



ST PHILOMENA COLLEGE, PUTTUR
MINI PROJECT REPORT ON

“Wristwatch Emporium”

Submitted in partial fulfillment of the requirements for the Degree of

Bachelor of Computer Application (BCA)

Mangalore University

By

Yashwin S C (Reg No: U05PH21S0194)

Chethan D (Reg No: U05PH21S0085)

Under the Guidance of

Internal Guide

Mrs. Sowmya

Dept. Computer Science

St Philomena College

Darbe, Puttur.



Dept. of Computer Science

St Philomena College Philonagar,

Darbe, Puttur D.K-574202

2023-2024

ST PHILOMENA COLLEGE, PUTTUR

PHILONAGAR, DARBE, PUTTUR, 574202



DEPT OF COMPUTER SCIENCE

CERTIFICATE

Certified that this is a bonafide record of the Mini Project Work entitled “**Wristwatch Emporium**” carried out by Yashwin S C (U05PH21S0194) and Chethan D (U05PH21S0144) of III BCA during the academic year 2023-24 for the partial fulfillment of the requirement to award a Bachelor of Computer Applications (BCA) Degree by Mangalore University.

Project Supervisor

Head of the Dept

Forwarded to the principal for approval

APPROVED

PRINCIPAL

Submitted to the University Examination on _____ at St Philomena College, Puttur Examination Centre.

EXAMINERS

Project Supervisor

External Examiner

MANGALORE

UNIVERSITY



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CERTIFICATE

This is to certify that the Mini Project Work entitled “**Wristwatch Emporium**” submitted by Yashwin S C and Chethan D has been done under my guidance and supervision during the period 2023-24 in partial fulfilment of the requirement for the award of a Bachelor of Computer application degree from Mangalore University.

To the best of my knowledge, the work and analysis mentioned in this Project Dissertation have been undertaken by the candidates themselves, and necessary references have been recognized and acknowledged in the text of the report.

This Dissertation is the authentic record of work carried out by them and is not submitted in the past to any Institute or University

Mrs. Sowmya
Internal Guide
Dept. of Computer Science
St. Philomena College, Puttur

DECLARATION

We hereby declare that the Mini Project Work entitled “**Wristwatch Emporium**” submitted to Mangalore University, is a record of an original work done by us under the guidance of Mrs. Sowmya, Department of Computer Science, St Philomena College during the academic year 2023-24. This Report is submitted to the University in partial fulfilment of the requirements for the award of the Bachelor of Computer Applications degree.

We hereby declare that this Dissertation is the authentic record of work carried out by us and is not submitted in the past to any Institute or University

Yashwin S C
UUCMS No: U05PH21S0194

Chethan D
UUCMS No: U05PH21S0085

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Yashwin S C

Chethan D

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Chapter 1

INTRODUCTION

1.1 Introduction of the System.

In the dynamic landscape of digital commerce, the market for watches stands out as a domain ripe for innovation and accessibility. Our project embarks on the creation of an e-commerce platform dedicated to watches, recognizing the evolving preferences and shopping behaviors of consumers in the digital age. With a focus on convenience, variety, and security, our platform aims to revolutionize the way watch enthusiasts discover, explore, and purchase timepieces online. By leveraging cutting-edge technology and user-centric design principles, we aspire to deliver an immersive and personalized shopping experience that rivals the quality and service of traditional brick-and-mortar stores. Through meticulous attention to detail and a commitment to excellence, our e-commerce website endeavors to become the go-to destination for watch aficionados, offering a curated selection of brands, styles, and features to suit every taste and preference.

1.1.1 Project Title

Wristwatch-Emporium

1.1.2 Category

Web-Based Application

1.1.3 Overview

The “**Wristwatch-Emporium**” aims to create a dynamic and user-friendly platform for watch enthusiasts to explore, discover, and purchase a wide range of timepieces. With a focus on quality, authenticity, and customer satisfaction, the website seeks to become a trusted destination for both seasoned collectors and casual shoppers alike.

1.1.4 Background

In response to the evolving dynamics of the watch industry and the increasing popularity of online shopping, our **Wristwatch Emporium** seeks to bridge the gap between traditional watch retail and modern consumer preferences. By leveraging the convenience and accessibility of online platforms, we aim to offer a diverse selection of watches from renowned brands to cater to the needs and preferences of a broad audience of watch enthusiasts and consumers. Through innovative features, strategic partnerships, and a user-friendly interface, our platform aims to become a prominent player in the online watch retail market, providing customers with a seamless and enjoyable shopping experience.

1.2 Objectives of the System

1. Provide a diverse range of watches from various brands, styles, and price points to cater to different customer preferences.
2. Ensure a seamless and secure online shopping experience, including user-friendly navigation, secure transactions, and reliable customer support.
3. Foster customer engagement and trust through transparent product information, reviews, and responsive communication channels.
4. Implement effective marketing strategies to increase website traffic, attract potential customers, and promote sales through targeted campaigns.
5. Optimize inventory management and order fulfillment processes to maintain adequate stock levels, minimize delays, and enhance overall operational efficiency.

1.3 Importance and Scope of the System.

Wristwatch Emporium holds significant importance in today's digital age, providing a platform to reach a global audience and operate 24/7, which surpasses the geographical and time limitations of physical stores. This continuous availability enhances customer convenience and can lead to increased sales and satisfaction. The cost-efficiency of maintaining an online store, compared to a physical one, allows for better allocation of resources towards marketing and product development. The website also facilitates the collection of valuable customer data, enabling personalized shopping experiences and targeted marketing strategies. With advanced features such as high-quality product displays, and customers can make informed purchasing decisions from the comfort of their homes. Additionally, the scope of such a system encompasses user registration, product management, inventory tracking, secure payment processing, and real-time shipping integration. It also includes robust customer support, marketing tools, and detailed analytics to guide business decisions. Security measures ensure the protection of customer data, while the system's scalability allows for future growth and integration with third-party services. Overall, an e-commerce platform for watches not only enhances the shopping experience but also provides substantial business advantages.

1.4 Structure of the System

The admin, service provider, and user are the three key nodes in the above structure chart. Where the administrator can manage service providers and users by logging in to the system with their username and password. Where users and service providers can sign up or log in to the system. The service provider registers, inputs, and oversees the details of his Watches. In contrast, the user registers, views the collections of watches, and schedules it based on his schedule.

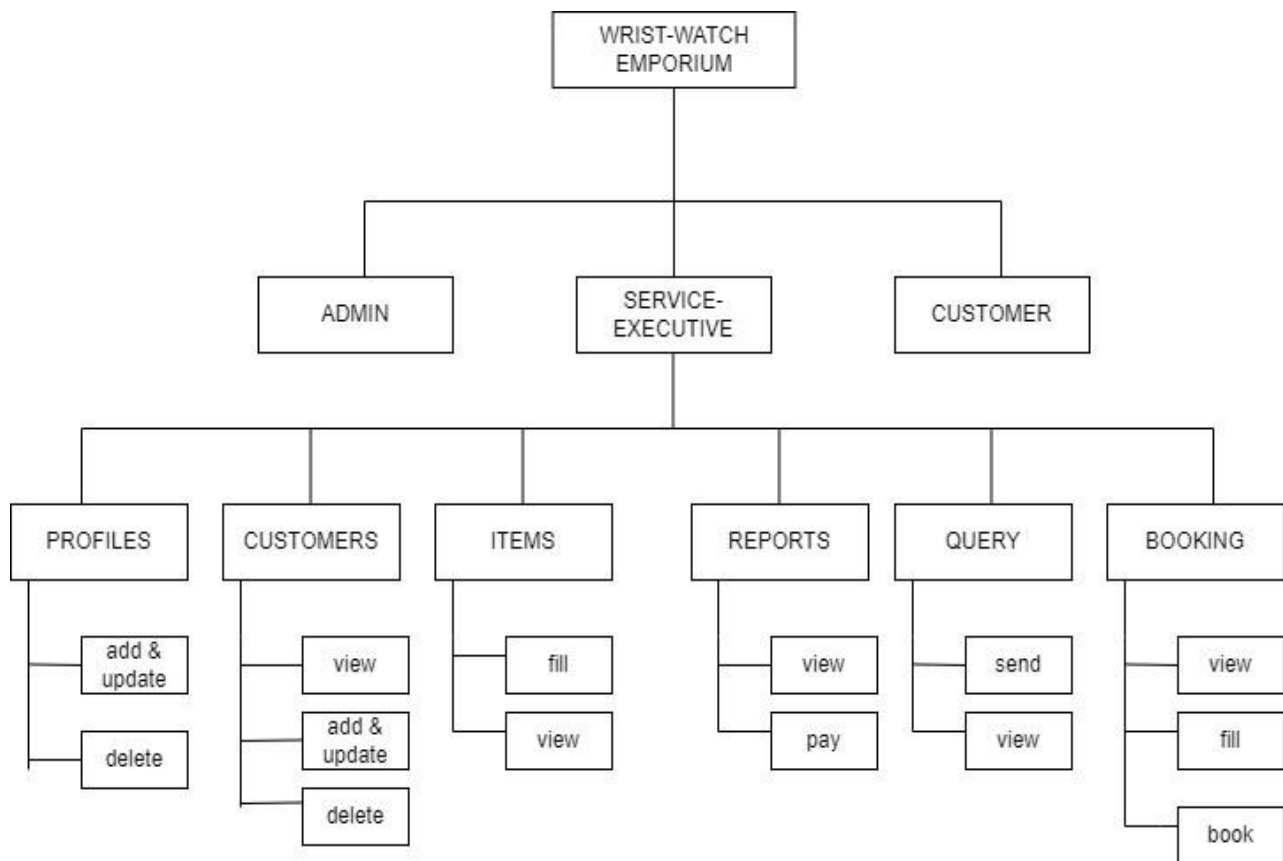


Figure 1.1 Structure chart

1.5 System Architecture

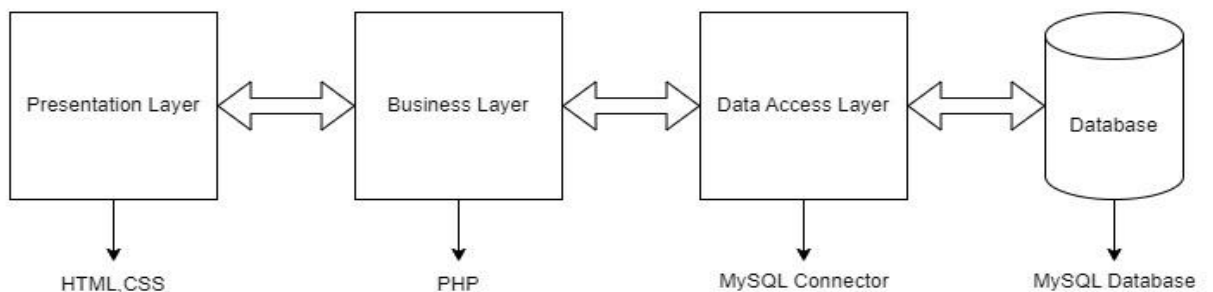


Figure 1.2 System Software Architecture

The above figure gives the clear picture of System Architecture. These consists of different layers Presentation Layer, Business Layer, Data Access Layer and Database.

1.6 Software/Hardware required for the implementation.

1.6.1 Software Requirements (for development)

- Server : XAMPP
- Front-End: HTML, CSS, and Bootstrap.
- Language: PHP.
- Database: MYSQL [included in XAMPP].
- Browser : Google Chrome, Opera
- Operating System : Windows 8.0 and above
- IDE : Notepad++, Visual Studio

1.6.2 Hardware Requirements (for development)

- RAM : 4 GB
- Hard disk : 100 GB
- Processor: Intel i3 GHz and above.

1.6.3 Software Requirements (for implementation)

- IDE: Visual Studio Code
- Server : XAMPP
- Database : MYSQL
- Browser: : Google Chrome, Opera

1.6.4 Hardware Requirements (for implementation)

- RAM: 4 GB or above
- HDD: 1 GB or above
- Operating System : Windows 8.0 and above
- Processor: Intel i3 GHz and above

Chapter 2

Methodology

2.1 System Design

System design translates project requirements into a well-defined architecture. It outlines the system's components, their functionalities, and how they interact. It considers scalability, performance, security, and maintainability to ensure a robust and efficient solution. This blueprint guides development and ensures all parts work together seamlessly to achieve the project's goals.

2.1.1 Functional Decomposition

Functional decomposition is a method of analysis that dissects a complex process in order to examine its individual elements. A function, in this context, is a task in a larger process whereby decomposition breaks down that process into smaller, easier-to-comprehend units. In business, functional decomposition is used to facilitate the understanding and management of large and complex processes. Functional decomposition helps solve problems and aids in the development of business operations, computer programming, machine learning, and a variety of other fields

a. System Software Architecture

Software architecture is the high-level structure of a software system, defining its components, interactions, and guiding principles. It serves as a blueprint to manage complexity, scalability, and maintainability.

Components are the building blocks of the system, each with a specific responsibility. Connectors facilitate communication between components, such as APIs and message queues. Configurations define how components and connectors are arranged to form the system's structure.

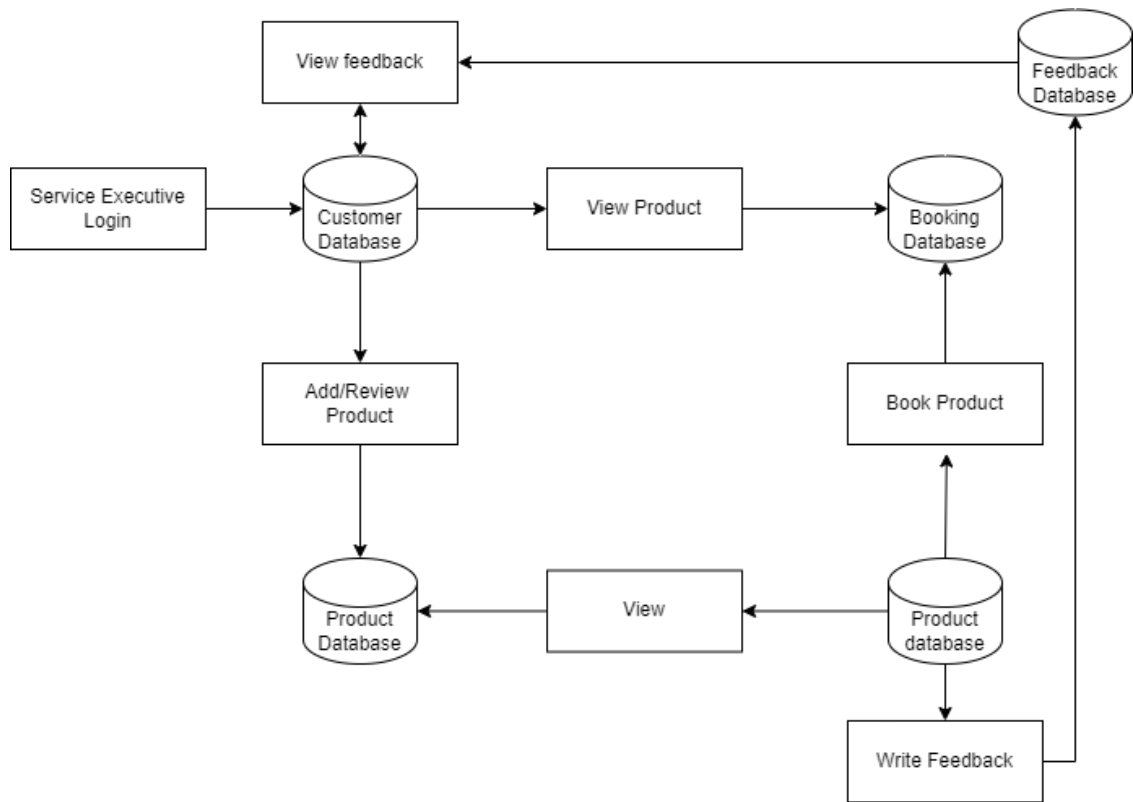


Figure 2.1 System software Architecture

The above figures the clear picture of system software architecture. This figure consists of Login, admin, service provider details, user details, feedback, and booking, add ev station, bills.

b .System Technical Architecture

Software technical architecture is the detailed design of a software system, focusing on technical aspects and their implementation. It translates high-level architectural vision into a practical plan for building the system.

