

HACKATON Day 1

LAYING THE FOUNDATION FOR MY MARKETPLACE JOURNEY

• MARKETPLACE TYPE:

I have chosen General E-commerce as my marketplace.

- PURPOSE :-

- The primary purpose of this marketplace is to focus on high quality furniture especially unique pieces like cast-iron chairs. It features sections like featured products, trending products, top-rated pieces and the latest arrivals, giving customers easy access to stylish and popular furniture.
- This platform aims to offer a variety of exclusive & diverse products that meet both the aesthetic appeal and practical needs that people seek in their furniture selection.

• BUSINESS GOALS:

- What ~~does~~ problem does your marketplace aim to solve?
- My marketplace tackles the issue of finding stylish and also works well in everyday life. Many customers find it challenging to discover pieces that suit both their design preferences & everyday needs.

- Who is your target audience?

- Our target audience consists of hometown, interior decorators & anyone looking to furnish or update their living spaces. They are individuals who love high-quality, stylish furniture that enhances the look of their homes. Whether they are redecorating a room or furnishing an entire home, they seek furniture that balances both comfort & design.

- What products will you offer?

- Our marketplace will offer a range of stylish & everyday furniture such as cast-iron chairs, living room sets, office chairs & home decor. We'll feature trending products, latest products etc to make it easy for customers to find what suits their space.

- What will set your marketplace apart?

- What will make our marketplace different is that we offer great prices & discounts for customers who buy more furniture. The more you buy, the more you save. We also make sure delivery is fast & easy. Plus you'll be able to pick furniture that fits your style, with options to customize things like colors and sizes.

STEP 3: CREATE A DATA SCHEMA

• ENTITIES IN YOUR MARKETPLACE :-

- **PRODUCTS**: Furniture items like castivellas chairs, living room furniture and home decos available for customers to buy.

- **Orders**: Information about customer purchases including product details, quantities, total amounts & order statuses. This data will be embedded directly into sanity to keep everything organized and easily accessible.

- **Customers**: Information about the customers buying your furniture, like their names, addresses and contact info. Embed in sanity.

- **Delivery Zones**: My delivery zone covers all of Pakistan, so I don't need to define specific regions. This allows customers from anywhere in the country to place orders without restrictions.

- **Shipment**: Create a sanity schema to track the delivery process using a shipment api. Each product is assigned a unique ID for tracking, covering dispatch, transit updates and final delivery details (shipped, in transit etc).

- **Payments**: Keep track of payment details, such as methods (EasyPaisa, JazzCash or direct bank transfer), amounts, customer pay, current state of the payment (e.g. paid, pending, failed).

