

# **STUNHAUL-An E-Commerce for Customized Gifts**

## **A PROJECT REPORT**

*Submitted by*

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**IN**

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## **BONAFIDE CERTIFICATE**

Certified that this project report “**STUNHAUL-AN-E-COMMERCE WEBSITE**” is the bonafide work of “**SHUBHAM, ARPIT VIJAY, PRIYANSHU KUMAR**” who carried out the project work under my/our supervision.

**SIGNATURE**

**SIGNATURE**

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Submitted for the project viva-voce examination held on

**INTERNAL EXAMINER**

**EXTERNAL EXAMINER**

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## **ABSTRACT**

In this wonderful project, we are going to represent an amazing website which named is- (**“Stunhaul-An-E-commerce website for customizing gifts”**). Nowadays, there are lot of e-commerce website e.g. (**Amazon, Flipkart, Myntra**) which is in huge demand and it is obvious because you can buy any product from these websites and the product will be delivered in a timely manner.

But, do you ever think that if you want to gift a product that is memorable for lifetime to your loved one, your parents or anyone who is special for you...What will you gift them??

Our amazing website comes with the new idea as solution of this problem from our website you can buy a product e.g. (different types of customized cup, photo frame, photo wooden clock, pillow) and more than 500 different products which you can customized according to you and these product are not easily available in your nearby gifts shops still we know that many of cities in India have minimum 8-10 gifts shops and if you want ,then you have to go outside from your city this will be the fully wastage of your time as well as money.

So, your precious time is very important for us. Now, you no need to go outside just go on our website and choose the product you want and it will be delivered at your home in timely manner, because we assure to our customers for quality of product, value for money and home-step delivery.

**Keywords---Customization, E-commerce, Management, Products, Online trust, Information-System Success.**

# **CHAPTER-1**

## **INTRODUCTION**

### **1.1. Identification of Client /Need / Relevant Contemporary issue:**

- The issue at hand for the e-commerce gifting website providing customized gifts is the need to improve customer satisfaction and retention by providing a seamless and personalized shopping experience. The website needs to ensure that customers can easily navigate the site, find what they are looking for, and receive their customized gifts in a timely manner.
- To justify the existence of this issue, we can refer to statistics and reports that highlight the importance of customer satisfaction and retention in e-commerce. According to a report by Shopify, acquiring a new customer can cost five times more than retaining an existing one. Furthermore, increasing customer retention rates by just 5% can increase profits by 25% to 95%.
- The gifting industry has experienced significant growth in recent years, driven by various factors such as increased consumer spending, changing consumer behavior, and the rise of e-commerce. According to a report by Grand View Research, the global gifting market size was valued at USD 77.7 billion in 2019 and is expected to grow at a CAGR of 10.7% from 2020 to 2027.
- The report attributes this growth to the increasing consumer preference for personalized and unique gifts, coupled with the rise of e-commerce platforms that offer a convenient and diverse range of gifting options. The importance of customer experience is supported by statistics and surveys, while the relevance of the issue is documented in reports from agencies highlighting the importance of personalization in driving e-commerce growth.

### **1.2. Identification of Problem:**

- It was on Mother's Day last year I decided to make it memorable for my mother by gifting her something new that she can remember for a long time. But I don't want to gift my mother something very usual, I want to gift her something special which is full of good memories. So, I try find a gift like that but I was unable to find it.
- Because she is everything for me and from childhood till now, she gifted her all happiness to me without asking anything. So, I wanted to gifted her something new that is memorable for her for a long period of time. It was a huge problem for me at that time to find something special for her.
- After that day, I thought about an idea which came to my mind that not only provides a way to express our feelings, but also share our precious moments with our loved ones. And "Stunhaul" was the end result of that idea.

### **1.3. Identification of Tasks:**

#### **I. Introduction**

- Background and context of the project.
- Objectives of the project.
- Scope of the project.

#### **II. Identification of Client Needs**

- Analysis of client requirements.
- Market research to identify customer needs.
- Identification of gaps in existing solutions.

#### **III. Solution Building**

- Design and development of the website
- Implementation of features and functionalities
- Integration with third-party services
- Testing and refinement of the website

#### **IV. Testing and Quality Assurance**

- Identification of bugs and errors
- Performance testing of the website
- Security testing and data protection measures
- User acceptance testing

#### **V. Launch and Deployment**

- Implementation of marketing strategies
- Launch and promotion of the website
- Maintenance and updates

#### **VI. Conclusion**

- Summary of the project
- Evaluation of the project's success
- Future recommendations for improvement

Each of the above tasks can be broken down into further subtasks and assigned to relevant team members or departments. For example, the task of design and development of the website can be divided into subtasks such as UI/UX design, front-end development, back-end development, and database management. Similarly, the task of testing and quality assurance can be divided into subtasks such as manual testing, automated testing, and security testing. The project manager can use a project management tool to assign and track the progress of each task and subtask.



## 1.4. Timeline:

### E-commerce Gifting website

stunhaul.com

Stunhaul Private limited



Figure 1.1 Timeline of the Project

## 1.5. Organization of the Report:

In the project report, we have started with the Introduction of this project, identification of task, identification of problem, timeline in Chapter -1. Then we have to move on Chapter-2(Literature review) which have different subtask such as Existing problem, bibliometric analysis, review summary and problem definition. After completion of chapter -2 we have to move forward on Chapter-3(Design flow/process) with some topics such as Design constraints, analysis of feature, design flow, design selection, implementation of plan and methodology. After this we have also complete Chapter-4(Result analysis and validation) & Chapter-5(Conclusion and Future Work).

## **CHAPTER 2**

### **LITERATURE REVIEW/BACKGROUND STUDY**

Dezhi, et al. (2003) explains personalization as a novel strategy for creating information systems that can adjust to the particular preferences and requirements of each user. Personalization is a feature that is frequently seen in commercial software packages, although it is just recently starting to be used in internet commerce. The article provides an algorithm for categorizing websites into high, medium, and low customization support as well as a framework for organizing the many sorts of personalization attempts made on websites. Well-known websites like Amazon.com fall within this group. The article explains why certain websites have high or low levels of personalization, based on their organizational goals and product mix, and how this may affect a website's intended aims, such as sales, customer support, and information sharing. The article concludes with future research that needs to be done to support theories on how personalization impacts a website's success.

Hannak et al. (2014) explains how customization is common on e-commerce sites like Netflix, Amazon, and Yelp, and how it can be advantageous for users or be used to manipulate prices and items. However, it is challenging to address the issue given the absence of methods and instruments to identify such behavior. Three solutions to this problem are presented in the study. First, it creates a mechanism for precisely evaluating pricing discrimination and steering on e-commerce platforms. Second, it finds evidence of personalization on nine out of 16 well-known e-commerce sites using real-world user accounts and cookies to detect these practices. Finally, the research explores how user behaviors affect personalization by simulating various features with phone accounts. Overall, on a range of leading e-commerce sites, the investigation discovers several examples of discrimination and price guiding.

H. Joseph et al. (2001) describes how businesses are experimenting with new ways of doing business as a result of the rise of the internet. Successful web marketing can give organizations a competitive advantage. This article not only presents 12 e-commerce models that can help businesses succeed online, but it also discusses two approaches for developing e-commerce websites.

Mamonov et al. (2017) explores that the social commerce innovations that have been implemented within social networking sites, particularly the introduction of a gift-giving service within Facebook, have an influence. The study looks at the linkages between beliefs and the intention to utilize the service in a larger nomological network as well as the factor structure of salient user beliefs influencing usage intention. Instead of taking constructs from pre-existing models, the authors elicited salient beliefs and then proceeded with multiple rounds of refinement to produce a viable model. The study discovered conflicting impacts between low perceived value and privacy concerns on the one hand, and perceived social benefit and convenience of the service on the other. A noteworthy finding is the possible tension between the effort required to obtain a present and the widespread belief that technology might reduce the effort needed. According to the study, social norms connected with traditional gift exchanges are broken by technology-mediated gift services in the context of social networking sites, which poses a twin problem for social commerce projects. New services in this field must take advantage of social norms as well as technological capabilities in order to succeed.

Abbattista et al. (2002) explain that The COGITO project intends to produce cutting-edge software elements to assist e-commerce businesses in building and maintaining individualized and proactive websites. The initiative relies on personalized, intelligent bots that act as virtual assistants or advisors. These representatives on the internet serve as models for the agents' customer service skills. A profile extractor, a machine learning-based personalization component that learns about the preferences, requirements, and interests of consumers visiting an e-commerce site, is a part of the project. In order for businesses to succeed in today's cutthroat markets, personalization is crucial, and COGITO's one-to-one marketing paradigm may assist firms in achieving this.

Zhu et al. (2004) describes Promo Pad, an in-store e-commerce system that leverages dynamic contextualization, a novel idea in context-aware computing, to give customers personalized advertising and shopping assistance. Through the use of see-through vision with augmentations, this system uses augmented reality technology on a portable Tablet PC to dynamically change the contextual surroundings of products on store shelves. This real-time context alteration goes beyond conventional context-aware computing and involves context change. The technological requirements needed to implement dynamic contextualization utilizing augmented reality technology are described in detail in the paper. Promo Pad is intended to be a user-friendly shopping assistant that is practical in a public setting, such a mall or grocery store, and straightforward to use.

Schubert et al. (2004) discusses the value of customization in e-commerce systems and the difficulties small and medium-sized businesses (SMEs) now face in integrating customization features. Personalization is available in some e-commerce software solutions, although they can be expensive and time-consuming for SMEs. The article describes the findings of a survey of Swiss businesses that was used to conduct an empirical study, which showed that SMEs are still cautious to employ customization in their e-commerce apps. The report also emphasizes how difficult it is to create standardized personalization tools because different organizations have distinct organizational and technological setups. Overall, the article highlights the demand for SMEs in the e-commerce sector for more readily available and reasonably priced customization solutions.

Dhingra et al. (2008) study, the effects of consumer happiness and purchase intent in e-commerce websites on the quality of online services. Based on a survey of the literature, the researchers identified five aspects of e-service quality: website design, dependability, responsiveness, trust, and personalization. To test the validity and reliability of the questionnaire, they polled 278 regular visitors of three well-known websites. They confirmed the relationships between the dimensions using a structural equation model, and they discovered that the only aspect of e-service quality that has a substantial impact on overall service quality is trust. Additionally, the study discovered a statistically significant link between customer satisfaction and purchase intent as well as between total e-service quality and customer satisfaction.

Aberdeen Group et al. (2001) describes the customized communications, Customized communications have the potential to reduce information overload and facilitate consumer decisions, and the highly relevant products that arise from customization can serve as the foundation of long-term customer relationships. Considering such potential benefits, few models exist. Exist in the marketing literature to take advantage on the Internet's special ability to build communications or marketing programmers at the consumer level. We create a statistical and efficiency approach for customizing content on the Internet. We estimate the model and optimize the style and content of such communications for each individual using traffic data from users at one of the top ten most tracked websites. Our concept is used in the context of permission-based email marketing, where the goal is to customize the design.

Gremler et al. (1995) given brief explanation about e-loyalty. To gain an awareness of the causes of e-loyalty, we initially surveyed forty-two people: fifteen online shoppers, fifteen e-commerce executives, and twelve expert e-commerce website designers. Six common questions about internet shopping behavior were asked of each participant. Depending on the responses, more inquiries were asked. The majority of interviews lasted between 90 minutes and two hours. We identified eight e-business elements that appeared to influence e-loyalty based on these in-depth interviews: (1) customization, (2) contact interaction, (3) cultivation, (4) care, (5) community, (6) choice, (7) convenience, and (8) character. For the sake of convenience, we will refer to these elements as the 8Cs.

Arazy et al. (2010) explains the importance of Recommendation system. Recommendation systems (RS) are commonly used in many websites, including online retailing, Internet ads, mobile device applications, social networks, and other key sectors involving personal transactions and interactions. Amazon ([www.amazon.com](http://www.amazon.com)) is a well-known e-tailer that successfully employs numerous types of RS. When a customer explores or purchases an item on Amazon, the website suggests comparable items. Furthermore, the website provides additional recommendations in the "customer who bought this item also bought" section. These latter recommendations are based on transactional data from other users.

A.B. Whinston et al. (1999) discusses a number of significant research challenges in human-computer interaction in the context of e-commerce. It shows some of the difficulties that users have when exploring Web sites and conducting information searches, and it offers many areas of research to promote ease of navigation and search. It also explores the significance of trust in the online environment, detailing some of the reasons for and effects of trust, and providing suggestions for implementing trust into Web site design. The topics covered in this article fall into three main categories of human-computer interaction: Web usability, interface design, and trust, and are meant to highlight promising areas for future research in e-commerce.

Sivaji et al. (2011) describes the importance of trust in e-commerce sites. The perceived trust of customers in an e-commerce website is vital for the success of online business. Effective web interface design boosts clients' perceived trust. Given the numerous related usability concerns when executing operations on a website, it is critical for tech entrepreneurs starting an online business to understand the issues related to e-commerce website usability problems and the techniques used for identifying these issues. In this study, the usability of an online gift shop was evaluated with a group of potential customers aged 18 to 22. Feedback Capture after Task (FCAT), (RTA), Retrospective Think Aloud with Eye Movement (RTE), and observation were the four evaluation methods used. According to the findings of this study, the key flaws discovered were language and content, user advice and support, and flexibility.

