"Ecommerce Sneakers Website"

Submitted in partial fulfilment of the requirements

of the degree of

(Computer Engineering)

By

YASH.N.DIWATE(28)

BHARGAV.U.KALAN (55)

ANUSH.N.GAJBHIYE (33)

MRTYUNJAY.K.DWIVEDI (31)

Supervisor/Mentor:

-RAHUL JINTURKAR

Watumull Institute of Computer Technology

Mumbai University

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CERTIFICATE

This is to certify that the project entitled "**Ecommerce Sneakers Website**" is a bonafide work

of **YASH.N.DIWATE(28), BHARGAV.U.KALAN(55) , ANUSH.N.GAJBHIYE (33),**

MRITYUNJAY.K.DWIVEDI(31) submitted to the University of Mumbai in partial

fulfilment of the requirement for the award of the degree **of Undergraduate in Computer**

Engineering.

Prof. Rahul Jinturkar

(Guide)

Prof. Rahul Jinturkar   Prof. Avinash Gondal

(Head of department)   (Principal)

PROJECT REPORT APPROVAL FOR

SECOND YEAR

This project report entitled **Ecommerce Sneakers Website** by **YASH.N.DIWATE(28),**

BHARGAV.U.KALAN(55) , ANUSH.N.GAJBHIYE (33),

MRITYUNJAY.K.DWIVEDI(31) is approved for the Undergraduate in Computer

Engineering.

Examiners

1 _____

2 _____

Date:_____

Place:_____

DECLARATION

We declare that this written submission represents our ideas in our own words and where others' ideas or words have been included, we have adequately cited and referenced the original sources. We also declare that we have adhered to all principles of academic honesty and integrity and have not misrepresented or fabricated or falsified any idea/data/fact/source in our submission. We understand that any violation of the above will be cause for disciplinary action by the Institute and can also evoke penal action from the sources which have thus not been properly cited or from whom proper permission has not been taken when needed.

YASH.N.DIWATE(28) _____

BHARGAV.U.KALAN (55) _____

ANUSH.N.GAJBHIYE(33) _____

MRITYUNJAY.K.DWIVEDI(31)_____

ABSTRACT

CHAPTER 1
OVERVIEW

OVERVIEW

1.1 Introduction

The introduction of the e-commerce platform "Sharkyy" is a significant leap in providing a specialized solution for sneaker enthusiasts. Sneakers have evolved from mere footwear to iconic fashion statements, with brands like Nike, Puma, Adidas, Tommy Hilfiger, and Reebok leading the charge. This project aims to address the unique needs of this niche market by developing an e-commerce website that offers an exclusive space for sneaker aficionados.

The website, developed using HTML, JavaScript, and CSS, caters to the discerning tastes of sneaker buyers by providing a dedicated platform for browsing, selecting, and ordering their favorite brands. "Sharkyy" also employs an innovative approach to payment processing, choosing WhatsApp as the channel for secure, flexible, and user-centric transactions. To enhance security, user access is granted only through OTP verification, ensuring a safe and personalized shopping experience.

1.2 SIGNIFICANCE:

The significance of the "Sharkyy" e-commerce website is multifaceted. It addresses various challenges and pain points in the traditional e-commerce landscape:
Specialization: "Sharkyy" offers a niche platform exclusively for sneaker brands. It simplifies the process of finding and ordering sneakers from popular brands, reducing the clutter often found on general e-commerce websites.
Simplified Payment: The integration of WhatsApp for payment processing simplifies the transaction process. Customers can make payments through methods like Cash on Delivery (COD) and UPI, providing flexibility and ease.
Enhanced Security: By implementing an OTP-based login system, "Sharkyy" enhances security, ensuring that only authorized users can access the platform. This security feature is critical in the context of e-commerce.

CHAPTER 2

PROBLEM DEFINATION

PROBLEM DEFINATION

2.1 PROBLEM STATEMENT

The realm of e-commerce has seen exponential growth in recent years, revolutionizing the way consumers shop for products. In this context, it has become evident that the sneaker market, with its dedicated following and an array of popular brands, requires a tailored solution to enhance the shopping experience for enthusiasts. Traditional e-commerce platforms often lack a focus on the unique needs and preferences of sneaker buyers. This created a void that our project sought to fill.

