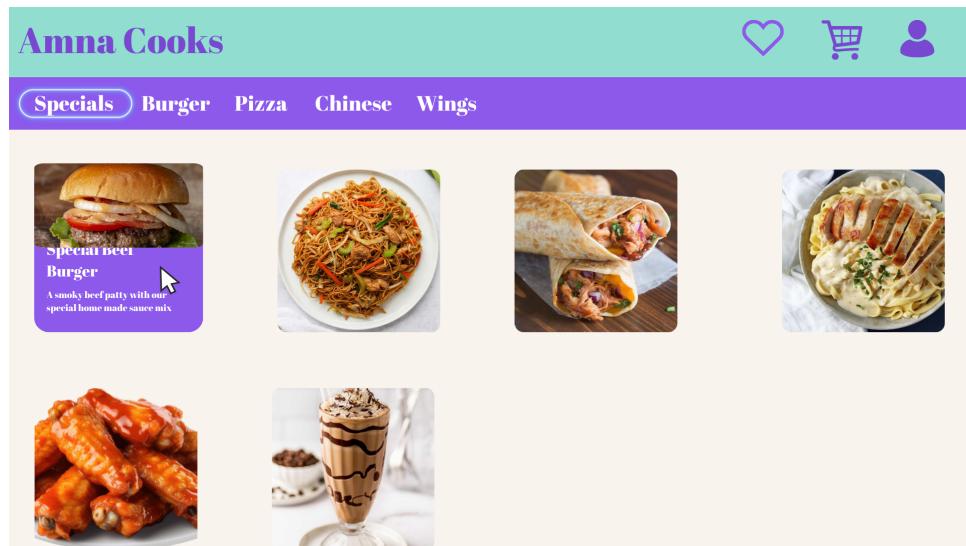


Figure 6: Business Products

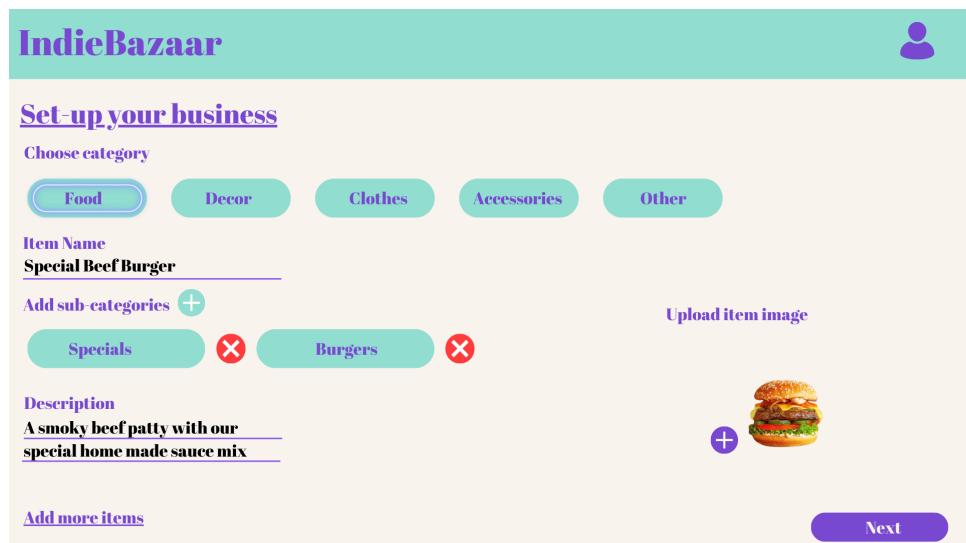


Figure 7: Add Business Screen