**Assessment**

Client wants to build an ecommerce portal for sports equipment , he wants to give the customers a great experience along with smooth onboarding process to vendors on his platform.

**1**.List down the major features for the ecommerce portal for end customers and for vendors.

**Major Features for the E-commerce Portal**

**For End Customers:**

1. **Product Search and Filtering**: Advanced search with filters like category, price range, brand, and ratings.
2. **Product Details Page**: Detailed descriptions, specifications, high-quality images, 360-degree views, and customer reviews.
3. **Personalized Recommendations**: AI-driven recommendations based on user preferences and browsing history.
4. **Wishlist and Compare**: Option to save items and compare features and prices.
5. **Secure Payment Options**: Multiple payment methods, including credit/debit cards, UPI, wallets, and EMI options.
6. **Order Tracking**: Real-time updates on order status with estimated delivery dates.
7. **Customer Support**: Chatbots and helpdesk support for queries, returns, and refunds.
8. **Loyalty Programs**: Points, rewards, or discounts for repeat purchases.
9. **User Profiles**: Easy management of orders, addresses, and payment methods.
10. **Mobile Optimization**: Fully responsive design for seamless shopping on mobile devices.

**For Vendors:**

1. **Vendor Dashboard**: Overview of sales, orders, inventory, and revenue.
2. **Product Management**: Easy uploading, updating, and categorization of products.
3. **Order Management**: Notifications and tracking of customer orders and returns.
4. **Analytics and Insights**: Sales trends, performance metrics, and customer behavior analysis.
5. **Payment Reconciliation**: Clear view of payments received and pending.
6. **Support and Training**: Resources to help vendors use the platform effectively.
7. **Ratings and Reviews Management**: Ability to respond to customer reviews.
8. **Marketing Tools**: Access to promotional features, such as discounts and ads.

**2.** Define user journey for customers onboarding and vendor onboarding.

### ****User Journey****

#### ****Customer Onboarding****

1. **Landing Page**: First-time users are greeted with an intuitive homepage and a sign-up option.
2. **Sign-up/Registration**:
   * Email or mobile-based registration.
   * Option to sign up using Google/Facebook accounts.
3. **Account Setup**:
   * Personal information (name, address, contact details).
   * Interests or preferences to tailor the shopping experience.
4. **Browsing and Product Discovery**:
   * Guided walkthrough for new users on how to search, filter, and view products.
5. **Checkout and First Purchase**:
   * Streamlined process with clear steps for adding items to the cart and completing a purchase.
   * Welcome discount or incentive for the first purchase.
6. **Post-Purchase**:
   * Personalized thank-you email or message.
   * Easy access to order tracking.

#### ****Vendor Onboarding****

1. **Landing Page**: Vendors are directed to a dedicated page for signing up as sellers.
2. **Registration**:
   * Form with business details, contact information, and verification documents (e.g., GST number, bank account).
3. **Account Approval**:
   * Platform verifies vendor details and sends an approval notification.
4. **Onboarding Training**:
   * Interactive tutorials or videos explaining platform features, rules, and best practices.
5. **Product Upload**:
   * Step-by-step guide for adding products, including bulk upload options and image optimization tips.
6. **Dashboard Introduction**:
   * Vendor is introduced to the dashboard functionalities, such as order management and analytics.
7. **Support and Assistance**:
   * Access to vendor support team or resources to resolve queries.