

Extended Marketplace Plan: Sofas and Chairs E-Commerce Store (Extended)

1. Marketplace Type: General E-Commerce

Primary Purpose:

- An online platform offering a curated collection of high-quality sofas and chairs.
- Providing customers with convenient, affordable, and stylish furniture delivered to their doorstep.
- Offering seamless and personalized user experiences with features like wishlists, cart management, and easy checkout.

2. Business Goals

Problem to Solve:

- Eliminating the need for customers to visit physical furniture markets.
- Offering affordable and stylish furniture with home delivery.
- Creating a more enjoyable, user-centric online shopping experience with features like **Add to Cart, Wishlist, and Order Tracking**.

Target Audience:

- Middle-class and upper-middle-class families.
- Urban professionals decorating their homes.
- Small businesses purchasing office furniture.
- Online shoppers seeking both affordability and convenience in purchasing home and office furniture.

Products Offered:

- **Sofas:** Recliner, L-shaped, Loveseats, Sofa Beds.
- **Chairs:** Dining chairs, Office chairs, Accent chairs.
- **Customization Options:** Various colors, materials, and sizes.
 - **Extended Customization:** Customers can choose cushion firmness, fabric texture, and additional features like built-in USB ports for some chair models.
 - **Personalization:** Allow users to add monograms or personalized embroidery on sofa cushions for a small premium.

Unique Selling Proposition (USP):

- High-quality products at competitive prices.
- Customizable options for sofas and chairs.
- Free delivery within selected areas.
- User-friendly website with advanced search and filters.

- A streamlined, secure, and enjoyable shopping experience across multiple devices (desktop, mobile, and tablet).

3. Data Schema

Entities:

- **Products:**
 - **ID:** Unique identifier.
 - **Name:** Product name (e.g., "Recliner Sofa").
 - **Price:** Cost of the product.
 - **Stock:** Available quantity.
 - **Category:** Sofa or Chair.
 - **Tags:** Keywords like "modern", "wooden", "comfortable".
 - **Images:** High-quality images of products from multiple angles.
 - **Dimensions:** Size of the product (length, width, height).
 - **Rating:** Average product rating based on customer feedback.
 - **Discount:** Percentage or flat-rate discount applied to product, if any.
- **Orders:**
 - **Order ID:** Unique identifier.
 - **Customer ID:** Linked customer.
 - **Product ID:** Linked product.
 - **Quantity:** Number of items purchased.
 - **Order Status:** Pending, Shipped, Delivered.
 - **Payment Status:** Paid, Pending.
- **Customers:**
 - **Customer ID:** Unique identifier.
 - **Name:** Full name of the customer.
 - **Contact Info:** Phone number and email address.
 - **Address:** Delivery address.
 - **Order History:** List of previous orders.
 - **Loyalty Points:** Accumulated points from purchases for discounts and rewards.
- **Cart:** (*Enhanced Add to Cart*)
 - **Cart ID:** Unique identifier for each cart.
 - **Customer ID:** Linked customer.
 - **Product IDs:** List of products in the cart.
 - **Quantity:** Quantity of each product.
 - **Total Price:** Calculated total for items in the cart, including discounts and taxes.
 - **Cart Status:** Active, Ordered, Abandoned.
 - **Date Added:** Timestamp when the item was added to the cart.
 - **Cart Modifications:** A record of modifications like adding/removing items, changing quantities, etc.
- **Delivery Zones:**
 - **Zone Name:** City or area name.
 - **Coverage Area:** Specific postal codes.
 - **Delivery Fee:** Free or paid (based on location).

- **Estimated Delivery Time:** Range of delivery days based on customer location.
- **Shipments:**
 - **Shipment ID:** Unique identifier.
 - **Order ID:** Linked order.
 - **Delivery Date:** Estimated or actual delivery date.
 - **Status:** In Transit, Delivered, Delayed.
 - **Tracking Number:** Provided for customers to track their shipments.
- **Wishlist:**
 - **Wishlist ID:** Unique identifier.
 - **Customer ID:** Linked customer.
 - **Product IDs:** List of saved product IDs.
 - **Date Added:** Timestamp when the product was added to the wishlist.

