Ahmedabad Institute Of Technology

A Project Report On

E-commerce Product Comparator

(Website)

Under Subject of DESIGN ENGINEERING – B.E., Semester – III

(Branch: IT)

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Pavan Patel   **Academic Year**

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GUJARAT TECHNOLOGICAL UNIVERSITY

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SUBJECT : DE1B-3140005
B.E. SEMESTER IV, ACADEMIC YEAR 2023-2024

Date of certificate generation : 19 June 2023 (07:57:30)

This is to certify that, *Vaghasiya Smitkumar Bharatbhai* (Enrolment Number - 210020116029) working on project entitled with *E-commerce Product Comparator* from *Information Technology* department of *AHMEDABAD INSTITUTE OF TECHNOLOGY, GOTA, AHMEDABAD* had submitted following details at ONLINE OPEN DESIGN SCHOOL PORTAL.

AEIOU & Mind Map Canvas	**Completed**
Empathy Canvas	**Completed**
Ideation Canvas	**Completed**
Product Development Canvas	**Completed**
Prototype	**Completed**
Report	**Completed**

Name of Student :   Vaghasiya Smitkumar Bharatbhai

Name of Guide :   Mr.PATEL PAVANKUMAR ISHVARBHAI

Signature of Student : _____

*Signature of Guide : _____

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This is to certify that, *Pithva Amish Prakashkumar* (Enrolment Number - 210020116005) working on project entitled with *E-commerce Product Comparator* from *Information Technology* department of *AHMEDABAD INSTITUTE OF TECHNOLOGY, GOTA, AHMEDABAD* had submitted following details at ONLINE OPEN DESIGN SCHOOL PORTAL.

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Empathy Canvas	**Completed**
Ideation Canvas	**Completed**
Product Development Canvas	**Completed**
Prototype	**Completed**
Report	**Completed**

Name of Student : P i t h v a A m i s h Prakashkumar

Name of Guide : Mr.PATEL PAVANKUMAR ISHVARBHAI

Signature of Student : _____

*Signature of Guide : _____

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This is to certify that, *HarshilPravinbhai Shiroya* (Enrolment Number - 210020116018) working on project entitled with *E-commerce Product Comparator* from *Information Technology* department of *AHMEDABAD INSTITUTE OF TECHNOLOGY, GOTA, AHMEDABAD* had submitted following details at ONLINE OPEN DESIGN SCHOOL PORTAL.

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Empathy Canvas	**Completed**
Ideation Canvas	**Completed**
Product Development Canvas	**Completed**
Prototype	**Completed**
Report	**Completed**

Name of Student : HarshilPravinbhai Shiroya   Name of Guide :   Mr.PATEL PAVANKUMAR ISHVARBHAI

Signature of Student : _____   *Signature of Guide : _____

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AEIOU & Mind Map Canvas	**Completed**
Empathy Canvas	**Completed**
Ideation Canvas	**Completed**
Product Development Canvas	**Completed**
Prototype	**Completed**
Report	**Completed**

Name of Student :   OmHareshkumar Soni   Name of Guide :   Mr.PATEL PAVANKUMAR ISHVARBHAI

Signature of Student : _____   *Signature of Guide : _____

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<u>Acknowledgement</u>

We would like to thank Mr. Amish Pithva, Mr. Smitkumar Vaghasiya, Mr. Om Soni, Mr. Harshil Shiroya and our Professor-in-charge and our Principal, Respected Mr. Pavan Patel for their support and guidance in completing our project on the topic E-commerce Product Comparator Website. It was a great learning experience.

I would like to take this opportunity to express my gratitude to all of my group members Amish Pithva, Smitkumar Vaghasiya, Om Soni and Harshil Shiroya. The project would not have been successful without their cooperation and inputs.

Abstract

after some analytics and some research on people, we got to know that people prefer to buy the product which is best in terms of ratings and which is cheaper in terms of Cost so our idea is to make a website which brings the info about products from the different-different E-commerce site and show them to in front of the user and whatever the price will suits best for the user they will be redirected to the respective site.

So the Conclusion behind this Website is that in less amount of time the user will get the Product at the best price

Introduction

E-commerce product comparison website are online platforms that allow consumers to easily compare the prices and features of products offered by different retailers. It offers a convenient and efficient way for consumers to shop for products and make informed purchasing decisions.

One of the main benefits of using a product comparison website is the ability to compare prices quickly and easily from multiple retailers. This can save consumers a significant amount of time and effort, as they no longer need to visit multiple websites or stores to compare prices.

Additionally, product comparison website often offers price alerts and other tools to help consumers track prices and get the best deals. For example, a consumer may be able to set up alerts to be notified when the price of a particular product drops below a certain threshold, or when a sale or promotion is offered by a retailer.

In addition to price comparisons, e-commerce product comparison website also often provides detailed information on the features and specifications of different products. This is especially useful for products that have many different options or variations, such as electronics or appliances.

By presenting the information in a clear and organized manner, product comparison website makes it easy for consumers to understand the differences between the products and make an informed decision. This website also includes interactive features, such as the ability to compare the features of different products sidebyside or to filter search results based on specific criteria, such as price range or brand.

