SWE 632 Spring 2023 Project Checkpoint #1

Project Proposal

Main Idea:

Our objective for this project is to create an user interface (UI) for an online e-commerce platform dedicated to pet needs and accessories. The name of the website is "Paws & Tails". The main goal is to have a one stop platform which will cater to the almost every need a pet and a pet parent has, including but not limited to Pet food, Pet toys, Grooming products and even veterinary consultation services.

Users will be able to find a wide variety of pet products and services on our website, making it a one-stop shop for all of their pet care needs. We plan to develop a high-quality website that will be user-friendly, visually appealing, and functional, providing users with a satisfying UI experience.

We aspire to make this website as user friendly as possible. Minimizing the Gulfs of Execution to the bare minimum is one of our primary goals. We plan to achieve this by keeping our page simple and providing an easy and smooth flow between components. No big knowledge of anything would be required to use the website.

Using bootstrap, we have tried to make the overall look and feel of the website visually appealing and pleasant to the users. We have provided various hyperlinks, buttons, pop cards and other stuff to provide affordance to the user while using them. We have provided signifiers in the form of buttons that change the colors, navbar menus that change the background colors and cards that scale up on hovering. We intend to make them more significant by bringing other effects and ideas in the further iterations of the project.

Main Components/Pages/Features of our website:

1. Interactive and Easy to navigate Landing page.
2. Exclusive Page to showcase offers and deals. (Part of next iteration)
3. Account login modal.
4. Registration page.
5. Account Password Recovery option.
6. Cart view of all products. (Part of next iteration)
7. Tele Consultation for your pets from the comfort of your home. (Part of next iteration)
8. Responsive Navbar containing various categories and options.
9. Footer containing links to various components and pages of the website.
10. Landing page showing top categories, top brands and a small glimpse of the offers and deals available.
11. Contact us page containing information useful to contact the owners.
12. About us page telling users about who we are, our story and what we aspire to do.
13. Order Tracking. (Part of next iteration)

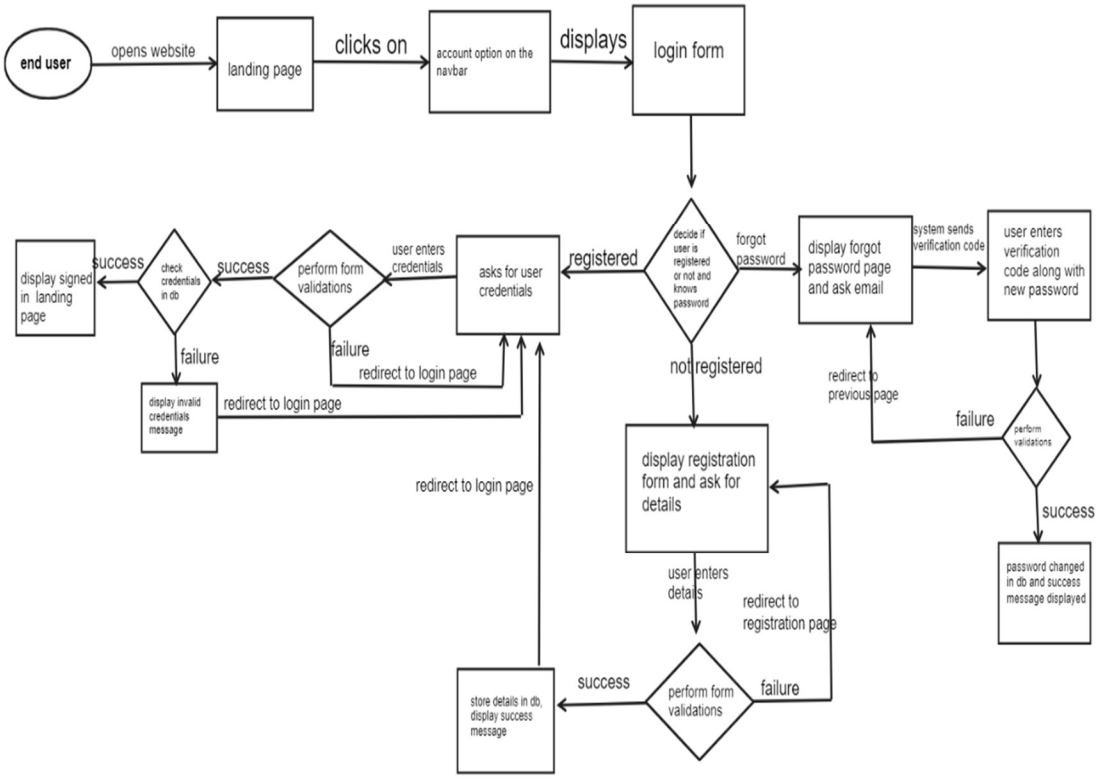
Technologies being used: HTML, CSS, Bootstrap, JavaScript.

