**Capstone Project Pitch: Pitara – The Gift Store**

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**Project Overview**

**Pitara** is a full-featured, user-friendly e-commerce web application built to provide a curated shopping experience for unique and thoughtful gift items. This platform caters to individuals looking for meaningful gifts, offering an elegant browsing and shopping journey across diverse categories including Home Décor, Stationery, Artifacts, Personalized Items, and Plushies.

**Project Purpose**

The goal of Pitara is to create a real-world e-commerce solution showcasing strong full-stack development capabilities. It empowers:

* **Users** to easily explore unique products and enjoy a seamless shopping experience.
* **Admins** to manage inventory, categories, and user data securely and efficiently.

**Tentative Tech Stack**

* **Frontend:** React (or HTML, CSS, JavaScript if needed)
* **Backend:** Node.js with Express
* **Database:** MongoDB (preferred for flexibility, can switch to PostgreSQL/MySQL if required)
* **Extras:** PayPal Sandbox for payment simulation

**User Roles**

* **Shopper**: Browses and purchases gifts. Can view products, manage their cart, and checkout.
* **Admin**: Authenticated backend user with full control over products, categories, and admin accounts.

**Key Features**

**Must Have**

* [Shopper] Browse products across all categories
* [Shopper] Add, edit, remove items in cart
* [Shopper] Checkout using sandbox payment gateway
* [Admin] Secure login
* [Admin] Full CRUD for products and categories
* [Admin] Full CRUD for admin accounts

**Should Have**

* [Shopper] Filter products by category
* [Shopper] Sort products by price or popularity
* [Shopper] View product details (description, images, price)

**Nice to Have**

* [Shopper] Save favorites/wishlist
* [Admin] Upload images via drag-and-drop
* [Shopper] Product ratings and reviews

**Narrative Descriptions**

**Apurva [Shopper]** is browsing for a birthday gift. She lands on *Pitara*, where she sees categories like “Personalized Items” and “Plushies.” She filters by category, finds a custom-engraved mug, reads its details, and adds it to her cart. After adjusting the quantity and reviewing her selections, she proceeds to the checkout, pays via a sandbox gateway, and receives a confirmation.

**Manik [Admin]** logs into the secure backend. He notices a new line of artisan stationery needs to be added. From the dashboard, he creates a new category and populates it with fresh products. Later, he updates a product image and edits pricing, ensuring everything is optimized for the upcoming sale.