

# **FLIPKART CLONE**

## **A PROJECT REPORT**

*Submitted by*

**HARENDER KUMAR**

*in partial fulfillment for the award of the degree*

*of*

**BACHELOR OF TECHNOLOGY**

**IN**

**COMPUTER SCIENCE ENGINEERING**



**Lovely Professional University, Punjab**

**12410730**

**NOVEMBER 2024**

**Lovely Professional University, Punjab**

**BONAFIDE CERTIFICATE**

Certified that this project report “**FLIPKART CLONE**”  
is the bonafide work of HARENDER KUMAR  
who carried out the project work under my supervision.

**SIGNATURE**

**CLASS MENTOR**

**SIGNATURE**

**SUPERVISOR**

**HEAD OF THE DEPARTMENT**

**SIGNATURE**

# Student Declaration

I, **HARENDER KUMAR, 12410730** hereby declare that the work done by me on “**HTML & CSS**” from **27/09/2024** to **21/10/2024**, is a record of original work for the partial fulfilment of the requirements for the award of the degree, **B.Tech (CSE)**.

**HARENDER KUMAR**

## INTRODUCTION:

1. User-Friendly Navigation: Just as J CARE Hospital has a “Find a Doctor” feature, you could implement an intuitive search and filtering system for products, allowing users to find exactly what they need quickly.

2. Product Recommendations and Trends: Consider adding a "Trending Products" or "Recommended for You" section. While this might be static in HTML and CSS, it could still give users a realistic sense of a personalized shopping experience.

3. Customer Testimonials: Just like the hospital's testimonials, you could add a section with “Customer Reviews” for various products, even if they’re sample reviews, to add authenticity to the shopping experience.

4. Educational Resources and Offers: Include banners or informational sections for things like “Deals of the Day,” “How to Use Coupons,” or “Shopping Tips,” which can be helpful and enhance user engagement.

5. Streamlined Cart and Checkout Process: Emphasize a user-friendly cart and checkout experience, maybe through a simple progress bar or clear steps, similar to a hospital’s streamlined appointment system.

## **OBJECTIVES:**

### 1. Product Finder

- Objective: Quick access to desired products with tailored search and filter options.

- Implementation: Add a search bar and filter sections using CSS for a clean look.

### 2. Product Categories

- Objective: Offer a wide range of products across categories.
- Implementation: Use HTML and CSS to organize categories like “Electronics,” “Fashion,” etc., in a grid or list layout.

### 3. Customer Reviews

- Objective: Build credibility through positive reviews and feedback.
- Implementation: Display sample testimonials with star ratings and snippets, styled with CSS.

### 4. Easy Checkout Process

- Objective: Streamline shopping, from cart to payment.
- Implementation: Design a step-by-step checkout with a cart icon and progress indicator using CSS.

### 5. Guides and Tips\*\*

- Objective: Educate users on deals, product care, and shopping tips.
- Implementation: Create a “Shopping Resources” section styled with CSS for readability and engagement.

# Features:

## 1. Product Search Tool

- Objective: Provide an intuitive search experience to help users quickly find products.
- Implementation: Add a search bar, filters, and sorting options (e.g., category, price, brand).

## 2. Comprehensive Product Categories

- Objective: Organize products across diverse categories, similar to the hospital's service list.
- Implementation: Structure categories like "Electronics," "Fashion," "Home Essentials," with CSS styling for a clean layout.

## 3. Customer Reviews and Ratings

- Objective: Build trust through user-generated content, similar to patient testimonials.
- Implementation: Showcase user reviews and star ratings on product pages, with a "Submit Review" option.

#### 4. Shopping Cart and Checkout System

- Objective: Create a seamless purchase flow, similar to the hospital's appointment system.
- Implementation: Design a shopping cart page with CSS styling and an easy-to-follow checkout process.

#### 5. Promotional Videos and Guides

- Objective: Educate users about products and shopping tips.
- Implementation: Create a "Promotions" section with video banners, embedded tutorial videos, and a guide for first-time users.

#### 6. Additional Features

- Short introduction about Flipkart
- Why Choose Us? section for benefits and unique selling points
- Customer feedback section
- Subscribe button for newsletters and promotions



## 7. Contact and Information Pages

- Implementation: Add a footer or sidebar with links to "About," "Contact," "FAQ," and other key pages for easy navigation.

