

**TRIBHUVAN UNIVERSITY**

**Prime College**

Nayabazar, Kathmandu, Nepal

**A Project Report On**

**“Athletic Kicks - a website for shoes”**

**Submitted By**

Rijan Maharjan (5-2-410-30-2019)

Sanish Maharjan (5-2-410-36-2019)

A Project Report Submitted as required for Software Engineering (CSC 364) **Bachelor of Science in Computer Science & Information Technology (BSC.CSIT) 6th Semester** of Tribhuvan University, Nepal

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With Respect,

Rijan Maharjan (5-2-410-30-2019)

Sanish Maharjan (5-2-410-36-2019)

**ABSTRACT**

The innovative e-commerce platform exclusively dedicated to shoes aims to transform the online shopping experience for footwear enthusiasts. Providing an extensive array of stylish and premium-quality footwear, the website caters to diverse tastes and occasions. It seamlessly blends cutting-edge technology, immersive design, and personalized recommendations to enhance user engagement. The platform's intelligent search streamlines shoe discovery, while a secure payment process ensures a hassle-free transaction. Its user-friendly interface facilitates intuitive navigation through categories, filters, and product details. Constantly updated with the latest trends, the platform aims to set trends in the online shoe market. By revolutionizing shoe exploration, selection, and purchase, it strives to be the preferred destination for shoe enthusiasts, offering a convenient, trustworthy, and inspiring shopping platform.……………………….…………

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**Abbreviations**

AJAX = Asynchronous JavaScript And XML

API = Application Programming Interface

AR = Augmented Reality

CSS = Cascading Style Sheets

HTML = Hyper Text Markup Language

JS = JavaScript

MVC = Model-View-Controller

RDBMS = Relational database management system

UML =Unified modeling language

UX = User Experience

# Chapter 1:

# Introduction

### Background:

The rapid growth of e-commerce has transformed the way people shop for various products, including shoes. Online shoe shopping offers convenience, a wide range of choices, and the ability to compare prices and styles from the comfort of one's own home. Recognizing this shift in consumer behavior, an innovative e-commerce shoe website has been developed to meet the demands of footwear enthusiasts and provide them with a seamless and satisfying shopping experience.

### Problem Definition:

Despite the advantages of online shoe shopping, there are still challenges that customers face. Some common issues include difficulty in finding the right pair of shoes, limited product information, and concerns about security during online transactions. These problems often lead to frustration and hesitation among potential buyers. Therefore, addressing these challenges and improving the overall online shoe shopping experience is crucial for the success of an e- commerce shoe website.

### Objectives:

* **Revolutionize online shoe shopping:** Transform the conventional approach to discovering, selecting, and purchasing shoes through innovative methods.
* **Diverse shoe selection:** Offer a comprehensive collection of stylish and top-notch shoes that accommodate a wide spectrum of tastes, preferences, and occasions.
* **Elevate user engagement:** Enhance user satisfaction by integrating immersive design, personalized suggestions, and intuitive navigation.
* **Immersive design:** Implement captivating design elements to create an engaging and visually appealing shopping environment.
* **Personalized recommendations:** Provide tailored suggestions to users, ensuring they find shoes that match their preferences and style.
* **Streamlined navigation:** Facilitate easy exploration with intuitive navigation, enabling users to effortlessly navigate categories, filters, and product details.
* **Intelligent search functionality:** Develop an advanced search feature that empowers customers to quickly locate their desired pair of shoes.
* **Secure payment gateways:** Ensure the safety and convenience of transactions by incorporating reliable and secure payment methods.

### Scope:

The scope of this e-commerce shoe website encompasses a wide variety of shoes, including but not limited to athletic footwear, casual shoes, formal shoes, and specialized footwear for different activities. The platform will cater to both men and women, offering a comprehensive selection of sizes, styles, and brands. It will also provide detailed product descriptions, high- resolution images, and customer reviews to assist shoppers in making informed decisions.

### Limitations:

While every effort has been made to create a seamless and user-friendly experience, it is important to acknowledge the limitations of this e-commerce shoe website. Firstly, the availability of products may be subject to stock availability and supplier constraints. Despite the efforts to provide accurate and up-to-date information, there may be occasional discrepancies in pricing or product descriptions. Additionally, the website's performance may be influenced by external factors such as internet connectivity and server maintenance. These limitations will be addressed through regular updates, maintenance, and prompt customer support to ensure a satisfactory shopping experience for all users.

# Chapter 2:

# Requirement Analysis and Feasibility Analysis

### Literature Review

### Study of Previous Literature

Based on previous literature, the literature review on e-commerce websites reveals key insights into various aspects of online retail. Studies on e-commerce website design have emphasized the significance of factors such as visual appeal, intuitive navigation, and responsive layouts, which influence user engagement and purchase intentions. User experience (UX) research has highlighted the importance of clear product information, streamlined checkout processes, and personalized interactions in enhancing customer satisfaction. Trust and security mechanisms, including security badges, customer reviews, and secure payment options, have been identified as crucial for establishing trust and mitigating security concerns. Additionally, studies on customer behavior have explored factors such as price perception, product information quality, and social influence, highlighting their impact on online purchase decisions. Emerging technologies and trends, including mobile commerce (m-commerce) and augmented reality (AR), have also been investigated for their potential in enhancing user experiences. This literature review provides a comprehensive overview of previous research, highlighting the key findings and themes in e- commerce website design, user experience, trust and security, customer behavior, and emerging trends.

### Requirement Collection Methods

### Sources of Data

To collect the requirements for building the e-commerce shoe website, several methods were employed to gather relevant data and insights. The following methods were utilized:

#### Interviews:

In-depth interviews were conducted with some of the students in our college questioning about how they access e-commerce websites in Nepal. These interviews aimed to understand their expectations, goals, and specific requirements for the website.

#### Market Research:

Extensive market research was conducted to analyze the competitive landscape, industry trends, and customer demands in the online shoe market. This involved gathering data from industry reports, market analysis, and competitor websites to identify market gaps and opportunities.

#### Expert Consultation:

Experts in the fields of e-commerce, web development, and user experience were consulted to provide their insights and recommendations. These experts shared their expertise and industry knowledge to ensure that the website design and functionality aligned with industry best practices.

# Requirement Specification

### 

### Functional Requirement

The Function Requirement documents the operations and activities that a system must be able to perform. The functional requirements of this project are defined as follows:

#### User Registration and Account Management:

1. Allow users to create an account and securely manage their profile information.
2. Provide options to update personal details, such as shipping addresses and payment methods.

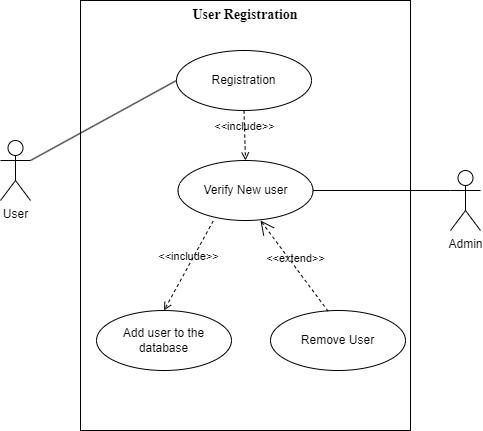
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Figure : Use Case Diagram for User Registration

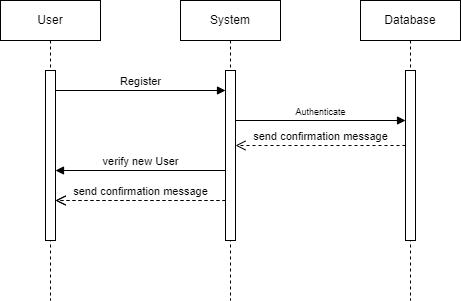


Figure : Sequence Diagram for User Registration

#### Product Catalog and Search:

1. Display a comprehensive catalog of shoes, categorized by type, brand, size, color, and other relevant attributes.
2. Implement an efficient search functionality with filters to help users find specific shoes quickly.
3. Showcase product details, including high-resolution images, descriptions, pricing, and available sizes.

