

ONLINE FASHION STORE

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Note: We are yet to finalize our product name and logo. We will update in later checkpoints.

Overview: A user-friendly and aesthetically pleasing online fashion e-commerce store is what this project aims to create and construct. Tops, bottoms, dresses, and accessories will all be available in the store for both men and women.

Design of the User Interface: The user interface of the shop will be created with simplicity and usability in mind. With top-notch photos and aesthetically pleasing typography, it will have a contemporary and appealing look. Using responsive design concepts will also help the store's website work flawlessly on a variety of platforms, including desktops, laptops, tablets, and smartphones.

Features: The online fashion e-commerce store's primary characteristics will be as follows:

- A simple navigation system makes it simple to browse and buy clothing.
- A rapid product search toolbar.
- A product catalog with excellent pictures, thorough descriptions, and client testimonials.
- A shopping cart and checkout process that accepts a variety of payment methods, such as PayPal, Apple Pay, and credit/debit cards.
- A method for creating accounts and logging in that allows for tailored user experiences.
- A wish list function that allows users to keep track of products they want to buy.
- A method enables users to follow the status and delivery of their orders.
- A part dedicated to customer assistance including a FAQs page and a contact form.

Tools and Technology: The following technologies and tools will be used to create the online fashion e-commerce store:

- Front-end development with HTML, CSS, Bootstrap, and React js.
- JavaScript is used to develop dynamic and interactive features.
- For responsive design, we use Bootstrap
- Back-end development is not focused here, so we decided to go with fake data.
- For graphic design and picture manipulation, use basic photo editing tools.
- Version control with Git for better collaboration of the team.

Conclusion: The possibility to design and construct a fully functional and aesthetically pleasing e-commerce website is thrilling with the online fashion e-commerce store project. The website will offer users a pleasurable and tailored purchasing experience with its user-friendly interface and essential features including simple navigation, a product catalog, a shopping cart, and account registration.

Before diving deep into the technologies we used and the implementation part, Let us briefly show you how the first cut of the application looks like. You can see the below screenshots, with their screen names to get a fair idea about what screens we were talking about in the later parts of the document.

1. Login and Signup:

FashionStore

Login

Email:

Password:

Login

New to FashionStore? [Create Account](#)

FashionStore

Create new account

First Name:

Last Name:

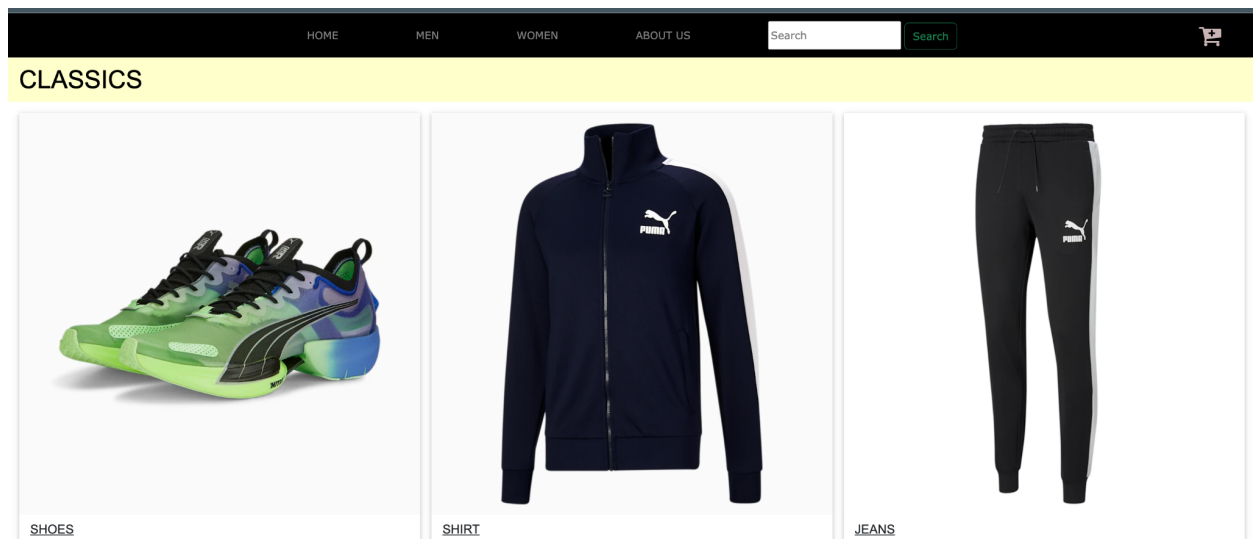
Email:

Password:

Re-enter Password:

Create Account

2. Homepage:



3. Mens products:

HOME

MEN

WOMEN

ABOUT US

Search

Search

Product name
Category
\$61.99

Product name
Category
\$61.99

Product name
Category
\$61.99

4. Womens products:

HOME

MEN

WOMEN

ABOUT US

Search

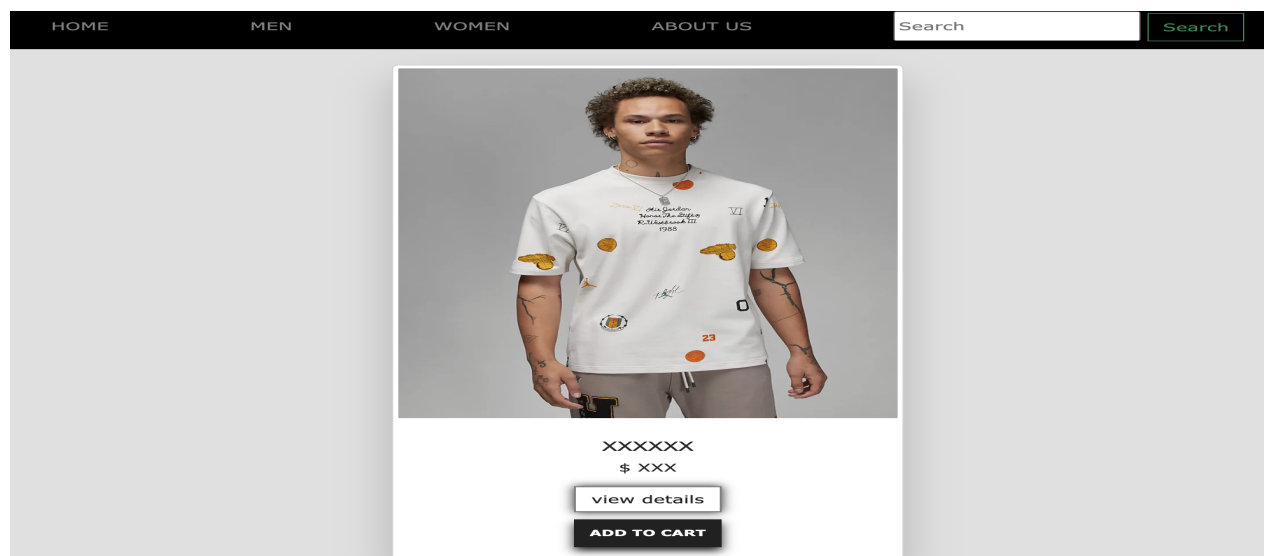
Search

Product name
Category
\$61.99

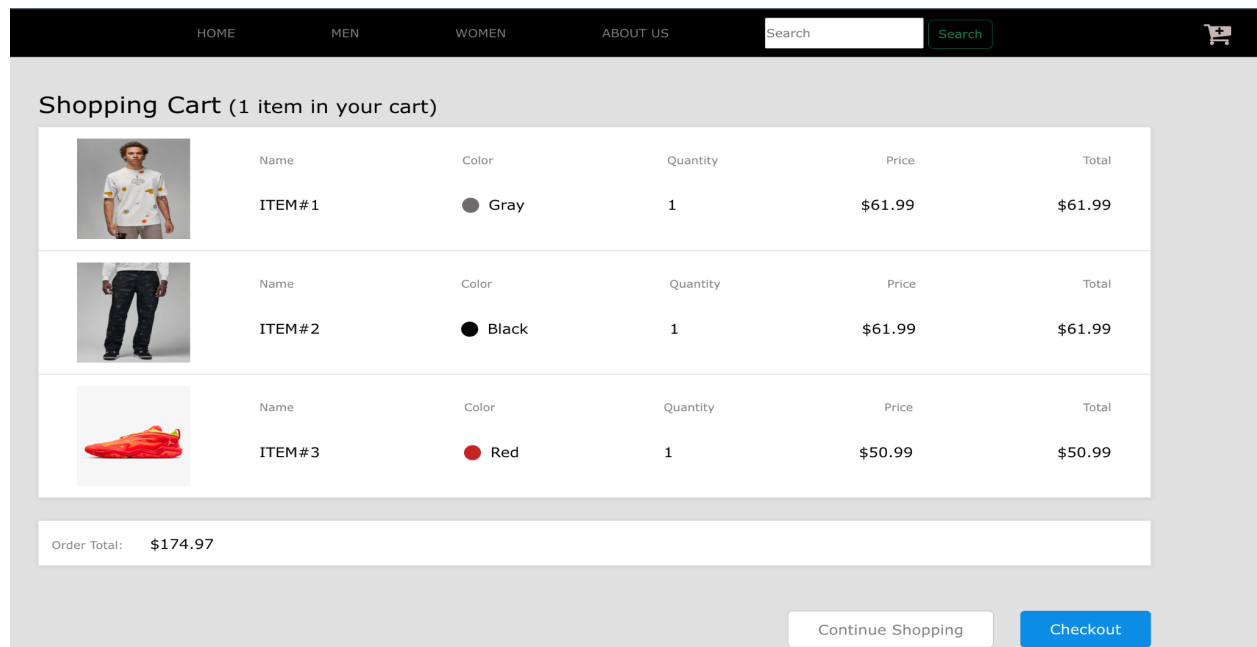
Product name
Category
\$61.99

Product name
Category
\$61.99

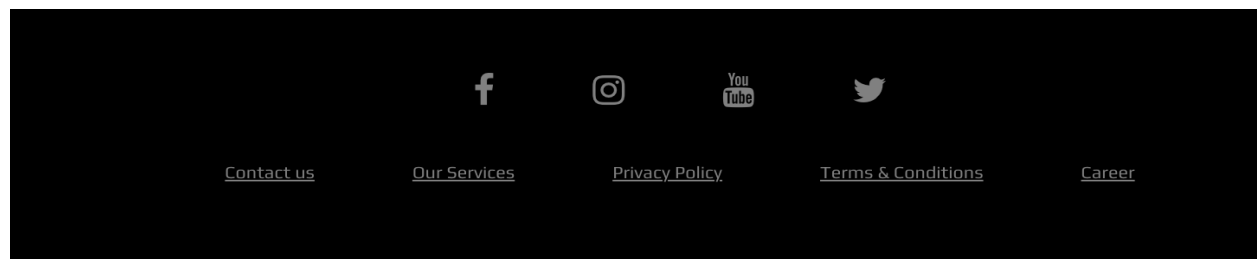
5. Product details page(available for men’s/women’s products):



