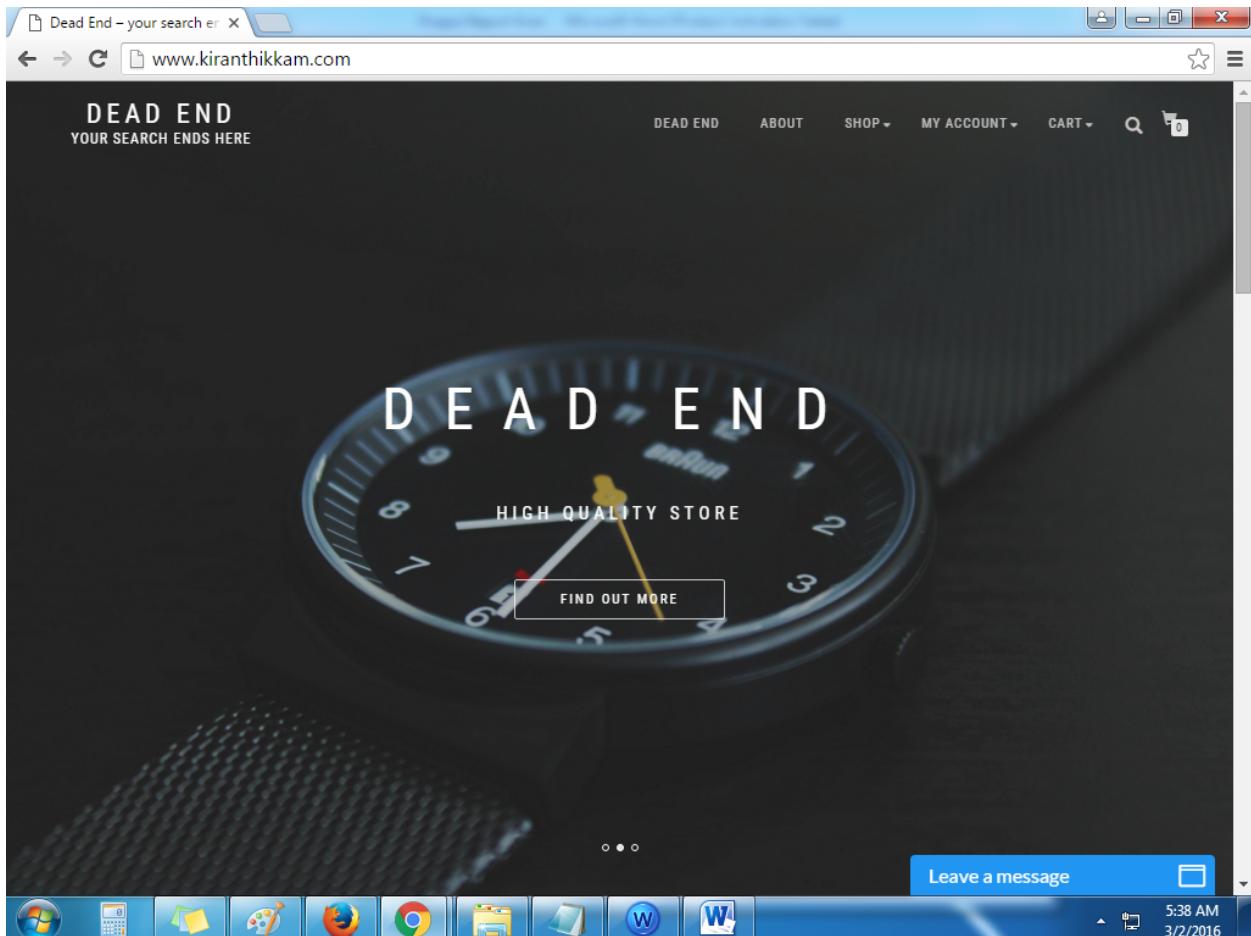


Project Report

For



Website: www.kiranthikkam.com

Author: Kiran Kumar Reddy Thikkam Reddy

CIN: 304470977



Abstract

Online shopping (sometimes known as e-tail from "electronic retail" or e-shopping) is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser. Alternative names are: e-web-store, e-shop, e-store, Internet shop, web-shop, web-store, online store, online storefront and virtual store. Mobile commerce (or m-commerce) describes purchasing from an online retailer's mobile optimized online site or app.

Online customers must have access to the Internet and a valid method of payment in order to complete a transaction.

Generally, higher levels of education and personal income correspond to more favorable perceptions of shopping online. Increased exposure to technology also increases the probability of developing favorable attitudes towards new shopping channels.

In a December 2011 study, Equation Research surveyed 1,500 online shoppers and found that 87% of tablet owners made online transactions with their tablet devices during the early Christmas shopping season.

This website Dead end ([kiranthikkam](#)) is a young and vibrant company that aims to provide good quality branded products. Dead end caters to the fashion needs of men and accessories.



Objective:

Dead end ([kiranthikkam](#)) is a young and vibrant company that aims to provide good quality branded products. Dead end caters to the fashion needs of men and accessories.

