



Etsy

## E-commerce website similar to Etsy using WordPress

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## 1. Introduction

Etsy is the global marketplace for unique and creative goods. It's home to a universe of special, extraordinary items, from unique handcrafted pieces to vintage treasures.

It ranked number **2** as the most visited e-commerce website after **amazon.com**

### 1.1 Background

rebuild a running web store similar to Etsy e-commerce sitestore with new theme and new plugins.

### 1.2 Purpose

Our team aims to enhance responsive design using additional tools for optimization, adding sections to show product categories and adding sections to show checkout and how to pay.

### 1.3 Previous work done(competitors analysis)

There are a lot of shopping sites out there like Amazon, Noon, AliExpress and so on. We can say that Amazon is No.1 as an e-commerce web application in terms of security, Performance, design, quality of Products

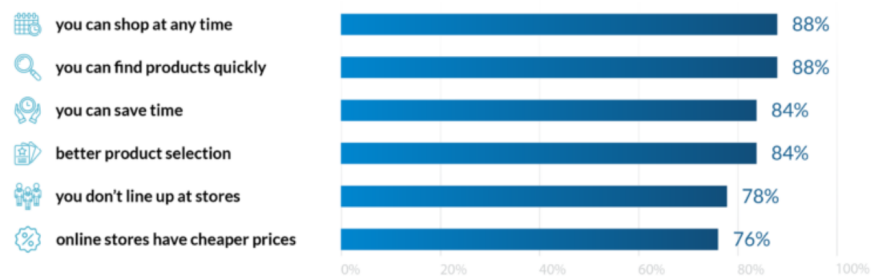
### 1.4 customers' Analysis

Online shopping market statistics reveal that businesses worldwide are engaging more and more of their customers through the internet. With each passing year, the numbers continue to grow in favour of these entrepreneurs. Below, you'll see there's an increasing number of digital buyers as well as higher revenues for online shopping in different countries. Moreover, average online store visits per user have become more frequent in the past few years.

- Ecommerce sales increased by 25% due to Covid-19. (BigCommerce, 2021)
- The total number of digital buyers in the US alone is 258.9 million. This figure is expected to rise to more than 307 million in 2023. (Statista, 2018)
- 69% of Americans have shopped online. (NPR, 2018)
- 25% of American adults shop online at least once every month. (NPR, 2018)
- 53% of US teens like to shop on Amazon. (Piper Sandler, 2020)
- 1 in every 4 online consumers purchases from online stores once a week. (Invesp, 2019)

## 1 Top reasons for shopping online

Source: National Public Radio



## 2 What consumers look up on their mobiles while inside physical stores

Source: Global Online Consumer Report



## 3 Channels through which consumers see a product before purchasing

Source: Global Online Consumer Report



### 1.5 Scope

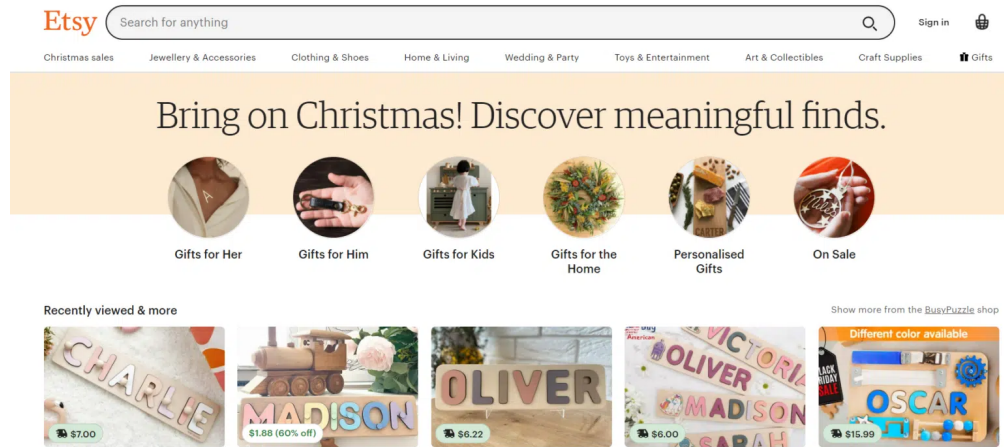
There are plenty of ecommerce platforms for sellers to sell their products, but there are just a few that specialise in selling handmade and custom items with an established audience. Etsy is one of them.

you can sell almost anything, on Etsy you can only sell handmade products, vintage (objects over 20 years old), or materials for crafts.

