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CMT 423: E-COMMERCE PROJECT

WOMEN'S FASHION

WEBSITE NAME: ERICAAPARREL.COM

TABLE OF CONTENTS

1.1 ABSTRACT.....	3
1.2 TECHNOLOGIES	4
1.3 TECHNICAL REVIEW	5
1.3.1 HOME PAGE.....	5
1.3.2 CONTACT PAGE.....	6
1.3.3 CART PAGE.....	7
1.3.4 FAQ PAGE.....	8
1.3.5 POLICY PAGE.....	9
1.3.6 FEEDBACK PAGE.....	10
1.3.7 ABOUT US PAGE.....	10
1.3.8 CAREERS PAGE.....	11
1.3.9 CHECKOUT PAGE.....	12
1.4 REFERENCES.....	12

1.1 ABSTRACT

Ericaapparel.com is an online e-commerce site that specializes in selling women's apparel, mostly due to the fact that women give more attention to clothing more than men.

It specializes in selling all kinds of clothes from women's tops, caps, pants to dresses and skirts. It is a beautifully crafted and friendly website to any customers that gets lucky enough to use it.

It is a working website with functional cart buttons that help you select items and load them in your cart.

It has beautiful front-end designs, designed with the latest technologies to give it a sleek interface that is friendly and appealing to the human eye.

It has incorporated customer personalization's to help customers navigate with ease and find what they're looking for.

1.2 TECHNOLOGIES

Ericapparel.com has been designed with different technologies. Some of them include:

- HTML – for designing the front-end and making it visible on the browser
- CSS – in css, custom styling has been used to style the websites appearance and make it look presentable, on top of that, I used bootstrap to give it an edge and add beautiful stylings to the webpage
- JAVASCRIPT – Two different kinds of javascript have been used in this website
 - JQuery – I have used it in coordination with with bootstrap CSS to mainly customize the front-end part of the website
 - Vanilla JS – I have used this in coordination with google local db to mainly work on the back-end part of the website and make the cart function work
- GOOGLE LOCAL STORAGE – As a database, ive used google's local storage to store items there as the database, therefore this can only work with google chrome for now.
- JSON – This has been used to mainly store items within the vanilla js for backend functionality

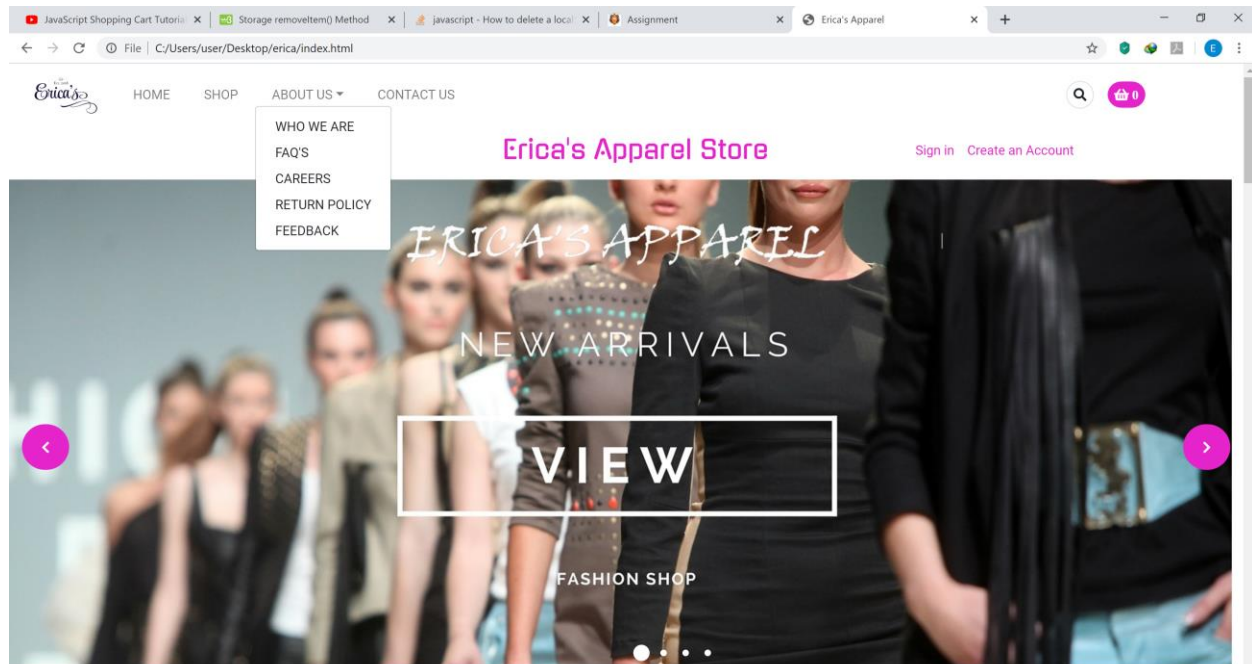
1.3 TECHNICAL REVIEW

The website contains five folders and seven pages within its root:

