This document outlines the key features and user journeys for building an ecommerce portal for sports equipment for **Acelucid Technologies**. Based on my research and understanding of ecommerce platforms like Amazon, I have identified ways to enhance the customer experience with features such as personalized product recommendations using machine learning. The goal is to create a user-friendly platform for customers while ensuring a simple and efficient onboarding process for vendors.

Customer Portal Features:



- 1. **Product Search & Filtering**: Search by name, category, brand, and price range.
- 2. **Product Categorization**: Clear categories like Cricket, Football, Tennis for easy navigation.
- Recommendation Engine: Personalized product suggestions based on browsing history.
- 4. **Product Details**: Detailed specs, images, reviews, and videos for informed decisions.
- 5. Price Comparison & Deals: Compare products and find the best deals.
- 6. Flexible Payments: Multiple payment options (credit/debit, UPI, wallets, EMI).
- 7. Order Tracking: Real-time tracking of orders.
- 8. **Wishlist**: Save products for future purchases.
- 9. **Customer Support**: Live chat, email, phone, and FAQ for quick help.
- 10. **Easy Returns**: Simple process for returning products within a defined period.
- 11. **Discounts & Coupons**: Promotional codes and loyalty points for incentives.

- 12. **Store Pickup**: Option to pick up from nearby stores.
- 13. Customer Reviews: Ratings and reviews from other customers.
- 14. Payment Security: Secure gateways to protect payment details.

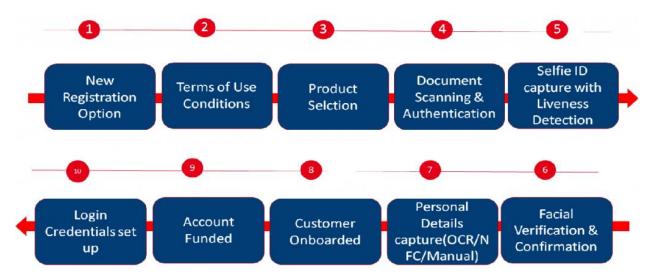
Vendor Portal Features:



- 1. **Vendor Registration**: Profile creation with business info and branding.
- 2. **Product Management**: Upload and manage product details, prices, and stock.
- 3. Order Management: Track and fulfill orders in real time.
- 4. **Sales Analytics**: View sales performance and trends.
- 5. **Pricing & Discounts**: Set prices, bulk discounts, and promotions.
- 6. Payment Management: Secure payment processing for timely payouts.
- 7. Customer Communication: Manage customer feedback and queries.
- 8. **Product Categorization**: Organize products into categories like Cricket, Football.
- 9. **Return & Refund Management**: Tools for handling product returns and refunds.
- 10. **Logistics Management**: Shipment tracking and integration with logistics partners.

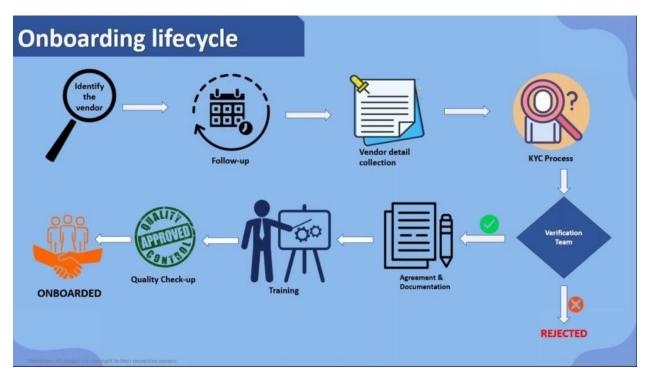
- 11. Vendor Dashboard: View performance, sales, and inventory at a glance.
- 12. Data Security: Encrypted data access and secure logins.
- 13. Marketing Tools: Create promotions, banners, and ads for increased sales.

Customer Onboarding Journey:



- 1. Sign-Up: Create an account (email and password).
- Profile Setup: Add shipping info and preferences.
- 3. **Product Discovery**: Browse and filter products.
- 4. Cart & Checkout: Add items to cart, proceed to payment.
- 5. **Order Confirmation**: Track orders in real-time.
- 6. **Post-Purchase**: Leave reviews and initiate returns if needed.

Vendor Onboarding Journey:



- 1. **Sign-Up**: Provide business details and verify account.
- 2. **Profile Setup**: Add branding and business info.
- 3. Product Upload: Upload products with images, descriptions, and prices.
- 4. Pricing & Discounts: Set product prices and promotions.
- 5. Order Management: Track and manage orders.
- 6. Payment Setup: Configure payment methods.
- 7. Monitor Performance: View sales analytics and adjust strategies.
- 8. **Support**: Access help center for ongoing queries.