

SKILL-LYNC INTERNSHIP PROJECT

Responsive E-Commerce Web Site for Online Shopping

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ABSTRACT:-

- In order to develop an e-commerce website, a number of technologies must be studied and understood. These include multi-tiered architecture, server and client side scripting techniques, implementation technologies such as Html5, css, JavaScript. This is a project with the objective to develop a basic website where a consumer is provided with a shopping cart application and also to know about the technologies used to develop such an application.
- This document will discuss each of the technologies to create and design an ecommerce website.

INTRODUCTION

OVERVIEW:-

- E-commerce is fast gaining ground as an accepted and used business paradigm. More and more business houses are implementing web sites providing functionality for performing commercial transactions over the web. It is reasonable to say that the process of shopping on the web is becoming common place. The objective of this project is to develop a general purpose e-commerce store where products like clothes can be bought from the comfort of home through the Internet. However, for implementation purposes, this paper will deal with online shopping for clothes. An online store is a virtual store on the Internet where customers can browse the catalog and select products of interest. The selected items may be collected in a shopping cart. At checkout time, the items in the shopping cart will be presented as an order. At that time, more information will be needed to complete the transaction. Usually, the customer will be asked to fill or select a billing address, a shipping address, a shipping option, and payment information such as credit card number. An e-mail notification is sent to the customer as soon as the order is placed.

PURPOSE:-

- A website that allows people to buy and sell physical goods, services, and digital products over the internet rather than at a brick-and-mortar location. Through an e-commerce website, a business can process orders, accept payments, manage shipping and logistics, and provide customer service. An e-commerce website is one that allows people to buy and sell physical goods,

services, and digital products over the internet rather than at a brick-and-mortar location. Through an e-commerce website, a business can process orders, accept payments, manage shipping and logistics, and provide customer service. It's tough to imagine daily life without e-commerce. We order food, clothes, and furniture; we register for classes and other online services; we download books, music, and movies; and so much more. E-commerce has taken root and is here to stay.

USER-CHARACTERISTICS:-

ADMIN:-

- Even with a vision of your product and a clear picture of your target audience, you still have some significant hurdles to clear before you can launch your brand. First, you need to determine whether your idea will be viable in the actual marketplace. You'll want to consider both market-based criteria like market size, competitors, and industry trends and product-based criteria like price point, mark-ups, sales tactics, and regulations.
- When validating your product, you should come away with a firm understanding of the costs you'll face as a business owner. For e-commerce sellers, you often have more flexibility in your pricing since you won't have the cost of a storefront or, in the case of digital products, warehouse and manufacturing expenses.

USER:-

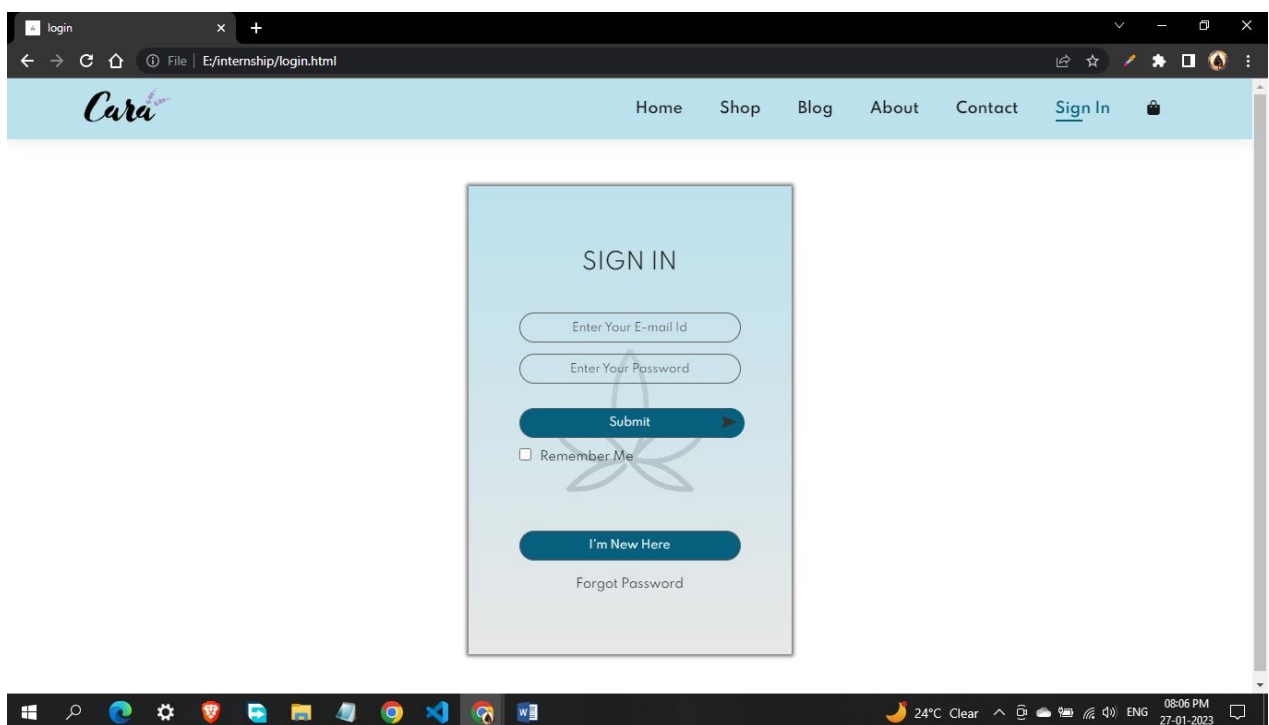
- Once you know what you want to sell, it's time to **identify your target customer**. Consider who your ideal buyer is and what qualities they have. It can be helpful to develop a customer persona during this part of the process. A customer or buyer