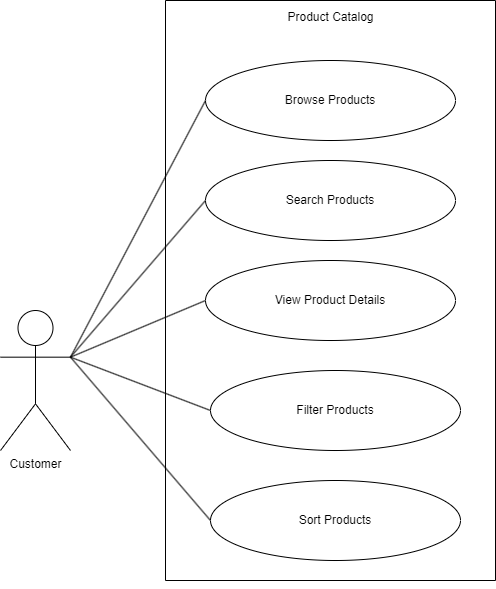


Figure Use Case Diagram for Product Catalog and Search



Figure : Activity Diagram Product Catalog and Search

#### Shopping Cart and Checkout:

1. Allow users to add items to their shopping cart, view the cart contents, and modify quantities or remove items.
2. Calculate and display the total price, including taxes and shipping costs, before checkout.
3. Provide a secure and streamlined checkout process, including guest checkout options and the ability to save payment information for future purchases.

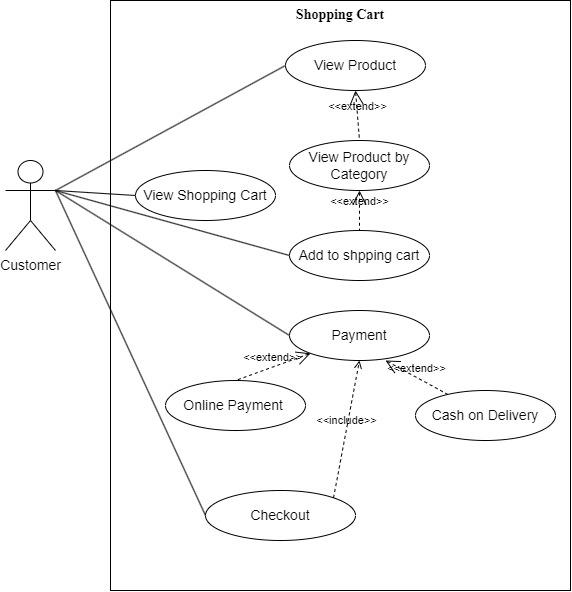


Figure : Use Case diagram for Shopping Cart and Checkout

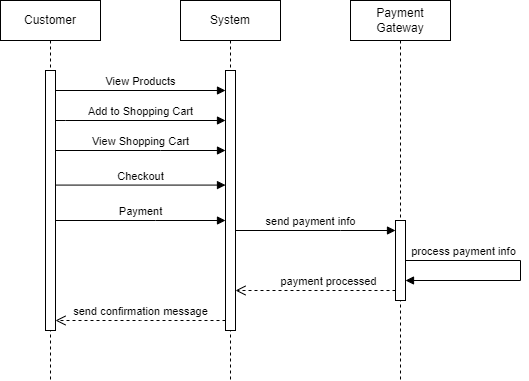


Figure : Activity diagram for Shopping Cart and Checkout

#### Admin Dashboard and Inventory Management:

1. Enable administrators to manage product inventory, including adding new products, updating stock quantities, and removing discontinued items.
2. Allow administrators to manage user accounts, monitor reviews, and access order management tools.

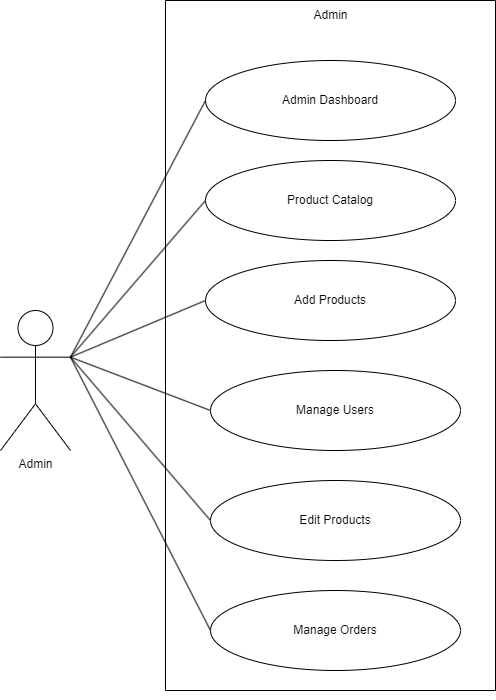


Figure :Use Case diagram for Admin Dashboard and Inventory Management

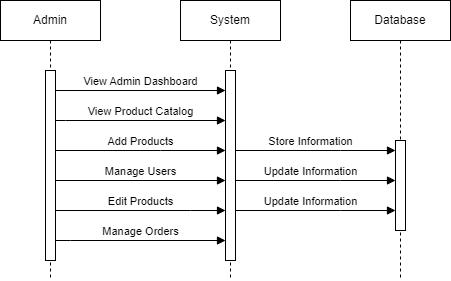


Figure : Sequence diagram for Admin Dashboard and Inventory Management

### Non-Functional Requirement

Non-functional requirements are requirements that specify criteria that can be used to judge the operation of a system, rather than specific behaviors. Non-functional requirements of E-commerce are as follows:

#### Performance:

1. The website should load quickly and respond promptly to user interactions, ensuring a smooth browsing and shopping experience.
2. It should be able to handle a large number of concurrent users without significant slowdowns or performance degradation.

#### Usability and User Experience:

1. The website should have an intuitive and user-friendly interface, making it easy for users to navigate, search for products, and complete purchases.
2. It should be visually appealing, with a consistent layout, clear typography, and well- organized product information.
3. The website should be mobile-responsive, ensuring a seamless experience on various devices and screen sizes.

#### Scalability and Reliability:

1. The website should be designed to handle increasing traffic and accommodate future growth without performance issues.
2. It should have a scalable infrastructure that allows for easy scaling of resources to meet peak demands during promotional periods or high-traffic events.

#### Compatibility:

1. The website should be compatible with various web browsers, including popular options such as Chrome, Firefox, Safari, and Edge, ensuring a consistent experience across different platforms.
2. It should support multiple operating systems and devices, including desktops, laptops, tablets, and smartphones, to reach a wide range of users.

#### Accessibility:

1. The website should adhere to accessibility guidelines, ensuring that people with disabilities can access and navigate the site effectively.
2. It should support features such as alternative text for images, keyboard navigation, and clear and concise content for improved accessibility.

### Feasibility Study

To assess the project's success and lower its risks, a feasibility study is carried out. Only until it is confirmed that the particular project might be completed profitably could it be put into action. The feasibility study is not just a project investigation; it also serves as a framework or long-term operating strategy for the system.

Following feasibility study was performed prior to working on the project:

### Technical Feasibility

This assessment focuses on the technical resources available to the organization. It helps to determine whether the technical resources meet capacity and whether the technical team can convert the ideas into working systems. Technical feasibility also involves the evaluation of the hardware, software, and other technical requirements of the proposed system. All the tools and software required for this project can easily be found on the Internet. It requires a web server and Database Management System to operate.

* + - * **Hardware Requirements:**

The application is developed in such a way that it can run on almost all modern systems.

