ARAVALi
COLLEGE OF ENGINEERING & MANAGEMENT
creating achievers

PROJECT REPORT

ON

"Shoe Commerce Platform"

Submitted To: **Submitted by:**

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<u>ACKNOWLEDGEMENT</u>

This project would not have taken shape, without the guidance provided by **Ms. Tanu Sharma**, my Trainer who helped in the modules of our project and resolved all the technical as well as other problems related to the project and, for always providing us with a helping hand whenever we faced any bottlenecks, in spite of being quite busy with their hectic schedules.

We would also like to thank Ms. Tanu Sharma for being our project supervisor who gave us the opportunity and provided us all the academic and conceptual support for our project.

Above all we wish to express our heartfelt gratitude to **Ms. Sakshi Kumar**, H.O.D of CSE DEPARTMENT whose support has greatly boosted our self-confidence and will go a long way on helping us to reach further milestones and greater heights.

ABSTRACT

In today's digital age, an institution's website serves as the primary gateway for interaction, communication, and information dissemination. This project report explores the redesign process of a college website aimed at enhancing user engagement and accessibility.

The project begins with a comprehensive analysis of the existing website, identifying its strengths, weaknesses, and areas for improvement. Through user surveys, interviews, and usability testing, valuable insights are gathered to understand the needs and preferences of various stakeholders, including students, faculty, staff, and prospective applicants.

Utilizing modern web design principles, the redesign focuses on creating a visually appealing, intuitive interface that facilitates seamless navigation and access to essential resources. Implementation of responsive design ensures compatibility across various devices, enhancing accessibility for users accessing the site from different platforms.

Moreover, emphasis is placed on optimizing content organization and search functionality to streamline information retrieval. Integration of multimedia elements such as interactive maps, and virtual campus tours enriches the user experience and provides engaging ways to interact with the college community.

Overall, the redesigned college website aims to serve as a dynamic, user-centric platform that not only provides essential information but also cultivates a sense of belonging and connectivity within the college community. Through continuous feedback and iterative improvements, the website strives to evolve and adapt to the changing needs of its users, ultimately enhancing the overall educational experience.

TABLE OF CONTENTS

1. INTRODUCTION

In the digital age, where information dissemination and connectivity are paramount, educational **In today's competitive e-commerce landscape, customer experience reigns supreme.** This project builds a user-centric online shoe store, prioritizing a seamless and engaging shopping journey.

We offer a curated selection of footwear showcased through a visually captivating interface built with HTML, CSS, and JavaScript. This ensures the website looks stunning and functions flawlessly across various devices.

A key feature is the integrated shopping cart functionality. This empowers customers to browse our extensive shoe catalog, add desired items to their cart, and securely complete their purchases.

This website lays a solid foundation for future growth. The multi-tier architecture allows for seamless integration of additional features and functionalities, catering to the evolving needs of our customers and the business.

Our focus is on creating a lasting impression and fostering customer loyalty. By prioritizing user experience and offering a comprehensive selection of footwear, we aim to become your go-to destination for all things shoes.

OBJECTIVE OF PROPOSED SYSTEM

The primary objective of this project is to conceptualize, design, develop, and implement a revamped college website for **ARAVALI COLLEGE OF ENGINEERING AND MANAGEMENT (FARIDABAD**) that addresses the identified deficiencies and sets a new standard for excellence in user experience, accessibility, and functionality. This includes:

1. Conducting thorough analysis of user requirements and feedback to inform the redesign process.
2. Exploring innovative design principles to create a visually appealing and intuitive user interface.
3. Implementing cutting-edge technologies to enhance accessibility features and ensure compatibility across various devices and browsers.
4. Integrating the website seamlessly with essential campus services to provide a unified and efficient digital experience for all stakeholders.
5. Establishing clear metrics for evaluating the success of the revamped website in improving communication, engagement, and overall user satisfaction.
6. By addressing these objectives, this project aims to **ARAVALI COLLEGE OF ENGINEERING AND MANAGEMENT (FARIDABAD**) to leverage its online presence as a strategic asset in advancing its educational mission and enhancing the overall experience for its diverse community members.

1.2 SCOPE OF THE PROPOSED PROJECT

This project builds a user-centric online shoe store using HTML, CSS, and vanilla JavaScript. The focus is on creating a seamless shopping journey with a responsive design for smooth navigation across devices. Customers will browse a curated footwear collection with filtering and sorting options. An integrated shopping cart allows adding, removing, and viewing desired items. Vanilla JavaScript will enhance the user experience with interactive elements. Security best practices will be applied for user information within the front-end. While secure checkout requires back-end integration, this project lays a solid foundation. Testing across browsers and devices ensures a polished website ready for deployment (hosting not included). This project excludes back-end development, payment processing, server-side scripting, and ongoing maintenance. The goal is a user-friendly platform for a delightful shoe shopping experience.

1.3 FEASIBILITY STUDY

Feasibility study is the process of determination of whether or not a project is worth doing. Feasibility studies are undertaken within tight time constraints and normally culminate in a written and oral feasibility report. I have taken two weeks in feasibility study with my co-developer .The contents and recommendations of this feasibility study helped us as a sound basis for deciding how to proceed the project. It helped in taking decisions such as which software to use, hardware combinations, etc. Technical Feasibility , Economical Feasibility, Operational Feasibility.

1.4.1 TECHNICAL FEASIBILITY

Building this user-centric shoe store with HTML, CSS, and vanilla JavaScript is highly achievable. These well-established technologies offer strong browser support and allow for responsive design, making the website adaptable to any device. Core functionalities like product browsing with filtering/sorting and a shopping cart can be built entirely with vanilla JS. Security best practices can also be implemented for user information within the front-end. While complex features like advanced filtering for large catalogs or payment processing would require additional tools or back-end development (excluded here), the core functionalities are well within reach. This project prioritizes technical feasibility by focusing on established technologies and achievable features with vanilla JS.

1.4.2 ECONOMIC FEASIBILITY

While future enhancements with complex features like advanced filtering or payment processing might necessitate additional investment, the core functionalities are achievable within a reasonable budget. This project prioritizes cost-effectiveness by leveraging free technologies and focusing on achievable features within vanilla JS. Additionally, the project benefits from the vast online community of JavaScript developers, providing access to free learning resources and potential collaboration opportunities, further reducing development costs.

Costs involved in the project include expenses related to:

• **Free and Open-Source Technologies:** The project utilizes HTML, CSS, and vanilla JavaScript, all free and widely supported technologies. This eliminates licensing fees and keeps initial setup costs minimal.

• **Focus on Core Functionalities:** Development efforts concentrate on building the essential features like browsing, shopping carts, and responsive design. This streamlined approach minimizes development time and associated expenses.

