**PROJECT PHASE IV 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**



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**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.

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**Use of Modern Tools in Design and Analysis**

1. **HTML:**

The HyperText Markup Language is the standard markup language for documents designed to be displayed in a web browser. It can be assisted by technologies such as Cascading Style Sheets (CSS) and scripting languages such as JavaScript.

Web browsers receive HTML documents from a web server or from our local storage and render the documents into multimedia web pages. This language describes the structure of a web page semantically and originally included cues for the appearance of the document.

1. **CSS:**

Cascading Style Sheets is a style sheet language used for describing the presentation of a document written in a markup language such as HTML. CSS is designed to enable the separation of presentation and content, including layout, colors, and fonts.

This separation can improve content accessibility; provide more flexibility and control in the specification of presentation characteristics; enable multiple web pages to share formatting by specifying the relevant CSS in a separate file, which reduces complexity and repetition in the structural content; and enable the .css file to be cached to improve the page load speed between the pages that share the file and its formatting.

1. **Javascript:**

Javascript is a programming language that is one of the core technologies of the World Wide Web,  Over 97% of websites use JavaScript on the client side for web page behavior,often incorporating third-party libraries.[[13]](https://en.wikipedia.org/wiki/JavaScript#cite_note-lib_usage-13) All major web browsers have a dedicated JavaScript engine to execute the code on users devices. It has dynamic typing, prototype-based object-orientation, and first-class functions. It is multi-paradigm, supporting event-driven, functional, and imperative programming styles. It has application programming interfaces (APIs) for working with text, dates, regular expressions, standard data structures, and the Document Object Model (DOM).

1. **Django:**

Django is a high-level Python web framework that encourages rapid development and clean, pragmatic design. Built by experienced developers, it takes care of much of the hassle of web development, so developers can focus on writing code without needing to reinvent the wheel. Django was designed to help developers take applications from concept to completion as quickly as possible and it also takes security seriously and helps developers avoid many common security mistakes. Some of the busiest sites on the web leverage Django’s ability to quickly and flexibly scale.

1. **Sass:**

**Sass** stands for **S**yntactically **A**wesome **S**tyle**s**heet**.** It is an extension to CSS as a CSS pre-processor. Sass is completely compatible with all versions of CSS and effectively reduces the repetition of CSS and therefore saves time. Sass was designed by Hampton Catlin and developed by Natalie Weizenbaum in 2006. This tool let us use the features that do not exist in CSS, like variables, nested rules, mixins, imports, inheritance, built-in functions, and other stuff.

1. **Github:**

Github is a provider of Internet hosting for software development and version using Git. It offers the distributed version control and source code management (SCM) functionality of Git, plus its own features. It provides us access control and several collaboration features such as bug tracking, feature requests, task management, continuous integration, and wikis for every project.

1. **Bootstrap:**

Bootstrap is a free and open-source CSS framework directed at responsive, mobile-first front-end web development. It contains HTML, CSS and (optionally) JavaScript-based design templates for typography, forms, buttons, navigation, and other interface components. With Bootstrap, we web developers can concentrate on the development work, without worrying about design, and get a good looking website up and running quickly. Conversely, it gives web designers a solid foundation for creating interesting Bootstrap themes.

1. **Visual Studio Code:**

Visual Studio Code is a lightweight but powerful source code editor. Its features include support for debugging, syntax highlighting, intelligent code completion, snippets, code refactoring, and embedded Git. Users can change the theme, keyboard shortcuts, preferences, and install extensions that add additional functionality.

Moreover, VS Code allows you to add on and even creating new extensions including code linters, debuggers, and cloud and web development support.

**Discussion and Report/Results Analysis**

The products can be filtered based on various parameters like Manufacturer, Product Type, Operating System supported etc. Initially it was decided to have the various list items predefined. But with time new manufacturers and product types could be added. So the values for the list of manufacturers and product types are loaded dynamically by retrieving from the database. Also it was decided initially to have a drop down list for price range and the user could select a price range from the ranges available. But this would limit the user’s ability to filter the products based on different price ranges. Instead providing two text fields so that the user can enter their price range would give them more flexibility. A product could be added to a shopping cart by dragging it and dropping it in the cart area. Items in the cart could be removed by clicking a button. To maintain symmetry and ease of use products could be removed from the cart by dragging the product out of the cart. A product can be added to the cart by dragging it and dropping it in the cart. Initially it was decided that when a product is dropped in the cart the cart summary label could be updated on the client side without any call to the server and later the session variables (Shopping cart) could be updated. This would result in loss of information when the user loses internet connection. So when a product is dropped in the cart area a web service is called and this service updates the session variables for the shopping cart and the cart summary is recalculated and sent back to the client. This would improve the reliability of the application.

