



Ideation document

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GitLab repository link

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Project idea

I propose the creation of an innovative online sports goods retail platform designed to serve two distinct user groups: Owners, Staff members, Customers and Guests. Our

platform will deliver a personalized and immersive shopping experience for sports enthusiasts, while equipping business owners with essential tools to effectively manage their online stores.

Our system would have the chance to offer loyalty program to every Customer, with the idea that the more orders he makes, the bigger discount he would get. Additionally, our platform will welcome non-members who can use the system solely for placing orders, although they won't be eligible for the discounts available to regular Customers.

Staff members and Owners can manage the products in the shop, but only Owners can see statistics about it and its customers.

By catering to the needs of both Owners and Customers and tailoring features to each group, our online sports goods store aims to not only provide a diverse and engaging shopping experience but also empower business owners to thrive in the competitive online marketplace.

Features

- **User Roles:** The platform will accommodate two user types - Owners and Customers.
 - **Owner:** They are responsible for managing sport goods products in the application. They can also view certain statistics about the application.
 - **Staff member:** They can manage products in the shop.
 - **Customer:** They can make orders and can choose subscriptions. They will enjoy a seamless shopping experience. member-non member
 - **Guest:** They aren't system's members and don't receive any discounts. They can only make orders.
- **Loyalty model:** The loyalty model gives customers additional discounts on their orders.
- **Statistics:** Owners will have access to a range of statistics for tracking users and orders information. The system can create a statistics for better understanding the business needs and where it could be optimized.

Platform specifics

Desktop

Desktop application is focused on Owners, Staff members and Customers. The desktop application would allow users with the certain rights to manage the products offered and also see statistics. While Customers would only have the option to make orders.

Web

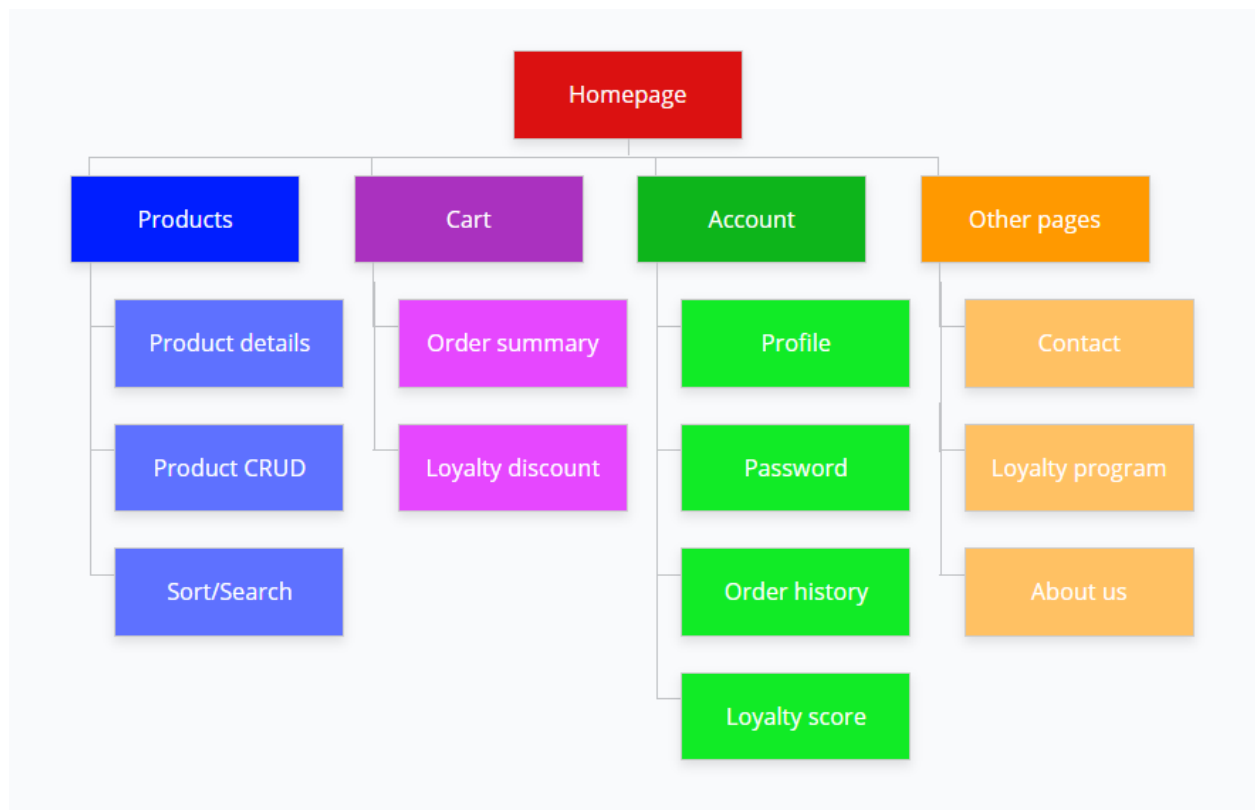
The web portal is open to everyone. It can be used to make orders and also view certain statics.