Components are the individual units of the system, each with a specific function, such as user interface (UI) for user interactions, business logic for processing data, and data access layers for database communication. Services provide reusable functionality across the system.

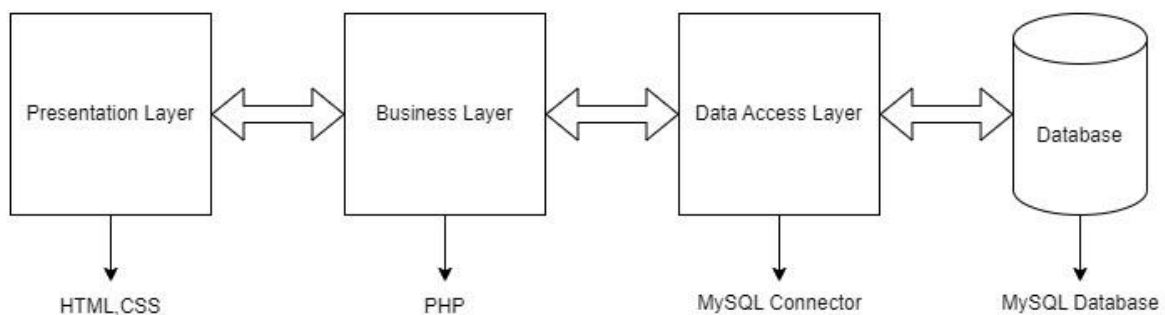


Figure 2.2 System Technical Architecture

The above figure gives the clear picture of System Architecture. These consists of different layers Presentation Layer, Business Layer, Data Access Layer and Database.

The system is made up of four layers:

- **The presentation layer:** Includes user interfaces built using the HTML5 and CSS tools. The interface is designed using GUI components which are user-friendly.
- **Business Logic layer:** The business logic layer, also known as the business layer or domain layer, is a crucial component of a system's technical architecture. It is responsible for encapsulating the core functional algorithms and processing logic of the application.
- **Database layer:** It is used to store data forwarded by the business layer and retrieve data on demand to the business layer. MySQL database software is used as a back-end database of the system.

c .External Interfaces

- User interface

By using HTML5, CSS3, bootstrap to develop rich user interface.

- Software interface

To develop this application we use the following software Notepad++/Visual Studio
XAMP MYSQL server

2.1.2 Description of Programs

a .Context Flow Diagram

Context flow diagram is a top level (also known as level 0) data flow diagram. It contains only one process node that generalizes the functions of the entire system in relationship to external entities. In context diagram the entire system is treated as single process and all its inputs, outputs, sinks and sources are identified and shown below. It only contains one process node (process 0) that generalizes function of the entire system in relationship to external entities. In context diagram the entire system is created as a single process and all its inputs, outputs, sinks and sources are identified and shown.

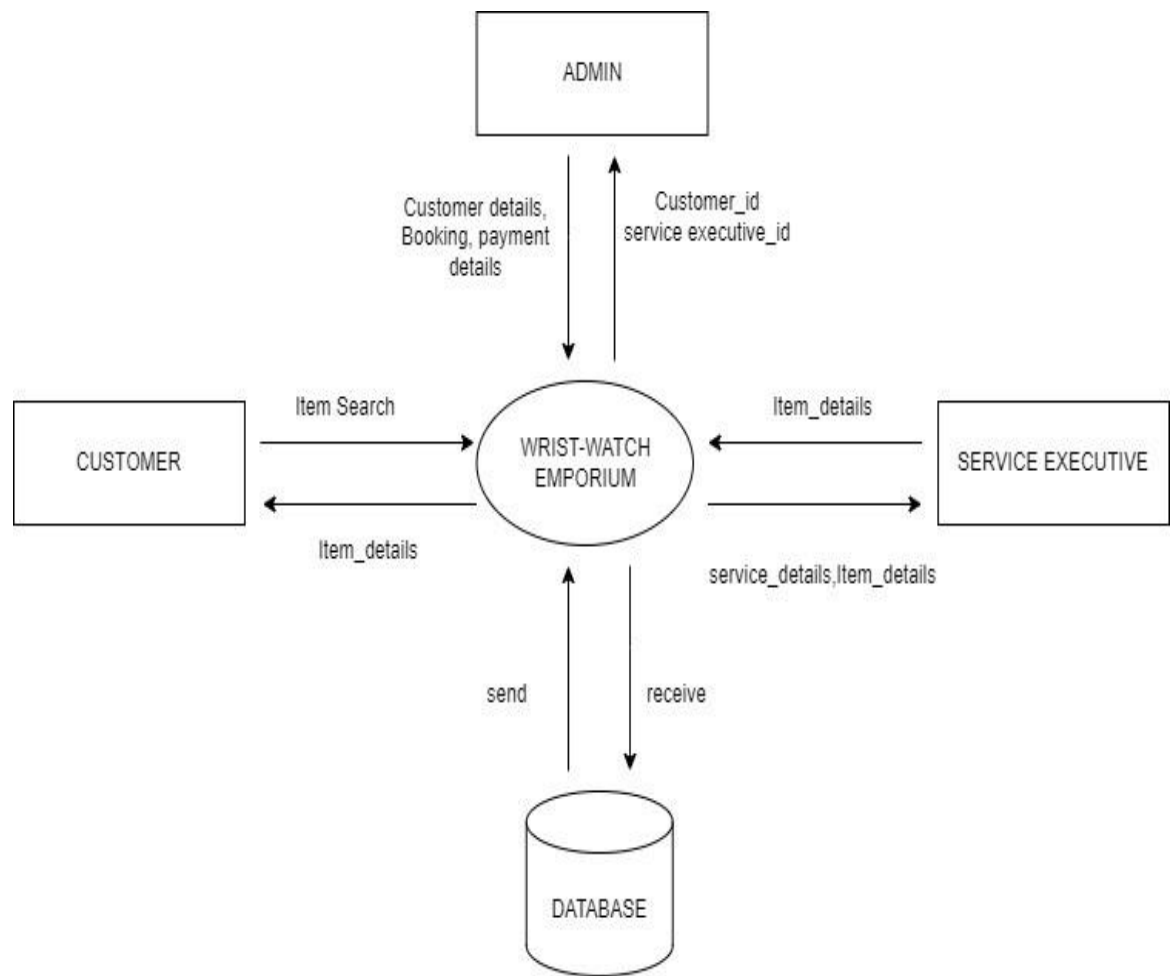


Figure 2.3 Context flow diagram

b. Data Flow Diagrams

A Data flow diagram is a graphical representation of the flow of data through an information system. A data flow diagram can also be used for the visualization of the data processing. It is common practice for a designer to draw a context level DFD. It shows the interaction between the system and the outside entities. This context level DFD, is then exploded to show more detail of the system being modelled.

Top Level DFD

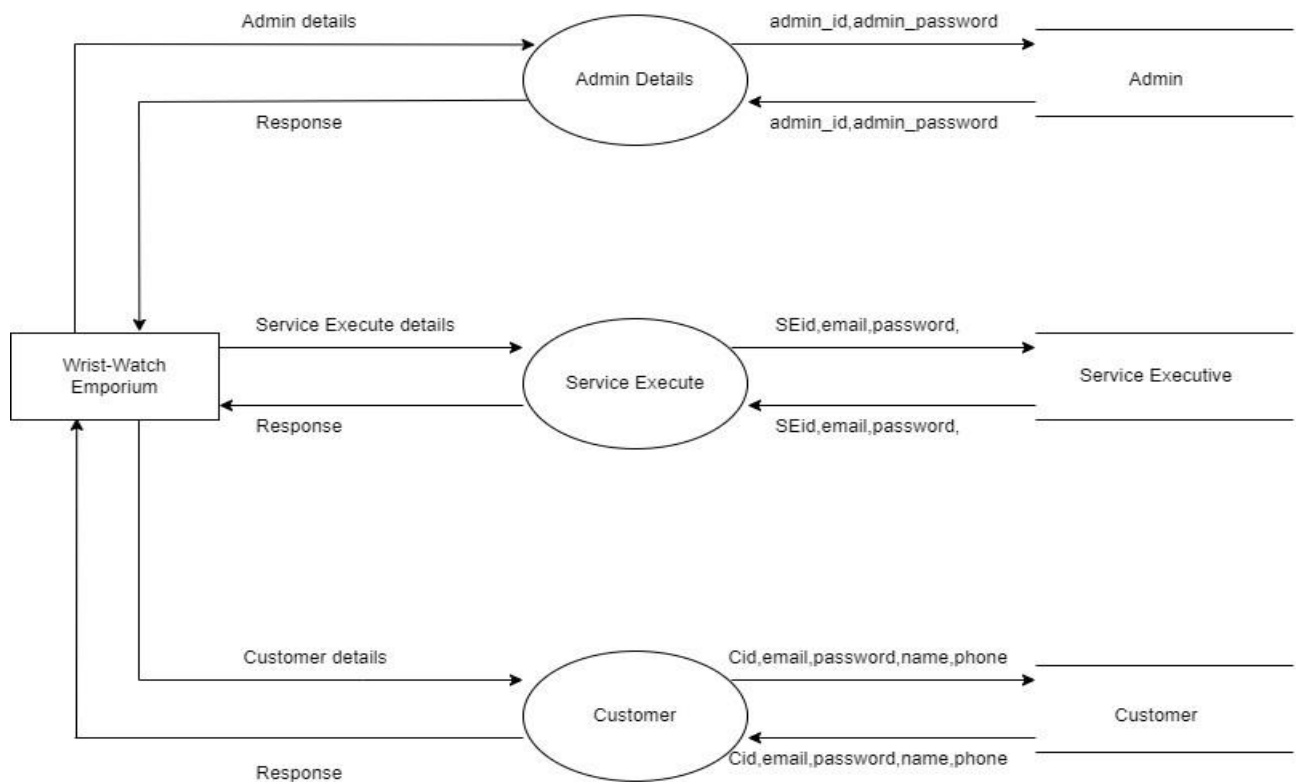


Figure 2.4 top level dfd

Data Flow Diagram is a graphical representation of a system or a portion of the system. It consists of data flows, process, sources and sink and stores all the description through the use of easily understandable symbols. DFD is one of the most important modelling tools. It is used to model the system, components that interact with the system, uses the data and information flows in the system.

Level 1 DFD (Admin):

In 1-level DFD, the context diagram is decomposed into multiple bubbles/processes. In this level, we highlight the main functions of the system and breakdown the high-level process of 0-level DFD into sub processes.

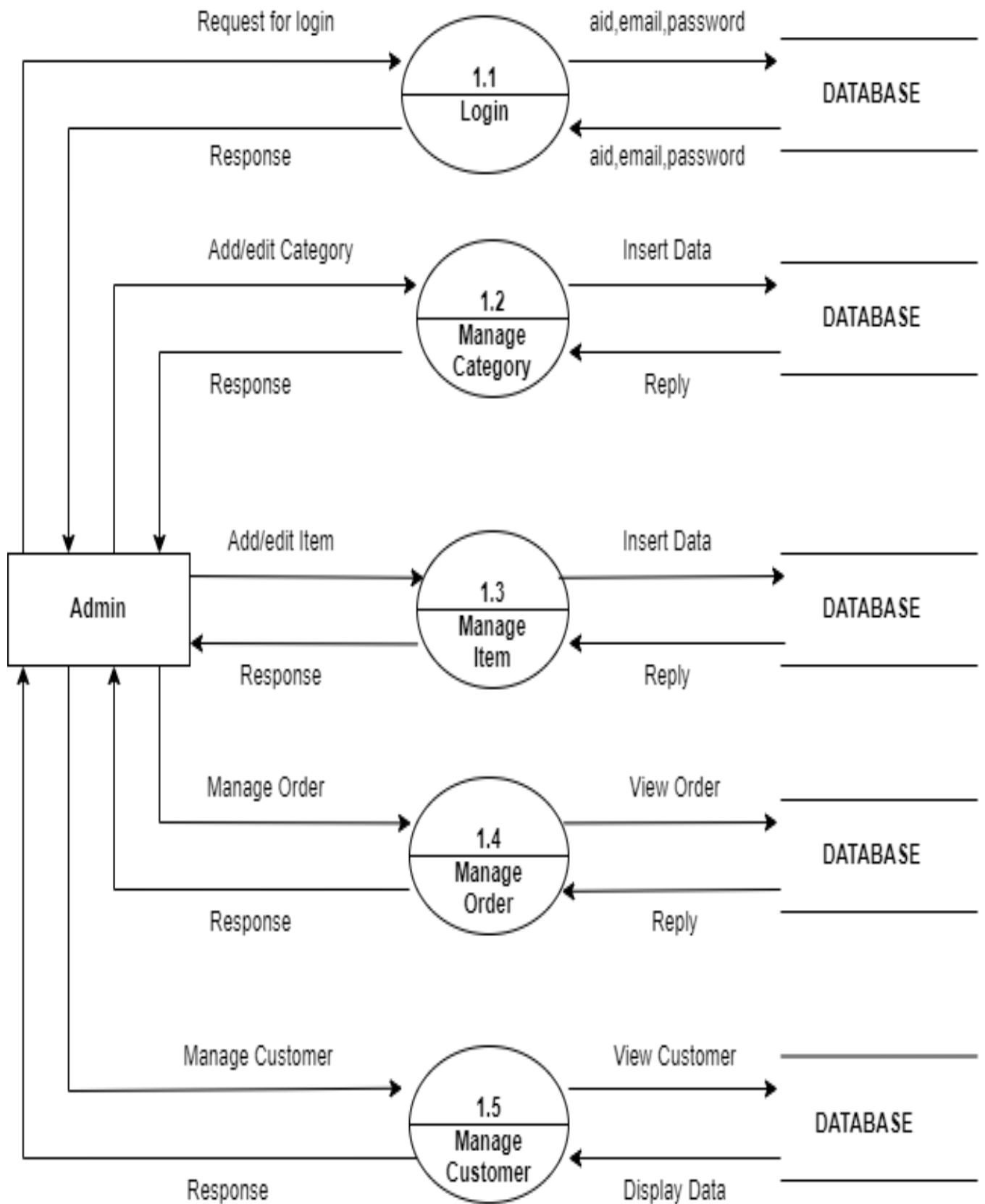


Figure 2.5 DFD level 1(admin)

In the above diagram, admin logs in and manages customer, items, and also views feedback.

