



UNIVERSITY MALAYSIA TERENGGANU

CSE3023

WEB-BASED INTERFACE DESIGN

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## **SmartCart: A Web-Based E-Commerce Application for Seamless Online Shopping**

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June 14, 2025

# Website Project

## 1 Website Proposal

### 1.1 Purpose of the Website

The purpose of the site is to create an engaging and informative platform centered around contemporary streetwear, fashion, and lifestyle culture, similar to Bludd Culture. The site will provide a mix of news, trends, and insights into urban fashion while also serving as a hub for creative expression and community engagement in the fashion industry.

### 1.2 Website Goals and Objectives

The primary goal of the website is to establish an active community of fashion enthusiasts, streetwear followers, and cultural influencers. The website aims to inspire users with curated content, increase awareness of emerging brands and designers, and promote meaningful discussions within the fashion industry. Success will be measured by user engagement, page views, social media shares, and user feedback through comments or form submissions.

### 1.3 Target Users of the Website

The intended audience includes fashion-forward individuals aged 18-35 who are interested in streetwear, urban culture, and lifestyle trends. This audience, typically engaged in social media and online shopping, values authenticity and trends that represent cultural and aesthetic movements. They are interested in discovering new brands, style inspiration, and cultural insights.

### 1.4 Opportunity and Problem Addressed

The website addresses the need for a focused platform that combines elements of fashion, lifestyle, and urban culture. Unlike general fashion sites, it emphasizes streetwear and independent labels, giving voice to emerging designers who are often overlooked. This site fulfills the need for an authentic source that resonates with a culturally aware and style-conscious audience.

## 1.5 Content to Be Featured on the Website

Content on the website will include:

- **Articles:** Covering fashion trends, brand spotlights, and cultural events.
- **Multimedia:** High-quality images and video content showcasing fashion collections, street style, and behind-the-scenes features.
- **Interviews:** Profiles of designers, influencers, and cultural figures within the streetwear community.
- **Style Guides:** Tips and inspiration on how to wear specific styles or pieces.
- **Event Coverage:** Reports on fashion shows, launch events, and street culture gatherings.

## 1.6 Similarities Website

- **Hypebeast** - <https://hypebeast.com>: A global platform covering streetwear and lifestyle, focusing on news, fashion, and culture with an established presence in the industry.
- **Highsnobiety** - <https://www.highsnobiety.com>: Known for its editorial content, Highsnobiety covers fashion, culture, and lifestyle with a strong emphasis on streetwear and luxury fashion intersections.

These sites are similar in that they blend fashion with cultural insights, but our project will differentiate itself by focusing more on emerging designers and providing in-depth interviews with upcoming voices in street culture.

## 2 Milestones 2: Planning Analysis Sheet

### 2.1 Goal of the Website

The goal of the website is to create an engaging and dynamic platform that explores contemporary streetwear, urban culture, and lifestyle trends, fostering a vibrant community for fashion enthusiasts and cultural influencers.

### 2.2 Working Titles of Website Pages

1. Home
2. About Us
3. Fashion Trends
4. Designer Spotlights
5. Style Guides
6. Event Coverage
7. Multimedia Gallery
8. Blog
9. Contact Us
10. FAQ
11. Terms and Policies

### 2.3 What Information Do I Need?

To create an informative and visually appealing website, the following sources will be utilized:

- **Fashion Industry Articles:** Insights from reputable platforms such as <https://hypebeast.com> and <https://www.highsnobiety.com>.
- **Brand and Designer Websites:** Direct content from emerging designers' official pages.
- **Stock Media Platforms:** High-quality images and videos from platforms such as Unsplash (<https://unsplash.com>) and Pexels (<https://pexels.com>).
- **Social Media:** Trends and real-time updates from Instagram and TikTok.

### 3 Site Map

Below is the proposed hierarchy and relationship between the pages of the website.

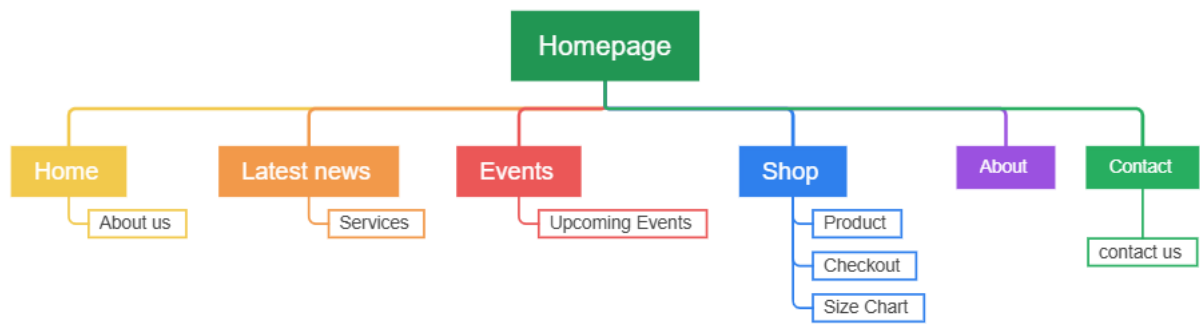


Figure 1: Site Map of the Website

### 4 Individual Module Assignment

Module make by each group member

Table 1: Module Division

Module Name	Responsible Member	CRUD Functionalities
Product Management	Iman	Add new products, edit existing listings, delete products, and view product details.
User Management	Adam	Handle user registration, profile updates, user deletion, and viewing user lists.
Order Management	Luqman	Manage order placement, update order status, view order history, and cancel orders.
Payment Management	Daniel	Record payments, update payment status, manage refunds, and view payment transactions.

