PROJECT REPORT ON

CREATING A BLOG USING WORDPRESS

BY

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PROJECT REPORT

1 INTRODUCTION

1.1 Project Overview

Creating a blog for a sports shop using WordPress can be an effective way to share our passion for sports, promote our products, and engage with our customers. Here is a brief project overview for creating a sports shop blog using WordPress. Before starting the project, it's crucial to define the purpose and goals of the blog. This could be to share sports news, provide product reviews, or offer tips and advice. This will guide the type of content you create and the features you need on our blog. Next, you need to choose a domain name that reflects our sports shop and a hosting service that supports WordPress. The domain name is our blog's address on the internet, and the hosting service is where our blog will be stored. After securing a domain and hosting, you can install WordPress, which is a popular platform for building blogs. WordPress offers many themes and plugins that can help you design our blog. Ensure that our blog is visually appealing, easy to navigate, and mobile-friendly. Once our blog is set up, you can start creating content. This could include articles about sports, reviews of our products, and updates about our shop. Make sure our content is accurate, informative, and engaging. You can also include images and videos to make our posts more interesting. After adding content to our blog, it's important to test it on different devices and browsers to ensure it's responsive and user-friendly. You should also set up analytics to track our blog's performance and understand our audience better. Finally, you can launch our blog. Make sure to optimize our blog for search engines to increase its visibility online. You can do this by using SEO-friendly themes and plugins, creating quality content, and using relevant keywords. Remember, a blog is a great way to connect with our customers and share our love for sports. So, keep our content fresh and engaging, and our sports shop blog will be a success!

1.2 Purpose

A blog can be used to showcase the products that the sports shop has to offer. This can include product descriptions, images, and pricing information. A blog can help the sports shop reach a wider audience by making it easier for people to find and purchase their products online. A blog can help the sports shop build brand awareness by providing a platform to showcase their brand identity, values, and mission. A blog can be used to provide customer support by offering a way for customers to contact the sports shop with questions or concerns. A blog can be used to collect customer data, such as email addresses, which can be used for marketing purposes.

