



S.I.E.S

**SIES COLLEGE OF ARTS SCIENCE AND
COMMERCE
(AUTONOMOUS) SION WEST**

**PROJECT REPORT
ON
*WEARCRAFT (CLOTHING WEBSITE)***

DEVELOPED BY

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UNDER THE GUIDANCE OF PROF. MR. MANOJ SINGH

**SUBMITTED TO
UNIVERSITY OF MUMBAI
2022-2023**



CERTIFICATE

This is to Certify that the following student have successfully completed the
project of
WEARCRAFT (CLOTHING WEBSITE).

As per the syllabus and that it forms a part of the requirements for completing the 5th
semester project of Computer Science of University of Academic Year 2022-23.

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Acknowledgement

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The completion of the project work is a milestone in student life and its execution is inevitable in the hands of guide. I am highly indebted the project guides **Prof. Mr. Manoj Singh**. His invaluable guidance and appreciation for giving form and substance to this report. It is due to his enduring efforts; patience and enthusiasm, which has given a sense of direction and purposefulness to this project and ultimately made it success.

I would like to tender our sincere thanks to the H.O.D

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I would thank the non-teaching staff and my friends who have helped me all the time in one way or the other.

Really it is highly impossible to repay the depth of all the people who have directly or indirectly helped me for performing the project.

Group 04,05,06

(T. Y B.Sc. CS)

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TITLE

WEARCRAFT

INTRODUCTION

Welcome to WEARCRAFT, your premier destination for all things fashion and style. At wearcraft, we believe that fashion is not just about clothing; it's a way to express your unique personality and make a statement about who you are. We're here to help you do just that.

Our mission is simple: to provide you with a curated selection of the latest and greatest in fashion trends, from classic staples to cutting-edge designs. Whether you're searching for the perfect outfit for a special occasion, looking to refresh your everyday wardrobe, or seeking inspiration for your next fashion adventure, we've got you covered.

Here's what you can expect from WEARCRAFT:

1. Trendsetting Collections: Our team of fashion experts scours the globe to bring you the hottest trends in clothing, footwear, and accessories. From casual chic to high-end couture, we have something for every style and budget.

2. Unparalleled Quality: We prioritize quality in everything we offer. Each item on our website has been carefully selected for its craftsmanship, durability, and attention to detail, ensuring that you get the best value for your money.

3. Easy and Convenient Shopping: We've designed our website to make your shopping experience as effortless as possible. With user-friendly

navigation, detailed product descriptions, and secure checkout options, you can shop with confidence.

4. Exceptional Customer Service: We believe in building lasting relationships with our customers. Our dedicated customer support team is here to assist you with any questions or concerns you may have.

2.1 PURPOSE

The purpose of WEARCRAFT is multifaceted, and it serves various stakeholders, including the website owner, customers, and the fashion industry as a whole. Here are the primary purposes of WEARCRAFT:

1. E-commerce and Sales: One of the primary purposes is to facilitate the buying and selling of clothing and fashion-related products. Clothing websites serve as online marketplaces where customers can browse, select, and purchase clothing items conveniently from their homes.

2. Product Display and Promotion: WEARCRAFT showcase a wide range of clothing and fashion items, allowing customers to view products, check their specifications, and make informed purchasing decisions. They serve as virtual storefronts, effectively promoting and advertising the clothing brands and products they feature.

3. Accessibility and Convenience: WEARCRAFT offer customers the convenience of shopping at any time, from anywhere with an internet connection. This accessibility is especially valuable for customers who prefer online shopping or have limited access to physical stores.

4. Brand Awareness: WEARCRAFT builds and maintains brand awareness. They allow fashion brands to reach a global audience, create a distinct online presence, and establish their identity in the competitive fashion market.

5. Customer Feedback and Interaction: WEARCRAFT provide a platform for customers to leave reviews, ask questions, and provide feedback. This interaction helps brands understand customer preferences, improve products, and enhance the overall shopping experience.

6. Inventory Management: For retailers, clothing website serve as a tool for managing inventory, tracking sales, and optimizing stock levels. This enables businesses to make data-driven decisions and efficiently restock popular items.

7. Global Reach: Clothing websites break down geographical barriers, allowing fashion brands to reach a global customer base. This expands market opportunities and fosters international sales and brand recognition.

8. Data Collection and Analysis: WEARCRAFT collect valuable data on customer behaviour, preferences, and demographics. This data can be analysed to refine marketing strategies, tailor product offerings, and optimize the user experience.

9. Revenue Generation: Ultimately, clothing websites are revenue-generating platforms. They provide an avenue for clothing brands and retailers to increase sales and profitability, contributing to the financial success of the business.

2.2 SCOPE

The clothing website "Wearcraft" would serve as a versatile e-commerce platform, featuring a diverse range of fashion products. Its scope includes offering a vast product catalog, collaborating with brands, showcasing fashion trends, providing user accounts, enabling customized products, ensuring secure payments, and responsive design. It would also engage in digital marketing, integrate with social media, offer newsletters, utilize data analytics, and potentially focus on sustainability in the fashion industry. The website's scope may evolve to adapt to market trends and customer preferences. Ultimately, "Wearcraft" aims to offer a comprehensive and engaging online shopping experience for fashion enthusiasts.

2.3 Description

"Wearcraft" is a dynamic online clothing destination that combines style, convenience, and inspiration. It offers a diverse range of fashion products, including clothing, footwear, and accessories, along with exclusive collaborations with top brands and designers. The website provides fashion-forward trends, styling inspiration, and a user-friendly shopping experience. Users can create personalized profiles, access size and fit guidance, and enjoy secure shopping. "Wearcraft" fosters community engagement, and promotes eco-conscious practices. With a focus on customer support, social media integration, and newsletters, it aims to be a hub for fashion enthusiasts seeking to express their unique style. Welcome to the future of fashion at "Wearcraft."

Benefits for Customers:

1. Convenience: Customers can shop for clothing from the comfort of their homes or on-the-go, avoiding the hassle of traveling to physical stores.
2. Accessibility: Online clothing stores are accessible 24/7, allowing customers to shop at their convenience, even during non-business hours.
3. Wider Selection: Clothing websites typically offer a wider variety of products, styles, and sizes compared to brick-and-mortar stores.
4. Product Information: Detailed product descriptions, size guides, and customer reviews provide valuable information to help customers make informed purchasing decisions.
5. Price Comparison: Customers can easily compare prices across different websites to find the best deals and discounts.
6. Personalization: Some clothing websites use algorithms to recommend products based on a customer's browsing and purchase history, enhancing the shopping experience.

7. Efficient Search: Advanced search and filter options make it easier for customers to find specific clothing items, styles, or brands.

8. Privacy: Online shopping offers a private and discreet shopping experience, which can be particularly beneficial when buying personal or intimate items.

9. Convenient Returns: Many clothing websites offer hassle-free return policies, allowing customers to return or exchange items that don't meet their expectations.

