

Online Clothing Shopping site

Submitted in partial fulfillment of the requirements of the
degree

BACHELOR OF ENGINEERING IN COMPUTER ENGINEERING

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Abstract

'Tshop " is a web-based software application developed in "WIX" to manage the online shopping of clothes for everyone i.e men, women that happens in a normal shop. This project provides an effective way of user interaction with the website to select the clothing among various varieties with good deals, adding it to cart and getting the order delivered. It is a safe, fast and reliable website for the user. The online clothing site that is Eaten and co delivers good quality clothes for every age group. It is useful in the way that it makes an easier way to buy products online. Today we know how clothes are considered as one of the basic thing for human beings, it is important everywhere we go, so we produce reliable products with good customer care and delivery policy, available for all age groups. In this proposed Site the user will be able to view the latest fashion designs online and place an order. Consumers will be able to browse and search products under different categories. Selected products or items selected for purchase would be added into the virtual shopping cart. Which can be managed separately by the customer. It can be examined at any time by customers for selected products, their quantity & price. These would be the main functionalities of the website.

Acknowledgments

We take the opportunity to thank all those people who have helped and guided us through this project and make this experience worthwhile for us. We wish to sincerely thank our reverend Bro. Jose Thuruthiyil and principal Dr. Sincy George for giving us this opportunity for making a project in the Final Year of Engineering. We would also like to thank HOD of the Computer department Dr. Kavita Sonawane and all teaching and non-teaching staff for their immense support and cooperation.

Last but not the least we would like to thank Dr. Nazneen Ansari for guiding us throughout the project and encouraging us to explore this domain.

List of Abbreviations

Sr No.	Abbreviation	Expanded form
1	HMI	Human Machine Interaction
2	HTML	HyperText Markup Language
3	XL	Extra Large
4	L	Large
5	M	Medium
6	S	Small

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1. Introduction

1.1 Description

The reason we implemented the online shopping site is that:

1. Accessibility: 24 Hour Marketplace

E-commerce and social media websites that can be accessed 24/7 will allow you to reach customers all over the world. Consumers will feel comfortable at any time to be able to purchase what they want, and when they want it. We will not lose sales figures with online stores that are open 24/7, compared to regular store opening hours. Investment in building format does function as a place (physical store). So even with a good domain name that is paired with online marketing.

2. Practical and Easy to Manage Marketing Costs

Strategically developing web websites and online fashion stores give more spectacular benefits while saving money. If compared with building a store building, signboard, and all the expensive techniques to create our business, it is recognized. An online fashion store allows you to feel an increased risk of profitability. Online business owners do not need to consider the high costs of shop rental, security measures, utility bills, and large staff teams. In the end, it allows us to market products at competitive prices.

3. Customer Comfort

Lately, customers who appreciate the convenience of purchasing goods online are increasing. Compared to draining time in a physical store, people choose to buy over the internet. This can be done at any time either during work hours or before and after activities. The presence of online fashion sites and shops makes it easy for all people, including parents and people with disabilities, to purchase goods without difficulty. Smart businesses are aware of this business and choose to have their website that accommodates their products and services. The aim is for prospective customers to wander online for the products they want to buy. Because, potential buyers want to make more purchases when they can do it instantly, rather than waiting for the regular store to open.

1.2 Motivation

More people than ever are using online retailers for their fashion purchases. The amount of revenue being created by those people has allowed businesses to grow and is now integral to their success.

Statistics show that e-commerce is now an essential tool for the fashion industry. In 2018, the industry generated a worldwide revenue of \$481 billion. In 2019, that statistic rose higher to \$545 billion and is projected to rise further to \$713 billion by 2022.

The constant rise in revenue generated is partially down to the rise in potential consumers. The number of consumers is expected to increase by a further 1.2 billion by 2020, with most of those new buyers being aged between 16-35 years of age.

Fashion ecommerce is helped by growth in several sections of clothing. And whilst growth is slowing in many of them, the projections are still positive.

The strongest of those sections is the accessories and bags sector, which grew by a huge 15.6% in 2018 and is projected to still grow by 8.7% by 2022.

Here are a few other statistics of note that have contributed to the growth of ecommerce in the fashion industry:

- 43% of purchases are made after personalized recommendations (via advertisements)
- 75% of consumers brands to personalize messages, offers, and products
- China was the most free-spending nation in 2019, spending \$740 billion on ecommerce. That is \$179 billion more than was spent in the USA (the second largest market).
- 77% of people in South Korea made an online fashion purchase in 2019.

That is the most of any nation.

1.3 Problem Statement & Objectives

- Problem Statement**

The main aim of this project is to develop an interactive and dynamic website that provides the customer with an on-the-click functionality to search for their desired products over a wide range of Clothes available and buy them easily and at any time according to the user's convenience, to view the product and the information on the product so the user is sure of what they are buying.

- Objectives**

1. The objective of the system is to provide the customer with on-the-click functionality that helps them to search over a variety of Clothing products at a centralized location and buy the products that best suit their requirements in an easier and faster fashion.
2. The software system is designed in such a way that anyone can view the updates of the products being offered on the website at any time that too easily.
3. The system also aims at providing the customers with an account through the process of registration and with a mechanism that lets the customer give feedback or ask a query pertaining to the product being offered online.

2. Proposed System

2.1 Introduction

“Online Shopping” is a web-based software application developed in “WIX” to manage the different transactions and operations that occur in a Clothing shop. Functionalities provided by our website are as, The Customers can find and buy the latest collection of clothes with different categories like Shirts, T-Shirts etc. A Product is available in different categories of Size (XS, S, M, L, XL) and Color. Every product has a Quick view feature designed to allow the customers to see more details and images for a product via an overlay window. Additional Ribbons can also be seen in the interface which will help the customers to make quick choices of buying a product; like New Arrival, Sale, Out of Stock etc. Every Product has its unique ID, along with this, a detailed description of the Product is available. Return and Refund Policy along with Packaging Details are well mentioned. Customer Queries can be resolved in two ways; One is they can mail to the admin of the shop by navigating to the Contact Us Page and the other way is by having a direct chart with the administration personnel by utilizing the Text Chat Icon Provided. Customers can Login or Sign Up to the Website. Selected products by the customers will be added into the Virtual Shopping Cart. Transactions can be carried out with the help of a simple Shopping Cart and Checkout System. This project provides an effective managing platform to any Clothing Shop for providing fast, reliable and comfortable service to the customers. Along with this the administrator can easily maintain and update Clothes products in the website.

