

# “Flexible customer-based Ecommerce website using DJANGO”

<sup>1</sup>Soham Manjrekar, <sup>2</sup>Aadarshkumar Sharma, <sup>3</sup>Mohammed Baquir Sayed, <sup>4</sup>Suchit Sawant

<sup>5</sup>Assistant Professor

<sup>1-4</sup>Students, <sup>1-5</sup>Department of Computer Science Engineering,

<sup>1</sup>Rizvi College of Engineering Mumbai, India.

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**Abstract:** In today’s fast-changing business environment, it’s extremely important to be able to respond to client needs in the most effective and timely manner. If your customers wish to see your business online and have instant access to your products or services.

Online Shopping is a lifestyle e-commerce web application, which retails various fashion and lifestyle products. This project allows viewing various products available enables registered users to purchase desired products. This is a project with the objective to develop a basic website where a consumer is provided with a shopping cart application and also to know about the technologies used to develop such an application. This document will discuss each of the underlying technologies to create and implement an e-commerce website

**Keywords:** Full-Stack Development, Ecommerce Website, Web Design, Django, shopping.

## 1) INTRODUCTION

An E-commerce website requires appropriate strategy of successful design and implementation. Everything is required to plan from scratch to end of website. The e-commerce sector is seen the exponential growth thus a new option will easily part of this regatta of commercial website. The e-commerce website will feature the online shopping facility of various fashion products under a single web space. The proposed web application will allow business personnel to make their total business using it and increase their reachability thousands of times more than today they have, over the internet. It will allow multiple shopping vendors to sale their products online. The product management in the system will be done in the form of categories. The safety of information is the main requirement of the system and will be handling according to that. To formulate this project first task is to do is cost estimation.

**GitHub Project Link:** <https://github.com/sohammanjrekar/E-commerce-Website.git>

## **2) OBJECTIVE OF PROJECT**

The main objective of the study is to develop an online fashion brochure system. The system aims to achieve the following objectives:

- To design an online fashion system.
- To provides a solution to reduce and optimize the expenses of customer order management
- To create an avenue where people can shop for fashion products online.
- To develop a database to store information on fashion products and services.

## **3) BACKGROUND OF THE STUDY**

The traditional marketing and management of fashion industry is experiencing a revolution because of the emergence of e-commerce. Since the birth of e-commerce, businesses have been able to make use of the Internet in reducing costs associated with purchasing, managing supplier relationships, streamlining logistics and inventory, and developing strategic advantage and successful implementation of business re-engineering. E-commerce allows companies to improve communications within the supply chain and enhance service offering, thus providing chances for competitive differentiation. Fashion is a distinctive and often habitual trend in the style in which a person dress. It is the prevailing styles in behavior and the newest creations of textile designers. Fashion design is influenced by cultural and social latitudes, and has varied over time and place. Fashion designers attempt to design clothes which are functional as well as aesthetically pleasing. They must consider who is likely to wear a garment and the situations in which it will be worn. Anthropology, the study of culture and human societies, studies fashion by asking why certain styles are deemed socially appropriate and others are not. A certain way is chosen and that becomes the fashion as defined by a certain people as a whole, so if a particular style has a meaning in an already occurring set of beliefs that style will become fashion. According to Ted Phloem's and Lynn Procter (2008), fashion can be described as a beautification. Fashion changes very quickly and is not affiliated with one. Some tend to more towards using social media platforms like Facebook to sell their product. However, the social media platforms have been beneficial for marketing purposes alone but leaves the whole task of customer and massive order management via direct messaging (DM), which takes a lot of time to respond to all customers. In addition, everyone tends to use social media, posing a great challenge to differentiate between scammers (fraudsters) and legit sellers.

## **4) PROBLEM STATEMENTS**

Our college has already a website but it needs to include more features in our website are the student login which will give easy access to students of college events, notice, and fees payment section. Also, the admin panel controls the website. Instruction module and about us page etc. The main drawback is storage and UI, and it was developed using Html and CSS which has drawbacks like time-consuming to keep up on the color scheme of web pages and build lists, tables, and forms. Also, security features are poor in HTML.

