



**E-COMMERCE
WEBSITE**

MOON SHOP

Prepared By:

Marwan Muneer Mohammed Saif

Id: O21BCA16030

Supervision:

Anes Mohammed yahya

Chandigarh University.

**Bachelor of Computer
Application**

INDEX

GitHub Repository for Project MOON SHOP

Acknowledgement

Certificate Guide

Supervisor Information

Notes

summary

Report

All attachments can be found individually within the project file on GitHub. Visit the project repository at '[GitHub - marwan/moonshop](#)' for easy access to all files.

ACKNOWLEDGMENTS

I extend my profound gratitude to all those who played a crucial role in guiding and supporting me throughout the development of my project, "MOON SHOP."

First and foremost, I would like to express my sincere appreciation to my project mentor, Anes Mohammed Yahya, for their invaluable support, mentorship, and expertise. Their guidance has been pivotal in shaping the trajectory of this project and ensuring its successful completion.

A heartfelt thank you goes to the esteemed faculty members of Chandigarh University. Their encouragement and constructive feedback have been priceless throughout this journey, enriching my understanding and significantly contributing to the project's quality.

I also wish to convey my gratitude to my family and friends for their unwavering support and encouragement. Their belief in my capabilities has been a constant motivator, propelling me forward during challenging times.

To everyone involved, I deeply appreciate your generosity, encouragement, and support throughout this endeavor.

Warm regards,
Marwa Muneer Mohammed Saif

CERTIFICATE FROM GUIDE (Format)

This is to certify that this project entitled "MOON SHOP" submitted in partial fulfillment of the degree of **BCA (bachelor of computer application)** to the **chandigarh University** done by **Mr./Ms.Marwan Muneer Mohammed Saif**, Roll No O21BCA16030 is an authentic work carried out by him/her under my guidance. The matter embodied in this project work has not been submitted earlier for award of any degree or diploma to the best of my knowledge and belief.



Signature of the student

Date- 8/3/2024

Anes Mohammad Yahia

Mobile phone: +966507906084



Signature of the Guide

SUPERVISOR INFORMATION



Name: Anes Mohammad Yahia



Email: anismassco@gmail.com



Phone: +966507906084



**Position: IT Director of Development
and Training**

HOW TO RUN THE PROJECT

The project has not been deployed on any server due to financial constraints. However, it is accessible on GitHub and ready for publication

how to run

To run the project, follow these steps:

1. Download Project Files:

- Download the project files from the GitHub repository.

2. Backend Setup:

- Navigate to the Backend Directory in your terminal or command prompt.
- Change the directory to the "IEM Ecommerce" backend folder.

3. Install Dependencies:

- Run npm install to install all the required dependencies listed in the package.json file.

4. Start the Server:

- You have two options to start the server:
 - **Production Mode:** Run npm start.
 - **Development Mode (with Nodemon):** Run npm run dev.

The server will start running, and you should see a message indicating that the server is listening on a specific port.

Frontend:

1. Navigate to the Frontend Directory:

- Open a new terminal or command prompt window.
- Change the directory to the IEM Ecommerce frontend folder.

2. Install Dependencies:

- Run “**npm install**” to install all the required dependencies listed in the package.json file.

3. Start the Frontend Development Server:

- Run “**npm run dev**”.
- This command initiates the development server using Vite and automatically opens a new tab in your default browser with the frontend application running.

Now, both your backend server and frontend development server are operational. Access the frontend application by opening the provided URL in your browser.

Admin User:

- Email: User@admin.com
- Password: Admin@123

SUMMARY

Creating a Seamless Link Between Physical and Virtual Shopping Realms

Problem Statement

The digital era has revolutionized commerce, presenting both opportunities and challenges. Despite the rapid evolution of e-commerce, many existing platforms suffer from outdated designs, inefficient management, and a lack of accurate analytics. These shortcomings result in a suboptimal user experience and impede businesses from thriving in the competitive digital marketplace.

Why this topic

Why was this specific topic selected?

The choice of "MOON SHOP" as our focus aims to tackle current challenges and transform online shopping. Our goal is to establish an innovative online store that harmoniously merges physical and virtual elements, redefining e-commerce standards for convenience, usability, and efficiency. This project provides a platform to incorporate advanced technologies and contemporary design principles, bridging the gap between traditional brick-and-mortar stores and digital storefronts, empowering both businesses and consumers.

Objective & Scope:

The main goal of the "MOON SHOP" project is to create an all-encompassing online shopping platform, improving the digital shopping experience for users and offering efficient store management tools for administrators. The project scope includes:

- **Smooth User Experience:**

1. Designing an intuitive interface for effortless navigation and product exploration.
2. Applying responsive design principles to ensure compatibility across diverse devices.
3. Optimizing the checkout process for a seamless and stress-free purchasing experience.

- **Robust Admin Dashboard:**

- Creating an all-encompassing admin dashboard for streamlined management of products, inventory, orders, and customer data.
- Generating in-depth analytical reports to offer valuable insights into customer behavior, sales trends, and website performance.

The project aims to significantly improve the online shopping experience for end-users, increase operational efficiency for administrators, and establish "**MOON SHOP**" as a leader in the digital marketplace.

Methodology

The "**MOON SHOP**" development will adhere to a systematic approach, prioritizing functionality and user satisfaction. The methodology includes:

1. Requirements Gathering:

- Collaborating with stakeholders to collect comprehensive requirements for the e-commerce platform, covering features, functionalities, and user roles.

2. System Design:

- Developing wireframes, mockups, and database schemas to visualize the user interface, user experience, and data storage structure for efficient system design.

3. Development:

- Implementing the software system using MERN stack technology, encompassing frontend and backend development, database design, and seamless API integration.

4. Testing:

- Performing thorough testing on all system components to detect and address bugs or issues, ensuring optimal functionality, reliability, and security.

