

Project Title: E-commerce Website
Project Theme: Fabric Exquisite (A Clothing Website)



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ABSTRACT

E-commerce provides an easy way to sell products to a large customer base. The purpose of any e-commerce website is to help customers narrow down their broad ideas and enable them to finalize the products .This project aims to develop online shopping for customers with the goal that it is very easy to shop your loved things from an extensive number of online shopping sites available on the web. With the help of this, you can carry out online shopping from your home. You simply require a PC or a laptop and one important payment sending option to shop online. And of course you will get your requested ordered items at your doorstep. It is simple. It is extremely secure. Customer service is accessible. So, in this project we are looking at the problem addressed which is the view of online shopping by consumers.

INTRODUCTION

Online shopping is a process that has been well known only in the last few years to be precise. It does, however, focus on customers selecting things and purchasing them online.

The entire process is virtual, and the user does not need to be physically present at the time. It is an extensively fuss-free process which has saved a lot of precious time for people who are busy with their daily life.

In this project, we will focus on Fabric Exquisite, a clothing e-commerce website, and we will aim to alleviate the difficulties encountered when using other e-commerce websites.

LITERATURE SURVEY

After completing the development of our website FABRIC EXQUISITE, we will be conducting interviews and surveys to know user's experience and feedback on our website. Below are some of the survey questions that will help us enhance our website.

- How was your experience while visiting our website?
- How useful did our product reviews prove to be to you?
- Considering the overall experience, how satisfied are you with our clothing website?
- Did you face any issue while using the website? If yes, what were they?
- Do you have any other comments or suggestions for our website?
- Target Audience: Anyone who is interested in fashion or wants to purchase clothing items (13-40 years).