## 5 Wireframe Design

A wireframe for the website’s Home Page has been created to showcase the layout, including key sections such as the logo, navigation, main content area, and footer.

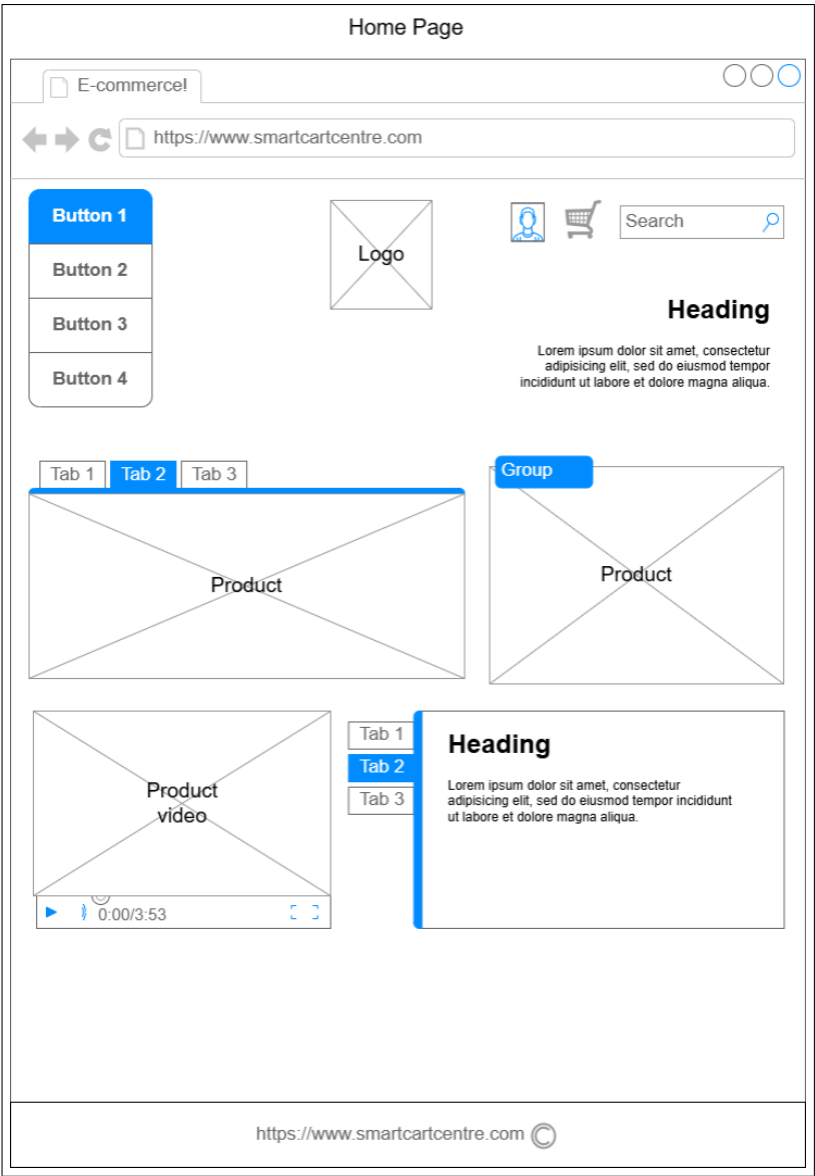


Figure 2: Homepage Wireframe Design

## 5.1 Wireframe Explanation

- **Logo:** Positioned at the top-left corner for brand identity.
- **Navigation Bar:** Horizontal bar with links to key pages for seamless navigation.
- **Main Content:** A prominent area for featured articles, trending designs, and multimedia content.
- **Footer:** Includes social media links, a brief copyright note, and quick links to FAQs and policies.

