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IT 3008 Introduction to E-Business/E-Commerce

LUXURY GIFT SHOP

Milestone 2

E-commerce Website

Author: Arnela Sokolić

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1. Functional and non-functional requirements

1.1 Functional Requirements

1.1.1 Homepage & Navigation

- When the user clicks on the logo in the navbar, they are redirected to the home page.
- The home page displays three categories: *Home Decor*, *Chocolate*, and *Beauty*.
- The user can click on the “Shop Now” button, which redirects them to the category they selected.
- The footer includes links for navigation to internal pages and external social media (Instagram and Facebook).
- The navbar includes the following links:
    - Shop
    - My Account
    - Your Cart
    - FAQ
    - Checkout
    - Refund and Returns Policy

1.1.2. Cart Interaction

- The user sees an icon:
    - A mini-cart icon which opens a side dialog showing a summary of the cart (always accessible).
- When the user clicks on “Your Cart” in the navbar, they are taken to the detailed cart page.
- On the detailed cart page, the user can:
    - Increase or decrease the quantity of products.
    - Remove products from the cart.
    - Click on a product photo to view its detailed product page.
    - Add a coupon code to the order.

- Check and update delivery options by entering a new postal code and delivery address.
- Choose to pay using Google Pay, Card or PayPal.

1.1.3. Checkout Process

- Clicking “Proceed to Checkout” brings the user to the checkout page.
- The user is offered Express Checkout options via Google Pay, Card or PayPal.
- Under that, there is a "Continue" section for manual input.
- The user must fill in Contact Information with their email, which will be used to send order updates.
- The user can edit the shipping address or check the box to use the same address for billing.
- If the user is from Bosnia and Herzegovina, free shipping is applied automatically.
- In the Payment section, the user:
  - Enters card number and payment details.
  - Has the option to save payment info for future purchases.

1.1.4. Additional Order Info

- The user can:
  - Choose whether to receive an invite to review the order via CusRev.
  - Add a note to the order.
- Before finalizing, the user must agree to Terms and Conditions and the Privacy Policy.
- The user clicks the “Place Order” button to confirm the purchase.

1.1.5. Order Summary & Confirmation

- An order summary panel is shown on the right-side during checkout. It includes:
    - Product image, name, quantity, old and new prices.
    - Coupon field.
    - Subtotal, delivery info, and total price.
- After placing the order, the “Order Received” page is shown.
    - Displays order number, date, total, email, and payment confirmation link.
    - Lists product(s) ordered, shipping address, billing address, and additional info like review opt-in.
    - Clicking on the product name takes the user back to the product details page, which includes:
        - “You May Like...” section.
        - “Related Products” section.

1.1.6 Shop Page

- When the user clicks on “Shop” from the navbar, they are redirected to the Shop page.
- The Shop page displays products in a grid layout:
    - 3 products per row
    - 3 rows per page
    - A total of 9 products per page
- At the top of the Shop page, the text “Showing 1–9 of 20 results” indicates the current view and total number of available products.
- Each product listing includes:
    - Product image and name
    - Price (with discount shown if applicable)
    - A “SALE” badge on the top-right corner of the product image (only for products on sale)
    - An “Add to Cart” button

        - If the product is already in the cart, the button updates to show “1 in cart”, “2 in cart”, etc., reflecting quantity.
    - Below the “Add to Cart” button, if the product is already in the cart, a “View Cart” link is displayed:
        - This link takes the user directly to the cart page.
        - It is only visible under products that are currently in the cart.
        - The “View Cart” link disappears automatically after about 2 minutes.

1.1.7. Search and Sorting

- A Search field is present on the Shop page.
- The user can sort the product list using the following sorting options:
    - Default sorting
    - Sort by popularity
    - Sort by average rating
    - Sort by latest
    - Sort by price: low to high
    - Sort by price: high to low

1.1.8. Pagination

- At the bottom of the Shop page, users can navigate between pages using:
    - Numbered links (1, 2, 3...)
    - A “Next Page” button

1.1.9. Footer on Shop Page

- The footer appears at the bottom of the Shop page and includes:
    - Location Information
    - Quick Access Page Links:
        - HOME DECOR
        - BEAUTY
        - CHOCOLATES
        - GIFTS FOR HER
        - GIFTS FOR HIM
    - Social Media Links:
        - Facebook
        - Instagram

1.1.10. Search Functionality

- On the Shop page, the user can type a keyword into the Search field and click the Search button.
- After performing a search, the user is redirected to a new page that shows:
    - The breadcrumb navigation:
      Home / Shop / Search results for "{search term}"
    - A heading indicating the search results:
      Search results for: "{search term}"

When there are results:

- The page displays all matching products in the standard grid layout.
- For example, a search for "este lauder" displays:
    - Product: Estée Lauder Night Serum
    - Price: 128,00 €

When there are no results:

- If no matching products are found, the user sees this message: “No products were found matching your selection.”
- Below that message, the Search field appears again, allowing the user to try a new search (for example, if they made a typo).

1.1.11. Sorting in Search Results

- Even after searching, the user can sort the search results using the same dropdown as on the main Shop page.
- Sorting options include:
    - Default sorting
    - Sort by popularity
    - Sort by average rating
    - Sort by latest
    - Sort by price: low to high
    - Sort by price: high to low

1.1.12. My Account Section

When the user clicks on the "My Account" option in the navigation menu, they are directed to their personal account dashboard. The dashboard interface consists of a vertical left-hand menu, with the following options:

- Dashboard
- Orders
- Downloads
- Addresses
- Payment Methods
- Account Details
- Log Out

Each option provides the user with access to different functionalities associated with their account.

Dashboard

When the user enters the dashboard, they see a personalized greeting: "Hello, [User Name] (not [User Name]? Log out)."

Below the greeting there is a short description:

"From your account dashboard, you can view your recent orders, manage your shipping and billing addresses, and update your password and account details."

At the bottom of the dashboard, the user can log out by clicking the "Log Out" link.

At the bottom of the dashboard, the user is provided with an option to log out of their account by clicking the "Log Out" link.

Orders

The Orders section displays a table of all the user's previous orders, with the following details provided for each order:

- Order Number (Clickable for detailed view)
- Date of Purchase
- Order Status (e.g., Processing)
- Total Cost (with quantity of items)
- Action (View button)

Clicking the "View" button directs the user to a detailed order summary, which includes:

- Order Number, Date, and Status
- Product Details: Listed with product name, quantity, and price
- Subtotal, Shipping Costs, Payment Method, and Total
- Billing Address: Full billing details including name, address, and email
- Shipping Address: Full shipping details
- An option to receive a review request for the order with a checkbox to opt-in: *"Would you like to be invited to review your order? Check here to receive a message from CusRev with a review form."*

Downloads

If the user has no downloadable content available, the Downloads section will display the message:
"No downloads available yet. Browse products"

A link to return to the shop will be provided.

Addresses

In the Addresses section, the user is shown the following default addresses that will be used during the checkout process:

- Billing Address (with an Edit option)
- Shipping Address (with an Edit option)

Clicking on "Edit Billing Address" or "Edit Shipping Address" allows the user to modify the respective address details.

Edit Billing Address

When the user clicks the "Edit Billing Address" button, they are presented with the following editable fields:

- Email Address (Required)
- First Name (Required)
- Last Name (Required)
- Country / Region (Required)
- Street Address (Required)
- Apartment, Suite, Unit (Optional)
- Postcode / ZIP (Required)
- Town / City (Required)
- Canton (Optional)
- Phone Number (Optional)

After making the necessary changes, the user can click the "Save Address" button to update the billing information.

Edit Shipping Address

When the user clicks the "Edit Shipping Address" button, they are presented with the following editable fields:

- First Name (Required)
- Last Name (Required)
- Country / Region (Required)
- Street Address (Required)
- Apartment, Suite, Unit (Optional)
- Postcode / ZIP (Required)
- Town / City (Required)
- Canton (Optional)

After making any changes, the user can click "Save Address" to save their updated shipping details.

Payment Methods

If the user has not saved any payment methods, the Payment Methods section will display the message:
"No saved methods found."

The user will be provided with an option to "Add Payment Method" to link a new payment option to their account.

Once the user adds a payment method, the system will store the information securely for future transactions.

Account Details

In the Account Details section, the user is able to view and update their account information. This section includes the following editable fields:

- First Name (Required)
- Last Name (Required)
- Display Name: This will be how the user's name is displayed on their account page and in reviews (Required)
- Email Address (Required)

- **Password Change**:
    - Current Password: To change the password (Leave blank to leave unchanged)
    - New Password: For setting a new password (Leave blank to leave unchanged)
    - Confirm New Password

The user can click the "Save Changes" button to update their account details.

Log Out

The Log Out option allows the user to sign out of their account. When the user clicks on "Log Out", they are redirected to the login page where they can re-enter their credentials to sign back in.

1.1.13 FAQ Section

When the user clicks on the FAQ link, they will see answers to common questions, including:

- What is Étoile?
  Étoile is a luxury gift shop offering premium chocolates, home décor, beauty products, and exclusive gifts.
- Where do you deliver?
  Deliveries are available throughout Bosnia and Herzegovina, with international shipping coming soon.
- Do you offer custom gift packaging?
  Yes, customers can choose custom Étoile packaging and add a personal note.
- Are all products guaranteed authentic?
  Yes, all products are 100% authentic, sourced from verified distributors and luxury suppliers.

1.1.14 Refund and Returns Policy

When the user clicks on Refund and Returns Policy, they will see the following:

- Return Window:
  Returns are accepted within 30 days. The item must be unused and in original packaging.
- Refund Process:
  Once the return is received, users will be notified by email. Refunds are processed to the original payment method.
- Exchanges:
  Only defective or damaged items can be exchanged.
- Sale Items:
  Sale items cannot be refunded.
- Help:
  For questions, customers can email etoile@gmail.com.

1.2 Non-Functional Requirements

1.2.1 Performance

- Pages should load within 2 seconds.
- Cart and mini cart interactions should feel instant.

1.2.2 Responsiveness

- Fully responsive on mobile, tablet, and desktop devices.

1.2.3 Usability

- Clean and luxury-style UI.
- Easy navigation with clear CTAs (Call to Actions).

1.2.4 Security

- Secure checkout using HTTPS.
- Payment info handled securely.
- Option to save card info with proper encryption.

1.2.5 Availability

- Website should be available 99.9% of the time.

1.2.6 Scalability

- Should support increased traffic during promotions or holidays.

1.2.7 SEO Friendly

- URLs, metadata, and headings optimized for search engines.

2. Plugins

2.1 WooCommerce

WooCommerce is used to add e-commerce functionality to the website. It allows us to create a full online store, including features like product listings, shopping cart, checkout, payment options, and order management. It was chosen because it is flexible, easy to customize, and widely supported, making it a reliable solution for building and managing an online shop.

2.2 Really Simple Security

Really Simple Security is used to improve the website's overall security. It helps protect the site from common threats like unauthorized logins, spam, and basic attacks, without making the system complicated.

2.3 Limit Login Attempts Reloaded

Limit Login Attempts Reloaded is used to protect the website against brute-force attacks by limiting the number of logins attempts from the same IP address.

2.4 Wordfence Security

Wordfence Security is used to provide advanced protection for the website through features like firewall protection, malware scanning, and real-time traffic monitoring.

2.5 Yoast SEO

Yoast SEO is used to optimize the website for search engines by improving meta titles, descriptions, keywords, and overall content readability.

2.6 WooCommerce Stripe Gateway

WooCommerce Stripe Gateway is used to enable secure online payments through Stripe directly on the website.

2.7 WooCommerce PayPal Payments

WooCommerce PayPal Payments is used to allow customers to pay using their PayPal accounts or other supported payment methods.

2.8 Customer Reviews for WooCommerce

Customer Reviews for WooCommerce is used to collect and display customer feedback on products to build trust and encourage more sales.