10. Access to Trends: Customers can stay up to date with the latest fashion trends and styles by following fashion blogs and trend sections on clothing websites.

2.4 Features:

1. Customer Registration
2. Customer Login
3. Search Products
4. Products Add to Cart
5. Customer Profile Page
6. Customize T-Shirts

2.5 Stakeholders

Stakeholders:

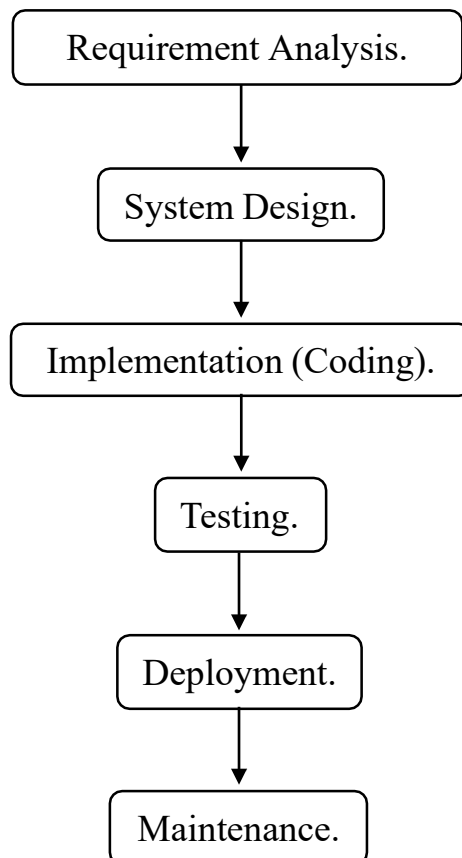
1. Customers
2. Brand Owners/Management
3. Design and Development Team
4. Marketing and Advertising Team
5. Suppliers and Manufacturers
6. Logistics and Fulfilment Partners
7. Payment Gateway Providers
8. Analytics and Data Teams
9. Regulatory Bodies
10. Investors

SYSTEM DESIGN DETAILS

3.1 Water-Fall Model

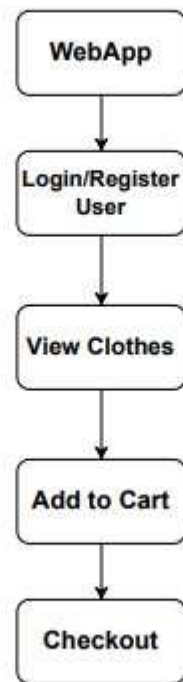
This Model was proposed by “Winston Royce”. It is also called as a classic life cycle. It suggests systematic sequential approach for software development. Water-Fall model is the absolute first model that is utilized in Software Development Life Cycle (SDLC).

In this model, the result of one phase is the contribution for the following phase. Advancement of the following phase begins just when the past phase is finished. First, requirement gathering is done and the design stage begins and so it goes on with rest of the stages.



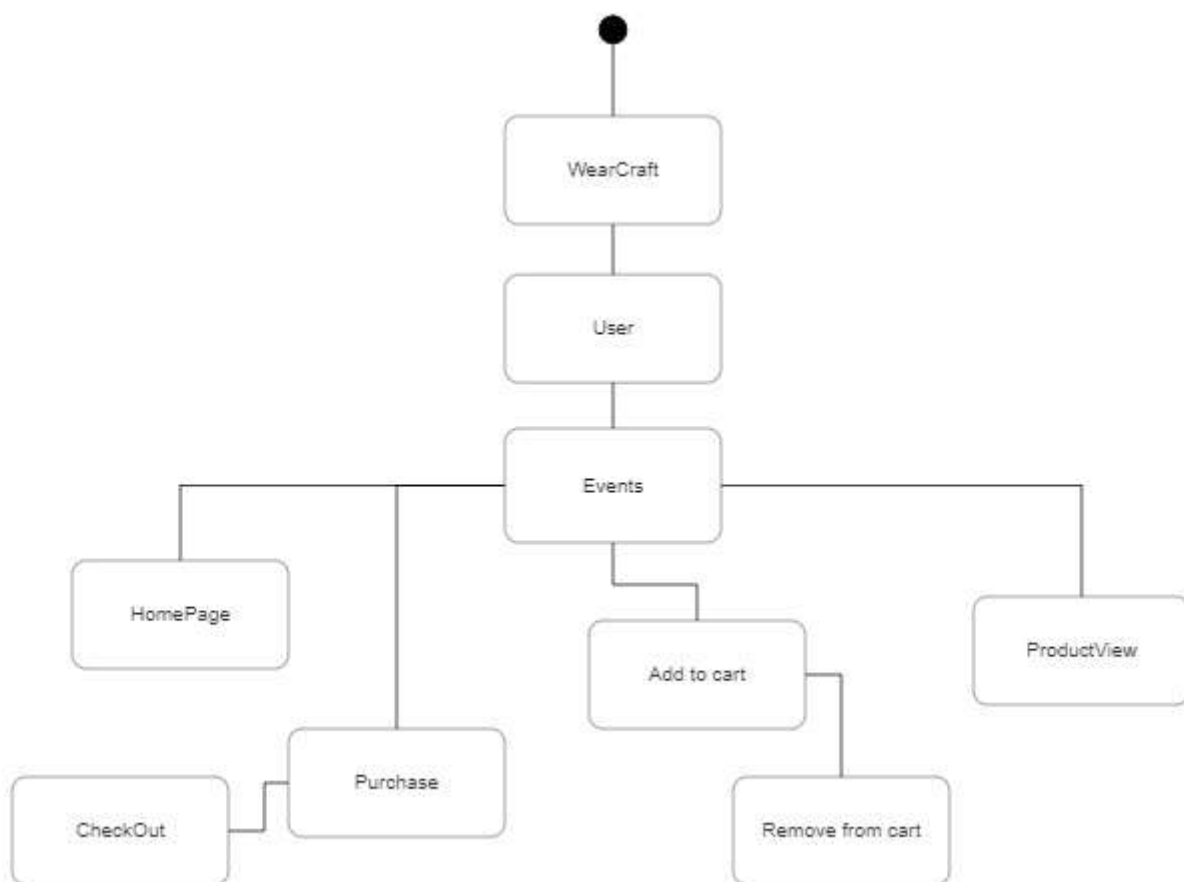
3.2 System Architecture Diagram

A system architecture is the conceptual model that defines the structure, behaviour, and more views of a system. An architecture description is a formal description and representation of a system, organized in a way that supports reasoning about the structures and behaviours of the system.