- Assets folder – contains all the images that will be used within the website
- Css folder – contains style.css file for styling the website
- Js folder – contains two javascript files
 - Scripts.js – for front-end and back-end functionalities of the whole website
 - Index.js – for FAQ template found in the faq.html file
- Scss folder – contains custom scss which is an upgrade for css to style the FAQ template
- Slick folder – contains all the stylings for the slick carousel
- Html files
 - Index.html – HOME PAGE
 - Cart.html – CART PAGE
 - Faq.html – FAQ PAGE
 - Policy.html – POLICY PAGE
 - Feedback.html – FEEDBACK PAGE
 - About.html – ABOUT PAGE
 - Careers.html – CAREERS PAGE

1.3.1 HOME PAGE

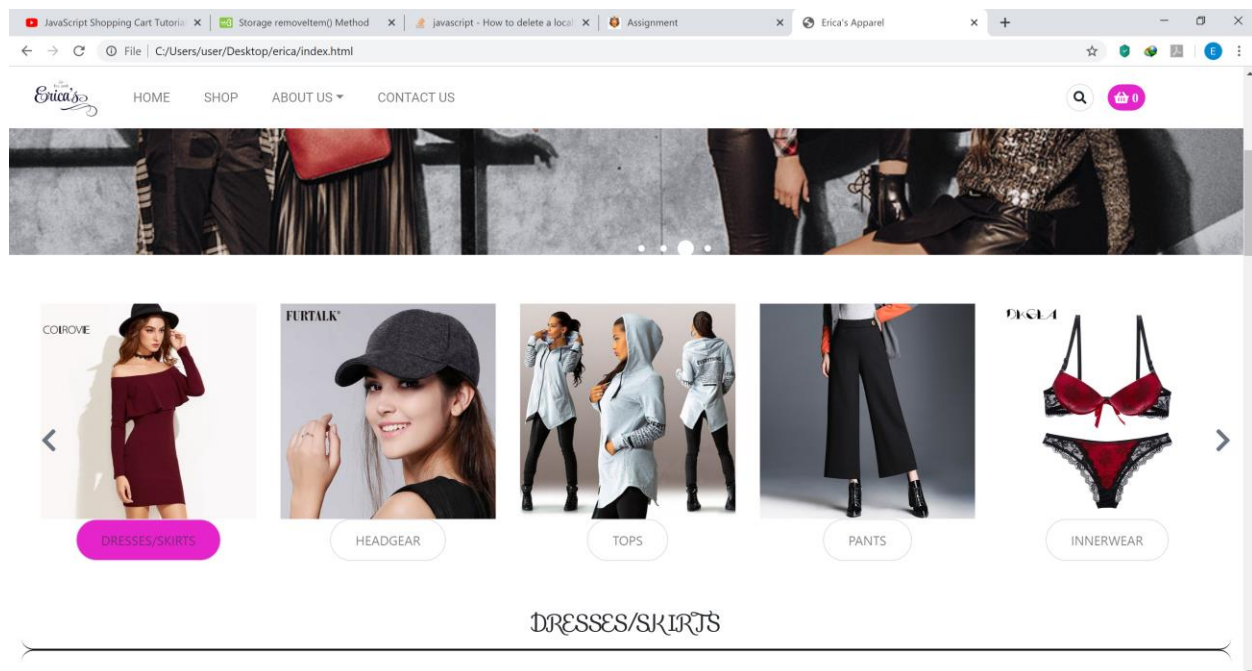
The homepage has a beautiful design as shown in the image below



