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A lot of people use social media as a medium to market their products, which is an incorrect and inefficient use of the existing platforms. Having said this, we thought of building a dedicated product to serve such sellers as well as enabling our customers to enjoy the shopping experience in a truly immersive way.

The foremost objective of this system is to provide an all comprising platform for small time sellers who wish to avoid excessive paraphernalia surrounding the selling and buying of unique novelty.

It will be a completely new and self-contained product that will serve as a platform for people who take help of social media to propagate their business sales. It will open up larger markets for such sellers, also helping them to increase their profits. The platform will be as much seller-oriented as it is buyer-oriented. The customers also get a benefit with access to products from markets all over the country.

Aside from the aforementioned, the product would comprise following major features:

* Provide a platform for part time business owners and small time sellers.
* Create an alternative to mainstream online shopping portals like Amazon, Flipkart, etc.
* Become a niche website for those looking to buy indie products and unique novelty.
* Design an intuitive selling and buying portal that would allow potential buyers reach the right category of sellers suited to their unique preferences.
* Provide an uncluttered User Interface for users, facilitating easy traversing and browsing of assortment of product categories.
* Systematic categorizing of product types and the available sellers.

**Need of Scrum Development**

E-commerce platforms harbor the need to remain dynamic throughout their life, by implementing new features that make the buying-selling process more intuitive and satisfying for the users of the platform. This calls for frequent changes to be made to the platform requirements list, which can be handled effectively through the use of an agile development process, more specifically, Scrum. The Scrum model suggests that the project will progress via a series of sprints. Any new functionalities, user requirements, bugs/issues that crop up during the development cycle are prioritized and incorporated into the product backlog. Work is selected from the product backlog and pulled into the sprint backlog. During the agile Scrum sprint, the team takes a small set of features from idea to coded and tested functionality. At the end, these features are coded, tested and integrated into the evolving product. We avoid using the waterfall model and the incremental models as our system requirements keep changing and cannot be well-defined at the beginning. Evolutionary models such as prototyping and spiral are not prefered as scrum is a more efficient, independant and rapid form of development.