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**BELAGAVI-590018, KARNATAKA**



**PROJECT REPORT ON**

**“ROSE E-KART”**

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# **DEPT. OF ELECTRONICS & COMMUNICATION ENGINEERING**

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# **DEPT. OF ELECTRONICS & COMMUNICATION ENGINEERING**

## **CERTIFICATE**

This is to certify the Entrepreneurship Project Report entitled "**Website Development**", prepared by **Mr. NIKHIL R S, Mr. PAVANKUMAR ,Mr. RAJESH R K** bearing **USN 1CR21EC131, 1CR21EC138, 1CR21EC162** respectively, a bona fide students of **CMR Institute of Technology, Bengaluru** in partial fulfillment of the requirements for the award of **Bachelor of Engineering in Electronics and Communication Engineering** of the **Visvesvaraya Technological University, Belagavi - 590018** during the academic year 2022-23

This is certified that all the corrections and suggestions indicated for Internal Assessment have been incorporated in the report deposited in the departmental library. The Mini Project has been approved as it satisfies the academic requirements prescribed for the said degree.

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**Prof. Aparna N**  
**Assistant Professor**  
**Signature of Guide**

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**Name of HOD**  
**Professor & HOD**  
**Signature of HOD**

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## **ACKNOWLEDGEMENT**

The satisfaction and euphoria that accompany a successful completion of any task would be incomplete without the mention of people who made it possible, success is the epitome of hard work and perseverance, but steadfast of all is encouraging guidance.

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I would like to thank DR ELUMALAI,**Professor and Head**, Department of Electronics and communication Engineering who shared her opinion and experience through which I received the required information crucial for the project.

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Finally I would like to thank all my family members and friends whose encouragement and support was invaluable.

**Dept. of ECE, CMRIT**

## **ABSTRACT**

We are creating a web-application which will help the farmers to sell their items directly with the customers without any third person. The farmers will be able to update the list of items, availability and price of the products by themselves. They can also upload the photos and videos of the products which they grow and sell. Farmers will be able to sell their products like flowers which are roses and gerbera directly to customers.

# **Chapter 1**

## **INTRODUCTION**

Ekart was a logistics and supply chain company based in India. It is a subsidiary of Flipkart, one of the leading e-commerce platforms in the country. Ekart specializes in providing end-to-end logistics and supply chain solutions for e-commerce companies, including last-mile delivery services. How does an Ekart work? For delivery services, Ekart Logistics uses a combination of its fleet of delivery vehicles and a network of partner logistics companies to ensure that packages are delivered on time and in good condition.

Key Points about ekart:

**1. Background:** Ekart was founded in 2009 and became an integral part of Flipkart's operations. It plays a crucial role in facilitating the delivery of products purchased on the Flipkart platform.

**2. Services:** Ekart offers a range of services, including order fulfillment, warehousing, transportation, and last-mile delivery. The company uses a combination of technology and a vast network of delivery personnel to ensure timely and efficient deliveries.

**3. Expansion:** Over the years, Ekart has expanded its services to reach various parts of India, contributing significantly to the growth of e-commerce by improving the logistics infrastructure.

**4. Technology Integration:** Ekart leverages technology to optimize its operations, track shipments in real-time, and enhance the overall customer experience.

## **Chapter 2**

### **SOFTWARE USED**

Javascript  
Python  
HTML  
Django  
CSS

### **PRODUCTS**

The products which are available in ekart

Dutch Roses :  
Tajmahal (Red)  
Gold Strike (Yellow)  
Corvette (Orange)  
Noblesse (Light Pink)  
Avalanche (White)  
Peach (white+yellow)  
Hot shot (pink+white)

## Chapter 3

### Technology used and Its Characteristics

The eKart project utilizes a combination of HTML, CSS, and JavaScript technologies to create a fully functional e-commerce website. Let's delve into the characteristics of each technology:

#### HTML (Hypertext Markup Language):

- HTML forms the structural foundation of web pages, defining the content and layout hierarchy.
- Characteristics:
  - Structure: HTML provides a structured markup language for organizing content, including headings, paragraphs, lists, and more.
  - Accessibility: It supports accessibility features, ensuring that web content is usable by individuals with disabilities.
  - Compatibility: HTML is supported by all major web browsers and is compatible with various platforms and devices.
  - Semantics: HTML5 introduces semantic elements, allowing developers to describe the meaning of content, which enhances search engine optimization and improves the overall readability of code.

#### CSS (Cascading Style Sheets):

- CSS is used for styling and presentation, controlling the visual appearance of HTML elements.
- Characteristics:
  - Styling: CSS enables the customization of colors, fonts, spacing, and layout of web pages, ensuring a consistent and visually appealing user interface.
  - Modularity: CSS promotes modularity and reusability through the use of classes, IDs, and external style sheets, facilitating easier maintenance and updates.
  - Responsive Design: CSS supports responsive design techniques, allowing web pages to adapt and render optimally across various screen sizes and devices.
  - Flexibility: CSS offers flexibility in positioning elements, including floats, flexbox, and grid layouts, enabling developers to create complex and dynamic designs.

- JavaScript: JavaScript adds interactivity and dynamic behavior to web pages, enhancing user experience and functionality.

Characteristics:

- Interactivity: JavaScript enables the creation of interactive features such as form validation, animations, and event handling, making web pages more engaging and responsive.
- Client-Side Processing: JavaScript executes code directly within the user's web browser, reducing server load and improving performance by handling tasks on the client side.
- Asynchronous Operations: JavaScript supports asynchronous programming, allowing non-blocking operations such as AJAX requests and dynamic content loading, enhancing the efficiency and responsiveness of web applications.
- Extensibility: JavaScript is highly extensible, with a vast ecosystem of libraries and frameworks such as jQuery, React, and Vue.js, enabling developers to leverage pre-built solutions and streamline development processes.

By leveraging the unique characteristics of HTML, CSS, and JavaScript, the eKart project delivers a user-friendly and visually appealing e-commerce platform that meets the demands of modern online shoppers.

## **Chapter 4**

### **PROPOSED SYSTEM**

The proposed system for the eKart project could involve several enhancements and features aimed at improving the user experience, streamlining operations, and staying competitive in the e-commerce market. Here are some suggestions for the proposed system:

**Enhanced User Interface:** Upgrade the website's design with modern UI/UX principles to make navigation more intuitive and visually appealing. Implement responsive design techniques to ensure seamless functionality across various devices, screen sizes.

**Advanced Search and Filtering:** Integrate advanced search filtering options to help users quickly find products based on criteria such as price range, brand, category, customer ratings. Implement autocomplete suggestions to assist users in search queries.

**Personalized Recommendations:** Incorporate machine learning algorithms to analyze user behavior and preferences, offering personalized product recommendations and promotions tailored to individual users' interests and purchase history.