2.9 Advanced Google reCAPTCHA

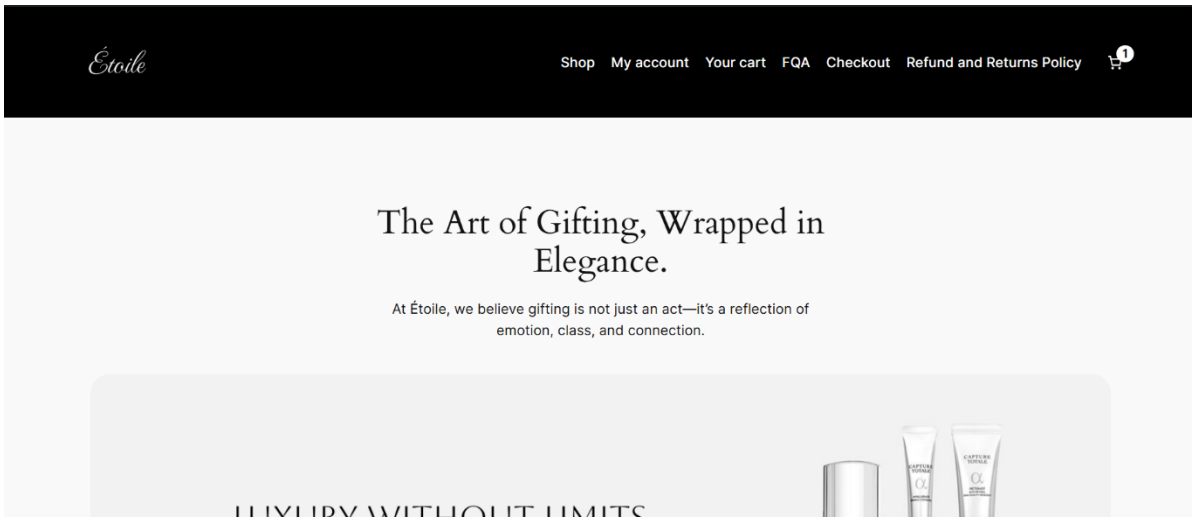
Advanced Google reCAPTCHA is used to protect the website from spam and bot attacks, particularly on forms like registration, login, and contact forms.

2.10 Payment Plugins for Stripe WooCommerce

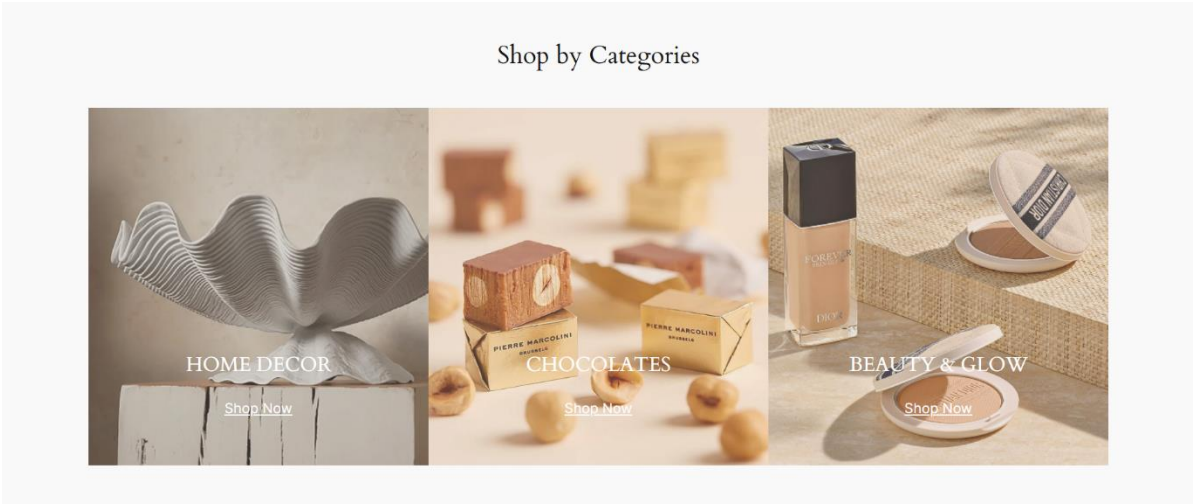
Payment Plugins for Stripe WooCommerce is used to integrate Stripe's full payment functionality with WooCommerce, supporting payments through major credit cards and other Stripe-supported methods.

