



Ramrao Adik Institute of Technology

Department of Computer Engineering

Winter Internship project

On

***“E-Commerce Product Catalog
(Tsuki.market)”***

Roll No.: 22CE1285

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By

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Outline

- Introduction
- Literature Survey of the existing systems
- Limitations of the existing systems
- Problem statement
- System Design
- Technologies and methodologies
- Conclusion
- References



Problem statement

- The e-commerce catalog struggles with user experience, data accuracy, scalability, integration, personalization, security, and differentiation, impacting customer engagement, trust, and business growth



Introduction

- **Motivation:** The realm of fashion is as vast and diverse as the individuals who wear it. Our website 'Tsuki' tell a visual story, showcasing various type of clothes that will suit your taste.
- **Objectives:** The objective of our website is multifaceted, aiming to provide a comprehensive, engaging, and user-friendly platform that facilitates online shopping.



Literature Survey of the existing systems

- Magento, Shopify, WooCommerce these are among the leading e-commerce platforms that offer robust catalog management features.
- Researchers have explored their functionalities, customization capabilities, scalability, and performance.
- Researchers have explored strategies for personalized content delivery, product recommendations, and targeted marketing based on user-behavior, preferences, and historical data



Literature Survey of the existing systems

- Studies have explored the impact of visual elements, product images, videos, and interactive features on user engagement, conversion rates, and overall customer satisfaction.
- Literature has examined the role of machine learning algorithms, data analytics, and AI-driven recommendation systems in enhancing e commerce catalogs.
- The e-commerce catalog serves as a digital storefront, showcasing products and facilitating online purchases for consumers worldwide



Limitations of existing systems

- Scalability Issues: Some e-commerce platforms may face scalability constraints, particularly during peak traffic periods or rapid business growth. This can lead to performance slow page load times, and potential system crashes, affecting user experience and revenue generation.
- Customization Limitations: While many e-commerce platforms offer customizable templates and themes, they may have limitations in terms of design flexibility, functionality customization. This can restrict brands from achieving a unique look, feel, and user experience tailored to their specific needs and brand identity.



Limitations of existing systems

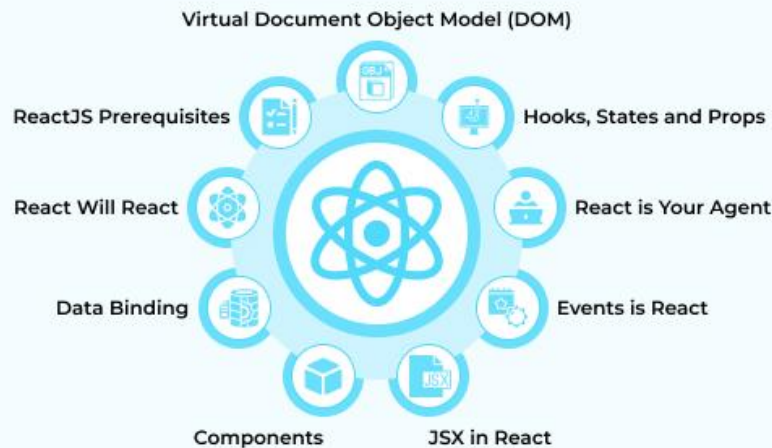
- Performance & Speed: E-commerce platforms with inefficient codebase, inadequate hosting infrastructure, or suboptimal caching mechanisms may experience performance issues, slow page load times.



System Design

- Designing a system for an e-commerce catalog involves multiple components, considerations, and architectural decisions to ensure scalability, performance, security, usability, and functionality. The main component for our website is **React JS**.

React Fundamentals



React JS



Page Design

FREE WORLDWIDE SHIPPING OVER \$175 | USE CODE: TSUKI

Tsuki

Tsuki - "Illuminate Your Style, Consciously."



| Loginコレクション |

| Homeホームページ |

| Collectionすべての商品 |

| Contact usお問い合わせ |



Page Design

- ABOUT -

Welcome to Tsuki, where "Tsuki [つき]" meaning "moon" in Japanese, symbolizes the essence of our brand – a celestial, timeless beauty that illuminates the night sky. We believe that fashion and home products should not only be stylish but also ethically made. From the cotton fields to the final stitch, we prioritize ethical sourcing, fair labor, and environmental consciousness.



- CRAFTSMANSHIP -

At Tsuki, we believe that fashion and home products should not only be stylish but also ethically made. From the cotton fields to the final stitch, we prioritize ethical sourcing, fair labor, and environmental consciousness. Our unisex clothing and home goods are a testament to our commitment to sustainable and responsible manufacturing practices.

- TSUKI COMMUNITY -

We invite you to explore our collections, where fashion meets conscience, and where every purchase becomes a vote for a better, more sustainable future. Join the Tsuki community and embrace the journey of self-expression, ethical living, and the artistry of moonlit stories.



Page Design

As always, we're here to help, so please get in touch if you have any questions or concerns about our products. Contact our customer service team at hello@tsuki.market



NEWSLETTER

Subscribe to be the first to hear about our latest collections, offers and news about the brand.

