Point 1:

**Customer Portal:**

* **Order Management & Tracking:**
  + Order confirmation and status updates.
  + Real-time order tracking with estimated delivery dates.
  + Easy order cancellation and returns.
* **Personalized Experience:**
  + User accounts with order history, saved addresses, and payment methods.
  + Wishlists and saved items.
  + Personalized recommendations and offers.

**Vendor Portal:**

* **Order Management:**
  + Order notifications and processing.
  + Shipping label generation.
  + Order tracking updates.
  + Return and refund management.
* **Sales & Reporting:**
  + Sales dashboards and reports.
  + Payment tracking and reconciliation.
  + Performance metrics and analytics.

**Point 2:**

**Customer Onboarding:**

1. **Visit the Website/App:** Customer lands on the platform.
2. **Browse Products (Guest or Registered):** Customer explores products without logging in or after creating an account.
3. **Add to Cart:** Customer adds desired products to their cart.
4. **Checkout:** Customer proceeds to checkout.
5. **Login/Signup (if not already logged in):** Customer creates an account or logs in.
6. **Shipping Address Input:** Customer enters their shipping address.
7. **Payment Selection & Processing:** Customer chooses a payment method and completes the transaction.
8. **Order Confirmation:** Customer receives an order confirmation.
9. **Order Tracking (Optional):** Customer tracks their order status.
10. **Delivery and Post-Purchase:** Customer receives the order and potentially leaves a review or contacts customer support.

**Vendor Onboarding:**

1. **Vendor Registration:** Vendor accesses the vendor registration page.
2. **Account Creation:** Vendor provides business information and creates an account.
3. **KYC Verification:** Vendor submits required documents for verification (GSTIN, PAN, etc.).
4. **Profile Completion:** Vendor completes their business profile.
5. **Product Listing:** Vendor uploads product information and images.
6. **Inventory Setup:** Vendor sets up inventory.
7. **Approval Process:** Platform administrator reviews the vendor's application and products.
8. **Onboarding Completion:** Vendor receives confirmation and can start selling.
9. **Training/Documentation (Optional):** Vendor accesses training materials or documentation on using the platform.

Key Considerations for India:

* **Language Support:** Offering the platform in multiple Indian languages will significantly broaden the reach.
* **Logistics and Shipping:** Reliable and cost-effective shipping across India is crucial. Partnerships with established logistics providers are essential.
* **Cash on Delivery:** This payment method is still popular in India, so offering it can attract a wider customer base.
* **Customer Support:** Providing efficient and multilingual customer support will build trust and loyalty.
* **Mobile-First Approach:** Given the high mobile penetration in India, ensuring a seamless mobile experience is vital.