

# **E-Commerce Website for Custom Trophies and Mementos**

## **Project Report**

*Submitted for the Partial Fulfillment of the Requirements  
for the Award of the Degree of  
Master of Computer Applications*

By

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**April – 2025**

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*I, undersigned hereby declare that the Main Project Report “E-Commerce Website for Custom Trophies and Mementos”, submitted for the partial fulfilment of the requirements for the award of degree of Master of Computer Applications of the APJ Abdul Kalam Technological University, Kerala is a bonafide work done by me under the supervision of Dr Smitha Anu Thomas. This submission represents my ideas in my own words and where ideas or words of others also have been included, I have adequately and accurately cited and referenced the original sources. I also declare that I have adhered to ethics of academic honesty and integrity and have not misrepresented or fabricated any data or idea or fact or source in my submission. This report has not been previously formed the basis for the award of any degree, diploma or similar title of any other University.*

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## **ACKNOWLEDGEMENT**

I express my heartfelt gratitude to God for granting me the strength and wisdom to complete this project successfully.

I extend my sincere thanks to Dr Neelakantan P C, Principal, Dr Chikku Abraham, Vice Principal, and Dr Shajimon K John, Dean of Academics, for providing the necessary facilities to carry out this project.

I would like to thank Dr Saritha K, Head of the Department of Computer Applications, for her guidance and support throughout this endeavor.

I extend my appreciation to main project coordinators Dr Smitha Anu Thomas, Assistant Professor and Dr Sujithra Sankar, Assistant Professor, for their valuable insights and guidance.

Special thanks to my Project Guide Dr Smitha Anu Thomas, Assistant Professor for her invaluable mentorship, encouragement, and support at every stage of this project.

I am grateful to all the teaching and non-teaching staff of the Department of Computer Applications for their assistance and cooperation during the course of this project.

I also wish to acknowledge the support and understanding of my friends and family, whose encouragement kept me motivated throughout this journey.

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## **ABSTRACT**

The "E-Commerce Website for Custom Trophies and Mementos" project is developed to transform a traditional trophy and memento shop into a fully functional online store. The shop already has a website that only displayed products without any option for online shopping, so this project adds e-commerce features using WordPress and WooCommerce. Now, customers can browse different trophies, medals, and mementos, customize them by adding text, changing text colors, uploading logos, or images, and then purchase them online. The website includes essential pages such as Home, Shop, Product, Wishlist, Cart, Checkout, Account, Order Tracking, Contact, About, and Blog, ensuring a smooth and informative shopping experience. Customers can make secure payments through UPI QR Code Payment Gateway, receive email notifications for their orders, and track their order status. The WordPress Dashboard is used for managing products, customer orders, and website content, allowing the admin to update product listings, process orders, and maintain customer interactions without requiring advanced technical skills. Additionally, features like WhatsApp support and contact form make it easy for users to ask questions, inquire about bulk orders, or get assistance regarding their purchases.

The website is fully mobile-responsive, meaning users can shop conveniently from their smartphones, tablets, or computers. Throughout the development process, the project underwent comprehensive functional, usability, and performance testing to guarantee that every feature operates accurately, efficiently, and basically for end users. The project also includes regular website backups using the All-in-One WP Migration plugin, ensuring that all data, including products, orders, and customer information, is securely stored and can be restored in case of any issues. This project successfully modernizes the trophy-selling business by creating an easy-to-use and secure online shopping system, allowing customers to customize, order, and track their purchases effortlessly. With WordPress as its foundation, the website is scalable and adaptable, making it ready for future growth and continuous improvement.

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## CHAPTER 1

### INTRODUCTION

People are now more interested in shopping online. Many stores are using websites to sell their products easily. Unique Trophy's is a shop in Kayamkulam that sells trophies and mementos. The shop already has a website, but it only shows the products. The owner wants a new website where people can buy products directly. This website will be created using WordPress so that the owner can manage it easily without needing to learn coding.

#### **1.1 OVERVIEW OF UNIQUE TROPHY'S**

Unique Trophy's, a specialized retail shop located in Kayamkulam, already maintains a website that only shows its products without offering the feature of purchasing the products online. This feature limitation inhibits customer interaction and sales potential.

The goal of the project is to redesign the current website as a complete E-Commerce website using WordPress so that buyers can browse, customize, and buy trophies, memorials, and medals online. The website will provide customers with order personalization capabilities by altering text, color, logos, and images on the products. The platform will also have basic e-commerce functionalities like product search, ordering, UPI QR code payments, email reminders, and account creation for tracking orders.

In contrast to typical e-commerce sites that have an administrator approving users, this site will be freely available to all users without the need for manual admin approval. The WordPress back-end only will be employed in handling products, orders, and customers, ensuring site administration is efficient and hassle-free.

#### **1.2 SIGNIFICANCE OF AN E-COMMERCE WEBSITE**

In today's digital world, internet shopping has become a crucial retail business feature that offers shoppers a convenient, effective, and personalized online shopping experience. For Unique Trophy's, going online is not just a tech upgrade but also a business strategy that will raise customer engagement and boost sales.

Perhaps the greatest benefit of online shopping is convenience. The customer can shop, customize, and place orders for trophies and mementos anywhere, anytime, without having to step into the store. The other major benefit is product customization. In traditional shopping, where personalization facilities are limited or have to involve a visit in person, customers in the

new online store can insert personalized images, logos, or text in their trophies upon ordering. Customer satisfaction is achieved with this element since they have the ability to preview and amend their designs prior to buying them. Secure online payments via UPI QR Code and WooCommerce ensure a hassle-free and reliable transaction process, eliminating cash payment concerns. Automated order tracking and email updates keep customers informed, reducing direct inquiries.

For the business, an e-commerce platform streamlines inventory and order management. The WordPress dashboard facilitates quick product updates, monitoring of orders, and sales tracking, with higher efficiency and accuracy. Online presence increases visibility and credibility, drawing more consumers through blogs, social media, and SEO. This online growth is crucial for maintaining growth within a competitive market.

In summary, shifting to an online shopping is a turning point for Unique Trophy's shop. It is convenient for customers, makes the business more efficient, ensures secure transactions, and increases market reach. This change will make the business a contemporary, customer-centric, and technology-based brand, which will eventually translate to increased sales and better customer satisfaction.

### 1.3 PURPOSE AND OBJECTIVES

The main aim of this project is to improve Unique Trophy's presence online through creating a convenient e-commerce site that makes the transaction process easy. The major goals of the project are:

- Creating an online shopping website on WordPress to enable customers to place orders directly.
- Making product customization possible, enabling users to enter text, choose color of the text, logos, and images for trophies and mementos.
- Providing a UPI QR code-based payment system for easy transactions.
- Adding product search and filtering features to enhance user experience.
- Email order confirmation and update automation.
- Facilitating customer account creation to monitor their past orders.
- Providing an easy admin interface through WordPress Dashboard for managing products, orders, and customers.

## CHAPTER 2

### SYSTEM ANALYSIS

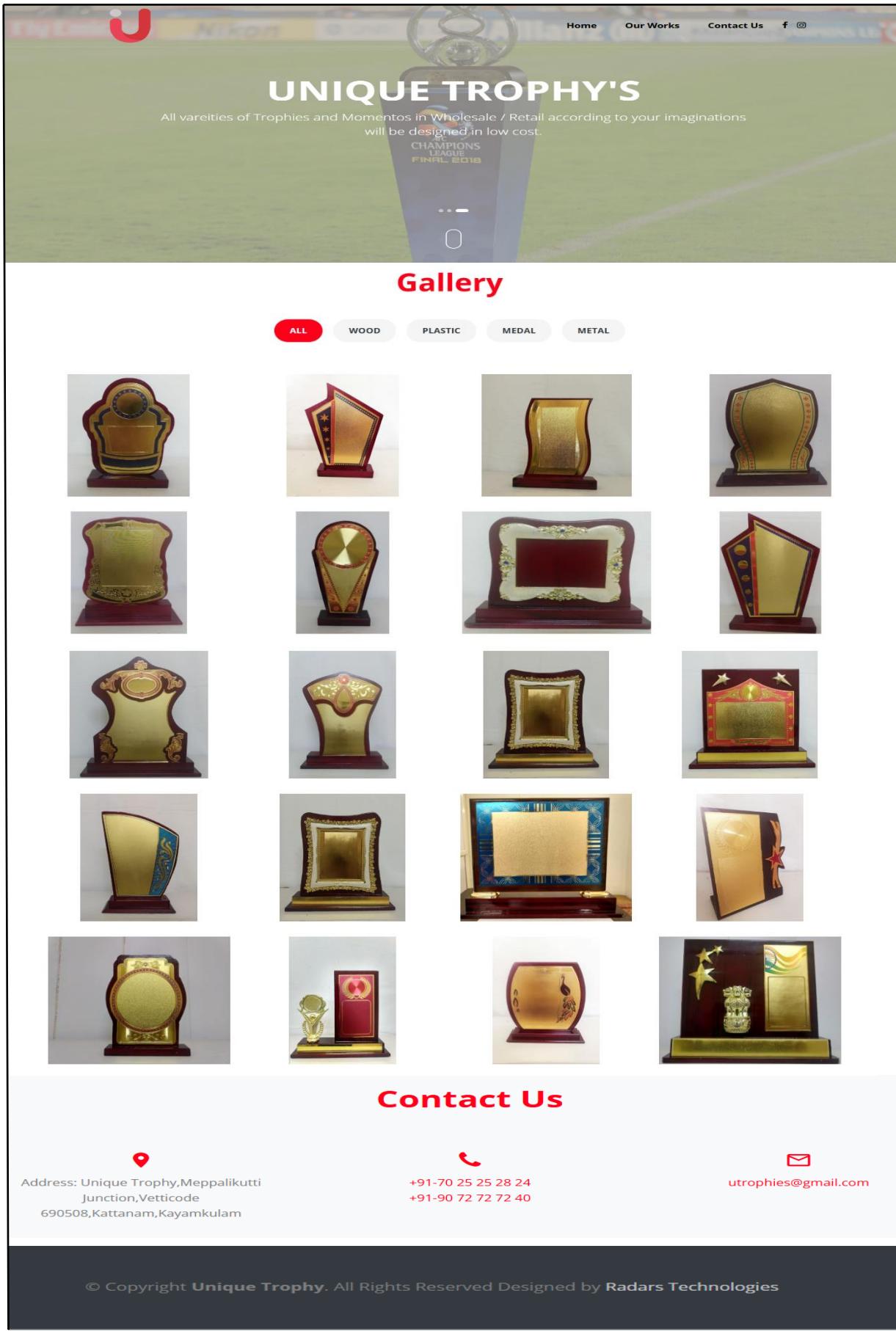
The Unique Trophy's current website has only showcases products without online purchasing or customization options. The proposed solution is a fully functional e-commerce platform that enables customers to browse, customize, order, and securely pay online, enhancing convenience and business efficiency.

#### **2.1 EXISTING SYSTEM**

Unique Trophy's Kayamkulam existing website is merely a product display, that is, customers are able to see various trophies and mementos but cannot buy them over the website. To buy customized trophies from Unique Trophy's, visit the store and explore various designs. Choose a trophy, specify customization details like text, text color, logo, or image, and confirm the design and price. After placing your order and making the payment, wait for the processing time. Once ready, collect the trophy from the shop. There are several limitations affecting customers as well as the shop owner:

- No Online Shopping: Customers are not able to purchase trophies or mementos directly from the website. They must either go to the store or call/contact the shop by phone or email to order.
- No Personalization Options: There is no feature to allow customers to personalize trophies by including text, logo, or images prior to buying.
- No Shopping Cart and Checkout Process: Consumers are unable to add several products to a cart and checkout in a single transaction without interruptions.
- No Secure Payment Gateway: Payments have to be made offline or through third-party arrangements, which compromise the convenience of transactions.
- Limited Product Discovery: Consumers are unable to search, filter, or order products by categories, price, or popularity.
- No Order Tracking System: The customers cannot trace their orders once they make a purchase. They have to request the store manually for updates.
- No User Accounts: The customers cannot log in to see their previous orders or store preferences for future purchases.

These constraints limit customer convenience, complicate the buying process, and lead to lost sales for the business.



*Fig 2.1 Existing website of the Unique Trophy's shop*

## 2.2 PROPOSED SYSTEM

To resolve these constraints, the new WordPress-powered e-commerce site will enable a complete and interactive online shopping experience. The main features are:

- a. Full Online Shopping System
  - Customers are able to browse, choose, and purchase trophies and mementos online without physically visiting the store.
  - A safe shopping cart will enable customers to handle multiple purchases within a single session.
- b. Product Customization Options
  - Customers can customize their trophies by including text, choose color of text logos, or pictures.
  - A preview option can be added to display customization before placing the order.
- c. Secure Online Payments
  - UPI QR Code, credit/debit card, and bank transfer integrations for smooth transactions.
- d. User Accounts & Order Tracking
  - Users can log in to see order history, manage preferences, and track orders.
  - Live order tracking shows status updates (Processing, Shipped, Delivered). Guests (unregistered users) can buy products but track orders only via 'Track Order' option.
- e. Advanced Search & Filtering
  - Customers will be able to search for products by keywords, categories, or price range.
  - Popular, new arrival, and sale filters will improve the shopping experience.
- f. Responsive & Mobile-Friendly Design
  - The site will be completely optimized for mobile, tablet, and desktop users to make it accessible on all devices.
- g. Automated Email Notifications
  - Customers will automatically receive order confirmation emails, payment receipts, and delivery status updates.
- h. Admin Dashboard for Easy Management
  - The shop owner will utilize the WordPress Dashboard to control products, orders, and customer inquiries.
  - WooCommerce Custom Product Addons will enable easy product updates and price changes.

## 2.3 TECHNOLOGIES USED

The Unique Trophy's E-Commerce Website was developed by using WordPress, frontend and backend technologies, plugins, security features, and SEO functionalities to provide a hassle-free shopping experience. The following is an elaboration of the technologies used:

### 1. Platform

- **WordPress:** A widely-used open-source Content Management System (CMS) renowned for its flexibility, scalability, and user-centric interface. It empowers website owners to effortlessly manage content, modify layouts, and scale their online presence, making it ideal for businesses of all sizes from startups to large enterprises.
- **WooCommerce:** A robust and highly extensible WordPress plugin that seamlessly transforms a standard website into a comprehensive e-commerce store. It provides a suite of features including streamlined product cataloging, secure checkout processes, real-time order tracking, and integration with numerous third-party services and payment gateways, ensuring a smooth and professional online shopping experience.

### 2. Frontend Development

- **Elementor Page Builder:** A versatile and intuitive drag-and-drop page builder for WordPress that empowers users—regardless of their technical expertise—to create stunning, responsive, and pixel-perfect web pages. With real-time editing capabilities and a vast library of widgets and templates, it simplifies the process of designing engaging web layouts without the need for manual coding.
- **HTML, CSS, and JavaScript:** The foundational web development languages that serve as the building blocks of a visually appealing and interactive website. HTML structures the content, CSS styles and enhances visual aesthetics for responsiveness across devices, while JavaScript adds dynamic functionality, improving user engagement and delivering a seamless browsing experience.

### 3. Backend

- **PHP:** A powerful server-side scripting language that forms the backbone of WordPress and drives its dynamic content capabilities. It manages essential backend tasks such as database communication, form processing, user authentication, and executing business logic, ensuring that the website runs efficiently and responds dynamically to user inputs and administrative changes.

#### 4. Plugins Used

- WooCommerce Custom Product Addons: A specialized WooCommerce extension designed to provide customers with a personalized shopping experience. It allows users to tailor their purchases—such as trophies or mementos—by adding custom text, logos, images, or engraving instructions directly on the product page, thereby increasing customer satisfaction and product uniqueness.
- YITH WooCommerce Wishlist: A user-friendly plugin that enhances customer convenience by allowing them to curate a list of desired products. This feature enables shoppers to bookmark their favorite trophies or keepsakes for future reference or gift planning, leading to improved customer retention and repeat purchases.
- File Uploads Addon for WooCommerce: An advanced plugin that facilitates direct file uploads from customers during the purchase process. This allows users to submit custom artwork, personal logos, or specific design elements, which are then used to personalize the ordered products, thus catering to individual preferences and branding requirements.
- UPI QR Code Payment Gateway: A payment plugin tailored for the Indian market, offering a fast, secure, and card-free transaction method via UPI (Unified Payments Interface). By enabling QR code scanning at checkout, it simplifies the payment process, promotes cashless transactions, and caters to the growing preference for UPI-based digital payments.
- Chaty: An efficient communication tool that integrates popular messaging platforms such as WhatsApp, Facebook Messenger, and Telegram into the website. It facilitates real-time customer support and enhances user engagement by allowing visitors to instantly connect with support representatives for inquiries, order assistance, and personalized help.
- Contact Form 7: A flexible and widely used contact form plugin that allows businesses to create and manage multiple customizable forms. It helps collect user inquiries, feedback, or special product customization requests, with advanced features such as CAPTCHA, file uploads, and conditional logic to streamline communication.
- All-in-One SEO (AIOSEO): Enhances website search engine optimization by optimizing meta tags, keywords, sitemaps, and readability, ensuring higher rankings on search engines like Google.

## CHAPTER 3

### SYSTEM REQUIREMENTS

The E-Commerce Website of Unique Trophy's needs a clear and defined system structure in order to facilitate smooth shopping for customers and easy management for owners of shops. The system requirements are categorized into Functional Requirements and Non-Functional Requirements.

#### **3.1 FUNCTIONAL REQUIREMENTS**

The website for Unique Trophy's is made to make buying easy and convenient for both customers and store owners. The specific functional requirements for Users (Customers) and Shop Owners (Admin) are:

##### **For Users (Customers)**

- a. Browse and View Trophy Designs
  - Customers can explore different categories of trophies and mementos available in the store.
  - Each trophy will have images, descriptions, and pricing details to help customers make informed choices.
- b. Customize Trophies with Text, Logos, Color or Messages
  - Customers will have the option to personalize their selected trophies.
  - They can enter a text, select text color upload a logo, or add a custom message while placing an order.
- c. Add Products to the Cart and Place Orders
  - Users can add multiple trophies to their shopping cart before proceeding to checkout.
  - The cart will display item details, total cost, and customization options.
  - Once finalized, users can place an order and receive an order confirmation email.
- d. Make Secure Online Payments
  - The website will support online payments exclusively through UPI QR code.
  - A secure payment gateway will be integrated to ensure customer transactions are safe and reliable.
- e. Track Order Status
  - Customers can view their order status (e.g., Processing, Shipped, Delivered).