**Secure Payment Gateway:** Implement a secure payment gateway to facilitate safe and hassle-free transactions for customers. Support multiple payment methods, including credit/debit cards, digital wallets, and online banking, to cater to diverse preferences.

**Inventory Management System:** Develop an inventory management system to track product availability, manage stock levels, and automate reordering processes to ensure that popular items are always in stock.

**Order Tracking and Notifications:** Provide real-time order tracking functionality, allowing customers to monitor the status of their orders from placement to delivery. Send automated notifications via email or SMS to keep customers informed about order updates and shipping details.

**Customer Support Chatbot:** Implement a chatbot or virtual assistant to provide instant assistance to customers, answering common inquiries, resolving issues, and guiding users through the shopping process. Integrate live chat support for more complex queries requiring human intervention.

**Social Media Integration:** Integrate social media sharing buttons and user-generated content features to encourage social engagement and facilitate word-of-mouth marketing.

Enable customers to share their purchases and reviews on popular social platforms, fostering brand awareness and loyalty.

**Analytics and Reporting:** Incorporate analytics tools to track website traffic, user engagement, and sales performance.

Generate insightful reports and dashboards to analyze trends, identify opportunities for improvement, and make data-driven decisions to optimize the e-commerce platform.

**Continuous Optimization and Updates:** Regularly update the website with new features, security patches, and performance optimizations to ensure a seamless user experience and stay ahead of evolving industry trends and customer expectations.

By implementing these proposed enhancements, the eKart project can elevate its online shopping experience, attract more customers, drive sales growth, and maintain a competitive edge in the dynamic e-commerce landscape.

## EXPERIMENTAL EVALUATIONS

Experimental evaluation for the eKart project involves testing and assessing various aspects of the website to ensure its functionality, performance, usability, and effectiveness. Here's a breakdown of the experimental evaluation process:

**Functionality Testing:** Conduct comprehensive testing of all website functionalities to ensure that features such as product browsing, search, filtering, adding to cart, checkout, and payment processing work as intended. Identify and rectify any bugs, errors, or inconsistencies in functionality.

**Performance Testing:** Evaluate the website's performance under different conditions, including varying levels of traffic, to assess its speed, responsiveness, and scalability. Measure page load times, server response times, and transaction processing times to identify bottlenecks and optimize performance.

**Usability Testing:** Conduct usability testing with representative users to evaluate the website's ease of use, navigation, and overall user experience. Gather feedback on layout, design, labeling, and clarity of instructions to identify areas for improvement and enhance user satisfaction.

**Compatibility Testing:** Test the website's compatibility across different web browsers (e.g., Chrome, Firefox, Safari, Edge) and devices (e.g., desktops, laptops, tablets, smartphones) to

ensure consistent rendering and functionality across various platforms. Address any compatibility issues or rendering discrepancies encountered.

**Security Testing:** Perform security testing to identify and address vulnerabilities that could expose the website to security threats such as hacking, data breaches, or malware attacks. Implement security best practices such as SSL encryption, secure authentication mechanisms, and protection against common web vulnerabilities like SQL injection and cross-site scripting (XSS).

**Accessibility Testing:** Assess the website's accessibility compliance with relevant standards such as Web Content Accessibility Guidelines (WCAG) to ensure that it is usable by people with disabilities. Test for keyboard navigation, screen reader compatibility, color contrast, and alternative text for images to improve accessibility for all users.

**A/B Testing:** Conduct A/B testing or split testing to compare different versions of web pages, layouts, or features to determine which performs better in terms of conversion rates, user engagement, or other key metrics. Use insights from A/B testing to optimize website elements for maximum effectiveness.

**Load Testing:** Simulate high traffic loads and peak usage scenarios to evaluate the website's performance under stress and determine its capacity limits. Monitor server resources, response times, and error rates during load testing to identify performance bottlenecks and scalability issues.

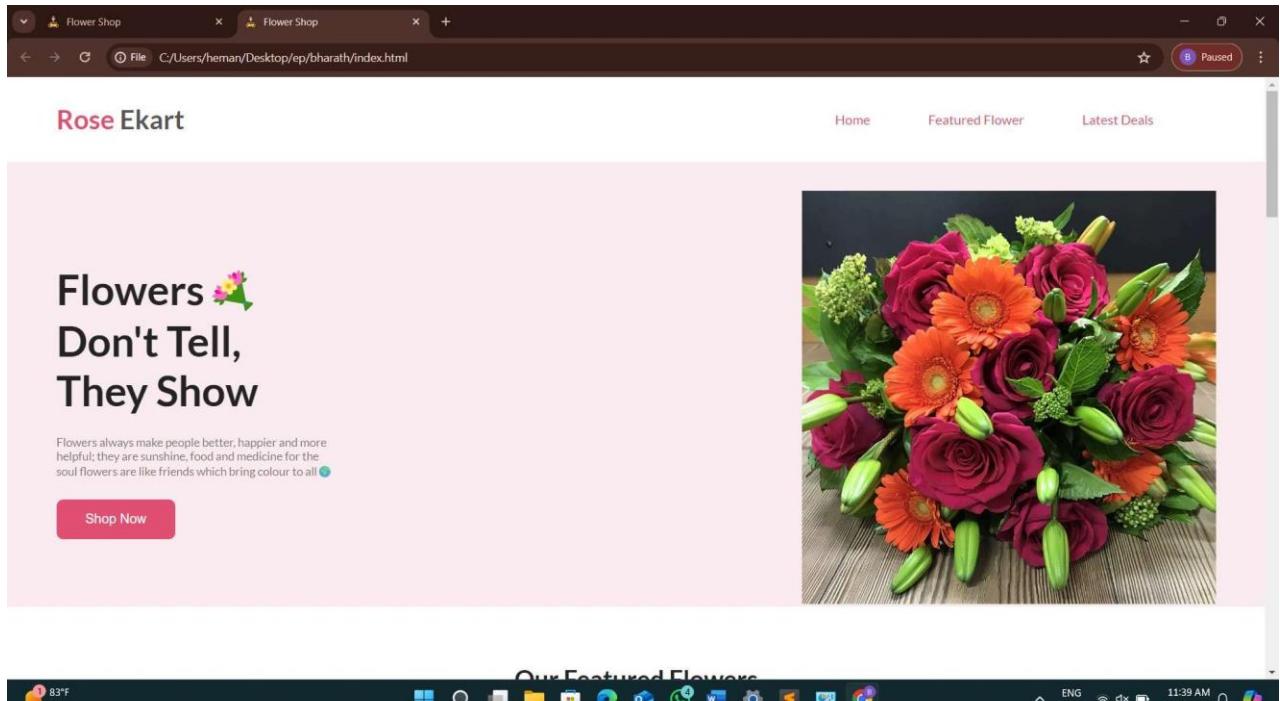
**Feedback Collection:** Solicit feedback from users through surveys, feedback forms, or user reviews to gather insights into their preferences, needs, and pain points. Use feedback to iteratively improve the website based on user input and enhance overall customer satisfaction.