6. Cart:

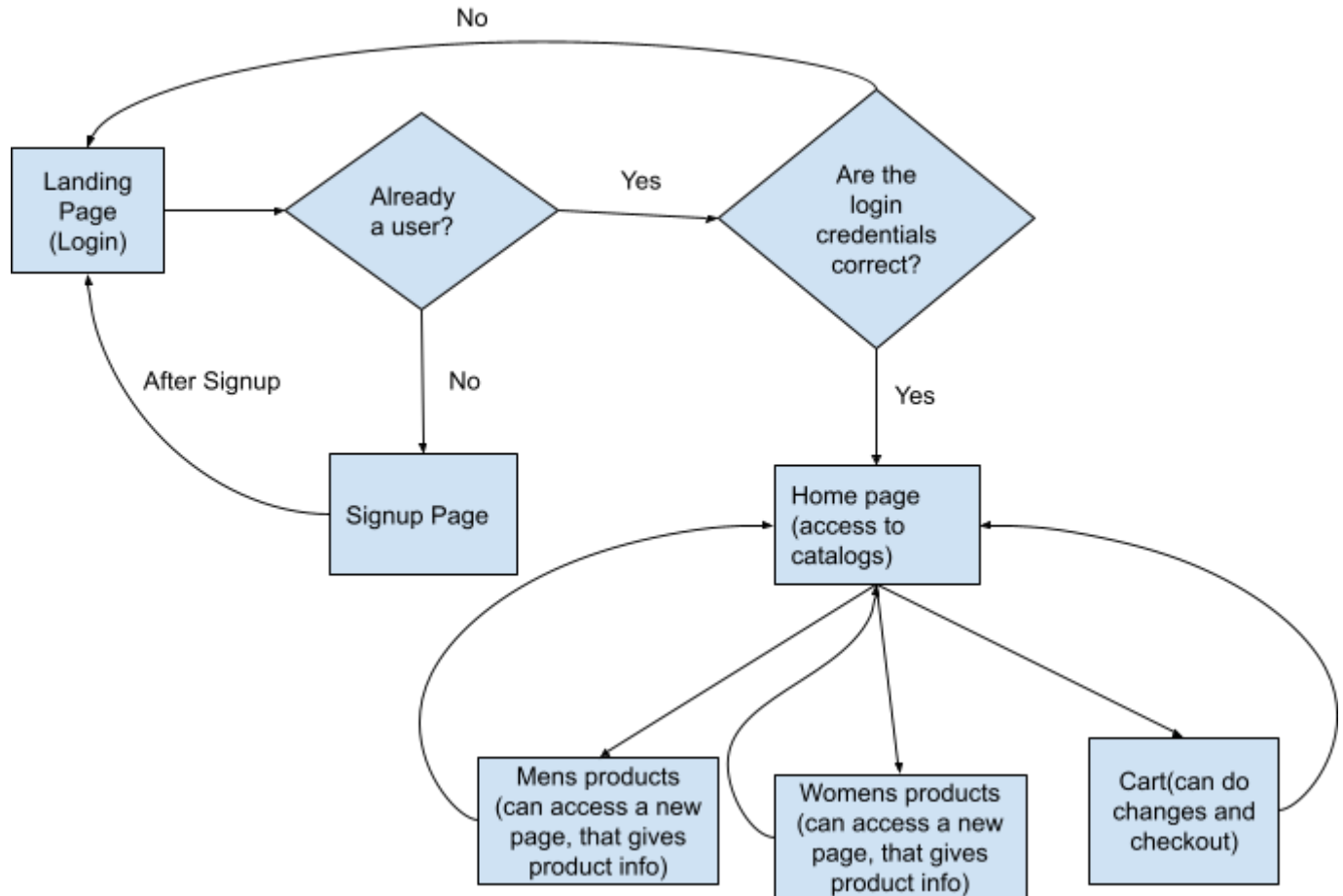


7. About Us



Flow Diagram

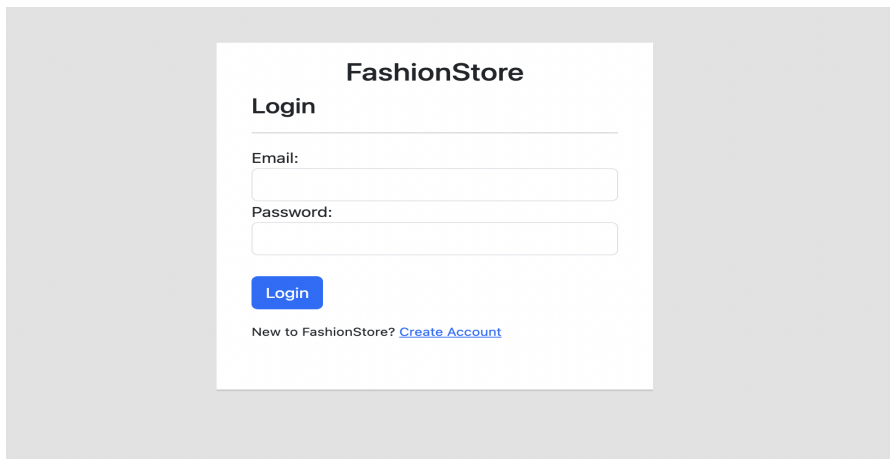
Below is the basic idea of our project. However we are thinking of adding up lot of features as we proceed further.



