E-Commerce Portal for Sports Equipment

Assignment Submission for Business Analyst Internship

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1. Introduction

This document outlines the features and user journeys for an e-commerce portal focused on sports equipment. The portal is designed to provide a seamless shopping experience for customers and an efficient onboarding process for vendors. As a Business Analyst, my role is to identify and document the core functionalities of the portal, ensuring it meets the needs of all stakeholders.

2. Features of the Portal

A. For Customers

1. **Product Browsing**: Allows customers to explore products by category (e.g., cricket, football, gym equipment).
2. **Wishlist and Cart Management**: Customers can save items to their wishlist or add them to their cart for later purchase.
3. **Smooth Checkout Process**: Supports multiple payment methods, including credit cards, UPI, and wallets.
4. **Order Tracking**: Real-time updates on order status and delivery.
5. **Product Reviews and Ratings**: Customers can review and rate products to help others make informed decisions.

B. For Vendors

1. **Easy Registration**: A straightforward process to register and create a vendor account.
2. **Product Listing Management**: Vendors can add, edit, or delete product details (name, price, description, and images).
3. **Order and Inventory Management**: Track sales, manage inventory levels, and update stock.
4. **Sales Analytics**: Access reports to monitor performance and revenue trends.
5. **Payment Integration**: Set up payment accounts to receive earnings directly.
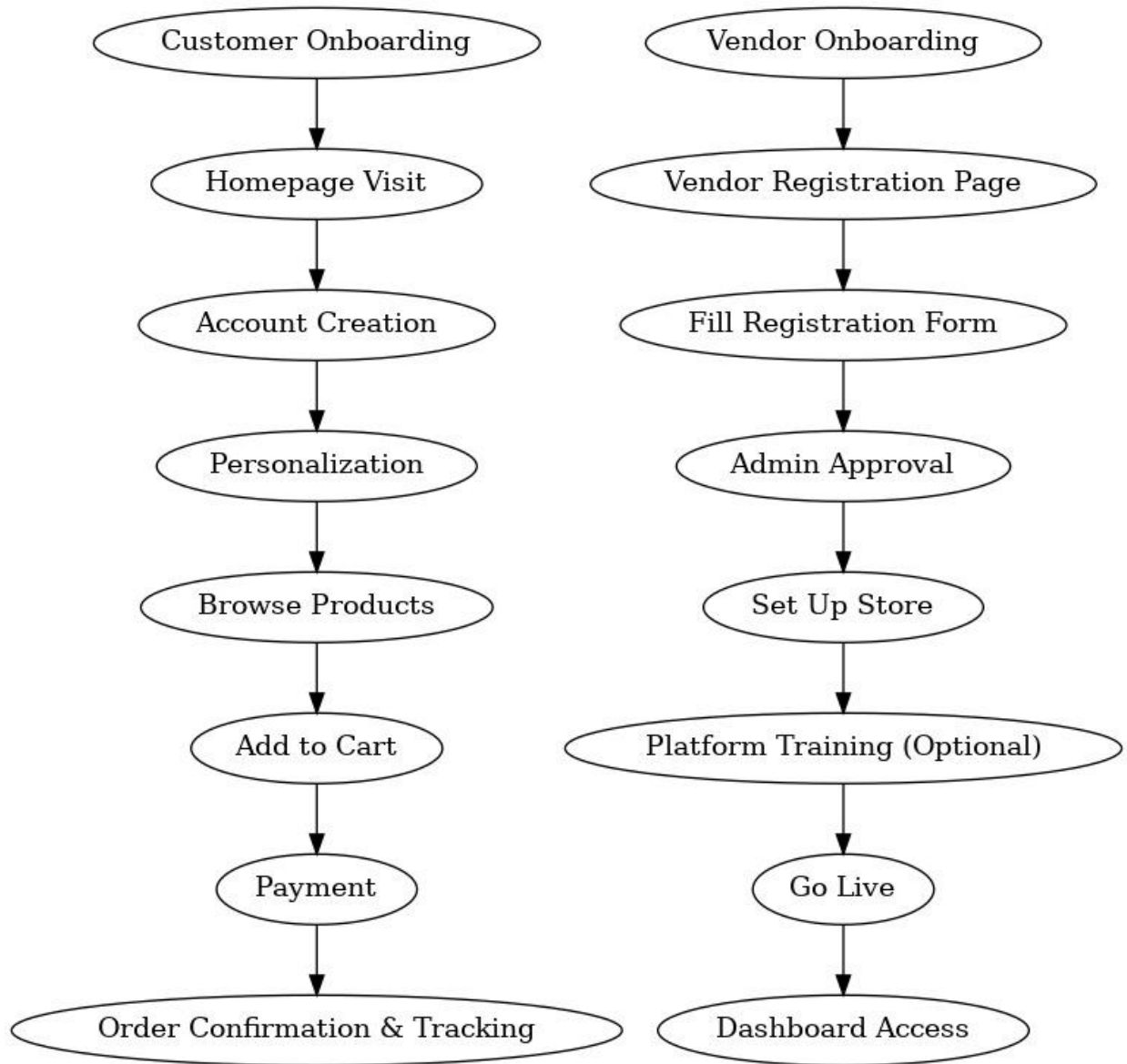
3. User Journeys

A. Customer Onboarding Steps

1. **Visit the Website**: Access the portal through the homepage.
2. **Register or Log In**: Create a new account or log in using existing credentials.
3. **Browse Products**: Explore categories and products.
4. **Add to Cart**: Select products and add them to the cart.
5. **Checkout**: Proceed to payment, enter delivery details, and confirm the order.
6. **Receive Order Confirmation**: Get an email or SMS with order details.

B. Vendor Onboarding Steps

1. **Visit the Vendor Section**: Navigate to the vendor registration page.
2. **Sign Up**: Provide business details and upload required documents for verification.
3. **Complete Verification**: Wait for approval from the portal admin.
4. **Set Up Store**: Add products, set prices, and upload images.
5. **Start Selling**: Begin receiving orders and managing inventory.
6. **Receive Payments**: Monitor earnings and withdraw funds to linked accounts.

4.Data Flow Diagram:

```
Customer Onboarding              Vendor Onboarding
        |                                |
        v                                v
   Homepage Visit              Vendor Registration Page
        |                                |
        v                                v
  Account Creation              Fill Registration Form
        |                                |
        v                                v
   Personalization                Admin Approval
        |                                |
        v                                v
   Browse Products                 Set Up Store
        |                                |
        v                                v
     Add to Cart           Platform Training (Optional)
        |                                |
        v                                v
      Payment                         Go Live
        |                                |
        v                                v
Order Confirmation & Tracking     Dashboard Access
```

5. Conclusion

The e-commerce portal for sports equipment is designed to simplify the shopping experience for customers while providing a robust platform for vendors to sell their products. By focusing on user-friendly features and efficient onboarding processes, the portal can cater to the needs of both stakeholders and achieve success in the competitive e-commerce market.