

The Technical Foundation **Of Quick-Commerce.**

Why Q-commerce?

Q-commerce, or "quick commerce," refers to a rapidly growing sector of e-commerce focused on providing ultra-fast delivery of goods, often within an hour or less. It has gained popularity for several reasons:

1- Technological Advancements

2- Urbanization

3- Competitive Advantage

4- Consumer Convenience

Business Goals?

For a food website or quick commerce (q-commerce) platform, business goals typically focus on growth, customer satisfaction, and operational efficiency. One key objective is to increase customer acquisition and retention, aiming to expand the customer base while ensuring repeat purchases through targeted marketing and

personalized experiences. A vital goal in q-commerce is to improve delivery speed and efficiency, ensuring on-time delivery within an hour to meet customer expectations. Additionally, expanding the product assortment is crucial, offering a wide range of food items, including fresh groceries and prepared meals, to cater to various consumer needs.

Target Audience?

Busy professionals.

Urban dwellers.

Young Adults and Students.

Big Families.

Late-Night Snackers.

Frontend Requirements?

Responsive Design

Intuitive User Interface (UI)

Quick and Easy Search Functionality

Real-Time Order Tracking

High-Quality Product Images

User-Friendly Checkout Process

User Reviews and Ratings

Payment Gateway Integration etc.....

Components & their roles?

1- Next.js (For Frontend)

2- Sanity CMS (For Backend)

3- Product data API.

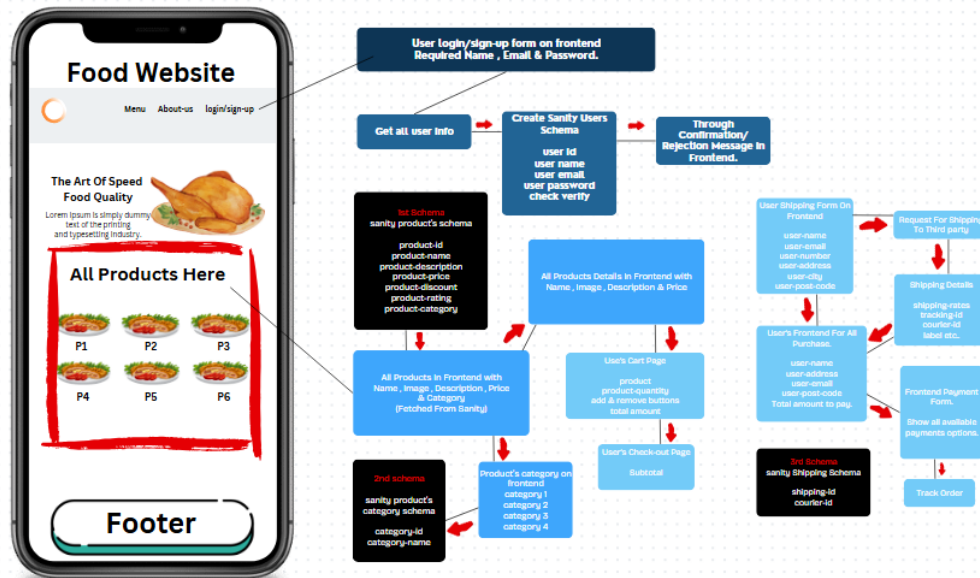
4- Third party APIs.

5- Secure payment gateway.

System Architecture

Below is a visual representation of the general e-commerce system architecture.

System Architecture Quick Commerce



API Endpoints and their Purpose and Methods Below are the key API endpoints, their purposes, and methods also:

. Products :

Endpoint: /products

Method: GET

Purpose: Fetch all product details from Sanity CMS.

. Categories :

Endpoint: /categories

Method: GET

Purpose: Get all product categories.

. Users :

Endpoint: /users

Method: GET

Purpose: Get user information.

. Shipment :

Endpoint: /shipment

Method: GET

Purpose: Fetch shipment status from a third-party API.
