

Modern Furniture E- Commerce Platform



A Sophisticated Shopping Experience



MUHAMMED SAHIL CM

Website Pitch →

Purpose:

- Provide a seamless online shopping experience for high-quality furniture
- Bridge the gap between traditional furniture shopping and modern e-commerce
- Focus on user experience and accessibility



User Engagement Strategy:

- Intuitive product browsing and filtering
- Smooth checkout process

Future Developments:

- AR/VR product visualization
- AI-powered recommendations
- Mobile app development
- Enhanced customization options

RESEARCH PROCESS

- WIREFRAMING



- **Implemented Layouts**

Homepage with featured products

Product listing with filtering

Product detail page

Shopping cart

Checkout process

- **Key Design Decisions**

Clean, minimalist interface

Focus on product imagery

Easy navigation

Mobile-first approach



TECHNICAL IMPLEMENTATION

Technologies Used:

- React 18
- TypeScript
- Redux Toolkit
- Tailwind CSS
- Framer Motion

Key Features:

- Responsive design
- State management
- Form validation
- Animations
- API integration

Research Process – Usability Testing

User Testing Methods:

- A/B testing of layouts
- Navigation flow testing
- Form submission testing
- Mobile responsiveness testing

Key Findings:

- Users prefer large product images
- Simplified checkout process preferred
- Clear category navigation needed
- Mobile optimization crucial

Analytics & Data Ethics

Metrics Tracked:

- User engagement
- Conversion rates
- Bounce rates
- Page load times
- User flow

GDPR Compliance:

- Data encryption
- User consent management
- Privacy policy
- Data retention policies
- Secure payment processing

Technical Implementation – State Management

- 
- **Redux Implementation**
 - Product state management
 - Cart functionality
 - User authentication
 - Order processing

- **Key Features**
 - Persistent cart
 - Product filtering
 - User authentication
 - Order tracking



Accessibility Implementation

- **WCAG Compliance**

- Semantic HTML structure

- ARIA labels for interactive elements

- Keyboard navigation support

- Screen reader compatibility

- Proper color contrast

- **Inclusive Design**

- Responsive layouts

- Clear navigation

- Readable typography

- Consistent UI patterns

User Experience Features

- **Implemented Features**

- Product search and filtering

- Detailed product views

- Shopping cart management

- Checkout process

- Order confirmation

- **User Flow**

- Browse products

- Add to cart

- Checkout

- Order confirmation

- Order tracking

Challenges & Solutions

- **Technical Challenges**

- State management complexity
- Form validation
- Responsive design
- Performance optimization

- **Solutions Implemented**

- Redux for state management
- Custom form validation
- Mobile-first approach
- Code optimization