It has a carousel containing four images that it slides through every 3 seconds,

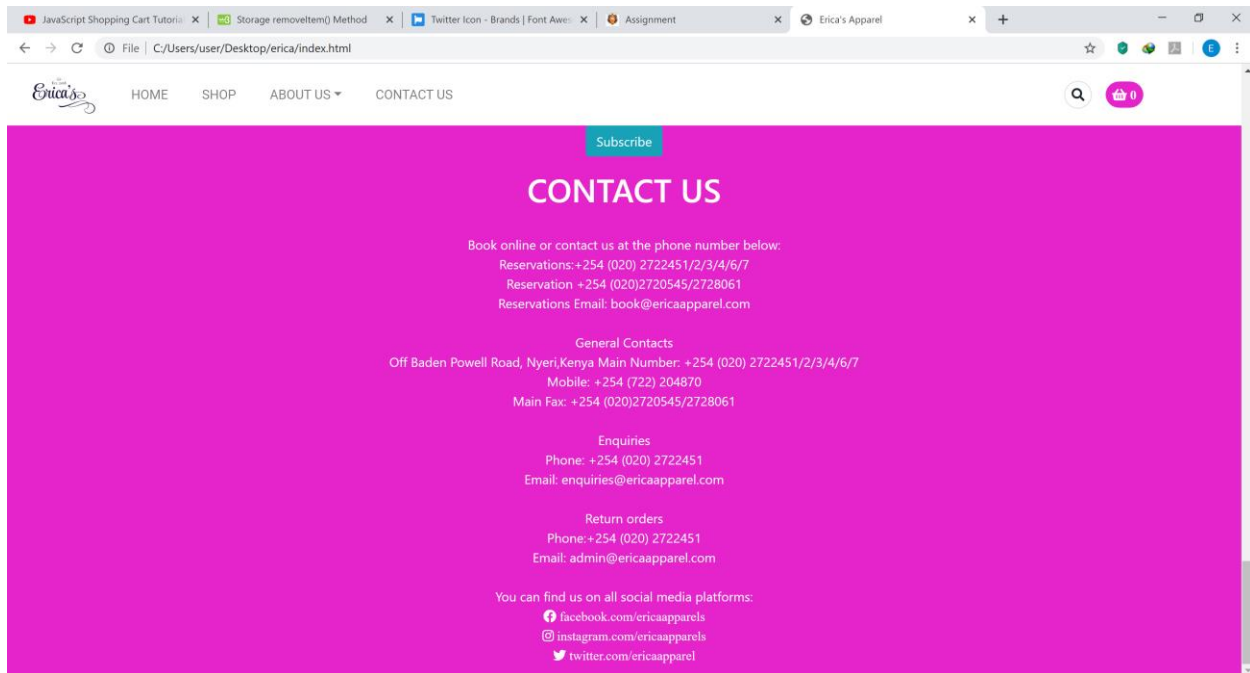
It has an ABOUT US drop down button that opens a dropdown to help one navigate to different pages

It also have a category chooser carousel that you can choose the category of items you want and be taken right to it