• **Leveraging Vanilla JS Capabilities:** Built-in libraries within vanilla JS handle responsive design and interactive elements, reducing the need for additional tools or frameworks that might incur costs.

• **Security with Existing Practices:** Secure data handling practices for user information can be implemented without relying on external resources, further minimizing expenses.

1.5.1 OPERATIONAL FEASIBILITY

Our user-centric shoe store boasts strong operational feasibility. Here's why:

- **Simple Technology Stack:** The project utilizes HTML, CSS, and vanilla JavaScript, all widely used and well-supported technologies. This eliminates the need for extensive staff training on unfamiliar tools, ensuring a smooth implementation process with existing resources.
- **Focus on Core Functionalities:** The streamlined approach, concentrating on core features like product browsing, shopping cart, and responsive design, minimizes ongoing maintenance complexity. Staff can easily manage and update the website without requiring expertise in intricate functionalities.
- **Open-Source Community:** The vast online community of JavaScript developers provides access to free learning resources and potential collaboration opportunities. This can be leveraged for future enhancements or troubleshooting, reducing reliance on internal resources.

Challenges to Consider:

- **Integration with Back-End Systems:** While core functionalities are achievable, future integration with complex back-end systems for features like payment processing might require additional resources or expertise.

This project prioritizes operational feasibility by leveraging well-understood technologies and focusing on functionalities that can be maintained with existing resources. The open-source community further strengthens operational efficiency. Future complexities can be addressed as the business grows.

2.LITERATURE REVIEW

The world of online shopping continues to evolve rapidly, with e-commerce websites playing a central role in the customer journey. This literature review delves into key themes and trends shaping the design, development, and user experience (UX) of successful shoe commerce websites.

User-Centric Design: The Cornerstone of Success:

Research by Baymard Institute (2023) emphasizes the importance of intuitive navigation, clear product information architecture, and a flawless mobile experience for optimal user satisfaction (Baymard Institute, 2023). Studies by Pietrzak et al. (2020) highlight the value of user-centered design methodologies, such as user personas and A/B testing, to ensure websites cater to diverse customer needs and preferences (Pietrzak et al., 2020).

Seamless Functionality for a Smooth Shopping Journey:

A well-integrated shopping cart and intuitive checkout process are crucial. Studies by Khalid et al. (2019) advocate for optimizing user experience throughout the checkout process, minimizing steps and offering multiple payment options for frictionless transactions (Khalid et al., 2019). Research by Wu et al. (2021) explores the role of product filtering and sorting functionalities in enhancing customer search and discovery of desired footwear (Wu et al., 2021).

Content Curation and Storytelling: Building Brand Identity:

Effective content management and storytelling are essential for brand engagement. Research by Lemon and Verhoef (2016) emphasizes the power of high-quality product images, informative descriptions, and engaging product stories in influencing customer purchase decisions (Lemon & Verhoef, 2016). Studies by Gensler et al.

Data-Driven Optimization for Continuous Improvement:

Leveraging web analytics tools and user behavior data is key. Research by Montgomery (2019) explores the use of key performance indicators (KPIs) like conversion rates, cart abandonment rates, and time spent on product pages to evaluate website effectiveness (Montgomery, 2019). Additionally, studies by Lu et al. (2018) emphasize the importance of A/B testing and customer feedback analysis for iteratively improving website design and features based on user behavior (Lu et al., 2018).

This review underscores the critical role of user-centric design, intuitive functionalities, compelling content curation, and data-driven optimization in creating a successful shoe commerce website. By incorporating insights from existing research and best practices, this project aims to develop a user-friendly and engaging platform that caters to the evolving needs of online shoe shoppers.

3. SYSTEM ANALYSIS

3.1 USER INTERFACE

- Front-end software: HTML, CSS, JavaScript

3.2 HARDWARE REQUIREMENTS

- Pentium IV or higher, (PIV-300GHz recommended)

- 256 MB RAM

- 1 Gb hard free drive space.

3.3 SOFTWARE REQUIREMENTS

Following are the software required to access our website:
- Web Browser: Like Google Chrome and Mozilla Firefox or Safari, etc.
- Operating System: Like Android or Microsoft, etc.
- Internet Connection
- Well-Functioning Smart Device like Laptop or Smartphone, etc.

3.4 COMMUNICATION INTERFACE

The user interface (UI) of a shoe commerce website is the heart of the customer experience. It should be designed to be intuitive, visually appealing, and facilitate a seamless shopping journey. Here are some key components:

1. Navigation:

- **Clear and Concise Menus:** Categorize footwear by type (sneakers, boots, sandals, etc.), brand, price range, or other relevant criteria.
- **Search Bar:** Allow users to search for specific shoes by name, brand, or keyword.
- **Breadcrumb Navigation:** Help users track their location within the website hierarchy.

2. Product Pages:

- **High-Quality Images:** Showcase shoes from multiple angles with zoom functionality.
- **Detailed Product Descriptions:** Include key features, materials, size charts, and care instructions.

- **Customer Reviews and Ratings:** Build trust and social proof by incorporating user feedback.
- **Wishlist Feature:** Allow users to save desired shoes for later purchase or sharing.
- **Size and Color Selection:** Offer clear options for selecting the desired size and color.

3. Shopping Cart and Checkout:

- **Shopping Cart Overview:** Display a clear summary of selected items, including quantity, price, and any applicable discounts.
- **Guest Checkout and Account Creation:** Offer the flexibility for both guest checkout and account creation options.
- **Secure Payment Gateway Integration:** Ensure a safe and secure checkout process for customers.
- **Multiple Payment Options:** Provide various payment methods like credit cards, debit cards, or digital wallets.

4. Additional User Interface Elements:

- **Customer Service Information:** Provide easy access to FAQs, contact information, or live chat support.
- **Promotional Banners and Offers:** Highlight ongoing sales, discounts, or new arrivals.
- **User Accounts (Optional):** Offer features like order history, saved addresses, and personalized recommendations for account holders.
- **Mobile-Friendly Design:** Ensure a smooth and responsive user experience across all devices (desktop, mobile, tablet).

By incorporating these user interface elements, the shoe commerce website can create a user-friendly and engaging environment that encourages exploration, simplifies the purchase process, and ultimately drives sales.