Anderson et al. (1988) describes to develop a model that explains consumers' perceptions of personalization in e-commerce. According to the outcomes of this study, two factors influence user attitudes towards an e-commerce website with customization options: perceived participation and perceived firm response. It was proposed that customer attitude influences consumers' willingness to explore a long-term engagement with an e-commerce company. In this model, two consumer characteristics—customer expertise and preference stability—were viewed as moderators of the relationships between consumers' perceptions of participation and the responsiveness of the organization, as well as consumer attitudes towards the customization programmed. The model was validated using structural equation modelling (SEM) in AMOS 14.0, and the proposed relationships were confirmed. Preference stability was found to have a considerable moderating influence.

Baty et al. (1995) describes electronic commerce, electronic hierarchies, electronic markets. Electronic commerce is the communication of business information, the maintenance of commercial connections, and the conduct of business transactions via telecommunications networks. Traditional E-commerce has been shifting to the Internet, utilizing information technology centered on electronic data interchange (EDI) across proprietary value-added networks. The World Wide Web of the Internet has become the primary driver for current E-commerce. This study proposes a hierarchical framework for the creation and analysis of E-commerce, ranging from wide-area telecommunications infrastructure through electronic markets and electronic hierarchies enabled by E-commerce. Several nodal challenges that will characterize future E-commerce development are highlighted, including integrating electronic payment into the purchasing process, developing a consumer marketplace, electronic company governance, and new intermediation.

Tangchaiburana et al. (2001) mass customization is one of the best concepts in e-commerce field. Mass customization is basically the process of deliver products and services that are modified according to customer requirement which satisfy their need. Mass Customization is a marketing strategy and technique that combines the customer requirement and flexibility of customer-made-products with low cost related to market price. There are many types of mass customization: adaptive customization, cosmetic customization, collaborative customization and transparent customization.

Mass customization is allowed to customer to get their made-to-order features which is quite flexible for those customers which are interested in those products which are quite different from others and which have price similar to mass-production products.

Jihyun Lee, et al. (2012) describes the basic purpose of this study is to purpose a model that explains the consumer's thinking of customization process in e-commerce. This article reflects two determinants of consumer attitude toward the e-commerce website with better customization options: more participation and company should be responsiveness. Consumer attitude was direct to influence consumers' need to consider a long-term relationship with an e-commerce site or company. In this article basically, two major consumer characteristics—consumer expertise and preference stability—were considered as moderators of the relations between consumers' perception of participation and company's responsiveness and consumer attitude toward the customization program.

## **2.1. Timeline of reported Problem:**

### **2.1.1. Research and Planning Phase (2-3 weeks):**

- Conduct market research to identify existing solution of our project.
- Identify potential user needs and requirements for this customizing gift.
- Define project goals and objectives.
- Determine project scope and budget.
- Create a project plan and timeline.

### **2.1.2. Design and Development Phase (4-6 weeks):**

- Develop system design and architecture related to our website.
- Select hardware and software requirements.
- Developed data collection and analysis methods.
- Integrate hardware and software requirements.
- Test basic functionality of our websites using different software testing methods like: Dynamic Testing, Black-Box Testing and White-Box Testing etc.

### **2.1.3. Implementation Phase (2-4 weeks):**

- Deploy our website by which every user has access it.
- Check the performance of our website and troubleshoot if any.

### **2.1.4. Data Collection and Analysis Phase (6-12 weeks):**

- Collect data of interested users for customized gifts.
- Analyze data to identify and need of this website to interested users which have willing to buy only special gifts.

### **2.1.5. Reporting and Recommendations Phase (2-3 months):**

- Create a final report summarizing the project's purpose, methods, and findings
- Develop recommendations for this particular website.
- For more utilization of this website, we have also promotion through different sources like: WhatsApp, Instagram and Facebook etc.

## **2.2. Existing Solutions:**

With many competitors offering their services online, the market for customized gift e-commerce websites is extremely competitive. Among the well-liked current remedies are:

[A] CustomLanyard.net is one of the leading manufacturers for sumptuous looking affordable customized wristbands which have widespread services. CustomLanyard.net holds rank 31 in the list of prestigious elite INC 500 companies. This SSL certified website keeps all the user information safe and secure so the customer does not have to stress upon these issues while shopping with us. Even after being in this business from more than a decade, they get to learn and improve every day from the demands of our dear customers.

[B] Vistaprint, a compress company, helps small business owners create expertly designed, up-to-date custom marketing – the assortment of products they need to look and feel professional, prepared and plugged in. They make Custom Table Runners Give Your Event Setup a Streamlined, Attention-Grabbing Look. Our Personalized Table Runners Make Your Booth Stand Out and Organize Your Display. Types: 3-sided, 4-sided, Polyester, Dye Sublimation Printing, 4' Long, 6' Long, 8' Logit's true that they're best known for our business cards – and they've printed billions of them since Robert Keane founded Vistaprint in 1995.

Easy experience They help small business owners quickly and effectively create the products they need to get the job done – with tips, inspiration and experts readily available. So, if you open your order and you're not happy, they'll reprint or give you an account credit.

### ➤ **Zazzle:**

Zazzle is a popular e-commerce website that offers a wide range of customizable products, including clothing, home decor, accessories, and more. Customers can personalize their products with their own designs or choose from the pre-designed templates available on the website.

### ➤ **Shutterfly:**

Shutterfly is a popular e-commerce website that specializes in personalized photo gifts. Customers can upload their photos and create personalized products such as photo books, calendars, and home decor items.

### ➤ **Cafe Press:**

Cafe Press is an e-commerce website that offers a wide range of customizable products, including clothing, accessories, home decor, and more. Customers can create their own designs or choose from the pre-designed templates available on the website.

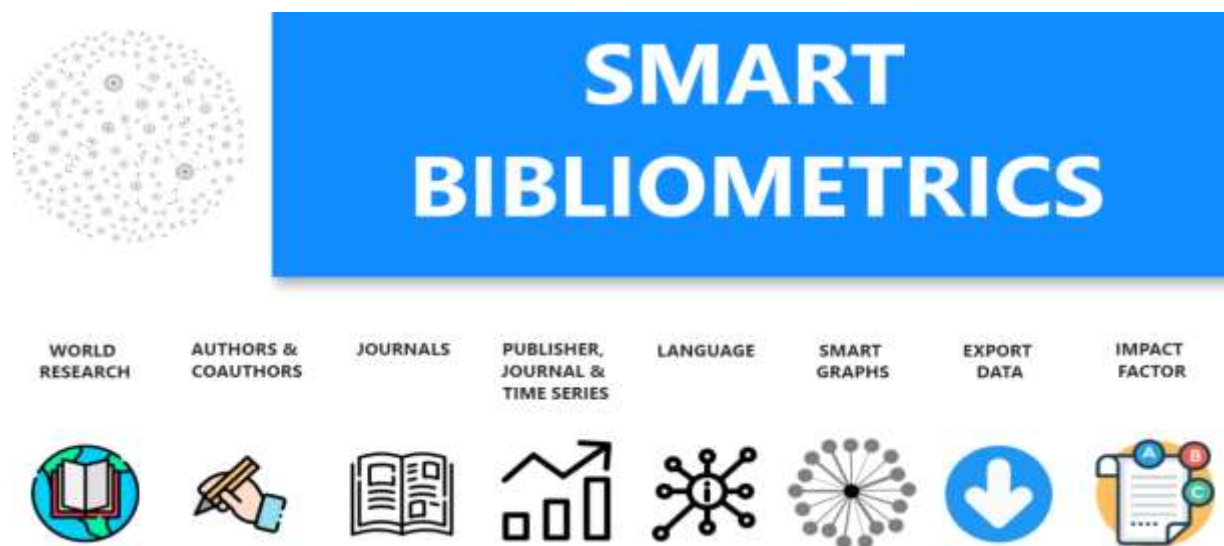
### ➤ **Presto Gifts:**

Presto Gifts is an e-commerce website which is mainly designed for customized products only. On this website you found a lot of different varieties like: anniversary, personalized, corporate gifts, occasions and many more.

## 2.3. Bibliometric Analysis:

We have done bibliometric analysis with the help of R language using R studio. We made some interesting analysis in this research, slowly we going to explain each and every step in the upcoming slides.

Bibliometric analysis is a type of research method that analyses publications such as academic journal articles, conference proceedings, and books using statistical and computational techniques. This type of analysis can be used to gather perspective into publication, citation, and collaboration patterns among authors or research groups in a specific field. For the purpose of conducting a literature review, bibliometric analysis can assist researchers in identifying key trends, research gaps, and influential publications or authors in a given research area. This can be done through looking at the number of publications, the frequency of citations, the co-authorship networks, and the keywords used in publication titles and abstracts.



*Figure 2.1*

### 2.3.1. Exported Data:

The following extended data contain information regarding authors, publication years. Exported data in bibliometric analysis often refers to the data that is taken from a bibliographic database and used for additional analysis. The numerous bibliographic data points that can be included in this information are author names, publication titles, publishing years, journal names, volume and issue numbers, page numbers, and citations received.



## Exported data

DOI	AU	DE	ID	C1	AB	PA
10.1109/ITNG.2013.129	GOH KN;CHEN YY;LAI FW;DAUD SC;SIVAJI A;SOO ST	EVALUATION METHOD; RETROSPECTIVE THINK ALOUD; OBSERVATION; USABILITY; TESTING; EYE TRACKING	WEB	GOH, KN (CORRESPONDING AUTHOR), UNIV TEKNOLOGI PETRONAS, DEPT COMP & INFORMAT SCI, TRONOH 31750, PERAK, MALAYSIA.; GOH, K. N.; CHEN, Y. Y.; DAUD, S. C.,	CUSTOMER'S PERCEIVED TRUST TOWARDS AN E-COMMERCE WEBSITE IS CRUCIAL FOR THE SUCCESS OF ONLINE BUSINESS. EFFECTIVE DESIGN OF WEB INTERFACES INCREASES P	10662 LOS VAQUEROS CIRCLE, PO BOX 3014, LOS ALAMITOS, CA 90720-1264 USA
NA	GOH KN;CHEN YY;DAUD SC;SIVAJI A;SOO ST	EVALUATION METHOD; FEEDBACK CAPTURE AFTER TASK; KANSEI ENGINEERING;; KANSEI CONCEPTS; KANSEI WORDS	USABILITY EVALUATION; WEB	GOH, KN (CORRESPONDING AUTHOR), UNIV TEKNOLOGI PETRONAS, COMP & INFORMAT SCI DEPT, TRONOH 31750, PERAK, MALAYSIA.; GOH, KIM NEE; CHEN, YOKE YIE; DAUD, S	USABILITY HAS PLAYED A BIG ROLE IN REFINING THE DESIGN OF A WEBSITE. EFFECTIVE DESIGN OF E-COMMERCE WEB INTERFACES POTENTIALLY INCREASES PERCEIVED TRU	HEIDELBERGER PLATZ 3, D-14197 BERLIN, GERMANY
10.1108/01409171211256569	BRENGMAN M;KARIMOV FP	ELECTRONIC COMMERCE; CONSUMER BEHAVIOUR; TRUST; SOCIAL MEDIA; INTERNET;; INITIAL ONLINE TRUST; SOCIAL NETWORKS; CORPORATE BLOG; B2C E-COMMERCE	SOCIAL NETWORKS; ONLINE TRUST; RECOMMENDATION AGENTS; ELECTRONIC COMMERCE; INFORMATION; DESIGN; IMPACT; MODEL; MARKETPLACES; SATISFACTION	KARIMOV, FP (CORRESPONDING AUTHOR), WESTMINSTER INT UNIV TASHKENT, DEPT BUSINESS, TASHKENT, UZBEKISTAN.; BRENGMAN, MALAIKA, VRIJE UNIV BRUSSEL, DEPT B	PURPOSE - THE PURPOSE OF THIS PAPER IS TO TEST THE EFFECTIVENESS OF THE MERE INTEGRATION OF SOCIAL NETWORK APPLICATIONS TO PROVIDE A SIGNAL CONCERNING	HOWARD HOUSE, WAGON LANE, BINGLEY BD16 1WA, W YORKSHIRE, ENGLAND
NA	LV G;ZHI F;AO J;CHEN K	WEBSITE DESIGN; MARKETING STRATEGIES; TECHNICAL INNOVATION; U-DISK; WEBSITE; E-COMMERCE (EC)		LV, GUANGGE; ZHI, FENHE; AO, JINGHAI; CHEN, KE, BEIJING UNION UNIV, SCH APPL SCI & TECHNOL, BEIJING 100101, PEOPLES R CHINA.	BEIJING SHENGSHI HONG WEN COMPANY IS PROFESSIONALLY ENGAGED IN DESIGNING AND DISTRIBUTING VARIOUS KINDS OF GIFTS. TO MEET NEED OF DIFFERENT CUSTOMER G	ONE SAXON DR, ALFRED, NY 14802 USA
10.3390/ijerph17186711	CHEN Y;SUN S;ZHAO X;ZHOU J;WANG F	ELECTRONIC CIGARETTES; ONLINE MARKETING; CONTENT ANALYSIS	SMOKING URGE; ADVERTISEMENTS; PERCEPTIONS; INTENTIONS; EXPOSURE; YOUTH;; HARM; US	WANG, F (CORRESPONDING AUTHOR), EAST CHINA NORMAL UNIV, DEPT POLIT, SHANGHAI 200241, PEOPLES R CHINA.; CHEN, YIBEI, UNIV CALIF SANTA BARBARA, DEPT COM	BACKGROUND: ELECTRONIC CIGARETTES (E-CIGARETTES) HAVE BEEN INCREASINGLY ADVERTISED AND MARKETED IN CHINA IN RECENT YEARS. THIS STUDY EXAMINED THE PRAC	ST ALBAN-ANLAGE 68, CH-4052 BASEL, SWITZERLAND

