Internship Report

on

E-COMMERCE WEBSITE

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR, ANANTHAPURAMU

In Partial Fulfillment of the Requirements for the Award of the degree of

BACHELOR OF TECHNOLOGY

In

COMPUTER SCIENCE & ENGINEERING

Submitted By

NANDYALA DASARATHA REDDY - 21691A0528



MADANAPALLE INSTITUTE OF TECHNOLOGY &SCIENCE

(UGC – AUTONOMOUS)

(Affiliated to JNTUA, Ananthapuramu)

(Accredited by NBA, Approved by AICTE, New Delhi)

AN ISO 9001:2015 Certified Institution

P. B. No: 14, Angallu, Madanapalle – 517325



©: 08571 - 280255, 280590

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE

AN ENGINEERING COLLEGE SPONSORED BY:
RATAKONDA RANGA REDDY EDUCATIONAL ACADEMY
Approved by AICTE, New Delta and Affiliated to INTUA, Acantague
P.B. No. 14, Angallu, MADANAPALLE - 517 325. Chittoor Dist. A.P.
www.mits.edu

DEPARTMENT OF COMPUTER SCIENCE & ENGINEERING

BONAFIDE CERTIFICATE

This is to certify that the internship work entitled "E-COMMERCE WEBSITE" is a bonafide work carried out by

NANDYALA DASARATHA REDDY - 21691A0528

Submitted in partial fulfillment of the requirements for the award of degree Bachelor of Technology in the stream of Computer Science & Engineering in Madanapalle Institute of Technology & Science, Madanapalle, affiliated to Jawaharlal Nehru Technological University Anantapur, Ananthapuramu during the academic year 2023-2024.

Internship Coordinator

Dr. K. Sudhakar, Senior Assistant Professor, Department of CSE **Head of the Department**

Dr. R. Kalpana, Professor & Head, Department of CSE

Submitted for the University Examination held on:

Examiner - II Examiner - II

ACKNOWLEDGEMENT

We sincerely thank the MANAGEMENT of Madanapalle Institute of Technology & Science for providing excellent infrastructure and lab facilities that helped me complete this Project.

We sincerely thank **Dr. C. Yuvaraj, M.E., Ph.D., Principal,** for guiding and providing facilities for completing our Project at **Madanapalle Institute of Technology & Science,** Madanapalle.

We express our gratitude to **Dr. R. Kalpana**, **Ph.D.**, **Professor and Head of the Department of CSE** for her continuous support in making necessary arrangements for the successful completion of the Project.

We express our sincere thanks to the Internship Coordinator, Dr. K. Sudhakar, Senior Assistant Professor, Department of CSE for his tremendous support for the successful completion of Project.

We express our deep gratitude to our Internship In-Charge Mr.T.Thangarasan, M.E., Assistant Professor, Department of CSE, for his guidance and encouragement that helped us to complete this Project.

We also wish to place on record my gratefulness to other **Faculty of CSE Department** and our friends and our parents for their help and cooperation during our project work.

CERTIFICATE





CERTIFICATE OF INTERNSHIP

This Certificate Is Proudly Presented To

Nandyala Dasaratha Reddy

For Successfully Completing An Internship On

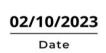
Web Development

From **01/09/2023** To **30/09/2023** At TechnoHacks EduTech. During This Internship, We Found Him/Her Consistent And Hardworking. We Wish All The Best For Future Endeavors.



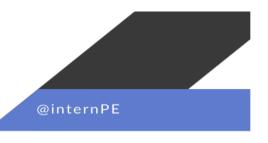












COMPLETION CERTIFICATE

CID: IPI#9937

To whomever it may concern

This is to certify that **N. Dasaratha Reddy** worked as an Intern in our company from **05-June-2023 to 02-July-2023**

Please find the internship details below:

Company Name: InternPe

Location: Remote

Domain: Web Development

Designation: Intern

During their working period, we found him/her to be a sincere and dedicated intern with a professional attitude and very good knowledge of the job.

We thank him/her for their efforts and contribution and wish him/her the best in future endeavors.

Yours Sincerely

(Co-Founder) InternPe



www.internpe.in

DECLARATION

We hereby declare that the results embodied in this internship "E-COMMERCE

WEBSITE" by us under the guidance of Dr. K. SUDHAKAR, in partial fulfillment of

the award of Bachelor of Technology in Computer Science & Engineering from

Jawaharlal Nehru Technological University Anantapur, Ananthapuramu.

Date :

Place : Madanapalle

Internship Associate:

Student Name: NANDYALA DASARATHA REDDY

Roll Number : 21691A0528

6

ABSTRACT

The landscape of e-commerce continues to evolve, placing increased emphasis on front-end development to create compelling, user-friendly, and efficient online platforms. This abstract focuses on the significance of front-end development in the context of e-commerce websites, highlighting its pivotal role in shaping user experience, optimizing functionality, and driving engagement.

