MVP & Project plan

Project description:

The project aims to develop an online marketplace platform that connects buyers and sellers in a fun and user-friendly environment. The marketplace will allow users to browse, list, and purchase clothes while offering advanced features such as personalized recommendations and easy filtering options. Users will remain engaged with the marketplace through periodic physical events (markets) and push notifications about new, relevant items uploaded to the app.

User story:

A new user signs up for the marketplace using their email and phone number and customizes their profile by adding preferences like size and style. As they browse the platform, they explore the "Trending Items" section and use filters like style, price, and "for me" to find products that match their tastes. Personalized recommendations appear, highlighting items they might love.

Selling items is easy and fun. With the help of an advanced AI model, users can quickly upload photos and descriptions, and the platform automatically tags products for better searchability. This makes listing an item easy and adds a playful, interactive element to the experience. The platform connects buyers and sellers, through a social, community-driven purchase process such as Bit, Paybox, cash, etc.

Throughout their journey, the platform tracks user interactions, saving valuable analytics like purchase history, preferred styles, and engagement with listings. These insights help refine recommendations, improve the overall experience for the user and provide valuable data for later product advancements.

MVP Features:

1. **User Accounts & Profiles:**
   - User registration via email and phone number.
   - Profile customization option of personal preferences (height, shoe size, etc…).
2. **Product Listings:**
   - Sellers can create listings with photos, a description, category, size, and price.
   - Tags for better searchability (e.g., "vintage," "formal," "summer").
   - QuickUpload option - AI scan for product metadata (auto tagging).
3. **Search & Filtering:**
   - Filters for type, size, price range, style, and condition (e.g., new, lightly used).
   - Include a filter "for me" based on personal preferences.
4. **User Experience Features:**
   - A "Trending Items" section based on popularity.
   - A "Your size" section based on personal preferences.
5. **Analytics & Admin Panel:**
   - Dashboard for tracking user activity, transactions, and feedback.
   - Admin tools for managing content.

Project Plan

Phases:

1. Choose technological stack - which language and framework to use (7.1)
2. Design screens - create sketch for screens in consideration with user story (20.1)
3. draft architecture - FE & BE structure (30.1)
4. Writing concept demonstration - executive summary (31.1)
5. Implement Frontend architecture - Build the user interface (28.3):
   a. Explore page - Search + filtering
   b. profile page - internal + external
   c. Login page
   d. Item page
   e. Uploading item
6. Implement backend architecture - build the backend DBs (14.5):
   a. Profiles DB
   b. Items DB
7. App analytics - for items & profiles (1.6)