ASSESSMENT:

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

-Building an ecommerce portal for sports equipment with a focus on providing a great product experience and a smooth on boarding process for vendors sounds like an exciting project! In order to achieve success, we have identified some essential steps and considerations:

1.Market research: To start, do out in-depth market research to learn about the competition, the sports equipment market, and the preferences of your target market. Determine the most important market trends and holes that your platform can fill.

2.Platform Development: create a platform that satisfies your unique needs. Make sure the platform is scalable, easy to use, and has features like secure payment methods, mobile responsiveness, simple navigation, and product search.

3.Product Catalog: Provide a broad selection of sporting equipment from reliable brands in a well-curated, superior product catalog. Incorporate comprehensive product descriptions, sharp photos, and client testimonials to improve the online purchasing experience.

4.Vendor On boarding Process: Streamline the on boarding process for vendors so they can quickly register and list their goods on your marketplace. To assist suppliers in rapidly setting up their accounts and uploading their merchandise, provide clear instructions and guidance.

5.Customer On boarding Process: Make it easy for customers register/login on the shopping portal. Provide prompt customer service via live chat, email, and phone to handle any questions, worries, or problems that customers could have prior to, during, or following their transaction.

* *List down the major features for the ecommerce portal for end customers and for vendors:*

**For end customers:**

User registration and account management: allow customers to set up accounts, manage their profiles as well as monitor orders.

Product browsing and searching: Make it easy to navigate through categories of products, filters or search bar in order to find specific items quickly.

Product pages: consist of detailed product descriptions, specifications, prices, availability and quality images.

Shopping Cart: Allow customers to add items to their cart, view/edit cart contents, and proceed to checkout easily.

Checkout process: provide a simplified checkout procedure with several payment options, including credit or debit cards, Digital wallets and other online payments methods.

Order Tracking: Allow customers to track the status of their orders in real time and to be notified of updates to shipments and deliveries.

Wishlist and Favorites: Allow customers to save products for future purchase by adding them to their wishlist or favorites list.

Reviews and ratings: In order to help customers make the right purchase decisions, users' reviews and ratings shall be displayed.

Discounts and Promotions: Offer discounts, coupons, and promotional offers to incentivize purchases and increase customer loyalty.

Design: To ensure a seamless shopping experience for all devices, including desktops, laptops, smartphones and tablets, the responsive ecommerce portal needs to be optimised.

**For Vendors:**

Registration and account management for vendors: Provide a registration process to sign up, create accounts, manage their profiles as well as access the vendor dashboard.

Product listing and management: Make it easy for merchants to list, edit, and manage their products, including adding product details, images, prices, or inventory levels.

Order management: Allow vendors to see and handle orders they receive through the platform, such as order fulfillment, shipping or tracking.

Inventory management: provide vendors with tools to monitor inventory levels, receive low inventory alerts, and manage product availability.

Commission Management: Implement a commission structure where vendors can view and manage their commission rates and earnings generated from sales on the platform.

Customer Communication: Facilitate communication between vendors and customers through messaging or support ticket systems for inquiries, order updates, and resolution of issues.

Support and resources for vendors:Provide documentation, training or support channels to help them get started, list their products on the platform and use it.

Feedback and rating system: to help vendors enhance their products and services, build trust with prospective buyers, give them the opportunity to receive feedback and ratings from customers.

* *Define user journey for customer on boarding and vendor on boarding*

**Customer On boarding:**

Through a variety of channels such as Social Media, Search Engines or word of mouth recommendations, the customer can learn about the online shopping portals. To understand what the platform can offer, customers will visit an online retail portal's website and take a look at its homepage, featured products or promotional items.

Registration: The customer will proceed to register for an account if he or she decides to make a purchase or to view and add products on wishlist on the platform. For the creation of an account, they need to provide certain information such as their name, email address and password. Password can be set by the user.

Profile Setup: When a customer registers, he or she may be asked to add more information like shipping addresses, phone numbers and preferred payment methods so that their profile can be completed.

Shopping and browsing: Once an account has been set up, the customer begins to browse products by navigating through categories, using search filters, or exploring the featured items. They add desired products to their shopping cart and continue shopping or proceed to checkout.

The checkout process: a customer checks the contents of his or her shopping cart, chooses an appropriate shipping method and provides information on payment. They're reviewing the order summaries, and they're confirming the purchase.

Order confirmation: An order confirmation email or notification containing details of the order, estimated delivery time and payment receipt shall be sent to the customer after the purchase has been completed.

PostPurchase Experience: The customer will be able to monitor the status of the order, communicate with customer support if necessary, and provide feedback or comments on the shopping experience.

**Vendor On boarding:**

Through marketing efforts, industry events, or online research, the vendor discovers the ecommerce portal and expresses an interest in selling their products on the portal. In order to align their business objectives and capabilities with the requirements of the platform, vendors may undergo a prequalification process where they review the Platform's requirements, policies or terms of service prior to being on boarded.

Registration: By completing a registration form on the platform's website or application, the vendor begins the on boarding process. They shall provide basic information on their activities, such as the name of the company, the contact details and the tax identification number.

Account Verification: After registration, the platform verifies the vendor's information and may request additional documentation or credentials for validation, such as business licenses, product catalogs, or quality certifications.

Product Listing: Once verified, the vendor gains access to their vendor dashboard, where they can create product listings by adding detailed descriptions, images, pricing, and inventory quantities.

Inventory management: The vendor is using the tools offered by the platform to manage its inventory, refresh product availability and receive notifications on reduced stocks or new orders.

Order fulfillment: The vendor shall receive notifications and complete orders by packaging products, producing shipping labels as well as setting up delivery or pick up schedules when customers place their orders.

Quality management: In order to continue their business on any platform vendors should provide quality products and service.

Customer relationship: Vendor should maintain a healthy relationship with customers even after selling the products. Should be able satisfy the customer in terms of giving good products.

As a business analyst I can think of few more points to make a portal for sports equipments even more attractive that also helps in getting more vendors and customers register on our portal.

* Adding the quality pictures of true sports events and sports persons.
* Few sporty stories and quotes from sports persons.
* Getting information on sports events all around the world.
* Providing locations of physical stores in case the client needs it.
* Providing “what’s trending” feeds so that customer is up to date with all new sports equipments in the market.
* Most loved equipments according to the seasons.
* Best selling categories.
* Slots booking if any workshops are conducted related to sports.