**WDD 330 Final Project Proposal: Ecommerce Shopping Assistant**

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**Project Title:** Poise Enterprise – Smart Ecommerce Shopping Assistant

**Project Overview**

This project is an advanced version of my previous clothing website, reimagined as a smart eCommerce shopping assistant. The idea came from a common frustration: clothing deals are spread out across different websites, making it hard to compare prices, see reliable reviews, or find the best product without opening a dozen tabs. This app solves that problem.

The goal is to create a sleek web application that allows users to search for clothing items from multiple online stores in one place. The app will compare prices, show user ratings, display detailed descriptions, and let shoppers make better buying decisions—all while offering a smooth and stylish experience.

What motivates me most is the chance to combine good design with powerful functionality. It’s also a great opportunity to work with real-world APIs and apply everything I’ve been learning about modern frontend development.

**Target Audience**

**The app is designed for:**

* Online shoppers looking for the best clothing deals.
* Fashion-forward individuals comparing styles across brands.
* Budget-conscious buyers who want to read reviews before purchasing.
* People between the ages of 18 and 45, especially in Nigeria and other regions where fashion is important and mobile shopping is common.

**Core Features**

**Here’s what the app will be able to do:**

1. Product Search  
   Users can search for clothing items like “jeans” or “sneakers,” and the app will pull results from several online retailers.
2. Compare Products Across Stores  
   Matching products from different stores will appear side-by-side, showing prices, store links, and other details for easy comparison.
3. Filter and Sort Options  
   Shoppers can filter results by price, category, or brand, and sort them by popularity or lowest price.
4. Ratings & Reviews  
   Whenever possible, the app will show product ratings and user reviews, using data provided by the APIs.
5. Product Details in a Modal  
   Clicking a product will open a detailed view showing images, a full description, available sizes, and a direct vendor link.
6. Favorites List  
   Users can save their favorite items using local storage to revisit them later.
7. Trending Products Carousel  
   The homepage will feature a dynamic carousel displaying trending products from the APIs.
8. Fully Responsive Design  
   The app will look and work great on mobile phones and desktops alike.

**Wireframes**

[**HOME PAGE LARGE VIEW.jpg**](https://1drv.ms/i/c/71f1c4816f967a85/EUv2mFeo4yhJuFHD536vLxMBKVK5FmiS9q_xr78MMrEEDQ?e=e3ueZo)

[HOME PAGE MOBILE VIEW.jpg](https://1drv.ms/i/c/71f1c4816f967a85/ERLRE10T8LNGmS50CJUPtYsBilJQhWX9ux4rnWMViriEAQ?e=EyVcDF)

More pages may be added later depending on features and testing.

**External APIs**

To provide real product data, the app will use:

1. **IHerb Product Data API**
   * Purpose: Pull product details, prices, stock status, and images.
   * Data Needed: Product name, description, rating, category, price, and image URL.
2. **Kohls API**
   * Purpose: Show promotional items and clothing/shoe listings.
   * Data Needed: Deal title, product details, discount info, and images.
3. **Optional: Flipkart API**
   * Backup source for fashion listings if integration is available and stable.

**Project Modules**

The app will be organized into these JavaScript modules:

* apiManager.js – Handles API calls and fetch logic.
* productList.js – Renders the list of products and applies filters.
* productModal.js – Manages the modal window and product detail content.
* favorites.js – Saves and loads favorite items from local storage.
* carousel.js – Shows trending items dynamically on the homepage.
* ui.js – Handles DOM updates and UI state changes.
* main.js – Acts as the central controller for initializing the app.

**Design and Branding**

* **Color Scheme**
  + Primary: Gold #FFD700
  + Secondary: White/Light Gray #AAAAAA
  + Background: Black with transparent overlay #000000
  + Hover: Whitesmoke #F5F5F5
* **Typography**
  + Headings: *Montserrat*
  + Body Text: *Open Serif*
* **App Icon**A stylized gold letter “P” nested inside or merging with a modern shopping cart.

**Timeline and Milestones**

**Week 5**

* Finalize the APIs and wireframes
* Set up the project structure with base HTML and CSS
* Create and test API fetch logic

**Week 6**

* Build the UI modules: search, product list, modal, and favorites
* Implement responsive layout and interactivity
* Begin working on the carousel and filtering system

**Week 7**

* Finalize and polish the UI/UX
* Finish any remaining features
* Conduct user testing and fix performance issues
* Record a video demo and prepare for final submission

**Planning Tools**

You can follow the project progress here:  
 Trello Board: <https://trello.com/b/MDMXDmDm/wdd330-project>

**Anticipated Challenges**

* API Integration  
  Finding reliable APIs that support CORS and provide enough useful data could be tricky.
* Performance Optimization  
  Ensuring that the UI stays fast and responsive even when loading lots of product data from different sources.
* Data Consistency  
  Different APIs may have different formats for products, ratings, and prices. I’ll need to normalize them for consistent display.
* Balancing Design and Function  
  With limited time, it will be challenging to maintain a polished, modern look while still hitting all the technical goals.