At Dead end we strive to achieve the highest level of “Customer Satisfaction” possible. Our cutting edge E-commerce platform, highly experienced buying team, agile warehouse systems and state of the art customer care center provides customer with:

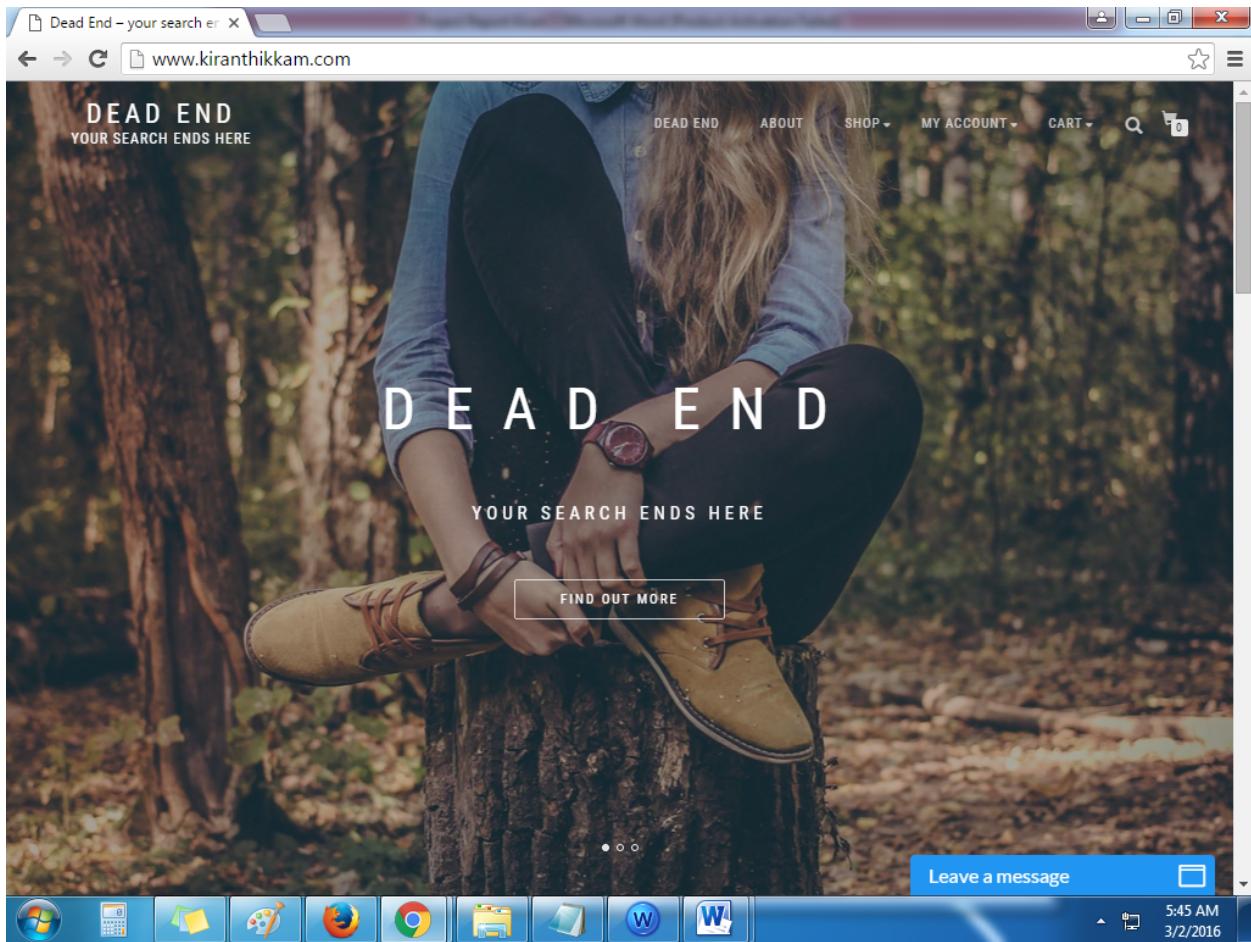
- Broader selection of products
- Superior buying experience
- On-time delivery of products
- Quick proceed for payment. Quick resolution of any concerns



Explaining different pages:

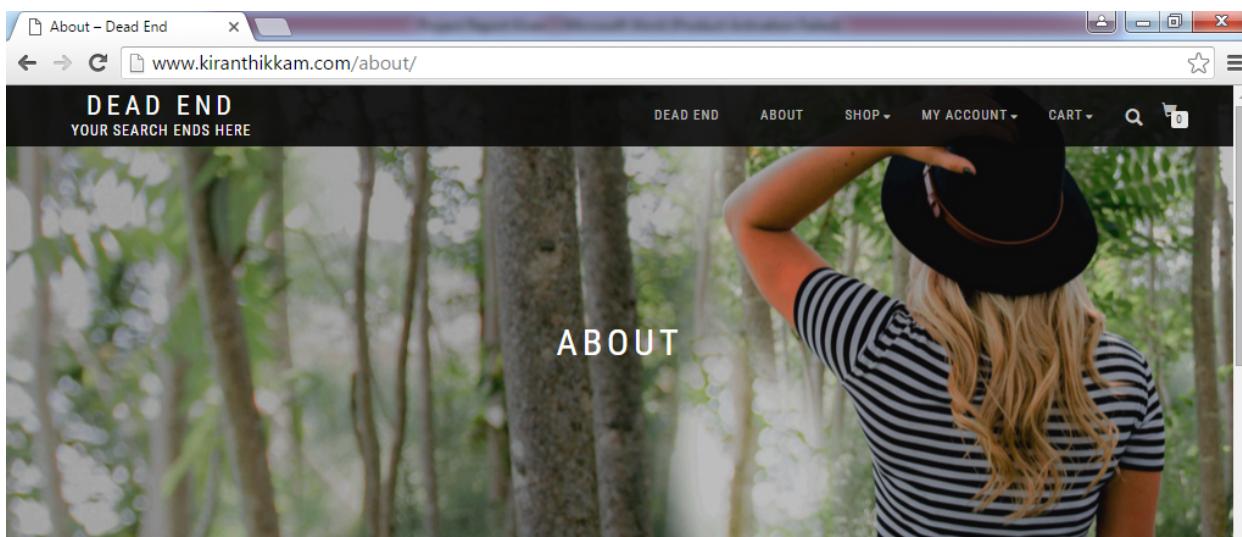
Home:

This is the landing page of the website when a user types in www.kiranthikkam.com. An elegant user interface is designed for the website which helps the user to enjoy the look and feel of the website. A logo of our website is depicted which says Dead End (your search ends here). Below is the screenshot of home page. This page shows the offers and list of products.



About:

This page explains about the website which is designed with the help of the installed application Woocommerce. Also there is a feedback section at the end of the page which helps the user to post a comment. This feature is also added with the help of installed application Woocommerce.



**Dead end(kiranthikkam.com) is a young and vibrant company
that aims to provide good quality branded products. Dead
end caters to the fashion needs of men and accessories.**

At Dead end we strive to achieve the highest level of "Customer

[Leave a message](#)



The screenshot shows a web browser window with the following details:

- Title Bar:** About – Dead End
- Address Bar:** www.kiranthikkam.com/about/
- Page Header:** DEAD END YOUR SEARCH ENDS HERE
- Navigation:** DEAD END, ABOUT, SHOP, MY ACCOUNT, CART, SEARCH
- Section:** LEAVE A REPLY
- Text:** Your email address will not be published. Required fields are marked *
- Form Fields:**
 - Comment: A large text area.
 - Name *: An input field with a red error message: Please fill out this field.
 - Email *: An input field.
 - Website: An input field.
- Buttons:** POST COMMENT, Leave a message
- Taskbar:** Shows various application icons (Windows, File Explorer, Paint, Firefox, Chrome, etc.) and system status (5:46 AM, 3/2/2016).



Cart:

This page is helpful for the users to check their cart and proceed to checkout. This page is developed with the help of Woocommerce. Also there is a button which is helpful to return to his shop, we mean the shopping. Screenshot follows,

The screenshot shows a web browser window with the title 'Cart – Dead End'. The URL in the address bar is 'www.kiranthikkam.com/cart/'. The page header includes the site name 'DEAD END' and 'YOUR SEARCH ENDS HERE', along with navigation links for 'DEAD END', 'ABOUT', 'SHOP', 'MY ACCOUNT', 'CART', and a search icon.

The main content area is titled 'CART' and displays a table of items in the cart:

		Product	Price	Quantity	Total
		JACK&JONES	\$96.70	<input type="text" value="1"/>	\$96.70

Below the table are buttons for 'Coupon code' and 'APPLY COUPON', and a 'UPDATE CART' button.

The 'CART TOTALS' section shows the following breakdown:

Subtotal	\$89.95
Shipping	<input type="radio"/> Flat Rate: \$8.00 <input type="radio"/> Free Shipping <input type="radio"/> Local Delivery: \$2.00 <input checked="" type="radio"/> Local Pickup (Free) Calculate Shipping
Total	\$89.95 (Includes \$0.00 Tax)

A 'PROCEED TO CHECKOUT' button is located at the bottom of this section.

At the bottom of the page, there is a blue taskbar with various icons (Windows Start, Task View, File Explorer, Paint, Firefox, Chrome, File Manager, Word, Excel) and a message 'Leave a message'.

On the right side of the taskbar, the date and time are displayed as '5:49 AM 3/2/2016'.

Checkout:

Checkout is the next stage of cart which helps the user to checkout and proceeds for payment. In this page the user needs to fill the billing details towards the left side of the page and in the right side it shows the order details such as the shipping charges, total amount and the mode of payment.

The screenshot shows a checkout page for 'DEAD END' at www.kiranthikkam.com/checkout/. The page is divided into two main sections: 'Billing Details' on the left and 'Your order' on the right.

Billing Details:

- First Name *: [Input field]
- Last Name *: [Input field]
- Company Name: [Input field]
- Email Address *: [Input field]
- Phone *: [Input field]
- Country *: [Dropdown menu] set to UNITED STATES (US)
- Address *:
 - STREET ADDRESS: [Input field]
 - APTMENT, SUITE, UNIT ETC. (OPTIONAL): [Input field]
- Town / City *: [Input field]
- State *: [Dropdown menu] set to SELECT AN OPTION...
- ZIP *: [Input field]
- Create an account?

Ship to a different address?