Front-end development in e-commerce is a multifaceted discipline that involves the creation and implementation of user interfaces, interactivity, and the overall visual appeal of online stores. It encompasses the utilization of various technologies, including HTML, CSS, and JavaScript, along with frameworks and libraries such as React, Angular, or Vue.js, to craft seamless, responsive, and intuitive designs.

The primary objective of front-end development in e-commerce is to provide a captivating and intuitive user interface that facilitates effortless navigation, quick loading times, and a responsive design across various devices. Implementing responsive web design ensures that the website adapts seamlessly to different screen sizes, offering a consistent experience to users regardless of the device they use.

Additionally, the integration of various functionalities, such as dynamic product displays, interactive elements, and personalized recommendations, enhances user engagement and encourages conversion.

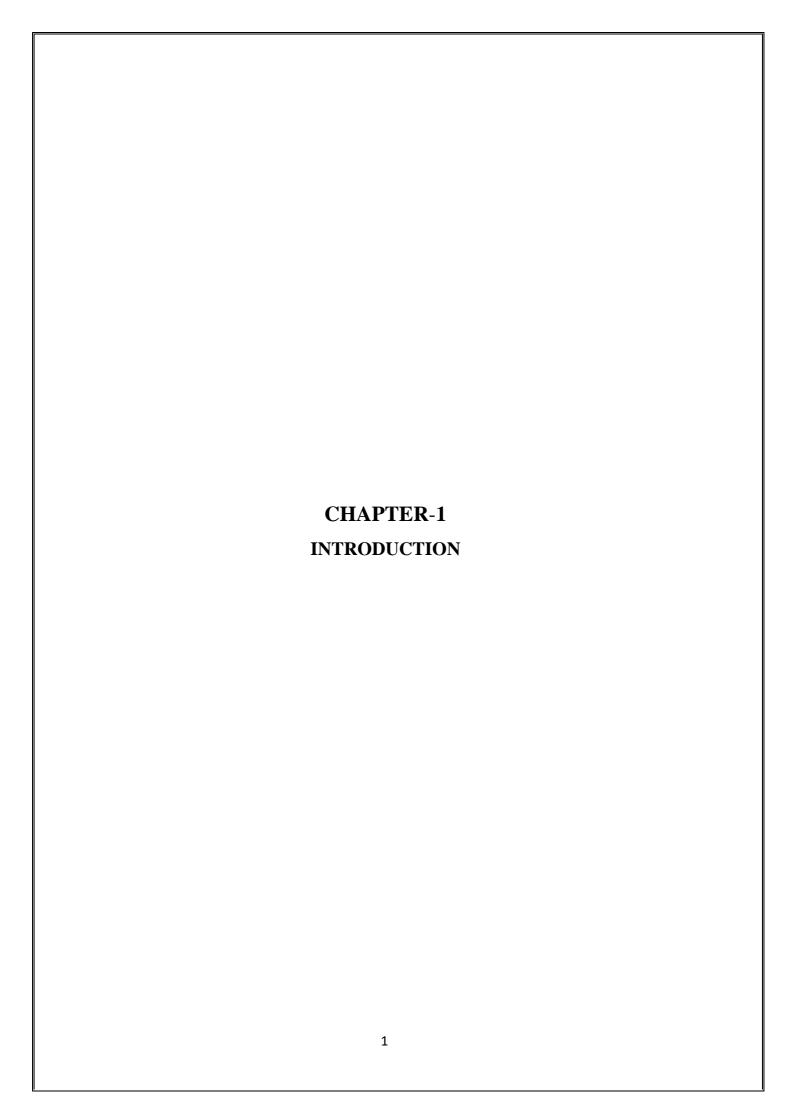
Moreover, the continuous evolution of technology demands front-end developers to stay updated with the latest trends and innovations. Techniques such as Progressive Web Apps (PWAs) and the integration of augmented reality (AR) or virtual reality (VR) elements into e-commerce websites are emerging as tools to provide immersive and engaging shopping experiences.

In conclusion, front-end development plays a pivotal role in the success of e-commerce websites by focusing on enhancing user experience, optimizing functionality, and adapting to the ever-changing technological landscape.

Keywords: Front End Development, Hyper Text Markup Language (HTML), Cascading Style Sheets (CSS), JavaScript (JS).

CONTENTS

S.NO.	TOPIC	PAGE NO.
1	INTRODUCTION	1-4
	1.1 About Front End Development	2
	1.2 Importance and Applications of Front End Development	3
	1.3 Language used	4
2	TOOLS AND TECHNIQUES	5-12
	2.1 Visual Studio Code	6-7
	2.2 HTML	7-9
	2.3 CSS	9-10
	2.4 JAVASCRIPT	11-12
3	PROJECT WORK	13-16
	3.1 Project overview	14-15
	3.2 Algorithm	16
4	CODE AND OUTPUT SCREENSHOTS	17-26
5	CONCLUSION	27
6	REFERENCES	28



