

Merchant - Customer Mobile Application

E-Commerce Mobile App Proposal

Team

Founders

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Pain / Benefits (Merchants)

- ▶ Gap to Publish - To notify patrons on fresh made or arrival of fresh stock
- ▶ Enhance visibility – Publish flag ship product to masses among clustered shops
- ▶ Reduce wastage – Broadcasting last minute deal to clear stocks before closing
- ▶ Reduce Advertising cost – Promote flag ship products among masses at peak time benefiting small players.

Pain / Benefits (Shoppers)

- ▶ To get updates and notifications from the stores they regularly shop
 - ▶ Knowledge or urge to buy fresh made or stocks
 - ▶ Grab last minute deals
- ▶ A channel to talk to their merchants
- ▶ Identify best among clustered businesses

Solution

- ▶ Grocery / vegetables; Snack/Juice/Café bars
- ▶ Shopper receives product notifications from stores



Merchant takes the photo of the item to be notified



Post the offer/notification



Shopper gets personalized set of offers & notifications in the locality

Solution



**Shopper creates a
notify list for a store**



Merchant acknowledge

- ▶ **Direct channel between customer & Merchant**
- ▶ **Mini chat platform which enables customer to chat with Merchant**
 - ▶ **Get product availability, enquire details etc..**

Minimum Viable Product

- ▶ **App with shopper**
 - ▶ Receive notifications / offers from stores
 - ▶ Make a notify me list ; Chat with the merchant
- ▶ **App with Merchant**
 - ▶ Post notifications
 - ▶ Chat with customers

Features needed

▶ Merchant

- ▶ Manual registration by our admin
- ▶ Post photo of products
 - ▶ Give description like ; item quantity, price, deal expiry etc
- ▶ Option to receive chat
 - ▶ If yes, the provision to chat
- ▶ View his own product listing
 - ▶ Present and Past

Features needed

- ▶ **Customer**
 - ▶ Social media login
 - ▶ View store wise and product wise list in tabs
 - ▶ Option to follow a store's page
 - ▶ Option to like or love a product listing
 - ▶ Initiate a chat
 - ▶ Share a product/shop listing in social media with friends and family

Technology Stack

- ▶ Hybrid Mobile App supporting IOS, Andriod and Windows and web based.
- ▶ HTML5, CSS3, Angular JS, Bootstrap (Initial Proposal)
- ▶ Rest API services Web layer and Application server.
- ▶ J2EE based components for Application server.
- ▶ Security feature.
- ▶ Mongo DB.
- ▶ AWS for PAAS.

Deliverables

- ▶ Fully customizable code
- ▶ Technical Architecture diagram / Specs
- ▶ Data flow / ER diagram
- ▶ Security features
- ▶ Deployment and API documentations
- ▶ Scalability proposals
- ▶ Performance matrix

Thank You 😊