



Front End Engineering-II

Project Report

Semester-IV (Batch-2022)

Apparel Arcade

Supervised By:

Vikas Sir

Submitted By:

Lisha Goel,2210990542,G-30

Keshav Gupta,2210990505,G-30

Kushagra Juneja,2210990533,G-30

**Department of Computer Science and Engineering
Chitkara University Institute of Engineering & Technology,
Chitkara University, Punjab**

Abstract

- Enhance digital presence and facilitate online shopping.
- Product catalog with descriptions and images.
- Technologies Used: HTML, CSS, JavaScript.,Node.js, Express.js.,MongoDB.
- Ensuring data security.
- Optimizing website performance.
- Improved customer satisfaction and sales.

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Introduction

- Brief overview of the project to develop an e-commerce website as part of a college assignment.
- Highlight the importance of e-commerce in modern business practices, emphasizing its role in reaching global audiences and reducing operational costs.
- Clearly state the objectives of the project, focusing on demonstrating proficiency in web development technologies and project management skills.
- Define the scope of the project, outlining the key features to be included in the e-commerce website and the technologies to be utilized.
- Discuss the expected learning outcomes for students, including hands-on experience in web development, proficiency in frontend and backend technologies, and understanding of database management and API integration.

Problem Definition

- Traditional businesses are confined to local markets, restricting their customer base. An e-commerce website can expand reach to a global audience.
- Consumers increasingly demand the convenience of shopping online anytime and anywhere. Lack of an online platform results in lost sales opportunities.
- Businesses without an e-commerce presence are at a competitive disadvantage compared to those with established online platforms. Adopting e-commerce is essential to stay competitive.
- Manual processes for inventory, order processing, and customer service are inefficient and error-prone. An e-commerce site can automate these tasks, improving efficiency and reducing costs.
- Engaging and retaining customers is difficult without interactive and personalized features. An e-commerce website can provide tailored recommendations, reviews, and an enhanced user experience.

Requirements

- Design an intuitive and easy-to-navigate interface for users to browse products effortlessly.
- Implement a comprehensive system for adding, editing, and removing products with details such as descriptions, prices, and images.
- Develop a secure and streamlined checkout process with multiple payment options, ensuring the safety of user data during transactions.
- Allow users to create accounts, login securely, and manage their profiles, including order history and shipping addresses.
- Provide a robust search functionality with autocomplete and filtering options to facilitate product discovery.
- Design the website to be scalable, capable of handling increased traffic and transactions as the business grows.

Proposed Design

- Use modern frontend frameworks like React.js or Vue.js.
- Ensure responsive design for accessibility on all devices.
- Choose Node.js with Express.js for server-side logic.
- Select MongoDB or PostgreSQL for efficient data storage.
- Organize project files into frontend and backend directories.
- Develop search and filtering algorithms for product discovery.
- Deploy the website on cloud services like AWS or Heroku.
- Set up monitoring and logging systems for performance tracking.

Results

- Conducted comprehensive testing of all website functionalities, including user registration, product browsing, shopping cart management, checkout process, and order tracking.
- Evaluated the website's performance metrics, including page load times, server response times, and overall responsiveness.
- Implemented security measures such as SSL encryption, data validation, and secure authentication mechanisms.
- Invited users to participate in UAT to gather feedback on the website's usability, functionality, and overall satisfaction.
- Analyzed sales data to assess the website's impact on revenue generation and business growth.
- Distributed customer satisfaction surveys to gather feedback on the shopping experience, customer service, and product quality.
- Proposed strategies for continued growth and success of the e-commerce website.