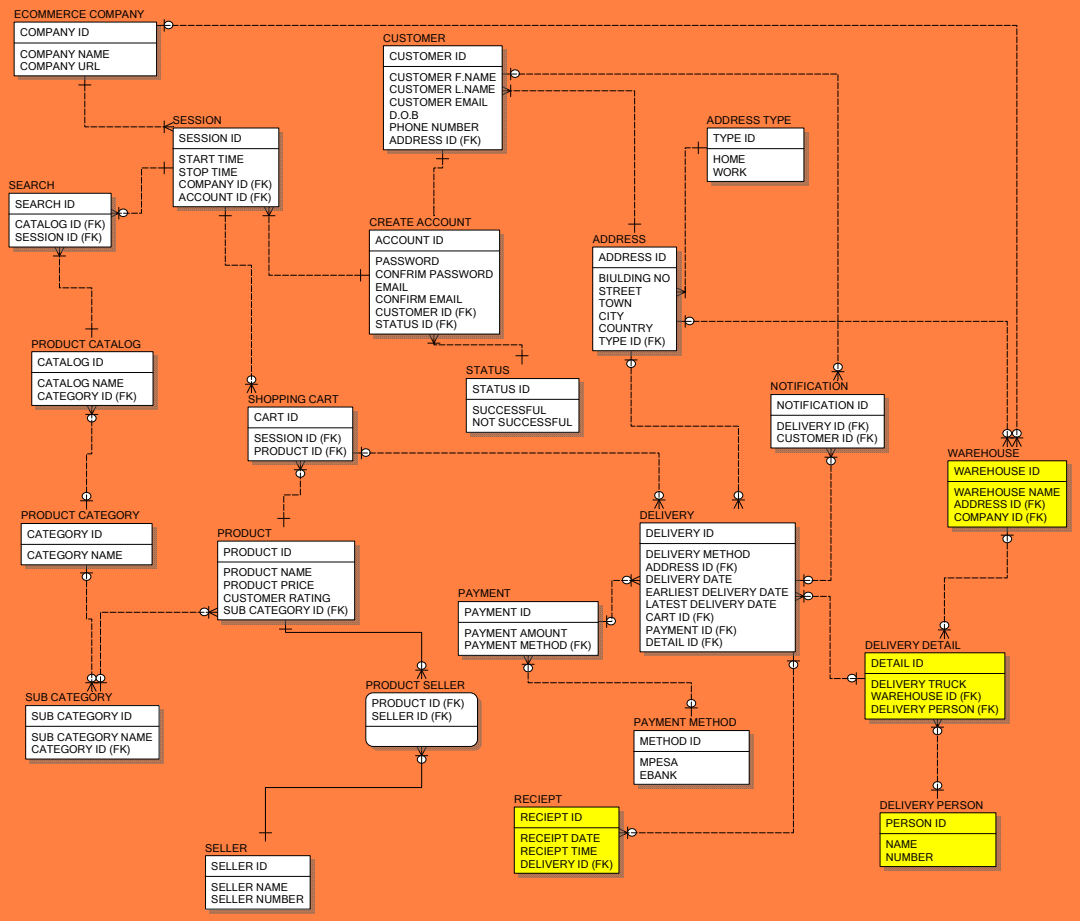
JUMIA MODEL



Johnny, intends to purchase a watch as a birthday gift for his girlfriend from the Jumia e-commerce platform. He initiates his transaction journey by creating an account on the platform. In this process, he furnishes his personal details, encompassing his first name, last name, email address, date of birth, and phone number. Upon successful account creation, Johnny gains access to a comprehensive listing of all products available for sale on the platform.

To refine his search and narrow down the extensive product catalog, he selects the Fashion category. Further refining his focus, he proceeds to select the Watches subcategory, thereby filtering the displayed products to exclusively showcase watches. Within this refined subset, Johnny can scrutinize each watch listing, presented with pertinent details such as the seller's information, price, and a customer rating, reflecting feedback from previous purchasers who acquired a similar product from the same seller.

After meticulously considering these facets, Johnny makes his selection from the assortment of watches available. The platform then prompts Johnny to specify his preferred method of product delivery. Opting for the home address delivery option, he proceeds, and the platform proceeds to calculate the total payable amount. Additionally, it furnishes Johnny with the earliest feasible delivery date and requests his selection of a preferred payment method.

Johnny chooses the mobile payment option, specifically utilizing MPESA, as his preferred mode of payment. Subsequent to Johnny's payment confirmation, the platform promptly generates an electronic receipt as evidence of the transaction.

On delivery day, the selected watch is released from the Jumia warehouse, having been meticulously packaged for shipment. It is then entrusted to a designated rider, responsible for its safe and timely delivery to Johnny's location.

As a data modeler hired by Jumia, design a logical data model to support the above business process.

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