

Epic name	Description	Top-level estimates man-days [1]	Comment
Foundation	<p>Set up of the platform foundation: <a href="https://www.cobbleweb.co.uk/marketplace-technology-stack/">https://www.cobbleweb.co.uk/marketplace-technology-stack/</a></p> <p><b>Related content:</b></p> <ul style="list-style-type: none"> <li>→ <a href="https://www.cobbleweb.co.uk/marketplace-features/internationalisation/">https://www.cobbleweb.co.uk/marketplace-features/internationalisation/</a></li> <li>→ (article) <a href="https://www.cobbleweb.co.uk/how-to-choose-the-right-tech-stack-for-your-online-marketplace/">https://www.cobbleweb.co.uk/how-to-choose-the-right-tech-stack-for-your-online-marketplace/</a></li> </ul>	15	
Technical SEO	<p>We plan to automate SEO for product details, public profile pages, and product list pages, including the automation of page titles, descriptions, URLs, meta keywords, and titles. These specifics will be defined during the discovery phase.</p> <p>As part of our enhanced SEO strategy, we will implement schema markup to optimise your content for Google's featured snippets, such as reviews. This can significantly boost your visibility in search results, leading to increased organic traffic and potential customers.</p> <p>To avoid 404 errors, pages no longer available will be redirected, and sitemaps will be automatically generated. For manual URL redirection, an administrator will be able to set up redirects through the configuration of the Redirection add-on, which also facilitates marketplace page redirects. Furthermore, automatic URL redirects will be implemented for scenarios like out-of-stock products or category changes, with costs depending on the defined redirect rules.</p> <p><b>Related content:</b></p> <ul style="list-style-type: none"> <li>→ <a href="https://www.cobbleweb.co.uk/marketplace-features/search-engine-optimisation/">https://www.cobbleweb.co.uk/marketplace-features/search-engine-optimisation/</a></li> <li>→ (article) <a href="https://www.cobbleweb.co.uk/grow-marketplace-traffic-with-technical-seo/">https://www.cobbleweb.co.uk/grow-marketplace-traffic-with-technical-seo/</a></li> <li>→ (article) <a href="https://www.cobbleweb.co.uk/10-technical-seo-tips-for-e-commerce-marketplaces-infographic/">https://www.cobbleweb.co.uk/10-technical-seo-tips-for-e-commerce-marketplaces-infographic/</a></li> </ul>	14	
CMS Pages	<p>The CMS will offer two templates to improve visitor and administrator experiences.</p> <p>The Home page template features a header, menu, body, and footer, specifically designed to handle the complexities of a website's main landing page.</p> <p>The second, a Multi-purpose page template, includes a header, footer, and a customisable body through a drag-and-drop Content Editor. This allows easy content management for various pages such as marketing, information, contact, FAQs, and about us.</p> <p>It also includes comprehensive Menu and Footer management tools, enabling administrators to modify content like photos and links without changing the fixed layout, thus maintaining a consistent user experience while allowing content flexibility.</p> <p><b>Related content:</b></p> <ul style="list-style-type: none"> <li>→ <a href="https://www.cobbleweb.co.uk/marketplace-features/content-management-system/">https://www.cobbleweb.co.uk/marketplace-features/content-management-system/</a></li> </ul>	12	
User sign up	<p>This will include a streamlined registration process through a unified user interface for both buyers and sellers. Visitors can easily create an account using email, Facebook, Google or any other social signup service, which automatically retrieves their name and telephone number, bypassing the need for a password. Users are required to provide basic information such as full name, telephone, and address, and must accept terms and conditions. The registration system also enhances security by displaying password strength and requesting email verification.</p> <p><b>Related content:</b></p> <ul style="list-style-type: none"> <li>→ <a href="https://www.cobbleweb.co.uk/marketplace-features/buyer-onboarding/">https://www.cobbleweb.co.uk/marketplace-features/buyer-onboarding/</a></li> <li>→ <a href="https://www.cobbleweb.co.uk/marketplace-features/seller-onboarding/">https://www.cobbleweb.co.uk/marketplace-features/seller-onboarding/</a></li> </ul>	5	

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User management	<p>The platform will provide robust account and data management features to enhance the user experience for buyers, sellers, and administrators. Users can easily manage their profiles and addresses, viewing and modifying shipping and billing details as needed. Both buyers and sellers share a common login interface to access their accounts, with administrators logging in through a separate secure page. Administrators have the authority to suspend or unsuspend user accounts, which halts their access and activity.</p> <p>Administrative functions are extensive, allowing the filtering and sorting of user lists, including detailed views of buyers and sellers with key information such as names, addresses, and statuses. Administrators can update user details directly in the database, ensuring data accuracy and responsiveness. These features streamline the management of user accounts and improve operational efficiency across the platform.</p>	28	