The problem at hand can be succinctly stated as the absence of a specialized e-commerce platform catering exclusively to sneaker brands. The general e-commerce landscape, while versatile, fails to provide the dedicated environment that sneaker enthusiasts seek. This deficiency encompasses multiple facets:

- **Limited Availability of Exclusive Sneaker Platforms**: Traditional e-commerce websites offer a wide range of products, making it challenging for sneaker buyers to access a focused selection of their favorite brands, such as Nike, Puma, Adidas, Tommy Hilfiger, and Reebok.
- **Complexity in Online Payment Methods**: Many conventional payment gateways can be cumbersome, deterring potential customers. This complexity often results in cart abandonment and a less-than-ideal shopping experience.
- **Security and Personalization**: The security of online transactions and the ability to provide a personalized experience are crucial aspects for any e-commerce website. Addressing these concerns is imperative to build trust and loyalty among customers.

CHAPTER 3
PROPOSED WORK

PROPOSED WORK

3.1 CREATION OF CLASSES

In the development of the "Sharkyy" e-commerce website, specific classes were designed to manage the essential components of the website, including the login and index pages:

Login Page Class (login_page.html): This class is responsible for handling user authentication and the login page's functionality. It manages user registration, login sessions, and the OTP verification process, ensuring that users can securely access the website.

Index Page Class (index_page.html): The Index Page Class focuses on creating an engaging and user-friendly interface for users after they log in. It manages the display of sneaker products, product details, and the ordering process. JavaScript and CSS components are utilized to provide an interactive and responsive user experience on the index page.

3.2 Tools Used

The development of "Sharkyy" leveraged the following tools and technologies:
Coding Languages: HTML, JavaScript, and CSS were the core languages used for website development.

- Development Environment: Visual Studio Code served as the primary integrated development environment (IDE).
- Libraries and Frameworks: JavaScript libraries and frameworks such as jQuery were utilized to streamline development.
- Version Control: Git was employed for version control and collaborative development among team members

3.3 ALGORITHM

1. Start.

2. Initialize the `whatsappNumber` with the WhatsApp number where users will request the access code, e.g., "8799903365".

3. Define a function `sendWhatsAppMessage()`:

   - Get the phone number entered by the user from the input field.

   - Check if the phone number has exactly 10 digits; if not, display an alert indicating that the phone number is invalid.

   - If the phone number is valid:

   - Hide the phone number input form.

   - Display the OTP (access code) verification form.

   - Create a WhatsApp message with the request for the access code.

   - Construct a WhatsApp URL with the message.

   - Open the WhatsApp URL in a new tab, which allows the user to initiate a conversation to request the access code.