* + - * **Software Requirements:**

The application will be compatible with latest browsers, mobile devices with latest API (requirements might change based on the progress of the project).

* + - * **Communication:**

The application is real-time, meaning it requires an internet connection.

### Operational Feasibility

This assessment involves undertaking a study to analyze and determine whether—and how well—the organization’s needs can be met by completing the project. Operational feasibility also examines how a project plan satisfies the requirements identified in the requirements analysis phase of system development.

The application is platform independent system so; users can easily use the service provided across different platform using same ID. The UI is user friendly and can be easily navigated. So, the system is operationally feasible.

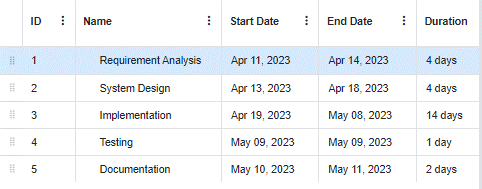
### Economic Feasibility

Economic feasibility is the cost and logistical outlook for a business project or endeavor. For any system if the expected benefits equal or exceed the expected costs, the system can be judged to be economically feasible. In economic feasibility, cost benefit analysis is done in which expected costs and benefits are evaluated.

For this project, other than the already equipment at hand, a web hosting service is required for a fully function application. As no extra hardware/software equipment were bought and the needs are already present; the system is economically feasible.

### Schedule Feasibility

The below Gantt Chart displays the timeline of the project. The overall project took 87 days for completion. The project is divided into 5 activities and time for each activity is shown in below diagram with three iterations.



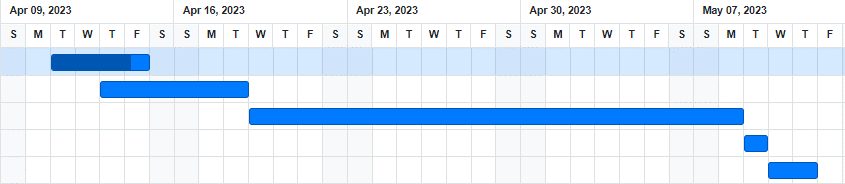
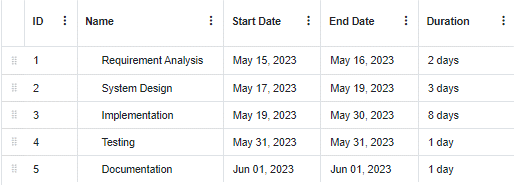


Figure : Gantt Chart (Iteration 1)



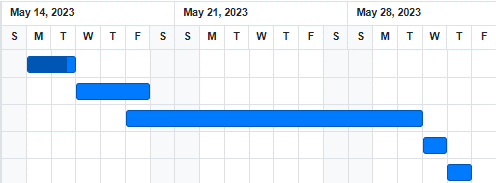
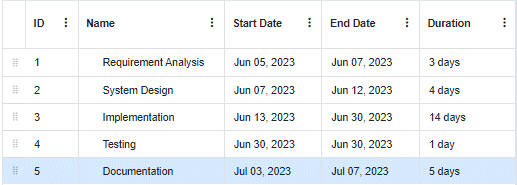


Figure : Gantt Chart (Iteration 2)



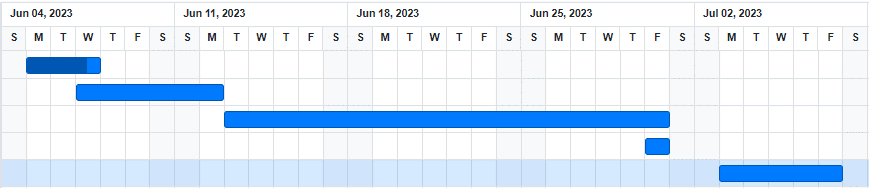


Figure : Gantt Chart (Iteration 3)

# 

# Chapter 3:

# System Design

### System Architecture and Overview

A system architecture is the conceptual model that defines the structure, behavior, and more views of a system. Typically, it consists of a number of diagrams that show the services, components, layers, and interactions. The business, technical, security, and data aspects of a solution may all be covered in a system architecture paper.

In this project, we created a website that works on any platform. Following is a diagram of the system architecture:

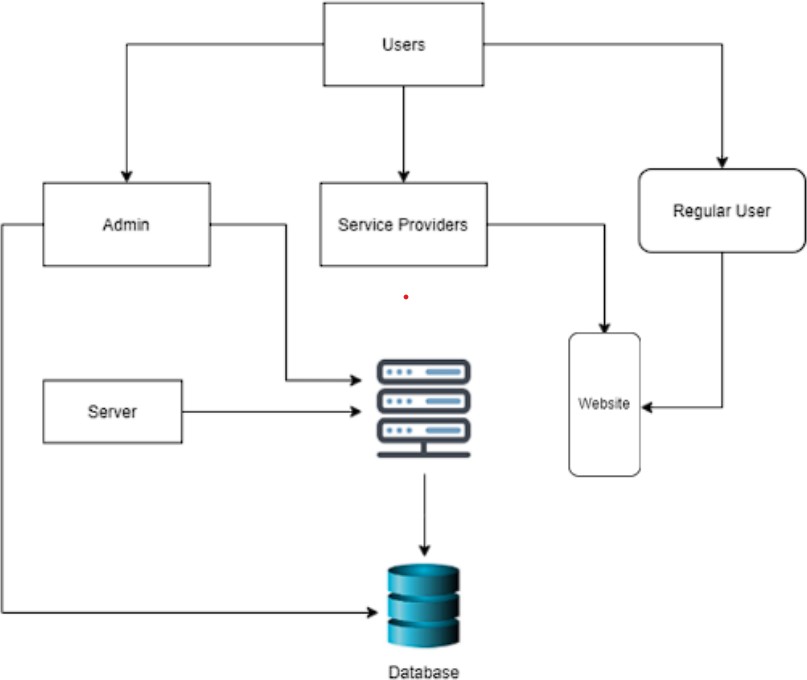


Figure : System Architecture of E-Commerce Website

### UML Diagrams

### Class Diagram

A class diagram is a visual representation in UML (Unified Modeling Language) that depicts the structure and relationships of classes in a system or software application. It shows the attributes and methods of each class, as well as the associations, dependencies, and inheritance between classes. Class diagrams are used to model the static structure of a system and provide a high-level overview of the system's design.