Handmade products can be made by you, or you can sell items made by other people as long as they fall in the vintage category or the craft supplies.

So you don't have to be a crafting genius to sell on Etsy. You can also look for distributors of crafts supplies and sell them on the platform, or buy old clothes,

decorative objects or accessories in places like flea markets and put them on sale on Etsy.



But remember, reselling isn't allowed in the Handmade category. Every product listed in Etsy's Handmade category must be made or designed by you (the seller) or someone who is part of your business. Reselling is only allowed in the vintage and craft supplies categories.

## 1.6 Stakeholders/Beneficiaries

The site deals with a number of sellers who apply to display their products in our store, so it deals with customers who are looking to buy distinctive products, and there is also a shipping company that is the link between the customer and the seller ... There are also banks to facilitate payment methods. And of course there are those in charge of the store and they are us

## 1.7 Business Model

Etsy business model based on business to consumer (B2C), It is when a company markets its products or services directly to end users. It is the most widely known form of commerce.

In eCommerce, there are five different B2C business models: direct sellers, online intermediaries, advertising-based, community-based, and fee-based.

And Etsy is based on " **Online intermediaries are online businesses**" , A model that brings sellers and consumers together and takes a cut of each transaction made.

## 2. Requirements

### 2.1 User / Functional requirements

Allow users to successfully access our application on the web and must send a welcome mail to our customer **Welcome to Etsy**. The system must send a confirmation email whenever an order is placed **Thank you for your order**, there will be some details about your order in the same mail.

As an existing user, I want to be able to log into my account. The system must allow users to log into their account by entering their email and password. The system must allow users to reset their password by clicking on "I lost my password".

As a seller you will receive an email for each customer buying from your store with details about this product.

#### 2.1.1 List of Functional Requirements or Features

- Mobile-friendliness.
- Ease of use in the checkout flow.
- Personalization.
- Accessibility.
- Etsy Shop -separate dashboard for sellers.
- Search function
- Filter Function
- Adding review on products
- Wish list
- Mega Menu to organise different categories with its subcategories

### 2.2 use cases

- Creating a tailored experience for users on an e-Commerce platform with user-generated data and business-oriented data is called e-Commerce personalization. Personalization can take place across various platforms. In an app, it's called app personalization, and on a website, it's called web personalization.
- If done right, web personalization is a process of giving each user an individualized experience when they interact with a website – More like one website with a million versions.
- For example, notice how no two users will ever have the same landing page on Amazon.

They're configured to look unique to each user such as:

Recently viewed Section.