Another benefit of these website is the ability to access reviews and ratings from other consumers. This can be a valuable resource for consumers looking to get a

sense of the quality and reliability of the products they are considering purchasing. In addition to written reviews, website may also include ratings or other forms of user feedback, such as star ratings or customer satisfaction scores.

Overall, e-commerce product comparison website is a convenient and efficient way for consumers to shop for products online. They provide a wealth of information on prices, features, and reviews, and can help consumers make informed decisions about their purchases.

AEIOU Canvas

Environment:

An environment is defined as a full website or application stack containing everything the website or application needs to deliver features and content to users. Below picture shows the different-different component like cool environment, fresh material, user and Cheap price.

Interactions:

- This part defined the UI/UX of Website and How website will respond with Users and With Admins or with Moderator. Interaction is the Main Frontened Part of the Website and it's very much important to keep UI of the Website as Best as Possible.

- When User visit our Website for anything to Buy it can also Interact with Seller of the Product. We have smooth Ongoing Process for Consumers and to get their Product as soon as possible.

Interactions :

Customer Interact with Seller

Admin can manage the visiter

Buyer Communicate with admin

Seller Interact with Transaction System

Admin Interact with manager
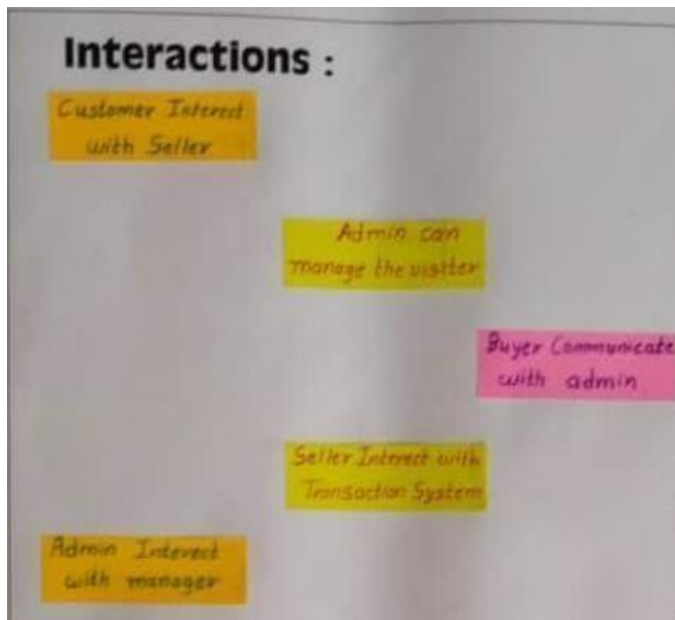
Objects:

Objects are the elements on a web page which has a hypertext link to another place in the same or to an entirely different document such as text, graphics, URLs and scripts.

Laptop, Mobile are the Devices by which you can use our website. These devices are fall into OS category. Basically, this website consumes lots of data so for the data we must store at somewhere and it is called Database.

API is the main Part of this Website which is used to fetch the Data from or retrieve the data from E-commerce sites like Amazon, Flipkart, Myntra etc.
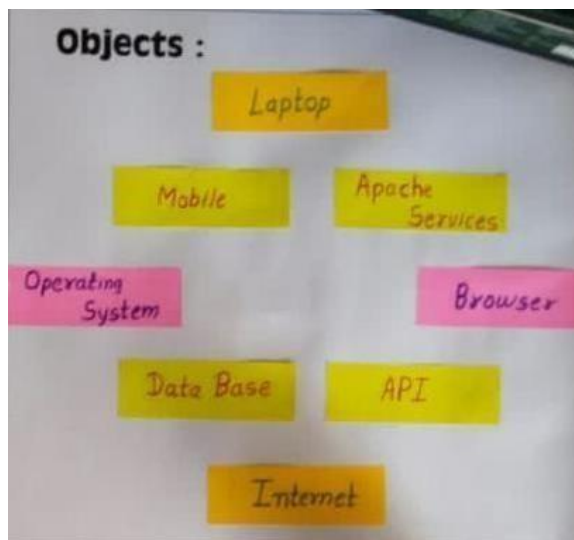
Activities:

Activity is a situation in which a lot of things are happening or being done. ... an extraordinary level of activity in the government bonds market. An activity is something that you spend time doing.

When user visit in our website he/she must authenticate themselves to use features of our website. While login into website user had to provide their Email address and password.

Our main intension is to Satisfy the user to get the desired product at Cheap Cost and in a shorter amount of time. User can also check the Review and ratings of the Product and Redirect directly to the corresponding site.

In this website, we have also provided the Support feature. where u can ask your Query to our team.

Activities :

Online Transaction Authentication Product compare

Rating Review

Help Center Feedback Visiting

Redirect Price Compare

Users:

We can define the Users as who will gonna use this website. There are several terms like Consumers or Buyers or Visitor etc. User can login themselves and use the benefits of our website.