AFFINITY DIAGRAM

Affinity Map for Fabirc Exquisite

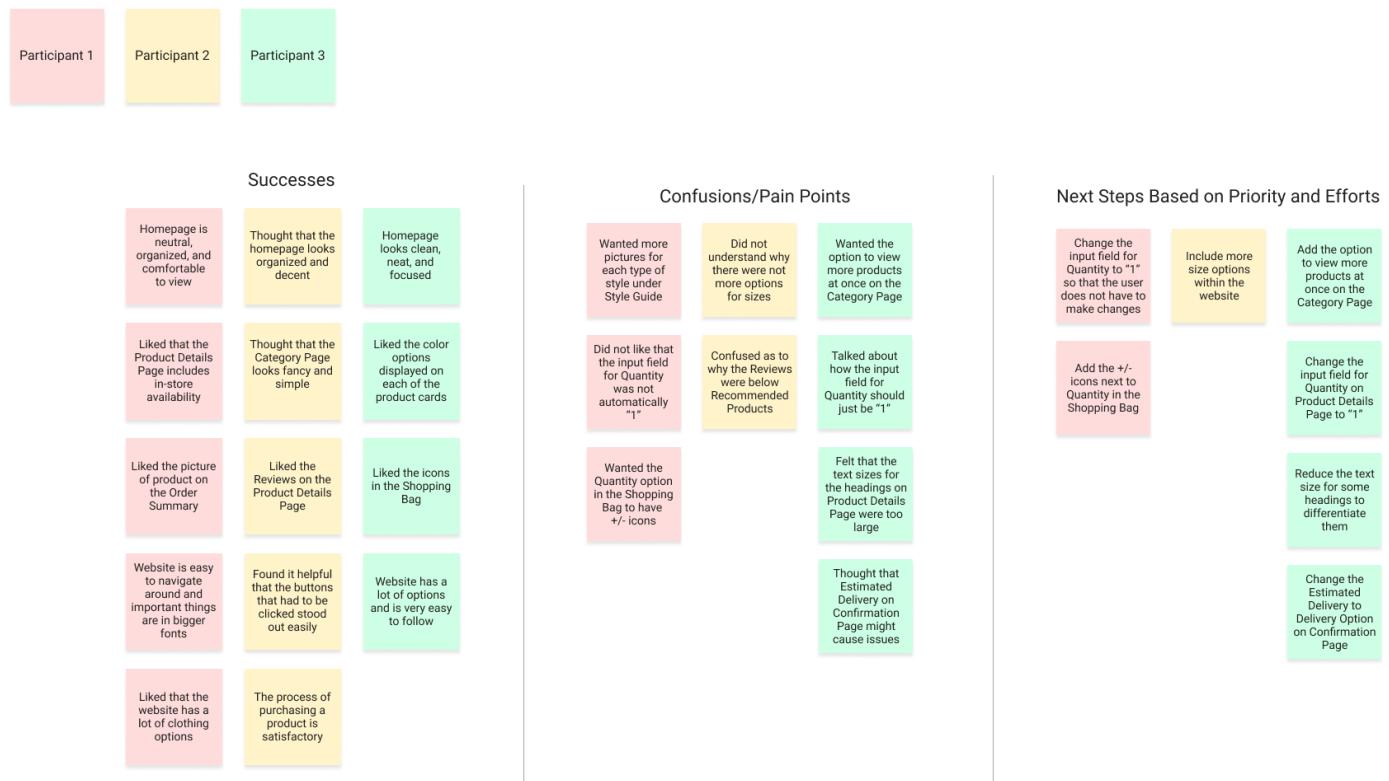


Fig 1.1

LOW FIDELITY PROTOTYPING

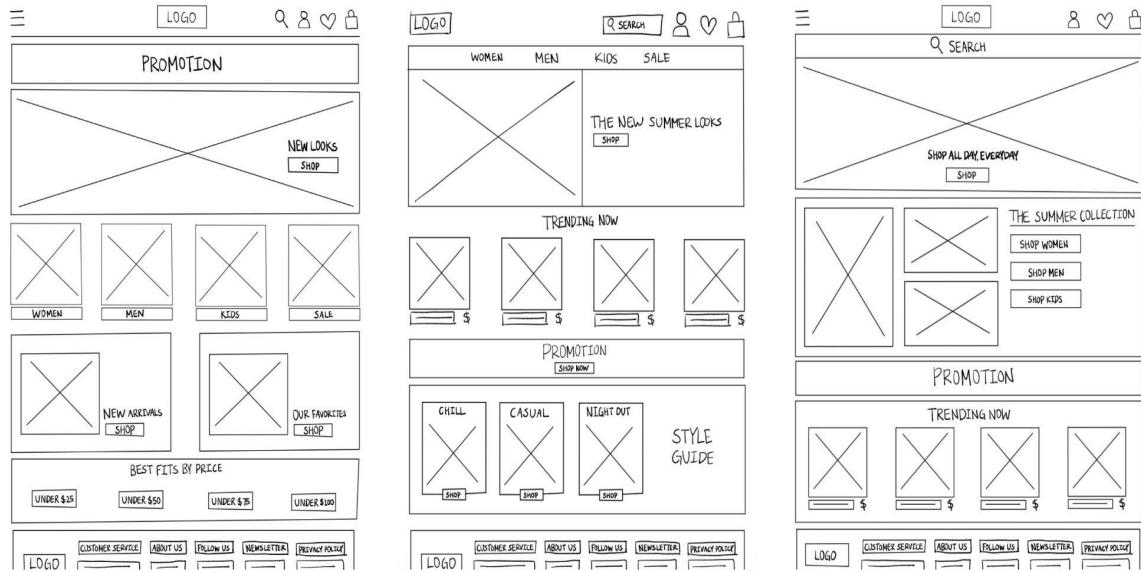


Fig 2.1

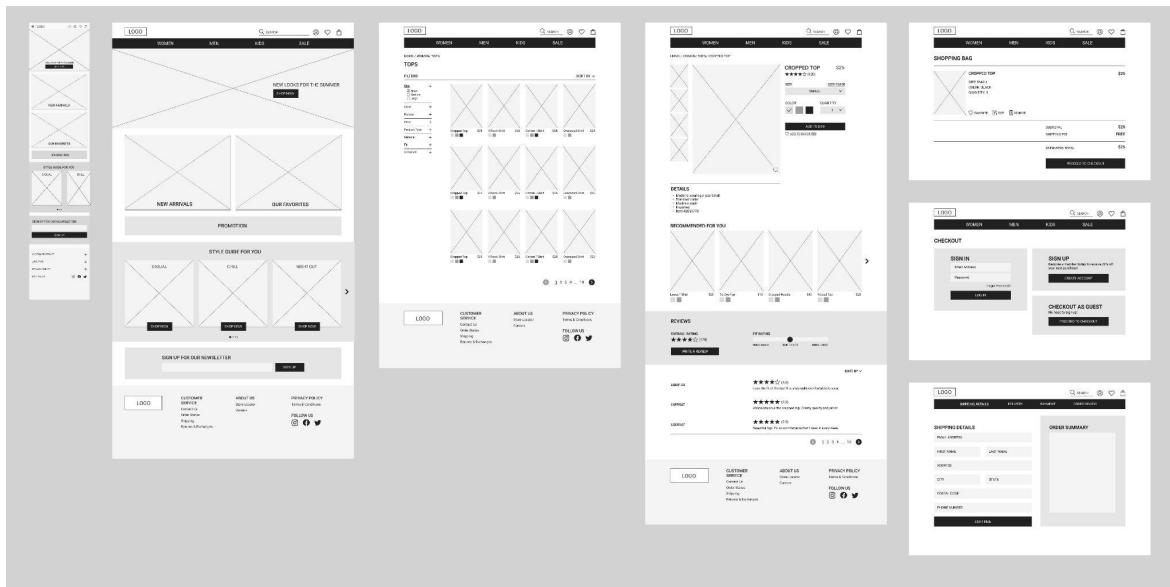


Fig 2.2

HIGH FIDELITY PROTOTYPING

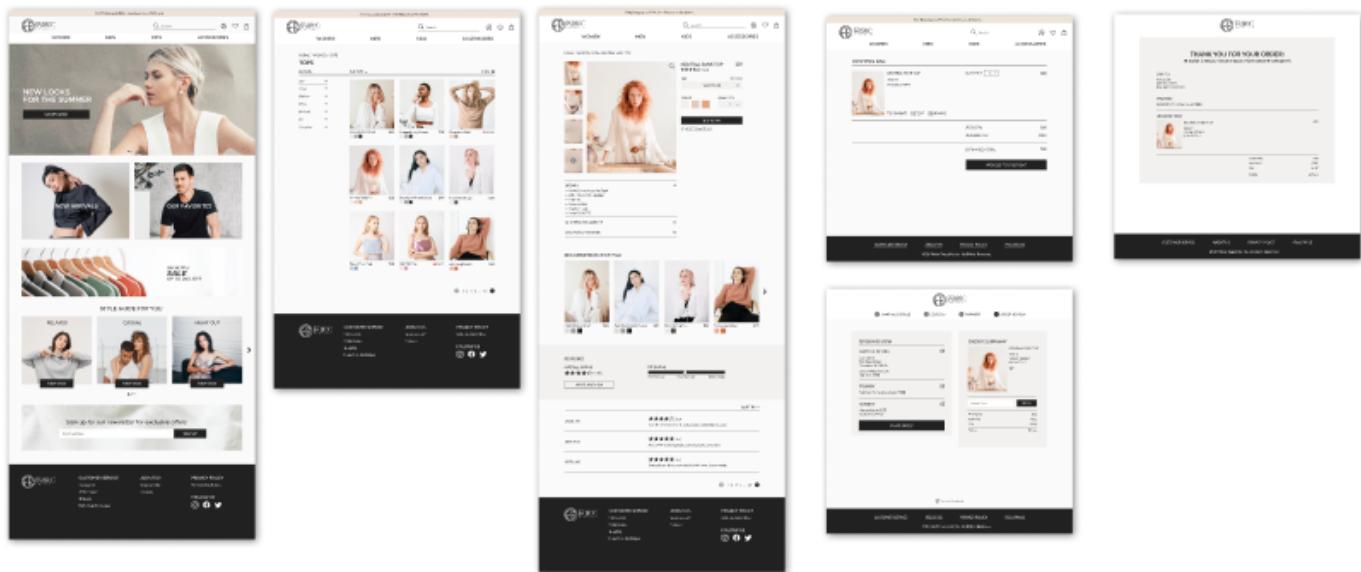


Fig 3.1

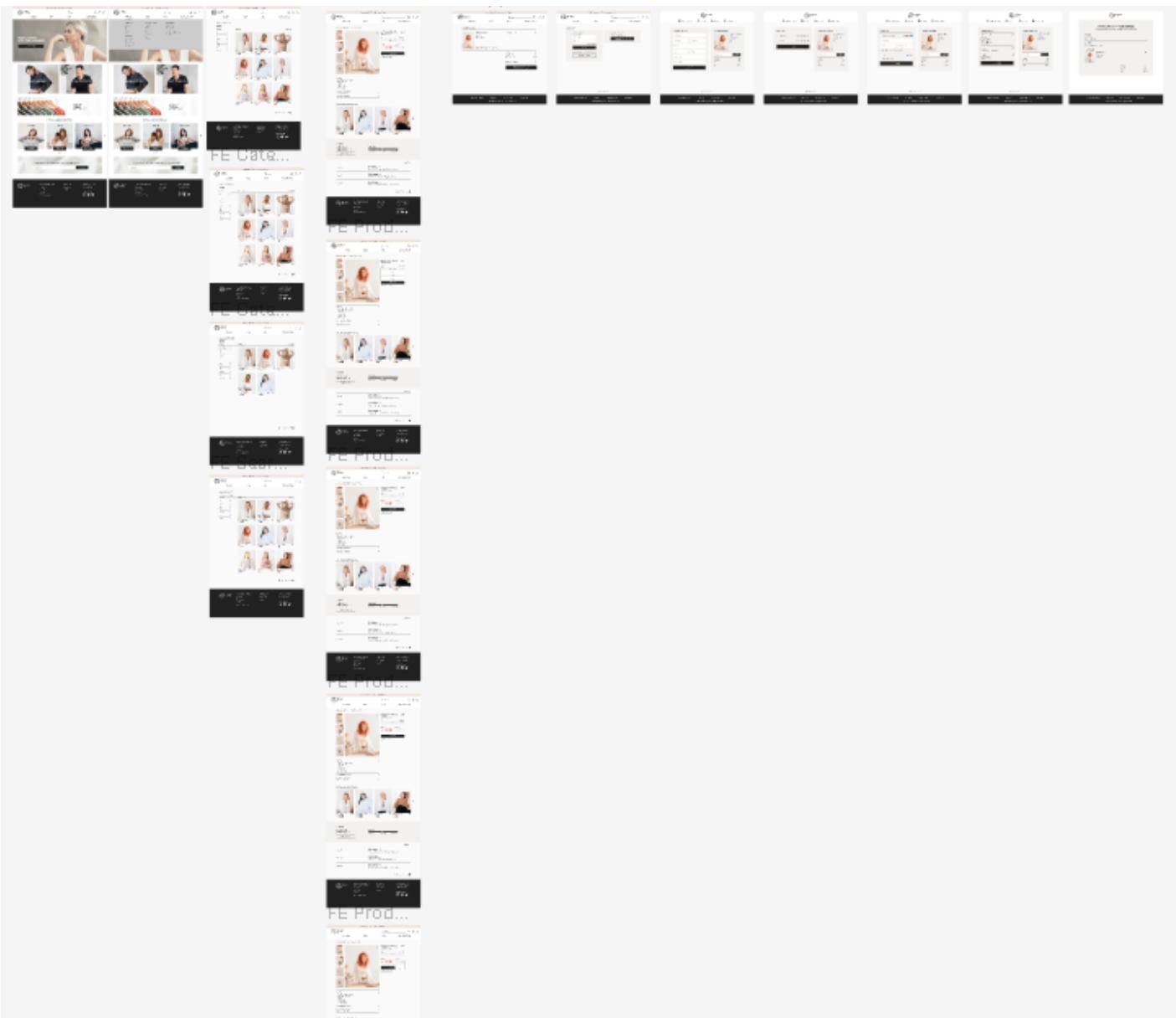


Fig 3.2

EVALUATION OF PROTOTYPE

Heuristic Principles

Name	Very Poor	Poor	Average	Good	Very Good
Visibility of System Status					<input checked="" type="checkbox"/>
Match between system and the real world					<input checked="" type="checkbox"/>
User control and freedom				<input checked="" type="checkbox"/>	
Consistency and standards					<input checked="" type="checkbox"/>
Error prevention			<input checked="" type="checkbox"/>		
Recognition rather than recall				<input checked="" type="checkbox"/>	
Flexibility and efficiency of use					<input checked="" type="checkbox"/>
Aesthetic and minimalist design					<input checked="" type="checkbox"/>
Help users recognize, diagnose and recover from errors				<input checked="" type="checkbox"/>	
Help and documentation				<input checked="" type="checkbox"/>	