**Continuous Monitoring and Iteration:** Implement ongoing monitoring and iteration processes to continuously monitor website performance, user behavior, and market trends. Regularly update and optimize the website based on data-driven insights and feedback to ensure its relevance and competitiveness in the ever-evolving e-commerce landscape.

By conducting thorough experimental evaluation and iterating based on findings, the eKart project can ensure that its website meets user expectations, performs reliably, and delivers a superior online shopping experience.

# RESULTS

The photos of the front end and backend part of project are shown below:



Flower Shop      Flower Shop

File C:/Users/heman/Desktop/ep/bharath/index.html

Paused

## Our Featured Flowers

Roses are the most loved one in the world, which are stunning and fragrant. Gerbera symbolise the innocence, purity, cheerfulness and loyal love and are considered to be most widely popular summer flower.



**ROSE**

**GERBERA**



Flower Shop      Flower Shop

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Same Day Delivery. Click & Collect.

Fresh Flowers. Local Growers.

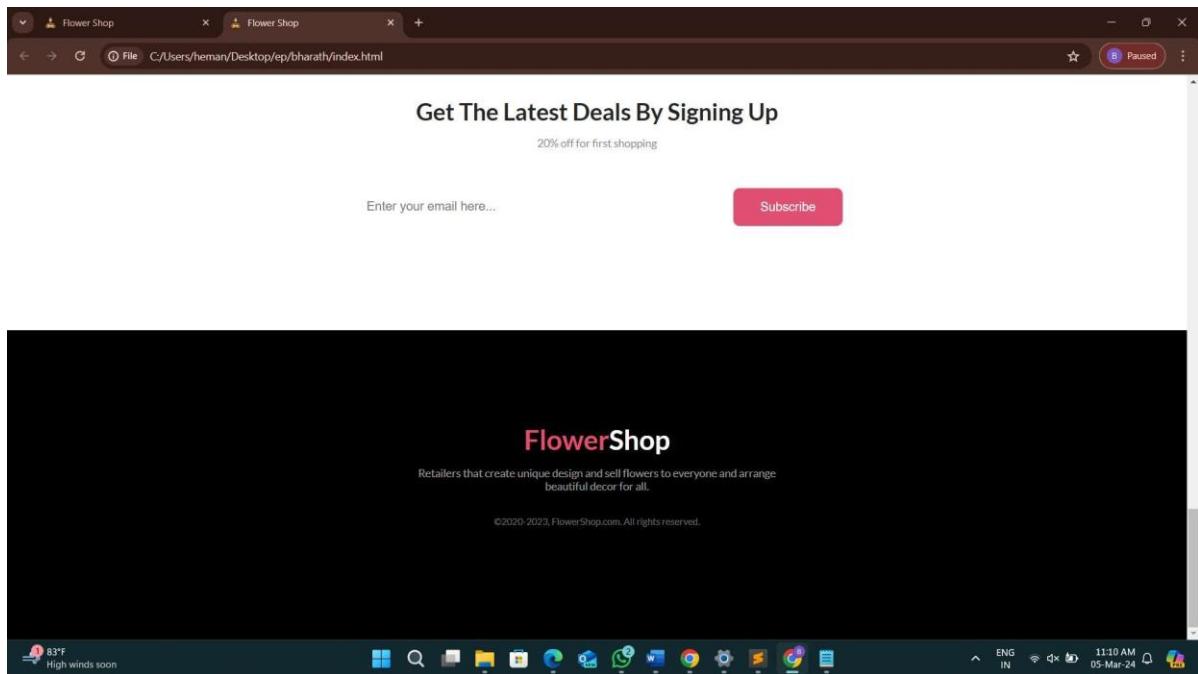
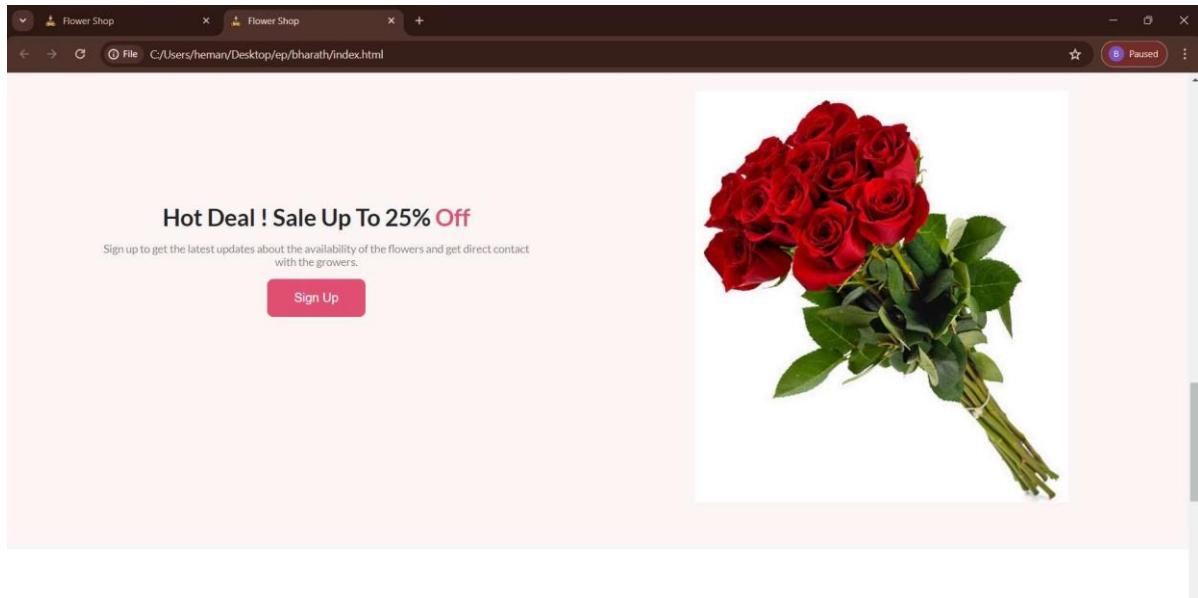
24/7 Free Support.

Hot Deal ! Sale Up To 25% Off

Sign up to get the latest updates about the availability of the flowers and get direct contact with the growers.

Sign Up





**ROSE Ekart**

Home Features Products

Search here....

**Fresh And Natural Flowers For You**

This website is created to buy fresh flowers directly from farmers.

[shop now](#)

## Our Features

**FLORA Ekart**

Home Features Products

Search here....

