

MiniProject Title: CoverFeet

Authors: Keilsun B. Alcantara

Jovanie E. Ronda

I. Project Overview

The creation and launch of an e-commerce website for an online shoe store is a crucial aspect of this project. The website would be designed to provide customers with easy access to a wide range of high-quality and well-priced shoes. This would help to overcome the limitations faced by physical stores such as limited inventory space, higher overhead costs, and limited reach.

To succeed in this competitive market, the website would need to offer excellent customer service, unique and exclusive products, and an engaging online shopping experience. Additionally, the website would need to be built using the latest technologies such as Bootstrap, Google fonts, and icons to ensure a seamless shopping experience for customers. The website would also need to have a clear and easy-to-use sitemap, including pages such as a home page, an about page, a new arrival page, and a collection page. Moreover, the website would also need to have wireframe and mockup designs that are user-friendly and visually appealing. Overall, the goal of this project is to create a professional, user-friendly website that provides customers with a convenient and enjoyable shopping experience. By leveraging the latest technologies and focusing on excellent customer service, unique and exclusive products, and an engaging online shopping experience, this website can help overcome the limitations faced by physical stores and provide greater opportunities for growth and success.

These are the most common problems associated with having a physical store in today's market limited inventory space, physical stores have limited space to store inventory, which can limit the number and variety of shoes that can be offered for sale. High overhead costs, physical stores have higher overhead costs, such as rent, utilities, and staffing, which can increase the cost of goods sold and make it harder to compete with online retailers. Limited reach, physical stores are limited to the geographic area around the store, whereas online retailers can reach customers all over the world. Showrooming is when customers come to a physical store to try on shoes, but then purchase them online from a different retailer at a lower price. Creating and launching a website for a small business can help to extend its reach to a wider customer base, which in turn can help to solve problems related to marketing and increase profits. Having a website allows businesses to reach customers beyond their immediate geographic area and allows them to showcase their products and services to a global audience. With the use of digital marketing strategies, small businesses can target specific demographics and increase brand awareness. Additionally, an e-commerce website allows customers to make purchases online, which can increase sales and revenue for the business. Overall, creating and launching a website can provide greater opportunities for growth and success for a small business.

Statement of the Problem

Selling shoes at a physical store may be very challenging, especially in the present day when practically everything is sold online for less money and of equivalent quality but with effective marketing and steady sales.

Determining the key elements that could hinder a company's ability to grow if it solely uses only its geographical location to market and sell products, this will limit its potential to grow further and expand its capability to reach more potential customers. Understanding the issue can help you choose the best solutions, put them into practice, and make improvements to sales and marketing tactics.

Specifically, this project also aims to give solution on the following questions.

There are several potential problems that a physical shoe store may face when selling shoes.

1. How do the limitations of physical store's inventory space impact the number and variety of shoes that can be offered for sale?
2. How do high overhead costs associated with physical stores, such as rent, utilities, and staffing, affect the ability to compete with online retailers in terms of cost of goods sold?
3. How do the limitations of physical stores in terms of marketing capabilities affect the ability to reach new customers and build brand awareness?

Project Solution

The general solution or objective of this project was to develop “CoverFeet” and overcome these problems, physical stores may need to focus on offering excellent customer service, unique and exclusive products, and creating an engaging in-store experience, while also implementing technology to track customer data and personalize the shopping experience.

1. Increase inventory space, by creating an online store, physical retailers can increase the number and variety of products they can offer for sale, without the constraint of physical space. By tracking online inventory, physical stores can ensure that they have the right products in stock and can quickly reorder products that are running low.
2. By shifting some of their sales to an online store, retailers can reduce their overhead costs by reducing the need for physical space and staffing. Offer discounts and promotions more easily than physical stores, which can help to attract and retain customers. Adopt a few strategies such as offering competitive prices, providing excellent customer service, creating a unique online-store experience, and implementing price-matching policies.
3. Building an online presence, physical stores can create a website and social media accounts to reach customers online. Creating targeted marketing campaigns, physical stores can use customer data to create targeted marketing campaigns that reach the right audience.

II. System Features

This part discusses the overall features of the system. It describes all the functions for each module such as Product Filtering/Detailed product descriptions/High-quality images/Reviews and ratings/Mobile-responsive design/ Social Media Integration/ Including these features on a shoe website can greatly improve the customer experience and increase sales, as it makes it easy for customers to find, learn about, and purchase shoes that they are interested in. These are the following details for every module:

A. Detailed Product Description

This includes providing comprehensive information about the shoes, including materials, features, sizes, and care instructions.

