

A REPORT ON

Full-Stack Web Development

BY

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BACHELOR OF TECHNOLOGY

IN

COMPUTER ENGINEERING.

AT

PEARL 7 INDUSTRIES pvt.ltd , BANGLORE



PRESIDENCY UNIVERSITY,

BENGALURU JANUARY, 2024

A REPORT ON
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Prepared in partial fulfillment of the
PIP104, Professional Practice – II

AT
PEARL 7 INDUSTRIES pvt.ltd
Bangalore



PRESIDENCY UNIVERSITY,
BENGALURU JANUARY, 2024

**SCHOOL OF COMPUTER SCIENCE AND ENGINEERING &
INFORMATION SCIENCE**

PRESIDENCY UNIVERSITY

CERTIFICATE

This is to certify that the Project report “**Full stack web development**” being submitted by “**ZAHID AHMED KHAN**” bearing roll number(s): 20201COM0047, in partial fulfillment of requirement for the award of degree of **Bachelor in computer Science and Engineering** is a bonafide work carried out under my supervision.

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DECLARATION

I hereby declare that the report entitled “**PEARL 7 INDUSTRIES pvt.ltd**” which is being submitted to the Presidency University, Bangalore is a bonafide report of the work carried out by me. The material contained in this report has not been submitted to any University or Institution for the award of any degree.

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I am thankful to my institute, Presidency University and the Professional Practice Department for structuring the course of Professional Practice-II, thus allowing me to do a professional and technical project.

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PRESIDENCY UNIVERSITY, BENGALURU

Professional Practice (IP) – II

PP Centre: PEARL 7 INDUSTRIES pvt.ltd

Start Date: 7/01/2023 **End Date:** 7/01/2024

Title of the Project: DEVELOPMENT OF E-COMMERCE WEBSITE

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Key Words: **Collaboration and Teamwork**, UI/UX Prototyping,Bug Fixing, Security Measures, Frontend Development, Backend Development.

Project Areas: Full-stack web development .

Abstract:

As a Full Stack Developer in this role, my responsibilities revolved around prototyping and programming for browsers, servers, and databases. The position demanded the utilization of a diverse skill set to ensure a seamless experience for customers and visitors to the website, emphasizing the delivery of a flawless UI/UX experience. Throughout the tenure, the primary focus was on harmonizing both front-end and back-end development to create an integrated and user-centric platform. This offer is conditional upon the satisfactory completion of a background check and fulfilling any other pre-employment requirements.

Signature(s) of Student(s)

Date:

Signature of PP Faculty

Date

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1. INTRODUCTION

1.1 About the company:

PEARL 7 INDUSTRIES pvt.ltd

Founded in the year 1997 , Pearl 7 is a design and comfort obsessed Apparel and accessories brand , Catering to the taste of the modern day pioneers , who want to make everyday extra – ordinary . Our commitment to excellence and quality is reflected through our exquisite range of products made to stand out and conquer the style realm . The company is headquartered in Noida Phase 105 , With a diversified portfolio of deliverables mostly consisting of winter outerwear & Apparels . The company holds an impressive market share in the category it serves in . In its current status it mostly serves the Indian audience , With some overseas customers buying the products through its website . The company also aims to have it's own EBO's in the coming years which would come at the back of increased growth potential for it's segment

1.2 Projects of the Company:

The primary project undertaken by the company centered on the creation of an e-commerce website tailored for a prominent clothing brand. This endeavor involved a comprehensive development process, aiming to establish a user-friendly interface that showcased the brand's products effectively. The project encompassed aspects such as designing an intuitive browsing experience, implementing secure payment gateways, optimizing for mobile responsiveness, and integrating a robust inventory management system. The resulting platform served as a dynamic hub for the clothing brand, facilitating seamless online transactions, enhancing customer engagement, and effectively expanding the brand's digital presence in the competitive market landscape

1.3 Services Provided:

PEARL 7 INDUSTRIES provide various services and is very active in delivering the projects successfully in the listed areas below :

1. Web Development and Design: Offering customized website creation, revamping existing sites, ensuring responsive design, and user-friendly interfaces.
- 2.E-commerce Solutions: Developing online stores with features like product catalogs, shopping carts, secure payment gateways, and inventory management systems.
3. Mobile App Development: Designing and building mobile applications for iOS, Android, or cross-platform use, catering to various functionalities and user needs.
4. UI/UX Design: Crafting intuitive and visually appealing user interfaces (UI) and enhancing user experiences (UX) for websites and applications.
- Content Management Systems (CMS): Implementing CMS platforms like WordPress, Drupal, or custom-built solutions for easy content updates and website management
5. Software Development: Developing bespoke software solutions, including CRM systems, enterprise software, and automation tools, tailored to specific business requirements.

Financial Services Support: Offering assistance in accounting, financial planning, paraplanning, financial services administration, and compliance with AMLTransaction Monitoring.

6. Medical Billing and Coding: Providing specialized services in medical billing and coding, ensuring accurate and efficient management of healthcare-related financial processes.

2. ABOUT THE PROJECT

2.1 Project Title:

DEVELOPMENT OF AN E-COMMERCE PLATFORM WITH FULL STACK INTEGRATION

2.2 Introduction

The essence of this project revolves around the creation of a dynamic e-commerce platform that caters to online retail operations. As a Full Stack Developer involved in this project, the primary focus was on conceptualizing, designing, and implementing a comprehensive e-commerce website that provides a seamless shopping experience for users.

In the context of an e-commerce platform, understanding the stock attributes and product details is crucial. Within this project, the emphasis was on creating a robust system that handles:

1. Inventory Management – Tracking stock levels, product availability, and managing variations.
2. Product Details – Displaying essential information such as pricing, descriptions, images, and availability.
3. Order Processing – Implementing a smooth checkout process, managing orders, and ensuring secure transactions.
4. User Experience – Crafting an intuitive and visually appealing interface for customers to browse, select, and purchase products effortlessly.
5. Performance Optimization – Ensuring the website loads quickly, operates efficiently, and remains responsive across various devices.

As a Full Stack Developer, responsibilities extended to prototyping, programming for both the front-end and back-end functionalities of the website. This involved leveraging various technologies and frameworks to build responsive user interfaces, designing databases for efficient data storage, and implementing robust server-side functionalities to handle user requests securely and swiftly.

The project required a holistic approach, utilizing skills in front-end development (HTML, CSS, JavaScript, etc.), back-end development (Node.js, Django, etc.), and database management (SQL, MongoDB, etc.) to deliver a high-quality, reliable ecommerce platform.

This role demanded constant attention to detail, problem-solving abilities, and a deep

understanding of user-centric design principles to create an e-commerce website that ensures customer satisfaction and encourages engagement and sales.

2.3 Technology Used:

The e-commerce platform was built using a combination of front-end and back-end technologies:

1. Front-end Technologies:
 - HTML, CSS, JavaScript
 - React.js/Angular/Vue.js
 - Bootstrap/Tailwind CSS
2. Back-end Technologies:
 - Node.js/Express.js or Django/Flask (Python)
 - SQL (MySQL/PostgreSQL) or NoSQL (MongoDB)
 - RESTful APIs
3. Version Control and Deployment:
 - Git
 - AWS, Heroku, Netlify for deployment
4. Development Tools:
 - Visual Studio Code, Atom, Sublime Text (IDEs)
 - NPM, Yarn (Package Managers)

These technologies enabled the creation of a user-friendly interface, efficient server-side operations, and secure solutions for the e-commerce website. As a Full Stack Developer, involvement encompassed implementing these technologies to ensure a seamless and functional online shopping experience.

2.4 Industrial Scope

In the realm of online retail, specifically within the domain of a clothing brand's e-commerce platform, the success of the website relies on several factors, including user engagement, technological adaptability, and market responsiveness. As a Full Stack Developer involved in this project, leveraging WordPress as the chosen platform, the focus was on ensuring a seamless and appealing online shopping experience.

Much like strategic management in other industries, the aim here was to mitigate potential

user disengagement through responsive design and tailored functionalities. WordPress, known for its versatility and user-friendly features, was utilized to create a visually appealing interface and implement personalized experiences akin to risk management strategies in other sectors.

Analyzing user interaction patterns and leveraging WordPress plugins and customization options resembled the approach of risk management strategies. Daily metrics, comparable to short-term risk assessments, guided immediate adjustments to enhance user experience. Concurrently, weekly/monthly metrics, reminiscent of long-term risk assessments, provided insights into sustained user engagement, enabling strategic planning for continual customer satisfaction.

For Instance, implementing intuitive features like a user-friendly interface, personalized recommendation sections, and seamless checkout options within the WordPress framework was integral. As a Full Stack Developer, the emphasis lay in integrating such features and analyzing user behavior to continually optimize and improve the e-commerce platform's performance, akin to risk management practices in other industries.

This approach underscores the importance of technological adaptability and user-centric design within the competitive landscape of online retail, showcasing your contribution as a Full Stack Developer in building an adaptable, customer-oriented clothing brand's e-commerce website on the WordPress platform.

