

Day: 01 Laying The Foundation for your Marketplace Journey.

Step: 01: Choose your Marketplace type:

I have choosed General E-commerce.

The primary purpose of my marketplace is to provide high-quality, specialized health and fitness products, particularly smart scales, to individuals who are passionate about tracking their health and wellness. I aim to offer a one stop solution for customers seeking reliable, easy to use products that help them monitor key health metrics and achieve their fitness goals.

Additionally, the marketplace will serve as an educational hub, offering valuable resources, tips, and personalized advice to enhance the customer experience and support them on their health journey. Through this I want to build a community focused on improving wellbeing, making it easier for individuals to take control of their health in a convenient, accessible way.

① what problem does my marketplace aim to solve?

my marketplace aims to solve the following customer pain points.

- ⇒ Offering a wide variety of products with competitive pricing for premium items.
- ⇒ Providing a smooth, convenient shopping experience with fast and reliable shipping.
- ⇒ Catering to the needs of health conscious individuals, fitness enthusiasts and those with specific health conditions by offering personalized high quality products.
- ⇒ Ensuring easy access to smart scales and other fitness products that help customers track health metrics and improve their wellness journey.



② who is my target audience?

my target audience is diverse, including

- ① Health Conscious Individuals (Ages 25-45)
- ② Fitness Enthusiasts & Athletes (18-40)
- ③ Weight Loss & Body Transformation Seekers (25-50)
- ④ Tech-Savvy Consumers (18-40)
- ⑤ Parents & Families (30-50)
- ⑥ Seniors & Older Adults (50+)
- ⑦ Individuals interested in pregnancy and post-partum Health (25-40)
- ⑧ Individuals with medical conditions (weight management or Health monitoring (30-65)
- ⑨ Wellness & Lifestyle Coaches (25-45)

③ what products or services will I offer?

I will offer smart scales as primary product, which are used for tracking various health metrics like:

- ⇒ Body weight
- ⇒ Body fat percentage
- ⇒ Muscle mass
- ⇒ Hydration Levels
- ⇒ Bone Density.

Additionally, I may provide fitness-related accessories and fitness app integrations to complement <sup>the</sup> smart scales and enhance the customer experience.

④ what will set my marketplace apart?

my marketplace will stand-out by focusing on:

- ① Niche specialization.
- ② Value-added Content and Education.
- ③ Personalized Customer Experience.
- ④ Seamless Integration with fitness and Health apps.
- ⑤ Exceptional Customer support.
- ⑥ Competitive Pricing and special offers.

By combining these unique selling points my marketplace will build trust, loyalty and a strong customer base.



## ⑤ Relationships Between Entities:

- ⇒ Products are linked to Suppliers.
- ⇒ Orders are linked to customers.
- ⇒ Orders are linked to Products.
- ⇒ Orders are linked to Payments
- ⇒ Orders are linked to Shipping
- ⇒ Products are linked to Reviews

## Entity Relationship Diagram (ERD)

① Products: I haven't draw diagram directly, here's how to structure it

Product ← (Supplied by) → Supplier

Product ← (reviewed by) → Review

Product ← (Included in) → Order-Items

## ② Orders:

Order ← (Placed by) → Customer

Order ← (Paid via) → Payment

Order ← (Shipped by) → Shipping

Order ← (Contains) → Order-Items

## ③ Customers:

Customer ← (Places) → Order

Customer ← (writes) → Review

④ Reviews:

Review  $\leftarrow$  ( reviews )  $\rightarrow$  Product

Review  $\leftarrow$  ( written by )  $\rightarrow$  Customer

⑤ Payments:

Payment  $\leftarrow$  ( for )  $\rightarrow$  order

⑥ shipping:

shipping  $\leftarrow$  ( for )  $\rightarrow$  order.

⑦ Delivery Zones:

Delivery Zone  $\leftarrow$  ( used by )  $\rightarrow$  shipping

# Data Schema

P-8

## Products <sup>②</sup> Orders

Fields: order-id, customer-id, order date,  
shipping address, billing address, total amount,  
payment status, shipping status, order-items

### ① Product

Fields: product-id, name, description,  
price, category, stock-quantity, image-url,  
product variants, shipping-weight,  
supplier id, rating.

### ③ Customers

Fields: customer-id, first-name, last-name, email,  
phone, address, created-at, updated-at, order history

### ④ Suppliers

Fields: suppliers-id, name, contact-info, address, &  
products-supplied, delivery-time, order-history,  
payment-terms.

### ⑤ Payments

Fields: payment-id, order-id, payment-date, amount,  
payment-method, payment-status.



⑥ shipping

fields: shipping-id, order-id, shipping-address,  
shipping-method, shipping-cost, tracking-number,  
shipping-date, delivery-date.

⑦ Delivery Zones

fields: Zone-id, zone-name, country, shipping cost,  
Zone ~~→~~ coverage.

⑧ Reviews

fields: review-id, product-id, customer-id,  
rating, review-text, review-date.