2 IDEATION & PROPOSED SOLUTION
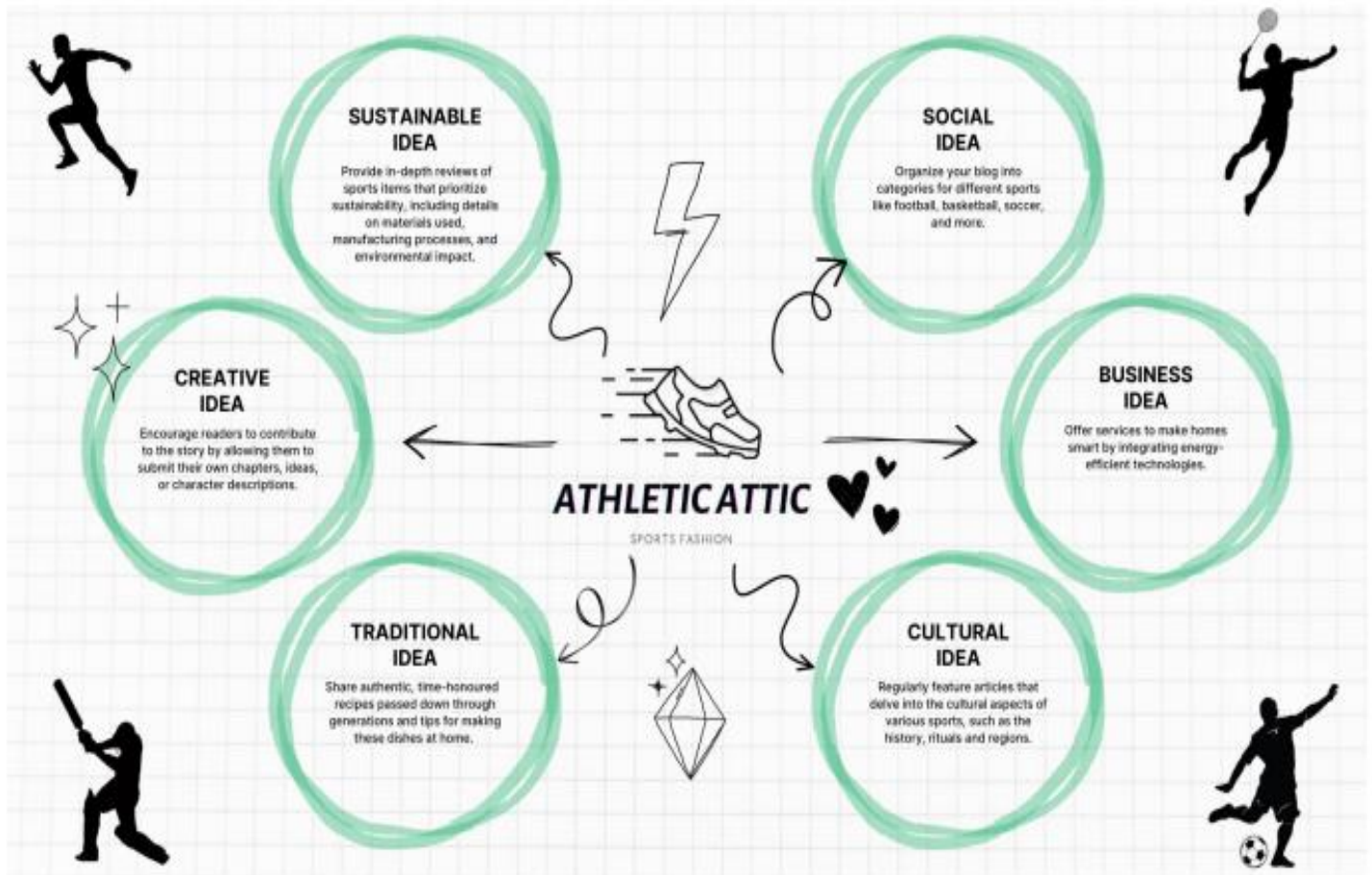
2.1 Problem Statement Definition

In an increasingly digital retail landscape, Athletic Attic Sports Shop faces the challenge of establishing an effective online presence to attract and engage potential customers. The absence of a dedicated blog hinders the shop's ability to showcase its products, promote its brand, and compete with online sports retailers. A solution is needed to create a user-friendly, visually appealing, and functional blog for Athletic Attic Sports Shop that enhances the online shopping experience for visitors and drives sales.

2.2 Solution

To identify our target audience and their preferences. To determine the primary goals of our blog, such as showcasing products, driving online sales, or providing store information. To modify the template to match our brand colors and fonts. Create dedicated pages for different sports categories. Using high-quality images and descriptions for each product. Ensure a clear and intuitive navigation menu. Implement a "Contact Us" page with contact details and a contact form. Enable secure payment processing. Implement a shopping cart and checkout process. If relevant, include a blog or content section to share fitness tips, news, or updates related to our sports shop. Ensure the blog design is responsive, so it looks great on both desktop and mobile devices. Optimize our blog for search engines by using relevant keywords in product descriptions and metadata. Test the blog thoroughly for functionality and user-friendliness. Seek feedback from potential customers and make necessary improvements. Once satisfied with the blog, launch it. Promote the blog through social media, email marketing, and other marketing channels. Regularly update our blog with new products, content, and promotions. Monitor analytics to track blog performance and make improvements as needed.

2.3 Empathy Map Wordpresss

An Empathy Map is a simple, easy-to-digest visual that captures knowledge about the User's behavior and attitude. In this empathy map the behavior and attitude of the user is predictedby use and created the empathy map. The empathy map describes how the user feels, says, hear,and see the product. The gain and pain of this product is also described in the empathy map.