- A rough estimate of delivery time will be indicated according to the shipping option.
- f. Contact the Shop for Inquiries
  - A Contact Us page will be available where users can send messages or inquiries regarding products, bulk orders, or delivery concerns.
  - Chaty Live Chat Integration will enable real-time communication, allowing customers to get instant responses to their queries directly from the website.
  - The shop owner will receive these messages and respond via email or phone.

### **For Shop Owners (Admin)**

- a. Manage Trophy Listings (Add, Edit, Remove)
  - The shop owner can add new trophies and mementos to the website, including product images, descriptions, and prices.
  - Existing products can be edited or updated based on availability or pricing changes.
  - Outdated or unavailable items can be removed from the website to keep the store updated.
- b. View and Process Customer Orders
  - The shop owner can access a dashboard to see all incoming orders.
  - Each order will have details such as customer name, ordered items, payment status, and delivery address.
  - Orders can be marked as processed, shipped, or completed once fulfilled.
- c. Handle Online Payments Securely
  - The shop owner will ensure that online payment transactions are securely processed.
  - A payment gateway like WooCommerce Payments will be used to collect payments from customers.
  - Payment receipts and invoices can be generated for record-keeping and customer reference.
- d. Customize Website Design Using WordPress
  - The shop owner can use WordPress and Elementor to modify the website's layout, colors, and fonts.
  - Banners, promotional offers, and special discounts can be added to attract more customers.
- e. Manage Customer Details and Messages
  - Customer details such as email addresses, phone numbers, and past orders will be accessible for order fulfillment and customer support.

- Messages received through the Contact Us form will be reviewed, and responses will be sent accordingly.
- f. Ensure Website Security
  - Regular backups will be taken to prevent data loss in case of technical issues.
  - Secure login credentials and user access control will be maintained to prevent unauthorized changes.

### **3.2 NON-FUNCTIONAL REQUIREMENTS**

Non-functional requirements specify the Unique Trophy's Website's performance, security, and usability features. These guarantee that the system is scalable, reliable, and user-friendly.

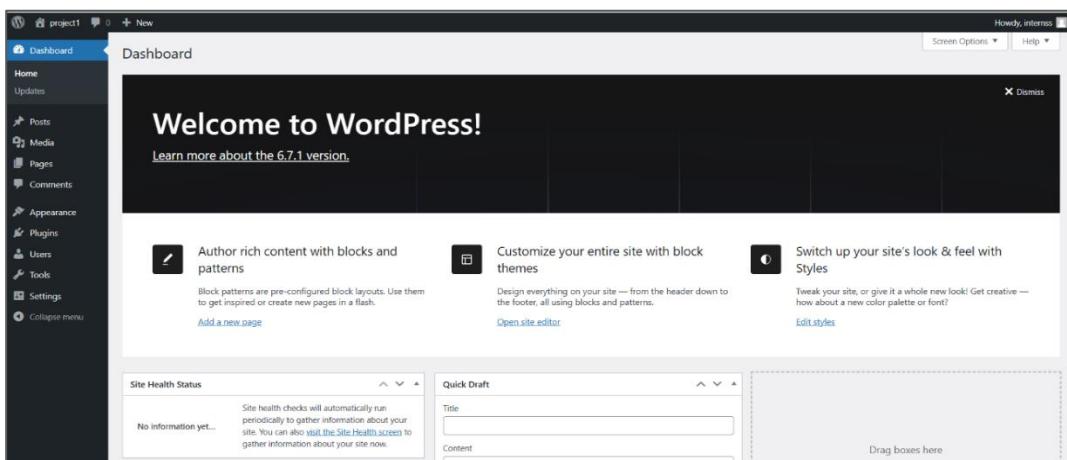
- a. Performance Efficiency:
  - The site should be loaded in 2–3 seconds for quick navigation.
  - It should support multiple users at once without any degradation of performance.
- b. Security:
  - WooCommerce secure payment gateways will provide secure transactions.
  - Regular security checks and WordPress security plugins will be utilized to ensure prevention from cyber threats.
- c. Usability and Accessibility:
  - The website shall be user-friendly and plain-looking to promote better user experience.
  - It will be responsive in order to allow seamless functionality across desktops, tablets, and smartphones.
- d. Scalability:
  - The system shall accommodate more and more products, users, and transactions without issues regarding performance.
  - The website should be scalable so it can take additional features like bulk orders and coupons in the future.
- e. SEO and Marketing Optimization:
  - Search engine optimization (SEO) of the website to enhance visibility.
  - Social media integration to enable easier marketing and interaction with users.

With the accomplishment of both functional and non-functional requirements, Unique Trophy's E-Commerce Website will provide customers with a streamlined, secure, and user-friendly online shopping experience while making order and product management easy for the shop owner.

## CHAPTER 4

### WORDPRESS AND ITS ROLE IN E-COMMERCE

WordPress is a popular content management system (CMS) through which one can create and administer websites easily without having much knowledge of coding. WordPress has an easy-to-use dashboard, a huge repository of themes, and a strong plugin base to augment capabilities. While it started off as a blog site, today WordPress is an independent web development platform with the facility of e-commerce through WooCommerce and other plugins.



*Fig 4.1 WordPress dashboard*

Here, WordPress would be used to design an E-Commerce website for Unique Trophy's of Kayamkulam to enable purchases online of engraved trophies, mementos, and medals.

#### 4.1 BENEFITS OF USING WORDPRESS FOR E-COMMERCE

Having an E-Commerce website on WordPress has the following advantages:

- User Friendliness – WordPress can be easily utilized to manage customers, orders, and products with no technical experience.
- Integration with WooCommerce – The WooCommerce plugin, the popular e-commerce plugin, will be used to integrate shopping cart, checkout, and payment functionalities.
- Cost-Effective – WordPress is free and open-source, lowering the cost of development. Premium plugins and themes can be installed as needed.
- Customization and Flexibility – Users have the ability to customize product information, include text or images on trophies and keepsakes, and handle orders effectively.

- UPI Payment Support – Support for seamless integration with UPI QR code payment for quick and secure payments.
- Mobile-Responsive Design – Guarantees that the customers can view and make orders from any device.
- Secure and Scalable – Security plugins and periodic updates ensure that the site remains safe from harm, and the site can grow as the business does.

With these advantages, WordPress is the best fit for converting Unique Trophies' static website to a full-featured online store.

## 4.2 WORDPRESS DASHBOARD USAGE IN THIS PROJECT

The WordPress Dashboard will serve as the primary tool for managing the website. The key functionalities used in this project include:

- a. Product Management
  - Adding, updating, and categorizing trophies, mementos, and medals.
  - Enabling customization options (text, color of the text, logos, images).
- b. Order Management
  - Viewing and processing customer orders.
  - Sending automatic email notifications to customers.
- c. Customer Management
  - Users can register and track their order history.
  - No admin approval is required for user registration.
- d. Payment Management
  - UPI QR Code integration for secure and quick transactions.
- e. Page and Content Management
  - Managing the Home Page, Shop Page, Product Pages, Wishlist, Cart, Checkout, Account Page, Order Tracking Page, About Page, Contact Page, and Blog Page using the dashboard.
- f. Security and Performance Optimization
  - Using plugins to enhance speed, security, and SEO rankings.

The admin role in WordPress will be limited to managing customers, orders, and products while ensuring the website runs smoothly.

## CHAPTER 5

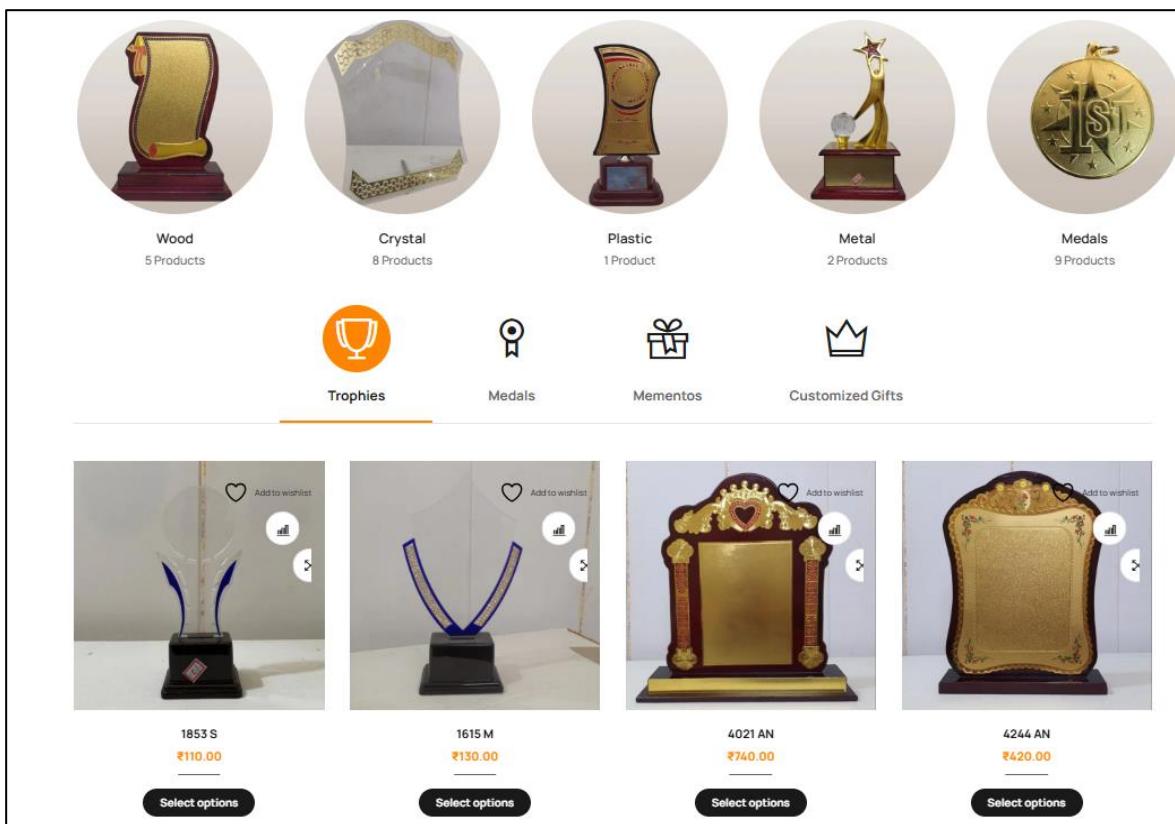
### SYSTEM DESIGN

#### 5.1 WEBSITE STRUCTURE AND DESIGN

Unique Trophy's eCommerce website is designed to have a seamless and interactive user experience. The usability, simplicity, and simple buying process are emphasized through the design. The main pages and features listed below set the website structure:

##### a. Home Page:

The home page is the point of entry, featuring promoted products, new offers, and a store introduction. Customers are able to browse easily via the main menu and view product categories.



*Fig 5.1 Categories of products displayed on the homepage*

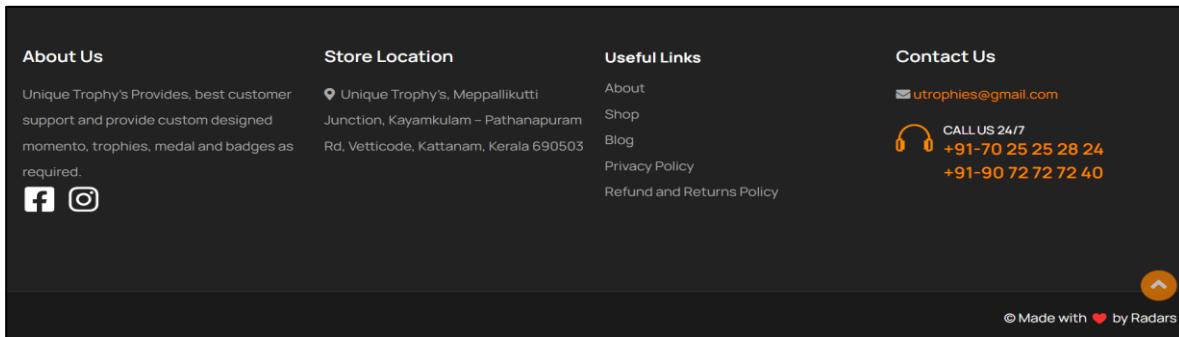
##### b. Header and Footer Design:

The header accommodates the site logo, navigation menu, and Call-to-Action Buttons, while the footer has quick links, contact information, and social media links. Screenshots are to

capture the header and footer structure. All the pages have same header and footer in the website.



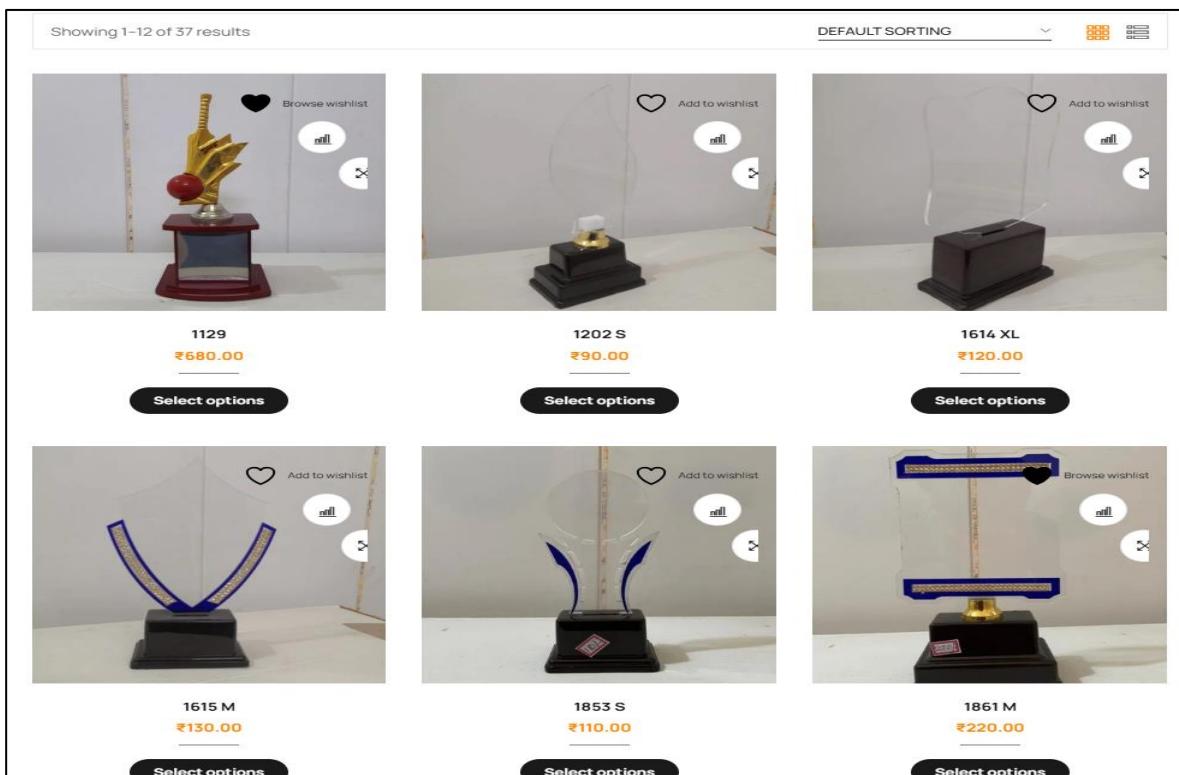
*Fig 5.2 Header structure*



*Fig 5.3 Footer structure*

### c. Shop Page:

The shop page displays all the trophies, medals, and medals available. Customers can browse through categories and use search , product tags , latest products and filter features to locate their preferred products efficiently.



*Fig 5.4 Products displayed on the shop page*

#### d. Product Page:

Each item has a specific page showing product information like product specific name, description, size guides, available stocks, price, customization (text, color of text, logo, image), and an 'Add to Cart' button. Customers are able to customize their orders prior to proceeding.



**FL 80**  
**₹480.00**  
*(Size: 2)*

Once we receive your Order, we will send you a Design Preview for Approval. Orders are sent for Production only after Customer Approval.

The product is completely personalised according to the logo, Picture and text provided by you! We use the most advanced technology to customise the product so that you get the best finish possible. To personalise your product, please upload the logo, photos and text.

