

Name: SABAHAT | Templet: 03

E-Commerce Proposal for Nike Shoes

Hackathon: 02

Executive Summary-

We are launching an advanced Nike shoe e-commerce platform that ensures convenience, customer satisfaction, and business growth by addressing real-world challenges faced by online shoppers. Our platform aims to become the go-to destination for customers looking for Nike shoes, offering advanced features such as personalized recommendations, augmented reality virtual try-ons, secure payment methods, real-time order tracking, and effective customer management.

- The platform integrates cutting-edge technologies to provide a seamless, hassle-free experience, ensuring high customer retention and enhanced shopping satisfaction. By leveraging security for data management, we can ensure content consistency, real-time updates, and scalability.

Business Goals-

We aim to provide customers with an exceptional platform where they can explore and purchase Nike shoes effortlessly. By delivering top-notch user experiences and reliable services, we aspire to attract and retain clients, ensuring they receive the best value and support from our platform.

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Solve Real-world Problems:

Problem	Solution
1. Lack of shipment visibility	Real-time shipment tracking with updates provided through the platform
2. Payment security concerns	Integration of secure payment gateway and cash-on-delivery options
3. Complicated return process	Simplified return/rechange request forms with automated status updates
4. Difficulty in product browsing	Comprehensive catalog with filter for size, color, price and category.

• Offer a User-Friendly Experience:

- Design an intuitive and visually appealing interface to showcase Nike shoe collections.
- Ensure a seamless browsing and checkout experience for both mobile and desktop users.

Streamline Administrations

- Develop an admin panel powered by sanity.io for easy product management, order tracking, and content updates.
- Incorporate detailed analytics and reporting tools to monitor website performance and sales trend.

Key Features:

Customer Features:

1. Product Browsing:

- comprehensive catalog
- Filter for size, color, price and category.
- high-resolution images and comprehensive product details.

2. User Accounts:

- Personalized experience with wishlist functionality and order history tracking.

3. Order and Shipment Tracking:

- Real-time updates on order status, including delivery timelines.

4 Payment Options

	Description
■ Credit / Debit Cards	Secure payment gateways for Visa, Mastercard, and other major card providers.
■ Bank Transfers	Direct bank transfer options for seamless transactions.
■ PayPal	Integration with PayPal for quick and secure payments.
■ Cash-on-Delivery	Option to pay upon receiving the product for added convenience.

Returns And Exchange

Feature	Description-
• Request forms	Simplified online forms for initiating return/exchange request.
• Automate updates	Notification via email and account dashboard about the status of requests.
• Eligibility checks	Real-time validation of return/exchange eligibility based on order status.

6-1-2025

Implementation Timelines

Phase	Duration
1- Requirement Gathering & Confirmation	Week 1-2
2- Frontend & Backend Development	Week 3-4
3- Integration (Sanity.io Payments)	Week 5-6
4- Testing, Debugging & Deployment	Week 7-8

* Summary

This e-commerce platform is designed to provide a seamless and enjoyable shopping experience for customers while empowering administrators with efficient tools for operations management. By solving critical challenges such as secure payments, real-time shipment tracking and simplified returns, the website ensures a user-friendly, reliable, and scalable solution for selling like shoes. It combines modern technology with customer-focused design to stand out as a trusted and efficient online retail platform.

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