If we'd in particular write down brief code for developing a webpage then it generates some difficulty. And most important in today's the role of a web design (UI) in the educational website makes attractive and interesting visuals for students, parents, and engaged visitors. In the digital world, Many students judged the credibility of the website based on its typography, color scheme, layout, font size, and overall design. Web design played a vital role in increasing sign-up numbers.

So to overcome these drawbacks we're using the MERN stack technology for our website. So the chances of drawbacks of the previous website are reduced and we give the host access to the college administrator, so they can upload the improvements and make alterations easily.

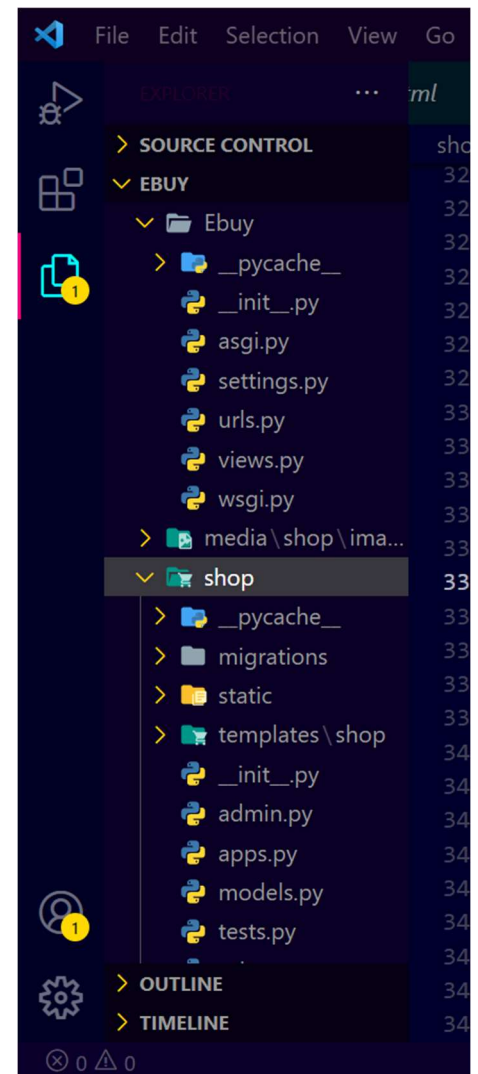
## **5) METHODOLOGY**

### **5.1. Introduction**

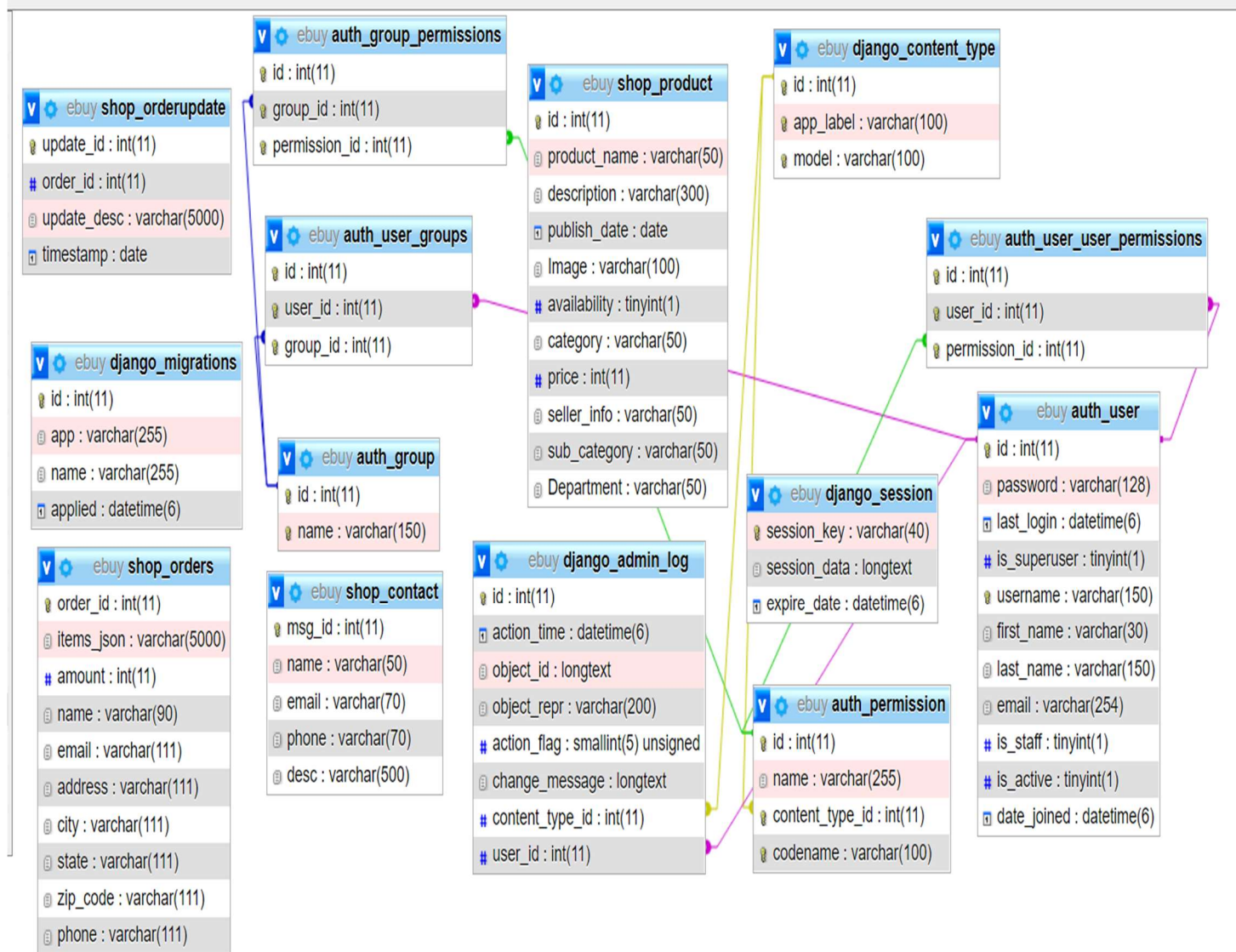
This Section describes the methodology applied during the development of E-commerce website. A methodology is a model, which project managers employ for the design, planning, implementation and achievement of their project objectives. Effective project management is essential in absolutely any organization, regardless of the nature of the business and the scale of the organization. From choosing a project to right through to the end, it is important that the project is carefully and closely managed. Based on the nature of my project solution, it was essential to use incremental Software development life cycle (SDLC). The project typically has a number of Phases and the level of control required over each phase are primarily defined by the nature of the Project, the complexity of the same and the industry to which the Project has to cater to. An Incremental (SDLC) model consists of a number of dependent increments that are completed in a prescribed sequence. Each increment includes a Launching, Monitoring and Controlling, and Closing Process Group for the functions and features in that increment only. Each increment integrates additional parts of the solution until the final increment, where the remaining parts of the solution are integrated.

## 5.2. Step by Step Implementation:

- **Create Normal Project:** Open the IDE and create a normal project by selecting File -> New Project.
- **Install Django:** Next, we will install the Django module from the terminal. We will use PyCharm integrated terminal to do this task. One can also use cmd on windows to install the module by running `python -m pip install django` command
- **Check Installed Django version:** To check the installed Django version, you can run the `python -m django -version` command as shown below.
- **Create Django Project:** When we execute `django-admin startproject` command, then it will create a Django project inside the normal project which we already have created here. `django-admin startproject ProjectName`.
- **Check Python3 version:** `python3 --version`
- **Run Default Django webserver:-** Django internally provides a default webserver where we can launch our applications. `python manage.py runserver` command in terminal. By default, the server runs on port 8000. Access the webserver at the highlighted URL.