### Technologies Used:

- HTML for structuring pages (e.g., categories, product pages)
- CSS for layout and styling, making the site visually engaging

### Website Architecture:

- Home Page
  - Introductory banner
  - Overview of product categories
  - Call-to-action buttons: "Search Products," "Categories," "Customer Reviews," "Promotions"
- Product Finder
  - Search bar with filtering options

- Product cards with images, price, and “Add to Cart” buttons
- Product Categories
  - Structured grid layout by product type
- Shopping Cart
  - Cart summary with product count, total cost, and “Proceed to Checkout” button
- Customer Feedback
  - Customer reviews, star ratings, and a “Submit Review” form

## Challenges and Solutions:

### 1. User-Friendly Interface

- Solution: Implement a responsive design with clean visuals, flexible grids, and media queries.

### 2. Real-Time Cart Updates

- Solution: Use JavaScript to update cart items and total cost instantly when items are added/removed.

### 3. Responsive Design

- Solution: Use responsive CSS techniques or frameworks like Bootstrap to ensure usability across devices.

These adjustments would give your Flipkart clone project a structured, user-focused experience similar to the J CARE Hospital project while showcasing a range of web development skills.

Screenshot of code and their output:

1.File Structure(Flipkart-Clone):

**HTML**

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

<head>
  <meta charset="UTF-8" />
  <meta name="viewport" content="width=device-width, initial-scale=1.0" />
  <title>FlipkartCLONE.com</title>

  <!-- Google Fonts -->
  <link rel="preconnect" href="https://fonts.googleapis.com">
  <link rel="preconnect" href="https://fonts.gstatic.com" crossorigin>
  <link href="https://fonts.googleapis.com/css2?family=Poppins&family=Roboto&display=swap" rel="stylesheet">

  <!-- Font Awesome -->
  <link rel="stylesheet" href="https://cdn.jsdelivr.net/npm/font-awesome@6.4.2/css/all.min.css"
    integrity="sha512-z3glpd7yknf1YoNbCzqRKc4qyor8gaKU1qmn+CShxbuBusANI9QpRohGBreCFkxLhe16S9CQXFEbbKuqLg0DA=="
    crossorigin="anonymous" referrerpolicy="no-referrer" />

  <link rel="stylesheet" href="flipkart.css" />
</head>

<body>

  <header>

    <!------- NAVBAR ----->
    <div class="navBar">

      <div class="logoSection">
        <div>
          <a href="https://www.flipkart.com/"></a>
        </div>

        <div>
          <p class="logo-text">Explore <span id="plus">Plus</span></p>
        </div>
      </div>


```

```

<div class="searchBox">
  <input class="input" type="text" placeholder="Search for products, brands and more" />

  <div class="search-logo">
    <i class="fa-solid fa-magnifying-glass"></i>
  </div>
</div>

<div class="loginBox">
  <div class="login">Login</div>
</div>

<div class="becomeSellerBox">
  <p>Become a Seller</p>
</div>

<div class="moreBox">
  <p>More</p>
</div>

<div class="cartBox">
  <i class="fa-solid fa-cart-shopping"></i>
  Cart
</div>
</div>
</header>

<!------- MENU BAR ----->

<div class="belowNavBar">

  <div class="smallCard">
    <a href="https://shorturl.at/7ShHn"></a>

```

```

    <p>Grocery</p>
  </div>

  <div class="smallCard">
    <a href="https://shorturl.at/vR3jH"></a>
    <p>Mobiles</p>
  </div>

  <div class="smallCard">
    <a href="https://shorturl.at/Pahg0"></a>
    <p>Fashion</p>
  </div>

  <div class="smallCard">
    <a href="https://shorturl.at/TR6ui"></a>
    <p>Laptops</p>
  </div>

  <div class="smallCard">
    <a href="https://shorturl.at/pSZFv"></a>
    <p>Home</p>
  </div>

  <div class="smallCard">
    <a href="https://shorturl.at/mFPpU"></a>
    <p>Electronic</p>
  </div>

  <div class="smallCard">
    <a href="https://shorturl.at/MIfcr"></a>
    <p>Travel</p>
  </div>

```

```

<div class="smallCard">
  <a href="https://shorturl.at/khWlH"></a>
  <p>Toys</p>
</div>

<div class="smallCard">
  <a href="https://tinyurl.com/3uxkw4uh"></a>
  <p>Bikes</p>
</div>
</div>
<div class="baalveer">
  
</div>
<div class="line"></div>

<!------- MAIN IMAGE ----->
<div class="heroSection">

</div>

<div class="line"></div>

<!------- ITEM SECTION ----->
<div class="itemSection">

  <div class="item">
    <div class="itemHeadName">
      <p>Get Set for Sports</p>
    </div>