**SIZE GUIDES**  
 68 in stock

Add custom text for personalization

Add color for custom text  
 #CAE2F9

Upload an image:  
 No file chosen

1 + - Add To Cart

Heart Add to wishlist  
Compare

Share Link: [f](#) [t](#) [in](#) [t](#) [p](#)

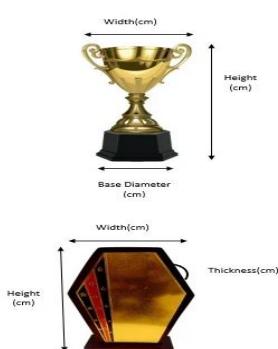
---

SKU: 20007  
 CATEGORIES: Trophies, Wood  
 TAGS: Academic Excellence, Farewell Gifts, Trophies, Wood

[DELIVERY CHARGES](#) [SHIPPING INFORMATION](#) [COMPOSITION AND CARE](#)

Fig 5.5 Single product page

**SIZE GUIDE**

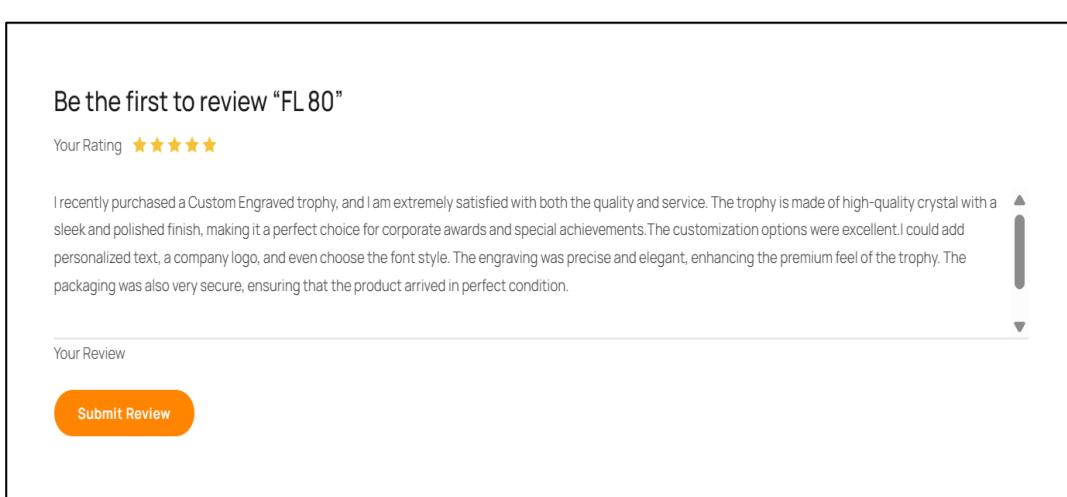
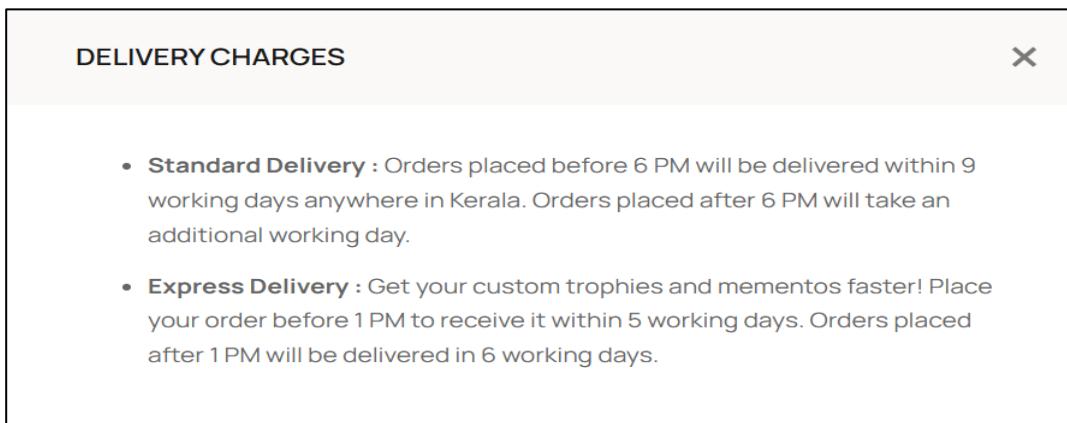
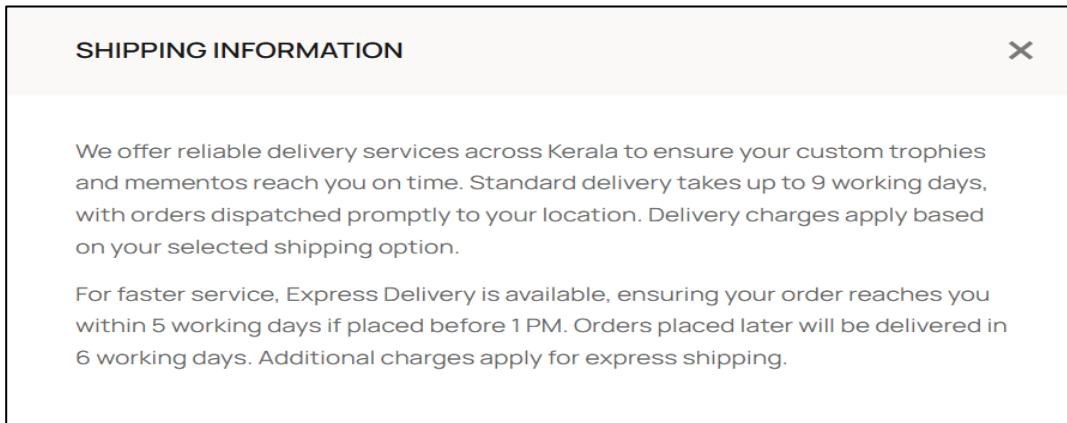


<b>TROPHIES</b>			
SIZE	1	2	3
HEIGHT (CM)	20	30	40
WIDTH (CM)	10	15	20
BASE DIAMETER (CM)	8	10	12

<b>MEMENTOS</b>			
SIZE	1	2	3
HEIGHT (CM)	15	20	25
WIDTH (CM)	10	12	15
THICKNESS (CM)	2	3	4

Fig 5.6 Size guide on the product page

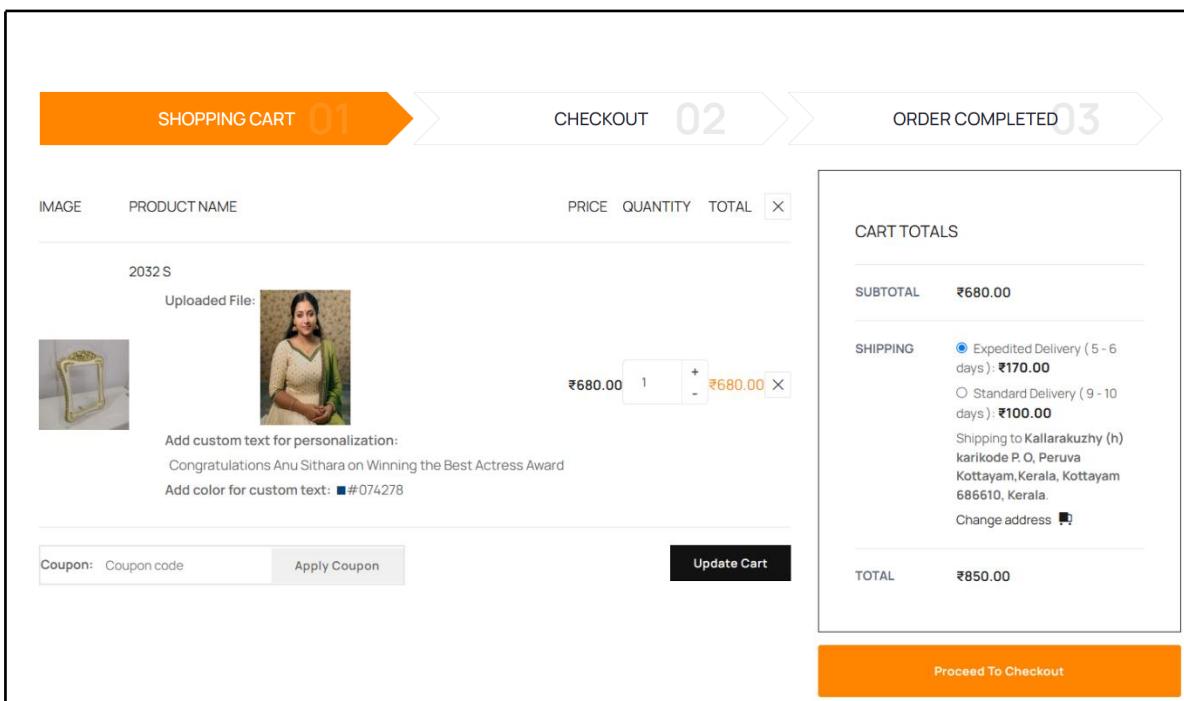
*Fig 5.7 Review option on the product page**Fig 5.8 Delivery charge details on the product page**Fig 5.9 Shipping information on the product page*



*Fig 5.10 Composition and care details on the product page*

#### e. Cart Page:

The cart page summarizes the shopping cart with an emphasis on a customized product that has personalized text, color, and an image uploaded. The page offers transparent pricing such as product price and delivery fees. Options such as "Apply Coupon," "Update Cart," and "Proceed to Checkout" offer a convenient and effective shopping process.



*Fig 5.11 Shopping cart summary on the cart page*

### f. Wishlist Page:

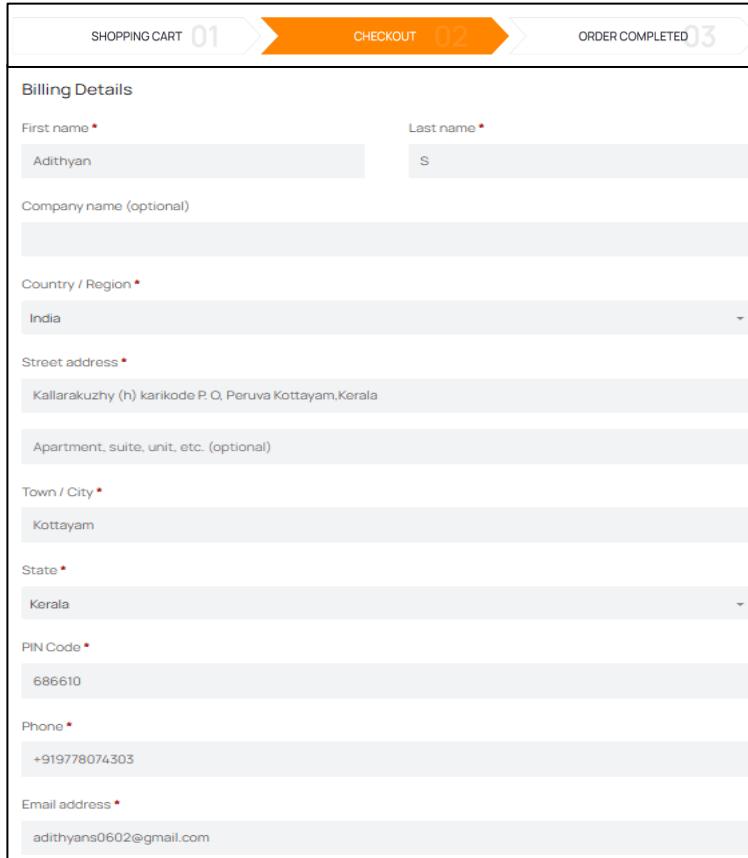
Customers are able to add products to their wishlist for future use. This allows customers to plan their shopping and quickly view their favorite products.

My wishlist			
PRODUCT NAME	UNIT PRICE	STOCK STATUS	
 1129	₹680.00	In Stock	<button>Add To Cart</button>
 1861 M	₹220.00	In Stock	<button>Add To Cart</button>

Fig 5.12 Wishlist products

### g. Checkout Page:

The checkout page guarantees a smooth purchasing experience with integrated secure payments via UPI QR Code. Buyers can input bill information and complete transactions.



SHIPPING CART 01 → CHECKOUT 02 → ORDER COMPLETED 03

**Billing Details**

First name \* Adithyan Last name \*

Company name (optional)

Country / Region \* India

Street address \* Kallarakuzhy (h) karikode P.O. Peruvu Kottayam,Kerala

Apartment, suite, unit, etc. (optional)

Town / City \* Kottayam

State \* Kerala

PIN Code \* 686610

Phone \* +919778074303

Email address \* adithyans0602@gmail.com

Fig 5.13 Billing Details on the checkout page

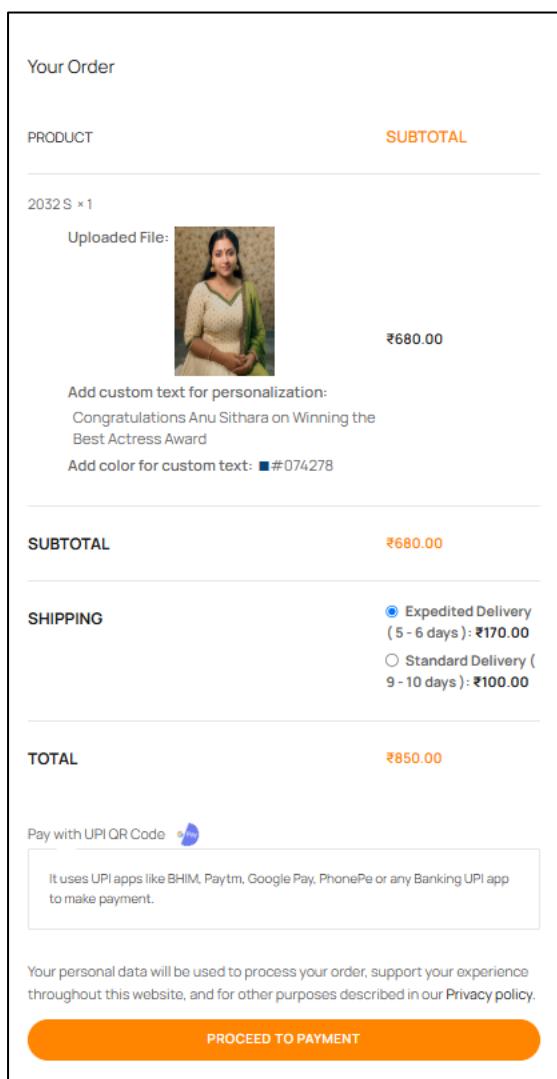


Fig 5.14 Order details on the checkout page

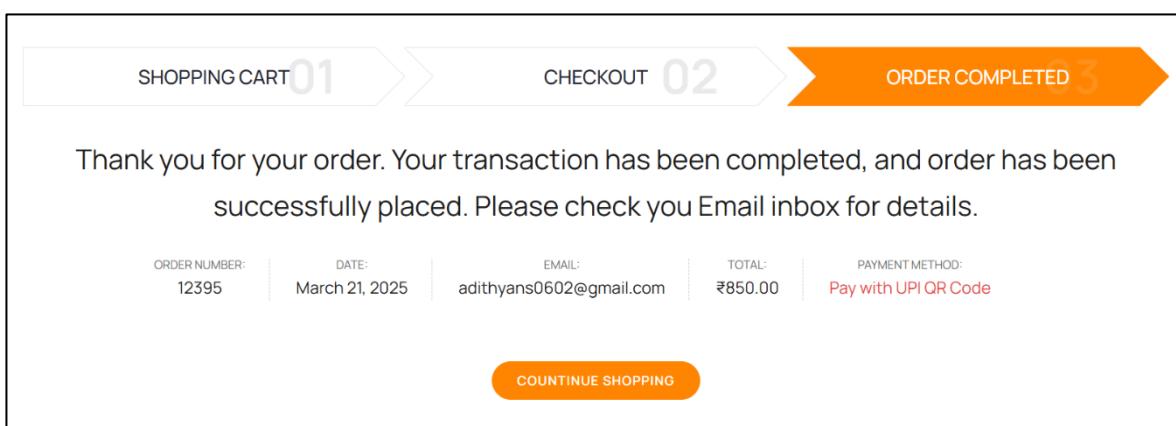


Fig 5.15 Order Confirmation for user on the checkout page

### **h. Account Page:**

The login facility allows registered users to update their profile, view order history, and monitor active purchases. Guests (unregistered users) can also buy products but can only track their orders using the 'Track Order' option.

This screenshot shows the account dashboard. At the top, there is a navigation bar with links: Dashboard (highlighted in orange), Orders, Downloads, Addresses, Account details, and Log out. Below the navigation bar, a greeting says "Hello Adithyan S (not Adithyan S? Log out)". A message below it states: "From your account dashboard you can view your recent orders, manage your shipping and billing addresses, and edit your password and account details." There is a large empty area below this message.

*Fig 5.16 Dashboard on the account page*

This screenshot shows the recent order details section. At the top, there is a navigation bar with links: Dashboard, Orders (highlighted in orange), Downloads, Addresses, Account details, and Log out. Below the navigation bar, there is a table with columns: ORDER, DATE, STATUS, TOTAL, and ACTIONS. The table contains three rows of order information:

ORDER	DATE	STATUS	TOTAL	ACTIONS
#12395	March 21, 2025	Processing	₹850.00 for 1 item	<button>View</button>
#12393	March 20, 2025	Processing	₹850.00 for 1 item	<button>View</button>
#12391	March 20, 2025	Cancelled	₹850.00 for 1 item	<button>View</button>

*Fig 5.17 Recent order details on the account page*

This screenshot shows the account details page. At the top, there is a navigation bar with links: Dashboard, Orders, Downloads, Addresses, Account details (highlighted in orange), and Log out. Below the navigation bar, there are two columns of input fields:

- First name \***: Adithyan
- Last name \***: S
- Display name \***: Adithyan S
- Email address \***: adithyans0602@gmail.com

*This will be how your name will be displayed in the account section and in reviews*

**Password Change**

Current Password (leave blank to leave unchanged)  
.....

New Password (leave blank to leave unchanged)

Confirm New Password

**Save changes**

*Fig 5.18 Account details*

The screenshot shows the 'Orders' section of the website. At the top, there are navigation links: Dashboard, Orders (which is highlighted in orange), Downloads, Addresses, Account details, and Log out. Below this, a message states: 'Order # 12395 was placed on March 21, 2025 and is currently Processing.'

#### ORDER DETAILS

PRODUCT	TOTAL
2032 S x 1 Uploaded Media: 1742561135-Anu-Photo.jpg Add custom text for personalization: Congratulations Anu Sithara on Winning the Best Actress Award Add color for custom text: ■#074278	₹680.00
<b>SUBTOTAL:</b>	<b>₹680.00</b>
<b>SHIPPING:</b>	<b>₹170.00</b> via Expedited Delivery ( 5 - 6 days )
<b>PAYMENT METHOD:</b>	Pay with UPI QR Code
<b>TOTAL:</b>	<b>₹850.00</b>

#### BILLING ADDRESS

Adithyan S  
Kallarakuzhy (h) karikode P.O, Peruva Kottayam,Kerala  
Kottayam 686610  
Kerala  
🔗 +919778074303  
✉️ adithyans0602@gmail.com

#### SHIPPING ADDRESS

Adithyan S  
Kallarakuzhy (h) karikode P.O, Peruva Kottayam,Kerala  
Kottayam 686610  
Kerala

*Fig 5.19 Order details on account page*

### i. Order Tracking Page:

Customers can track orders using order id and email that used in billing. Customer can view the order status, such as processing, shipping, and delivery.

To track your order please enter your Order ID in the box below and press the "Track" button. This was given to you on your receipt and in the confirmation email you should have received.

12387  
Order ID

adithyans0602@gmail.com  
Billing email

**Track**

*Fig 5.20 Order tracking form***j. Contact Page:**

The contact page has customer inquiry form, as well as business address and support information. A screenshot should display the contact form and store details.

## Write us a letter

Please fill out the form below, and our team will get in touch with you to discuss how we can bring your vision to life with a trophy that perfectly represents your special occasion.

Adithyan S

adithyans0602@gmail.com

9778074303

I am interested in purchasing a custom crystal trophy and would like to know more about the available designs, pricing, and customization options. I would appreciate details on engraving, logo placement, and delivery timelines. Additionally, please let me know the ordering process and available payment options.  
Looking forward to your response. Thank you!

