**Suba Shoe Fashion Website**

By

Group A79

A project Report

BSc (Hons) Software Engineering (University of Plymouth)

04/2024

|  |  |  |
| --- | --- | --- |
| Name | Student Id | Leadership |
| Pana Nimnanjalee | 10899638 | Project and group leader |
| Gardiyehewa Fonseka | 10899518 | Planning leader |
| Hewadu Jayaweera | 10900378 | Technical leader |
| Welapura Padmasiri | 10899641 | Testing and maintenance leader |
| Sooriyabandara Sooriyabandara | 10900372 | Programming leader |
| Hanshini Weerakkodi | 10899723 | Quality leader |

**Acknowledgements**

First, we express our heartfelt gratitude to Mr. Attanayake and Mr. Isuru our computing group project lecturers, for their helpful advice and knowledge. Their helpful criticism, inspiration, and guidance helped us overcome obstacles and produce a website that satisfies industry standards and accomplishes our and client’s business goals. Without our lecturer’s guidance our project would not have been a success.

And we would like to thank our university our university for provide best learning environment for their students and. As undergraduates this opportunity will facilitate to develop our skills and professional career.  
  
Then we thank our teammates, batchmates, and peers for their contributions. Their commitment, teamwork, and openness to considering novel approaches made a substantial positive impact on the project's outcome. Together, we made sure that the website's functionality and user experience not only met but surpassed expectations. Our teammates, batchmates and our seniors guide and encourage us to accomplish our project properly.

Also, we wish to express our sincere thanks to Ms. Champa Subashini (owner of Suba shoe fashion) for giving us this valuable opportunity. Throughout the development process, we were motivated by her vision and his unwavering resolve to adjust to the latest technological developments. We appreciate her cooperation, insightful comments, and resolute support, all of which helped us to better customize the website to meet her unique company requirements. Not only her, also her family members helped us to provide necessary information and requirements.

We also value the help and support that those who gave comments and recommendations at different points during the project and till the end have given us. Their feedback was extremely helpful in improving our concepts and guaranteeing that the website would help Ms. Champa grow his company. From the requirement collection to final submission various people assist us in various ways.   
  
Finally, we would like to thank our families for their continuous help, understanding, and inspiration during this project. Without their support and inspiration, we could not face to kinds of challenges. They were always behind us as a backbone. Their confidence in our skills and unwavering encouragement helped us overcome obstacles and provide precious outcomes for our client.

As conclusion we would want to express our gratitude to everyone who worked together to make this project a success and reality. It has been a fulfilling experience, and we are appreciative of the chance to use contemporary technology to support our client’s customized shoe business expansion and success.  
  
We sincerely appreciate all the wonderful help and inspiration from everyone.

**Abstract**

The main goal of the project is to open Suba Shoe Fashion website, a custom shoe store designed to fill the gap in the custom footwear market in Sri Lanka and providing comfortable customized shoes made of high-quality materials as per their choice. "To provide the opportunity to the entrepreneur living in a rural area to enter the competitive business world through this website" is also a main objective. The main issue at hand is limited accessibility to personalized shoe selections for individuals in remote areas.

Specifically, we want to establish Suba Shoe Fashion as an online store where consumers can easily purchase shoes that are personalized for three different age groups: children, adults, and women. This business is owned by a middle-class woman who was raised in rural areas and tries to enter the competitive business world.

A diverse strategy was used to accomplish these goals. The foundation of our approach involved creating a user-friendly website called Suba Shoe Fashion with seamless integration of personalization tools that let users create personalized shoe designs. To obtain insights into consumer preferences and market demands, a comprehensive combination of competition analysis, web trend tracking, and surveying was used to perform substantial market research concurrently. A thorough analysis was performed on the collected data to identify important patterns and preferences.

Our main findings highlight the growing desire for personalized shoes, especially among residents in remote areas where specialty shops may be few. Suba Shoe Fashion's website launch generated a lot of excitement, which led to a steady stream of orders in every category. Notably, the convenience of online buying and the appeal of customization choices were highlighted in client comments.

In summary, Suba Shoe Fashion website successfully serves many areas specialized market for personalized shoes. Ongoing marketing initiatives are necessary for further expansion, though, and competing with bigger internet stores is a significant obstacle. Future improvements should focus on expanding the range of products offered, increasing social media interaction with customers, and forming partnerships with nearby companies to increase brand awareness.

**Table of Contents**

List of figures……………………………………………………………………….05

List of tables ……………………………………………………………………….

List of abbreviations ……………………………………………………………….

Chapter 1: Introduction …………………………………………………………….