Usage

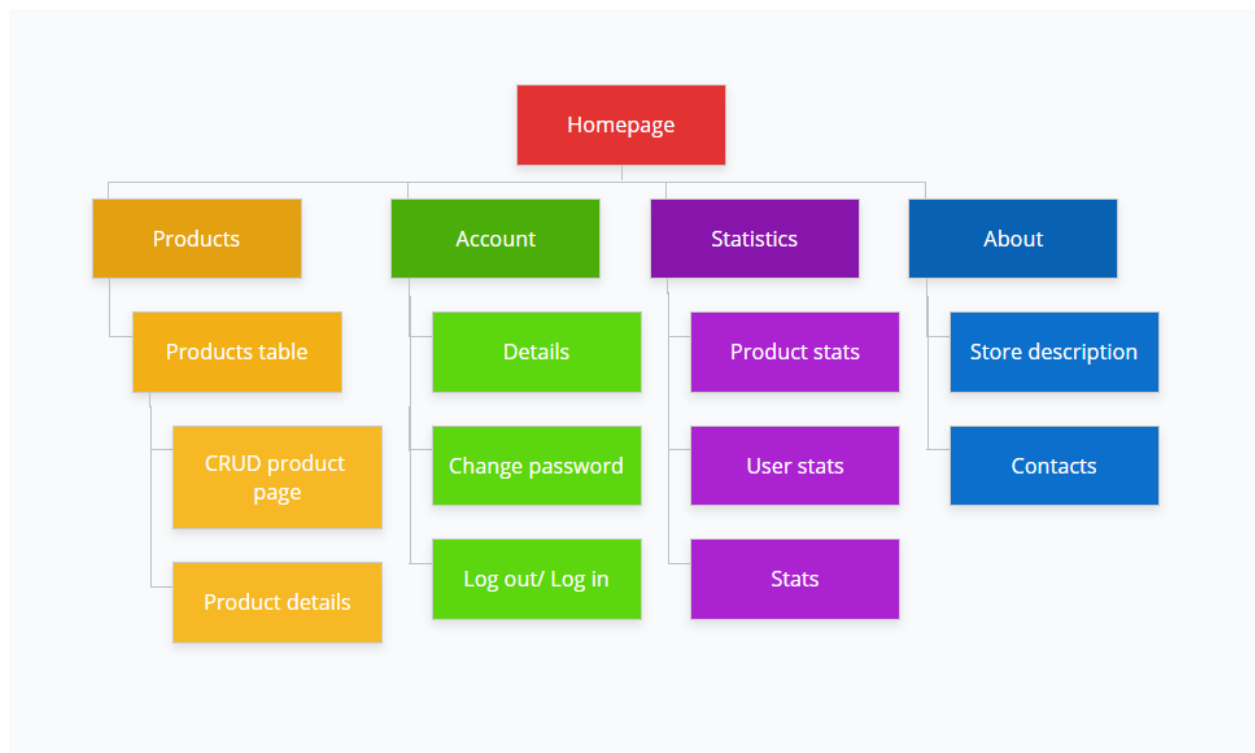
This platform can help bussiness owners that want to have online presence and to manage their stock easily with the help of information technologies.