2.4 Ideation & Brainstorming

2.5 Proposed Solution

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	Discounts and deals are only made available for a limited time. Most likely, you won & get as much of a discount as you would on an internet store. Sometimes it difficult to move around in marketplaces and malls because of the crowds
2.	Idea / Solution description	Easy to find Finding a product on the Internet is much easier than running through your local store to find the right product or size. You can order your shopping online and have it delivered to a convenient pickup point (Click and Collect) or to a Collect in Store counter.
3.	Novelty / Uniqueness	The photos should be taken uniquely from the store.
4.	Social Impact / Customer Satisfaction	Time to go for the store will be reduced and the product can be bought online.
5.	Business Model (Revenue Model)	To scale or develop the business the blog is necessary.
6.	Scalability of the Solution	The blog should be modified according to the trends in the sports.

3 REQUIREMENT ANALYSIS

3.1 Functional Requirements:
Following are the functional requirements of the proposed solution.

| FR No.	Functional Requirement (Epic)	Sub Requirement (Story / Sub-Task)
FR-1	Button Click	The shop button is created and track the product details and proceed to payment.
FR-2	Contact Button	The contact details of the shop should be given when the button is pressed.
FR-3	Shop by category button	The sports kits are displayed separately when shop by category button is pressed.

3.2 Non-functional Requirements:
Following are the non-functional requirements of the proposed solution.

| FR No.	Non-Functional Requirement	Description
NFR-1	**Usability**	The blog should be user-friendly and easy to use, with clear and simple instructions.
NFR-2	**Security**	The system should protect the privacy of users and their data and ensure that the data is secure and protected from unauthorized access.
NFR-3	**Reliability**	The system should be reliable and operate continuously without failures or downtime.
NFR-6	**Scalability**	The system should be scalable and able to handle a large number of users and devices.