-
- Order Notes
NOTES ABOUT YOUR ORDER, E.G. SPECIAL NOTES FOR DELIVERY.: [Text area]

Your order:

Product	Total
Jack&jones × 1	\$96.70 (Incl. tax)
Subtotal	\$96.70 (Incl. tax)
Shipping	<input type="radio"/> Flat Rate: \$8.00 <input type="radio"/> Free Shipping <input type="radio"/> Local Delivery: \$2.00 <input checked="" type="radio"/> Local Pickup (Free)
Total	\$96.70 (Includes \$6.75 Tax)

Below the table are links for returning customers and coupons, and payment method options:

- Returning customer? [Click here to login](#)
- Have a coupon? [Click here to enter your code](#)
- Direct Bank Transfer
- Cheque Payment
- Cash on Delivery

A note states: "Make your payment directly into our bank account. Please use your Order ID as the payment reference. Your order won't be shipped until the funds have cleared in our account."

Place Order

At the bottom, there's a toolbar with icons for various applications and a timestamp: 5:50 AM 3/2/2016.

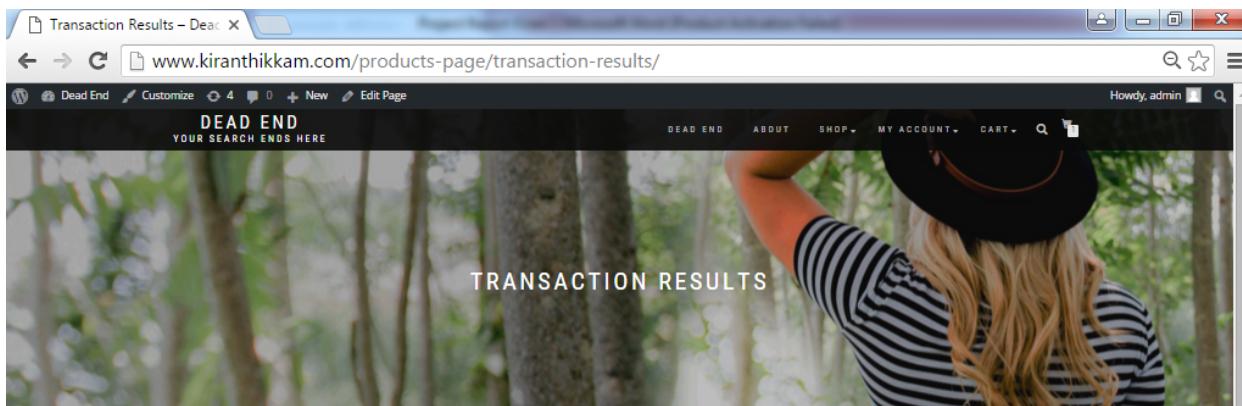
My Account:

This is a page which is designed for customers to view their personal details such as their billing address, shipping address and etc. User also has the leverage to edit their details in this page. Screenshot follows,

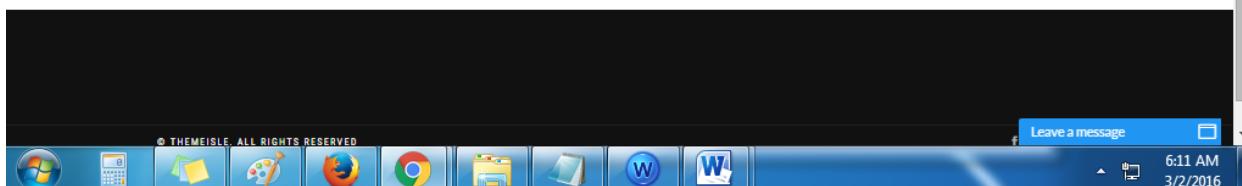
The screenshot shows a web browser window with the URL www.kiranthikkam.com/my-account/. The page title is "My Account - Dead End". The header includes a navigation bar with links for "DEAD END", "ABOUT", "SHOP", "MY ACCOUNT", "CART", and a search icon. A user session message "Howdy, admin" is visible. The main content area is titled "MY ACCOUNT". It displays a welcome message for the user "admin": "Hello admin (not.admin? Sign out). From your account dashboard you can view your recent orders, manage your shipping and billing addresses and edit your password and account details." Below this, there are two sections: "MY ADDRESSES" and "Billing Address". The "Billing Address" section contains a link to "Edit" and a note: "You have not set up this type of address yet." Below it is the "Shipping Address" section, also with an "Edit" link and the same note. At the bottom of the page, there is a footer with the text "© THEMEISLE, ALL RIGHTS RESERVED" and a row of icons for various software applications. On the right side of the footer, there is a timestamp "5:56 AM 3/2/2016" and a "Leave a message" button.

My Account – Transaction Results:

This page has been added with the help of installed theme of WooCommerce. This page shows the list of transactions that user has made so far.

