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Food supplements and sport equipment marketplace

Home project

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Author's declaration of originality

I hereby certify that I am the sole author of this thesis. All the used materials, references to the literature and the work of others have been referred to. This thesis has not been presented for examination anywhere else.

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1 Introduction

At some point many of us have tried to start a healthier lifestyle: go on a balanced diet, start doing a little exercise, control your sleep cycle and improve your overall health. But the journey towards wellness, can often be overwhelming. When it comes to taking control over your body and health: sleep, nutrition and exercising is key. This is where food supplements and sport equipment come into play. Supplements are pivotal in optimizing your health and filling nutritional gaps, while sports equipment empowers you to maintain an active lifestyle, regardless of having a gym membership.

The goal of this project is to develop a marketplace, where all brands, from pharmacy brands who produce vitamins, minerals etc. to those who provide supplements, sport drinks, zero-sugar delicacies, can sell their products, be able to see reviews on the products and have no need to develop their own website.

The manufacturers will be able to post any of their products related to the realm of the marketplace- that will result in a great variety of anything a health-conscious individual can ever think of. It's not like a regular store where there are only a few products of a certain brand but an enormous warehouse where each brand can display all their products. A customer will not have to wait till a product arrives to the marketplace like in regular stores and will immediately see what a brand offers. Also, for little brands, there will be no more struggle of establishing their online presence: the website can help any brand to deliver their best efforts to the world.

Each customer's preferences, goals, exercising routines and dietary needs are catered to with a broad selection of products that are well-organized by categories and sub-categories, creating a convenient shopping experience that feels both intuitive and insightful.

The platform will also include a review system where a brand can answer questions and reply to the reviews that customers leave on their products that can provide flexibility and way more convenient customer/manufacturer communication experience.

2 The Project

The project will look like an elaborated marketplace. There will be many features that a user will want to see and that will make the website exploring experience convenient and user-friendly. The platform will have the following features:

1. Registration system

Individuals will be able to register on the platform and choose a certain role, whether they are a regular user or a brand. Registration system will initially be quite simple: name, email address and a profile photo (optional).

2. Easy and convenient search system

Users will be able to explore the website using whether a search bar or a navigation bar where everything is divided into categories, sub-categories and so on. The categories can be, for instance, sport equipment, food supplements etc. And sub-categories can be dumbbells, protein powders etc.

3. User favorites

Users will be able to mark a product as their favorite and see all of them in the “favorites” tab and save them for later.

4. Reviews

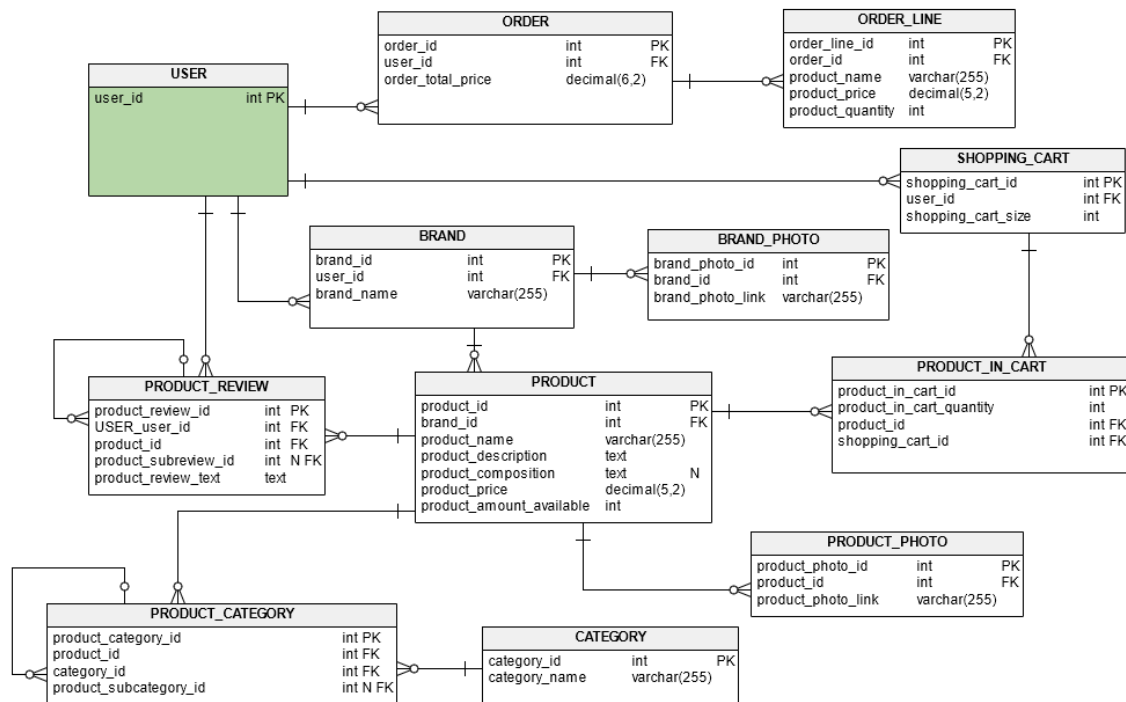
Users will be able to rate a product and add a review on the product and others will be able to reply. It'd be awesome if not a store but a brand itself replied to its customers by providing feedback and answering any questions.

