**DAY 2 PLANNING THE TECHNICAL FOUNDATION**

**Frontend:**

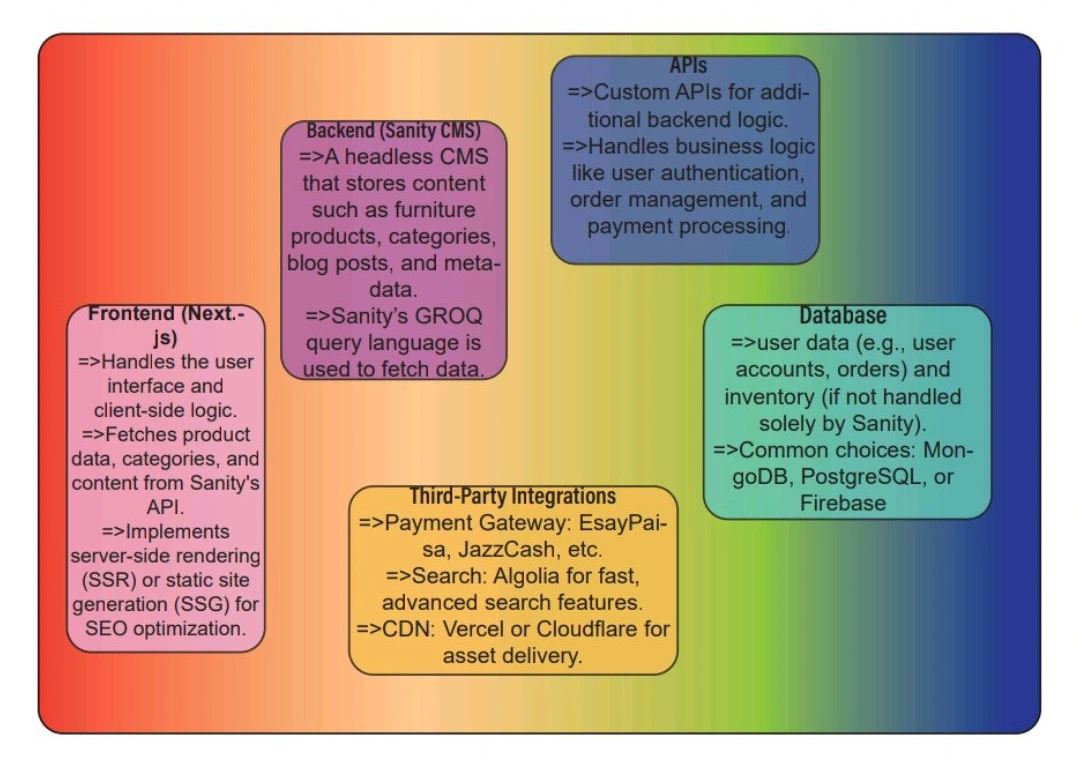
* **Framework:**
  + **React:** A popular JavaScript library for building dynamic and interactive user interfaces.
  + **Next.js:** A React framework that provides features like server-side rendering, static site generation, and file-based routing, which can improve performance and SEO.
* **CSS Libraries/Frameworks:**
  + **Tailwind CSS:** A utility-first CSS framework that allows for rapid development and customization.
  + **Material UI:** A popular UI component library that provides pre-built, customizable components.
* **State Management:**
  + **Redux Toolkit:** Simplifies Redux development with features like createSlice and createAsyncThunk.
  + **Zustand:** A lightweight and performant state management library.

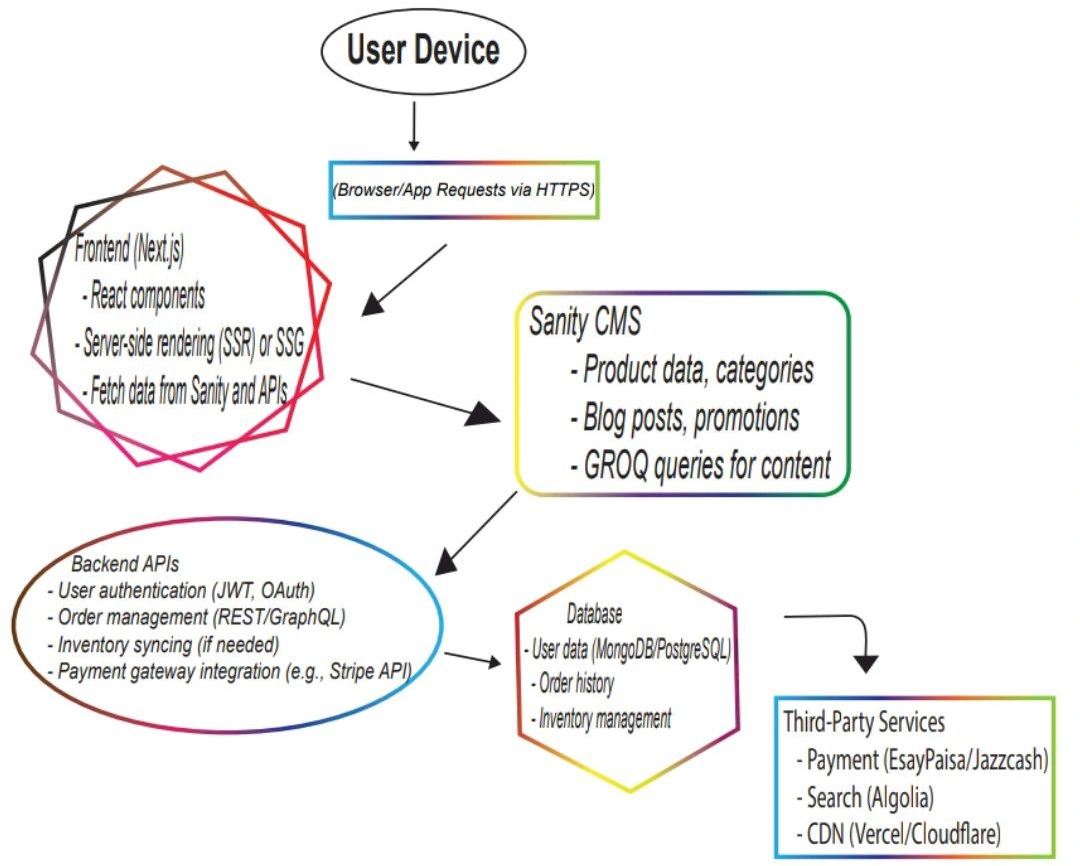
**Backend (Sanity CMS):**

* **Content Modeling:** Define content models (schemas) for products, categories, pages, blogs, etc. using Sanity's intuitive schema builder.
* **Data Fetching:** Utilize Sanity's GraphQL API or GROQ query language to fetch data for the frontend.
* **Content Editing:** Utilize Sanity's user-friendly content editor to create and manage website content.
* **Image and Media Handling:** Leverage Sanity's built-in image and media management features.
* **Version Control:** Utilize Sanity's version control features to track changes and revert to previous versions if needed.

**Third-Party APIs:**

* **Payment Gateways:** Integrate with payment gateways like Stripe, PayPal, or Square to process online payments securely.
* **Shipping & Logistics:** Integrate with shipping providers like FedEx, UPS, or USPS to calculate shipping costs and track orders.
* **Search:** Integrate with a search engine like Algolia or Meilisearch to provide fast and relevant search results.
* **Analytics:** Integrate with Google Analytics or other analytics platforms to track website traffic and user behavior.
* **Marketing & Advertising:** Integrate with marketing automation platforms or advertising networks to run targeted campaigns.

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