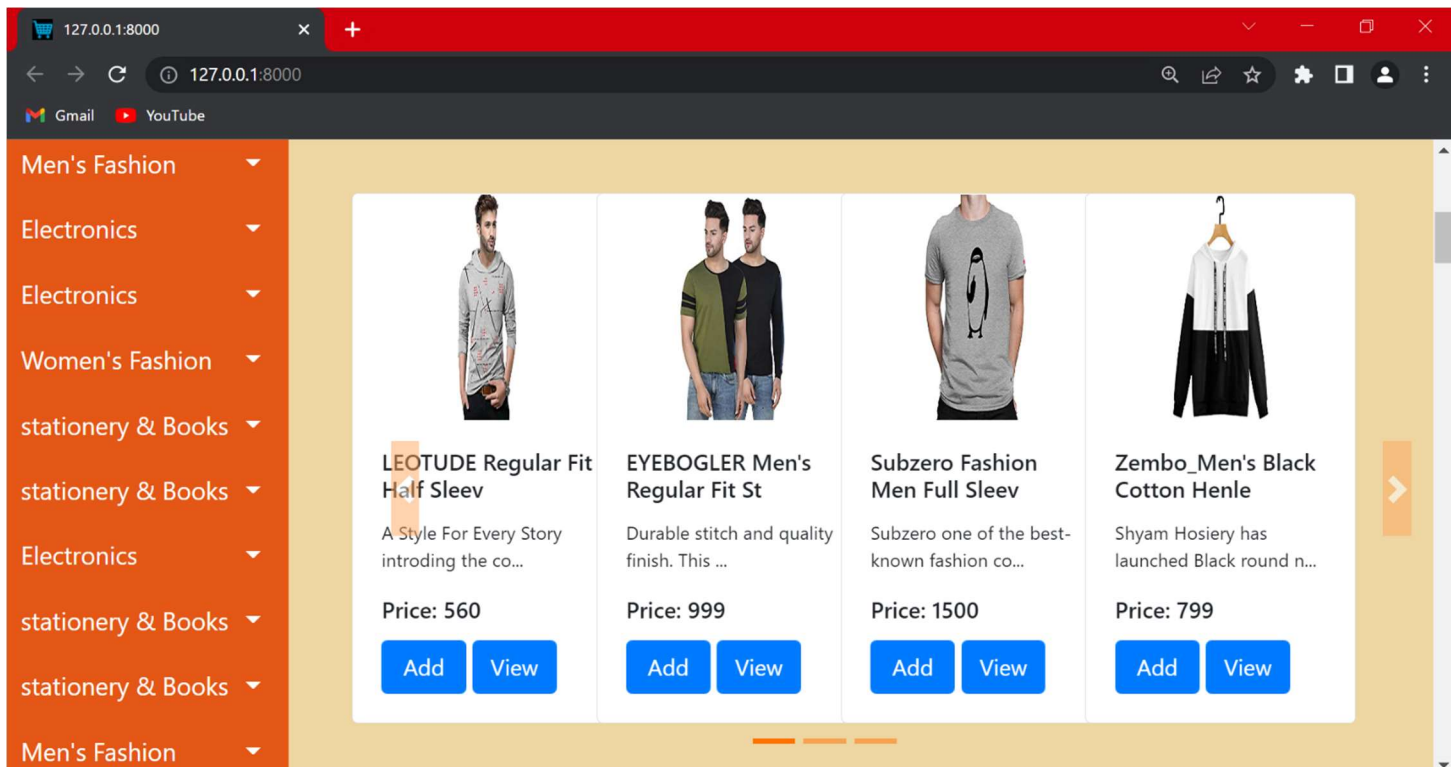
