**Sophistication of the Product:**

* Sophistication of our product is of a moderate level. We have tried to make this product a bit generic, in terms of the user-interface, making it look like the way other e-commerce websites look.
* The look and feel of the whole application is extremely simple and subtle. The control panel of a particular user is slightly complex, it displays all sorts of things like number of orders, number of products, categories of products, money earned etc. making that part slightly sophisticated.