Chapter 2: Literature Review ………………………………………………………

Chapter 3: Methodology ……………………………………………………………

Chapter 4: Results and Discussions ………………………………………………...

Chapter 5: Conclusion and Future Works ………………………………………….

Reference List ………………………………………………………………………

Appendix 1: …………………………………………………………………………

Appendix 2: …………………………………………………………………………

**List of figures**

Figure 001 : Home Page of website……….…………………………………………….06

Figure 002 : Agile Development Approach……………………………………………...12

Figure 003 : Table of shopping footwear factors………………………………………..17

**List of Abbreviations**

UX User experience

CSS Cascading style sheets

HTML Hypertext markup language

DBMS Database Management System

**Chapter 1**

**Introduction**

**Selecting Our Topic**: We are working on a project that will involve developing the fashion website "Subha Shoe Fashion." This website will feature a variety of readymade and customized shoe styles and trends for both men and women, with a strong focus on footwear fashion. The key feature of this website is ability to customized or personalized footwears on customer’s wish. There are a few reasons why we choose to concentrate on Subha Shoe Fashion for our project. To begin with, there is a large range of consumers actively searching for fashionable, comfortable, and stylish shoes, making the global footwear market a vibrant industry. Our objective in entering this sector is to leverage the increasing need for online shoe shopping experiences. Second, shoes are important fashion accessories that express individual tastes and style in addition to being useful objects. They are therefore a fascinating topic for a website focused on fashion. Last but not least, Subha Shoe Fashion complements the knowledge and enthusiasm of our team for fashion, allowing us to develop a platform that appeals to both shoe aficionados and those who value style.

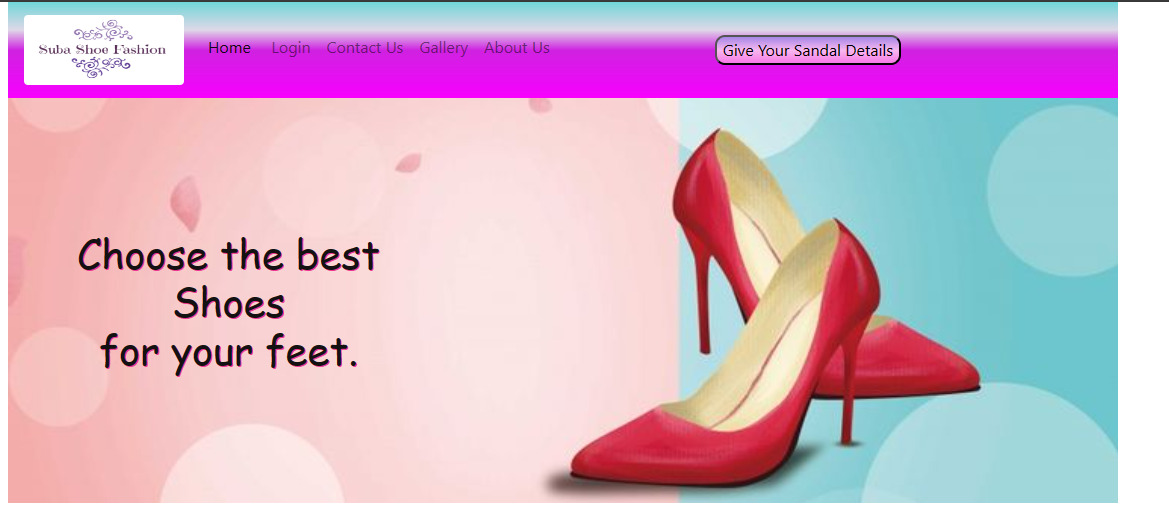
****

Figure 001

**Narrowing the Focus**: We will curate content on our website to showcase the newest shoe collections, offer fashion advice, and feature interviews with industry experts in order to narrow down our focus. We can better reach fashion-conscious people who seek advice and inspiration for footwear by using this strategy. In order to guarantee the project's success and efficacy, we have restricted our attention to crucial facets of the shoe fashion industry. Among them are:

a) Trend Analysis: We carry out in-depth studies on the most fashionable shoe designs, colors, materials, and styles, as well as those that are now in vogue. We can create a collection that appeals to our target audience by keeping up with industry trends.

b) Brand Selection: Reputable shoe brands with a reputation for excellence, fine craftsmanship, and cutting-edge designs are carefully chosen by us. This guarantees that our consumers have access to a wide selection of well chosen footwear solutions on our platform.

c) Customer Experience: We place a high value on giving our users a smooth and pleasurable online buying experience. This includes responsive customer service, thorough product descriptions, excellent photos, safe payment methods, and easy-to-use navigation. A smooth and pleasurable online purchasing experience requires a number of essential elements:

* Responsive Customer Service: Give prompt and informative answers to consumer questions top priority, whether via phone, email, or live chat. Make sure customer care agents are informed about policies and products.
* Detailed Product Descriptions: Give clients thorough, accurate product descriptions that include all pertinent details such as measurements, materials used, and specs to enable them to make well-informed purchases.

d) Fashion Content: We offer helpful content including style guidelines, trend forecasts, care instructions, and fashion recommendations in addition to product showing. This material improves user experience and establishes our website as a reliable resource for fashion knowledge.

