

# Chair Marketplace Project

## Final Documentation (Day 7)

### Overview:

Day 7 marks the successful completion of the Chair Marketplace hackathon project. The final stage focused on deploying the platform to a live production environment and implementing robust post-launch strategies. The meticulous efforts throughout the past six days culminated in a secure, scalable, and customer-ready marketplace tailored for premium and ergonomic chair enthusiasts.

### Day 7: Live Deployment and Post-Launch Practices:

#### Objective:

The goals of Day 7 included:

Deploying the marketplace to a live production environment.

Enhancing platform security and implementing a disaster recovery (DR) plan.

Establishing branding, marketing, and operational strategies for post-launch success.

Preparing the foundation for scalability and long-term growth.

## Key Learning Outcomes:

Successfully deployed a fully operational Chair Marketplace.

Strengthened the platform's security to protect user data and business operations.

Developed a disaster recovery plan for ensuring business continuity.

Implemented post-launch strategies, including branding, targeted marketing, and investor outreach.

Created a comprehensive investor pitch deck to secure funding and partnerships.

## Go-Live Practices

### 1. Production Deployment.

#### Environment Setup:

Configured production environment variables securely using .env files.

Encrypted sensitive credentials such as API keys and database configurations.

#### Secure Hosting:

Deployed the marketplace on Vercel, leveraging its high-performance infrastructure.

Enabled HTTPS using Vercel's automatic SSL certificate configuration.

Codebase Management:

Maintained a private repository for production to protect intellectual property.

Documented the deployment process for seamless future updates.

## **2:Penetration Testing and Security:**

### **Penetrating Testing:**

Conducted vulnerability tests for SQL injection, XSS, and CSRF attacks using OWASP ZAP.

Focused on high-risk areas, including payment processing and user authentication.

### **Data Encrryption:**

Applied AES encryption for sensitive user data.

Ensured secure data transmission with HTTPS across all routes.

## **Role-Based Access Control (RBAC):**

Implemented RBAC for distinct user roles (admin, vendor, customer).

Developed an isolated admin dashboard for enhanced operational security.

## **Periodic Testing:**

Scheduled recurring security audits and automated vulnerability scans using Snyk.

## **3:Disaster Recoery (DR) Planing:**

## **Backup Strategy:**

Automated daily backups for database and media assets.

Stored backups in multiple geographically distributed locations for redundancy.

## **4:Monitoring and Maintenance:**

## **Real-Time Monitoring:**

Integrated tools like Google Analytics, Sentry, and Pingdom to monitor performance and track issues.

## **Scheduled Maintenance:**

Planned periodic downtime for updates, with advance notifications for users.

## **Issue Management:**

Maintained a comprehensive log of bugs and resolutions to ensure continuous improvement.

## **Post-Go-Live Practices**

### **1: Branding and Marketing:**

#### **Brand Identity:**

Designed a cohesive brand, including a professional logo and aesthetic visuals.

Established a presence on key platforms like Instagram, Pinterest, and LinkedIn.

#### **Marketing Campaigns:**

Launched targeted digital campaigns, including SEO, email marketing, and Google Ads.

Partnered with design influencers and ergonomic experts to promote the marketplace.

Introduced referral programs to drive customer engagement and acquisition.

## **2:Investor Partnerships:**

### **Pitching to Investors:**

Prepared a compelling pitch deck highlighting the marketplace's scalability and revenue potential.

Demonstrated the platform's technology stack, target market, and growth strategy.

Scheduled meetings with venture capital firms and angel investors.

## **3:Inventory and Resource Management:**

### **Inventory Planning:**

Automated inventory tracking through Sanity CMS.

Integrated demand forecasting tools to optimize stock levels and avoid shortages.

### **Resource Allocation:**

Dedicated resources for customer support and order fulfillment.

Recruited specialists for marketing, operations, and vendor partnerships.

## Business Pitch Deck Summary

The investor pitch deck included:

### **Introduction:**

Marketplace name: ChairSphere

**Tagline:** "Seating Beyond Comfort."

**Vision:** To redefine the chair shopping experience by blending comfort, aesthetics, and technology.

### **Problem Statement:**

Highlighted the lack of a specialized platform for ergonomic and premium chairs.

Addressed challenges faced by customers seeking quality chairs and vendors targeting niche audiences.

### **Solution:**

Showcased ChairSphere's unique features, such as AR try-before-you-buy and ergonomic recommendations.

## Market Opportunity:

Shared data on the growing demand for ergonomic chairs in home and office setups.

Emphasized a niche market worth billions, with steady annual growth.

## Product Features:

Highlighted platform functionality with live demos and user-friendly design.

## Revenue Model:

Outlined monetization strategies, including vendor subscriptions and sales commissions.

## Marketing Strategy:

Detailed plans for customer acquisition, retention, and brand advocacy.

## Checklist for Day 7

Deployment Checklist

Configured environment variables:



Verified .env setup with secure API keys and credentials.

Uploaded configurations securely to the Vercel dashboard.

## **Enabled HTTPS and SSL certificates:**

Activated SSL for secure communication.

Verified secure routes across the platform.

## **Tested production Workflows:**

Conducted end-to-end testing for all key flows, including search, cart, and checkout.

## **Security Checklist**

### **Conducted penetration testing:**

Focused on payment gateways and authentication endpoints.

Used OWASP ZAP and Burp Suite to identify vulnerabilities.

## **Implemented RBAC and encryption:**

Established role-based access control for multiple user roles.

Used bcrypt for password hashing and AES for sensitive data.

## **Scheduled periodic audits:**

Automated dependency checks using Snyk.

Scheduled quarterly security audits.

## **Post-Go-Live Checklist**

### **Launched marketing campaigns:**

Executed ad campaigns on Google, Instagram, and LinkedIn.

Partnered with influencers in the interior design and ergonomic niche.

Introduced referral and loyalty programs.

### **Collaborated with investors:**

Presented the pitch deck to early-stage investors.

Finalized agreements on funding and strategic partnerships.

## **Automated inventory management:**

Integrated stock notifications and demand forecasting tools.

## **Final Notes and Gratitude**

This hackathon journey has been transformative, evolving from an idea into a fully functional Chair Marketplace. The guidance and support from mentors, peers, and the entire team were pivotal to the project's success.

## **Key Takeaways:**

The value of structured workflows and iterative development.

Hands-on experience with modern tools like Next.js, Sanity CMS, and Vercel.

A comprehensive understanding of post-launch strategies for scaling businesses.

## **Gratitude:**

A heartfelt thanks to our mentors, teaching assistants, and team members for their unwavering support. Special gratitude to Sir Ameen for his invaluable insights and encouragement throughout this journey.

Thank you for being part of this incredible experience!

