

# **Hackathon 3**

**Day 1**

**GENERAL E**

**COMMERCE**

Date 15-Jan-2025 HACKATHON (TEMPLATE 5)

Name : Umm-E-Aiman

Roll No : 00265615

Timing : Saturday (9:00am to 12:00pm)

## DAY 1 (TASK) (STEP 01)

Q Market place:-

A General Electronic Commerce

Q BUSSINESS GOALS:-

Q What problems does your marketplace aim to solve?

- Target Audience pain points (lack of accessibility certain products & services)
- Gaps in the market (Market Competition)
- Value proposition

Target Audience:-

- lack of accessibility to certain products or services.
- inefficient or costly traditional alternatives
- Poor user experience or lack of trust in existing platform

Gaps in the Market:-

- Are there products or services not adequately represented?
- Is there a need for innovation, better pricing

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### Value proposition :-

- Streamling process
- Reduce Cost or Time
- Offering a broader selection or more specialized options

### SAMPLE ANSWER :-

Our marketplace aims to solve the problem of limited access to eco-friendly products for environmentally conscious consumers. It bridges the gap between small-scale sustainable producers & customers, providing an affordable, convenient & reliable platform to support green living.

### Q TARGET AUDIENCE:-

#### Urban & Semi-urban Dwellers:-

- People who value time & convenience over visiting physical stores.
- Emerging markets with increasing internet penetration where e-commerce bridge the gap to otherwise inaccessible goods.
- Students, Employees, family

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### Impulse Buyers & Bargain Hunters:-

- Shopper who are attracted by discounts, sales, & seasonal promotions.

### Cross-Border Shoppers:-

Customers who want to purchase intentional products that are not readily available locally.

### Clothing & Apparel:-

#### Clothing & Apparel:-

- Men's wear: formal, casual, ethnic, sportswear accessories, ties
- Women's wear: Dresses, tops, loungewear, sportswear
- Children wear: School uniform, casual sets, festive outfit
- Specialty clothing: Plus size, luxury design wear
- Seasonal wear: Summer, winter, Rainy Season
- Occasional wear: Party wear, Sportswear, formal wear

#### Accessories:-

- Fashion Accessories: Bags, jewelry, watches, sunglasses etc
- Shoes: Sneaker, formal shoes, heel, sandals, boots
- Seasonal Accessories: Scarves, gloves, hats, umbrella



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### CUSTOMIZATION SERVICES :-

- Made to order clothing: Tailored fits, fabric choice, or custom size
- Personalization : Monogram shirts, custom prints, embroidery
- Virtual Try-Ons : Augmented reality feature for long for trying outfits online.

### Special Offers & Features :-

- Discount & flash sales.
- Loyalty programs membership
- Bundle deals : Buy 2, get 1 free
- Seasonal & festival-specific collection.

### Marketplace :-

#### COMPETITIVE PRICING & OFFERS :-

- Transparent pricing with price comparison
- Frequent flash sales, loyalty programs & member discount.
- Flexible payment option like Buy Now, Pay later (BNPL) or Zero interest EMIS.

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### • Speed & Convenience :-

Fast Delivery  
Local Pickup option  
Subscription Services

### STEP: 03

### DATA SCHEMA :- Entities & Attributes :-

#### Products :-

##### Attributes:

- Product ID : Unique Identifier
- Name : Name of the product
- Description : Detailed information about the product
- Category : clothing, accessories, electronics etc
- Price : Base cost of the item
- Discount/offer : Price reduction or deals
- Stock Quantity : Number of items available
- Images : Product photos or video
- Seller ID : Identifier for the seller offering the product
- Ratings & Review : Customer feedback

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### 2. Customer :-

- Attributes
- Customer ID: Unique identifier
- Name : Full name of the customer
- Email/Phone : Contact details
- Address : Delivery & billing address
- Payment Details : Preferred payment methods
- Order History : List of past orders
- Wishlist : Saved items for future purchase.
- Account Status : Active, inactive, or suspended.

### 3. Order :-

- Attributes :-
- Order ID: Unique identifier
- Customer ID: Reference to the customer who placed the order
- Product Details: Items included in the order (Product IDs, quantities)
- Order Date: When the order was placed.
- Payment Status: Paid, pending or failed
- Shipping Address: Where the order will be delivered.
- Order Status: Pending, processed, shipped, delivered, cancel
- Tracking Detail: Information about shipping & delivery process



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#### 4. Delivery Zone :-

• Attributes :-

- Zone ID : Unique Identifier
- Zone Name : Description
- Postal Code : List of zip / Postal code in the Zone
- Delivery Timeframe : Estimated delivery time for the zone
- Delivery charges : Shipping cost if any
- Carrier details : Associated delivery partners or services.

#### 5. Payment :

Attributes

- Payment ID : Unique identifier
- Order ID : Reference to the associated order
- Payment Method : Credit card, wallet, COD etc
- Transaction Amount : Total paid to the customer
- Payment Status : Successful, pending, failed.

#### 6. Logistics Partners :-

Attributes

- Partner ID : Unique identifier
- Name : Name of the delivery company
- Coverage Zone : Areas they serve
- Delivery SLA : Service-level agreements (eg - 1-3 days)
- Tracking system : Integration with order tracking





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### 7. Seller (Vendor)

- Attributes
- Seller ID : Unique identifier
- Name : Business or individual name
- Contact Details : Email, phone or support contact
- Product Catalog : List of products offered
- Ratings & Reviews : Feedback from customers
- Revenue Details : Earning & Payment history
- Account Status : Active, inactive or suspended.

### Entity Relationship:-

Products are offered by Seller & purchase by Customer  
Order connect customer's, product & delivery zone  
Payment link to Order & track transaction.  
Delivery zones & logistics partners handle shipping logistics

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## "Marketplace Schema Diagram"