Similar items

Drive user loyalty

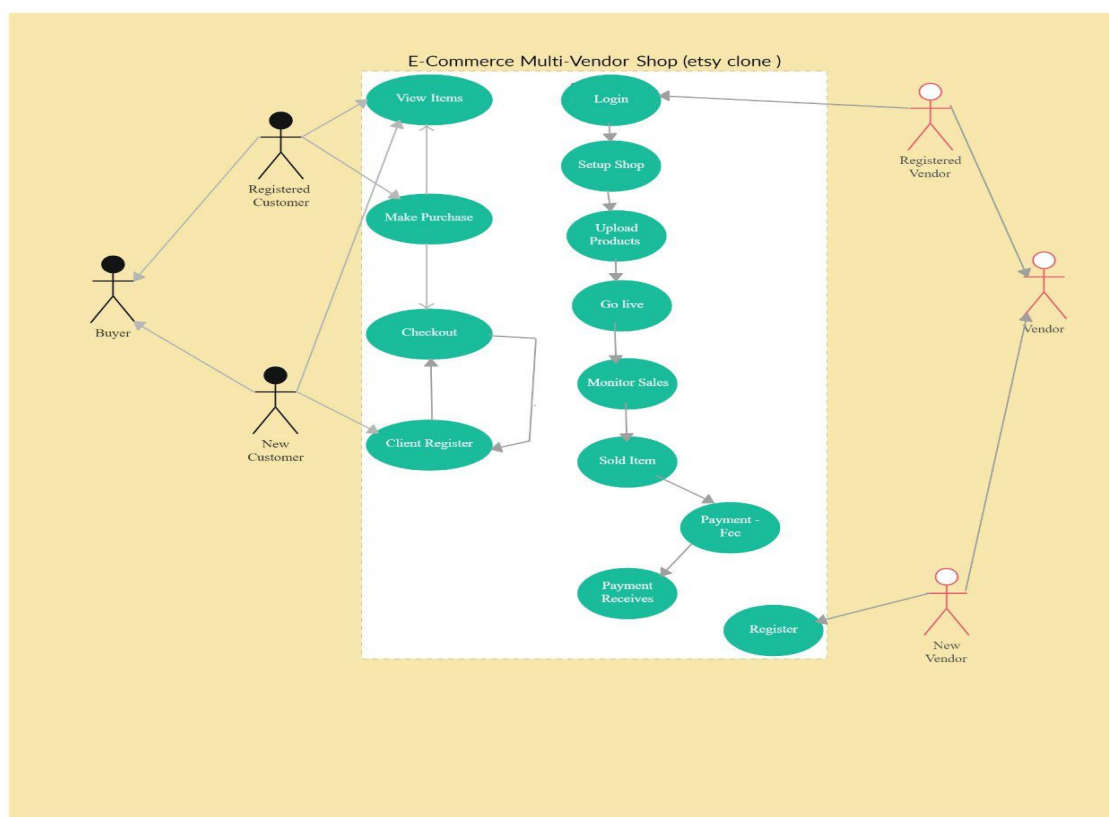
Cart abandonment{Continue Shipping}

### 2.2.1 Actors

Our store has a number of sellers. Each seller has own store to present his products so one of our actors is the seller.

Shipping company as an external actor deals with us to deliver the product to the customer.

Our website has a financial, technical and system admin.



### 3.Objectives/List of Services(measurable)

Etsy is primarily used to connect sellers with buyers for selling vintage items, handmade goods, art, and crafts.

**It Provides a list of services:**



- Print on demand.
- Etsy tags.
- Etsy store promotion.
- Etsy store.
- Etsy shop setup.
- Etsy shop.
- Etsy setup.
- Etsy seo.
- Etsy Categories and sub categories listing
- Shipping Services
- Affiliate Marketing for bloggers and content creators.
- Wedding Gifts list dashboard .
- Custom gifts
- Etsy Team to connect sellers
- Different payment Method available.
- Etsy Blog
- Etsy Gift cards printable .
- Printing Service

## 4. Design Overview

### 4.1 System Architecture

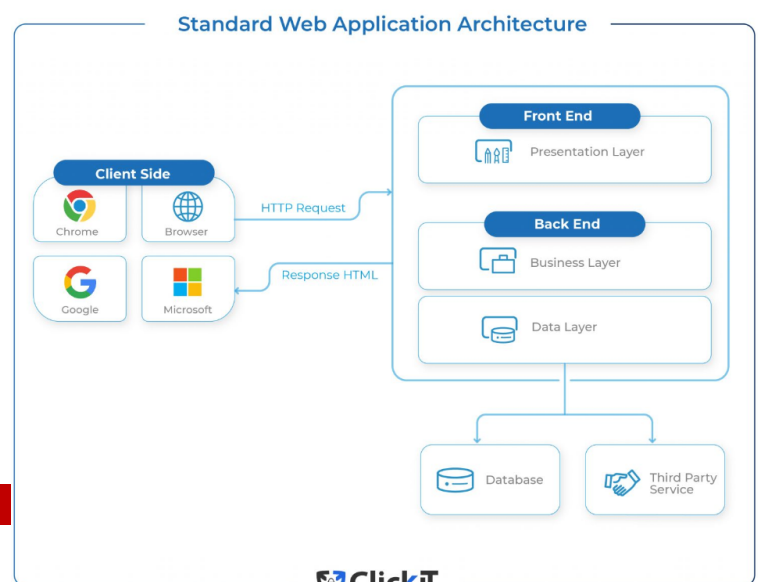
Typically a web-based application architecture comprises 3 core components:

1) Web Browser: The browser or the client-side component or the front-end component is the key component that interacts with the user, receives the input and manages the presentation logic while controlling user interactions with the application. User inputs are validated as well, if required.

2) Web Server: The web server also known as the backend component or the server-side component handles the business logic and processes the user requests by routing the requests to the right component and managing the entire application operations. It can run and oversee requests from a wide variety of clients.