Team Members:

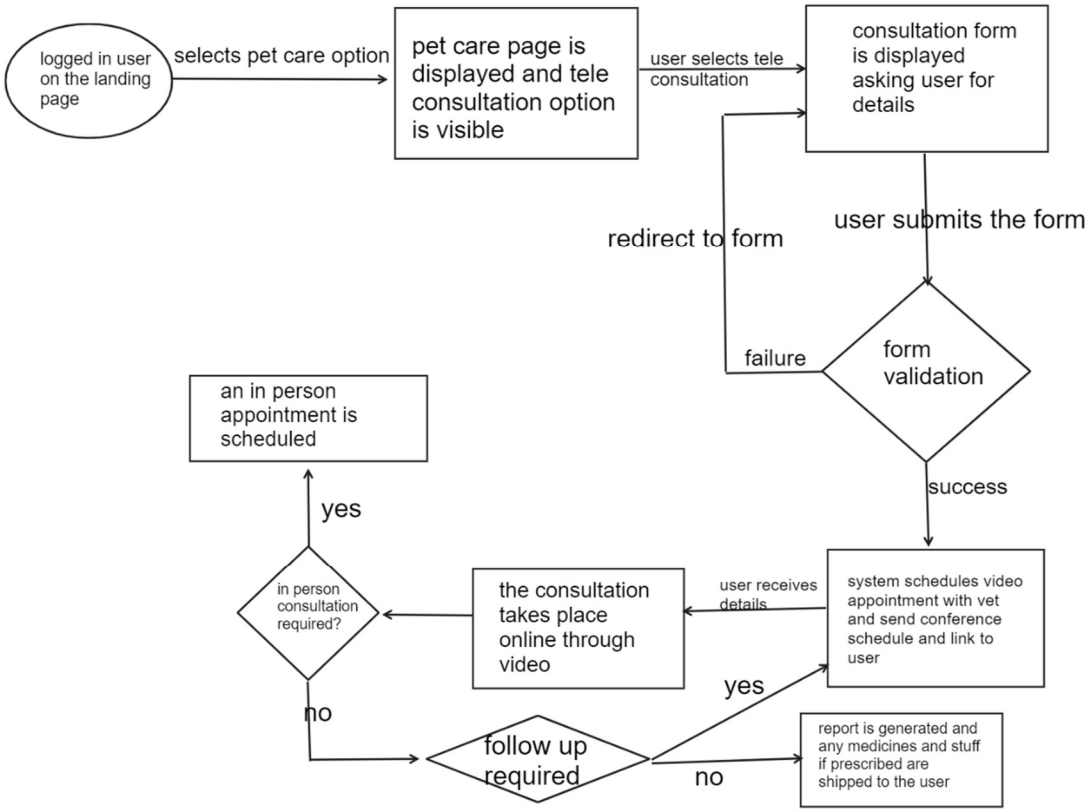
1. Haren Akula – G01387760.
2. Sagar Naidu Potana – G01355019.
3. Mahaveerasaiteja Veluduti – G01354854.

