**1. Admin Dashboard (Main Control Panel)**

**Purpose:** Provide a quick overview of the most important site metrics and controls.

**Features:**

* **Quick Stats:** Key metrics like total users, sales today, pending orders, active vendors/designers.
* **Notifications:** Alerts for pending approvals (vendors, designers, or products), customer support tickets, new reviews, etc.
* **Navigation Links:** Quick links to common sections (Users, Products, Orders, etc.).

**Page/Section:**

* **Dashboard Overview**: Displays site-wide stats and critical updates.

**2. User Management**

**Purpose:** Handle all user-related activities for customers, vendors, designers, and admin roles.

**Features:**

* **View Users:** List all registered users (customers, vendors, designers, admin).
* **Filter by Role:** Sort users by type (customer, vendor, designer, admin).
* **Manage Roles:** Promote or demote users to different roles (e.g., convert a customer to a vendor).
* **Account Approval:** Approve/reject new vendor/designer requests.
* **Edit/Delete Users:** Change user information or delete accounts.
* **Activity Logs:** View a log of actions performed by each user (security and auditing purposes).

**Pages/Sections:**

* **User List**: Table of users with sorting and filtering by role.
* **User Details**: A detailed page showing individual user profiles, order history, and activity log.
* **Account Approval**: Dedicated page to approve pending vendor/designer registrations.

**3. Product Management**

**Purpose:** Manage all products listed by vendors and designers.

**Features:**

* **Product List:** View, search, and filter all products across different categories.
* **Product Approval:** Review and approve/reject newly submitted products by vendors/designers.
* **Edit Products:** Modify product details such as pricing, description, or tags.
* **Category Management:** Add, edit, or delete product categories and attributes (e.g., T-shirts, Mugs, etc.).
* **Promotions:** Set up promotions, discounts, and sales campaigns across products.

**Pages/Sections:**

* **Product List**: View all products with options to filter, approve, edit, or remove products.
* **Product Approval**: Review and manage newly submitted products awaiting approval.
* **Category Management**: Create/edit product categories, subcategories, and tags.
* **Promotion Management**: Define site-wide promotions, sales, or product-specific discounts.

**4. Order Management**

**Purpose:** Manage and track customer orders.

**Features:**

* **Order Overview:** Display all customer orders with statuses (pending, shipped, delivered, etc.).
* **Order Details:** View detailed order information, including customer details, shipping information, and ordered items.
* **Update Order Status:** Change the status of an order (e.g., from pending to shipped).
* **Refunds/Cancellations:** Manage refund requests and cancellations.
* **Shipping Management:** Configure and manage shipping options (collaborate with shipping carriers or set site-wide shipping policies).

**Pages/Sections:**

* **Order List**: View all orders with filtering options (status, date, customer name, etc.).
* **Order Details**: Drill-down into specific order details and customer information.
* **Refund/Cancellation**: Approve, deny, or process refunds and cancellations.

**5. Content Management**

**Purpose:** Handle content across informational pages, blog posts, and multimedia.

**Features:**

* **Manage Pages:** Create, edit, or remove content pages (e.g., About Us, FAQs, Terms & Conditions, etc.).
* **Blog Management:** Add/edit blog posts, schedule posts, manage comments.
* **Multimedia Uploads:** Upload and manage images, videos, or other media for use in products, blogs, or banners.

**Pages/Sections:**

* **Page Manager**: List of all static content pages with options to edit or delete.
* **Blog Manager**: Create/edit blog posts, manage categories, and approve comments.
* **Media Library**: Manage all uploaded media files (images, videos, banners).

**6. Sales and Financial Management**

**Purpose:** Track sales, manage earnings for vendors/designers, and handle payouts.

**Features:**

* **Sales Overview:** Track overall sales, revenue, and popular products.
* **Vendor/Designer Earnings:** Manage and view earnings for vendors/designers and approve payouts.
* **Reports:** Generate financial reports by date range, product category, vendor/designer performance, etc.
* **Commission Management:** Define and adjust commission rates for vendors and designers.
* **Payout Management:** Approve or deny payout requests from vendors/designers, and manage automatic payouts.

