

CHAPTER - 1

INTRODUCTION

COMPANY PROFILE

Founded in 2024, “**Step in Style**” is a leading footwear brand dedicated to providing high-quality, comfortable, and stylish.

Our mission is to inspire individuals to embrace their unique style through innovative and sustainable footwear designs.

Vision is to become the global symbol of comfort, quality, and ethical fashion.

Core Values are Passion, innovation, sustainability, and customer satisfaction.

EXISTING SYSTEM AND NEED FOR SYSTEM

Technical Problems:

Such as slow page loading, server errors

User Experience (UX) Issues:

Poor navigation, confusing layout, or unclear product information

Inventory and Product Management:

Issues like out-of-stock items not properly updated on the website

Mobile Responsiveness:

Failure to optimize the website for mobile devices

Reporting:

Was not able to generate reports as per requirement

NEED FOR SYSTEM

Hardware Requirements:

- **Processor:** A multi-core processor (e.g., Intel Core i3, i5 or AMD Ryzen 5) for efficient performance.
- **RAM:** At least 4GB of RAM, but ideally 8GB or more for smooth operation.
- **Storage:** A minimum of 500MB of storage space for the XAMPP installation, website files, and database.
- **Network:** A reliable internet connection with sufficient bandwidth.

Software Requirements:

- **Operating System:** Windows, macOS, or Linux (XAMPP is available for all three).
- **XAMPP:** Download and install the latest version of XAMPP for your operating system.
- **Web Development Tools:** A code editor or IDE like Visual Studio Code, Notepad++ for writing HTML, CSS, JavaScript, and PHP code.
- **Database Management Tool:** A tool like phpMyAdmin (included in XAMPP) to manage your MySQL database.

Additional Considerations:

- **Security:** Keep your XAMPP installation and website updated with the latest security patches.
- **Performance:** Monitor your website's performance and optimize it as needed to ensure fast loading times.
- **Scalability:** If your website's traffic grows, consider upgrading your hardware or using a cloud-based hosting solution.
- **Backup:** Regularly back up your website files and database to protect against data loss

SCOPE OF THE SYSTEM

The scope of this Step in style project encompasses several key features

and functionalities:

1. Product Catalog Management:

- Organizing footwear products into categories such as shoes, sneakers, sandals, boots, etc., and further subdividing them for easy navigation.

- Managing detailed product information including brand, size, color, material, price, availability, and customer reviews.
- Tracking stock levels, managing variants (sizes, colors), and
- updating availability in real-time.

2. Responsive Design and Compatibility:

- Ensuring the website is optimized for seamless performance across various devices (desktops, tablets, smartphones) and different operating systems.

3. Search the product:

- Implementing robust search capabilities with filters (size, color, price range) and sorting options (popularity, price).
- Keeping track of previously searched products in search panel

4. Personalization and Recommendations:

- Collecting and analyzing user data to personalize product recommendations based on browsing history, purchase behavior, and preferences.
- Offering personalized discounts, promotions, and notifications to enhance engagement and increase conversion rates.

5. Product Detail Pages:

- Displaying comprehensive details about each product, including images (multiple views), descriptions, specifications, and customer reviews.
- Suggesting related or similar products to encourage cross-selling and upselling opportunities.

6. Shopping Cart and Checkout Process:

- Allowing users to add, remove, and modify items in their shopping carts before proceeding to checkout.
- Integrating secure payment gateways to facilitate seamless and safe transactions using various payment methods (credit/debit cards, PayPal, etc.)

7. User Management and Authentication:

- Allowing users to create accounts, manage profiles, and store preferences for personalized shopping experiences.
- Ensuring secure login processes and protecting user data through encryption and compliance with data protection regulations.

8. Customer Support and Communication:

- Providing customer support options such as FAQs, contact forms, and dedicated customer service for resolving queries and issues promptly.
- Allowing users to track their orders and providing updates on order status and shipment.