Information flow diagrams:

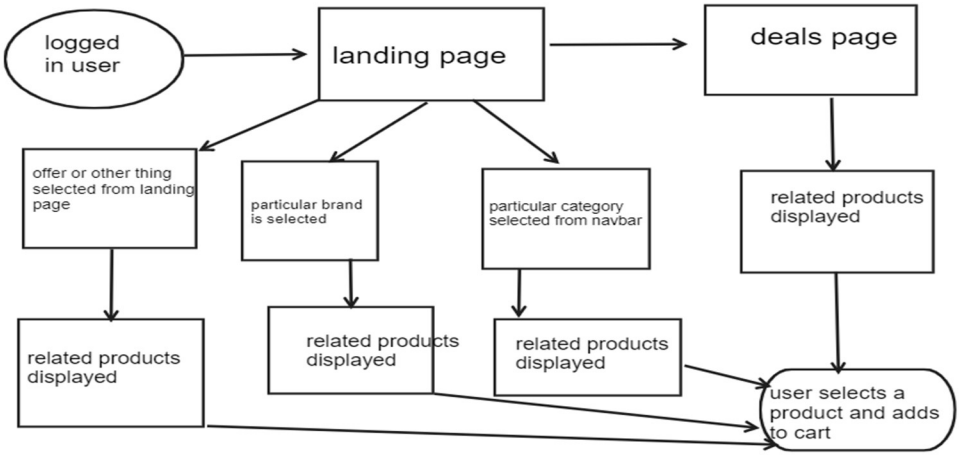
1. Login , Register and Forgot Password information flow diagram between the components.



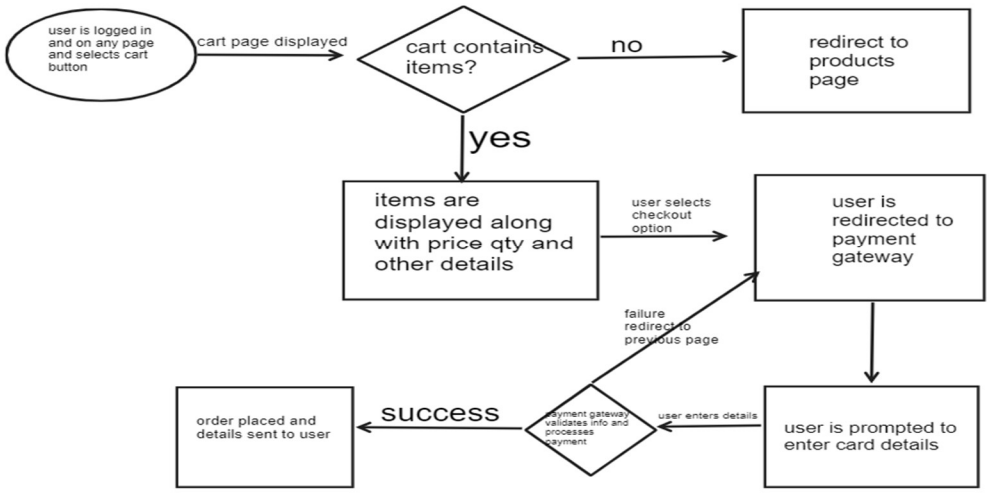
2. Pet health and Care Component information flow.



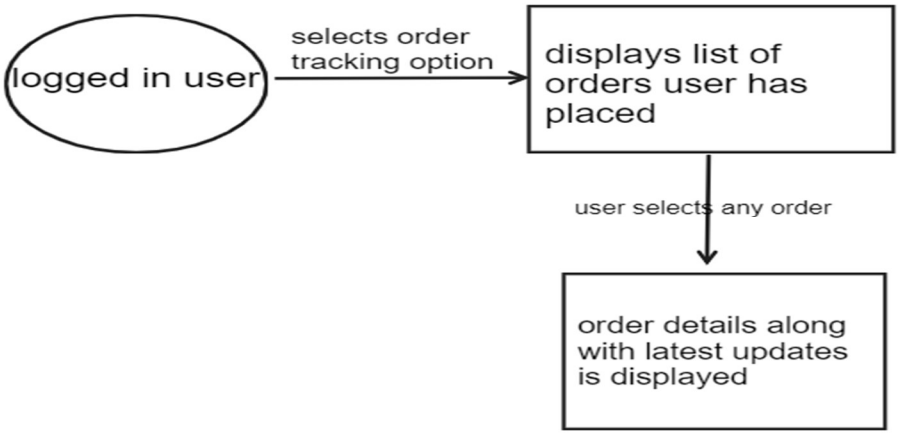
3. Deals and Product shopping information flow.



