

Assessment

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

Point 1: Major Features

For End Customers (Customer Portal):

1. Feature One: User Registration/Login

- Allow customers to sign up with email or social media accounts.
- Offer guest checkout for quick purchases.

2. Feature Two: Product Browsing and Search

- Simplify product discovery with intuitive categorization.
- Enhance search with filters and personalized recommendations.

3. Feature Three: Product Details and Reviews

- Provide detailed descriptions, high-quality images, and customer reviews.

4. Feature Four: Shopping Cart and Checkout

- Enable easy shopping with a user-friendly cart.
- Offer multiple payment options and a smooth checkout process.

5. Feature Five: Order Management

- Keep customers informed with order tracking.
- Allow easy order cancellation or modification.

6. Feature Six: Customer Support

- Offer live chat support, FAQ section, and personalized assistance.

For Vendors (Vendor Portal):

1. Feature One: Vendor Registration/Login

- Streamline registration with a user-friendly form.
- Implement verification for authenticity.

2. Feature Two: Product Management

- Simplify product management with intuitive tools.
- Allow bulk product uploads and efficient inventory management.

3. Feature Three: Order Fulfillment

- Provide notification system and tools for order management.
- Integrate with shipping carriers for label generation.

4. Feature Four: Analytics and Reporting

- Empower vendors with sales and inventory reports.
- Offer insights into customer behavior.

5. Feature Five: Vendor Support

- Establish a dedicated support channel and knowledge base.

Point 2: User Journey

Customer Onboarding:

- 1. Discover Ecommerce Portal:** Visit website or app.
- 2. Sign Up or Continue as Guest:** Register or proceed as guest.
- 3. Explore Products:** Browse or search for items.
- 4. Add to Cart:** Select items for purchase.
- 5. Proceed to Checkout:** Provide shipping and payment details.

6. **Confirm and Track Order:** Review and confirm purchase, receive tracking information.
7. **Optional Account Creation:** Create account for convenience.

Vendor Onboarding:

1. **Access Vendor Registration:** Visit vendor registration page.
2. **Submit Information:** Fill out form, verify identity.
3. **Complete Profile Setup:** Finalize profile and payment preferences.
4. **Access Vendor Dashboard:** Gain access to manage products and orders.
5. **Add Products:** Upload product details and images.
6. **Set Up Shipping Options:** Configure shipping policies.
7. **Begin Selling and Monitoring:** Start selling and track performance.