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MARKETPLACE SOFA AND E-COMMERCE STORE

MARKETPLACE TYPE:

General E-commerce

PURPOSE:

· An online platform offering a vast collection of high quality sofa and chairs. Providing customers with convinient affordable and stylish furniture delivered to thier door step.

Offering seamless and personalised userexperience with features like wishlist, cart managment and easy checkout.

BUSINESS GOALS

- 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 AUDIANCE,

- Middle class and upper class families
- Urban professional decorating ther home.
- Small business purchasing office furniture
- Online shopper seaking both affordibility and convenience in purchasing home and office furniture.

PRODUCTS OFFERED:

Sofas, recliner, loveseats, sofa beds
chairs, officechairs, Dining chairs.

UNIQUE SELLING PROPOSITION: (USP).

- High quality products at competitive prices.
- Customisable option for sofas and chairs
- Free delivery within selected areas.
- User friendly website with advanced search and filters.
- A streamlined, secure, and enjoyable shopping experience accross multiple devices (desktop, mobile, tablet).

KEY FEATURES AND BUSINESS FUNTIONALITIES

Flash sales: weekend deals on popular sofa and chairs. "limited time offer" with count down Timer to build urgency.

Bundling: Sofa sets and dining chair set with discount to increase the avarage order value option to "add to cart" bundled items.
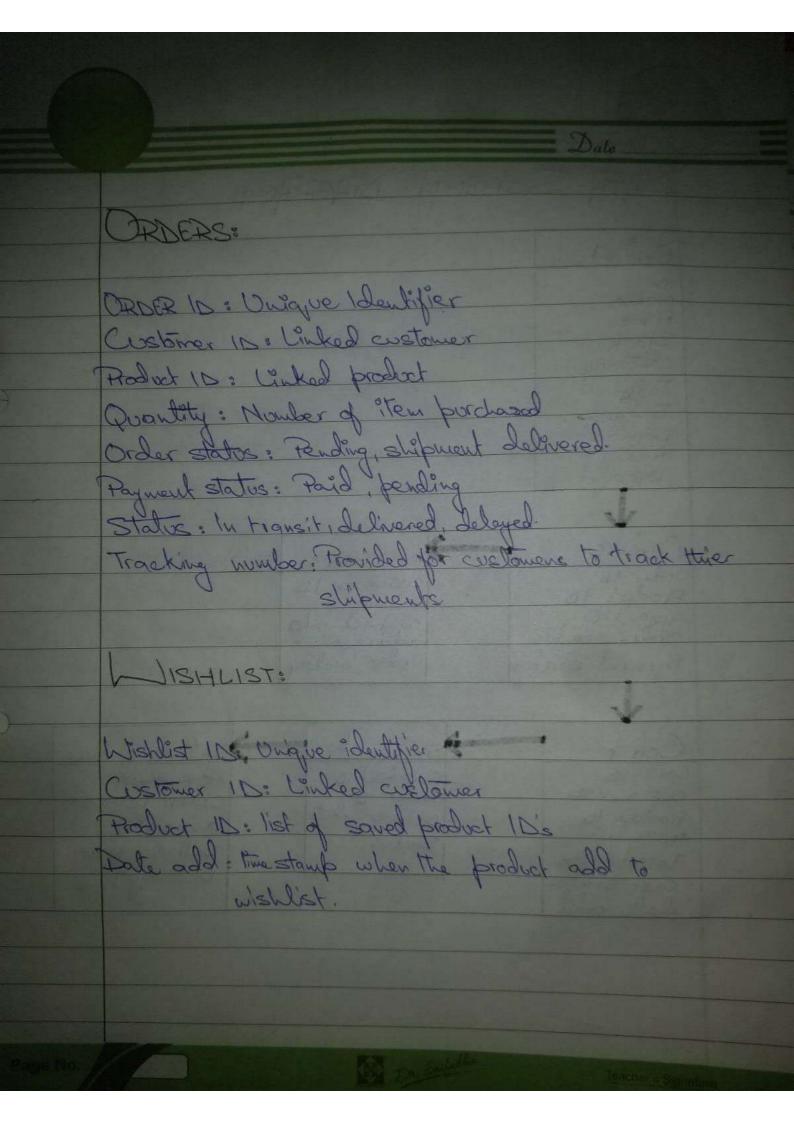
SEO OPTIMIZATIONS:

Keywords targeting affordable sofas, stylish chairs modern recliners and others

PAYMENT GATEWAY:

Secure online payment via credit card, debit card, wallets (paypal, stripe etc).

DATA SCHEMA:

Products:-

ID: Unique identifier
Name: Product name
Price: Cost of the product
Stock: available quantity
Category: Chair or sofa
Tags: Keyword "modern", "wooden"
Images: Multiple high quality images.
Main Image: high quality main image.
Dimension: Size of the product L, XL, XS.
Rating: avarage product rating based of 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 item purchased
Order status : Pending, shipment delivered.
Payment status : Paid, pending
Status : In transit, delivered, delayed.
Tracking number : Provided for customers to track thier
          shipments

WISHLIST:

Wishlist ID : Unique identifier
Customer ID : Linked customer
Product ID : list of saved product ID's
Date add : time stamp when the product add to
          wishlist.

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

CART :

Cart ID : identifier for each cart
Customer ID : linked customer

PRODUCT ID'S :

List of products in the cart

QUANTITY :

Quantity of each product

TOTAL PRICE :

Calculated total for item in the cart including discount

CART STATUS:

Active, ordered, abandanend

DATE ADDED:

Time stamp when the item was added to the cart.

CART MODIFICATION:

A record of modification like adding/removing items, charging quantities etc

DELIVERY ZONE:

Zone name: City or area name
Covarage area: Specific postal code
Delivery fee : free or poid
Estimated delivery time: Range of delivery days
based on custimr location

SHIPMENTS:

Shipment ID: Unique identifier
Order ID: linked order
Delivery date : Estimated or actual
delivery date

DATA SCHEMA DIAGRAM:

Products
- ID
- Name
- Price
- Stock
- category
- Tags
- Images
- Diamension
- Ratig
- Discount

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Orders
- Order ID
- Product ID
- quantity
- Order status
- Payment status

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Customers
- customer ID
- name
- contact info
- address
- order history

↓

Cart
- Cart ID
- customer ID
- Product ID
- quantity
- total price
- cart status
- date add

→

Shipment
- shipment ID
- order ID
- Delivery date
- status

→

Delivery zone
- zone name
- covarage area
- area
- Delivery fee
- Delivery time