    <div class="viewAllSection">
      <div class="viewAllButton">
        <p class="viewAllText">VIEW ALL</p>

```

```

      </div>
    </div>
  </div>

  <div class="item">
    
    <p class="itemDescription">Men's T-shirt</p>
    <p class="buyNowText">Buy Now</p>
  </div>

  <div class="item">
    
    <p class="itemDescription">Jackets</p>
    <p class="buyNowText">Buy Now</p>
  </div>

  <div class="item">
    
    <p class="itemDescription">Men's Trackshut</p>
    <p class="buyNowText">Buy Now</p>
  </div>

  <div class="item">
    
    <p class="itemDescription">Jackets</p>
    <p class="buyNowText">Buy Now</p>
  </div>
</div>

<div class="line"></div>

```

```

<div class="itemSection">

  <div class="item">
    <div class="itemHeadName">
      <p>Best of Electronics</p>
    </div>

    <div class="viewAllSection">
      <div class="viewAllButton">
        <p class="viewAllText">VIEW ALL</p>
      </div>
    </div>
  </div>

  <div class="item">
    
    <p class="itemDescription">Men's T-shirt</p>
    <p class="buyNowText">Buy Now</p>
  </div>

  <div class="item">
    
    <p class="itemDescription">Jackets</p>
    <p class="buyNowText">Buy Now</p>
  </div>

  <div class="item">
    
    <p class="itemDescription">Men's Trackshut</p>
    <p class="buyNowText">Buy Now</p>
  </div>

  <div class="item">
    
    <p class="itemDescription">Jackets</p>
  </div>

```

```

    <p class="buyNowText">Buy Now</p>
  </div>

</div>

<div class="line"></div>

<div class="itemSection">

  <div class="item">
    <div class="itemHeadName">
      <p>Fashion Top Deals</p>
    </div>

    <div class="viewAllSection">
      <div class="viewAllButton">
        <p class="viewAllText">VIEW ALL</p>
      </div>
    </div>
  </div>

  <div class="item">
    
    <p class="itemDescription">Lahenga Choli & Gown</p>
    <p class="buyNowText">Buy Now</p>
  </div>

  <div class="item">
    
    <p class="itemDescription">Kurtas</p>
    <p class="buyNowText">Buy Now</p>
  </div>

```

```
<div class="item">
  
  <p class="itemDescription">Liwas</p>
  <p class="buyNowText">Buy Now</p>
</div>
```

```
<div class="item">
  
  <p class="itemDescription">Kurta Set</p>
  <p class="buyNowText">Buy Now</p>
</div>
```

```
</div>
```

```
<div class="line"></div>
```

```
<div class="itemSection">
```

```
  <div class="item">
    <div class="itemHeadName">
      <p>Top Deals for Today</p>
    </div>
```

```
    <div class="viewAllSection">
      <div class="viewAllButton">
        <p class="viewAllText">VIEW ALL</p>
      </div>
    </div>
  </div>
```

```
</div>
```

```
<div class="item">
  
  <p class="itemDescription">Musical Instrument</p>
  <p class="buyNowText">Buy Now</p>
</div>
```



```

<div class="item">
  
  <p class="itemDescription">Smart Watches</p>
  <p class="buyNowText">Buy Now</p>
</div>

<div class="item">
  
  <p class="itemDescription">Umbrella</p>
  <p class="buyNowText">Buy Now</p>
</div>

<div class="item">
  
  <p class="itemDescription">Soft Toys</p>
  <p class="buyNowText">Buy Now</p>
</div>
</div>

<footer>

  <div class="footerSection">
    <div class="footerLeft">
      <div class="footerInfo">
        <p class="footerInfoHeading">ABOUT</p>
        <div class="footerContent">
          <p>Contact Us</p>
          <p>About Us</p>
          <p>Careers</p>
          <p>Flipkart Stories</p>
          <p>Press</p>
          <p>Flipkart Wholesale</p>
          <p>Corporate Information</p>
        </div>
      </div>
    </div>

```

```

      <div class="footerInfo">
        <p class="footerInfoHeading">HELP</p>
        <div class="footerContent">
          <p>Payments</p>
          <p>Shipping</p>
          <p>Cancellation & Returns</p>
          <p>FAQ</p>
          <p>Report Infringement</p>
        </div>
      </div>