Users :

Customer Admin Seller

Sign-up Buyer

Sign-in Report Password

AEIOU Summary :

Group ID : 4.06609   Date : 06/01/2023   Version : 1.0

Domain Name : E-commerce Product Comparator

Environment :

Compare E-commerce sites

Cool Environment

High Quality

fresh material

User

Cheap Price

Interactions :

Customer Interect with Seller

Admin can manage the visiter

Buyer Communicate with admin

Operating System

Seller Interect with Transaction System

Admin Interect with manager

Objects :

Laptop

Mobile   Apache Services

Browser

Data Base   API

Internet

Activities :

Online Transaction   Authentication   Product compare

Rating   Review

Help Center   Feedback   Visiting

Redirect   Price Compare

Users :

Customer   Admin   Seller

Sign-up   Buyer

Sign - in   Report   Password

Ideation Canvas

People:

In this Part people can be defined as who will visit our website or we can say buyer who wants to buy the Product. Where admin can manage all the activities.

Activities:

When user visit in our website he/she must authenticate themselves to use features of our website. While login into website user had to provide their Email address and password.

Our main intension is to Satisfy the user to get the desired product at Cheap Cost and in a shorter amount of time. User can also check the Review and ratings of the Product and Redirect directly to the corresponding site.
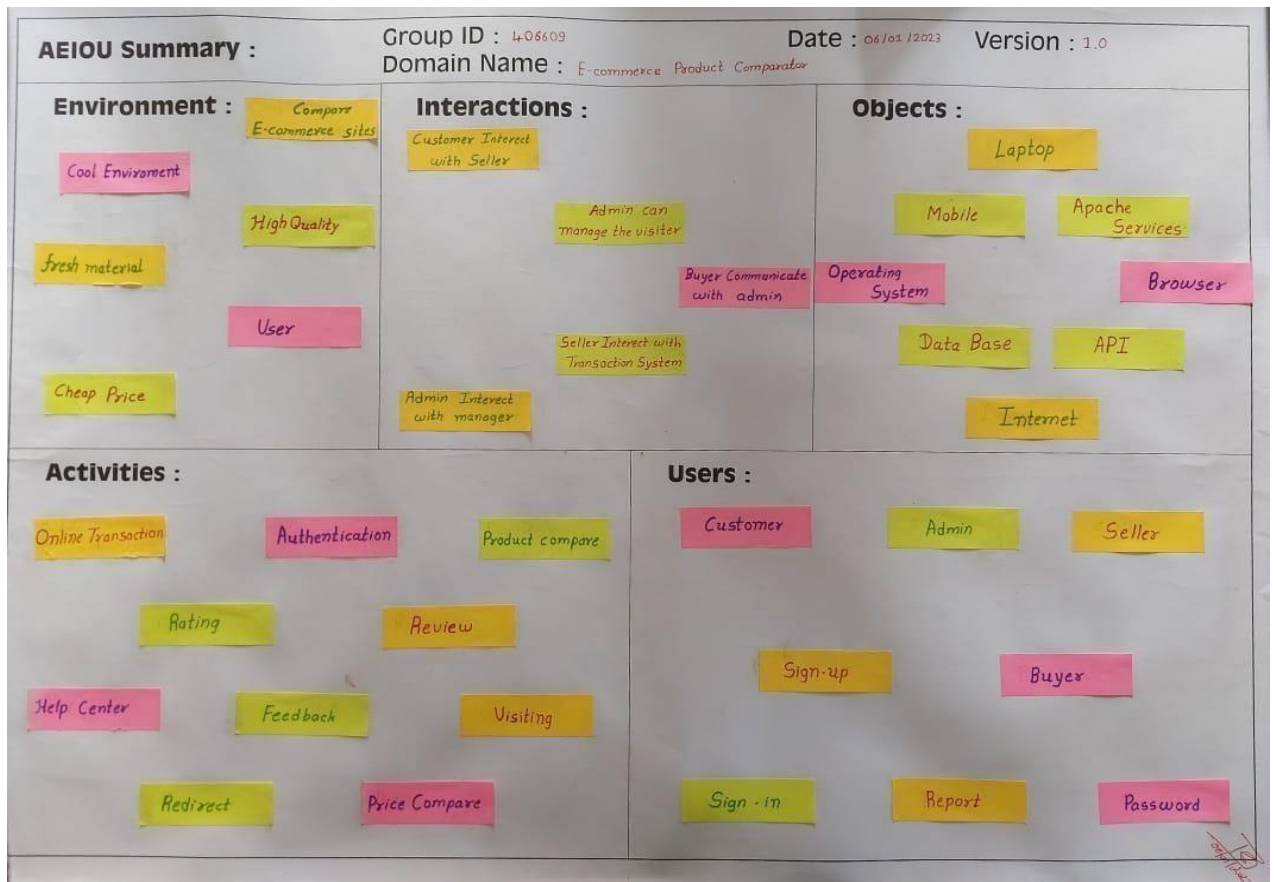
we also have provided the feedback section in which user can Submit them response related the product and is our website feature is useful or not?

