

Web Development Internship

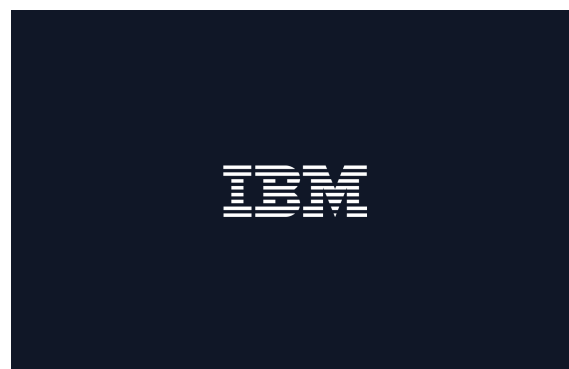
Concept Note

Submitted By

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Under IBM Virtual Internship

Lokmanya Tilak College of Engineering



Project Name:Online Flower ordering

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Introduction:Welcome to the project overview for our online flower shop. People are increasingly using the internet to purchase for their needs, including buying flowers, in today's fast-paced society. Our online flower shop seeks to offer consumers a simple and welcoming platform where they can explore and order a variety of lovely flowers from the comfort of their homes or offices.

Reason for selecting the topic :-

- 1.Convenience:Customers may browse and order flowers conveniently from the comfort of their homes or while on the go when they order flowers online. It saves time and effort by removing the need to visit actual flower shops.
- 2.Variety and Choice: A variety of florists' flowers, bouquets, and arrangements are available on online flower ordering platforms. Customers can browse many flower varieties, color schemes, and design options to select the ideal arrangement for any occasion or personal preference.
- 3.Customer Reviews and Feedback: Online flower ordering websites frequently include customer reviews and feedback, which offer useful information on the caliber of the offered services and products. Customers can choose reliable florists by reading reviews left by other customers, which helps them make informed judgments.

4. Time and money savings: By avoiding the need to physically visit several flower shops, online flower ordering saves clients' time. Additionally, it enables customers to shop around for the greatest flower bargains and discounts, saving them money.

Proposed system: This website is capable of recording details of sales and purchase order. Similarly keeps track of expenses and income of the company. This billing accounting software can be used to generate various reports including Item, Ledger, Sales order, Purchase order and Expenses ledger and more. This website is totally self contained and works relatively as efficient as other packages related to the subject. It provides simple database rather than complex ones for high requirements and it provides good and easy graphical user interface to both new as well as experienced user of the computer.

Advantages:

- Expense becomes less.
- Large volumes of data can be stored with ease.
- Security is assured.
- Maintenance of file is flexible.
- Stored data and procedures can be easily edited
- Easy report generation.
- Less manpower required

Project goals:

1. Improve customer convenience: One of the primary goals of online food ordering projects is to provide customers with a convenient way to order food from their desired restaurants or food establishments. This includes features like easy menu browsing, online payment options, and order tracking.

2. Enhance customer experience: Customers should have a seamless and delightful experience, and the project should work to make the online ordering process user-friendly, logical, and aesthetically pleasing. This may entail expediting the ordering procedure, offering individualized advice, and enhancing the look of the website or mobile app.

3. Gather and analyze customer data: Projects that allow customers to purchase meals online can gather useful customer information, including demographics, feedback, and ordering preferences. Making data-driven business decisions and gaining insights into consumer behavior are the main objectives of using this data.

Project Details: The project includes designing user-friendly pages for browsing and selecting flowers, implementing interactive features like search and filtering, and enabling user authentication for secure registration and login. The website incorporates a database to store flower details and user information. It also includes a shopping cart functionality for users to review and purchase selected flowers. Provide an order confirmation page to display a summary of the user's order and generate an order reference number. Apply responsive design principles to ensure the website is accessible and usable on various devices, including desktops, tablets, and mobile phones.

Project implementation:

Implementing an online food ordering website using frontend involves several steps. Here is a general outline of the implementation process:

1. Define requirements and plan: Define the project's specifications in detail, including its features, design components, target market, and general objectives. Make a plan that specifies the project's scope, timeframe, and resources.

2. Design the user interface: Create the website's user interface (UI) first. To conceptualize the website's design, navigation, and overall feel, create wireframes and mockups. To ensure an intuitive and user-friendly design, take into account user experience (UX) concepts.

3. Develop front-end structure: Start creating the website's front-end structure using HTML, CSS, and JavaScript based on the UI design. Establish the overall structure of the pages and create the relevant HTML templates. Use CSS to style the elements, and use responsive design strategies to ensure device compatibility.