Figure 2.2.1 Export Data

DOI	AU	DE	ID	C1	AB	PA
10.1016/j.drugpo.2013.01.006	GELATTI U;PEDRAZZANI R;MARCANTONI C;MASCARETTI C;FELIPPUCCI L;ZERBINI LDAL GRANO G;FERRETTI D	ONLINE PHARMACIES; CONSUMER SAFETY; E-COMMERCE; PRESCRIPTION DRUGS; PUBLIC HEALTH; INTERNET	SEROTONIN REUPTAKE INHIBITORS; ONLINE PHARMACIES; RISK	GELATTI, U (CORRESPONDING AUTHOR), UNIV BRESCIA, DEPT MED & SURG SPECIALTIES RADIOLOG SCI & PUBL HLT, VIALE EUROPA 11, I-25123 BRESCIA, ITALY; GELATTI	BACKGROUND: THE INCREASING PHENOMENON OF ONLINE PHARMACIES HAS POTENTIAL FOR SERIOUS PUBLIC HEALTH PROBLEMS. THIS STUDY AIMED TO EVALUATE THE POSSIBL	PO BOX 211, 1000 AE AMSTERDAM, NETHERLANDS
NA	SUGAWARA T;CYR B;RAMPAZZI S;GENNIN D;FUJIK			SUGAWARA, T (CORRESPONDING AUTHOR), UNIV ELECTROCOMMUN, CHOFU, TOKYO, JAPAN; SUGAWARA, TAKESHI, UNIV ELECTROCOMMUN, CHOFU, TOKYO, JAPAN; CYR, BENJAM	WE PROPOSE A NEW CLASS OF SIGNAL INJECTION ATTACKS ON MICROPHONES BY PHYSICALLY CONVERTING LIGHT TO SOUND. WE SHOW HOW AN ATTACKER CAN INJECT ARBITRAR	SUITE 215, 2880 NINTH ST, BERKELEY, CA 94710 USA
10.1287/mnsc.2015.2301	BAPNA, R;RAMAPRASAD J;SHMUELI G;UMYAROV A	ONLINE DATING; ANONYMITY; WEAK SIGNALING; RANDOMIZED TRIAL; FIELD EXPERIMENT	COMMUNICATION; MARRIAGE; PATTERNS; INTERNET	BAPNA, R (CORRESPONDING AUTHOR), UNIV MINNESOTA, CARLSON SCH MANAGEMENT, MINNEAPOLIS, MN 55455 USA.; BAPNA, RAVI; UMYAROV, AKHMED, UNIV MINNESOTA, CAR	THE GROWING POPULARITY OF ONLINE DATING WEBSITES IS ALTERING ONE OF THE MOST FUNDAMENTAL HUMAN ACTIVITIES: FINDING A DATE OR A MARRIAGE PARTNER. ONLIN	5521 RESEARCH PARK DR, SUITE 200, CATONSVILLE, MD 21228 USA

Figure 2.2.2 Export Data

### 2.3.2. Main Information:

The following table shows the complete details about our project. It will contain main information regarding our project, for example timespan, sources, annual growth rate, References etc.



Figure 2.3 Main Information

### 2.3.3. Annual Scientific production:

This could involve research on customer satisfaction, marketing, logistics and supply chain management, and other pertinent subjects. Pertinent subjects mean online marketing, customer service, website design and development, payment process and logistics etc. There may also be market studies or reports that offer information on developments and trends in the e-commerce gift market.

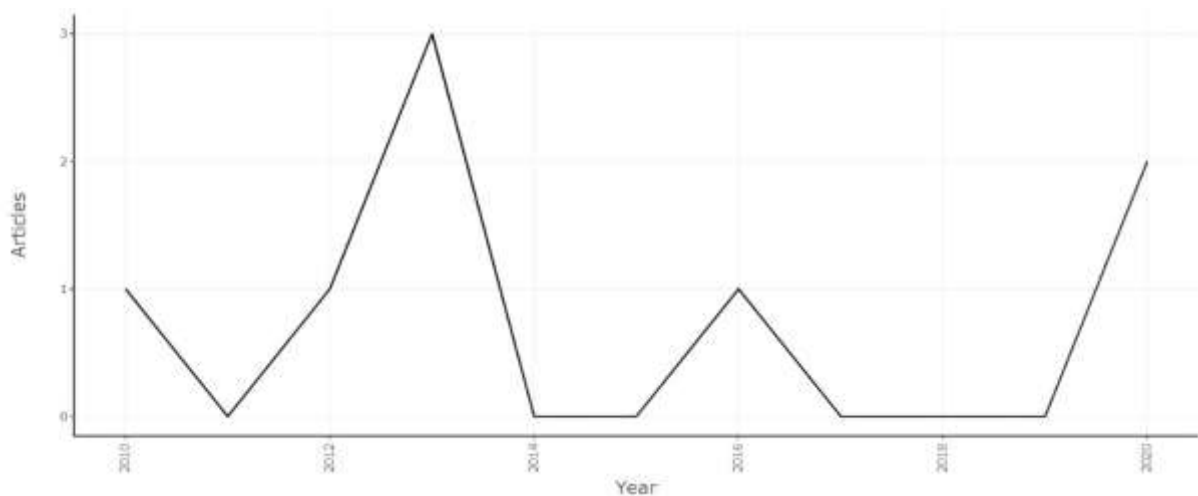


Figure 2.4 Annual Scientific Problem

### 2.3.4 Average Citations per year:

The average number of visits or pageviews received by e-commerce websites per year. The average number of citations per year for an e-commerce website can vary greatly depending on a variety of factors, including the website's size and popularity, the industry in which it operates, and the quality and relevance of its content.

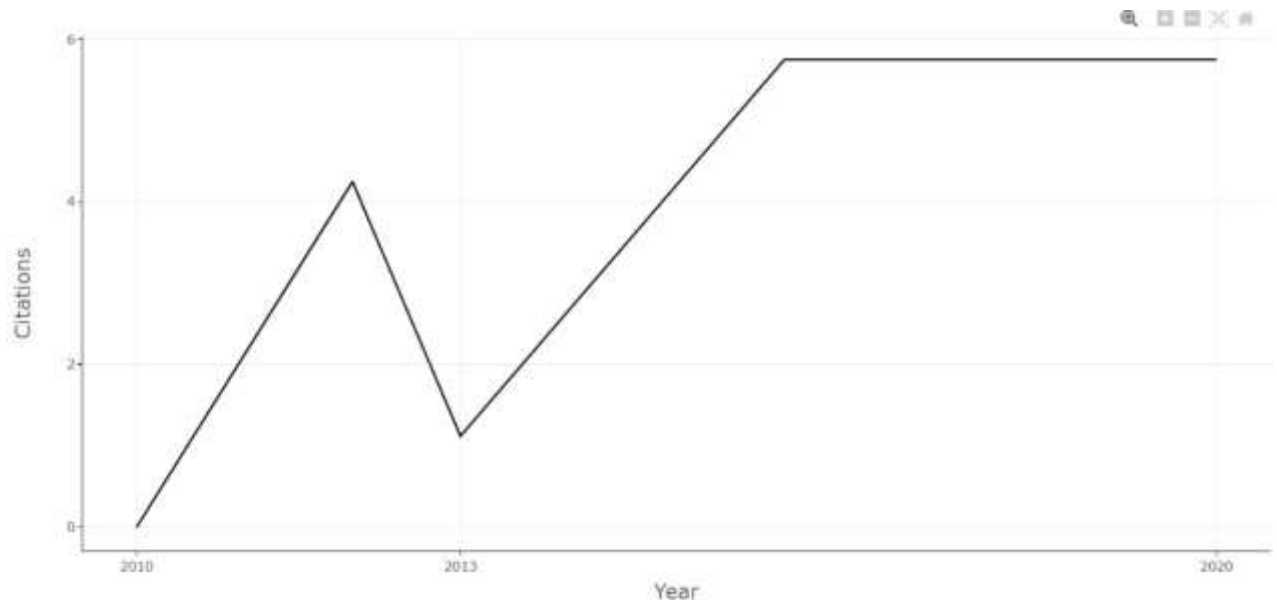


Figure 2.5 Average Citation per year

### 2.3.5. Most Relevant Sources:

The following graph contains the information about relevant resources for e-commerce websites. The following sources are:



Figure 2.6 Most Relevant Sources

### 2.3.6. Bradford's law:

Bradford's Law is a bibliometric law that describes the distribution of journal articles in a field. The core sources in the context of e-commerce are the most influential and accurate sources that cover a wide range of e-commerce-related topics.

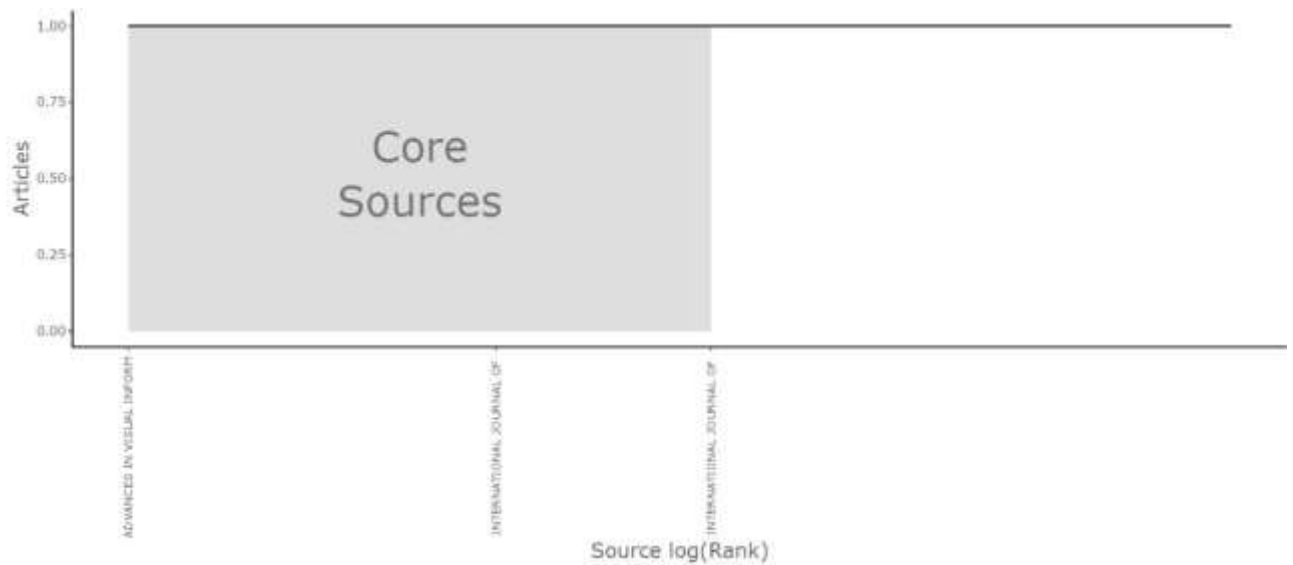


Figure 2.7 Bradford's Law

### 2.3.7. Most Relevant Author's:

The following tables describes the information about the most relevant authors. There are many authors in the field of e-commerce but we take some of the best authors to do best product.

