REPORT ON

"E-Commerce Landing Page"

A synopsis submitted in partial fulfillment of the
Requirement for the award of Degree of
Bachelor of Technology
(Fourth Semester)

COMPUTER SCIENCE AND ENGINEERING

Under The Guidance Of

Prof. Mehnaz Sheikh

SUBMITTED BY

Mr. Lovely Sharma

DEPARTMENT OF COMPUTER SCIENCE ANDENGINEERING

BALLARPUR INSTITUTE OF TECHNOLOGY,

BALLARPUR-442701

DR.BabasahebAmbedkar Technological University, Lonere.
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Abstract

The business-to-consumer aspect of product commerce (e-commerce) is the most visible business use of the World Wide Web. The primary goal of an e-commerce site is to sell goods online.

This project deals with developing an e-commerce website for Online Product Sale. It provides the user with a catalog of different product available for purchase in the store. In order to facilitate online purchase a shopping cart is provided to the user. The system is implemented using a 3-tier approach, with a backend database, a middle tier of Microsoft Internet Information Services (IIS) and a web browser as the front end client.

In order to develop an e-commerce website, a number of Technologies must
be studied and understood. These include multi-tiered architecture, server and client side scripting techniques, implementation technologies such as BOOTSTRAP, HTML5 and CSS. 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.

Introduction

E-commerce is fast gaining ground as an accepted and used business paradigm. More and more business houses are implementing web sites providing functionality for performing commercial transactions over the web. It is reasonable to say that the process of shopping on the web is becoming commonplace.

The objective of this project is to develop a general purpose e-commerce store where any kind of footwear can be bought from the comfort of home through the Internet. However, for implementation purposes, this paper will deal with an online shopping for footwear.

The project is about the landing page of a small footwear business firm which deals globally with the power of internet and globalization. This allows the customers around the world to view and buy the footwear of their choice with best possible deals available. The UI of the page is simple and sleek for the best experience of the user.