3. Overview of website

3.1 Home Page

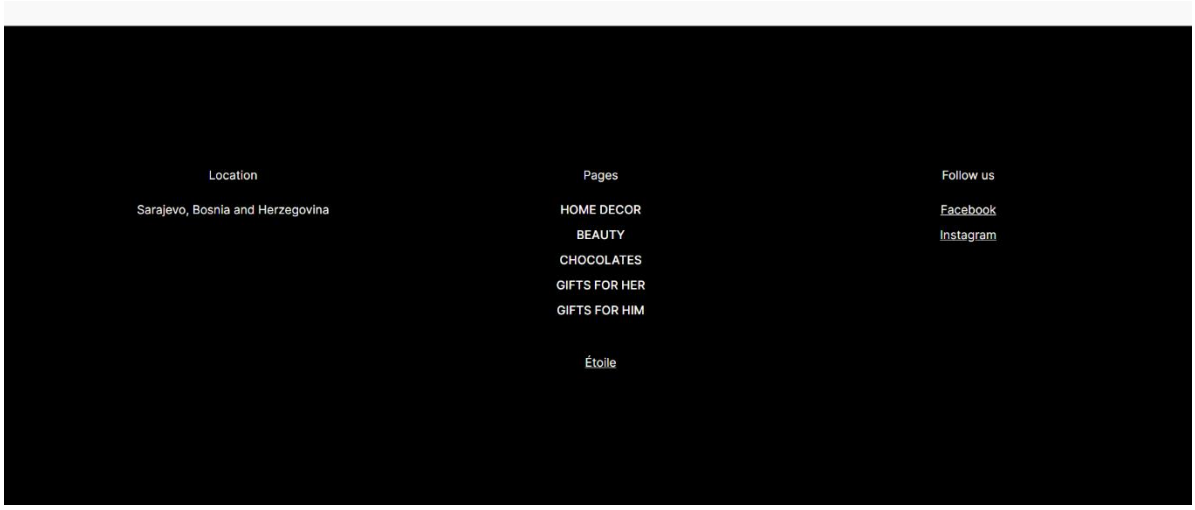


Picture 1. Home Page



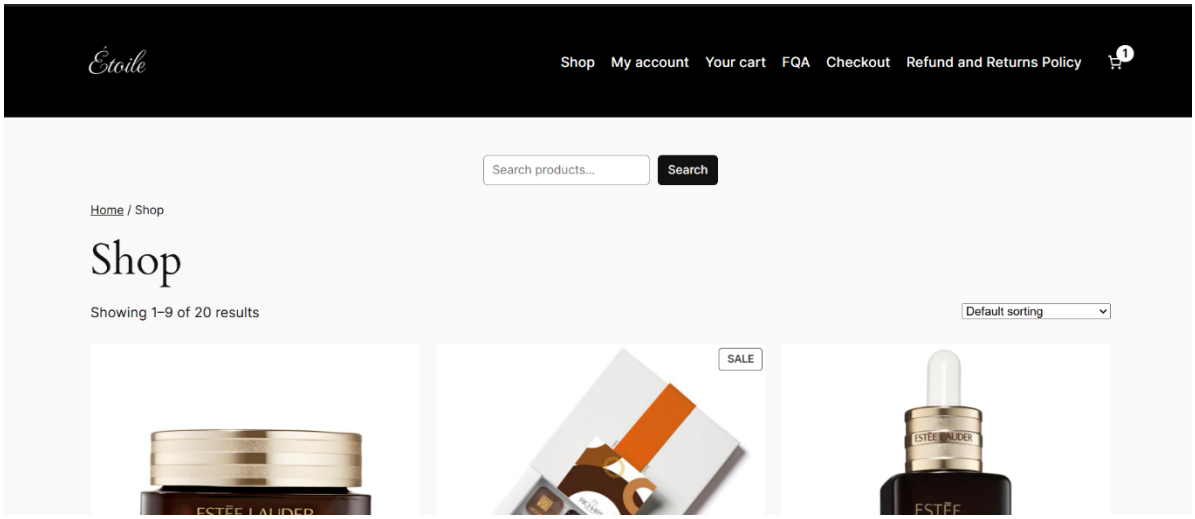
Picture 2. Home Page – Continue

3.2 Footer

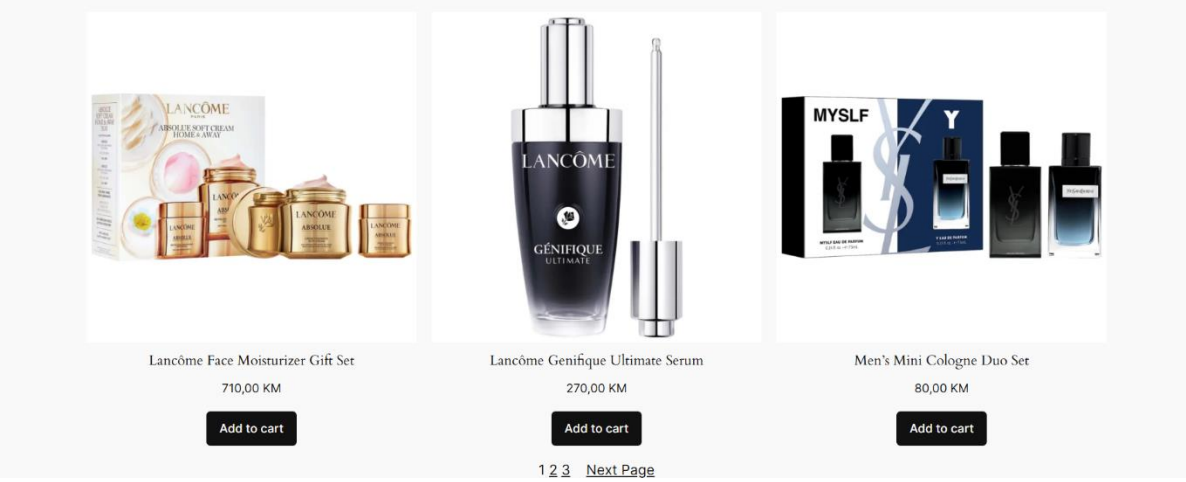


Picture 3. Footer

3.3 Shop Page

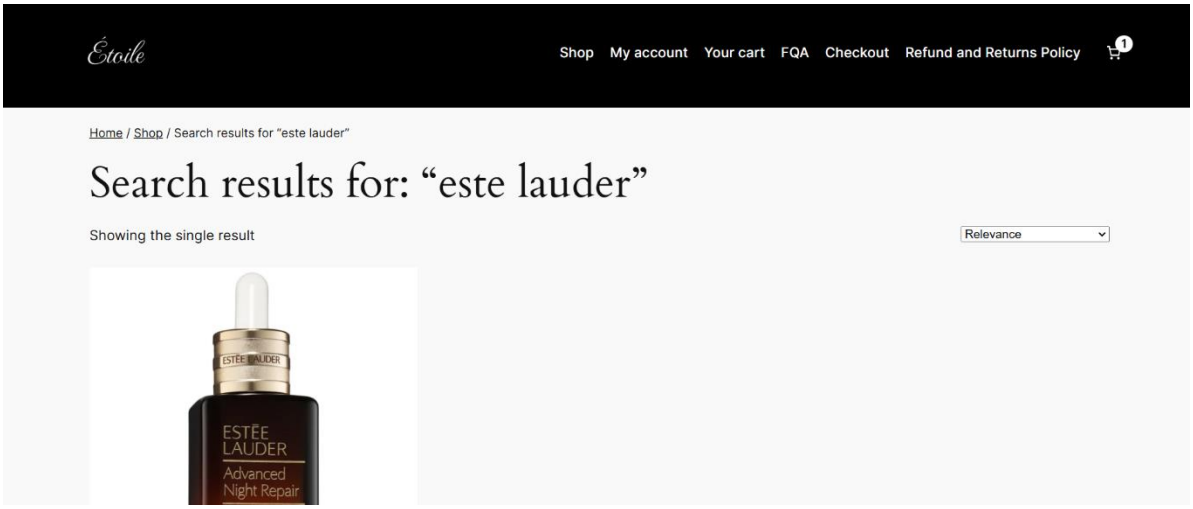


Picture 4. Shop Page



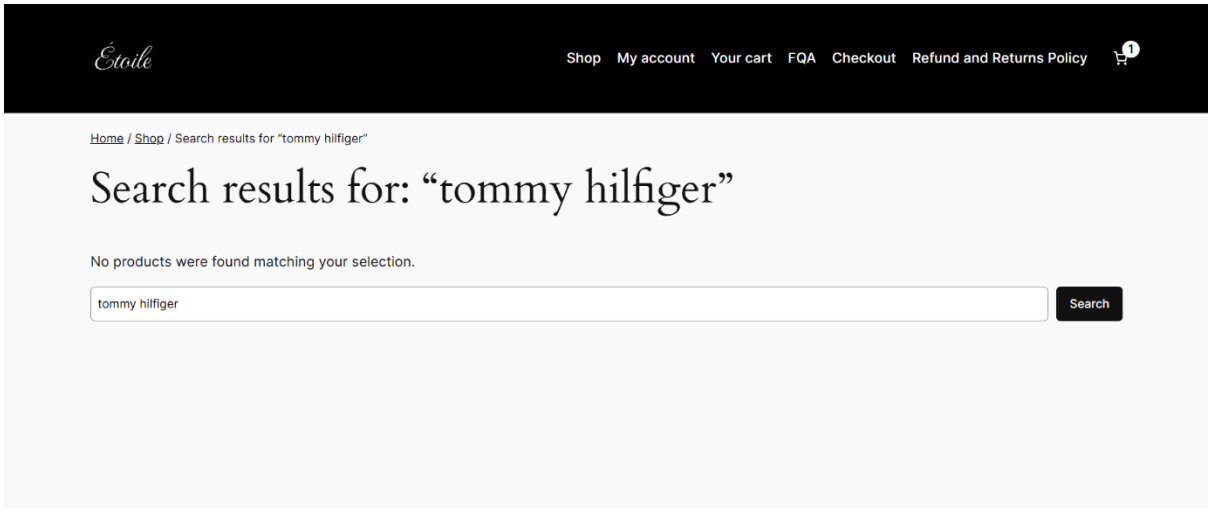
Picture 5. Shop Page – Continue

3.4 Search Results



Picture 6. Search Results

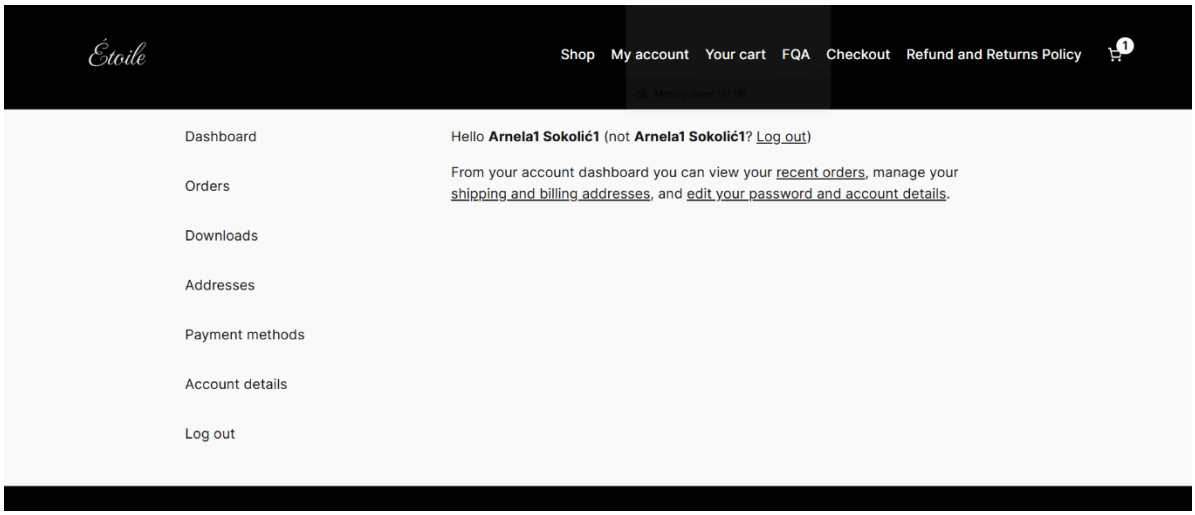
3.5 Search No Results



Picture 7. Search No Results

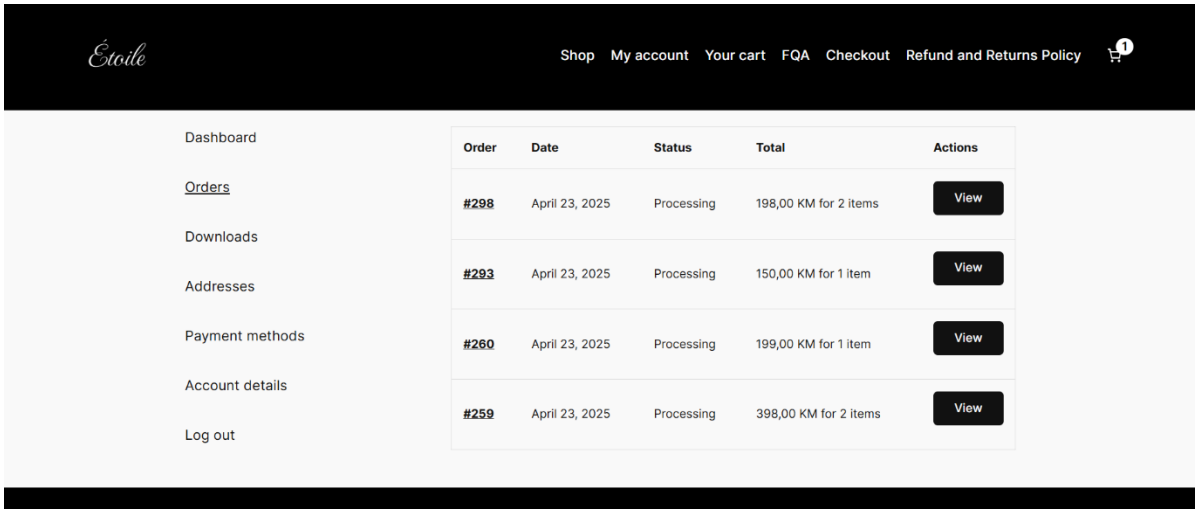
3.6 My account

3.6.1 Dashboard



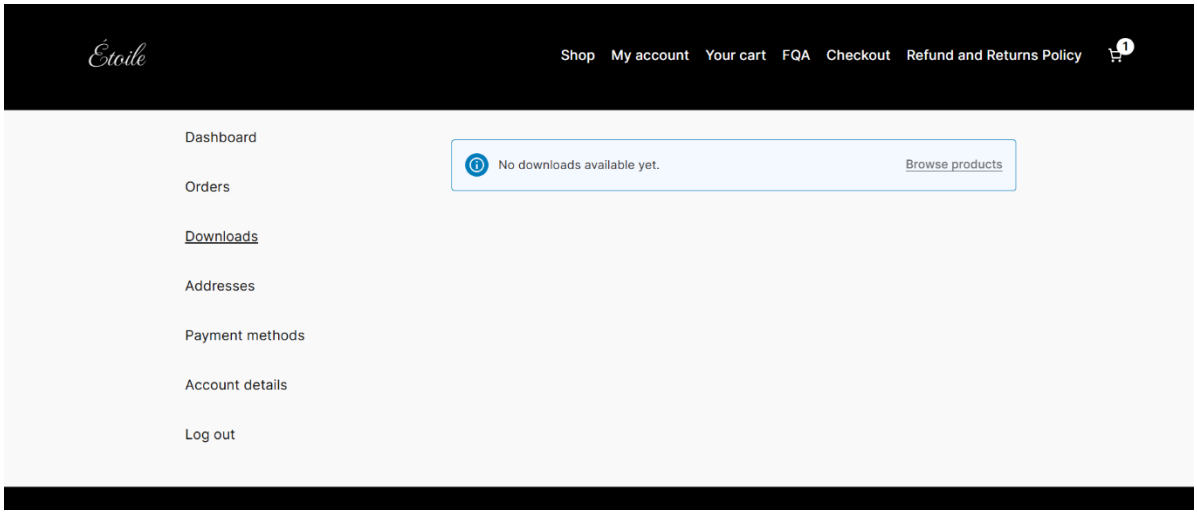
Picture 8. My account - Dashboard

