# Ideation document

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## GitHub repository link

## GitLab repository link

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## Project idea

Proposing an innovative online sports goods retail platform designed to cater to three distinct user groups: Owners, Staff, and Customers. Our platform aims to deliver a personalized and immersive shopping experience for sports enthusiasts while providing essential tools for business owners to effectively manage their online stores.

A unique feature of our system is the introduction of Nutri Points, which accumulate with every customer purchase. These points, aptly named Nutri Points, can be exchanged for products in the Redeem category.

Owners and Staff have the capability to manage products and users, with Owners gaining access to valuable statistics and recommendations for their current user's products.

By addressing the specific needs of Owners and Customers and tailoring features accordingly, our online sports goods store aspires not only to provide a diverse and engaging shopping experience but also to empower business owners to thrive in the competitive online marketplace.

# Feautures

- **User Roles**: The platform accommodates three distinct user types - Owners, Staff, and Customers.

  - **Owner**: Responsible for managing sports goods products and users in the application, with the ability to view specific statistics about the application.

  - **Staff member**: Tasked with managing products and users in the shop.

  - **Customer**: Empowered to make orders and accumulate Nutri Points, ensuring a seamless shopping experience.

- **Nutri Points**: These points grant users the ability to purchase Redeemed products.

- **Recommendations**: Owners can view user recommendations and add products to enhance their shopping experience.

- **Statistics**: Owners gain access to a comprehensive set of statistics for tracking user and order information. The system generates statistics for a better understanding of business needs and areas for optimization.

# Platform specifics

## Desktop

The desktop application is specifically designed for Owners and Staff members. Users with appropriate rights can efficiently manage offered products, access statistics, oversee user management, and review recommendations. It provides a comprehensive toolset tailored for effective product and user management, as well as insights through detailed statistics, enhancing the overall experience for Owners and Staff members.
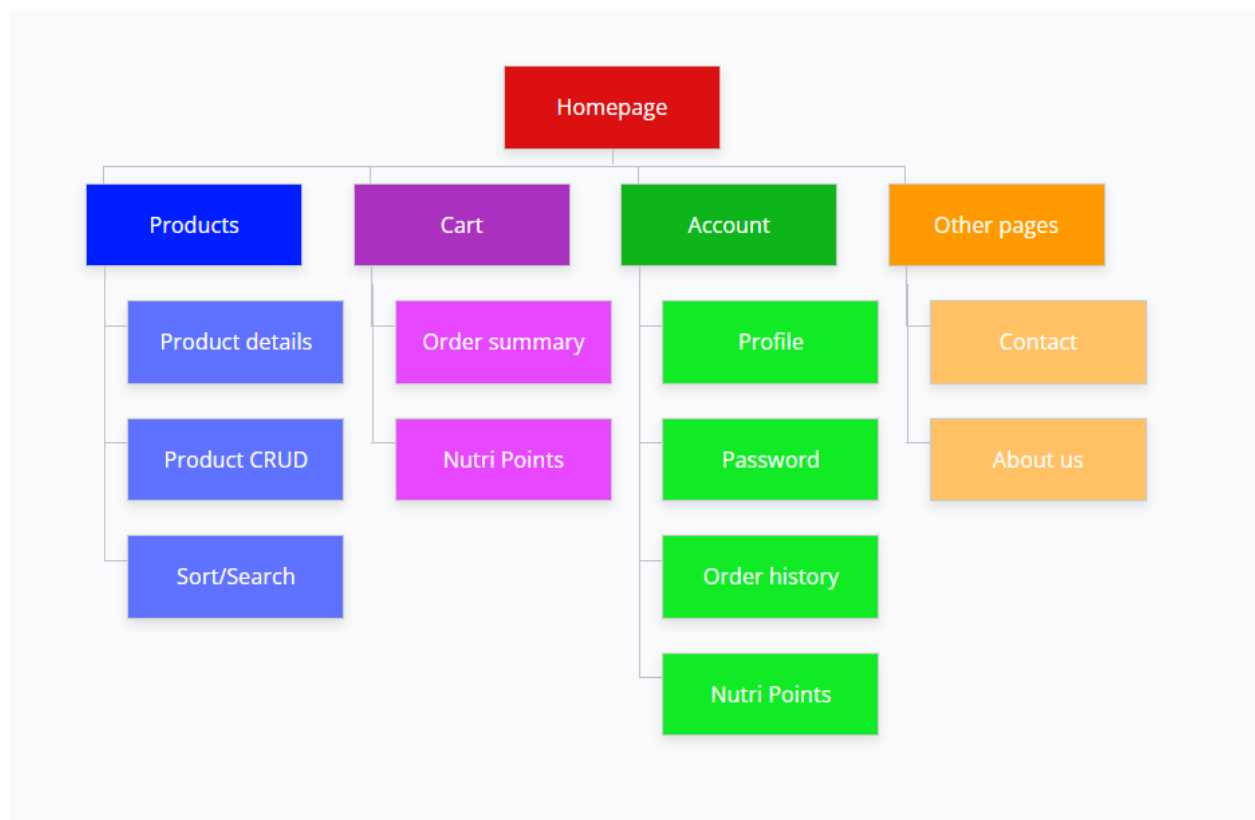
## Web