Sitemap:

Sitemap online



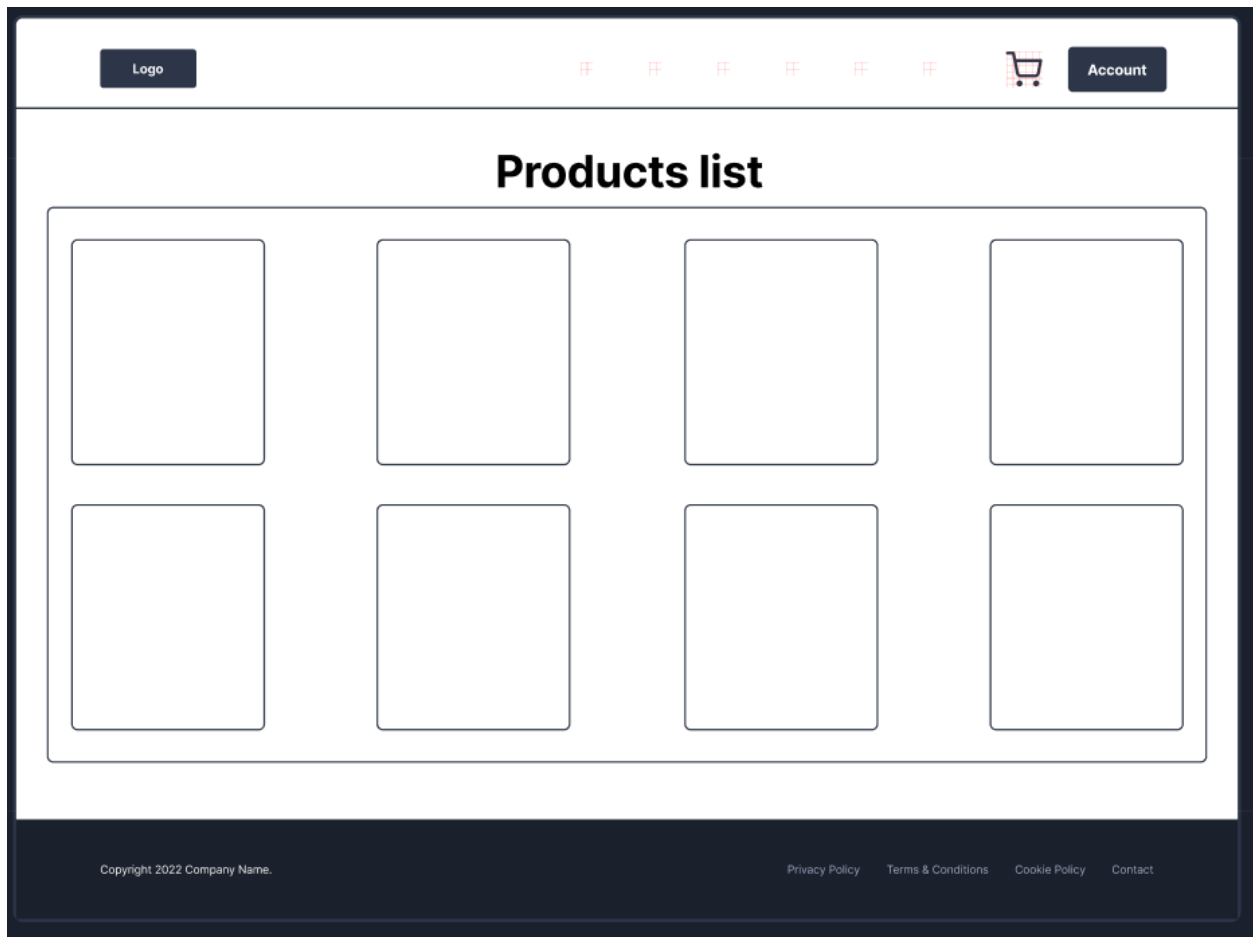
