

Locallyco – Local Brands Gathering Website

Introduction:

Locallyco is a centralized platform designed to showcase and connect local brands with customers who value unique, community-driven businesses. The platform empowers small and local entrepreneurs by giving them an accessible online presence, and it makes it easier for consumers to discover, explore, and support local brands across various categories.

Objective:

The primary goal of **Locallyco** is to create a user-friendly ecosystem where local brands can list and promote their offerings, while customers can browse, search, and engage with these businesses all in one place — boosting visibility, trust, and sales for local entrepreneurs.

Technology Stack:

- **Backend:** ASP.NET Core
- **Frontend:** Native JavaScript with HTML5 and CSS3
- **Database:** SQL Server

Functional Requirements:

1-User Management:

- Account types: **Local Brand Owners**, **Customers**, and **Admins**
- Secure sign-up, login, and password reset
- Brand owners can create and manage their profiles and product listings
- Admins can moderate users, content, and platform activity

2-Brand Profiles & Listings:

- Brands can create detailed public profiles including:
 - Brand description, contact info, and location
 - Upload logos, images, or videos of their products or services
 - External links to their websites and social media
 - Categories and tags to help users find relevant brands (e.g., fashion, food, eco-friendly)

3-Product & Service Listings:

- Brands can list products/services with:
 - Descriptions, pricing, availability, and images
- Customers can browse by categories, location, popularity, or keywords

4-Search & Filtering:

- Customers can search for brands based on:
 - Name, category, location, or specific tags
- Filters available for:

- Product type, price range, rating, location

5-Messaging System:

- Optional direct messaging between customers and brands
- Notification system for new messages and updates

6-Ratings & Reviews:

- Shoppers can leave reviews and rate brands after purchasing or interacting
- Reviews visible on brand profiles to build trust

7-Admin Panel:

- Admin access to:
 - Verify or ban users
 - Approve listings
 - Review reported content
 - Monitor platform analytics

8-Notification System:

- Email and in-platform notifications for:
 - New messages, product updates, promotions, or reviews
- Customizable notification settings for users

9-Blog & Resources:

- Articles to support local shopping trends and success stories

- Resources and tips for brand owners (e.g., how to market your brand, packaging tips)
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Non-Functional Requirements

1-Performance:

- Pages should load in under 3 seconds
- Search results should appear within 2 seconds
- Platform should support at least 10000 concurrent users

2-Scalability:

- Architecture designed to scale with growth in brand signups and customer traffic
- Cloud hosting for flexibility and uptime

3-Security:

- HTTPS for secure browsing
- Passwords hashed using modern algorithms (e.g., bcrypt)
- Input validation to prevent common vulnerabilities

4-Usability & Accessibility:

- Clean, intuitive design for all user types
- Mobile-responsive and optimized for tablets & desktops
- WCAG-compliant for accessibility

5-Monitoring & Logging:

- Performance tracking and error logging with tools like Sentry
- Admin dashboard to monitor brand activities, user traffic, and listing health

Team Members:

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