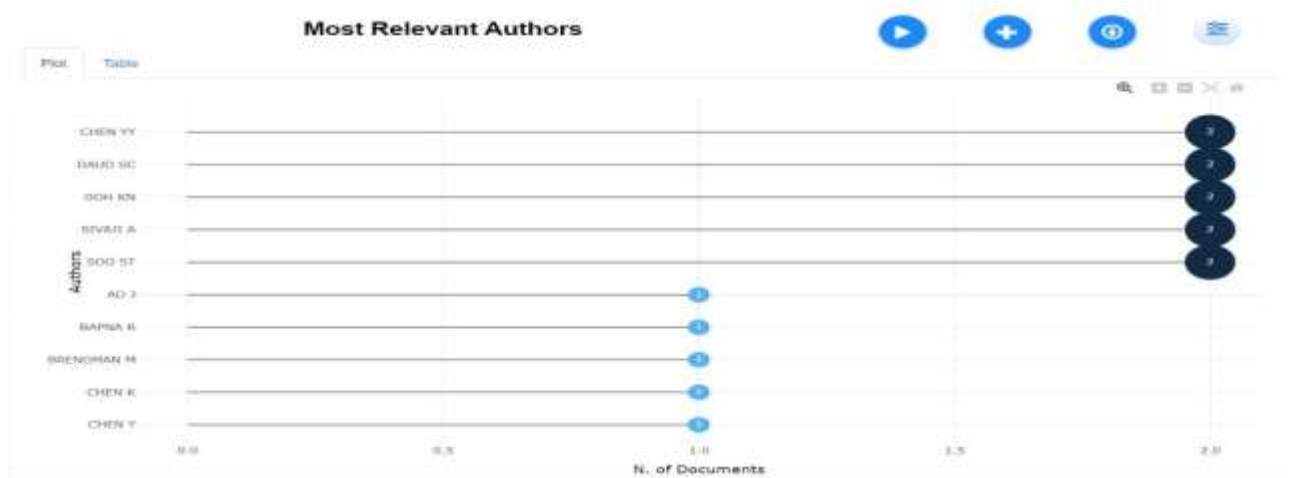


Figure 2.8 Most Relevant Author's

### 2.3.8. Most Global Cited Documents:

Academic papers published in highly regarded journals or conference proceedings are likely to be the most widely cited documents in e-commerce. The following are some of the most cited papers in the field of e-commerce:

Paper	DOI	Total Citations	TC per Year	Normalized TC
BRENGMAN M, 2012, MANAG RES REV	10.1108/01409171211256560	51	4.25	1.00
BAPNA R, 2016, MANAGE SCI	10.1287/mnsc.2015.2301	46	5.75	1.00
SUGAWARA T, 2020, PROCEEDINGS OF THE 29TH USENIX SECURITY SYMPOSIUM	NA	44	11.00	1.91
GELATTI U, 2013, INT J DRUG POLICY	10.1016/j.drugpo.2013.01.006	19	1.73	1.54
GOH KN, 2013, PROCEEDINGS OF THE 2013 10TH INTERNATIONAL CONFERENCE ON INFORMATION TECHNOLOGY: NEW GENERATIONS	10.1109/ITNG.2013.129	13	1.18	1.05
GOH KN, 2013, ADVANCES IN VISUAL INFORMATICS	NA	5	0.45	0.41
CHEN Y, 2020, INT J ENVIRON RES PUBLIC HEALTH	10.3390/ijerph17186711	2	0.50	0.09
LV G, 2010, NINTH WUHAN INTERNATIONAL CONFERENCE ON E-BUSINESS, VOLS I-III	NA	0	0.00	

*Figure 2.9 Most Global Cited Document*

### 2.3.9. Most Cited Local Documents:

The following tables describes about the most local cited documents related to our project:

Most Local Cited Documents							
Plot	Table						
Show 10 rows	Copy	CSV	Excel	PDF	Print	Search:	
Document	DOI	Year	Local Citations	Global Citations	LC/GC Ratio (%)	Normalized Local Citations	Normalized Global Citations
LV G, 2010, NINTH WUHAN INTERNATIONAL CONFERENCE ON E-BUSINESS, VOLS I-III		2010	0	0			
BRENGMAN M, 2012, MANAG RES REV	10.1108/01409171211256560	2012	0	51	0.00		1.00
GOH KN, 2013, PROCEEDINGS OF THE 2013 10TH INTERNATIONAL CONFERENCE ON INFORMATION TECHNOLOGY: NEW GENERATIONS	10.1109/ITNG.2013.129	2013	0	13	0.00		1.05
GOH KN, 2013, ADVANCES IN VISUAL INFORMATICS		2013	0	5	0.00		0.41
GELATTI U, 2013, INT J DRUG POLICY	10.1016/j.drugpo.2013.01.006	2013	0	19	0.00		1.54
BAPNA R, 2016, MANAGE SCI	10.1287/mnsc.2015.2301	2016	0	46	0.00		1.00
CHEN Y, 2020, INT J ENVIRON RES PUBLIC HEALTH	10.3390/ijerph17186711	2020	0	2	0.00		0.09
SUGAWARA T, 2020, PROCEEDINGS OF THE 29TH USENIX SECURITY SYMPOSIUM		2020	0	44	0.00		1.91

*Figure 2.10 Most Local Cited Document*

### 2.3.10. Most Frequent Words:

The following tables show the information about most frequent words. Which means the words which we use commonly or mostly in our website. for that first we have analyzed to analyze a large number of websites. Some examples are buy, product, online cart, Discount , price , internet etc. Like this we may found many frequent words.

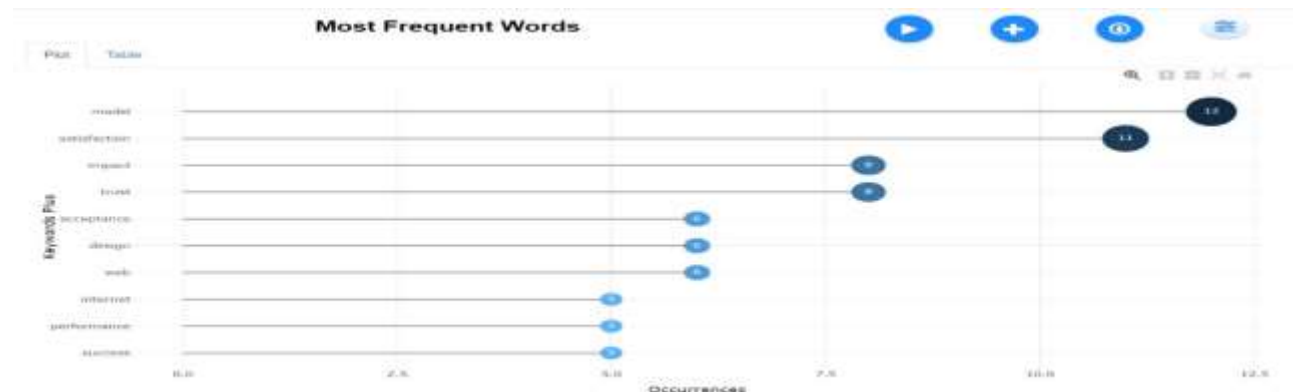


Figure 2.11 Most Frequent Words

### 2.3.11. Word-cloud:

A word cloud is a graphical representation of the most having similar words or phrases in a given text. By analyzing the word cloud, e-commerce businesses can gain ideas into the most common themes, product features, or customer feedback related to their products or services. Word clouds can help e-commerce businesses gain insights into their products, customers, and marketing strategies, as well as identify areas for improvement.



Figure 2.12 Word Cloud



### 2.3.12. Tree Map:

A tree map is a visual representation of hierarchical data that is commonly used in e-commerce websites to display and organize data. A tree map can be used in an e-commerce context to visually represent the product categories and subcategories that are available on the website. This type of visualization can be useful for assisting users in quickly navigating and exploring the various products available on the website. Users can easily see which categories have the most products and can drill down into specific subcategories to find exactly what they're looking for. A tree map is a powerful tool for visually organizing and presenting complex data, and it can be a valuable addition to any e-commerce website.

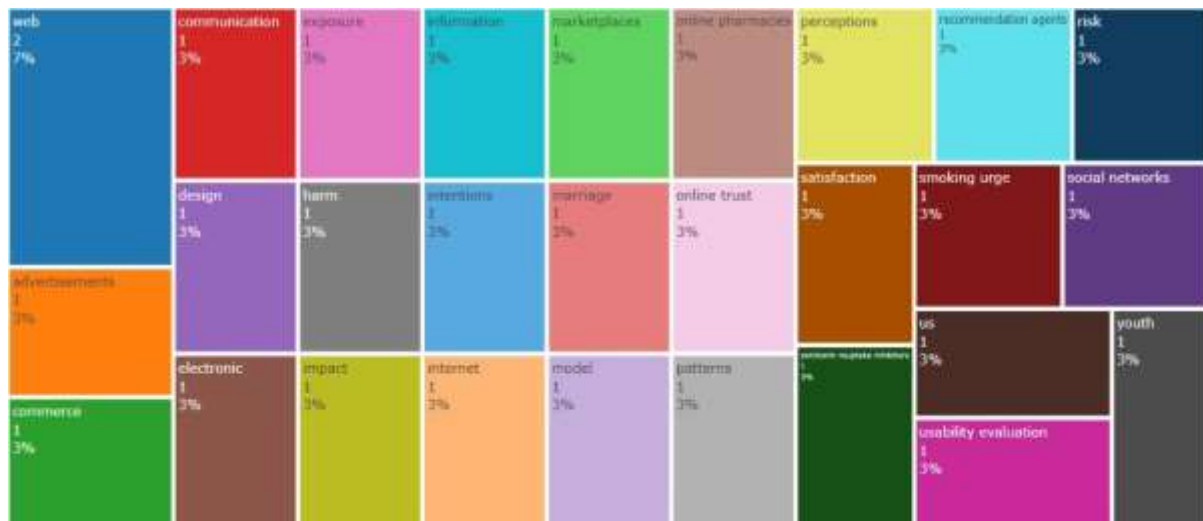


Figure 2.13 Tree Map

### 2.3.13. Countries' Collaboration World Map:

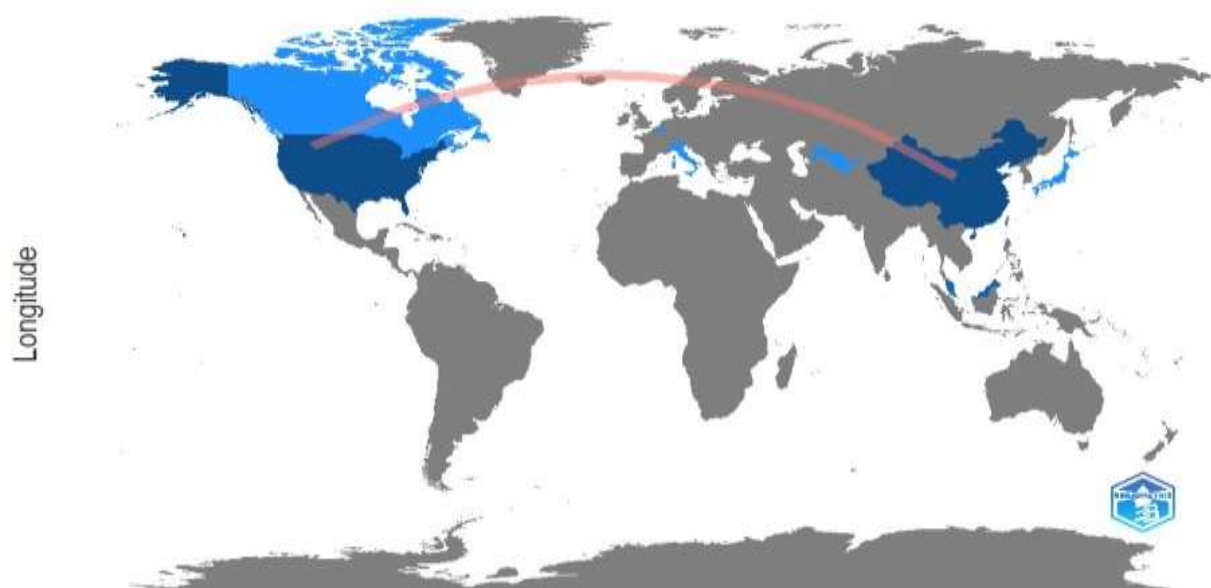


Figure 2.14 Countries Collaboration World Map

## **2.4. Review Summary:**

After analysis of many research paper related to e-commerce website for customizing gifts which is mentioned above there is a clear conclusion which we have to focus on major points:

1. Issues Regarding Online Shopping: As we know that there are many issues like ethical and research issue through which customer not get the product that he expected from that website.

2. Mass Customization: It is also a new concept which we have to follow it during e-commerce because through this concept customer get his product according to his requirement means he modified(customized) as per his own choice. It is basically having four types: adaptive customization, cosmetic customization, collaborative customization and transparent customization.

3. Recommender System: This is an amazing system which is used by many largest e-commerce websites by scaling their business on high level by keeping their mind to fulfill the customer need as provide the variety of products for that the customer looking for.

4. Key Factor: After the analysis of above article, we should try new thing from that the customer get attracted towards the e-commerce business. Companies should have to discuss on some key factor through which the customer get all products from one website only. Some Key factor like: mass customization, price, product quality, and delivery time.

## **2.5. Problem Definition:**

- The challenge at hand is creating an online store that focuses on providing consumers with personalized gifts. The main goal of this project is to build a platform that streamlines the ordering of personalized gifts, making it simpler and more practical for customers to buy one-of-a-kind presents for their family, friends, and loved ones.
- The custom gift market is currently very fragmented, with many small-scale players providing their services through neighborhood stores or internet marketplaces. However, these companies encounter a number of difficulties, including limited reach, a lack of an online presence, poor marketing tactics, and subpar supply chain management. Customers frequently struggle to find the correct product, place orders, and track deliveries as a result.
- By offering a user-friendly platform that enables customers to peruse and choose from a wide range of customizable products, including but not limited to personalized mugs, t-shirts, phone cases, photo frames, and more, the proposed e-commerce website seeks to address these issues. To ensure a hassle-free experience for customers, the website will also provide a seamless purchasing process, secure payment options, full customer support, and dependable delivery services.
- The website will need an effective and powerful e-commerce system that can manage a high volume of orders and transactions while offering a secure and dependable user experience in order to accomplish these goals. To draw and keep customers, the website must also be optimized for social media, search engines, and other marketing platforms.