B. High-Quality Images

This includes providing multiple images of the shoes from different angles, as well as providing zoom-in functionality for customers to see details of the shoes.

C. Review and Rating

This allows customers to read reviews and ratings from other customers who have purchased the shoes, which can help them make more informed purchasing decisions.

D. Mobile Responsive

This ensures that the website is optimized for users on mobile devices, making it easy to browse and purchase shoes on-the-go.

E. Social Media Integration

This allows customers to share shoes they like on social media, or login to the website using their social media accounts.

III. Limitations

The project focuses on creating a web application called "CoverFeet," which was created expressly to make it easier for people to buy high-quality, reasonably priced goods online.

The limitations of the project are:

- Available only within the Philippines.
- Implementation of advance functionalities like complex shipping and integrations with 3rd party apps.
- Delivery status and Vicinity tracker.

IV. Theme, Fonts, Logo, Technology used.

Using these technologies, the project aims to create an online shoe store that is visually appealing, easy to navigate, and consistent in design. The use of Bootstrap will make the website responsive, and the use of Google Fonts will enhance the typography. The color palette

will give the website a cohesive and visually appealing look. This project aims to use Bootstrap, Google Fonts, and a color palette to develop an online shoe store.

A. CSS Framework

Bootstrap is a popular open-source framework that can be used to create responsive and mobile-friendly websites. It provides a set of CSS and JavaScript components that can be easily customized to create a consistent and professional look and feel for the website.

B. Fonts and Icons

Google Fonts is a library of open-source fonts that can be used to add typography to a website. By using Google Fonts, the project can access a wide variety of fonts that can be easily integrated into the website design.

C. Color

A color palette can be used to create a cohesive and visually appealing design for the website. A color palette can be created using a tool such as Adobe Color or Palette Generator, and can be used to choose colors for text, backgrounds, and other elements on the website.

V. Site Map

A sitemap like this will provide customers with all the information and resources they need to find and purchase the perfect pair of shoes from the online store.

A. Home page

The home page serves as the main entrance to the website and typically includes information about the store, such as its mission statement and a featured product. It may also include a navigation menu to other pages on the website.

B. About page

The about page provides information about the company, its history, and its values. It might include information about the company's mission, vision, and values.

C. New arrival page

This page will be dedicated for showcasing the new arrivals or latest shoe collection that the store just received. It may also have a filter or sorting options to make it easy for the customers to find what they are looking for.

D. Collection page

This page will be dedicated for showcasing the different collections of shoes that the store offers. It may be divided into different categories like men's shoes, women's shoes, children's shoes, etc. It may also have filtering and sorting options to make it easy for customers to find what they are looking for.

E. Product page

Each product will have its own page that will include detailed information about the product, such as its features, materials, and available colors and sizes. It will also include images of the product, customer reviews and the option to add the product to the cart.

F. Shopping cart page

The shopping cart page will allow customers to view the items they have added to their cart, as well as to adjust the quantities of each item.

