

Date 15-Jan-25

Hackathon 3

Day 01

Laying The Foundation For
Your marketplace Journey

Step 01

Marketplace Journey

I choose Rental E-Commerce

Purpose

I chose a car rental website
to provide users with a seamless
platform for exploring, selecting and
renting cars conveniently, ensuring
affordability and ease of access.

Step 02

Business Goals

The goal of this car rental website is to provide reliable and affordable transportation solutions for individuals and families. By offering well-maintained vehicles flexible rental options, and additional features like GPS navigation, we aim to create a convenient and user-friendly experience that meets the needs of our customers.

1) Problem to Solve

- Many people need car temporarily, but buying is expensive or unnecessary.
- Our platform will solve this by offering an easy and affordable way to rent cars.

2) Target Audience

- Tourists who need car during vacation
- Working professional attending meetings or events.

3) Product / Services

- Travel insurance
- Flexible rental plans (hourly, daily or weekly)

4) Unique Selling Points (USPs)

- 24/7 booking availability: Customers can book at
- Transparent pricing: No hidden charges

Step 03

Schema

Products:

ID,

Name,

Price per day,

Availability,

Description,

Image

Orders

Product ID,
Customer ID,
Order Date,
Total Price,
Rental Period

Customers

ID,
Name,
Email,
Phone number,
Address