

HAVE: Hybrid Automated Virtual Enterprise

A social e-Commerce internet platform

GROUP : 10

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Description

Across the globe, as the novel coronavirus moves us from communal spaces into the confinement of our homes, our social experiences are forced to adapt. Beyond the social networks we already know and use, we find new ways to integrate socially into our online lives. We are considering what this might mean for the future of e-commerce. But now, as the world is recovering from the impact of COVID-19, a social-shopping approach is even better poised to capture the offline-to-online transition in commerce fully.

We found room in e-commerce, not as a competitor to search-based websites like Amazon, Flipkart, but as a new e-commerce platform focused on interactive and social shopping experiences online.

Social shopping may seem like a new concept, but the reality is that in the physical world, shopping is meant to be “interactive and fun”, and purchases are regularly informed by friends and family.

Consider how much harder it feels to purchase a new clothing item without immediate feedback from friends. E-commerce platforms like Flipkart, Myntra, and Amazon don't account for this. Instead, they optimise for efficiency, funnel conversion, and purchase rates. “Have”, on the other hand, will try to mimic the offline shopping experience online by building community via our ***team purchase model***, driving engagement via fun rewards, and offering personalised experiences and value via recommendations.

Like something? Have it!

Main Idea - Team Purchase Model

The core idea of this project is that when the same item is bought in bulk, it costs less. Though a single user is not likely to buy the same item in large quantities, users can place orders together and share the benefits of reduced costs.

To implement our Team purchase model, for every product we maintain a team of predefined size say 10 (Note: The team size can vary depending upon the type of product.) To buy a product, the user has two choices, either proceed with regular individual purchase or opt for a 'team purchase'. The user can initiate a new team purchase or join an existing team to buy the product. Then, the user waits for formation of a complete team in the next 24 hours. Once a team formation is confirmed i.e. 10 users have joined the team to purchase the product, the bulk order is placed to the vendor and the products are shipped to individual members of the team. The application also allows users to invite their friends to join a team and confirm the order faster!

Technologies Required

Web application

1. Frontend: HTML5, CSS3
2. Database: MySQL
3. Backend: Django (Python)

Android application: Flutter and MySQL
