

**Advanced Object - Oriented
Programming Project**

**CANVAS & CHAPTER:
A UNIQUE ONLINE BOOK AND ART STORE
EXPERIENCE**

TEAM DETAILS



Ashmit Rushikesh
2310030019



Nirmal Prasad
2310030112



Sai Pranitha
2310030113



Sanvika
2310030143

Why the Name?:

The name "Canvas & Chapter" reflects the dual focus of the platform:

- "Canvas" represents the art supplies and the creative aspect of the site.
- "Chapter" symbolizes the books and literary journey users will embark on.

TECHNICAL ARCHITECTURE

- frontend development:
html,css,javascript
- Database:
MongoDb
- Backend
java- based frameworks

HOW CANVAS & CHAPTER STANDS OUT

- **Personalisation:**

Tailored book recommendations vs. generic suggestions on other platforms.

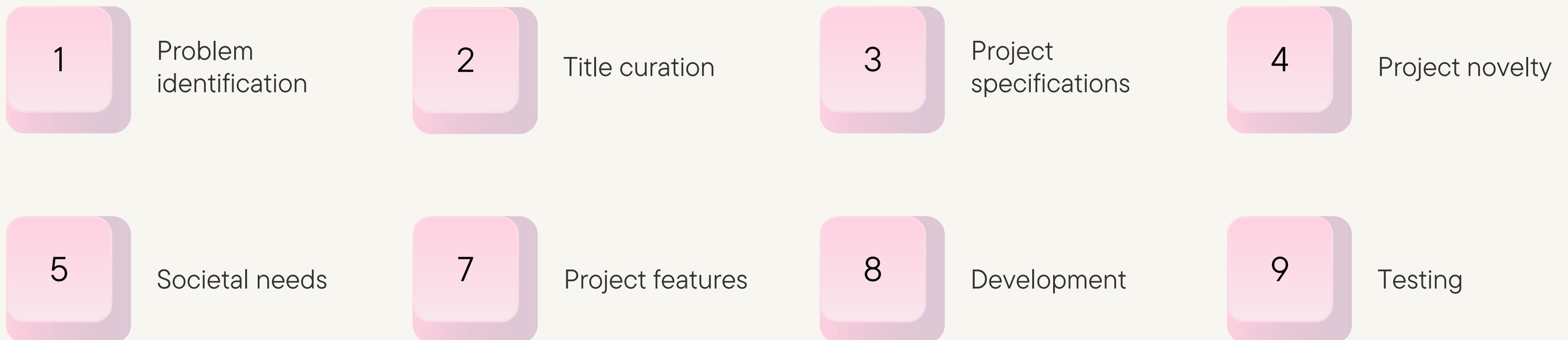
- **Community Focus:**

Building a platform that resonates with book lovers and art enthusiasts, creating a more engaging community-driven experience.

- **Unique Offering:**

- feed page where you can find all the arts made by other artists
- chatbox
- community page to interact

PROJECT TIMELINE:



PROJECT FEASIBILITY ANALYSIS

- Target Market: The primary customers are likely to be artists, students, educators, and book enthusiasts. The market for art supplies is growing. The book market remains robust, driven by a steady demand for both physical and digital books.

- Product Range: Offering a curated selection of high-quality books and art supplies can differentiate the platform. Focus on unique, hard-to-find items and exclusive collections to attract niche markets.

ORIENTED WITH SOCIETAL NEEDS

1. Sustainability

Eco-friendly Products: Offer books printed on recycled paper and art supplies made from sustainable materials. Highlight these products to attract environmentally conscious customers.

2. Community Engagement

Support Local Artists and Authors: Feature works by local artists and authors to support the community and provide unique products. This can also include exclusive items that are not available elsewhere.

THANK YOU FOR
LISTENING!