

# **Multi-vendor Ecommerce Marketplace website**

## **A. Objective:**

Create a Multi-vendor Ecommerce Marketplace website for small grocers and shop-owners so they may sell online via our store in areas they can deliver easily. They will be able to set their delivery destinations and shipping prices, so when they receive an order it will be delivered for a fixed cost irrespective of number of items.

Similarly the customer will be able to buy from grocers nearby them or who are delivering to their location, further they will be charged a fixed cost for delivery by each seller irrespective of items from him, if more sellers more shipping price.

## **B. Technology Used:**

1. **Framework:** Magento 2
2. **Extensions frame:** Magento 2 Extension
3. **Special features frame:** Angular JS + HTML5 + Twitter Bootstrap + CSS3
4. **Database:** MySQL
5. **Server:** LAMP with cPanel based hosting solution

## **C. Website Development**

### **I. Panels**

#### **A. Admin Panel.**

1. **Login**
2. **Dashboard**
3. **Manage Categories**
  - a. Add New Category
  - b. Update Category
  - c. Active/Inactive Category
4. **Manage Sub-Categories**
  - a. Add New Subcategory
  - b. Update Subcategory
  - c. Active/Inactive Sub-Category
5. **Manage Filters**
  - a. Add New Filter
  - b. Update Filter

- c. Active/Inactive Filter

## **6. Manage Variations**

- a. Add Variation Terms
- b. Update Variation Terms
- c. Active/Inactive Variation Term
- d. Add Term Options
- e. Update Terms Options
- f. Active/Inactive Options

## **7. Manage Products**

- a. Add New Product
  - i. Upload Product Image
  - ii. Upload Product gallery Images
  - iii. Upload Product Video
  - iv. Product Information
  - v. Manage Quantity
  - vi. Manage Regular Price
  - vii. Manage Sale Price
  - viii. Add product Tags
  - ix. Add SKU
  - x. Make Featured Product
  - xi. Add Variations [For Variable Product]
- b. Update Existing Product
  - i. Remove/Update Product Image
  - ii. Manage Product gallery Images
  - iii. Manage Product Video
  - iv. Update Product Information
  - v. Update Product Quantity
  - vi. Update Regular Price
  - vii. Update Sale Price
  - viii. Update Product Tags
  - ix. Update SKU
  - x. Remove Featured Product

- xi. Update Variations [For Variable Product]
- c. Active/Inactive Products
- d. Upload Bulk Products CSV (include images roots)
- e. Create recommended product list for suppliers (include images roots and nutrition fact lists Charts)
- f. Upload bulk nutrition fact lists Charts
- g. Manage Rating & Reviews on Product
- h. Approve/Disapprove New Product add by seller
- i. Set Option to approve automatically add New Product for sellers.

## **8. Manage Orders**

- a. View Orders
  - i. View New Orders
  - ii. Completed Orders
  - iii. Expired Orders
  - iv. Deleted Orders
- b. Add New Orders
- c. Delete Orders
- d. Shipment Details
- e. Payment Method
- f. Send Notification to Sellers/Customers

## **9. Manage Stores/Sellers**

- a. Add New Seller
- b. Update Seller
- c. Active/Inactive Seller
- d. Manage Seller Profile
- e. Manage Seller's Subscription Plan
- f. Approve/Disapprove Seller Account Request
- g. Set Commission for Seller

## **10. Manage Customers**

- a. Add New Customers Approve/Disapprove Seller Account Request
- b. Update Customer
- c. Active/Inactive Customers

## **11. Manage Email Templates**

- a. Add New Email Template
- b. Update Email Template
- c. Set Default Email Templates
- d. Active/Inactive Email Templates

## **12. Manage Rating and Reviews**

- a. Approve/Disapprove Rating & Reviews

## **13. Delete Rating & Reviews**

## **14. Payment Request**

- a. View Payment request by Sellers
- b. Transfer payment to seller

## **15. Manage Website Accessibility**

- a. Enable/Disable Seller sale Email Notification
- b. Enable/Disable Rating & Reviews for Sellers
- c. Enable/Disable Profile Page for Seller
- d. Enable/Disable Inventory Management for Seller
- e. Set Global Commission for Sellers
- f. Sent Bulk email/ Notifications to Sellers
- g. Manage Website Frontend
  - i. Enable/Disable Featured Product Section
  - ii. Enable/Disable New Product Section
  - iii. Enable/Disable Popular Product Section
  - iv. Enable/Disable Sidebar Sections
    - a) Category Section
    - b) Contact Seller link
    - c) Top Selling Products from seller
    - d) Trending products
    - e) Social Links

## **16. Reports**

- a. Report on Seller
- b. Reports on Customers
- c. Product Report

- d. Orders Report
- e. Order Delivery Reports
- f. Waiting Orders Reports
- g. Revenue Report

