Day 1: Business Focus Outcome Checklist

1) Business Goals:

Our main goal is to increase sales by offering a diverse range of high-quality chairs that cater to every customer’s needs. We aim to build brand recognition and establish ourselves as a top name in the chair industry. By improving customer satisfaction with excellent service and easy shopping experiences, we hope to grow our online presence through social media and digital marketing.

We are focusing on forming strong partnerships with reliable suppliers to ensure the quality of chairs and on-time deliveries. Additionally, we aim to enhance the user experience on our website and mobile app, making it seamless to browse and purchase chairs for various purposes—whether for dining, workspaces, or lounging.

Customer loyalty is crucial, so we plan to increase repeat business through personalized offers, rewards, and options for customized chairs.

Finally, we are optimizing our operations for better efficiency and profitability, ensuring long-term success in the chair market.

2) Market Research:

Our market research reveals that the chair industry is rapidly growing, driven by rising demand for comfortable seating, modern living spaces, and online shopping. Customers are looking for a mix of affordability, durability, and stylish chair designs for different purposes such as dining, workspaces, and lounges. The majority of consumers are willing to buy chairs online, provided they can trust the quality and the service.

We have identified key competitors who dominate the market with strong brand recognition, competitive pricing, and excellent customer service. However, there is an opportunity to stand out by offering personalized chair options (e.g., ergonomic chairs for workspaces, stackable chairs for events, and designer chairs for interiors) and a seamless online shopping experience.

We plan to cater to both budget-conscious customers and those seeking premium chair options by offering a wide range of designs at different price points.

3) Data Schema Draft:

- Product Schema

```
export default {
 name: "product",
 type: "document",
 title: "Product",
 fields: [
  {
   name: "productId",
   type: "string",
   title: "Product ID",
   description: "Unique identifier for each product",
  },
  {
   name: "name",
   type: "string",
   title: "Product Name",
   description: "The name of the product",
  },
  {
   name: "description",
   type: "text",
   title: "Description",
   description: "Detailed description of the product",
  },
  {
   name: "category",
   type: "string",
   title: "Category",
   description: "Category of the product (e.g., sofa, bed,
chair)",
  },
  {
   name: "price",
   type: "number",
   title: "Price",
   description: "Price of the product",
  },
  {
   name: "stock",
   type: "number",
   title: "Stock",
   description: "Number of available items",
  },
  {
   name: "image",
   type: "image",
   title: "Product Image",
   description: "Link to the product image",
  },
  {
   name: "dimensions",
   type: "string",
   title: "Dimensions",
   description: "Size specifications of the furniture",
  },
  {
   name: "material",
   type: "string",
   title: "Material",
   description: "Material used to make the product",
  },
  {
   name: "color",
   type: "string",
   title: "Color",
   description: "Available color options for the
product",
  },
  {
   name: "ratings",
   type: "number",
   title: "Ratings",
   description: "Average customer rating for the
product",
  },
],
};
```

Customer Schema

```
export default {
  name: "customer",
  type: "document",
  title: "Customer",
  fields: [
    {
      name: "customerId",
      type: "string",
  title: "Customer ID",
  description: "Unique identifier for each customer",
},
{
  name: "name",
  type: "string",
  title: "Customer Name",
  description: "Full name of the customer",
},
{
  name: "email",
  type: "string",
  title: "Email",
  description: "Email address of the customer",
},
{
  name: "phone",
  type: "string",
  title: "Phone Number",
  description: "Contact number of the customer",
},
{
  name: "shippingAddress",
  type: "text",
  title: "Shipping Address",
      description: "Address where products are to be shipped",
    },
    {
      name: "orderHistory",
      type: "array",
      title: "Order History",
      description: "List of orders placed by the customer",
      of: [{ type: "reference", to: [{ type: "order" }] }],
    },
  ],
};
```

