

Day 1: Project Brainstorming - Sports E-commerce Marketplace

1. Introduction

- This document details the brainstorming session to initiate the development of a sports-focused e-commerce marketplace. The session aimed to define the core concept, target audience, key features, and overall direction of the project. This record serves as a foundation for subsequent development phases and will be referenced throughout the hackathon.

2. Problem Statement/Opportunity

- Describe the problem: The lack of a dedicated and comprehensive e-commerce platform specifically catering to sports enthusiasts and professionals. Existing platforms lack precise information about sports items and don't offer a tailored experience.
- State the opportunity: To create a specialized platform that addresses this gap, offering a focused and informative shopping experience for sports-related products.

3. Target Audience

- Sports lovers of all levels (casual to professional)
- Professional athletes
- Sports enthusiasts
- Fitness conscious individuals

4. Key Features

- **Precise Product Information:** Detailed and accurate descriptions, specifications, images, and potentially videos for each sports item. Emphasis on transparency regarding materials, performance, and suitability for different sports.
- **Sport-Specific Categorization:** Clear and intuitive categorization of products by sport (e.g., basketball, running, swimming, etc.) and sub-categories (e.g., apparel, equipment, accessories).
- **User Reviews and Ratings:** A system for users to share their experiences with products, contributing to informed purchasing decisions.
- **(Future Considerations):** Personalized recommendations based on user activity and sport preferences. Community features (forums, blogs) to connect sports enthusiasts.

5. Monetization Strategy

- Direct sales of sports products.
- Potential for partnerships with sports brands and sponsorships.
- (Future Considerations): Affiliate marketing, premium memberships for exclusive deals.

6. Unique Selling Proposition (USP)

- Focus on private label brands offering high-quality items.
- Cater to a wide range of budgets, from affordable options to luxury sports items, ensuring accessibility for all users.
- Curated selection of products based on quality and performance.

7. Technology Stack (Initial Thoughts)

- Frontend: Next.js, Tailwind CSS
- Backend/CMS: Sanity (for product data, order management, etc.)
- Authentication: Clerk

8. Team Roles and Responsibilities (Initial)

- (Since this is an individual project, you can note this here). Document your planned approach to handling different aspects of development (frontend, backend, design, etc.).

9. Ideas and Inspiration

- The core idea stemmed from the observation that there isn't a dedicated e-commerce platform specifically designed for the needs of sports enthusiasts.

10. Challenges and Risks (Initial)

- Competition from established e-commerce giants.
- Building a strong brand and attracting a loyal customer base.
- Managing inventory and logistics efficiently.
- Ensuring the accuracy and completeness of product information.

11. Next Steps

- Outline the immediate next steps after the brainstorming session. For example: Researching competitors, refining the feature list, starting initial UI/UX sketches.