Updated Diagram of Data Schema

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```
[Products]
- ID
- Name
- Price
- Stock
- Category
- Tags
- Images
- Dimensions
- Rating
- Discount
|
|
[Orders] -----> [Customers]
- Order ID          - Customer ID
- Product ID        - Name
- Quantity          - Contact Info
- Order Status      - Address
- Payment Status    - Order History
|
|
[Cart] <-----> [Shipments] <-----> [Delivery Zones]
- Cart ID           - Shipment ID       - Zone Name
- Customer ID       - Order ID          - Coverage Area
- Product IDs       - Delivery Date     - Delivery Fee
- Quantity          - Status            - Estimated Delivery Time
- Total Price
- Cart Status
- Date Added
|
|
[Wishlist]
- Wishlist ID
- Customer ID
- Product IDs
- Date Added
```

4. Key Features and Business Functionalities

- **Flash Sales:**
Weekend deals on popular sofas and chairs. "**Limited time offers**" with countdown timers to build urgency.
- **Bundling:**
Sofa sets and dining chair sets with discounts to increase the average order value. Option to "**Add all to cart**" for bundled items.
- **SEO Optimization:**
Keywords targeting "affordable sofas," "stylish chairs," "modern recliners," and others.
- **Payment Gateway:**
Secure online payments via credit card, debit card, wallets (PayPal, Google Pay, etc.), and **installment plans** for high-ticket items.
- **Smart Inventory:**
AI-based stock tracking to ensure popular products are always available, while flagging products at risk of stockouts.
- **Wishlist Feature:**
 - Customers can save products for future purchase, with easy access to their wishlist through the user profile.
 - Email reminders for wishlist items with "**Price drop notifications**".
- **Add to Cart with Cross-selling & Up-selling:**
 - **Cross-selling:** Show related products, e.g., "This sofa goes great with these accent chairs."
 - **Up-selling:** Offer premium versions or add-ons when adding products to the cart (e.g., "Upgrade to a premium leather version").
- **Cart Abandonment Notifications:**
If a customer leaves items in the cart without completing the purchase, an automated email or SMS will be sent reminding them about the products and offering a **small discount** to incentivize the purchase.
- **Guest Checkout and Account Creation:**
Customers can opt for a **guest checkout** for quicker purchases or create an account to enjoy **loyalty points**, order tracking, and faster future checkouts.
- **Cart Summary:**
Once items are added, a **cart summary popup** or side panel will show:
 - Product image and name
 - Quantity
 - Price
 - Total price (including any applied discounts)

5. Validation Steps

- **Test Add to Cart and Checkout Functionality:**
Test the entire flow of adding items to the cart, modifying quantities, and checking out. Ensure that users can easily navigate and complete purchases.

- **Customer Feedback:**

Collect data through surveys or A/B testing to understand how users are interacting with the cart and wishlist features and make improvements where necessary.

6. Submission Steps

- **Documentation:**

Finalize and document all system features, database schemas, and user workflows.

- **LinkedIn Post:**

Showcase the new features, particularly the **Add to Cart** feature and **Wishlist**, and how these enhance user experience, tagging mentors, and including images of the user interface.

Additional Features to Enhance User Experience:

- **Mobile-Optimized Checkout Flow:**

Ensure that the checkout process is optimized for mobile devices, making it quick and easy to add items to the cart and complete purchases on-the-go.

- **Multi-language & Multi-currency Support:**

Add support for multiple languages (English, Spanish, etc.) and currencies, especially if the marketplace plans to expand to international customers.

- **Real-time Stock Updates:**

Users should see real-time stock availability when they add items to their cart. If a product runs out, they should get a **notification or alert** with an estimated restock date.

By integrating these additional layers to your e-commerce store, including advanced cart management, customer engagement, and personalized features, your platform will offer a highly competitive and user-friendly marketplace.