**PROJECT PHASE II REPORT**

**ON**

**SHOPPING WEBSITE FOR CLOTHES AND FASHION**

Submitted in partial fulfillment of the requirements for the award of degree of

**BACHELOR OF ENGINEERING**

**IN**

**COMPUTER SCIENCE & ENGINEERING**



**Submitted to: Submitted by:**

Ms. Deepika **Leader: Neeraj Chandwani :** 20BCS2434  **Project Teacher (Supervisor) Abharan Singh Andotra** : 20BCS2438 **(Er. Deepika & Ecode- 11809)** **Harjeet Singh Thakral:** 20BCS2451 **Hardik Dhamija:** 20BCS2446  **Vaasav Bhadwal :** 20BCS2534



**DEPARTMENT OF COMPUTER SCIENCE & ENGINEERING**

**CHANDIGARH UNIVERSITY, GHARUAN**

**June 2022**

**ABSTRACTION**

In day to day life, we look to buy trending clothes or accessories from a shop. It may be shirts, footwears, jeans etc. Now a days, it is really hard to get some time to go out and get them by ourselves due to busy life style or lots of works. In order to solve this, B2C E-Commerce websites have been started. Using these websites, we can buy these products online just by visiting the website, not going anywhere physically and ordering the item online by making payments through different modes.

The existing system of buying goods has several disadvantages. It requires lots of time to visit the particular shop to buy the goods. Since everyone is leading busy life now a days, time means a lot to everyone. Also there are expenses for travelling from house to shop. More over the shop from where we would like to buy some thing may not be open 24\*7. Hence, we have to adjust our time with the shopkeeper’s time or vendor’s time.

In order to overcome these prevailing issues, we have e-commerce solution, i.e one place where we can get all required fashionable products online. The proposed system helps in building a website to buy, sell products online using internet. Purchasing of goods online, user can choose different products based on categories , online payments , delivery services and hence covering the disadvantages of the existing system and making the buying easier and helping the vendors to reach wider market.

**TABLE OF CONTENT**

1. Introduction 4
2. Literature Review 5

1. Problem Definition 6
2. Objectives 7
3. Reference 8

**INTRODUCTION**

Customer get many benefits via online shopping which ultimately helps e-commerce companies to build long-lasting and profitable relationship with their customers. For making strong relationship with these users it is very important to focus on the customer and their interests and needs as a whole and making sense of a flood of real-time information that goes well beyond demographics or shopping behavior. There are two entities who will have the access to the system. One is the admin and another one will be the registered user. Admin can add product details, view all the order details and can also view the sales of the products. User need to register with basic registration details to generate a valid username and password. After the user logins, it can view all the products that are recommended on the homepage compiled by the system based on user’s information. From the recommended products, the user can even further view its details and then if interested to buy, the system gives add to cart option for purchasing the product as per their fashion. The system even has an AI bot with the help of which the user can get answers to queries like features, warranty, price etc. details of the products. This AI Bot even converts speech to text. After selecting the product, user can do payment for the particular product online through any suitable method. Users can view their order history of their purchased product.

**LITERATURE REVIEW**

It’s cumbersome to imagine our daily life without e-commerce. We order food, clothes, and furniture. We register for online classes to get skills and use other online services as well like we download books, music, and movies; and so much more. E-commerce has taken root and is here to stay. Especially after lockdown, our rate of dependence on E-commerce has increased immensely.

A person sitting on his chair in front of a computer can access all the facilities of the Internet to buy or sell the products. Unlike traditional commerce that is carried out physically with effort of a person to go & get products, ecommerce has made it easier for human to reduce physical work and to save time. Electronic Commerce is process of doing business through computer networks. was started in early 1990’s has taken a great leap in the world of computers, but the fact that has hindered the growth of e-commerce is security. Security is the challenge facing e-commerce today & there is still a lot of advancement made in the field of security. The main advantage of e-commerce over traditional commerce is the user can browse online shops, compare prices and order merchandise sitting at home on their PC. For increasing the use of e-commerce in developing countries the B2B e-commerce is implemented for improving access to global markets for firms in developing countries. For a developing country advancement in the field of e-commerce is essential. The research strategy shows the importance of the e-commerce in developing countries for business applications.

The main objective of the E-commerce Portal is to manage the details of Products, Customer, Shipping, Payment, Category. It manages all the information about Products, Sales, Category, Products. The project is totally built at administrative end and thus only the administrator is guaranteed the access. The purpose of the project is to build an application program to reduce the manual work for managing the Products, Customer, Sales, Shipping. It tracks all the details about the Shipping, Payment, Category.

**PROBLEM DEFINATION**

The purpose of any e-commerce website is to help customers by giving exposure to their broad ideas and enable them to finalize the products they desire to purchase. For example, suppose a customer is interested in purchasing a shoe pair. His or her search for a shoes should list shoe brands, categories, size of shoes, and all other features as facets. As the customer selects more and more features or options from the facets provided, the search narrows down to a small list of suitable shoes that suit his or her choice. If the list is small enough and the customer likes one of the shoe pair listed, he or she will make the purchase.

The challenge is also that each category will have a different set of options to be displayed. For example, searching for books should display their format, as in paperpack or hardcover, author name, book series, language, and other facets related to books. These facets were different for mobiles that we discussed earlier. Similarly, each category will have different facets and it needs to be designed properly so that customers can narrow down to their preferred products, irrespective of the category they are looking into.

The takeaway from this is that categorization and feature listing of products should be taken care of. Misrepresentation of features can lead to incorrect search results. Another takeaway is that we need to provide multiple facets in the search results. For example, while displaying the list of all mobiles, we need to provide facets for a brand. Once a brand is selected, another set of facets for operating systems, network, and mobile phone features has to be provided. As more and more facets are selected, we still need to show facets within the remaining products.

**OBJECTIVES**

The main Objective of e-commerce websites development is to sell products to users. The most successful websites are carefully optimized to achieve a high percentage of purchases. To achieve success e-commerce websites need to integrate all of the latest online closing & upsell techniques available which have been proven to increase the chances that a visitor will purchase. There are many important elements that go into building a successful e-commerce website such as removing friction during the purchasing process, making the checkout smooth and easy, making the website fast and attractive, up selling users on related products, incentivizing buyers, reducing cart abandonment, nurturing past buyers to buy again, remarketing to past visitors who haven’t yet purchased, using the proper payment options, having a mobile ready design and many more things which are needed to develop and e-commerce website.

**REFERENCE**

**Websites**

* https://www.tutorialspoint.com/index.htm
* https://www.javatpoint.com
* https://www.w3schools.com
* <https://html.co>
* <https://www.youtube.com/>
* <https://www.geeksforgeeks.org/web-development/>
* <https://careerfoundry.com/>
* <https://colorlib.com/>
* https://nicepage.com/

**Books**

* Web Design With HTML, CSS, JavaScript and jQuery Set
* Django for Beginners
* Web Design Playground: HTML & CSS the Interactive Way