Table 1

IMPLEMENTATION, RESULT & DISCUSSION

The screenshot displays the homepage of the Fabric Exquisite website. At the top, a banner offers "Free Shipping on \$50+, Free Returns on All Orders." The header includes the logo, a search bar, and links for WOMEN, MEN, KIDS, and ACCESSORIES. A large central image features a woman in a white sleeveless top with the text "NEW LOOKS FOR THE SUMMER" and a "SHOP NOW" button. Below this are two smaller images: one of a woman in a dark top with "NEW ARRIVALS" and another of a man in a black t-shirt with "OUR FAVORITES". Further down is a section showing a rack of clothes with "ONLINE ONLY SALE UP TO 20% OFF". A "STYLE GUIDE FOR YOU" section follows, with three categories: "RELAXED" (woman in a sweatshirt), "CASUAL" (couple in casual wear), and "NIGHT OUT" (woman in a sequined dress). Each category has a "SHOP NOW" button. At the bottom, a newsletter sign-up form asks for an "Email Address" and has a "SIGN UP" button. The footer contains links for CUSTOMER SERVICE (Contact Us, Order Status, Shipping, Returns & Exchanges), ABOUT US (Store Locator, Careers), PRIVACY POLICY (Terms & Conditions), and FOLLOW US (links to Instagram, Facebook, and Twitter).

Fig 4.1

Free Shipping on \$50+, Free Returns on All Orders.

FABRIC
ESSENTIALS

WOMEN **MEN** **KIDS** **ACCESSORIES**

New Arrivals Shop By Category Shop By Style

- New All
- Clothes
- Shoes
- Accessories
- To the Office
- Dresses
- Tops
- Bottoms
- Outerwear
- Shoes
- View All
- For a Wedding
- For a Night Out
- On a Casual Weekend
- On a Vacation

Trending Now Summer Finds Accessories

- Summer Finds
- Neutrals
- Back to Basics
- Bestsellers

ONLINE ONLY
SALE
UP TO 20% OFF

STYLE GUIDE FOR YOU

RELAXED **CASUAL** **NIGHT OUT**

SHOP NOW SHOP NOW SHOP NOW

Sign up for our newsletter for exclusive offers

Email Address SIGN UP

FABRIC
ESSENTIALS

CUSTOMER SERVICE

- Contact Us
- Order Status
- Shipping
- Returns & Exchanges

ABOUT US

- Store Locator
- Careers

PRIVACY POLICY

- Terms & Conditions

FOLLOW US

Fig 4.2

Free Shipping on \$50+, Free Returns on All Orders.



WOMEN **MEN** **KIDS** **ACCESSORIES**

TOPS

FILTERS **SORT BY ▾** **VIEW ▾**

Size	-
<input type="checkbox"/> XS	
<input type="checkbox"/> S	
<input type="checkbox"/> M	
<input type="checkbox"/> L	
<input type="checkbox"/> XL	

Color	+

Pattern	+

Price	+

Material	+

Fit	+

Occasion	+



Linen Button Down \$25



Cropped Long Sleeve \$18



Oversized Shirt \$15-\$20



Neutral Tank Top \$20



Oversized Button Down \$30



Front Tie Up Top \$25



Striped Tank Top \$18



Silk Mini Top \$20-\$25



Soft Long Sleeve \$20

◀ 1 2 3 4 ... 10 ▶



CUSTOMER SERVICE

- [Contact Us](#)
- [Order Status](#)
- [Shipping](#)
- [Returns & Exchanges](#)

ABOUT US

- [Store Locator](#)
- [Careers](#)

PRIVACY POLICY

- [Terms & Conditions](#)