2.5 Goal

As a Full Stack Developer engaged in the development of an e-commerce website, my primary goal was to optimize and enhance the website's functionality, user experience, and backend operations. Leveraging tools such as WordPress hosted on Hostinger, along with additional plugins including Elementor Pro, Figma, Uber Menu, WooCommerce, and several others, the focus was on achieving several key objectives:

1. **Enhanced User Interface:** Utilizing Elementor Pro and Figma to design and craft visually appealing and intuitive user interfaces that ensure a seamless browsing experience for visitors.
2. **E-commerce Integration:** Implementing and customizing WooCommerce along with various plugins to facilitate smooth online transactions, manage inventory, and offer a diverse range of products to customers.
3. **Backend Optimization and Functionality:** Streamlining backend operations by utilizing WordPress as the CMS (Content Management System), ensuring efficient data management, content updates, and user interaction handling. Additionally, optimizing the website's speed, security, and performance using backend coding

practices.

4. **Responsive Design and User Accessibility:** Employing tools and techniques to create a responsive design using Elementor Pro and other plugins, ensuring compatibility across various devices and browsers, enhancing user accessibility.
5. **Integration of Additional Functionality:** Utilizing Uber Menu and various other plugins to incorporate additional functionalities such as advanced menus, dynamic content, and other features that enrich the user experience.
6. **Data Integration and Storage:** Ensuring the integration of collected data from users or transactions seamlessly into the website's backend, utilizing WordPress and backend development tools to organize, store, and retrieve this information effectively.
7. **Continuous Improvement and Testing:** Implementing iterative improvements, with the help of the testing team provided by the company , and optimization strategies to enhance website performance, user engagement, and conversions.

3. TECHNOLOGIES USED

1. Frontend Technologies:

Proficiency in HTML, CSS, and JavaScript forms the foundation for crafting an engaging and responsive user interface (UI) that enhances the visual appeal and functionality of websites. Employing frameworks/libraries like React, Vue.js, or Angular streamlines the development process, allowing the creation of dynamic, feature-rich, and interactive user experiences that adapt to diverse user needs.

2. Backend Technologies: In the realm of backend development, familiarity with server-side programming languages such as Node.js, Python (utilizing frameworks like Django or Flask), or Ruby (via Ruby on Rails) is essential. This knowledge enables the creation of robust backend systems that handle data processing, logic implementation, and business operations. Understanding databases like MySQL, PostgreSQL, MongoDB, or Firebase is crucial for efficient data management, storage, and retrieval, catering to diverse application requirements. Additionally, expertise in RESTful APIs and server management tools enhances the scalability and functionality of backend services, ensuring seamless interactions between the frontend and backend components

3. Version Control and Deployment: Proficiency in version control systems like Git facilitates effective collaboration among team members and efficient code management throughout the development lifecycle. Deployment tools such as Docker, which enable containerization, and deployment platforms like AWS, Heroku, or Netlify play a pivotal role in launching and maintaining web applications, ensuring scalability, security, and performance. A deep understanding of CI/CD (Continuous Integration/Continuous Deployment) pipelines is crucial for automating and streamlining the deployment process, ensuring error-free updates, and facilitating the smooth release of web projects, thereby maintaining optimal performance and reliability.

4. METHODOLOGY AND PHASES

1. Requirement Analysis:

- Understanding Client Needs: Gather client requirements and understand the project scope, objectives, and target audience.
- Defining Functionalities: Identify and document the essential features and functionalities required for the website/application.

2. Planning:

- Technology Selection: Choose appropriate technologies based on project requirements, such as frameworks, databases, and tools.
- Architecture Design: Create a blueprint for the project architecture, defining the database structure, server setup, and frontend/backend interactions.
- Resource Allocation: Allocate resources, set timelines, and create a project plan outlining tasks and milestones.

3. Design:

- UI/UX Design: Develop wireframes and prototypes to establish the visual and interactive elements of the website/application.
- User Flow: Define user journeys and interactions to ensure a seamless user experience.

4. Development:

- Frontend Development: Implement the UI design using HTML, CSS, and JavaScript, leveraging frameworks like React, Angular, or Vue.js.
- Backend Development: Build server-side logic, database integration, and API development using Node.js, Python (Django/Flask), Ruby on Rails, or other suitable technologies.

5. Deployment:

- Staging Environment Setup: Deploy the application to a staging environment for final testing and validation.
- Production Deployment: Launch the application to a live server or cloud platform

(AWS, Heroku, etc.) for public access.

6. Maintenance and Support:

- Bug Fixing: Address and resolve reported issues or bugs post-launch.
- Continuous Improvement: Implement updates, security patches, and feature enhancements based on user feedback and changing requirements.

7. Documentation:

Technical Documentation: Create comprehensive documentation outlining the project architecture, codebase, APIs, and configurations for future reference.

5. PROJECT WORK FLOW

5.1 Problem Statement

Optimizing WordPress for e-commerce presents challenges in customization, scalability, and user experience, necessitating tailored strategies to deliver a seamless online shopping platform.

5.2 Navigate to Google browser and go to Hostinger Web page

Here we use hostinger to provide the hosting for our domain Pearl7.com

Fig 5.2.1

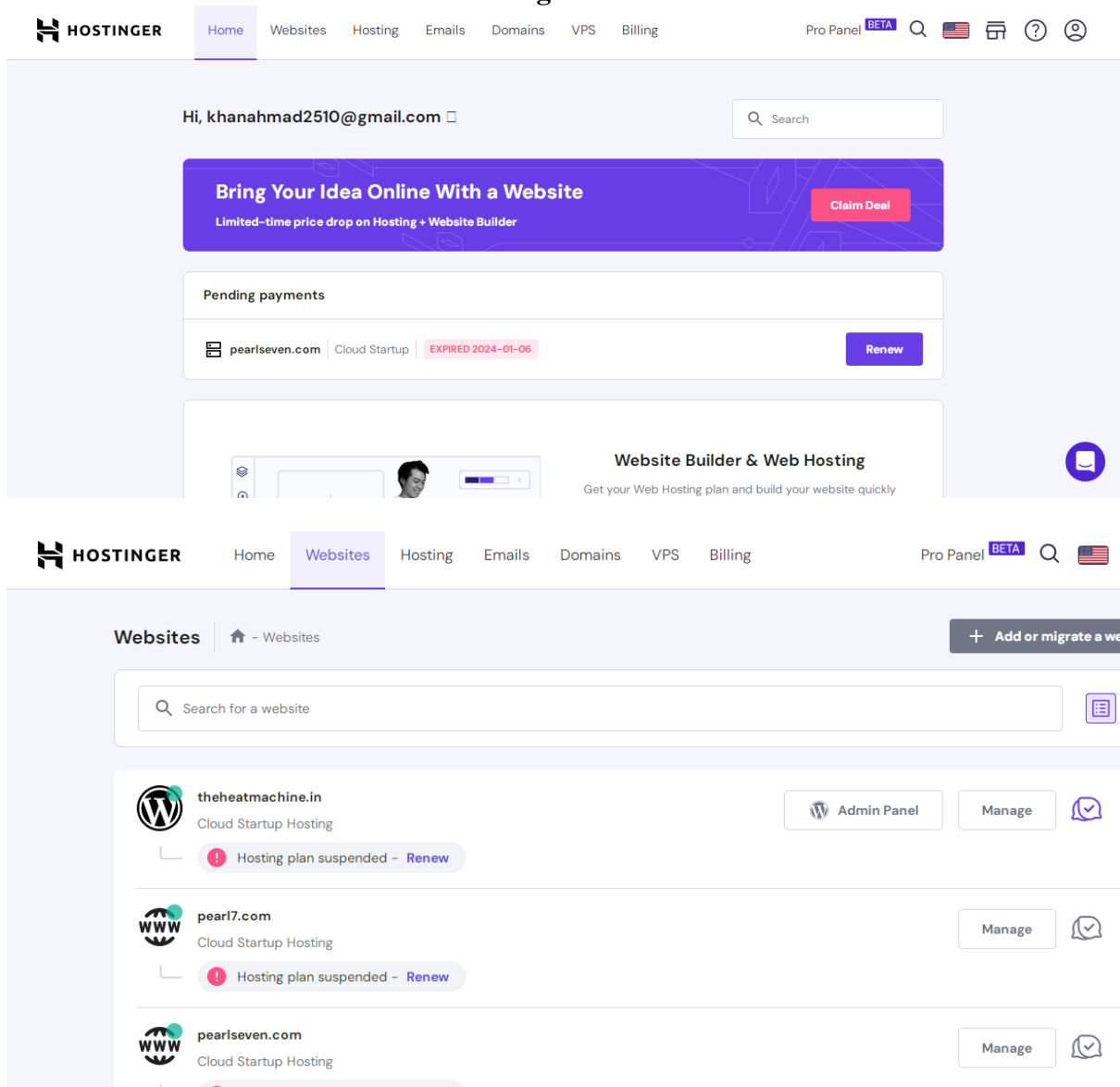


Fig 5.2.2

5.3 wordpress H panel

This dashboard is the main integration where all the front end and back end is integrated