Desktop sitemap online



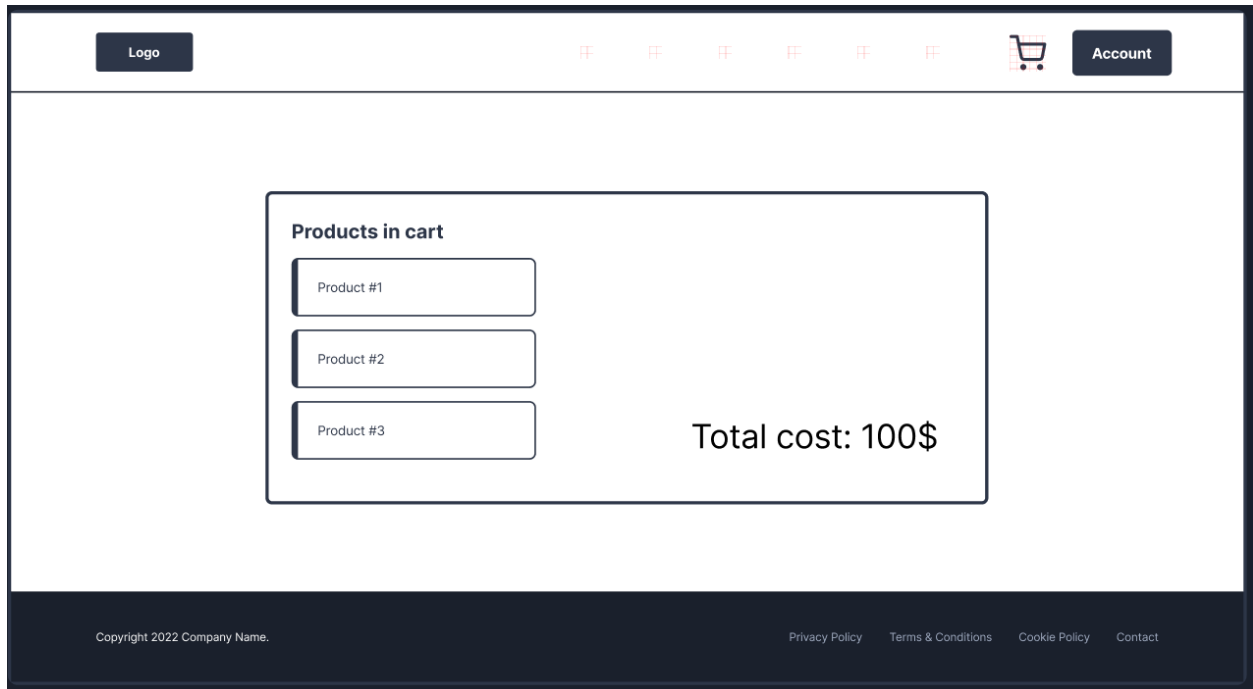
Wireframes:

Figma link

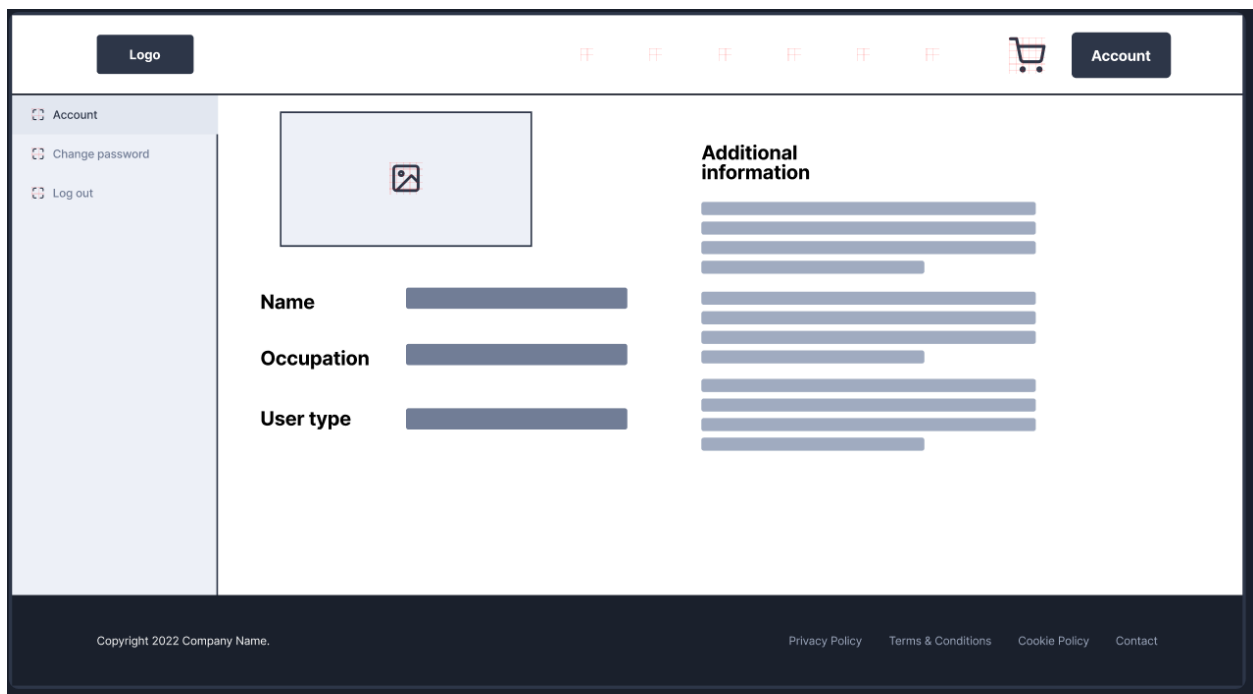
Products page



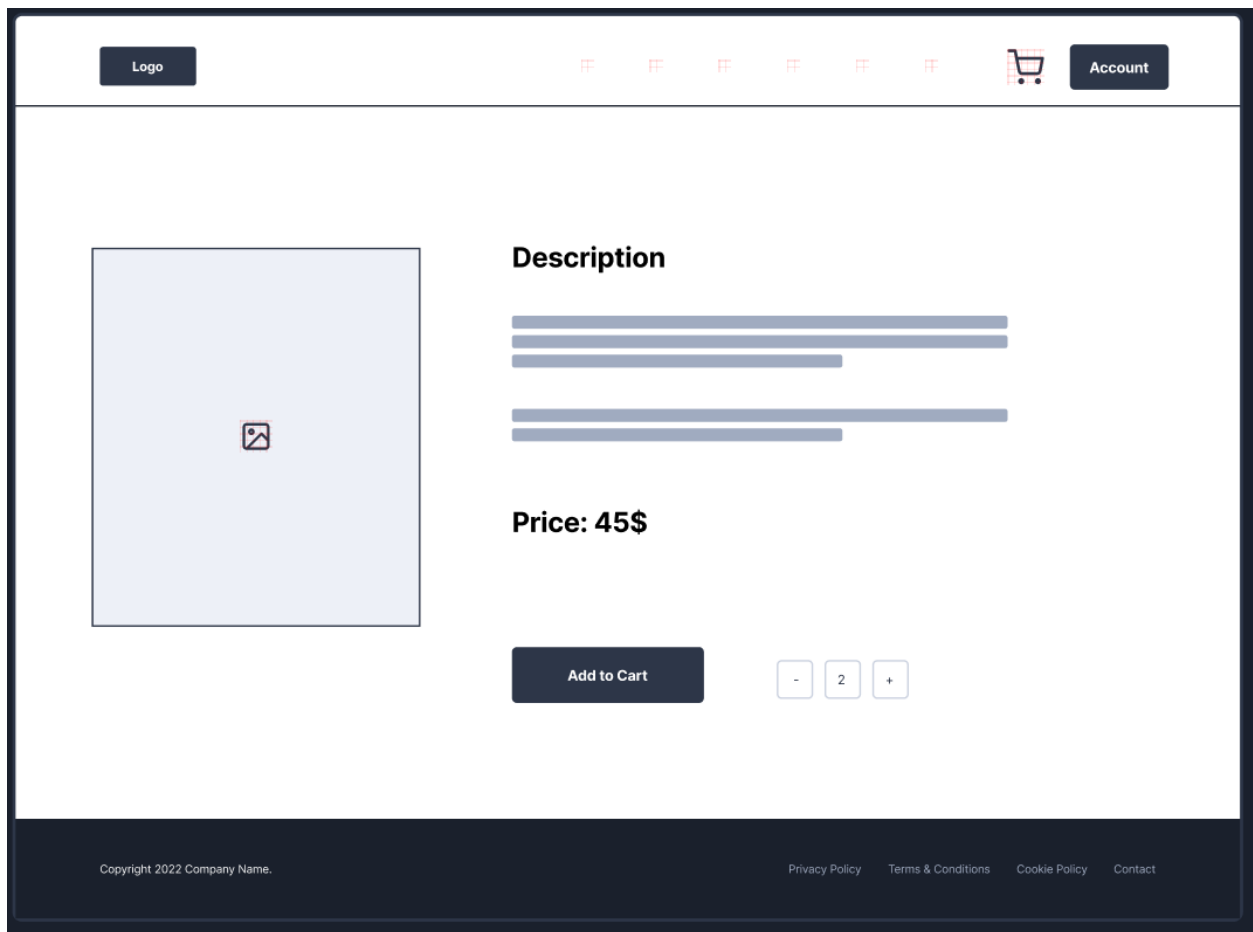
Cart page



Account page



Product page



Loyalty program page