**Present Outcomes and Advancements:** Thus far, our project has advanced significantly and reached a number of milestones:

a) Website Development: Using responsive design, easy navigation, and high-resolution photos, we have created an aesthetically pleasing and user-friendly website layout. To guarantee accessibility for all users, the website has been optimized for desktop, mobile, and tablet devices.

b) Product Curation: Our group has put together an eclectic assortment of shoes, ranging from dressy heels to athletic shoes, boots, sandals, and more. To help with purchase selections, each product listing includes several photographs, sizing details, pricing, and comprehensive explanations.

c) Content Creation: We have produced interesting blog entries, style manuals, trend reports, and videos about fashion. Along with educating readers about shoe fashion, this content improves the website's SEO exposure and user interaction.

d) Marketing Initiatives: We have started digital marketing initiatives using email newsletters, influencer partnerships, social media platforms, and search engines. The objectives of these initiatives are to enhance brand recognition, boost traffic, and produce revenue.

**Questions and Objectives for the Research**: We want to know which shoe brand websites are well-known, what fashion trends are on the rise, do customers like to buy shoes from websites?, what our customers want to see, and what are the key features of famous shoe selling web sites. Understanding consumer behavior, market trends, and the competitive environment in the shoe fashion business are the main goals of our research:

a) Which aspects of price, brand reputation, comfort, style, and internet reviews have the biggest impact on customers' decisions to buy shoes?

b) What are the perceptions and interactions of various demographic groups (age, gender, location, and income level) about online shoe shopping?

c) What are the most recent advancements and trends in shoe design, materials, eco-friendly manufacturing techniques, and customizable options?

d) Who are our primary rivals in the internet shoe fashion business, and what methods do they use to draw in and keep clients?

e) How can we improve our product offers, pricing policies, marketing efforts, and website performance by utilizing data analytics, customer feedback, and market insights?

**Synopsis**: "Suba Shoe Fashion" is a specialized website that offers fashion analysis and showcases the newest trends in the footwear sector. Our objective is to establish ourselves as a go-to resource for shoe enthusiasts looking for product suggestions and style inspiration through carefully chosen material, educational pieces, and an easy-to-use design.

The website for Subha Shoe Fashion is positioned as a top choice for those who love shoes, are fashion conscious, or are looking for high-quality footwear solutions. The goal of our initiative is to deliver insightful and useful fashion content while facilitating a smooth and pleasurable online purchasing experience. Our goal is to make Subha Shoe Fashion the go-to option for shoe shopping in the internet age by concentrating on trend analysis, brand curation, customer experience, and digital marketing methods.

**Chapter 2**

**Literature Review**

**Sri Lanka's Sandal Industry Overview of Research**: There has been little research done on small-scale shoe companies, particularly in Sri Lanka. On the other hand, more general research on digital marketing, consumer behavior, and e-commerce provides useful information for this situation. These studies highlight the significance of personalized experiences, efficient communication routes, and user-friendly interfaces.

**Principal Findings**:

User-Friendly Interfaces: Research emphasizes how important it is for websites to have intuitive designs that make it simple for users to navigate and place orders.

Personalized Experiences: Providing options for customization, like the ability to order uniquely fitting creative sandals, increases customer satisfaction and loyalty.

Good Communication: Having direct communication with the shoemaker can enhance customer satisfaction by fostering a sense of trust.

**Advantages and Disadvantages of Earlier Studies:**

Advantages: insightful information on customer engagement tactics and best practices for e-

commerce.

reputable models and theories about online marketing and user behavior. Disadvantages: Absence of specialized research on Sri Lanka's small-scale footwear industry.

little emphasis on the distinctive features of consumer interaction in the

manufacturing artisanal footwear.

Limitations or Vacancies in the Present Knowledge Base:

Lack of research examining how direct customer-shoemaker interaction affects the success of businesses.

Very little research has been done on how niche markets' e-commerce can incorporate personalized customer experiences.