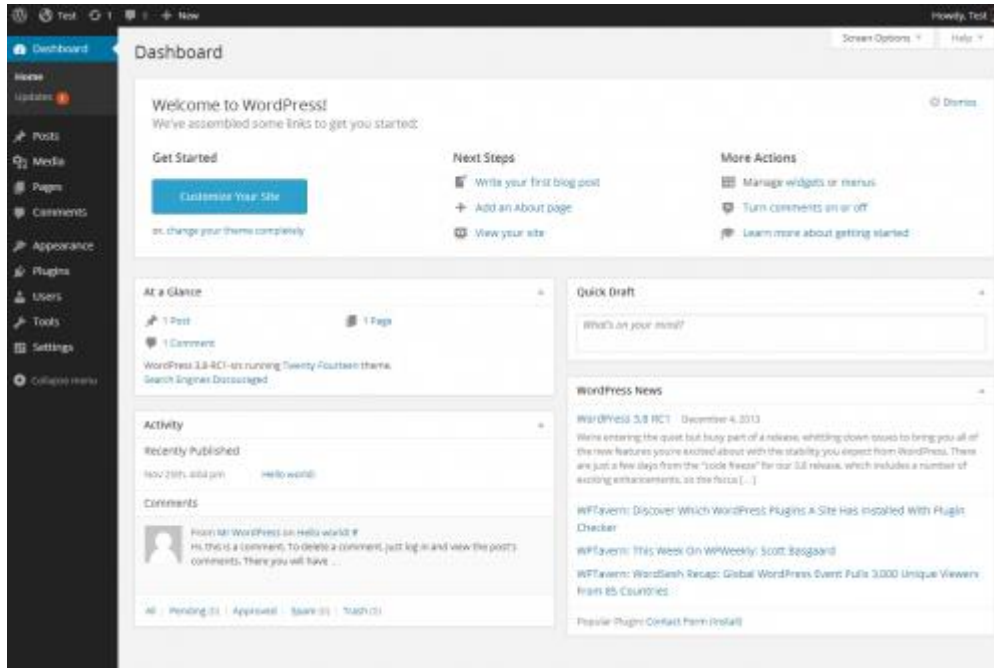
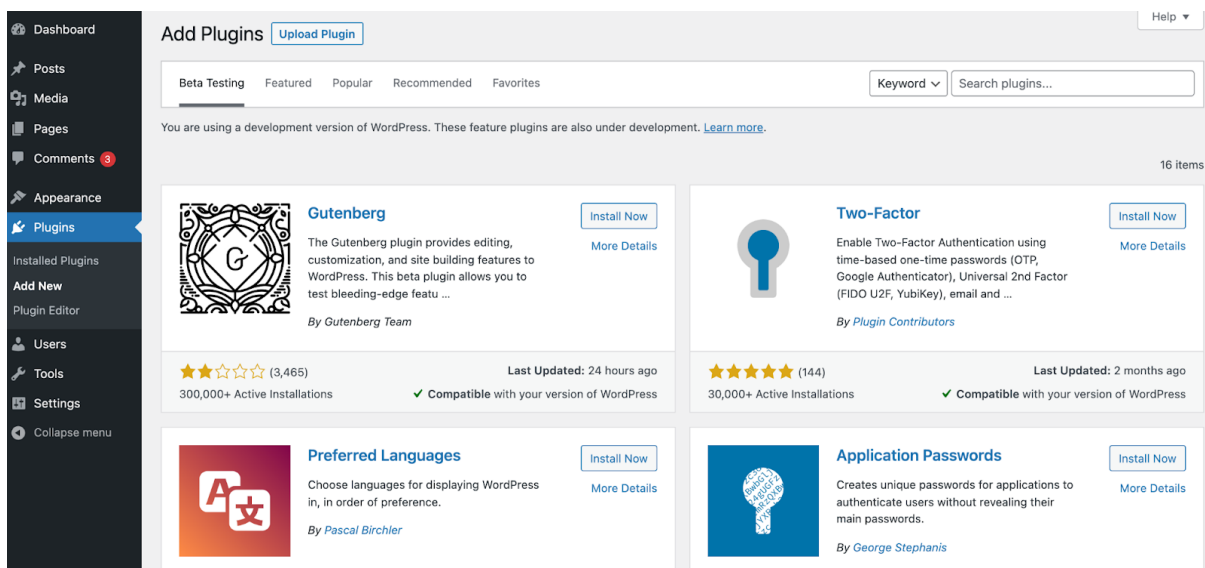


Fig 5.3.1

5.4 Plugin Integration:

Install and configure an e-commerce plugin like WooCommerce, Easy Digital Downloads, or WP eCommerce to enable online sales functionality

Fig 5.4.1



5.5 Design and Customization:

- Customize the website's appearance using the chosen theme, ensuring branding consistency and a user-friendly interface.
- Configure product pages, categories, and pricing, emphasizing high-quality images and compelling product descriptions.

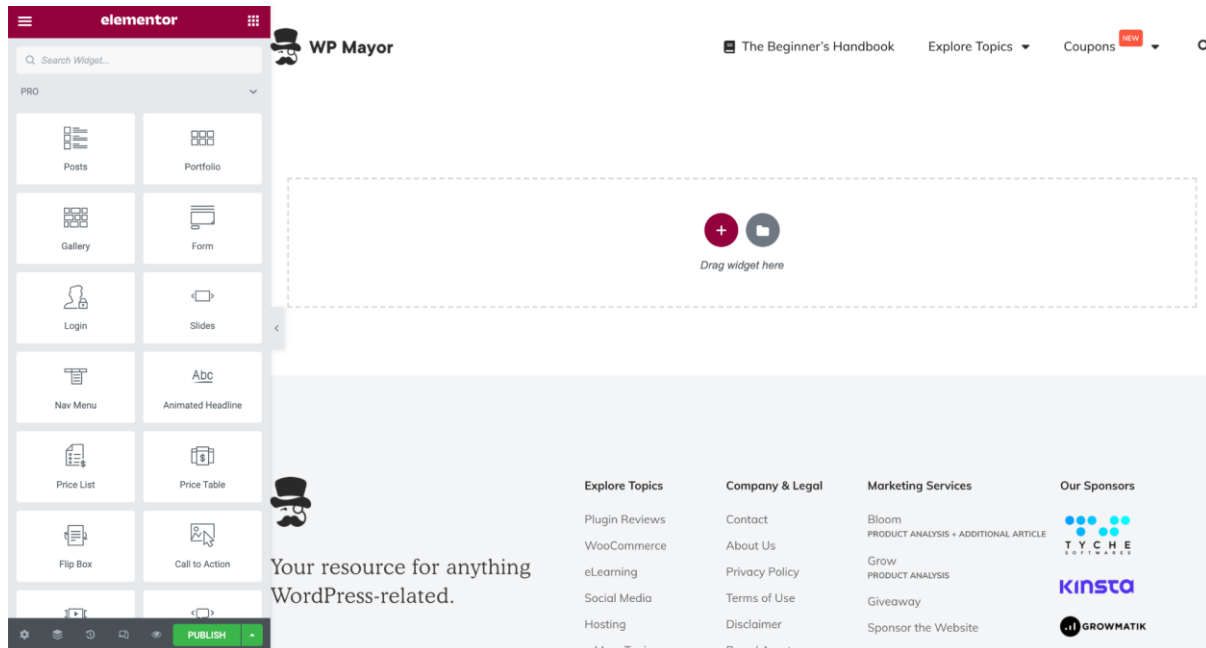
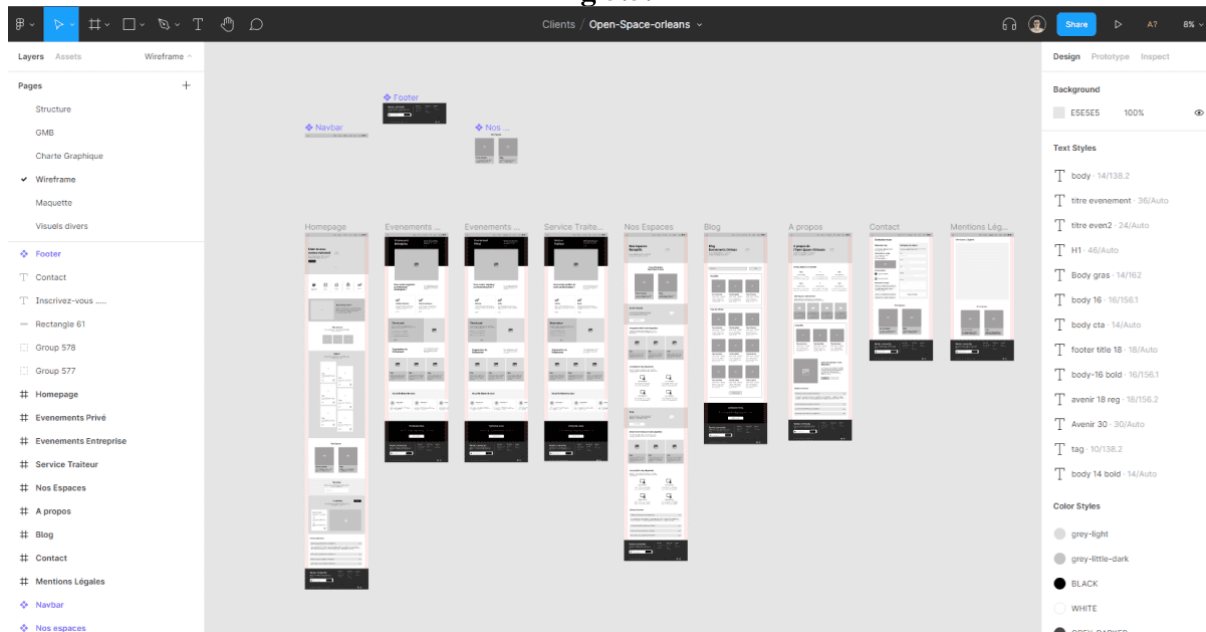


Fig 5.5.1



5.6 Payment Gateway Setup:

- Integrate secure payment gateways (e.g., PayPal, Stripe, etc.) to facilitate online transactions.