**Our Features**

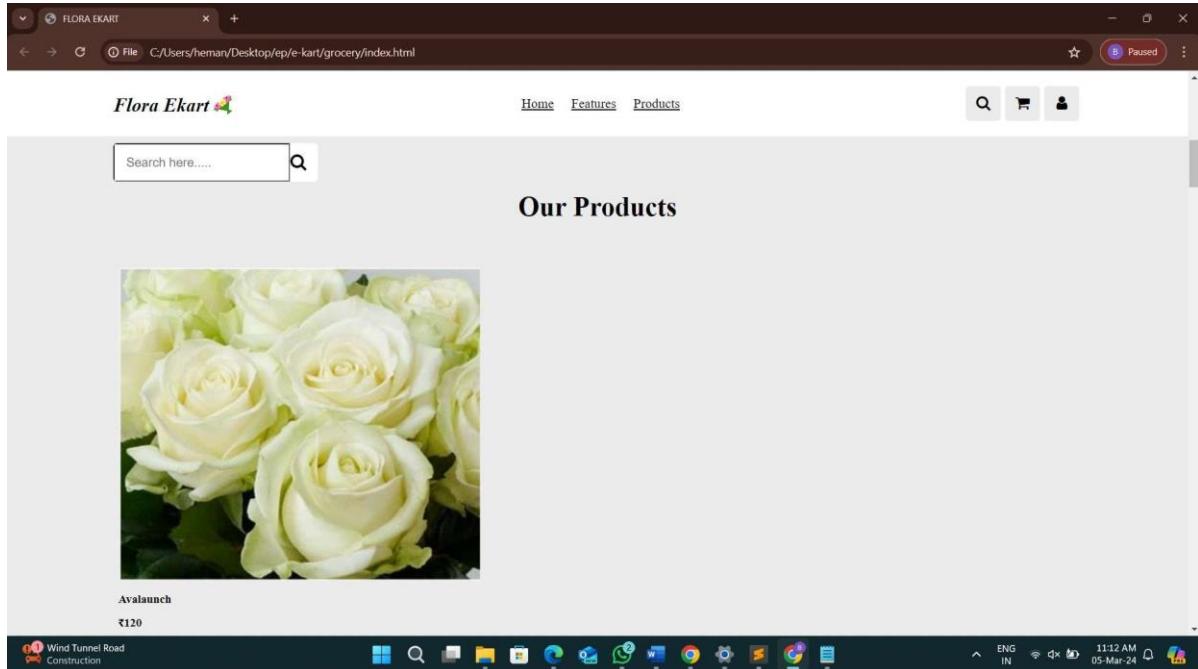
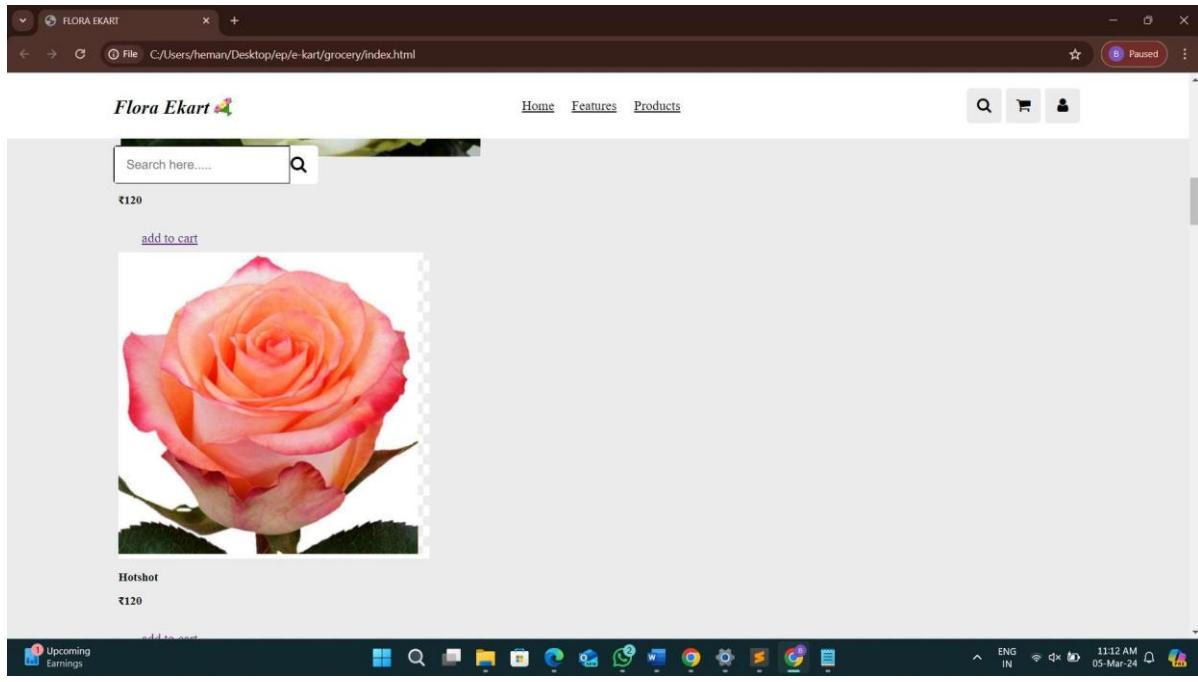
Same day delivery.Click & collect