Messaging	<p>The platform's enhanced messaging system will support effective communication with advanced organisational features and basic moderation for security and privacy. Users can manage messages via their inboxes, which organise all sent and received messages per user, with options to view, send, and respond. The interface helps differentiate new from read messages and allows users to star, archive, and tag messages for improved management.</p> <p>Users can initiate conversations from product details or public profile pages, and the system obscures phone numbers, email addresses, and profane language automatically, protecting privacy and maintaining decorum.</p> <p>Administrators have access to the same messaging capabilities, with additional tools for managing messages through the user details page, enabling them to send, read, and respond to all user communications. Their interface includes extended moderation tools to oversee communication, ensuring it remains appropriate and secure.</p> <p><b>Related content:</b>  → <a href="https://www.cobbleweb.co.uk/marketplace-features/instant-messaging-chat/">https://www.cobbleweb.co.uk/marketplace-features/instant-messaging-chat/</a></p>	20	
Public profile management	<p>The platform will offer robust features for managing public profile details and enhancing the experience for users, administrators, and visitors.</p> <p>Users can maintain their profiles, including a biography, profile image, and social network links, allowing them to update and personalise their presence on the platform anytime.</p> <p>Administrators play a crucial role in maintaining platform standards. They have the ability to access and adjust any user's public profile details from the user details page, ensuring all profiles adhere to the high standards set by the platform.</p> <p>Visitors can view these public profiles, which showcase detailed information, including images, bios, and potentially a list of the user's available products, alongside interactive features like favourites, followers, and reviews. This setup enriches the visitor experience and fosters a transparent, community-driven environment.</p>	10	

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Product management	<p>The platform provides an array of tools for sellers and administrators to manage products effectively from listing to sale.</p> <p>Sellers can add products to go live immediately or save them as drafts to refine details before publishing. Each product is equipped with a unique SKU, and essential details like category, quantity, and pricing are required at the time of listing. The platform also allows for the addition of product variations, such as different colours, sizes, or packages, which can alter the standard price and are visible on the product details page.</p> <p>Pricing recommendations are offered based on the attributes sellers input, aiding in setting competitive prices. These recommendations are derived from a database that links product attributes to suggested prices, which are refined during the discovery phase according to complex business rules.</p> <p>For image management, sellers can upload multiple images at once through a drag-and-drop interface. This system supports asynchronous uploads and provides progress bars for each image. Sellers can also edit images, adjusting things like crop or orientation to better represent their products.</p> <p>The platform allows both sellers and administrators to filter and sort through product listings based on stored data. Sellers have the ability to update, pause, or delete their products. Pausing a product makes it temporarily inaccessible or hidden in search results, while deletion is only possible if no orders are pending.</p> <p>Administrators have similar capabilities but with additional controls. They can edit any product details and manage inventory levels. They can also suspend or unsuspend products, which removes the products from public view depending on whether any orders are in progress.</p> <p>These features ensure that sellers and administrators have effective control over product management, facilitating a responsive and efficient marketplace environment.</p> <p><b>Related content:</b>  → <a href="https://www.cobbleweb.co.uk/marketplace-features/product-listings">https://www.cobbleweb.co.uk/marketplace-features/product-listings</a></p>	38	