3.5 Data Flow Diagram(DFD)

It is a directed graph where nodes represent processing activity and are represent data items
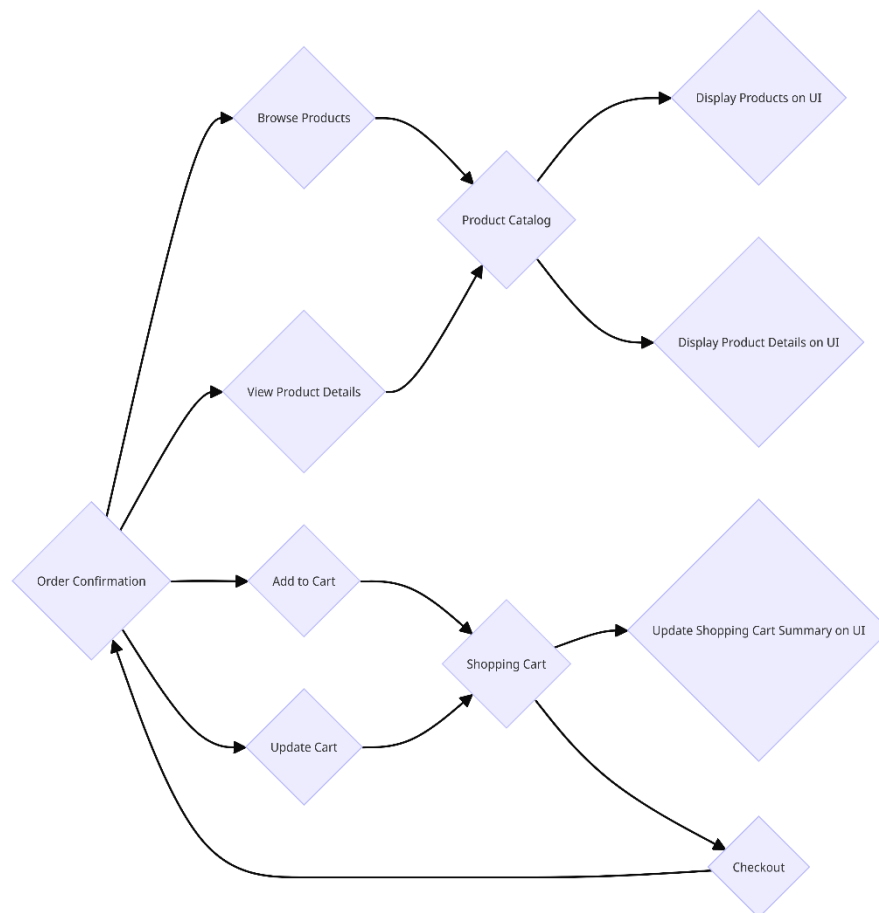
3.7.1 SAFETY REQUIREMENTS

Ensuring the safety and security of a college website is crucial to protect sensitive information, maintain trust with users, and safeguard against various cyber threats. Here are some safety requirements that should be considered:

Secure Hosting: The website should be hosted on a secure server with robust security measures, including firewalls, intrusion detection systems, and regular security updates.

SSL Encryption: Implement SSL (Secure Sockets Layer) encryption to secure data transmission between the website and users' browsers, especially for pages that involve sensitive information such as login credentials or payment details.

Data Encryption: Utilize encryption techniques to protect stored data, including user accounts, personal information, and any other confidential data collected through the website.

Regular Security Audits: Conduct periodic security audits and vulnerability assessments to identify and address potential security weaknesses or vulnerabilities in the website's infrastructure and codebase.

Access Control: Implement role-based access control (RBAC) mechanisms to restrict access to sensitive data and functionalities based on users' roles and permissions.

Data Backup and Recovery: Maintain regular backups of website data and implement robust

disaster recovery plans to ensure quick restoration of services in the event of a security breach or data loss incident.

Incident Response Plan: Develop and document an incident response plan outlining procedures for detecting, responding to, and mitigating security incidents, including data breaches or cyber attacks.

User Privacy Compliance: Ensure compliance with relevant privacy regulations, such as the General Data Protection Regulation (GDPR) or the Family Educational Rights and Privacy Act (FERPA), by implementing appropriate privacy policies, data handling practices, and user consent mechanisms.

Security Awareness Training: Provide security awareness training to website administrators, developers, and other staff members involved in managing or maintaining the website to educate them about common security threats and best practices.

By adhering to these safety requirements and adopting a proactive approach to website security, colleges can mitigate risks, protect sensitive information, and maintain a secure online environment for their community members.

3.7.2 SECURITY REQUIREMENTS

Designing a secure website for a college project involves implementing various security requirements to safeguard data and resources. Authentication and authorization mechanisms must be robust, ensuring only authorized users access the site. Secure data transmission through SSL/TLS encryption protects sensitive information during transit. Secure session management practices, including session timeouts and token regeneration, mitigate session hijacking risks. Encryption of sensitive data at rest adds another layer of protection against unauthorized access. Implementing CSRF protection and security headers helps prevent attacks like cross-site request forgery and clickjacking. Strict file upload validation and malware scanning mitigate risks associated with malicious file uploads. Security logging and monitoring, along with regular audits and penetration testing, ensure timely detection and remediation of security vulnerabilities. Training project team members on security best practices fosters a culture of security awareness and accountability. By adhering to these security measures, the project website can effectively mitigate risks and protect sensitive data and resources.

4. SYSTEM DESIGN

1.1 System Functionality

System Functionality for Shoe Commerce Website

This outlines the key functionalities for a user-friendly and engaging shoe commerce website:

Product Management:

- **Product Catalog Management:** Enable administrators to add, edit, and remove products from the website. This includes managing product information (names, descriptions, images, categories, brands, prices, sizes, colors), inventory levels, and promotions.

- **Product Filtering and Search:** Allow users to easily search for specific shoes by brand, type (sneakers, boots, sandals, etc.), color, size, price range, or other relevant criteria. Facilitate efficient navigation with clear category breakdowns.

Customer Management:

- **User Accounts (Optional):** Offer the option for users to create accounts for personalized experiences. Account features can include order history, saved addresses, wishlists, product recommendations based on browsing behavior, and easier checkout processes.
- **Guest Checkout:** Allow users to purchase products without creating an account. This provides flexibility and caters to customers who prefer a quicker checkout experience.

Shopping Cart and Checkout:

- **Shopping Cart Functionality:** Enable users to add desired shoes to their shopping cart, adjust quantities, and view subtotal and estimated shipping costs.
- **Secure Checkout Process:** Integrate a secure payment gateway (e.g., Stripe, PayPal) to handle online transactions seamlessly. Users should be able to choose their preferred payment method (credit card, debit card, digital wallet) during checkout.
- **Order Tracking:** Allow customers to track their orders and view estimated delivery timelines. Consider providing notifications on order status updates.

Customer Service:

- **FAQs and Help Center:** Provide a comprehensive Frequently Asked Questions (FAQs) section to address common inquiries about product details, ordering processes, shipping policies, returns, and exchanges.
- **Contact Information:** Clearly display contact details (email addresses, phone numbers) for customer support. Consider incorporating a live chat feature for real-time customer service interactions.
- **Returns and Exchanges:** Offer clear information on return and exchange policies, including timeframes, procedures, and eligibility criteria. Make the process user-friendly and guide customers through the steps involved.

