

GUSTOGROVE

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Guide: Jobin T J

1.Project Overview?

The "GustoGrove - a Comprehensive Spice Mart: An E-commerce Website" project aims to develop an all-inclusive online platform dedicated to providing a wide range of spices for customers. The project's primary objective is to create a seamless and user-friendly e-commerce website that caters to spice enthusiasts seeking high-quality and diverse spice options. The website will combine the convenience of online shopping with comprehensive spice information, user reviews, and an intuitive interface to enhance the spice buying experience.

2.To what extend the system is proposed for?

The proposed "GustoGrove- a Comprehensive Spice Mart" system aims to create an extensive and user-friendly online platform offering a wide range of spices. It will provide a visually captivating home page, efficient search functionality, detailed spice information, user reviews, and personalized features for customers. The system will facilitate easy shopping, order tracking, and a streamlined checkout process. Engaging content, customer support features, and a virtual marketplace will enhance user experience and trust. Overall, the system is designed to be a comprehensive and customer-centric e-commerce platform for spice enthusiasts.

3.Specify the Viewers/Public which is to be involved in the System?

- Customers
- Admin/Store Owner
- Suppliers
- Guest Users
- Delivery Boy

4.List the Modules included in your System?

User Management Module

Search Module

Product Management Module

Reviews and Ratings Module

Shopping Cart and Checkout Module

Order Tracking Module

Content Management Module

Contact and Customer Support Module

About Us Module

Admin Panel Module

5. Identify the users in your project?

- Customers: These are the primary users of the website who will browse, search for, and purchase various spices. They will create accounts to manage their personal information, track orders, and access additional features like wishlists and saved payment methods.
- Admin/Store Owner: This user role has access to the website's backend administration panel. The admin will manage the overall operation of the website, including product management, pricing, and order processing. They can update product information, manage customer accounts,
- Suppliers: Suppliers are the individuals or companies that provide the cardamom products to be sold on the website.
- Guest Users: These are users who visit the website without creating an account. Guest users can browse products, view details, and add items to the cart.
- Delivery Boy: The delivery boy's primary role is to ensure that the products ordered by customers are safely and timely delivered

6. Who owns the system?

The ownership of the "GustoGrove Comprehensive Spice Mart: An E-commerce Website" system can be the admin or the spice owner

7. System is related to which firm/industry/organization?

The system mentioned in the context of the "GustoGrove- a comprehensive spice mart" is related to the E-commerce industry, specifically an online store that specializes in selling spices. The system aims to provide customers with a platform to browse, search for, and purchase a wide range of spices, as well as manage their orders and accounts.

8. Details of person that you have contacted for data collection?

Jis Jaino
Ozhukayil stores
Ezhukumvayal

9. Questionnaire to collect details about the project? (min 10 questions, include descriptive answers, attach additional docs if any?)

- Can you provide an overview of your physical spice store?

The functioning of a physical spice store involves several key aspects that contribute to its successful operation and customer satisfaction. The spice store procures spices from various suppliers and distributors. The sourcing process involves selecting high-quality spices from different regions and ensuring they meet the store's quality standards.

- Who is your target audience for the online store?

Our target audience for the online store includes home cooks, culinary enthusiasts, and individuals who appreciate the use of authentic and exotic spices in their cooking.

- Which spices are the best-sellers in your physical store?

Our best-selling spices are cardamom, cinnamon, and pepper. Customers often inquire about these spices.

- Have you noticed any specific customer preferences or trends in spice purchases?

Yes, we have observed an increasing demand for organic and ethically sourced spices.

- Do you have more local customers visiting the physical store, or do you receive online orders from customers outside your local area?

Currently, our physical store attracts more local customers, but we believe the online store will help us reach customers from different regions.

- Do you have local suppliers for certain spices, and do you plan to highlight their sourcing on the online store?

Yes, we source some spices locally, and we would like to showcase this information to customers.

- What are the main challenges you face in running the physical store, and how do you plan to address them in the online store?

One challenge is limited store hours. The online store will provide 24/7 accessibility, resolving this issue.

- What is the typical or average amount that customers tend to spend on their purchases at your spice store?

However, the amount can vary based on the specific spices they choose, packaging options, and any ongoing promotions or discounts we offer. Some

customers prefer to buy small quantities of specific spices, while others may purchase larger quantities or spice blends, leading to variations in the average spend. We regularly monitor customer purchase patterns to understand their preferences and tailor our offerings accordingly.

- How is the billing process conducted at your spice store?

The billing process involves scanning or manually entering the selected spices' details and quantities into the system. The system calculates the total cost, including taxes, and generates a receipt for the customer. Various payment methods are accepted for completing the transaction.

- How do you handle day-to-day changes in spice prices at your store?

To manage day-to-day price fluctuations, we regularly monitor spice prices from our suppliers and the market. If there are any changes, we update the prices in our system and ensure that our staff is informed. This helps us maintain accurate pricing for our customers and adapt to market dynamics effectively.