5. Maintenance and Support:

- Offering ongoing support, monitoring, and maintenance services to promptly address any issues, implement updates, and ensure the continuous smooth operation of the system.

requirements

Hardware Resources:

- Computing Devices:** Powerful desktops or laptops with ample processing power and memory.
- Compatibility Testing Devices:** Diverse smartphones and tablets.
- Internet Connection:** High-speed connectivity.

Software Resources:

- Development Environment (IDE):** Visual Studio Code, Atom, or Sublime Text.
- Version Control System (VCS):** Git.
- MERN Stack Components:** MongoDB, Express.js, React.js, and Node.js.
- Additional Libraries and Frameworks:** CSS, Axios, React Router DOM.

- **Testing Approaches Utilized:**

1. Comprehensive testing, spanning unit, integration, and system levels.
2. Utilization of both automated testing tools and manual testing methodologies.

- **Project Impact:**

"MOON SHOP" revolutionizes e-commerce by overcoming current platform limitations and introducing cutting-edge features. Its objectives include:

1. Elevating the user experience with an intuitive design and streamlined processes.
2. Boosting administrative efficiency through advanced management tools and analytics.
3. Positioning "MOON SHOP" as an industry leader, redefining e-commerce standards with unmatched convenience, usability, and efficiency.

- **Process Overview:**

The evolution of "MOON SHOP" encompasses key stages: requirement gathering, system design, development, testing, deployment, and maintenance. Utilizing flowcharts and DFDs enhances clarity by illustrating information flow and system components throughout the process.

Required Resources:

- **Hardware:** High-performance computing devices, compatibility testing devices, and a high-speed internet connection.
- **Software:** Integrated Development Environment (IDE), Version Control System (VCS), MERN stack components, along with additional libraries and frameworks.
- **Industry Data:** Market research data and essential product information.

Limitations:

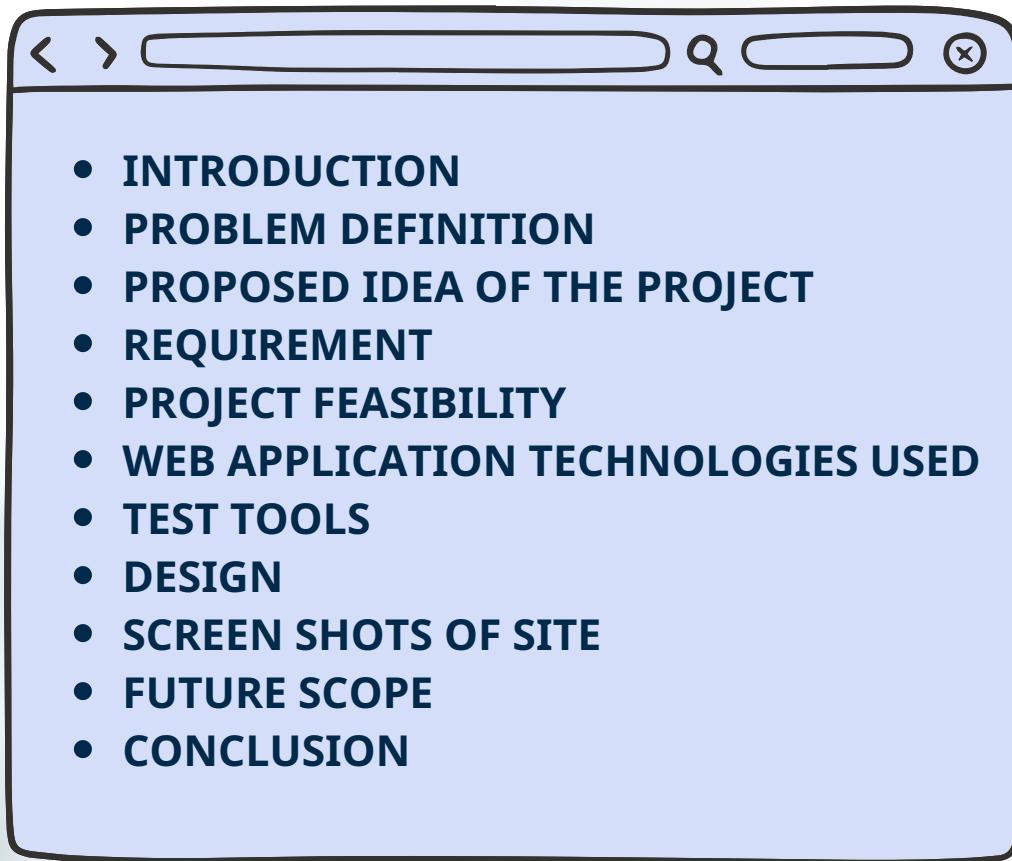
- **Scalability Challenges:** Potential difficulties in handling increased workloads or growing user demands.
- **Security Risks:** Vulnerabilities or threats that may compromise the integrity and confidentiality of the system.
- **Technical Constraints:** Limitations imposed by the technological infrastructure, potentially affecting system capabilities.
- **Resource Constraints:** Restrictions related to the availability or allocation of resources, impacting project development.
- **Regulatory Compliance:** Adherence to industry regulations and standards, ensuring legal and ethical compliance.

Conclusion

"MOON SHOP" marks a revolutionary stride in e-commerce, delivering unmatched convenience and efficiency for users and administrators alike. With its innovative approach, notable achievements, and unique features, the platform emerges as a frontrunner in the digital marketplace, shaping the future of online shopping. By prioritizing user-friendly interfaces, advanced technology, and robust management tools, "MOON SHOP" establishes a benchmark for excellence in e-commerce, providing businesses with the tools to excel in the dynamic digital arena.

REPORT

OUTLINE



OVERVIEW

Project Objective

To establish an online store offering a wide range of personal care products, including creams, moisturizers, and skincare and body care items, focusing on quality and sustainability.

