

LADY FERN MARKETPLACE

An online solution for local floristry business

THE PROBLEM

This e-commerce web application is being developed for a local florist in order to boost their sales during the COVID-19 isolation period and beyond. With the strict social distancing rules set in place, this business owner is finding it difficult to continue regular operations as local markets and gatherings are no longer allowed to take place.

Global economy has been affected by this pandemic, and small business are finding it challenging to stay afloat. With the implementation of an online platform for selling goods, this allows businesses to continue to sustain themselves, whilst also driving the economy and potentially pulling the country further towards an economic upturn.

DESIGN AND DEVELOPMENT

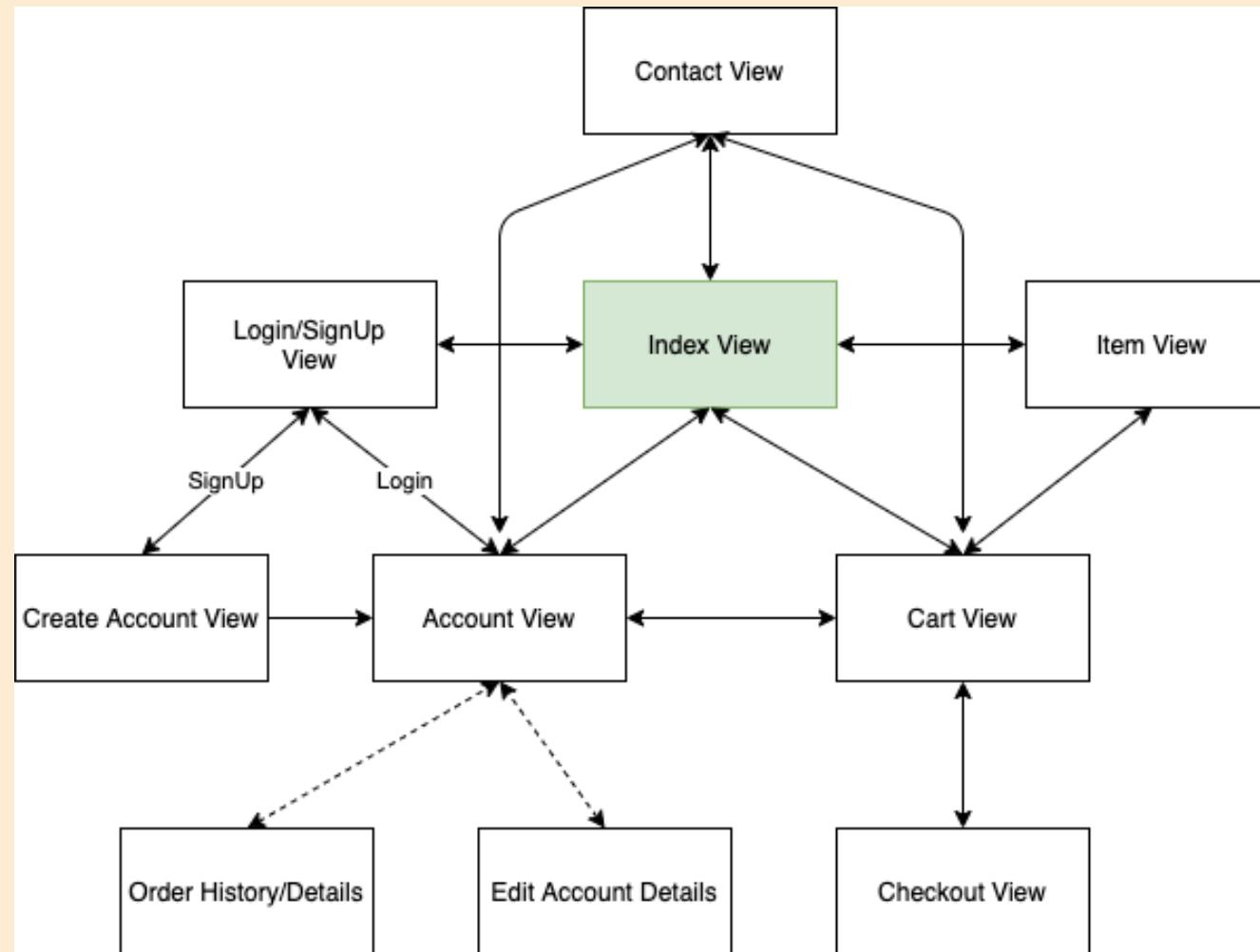
FUNCTIONS AND FEATURES

