

Day 1: Business Focus

Objective: Define the business foundation of your marketplace.

1. Business Goals

- Clearly define the problem your marketplace aims to solve.
- Identify what makes your marketplace unique compared to competitors.
- Example: *"Our marketplace connects local artisans with global buyers, providing a platform to showcase handmade crafts while promoting sustainable practices."*

2. Market Research

- Identify the target audience and their pain points.
- Research competitors to understand market gaps.
- Example:
 - **Target Audience:** Artisans aged 25-50 and customers who value handmade products.
 - **Competitors:** Etsy, Amazon Handmade.
 - **Market Gap:** Lack of a local, curated platform that emphasizes eco-friendly packaging and fair pricing.

3. Data Schema Draft

- Define key entities (e.g., products, orders, customers) and their relationships.
- Example:
 - **Entities:** Products, Orders, Customers, Sellers.
 - **Relationships:**
 - A seller can have multiple products.
 - A customer can place multiple orders.

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