

# **WEBSITE DESIGN FOR OVIYA GHEE COMPANY**

## **A MINI PROJECT REPORT**

*Submitted by*

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*in partial fulfillment for the award of the degree of*

## **BACHELOR OF ENGINEERING IN COMPUTER SCIENCE AND ENGINEERING**



**PANIMALAR ENGINEERING COLLEGE**

**(An Autonomous Institution, Affiliated to Anna University, Chennai)**

**OCTOBER 2024**

## **BONAFIDE CERTIFICATE**

Certified that this project report “**WEBSITE DESIGN FOR OVIYAGHEE COMPANY**” is the bonafied work of **N.J.REVIVELIN DEBORAH (211422104395) & V.RATHI (211422104386)** who carried out the project work under my supervision.

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## **DECLARATION BY THE STUDENT**

We REVIVELIN DEBORAH N J(211422104395),RATHI .V(211422104386)hereby declare that this project report titled “**OVIYA GHEE WEBSITE**”, under the guidance of MRS.S.LINCY JEMINA, M.E.,Ph.D., is the original work done by us and we have not plagiarized or submitted to any other degree in any university by us.

**REVIVELIN DEBORAH N J**

**RATHI .V**

## ACKNOWLEDGEMENT

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**GSTIN/UIN:33ATPPK2600L1ZP, PH No:9884112929,Tamil Nadu -600035,India**  
**State Name:Tamil Nadu,code:33**

Ref no: Oviya Ghee Company

20/12/2024

**WORK COMPLETION CERTIFICATE**

To whomsoever it may concern

**Name of Work/Project:**Oviya Ghee Website

**Agreement Dated:**22/07/2024

**Contract Period:**July 2024- December 2024 (6 months)

**Firm in which work done:**Panimalar Engineering College

**Place of Work:**Chennai

**Whether Work Completed:** Yes

**Date of Completion:**06/11/2024

**Completed Value of Work: Rs10,000(Ten Thousand Rupees Only)**

Mrs Kasthuri Kannan

**Vijayam Dairy Foods**  
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**State Name:Tamil Nadu,code:33**

Ref no: Oviya Ghee Company

19/07/2024

To,

Mrs.S.LINCY JEMINA,M.E,(Ph.d)

Assistant Professor

Department of Computer Science and Engineering,

Panimalar Engineering College,

Chennai-600123.

Respected Madam,

**Sub: Acceptance of Project Proposal-Reg.**

I am writing to formally accept the proposal for the Oviya Ghee Company project as presented by your students N.J.Revivelin Deborah ,V.Rathi and your college. After careful consideration, I am excited to move forward with this initiative.This project represents a significant opportunity for us to improve our Product sale . I am confident that your team's expertise and our collaborative efforts will lead to a successful implementation.

Please let me know if you require any further information or documentation from my side to proceed.

I look forward to working together and achieving great results.

Thank you



Yours sincerely,

(Mrs Kasthuri Kannan)



## ABSTRACT

This project focuses on developing a dynamic and user-friendly website for *Oviya Ghee Company* to enhance customer engagement and streamline purchasing. The website showcases a variety of ghee products with multiple quantity options, allowing customers to select their desired size with ease. A key feature of the platform is an integrated chatbot that assists users in discovering recipes made using ghee, offering personalized suggestions to enhance their culinary experience. The website also supports seamless ordering, quantity selection, and secure payments through multiple transaction methods, ensuring a smooth and convenient shopping process. This solution aims to improve customer interaction, simplify purchases, and provide value-added services, ultimately boosting the brand's online presence and customer satisfaction.

# **CHAPTER-1**

## **INTRODUCTION**

## **CHAPTER-1**

### **INTRODUCTION**

Founded in 2004, Oviya Ghee Company began as a small business with a commitment to providing pure, high-quality ghee to customers. Over the years, the company steadily grew, earning trust for its traditional production methods and authentic taste. With a focus on purity and sustainability, Oviya Ghee became a well-known name in households across the region.

In 2024, marking its 20th anniversary, the company expanded its operations to wholesale markets, catering to restaurants, bakeries, and other commercial buyers. This milestone reflects Oviya Ghee's continuous growth and commitment to serving a broader customer base while maintaining the same quality and values that defined its origins.