Product attribute manager	<p>The platform will empower administrators with robust capabilities to manage product attributes effectively, ensuring that product listings are both comprehensive and customisable.</p> <p>Administrators can create, read, and update attribute details for products. The process of managing these attributes, which involves selecting a category, naming the attribute, choosing its type (such as dropdown lists or free text), and determining whether the attribute is searchable and mandatory, is designed for maximum efficiency. It's important to note that once an attribute is linked to a product, it cannot be deleted to ensure data integrity. Any updates made to an attribute are retroactive, meaning they automatically apply to products that were previously created and associated with that attribute. This feature ensures consistency and accuracy across product listings without requiring manual updates for each product, relieving administrators of potential workload.</p> <p>These tools are designed to streamline the management of product attributes, enhancing the flexibility and functionality of the platform while ensuring that products are accurately described and easy to search for both sellers and buyers.</p>	7	

Epic name	Description	Top-level estimates man-days [1]	Comment
Category manager	<p>The platform will offer administrators and visitors enhanced capabilities for managing and navigating product categories, ensuring a streamlined and intuitive user experience.</p> <p>Administrators have full control over both smart categories and regular categories through comprehensive create, read, update, and delete (CRUD) functionalities. Smart categories are dynamic and can be automatically generated based on specific product attributes (e.g. price). This feature allows for the creation of highly tailored categories that reflect the nuances of the product inventory, making it easier for administrators to manage product groupings based on emerging trends or specific characteristics. The workload of implementing smart categories is dependent on the complexity and number of product attributes that need to be included in the category manager.</p> <p>Regular categories, while similar to smart categories, offer more options regarding site navigation and product addition for sellers. These categories are crucial for organising the site structure and enhancing product discoverability. The cost for setting up and maintaining these categories depends on their integration into the site's navigation and the interfaces used for product listing.</p> <p>For visitors, the platform provides sophisticated filtering options that allow them to view and sort product lists based on both smart categories and regular categories. These filters are adapted from the general product list filters but are customised to cater to the specific logic and structure of each category type.</p> <p>These features ensure that both administrators and visitors can efficiently interact with product categories, enhancing the marketplace's overall functionality and user-friendliness.</p> <p><b>Related content:</b></p> <ul style="list-style-type: none"> <li>→ <a href="https://www.cobbleweb.co.uk/marketplace-features/category-management/">https://www.cobbleweb.co.uk/marketplace-features/category-management/</a></li> <li>→ (article) <a href="https://www.cobbleweb.co.uk/how-to-design-a-winning-marketplace-category-structure/">https://www.cobbleweb.co.uk/how-to-design-a-winning-marketplace-category-structure/</a></li> <li>→ (article) <a href="https://www.cobbleweb.co.uk/optimize-your-marketplace-category-structure-for-stellar-growth/">https://www.cobbleweb.co.uk/optimize-your-marketplace-category-structure-for-stellar-growth/</a></li> </ul>	16	

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Promotion management	<p>The platform will provide comprehensive tools for administrators and sellers to manage selling rules and discounts, enhancing the sales process and offering promotional opportunities to attract customers.</p> <p>Administrators can create, read, update, and delete promotion rules that impact marketplace commissions.</p> <p>Sellers can manage discount codes, which can be set as either a fixed amount or a percentage off. These codes come with specific conditions, including validity periods, maximum usage limits, and applicability to either order amounts or shipping fees. The complexity and range of these features mean that the cost of implementation will vary based on the business rules involved, which will be defined more precisely during the discovery phase.</p> <p>Sellers can also establish their own selling rules, such as buy one, get one free, discounts on bulk purchases, or free shipping over certain amounts.</p> <p>Visitors to the platform benefit from these configurations; when they enter a discount code during the purchase process, the system automatically checks its validity and applies it if applicable. Error messages are clearly displayed if the code is invalid. Selling rules set by sellers are applied automatically, and whether these rules are visibly confirmed to the customer can be customised according to client preferences.</p> <p>These functionalities not only streamline the platform's promotional and sales strategies but also ensure that all parties can effectively manage and benefit from the structured selling and discounting mechanisms.</p> <p><b>Related content:</b>  → <a href="https://www.cobbleweb.co.uk/marketplace-features/promotions-management/">https://www.cobbleweb.co.uk/marketplace-features/promotions-management/</a></p>	18	