2.2 Architecture

Figure 1: Block diagram of Online Clothing shopping site

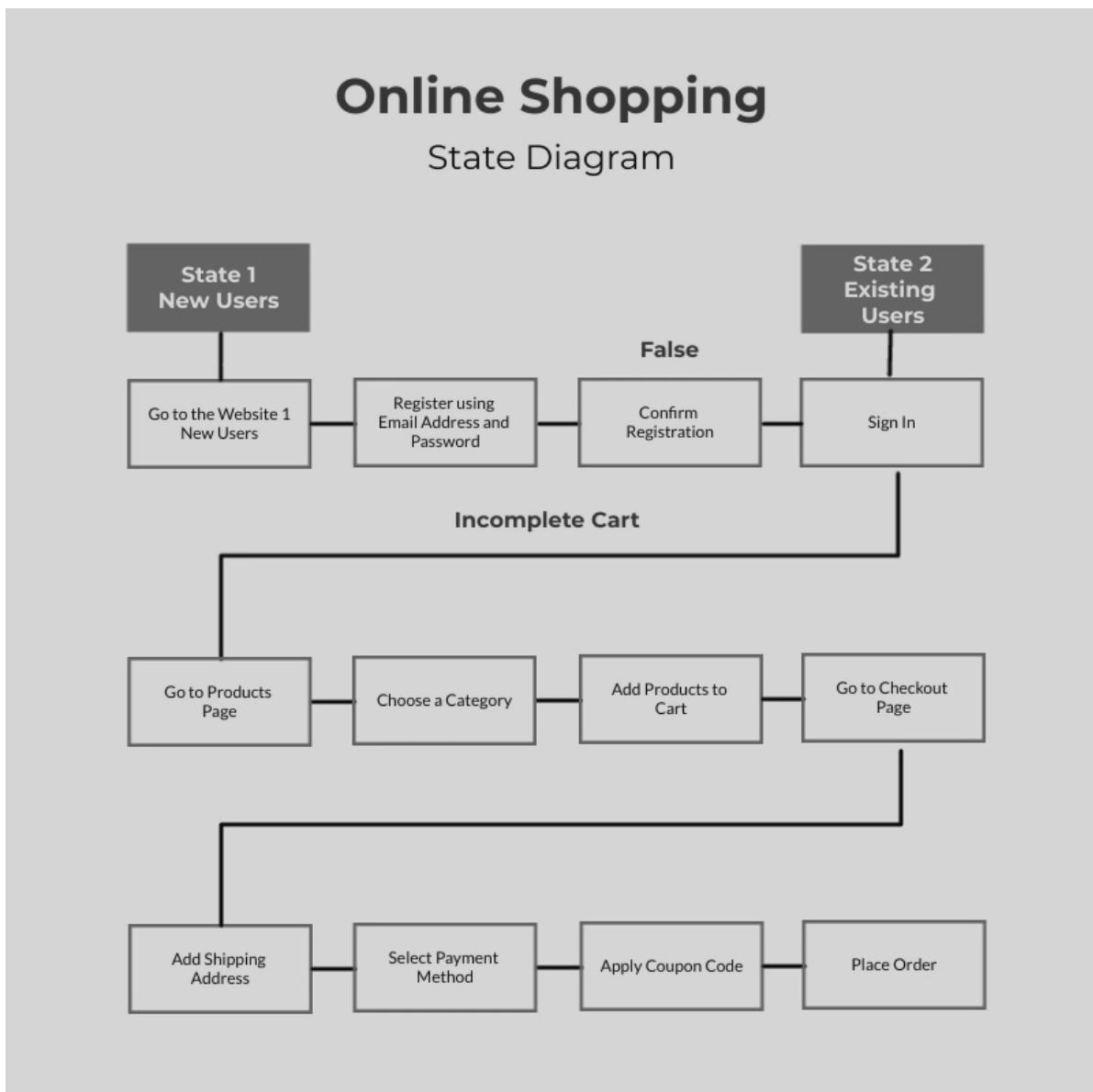


Fig1: Block diagram for online shopping website

2.3 Procedure

Steps to website using wix.com:

1. Create an account in wix.com

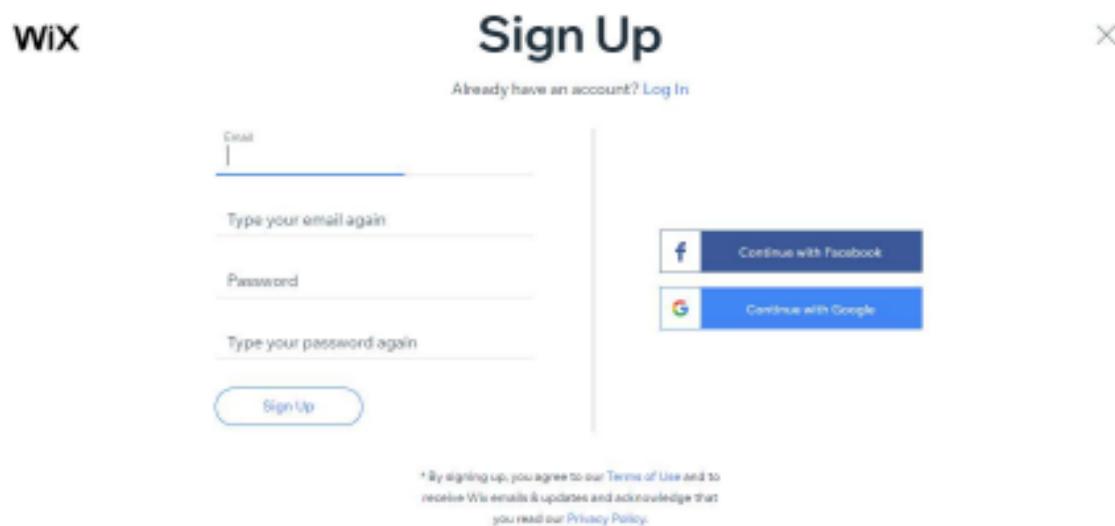


Fig 2:Create an account in Wix

2. Select an appropriate type for website

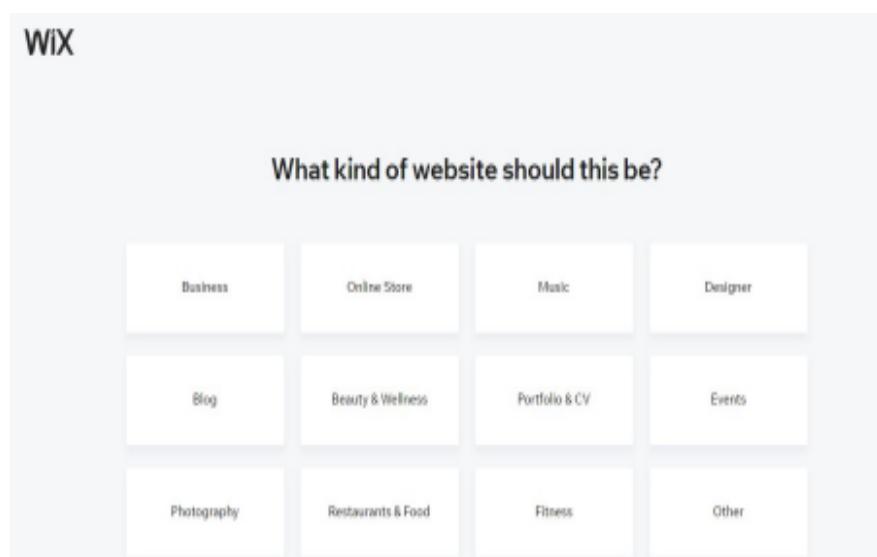


Fig3: Select any one edit type

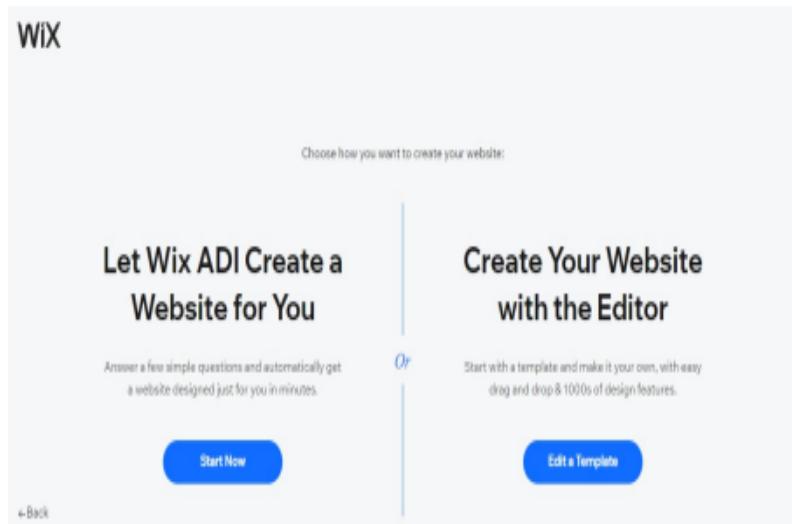


Fig 4: Select any one edit mode

4. Select the template if your choice and start editing

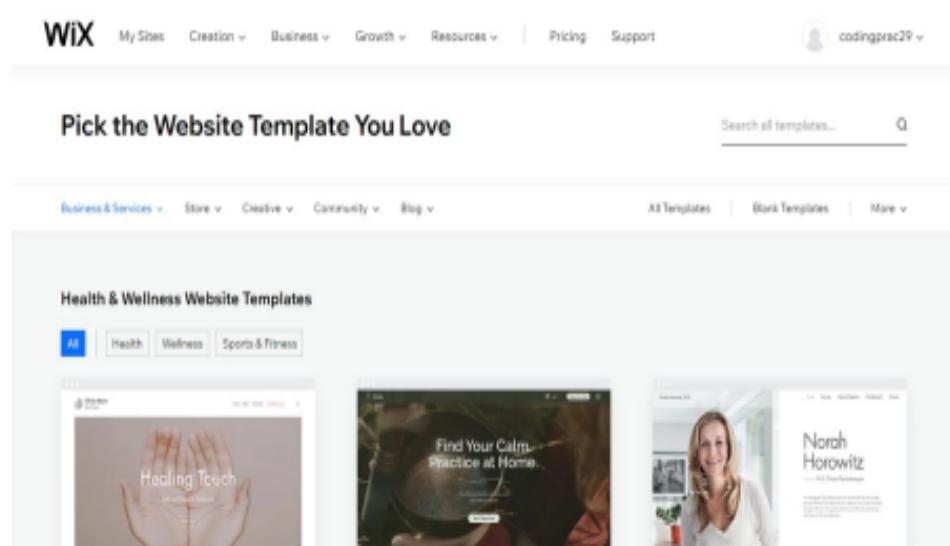


Fig 5: Customize your theme

5. You can add images of your choice and also for background you can add images or videos from external sources or source provided by wix.com.