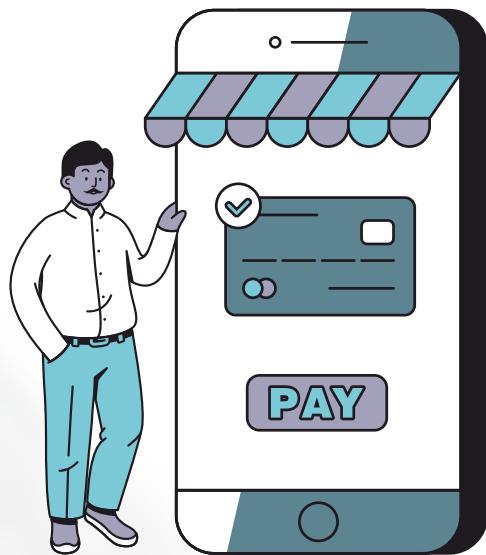
Importance

With increasing interest in personal care and health, this project aims to fill a market gap by providing high-quality and sustainable products in a convenient and accessible manner.

Methodology

- **Enhanced Reach:** Access to a broad audience seeking high-quality and sustainable personal care products.
- **Exceptional User Experience:** Providing a seamless shopping experience that includes personalized recommendations and exceptional customer service.

The primary goal of this project is to significantly enhance the shopping experience for personal care products by leveraging the latest technological advancements. In today's world, where the hustle of daily life is compounded by growing population densities and the resultant crowded marketplaces, the importance of an accessible, user-friendly online shopping platform cannot be overstated.



This online store is designed with the explicit aim of simplifying the shopping process, making it more convenient and enjoyable for consumers. By moving the shopping experience online, we aim to provide a solution that not only saves time but also offers a more pleasant and stress-free way to access a wide range of personal care products.

In essence, the project seeks to bridge the gap between the need for personal care items and the challenges posed by the modern, fast-paced lifestyle. Through this online store, we aspire to make shopping a more delightful and less time-consuming task, thereby improving the quality of life for our customers.



PROBLEM DEFINITION



Streamlining Shopping

The project simplifies personal care product shopping by offering a user-friendly online store, overcoming the challenges of traditional, time-consuming methods.



Addressing Urban Hassles

With urban congestion and busy lifestyles, the online platform provides a convenient solution, allowing customers to avoid crowded stores and save time.



Enhancing Experience

Focused on customer satisfaction, the project leverages technology to make shopping efficient and enjoyable, providing a modern solution to contemporary shopping challenges.



PROPOSED IDEA OF THE PROJECT

We're launching "MOON SHOP," an innovative online store designed to provide users with a smooth and delightful shopping experience. This cutting-edge platform utilizes the powerful MERN stack technology, ensuring optimal website speed and performance, while offering administrators efficient tools to manage store operations seamlessly.

user experience

- User-Friendly Interface:** Enjoy easy navigation with an intuitive design.
- Responsive Across Devices:** Ensure compatibility on various platforms with a responsive design.
- Efficient Product Discovery:** Utilize advanced search and filter options for seamless product exploration.
- Hassle-Free Checkout:** Experience a streamlined purchasing process for added convenience.

Advanced Technology

- Full-stack Development with MERN Stack:** Utilizing MongoDB, Express.js, React.js, and Node.js to create a robust and scalable web application.
- Optimized Speed and Performance:** Implementing best practices to enhance website speed and overall performance for an optimal user experience.

Dashboard

- Efficient Management Dashboard:** A comprehensive dashboard empowers administrators to efficiently handle products, inventory, orders, and customer data.
- Detailed Analytics Generation:** The system generates detailed analytical reports, offering valuable insights into customer behavior, sales trends, and website performance.

REQUIREMENT



Software



Hardware

To access the platform

users need a compatible web browser, such as Google Chrome, Firefox, Safari, or Microsoft Edge.

Device Compatibility:

Ensure your desktop, tablet, or smartphone can smoothly run the web browser.

Internet Connection:

Maintain a stable and fast internet connection for quick and uninterrupted website content loading.

Screen Quality:

Opt for a screen of suitable size and high resolution to enhance the browsing experience with clear and quality content.

System Performance:

Aim for at least 4GB of RAM and a processor speed of 1.5 GHz or higher for optimal device performance.

PROJECT VIABILITY



Technical Assessment:

- **Cutting-Edge Technology Integration:** The project is technically sound, incorporating the latest techniques and technologies to ensure feasibility.
- **Effortless Implementation:** With innovative and modern approaches, the project is seamlessly implemented, aligning effortlessly with the demands of the contemporary market.



Financial Assessment:

- **Cost-Effective Design:** The project is meticulously crafted to maintain minimal expenses, ensuring its financial sustainability.
- **Complimentary Access:** The service will be offered to customers at no charge, enhancing its appeal and presenting opportunities for revenue generation through advertisements or alternative revenue models.



Operational Assessment:

- **Intuitive User Interface:** The project boasts an intuitive and user-friendly interface, catering to a wide audience and ensuring ease of use for all.
- **Enhanced Reliability:** The straightforward application design not only simplifies user interaction but also boosts the overall reliability of the project, drawing in a larger user base.

- **Given the strong technical, financial, and operational viability, the project appears robust and attainable. It presents a promising opportunity for significant success and a positive influence on the intended market.**

USED TECHNOLOGIES & WEB APPLICATION

The MERN stack is a powerful JavaScript-based framework designed for developing full-stack web applications, comprising four key technologies:

React.js

React.js: stands as a powerful JavaScript library dedicated to crafting user interfaces. It empowers developers to build reusable UI components with efficient state management. Leveraging a virtual DOM and a component-centric architecture, React excels in constructing dynamic and interactive web applications.