## 6 Website

### 6.1 Home page

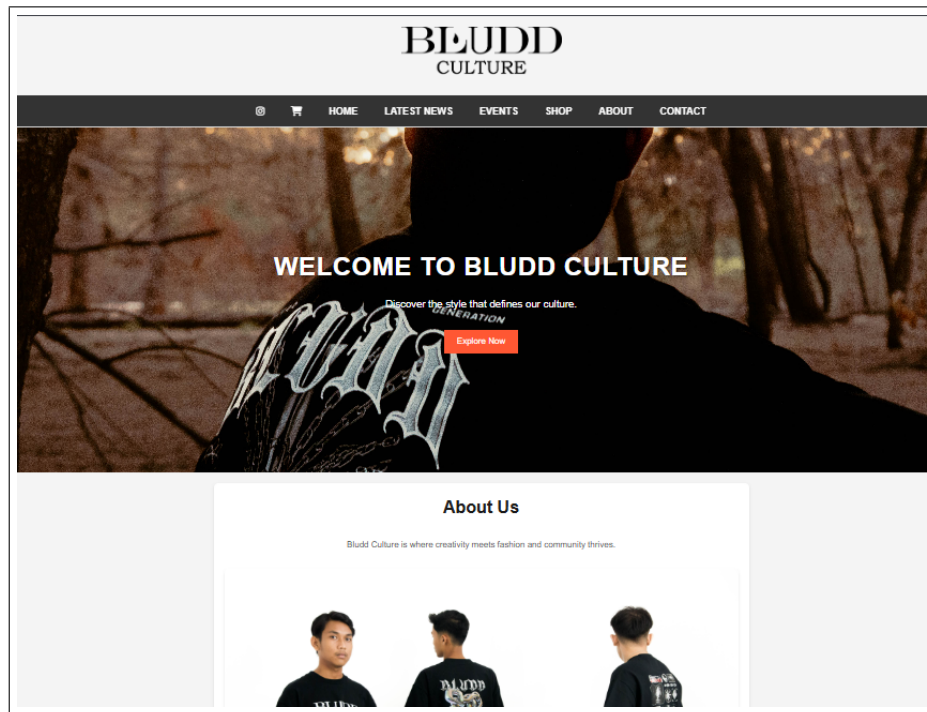


Figure 3: Homepage



6.2 Product page

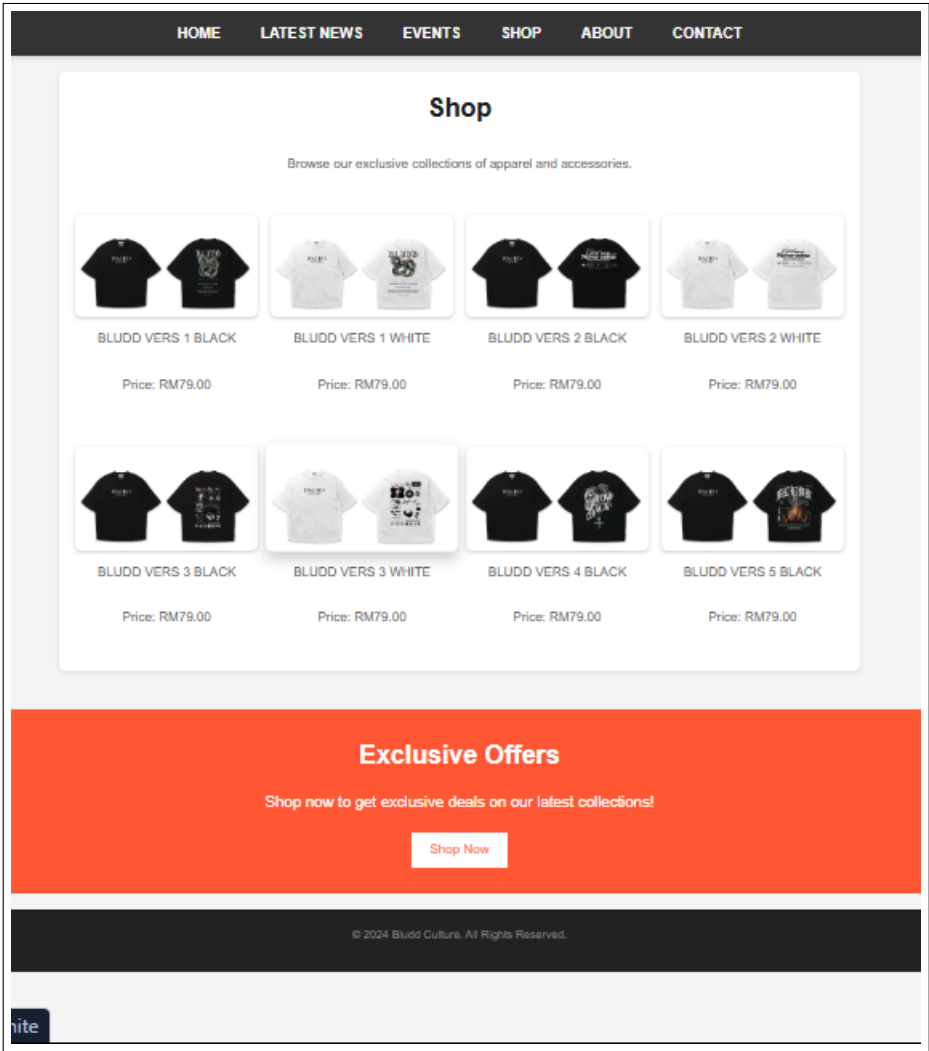


Figure 4: Product page

6.3 Checkout page

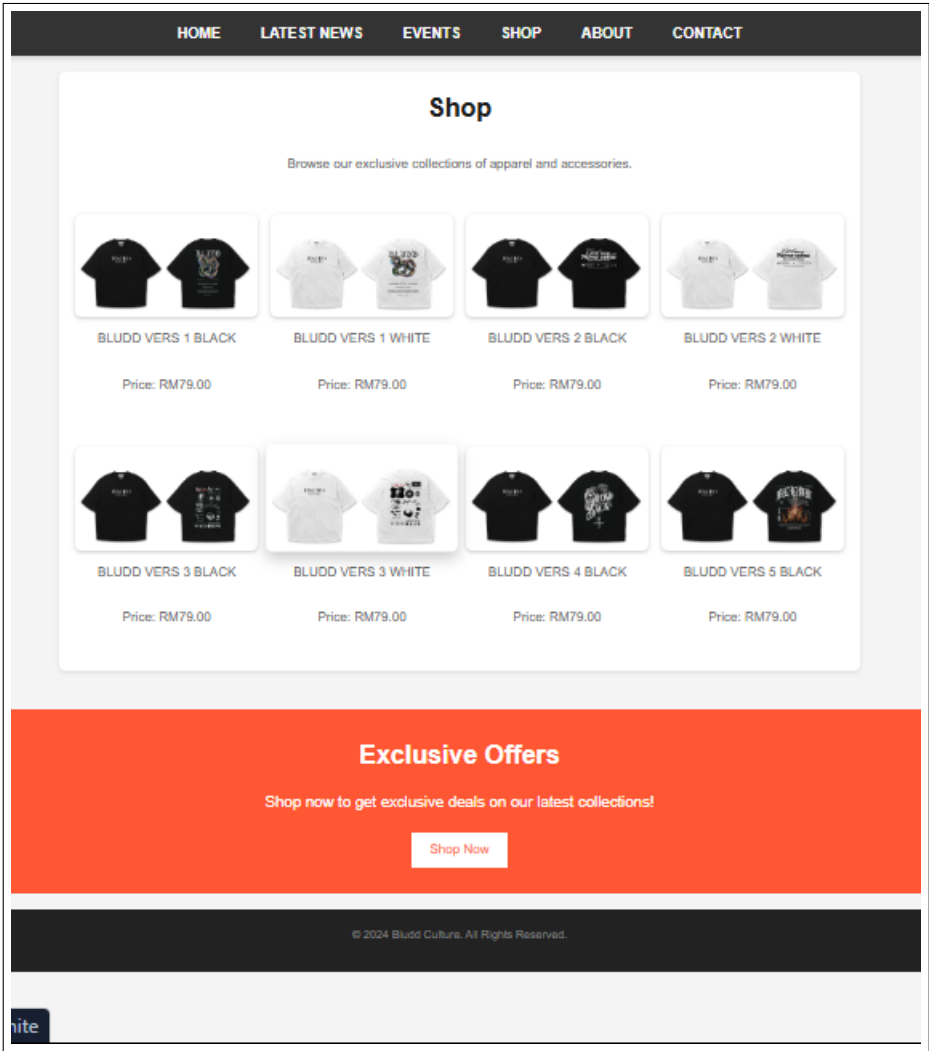


Figure 5: Checkout page

6.4 About us page

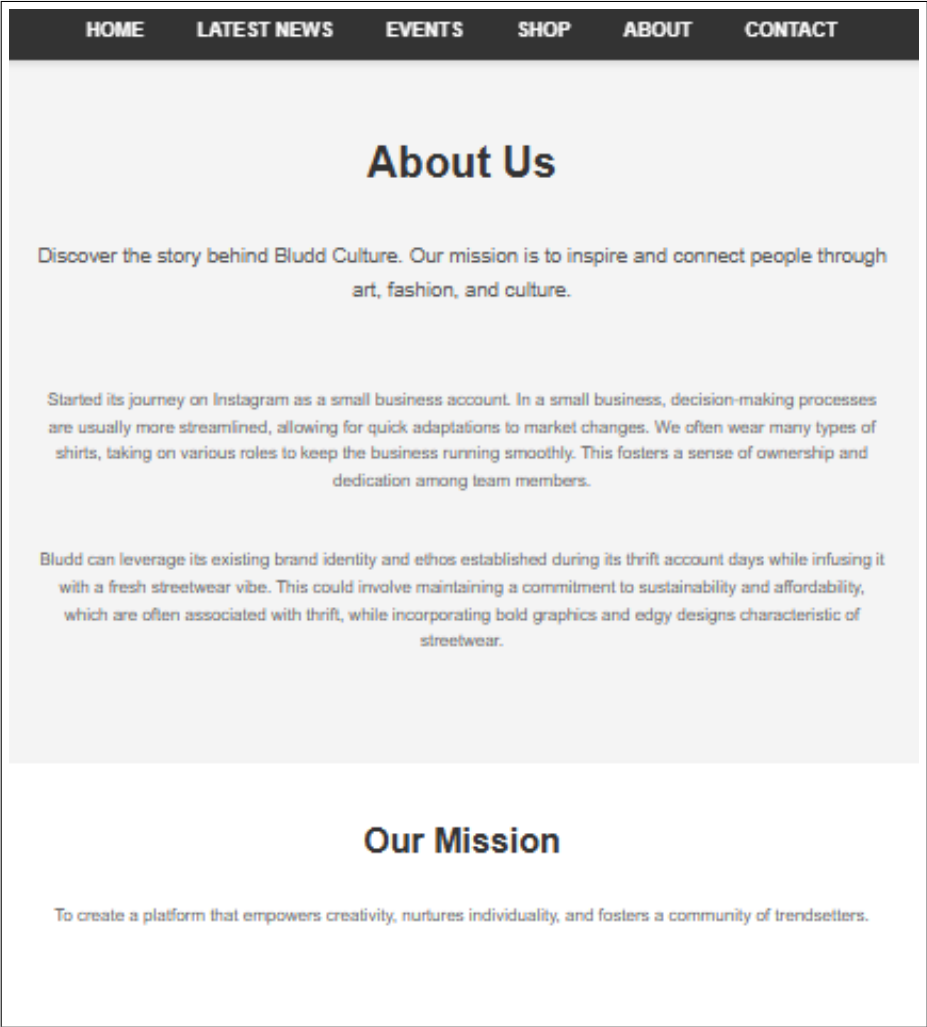
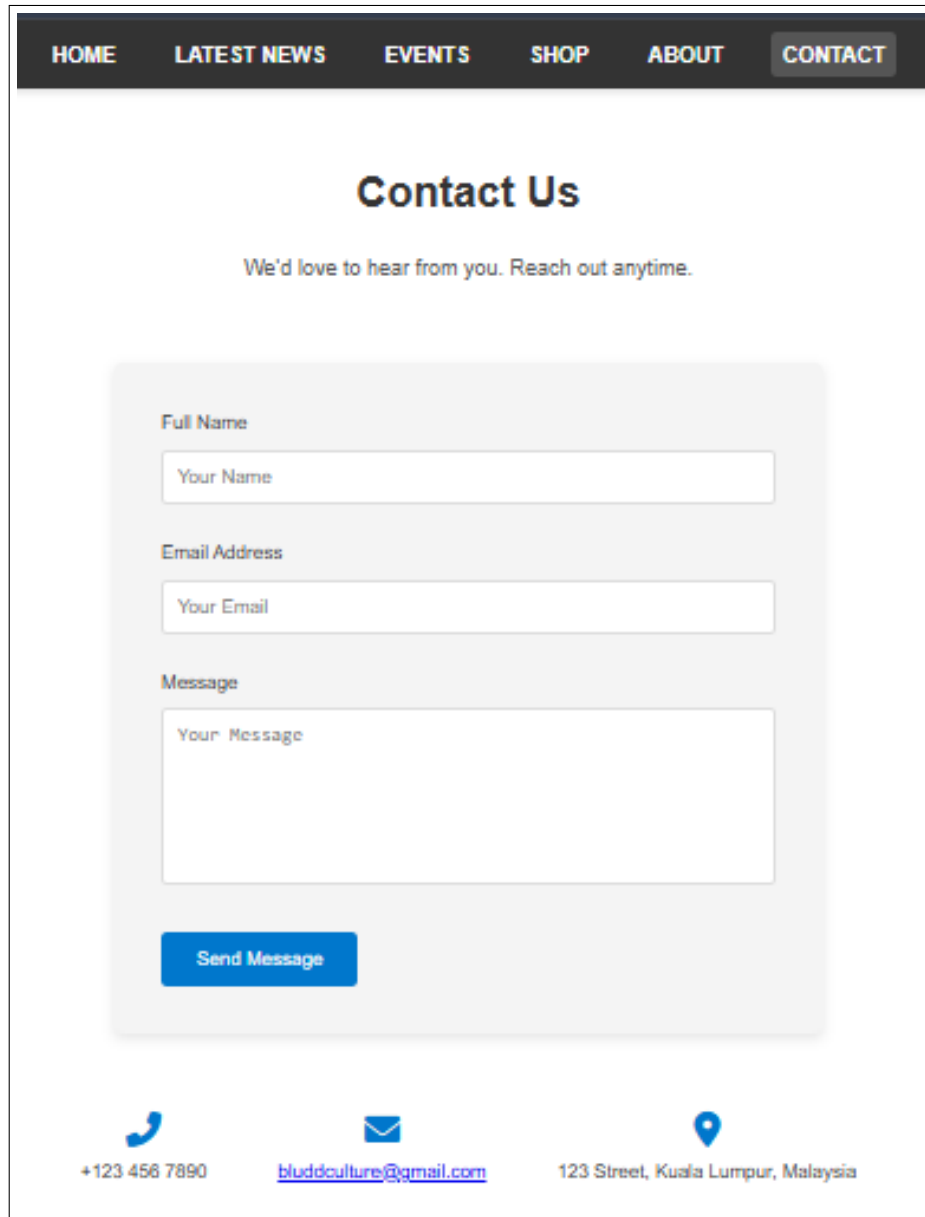


Figure 6: About us page

## 6.5 Contact page



The image shows a web page for contacting a business. At the top is a dark navigation bar with white text links: HOME, LATEST NEWS, EVENTS, SHOP, ABOUT, and CONTACT. The CONTACT link is highlighted with a dark background. Below the navigation bar, the page has a white background. The main heading is 'Contact Us' in a large, bold, black font. Below the heading is a subheading: 'We'd love to hear from you. Reach out anytime.' In the center of the page is a light gray rounded rectangle containing a contact form. The form has three input fields: 'Full Name' with placeholder text 'Your Name', 'Email Address' with placeholder text 'Your Email', and 'Message' with placeholder text 'Your Message'. Below these fields is a blue button with white text that says 'Send Message'. At the bottom of the page, there are three contact details, each with a blue icon above it: a phone icon followed by '+123 456 7890', an email icon followed by the link 'bluddculture@gmail.com', and a location pin icon followed by the address '123 Street, Kuala Lumpur, Malaysia'.