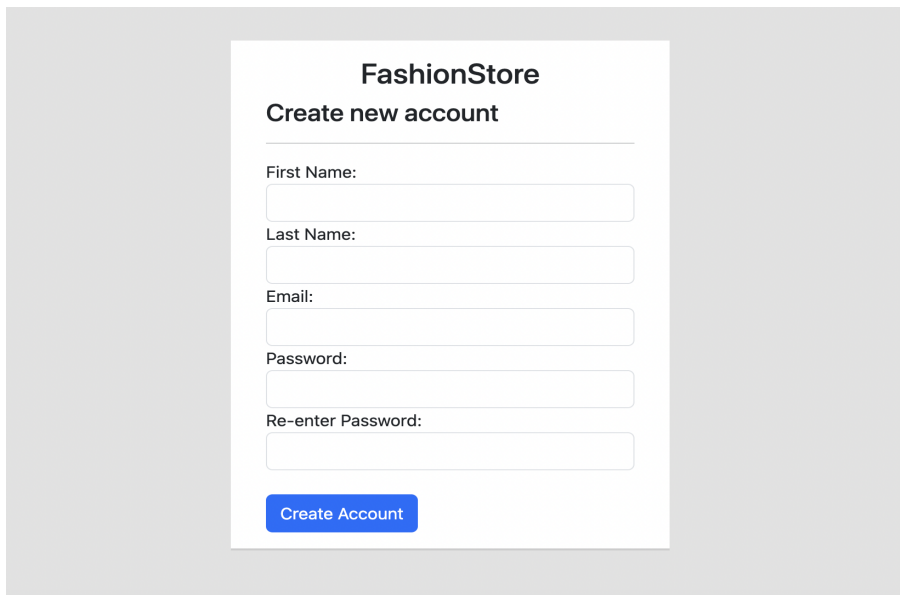
Checkpoint #1:

Use Cases implemented so far:

1. **Login and Signup:** This is the landing page of our application, it is an essential part of the user interface, and the way it is designed can have a big impact on how the user uses the application. The login page's affordances are its design elements that make specific user actions possible or easier.

The image shows a login form for 'FashionStore'. The form is centered on a light gray background. It has a title 'FashionStore' in bold, followed by a subtitle 'Login'. Below the subtitle is a horizontal line. There are two input fields: 'Email:' and 'Password:'. Below the 'Password:' field is a blue button labeled 'Login'. At the bottom, there is a link that says 'New to FashionStore? [Create Account](#)'.

And the signup (create account) page looks like:

The image shows a 'Create new account' form for 'FashionStore'. The form is centered on a light gray background. It has a title 'FashionStore' in bold, followed by a subtitle 'Create new account'. Below the subtitle is a horizontal line. There are five input fields: 'First Name:', 'Last Name:', 'Email:', 'Password:', and 'Re-enter Password:'. Below the 'Re-enter Password:' field is a blue button labeled 'Create Account'.

The primary goal of the login page's **affordances** is to give users a simple and intuitive interface via which they can enter their login information and access the application's content. It should have text and labeling that are easy to read and that explain what users must do in order to log in effectively. In order to achieve this, we have used textboxes that takes the login information from the user as a text input. We have an action item when clicked on login or create account hyperlinks. Similarly, the affordances for the signup page has some textboxes that takes required user information to create an account and we also have a action (create account button) item that is used to create an account for the user in the products database (which is out of scope for this course).

We know that a **signifier** is any sensory or cognitive indicator of the presence of an affordance. In order to achieve this,

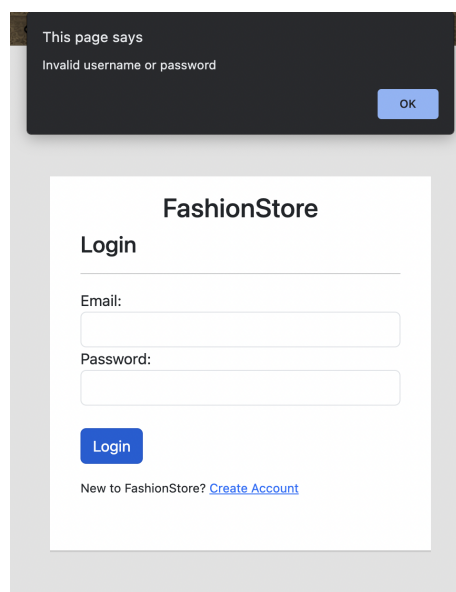
- We labelled the input text boxes to differentiation between the username/email with the password.

- We have a textbox that highlights on the page, for the user to enter the login information.
- We have marked the login button with blue color, so that the user will get to know that this button needs to be clicked once he entered the login information.
- As the password is sensitive information, we hide it with a dot signifier instead of actual text that is being entered to let the users know that it is being protected.
- To identify, create account option, we highlighted it with blue text and an underline.
- Similarly, we have textboxes, labels and a button in the signup page as shown in the screenshots above.