### **PROBLEM STATEMENT**

With the growing demand for online shopping, *Oviya Ghee Company* faces the challenge of providing a seamless digital experience that goes beyond simple product listings. Customers not only need easy access to a variety of ghee products in different quantities but also look for added value, such as recipe ideas to make better use of the product. However, the absence of interactive support for product recommendations or cooking inspiration can lead to missed engagement opportunities. Additionally, customers expect a smooth ordering experience, with flexible quantity selection and secure, multi-option payment processing. The company needs an intuitive platform that addresses these challenges by combining product browsing, personalized recommendations through a chatbot, and a reliable payment infrastructure, ensuring a comprehensive and enjoyable user experience.

# **CHAPTER-2**

## **LITERATURE SURVEY**

## **2. LITERATURE SURVEY**

### ***1. E-commerce Website Design and User Experience***

Several studies emphasize the importance of intuitive design and seamless navigation for e-commerce websites. According to Kumar et al. (2018), a user-friendly interface with clear product categories and easy-to-use features positively impacts customer satisfaction. Additionally, product variety and flexible selection of quantities are key to meeting diverse consumer needs (Dhanalakshmi & Kanimozhi, 2020). The literature highlights the role of smooth website navigation in reducing cart abandonment rates and increasing purchase conversion.

*Takeaway:* For *Oviya Ghee Company*, a well-structured website with intuitive quantity selection is essential to meet customer expectations and drive sales.

### ***2. Chatbots and Conversational Interfaces for E-commerce***

Chatbots have emerged as a powerful tool in enhancing customer engagement in online stores. A study by Jain et al. (2019) showed that chatbots offering personalized recommendations improve user satisfaction and purchase likelihood. Similarly, Deshpande & Goyal (2021) noted that chatbots providing culinary suggestions not only assist users but also increase their interest in exploring more products. Ghee-based recipes can serve as a value-added feature, providing customers with meaningful use cases, which strengthens brand loyalty.

*Takeaway:* Implementing a recipe-suggestion chatbot would enhance the shopping experience and encourage frequent product use by customers.

### ***3. Product Recommendation Systems***

Recommendation systems play a crucial role in e-commerce by influencing purchase decisions. Sarwar et al. (2017) found that personalized recommendations based on customer interests, such as recipes tailored to ingredients like ghee, enhance user experience. Leveraging recommendation engines to deliver targeted content can increase engagement and create a sense of value.

### ***3. Secure Payment Systems and Multi-Transaction Support***

The payment experience is a critical factor in online shopping, with customers expecting flexible and secure payment options. According to Agrawal et al. (2018), offering multiple payment modes—such as credit/debit cards, UPI, wallets, and net banking—boosts trust and convenience. Research by Pathak & Gupta (2020) highlights the importance of secure payment gateways in protecting customer data and building consumer confidence in online transactions.

**Takeaway:** *A secure, multi-transaction payment system will be critical for Oviya Ghee Company to ensure smooth order*

### ***4. Impact of Value-Added Services on Customer Retention***

Studies suggest that offering value-added services, such processing and customer trust.

as recipes and tips, increases customer retention and brand loyalty (Chen & Tsai, 2019). Value-added services also foster a deeper connection with customers by providing them with practical insights into product usage, which in turn leads to better word-of-mouth marketing.

**Takeaway:** Providing recipe suggestions through a chatbot not only enhances the customer experience but also strengthens brand loyalty for *Oviya Ghee Company*.

# **CHAPTER-3**

## **SYSTEM ANALYSIS**

## EXISTING SYSTEM

### *1. Basic Product Catalogs and Quantity Selection*

Many online platforms provide product catalogs that allow users to view products with options for selecting different quantities. These systems offer features such as filters, price comparisons, and customer reviews to enhance shopping experiences. **Limitations:**

- Product browsing is often generic, without any added value like suggestions for product usage.
- Limited interaction between the brand and customers after the purchase process.

### *2. Recipe Blogs and Cooking Platforms*

Some companies, such as dairy brands, maintain separate recipe blogs or integrate recipe sections within their product websites to inspire customers to use their products creatively. **Limitations:**

- These platforms require users to manually search for recipes, which can be time-consuming.
- No direct connection between recipe suggestions and real-time product availability on the platform.
- No interactive mechanism, such as chatbots, to suggest recipes based on user preferences.

### *3. Ordering And Payment System*

Current e-commerce systems offer a variety of payment methods, including credit cards, UPI, wallets, and net banking. They also support order tracking and notifications for customer convenience.

