**Project Synopsis/Project Concept Document**

| Project number | *13* |
| --- | --- |
| Project Title | *Headless CMS for Ecommerce Application* |
| Document | DASS Project Concept Document |
| Creation date | *27 January 2023* |
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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)**