3.6.2 Orders



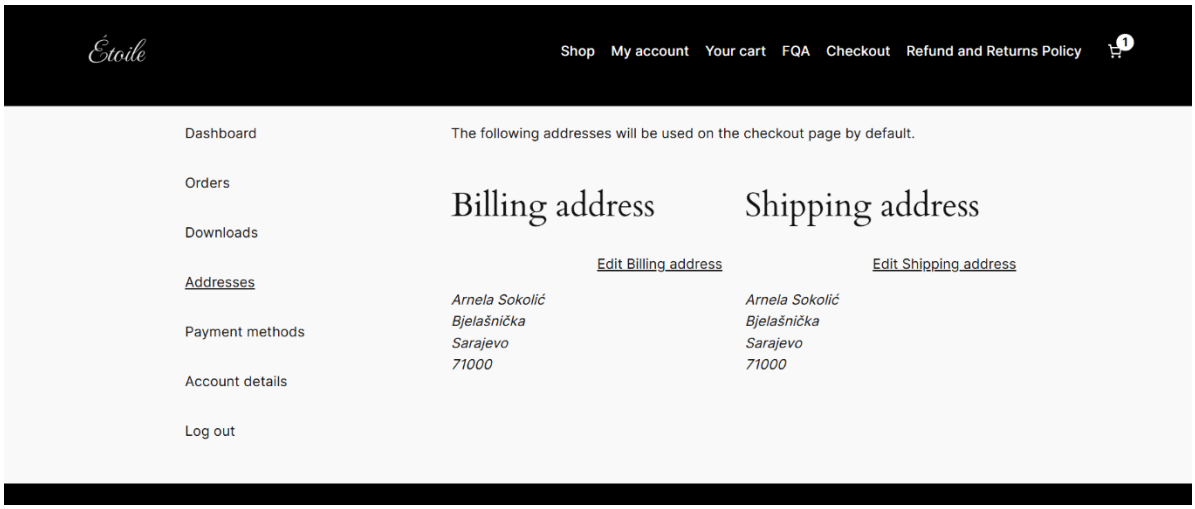
Picture 8. My account – Orders

3.6.3 Downloads



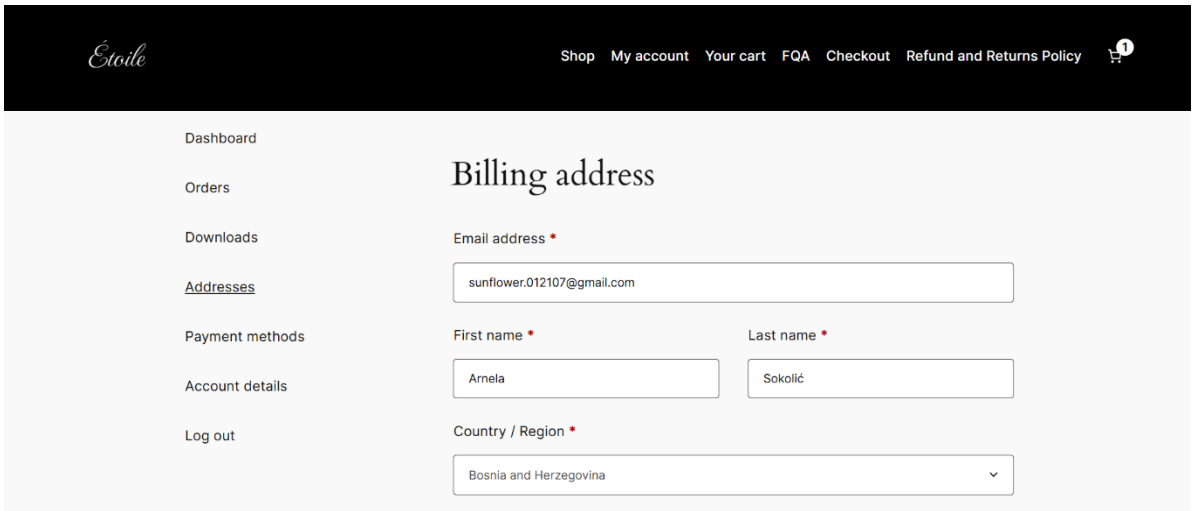
Picture 9. My account – Downloads

3.6.4 Addresses



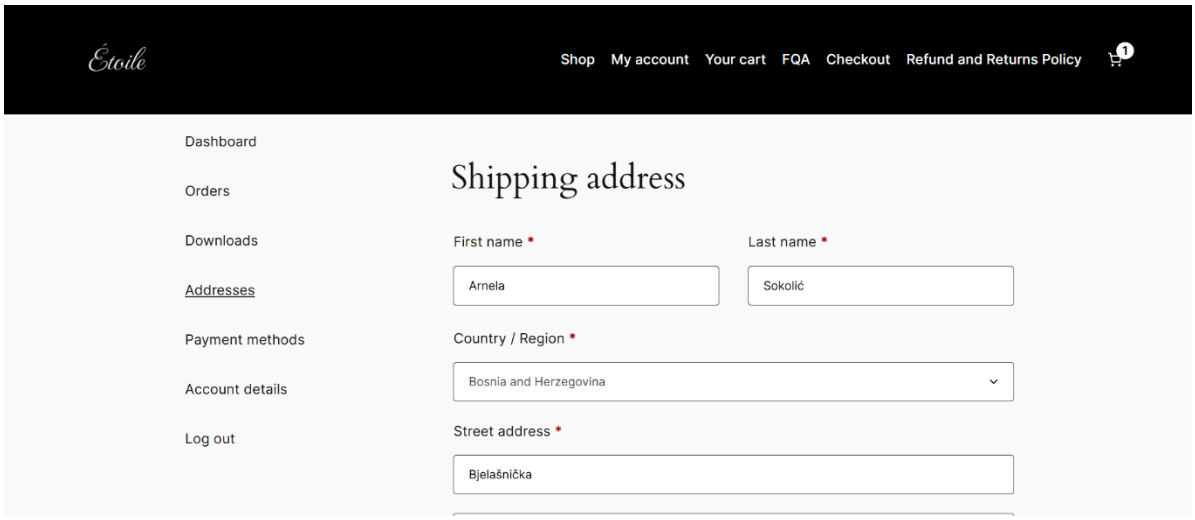
Picture 10. My account – Addresses

3.6.5 Billing Address



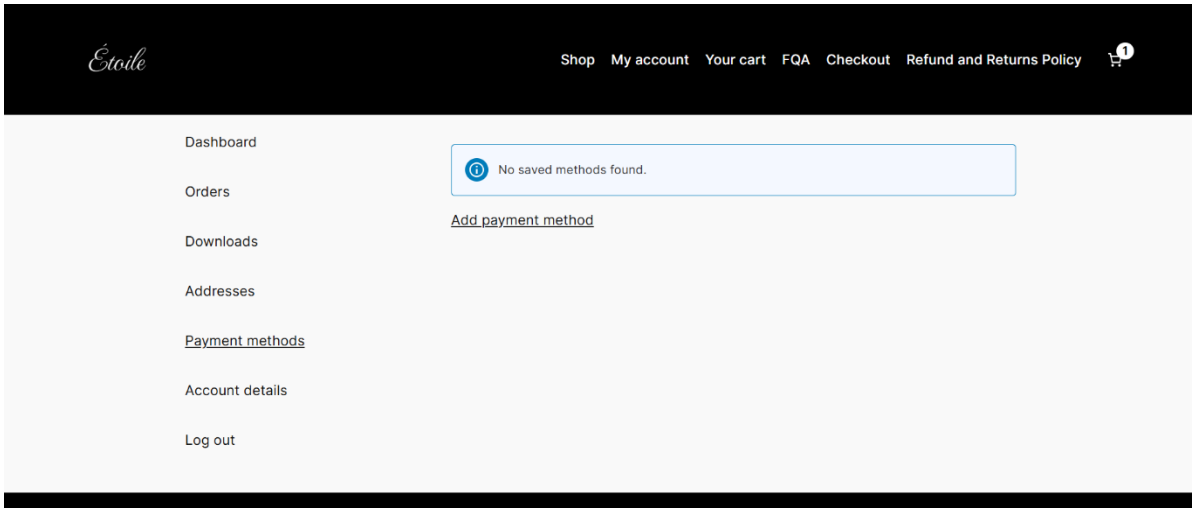
Picture 11. Address – Billing Address

3.6.6 Shipping Address



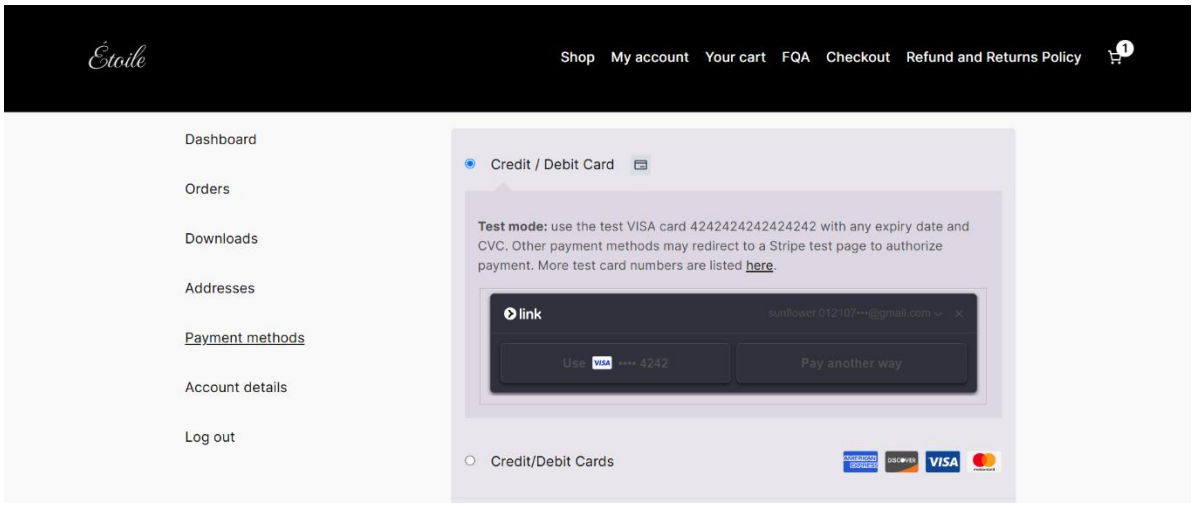
Picture 12. Address – Shipping Address

3.6.7 Payment Methods



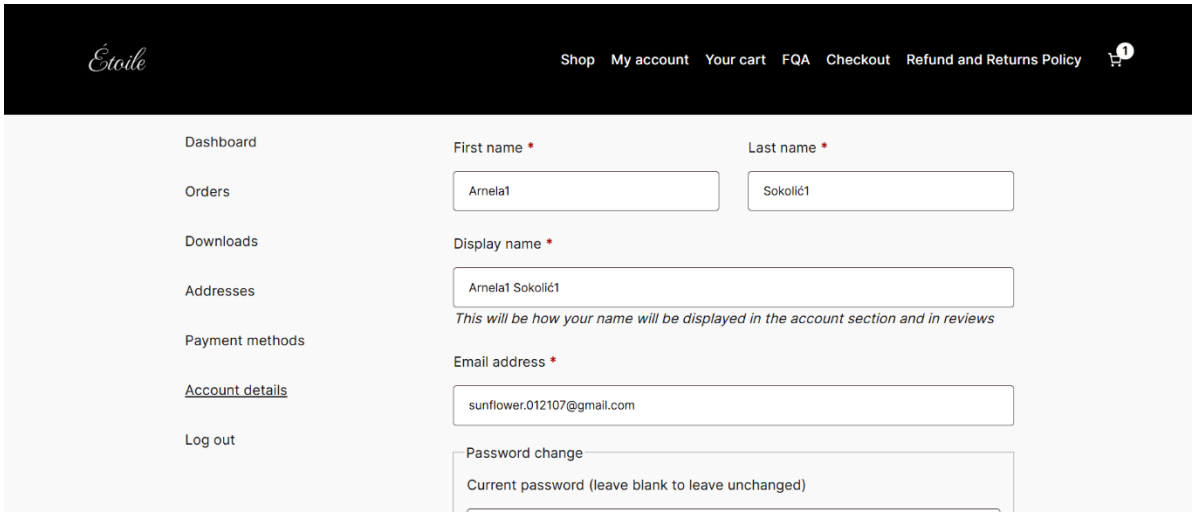
Picture 12. Payment Methods

3.6.8 Add Payment Methods



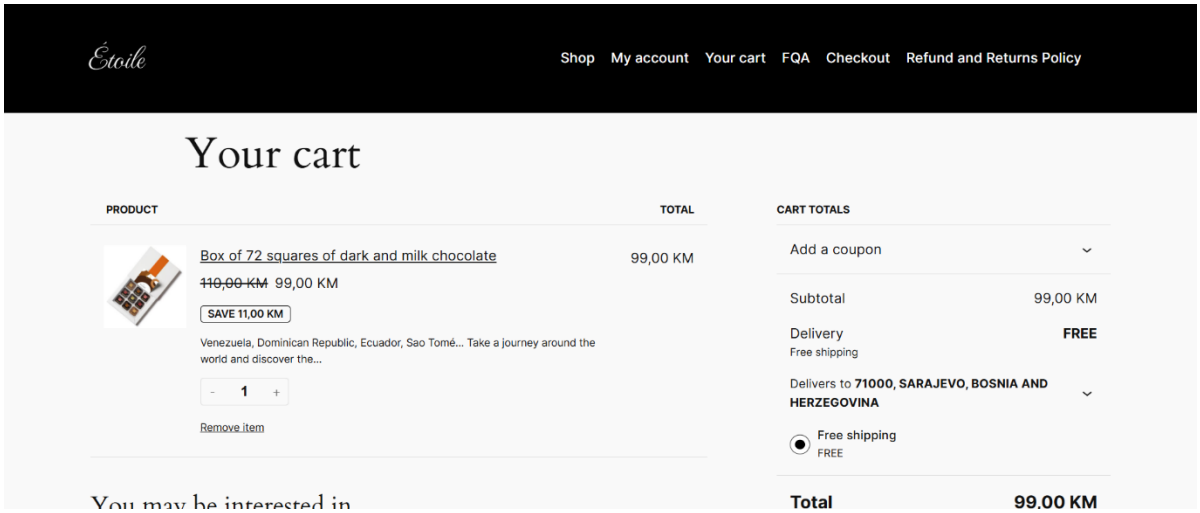
Picture 13. Payment Methods – Add payment method