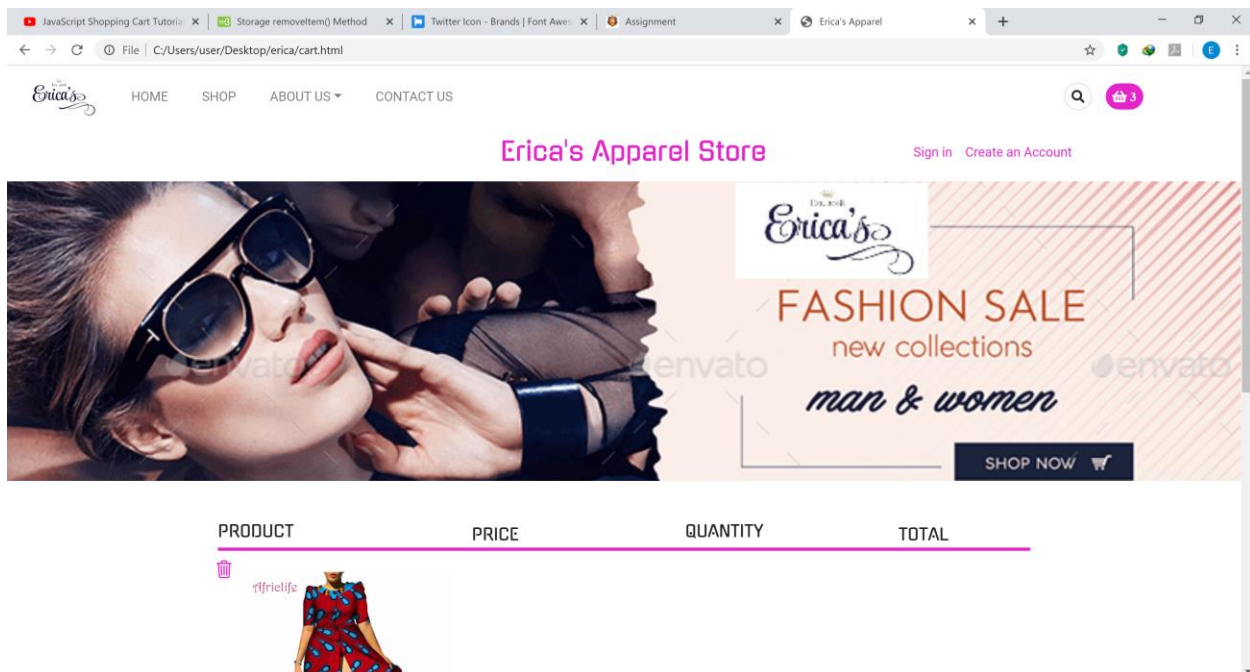


CONTACT PAGE

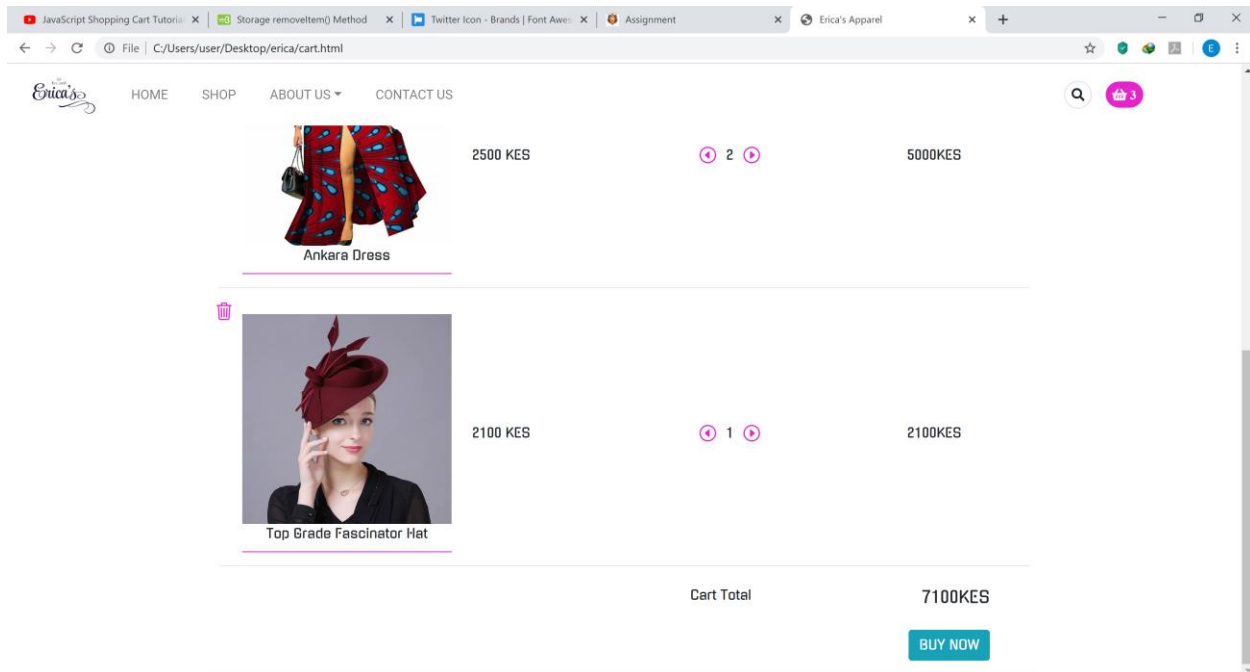
The home page also contains a contact section with the company details and contact information of the company