Express.js

Express.js: a minimalist web application framework for Node.js, empowers developers with a comprehensive toolkit. Offering robust features such as middleware for request/response handling, efficient routing, and seamless integration with template engines, it simplifies the process of building dynamic web applications and APIs.

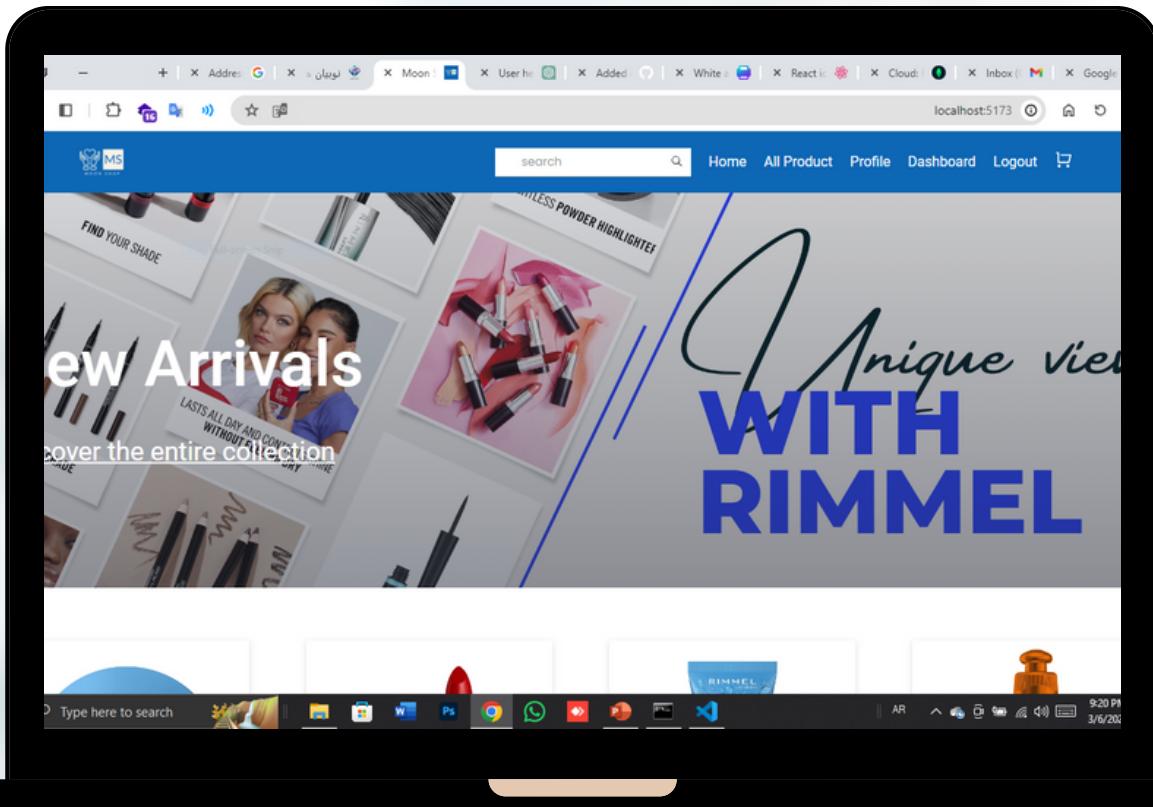
MongoDB

MongoDB: a NoSQL database, employs a document-oriented data model, distinguishing it from conventional relational databases such as MySQL or PostgreSQL. Data is stored in flexible, JSON-like documents, facilitating dynamic and scalable storage solutions.

Node.js

Node.js: is a runtime environment for executing JavaScript on the server-side, enabling developers to create scalable network applications efficiently. Leveraging an event-driven, non-blocking I/O model, it is lightweight and commonly paired with Express.js for constructing the backend of MERN stack applications.

FRONTEND FRAMEWORK



FRONTEND FRAMEWORK



React.js

- UI library with reusable components.
- Component-based architecture for code reusability and scalability.
- Virtual DOM for efficient UI updates and enhanced performance.
- Built-in state management for dynamic and interactive interfaces.



Vite

- Utilize a modern build tool for streamlined development workflows.
- Access a development server with fast refresh features.
- Benefit from build optimizations for quicker development builds.



CSS

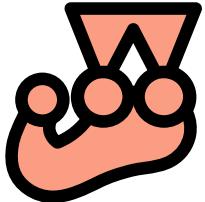
- **Raw CSS:** Start with raw CSS for flexible styling.
- **Responsive Design Support:** Implement responsive design principles with ease.
- **Customization Options:** Tailor styles extensively using configuration files.
- **Utility-first Approach:** Utilize a utility-first approach with predefined classes.

BACKEND FRAMEWORK

- **Node.js:** JavaScript runtime for server-side development.
- **Express.js:** Web application framework for Node.js, specializing in APIs and HTTP request handling.
- **Morgan:** HTTP request logger middleware for Node.js.
- **Express-async-handler:** Utility function for handling exceptions asynchronously in Express.js route handlers.
- **Cors:** Middleware for enabling CORS in Express.js.
- **Jsonwebtoken:** Used for generating JSON web tokens for authentication.
- **Dotenv:** Module for loading environment variables from a .env file.
- **Bcryptjs:** Library for secure password hashing.
- **Multer:** Middleware for handling multipart/form-data for file uploads.
- **Nodemailer:** Module for sending emails in Node.js applications.
- **MongoDB:** NoSQL database for efficient data storage.
- **Mongoose:** MongoDB object modeling tool for data modeling and interaction.

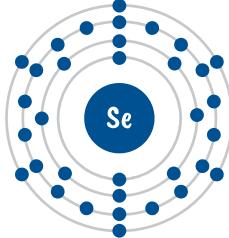
TEST TOOLS

Jest:



The project utilized the Jest framework for thorough unit testing of code units and components. Test cases were meticulously crafted to validate the accuracy and functionality of every code segment, encompassing both components and functions. Automated testing with Jest ensured efficient test execution and comprehensive code coverage analysis, facilitating the prompt detection and correction of errors in the project.