3.3 Determine the Requirements:

Determining the requirements for a user journey map involves identifying the key steps, touchpoints, and user needs to create a comprehensive visualization of the user's experience with a product or service.
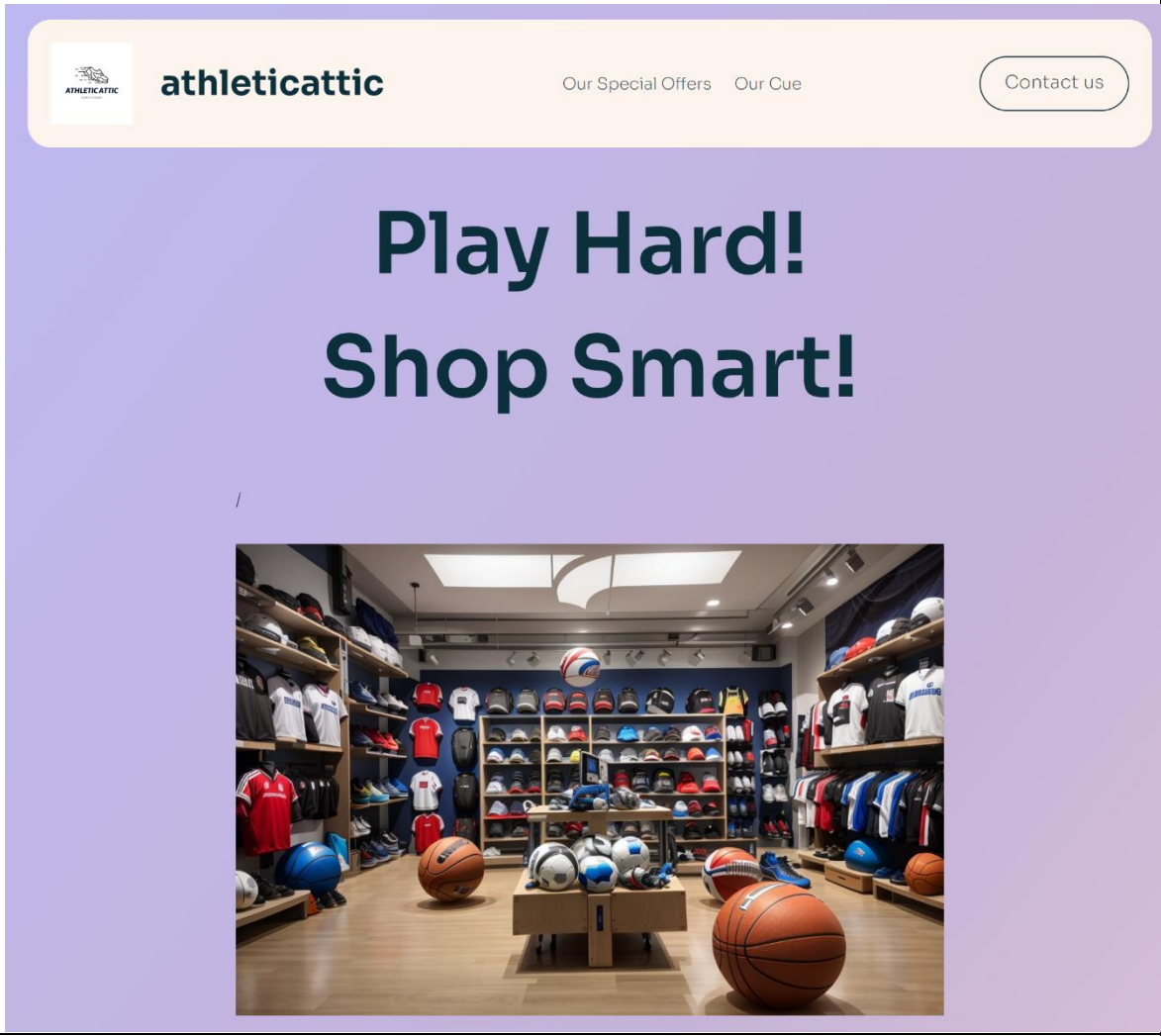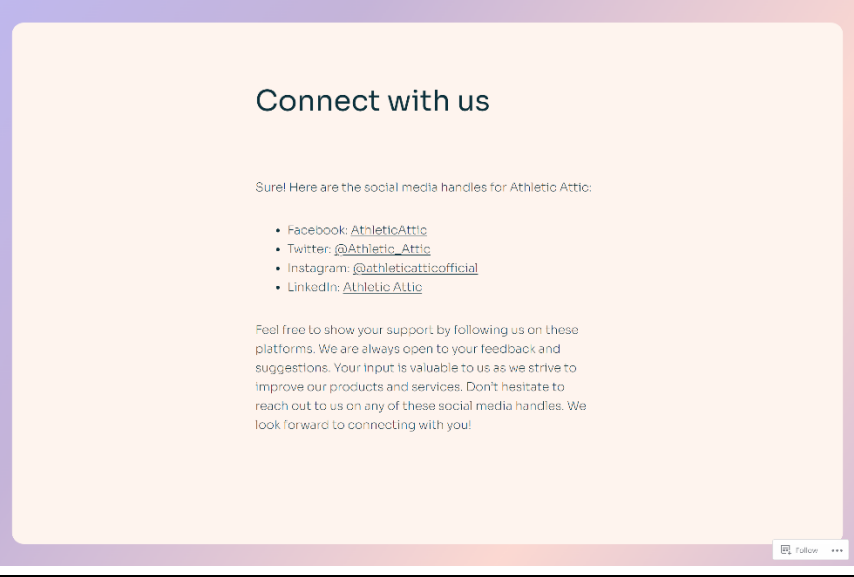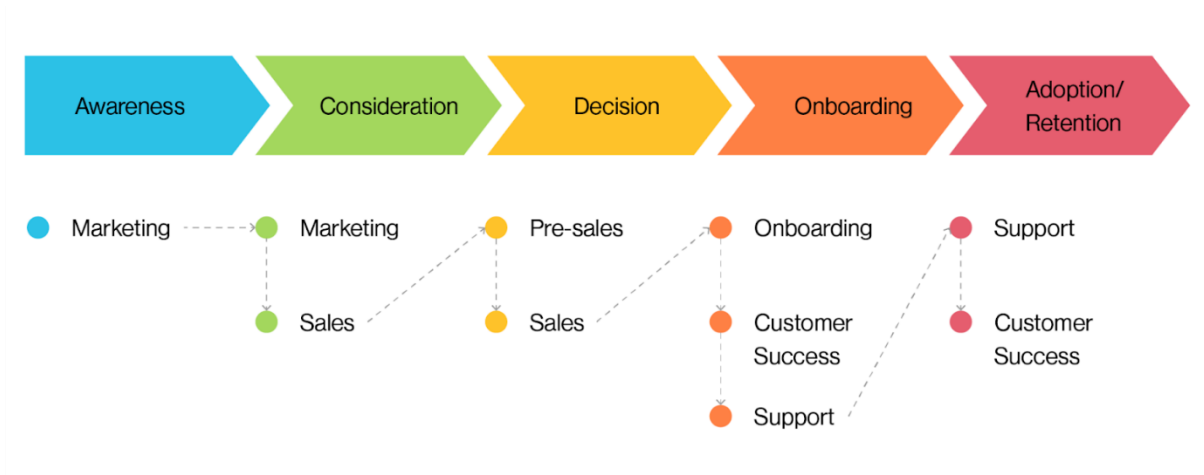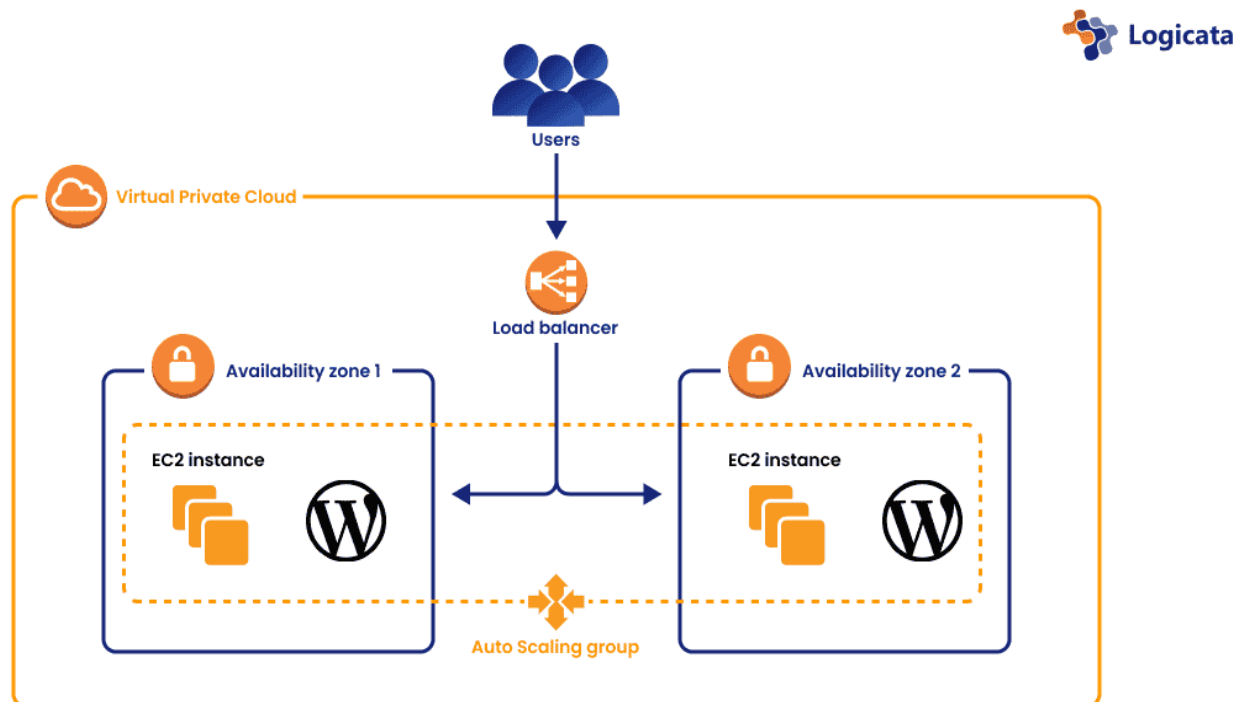
4 PROJECT DESIGN & PERFORMANCE