**GET IN TOUCH**

*Fig 5.21 Contact form***k. About Page:**

The about page gives customers an idea of the history of the shop, its mission, and values and creates trust in the company.

## What make us different

What sets us apart is our commitment to creating unique, high-quality trophies and mementos that celebrate achievements with elegance and precision. Our dedication to craftsmanship, customization, and customer satisfaction ensures that every piece is thoughtfully designed to make every occasion truly special. By providing detailed information about our business and values, we aim to build trust and confidence, making your purchasing experience seamless and rewarding.

[Read More](#)



**Our Mission**

Our mission is to provide high-quality, customized trophies and mementos that celebrate achievements and special moments with elegance and precision. We are committed to exceptional craftsmanship, customer satisfaction, and innovation, ensuring that every piece reflects the significance of the occasion it represents.

**Our Vision**

Our vision is to be the leading provider of unique and personalized awards, recognized for excellence in design, quality, and service. We strive to inspire recognition and appreciation worldwide by creating meaningful keepsakes that honor success, dedication, and milestones.

Fig 5.22 About the shop

### I. Blog Page:

The blog page gives industry updates, company updates, and news about trophies and awards.

The blog page supports SEO optimization.



This is a sample blog post from the website. The main image shows a gold trophy with a portrait of a person and a peacock design, held by a hand. The trophy is for 'VHSS THAMARAKULAM'. The blog post includes a heading 'Honoring excellence and achievement is an integral part of any event, be it corporate success, sports championships, or academic excellence. A well-designed trophy not only serves as a token of appreciation but also becomes a lasting symbol of hard work and dedication. At Unique Trophies, we craft personalized trophies that prestige and elegance, making every award ceremony memorable.' and a sub-heading 'Celebrating Excellence: Premium Trophies for Every Occasion'.

Fig 5.23 A sample blog

## 5.2 MAIN FEATURES AND FUNCTIONALITY

The E-Commerce platform features several key functionalities to enhance customer experience and make store operations smoother:

### a. Product Customization:

Customers can personalize products by adding text, selecting colors, uploading logos, or images. This feature enhances the shopping experience and meets specific customer preferences.

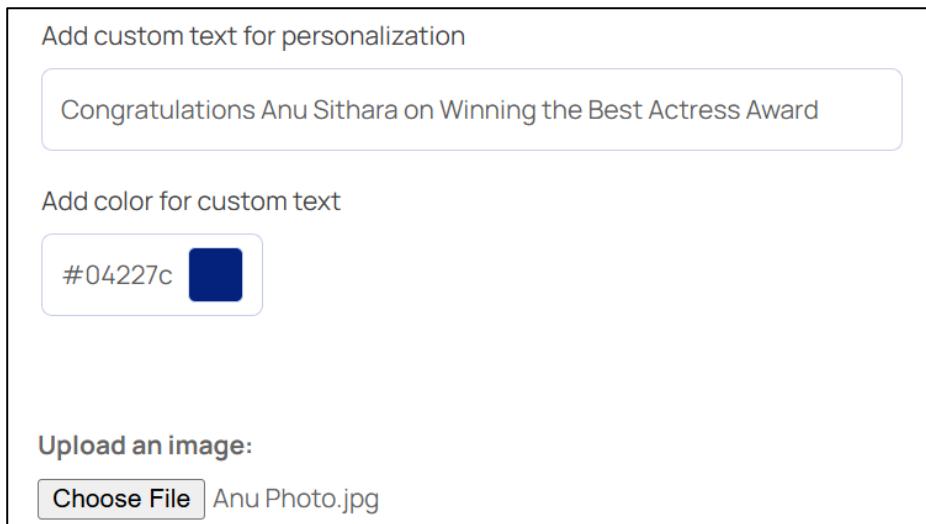


Fig 5.24 Customization options on the product page

### b. Search and Filtering Options:

Users can quickly locate products through search and filter features, sorting by category, price range, or popularity.

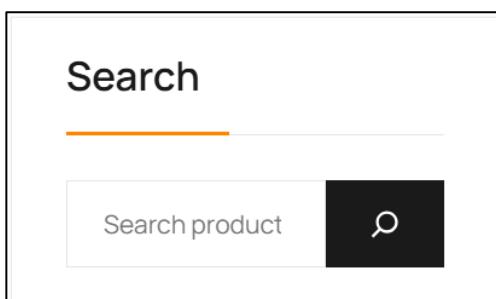


Fig 5.25 Search bar on the shop page

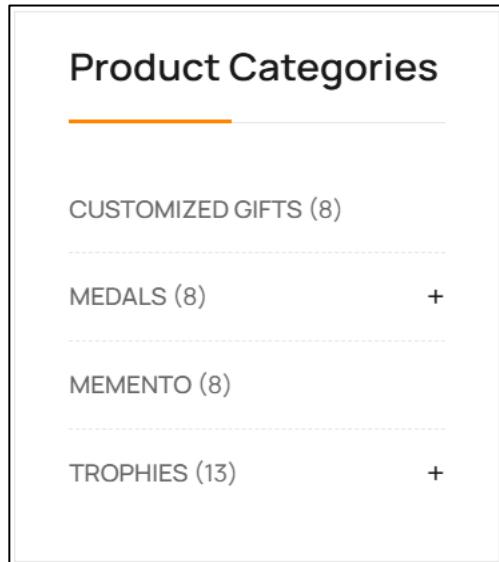


Fig 5.26 Product categories on the shop page

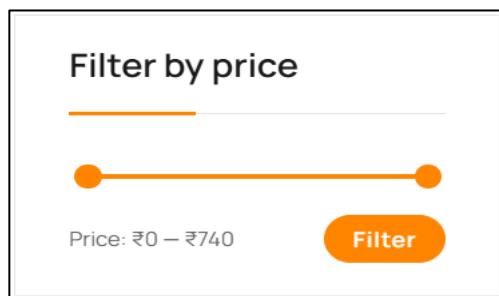


Fig 5.27 Product Filtering by price on the shop page

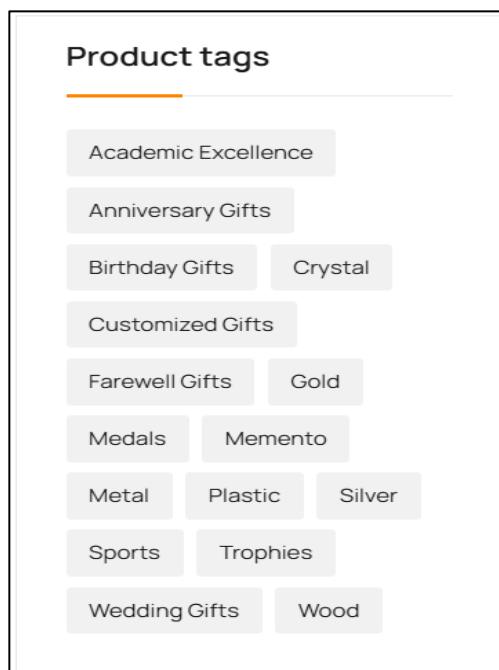


Fig 5.28 Product tags on the shop page



Fig 5.29 Product sorting options on the shop page

### c. User Registration and Account Management:

Customers can create their accounts, maintain their profiles, and monitor past orders to make a seamless shopping experience. Without the need for admin approval, customers can register and begin shopping immediately, making the process hassle-free and accessible.

The registration form is titled "Register". It features a text input field for "Email address \*" containing "adithyans0602@gmail.com". Below the input field is a note: "A password will be sent to your email address." Further down is a note about personal data usage: "Your personal data will be used to support your experience throughout this website, to manage access to your account, and for other purposes described in our Privacy policy." At the bottom of the form is an orange "REGISTER" button. To the right of the button is a link: "Have an Account. [Login](#)".

Fig 5.30 Registration form on the account page

Enter a new password below.

New password \*  Re-enter new password \*

Weak - Please enter a stronger password.

Hint: The password should be at least twelve characters long. To make it stronger, use upper and lower case letters, numbers, and symbols like ! " ? \$ % ^ &).

Save

Strong

Save

Fig 5.31 Creating password on the account page

Lost your password? Please enter your username or email address. You will receive a link to create a new password via email.

Username or email

Reset password

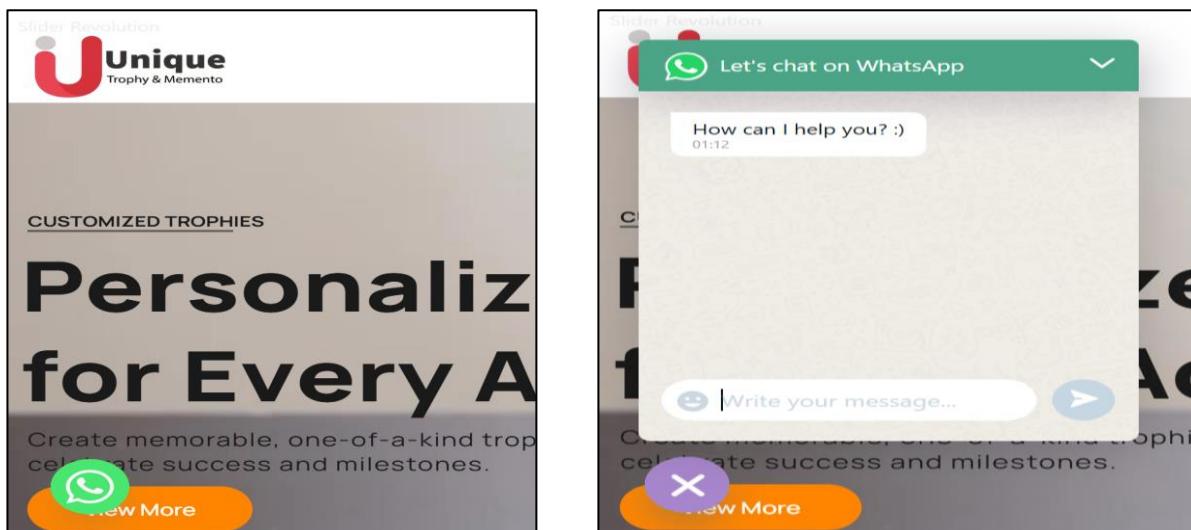
Fig 5.32 Reset password on the account page

The image shows a login form titled "Login". It includes fields for "Username or Email \*" (containing "adithyans0602@gmail.com") and "Password \*" (containing several dots). There is a "Remember me" checkbox and a link "Lost your password?". A large orange "LOG IN" button is at the bottom left. Below the form, a message says "No account yet? [Create an account](#)".

*Fig 5.33 Login form on the account page*

#### d. Instant Chat Support:

The Chaty plugin is incorporated into the Unique Trophy's online shopping website to provide better customer support and communication. WhatsApp integration is one of its key features, enabling customers to communicate directly with the shop owner for inquiries, order status, and customization needs.



*Fig 5.34 WhatsApp chat support on the website*

**e. Order Processing and Payment Integration:**

Orders are processed using WooCommerce, with secure payment methods such as UPI QR Code. Order confirmation is sent to customers via email. A screenshot must show the checkout page with the payment gateway.

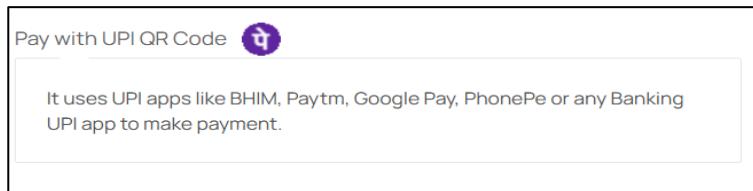


Fig 5.35 Payment method Details on the checkout page

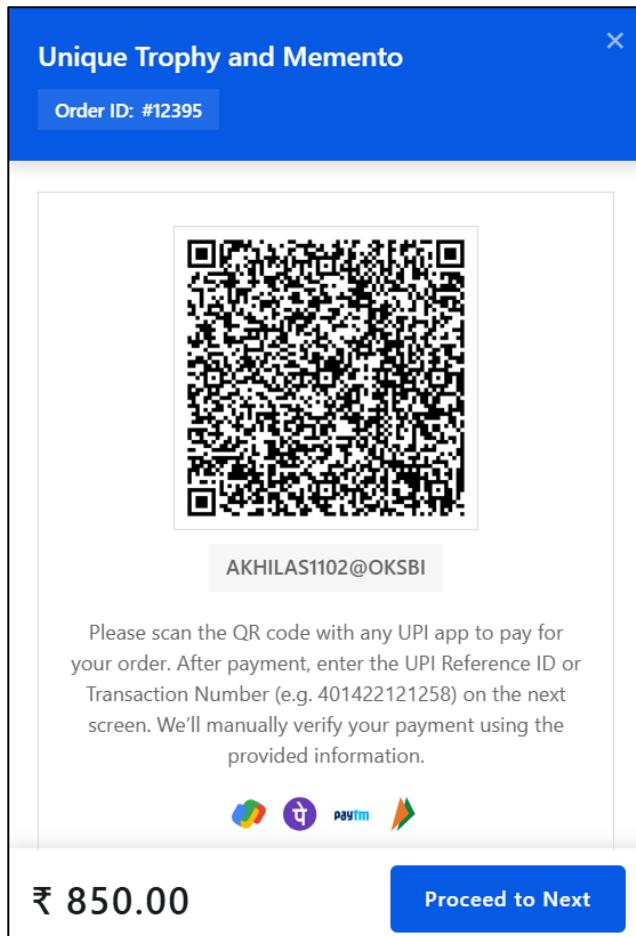


Fig 5.36 UPI QR Code Payment method

**Unique Trophy and Memento**

Order ID: #12395

Enter 12-digit Transaction / UTR / Reference ID: \*

544616434077

Upload Screenshot: \*

Choose File What....jpeg

Please ensure that the amount has been deducted from your account before clicking "Confirm". We will manually verify your transaction once submitted.

Back Confirm

Fig 5.37 Transaction confirmation form

#### f. Email Notifications for Orders:

Automated order confirmations via email are sent to customers at the time of order placement, shipment, and delivery.