Situation/Context/Location:

This portion defined the context behind the website means where this website can use, and which are the components is used behind the website. Our website is Machine Independent means it works any OS and MacOS.
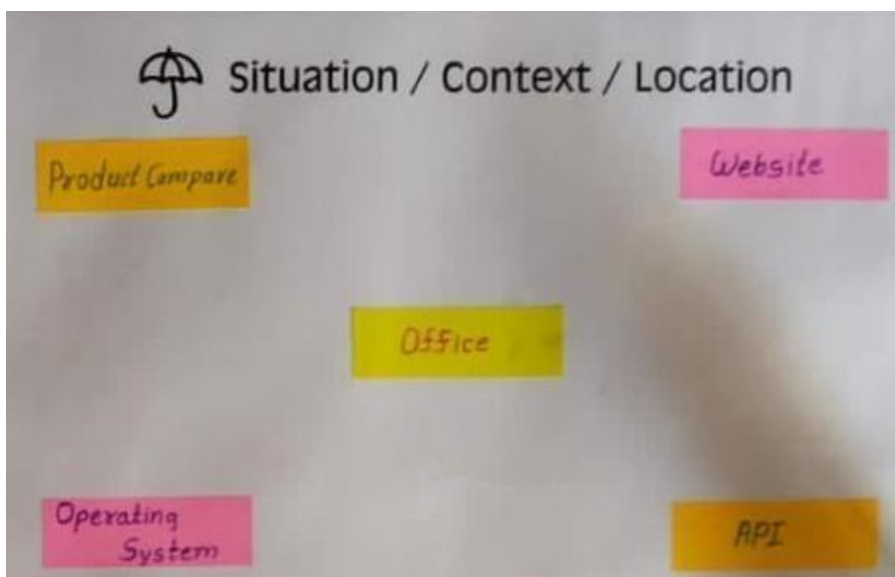
Props:

In our website user can Save their lot of time and Get the Best product at their appropriate price with the maximum satisfaction. Our website is taking as low as Data for search any Product.

When user Search any product, he/she can get the maximum product for comparison so that they can get the best deal.
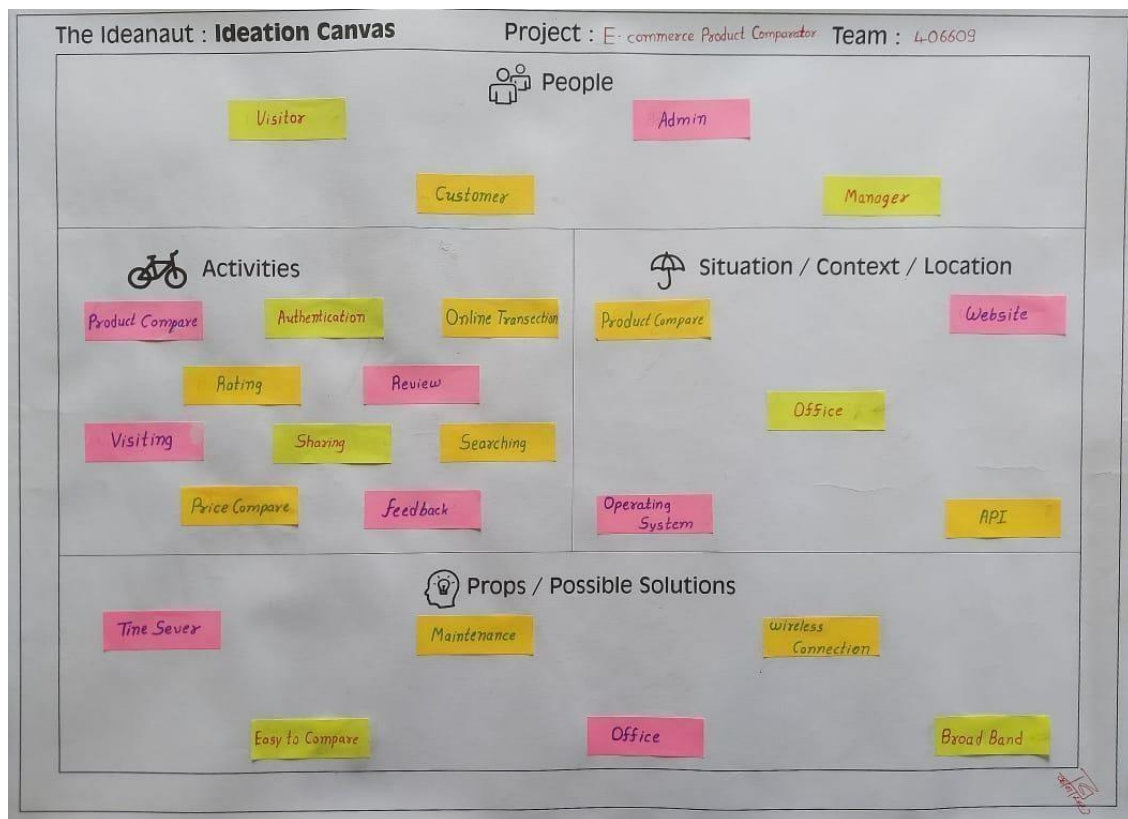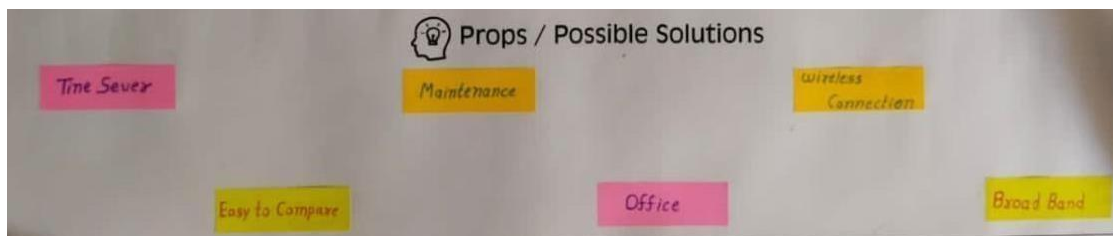
Product Development Canvas

Purpose:

product comparison page that highlights the differences between similar products helps consumers quickly figure out the best product for them. These speeds up the sales process and guides them to checkout quicker – it's a winwin situation for everyone.