Filling in the Vapors and Adding to the Body of Knowledge:

By concentrating on a small-scale, artisanal footwear business in Sri Lanka and its online presence, this study closes a gap in the literature. By highlighting the significance of direct customer-shoemaker interaction and personalized experiences in e-commerce, it approaches the topic from a fresh perspective. The study makes recommendations for how to improve the customer's ability to order custom sandals and get in touch with the shoemaker directly by incorporating personalized experiences into the website design. The research is guided by a theoretical framework that is based on relationship marketing theory and user experience (UX) design principles. Within this framework, terms like "personalization," "user interface," and "direct communication" are defined. In addition, models like the "Customer Journey Map" are presented to show how customers interact with the shoemaker and the website, assisting in the creation of an online platform that is more effective and engaging.

Synopsis of the Research:

Numerous studies have been conducted on digital marketing and e-commerce in the footwear sector, with an emphasis on tactics for product promotion, improving customer satisfaction, and boosting revenue. Research has looked at how consumer behavior and brand loyalty are affected by digital marketing tools like websites, social media, and mobile apps.

**Main Conclusions**: In the footwear business, reaching a larger audience and boosting sales depend heavily on digital marketing. Customized orders and targeted ads are two examples of personalized marketing techniques that work well for attracting customers and raising conversion rates. For shoe retailers to grow their clientele and improve product accessibility, e-commerce platforms are a need. Increased customer satisfaction and loyalty can result from direct customer-shoemaker interaction that fosters trust and improves the overall customer experience.

Advantages and Disadvantages of Earlier Studies:

Advantages:

Insightful information about successful customer engagement and digital marketing

tactics in the shoe sector.

Reputable models and theories about e-commerce trends and consumer behavior.

Disadvantages:

There is insufficient emphasis on incorporating customized customer experiences and direct communication with the shoemaker into digital marketing tactics.

Inadequate investigation of the particular requirements and inclinations of clients in specialized markets, like the manufacture of artisanal footwear.

Shortcomings or Gaps in the Current Body of Knowledge

There is a dearth of research on how digital marketing tactics for small-scale shoe businesses might incorporate direct communication with the shoemaker and customized customer experiences.

Insufficient research has been done on how direct customer-shoemaker interaction affects customer retention and brand loyalty in the footwear sector.

There aren't many studies examining how influencer marketing and user-generated content can help promote footwear brands in niche markets.

Addressing Gaps and Contributing to the Body of Knowledge:

By offering a comprehensive digital marketing plan designed especially for small-scale shoe businesses that includes individualized customer experiences and direct communication with the shoemaker, this research closes a gap in the literature.

By highlighting the significance of direct customer-shoemaker interaction in boosting brand loyalty and customer satisfaction in the footwear industry, it approaches the topic from a fresh perspective.

The study offers solutions for incorporating direct communication with the shoemaker and customized customer experiences into digital marketing plans, offering doable advice for small-scale shoe companies trying to improve their online visibility and clientele.

**Theoretical Framework**: User experience (UX) design principles and relationship marketing theory form the foundation of the theoretical framework that directs this study. This framework defines key terms like "customer engagement," "personalization," and "direct interaction." In order to visualize the customer's interaction with the website and the shoemaker, models like the "Customer Journey Map" are also introduced. These models aid in the design of an online platform that is more effective and engaging.

**Chapter 3**

**Methodology**

Our computing group, consisting of undergraduate students studying software engineering, started working on creating a personalized website for Suba Shoe Fashion to sell shoes and customized shoes on customer's willingness.  The methodologies, approaches, and instruments used during the project are outlined in this methodology chapter, which also offers insights on the validity of our conclusions and the efficiency of our strategy in accomplishing project goals. Also, this project should integrate with various methods, frameworks and technologies to develop a user-friendly and attractive website.

**Overall Approach**  
The Suba Shoe Fashion website was constructed using several key methods, resources, and materials, including:  
  
Agile Software Development: To manage the project, we used an agile technique, namely Scrum. This methodology enabled iterative development, frequent feedback loops, and flexibility in response to evolving needs. Also, it facilitates improving the project continuously on feedback and upcoming trends in the footwear industry. For several reasons, we chose to implement the agile methodology for our project. With this approach, we can complete things rapidly. Additionally, we may simply do something different here if that's our inclination.   
By repeatedly determining the functional requirements, the system may be altered.

