Logotipo

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**CURSO TÉCNICO EM DESENVOLVIMENTO DE SISTEMAS**

ALINE GALVÃO FONSECA

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WENDEL RIBEIRO BATISTA

**E-COMMERCE DO ATELIÊ- AS ILUMINADAS**

**BARUERI – SP**

**06 / 2022ALINE GALVÃO FONSECA**

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Trabalho de Conclusão de Curso apresentado à ETEC Antônio Furlan, do Centro Estadual de Educação Tecnológica Paula Souza, como requisito parcial para a obtenção da habilitação profissional de Técnico de Nível Médio em Desenvolvimento de Sistemas sob a orientação do professor Wagner Gusmão, de TCC.

**BARUERI – SP**

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**E-COMMERCE DO ATELIÊ- AS ILUMINADAS**

Aprovada em : \_\_\_\_\_\_ / \_\_\_\_\_\_\_ / \_\_\_\_\_\_\_\_\_

Conceito: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Etec Antônio Furlan

BARUERI – SP

2022

**DEDICATÓRIA**

Dedicamos este trabalho em primeiro lugar à Deus, por sempre estar conosco, nos guiando passo a passo e nos dando forças para superar as dificuldades. Não menos importante, dedicamos também aos nossos pais e mães por nos conceder apoio incondicional, e acreditar que nossos sonhos podem se tornar realidade.

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**EPÍGRAFE**

*Quando tudo parecer dar errado em sua vida,*

*lembre-se que o avião decola contra o vento, e não a favor dele.*

*Henry Ford*

**RESUMO**

Nos últimos anos as vendas do e-commerce no Brasil apresentam bons indicadores de crescimento, devido a vários fatores, como a pandemia e a mudança de comportamento dos consumidores. A proposta do presente trabalho é desenvolver um e-commerce para a empresa “Ateliê - As Iluminadas”, uma loja de artesanato localizado no município de Carapicuíba. O site será utilizado para a realização de encomendas, consultas e pedidos de produtos, como itens de decoração, velas aromáticas, canecas personalizadas e sabonetes fitoterápicos, oferecendo assim um melhor atendimento aos clientes da empresa Assim como a maioria das empresas jovens, o ateliê passou por graves dificuldades no período de pandemia, pois não possuía uma gama de atuação ampla, capaz de compensar as vendas que ocorriam presencialmente e deixaram de existir. Portanto a saída encontrada para ampliar as vendas, foi apostar em um método novo, rápido e prático para conseguir alcançar um novo público, essa foi a motivação do cliente ao procurar o grupo e solicitar a produção de um e-commerce. O projeto de e-commerce do Ateliê - As Iluminadas, visa demonstrar a aplicação prática dos conteúdos desenvolvidos durante o curso técnico de Desenvolvimento de Sistemas, realizado na Etec Antônio Furlan.

**Palavras-chave**: E-commerce; Desenvolvimento de Sistemas; Vendas Online

**ABSTRACT**

In recent years, e-commerce sales in Brazil have shown good growth indicators, due to several factors, such as the pandemic and the change in consumer behavior. The purpose of this work is to develop an e-commerce for the company "Ateliê - As Iluminadas", a handicraft store located in the municipality of Carapicuíba. The website will be used to place orders, consults and order products, such as decoration items, aromatic candles, personalized mugs and herbal soaps, thus offering better service to the company's customers. Like most young companies, the studio experienced serious difficulties during the pandemic period, as it did not have a wide range of operations, capable of compensating for sales that took place in person and ceased to exist. Therefore, the solution found to increase sales was to bet on a new, quick and practical method to reach a new audience, this was the client's motivation when looking for the group and requesting the production of an e-commerce. The Ateliê - As Iluminadas e-commerce project aims to demonstrate the practical application of the contents developed during the Systems Development technical course, held at Etec Antônio Furlan.

**Keywords:** E-commerce; Systems development; Online sales

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**LISTA DE ABREVIATURAS / SIGLAS**

HTML - Hypertext Markup Language - Linguagem de Marcação de HiperTexto

WWW - World Wide Web - Rede mundial

CSS - Cascading Style Sheets - Folhas de Estilo em Cascatas

SQL - Structured Query Language – Linguagem Estruturada para Pesquisas

SEO - Search Engine Optimizatio - Otimização para Mecanismos de Busca

DER - Diagrama Entidade Relacionamento

MER - Modelo Entidade Relacionamento

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# INTRODUÇÃO

O e-commerce (comercio eletrônico) pode ser considerado como a prática de compra e venda efetuada exclusivamente pela internet, através de notebooks, celulares, tablets entre outros, ele é realizado por meio de sites ou aplicativos, onde o consumidor tem acesso aos mais diversos tipos de produtos e serviços em poucos minutos, com apenas alguns cliques.

Com ele é possível que uma loja de produtos artesanais esteja 24 horas no ar, sete dias por semana, permitindo ao consumidor acessá-la de onde estiver, sem precisar ir até a loja e ter que se limitar com horário de funcionamento comercial dela, algo que ficou impossível de ser feito durante a quarentena que aconteceu devido a pandemia de COVID-19, onde só serviços essenciais permaneceram abertos.