Level 1 DFD (Customer):

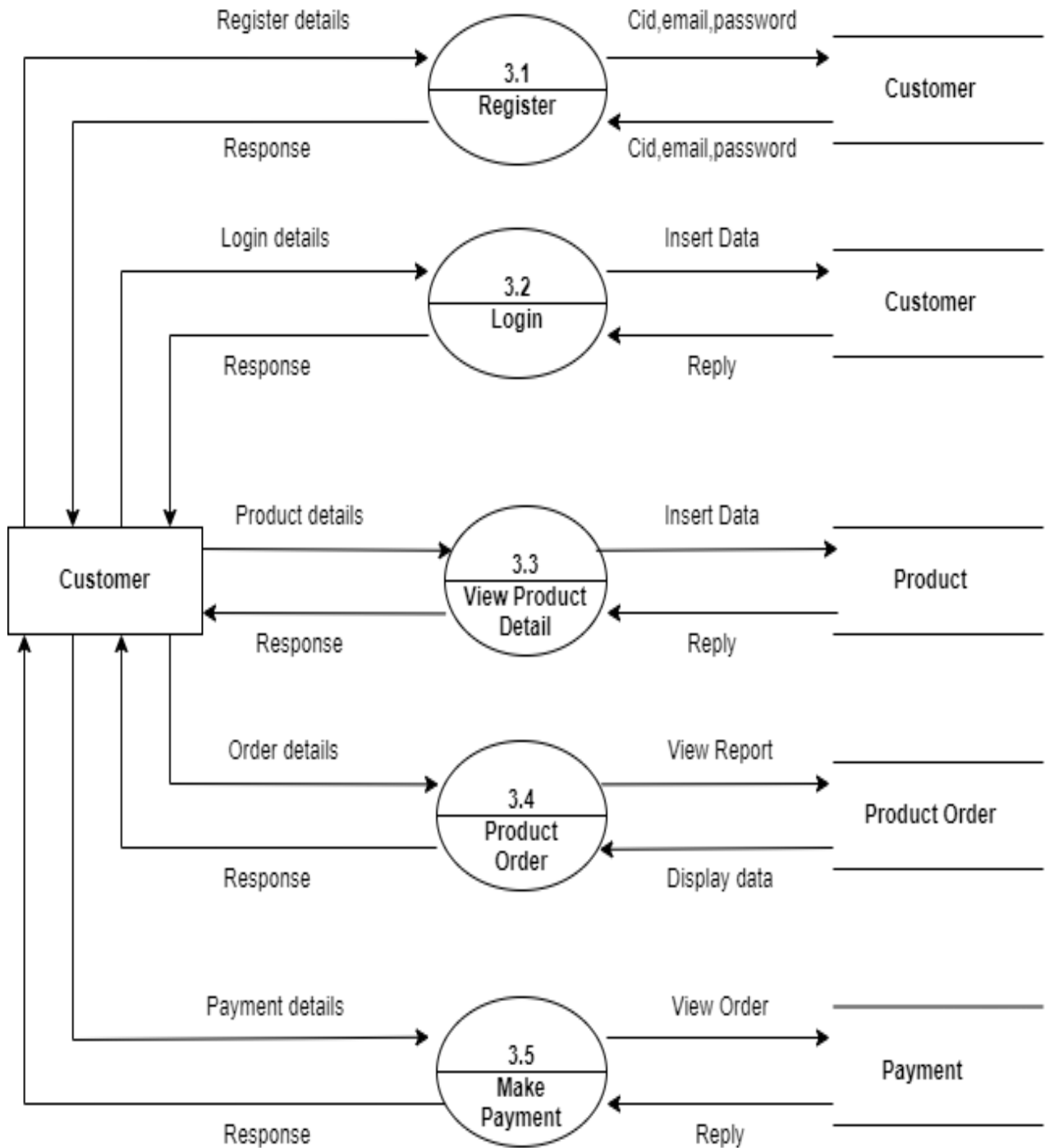


Figure 2.6 DFD Levels 1 (user)

In the project Wristwatch Emporium, user registers or login and view the website, if the booking is allowed it books a slot and payment is done at the end user gives feedback.

Level 1 DFD (Service Provider):

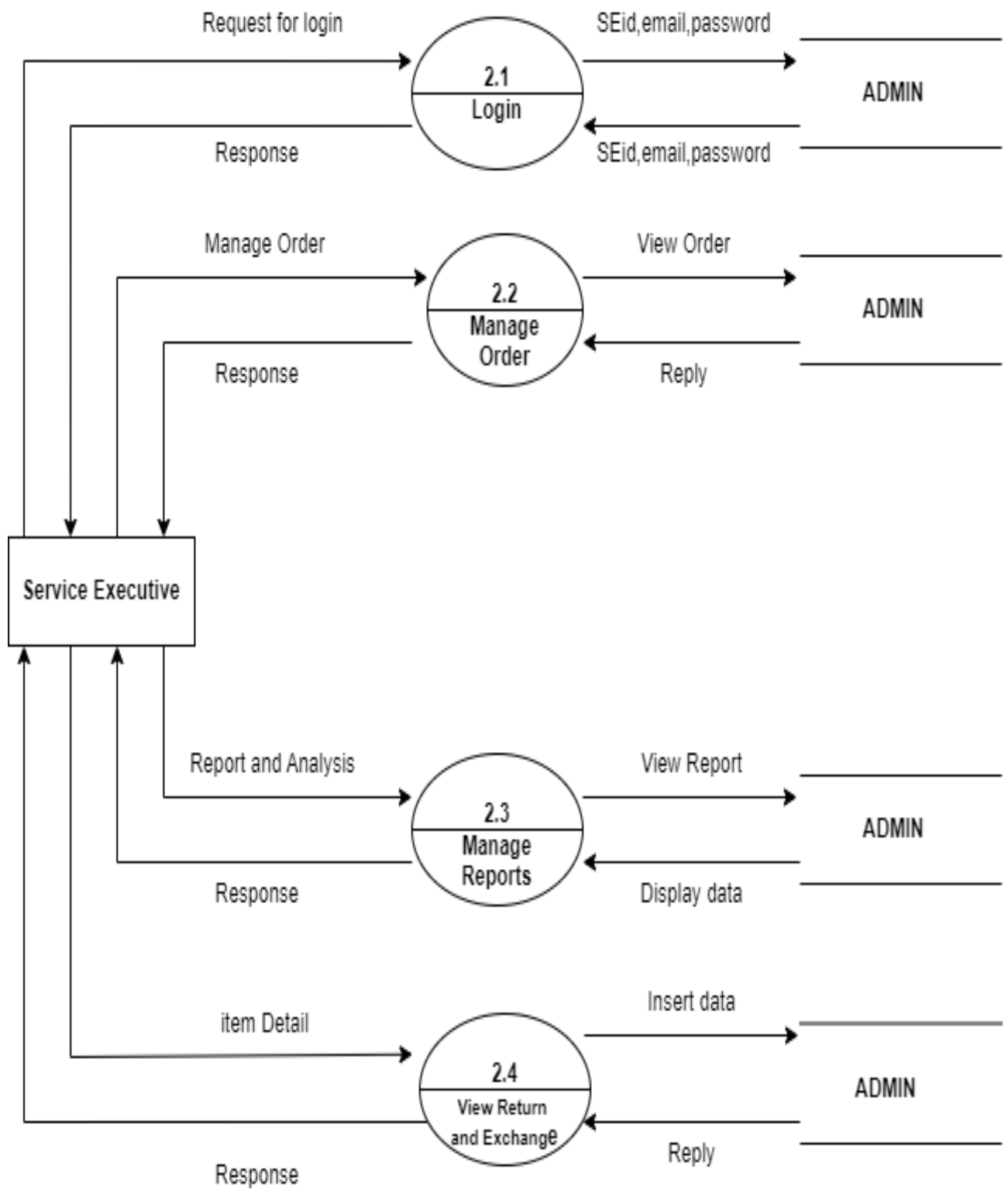


Figure 2.7 DFD Levels 1 (service provider)

In the project Wristwatch Emporium, service provider registers or login and views the user.

Database Design

Microsoft SQL Server is a full-featured relational database management system (RDBMS) that offers a variety of administrative tools to ease the burdens of database development maintenance and administration. In this article, we'll cover six of the more frequently used tools Enterprise Manager, Query Analyzer, SQL Profiler Service Manager, Data Transformation Services and Books Online. Enterprise Manager is the main administrative console for SQL Server installations. It provides you with a graphical "birds-eye" view of all of the SQL Server installations on your network. You can perform high-level administrative functions that affect one or more servers, schedule common maintenance or create and modify the structure of individual data bases. Query Analyzer offers a quick and dirty method for performing queries against any of your SQL Server databases. It's a great way to quickly pull information out of a database in response to a user request, test queries before implementing them in other applications, create/modify stored procedures and execute administrative tasks SQL Profiler provides a window into the inner workings of your database You can monitor many different event types and observe database performance in real can monitor many different event types and observe database performance in real time SQL Profiler allows you to capture and replay system "traces" that log various activities. It's a great tool for optimizing databases with performance issues or troubleshooting particular problems.

2.2.1 Database Identification

Database identification in a project refers to the process of determining the specific database system that will be used to store and manage the project's data.

Database

- Admin: It contains login details of admin.
- Service: It contains registration and login details of service provider.
- User: It contains registration and login details of user.
- Bill: It contains billing details.
- Order: It contains order details.
- Feedback: It contains details of user feedback.

2.2.2 Table Definition

Admin

Column Name	Type	Constraints	Description	Example
admin_id	INT (10)	Not Null	Primary Key. Auto-generated identifier.	123
admin_email	VARCHAR (60)	Not Null	Email of the admin.	Lithesha80@gmail.com
admin_username	VARCHAR (20)	Not Null	Username of the admin.	Lithesh
admin_password	VARCHAR (10)	Not Null	Password for admin login.	87357239

Table 2.1 admin

Service Provider

Column Name	Type	Constraints	Description	Example
executive_id	INT (10)	Not Null	ID Required. Primary Key. Auto-generated.	321
executive_name	VARCHAR (60)	Not Null	Name Required. Stores executive name.	sushrith@gmail.com
email	VARCHAR (20)	Not Null	Email Required. Stores executive email.	Sushrith
phone	INT(10)	Not Null	Phone Required. Stores executive phone number.	87357239

Table 2.2 Service Provider

Customer Table

Column Name	Type	Constraints	Description	Example
customer_id	Int (10)	Not Null	ID Required. Primary Key. Auto-generated.	4543
customer_name	Varchar(60)	Not Null	Name Required. Stores customer name.	hushrith@gmail.com
email	Varchar(60)	Not Null	Email Required. Stores customer email.	hushrith
phone	Varchar(20)	Not Null	Phone Required. Stores customer phone number.	87357239

Table2. 3 Customer

Service Request

Column Name	Type	Constraints	Description	Example
request_id	Int (10)	Not Null	ID Required. Primary Key. Auto-generated.	4543
customer_id	Int (10)	Not Null	Customer ID Required. Foreign key.	123
executive_id	Int (10)	Not Null	Executive ID Required. Foreign key.	4321
request_date	Date	Not Null	Date Required. Stores request date.	22/07/2022

status	Varchar(20)	Not Null	Status Required. Stores request status.	processing
details	Text	Not Null	Details Required. Stores service request details.	Hp Lap

Table 2.4 Service Request

Payment Table

Column Name	Type	Constraints	Description	Example
payment_id	Int (10)	Not Null	ID Required. Primary Key. Auto-generated.	4543
request_id	Int (10)	Not Null	Request ID Required. Foreign key.	Hhcsasabasb33321
payment_date	Date	Not Null	Date Required. Stores payment date.	22/07/2022
amount	Decimal(10,2)	Not Null	Amount Required. Stores payment amount.	2000
payment_method	Varchar(20)	Not Null	Method Required. Stores payment method.	Paytm

Table 2.5 Payment table

Notification Table

Column Name	Type	Constraints	Description	Example
-------------	------	-------------	-------------	---------

notification_id	Int (10)	Not Null	ID Required. Primary Key. Auto-generated.	7463
customer_id	Int (10)	Not Null	Customer ID Required. Foreign key.	123
message	Text	Not Null	Message Required. Stores notification message.	successfull
date	Date	Not Null	Date Required. Stores notification date.	22/072022

Table 2.6 Notification table

2.2.3 ER diagram

Entity relationship diagram is used in modern database software engineering to illustrate logical structure of database. It is a relational schema database modelling method used to model a system and approach. This approach is commonly used in database design. The diagram created using this method is called the E-R diagram.

An entity-relationship (ER) diagram is a specialized graphic that illustrates the relationships between entities in a database. ER diagrams often use symbols to represent three different types of information. Boxes are commonly used to represent entities. Diamonds are normally used to represent relationships and ovals are used to represent attributes.

Entity:

Entity is represented by a box within the ER Diagram. Entities are abstract concepts, each representing one or more instances of the concept in question. An entity might be considered a container that holds all of the instances of a particular thing in a system. Entities are equivalent to database tables in a relational database, with each row of the table representing an instance of that entity.

Relationship:

Relationships are represented by Diamonds. A relationship is a named collection or association between entities or used to relate to two or more entities with some common attributes or meaningful interaction between the objects.

Attributes:

Attributes are represented by Oval. An attribute is a single data item related to a database object. The database schema associates one or more attributes with each database entity.