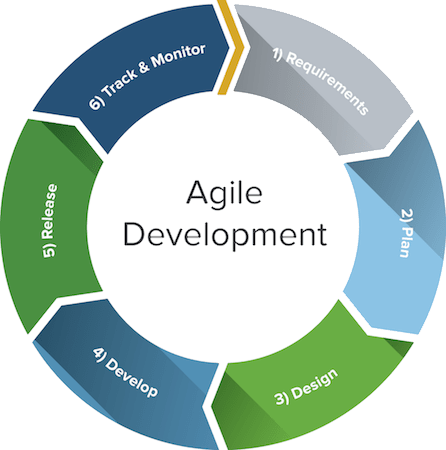


Figure 002

Programming Languages and Frameworks: A variety of programming languages and frameworks were used in the development of the website. PHP were used for backend implementation, while HTML, CSS and JavaScript were used for frontend development.

Version Control System: To manage code repositories, track changes, and encourage teamwork, Git was employed as the version control system.  
  
Web Development Tools: To expedite the development process, a number of web development tools and libraries were used. The Bootstrap framework made designs more responsive.  
  
Database Management: To store and manage product data, user data, and transaction records, MYSQL was selected as the database management system (DBMS).

**Evaluation of Methods**

Over the course of the project, we ran into a number of obstacles that required serious thought and solutions:

1. Technical Difficulties: Difficulties included integrating third-party APIs, putting safe user authentication systems in place, and maximizing website speed and add user friendly interfaces. We experimented with various strategies, conducted in-depth research, and worked with subject matter experts to overcome these issues.   
  
2. Scope Management: One of the biggest challenges was keeping track of the project's scope while changing stakeholder expectations. We prioritized features based on commercial value, held frequent stakeholder meetings, and used agile principles to adjust to changing demands in order to address this. By dividing the workload among the team members effectively, the project was successfully built.

3. Resource Constraints: Efficient resource allocation and task prioritization were necessary due to limited resources, including time and money and team members. By streamlining processes, utilizing pre-existing frameworks and libraries, and asking batchmates and supervisors for help, when necessary, we were able to lessen this difficulty.  
All things considered, our strategy worked well to accomplish the project's goals, as demonstrated by the creation and implementation of Suba Shoe Fashion website. Through the implementation of agile processes, strategic utilization of tools and technologies, and proactive problem-solving, we successfully completed the development of a website that is both user-friendly and functional, catering to the needs of our intended audience.

The use of agile software development methodologies was justified by the dynamic nature of the project requirements and the need for flexibility and adaptability in responding to changing stakeholder needs. We were able to deliver incremental value throughout the development process, integrate stakeholder feedback, and iterate rapidly by using agile concepts. Also, if we feel inclined to do something different, we can do it with agile development very easily. There is a possibility to change the system by repeatedly identifying the functional requirements.

Furthermore, the choice of contemporary web development tools and frameworks was supported by their broad community support, robust capabilities, and widespread usage. We were able to assure compliance with industry standards and best practices, expedite time-to-market, and streamline development workflows thanks to these technologies.

In conclusion, our approach comprised a practical fusion of conventional and contemporary development techniques, customized to the particular demands and limitations of the Suba Shoe Fashion project. Even though there were obstacles in the road, our strategy worked well to accomplish the project's goals and provide a successful and superior product to our client.

**Chapter 4**

**Results and Discussions**

**Geographic Promotion:**

The research underscores the critical importance of extending the client's business reach beyond the confines of their local market. While the immediate area surrounding the business serves as a strong customer base, there exists significant untapped potential in distant markets. The emergence of the digital platform presents a unique opportunity to transcend geographical boundaries and promote the client's footwear business not only across Sri Lanka but also on a global scale. Leveraging digital marketing strategies, such as search engine optimization (SEO), social media marketing, and targeted advertising, can effectively amplify the visibility of the client's brand, attracting customers from far-flung regions who seek high-quality footwear options.

**Customer Preferences:**

Understanding and catering to customer preferences are paramount in driving business success. Through the research, it becomes evident that both local and distant customers prioritize certain key attributes when it comes to footwear. Customization emerges as a top priority, with customers valuing the ability to personalize their orders to align with their unique preferences and style preferences. Moreover, affordability and creativity are highlighted as essential factors influencing purchasing decisions. Customers seek footwear options that not only offer superior quality but also reflect individuality and creativity in design. By aligning product offerings with these preferences, the client can effectively resonate with target customers, driving customer satisfaction and loyalty.

**Fashion Enthusiasts**:

A distinct segment of users, identified as fashion enthusiasts, emerges as a significant demographic with specific preferences and demands. These individuals actively seek the latest trends and styles in footwear, displaying a keen interest in staying updated with fashion-forward designs. Detailed descriptions and visual representations of the client's offerings are essential in catering to this segment, as they seek trendy and fashionable footwear options that enable them to express their unique style and personality. By curating a diverse range of stylish designs and effectively showcasing them on the website, the client can effectively capture the attention and loyalty of fashion enthusiasts, thereby expanding their customer base and driving sales growth.