The web application caters to Customers, offering them the convenience of placing orders and exploring the array of products available. Simultaneously, Owners have the capability to access statistics and manage users through the platform. This dual functionality ensures a seamless experience for both customers and owners, striking a balance between user-friendly shopping and robust management features.
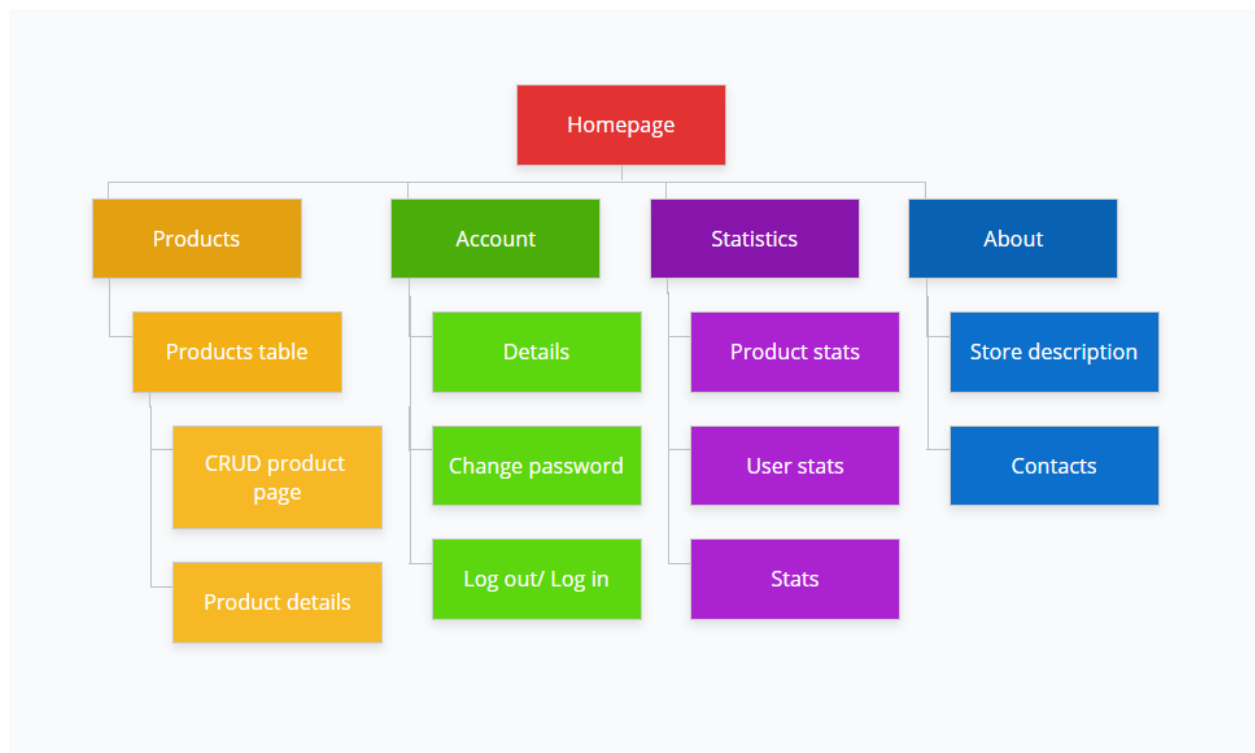
# Usage

