



**LA  
STORES**

**| WEAR YOUR BEST  
MOMENTS**

CLOTHING E-COMMERCE PLATFORM

- Imagine the Fashion AdventuresAnalyst
- Clothes that talks on behalf of you



# LA STORES

## WHAT WE OFFER

LAStores is an e-commerce website focused on clothing products that can customize every detail of your product. It is a platform that connects sellers with buyers. We provide customers with a more rewarding shopping experience by not only allowing them to search for and compare different offerings.

## OBJECTIVES & KEY RESULTS(OKRS)

### 1. Objective 1 : Design from scratch :

- a. Key Result 1 : include Customize Now option button for your product
- b. Key Result 2 : customer can select their color codes for customized clothing

### 2. Objective 2 : Increase purchase rate

- a. Key Result 1 : Integrate with more payment gateways like Stripe /Razorpay.
- b. Key Result 2 : taking feedback from each order and make future decision upon customer feedbacks



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## OBJECTIVES

An efficient Order Status Tracker will enable users to identify the shipment location. This will lead to good reviews and will improve both user acquisition and retention. You can choose from thousands of graphics and hundreds of fonts in our design studio to make that perfect design.

## GOALS

every week increasing 2x customers from previous week and make strong relationship between customers and vendors



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## PRODUCT MVP REQUIREMENT

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### 1. HOME PAGE

On Home Page, we will showcase our product features, how to use our products, With testimonials sections, contact us and product feature descriptions

### 2. LOGIN & SOCIALAUTH

We will be using both the email signup/sign-in option and we will be using the Facebook and Google authentication login for seamless experience



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## 3. PRODUCT DETAIL PAGE

on this page we are showing all information related particular product like product images , videos , sizes , colors , in stock or out of stock and user review for particular product also with add to cart button

## 4. MY CART PAGE

in this page user can able to edit product quantity or delete product from my cart

## 5. CHECKOUT PAGE

in this page user can there delivery address , also user can able to pay order amount using stripe / razorpay payment gateway and user can add promocode