We are providing Product description and details of the Product, Product features, Product benefits so that user can Directly redirect to their respective site and get the product.
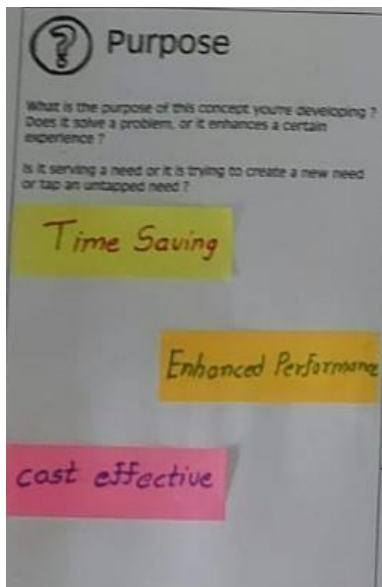
People:

People can be defined as who will visit our website or we can say buyer who wants to buy the Product. Where admin can manage all the activities.
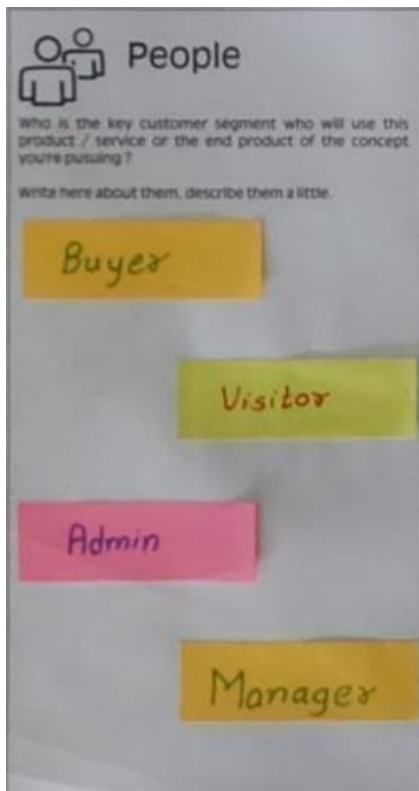
Product Experience and Functions:

Our main moto is to satisfy the customer with the product in a easy way. User can track their product and get notified at a certain time so that he/she can updated at frequent time.

In our website we have 6/20/20236/20/2023provided the simple User Interface (UI) so it's easy for visitor to use any feature. User can easily search the product and get the maximum product for comparison. for the simplicity usage of the website, they can save their time.

Features and Component:

in this Part we have describe the Features of our website and what are the component us used to make this website. So, in this website user can search their desired product and can also check the reviews, ratings, and the Fluctuted Price of the Product.

We have also made sure that User will not face any problem while he/she will do any activity and process will be certain throughout the Procedure from searching the Product till purchase.

Component is an important aspect of any activity. Component are required to make the major Product or Feature of website.

Ex. OS, Desktop, Mobile devices, Internet, API are the major example.

Product Features

Product feature are specific. One or more features will power a function. Antilock Brakes, Airbags are features that power the safety function. Browser tabs. Apple's home button to multitask between apps are features powering the multitasking function. Each feature will have many components/sub components powering it. Sometimes a very popular component becomes a feature in itself. Like car stereo is a major components and a feature at the same time powering the in car entertainment function powering entertainment as a product experience

Share Product

Product Rating

Usur friendly

Versatility

Components

Components build up the features. For a airbag it will comprise a list of component like bags, triggers etc. that go into making it. For a tabbed browser it will comprise of various chunks of code that will make the tabs work. In cases where the feature is a major component, you could list here the auxiliary components that are required to make the major component work. You can also list new adjustments and innovations you're planing here at the component level.

Desktop

A.P.I.

O.S.

Internet

Mobile

Customer Revalidation:

It tests assumptions and hypotheses about the customer problem, target market, and product. Insights gained from the validation phase can then be used to iterate the product and find the right market fit. Validation also connects the product with viable prospects and paves the way to building meaningful products people want and need.
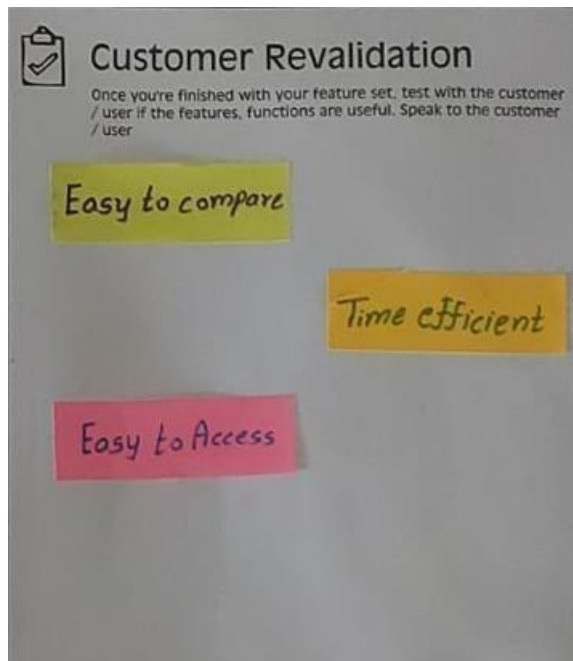
Reject, Redesign and Retain:

We can say that this portion is like Feedback or Review of Customer. In which we are trying to improve the design or any feature which is not liked by the User.

