Market place journey

Q = Categories ⇒ General E-commerce

Problem Solve

1) People often don't have time to visit stores. So, the solution is, my platform will offer the convenience of online shopping with fast and reliable delivery options, saving time & efforts for costomers.

2) **limited product range?**

Customers find it difficult to find all the products they need in one place, they have to visit multiple stores or website, so the solution is, my platform will feature range of products, including clothing, electronics, & household items, allowing and making it easier for customers to find everything in one place.

3) **Quality Vs Affordability?**

Customers often have to compromise between quality and affordability. They struggle to find products that are both good quality &

affordability. They either get low-quality products at cheap products at cheap prices or high-quality at expensive rates. And the mainly solution is, my platform will offer high-quality products at affordable prices, ensuring that customers get the best of both worlds.

Target Audience :

- **Working professionals =>**
  people who are busy with their jobs and prefer to shop online rather than visit physical stores. They value convenience and time-saving options.

- **Students =>**
  Young individuals who prefer to shop online rather than visit physical stores, they value convenience and time-saving options, as well as affordable products online, especially those are on budget but still want quality items.

→ Households :-

Families who needs a variety of products of daily use, including home appliances, groceries, clothing.

Product /Services ⇒

Clothing

A wide range of trendy and essential clothing items for all ages & genders.

Electronics

Affordable and high-quality gadgets, such as smartphones, laptops and home appliances.

Household Items :-

Everyday like kitchenware, cleaning products, and home decor to make life easier.

Brainstorming for e-commerce

Target Audience
1- Working professionals
2- Students
3- Families

Problem Solving
1- Time Saving
2- Product Variety
3- Affordable quality

Platform features
1- Easy Navigation
2- Product Reviews
3- Secure payment options

Product Categories
1- Clothing & Apparel
2- Electronics & Gadget
3- Goods (Home)

Unique Selling Point
1- Quick delivery
2- Affordable
3- Exclusive Products

Marketing Strategies
1- Social Media Ads
2- Influencer Marketing
3- Discount offers

Eco-friendly Products
Focus on selling eco-friendly or sustainable sourced items

1. Products Schema:

```
{
  "Products": {
    "id": "Unique identifier for each product",
    "name": "Name of the product",
    "description": "Detailed product description",
    "price": "Product price",
    "stock": "Available quantity",
    "category-id": "Category this product belongs to",
    "images": ["URL for product images"],
    "created-At": "Timestamp of product creation",
    "updated-at": "Timestamp of last update"
  }
}
```

2. Customers Schema

```
{
  "Customers": {
    "id": "Unique identifier for each customer",
    "name": "Full name of the customer",
    "email": "Email address",
    "password": "Encrypted password",
    "phone": "Contact number",
    "address": "Shipping address",
    "created-At": "Timestamp of account creation",
    "updated At": "Timestamp of last update"
  }
}
```

3. Orders Schema

```
{
  "Orders": {
    "id": "Unique identifier for each order",
    "customer-id": "ID of the customer who placed the order",
    "orderItems": [
      {
        "product-id": "ID of the ordered product",
        "quantity": "Number of units ordered",
        "price": "Price per unit at the time of order"
      }
    ],
    "total-amount": "Total price of the order",
    "status": "Order status (e.g., Pending, Shipped, Delivered)",
    "order-date": "Timestamp of order placement",
    "shipping-address": "Delivery address"
  }
}
```

```
}
```

---

4. Categories Schema

```json
{
  "Categories": {
    "id": "Unique identifier for each category",
    "name": "Category name",
    "description": "Optional description of the category",
    "created-at": "Timestamp of category creation",
    "updated-at": "Timestamp of last update"
  }
}
```
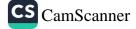
---

5. Payments Schema

```json
{
  "Payments": {
    "id": "Unique identifier for each payment",
    "order Id": "ID of the associated order",
    "paymentMethod": "Payment method used (e.g., Credit Card, PayPal)",
    "amount": "Amount paid",
    "status": "Payment status (e.g., Paid, Failed, Refunded)",
    "payment Date": "Timestamp of payment"
  }
}
```

6. Reviews Schema (Optional)

```json
{
  "Reviews": {
    "id": "Unique identifier for each review",
    "product-id": "ID of the reviewed product",
    "customer Id": "ID of the reviewer",
    "rating": "Rating (1-5)",
    "review-text": "Optional text feedback",
    "review-date": "Timestamp of review submission"
  }
}
```

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7. Loyalty Points Schema (Optional)

```json
{
  "LoyaltyPoints": {
    "id": "Unique identifier for each record",
    "customer-id": "ID of the customer earning points",
    "points": "Total points accumulated",
    "history": [
      {
```

```
        "date": "Date of transaction",
        "points-added": "Points added",
        "reason": "Reason for points addition (e.g., purchase, referral)"
      }
    ]
  }
}
```

8. Flash Sales Schema (Optional)

```
]
{
  "FlashSales": {
    "id": "Unique identifier for each sale",
    "product-id": "ID of the product on sale",
    "discount": "Percentage discount",
    "start-time": "Start time of the sale",
    "end-time": "End time of the sale",
    "status": "Active or Expired"
  }
}
```