9. Reporting:

- Utilizing analytics to gain insights into customer behaviour, market trends, and operational efficiency to make informed decisions.
- Generate reports as per customer requirement (e.g. finding from date to date products they've purchased)

10. Security:

- Protect user data and ensure secure transactions.

FEASIBILITY STUDY

1. Market Analysis

- **Target Market:** Identify the specific demographic or psychographic groups you want to target.
- **Market Size and Growth:** Determine the size of the market and its projected growth rate.
- **Customer Preferences and Trends:** Understand current trends in footwear design, materials, and styles.
- **Competitive Analysis:** Evaluate existing competitors in terms of their products, pricing, marketing strategies, and market share.

2. Technical Feasibility

- **Production Process:** Outline the steps involved in manufacturing footwear, including sourcing materials, design, production, and quality control.
- **Equipment and Machinery:** Determine the necessary equipment and machinery, their costs, and maintenance requirements.
- **Manufacturing Location:** Evaluate potential locations based on factors like labor costs, infrastructure, and proximity to suppliers.

3. Financial Feasibility

- **Startup Costs:** Estimate the initial investment required for equipment, inventory, marketing, and operating expenses.
- **Revenue Projections:** Forecast potential sales and revenue based on market research and pricing strategies.
- **Profitability Analysis:** Calculate the projected profit margin and payback period.
- **Funding Sources:** Explore various funding options, such as loans, investments, or personal savings.

4. Legal and Regulatory Considerations

- **Business Structure:** Choose the most suitable legal structure for your business (e.g., sole proprietorship, partnership, corporation).
- **Permits and Licenses:** Identify any necessary permits or licenses required to operate a footwear business.
- **Intellectual Property:** Protect your designs and branding through trademarks, patents, or copyrights.
- **Labor Laws:** Ensure compliance with labor laws and regulations in your region.

5. Operational Feasibility

- **Supply Chain Management:** Establish reliable sources for materials and components.
- **Quality Control:** Implement quality control measures to ensure consistent product quality.

- **Distribution Channels:** Determine the most effective channels for distributing your footwear (e.g., retail stores, online platforms, wholesalers).
- **Customer Service:** Plan for customer service strategies to address inquiries and complaints.

6. Risk Assessment

- **Identify Potential Risks:** Assess various risks such as market fluctuations, economic downturns, competition, supply chain disruptions, and regulatory changes.
- **Develop Mitigation Strategies:** Create plans to address and mitigate potential risks.

OPERATION ENVIRONMENT: SOFTWARE

Software

| Particular | Specification |
|------------------|--|
| Operating System | Minimum Windows 10 or above |
| Browser(s) | <ul style="list-style-type: none"> • Google Chrome • Internet Explorer |

BRIEF DESCRIPTION OF TECHNOLOGY USED

1.6.1 Operating System Used –

Windows –

Windows has become a popular choice for PHP development due to several key advantages:

1. Wide Availability and Accessibility:

- **Ubiquity:** Windows is one of the most widely used operating systems globally, making it easy to find and acquire hardware and software.
- **Accessibility:** A vast community of developers and users ensures ample resources, tutorials, and support for Windows-based PHP development.

2. Powerful Development Tools:

- **Integrated Development Environments (IDEs):** Windows offers a range of powerful IDEs like Visual Studio Code, PhpStorm, and NetBeans, which provide features like code completion, debugging, version control, and deployment tools.

- **Text Editors:** For those who prefer a lightweight approach, popular text editors like Sublime Text and Notepad++ are readily available on Windows.

3. Easy Server Setup:

- **WAMP/XAMPP Stacks:** Setting up a local development environment is straightforward using popular stacks like WAMP (Windows, Apache, MySQL, PHP) or XAMPP (cross-platform, Apache, MySQL, PHP, Perl). These bundles provide all the necessary components for PHP development.
- **Cloud-Based Hosting:** For production environments, Windows-compatible cloud hosting providers like Azure and AWS offer scalable and reliable solutions for PHP applications.