3.6.9 Account Details

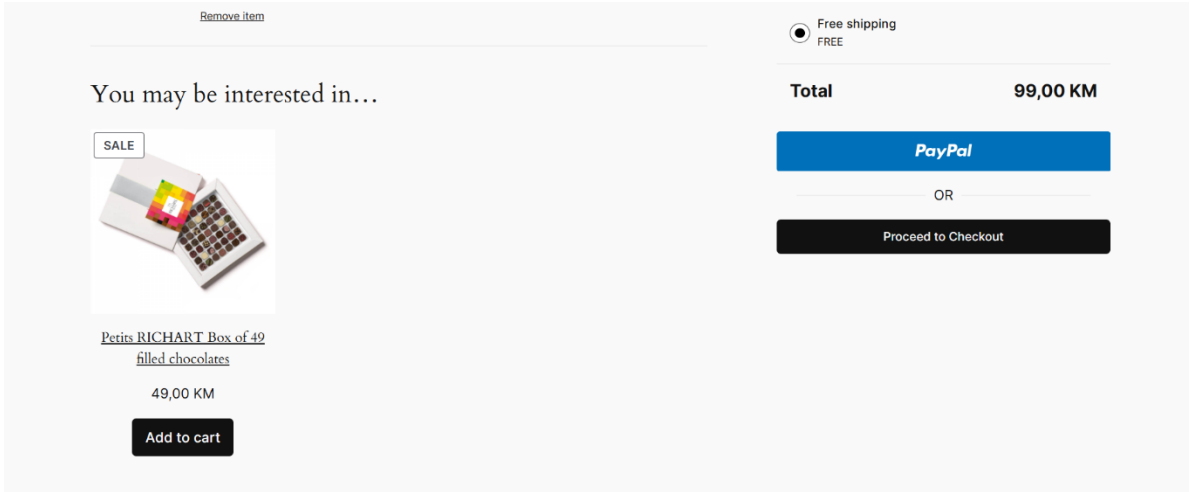


Picture 14. Payment Methods – Add payment method

3.6.1 Cart Page

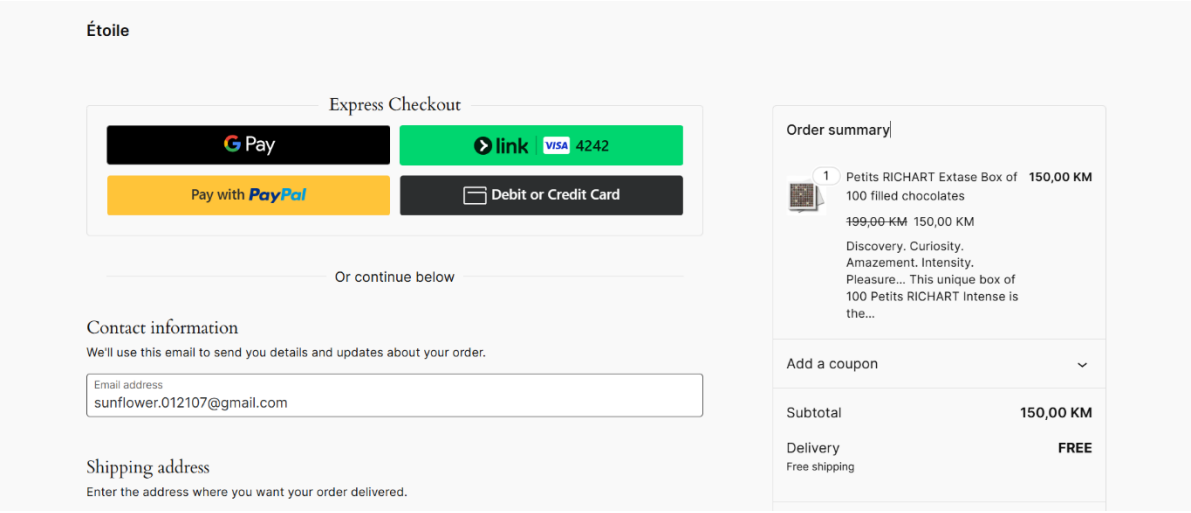


Picture 15. Cart Page

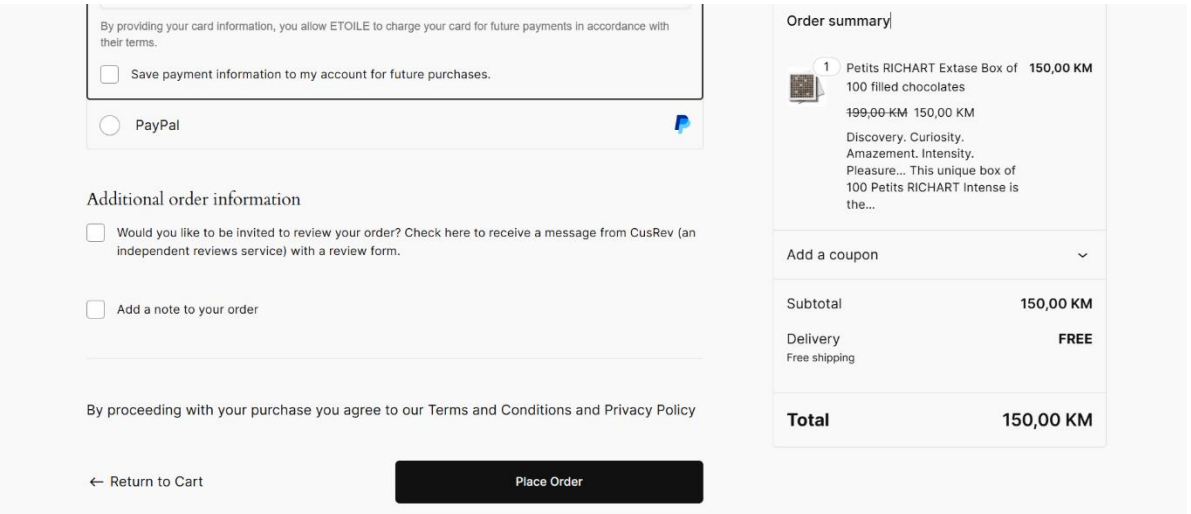


Picture 16. Cart Page – Continue

3.6.2 Checkout Page

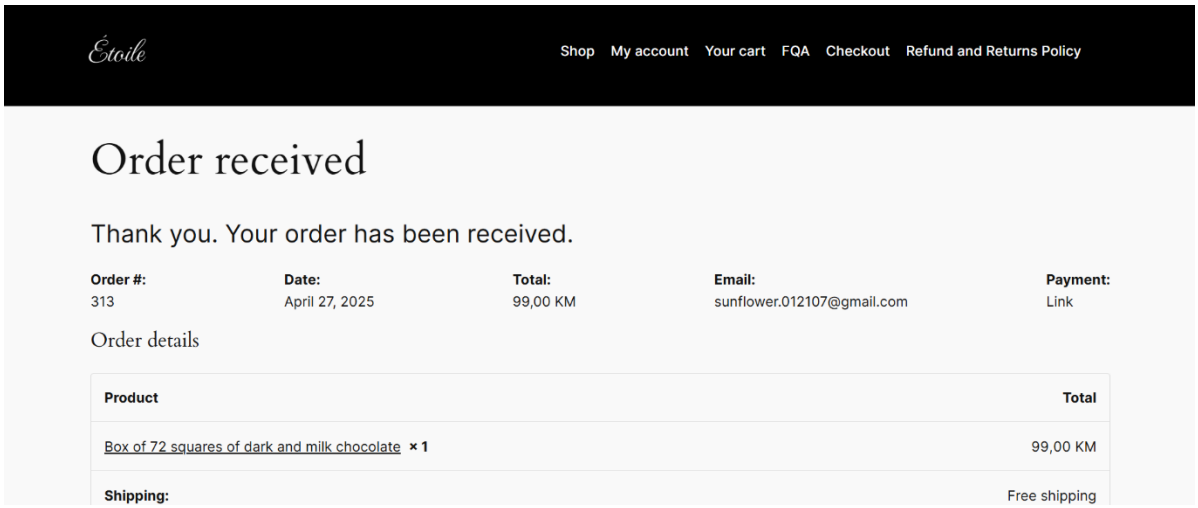


Picture 17. Checkout Page



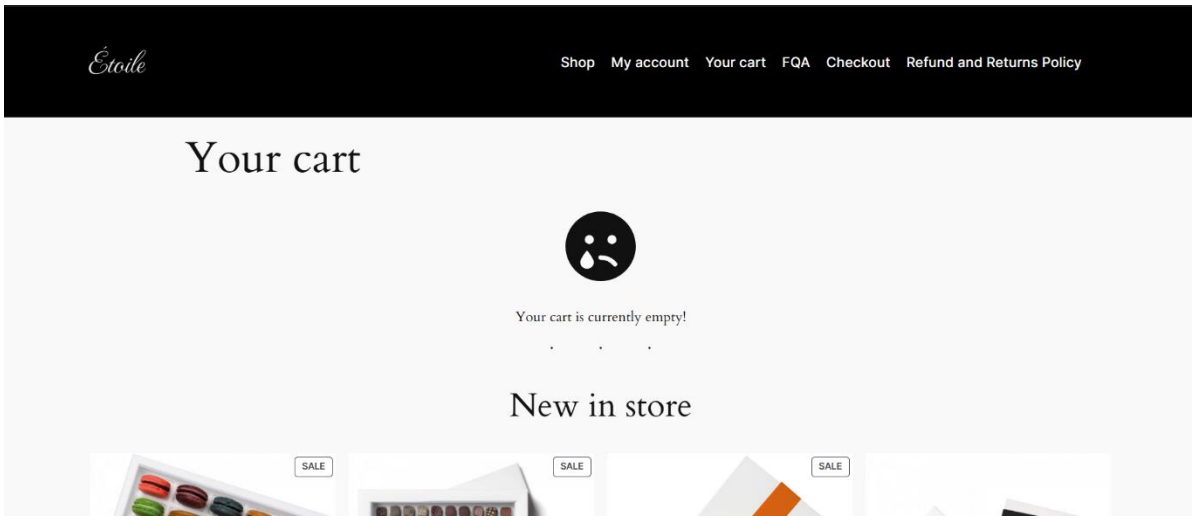
Picture 18. Checkout Page – Continue

3.6.3 Order Received



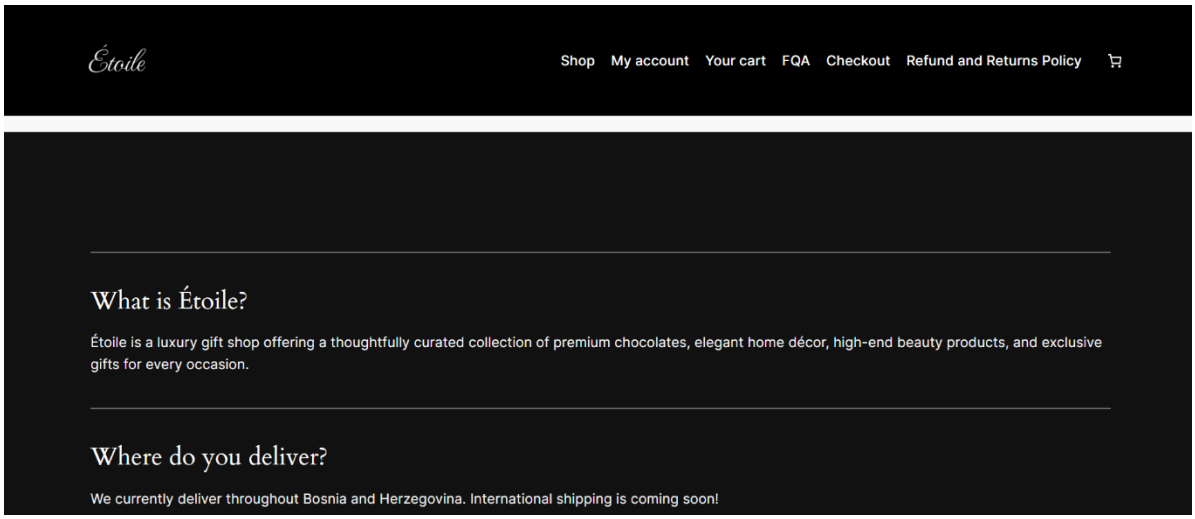
Picture 19. Order Received

3.6.4 Empty Cart



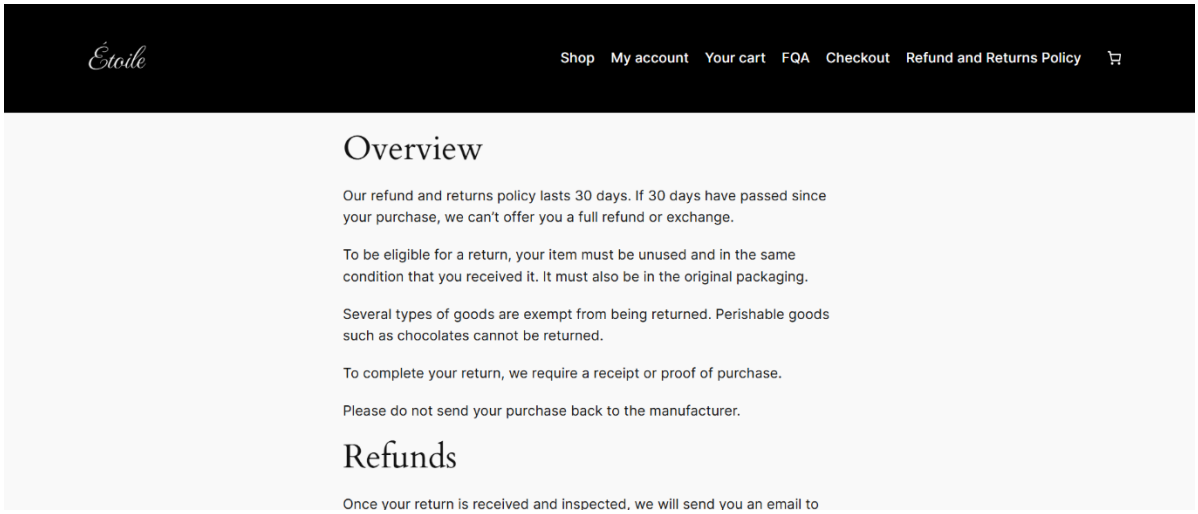
Picture 20. Empty Cart

3.6.5 Refund and Returns Policy



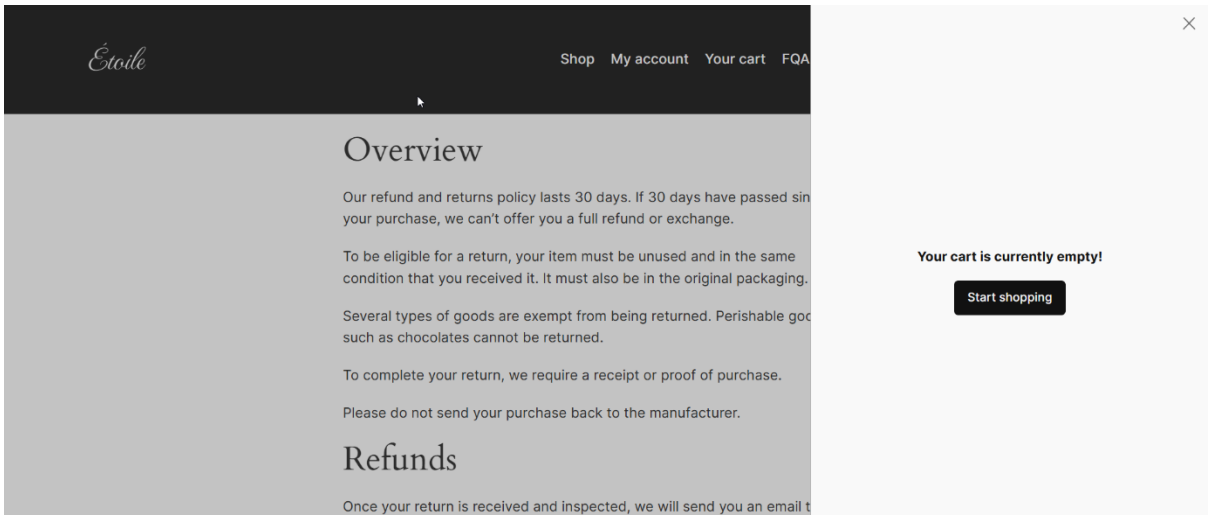
Picture 21. FQA

3.6.6 FQA



