

# GROUP RESEARCH PROJECT

GROUP NUMBER : 21

TEAM : THANEESHA S , AQIB , AFNAN , THASPEEHA , JASIL

MODULE SUPERVISOR : MS. HENA

E-COMMERCE WEBSITE : GEAR UP & GO

WEBSITE LINK : <https://grp7125.wixstudio.com/my-site-10>

## TABLE OF CONTENTS

S.NO	TITLE	PAGE NO.
1	ABSTRACT	3
2	INTRODUCTION	4
3	PROJECT TEAM	5
4	TEAM CHARTER	6
5	LITERATURE REVIEW	7 – 9
6	REQUIREMENT ANALYSIS	10 -11
7	WORK BREAKDOWN STRUCTURE (WBS)	12
8	PRODUCT BACKLOG	13
9	SPRINT BACKLOG	14 -15
10	GNATT CHART	16 -17
11	RISK REGISTER	18
12	WEBSITE MAP	19
13	PERT CHART	20
14	CRITICAL PATH ANALYSIS	21
15	NETWORK DIAGRAM	22
16	USER REQUIREMENTS	23
17	USER CASE DIAGRAM	24
18	USER STORIES	25
19	PROJECT COMPONENTS AND DOCUMENTATION	26 – 44
20	WEBSITE TESTING	45 - 48
21	GROUP ACTIVITES – MINUTES	49 -51
22	CONCLUSION	52
23	REFERENCES	53

## ABSTRACT [ TM 1 ]

The Gear Up & Go platform was designed as an e-commerce solution for outdoor enthusiasts, offering a wide range of adventure, hiking, and camping gear. Built using Wix Studio, the website provides a user-friendly shopping experience, with easy navigation through categories like camping gear, hiking equipment, and outdoor accessories. With a focus on customer satisfaction, the platform ensures a smooth, secure checkout process, and its responsive design adapts seamlessly to various devices.

The development of the website followed four key stages: research and planning, design and development, implementation, and testing. In the research and planning phase, the team identified the most important features based on user needs. During design and development, the team created an engaging, easy-to-navigate interface. The implementation phase focused on adding a diverse product catalog and integrating a chatbot to assist customers in real-time. Finally, in the testing phase, the platform was thoroughly checked to meet performance, security, and usability standards.

A major challenge faced during this project was balancing personal commitments, which impacted the time available for development. However, through strong teamwork and communication, the team managed to deliver a functional, user-centered website. Looking ahead, potential improvements include expanding the product range and offering more personalized features to enhance the user experience.

## INTRODUCTION [TM 1]

This report outlines the development process and collaborative efforts of a five-member team, with each member contributing their expertise in design, technical implementation, and other key areas to ensure the successful completion of the platform within the set timeline.

At the outset, the team defined clear roles based on individual strengths, guided by a team charter that aligned with the project's core values. Through detailed planning, including the creation of a comprehensive project scope, the team utilized key project management tools—such as the Work Breakdown Structure (WBS), Program Evaluation Review Technique (PERT) chart, Critical Path Analysis, and Gantt Chart—to ensure tasks were organized, tracked, and completed on time.

The primary objective was to develop a user-friendly e-commerce website for Gear Up & Go, offering outdoor adventurers a streamlined shopping experience. The platform features a wide array of camping, hiking, and adventure gear, along with essential functionalities, such as secure payment processing, an interactive shopping cart, and a chatbot for real-time customer support, all contributing to a seamless and personalized shopping experience.

This report explores the various stages of the project, detailing design decisions, technical implementation, and the integration of project management methodologies. It also addresses how the website meets the needs of its target audience, the challenges faced, and the strategies employed to ensure a high-quality final product.

## **PROJECT TEAM [TM 1]**

To keep the development process for the website organized and efficient, we assigned specific roles to each team member based on their strengths and expertise. This approach helped us work together seamlessly and stay on track to deliver the project on time.

### **TM.1] Thaneesha – Project Leader & Scrum Master**

- Leads team meetings and manages sprint cycles.
- Tracks progress and resolves obstacles.
- Allocates tasks and ensures deadlines are met.
- Coordinates deliverables, including the final report.

### **TM.2] Thaspeeha – Web Designer & Systems Architect**

- Designs website structure and visual elements.
- Oversees architecture and user interface.
- Ensures website performance and scalability.
- Collaborates with developers to meet technical requirements.

### **TM.3] Jasil – Database Developer & Technical Lead**

- Manages website design and data integration.
- Ensures secure user authentication.
- Implements structured data management in Wix.

### **TM.4] Aqib – UML Designer & Systems Analyst**

- Creates Use Case Diagrams and system workflows.
- Develops WBS and PERT Chart for task planning.
- Analyzes and optimizes system processes.
- Provides technical documentation and system design mapping.

### **TM.5] Afnan – Risk Lead & Quality Assurance**

- Leads risk analysis and mitigation strategies.
- Conducts performance, security, and usability testing.
- Ensures compliance with accessibility and security standards.
- Documents testing results and resolves issues before deployment

## TEAM CHARTER [TM 1]

To achieve project success, effective collaboration is crucial. To ensure alignment and accountability, all members have agreed to the Team Charter before commencing the project. Below is the Team Charter for Gear up & Go

Gear up & Go	
<b>START DATE</b> 20-02-2025	<b>END DATE</b> 10-04-2025
BUSINESS NEED	
There is a growing demand for an easy-to-use, secure platform for purchasing outdoor gear with real-time customer support.	
PROJECT SCOPE	
Developing a user-friendly e-commerce platform for Gear Up & Go to sell outdoor adventure gear with secure payments, real-time support, and responsive design.	
RISK&ISSUE	ASSUMPTION
Integration Challenges (Risk) - Platform Usability (Issue)	Availability of Resources
Security Vulnerabilities (Risk) - Real-Time Support Delays (Issue)	Timely Content Updates
Technical Failures (Risk) - Inadequate Testing (Issue)	Effective Collaboration
MILESTONE	TARGET
Project Kickoff and Initial Planning	25-02-2025
Completion of Platform Design and User Interface	05-03-2025
Payment Gateway and Security System Integration	20-03-2025
Development and Testing of Core Features	30-03-2025
Platform Launch	10-04-2025

# LITREATURE REVIEW [TM 4]

- **Title:** A Comparative Literature Review of Agile and Waterfall Methodologies in Software Development for E-Commerce Projects
  - **Authors:** Synthesized from multiple sources (e.g., Royce, Beck et al., Boehm & Turner, etc.)
  - **Publication Year:** Various (1970–2014)
  - **Journal/Conference:** Multiple scholarly sources and industry reports
  - **DOI/Link:** Not applicable for combined literature review
- 

## 2. Abstract Summary

- **Abstract:**

This literature review examines the ongoing debate between the traditional Waterfall methodology and the modern Agile approach in software development. It highlights their structures, strengths, limitations, and applicability, especially within dynamic industries like e-commerce. The review explores user involvement, project adaptability, and performance across different development environments, ultimately emphasizing the importance of context in methodology selection.
- 

## 3. Research Questions/Objectives

- **Main Research Question:**

How do Agile and Waterfall methodologies compare in their effectiveness, especially in the development of e-commerce platforms?
  - **Objectives:**
    - To understand the fundamental differences in structure and philosophy between Agile and Waterfall
    - To evaluate the strengths and limitations of each approach
    - To examine the role of user input and adaptability
    - To analyze the relevance and performance of both models in dynamic project environments
    - To consider hybrid approaches as a practical solution
- 

## 4. Methods and Approach

- **Methodology:**

Narrative literature review synthesizing academic research, empirical studies, and industry reports.

- **Data Collection:**  
Reviewed and analyzed key publications such as Royce (1970), Beck et al. (2001), Boehm & Turner (2004), VersionOne's Agile reports, and other comparative analyses.
  - **Analysis Techniques:**  
Qualitative thematic analysis comparing findings across different sources, focusing on efficiency, user input, and adaptability in real-world software development scenarios.
- 

## 5. Key Findings and Results

- **Major Findings:**
    - Waterfall is ideal for fixed-scope, regulated environments.
    - Agile provides greater adaptability and higher success rates in fast-changing, user-centered projects.
    - Agile's success is largely dependent on strong communication and iterative feedback.
    - Hybrid models are increasingly used to balance structure and flexibility.
  - **Data/Results:**
    - VersionOne's reports show growing Agile adoption across industries.
    - Studies indicate Agile teams perform better in terms of stakeholder satisfaction and adaptability.
    - Waterfall remains valuable in structured settings requiring detailed documentation.
- 

## 6. Discussion and Implications

- **Discussion:**  
The effectiveness of a development methodology is highly context-dependent. Agile excels in dynamic environments like e-commerce due to its iterative and user-focused nature. Waterfall, on the other hand, remains suitable for projects with strict regulatory requirements and clearly defined outcomes.
  - **Implications:**  
E-commerce projects benefit from Agile's responsiveness, especially through frameworks like Scrum, which incorporate continuous user feedback via Sprints. A hybrid model could potentially offer the best of both worlds.
- 

## 7. Conclusion

- **Conclusion:**  
Agile and Waterfall serve different needs in software development. For user-centric, rapidly evolving projects like e-commerce platforms, Agile—particularly Scrum—is highly effective.



However, no one-size-fits-all solution exists, and blending methodologies may provide a balanced strategy.

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## **8. Strengths and Weaknesses**

- **Strengths:**
    - Comprehensive overview of both methodologies
    - Real-world applicability illustrated through e-commerce scenarios
    - Balanced presentation of pros and cons
  - **Weaknesses:**
    - Limited quantitative data in the review
    - Generalizations may not apply to all development contexts
    - Dependency on existing literature without original empirical research
- 

## **9. Future Work**

- **Future Research Directions:**
    - Empirical testing of hybrid models in live e-commerce projects
    - Deeper investigation into user feedback integration strategies
    - Agile adoption challenges in large, legacy systems
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## **10. Personal Notes**

- **Personal Insights:**

The review makes it clear that Agile methodologies, particularly Scrum, empower developers to work closely with users, driving better alignment and product outcomes.
  - **Relevance to Your Work:**

Highly relevant for designing agile, user-focused workflows in e-commerce website development. Reinforces the need for flexibility and continuous feedback loops during development.
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## **11. References**

- Royce, W. (1970)
  - Beck et al. (2001) – Agile Manifesto
  - Boehm & Turner (2004)
  - Vinekar et al. (2006)
-

# REQUIREMENT ANALYSIS [TM 2]

## Home Page :

- Sign in or Registration
- Products Category
- Products Display
- Navigation (Search Engine, Contact Us, About Us, FAQ, Socials, Accessibility statement)
- Wishlist
- Banner with sales and discounts
- Email newsletter subscription
- Shopping cart
- Chat box
- Customer Reviews
- FAQ
- Search Engine

## Contact Us

- Edit User Info
- Donation
- Submit Link

## Login and Registration

- User Creation
- Logged in User profile
- User Login
- User Sign Up
- Membership Page
- Addresses
- Wallet
- My Account
- Wishlist
- My orders

## Shopping Cart/Product Page

- Description of items
- Add to cart
- Quantity control

- Buy Now Link
- Products Filter (Price)
- Sort By (Recommended, Name, Price)

### **Basket Page**

- Add Item
- Remove Item
- Promo Code
- Add Note
- Checkout Link
- Secure Checkout
- Details of Product

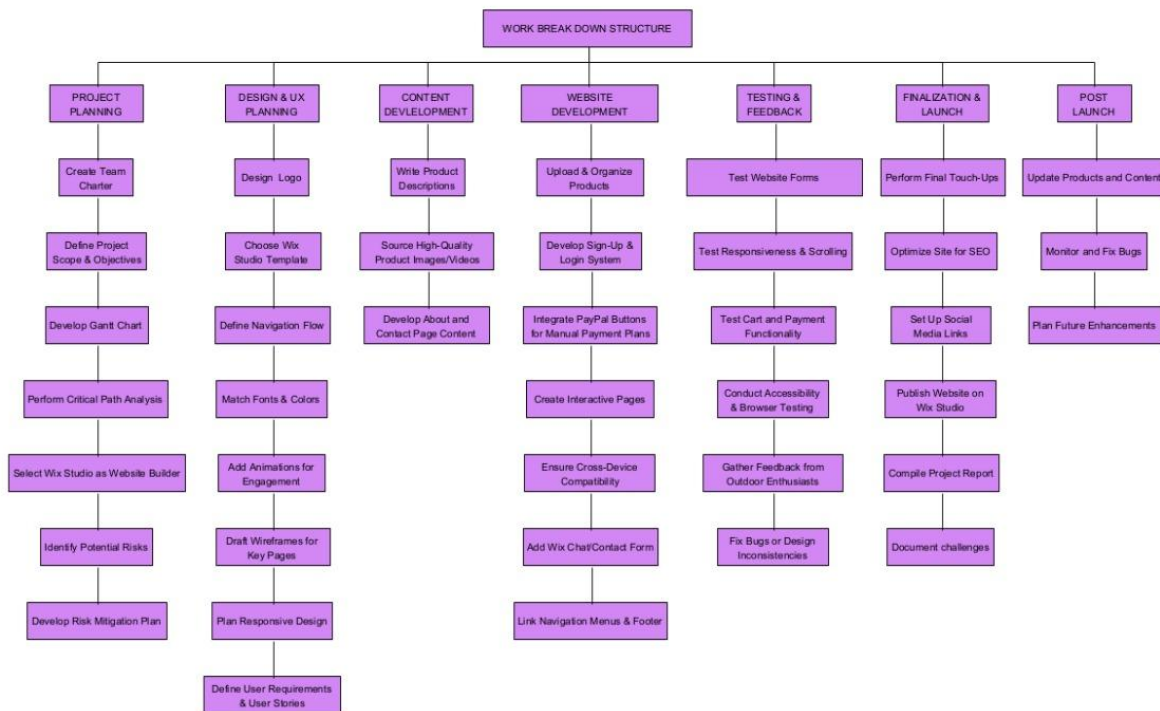
### **Checkout**

- Pay Order (by card)
- Place order
- Cancel Order
- Continue Shopping(back to site)
- Payment details
- Shipping details
- Sign up to newsletter
- Agree T&C
- SSL Encryption

### **Admin**

- Staff and user roles
- Change Details/Prices
- Modify orders
- Update store orders
- Report creation
- Remove user profiles
- Add announcements/updates
- Manage Stock
- Analytics
- Membership access
- User access
- Setting Payment Method
- Website editing

# WORK BREAKDOWN STRUCTURE [ TM 2 ]



## PRODUCT BACKLOG [TM 3 ]

A product backlog is an organized list of tasks and features needed for a project, especially in agile development. It outlines what should be built, improved, or fixed based on user needs and business priorities. Items are ranked by importance and include short descriptions and status updates. The backlog helps teams stay focused on delivering high-value work first. It evolves continuously as new ideas, feedback, or goals emerge