The gap between what a user wants to do and what they actually need to do the task effectively is known as the **gulf of execution**. For a login page, users should be able to easily identify and use the login page, which should make it apparent what information they must enter to log in successfully. So, it is clear with our UI that what text needs to be entered where in order to get the expected results.

The gap between what a user anticipates to happen on a login page and what actually transpires when they enter their login credentials is known as the **gulf of evaluation**. After the user enters their information, the login page should give them clear feedback, such as letting them know if their login was successful or unsuccessful. This can help users comprehend what they must do to effectively log in, as well as reduce frustration and enhance the user experience as a whole. In order to achieve this, we have used some popups using javascript that lets the users know if anything wrong happens. Below are the details:

- We have a basic validation for the login page, that pops up an error message when incorrect information is entered by the user. Below is the screenshot for the same:

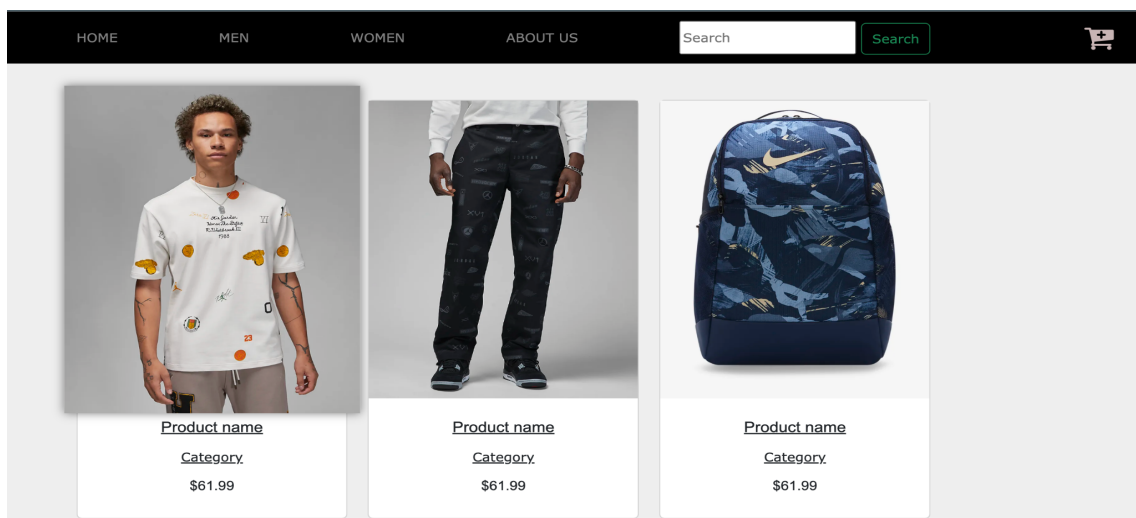


- Similar validation is added to the signup form. Below is the screenshot for the same:

The screenshot shows a web form titled "FashionStore Create new account". At the top, a dark grey notification box displays the message "This page says Please fill in all the fields." with an "OK" button. The form contains five input fields: "First Name:", "Last Name:", "Email:", "Password:", and "Re-enter Password:". A blue "Create Account" button is positioned at the bottom of the form.