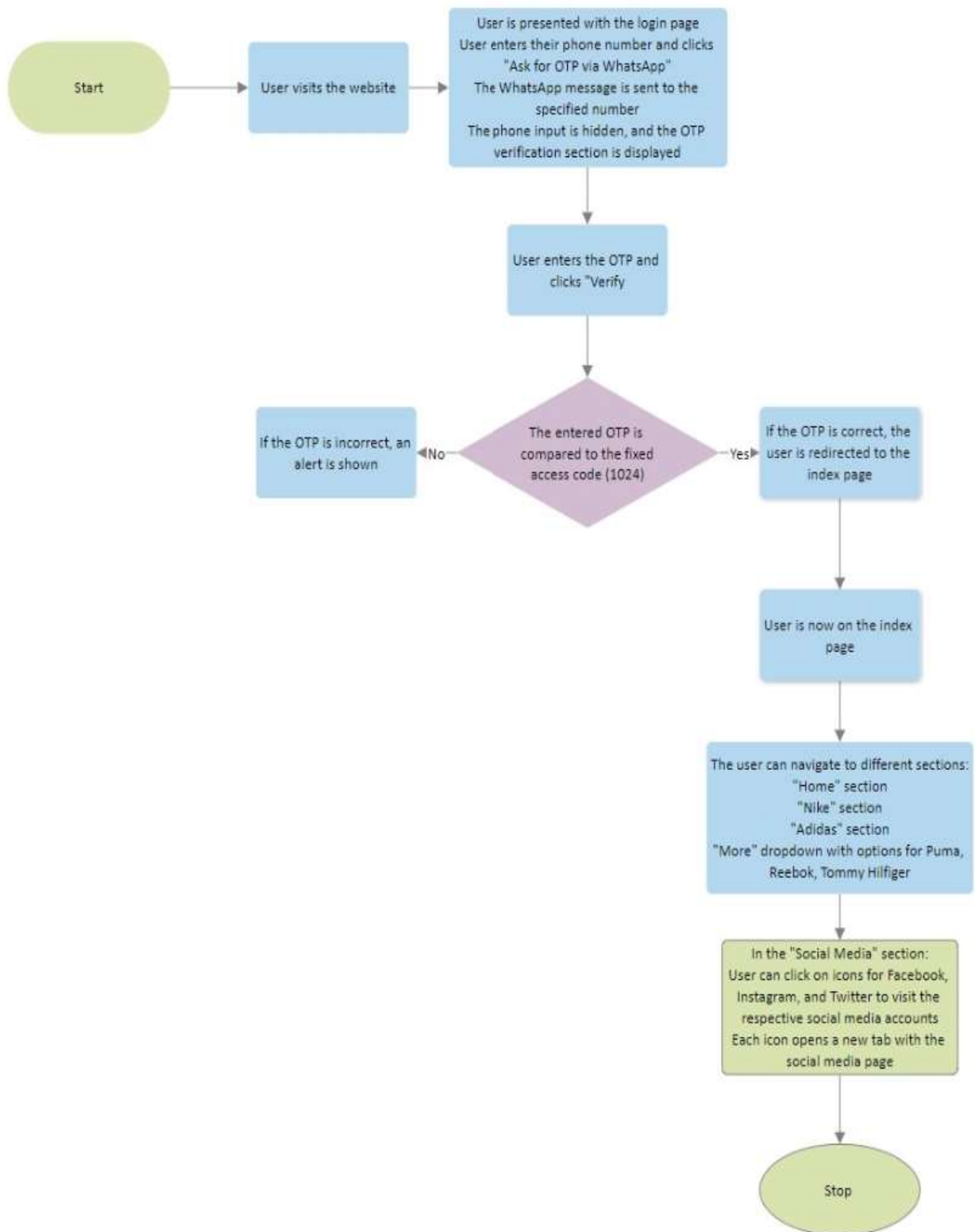**4. Define a function `verifyAccessCode()`:**

   - Get the entered access code from the input field.

   - If the entered access code matches the fixed access code:

   - Display an alert indicating that the access code is verified.

   - Redirect the user to the home page (replace the URL with your actual home page URL).

   - If the entered access code doesn't match the fixed access code:

   - Display an alert indicating that the access code is incorrect and prompt the user to try again.

5. Define a function `resendCode()`:

   - Add logic to resend the access code (e.g., sending a new code to the user's phone or via another channel).

   - Display an alert to inform the user that the access code is being resent.

6. End.

FLOWCHART

Start

User visits the website

User is presented with the login page
User enters their phone number and clicks "Ask for OTP via WhatsApp"
The WhatsApp message is sent to the specified number
The phone input is hidden, and the OTP verification section is displayed

User enters the OTP and clicks "Verify

The entered OTP is compared to the fixed access code (1024)

If the OTP is incorrect, an alert is shown

No

Yes

If the OTP is correct, the user is redirected to the index page

User is now on the index page

The user can navigate to different sections:
"Home" section
"Nike" section
"Adidas" section
"More" dropdown with options for Puma, Reebok, Tommy Hilfiger

In the "Social Media" section:
User can click on icons for Facebook, Instagram, and Twitter to visit the respective social media accounts
Each icon opens a new tab with the social media page