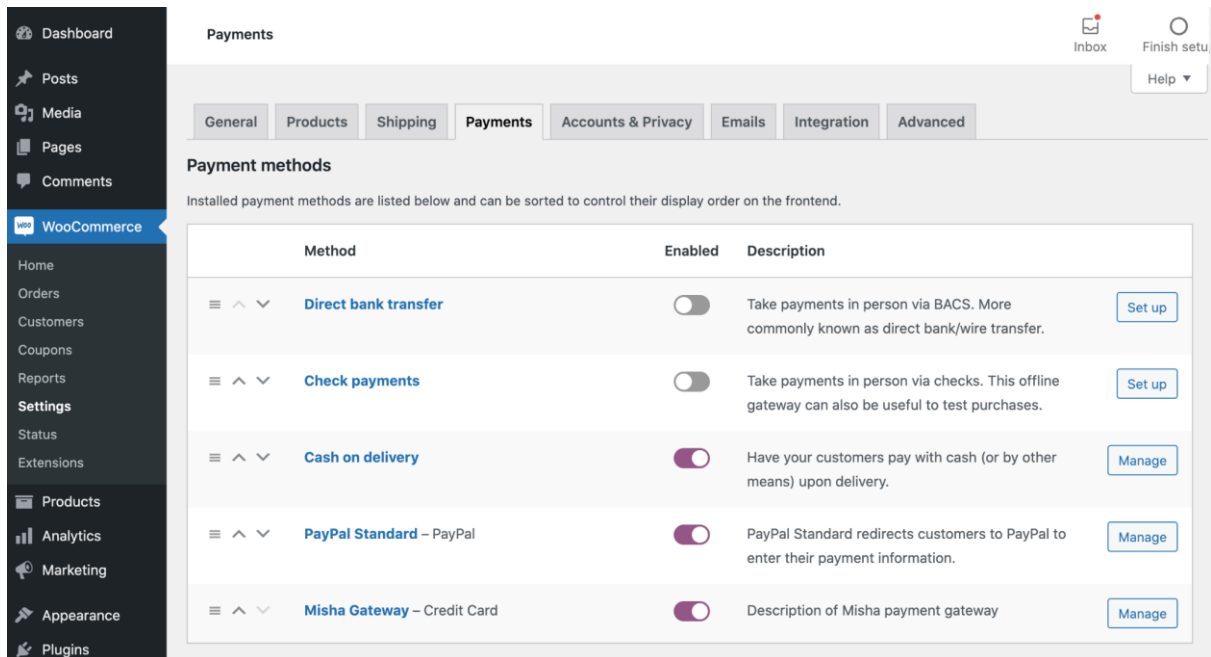
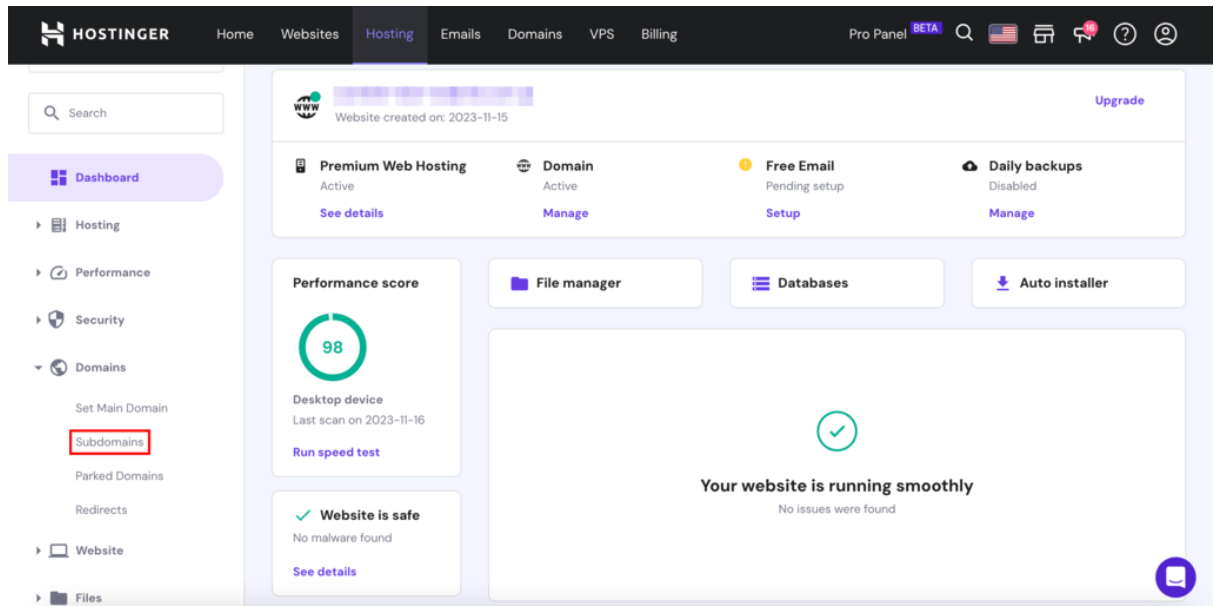


Fig 5.6.1

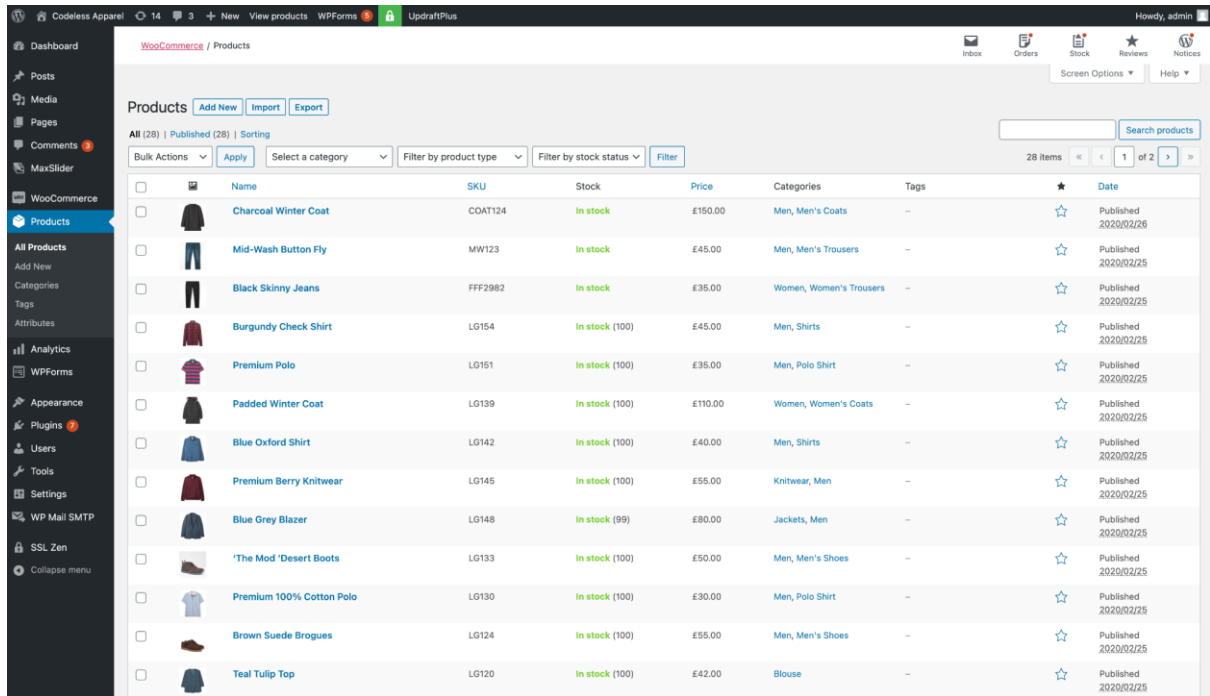
5.7 Security and SEO:

- Implement security measures (SSL certificates, security plugins) to protect customer data and ensure a safe shopping experience.
- Optimize the website for SEO by adding metadata, optimizing images, and creating SEO-friendly URLs.