Selenium:



Selenium was employed to conduct UI testing for the project, configuring test scenarios that mimic user interactions like form submissions, link clicks, and page navigation. This automated testing, performed across various browsers, ensures thorough validation of UI functionality, guaranteeing the quality and stability of the user experience.

Postman:



In the project, the Postman tool was employed for the streamlined testing of Application Programming Interfaces (APIs). It facilitated the sending of requests and the automatic verification of responses against expected outcomes. By configuring requests with essential parameters like headers and data, Postman allowed for an efficient analysis of responses to confirm their accuracy and compliance. Tests were methodically grouped into collections, and scripts were developed for automated test execution. Additionally, Postman enabled the recording and monitoring of data, providing a thorough analysis of API performance.

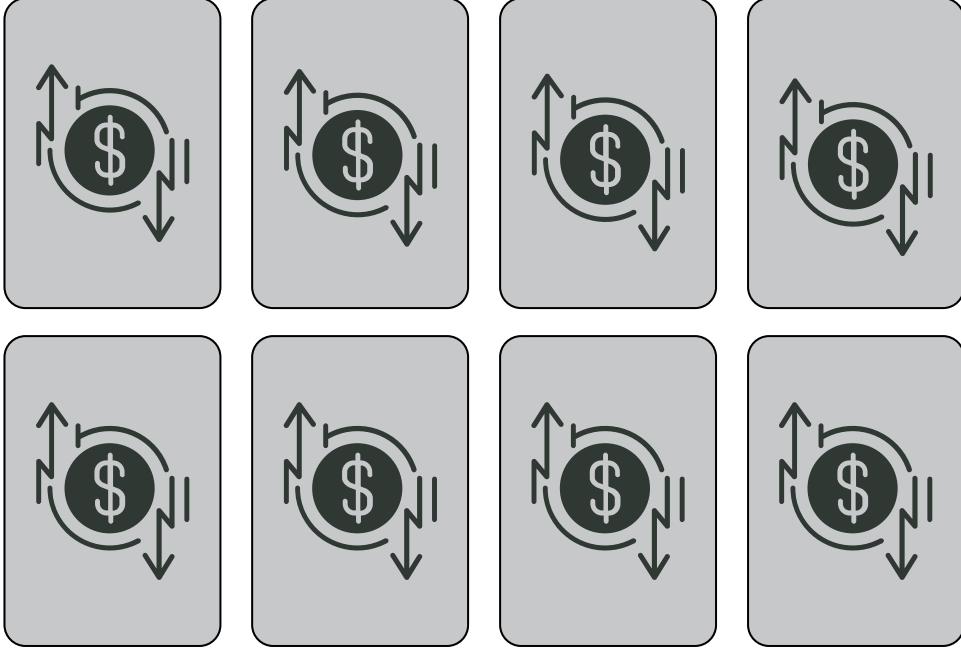
STORE DESIGN

search  Home All Product Profile Dashboard Logout 

Advertising banner

LEARN MORE 

product image

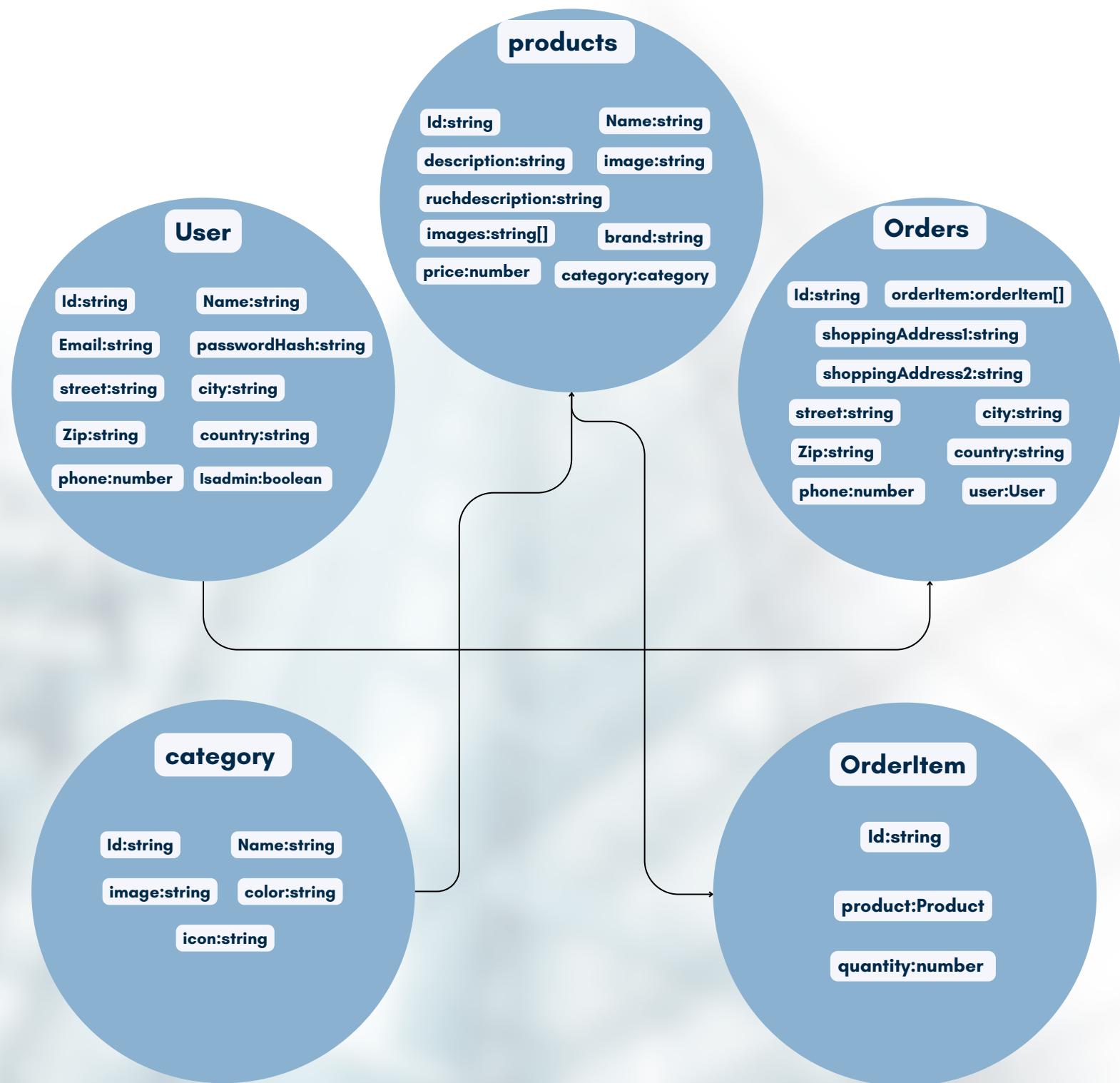


[Facebook](#) [Twitter](#) [Instagram](#)

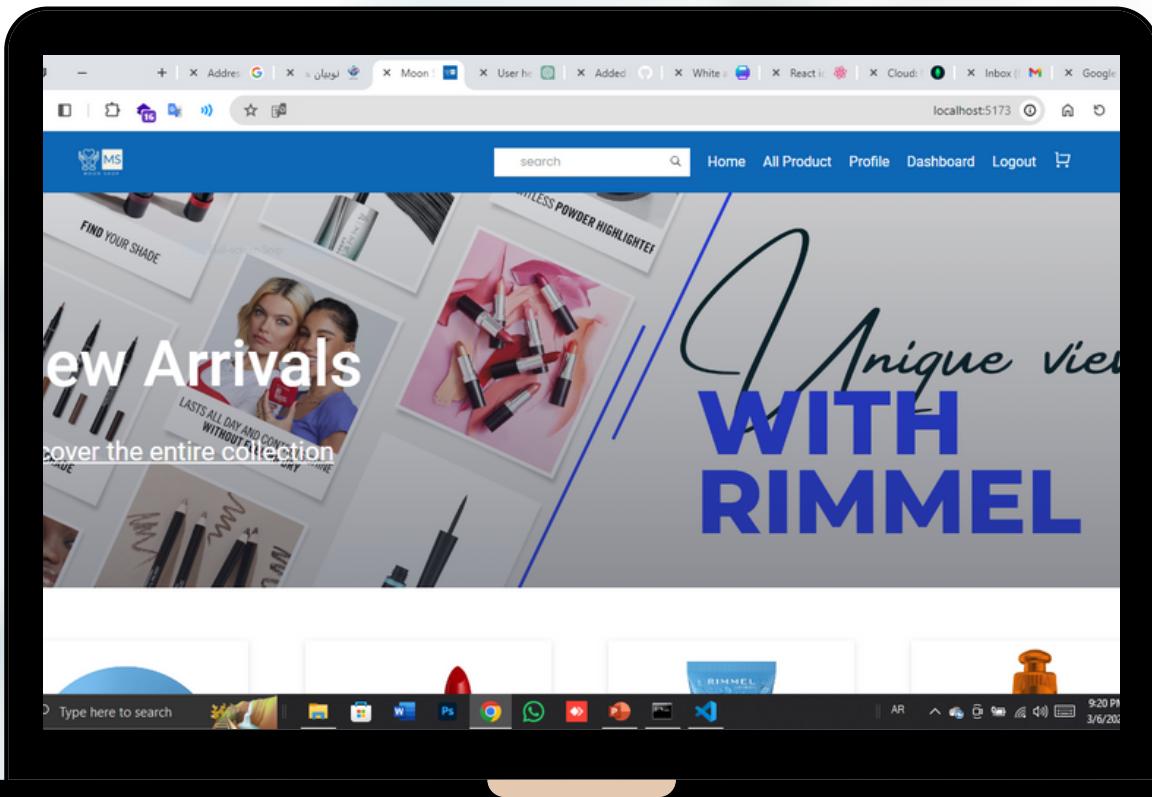
© 2024 Moon Shop. All rights reserved

localhost:5173/product/65e4bc285b9ff9425dd11194

DATABASE DESIGN



SCREEN SHOTS



HOME PAGE

search Home All Product Profile Dashboard Logout

New Arrivals

Discover the entire collection

Unique view WITH RIMMEL

RIMMEL KIND & FREE PRESED POWDER 01 \$32	RIMMEL LASTING FINISH LIPSTICK 170 \$15	RIMMEL FOUNDATION KIND AND FREE 150 \$18	GARNIER HONEY TREASURES LEAVE-IN CREAM 200 ML \$5
PARACHUTE HAIR LOSS CREAM FOR MEN 140 ML \$3	SUNSILK HAIR CREAM WITH HONEY AND ALMOND OIL 275ML \$4	MIELLE ORGANICS ROSEMARY AND MINT HAIR OIL 59 ML \$8	DABUR AMLA HAIR OIL 360ML \$2