ID	REQUIREMENT	PRIORITY	DETAILS	STATUS
1	Account Login & Registration	High	Enables users to create accounts, sign in, and reset their passwords safely.	Completed
2	Homepage Interface	High	Designed the land page to showcase featured products and categories clearly	Completed
3	Product Filtering & Search	High	Users can search for items and narrow results using filters like price and type.	Completed
4	Quick View Page	High	Displays product information including photos, availability, and feedback.	Completed
5	Shopping Cart	High	Add or remove products from cart while viewing total costs in real-time.	Completed
6	Secure Checkout System	High	Facilitates payment using PayPal or debit/credit card with secure processing.	Completed
7	Admin Dashboard	High	Backend panel for managing inventory, users, orders, and viewing analytics.	Completed
8	Mobile Responsive Design	High	Ensures the site layout adjusts seamlessly on smartphones and tablets.	Completed
9	Reviews and Ratings	Medium	Customers can leave star ratings and written feedback on product pages.	Completed
10	Live Chatbot	Medium	Provides real-time assistance using an AI chatbot embedded in the website.	Completed
11	Order Tracking	Medium	Allows users to check the current status of their placed orders.	Completed
12	Wishlist Feature	Low	Lets users save favorite items for future consideration or purchase.	Completed
13	Newsletter Subscription	Low	Pop-up or footer form for users to subscribe to promotional emails.	Completed

## SPRINT BACKLOG [TM 3 ]

### Sprint Backlog for sprint 1 (Feb 16 – March 5 )

ID	TASK	DETAILS	START DATE	END DATE	STATUS
1	Logo Design	Create and finalize the brand logo for the website.	28 – 02 -2025	28-02-2025	Completed
2	User Authentication Feature	Ensure secure user login, logout, and password encryption.	1 -03-2025	1-03-2025	Completed
3	Homepage Design	Design layout, colors, and elements for the homepage.	1-03-2025	3-03-2025	Completed
4	Banner - Footer content & linking pages	Write content for banners, footer and link them to relevant sections.	2-03-2025	2-03-2025	Completed

### Sprint Backlog for Sprint 2 ( March 6 – March 9 )

ID	TASK	DETAILS	START DATE	END DATE	STATUS
1	Sourcing HD quality products with descriptions	Add high-quality product images and accurate descriptions.	6-03-2025	7-03-2025	Completed
2	Product pricing	Set appropriate pricing for each product.	6-03-2025	6-03-2025	Completed
3	Search suggestions	Implement dynamic search suggestions for users.	8-03-2025	8-03-2025	Completed
4	Shopping cart	Develop cart functionality for adding, removing and updating products.	9-03-2025	9-03-2025	Completed

### Sprint Backlog for Sprint 3 ( March 10 – March 23 )

ID	TASK	DETAILS	START DATE	END DATE	STATUS
1	Match fonts and colors	Ensure consistent typography and color scheme across all pages.	10-03-2025	10-03-2025	Completed
2	Create FAQ and Contact Us pages	Draft user support pages including frequently asked questions and a contact form.	10-03-2025	10-03-2025	Completed
3	Search suggestions	Implement dynamic search suggestions for users.	11-03-2025	11-03-2025	Completed
4	Develop Content for other website pages	Generate content for terms & conditions , accessibility statement, shipping policy , refund policy .	11-03-2025	11-03-2025	Completed
5	Design Category/ Product Page	Design layout , buttons and filters	13 -03-2025	15-03-2025	Completed
6	Feature Implementation & Testing	Add features like chatbot and test scrolling and navigation	15-03-2025	23-03-2025	Completed

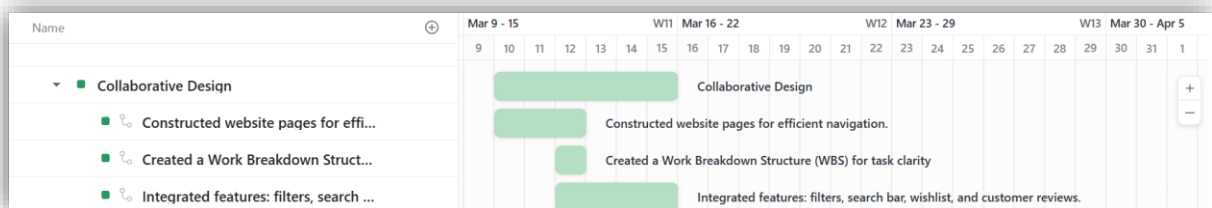
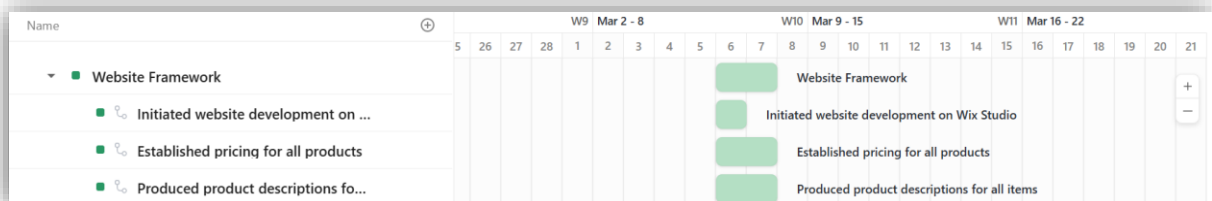
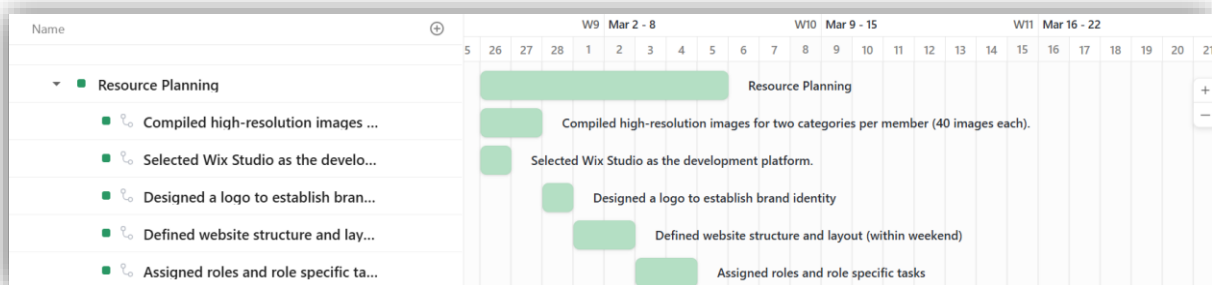
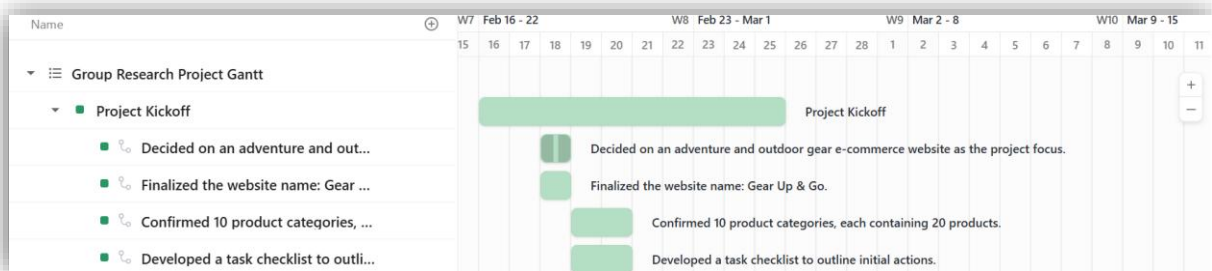
#### Sprint Backlog for Sprint 4 ( March 24 – April 1 )

ID	TASK	DETAILS	START DATE	END DATE	STATUS
1	Add new category - Fieldwear	Include Fieldwear category in product structure.	24 - 03-2025	24-03-2025	Completed
2	Add new category - Trail Footwear	Include Trail Footwear category in product structure.	24-03-2025	24-03-2025	Completed
3	Add new category - Men's Trail Apparel	Include Men's Trail Apparel category in product structure.	24-03-2025	24-03-2025	Completed
4	Review and finalize web content	Proofread and polish all text across the site.	26-03-2025	1-04-2025	Completed

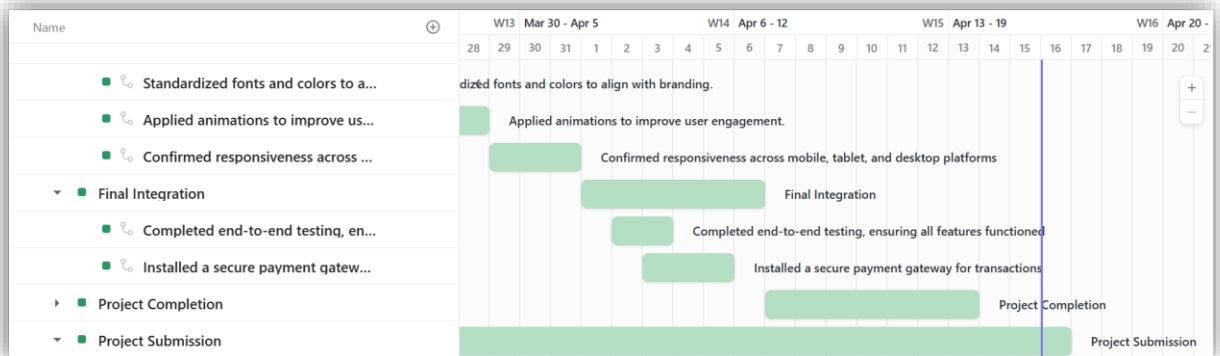
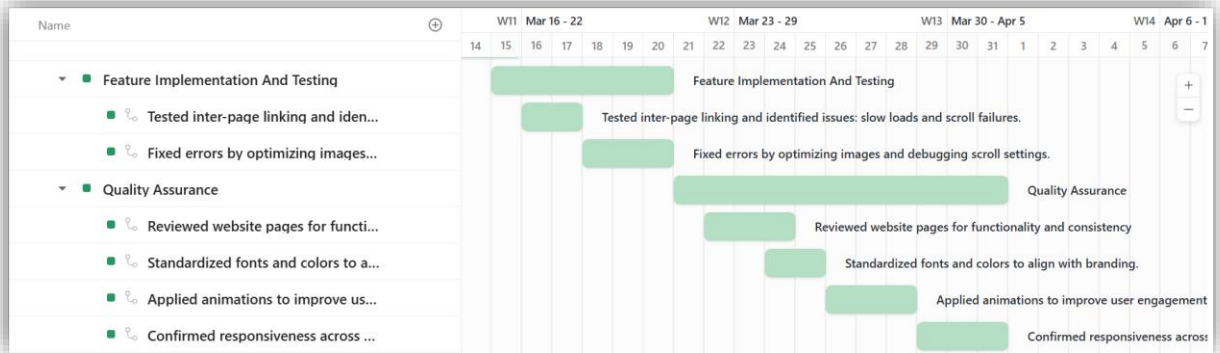
#### Sprint Backlog for Sprint 5 ( April 2 – April 16 )

ID	TASK	DETAILS	START DATE	END DATE	STATUS
1	Final testing and bug fixing	Perform final QA and resolve any identified bugs.	2-04-2025	4-04-2025	Completed
2	Design mobile navigation	Optimize the navigation bar for smaller screens and touch interactions.	5-04-2025	5-04-2025	Completed
3	Run user experience testing	Conduct usability testing sessions and gather feedback to refine the website interface.	6-04-2025	8-04-2025	Completed
4	Review and finalize web content	Proofread and polish all text across the site.	9-04-2025	9-04-2025	Completed
5	Performance Optimization	Optimize website performance for faster loading times	10-04-2025	10-04-2025	Completed
6	Integrate Payment gateway	Add secure payment methods such as paypal / other debit & credit cards	11-04-2025	13-04-2025	Completed
7	Publish website	The final deployment phase involved launching the website on a live server. This step ensured that all core functionalities operated correctly, including mobile responsiveness, secure payment gateway functionality, and visibility through the assigned domain.	15-04-2025	16-04-2025	Completed