We can get the response of user from feedback section and if there is any feature or UI is dislike by the majority Users then we can rebuild that respective feature.

Suppose if there is a user who didn't like the Security of Our website or if they filled that their data is not secure so we can try to enhance the security system so we can get the as maximum users and we can generate the more Traffic towards our website.

Reject, Redesign, Retain

Post customer validation, reject, those functions or features that the customers didn't find useful. Redesign those that were partially useful and retain those met the bar. Iterate with this until all functions/features are accepted.

Designing Issues

Improve Security

Data Capability

Modify Design

Product Development Canvas

Team/Date/Version : 406609 /06/01/2023/ 1.0

? Purpose

What is the purpose of this concept you're developing? Does it solve a problem, or it enhances a certain experience?

Is it serving a need or it is trying to create a new need or tap an untapped need?

Time Saving

Enhanced Performance

cost effective

Product Experience

Define what your customer should feel like when he uses your product/service? What emotions, feelings would define his experience? Feeling of comfort, convenience, or feeling of buying more with less (cost conscious) or feeling of greater security, safety etc.

Easy to track   Easy Buying   Customer Satisfaction

Product Functions

Functions are a products answer to user problems/need. They do something that user wants. They are often verbs in nature. Every function is powered by many features. Multitasking is a function. Browser tabs is a feature that powers the multitasking feature. A function can have one or more features powering it. Functions are very generic in nature. features are often more specific. Functions can be similar to product experience. Safety (product function) provides a feeling of safety (product experience)

Visit   Feed back   Save Time   Product compare

Product Features

Product feature are specific. One or more features will power a function. Antilock Brakes, Airbags are features that power the safety function. Browser tabs, Apple's home button to multitask between apps are features powering the multitasking function. Each feature will have many components/sub components powering it. Sometimes a very popular component becomes a feature in itself. Like car stereo is a major components and a feature at the same time powering the in car entertainment function powering entertainment as a product experience.

Share Product   Product Rating

People

Who is the key customer segment who will use this product / service or the end product of the concept you're pursuing?

Write here about them, describe them a little.

Buyer

Visitor

Admin

Manager

User Friendly   Versatility

Components

Components build up the features. For a airbag it will comprise a list of components like bags, triggers etc. that go into making it. For a tabbed browser it will comprise of various chunks of code that will make the tabs work. In cases where the feature is a major component, you could list here the auxiliary components that are required to make the major component work. You can also list new adjustments and innovations you're planing here at the component level.

Desktop   API

O.S.   Internet

Mobile

Customer Revalidation

Once you're finished with your feature set, test with the customer / user if the Features, functions are useful. Speak to the customer / user

Easy to compare

Time efficient

Easy to Access

Reject, Redesign, Retain

Post customer validation, reject, those functions or features that the customers didn't find useful. Redesign those that were partially useful and retain those met the bar. Iterate with this until all functions/features are accepted.

Designing Issues

Improve Security

Data Capability

Modify Design

24

Empathy Canvas

User and Stakeholders:

This portion define the User who will be gonna use this website and stakeholder means who have contributed in this website in any way. For example, buyer, visitor, developer, and admin are the stakeholder.


Story Boarding:

Happy story:

(1) John was hesitant to shop online because he was not sure if he was getting the best deal. He discovered a product comparison website, where he could easily compare prices and features for different ecommerce products in one place. He saved time and money using the website and felt confident making informed purchases.

(2) Rina was a busy worker with little time to shop in-store. She found an ecommerce product comparison website that made it easy to compare prices and customer reviews from different online retailers. She quickly found the best deals and made convenient purchases from home. The website made shopping for her family easier and saved her time.

Sad story:

(1) Rahul had been searching for the perfect birthday gift for his mom for weeks, but everything he found was either too expensive or not quite what he was looking for. He was starting to feel sad and defeated about not being able to find the right present.