1.1 ABOUT FRONT END DEVELOPMENT

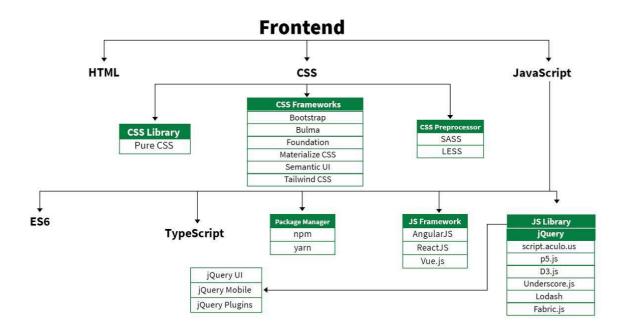
The part of a website that the user interacts directly is termed as front end. It is also referred to as the 'client side' of the application. Front-end developers stay on top of the latest online design and development trends to ensure that are optimized for users and research engines, as well as following industry standards for website security.

Web development refers to the creating, buliding, and maintaining of websites. It includes aspects such as web design, web publishing, web programming, and database mangement. It is the creation of an application that works over the internet.

Front End Development is a part of the Web Development it uses to make Interface as Stylish and Colorfull for the viewers.

Front-end developers languages are:

- HTML
- CSS
- JavaScript
- Jquery
- React



- HTML: HTML stands for HyperText Markup Language. It is used to design the front end portion of web pages using markup language. It acts as a skeleton for a website since it is used to make the structure of a website.
- CSS: Cascading Style Sheets fondly referred to as CSS is a simply designed language intended to simplify the process of making web pages presentable. It is used to style our website.
- JavaScript: JavaScript is a scripting language used to provide a dynamic behavior to our website.
- **BootStrap:** Bootstrap is a free and open-source tool collection for creating responsive websites and web applications. It is the most popular CSS framework for developing responsive, mobile-first websites. Nowadays, the websites are perfect for all the browsers (IE, Firefox, and Chrome) and for all sizes of screens (Desktop, Tablets, Phablets, and Phones).

1.2 IMPORTANCE AND APPLICATIONS OF FRONT END DEVELOPMENT

Importance of Front End Development:

Front end development is important because it is the first thing that users see and interact with when they visit a website or use a web application. A well-designed front end can make a big difference in the user experience, and can even lead to increased conversions and sales.

Here are some of the key benefits of front end development:

- Improved user experience: A well-designed front end can make it easier and more enjoyable for users to interact with a website or web application. This can lead to increased engagement and loyalty, as well as better business results.
- Increased conversions: A well-designed front end can also lead to increased conversions,
 as it can make it easier for users to find and purchase the products or services they are
 looking for.
- Improved SEO: A well-designed front end can also help to improve a website's search engine ranking (SEO). This is because search engines like Google take into account the user experience when ranking websites.

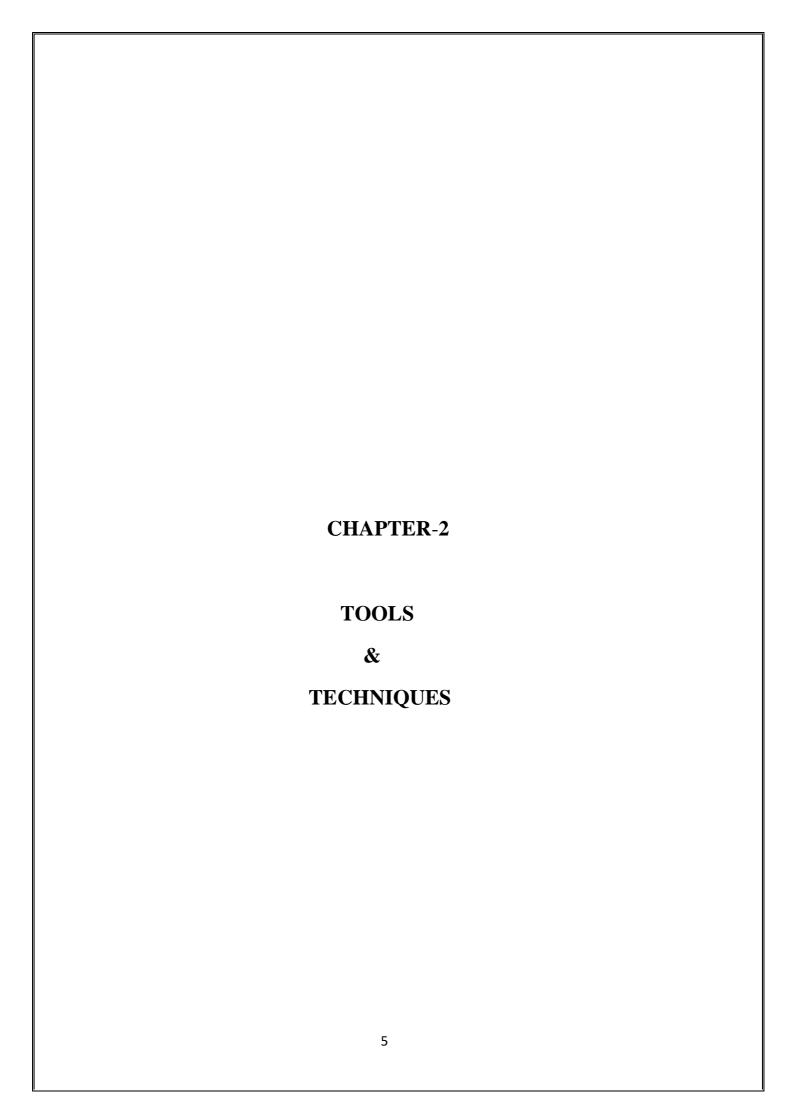
- Reduced bounce rates: A well-designed front can also help to reduce a website's bounce rate. This is the percentage of visitors who leave a website after viewing only one page. A lower bounce rate indicates that users are finding what they are looking for on a website and are staying engaged.
- **Improved accessibility:** A well-designed front end can also be made more accessible to users with disabilities. This is important because it ensures that everyone can have a positive experience when using a website or web application.