**Limitations:**

- While payment options are diverse, some platforms still experience issues with transaction failures and delays in confirmation.
- The absence of a unified experience (product purchase and post-purchase interaction) limits customer engagement.



## PROPOSED SYSTEM

The proposed system for *Oviya Ghee Company* focuses on building an e-commerce website that not only provides easy access to its product range but also enhances customer interaction through a value-added service. The key components of the system include:

**1. Product Catalog with Quantity Selection:**

- A well-organized product catalog displaying various types and quantities of ghee.
- Filters to help customers select products based on their preferences (e.g., organic, flavored, bulk sizes).

**2. Chatbot for Recipe Search and Recommendations:**

- A conversational AI-powered chatbot integrated into the website.
- The chatbot suggests recipes made with ghee based on user input or product selection.
- Personalized interaction to help customers discover new culinary uses for ghee, enhancing engagement and satisfaction.

**3. Seamless Ordering and Checkout Process:**

- Users can easily browse, select quantities, and add products to the cart.
- A smooth checkout process with detailed order summaries and multiple shipping options.

**4. Secure Payment System with Multiple Transaction Options:**

- Support for credit/debit cards, UPI, digital wallets, net banking, and cash on delivery.
- Integrated with a secure payment gateway to ensure smooth transactions and customer trust.

**5. Order Tracking and Notifications:**

- Real-time notifications via email or SMS regarding order status and shipment tracking.

### Benefits of the Proposed System

- **Enhanced Customer Experience:** By integrating recipes with product offerings, the platform creates an engaging experience that encourages repeat visits.
- **Increased Customer Retention:** The chatbot fosters brand loyalty by offering value beyond the purchase, encouraging customers to explore more products.
- **Efficient Shopping Process:** A well-organized catalog with quantity selection and multiple payment options ensures customer convenience.
- **Competitive Advantage:** Combining e-commerce functionality with a personalized recipe chatbot gives *Oviya Ghee Company* an edge over competitors who offer only basic online shopping experiences.

### 3.3. FEASIBILITY STUDY

#### 1. Technical Feasibility

This assesses whether the necessary technology and resources are available to develop and maintain the platform.

- **Platform:** The website can be built using modern web technologies such as HTML, CSS, JavaScript, and PHP Admin for back-end development.
- **Chatbot:** AI-powered chatbots like Dialogflow, Microsoft Bot Framework, or custom NLP solutions can be integrated for personalized recipe suggestions.
- **Payment Gateway:** Integration with popular payment gateways (like Razorpay, PayPal, or Stripe) will allow secure multi-transaction support.

#### 2. Economic Feasibility

This evaluates the financial viability of the project, including the estimated costs and potential returns.

- **Development Costs:** Initial costs include web development, chatbot setup, payment gateway integration, and hosting.

#### 3. Operational Feasibility

This assesses the practicality of implementing the system within the organization's operational framework.

- **Staff Requirements:** Basic staff training will be needed to manage product listings, handle customer queries, and monitor chatbot performance.
- **Order Fulfillment:** Efficient logistics and partnerships with delivery providers will ensure timely shipment of orders.
- **Customer Support:** The chatbot will handle basic queries, reducing the load on support staff, while human agents can address more complex concerns.

## 3.4 SOFTWARE ENVIRONMENT

### *1. Frontend Technologies*

- **HTML5, CSS3, JavaScript:** To design the structure, style, and interactive elements of the website.

#### **Purpose:**

- Allows users to browse products, select quantities, interact with the chatbot, and complete purchases smoothly.

### *2. Database System*

- **PHP Admin, MySQL:** To store the details .**Purpose:**
- To store the details of the user in the login page.

### *3. Chatbot Integration*

- **Google Dialogflow or Microsoft Bot Framework:** To develop and integrate a chatbot that helps users search for ghee-based recipes.
- **AI/NLP Services:** To improve the chatbot's ability to provide personalized recipe suggestions.

#### **Purpose:**

- Enhances customer engagement with interactive and conversational support.

# **CHAPTER-4**

## **SYSTEM DESIGN**

## 1. Frontend Design

**Technology:** html,css and javascript

**UI Components:**

- Product listing and filtering pages
- Product detail page with quantity selection

**User Interaction Flow:**

- Users browse products or use the chatbot for recipe suggestions.
- Add items to the cart and select quantities.
- Proceed to checkout and make payments through secure gateways.
- Receive real-time order updates via the UI.