2. Product Catalog (Shop/Men/Women):

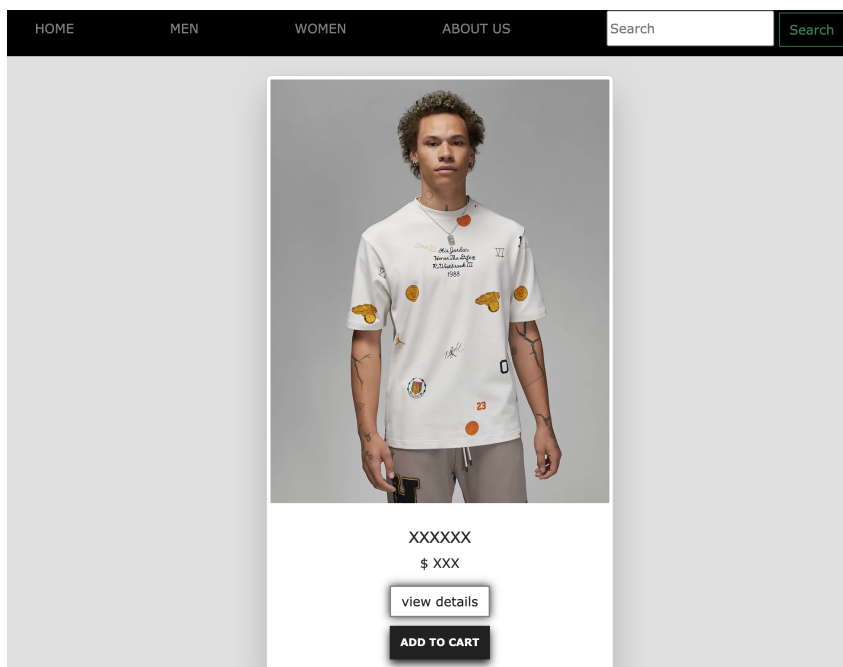
This page is the most significant page of our website where users view all the products that are available displayed in the form of cards with the image of the item, item description, price and other information about the product. This page has scope for development of a lot of other functionalities such as users can filter the products based on gender, size, brand name, etc and also we are planning to implement a search bar through which the user can search for specific products. The below screenshot shows the basic outlook of this use case developed so far.



- By viewing this page the user will see the products displayed in the form of cards, the interface of this page is designed in a way that the user will understand how to use this page such that different card represent different products with their own description, scroll down to see more products etc. which are the **gulfs of executions**.
- By clicking on the card of the item we can go to that particular item and get a detailed description of that item, this presence of hyperlink attached to the card and making it clickable is the **affordance**.
- When we hover over the card, we can see the hover-effect making us know that we can view that item by clicking on it and discounted price displayed in the red color are the **signifiers**.
- In this context, the **gulf of evaluation** is how the product and its description are displayed when the user clicks on the item to know more about the product and see all the purchasing options.

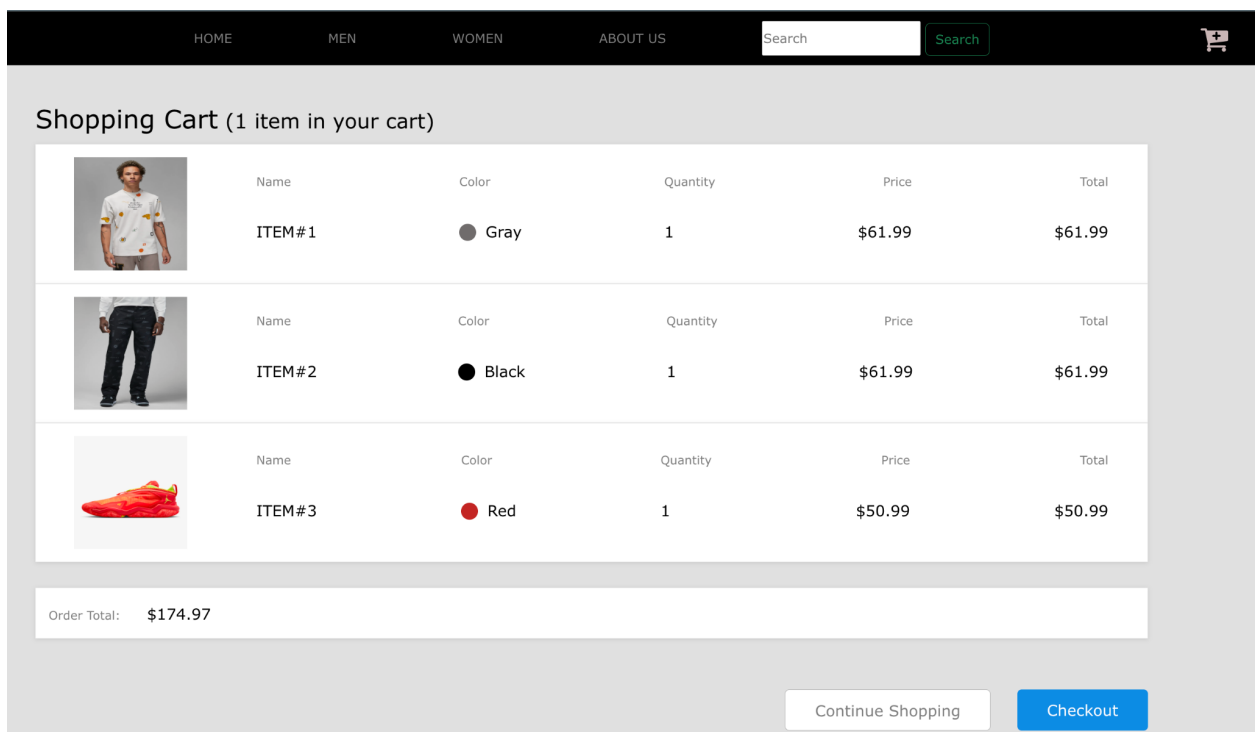
3. Product Details:

When a user clicks on the product they wish, a **Product Details** page appears. This page is an important part of the online buying experience since it informs customers about the product they are about to add to their cart. Further information provided includes the product's price, view details, which shows product data such as description, colors available, and sizes offered.



- The displayed information of the product which helps the user to get a clear idea about the product to reach a decision and the intuition of actions that he can perform from the interface are **gulfs of execution**.
- We can add the item to the cart by clicking on add to cart, similarly we can implement the functionalities Qty, Buy now in the very same page which are the **affordances** for this use case.
- The functionalities Add to Cart, Buy now, Quantity, Wishlist are highlighted in the form of buttons which are the **signifiers**. Although some of these are not implemented yet we are planning to add them in this use case.
- Once the user performs any of the above functionalities either the user will be redirected to the cart page or the checkout page or stays in the same page depending on the action he performs, these are the **gulfs of evaluations**.

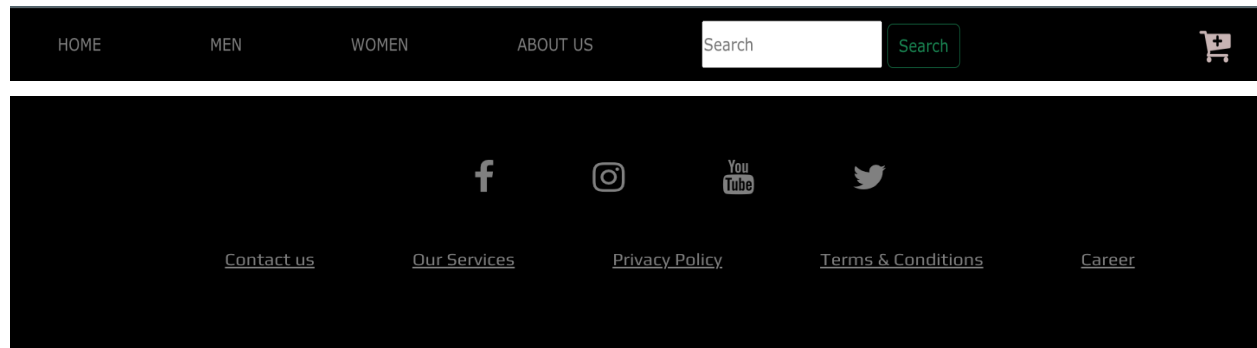
4. Shopping Cart:



- The **Shopping cart** offers information that allows users to review the products they have added to their cart and modify as needed. It displays the quantity of items added, along with their price, quantity, and color. We also provided the Order total of the things added to the cart.
- When the "Continue shopping" or "Payment" buttons are clicked, the page redirects to the home page or the payment portal, accordingly are the **gulfs of evaluations**.
- The **affordances** deployed on this page are the "continue shopping," and "Payment" buttons.

- The hover attribute of the "continue shopping" and "Payment" buttons is applied as a **signifier** to make the page effective. The functionalities "Continue shopping" or "Payment" are the **gulfs of evaluations**.

We also included a navigation bar and footer on each page to make it easy for the user to browse between pages. Men's page, women's page, cart, and company information in the bottom. We employed signifiers such as hover to identify all accessible data, and the search bar is the Gulf of evaluation since it presents all products as a dropdown.



Future Work:

For the initial submission, we implemented using HTML, CSS, and Bootstrap. In the future, we will use Javascript and other front-end techniques to make the website providing a convenient and user-friendly shopping experience for customers.