Applications of Front End Development:

Front end development is used to create a wide variety of websites and web applications, including:

- **E-commerce websites:** Front end development is used to create the user interfaces of e-commerce websites, which allow users to browse products, add items to their carts, and checkout.
- Content management systems (CMSs): Front end development is used to create the user interfaces of CMSs, which allow users to create and manage websites without any coding knowledge.
- **Web applications:** Front end development is used to create the user interfaces of web applications, such as social media platforms, email clients, and productivity tools.
- **Progressive web apps** (**PWAs**): Front end development is used to create PWAs, which are web applications that can be installed on mobile devices and used like native apps.

Overall, front end development is an essential skill for anyone who wants to create or build websites and web applications. By developing a strong foundation in front end development, you can create user interfaces that are both visually appealing and easy to use.



2.1 What is Visual Studio Code?

Visual Studio is a comprehensive integrated development environment (IDE) from Microsoft. It is used to develop computer programs for a variety of platforms, including Windows, macOS, and Linux.

Visual Studio includes a variety of features to help developers write code, debug, and build applications. It also includes a variety of tools for testing, deployment, and collaboration.

Some of the key features of Visual Studio include:

- Code editor: Visual Studio's code editor is highly customizable and includes features such as IntelliSense, code refactoring, and debugging tools.
- **Integrated debugger:** Visual Studio's debugger allows developers to step through code line by line and inspect the values of variables.
- **Build tools:** Visual Studio includes a variety of build tools to help developers compile and link code into executable programs.
- **Test tools:** Visual Studio includes a variety of test tools to help developers write and execute unit tests and integration tests.
- **Deployment tools:** Visual Studio includes a variety of deployment tools to help developers deploy their applications to production servers.
- Collaboration tools: Visual Studio includes a variety of collaboration tools to help developers work together on projects.

Visual Studio is used by a wide range of developers, from hobbyists to professional programmers. It is a powerful tool that can be used to develop a wide variety of applications.

Here are some of the types of applications that can be developed with Visual Studio:

- Desktop applications: Visual Studio can be used to develop desktop applications for Windows, macOS, and Linux.
- **Web applications:** Visual Studio can be used to develop web applications using a variety of frameworks, such as ASP.NET Core and Angular.
- **Mobile applications:** Visual Studio can be used to develop mobile applications for Android and iOS.
- **Cloud applications**: Visual Studio can be used to develop cloud applications using a variety of platforms, such as Azure and AWS.
- Games: Visual Studio can be used to develop games using a variety of game engines, such as Unity and Unreal Engine.

Overall, Visual Studio is a powerful and versatile IDE that can be used to develop a wide variety of applications.

2.2 What is HTML?

HTML stands for Hyper Text Markup Language which is used for creating web pages and web applications.

Hyper Text: HyperText means "Text within Text." A text has a link within it, is a hypertext. Whenever you click on a link which brings you to a new webpage, you have clicked on a hypertext. HyperText is a way to link two or more web pages (HTML documents) with each other.

Markup language: A markup language is a computer language that is used to apply layout and formatting conventions to a text document. Markup language makes text more interactive and dynamic. It can turn text into images, tables, links, etc.

Web Page: A web page is a document which is commonly written in HTML and translated by a web browser. A web page can be identified by entering an URL.

A Web page can be of the static or dynamic type.

- 1) <!DOCTYPE>
- 2) <html>
- 3) <head>
- 4) <title>Web page title</title>
- 5) </head>
- 6) <body>
- 7) <h1>Write Your First Heading</h1>
- 8) Write Your First Paragraph.
- 9) </body>
- 10) </html>

<html> :This tag informs the browser that it is an HTML document. Text between html tag describes the web document. It is a container for all other elements of HTML except <!DOCTYPE>

<head>: It should be the first element inside the <html> element, which contains the metadata(information about the document). It must be closed before the body tag opens.

