

HACKATHON DAY-1

LAYING THE FOUNDATION FOR THE ECOMMERCE MARKETPLACE JOURNEY

Website Name: Comforty

1. Introduction to Ecommerce

Ecommerce has revolutionized the way people shop, providing convenience, variety, and accessibility. Our marketplace capitalizes on this transformation to create a specialized platform for furniture, focusing particularly on diverse and high-quality chairs. By combining innovative technology with user-friendly features, we aim to redefine the online furniture shopping experience.

2. Vision and Objectives

What Issues Does Our Marketplace Address?

The furniture industry often struggles with fragmented offerings, making it difficult for customers to find specific products that meet their needs. **Our marketplace** solves this by:

- Consolidating a wide variety of chairs into a single, easy-to-navigate platform.
- Offering transparent pricing and detailed product specifications.
- Ensuring customer satisfaction with efficient services and a seamless buying experience.

Who Are We Targeting?

Our target audience comprises:

- **Homeowners:** People looking to enhance their living spaces with stylish and functional chairs.
- **Corporate Clients:** Companies requiring ergonomic seating for offices.
- **Design Experts:** Interior designers and decorators seeking unique options.
- **Hospitality and Event Professionals:** Event organizers and hotel managers looking for durable, elegant seating solutions.

What Products Will We Provide?

Our marketplace will focus on:

- **Executive Office Chairs:** Designs tailored for comfort and productivity.
- **Dining Room Chairs:** A mix of traditional and contemporary styles.
- **Lounge Chairs and Recliners:** Comfortable options for relaxation.
- **Outdoor and Patio Seating:** Sturdy, weather-resistant options for outdoor settings.
- **Custom-Built Chairs:** Fully customizable designs to meet specific requirements.

What Differentiates Our Platform?

Our platform's unique value propositions include:

- **Premium Quality:** Guaranteed durability and superior craftsmanship for all products.
 - **Innovative Features:** Advanced search filters and virtual try-on options for a better user experience.
 - **Sustainability Focus:** Eco-friendly manufacturing and materials.
 - **Personalized Recommendations:** AI-driven suggestions based on user preferences.
 - **Exceptional Service:** Comprehensive customer support, from pre-purchase inquiries to post-purchase assistance.
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3. Database Structure

A well-organized data schema is critical for the efficient functioning of our marketplace. Below is an overview of the proposed structure:

Product Data Schema

- **Name:** The title of the chair (e.g., "Premium Recliner").
- **Details:** Key attributes like material, dimensions, and features.
- **Cost:** Pricing information, including any active discounts.
- **Category:** Classification (e.g., Office, Dining, Outdoor).
- **Availability:** Current stock levels.
- **Media:** Product images and video demonstrations.
- **Reviews and Ratings:** Customer feedback to guide future buyers.

User Profile Schema

- **ID:** Unique identifier for each user.
- **Contact Information:** Name, email address, and phone number.
- **Saved Items:** Wishlist containing items of interest.
- **Order Records:** History of all purchases.

Order Management Schema

- **Transaction ID:** A unique code for tracking individual orders.
- **User Information:** Details of the purchaser.
- **Items Purchased:** A breakdown of products in the order.
- **Total Cost:** Includes base price, taxes, and shipping.
- **Order Tracking:** Current status (e.g., Processing, Dispatched, Delivered).