Com a pandemia de COVID-19, um dos maiores desafios do século, a população teve que adaptar-se a viver de uma nova forma, aprendendo a manter o distanciamento das pessoas e a fazer tudo remotamente, estudar, trabalhar, se divertir e comprar sem sair de casa. Com isso o e-commerce teve uma tendência de crescimento desde o segundo semestre de 2020 e registrou no começo de 2022 um crescimento em torno de 20,56% de acordo com o indicador MCC-ENET.

Dessa maneira as empresas precisaram se adaptar ao ambiente de compras on-line, para continuar com as vendas durante e depois das restrições enfrentadas pela pandemia.

O Objetivo do presente trabalho será desenvolver um e-commerce para o Ateliê- As iluminadas, loja de artesanato real que atua na produção de itens de decoração, velas aromáticas, canecas personalizadas e sabonetes fitoterápicos.

Especificamente os objetivos serão:

Compreender a situação da empresa e entender as necessidades que deverão ser atendidas;

Planejar os requisitos de usuários e do sistema;

Desenvolver o banco de dados, o Front-end e o Back-end da aplicação;

Por último será feito a interligação de todo o sistema para com isso ele se tornar um e-commerce funcional.

Para alcançar os resultados pretendidos será feito uma pesquisa de campo, a fim de realizar os requisitos de usuário e sistema, elaboração do DER e MER para a criação do banco de dados através do MySQL Workbench, prototipação das telas pelo software Figma e desenvolver o projeto através do Visual Studio Code utilizando as seguintes tecnologias: HTML5, CSS3, Bootstrap, JavaScript, React e NodeJS.

# ProblemÁTICA

A situação sanitária e econômica supracitada ocasionou em grandes dificuldades para que as pequenas empresas perdurassem em suas atividades, tornando necessário a reinvenção do negócio para a sobrevivência perante os novos desafios.

A problemática proposta para essa publicação é a melhoria nos sistemas de divulgação e vendas do Ateliê – As Iluminadas, culminando em uma maior cobertura geográfica para as relações comerciais, assim como o maior controle da receita do estabelecimento.

# JUSTIFICATIVAS

A criação de um site para divulgação e vendas tende a expandir a área de atuação da empresa, tornando possível a comercialização de seus produtos para todo o território nacional, assim como a divulgação através de redes sociais, sendo dessa maneira capaz de angariar um público potencialmente maior, além de facilitar o gerenciamento dos bens de consumos e a relação entre receita e custo.

# Objetivo geral

Este trabalho tem como objetivo desenvolver um sistema e-commerce do Ateliê - As Iluminadas, tem como principal foco proporcionar maior interatividade com o usuário, além de facilitar a visualização e compra dos produtos de modo que possa tornar conhecida a marca e alavancar as vendas da empresa.

# Objetivo Específicos

* Compreender as necessidades do mercado de artesanatos para desenvolvimento do site;
  + Elaborar pesquisa de campo
* Analisar as possíveis tecnologias que serão utilizadas no desenvolvimento desse projeto;
  + Definir quais tecnologias serão adotadas
  + Desenvolver embasamento teórico das tecnologias que serão adotadas
* Criar um modelo conceitual de banco de dados;
  + Criar entidades e seus devidos relacionamentos;
  + Adicionar atributos e tipos de dados às entidades criadas.
* Criar o projeto na linguagem de notação UML;
  + Elaborar o diagrama de classe a partir do diagrama de banco de dados;
  + Documentar cada diagrama utilizado;
* Prototipação das telas do site;
  + Idealizar as telas de acordo com a identidade visual do cliente;
  + Desenvolver telas intuitivas e de fácil utilização;
* Desenvolvimento da plataforma;

# hipóteses

As hipóteses para a elaboração do site serão:

Desenvolver a plataforma web utilizando a linguagem de marcação HTML 5, linguagem de design CSS 3 e a linguagem de programação JavaScript, adicionar o framework Bootstrap e a biblioteca React.js. No back-end será utilizado o Node.js que é um ambiente de execução Javascript. Por fim como sistema de gerenciamento de banco de dados será adotado o MySQl.

# Metodologia de Desenvolvimento

## 7.1 REFERENCIAL TEÓRICO

Neste capítulo serão abordadas informações que visam dar embasamento teórico para este trabalho, realização de um briefing junto com a empresa, uma pesquisa de campo para um melhor entendimento do setor e quais tecnologias serão utilizadas para desenvolvimento da aplicação.

## BRIEFING

### IDENTIFICAÇÃO

* **Cliente:** Ateliê As Iluminadas
* **Produto:** Velas aromáticas, sabonetes artesanais, canecas personalizadas
* **Responsável:** Alexandra Gomes e Conceição Cavaleiro
* **Atendimento:**
* **Data:** 27/04/2021
* **Job nº:** 0001

### ANUNCIANTE

**Breve histórico da empresa:**

Alexandra e Conceição são duas amigas que faziam artesanatos e costura por hobby e no ano de 2020 decidiram investir em um curso de velas sabonetes artesanais e sublimação para transformar o hobby em um empreendimento.