- Creation, retrieval, updating and deletion of listings as well as functionality for transactions and order processing.
- User account creation and authentication
- Search capabilities
- Admin Dashboard
- Shopping Cart

Tech Stack:

- HTML5
- SCSS
- Tailwind
- JQuery
- JS
- Ruby on Rails
- Puma
- Heroku

SITE MAP



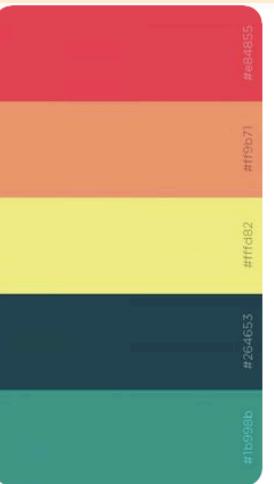
INSPIRATION



Retro Tea Color Palette



Retro Romeo Color Palette



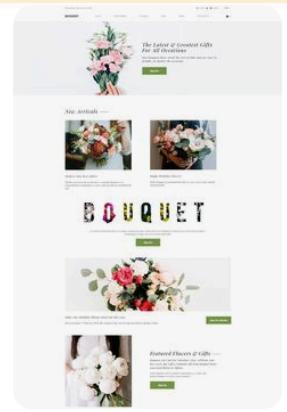
15+ Inspiring Preppy Color Schemes Collection



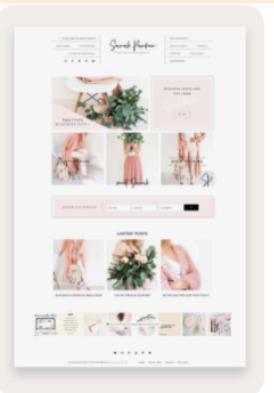
Палитра



Squarespace Website Template...
bittersweet design boutique...



Bouquet - Flower Shop...
TemplateMonster



Sarah Parker-Wordpress
Genesis...
Creative Market



The 10 Best Divi Child Themes
Using Feminine Aesthetics



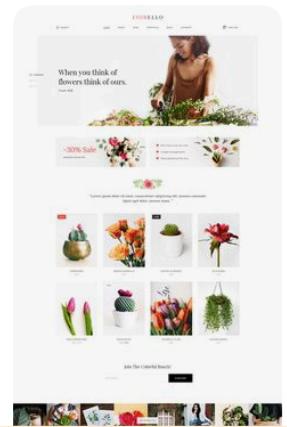
15+ Inspiring Preppy Color Schemes Collection