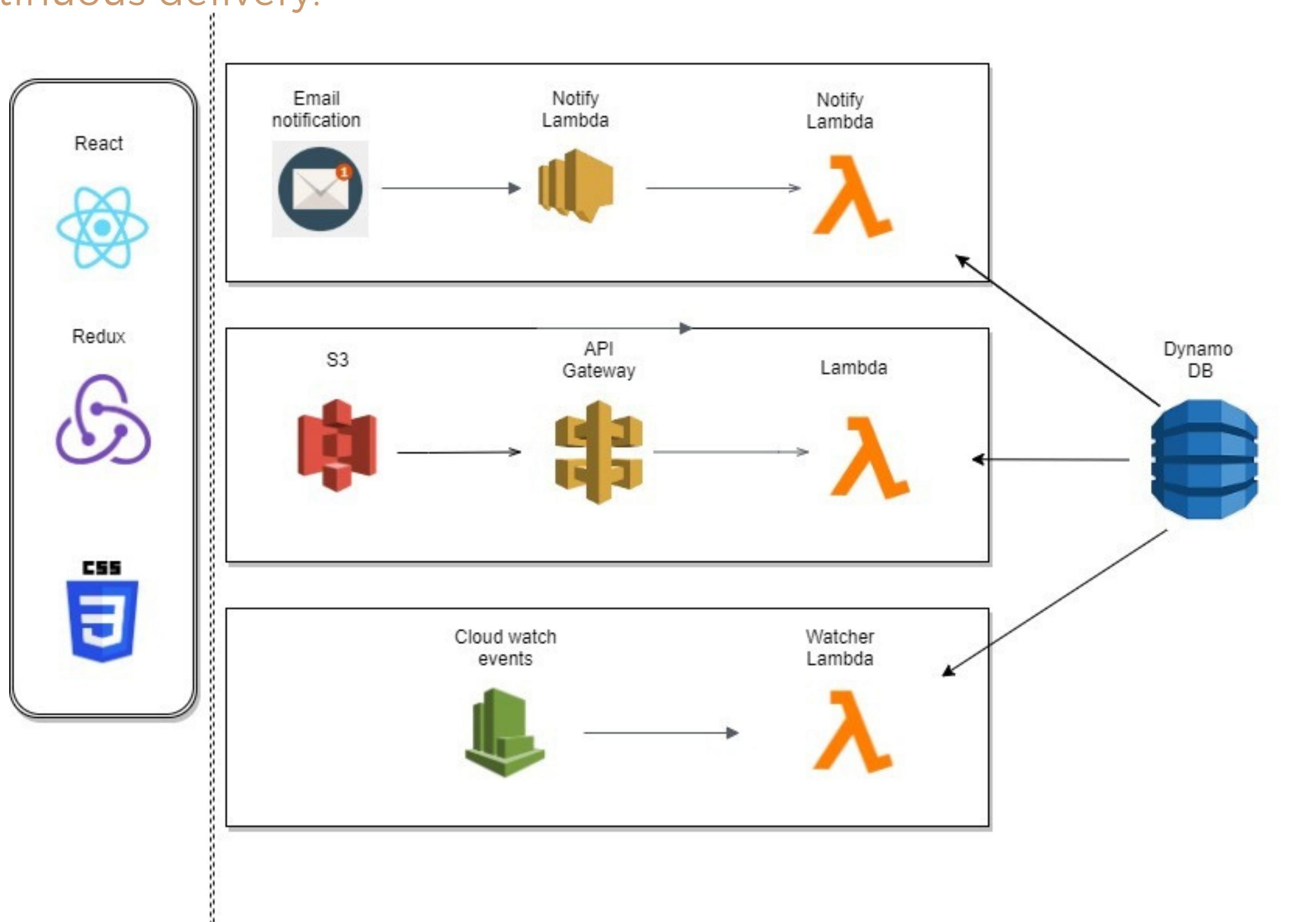
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## UPCOMING FEATURES

we are implementing one customise your T-shirt feature where user can able to order T-shirt which his own colour and he can also able to upload logo for his tshirt from this website

## HIGH LEVEL DESIGN

We are using several services like AWS cloud, cloud Database (DynamoDB), CI/CD pipeline using circle ci to maintain continuous integration and continuous delivery.



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## TECHSTACK

In Frontend :

- 1.We will be using React framework and Redux to State management
- 2.For UI we will be Using Styled Component

In Backend :

- 1.We will be using custom APIs for data mocking
2. we will be creating our server of Nodejs and DynamoDB
3. For social Authentication, we will be using GAuth and FbAuth

## MOCK AND UI/UX DESIGNS

SCREEN 1 :

The screenshot shows the homepage of a fictional e-commerce platform named 'kalles'. At the top, there's a navigation bar with links for 'Demo', 'Shop' (which has a 'New' badge), 'Product', 'Sale' (which has a 'Sale' badge), 'Portfolio', 'Lookbook', and 'Blog'. On the far right of the nav bar are icons for search, user profile, cart (with 5 items), and a dropdown menu for currency ('USD'). The main header features the 'kalles' logo and a promotional message: 'Summer sale discount off 50%! Shop Now'. Below the header, a large banner image features a woman in a white dress. The text '1. HOME PAGE' is overlaid at the top left of the banner. To the left of the banner, the text 'SUMMER 2020' and 'New Arrival Collection' is displayed, along with a 'Explore Now' button. At the bottom center of the page, there are three small dots indicating more content.

