Project Documentation

APSCHE SMARTINTERNZ INTERNSHIP PROJECT

FRONTEND DEVELOPMENT

Project Title : Ecommerce - Shoe Store

Team Members

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INTRODUCTION

E-commerce Overview :

Shoe Store is a web application that provides the user to watch various shoes according to the categories like running, casual shoes, etc. It allow users to move their shoes to the cart and accordingly shows how much items are their in there cart and shows price as well. Contains bootstrap items like carousels, cards, models, etc
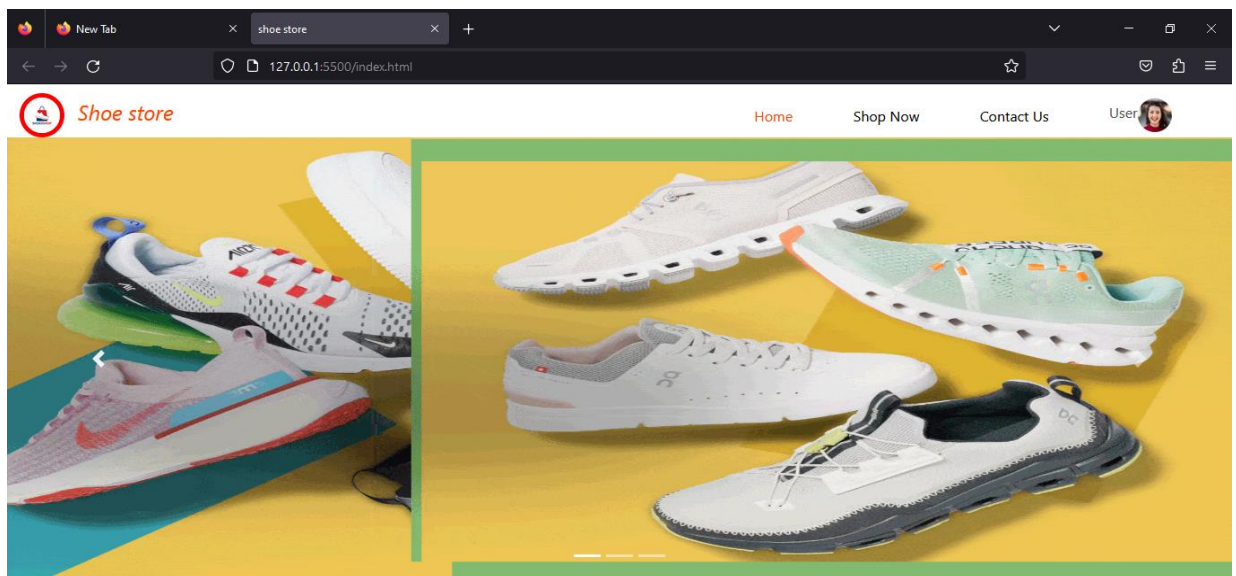
Purpose:

The E-commerce Shoe Store is a user-friendly web application that facilitates the buying and selling of shoes. Customers can browse a wide selection of shoes, view product details, and read reviews. They cansecurely create accounts, add products to their carts. Order tracking keeps customers informed about their purchases. With a responsive design, the platform aims to deliver a seamless and enjoyable shopping experience for all users.

LITERATURE SURVEY:

Existing problem :

In order to gain a greater insight into the most common problems faced by Online Shoe Shoppers, we conducted a survey here at Arema Connect. 52% of our respondents purchase their shoes both in store and online. Therefore, it can be said that the increase in popularity of ecommerce has greatly shifted shoppers from their traditional in store buying habits. When asking shoppers why they purchased their shoes online a clear pattern emerged:

Online shoe shoppers can face many problems pre, during and post purchase. The most successful Online Shoe Retailers have customer support in place for all stages of their buying process for their customers, ensuring there is a customer centric approach to online shoe retailing achieved. Our research found that 35% of shoppers returned their shoes due to inaccurate delivery times. More reasons for returning shoes included:

- ➤ Poor Quality
- ➤ Sizing Issues
- ➤ Did not like the style

Proposed solution :

- ➤ The proposed solution for building the E-commerce Shoe Store web application involves using HTML, CSS, and JavaScript to create a dynamic and interactive user interface.
- ➤ HTML will be used to structure the web pages, CSS for styling and layout design, and JavaScript for implementing various functionalities and user interactions.
- ➤ The front-end will be designed with a responsive approach, ensuring optimal user experience across different devices and screen sizes.