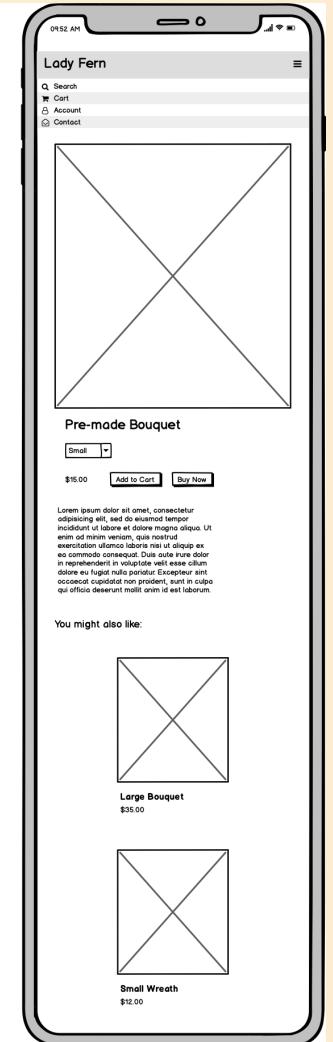
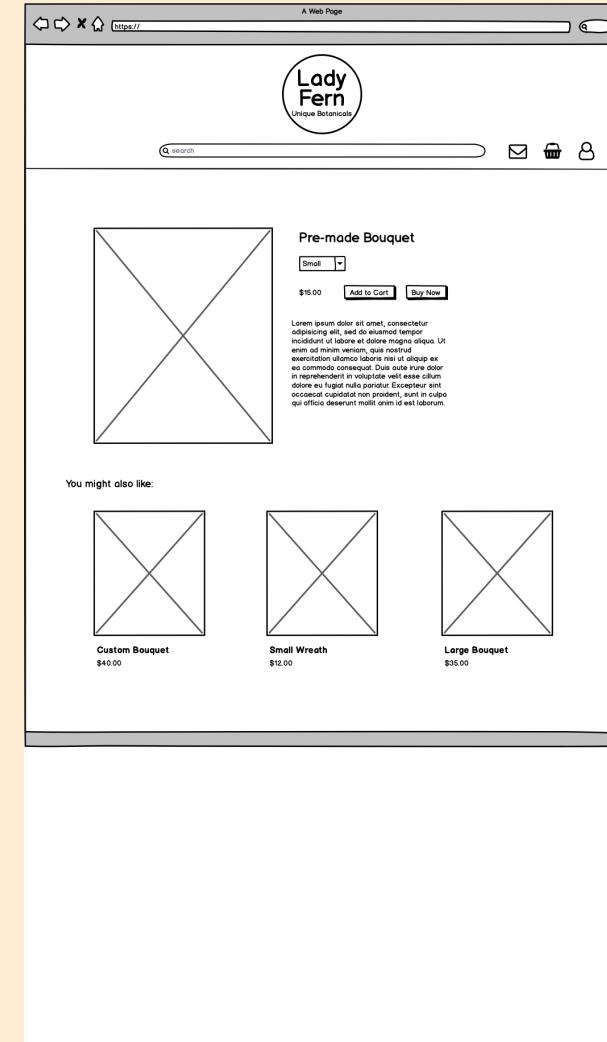
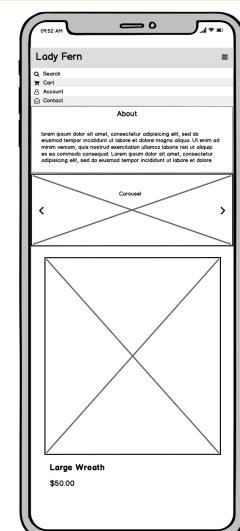
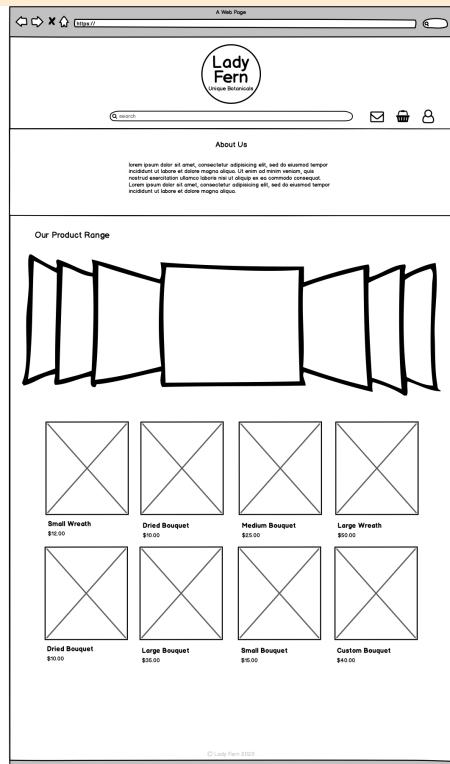
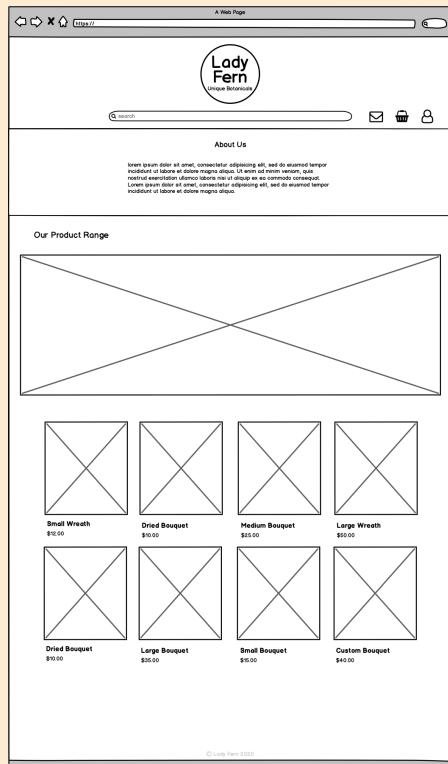
Squarespace Website Template...
bittersweet design boutique...



