

Project Synopsis/Project Concept Document

Project number	13
Project Title	Headless CMS for Ecommerce Application
Document	DASS Project Concept Document
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Client	Y Ravi : Chotu Startup (Product Labs)

Description

The client is currently using the Wordpress platform for hosting and wants the team to port their website onto a headless CMS. A headless CMS is a backend content management system where the content layer is separate from the presentation layer. We have to use a headless-CMS (like Strapi) using Javascript and completely separate database layer, business layer and the front-end layer. Client wants to port the entire application onto the MERN stack/nodejs based platform but even a skeleton of the website on the new technology stack will be fine. Client wants to keep the application to the CMS level and not to the e-commerce level.

Profile of Users

Shop / Service Hosts

- They have the ability to put up catalogs of their products.
- There are only a certain number of shop types to choose from (eg : bakery, kirana etc)
- Each host will have a unique domain : chotu.com/phone-number
- The final order will be placed over Whatsapp where price can be negotiated with the consumer

Consumers

- Consumers can browse catalogs of shop hosts and select the items they are interested to purchase
- They can bargain the price of non – MRP products with the seller over Whatsapp and place the order.

Feature highlights

HEADLESS CMS

- The existing website will be ported from Wordpress to a Headless CMS (Strapi)

CATALOG

- Shop hosts should be presented with pre made catalogs and products to add to their shop

CART

- The consumers should be able to add multiple products from a single vendor into the cart

WHATSAPP ORDER

- Consumers should have the ability to checkout on Whatsapp

MOBILE FIRST DESIGN

- The frontend of the website should be responsive on mobile phones as the client predicts that the product would largely be used on mobile

Milestones and Timeline (if any)

Milestone	Deliverable?	Timeline
Scoping the project	No	First 2 Weeks
Creating the data schemas	Yes	Next 4 Weeks
Integrating the schema and the frontend	Yes	Next 4 Weeks
Testing and Development	Yes	Final 4 Weeks

Usage Model and Diagrams (if any)