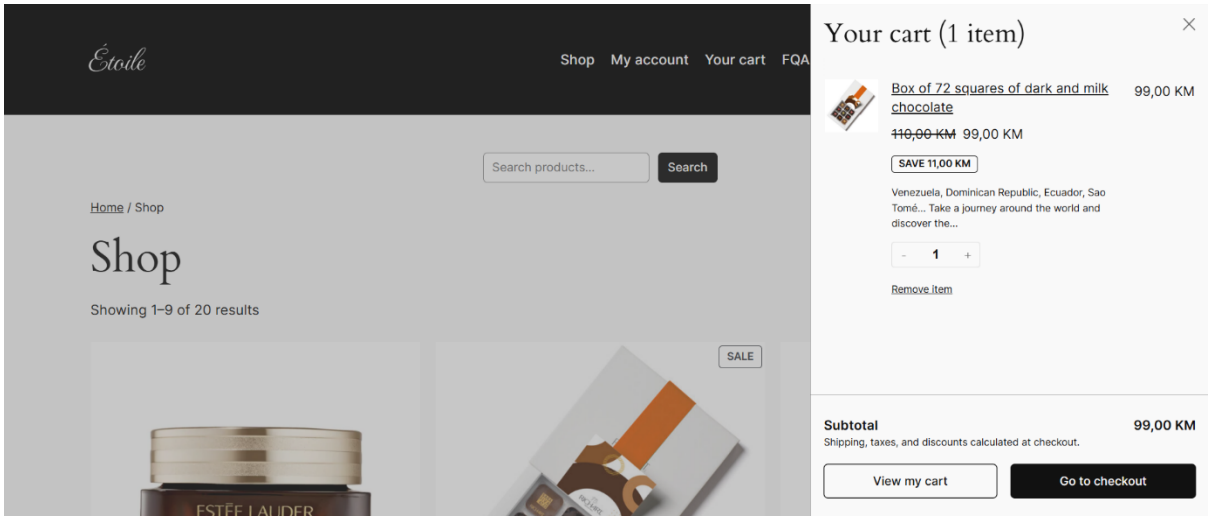
Picture 22. Refund and Returns Policy

3.6.7 Mini Cart – Empty



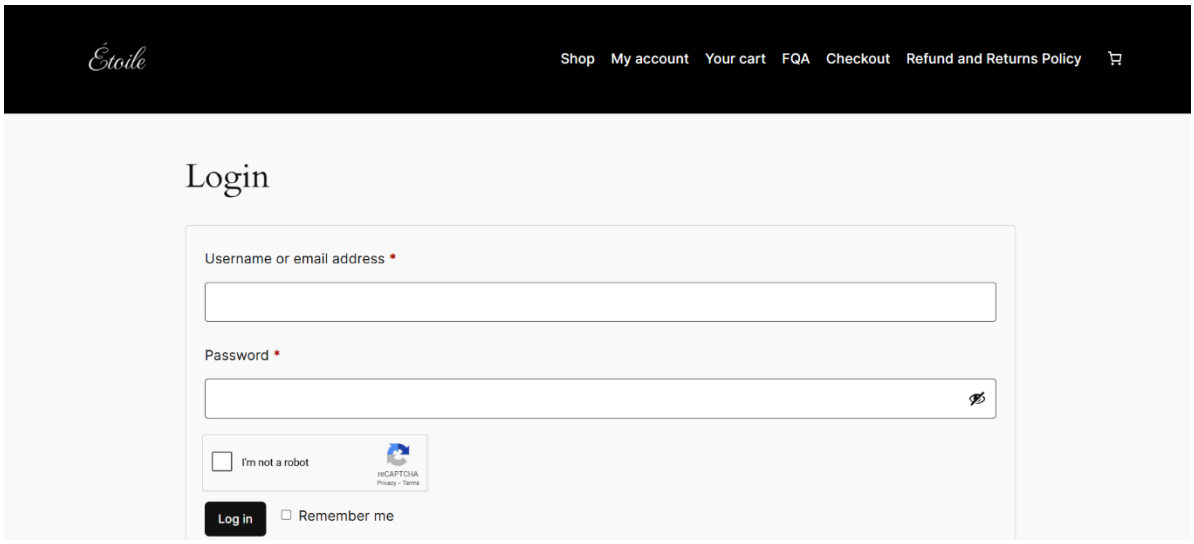
Picture 23. Mini Cart – Empty

3.6.8 Mini Cart



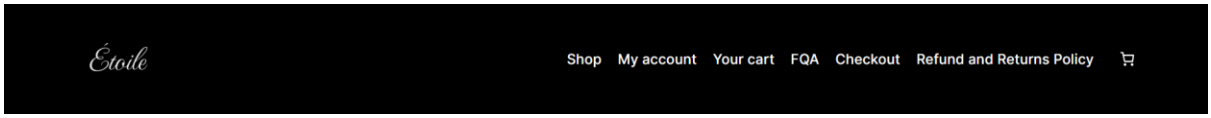
Picture 24. Mini Cart – Empty

3.6.9 Login



Picture 25. Login

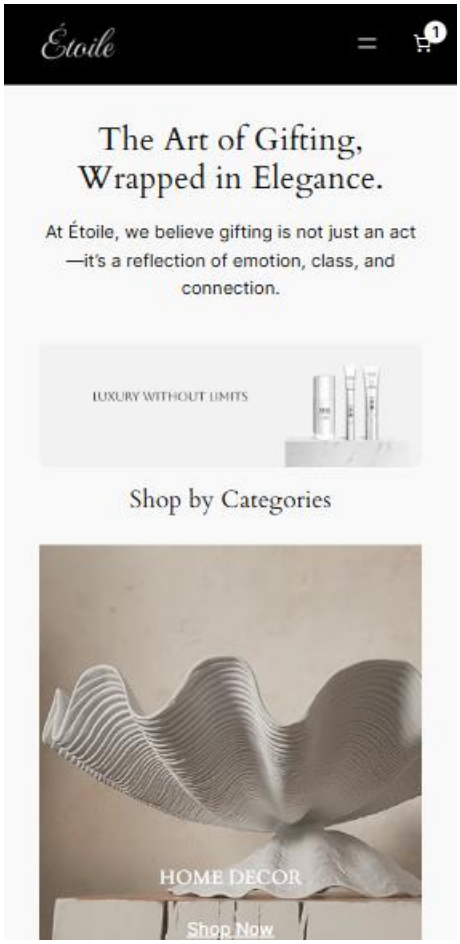
3.6.10 Navigation



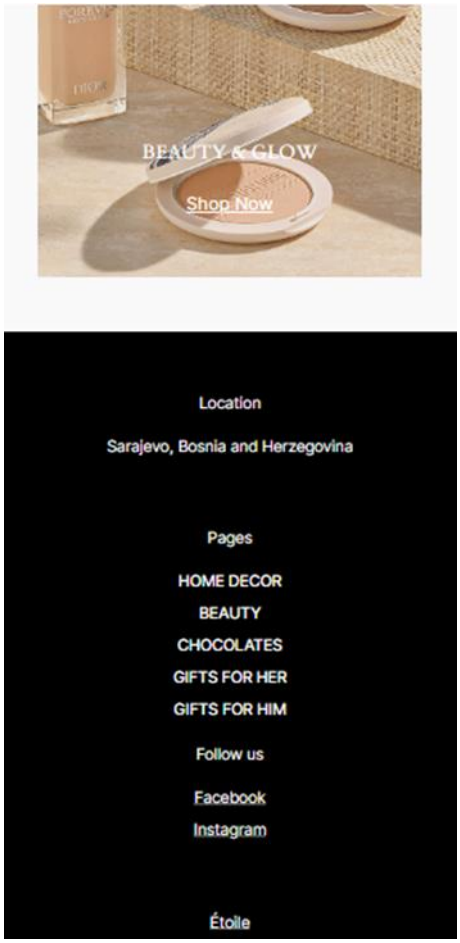
Picture 26. Navigation

4. Mobile Responsiveness

4.1 Home Page and Footer

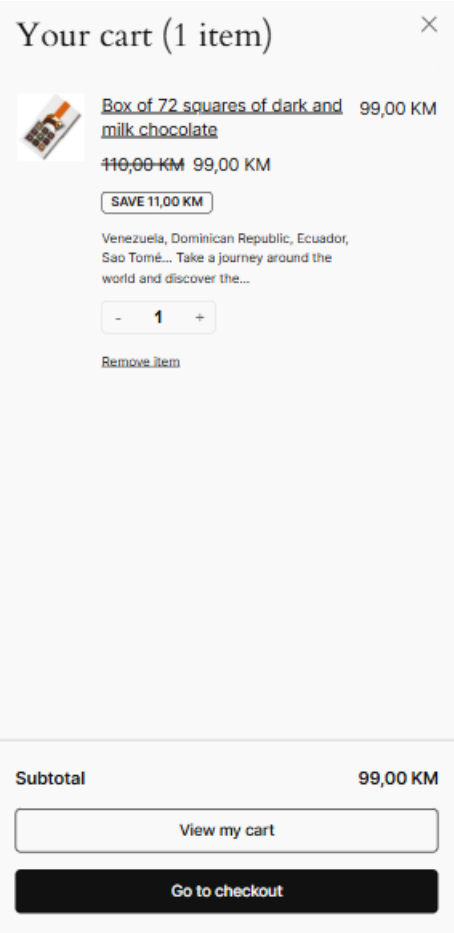


Picture 27. Home Page

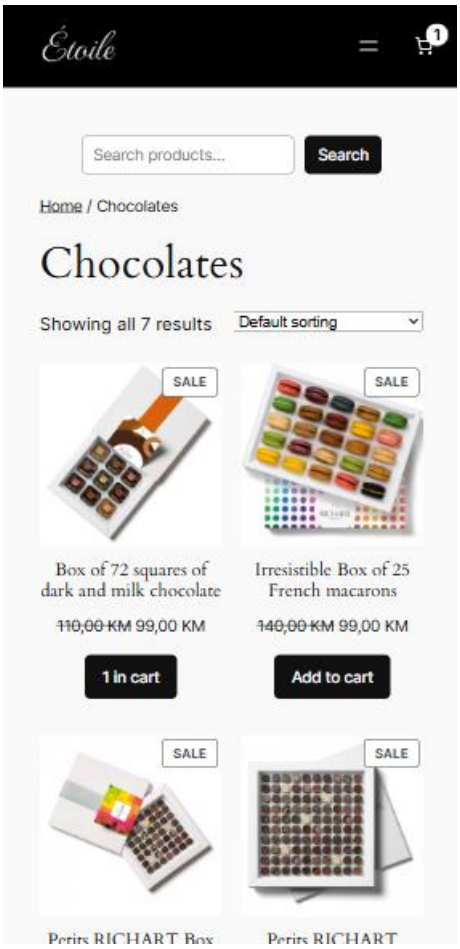


Picture 28. Footer

4.2 Mini Cart and Shop Page

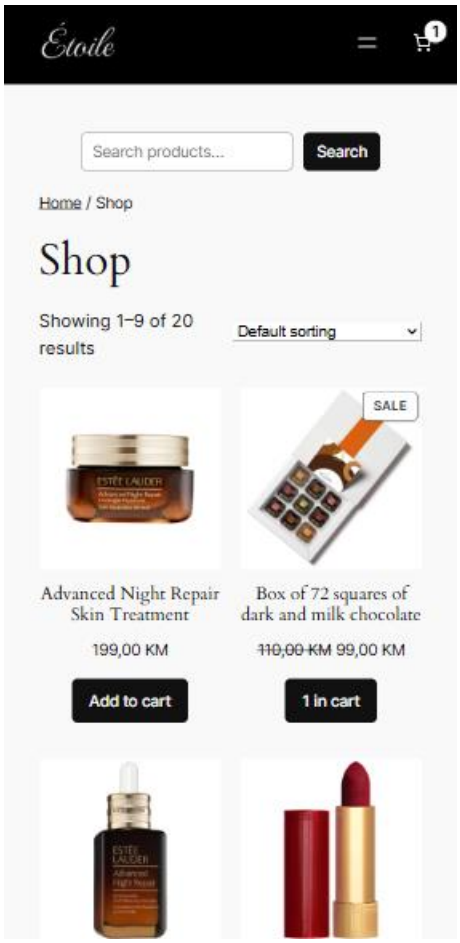


Picture 29. Cart Page

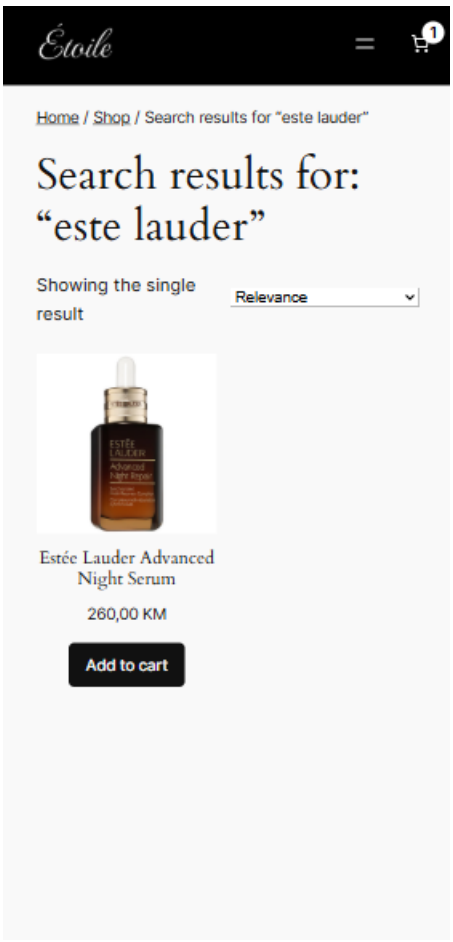


