

**PROJECT PROPOSAL**

**E-COMMERCE WEBSITE (Shopfinity)**

**Submitted to:** Mr Waqas Ahmad

**Group members:** Aamna Sohail **F21-BSSE-105-4C**

Syeda Fatima Kirmani **F21-BSSE-149-4C**

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# **Introduction:**

In today's digital age, e-commerce has become a vital avenue for businesses to reach a global audience and increase revenue. This proposal outlines the plan to develop and launch an e-commerce website, which aims to tap into the online market, enhance customer engagement, and drive sales.

# **Problem Statement:**

Currently, companies doesn't have a substantial online presence to sell their products. This is a problem because we're missing out on potential sales and struggling to connect with a larger customer base. To overcome this challenge, we urgently need to establish a user-friendly e-commerce platform.

# **Key features and functionalities:**

* **User-Friendly Interface:** We will design an intuitive and responsive user interface that provides easy navigation and a visually appealing shopping experience across all devices.
* **Product Catalog:** A well-organized product catalog with advanced filtering options, including category, price range, and product attributes, to help customers find what they're looking for quickly.
* **Secure Payment Gateway:** Implement a secure payment gateway to offer various payment options, including credit/debit cards, digital wallets, and payment on delivery.
* **Product Reviews and Ratings:** Allow customers to leave reviews and ratings for products, fostering trust and helping others make informed purchase decisions.
* **Customer Support Chatbot:** Implement a chatbot for instant customer support, answering frequently asked questions and providing assistance with orders.
* **Shipping and Tracking:** Offer multiple shipping options, order tracking, and real-time shipping cost calculations to enhance the post-purchase experience.
* **Search Functionality**: Implement a robust search feature with auto-suggestions and filters to help users quickly find products.
* **Security:** Implement security best practices to protect user data, payment information, and the website from potential threats.

# **Non-Functional Requirements:**

The non-functional requirements include:

* **Performance:** This includes requirements related to system speed, responsiveness, and efficiency.
* **Security:** website should protect data, prevent unauthorized access, and ensure compliance with security standards.
* **Scalability:** These requirements address how the website should handle increasing loads.
* **Usability:** website should ensure that the user interface is intuitive, user-friendly, and accessible to a wide range of users, including those with disabilities.
* **Reliability:** This includes requirements for system uptime, availability, and fault tolerance.

# **Framework to be used:**

* Vue Js

# **Tool:**

* Visual Studio Code

# **Contribution:**

We, as a cohesive team, are thrilled to present our proposal for the development of an innovative e-commerce website. In this proposal, we collectively outline the key objectives and preliminary requirements for the project. The primary aim of our team is to collaboratively create a robust online platform that will enable our client to expand their business and increase their sales revenue through effective e-commerce solutions.

Frontend, Backend and Database will be divided accordingly and equally during development.