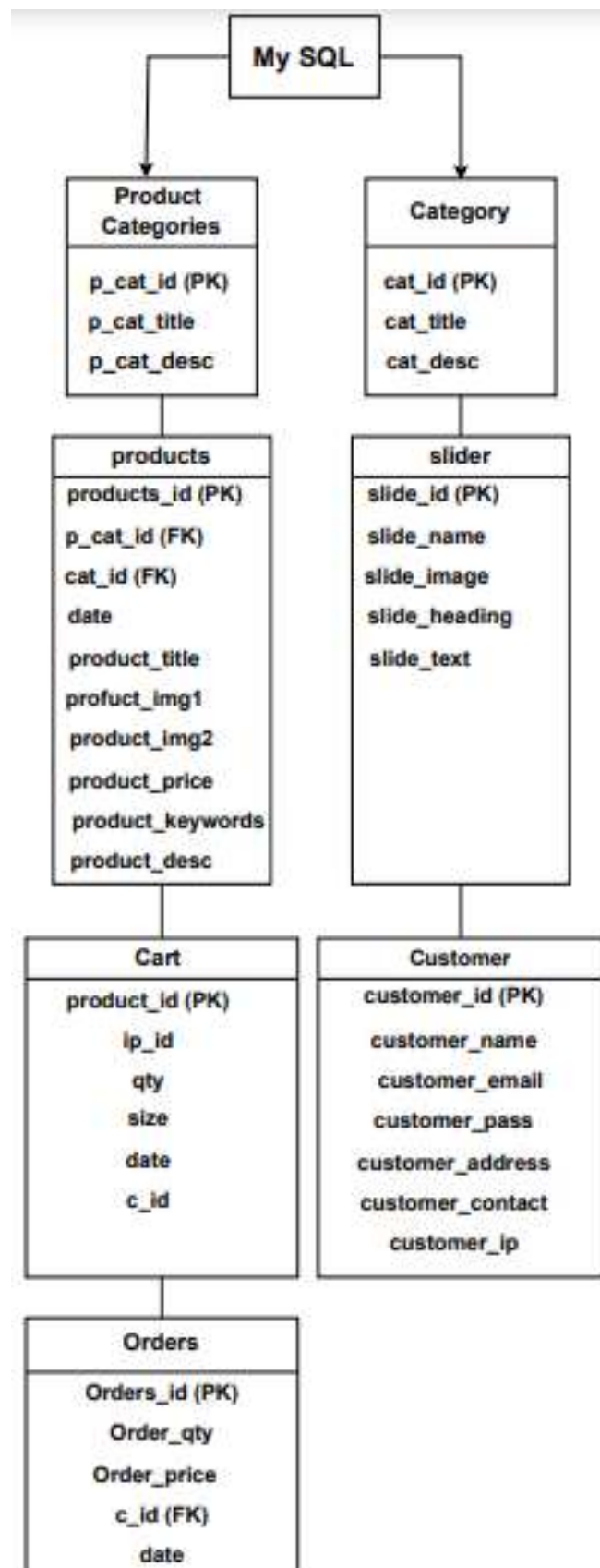
3.3 User Flow Diagram

A User Flow Diagram visually represents the path or sequence of actions a user takes when interacting with a website, application, or system. It typically includes various steps or events that the user goes through, showing the connections and transitions between them.



3.4 Database Structure

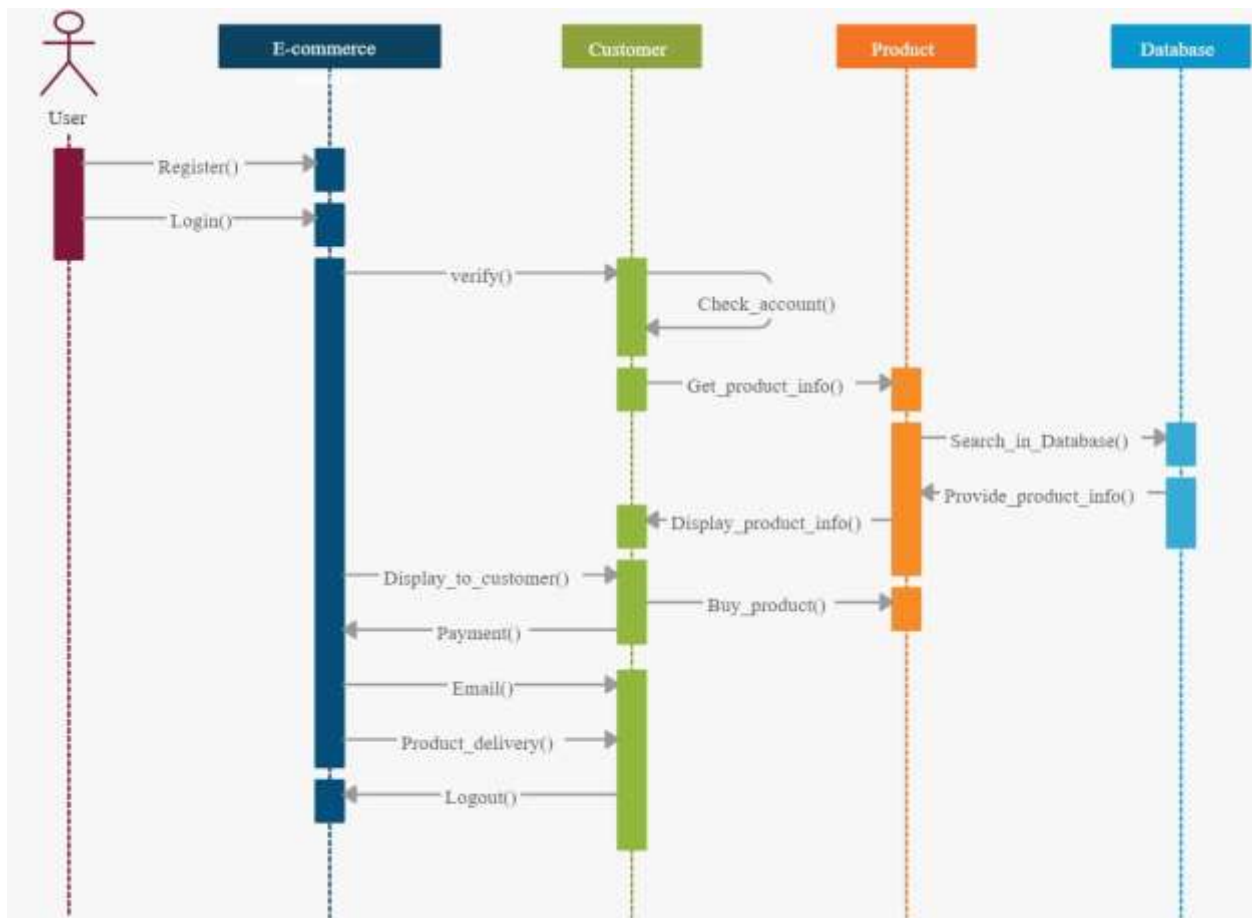
ER – Diagram:



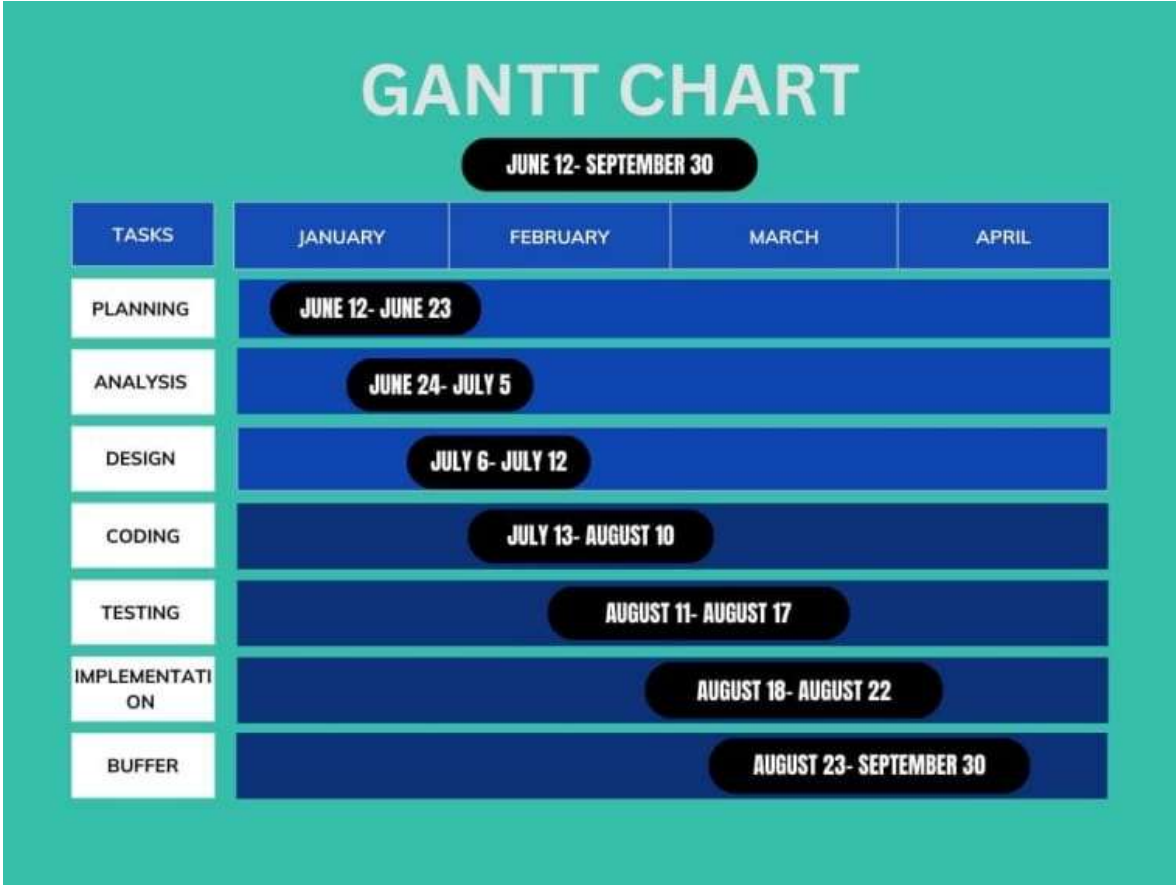
3.5 Use Case Diagram



3.6 Sequence Diagram



3.7 Gantt chart



3.8 Languages and Tools Used

1. Front-End Language:-

1. HTML
2. CSS
3. jQuery
4. Bootstrap

2. Back-End Language:-

1. PHP
2. MySQL

3. For Designing Application Template:-

1. Figma.
4. Sliders: owl.carousel.js used for creating products sliders
5. Font: Awesome and Elegant Icons

3.9 Questionnaire

Questionnaire:

Brand Information:

- a. What is the name of your clothing brand?
- b. Could you provide a brief description of your brand and its unique selling points?
- c. What is your brand's target audience or customer demographic?
- d. Do you have an existing logo or brand identity that should be incorporated into the website?

Website Objectives:

-
- a. What are your primary goals for the website? (e.g., increase online sales, brand awareness, showcase new collections)
 - b. Do you have any specific features or functionalities in mind for the website? (e.g., online store, look book, blog, social media integration)

Design Preferences:

- a. Are there any specific design styles or themes that align with your brand identity?
 - b. Do you have any colour preferences or existing brand colours that should be reflected in the website?
 - c. Are there any websites or brands that you admire in terms of their design and user experience?
- Content and Pages:
- a. What are the main sections or pages that you would like to have on your website? (e.g., Home, About Us, Shop, Collections, Contact)
 - b. Do you have any specific content or imagery that you would like to include on these pages?
 - c. Will you provide the content, such as text and product images, or do you require assistance with content creation?

E-commerce:

- a. Do you plan to sell products directly on your website? If yes, do you currently have an existing e-commerce system in place?
- b. Are there any specific payment gateways or shipping methods that you prefer to use?
- c. Do you have any special requirements for product variations, discounts, or inventory management?

Technical Requirements:

- a. Do you have a preferred platform or content management system (CMS) for your website? (e.g., WordPress, Shopify)
- b. Are there any specific integrations or third-party services that you require? (e.g., email marketing, analytics, inventory management)

Timeline and Budget:

- a. Do you have a specific deadline or timeline for the website development?
- b. Do you have a budget range in mind for this project?

Additional Information:

- a. Is there any other information, requirements, or questions you would like to add?

Customer based Questionnaire:

- 1.How frequently do you shop for clothing online?

Multiple times a week

Once a week

Once a month

Rarely

- 2.What factors influence your decision to shop on a clothing website? (Select all that apply)

Wide range of products

Competitive prices

User-friendly website design

High-quality product images

Detailed product descriptions

Positive customer reviews

Fast and reliable shipping

Easy return and exchange policies

Discounts and promotions

3.What types of clothing items are you most interested in purchasing online? (Select all that apply)

Tops (shirts, blouses, t-shirts)

Bottoms (pants, skirts, shorts)

Dresses

Outerwear (jackets, coats, sweaters)

Activewear (sportswear, gym clothes)

Accessories (hats, scarves, bags, jewellery)

Shoes

4.How important is the availability of different sizes on the clothing website?

Very important

Somewhat important

Not important

5.Are you more likely to purchase clothing from a website that offers detailed size charts and measurement guidelines?

Yes

No

Not sure

6.How important are product reviews and ratings in your decision to make a purchase?

Very important

Somewhat important

Not important

7.Which payment methods do you prefer when shopping online? (Select all that apply)

Credit/debit card

PayPal

Bank transfer

Cash on delivery

Mobile payment (e.g., Apple Pay, Google Pay)

8.What is your preferred shipping method?

Standard shipping (3-5 business days)

Express shipping (1-2 business days)

Free shipping (with longer delivery time)

I'm willing to pay for faster shipping.

