HIPERSTAR

Day 01 - Laying the Foundation for Hiperstar Journey

MARKETPLACE BUILDER HACKATHON 2025
DAY 1: LAYING THE FOUNDATION FOR YOUR MARKETPLACE JOURNEY

Marketplace Type Selection: General E-commerce

Reason For Selection:

1. **Diverse Product Offering:** I aim to build a marketplace that caters to multiple niches, providing customers with a wide range of products and categories to choose from.
2. **No Urgent Basis Requirement:** Unlike q-commerce, which focuses on quick delivery for immediate needs, my marketplace will prioritize variety, quality, and a seamless shopping experience over urgency.
3. **Non-Rental Focus:** Rental e-commerce models require additional logistics for product returns and maintenance, which I am not currently interested in pursuing. Instead, I want to provide customers with permanent ownership of their purchases.

Primary Purpose of the Marketplace:

To create a platform that simplifies the shopping experience by offering products across multiple niches. The marketplace will focus on:

- **Product Diversity:** Providing a variety of goods to cater to different customer needs and preferences.
- **Convenience:** Allowing customers to easily browse, explore, and purchase products.
- **Reliability:** Ensuring a high-quality shopping experience through well-structured processes and thoughtful design.

The marketplace is designed to be versatile and customer-centric, serving as a one-stop solution for diverse shopping needs.

Define Your Business Goals

What Problem Does Your Marketplace Aim to Solve?
My marketplace addresses the challenge of accessing diverse products conveniently from a single platform. Many consumers find it time-consuming to visit multiple websites or stores to fulfill their needs across various niches. My marketplace will offer a comprehensive solution by bringing a wide variety of products under one roof, making shopping simpler and more efficient.

Who Is Your Target Audience?
The target audience includes:

- Individuals and families looking for a one-stop online shopping experience.
- Consumers who value convenience and product variety.
- People who prefer browsing through multiple categories, such as electronics, clothing, household items, and beauty products, without the need for urgency.

What Products or Services Will You Offer?

My marketplace will provide a wide range of products, including:

- Electronics (e.g., smartphones, laptops, accessories)
- Clothing (e.g., casual wear, formal wear, accessories)
- Household Items (e.g., furniture, appliances, kitchenware)
- Beauty Products (e.g., skincare, cosmetics, hair care)

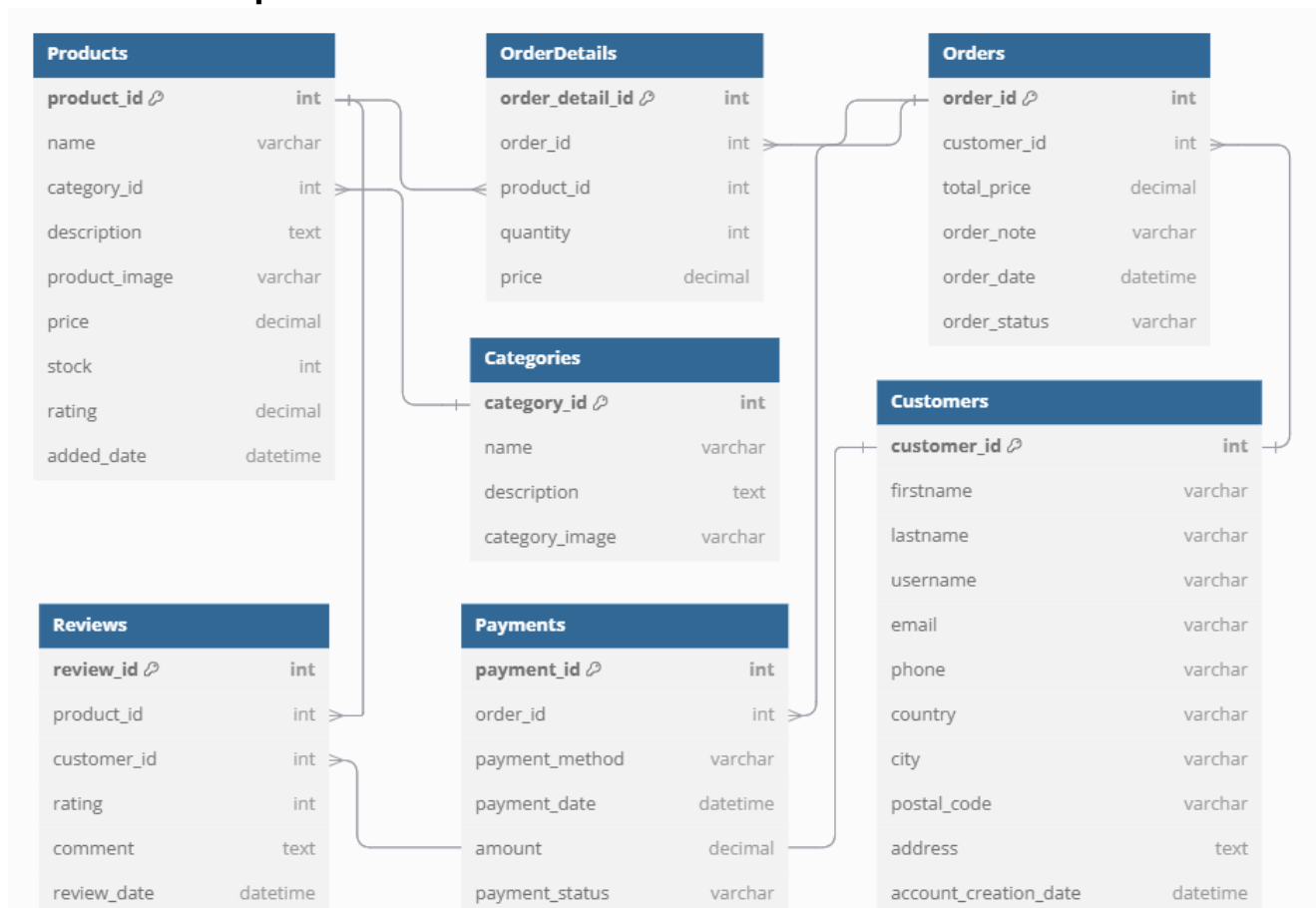## What Will Set Your Marketplace Apart?