- Overall, creating an e-commerce website for personalized gifts offers a significant chance to capitalize on a developing market and provide customers with a distinctive and personalized purchasing experience. The website must, however, overcome the difficulties faced by current competitors and offer a better product that satisfies the demands and expectations of its target market if it is to succeed.

## **2.6. Goals/Objective:**

The main objective of our website is to offer a broad selection of customizable goods while giving customers a seamless and personalized shopping experience. Some of the particular aims and purposes of our website are:

- To offer a user-friendly platform: Our website has easy-to-use interface that enables customers to quickly browse and choose from a large selection of customizable goods. To guarantee a seamless experience for customers, we also offer a simple ordering and payment process.
- A wide range of products that can be customized are available on the website, including but not restricted to mugs, t-shirts, phone cases, picture frames, and more. This will guarantee that customers have a wide range of choices and can find the ideal product for their requirements.
- High-quality customization options are offered: Customers have access to high-quality customization options on our website so they can add their own designs, pictures, and messages to their gifts. And customers will also be able to design a beautiful gift for their loved ones as a result.
- To guarantee safe and dependable payment and delivery: Our website offers safe and dependable payment options so that users can buy goods without having to worry. It also offers reliable delivery services to guarantee that goods are brought to clients on schedule and in very good condition.
- Website optimization for social media and search engines: Our website is optimized for social media and search engines to ensure that it gets a larger audience and draws in more customers. Effective search engine optimization (SEO) methods and social media marketing tactics helped us to achieve this.
- To offer top-notch customer service: Our website offers top-notch 24x7 customer service so that users can quickly get answers to their questions and worries. Customers will become more dependable and devoted as a result, which will motivate them to make additional purchases.
- Our e-commerce website for personalized gifts aim to offer customers a seamless and personalized purchasing experience while also providing a large selection of customizable products, safe and secure payment options, on time delivery services, and 24x7 customer service.

## **CHAPTER-3**

### **DESIGN FLOW/PROCESS**

#### **3.1 Evaluation and selection of specifications/features: -**

Our online shopping website which takes care of our valuable customers. So, we always try to give a simple and smooth experience to our customers on our website, so they can easily explore products and product details and after all researches they can purchase them with our smooth checkout process. We also provide return policy where customers can easily return the product if they don't like it or damaged product received or any other reason. We also have a customer supports. And many other features which are given below: -

- **Simple and attractive User Interface:**  
The design of e-commerce website should be simple and attractive so that users can easily interact with the website. Website need to provide some amazing features like: - attractive colors, favorable fonts type and size. Shopping Website required to show the uniqueness and ability to get attract the user.
- **Various Customization Option:**  
This website should allow the customers to choose their personalized gifts with different Colors, Styles, Messages, Photos etc. So, customers can get their products according to their choice. It means there is no option of comprising with their choice of selection with their gifts.
- **Easy payment and checkout:**  
Website ensures a secure payment gateway and a seamless checkout process for developing trust and better user experience.
- **Mobile responsiveness:**  
Website should be well optimized for various devices such as mobile, phones and tablets. So that user can freely to use it from any of his/her device anytime and from anywhere.
- **Product visualization:**  
This feature should be included in every e-commerce website that allow the customers to take a clear view of their selected customized gift or product which is either through images or 3D view of the product.
- **Social sharing:**  
This special feature should be given to customers by which they can share their experience and their selected customized gifts or product on any social media platform to promote e-commerce website and also increase customer gathering.

- **Customer reviews and ratings/Feedback:**

Website should also provide the feature of reviews and rating(feedback) for the customers so they can easily share their reviews on purchased products, which will help in build trust and help other customers to purchase accordingly and is if any correction found so we can make more good stuffs.

- **Gift wrapping and delivery:**

Website should have the beautiful and different wrapping options to the customers and deliver them safely to make gift giving experience much easy for our valued customers.

- **24x7 Customer support:**

Website need to add on this feature for more better experience that provide 24x7 costumer supports where users can easily interact with online assistant and share their problems and share their overall experience to it and they will provide the solution in form of multiple options and if customer is not satisfied then he/she can raise his/her issue over there.

### **3.2. Design Constraints: -**

Designing a website involves in many stages but we have to make the product as user friendly which attracts the user most which cause the expanding of our product. So, designing a e-commerce website it requires some limitations and precautions to maintain website sustainable and user-friendly website. For this we have some key points to maintain the product user friendly. Here we are going to mention some points which makes our website more user friendly.

- **User interface:** While designing a product first thing designer has to focus more on user interface because this is section where user will interact with software. It is important to meet user expectations so customer engagement will be more. So, the product must be user friendly so user can navigate easily. The interface allows the user to search the products for customized gifts in easy manner which user is looking for? So, customer can find the products easily.
- **Product Visualization:** Our website shows the all the clear picture of products to the customers so customer can see clear visuals of products through images before they buying .so customer can have clear picture about the product.
- **Security:** Security plays an important role in customer trust. Our website provides full security to the user. We have used advanced technology in our product so user can freely enter his/her credentials our main is to protect the customer data and payments information.
- **Personalization options:** Our website offers wide range of personalized options to user which includes colors, images and text etc.so user can interact many options as they want before buying a product.
- **Speed:** The product to become user-friendly the product must be quick responsive so the user can satisfy. The website must be fast and responsive, with short load times and low lag. Slow websites can frustrate clients and prevent them from completing a purchase.

- **Shipping and delivery:** The website should include detailed information about shipping and delivery alternatives, such as expected delivery times, shipping charges, and tracking information.
- **Keeping Track of stock:** One of many responsibilities is to update the stock. In our website we will every update regarding the product so user can know the status of product likewise every offer is visible on the website. Not only that, we are providing the feature to maintain track of how much stock does user have.
- **Payments options:** Our website providing wide range of payment options including debit cards, credit cards and online transactions methods. In our website online payment is safe because we are using razor pay.
- **Dishonest Advertising:** A designer should use caution when advertising on his website. In some circumstances, websites fail to market clearly, leading to client confusion. Sometimes user can experience the unwanted advertainments, which cause the dissatisfaction of user. So, our product doesn't miss advertise any advertisements unrelated to user, we advertise only useful content to user.
- **Customer Trust:** Every online vender top priority is customer trust. In online marketing customer has to give all his information regarding phone number, address, bank details etc. In order to ensure the trust, we have made the project in a such a way no hackers can hack the data. All the customer information will be safe.
  - Few things every designer has to focus
  - Stay away from spam
  - Making website Accessible.
  - No unwanted popup adds
- **Shipping Cart:** If user wants to add his items to shipping cart .so we must take care about shipping bugs. Because shipping plays a vital in user recommendation system. As per shipping cart stored by customer, we suggest some more good products to user related to that so that user can find some more beautiful items. Customer satisfaction will be more. customers will get more products related to their shipping cart in their interface.
- **Customer support:** Our website provides excellent customer support through chatbot, phone call and email support. If customer face any problem related to any product or shipping or delivery so user can easily interact with our team so customer problem will solve within a span of time.
- **Feedback:** We believe on customer feedback which plays an important role in success of a startup Reviews of online retailers are significant since they have an effect on consumer choices. For instance, if a buyer is confused whether to buy a product or not, they may read a few reviews to decide whether it is worthwhile for them to spend their money on. Additionally, consumers spend a lot of time analyzing products both online and offline. In a physical store, a customer might spend time trying on various pairs of gifts in search of the ideal, cut, and style. In the meantime, internet buyers will read reviews and compare various products to learn more about them.

So, keeping all these points our website will be provide uniqueness as compared to other websites. Mostly the website is user friendly and quick responsive website. So that user can interact very fast and customer can find the products within a span of time. And also, important thing is customer trust. we believe in customer trust. User can enter all his credentials without any doubt.

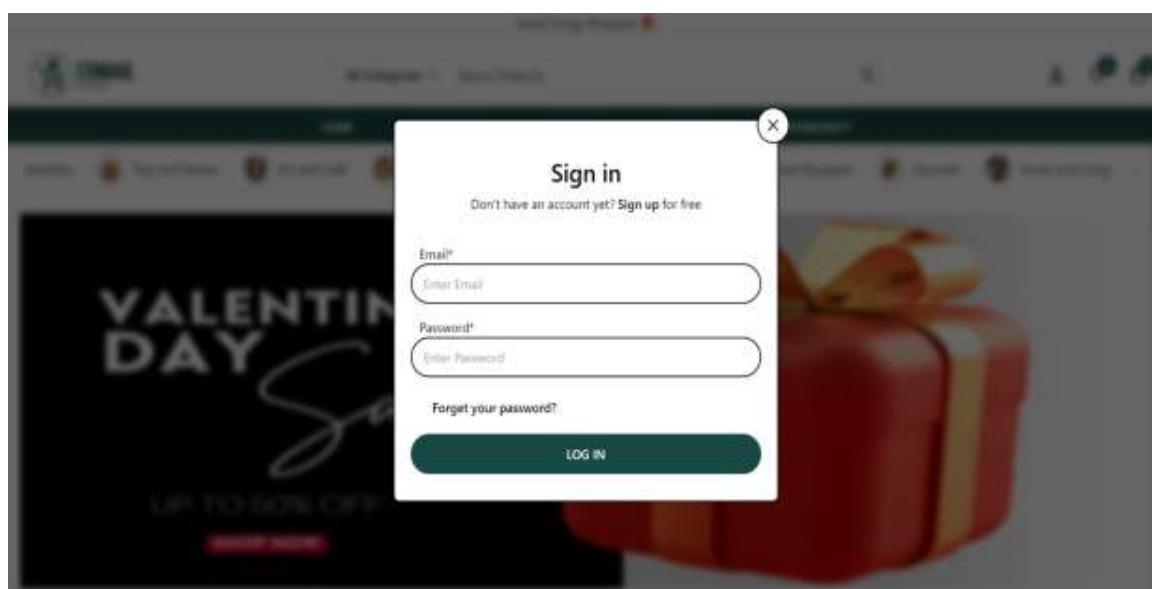
Our Motive is to provide good quality products with affordable price. To make customer satisfy

### **3.3. Analysis of Features and finalization subject to constraints:**

In light of constraints some features of ideal e-commerce website could not be achieved, modified version of website will contain some amazing following features: -

- **Simple and attractive UI/UX:**

Our e-commerce website is able to attract the user by simple and attractive user interface so that users can easily interact with the website. The design of our website provides some amazing features like: - attractive colors, favorable fonts type and size. Our shopping website have the uniqueness and ability to attract the user.



*Figure 3.1 Simple and attractive UI/UX*

- **Customization Option:**

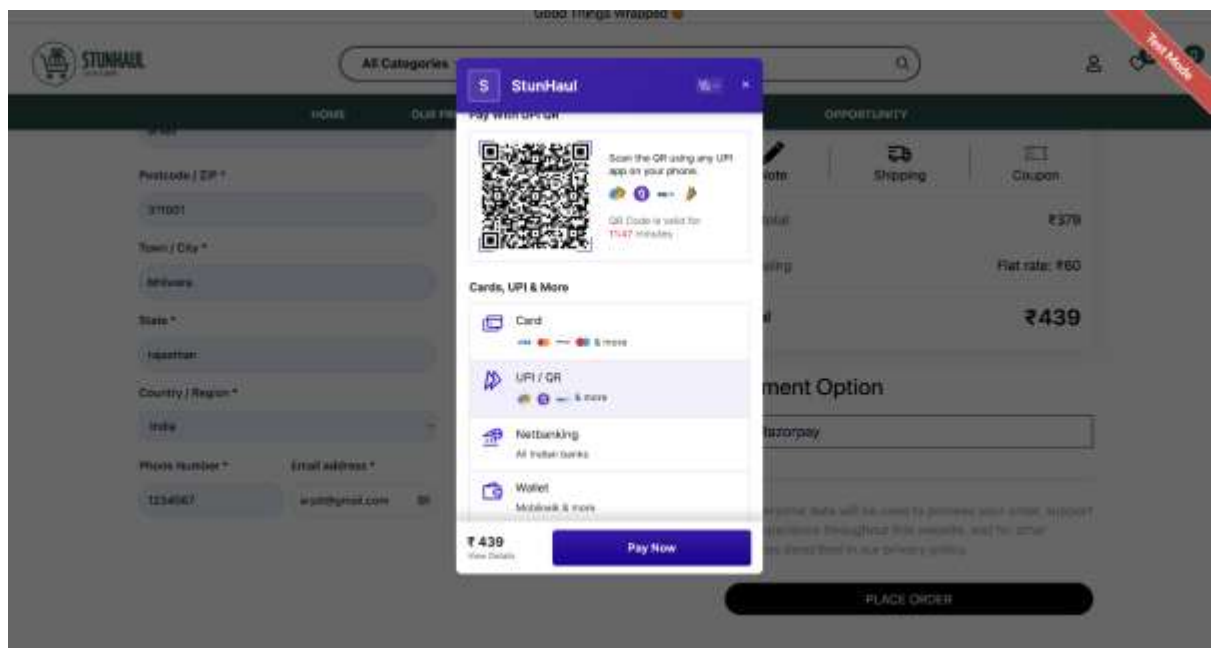
Stunhaul website allow the customers to choose their personalized gifts with different Colors, Styles, Messages, Photos etc. So, customers can get their products according to their choice. It means there is no option of compromising with the choice of selection with their gifts on our website. It provides more than 500+ different gifts option. Our website delivers gifts all over India with very minimal delivery charge.