9.How satisfied are you with the customer service provided by clothing websites?

Very satisfied

Somewhat satisfied

Neutral

Somewhat dissatisfied

Very dissatisfied

10.How likely are you to recommend a clothing website to others?

Very likely

Somewhat likely

Neutral

Somewhat unlikely

Very unlikely

11.Is there anything else you would like to see or improve on clothing websites?

RESULT

4.1 Types of Testing

a) Black Box Testing:-

It is also known as specification based testing or input / output driven testing techniques. The tester think of the software as a black box with only inputs and outputs and they do not have any knowledge of how the system is implanted. The requirement documents or functional specification document form the basis of this testing. It includes both functional and non-functional testing. Functional testing is concerned with that system does non-functional deals with performance, usability, maintenance, etc.

b) White Box Testing:-

It is also known as glass box testing, clear box testing or structural testing. In this testing, tester is well aware of the internal structure, design and implementation of the software being tested. Programming know-how and the implementations knowledge is essential. It can test path within a unit, path between units during integration, and between subsystems during a system-level test. It is a method of testing the application at the level of the source code. We perform white box testing to test:- □ That all independent paths within a module have been exercised at least once. □ All logical decision verified on their true and false values. □ All loops executed at their boundaries and within their operational bounds internal data structures validity.

For this project we will be using White Box Testing

4.2 Event /Testing Table

All tests have passed ✓

Sr No.	Event	Trigger	Source	Activity	Response	Destination
1	Homepage Visit	User clicks on the website's URL or enters it in the browser	Website	User visits the clothing brand website's homepage	Display homepage content	Website homepage
2	Product View	User clicks on a specific product or its thumbnail	Website	User views a specific product on the website	Display detailed product information	Product Detail Page
3	Add to Cart	User clicks on the "Add to Cart" button for a product	Product Detail Page	User adds a product to their shopping cart	Update the cart total and notify user of successful addition	User's shopping cart
4	Remove from Cart	User clicks on the "Remove" button for a product in the cart	Shopping Cart	User removes a product from their shopping cart	Update the cart total and notify user of successful removal	User's shopping cart

5	Checkout	User clicks on the "Checkout" button in the shopping cart	Shopping Cart	User proceeds to the checkout process to purchase the products	Display order summary and shipping/payment options	Checkout page
6	Purchase	User completes the payment process and confirms the purchase	Checkout Page	User successfully completes a purchase and makes a payment	Display order confirmation and thank you message	Order confirmation page
7	Account Signup	User clicks on the "Sign Up" or "Create Account" button	Website	User creates a new account on the clothing brand website	Validate user inputs and create a new account	User account
8	Account Login	User clicks on the "Login" or "Sign In" button	Website	User logs into their existing account on the clothing brand website	Authenticate user credentials and grant access	User account

9	Account Logout	User clicks on the "Logout" or "Sign Out" button	User Account	User logs out of their account on the clothing brand website	Clear user session and redirect to the homepage	Website homepage
10	Newsletter Signup	User provides their email address and subscribes to the newsletter	Website	User subscribes to the clothing brand's newsletter	Add the user to the newsletter subscriber list	Newsletter subscriber list
11	Search	User enters keywords or selects filters to search for products	Website	User performs a search for specific products or keywords on the website	Display search results or filter products accordingly	Search results or filtered product list
13	Filter	User selects filter options to refine the product listing	Website	User applies filters to refine the product listing on the website	Update the displayed product list	Filtered product list

15	Page Navigation	User clicks on navigation links or buttons to navigate the website	Website	User navigates between different pages on the website	Display the requested page content	Navigated page
17	Customized Clothes	User clicks on the "Customize" button or accesses the customization section	Website	User accesses the customized clothes section to personalize garments or create custom designs	Display customization options and tools	Customization section
23	Men Section Visit	User clicks on the "Men" section link or enters the men's section URL	Website	User visits the men's section of the website	Display products and content specific to the men's section	Men's section of the website
24	Women Section Visit	User clicks on the "Women" section link or enters the	Website	User visits the women's section of the website	Display products and content specific to the women's section	Women's section of the website

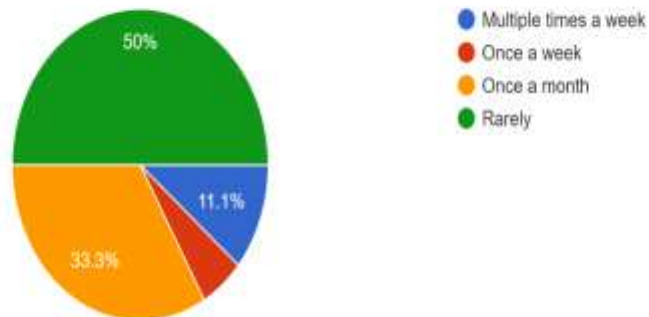
		women's section URL				
25	Kids Section Visit	User clicks on the "Kids" section link or enters the kids' section URL	Website	User visits the kids' section of the website	Display products and content specific to the kids' section	Kids' section of the website
27	Recommended Products View	User views the list of products recommended based on their history	Website	User views products recommended based on their browsing or purchase history	Display personalized product recommendations	Recommended product list
28	Size Selection	User selects their preferred size for a specific product	Product Detail Page	User selects their preferred size for a specific product	Update the selected size for the product	Product Detail Page
30	Social Media Integration	User shares a product or their shopping experience on social	Website	User shares a product or their shopping experience on social	Share the product or experience on the selected	Social media platform

		media platforms		media platforms	social media platform	
31	Scroll to Top Button	User clicks on the "Scroll to Top" button	Website	Scroll the page to the top	-	Top of the page
32	Light and Dark Mode Toggle	User clicks on the "Light/Dark Mode" toggle	Website	Toggle between light and dark mode	Change the website's color scheme	Website

4.4 Customer responses

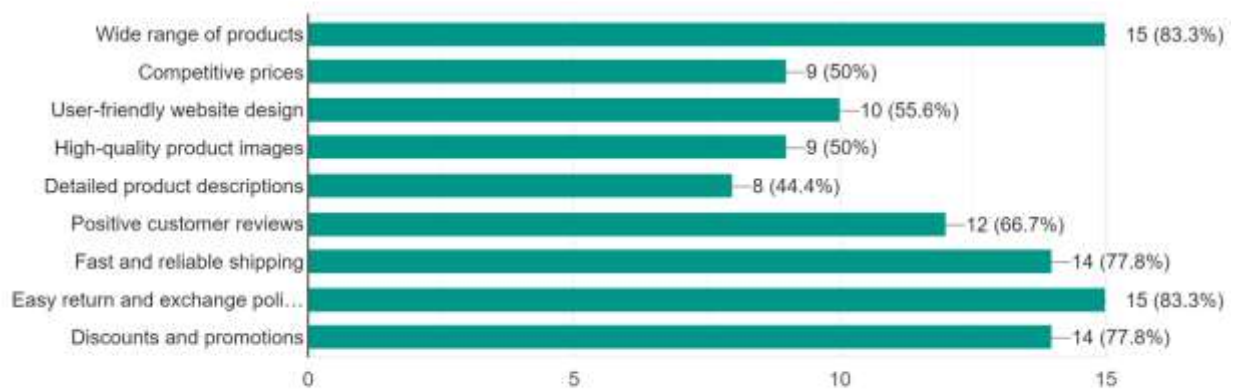
How frequently do you shop for clothing online?