**Advertising Opportunities:**

The inclusion of advertising space on the website presents a strategic opportunity for both the client and potential advertisers. Businesses looking to promote their products or services can leverage the website's targeted audience to enhance brand visibility and reach. By strategically placing ads relevant to footwear and related products, advertisers can effectively engage with a highly receptive audience, driving traffic and conversions. For the client, this represents an additional revenue stream, diversifying income sources and contributing to overall business sustainability. Moreover, supporting local businesses through advertising partnerships fosters a sense of community and collaboration, further enhancing the client's brand reputation and appeal.

**Wholesale and Retail Interest:**

The expressed interest from wholesalers and retailers underscores the potential for strategic partnerships and business collaborations. Establishing dedicated web pages for wholesale inquiries and price negotiations facilitates seamless communication and transaction processes, streamlining the procurement of bulk orders. By fostering mutually beneficial relationships with wholesalers and retailers, the client can tap into new market segments and expand their distribution channels, thereby driving business growth and revenue generation.

**Analysis and Interpretation:**

The findings gleaned from the research offer valuable insights into the diverse needs and preferences of the client's target audience. By analyzing and interpreting these findings, we can formulate strategic recommendations and action plans aimed at maximizing the client's business potential and achieving sustainable growth.

First and foremost, the research underscores the critical importance of geographic promotion in expanding the client's customer base. While the local market serves as a strong foundation, leveraging digital marketing channels can effectively extend the reach of the client's business to distant markets, both within Sri Lanka and globally. By adopting a multi-faceted approach encompassing SEO, social media marketing, and targeted advertising, the client can effectively amplify brand visibility, attract new customers, and drive sales growth.

Furthermore, understanding and catering to customer preferences emerge as central tenets of success in the footwear industry. The emphasis on customization, affordability, and creativity highlights the need for the client to curate a diverse range of footwear options that resonate with the unique tastes and preferences of their target audience. By offering personalized customization options, competitive pricing, and innovative designs, the client can differentiate themselves in the market, cultivate customer loyalty, and drive repeat business.

Moreover, the identification of fashion enthusiasts as a significant demographic underscores the importance of staying abreast of the latest trends and styles in footwear. By continuously updating their product offerings to reflect current fashion trends and incorporating detailed descriptions and visuals on the website, the client can effectively appeal to this segment, capturing their attention and driving sales growth.

In addition, the inclusion of advertising opportunities on the website presents a strategic avenue for generating additional revenue while supporting local businesses. By offering targeted advertising space to businesses seeking to reach a relevant audience interested in footwear and related products, the client can diversify income sources and enhance the overall attractiveness of the website. Moreover, fostering collaborations with wholesalers and retailers through dedicated web pages facilitates seamless communication and transaction processes, enabling the client to tap into new market segments and drive business expansion.

The research findings provide valuable insights into the diverse needs and preferences of the client's target audience. By leveraging these insights to inform strategic decision-making and action planning, the client can effectively position themselves for success in the competitive footwear industry. Through geographic promotion, customer-centric offerings, strategic advertising partnerships, and collaborative wholesale and retail initiatives, the client can achieve sustained growth, drive revenue generation, and establish themselves as a leading player in the market.