Future Enhancements



- Planned Features

- Backend integration

- Payment gateway

- User profiles

- Order history

- Product reviews

Conclusion

-

- **Key Takeaways**

- User-centered design

- Accessibility focus

- Modern technology stack

- Scalable architecture



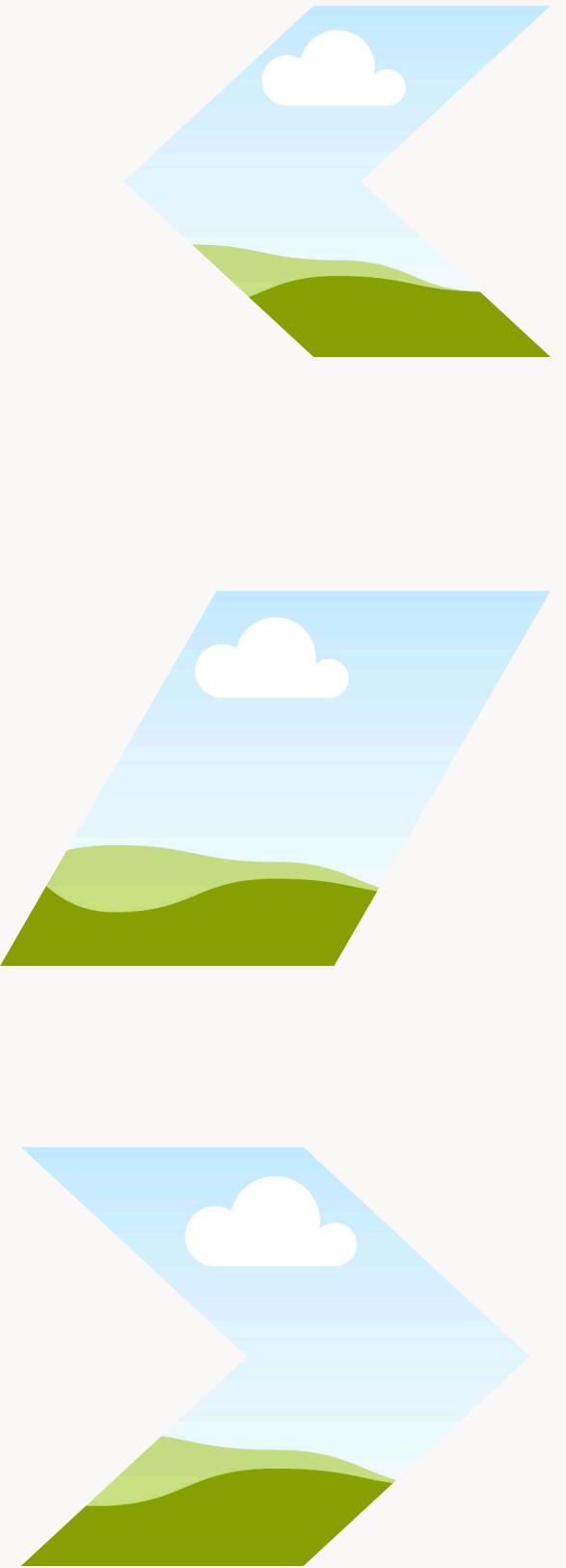
[GO BACK TO AGENDA PAGE](#)

Thank you!



References

[React Documentation](#)
[Redux Toolkit Documentation](#)
[Tailwind CSS Documentation](#)
[Framer Motion Documentation](#)
[WCAG Guidelines](#)
[GDPR Documentation](#)



Resource

Github: <https://github.com/Msahilcm/Fw.git>

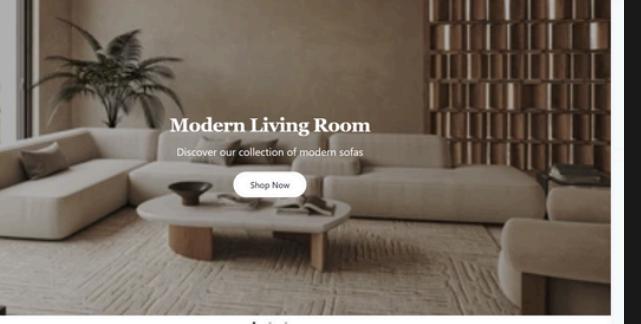
Demo: <https://fathimawood.netlify.app>

Home Products Track Order Profile Logout

Search products...  

Modern Living Room

Discover our collection of modern sofas.


[Shop Now](#)

 Free Shipping
On all orders over \$100

 Secure Payment
100% secure payment

 24/7 Support
Dedicated support

This Week Featured Product

Add elegance and sophistication to your space with this beautifully crafted furniture collection. Its sleek design and natural finesse blend seamlessly with any decor, while the detailed finish lends each piece some extra character and charm. Perfect for those looking to create a sophisticated yet cozy atmosphere in your home or office.



A Huge Collection of Furniture

All Chair Table Bed Desk Sofa Storage


Modern Sofa
\$1299.99
[View Details](#)


Dining Table Set
\$899.99
[View Details](#)


King Size Bed
\$1499.99
[View Details](#)


Study Desk
\$399.99
[View Details](#)

[See More Products →](#)

*10% off will be applied to your first order once you have registered an account, and will apply to full price items only. [T&C's Apply](#)

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Search products...  

Our Furniture Collection

Discover our carefully curated collection of premium furniture pieces for your home.

 Search furniture...