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Browse products	<p>The platform will provide visitors advanced search and browsing capabilities to ensure an efficient and user-friendly shopping experience.</p> <p>Visitors can use the Smart Product Search feature to look for products using keywords. This search functionality is enhanced by Elastic Search, which increases both speed and accuracy of search results. The system is configured to handle synonyms and common misspellings, ensuring that searches are effective even with slight input errors. Additionally, an autocomplete feature suggests keywords to users as they type, helping them refine their searches based on various product attributes. However, it does not include segmented search displays like some advanced systems. The complexity and specificity of the search rules, such as the weight assigned to different product attributes, will determine the estimated cost of this feature.</p> <p>Visitors can also filter and sort product lists to find items that meet their specific needs. This capability is supported by a database that stores various sortable and filterable product attributes, allowing visitors to navigate through options efficiently and find products that best match their criteria.</p> <p>For a more in-depth product exploration, the Read Product Details feature provides comprehensive information, including images, prices, SKUs, and descriptions. These details are provided during product listing by sellers. Visitors can interact with product images, with options to select, zoom in, and zoom out, providing a close-up look at the products. From this detailed view, visitors can easily proceed to make a purchase, entering the buying funnel directly from the product details page.</p> <p>These integrated features ensure that visitors have all the tools necessary to search, browse, and interact with products effectively, enhancing their shopping experience and facilitating easier decision-making.</p> <p><b>Related content:</b>  → <a href="https://www.cobbleweb.co.uk/marketplace-features/custom-search-navigation/">https://www.cobbleweb.co.uk/marketplace-features/custom-search-navigation/</a></p>	36	
(Un)favourite products	<p>The platform will enhance the shopping experience by allowing buyers to interact with products through a personalised favourites system.</p> <p>Buyers can easily (un)favourite products, which is a feature accessible on the product details page, within the product list, and on their dedicated favourites list. This functionality allows buyers to mark products they are interested in and revisit them at their convenience. Whether they wish to add a product to their favourites for later consideration or remove one they're no longer interested in, the process is streamlined and user-friendly.</p> <p>Additionally, buyers have the ability to access a list of their favourited products through a dedicated page. This page serves as a personalised catalogue of their preferences, making it simpler for them to track products they've shown interest in and potentially purchase them later. This focused approach not only improves the buyer's navigation through the platform but also enhances their shopping experience by keeping favourite items readily accessible.</p> <p><b>Related content:</b>  → <a href="https://www.cobbleweb.co.uk/marketplace-features/wish-lists/">https://www.cobbleweb.co.uk/marketplace-features/wish-lists/</a></p>	8	

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Negotiate	<p>The platform will offer a comprehensive negotiation feature that enhances the buying and selling experience by allowing more dynamic pricing options.</p> <p>Buyers have the opportunity to make an offer on a product directly from the product details page. Offers are constrained within a specific range, such as plus or minus 30% of the product's listed price or based on reserve price, to ensure fairness and prevent extreme lowball or highball offers. Additionally, to prevent abuse, there is a limit on the number of offers a buyer can make in a day, and each offer for a new product is counted separately. Buyers are required to provide their card details when making an offer, adding a level of commitment to the negotiation process.