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SCREEN 2 :

The screenshot shows a product page for a "Blush Beanie". On the left, there's a large main image of the beanie and a vertical sidebar with smaller thumbnail images of the beanie in different colors: grey, pink, and black. The main product image has a small white rectangular patch on the front with a stylized logo. To the right of the image, the product name "Blush Beanie" is displayed in bold, followed by the price "\$15.00" and a star rating of "★★★★★ (12 reviews)". Below this, a short description reads: "Go kalles this summer with this vintage navy and white striped v-neck t-shirt from the Nike. Perfect for pairing with denim and white kicks for a stylish kalles vibe." Underneath the description are dropdown menus for "COLOR: PINK" (with options for grey, pink, and black) and "SIZE: M" (with options for S, M, and L). Below these are quantity controls (-, 1, +), an "ADD TO CART" button, and a heart icon for favoriting. At the bottom of the page, there are links for "Size Guide", "Delivery & Return", and "Ask a Question", along with security badges for McAfee SECURE, Norton, VeriSign, and TRUSTe. Finally, there are tags listed at the bottom: SKU: PI5-2, Categories: All, Best seller, Bottom, Dress, New Arrival, Women, and Tags: Color Black, Color Grey, Color Pink, Price \$7-\$50, Size L, Size M, Size S.

SCREEN 3 :

The screenshot shows a website footer with several sections: "Categories" (Men, Women, Accessories, Shoes, Denim, Dress), "Information" (About Us, Contact Us, Terms & Conditions, Returns & Exchanges, Shipping & Delivery, Privacy Policy), "Useful links" (Store Location, Latest News, My Account, Size Guide, FAQs 2, FAQs), and "Newsletter Signup" (a form to enter an email address with a "Subscribe" button). The footer also includes social media icons for YouTube, Instagram, LinkedIn, and Pinterest, as well as payment method icons for VISA, PayPal, MasterCard, AMEX, and Discover. A small upward arrow icon is located in the bottom right corner.

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SCREEN 4 :