#### We used Apache web server

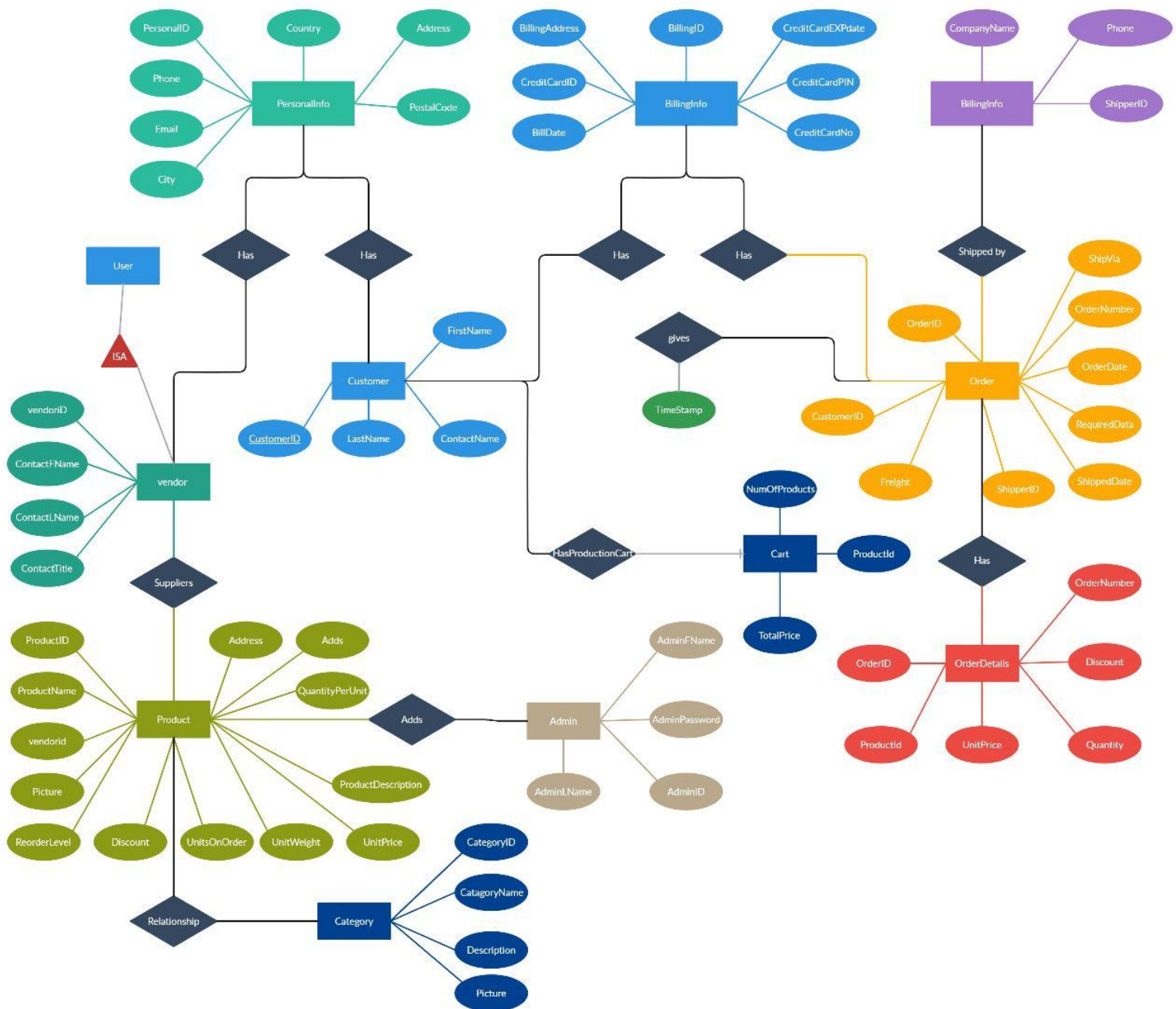
3) Database Server: The database server provides the required data for the application. It handles data-related tasks. In a multi-tiered architecture, database servers can manage business logic with the help of stored



procedures.

We used MYSQL Data base

## 4.2 Data Design(Entity Relationship Diagram)



## 5. Implementation

### 5.1 Tools & Technologies

1. **Theme:** woostify.