Dualism 09: VHS



WIREFRAMES



A Web Page

Lady Fern
Unique Botanicals

search

[Account](#) [Contact](#)

Account Details

Billing Information [Edit](#)

First Name: <input type="text" value="Jane"/>	Email: <input type="text" value="jane.doe@email.com"/>
Last Name: <input type="text" value="Doe"/>	Phone Number: <input type="text" value="04XX XXX XXX"/>
Street Address: <input type="text" value="123 Folia Street"/>	
Suburb: <input type="text" value="Hamilton South-South-East"/>	
State: <input type="text" value="NSW"/>	Postcode: <input type="text" value="4206R"/>

Shipping Information Same as Billing Information

First Name: <input type="text"/>	Email: <input type="text"/>
Last Name: <input type="text"/>	Phone Number: <input type="text"/>
Street Address: <input type="text"/>	
Suburb: <input type="text"/>	
State: <input type="text"/>	Postcode: <input type="text"/>

Order History

Order Number	Date	Total
000499	MM/DD/YYYY	\$145.00
000523	MM/DD/YYYY	\$60.00
000001	MM/DD/YYYY	\$80.00

Edit Account Window

Contact Information 24/4/2020

First Name: <input type="text" value="Jane"/>	Email: <input type="text" value="jane.doe@email.com"/>
Last Name: <input type="text" value="Doe"/>	Phone Number: <input type="text" value="04XX XXX XXX"/>

Billing Information

Street Address: <input type="text" value="123 Folia Street"/>	
Suburb: <input type="text" value="Hamilton South-South-East"/>	
State: <input type="text" value="NSW"/>	Postcode: <input type="text" value="4206R"/>

Shipping Information Same as Billing Information

Street Address: <input type="text" value="123 Folia Street"/>	
Suburb: <input type="text" value="Hamilton South-South-East"/>	
State: <input type="text" value="NSW"/>	Postcode: <input type="text" value="4206R"/>

[Cancel](#) [Save Changes](#)

Order Details Window

Order #120499 24/4/2020

Item	Qty	Price	Total
Premade-Bouquet (Small)	1 <input button"="" type="button" value="-"/>	\$15.00	\$15.00
Wreath (Large)	1 <input button"="" type="button" value="-"/>	\$50.00	\$50.00
Custom Bouquet	2 <input button"="" type="button" value="-"/>	\$40.00	\$80.00

[Update](#) [Check Out](#)

Billing Information [Edit](#)

First Name: <input type="text" value="Jane"/>	Email: <input type="text" value="jane.doe@email.com"/>
Last Name: <input type="text" value="Doe"/>	Phone Number: <input type="text" value="04XX XXX XXX"/>
Street Address: <input type="text" value="123 Folia Street"/>	
Suburb: <input type="text" value="Hamilton South-South-East"/>	
State: <input type="text" value="NSW"/>	Postcode: <input type="text" value="4206R"/>

Shipping Information Same as Billing Information

A Web Page

Lady Fern
Unique Botanicals

search

[Cart](#) [Account](#) [Contact](#)