Facebook Twitter Instagram

© 2024 Moon Shop. All rights reserved

ALL PRODUCT PAGE

MS
Mooon Shop

search Home All Product Profile Dashboard Logout

MAKEUP CREAMS HAIR OIL

 RIMMEL FREE PRESSED POWDER 01 	 RIMMEL RIMMEL LASTING FINISH LIPSTICK 170 	 RIMMEL RIMMEL FOUNDATION KIND AND FREE 150 	 GARNIER GARNIER HONEY TREASURES LEAVE-IN CREAM 200 ML 	 PARACHUTE PARACHUTE HAIR LOSS CRE 140 ML 	
 CREAM WITH HONEY AND AMLA 50ML 	 MIELLE MIELLE ORGANICS ROSEMARY AND MINT HAIR OIL 59 ML 	 DABUR DABUR AMLA HAIR OIL 360ML 	20% FREE		

Facebook Twitter Instagram

© 2024 Moon Shop. All rights reserved

FILTER BY CATEGORY

MS
MOON SHOP

search

Home All Product Profile Dashboard Logout

MAKEUP CREAMS HAIR OIL

MIELLE

MIELLE ORGANICS ROSEMARY AND MINT HAIR OIL 59 ML

\$8



DABUR

DABUR AMLA HAIR OIL 360ML

\$2



Facebook Twitter Instagram

© 2024 Moon Shop. All rights reserved

SIGN IN PAGE



[Create an account](#)

Sign in

Your Email

Password

Log in

SIGN UP PAGE

Sign up

Your Name

Your Email

Password

Register



[I am already member](#)

SEARCH FILTER PAGE

A screenshot of a web application interface. At the top, there is a navigation bar with the logo 'MS Moon Shop', the text 'RIMMEL LASTING' in a search bar, and links for 'Home', 'All Product', 'Profile', 'Dashboard', 'Logout', and a shopping cart icon. Below the navigation bar, a search bar contains the text 'Search for "RIMMEL LASTING"'. The main content area displays a product card for 'RIMMEL LASTING FINISH LIPSTICK 170'. The card features an image of a red lipstick, the brand name 'RIMMEL', the product name 'RIMMEL LASTING FINISH LIPSTICK 170', the price '\$15', and a shopping cart icon. At the bottom of the page, there are social media links for 'Facebook', 'Twitter', and 'Instagram', and a copyright notice: '© 2024 Moon Shop. All rights reserved'.

A screenshot of a web application interface, similar to the one above. The navigation bar includes the logo 'MS Moon Shop', the text 'dgcvx' in a search bar, and links for 'Home', 'All Product', 'Profile', 'Dashboard', 'Logout', and a shopping cart icon. Below the navigation bar, a search bar contains the text 'Search for "dgcvx"'. The main content area displays a message: 'There are no results for your search, try another search term.' At the bottom of the page, there are social media links for 'Facebook', 'Twitter', and 'Instagram', and a copyright notice: '© 2024 Moon Shop. All rights reserved'.

CART PAGE

The screenshot shows a shopping cart page with a blue header bar. The header includes a logo with 'MS' and a user icon, a search bar with 'dgcvx', and navigation links for Home, All Product, Profile, Dashboard, Logout, and a shopping bag icon with a notification count of 1.

The main content area is titled 'Cart' and contains a table with one item:

Item	Price	Quantity	Subtotal
Rimmel Lasting Finish Lipstick 170	\$15	1	\$15

Below the table are 'REMOVE' and 'PROCEED TO CHECKOUT' buttons. To the right, a sidebar shows '1 Items in your Bag' and the subtotal '\$15'. At the bottom, there are social media links for Facebook, Twitter, and Instagram, and a copyright notice: '© 2024 Moon Shop. All rights reserved'.

CHECKOUT PAGE

The screenshot displays a checkout page with the following details:

- Header:** dgcvx, Home, All Product, Profile, Dashboard, Logout, and a shopping cart icon with a notification.
- Main Content:** A table showing a single item:

Item	Price	Quantity	Subtotal
Rimmel Lasting Finish Lipstick 170	\$15	1	\$15

A "REMOVE" button is located next to the quantity input.
- Right Sidebar:** A box titled "1 Items in your Bag" containing fields for Shipping Address 1 and 2, and dropdowns for Country/City and Zip code/Phone. It also includes a "Select payment method" dropdown and a summary table:

TOTAL	\$15
-------	------

A "PLACE ORDER" button is at the bottom.
- Footer:** Social media links for Facebook, Twitter, and Instagram, and a copyright notice: "© 2024 Moon Shop. All rights reserved".

DASHBOARD PAGES

Menu

- [Dashboard](#)
- [Orders](#)
- [Categories](#)
- [Add Category](#)
- [Products](#)
- [Add Product](#)
- [Users](#)
- [Add User](#)
- [My Profile](#)
- [Logout](#)
- [Back Home](#)

8 The Number Of Products

1 The Number Of Users

1 The Number Of Orders

3 The Number Of Categories

last 5 orders

ORDER	DATE	STATUS	TOTAL	ACTIONS
Admin	03/03/2024	complete	\$72	

CATEGORIES PAGES

Category Management Dashboard

Categories

ICON	NAME	COLOR	ACTIONS
	Makeup	#000000	
	creams	#000000	
	hair oil		

Logout



Edit Category

Name: creams

Color:

Update

Drag or click the image here

Logout

Add Category

Name: _____

Color:

Submit

Drag or click the image here

Logout



PRODUCTS PAGES

Screenshot of the 'Products' page showing a list of items:

IMAGE	NAME	PRICE	QTY	ACTIONS
	Rimmel Kind & Free Pressed Powder 01	32	12	
	Rimmel Lasting Finish Lipstick	170	12	
	Rimmel Foundation Kind and Free 150	18	12	



Screenshot of the 'Edit Product' page for 'Rimmel Kind & Free Pressed Powder 01':

Edit Product

Name: Rimmel Kind & Free Pressed Powder 01
Short description: Kind & Free

Brand: Rimmel
Price: 32
Stock: 12
Category: Makeup

DESCRIPTION

Rimmel Kind & Free Pressed Powder is made with tapioca and aloe vera for flawless makeup that lasts all day. A lightweight, translucent powder that won't clump and maintains shine. All packaging is made from recycled materials and is more environmentally friendly. Powder foundation is talc-free, fragrance-free, and does not use materials from animal sources. Available in 6 color shades.