1.3.2 CART PAGE

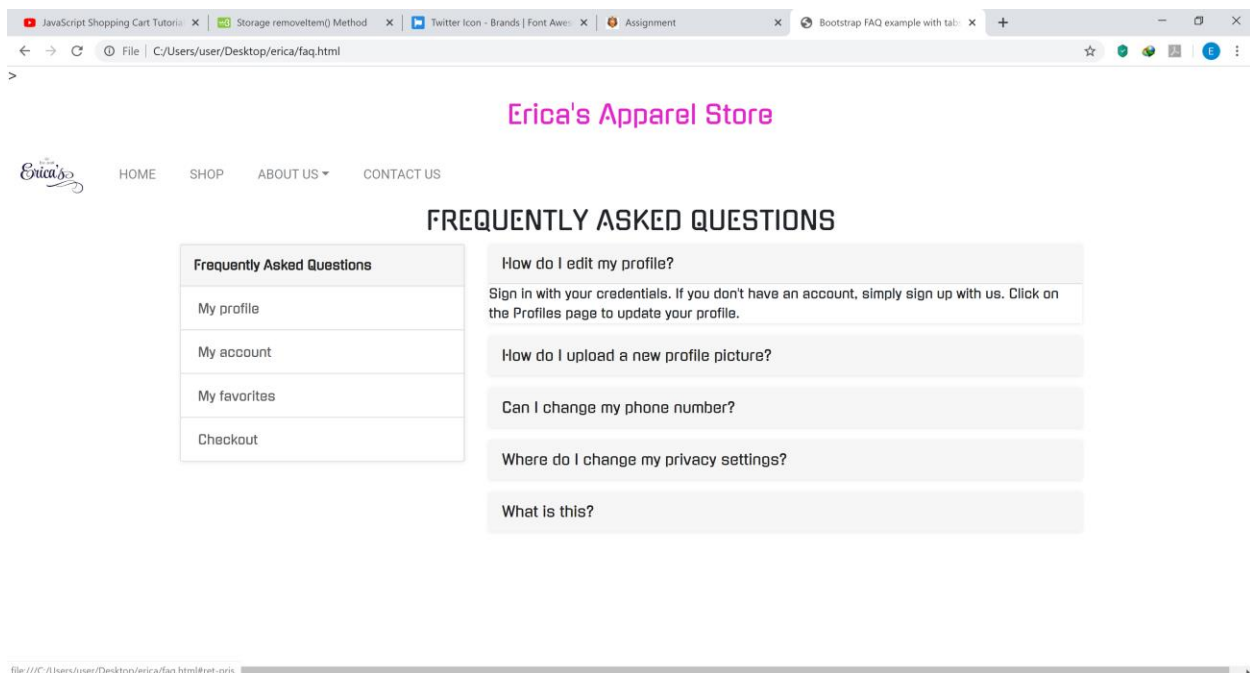


Once items are added into a cart, they are displayed in the cart.page and the values are appended and total price is calculated.



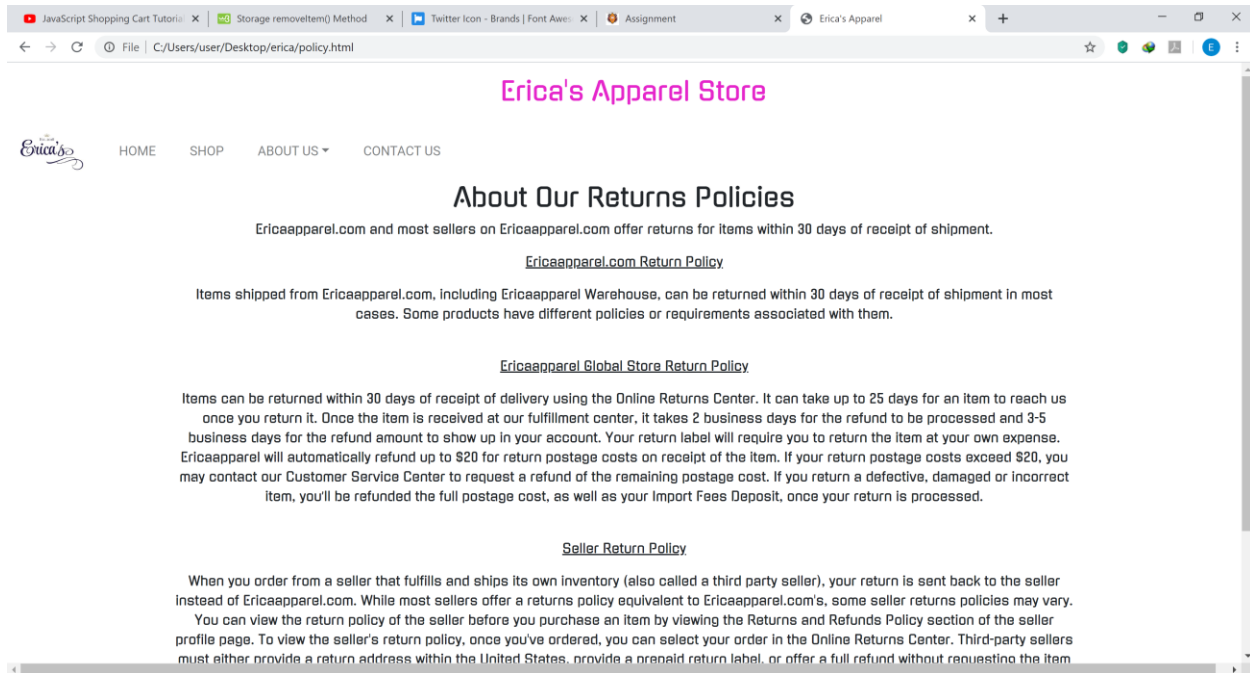
1.3.4 FAQ PAGE

In here an FAQ page has been provided to provide customers with details on questions that most customers experience and don't need special attention.



