Project Proposal:

Smart Bargain: An E-commerce Platform with Customer-Seller Negotiation

Short Description

Smart Bargain is an innovative online shop that combines standard e-commerce functionality with a unique negotiation feature, enabling customers and sellers to directly negotiate prices or deals on eligible products. This platform aims to bridge the gap between traditional in-person bargaining and digital commerce, enhancing user engagement and building stronger buyer-seller relationships.

Main Features and Tools

For Initial Deployment:

- Homepage with featured products and brand story

- Product catalog with categories, advanced filtering, and search bar

- Product detail pages with descriptions and reviews

- User accounts for order tracking and reviews

- Secure checkout with payment option

- Bargain Feature which initiates negotiation between the customer and the seller. Each product can have a minimum bid threshold and a defined negotiation window

- Manual Approval where sellers can accept, reject, or counter customer offers

- Negotiation History where users can view past negotiations and outcomes for transparency and learning

- User Dashboard

- Review and rating system for products and sellers

Additional Features for Future Sprints:

- Bid Feature where customers can propose a price (bid) for eligible products

- Product detail pages with images

- Automated Approval where the system can auto-approve bids/bargains based on set rules

- Product recommendations based on browsing and purchase history

- Order management for buyers and sellers

- User dashboard which is useful for managing listings, negotiations, and sales

- Notifications in the user dashboard wherein both parties receive alerts for new offers, counteroffers, or negotiation outcomes

- Analytics dashboard for sales and negotiation trends

- Invoice management for buyers and sellers

- Mobile-responsive design for seamless shopping on any device

Tools and Technologies

- **Web Framework:** Django

- **Frontend:** HTML, CSS, JavaScript (with Bootstrap or TailwindCSS for styling)

- **Frontend UI Design Tool:** Google Web Designer

- **Backend:** Django (Python)

- **Database:** SQLite/MySQL

- **Deployment:** PythonAnywhere

Type of Application

Web Application (with potential for future mobile app extension)

Project Value

This project will not only deliver a full-featured online shop but also introduce a dynamic bargaining system, making the e-commerce experience more interactive and personalized. The negotiation feature is inspired by traditional market haggling, adapted for the digital age, and is rarely found in mainstream e-commerce platforms. This approach can foster customer loyalty, differentiate the platform, and provide valuable data on pricing flexibility and buyer behavior.

Cultural and Local Considerations

In addressing cultural or local considerations (such as Te Tiriti o Waitangi principles), the negotiation system can be designed to ensure fairness, transparency, and respect for all parties, and the project development process can include regular consultation with stakeholders to align with these values.