

## **Assessment**

The client wants to build an ecommerce portal for sports equipment, he wants to give the customers a great product experience along with a smooth onboarding process to vendors on his platform.

### **Point 1: Major features for the ecommerce portal for end customers and vendors**

#### **Features for Customers Portal**

##### **1. Feature One: User-friendly Product Browsing**

- Advanced search filters (by sport items, brand, price range).
- Product categorization for easy navigation. ( like highest, lowest, what's new, discount).
- High-quality images and detailed descriptions of sports equipment.

##### **2. Feature Two: Smooth Checkout Process**

- Secure payment gateways with multiple options (credit/debit cards, UPI, Net Banking, Wallet, Cash on Delivery).
- Provide real-time order tracking with status updates.
- Send notifications for order confirmations, shipping updates, and delivery alerts.

##### **3. Feature Three: Personalized Experience**

- Wishlist functionality for saving desired items.
- Recommendation engine based on past purchases and browsing behavior.
- Customized notifications for new arrivals, discounts, etc.

##### **4. Feature Four: Product Details and Reviews**

- User reviews and ratings for products.
- Integration with social media for sharing purchases and reviews.
- Q&A sections for sports-related queries.

##### **5. Feature Five: Responsive Design**

- User-friendly interface for browsing on smartphones and tablets.
- Cross-platform compatibility (web as well as Android).

#### **Features for Vendors:**

##### **1. Feature One: Vendor Registration**

- User-friendly registration form with necessary details (company name, contact information, banking details, etc.).
- Clear instructions and guidance throughout the registration process.
- Verification and approval process for vendor accounts.

## **2. Feature Two: Product Management**

- Dashboard for vendors to add, edit, and remove products.
- Options to manage inventory, pricing, and product variants. (like low stock alerts).

## **3. Feature Three: Order Management**

- Access to order details, including customer information, product details, shipping addresses, and order status.
- Ability to process orders, print shipping labels, and handle returns and refunds.
- Order status updates and tracking information.

## **4. Feature Four: Performance Analytics**

- Analytics dashboard to track sales performance, revenue, and customer engagement metrics.
- Insights into top-selling products, customer demographics, and trends.

## **5. Feature Five: Customer Support**

- Ability to handle customer inquiries and complaints (customer care).
- Communication channels (email, chat, phone) for direct assistance.

## **Point 2: User Journey for Customer Onboarding and Vendor Onboarding**

### **Customer Onboarding:**

1. Visit the website and navigate to the registration page.
2. Fill out the registration form with the required information such as name, email, and password.
3. Verify the email address through a confirmation link sent to the registered email.
4. Log in to the user account and complete the profile setup (optional).
5. Start browsing products, adding items to the cart, and proceed to checkout.
6. Choose a preferred payment method, enter payment details, and complete the purchase.
7. Receive order confirmation and track the order until delivery.

**Vendor Onboarding:**

1. Access the vendor registration page on the website.
2. Fill out the vendor registration form with company details, contact information, and business documents.
3. Submit the registration form for review and verification by the admin.
4. Receive notification regarding the status of the registration (approved/rejected).
5. If approved, log in to the vendor dashboard using the provided credentials.
6. Set up the vendor profile, including store information, logo, and policies.
7. Add products to the store catalog, providing detailed descriptions, images, and pricing.
8. Monitor sales, manage orders, and track performance through the vendor dashboard.