

E-Commerce Marketplace: Corporate Giveaways, Shields, and Branding Apparel

Transitioning to the Technical Phase

Project Overview

Objective: Building a marketplace for corporate giveaways, promotional apparel, and customized items.

- **Focus:** Speed, affordability, and customization.
- **Key Features:**
- Customizable kits
- User-friendly UI
- Seamless customer journey



Technical Roadmap

Requirement Analysis

Define user journeys: Browse, add to cart, place order, track shipment, and make payments.

Core Features

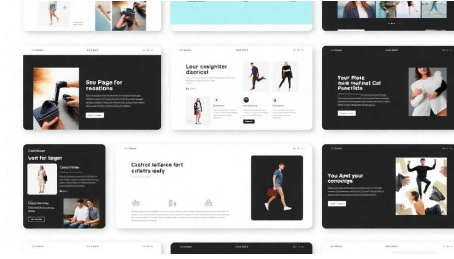
- Product listing and customization.
- Secure payment integration.
- Order and shipment management.

Technical Roadmap



Tech Stack

Tech Stack: Next.js



Pages

Pages:

Home

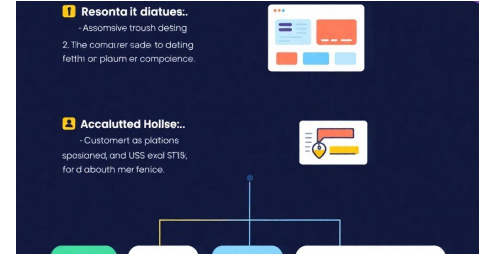
Categories

Product Details

Cart Manager

Wishlist

Shipment Tracking



Features

Features:

Responsive design.

Dynamic categories and new arrivals section.

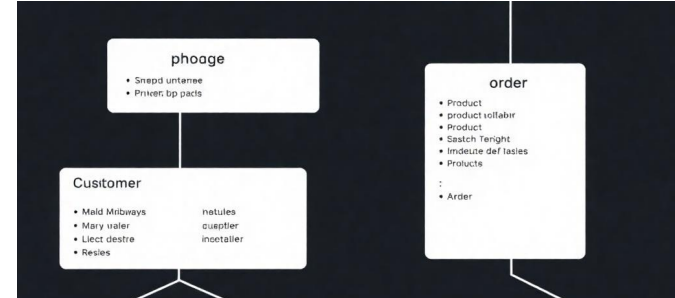
Customer reviews section.