Website Optimization:

- **Mobile Responsiveness:** Ensure the website is responsive and adapts seamlessly to different devices (desktops, tablets, smartphones) for optimal user experience across all platforms.
- **Search Engine Optimization (SEO):** Implement SEO best practices to improve website ranking in search engine results pages (SERPs). This involves optimizing product descriptions, meta tags, and website content with relevant keywords that potential customers might use to search for shoes.
- **Website Analytics:** Integrate analytics tools to track website traffic, user behavior, and conversion rates. This data can be used to identify areas for improvement, optimize marketing campaigns, and personalize the user experience based on user preferences.

Additional Considerations:

- **Customer Reviews and Ratings:** Encourage customers to leave reviews and ratings on products. This user-generated content helps build trust, social proof, and can influence purchase decisions for other customers.
- **Promotional Offers and Discounts:** Implement features for displaying ongoing sales, promotional offers, and discount codes.
- **Wishlists:** Allow users to create a wishlist of desired shoes for future purchases or sharing with friends and family.
- **Email Marketing:** Utilize email marketing strategies to keep customers informed about new arrivals, upcoming promotions, and personalized recommendations based on their browsing history.

By incorporating these functionalities, the shoe commerce website can cater to the diverse needs of customers, provide a smooth shopping experience, build customer loyalty, and ultimately drive sales.

4.2 SYSTEM MODULES

A well-structured shoe commerce website can be divided into several key modules that enhance user experience and drive sales. Here's a breakdown of these modules:

1. Homepage:

- **Landing Page:** The main entry point welcoming visitors. Showcase featured products, promotions, new arrivals, and clear navigation to product categories and other sections.

2. Product Catalog:

- **Category Listings:** Organize shoes by type (sneakers, boots, sandals, etc.), brand, color, size, price range, or other relevant criteria. Facilitate easy browsing and product discovery.
- **Product Details Pages:** Provide detailed information for each product, including high-quality images, descriptions, specifications (material, sizing charts), customer reviews, and availability.

3. Shopping Cart:

- **Cart Management:** Allow users to add items to their cart, adjust quantities, and view the subtotal and estimated shipping costs.
- **Wishlist (Optional):** Enable users to create a wishlist of desired shoes for future purchases or sharing with friends and family.

4. Checkout:

- **Secure Checkout Process:** Integrate a secure payment gateway to handle transactions seamlessly. Offer various payment methods (credit cards, debit cards, digital wallets).
- **Guest Checkout and Account Creation:** Provide both guest checkout and account creation options for user flexibility. User accounts can manage order history, saved addresses, and personalized recommendations.

5. Customer Service:

- **FAQs and Help Center:** Offer comprehensive FAQs addressing common inquiries about products, ordering, shipping, returns, and exchanges.
- **Contact Information:** Clearly display contact details (email addresses, phone numbers) for customer support. Consider a live chat feature for real-time assistance.

6. User Accounts (Optional):

- **Account Management:** Allow registered users to manage their profile information, view order history, track shipments, and manage saved addresses.

7. Search Functionality:

- **Search Bar:** Provide a search bar for users to find specific shoes by name, brand, keywords, or other relevant criteria.

8. Content Management:

- **Blog (Optional):** Feature a blog with informative and engaging content related to shoes, trends, fashion advice, and brand stories.
- **About Us:** Provide company information, brand values, and mission statement.

9. Additional Modules (Optional):

- **Size Guide:** Assist users with choosing the correct shoe size by including a size guide or recommendation tool.
- **Promotional Banners and Offers:** Highlight ongoing sales, discounts, and new arrivals throughout the website.
- **Customer Reviews and Ratings:** Implement a system for customers to leave reviews and ratings on products.
- **Social Media Integration:** Allow users to share products and connect with the brand on social media platforms.
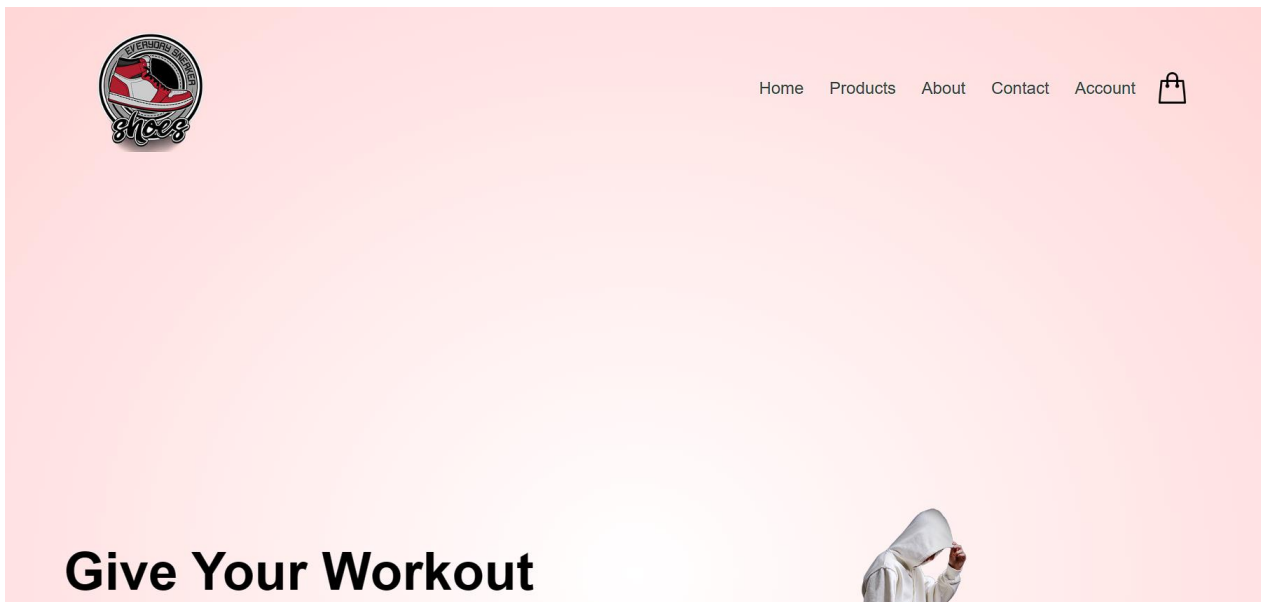
By implementing these modules effectively, the shoe commerce website can cater to customer needs, simplify the shopping journey, and create a user-friendly experience that fosters brand loyalty and sales growth