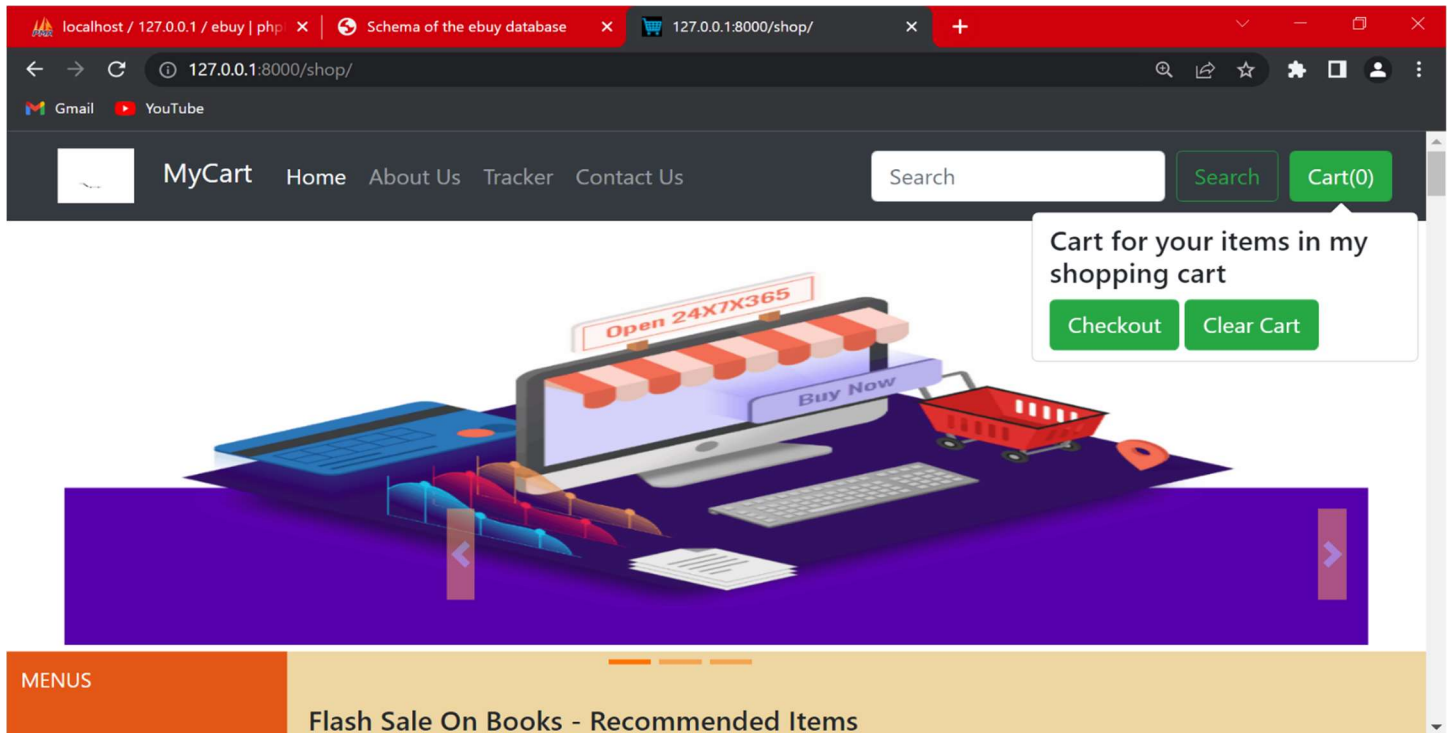