Technical Roadmap



Backend Development

Tech Stack: Sanity CMS



Data Schemas

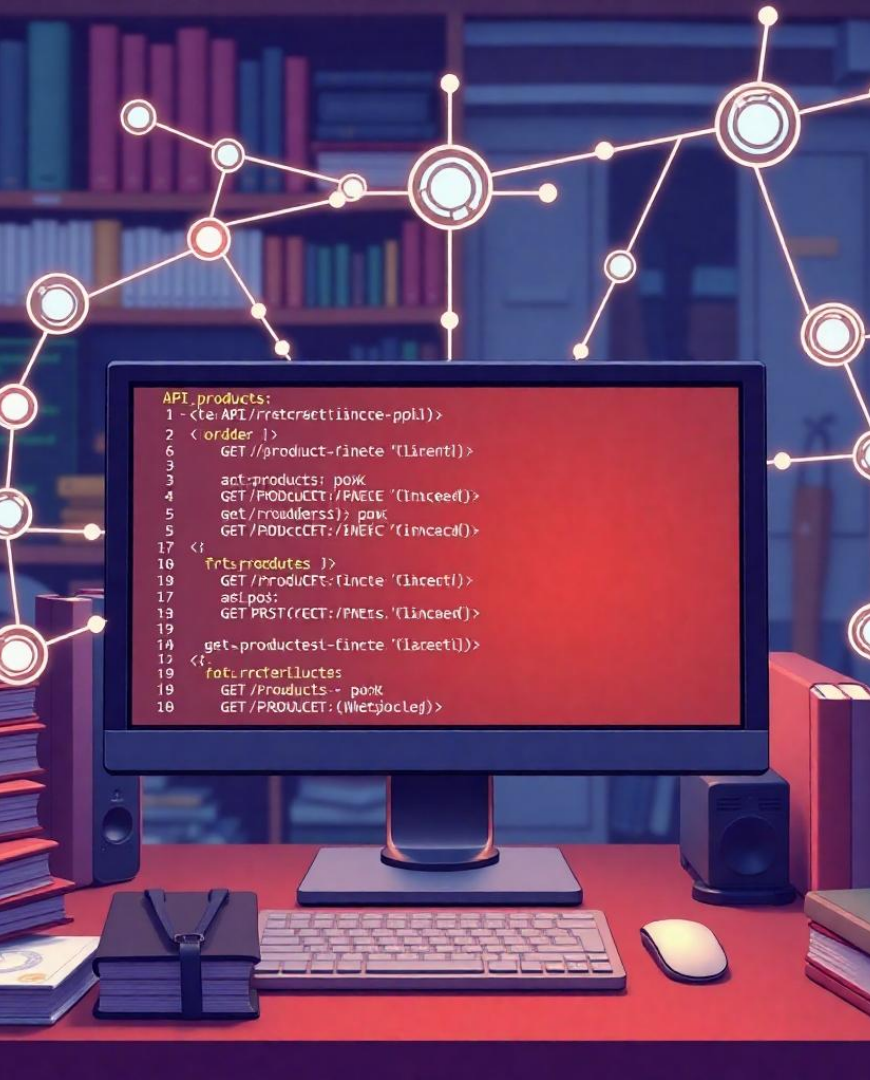
- Product Schema: ID, Name, Description, Price, etc.
- Customer Schema: Name, Contact Info, Order History.
- Order Schema: ID, Payment Status, Shipment ID.
- Shipment Schema: Zone, Delivery Time, Courier Details.

Technical Roadmap

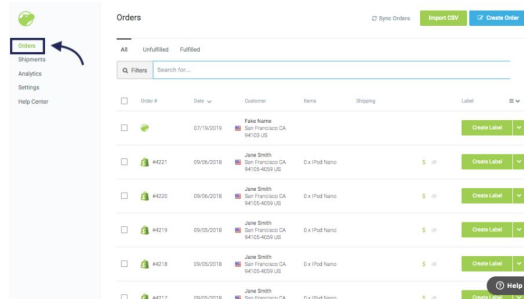
API Development: Endpoints:

- GET /products: Fetch all products.
- GET /products/**ID**: Fetch product details.
- POST /orders: Place an order.
- GET /shipment/**ID**: Track shipment.

Architecture: RESTful for scalability.

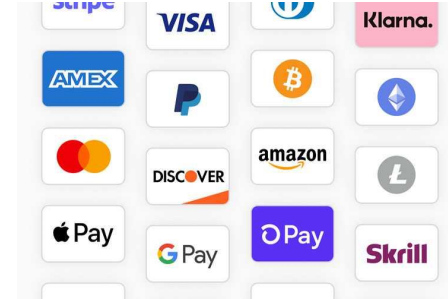


Technical Roadmap



Third-Party Integrations

- Shipment Tracking API: Real-time tracking.



Payment Gateways

- Bank Transfer.
- Cash on Delivery (COD).

ONLINE SHOPPING PROCESS



User Journey Workflow

- **Browse Products:** Explore categories and new arrivals.
- **Select Product:** View details and customize.
- **Add to Cart:** Review and adjust items.
- **Place Order:** Enter details and confirm payment.
- **Track Shipment:** Monitor delivery status.

Example Schemas

Product Schema

Product Schema: This schema defines the structure and attributes of a product, including details such as name, price, description, and category.

Customer Schema

Customer Schema: This schema outlines the information related to a customer, including fields like name, email, address, and purchase history.