

Market Place Builder Hackathon

Day 1

Step 1

General E-Commerce

My market place type is general E-Commerce

Primary Purpose of general E-commerce is
customers to shop anytime, anywhere

- 1- Convenience
- 2- Diverse Product (offers multiple categories)
- 3- Affordability (competitive pricing and discounts for cost-conscious shoppers)
- 4- Wide Product Range (Provide diverse options for furniture styles, sizes and budgets)
- 5- Customization (Enable customers to personalize furniture to fit their preferences)
- 6- Design Inspiration (Help customers with interior design ideas through blogs, galleries or AR tools)
- 7- Space Optimization (Offer solutions like compact or multi-functional furniture for small spaces)

Define Your Business Goals

Define the problems Your Marketplace
Gems to Solve + market

Problem 1

Lack of variety and personalization

Solution:

Offer a wide range of furniture styles, materials and customizable options (e.g. fabric, size and color)

Problem 2

Poor product Information

Solution:

Include detailed product description, high-quality images, videos, dimensions and reviews to help customers make informed decisions

Problem 3

High shipping costs and delays

Solution:

Offer transparent shipping costs, estimated delivery times and if possible free or discounted shipping fees.

Infinix Smart 2 HD

Problem 4

No guidance on Interior Design

Solution:

Create an inspiration gallery, blog posts or guides with design tips - offer consultations with professional interior designers if feasible

Problem 5

Sustainability concerns

Solution:

Highlight eco-friendly furniture options, sustainable manufacturing practices.

Problem 6

Poor User experience

Solution:

Build an intuitive website with seamless navigation, a powerful search/filter system and a user-friendly checkout process.

Infinix Smart 2 HD

Establish Goals For my Website

- 1- Attract and Retain Customers
 - Build a visually appealing • mobile - responsive design
 - Optimize SEO to rank high in search results
- 2- Build Trust
 - Showcase customer reviews and testimonials
 - Provide secure payment options and clear return policies
- 3- Increase Engagement
 - Use gamification, such as quizzes for furniture recommendations
 - Integrate social sharing buttons
- 4- Expand Market Reach
 - Offer International Shipping (if applicable)
 - Collaborate with other brands or designers

TARGETED AUDIENCE

My furniture

targeted audience is

1- Homeowners and Renters

- *- People looking to furnish or redecorate their homes
- *- Target : New movers, families or individuals upgrading their living spaces

2- Young Professionals

- *- Millennials and Gen Z seeking trendy, affordable and compact furniture
- *- Focus on : Space-saving, stylish design suited for urban living

3- Small Business Owners

- *- Office furniture or decor for startups, cafes and coworking spaces
- *- Focus on : Affordable and professional-looking furniture

4- Eco-Conscious Shoppers

- *- Customers prioritizing sustainable and eco-friendly products
- *- Highlight : Ethically sourced materials

environmentally responsible manufacturing

5- Budget-Conscious Buyers

- *- Customers searching for discount
- Offers competitive pricing and budget-friendly options

6- Luxury Shoppers

- *- High income customers seeking premium furniture and bespoke designs
- *- Highlight: Exclusive collections and customization

Product & Services

Product & Services for a Furniture and Home Decor website

Product:-

1- Furniture :-

- Sofas, chairs, tables, beds, wardrobes, shelves and cabinets

Outdoor Furniture: patio sets, garden chairs and loungers

Office Furniture: Desks, ergonomic chairs and storage units

2- Home Decor :-

- Wall art, mirrors and photo frames
- Lighting: lamps, chandeliers and LED fixtures
- Decorative items: vases, clocks and sculptures

3- Special Categories

- Eco-friendly furniture
- Space-saving and modular designs
- Seasonal or festive collection

SERVICES :-

1- Customization:

Tailor furniture styles, color and dimension to customer preference

2- AR Tools:

Let customers visualize products in their home using augmented reality

3- Interior Design Advice:

Offer design consultations or style guides

4- Delivery & Assembly:

Provide affordable and professional assembly services

5- Sustainability:

Promote eco-conscious collections and

Scheman

Product

- ID "1"
- Name "Syltherine"
- Price "2.500.00"
- Stock "10"
- Category "Stylish Cafe Chain"



ORDER

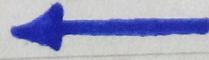


Customer

- Order ID "SKU-01" - Customer ID "RA201"
- Product ID "1" - Customer Name "Ali"
- Status "Pending" - Contact Info "032425"
- Time stamp "2-Jan-2025" - Address "Gulshan-e-Iqbal"



Shipment



Delivery Zone

- Shipment ID "SID05" - Zone Name "East Karachi"
- Order ID "SKU-01" - Coverage Area "
- Status "In Transit" - Assigned Drivers "Ahmed"
- Delivery Date "25-Jan-2025"