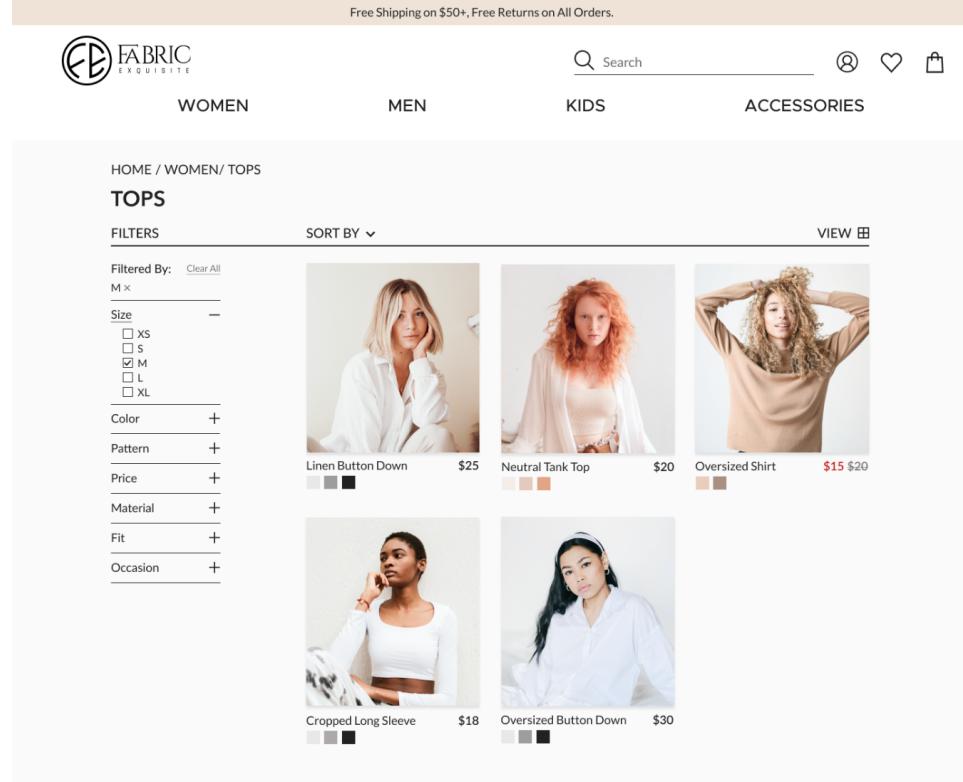
FOLLOW US





Fig 4.3

Free Shipping on \$50+, Free Returns on All Orders.



FABRIC EXQUISITE

WOMEN **MEN** **KIDS** **ACCESSORIES**

TOPS

FILTERS **SORT BY ▾** **VIEW ▾**

Filtered By: [Clear All](#)

M x

Size —

- XS
- S
- M
- L
- XL

Color +

Pattern +

Price +

Material +

Fit +

Occasion +



Linen Button Down

\$25



Neutral Tank Top

\$20



Oversized Shirt

\$15 \$20



Cropped Long Sleeve

\$18



Oversized Button Down

\$30

◀ 1 2 3 4 ... 10 ▶



CUSTOMER SERVICE

[Contact Us](#)

[Order Status](#)

[Shipping](#)

[Returns & Exchanges](#)

ABOUT US

[Store Locator](#)

[Careers](#)

PRIVACY POLICY

[Terms & Conditions](#)

FOLLOW US

[!\[\]\(33d89a8d003109317009caaaa799b168_img.jpg\)](#) [!\[\]\(1f8725a04077bef69ff3928b05395f6f_img.jpg\)](#) [!\[\]\(1d16924fa4808934a5834105edc7be5a_img.jpg\)](#)

Fig 4.4

Free Shipping on \$50+, Free Returns on All Orders.

FABRIC EXCLUSIVE

WOMEN MEN KIDS ACCESSORIES

HOME / WOMEN/ TOPS/ NEUTRAL TANK TOP

NEUTRAL TANK TOP \$20
★★★★☆¹²⁰ (120)

SIZE: M SIZE GUIDE

COLOR: ✓ (White) QUANTITY: 1

ADD TO BAG ADD TO FAVORITES

DETAILS

- Model is wearing a size Small
- 90% cotton, 10% spandex
- Tight fit
- Made in USA
- Machine wash
- Item #2056778

IN-STORE AVAILABILITY

DELIVERY & RETURNS

RECOMMENDED FOR YOU

Linen Button Down \$25 Oversized Button Down \$30 Front Tie Up Top \$25 Soft Long Sleeve \$20

REVIEWS

OVERALL RATING: ★★★★☆¹²⁰ (120)

FIT RATING: RUNS SMALL TRUE TO SIZE RUNS LARGE

WRITE A REVIEW

SORT BY: ▾

USER1230: ★★★★☆¹²⁰ (4.0)
 Love the fit of the top! It is also really comfortable to wear.

USER5470: ★★★★★ (5.0)
 Absolutely love the product. Great quality and price!

USER2460: ★★★★★ (5.0)
 Beautiful top. It's so comfortable that I wear it every week.

1 2 3 4 ... 10

FABRIC EXCLUSIVE

CUSTOMER SERVICE
[Contact Us](#)
[Order Status](#)
[Shipping](#)
[Returns & Exchanges](#)

ABOUT US
[Store Locator](#)
[Careers](#)

PRIVACY POLICY
[Terms & Conditions](#)

FOLLOW US

Fig 4.5

Free Shipping on \$50+, Free Returns on All Orders.

