

E-commerce Platform Feature Breakdown

1. Customer Features (Frontend User) - Detailed

Account & Profile

- User registration (email, phone, Google, Facebook)
- Login/logout functionality
- Password reset & email verification
- Profile editing (name, phone, address)
- Add/manage multiple shipping addresses
- View past orders and invoices

Browsing & Search

- Smart search bar with autocomplete
- Category & subcategory filters
- Advanced filters: price range, brand, ratings, offers
- Sorting: price low-high, relevance, newest first
- Recently viewed items
- Product tags & recommendations

Product Interaction

- Detailed product page with high-resolution images (zoom, carousel)
- Product variants (size, color)
- Full specifications & description
- Availability (stock, delivery estimate)
- Add to cart / remove / save for later
- Wishlist management
- Product reviews and Q&A
- Share product via social media

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Checkout & Payment

- Cart preview and update (change quantity, remove items)
- Select/add shipping address
- Choose delivery options (standard, express)
- Apply promo codes or coupons
- Select payment method (cards, UPI, wallets, COD)
- Review order summary before confirming
- OTP or biometric confirmation for payment (optional)

Post-Purchase

- Live order tracking (confirmed, shipped, delivered)
- In-app and email notifications for order status
- Cancel order (before dispatch)
- Initiate return/exchange with reason selection
- Refund processing status
- Download invoices
- Rate and review the purchased item
- Customer support contact/chat