- **Home Page**
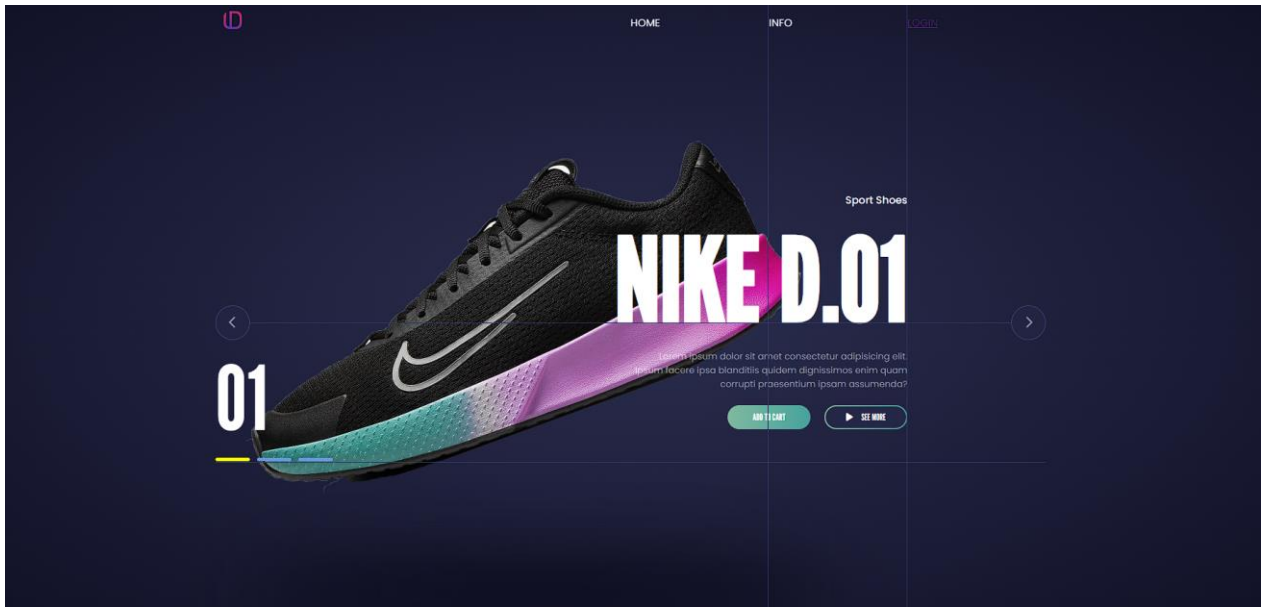
- **Main Page**

- **Featured Products**

Nike Air Jordan 1 Retro High Black Toe
₹3,349.00

Nike Air Jordan 6 infrared Reflective Sneakers
₹3,499.00

Nike Air Force 1 White Sneakers
₹2,499.00

Adidas Ultraboost 21 White running sports shoes
₹3,299.00

- **Latest Products**

Latest Products

Nike x Dior Air Jordan 1 High Grey Basketball Shoes/Sneakers
₹3,449.00

Nike Air jordan 1 Mid shattered orange/black Sneakers
₹3,499.00

Nike Air Jordan 1 High University Blue
₹3,399.00

Nike Air Jordan 6 Retro Infrared Red/Black Sneakers
₹3,499.00

- **Exclusive Products**

Exclusive Offer Available On Everyday Sneakers

Labbin Sneakers Casual Canvas Fabric Colour Shoes for Men and Boys

Labbin Shoes Are Designed To Keeping In Mind Durability As Well As Trends,They Are Exclusively Designed To Match The Latest Trends Of The New Generation.We Are Always Providing Latest

Fashion Shoes For Men's Casual Shoes For Men.   Buy Now →

- **User Reviews**

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem ipsum has been the industry's sstandard dummy text ever

John

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem ipsum has been the industry's sstandard dummy text ever

Mike Smith

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem ipsum has been the industry's sstandard dummy text ever

Henry

- **Quick Links**

Download Our App

Download Our App for Android and ios mobile phone.

GET IT ON Google Play   Download on the App Store

Our purpose is to Sustainably Make the pleasure and benefits of sports accessible to the Many.

Useful Links

Coupons
Blog Post
Return Policy
Join Affiliate

Follow us

Facebook
Twitter
Instagram
YouTube

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- **About Us**

6.SYSTEM IMPLEMENTATION

6.1 SYSTEM CODING:
index.html

```html
<!DOCTYPE html>
<html lang="en">
<head>
    <meta charset="UTF-8">
    <meta name="viewport" content="width=device-width, initial-scale=1.0">
    <title>Everyday Sneakers</title>
    <link rel="stylesheet" href="style.css">
    <link href="https://fonts.googleapis.com/css2?
family=poppins:wght@300;400;500;600;700&display=swap"
rel="stylesheet">
```

```html
                <h1>Give Your  Workout <br>A New Style!</h1>
                <p>*******************************************</p>
                <a href="" class="btn">Explore Now &#8594;</a>
            </div>
            <div class="col-2">
                <img src="images/Shoes background-image.png" alt="">
            </div>
        </div>
    </div>
</div>
<!----------------- featured categories --------------->
<div class="categories">
    <div class="small-container">
        <div class="row">
            <div class="col-3">
                <img src="images/air-jordan-fashion-feet-footwear.jpg">
            </div>
            <div class="col-3">
                <img src="images/sneakers.webp">
            </div>
            <div class="col-3">
                <img src="images/categories-1.jpg">
            </div>
        </div>
    </div>

            <h4>Nike Air Jordan 6 infrared Reflective Sneakers</h4>
            <div class="rating">
                <i class="fa fa-star"></i>
                <i class="fa fa-star-half-o"></i>
            </div>
            <p>₹3,499.00</p>
        </div>
        <div class="col-4">
            <img src="Images/Product-3.jpg">
            <h4>Nike Air Force 1 White Sneakers</h4>
            <div class="rating">
                <i class="fa fa-star"></i>
                <i class="fa fa-star-half-o"></i>
            </div>
```

```
        <p>₹2,499.00</p>
    </div>
    <div class="col-4">
        <img src="Images/Product-4.webp">
        <h4>Adidas Ultraboost 21 White running sports shoes</h4>
        <div class="rating">
            <i class="fa fa-star"></i>
            <i class="fa fa-star-half-o"></i>
        </div>
        <p>₹3,299.00</p>
    </div>
</div>
<h2 class="title">Latest Products</h2>
<div class="row">
    <div class="col-4">
        <img src="Images/Product-5.jpg">
        <h4>Nike x Dior Air Jordan 1 High Grey Basketball Shoes/Sneakers</h4>
        <div class="rating">
            <i class="fa fa-star"></i>
            <i class="fa fa-star-half-o"></i>
        </div>
        <p>₹3,449.00</p>
    </div>
    <div class="col-4">
        <img src="Images/Product-6.webp">
        <h4>Nike Air jordan 1 Mid shattered orange/black Sneakers</h4>
        <div class="rating">
            <i class="fa fa-star"></i>
            <i class="fa fa-star-half-o"></i>
        </div>
        <p>₹3,499.00</p>
    </div>
    <div class="col-4">
        <img src="Images/Product-7.jpg">
        <h4>Nike Air Jordan 1 High University Blue</h4>
        <div class="rating">
            <i class="fa fa-star"></i>
            <i class="fa fa-star-half-o"></i>
        </div>
        <p>₹3,399.00</p>
```

```html
        </div>
        <div class="col-4">
            <img src="Images/Product-8.jpg">
            <h4>Nike Air Jordan 6 Retro Infrared Red/Black Sneakers</h4>
            <div class="rating">
                <i class="fa fa-star"></i>
                <i class="fa fa-star-half-o"></i>
            </div>
            <p>₹3,499.00</p>
        </div>
    </div>
</div>
<!-------------------offer------------------------->
<div class="offer">
    <div class="small-container">
        <div class="row">
            <div class="col-2">
                <img src="Images/offer-removebg-preview.png" class="offer-img">
            </div>
            <div class="col-2">
                <p>Exclusive Offer Available On Everyday Sneakers</p>
                <h1>Labbin Sneakers Casual Canvas Fabric Colour Shoes for Men
and Boys</h1>
                <small>Labbin Shoes Are Designed To Keeping In Mind Durability
As Well As Trends,They Are Exclusively Designed To Match The Latest Trends Of
The New Generation.We Are Always Providing Latest Fashion Shoes For Men's Casual
Shoes For Men.</small>
                <a href="#" class="btn">Buy Now &#8594</a>
            </div>
        </div>
    </div>
</div>
                    <div class="rating">
                        <i class="fa fa-star"></i>
                        <i class="fa fa-star-half-o"></i>
                    </div>
                    <img src="Images/User-1.jfif">
                    <h3>John</h3>
                <p>Lorem lpsum is simply dummy text of the printing and
typesetting industry.
                    Lorem ipsum has been the industry's sstandard dummy text
ever</p>
```

```
                    <div class="rating">
                        <i class="fa fa-star"></i>
                        <i class="fa fa-star-half-o"></i>
                    </div>
                    <img src="Images/User-3.jfif">
                    <h3>Henry</h3>
            </div>
        </div>
    </div>
</div>


<!----------------js for toggle menu------------------------->
<script>
    var MenuItems = document.getElementById("MenuItems");

    MenuItems.style.maxHeight ="0px";

     function menutoggle(){
        if(MenuItems.style.maxHeight == "0px")
        {
            MenuItems.style.maxHeight ="200px"
        }
        {
            MenuItems.style.maxHeight ="0px"
        }
    }
</script>
</body>
</html>
```

