

Day 7: Final Deployment & Post-Launch Strategies

Overview:

Day 7 marks the successful completion of the Marketplace hackathon project. The focus was on deploying the marketplace to a live production environment and implementing post-launch best practices.

Key Objectives:

- Deploy the marketplace to a live production environment.
- Implement security measures and disaster recovery (DR) plans.
- Establish post-launch branding, marketing, and operations.
- Set the foundation for scalability and long-term growth.

Go Live Practices:

1. Production Deployment:

- Configured production environment securely (.env files, encrypted credentials).
- Deployed on Vercel with HTTPS and SSL security.
- Maintained private codebase and documented deployment steps.

2. Security & Penetration Testing:

- Performed vulnerability tests (SQL injection, XSS, CSRF) using OWASP ZAP.
- Ensured secure API calls and encrypted sensitive data.
- Implemented Role-Based Access Control (RBAC) for different user roles.

3. Disaster Recovery & Monitoring:

- Configured automated backups and geo-distributed storage.
- Integrated monitoring tools like Google Analytics and Sentry.
- Scheduled maintenance and logged issues for improvement.

FurnitureHub Marketplace - Final Documentation

Post Go Live Strategies:

- Branding & Marketing: Created a brand identity, social media presence, and referral programs.
- Investor Partnerships: Developed a business pitch deck, highlighted market potential, and met with investors.
- Inventory & Resource Management: Automated stock updates and demand forecasting.
- Security & Performance Audits: Scheduled periodic penetration testing and automated monitoring.

Final Notes & Gratitude:

This hackathon journey has transformed an idea into a fully functional marketplace.

A special thanks to mentors and team members for their invaluable support.