

Welcome to Our
Project Presentation

ECO-LUXE

The sustainable Luxury
Store

Team Name : BRAINWAVEUS

DATE : 27/12/2024



Createathon 2024

S.no	TEAM MEMBERS	ROLL NUMBER	ROLE
01	Nanditaa.P.S	CSE149	Web developer
02	Rethanya.V	CSE193	UI/UX designer
03	Rohita.S	CSE198	Web developer
04	Neema sree.K	CSE155	Javascript developer

PROBLEM STATEMENT:

ID: PS001

Design an E-commerce Product Page

Rising Consumer Demand for Sustainable Luxury:

01

Gap in the Market for Natural Products:

02

EcoLuxe Solution:

03

In today's world, consumers are increasingly seeking products that combine luxury and environmental sustainability.

However, there is a lack of curated online platforms that offer 100% natural, eco-friendly products with a premium feel.

EcoLuxe fills this gap by offering a platform dedicated to 100% natural products that are both luxurious and sustainable, ensuring customers can align their values with their purchases.

SOLUTION OVERVIEW:

A.

EcoLuxe Platform Focus:

EcoLuxe is an online platform that exclusively features 100% natural, sustainable products.

B.

Seamless Shopping Experience:

The platform provides a seamless shopping experience, allowing users to browse through eco-conscious offerings that are as luxurious as they are sustainable.

C.

Diverse Product Categories:

The platform covers various categories, such as fashion, beauty, home goods, and lifestyle products, all made from 100% natural materials.

D.

Intuitive Design with Eco-Luxury Focus:

The website features an intuitive design that highlights the luxury of each eco-friendly, natural product, ensuring that customers can indulge in a premium shopping experience while making environmentally conscious choices.

E.

Eco-Friendly, Guilt-Free Luxury:

EcoLuxe allows customers to enjoy the best of both worlds—luxury and environmental responsibility—withou^t compromising on quality, style, or sustainability.



FEATURES & FUNCTIONALITY:

→ **Product Categories:**

Luxury sustainable eco-friendly home decor,kitchen items,reusable items.

→ **User-Friendly Interface:**

Sleek, minimalist design with easy navigation and smooth animations.

→ **Mobile Responsive:**

Sleek, minimalist design with easy navigation and smooth animations.

→ **Interactive Cart:**

Real-time cart updates and an easy checkout process.

TECHNICAL DETAILS:

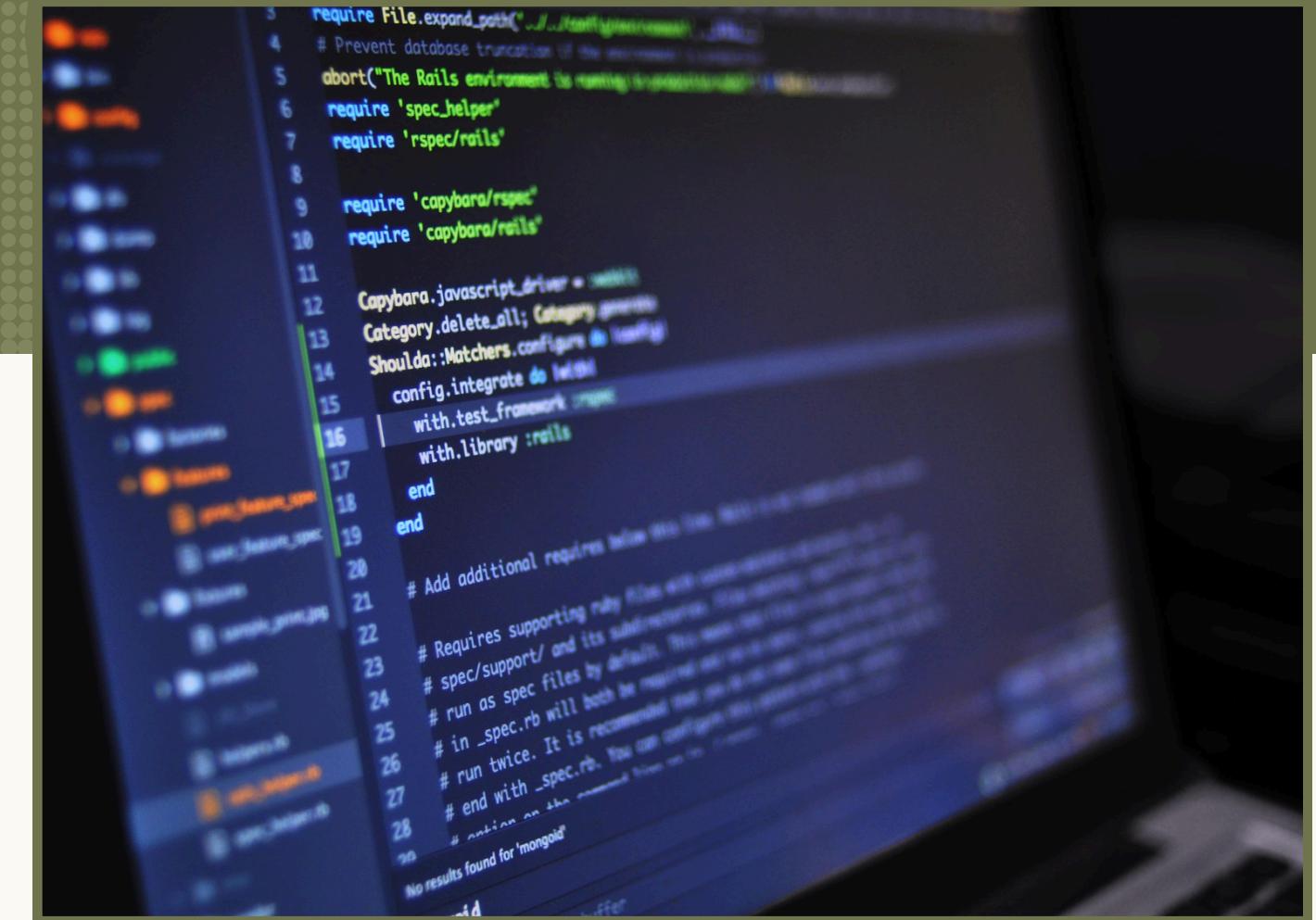
CONTENT:

TECHNOLOGIES USED:

- HTML
- CSS
- JavaScript

OTHER TOOLS:

- GitHub (for version control)
- Canva (for design mockups)



RESULTS & IMPACT:

KEY FUNCTIONS:

Fully Functional E-commerce Platform:
Successfully developed a user-friendly, front-end only e-commerce platform that showcases luxury, eco-conscious products. The platform provides a seamless shopping experience without a backend, focusing purely on front-end technologies (HTML, CSS, JavaScript).

SUCCESSFUL TESTING:

Completed extensive testing of the front-end features, ensuring that all elements (product displays, cart system, etc.) work as expected across different devices and screen sizes.

POSITIVE FEEDBACK:

Received positive feedback from peers and potential users, with emphasis on:

The luxury feel of the site.
The ease of use and smooth navigation across product categories.
User Experience Focus:
The platform delivers a rich user experience with an intuitive layout and engaging design, ensuring that customers enjoy shopping for eco-conscious luxury products.

GITHUB REPOSITORY:

<https://github.com/Nanditaa-P-S/createathon.git>

FUTURE WORK:

→ *Planned Features:*

Adding user account features
(order tracking, wishlist).

Expand product categories to
include more luxury eco-brands.

Implement AI-powered
personalized recommendations.

Introduce eco-friendly packaging
options during checkout.

→ *Potential Integration:*

Introduce an eco-rating system for products
(i.e., how sustainable they are).
Collaborate with eco-friendly influencers for
promotions.

IMPLEMENTATION



Frontend Development:

The website was built using HTML, CSS, and JavaScript to create a responsive and interactive user interface, ensuring that the platform works seamlessly across different devices.



Functionality (No Backend):

Since a backend was not required, we focused on dynamic content loading using JavaScript. Product details were fetched from a mock array or mock API.



Real-time Cart System:

Implemented using JavaScript to allow users to track their selections and update the cart seamlessly during browsing.



Version Control:

Git was used for version control to manage and track project changes. This ensured smooth collaboration, effective team workflow, and easy rollbacks when needed.



Design & Prototyping:

Canva was used to design all assets including the logo, banners, and product presentations, resulting in a modern and clean user interface that reflects the luxury and eco-conscious values of EcoLuxe.

CHALLENGES FACED:

MOBILE RESPONSIVENESS:

Ensuring that the website was fully responsive across all devices was a primary challenge. We focused on ensuring the site loaded quickly and displayed beautifully on both large and small screens.

ELEGANT UI WITH FUNCTIONAL CART:

A key challenge was ensuring that the real-time cart functionality worked smoothly without compromising the elegance of the overall UI. Balancing functionality with aesthetics was critical.

SMOOTH INTEGRATION OF DYNAMIC FEATURES:

Making sure the dynamic product display and cart updates worked seamlessly with minimal delay was challenging, but crucial for providing a smooth user experience.

THANKYOU...