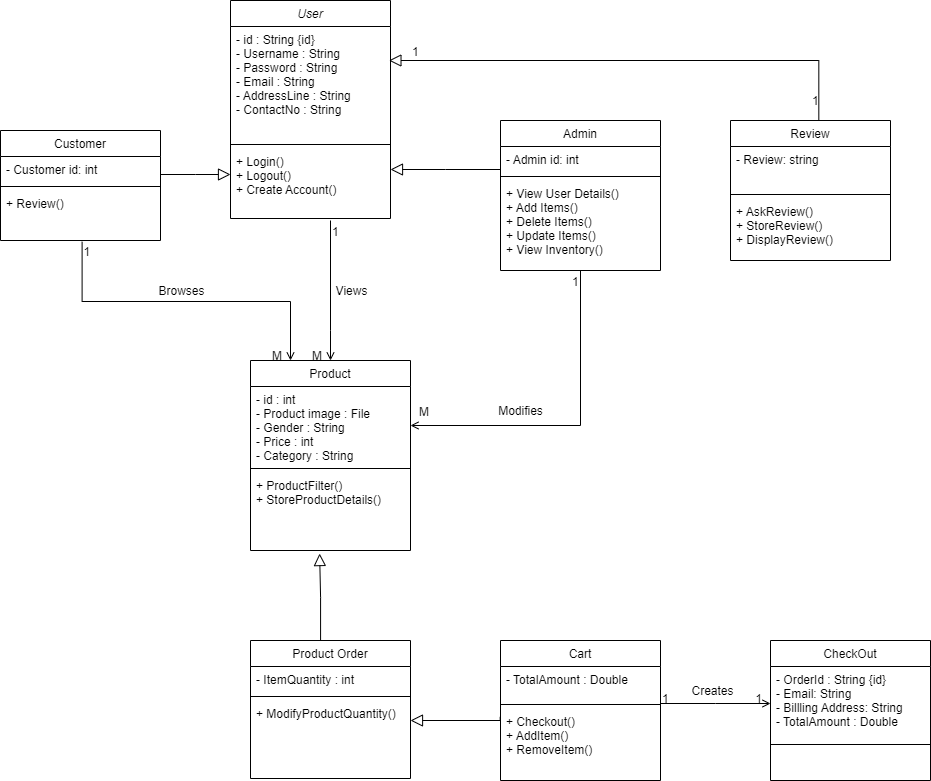


Figure : Class Diagram of E-Commerce Website

### Sequence Diagram

A sequence diagram is a visual representation in UML (Unified Modeling Language) that depicts the interactions and messages exchanged between objects or components within a system over time. It shows the chronological order of events, method calls, and responses between the participating entities. Sequence diagrams are used to model the dynamic behavior of a system, illustrating the sequence of steps and the communication flow between objects during a specific scenario or use case. They provide a clear depiction of how objects collaborate and exchange information, facilitating the understanding and analysis of system behavior and interactions.

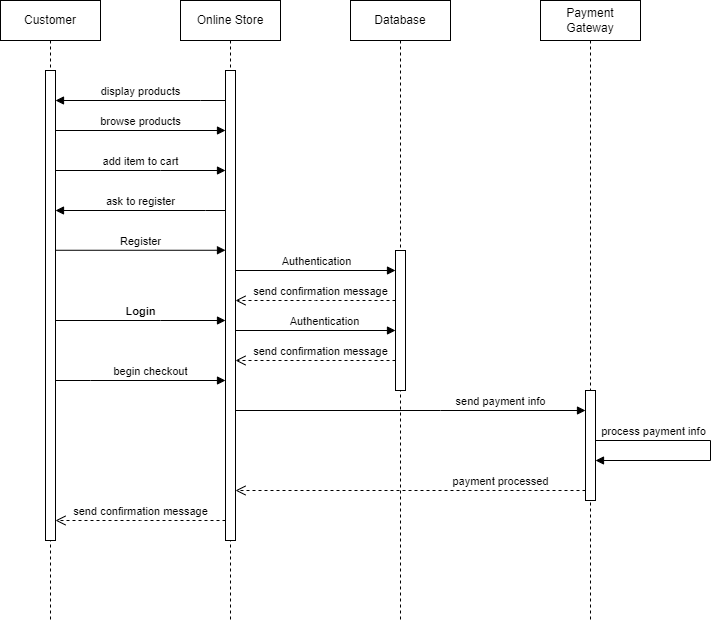


Figure : Sequence Diagram of E-Commerce Website

### Activity Diagram

An activity diagram is a visual representation in UML (Unified Modeling Language) that depicts the flow of activities or processes within a system. It illustrates the sequence of actions, decision points, and the order of execution. Activity diagrams are used to model the dynamic behavior of a system, showing the interactions between different activities, actors, or components. They provide a clear and concise representation of the steps involved in a process or workflow, aiding in analysis, design, and communication of complex systems.

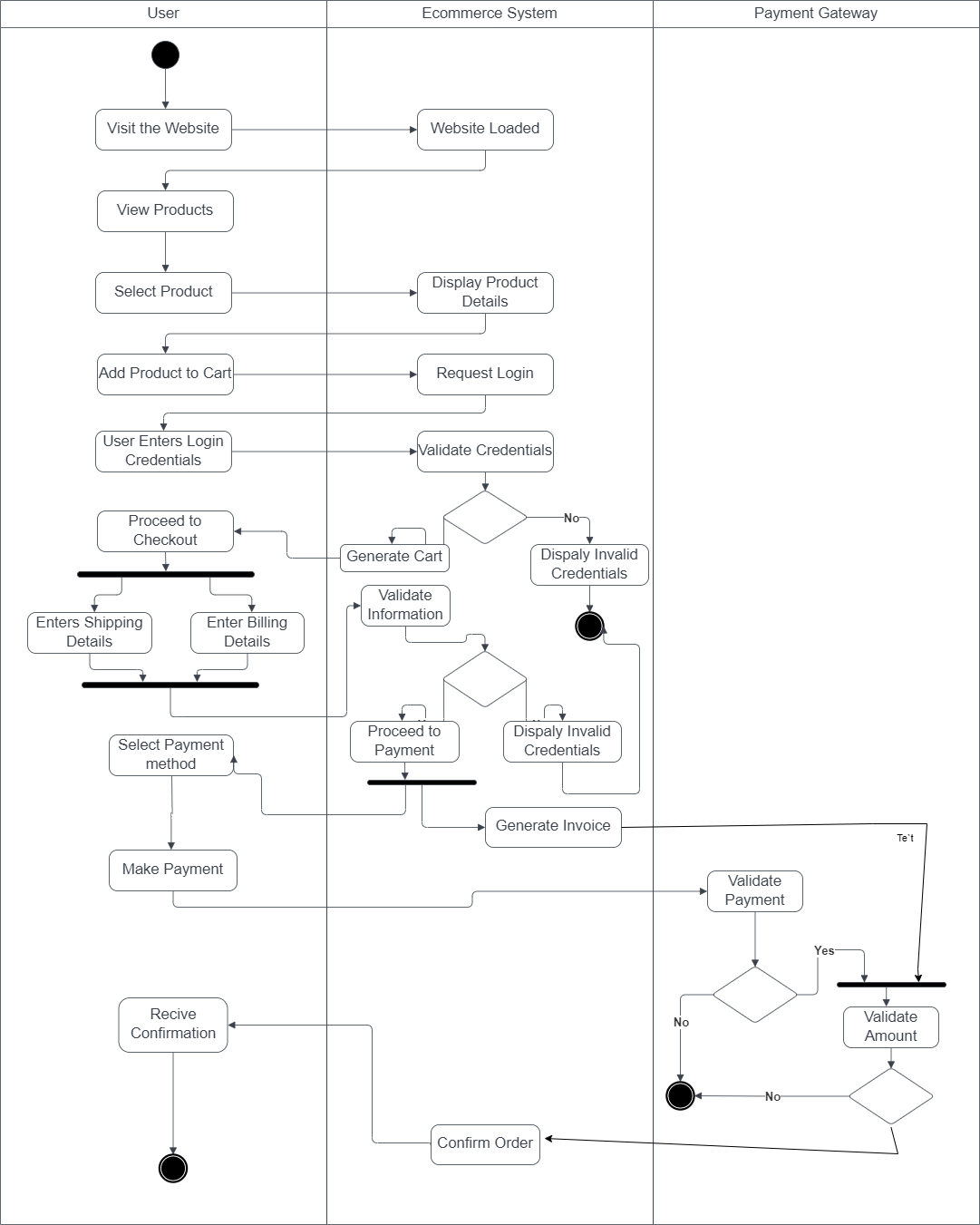


Figure : Activity Diagram of E-Commerce Website

### Use Case Diagram

A use case diagram is a visual representation in UML (Unified Modeling Language) that depicts the interactions between actors (users or systems) and the system being developed. It illustrates the various use cases or scenarios that describe the functionality or behavior of the system from the perspective of the users. Use case diagrams show the relationships between actors and use cases, helping to identify system requirements and visualize how different actors interact with the system to accomplish specific tasks or goals. They provide a high-level overview of the system's functionality and serve as a foundation for further analysis and design of the system's behavior.