**Pages/Sections:**

* **Sales Overview**: Overview of total revenue, sales trends, and performance charts.
* **Vendor/Designer Earnings**: View earnings and pending payouts for vendors and designers.
* **Financial Reports**: Generate and export sales and earnings reports.

**7. Marketing Tools**

**Purpose:** Manage marketing campaigns and improve website visibility through SEO tools.

**Features:**

* **Email Campaigns:** Create and send email newsletters or promotions to customers.
* **SEO Settings:** Manage meta tags, descriptions, and other SEO-related content for pages.
* **Discount Management:** Create and manage discount codes and promotional campaigns.

**Pages/Sections:**

* **Email Campaign Manager**: Create and schedule email newsletters and promotions.
* **SEO Tools**: Manage meta tags, descriptions, and analyze SEO performance.
* **Discount Manager**: Create and track discount codes, site-wide or product-specific.

**8. Customer Support Tools**

**Purpose:** Provide tools for handling customer support efficiently.

**Features:**

* **Ticket Management:** View and respond to customer support tickets.
* **Live Chat Management:** Oversee live chat conversations.
* **FAQs:** Manage frequently asked questions, add new entries, and categorize them.

**Pages/Sections:**

* **Support Tickets**: Manage incoming tickets, assign them to agents, and track resolutions.
* **Live Chat Dashboard**: View live chat logs and assign agents for conversations.
* **FAQ Manager**: Add/edit FAQs and categorize them by topic.

**9. Security and Compliance**

**Purpose:** Ensure the platform is secure and complies with data privacy laws.

**Features:**

* **User Activity Logs:** Track login history, changes made by users, and critical actions.
* **Security Settings:** Manage site security options such as two-factor authentication, password policies, and session management.
* **Data Privacy Tools:** Ensure GDPR compliance, provide users with data deletion options, and manage privacy policies.

**Pages/Sections:**

* **Activity Logs**: View logs of user activities such as login times, edits, and account changes.
* **Security Settings**: Configure platform security options (e.g., password strength, 2FA).
* **Compliance Manager**: Track privacy settings and manage user consent forms.

**10. Vendor and Designer Wallets**

**Purpose:** Manage and track earnings for vendors and designers, as well as handle withdrawals.

**Features:**

* **Balance Overview:** Track current balances and pending payouts for vendors and designers.
* **Withdrawal Requests:** Approve or deny withdrawal requests, or set automatic payout conditions.
* **Transaction History:** View a log of transactions including sales, fees, and refunds.

**Pages/Sections:**

* **Wallet Overview**: List of vendors and designers, showing current balance and pending amounts.
* **Transaction History**: Detailed transaction logs for each vendor and designer.
* **Withdrawal Management**: Manage withdrawal requests and approve payouts.

**11. Advanced Analytics & Reporting**

**Purpose:** Provide in-depth insights into various aspects of the business, helping admins make data-driven decisions.

**Features:**

* **Traffic & User Behavior Analytics:** Track page views, popular products, user journeys, and other traffic metrics.
* **Conversion Tracking:** Measure conversion rates for product sales, email campaigns, or promotions.
* **Product Performance:** Identify top-selling products, trends over time, and low-performing items.
* **Revenue Forecasting:** Use historical data to forecast future sales and revenue trends.
* **Abandoned Cart Reports:** Track users who abandoned carts, with the option to send follow-up emails.

**Pages/Sections:**

* **Analytics Dashboard**: Central hub for viewing data trends, charts, and key performance indicators (KPIs).
* **Product Performance Reports**: Insights into how products are selling, including categories and pricing strategies.
* **Traffic & User Behavior**: Analyze traffic sources, heatmaps, and user journeys.

**12. Vendor & Designer Management**

**Purpose:** Offer a more specific section focused on vendors and designers, aside from general user management.

**Features:**

* **Vendor Profiles:** Detailed profiles showing performance, ratings, products listed, and total sales.
* **Designer Profiles:** Similar to vendors but specific to product design contributions and earnings.
* **Ratings & Feedback:** Monitor customer reviews and feedback for vendors/designers, helping promote the best performers.
* **Collaboration Tools:** If vendors and designers work together on products, manage and track collaboration metrics.

