**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

**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