4. Strong Community and Support:

- **Active Forums and Communities:** A large and active community of PHP developers on Windows platforms ensures ample support, knowledge sharing, and problem-solving resources.
- **Regular Updates and Bug Fixes:** The Windows ecosystem benefits from regular updates and bug fixes, ensuring a stable and secure development environment.

5. Integration with Other Microsoft Technologies:

- **Seamless Integration:** Windows integrates well with other Microsoft technologies like SQL Server, Active Directory, and .NET, making it a suitable choice for projects that involve these components.

6. Cost-Effective:

- **Free and Open-Source Tools:** Many essential tools for PHP development on Windows are free or open-source, making it a cost-effective option for individuals and small businesses.

Technology Used –

HTML (Version HTML 5):

- HTML stands for Hyper Text Markup Language
- HTML is the standard markup language for creating Web pages
- HTML describes the structure of a Web page
- HTML consists of a series of elements

- HTML elements tell the browser how to display the content
- HTML elements label pieces of content such as "this is a heading", "this is a paragraph", "this is a link", etc.

In this project, the HTML is used for creating web pages, structuring contents (e.g. headings, paragraphs, lists), Creating links, Embedding media, Forms, Tables, Semantic elements, integration with other technologies like JavaScript and CSS.

CSS (Version CSS 3):

- CSS stands for Cascading Style Sheets
- CSS describes how HTML elements are to be displayed on screen, paper, or in other media
- CSS saves a lot of work. It can control the layout of multiple web pages all at once
- External stylesheets are stored in CSS files

CSS is used to define the presentation and styling of HTML elements on web pages, Layout controls, Responsive Design, and Customization.

PHP (Version 8.2.6):

- PHP is an acronym for "PHP: Hypertext Pre-processor".
- PHP is a widely used, open-source scripting language.
- PHP scripts are executed on the server.
- It is powerful enough to be at the core of the biggest blogging system on the web.
- It is deep enough to run large social networks!
- It is also easy enough to be a beginner's first server-side language!

PHP is used to manage sessions, handle forms, and interact with databases to create dynamic and interactive web applications.

Javascript (Version ECMAScript 2023):

- JavaScript is the programming language of the Web.
- JavaScript is easy to learn.
- This tutorial will teach you JavaScript from basic to advanced.

Javascript is used for manipulating HTML / CSS, Event Handling, Form validation, Server-side Development and Mobile app development.