(2) Yesh had been trying to find a new pair of running shoes for months, but every store he went to either did not have his size or the price was too high. He was feeling really frustrated and down about not being able to find what he was looking for.
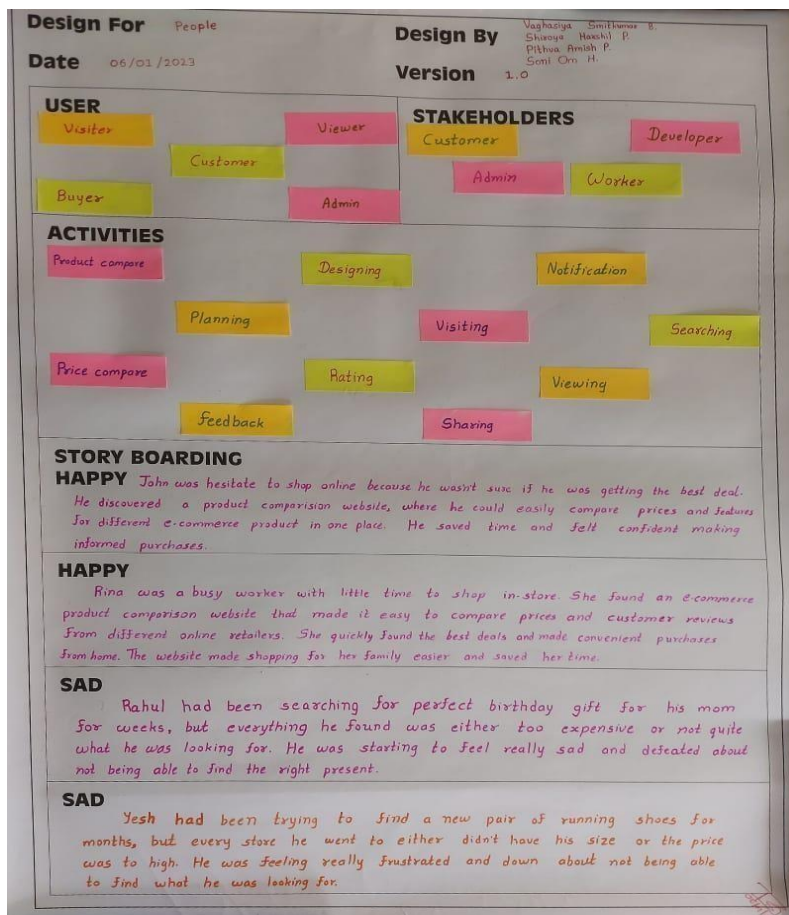
Mind-Map Canvas
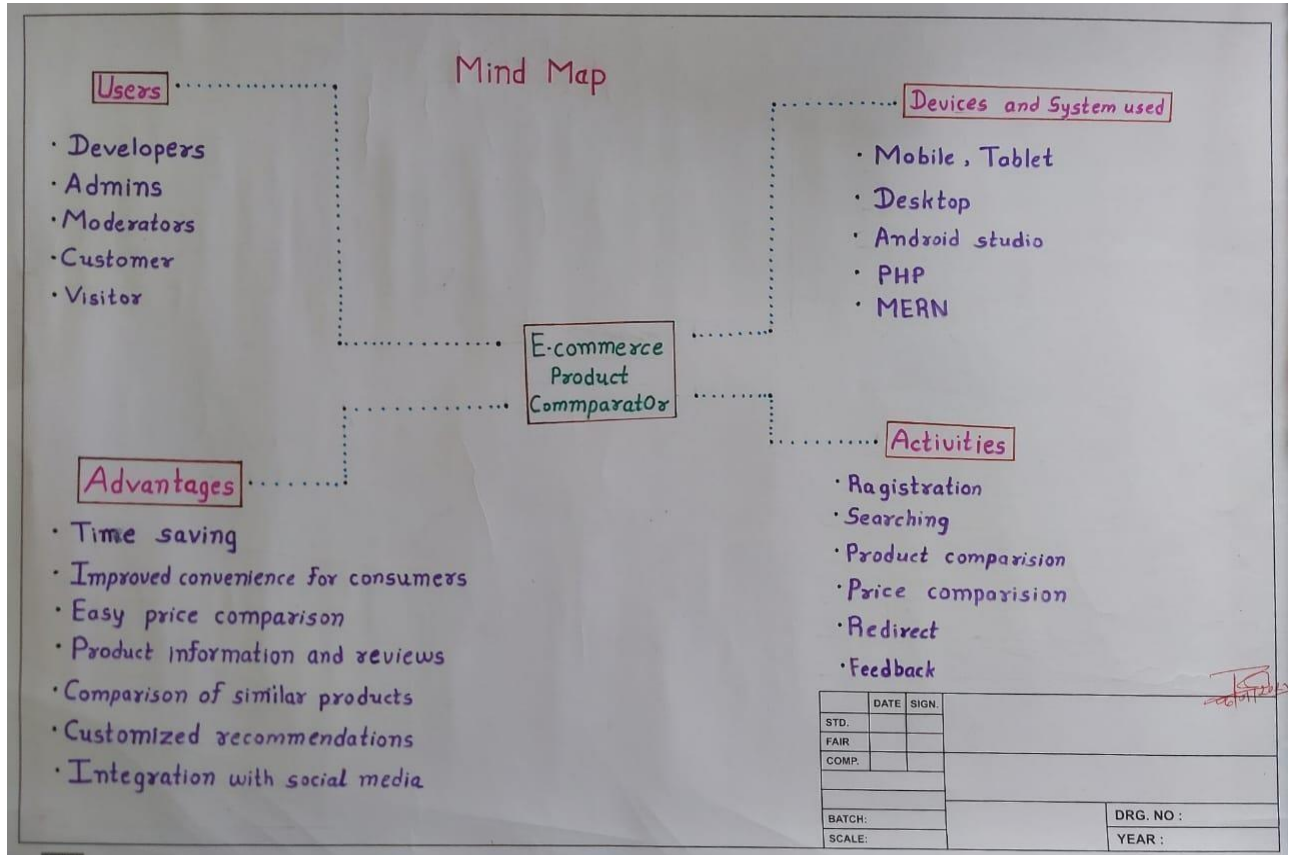
Learning Needs Matrix
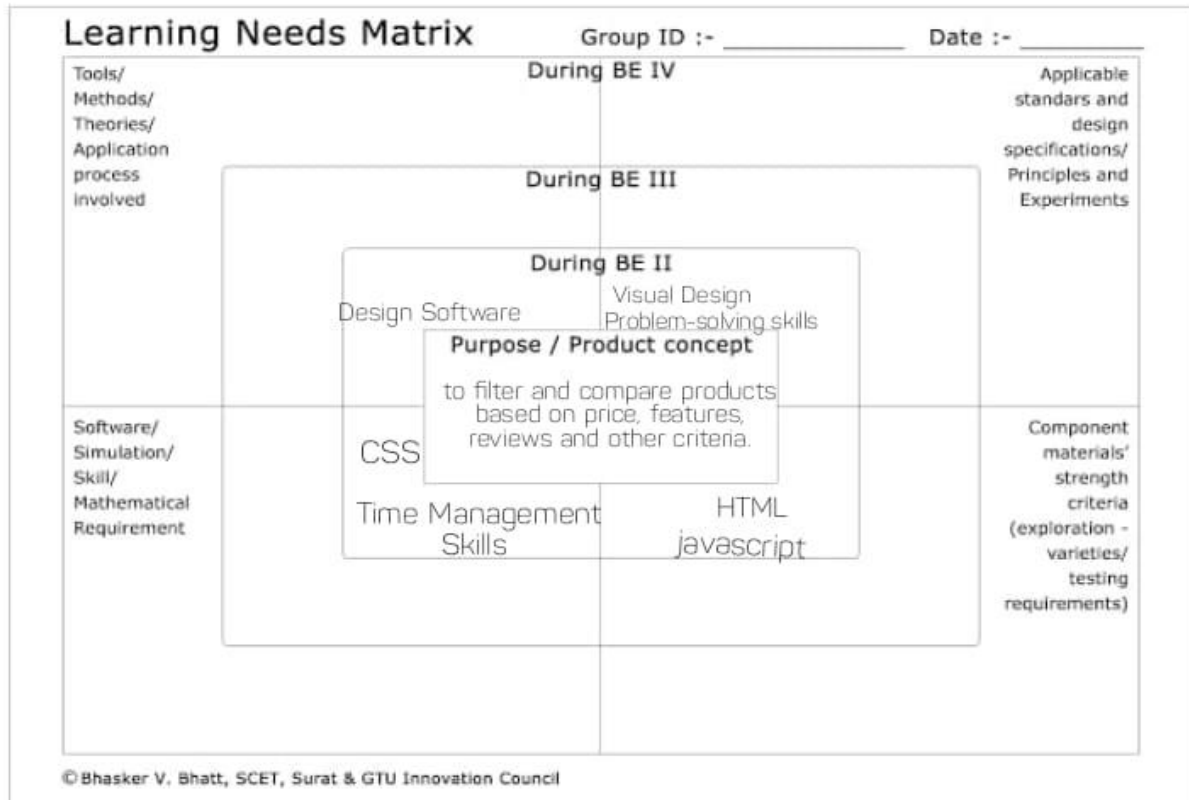
In this canvas we will learn what are the problems that we faced during our project and how we made our project through our learning duration.

