

Stylish

Mobile App Development Internship Excelerate

By

GROUP_42

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Purpose of the App

Problem:

Many users face difficulties finding trustworthy online platforms that offer a seamless shopping experience with secure payments, accurate product information, and reliable delivery tracking. On the business side, store owners struggle with managing inventory, tracking sales, and maintaining direct communication with customers efficiently — especially without technical expertise or expensive systems.

Solution:

Our **E-Commerce App** provides an all-in-one mobile platform that simplifies online shopping for customers and streamlines management for store admins. Customers can easily browse categorized products, view detailed descriptions, add items to their cart, make secure payments, and **track orders in real time**. Meanwhile, admins can manage products, and monitor orders.

The app's modern UI and smooth navigation ensure a convenient, fast, and engaging shopping experience.

Summary:

The proposed project will cover both user and admin modules, focusing on building a functional, visually appealing, and responsive mobile app using Flutter.

The initial development phase will be completed over several weeks, including UI design, feature implementation, and testing.

The app's goal is to deliver a cost-effective and scalable solution for small and medium-sized online businesses seeking a professional mobile shopping platform.

Project Background and Goals

Client's Challenge:

In today's digital marketplace, many small and mid-sized retailers struggle to transition from traditional in-store sales to effective online platforms. They often lack access to affordable, easy-to-manage e-commerce solutions that handle both customer experience and backend operations like product inventory, order tracking, and sales analytics.

As a result, these businesses face reduced visibility, inefficient sales management, and missed opportunities to engage modern digital consumers.

App Objectives:

The primary goal of the **E-Commerce App** is to bridge the gap between customers and store owners through a simple, mobile-first platform. The app aims to:

- Increase customer engagement and retention through a user-friendly shopping experience.
- Improve operational efficiency for store owners by automating order and inventory management.
- Generate higher sales and revenue through accessible online transactions and promotions.
- Enhance brand visibility with a modern, scalable, and data-driven mobile solution.

Target Audience:

- **Primary Users (Customers):** Individuals aged 18–45 who prefer online shopping for convenience and variety. They expect a secure, intuitive, and visually appealing app to browse, purchase, and track products.
- **Secondary Users (Admins):** Store owners or retail managers responsible for managing products, processing orders, and monitoring performance metrics. The admin panel is designed for non-technical users, ensuring simple and efficient management of online operations.

Proposed Solution

Core Features:

For Customers:

- **User Authentication:** Secure sign-up and login with password protection.
- **Product Browsing:** View categorized products with search and filter functionality.
- **Product Details:** Access detailed product descriptions, pricing, and images.
- **Shopping Cart:** Add, remove, or modify items before checkout.
- **Checkout & Payment:** Complete purchases securely using integrated payment gateways.
- **Order Tracking:** Monitor real-time order status and history.
- **Wishlist:** Save products for future purchases.
- **Notifications:** Receive updates on offers, discounts, and delivery status.

For Admins:

- **Product Management:** Add, edit, or delete product listings with images and details.
- **Order Management:** View and update the status of customer orders.
- **Sales Dashboard:** Access visual analytics on sales, customer activity, and inventory.

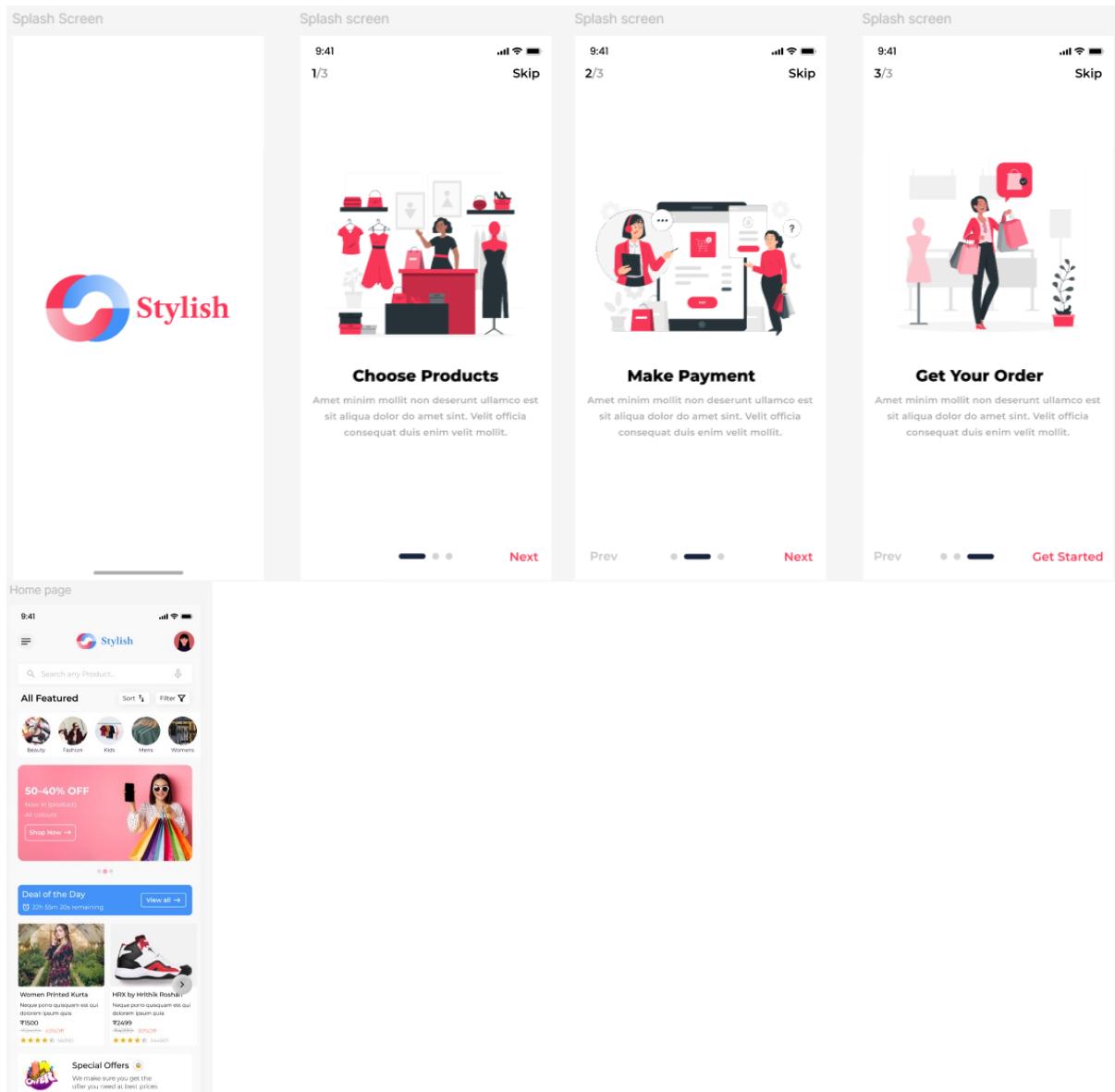
User Experience (UX) and Flow:

The app is designed with a **minimal, intuitive interface** to ensure a smooth flow between browsing, purchasing, and order tracking.

1. **Onboarding:** User logs in or signs up.
2. **Home Screen:** Displays featured products and categories.
3. **Product Listing:** Allows browsing and filtering of items.
4. **Product Details:** Shows detailed information and “Add to Cart” button.
5. **Cart Screen:** Displays selected items for checkout.
6. **Payment & Confirmation:** Secure payment and order confirmation screen.
7. **Order Tracking:** Users can track delivery progress in real time.
8. **Admin Panel:** Accessible to admins for managing products and orders.

Screenshots of UI :

Home Page:



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LOGIN:

Sign In

9:41

Welcome Back!

Username or Email

Password 

[Forgot Password?](#)

Login

- OR Continue with -

Create An Account [Sign Up](#)

Sign Up

9:41

Create an account

Username or Email

Password 

ConfirmPassword 

By clicking the [Register](#) button, you agree to the public offer

Create Account

- OR Continue with -

I Already Have an Account [Login](#)

Forgot password

9:41

Forgot password?

Enter your email address

* We will send you a message to set or reset your new password

Submit

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PRODUCT/PROGRAM LISTINGS:

Trending Products

9:41

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Search any Product..

52,082+ Items

Sort ↑ Filter ▾

Black Winter...
Autumn And Winter Casual cotton-padded jacket..
₹499
★★★★★ 6,890

Mens Starry
Mens Starry Sky Printed Shirt 100% Cotton Fabric
₹399
★★★★★ 152,344

Flare Dress
Antheaa Black & Rust Orange Floral Print Tiered Midi F..
₹1,990
★★★★★ 3,35,566

denim dress
Blue cotton denim dress Look 2 Printed cotton dr..
₹999
★★★★★ 27,344

Black Dress
Solid Black Dress for Women, Sexy Chain Shorts Ladi..
₹2,000
★★★★★ 523,456

Pink Embroide...
EARTHEN Rose Pink Embroidered Tiered Maxi Dres..
₹1,900
★★★★★ 45,678

Jordan Stay
The classic Air Jordan 12 to create a shoe that's fres..
₹4,999
★★★★★ 10,23,456

Realme 7
6 GB RAM | 64 GB ROM | Expandable Upto 256..
₹3,499
★★★★★ 3,44,567

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PRODUCT/PROGRAM DETAILS:

Shop page

Size: 7UK

6 UK 7 UK 8 UK 9 UK 10 UK

Nike Sneakers

Vision Alta Men's Shoes Size (All Colours)

56,890 reviews

₹2,999 ₹1,500 50% OFF

Product Details

Perhaps the most iconic sneaker of all-time, this original "Chicago" colorway is the cornerstone to any sneaker collection. Made famous in 1985 by Michael Jordan, the shoe has stood the test of time, becoming the most famous colorway of the Air Jordan 1. This 2015 release saw the ... [More](#)

[Nearest Store](#) [VIP](#) [Return policy](#)

[Go to cart](#) [Buy Now](#)

Delivery in 1 within Hour

Checkout

Delivery Address

Address : 216 St Paul's Rd, London N1 2LL, UK
Contact : +44-784232

Shopping List

Women's Casual Wear

Variations: Black Red

4.8 ★★★★☆ \$ 34.00 upto 33% off \$ 64.00

Men's Jacket

Variations: Green Grey

4.7 ★★★★☆ \$ 45.00 upto 28% off \$ 67.00

Total Order (1) : \$ 34.00

Total Order (1) : \$ 45.00

🔗 Figma Design Link:

<https://www.figma.com/design/GHUHLXIKisIV8WokTXfFkP/eCommerce-App-UI-Kit---Case-Study-Ecommerce-Mobile-App-UI-kit--Community-?node-id=1->

🔗 Git Repository Link:

<https://github.com/Mustafaahmed10/Excelerate-MAD-Internship.git>