5.8 product Listing:

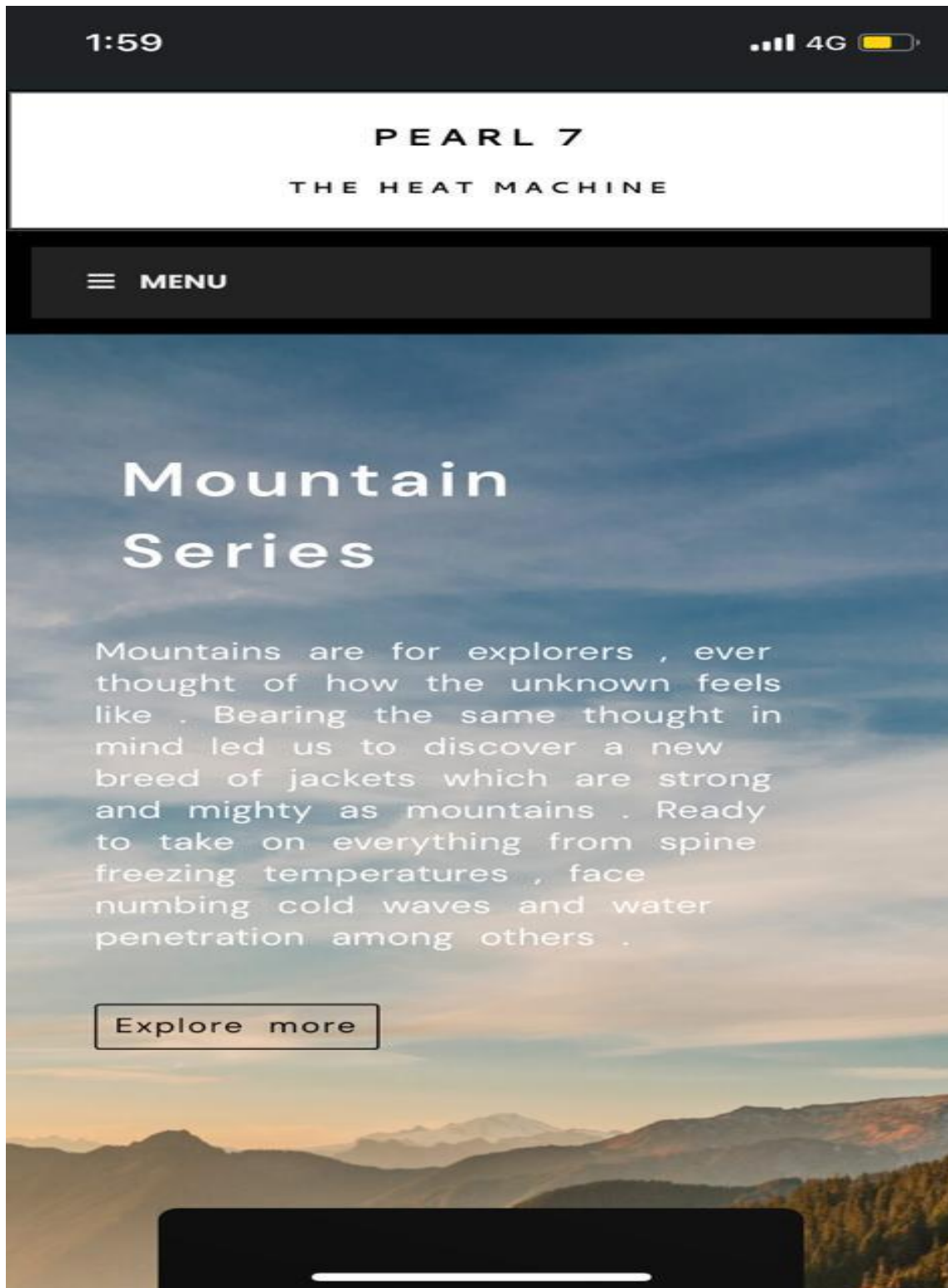
Creating a variable product with variation in colors,sizes and different images for different colors



The screenshot displays the WooCommerce 'Products' management page. The left sidebar contains navigation links for Dashboard, Posts, Media, Pages, Comments, MaxSlider, and WooCommerce. The 'WooCommerce' section is expanded, showing links for Products, All Products, Add New, Categories, Tags, Attributes, Analytics, WPForms, Appearance, Plugins, Users, Tools, Settings, WP Mail SMTP, and SSL Zen. The main content area shows a list of 28 products, with the first 15 visible. The table includes columns for Name, SKU, Stock, Price, Categories, Tags, and Date. The products listed are:

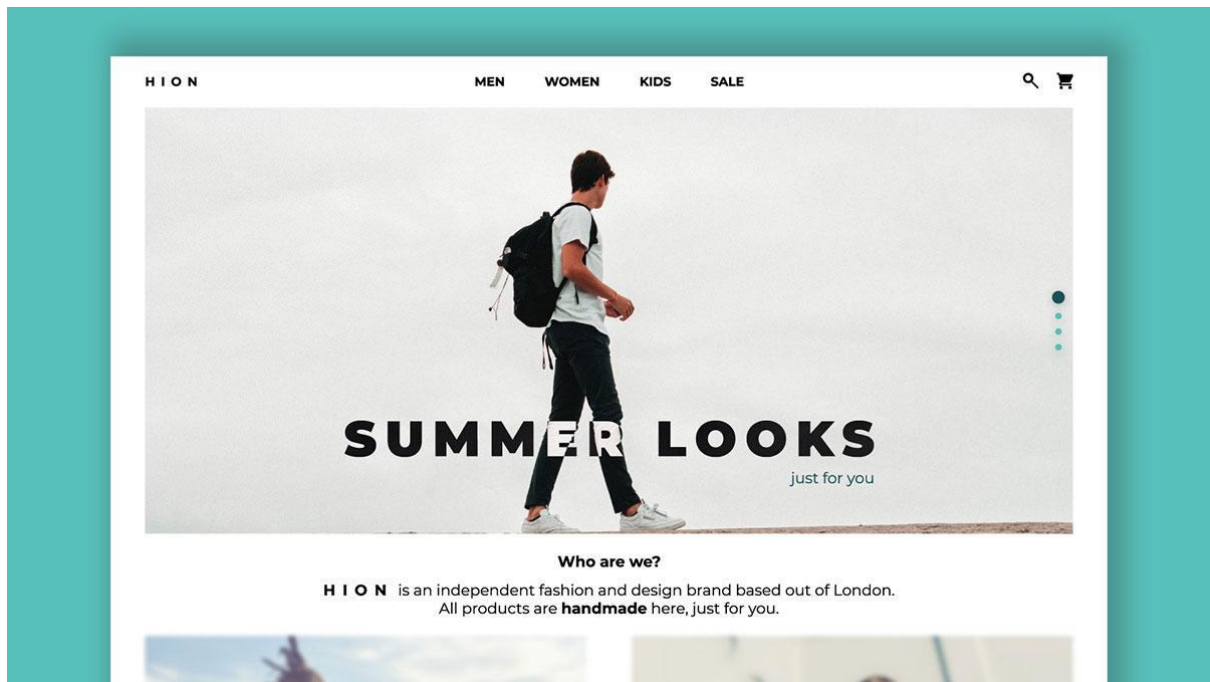
Name	SKU	Stock	Price	Categories	Tags	Date
Charcoal Winter Coat	COAT124	In stock	£150.00	Men, Men's Coats	-	Published 2020/02/28
Mid-Wash Button Fly	MW123	In stock	£45.00	Men, Men's Trousers	-	Published 2020/02/25
Black Skinny Jeans	FFF2982	In stock	£35.00	Women, Women's Trousers	-	Published 2020/02/25
Burgundy Check Shirt	LG154	In stock (100)	£45.00	Men, Shirts	-	Published 2020/02/25
Premium Polo	LG151	In stock (100)	£35.00	Men, Polo Shirt	-	Published 2020/02/25
Padded Winter Coat	LG139	In stock (100)	£110.00	Women, Women's Coats	-	Published 2020/02/25
Blue Oxford Shirt	LG142	In stock (100)	£40.00	Men, Shirts	-	Published 2020/02/25
Premium Berry Knitwear	LG145	In stock (100)	£55.00	Knitwear, Men	-	Published 2020/02/25
Blue Grey Blazer	LG148	In stock (99)	£80.00	Jackets, Men	-	Published 2020/02/25
'The Mod' Desert Boots	LG133	In stock (100)	£50.00	Men, Men's Shoes	-	Published 2020/02/25
Premium 100% Cotton Polo	LG130	In stock (100)	£30.00	Men, Polo Shirt	-	Published 2020/02/25
Brown Suede Brogues	LG124	In stock (100)	£55.00	Men, Men's Shoes	-	Published 2020/02/25
Teal Tulip Top	LG120	In stock (100)	£42.00	Blouse	-	Published 2020/02/25

5.9 Various page building according to the necessity of the company: The company consisted of different stores like THM etc which was designed on figma



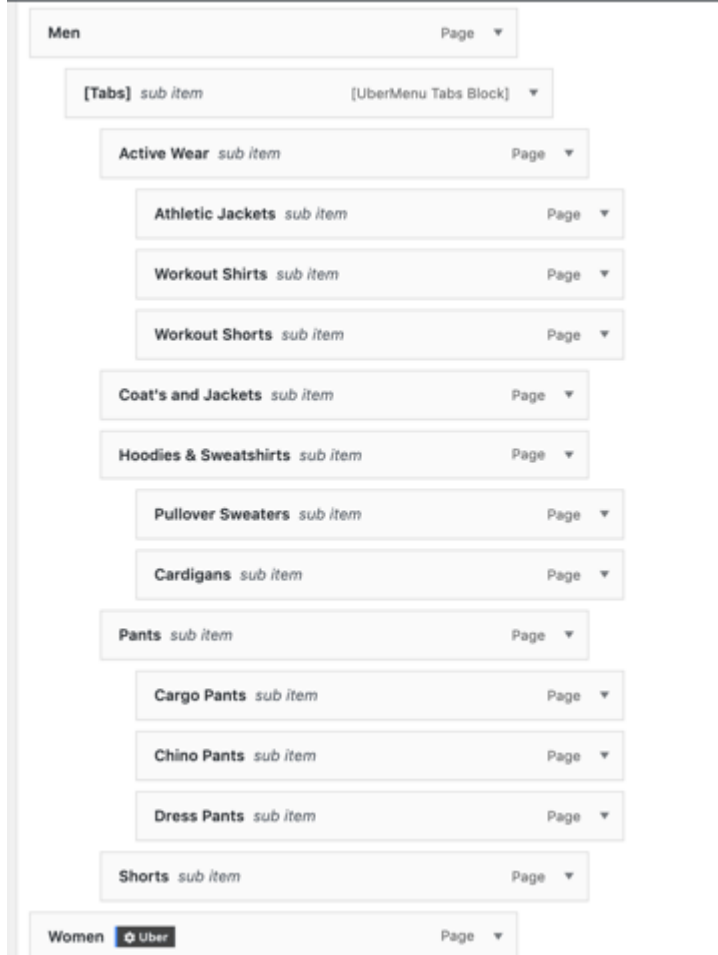
5.9 Creating a dynamic home page:

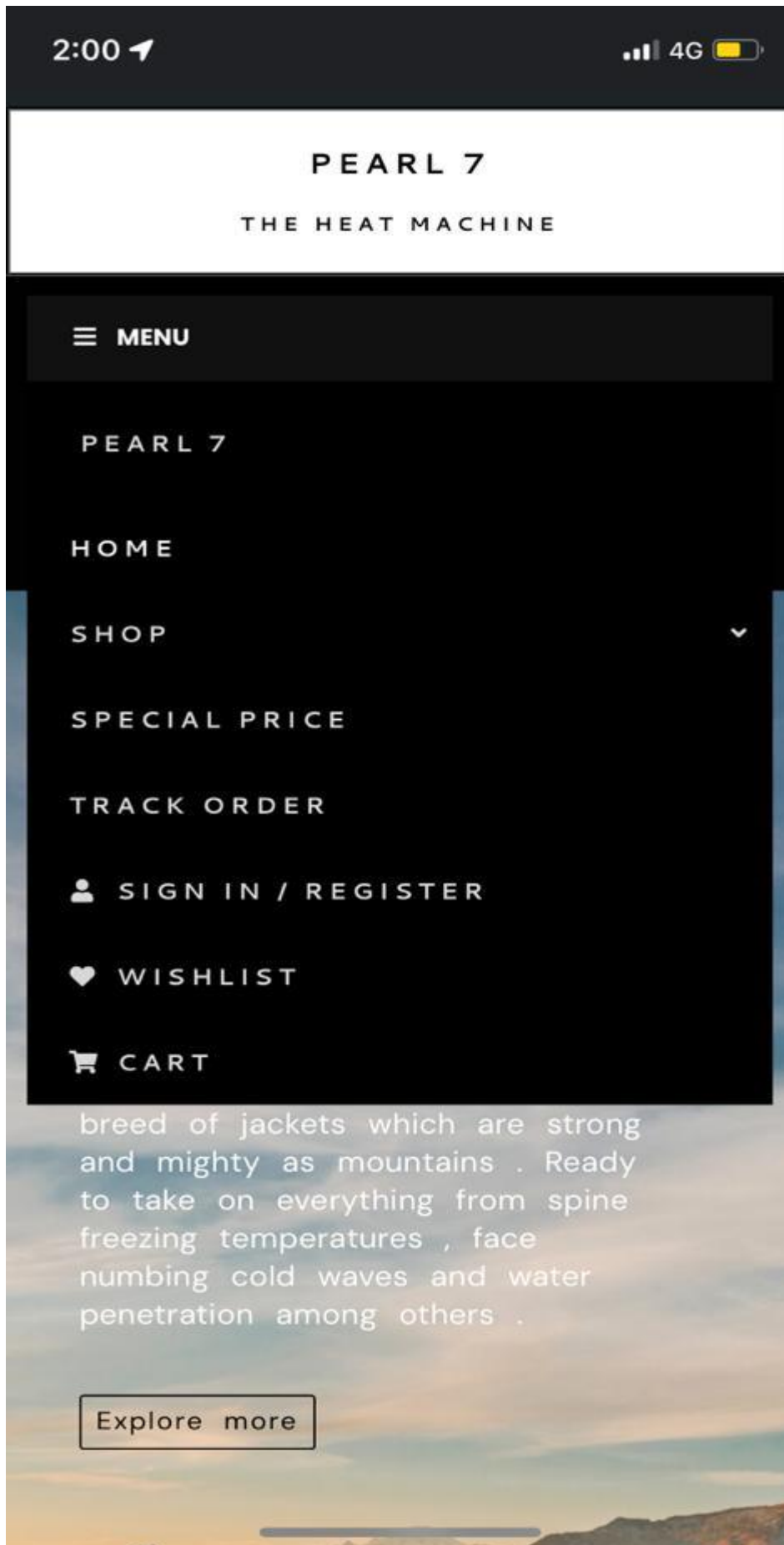
Home page was build on using elementor pro figma which are page builders



5.11 Navigations menus

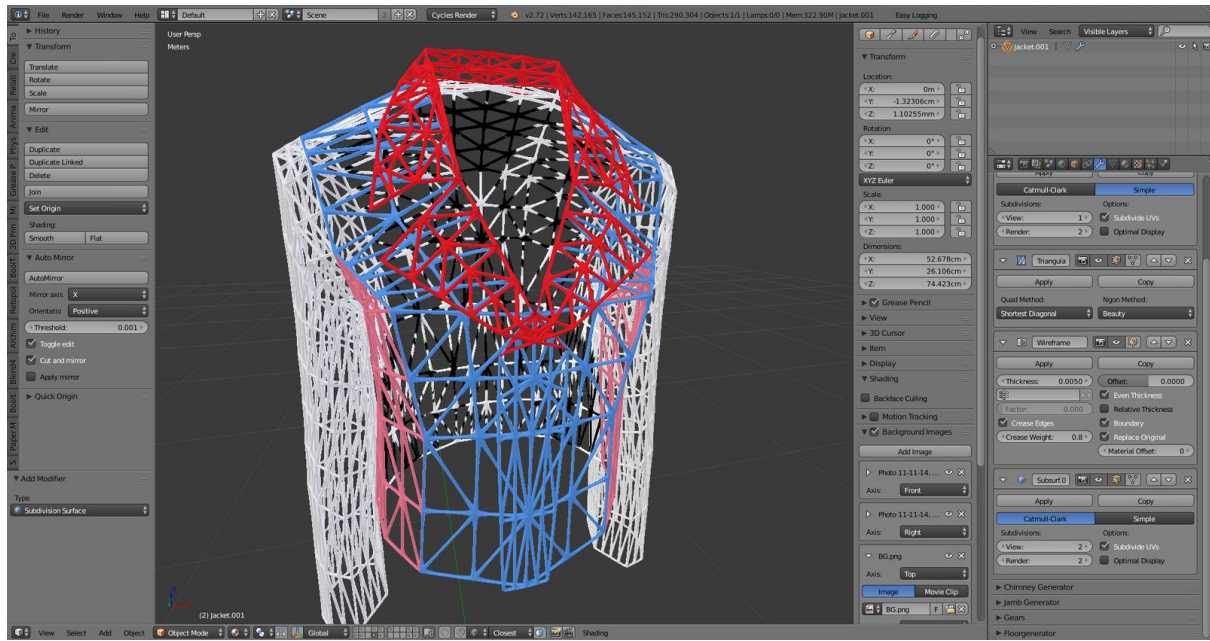
Easy access to navigate through the website it was made using uber menu





