

TZ STOREFRONT

If you have been involved in the development and marketing of content, media, and e-commerce web projects, you can understand how hard it can be to choose the technology and the platforms to get things done.

But it is obvious than more customers buy things online than ever before, and the numbers continue to grow.

In just over a decade, the global e-commerce market grew over a 600%.

On top of it, headless commerce is growing in popularity.

This is an opportunity that we believe the Tezos community must embrace.

Kanvas Whitelabel NFT Store from tzconnect is an outstanding and customizable project. We propose a METAMORPHOSIS. We would love to continue the efforts of decoupling the presentation layer from the commerce platform and transition to a full-fledged e-commerce storefront (not only a solution for NFTs).

We are thinking about an e-commerce TZ Storefront.

Going from NFTs to other digital goods and services will enable more flexibility in the content management, delivery, UX and SEO.

A lightning-fast and distinctive experience-led look and feel focused on customers, seamlessly handling e-commerce, and optimized for conversions, revenue and SEO are the goals to delight both developers, content creators, marketers, and customers.

And we will commit to them.

FEATURES

Content, media, and e-commerce businesses need a minimum to deliver their objectives - product pages, product catalog, shopping cart and checkout flow. But we are ambitious, and we will go beyond including promotions, discounts, loyalty, and analytics.

All powered with an order fulfillment and inventory management solution in the backend.

We will start building on top of the amazing web experience that is Kanvas Whitelabel NFT Store.

Let's deep dive on the features and goals of TZ Storefront development:

- Future-proof modern tooling. We will use the latest tech stack like React, modern JavaScript, and GraphQL to jumpstart the storefront.
- Mobile responsive as a key point to ROI, conversion, and revenue.
- UI components for developers, designers, and agencies ready to build on top of awesome storefront themes.
- 100% customizable. Built with Material UI components and Emotion. With the freedom to create and compose own components.
- A collection of themes and starters storefronts for different industries and verticals: NFT collections, music, comic books, and more. The frontend drives the customer experience and conversion. And we will engage the customers with themes focused on the product they will acquire.
- An "always" blazingly fast experience for customers decreasing the bouncing rate. Let's power demand funnels and conversion with best practices for web speed.
- Offer a reliable, fast, and engaging Progressive Web App (PWA).
- Out of the box integration with different content, APIs, and services (headless commerce).
Build integrations with the best e-commerce solutions to reduce time-to-market. Some e-commerce integrations will be Commercetools, Bigcommerce, Shopify, Magento, ElasticPath, and Spree.
The administrative website will transition from a store API to an e-commerce API and from an NFT creator tool to a headless e-commerce solution.
- Login with a Tezos wallet or with Kukai (social logins) - as in Kanvas.
- Keep payments with XTZ and Stripe - as is in Kanvas.
- Experience Management Layer: Campaigns, Loyalty,...
- Measure behavior with Google Analytics, Segment, and Matomo.
- Optimized for SEO.
- Detailed and well documented developer materials to ensure fostering developer productivity.

- Compatibility with the Google UX Playbook for e-commerce. Creating frictionless experiences across the funnel, including the home/landing page, menu & navigation, search, category/product, and form optimization.
- Optimized costs: saving time, cutting down on development costs and decreasing customer acquisition cost (CAC).
- Optimized images, galleries, top-notch forms, compelling animations, data visuals, and more.
- Optimized search.
- A public good for the content creators, brands, and e-commerce communities.
- Open source: open to everyone who wants to shape and commit with the future of e-commerce with Tezos and make the shopping experience with XTZ even better.

A powerful, high-quality, and scalable storefront built with a devotion to praise content creators, media, and e-commerce customers' expectations.

Perfect for desktop, mobile and PWA skipping the painful parts of developing a website and doing the hard work for a fast time-to-market.

AGENCIES DIRECTORY

Build, launch and manage a successful e-commerce storefront solution needs a strong ecosystem of partners ready to fulfill the requirements of the community.

Since the launch of Tezos, we have known that in the ecosystem are the best web developers, agencies, designers, marketers, and engineers in the planet. We will create an agency directory to support all of them doing great work with TZ Storefront.

It will be a resource for helping the ecosystem connect with new customers and a tool for content creators, and brands to find TZ Storefront developers and full-service web agencies to help them customize, maintain, and update their projects.

DAO

Will TZ Storefront have a native token? Yes, absolutely.

Governance tokens will represent ownership in a decentralized storefront platform.

Governance token holders will have certain rights that will influence the platform's direction, such as which new features to develop, which integrations and partnerships should be pursued, manage a budget, bounties, grants, and more.

TLDR governance token holders will submit proposals. Then if certain criteria are matched, the proposal will go to vote. Same way, governance token holders will use their tokens (power voting) to vote on the proposals.

The terms and conditions of the airdrop and the specific mechanisms and processes of proposal and voting using governance tokens are TBD.

TEAM

A team obsessed with e-commerce success led by Ivan Molto. He is a Software & Blockchain Engineer with more than 20 years of experience in the Gaming, Media, E-commerce, and Music industries.

He built Android and iOS applications and games hitting the charts at the app stores with +100 million installs - Top selling iTunes app store app, 2010.

He was also part of the first real-tones created - Best New Technology and Best of Show at Mobile Music Awards, 2004.

As a veteran hacker, he has won several prizes at Gitcoin and Encode Club blockchain hackathons.

FUNDING

We would love to be invited for a grant consultancy session and potentially introduced to the Tezos foundation's investment program after the Metamorphosis hackathon.

On the other hand, as TZ Storefront will be a public good, we will apply for donations participating at several matching rounds at Gitcoin Grants.

ROADMAP

We are flexible and proactive from feedback from the Tezos community. But we expect a timeline with milestones like the following:

Phase 1 (2022 4Q)

Development of frontend themes for music, gaming, NFT collections and e-commerce.

Phase 2 (2023 1Q/2Q)

Integration with Headless e-commerce solutions.

Phase 3 (2023 3Q)

Creation of Agencies Directory.

Phase 4 (2023 4Q)

Creation of DAO and governance token.

Very exciting, right?!