• Order Schema

```
export default {
  name: "order",
  type: "document",
  title: "Order",
  fields: [
    {
      name: "orderId",
      type: "string",
  title: "Order ID",
  description: "Unique identifier for each order",
},
{
  name: "customer",
  type: "reference",
  title: "Customer",
  description: "The customer placing the order",
  to: [{ type: "customer" }],
},
{
  name: "products",
  type: "array",
  title: "Products",
  description: "List of products ordered",
  of: [{ type: "reference", to: [{ type: "product" }] }],
},
{
  name: "quantity",
  type: "array",
  title: "Quantity",
  description: "Quantities of each product ordered",
  of: [{ type: "number" }],
},
{
      name: "totalPrice",
      type: "number",
      title: "Total Price",
      description: "Total price for the order",
    },
    {
      name: "orderStatus",
      type: "string",
      title: "Order Status",
      description: "Current status of the order (e.g., pending, shipped, delivered)",
    },
    {
      name: "shippingAddress",
      type: "text",
      title: "Shipping Address",
      description: "Address where the order will be delivered",
    },
    {
      name: "paymentMethod",
      type: "string",
      title: "Payment Method",
      description: "Payment method used for the order (e.g., credit card, PayPal)",
      },
    ],
  };
```

. *Problem Statement*

- **Lack of customization options** to match personal style, comfort preferences, and space constraints for different settings like homes and offices.
- **Difficulty in finding durable and high-quality chairs** at affordable prices, whether for dining rooms, living areas, or workspaces.
- **Limited access to modern, space-saving, or multifunctional chair designs,** such as stackable, foldable, or ergonomic chairs.
- **Challenges in comparing chair styles, prices, and reviews** across multiple stores and platforms.
- **Time-consuming delivery processes and a lack of assembly or setup services** for chairs requiring minimal but precise adjustments.

. *Target Audience*

- **Young professionals** seeking modern, space-saving **chairs** for compact apartments and multi-functional spaces.
- **Families** looking for durable and customizable **chairs** that fit various home settings, such as living rooms, dining areas, and bedrooms.

- **Small businesses** requiring affordable and ergonomic **office chairs** to support productivity and comfort.
- **Interior designers and decorators** searching for unique and customizable **chair designs** to elevate their projects.

. *Unique Value Proposition*

- **Customization:** Tailor-made chairs that fits unique dimensions and personal preferences.
- **Affordability:** Competitive pricing with premium quality.
- **Convenience:** Online platform with easy browsing, customization tools, and seamless checkout.
- **Quick Delivery:** Reliable delivery services, including installation and assembly.
- **Eco-Friendly Options:** Sustainable chairs made from environmentally responsible materials.

. *Products and Services Offered*

Products:

1. **Living Room Chairs:** Sofas, recliners, armchairs, and accent chairs.
2. **Bedroom Chairs:** Lounge chairs, reading chairs, and bedroom accent chairs.
3. **Dining Chairs:** Dining chairs, bar stools, and counter-height chairs.
4. **Office Chairs:** Ergonomic chairs, swivel chairs, and executive chairs.

5. **Space-Saving Chairs:** Foldable chairs, stackable chairs, and compact armchairs.

6. **Chair Accessories:** Chair cushions, slipcovers, and chair pads.

Services:

1. **Customization:** Build your own chairs/sofa using online tools.
2. **Delivery & Assembly:** Fast, reliable delivery with expert assembly services.
3. **Virtual Showroom:** 360° virtual tours to explore chairs designs.
4. **Eco-Friendly Options:** Sustainable material choices with certifications.
5. **Warranty & Return Policy:** Extended warranty and hassle-free returns.

Day 2:

1. *Workflow Breakdown:*

Step 1: User Sign-up (Registration) Process

- **Action**: The user visits the website and fills out the sign-up form with their details (name, email, password).

- **System Action**:
    - The frontend validates the input (email format, password strength).
    - Sends the data to the backend (Node.js or Next.js server).
    - The backend stores the user data in the **Sanity CMS**.
    - A confirmation email is sent to the user.

Step 2: Product Browsing Process

- **Action**: The user browses products through categories or search.
- **System Action**:

- Frontend sends a request to **Sanity CMS** to fetch product data (like name, price, and description).
- **Sanity** responds with product data (this is the "products" schema you created in the CMS).
- The frontend displays the products to the user.

