CRAFTEDEUPHORIA

Date: 31/07/2023
Guide: Nimmy Francis

1. Project Overview?

   CraftedEuphoria the personalized gift store is an interactive and user-friendly platform where users can easily explore, select, and purchase a diverse range of gifts for various occasions. The website's layout features a clean and attractive design, with a prominent search bar on the homepage for quick and efficient gift searches. Users can navigate through different categories and product listings, view detailed descriptions and images, and add items to their carts seamlessly. The platform also offers personalized recommendations based on user preferences and past purchases, enhancing the shopping experience. Secure payment gateways ensure safe online transactions, and an efficient order management system allows admin to handle incoming orders effectively. Additionally, the inclusion of a community module encourages users to share and discover unique gift ideas, fostering a sense of engagement and collaboration among community members. Overall, the project view reflects a well-curated and user-centric online gift store that caters to the diverse needs of its audience and provides a delightful shopping experience.

2. To what extend the system is proposed for?

The proposed system is intended to provide a comprehensive and user-friendly platform for users to explore, select, and purchase gifts for various occasions. It includes features such as personalized recommendations, secure payment transactions, and community engagement to enhance user satisfaction and create a seamless shopping experience.

3. Specify the Viewers/Public which is to be involved in the System?

General Viewers, Registered Users

4. List the Modules included in your System?

   User, Admin, Community and Delivery Boy

5. Identify the users in your project?

   Online Resellers, Community Users

6. Who owns the system?

   Admin

7.System is related to which firm/industry/organization?

Ladies Centre Industry

8.Details of person that you have contacted for data collection?

Shaji Jose (Kizhakkeparambil Pearl Store, Erumely)

Questionnaire to collect details about the project? (Min 10 questions, include descriptive answers, attach additional docs (e.g., Bill receipts, certificate models), if any?)

1. What types of products do you offer in your gift store?

Greeting cards and stationery, Decorative items, Personalized gifts, Jewelry, and accessories, Candles and scented products, Gift baskets and hampers, Artwork, and prints, Seasonal gifts for holidays and special occasions.

2. How do you manage and organize your inventory?

Stores keep safety stock to handle unexpected demand fluctuations.

3.What is your process for restocking items?

The newly restocked items are placed on display or stored appropriately for easy access and visibility to customers.

4.How do you handle gift wrapping services, if available?

If a customer purchases multiple gifts, the store may offer to consolidate them into one beautifully wrapped package.

5. What are the popular gift items that customers often purchase?

Greeting Cards, Personalized Gifts, Accessories, Gift Baskets

6. How do you handle customer returns and exchanges?

Customers may be given a limited window of time, typically lasting a few days to several weeks, in which to return or exchange things. Customers may be given a limited window of time, typically lasting a few days to several weeks, in which to return or exchange things.

7. What payment methods do you accept in your store?

 Cash, Google pay

8. How do you promote and advertise your gift store?

  Advertise in local newspapers, magazines to reach the local audience.

9. How do you handle seasonal or holiday sales and promotions?

Hosting special events, such meetings with Santa, craft sessions, or activities with a holiday theme, can draw families and customers.

10. How do you handle exchanges for items with different sizes, colors, or variations?

Customers are usually required to present a valid receipt or proof of purchase for the item they wish to exchange to verify that the product was purchased from the store.