ASSESSMENT

Q1. Major Features for the E-commerce Portal

Ans : Customer Portal:
     1) Product Browsing and Filtering: It allows users to browse products using categories, search bars, and advanced filters like price range, brand, and ratings.
     2) Smooth Payment Options: Integration with multiple payment gateways such as credit/debit cards, UPI, net banking, and wallets for seamless transactions.
     3) Personalized Recommendations: AI-driven suggestions based on customer preferences and purchase history.
     4) Order Tracking: Real-time order updates and shipment tracking.
     5) Customer Support: Live chat and ticketing system for resolving issues.

Vendor Portal:
     1) Vendor Registration and Profile Management: Easy setup of vendor profiles with business information and bank account details.
     2) Product Management: Tools to add, update, and delete product listings with detailed descriptions and images.
     3) Sales and Revenue Analytics: Dashboards displaying sales trends, revenue reports, and customer feedback.
     4) Order Management: Overview of received, shipped, and completed orders.
     5) Support System: Access to vendor support for technical or operational assistance.

Question2.
Ans : User Journeys

Customer Onboarding:
     Step 1: Visit the e-commerce website or mobile app.
     Step 2: Sign up using email, phone number, or social media.
     Step 3: Verify account through OTP or email confirmation.
     Step 4: Fill in personal details (e.g., name, address).
     Step 5: Browse products or use the search bar for specific items.
     Step 6: Add items to the cart and proceed to checkout.
     Step 7: Complete payment through a preferred payment gateway.
     Step 8: Receive order confirmation and tracking details.

Vendor Onboarding:
     Step 1: Navigate to the vendor registration section.
     Step 2: Fill out the registration form with business name, contact details, and GSTIN (if applicable).
     Step 3: Upload necessary documents (e.g., business license, ID proof).
     Step 4: Verify account through approval from admin.
     Step 5: Log in to the vendor portal using provided credentials.

Step 6: Set up a store profile by adding business details and payment preferences.

Step 7: Start listing products by providing descriptions, pricing, and images.

Step 8: Manage orders, track sales, and analyze performance.