THEORITICAL ANALYSIS

Block diagram

Diagrammatic overview of the project.
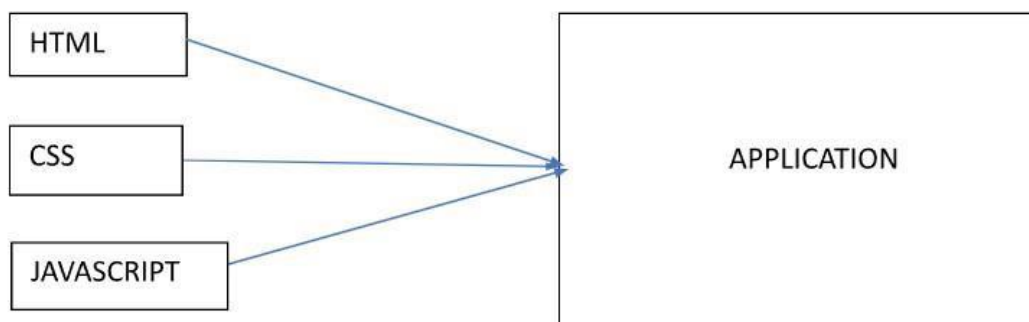
Hardware/Software Designing:

Hardware / Software:

A code editor (such as Visual Studio Code, Sublime Text, or Atom)

- ✠ A web browser
- ✠ An internet connection
- ✠ HTML, CSS or Bootstrap, and JavaScript knowledge

Software Folder Structure:

- ⬜ categories.html
- ⬜ performance.html
- ⬜ apparel.html
- ⬜ running.html
- ⬜ sports.html
- ⬜ index.html
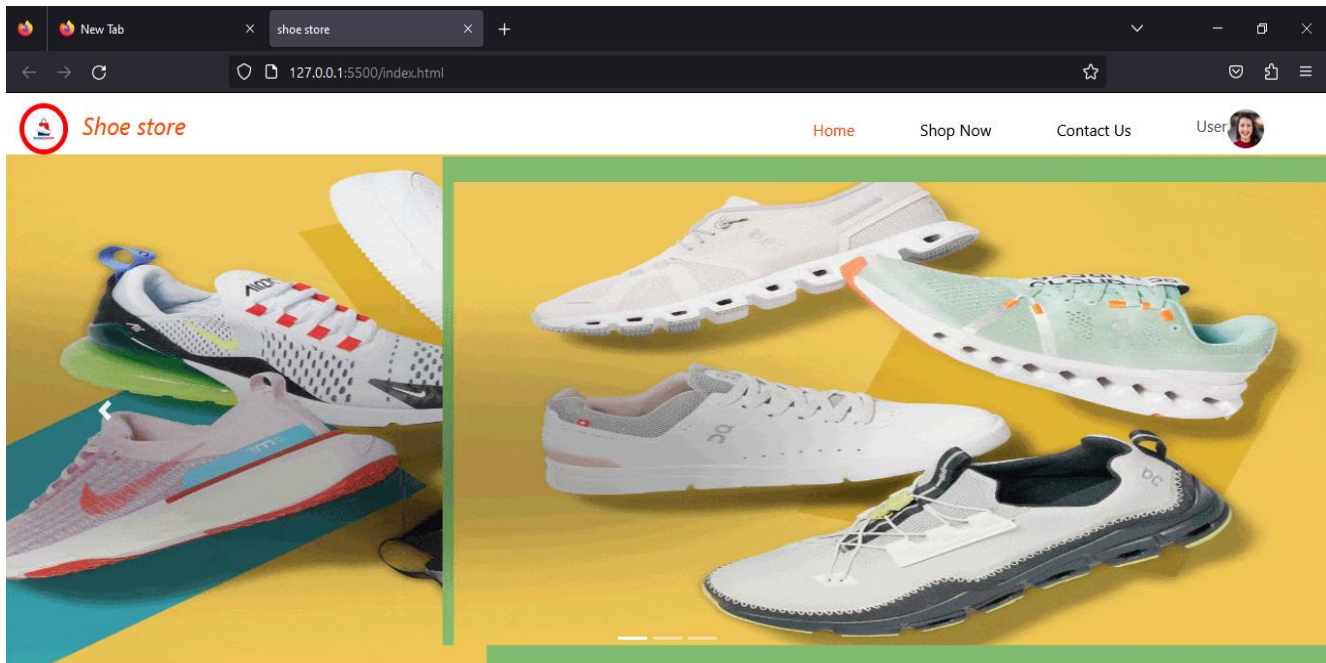- ⬜ styles.css
- ⬜ script.js

