Day 1 - Marketplace Builder

Introduction: ~~Hackathone 2025~~

After participating in the e-commerce marketplace builder hackathone, I gained invaluable hands on experience in building a fully functional online market place under time constraints.

The hackathone environment challenged me to collaborate with a diverse team, think creatively, and solve-world problems while leveraging various technologies.

I learned how to integrate key features such as product listings, payment gateways, user authentication, and order management.

Overall, the hackathone not only enhanced my technical experties but also taught me the importance of teamwork, adaptability, and innovation in building successful digital solutions.

Market place Type:

Niche [E- Commerce]

clothing (all kind of clothing) including kitchen accessories and in future product length can be included electronic items as well.

Business Goals

→ To facilitate customers as per their needs.

→ To manage a website to provide a plateform where customers can find variety of products.

→ To save customer timings by providing E-Commerce websites and they can shop variety of products by one step click process.

Target Customers

→ My project's targeted customer are youngsters, male, female kids, .

→ we will facilitate elite class and middle c lass as per their demands.

→ we will serve product for kitchen and dinning.

→ we will provide variety for party, bride, groom, clothing and will also deal in proffessional looks.
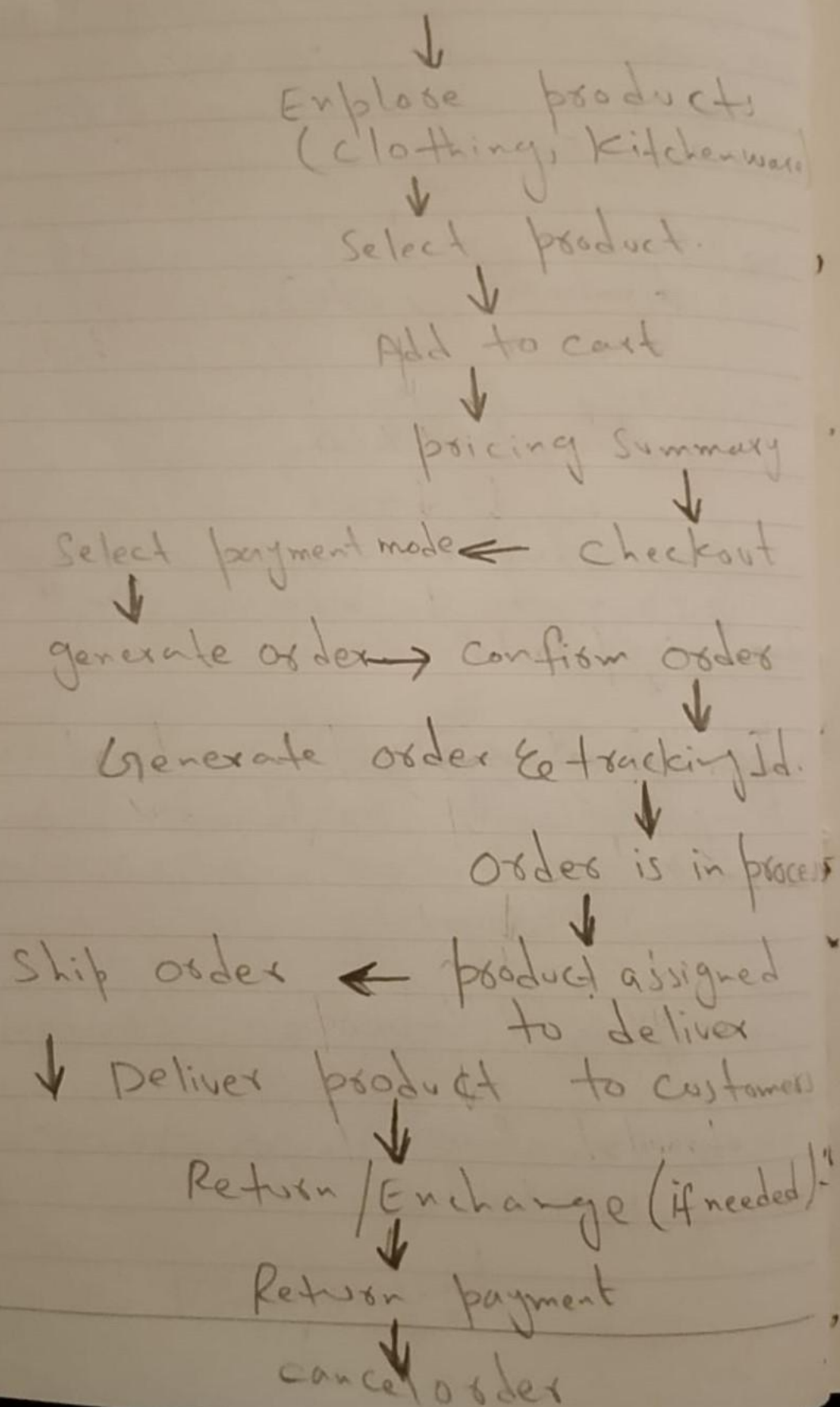
Unique Selling Proposition

→ Easy and efficient shopping for customers.

→ Fast and reliable delivery.

→ Special offers on a wide range of high quality products.

→ Simple and easy platform navigation.

→ Safe and trusted payment method.

→ Competitive pricing.

Market Strategies

→ Utilize social platforms like facebook, Instagram, TikTok, Youtube etc.

→ Send personalized offers update and discounts to customer.

→ Collaborate with influences to reach a larger audience.

→ Create blogs, videos or tutorials to educate customers while driving traffic.

→ Offer limited time sales, flash deals or seasonal discount to boost sales and attract new customers.

→ Reward repeat customers.

→ work with team to enhance productivity.

User Journey Mapping
E-Commerce Website

↓

Explore products
(clothing, kitchenware)

↓

Select product.

↓

Add to cart

↓

pricing Summary

↓

Select payment mode ← checkout

↓

generate order → Confirm order

↓

Generate order & tracking Id.

↓

Order is in process

↓

Ship order ← product assigned
to deliver

↓ Deliver product to customer.

↓

Return/Exchange (if needed).

↓

Return payment

↓

cancel order

(Product Schema)

id : unique Id , primary key
name: String , "Anna"
description: String , "Best product"
price: number , 100.00
tags: String [ ] , ["latest", "moderate"]
Sizes : String [ ], ["S", "M", "L", "XL"]
category: reference , ["clothing", "kitchen"]
image : image, "https://image/img.pg"
rating : numbers , 5
Stock-quantity: number , 10
delivery : number , 10

(Category Schema)

name: string , "Category"

(Customer Schema)

firstname: String, "Amna"
Last name: String, "Aftab"
email: String, "amna@gmail.com"
phone: String, "0300-00000"
password: String, "123"
address: String, "korangi"
city: String, "karachi"
state: String, "Sindh"
zipCode: String, "74900"
Country: String, "Pakistan"
quantity: number, 2
dateCreated: Date, default
LastLogin: Date, default

(Order Scheme)

CustomId : Reference to the Customer
Schema

productId : { Reference to the product
Schema

name: string , "T-shirt"
quantity: number , 2
price : number , loo
total : number , 200
paymentmethod: enum[ ], ["dc","cc","cash"]
OrderStatus: enum[ ], ["pending"]
orderDate: Date , default
deliveryDate: Date
trackingId: string ," 12345"