

# PROJECT REPORT: DESIGN AND DEVELOPMENT

## 1. INTRODUCTION

The purpose of this project was to design and develop an e-commerce website for selling shoes online. The goal was to create a user-friendly website that offers a range of shoes products and secure payments options for our customers. This reports provides an overview of the design and development process of our websites also the challenges encountered, and the solutions implemented to overcome those challenges.

## 2. DESIGN AND DEVELOPMENT PROCESS:

- **Market research:** conducted market research to identify the target audience and current market trends in the online shoe retail industry.
- **PLANNING:** we outlined the website structure, features and user interface design. Decide which platform to use for development
- **DESIGN:** created different website pages and focusing on a responsive and intuitive design to enhance user experience
- **DEVELOPMENT:** implement our designs using appropriate technologies, and incorporating features such as product catalog, login form, shopping cart and also payment gateway integration
- **TESTING:** conducted some testing including functional, usability to ensure website's performance and user experience met required standards
- **Deployment:** launched the website on a secure server, ensuring accessible to users.

## 3. CHALLENGES FACED

- **Technical challenges :** faced difficulties in integrating third-party gateway
- **USER EXPERIENCE:** Struggled with creating an intuitive user interface and optimizing the website for various screen sizes especially on mobile devices
- **Backend:** faced some challenges on creating backend for our payment form
- **SECURITY CONCERNS:** encountered challenges related to data security and implementing security robust to protect user information and transactions

## 4. SOLUTIONS IMPLEMENTED:

- **Technical problem solving:** we tried our best to research more until we find a solution to troubleshoot technical issues related to payment gateway
- **USER EXPERIENCE EHNCEMENT:** iteratively improved the website design and navigation.
- **SECURITY MEASURES:** we tried to utilize secure coding and employed we application firewalls to protect against cyber threats but we didn't manage to finish it as we don't have more enough knowledge

## **5. CONCLUSION**

**In conclusion, the successful design and development of the website (THE SHOE PLUG) involved a comprehensive process that addressed various challenges. By conducting thorough research, planning and employing innovative solutions, the team (group members) were able to create a functional and user friendly website for selling shoes online.**