

Assignment

Client wants to build an ecommerce portal for sports equipment, he wants to give the customers a great product experience along with smooth onboarding process to vendors on his platform. Outcome expected:

1. List down the major features for the ecommerce portal for end customers and for vendors
2. Define user journey for customer onboarding and vendor onboarding

For point 1:

In Customer portal:

1. Intuitive design with easy navigation.
2. Clear categorization of products for different sports.
3. Comprehensive listing of sports equipment.
4. High-quality images and detailed descriptions.
5. Filtering options by sport, brand, price, etc.
6. Advanced search options with filters.
7. Search suggestions for quicker product discovery.
8. Registration and login functionality.
9. Profile management for order history, wishlists, etc.
10. Seamless shopping cart experience.
11. Multiple payment options (credit/debit cards, PayPal, etc.).
12. Guest checkout option for quick purchases.
13. Real-time tracking of orders from placement to delivery.
14. Email or SMS notifications for order updates.
15. Customer reviews and ratings for products.
16. Option to leave feedback and ratings after purchase.

- 17.Help center with FAQs.
- 18.Live chat support for instant assistance.
- 19.Contact form or ticketing system for queries.
- 20.Responsive design for seamless browsing on mobile devices.
- 21.Mobile app for convenient shopping on the go.
- 22.Display of ongoing promotions and discounts.
- 23.Option to apply discount codes during checkout.

In Vendor Portal:

1. Simple registration process with basic details.
2. Approval process by admin after verification.
3. Interface for managing products, orders, and inventory.
4. Analytics dashboard for sales insights and performance tracking.
5. Easy product listing and editing capabilities.
6. Bulk product upload feature for efficiency.
7. Access to order details and processing tools.
8. Option to print packing slips and shipping labels.
9. Real-time tracking of inventory levels.
- 10.Low stock alerts and (replenishment tools.
- 11.Secure payment gateway integration.
- 12.Payout management and transaction history.
- 13.Communication tools for responding to customer inquiries.
- 14.Handling returns, refunds, and exchanges.
- 15.Ability to create and manage promotional campaigns.
- 16.Featured product placements and discounts.
- 17.Access to resources, guides, and tutorials.
- 18.Dedicated support channel for vendor inquiries and assistance.
- 19.Sales reports and analytics for informed decision-making.

20. Metrics on product popularity, customer demographics, etc.

For point 2:

Customer Onboarding:

1. The customer navigates to the ecommerce portal for sports equipment.
2. They may have arrived through direct URL, search engine, or referral link.
3. The customer is presented with the option to register for an account or proceed as a guest.
4. If registering, they fill out a registration form with basic details like name, email, and password.
5. Alternatively, they can choose to proceed directly to checkout without registering.
6. If the customer registers, they receive a confirmation email with a verification link.
7. They click on the verification link to confirm their account.
8. The customer browses through the product categories or uses the search function to find desired sports equipment.
9. They can view product details, images, prices, and customer reviews.
10. After finding desired items, the customer adds them to the shopping cart.
11. They can adjust quantities and continue browsing or proceed to checkout.
12. The customer proceeds to checkout, where they enter shipping and billing details.
13. They select a payment method and enter payment information.
14. Optionally, they may apply any discount codes or vouchers.

15. After successful payment, the customer receives an order confirmation page.
16. They also receive an email confirmation with order details and tracking information.
17. The customer can track their order status through the ecommerce portal.
18. They receive notifications for order updates, such as shipment and delivery.
19. Optionally, they can leave product reviews or contact customer support for assistance.

Vendor Onboarding::

1. Prospective vendors visit the ecommerce portal and navigate to the vendor registration page.
2. They fill out an application form with details such as company name, contact information, and product offerings.
3. Optionally, they may upload documents like business licenses or product catalogs.
4. The platform admin receives the vendor application and reviews the submitted information.
5. They assess the compatibility of the vendor's products with the platform's offerings and policies.
6. If the vendor application meets the platform's criteria, the admin approves the application.
7. The vendor receives an email notification of approval and instructions to proceed.
8. If the application is rejected, the vendor receives a notification with reasons for rejection.

9. Approved vendors receive login credentials to access the vendor dashboard.
10. They log in and are greeted with a dashboard interface tailored for managing products, orders, and other vendor-related tasks.
11. Vendors use the dashboard tools to add their products to the ecommerce platform.
12. They upload product images, descriptions, pricing, and inventory quantities.
13. Optionally, they can categorize products and set up variations such as sizes and colors.
14. Vendors monitor incoming orders through the vendor dashboard.
15. They process orders by packing items, generating shipping labels, and arranging for delivery.
16. Vendors configure their payment settings, including preferred payment methods and payout frequencies.
17. They may integrate their payment gateway or use the platform's built-in payment system.
18. Vendors respond to customer inquiries and provide support regarding their products.
19. They handle returns, refunds, and exchanges according to the platform's policies.
20. Vendors track their sales performance and analytics through the dashboard.
21. They analyze metrics such as sales volume, revenue, and customer feedback to optimize their offerings.
22. The platform provides ongoing support and resources to vendors, including guides, tutorials, and assistance channels.
23. Vendors can access help documentation or reach out to platform support for any issues or questions.

