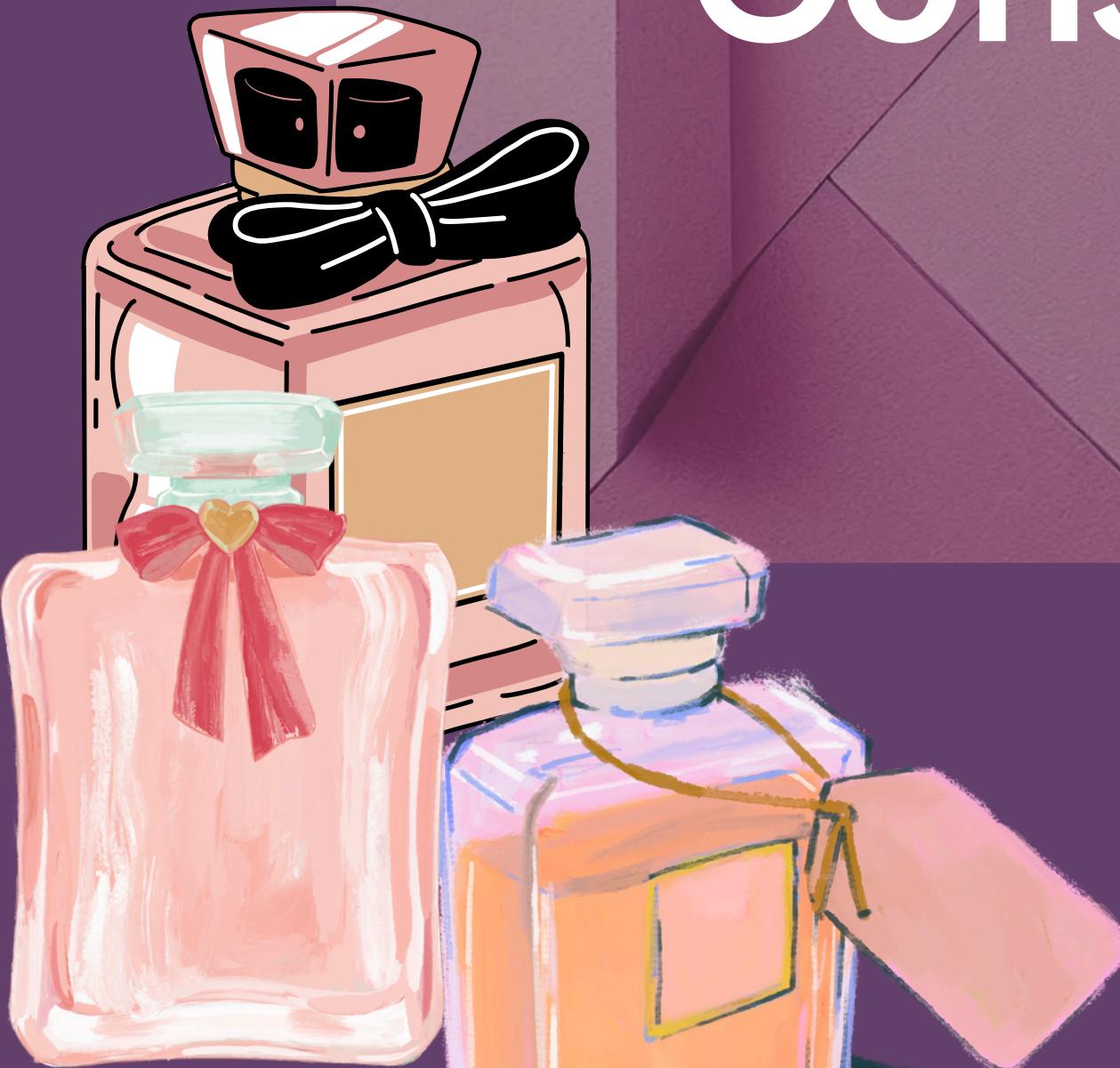


Perfume Store Website Consultancy Project

Mini project



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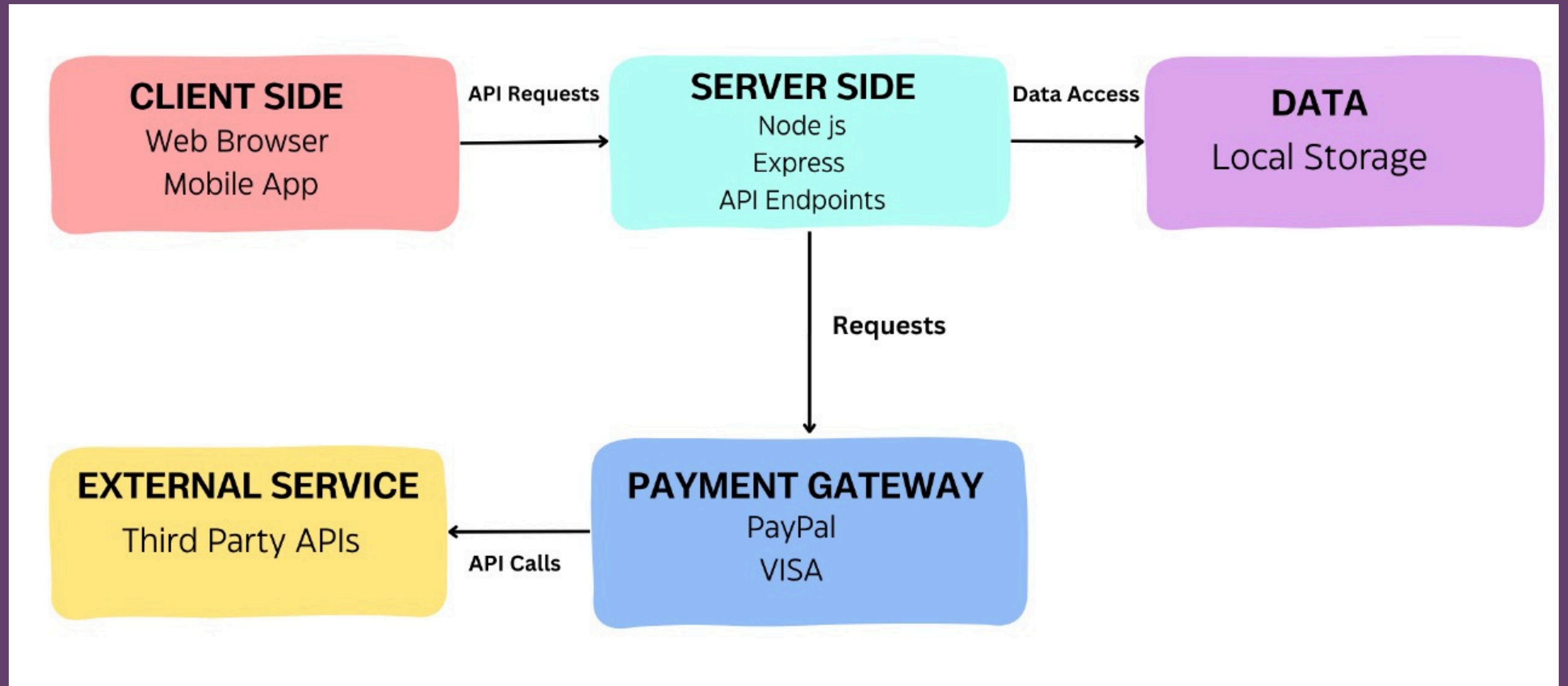
Abstract

The Dinoscents Perfume Store E-Commerce Website is a scalable platform designed to offer a seamless shopping experience for customers while optimizing business operations. Featuring intuitive product browsing, real-time inventory tracking, and secure payment gateways, the site streamlines order management and enhances customer satisfaction. With the flexibility for future enhancements like personalized recommendations, the platform positions Dinoscents for continued growth and improved efficiency in the fragrance retail industry.



Software Architecture

ARCHITECTURE DIAGRAM



Objectives

Enhance User Engagement: Create an interactive and visually appealing e-commerce website that captivates customers and showcases the range of luxury perfumes offered.

Facilitate Seamless Transactions: Implement secure payment gateways and efficient order tracking to ensure a smooth purchasing process.

Incorporate Personalization: Use customer data to provide tailored fragrance recommendations, enhancing the shopping experience.

Responsive Design: Ensure the website is fully responsive, offering a seamless experience across all devices

Goals:

- Create a seamless and engaging online shopping experience.
- Leverage advanced technology for improved customer interactions.

Problem Statement

Dinoscents specializes in premium and luxury perfumes. Despite being a well-known online retailer, the company struggles to effectively showcase its extensive product catalog and engage customers. The lack of a user-friendly e-commerce platform limits access to fragrances and hinders seamless purchasing, affecting competitiveness in the growing fragrance market.

Existing System

Dinoscents operates through social media (Reddit, Facebook) and WhatsApp, functioning as a dropshipper without a dedicated e-commerce website. Sales and customer support are managed manually through these platforms.

Challenges:

Restricts control over customer experience and branding

Disorganized product listings

Manual support leads to delays/miscommunications

No formalized order tracking

Why a Website?

Enhance customer experience and competitiveness

Centralize product offerings and support

Streamline order tracking and communication

Proposed System

The proposed system for DinoScents will establish a modern and interactive e-commerce website, ensuring a seamless user experience that enhances customer engagement and streamlines the shopping process. The website will be built using HTML, CSS, JavaScript, and Bootstrap, integrating essential features that enhance responsiveness, adaptability, and interactivity across various devices, ensuring that users can comfortably access the site from desktops, tablets, and mobile phones.

Hardware and Software Requirements

1. Hardware Requirements:

- Development:
 - Dual-core CPU (Intel i5 or equivalent)
 - 8 GB RAM (16 GB recommended)
 - 256 GB SSD
 - High-speed internet connection
- Production:
 - 2 CPU cores, 4 GB RAM (8 GB recommended)
 - 20 GB SSD storage (scalable as needed)

2. Software Requirements:

- Frontend:
 - HTML, CSS, JavaScript, jquery
 - Code Editor (e.g., Visual Studio Code)
- Backend:
 - JavaScript (Node.js)
 - Express.js
- Storage:
 - local storage
- Payment Gateway:
 - PayPal

System modules

1. User Column:

- Registration, login, and account management.

2. PRODUCT AND SALE COLUMN:

- Browse and search for fragrances with detailed listings.

3. Shopping Cart:

- Manage items, view totals, and apply discounts.

4. Order Management:

- Secure checkout, order tracking, and history.

5. Payment Processing:

- Integration with PayPal for secure payments.

6. Blog Column:

The blog section features a newsletter for updates and personal blogs that share insights and experiences related to our products and industry.

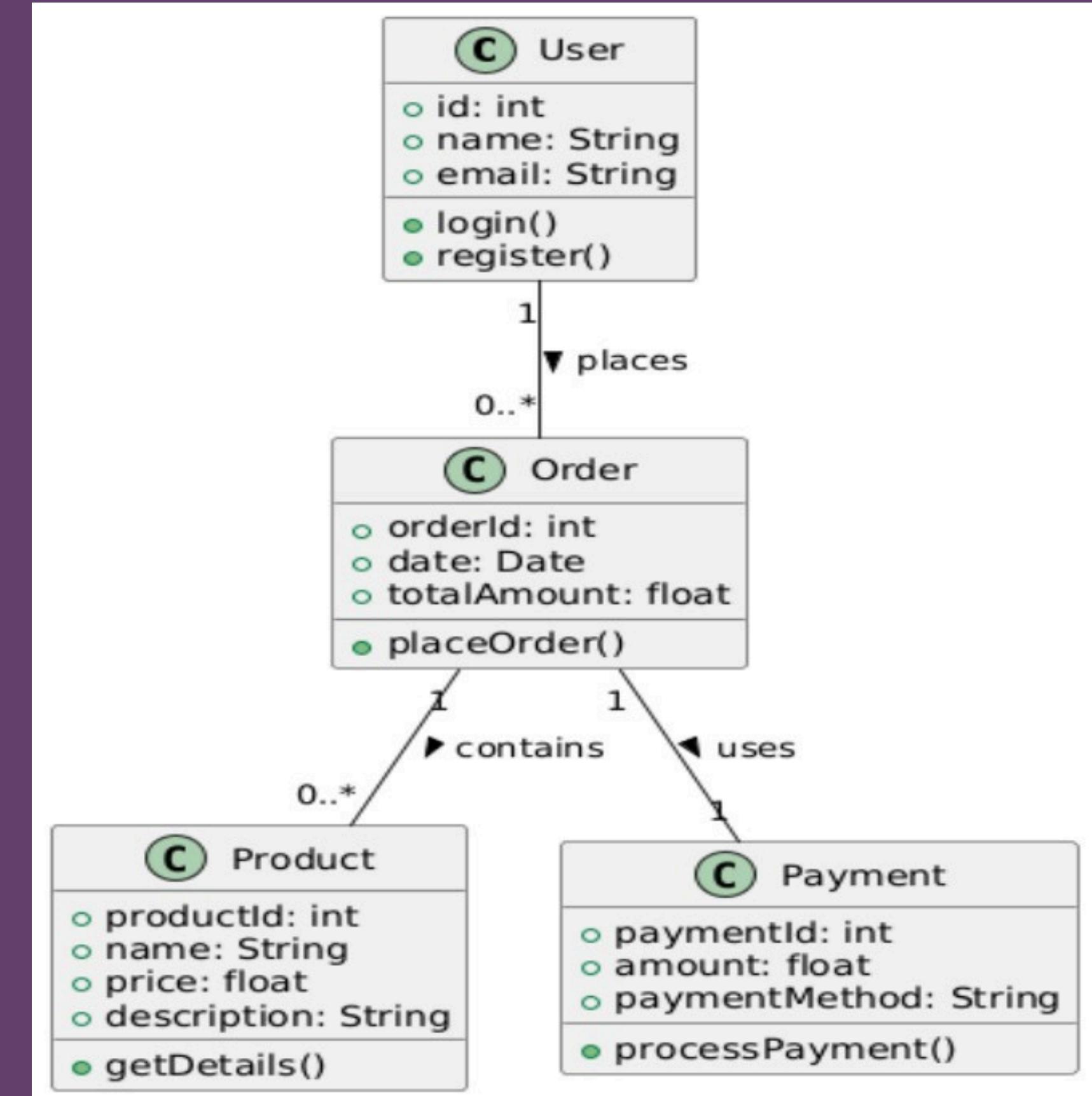
Uml diagram

Use case diagram



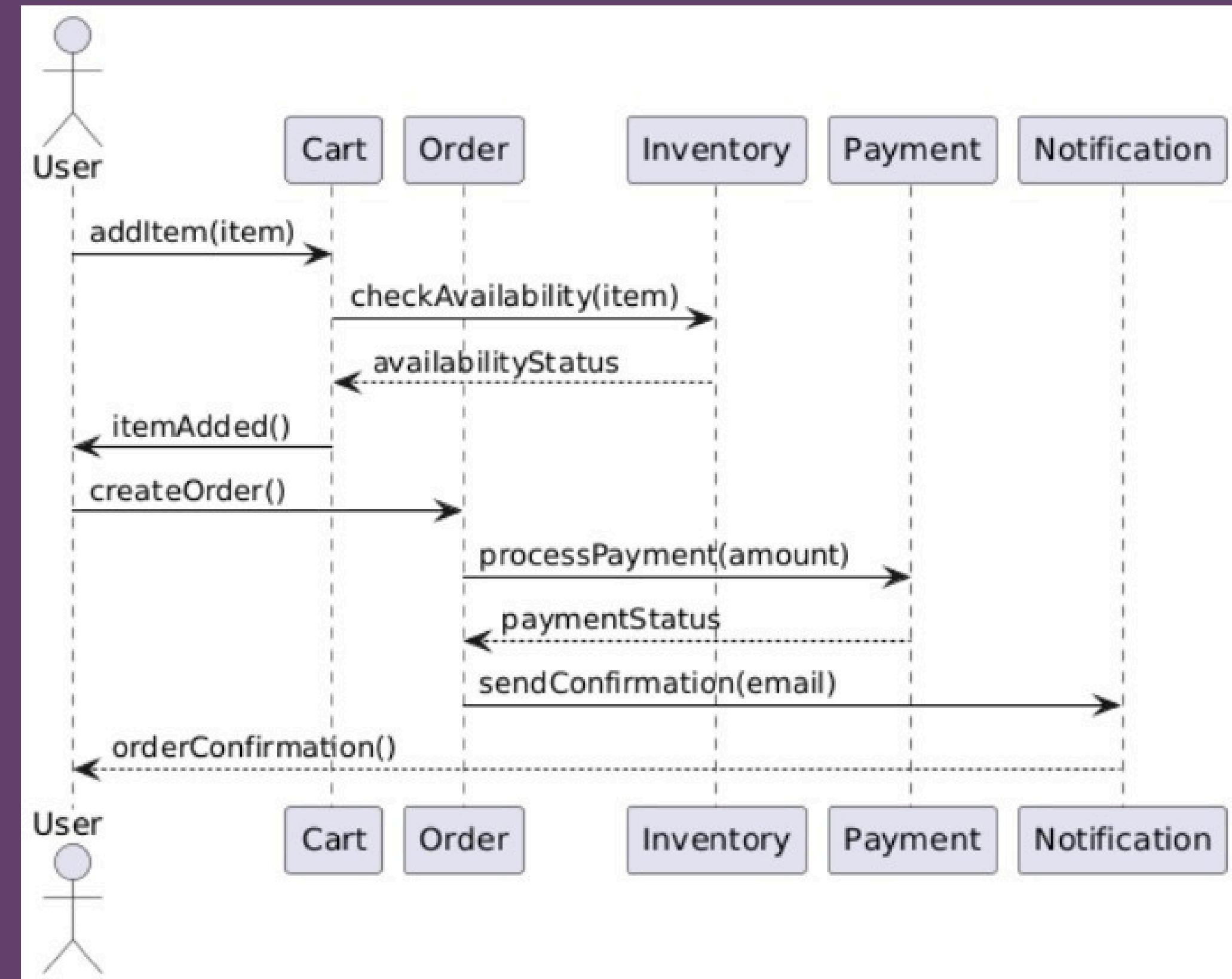
UML DIAGRAM

CLASS DIAGRAM



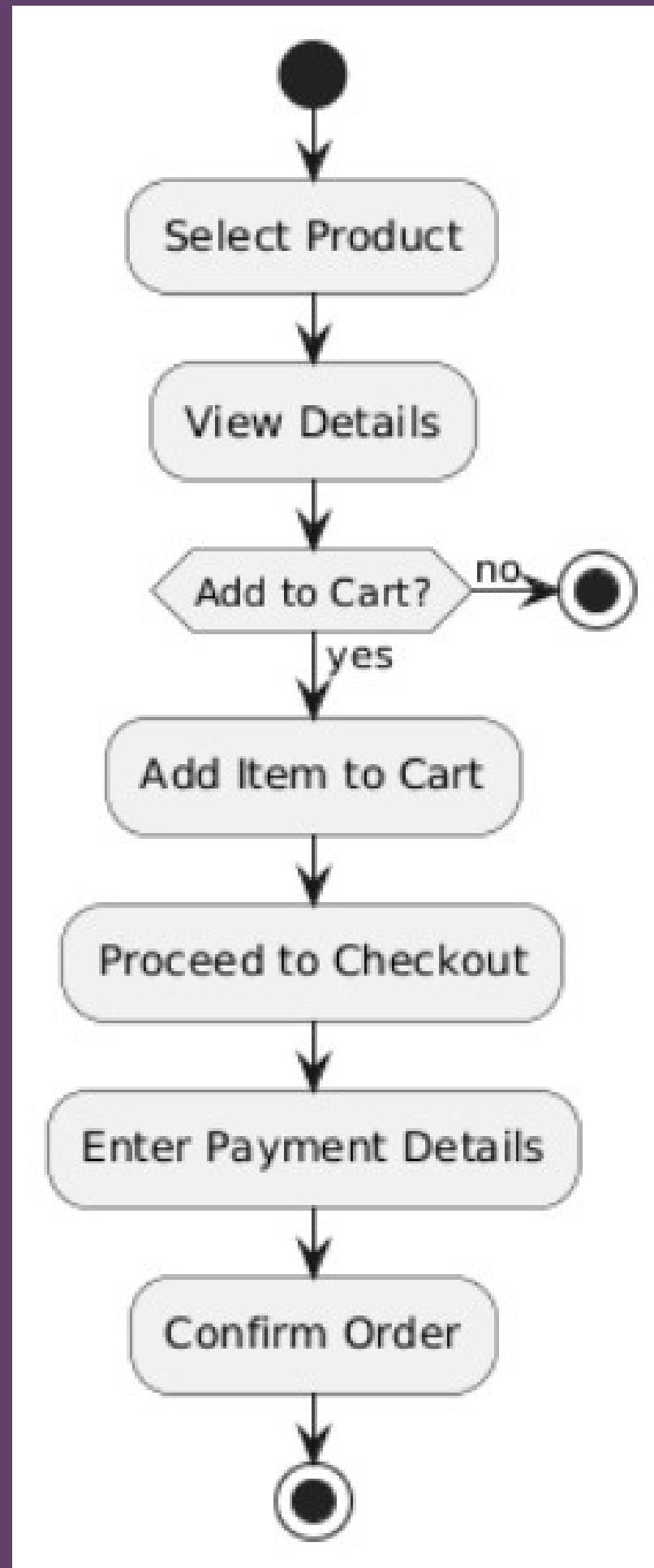
UML DIAGRAM

sequence diagram



UML DIAGRAM

Activity Diagram





utPut

HOME PAGE

MEN'S COLLECTION

WILD STONE

The rich aromatic notes of rosemary and neroli combined with the sophistication of tonka beans and white woods to create the perfect accompaniment for the suited look.

Shop Now →

00:01:14 00:02:04

Type here to search

USER COLUMN

A screenshot of a website for "Perfume | Website" featuring a dark blue header with a red bar at the top. The header includes navigation links for HOME, BRANDS, BLOG, ABOUT US, CONTACT US, and USER, along with social media icons and language selection for EN and INR. A central modal window titled "Login" is open, containing "Login In" and "Sign Up" buttons. Below the modal, the main content area features a large image of a dark perfume bottle and a smaller image of a chain. Text in the center reads "MEN'S COLLECTION" and "WILD STONE". A descriptive paragraph about the fragrance's notes is followed by a "Shop Now" button.

Perfume | Website

File | C:\New folder\index.html

HOME BRANDS BLOG ABOUT US CONTACT US USER

EN INR

Login

Sign Up

MEN'S COLLECTION

WILD STONE

The rich aromatic notes of rosemary and neroli combined with the sophistication of tonka beans and white woods to create the perfect accompaniment for the suited look.

Shop Now

File:///C:/New folder/index.html

Type here to search

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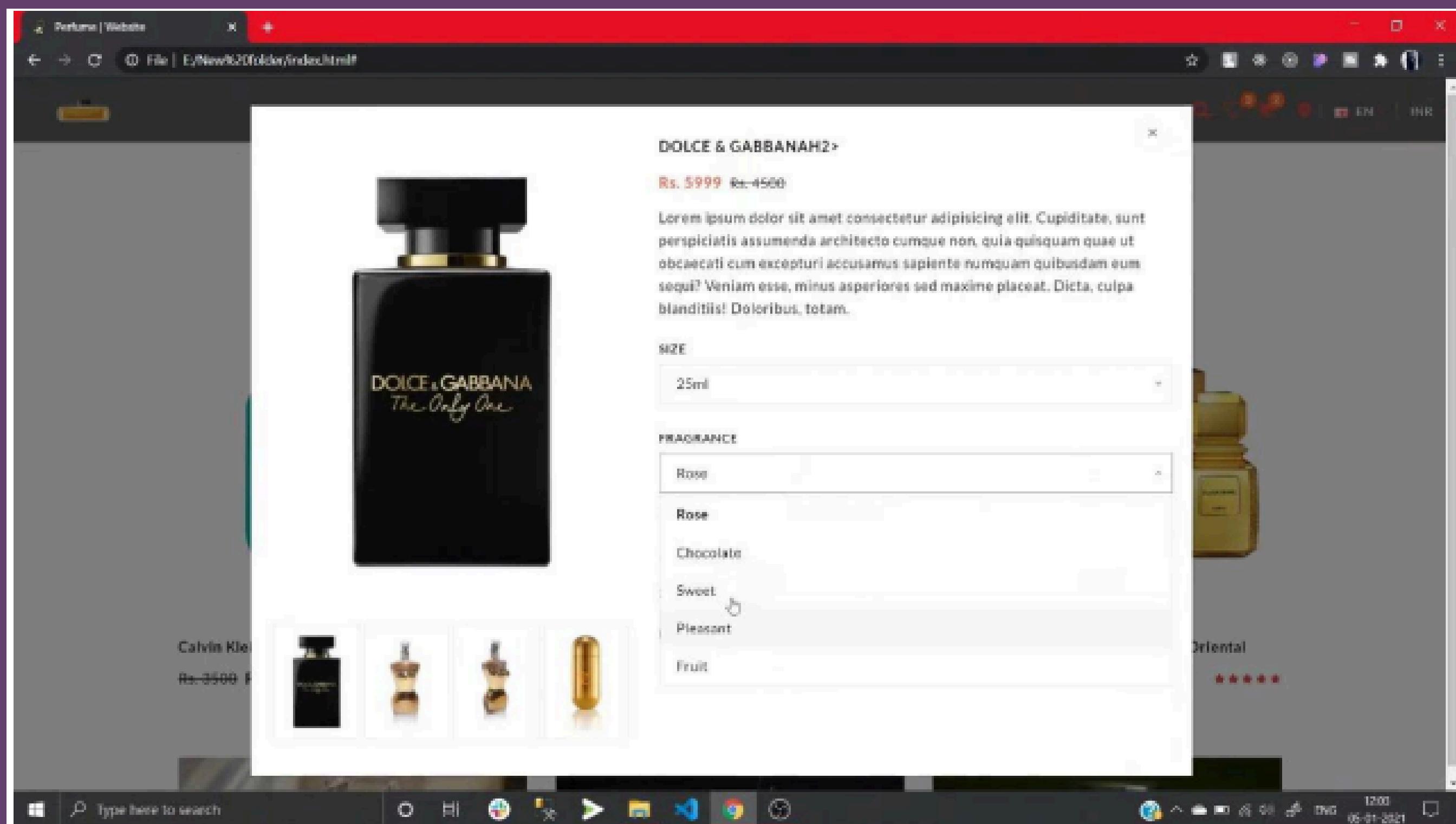
BLOG SECTION

The screenshot shows a web browser displaying a perfume website's blog section. The header features a red bar with the title 'Perfume | Website' and a navigation menu with links for HOME, BRANDS, BLOG, ABOUT US, CONTACT US, and USER. Below the header, a large banner with the text '— FROM OUR BLOG —' is centered. Three blog posts are displayed in a grid:

- RECIPE OF PERFUME**
Lorem ipsum dolor sit amet consectetur adipisicing elit. Officia omnis delectus accusantium, incidunt praesentium neque tenetur illum quia nostrum aliquam.
[READ MORE...](#)
- COACH NEW RELEASE**
Lorem ipsum dolor sit amet consectetur adipisicing elit. Sapiente ratione maxime fugiat! Nobis at quae sapiente, parlatur cupiditate quibundam ut.
[READ MORE...](#)
- ROSE PERFUME**
Lorem ipsum dolor sit amet consectetur adipisicing elit. Facilis eum accusamus necessitatibus quae velit blanditiis quod assumenda iste! Maxime, minus.
[READ MORE...](#)

The browser's taskbar at the bottom shows various open tabs and system icons.

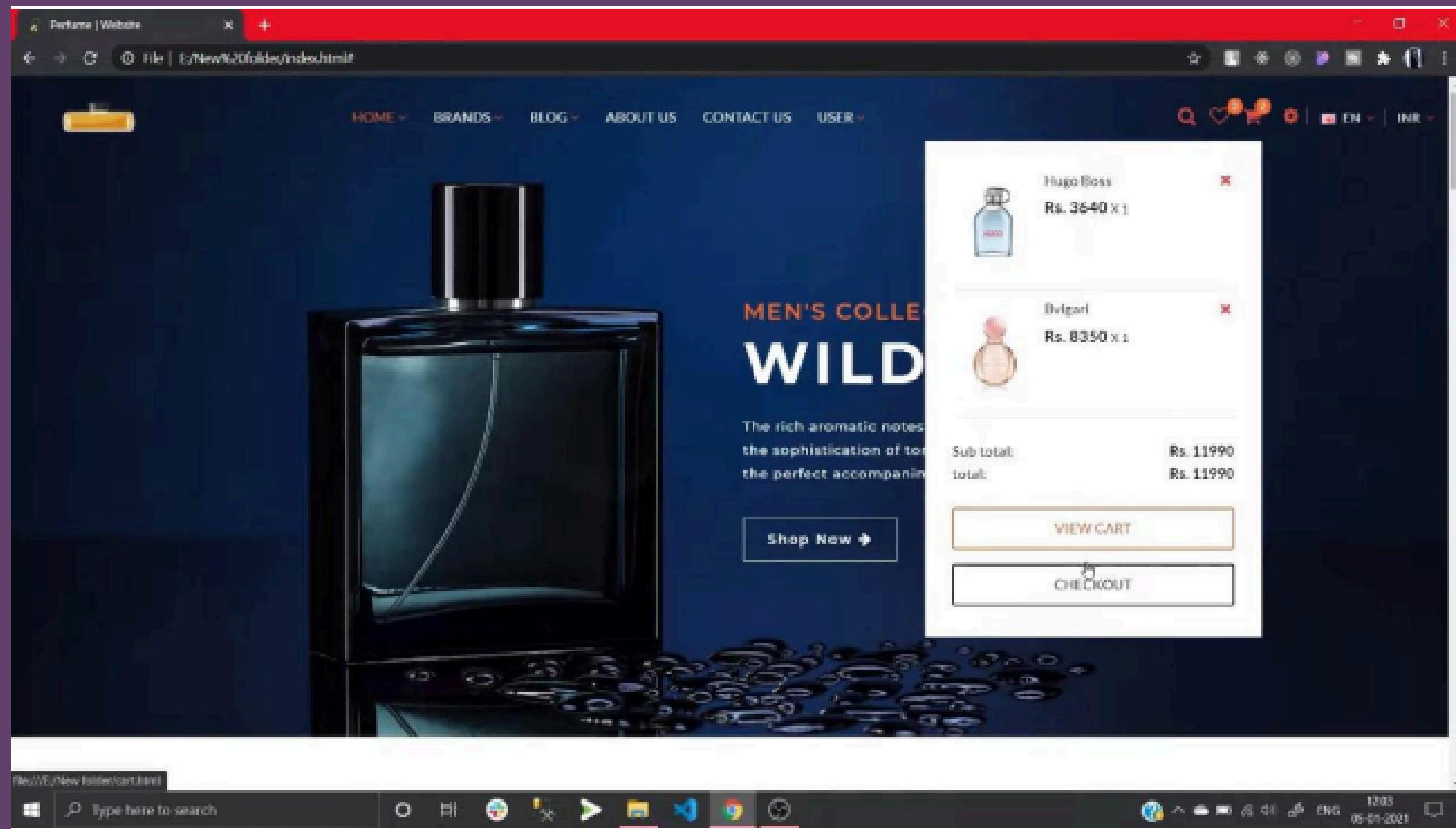
ORDER SPECIFICATIONS



PRODUCT AND SALE COLUMN

The screenshot displays a website for a perfume store. At the top, there's a navigation bar with links for Home, BRANDS, BLOG, ABOUT US, CONTACT US, and USER. Below the navigation, there are sections for 'SALE UP TO 50% Perfumes & Body Spray', 'SALE UP TO 70% Deodorants', and 'SALE UP TO 30% Cologne'. Each sale section features a product image (perfume bottle, deodorant stick, and cologne bottle) and a pink ribbon banner with the discount information. At the bottom, there are sections for 'HOT DEALS' and 'NEW PRODUCTS'.

CART AND CHECKOUT



Conclusion: The Future of Fragrance Shopping

“In the world of scents, every note matters!”

- **Recap:**

- We've outlined the perfect blend of hardware and software to create a seamless, interactive e-commerce experience for our fragrance store.

- **Key Takeaway:**

- With our tech stack, customers will enjoy personalized fragrance recommendations that make shopping feel like a fragrant journey tailored just for them!

- **The Journey Ahead:**

- Let's create a platform where every click brings a delightful discovery—making fragrance shopping not just a task but an enjoyable experience!

“Now, let's spritz some innovation into the air and make this project a fragrant success!”

Thank You