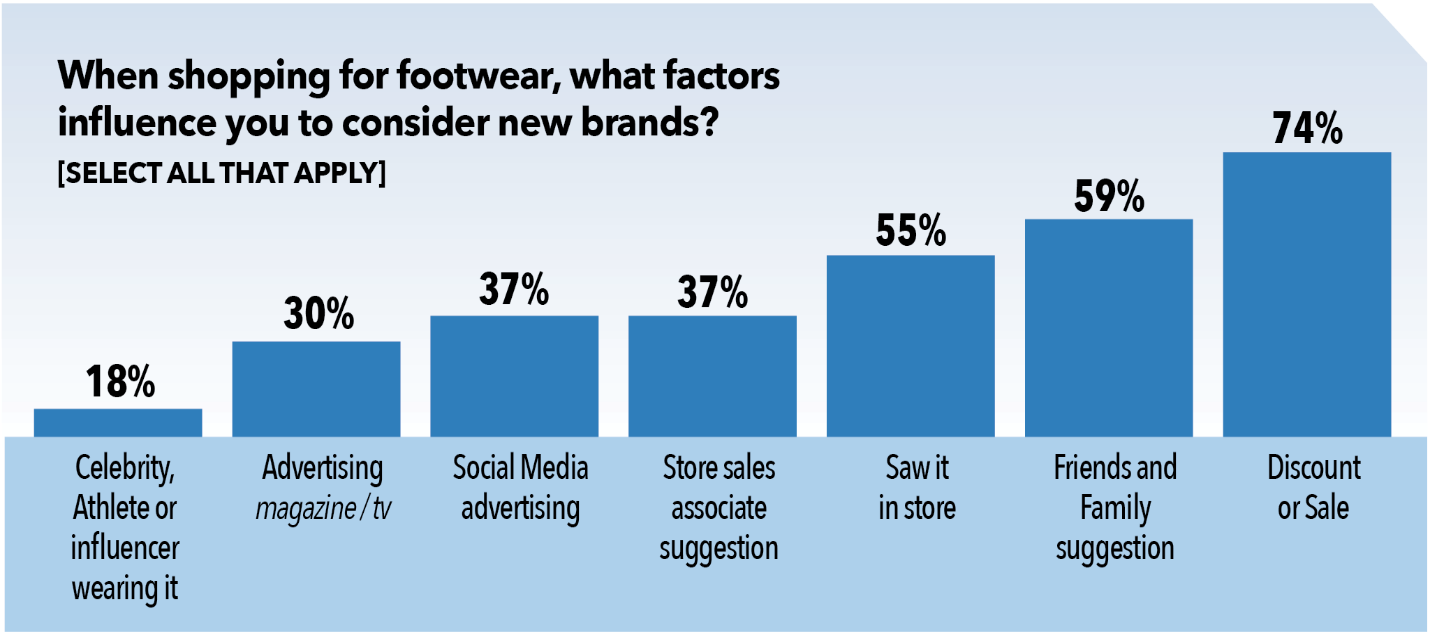


Figure 003

**Chapter 05**

**Conclusion and Future Works**

**Conclusion**

As our computing group project, we created Suba Shoe Fashion, a personalized online shoe store. Customers can purchase ready-made and personalized shoe items on this website, which serves the following three main markets: children, men, and women. This company is owned by a middle-class woman who lives in a rural location. We have learned a great deal about e-commerce, customer behavior, and rural entrepreneurship during this initiative.

The identification of the considerable customer desire for personalized footwear is one of the study's main findings. We have met a critical demand in the market and given clients individualized shopping experiences by providing customized options on the Suba Shoe Fashion website. This strategy helps the business expand and succeed while also improving consumer happiness. In our study, we identify these days most customers willing to use customized shoes than readymade shoes because of comfort.

Our project has also brought attention to how crucial user experience and user-friendly website design are to increasing customer engagement and conversion rates. We have improved the entire shopping experience for users by adding user-friendly features including simple navigation, tools for customizing products, and safe payment choices. This has increased customer loyalty and retention.

Furthermore, our project holds significance for the wider comprehension of the dynamics of e-commerce and rural entrepreneurship. It illustrates how middle-class rural entrepreneurs can use digital technology to launch and expand profitable businesses, boosting the local economy and creating jobs in the process. Furthermore, our results highlight how crucial it is to satisfy a wide range of customer wants and preferences in order to achieve sustainable growth and success—even in underserved markets.

It's crucial to recognize our study's limitations, though. Since we were undergrads studying software engineering, it's possible that not every facet of rural entrepreneurship and e-commerce dynamics was covered in our project. Furthermore, because our study only covered the technical facets of developing websites, more investigation is required to evaluate the long-term viability and scalability of this approach.

In conclusion, our project has provided valuable insights into the potential of customized shoe selling websites in meeting the needs of diverse customer segments. By leveraging digital technology and catering to consumer preferences, businesses like Suba Shoe Fashion can thrive in rural areas while contributing to the broader understanding of e-commerce dynamics and entrepreneurship.

**Future Works**

Our experience creating the personalized shoe website Suba Shoe Fashion as undergraduates studying software engineering has been educational and fulfilling. Although the project we are working on now is a big step forward, there are still a lot of opportunities for research and development that will enable us to take the platform to new heights and meet the constantly changing needs of customers in the ever-changing e-commerce market.   
  
Improved Customization options:

Improving Suba Shoe Fashion's customization options is one direction that future research should go. There is potential for growth even though the existing website lets users customize some characteristics of their shoes. Customers can have a more immersive and interesting purchasing experience by introducing cutting-edge customization options like interactive design interfaces or augmented reality (AR) shoe try-on features.

Better User Experience (UX):

Improving the website's overall user experience (UX) is a crucial area for further improvement. It is possible to find problem areas and areas where navigation, layout, and functionality might need some improvement by conducting comprehensive usability testing and user feedback sessions. A wide range of users, including those with impairments, can be served by the website by putting responsive design concepts and accessibility guidelines into practice.  
  