# GNATT CHART [ TM 4 , TM 1 ]



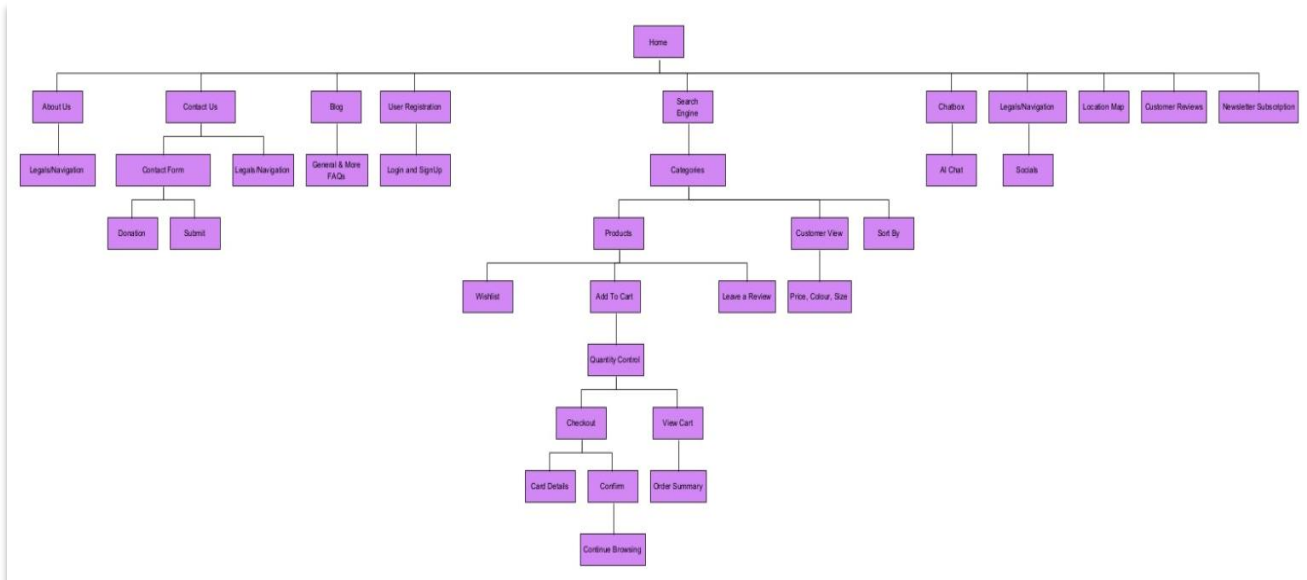




## RISK REGISTER [ TM 5 ]

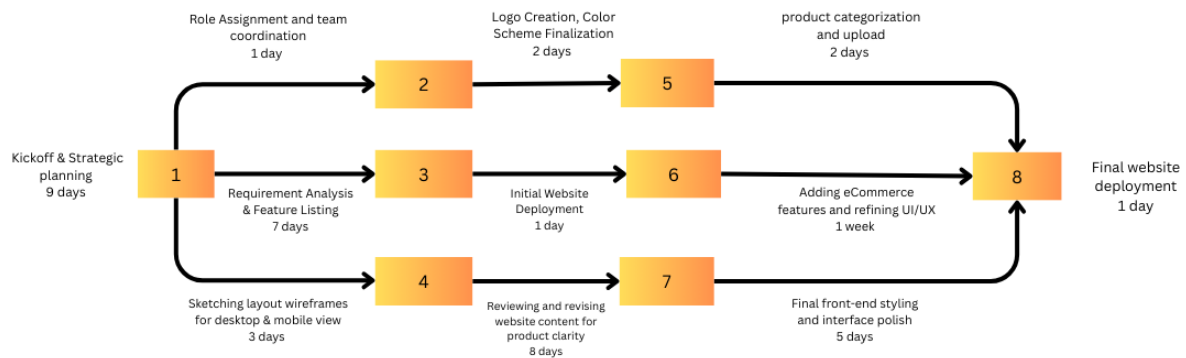
ID	Risk Description	Likelihood	Impact	Severity	Owner	Mitigating Action	Contingent Action	Progress	Status
1	Design Misinterpretation	Medium	Medium	Medium	Project Team	Use wireframes and design approvals	Revise based on feedback	Initial review done	OPEN
2	Technical Website Issues	High	High	High	Project Manager	Use reliable CMS and test continuously	Roll back to stable version	QA phase ongoing	OPEN
3	Payment Gateway Failure	Medium	High	High	Project Team	Test APIs (PayPal, Stripe) thoroughly	Use backup method	Testing done	OPEN
4	Scope Creep	High	High	High	Project Team	Lock scope with change log	Reassess timeline/resources	Scope finalized	OPEN
5	Data Privacy Breach	Low	High	High	Project Team	Follow GDPR, secure hosting	Notify users, patch system	Security review started	OPEN
6	Chatbot Malfunction	Medium	Medium	Medium	Project Team	AI testing and fallback setup	Disable and report issue	Testing in progress	OPEN
7	Broken Links/404 Errors	Medium	Medium	Medium	Project Team	Conduct regular audits	Set up 404 redirect	Audit ongoing	OPEN
8	Communication Gaps	Medium	Medium	Medium	Project Team	Weekly meetings, task briefs	Assign team lead	Ongoing	OPEN
9	Budget Overrun	Medium	High	High	Project Team	Monitor resource usage	Adjust feature scope	Monitoring	OPEN
10	Incompatibility on Devices/Browsers	Medium	Medium	Medium	Project Team	Perform cross-device testing	Fix layout/styles for compatibility	Testing phase	OPEN
11	Low User Engagement Post-Launch	Medium	Medium	Medium	Project Team	Add analytics, engaging content	Run promotions, gather feedback	Engagement plan drafted	OPEN
12	Failure in Backup or Recovery Plan	Low	High	High	Project Team	Automate backups, cloud sync	Manually restore from last backup	Backup plan reviewed	OPEN

## WEBSITE MAP [TM 2 ]



## PERT CHART [ TM 5 ]

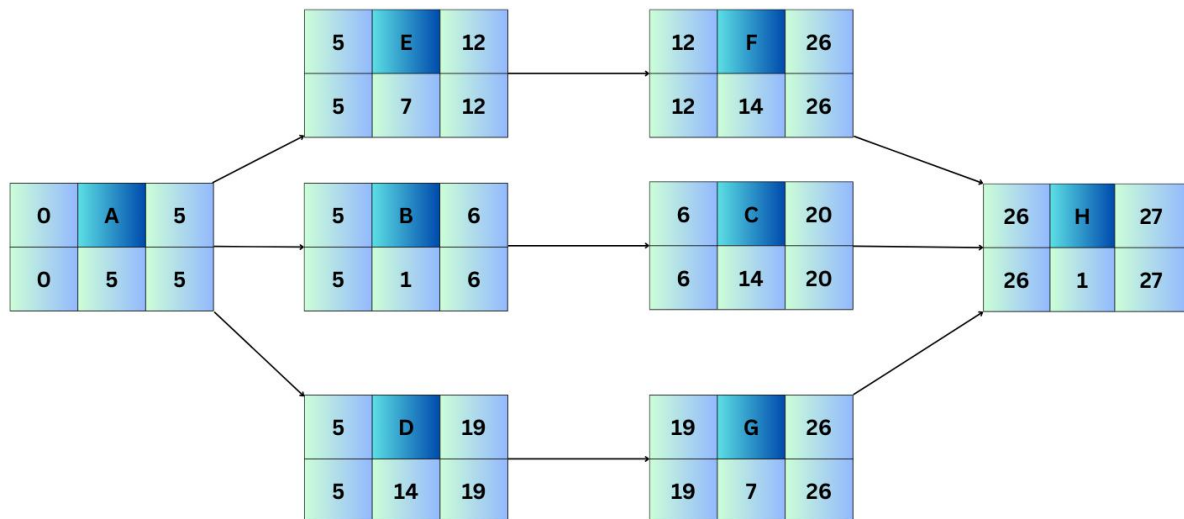
A PERT chart (Program Evaluation Review Technique) is a project management tool used to plan and schedule complex tasks. It visually maps out the sequence of activities, their time estimates, and dependencies, helping teams understand the project timeline and identify the critical path. Each task is represented in a box, and arrows show the flow and order of execution. This method helps track progress, manage risks, and ensure timely project completion.



## CRITICAL PATH ANALYSIS [ TM 5 ]

ID	Task	Predecessor	Type	Duration (days)	Early Start	Late Start	Early Finish	Late Finish
A	Project Planning	-	Sequential	5	0	0	5	5
B	Task Assignment	A	Parallel	1	5	5	6	6
C	Product Categorization & Upload	B	Sequential	14	6	6	20	20
D	UI Design & Branding	A	Parallel	14	5	5	19	19
E	Initial Website Deployment	A	Parallel	7	5	5	12	12
F	Feature Enhancement & Design Integration	E	Sequential	14	12	12	26	26
G	Content Review	D	Sequential	7	19	19	26	26
H	Final Website Launch	C,F,G	Sequential	1	26	26	27	27

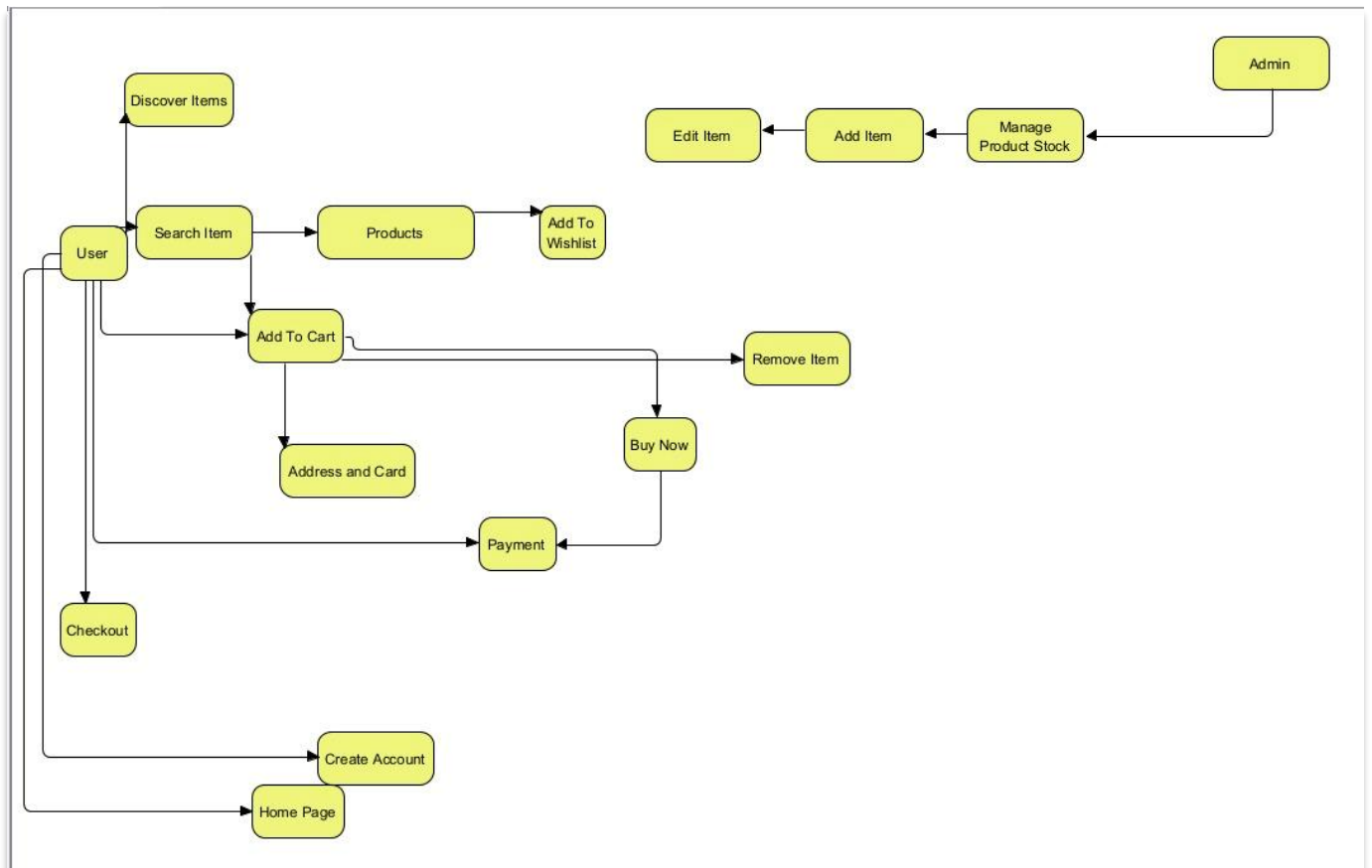
## NETWORK DIAGRAM [ TM 5 ]



## USER REQUIREMENT [ TM 3 ]

No.	Feature	Requirement Description	Acceptance Criteria
1	User Registration & Login	Users must be able to create accounts, sign in securely, and manage personal details.	Email verification should be sent during registration. Users can log in, update their profile, and access a members-only area.
2	Product Browsing & Display	A categorized collection of products should be showcased with relevant details like pricing, images, and descriptions.	Users can explore product categories, view detailed descriptions, and see any current offers or discounts on banners.
3	Product Search & Filters	Provide a search tool with filtering and sorting capabilities to help users find specific items.	Search results should be relevant. Filters (e.g., by price) and sorting options (e.g., by name or popularity) must be functional.
4	Shopping Cart Management	Users must be able to add, remove, and adjust product quantities in the shopping cart.	Cart reflects changes instantly, including updated prices and item counts. Users can also apply promo codes or add notes.
5	Secure Checkout	A reliable checkout system where users can submit payment and shipping information safely.	Checkout supports SSL encryption. Users can complete payment, agree to terms, and receive a confirmation after placing the order.
6	Wishlist	Users can save favorite items for later viewing through a wishlist feature.	Logged-in users can add or remove items from their wishlist, which is accessible from the navigation menu.
7	Email Newsletter Subscription	Visitors can subscribe to receive email updates and promotions.	Users input their email and receive a confirmation of successful subscription.
8	Support & User Interaction	Various contact and support options including a chatbot, FAQ, and feedback form should be available.	Users can access the contact form, use live chat for assistance, browse FAQs, and submit additional info like donation or external links.
9	Product Reviews	Allow users to submit and view feedback on products, including star ratings and written reviews.	Users can rate and review products. Average product ratings are visible on item pages.
10	Admin & Backend Management	Admins need access to a dashboard to manage site content, users, orders, and analytics.	Admins can assign roles, update product listings, monitor stock, adjust pricing, and generate reports. Secure access is enforced for admin functions.

## USER CASE DIAGRAM [ TM 4 ]





## USER STORIES [TM 4 ]

As a...	I want to...	So that...
New visitor	Sign up and log in to my account	I can track my orders and access personalized features
Shopper	Browse through clearly categorized outdoor gear	I can easily find products that suit my needs
User	Search for items and apply filters and sorting options	I can quickly find exactly what I'm looking for
Customer	Add, remove, and update items in my shopping cart	I can manage my purchases before checkout
Buyer	Securely enter payment and shipping information	I can complete my purchase with confidence
Returning user	Add products to a wishlist	I can save items to purchase later
Visitor	Access chat support and FAQ options	I can get help or answers when I need them
Customer	Read and leave reviews and ratings	I can make informed decisions and share feedback
Admin	Manage users, update product info, and view reports	I can ensure smooth operation of the website and track performance

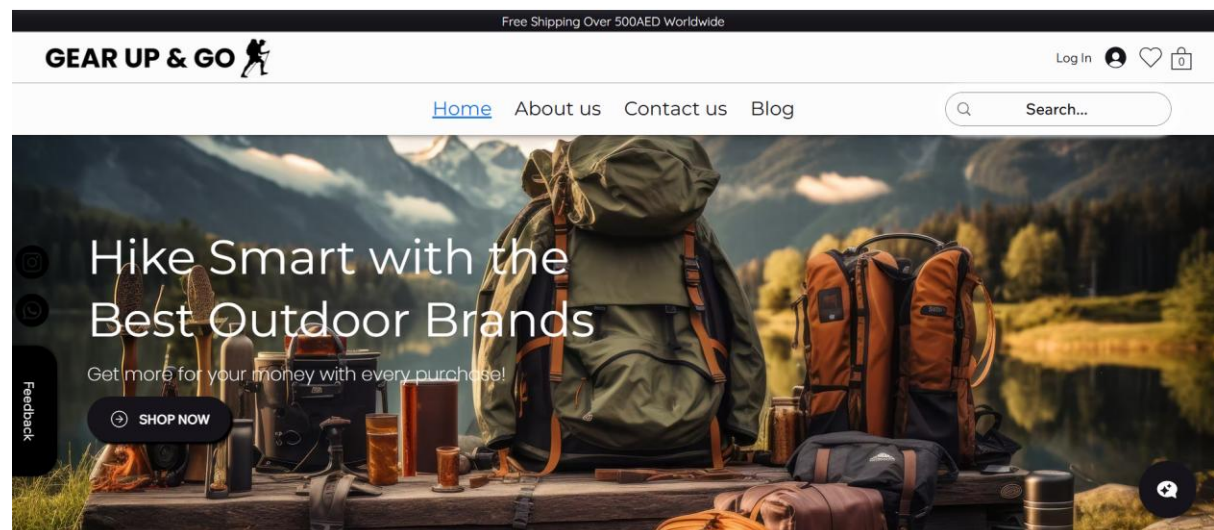
# PROJECT COMPONENTS AND DOCUMENTATION [ TM 2 , TM 1]