**Indicação do nome do produto, serviço, marca ou empresa:**

O nome “As Iluminadas” surgiu da ideia de levar luz para as vidas das pessoas, pois quando os clientes receberem os produtos espera-se que seja transmitida uma boa energia.

**Categoria (tipo de produto ou serviço - ramo de atividade ou negócio):**

Produtos artesanais

**Local, forma e frequência de uso do produto, serviço ou marca;**

Ateliê localizado no município de Carapicuíba.  
Uso constante.

**Embalagens (tipo de material, peso, conteúdo, formatos, etc.);**

Embalagens plásticas para as velas, caixinhas de papel para os sabonetes e canecas, cesta de palha para os kits.

**Preços praticados (revendedor/consumidor);**

Preços variam de acordo com os produtos entre R$ 5,00 e R$ 100,00

**Onde o produto pode ser encontrado (Distribuição/Pontos-de-venda)**

No Instagram @atelieasiluminadas

**Imagem do produto no mercado:**

Figura 1 – Logo da Empresa

Uma imagem contendo Interface gráfica do usuário

Descrição gerada automaticamente

Fonte: Própria, 2022

|  |  |  |
| --- | --- | --- |
| Figura 2 – Caneca personalizada | Figura 3 – Sabonete Fitoterápico | Figura 4 – Vela aromatizada |

Caneca de café

Descrição gerada automaticamente Uma imagem contendo banana

Descrição gerada automaticamente Bolo em formato de coração

Descrição gerada automaticamente com confiança média

|  |  |  |
| --- | --- | --- |
| Fonte: Própria, 2022 | Fonte: Própria, 2022 | Fonte: Própria, 2022 |

**Pontos positivos (vantagens):**

Produtos artesanais de qualidade

Diversidade de produtos aromas e essências

Matéria prima natural

**Pontos negativos (desvantagens):**

Dificuldade de encontrar mateira prima de boa qualidade e com um preço justo para não encarecer o produto.

Produtos semelhantes mais baratos, porém, indústrias

**Principais características diferenciadoras da concorrência:**

Enquanto um sabonete industrial é sempre igual, um sabonete artesanal é único. Na confecção do sabonete artesanal, ainda que usemos a mesma receita, o mesmo aditivo, nenhum sabonete serão exatamente iguais ao outro em sua textura, sua forma e suas cores.

**Situação atual do anunciante - problemas x oportunidades:**

Pouca visibilidade do produto x produtos variados e de baixo custo que podem presentear em várias datas comemorativas distintas.

**Propagandas e campanhas anteriores**

Boca-boca e redes sociais

### PÚBLICO-ALVO

**Perfil do consumidor**

Mulheres de todas as idades, classe média e baixa

**Hábitos e atitudes dos consumidores em relação ao produto:**

A maior procura é em datas comemorativas, como dia das mães, natal etc.

**Razões de compra do produto**

Para uso estético a compra é racional

Para presentes e decoração a compra é emocional

### OBJETIVOS

Criar uma imagem institucional para a empresa

Aumentar as vendas do produto.

Vender os produtos pela internet

## 7.1.2 -pESQUISA DE CAMPO

Para o melhor entendimento do setor e eficácia do E-commerce foi organizado uma pesquisa de campo quantitativa-descritiva desenvolvida na plataforma Microsoft Forms visando compreender a necessidade e expectativa do público em geral.

Fundamentando-se em cima dos 94 indivíduos que responderam à pesquisa entre os dias 12 e 26 de novembro de 2021, apresentamos os seguintes dados e suas questões:

1 - Você se sente seguro em fazer compras online?

De acordo com as respostas, 76,6% dos participantes da que responderam que se sentem seguros em fazer compras online.

Gráfico 1 – Segurança em compras online

Gráfico, Gráfico de pizza

Descrição gerada automaticamente

Fonte: Elaborado pelo Microsoft Forms, 2021.

2 – Com que frequência você faz compras on-line?

A frequência com que os usuários fazem compras pela internet é um fator muito importante, dessa forma 59,6% responderam que realizam compras pela internet de vez em quando e 27,6% responderam que realizam com muita frequência.

Gráfico 2 – Frequência de comprar online

Gráfico, Gráfico de pizza

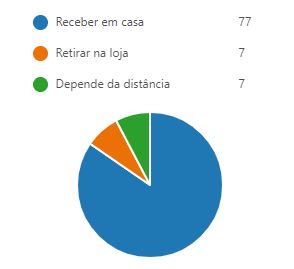
Descrição gerada automaticamente

Fonte: Elaborado pelo Microsoft Forms, 2021.

3 – Você prefere receber seus produtos em casa ou retirá-lo na loja?

Pode-se observar que 85% dos participantes preferem receber seus produtos em casa.

Gráfico 3 –Onde receber os produtos



Fonte: Elaborado pelo Microsoft Forms, 2021.

4 – Qual sua forma de pagamento preferida?

Quanto a forma de pagamento 59,6% das pessoas prefere utilizar o cartão de crédito.

Gráfico 4 –Forma de pagamento

Gráfico, Gráfico de pizza

Descrição gerada automaticamente

Fonte: Elaborado pelo Microsoft Forms, 2021.