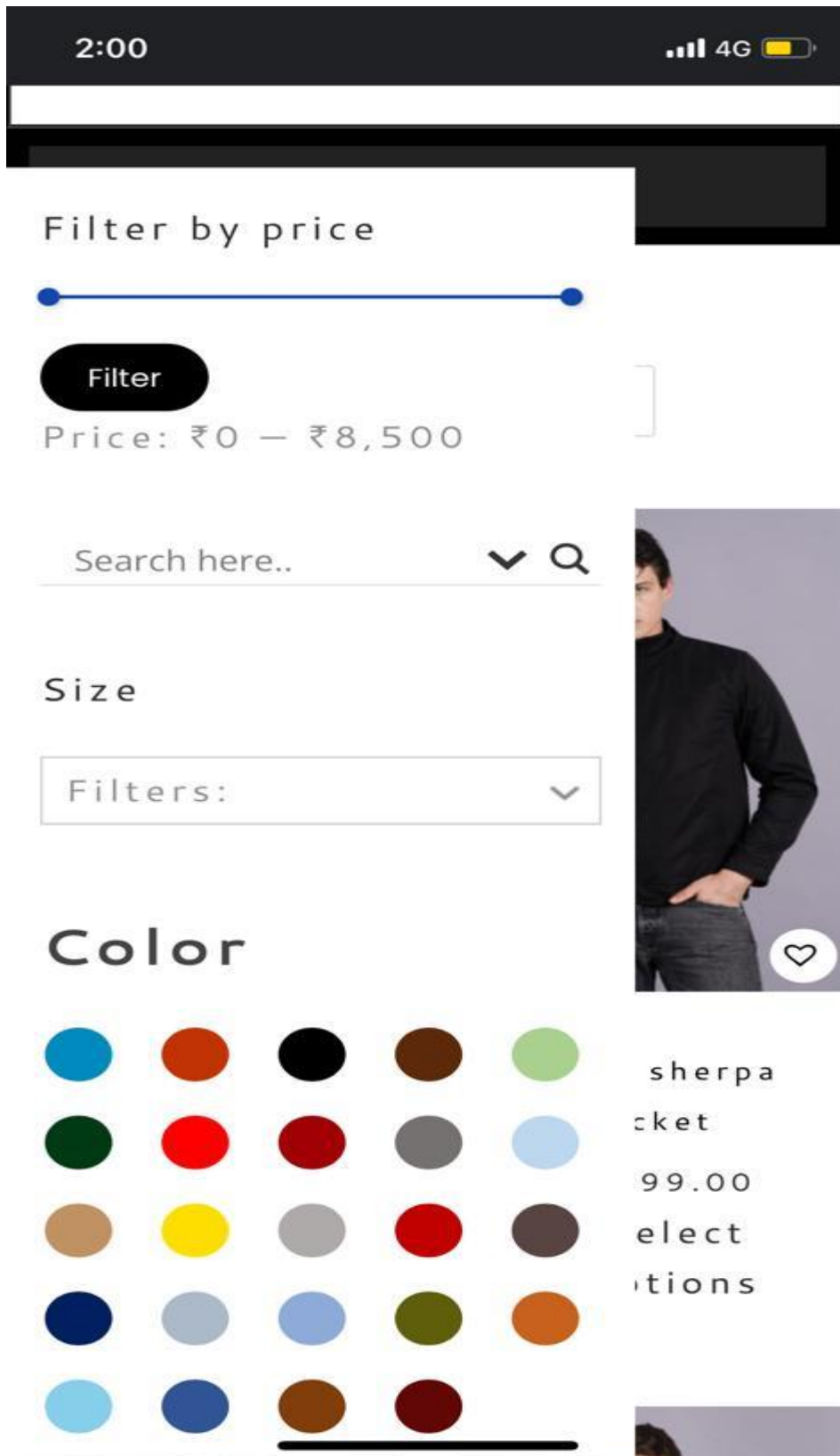
5.11 Designing banners :

The company had provided with a designer who helped through the designing the banners



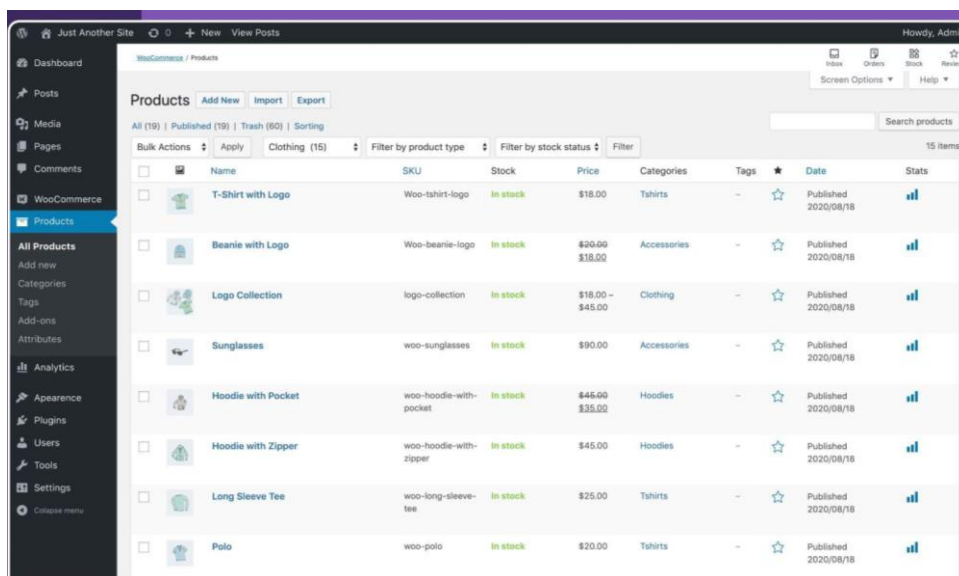
5.12 Filters:

Implementing WooCommerce filters facilitates streamlined product searches and enhances the user shopping experience. By utilizing WooCommerce's filter functionality, customers can efficiently narrow down product searches based on categories, prices, attributes, and more. These filters, seamlessly integrated into the e-commerce platform, empower users to locate desired items swiftly, aiding in higher engagement, increased conversions, and improved customer satisfaction. This feature's implementation highlights the platform's adaptability and responsiveness to user preferences, contributing significantly to an enhanced and efficient online shopping journey.



5.13 Creating fully functional database system :

Utilizing a robust database structure within an e-commerce platform is pivotal for seamless data management and retrieval. In an e-commerce context, an organized database structure, such as MySQL, PostgreSQL, MongoDB, or Firebase, supports efficient storage and retrieval of product information, customer details, order histories, and transactional data. By implementing a well-structured database schema, the e-commerce platform ensures swift data access, enables personalized user experiences, and facilitates smooth order processing. This foundational database architecture forms the backbone of the platform, facilitating scalability, security, and the ability to handle large volumes of data, crucial for the platform's sustained functionality and performance.



The screenshot displays the WooCommerce 'Products' management interface. It features a sidebar with navigation options like Dashboard, Posts, Media, Pages, Comments, and WooCommerce. The main content area shows a list of products with the following columns: Name, SKU, Stock, Price, Categories, Tags, Date, and Stats. The products listed include 'T-Shirt with Logo', 'Beanie with Logo', 'Logo Collection', 'Sunglasses', 'Hoodie with Pocket', 'Hoodie with Zipper', 'Long Sleeve Tee', and 'Polo'. Each product entry includes a small image, a status indicator (e.g., 'In stock'), and a bar chart icon representing sales data.

Name	SKU	Stock	Price	Categories	Tags	Date	Stats
T-Shirt with Logo	Woo-tshirt-logo	In stock	\$18.00	Tshirts	-	Published 2020/08/18	
Beanie with Logo	Woo-beanie-logo	In stock	\$20.00 \$18.00	Accessories	-	Published 2020/08/18	
Logo Collection	logo-collection	In stock	\$18.00 - \$45.00	Clothing	-	Published 2020/08/18	
Sunglasses	woo-sunglasses	In stock	\$90.00	Accessories	-	Published 2020/08/18	
Hoodie with Pocket	woo-hoodie-with-pocket	In stock	\$45.00 \$35.00	Hoodies	-	Published 2020/08/18	
Hoodie with Zipper	woo-hoodie-with-zipper	In stock	\$45.00	Hoodies	-	Published 2020/08/18	
Long Sleeve Tee	woo-long-sleeve-tee	In stock	\$25.00	Tshirts	-	Published 2020/08/18	
Polo	woo-polo	In stock	\$20.00	Tshirts	-	Published 2020/08/18	

Ongoing Maintenance:

- Regularly update WordPress, plugins, and themes to ensure security and functionality.
- Analyze website performance, track sales, and gather user feedback for continuous improvement

