ASSESSMENT

1. List down the major features for the ecommerce portal for end customers and for vendors.

For End Users:

- **Browsing and filtering of products:** This feature allows easy navigation through sports equipment categories with filtering options based on brand, price range, and size.
- **Details and reviews of the products**: Detailed product descriptions, attractive images, and customer reviews. This feature facilitates their purchasing decisions.
- **Wishlist:** The wishlist feature allows end customers to save desired sports equipment items for future consideration or purchase.
- **Easy checkout process:** Quick and secure payment gateway, supporting various methods like credit/debit cards, digital wallets, and COD.
- **Order tracking:** Real-time order tracking from purchase to delivery for customer convenience.
- **Customer support:** Channels for inquiries, live chat support, and a FAQ section for more assistance.

For Vendors:

- **Registration of the vendor:** Easy registration process seeking essential company details, contact information, and banking details and maintaining privacy.
- **Product management:** User-friendly interface to add, edit, and manage product listings, including images, descriptions, pricing.
- **Order management:** Efficiently manage incoming orders, track order status, and process shipments.
- **Analysis and reporting:** Providing insights on the sales performance, customer behaviour, and inventory management through comprehensive analytics and reporting tools.
- **Communication channel:** Facilitating communication channel between vendors and customers through messaging or inquiry systems.

2. Define user journey for customer onboarding and vendor onboarding.

Customer Onboarding:

- **Visit the website:** Users land on the ecommerce portal's homepage.
- **Browse products:** Navigate through categories or utilize search functionalities to find desired sports equipment.
- **Product selection:** Select products of interest and access detailed information.
- **Add to cart/wishlist:** Add selected products to the shopping cart or to the wishlist for future references.
- **Checkout:** Proceed to checkout, providing shipping and payment information and make the payment.
- **Order confirmation:** Receive confirmation of the order along with the expected delivery date.

Vendor Onboarding:

- **Registration**: Access the vendor portal and start the registration process.
- **Provide information:** Complete necessary information such as company details, contact information, and banking details.
- **Product listing:** Add products to the platform, including images, descriptions, and pricing so that end users can find them.
- **Inventory management:** Set up inventory levels and manage stock availability.
- **Order processing:** Receive orders, process them, and arrange for shipment.
- **Analytics access:** Gain access to analytics and reporting tools for tracking sales performance and customer behaviour.