

**** Day 1 ****

I Choose My Marketplace Type

General E-Commerce

- Solve a Problem:**
 - Provide a seamless shopping experience with easy navigation and fast checkout.
- Target Audience:**
 - Cater to a specific demographic (e.g., tech-savvy millennials, working professionals, or niche communities).
- Product Offering:**
 - Offer high-quality, diverse, or niche products that address customer needs.
- Competitive Edge:**
 - Focus on affordability, exclusive deals, fast delivery, or exceptional customer service.
- Scalability:**
 - Build a scalable platform to accommodate growth in products, customers, and regions.
- Brand Recognition:**
 - Establish a trusted brand with strong customer engagement and loyalty.
- Sustainability:**
 - Incorporate eco-friendly practices to attract environmentally conscious customers.

These goals will help establish a solid foundation for your e-commerce business.

Reasons for Choosing E-Commerce Marketplace:

- Wide Reach:** Access to a global customer base, expanding beyond geographical limitations.
- Growing Demand:** Increasing consumer preference for online shopping.
- Low Overheads:** Reduced operational costs compared to traditional retail.
- Scalability:** Easy to scale operations and add new products or services.
- 24/7 Availability:** Customers can shop anytime, increasing sales opportunities.
- Diverse Revenue Streams:** Monetize through commissions, subscriptions, or advertisements.
- Data-Driven Insights:** Leverage customer data for personalized marketing and product recommendations.
- Convenience:** Simplifies the buying process for customers, enhancing satisfaction and loyalty.

Prepared By: Azmat Ali

Figure 1: General E-Commerce For Me

PDF

README.pdf

README3.pdf

README2.pdf

I Don't Choose My Marketplace Type

Q-Commerce: Not chosen due to the following risks:

- Potential loss of customer trust if goods are delayed.
- Local environmental factors (e.g., protests, road closures) impacting delivery times.
- Risk of running out of stock and failing to meet customer expectations.

Rental E-Commerce: Not chosen due to the following challenges:

- Risk of customers not returning, breaking, or losing rental items.
- Potential financial loss if customers disappear without settling dues.
- Difficulty in consistently finding reliable customers, leading to idle inventory.

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Figure 2: Image

Summary and Conclusion

Summary and Conclusion

I outlined a **general e-commerce marketplace** powered by **Next.js 15** and **Sanity CMS**. The business goals center on offering a seamless online shopping experience with efficient management of **customers, orders, products, and delivery zones**.

Data Schema Overview

1. **Customers:** Captures user profiles, preferences, and contact details to personalize the shopping experience.
2. **Orders:** Manages order details, statuses, and payment information for efficient order tracking and fulfillment.
3. **Products:** Catalogs product details, categories, inventory levels, and pricing for a dynamic storefront.
4. **Delivery Zones:** Defines geographic regions, delivery costs, and availability to streamline logistics.

Conclusion

This schema design, integrated with **Next.js** and **Sanity**, ensures scalability, flexibility, and ease of content management for your e-commerce platform. It aligns with your goals of delivering a robust and user-friendly marketplace.

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Figure 3: Image

Delivery Zones Schema

```
export default {
  name: 'deliveryZone',
  title: 'Delivery Zone',
  type: 'document',
  fields: [
    {
      name: 'zoneName',
      title: 'Zone Name',
      type: 'string',
    },
    {
      name: 'coverageArea',
      title: 'Coverage Area',
      type: 'text',
    },
    {
      name: 'assignedDrivers',
      title: 'Assigned Drivers',
      type: 'array',
      of: [{ type: 'string' }],
    },
  ],
};
```

Prepared By: Azmat Ali

Figure 4: Image

Customers Schema

```
export default {  
  name: 'customer',  
  title: 'Customer',  
  type: 'document',  
  fields: [  
    {  
      name: 'name',  
      title: 'Name',  
      type: 'string',  
    },  
    {  
      name: 'email',  
      title: 'Email',  
      type: 'string',  
    },  
    {  
      name: 'contactInfo',  
      title: 'Contact Info',  
      type: 'string',  
    },  
    {  
      name: 'address',  
      title: 'Address',  
      type: 'text',  
    },  
  ],  
};
```

Prepared By: Azmat Ali

Figure 5: Image

Products Schema

```
export default {
  name: 'product',
  title: 'Product',
  type: 'document',
  fields: [
    {
      name: 'name',
      title: 'Name',
      type: 'string',
    },
    {
      name: 'description',
      title: 'Description',
      type: 'text',
    },
    {
      name: 'price',
      title: 'Price',
      type: 'number',
    },
    {
      name: 'stock',
      title: 'Stock',
      type: 'number',
    },
    {
      name: 'category',
      title: 'Category',
      type: 'string',
    },
    {
      name: 'image',
      title: 'Image',
      type: 'image',
    },
  ],
}
```

Prepared By: Aamir Ali

Figure 6: Image

Orders Schema

```
export default {
  name: 'order',
  title: 'Order',
  type: 'document',
  fields: [
    {
      name: 'customer',
      title: 'Customer',
      type: 'reference',
      to: [{ type: 'customer' }],
    },
    {
      name: 'orderDate',
      title: 'Order Date',
      type: 'datetime',
    },
    {
      name: 'products',
      title: 'Products',
      type: 'array',
      of: [{ type: 'reference', to: [{ type: 'product' }] }],
    },
    {
      name: 'totalPrice',
      title: 'Total Price',
      type: 'number',
    },
    {
      name: 'status',
      title: 'Status',
      type: 'string',
      options: {
        list: [
          { title: 'Pending', value: 'pending' },
          { title: 'Shipped', value: 'shipped' },
          { title: 'Delivered', value: 'delivered' },
        ],
      },
    },
  ],
}
```

Prepared By: Azmat Ali

Figure 7: Image
7

× Nextjs Sanity Schema

```
1 marketplace/ # Root folder for the Next.js project
2 |— public/    # Static assets (e.g., images, icons)
3 |— src/       # Source files
4 |   |— pages/ # Next.js pages
5 |   |   |— index.js    # Home page fetching products from Sanity
6 |   |   |— _app.js     # App configuration
7 |   |   |— _document.js # Custom document structure
8 |   |— utils/ # Utility functions
9 |   |   |— sanityClient.js # Sanity client configuration
10 |— sanity/   # Sanity CMS studio folder
11 |   |— schemas/ # Sanity schema definitions
12 |   |   |— customer.js  # Customer schema
13 |   |   |— product.js   # Product schema
14 |   |   |— order.js     # Order schema
15 |   |   |— deliveryZone.js # Delivery Zone schema
16 |   |   |— schema.js    # Main schema linking all
17 |   |— .sanity.json     # Sanity project configuration
18 |   |— deskStructure.js # Optional custom desk structure
19 |— node_modules/ # Installed dependencies
20 |— package.json  # Project metadata and dependencies
21 |— sanity.json   # Sanity configuration
22 |— next.config.js # Next.js configuration
23 |— README.md     # Project documentation
24
```

Figure 8: Image