</p> <p>Sellers can access a list of products for which buyers have initiated negotiations, giving them a clear view of all items currently under negotiation. They can also see a detailed list of all offers made by different buyers for a specific product. This functionality allows sellers to manage negotiations efficiently and decide the best course of action for each offer.</p> <p>Both sellers and buyers can respond to offers by accepting, declining, or making a counteroffer. This interaction is facilitated through a negotiation details page, which includes a history of negotiations along with the specifics of the product involved. Once an offer is agreed upon, buyers are directed to the buying funnel, where they can complete their purchase.</p> <p>If a buyer or seller decides to withdraw an offer, the process is straightforward and involves the withdrawal of one specific offer at a time, ensuring clarity and transparency.</p> <p>Administrators have the ability to oversee the entire negotiation process by accessing a history of all negotiations for each product. This ensures that administrators can monitor and intervene if necessary to maintain the integrity of the marketplace.</p> <p>These features collectively support a dynamic and interactive marketplace where pricing can be flexible and negotiated directly between buyers and sellers. This enhances the user experience and potentially increases sales through more engaged buyer-seller interactions.</p>	25	

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Buying funnel	<p>The platform will offer a seamless shopping experience, enabling efficient management of purchases and user interactions.</p> <p><b>Shopping Cart Management:</b> Visitors can add, update, and delete items in their carts, and they can see detailed costs , such as shipping fees. The system supports adding products from the same seller to simplify the checkout process. The complexity of the shopping cart's implementation can vary depending on whether it supports purchases from multiple sellers or just single-seller transactions.</p> <p><b>Shipping Address:</b> Visitors can add a new shipping address during checkout, which is saved to their account upon registration. Buyers can also select from existing addresses, streamlining the purchasing process.</p> <p><b>Guest Account Option:</b> For users preferring not to register, the platform can automatically create a 'Guest' account, allowing access to order histories and facilitating reorders without full registration.</p> <p><b>Payment Processing:</b> Buyers can pay via debit or credit cards using a secure payment page powered by Stripe.js and Stripe Connect or any other payment gateways, such as Paypal, incorporating a commission-based pricing model. Payments are handled with escrow services to ensure secure transaction processing.</p> <p><b>Order Confirmation:</b> After completing a purchase, buyers receive a confirmation page summarising the order details, providing an order ID, and outlining the next steps, along with a relevant FAQ to address immediate questions.</p> <p>These integrated features ensure a straightforward and secure process from cart to confirmation, enhancing user convenience and transaction reliability.</p> <p><b>Related contents:</b></p> <ul style="list-style-type: none"> <li>→ <a href="https://www.cobbleweb.co.uk/marketplace-features/payment-systems/">https://www.cobbleweb.co.uk/marketplace-features/payment-systems/</a></li> <li>→ <a href="https://www.cobbleweb.co.uk/marketplace-features/shopping-cart/">https://www.cobbleweb.co.uk/marketplace-features/shopping-cart/</a></li> <li>→ (article) <a href="https://www.cobbleweb.co.uk/which-stripe-connect-account-for-your-marketplace/">https://www.cobbleweb.co.uk/which-stripe-connect-account-for-your-marketplace/</a></li> </ul>	30	



Epic name	Description	Top-level estimates man-days [1]	Comment
Shipping management	<p>The platform will enhance the shipping process for both sellers and buyers with comprehensive features that streamline delivery management, cost evaluation, and shipment tracking.</p> <p>Sellers have the ability to manage a variety of shipping options, specifying parameters such as destination, origin, product weight range, dimensions, and pricing. They can also easily access a complete list of all delivery options they've set up, allowing for straightforward management and modification as needed.</p> <p>For buyers, the system provides an integrated view of delivery dates and shipping fees during the purchase process. Delivery dates are estimated based on inputs from shipping provider APIs, considering factors like shipping and handling times, while shipping fees are calculated dynamically. This calculation takes into account product details, buyer and seller locations, and the specific delivery options chosen by the seller.