DAY 1: LAYING THE FOUNDATION FOR YOUR MARKETPLACE JOURNEY

Step 1: Choose Your Marketplace Type

Marketplace Type Chosen: General E-Commerce

Primary Purpose:

It will be a General E-commerce website or platform where customers can shop from a wide range of products across different categories. It will connect buyers with various sellers allowing them to easily browse, buy and receive products. The goal is to offer convenience, variety, and a seamless shopping experience, while providing sellers an easy way to manage their products and sales.

Benefits:

- Makes shopping more fun and interactive.
- Helps customers make better choices, reducing the chances of returns.

Features:

Customers can use their phone or tablet to see how products would see in their home before buying.

Step 2: Define your Business Goals

- 1. What problems does your marketplace aim to solve?
- **Problem:** Customers often get frustrated when they can't find information or need help.

Solution: Offer a live chat feature where user can instantly connect with a customer support or even with the seller for real-time assistance.

 Problem: Some customers often worry about the inconvenience of returns.

Solution: Make the return and exchange process as simple as possible. Allow free returns with in a certain period and provide prepaid return labels.

2. Who is your target audience?

- Busy Professionals: People who don't have time to go shopping but still want to find good products quickly and easily.
- **Trend Lovers:** People who want to find unique products or items that are not available everywhere. They love discovering new and interesting products.
- Experience Seekers: Shoppers who enjoy the process of shopping and want something fun and rewarding as they shop. They want to feel excited when they buy something.

3. What products or services will you offer?

- Products: We will offer things like electronics, clothes, home décor, and beauty products. We will also have special items that are hard to find.
- Services: Fast Delivery! We will offer same-day delivery for nearby areas and easy returns. Also members will get benefits like special deals or discounts.

4. What will set your marketplace apart?

• Speed: Our marketplace will deliver products quickly, sometimes

even within an hour, while other platforms might take days.

- Fun Shopping: Shopping here won't be boring. We will use Augmented Reality (AR) to look how products will look in your home.
- Customization: We will allow customer to personalize their shopping experience. You can mix and match products, create your own bundles.
- Surprises and Rewards: Our marketplace will have a special deals and surprises that customer can unlock.

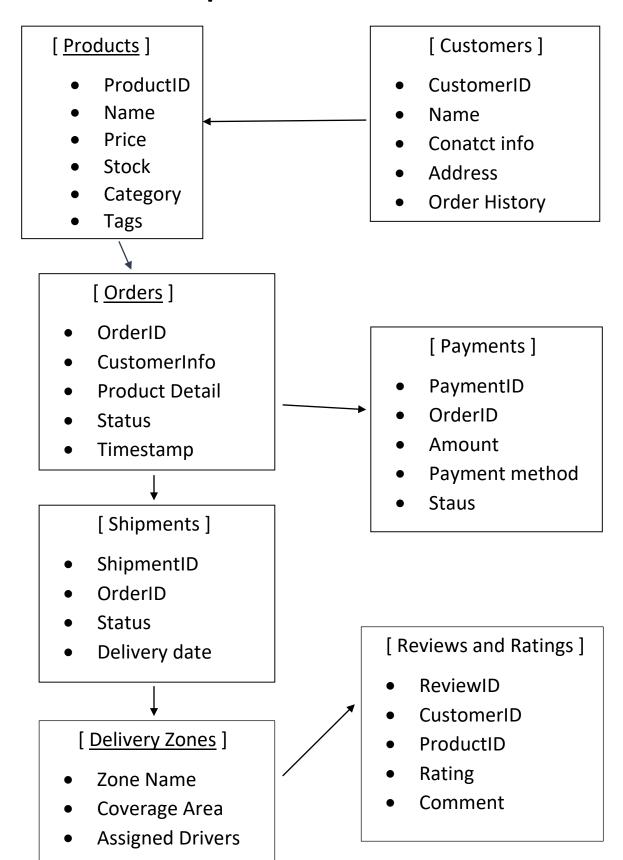
Step 3: Create a Data Schema

Identify the Entities in your Marketplace

Here are the core entities for my e-commerce marketplace:

- Products: Items available for sale, including their details like price, stock, and category.
- Order: Records of customer purchases, containing information about the products ordered, quantities, and order status.
- **Customers:** Individuals or business purchasing products includes customer information like name, contact info, and address.
- **Payments:** Tracks the movement of products from the seller or warehouse to the customer for fast delivery.
- Delivery Zones: Areas covered by the platform for deliveries, which may affect delivery changes ad avaibility.
- Reviews and Ratings: Feedback providing by customers after purchasing products.
- **Cart:** Temporary storage for products that customers intend to buy, before placing an order.

Relationship Between Entities



Focus on Key Fields for each Entity

1. Products:

- ProductID: Unique identifier for each product.
- Name: The name of the product.
- Price: Cost of the product.
- Stock: Available quanitity in stock of each product.
- Category: The category from which the product belong.
- Tags: Keywords for search.
- Images: Image of the product.

2. Customers:

- **CustomerID:** Unique identifier for each customer.
- Name: Full name of the customer.
- ContactInfo: Phone number and email address.
- Address: Delivery address for shipping.
- OrderHistory: List of the past order placed by the customer.

3. Orders:

- OrderID: Unique identifier for order.
- CustomerInfo: Details like name, contact, and address.

- Status: Order status (pending, shipped, Delivered).
- Time: Date and time when the order was placed.

4. Delivery Zones:

- **ZoneName:** Name or ID of the delivery zone.
- CoverageArea: List of cities and postal code of zone.
- AssignedDrivers: Information about delivery couriers.

5. Payments:

- PaymentID: Unque identifier for payment.
- OrderID: linked order.
- Amount: Total paid for the order.
- Payment method: Method used (e.g. Credit card, PayPal).
- Status: Payment status (pending, successful, failed).

6. Shipments:

- ShipmentID: Unique identifier for shipment.
- OrderID: Linked order.
- Status: Current status (In transit, Delivered).

7. Reveiws and Ratings:

• **ReviewID:** Unique identifier for each review.

- **CustomerID:** The customer id who wants to wrote review.
- **ProductID:** The product which is reviewed.
- Rating: Customer's rating (1 to 5).
- Comments: Written comments on the product.
- Avatar: Customer Image.