4. Implement interactive components: Use JavaScript or a front-end framework like React or Angular to incorporate interactive elements and functionality into the page. This contains options

for searching the menu, logging in and out as a user, using a shopping cart, and processing payments.

5.Implement user authentication and authorization:Create procedures for user authentication and authorisation to secure the website while enabling users to register, log in, and maintain their profiles. Implementing functions like password hashing, session management, and role-based access control may be necessary for this.

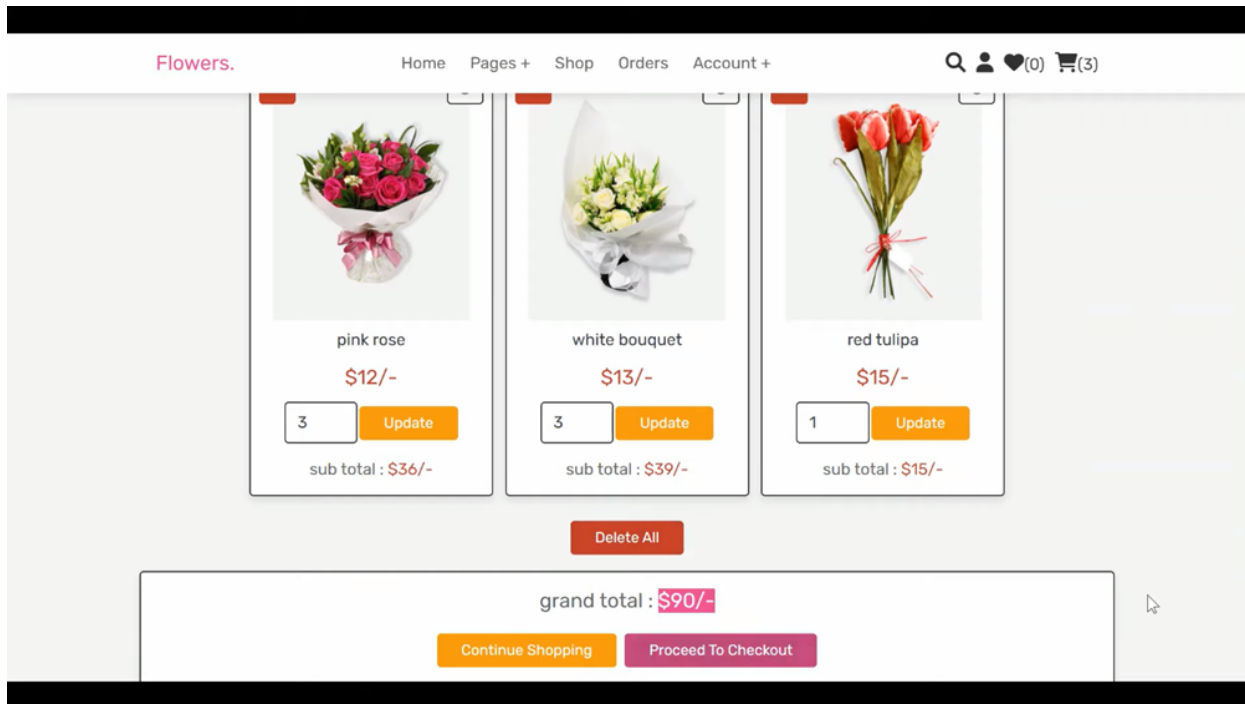
6.Optimize performance and responsiveness:Reduce load times, enhance pictures, and use caching strategies to improve the speed of the website. Make sure the website is responsive and works properly on a range of devices and screen sizes.

7.Test and debug:Test the website thoroughly to find any faults or problems and repair them. Test the website's functionality, usability, and compatibility across browsers to make sure it operates as intended in various settings.

8.Deploy the website:The website in preparation for deployment on a web server or hosting system. Set up the domain, SSL certificate, and server architecture that are required for secure communication. Before publishing the website, run one last round of testing in the live environment.

9.Monitor and maintain:Keep an eye on the website's performance, user comments, and analytics to spot potential improvements. Update and maintain the website frequently to address bugs, add new features, and guarantee compatibility with developing standards and technology.

Expected Results:



Conclusion: Careful planning, design, and implementation are needed to establish an online flower ordering project and produce a user-friendly platform that offers convenience and a superior consumer experience. The project intends to draw in a larger client base, foster loyalty, and offer fresh and beautiful flowers by concentrating on goals including customer convenience, product quality, streamlined order management, customer trust, and data use. The online flower buying project may succeed in the cutthroat floral sector by giving clients a seamless and pleasurable experience and by continuously improving and responding to customer requests.