Stop

CHAPTER 4

ANALYSIS AND PLANNING

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1. **Initial Assessment:** Conducted market research, gathered user requirements, and assessed technical feasibility.
2. **Project Goals:** The primary objective was to create a dedicated e-commerce platform for sneaker brands with unique features.
3. **Project Roadmap:** Divided the project into phases, established a timeline, allocated resources, and identified potential risks.
4. **User-Centric Approach:** Emphasized user experience design, feedback loop, and security measures.
5. **Scalability and Future-Proofing**: Planned for scalability and discussed future enhancements.
6. **Budget and Resource Allocation**: Outlined the estimated budget and allocated resources within the team.
7. **Risk Assessment**: Identified potential risks and devised mitigation strategies.
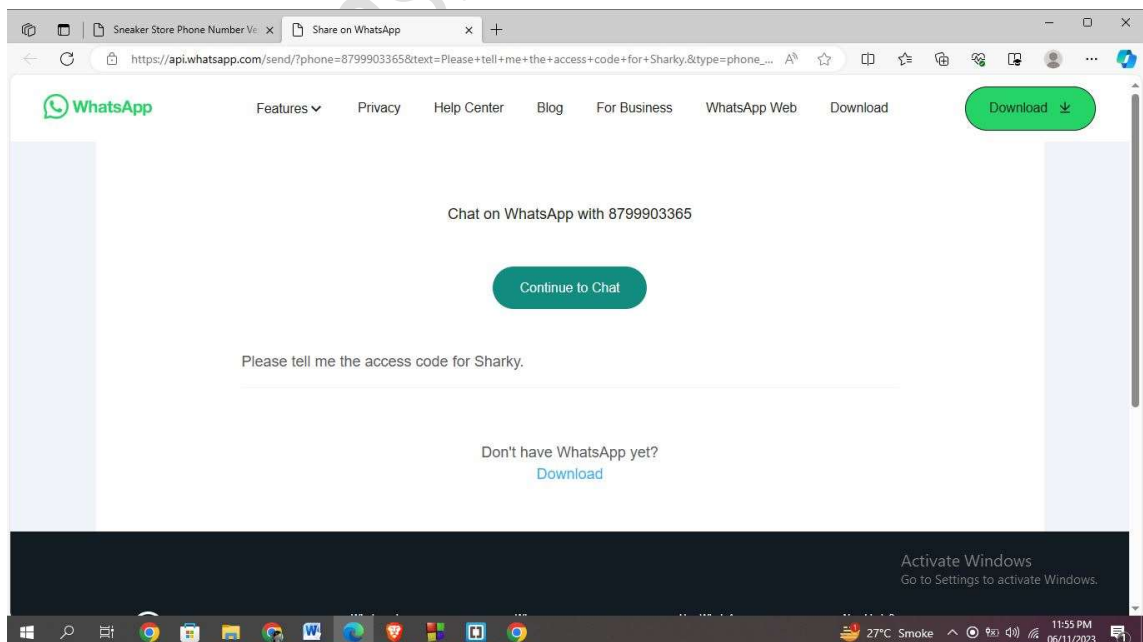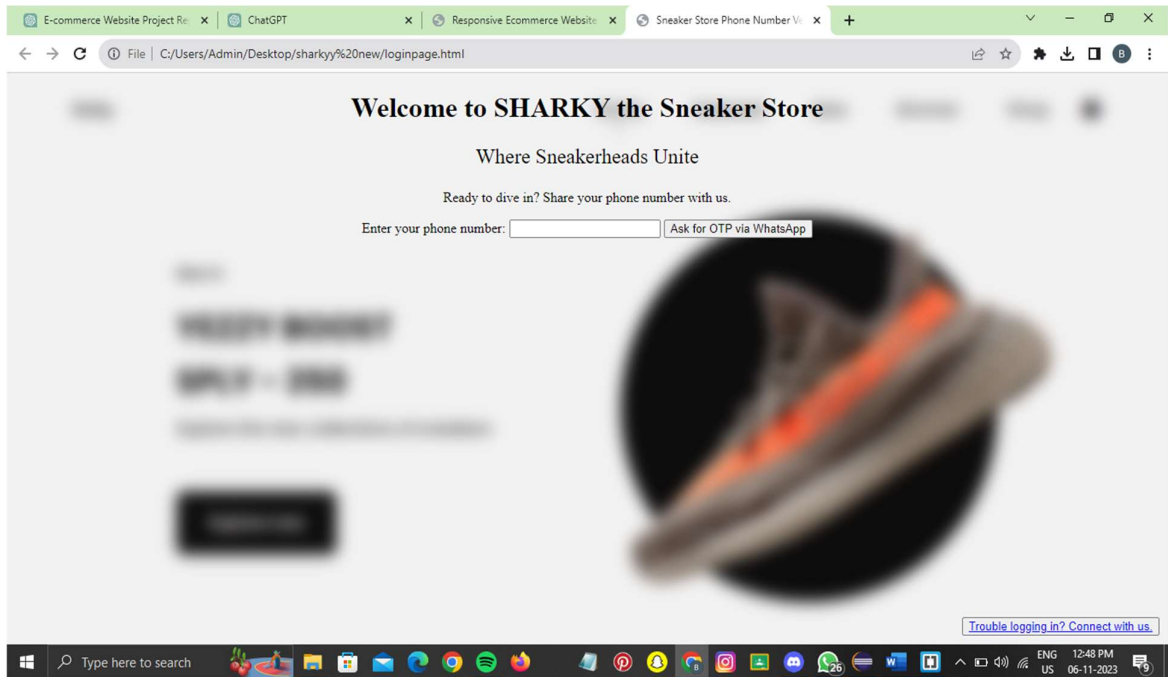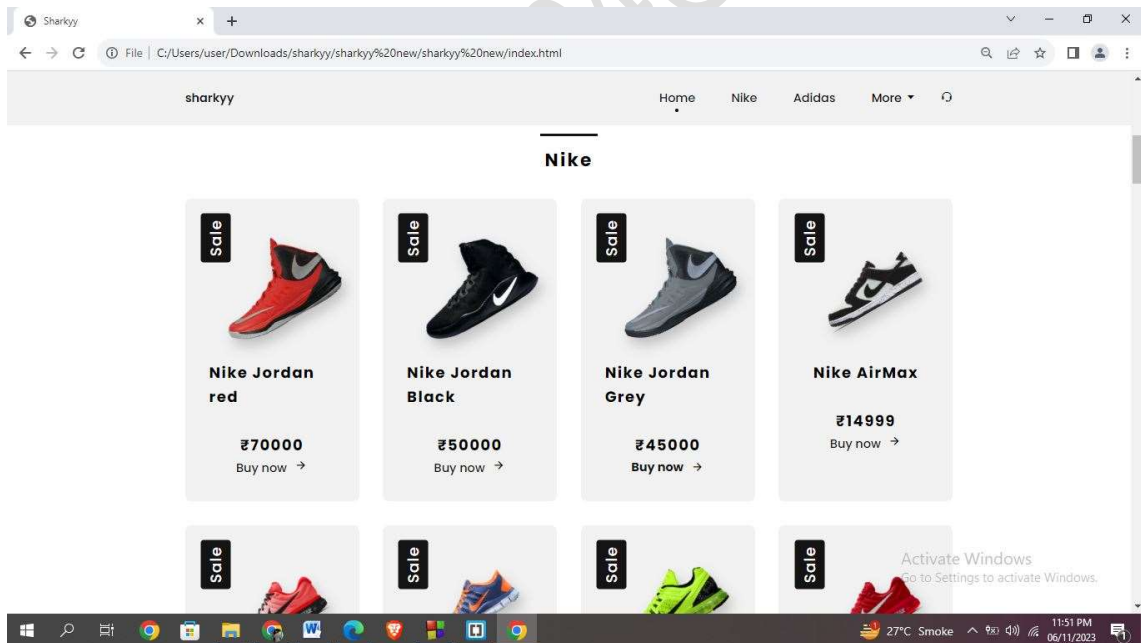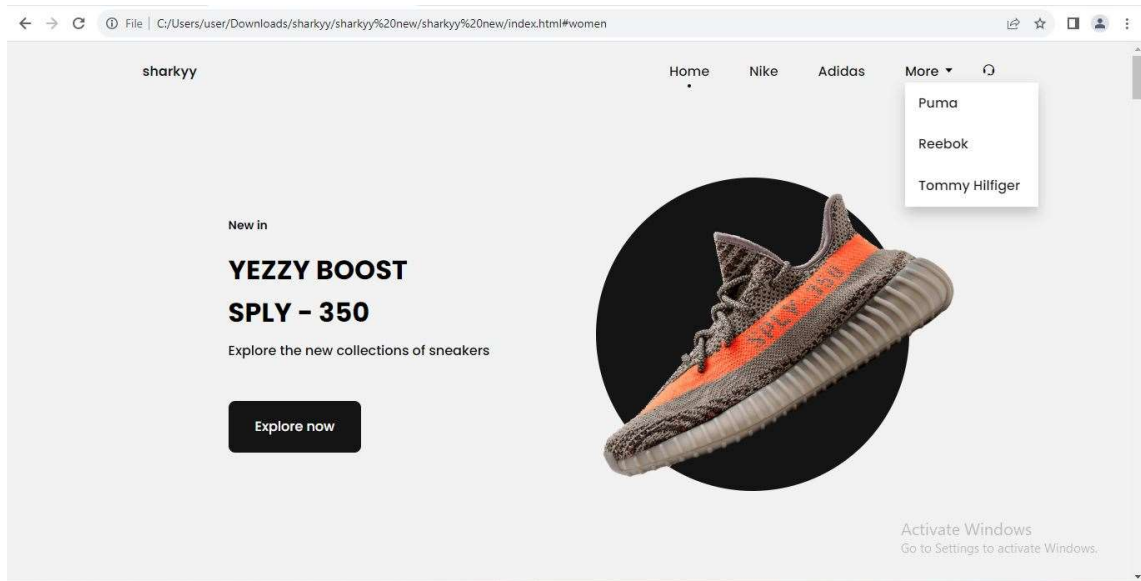
CHAPTER 5