5 – Você compraria artesanato on-line?

Observou-se que 69,15% dos participantes comprariam artesanatos online, segundo a pesquisa a principal motivação para que os que responderam que não comprariam artesanato on-line é a falta de conhecimento sobre o produto.

Gráfico 5 –Comprar artesanato online

Gráfico, Gráfico de pizza

Descrição gerada automaticamente

Fonte: Elaborado pelo Microsoft Forms, 2021.

6 – Você conhece o Ateliê – As Iluminadas?

Observou-se que 70,2% dos participantes ainda não conhecem.

Gráfico 6 –Conhece o Ateliê?

Gráfico, Gráfico de pizza

Descrição gerada automaticamente

Fonte: Elaborado pelo Microsoft Forms, 2021.

## 7.1.3 -CANVAS

Figura 5 – Canvas

Tabela

Descrição gerada automaticamente

Fonte: Elaborado no site Sebrae, 2021

## Tecnologias Utilizadas

Para o desenvolvimento do projeto proposto foi utilizado o HTML 5, linguagem de design CSS 3 e a linguagem de programação JavaScript, adicionando o framework Bootstrap e a biblioteca React.js. No back-end foi utilizado o Node.js que é um ambiente de execução Javascript. Por fim como sistema de gerenciamento de banco de dados será adotado o MySQl.

### HTML

O HTML (HyperTextMarkupLanguage), surgiu na década de 1990 e seu criador é Tim Barnes-Lee o mesmo que anteriormente criou o WWW (World Wide Web). Existem várias versões desde sua criação, atualmente ele está na versão 5.

É muito importante esclarecer que o HTML não é uma linguagem de programação, mas sim uma linguagem de marcação de hipertextos, que são conjuntos de elementos, podendo ser palavras, imagens, vídeos e documentos. O HTML utiliza diversas tags (marcas) que servem para informar ao navegador que tipo de estrutura será construída. Existem tags para todas as funções necessárias para criação de um documento HTML (TORRES, 2018).

Logo abaixo encontra-se exemplos tags utilizadas no HTML:

* <head> – Compreende as informações que serão interpretadas pelo navegador;
* <body> – É onde fica todo o conteúdo que irá compor o corpo da página;
* <h1>,<h2>,<h3>,<h4>,<h5 >e <h6> – Tags para definir título e subtítulos;
* <p> – Define um parágrafo;
* <header> – Define um cabeçalho;
* <footer> – Define um rodapé;
* <section> – Define uma seção;
* <article> – Define um artigo;
* <div> – Define uma divisão;
* <nav> – Define uma área de navegação;
* <ul> – Define uma lista não ordenada;
* <form> – Define um formulário;
* <input> – Define os campos do formulário;
* <button> – Define um botão;
* <img> – Permite inserir uma imagem no seu documento.

**Evolução do HTML**

Conforme citado anteriormente o HTML está na sua 5ª versão e de acordo com Mazza (2012. p. 27), O surgimento do HTML5 mudou muitas coisas no mundo do desenvolvimento web, com novos elementos, novas funcionalidades e diversas outras novidades que possibilitam experiências melhores e integrações que antes eram apenas desejos e sonhos.

Segue uma tabela com informações das versões do HTML:

Tabela 1 – Versões HTML

|  |  |
| --- | --- |
| **Versão** | **Descrição** |
| HTML (1991) | Criada com o objetivo de interligar instituições de pesquisas, e compartilhar documentos com facilidades. |
| HTML 2.0 (1995) | Criada com o objetivo de formalizar todas as características do HTML. |
| HTML 3.2 (1997) | Essa versão trouxe novas funcionalidades como tabelas, applets e textos flutuantes |
| HTML 4.01 (1999) | Essa versão trouxe novas funcionalidades com suporte para opções de multimídias e folhas de estilos. |
| HTML 5 (2014) | Versão atual e foi criada para aperfeiçoar a experiência que o usuário final e desenvolvedores terão. Essa versão está em constante aperfeiçoamento. Trouxe grandes avanços como o suporte de áudio e vídeo em alto nível. |

Fonte: Elaborado pelos autores com base nos dados do site HomeHost, 2021.

### CSS

O CSS (Cascading Style Sheets - Folhas de Estilo em Cascatas) foi desenvolvido no ano de 1996 com a finalidade de complementar o HTML, ele seve para estilizar todos elementos, aplicando espaçamentos, cores do texto, posicionamentos, tamanho de fontes, famílias de fontes, bordas e toda a parte estética da página, proporcionando assim a facilidade de personalização e a diminuir a repetição de conteúdo na estrutura do código, pois pode-se utilizar uma folha de estilo com a extensão .css deixando o código mais organizado (OKUBO, 2021).

A versão mais recente do CSS foi lançada em 2010 e é o CSS 3.

