

Day 7 - Live Deployment and Post-Launch Practices

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Hackathon Project: Q-Commerce FoodTuck Restaurant

1. Deployment Checklist

Environment Setup:

[✓] Configured production environment variables securely

[✓] Encrypted and securely stored sensitive data (API keys, database credentials).

Secure Hosting:

[✓] Used Vercel for hosting the project.

[✓] Enabled HTTPS for all traffic using SSL certificate

Codebase Management:

[✓] Kept the production repository private.

[✓] Separated staging and production repositories.

[✓] Documented each step of the deployment process.

2. Security Checklist

Penetration Testing:

[✓] Tested for vulnerabilities (SQL injection, XSS, CSRF, etc.).

[✓] Used tools like OWASP ZAP and Burp Suite.

[✓] Prioritized testing on critical areas (payment systems, login authentication).

Data Encryption:

[✓] Encrypted sensitive user data (passwords, payment details).

[✓] Ensured secure data storage and transmission.

User Management:

[✓] Implemented role-based access control (RBAC).

[✓] Maintained a separate admin dashboard.

Periodic Testing:

[✓] Scheduled recurring security audits.

3. Post Go Live Checklist

Branding and Marketing:

[✓] Designed a professional logo and brand identity.

[✓] Created a strong social media presence.

[✓] Launched paid ads, SEO, and email campaigns.

[✓] Collaborated with influencers for promotions.

Investor Partnerships:

[✓] Pitched the marketplace to potential investors.

[✓] Defined terms of partnership (equity sharing, roles, responsibilities).

[✓] Ensured contracts align with long-term business goals.

Inventory and Resource Management:

[✓] Collaborated with investors for inventory planning.

[✓] Automated inventory tracking.

[✓] Allocated resources for data entry, order fulfillment, and customer support.

4. Business Pitch Deck

Introduction:

Marketplace Name: Q-Commerce FoodTuck Restaurant

Tagline: "Delivering Deliciousness at Doorstep"

Vision: To revolutionize food delivery by providing a seamless and efficient platform for customers and restaurants.

Problem Statement:

Many customers face delays and inefficiencies in food delivery services. Restaurants struggle to manage online orders effectively.

Solution:

Q-Commerce FoodTuck Restaurant provides a fast, reliable, and user-friendly platform for food delivery, integrating advanced technologies like Next.js, Firebase, and Sanity for seamless operations.

Market Opportunity:

The food delivery market is growing rapidly, with a projected CAGR of 10% over the next five years. Our platform targets urban areas with high demand for quick and efficient food delivery services.

Product Features:

Real-time order tracking.

Secure payment gateways.

User-friendly interface for both customers and restaurants.

Advanced analytics for restaurants to optimize their operations.

Business Model:

Revenue will be generated through commissions on each order and subscription plans for restaurants.

Marketing Strategy:

Leverage social media, influencer partnerships, and referral programs to attract customers.

Use SEO and paid ads to increase visibility.

Team:

Rabia Bushra: Full-stack developer and project lead.

[I will add more team members if needed]

Financial Projections:

Expected revenue: \$1600 per month initially, scaling up to \$2500+ with investor support.

Call to Action:

Seeking \$300-\$400 in initial funding to scale operations and attract more customers.

5. Professional Resume:

Name: Rabia Bushra

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Skills:

HTML, CSS, JavaScript, TypeScript

TailwindCSS, Next.js, React.js, Node.js

Firebase, Sanity, Prisma, NextAuth, Clerk, JWT

Figma (UI/UX Design)

Hackathon Achievements:

Successfully built and deployed Q-Commerce FoodTuck Restaurant using Vercel, Sanity, Firebase, and other advanced technologies.

Conducted thorough testing using PageSpeed.web for performance optimization.

Portfolio Links:

GitHub: <https://github.com/BushraSohail33>

LinkedIn: <https://www.linkedin.com/in/rabia-bushra-849>

Vercel: <https://vercel.com/bushra-sai>

6. Gratitude and Positive Gestures

Thank You Notes:

To Governor of Sindh Kamran Tessori:

Thank you for your support in making these hackathons possible. Your initiatives have not only provided us with a platform to showcase our skills but have also inspired countless young minds to dream big and work hard.

To Sir Zia Khan:

Thank you for your guidance and encouragement throughout this journey. Your insights and expertise have been invaluable in shaping this project.

To CEO Daniyal Nagori:

Thank you for your mentorship and for challenging us to think creatively and strategically.

To Sir Ameen Alam:

Thank you for your dedication and for teaching us the best practices in deployment and post-launch strategies.

To All Teachers and Faculty:

Thank you for your time and expertise. Your hard work, patience, and belief in our potential have made this experience unforgettable.

A Special Note on Teamwork: Currently, I am working alone on this project, but I am open to collaboration. Teamwork is the key to innovation, and I look forward to building a strong team in the future.

7. Final Notes

This journey has been a transformative experience, and I am grateful for the opportunity to learn and grow. I promise to carry forward the values of Credibility, Transparency, Honesty, and Quality in all my future endeavor.