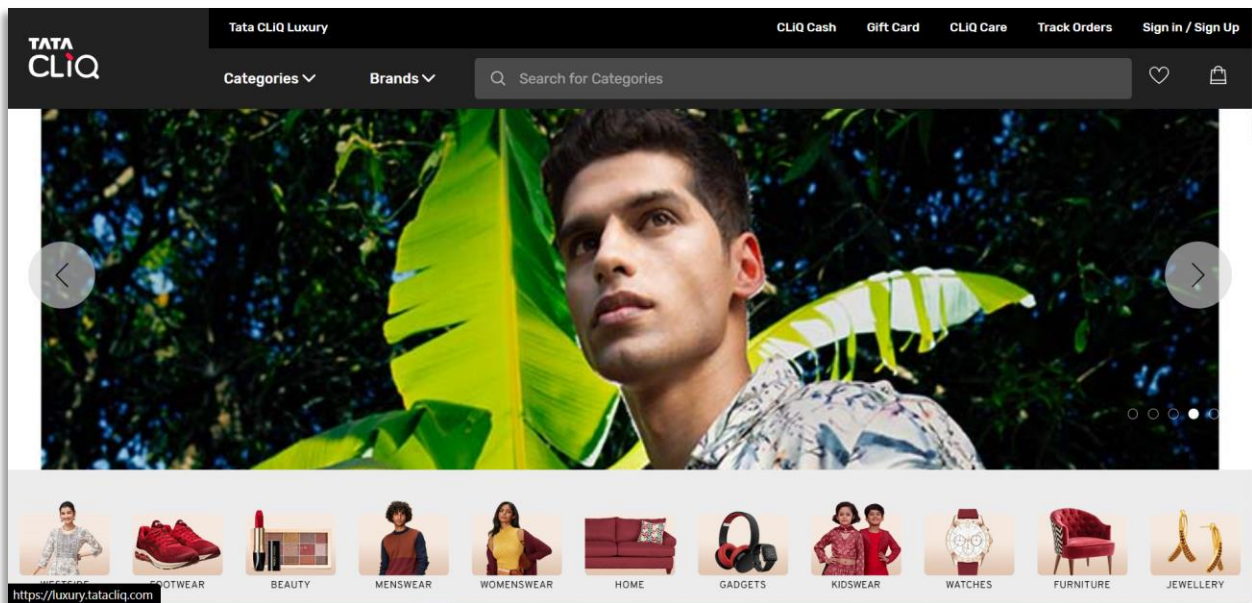


TATA CLIQ – Online Fashion & Lifestyle Shopping



Overview:

Tata CLiQ is an Indian e-commerce company based in Mumbai, India. It is owned by Tata Unistore Limited, of Tata Group. Tata CLiQ operates in categories such as Fashion, Footwear and Accessories. Tata Group's E-commerce platform Tata CLiQ also launched a premium and luxury fashion and lifestyle destination, Tata CLiQ Luxury and It have house a wide range of apparel and accessories for men and women by luxury and bridge-to-luxury brands.

History:

Tata CLiQ was launched on 27 May 2016. It tied up with Genesis Luxury Fashion on to sell international luxury brands, and partnered with Adobe, for digital shopping. It launched Tata CLiQ Luxury, a luxury fashion and lifestyle venture, in December 2016. In mid-2022, Tata CLiQ exited its consumer electronics business, with the division being integrated with Croma, Tata's flagship consumer electronics retail chain.

Technologies used for creating the site:



Contents Of the Website

1. Home-page:

Header cum menu bar: (Menu bar will be freezed. So, that user need not to scroll up)

- Tata cliq logo
- Access for cliq cash (wallet)
- Access for gift cards
- Access for cliq care (customer support)
- Access for track order
- Sign-in/sign-up button
- Categories drop-down
- Brand drop-down
- Search bar
- Access for wish-list
- Access for My bag

Body:

- Product slider
- Shopping categories
- Bank offer banners
- Featuring trending products and brands

Footer:

- Tata cliq marketplace (about us, careers, sell with us, terms of use, privacy policy)
- Customer service (shopping, offers & promotion, payments, cancellation, return & refund, contact us)
- My tata cliq (my account, my orders, my shopping bag, my Wishlist)
- Tata cliq offerings
- Links for mobile app download (android/apple icons)
- Social links with icons
- Copyrights

Sign-up:

- When user click on sign-up a window popup to enter valid email and phone number. After entering directs user to enter otp to login.

Sign-in:

- When user click on sign-in a window popup to enter valid email (or) phone number. After entering directs user to enter otp to login.

2. Category page:

- Featuring products by sub-categories, brand, style, colour etc.

3. Product listing page:

- Listing particular category/department products.
- Sort option on top right-side. User can able to sort by popularity, price low to high, price high to low, new arrivals, discounts.
- View option on top right-side which enables user to view listings based on their wish like 3 products in a row or 4 products in a row.
- Displaying path of the current page from homepage like *home > T-shirt > men-clothing*. Which enables user to switch to previous pages.
- Filter option on left pane. Which enables user to filter by department, category, product type, brand, size, colour, price, availability etc.
- When user click on a particular product in product listing page, the product page will open in a new tab. So, that user can easily switch back to listing page.

4. Product page:

- Displaying path of the current page from homepage like *home > T-shirt > men-clothing > product*. Which enables user to switch to previous pages.
- The product page will have the below contents:
 - Images of the product with image popup window feature. Which enables user to see the images better and also able to switch between the different images.
 - Details of brand, product, pricing, ratings and reviews, colour options, size option, stock availability, bank offers.
 - Shipping availability checker based on pin code
 - Tentative date of delivery
 - Cash on delivery availability
 - Details of the seller
 - Share option (icon with float option)
 - Wishlist option(icon)
 - Buy now button (float option)

- Add to bag button (float option)
- Featuring similar products and frequently bought together products
- Recently viewed items

5. My bag:

- When buy now option is clicked the page directs to my bag.
- My bag page will have below contents:
 - Product details which is added in the bag
 - Pin code field to check availability placed in top right corner.
 - Save to Wishlist and remove from my bag options
 - Check for coupons option which displays list of coupons available in a popup window with coupon search bar.
 - Price breakup and checkout button.
 - Continue shopping button- which redirects to shopping page.

6. Checkout:

- When checkout button is clicked the page directs to checkout page.
- Checkout page will have below contents:
 - Text fields to add shipping address like name, pin code, city, state, delivery address, mobile number, landmark etc
 - City and state fields will be auto filled once valid pin code is given by the user
 - Delivery mode
 - Payment methods (Cards/UPI/COD)
 - Based on the user choice page directs to payment gateway.
 - COD requires a captcha verification.