Segue uma tabela com informações das versões do CSS:

Tabela 2 – Versões CSS

|  |  |
| --- | --- |
| **Versão** | **Descrição** |
| CSS 1 (1996) | Com ele foi possível personalizar as propriedades do texto, planos de fundo, espaçamento, alinhamento, margem, borda e posicionamento para a maioria dos elementos |
| CSS 2 (1998) | Surgiu novos recursos, como posicionamento absoluto, relativo e fixo de elementos, conceito de tipos de mídia. |
| CSS3 (2010) | Trouxe a flexibilidade na criação de layouts, com essa versão é possível elaborar cantos arredondados, sombras, efeitos gradientes, animações e efeitos de transição. |

Fonte: Elaborado pelos autores com base nos dados do site MarquesFernandes, 2021.

### JAVASCRIPT

JavaScript é uma linguagem de programação que permite implementar funcionalidades mais complexas em páginas web. Ele foi criado em 1995 pelo programador Brendan Eich. Sempre que uma página web mostra em tempo real conteúdos atualizados, mapas interativos, animações gráficas em 2D/3D, vídeos, etc. o Javascript está envolvido.

Ele pode ser utilizado junto com o HTML e CSS, neste caso atua na programação front-end, que é toda a parte visual da aplicação ou ele pode ser utilizado na programação back-end no processamento de informações de um banco de dados. (NOLETO, 2022)

### BOOTSTRAP

Bootstrap é um produto de código aberto de Mark Otto e Jacob Thornton e foi desenvolvido quando ambos eram funcionários da Twitter. Havia uma crescente necessidade de padronizar os conjuntos de ferramentas de front-end utilizadas por engenheiros em toda a empresa. Em seu lançamento, Mark Otto apresentou o projeto como um kit básico contendo diversos componentes web prontos para que você possa desenvolver a sua aplicação web/mobile de forma mais fácil e objetiva, sem a necessidade de um sólido conhecimento em Javascript e CSS. Antes da criação do Bootstrap, os engenheiros do Twitter usavam qualquer biblioteca que eles estivessem familiarizados para atender aos requisitos de front-end. Sendo assim ocorreram inconsistências entre as aplicações individuais e tornou-se difícil de manter as aplicações, portanto, o Bootstrap começou como uma resposta a estes desafios.

O Bootstrap é utilizado para desenhar telas em html, que serão acessadas via navegador web ou dispositivo mobile. Com ele, podemos criar sites inteiros e estruturas complexas, mas que podem ser acessadas facilmente em diferentes dispositivos (ALBINO, *et al*., 2015).

### REACTjs

O React foi criado em 2011 pelo time de desenvolvedores do Facebook com o objetivo de facilitar a conexão entre diferentes partes de uma página, ele é uma biblioteca front-end que usa a linguagem JavaScript e é utilizado para construir telas de forma declarativa. Seu funcionamento ocorre pelos componentes, que podem ser comparados às funções em JavaScript, eles são utilizados para reaproveitamento de código e padronização de interface.

É uma biblioteca extremamente versátil, pois é fácil de usar sua escrita é bem intuitiva, ele utiliza o JSX, que é uma sintaxe muito parecida com HTML, ele é mais amigável para SEO do que outras bibliotecas JavaScript

O React também pode ser renderizado no servidor, usando node, e ser usado para criar aplicações mobile, através do React Native.

Além do Facebook grandes empresas e vários sites utilizam o React.JS, como a Netflix, iFood, BBC, entre outros (ROVEDA, 2020).

### NODEJS

O Node.Js é um ambiente de trabalho baseado em JavaScript, fora do ambiente do navegador web, o Node, é um conjunto de API’s (bibliotecas responsáveis pelo tempo de execução), ele é executado do lado do servidor. É utilizado principalmente para escrever scripts no servidor, com o objetivo de produzir conteúdo web dinâmico para ser enviado a uma página web do lado do cliente. Assim, o desenvolvedor pode utilizar uma única linguagem de programação para desenvolver o lado do cliente e o lado do servidor

O Node.JS pode ser utilizado nas famosas APIS Rest, web scrapping, chatbots, IoT, web servers, aplicações Desktop, pois ele é multiplataforma, multi-paradigma, possui código aberto e é escalável (PESSÔA, 2022).

### MYSQL

O MySQL é um Sistema de gerenciamento de banco de dados de código aberto, disponibilizado, distribuído e desenvolvido pela Oracle Corporation, ele foi criado em 1995 e desde então vem sofrendo evoluções.

O MySQL faz uso de SQL (Structured Query Language). Trata-se de uma linguagem universal para consultas e operações em banco de dados, os comandos mais comuns de SQL são CONNECT, SELECT, INSERT, UPDATE e DELETE, com eles pode realizar consultas, inserir dados, atualizar e apagar.

# Análise e Projeto do Sistema E-commerce Ateliê as iluminadas

## Levantamento de requisito

O levantamento de requisitos é uma das principais partes do processo, pois através dele será desenvolvimento o software, esta atividade é responsável por entender aquilo que o cliente deseja ou necessita.

**Requisitos Funcionais**

RF01: O sistema deverá permitir criar, alterar ou excluir uma categoria do sistema.

RF02: O sistema deverá permitir criar, alterar ou excluir um produto do sistema.

RF03: O sistema deverá permitir que seja salvo um histórico de informações.

RF04: O sistema deverá permitir o cadastro de promoções para os produtos.

RF05: O sistema deverá permitir que se diminua a quantidade dos itens do carrinho de compras sem que se perca o item, mas também deverá permitir que se remova o item.