HOME LATEST NEWS EVENTS SHOP ABOUT CONTACT

## Contact Us

We'd love to hear from you. Reach out anytime.

Full Name  
Your Name

Email Address  
Your Email

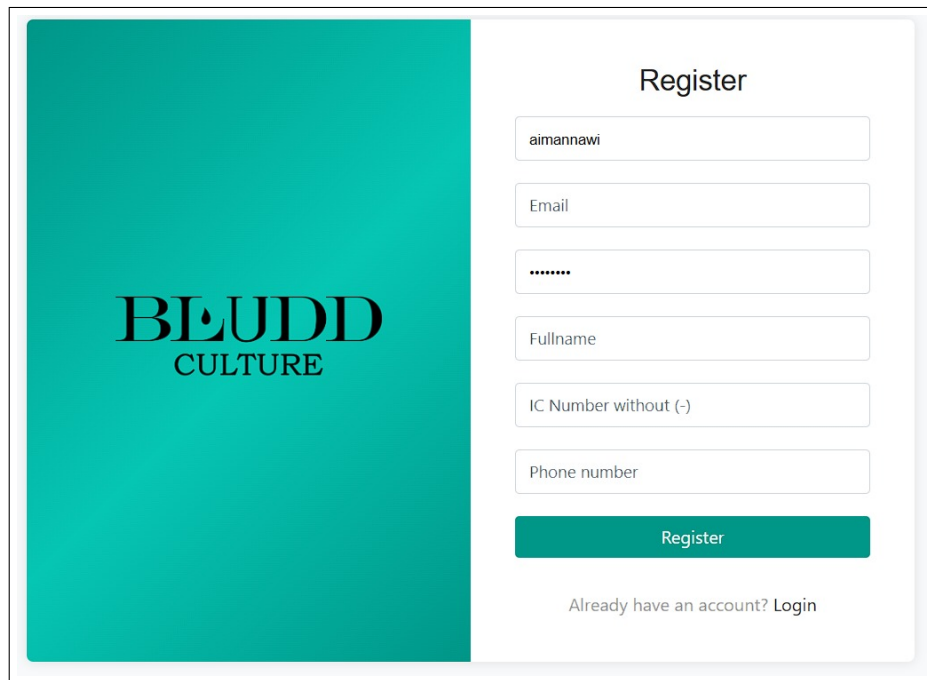
Message  
Your Message

Send Message

+123 456 7890 [bluddculture@gmail.com](mailto:bluddculture@gmail.com) 123 Street, Kuala Lumpur, Malaysia

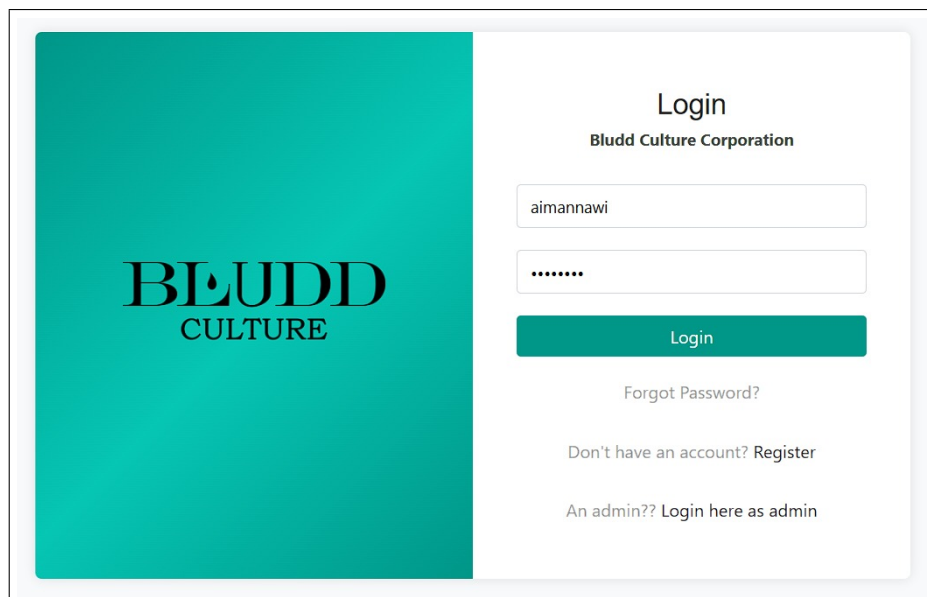
Figure 7: contact page

## 6.6 Sign in and Login page



The registration page features a teal gradient background on the left with the "BLUDD CULTURE" logo. On the right, a white form titled "Register" contains several input fields: a username field with "aimannawi", an email field, a password field with masked characters, a full name field, an IC number field, and a phone number field. A teal "Register" button is at the bottom of the form, followed by a link "Already have an account? Login".

Figure 8: Registration page



The login page features a teal gradient background on the left with the "BLUDD CULTURE" logo. On the right, a white form titled "Login" for "Bludd Culture Corporation" contains a username field with "aimannawi" and a password field with masked characters. A teal "Login" button is at the bottom of the form. Below the button are three links: "Forgot Password?", "Don't have an account? Register", and "An admin?? Login here as admin".