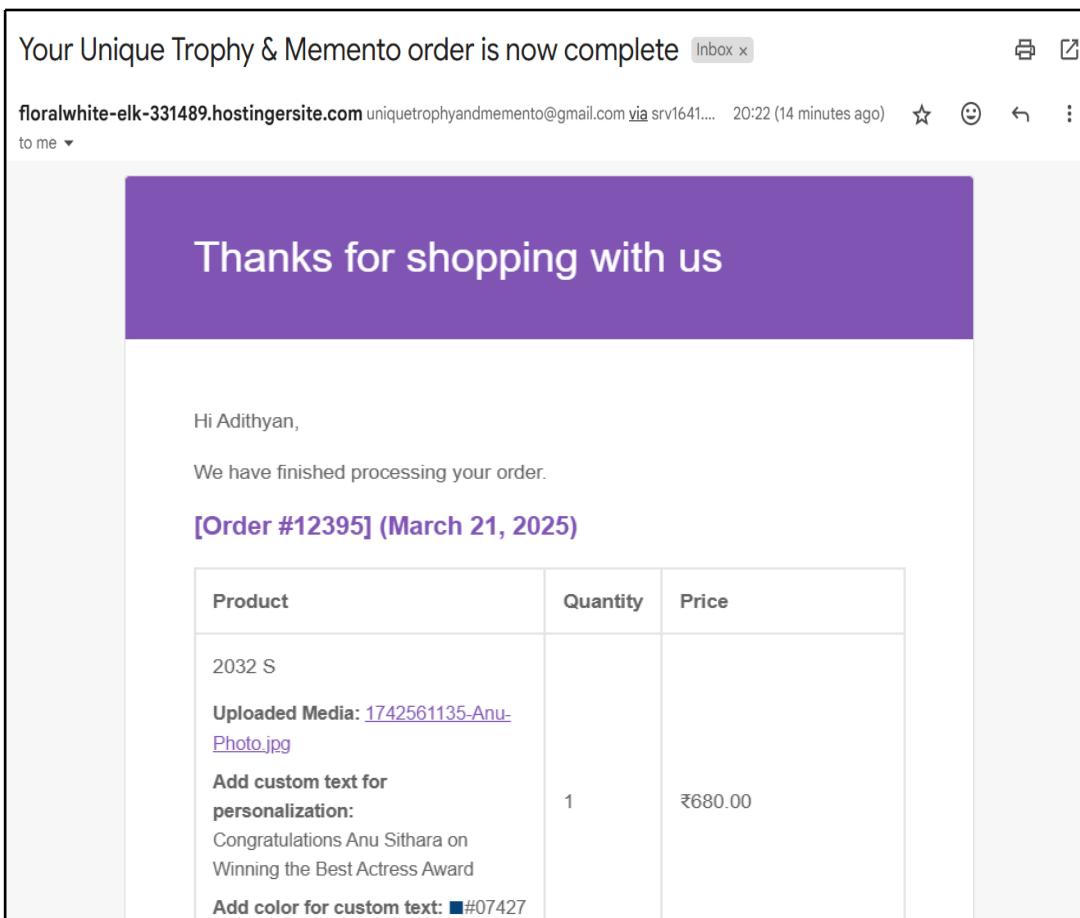


Fig 5.38 Order confirmation for user

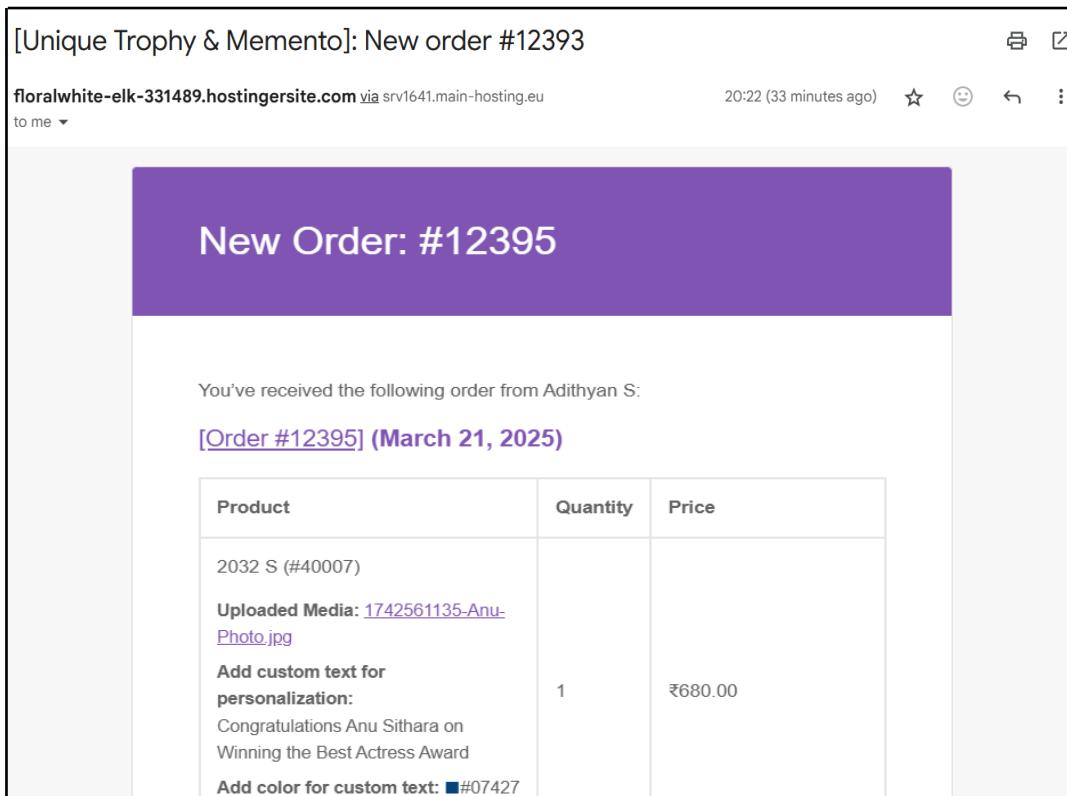


Fig 5.39 Order notification for shop owner

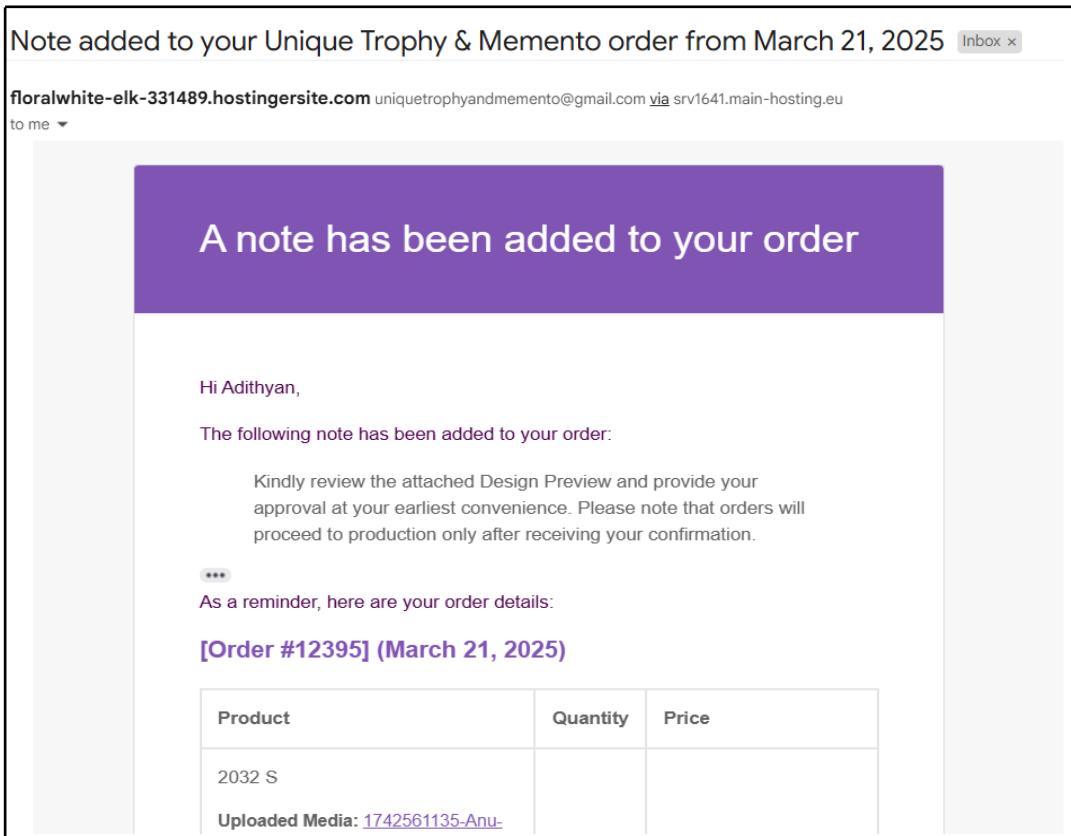


Fig 5.40 Design approval request email for user

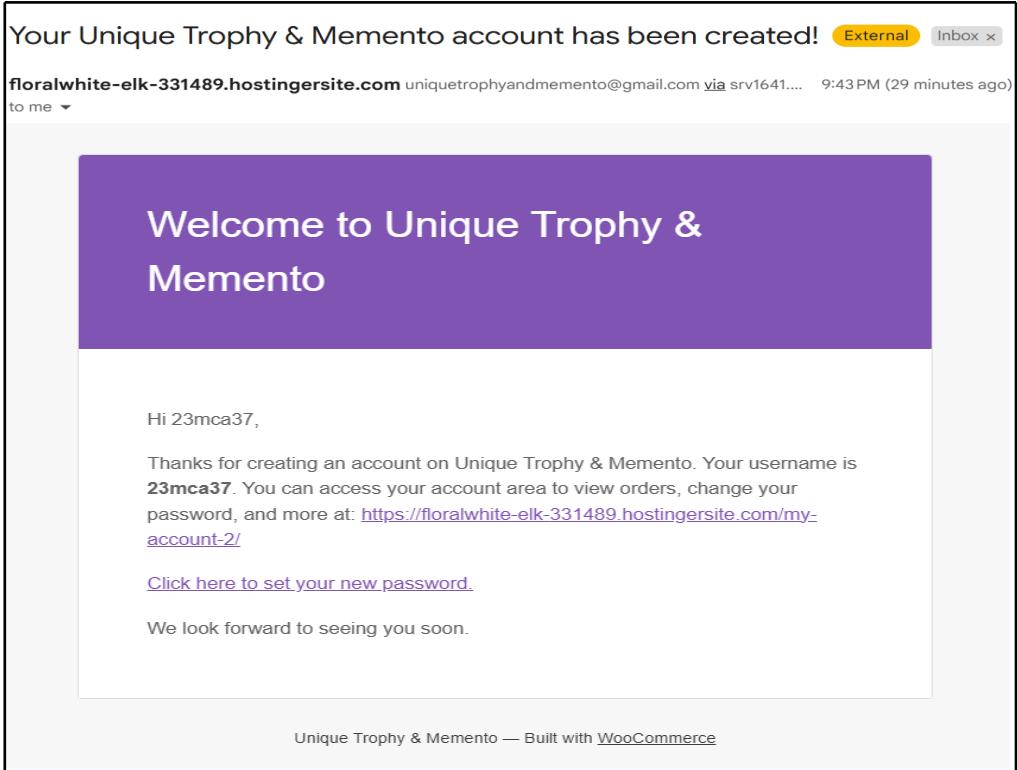


Fig 5.41 Registration successful email for user

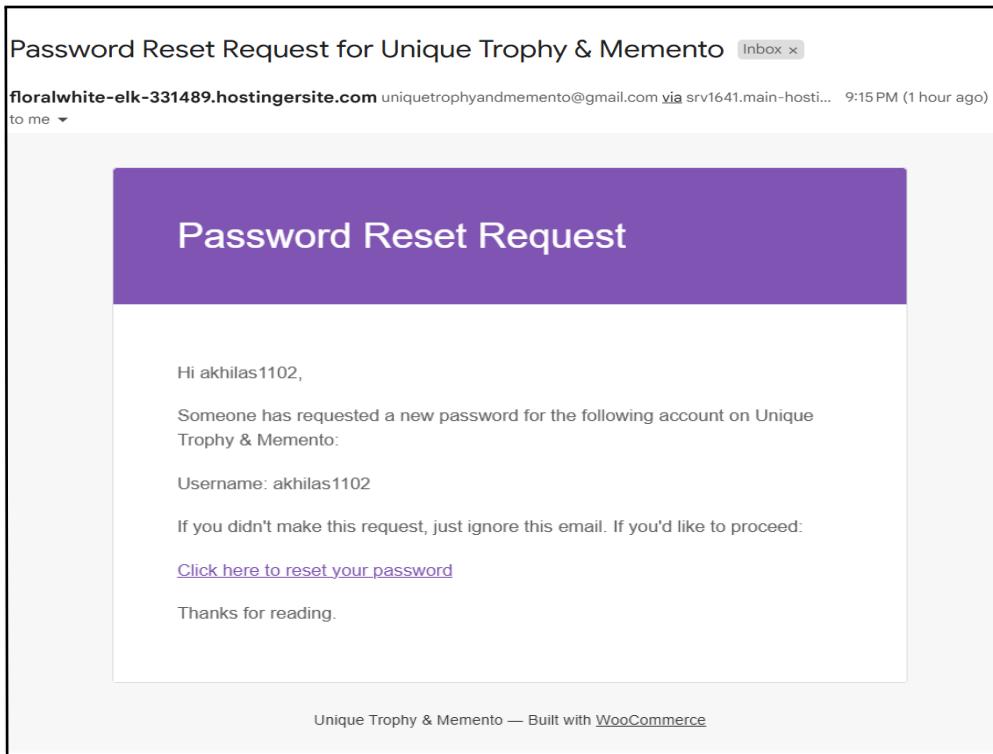


Fig 5.42 Password reset request email for user

## 5.3 WEBSITE MANAGEMENT USING WORDPRESS DASHBOARD

The WordPress dashboard offers the backend interface to manage the store effectively. The following administrative activities are carried out through the dashboard:

### a. Products Management:

Admins have full control over product management on the Unique Trophy's e-commerce platform. They can add new products, ensuring the latest designs and collections are available for customers. Additionally, they have the ability to remove outdated or discontinued items, keeping the inventory up to date. Admins can also edit product details, such as descriptions, images, and specifications, to provide accurate and engaging information to buyers. Pricing adjustments can be made easily to reflect discounts, special offers, or market changes. Meanwhile, stock levels are automatically managed through WooCommerce, ensuring real-time updates on product availability, preventing overselling, and notifying admins when restocking is needed. This streamlined system helps maintain an efficient and hassle-free shopping experience for customers.

Image	Name	Description	Slug	Count
	Uncategorized	—	uncategorized	0
	Customized Gifts	—	customized-gifts	8
	Medals	—	medals	9
	— Gold	—	gold	4
	— Silver	—	silver	6
	Memento	—	memento	8
	Trophies	—	trophies	13
	— Crystal	—	crystal	8

Fig 5.43 Adding Product categories in the WooCommerce dashboard

The screenshot shows the 'Edit Product' page in the WooCommerce dashboard. On the left, a sidebar lists various WordPress and WooCommerce settings. The main area is titled 'Edit Product' and contains sections for 'Product data' (set to 'Simple product'), 'General' (Regular price: ₹700.00), 'Inventory' (Sale price: ₹680.00), 'Shipping' (Tax status: Shipping only), 'Linked Products', 'Attributes', 'Advanced', and 'Get more options'. Below this is a 'Product short description' editor with a WYSIWYG interface. To the right, there are three panels: 'Edit' (with 'Copy to a new draft' and 'Move to Trash' buttons), 'Product image' (with a preview of a gold-framed mirror and options to 'Unify with Elementor AI', 'Edit', or 'Remove product image'), and 'Product gallery' (with a button to 'Add product gallery images'). At the bottom, a 'Product categories' section shows 'All categories' and 'Most Used'.

*Fig 5.44 Adding a Product in the WooCommerce dashboard*

The screenshot shows the 'Products' page in the WooCommerce dashboard. The left sidebar includes sections for Contact, Goal Lookbooks, Footers Builder, Megamenu Profiles, Headers Builder, and WooCommerce (Products, All Products, Add new product, Brands, Categories, Tags, Attributes, Reviews). The main area displays a table of products. The columns include Name, SKU, Stock, Price, Categories, Tags, Brands, Product Forms, Date, and AIOSEO Details. The first product listed is 'Modern Cube Illusion Lamp' (ID: 11992) with a score of 100/100. The second is 'HeartGlow Personalized Lamp' (ID: 30051) with a score of 100/100. The third is 'Elegant Multi-Frame Collage' (ID: 30050) with a score of 100/100. The fourth is 'MSB' (ID: 20071) with a score of 67/100. Each product row includes a 'Quick Edit' link and a 'View' or 'Duplicate' link.

*Fig 5.45 Product Details in the WooCommerce dashboard*

## b. Shipping Charge Management

Admins have full control over shipping charge management, ensuring transparent and flexible delivery options for customers. They can set, edit, or remove shipping rates based on factors such as location, product weight, and delivery speed. WooCommerce allows for custom shipping rules, enabling flat-rate, free shipping, or real-time carrier-calculated rates.

This section provides detailed insights, including shipping zones, methods, and costs, ensuring accuracy in delivery pricing. Admins can also configure additional charges for express shipping or international orders. The summary statistics at the bottom help analyze shipping trends, total delivery costs, and customer preferences, enabling data-driven decisions for optimizing logistics and pricing strategies.

The screenshot shows the WooCommerce Settings page under the Shipping zones tab. The left sidebar includes links for Coupons, Reports, Settings, Status, Extensions, Products, Payments, Analytics, Marketing, Elementor, Templates, WPForms, and Appearance. The main content area is titled 'Shipping classes' and features a button 'Add shipping class'. Below this, a note says: 'Use shipping classes to customize the shipping rates for different groups of products, such as heavy items that require higher postage fees.' A table lists three shipping classes:

Shipping class	Slug	Description	Product count	Action
Economic Class(₹0 - ₹300)	economic-class	Affordable delivery with a longer transit time for budget-friendly shipping.	18	Edit   Delete
Priority Class(₹501 - ₹1000)	priority-class	Fastest delivery with premium handling for urgent shipments.	9	Edit   Delete
Standard Class(₹301 - ₹500)	standard-class	Balanced delivery option with a moderate shipping speed and cost.	9	Edit   Delete

Fig 5.46 Shipping Classes

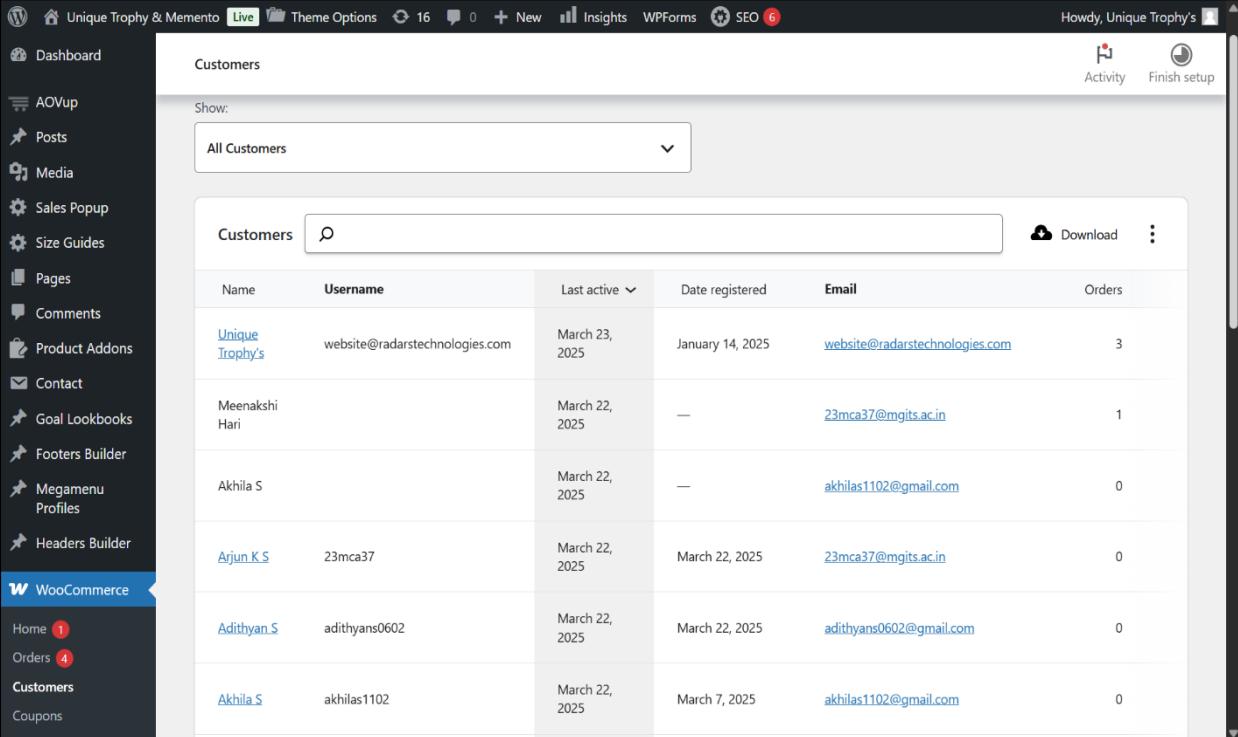
The screenshot shows the WooCommerce Settings page under the Shipping zones tab. The left sidebar includes links for Contact, Goal Lookbooks, Footers Builder, Megamenu Profiles, Headers Builder, and WooCommerce. The main content area is titled 'Shipping zones' and features a button 'Add zone'. A note explains: 'A shipping zone consists of the region(s) you'd like to ship to and the shipping method(s) offered. A shopper can only be matched to one zone, and we'll use their shipping address to show them the methods available in their area. To offer local pickup, configure your pickup locations in the [local pickup settings](#).' A table lists five shipping zones:

Zone name	Region(s)	Shipping method(s)	Action
North India	Uttar Pradesh, Rajasthan, Haryana, Punjab, Himachal Pradesh, Delhi, Uttarakhand, Jammu and Kashmir, Chandigarh	Expedited Delivery ( 5 - 6 days ) Standard Delivery ( 9 - 10 days )	Edit   Delete
South India	Kerala, Tamil Nadu, Andhra Pradesh, Karnataka, Puducherry (Puducherry), Lakshadweep	Expedited Delivery ( 5 - 6 days ) Standard Delivery ( 9 - 10 days )	Edit   Delete
Northeast India	Assam, Tripura, Meghalaya, Mizoram, Manipur, Nagaland, Sikkim, Arunachal Pradesh	Expedited Delivery ( 5 - 6 days ) Standard Delivery ( 9 - 10 days )	Edit   Delete
Western Zone of India	Maharashtra, Gujarat, Goa, Daman and Diu, Dadra and Nagar Haveli	Expedited Delivery ( 5 - 6 days ) Standard Delivery ( 9 - 10 days )	Edit   Delete
Central Zone of India	Madhya Pradesh, Chhattisgarh, Jharkhand	Expedited Delivery ( 5 - 6 days ) Standard Delivery ( 9 - 10 days )	Edit   Delete

Fig 5.47 Shipping Zones

### c. Customer Management:

Admins can list registered and unregistered users, track the purchase history, and help customers with queries. This section highlights customer details like names, emails, registration dates, and order history, offering shop owners comprehensive insights. The summary statistics at the bottom enhance decision-making by providing key metrics such as lifetime spend and average order value, ensuring efficient and data-driven store management.