4. Cart and Payment.

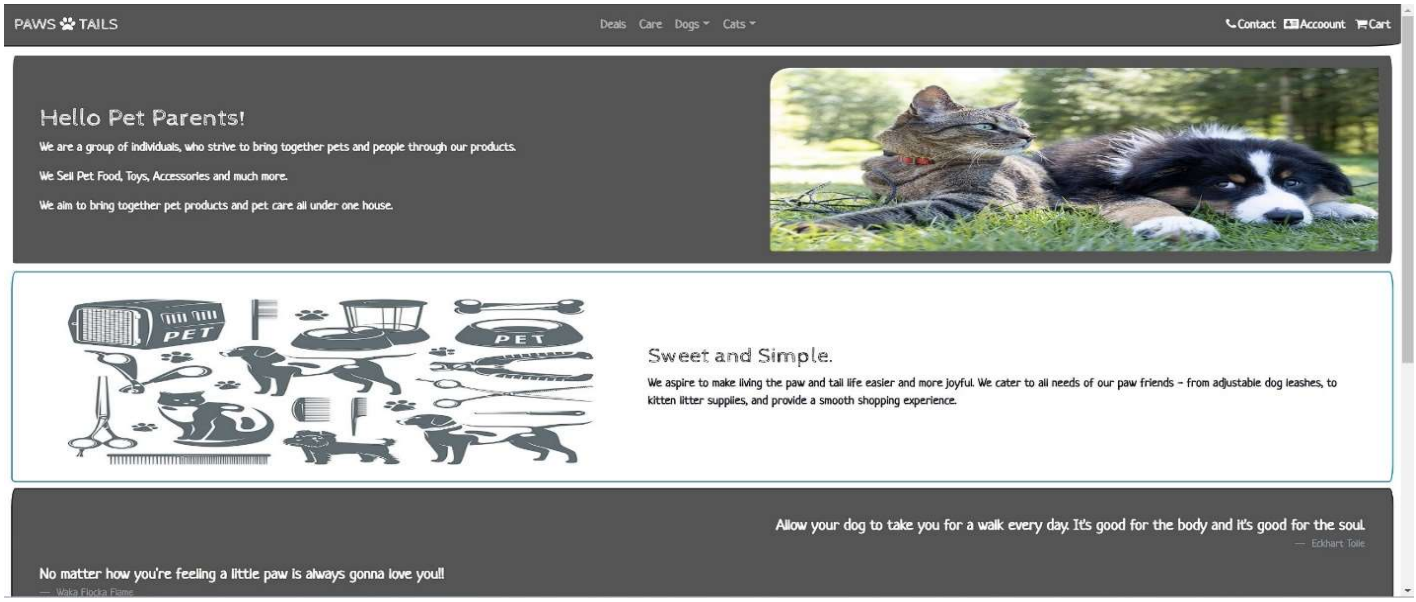


5. Order Tracking.

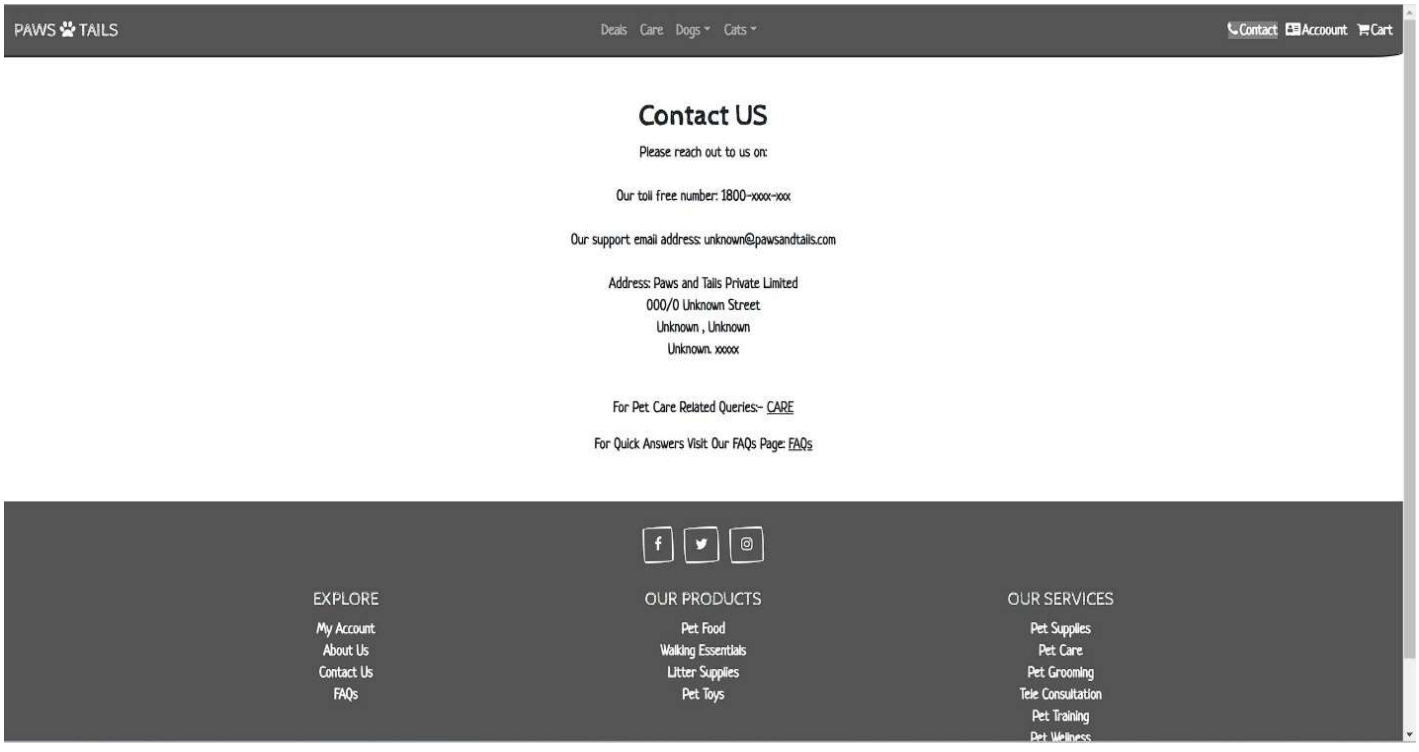