RESULTS

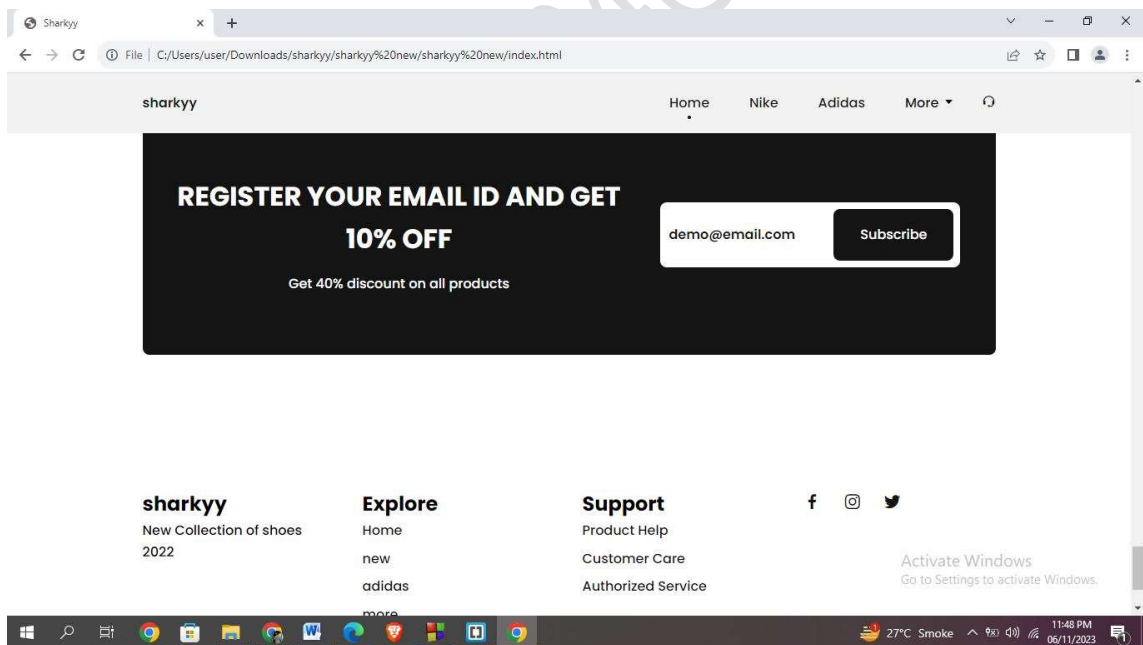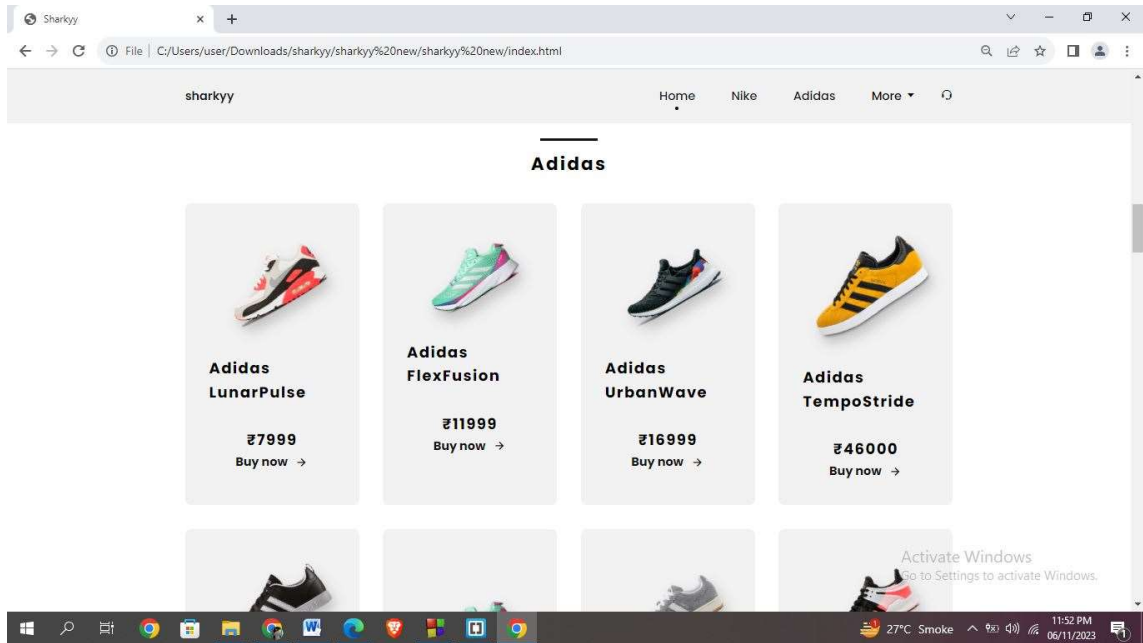# RESULTS