The screenshot shows the WooCommerce Customers dashboard. On the left, there's a sidebar with various menu items under 'AOVup' and 'WooCommerce'. Under 'WooCommerce', 'Home' has 1 notification, 'Orders' has 4 notifications, and 'Customers' is selected. The main area is titled 'Customers' and shows a table with columns: Name, Username, Last active, Date registered, Email, and Orders. There are six rows of data:

Name	Username	Last active	Date registered	Email	Orders
Unique Trophy's	website@radartechnologies.com	March 23, 2025	January 14, 2025	<a href="mailto:website@radartechnologies.com">website@radartechnologies.com</a>	3
Meenakshi Hari		March 22, 2025	—	<a href="mailto:23mca37@migits.ac.in">23mca37@migits.ac.in</a>	1
Akhila S		March 22, 2025	—	<a href="mailto:akhilas1102@gmail.com">akhilas1102@gmail.com</a>	0
Arjun K S	23mca37	March 22, 2025	March 22, 2025	<a href="mailto:23mca37@migits.ac.in">23mca37@migits.ac.in</a>	0
Adithyan S	adithyans0602	March 22, 2025	March 22, 2025	<a href="mailto:adithyans0602@gmail.com">adithyans0602@gmail.com</a>	0
Akhila S	akhilas1102	March 22, 2025	March 7, 2025	<a href="mailto:akhilas1102@gmail.com">akhilas1102@gmail.com</a>	0

Fig 5.48 Customer details in the WooCommerce dashboard

### d. Orders Management:

The WooCommerce Orders Page provides admins with a comprehensive interface to efficiently manage customer purchases. Through this dashboard, admins can monitor incoming orders in real time, ensuring smooth order processing and timely fulfillment. They can view order details, including customer information, selected products, payment status, and shipping addresses. Additionally, admins have the ability to modify order statuses as the order progresses, such as marking an order as "Payment Completed," "Processing," "On hold," "Completed," or "Cancelled," ensuring both the business and customers stay informed about the order's status. In cases where a customer requests a return or encounters an issue with their purchase, admins can also process refunds directly through WooCommerce, ensuring a seamless and transparent

resolution. This system enhances operational efficiency while maintaining customer satisfaction.

The screenshot shows the WooCommerce Orders dashboard. The left sidebar has a dark theme with categories like Home, Orders (4), Customers, Coupons, Reports, Settings, Status, Extensions, Products, Payments, Analytics, Marketing, and Elementor. The main area is titled 'Orders' and shows a table of 8 recent orders. The columns are Order #, Date, Status, Total, UPI Payment, and Origin. The orders listed are: #12402 Adithyan S (Cancelled, ₹170.00, Direct), #12400 Meenakshi Hari (Processing, ₹170.00, UTR: 508173544484, Direct), #12397 Avani Aneesh (Processing, ₹200.00, UTR: 544674737515, Direct), #12395 Adithyan S (Processing, ₹850.00, UTR: 544616434077, Direct), #12393 Adithyan S (Processing, ₹850.00, UTR: 507953955927, Direct), #12391 Adithyan S (Cancelled, ₹850.00, Direct), #12388 Adithyan S (Cancelled, ₹850.00, Direct), and #12274 Adithyan S (Completed, ₹2.00, UTR: 101029513067, Direct). There are filters at the top for Bulk actions, Date, Status, Filter by registered customer, and a search bar.

Fig 5.49 Orders in the WooCommerce dashboard

The screenshot shows the WooCommerce Order details page for Order #12395. The left sidebar is the same as in Fig 5.49. The main area shows detailed information for Order #12395. The 'General' section includes Date created (2025-03-21), Status (Processing), Customer (Profile → View other orders → Unique Trophy's (#1 – website@radars...)), and Contact info (Email address: adithyans0602@gmail.com, Phone: +919778074303). The 'Billing' section shows Adithyan S, Kallarakuzhy (h) karikode P. O, Peruvu, Kottayam, Kerala, 686610. The 'Shipping' section shows the same details. The 'Order attribution' sidebar shows Origin (Direct), Device type (Desktop), and Session page views (6). The 'Customer history' sidebar shows Total orders (3) and Total revenue (₹1,702.00). The 'Order notes' sidebar contains a note: 'Kindly review the attached Design Preview and provide your approval at ...'. The 'Order actions' sidebar has a 'Move to Trash' button.

Fig 5.50 Order Details in the WooCommerce dashboard

### e. E-Commerce Analytics:

Generate revenue reports, product reports, and order reports for the e-commerce website using an analytics plugin in WordPress, enabling the creation of charts and easy downloading of reports as CSV files.

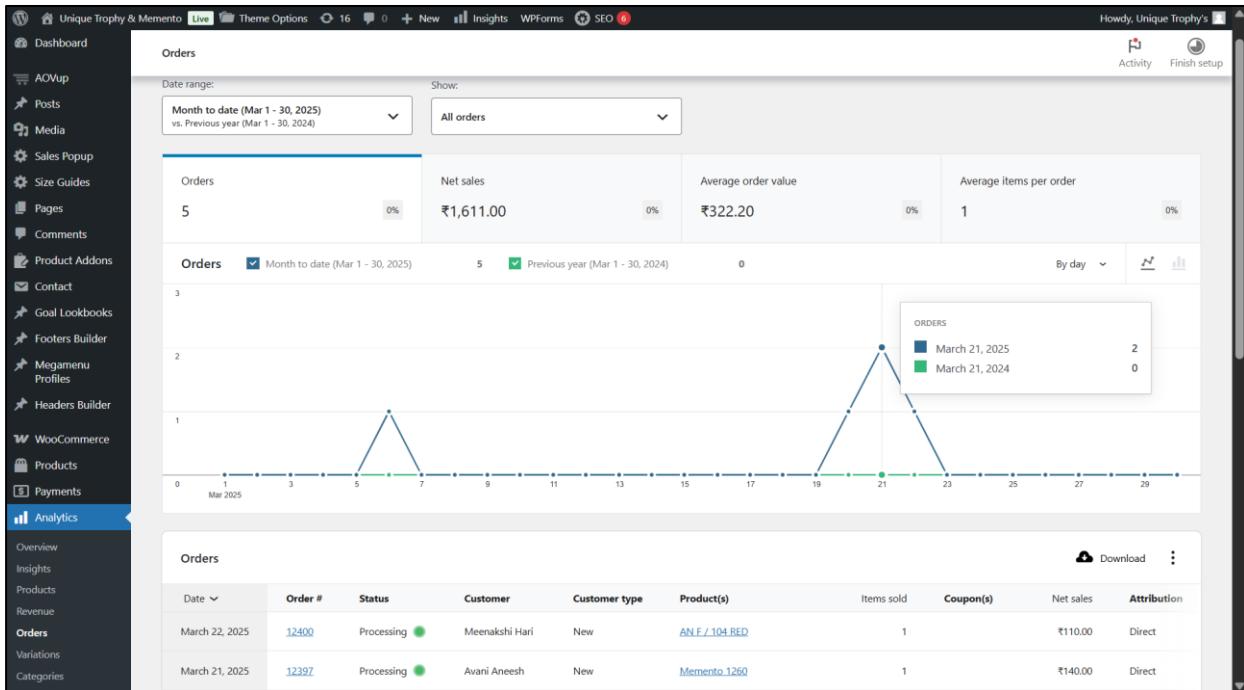


Fig 5.51 Order analysis in the WooCommerce dashboard

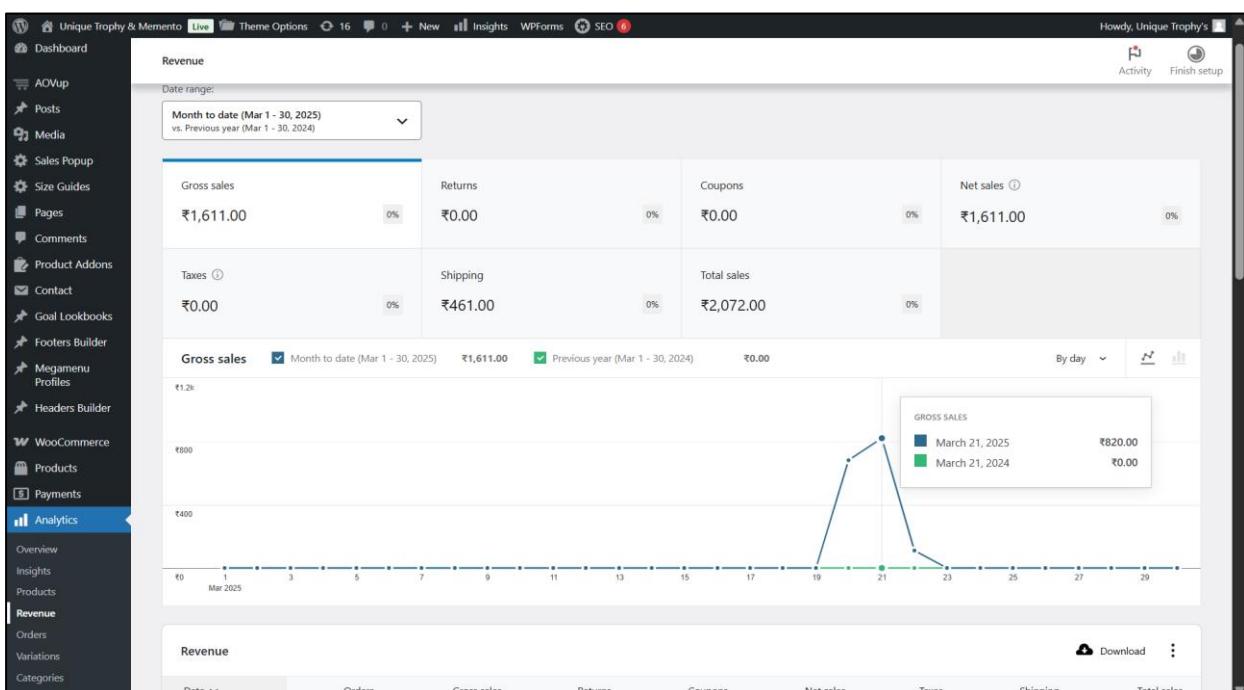
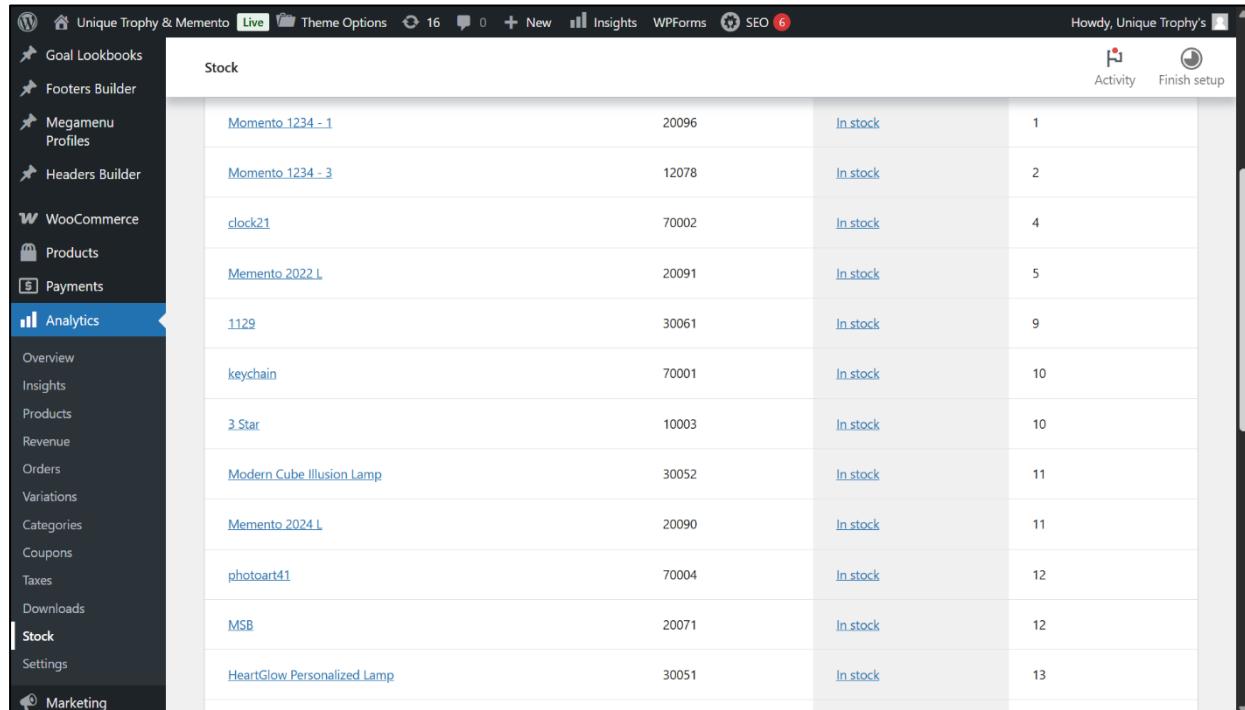


Fig 5.52 Revenue analysis in the WooCommerce dashboard



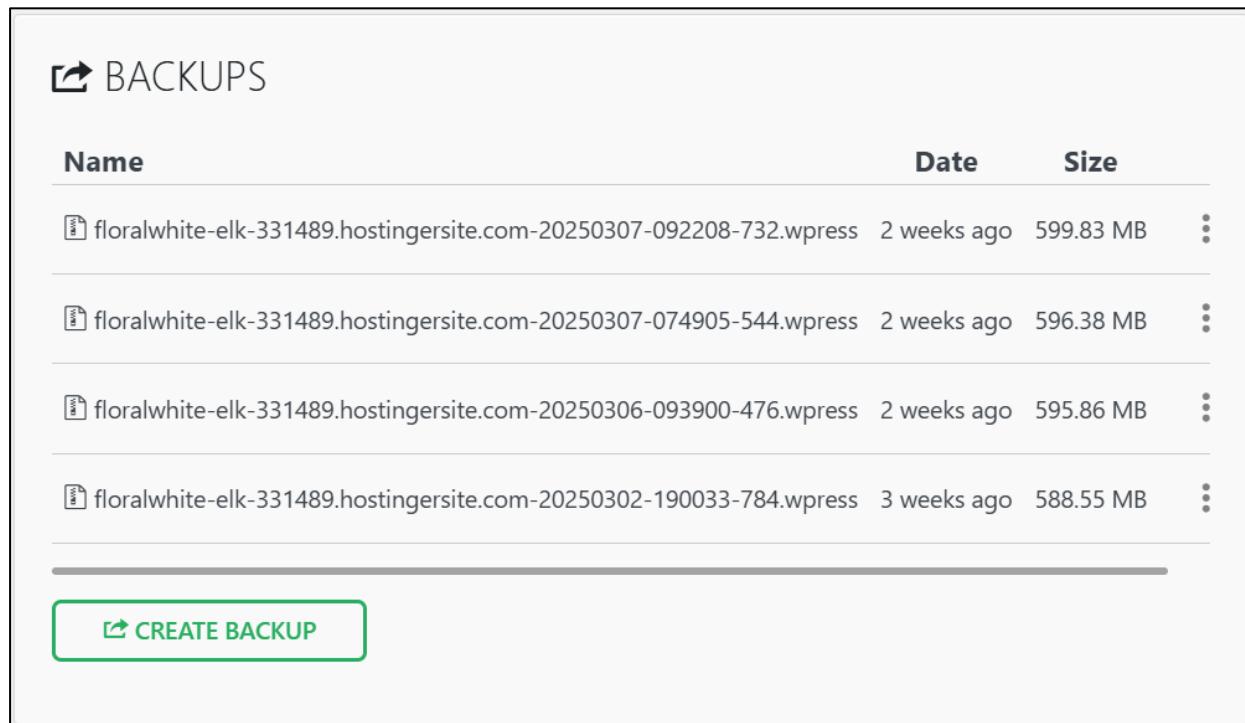
The screenshot shows the WooCommerce Stock analysis dashboard. On the left, there's a sidebar with various menu items like Goal Lookbooks, Footers Builder, Megamenu Profiles, Headers Builder, WooCommerce, Products, Payments, and Analytics. The Analytics section is currently selected. The main area is titled 'Stock' and contains a table with 13 rows of product data:

Memento_1234 - 1	20096	In stock	1
Memento 1234 - 3	12078	In stock	2
clock21	70002	In stock	4
Memento 2022 L	20091	In stock	5
1129	30061	In stock	9
keychain	70001	In stock	10
3 Star	10003	In stock	10
Modern Cube Illusion Lamp	30052	In stock	11
Memento 2024 L	20090	In stock	11
photoart41	70004	In stock	12
MSB	20071	In stock	12
HeartGlow Personalized Lamp	30051	In stock	13

Fig 5.53 Stock analysis in the WooCommerce dashboard

## f. Website Maintenance

There is regular updating, backing up, and security scan to make the site run flawlessly. Plugins such as All in one WP Migration and performance optimization respectively are used.