Sample Screenshots of the website:

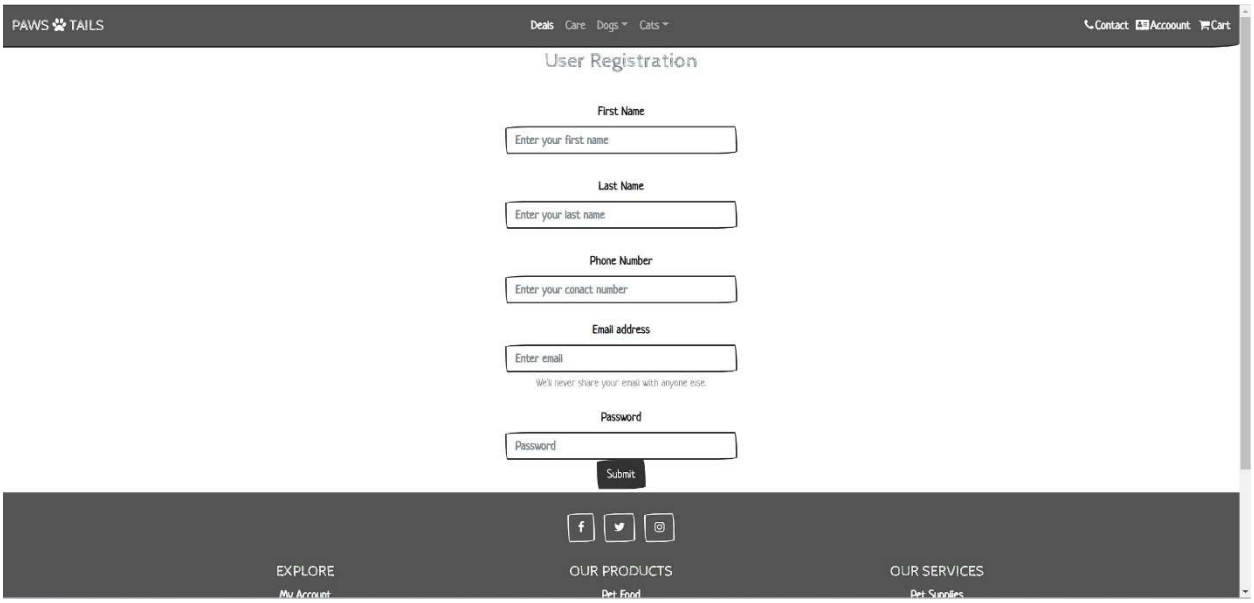
About Us Page:



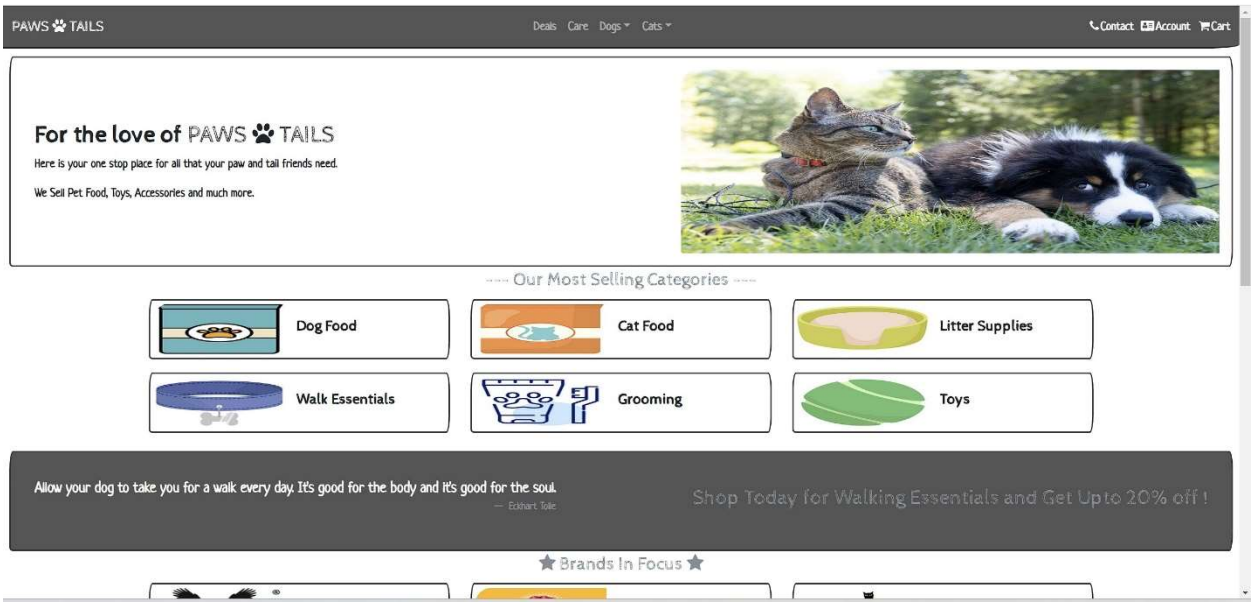
Contact info page:



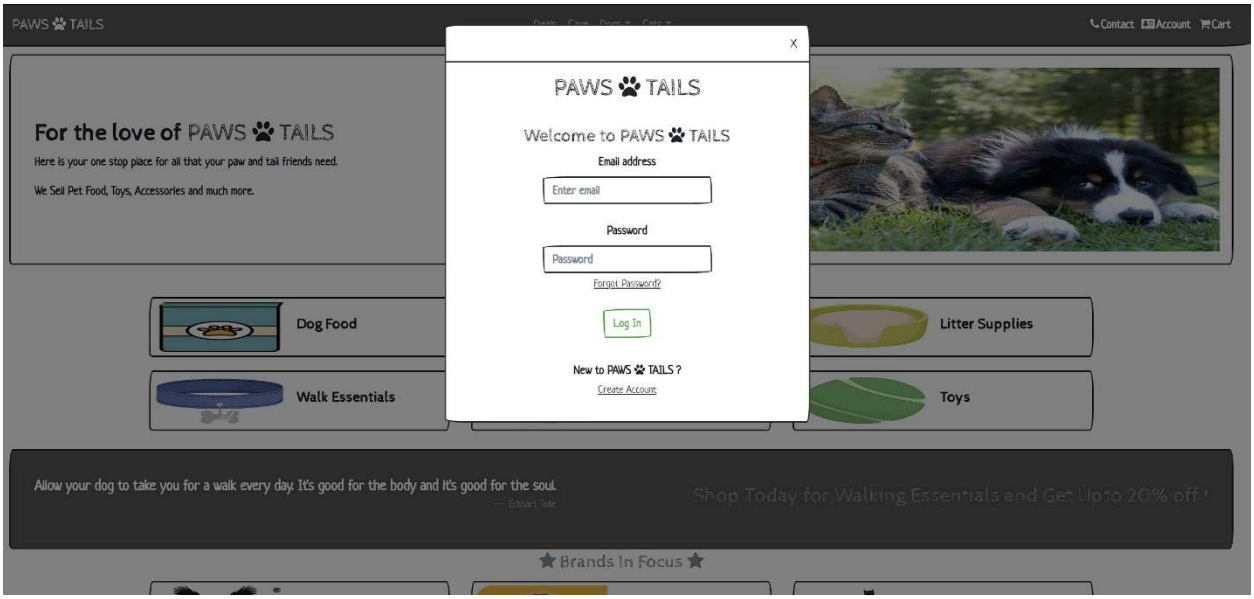
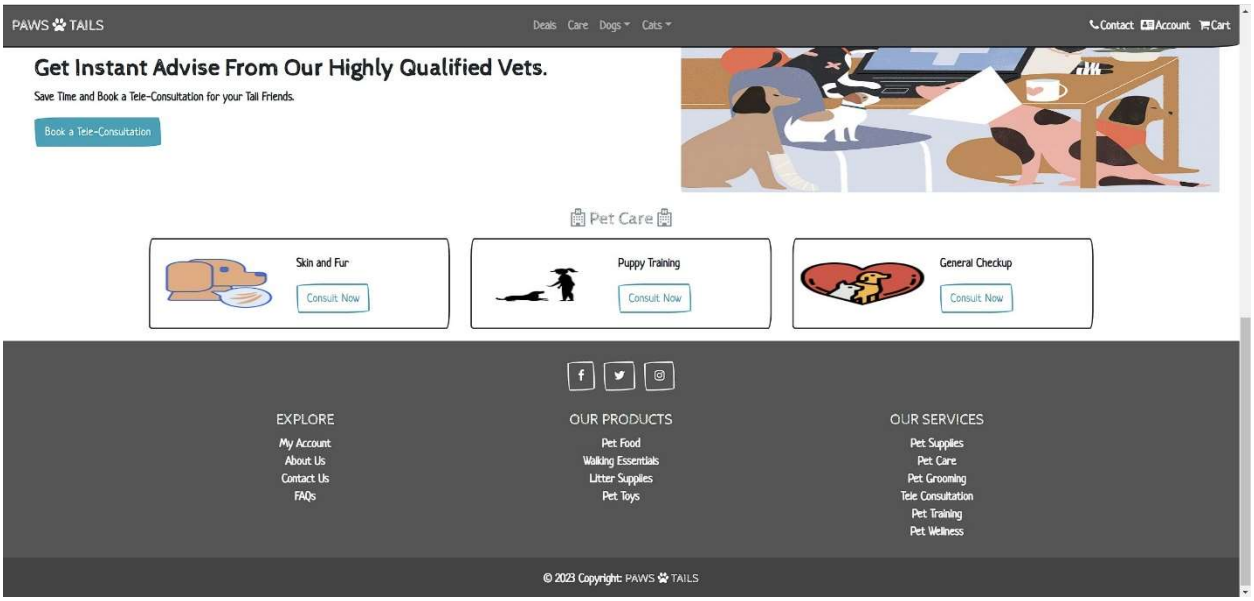
User registration page:



Landing page:



Login page:



Pet care/consultation booking page: