Phased Development Plan

This project will be executed using a **phased development approach** to ensure faster delivery, reduced risk, cost control, and continuous improvement.

Each phase delivers **independent business value** and can be launched incrementally.

Phase 1 – Core Marketplace (MVP / Foundation Phase)

Objective

Establish a **fully functional digital marketplace** where buying and selling can happen end-to-end across India.

This phase focuses on **core commerce**, **basic trust**, and **operational stability**.

Customer Features

- User registration and login
- Product browsing and search
- Category and subcategory navigation
- Product detail pages
- Shopping cart
- Checkout and online payment
- Order placement and tracking
- Basic order history
- Default wishlist
- Multiple custom wishlists
- Move wishlist items to cart

Seller Features

- Seller registration
- Admin approval workflow
- Seller profile management
- Product listing (add / edit / delete)
- Product pricing management
- Location-based stock management (India-only)
- Order view and order status updates
- Basic seller dashboard (orders & revenue)

Admin Features

- Secure admin login
- Seller approval and blocking
- Category and subcategory management
- Product visibility control
- View all orders across sellers
- Location-wise stock visibility

- Basic commission configuration
- Manual dispute handling

Platform Capabilities

- Location-based inventory allocation
- PIN code–based availability check
- Secure authentication and role-based access
- Cloud deployment
- Scalable architecture

Outcome of Phase 1:

The platform is **live**, operational, and capable of generating revenue.

Phase 2 – Trust, Loyalty & Growth

Objective

Improve **customer trust**, **repeat usage**, and **engagement** while strengthening platform credibility.

Customer Features

- Product reviews and ratings (verified purchases only)
- Seller reviews and ratings
- View average ratings and feedback
- Premium subscription plan:
  - Free delivery on eligible orders
  - Additional platform discounts
  - Priority support access

Seller Features

- Seller rating visibility
- Feedback insights from customers
- Performance overview (ratings & order success)
- Support ticket responses (seller-assigned tickets)

Admin Features

- Review moderation (product & seller)
- Seller performance monitoring
- Premium subscription management
- Subscription revenue tracking
- Customer support ticket dashboard
- Manual escalation and refund approvals

Customer Support

- In-app support ticket system
- Email-based support
- Issue categorization:
  - Order
  - Payment
  - Delivery
  - Product
  - Seller

Outcome of Phase 2:

The platform gains **trust, loyalty, and improved customer retention**.

Phase 3 – Advanced Loyalty & Intelligence

Objective

Reward loyal customers, drive higher order value, and introduce **data-driven decision making**.

Customer Features

- Elite subscription plan:
  - All Premium benefits
  - Reward points on purchases
  - Higher discount eligibility
  - Priority delivery (where applicable)
- Reward points wallet
- Reward points redemption at checkout

Seller Features

- Advanced analytics:
  - Sales trends
  - Order frequency
  - Customer behavior
- Insights from ratings and reviews

Admin Features

- Reward point configuration
- Elite subscription analytics
- Customer segmentation (Basic / Premium / Elite)
- Platform performance dashboards
- Automated alerts for low ratings or repeated issues

Platform Enhancements

- Notification system (email-based)
- Performance optimization
- Improved reporting

Outcome of Phase 3:

The platform becomes **data-aware, loyalty-driven, and highly engaging**.

Phase 4 – Subscription Commerce & Automation

Objective

Enable **recurring revenue models** and long-term customer convenience.

Customer Features

- Seller-based product subscriptions:
  - Subscribe to specific products
  - Choose delivery frequency (daily / weekly / monthly)
  - Pause, resume, or cancel subscriptions
- Auto-generated recurring orders

Seller Features

- Subscription order management
- Subscription stock planning
- Subscription revenue tracking

Admin Features

- Approval of subscription-enabled products
- Subscription commission rules
- Subscription analytics and performance reports

Platform Capabilities

- Recurring payment support
- Auto-order generation
- Subscription lifecycle management

Outcome of Phase 4:

The platform evolves into a **predictable, subscription-driven marketplace**.

Phase 5 – Scale, Optimization & Enterprise Readiness

Objective

Prepare the platform for **large-scale usage**, **high traffic**, and **enterprise operations**.

Enhancements

- Advanced customer support (live chat)
- Knowledge base / FAQs
- SLA-based support monitoring
- Automated seller penalties and warnings
- Advanced financial reporting
- System performance tuning
- Security hardening and audits

Outcome of Phase 5:

The platform is **enterprise-ready**, highly scalable, and operationally mature.

Summary View

Phase	Focus
Phase 1	Core buying & selling
Phase 2	Trust & subscriptions
Phase 3	Loyalty & intelligence
Phase 4	Subscription commerce
Phase 5	Scale & optimization