Methodology

```html
<!doctype html>
<html lang="en">

<head>
    <meta charset="utf-8">
    <meta name="viewport" content="width=device-width, initial-scale=0.1">
    <title>Bootstrap demo</title>
    <link href="https://cdn.jsdelivr.net/npm/bootstrap@5.2.0-
beta1/dist/css/bootstrap.min.css" rel="stylesheet"
        integrity="sha384-
0evHe/X+R7YkIZDRvuzKMRqM+OrBnVFBL6DOitfPri4tjfHxaWutUpFmBp4vmVor"
crossorigin="anonymous">
    <link rel="stylesheet" href="style.css">
    <link rel="stylesheet" href="https://cdnjs.cloudflare.com/ajax/libs/font-
awesome/6.1.1/css/all.min.css"
        integrity="sha512-
KfkfwYDsLkIlwQp6LFnl8zNdLGxu9YAA1QvwINks4PhcElQSvqcyVLLD9aMhXd13uQjoXtEKNosOW
aZqXgel0g=="
        crossorigin="anonymous" referrerpolicy="no-referrer" />
    <link rel="stylesheet"
href="https://maxcdn.bootstrapcdn.com/bootstrap/3.3.7/css/bootstrap.min.css">
    <link rel="stylesheet" href="https://cdnjs.cloudflare.com/ajax/libs/font-
awesome/4.7.0/css/font-awesome.min.css">
</head>

<body>
    <div class="container">
        <!-- This is navigation bar section -->
        <div class="navigation-bar">
            <div id="navigation-container">
                <a href="#" id="logo">Sam's Shoes</a>
                <ul>
                    <li><a href="#">Women</a></li>
                    <li><a href="#">Men</a></li>
                    <li><a href="#">Kids</a></li>
                    <li><a href="#">Accessories</a></li>
                    <li><a href="#">Sale</a></li>
                    <li><a href="#"><i class="fa fa-search" aria-
hidden="true"></i></a></li>
                    <li><a href="#"><i class="fa fa-shopping-bag" aria-
hidden="true"></i></a></li>
                </ul>
            </div>
        </div>

        <!-- This is Branding section -->
        <div class="branding">
            <div class="company-title">
                <h1>Build for <br>
                    flight</h1>
                <span>Introducing <em>Hike's</em>. <br>Our lightest shoe
ever.</span>
```

```html
            <br>
            <a class="shop-button" href="#">SHOP</a>
        </div>
        <div class="shoe-image">
            <div class="img1">
                <img src="images/shoe1.png" alt="">
            </div>
            <div class="img2">
                <img src="images/shoe2.png" alt="">
            </div>
        </div>
    </div>

    <!-- Mens and womens section -->
    <div class="section-type">
        <div class="mens-section">
            <h1>WOMEN</h1>
            <img src="images/mens/img2.png" alt="">
            <a href=""><span>Shop now <i class="fa fa-arrow-right" aria-
hidden="true"></i></span>
            </a>
        </div>
        <div class="womens-section">
            <h1>MEN</h1>
            <img src="images/womens/img1.png" alt="">
            <a href=""><span>Shop now <i class="fa fa-arrow-right" aria-
hidden="true"></i></span>
            </a>
        </div>
    </div>

    </div>
</body>
</html>
```
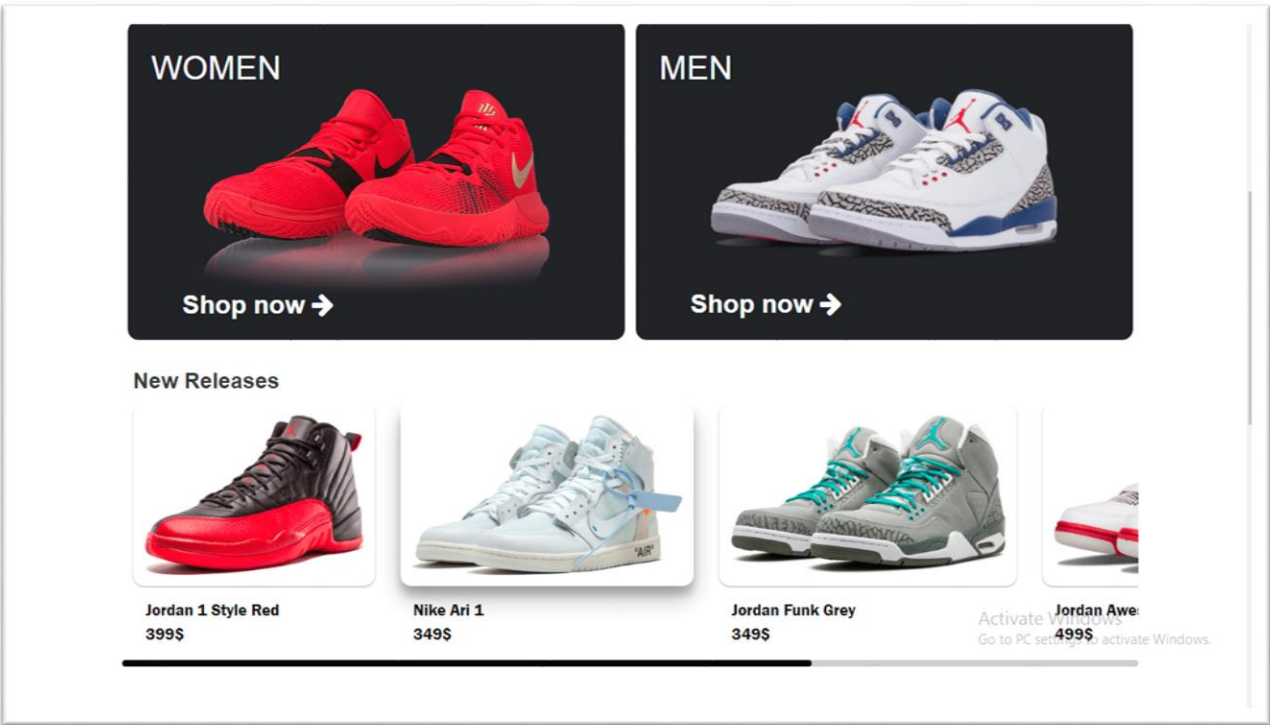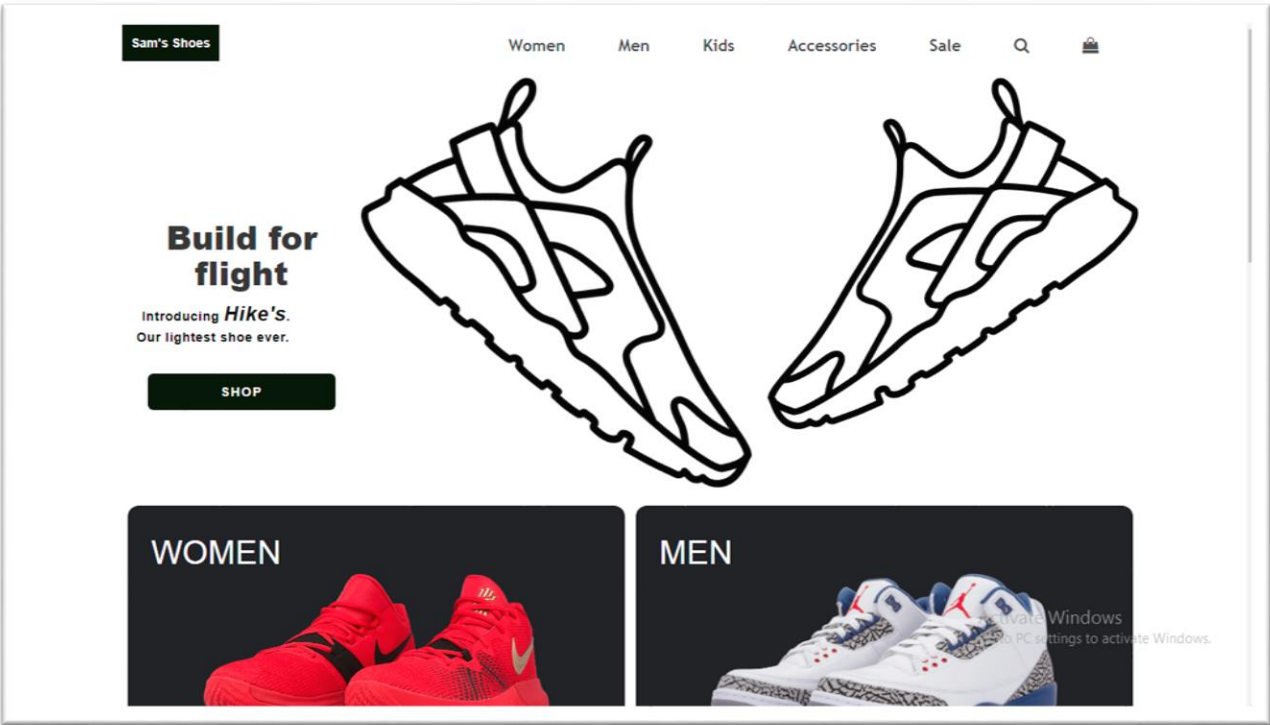
Hardware & Software Requirements