<title>: As its name suggested, it is used to add title of that HTML page which appears at the top of the browser window. It must be placed inside the head tag and should close immediately.

<body> : Text between body tag describes the body content of the page that is visible to the end user. This tag contains the main content of the HTML document.

 $<\!\!$ h1>: Text between $<\!\!$ h1> tag describes the first level heading of the webpage

: Text between tag describes the paragraph of the webpage.

Features of HTML

- 1) It is a very easy and simple language. It can be easily understood and modified.
- 2) It is very easy to make an effective presentation with HTML because it has a lot of formatting tags.
- 3) It is a markup language, so it provides a flexible way to design web pages along with the text.
- 4) HTML is a case-insensitive language

- 5) It is platform-independent because it can be displayed on any platform like Windows, Linux, and Macintosh, etc.
- 6) It facilitates the programmer to add Graphics, Videos, and Sound to the web pages which makes it more attractive and interactive.

2.3 What is CSS.

CSS (Cascading Style Sheet) is used to apply styles to web pages. It is used to make web pages presentable. The reason for using this is to simplify the process of making web pages presentable. It allows you to apply styles on web pages. More importantly, it enables you to do this independently of the HTML that makes up each web page.

2.3.1 Why we learn CSS?

It increases the standards and overall look of the website that makes it easier for the user to interact with it. A website can be made without CSS, as styling is must since no user would want to interact with a dull and shabby website. So for knowing Web Development, learning CSS is mandatory.

Basic Format: It is the basic structure of CSS style of an webpage.

```
body {
background-color: lightgray;
}
h1 {
color: green;
text-align: center;
}
p {
font-family: sans-serif;
font-size: 16px;
}
```

2.3.2 Types of CSS?

- Inline
- Internal
- External

Inline: Inline CSS contains the CSS property in the body section attached with the element known as inline CSS

Internal or Embedded: The CSS ruleset should be within the HTML file in the head section i.e the CSS is embedded within the HTML file.

External: External CSS contains a separate CSS file that contains only style property with the help of tag attributes.

Sample Program:

```
<!DOCTYPE html>
<html>
<head>
<title>
Simple webpage
</title>
<!-- Stylesheet of web page -->
<style>
body {
text-align: center;
}
h1 {
color: green;
</style>
</head>
<body>
<h1>Welcome to web development</h1>
it is easy to learn
</body>
</html>
```

2.4 JAVASCRIPT

JavaScript serves as the linchpin of web development, driving the interactivity and dynamism crucial for a captivating user experience. Its capability to manipulate HTML and CSS dynamically in the browser facilitates the creation of user-friendly interfaces, interactive elements, and responsive designs. By enabling asynchronous operations, JavaScript optimizes performance by allowing tasks to execute without blocking other processes, resulting in faster, more fluid web applications. Its integration with various APIs and the support of robust frameworks further solidify its significance, empowering developers to build complex, scalable, and versatile web solutions. From client-side interactivity to server-side operations, JavaScript's pervasive role in web development lies in its adaptability, fostering the evolution of the digital landscape and powering the interactive web experiences users have come to expect.

2.4.1 JAVASCRIPT SYNTAX

Variables:

Declaring a variable: var variableName; or let variableName; or const variableName;

Assigning a value: variableName = value; or var variableName = value;

Data Types:

Strings: let greeting = "Hello";

Numbers: let number = 10;

Booleans: let isTrue = true:

Arrays: let myArray = [1, 2, 3];

Objects: let myObject = { key: value};

11

FUNCTIONS:

->FUNCTION DECLERATION

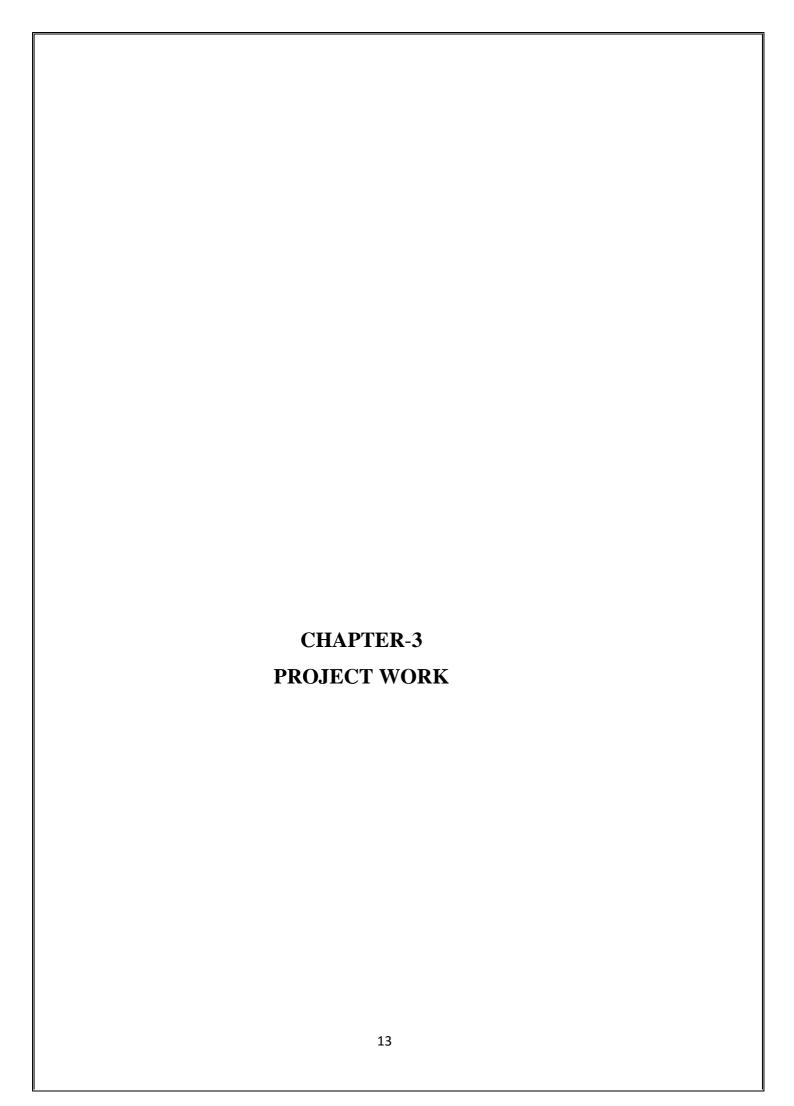
```
function functionName(parameter1, parameter2) {
    // code to be executed
}
->ARROW FUNCTION

const myFunction = (parameter1, parameter2) => {
    // code to be executed
```

CONSOLE OUTPUT:

};

console.log("Hello, world!");



3.1 Project Overview:

E-COMMERCE WEBSITE

3.1.1 What is E-COMMERCE WEBSITE

An e-commerce website for a shoe company serves as a digital storefront offering a comprehensive array of footwear products to a diverse customer base. The platform showcases a rich product catalog featuring an assortment of shoes spanning various styles, sizes, colors, and brands.

Each product listing is meticulously detailed, presenting high-resolution images and comprehensive descriptions that highlight design features, materials used, and other crucial details, aiding customers in making informed purchase decisions.

Users can navigate through the collection via an intuitive search and filter system, enabling them to find specific shoe types or brands effortlessly.

As customers explore, they can add desired items to a virtual shopping cart, providing a clear overview of their selected products, quantities, and total cost before proceeding to a secure checkout process that supports multiple payment options, ensuring safe and convenient transactions.

3.1.2 E-COMMERCE WEBSITE Contents

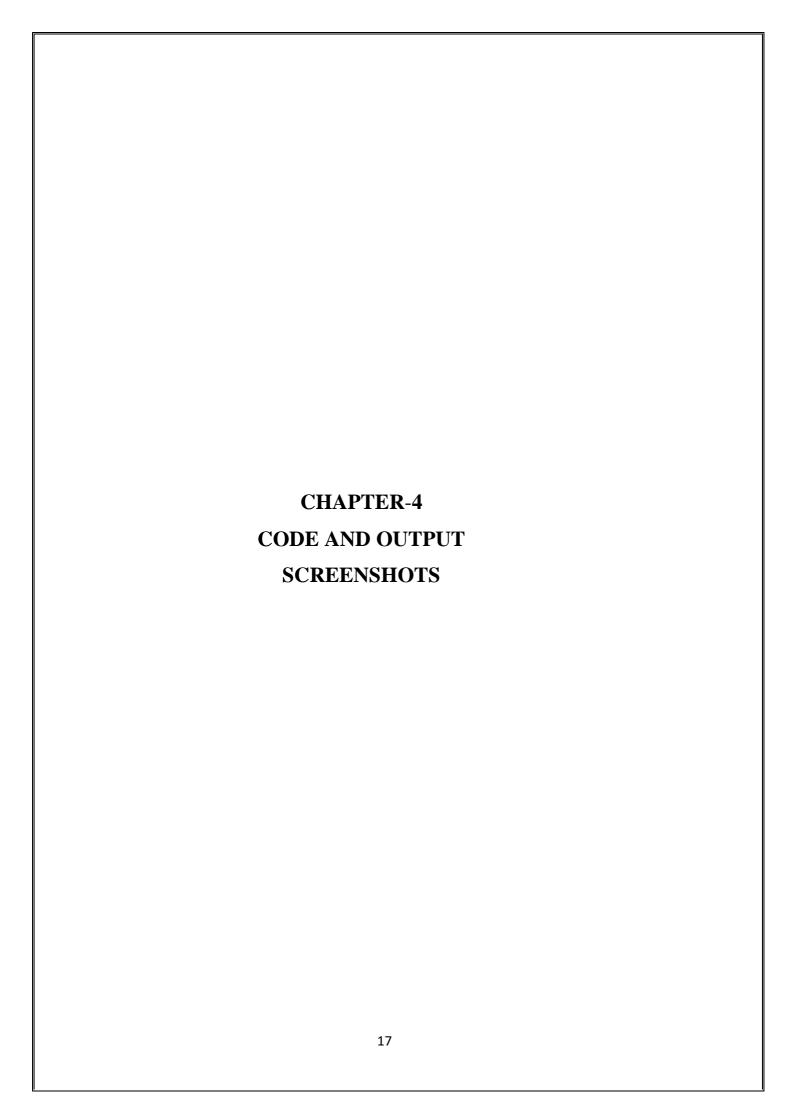
- **1. Product Descriptions**: Detailed descriptions for each shoe, covering materials, design features, and benefits. Highlight unique selling points and why the shoe is worth buying.
- **2. High-Quality Images and Videos:** Showcase clear, high-resolution images and possibly videos of the shoes from various angles, on models, or in action to give customers a better idea of the product.