Picture 30. Shop Page -Category Chocolates

4.3 Shop Page and Search

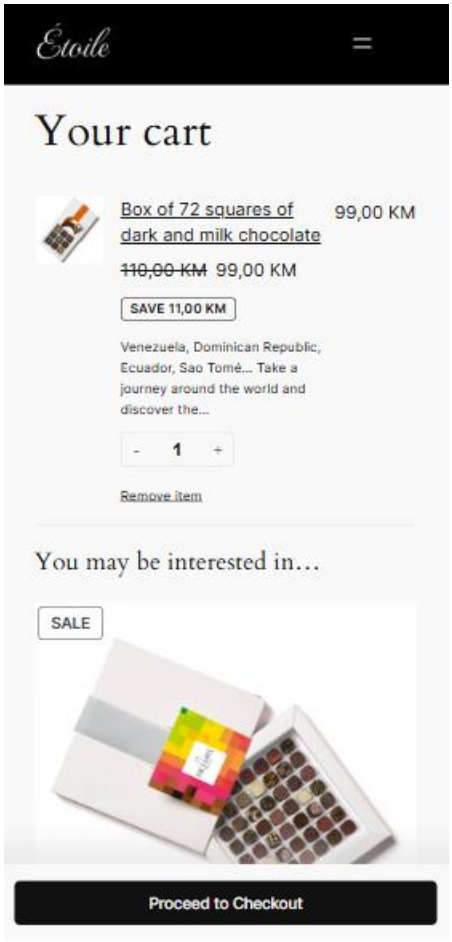


Picture 31. Shop Page

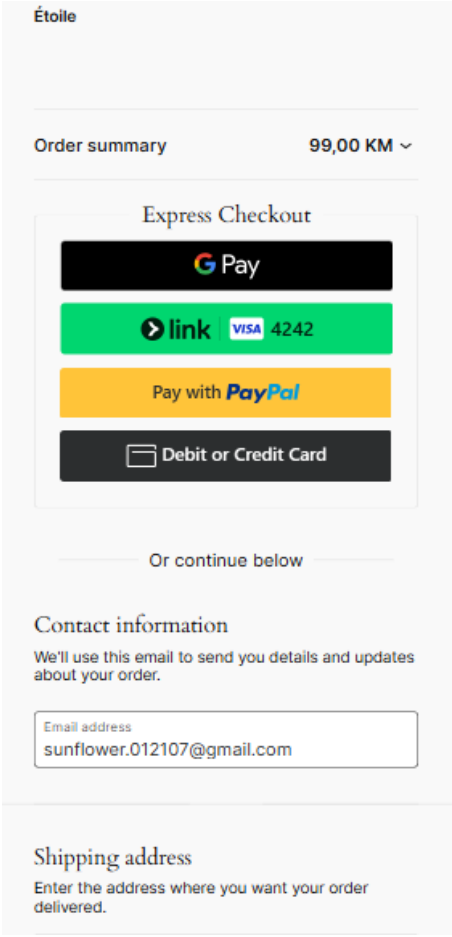


Picture 32. Search

4.4 Cart Page and Checkout

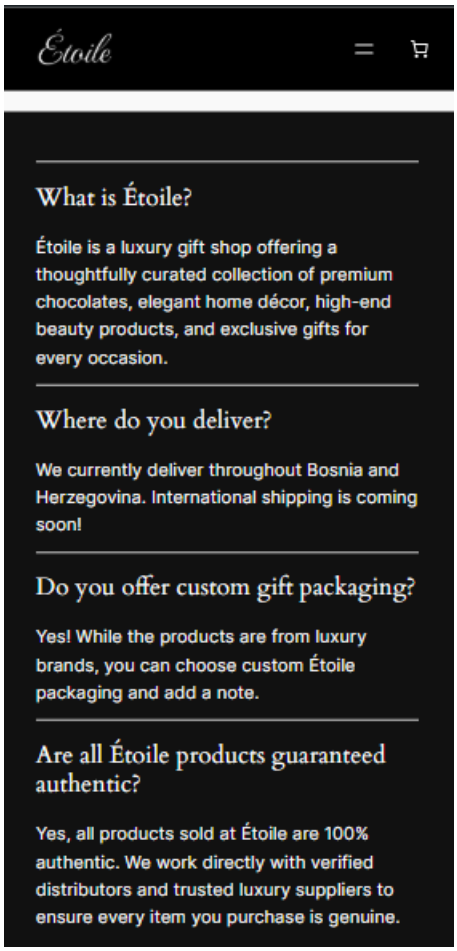


Picture 33. Cart Page

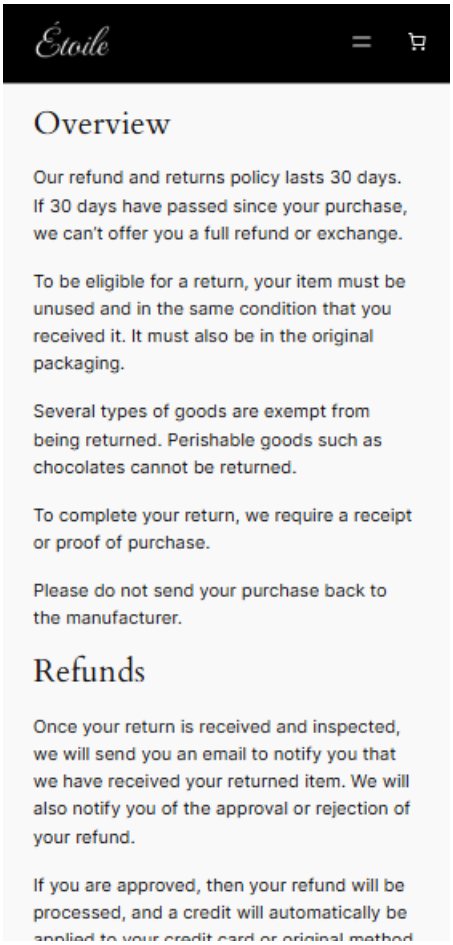


Picture 34. Checkout

4.5 FQA and Refund and Returns Policy

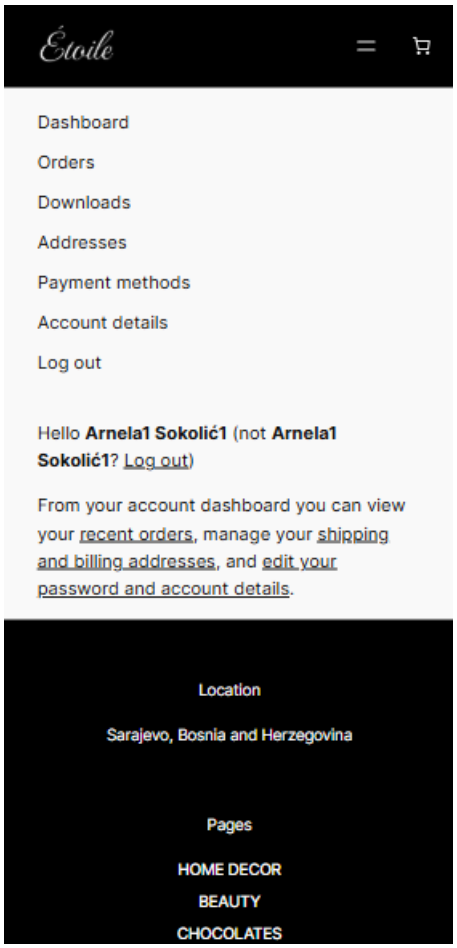


Picture 35. FQA

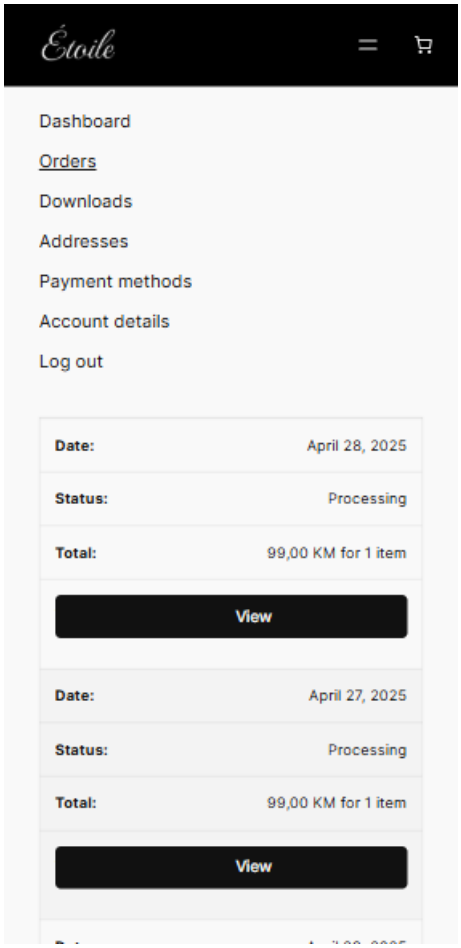


Picture 36. Refund and Returns Policy

4.5 Account dashboard and Orders

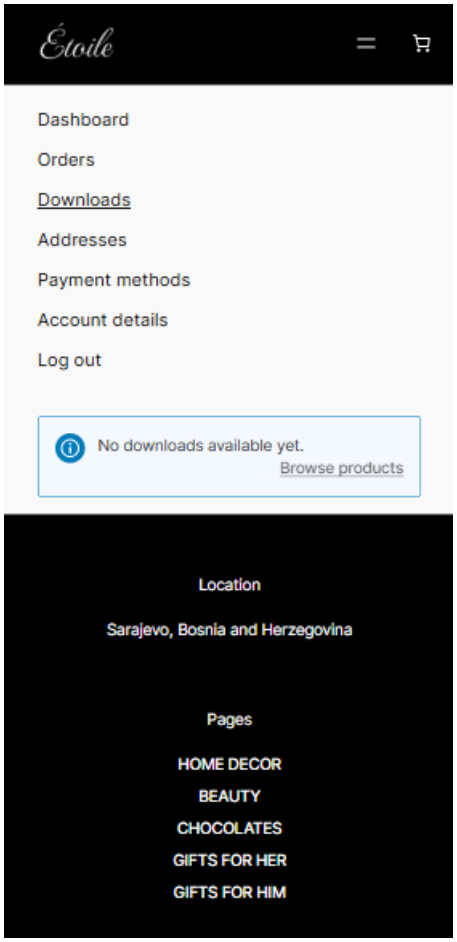


Picture 37. Account Dashboard

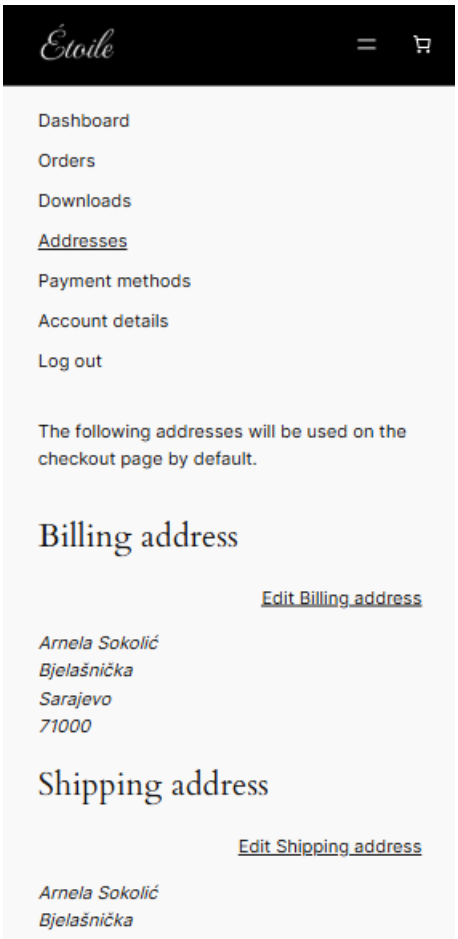


Picture 38. Orders