## 2. Database Design

**Database Type:** MySQL ,PHP Admin.

**Tables and Collections:**

- Product Table:** Stores product ID, name, category, price, quantity, and description.
- User Table:** Stores user profiles, addresses, and login credentials.
- Order Table:** Records order ID, products, user details, status, and timestamps.
- Transaction Table:** Logs payment details, status, and timestamps.
- Recipe Data (PHP Admin):** Stores recipes linked with products for chatbot recommendations.

## 3. Chatbot Design

**Technology:** Google Dialogflow or Microsoft Bot Framework

**Functionality:**

- The chatbot provides personalized recipe suggestions based on product availability.
- The chatbot guides users to relevant product pages if they wish to buy ingredients.

## **4.Payment Gateway Integration**

**Supported Gateways:** Razorpay, PayPal, Stripe  
**Flow:**

- 1.The user selects a payment method (credit card, UPI, etc.).
2. On successful payment, the order is confirmed, and the transaction is logged in the database.

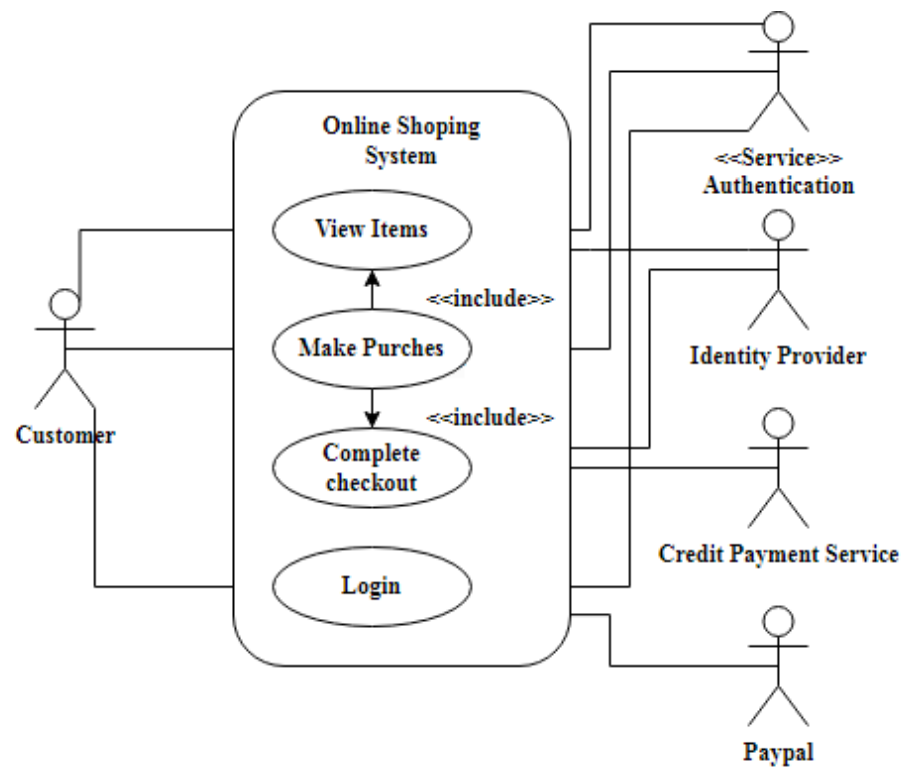
## **Order Tracking and Notification System**

### **Order Management:**

- The backend updates the order status (Processing, Shipped, Delivered) in real-time.
- Users receive updates via email/SMS on order status.

## UML DIAGRAMS:

### USECASE DIAGRAM



## DOMAIN MODEL

Entities: - Customer - Admin - Product - Order - Payment - Chatbot

Relationships: - Customer places multiple Orders. - Orders contain multiple Products. - Orders initiate Payments. - Admin manages Products. - Admin updates the status of Orders. - Customer interacts with the Chatbot for recipes. - Payment processes are associated with Orders.