      <div class="footerInfo">
        <p class="footerInfoHeading">CONSUMER POLICY</p>
        <div class="footerContent">
          <p>Cancellation & Returns</p>
          <p>Terms Of Use</p>
          <p>Security</p>
          <p>Privacy</p>
          <p>Sitemap</p>
          <p>Grievance Redressal</p>
          <p>EPR Compliance</p>
        </div>
      </div>

      <div class="footerInfo">
        <p class="footerInfoHeading">SOCIAL</p>
        <div class="footerContent">
          <p>Facebook</p>
          <p>Twitter</p>
          <p>YouTube</p>
        </div>
      </div>
    </div>
  </div>

```

```
<div class="FooterRight">
  Click to collapse the range. <div class="FooterInfo">
    <p class="FooterInfoHeading">Mail Us:</p>
    <div class="FooterContent">
      <p>Flipkart Internet Private Limited,</p>
      <p>Buildings Alyssa, Begonia &</p>
      <p>Clove Embassy Tech Village,</p>
      <p>Outer Ring Road, Devarabeesanahalli Village,</p>
      <p>Bengaluru, 560103,</p>
      <p>Karnataka, India</p>
    </div>
  </div>

  <div class="FooterInfo">
    <p class="FooterInfoHeading">Registered Office Address:</p>
    <div class="FooterContent">
      <p>Flipkart Internet Private Limited,</p>
      <p>Buildings Alyssa, Begonia &</p>
      <p>Clove Embassy Tech Village,</p>
      <p>Outer Ring Road, Devarabeesanahalli Village,</p>
      <p>Bengaluru, 560103,</p>
      <p>Karnataka, India</p>
      <p>CIN : U51109KA2012PTC066107</p>
      <p>Telephone: 044-45614700</p>
    </div>
  </div>
</div>

<div class="FooterExtras">
  <span><i class="fa-solid fa-suitcase" style="color: #ffe500;"></i> Become a Seller</span>
  <span><i class="fa-solid fa-star" style="color: #ffe500;"></i> Advertise</span>
  <span><i class="fa-solid fa-gift" style="color: #ffe500;"></i> Gift Cards</span>
  <span><i class="fa-solid fa-circle-question" style="color: #ffe500;"></i> Help Center</span>
</div>

<span>© 2007-2024 Flipkart.com</span>
<span></span>
</div>

</footer>
</body>
</html>
```

CSS

```
* {
  box-sizing: border-box;
  margin: 0px;
  padding: 0px;
  font-family: 'Roboto', sans-serif;
}

.navBar {
  width: 100%;
  height: 56px;
  background-color: #2874f0;
  color: #f0f0f0;
  display: flex;
  align-items: center;
  justify-content: space-evenly;
}

.logoSection {
  width: 80px;
  display: inline;
  margin: 2px 0px 2px 170px;
}

.flipkart-logo {
  width: 75px;
  height: 20.11px;
  margin-top: 15px;
}

.logo-text {
  font-family: 'Poppins', sans-serif;
  font-size: 11px;
  font-style: italic;
  width: 75px;
  height: 15.4px;
  margin-bottom: 15px;
}

#plus {
  color: #ffe500;
  font-size: 11px;
}

.searchBox {
```

```
width: 340px;
display: flex;
margin-right: 10px;
}
.input {
  height: 36px;
  width: 564px;
  border-radius: 5px;
  padding: 0 16px;
  border-radius: 2px 0 0 2px;
  border: 0;
  outline: 0 none;
}
.search-logo {
  height: 36px;
  width: 44px;
  border-top-right-radius: 2px;
  border-bottom-right-radius: 2px;
  cursor: pointer;
  padding: 4px 12px 2px 8px;
  background-color: #fff;
  border: 0;
  outline: 0 none;
  color: #2874f0;
  display: flex;
  align-items: center;
  justify-content: center;
}
.loginBox {
  margin-right: 10px;
}
.login {
  color: #2874f0;
  background-color: #fff;
  cursor: pointer;
  border-radius: 2px;
  height: 32px;
```

```
padding: 5px 40px;
border: 1px solid ■ #dbdbdb;
}
.becomeSellerBox {
width: 155px;
margin-right: 10px;
display: flex;
align-items: center;
justify-content: center;
}
.moreBox {
width: 50px;
margin-right: 10px;
align-items: center;
justify-content: center;
}
.cartBox {
width: 65px;
margin-right: 150px;
align-items: center;
justify-content: center;
}
.belowNavBar {
display: flex;
max-width: 1280px;
color: □ #212121;
justify-content: space-evenly;
align-items: center;
position: absolute;
left: 11%;
}
.baalveer{
/* height: 163px; */
display: flex;
position: absolute;
justify-content: center;
align-items: center;
```