SOCIALS



Page Design

FREE WORLDWIDE SHIPPING OVER \$175 | USE CODE: TSUKI

Tsuki

-Tsuki- "Illuminate Your Style, 'Consciously."



| Loginコレクション |

| Homeホームページ |

| Collectionすべての商品 |

| Contact usお問い合わせ |

-Our Collections-

basics.

-See More-



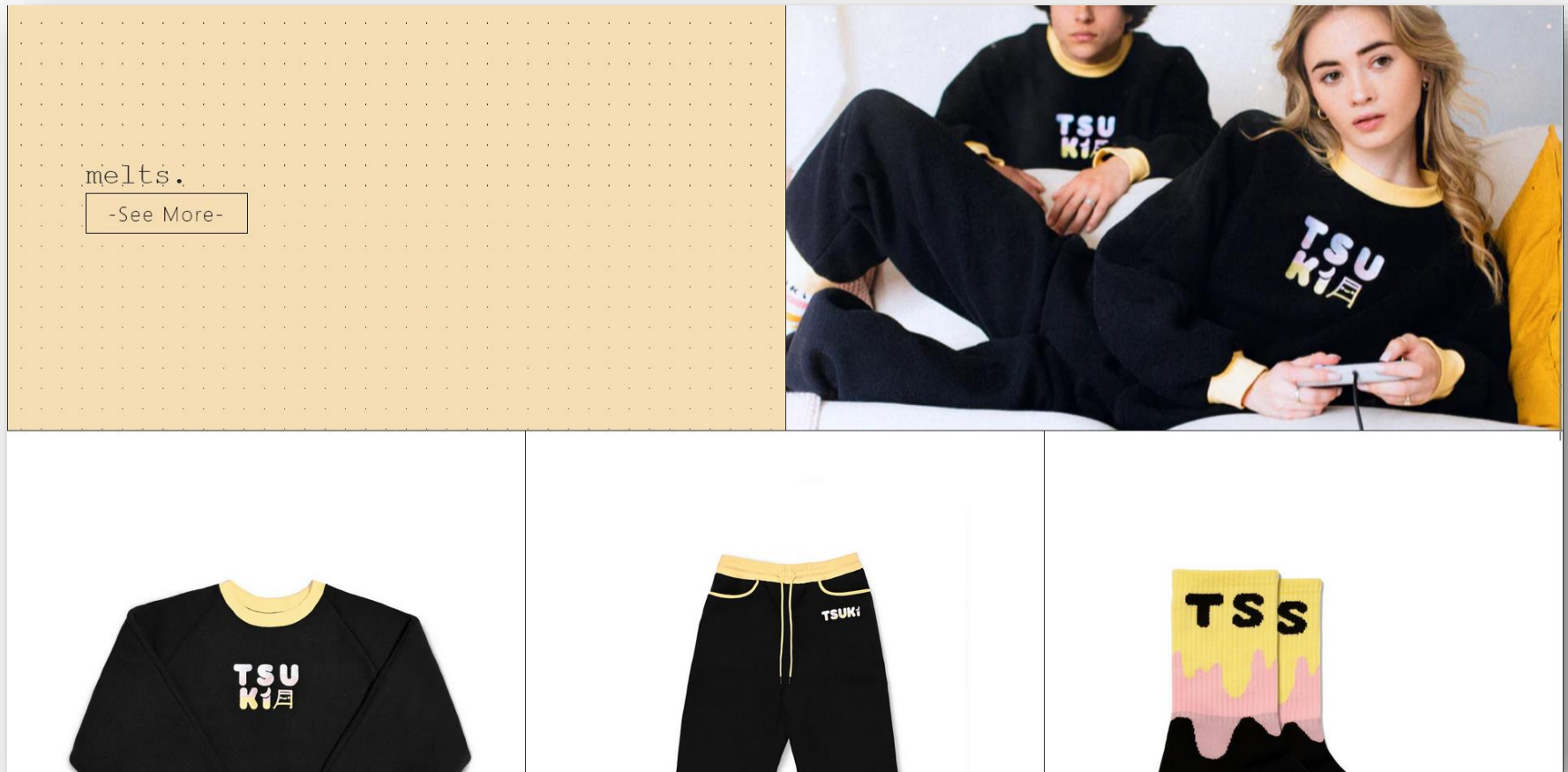
Page Design

knits.

