

DAY 7

PITCH DECK

Comforty: Marketplace for Stylish Chairs - Final Documentation (Day 7)

OVERVIEW:

Day 7 marks the successful culmination of the **Comforty Marketplace** project. The goal was to transform the marketplace into a live production environment and implement post-launch best practices. This final day highlights the completed tasks and progress made in the previous days, ensuring that **Comforty** is a secure, scalable, and user-friendly platform ready for deployment. With an emphasis on offering a seamless shopping experience, Comforty serves as a reliable online store for modern and comfortable chairs, while enhancing user experience through innovative UI/UX designs.

Live Deployment and Post-Launch Practices:

The primary objectives of Day 7 were to:

1. Deploy the **Comforty Marketplace** to a live production environment.
2. Implement robust security measures and disaster recovery plans (DRP).
3. Establish post-launch practices for marketing, branding, and operational management

Production Deployment:

Environment Setup:

- I configured production environment variables securely using `.env` files, ensuring all sensitive data such as API keys and database credentials are encrypted and protected.

Secure Hosting:

- Deployed the **Comforty Marketplace** on **Vercel**, leveraging its scalable infrastructure to handle high volumes of traffic smoothly. HTTPS was enabled for secure communication, ensuring that all transactions on the site are encrypted using SSL certificates.

Codebase Management:

- The production repository was kept private to safeguard the source code and sensitive data. Detailed documentation was maintained for the deployment process to ensure smooth updates in the future.

Penetration Testing and Security:

Penetration Testing:

- I conducted tests for vulnerabilities, including **SQL injection**, **XSS**, and **CSRF** attacks using **OWASP ZAP**. This helped identify critical areas such as payment systems and authentication processes, which were secured.

Data Encryption:

- I applied strong encryption standards for sensitive user data to protect customer information.
- Ensured that all data transmission was done over HTTPS for further protection against data breaches.

Role-Based Access Control (RBAC):

- Implemented **RBAC** to restrict access based on user roles, such as admins, sellers, and customers, ensuring that sensitive parts of the application are protected.

Disaster Recovery (DR) Planning:

Backup Strategy:

- I configured automated backups for databases and assets, ensuring regular backups are stored in geographically distributed locations for maximum reliability.

DR Environment:

- Developed a disaster recovery plan (DRP) to restore operations in case of system failure. The DR environment was periodically tested to ensure its reliability and smooth execution during emergencies.

Monitoring and Maintenance:

- **Real-Time Monitoring:**
 - Integrated monitoring tools such as **Google Analytics**, **Sentry**, and **Pingdom** to keep track of site performance and user activities in real time.
- **Scheduled Maintenance:**
 - Planned periodic downtime for system updates, notifying users in advance to minimize any disruptions.
- **Issue Management:**
 - Maintained a detailed log of bugs and resolutions for continuous improvement in the platform's functionality and user experience.

Post-Go Live Practices:

Branding and Marketing

- **Branding:**
 - Designed a professional logo and cohesive brand identity for **Comforty**, establishing its presence as a top-tier chair marketplace.
- **Marketing:**
 - Launched targeted ad campaigns (SEO, email marketing, paid ads) to boost the platform's visibility.
 - Collaborated with influencers and partners to enhance the site's reputation and increase user engagement.

Investor Partnerships:

Pitching to Investors:

- I prepared a comprehensive business pitch showcasing the marketplace's scalability and revenue potential, highlighting the technology integration and growth projections.

Contractual Agreements:

- Defined clear terms for equity sharing, roles, and responsibilities in contracts with investors.

Inventory and Resource Management:

Inventory Planning:

- Implemented automated inventory tracking systems to ensure stock levels are updated regularly.
- Worked with suppliers to maintain consistent stock availability.

CONCLUSION:

The successful live deployment of **Comforty** on Day 7 marks the culmination of a structured, 7-day project that focused on optimizing the marketplace's performance, user experience, and operational reliability. The implementation of post-launch practices will ensure continued growth, while the emphasis on security and monitoring will help maintain a high standard of safety for users. The marketing strategies and future recommendations will ensure that **Comforty** is positioned to scale and grow in the competitive marketplace.