```
    top: 22%;}]
.baalveer img{
    height: 182px;
    width: 100vw;
}
.smallCard {
    /* border: 2px solid red; */
    width: 94px;
    height: 112px;
    padding: 10px;
    margin: 0px 20px;
}
.card {
    height: 64px;
    width: 64px;
}
.smallCard p {
    text-align: center;
}
.heroSection {
    background-image: url('images/heroImg.png');
    background-size: cover;
    display: flex;
    justify-content: center;
    align-items: center;
    max-width: 1680px;
    height: 280px;
}
.itemSection {
    max-width: 1434px;
    height: 314px;
    display: flex;
    align-items: center;
    justify-content: space-evenly;
}
.item {
```

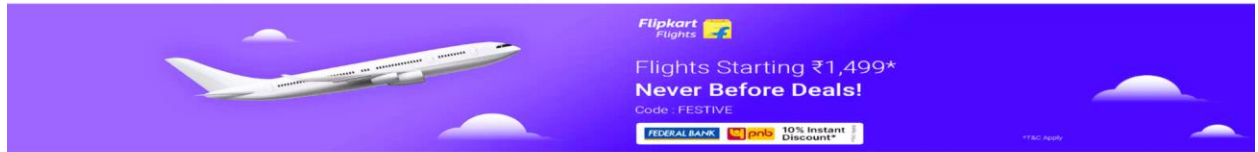
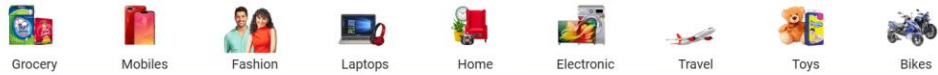
```
width: 232px;
height: 314px;
display: flex;
align-items: center;
justify-content: center;
flex-direction: column;
}
.itemImg {
  height: 200px;
}
.itemDescription {
  font-size: 14px;
  font-weight: 500;
  margin-top: 15px;
  text-align: center;
}
.buyNowText {
  color: #388e3c;
  padding-top: 8px;
  font-size: 16px;
  text-align: center;
}
.itemHeadName {
  word-wrap: break-word;
  font-size: 30px;
  line-height: 1.38;
  color: #2e2e2e;
  text-align: center;
}
.viewAllSection {
  margin-top: 24px;
  text-align: center;
}
.viewAllButton {
  background: #2874f0;
  color: #fff;
```

```
    box-shadow: 0 2px 4px 0 □ rgba(0, 0, 0, .2);
    border: none;
    height: 38px;
    width: 96px;
    display: flex;
    align-items: center;
    justify-content: center;
}
.viewAllText {
    font-size: 13px;
}
.line {
    width: 100%;
    border: none;
    border-top: 8px solid □ rgba(213, 207, 207, 0.6);
}
.footerSection {
    max-width: 1719px;
    /* height: 346px; */
    height: 300px;
    background-color: □ #172337;
    display: flex;
}
.footerLeft {
    display: flex;
    width: 50%;
    margin-left: 65px;
    justify-content: space-evenly;
}
.footerInfo {
    width: 252px;
    height: 194px;
    padding-top: 40px;
}
.footerInfoHeading {
```



```
    color: ■ #878787;
    font-size: 12px;
    font-weight: 400;
    margin-bottom: 9px;
}
.footerContent {
    color: ■ #ffffff;
    font-size: 12px;