RF06: O sistema deverá permitir a emissão de relatórios de venda.

RF07: O sistema deverá permitir manter um cadastro de usuários.

RF8: O sistema deverá permitir que o usuário possa alterar os dados do seu cadastro.

RF9: O sistema deverá permitir confeccionar pedidos de venda de produtos.

RF10: O sistema deverá permitir que o cliente acompanhe suas compras

**Requisitos de Usuário**

RU01 – Realizar o cadastro

RS01.1 – Em todas as páginas deverá ter a opção de cadastrar.

RS01.2 – Para realizar o cadastro é necessário informar o Nome, Sobrenome, e-mail, CPF, Celular e Senha.

RS01.3 – O nome e sobrenome deve ser maior que 3 letras.

RS01.4 – O e-mail tem que ser um e-mail único e valido.

RS01.5 – O CPF tem que ser único e valido.

RS01.6 – A senha deve ter no mínimo 6 dígitos e no máximo 10.

RU02 – Realizar o login via aplicativo

RS02.1 – Em todas as páginas deve ter a opção de logar, o usuário será redirecionado a uma tela que solicitará seu e-mail e senha.

RS02.2 – Após inserir o e-mail e o mesmo for valido, o aplicativo deve solicitar a senha.

RS02.3 – Após inserir a senha e a mesma for correta, o aplicativo deve solicitar validação via CAPTCHA.

RS02.4 – Após a validação do CAPTCHA, o usuário terá acesso à página inicial do aplicativo.

RU03 – Recuperar o login via e-mail

RS03.1 – Na tela inicial o usuário poderá recuperar a senha informando seu e-mail.

RS03.2 – Na recuperação de senha o usuário deve inserir seu e-mail cadastrado no aplicativo.

RS03.3 – Após inserir o e-mail cadastrado, o usuário irá receber um código no seu endereço de e-mail.

RS03.4– O código será valido por 5 minutos, após confirmar o código no aplicativo, o usuário poderá trocar a senha e será redirecionado para a página de login.

RU04 – Página inicial

RS04.1 – Na tela inicial deverá ter uma apresentação dos produtos cadastrados

RS04.2 – Na tela inicial deverá ter uma barra de pesquisa para buscar os produtos pelo nome ou categoria

RS04.3 – Ao selecionar um produto, redirecionará o usuário para a Tela Produto, onde contém detalhes do produto

RU05- Página produto

RS05.1 – Deverá ter informações detalhadas do produto selecionado.

RS05.2 – Deverá ter a opção de adicionar ao carrinho.

RS05.3 – Deverá ter a opção comprar agora.

RS05.4 – Caso o usuário não estiver logado e selecione a opção comprar agora, o sistema informará que para prosseguir com a compra se faz necessário efetuar o login.

RS05.6 – Deverá mostrar produtos relacionados com o selecionado pelo usuário

RS05.6 – Deverá ter a opção retornar para a página inicial.

RS05.7 – Deverá ter a opção visualizar carrinho.

RU06- Página carrinho

RS06.1 – Deverá ter a opção de aumentar ou diminuir a quantidade de produto enviado para o carrinho

RS06.2 – Deverá ter a opção excluir o produto do carrinho

RS06.3 – Deverá ter a opção de finalizar compra

RS06.4 – Caso o usuário não estiver logado e selecione a opção finalizar compra, o sistema deverá informar que para prosseguir com a compra se faz necessário efetuar o login.

RS06.5 – Deverá ter as informações do valor individual, valor do frete e valor total.

RS06.6 – Deverá terá opção de continuar para a próxima etapa que é escolher endereço de entrega

RU07- Página cadastrar endereço e finalizar compra

RS07.1 – Caso o usuário esteja logado e clique em comprar agora ou finalizar compra, deverá ser direcionado para uma página, onde ele pode cadastrar ou visualizar ou selecionar um endereço previamente cadastrado.

RS07.2 – Para realizar o cadastro do endereço é necessário informar Logradouro, Número, Complemento, CEP, Cidade, Bairro e UF.

RS07.3 – Através do CEP deve preencher todos os campos de endereço automaticamente

RS07.4 – Deverá ter a opção de continuar para a próxima etapa que é escolher a forma de pagamento

RS07.4 – O usuário poderá escolher entre as opções de PIX, boleto bancário ou cartão de crédito.

RS07.5 – Caso escolha a opção PIX será gerado um QRcode, para pagamento via PIX

RS07.6 – Caso escolha a opção Boleto será gerado um boleto que poderá ser salvo como PDF.

RS07.7 – Caso escolha a opção cartão de crédito, poderá escolher um previamente cadastrado ou cadastrar um novo

RS07.8 – Após confirmar a forma de pagãmente e clicar em finalizar compra, o usuário poderá confirmar a situação do seu pedido na aba pedidos, inclusive histórico de pedidos anteriores.

RS07.9 – Após a entrega, o pedido ficará com o status concluído.

## DIAGRAMA de CAso de USO

Com o objetivo de ter uma visão geral das funcionalidades do sistema e identificar os atores foi criado um Diagrama de caso de Uso.