- Fashion and Lifestyle
- Home and Living
- Art and Craft



*Figure 3.2 Home Page*

- **Easy payment and checkout:**  
Our website ensures a well secure payment gateway and a seamless checkout process for developing trust and better user experience.



*Figure 3.3 Easy payment and checkout*

- **Customer reviews and ratings/Feedback:**

Our website should also provide the feature of reviews and rating(feedback) for the customers so they can easily share their reviews on purchased products, which will help in build trust and help other customers to purchase accordingly and is if any correction found so we can make more good stuffs.

Rate website, customer service and delivery - custom label ★

★ ★ ★ ★ ★

☒ REQUIRED REMOVE

Comment

Your comment

+ ADD NEW QUESTION

*Figure 3.4 Customer reviews and rating*



*Figure 3.5 Customized gift*

### **3.4 Design Flow: -**

Mentioned features could be achieved by following 2 methods:

#### **1. Using Reacts Js with PHP and Perl with MySQL: -**

Using HTML and CSS we will make UI of e-commerce gifting website i.e., Stunhaul.com wherein HTML will be base of website to provide all the content (in user-friendly language for engagement), embedding various videos, images, creating various menu bars and overall organization of content.

CSS will be implemented using Bootstrap for easy and feasible implementation. CSS will add colours, alignment, font type, font size, margin, borders button shapes and all such attractive features to attain attractiveness in website.

Using ReactJS we will add life to the buttons embedded and make every feature work and add interaction feature for user without which user feels unattended. React JS is an open-source JS library which makes it easier to build a user interface which is not just declarative but efficient as well. For the part of backend MySQL and PHP will be used to create and maintain one single database for login credentials and the feedback which will help maintain consistency through the data. PHP has been chosen as it can be easily embedded into HTML, allows admin to restrict access according to need and it easily handles forms and their data such as login and feedback form.

#### **2. Using React Js with Node js and Mongo DB: -**

HTML and CSS will be used for basic frontend look, features like user friendly content and visuals will be included into the site and it will be ensured that all the elements like menu bars and drop-down lists have been organized using HTML.

CSS will add engagement features such as colours, alignment, fonts, borders, margins, shapes and other features to make site look more attractive. Using tailwind CSS to improve UI designs with good animations. Using toasty to make login and register animation.

Using Node.JS we will make features like buttons and menu options more interactive to give user a better experience for backend Mongo DB will be used to create and manage 2 different databases i.e., one for login credentials of registered users and other for feedback by registered or non-registered user.



### 3.5. Design Selection: -

#### 1. Using React Js with Node js and Mongo DB: -

*Table 3.1 Design Selection*

Features:	Implementation
Website User Interface	We implemented user interface of website with the help of HTML and CSS with the help of tailwind as CSS framework. Tailwind allow us to make good looking animation easily with help of in-build cases.
Website functionality	We use React js to make our website fully functional. React js is JavaScript framework developed by Facebook. It helps us to make components of a website separately.
Backend functionality	We use Node js to implement backend of our website. Node is JavaScript framework used for creating backend rest api's.
Database functionality	We use Mongo DB as our database in our website. Mongo DB is a NOSQL Database. Mongo DB stores data in form of documents (json format objects ).
Online Payment functionality	We use RazorPay to implement online payment in our website. RazorPay is secure payment gateway to accept payment online.
Security	For making our website secure and safe from any king of hacking attempt we implemented encryption and decryption algorithms. We used hashing for storing user information in database.
Customization functionality	For implementing Customization functionality, we have to take pictures / text from user. For taking pictures from user, we make use of multer. package in backend so that user can upload their pictures.

### 3.6. Implementation Plan/Methodology: -

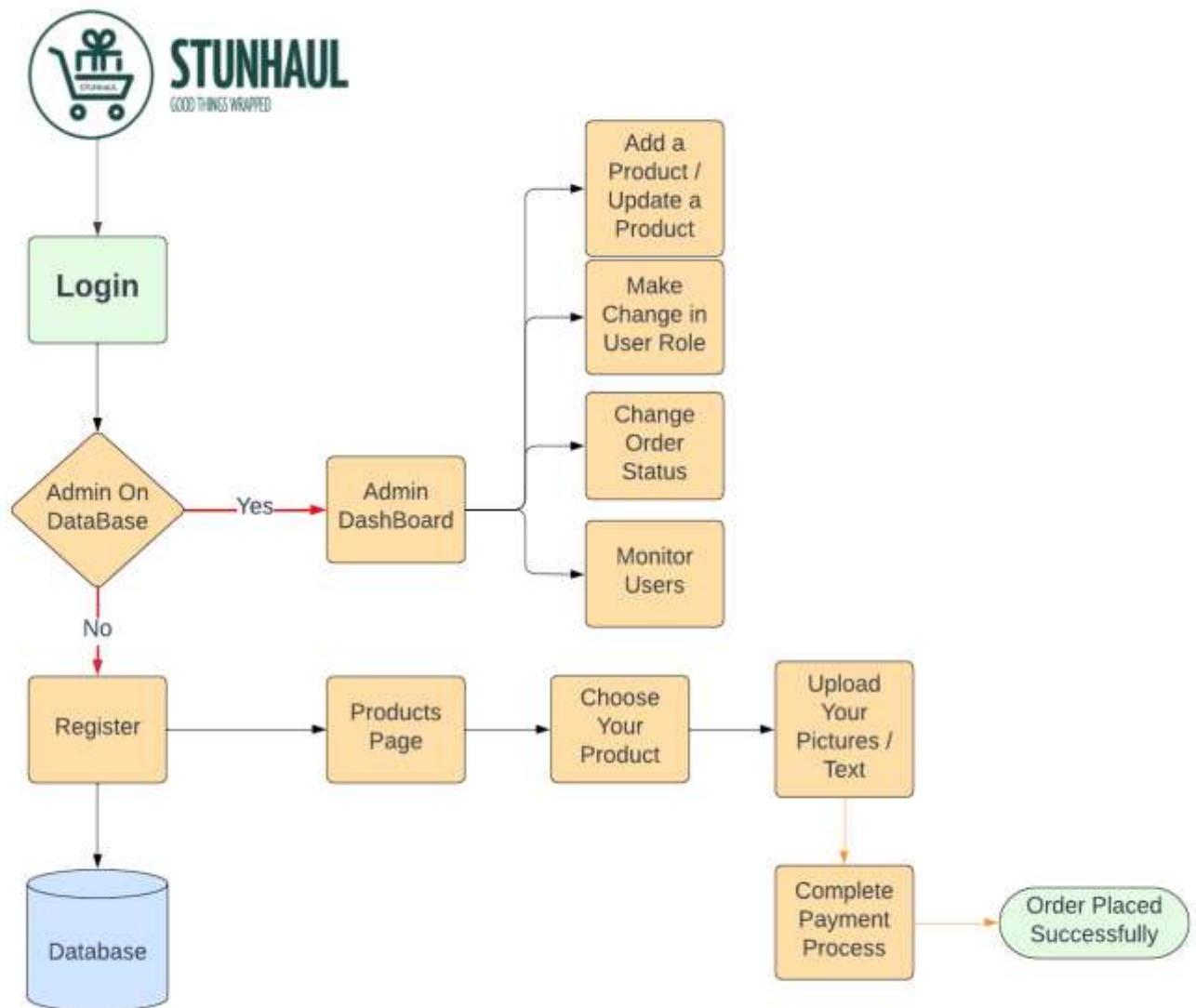


Figure 3.6 Flow-Diagram of working of the website

## CHAPTER-4

### RESULTS ANALYSIS AND VALIDATION

#### 4.1. Implementation of solution:

- **Analysis:** - We Use Google Analytics to analyses our website traffic and customer behavior. This helps us in identify latest trends and make good data-driven decisions about website design and product offerings. We make use of this data to come up with the best product which is in demand currently.

#### **Our Statistics**



● **Active Users: 121+**

● **Site Visits: 560+**

● **SEO- Score: 100**



*Figure 4.1 Statistics of website*

- **Design drawings/schematics/solid models:** - We used Figma to create designs for customized gifts website. These tools offer a wide range of features for creating graphics, images, and layouts. We created our UI/UX design with the help of Figma.

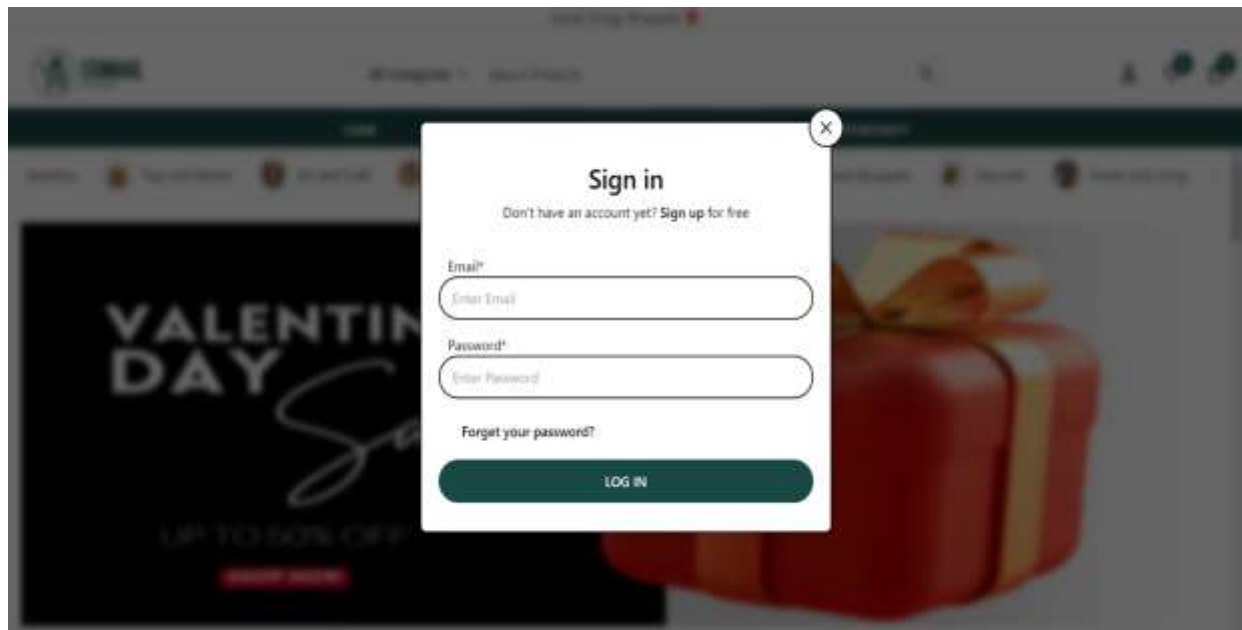


*Figure 4.2 Home Page Design*

- **Report preparation:** - We used Microsoft Word to prepare our reports for business operations and financial analysis. These tools offer a variety of templates and formatting options to create professional-looking reports. With the help of Microsoft word, we created all our reports with proper formatting and information.
- **Project management and communication:** - We used notion for creating timelines for our project tasks. With the help of notion, we were able to make a management database for our team. Notion provides us functionality to share databases with the other members of team. Notion helps us to maintain a database of all the deadlines and timelines of our project so we can have a brief idea about the particular task allocated to a particular team member which help us to improve our communication within the team.
- **Testing/characterization/interpretation/data validation:** - We used testing tools such as Optimizely and Google Optimize to test different versions of your website and determine which version performs best. Use customer feedback tools such as Surveys to gather feedback and improve customer satisfaction. We performed unit Testing and system testing at each phase of development of Project to ensure our website is free from all bugs and glitches.