Your Cart

Item	Qty	Price	Total
Premade-Bouquet (Small)	1 <input button"="" type="button" value="-"/>	\$15.00	\$15.00
Wreath (Large)	1 <input button"="" type="button" value="-"/>	\$50.00	\$50.00
Custom Bouquet	2 <input button"="" type="button" value="-"/>	\$40.00	\$80.00

[\\$145.00](#)

[Update](#) [Check Out](#)

You might also like:

Large Bouquet
\$35.00

Small Wreath
\$12.00

Large Bouquet
\$35.00

09:52 AM

Lady Fern

[Search](#) [Cart](#) [Account](#) [Contact](#)

Your Cart

Item	Qty	Price	Total
Premade-Bouquet (Small)	1 <input button"="" type="button" value="-"/>	\$15.00	\$15.00
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[\\$145.00](#)

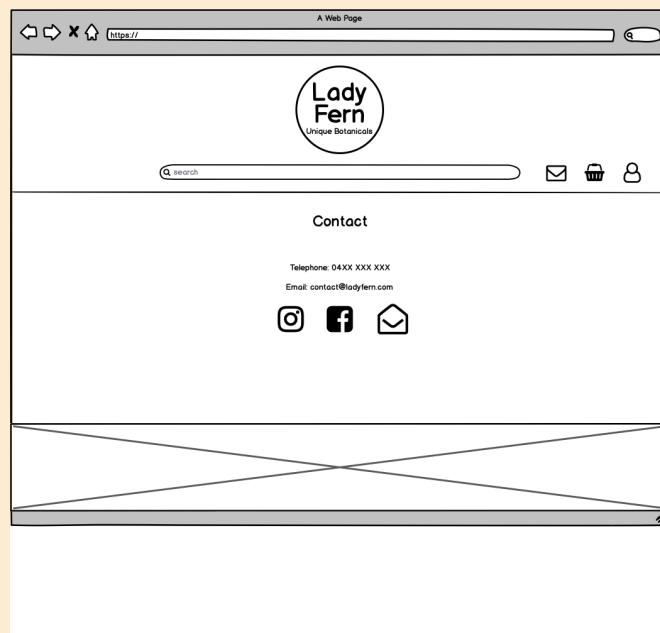
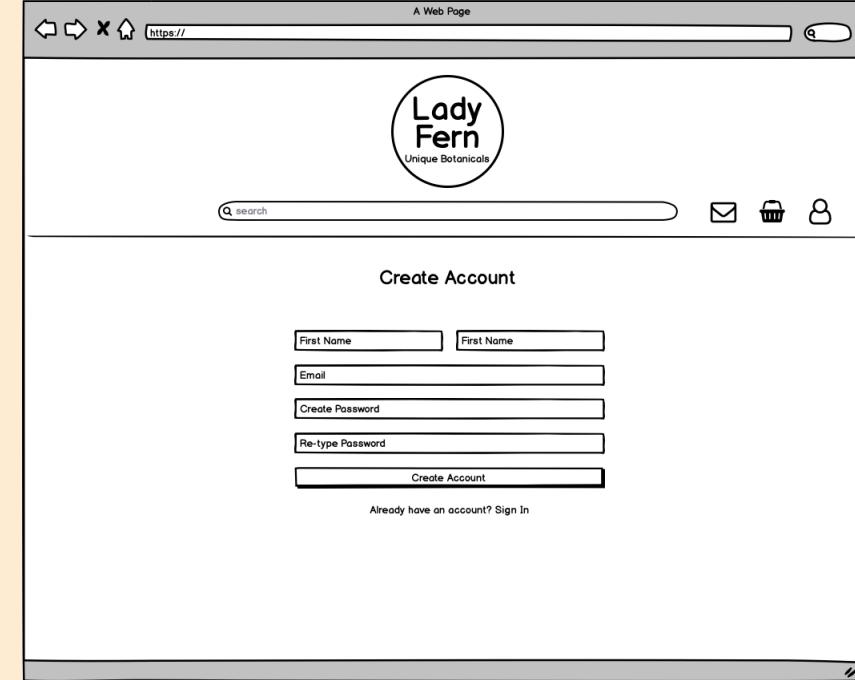
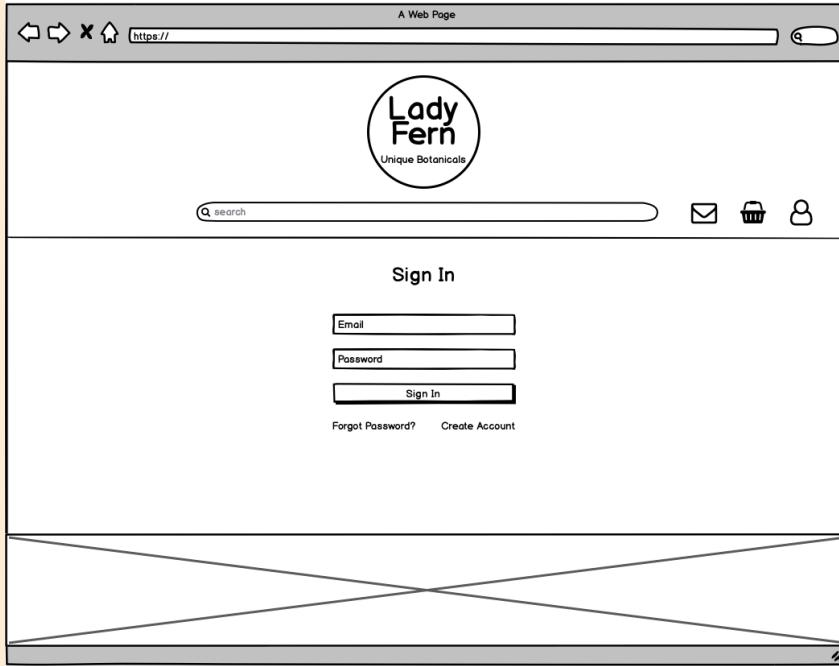
[Update](#) [Check Out](#)