5. Shopping cart, order placement and shipment

The platform will provide an option to add products to your shopping cart and then place an order (currently without payment opportunity – everything is free!) and provide your shipment data (currently without actual shipment).

2.1 Full ERD Schema

The database ERD-model for this project is the following:



The ERD-model consists of 9 entities (not counting one many-to-many in-between table and one user table). Obviously, the project will have users: regular customers, brand accounts, administrators etc. Currently, there is the BRAND table in case if user registers as a brand. A brand has a photo (logo) and many products. Products can have many reviews left by users and others can reply to reviews. A product, as well as a brand can have many photos. A product can have many types (category, sub-category, sub-sub-category etc.), for example, “Food supplements” -> “Vitamins” -> “Vitamin A” -> “A particular Vitamin A product from a certain brand”. There is also an opportunity to add products to your shopping cart and then place an order (currently there are no payment or shipment options).

2.2 The website interface

The website interface will be user-friendly and easy to use. Therefore, below are some sketches of the website interface.

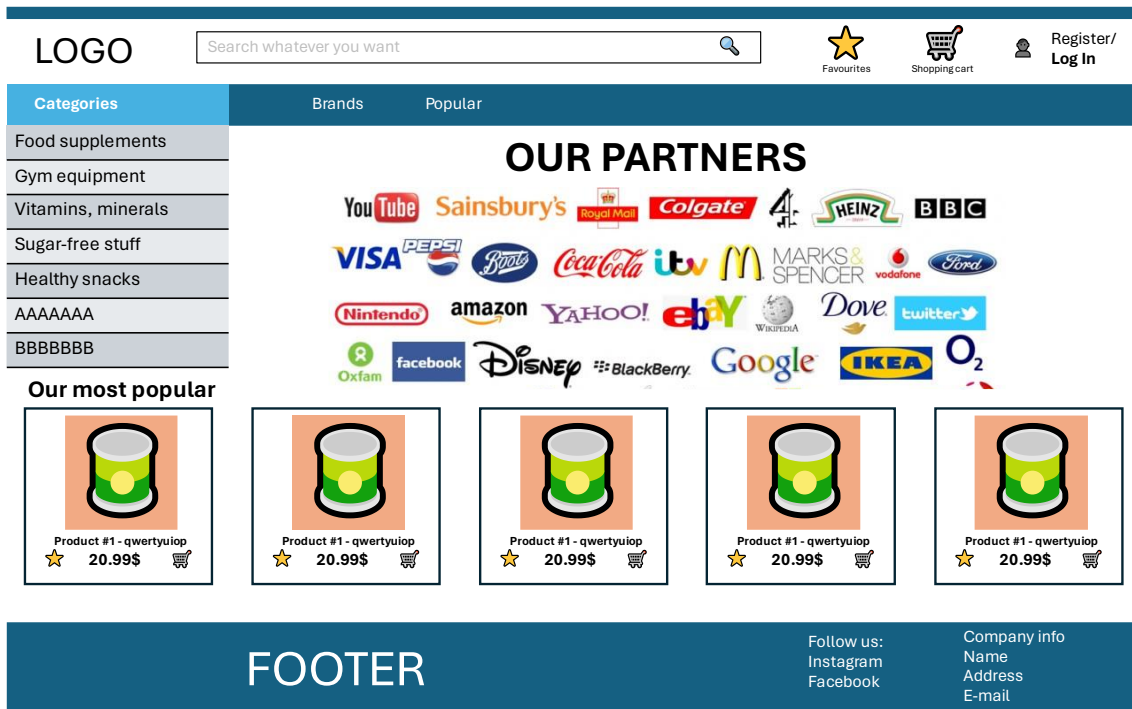


Figure 1. Website homepage



Figure 2. Search menu.

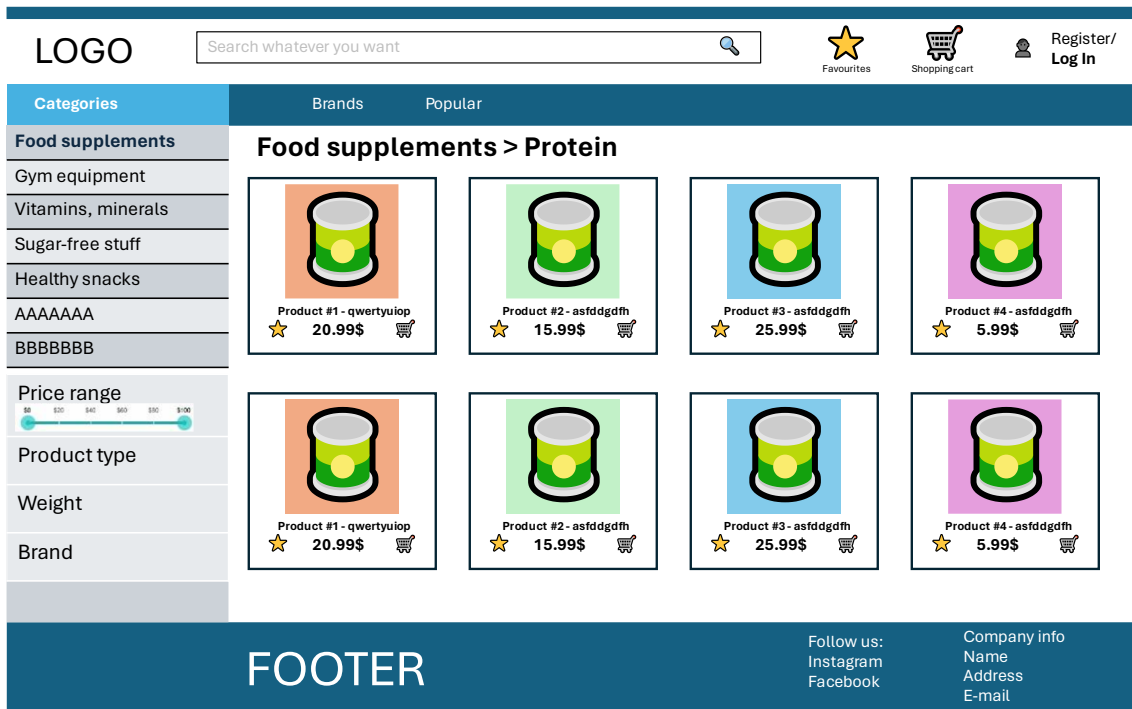


Figure 3. Filtering options.