    line-height: 2;
}
.footerRight {
    display: flex;
    width: 50%;
    margin-right: 30px;
    justify-content: space-evenly;
}
.footerExtras {
    margin-top: 0.35px;
    background-color: ■ #172337;
    display: flex;
    align-items: center;
    justify-content: space-evenly;
    max-width: 1719px;
    height: 70px;
    color: ■ #ffffff;
    font-size: 14px;
    line-height: 2;
    padding-left: 25px;
    padding-right: 10px;
}
```



## Get Set for Sports

VIEW ALL



Men's T-shirt  
Buy Now



Jackets  
Buy Now



Men's Trackshut  
Buy Now



Jackets  
Buy Now

## Best of Electronics

VIEW ALL



Men's T-shirt  
Buy Now



Jackets  
Buy Now



Men's Trackshut  
Buy Now



Jackets  
Buy Now

## Fashion Top Deals

VIEW ALL



Lahenga Choli & Gown  
Buy Now



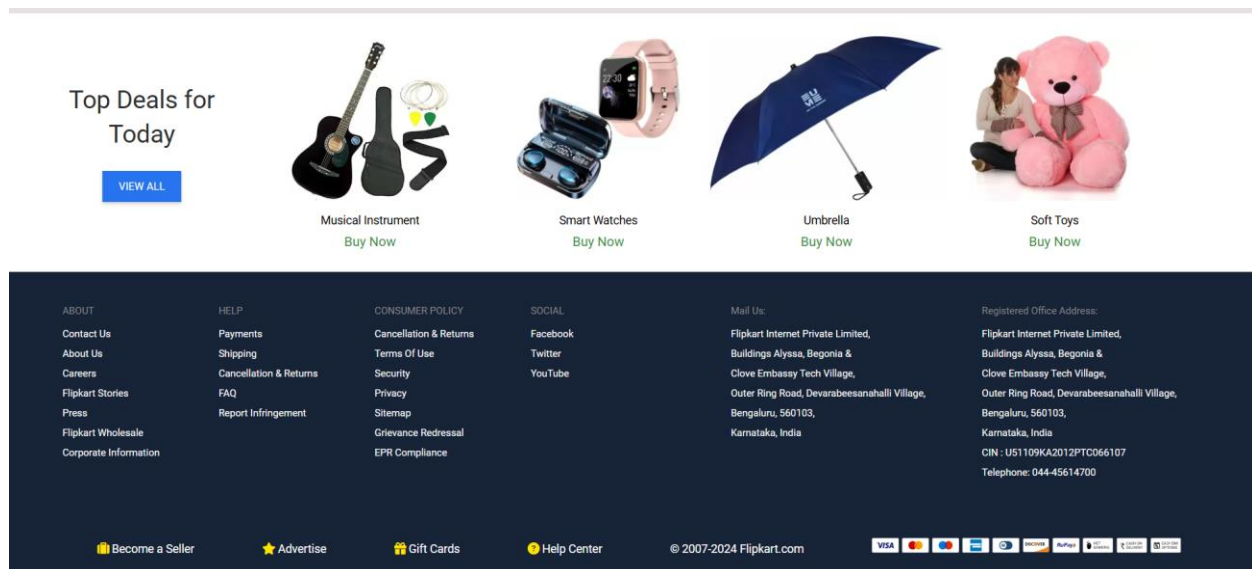
Kurtas  
Buy Now



Liwias  
Buy Now



Kurta Set  
Buy Now



# Appendices:

## Appendices for Flipkart Clone Project

### 1. Technology Stack

- HTML: Used for structuring the content and layout of the e-commerce platform.
- CSS: Applied for styling the website, including colors, fonts, and layouts to mimic Flipkart's design.
- JavaScript: Enables interactive features such as product filtering, search functionality, and dynamic content updates.

### 2. User Guides

- Product Search & Purchase: Step-by-step instructions on searching for products, viewing product details, and adding items to the cart.
- User Account & Order Tracking: Guidelines for managing user accounts, viewing order history, and tracking current orders.

### 3. Data Security

- Data Encryption: Methods for encrypting sensitive user data, such as login credentials and payment details.
- Secure Communication Protocols for secure data transfer, especially for payment processing.
- Authentication & Access Control: User authentication protocols, including password protection and secure login processes.

### 4. Performance Optimization

- Load Time Optimization: Techniques such as caching, using CDNs, and lazy loading images to enhance site performance.
- Code Minification: Minifying HTML, CSS, and JavaScript files to improve load times and reduce resource usage.

### 5. Accessibility

- **\*\*WCAG Compliance\*\***: Ensuring the e-commerce platform meets Web Content Accessibility Guidelines (WCAG) for usability by all users.
- Screen Reader Compatibility: Making the website compatible with screen readers to assist visually impaired users.
- ARIA Roles: Implementing ARIA roles to improve accessibility, enabling easier navigation for users who rely on assistive technology.

## Conclusion:

The Flipkart Clone Project, built using HTML, CSS offers a sleek, user-friendly e-commerce platform that provides a seamless shopping experience. Key features like Product Search, Product Categories, Customer Reviews, Shopping Cart, and Order Tracking enhance user engagement and streamline the purchasing process. Despite challenges with responsive design, data security, and dynamic data management, our innovative solutions ensure a robust and efficient platform. This Flipkart clone project is committed to delivering excellence in e-commerce by continuously setting new standards in customer-centric service and technological innovation.

## References:

- W3School
- Senior Project
- Visual Studio
- Chatgpt
- Youtube