Project title:  **ONLINE SHOPPING SYSYTEM**

The online shopping project aims to create a user-friendly platform that enables customers to conveniently purchase products and services from the comfort of their homes, allowing users to browse through a wide range of products, make secure payments, track orders, and receive prompt customer support.

*Problem Statement*: The project aims to address the challenges faced by traditional shopping which often requires customers to travel to stores, navigate crowded spaces, and is also time consuming. Also it can be difficult for retailers to reach a broader customer base and provide personalized shopping experiences. Thus it provides a convenient and efficient platform for customers to shop from anywhere at any time and retailers to expand their reach and provide personalized services. The consumers can also compare products and prices of the same product easily without having to move here and there.

*Features/Functions:*

1. User Registration: Users will be able to create accounts, log in securely, and manage their personal information.

3. Search and provide product catalog: Users search for specific products, browse through categories

4. Shopping Cart: Customers can add products to their shopping carts, view cart contents, modify quantities, and proceed to checkout.

5. Secure Payments: facilitate safe and convenient transactions and can be made through card or m-pesa

6. Reviews and Ratings: Users can provide feedback, ratings, and reviews for products they have purchased to help other customers

7. Account Management: Users can manage their profiles, addresses, payment methods.

*Risks*

1. Data Security and Privacy: risk of hacking , data breaches and unauthorized access to user data

2.Technical Issues and Downtime which disrupt the shopping experience and cause customer frustration.

3. User Resistance: due to concerns about security, trust, or unfamiliarity with the platform. about data privacy and security measures.

4. Delivery Challenges: such as delays, damaged packages, incorrect deliveries .

5. Competition Sabotaging: include posting fake negative reviews, spreading false information

6. Internet Access and Cost which some people may find expensive