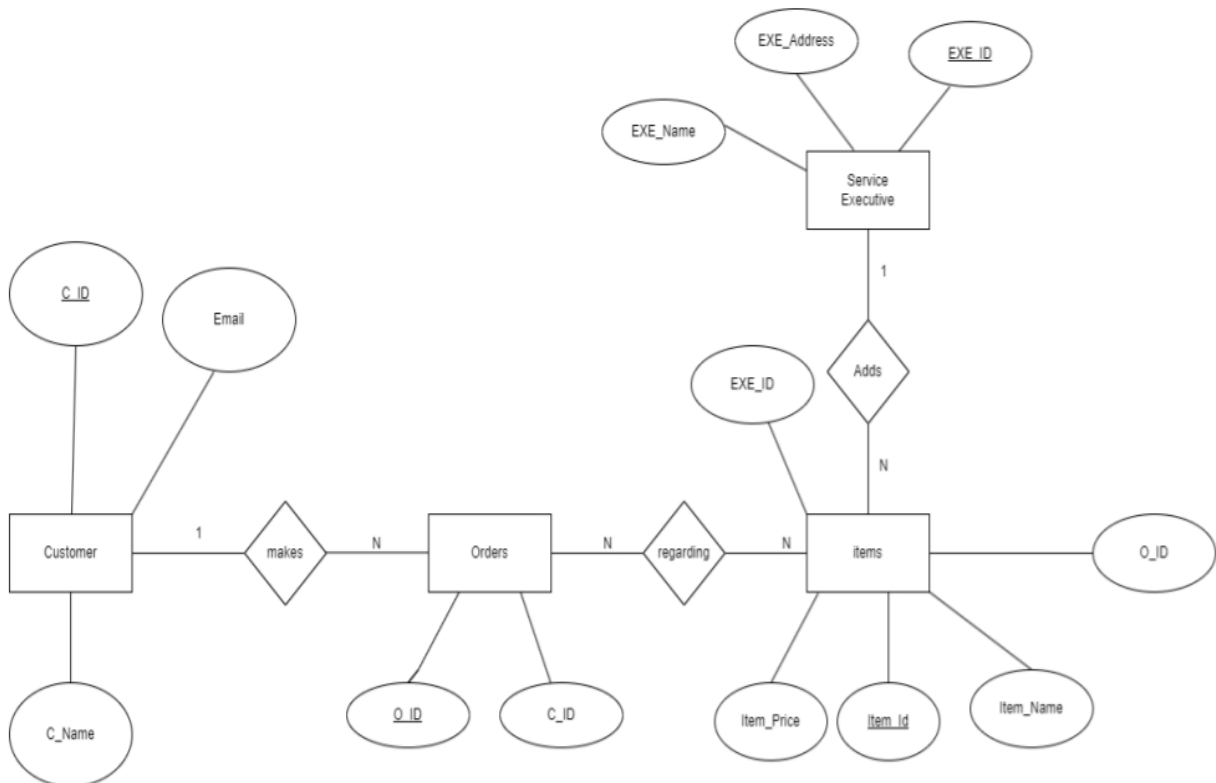


Figure 2.8 ER diagram

2.3 Detailed Design

System design is the process of defining the architecture, modules, interfaces, and data for a system to satisfy specified requirements. System design could be seen as the application of systems theory to product development.

2.3.1 Modular decomposition of the System

Modular decomposition is the process of breaking down a system into smaller, manageable modules or components. It helps in understanding and managing complex systems by dividing them into more understandable and independent parts. Each module typically performs a specific function and can be developed, tested, and maintained independently, which improves flexibility, scalability, and maintainability of the overall system.

2.3.2 Structure chart showing the hierarchy of modules

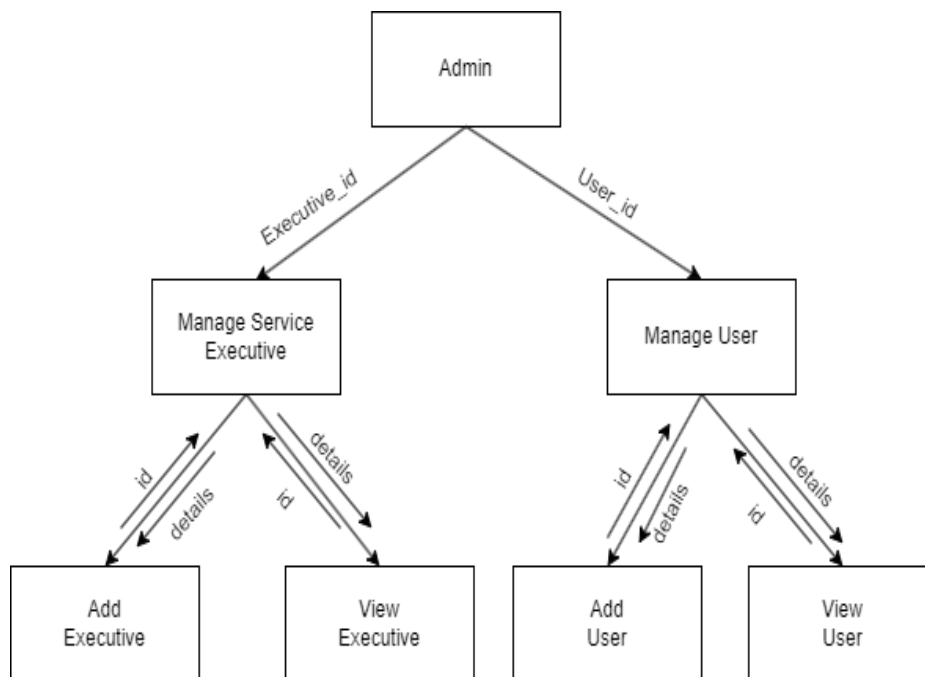


Figure 2.9 Structure chart of the Admin Login

Data Structures shared among module

- Service provider
- User

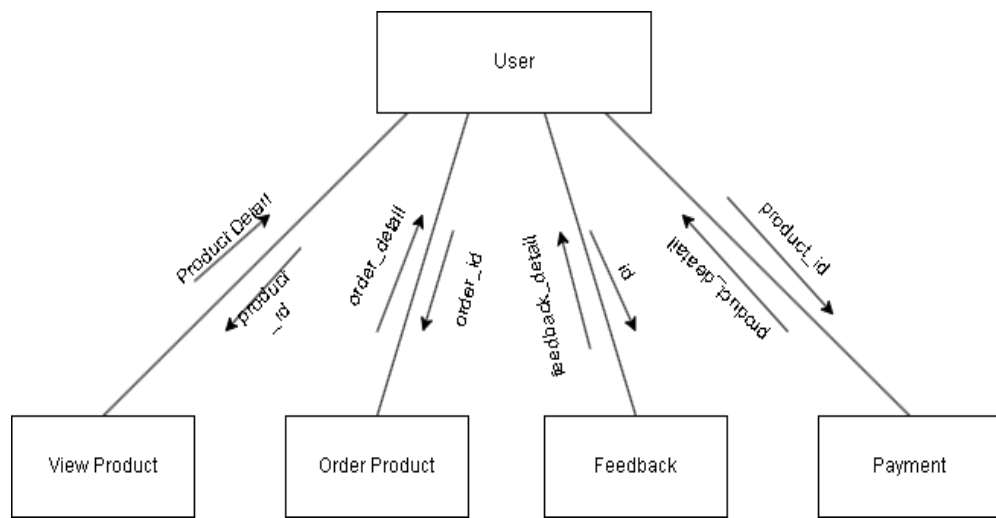


Figure 2.10 Structure chart of the user

Data Structures shared among modules

- Feedback
- Booking
- Payment

2.3.3 Procedural details (Flow Chart) of components

Admin login

Inputs: username, password

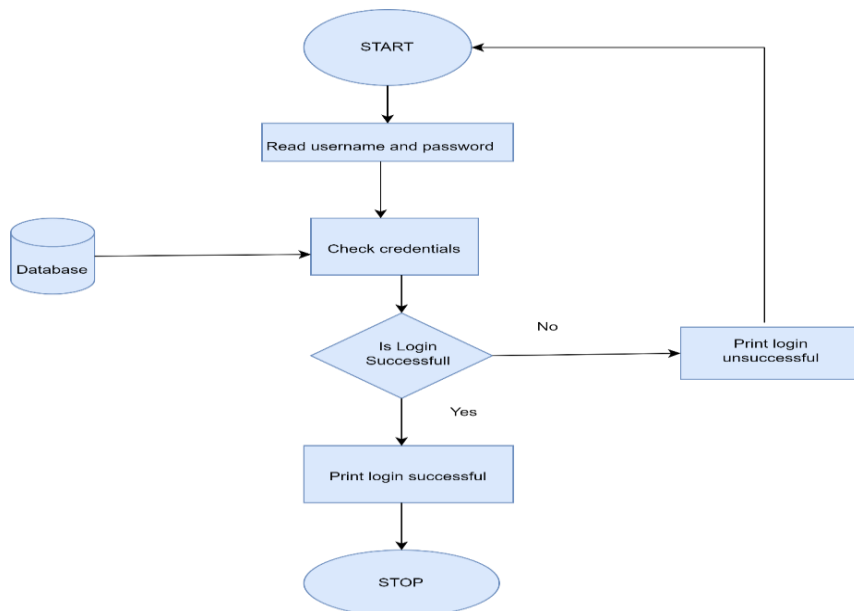


Figure 2.12 flow chart of the admin login

Manage Service Executive

Inputs: spid, username, email,password

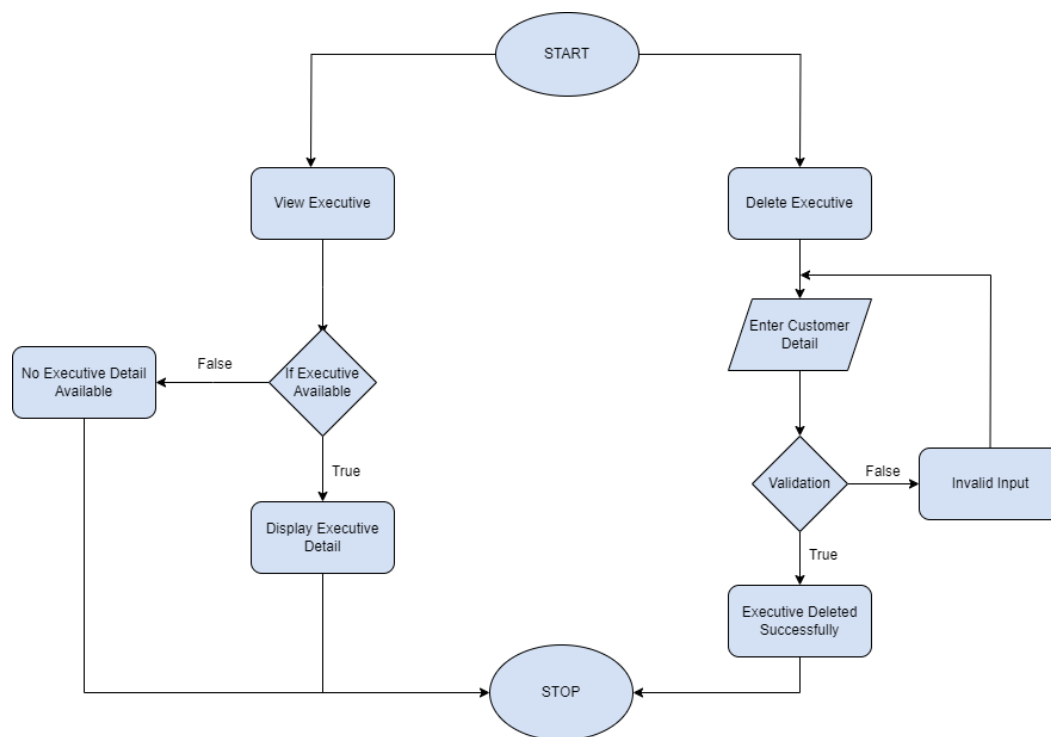


Figure 2.13 flow chart of the service provider

Manage Customer

Inputs: uid, name, password, email.