## Logo



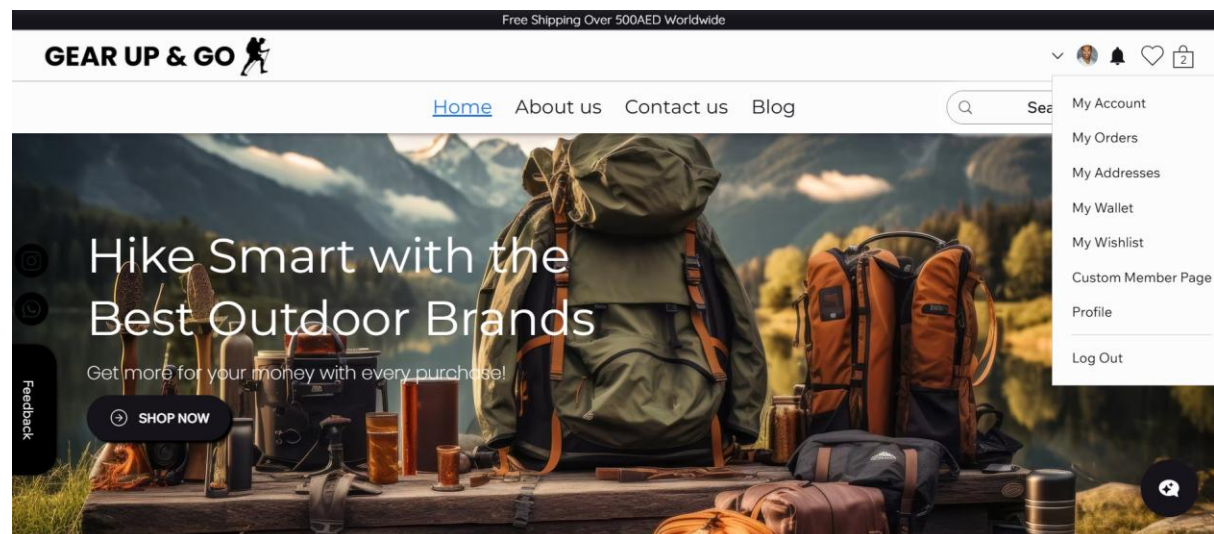
The Gear Up & Go logo symbolizes adventure, exploration, resilience, and readiness for the outdoors. The figure with the backpack and trekking pole represents the spirit of journey and endurance, while the bold black text reflects strength and confidence.

## Home page



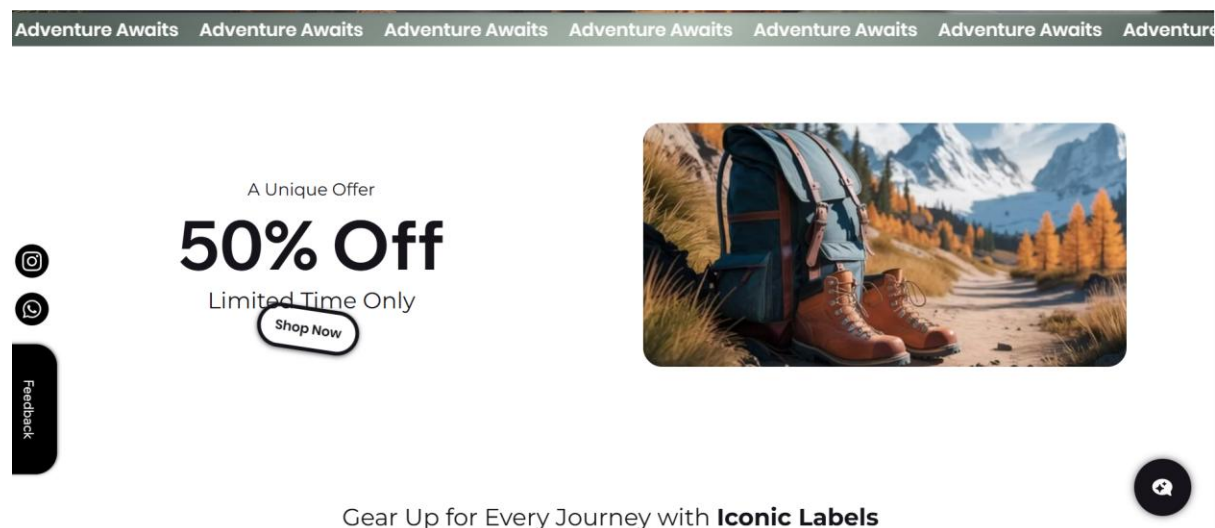
The homepage features a banner offering free shipping on orders over AED 500. Below this, the Gear Up & Go logo is on the left, with login, wishlist, and cart icons. The navigation includes Home, Contact Us, About Us, Blog, and a search bar. A background image with a "Shop Now" button and a floating chat icon are also present.

## Log In Dropdown



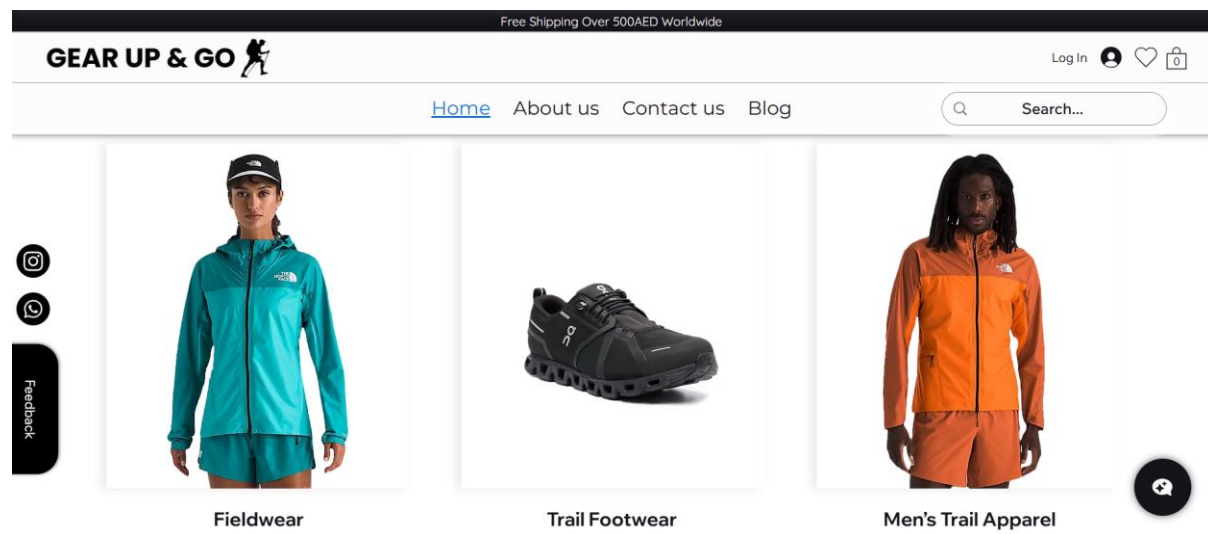
Upon clicking "Log In," a dropdown menu appears with options including My Account, My Orders, My Address, My Wallet, My Wishlist, Customer Member Page, Profile, and Log Out.

## Promotional Marquee



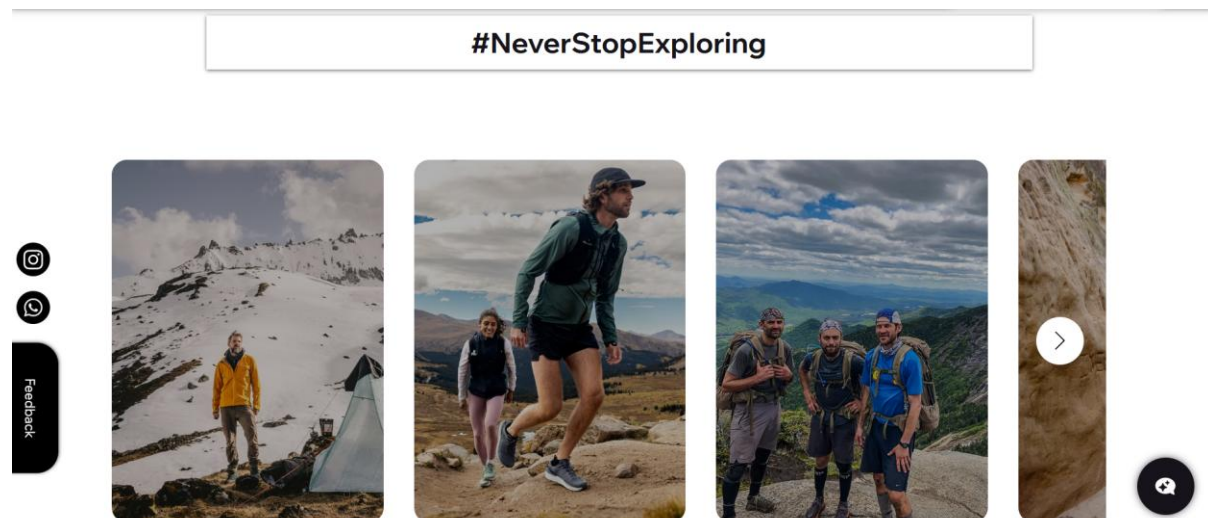
A scrolling marquee displays "Adventure Awaits" and "50% OFF – Limited Time Only" offer. On the right, there are icons for WhatsApp and Instagram, with a "Shop Now" button below the offer.

## Category Highlights



The page showcases three large images for Fieldwear, Trail Footwear, and Men's Trail Apparel. Clicking on any image opens the respective category page with relevant products.

## Sliding Gallery

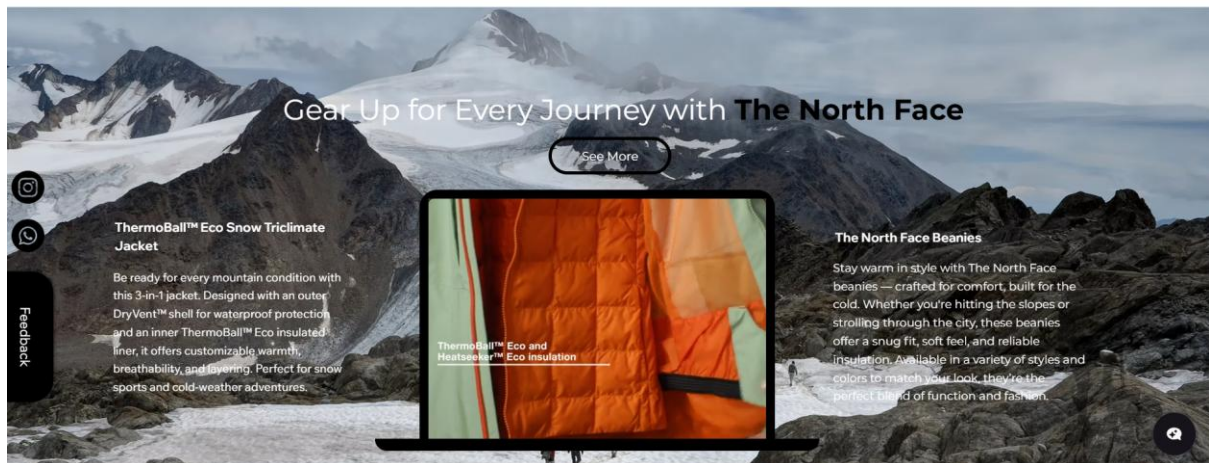


Below the category highlights, a sliding gallery features a selection of adventure-related images. Users can manually swipe through the gallery to explore more.



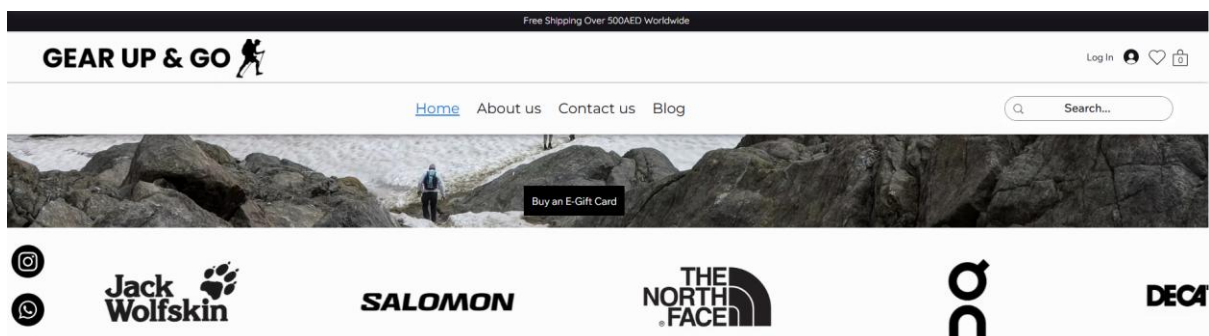
## Featured Video

Real customers. Real looks. Real inspiration.



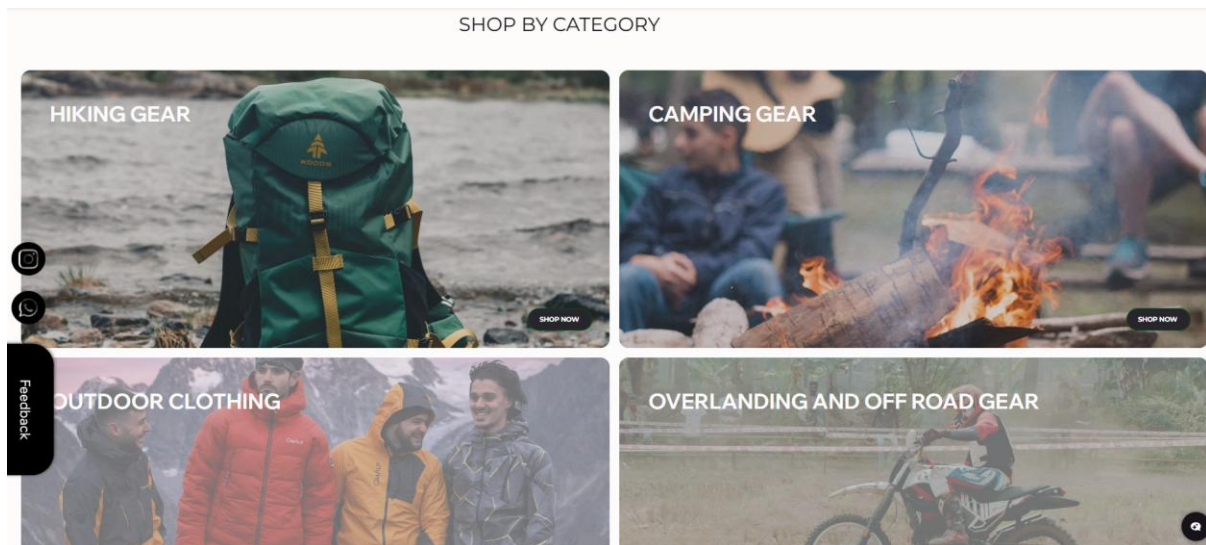
A full-width background image contains a video showcasing a jacket. This video highlights product features, adding an immersive experience for users.