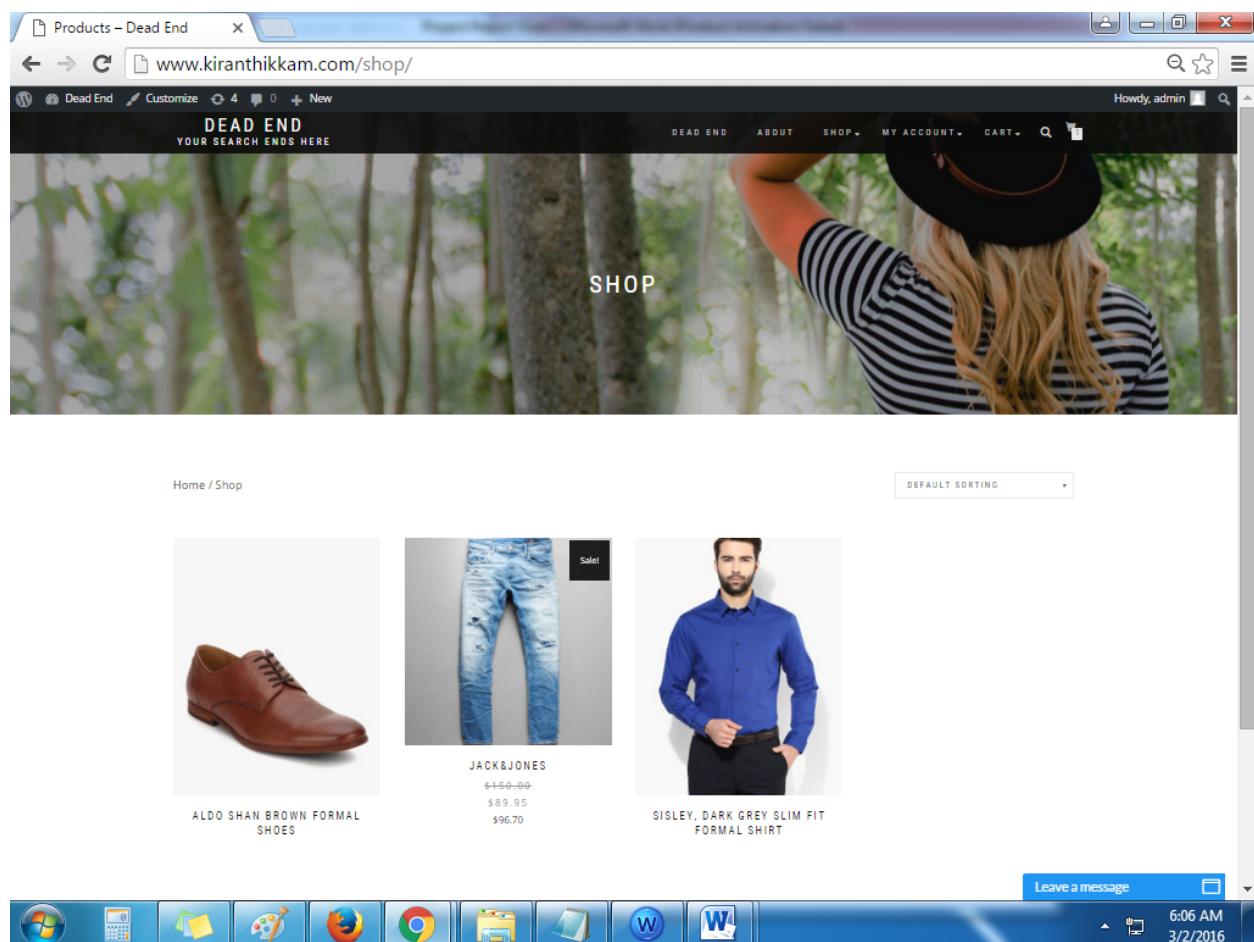


[transactionresults]



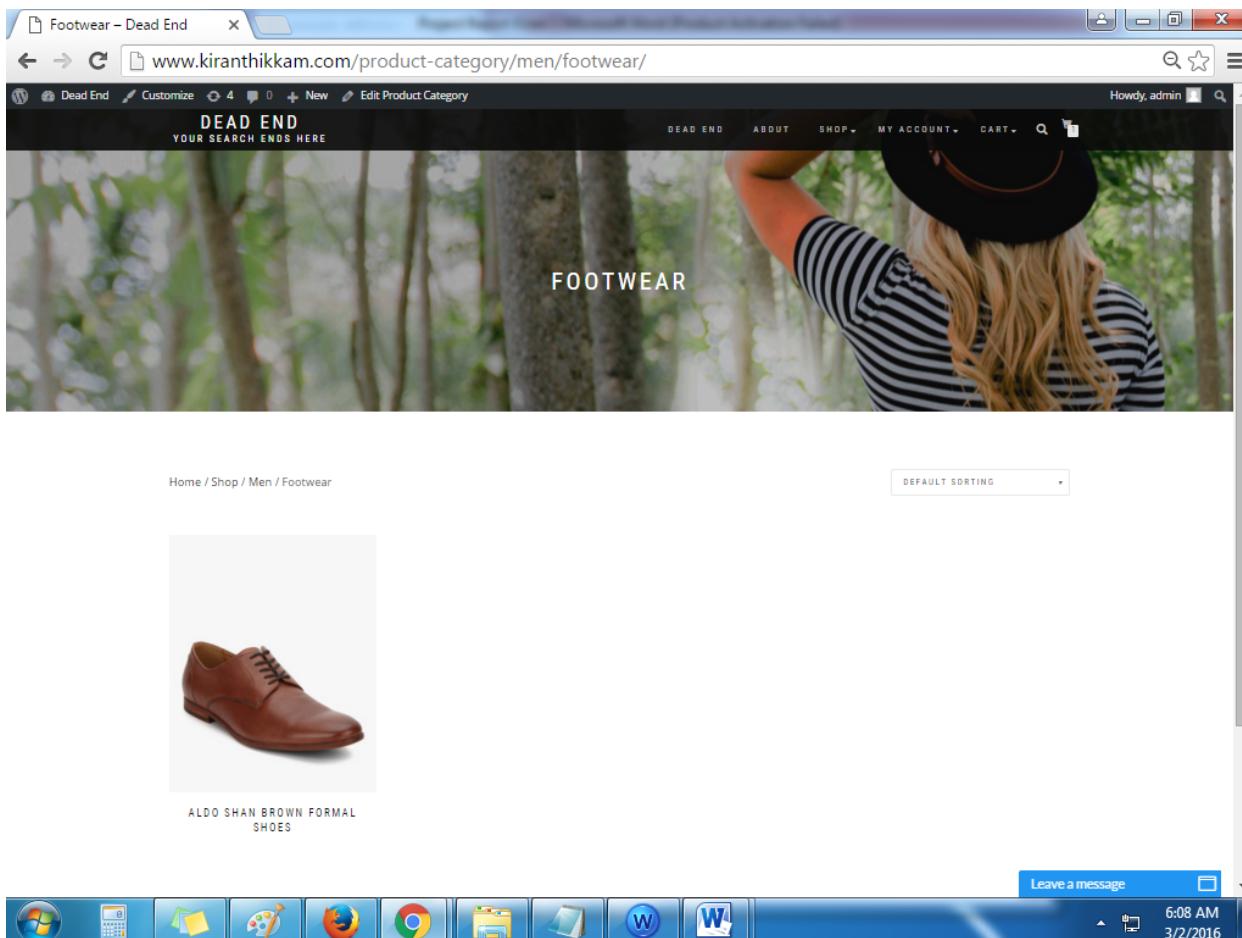
Shop:

This is the page where a user can shop for all the products. Screenshot follows,



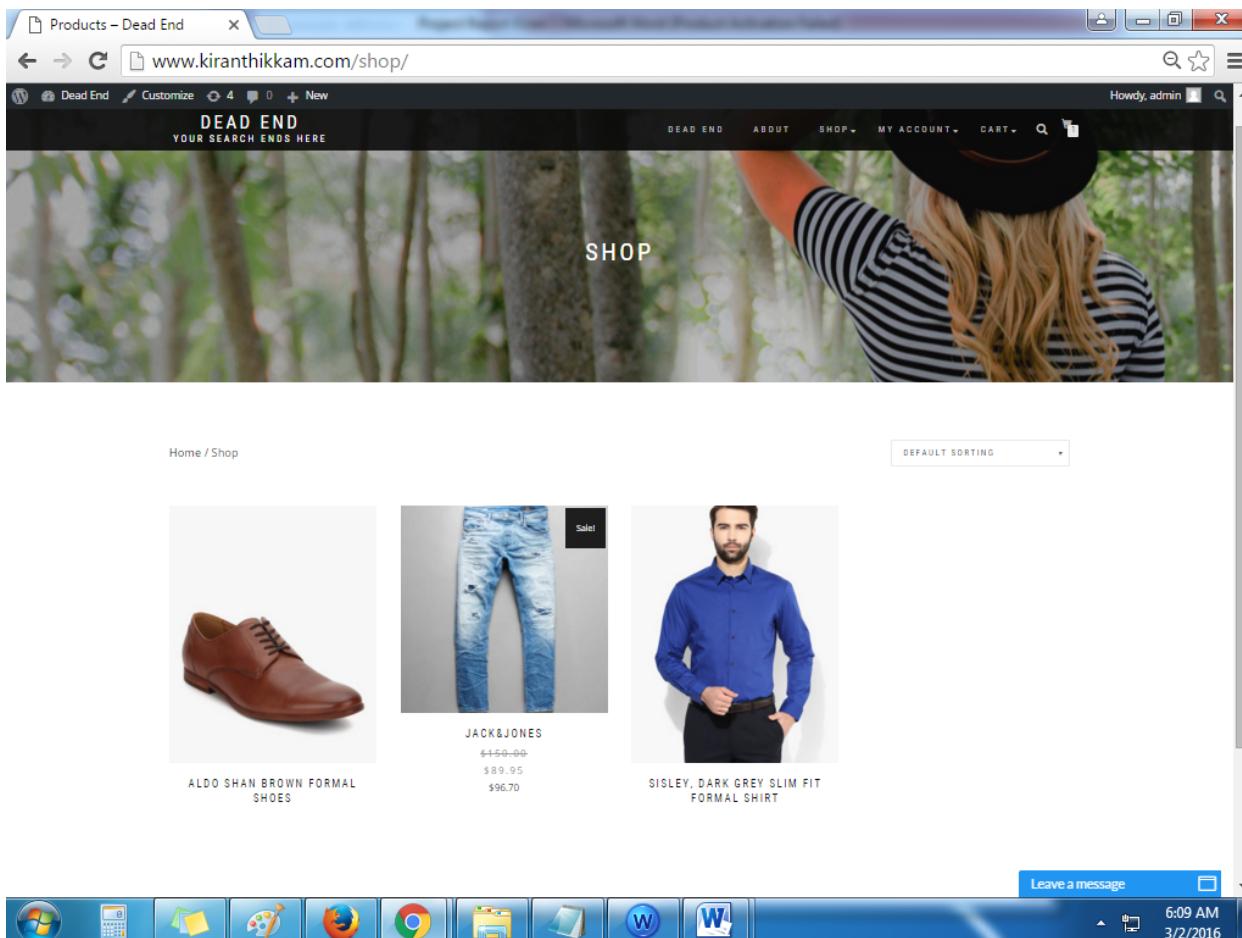
Shop – For Men:

This page is added using the themes of WooCommerce and this page takes you to the list of products for men.