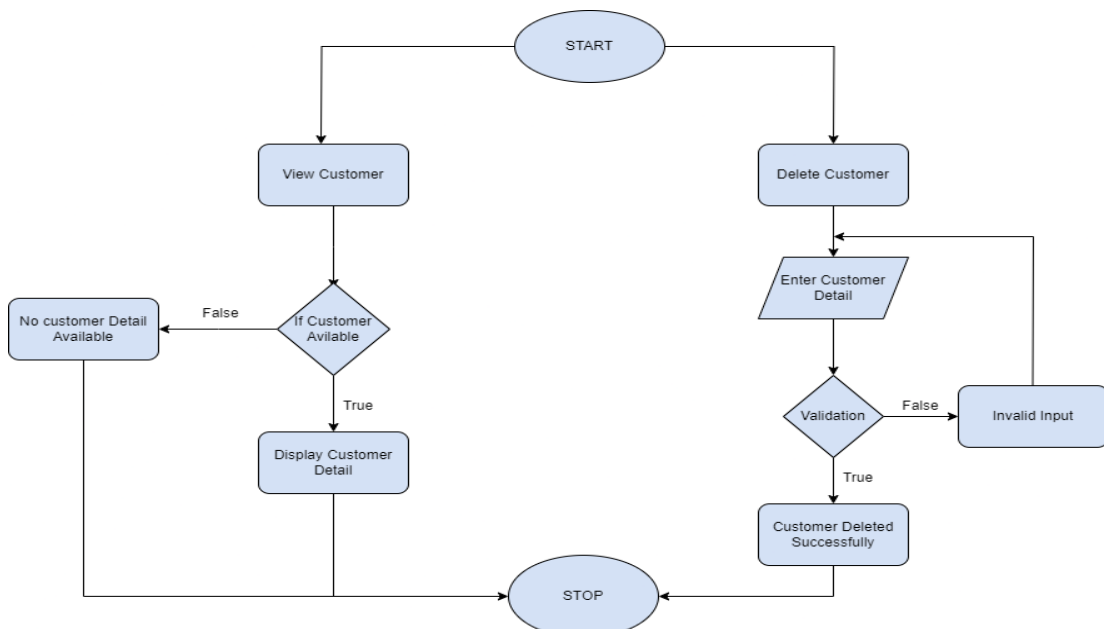


Figure 2.14 flow chart of the user

Registration

Inputs: Name, phone, address, email id, password

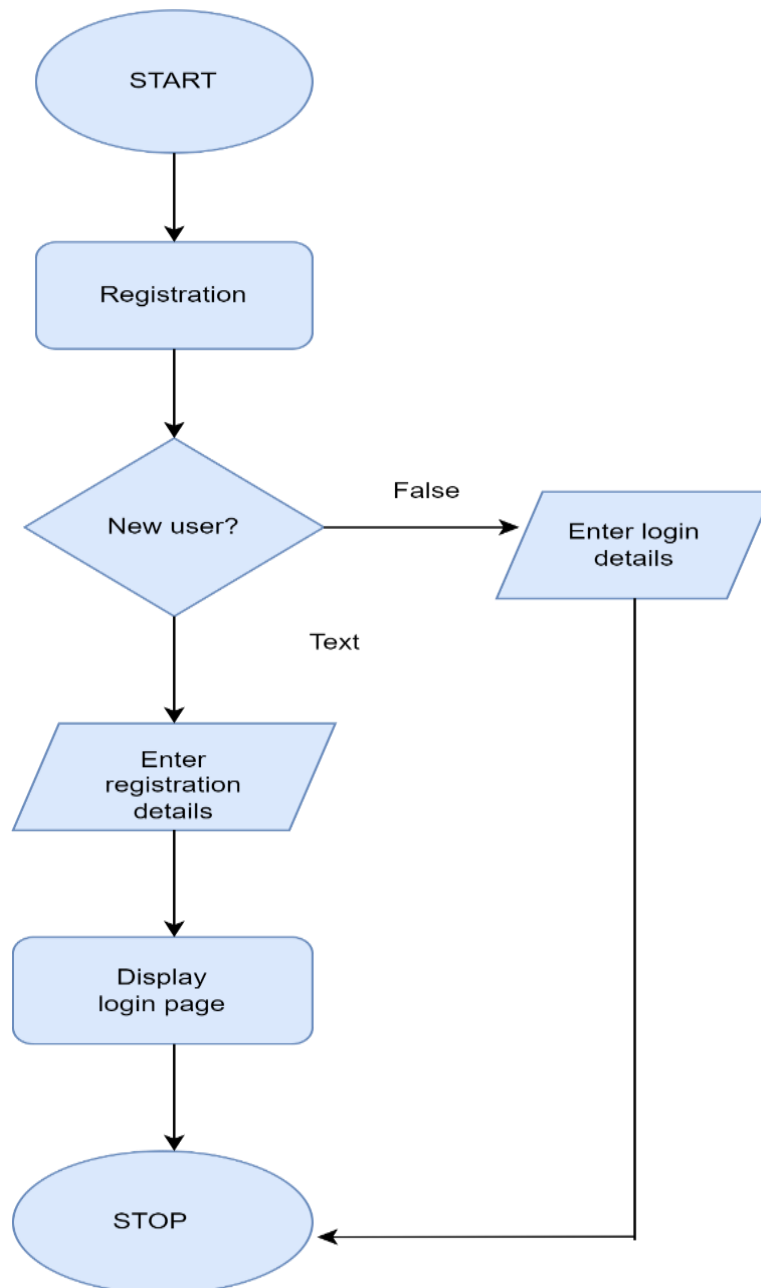


Figure 2.15 flow chart of the customer Registration

Login

Inputs: The Customer enters Username and Password

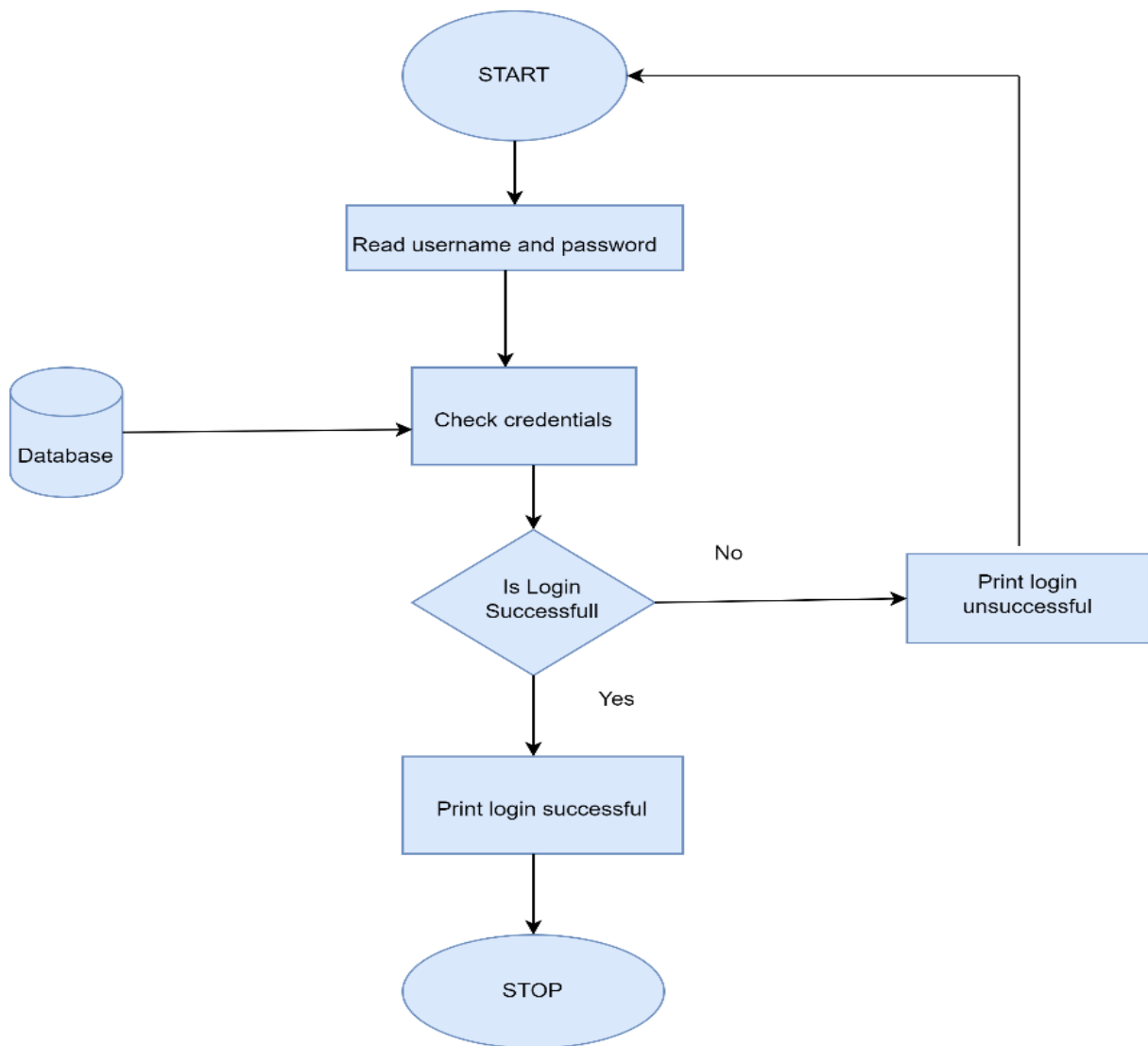


Figure 2.16 flow chart of Customer login

Add Product

Inputs: Admin can add Products or delete the Products

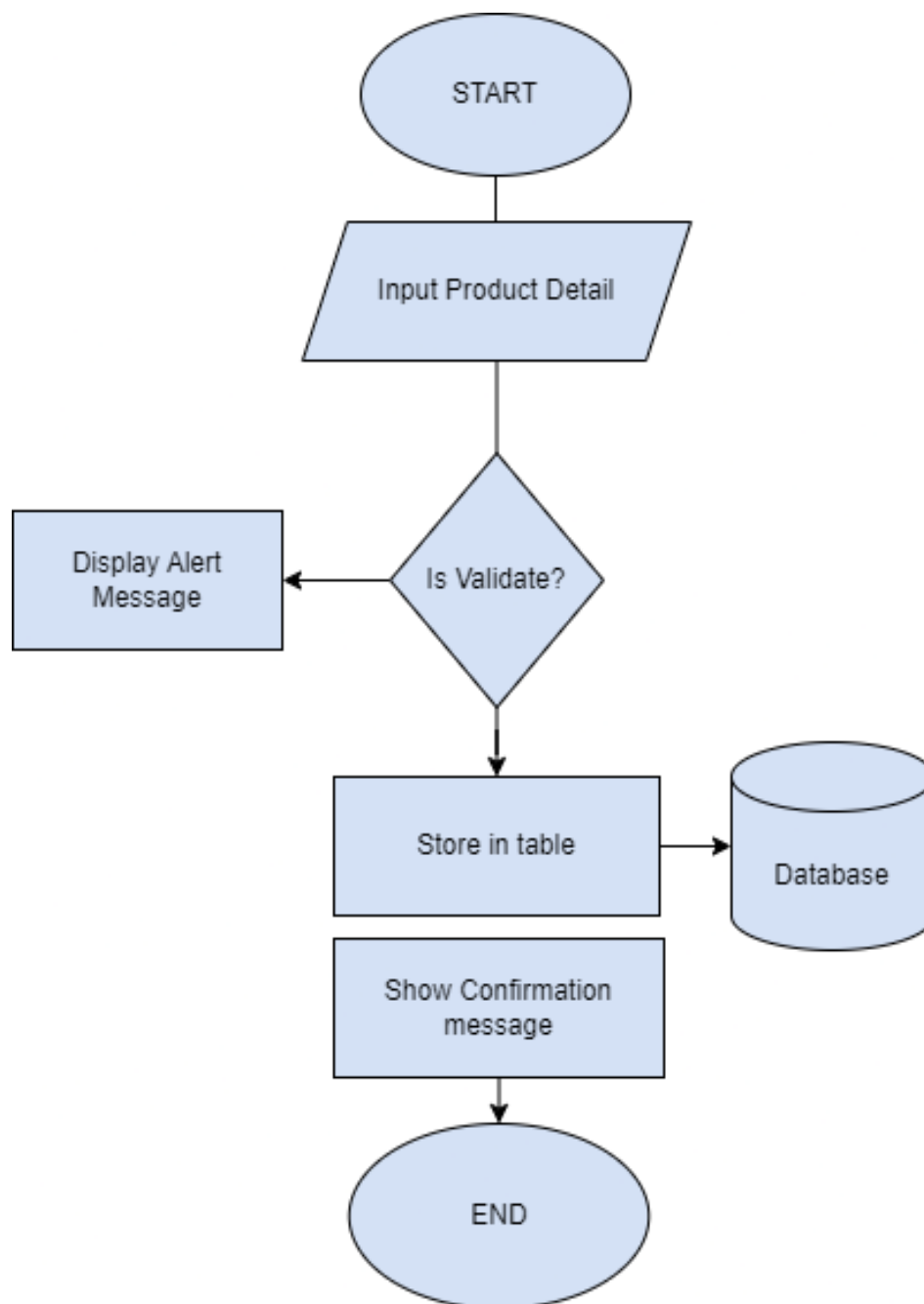


Figure 2.17 flow chart of the add product

View feedback

Inputs: The owner can view the Feedback of the User.

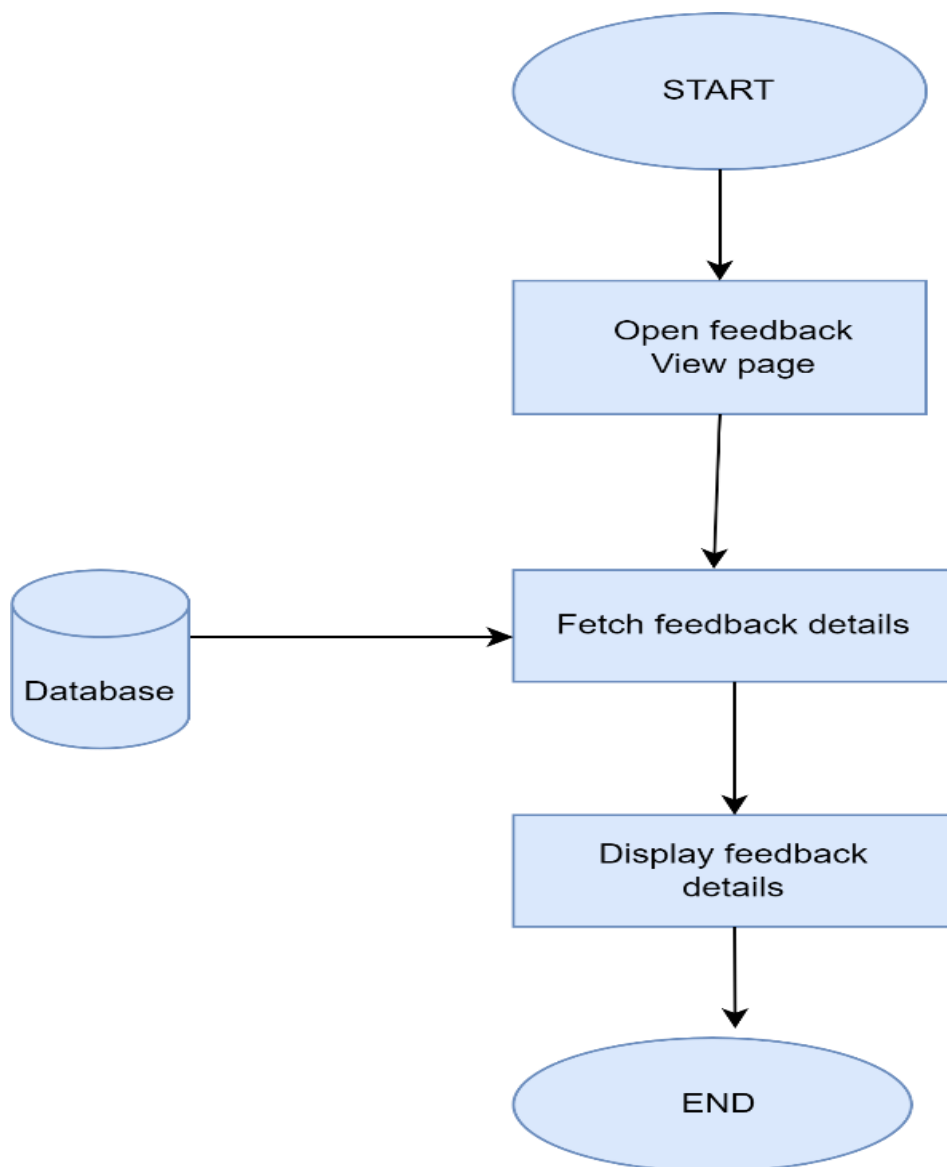


Figure 2.16 flow chart of Feedback

Payment

Inputs: payment_id

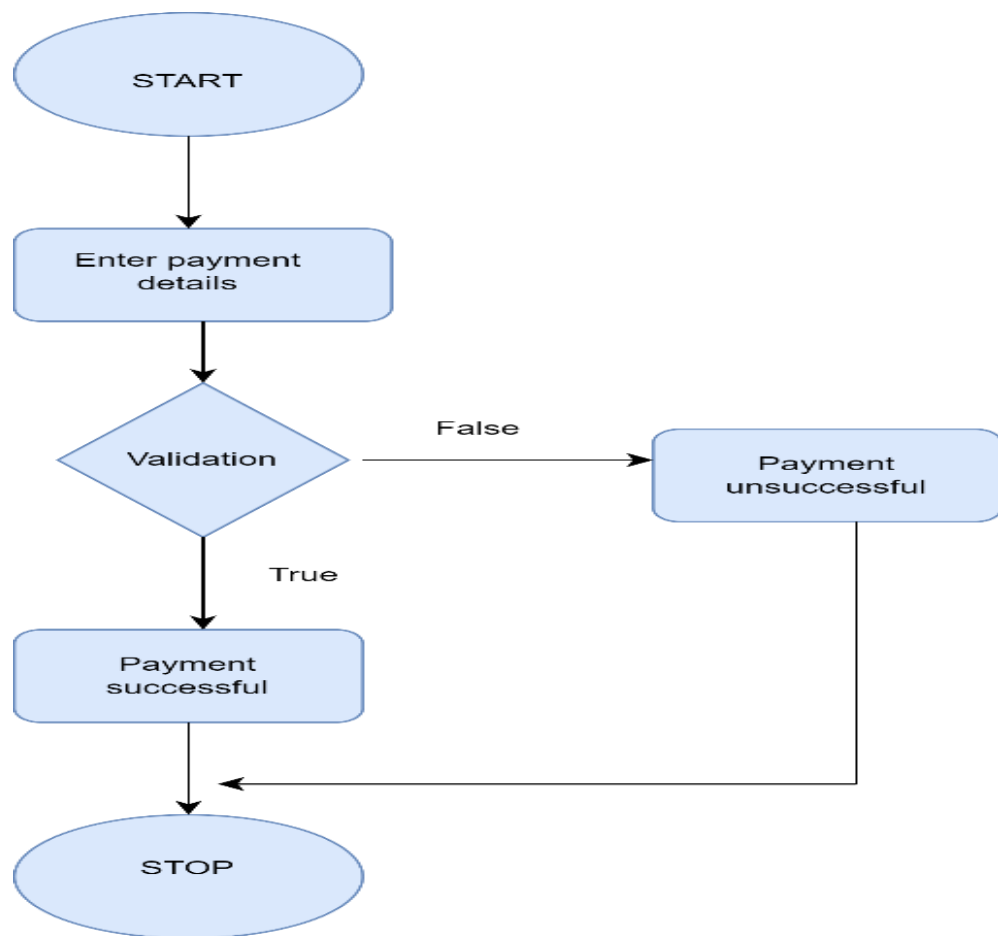


Figure 2.17 flow chart of the payment

File I/O interface: Payment table

Output: Here Customers can do his payments.