1.3.5 POLICY PAGE

A policy page has been provided to enforce policies within the company, and show return policies provided by the company to customers.



1.3.6 FEEDBACK PAGE

A feedback page has been provided, to enable the customers to provide feedback and shed light on areas that the company might correct on the website

JavaScript Shopping Cart Tutorial | Storage removeItem() Method | Twitter Icon - Brands | Font Awesome | Assignment | Erica's Apparel

File | C:/Users/user/Desktop/erica/feedback.html

HOME SHOP ABOUT US CONTACT US

You can help us by answering a few questions...

Full Name
John Doe

Email address
name@example.com

Did you find what you needed?
Yes

If you had difficulties, kindly specify where?

Cart Menu was not loading
Sign in/Register is not working
Items are lost on reloading the page
Difficulty navigating the website

If Other, kindly specify below where

SUBMIT

1.3.7 ABOUT US PAGE

Describes who the company is and its history, vision and objectives

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File | C:/Users/user/Desktop/erica/about.html

HOME SHOP ABOUT US CONTACT US

WHO ARE WE?

Our Vision

Providing 100% Authentic Products With the Best Price Globally
Offering the most Convenient Shopping
Assisting You With the Best Service Globally

Ericaapparel Today

In a nutshell

- We offer the widest assortment at an unbeatable price #1 Globally online retailer and is present in Morocco, Egypt, Samsung, World Jack & Jones...
- #1 Global online retailer and is present in Morocco, Egypt. Ericaapparel offers the widest assortment at an unbeatable price During Black Friday 2019

History

Ericaapparel, World's no. 1 online retailer was established in May 2013 with the aim and vision to become the one-stop shop for retail in World with implementation of best practices both online and offline.
Ericaapparel is the largest online retail store in World.
Initially starting with 3 employees, Ericaapparel presently has a staff strength of 1000 young and entrepreneurial Worldns including our 150 man strong customer service team available 7 days a week.
At inception we did an average delivery time of a week, today we do, on average, delivery in 1-5 days.

1.3.8 CAREERS PAGE

Gives an opportunity to customers and suppliers to apply for a job it also describes certain policies involved within the company's management.

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File | C:/Users/user/Desktop/erica/careers.html

HOME SHOP ABOUT US CONTACT US

Career Policies and Sellers Code of Conduct

All sellers are expected to adhere to the following policies when listing products on Amazon. Seller offenses and prohibited content can result in suspension of your Amazon account.

Seller Code of Conduct

This policy requires that sellers act fairly and honestly on Amazon to ensure a safe buying and selling experience. All sellers must:

- Provide accurate information to Amazon and our customers at all times
- Act fairly and not misuse Amazon's features or services
- Not attempt to damage or abuse another Seller, their listings or ratings
- Not attempt to influence customers' ratings, feedback, and reviews
- Not send unsolicited or inappropriate communications
- Not contact customers except through Buyer-Seller Messaging
- Not attempt to circumvent the Amazon sales process
- Not operate more than one selling account on Amazon without a legitimate business need

LOOKING FOR A JOB? WE CAN HIRE YOU

FILL IN YOUR DETAILS BELOW

Full Name

John Doe

Email address

name@example.com

When can you be available

Part-time

Kindly provide a description of yourself

SUBMIT

1.3.9 ASANTE/CHECKOUT

This is the checkout page that allows users to enter their info and order goods

JavaScript Shopping C... Storage removeItem() x Twitter Icon - Brands | x Assignment x Erica's Apparel x w3schools - Google Si... Erica's Apparel x

File C:/Users/user/Desktop/erica/asante.html

Erica's Apparel Store

Billing Address

Full Name

Email

Address





City

State

Zip

Payment

Accepted Cards

Name on Card

Credit card number

Exp Month

Exp Year

CVV

☒ Shipping address same as billing

Continue to checkout

1.4 REFERENCES

- <https://getbootstrap.com/>
- <https://code.jquery.com/>
- <https://www.w3schools.com/>
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