### 5.3. Database Structure

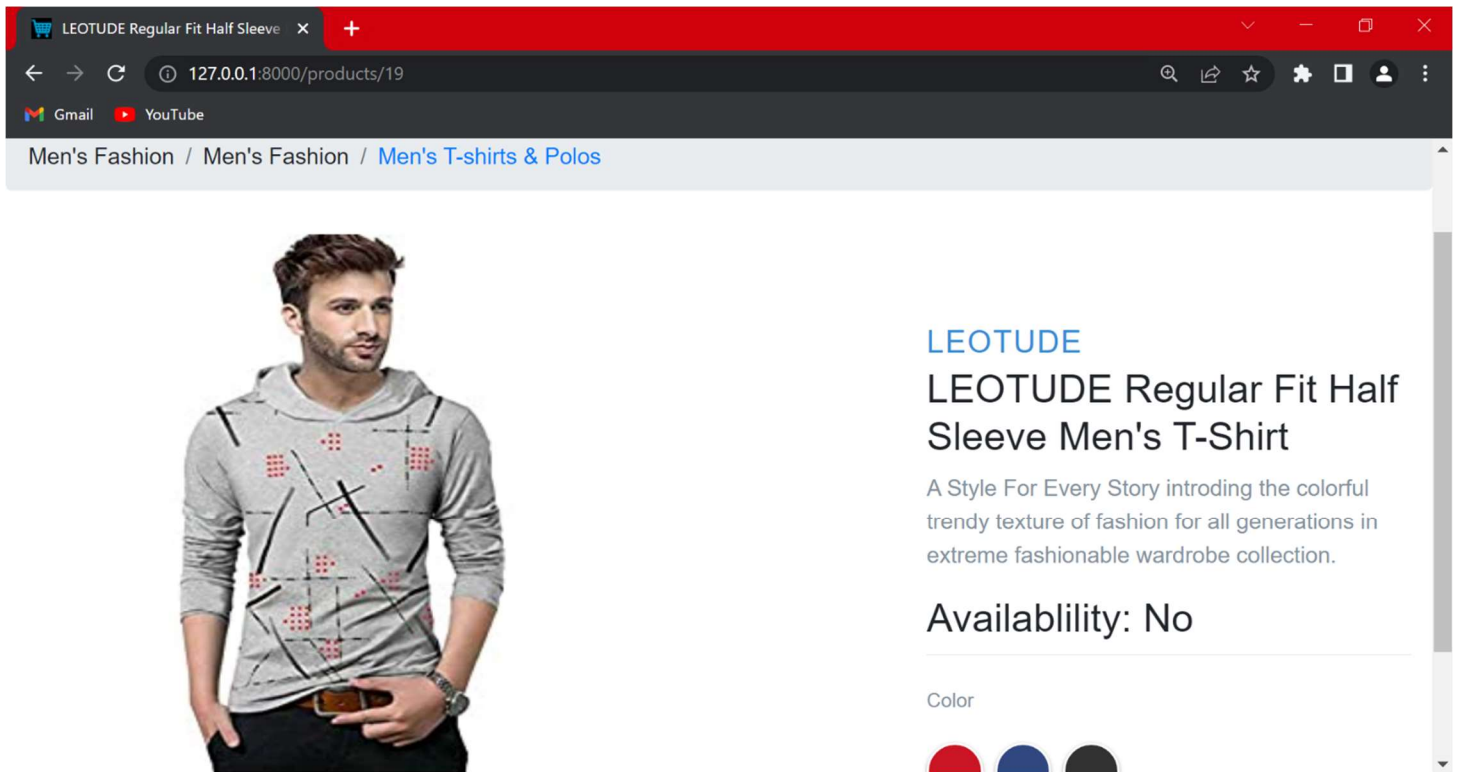


## 6) OUTPUTS AND RESULT

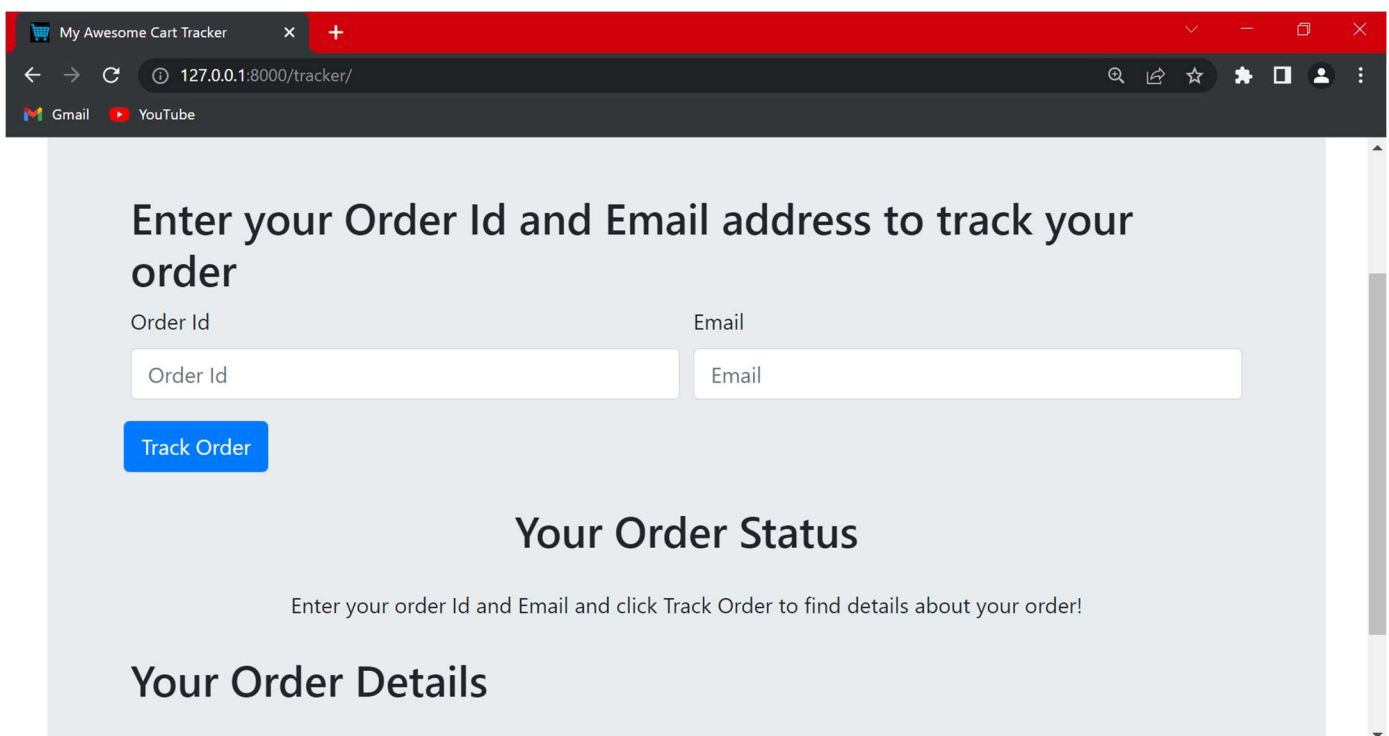
### 6.1. Shop Home Page



## 6.2.shop product page

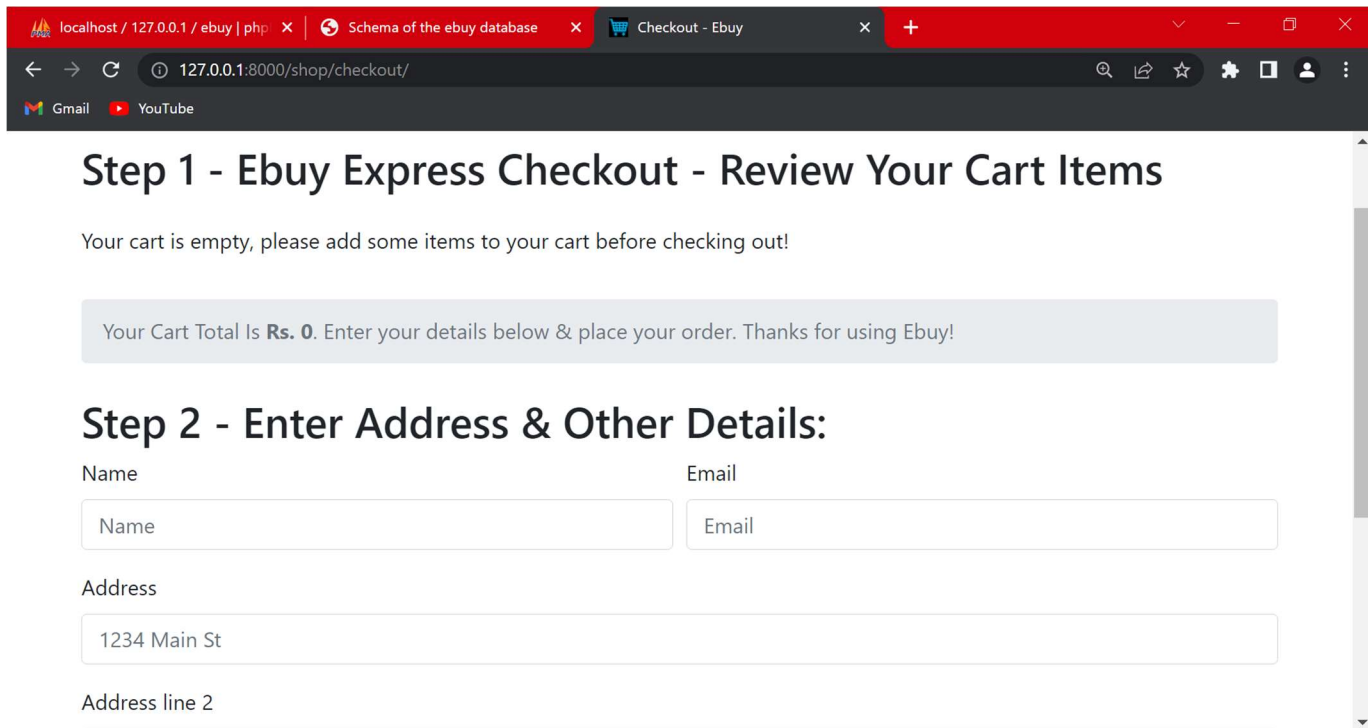


## 6.3. Shop Track Page





## 6.4. Shop checkout page



localhost / 127.0.0.1 / ebuy | php × Schema of the ebuy database × Checkout - Ebuy × +

127.0.0.1:8000/shop/checkout/

### Step 1 - Ebuy Express Checkout - Review Your Cart Items

Your cart is empty, please add some items to your cart before checking out!

Your Cart Total Is **Rs. 0**. Enter your details below & place your order. Thanks for using Ebuy!

### Step 2 - Enter Address & Other Details:

Name Email

Name Email

Address

1234 Main St

Address line 2

## 7) FUTURE SCOPE:

In terms of the future of e-commerce in the 21st century, experts predict promising and wonderful figures. In the foreseeable future, e-commerce will be confirmed as a significant device of sale for the products and enterprises. Successful e-commerce will become the thought which