## **17. Logout**

## **B. Seller Panel**

### **1. Login**

### **2. Dashboard**

### **3. Manage Products**

- a. Add New Product
  - i. Upload Product Image
  - ii. Upload Product gallery Images
  - iii. Upload Product Video
  - iv. Product Information
  - v. Manage Quantity
  - vi. Manage Regular Price
  - vii. Manage Sale Price
  - viii. Add product Tags
  - ix. Add SKU
  - x. Make Featured Product
  - xi. Add Variations [For Variable Product]
- b. Update Existing Product
  - i. Remove/Update Product Image
  - ii. Manage Product gallery Images
  - iii. Manage Product Video
  - iv. Update Product Information
  - v. Update Product Quantity
  - vi. Update Regular Price
  - vii. Update Sale Price
  - viii. Update Product Tags
  - ix. Update SKU
  - x. Remove Featured Product

- xi. Update Variations [For Variable Product]
- c. Active/Inactive Products
- d. Upload Bulk Products CSV (include images roots)
- e. Upload bulk nutrition fact lists Charts
- f. Manage Rating on Product
- g. Manage Variation
  - i. Add Variation Terms
  - ii. Update Variation Terms
  - iii. Delete Variation Terms
  - iv. Add Variation Options
  - v. Update Variation Options
  - vi. Delete Variation Options
- h. Approve or disapprove products added by sellers

#### **4. Manage Orders**

- a. View Orders
  - i. View New Orders
  - ii. Completed Orders
  - iii. Expired Orders
  - iv. Deleted Orders
- b. New Orders, Email notification for every single purchase.
- c. Delete Orders
- d. Shipment Details
- e. Payment Method
- f. Send Notification to Customer

#### **5. Manage Profile**

- a. Edit Store Information
- b. Approve, decline or suspend Seller & buyer accounts
- c. Upload Logo
- d. Manage Location Information on Map
- e. Manage Contact Information
- f. Manage Social Media
- g. vacation mode

- h. URL generated as store name.

## **6. Notifications**

- a. New Order Notification
- b. Complete order Notification
- c. Deleted Order Notification

## **7. Product Compare**

## **8. Manage Coupons**

- a. Generate New Coupons
- b. View Coupons
  - i. Used Coupons
  - ii. Un-Used Coupons
  - iii. Expired Coupons
  - iv. Deleted Coupons
- c. Delete Coupons

## **9. Manage Social Media**

## **10. Manage Subscription Plans**

## **11. Manage National & International Shipping Cost**

## **12. Payment Request to Admin**

## **13. Transaction History**

## **14. Reports [Month/Year]**

- a. Sale Report wise
- b. Most View Products
- c. Purchase Report

## **15. Logout**

## **C. Customer Panel**

### **1. Login**

### **2. Dashboard**

### **3. Manage Account**

- a. Edit Member Profile
- b. Upload Profile Image
- c. Email Verification
- d. Change Email address

- e. Change Password
- f. Set Security Questions
- g. Email Notifications

#### **4. Manage Favorite Store**

- a. Add New Store
- b. Delete Store
- c. View Store
- d. New Arrivals
- e. On Sale
- f. Previously Shopped

#### **5. Manage Wish List & favorite Products**

- a. Create Wish List
- b. Edit Wish list Name
- c. Delete Wish List
- d. Default Wish List
- e. Remove Products from wish list
- f. Move product to another wish list

#### **6. Manage Cart**

- a. View Cart
- b. Add/Delete Products from Cart

#### **7. Message Center**

- a. Conversations
  - i. All Messages
  - ii. Unread Messages
  - iii. Delete messages
- b. Spam

#### **8. Manage Notifications**

#### **9. Contact Blacklist**

#### **10. Order Management**

- a. All Orders
  - i. Awaiting Payment
  - ii. Awaiting Shipment



- iii. Awaiting Delivery
  - iv. Unread Order Messages
- b. Refunds & Disputes
- c. Deleted Orders
- d. Manage Feedback
  - i. Awaiting Feedback
  - ii. Published Feedback
- e. My Coupons
  - i. All Coupons
  - ii. Used
  - iii. Expired
- f. Shipping Address

#### **11. Manage Social Media**

#### **12. Become Seller**

#### **13. Compare Similar products**

#### **14. Logout**

### **D. Main Website [Front End]**

#### **1. Home page**

- a. Header {Logo, Login, Register, Wish list links etc.}
- b. Search Product
- c. Product Slider
- d. Category Lists
- e. Advertisement banners carousel
- f. New Products List
- g. Featured Products list
- h. Featured Brands list
- i. Popular Products list
- j. Load more Products Feature
- k. Customers reviews
- l. Email Subscriptions Form
- m. Quick Links & Social Media
- n. Footer {Company Information and copy right content}

## **2. Category Listing Pages**

- a. Product listing with Rating
- b. Filters {Brand, Price, Fat percentage, Shelf, etc }
- c. Sorting {Name A-Z, Name Z-A, Price Lower –Higher, Price Higher-Lower}
- d. Product View {List view or Grid view}
- e. Pagination for products
- f. Sidebar Filters
  - i. Category
  - ii. Material
  - iii. Style
  - iv. Recent View Products