18 responses



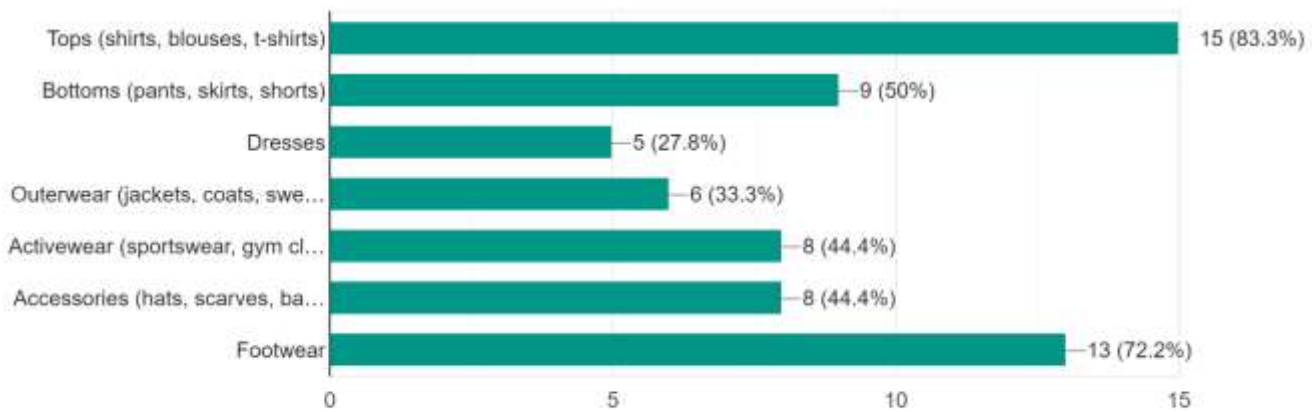
What factors influence your decision to shop on a clothing website? (Select all that apply)

18 responses



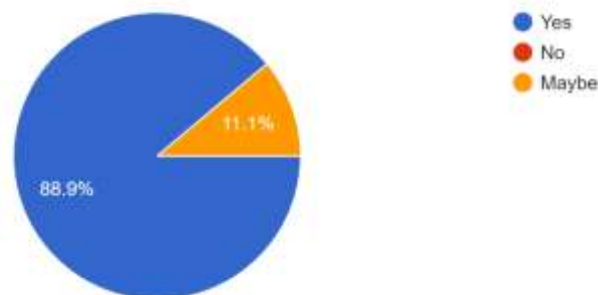
What types of clothing items are you most interested in purchasing online? (Select all that apply)

18 responses



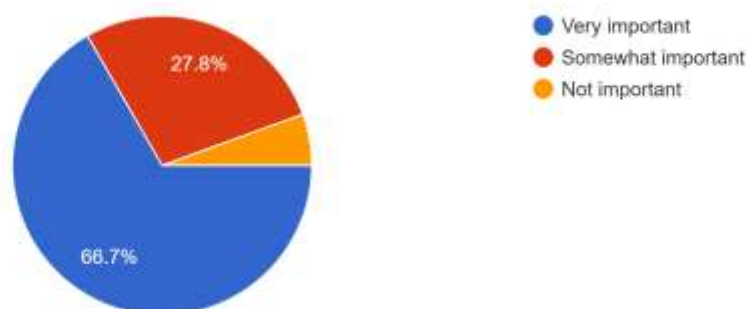
Are you more likely to purchase clothing from a website that offers detailed size charts and measurement guidelines?

18 responses



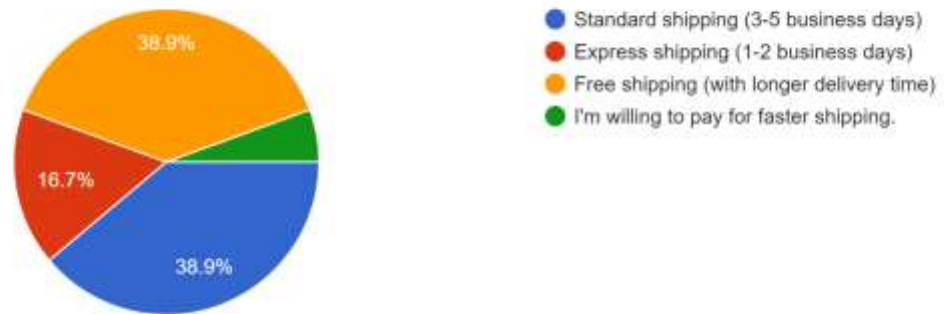
How important are product reviews and ratings in your decision to make a purchase?

18 responses



What is your preferred shipping method?

18 responses

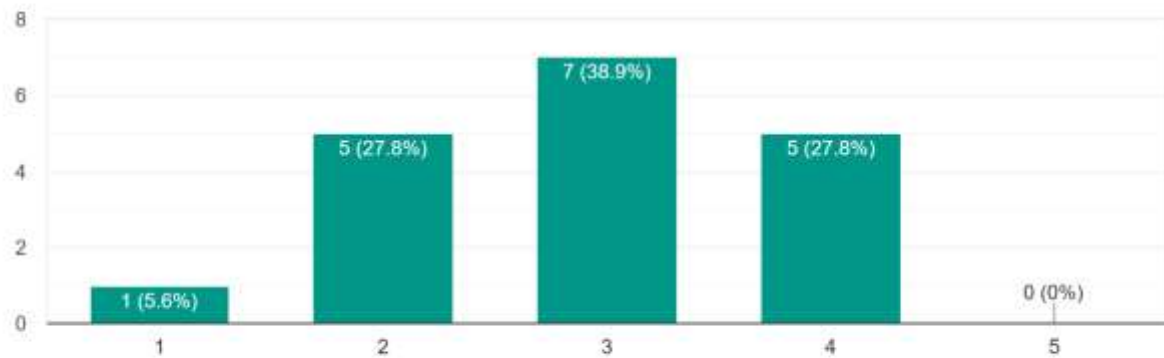


When payment methods do you prefer when shopping online? (select all that apply)

18 responses

How satisfied are you with the customer service provided by clothing websites?