- **3. Sizing Guides and Fit Information:** Provide detailed sizing charts and fit advice to help customers select the right size and reduce the chances of returns due to size issues.
- **4. Customer Reviews and Ratings:** Display authentic customer reviews and ratings to build trust and credibility. Positive feedback can influence potential buyers.
- **5. Blog or Articles:** Create informative content related to shoes, fashion trends, shoe care, or industry news to engage visitors and establish the website as a valuable resource.
- **6. FAQs:** Anticipate customer queries and provide comprehensive answers to frequently asked questions regarding shipping, returns, payment options, and more.
- **7. Promotions and Offers:** Prominently feature ongoing promotions, seasonal sales, or limited-time offers to attract and encourage customers to make purchases.
- **8. About Us:** Share the story behind the brand, its mission, values, and what makes the company unique. This helps in establishing a connection with potential customers.
- **9. Contact Information:** Clearly list contact details such as email, phone, and possibly a live chat option to assist customers with any queries or issues they might have.
- **10. Terms and Conditions/Privacy Policy:** Be transparent and provide information about the terms of service, return policies, and how customer data is handled to build trust and credibility.
- **11. Social Proof and Trust Badges:** Display any certifications, affiliations, or security badges to instill trust and confidence in the brand and its products.
- **12. Featured Collections or Best Sellers:** Highlight popular shoe collections, best sellers, or curated collections to attract attention and guide customers to trending or top-rated products.

3.2 Algorithm:

Steps:

- Design the user interface and user experience of the E-Commerce website.
- Set up your website by registering a domain name and signing up for web hosting.
- Use HTML, CSS, and JavaScript to design the website's structure, style, and interactivity.
- Then as per requirements provide the different types of shoes on various sizes.
- And then for payment processing various methods are there through online credit card, phonepay, googlepay and other online transactions and also offline payment is also available.
- Then provide the content related to the products.
- This includes making sure that all of the pages work correctly and that users can easily purchase products.

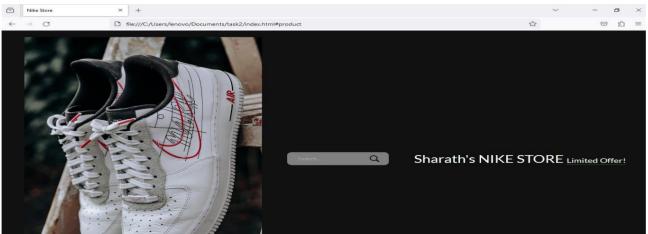


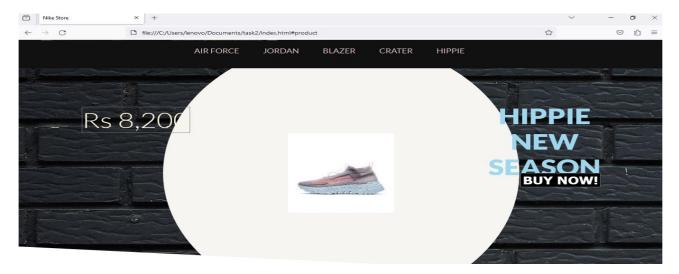
HTML CODE:

```
        Index.html
        X
        JS script.js

        Index.html
        Image: Span class = "navItem" > (div class = "slider" > (div class = "slider" > (div class = "slider" > (div class = "slider | (div
```