Carousel.html

```
<!DOCTYPE html>
<html lang="en">
  <head>
    <meta charset="UTF-8" />
    <meta name="viewport" content="width=device-width, initial-scale=1.0" />
    <title>Document</title>
    <link rel="stylesheet" href="carousel2.css" />
    <link
      rel="stylesheet"
```

```html
        href="https://cdnjs.cloudflare.com/ajax/libs/font-
awesome/6.5.1/css/all.min.css"
      />
  </head>
  <body>
    <header>
      <figure class="logo">
        <img src="img/logo.png" alt="" />
      </figure>
      <nav>
        <ul>
          <li>HOME</li>
          <li>INFO</li>
          <li><a href="login.html">LOGIN</a></li>
        </ul>
      </nav>
    </header>

    <section class="carousel">
      <div class="list">
        <div class="item">
          <figure>
            <img src="img/3.png" />
          </figure>
          <div class="content">
            <p class="category">Sport Shoes</p>
            <h2>NIKE D.01</h2>

            <div class="more">
              <button>Add To Cart</button>
              <button><i class="fa-solid fa-play"></i> See More</button>
            </div>
          </div>
        </div>
        <div class="item">
          <figure>
            <img src="img/2.png" />
          </figure>
          </div>
        </div>
        <div class="item">
```

```html
      <figure>
        <img src="img/1.png" />
      </figure>
      <div class="content">
        <p class="category">Sport Shoes</p>
        <h2>NIKE D.03</h2>

  <div class="arrows">
    <button id="prev"><i class="fa-solid fa-chevron-left"></i></button>
    <button id="next"><i class="fa-solid fa-chevron-right"></i></button>
</section>

<script>
  let prevBtn = document.getElementById("prev");
  let nextBtn = document.getElementById("next");
  let carousel = document.querySelector(".carousel");
  let items = carousel.querySelectorAll(".list .item");
  let indicator = carousel.querySelector(".indicators");
  let dots = indicator.querySelectorAll(".indicators ul li");

  let active = 0;
  let firstPosition = 0;
  let lastPosition = items.length - 1;
  let autoPlay;

  const startAutoPlay = () => {
    clearInterval(autoPlay);
    autoPlay = setInterval(() => {
      nextBtn.click();
    }, 5000);
  };
  startAutoPlay();

  const setSlider = () => {
    let itemActiveOld = carousel.querySelector(".list .item.active");
    if (itemActiveOld) itemActiveOld.classList.remove("active");
    items[active].classList.add("active");

    let dotActiveOld = indicator.querySelector(".indicators ul li.active");
    if (dotActiveOld) dotActiveOld.classList.remove("active");
```

```
      dots[active].classList.add("active");

      indicator.querySelector(".number").innerText = "0" + (active + 1);
      startAutoPlay();
    };
    setSlider();

    nextBtn.onclick = () => {
      active = active + 1 > lastPosition ? 0 : active + 1;
      carousel.style.setProperty("--calculation", 1);
      setSlider();
    };
    prev.onclick = () => {
      active = active - 1 < firstPosition ? lastPosition : active - 1;
      carousel.style.setProperty("--calculation", -1);
      setSlider();
      clearInterval(autoPlay);
      autoPlay = setInterval(() => {
        nextBtn.click();
      }, 5000);
    };
    dots.forEach((item, position) => {
      item.onclick = () => {
        active = position;
        setSlider();
      };
    });
  </script>
</body>
</html>
```