## Brand Marquee



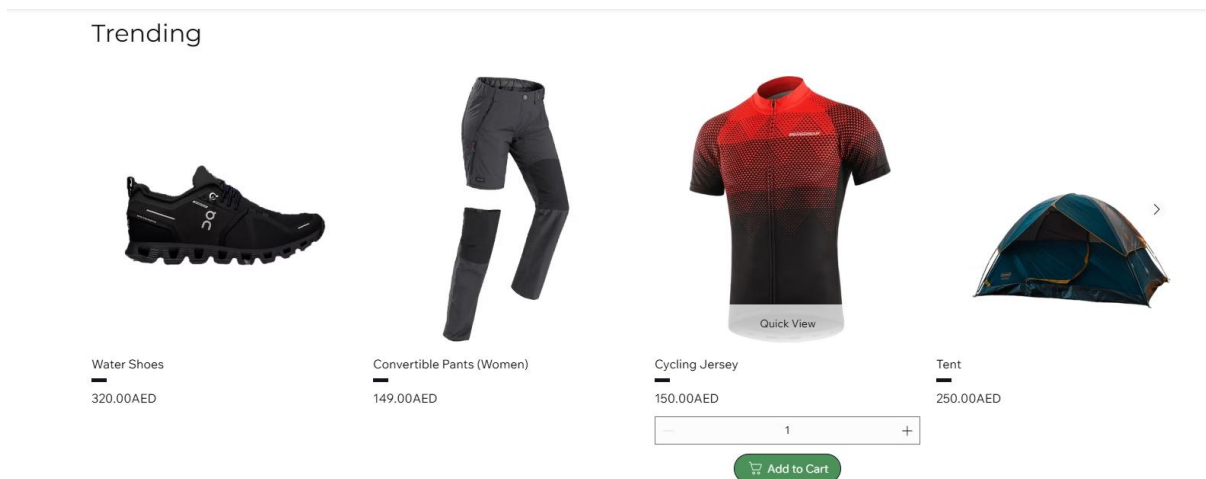
A horizontal scrolling marquee displays logos of all the brands featured on Gear Up & Go, enhancing credibility and trust with users.

## Shop by Category



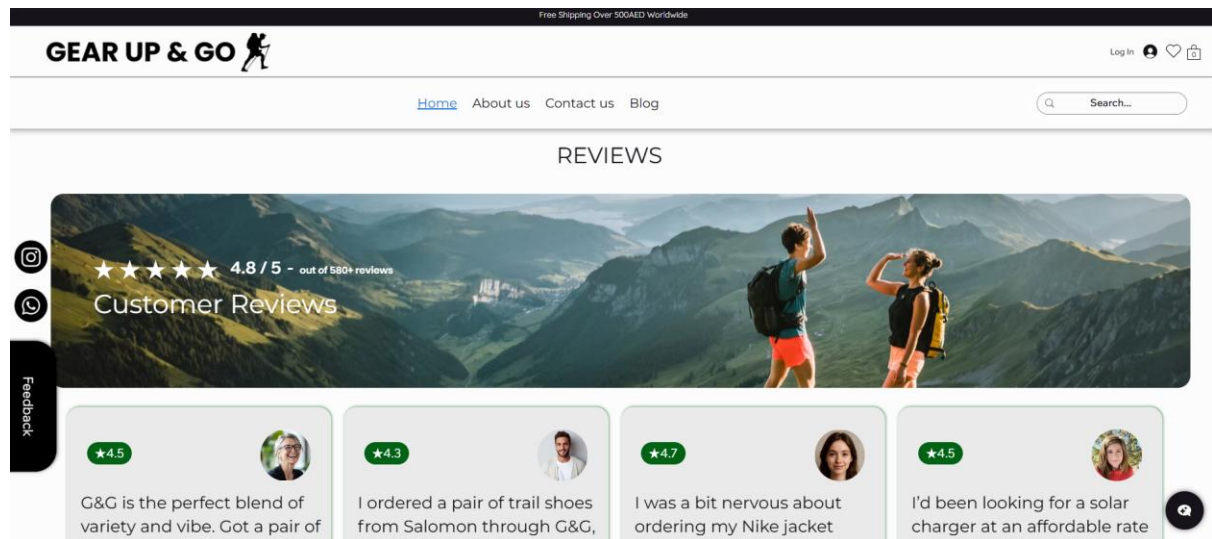
Users can shop by category through 8 clickable product categories, each with a "Shop Now" button to explore items under each theme.

## Trending Items



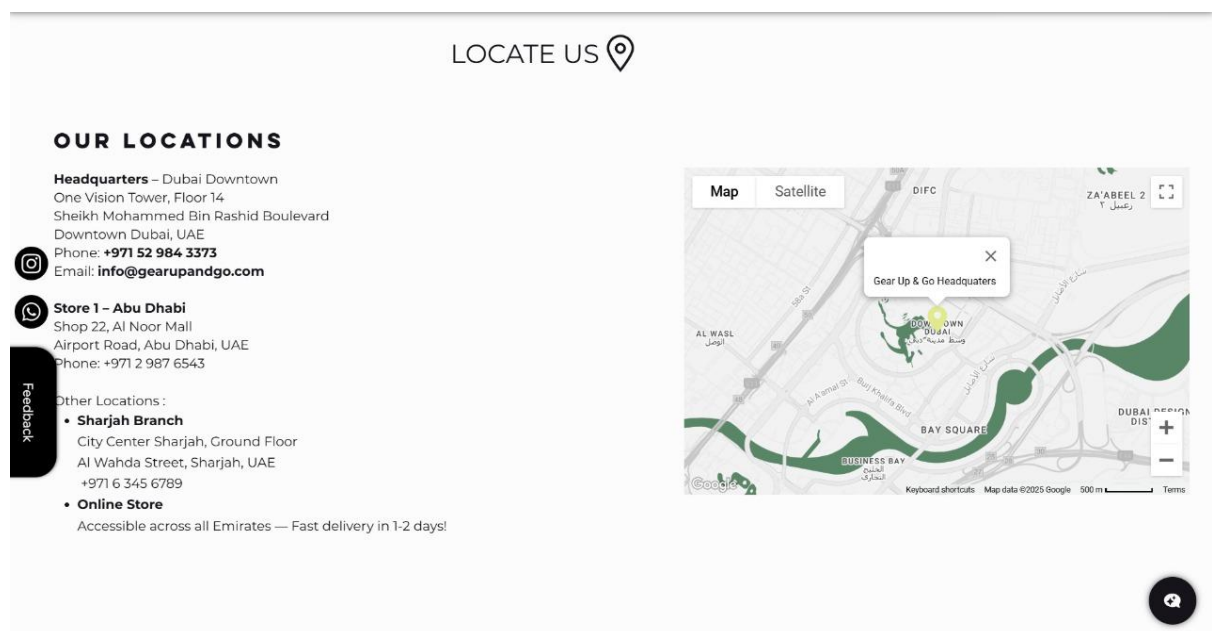
Below the categories, trending products are displayed. Hovering over an item reveals a "Quick View" tag. Each product includes a quantity selector and "Add to Cart" button.

## Customer Reviews



This section showcases 7 customer reviews, each with a star rating and written feedback. It provides social proof to enhance user confidence in the products.


## Locate Us






A map is displayed on the right side of the page, allowing users to zoom in and out. To the left, the address of the website's base location is provided for customer reference.

## Footer

Free Shipping Over 500AED Worldwide

**GEAR UP & GO** 

Log In   

[Home](#) [About us](#) [Contact us](#) [Blog](#)

**G&G**

We're a team of outdoor lovers passionate about making your hiking adventures safer, more comfortable, and more memorable. Whether you're a seasoned trekker or just starting your journey, we've handpicked reliable, high-quality gear to help you conquer every trail with confidence.

What makes us different? We combine real-world hiking experience with a deep understanding of what adventurers truly need. From durable backpacks and weather-resistant apparel to compact tools and must-have accessories – every product is chosen with purpose.

Gear Up & Go, we believe in exploration, sustainability, and community. This site is more than a store – it's a space to gear up, get inspired, and connect with fellow hikers. Let's hit the trail together.

**Subscribe to Our Newsletter**

First name

Last name

Email (Required)

☐ Yes, subscribe me to your newsletter. (Required)

Submit

**Shop**

[Home](#)  
[About us](#)  
[Contact us](#)

**Legal**


[Terms & Conditions](#)  
[Privacy Policy](#)  
[Shipping Policy](#)

**Headquarters**

Dubai Downtown  
One Vision Tower, Floor 14  
Sheikh Mohammed Bin Rashid Boulevard

**Socials**

[Instagram](#)  
[Facebook](#)



The footer includes a newsletter subscription option, links to the Terms and Conditions, Refund Policy, and other essential legal pages for user access.

## Newsletter


**Subscribe to Our Newsletter**

First name

Last name

Email (Required)

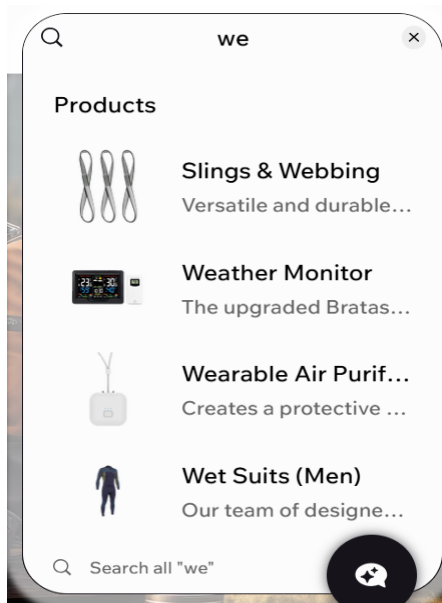
☐ Yes, subscribe me to your newsletter. (Required)

Submit 

This section includes input fields for First Name, Last Name, and Email Address. A checkbox labeled “Yes, subscribe me to your newsletter” is provided for consent. Below that, a Submit button allows users to complete the sign-up process and join the mailing list.

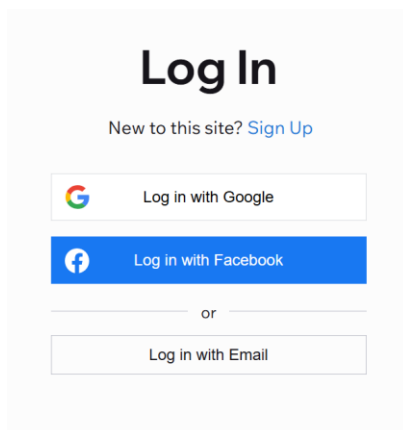


## Search bar



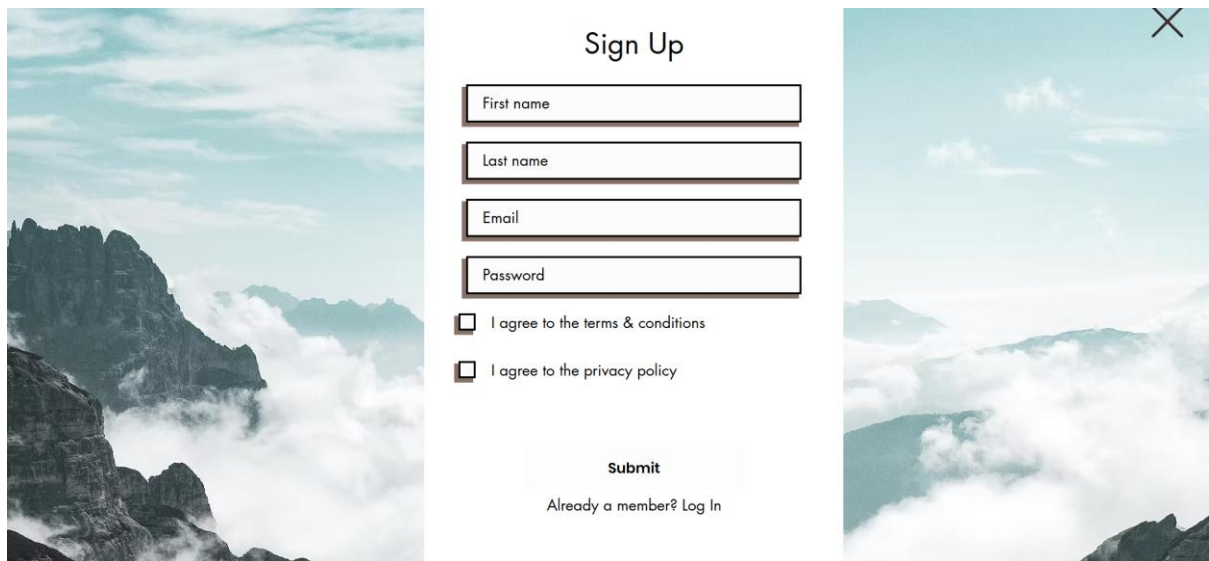
The search bar provides real-time suggestions as the user types in a product name. For example, typing "we" prompts suggestions like "wetsuits" and other related items. At the bottom of the suggestion list, a clickable option appears: "Search all 'we'", allowing users to view all matching results for their input.

## Log In



The login page offers users multiple sign-in options: Login with Google, Login with Facebook, or Login with Email. Below the login heading, there's a prompt: "New to this site? Sign Up" — clicking it redirects users to the sign-up page for account creation.

## Sign up



The sign-up form is centered on a background image of a mountain range with clouds. It features a title 'Sign Up' at the top. Below the title are four input fields: 'First name', 'Last name', 'Email', and 'Password'. Under these fields are two checkboxes: 'I agree to the terms & conditions' and 'I agree to the privacy policy'. At the bottom of the form is a 'Submit' button and a link that says 'Already a member? Log In'.

Sign Up

First name

Last name

Email

Password

☐ I agree to the terms & conditions

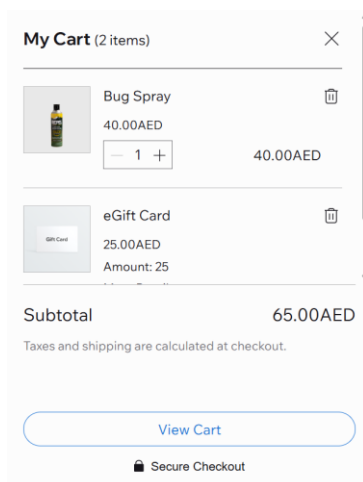
☐ I agree to the privacy policy

Submit

Already a member? Log In

The sign-up page contains input fields for First Name, Last Name, Email, and Password. Two checkboxes follow: “I agree to the Terms and Conditions” and “I agree to the Privacy Policy.” A Submit button is placed below, which changes color to brown on hover. Underneath, there’s a prompt: “Already a member? Log in”, which redirects users to the login page.