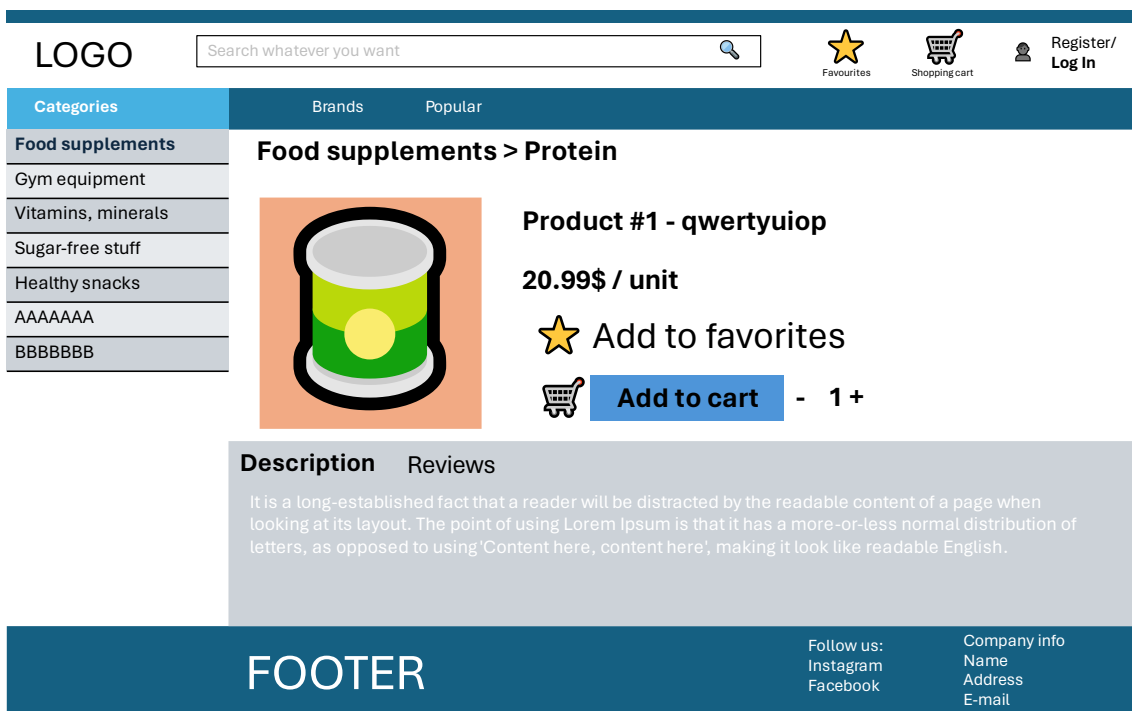


Figure 4. Product page - description.