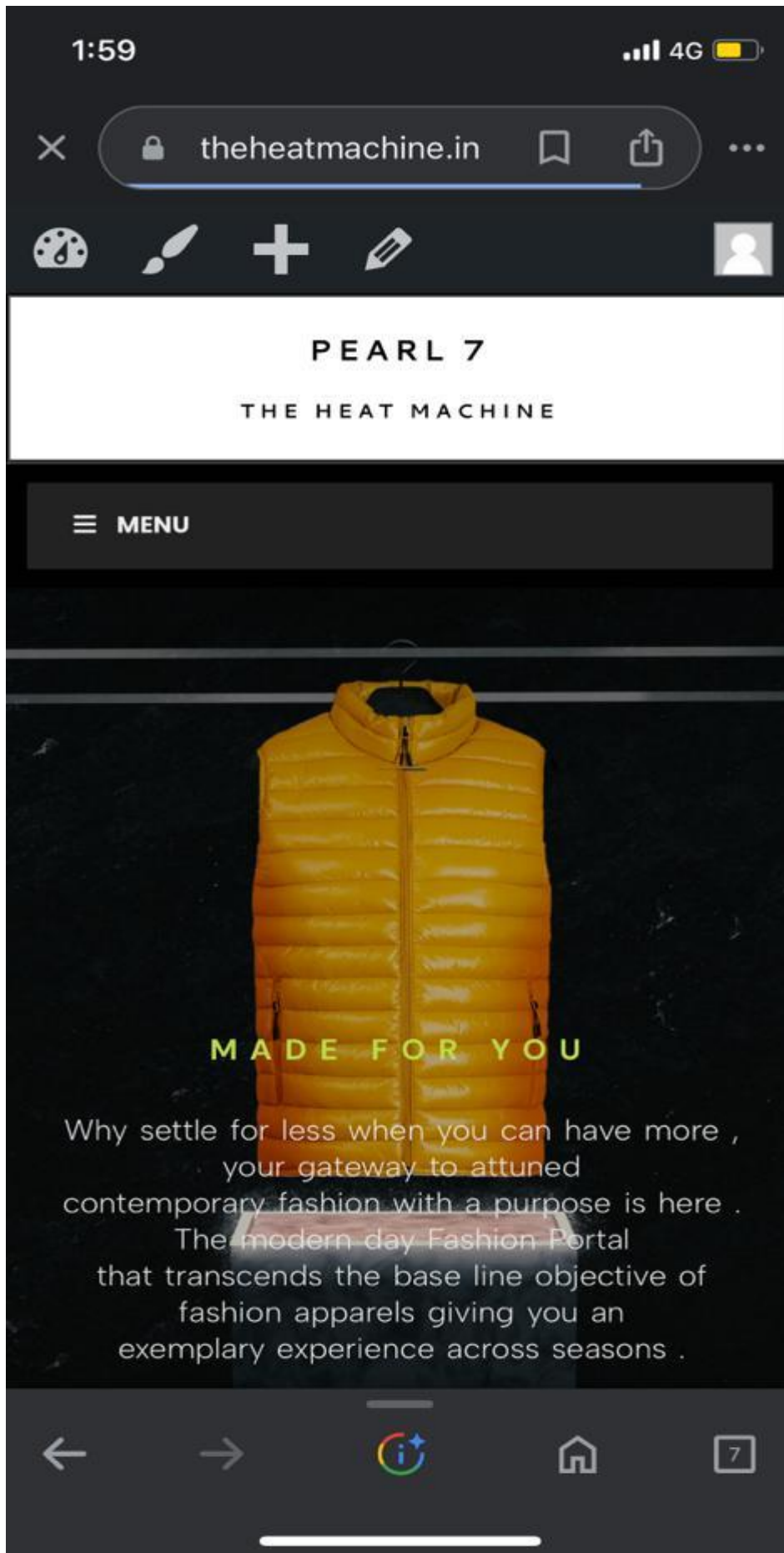
6. RESULTS AND DISCUSSION

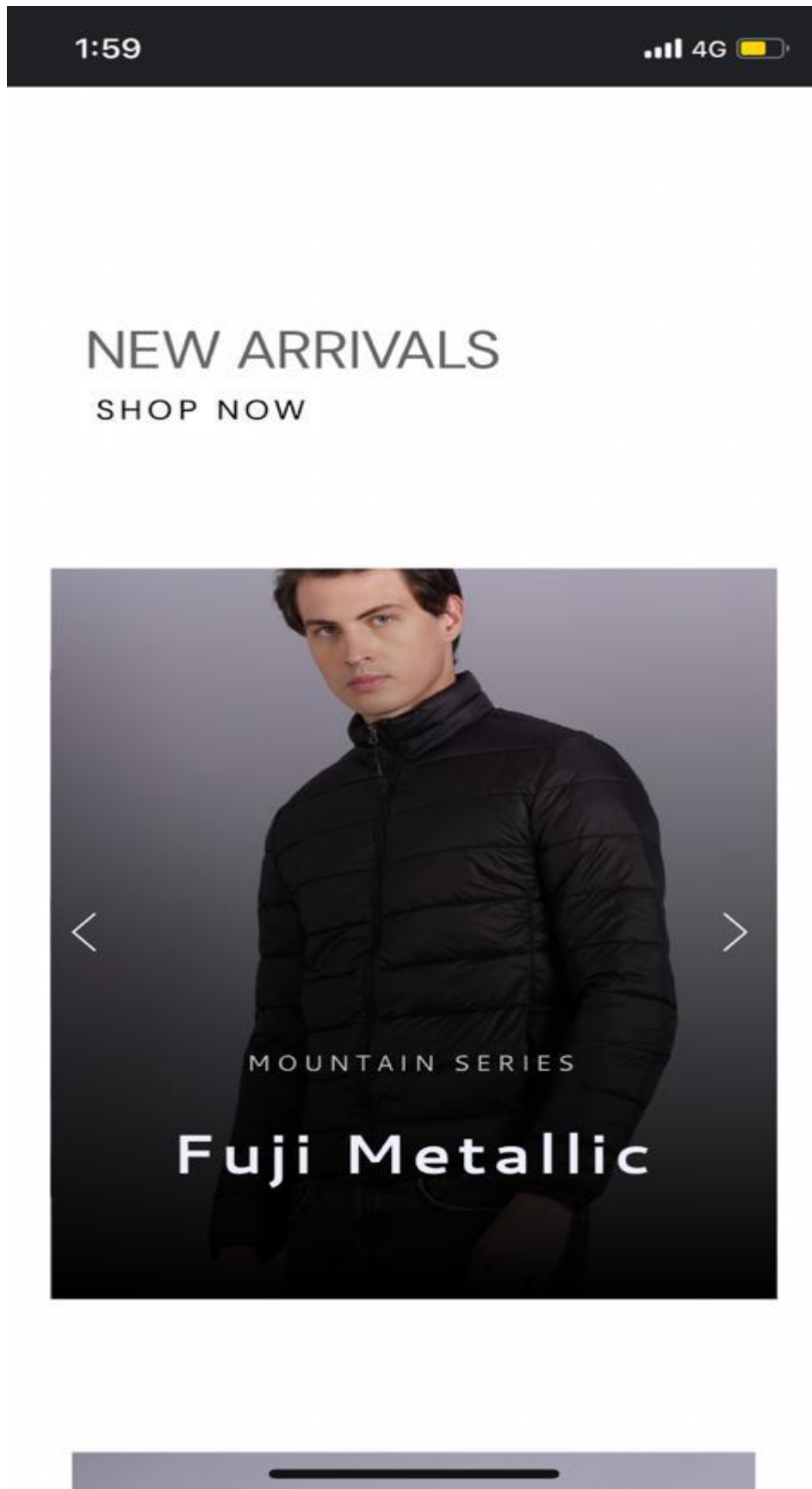
During the internship, the successful creation of a fully functional e-commerce website marked a significant achievement. The website incorporated an intuitive user interface, comprehensive product catalog, seamless checkout process, and integrated payment gateways. The implementation of advanced filtering options streamlined product searches, enhancing user experience and engagement. Robust database management ensured efficient storage and retrieval of product information, order histories, and customer data, contributing to a smooth and personalized shopping journey. The e-commerce platform's successful launch led to increased user interaction, evidenced by higher conversion rates, improved sales figures, and positive customer feedback. Overall, the internship culminated in the successful development and deployment of a feature-rich e-commerce website, showcasing not only technical proficiency but also a deep understanding of user-centric design and functionality."



SHOP BY CATEGORY







7. GLOSSARY

Word Press

WordPress stands as a versatile and user-friendly content management system (CMS), empowering users to create various websites, from blogs to e-commerce platforms, with ease. Its extensive library of themes, plugins, and customization options offers flexibility and scalability for diverse website needs,

woocommers

WooCommerce, an e-commerce plugin for WordPress, revolutionizes online selling by seamlessly integrating with WordPress websites. It offers a feature-rich platform for businesses to set up and manage online stores efficiently. With its customizable nature and a wide range of extensions, WooCommerce empowers users to create personalized and scalable e-commerce solutions. Its user-friendly interface, diverse payment gateway options, and extensive support community make it a preferred choice for entrepreneurs and businesses aiming to establish a robust and versatile online retail presence within the WordPress ecosystem.

Elementor pro and figma

Elementor Pro:

Empowering WordPress users, Elementor Pro is a leading page builder plugin offering drag-and-drop simplicity for crafting visually stunning and responsive websites without needing extensive coding skills.

Figma:

Figma is a collaborative interface design tool known for its cloud-based platform, enabling seamless teamwork and real-time design collaboration, making it a favored choice among design professionals for creating user-centric interfaces.

8. CONCLUSION

The culmination of this internship marks a significant milestone in successfully creating an e-commerce platform tailored for a clothing brand. Through dedicated efforts and technical expertise, the fully functional website now stands as a testament to the fusion of creativity, technology, and user-centric design. The hands-on

experience gained in developing a feature-rich platform, implementing robust filtering mechanisms, and ensuring seamless database management has not only honed technical skills but also provided invaluable insights into the intricacies of e-commerce. This internship has been a transformative journey, underscoring the importance of a well-designed and user-friendly digital storefront in today's competitive market. The delivered e-commerce website not only embodies the brand's essence but also serves as a testament to the collaborative efforts and dedication invested, showcasing the potential to drive business growth and elevate the brand's online presence.

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Figma: The Collaborative Interface Design Tool

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WooCommerce – WordPress plugin

API Library – APIs & Services - Google Cloud console

Pearl 7 Jackets & Accessories

MDN Web Docs: <https://developer.mozilla.org/>

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CSS Tricks: <https://css-tricks.com/>

JavaScript for Beginners: <https://www.javascript.com/>

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Stack Overflow: <https://stackoverflow.com/>

GitHub: <https://github.com/>

CodePen: <https://codepen.io/>

APPENDIX-A

CODE -CODE IS CONFIDENTIAL

APPENDIX-B

ENCLOSURES

1. Conference Paper Presented Certificates.

Dated :- 05/01/2024

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr . Zahid Ahmad Khan has worked with Pearlseven industries pvt.ltd as a full stack Developer for a period of 1 Year starting from 07/01/2023 - 07/01/2024 . In this period he has shown utmost sincerity and dedication towards his job , As a result of which the company has benefited immensely . We wish him all the very best for his future endeavours .

with Regards



(Shoaib Bakshi , Director pearl seven industries)

2. Include certificate(s) of any Achievement/Award won in any project/work related event.



THANK YOU