## **3. Single Product Page**

- a. Product main Image
- b. Product gallery Images
- c. Zoom Effect on Main Image
- d. Product Title
- e. Product Content
- f. Product Price
- g. Add to cart
- h. Add to wish list
- i. Buy now Button
- j. Apply Coupon
- k. Product Feedback
- l. Shipping and Payment Information
- m. Seller Guarantees
- n. Report Item
- o. Related products
- p. Size table
- q. Add Rating & Comments
- r. Social media share product buttons
- s. Side bar options
  - i. Contact Seller link

- ii. Top Selling Products from seller
- iii. Trending products
- iv. Social Links

#### **4. Cart page**

- a. List Available Products in cart
- b. Remove Products from cart
- c. Add/Remove Quantity in cart
- d. Check Out Button
- e. Return to shop Button
- f. Contact Seller
- g. Cart Optimization (Smart Cart)

#### **5. Check out page**

- a. Shipping Information
- b. Review Order
- c. Payment Method & Payment Gateway
- d. Thank you, Page & Instant Email confirmation.

#### **6. Register Page**

#### **7. Login Page**

#### **8. Terms & Condition Page**

#### **9. Privacy Policy Page**

#### **10. 404 Error Page**

#### **11. Contact Us page**

## **II. Designs**

### **A. Responsive Magento website - containing mobile friendly pages**

#### **1. Homepage**

#### **2. Category Overview**

#### **3. Category Page**

#### **4. Product Page**

- a. Quick Look (add to cart)
- b. Zoom In effect
- c. Product Information
- d. Specification

- e. Add to cart
- f. Buy now
- g. Add to compare
- h. Similar goods
- i. People also viewed
- j. Others

**5. Search**

**6. Search Results**

**7. Log in, Sign in, Recovery Password Option**

**8. Create Account**

**9. Help**

**10. Contact Us**

**11. Store Locator**

**12. Where to Buy**

**13. Store Details page**

**14. Terms and Conditions**

**15. Privacy Policy**

**16. 404 error pages**

**17. FAQs**

**18. Pop-up pages**

**19. # Add to Cart Confirmation Element**

- a. Cart page
- b. Log in Checkout
- c. Guest Checkout
- d. Shipping Page
- e. Payment Page
- f. Review
- g. Confirmation

**20. Buyer dashboard**

- a. My Orders
  - Individual Order View
- b. Returns

- c. Message center
- d. Payment Settings
- e. Addresses
- f. Email/social Sign up
- g. Shipping Information
- h. Favorites

## **21. Seller dashboard**

- a. Order History
  - Individual Order View
- b. Returns
- c. Message center
- d. Payment Settings
- e. Email/social Sign up

## **22. Email Templates**

### **III. features**

#### **A. Multi-Lingual**

Admin can set default language and users can toggle between following 2 languages. The content for CMS pages will be filled by Admin in 2 languages and for Sellers they have to fill the product details in 2 languages.

- 1. Hebrew (Israeli) – RTL (primary language)**
- 2. English – LTR**

Admin will have the option to add more languages.

#### **B. Web Content Accessibility**

Israeli Accessibility Low Adjustment: follow the W3C WCAG 2.0 given here <https://www.w3.org/WAI/policies/israel/> while coding (examples <https://www.aisrael.org/?CategoryID=3267>).

#### **C. Smart Cart**

Cart optimization feature - detailed explanation in Smart Cart appendix

#### **D. Elaborated delivery system**

Delivery system - Each store will have the ability to define multiple map-based delivery areas - detailed explanation in Elaborated delivery system appendix

### E. Early stages sign up

At early stages all buyer trying to register to the website will enter a waiting list and get an email notification.

The only way for a buyer to fully register to the website in early stages, will be via invitations/sign up codes.

## **D. Maintenance & Support**

### I. Screen-recording

A total of 30 - 45 mins of short videos tutorials explaining the vendors about any feature they will point, using screen-casting/screen-recording.

### II. Testing

- Unit testing and link to check features and tasks to admin on each milestone delivery.
- Algorithm check for Cart Optimization feature.
- General testing before and after going online.

### III. Documentation

At the end of the project (before support stage) client will get all documents regarding website, including User Manual, All rights for every extension, units & algorithms, etc.

### IV. Support

10 months support for all features after final delivery, i.e. till final delivery issues are to be fixed and support time will not start.

### V. Milestones

1. M 1: Set up Website with extension and Theme – 25%
2. M 2: Create Elaborated delivery system – 20%
3. M 3: Bulk product uploading and Accessibility Adjustment (W3C WCAG 2.0), Screen-recording and all other features – 25%
4. M 5: Support 5 periods of 2 months –  $6\% \times 5 = 30\%$

### **E. Proposal submission guidelines**

All proposal will be applied in a draft document (word) and will include:

1. Resume/company profile of candidate.
2. Portfolio with an emphasis on: multi-vendor websites, geofencing, java programing.
3. Technology specification including, scripts, themes, **extensions** (which multi-vendor extensions will be used on website) etc.
4. Method of operations explanation.
5. Time and costs estimates.