**CAPSTONE PROJECT 1**

**Context Overview Document**



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E-business is dominating worldwide due to the pandemic level and predicted to dominated in the future. Currently, ecommerce websites are focused on selling globally from manufactured to buyer. We believe BaZZar4U would advance big sellers as well as small sellers in the vast ecommerce world of business.

BaZZAr4U ecommerce website would implement filters and algorithms to create an ease for user as well as efficacy of our business model;

* Recently purchased products
* Combination of algorithm of keywords
* User friendly

We can provide an enjoyable, life-bringing experience to both the local businesses / creators, as well as the users of our product. By implementing features commonly found in current social media platforms, we expect customer satisfaction and retention to be rated very highly.

These features include:

* Infinite scrolling feeds, based on content related to history/pre-set filters, or recent posts within the selected local distance.
* Email or phone-based notifications to keep you up to date
* Notifications for the first message received by an individual within the last hour
* A seamless, simple experience from start to finish.

By implementing these features, we expect to bring a valuable asset into the world of eCommerce, and provide greater opportunities for both local businesses and creators, as well as the user.

**BaZZar4U**

“A to Z for sale with ease and efficacy.”