**PROJECT DEVELOPMENT PHASE**

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| Date | 08 November 2023 |
| Team ID | 9FCEEE4EFB15B1C90EB4811A3F79BD60 |
| Project Name | Content Marketing Plan template Based on Hubspot |

**No of Functional Features Included In the Solution**

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| --- | --- | --- |
| **S.No** | **Features** | **Description** |
| **1** | **Product Catalog** | Display products with detailed descriptions and images. |
| **2** | **Search &Filtering** | Allow customers to search for products and filter results by various criteria. |
| **3** | **User Registration** | Enable customers to create accounts, save preferences, and track orders. |
| **4** | **Shopping Cart** | Facilitate adding and managing items in the cart. |
| **5** | **Checkout Process** | Provide a secure and user-friendly checkout process with multiple payment options. |
| **6** | **Inventory Management** | Keep track of product availability and restocking. |
| **7** | **Order Management** | Handle order processing, shipping, and order history. |
| **8** | **Security** | Implement secure data encryption and payment processing. |
| **9** | **Responsive Design** | Ensure the website is accessible on various devices. |
| **10** | **Content Management** | Easily update website content, including blog posts and product descriptions. |
| **11** | **Customer Reviews** | Allow customers to leave reviews and ratings. |
| **12** | **Recommendation Engine** | Suggest related products to customers. |
| **13** | **User Account Management** | Let users update their profiles and preferences. |
| **14** | **Analytics & Reporting** | Collect data on customer behavior, sales, and website performance. |
| **15** | **Marketing 7 Promotions** | Support marketing campaigns, discounts, and coupon codes. |
| **16** | **Customer Support Integration** | Provide customer support through chat, email, or phone. |
| **17** | **Multi-Language & Currency Support** | Serve a global audience with multiple languages and currency options. |
| **18** | **SEO Optimization** | Implement tools for optimizing search engine visibility. |
| **19** | **Content Delivery Network** | Improve website performance with fast content delivery. |
| **20** | **Email Marketing** | Enable email marketing campaigns and newsletters. |
| **21** | **Social Media Integration** | Connect with social media platforms for promotion and sharing. |

**Code Layout, Readability & Reusability**

The code layout for Akshaya Fashions' website should follow best practices to ensure readability, maintainability, and scalability. Below is a simplified code layout outline: The code layout for Akshaya Fashions' website should follow best practices to ensure readability, maintainability, and scalability. Below is a simplified code layout outline:

/akshaya-fashions

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├── /assets

│ ├── /css

│ │ ├── main.css

│ │

│ ├── /images

│ │

│ ├── /js

│ ├── main.js

│

├── /includes

│ ├── header.php

│ ├── footer.php

│

├── /pages

│ ├── index.php

│ ├── products.php

│ ├── product-details.php

│ ├── cart.php

│ ├── checkout.php

│ ├── order-history.php

│ ├── blog.php

│ ├── blog-post.php

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├── /templates

│ ├── product-template.php

│ ├── blog-template.php

│

├── /lib

│ ├── database.php

│ ├── user-auth.php

│ ├── shopping-cart.php

│ ├── product-functions.php

│ ├── blog-functions.php

│ ├── email-marketing.php

│

├── /vendor

│

├── index.php

│

├── .htaccess

│

├── config.php

│

├── .gitignore

**Explanation:**

**/assets:** Contains CSS, images, and JavaScript files.

**/includes:** Reusable header and footer templates.

**/pages:** Individual pages for the website (e.g., homepage, product listing, blog, etc.).

**/templates:** Custom templates for products and blog posts, if needed.

**/lib:** PHP files for various functions (e.g., database, user authentication, shopping cart, product and blog functionality, email marketing).

**/vendor:** Third-party libraries and dependencies.

**index.php:** The main entry point of the website.

.**htaccess:** Configuration for Apache web server (for SEO-friendly URLs).

**config.php:** Configuration settings (database credentials, API keys, etc.).

**.gitignore:** List of files and directories to be ignored by version control.

**Readability:**

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| --- | --- | --- |
| **S.No** | **Cases** | **Description** |
| **1** | **Consistent Naming** | Use clear, consistent variable and function names that reflect their purpose. |
| **2** | **Comments** | Include comments to explain complex logic, functions, and any non-obvious code sections. |
| **3** | **Whitespace** | Use proper indentation and spacing to improve code structure and readability. |
| **4** | **Modularization** | Break code into smaller functions or classes with single responsibilities. |
| **5** | **Formatting** | Follow a consistent code style guide, such as PSR-12 for PHP or Google's JavaScript Style Guide for JavaScript. |

**Reusability:**

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| --- | --- | --- |
| **S.No** | **Cases** | **Description** |
| **1** | **Functions & Classes** | Create functions and classes that can be reused across the site, such as user authentication or shopping cart functionality. |
| **2** | **Custom Templates** | Develop reusable templates for similar content types like product listings and blog posts. |
| **3** | **Separation of Concerns** | Divide code into distinct layers (e.g., presentation, business logic, data access) for separation of concerns and reusability. |
| **4** | **DRY Principle** | Don't Repeat Yourself. Avoid duplicating code; create reusable functions for common tasks. |
| **5** | **Use Libraries** | Leverage third-party libraries for common functionality like database access, authentication, and email handling. |
| **6** | **Configuration Files** | Place configuration settings in separate files to easily adjust behavior without modifying the code. |
| **7** | **MVC Pattern** | Implement a Model-View-Controller pattern for a clean separation of concerns and reusability. |
| **8** | **Testing** | Write unit tests for reusable functions and classes to ensure they work correctly and remain reusable. |