**🐾 Pet Essentials – E-Commerce Project Report**

**1. Problem Statement:**

Heads Up For Tails is an e-commerce direct-to-consumer (D2C) platform that retails a diverse set of pet products with a major emphasis on dogs, cats, and small animals. The problem in this project was to architect and create a simple online platform through which the pet parents, in particular first-time parents, could comfortably search and buy the appropriate food, accessories, and care products for their pets. The objective was to save decision fatigue, simplify navigation, and offer value-added bundles that solve actual pet-owner requirements.

**2. Tools & Technologies Used:**

- HTML: Organized product pages, headers, footer, carousels, and content sections.

- CSS: Designed grid layouts, responsive design, styled buttons, product cards, and animations.

- JavaScript: Managed dynamic filtering by pet category, cart and wishlist logic, and discount calculator.

- Figma: Developed layout, product flow, and visual style with desktop-first orientation and mobile consideration.

- Excel: Business model, CAPEX/OPEX estimates, and revenue forecasting.

**3. Creative Features Added:**

To distinguish the platform and provide value for new pet owners and current ones, some important features were included:

- 🎁 Starter Kits for Cats & Dogs: Bundled products featuring food bowls, toys, grooming tools, etc.

- 📦 Bulk Discount Tiers: A JavaScript-built custom price calculator allows users to view how much they are saving in terms of quantity.

- 📬 Subscription Box: A selection of monthly delivery consisting of treats, toys, and grooming samples for ₹799/month.

- 💖 Wishlist to Cart Integration: Allows users to save wish-listed items and turn them into purchases later.

- Carousel and Search Animation: Enhanced functionality and beauty through JavaScript logic.

**4. Pricing Strategy / Product Flow**

We employed a tiered and subscription-based pricing strategy to appeal to various categories of buyers:

- 🎁 Starter Kits: Fixed-price packages at ₹3,499, offering users cost savings as against purchases of individual units.

- 📦 Bulk Discounts:

• 1–4 units: ₹499 per unit

• 5–9 units: ₹449 per unit (10% discount)

• 10+ units: ₹399 per unit (20% discount)

- 📦 Subscription Boxes: ₹799/month subscription plan with carefully selected items.

This model increases order value, encourages loyalty, and makes the store welcoming to new pet parents and multi-pet families.

**5. Problems Encountered and Solutions Adopted**

- ❌ Issue: Keeping cart and Wishlist items across pages.

✅ Solution: Utilized local Storage to save and fetch items reliably through JS logic.

- ❌ Issue: Getting the design to function on various screen sizes.

✅ Solution: Utilized responsive units and media queries in CSS, in addition to grid and flexbox layouts.

- ❌ Problem: Modelling real-world pricing and order logic (e.g., discounts, subscriptions).

✅ Solution: Composed dynamic JavaScript functions that determine pricing tiers and dynamically update messages.

- ❌ Problem: Creating a layout that's clean but still works.

✅ Solution: Prototyped user flows and product discovery flow using Figma prior to development.

Figma Link: https://www.figma.com/design/KnzBBgU8emWqSqhxezmLWv/Heads-Up-For-Tails?node-id=0-1&t=uXob17xTTIUOlZDP-1