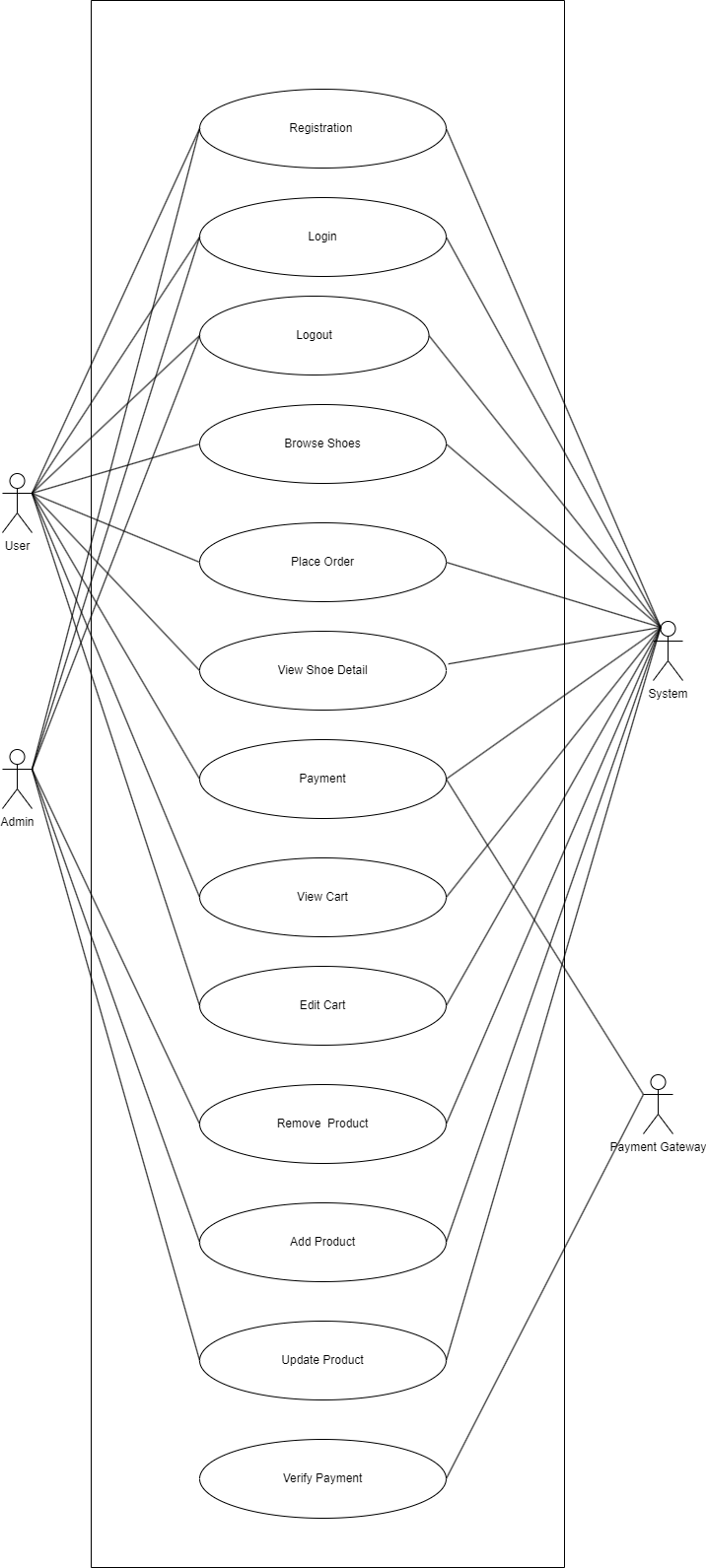


Figure : Use Case Diagram of E-Commerce Website

# Chapter 4:

# System Implementation and Testing

### Implementation Overview

In the context of our ecommerce site “Athletic Kicks”, We used an iterative and incremental model for our e-commerce college project because it allows for a flexible and adaptable development process. By breaking down the project into smaller iterations, we were able to focus on developing and delivering key functionalities such as user registration and authentication, product catalog management, shopping cart functionality, payment processing, order management, and customer support in a step-by-step manner. This approach allowed us to gather feedback early on, incorporate changes, and make improvements throughout the development lifecycle. Additionally, it enabled us to address potential risks and challenges more effectively, ensuring a smoother and more successful implementation of the e-commerce platform.

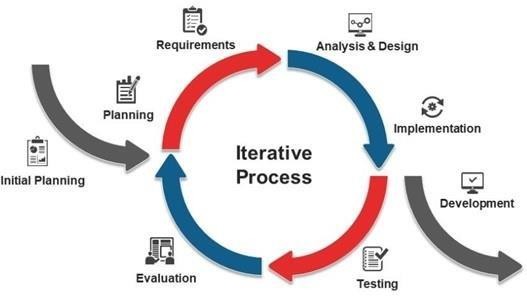


Figure : Iterative model

### Tools Used

### Front End Tools

* + - * **HTML (Hypertext Markup Language):** HTML was used for creating the structure and content of webpages, defining the elements and their arrangement on a webpage, such as headings, paragraphs, images, links, and forms.
      * **Tailwind CSS:** We opted for Tailwind CSS as our styling framework for our ecommerce site because of its utility-first approach, which allowed us to rapidly create a highly customized and responsive user interface. Tailwind's extensive set of pre-designed, atomic-level utility classes facilitated the creation of complex layouts and components with minimal CSS code, enabling quicker development and easier maintenance.
      * **JavaScript (JS):** JavaScript enabled dynamic and interactive behavior on webpages allowing us to add functionality, perform calculations, manipulate content, and respond to user actions, making webpages more engaging and interactive.
      * **jQuery:** jQuery provided a simplified syntax and a wide range of built-in functions and utilities, enabling us to perform common tasks, such as event handling, animation, AJAX requests, and DOM manipulation, with ease and efficiency.

### Back End Tools

* + - * **Laravel:** We chose Laravel as the foundation for our ecommerce site due to its exceptional blend of features and advantages. Laravel offers a robust and secure environment for building complex ecommerce systems with features like a powerful ORM for database management, a built-in authentication system for user accounts, and middleware for handling requests and enhancing security. Its elegant and expressive syntax allowed for efficient and maintainable code, and the Blade templating engine simplified front-end development. Laravel's rich ecosystem of packages and a vibrant community ensured easy integration of payment gateways, inventory management, and other essential ecommerce components. With Laravel's scalability, we can confidently grow our online store while maintaining performance and security, making it the ideal choice for our ecommerce project.
      * **MySQL**: MySQL provided a reliable, scalable, and high- performance platform for applications to store, retrieve, and manipulate data. MySQL supports standard SQL queries and offers features such as data integrity constraints, transaction management, indexing, and user access control.

### Modules Description

The program has following modules:

#### Login Module:

This module is responsible for registered users to login using their credentials.

#### Registration Module:

This module allows the unregistered users to register and save their credentials to the database.

#### Session Module:

This module is responsible for creating a session from the time user logs into the app until the user logs out of the app.

#### Search Module:

This module contains all the information of the Shoes.

#### Filter Module:

This module is responsible for filtering the shoes according to customer’s interest.

#### Cart Module:

This module contains all the information of the Shoes that the customer have taken interest in buying.