## Log in

Email

Password

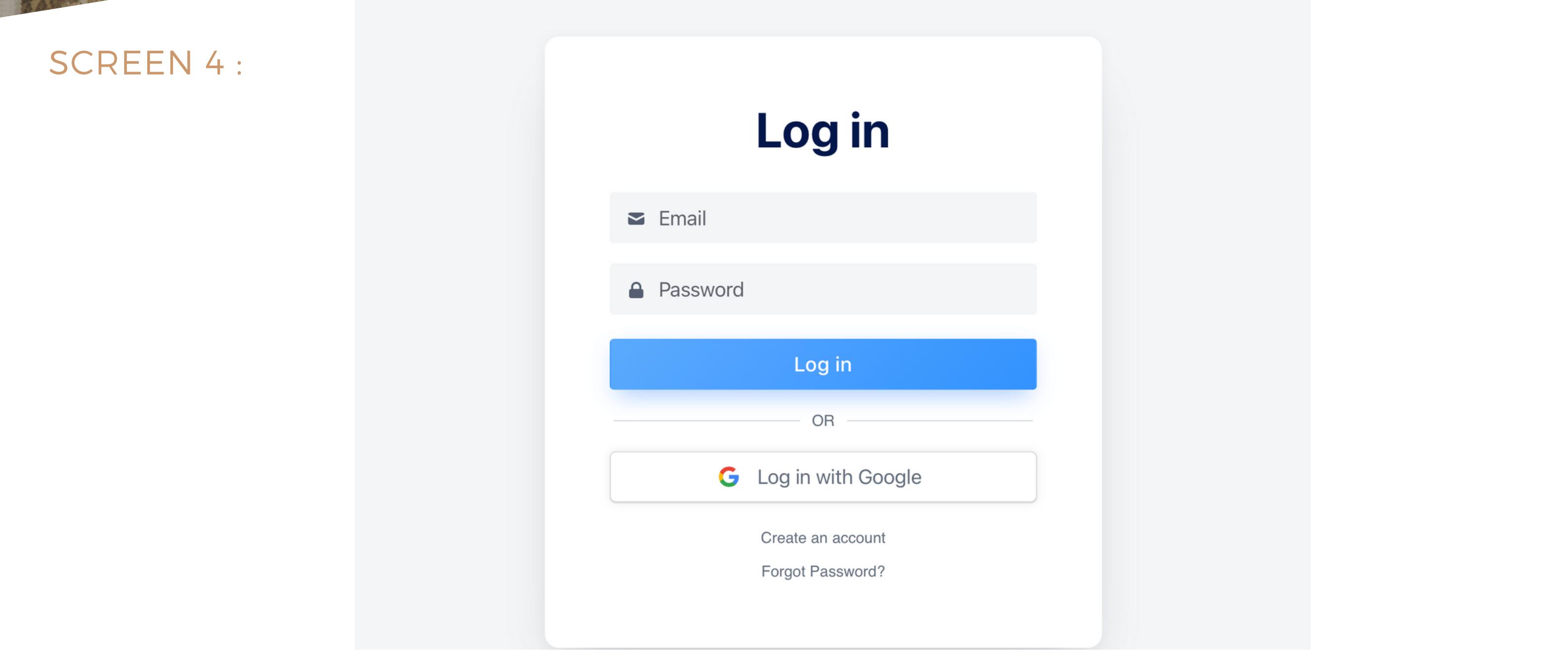
OR

 Log in with Google

[Create an account](#)

[Forgot Password?](#)

SCREEN 5 :



## Sign up

If you have saved data in the extension and want to keep it, please sign up in the extension instead.  
[Read how to →](#)

Email

Password

Confirm Password

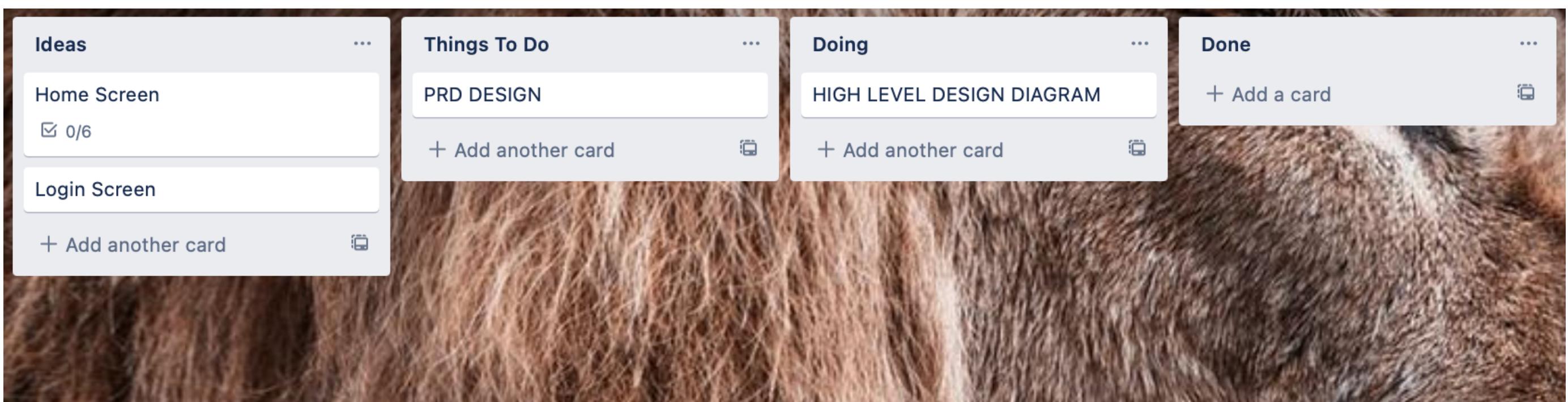
OR

 Sign up with Google

[Have an account already? Sign in](#)

# LA STORES

WE ARE USING TRELLO TO MANAGE OUR TICKETS AND TRACK TASK RELATED TO OUR PRODUCTS



Thank  
you