index.html: The main HTML file that contains the structure of the webpage.

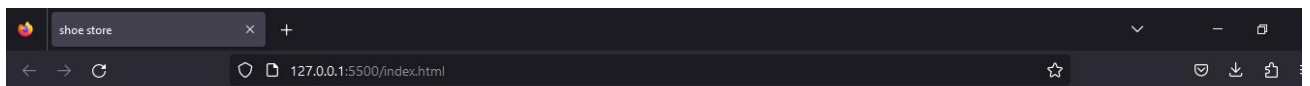**styles.css**: The CSS file that defines the styles for the user interface.

script.js: The JavaScript file that handles data and all functions that are used in projects and updates the UI.

PROJECT FINAL OUTPUT

Home:

Products:

Categories:

Contact Us:

Items by category:

Running

Price: $49.99 Add to Cart	Price: $59.99 Add to Cart	Price: $69.99 Add to Cart	Price: $79.99 Add to Cart
Price: $89.99 Add to Cart	Price: $99.99 Add to Cart	Price: $95.99 Add to Cart	Price: $97.99 Add to Cart

Sports

Price: $49.99 Add to Cart	Price: $59.78 Add to Cart	Price: $601.99 Add to Cart	Price: $79.89 Add to Cart
Price: $89.99 Add to Cart	Price: $129.99 Add to Cart	Price: $95.99 Add to Cart	Price: $87.99 Add to Cart
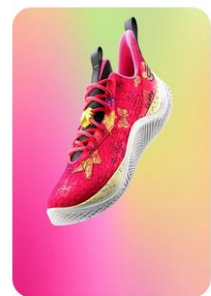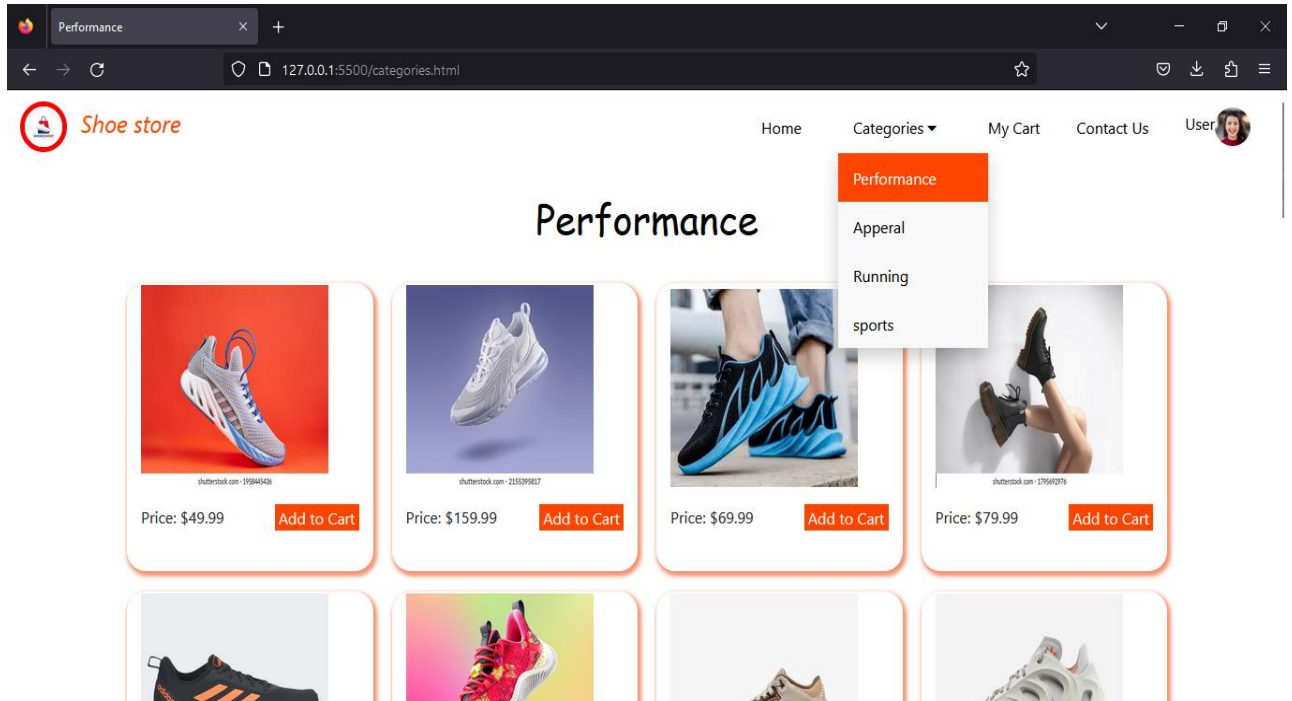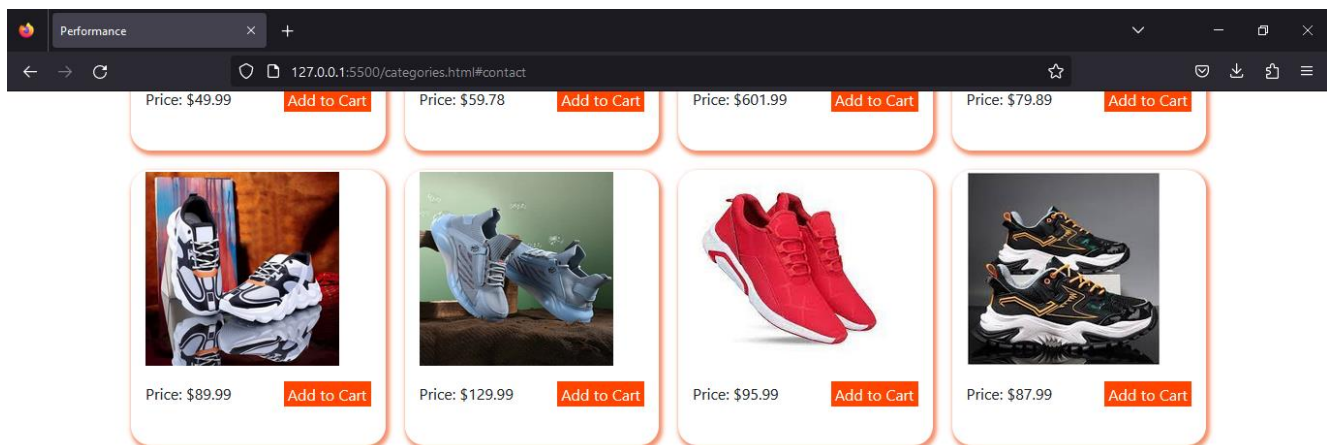