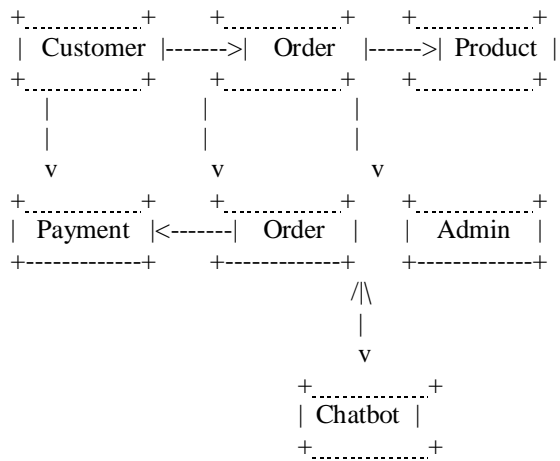


Fig.4.3.2. Domain Model for SPMS



# CLASS DIAGRAM

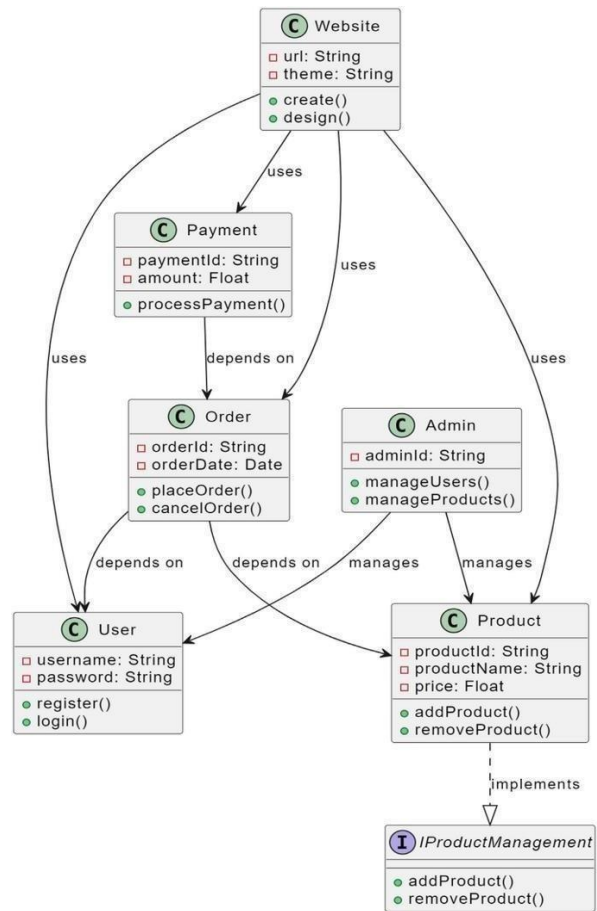


Fig.4.3.3.Class diagram for SPMS

## STATE DIAGRAM

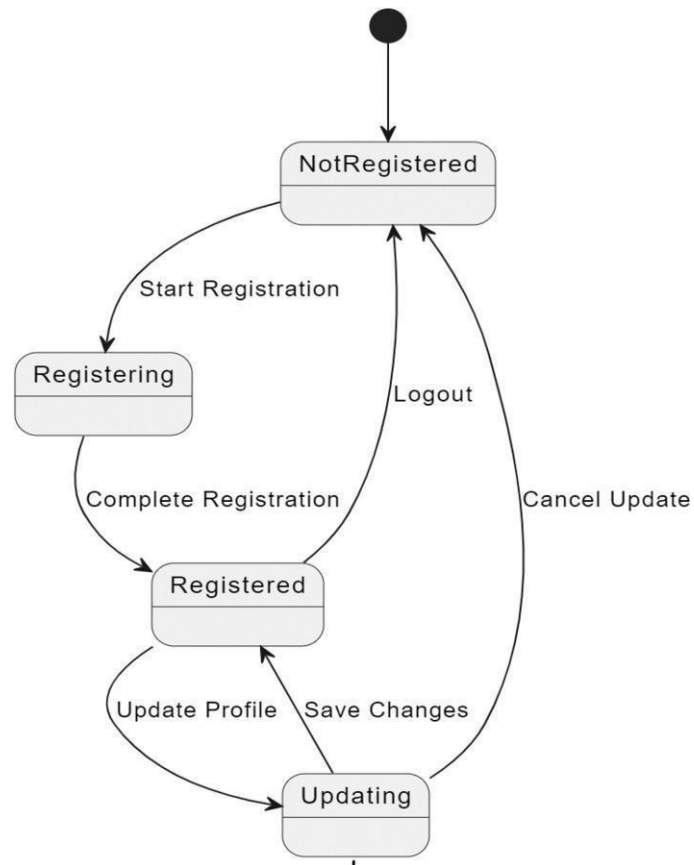


Fig.4.3.5.State Diagram for SPMS

# **CHAPTER-5**

## **SYSTEM ARCHITECTURE**

# CHAPTER-5

## SYSTEM ARCHITECTURE

### 5.1. ARCHITECTURE OVERVIEW

#### 1. Layered Architecture Overview

The architecture is divided into **Three key layers**:

1. **Presentation Layer (Frontend)**
2. **Data Layer (Database)**
3. **External Services Layer** (for Payment Gateway & Chatbot)

#### 2. Explanation of Layers

##### 1. Presentation Layer (Frontend)

This layer provides the user interface for customers and admins to interact with the system.