</p> <p>Buyers can also select from the available delivery options at checkout, initiate shipping orders directly through the platform, and track their shipments. The tracking feature offers detailed updates on the delivery status, which is sourced from the shipping provider and displayed on the order details page.</p> <p>Overall, these features ensure a seamless interaction with shipping processes, enhancing the buying and selling experience by providing clear, manageable, and efficient delivery options.</p> <p><b>Related content:</b>  → <a href="https://www.cobbleweb.co.uk/marketplace-features/shipping/">https://www.cobbleweb.co.uk/marketplace-features/shipping/</a>  → (article) <a href="https://www.cobbleweb.co.uk/everything-you-need-to-know-about-planning-a-marketplace-shipping-strategy/">https://www.cobbleweb.co.uk/everything-you-need-to-know-about-planning-a-marketplace-shipping-strategy/</a></p>	38	
Order management	<p>The platform will provide robust functionalities for buyers, sellers, and administrators to manage and interact with orders efficiently.</p> <p>Buyers can view their entire order list, which provides a snapshot of all transactions they have initiated. They can delve deeper into each order by accessing detailed information such as the order date, products purchased, and the total amount. If a buyer decides to cancel an order, they can do so, provided the seller has not yet confirmed it. This cancellation process requires the buyer to submit a reason.</p> <p>Sellers, on the other hand, have access to their own list of orders and the capability to sort and filter based on various criteria stored in the database. They can also read detailed order information to understand specifics such as order dates, products, and amounts more comprehensively. When it comes to order management, sellers have a limited timeframe to confirm or decline product availability within an order. This decision directly affects the payment process, as it will trigger the capture or cancellation of payments through the payment gateway.</p> <p>Administrators are equipped with similar tools to those available to sellers, allowing them to oversee the entire order process across all users. They can filter and sort the order list and access detailed order information, which helps monitor transactions and ensure compliance with business rules.</p> <p>These features ensure that all parties involved in the transaction process have the necessary tools to manage orders effectively, providing a streamlined experience that supports both operational efficiency and customer satisfaction.</p> <p><b>Related content:</b>  → <a href="https://www.cobbleweb.co.uk/marketplace-features/order-management/">https://www.cobbleweb.co.uk/marketplace-features/order-management/</a></p>	25	

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Return policy management	<p>The platform will empower sellers with the capability to manage return policies effectively, ensuring that they can set clear and specific guidelines for product returns according to their operational needs.</p> <p>Sellers can create, read, update, and delete return policies. This includes a default return policy that can be edited to fit their requirements. Additionally, sellers can establish different return policies for various products or categories, providing flexibility and precision in how returns are handled. Each policy can be customised with details about the return conditions, such as the timeframe within which products can be returned, the financial implications of a return, and the specific categories or countries the policy applies to. The ability to manage these policies is critical as they can significantly impact the payment and order flow and influence how sellers list their products.</p> <p>Sellers can assign specific return policies directly on the private product details page when listing new products or managing existing ones. They can view the default return policy assigned to each product and opt to change it to another previously created policy, tailoring their approach to returns for different items.</p> <p>For visitors and potential buyers, reading the return policy of a product is straightforward. Each product's public detail page includes the return policy, allowing customers to understand the terms of returns before making a purchase. This transparency helps build trust and manage customer expectations effectively.</p> <p>Overall, these features ensure that return policies are not only customisable and specific to sellers' needs but are also transparent and accessible to buyers, enhancing the shopping experience and operational efficiency of the platform.</p> <p><b>Related content:</b>  → <a href="https://www.cobbleweb.co.uk/marketplace-features/product-returns/">https://www.cobbleweb.co.uk/marketplace-features/product-returns/</a></p>	8	