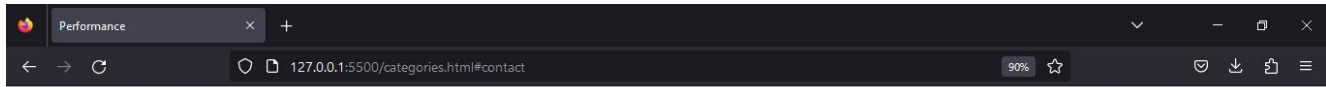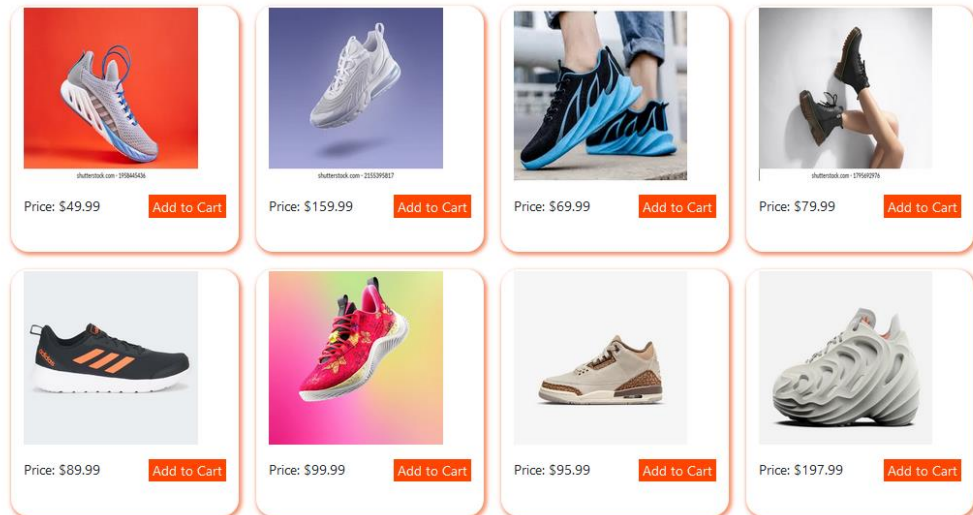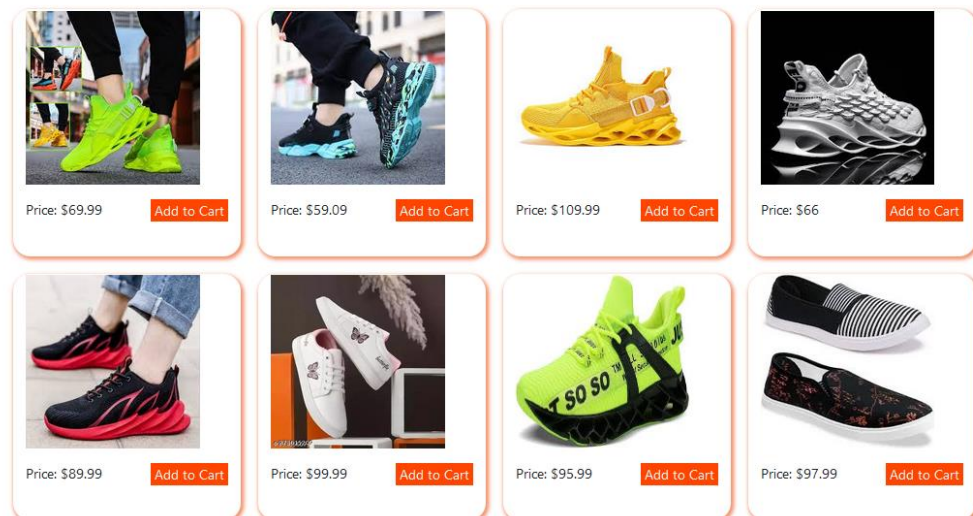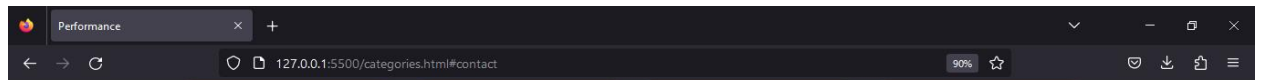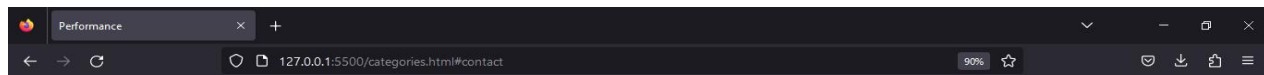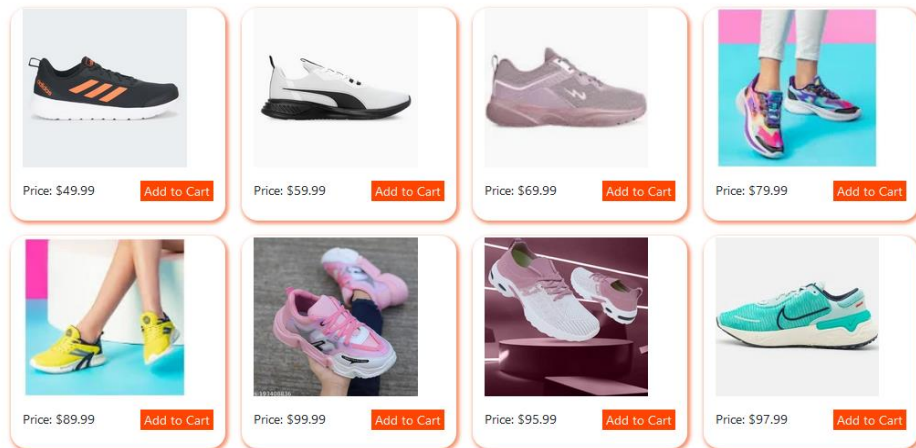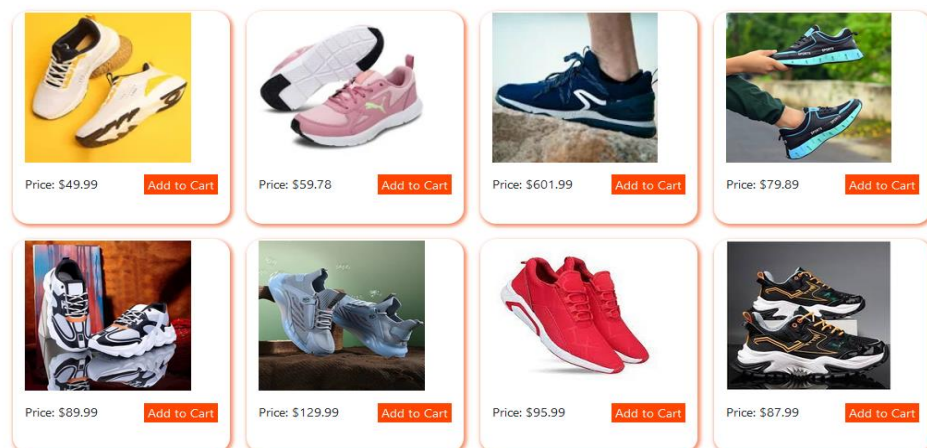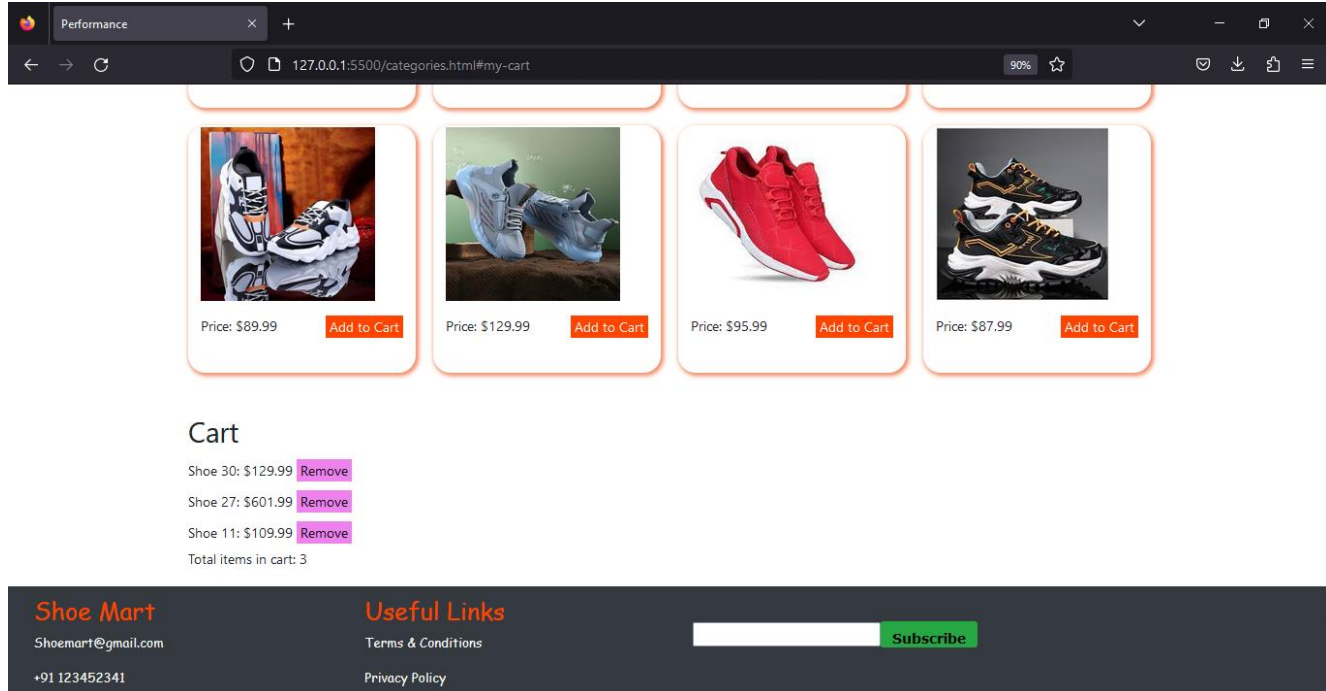
Cart:

When cart is with shoes:

When cart is empty:

ADVANTAGES & DISADVANTAGES

Advantages of the Proposed Solution:

The proposed solution, which involves using HTML, CSS, and JavaScript for building the E-commerce Shoe Store web application, offers several significant advantages.

- First and foremost, the web application becomes platform independent,allowing users to access it from various devices with web browsers. Whether customers are using desktops, laptops, tablets, or smartphones, they can seamlessly browse and shop for shoes on the platform.
- This broad accessibility enhances the potential reach of the application and accommodates a diverse audience.
- Additionally, HTML and CSS support various media formats, which is vital for an E-commerce Shoe Store. High-quality images and multimedia content can be seamlessly integrated into the platform to showcase the shoes effectively.

Disadvantages of the Proposed Solution:

While the proposed solution has several advantages, it also comes with certain disadvantages that need consideration.

- One significant concern is security. JavaScript, being a client-side language, can expose the application to potential security risks, such as cross-site scripting (XSS) attacks.
- To ensure data and user security, developers must implement robust security measures, validate user inputs, and sanitize data effectively.
- Performance challenges can also arise from the extensive use of JavaScript.
- The inclusion of multiple scripts or the execution of complex operations on the client-side can result in slower page loading times, particularly for users with limited processing power and slower internet connections.
- Optimizing JavaScript code and limiting its usage can mitigate this issue.

APPLICATIONS

The proposed solution of building an E-commerce Shoe Store web application using HTML, CSS, and JavaScript can be applied in multiple areas.

O Firstly, it serves as an excellent platform for online shoe retail, where customers can conveniently browse and purchase shoes.

O Additionally, the same infrastructure can be extended to fashion and apparel retail, enabling sellers to list a broader range of products like clothing and accessories.

O The solution can also be adapted to function as a multi-vendor marketplace, allowing various shoe sellers and brands to create their own stores within the platform.

O For sports enthusiasts, the web application can be specialized to cater to athletic and sports shoes, providing a comprehensive range of footwear designed for different sports and activities.

CONCLUSION

In conclusion, the E-commerce Shoe Store web application, developed using HTML, CSS, and JavaScript, offers a user-friendly platform for buying and selling shoes.

- The solution provides a visually appealing and interactive interface, ensuring a seamless shopping experience for customers.

- While the platform showcases numerous advantages, it also address potential challenges related to security and performance. With its versatility, the application can be applied to various areas With in online retail, fashion, and beyond.

FUTURE SCOPE

With this rapid growth and popularity of eCommerce, there is now a power struggle amongst online businesses. The easiest way to make sure that online businesses stay relevant and generate sales is to know the eCommerce business trends. Here are some of the factors that are popular amongst online businesses.

Social Media: Social media has now become an integral part of online business. It is one of the many ways in which entrepreneurs drive traffic to their websites. They use social media to keep customers updated on offers and changes made within the organization. With social media, the gap between the seller and buyer has been reduced.

Drone Delivery: Another popular online shopping trends 2022 is the use of drones for delivery. This is a popular trend that can be popular while businesses try to make contactless deliveries.

App-Only Approach: A good app is much more convenient than a website for a customer. Not only will it be available on our smartphones, it usually gives a more personalized experience than websites.

AI: Although AI is not a territory that has been fully understood, experts predict that the time of using Advanced AI in e-commerce is not very far away.