

1. Major Features of the E-commerce Portal

For Customers (Customer Portal):

1. Product Browsing and Selection:

- Intuitive product categories and search filters (e.g., by sport, brand, price range).
- Product comparison feature to help users make informed decisions.

2. Immersive Product Experience:

- High-resolution images with zoom functionality.
- 360-degree product views and demonstration videos.
- Detailed product specifications and user-generated reviews.

3. Streamlined Checkout Process:

- Guest checkout for new users.
- Multiple payment methods (cards, UPI, wallets, net banking).
- Secure payment gateway integration.

4. Order Tracking and Management:

- Real-time order tracking with estimated delivery times.
- Hassle-free returns and refund options.
- Notifications for order updates (email/SMS).

5. Customer Engagement Tools:

- Personalized recommendations based on browsing/purchase history.
- Wishlist creation and product alerts for price drops or restocking.
- Loyalty programs with reward points or discounts.

6. Returns and Exchanges:

- Easy return and exchange policy
- Self-service return portal

For Vendors (Vendor Portal):

1. Vendor Registration and Verification:

- Simplified registration form for basic details (business name, contact, location).
- Document upload feature for compliance (e.g., GST, business license).
- Status tracker for the approval process.

2. Product Management:

- Easy-to-use interface for adding/editing product details.
- Bulk product upload via CSV or integration with existing inventory systems.
- Real-time inventory management with stock alerts.

3. Order and Payment Tracking:

- Dashboard for viewing and fulfilling orders.
- Insights into order statuses (pending, shipped, completed).
- Automated payment settlement with detailed reports.

4. Performance Analytics:

- Access to sales trends and product performance data.
- Metrics for customer engagement and top-selling items.
- Recommendations for optimizing listings or promotions.

5. Support and Growth Tools:

- Tutorials and FAQs for effective platform usage.
- Dedicated vendor support team for queries and technical issues.
- Tools to create and manage discounts, offers, and campaigns.

2. User journey for customer onboarding and vendor onboarding

Customer Onboarding:

1. Accessing the Platform:

- User visits the platform via web or mobile app.
- Option to explore as a guest or sign up immediately.

2. Account Creation:

- Choose a registration method (email, mobile number, or social login).
- Fill in basic details (name, email, password).

3. Profile Setup:

- Prompt to add delivery address and payment preferences.
- Personalized recommendations generated based on interests.

4. Guided Tour (Optional):

- Brief walkthrough of key features (search, Wishlist, checkout).
- Highlight of ongoing promotions or offers.
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5. First Purchase:

- Seamless navigation to browse, select, and purchase products.
- Incentives like discounts for first-time buyers.

6. Post-Purchase Experience:

- Updates on order confirmation, shipment, and delivery.
- Option to leave reviews or request support for any issues.

Vendor Onboarding:

1. Registration:

- Access the “Become a Vendor” section on the platform.
- Fill out a registration form with business and contact details.

2. Verification Process:

- Upload the necessary documents (business license and GST certificate).
- We await platform verification and will receive notification upon approval.

3. Account Setup:

- On the first login, there is a guided setup for key details (store name, branding).
- Configure payment and delivery preferences.

4. Product Upload:

- Add initial products individually or via bulk upload.
- Include product descriptions, pricing, and high-quality images.

5. Dashboard Walkthrough:

- Overview of vendor dashboard (orders, payments, performance metrics).
- Access to tutorials for managing stores efficiently.

6. Store Activation:

- Once setup is complete, go live to start receiving orders.
- Continuous support via vendor support team for operational queries.