

Hackathon 3: Day_1

Laying the Foundation for the Marketplace Journey

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Friday 9AM - 12PM

DAY 1 TASK: HACKATHON

MARKETPLACE FOUNDATION

GENERAL E-COMMERCE:

⇒ Furniture:

⇒ Chairs, Tables, Sofa, Bed & Storage solutions, for homes and office needs.

⇒ Aim to digitalize the shopping experience in Karachi (initially).

PROBLEMS & SOLUTIONS: BUSINESS GOALS

⇒ Problem: Customers struggle with limited furniture options and visiting multiple physical stores.

⇒ Solution: Our platform has wide range of furnitures, vast catalogs, that allows users to browse, compare & purchase.

⇒ Problem: Lack of transparency in product details, & conditions.

⇒ Solution: We provide detailed product descriptions, high-resolution images, & customer reviews to build trust & ensure informed details.

DATA SCHEMA: Product → Order → Customer → Payment → Shipping.

[Product]

- productId
- productName
- product Description
- productPrice
- productReviews
- productImage

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[Order] -----> [Customer]

- | | |
|----------------|--------------------|
| - orderId | - customerId |
| - productId(s) | - customer Name |
| - quantity | - customer Phone |
| - total Price | - customer Email |
| | - customer Address |

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[Payment] <----- [Order]

- paymentId
- orderId
- customerId

- paymentMethod

- amount



[Shipping]

- shippingId

- orderId

- trackingStatus

- ⇒ Problem: Many online platforms fail to offer dedicated support after-purchases.
- ⇒ Our website has AI-built live customer support chat 24/7 that ensures customer satisfaction even after the sale.
- ⇒ Problem: Physical payments involve broken currency-notes or lack of change, creating inconvenience.
- ⇒ Our platform offers multiple digital payment-methods, including credit/debit cards, mobile-wallets and online banking.
This shows the elimination of physical currency and ensures secure, seamless transactions.

UNIQUENESS:

- ⇒ Easy to Assemble as our platform has videos to assemble step by step-through tutorials.
- ⇒ Flexible Payment Systems as Cash on Delivery and also digital payments gateway.

⇒ Custom Orders as customer has to just send the design and without visiting the store physically, let your work be done.

USER FLOW:

- ⇒ VISIT WEBSITE : Browse, compare and see details.
- ⇒ SELECT PRODUCT : View details & Add to Cart.
- ⇒ CUSTOMIZE (opt): Choose Colors, Size & Material.
- ⇒ CHECKOUT : Proceed with payment. Digital & COD.
- ⇒ ORDER CONFIRMATION: Confirm order and tracking.
- ⇒ DELIVERY: Timely Delivery in Karachi.
- ⇒ SUPPORT : 24/7 Customer support after-purchase.

TARGETED AUDIENCE:

- ⇒ Home Owners
- ⇒ Furniture Businesses
- ⇒ Interior Designers.

DELIVERY ZONE:

Ensures the reliable delivery across Karachi.

This Document consists the Foundation of the Marketplace Journey.