<u>**Assessment**</u>

Client wants to build an e-commerce portal for sports equipment, he wants to give the customers a great product experience along with a smooth onboarding process to vendors on his platform.

<u>**Outcome expected:**</u>

1. List down the major features of the ecommerce portal for end customers and vendors

2. Define the user journey for customer onboarding and vendor onboarding

Point 1: Major Features

For Customers:

1. Feature One: User Accounts

- Registration, login, and profile management

2. Feature Two: Product Search and Filtering

- Allow customers to easily find sports equipment based on category, brand, price, etc.

3. Feature Three:

- Detailed product descriptions, images, and reviews to aid purchasing decisions.

4. Feature Four: Shopping Cart

- Ability to add/remove items, view total cost, and proceed to checkout.

5. Feature Five: Checkout Process

- Secure payment gateway integration, multiple payment options, and order confirmation.

6. Feature Six: Order Tracking

- Provide updates on order status, shipping details, and delivery tracking.

7. Feature Seven: Customer Support

- Live chat, FAQs, and contact forms for assistance.

8. Feature Eight: Wishlist

- Allow customers to save items for later purchase.

For Vendors:

1. Feature One: Vendor Registration

- The onboarding process for vendors to create accounts and list their products.

2. Feature Two: Product Management

- Add, edit, and remove product listings, including images, descriptions, and pricing.

3. Feature Three: Order Management

- View and manage orders, update order status, and handle shipping details.

4. Feature Four: Analytics

- Track sales performance, inventory levels, and customer behaviors.

5. Feature Five: Commission Management

- Set commission rates and track earnings.

6. Feature Six: Customer Communication

- Respond to customer queries and feedback.

User Journey:

Customer Onboarding:

1. Homepage: Customers land on the homepage and browse products or search for specific items.

2. Product Selection: Customers select products, read descriptions, and add items to their shopping cart.

3. Checkout: Customers proceed to checkout, enter shipping and payment details, and confirm their order.

4. Order Confirmation: After successful payment, customers receive an order confirmation with details and estimated delivery.

5. Post-Purchase Experience: Customers can track their orders, leave reviews, and contact support if needed.

Vendor Onboarding:

1. Registration: Vendors sign up by providing necessary details such as company information, contact details, and payment preferences.

2. Verification: Verification process to ensure the legitimacy of vendors and their products.

3. Product Listing: Vendors add their products to the platform, including images, descriptions, and pricing.

4. Order Management: Vendors receive notifications of new orders, manage inventory, and fulfill orders.

5. Analytics: Vendors can access sales data, track performance, and adjust their strategies accordingly.