G. Checkout page

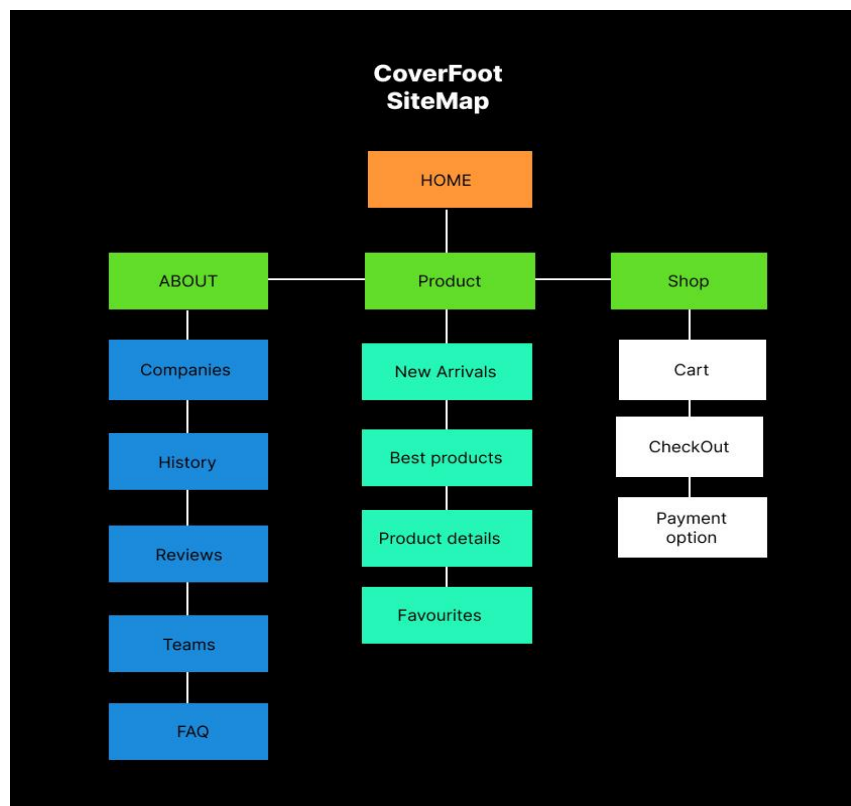
The checkout page will allow customers to review the items in their cart, enter their shipping and payment information, and complete their purchase.

H. Account page

Customers can have their own account page where they can view their order history, track their current order, and update their personal information.

I. FAQ page

A FAQ page will provide answers to commonly asked questions, such as shipping and return policies.

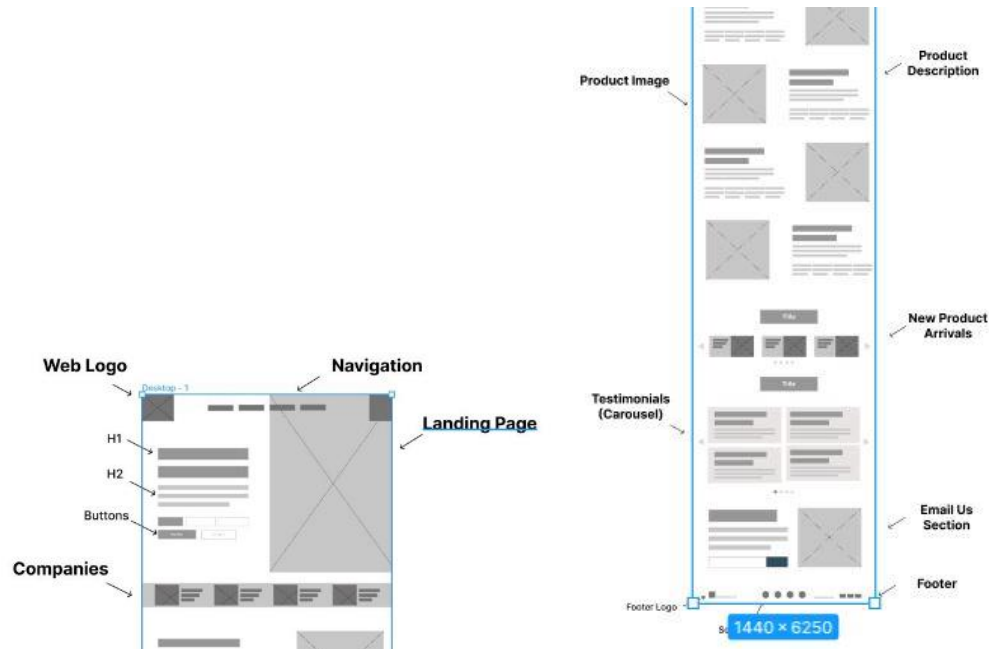


VI. Mockup/Wireframe

A mockup and wireframe are both visual representations of a website, but they serve different purposes.

Low-Fidelity Design

A simple, low-fidelity representation of a website's layout and structure. It is basic layout and functionality of a website to developers and designers. It typically does not include colors, typography, or images, and is intended to be a rough guide for how the website will be structured.



High-Fidelity Design

Mockup for a shoe website might include images of shoes and a color palette that reflects the company's branding. A wireframe for the same website might include a layout that includes a header with a navigation menu, a main content area, and a footer.



VII. Web App URL:

Overall, the web app URL is a crucial element in directing traffic to your web app or website and should be used effectively in all marketing and SEO efforts.

The domain name, and the specific path or page to be accessed is <https://www.CoverFeet.com.ph>