Hardware Requirements

- 64/32 bit Operating System, x86 based processor
- Active Internet Connection
- Display Adapters

Software Requirements

- Latest Browser Support
- Javascript enabled browser
- Client/Server Side scripting enabled

Top Kicks

Nike Classic
399$

Nike Low Top
349$

Nike Joyrider
349$

Never Miss a drop.

Receive updates about new products and promotions.

Join Mailing List

My Account
Sign In
Register
Order Status

About
Our Story
Media
Sustainability

Sam's Shoes
We accept orders globally. Buy the best of the best for your feets from Sams's Shoes.

Activate Windows
Go to PC settings to activate Windows.

Future Scope

The project aims to provide best E-com services with great user experience in surfing the products, thus the project can be converted to a SPA (Single Page Application) using popular web-frameworks such as React, Vue etc. Further improvements can be building a real-time product tracking system with latest updates as SMS and Email notification.

References

- MDN Web Docs https://developer.mozilla.org/en-US/
- W3Schools https://www.w3schools.com/html/
- Butter Academy YT Channel https://www.youtube.com/ButterAcademy
- Fontawesome Web Icons https://fontawesome.com/icons

Conclusion

In this project we created an E-com Landing page for a small business firm, to interact with the global audience and open market. We used some popular technologies which are essential to build a webpage which involves technologies such as HTML5, CSS3 and Bootstrap.

As per a survey, most consumers of online stores are impulsive and usually make a decision to stay on a site within the first few seconds. "Website design is like a shop interior, we have designed the project to provide the user with easy navigation, retrieval of data and necessary feedback as much as possible.