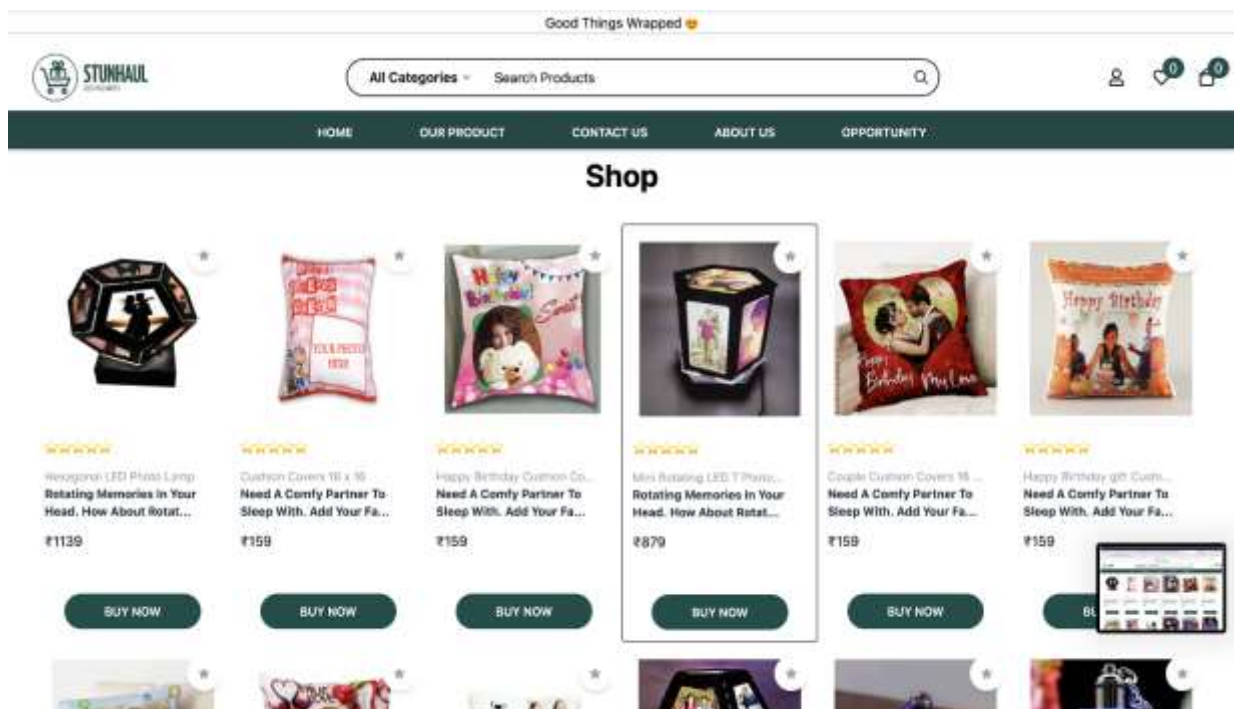
- **How a customer can buy a product on our website:**

Step 1: Customer have to sign up or login with their credentials.



*Figure 4.3 Sign or Login Option*

Step 2: Select the product from given options.



*Figure 4.4 Choose the product*

Step 3: Now, customer have option to choose photos, text on choose product for customization.

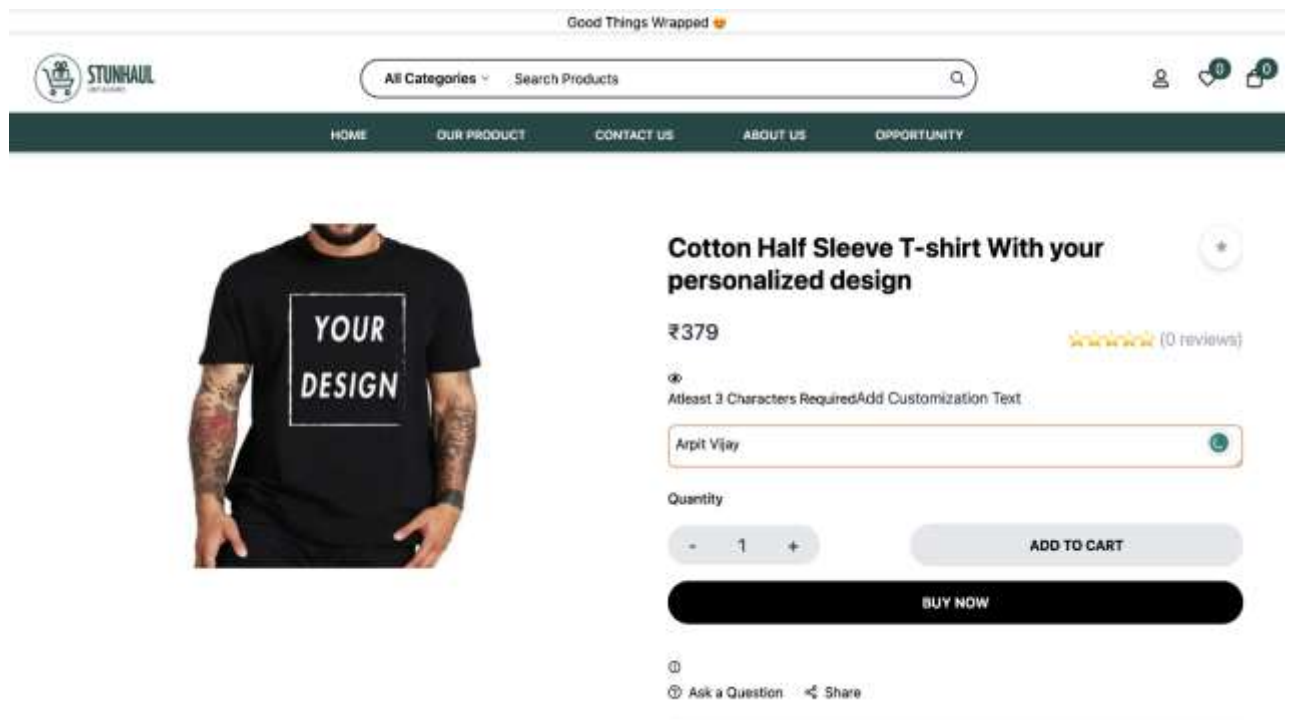


Figure 4.5 Customization Option

Step 4: Now customer have to fill their full details for successfully delivery of particular product.

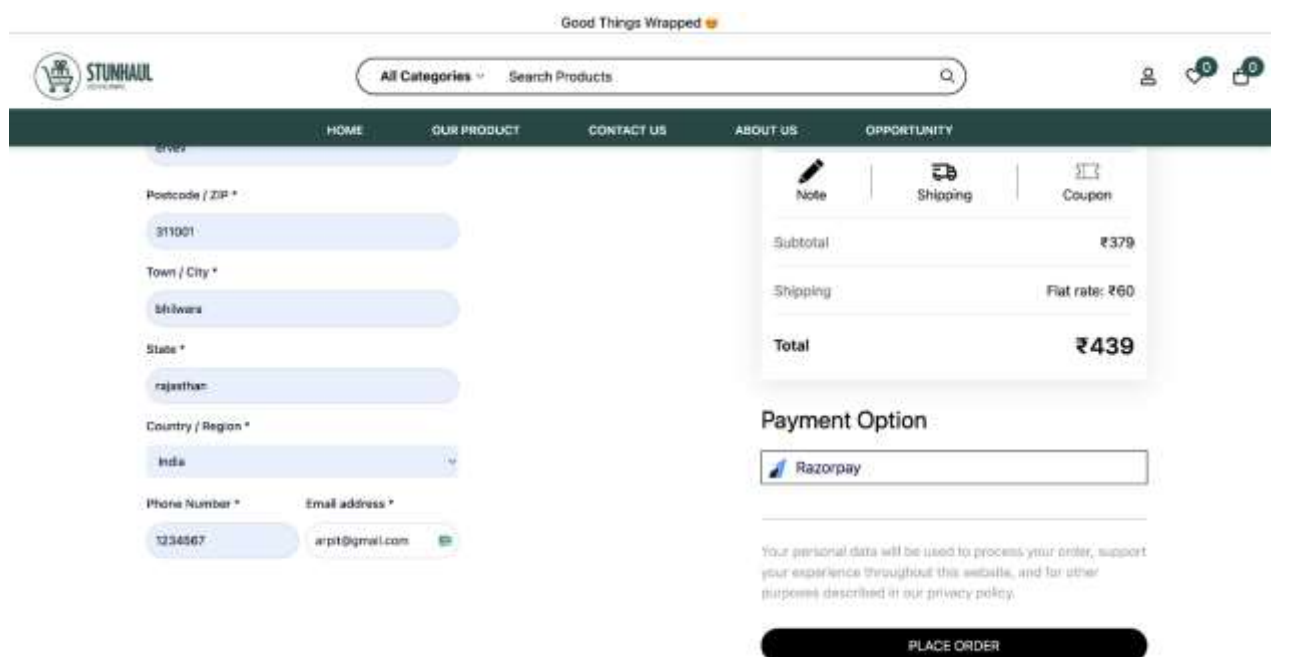


Figure 4.6 Add the Address



Step 5: Customer have to pay from payment option (Razorpay) via Card, UPI, Net banking, Wallet etc.

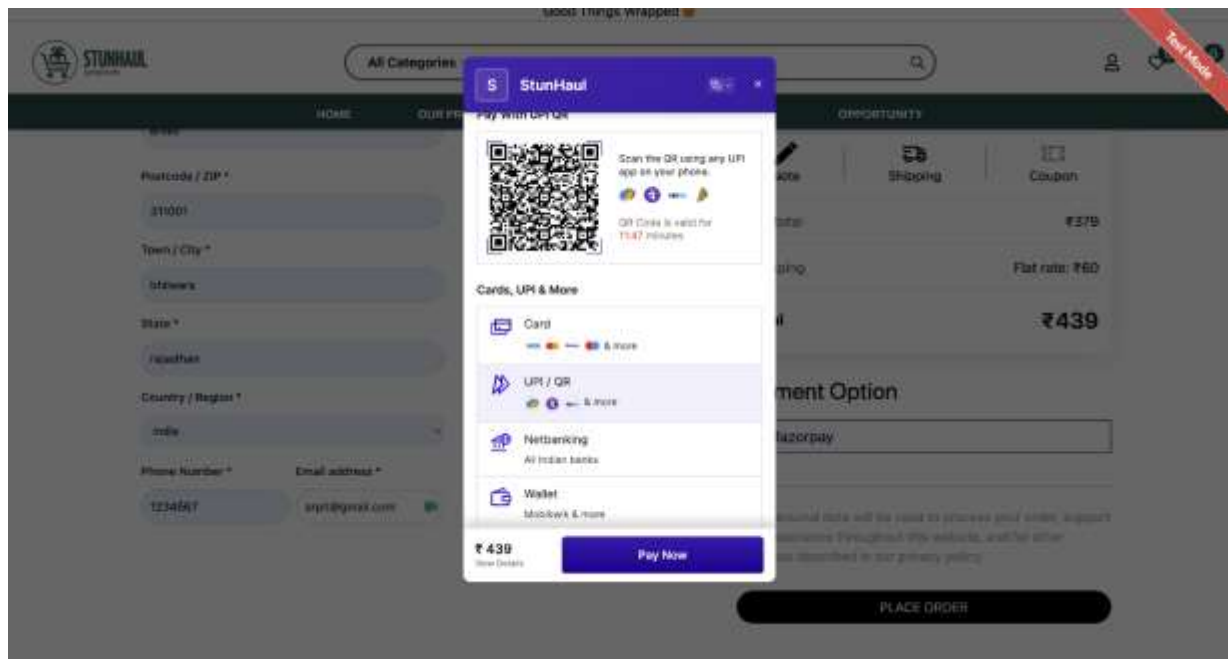


Figure 4.7 Payment Option

Step 6: After successful payment your order has been placed.