Figura 6 – Diagrama de caso de Uso

![Diagrama

Descrição gerada automaticamente](data:image/jpeg;base64,/9j/4AAQSkZJRgABAQEAYABgAAD/4RCgRXhpZgAATU0AKgAAAAgABAE7AAIAAAAPAAAISodpAAQAAAABAAAIWpydAAEAAAAeAAAQeuocAAcAAAgMAAAAPgAAAAAc6gAAAAgAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAERlc3NhIGUgR2l1IFMyAAAAAeocAAcAAAgMAAAIbAAAAAAc6gAAAAgAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAA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Fonte: Elaborado pelos autores através do drawio (2021).

## DIAGRAMA ENTIDADE RELACIONAMENTO (DER)

Segundo Oliveira (2021), o DER (Diagrama Entidade-Relacionamento) é utilizado para representar em forma gráfica o que foi descrito no MER (Modelo Entidade Relacionamento).

Figura 7 – DER

![Diagrama

Descrição gerada automaticamente](data:image/jpeg;base64,/9j/4AAQSkZJRgABAQEAYABgAAD/4RD4RXhpZgAATU0AKgAAAAgABAE7AAIAAAAPAAAISodpAAQAAAABAAAIWpydAAEAAAAeAAAQ0uocAAcAAAgMAAAAPgAAAAAc6gAAAAgAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAERlc3NhIGUgR2l1IFMyAAAABZADAAIAAAAUAAAQqJAEAAIAAAAUAAAQvJKRAAIAAAADODEAAJKSAAIAAAADODEAAOocAAcAAAgMAAAInAAAAAAc6gAAAAgAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAA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Fonte: Elaborado pelos autores através do drawio (2021).

## MODELO ENTIDADE RELACIONAL (MER)

Segundo Oliveira (2021), o MER (Modelo Entidade Relacionamento) é utilizado para descrever os objetos do mundo real através de entidades, com suas propriedades que são os atributos e os seus relacionamentos.

Figura 8 – MER

Diagrama

Descrição gerada automaticamente

Fonte: Elaborado pelos autores através do drawio (2021).

## Prototipação das telas

Para gerar a prototipação do e-commerce do Ateliê - As Iluminadas foi utilizado a ferramenta Figma, que é gratuita e de fácil manuseio, a prototipação é uma etapa muito importante no desenvolvimento de qualquer projeto, pois através dela é construído uma representação inicial do que se tem em mente para o projeto.

Figura 9 – Página inicial

Interface gráfica do usuário, Site

Descrição gerada automaticamente

Fonte: Elaborado pelos autores através do Figma (2021).

Figura 10 – Produto selecionado

Interface gráfica do usuário, Site

Descrição gerada automaticamente

Fonte: Elaborado pelos autores através do Figma (2021).

Figura 11 – Carrinho

Interface gráfica do usuário, Site

Descrição gerada automaticamente

Fonte: Elaborado pelos autores através do Figma (2021).

Figura 12 – Mensagem solicitação de login

Interface gráfica do usuário, Aplicativo

Descrição gerada automaticamente

Fonte: Elaborado pelos autores através do Figma (2021).

Figura 13 – Login

Interface gráfica do usuário, Aplicativo

Descrição gerada automaticamente

Fonte: Elaborado pelos autores através do Figma (2021).

Figura 14 – Cadastro

Interface gráfica do usuário, Site

Descrição gerada automaticamente

Fonte: Elaborado pelos autores através do Figma (2021).

Figura 15 – Selecionar local de entrega

Interface gráfica do usuário, Site

Descrição gerada automaticamente

Fonte: Elaborado pelos autores através do Figma (2021).

Figura 16 – Cadastro de endereço

Interface gráfica do usuário

Descrição gerada automaticamente

Fonte: Elaborado pelos autores através do Figma (2021).

Figura 17 – Formas de pagamento

Interface gráfica do usuário, Site

Descrição gerada automaticamente

Fonte: Elaborado pelos autores através do Figma (2021).

Figura 18 – Adicionar cartão

Interface gráfica do usuário, Site

Descrição gerada automaticamente

Fonte: Elaborado pelos autores através do Figma (2021).

Figura 19 – Recuperar senha

Interface gráfica do usuário, Aplicativo

Descrição gerada automaticamente

Fonte: Elaborado pelos autores através do Figma (2021).

# 9 Arquitetura do Projeto E-COMMERCE DO ATELIÊ- AS ILUMINADAS

Este capítulo relaciona as principais telas que foram produzidas do e-commerce do Ateliê - As Iluminadas.

Figura 20 – Tela Inicial

Interface gráfica do usuário, Site

Descrição gerada automaticamente

Fonte: Elaborado pelos autores (2022).

Figura 21 – Tela de cadastro

Interface gráfica do usuário, Aplicativo, Site

Descrição gerada automaticamente

Fonte: Elaborado pelos autores (2022).

Figura 22 – Tela de login

Interface gráfica do usuário, Aplicativo, Site

Descrição gerada automaticamente

Fonte: Elaborado pelos autores (2022).

