**ASSESSMENT FOR BA**

**Major Features for Ecommerce Portal**

**Customer Portal Features:**

1. **Product Browsing & Search:**
   * Customers can easily search for sports equipment by category (e.g., soccer, fitness, basketball), price range, or brand.
   * Filters to narrow down results such as size, colour, ratings, and availability.
2. **Product Details Pages:**
   * Each product page should feature high-quality images, detailed specifications, pricing, and customer reviews.
3. **Add to Cart and Wishlist:**
   * Users can add products to their cart or save them to a Wishlist for future purchase.
4. **Checkout & Payment Gateway:**
   * A seamless, secure payment process with various payment options (credit card, PayPal, COD).
   * Option to apply discount codes and view shipping costs before completing the order.
5. **Order Tracking:**
   * After purchasing, users can track the status of their orders in real-time.
6. **Customer Account Management:**
   * A user dashboard where customers can view order history, manage saved shipping addresses, and update payment methods.
7. **Returns & Refunds:**
   * An easy process for initiating returns or refunds with clear guidelines.
8. **Ratings & Reviews:**
   * Customers can rate and review products to share their experience with others.

**Vendor Portal Features:**

1. **Vendor Registration & Profile Setup:**
   * Vendors can register by providing business details (e.g., name, contact information, tax ID) and complete their profile.
2. **Product Catalog Management:**
   * Vendors can add, edit, and manage their product listings including product images, descriptions, prices, and inventory.
3. **Order Management:**
   * Vendors can manage incoming orders, track shipment status, and handle returns or exchanges.
4. **Payment & Payout Management:**
   * Vendors can view their earnings, manage invoices, and set up payment options for payouts.
5. **Inventory Management:**
   * Vendors can track their inventory levels and receive notifications for low stock.
6. **Shipping & Logistics Integration:**
   * Integration with third-party shipping carriers to manage shipping options and rates.
7. **Promotions & Discounts:**
   * Vendors can set up discounts, sales, and promotional offers for their products.
8. **Vendor Dashboard & Analytics:**
   * Access to performance analytics like sales trends, popular products, and customer feedback.
9. **Returns & Refund Management:**
   * Process returns and refunds from customers with the option to communicate directly with them.
10. **Customer Interaction:**
    * Vendors can respond to customer reviews, manage feedback, and answer customer questions

**User Journey for Customer and Vendor Onboarding**

**Customer Onboarding Journey:**

**Step 1: Visit Website or App**

* + The customer visits the ecommerce portal homepage via a web browser or mobile app.

**Step 2: Account Registration/Sign-Up**

* + The customer can either register with their email or use social media accounts (Google, Facebook) or choose to browse as a guest.

**Step 3: Profile Setup**

* + If registering, the customer enters personal details such as name, address, and payment preferences (optional).

**Step 4: Product Search & Browse**

* + The customer starts browsing through categories or uses the search bar to find specific sports equipment.

**Step 5: Add Products to Cart**

* + The customer adds desired products to the cart.

**Step 6: Checkout**

* + The customer reviews the cart, enters shipping details, and selects payment options.

**Step 7: Payment & Confirmation**

* + Payment is processed securely, and the customer receives an order confirmation with shipping details.

**Step 8: Order Tracking**

* + Customers track the order status and receive notifications as it progresses through the shipping stages.

**Step 9: Post-Purchase Engagement**

* + Customers are prompted to leave product reviews, rate their experience, and sign up for future offers.

**Vendor Onboarding Journey:**

**Step 1: Visit Vendor Registration Page**

* + The vendor lands on the registration page of the ecommerce platform to start their onboarding process.

**Step 2: Sign Up / Create Account**

* + The vendor enters their business details (name, contact info, business registration number) and creates an account.

**Step 3: Upload Verification Documents**

* + The vendor submits necessary documents (e.g., business license, tax ID) for verification.

**Step 4: Set Up Product Catalog**

* + The vendor adds products to the catalog, including names, images, descriptions, prices, and inventory details.

**Step 5: Payment Setup**

* + The vendor selects their preferred payment method (e.g., bank transfer, PayPal) for receiving payouts.

**Step 6: Shipping Integration**

* + Set up shipping methods and rates, including third-party carrier integrations for real-time delivery options.

**Step 7: Pricing & Discounts Setup**

* + The vendor sets prices for products, applies discounts, and manages promotional campaigns.

**Step 8: Submit for Approval**

* + The platform admin reviews the vendor’s registration and product listings. Once approved, the vendor can start selling.

**Step 9: Start Selling**

* + The vendor can manage their store, track orders, and engage with customers.

**Step 10: Ongoing Support & Analytics**

* + Access to performance metrics and continued support for operational issues.