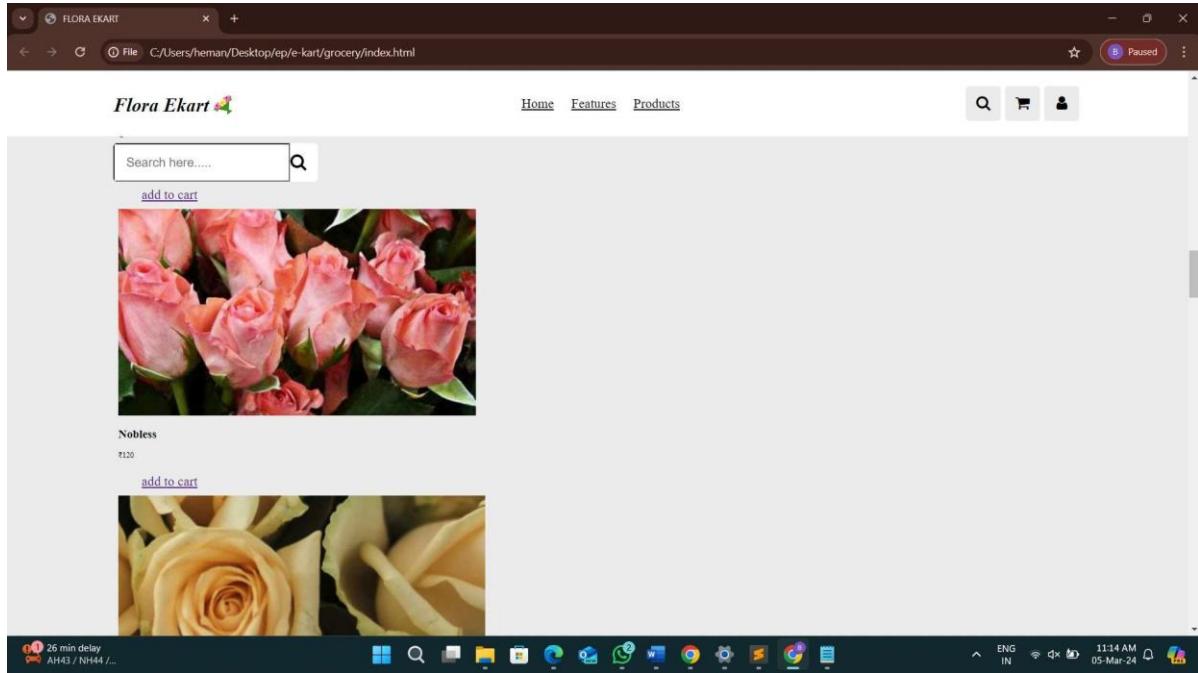
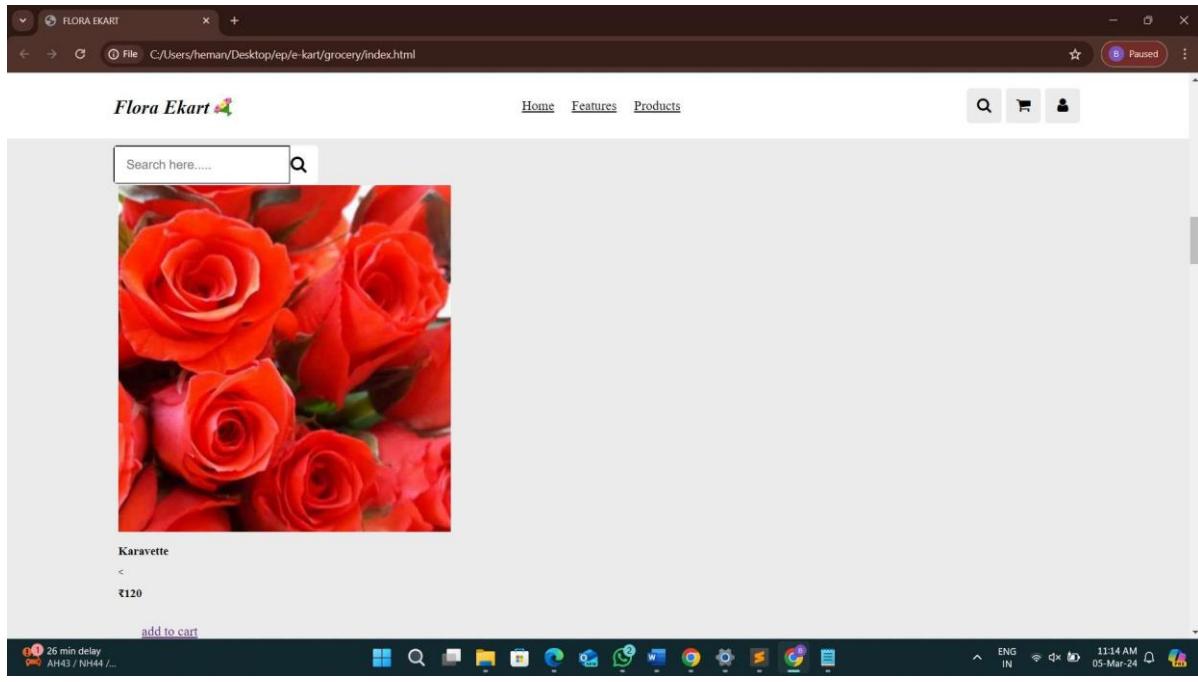
Fresh flowers.Local growers

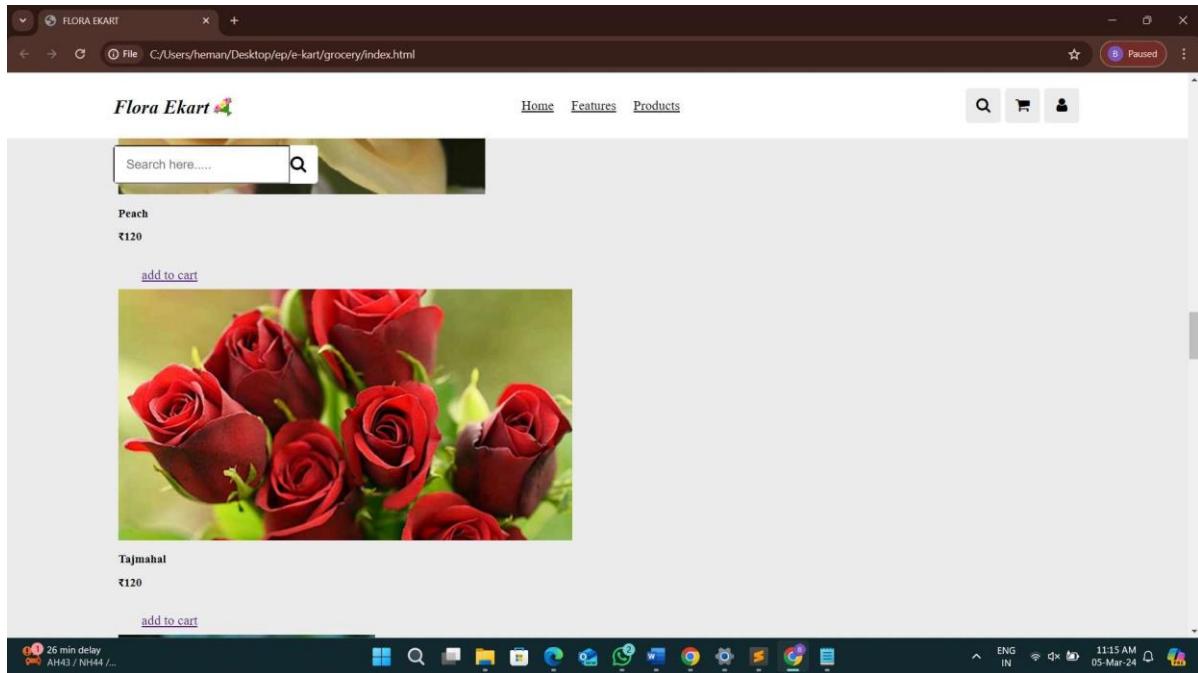
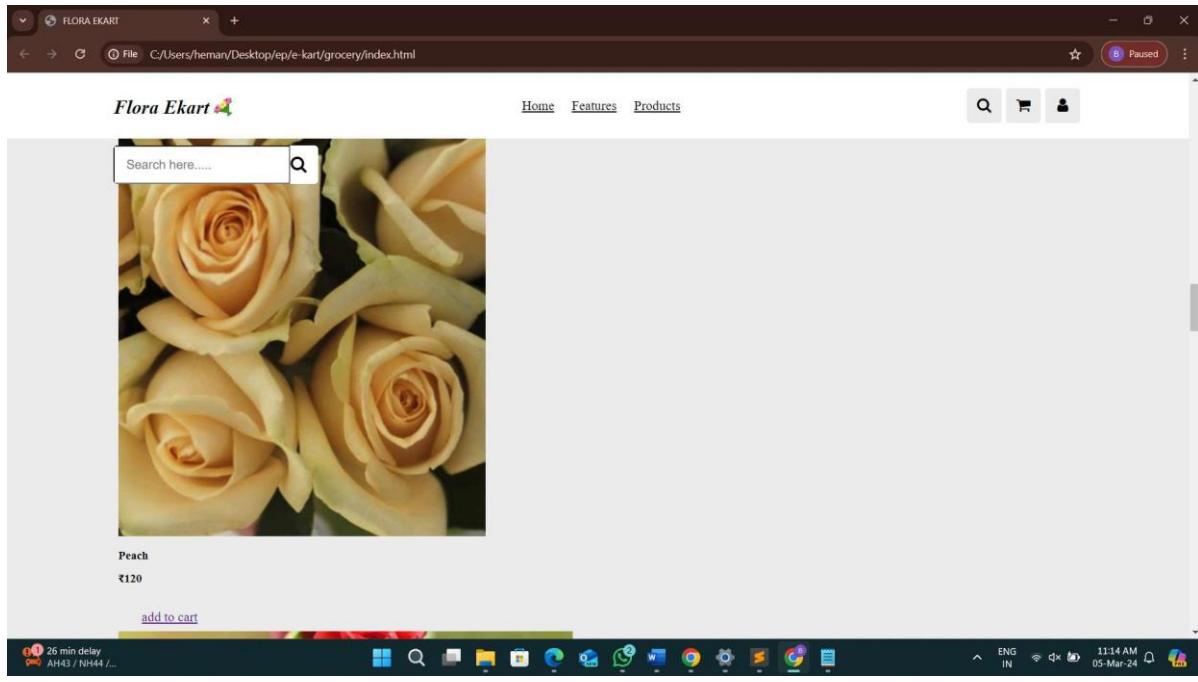
24/7 Free support

