LOGO

BRAND PROFILE

Note: this is just a mock up and the design you see here will still change depending on the Software

ABOUT YOU

STOREFRONT CUSTOMIZATION

PRODUCT MANAGEMENT

ORDER MANAGEMENT

ANALYTICS & INSIGHTS
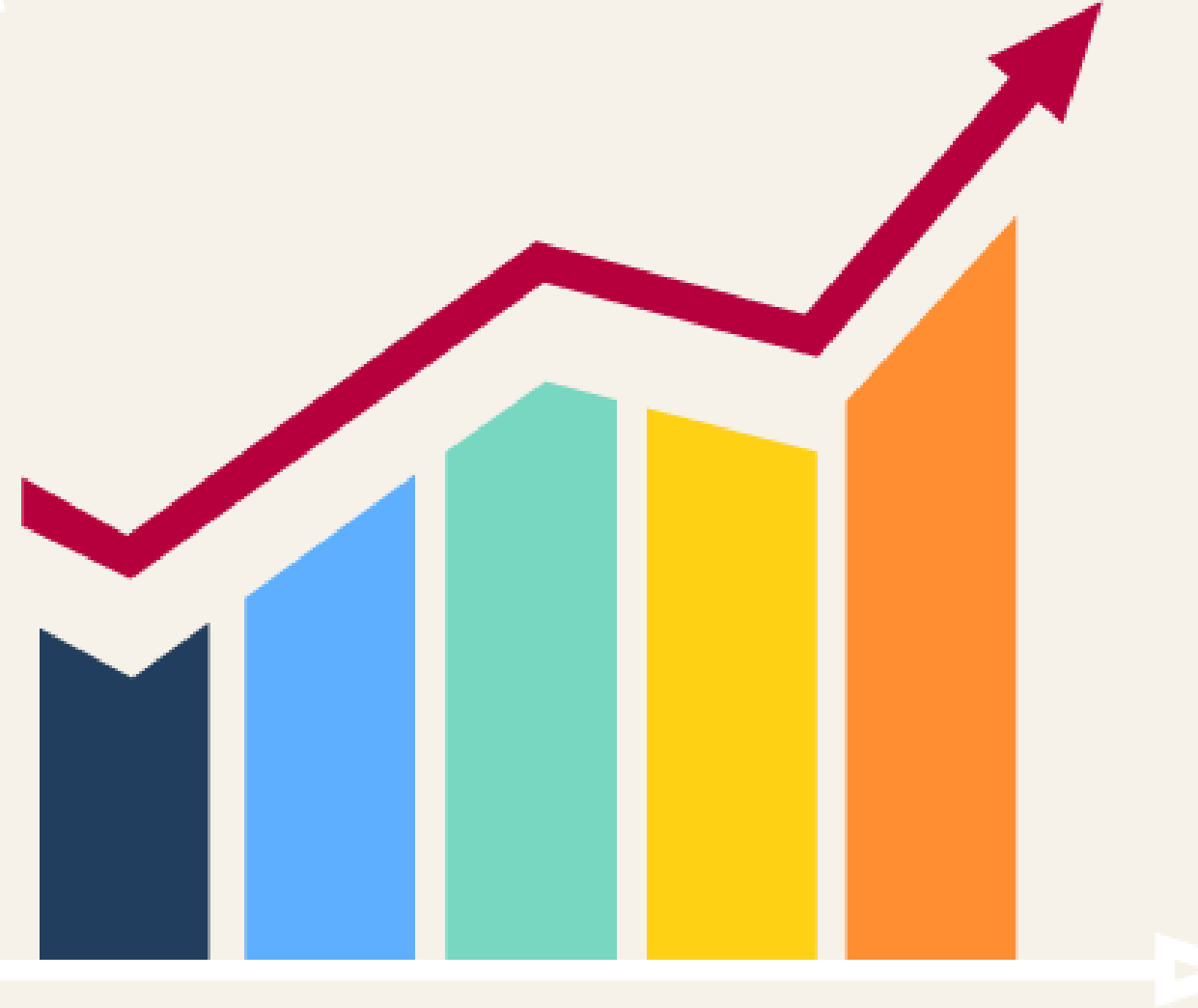
NOTIFICATIONS

MARKETING TOOLS
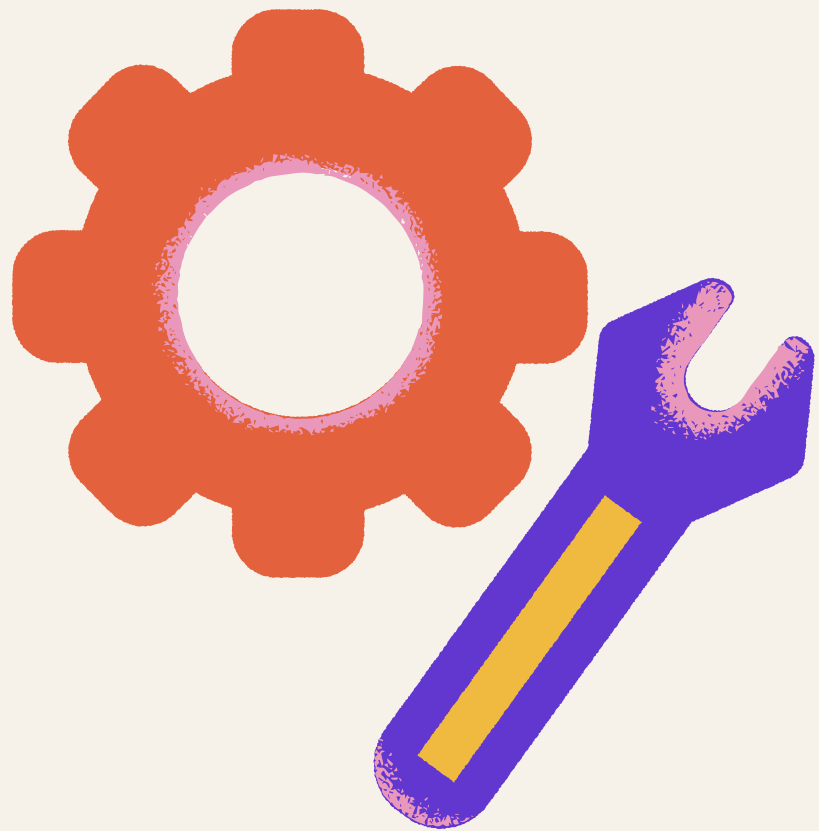
DISCOUNT BUILDER

SALE TREND

Analytics at a Glance

TOP SELLING PRODUCTS

PRODUCT LISTINGS

ACCOUNT & PAYMENT SETTINGS

Overview

1. **Your Vendor Dashboard-**To provide a quick snapshot of your store performance

Key Features

- Analytics at a Glance: Daily/Weekly/Monthly Sales, Number of Orders, Top-Selling Products
- Notifications: New orders, Customer inquiries, Low stock alerts
- Quick Actions: Buttons for "Add New Product," "View Orders," and "Manage Storefront."

2. **Product Management-**Allows you to easily manage your inventory

Key Features

- Product List View: Thumbnail images of products, Name, SKU, Price, Stock Level, and Status (Published/Draft).
- Actions: Edit Product Details, Duplicate Product, Delete Product
- Add Product Wizard: Upload Images, Add Product Name, Description, and Price, Add Size Options (with a Plus-Size Focus: Size Charts, Fit Descriptions), Add Categories (e.g., Formal, Casual, Activewear)

3. **Order Management-**Manage customer orders efficiently

Key Features

- Order Overview Table: Order ID, Date, Buyer Name, Status (Processing/Completed/Returned), Total Amount Paid and Shipping Details
- Order Details Page: Product Summary, Customer Message/Notes (if any), Shipping Status and Tracking Information
- Actions: Update Order Status, Print Shipping Labels/Invoices

4. **Storefront Customization-**Personalize storefront to enhance your brand identity

