**MondoMarket Product Overview**

After Accenture’s analysis, we are keen to develop a new product within the business-to-consumer channel, specifically targeting small businesses.

Currently, our product allows consumers to buy and sell with one another. It also allows businesses to buy and sell services to other businesses. However, there is a clear gap in our product offering, so we’d like to create a product that allows small businesses to sell directly to consumers.

We want this product to provide a seamless experience to consumers. The user experience should be delightful and smooth. The experience of buying from a business should be exactly the same as buying from another consumer. However, consumers will now be able to benefit from the wider choice of places to buy from, express delivery offered by businesses and reduced costs of goods.

**Key features for the product:**

* This product must be a responsive web application
* We want to call this product “express”, so it should be available for people to access on the domain “[www.mondomarket.com/express](http://www.mondomarket.com/express)”
* When a user visits this domain, it should have a similar user experience to the root domain where consumers are able to buy from other consumers only.
* A search bar where users can search for products by name, category, keywords or business seller names.
* A recommendation engine that recommends the most similar product to the product that they are currently viewing on a product page
* A payment gateway to allow users to setup and control their payment details
* Account settings page where a user can change or update their delivery details, profile information and contact information
* A quick and easy checkout that allows users to go from putting an item in their basket, to purchasing it within 3 screens.
* Business profile pages so that users can view businesses on the platform and leave a review if they have bought something from that business
* A forum for users to chat to one another as well as chat directly to businesses within different topics, threads and sub-threads