The screenshot shows the WooCommerce Backup settings dashboard. It features a header with the title 'BACKUPS'. Below the header is a table with three columns: 'Name', 'Date', and 'Size'. There are four backup entries listed:

Name	Date	Size
floralwhite-elk-331489.hostingersite.com-20250307-092208-732.wpress	2 weeks ago	599.83 MB
floralwhite-elk-331489.hostingersite.com-20250307-074905-544.wpress	2 weeks ago	596.38 MB
floralwhite-elk-331489.hostingersite.com-20250306-093900-476.wpress	2 weeks ago	595.86 MB
floralwhite-elk-331489.hostingersite.com-20250302-190033-784.wpress	3 weeks ago	588.55 MB

At the bottom of the table is a green button labeled 'CREATE BACKUP' with a cloud icon.

Fig 5.54 Backup setting in the WooCommerce dashboard

This chapter outlines the entire layout, functionality, and administration of the Unique Trophy's E-Commerce website. The integration of user-friendly design, necessary functionality, and efficient WordPress dashboard administration guarantees ease and a seamless shopping experience for customers and store owners alike.

## 5.4 DATA FLOW DIAGRAM

A Data Flow Diagram (DFD) is a visual representation of how data moves through a system, showing the processes, data inputs, outputs, and storage points. It helps in understanding how information flows between different components, such as users, databases, and external systems. DFDs are typically divided into multiple levels: Level 0 (Context Diagram) provides a high-level overview, showing the system as a whole and its interactions with external entities. Level 1 breaks down the system into major processes. DFDs are widely used in system analysis and design to illustrate system functionality, ensuring clear communication between developers, stakeholders, and designers.

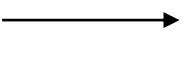
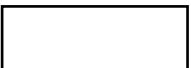
Symbol	Description
	Represents a system component or a specific feature within the e-commerce platform. It usually refers to a core functionality, module, or structured data element that plays a role in the website's operations.
	Represents a process, action, or function performed by the user or the system. These are interactive or operational steps that facilitate user engagement, transactions, or content delivery.
	Indicates the flow of actions, interactions, or relationships between different components. It visually connects elements to show dependencies, transitions, or operational sequences.
	Represents WordPress plugins or third-party modules that extend the functionality of the e-commerce platform. These plugins enhance specific features such as product customization, payment processing, communication, and order tracking.

Table 5.1 Data Flow Diagram Symbols

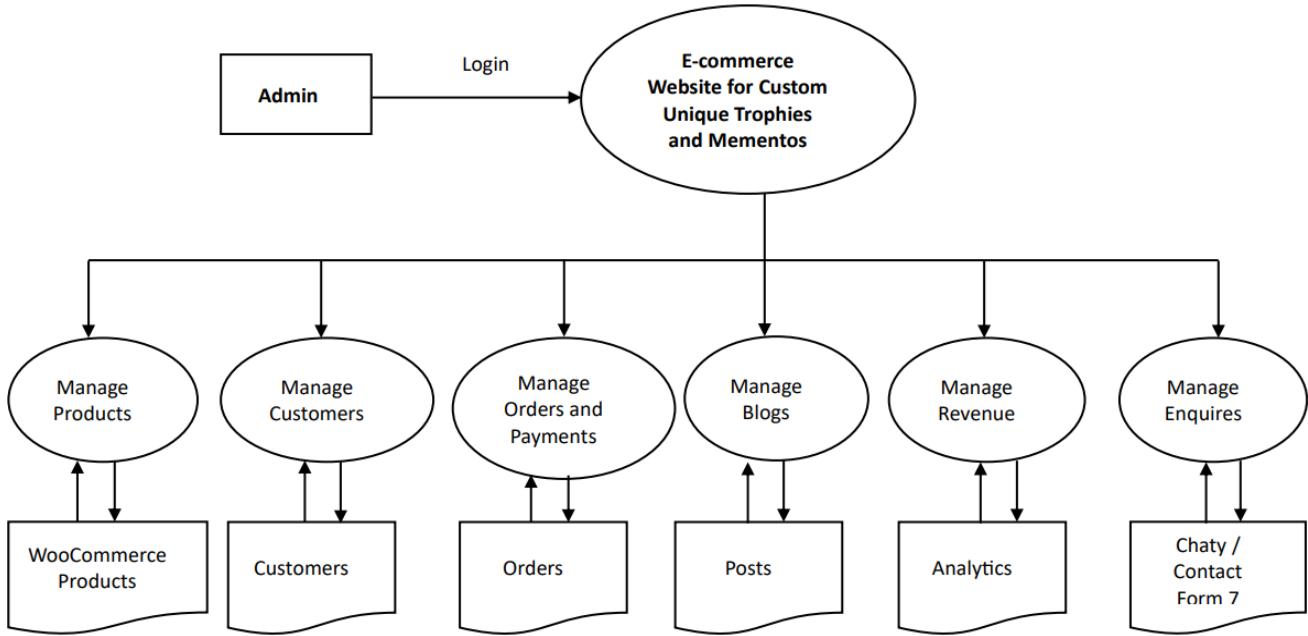
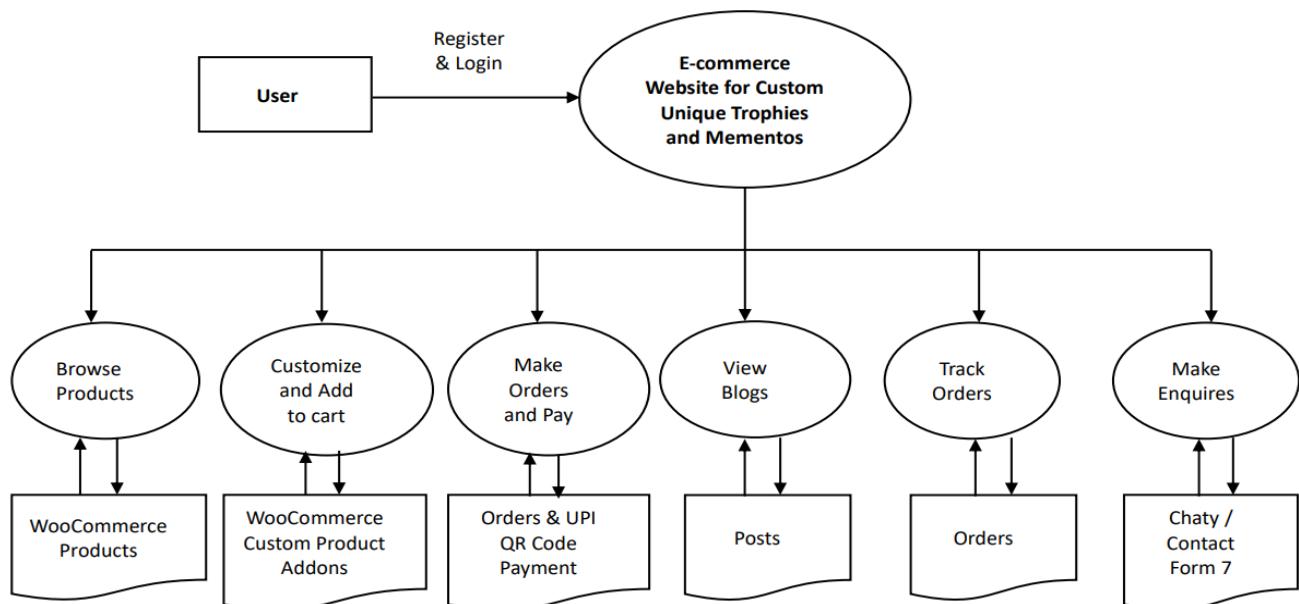
**Level 0 DFD****Level 1 DFD for Admin****Level 1 DFD for User**

Fig 5.55 Data Flow Diagram

## CHAPTER 6

### IMPLEMENTATION AND DEVELOPMENT

Integration of Unique Trophy's web store was done with a systematic development process through WordPress. The main steps included WordPress installation and setup, choosing the right theme and plugins, integrating a secure payment gateway, and optimizing security and performance.

#### **6.1 WORDPRESS INSTALLATION AND CONFIGURATION**

The first thing to be done in the development process was the installation of WordPress because it was chosen as the content management system (CMS) for the project at hand. WordPress was set up on the host server, and overall settings like site name, permalinks, and other settings were set to run optimally. The WooCommerce plugin was also set up in order to facilitate online shopping to help the site deal with products, orders, and payments effectively.

#### **6.2 THEMES AND PLUGINS SELECTION**

To achieve a professional, user-friendly, and visually appealing interface, the Sofass theme (Version 1.3.0) has been selected as the primary design template for the Unique Trophy's website. Developed by GoalTheme, this theme is known for its minimalist yet elegant design, making it an ideal choice for e-commerce platforms. It is fully responsive, ensuring seamless browsing across various devices, including desktops, tablets, and smartphones.

To enhance the website's functionality and provide a smooth online shopping experience, several essential WordPress plugins have been installed and configured:

- WooCommerce: The backbone of the e-commerce functionality, transforming WordPress into a fully operational online store with features such as product management, order tracking, and secure checkout.
- UPI QR Code Payment Gateway: Facilitates instant and secure transactions through UPI-based payments, offering a hassle-free checkout experience for Indian customers.
- Elementor: A drag-and-drop page builder that allows for the creation of interactive and visually appealing web pages without requiring coding expertise.
- All-in-One WP Migration: Simplifies website backup and migration, ensuring data security and making it easy to transfer the website if needed.

- Chaty: Integrates real-time customer support by enabling WhatsApp chat and other messaging platforms, allowing instant communication with customers.
- Contact Form 7: Provides customizable contact forms, allowing customers to submit inquiries, request quotes, or seek assistance effortlessly.
- File Uploads Addon for WooCommerce: Enables customers to upload logos, images, or artwork, making it easier to customize trophies, medals, and keepsakes according to their preferences.
- WooCommerce Wishlist: Enhances the shopping experience by allowing customers to save products to a wishlist, making future purchases more convenient.
- WooCommerce Custom Product Addons: Expands customization capabilities, enabling customers to personalize their purchases with text, logos, and color options, ensuring unique and meaningful products.

By integrating these powerful plugins, the Unique Trophy's website provides a feature-rich, user-friendly, and highly customizable shopping experience, catering to the diverse needs of customers while maintaining a sleek and efficient e-commerce platform.

### **6.3 UPI QR CODE PAYMENT GATEWAY INTEGRATION**

Another significant component of the e-commerce ecosystem was the implementation of a safe payment system. Adding the UPI QR Code Payment Gateway for WooCommerce plugin simplified the transactions. It is a feature that allows the customers to scan a code during checkout so they can pay via UPI apps such as Google Pay, PhonePe, and Paytm directly.

### **6.4 SECURITY AND PERFORMANCE OPTIMIZATION**

To secure customer data and improve site performance, several security and performance optimization methods were utilized:

Wordfence Security has been enabled to protect against malware, brute-force login, and unauthorized access.

- Scheduled Backups – Automated backups are done using the All-in-One WP Migration plugin to prevent data losses.
- Search Engine Optimization – The All-in-One SEO plugin was introduced for increased visibility of the website through search engines for better Google ranking in the search results.

By implementing these solutions, Unique Trophy's e-store achieves robust security, efficient functionality, and a best-in-class customer shopping experience.

## CHAPTER 7

### TESTING AND DEPLOYMENT

After the development phase, rigorous testing and deployment processes were conducted to ensure the Unique Trophy's E-Commerce Website functions smoothly, provides an optimal user experience, and performs well under various conditions. This chapter covers the key testing methods and the final website deployment.

#### **7.1 WEBSITE TESTING: FUNCTIONAL, USABILITY, AND PERFORMANCE TESTING**

Thorough testing was carried out to validate the website's functionality, usability, and performance.

##### **a. Functional Testing:**

- Product Customization: Verified that users can add text, change text colors, upload logos, and select customization options.
- Order Processing: Ensured smooth product selection, cart management, and secure UPI QR Code payments.
- User Registration & Login: Tested account creation, order tracking, and wishlist functionality.
- Contact Forms & Chaty (WhatsApp Chat): Checked message submissions and real-time support responses.
- Email Notifications: Verified order confirmations and updates sent to customers.

##### **b. Usability Testing:**

- User Experience (UX): The site was also subject to tests on navigation, where users could navigate through products, personalize orders, and shop without becoming lost.
- Mobile Responsiveness: It was tested on a number of devices, ranging from smartphones to tablets, so that it is presentable anywhere. Images, buttons, and forms displayed correctly.
- Accessibility: Made the core elements of the website, including text fields, buttons, and navigation menus, accessible to all.

**c. Performance Testing:**

- Loading Speed: Verified site speed using caching and optimized images to improve performance.
- Concurrent Users: Tested website performance under multiple simultaneous users placing orders.

**7.2 USER ACCEPTANCE TESTING AND FEEDBACK**

A group of potential customers and administrators tested the website before full deployment. Their feedback was collected to improve functionality and user experience.

- Product Listing & Customization: Users confirmed that they could easily select and customize trophies and mementos.
- Checkout Process: Test users successfully completed payments using the UPI QR Code payment gateway.
- Account & Order Tracking: Users could register, log in, and check their order status effortlessly.
- Customer Support: Chaty (WhatsApp) and Contact Form 7 were tested for speed of response and ease of use.

Refinements were done based on feedback, achieving a seamless and intuitive shopping experience prior to final rollout.

**7.3 WEBSITE DEPLOYMENT**

Once testing was completed, the website was fully deployed for public access. Key steps in the deployment process included:

- Final Website Optimization: Compressed images, minified CSS/JS, and enabled caching for faster performance.
- Mobile Compatibility Check: Verified that the website functions perfectly on different screen sizes.
- Security Setup: Activated security plugins and set up automated backups using All-in-One WP Migration.
- Live Customer Support Integration: Made sure Chaty (WhatsApp) and contact forms were completely functional for real-time support.

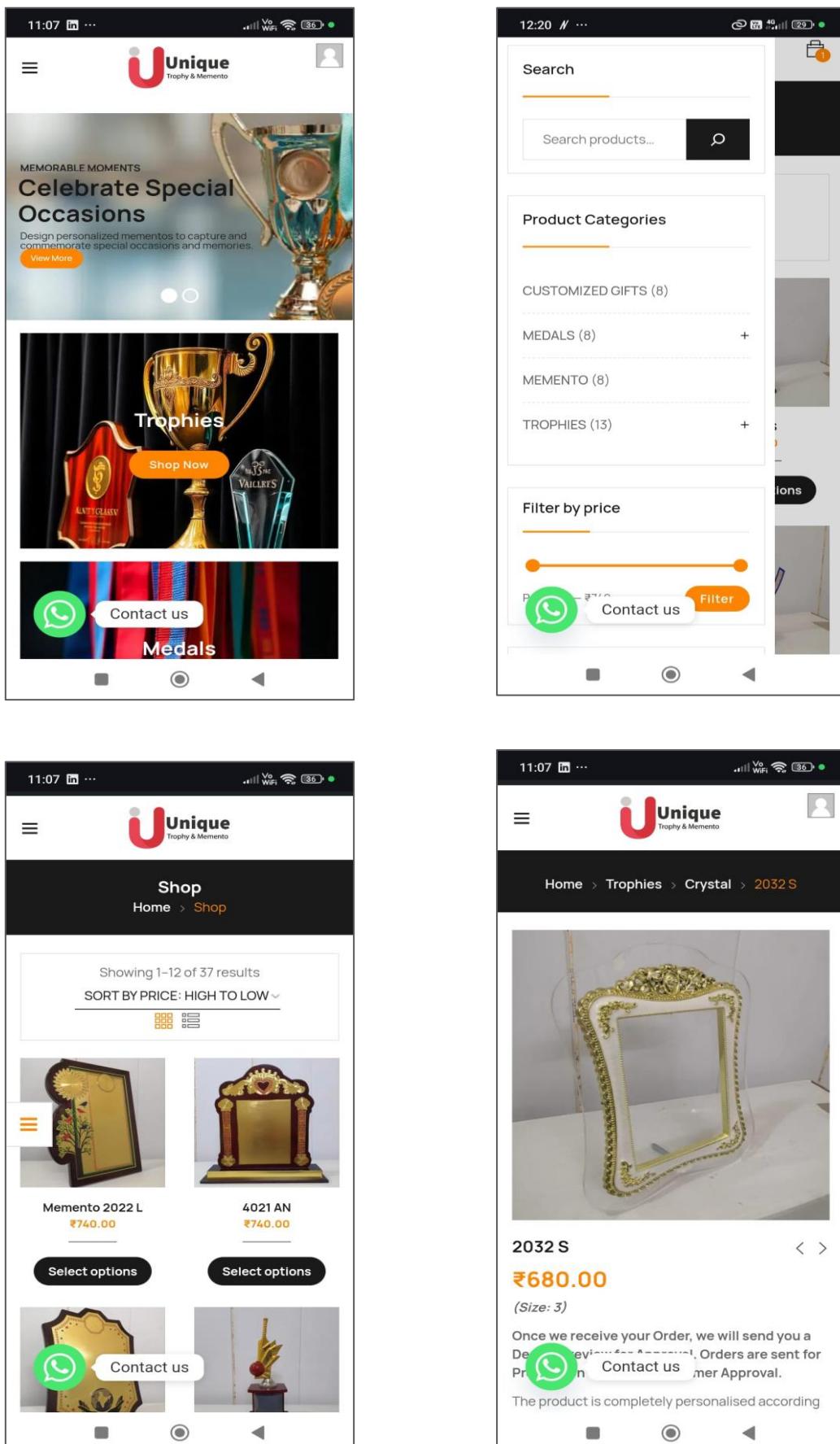


Fig 7.1 Snapshots of mobile responsiveness

## CHAPTER 8

### CONCLUSION AND FUTURE SCOPE

The Unique Trophy's E-Commerce website is a significant achievement in shifting the business to transition from being a static product showcase website to an active, full-fledged online store. This has been accomplished through the utilization of WordPress and WooCommerce to apply a simple and hassle-free shopping experience where consumers can see, personalize, and purchase trophies, medals, and mementos without any issues. The integration of vital e-commerce features such as product personalization, secure payment handling, order management, and round-the-clock customer support has facilitated this platform and made it easy to use. This chapter summarizes the success of this project and describes potential future developments that can make the platform even more functional and user-friendly.