will be inseparable from the web because e-shopping is becoming more and more well-known and normal. In this way, prevailing to future trends, e-commerce will have huge potential development in sales and advancement.

Each year, there is a constant development in e-commerce deals. The volumes of sales for the online store are a lot higher than the block and mortars. To the present day, the internet sales blast the establishment for a magnificent e-commerce future. To draw in more customers, owners won't just have to increase the number of services available to them yet, in addition, have to give more consideration to such elements like design, great presentation, etc.

## 8) SOFTWARE AND HARDWARE REQUIREMENTS

- 1) Operating System: Windows 7 and above



- 2) Language: Html, CSS, JavaScript, Django, Bootstrap
- 3) Browser: Any browser and IE 8 and above.
- 4) Database Language: MySQL
- 5) Processor: A single-core 2GHz processor
- 6) RAM: 512 Mb and above

## 9) CONCLUSION

The project entitled ecommerce website system was completed successfully. The system has been developed with much care and free of errors and at the same time it is efficient and less time consuming. The purpose of this project was to develop a web application for purchasing items from a fashion shop. This project enabled me gain valuable information and practical knowledge on several topics like designing web pages using html & CSS, usage of responsive templates, designing of full stack Django application, and management of database using MySQL. The entire system is secured. Also, the project helped me understanding about the development phases of a project and software development life cycle. I learned how to test different features of a project. This project has given me great satisfaction in having designed an application which can be implemented to any nearby shops or branded shops selling various kinds of products by simple modifications. However, it was very challenging learning and developing an application using a new technology

## 10) ACKNOWLEDGEMENT

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