4.7 Downloads and Addresses

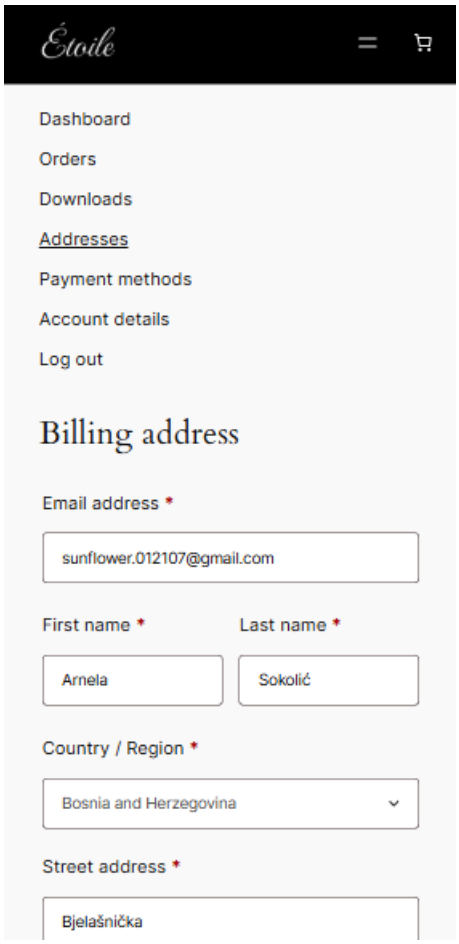


Picture 39. Orders

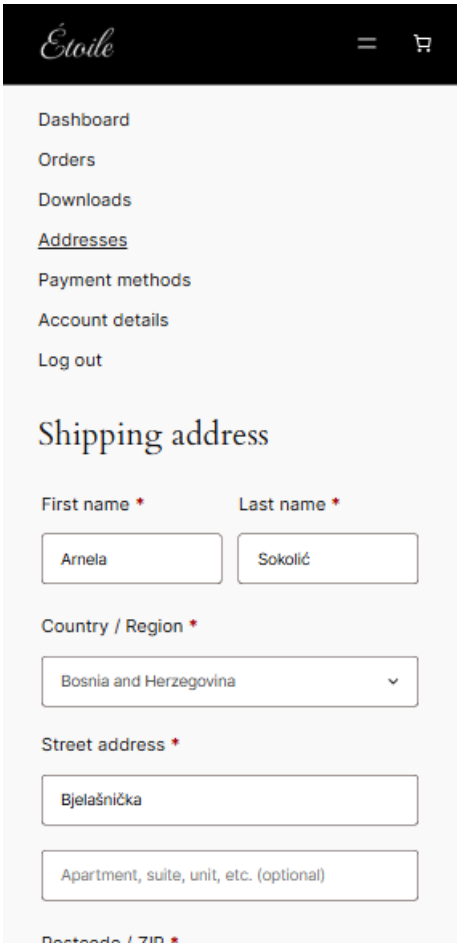


Picture 40. Addresses

4.8 Billing Address and Shipping Address

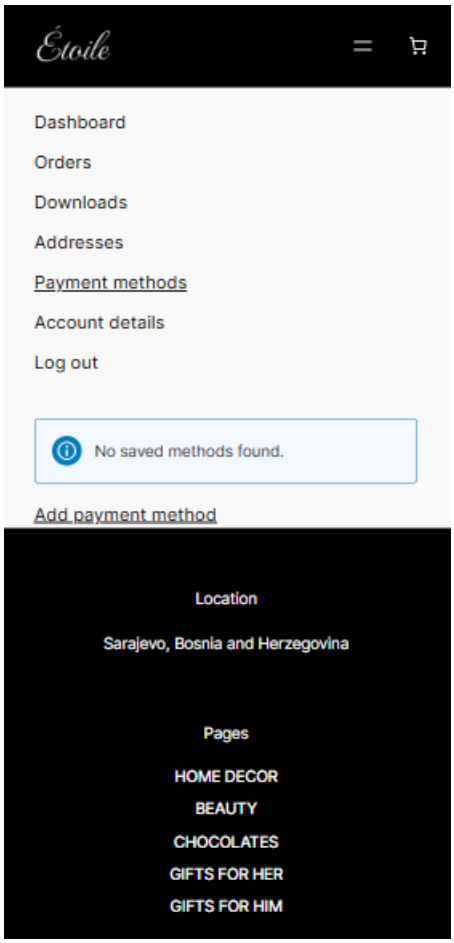


Picture 41. Billing Address

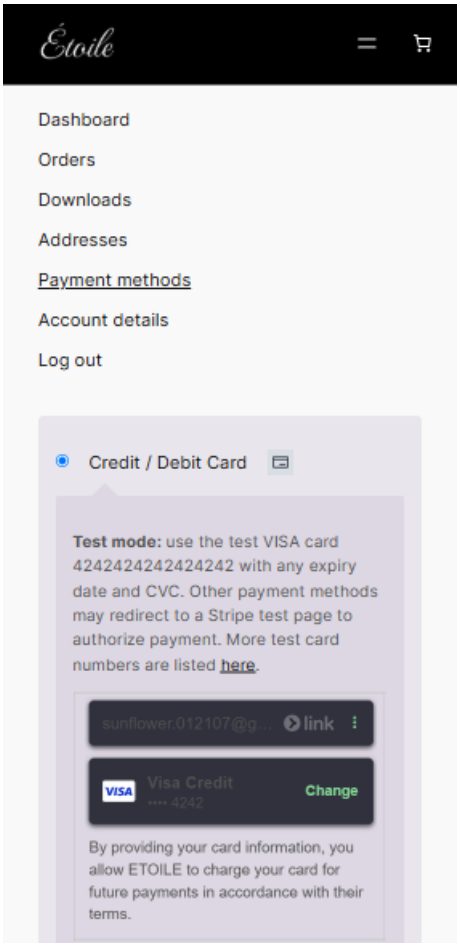


Picture 42. Shipping Address

4.9 Payment Method and Add Payment Method

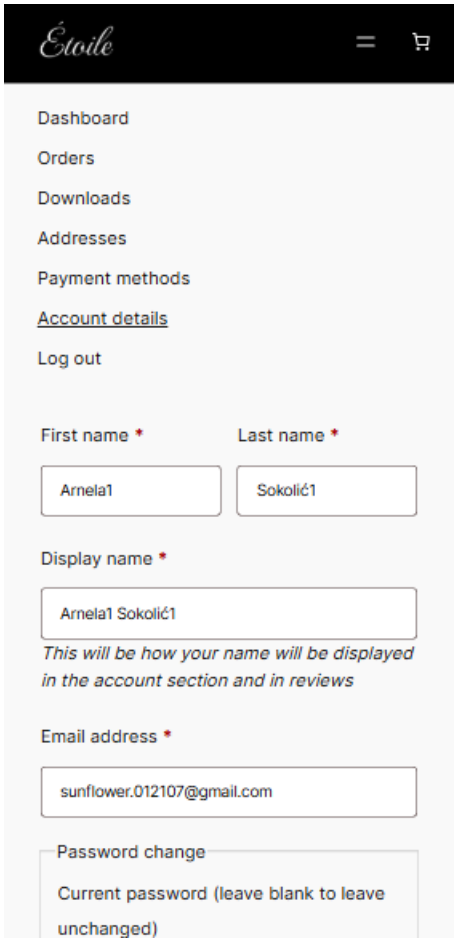


Picture 43. Payment Method

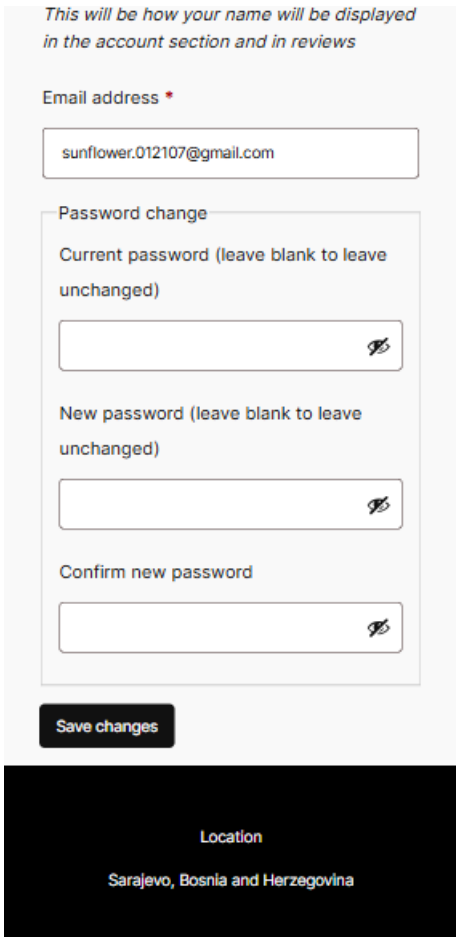


Picture 44. Add Payment Method

4.10 Account Details and Change Password



Picture 45. Account Details



Picture 46. Change Password

5. Link of the Website

- Étoile

6. WordPress Credentials

Username: user1

Password: rosebloom2107