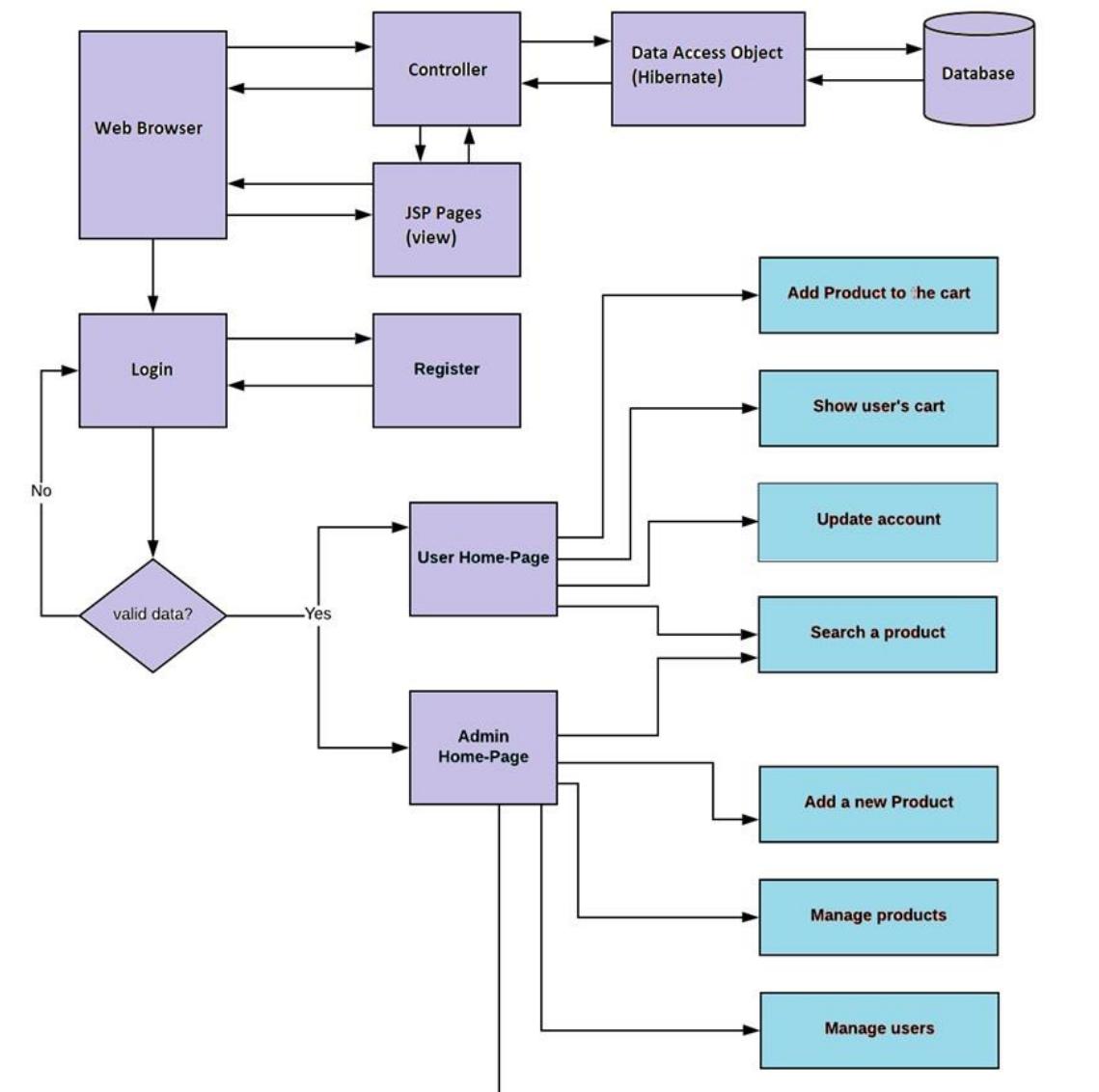
MySQL (Version: 8.1):

- MySQL is a relational database management system
- MySQL is open source
- MySQL is free
- MySQL is ideal for both small and large applications

- MySQL is very fast, reliable, scalable, and easy to use
- MySQL is cross-platform
- MySQL is compliant with the ANSI SQL standard
- MySQL was first released in 1995
- MySQL is developed, distributed, and supported by Oracle Corporation
- MySQL is named after co-founder Monty Widenius's daughter: My

MySQL is used to create database and manage them, Data manipulation(create,read,update,delete) , authentication mechanism , Data Backup and recovery , generate reports and perform data analysis through SQL queries.

ARCHITECTURE OF SYSTEM



CHAPTER - 2

PROPOSED SYSTEM

- The proposed system will enhance administrative features for better management and monitoring of the system.
- The proposed system will personalize product suggestions
- The proposed system will integrate with trusted payment gateways ensuring secure transactions
- The proposed system will secure customer authentication and payment processing to protect user information.
- The proposed system will introduce a feedback mechanism for users to submit complaints, suggestions, and inquiries.

OBJECTIVES OF PROPOSED SYSTEM

Here are the objectives of the step in Style project summarized:

- To provide a wide range of products
- To provide search facility on website
- To manage inventory levels, track product availability in real-time, and prevent stockouts or overstock situations to ensure customers can find and purchase desired items without delays.
- To generate reports as per need
- To add feedback and reviews as per customer experience

USERS OF SYSTEM

1. Product Explorer:

- **Browsing:** Users browse the website to discover different styles, brands, and types of footwear.
- **Filtering and Sorting:** They use filters and sorting options to narrow down their search based on preferences like size, colour, price, and material.