- **Features:**
  - Product listing and filtering
  - Interactive chatbot for recipe suggestions
  - Cart, checkout, and payment interfaces
  - Order tracking and user profile pages

##### 3. Data Layer (Database)

This layer stores and retrieves data required by the application.

- **Relational Database (MySQL/PostgreSQL):** Stores structured data such as product details, user information, orders, and payments.
- **Communication:** The backend interacts with the database using MySQL .

#### Data Flow in the System

##### 1. Product Browsing:

- The user opens the product catalog (Frontend).
- The frontend requests product data from the backend (REST API).

## **2. Chatbot Interaction:**

- The user queries the chatbot for recipes.
- The backend connects with the Chatbot API (e.g., Dialogflow) and retrieves relevant recipes.

## **3. Order Placement:**

- The user selects products, adds them to the cart, and proceeds to checkout.
- The frontend sends the order request to the backend.
- The backend stores the order details and sends a payment request to the paymentgateway.

## **4. Payment:**

- The payment gateway processes the transaction and sends a status update.
- The backend updates the order status and notifies the user.

# **MODULE DESIGN SPECIFICATION**

## **1. User Management ModuleResponsibilities:**

- Handle user registration, login, and profile updates
- Manage authentication and session handling

### **Functionalities:**

- Register new users
- Login/logout
- Update user profiles
- Handle password reset

## **2. Product Management ModuleResponsibilities:**

- Manage product catalog, including CRUD operations (Create, Read, Update, Delete)
- Provide product search and filtering functionality

**Functionalities:**

- Add, edit, and delete products (Admin)
- View products and details (Customer)
- Filter and search products by category, price, etc.

**3. Cart Management Module****Responsibilities:**

- Manage products in the user's cart
- Calculate the total price of items

**Functionalities:**

- Add, remove, and update product quantities in the cart
- View cart summary
- Calculate total cost of the cart

**4. Order Management Module****Responsibilities:**

- Handle order creation, tracking, and status updates
- Manage order cancellations and returns

**Functionalities:**

- Place orders
- View and track orders
- Cancel or modify orders

**5. Payment Processing Module****Responsibilities:**

- Integrate with a payment gateway for secure transactions
- Handle payment statuses (success, failure, refund)

**Functionalities:**

- Process payment through payment gateway (e.g., Razorpay, Stripe)
- Verify payment status
- Handle refunds

## **6. Chatbot & Recipe Module**

### **Responsibilities:**

- Provide recipe suggestions using a chatbot
- Handle user queries related to ghee-based recipes

### **Functionalities:**

- Suggest recipes through chatbot interface
- Handle FAQs related to products

# **CHAPTER-6**

## **SYSTEM**

### **IMPLEMENTATION**



## CHAPTER-6

### SYSTEM IMPLEMENTATION

#### LOGIN.HTML:

```
<!DOCTYPE html>
<html lang="en">
<head>
  <meta charset="UTF-8">
  <meta http-equiv="X-UA-Compatible" content="IE=edge">
  <meta name="viewport" content="width=device-width, initial-scale=1.0">
  <title>Hackathon Project</title>
  <link rel="stylesheet" href="login.css">
  <link
      href='https://unpkg.com/boxicons@2.1.4/css/boxicons.min.css'
      rel='stylesheet'>
</head>
<body>
<header>
<nav>
<ul>
  <li><a href="index.html">BACK</a></li>
</ul>
</nav>
</header>
  <div class="wrapper">
    <form action="home.html" method="post">
      <h1>LOGIN</h1>
      <div class="input-box">
        <input type="text" placeholder="Username" required>
        <i class="bx bx-user"></i>
      </div>
      <div class="input-box">
        <input type="password" placeholder="Password" required>
```

```
<i class='bx bxs-lock-alt'></i>
</div>
<div class="remember-forget">
  <label><input type="checkbox"> Remember me</label>
  <a href="#">Forget Password?</a>
</div>
<button type="submit" class="btn">Login</button>
<div class="register-link">
  <p>Don't have an account?
  <a href="register.html">Register</a></p>
</div>
</form>
</div>
</body>
</html>
```