 FABRIC EXQUISITE

[WOMEN](#) [MEN](#) [KIDS](#) [ACCESSORIES](#)

[SEARCH](#)

SHOPPING BAG

	NEUTRAL TANK TOP	QUANTITY: <input type="button" value="1 ▾"/>	\$20
	SIZE: M		
	COLOR: CREAM		
	FAVORITE	EDIT	REMOVE
		SUBTOTAL	\$20
		SHIPPING FEE	FREE
		ESTIMATED TOTAL	\$20
PROCEED TO CHECKOUT			

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Fig 4.6



1 SHIPPING DETAILS

2 DELIVERY

3 PAYMENT

4 ORDER REVIEW

SHIPPING DETAILS

Email Address

First Name

Last Name

Address

City

State

Postal Code

Phone Number

CONTINUE

ORDER SUMMARY



NEUTRAL TANK TOP
SIZE: M
COLOR: CREAM
QUANTITY: 1
\$20

Promo Code

APPLY

SUBTOTAL	\$20
SHIPPING	FREE
TAX	\$3.99
TOTAL	\$23.99

Secure Checkout

CUSTOMER SERVICE

ABOUT US

PRIVACY POLICY

FOLLOW US

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Fig 4.7



① SHIPPING DETAILS ② DELIVERY ③ PAYMENT ④ ORDER REVIEW

DELIVERY

STANDARD 5-7 business days FREE

EXPRESS 1-2 business days \$10

CONTINUE

ORDER SUMMARY



NEUTRAL TANK TOP
SIZE: M
COLOR: CREAM
QUANTITY: 1
\$20

Promo Code

APPLY

SUBTOTAL	\$20
SHIPPING	FREE
TAX	\$3.99
<hr/> TOTAL	<hr/> \$23.99

Secure Checkout

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ABOUT US

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Fig 4.8



① SHIPPING DETAILS ② DELIVERY ③ PAYMENT ④ ORDER REVIEW

PAYMENT

CREDIT OR DEBIT CARD 

Card Number

MM/YY Security Code

Billing address same as shipping address

PAYPAL 

CASH ON DELIVERY

CONTINUE

ORDER SUMMARY

NEUTRAL TANK TOP
SIZE: M
COLOR: CREAM
QUANTITY: 1
\$20



Promo Code **APPLY**

SUBTOTAL	\$20
SHIPPING	FREE
TAX	\$3.99
TOTAL	\$23.99

 Secure Checkout

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Fig 4.9



① SHIPPING DETAILS ② DELIVERY ③ PAYMENT ④ ORDER REVIEW

ORDER REVIEW

SHIPPING DETAILS

Amy Smith
123 Pine Street
Princeton, NJ 08540
amysmith@gmail.com
551-456-7888



DELIVERY

Standard 5-7 business days: FREE



PAYMENT

Visa ending in 5677
Expiration: 09/22



PLACE ORDER

ORDER SUMMARY



NEUTRAL TANK TOP
SIZE: M
COLOR: CREAM
QUANTITY: 1
\$20

Promo Code

APPLY

SUBTOTAL	\$20
SHIPPING	FREE
TAX	\$3.99
<hr/> TOTAL	<hr/> \$23.99

Secure Checkout

CUSTOMER SERVICE

ABOUT US

PRIVACY POLICY

FOLLOW US

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Fig 4.10



THANK YOU FOR YOUR ORDER!
PLEASE CHECK YOUR EMAIL FOR ORDER UPDATES

SHIP TO

Amy Smith
123 Pine Street
Princeton, NJ 08540

DELIVERY

Standard 5-7 business days: FREE

ORDERED ITEM



NEUTRAL TANK TOP

SIZE: M
COLOR: CREAM
QUANTITY: 1

\$20

SUBTOTAL	\$20
SHIPPING	FREE
TAX	\$3.99
TOTAL	\$23.99

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Fig 4.11

CONCLUSION

After performing the above project we were able to identify the gaps that various shopping websites have. We also tried to solve and improve the various features such as the overall look and feel of the website. Fabric exquisite is a website which provides its customers an easy and convenient way to purchase products they wish. It gives its customers the best experience and makes the process of online shopping fuss free.

FUTURE SCOPE

E-commerce websites have come into the picture quite a few years back and gained a lot of attention since. Online shopping websites are an attraction as users find this process to be convenient. This is because the consumer need not be present physically at the store. He or she can simply buy products they wish by using a laptop or a mobile phone and get them delivered at their doorstep without any issue.

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