Performance and Speed Optimization:

To give customers a flawless browsing and purchasing experience, Suba Shoe Fashion must optimize its performance and speed. To shorten page load times and improve overall website responsiveness, future study might concentrate on putting strategies like browser caching, image optimization, and content delivery networks (CDNs) into practice.

Spreading Out Your Product Offerings:  
There's a great chance to grow by extending the product catalog outside the ladies, gents, and children categories. Identifying new trends, specialized markets, and consumer preferences through market research can help guide decisions about the launch of new product lines, such as sports footwear, casual clothing, or accessories like socks and shoe care items.  
  
Integration of Advanced Analytics:

Making use of data-driven insights and advanced analytics can yield useful information for business optimization and strategic decision-making. Subsequent investigations may examine the incorporation of predictive analytics models for the purposes of demand forecasting, consumer behavior analysis, and customized marketing approaches. Securing sensitive consumer data requires putting strong data privacy and security measures in place.

Investigation of Omnichannel Strategies: Given the increasing popularity of omnichannel commerce, there is a chance to investigate methods for connecting Suba Shoe Fashion with offline distribution channels. This could be collaborations with brick-and-mortar stores, pop-up stores, or involvement in neighborhood gatherings to broaden brand awareness and attract new clients. To offer a cohesive shopping experience, it is essential to implement order fulfillment procedures and inventory management systems that work seamlessly across all channels.  
  
Accepting Sustainability and Social Responsibility: Since ethical and sustainable consumption are becoming more and more important to consumers, Suba Shoe Fashion can appeal to eco-aware clients by including sustainability activities. This could be using eco-friendly suppliers for materials, implementing eco-friendly packaging techniques, or collaborating with charities to assist social concerns. Transparently informing customers about these measures can improve brand reputation and increase customer loyalty.

Continuous Innovation and Adaptation:

Ultimately, the long-term prosperity of Suba Shoe Fashion depends on cultivating a culture of ongoing innovation and adaptation. Remaining competitive in the quickly changing e-commerce world requires keeping up with emerging technologies, industry trends, and client preferences. Continuous upgrades and enhancements can be fueled by soliciting feedback from stakeholders and customers, then iterating the platform in response to their suggestions.  
  
To sum up, the adventure of Suba Shoe Fashion is far from ended. Suba Shoe Fashion can sustain its growth and development in the cutthroat e-commerce industry by emphasizing enhanced customization features, better user experience, performance optimization, product diversification, leveraging advanced analytics, investigating omnichannel strategies, embracing sustainability, and cultivating an innovative culture.

**Reference List**

*Laydeez | Handcrafted designer footwear store in Sri Lanka* (2024). <https://www.laydeez.lk/>

*DSI Footwear* (no date a). <https://www.dsifootwear.com/>.

*SEREPPU* (no date). <https://sereppulk.com/>.

Byun, Hee & Byun, Trina. (2016). Forecasting and Analysis of Customized Shoes Design in Domestic and Overseas Brands. The Journal of the Korea Contents Association. 16. 382-390. 10.5392/JKCA.2016.16.01.382. Bata Shoe Company of Ceylon

Bata Shoe Company of Ceylon Ltd (2023b) *Bata.lk*. <https://bata.lk/>

**Appendix 01:Questionnaire**

As undergraduates studying software engineering, our group's thesis was developing Suba Shoe Fashion, a personalized shoe website. To learn about the preferences of the shop's patrons, we polled them. According to our analysis, most of customers would rather purchase shoes online than from a physical store. Furthermore, a lot of buyers said that they preferred personalized shoes over readymade ones. that were already created.We collected this data from the customrs who came to the physical store.Because we'd want to know the true thoughts from the real customers.   
  
We also found a way to work together with business owners who are interested in running advertisements on our platform. Through this collaboration, these business owners would be able to advertise their companies on our website.we intend to provide oppertunity to do it with our website.  
In conclusion, our study demonstrates how well-liked our website is by users and how they like personalized shoes. Additionally, we aim to capitalize on this by offering advertising opportunities for entrepreneurs, thereby mutually benefiting from increased visibility and revenue.

**Questionnaire form pdf link is given below.**

<https://github.com/nimnamjalee/PUSL2021-Group_project/blob/5c77f0e4462e4632db4f964675f28a557b1a1bc0/feedback%20forms%20gkhfonseka.docx>

**Appendix 2: project Interim Report**

Project interim report’s link is given below.

<https://github.com/nimnamjalee/PUSL2021-Group_project/blob/55cf41639745b41efc1e953673166284427767e6/GP%20Intrim%20Sub01%20PDF.pdf>