4.1 SOLUTION ARCHITECTURE
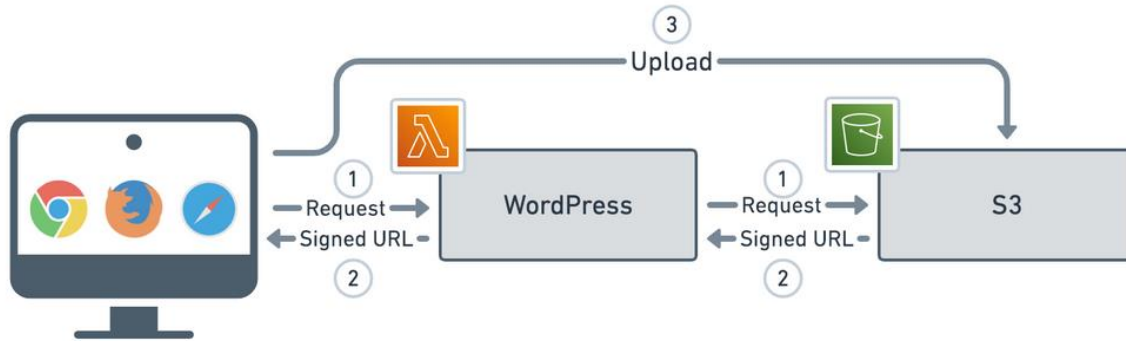
4.2 TECHNICAL ARCHITECTURE

4.3 Model Performance Metrics

Parameter	Values	Screenshot
Search site	Search brand in the browser and open the blog	
Contact Details	Button click to navigate to contact details	

5 ADVANTAGES & DISADVANTAGES

5.1 Advantages

- Increased credibility
- 24/7 availability
- Wider reach
- Better customer service

5.2 Disadvantages

- Security concerns
- Lack of personal interaction

6 CONCLUSION

Having a blog for our sports shop can be a great way to increase our visibility, attract more customers, and grow our business. While there are some disadvantages to consider, such as technical difficulties, security concerns, and costs, the benefits outweigh the drawbacks. If you're interested in setting up a blog for our sports shop, there are many resources available online to help you get started. For example, you can find tutorials on webdevelopment, blog design, and eCommerce platforms. Overall, having a blog for our sports shop can be a smart investment that can help you reach more customers, increase our sales, and grow our business.

7 FUTURE SCOPE

Here are some potential future scopes of having a blog for our sports shop:

- With the rise of eCommerce, having a blog can help you increase our online presence and reach a wider audience.
- In the future, blogs will be able to offer more personalized experiences to customers.
- Augmented reality (AR) technology can help customers visualize how sports will look on them before making a purchase.
- Artificial intelligence (AI) can help you automate various aspects of our business, such as inventory management, customer service, and marketing.
- Consumers are becoming increasingly conscious of the environmental impact of their purchases.

Overall, having a blog for our sports shop can help you stay competitive and growour business in the future.

8 APPENDIX

8.1 GitHub Link

Link https://github.com/athleticattic/Naanmudhalvan.git

8.2 Project Video Demo Link

Link: https://youtu.be/-v4hHIMYc98