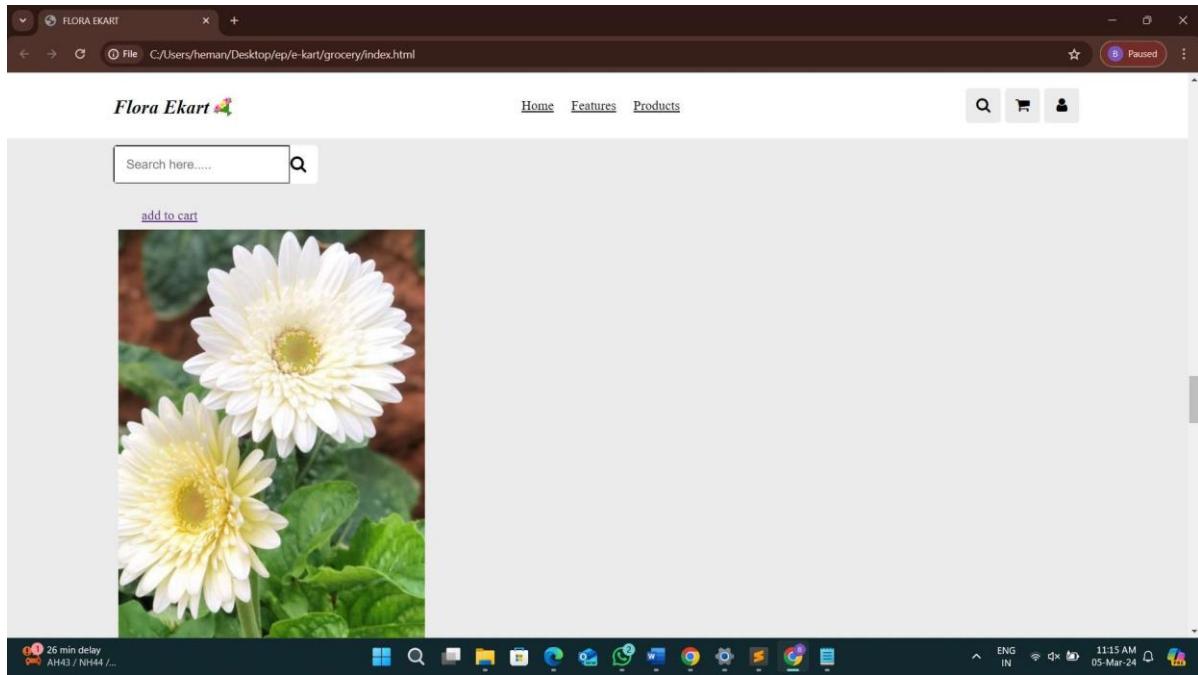
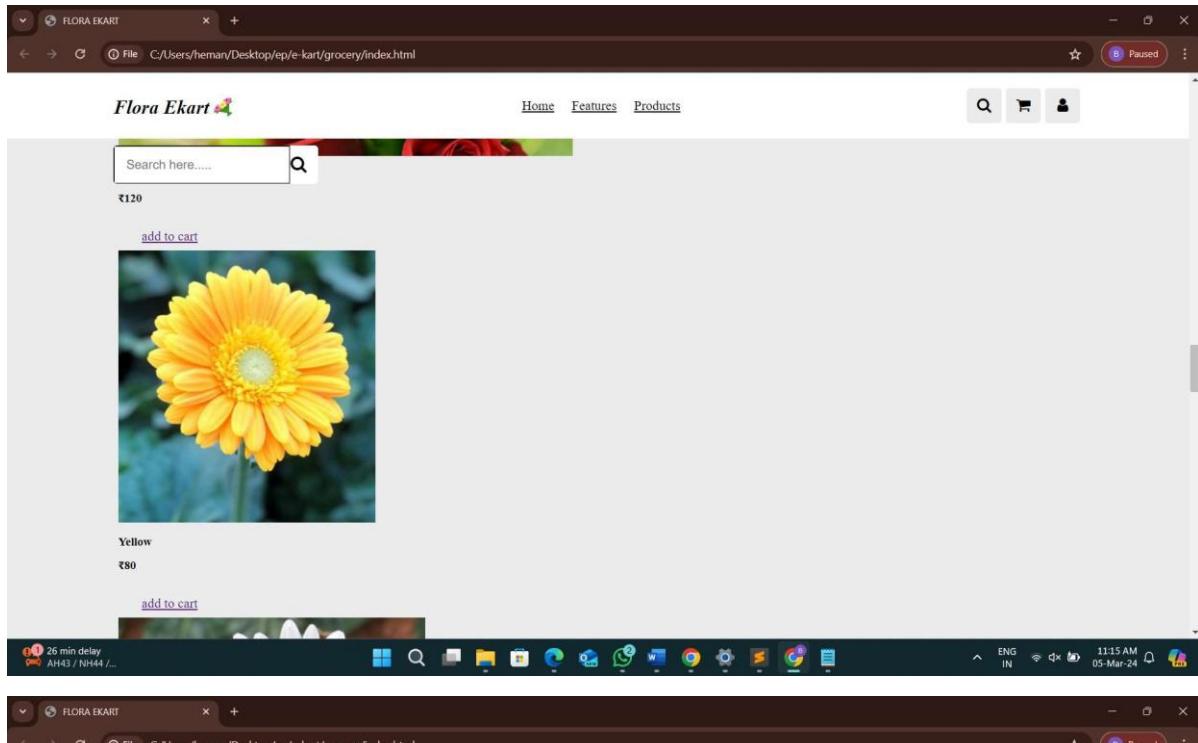
## Our Products

