

Date

STEP 1: MARKETPLACE

MARKETPLACE TYPE: General E-commerce

PURPOSE: To provide customers with a platform where they can conveniently purchase furniture online while enjoying a seamless user-experience.

STEP 2: BUSINESS GOALS

Q1: What problem does your marketplace aim to solve?

Furnio enables customers to easily search and browse their desired furniture by offering a wide range of modern options, eliminating the need to visit multiple physical stores. Also, it makes the decision-making process of the customers easy by providing informative and detailed product descriptions.

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Q&A: Who is your target audience?

DEMOCRAPHICS

Age: 25 - 55 y/o

Income level: Middle to Elite class

Occupation: Professionals, business owners,
event organisers, housewives,
interior designers.

PSYCHODRAPHICS

Milestones: Home Decor, interior design,
luxury and exclusivity, customization

Values: Quality, affordability, sustainability

Behaviour: Fond of online shopping, fond of
renovating their spaces, impulsive
buying behaviour

GEOGRAPHIC:

All over Karachi

SEGMENTS: Homeowners, small to medium
Businesses, Designers and Decorators

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Q3: What products and services will you offer?

We offer a wide range of furniture (sofas, bedroom sets, tables, cabinets, cupboards, etc.).

Q4: What will set your marketplace apart?

Affordability, transparency, eco-friendly furniture, on-time delivery.

STEP 3 : DATA SCHEMA

Products:

ID : number

Name : string

Material : string

Category : string

~~Dimensions~~

Price : number

Stock Availability : string

Images : URL

Description : string

Date

Orders:

Order ID: number

Customer ID: number

Product IDs: array

Order Date: string

Delivery status: custom types (Pending, Shipped, Delivered)

Quantity:

Customers:

Customer ID: number

Name: string

Email: string

Phone number: number

Address: string

Delivery Zones:

Zone Name: string

Coverage Area: string

Date

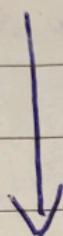
Products

ID

Name

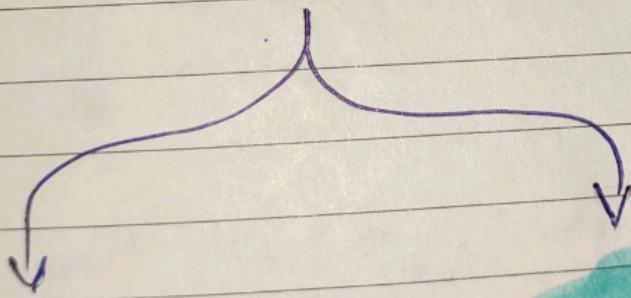
Price

Stock.



Orders

Customers



Delivery
Zones