

15-01-25

Hackthon Three

Day 01

E-Commerce

1 What is e-commerce?

E-commerce refers to the buying and selling of goods or services through online platforms. It enables businesses to reach a global audience by offering virtual storefronts accessible from anywhere.

Primary Purpose

- * The main goal of e-commerce is to provide convenience to customers by allowing them to shop online without geographical limitations. It streamlines business operations, improves customer experiences.

and boosts profitability by leveraging technology for secure transactions and efficient order fulfillment.

3 Business Goals for → Web Development

- Create user-centered websites:
 - 1 Focus on designing websites that offer a seamless and engaging user experience (UX), ensuring users can easily navigate and find what they need.
 - Responsive and accessible design
 - 2 Build websites that are mobile friendly and accessible to all users.

- Efficient Performance:
 - 3 Optimize website for fast loading times and smooth functionality
- Modern and Scalable Solutions:
 - 4 Use the latest technologies like
 - (i) Next.js
 - (ii) Shadcn
 - UI to develop modern scalable websites that can grow with business needs.
- Focus on brand identity:
 - 5 Help businesses create a strong online presence by designing websites that reflect their brand's values.

• E-commerce Integrations

6 For online store, ensure secure payment gateways, easy navigation and efficient product management to boost sales.

• SEO and digital Marketing :-

7 Implement SEO-friendly practices to increase website visibility and drive more organic traffic to businesses.

• Continuous Improvement :-

8 Provide engaging ongoing support and updates to ensure websites remain relevant, secure and up-to-date with the latest trends.

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My Aims for Problem SOLVING:-

My e-commerce website is designed to solve key shopping challenges by providing a secure, user-friendly fast shopping experience. It addresses customer needs through personalized recommendations, fast delivery services, and a seamless return process making online shopping more convenient and reliable.

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Target Audience

According to my website:

- * People looking for furniture
- * People moving into new home and looking for affordable and stylish furniture.

5 Products and Services

offered by me.

1 Furniture Products

2 Sofas (modern, sectional, recliners)

3 Chairs (dining chairs, office chairs)
lounges chairs

4 Outdoor Furnitures

(Patio, chairs, garden sofas)

5 Custom furniture Options.

(Customers can customize furniture based on size, colour and fabric preference to suit their style and needs.)

6 Delivery and assembly Services.

(To help customers set up their furniture without hassle.)

7 Interior design Consultation

(Offer a free or paid interior design guide to help customers choose the best furniture for their spaces.)

8 Discount and packages for businesses

Special bulk order discounts for small businesses like cafe, offices and salons.

6 Main Entities