The application can be used for any Ecommerce application. It is easy to use, since it uses the GUI provided in the user dialog. User friendly screens are provided. The application is easy to use and interactive making online shopping a recreational activity for users. It has been thoroughly tested and implemented.

**Project management and Professional Communication (Presentation)**

When it comes to project management, developing the online store looks like a lengthy process that consists of many details. Without proper management, it is difficult to ensure these processes are connected enough to create a well-developed and well-working structure of online retail.

The idea of project management is based on balancing the details and processes of the development so that the complete result is fruitfull. Our e-commerce was designed using HTML, CSS and JavaScript. After discussion we all agreed that we are going to use Django for our web framework and backend also.

Assignments were distributed evenly among the group assigned to the project. All members worked together in the project planning, sharing in the opportunity of any models and analyzing all specifications made by the proprietor.

With effective project management, it is easier to stay on track during the entire project, getting maximum of output from available resources. So, our two members were given the objectives of building the interface of the web page using HTML, CSS, and JavaScript and creating the interaction between the web page and the database that will be held by us. The software will also connect with the database. One member created the use cases that will be used as a guide for the testing process. His work coincided to get all fields from his diagrams implemented into the database. The tasks of creating the software for using Visual Basic.

The other members were given the objective to test all aspects of both the web page and the software. His findings were reported to each person in the group and discussions were made on how to fix them. Reports were created throughout the process by all four group members and gathered to accurately and sufficiently create this final report.

In other words, with the correct use of project management, it is easier to assess risks and reduce the risks for the project.

Professional Communication is extremely important when it comes to virtually interact with our customers. They want their questions to be answered instantly, and any uncertainty about their purchase can lead to losing a sale. To provide high-quality support, and to enable consistent communication with customers across all communication channels, one should have a website with user friendly interface and to further increase our communication level

Here’s what we can do:

1. Think about how we’ll respond to customers regarding any common requests or changes in policy, and what alternative solutions we can offer (i.e. product deliveries, take payments online, etc.)
2. Make sure all people handling customer communications know the refund, return, and cancellation procedure.
3. Gather the most common questions we received in the past from customers together with the answers we provided. Create a database with all of them (for all your team to have access to). This will ensure consistent messaging, regardless of who is handling customer communications.

Once you have a plan of action, you can work on deciding and setting up your online communication channels.

**Attainment of Stated Outcomes**

* The website involves the design of the forms for listing the products, search for products, display the complete specification for the product, and design a shopping cart that is easy to use.
* An interactive website that enables the user to filter the products based on different parameters that has features like drag and drop etc.
* The website that decreases data transfers between the client and the server.
* It will be optimized to achieve a high percentage of purchases. To achieve success we will integrate all of the latest online closing & upsell techniques available which have been proven to increase the chances that a visitor will purchase.

**SDG Goal Attainment:**

e-commerce to achieving sustainable

development goals is relatively high. E-commerce can help achieve 10 of the 17 SDG in

one way or another. E-commerce has a positive impact on the sustainable development of

both individual countries and the world. This impact is especially evident in the labor

market, as the number of Internet companies are overgrowing, and with them, the number

of jobs increases. Most vacancies require some qualifications, but in 2020 we saw a rise in

areas such as courier delivery, where additional education is not required. E-commerce

offers opportunities for access from anywhere globally to the same market for education

and health services. Often, these services obtained over the Internet are cheaper. It includes

primary and additional education, advanced training, getting medical consultations via the

Internet from specialists from other countries, etc. At the same time, e-commerce can have

adverse effects on the environment. Searching, packaging, shipping and returning items

purchased through online stores leave their carbon footprint. E-companies can affect their

carbon footprint by using rational packaging and shipping methods, although this can come

with additional costs. They can influence sustainable consumption by educating their

customers about sustainable behavior and opportunities to reduce environmental pollution.

E-сompanies can significantly reduce their negative contribution to sustainable

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