Figure 9: Login page

6.7 User and product page

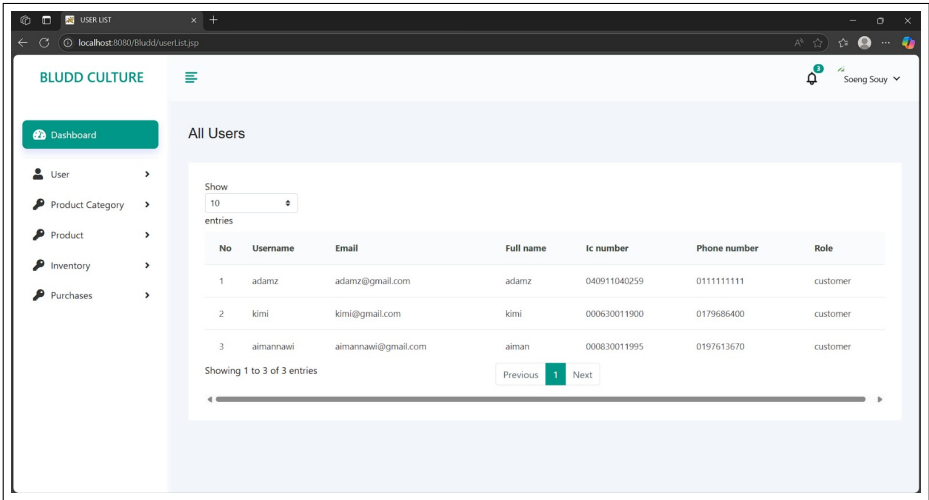


Figure 10: User data page

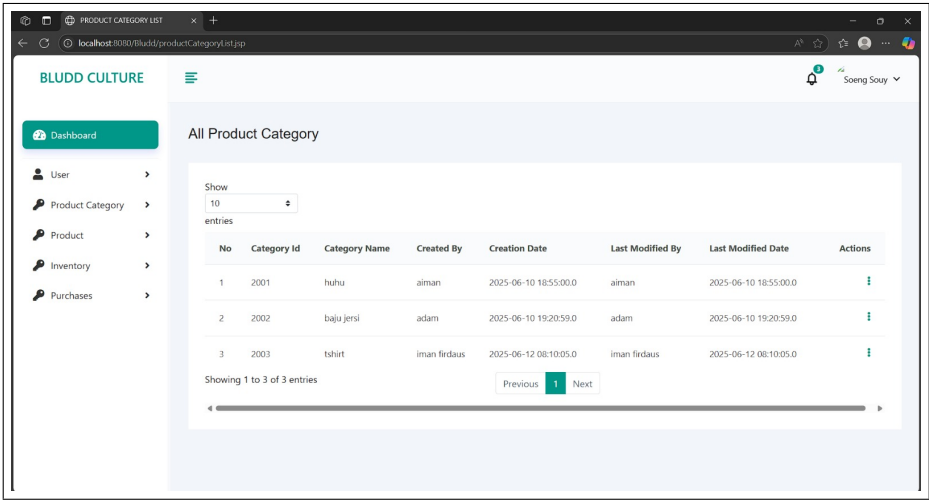


Figure 11: Product page

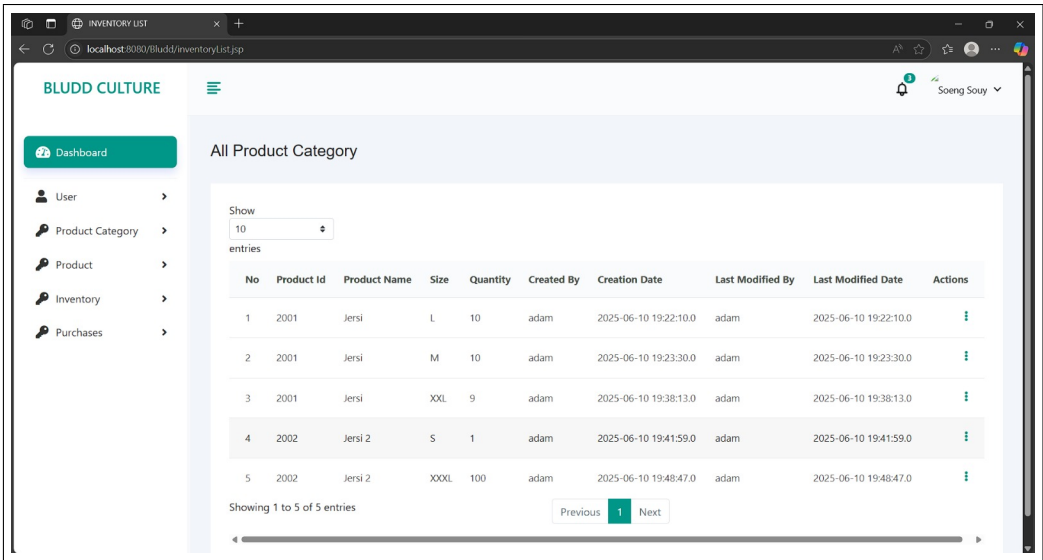


Figure 12: Product page

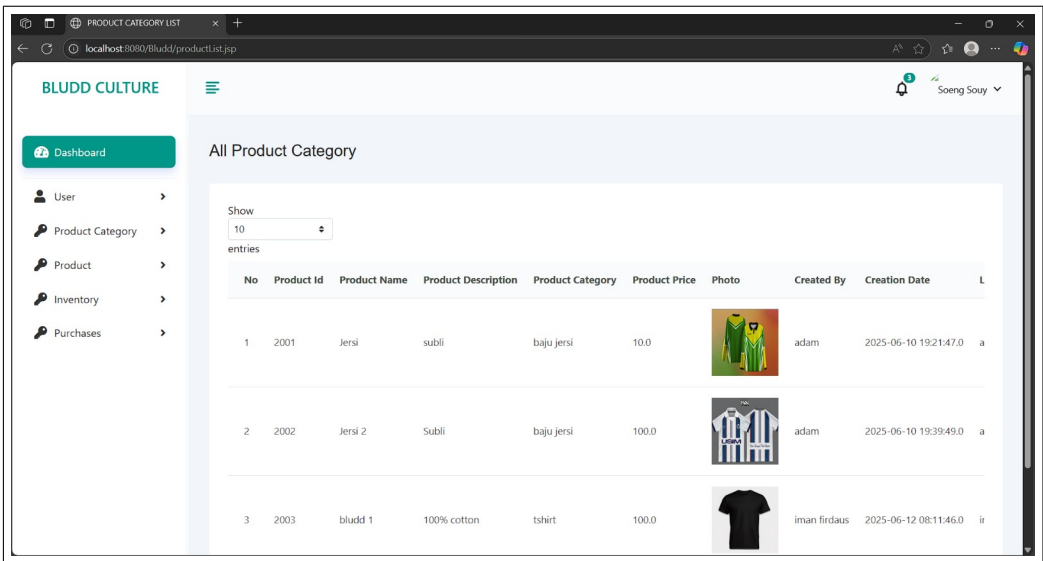


Figure 13: Product page

6.8 Purchase page

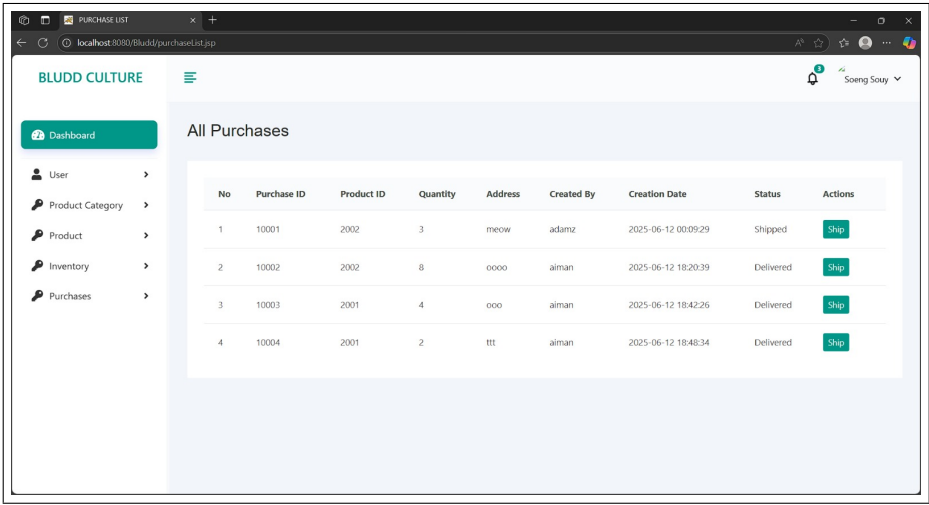


Figure 14: Purchase page