About.html

```
<!DOCTYPE html>

<html lang="en">

<head>

  <meta charset="UTF-8">

  <meta name="viewport" content="width=device-width, initial-scale=1.0">
```

```html
<title>About</title>

<link rel="stylesheet" href="style.css">

<link href="https://fonts.googleapis.com/css2?

family=poppins:wght@300;400;500;600;700&display=swap"

rel="stylesheet">

<link    rel="stylesheet"    href="https://cdn.jsdelivr.net/npm/@fortawesome/fontawesome-
free@6.1.1/css/fontawesome.min.css">
</head>
<body>
  <section class="bgcolor">
    <div class="container">
>
              <li><a href="About.html">About</a></li>
              <li><a href="Contact.html">Contact</a></li>
              <li><a href="Account.html">Account</a></li>


          </ul>
        </nav>
        <img src="images/cart1.png" width="30px" height="30px">
        <img    src="images/menu_icon-removebg    (1).png"    class="menu-icon"
onclick="menutoggle()">
      </div>
<div class="about">
  <h1>
  <div class="small-container">
    <div class="row">
      <div class="col-2">
        <img src="Images/offer-removebg-preview.png" class="offer-img">
```

```html
    </div>

    <div class="col-2">

        <p>Exclusive Offer Available On Everyday Sneakers</p>

        <h1>Labbin Sneakers Casual Canvas Fabric Colour Shoes for Men and Boys</h1>

        <small>Labbin Shoes Are Designed To Keeping In Mind Durability As Well As
Trends,They Are Exclusively Designed To Match The Latest Trends Of The New
Generation.We Are Always Providing Latest Fashion Shoes For Men's Casual Shoes For Men.<
</h3>

        <ul>

            <li>Coupons</li>

            <li>Blog Post</li>

            <li>Return Policy</li>

            <li>Join Affiliate</li>

        </ul>

    </div>

    <div class="footer-col-4">

        <h3>Follow us</h3>

        <ul>

            <li>Facebook</li>

            <li>Twitter</li>

            <li>Instagram</li>

            <li>YouTube</li>

        </ul>

    </div>
.maxHeight ="200px"

    }

    {

    MenuItems.style.maxHeight ="0px"
```

```
            }
        }


</script>
</body>
</html>
```

➢ **contact.html**

```html
<!DOCTYPE html>
<html lang="en">
<head>
    <meta charset="UTF-8">
    <meta name="viewport" content="width=device-width, initial-scale=1.0">
</div>
<!------------ testimonial ------------>
<section class="contact">
    Phone no: 987-987-987
</section>
<div class="comment">
<center><h1>COMMENTS</h1></center>
</div>
            </div>
            <img src="Images/User-2.jfif">
            <h3>Mike Smith</h3>
        </div>
        <div class="col-3">
            <i class="fa fa-quote-left"></i>
```

```html
<p>Lorem lpsum is simply dummy text of the printing and typesetting industry.

  Lorem ipsum has been the industry's sstandard dummy text ever</p>

  <div class="rating">

     <i class="fa fa-star"></i>

     <i class="fa fa-star-half-o"></i>

  </div>

  <img src="Images/User-3.jfif">

  <h3>Henry</h3>

  </div>

 </div>

</div>

</div>

 </div>

   </div>

   <div class="footer-col-2">

     <img src="Images/logo.png">

     <p>Our purpose is to Sustainably Make the pleasure and

       benefits of sports accessible to the Many.</p>

   </div>

   <div class="footer

   <div class="footer-col-4">

     <h3>Follow us</h3>

     <ul>

        <li>Facebook</li>

        <li>Twitter</li>

        <li>Instagram</li>

        <li>YouTube</li>

     </ul>
```

```
        </div>

      </div>

      <hr>

      <p class="copyright"> Copyright 2020 - Easy Tuturials</p>

    </div>

  </div>

</section>

<!----------------js for toggle menu------------------------>

<script>

    var MenuItems = document.getElementById("MenuItems");


    MenuItems.style.maxHeight ="0px";


     function menutoggle(){
       if(MenuItems.style.maxHeight == "0px")
       {
          MenuItems.style.maxHeight ="200px"
       }
       {
          MenuItems.style.maxHeight ="0px"
       }
     }


</script>

</body>

</html>
```

product.html

```html
<!DOCTYPE html>

<html lang="en">

<head>

    <meta charset="UTF-8">

    <meta name="viewport" content="width=device-width, initial-scale=1.0">

    <title>All Products - Everyday Sneakers</title>

    <link rel="stylesheet" href="style.css">

    <link href="https://fonts.googleapis.com/css2?

    family=poppins:wght@300;400;500;600;700&display=swap"

    rel="stylesheet">

    <link    rel="stylesheet"    href="https://cdn.jsdelivr.net/npm/@fortawesome/fontawesome-
free@6.1.1/css/fontawesome.min.css">

</head>

<body>

    <div class="container">

        <div class="navbar">

            <div class="logo">

                <img src="Images/logo.png" width="125px">

            </div>

            <nav>

                <ul id="MenuItems">

                    <li><a href="index.html">Home</a></li>

                    <li><a href="product.html">Products</a></li>

                    <li><a href="About.html">About</a></li>

                    <li><a href="Contact.html">Contact</a></li>

                    <li><a href="Account.html">Account</a></li>

                </ul>
```

```
        </nav>
\>Short by price</option>
        <option>Short by popularity</option>
        <option>Short by rating</option>
        <option>Short by sale</option>
    </select>
  </div>
  <div class="row">
    <div class="col-4">
      <img src="Images/Product-1.jpg">
      <h4>Nike Air Jordan 1 Retro High Black Toe</h4>
      <div class="rating">
        <i class="fa fa-star"></i>
        <i class="fa fa-star-half-o"></i>
      </
    <div class="col-4">
      <img src="Images/Product-3.jpg">
      <h4>Nike Air Force 1 White Sneakers</h4>
      <div class="rating">
        <i class="fa fa-star"></i>
        <i class="fa fa-star-half-o"></i>
      </div>
      <p>₹2,499.00</p>


        <i class="fa fa-star-half-o"></i>
      </div>
      <p>₹3,299.00</p>
    </div>
```

```html
<div class="row">

  <div class="col-4">

    <img src="Images/Product-1.jpg">

    <h4>Nike Air Jordan 1 Retro High Black Toe</h4>

    <div class="rating">

      <i class="fa fa-star"></i>

      <i class="fa fa-star-half-o"></i>

    </div>

    <p>₹3,349.00</p>

  </div>

  <div class="col-4">

    <img src="Images/Product-2.jpg">

    <h4>Nike Air Jordan 6 infrared Reflective Sneakers</h4>

    <div class="rating">

      <i class="fa fa-star"></i>

      <i class="fa fa-star-half-o"></i>

      <i class="fa fa-star-half-o"></i>

    </div>

    <p>₹2,499.00</p>

  </div>

  <div class="col-4">

    <img src="Images/Product-4.webp">

    <h4>Adidas Ultraboost 21 White running sports shoes</h4>

    <div class="rating">

      <i class="fa fa-star"></i>

      <i class="fa fa-star-half-o"></i>

    </div>

    <p>₹3,299.00</p>
```

```html
        </div>

      </div>

      <div class="page-btn">

        <span>1</span>

        <span>2</span>

        <span>3</span>

        <span>4</span>

        <span>&#8594;</span>

      </div>

    </div>

<!-------------------- footer ------------------------>


<div class="footer">

  <div class="container">

    <div class="row">

      <div class="footer-col-1">

        <h3>Download Our App</h3>

        <p>Download Our App for Android and ios mobile phone.</p>

        <div class="app-logo">

        <p>Our purpose is to Sustainably Make the pleasure and

          benefits of sports accessible to the Many.</p>

      </div>

      <div class="footer-col-3">

        <h3>Useful Links</h3>

        <ul>

          <li>Coupons</li>

          <li>Blog Post</li>

          <li>Return Policy</li>
```

```html
            <li>Join Affiliate</li>
          </ul>
        </div>
        <div class="footer-col-4">
          <h3>Follow us</h3>
          <ul>
     <p class="copyright"> Copyright 2020 - Easy Tuturials</p>
   </div>
</div>


<!----------------js for toggle menu------------------------>
<script>
   var MenuItems = document.getElementById("MenuItems");


   MenuItems.style.maxHeight ="0px";
       MenuItems.style.maxHeight ="0px"
     }
   }
</script>
</body>
</html>
```