#### **8.1 SUMMARY OF ACHIEVEMENTS**

The creation of the Unique Trophy's E-Commerce Website has effectively converted a basic product showcase website into a fully operational online shopping site through WordPress and WooCommerce. The new website enables customers to browse, personalize, and buy trophies, medals, and mementos with ease, bypassing the necessity of manual order processing. Through a friendly user interface, an easy shopping experience was guaranteed by mobile-responsive design to enable access from desktops, tablets, and smartphones. Among the most significant contributions of this project is the inclusion of product customization fields where users can personalize their trophies by adding customized text, logos, and colors using the WooCommerce Custom Product Addons and File Uploads Addon for WooCommerce plugins. The inclusion of a secure UPI QR Code Payment Gateway further contributes to the buying experience by providing an instant and trouble-free checkout procedure.

The website also features an automated orders processing module with the help of WooCommerce, in which customers are provided with immediate email notification about their order status and tracking information. Furthermore, incorporating user accounts and wishlists enables the customers to register, track their past purchases, and store their wishlist products with the help of the WooCommerce Wishlist plugin. Chaty (WhatsApp Chat) has been integrated to offer real-time assistance so that customers can ask about products and orders in real time. Admin-wise, the project uses WordPress Dashboard to manage customers,

orders, and products effectively without any need for advanced technical knowledge. To enhance search visibility and website ranking, All-in-One SEO has been used for search engine optimization. Through these implementations, Unique Trophy's customers can seamlessly shop online with ease, making the business more accessible and efficient.

## 8.2 FUTURE ENHANCEMENTS

While the existing website is completely operational and fulfills the major requirements of Unique Trophy's E-Commerce Platform, some future upgrades can be incorporated to enhance the overall user experience and efficiency in operations. One of the improvements that are future-planned involves advanced product personalization, such that customers receive a real-time preview of the customized trophies in advance of actually ordering them so that they may make any modifications required before settling on their final purchase. Further, the site may accommodate all forms of payment options besides UPI QR Code payments like credit/debit card payments, net banking, and digital wallets to offer customers more options for payment flexibility.

For the purpose of rewarding loyalty, a reward points program could be implemented wherein the customer accumulates all purchases with points that can be used to redeem points onto subsequent orders. Furthermore, the latest analytics and reports can be combined with Google Analytics and WooCommerce reporting functionalities to offer insights into customer activities, sales patterns, and product performance, enabling informed decision-making for business expansion. Multilingual and currency functionality may also be enabled to serve more customers across international markets beyond the local audience, allowing shoppers to shop in their native language and currency.

By integrating these future upgrades, Unique Trophy's E-Commerce Website will continue to improve, presenting a highly individualized and smooth shopping experience. These upgrades will not only increase user satisfaction but also maximize business efficiency, enabling the platform to expand and evolve along future e-commerce directions.

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<https://wordpress.org/plugins/upi-qr-code-payment-for-woocommerce/>
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<https://wordpress.org/plugins/chaty/>
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- [10] WordPress Plugin Directory. *Contact Form 7*. <https://wordpress.org/plugins/contact-form-7/>

## APPENDIX A

### SCREENSHOTS

#### 1. HOME PAGE

The screenshot shows the homepage of the Unique Trophy & Memento website. At the top, there is a navigation bar with links for Home, About, Shop, Blog, and Contact. On the right side of the header, there are social media icons for Facebook and Instagram, and a "Track My Order" button. The main banner features a large gold trophy on the right and the text "PERSONALIZED DESIGNS for Every Achievement". Below the banner, there is a sub-section titled "Trophies" showing various trophy types, a "Shop Now" button, and a sub-section titled "Medals" showing several medals with ribbons, also with a "Shop Now" button. At the bottom, there are five circular thumbnails representing different material categories: Wood (5 products), Crystal (8 products), Plastic (1 product), Metal (2 products), and Medals (9 products).

 Trophies
 Medals
 Mementos
 Customized



AN F / 104 RED  
₹110.00

[Add to cart](#)



FL 80  
₹480.00

[Add to cart](#)



2032 S  
₹680.00

[Add to cart](#)



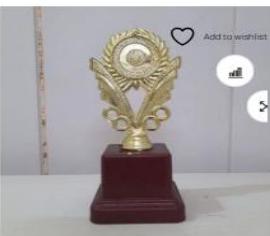
2031 S  
₹410.00

[Add to cart](#)



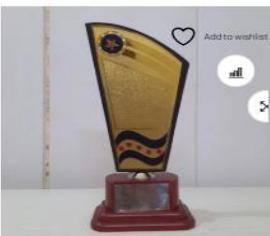
NOKP  
₹45.00 - ₹65.00

[Select options](#)



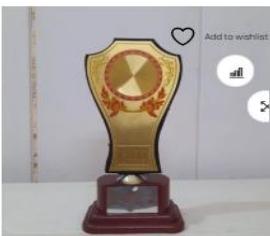
Surya Flag  
₹15.00 - ₹25.00

[Select options](#)



ZK 11  
₹55.00 - ₹65.00

[Select options](#)



ZK 10  
₹45.00 - ₹65.00

[Select options](#)

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RACHEL D  
Buyer

 **Memorable & Meaningful**

"I ordered a custom piece for my daughter's 1st birthday. It made the occasion even more special! I received so many compliments!"

MARK S  
Entrepreneur

**About Us**

Unique Trophy's Provides, best customer support and provide custom designed momento, trophies, medal and badges as required.

[!\[\]\(61682fb300e7f15d0921d3bc76b026b4\_img.jpg\)](#) [!\[\]\(bca9afbaf094374214b75f4d46a72669\_img.jpg\)](#)

**Store Location**

Unique Trophy's, Meppalikutti Junction, Kayamkulam – Pathanapuram Rd, Vetticode, Kattanam, Kerala 690503

**Useful Links**

[Home](#)  
[About](#)  
[Product](#)  
[Blog](#)  
[Contact](#)

**Contact Us**

 [utrophies@gmail.com](mailto:utrophies@gmail.com)

 CALL US 24/7  
+91-70 25 25 28 24  
+91-90 72 72 40

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## 2. CONTACT PAGE

**Unique Trophy & Memento**

Home   About   Shop   Blog   Contact

Track My Order

Contact

Home > Contact

**Write us a letter**

Please fill out the form below, and our team will get in touch with you to discuss how we can bring your vision to life with a trophy that perfectly represents your special occasion.

Name

Email

Phone

Message

**GET IN TOUCH**

**01**

**OUR LOCATION**

UNIQUE TROPHY,MEPPALIKUTTI JUNCTION,VETTICODE,690503,KATTANAM,KAYAMKULAM

**02**

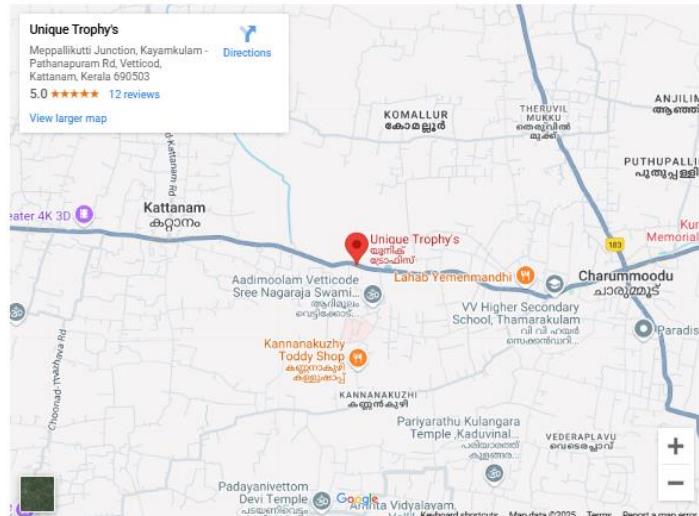
**EMAIL US**

utrophies@gmail.com

**03**

**PHONE NUMBER**

+91-70 25 25 28 24  
+91-90 72 72 72 40



**About Us**

Unique Trophy's provides best customer support and provide custom designed momento, trophies, medal and badges as required.

**Store Location**

Unique Trophy's, Meppalikutti Junction, Pathanapuram Rd, Vetticode, Kattanam, Kerala 690503

**Useful Links**

Home  
About  
Product  
Blog  
Contact

**Contact Us**

✉ utrophies@gmail.com  
CALL US 24/7  
+91-70 25 25 28 24  
+91-90 72 72 72 40

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### 3. ABOUT PAGE

**About**

Home > About

## What make us different

What sets us apart is our commitment to creating unique, high-quality trophies and mementos that celebrate achievements with elegance and precision. Our dedication to craftsmanship, customization, and customer satisfaction ensures that every piece is thoughtfully designed to make every occasion truly special. By providing detailed information about our business and values, we aim to build trust and confidence, making your purchasing experience seamless and rewarding.

[Read More](#)

### Our Mission

Our mission is to provide high-quality, customized trophies and mementos that celebrate achievements and special moments with elegance and precision. We are committed to exceptional craftsmanship, customer satisfaction, and innovation, ensuring that every piece reflects the significance of the occasion it represents.

### Our Vision

Our vision is to be the leading provider of unique and personalized awards, recognized for excellence in design, quality, and service. We strive to inspire recognition and appreciation worldwide by creating meaningful keepsakes that honor success, dedication, and milestones.

### What Our Customers Say

Stay connected and keep up with our latest updates.

**A Truly Memorable Experience**

"The custom sports trophies were amazing! The players loved them, and it made our event even more special. Thank you!"

DAVID R  
Sports League Coordinator

**About Us**

Unique Trophy's Provides, best customer support and provide custom designed memento, trophies, medal and badges as required.

[f](#) [o](#)

**Store Location**

Unique Trophy's, Meppallikutti Junction, Kayamkulam - Pathenapuram Rd, Vetticode, Kattanam, Kerala 690503

**Useful Links**

Home  
About  
Product  
Blog  
Contact

**Contact Us**

✉ utrophies@gmail.com  
CALL US 24/7  
+91-70 25 25 28 24  
+91-90 72 72 72 40

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## 4. SHOP PAGE

**Search**

Showing 1-12 of 37 results

**Product Categories**

- CUSTOMIZED GIFTS (8)
- MEDALS (8)
- MEMENTO (8)
- TROPHIES (13) +

**Filter by price**

Price: ₹0 — ₹740 Filter

**Product tags**

- Academic Excellence
- Anniversary Gifts
- Birthday Gifts
- Crystal
- Customized Gifts
- Farewell Gifts
- Gold
- Medals
- Memento
- Metal
- Plastic
- Silver
- Sports
- Trophies
- Wedding Gifts
- Wood

**Latest Products**

	Modern Cube Illusion Lamp ₹1.00	<span style="background-color: black; color: white; padding: 2px 5px;">Select options</span>
	HeartGlow Personalized Lamp ₹650.00	<span style="background-color: black; color: white; padding: 2px 5px;">Select options</span>
	Elegant Multi-Frame Collage ₹550.00	<span style="background-color: black; color: white; padding: 2px 5px;">Select options</span>

**Shop**  
Home > Shop

	1129 ₹680.00	<span style="background-color: black; color: white; padding: 2px 5px;">Select options</span>
	1202 S ₹90.00	<span style="background-color: black; color: white; padding: 2px 5px;">Select options</span>
	1614 XL ₹120.00	<span style="background-color: black; color: white; padding: 2px 5px;">Select options</span>
	1615 M ₹130.00	<span style="background-color: black; color: white; padding: 2px 5px;">Select options</span>
	1853 S ₹110.00	<span style="background-color: black; color: white; padding: 2px 5px;">Select options</span>
	1861 M ₹220.00	<span style="background-color: black; color: white; padding: 2px 5px;">Select options</span>
	2031 S ₹410.00	<span style="background-color: black; color: white; padding: 2px 5px;">Select options</span>
	2032 S ₹680.00	<span style="background-color: black; color: white; padding: 2px 5px;">Select options</span>
	3 Star ₹90.00 — ₹130.00	<span style="background-color: black; color: white; padding: 2px 5px;">Select options</span>
	4021 AN ₹740.00	<span style="background-color: black; color: white; padding: 2px 5px;">Select options</span>
	4244 AN ₹420.00	<span style="background-color: black; color: white; padding: 2px 5px;">Select options</span>
	AN F / 104 RED ₹110.00	<span style="background-color: black; color: white; padding: 2px 5px;">Select options</span>

1 2 3 4 >

**About Us**  
Unique Trophy's Provides, best customer support and provide custom designed memento, trophies, medal and badges as required.

**Store Location**  
Unique Trophy's, Meppallikutti Junction, Kayankulam - Pothanapuram Rd, Vetticode, Kottayam, Kerala 686053

**Useful Links**

- Home
- About
- Product
- Blog
- Contact

**Contact Us**

✉ [utrophies@gmail.com](mailto:utrophies@gmail.com)  
CALL US 24/7  
+91-70 25 25 28 24  
+91-90 72 72 72 40

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## 5. PRODUCT PAGE

The screenshot displays a product page for a trophy on the Unique Trophy & Memento website. The trophy, labeled 'FL 80', is shown in two views: a large image of its front and a smaller image of it from behind. The product details include a price of ₹480.00, a size guide indicating '58 in stock', and options for adding custom text and an image. The page also features social sharing links, a SKU number (20007), and category tags like 'Academic Excellence', 'Farewell Gifts', 'Trophies', and 'Wood'. The footer contains links for About Us, Store Location, Useful Links, and Contact Us, along with social media icons and a copyright notice.

**Product Details:**

- Name:** FL 80
- Price:** ₹480.00
- Size:** 58 in stock
- Customization:** Add custom text for personalization, Add color for custom text (#CAE2F9)
- Image:** Upload an image (Choose File: No file chosen)
- Quantity:** 1
- Add To Cart:** Add To Cart

**Reviews:**

There are no reviews yet.

**Be the first to review "FL 80"**

Your Rating: ★★★★☆

Your Review

Submit Review

**Footer Information:**

- About Us:** Unique Trophy's Provides, best customer support and provide custom designed memento, trophies, metal and badges all required.
- Store Location:** Unique Trophy's, Mappallikutt Junction, Kavayukulan - Pathanapuram Rd, Vetticode, Kottayam, Kerala 686053
- Useful Links:** Home, About, Product, Blog, Contact
- Contact Us:** utrophies@gmail.com, CALL US 24/7 +91-70 25 25 28 24 +91-90 72 72 72 40

## 6. WISHLIST PAGE

The screenshot displays the 'Wishlist' page of the Unique Trophy & Memento website. At the top, there's a navigation bar with links for Home, About, Shop, Blog, and Contact. On the right side of the header are social media icons for Facebook and Instagram, along with a 'Track My Order' button and user profile icons.

The main content area features a large banner image of a golden trophy on a wooden shelf. Below the banner, the word 'Wishlist' is prominently displayed in white text. Underneath it, a breadcrumb navigation shows 'Home > Wishlist'. The main heading 'My wishlist' is centered above a table.

**My wishlist**

PRODUCT NAME	UNIT PRICE	STOCK STATUS	
ZK 10	₹65.00	In Stock	<a href="#">Add To Cart</a>
1861M	₹220.00	In Stock	<a href="#">Add To Cart</a>

Below the table, there's a section titled 'Share on:' with icons for various social media platforms: Facebook, Twitter, Pinterest, Email, and LinkedIn.

**About Us**

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**Store Location**

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**Useful Links**

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 +91-90 72 72 72 40

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## 7. SHOPPING CART PAGE

**Cart**

Home > Cart

IMAGE	PRODUCT NAME	PRICE	QUANTITY	TOTAL	X
	2032S Uploaded File: 	₹680.00	1	₹680.00	X

Add custom text for personalization:  
Congratulations Anu Sithara on Winning the Best Actress Award  
Add color for custom text: #0e13a0

Coupon: Coupon code  Apply Coupon

**CART TOTALS**

SUBTOTAL	₹680.00
SHIPPING	<input checked="" type="radio"/> Expedited Delivery (3 - 4 days): ₹170.00 <input type="radio"/> Standard Delivery (7 - 8 days): ₹100.00
Shipping to Kallarakuzhi (h) Karikode P.O, Peruvanam, Kottayam, Kerala, Kottayam 686610, Kerala.	
Change address <input type="button" value=""/>	
TOTAL	₹850.00

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## 8. SHOPPING CHECKOUT PAGE

The screenshot displays the checkout process for a custom trophy and memento store. The top navigation bar includes links for Home, About, Shop, Blog, and Contact. A banner image of a trophy on a shelf is visible. The main content area shows a progress bar with three steps: Shopping Cart (01), Checkout (02), and Order Completed (03). Below this, there is a coupon input field and a section for Billing Details. The 'Your Order' section lists a product (2032 S x 1) with a subtotal of ₹680.00 and an uploaded file image of a woman. There are options for personalization and delivery. The 'TOTAL' section shows a total of ₹850.00. A 'PROCEED TO PAYMENT' button is present. The bottom of the page contains footer links for About Us, Store Location, Useful Links, and Contact Us.

## 9. BLOG PAGE

The screenshot shows a WordPress dashboard at the top with various menu items and a live preview button. Below the dashboard is the blog header 'The Blogs' with a breadcrumb trail 'Home > The Blogs'. The main content area features a large image of a gold-colored trophy with a peacock feather design. A smaller image below it shows a hand holding a gold plaque with a portrait and text in Malayalam. To the right, there's a sidebar with a search bar, categories for 'Medals' and 'Trophies', a 'Latest Post' section with three entries, and a 'Tags' section.

**FEB 25**

**HSS കമ്പ്യൂട്ടർ സയൻസ് വിഭാഗം എൻകേറ്റുതിയത്**

0 Comments Trophies

**The Art of Recognition: How Custom Trophies Elevate Award Ceremonies**

Honoring excellence and achievement is an integral part of any event, be it corporate success, sports championships, or academic excellence. A well-designed trophy not only serves as a token of appreciation but also becomes a lasting symbol of hard work and dedication. At Unique ...

[Read More >](#)

**JAN 30**

**പ്രാഥമിക വിദ്യാഭ്യാസ വിഭാഗത്തിലെ ഒരു മാനസിക പ്രവർത്തനത്തിൽ നിന്ന് മുൻസിപ്പൽ കൗൺസിൽ അഫീസ് നൽകുന്ന മുൻസിപ്പൽ കൗൺസിൽ അഫീസ്**

**Search**

**Categories**

- Medals (1)
- Trophies (3) +

**Latest Post**

The Art of Recognition: How Custom  
Custom  
February 25, 2025

Why Personalized Mementos  
Make the Best  
January 30, 2025

Medals & Awards: Essential  
Elements for  
January 10, 2025

**Tags**

- Customized
- Medals
- Trophies

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[f](#) [o](#)

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