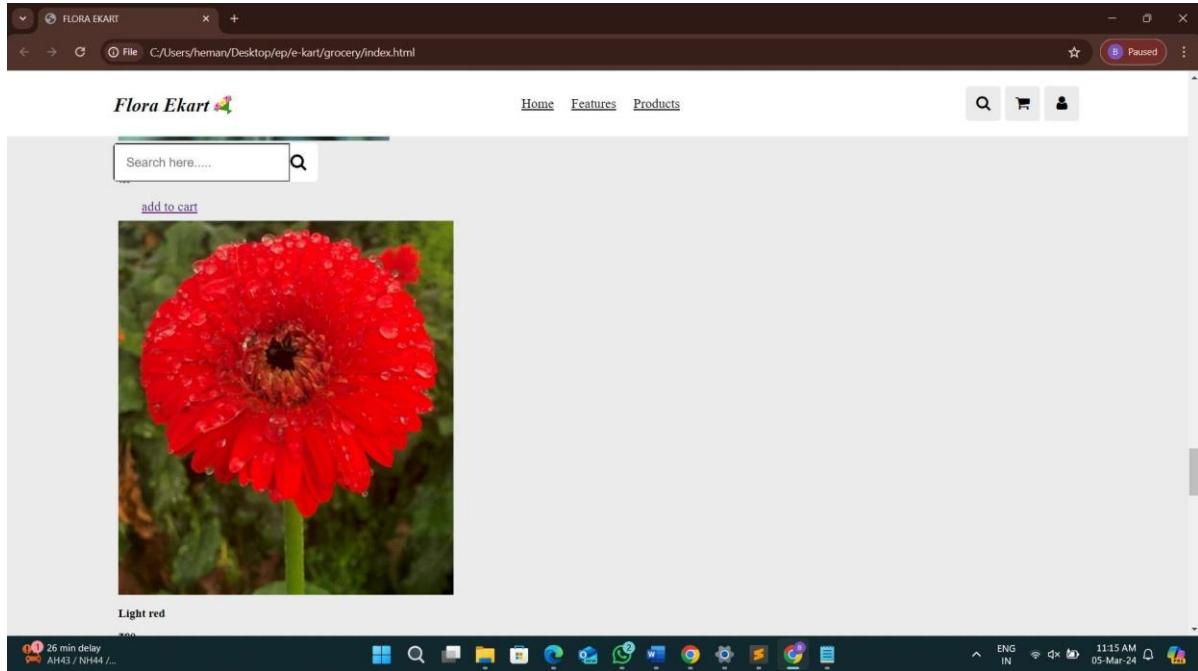
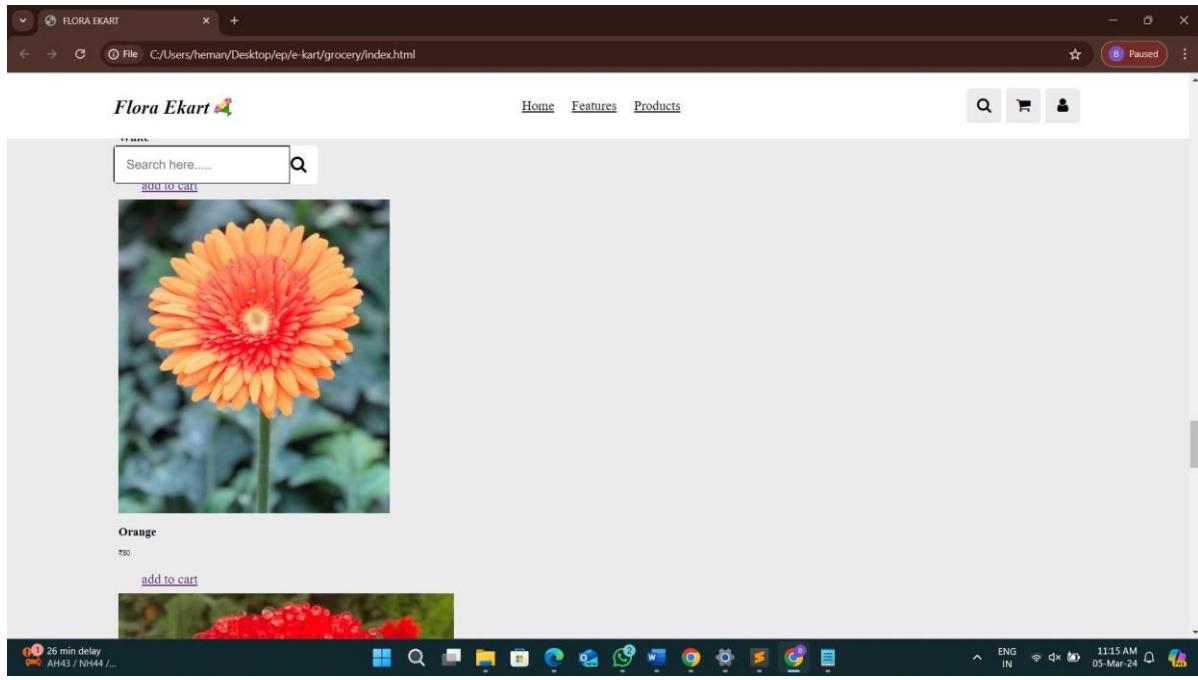