Add Feedback

Inputs: f_id

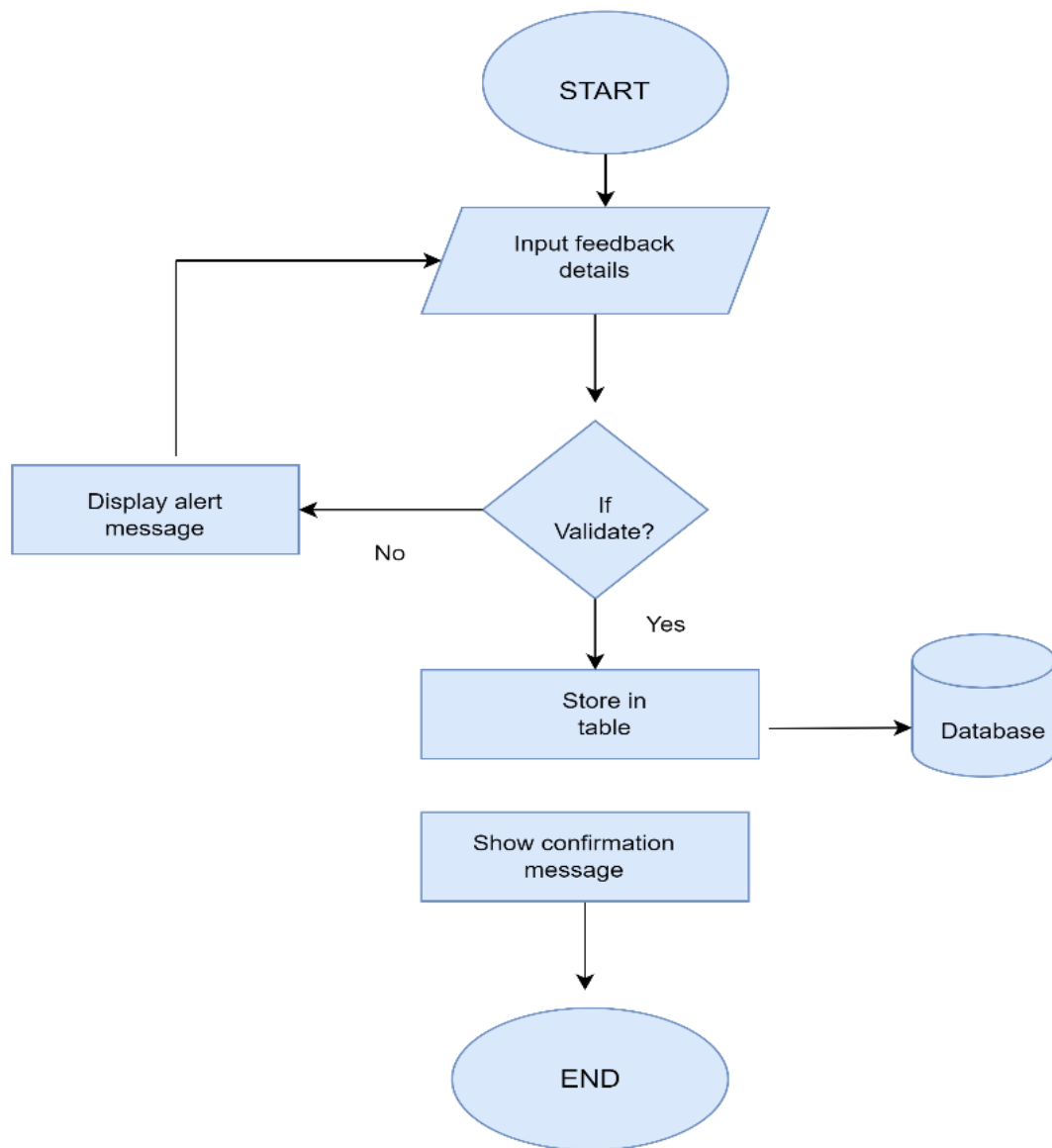


Figure 2.18 flow chart of adding feedback

Chapter 3

Analysis and Interpretation

3.1 Program code listing

User Login

```
<?php
session_start();
if (isset($_SESSION["user"])) {
    header("Location: index.php");
}
?>
<!DOCTYPE html>
<html lang="en">
<head>
    <meta charset="UTF-8">
    <meta http-equiv="X-UA-Compatible" content="IE=edge">
    <meta name="viewport" content="width=device-width, initial-scale=1.0">
    <title>Login Form</title>
    <link rel="stylesheet"
href="https://cdn.jsdelivr.net/npm/bootstrap@5.2.2/dist/css/bootstrap.min.css"
integrity="sha384-
Zenh87qX5JnK2Jl0vWa8Ck2rdkQ2Bzep5IDxbcnCeuOxjzrPF/et3URy9Bv1W
TRi" crossorigin="anonymous">
    <link rel="stylesheet" href="P1_loginpage.css">
<style>
    .container
    {
        margin-top:20%;
    }
</style>
</head>
<body>
    <div class="container">
        <?php
        if (isset($_POST["login"])) {
            $email = $_POST["email"];
            $password = $_POST["password"];
            require_once "database.php";
            $sql = "SELECT * FROM users WHERE email = '$email'";
            $result = mysqli_query($conn, $sql);
            $user = mysqli_fetch_array($result, MYSQLI_ASSOC);
            if ($user) {
```

```

        if (password_verify($password, $user["password"])) {
            session_start();
            $_SESSION["user"] = "yes";
            header("Location:index.html");
            die();
        }else{
            echo "<div class='alert alert-danger'>Password does not
match</div>";
        }
    }else{
        echo "<div class='alert alert-danger'>Email does not match</div>";
    }
}
?>
<form action="login.php" method="post">
    <div class="form-group">
        <input type="email" placeholder="Enter Email:" name="email"
class="form-control">
    </div>
    <div class="form-group">
        <input type="password" placeholder="Enter Password:"
name="password" class="form-control">
    </div>
    <div class="form-btn">
        <input type="submit" value="Login" name="login" class="btn btn-
primary">
    </div>
</form>
<div><p>Not registered yet <a href="registration.php">Register
Here</a></p></div>
</div>]
</body>
</html>

```

Index

```

<!DOCTYPE html>
<html lang="en">
<head>
    <meta charset="UTF-8">
    <meta name="viewport" content="width=device-width, initial-scale=1.0">

    <!--===== FAVICON =====-->
    <link rel="shortcut icon" href="assets/img/favicon.png" type="image/x-
icon">

```



```

    </div>
</div>

<div class="nav__btns">
    <!-- Theme change button -->
    <i class='bx bx-moon change-theme' id="theme-button"></i>

    <div class="nav__shop" id="cart-shop">
        <i class='bx bx-shopping-bag' ></i>
    </div>

    <div class="nav__toggle" id="nav-toggle">
        <i class='bx bx-grid-alt' ></i>
    </div>
</div>
</nav>
</header>

<!--===== MAIN =====-->
<main class="main">
    <!--===== HOME =====-->
    <section class="home" id="home">
        <div class="home__container container grid">
            <div class="home__img-bg">
                
            </div>

            <div class="home__data">
                <h1 class="home__title">NEW WATCH <br> COLLECTIONS
B720</h1>
                <p class="home__description">
                    Latest arrival of the new imported watches of the B720 series,
                    with a modern and resistant design.
                </p>
                <span class="home__price">₹6999</span>

                <div class="home__btns">
                    <a href="#" class="button button--gray button--small">
                        Discover
                    </a>

                    <a href="buy.html" ><button class="button
home__button">BUY</button></a>
                </div>
            </div>
        </div>
    </div>

```



```

</section>

<!--===== FEATURED
=====-->
<section class="featured section container" id="featured">
  <h2 class="section__title">
    Featured
  </h2>

  <div class="featured__container grid">
    <article class="featured__card">
      <span class="featured__tag">Sale</span>

      <div class="featured__data">
        <h3 class="featured__title">Jazzmaster</h3>
        <span class="featured__price">₹1599</span>
      </div>

      <a href="buy.html" ><button class="button featured__button"
data-name="Jazzmaster" data-price="₹1599">BUY</button></a>
    </article>

    <article class="featured__card">
      <span class="featured__tag">Sale</span>

      <div class="featured__data">
        <h3 class="featured__title">Ingersoll</h3>
        <span class="featured__price">₹2299</span>
      </div>

      <a href="buy.html" ><button class="button featured__button"
data-name="Ingersoll" data-price="₹2299">BUY</button></a>
    </article>

    <article class="featured__card">
      <span class="featured__tag">Sale</span>

```

```

    <div class="featured__data">
      <h3 class="featured__title">Rose gold</h3>
      <span class="featured__price">₹999</span>
    </div>

    <a href="buy.html" ><button class="button featured__button"
data-name="Rose gold" data-price="₹999">BUY</button></a>
  </article>
</div>
</section>

<!--===== STORY =====-->
<section class="story section container">
  <div class="story__container grid">
    <div class="story__data">
      <h2 class="section__title story__section-title">
        Our Story
      </h2>

      <h1 class="story__title">
        Inspirational Watch of <br> this year
      </h1>

      <p class="story__description">
        The latest and modern watches of this year, is available in
various
        presentations in this store, discover them now.
      </p>

      <a href="#" class="button button--small">Discover</a>
    </div>

    <div class="story__images">
      
      <div class="story__square"></div>
    </div>
  </div>
</section>

<!DOCTYPE html>
<html lang="en">
<head>
  <meta charset="UTF-8">
  <meta name="viewport" content="width=device-width, initial-
scale=1.0">

```

```

        <title>Products</title>
        <link rel="stylesheet" href="assets/css/styles.css">
    </head>
    <body>
        <!--===== PRODUCTS
=====-->
    <section class="products section container" id="products">
        <h2 class="section__title">
            Products
        </h2>

        <div class="products__container grid">
            <article class="products__card">
                
                <h3 class="products__title">Spirit rose</h3>
                <span class="products__price">₹2399</span>
                <div class="products__buttons">
                    <button class="products__button">
                        <i class='bx bx-shopping-bag'></i>
                    </button>
                    <a href="buy.html" > <button class="products__buy-button" data-
name="Spirit rose" data-price="₹2399">Buy</button></a>
                </div>
            </article>

            <article class="products__card">
                
                <h3 class="products__title">Khaki pilot</h3>
                <span class="products__price">₹1799</span>
                <div class="products__buttons">
                    <button class="products__button">
                        <i class='bx bx-shopping-bag'></i>
                    </button>
                    <a href="buy.html" ><button class="products__buy-button" data-
name="Khaki pilot" data-price="₹1799">Buy</button></a>
                </div>
            </article>

            <article class="products__card">
                
                <h3 class="products__title">Jubilee black</h3>
                <span class="products__price">₹4999</span>
                <div class="products__buttons">
                    <button class="products__button">
                        <i class='bx bx-shopping-bag'></i>
                    </button>

```

```

    <a href="buy.html" ><button class="products__buy-button" data-
name="Jubilee black" data-price="₹4999">Buy</button></a>
    </div>
</article>

```

```

<article class="products__card">
    
    <h3 class="products__title">Fosil me3</h3>
    <span class="products__price">₹3499</span>
    <div class="products__buttons">
        <button class="products__button">
            <i class='bx bx-shopping-bag'></i>
        </button>
        <a href="buy.html" ><button class="products__buy-button" data-
name="Fosil me3" data-price="₹3499">Buy</button></a>
    </div>
</article>

```

```

<article class="products__card">
    
    <h3 class="products__title">Duchen</h3>
    <span class="products__price">₹2999</span>
    <div class="products__buttons">
        <button class="products__button">
            <i class='bx bx-shopping-bag'></i>
        </button>
        <a href="buy.html" ><button class="products__buy-button" data-
name="Duchen" data-price="₹2999">Buy</button></a>
    </div>
</article>

```

```

</div>
</section>

```

```

<!--===== TESTIMONIAL
=====-->
<section class="testimonial section container">
    <div class="testimonial__container grid">
        <div class="swiper testimonial-swiper">
            <div class="swiper-wrapper">
                <div class="testimonial__card swiper-slide">
                    <div class="testimonial__quote">
                        <i class='bx bxs-quote-alt-left' ></i>
                    </div>
                    <p class="testimonial__description">

```

They are the best watches that one acquires, also they are always with the latest news and trends, with a very comfortable price and especially with the attention you receive, they are always attentive to your questions.

</p>

<h3 class="testimonial__date">March 27. 2022</h3>

<div class="testimonial__perfil">

<div class="testimonial__perfil-data">

Lee Doe

Director of a company

</div>

</div>

</div>

<div class="testimonial__card swiper-slide">

<div class="testimonial__quote">

<i class="bx bxs-quote-alt-left" ></i>

</div>

<p class="testimonial__description">

They are the best watches that one acquires, also they are always with the latest news and trends, with a very comfortable price and especially with the attention you receive, they are always attentive to your questions.