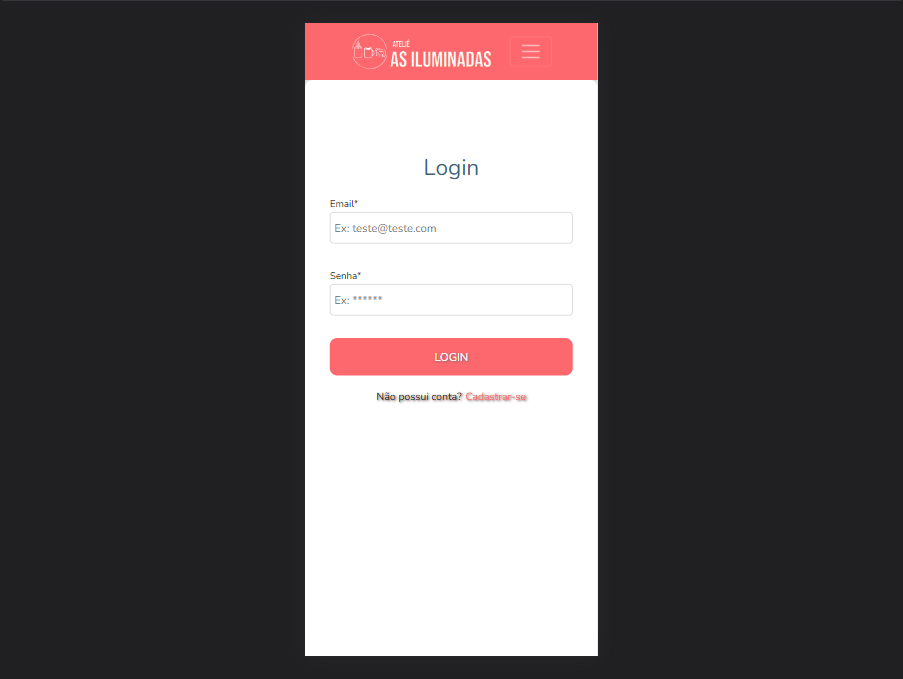
Figura 23 – Tela de cadastro responsiva

Interface gráfica do usuário, Aplicativo

Descrição gerada automaticamente

Fonte: Elaborado pelos autores (2022).

Figura 24 – Tela de login responsiva



Fonte: Elaborado pelos autores (2022).

Figura 25 – Tela de produto responsiva

Interface gráfica do usuário, Aplicativo, Site

Descrição gerada automaticamente

Fonte: Elaborado pelos autores (2022).

# Considerações finais

O projeto visa desenvolver um e-commerce para expandir os negócios do Ateliê – As Iluminadas, e com isso permitir sua ampliação e o crescimento, para isso foram utilizadas diversas aplicações que culminaram com a criação de um site específico e único com a identidade da marca.

Para concretizar esse projeto foi necessário entender as defasagens do cliente e propor pontos de melhoria e expansão das atividades tais como a realização de transações comerciais on-line, facilidade no pagamento das mercadorias, proximidade entre a empresa e o cliente final, melhoria e atualização da identidade visual, assim como a utilização das redes sociais como aliada para a expansão das atividades.

Assim que as atividades iniciais foram concluídas foi possível definir o que deveria ser realizado para alcançar o objetivo do grupo, entretanto o desenvolvimento de um e-commerce mostrou-se uma tarefa desafiadora, colocando em xeque as habilidades e conhecimento desenvolvidos pela equipe durante os estudos e demonstrando a necessidade de buscar complemento para os conteúdos vistos no período letivo.

Tais dificuldades foram superadas com certo esforço por parte dos discentes envolvidos, entretanto, a busca por métodos e meios para superar as dificuldades encontradas no desenvolvimento do projeto acabaram por se mostrar custosas para o grupo, uma vez que tal ato impediu a conclusão de todas as etapas definidas no início do projeto.

Vale ressaltar a conclusão de várias das etapas necessárias para criação de um e-commerce, podendo citar a aplicação dos conhecimentos adquiridos no decorrer do curso para a construção de um banco de dados relacional, utilizado em conjunto com o ORM Sequelize, a elaboração de telas responsivas, que podem ser utilizadas em qualquer tipo de plataforma, seja celular, tablet, notebook ou desktop, além de rotas funcionais para a navegação completa entre as telas desenvolvidas e a realização de ações como login e cadastro.

É pujante a utilização de um e-commerce para a melhoria e ampliação de trocas comerciais entre empresas e clientes no mundo virtual assim como a aplicação de tecnologias inovadoras que buscam aproximar essa relação, portanto faz-se necessário reafirmar o compromisso do time de desenvolvimento com a conclusão do trabalho iniciado, mesmo que se mostre possível apenas após o período letivo do curso.

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# APÊNDICE

APÊNDICE 1 – GitHub do Projeto

APÊNDICE 2 – Pesquisa de campo completa

<https://forms.office.com/Pages/AnalysisPage.aspx?id=DQSIkWdsW0yxEjajBLZtrQAAAAAAAAAAAAO__Re7poBUQ0c4VEJTTkhPQU1aNzJCVktOWEhaTVAwTy4u&AnalyzerToken=KnDJ1RGS5y3PUu3k1flJARIubhndLGo0>