You might also like:

Large Bouquet
\$35.00

Small Wreath
\$12.00

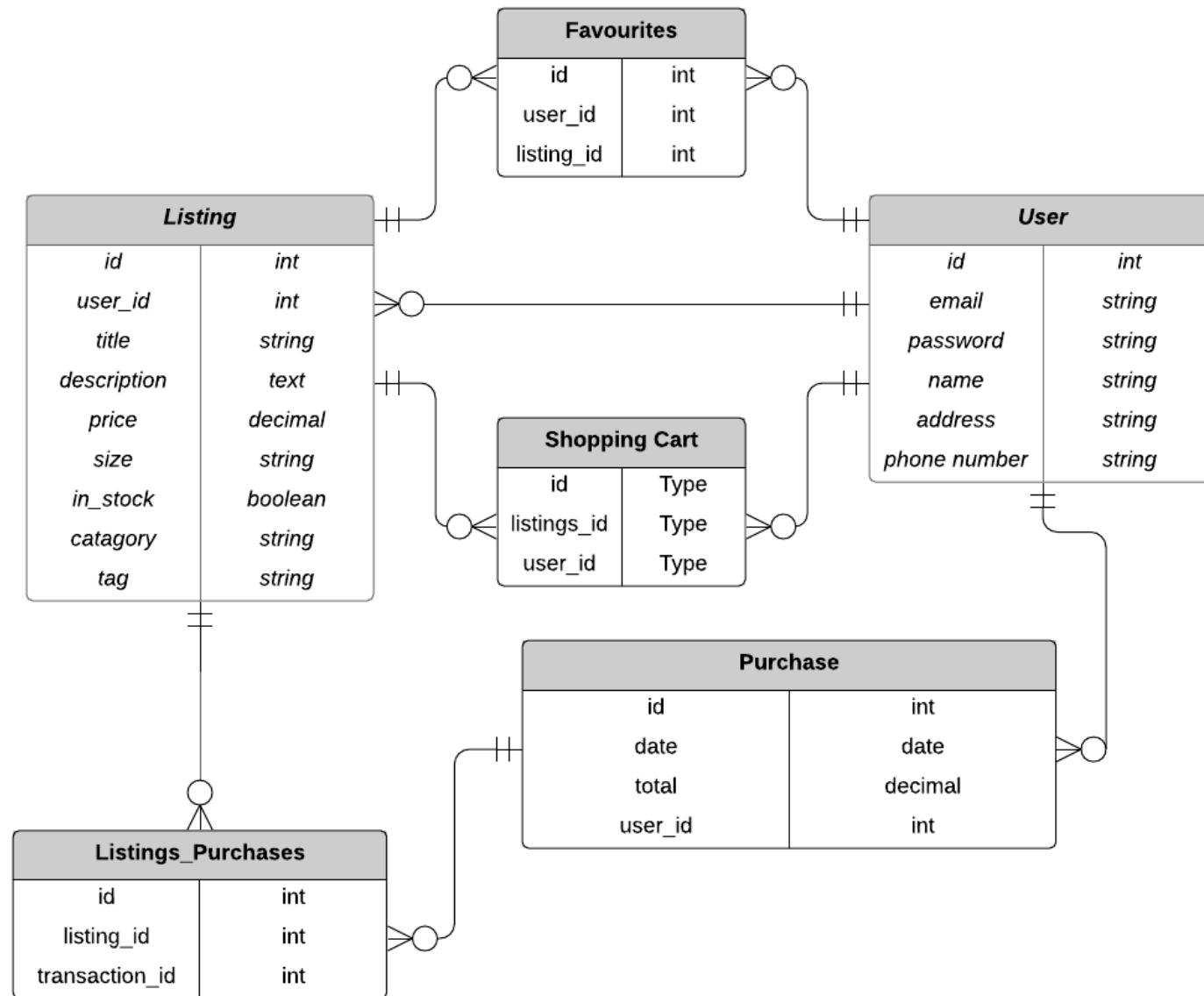
Large Bouquet
\$35.00



ENTITY RELATIONSHIP DIAGRAM

Lady_Fern_ERD

Aaron Lewis | May 1, 2020



SCREENSHOTS

Lady Fern

Unique Botanicals

[See All Listings](#)[New Listing](#)[Cart](#)[Contact](#)

OUR STORY

Lorem ipsum dolor sit, amet consectetur adipisicing elit. Illum illo cupiditate molestias atque consequuntur ea quo cumque, odit velit sint similique? Asperiores ratione aperiam tempora, alias corrupti deleniti quaerat molestiae.

Pre-made Bouquets



Product Range



Small Bouquet1
\$15.00



Small Bouquet2
\$15.00



Small Bouquet3
\$15.00



Small Bouquet4
\$15.00



Lady Fern

Unique Botanicals



[See All Listings](#) [New Listing](#) [Cart](#) [Contact](#)



Pre-made Bouquet [delete](#) [edit](#)

Small ▾

\$15.00

[Buy Now](#)

[Add To Cart](#)

Lorem ipsum dolor sit, amet consectetur adipisicing elit. Illum illo
cupiditate molestias atque consequuntur ea quo cumque, odit velit
sint similique? Asperiores ratione aperiam tempora, alias corrupti
deleniti quaerat molestiae.

You might also enjoy:



Large Bouquet
\$35.0



Small Bouquet
\$15.0



Large Testing
\$99.0



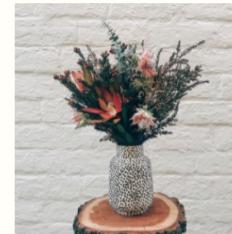
All Current Listings



Small Bouquet
\$15.00



Medium Bouquet
\$25.00



Large Bouquet
\$35.00



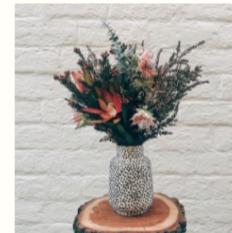
Medium Bouquet Testy
\$25.00



Large Bouquet
\$35.00



Large Testing
\$99.00



Medium Test!
\$60.00



Small Bouquet
\$15.00



Search Results:



Medium Test!
\$60.00



Large Testing
\$99.00

You might also enjoy:



No listing available!
\$0.00



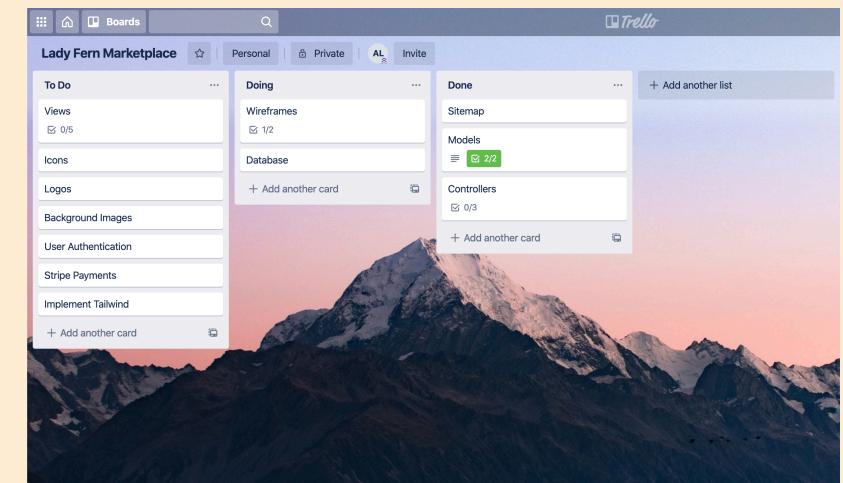
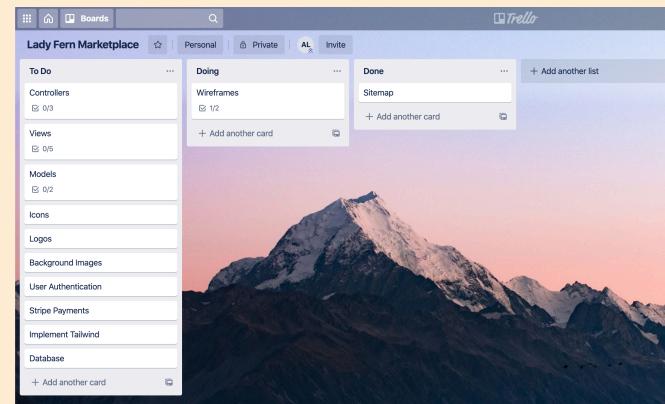
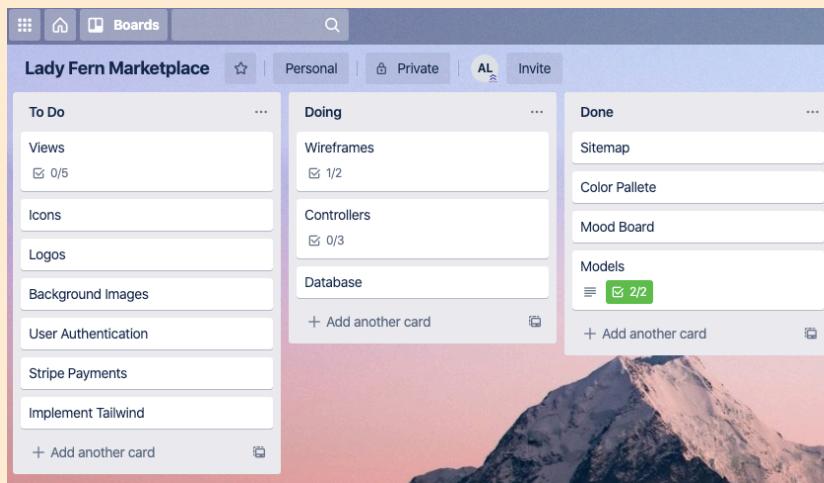
No listing available!
\$0.00



No listing available!
\$0.00

PROJECT TRACKING

- In order to track the progress of each task required to build the application, I made use of Trello.



THANK YOU