

Project Synopsis for Web Technologies Project

E-commerce Store for Clothes, Footwear and Accessories

Electronic commerce, commonly known as e-commerce refers to buying and selling of products or services over electronic systems. It also includes the entire online process of developing, marketing, selling, delivering, servicing and paying. Basically e-commerce encompasses any product or service that is sold over the internet.

This project is an attempt to provide the benefits of online shopping to the customers. The customers can search for clothing according to their requirements from a wide variety of brands available in our catalogue from all over India. It saves time as well as provides more options as compared to local shopping. It is easily accessible, efficient, easy to use and customer friendly. We are using MERN stack to implement this website.

Why use our website?

Today, consumers have so many choices to choose from when it comes to clothes and accessories. However, multiple choices can often lead to confusion, especially when it comes to brands. That is where our website comes into the picture as a one-stop online shopping destination. One major advantage of shopping on our website is the wide range of brands that are available under one roof. Different people have different preferences when it comes to fashion. Hence, our user-friendly interface comes across as ideal, easy navigation on the site and relevant filter options to narrow down options. Our site provides faster and hassle free experience to our customers and responds to refund and return policies without any inconvenience.

Whom is this website for?

This website targets kids of all ages, men and women. It's for the Shopaholics(who are generally up to date with the latest fashion trends),the Luxury Shoppers, Mall Visitors and the pre-existing fashion e-commerce app users. We aim to provide a smooth shopping experience to all users!

Functionalities we'll add in our website

Register	Login, Sign Up, Logout for users and sellers
Admin dashboard	Recent Activity, Recent Orders, Manage product, Manage users, Manage order, Manage Inventory
Search bar	Product, Brand, Category related Search
Filter	Brand, Price, Rating, Color, Material, New,etc
Sort	New, Low to High, High to Low price, Review
Transaction	Add payment method(1) + COD option
View Cart	Product details + Action(Quantity, Delete, Save for later)
Order details	Orders in progress, Order History, Cancel Order
User Dashboard	Will Display Categories with pics, offers, Notifications, etc
Product Page	Will display product description, apply offer/coupon
Navigation Bar	To navigate to product type needed easily
Account settings	Change user details and other settings
Contact Us	For Customer Support

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