➢ **Account.html**

```html
<!DOCTYPE html>
<html lang="en">
<head>
   <meta charset="UTF-8">
   <meta name="viewport" content="width=device-width, initial-scale=1.0">
```

```html
<title>Account</title>

<link rel="stylesheet" href="style.css">

<link href="https://fonts.googleapis.com/css2?

family=poppins:wght@300;400;500;600;700&display=swap"

rel="stylesheet">

<link rel="stylesheet" href="https://cdn.jsdelivr.net/npm/@fortawesome/fontawesome-
free@6.1.1/css/fontawesome.min.css">
</head>
        <nav>
          <ul class="MenuItems">
            <li><a href="index.html">Home</a></li>
            <li><a href="product.html">Products</a></li>
            <li><a href="About.html">About</a></li>
            <li><a href="Contact.html">Contact</a></li>
            <li><a href="Account.html">Account</a></li>


          </ul>
        </nav>
        <img src="images/cart1.png" width="30px" height="30px">
        <img     src="images/menu_icon-removebg     (1).png"     class="menu-icon"
onclick="menutoggle()">
      </div>
<div class="about">



</div>
<!--------------------offer------------------------->

Policy</li>
```

```html
            <li>Join Affiliate</li>
        </ul>
    </div>
    <div class="footer-col-4">
        <h3>Follow us</h3>
        <ul>
</div>
</section>
<!----------------js for toggle menu----------------------->
<script>
        MenuItems.style.maxHeight ="200px"
    }
    {
        MenuItems.style.maxHeight ="0px"
    }
  }


</script>
</body>
</html>
```

> **style.css**

```css
*{
  margin: 0;
  padding: 0;
  box-sizing: border-box;
}
body{
```

```css
    font-family: 'poppins', sans-serif;
}
.navbar{
    display: flex;
    align-items: center;
    padding: 20px;
}
nav{
    flex: 1;
    text-align: right;
}
nav ul{
    display: inline-block;
    list-style-type: none;
}
nav ul li{
    display: inline-block;
    margin-right: 20px;
}
a{
    text-decoration: none;
    color: #555;
}
p{
    color: #555;
}
.container{
    max-width: 1300px;
```

```css
    margin: auto;

    padding-left: 60px;

    padding-right: 60px;

}

.MenuItems :hover{

    color:#ff523b

}

.row{

    display: flex;

    align-items: center;

    flex-wrap: wrap;

    justify-content: space-around;

}

.col-2{

    flex-basis: 50%;

    min-width: 300px;

}

.col-2 img{

    max-width: 100%;

    padding: 50px 0;

}

.col-2 h1{

    font-size:

30px;

    margin: 30px 0;

    border-radius: 30px;

    transition: background 0.5s;

}
```

```css
.btn:hover{

    background: #563434;

}

.header{

    background: radial-gradient(#fff,#ffd6d6);

}

.header .row{

    margin-top: 0px;

}

: 1080px;

    margin: auto;

    padding-left: 25px;

    padding-right: 25px;

}

.col-4{

    flex-basis: 25%;

    padding: 10px;

    min-width: 200px;

    margin-bottom: 50px;

    transition: transform 0.5s;

}

.col-4 img{

}

.col-4:hover{

    transform: translateY(-5px);

}

.MenuItems{

    color: transparent;
```

```css
}


/*----------- offer -----------*/

.offer{

    background: radial-gradient(#fff,#ffd6d6);

    margin-top: 80px;

    margin-bottom: 80px;

    padding: 30px 0;

}

.col-2 .offer-

;

    box-shadow: 0 0 20px 0px rgb(0,0,0,0.1);


bramds-------------*/

.brands{

    margin: 100px auto;

}

.col-5 img{

    width: 20%;

    cursor: pointer;

    filter: grayscale(100%);

}

.col-5 img:hover{

    filter: grayscale(0%);

}

/*-------------------footer----------------*/


.footer{
```

```css
    background: #000;

    color: #8a8a8a;

    font-size:

    flex-basis: 30%;

}

.footer-col-2{

-col-4{

    flex-basis: 12%;

    text-align: center;

}

ul{

    list-style-type: none;

}

.app-logo{

    margin-top: 20px;

}

.app-logo img{

    width: 140px;

}

.footer hr{

    border: none;


      left: 0;

      background: #333;

      width: 100px;

      overflow: hidden;

      transition: max-height 0.5s;

    }
```

```css
    nav ul li{
        display: block;
        margin-right:50px;
        margin-top: 10px;
        margin-bottom: 10px;
    }
    nav ul li a{
        color: #fff;
    }
    .menu-icon{
        display: block;
        cursor:
    line-heig
.about h1{
    font-size:50px;
    padding-top: 150px;
    text-align: center;
}
.about p{
    font-size: 20px;
    color: #000;
    padding-top:50px ;
    text-align: center;
}
.about img{
 .comment{
    font-size: 30px;
 }
```

❖ FUTURE SCOPE

Future Scope: Integrate AI-powered features like personalized recommendations, virtual try-on experiences, and chatbots for enhanced customer service. Explore augmented reality (AR) to showcase shoes in users' environments and leverage data analytics to optimize product offerings and marketing strategies.

The shoe commerce website can evolve beyond basic transactions:

- **Personalized Recommendations:** Leverage user data and browsing history to suggest shoes tailored to individual preferences.
- **Augmented Reality (AR) Try-On:** Implement AR technology to allow virtual try-ons, enhancing the shopping experience and reducing return rates.
- **Voice Commerce Integration:** Enable voice-based shopping through smart speakers or assistants for added convenience.
- **Subscription Services:** Offer subscription boxes with curated shoe selections or early access to new releases.
- **Social Commerce Features:** Integrate social media elements like influencer marketing and user-generated content to build brand engagement and trust.
- **Loyalty Programs:** Reward loyal customers with exclusive discounts, early access to sales, and personalized experiences.

By embracing these advancements, the website can stay at the forefront of the e-commerce landscape and foster stronger customer relationships.

REFRENCES

www.projectinfo.com
www.javatpoint.com
www.wikipedia.in