OUTPUT:





```
        O index.html ×
        JS scriptjs

        O index.html > ② html > ② body > ② nav#nav > ② div.navTop > ② div.navTem

        49
        </a></div>

        50
        </a></div>

        51
        </a>

        52
        </a>

        53
        </a>

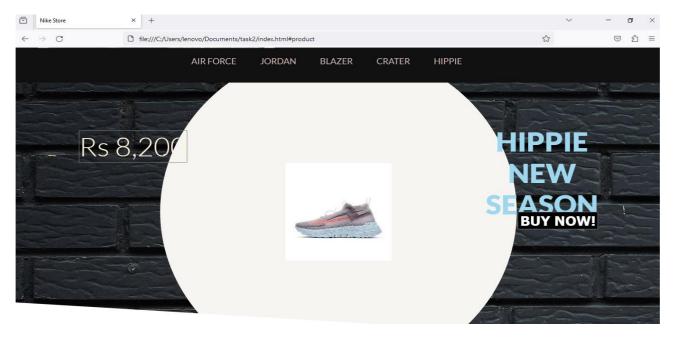
        54
        </a>

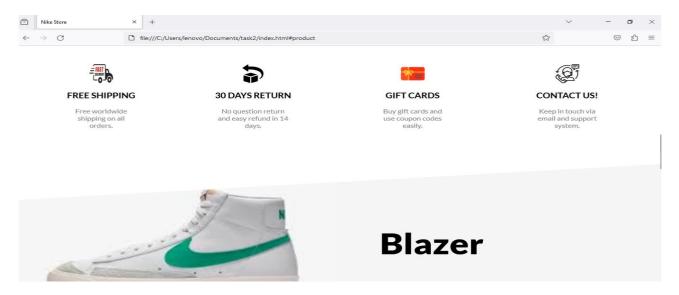
        55

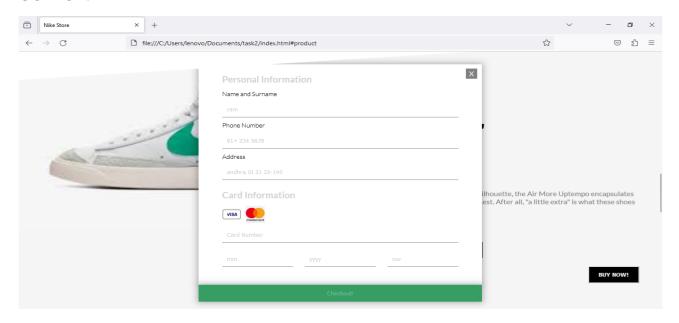
        </a>

        56

        </th
```









Be Yourself!





This is the First Day of Your New Life

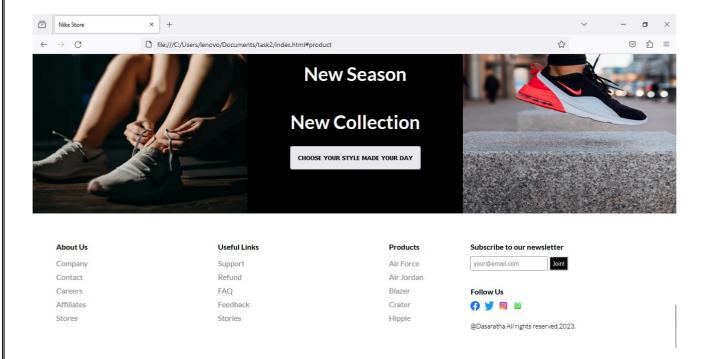
Just Do it!







file:///C:/Users/lenovo/Documents/task2/index.html#nav



JAVA SCRIPT CODE:

CHAPTER-5
CONCLUSION
My web development internship on front end development at TechnoHacks and Intenpe was an invaluable experience that has helped me to grow as a developer and professional. I gained hands-on experience in a variety of front-end development tasks, including Translating design
concepts into functional web interfaces, Working with existing codebases, Implementing responsive design and accessibility best practices, Collaborating effectively with a team to deliver high-quality products. In addition to technical skills, I also developed important soft skills such as, Time
management, Problem solving, Communication, Teamwork.

CHAPTER-6

REFERENCES

- https://www.javatpoint.com
- > https://www.w3schools.com
- **www.youtube.com**
- Mozilla Developer Network (MDN) Web Docs: https://developer.mozilla.org/en US/docs/Web/HTML: The MDN Web Docs are a comprehensive and up-to-date resource for learning about HTML and other web technologies.
- ➤ W3Schools HTML Tutorial: https://www.w3schools.com/html/: A good place to start for beginners, the W3Schools HTML tutorial covers the basics of HTML in a clear and concise way.
- ➤ HTML Dog: https://www.htmldog.com/: A helpful resource for learning about HTML syntax and best practices.
- Mozilla Developer Network (MDN) Web Docs: https://developer.mozilla.org/en-US/docs/Web/CSS: The MDN Web Docs are a comprehensive and up-to-date resource for learning about CSS and other web technologies.
- > CSS-Tricks: https://css-tricks.com/: A popular blog and website that covers all things CSS.
- ➤ FreeCodeCamp CSS Tutorial: https://www.freecodecamp.org/news/tag/css/: A comprehensive CSS tutorial that covers everything from the basics to advanced topics.
- Frontend Masters: https://frontendmasters.com/: A website that offers online courses and tutorials on front-end development.
- Egghead.io: https://egghead.io/: A website that offers short and focused video tutorials on front-end development.
- Code editors: https://www.elegantthemes.com/blog/resources/best-code-editors: A code editor is a text editor that is specifically designed for writing code. Some popular code editors include Visual Studio Code, Sublime Text, and Atom