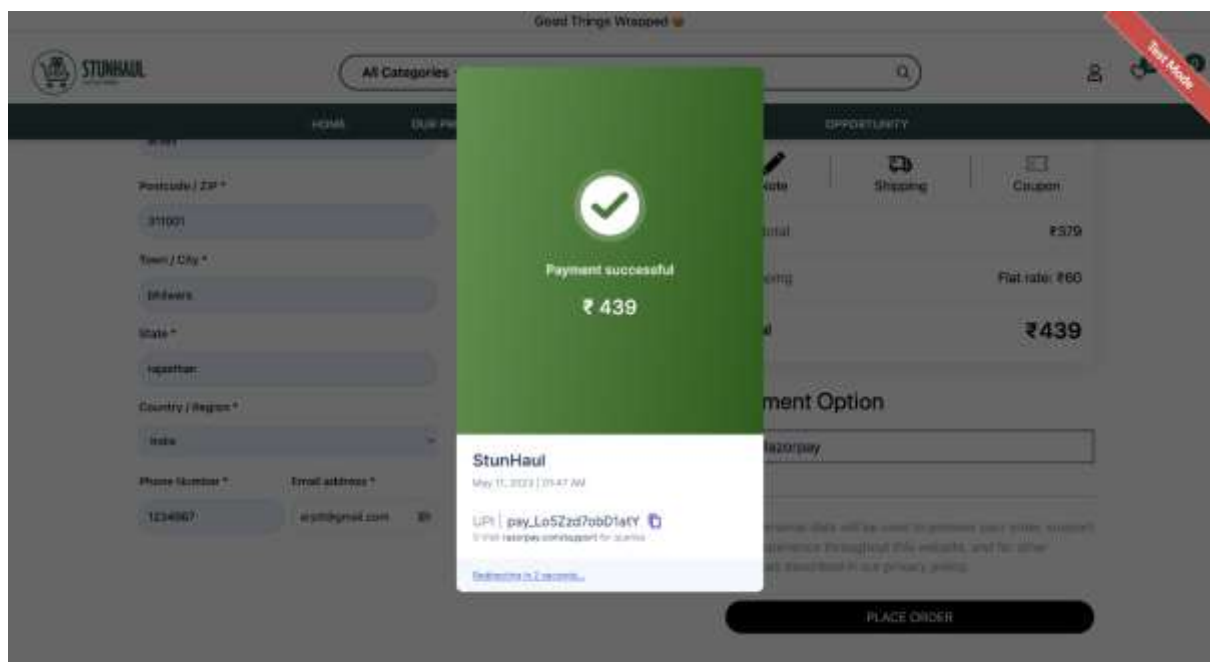


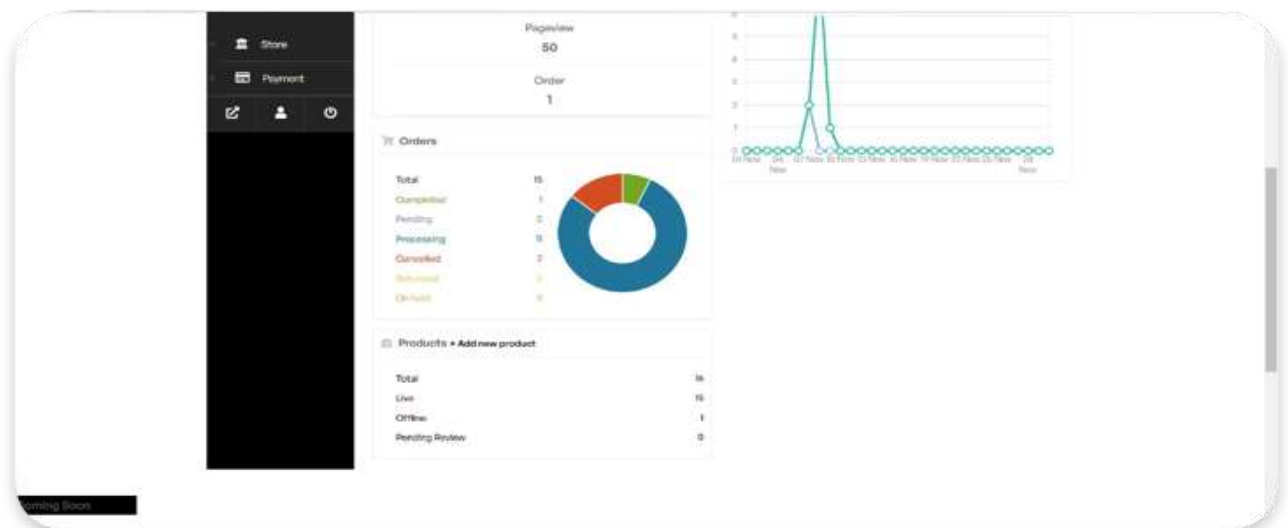
Figure 4.8 Order Place

## CHAPTER-5

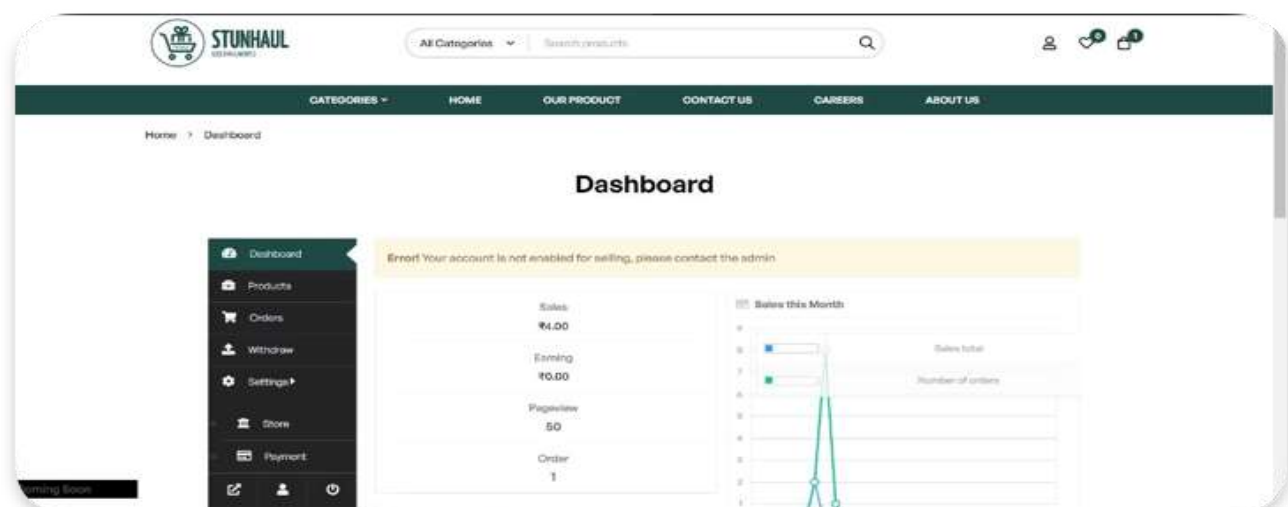
### CONCLUSION AND FUTURE WORK

#### 5.1. Conclusion:

- **Results:** - We have received 15 orders in first 20 days after the release of the website. We received orders from different parts of India and successfully delivered all orders in the promised time making our customers happy and satisfied. We have estimated to get more than 100+ orders in the next coming month. We successfully generated our estimated profits on the products sold which makes our vendors satisfied.



*Figure 5.1 Website analytics*



*Figure 5.2 Sales Analytics*



## 5.2. Future work: -

- **Increase no of vendors:** - Currently we have 8 active vendors. In future we want increase the no. of active vendors to 100+. So that user can more options to choose from and have more customization features to gifts. Having more vendors also helps in improving the delivery time of a product. As the no. of vendors increase competition increase which results in better pricing for products which helps both users and company.
- **Changes in User Interface:** In future we will be making our user interface more interactive and attractive. Which will help user to find their product more easily and overall, they will have better experience. We will be making our website user interface very attractive which will attract users more which will result in better sales and better profits.

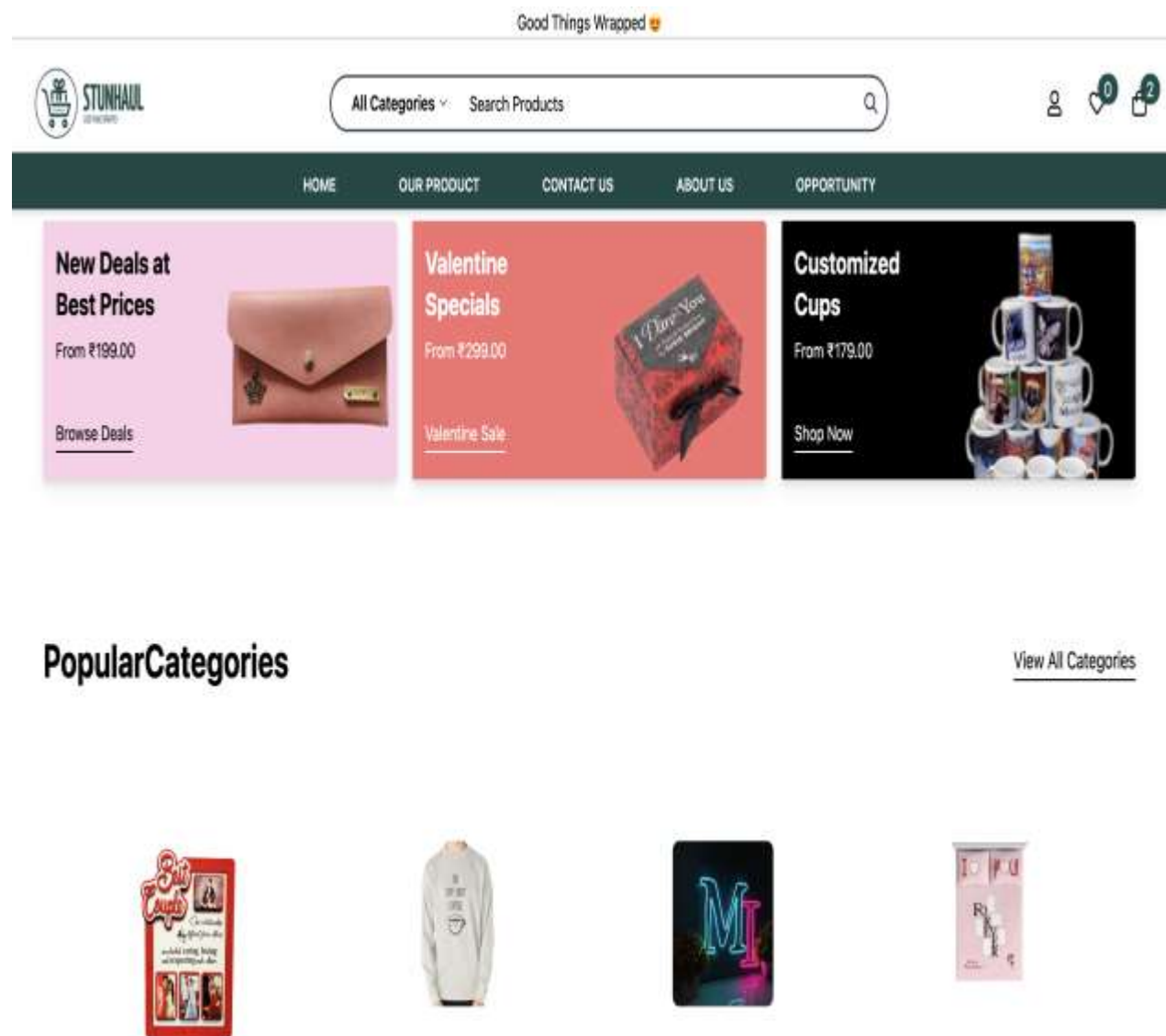


Figure 5.3 Old Design

- In future we will decide to use this design to more attract the customer instead of old design we are continuously working on that but it is our future goal.

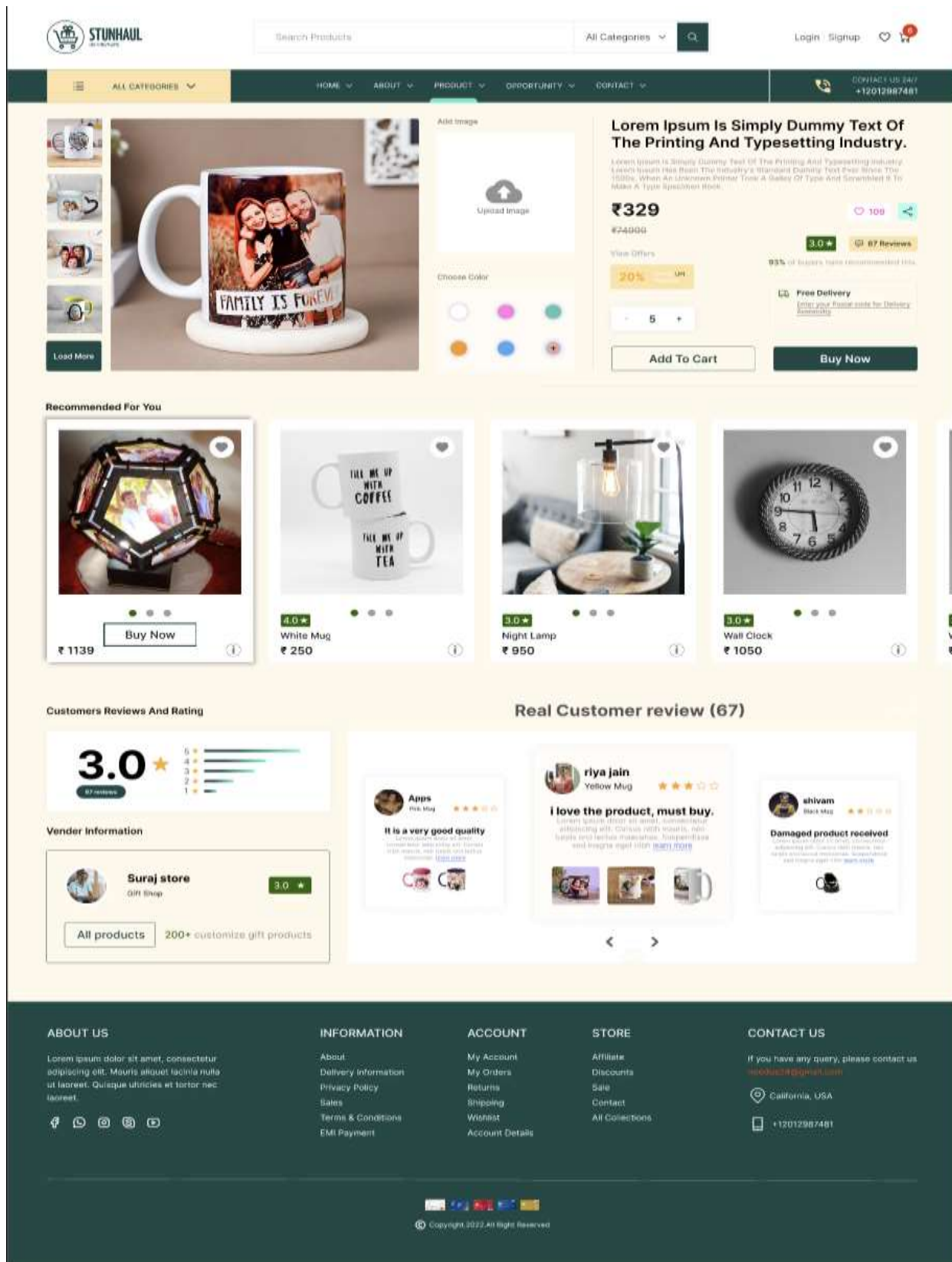


Figure 5.4 New Design

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**B.** [www.vistaprint.in](http://www.vistaprint.in)