

Digitisation of Catalog

Submission for ONDC Hackathon








by Team Nightwing, Thoughtworks



Elevator Pitch

The primary problems we intend to solve are as follows,

- Difficulty to onboard sellers new to digital commerce
- Sellers overwhelmed in adding and maintaining the product catalog
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	For	A seller who is new to digital commerce
	Who	Has initial inertia in starting to sell online
	The	Comfy Sell
	Is A	Assistive smart seller catalog creation application
	That	Has an intuitive single screen with product images and required fields to capture product listing fast and seamless
	Unlike	Existing selling platforms available
	Our Product	Will have a intelligent curated list, image recognition and barcode scanning, text based product search

Solution

We envisage building a smart seller management system which would help in organized onboarding of new sellers with ease thereby encouraging sellers to start selling from day 1



Single screen mobile first web application for sellers with view managed using filters applied



Product listing using text, bar-code scanning, image recognition and manual selection using the intelligent curated list of products



Intelligent curated list enabling sellers to view the most sold products in a sequential order which can be added to the selling list with a single click



Open-source APIs which can adapt to scale and publish information to product-catalog, seller-information, seller-product-catalog

Future enhancements planned

We envisage continuing building our solution further with the mentioned features which would add value to sellers



Localisation support using natural language processing



Multiple bar-code scanning from a single image and display the identified products in a single page for faster listing



Improved product image recognition capable of identifying product through 2-3 sec videos



Intelligent curated list which takes into consideration products sold, location and seasonality among other parameters

We look forward to continue contributing to this ambitious vision

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