As we can see above,

Purpose of Concept OR Product concept:

As we discussed before that our main idea behind to make this project is to get the product which is cheaper as possible as much amongst the bunch of products from different E-commerce site. This filtration will be based on the below ordered categories.

1. But Obvious, Quality of Product.
2. Ratings or Reviews of other Buyers
3. According to Price (Our main job of Project)

During our 2nd Sem of BE:

Initially we choose which topic we can take and work on that, which genuinely resolve the Day-to-day problem of People. We know this Generation is known for tech Gen.

Then we have figure out that now most of the people used to buy products online and it is very convenient also. So, we decide that we will try do something which will help to people to buy the products. No one wants to spend extra more money on any product, and everyone prefer to buy product which is below their budget.

So, this is how we decide our project idea and start work on that.

During our 3rd Sem of BE:

In this phase we learn DS (Data structure). Which is helps in logic Building. Then we came to know about the Dev. Languages like HTML which has particularly important role to create the Structure of Website. CSS is important to Make website looks responsive and User-Friendly. JS is used for backend work which manages all the Logic of Website.

We explore more tech-stacks which is helpful to make the website fully responsive and make workflow simple and dynamic.

Conclusion

Overall, E-commerce product comparison website can be a useful tool for consumers to easily compare prices and features of different products from multiple retailers. It saves time and offer convenience by providing all this information in one place, and they may also include ratings and reviews from other users. However, it's important to be aware that product comparison websites may have a limited selection of products, may have outdated information, and may be biased towards certain retailers. It's always a good idea to verify the information on these websites and consider multiple sources before making a purchase.