## VIDEO PAGE:

```
<!DOCTYPE html>
<html lang="en">
<head>
  <meta charset="UTF-8">
  <meta http-equiv="X-UA-Compatible" content="IE=edge">
  <meta name="viewport" content="width=device-width, initial-scale=1.0">
  <title>My Website</title>
  <link rel="stylesheet" href="style.css">
</head>
<body>
  <div class="container">
    <video autoplay loop muted playsinline class="background-clip">
      <source src="oviyagheeviedo.mp4" type="video/mp4">
    </video>
    <div class="content">
      <h1>Oviya Ghee</h1>
      <a href="login.html" class="shop-now-button">Shop Now</a>
    </div>
  </div>
</body>
</html>
```

## CSS PAGE:

```
body {  
  display: flex;  
  justify-content: center;  
  align-items: center;  
  min-height: 100vh;  
  background: url('imag33.jpg') no-repeat;  
  background-size: cover;  
  background-position: center;  
}
```

```
.wrapper {  
  width: 420px;  
  background: transparent;  
  border: 2px solid rgba(4, 118, 20, 0.2);  
  color: rgb(4, 106, 28);  
  border-radius: 10px;  
  padding: 30px 40px;  
  backdrop-filter: blur(20px);  
  box-shadow: 0 0 10px rgba(0, 0, 0, .2);  
}
```

```
.wrapper h1 {  
  font-size: 36px;  
  text-align: center;  
}
```

```
.input-box {  
  width: 100%;  
  height: 50px;  
  margin: 30px 0;  
  position: relative;  
}
```

```
.input-box input {  
  width: 100%;
```

```

height: 100%;
background: transparent;
border: none;
outline: none;
border: 2px solid rgba(255, 255, 255, .2);
border-radius: 40px;
font-size: 16px;
color: rgb(10, 99, 4);
padding: 0 20px;
}

.input-box input::placeholder {
  color: #ccc; /* Use a lighter placeholder color for better readability */
}

.input-box i {
  position: absolute;
  right: 20px;
  top: 50%;
  transform: translateY(-50%);
  font-size: 20px;
}

.wrapper .remember-forget {
  display: flex;
  justify-content: space-between;
  font-size: 14.5px;
  margin: -15px 0 15px;
}

.remember-forget label input {
  accent-color: #fff;
  margin-right: 3px;
}

.remember-forget a {

```

```

    color: #fff;
    text-decoration: none;
}

.remember-forget a:hover {
    text-decoration: underline;
}

.btn {
    width: 100%;
    height: 45px;
    background: #fff;
    border: none;
    outline: none;
    border-radius: 40px;
    box-shadow: 0 0 15px rgba(0, 0, 0, .15); /* Enhanced shadow */
    cursor: pointer;
    font-size: 16px;
    color: #333;
    font-weight: 700; /* Increased font weight for better emphasis */
}

.register-link {
    font-size: 14.5px;
    text-align: center;
    margin-top: 20px;
}

.register-link p a {
    color: rgb(6, 102, 35);
    text-decoration: none;
    font-weight: 600;
}

.register-link p a:hover {
    text-decoration: underline;
}

```

```
}
```

```
ul li a {  
  position: absolute;  
  color: #02060e;  
  font-weight: 1000;  
  padding: 10px 0;  
  display: block;  
  text-transform: capitalize;  
  text-decoration: none;  
  transition: 0.2s ease-out;  
  top: 40px;  
  left: 15px;  
}
```

# **CHAPTER-7**

## **SYSTEM TESTING**



## CHAPTER-7

### SYSTEM TESTING

#### Test Cases for Functional Testing

| TestCaseID | Test Scenario                          | Expected Result  | Status    |
|------------|--|--|-----------|
| TC-01      | User Registration                      | User account is created successfully.                    | Pass      |
| TC-02      | User Login                             | User logs in with valid credentials.                     | Pass      |
| C-03       | Browse Products                        | Products are displayed with correct details.             | Pass      |
| TC-04      | Add to Cart                            | Selected product is added to the cart.                   | Pass      |
| TC-05      | Search Recipes via Chatbot             | Chatbot returns relevant ghee-based recipes.             | Pass      |
| TC-06      | Place Order                            | Order is placed successfully, and confirmation is shown. | Pass/Fail |
| TC-07      | Payment Processing                     | Payment is processed, and order status is updated.       | Pass      |
| TC-08      | Admin Adds Product                     | New product is added to the catalog.                     | Pass      |
| TC-09      | View Orders (Admin)                    | Admin can view and manage orders.                        | Pass/Fail |
| TC-10      | Send Notification (Order Confirmation) | Email/SMS is sent with order confirmation.               | Pass/Fail |

