ZUHAIB *AHMED*

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ABOUT
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Market Type

Our furniture e-commerce website operates in the **B2C (Business-to-Consumer)** market. It connects furniture sellers directly with customers who are looking for quality furniture at their convenience.

Primary Purpose

The primary purpose of our website is to provide a user-friendly platform where customers can browse, search, and purchase furniture online. It aims to make furniture shopping easy, accessible, and efficient while offering a wide range of options for different styles and budgets.

Problem

- Customers often face difficulty finding quality furniture that matches their style, quality, and budget all in one place.
- Visiting multiple physical stores is time-consuming and inconvenient for most people.
- There is a lack of personalized shopping experiences for furniture buyers.

Solution

- Our website offers a **centralized platform** featuring furniture from various sellers, ensuring variety and accessibility.
- It provides **convenience** by allowing users to shop from the comfort of their homes, avoiding the hassle of visiting physical stores.

- **Search and filter features** help customers find furniture quickly based on price, size, material, or color.
- Customers can also benefit from **delivery tracking** to stay updated on their purchases (a backend feature we'll add).

Proposed Solution

- **Shop Section:** Organized products with filters for easy browsing.
- **On-Sale Products:** A section highlighting discounts and promotions.
- **Cart & Checkout:** Seamless order management with secure payment options.
- **Seller Dashboard:** Tools for sellers to manage inventory, sales, and orders.
- **Responsive Design:** Optimized for all devices, ensuring a great user experience.
- **Secure Payment:** Integration with trusted gateways like Stripe or PayPal.

Target Audience

Primary Audience:

- Homeowners and renters who are looking to furnish their spaces.
- Young professionals and families who prioritize convenience and modern furniture designs.

Secondary Audience:

- Interior designers who need easy access to furniture for their clients.
- Small businesses looking to furnish their offices or workspaces.

Products & Services

Products:

- Living room furniture (sofas, coffee tables, TV stands).
- Bedroom furniture (beds, nightstands, dressers).
- Dining room furniture (tables, chairs).
- Office furniture (desks, office chairs).

Services:

- An easy-to-use browsing and filtering experience to find the perfect furniture.

- Secure payment options to ensure safe transactions.
- Delivery scheduling and tracking for customer convenience.
- Reliable customer support for inquiries, returns, and issues.

Sanity Schema Types and Required Information

1. **Product Schema**
   This schema will store information about each furniture item. It will include fields like the product name, a unique slug for URLs, a detailed description, price, category, product images, stock availability, and any special features. This schema ensures that all products are well-organized and easy to retrieve.
2. **Category Schema**
   The category schema will be used to group products into categories like "Living Room," "Bedroom," "Dining Room," etc. It will include fields for the category name, slug, and a brief description to help users navigate the site easily.
3. **Banner Schema**
   This schema will handle homepage banners or promotional offers. It will include fields like a title, a short description, an image, and an optional link to direct users to specific sections or products.
4. **Review Schema**
   To allow customers to leave feedback on products, the review schema will store the product reference, customer name, rating (on a scale of 1 to 5), and a comment field. This will help build trust by showcasing honest customer feedback.
5. **Order Schema**
   The order schema will track customer orders. It will include fields for the customer's information (referencing the customer schema), items purchased (linked to the product schema), total price, order status (e.g., Pending, Shipped, Delivered, Cancelled), and the order creation date.
6. **Customer Schema**
   This schema will store customer details, including their name, email, phone number, and address. It will be used to manage user accounts and order histories effectively.