- **Diverse Product Range:** A broad selection of categories to cater to a variety of customer needs.
- **Ease of Navigation:** A user-friendly interface designed for seamless browsing and exploration.
- **Reliability:** High-quality products and a dependable shopping experience.
- **Convenience:** A single platform offering solutions for multiple needs without requiring urgency.

<u>Create a Data Schema</u>

Identify the Entities in Your Marketplace:
1. Customers
2. Products
3. Categories
4. Reviews
5. Orders
6. Payment

Draw Relationships Between Entities:

Products

product_id 🔑	int
name	varchar
category_id	int
description	text
product_image	varchar
price	decimal
stock	int
rating	decimal
added_date	datetime

OrderDetails

order_detail_id 🔑	int
order_id	int
product_id	int
quantity	int
price	decimal

Orders

order_id 🔑	int
customer_id	int
total_price	decimal
order_note	varchar
order_date	datetime
order_status	varchar

Categories

category_id 🔑	int
name	varchar
description	text
category_image	varchar

Customers

customer_id 🔑	int
firstname	varchar
lastname	varchar
username	varchar
email	varchar
phone	varchar
country	varchar
city	varchar
postal_code	varchar
address	text
account_creation_date	datetime

Reviews

review_id 🔑	int
product_id	int
customer_id	int
rating	int
comment	text
review_date	datetime

Payments

payment_id 🔑	int
order_id	int
payment_method	varchar
payment_date	datetime
amount	decimal
payment_status	varchar

Focus on Key Fields for Each Entity:

1. **Customers:**
   - customer_id: Unique Identifier
   - firstname: First name of customer
   - lastname: last name of customer
   - username: Unique Identifier
   - email: Email address of customer
   - phone: Phone Number of customer
   - country: Country of customer
   - city: City of customer
   - postal_code: Post code of Customer
   - address: Full Address of customer
   - account_creation_date: Customer registration date

2. **Products:**
   - product_id: Product unique identifier
   - name: Product name
   - category_id: Product category Id reference category table
   - description: Product description
   - product_image: product image
   - price: Product price
   - stock: Product inhand quantity
   - rating: current rating of this product
   - added_date: Date at which Product Listing created

3. **Category:**
   - category_id: Product category unique identifier
   - name: Unique category name
   - description: Category description
   - category_image: image URL

4. **Review:**
   - review_id: Unique Identifier
   - product_id: Product id this review belong
   - customer_id: Customer id who leave review
   - rating: Rating customer give
   - comment: Comment of customer
   - review_date: Date at which review publish

5. **Orders:**
   - order_id: order unique identifier
   - customer_id: customer unique identifier
   - total_price: Total Amount of order
   - order_note: Instruction by customer (optional)
   - order_date: Date at which customer create order
   - order_status: Status (Pending, Shipped, Delivered)

6. **OrderDetails (To cater multiple products order):**

- order_detail_id: order detail unique identifier
- order_id: Reference to Order
- product_id: product identifier which ordered
- quantity: quantity of that product
- price: Price of the product according to qty

7. **Payment:**
   - payment_id: Payment unique identifier
   - order_id: Reference to Order
   - payment_method: Payment method (Bank Transfer or COD)
   - payment_date: Date at which payment made
   - amount: Payment Amount
   - payment_status: Payment Status (pending, cleared)