-See More-



Page Design



Page Design

-BASICS-



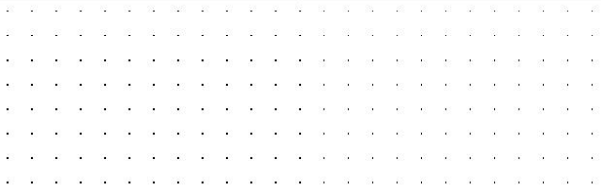
Embroidered Logo T-shirt
-View Item-



Corduroy Tsuki Cap
-View Item-



Tsuki Socks
-View Item-



Page Design

-KNITS-



Tsuki すき Knit Sweater

[-View Item-](#)



楽しい Tanoshii / 悲しみ Kanashimi Beanies

[-View Item-](#)



Mischief Beanie

[-View Item-](#)

[- BACK TO COLLECTION -](#)

🥰 HAPPY SHOPPING ハッピー ショッピング 🥰

Page Design

- ITEM DETAILS -



Corduroy Tsuki Cap

₹899/-

In Stock

Select a Size ▼

- 1 +

Add to Cart

Our corduroy six panel curved brim cap features a cheeky smile topped with horns and detailed with TSUKI embroidery on back.

DETAILS:

- Embroidery details on front and back, 100% cotton.

- Care Instructions:** Hand wash with soap and water, air dry, do not put in washer/dryer.

- 80% acrylic, 20% nylon; made with extra fluffy yarn.

- Wash at 30 degrees celsius, cool iron, dry flat, do not bleach or dry clean.

- Made in the UK as a fully fashioned flat knit, producing a nearly waste free product.

- BACK TO COLLECTION -

Page Design

-Search-

socks

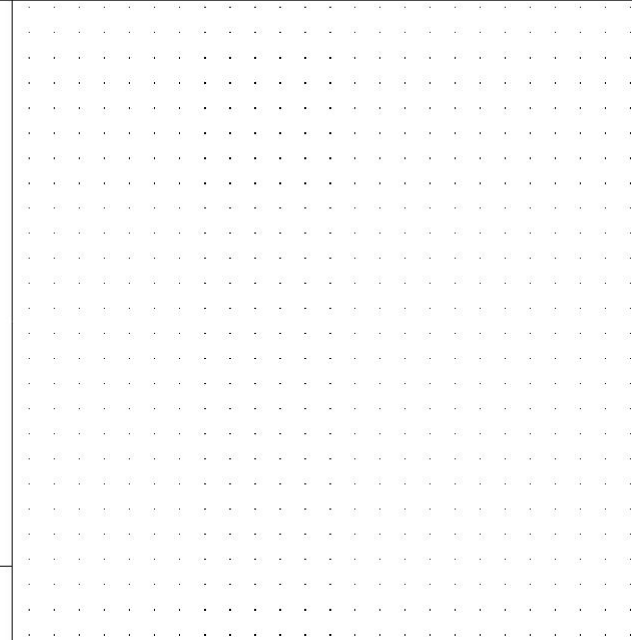
Your search revealed the following:



Melted Socks
-View Item-



Tsuki Socks
-View Item-



Page Design

LOGIN

Don't Have an account ? [Sign up here.](#)

Email address

Password

[Forgot your password ?](#)

Login

Page Design

SIGN UP

Already Have an account ? [Log in here.](#)

Name

Email address


Password

Sign Up

Page Design

-Your Cart-

- Invoice -

-Corduroy Tsuki Cap- | ₹899 | | x 3 | 

-Embroidered Logo T-shirt- | ₹1899 | | x 2 | 

Subtotal : ₹6495
Total Tax (10%) : ₹649.50
Total Shipping (₹100/item) : ₹500.00
Grand Total: ₹7244.50

Proceed to Checkout

- BACK TO COLLECTION -

- 😊 HAPPY SHOPPING ハッピー ショッピング 😊 -

System Design

- **Component-Based Architecture:** Utilize React's component paradigm to break down the e-commerce catalog into reusable UI components (e.g., product cards, filters, search bar) for modularity and maintainability.
- **State Management:** Implement state management solutions like React's Context API or external libraries like Redux to manage product data, user interactions, and application state across components efficiently.



Conclusion

- In conclusion, Tsuki serves as a pivotal element within the digital retail landscape, acting as a comprehensive gateway for consumers to explore, evaluate, and purchase products or services online. Its effectiveness hinges on intuitive user experiences, accurate product information, seamless integration, robust personalization capabilities, stringent security measures, and continuous innovation.



References

- **Website Design & UX/UI:**

- Krug, S. (2014). *Don't Make Me Think, Revisited: A Common Sense Approach to Web Usability*. New Riders.
- Norman, D. A. (2013). *The Design of Everyday Things: Revised and Expanded Edition*. Basic Books.
- Nielsen, J., & Loranger, H. (2010). *Prioritizing Web Usability*. New Riders.

- **E-commerce Platform Guides:** Depending on the platform you choose (like Shopify, Magento, WooCommerce, etc.), they often have comprehensive documentation and guides:

- Shopify Documentation: [Shopify Help Center](#)
- WooCommerce: [WooCommerce Docs](#)
- Magento: [Magento User Guide](#)

- **SEO & Content Strategy:**

- Fishkin, R., & Sharp, C. (2018). *Lost and Founder: A Painfully Honest Field Guide to the Startup World*. Portfolio.
- Handley, A. (2012). *Content Rules: How to Create Killer Blogs, Podcasts, Videos, Ebooks, Webinars (and More) That Engage Customers and Ignite Your Business*. Wiley.



Thank You