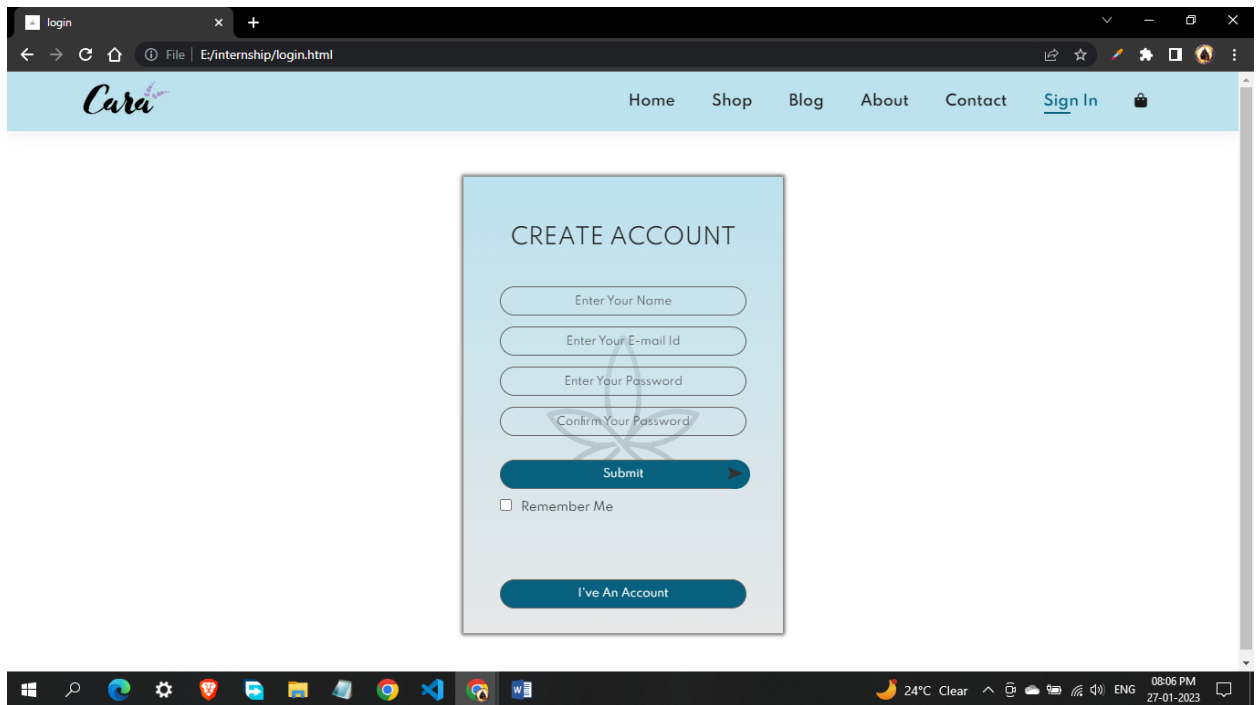
persona is a fictionalized version of your ideal customer. This persona can help you predict customer behaviour and understand your future clients more deeply. Whether you build detailed personas or not, keeping these qualities in mind can help you predict your real customers' online presence and marketing preferences.