Categories

- All
- Sofa
- Table
- Bed
- Chair
- Desk
- Storage

Price Range

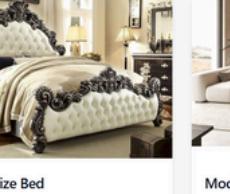
\$0  \$2000

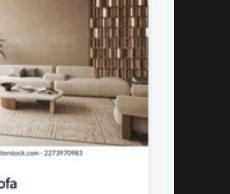

Accent Chair
Stylish accent chair perfect for any room.
Material: Velvet, Metal
Dimensions: 70cm x 65cm x 85cm
\$449.99 In Stock 


Bookshelf
Modern 5-tier bookshelf.
Material: Metal, Wood
Dimensions: 80cm x 30cm x 180cm
\$249.99 In Stock 


Coffee Table
Contemporary coffee table with glass top.
Material: Glass, Metal
Dimensions: 100cm x 60cm x 45cm
\$299.99 In Stock 


Dining Table Set
6-seater dining table with matching chairs.
Material: Oak Wood
Dimensions: 180cm x 90cm x 75cm
\$899.99 In Stock 


King Size Bed
Luxurious king size bed with headboard.
Material: Engineered Wood, Fabric
Dimensions: 200cm x 180cm x 120cm
\$1499.99 In Stock 


Modem Sofa
Elegant 3-seater sofa with premium fabric upholstery.
Material: Premium Fabric, Solid Wood
Dimensions: 220cm x 85cm x 70cm
\$1299.99 In Stock 


Study Desk
Modern study desk with storage compartments.
Material: MDF with Oak Finish
Dimensions: 120cm x 60cm x 75cm
\$399.99 In Stock 


Wardrobe
Spacious 3-door wardrobe with mirror.
Material: Engineered Wood
Dimensions: 150cm x 60cm x 200cm
\$899.99 In Stock 

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Search products...  

Track Your Order

Order ID

Track Order

Order Status

Status	In Transit
Estimated Delivery	2024-03-15
Current Location	Warehouse

Tracking History

1	Order Placed	2024-03-10	Online Store
2	Processing	2024-03-11	Warehouse
3	Shipped	2024-03-12	Warehouse
4	In Transit	2024-03-13	Distribution Center

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We'd love to hear from you

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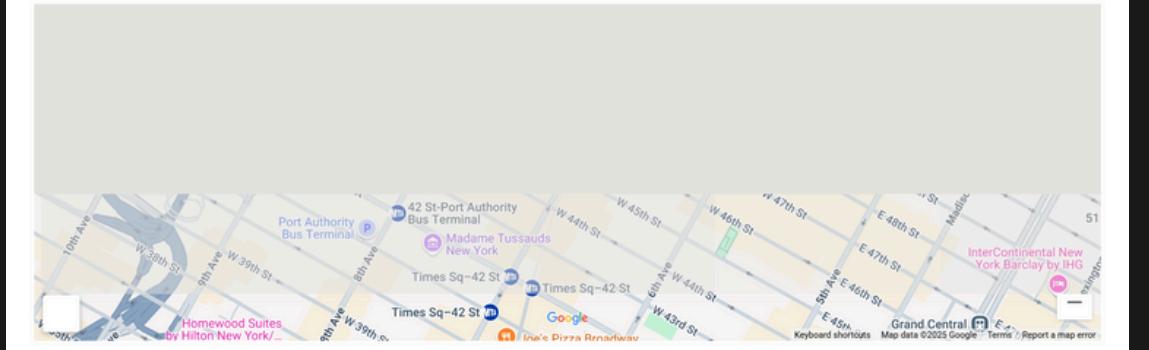
Have questions about our products or services? We're here to help. Reach out to us using the contact information below or fill out the form.

 **Address**
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Sales: sales@artlab.com

 **Business Hours**
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Saturday: 10:00 AM - 4:00 PM
Sunday: Closed



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 **sahil** sahil@gmail.com 

 **Profile**  **Orders**  **Settings**

Order History

Order #	Placed on	Status	Total
Order #ORD-12345	Placed on 2024-03-10	Delivered	\$299.99
Modern Sofa x 1			\$299.99
Track Order			Total: \$299.99
Order #ORD-12346	Placed on 2024-03-15	In Transit	\$399.99
Dining Table x 1			\$199.99
Chair Set x 4			\$199.99
Track Order			Total: \$599.98

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