</p>

<h3 class="testimonial__date">March 27. 2023</h3>

<div class="testimonial__perfil">

<div class="testimonial__perfil-data">

Samantha Mey

Director of a company

</div>

</div>

</div>

```

<div class="testimonial__card swiper-slide">
  <div class="testimonial__quote">
    <i class='bx bxs-quote-alt-left' ></i>
  </div>
  <p class="testimonial__description">
    They are the best watches that one acquires, also they are
always with the latest
    news and trends, with a very comfortable price and
especially with the attention
    you receive, they are always attentive to your questions.
  </p>
  <h3 class="testimonial__date">March 27. 2023</h3>

  <div class="testimonial__perfil">
    

    <div class="testimonial__perfil-data">
      <span class="testimonial__perfil-name">Raul
Zaman</span>
      <span class="testimonial__perfil-detail">Director of a
company</span>
    </div>
  </div>
</div>

<div class="swiper-button-next">
  <i class='bx bx-right-arrow-alt' ></i>
</div>
<div class="swiper-button-prev">
  <i class='bx bx-left-arrow-alt' ></i>
</div>
</div>

<div class="testimonial__images">
  <div class="testimonial__square"></div>
  
</div>
</div>
</section>

<!--===== NEW =====>
<section class="new section container" id="new">

```

```
<h2 class="section__title">
```

```
  New Arrivals
```

```
</h2>
```

```
<div class="new__container">
```

```
  <div class="swiper new-swiper">
```

```
    <div class="swiper-wrapper">
```

```
      <article class="new__card swiper-slide">
```

```
        <span class="new__tag">New</span>
```

```
        
```

```
        <div class="new__data">
```

```
          <h3 class="new__title">Longines rose</h3>
```

```
          <span class="new__price">₹4000</span>
```

```
        </div>
```

```
        <a href="buy.html" ><button class="button new__button" data-name="Longines rose" data-price="₹4000">BUY</button></a>
```

```
      </article>
```

```
    <article class="new__card swiper-slide">
```

```
      <span class="new__tag">New</span>
```

```
      
```

```
      <div class="new__data">
```

```
        <h3 class="new__title">Jazzmaster</h3>
```

```
        <span class="new__price">₹2499</span>
```

```
      </div>
```

```
      <a href="buy.html" ><button class="button new__button" data-name="Jazzmaster" data-price="₹2499">BUY</button></a>
```

```
    </article>
```

```
  <article class="new__card swiper-slide">
```

```
    <span class="new__tag">New</span>
```

```
    
```

```
    <div class="new__data">
```

```
      <h3 class="new__title">Dreyfuss gold</h3>
```

```
      <span class="new__price">₹2599</span>
```

```
    </div>
```

```
    <a href="buy.html" ><button class="button new__button" data-name="Dreyfuss gold" data-price="₹2599">BUY</button></a>
```

```
  </article>
```

```
  <article class="new__card swiper-slide">
```

```
    <span class="new__tag">New</span>
```

```
    
```

```
    <div class="new__data">
```

```
      <h3 class="new__title">Portuguese rose</h3>
```

```
      <span class="new__price">₹1999</span>
```

```

        </div>
        <a href="buy.html" ><button class="button new__button"
data-name="Portuguese rose" data-price="₹1999">BUY</button></a>
    </article>
</div>
</div>
</div>
</section>

```

```

<!--===== NEWSLETTER
=====-->
<section class="newsletter section container">
    <div class="newsletter__bg grid">
        <div>
            <h2 class="newsletter__title">Subscribe us <br> for
awesome<br>Offers</h2>
            <p class="newsletter__description">
                Don't miss out on your discounts. Subscribe to our email
                newsletter to get the best offers, discounts, coupons,
                gifts and much more.
            </p>
        </div>

        <form action="" class="newsletter__subscribe">
            <input type="email" placeholder="Enter your email"
class="newsletter__input">
            <button class="button">
                SUBSCRIBE
            </button>
        </form>
    </div>
</section>
</main>

```

```

<!--===== FOOTER =====-->
<footer class="footer section">
    <div class="footer__container container grid">
        <div class="footer__content">
            <h3 class="footer__title">Our information</h3>

            <ul class="footer__list">
                <li>Malleshwaram, Bangalore-560006</li>
                <li>+91-8095737207</li>
                <li>wwe@gmail.com</li>
            </ul>
        </div>
    </div>

```



```

<div class="footer__content">
  <h3 class="footer__title">About Us</h3>

  <ul class="footer__links">
    <li>
      <a href="#" class="footer__link">Support Center</a>
    </li>
    <li>
      <a href="#" class="footer__link">Customer Support</a>
    </li>
    <li>
      <a href="#" class="footer__link">About Us</a>
    </li>
    <li>
      <a href="#" class="footer__link">Copy Right</a>
    </li>
  </ul>
</div>

```

```

<div class="footer__content">
  <h3 class="footer__title">Product</h3>

  <ul class="footer__links">
    <li>
      <a href="#" class="footer__link">Smart Watches</a>
    </li>
    <li>
      <a href="#" class="footer__link">Retro Watches</a>
    </li>
    <li>
      <a href="#" class="footer__link">Hybrid Watches</a>
    </li>
  </ul>
</div>

```

```

<div class="footer__content">
  <h3 class="footer__title">Social</h3>

  <ul class="footer__social">
    <a href="https://www.facebook.com/" target="_blank"
class="footer__social-link">
      <i class='bx bxl-facebook'></i>
    </a>

    <a href="https://twitter.com/" target="_blank"

```

```

class="footer__social-link">
    <i class='bx bxl-twitter' ></i>
</a>

    <a href="https://www.instagram.com/" target="_blank"
class="footer__social-link">
    <i class='bx bxl-instagram' ></i>
    </a>
</ul>
</div>
</div>

```

```

    <span class="footer__copy">&#169; Bedimcode. All rights
reserved</span>
</footer>

```

```

<!--===== SCROLL UP =====-->
<a href="#" class="scrollup" id="scroll-up">
    <i class='bx bx-up-arrow-alt scrollup__icon' ></i>
</a>

```

```

<!--===== SWIPER JS =====-->
<script src="assets/js/swiper-bundle.min.js"></script>

```

```

<!--===== MAIN JS =====-->
<script src="assets/js/main.js"></script>
<script src="https://js.stripe.com/v3/"></script>

```

```

<script>
    document.querySelectorAll('.home__button, .featured__button,
.products__buy-button, .new__button').forEach(button => {
        button.addEventListener('click', async (event) => {
            const name = event.target.getAttribute('data-name');
            const price = event.target.getAttribute('data-price');

            const response = await fetch('/create-checkout-session', {
                method: 'POST',
                headers: {
                    'Content-Type': 'application/json',
                },
                body: JSON.stringify({ name, price }),
            });

```

```
const session = await response.json();
const stripe = Stripe('your_stripe_publishable_key');
const { error } = await stripe.redirectToCheckout({ sessionId:
session.id });

    if (error) {
        console.error("Error redirecting to checkout:", error);
    }
    });
    });
</script>

</body>
</html>
```

3.2.1 Homepage Interface

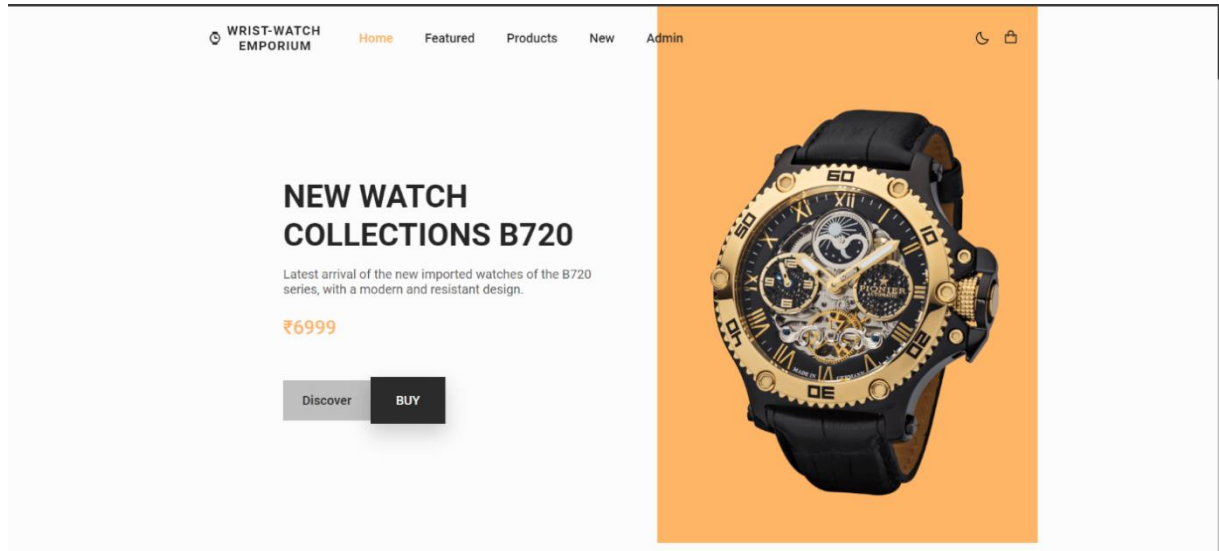


Fig 3.2.1 Home Page

3.2.2 User Login Interface

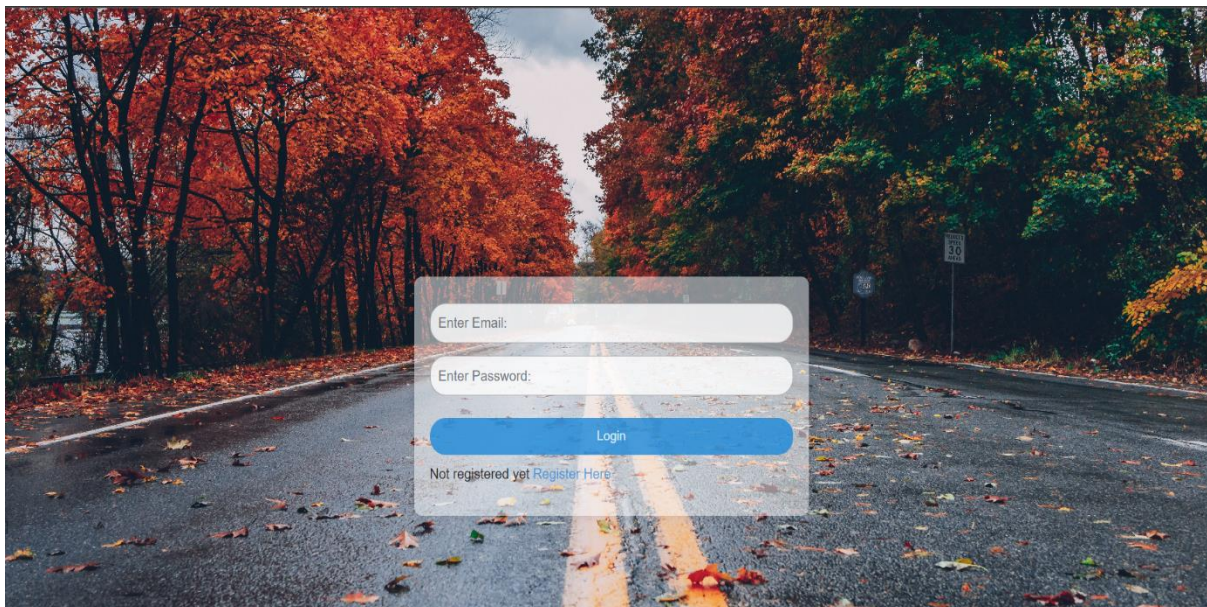


Fig 3.2.2 User Login

This is the User Login page for item. By entering the username and password the User can login to the system

3.2.3 User Registration Interface

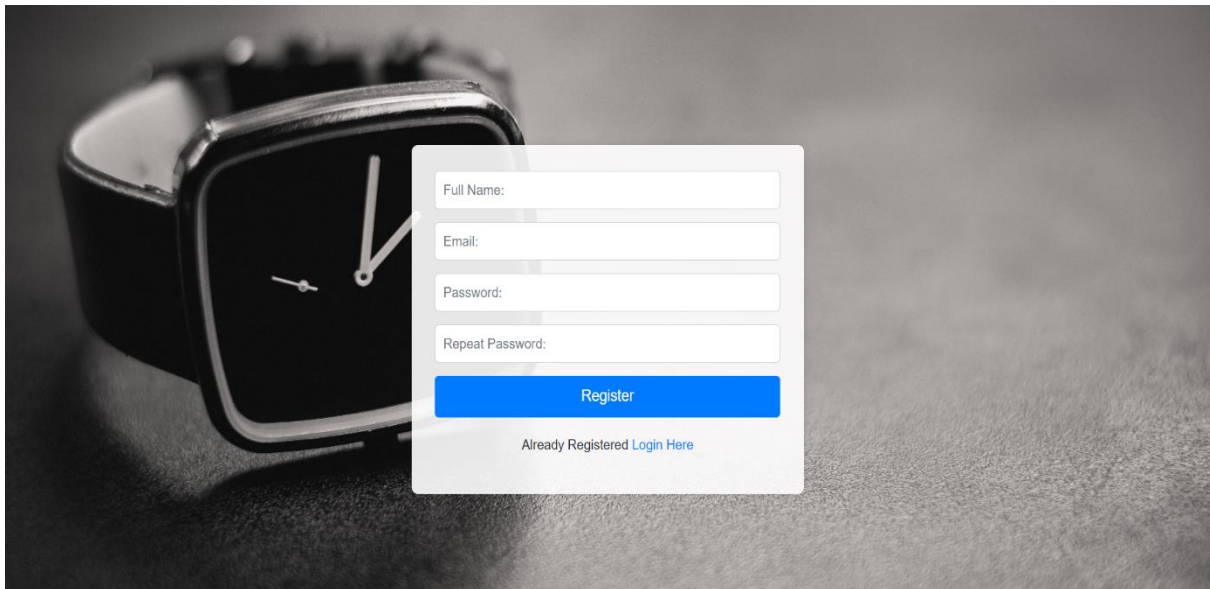
A user registration form is displayed over a background image of a black wristwatch. The form is a light gray rectangle with rounded corners. It contains four input fields: 'Full Name:', 'Email:', 'Password:', and 'Repeat Password:'. Below these fields is a prominent blue button labeled 'Register'. At the bottom of the form, there is a link that says 'Already Registered [Login Here](#)'.

Fig 3.2.3 User Registration

3.2.4 Admin login Interface

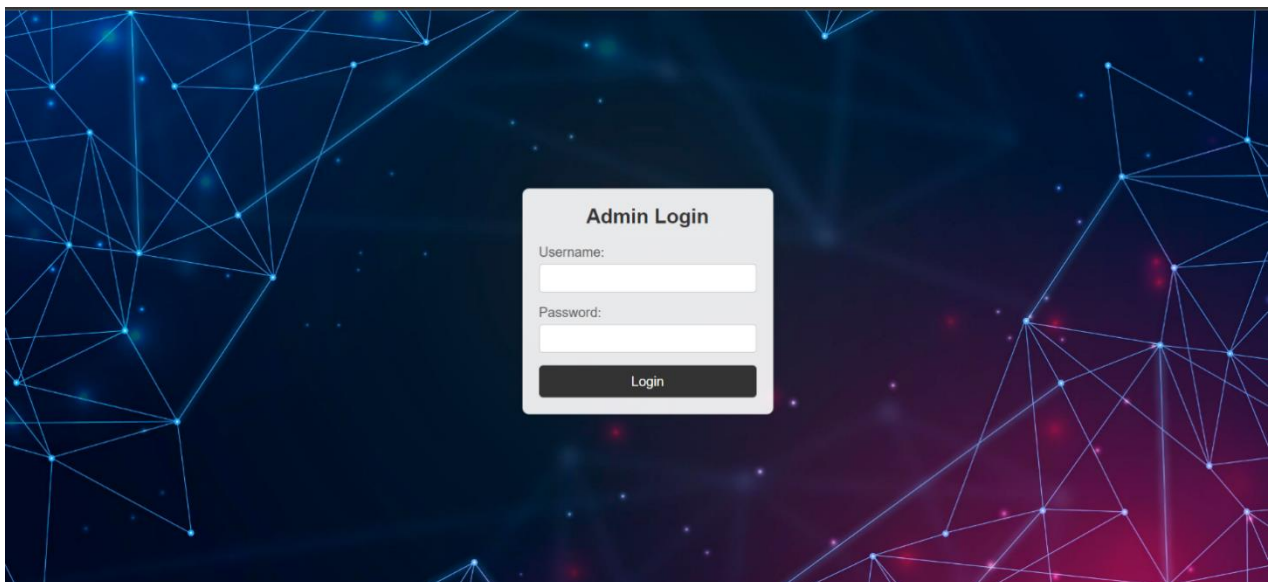
An admin login form is centered on a dark blue background with a glowing network of white and blue lines. The form is a light gray rectangle with rounded corners. It has a title 'Admin Login' at the top. Below the title are two input fields: 'Username:' and 'Password:'. At the bottom of the form is a dark gray button labeled 'Login'.