## My cart



The 'My Cart' panel is a light gray box with a close button (X) in the top right corner. It displays two items: 'Bug Spray' with a price of 40.00AED and a quantity of 1, and 'eGift Card' with a price of 25.00AED and an amount of 25. Below the items, the subtotal is shown as 65.00AED. A note states 'Taxes and shipping are calculated at checkout.' At the bottom, there is a 'View Cart' button and a 'Secure Checkout' button.

My Cart (2 items)

Bug Spray  
40.00AED  
1 40.00AED

eGift Card  
25.00AED  
Amount: 25

Subtotal 65.00AED

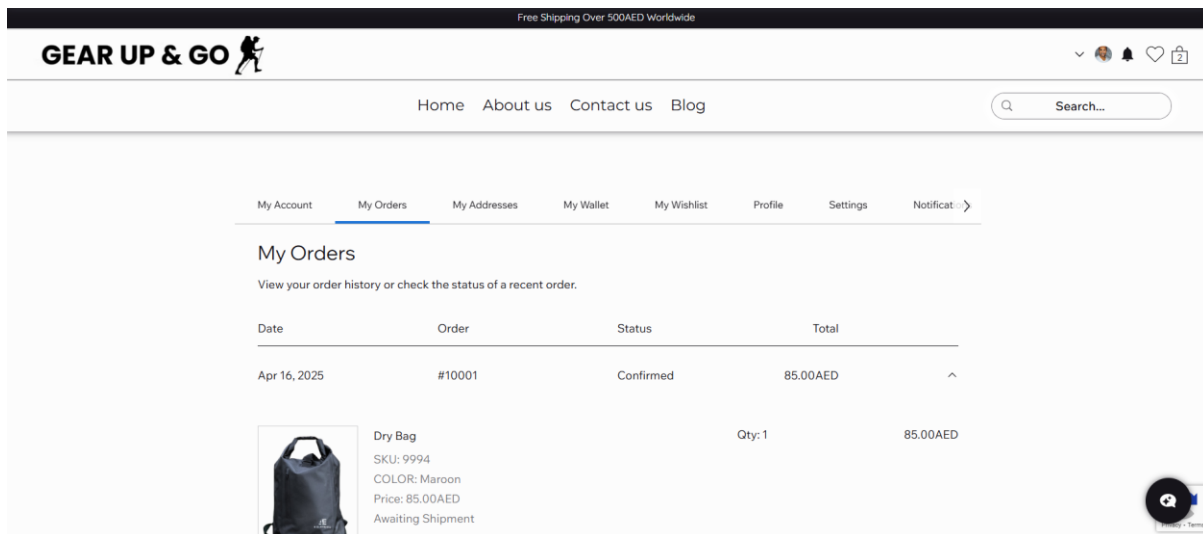
Taxes and shipping are calculated at checkout.

View Cart

Secure Checkout

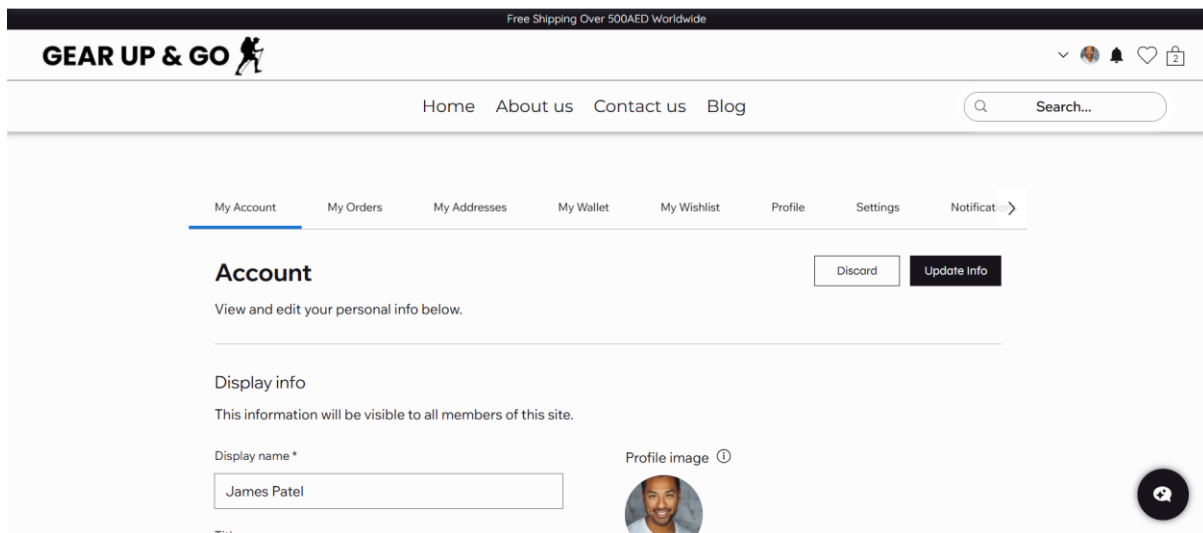
The cart panel displays the **items added by the user** (e.g., two products currently in the cart). It shows the **subtotal** of the items and provides two actionable buttons: “**Secure Checkout**” for direct purchase and “**View Cart**” for a detailed overview of the cart contents.

## My orders



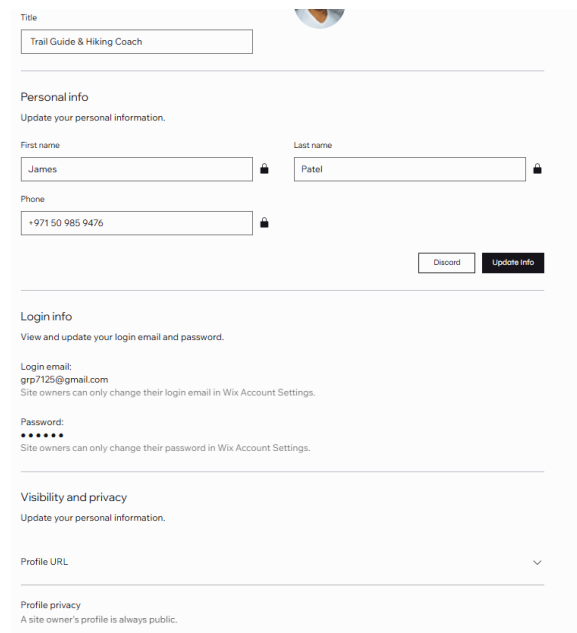
Under the **Log In dropdown menu**, selecting **"My Orders"** takes users to a dedicated page showcasing their **order history**. Each order entry includes the **product image**, **product name**, **price**, and **SKU** for reference. This layout allows users to visually track their past purchases and easily identify products they've previously bought.

## My account



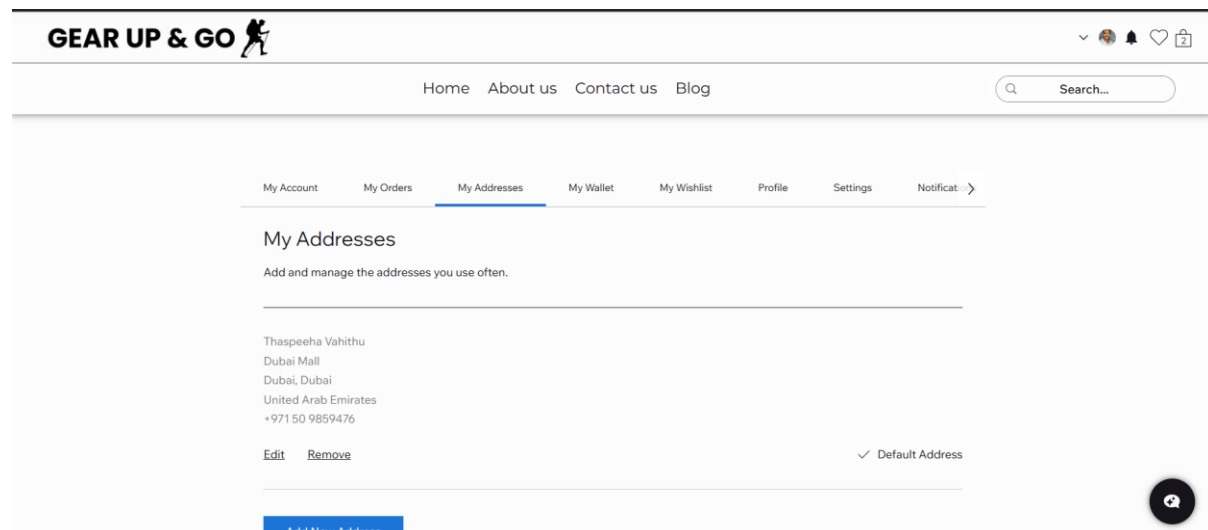
The **"My Account"** page allows signed-in users to **view**, **update**, or **delete their personal information**. It displays the **user's profile picture** along with their **name** at the top. This section offers a clean and intuitive interface for managing account details with ease.

This section allows users to update their First Name, Last Name, and Phone Number. Below that, login credentials such as email and password are displayed. Users may have the option to edit their credentials or reset their password. The final part includes Visibility & Privacy settings for managing profile visibility, communication preferences, and data-sharing options. Each subsection is clearly labeled, making navigation and editing simple and user-friendly.



The image shows a user profile settings form. At the top, there's a 'Title' field with 'Trail Guide & Hiking Coach' entered. Below this is a 'Personal info' section with the instruction 'Update your personal information.' It contains fields for 'First name' (James), 'Last name' (Patel), and 'Phone' (+971 50 985 9476). There are 'Discard' and 'Update info' buttons. The 'Login info' section follows, with the instruction 'View and update your login email and password.' It shows the 'Login email' as 'grp7125@gmail.com' and a 'Password' field with masked characters. Below this is a 'Visibility and privacy' section with the instruction 'Update your personal information.' It includes a 'Profile URL' field and a 'Profile privacy' section stating 'A site owner's profile is always public.'

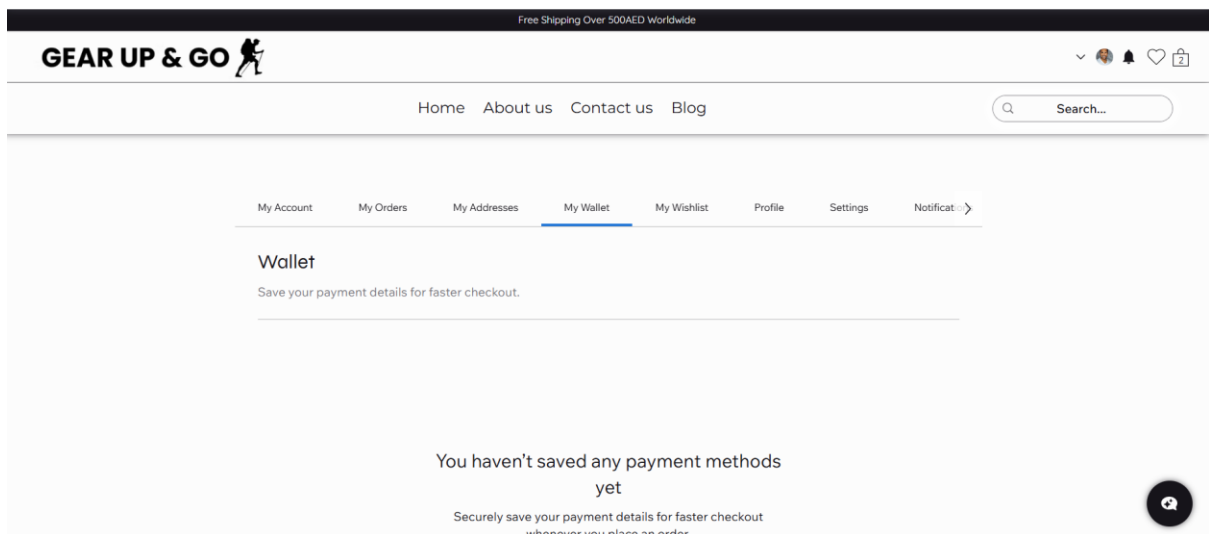
## My address



The image shows a web page titled 'GEAR UP & GO' with a navigation bar containing 'Home', 'About us', 'Contact us', and 'Blog'. A search bar is also present. Below the navigation bar, there's a 'My Account' section with tabs for 'My Account', 'My Orders', 'My Addresses', 'My Wallet', 'My Wishlist', 'Profile', 'Settings', and 'Notifications'. The 'My Addresses' tab is selected. The 'My Addresses' section has the instruction 'Add and manage the addresses you use often.' It displays a single address card for 'Thaspeeha Vahithu' in 'Dubai Mall', 'Dubai, Dubai', 'United Arab Emirates', with phone number '+971 50 9859476'. The card has 'Edit' and 'Remove' buttons. A 'Default Address' checkbox is checked. At the bottom, there's a blue 'Add New Address' button.

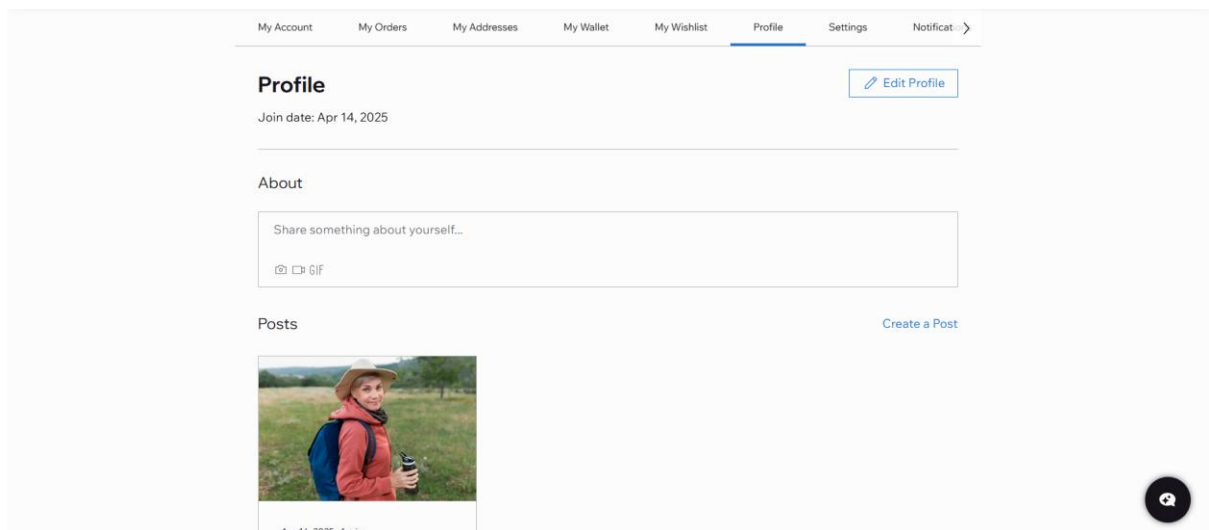
In this section, users can manage their saved addresses with ease. Each address is displayed in a neat card layout, offering options to edit or remove them as needed. A clearly visible "Add New Address" button allows users to input additional addresses through a simple form. Users can also set one address as their default for quicker checkouts. The design ensures hassle-free navigation and address updates.