Key Features

- Customizable Banner and Logo Upload
- About Section: Add your story and brand philosophy.
- Store Policies: Return policy, shipping timelines, etc.
- Preview Mode: See how the storefront looks to shoppers.

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Overview

5. Analytics & Insights-Provide detailed performance metrics to help you optimize your sales

Key Features
- Sales Trends: Daily/Weekly/Monthly comparisons.
- Customer Insights: Most Purchased Sizes, Popular Categories
- Top Products: Based on sales and views
- Revenue Breakdown: Gross Sales, Commission Deducted, Payouts

6. Marketing Tools-Helps promote your products and participate in platform-wide events

Key Features
- Discount Builder: Create percentage or fixed-amount discounts
- Campaign Participation: Join platform-wide sales like "Summer Plus-Size Sale" or "Holiday Deals."
- Promoted Listings: Pay to feature products on the homepage or search results.

7. Messaging System-Facilitate communication between vendors, buyers, and admin support.

Key Features
- Inbox with tabs: Buyer Messages, Platform Updates, and Admin Support.
- Template Responses for common questions (e.g., shipping timelines).
- Direct chat with platform support for technical or business inquiries.

8. Account and Payment Settings-Manage your account details and payouts

Key Features
- Profile Settings: Edit business name, contact details, and address.
- Payment Setup: Connect bank account or digital wallet for payouts.
- Commission Overview: Breakdown of fees and earnings.

Vendor Dashboard User Flow

- Vendor Logs In

- Overview Page

- Perform Key Actions

- Monitor Performance