

University: Jinan University

Title: Cartify (shopping application)

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# Versions

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| --- | --- | --- | --- |
| Version number | Authors | Date | Notes |
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# Abstract

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**1. Introduction**

***1.1 Goal***

Shopping has long been considered a recreational activity by many. Shopping online is

no exception. The goal of this application is to develop a web-based interface for online

retailers. The system would be easy to use and hence make the shopping experience

Enhanced User Experience: Develop a seamless and enjoyable online shopping experience for users, prioritizing ease of navigation and intuitive interface design.

Advanced Search Functionality: Implement a sophisticated search engine that utilizes machine learning and natural language processing techniques to provide accurate and relevant search results. Users should be able to filter products based on various criteria and preferences.

Responsive and Interactive Design: Create a responsive application with modern frontend frameworks like flutter, ensuring smooth and interactive user interactions. Utilize asynchronous data loading techniques to prevent page reloads and enhance performance.

Streamlined Cart Management: Simplify the shopping cart management process by providing intuitive controls for adding, removing, and updating items. While drag and drop functionality can be considered, prioritize mobile-friendly and touch-based interactions.

Comprehensive Product Information: Offer detailed product descriptions, high-quality images, and user-generated reviews to help customers make informed purchasing decisions. Implement social proof elements, such as ratings and testimonials, to enhance trust and credibility.

Personalized Recommendations: Leverage data analytics and machine learning algorithms to deliver personalized product recommendations based on user preferences, browsing history, and purchase behavior. Implement features like "You May Also Like" or "Recommended for You" to encourage upselling and cross-selling.

Seamless Checkout Process: Optimize the checkout process for simplicity and convenience, minimizing friction points and distractions. Offer multiple payment options, including digital wallets and mobile payment solutions, to accommodate diverse customer preferences.

# CHAPTER 2

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#### Description

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#### The class diagram

#### Description

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