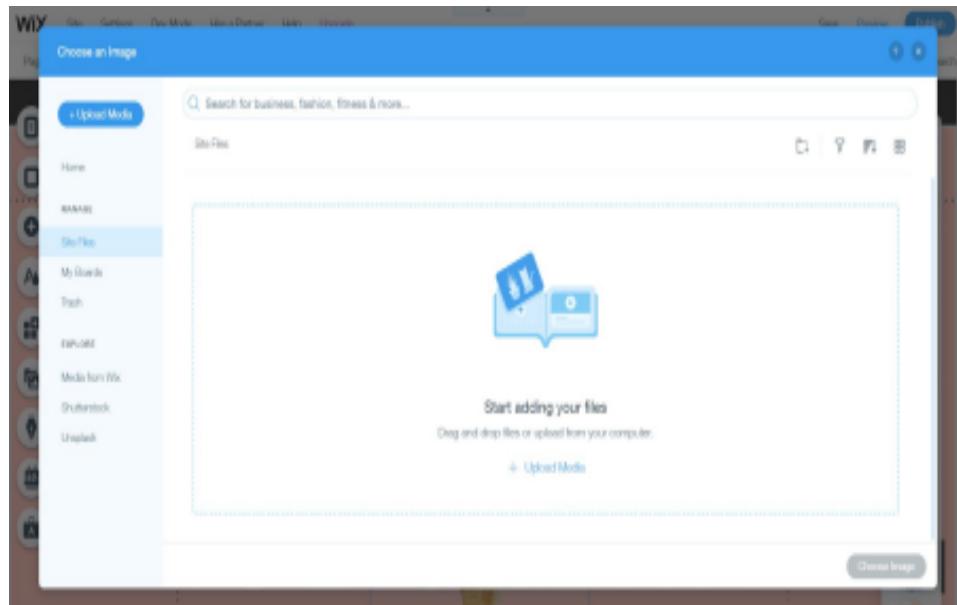


Fig6: Add images

6. You can add and edit text of your choice. You can also change the font, size and theme of the paragraph.

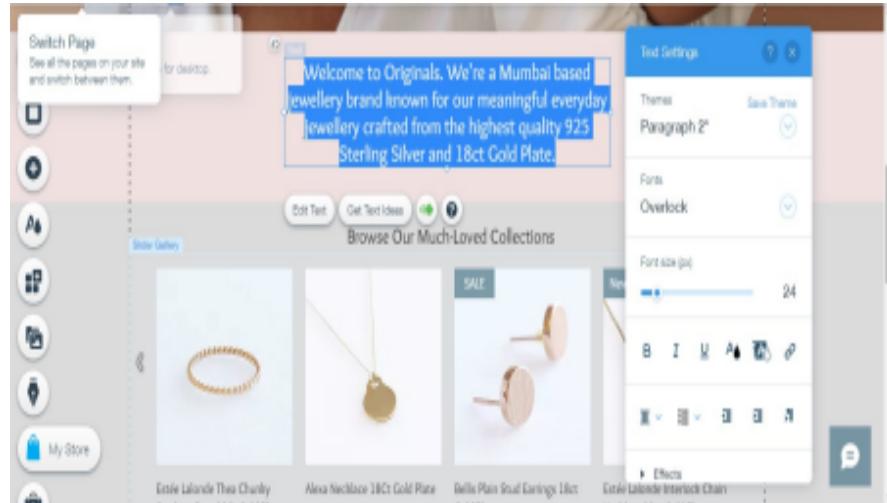


Fig7: Edit paragraph

2.4 Tools

- **Tool Used:** <https://www.wix.com/>
- **Tool Description:**

Wix.com Ltd. is an Israeli software company, providing cloud-based web development services. It allows users to create HTML5 websites and mobile sites through the use of online drag and drop tools. Along with its headquarters and other offices in Israel, Wix also has offices in Brazil, Canada, Germany, India, Ireland, Lithuania, the United States, and Ukraine. Users can add social plug-ins, e-commerce, online marketing, contact forms, email marketing, and community forums to their web sites using a variety of Wix-developed and third-party applications. The Wix website builder is built on a freemium business model, earning its revenues through premium upgrades.

2.5 Screenshots

Site:<https://subhash2016mishra.wixsite.com/my-site/new>

Screenshot from the Website:

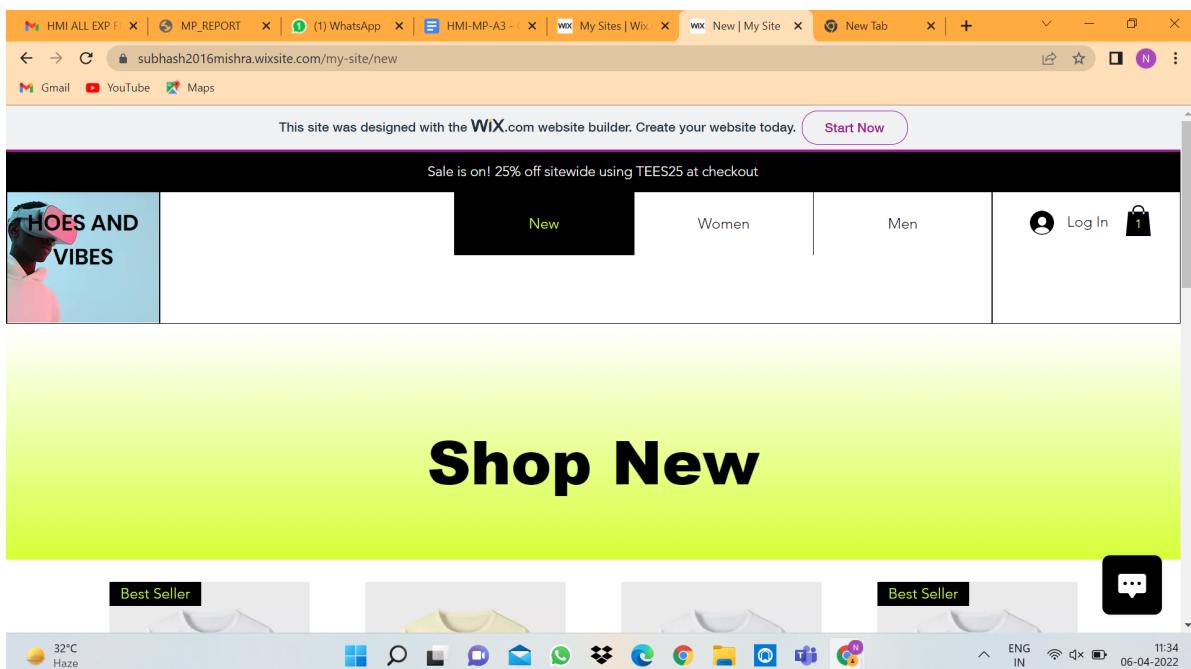


Figure 8: Home Page

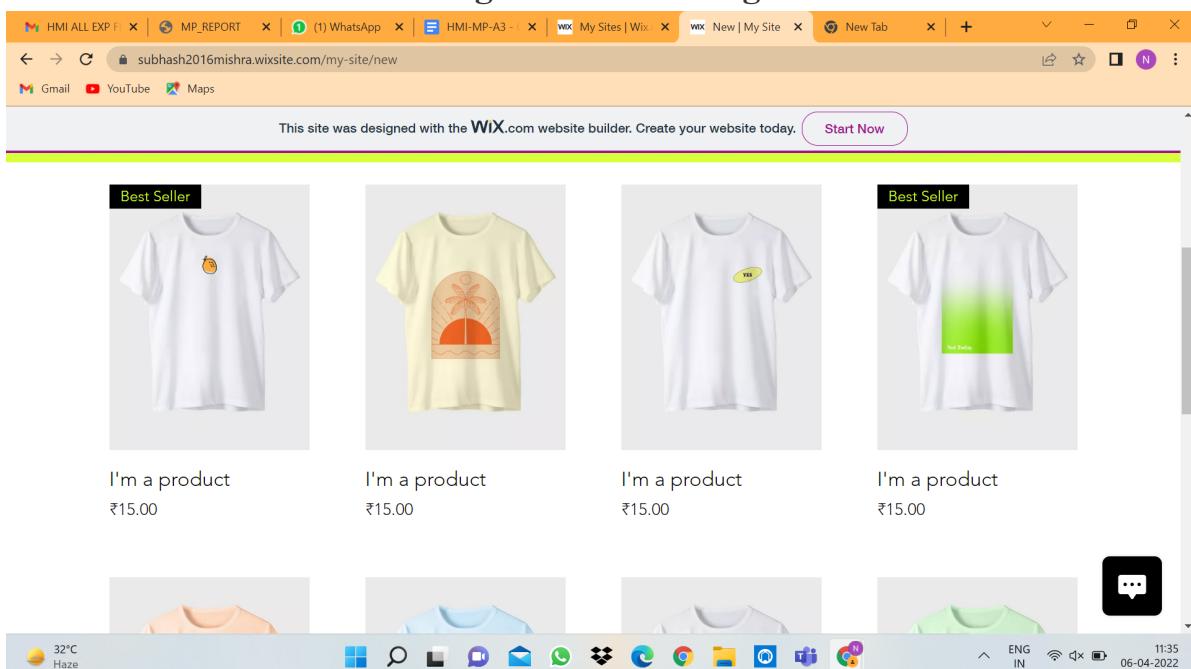


Figure 9: Collections under our Home page

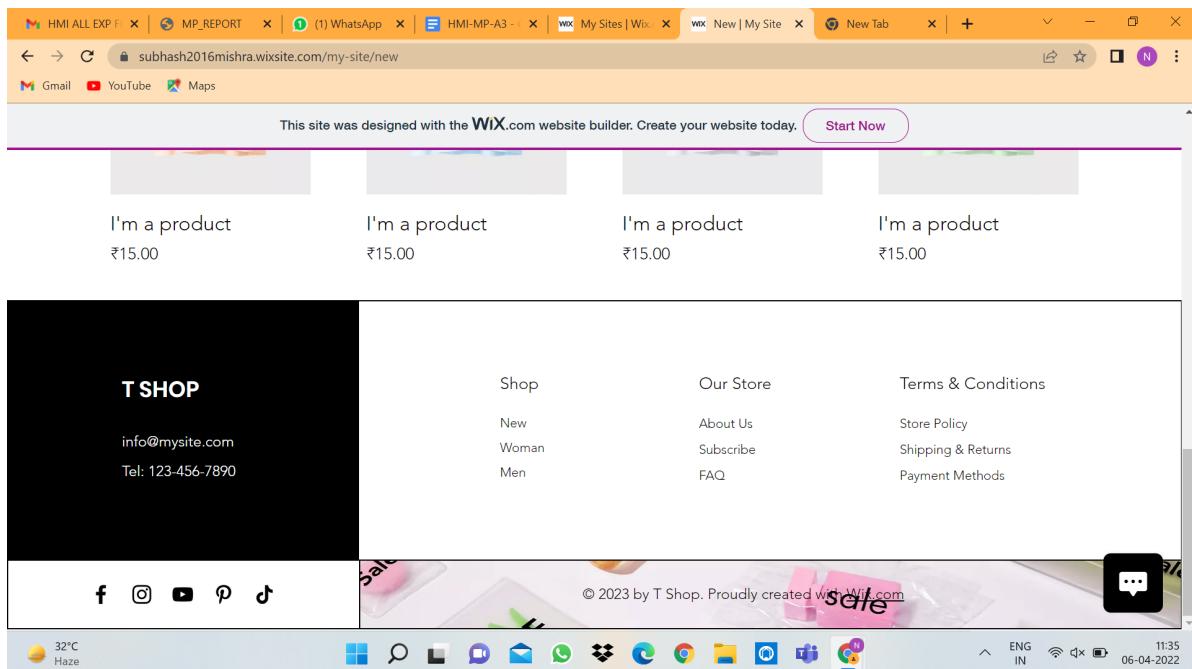


Fig10: Help center for our clients in our Home page