Fig 3.2.4 Admin login

This is the Admin Login page for admin. The admin manages the entire system. By entering the

login username and password the admin can login to the system.

3.2.5 Admin Dashboard

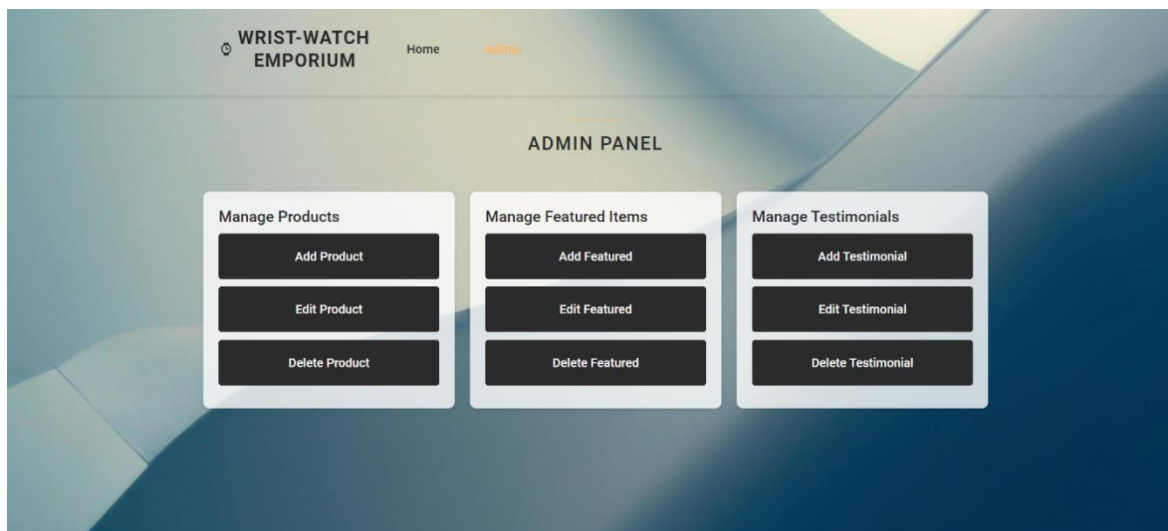


Fig 3.2.5 Admin Dashboard

This is the Admin Dashboard. The Admin manages the entire system. By entering the login username and password the admin can login to the system.

3.2.7 Products

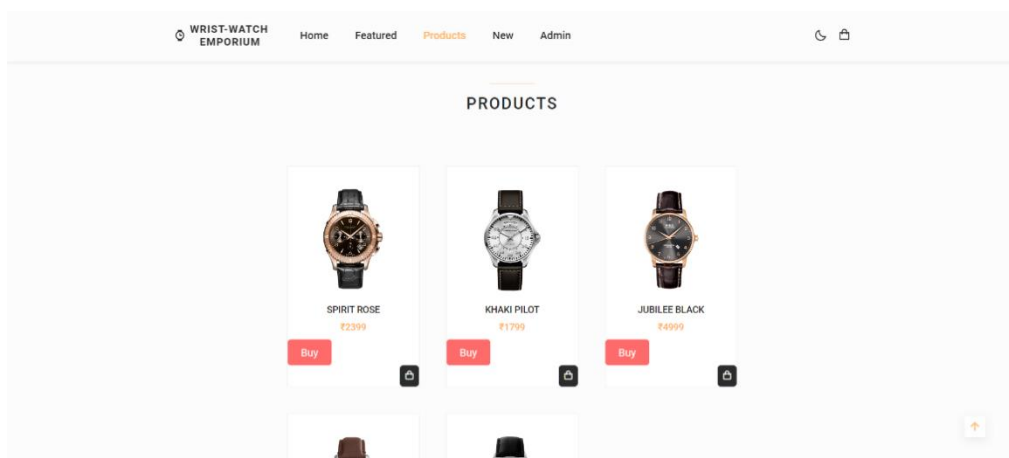


Fig 3.2.7 Products

3.2.8 Offers and About Us

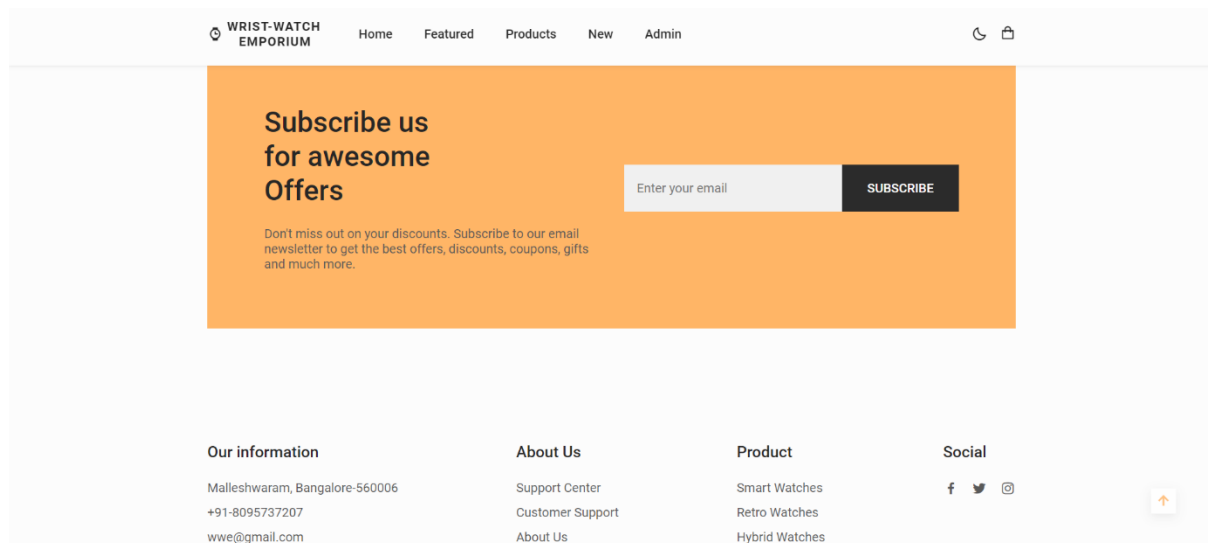


Fig 3.2.8 Offers

3.2.9 Feedback

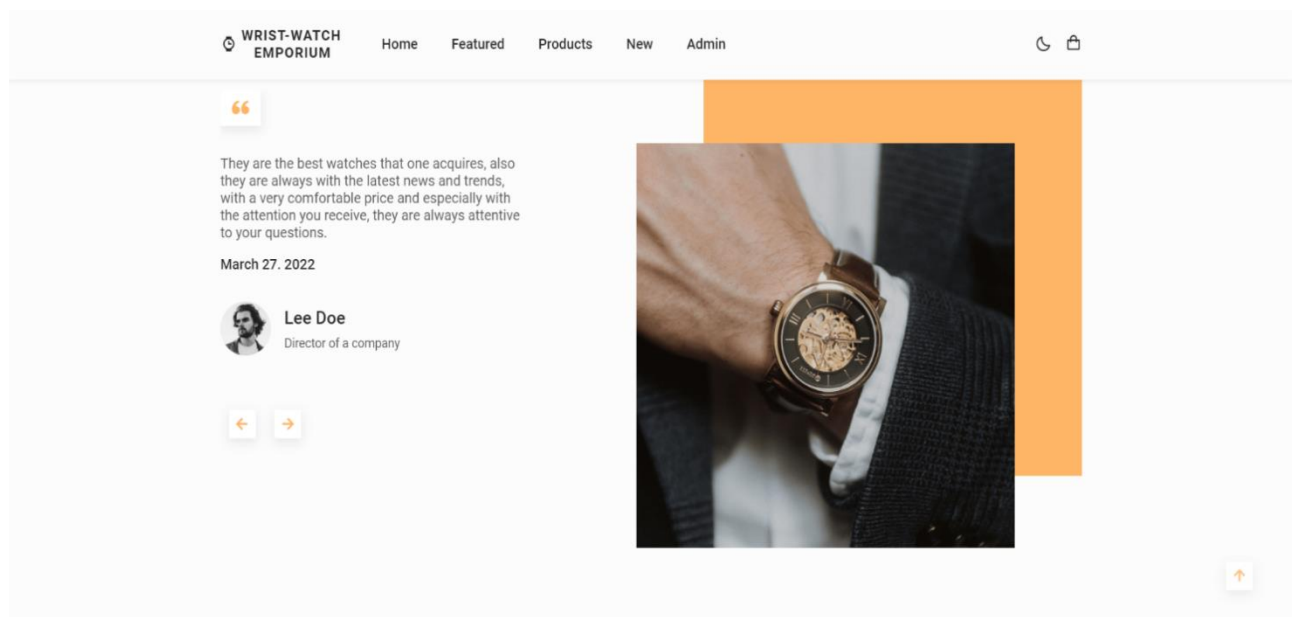


Fig 3.2.9 Feedback

In this page the user can share his/her experience

Chapter 4

Conclusion

4.1. Major findings

The primary target audience for the Wristwatch Emporium is males aged 25-45 with disposable income, showing strong preferences for both luxury watches and smartwatches. Luxury watches are valued for their craftsmanship and status, while smartwatches are favoured for their health and fitness tracking features.

In the competitive landscape, key players include luxury brands like Rolex and Omega and smartwatch brands such as Apple and Samsung. These competitors excel in brand recognition and product diversity but face challenges with high prices and limited customization options, providing opportunities for differentiation.

The product range will be categorized into luxury, smart, and fashion watches, with an emphasis on effective inventory management through just-in-time (JIT) practices to balance stock levels and minimize costs. This ensures a diverse yet efficiently managed product selection.

Sales strategies include seasonal discounts, flash sales, and first-time buyer incentives to attract and retain customers. A loyalty program offering points-based rewards and exclusive offers will encourage repeat purchases.

Customer service will be multi-channel, including live chat, email, and phone support, complemented by a comprehensive FAQ section. Clear return policies and warranty information will build trust and reduce purchase hesitation.

Performance monitoring via analytics will track key metrics like conversion rates and customer acquisition costs, using tools like Google Analytics and heatmaps. Continuous feedback will drive ongoing improvements.

Security and compliance are fundamental, with secure payment gateways and adherence to PCI DSS standards to protect customer data. Compliance with GDPR and other regulations will be ensured with clear privacy policies and marketing opt-in options.

The technical infrastructure must be robust, featuring reliable hosting for uptime and fast loading speeds, supported by Content Delivery Networks (CDNs) for global reach. Scalability is key to handling traffic spikes during promotions, ensuring a seamless shopping experience. In summary, these findings highlight the need for a well-rounded approach encompassing market insights, competitive analysis, user-centric design, strategic marketing, robust

customer service, and strong technical infrastructure to create a successful e-commerce platform for watches.

4.2. Conclusion

Wristwatch Emporium presents a valuable opportunity to enter a lucrative market with a diverse customer base. By offering a wide range of products—from luxury to budget-friendly options—the platform can appeal to various demographics. Key elements of success include a user-friendly interface, advanced technology such as AI-driven recommendations and virtual try-on features, and effective digital marketing strategies. Ensuring excellent customer service through multiple support channels, secure payment options, and efficient logistics further enhances customer satisfaction and trust. With continuous innovation and adaptation to market trends, the e-commerce site can achieve long-term success and become a preferred destination for watch enthusiasts worldwide.

4.3. Limitations

- **Inability for Physical Examination:** Customers cannot physically inspect or try on watches before purchasing, potentially deterring those hesitant about online shopping
- **Lack of Personalized Service:** Online platforms may struggle to provide the personalized service and expertise offered by brick-and-mortar stores, impacting customer satisfaction, especially among collectors seeking detailed information or advice.
- **Security Concerns:** Data breaches and fraudulent transactions pose significant risks. Ensuring the security of customer information and payment transactions is crucial to maintaining trust and credibility.
- **Logistical Issues:** Shipping delays, lost packages, and damage during transit can affect customer satisfaction. Dealing with international shipping, customs duties, and regulations adds complexity and cost to operations.

4.4. Suggestions / recommendations

- **Curate a Unique Collection:** Offer a carefully selected range of watches, including popular brands and unique designs, to appeal to your target audience.
- **Optimize User Experience:** Ensure easy navigation, high-quality images, and

clear product descriptions to streamline the shopping process.

- **Establish Trust:** Highlight authenticity, quality, and reliability through transparent policies and customer testimonials.
- **Mobile Optimization:** Make sure your website is mobile-friendly for seamless browsing and purchasing on all devices.
- **Targeted Marketing:** Use targeted marketing techniques like SEO, social media ads, and email campaigns to reach your ideal customers effectively.

4.5. Learning outcomes

Developing an e-commerce website dedicated to watches has yielded several valuable learning outcomes. Firstly, the project underscored the importance of market research and understanding customer preferences within the watch industry. This knowledge was pivotal in curating a product range that appeals to various demographics, from luxury watch aficionados to budget-conscious shoppers. Secondly, the endeavor emphasized the significance of user experience optimization, highlighting the need for intuitive navigation, high-quality visuals, and detailed product information to facilitate seamless browsing and purchasing. Additionally, the project provided insights into building trust and credibility with customers, emphasizing transparency, authenticity, and reliable customer service as key pillars of success. Furthermore, the process of developing and implementing digital marketing strategies shed light on effective techniques for driving traffic, engaging with customers, and ultimately increasing sales. Finally, the project highlighted the importance of continuous improvement and adaptation in the rapidly evolving e-commerce landscape, emphasizing the need to stay abreast of industry trends, customer preferences, and technological advancements to maintain competitiveness and relevance in the market. Overall, the experience of creating an e-commerce website focused on watches has been a valuable learning journey, providing practical insights into various aspects of e-commerce operations, customer engagement, and business management.

4.6. Abbreviations and Acronyms

- HTML: Hypertext Mark-up Language
- PHP: Hypertext Pre-processor
- CSS: Cascading Style Sheet
- Ack: Acknowledgement
- EV: Electric Vehicle

- CFD: Context Flow Diagram
- DFD: Data Flow Diagram
- ER: Entity Relation

4.7 References

The Following are the books and references that we referred during the development period of the project.

1. "MySQL: The world's most popular open-source database" MySQL. (n.d.).
2. HTML:url” <https://www.w3schools.com/html/>”
3. CSS:url” <https://www.w3schools.com/css/>”
4. mongoDB” <https://www.mongodb.com/>”
5. Ecommerce Evolved: The Essential Playbook to Build, Grow & Scale a Successful Ecommerce Business by Tanner Larsson.
6. DotCom Secrets: The Underground Playbook for Growing Your Company Online by Russell Brunson