18 responses

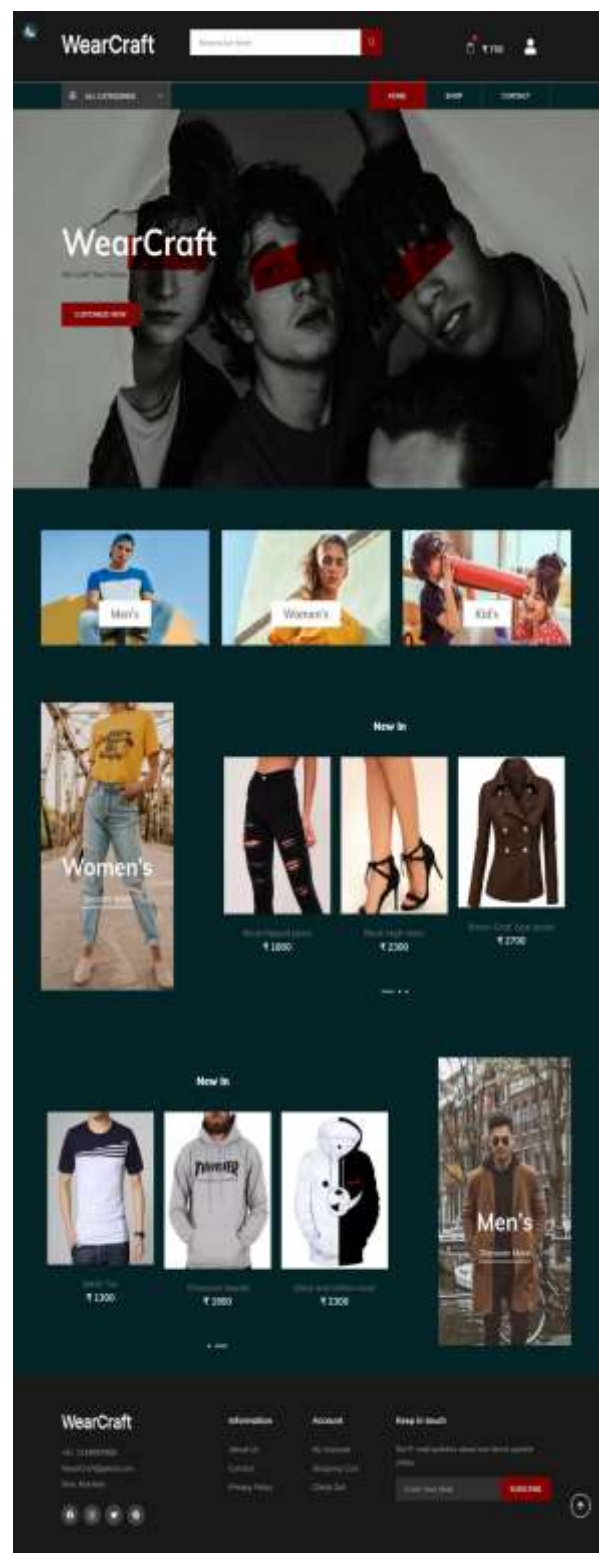


4.3 Screenshots

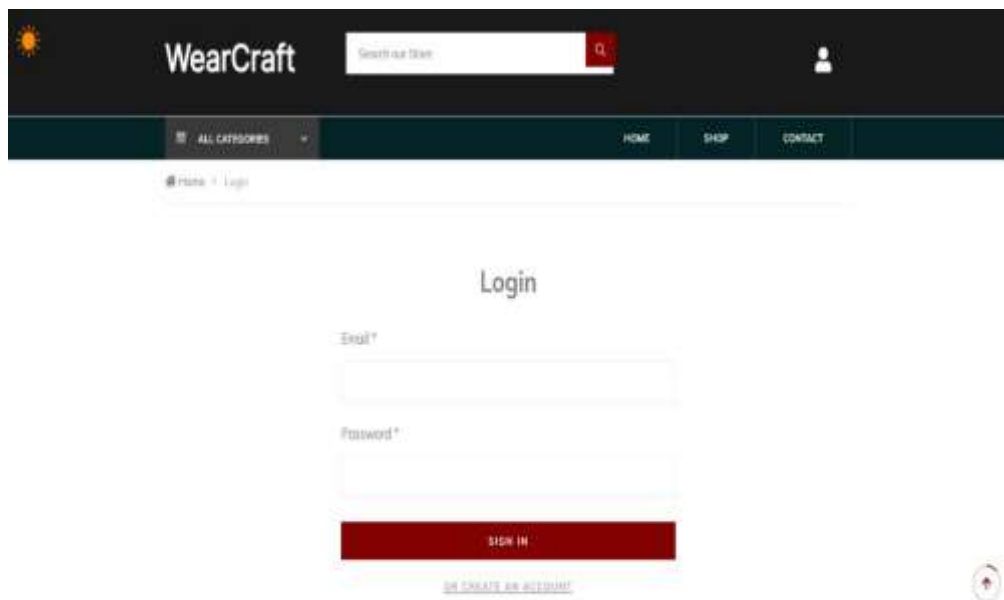
Home Page –

Light-mode

Dark-mode

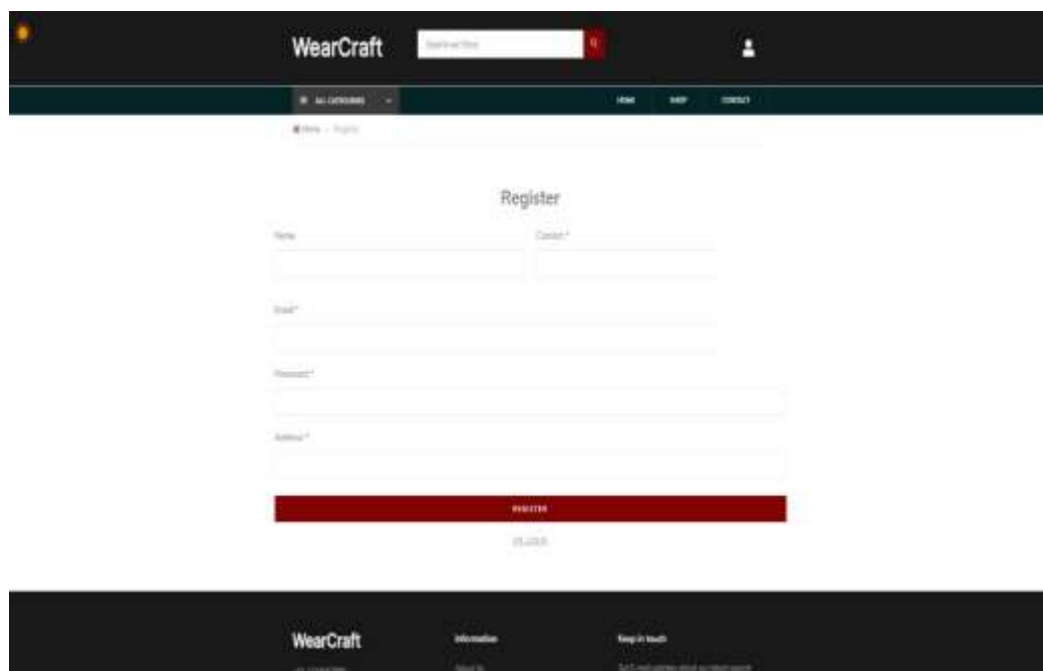


Login Page -



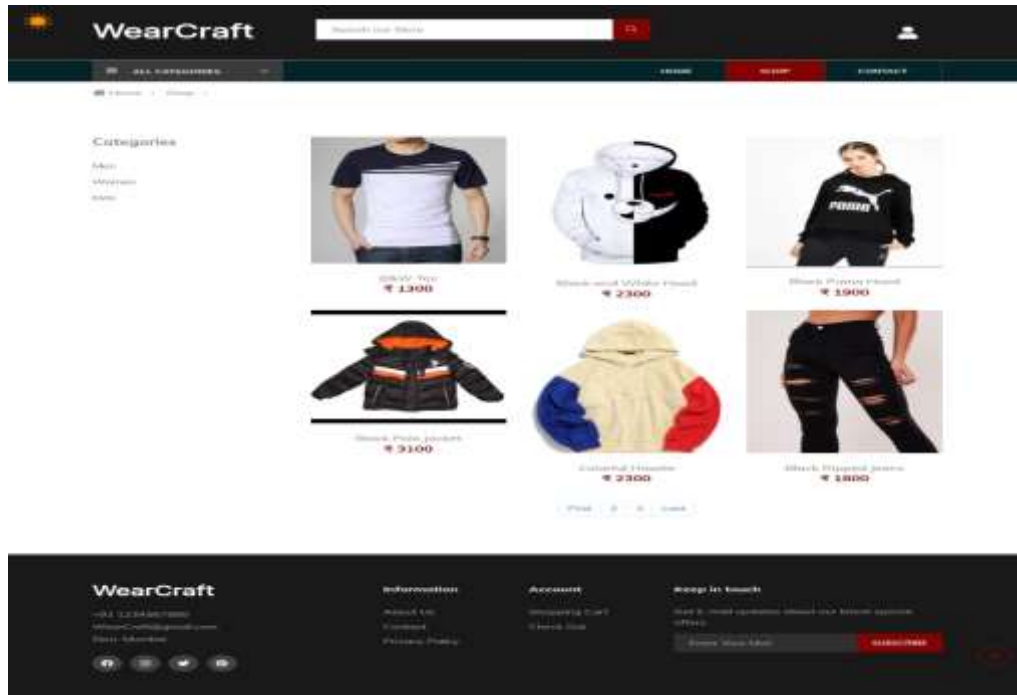
The screenshot shows the WearCraft website's login page. At the top, there is a dark header with the WearCraft logo, a search bar, and a user icon. Below the header is a navigation bar with links for 'ALL CATEGORIES', 'HOME', 'SHOP', and 'CONTACT'. The main content area features a 'Login' heading, followed by input fields for 'Email*' and 'Password*'. A red 'SIGN IN' button is positioned below the password field. A link for 'OR CREATE AN ACCOUNT' is located at the bottom of the login form. A small circular icon is visible on the right side of the page.

Registration page -

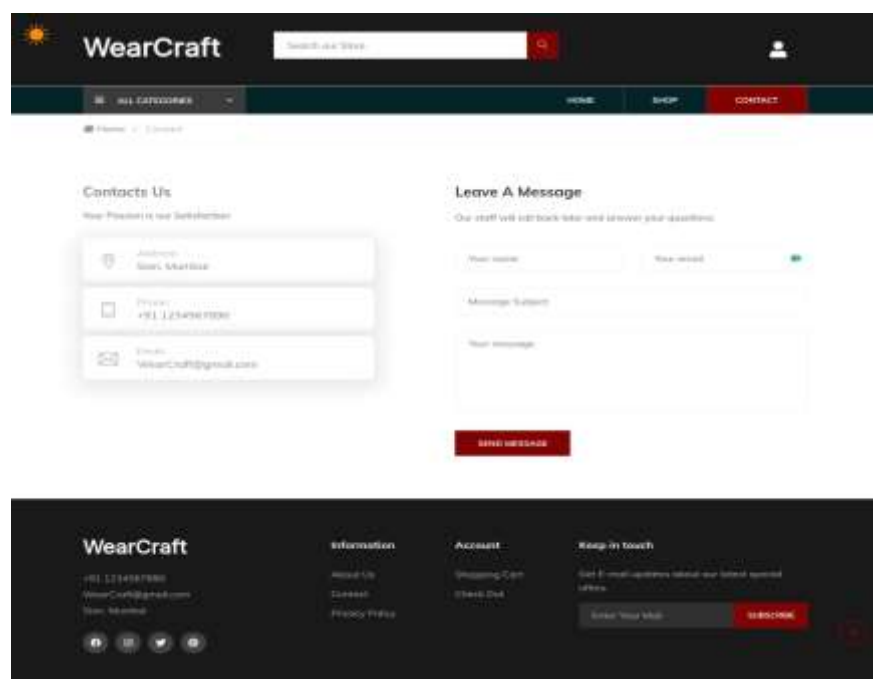


The screenshot shows the WearCraft website's registration page. The header and navigation bar are identical to the login page. The main content area features a 'Register' heading, followed by input fields for 'Name', 'Email*', 'Password*', and 'Address*'. A red 'REGISTER' button is positioned below the address field. A link for 'OR LOGIN' is located at the bottom of the registration form. The footer of the page contains the WearCraft logo, 'Information' link, and 'Keep in touch' section with a 'Send to' field and a 'Send' button.

Shop page -



Contact page-



Customize Page –

WearCraft

Email us at WearCraft@gmail.com with the screenshot of your customized product for order.

Customize Apparel

T-Shirt Options

Gravatar



Short Sleeve Shirts



WearCraft

Email us at WearCraft@gmail.com with the screenshot of your customized product for order.

Customize Apparel

T-Shirt Options

Gravatar



Short Sleeve Shirts



CONCLUSION

In conclusion, "Wearcraft" is not just a clothing website; it's a dynamic and inclusive fashion destination that embraces the evolving world of style. With its wide-ranging collection, fashion-forward trends, and exclusive brand collaborations, it offers customers a convenient and inspiring online shopping experience.

"Wearcraft" prioritizes user satisfaction, providing customization, and secure shopping. It fosters community engagement, promotes eco-conscious practices, and offers global accessibility. Through customer support, social media integration, and informative newsletters, "Wearcraft" aspires to be more than just a retail platform—it aims to empower fashion enthusiasts to express their individuality.

REFERENCES

- Web Links:-

1. YouTube:- <https://www.youtube.com>
2. W3school:- <https://www.w3schools.com>
3. Javatpoint :- <https://www.javatpoint.com>