# 4.4 Testing

In testing, the different inputs were tested as input to our website, which can be shown with the help of the table below:

|  |  |
| --- | --- |
| **Project Name:** Athletic Kicks - Ecommerce | |
| **Test Case** | |
| Test Case ID: TC-01 | Test Designed By: Rijan Maharjan |
| Test Priority (Low, Medium, High):  Medium | Test Designed Date: 9th May, 2023 |
| Module Name: Verify Customer Information and Admin Information Module | Test Executed By: Rijan Maharjan |
| Test title: Verify customer information and Admin Information in the database | Test Execution Date: 9th May, 2023 |
| Description: Verify customer information and Admin Information into the database | |
| Pre-Conditions: Data is on database | |

**Test Case of Summer Project “Athletic Kicks” for ‘Verifying customer information and Admin Information.’**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **S.N.** | **Test Steps** | **Test Data** | **Expected Result** | **Actual Result** | **Status (True/False)** | **Notes** |
| 1 | Login | Email: sanishmaharjan490@gmail.com  Password: 12345 | The user should be redirected to the homepage | The user is redirected to the homepage | True | Email: sanishmaharjan490@gmail.com  Password: 12345 |
| 2 | Admin Login | Email: admin@gmail.com  Password: admin123 | The admin should be redirected to the dashboard. | The user is re directed to the dashboard | True | Email: admin@gmail.com  Password: admin123 |
| Post Conditions: Login form should be valid and be available for the login. | | | | | | |

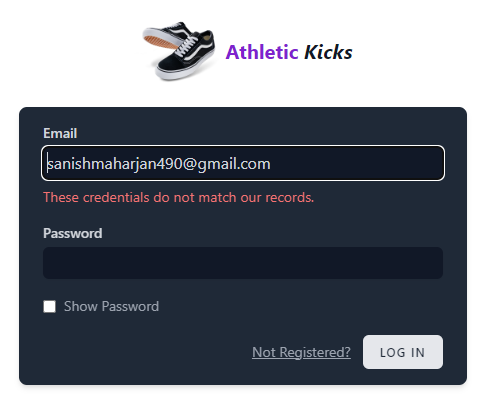
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Figure : Wrong login credentials

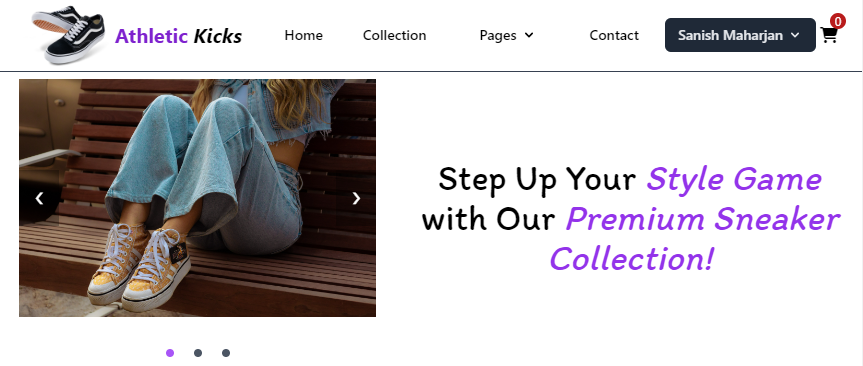
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Figure : Correct Login Credentials

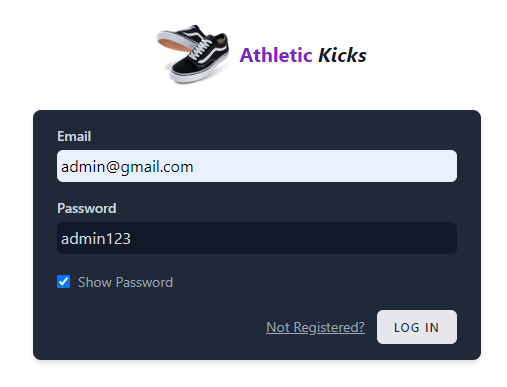
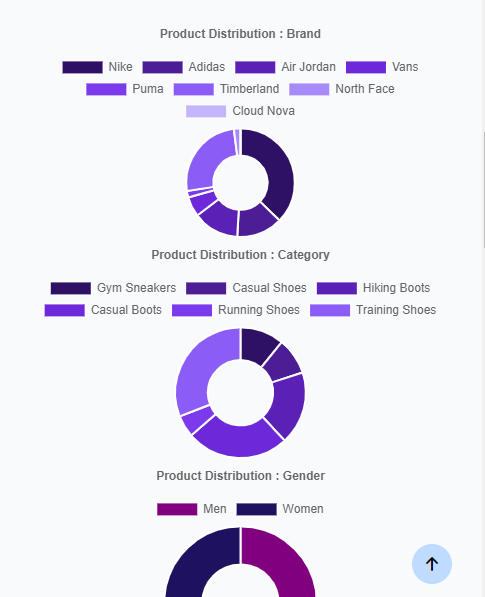
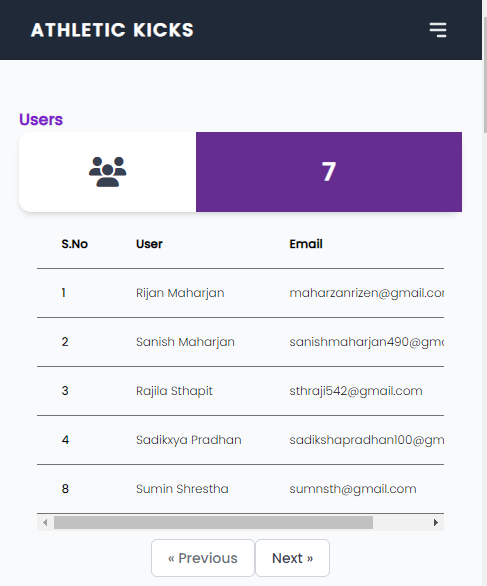
****

Figure : Admin Credentials

****

|  |  |
| --- | --- |
| **Project Name:** Athletic Kicks - Ecommerce | |
| **Test Case** | |
| Test Case ID: TC-02 | Test Designed By: Sanish Maharjan |
| Test Priority (Low, Medium, High):  Medium | Test Designed Date: 31st May, 2023 |
| Module Name: Verify Authentication before using Cart Functionality Module | Test Executed By: Sanish Maharjan |
| Test title: Verify Authentication before using Cart Functionality | Test Execution Date: 31st May, 2023 |
| Description: Verify Authentication before using Cart Functionality | |

**Test Case of Summer Project “Athletic Kicks” for ‘Verify Authentication before using Cart Functionality’**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **S.N.** | **Test Steps** | **Test Data** | **Expected Result** | **Actual Result** | **Status (True/False)** | **Notes** |
| 1 | Check Authentication | Not Authenticated | The user should not be allowed to add items to the cart. | The user is not allowed to add items to the cart. | True | Not Authenticated |

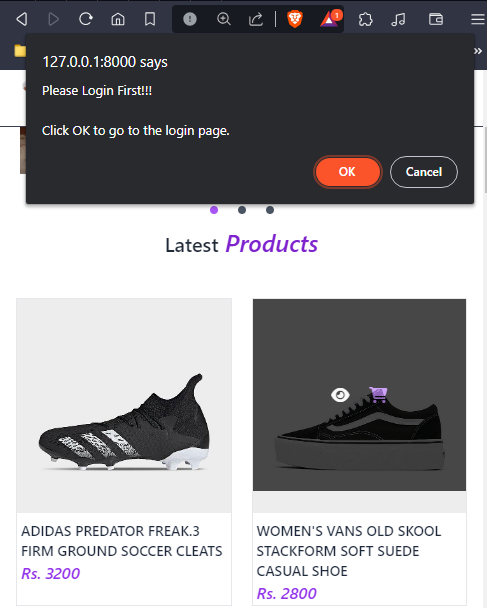


Figure :Asking for login if not authenticated

# Chapter 5:

# Conclusion

### 5.1. Conclusion

In conclusion, the e-commerce website provides a platform for users to browse, select, and purchase shoes online. Through the use of technology and the internet, it offers convenience, accessibility, and a wide range of shoe options to customers. The website incorporates essential features such as user registration, product catalog, shopping cart, secure payment processing, and order tracking. Additionally, it incorporates non-functional requirements such as performance, usability, security, scalability, compatibility, accessibility, and internationalization to enhance the user experience and ensure the smooth functioning of the website. The feasibility study conducted for the project highlighted the technical, operational, economic, and schedule aspects, providing a comprehensive analysis of the project's viability. Furthermore, the class diagram illustrates the key entities, attributes, and relationships within the system, showcasing the structure of the e-commerce website. By adopting a reuse-oriented model and leveraging technologies such as HTML, CSS, JavaScript, jQuery, Laravel, and MySQL, the website offers a user-friendly interface, dynamic functionalities, and efficient data management. Overall, the e-commerce website serves as a powerful tool for businesses to expand their reach, boost sales, and provide a seamless online shopping experience for customers.