Step 3: Add to Cart Process

- **Action**: The user selects products to add to their cart.
- **System Action**:
    - The frontend captures product IDs and quantities and stores them temporarily in the user's cart (local storage or state).
    - The user proceeds to checkout.

Step 4: Checkout Process

- **Action**: The user proceeds to checkout, where they enter their shipping and payment details.
- **System Action**:
  - The frontend sends the order details to the backend.
  - The backend stores the order in **Sanity CMS** and processes payment via a third-party API (e.g., Stripe for payments).
  - The **shipment tracking API** is triggered to track the order once the payment is successful.
  - A confirmation email is sent to the user.

2. *API Requirements:*

User Sign-up API:

- **Endpoint**: `/api/signup`
- **Method**: `POST`

Product Data API:

- **Endpoint**: `/api/products`
- **Method**: `GET`

Order Placement API:

- **Endpoint**: `/api/order`

- Method: **`POST`**

3. *Sanity Schema Design (Products, Orders):*

Products Schema:

```
export default {
  name: "product",
  type: "document",
  title: "Product",
  fields: [
    {
      name: "name",
      type: "string",
      title: "Product Name",
    },
    {
      name: "price",
      type: "number",
      title: "Price",
    },
    {
      name: "description",
      type: "text",
      title: "Description",
    },
    {
      name: "category",
      type: "string",
      title: "Category",
    },
    {
      name: "image",
      type: "image",
      title: "Product Image",
    },
  ],
};
```

Orders Schema:

```
export default {
  name: "order",
  type: "document",
  title: "Order",
  fields: [
    {
      name: "userId",
      type: "string",
      title: "User ID",
    },
    {
      name: "products",
      type: "array",
      title: "Ordered Products",
      of: [{ type: "reference", to: [{ type: "product" }] }],
    },
    {
      name: "shippingDetails",
      type: "object",
      title: "Shipping Details",
      fields: [
        { name: "address", type: "string", title: "Shipping Address" },
        { name: "zip", type: "string", title: "ZIP Code" },
      ],
    },
    {
      name: "paymentDetails",
      type: "object",
      title: "Payment Details",
      fields: [
        { name: "amount", type: "number", title: "Amount" },
        { name: "paymentMethod", type: "string", title: "Payment Method" },
      ],
    },
  ],
};
```

4. *System Architecture Diagram*

```
+------------------+      +------------------+
|  Frontend (UI)  |<--->|  Backend (Node.js)|
|  (Next.js, TypeScript)    |(API Routes)      |
+------------------+      +------------------+
             |                    |
             | (1) Fetch Data         | (2) Place Order, Payment
             |                    |
+-------------------+      +----------------------+
|   Sanity CMS     |<--->|  Payment Gateway API |
|  (Headless CMS)  |     |    (e.g., EasyPaisa)    |
+-------------------+      +----------------------+
             |                    |
             | (3) Store Products, Orders |
             |                    |
+-------------------------+   +-----------------------+
| Shipment Tracking API   |   | Product Data API      |
|   (Track Orders)        |   |  (Products Fetching)  |
+-------------------------+   +-----------------------+
```

Explanation of Flow:

1. **Frontend to Backend**: The **frontend** makes API requests (e.g., for user registration, fetching product data, or placing an order) to the **backend** (which could be built using **Next.js API routes**).
2. **Backend to Sanity CMS**: The **backend** communicates with the **Sanity CMS** to store and retrieve product data (like product name, price,

description) and manage orders (user details, payment details).

3. **Payment Processing**: When a user places an order, the **backend** calls the **Payment Gateway API** (like **EasyPaisa**) to process payments securely.
4. **Shipment Tracking**: Once the order is processed and payment is successful, the **backend** sends the order details to a **Shipment Tracking API** to track the delivery status.
5. **Sanity CMS**: Acts as the content storage for your furniture marketplace, keeping all the data related to products and orders. It serves as the primary source of truth for product listings and order management.