Shop – For Women:

This page is added using the themes of WooCommerce and this page takes you to the list of products for men.



More features:

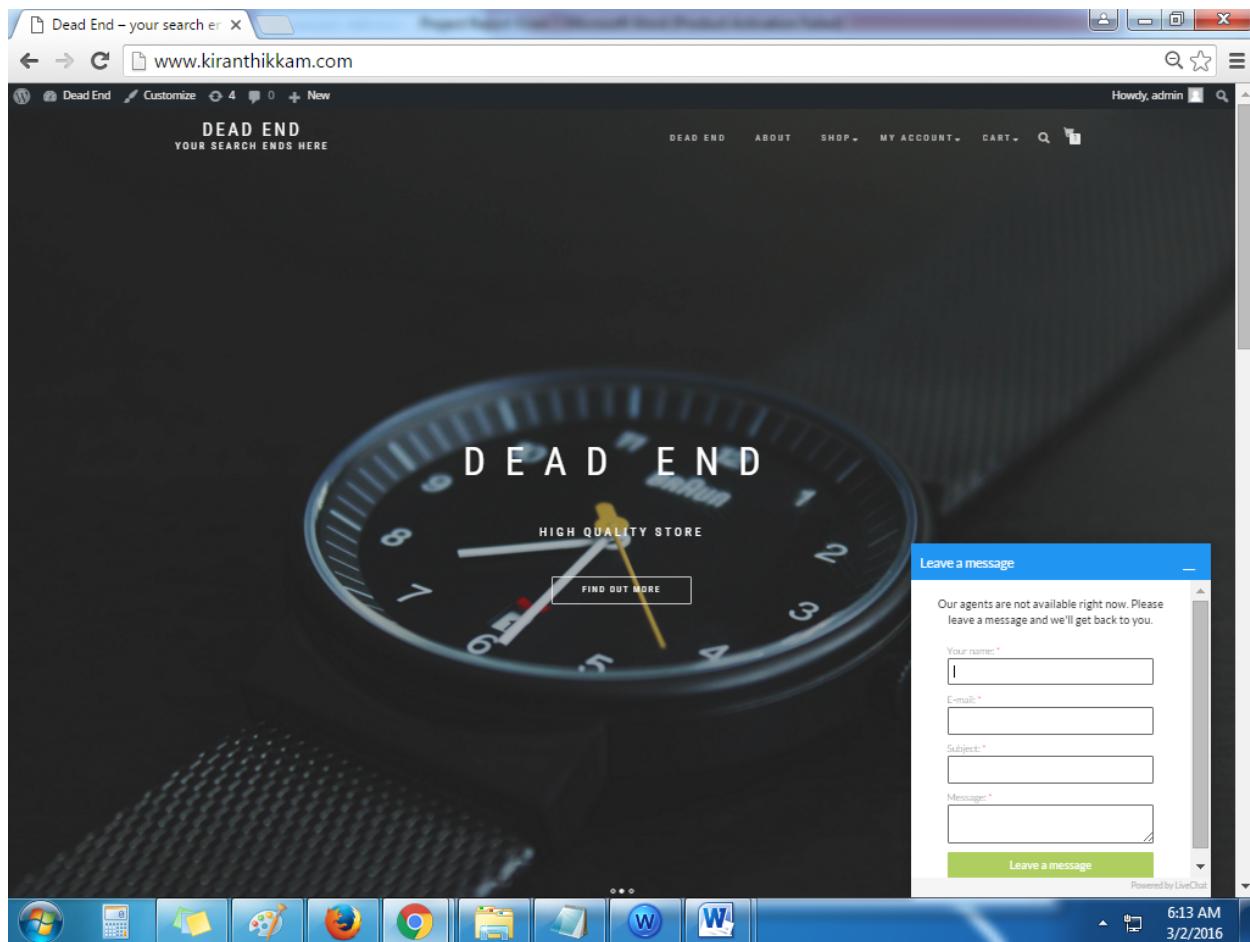
Cart:

There is a button next to the shop button which shows the cart details and the amount of money that needs to be paid in order to place the order.

The screenshot shows a web browser window with the title 'Cart - Dead End'. The address bar displays 'www.kiranthikkam.com/cart/'. The page header includes the 'DEAD END' logo and navigation links for 'DEAD END', 'ABOUT', 'SHOP', 'MY ACCOUNT', 'CART', and a search bar. A message 'Howdy, admin' is visible on the right. The main content area is titled 'CART' and contains a table showing a single item: a pair of jeans from 'JACK&JONES' priced at '\$96.70'. There is a quantity input field set to '1' and a total of '\$96.70 (incl. tax)'. Below the table are buttons for 'Coupon code' and 'APPLY COUPON', and a dark 'UPDATE CART' button. A 'CART TOTALS' section follows, showing a subtotal of '\$96.70 (incl. tax)', shipping options (Flat Rate: \$8.00, Free Shipping, Local Delivery: \$2.00, Local Pickup (Free), with 'Local Pickup (Free)' selected), and a total of '\$96.70 (includes \$6.75 Tax)'. A 'PROCEED TO CHECKOUT' button is at the bottom. At the very bottom of the browser window, there is a taskbar with various icons and a system tray showing the date and time as '6:12 AM 3/2/2016'.

