**Day 1: Laying the Foundation for Your Marketplace Journey**  
**Nike-Themed Marketplace Response**

**Step 1: Choose Your Marketplace Type**

**Marketplace Type: General E-Commerce**

**Primary Purpose:**

The marketplace is an **online store** specializing in **Nike-branded** products, including **footwear, apparel, and accessories**. The platform provides a **seamless, user-friendly shopping experience**, ensuring customers can browse and purchase authentic Nike products conveniently.

**Step 2: Define Your Business Goals**

**What problem does your marketplace aim to solve?**

* Many customers **struggle to find authentic Nike products** online due to the presence of **counterfeit items** and unauthorized sellers.
* The platform ensures that customers can purchase **genuine** Nike products directly from an **official and trusted marketplace**.
* The website offers a **modern UI/UX**, making the shopping experience **smooth and enjoyable**.
* Provides an **efficient product search, filtering, and secure checkout system** for a hassle-free shopping journey.

**Who is your target audience?**

* **Sneaker Enthusiasts** – Customers looking for the **latest Nike shoe releases** and exclusive sneaker drops.
* **Athletes & Fitness Enthusiasts** – Individuals who need **high-performance** sportswear for **running, gym workouts, and training**.
* **Casual Shoppers** – Consumers who prefer **stylish and comfortable** footwear and clothing from a **well-known brand**.
* **Streetwear & Fashion Fans** – Young adults and fashion-conscious buyers who consider Nike products a part of their **lifestyle and streetwear culture**.

**What products or services will you offer?**

**Products:**

* **Footwear:** Running shoes, basketball sneakers, lifestyle sneakers (e.g., Nike Air Force 1, Air Max, Jordan).
* **Apparel:** Sportswear, hoodies, t-shirts, tracksuits, and compression wear.
* **Accessories:** Caps, socks, sports bags, and workout gear.

**Services:**

* **Secure Online Payment System** – Accepts multiple payment methods, ensuring a smooth checkout process.
* **Product Search & Filtering** – Allows customers to search by **size, color, category, and price range**.
* **User Accounts & Order Tracking** – Customers can create accounts to save their order history and track deliveries.
* **Wishlist & Favorites** – Shoppers can save products to their wishlist for future purchases.
* **Fast Shipping & Returns** – Offers **quick order processing** and an easy return/exchange policy.

**What sets your marketplace apart?**

* **Brand Exclusivity** – The website focuses **only on Nike products**, ensuring customers get 100% **authentic** items.
* **Modern UI/UX** – A **sleek and engaging interface** with **easy navigation**, providing a superior user experience.
* **Personalized Recommendations** – Customers get suggestions based on their **browsing and purchase history**.
* **Fast Checkout Process** – The marketplace features a **one-click checkout option** for returning customers.
* **Limited-Edition Releases** – The website includes **exclusive Nike sneaker drops**, attracting sneakerheads and collectors.

**Step 3: Create a Data Schema**

**1. Identify the Entities**

The key entities in the **Nike Marketplace** are:

1. **Products** – Represents the items available for sale.
2. **Customers** – Users who register and place orders.
3. **Orders** – Records of purchases made by customers.
4. **Payments** – Details about transactions for completed orders.
5. **Cart** – Items a customer adds before checkout.
6. **Shipments** – Tracks the order’s shipping and delivery process.

**2. Define Key Fields for Each Entity**

**Products Table**

|  |  |  |
| --- | --- | --- |
| **Field Name** | **Type** | **Description** |
| product\_id | String | Unique identifier for each product |
| name | String | Name of the product (e.g., Nike Air Max 90) |
| category | String | Category (Shoes, Apparel, Accessories) |
| price | Float | Price of the product |
| stock | Integer | Available quantity |
| image\_url | String | URL for the product image |
| description | Text | Detailed product description |
| rating | Float | Average customer rating (1-5) |

**Customers Table**

|  |  |  |
| --- | --- | --- |
| **Field Name** | **Type** | **Description** |
| customer\_id | String | Unique identifier for each customer |
| name | String | Customer’s full name |
| email | String | Contact email |
| phone | String | Contact number |
| address | String | Delivery address |
| order\_history | Array | List of past orders placed by the customer |

**Orders Table**

|  |  |  |
| --- | --- | --- |
| **Field Name** | **Type** | **Description** |
| order\_id | String | Unique identifier for each order |
| customer\_id | String | ID of the customer who placed the order |
| total\_amount | Float | Total order value |
| status | String | Order status (Pending, Shipped, Delivered) |
| order\_date | Date | Date when the order was placed |

**Payments Table**

|  |  |  |
| --- | --- | --- |
| **Field Name** | **Type** | **Description** |
| payment\_id | String | Unique identifier for each payment |
| order\_id | String | ID of the order linked to this payment |
| amount | Float | Total amount paid |
| method | String | Payment method (Credit Card, PayPal, etc.) |
| status | String | Payment status (Paid, Pending) |

**Cart Table**

|  |  |  |
| --- | --- | --- |
| **Field Name** | **Type** | **Description** |
| cart\_id | String | Unique identifier for the cart |
| customer\_id | String | ID of the customer |
| product\_id | String | ID of the product added to the cart |
| quantity | Integer | Number of items in the cart |

**Shipments Table**

|  |  |  |
| --- | --- | --- |
| **Field Name** | **Type** | **Description** |
| shipment\_id | String | Unique identifier for the shipment |
| order\_id | String | Linked order ID |
| delivery\_date | Date | Expected delivery date |
| tracking\_id | String | Unique tracking number |
| status | String | Shipping status (In Transit, Delivered) |