5.1 SNAP SHOTS OF LOGIN

SNAPSHOTS FOR HOME PAGE

CHAPTER 6

FUTURE ENHANCEMENT & FUTURE SCOPE OF PROJECT

FUTURE ENHANCEMENT & FUTURE SCOPE OF PROJECT

6.1 FUTURE SCOPES

- **Expanded Product Range:**
  Consider adding more sneaker brands and models to diversify the product catalog. Explore collaborations with emerging sneaker brands to attract a wider customer base.
- **Mobile Application Development:**
  Develop a dedicated mobile application for "Sharkyy" to provide users with a convenient and optimized shopping experience on their smartphones.
- **Integrated Payment Gateways:**
  While the current manual payment method via WhatsApp is unique, assess the inclusion of standard online payment gateways to offer users a variety of payment options.
- **Analytics and User Insights:**
  Implement analytics tools to collect user data and preferences, enabling personalized product recommendations and improving marketing strategies.
- **Customer Reviews and Ratings:**
  Add a review and rating system for products to enhance the credibility of the platform and assist customers in making informed purchase decisions.
- **Enhanced User Profiles:**
  Enrich user profiles with features like order history, saved items, and personalized recommendations to create a more engaging and tailored user experience.

• 5.2 Extended Project Scope

- **Marketing and Expansion:**
  Strategically expand the reach of "Sharkyy" through marketing campaigns, brand partnerships, and collaborations with renowned sneaker influencers.
- **Global Market Penetration**:
  Extend the platform's capabilities to cater to international markets and provide global shipping options to tap into a global customer base.
- **AI and Machine Learning Integration**:
  Incorporate artificial intelligence and machine learning algorithms to analyze user behavior, predict trends, and enhance the efficiency and personalization of the platform.

CHAPTER 7
CONCLUSION

CONCLUSION

In conclusion, "Sharkyy" represents our dedication to creating a specialized and user-centric e-commerce platform for sneaker enthusiasts. Through innovative features and a commitment to market research, "Sharkyy" offers a secure and tailored shopping experience.

Throughout the project's development, we have strived to implement innovative features, such as manual payment processing via WhatsApp and a secure OTP-based login system, setting "Sharkyy" apart from the standard e-commerce landscape. Our dedication to understanding market trends and user requirements has allowed us to tailor the platform to meet the specific needs and preferences of our valued users.

Looking forward, "Sharkyy" is not just a static entity but a dynamic project with a clear roadmap for growth. Our focus on scalability, expansion, and enhanced user engagement positions us for continued success. We aim to remain agile and responsive to the evolving demands of the sneaker community.

With the ongoing support of our dedicated team and the passion of our users, we are excited about the journey that lies ahead. "Sharkyy" is poised for a future marked by innovation, expansion, and a commitment to delivering an exceptional sneaker shopping experience. We are ready to meet the challenges and opportunities that come our way and look forward to the road ahead with great anticipation.

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Acknowledgement

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YASH NARAYAN DIWATE (28)

BHARGAV UMESH KALAN (55)

ANUSH NITIN GAJBHIYE (33)

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