## My wallet



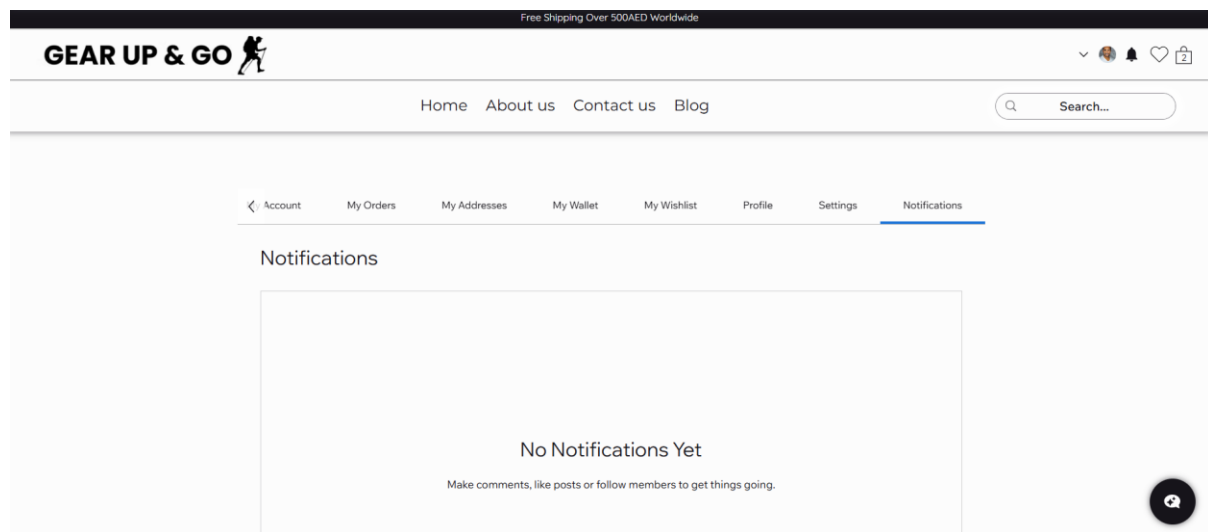
The My Wallet section allows users to securely save their preferred payment methods, such as credit or debit card details, for faster and smoother checkout. Users can add, view, or remove saved cards anytime. The interface is user-friendly and prioritizes security and convenience, helping streamline future purchases without needing to re-enter payment info each time.

## My profile



In this section, users can personalize their profile by uploading a profile picture and writing a short bio or introduction about themselves. It also allows users to create and publish blog posts. Additionally, the profile displays the user's date of joining, adding a personal touch and sense of community within the platform.

## Notifications



This section displays all user-related notifications in real time. Users are alerted when someone likes or comments on their blog posts, as well as any important updates or messages from the platform. It keeps users engaged and informed about their interactions and activities within the site.

## Contact us

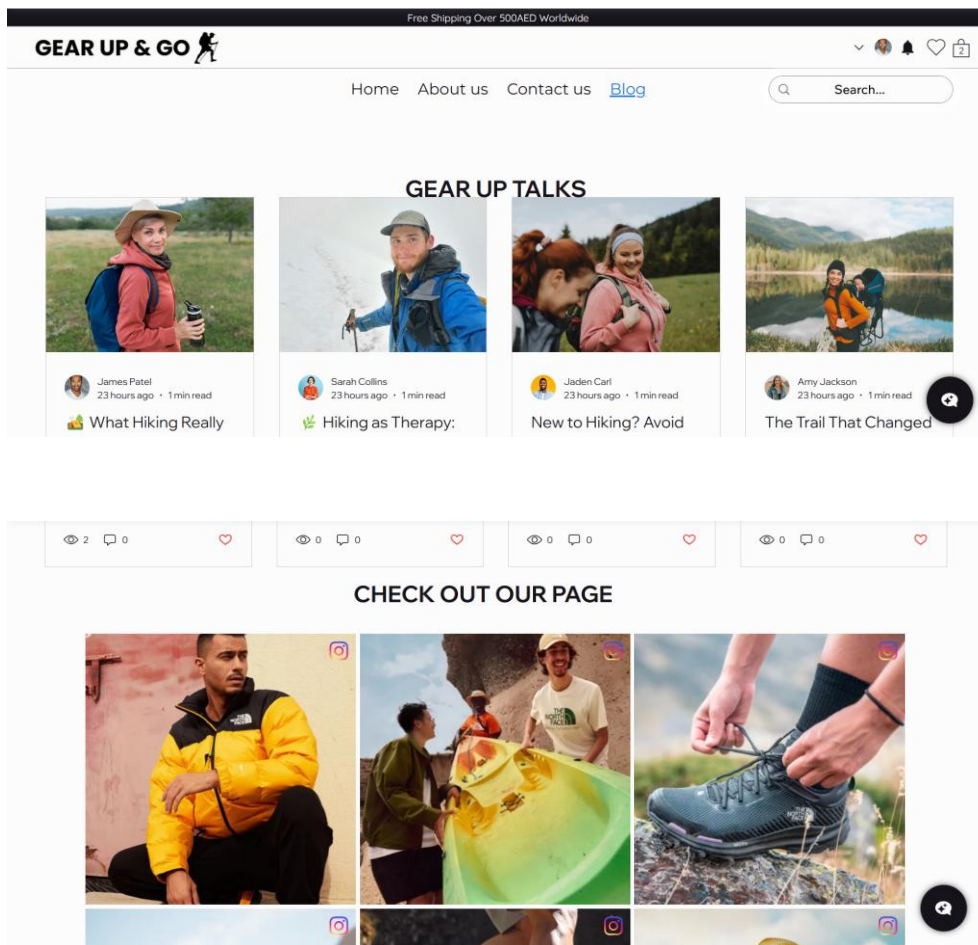
A screenshot of the 'Contact Us' page on the GEAR UP & GO website. The page features a large image of the Burj Khalifa on the left. On the right, there is a contact form with fields for 'First name', 'Last name', 'Email \*', and 'Phone'. Below these fields are star ratings and a 'Donation' section with buttons for 'AED 10', 'AED 20', and 'AED 30', and a text input for 'Enter an amount'. A 'Submit' button is at the bottom right of the form.

The Contact Us page features a user-friendly form where visitors can enter their First Name, Last Name, Email, and Phone Number—selecting their country code as needed

A close-up view of the contact form elements. It shows the 'Star rating' section with five stars, the 'Donation' section with buttons for 'AED 10', 'AED 20', and 'AED 30', and a text input field for 'Enter an amount'. A 'Submit' button is visible at the bottom.

Alongside the form is a star rating system for user feedback and an optional donation feature. Users can choose preset donation amounts of 10, 20, or 30, or enter a custom amount. The page is completed with a prominent “Submit” button to send the form securely.

# Blog



The Blog page showcases all published blogs in a visually appealing layout. Each blog entry includes a title, preview image, and a short snippet of the story. Users can click on any blog to view the full post and read the complete story. This section encourages community engagement and sharing of experiences related to adventure and outdoor lifestyles.

# Gift card

Free Shipping Over 500AED Worldwide

GEAR UP & GO

Home

About us

Contact us

Blog

Search...

Gift Card

### eGift Card

.AED 25

You can't go wrong with a gift card. Choose an amount and write a personalized message to make this gift your own.

Amount

.AED 25

.AED 50

.AED 100

.AED 150

.AED 200

Quantity

—

1

+

Who's the gift card for?

For someone else

For myself

For someone else

For myself

Recipient email \*

Recipient name

Delivery date

Now

Message


Add to Cart

Buy Now

The Gift Card section allows members to gift their favorite explorer a digital card with preset values of 25, 50, 100, or 150 AED, with an option to increase the quantity. Users can choose whether the gift is for someone else or for themselves. The form includes fields for the recipient's name, email, delivery date, and a personalized message. The section is equipped with both "Add to Cart" and "Buy Now" buttons for a smooth checkout experience.




# Feedback Form


GEAR UP & GO 


## GEARUPANDGO Feedback Form


Thank you for shopping with us! Please share your experience and feedback to help us improve.


How would you rate your overall shopping experience?

☐ 

☐ 

☐ 


☐ 

☐ 

Which category did you purchase from?

☐ Hiking Gear

☐ Camping Equipment

 Jotform

Now create your own Jotform - It's free!

Create your own Jotform

☐ Footwear

☐ Accessories

How satisfied are you with the quality of the products?

☐ 1

☐ 2

☐ 3

☐ 4

☒ 5

How likely are you to recommend GEARUPANDGO to a friend?

☐ 1

☐ 2


☐ 3

☐ 4

☐ 5

Please share any suggestions or comments.

Submit

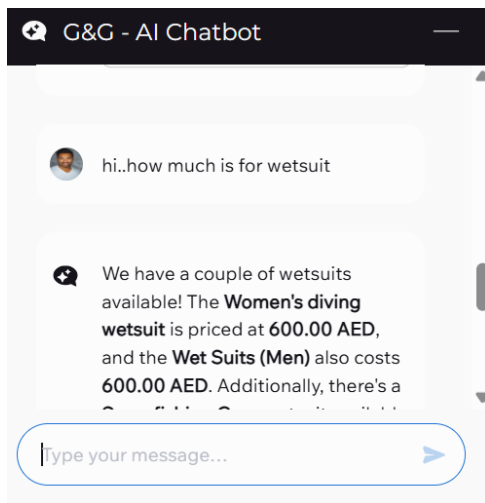
 Jotform

Now create your own Jotform - It's free!

Create your own Jotform

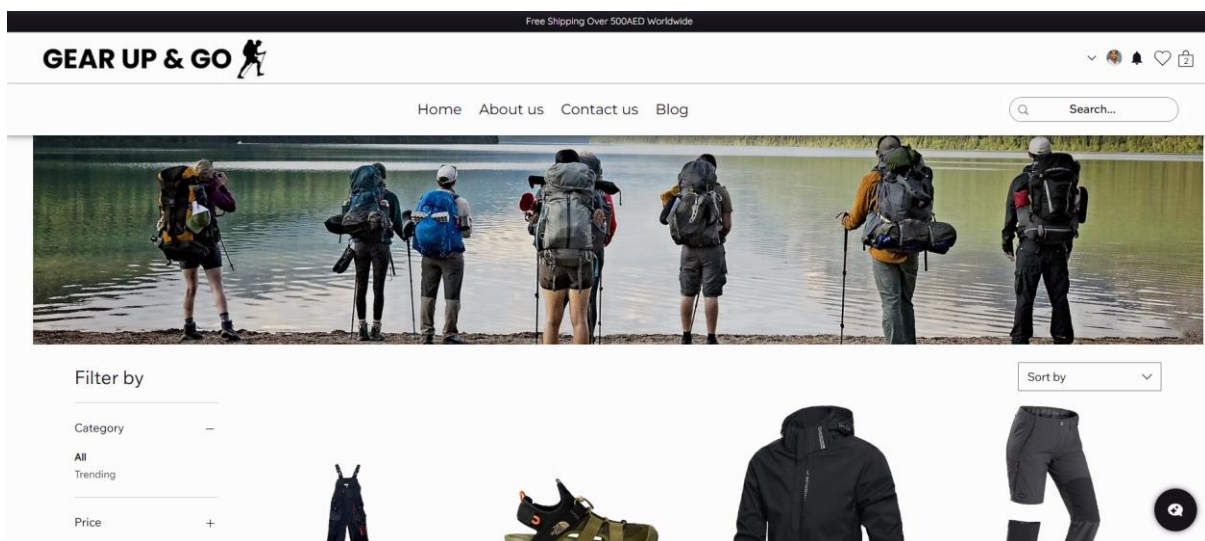
The **Feedback Form** is accessible from the homepage, located at the right side of the page. When clicked, it opens a form where users can rate their shopping experience. Users can select the category of the products they purchased, rate their satisfaction level on a scale of 1-5, indicate how likely they are to recommend Gear Up & Go, and leave a detailed message. This section allows customers to provide valuable insights and helps improve the overall shopping experience.

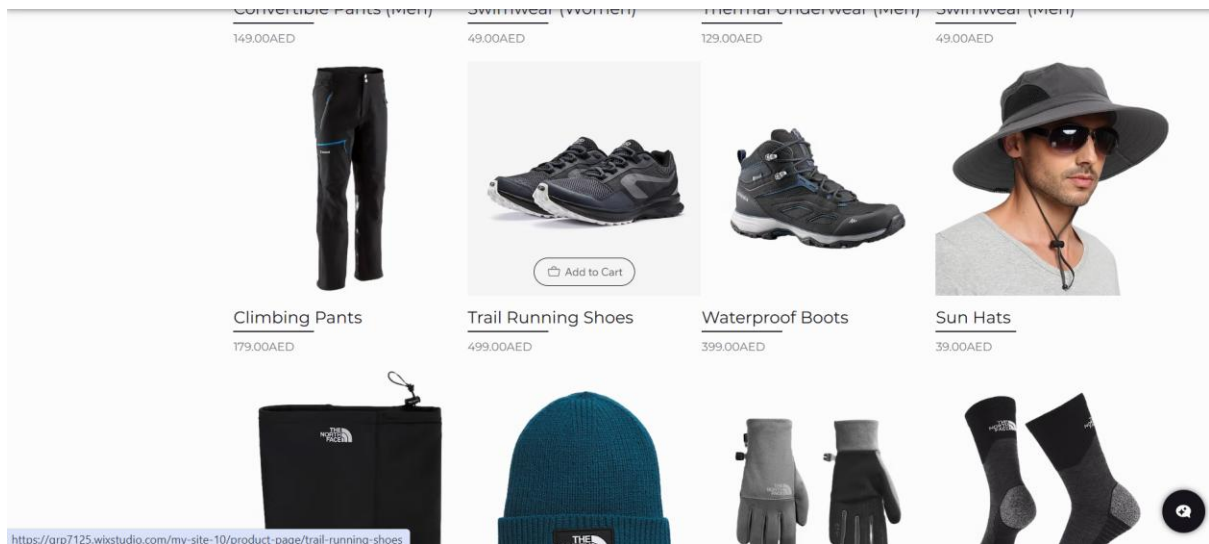
## ChatBot



The **Chatbot** is integrated on the website to provide instant answers to users' questions. It offers 24/7 support, addressing queries related to the website's features, product information, shipping details, and more. Users can interact with the chatbot in real-time for a seamless experience, ensuring their inquiries are resolved quickly without needing to wait for human assistance.