Screenshot of the 'Add Product' page:

Add Product

Name:
Short description:

Brand:
Price:
Stock: Select Category:

DESCRIPTION

Drag or click the image here

Submit



USERS PAGES

Left sidebar menu:

- Dashboard
- Orders
- Categories
- Add Category
- Products
- Add Product
- Users
- Add User
- My Profile
- Logout
- Check Home

Main content area:

USERS

EMAIL	NAME	PHONE	ACTIONS
User@admin.com	Admin	123	



Left sidebar menu:

- Dashboard
- Orders
- Categories
- Add Category
- Products
- Add Product
- Users
- Add User
- My Profile
- Logout
- Check Home

Main content area:

Edit User

Name: Admin Email: User@admin.com

Phone: 123 Password: Admin

Country: City:

Street: Zip Code: Apartment:

Left sidebar menu:

- Dashboard
- Orders
- Categories
- Add Category
- Products
- Add Product
- Users
- Add User
- My Profile
- Logout
- Check Home

Main content area:

Add User

Name: Email:

Phone: Password: Admin

Country: City:

Street: Zip Code: Apartment:



ORDERS PAGES

The screenshot shows a web application interface for managing orders. On the left, a vertical sidebar menu lists various administrative functions: Dashboard, Orders, Categories, Add Category, Products, Add Product, Users, Add User, My Profile, Logout, and Back Home. The main content area is titled "ORDERS". It displays a table with one row, representing a completed order. The columns are labeled ORDER, DATE, STATUS, TOTAL, and ACTIONS. The data in the first row is: Admin, 03/03/2024, complete, \$72, and two small circular icons (green and red) under the ACTIONS column.



This screenshot displays two overlapping pages from the application. The top page is titled "Order Information" and includes fields for Shipping Address 1 and 2, User (Admin), Country (sa), City (sa), Zip (124), Status (complete), Email (User@admin.com), and a "Update" button. The bottom page is titled "Payment Information" and shows a table of payment details. The table has columns for IMAGE, NAME, COST, QTY, and TOTAL. One item listed is "Rimmel Foundation Kind and Free 150" with a cost of \$18, quantity of 4, and total of \$72.



PROSPECTS & OPPORTUNITIES

Goals

Broaden Customer Reach:

- Implement multiple payment methods. Expand into new countries and languages.
- Diversify the product and service offerings to cater to diverse customer needs. Optimize user experience for enhanced usability.

Drive sales growth

- Enhance marketing strategies to boost awareness.
- Introduce compelling promotions and incentives.
- Optimize the purchasing experience for convenience and efficiency.

Optimize performance

- Enhance website speed and responsiveness for optimal user experience.
- Fortify website security measures and bolster data protection protocols.
- Utilize analytics to garner profound insights into customer behavior and preferences.

Ventures

Build mobile applications:

- Craft iOS and Android apps to ensure smooth accessibility.
- Facilitate seamless mobile payments for added convenience.
- Incorporate push notifications to enhance user engagement.

Introduce innovative features

- Incorporate a robust product review system to gather valuable feedback.
- Deploy advanced product recommendation algorithms to enhance personalization.
- Provide live chat support for immediate and real-time assistance.

improved (SEO)

- Craft website content that is finely tuned for relevant keywords, ensuring optimal visibility and search engine ranking.
- Establish high-quality backlinks to augment your website's authority and boost its ranking in search engine results.
- Enhance the loading speed of your website to ensure peak performance, offering users a seamless and efficient browsing experience.

Marketing development

- Execute precise ad campaigns on platforms such as Facebook and Instagram.
- Implement strategic email marketing initiatives for effective outreach.
- Engage in collaborations with pertinent social media influencers.

Optimize website analytics

- Leverage data analytics tools to gain profound insights into customer behavior.
- Constantly enhance the user experience through informed decision-making.

CONCLUSION



Enhance website speed and responsiveness for optimal user experience. Fortify website security measures and bolster data protection protocols. Utilize analytics to garner profound insights into customer behavior and preferences.



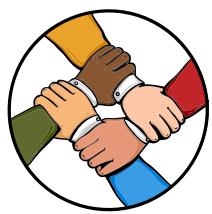
Personal and Professional Development:

The creation of "MOON SHOP" has been a catalyst for significant personal and professional growth. Each phase of the project, from mastering innovative technologies to honing my adeptness in problem-solving, has served as a valuable learning experience.



Navigating the journey posed its set of challenges:

however, each obstacle served as a catalyst for innovation, fostering the discovery of creative solutions. Conquering these challenges has not only strengthened my resilience but also fueled a deep sense of determination.



Teamwork:

Although this project was primarily an individual effort, I express my sincere appreciation for the invaluable support and guidance provided by my professors, mentors, and peers. Their inspiration and encouragement were instrumental throughout the entire process.

CONCLUSION



Anticipating the Future:

As I wrap up this chapter of my academic expedition, I eagerly look forward to the opportunities that await. Whether it involves pursuing additional education or stepping into the professional arena, I am assured that the expertise and insights acquired through "MOON SHOP" will prove invaluable in shaping my forthcoming ventures.



Acknowledgments:

I express sincere appreciation to all those who have been instrumental in my journey. Special thanks to my professors for their valuable guidance and feedback. My gratitude extends to friends and family for their unwavering encouragement, and I am genuinely thankful for the steadfast support received from each one of you.



In conclusion, while "MOON SHOP" marks the culmination of my academic journey, the lessons acquired and experiences garnered are timeless. I extend my sincere gratitude for being an integral part of this enriching expedition.

THANK
YOU!

Thank you for your
engagement and active
participation during the
presentation