This platform can help bussiness owners that want to have online presence and to manage their stock easily with the help of information technologies.
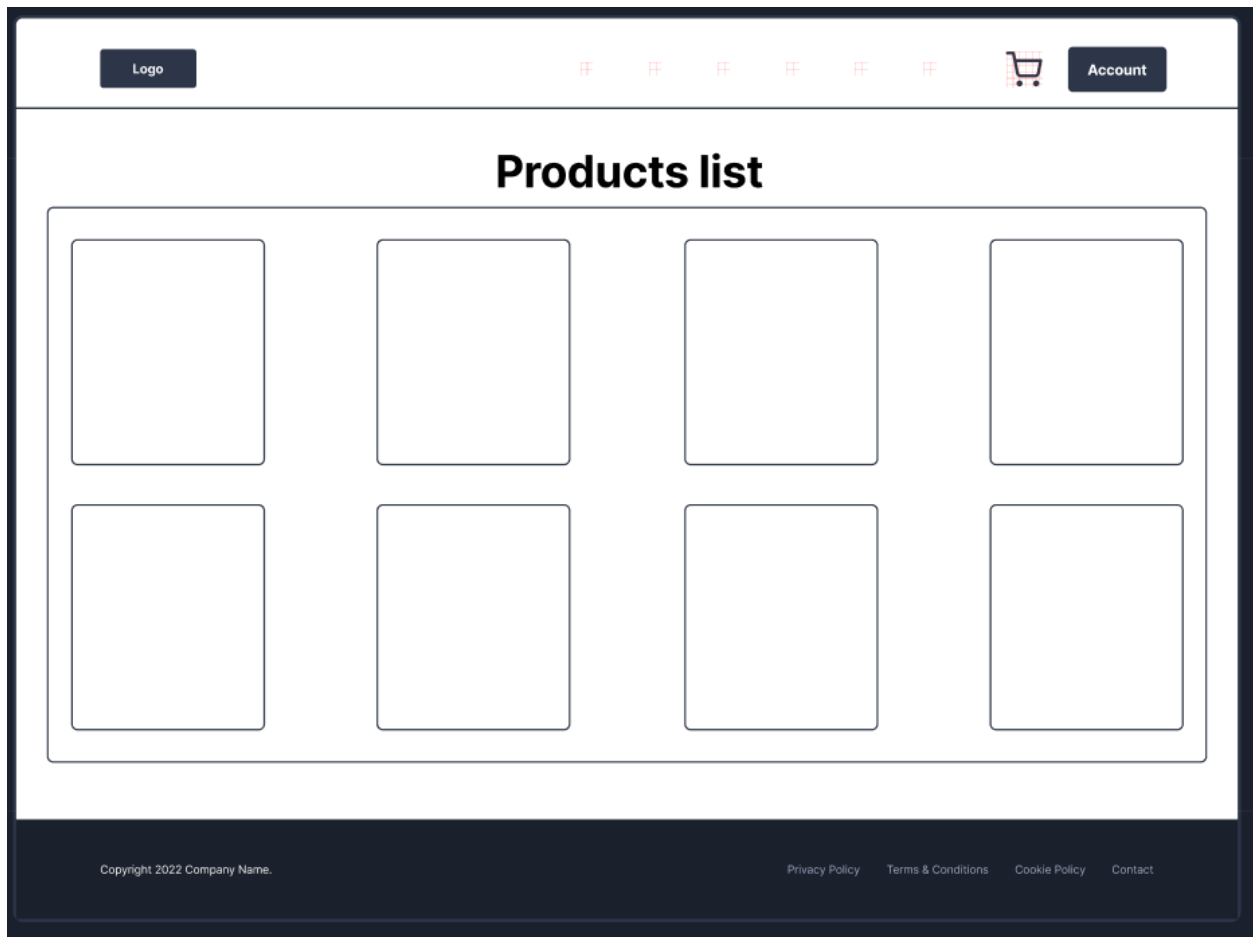
# Sitemap:

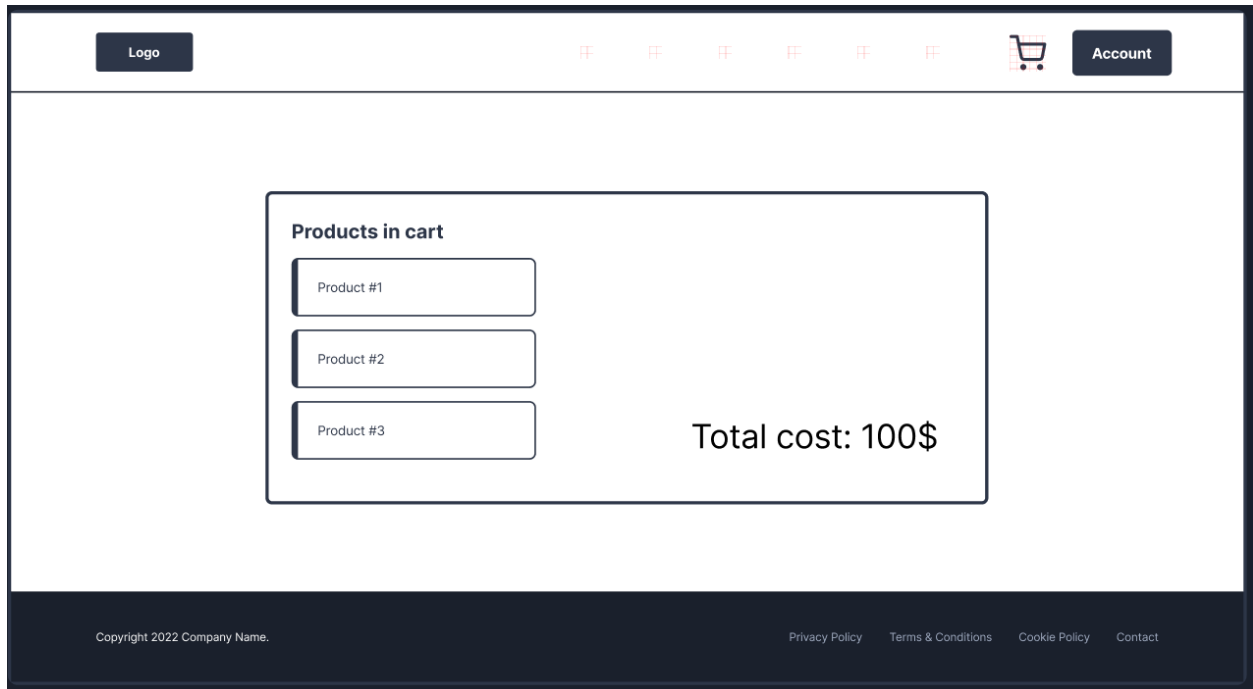## **Sitemap online**

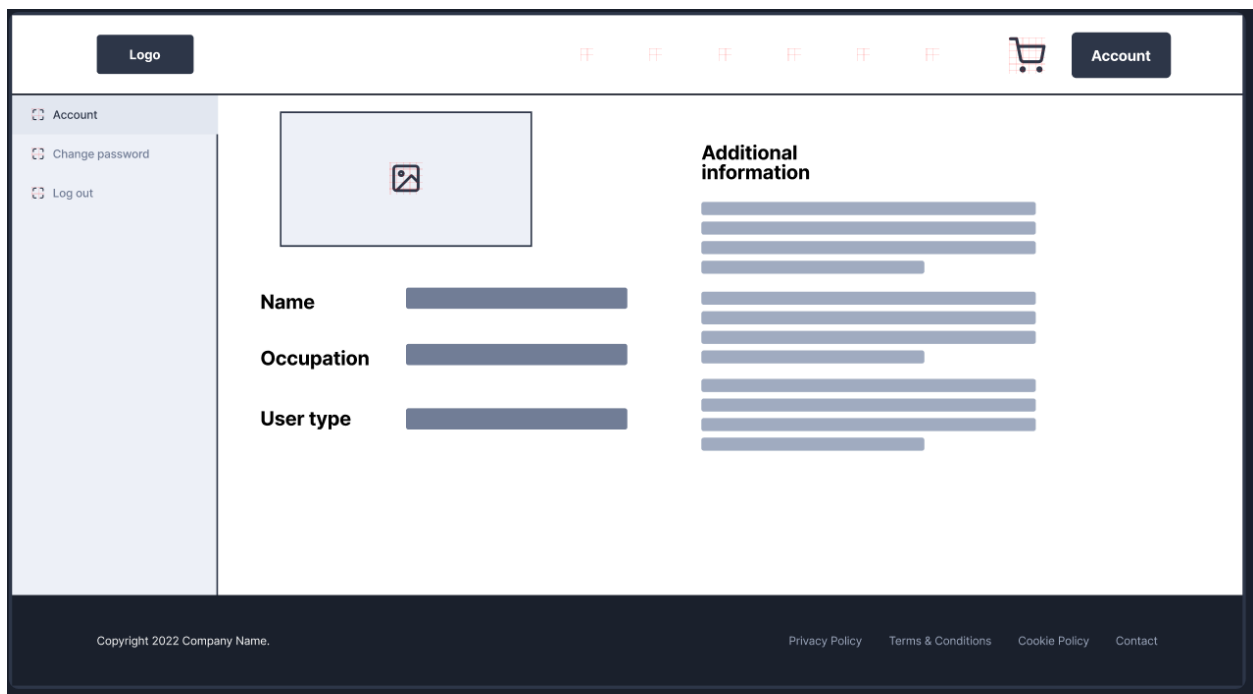## Desktop sitemap online

# Wireframes:

**Figma link**

**Products page**

**Products list**

Logo

Account

Copyright 2022 Company Name.

Privacy Policy    Terms & Conditions    Cookie Policy    Contact

## Cart page

Logo                                          🛒  Account

**Products in cart**

Product #1

Product #2

Product #3                    Total cost: 100$

# Account page

Logo                                          🛒  Account

⬚ Account
⬚ Change password
⬚ Log out

**Additional
information**

**Name**

**Occupation**

**User type**

# Product page

## Loyalty program page

Loyalty program

Register as a member     Browse our porducts

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