ONLINE SHOPPING:-

LOGIN-PAGE:

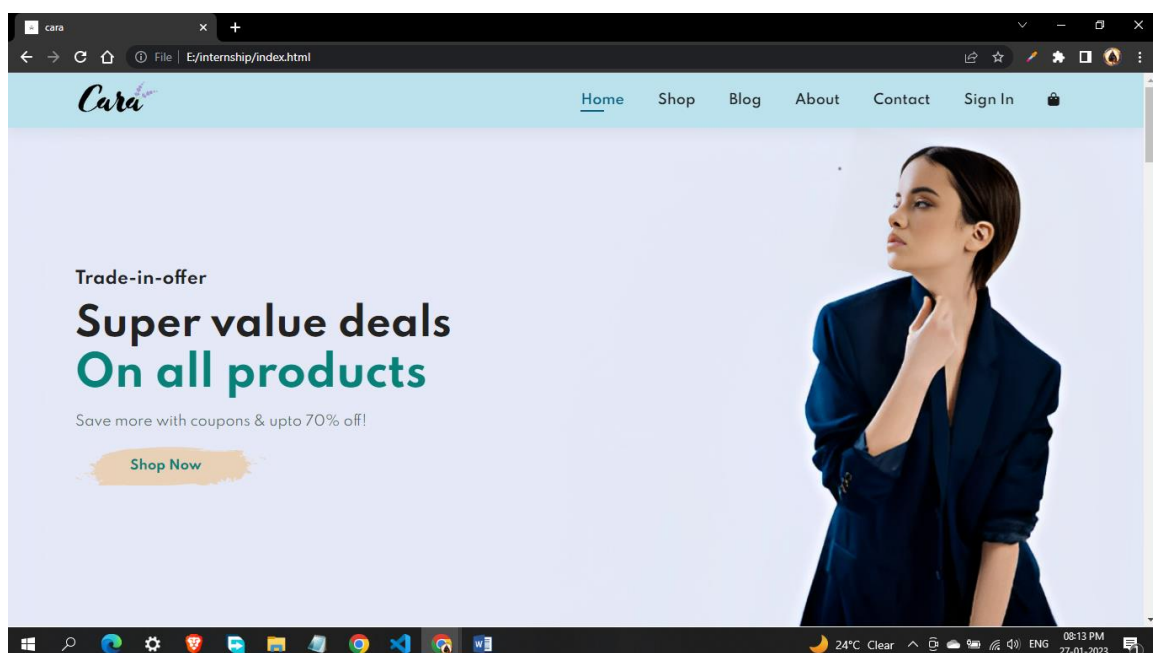
- For shoppers, the social login functionality means almost instant access to a particular store. Since not every store allows guest visitors to make purchases, social login buttons become a time saver for those who don't want to spend time indicating their personal info to register on the site.

