Overview: Key Features and User Journeys for an E-Commerce Portal for Sports Equipment.

➢ For point 1

Major Features

1. For End Customers

1. **Product Discovery & Browsing**
   - **Search & Filter**: Advanced search with filters (category, brand, price, size, color, availability, ratings).
   - **Product Pages**: In-depth descriptions, high-quality visuals, reviews, ratings, size charts, and comparison tools.
   - **Personalized Recommendations**: AI-based suggestions tailored to user preferences.
   - **Curated Collections**: Highlights of trending, seasonal, and expert-selected products.
   - **Wishlists & Compare**: Save favorites and compare products side-by-side
2. **Shopping Cart & Checkout**
   - User-friendly cart to manage items, shipping, and taxes.
   - Diverse payment methods (cards, wallets, net banking, cash on delivery).
   - Guest checkout for ease of use.
   - Real-time order tracking with notifications.
3. **Account Management**
   - Manage profiles, addresses, order history, and saved items.
   - Easy access to order history and return initiation.
   - Receive personalized offers and alerts.
4. **Customer Support**
   - Real-time assistance via live chat.
   - Comprehensive Help Center/FAQs.
   - "Contact Us" form for direct support.
5. **Social Commerce**
   - Share products on social media platforms.
   - Collaborate with influencers for marketing.

2. For Vendors

1. **Vendor Onboarding**
   - Streamlined registration with intuitive forms.
   - Create detailed business profiles with contact and payment details.
2. **Product Management**
   - Easy listing and editing of products.
   - Inventory tracking with stock alerts.
   - Tools for setting prices, discounts, and promotions.
3. **Order Fulfillment**
   - Efficient order management.
   - Seamless integration with shipping partners.
   - Real-time tracking updates.
4. **Vendor Dashboard**
   - Analytics for performance and customer insights.

- o Financial reporting tools.
  - o Communication features for customer and admin interactions.
5. **Support & Resources**
  - o Vendor help center and dedicated support channels.

➢ For Point 2

User Journeys

1. Customer Onboarding

1. Browse products and categories.
2. Discover and compare items.
3. Add items to the cart.
4. Complete checkout and receive order confirmation.
5. Track delivery and post-purchase activities (reviews, returns, support).

2. Vendor Onboarding

1. Register on the portal.
2. Create and complete the vendor profile.
3. List products with detailed information.
4. Manage inventory and process orders.
5. Monitor performance and access support.

Key Considerations

- **Mobile-First Design**: Fully responsive and optimized for mobile users.
- **Security & Privacy**: Strong measures to protect user and vendor data.
- **User Experience (UX)**: Seamless and intuitive interactions for all users.
- **Scalability**: Platform readiness for growth in users, products, and orders.
- **Integration**: Compatibility with third-party tools for payments, shipping, and analytics.

This structure ensures a valuable and user-friendly platform for sports equipment customers and vendors.