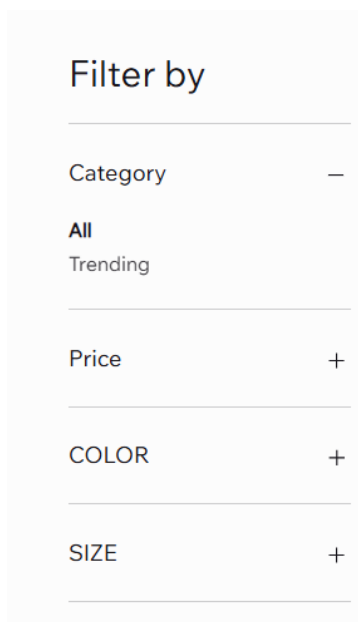
## Category Page





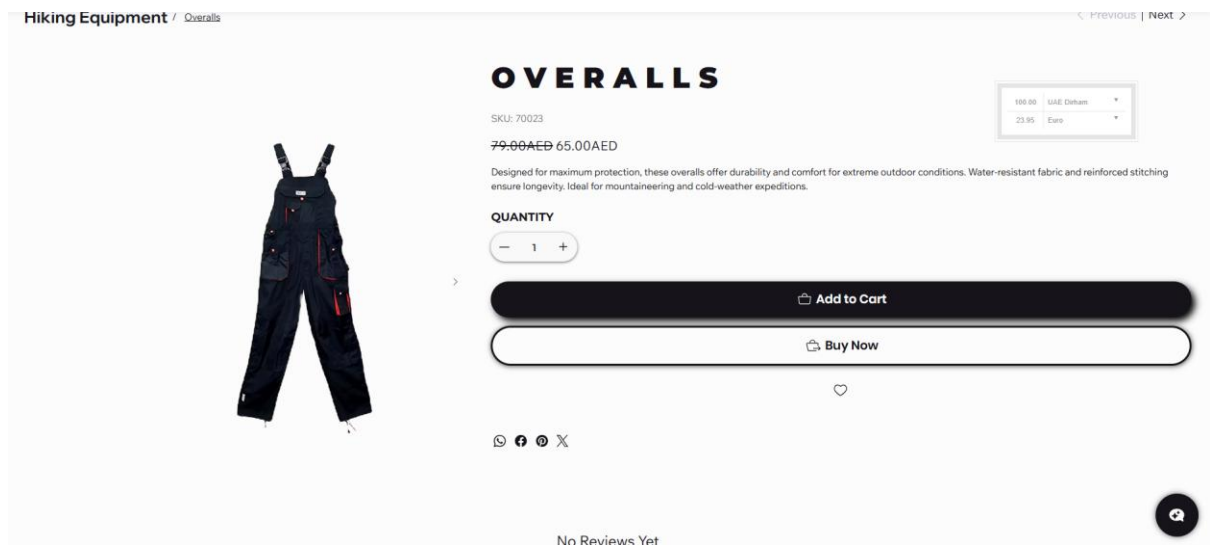
The **Category Page** displays a comprehensive list of all products within the selected category. Users can browse through the products, filtering based on their preferences. Each item can be easily added to the cart with the **"Add to Cart"** button beside it. The page allows for smooth navigation, enabling customers to quickly find the products they are interested in and proceed with their shopping experience.

## Filter by



The **Filter By** section on the Category Page allows users to refine their product search. Filters include options such as **Category**, **Price**, **Color**, and **Size**, enabling customers to quickly narrow down their choices and find exactly what they're looking for. This feature enhances the shopping experience by offering a personalized browsing journey based on user preferences.

## Product page



The **Product Page** provides users with clear, high-quality images of the product from multiple angles. Below the images, users can select the desired **quantity**, add the item to their cart, or choose to **Buy Now**. Options to **Add to Wishlist** are also available for future consideration. Additionally, a **Currency Converter** allows users to change the displayed price according to their local currency, ensuring a smooth and personalized shopping experience.

# WEBSITE TESTING [ TM 2 ]

## SIGN UP

The screenshot shows a 'Sign Up' form with the following elements: a title 'Sign Up', input fields for 'First name' and 'Last name', an email field containing '\*\*\*.com' with a red border and a tooltip message 'Please include an '@' in the email address. 'vah.com' is missing an '@'.', a password field with four dots, two checkboxes for 'I agree to the terms & conditions' and 'I agree to the privacy policy', a 'Submit' button, and a link 'Already a member? Log In'.

The screenshot shows a 'Sign Up' form with the following elements: a title 'Sign Up', input fields for 'First name' and 'Last name', an email field containing '\*\*\*\*\*@facebook.com', a password field with four dots, two checkboxes for 'I agree to the terms & conditions' and 'I agree to the privacy policy', a 'Submit' button, and a link 'Already a member? Log In'.

Domain	Input	Result	Outcome
Gmail	***.com	Error	Fail
Facebook	*****@facebook.com	Registered	Pass
Uwl	*****@uwl.ac.uk	Registered	Pass
Uwl	*****@uwl.student.uk	Registered	Pass
Gmail	*****@gmail.com	Registered	Pass
Facebook	*****@facebook.com@	Error	Fail
Non Existing	@gmail. @_	Error	Fail

- To register on the website, an email address with a proper domain name ending must be provided
- The registration form accepts capital letters and small letters
- A username only is not accepted
- Emails registered is not accepted
- Emails must have @

# LOGIN

## Log In

New to this site? [Sign Up](#)



Email

Password

[Forgot password?](#)

[Log In](#)

or log in with

## Log In

New to this site? [Sign Up](#)



Email   
Double check your email and try again.

Password

[Forgot password?](#)

[Log In](#)

or log in with

## Log In

New to this site? [Sign Up](#)



Email   
Double check your email and try again.

Password   
Passwords must be at least 4 characters long. Try again.

[Forgot password?](#)

[Log In](#)

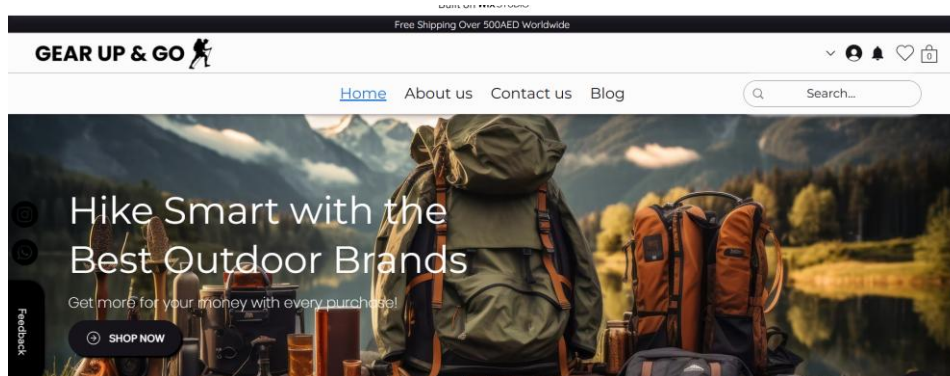
or log in with

Email	Password	Result
<a href="#">*****@gmail.com</a> (Match)	Match	Pass
<a href="#">***@facebook.com@</a> (Not Match)	Not Match	Fail
<a href="#">*****@gmail.com</a> (Match)	Not Match	Fail
@gmail. @_	Not Match	Fail

- Both email and password should match thelf registered info on the website to log in
- If either of the input fields is provided with data does not match with database will not be accepted
- If user forgets password can reset password by clicking forgot password

# NAVIGATION



Action	Navigation	Result
Click on Home Page	Redirect to Home Page	Pass
Search Bar	Returns products based on input	Pass
Click Contact Us	Returns Contact Form	Pass
Click Blog	Returns Blog Page	Pass
Click Shopping Cart	Returns Items added	Pass
Click About Us	Returns About	Pass
Click User Profile	Returns(Wallet, account, addresses, wishlist, member page, logout)	Pass
Click Notifications Bell	Returns (Settings, Notifications)	Pass
Click Socials	Redirects To Social Pages	Pass
Click Legal Pages	Redirects To (Accessibility, FAQ, T&C ...)	Pass
Click ChatBot	Opens up Chat	Pass
Click E-Gift Card	Returns To E-Gift Card Page	Pass
Click Feedback	Redirects To FeedBack Form	Pass
Click Location Map	Points Location Map	Pass

- Most of the navigation controls are clickable to open a subpage
- Search Bar navigate based to the products based on a product input

# CONTACT US

First name

Last name

Email \*

Phone

Star rating

Donation

Any Questions \*

Submit

Last name

Email \*

Phone

Star rating

Donation

Any Questions \*

Submit

Thanks, we received your submission.

**Submission details**

vahithuthaspeeha@gmail.com

Apr 17, 2025, 11:11 PM

Edit Download PDF

Email

vahithuthaspeeha@gmail.com

Any Questions

queries about the products

Name	Email	Phone	Submit	Message	Result
Blank	Blank	Blank	Yes	Filled	Fail
Filled	Filled	Filled	Yes	Blank	Fail
Blank	Filled	Blank	Yes	Filled	Pass
Filled	Filled	Filled	No	Filled	Fail

- Once the query is received by the admin, it will be addressed
- All the input fields are not required to be filled
- The user need only to fill email and message
- Email must have proper domain ending
- Submit button must be clicked or message won't be sent



## GROUP ACTIVITIES [ TM 3]

### MINUTES OF MEETING

Stage 1	<b>PROJECT KICKOFF</b>
Mode	In person at university
Status of attendance	All present
Date	Feb 16 – feb 25
Minutes	<ol style="list-style-type: none"> <li>1. Decided on an adventure and outdoor gear e-commerce website as the project focus.</li> <li>2. Finalized the website name: <i>Gear Up &amp; Go</i>.</li> <li>3. Confirmed 10 product categories, each containing 20 products.</li> <li>4. Developed a task checklist to outline initial actions.</li> </ol>
Challenges	Scheduling conflicts arose due to competing priorities.
Solutions	Conducted in-person meetings at university to ensure alignment.
Action items completed	Researched e-commerce platforms; finalized categories.
Stage 2	<b>RESOURCE PLANNING</b>
Mode	Online via Google meet
Status of attendance	All present
Date	Feb 26 – march 5
Minutes	<ol style="list-style-type: none"> <li>1. Compiled high-resolution images for two categories per member (40 images each).</li> <li>2. Selected <i>Wix Studio</i> as the development platform.</li> <li>3. Designed a logo to establish brand identity.</li> <li>4. Defined website structure and layout</li> <li>5. Assigned roles and role specific tasks</li> </ol>
Challenges	High-resolution images posed risks to website performance
Solutions	Implemented image compression to optimize load times.
Action Items Completed	Submitted images; prepared page layouts.
Stage 3	<b>WEBSITE FRAMEWORK</b>
Mode	In person at university
Status of attendance	All present
Date	March 6 – March 9
Minutes	<ol style="list-style-type: none"> <li>1. Initiated website development on Wix Studio</li> <li>2. Established pricing for all products</li> <li>3. Produced product descriptions for all items.</li> <li>4. Set clear deadlines to maintain momentum.</li> </ol>
Challenges	Compiling accurate product specifications proved time-intensive.
Solutions	Consolidated data from reliable sources to ensure precision.
Action Items completd	Completed descriptions; distributed website draft.
Stage 4	<b>COLLABRATIVE DESIGN</b>

Mode	Online via google meet
Status of attendance	All present
Date	March 10 – March 15
Minutes	<ol style="list-style-type: none"> <li>1. Established a Trello board for task management.</li> <li>2. Created a Gantt chart to track the 8-week timeline.</li> <li>3. Constructed website pages for efficient navigation.</li> <li>4. Created a Work Breakdown Structure (WBS) for task clarity.</li> <li>5. Integrated features: filters, search bar, wishlist, and customer reviews.</li> </ol>
Challenges	Image sizes caused delays in page loading.
Solutions	Optimized images to enhance performance.
Action items completed	Updated Trello; conducted design tests across devices.
Stage 5	<b>FEATURE IMPLEMENTATION AND TESTING</b>
Mode	In person at univeristy
Status of attendance	All present
Date	March 15 – march 23
Minutes	<ol style="list-style-type: none"> <li>1. Tested inter-page linking and identified issues: slow loads and scroll failures.</li> <li>2. Fixed errors by optimizing images and debugging scroll settings.</li> <li>3. Finalized an Entity-Relationship diagram for product page databases.</li> </ol>
Challenges	Testing revealed wrong search suggestions across pages
Solutions	Updated search bar to ensure uniform performance.
Action Items Completed	Documented resolutions; validated features.
Stage 6	<b>QUALITY ASSURANCE</b>
Mode	Online via google meet
Status of attendance	All present
Date	March 21 – March 31
Minutes	<ol style="list-style-type: none"> <li>1. Reviewed website pages for functionality and consistency.</li> <li>2. Standardized fonts and colors to align with branding.</li> <li>3. Applied animations to improve user engagement.</li> <li>4. Confirmed responsiveness across mobile, tablet, and desktop platforms.</li> </ol>
Challenges	Mobile layouts exhibited inconsistencies.
Solutions	Redesigned responsive templates to maintain consistency.
Action Items Completed	Secured design; planned final testing.
Stage 7	<b>FINAL INTEGRATION</b>
Mode	In person at univeristy
Status of attendance	All present
Date	April 1 – April 6
Minutes	<ol style="list-style-type: none"> <li>1. Completed end-to-end testing, ensuring all features functioned.</li> </ol>

	<ul style="list-style-type: none"> <li>2. Installed a secure payment gateway for transactions.</li> <li>3. Documented a team charter defining shared goals.</li> <li>4. Compiled the final report in five sections: Introduction, Methodology, Development, Challenges, Conclusion.</li> </ul>
Challenges	Managing testing, payment setup, and report compilation simultaneously.
Solutions	Tasks were divided efficiently, and regular check-ins kept the team on track.
Action items completed	Validated payments; finalized report drafts.
Stage 8	<b>COMPLETION</b>
Mode	Online via google meet
Status of attendance	All present
Date	April 7 – April 13
Minutes	<p>Reviewed and proofread the final report.</p> <p>Tested the website link across devices for responsiveness.</p> <p>Prepared a PowerPoint presentation</p>
Challenges	Noticed minor report typos
Solutions	Conducted a team review
Action items completed	Readied ppt for presentation , Finalized report for submission

## CONCLUSION [ TM 1]

The creation of *Gear Up & Go* reflects a well-executed team effort aimed at delivering a smooth and engaging shopping experience for outdoor lovers. From secure payments to personalized browsing and responsive design, the site combines functionality with user appeal. This project highlights our ability to turn ideas into a fully functional platform while setting a strong base for future upgrades and user-focused innovation. Every feature, from product filtering to the integrated chatbot, was thoughtfully implemented to enhance usability and satisfaction.

Throughout development, challenges such as time constraints and feature integration were handled through effective planning and collaboration. We prioritized user experience by ensuring the website is mobile-friendly and easy to navigate. Regular testing helped maintain quality standards and catch issues early. Additionally, user feedback forms and reviews were included to foster engagement and trust. The overall design was guided by the theme of adventure and exploration, aligning with our brand identity. Moving forward, we plan to expand the platform with more dynamic content, promotional features, and advanced user personalization.

## REFERENCES [ TM 5 ]

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