

# Marketplace Builder Hackathon 2025: Day 1 Task

## E-Commerce Platform: Electronics Marketplace

This document outlines the planning and design for an electronics-focused e-commerce marketplace. The platform will use Next.js for the frontend and Sanity CMS as the backend, following the instructions provided.

### Step 1: Choose Your Marketplace Type

Chosen Marketplace Type: General E-Commerce

Purpose: To provide a comprehensive platform for customers to purchase a variety of electronic items, ranging from smartphones and laptops to accessories and gadgets.

### Step 2: Define Your Business Goals

1. What problem does your marketplace aim to solve?

Our marketplace addresses the challenge of finding reliable and affordable electronics online by providing a curated platform offering competitive pricing, fast delivery, and excellent customer service.

2. Who is your target audience?

Tech enthusiasts, professionals, students, and general consumers looking for quality electronics.

3. What products or services will you offer?

We will offer a wide range of electronic items, including smartphones, laptops, tablets, smartwatches, headphones, and AirPods.

4. What will set your marketplace apart?

Our marketplace will stand out due to its:

- Competitive pricing.
- Advanced product filtering and search options.
- Personalized recommendations powered by Sanity CMS.
- Speedy delivery within 24-48 hours for most orders.

### Step 3: Create a Data Schema

1. Identify the Entities in Your Marketplace:

- Products: Items available for sale.

- Orders: Records of transactions.
- Customers: Individuals purchasing products.
- Delivery Zones: Areas covered by our logistics.
- Shipment: Tracks movement of items.
- Payments: Tracks transactions.

## 2. Relationships Between Entities:

Products are linked to orders through Product ID. Orders are associated with customers through Customer ID. Delivery zones are linked to shipments to track logistics.

## 3. Focus on Key Fields for Each Entity:

### Products:

- ID: Unique identifier for each product.
- Name: Name of the product.
- Price: Cost per unit.
- Stock: Quantity available.
- Category: Classification (e.g., Laptops, Accessories).
- Tags: Keywords for search.

### Orders:

- Order ID: Unique identifier.
- Customer Info: Name, contact, and address.
- Product Details: List of products, quantities, and prices.
- Status: Order status (Pending, Shipped, Delivered).
- Timestamp: Order placement time.

### Customers:

- Customer ID: Unique identifier.
- Name: Full name.
- Contact Info: Phone and email.
- Address: Delivery address.
- Order History: Past orders.

### Delivery Zones:

- Zone Name: Name of the zone.
- Coverage Area: List of areas served.
- Assigned Drivers: Details of couriers.

Shipment:

- Shipment ID: Unique tracking ID.
- Order ID: Linked order.
- Status: Current status (In Transit, Delivered).
- Delivery Date: Expected or actual date.

#### **Step 4: Submit Your Work**

This document serves as the first deliverable for Day 1, containing all required details, including the choice of marketplace type, business goals, and a detailed data schema.