**MAIN PROJECT**

**2022-24**

**THANGAM JEWELLERS**

SCRUM MASTER: SUBMITTED BY

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**ABSTARCT**

Thangam Jewellery is an e-commerce platform designed to provide customers with a convenient and accessible way to explore, browse, and purchase a wide range of exquisite jewellery pieces. The platform offers a user-friendly interface where customers can explore various categories of jewellery, view detailed product descriptions and images, and securely complete their purchases. Additionally, the project incorporates features such as a personalized user account system, secure payment gateways, and an integrated customer support system. Thangam Jewellery aims to create a seamless and enjoyable shopping experience for jewellery enthusiasts, while also facilitating efficient management of inventory and orders for the store administrators.

**Name:** Thangam Jewellery

**Type:** E-commerce platform for selling jewellery.

**Users:**

**User Features:**

Browse and explore various jewellery categories.

View high-quality images and detailed product descriptions.

Search for specific products.

Filter products by categories, price ranges, and materials.

Access detailed product pages with sizing information.

Create a Wishlist.

User registration and login.

Track order history and manage personal information.

Secure and user-friendly checkout.

Multiple payment options.

Virtual try-on feature using augmented reality.

Contact customer support.

Purchase and send gift cards.

**Admin:**

**Admin Features:**

Add, edit, and delete jewellery products.

Manage product categories and subcategories.

Manage customer accounts.

Assist customers with account-related issues.

Manage static content on the website.

Check the purity of jewellery based on BIS.

Update the website platform, plugins, and security.

**Staff**

Manage the returns and refunds process

Mark orders as shipped or completed.

View and manage customer orders.

**Technologies:**

Payment Integration (Google Pay and other online payment methods).

Feedback system.

Virtual try-on technology using augmented reality.

Chatbot for customer support.

Python Django for the back-end.

Front-end developed with HTML/CSS.

**Project Phases:**

**Mini Project:**

Adding items to the store.

User registrations

Implementing reviews and ratings

**Main Project:**

Abstract:

The main project, "Thangam Jewellery E-commerce Platform," incorporates a Purity Checker module to enhance customer trust. Integrated with BIS standards, users can verify jewellery authenticity, receiving a digital purity certificate. The user-friendly interface ensures ease of use, and administrators can efficiently manage requests. Additionally, the project features a Virtual Try-On functionality, allowing users to virtually experience jewellery, enriching the overall customer satisfaction and loyalty.

Implementing the virtual try-on feature, Integrating payment systems, Feedback collection, Chatbot

**Software Specifications:**

Front-end: HTML/CSS.

Back-end: Python Django.