# **CHAPTER-8**

# **CONCLUSION**

## CHAPTER-8

### CONCLUSION

#### CONCLUSION

The development of the *Oviya Ghee Company* e-commerce website provides a seamless platform for users to browse and purchase ghee products efficiently, with the added benefit of a chatbot-powered recipe search feature. The system is designed to ensure smooth operations through a modular structure, allowing customers to order products with ease, select quantities, and complete payments securely via multiple transaction options.

The integration of essential modules—such as product management, order processing, payment gateway, and notifications—ensures both customers and administrators experience streamlined interactions. Additionally, the chatbot enhances customer engagement by offering real-time recipe suggestions, encouraging product usage beyond simple consumption.

By following best practices in system design, secure payment integration, and comprehensive testing, the solution offers reliability, scalability, and a user-friendly experience. With future-ready architecture and features, the platform can easily evolve with business growth, supporting higher traffic and new functionalities. Overall, the *Oviya Ghee* website promises to be an effective digital channel for the company to reach and serve customers efficiently.

## FUTURE ENHANCEMENT

### Mobile Application Development

- **Description:** Launch a dedicated mobile app for Android and iOS to enhance accessibility and improve the user experience.
- **Benefit:** Enables on-the-go shopping, personalized notifications, and easier order tracking.

### Multi-language and Multi-currency Support

- **Description:** Add support for multiple languages and currencies to cater to international customers.
- **Benefit:** Expands the business to global markets and improves the shopping experience for non-local users.

### Voice-activated Shopping and Recipe Suggestions

- **Description:** Integrate voice search functionality for products and recipes through platforms like Google Assistant or Alexa.
- **Benefit:** Makes the platform more accessible and future-proof by aligning with voice-based interactions.

### Faster Delivery through Logistics Partnerships

- **Description:** Collaborate with third-party logistics providers to offer faster delivery options, including same-day or next-day delivery.
- **Benefit:** Enhances customer satisfaction and reduces delivery times.

# APPENDICES

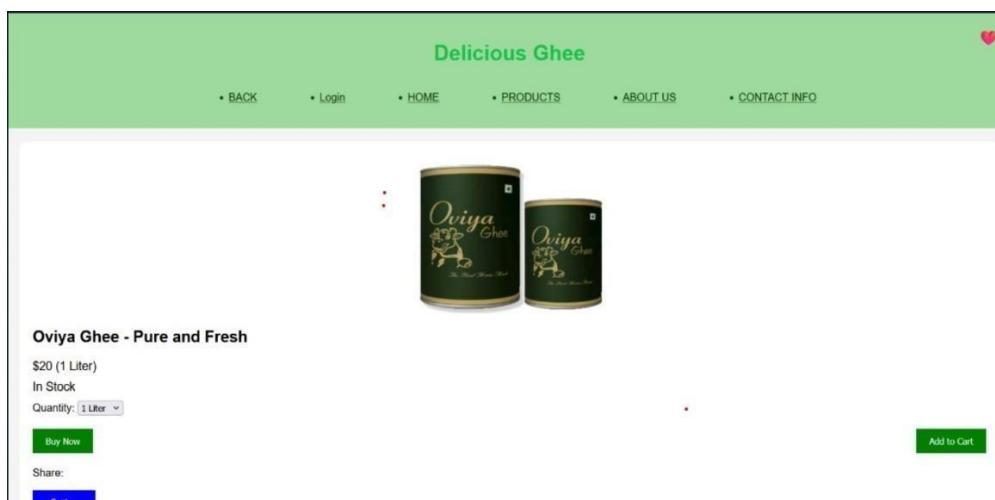
## SAMPLE

## SCREENSHOTS

### HOME PAGE



### PURCHASING PAGE



## REFERENCE

1. Kumar et al. (2018)
2. Jain et al. (2019) showed that chatbots offering personalized recommendations
3. Sarwar et al. (2017) found that personalized recommendations based on customer interests
4. Agrawal et al. (2018), offering multiple payment modes—such as credit/debit cards, UPI, wallets, and net banking—boosts trust and convenience.