

## Day-7 Outcome Document for "Furniture Store" Marketplace

### Objective:

The objective of Day-7 is to successfully deploy the "Furniture Store" marketplace to a live production environment, consolidate the work done throughout the hackathon, and ensure the platform is ready for real-world customers. This includes securing the environment, optimizing for scalability, and preparing for future business growth.

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### Key Learning Outcomes:

#### 1. Deployment of Fully Functional Marketplace:

- Successfully deployed the "Furniture Store" marketplace using **Vercel**, ensuring the platform is available to users in a production environment.
- The platform is built using **Next.js 15**, **Sanity** for the CMS, and **Tailwind CSS** for styling, ensuring a responsive and seamless user experience.

#### 2. Codebase Security:

- Implemented secure **environment variables** for API keys, database credentials, and sensitive data to avoid unauthorized access.
- Hosted the application on **Vercel**, enabling automatic deployment from GitHub with continuous integration.
- Ensured **HTTPS** using SSL certificates for secure traffic and communication.

<https://hackathon3-marketplace-e-commerce-website-p06carg2b.vercel.app/>

**GitHub/main branch:Production**

#### 3. Performance Optimization:

<Image src="/path/to/image.jpg" width={500} height={500} alt="Alt text" />

- Ran **penetration testing** using tools like **OWASP ZAP** to check for vulnerabilities like SQL injection, XSS, and CSRF, ensuring the marketplace is safe for customer use.

#### 4. Monitoring and Maintenance:

- Use Vercel analytics
- Implemented **Sentry** for error tracking and real-time bug reporting, ensuring quick responses to any issues.
- **npm install @sentry/nextjs**

**// Setup Sentry in sentry.config.js:**

```
const {withSentryConfig} = require("@sentry/nextjs");
```

```
const moduleExports = {
```

```
//Your existing Next.js config here
```

```
};
```

```
const SentryWebpackPluginOptions = {
```

```
silent:true, //Suppresses all logs
```

```
};
```

```
module.exports = withSentryConfig(moduleExports,  
SentryWebpackPluginOptions);
```

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## Go Live Practices:

### 1. Production Deployment:

- **Environment Setup:** All sensitive data like API keys and credentials were securely encrypted and stored in environment variables, ensuring secure access to critical systems.
- **Secure Hosting:** The application was deployed to **Vercel**, ensuring fast and reliable hosting. SSL certificates were enabled to ensure HTTPS traffic.
- **Codebase Management:** The code repository was kept private on GitHub, and clear documentation was created for future deployments and reference.

## Post-Launch Activities:

### 1. Branding and Marketing:

- Preparing a **business pitch deck** for potential investors, which highlights the marketplace's value proposition, customer pain points, solution, and potential for growth.
- Identifying **marketing channels** to promote the marketplace to a wider audience (e.g., social media, online ads, influencer marketing).
- Collaborating with key influencers and businesses in the furniture industry to expand brand reach and establish partnerships.

## 2. Investor Partnerships:

- Planning for **investor pitches** and potential partnerships to scale the marketplace. Discussed the technical aspects of the platform, including its security features, scalability, and operational efficiency.
- Preparing **legal contracts** and agreements to ensure alignment between business goals and investor expectations.

## 3. Future AI Implementation:

- Planning for future integration of **AI agents** to enhance the user experience. This includes AI-powered product recommendations, dynamic pricing, and customer support bots.

## 4. Portfolio Development:

- Continued focus on building a strong professional portfolio by showcasing this hackathon project, detailing the technologies used, challenges overcome, and the marketplace's potential for growth.

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## Submission Requirements:

### 1. Pitch Deck Link:

- The pitch deck for the "Furniture Store" marketplace will include a summary of the platform, its business plan, and technical details, highlighting the security measures, scalability, and disaster recovery strategies in place.
- The deck will present the business concept, the problem being solved, and the solution provided by the marketplace.

2. **Resume Link:**

<https://drive.google.com/file/d/1M7qKba-UbEKQphCqQUWd-ck41zcsSKFB/view?usp=sharing>

The resume will showcase my web development skills, highlighting achievements in this hackathon, the tech stack used (Next.js, Sanity, Tailwind CSS), and my approach to solving real-world business problems.

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