	Entity	PK	SK	Implemented
	Entity	**PK**	**SK**	
	Brand	BRAND#<BRAND_NAME>	BRAND#<BRAND_NAME>	DONE
	Brands	BRANDS	BRANDS	DONE
	BrandLike	BRANDLIKE#<BRAND_NAME>#<USERNAME>	BRANDLIKE#<BRAND_NAME>#<USERNAME>	DONE
	BrandWatch	BRANDWATCH#<BRAND_NAME>	USER#<USERNAME>	DONE
	Category	CATEGORY#<CATEGORY_NAME>	CATEGORY#<CATEGORY_NAME>	DONE
	CategoryLike	CATEGORYLIKE#<CATEGORY_NAME>#<USERNAME>	CATEGORYLIKE#<CATEGORY_NAME>#<USERNAME>	DONE
	CategoryWatch	CATEGORYWATCH#<CATEGORY_NAME>#<USERNAME>	USER#<USERNAME>	DONE
	FrontPage	FRONTPAGE	FRONTPAGE	DONE
	EditorsChoicePage	EDITORSCHOICEPAGE	EDITORSCHOICEPAGE	DONE
	Deal	DEAL#<DEAL_ID>	DEAL#<DEAL_ID>	DONE
	User	USER#<USERNAME>	USER#<USERNAME>	DONE
	Message	MESSAGES#<USERNAME>	MESSAGE#<MESSAGE_ID>	DONE
	Entity	**GSI1PK**	**GSI1SK**	
	Deal	DEALS#<TIMESTAMP>	DEAL#<DealId>	DONE
	UnreadMessage	MESSAGES#<USERNAME>	MESSAGE#<MESSAGE_ID>	DONE
	Entity	**GSI2PK**	**GSI2SK**	
	Deal	BRAND#<BRAND_NAME>#<TIMESTAMP>	DEAL#<DealId>	DONE
	Entity	**GSI3PK**	**GSI3SK**	
	Deal	CATEGORY#<CATEGORY_NAME>#<TIMESTAMP>	DEAL#<DealId>	DONE

Table 1

			Index	Parameters	Notes
Create core deal entities					
	Create Deal		N/A	N/A	Admin in CMS
	Create Brand		N/A	N/A	Add to BRANDS singleton and create BRAND#<BRAND_NAME> partition
	Create Category		N/A	N/A	Fixed number of categories (8)
Set featured deal	Set Featured deals for Front page		N/A	N/A	Admin in CMS
	Set Featured deals for Category		N/A	N/A	Admin in CMS
	Set Featured details for Editors Choice Page		N/A	N/A	Admin in CMS
Fetch page	Fetch Featured Deals and Latest Deals for Front page		Main table	N/A	Fetch front page item
			GSI1	LastDealIdSeen	Query timestamp partitions for up to 25 deals
	Fetch Featured Deals and Latest Deals for Category		GSI3	* Category name * LastDealIDSeen	Query timestamp partitions for up to 25 deals
	Fetch Featured Deals for Editors Choice page		Main table	N/A	Fetch editors choice item
	Fetch Latest Deals for Brand		GSI2	*BrandName	Query timestamp partitions for up to 25 deals
	Fetch all Brands		Main table	N/A	Fetch BRANDS singleton
	Fetch Deal		Main table	Brand	GetItem on DealId
Users and interactions					
	Create User		Main table	N/A	Condition expression to ensure uniqueness on username
	Like Brand for User		Main table	N/A	Check if item already exists and then increment like in brands through transaction
	Watch Brand for User		Main table	N/A	Check if item already exists and then increment watch in brands through transaction
	Like Category for User		Main table	N/A	Check if item already exists and then increment like in category through transaction
	Watch Category for User		Main table		Check if item already exists and then increment watch in category through transaction
Messages					
	View Messages for User		Main table	Username	Query to find all messages
	View Unread Messages for User		GSI1	Username	Query to find all unread messages
	Mark Message as Read		Main table	N/A	Update status and remove GSI1 attributes
	Send Hot New Deal Message to all Users		UserIndex	N/A	* Scan UserIndex to find all users * Create message for each User

			Index	Parameters	Notes
	Send new Brand Deal Message to Brand Watchers	Main table	BrandName	* Query to find all users watching a particular brand* Create message for each User
	Send new Category Deal Message to Category Watchers		Main table	CategoryName	* Query to find all users watching a particular category* Create message for each User

Table 1