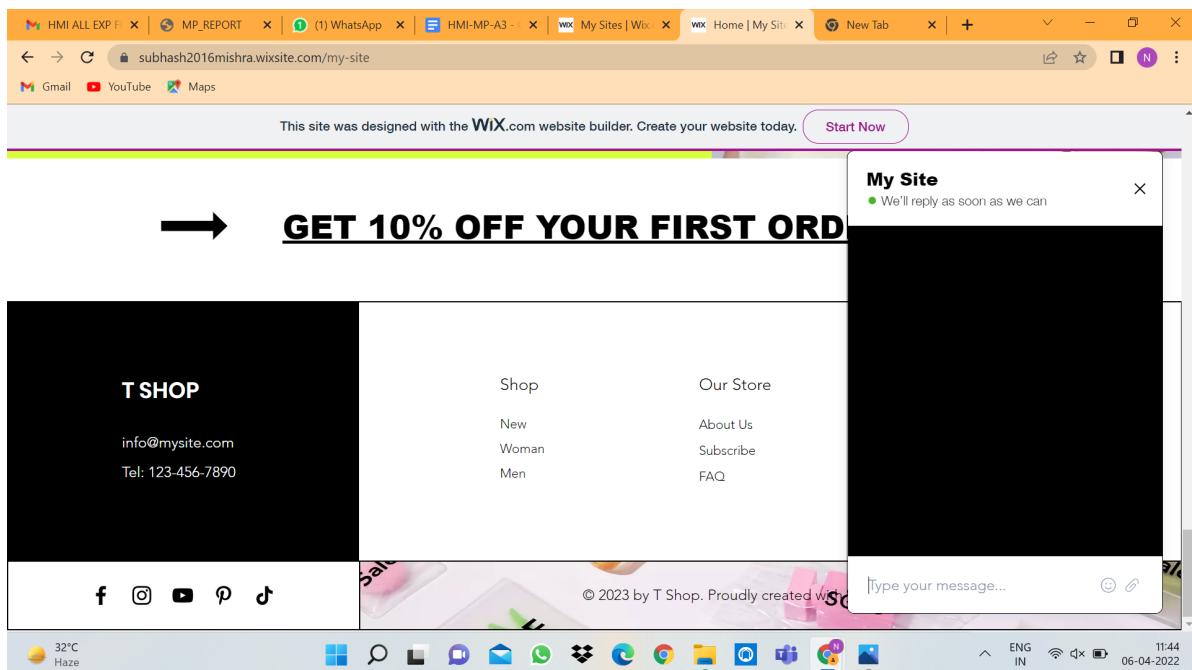
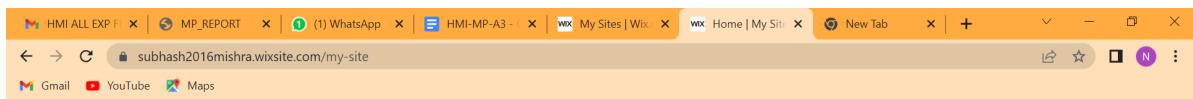


Fig11: Feedback or the complaint page to note our clients information



Sign Up

Already a member? [Log In](#)

[Sign up with Facebook](#)

[Sign up with Google](#)

or

[Sign up with email](#)