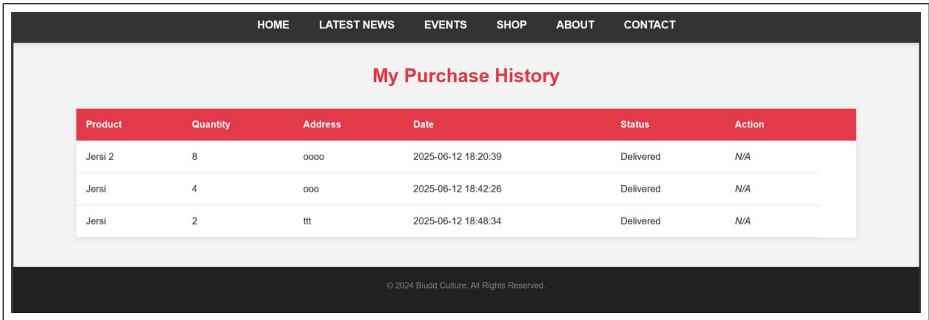


Figure 15: Purchase history page



## 7 Source code

github Source code link

[https://github.com/Luqman04Kim/php\\_Bludd..git](https://github.com/Luqman04Kim/php_Bludd..git)

## References

- [1] Bludd Culture. Available at: <https://www.bluddculture.com> [Accessed November 4, 2024].
- [2] Hypebeast. Available at: <https://hypebeast.com>.
- [3] Highsnobiety. Available at: <https://www.highsnobiety.com>.