PROJECT REPORT

On

BUYBLISS

Submitted in partial fulfilment of the requirement for the Course IP

COMPUTER SCIENCE AND ENGINEERING

B.E. Batch-2022 in Jan 2026



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|  | Submitted By |
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DEPARTMENT OF COMPUTER SCIENCE AND ENGINEERING

CHITKARA UNIVERSITY

PUNJAB

# CERTIFICATE

This is to be certified that the project entitled “BuyBliss” has been submitted for the Bachelor of Computer Science Engineering at Chitkara University, Punjab during the academic semester January 2025- May-2025 is a bonafide piece of project work carried out by Kavya Sharma (2210990500), Kashish (2210991764), Ketan (2210991790) of the group G-24 towards the partial fulfillment for the award of the course Integrated Project (CS 203) under the guidance of “Project Guide Name” and supervision.

Sign. of Project Guide : Name of Project Guide (Designation & Department)

# CANDIDATE’S DECLARATION

We, Kavya Sharma (2210990500), Kashish (2210991764), Ketan (2210991790) OF THE STUDENTS GROUP G-24, B.E.-2022 of the Chitkara University, Punjab hereby declare that the Integrated Project Report entitled “**BuyBliss**” is an original work and data provided in the study is authentic to the best of our knowledge. This report has not been submitted to any other Institute for the award of any other course.

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| Sign. of Student 1 | Sign. of Student 2 | Sign. of Student 3 |  |
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Place: Date:

# ACKNOWLEDGEMENT

It is our pleasure to be indebted to various people, who directly or indirectly contributed in the development of this work and who influenced my thinking, behavior and acts during the course of study.

We express our sincere gratitude to all for providing me an opportunity to undergo Integrated Project as the part of the curriculum.

We are thankful to “Project Guide Name” for his support, cooperation, and motivation provided to us during the training for constant inspiration, presence and blessings.

We also extend our sincere appreciation to “Project Guide name and External Guide name (if any) who provided his valuable suggestions and precious time in accomplishing our Integrated project report.

Lastly, We would like to thank the almighty and our parents for their moral support and friends with whom we shared our day-to day experience and received lots of suggestions that improve our quality of work.

The report must consist of following chapters:

1. Abstract/Keywords
2. Introduction to the project
   1. Background
   2. Problem Statement
3. Software and Hardware Requirement Specification
   1. Methods
   2. Programming/Working Environment
   3. Requirements to run the application
4. Database Analyzing, design and implementation (If any)
5. Program’s Structure Analyzing and GUI Constructing (Project Snapshots)
6. Code-Implementation and Database Connections (If any)
7. System Testing (if any)
8. Limitations (if any)
9. Conclusion
10. Future Scope
11. Bibliography/References

# **ABSTRACT**

Enhancing Online Fashion Retail: Addressing the Gap in Personalized Experience and Seamless Navigation

This project aims to bridge the gap in existing online fashion platforms by providing a personalized, convenient, and engaging shopping experience. Current platforms often fall short in offering intuitive interfaces, relevant product discovery, and adequate customer support, ultimately affecting customer satisfaction and loyalty. By addressing these challenges, this project seeks to revolutionize the online fashion retail landscape.

# **INTRODUCTION**

### Background

Online fashion shopping is very popular. But many websites do not give customers a good experience. People struggle to:

- Find clothes they like

- Use complicated websites

- Get help when needed

This makes customers unhappy and less likely to return. Online fashion stores need to do better to keep customers satisfied.

### Problem Statement

In today’s fast-paced world, consumers increasingly prioritize convenience, variety, and a personalized experience while shopping for fashion. However, many existing online fashion platforms fail to provide a seamless and engaging experience. Shoppers often face challenges such as difficulty in discovering trendy and relevant items, navigating cluttered or unintuitive interfaces, and receiving adequate customer support, ultimately impacting customer satisfaction and loyalty.

# **SOFTWARE AND HARDWARE REQUIREMENT SPECIFICATION**

### Methods

* + - **MERN Stack Proficiency:** Understanding MongoDB, Express.js, React.js, and Node.js

* + - **RESTful API Development:** Skills in creating and consuming APIs, including CRUD operations.

### Programming/Working Environment

* + - **Authentication and Authorization:** Knowledge of user authentication methods and role-based access control.
    - Deployment: Frontend hosted on Vercel, Backend on Render, Database on MongoDB Atlas.

### Requirements to Run the Application

* + - Node.js environment for backend execution.
    - React-compatible browser for frontend access.
    - API keys for third-party integrations (Google Books API, YouTube Data API, Spotify API).

# **DATABASE ANALYSIS, DESIGN, AND IMPLEMENTATION**

* + - Visual Studio Code (free), GitHub (free for public repositories)
    - Design tools: Figma (free tier available), Adobe XD (student discounts available)
    - Online resources and documentation (available on official platforms like MDN)
    - Laptops/Desktops with internet access
    - MERN stack setup on local machines

**Estimated Costs:**

* + - **Hosting & Infrastructure:** ₹10,000
    - **Design Tools & Resources:** ₹4000
    - **Miscellaneous:** ₹3000

**Total Estimated Cost:** **Approximately ₹17,000**

# **SYSTEM TESTING**

* **Unit Testing:** Rest used for API and frontend component validation.
* **Integration Testing:** Postman utilized to verify API endpoints.
* **User Testing:** Conducted surveys to improve UX based on feedback.

# **LIMITATIONS**

* **Scalability Constraints:** High traffic may require additional server resources.
* **Limited Offline Accessibility:** Platform requires an internet connection for full functionality.

# **CONCLUSION**

Online shopping experience, offering a seamless and user-friendly interface powered by the MERN stack. With a focus on scalability, performance, and security, we provide customers with a wide range of customizable, high-quality furniture at competitive prices. Our efficient order processing, fast delivery, and excellent after-sales support ensure customer satisfaction and loyalty. By leveraging advanced technologies and prioritizing the needs of our diverse target audience, the platform is well-positioned for sustainable growth and long-term success in the competitive e-commerce market.

# **FUTURE SCOPE**

* **AI Sentiment Analysis:** To enhance personalized recommendations.
* **Expanded Payment Options**: Adding cryptocurrencies and buy-now-pay-later services for broader customer convenience.
* **Multi-Channel Selling**: Integrating with social media platforms, marketplaces, and mobile apps to reach a larger customer base.

# **BIBLIOGRAPHY**

* Google Books API Documentation
* YouTube Data API Documentation
* MongoDB Documentation