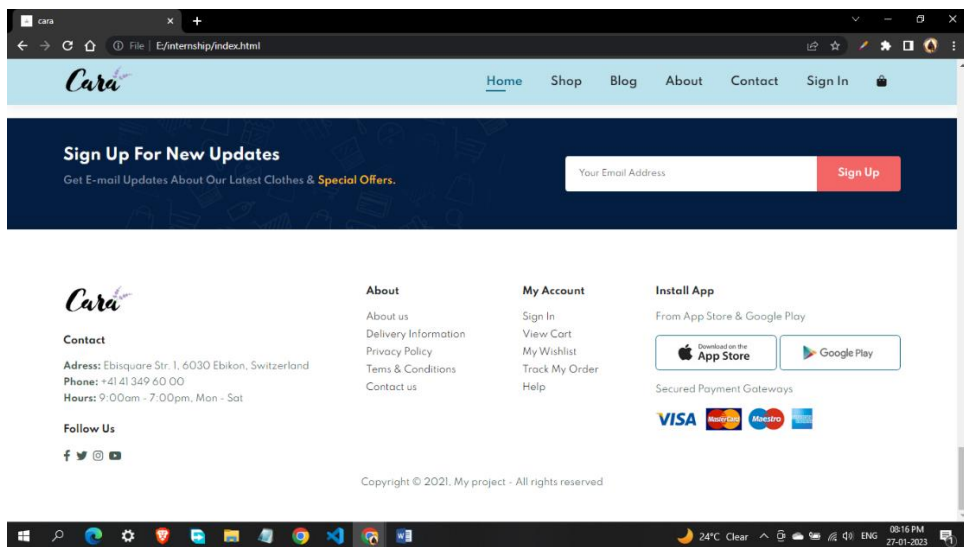
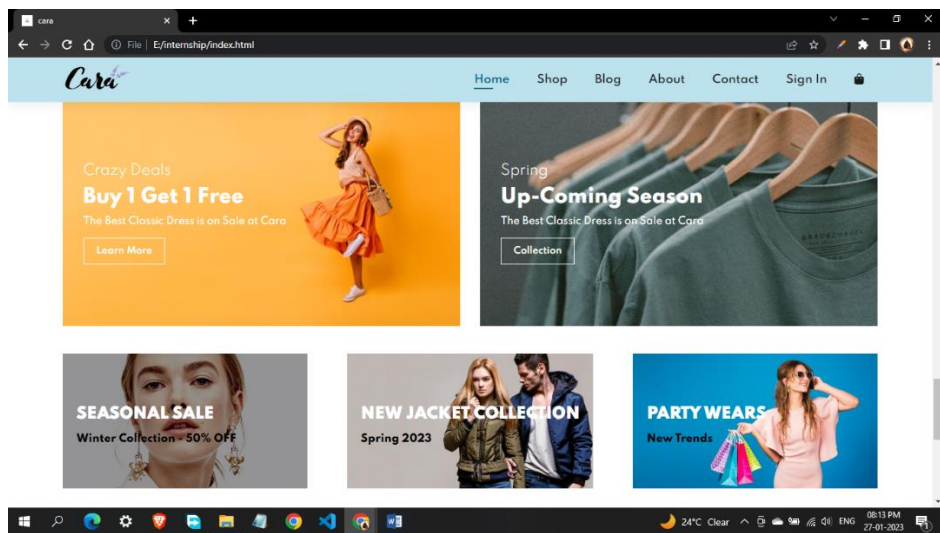
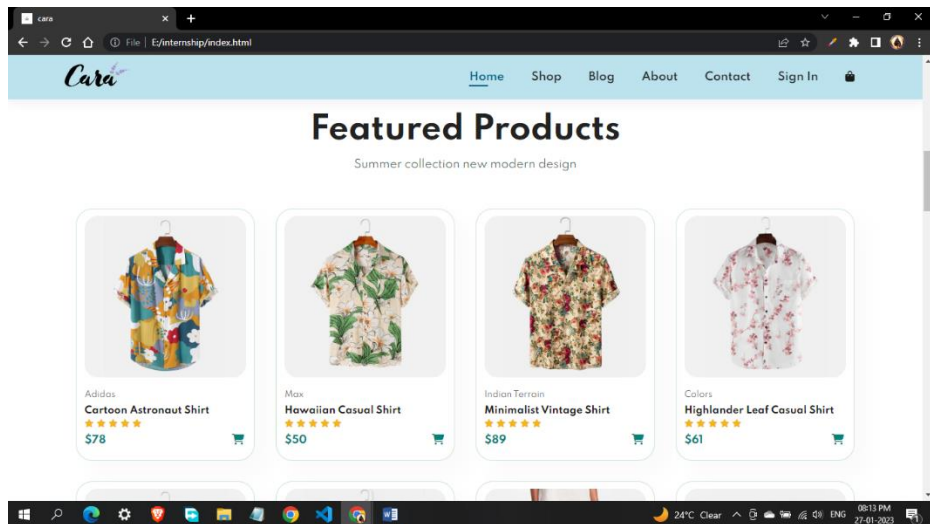




HOMEPAGE:

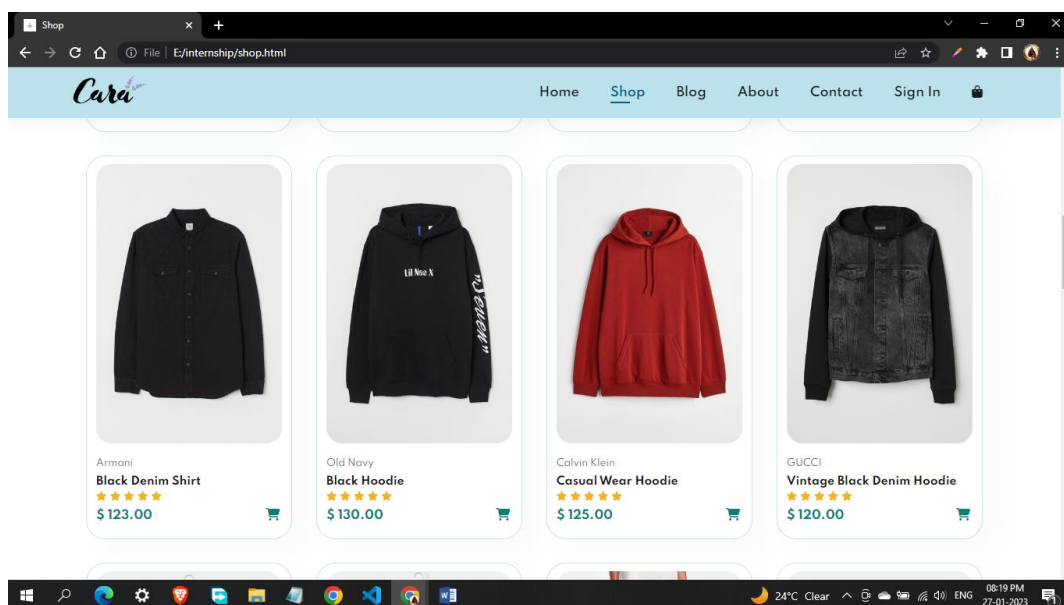
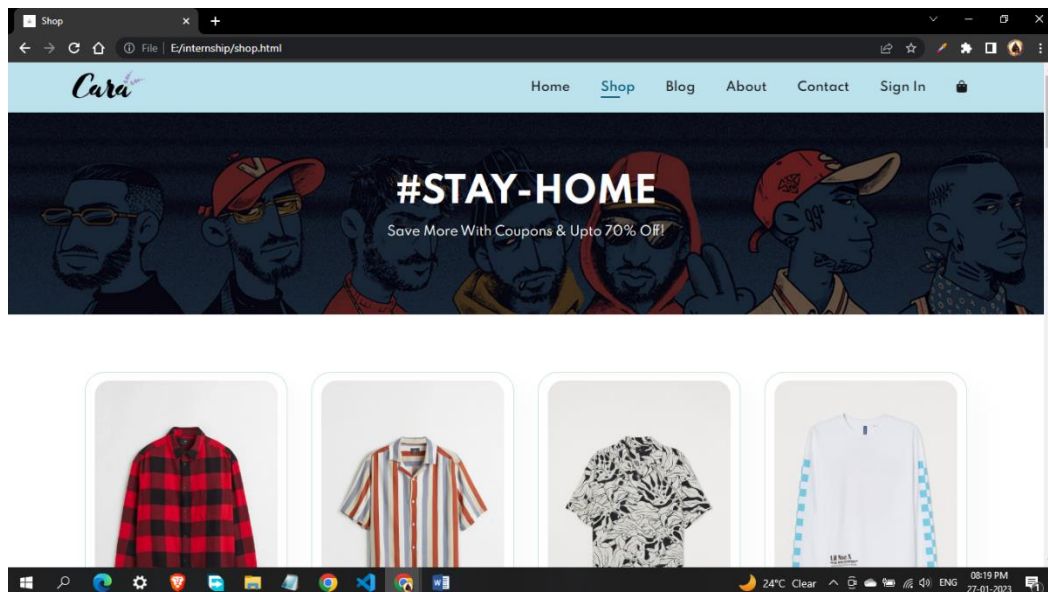
- A home page is **the main web page of a website**. The term may also refer to the start page shown in a web browser when the application first opens. Usually, the home page is located at the root of the website's domain or subdomain.





