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**DATE**: 12-09-2025

COMPLETED THE PROJECT NAMED AS PHASE 1

TECHNOLOGY PROJECT NAME:

E-Commerce Product Page

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**Problem Statement:**

**Introduction**

**Modern online shoppers demand fast, intuitive, and engaging product pages that make it easy to evaluate a product and make a purchase decision. Many e-commerce websites suffer from cluttered layouts, missing key details, slow load times, and poor mobile optimization, which leads to higher bounce rates and abandoned carts.**

**The problem is to design and develop a well-structured, responsive, and conversion-focused product page that provides clear product information, high-quality visuals, social proof (reviews), and an effortless checkout experience ultimately increasing sales conversion rates and user satisfaction**

**Users & Stakeholders:**

**Users:**

**• - Shoppers (End Customers): Browse, compare, and purchase products.**

**• - Guest Visitors: Explore products without login.**

**• - Registered Customers: Have wishlists, saved carts, and order history.**

**Stakeholders:**

**• - Business Owners: Want conversion and revenue growth.**

**• - Marketing Team: Requires analytics, promotions, and tracking.**

**• - Product Managers: Define features & roadmap.**

**• - Developers/Designers: Build and maintain page performance.**

**• - Customer Support Team: Handle queries, returns, complaints.**

**User Stories:**

• As a shopper, I want to view product details (images, price, description, reviews) so that I can

make an informed decision.

• As a shopper, I want to add a product to the cart/wishlist so I can purchase later.

• As a guest, I want to check product availability and delivery options without logging in.

• As a registered user, I want to see related/suggested products so I can discover more.

• As a business owner, I want to track product performance (views, clicks, conversions) to

optimize sales.

**Prioritized Goals:**

**Enable customers to quickly understand the product**

**Encourage confident purchase decisions**

**Make actions frictionless**

**Deliver fast performance**

**MVP Features:**

**• Product title, price, images, and detailed description.**

**• Add to Cart / Buy Now buttons.**

**• Product ratings & reviews.**

**• Stock availability & delivery/pincode check.**

**• Wishlist / Save for Later.**

**• Suggested/Related products**

**Wireframes / API Endpoint List:**

Wireframes (Conceptual):

• - Top Section: Product images + title + price + CTA.

• - Middle Section: Product description + specifications.

• - Bottom Section: Reviews + related products.

API Endpoints (Sample):

• - GET /api/products/{id} → Get product details.

• - POST /api/cart/add → Add product to cart.

• - POST /api/wishlist/add → Add to wishlist.

• - GET /api/products/{id}/reviews → Fetch product reviews.

• - GET /api/products/{id}/related → Fetch related products.

• - POST /api/order/create → Place order.

**Acceptance Criteria:**

• A user can view product details including name, price, description, stock, reviews, images.

• A product can be added to cart and the cart should update instantly.

• The wishlist should work for logged-in users.

• Guest users can browse without login but require login for checkout.

• Page loads within 2 seconds on standard network conditions.

• Product information updates dynamically via API.