2. **Plugins >>**

- Woocommerce
- Multi-step checkout for WooCommerce
- All-in-One WP Migration
- Checkout Field Editor for WooCommerce
- Dokan
- Dokan pro
- Duplicator pro
- Elementor pro
- ElementsKit Lite
- Google Listings and Ads
- LiteSpeed Cache
- Login/Signup Popup
- Product Sort and Display for WooCommerce
- ShopLentor Pro – WooCommerce Builder for Elementor & Gutenberg
- ShopLentor – WooCommerce Builder for Elementor & Gutenberg
- Simple Custom CSS and JS
- String Locator
- UpdraftPlus - Backup/Restore
- WooCommerce Conversion Tracking
- WooCommerce PayPal Payments
- Woostify Sites Library
- Woostify Pro
- Wordfence Security
- WordPress Importer
- WP Notification Bell
- WPForms Lite
- YITH WooCommerce Wishlist Premium
- Yoast SEO
- Yoast SEO Premium
- Yoast SEO: WooCommerce

### 5.2 Hardware Requirements

- Web server: Apache with mod-rewrite module.
- Disk space: At least 1 GB.
- PHP: Version 7.4 or higher.
- Database: MySQL 5.015 or higher (An alternative is MariaDB, version 10.1 or higher)
- RAM (Random Access Memory): At least 512 MB.
- CPU (Central Processing Unit): At least 1.0 GHz.

### 5.3 Steps of Installation

Easy to install wordpress on hosting server

## **6. USER/CUSTOMER TESTING**

### **6.1 USERS/CUSTOMERS FEEDBACK**

- Easy to use
- High speed & performance
- SEO improvment
- Responsive on Mobile phone
- Security & bug free

### **6.2 Improvements done**

This is a clone for the etsy website.

## **7. RECOMMENDATIONS(FUTURE WORK)**

- We can add multiple languages to the etsy website.
- We can empower our website with AI technology .

## **8. USER GUIDE(SEE ATTACHMENT**

### **8.1 QUICK START GUIDE**

### **8.2 MAIN SCENARIOS**

HOME PAGE

LOG IN

SELECTING AN ACCOUNT

SEARCHING FOR PRODUCTS

CATEGORY & MANUFACTURER BROWSING

ADDING ITEMS TO CART

“ONE AT A TIME” METHOD

“ALL ITEMS AT ONCE” METHOD.

ADD TO Wish LISTS 7

PRODUCT DETAIL PAGE

COMPARING ITEMS

REVIEWING A CART

SHIPPING OPTIONS

PAYMENT OPTIONS

ORDER CONFIRMATION EXPORT

YOUR ACCOUNT

TRACKING ORDERS 1

ORDER DETAIL

VIEW MY OPEN BALANCE

MAKE ONLINE PAYMENT

METHOD OF PAYMENT

20VIEW MY PAYMENT HISTORY

DRAFT ORDERS

FAVOURITE LISTS

CREATE A NEW FAVOURITE LIST

USING FAVOURITE LISTS

EDIT AN EXISTING FAVOURITE LIST

ADD ITEMS TO FAVOURITE LIST

ORDER FROM HISTORY

ORDERING FROM HISTORY

“ONE AT A TIME” METHOD

“ALL ITEMS AT ONCE” METHOD

QUICK ORDER

## 8.3 TROUBLESHOOTING

### 1. website won't load 😞

- If people can't access your website, they miss out on all the awesome things your business offers. You can check the status of your pages using a tool like our HTTP status checker (<https://www.webfx.com/tools/http-stat...>)
- One common error code you may be familiar with is a 404 error. This means the URL you're trying to reach does not exist. You may have simply misspelt a word. Or the page you want to reach has a new URL.

### 2. website is slow 😞

- Page speed impacts your performance in the search results, so a slow website can lead to less traffic overall. It also creates a bad user experience, sending those valuable site visitors to other businesses.
- Some large files may be the cause of your slow loading speed, but Nicole goes more in-depth on this website issue in the video.

### 3. You don't see your site on Google 😞

- SO MANY PEOPLE find websites through Google. Your website may not appear for a variety of reasons, including penalties, bad SEO, and technical SEO mistakes.
- Google Search Console can help you pinpoint and fix this website issue if you use it.

### 4. website doesn't convert visitors 😞

- You can get all the traffic in the world, but if people aren't converting, that traffic isn't as valuable as it seems.
- Things like bad user experience, misplaced buttons, and page copy can all impact whether site visitors become customers. If you test different elements of your website, you can see what works best for your audience. This is known as conversion rate optimization (CRO).