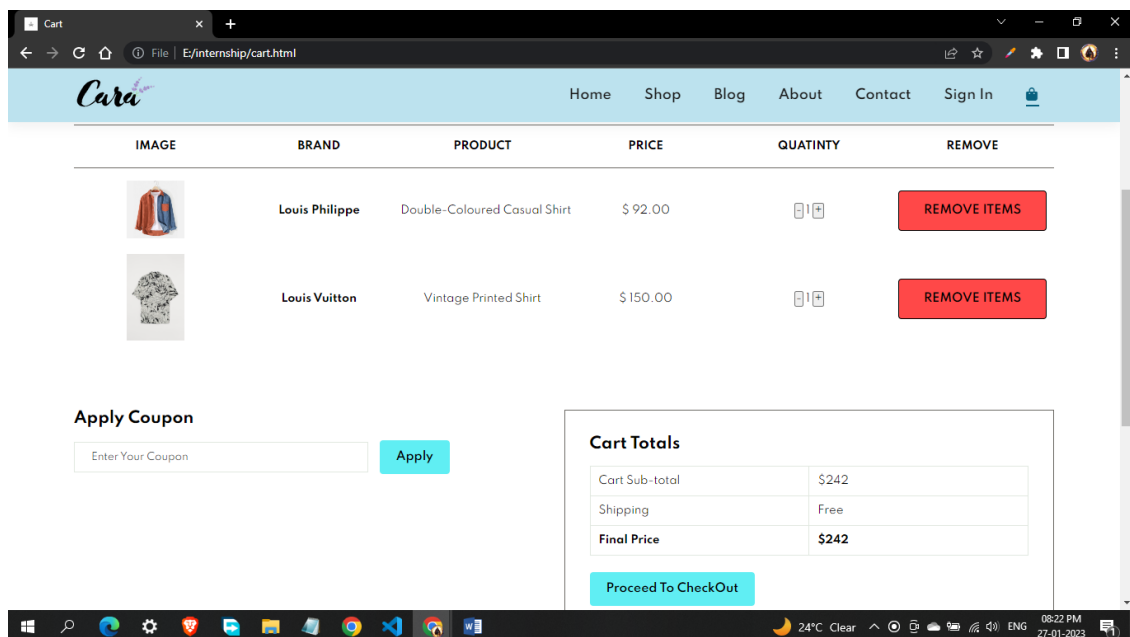
PRODUCTS:

- An ecommerce product is **any product available to purchase in online**. Most of the products are in a retail ecommerce environment are either Business to Consumer (B2C) or Consumer to Consumer (C2C). These are in shop-page.



ADD TO CART:

- The cart button is a feature of ecommerce stores that allows customers to choose items to purchase without actually completing the payment. For online stores, it lives on individual product pages, functioning as the digital equivalent of a shopping cart in a brick and mortar store.



FOOTER:

- The Most Important ecommerce Features Your Website Needs Include: **Content management capabilities**. About & Contact us. An easy-to-use checkout.

CHECKOUT:

- By definition, a checkout page is the page(s) related to payment and shipping/billing details on an ecommerce store. The checkout page gives customers the opportunity to enter

Payment details and complete their order. The checkout process will collect:

- a customer's shipping details
- billing details
- shipping method and payment method
- Give an option to submit the order.

The screenshot shows a web browser window with the address bar displaying 'E:/internship/checkout.html'. The website has a light blue header with the 'Cara' logo and navigation links: Home, Shop, Blog, About, Contact, Sign In, and a shopping cart icon. The main content area contains a checkout form with two columns. The left column is titled 'BILLING ADDRESS' and includes input fields for Full Name, Email, Address, City, and State (a dropdown menu), along with a Pin Code field. The right column is titled 'PAYEMENT' and includes a section for 'Accepted Cards' with logos for PayPal, MasterCard, American Express, and VISA. Below this are input fields for Card Number, Exp Month, Exp Year (a dropdown menu), and CVV. A 'Proceed' button is located at the bottom right of the form. The Windows taskbar is visible at the bottom of the browser window, showing the time as 08:27 PM on 27-01-2023.

HARDWARE AND SOFTWARE:-

HARDWARE:

Operating system: Windows

Hard disk: 40GB **RAM:** 8GB

Processor: Intel(R) Core(TM) i3-4005U CPU @ 1.70GHz 1.70 GHz

SOFTWARE:

Software Application: VS Code

Program Language: HTML5, CSS, JAVASCRIPT

STRUCTURE OF HTML:-

<Html>

<Head>

<Title>headline</title>

</head>

<Body>

//content

</Body>

</Html>

CSS:

- CSS stands for Cascading Style Sheet level 3, which is the advanced version of CSS. It is used for structuring, styling, and formatting web pages. Several new features have been added to CSS3 and it is supported by all modern web browsers. The most important feature of CSS3 is the splitting of CSS standards into separate modules that are simpler to learn and use.

➤ TYPES OF CSS:

- Inline CSS.
- Internal or Embedded CSS.
- External CSS.

JAVASCRIPT:

- JavaScript (JS) is a **lightweight, interpreted, or just-in-time compiled programming language with first-class functions**. While it is most well-known as the scripting language for Web pages, many non-browser environments also use it, such as Node.js, Apache Couch DB and Adobe Acrobat.

LINK TO THE SCRIPT:

```
<script src="filename">
```

```
//content
```

```
</script>
```