Review order	<p>The platform will enable a robust review system that allows both buyers and sellers to engage with and reflect on their transaction experiences, enhancing transparency and trust within the marketplace.</p> <p>Buyers have the ability to review their orders once the items have been shipped. They can provide feedback in the form of scores and descriptions, which are accessible via the order details page. This feature allows buyers to share their purchase experiences, contributing to the community by informing other users about product quality and seller service.</p> <p>Buyers can read the reviews posted, and sellers can view any reviews left by buyers. This can help sellers understand customer satisfaction levels and potentially identify areas for improvement in their service or products.</p> <p>Administrators play a crucial role in managing this review system. They can access all reviews and make decisions about their visibility. If a review is found to be inappropriate, misleading, or violates platform guidelines, an administrator can hide it. Conversely, if a previously hidden review is contested and found to be compliant, it can be made visible again. These actions ensure that the review system remains a fair and valuable resource for all platform users.</p> <p>This structured approach to managing reviews ensures that feedback is not only transparent but also managed responsibly to maintain the integrity and utility of the marketplace for all participants.</p> <p><b>Related contents:</b>  → <a href="https://www.cobbleweb.co.uk/marketplace-features/ratings-and-reviews/">https://www.cobbleweb.co.uk/marketplace-features/ratings-and-reviews/</a></p>	8	

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Finances	<p>The platform will provide robust financial management tools for administrators and sellers, enabling them to efficiently set marketplace fees, manage payout preferences, and oversee transactions.</p> <p>Administrators can set marketplace fees globally, opting for a structure that incorporates both percentage-based and fixed commissions. This fee system is fully administrable, allowing adjustments as necessary to align with the marketplace's strategy and operational requirements. Additionally, administrators can tailor commission rates for individual sellers, offering flexibility to accommodate various agreements and competitive dynamics within the marketplace.</p> <p>For sellers, managing payout preferences is streamlined and secure. Sellers can create, read, update, and delete their bank account details to receive payouts. While it is possible to record multiple bank accounts, only one can be active at any time to receive payments. Marketplace policies dictate the timing of these payouts, such as immediately post-shipment or after a specified period. This process is integrated with the Stripe API or any other payment gateways to ensure secure and efficient payment transactions.</p> <p>Sellers also have access to their transaction history through the platform, which includes a detailed record of all payments made to their bank account. This transparency is crucial for financial tracking, ensuring accurate and timely information is available.</p> <p>Buyers, meanwhile, can easily manage their payment methods. The platform will allow them to create, read, update, and delete their debit and credit card details, again leveraging the Stripe API or any payment gateway to ensure the secure handling of financial information.</p> <p>These features enhance the financial operations within the marketplace for sellers and buyers and ensure that the platform can adapt to the evolving needs of its user base, maintaining transparency and trust in financial transactions.</p> <p><b>Related content:</b>  → <a href="https://www.cobbleweb.co.uk/marketplace-features/pricing-system/">https://www.cobbleweb.co.uk/marketplace-features/pricing-system/</a>  → (article) <a href="https://www.cobbleweb.co.uk/seller-payout-guide-for-online-marketplaces/">https://www.cobbleweb.co.uk/seller-payout-guide-for-online-marketplaces/</a></p>	15	
Transactional emails	<p>The platform's transactional email management system will efficiently automate and personalise emails related to marketplace transactions, such as order confirmations and shipping updates. It is scalable to handle high volumes of email, ensuring reliable delivery and compliance with email regulations. Customisable to match marketplace branding, the system enhances user experience by providing timely updates and incorporating detailed personalisation for relevant user interactions</p> <p><b>Related content:</b>  → <a href="https://www.cobbleweb.co.uk/marketplace-features/transactional-email-management/">https://www.cobbleweb.co.uk/marketplace-features/transactional-email-management/</a></p>	10	
		Total (workload)	386
		Estimates	£146,680

[1] An initial top-level estimate of epics is based on previous projects with similar technology and functionality.