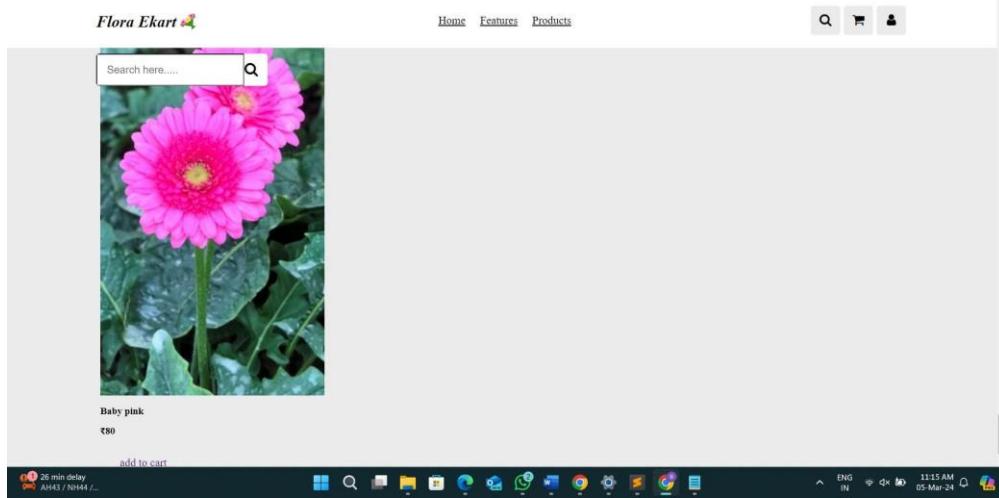
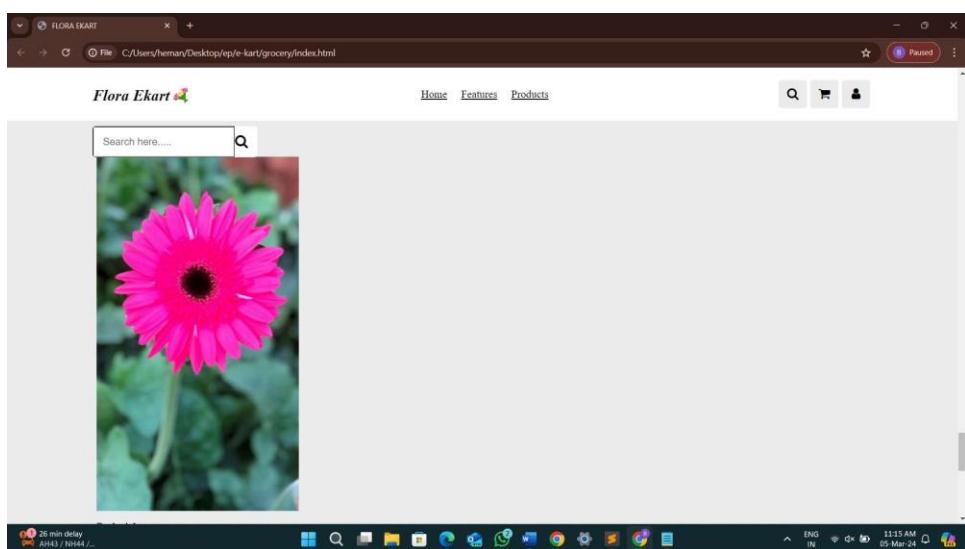
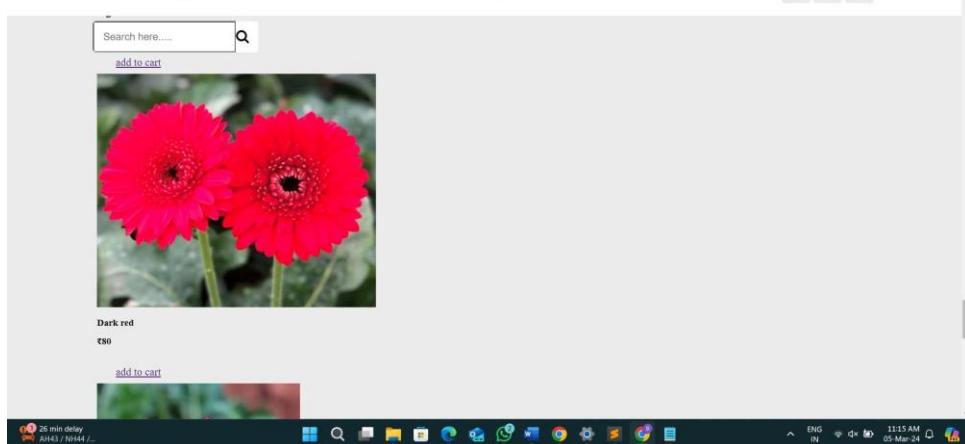












## **CONCLUSION**

In conclusion, the completion of the eKart project utilizing HTML, CSS, and JavaScript marks a significant milestone in our journey towards creating an efficient and user-friendly e-commerce platform. Through the integration of these technologies, we have successfully developed a dynamic and visually appealing website that enhances the online shopping experience for our customers.

HTML provided the backbone of our project, allowing us to structure the content and layout of the website effectively. CSS played a crucial role in styling the elements, ensuring a cohesive and aesthetically pleasing design that aligns with our brand identity. JavaScript brought interactivity to the forefront, enabling dynamic features such as product filtering, cart management, and responsive behavior across various devices.

By leveraging the power of these technologies, we have created a seamless shopping experience for our users, empowering them to browse, select, and purchase products with ease. The project has not only enhanced our technical skills but also provided valuable insights into the importance of user experience and efficient code implementation.

Moving forward, we recognize the need for continuous improvement and optimization to meet the evolving demands of the e-commerce landscape. We remain committed to refining our website, incorporating user feedback, and staying abreast of emerging technologies to ensure that eKart remains a preferred destination for online shopping.

In conclusion, the successful implementation of the eKart project underscores our dedication to innovation and customer satisfaction, and we are excited about the possibilities that lie ahead as we continue to push the boundaries of web development.

## REFERENCES

[GitHub - maihuong99/Flower-Shop-Website: A Responsive E-Commerce Flower Shop Website Design \(using pure HTML & CSS only\)](#)

 **Build a Full Stack E-Commerce Website with React 18, Strapi, S...**

[https://youtube.com/playlist?list=PLEjKBGxF74J4ZxGhA53u-7Y1CSgGQcvAI&si=kNUm0ofO0f\\_Gf9pN](https://youtube.com/playlist?list=PLEjKBGxF74J4ZxGhA53u-7Y1CSgGQcvAI&si=kNUm0ofO0f_Gf9pN)