Fig12: Login Page in our home page

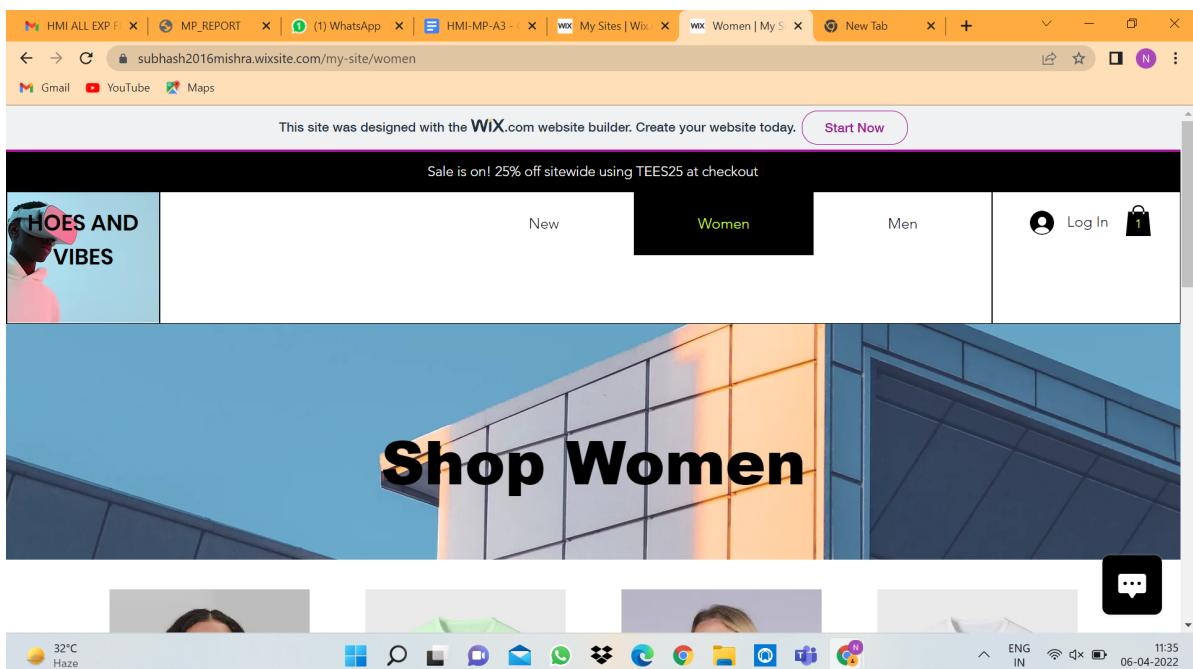


Fig13: Womens category of clothing

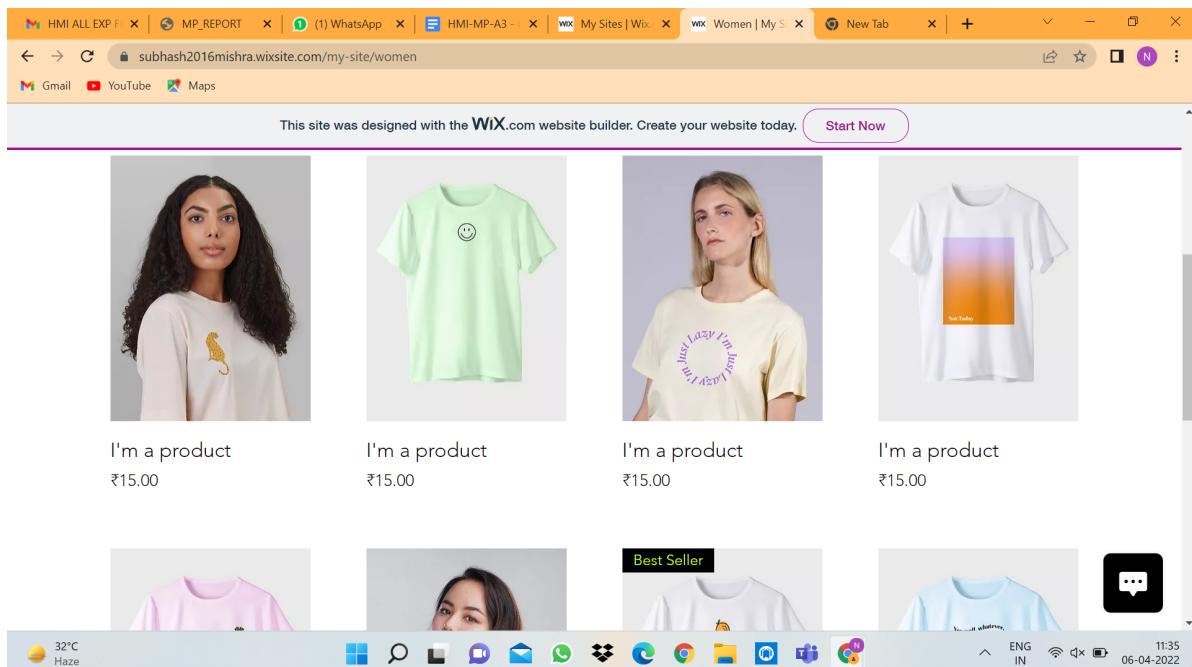


Fig14: Clothing Collection under women's category

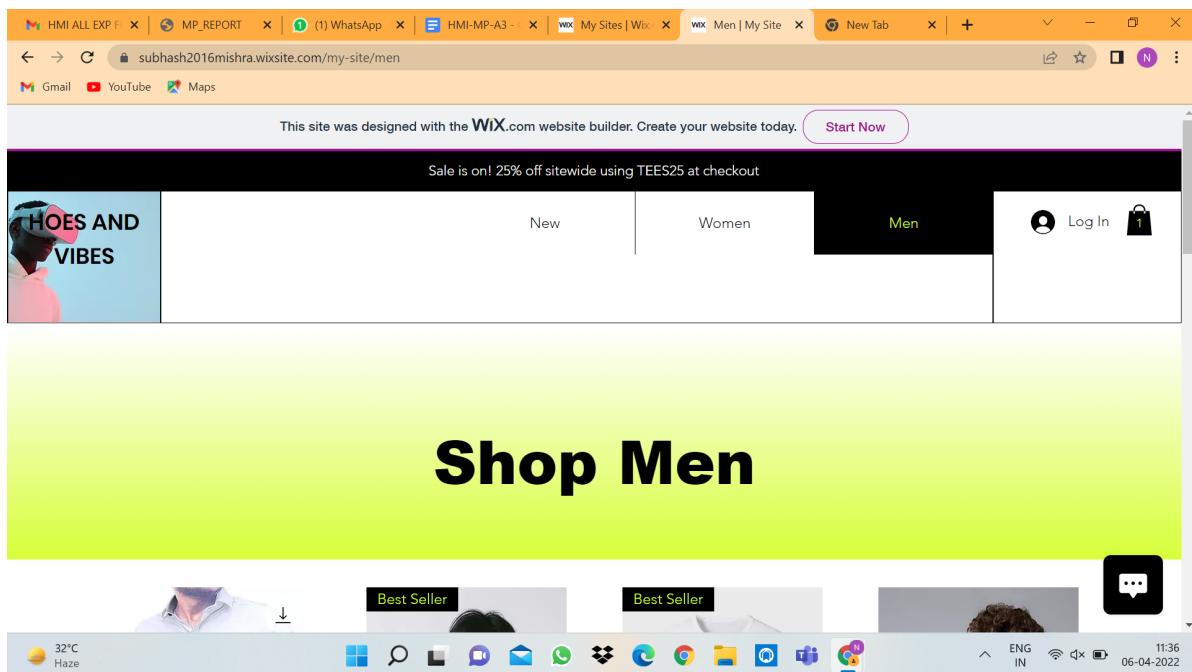


Fig15: Men's category in clothing

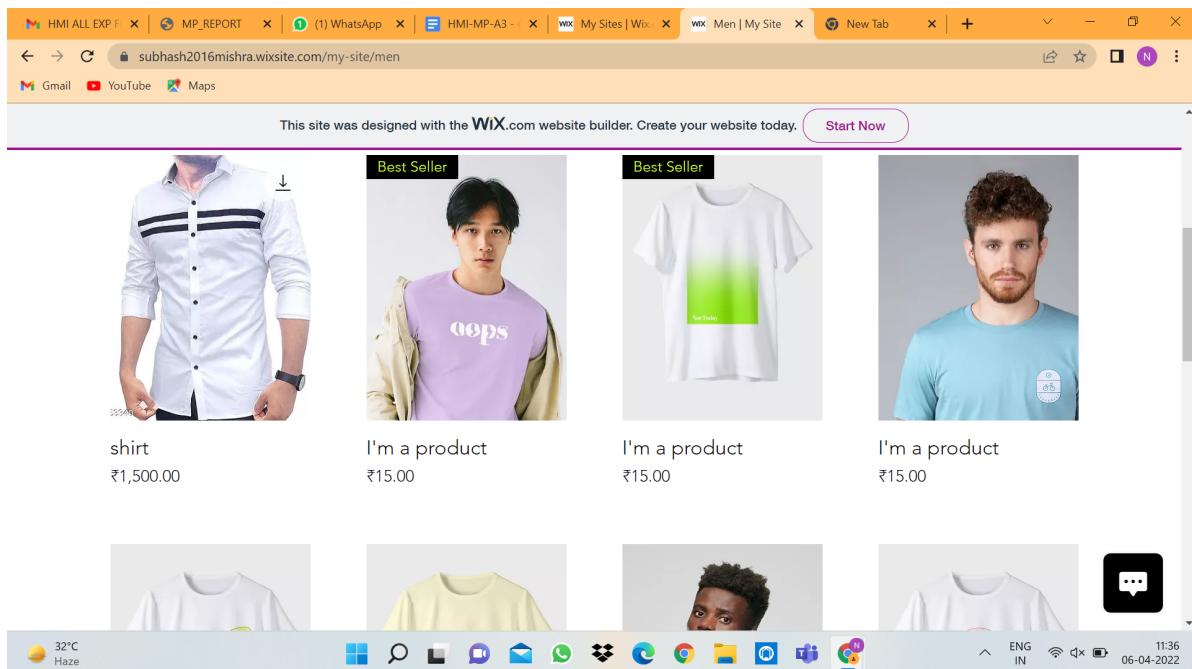


Fig16: Collection of clothes under mens category

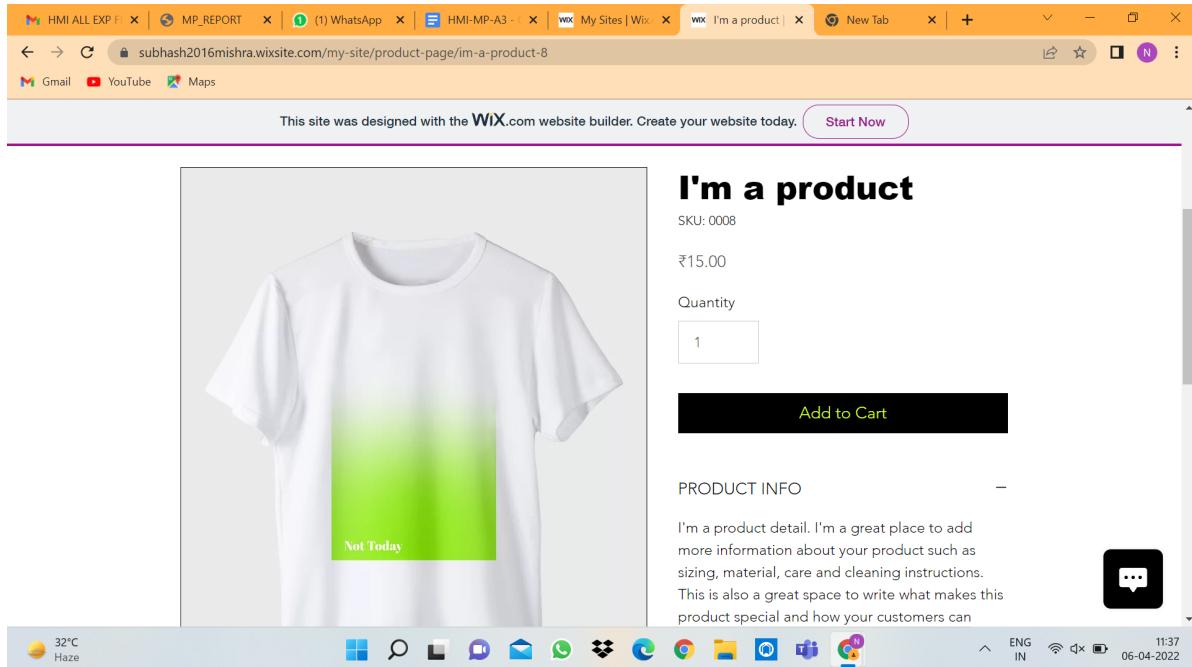


Fig17: Add to cart section

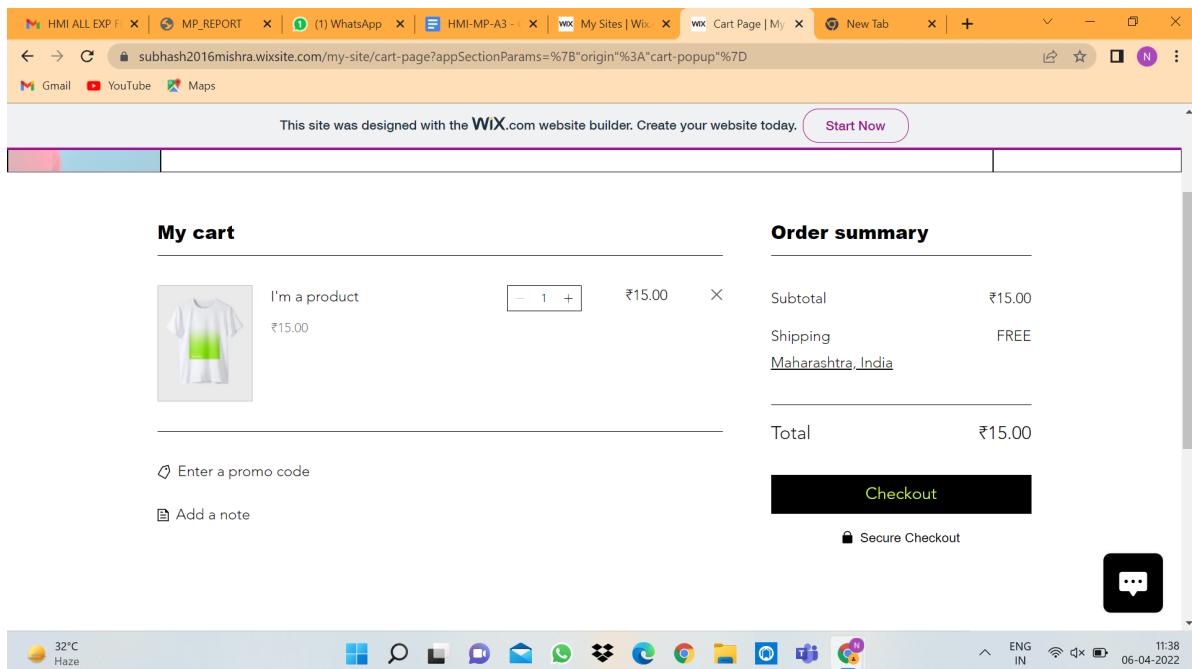


Fig18: My cart and checkout page with promo code and note section

2.6 Conclusion

The proposed JSS Project in Wix is designed for Online Clothing Shopping site to facilitate faster processing time and accurate computation as compared to the existing system. This web based software can be accessed from anywhere with the internet and has a good scope. It is flexible enough to incorporate new features and modules as per the user requirements. The customer can view their favorite design and purchase accordingly. The website also gives the provision of online delivery which will be very useful to the customers.

References

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