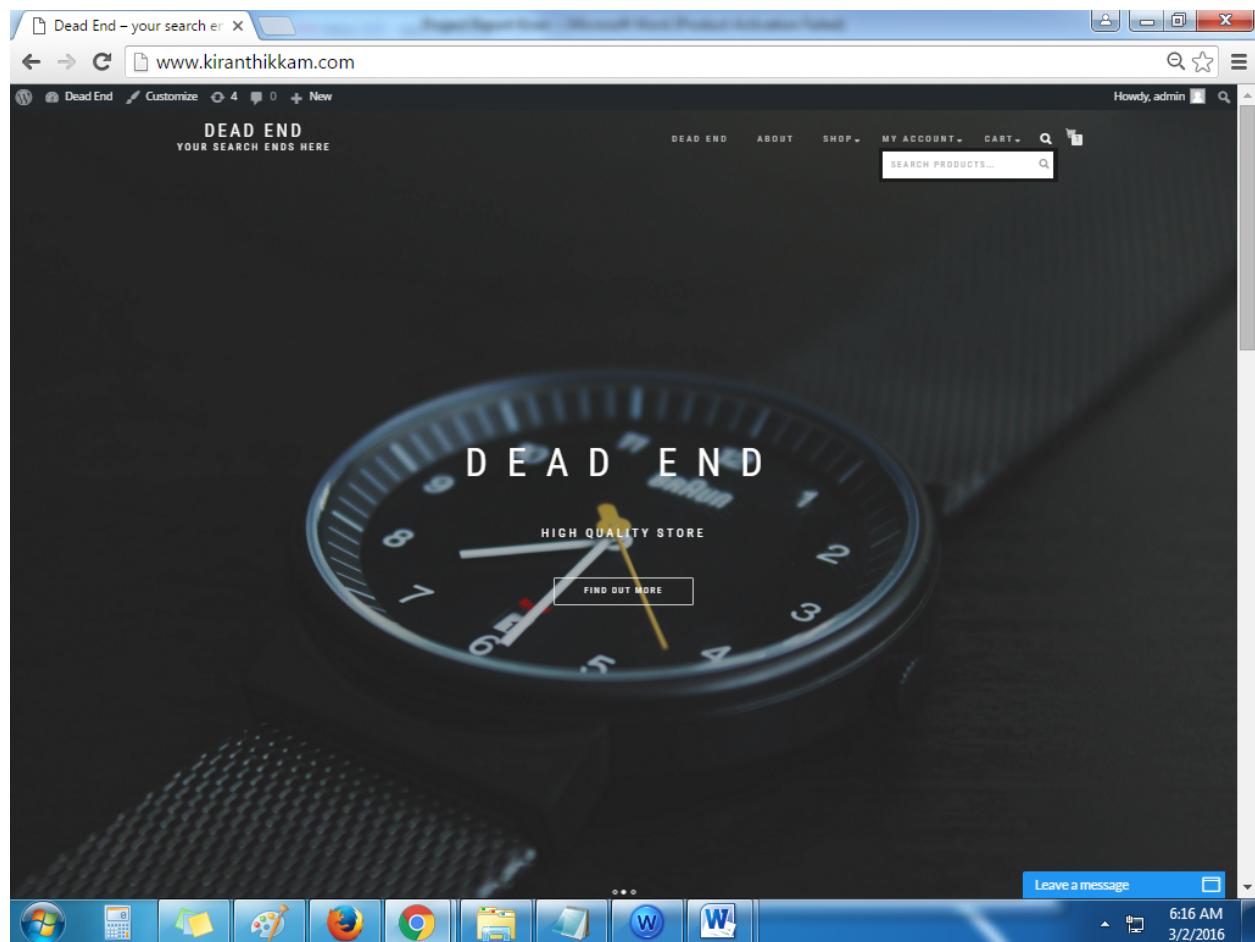
Chat:

There is a Live chat option which is helpful for the customers to chat with our experts to resolve their issues which may be technical or fundamental. If the experts are offline, a user can leave a message which will be delivered to our experts who can resolve once they are active.



Search:

This feature enables you to search for the products anywhere within the site.

**Plugins installed:****Limit Login Attempts:**

Limit rate of login attempts, including by way of cookies, for each IP.

LiveChat WooCommerce:

Live chat software for live help, online sales and customer support. This plugin allows to quickly install LiveChat on any WooCommerce website.

Shopp:

An ecommerce framework for WordPress.



WooCommerce:

An e-commerce toolkit that helps you sell anything. Beautifully.

WooCommerce Dynamic Gallery LITE:

Auto adds a fully customizable dynamic images gallery to every single product page with thumbnails, caption text and lazy-load. Over 28 settings to fine tune every aspect of the gallery. Creates an image gallery manager on every product edit page - greatly simplifies managing product images. Search engine optimized images with WooCommerce Dynamic Gallery Pro.

WP eCommerce Wishlist:

This is Wishlist plugin for WP eCommerce Site. It has a widget which you can use with ultimate convenience.

YITH WooCommerce Compare:

YITH WooCommerce Compare allows you to compare more products with WooCommerce plugin, through product attributes.