**Pages/Sections:**

* **Vendor/Designer Profiles**: Individual pages showing detailed performance and product listings.
* **Feedback & Ratings Management**: View and moderate reviews/feedback on specific vendors/designers.

**13. Inventory & Stock Management (If applicable)**

**Purpose:** Manage stock levels and inventory for products (depending on if you handle any form of stock or print materials).

**Features:**

* **Track Inventory:** Monitor available stock for each product, especially if you're handling bulk production of certain items.
* **Low Stock Alerts:** Get notifications when a product’s stock is running low.
* **Reorder Management:** Automatically generate reordering notifications or supply orders when stock runs out.

**Pages/Sections:**

* **Inventory Overview**: Display current stock levels for all products.
* **Low Stock Alerts**: List of products that need restocking or replenishment.

**14. Affiliate/Influencer Program Management (Optional)**

**Purpose:** Handle affiliate programs where influencers promote products and earn commissions.

**Features:**

* **Affiliate Tracking:** Manage affiliates or influencers with their own referral links.
* **Commissions Management:** Set and track commissions for sales generated by affiliates.
* **Affiliate Dashboard:** Affiliates can log in and see their own sales, commissions, and payment statuses.
* **Performance Tracking:** Measure which affiliates are bringing the most traffic/sales.

**Pages/Sections:**

* **Affiliate List**: View and manage all active affiliates, along with performance stats.
* **Affiliate Reports**: Generate reports on sales driven by each affiliate.
* **Commission Management**: Set and track commission rates for different affiliates.

**15. API Management & Integration**

**Purpose:** Manage third-party integrations for shipping, payment gateways, and other external services.

**Features:**

* **API Key Management:** Generate and manage API keys for third-party developers or services.
* **Third-Party Integrations:** Track and configure integrations like payment gateways, shipping APIs, analytics tools, etc.
* **Webhook Management:** Handle event-driven integrations, like triggering emails or updates when an order is placed.

**Pages/Sections:**

* **API Management**: Dashboard for viewing and managing active API integrations.
* **Integration Settings**: Configure settings for specific services (e.g., Stripe, PayPal, DHL shipping).

**16. Feedback & Suggestions**

**Purpose:** Handle customer, vendor, or designer feedback on site usability or feature requests.

**Features:**

* **Feedback Forms:** Allow users to submit feedback about their experience with the platform.
* **Suggestions Box:** Collect and analyze feature suggestions or bug reports from users.
* **Rating System:** Allow users to rate the platform (for improvements in UX/UI).

**Pages/Sections:**

* **Feedback Overview**: List of suggestions, ratings, and feedback from various users.
* **User Feedback Reports**: Track common issues or requests that can help guide future updates.

**Security Enhancements (Extended)**

* **Two-Factor Authentication (2FA) for Admins:** Enforce 2FA for admin logins to enhance security.
* **Data Backups:** Ensure the site data is regularly backed up, and allow manual backups from the admin panel.
* **Session Management:** Admins can view active user sessions and force logouts if necessary.

**Final Page List**

1. **Dashboard Overview**
2. **User Management**:
   * User List, User Details, Role Management, Account Approval
3. **Product Management**:
   * Product List, Product Approval, Category Management, Promotions
4. **Order Management**:
   * Order List, Order Details, Refund/Cancellation Management, Shipping Settings
5. **Content Management**:
   * Pages Manager, Blog Manager, Media Library
6. **Sales & Financial Management**:
   * Sales Overview, Vendor Earnings, Financial Reports, Commission Settings, Payout Management
7. **Marketing Tools**:
   * Email Campaigns, SEO Management, Discount Codes
8. **Customer Support**:
   * Support Tickets, Live Chat Dashboard, FAQs
9. **Security & Compliance**:
   * Activity Logs, Security Settings, Data Privacy
10. **Vendor/Designer Wallet Management**
11. **Advanced Analytics & Reporting**
12. **Inventory Management** (if applicable)
13. **Affiliate/Influencer Program** (optional)
14. **API Management & Integration**
15. **Feedback & Suggestions**