

A
Project Report
On
"STRANDZZ"

STRANDZZ

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A Report Submitted to
Charotar University of Science and Technology
for Partial Fulfillment of the Requirements for the
3rd Semester Software Group Project-I (CE244)

Submitted at



Computer Engineering

DEPSTAR

At: Changa, Dist: Anand – 388421

December 2022



CERTIFICATE

This is to certify that the report entitled “**STRANDZZ**” is a bonafied work carried out by **Hingu Keval (21DCE031), Vatsal Jajadiya (21DCE034), Ladani Goldi(21DCE049)** under the guidance and supervision of **Assistant Prof. Prasann Barot** for the subject **CE244-Software Group Project-I (CE)** of 3rd Semester of Bachelor of Technology in **DEPSTAR** at Faculty of Technology & Engineering – CHARUSAT, Gujarat.

To the best of my knowledge and belief, this work embodies the work of candidate himself, has duly been completed, and fulfils the requirement of the ordinance relating to the B.Tech. Degree of the University and is up to the standard in respect of content, presentation and language for being referred to the examiner.

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DECLARATION BY THE CANDIDATE

We hereby declare that the project report entitled “**STRANDZZ**” submitted by us to **Devang Patel Institute of Advance Technology and Research(DEPSTAR), Changa** in partial fulfilment of the requirement for the award of the degree of **B.Tech** in Computer Engineering, from **Devang Patel Institute of Advance Technology and Research (DEPSTAR)**, is a record of bonafide CE255 - Software Group Project - II (project work) carried out by us under the guidance of **Prof. Prasann Barot**. We further declare that the work carried out and documented in this project report has not been submitted anywhere else either in part or in full and it is the original work, for the award of any other degree or diploma in this institute or any other institute or university.

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ABSTRACT

In today's fast-changing business environment, it's extremely important to be able to respond to client needs in the most effective and timely manner. If your customers wish to see your business online and have instant access to your products or services.

Online Shopping is a lifestyle e-commerce web application, which retails various fashion and lifestyle products. This project allows viewing various products available enables registered users to purchase desired products instantly using online payment processor (Instant Pay) and also can place order by using Cash on Delivery (Pay Later) option. This project provides an easy access to Administrators and Managers to view orders placed using online payment and Instant Pay options.

In order to develop an e-commerce website, a number of Technologies must be studied and understood. . This thesis aims to develop an online shop for fashion and lifestyle using open source technologies (HTML, CSS, JavaScript, MySQL and Django). This is a project with the objective to develop a basic website where a consumer is provided with a shopping cart application and also to know about the technologies used to develop such an application. This document will discuss each of the underlying technologies to create and implement an ecommerce website.

ACKNOWLEDGEMENT

We, the developer of a E-Commerce Website “STRANDZZ”, with immense pleasure and commitment would like to present the project assignment. The development of this project has given us wide opportunity to think, implement and interact with various aspects of management skills as well as the new emerging technologies.

Every work that one completes successfully stands on the constant encouragement, good will and support of the people around. we hereby avail this opportunity to express our gratitude to number of people who extended their valuable time, full support and cooperation in developing the project.

We express deep sense of gratitude towards our project guides Prof. Dhruvi Gosai for the support during the whole session of study and development. We thank her for the expertise and intelligence she displayed while supervising this project. We believe this good work is a result of her good guidance and cooperation. We cannot forget my friends in the faculty of Computer Science for the academic interactions and Ideas.

It is because of them, that we were prompted to do hard work, adopting new technologies.
Thanks.

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CHAPTER 1 - INTRODUCTION

1.1 INTRODUCTION

An E-commerce website requires appropriate strategy of successful design and implementation. Everything is required to plan from scratch to end of website. The e-commerce sector is seen the exponential growth thus a new option will easily part of this regatta of commercial website. The e-commerce website will feature the online shopping facility of various fashion products under a single web space. The proposed web application will allow business personnel to make their total business using it and increase their reachability thousands of times more than today they have, over the internet. It will allow multiple shopping vendors to sale their products online. The product management in the system will be done in the form of categories. The safety of information is the main requirement of the system and will be handling according to that.

1.2 BACKGROUND OF THE STUDY

The traditional marketing and management of fashion industry is experiencing a revolution because of the emergence of e-commerce. Since the birth of e-commerce, businesses have been able to make use of the Internet in reducing costs associated with purchasing, managing supplier relationships, streamlining logistics and inventory, and developing strategic advantage and successful implementation of business re-engineering. E-commerce allows companies to improve communications within the supply chain and enhance service offering, thus providing chances for competitive differentiation.

Fashion is a distinctive and often habitual trend in the style in which a person dress. It is the prevailing styles in behaviour and the newest creations of textile designers. *Fashion design* is influenced by cultural and social latitudes, and has varied over time and place. Fashion designers attempt to design clothes which are functional as well as aesthetically pleasing. They must consider who is likely to wear a garment and the situations in which it will be worn. Anthropology, the study of culture and human societies, studies fashion by asking why certain styles are deemed socially appropriate and others are not. A certain way is chosen and that becomes the fashion as defined by a certain people as a whole, so if a particular style has a meaning in an already occurring set of beliefs that style will become fashion. According to Ted Polhemus and Lynn Procter (2008), fashion can be described as a beautification. Fashion changes very quickly and is not affiliated with one group or area of the world but is spread out throughout the world wherever people can communicate easily with each other.

The fashion industry is a product of the modern age. Historically, prior to the mid-19th century, most clothing was custom-made. It was handmade for individuals, either as home production or on order from dressmakers and tailors. By the beginning of the 20th century with the rise of new technologies such as the sewing machine, the rise of global capitalism and the development of the factory system of production, and the proliferation of retail outlets such as department stores clothing had increasingly come to be mass-produced in standard sizes and sold at fixed prices.

Although the fashion industry developed first in Europe and America, as of 2014 it is an international and highly globalized industry, with clothing often designed in one country, manufactured in another, and sold world-wide. For example, an American fashion company might source fabric in China and have the clothes manufactured in Vietnam, finished in Italy, and shipped to a warehouse in the United States for distribution to retail outlets internationally. The fashion industry has long been one of the largest employers in the Kenya, and it remains so in the 21st century (from Mitumba sellers to custom made tailors). However, Kenyan government declined considerably as production increasingly shipped from overseas, especially from China. Instead, they encourage people to buy Kenyan made fashion products under the slogan “*Buy Kenya, Build Kenya.*” Because data on the fashion industry typically are reported for national economies and expressed in terms of the industry’s many separate sectors, aggregate figures for world production of textiles and clothing are difficult to obtain. However, by any measure, the clothing industry accounts for a significant share of world economic output.

The fashion industry consists of four levels:

- The production of raw materials, principally fibres and textiles but also leather and fur.
- The production of fashion goods by designers, manufacturers, contractors, and others.
- Retail sales.
- Various forms of advertising and promotion.

These levels consist of many separate but interdependent sectors. These sectors are Textile Design and Production, Fashion Design and Manufacturing, Fashion Retailing, Marketing and Merchandising, Fashion Shows, and Media and Marketing. Each sector is devoted to the goal of satisfying consumer demand for apparel under conditions that enable participants in the industry to operate at a profit. STRANDZZ falls under the retail category and truly need an ecommerce website to market and sell their products. The ecommerce system will make their daily operations and customer service efficient, error free and effective.

1.3 STATEMENT OF THE PROBLEM

Traditionally, customers are used to buying the products at the real, in other words, factual shops or supermarkets. It needs the customers to show up in the shops in person, and walk around different shopping shelves, and it also needs the owners of shops to stock, exhibit, and transfer the products required by customers. It takes labour, time and space to process these operations.

Furthermore, the spread of the Covid-19 pandemic has caused a lot of changes in our lifestyle, people fearing to get outside their homes, transportation almost shut down and social distancing becoming all the more important. Big to small scale business that relied on the traditional incur a lot of consequence due to the lockdown issues. Some tend to move towards using social media platforms like Facebook to sell their product. However, the social media platforms have been beneficial for marketing purposes alone but leaves the whole task of customer and massive order management via direct messaging (DM), which takes a lot of

time to respond to all customers. In addition, everyone tends to use social media, posing a great challenge to differentiate between scammers (fraudsters) and legit sellers.

1.4 THE SOLUTION

“**STRANDZZ**” is an Online shopping system provides a solution to reduce and optimize these expenses. Authorized Customers do not need to go to the factual shops to choose, and bring the products they need by hands. They simply browse their Personal computers or cell phones to access shops, and evaluate the products description, pictures on the screen to choose products. In addition, the owners of the shop do not need to arrange or exhibit their stocks products. They just input the description, prices of products, and upload their pictures. Simply, both customers and shop owners do not need to touch the real products in the whole process of shopping, and management. In the end the logistic centre will distribute the products required by customers, or products ordered by shop owners to their locations. The customers are able to track the status of their orders until delivery, after which they can leave a review of the type of service they received. The payment and products’ quantity will be saved in database through the data flow. These shopping, management and distribution processes greatly simplify and optimize the retail business.

1.5 AIMS AND OBJECTIVES

The main objective of the study is to develop an online fashion brochure system. The system aims to achieve the following objectives:

- To design an online fashion system.
- To provide a solution to reduce and optimize the expenses of customer order management.
- To create an avenue where people can shop for fashion products online.
- To develop a database to store information on fashion products and services.

1.6 RESEARCH METHODOLOGY

The research method used for this project work is quantitative research reviews the current system, provide its description, identifying the discrepancies and eventually giving a suitable solution. Therefore, the method used in the design and collections of information from various sources are as follows:

- Studying the present system in detail and the organizational style.
- Knowing and understanding the input and output processes of the existing system.
- A qualitative form of interview was conducted in the organization to understand the mode of operation of the old system.

1.7 SIGNIFICANCE OF THE STUDY

With the aid of an efficient information system, fashion associations can be able to react quickly by giving out information about changes in the market and latest trends to the public.

An online application not only saves time and money, but also minimizes administrative efforts and cost. It provides an avenue to market products to a whole new audience. Here are benefits of having an STRANDZZ system;

- Easy advertisement of new products and services
- Saves time on the part of the buyer due to the fact that they can do transactions for any product or make enquiries about any product or services provided by a company anytime and anywhere.
- It aids a fashion company in providing better customer service.
- It helps to simplify business processes and make them faster and more efficient.

1.8 DEFINATION OF TERMS

- **Fashion:** fashion is a distinctive and often habitual trend in the style in which a person dress.
- **Fashion design:** fashion design is the art of the application of design and natural beauty to clothing and accessories.
- **Fashion designer:** a fashion designer is someone who loves to study fashion trends, sketch designs, select materials, and have a part in all the production aspects of their designs. fashion designers create women's, men's and children's apparel. this might include sportswear, maternity wear, outerwear, underwear, formalwear, eyewear and footwear. there are also accessory designers who design belts, scarves, hats, handbags and hosiery.
- **Association:** an association is an organized body of people who have an interest, activity, or purpose in common; a society.
- **Web based application:** a web-based application is a software package that can be accessed through the web browser. the software and database reside on a central server rather than being installed on the desktop system and is accessed over a network.
- **Web browser:** a web browser is a software application used to enable computer users locate and access web pages.
- **E-commerce:** electronic commerce is the buying and selling of goods and services, or the transmission of funds or data, over an electronic network, primarily the internet.
- **Catalogue:** a product catalogue is a file that contains a list of all the products you want to advertise. Each line of the product catalogue contains a description of each product, including an id, name, category, availability, product URL, image URL and other product attributes.

CHAPTER 2- LITERATURE REVIEW

2.1 ABOUT LITERATURE REVIEW

Literature review is an expressive study based on the detailed review of earlier pertinent studies related to the various concepts of online shopping to discover the concept of online shopping. It highlights the status of online shopping, importance and problems of online shopping, factors affecting online shopping and a critical review of the privacy and security issues in online shopping.

2.2 STATUS OF ONLINE SHOPPING IN PERSENT BUSINESS ENVIOURNMENT

Online buying behavior is affected by various factors like, economic factors, demographic factors, technical factors, social factors, cultural factors, psychological factors, marketing factors and legislative factors. Customers choose an online-shop mainly based on references, clarity terms of delivery, graphic design and additional services. Problematical customers read discussions on the Internet before they spend their money on-line and when customers are incapable to purchase the product fast and with no trouble they leave online-shop.

Kotler, (2003) described Consumer buying method as learning, information-processing and decision-making activity divided in several consequent steps: Problem identification, Information search, Alternatives evaluation, Purchasing decision, Post-purchase behavior.

Euthymia identified the main constituent of the online shopping experience as follows: the functionality of the Web site that includes the elements trade with the site's usability. the emotional elements planned for lowering the customer's hesitation by communicating trust and credibility of the online seller and Web site and the content elements including the aesthetic aspects of the online presentation and the marketing mix. Usability and trust are the issues more regularly found to influence the online consumer's behavior. Karayiannis, (2 examined that discriminating of potential determinants between web- shoppers and non-shoppers.

Free shipping is a great motivator to purchase the products and customers are willing to pay nominal charges for getting their products. While compare the shopping with others shopping, consumers take product price and shipping charges almost equally into deliberation. There are some ways thatretailers can do to improve the experience for their online shoppers. The first is to write the expected delivery date of the order, customers are willing to wait for their orders but want to knowjust how long that force is. Timely coming of product shipment encourages shoppers to recommend an online retailer.

Consumers also want to track updates and delivery notifications to understand when their package is incoming. Online shoppers want flexibility in their shipping, mainly the abilityto give special delivery instructions or schedule a delivery time. Customers are also wanting to get the address changing option for filling the wrong address when they are purchasing online.

2.3 IMPORTANCE OF ONLINE SHOPPING

Consumers can purchase any goods and services anytime at everywhere. Online shopping is user friendly compare to in store shopping because consumers can just complete his requirements just with a click of mouse without leaving their home. Online shopping has some advantages like below

- Save the Time of the consumers.
- They can purchase any time anywhere
- They can compare the price with the others retailers very easily.
- Compare the advertising price and actual price
- They can easily track their product
- They can use cash back policy
- They can purchase the product from the foreign marketers.

CHAPTER 3 - PROJECT MANAGEMENT

3.1 Technical feasibility:

Since the project is designed with Microsoft Visual Studio, it is easy to install in all the systems wherever needed. It is more efficient, easy and user friendly to understand by everyone. Huge amount of data can be handled efficiently using Microsoft SQL Server as a back end and it also handles stored procedures.

3.2 Time schedule feasibility:

The project has simple working and the basic requirement can be satisfied within the allotted time period so the time development feasibility for this is satisfied.

3.3 Operational feasibility:

The number of users to this application is very vast and every user can use this application to check different pc parts. These kinds of applications are becoming more common day by day. And this Project is divided into different modules so that every user has no privileges to see every module, they can see only their permissible module only. Hence, this system is operationally feasible.

3.4 Implementation Fesaibility:

The requirements mentioned above can be fulfilled using various technologies available. Django, MySQL, etc. The system uses basic coding standards and implementation rules and logic. The system is reliable and easy going for all users.

3.5 Project Planning:

3.5.1 Project Development Approach and Justification

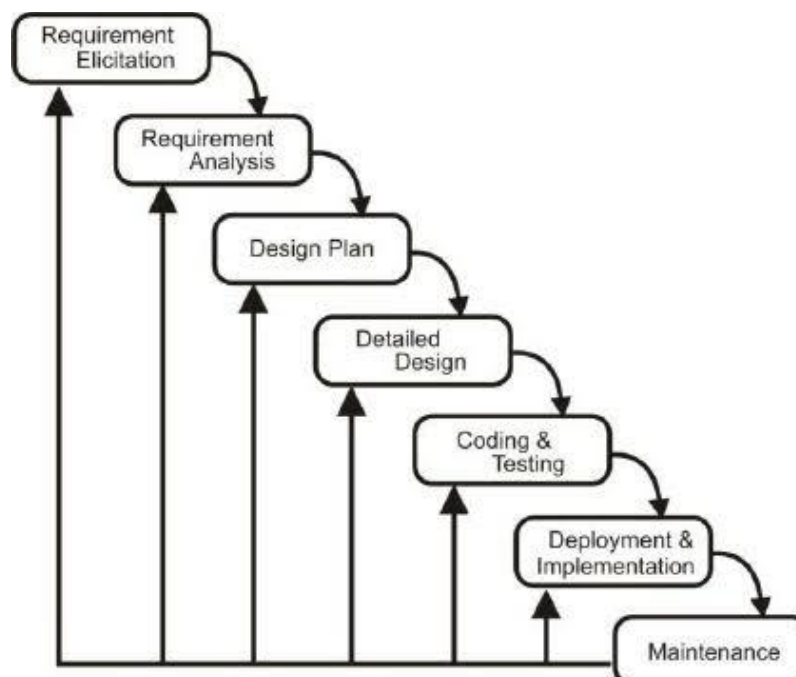


Figure 3.1: waterfall method

3.5.2 Project Scheduling(Workflow)

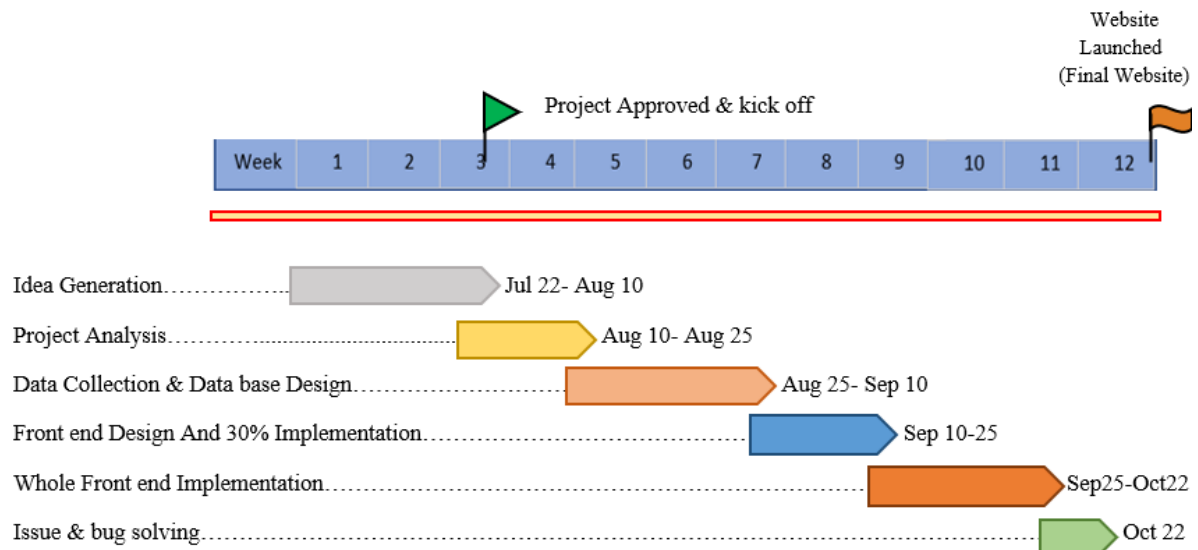


Figure 3.2: Gantt Chart

CHAPTER 4 - SYSTEM REQUIREMENT

These are the necessary tools and materials needed to build the website both the frontend and the back-end. These include software and open source materials.

4.1 Hardware Requirements:

- Processor: Intel x86 64-bit chip architecture, 12 CPU, cores at 2Ghz.
- RAM: Minimum 4 GB.
- Hard Disk: Minimum 2 GB.

4.2 Software Requirements:

Server Side: Any Operating System which has graphical user interface(GUI).

Client Side: The user's browser should support HTML5 and JavaScript and cookies must be enable for a satisfactory user experience.

- Frontend: HTML, CSS, JAVASCRIPT
- Backend: DJANGO

4.2.1 HTML

The Hyper Text Markup Language, or HTML is the standard markup language for documents designed to be displayed in a web browser. It can be assisted by technologies such as CascadingStyle Sheets (CSS) and scripting languages such as JavaScript.

- HTML stands for Hyper Text Markup Language.
- HTML is the standard markup language for creating Web pages.
- HTML describes the structure of a Web page.
- HTML consists of a series of elements.
- HTML elements tell the browser how to display the content.
- HTML elements label pieces of content such as "this is a heading", "this is a paragraph", "this is a link", etc.

4.2.2 CSS

CSS is used to define styles for your web pages, including the design, layout and variations in display for different devices and screen sizes.

- CSS stands for Cascading Style Sheets.
- CSS describes how HTML elements are to be displayed on screen, paper, or in other media.
- CSS saves a lot of work. It can control the layout of multiple web pages all at once.
- External stylesheets are stored in CSS files.

4.2.3 JAVASCRIPT

JavaScript is a text-based programming language used both on the client-side and server-side that allows you to make web pages interactive. Where HTML and CSS are languages that give structure and style to web pages, JavaScript gives web pages interactive elements that engage a user.

- Incorporating JavaScript improves the user experience of the web page by converting it from a static page into an interactive one.
- To recap, JavaScript adds **behavior** to web pages.

4.2.4 Django

Django is a Python framework that makes it easier to create web sites using Python. Django takes care of the difficult stuff so that you can concentrate on building your web applications.

Django emphasizes reusability of components, also referred to as DRY (Don't Repeat Yourself), and comes with ready-to-use features like login system, database connection and CRUD operations (Create Read Update Delete).

CHAPTER 5 - SYSTEM ANALYSIS

5.1 Requirements of New System (SRS)

5.1.1 Functional Requirements

- The following is the desired functionality of the new system. The proposed project would cover:

Customer Module

- Customer can view/search products without login.
- Customer can also add/remove product to cart without login (if customer try to add same product in cart. It will add only one)
- When customer try to purchase product, then he/she must login to system.
- After creating account and login to system, he/she can place order.
- If customer click on pay button, then their payment will be successful and their order will be placed.
- Customer can check their ordered details by clicking on orders button.
- Customer can see the order status (Pending, Confirmed, Delivered) for each order
- Customer can Download their order invoice for each order
- Customer can send feedback to admin (without login)

Admin Module

- Admin can provide username, email, password and your admin account will be created.
- After login, there is a dashboard where admin can see how many customers is registered, how many products are there for sale, how many orders placed.
- Admin can add/delete/view/edit the products.
- Admin can view/edit/delete customer details.
- Admin can view/delete orders.

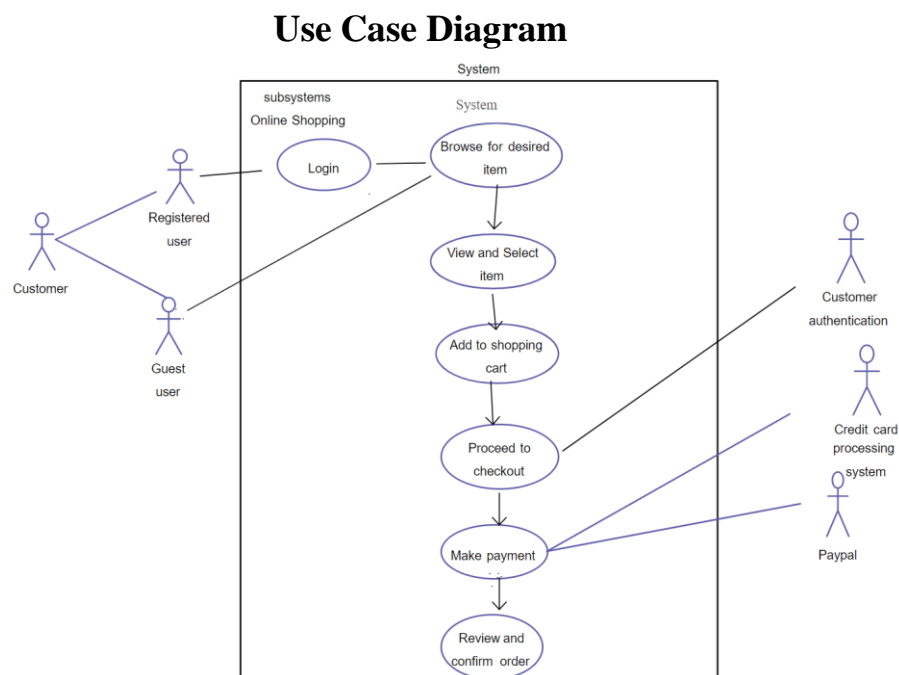


Figure 5.1: use case diagram

5.1.2 Non-Functional Requirements

- Secure access of confidential data by username and password. The application is secure for every kind of its users, because if any user logs out from any session then nobody will be able to access his profile without knowing his confidential password.
- 24*7 Availability.
- Better Component design to get better performance at peak time.
- The database used here is robust, reliable and fast. So users will have to wait for the output for a very short time.
- There is no case of redundancy in the database so it will not take extra memory space.

5.2 FlowChart

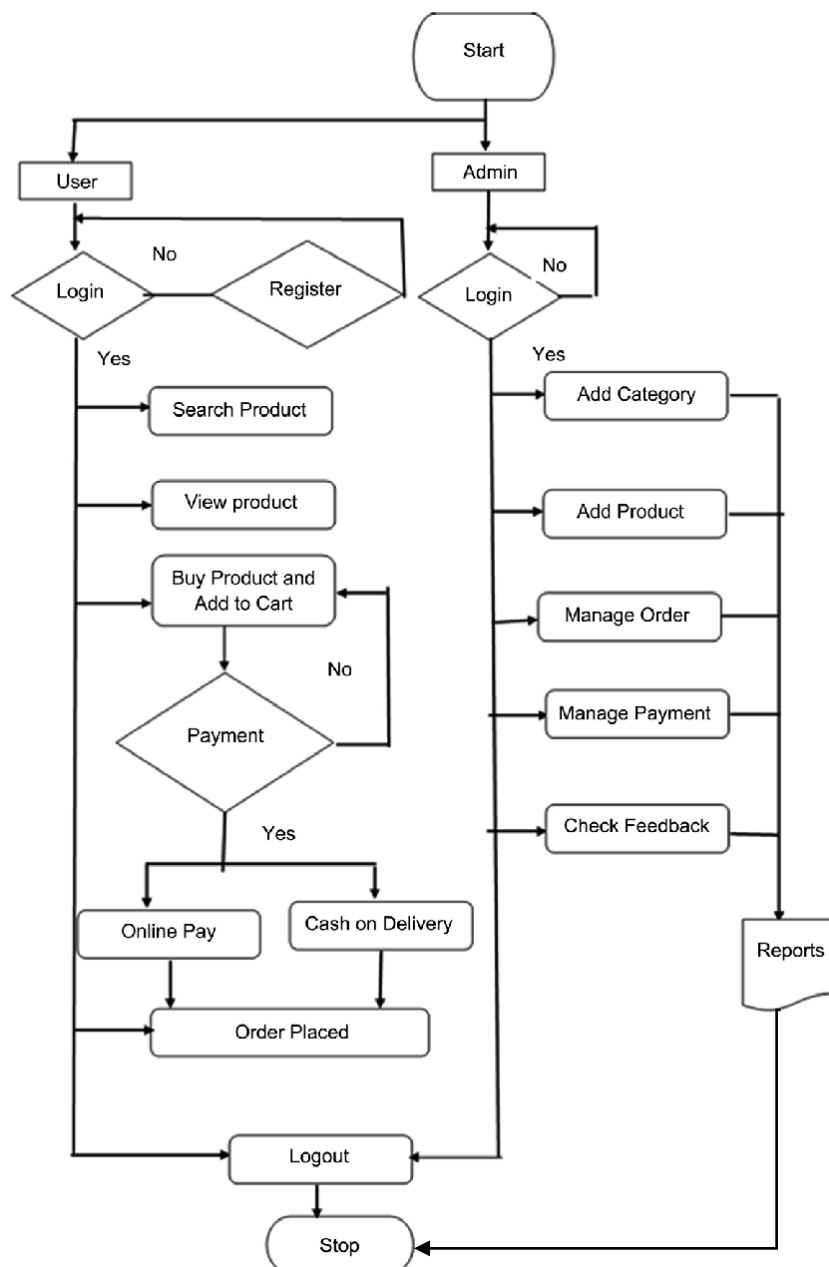


Figure 5.2: FlowChart

CHAPTER 6 – IMPLEMENTATION & OUTCOME

6.1 Home Page

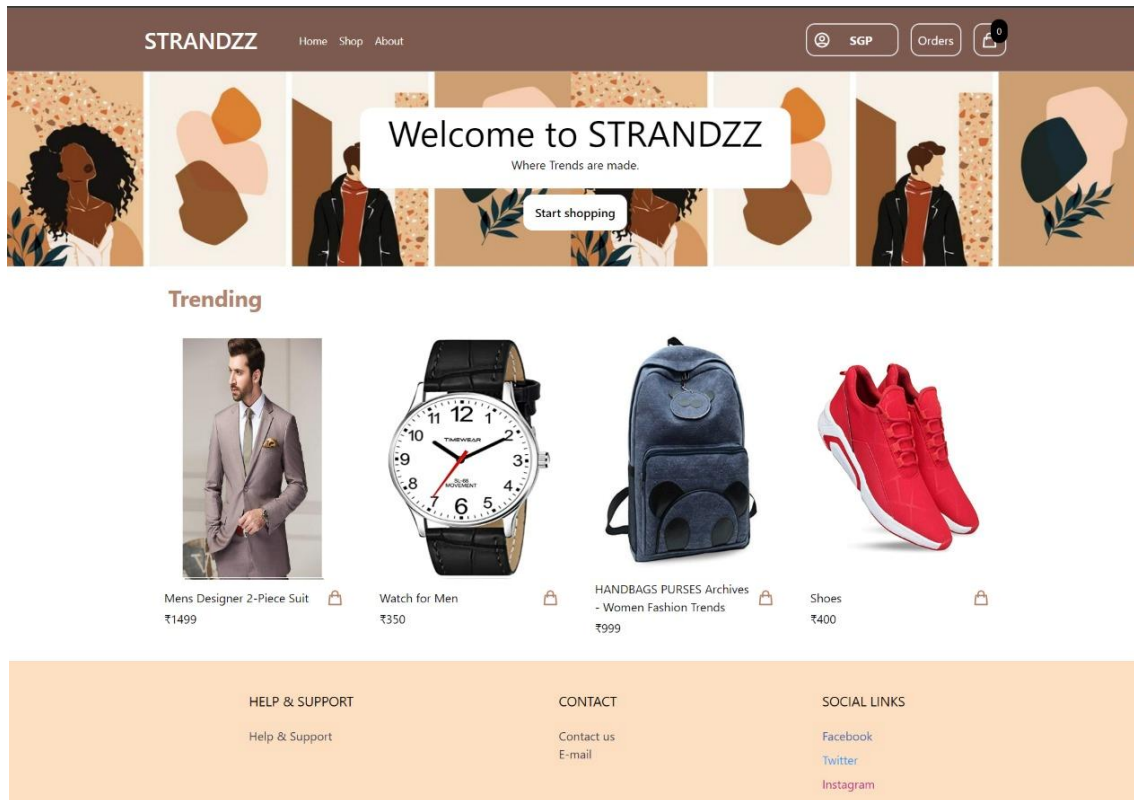


Figure 6.1: Home Page

DESCRIPTION: This is the home page for customer users. Here one user can browse, search products or can login/logout.

6.2 Authentication

6.2.1 Sign-Up

Create Account

Username

First name

Last name

E-mail

Password

Repeat password

Submit

Already have an account? [Sign in](#)

Figure 6.2: Sign-up Page

DESCRIPTION: This is the registration page/Sign up page for users. Here customers can register themselves.

6.2.2 Login Page

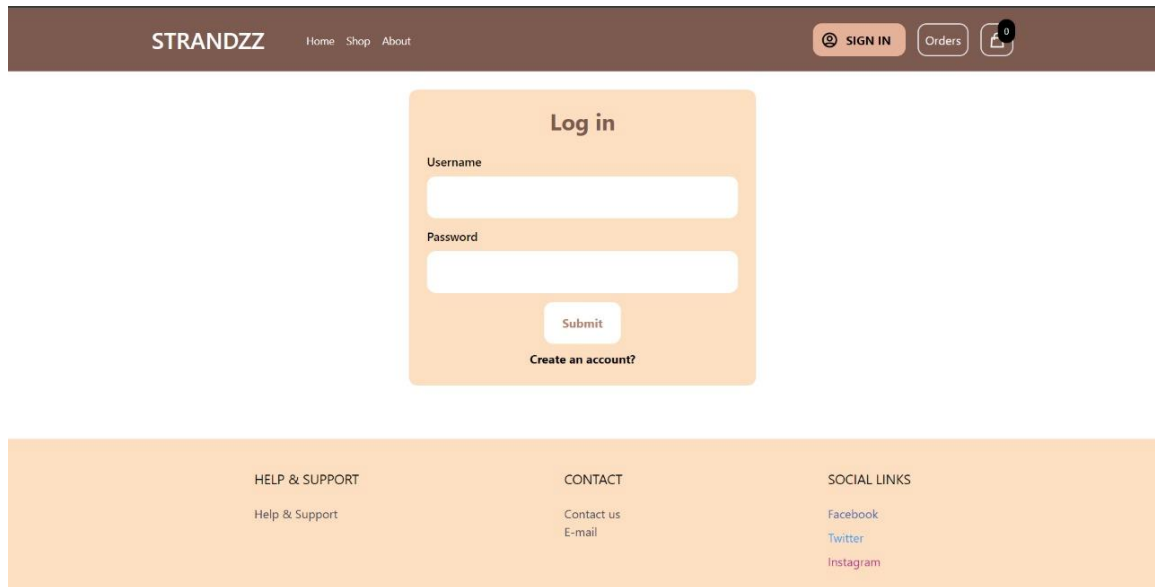


Figure 6.3: Login Page

DESCRIPTION: This is the login page for users. Here customers can login if registered.

6.3 Categories

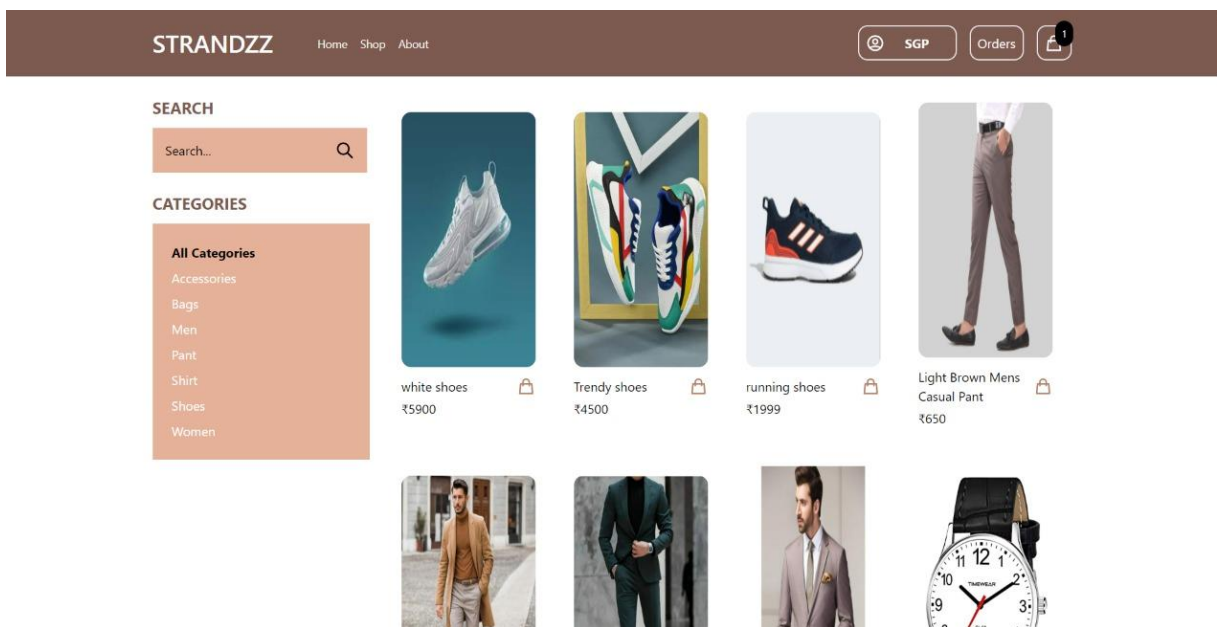


Figure 6.4: Categories

DESCRIPTION: This is category page in which it various type product to users. Here customers can view the products by searching or selecting any product category from the product drop down menu. Users can also add items to cart by clicking on the “Add to Cart” button if the user is logged in.

6.4 My Cart

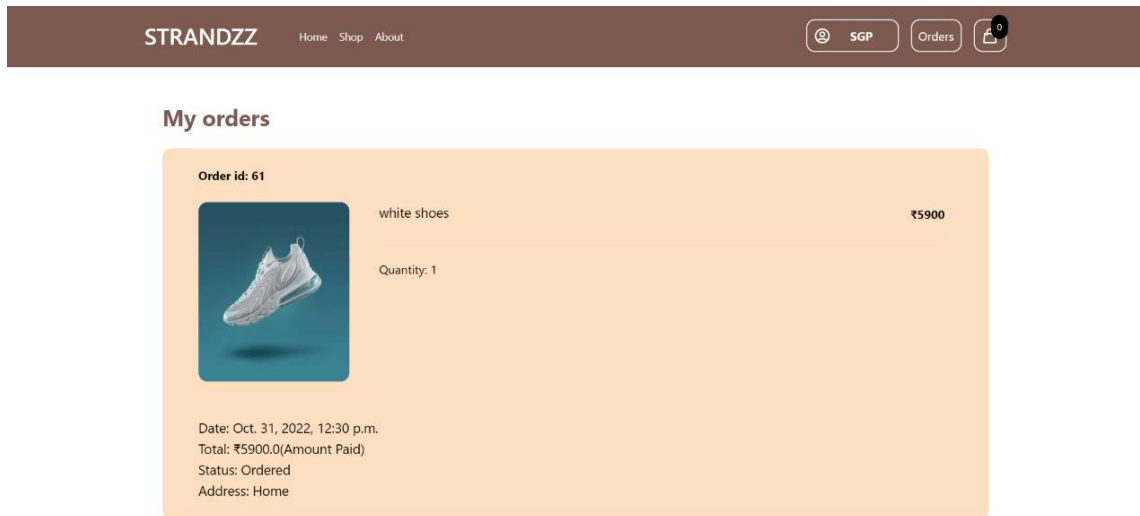


Figure 6.5: My Cart

DESCRIPTION: This is my cart page only for logged in users. Here customers can view the products added to their cart and can also remove products from cart. From here if users wish to buy products in their cart, they can buy them by clicking on “Check Out” button. If no order is placed then it shows the option to "click here" about purchases.

6.5 Contact Us

The screenshot shows the 'Contact Us' form within the STRANDZZ application. The top navigation bar is identical to the previous page. The 'Contact Us' form is presented in a light orange box. It contains four input fields: 'Name' (with 'SGP' entered), 'E-Mail', 'Phone Number', and a larger text area labeled 'Write your Problem'. A 'Submit' button is located at the bottom center of the form.

Figure 6.8: Contact Us

DESCRIPTION: If the user needs to provide feedback or assistance, they can refer to this page

6.6 Checkout Page

STRANDZZ

Home Shop About

SGP

Orders

1

Checkout

SHIPPING INFORMATION

First name

SGP

Last name

Project

Address

Zip code

City/Place

CONTACT INFORMATION

Email

Zip code

City/Place

CONTACT INFORMATION

Email

Phone

SUMMARY

Total

₹5900

Confirm checkout

HELP & SUPPORT

Help & Support

CONTACT

Contact us

E-mail

SOCIAL LINKS

Facebook

Twitter

Instagram

Figure 6.6: Checkout Page

DESCRIPTION: This is the checkout page. Users can place orders from here. Users will be redirected to paytm gateway for payment from users can pay from UPI, Wallet money, Credit card, Debit Card etc.

6.7 Help & Support

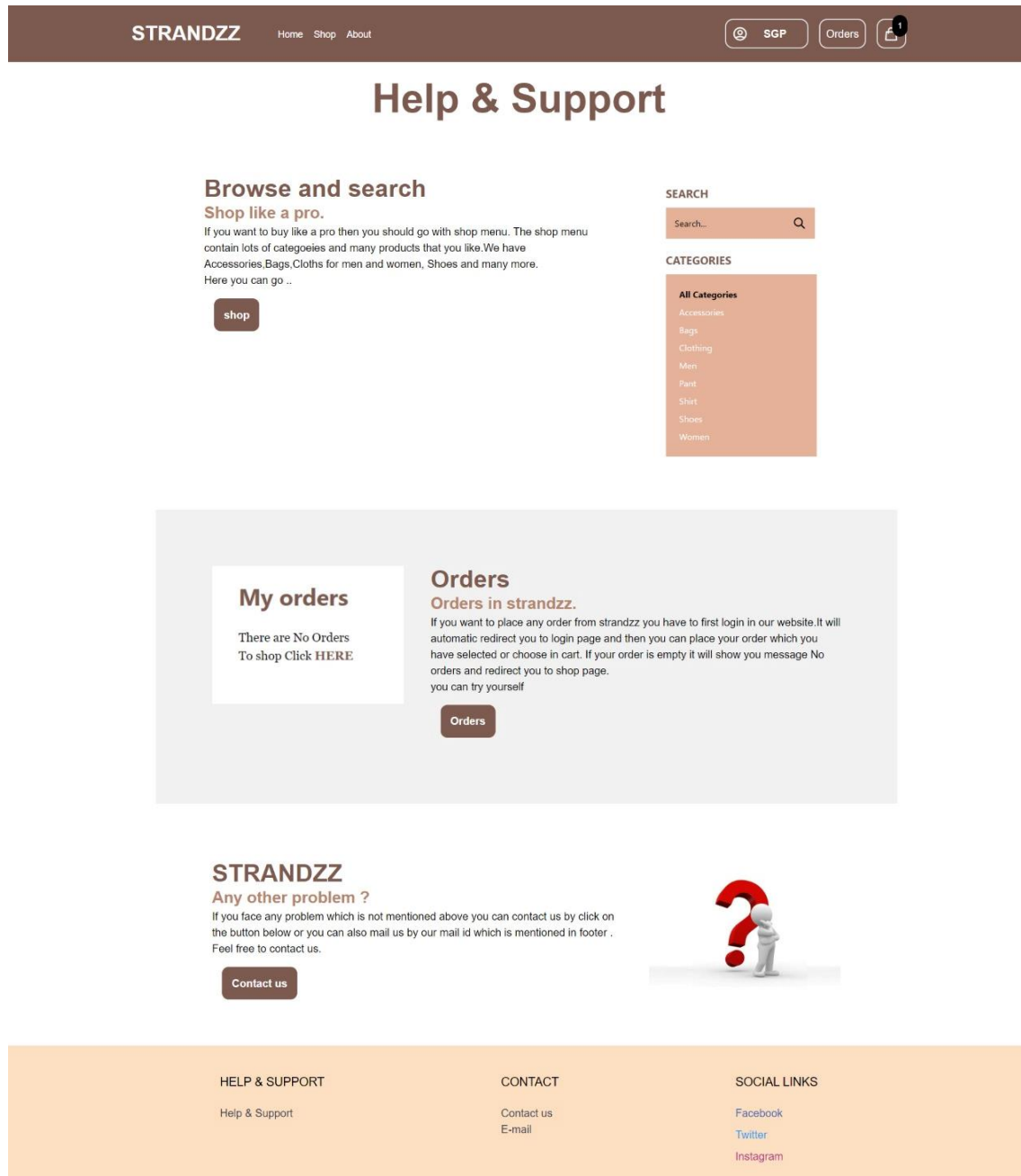


Figure 6.7: Help & Support page

DESCRIPTION: If user need any help and support need then they can review this page.

6.8 About Us

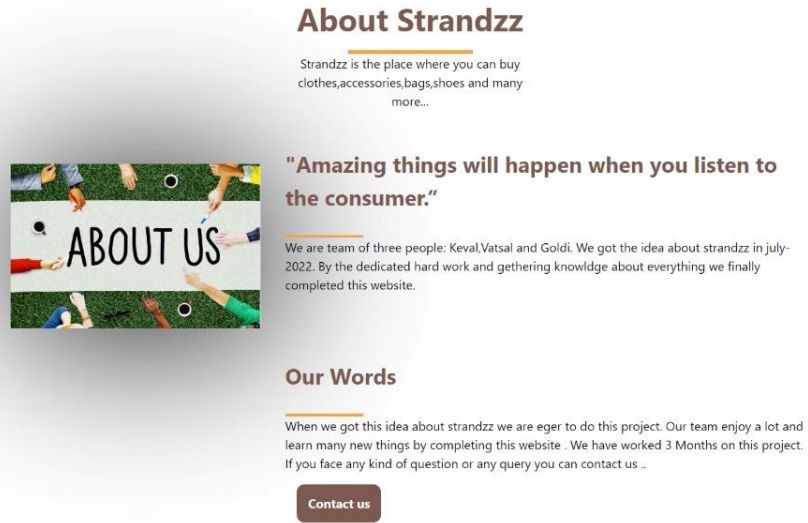


Figure 6.9: About Us

DESCRIPTION: This page describes about website and owners.

CHAPTER 7 – LIMITATIONS AND FUTURE SCOPES

7.1 Limitations

- System is limited to online payment only.
- System is limited to delivery only in India.
- System is limited to usage as a website only.

7.2 Future Scopes

- Invoices need to be implemented in the shop, emails and notifications needs to be sent to customers for new arrivals or discount.
- Cash on delivery needs to be implemented in the shop as well.
- There have to be language varieties so that none-English users and customers can shop easily without any difficulty.

CHAPTER 7 – CONCLUSION & DISCUSSION

7.1 Conclusion

The current system has many loopholes like only online payment and only through stripe checkout could be uncomfortable for some users. Also required high speed internet and computer so it can be little inconvenient.

The proposed system is capable of efficiently eradicating the problems like keeping track of the cart and purchases also after the user logout so terminating the condition where the user has to add items every time, they login.

The user can search/browse products at ease and can buy any suitable item without facing an offline issue where the user has to ask for a description of every item. Also, users can get ideas from reviews which are not available offline.

In this project, we developed a reliable, easy, cheap and convenient system for buying wearable products.

7.2 Discussion

7.2.1 Self-Analysis of Project Viabilities

According to us, this projected is completed with the primary functionalities as specified earlier but then again there is a lot more than this which can be done.

7.2.2 Summary of project work

We have completed our project work using software engineering and system analysis and design approach. We have done work with pre planned scheduling in accordance with the given time and produced the result-oriented progress in project development. We started by learning Django, HTML, CSS etc required in our system then we moved to making front end pages then we connected pages later we started to implement all the functionalities.

CHAPTER 8 – BIBLIOGRAPHY

Reference links

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