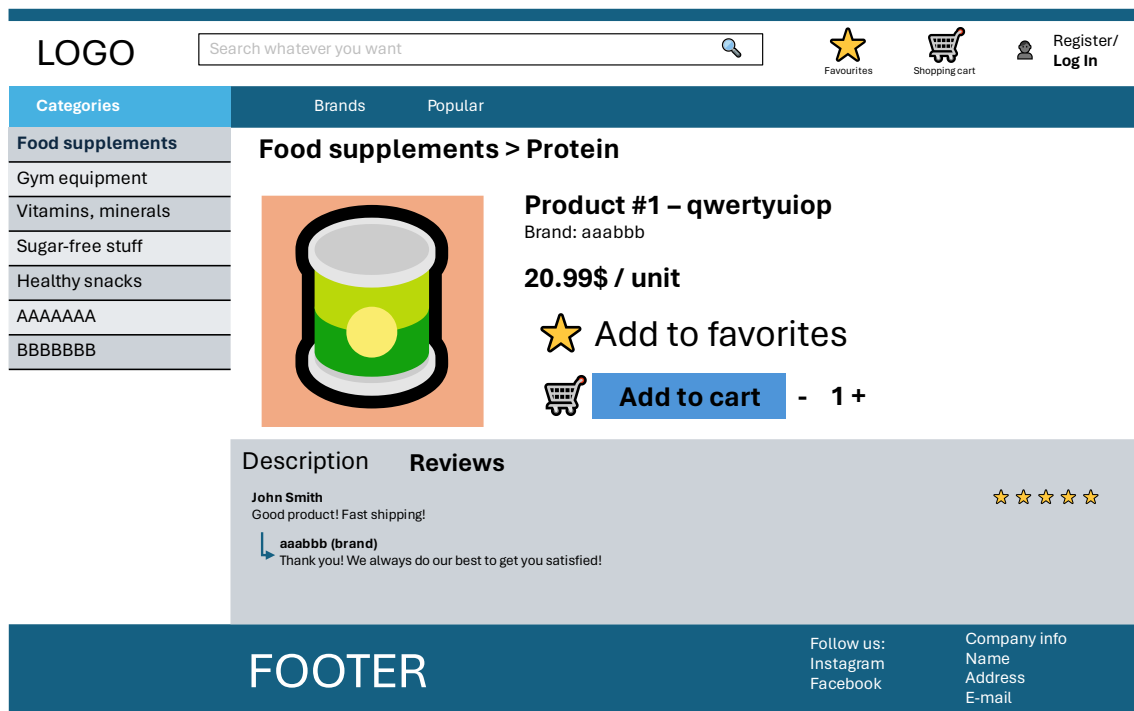


Figure 5. Product page - reviews.

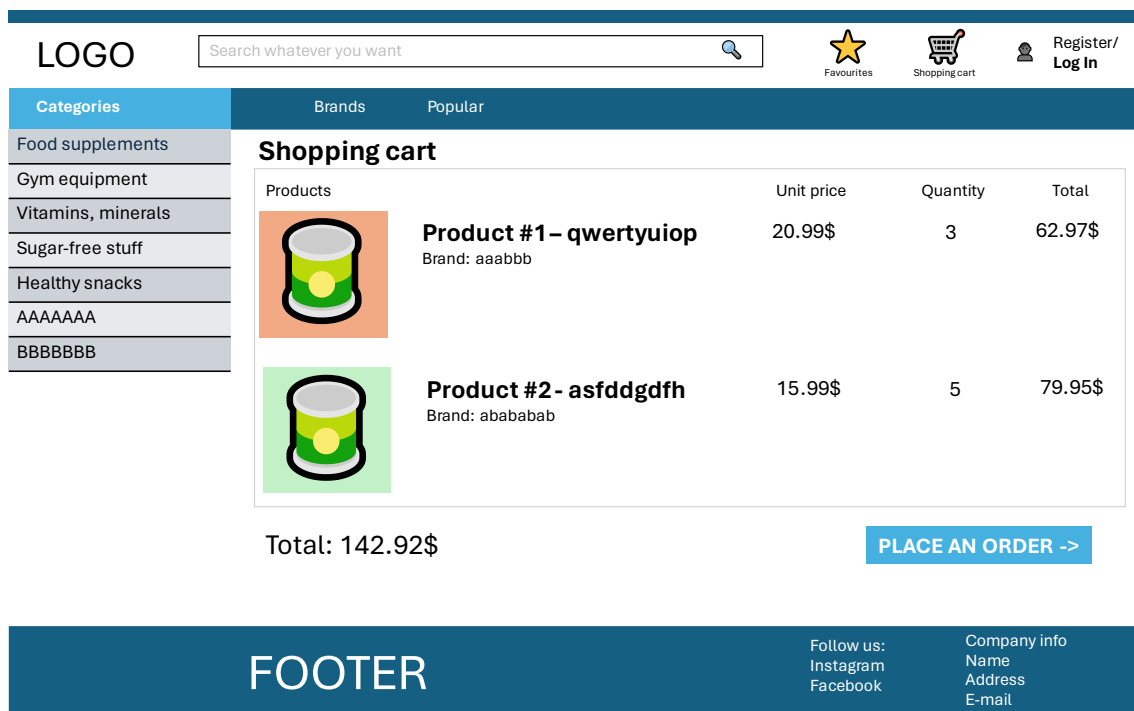


Figure 6. Shopping cart.