### 5.2 Recommendation

We highly recommend exploring "Athletic Kicks," our premier ecommerce site that offers a wide range of top-quality athletic footwear for customers like you. At Athletic Kicks, we understand the importance of finding the perfect footwear that combines style, comfort, and performance. With our extensive collection of athletic kicks, including running shoes, sneakers, training shoes, and more, you can discover the perfect pair to elevate your athletic endeavors. We pride ourselves on curating a comprehensive range of brands known for their excellence in sports footwear, ensuring that you have access to the latest designs and technologies. Additionally, our secure payment gateway ensures a safe and smooth transaction process. Whether you're a dedicated runner, a gym enthusiast, or simply someone seeking comfortable and stylish athletic shoes, Athletic Kicks is your ultimate destination. Visit our website today and experience the unparalleled quality and variety that Athletic Kicks has to offer.

**Appendix**

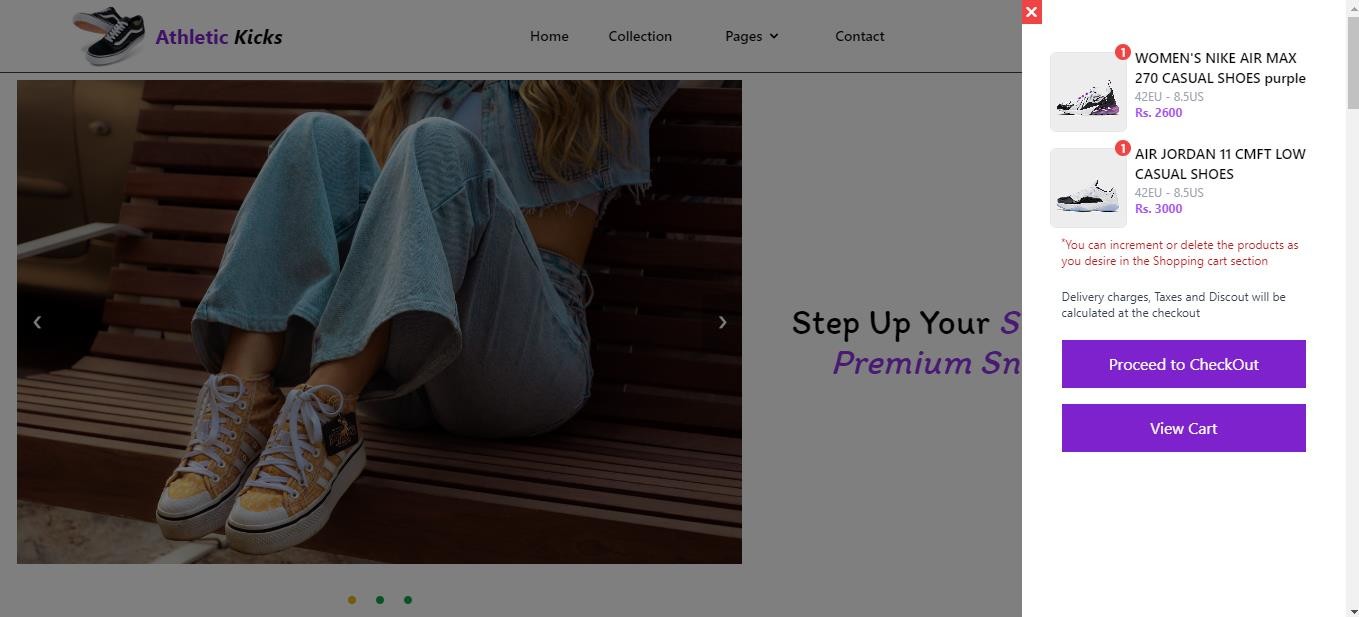


Figure : Home Page with Sidebar Cart

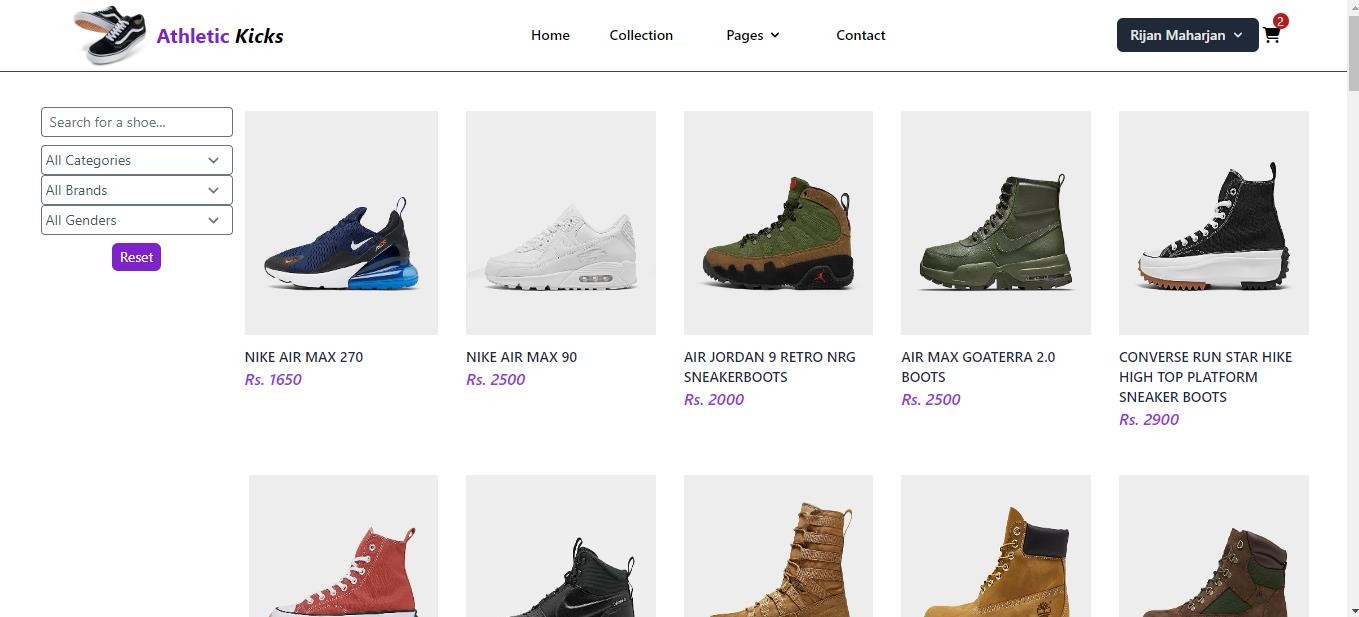


Figure : Product Catalog with Search and Filter

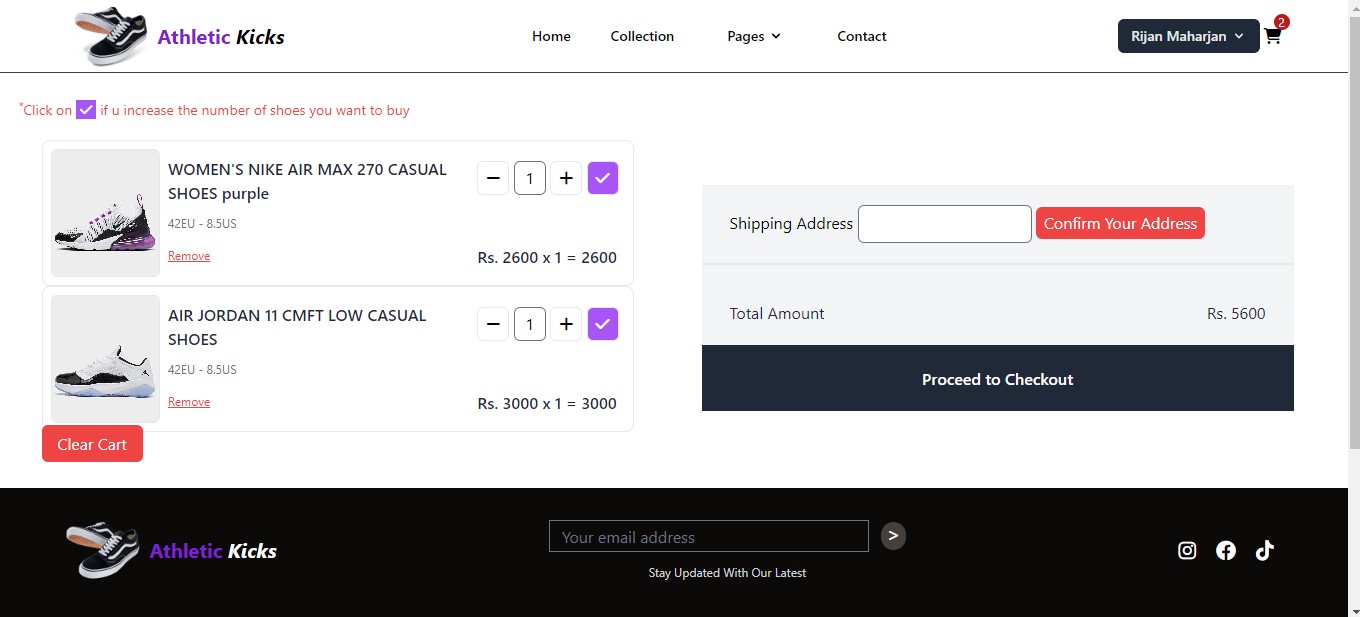


Figure : Cart

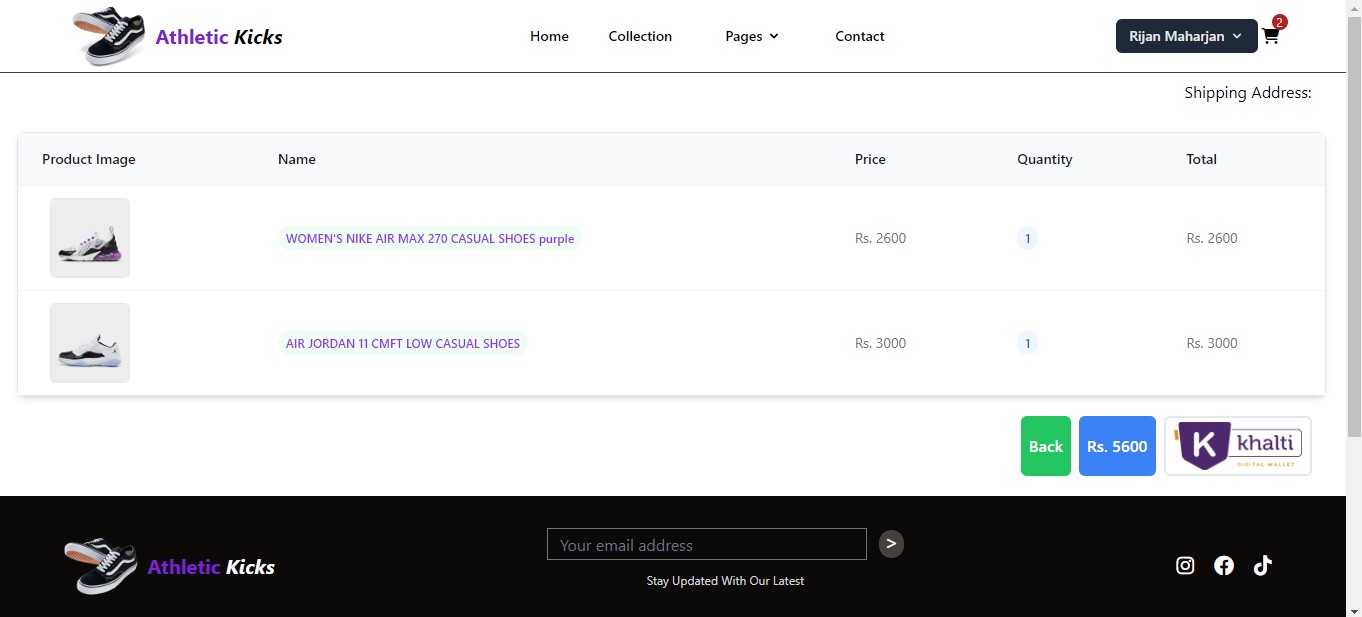


Figure : Checkout Page

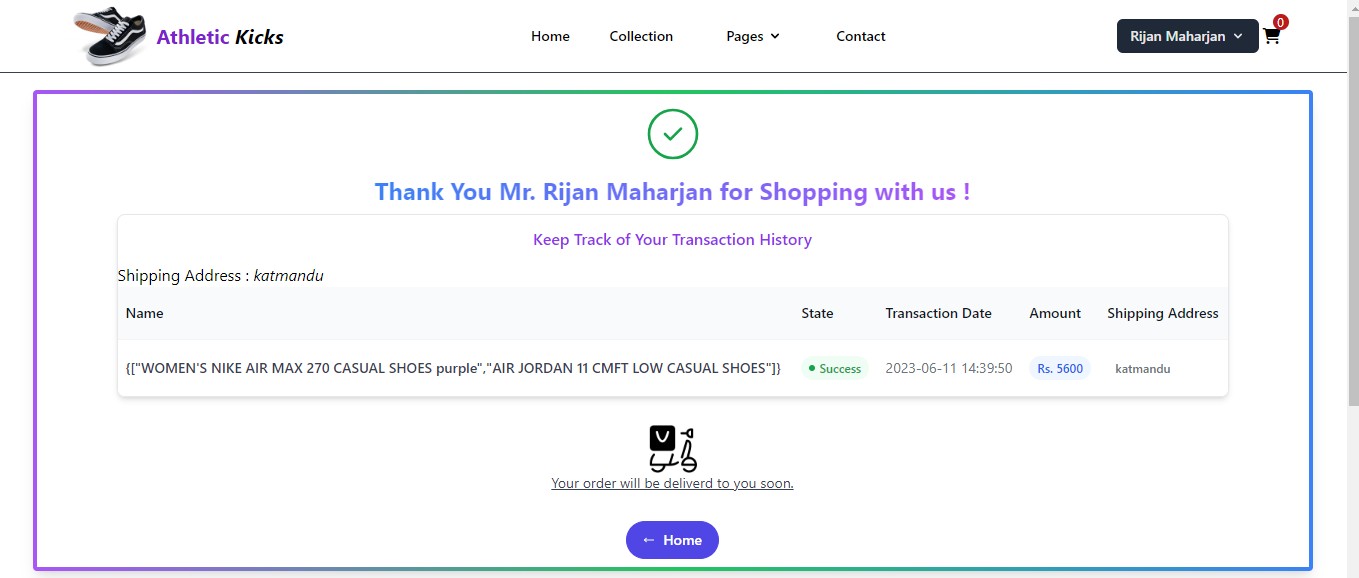


Figure 26: Product Purchase Confirmation

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