ASSESSMENT

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

Solutions:

1. **List down the major features for the ecommerce portal for end customers and for vendors**

   The major features for the e-commerce portal for end users are:
   1)User Friendly Interface
   2)Product Search option with filtering
   3)Product Search using inbuilt camera lens
   4)Product page with descriptions
   5)Shopping cart
   6)Secure checkout with various payment modes
   7)Order tracking with order id
   8)Reviews and Ratings
   9)Adding products to wishlists for later purchase
   10)Customer Support

   And many more features can be added as per the requirement.

   The major features for the e-commerce portal for Vendors are:

   1)Vendor Registration and Login
   2)Product Management as per the stocks
   3)Order management as per the availability of stocks
   4)Shipping Management
   5)Payment Management
   6)Customers Feedback
   7)Performance Analytics
   8)Reviews and Ratings
   9)Vendor support details

   Further it can be done as per the client requirements

2.Define user journey for customer onboarding and vendor onboarding

User journey for Customer onboarding

Stage 1: Awareness & Discovery

- Customer lands on the ecommerce portal through marketing efforts (ads, social media).
- User browses the homepage to explore product categories and offerings.
- User utilizes the search bar and filters to find specific equipment.

Stage 2: Consideration & Evaluation

- Customer reads detailed product descriptions, reviews, and educational content.
- User compares different products using side-by-side features and specifications.
- Customer adds desired items to their wishlist or shopping cart.

Stage 3: Decision & Purchase

- User creates an account.
- Customer selects preferred payment method and enters shipping information.
- User confirms order details and completes the purchase.

Stage 4: Post-Purchase & Retention

- Customer receives order confirmation and tracking information.
- User receives the product and has a positive experience.
- Customer utilizes the account dashboard for order management and future purchases.

User journey for Vendor onboarding

Stage 1: Initial Interest

- Vendor learns about the ecommerce platform through marketing channels or partnerships.
- Vendor visits the platform and explores the potential benefits of selling on it.

Stage 2: Application & Registration

- Vendor finds a clear "Become a Vendor" section and initiates the registration process.
- The platform provides clear instructions and a streamlined application form.
- Vendor submits product information, pricing details, and company information.
- Dedicated support assists vendors with any onboarding questions.

Stage 3: Account Setup & Listing

- Platform approves the vendor application and provides account access.
- Vendor utilizes the user-friendly dashboard to manage their product listings.
- Vendor uploads high-quality product images, descriptions, and specifications.
- Platform offers training materials or webinars on listing optimization

Stage 4: Ongoing Management & Sales

- Vendor manages inventory levels and updates stock availability.
- Vendor fulfills orders received through the platform efficiently.
- Vendor leverages marketing and promotion tools to increase
- Platform provides insightful sales analytics and reporting.
- Vendor maintains open communication with platform administrators through a dedicated channel.