- **Product Details:** Users click on individual products to view detailed information, including descriptions, images, and customer reviews.

2. Admin:

- **Adding to Cart:** Once they find a desired product, users add it to their shopping cart.
- **Checkout Process:** They proceed to the checkout process, entering their shipping and payment information.
- **Order Tracking:** After placing an order, users can track its status and estimated delivery time.

3. Customer:

- **Feedback and Reviews:** Users share their experiences by leaving reviews and ratings for products they've purchased.
- **Customer Support:** They contact customer support for inquiries, returns, or exchanges.
- **Loyalty Programs:** Some users participate in loyalty programs or subscribe to newsletters to receive discounts or exclusive offers.

4. Influencer or Brand Advocate:

- **Social Media Sharing:** Users may share their favorite footwear finds on social media, potentially influencing others.
- **Brand Loyalty:** They become loyal to specific brands or styles and recommend them to friends and family.

5. Content Consumer:

- **Blog Posts and Articles:** Users read blog posts and articles on the website related to footwear trends, styling tips, or care instructions.
- **Videos:** They watch videos demonstrating how to wear certain styles or showcasing new collections.

CHAPTER - 3

ANALYSIS AND DESIGN

SYSTEM REQUIREMENTS (FUNCTIONAL AND NON-FUNCTIONAL REQUIREMENTS)

Functional Requirements

Functional requirements define the specific features and functionalities that the footwear website must have to meet user needs and business objectives. Here are some key functional requirements:

- **Product Catalog:**
 - Ability to display a wide range of footwear products with detailed descriptions, images, and pricing.
 - Functionality to filter and sort products based on various criteria (e.g., size, color, price, brand).
 - Option to create product bundles or kits.
- **Shopping Cart:**
 - Ability to add and remove products from the shopping cart.
 - Calculation of total cost, including shipping and taxes.
 - Option to save the cart for later or continue shopping.
- **Checkout Process:**
 - Secure payment options (e.g., credit cards, PayPal, digital wallets).
 - Guest checkout or account creation.
 - Shipping address and delivery options.
 - Order confirmation and tracking.
- **User Accounts:**
 - User registration and login.

- Profile management (e.g., updating personal information, changing passwords).
 - Order history and tracking.
 - Wishlist and saved items.
- **Search Functionality:**
 - Robust search engine to allow users to find specific products or brands.
 - Autocomplete suggestions.
 - **Customer Support:**
 - Contact information (e.g., email, phone, live chat).
 - FAQ section.
 - Returns and exchanges policy.
 - **Reviews and Ratings:**
 - Ability for users to leave reviews and ratings for products.
 - Display of average ratings and customer feedback.
 - **Recommendations:**
 - Personalized product recommendations based on user preferences and purchase history.
 - **Social Media Integration:**
 - Integration with social media platforms (e.g., Facebook, Instagram) for sharing and following.
 - **Mobile Optimization:**
 - Website should be fully responsive and optimized for mobile devices.

Non-Functional Requirements

Non-functional requirements specify the qualities and characteristics of the system, such as performance, security, usability, and maintainability. Here are some key non-functional requirements:

- **Performance:**
 - Fast page load times.
 - Scalability to handle increased traffic.
- **Security:**
 - Protection against data breaches and unauthorized access.
 - Secure payment processing.
 - Compliance with data privacy regulations (e.g., GDPR, CCPA).
- **Usability:**
 - Intuitive and easy-to-navigate interface.
 - Clear and consistent design.
 - Accessibility for users with disabilities.
- **Reliability:**
 - High uptime and minimal downtime.
 - Regular backups and disaster recovery plans.
- **Maintainability:**
 - Code quality and modularity.
 - Easy-to-update and maintainable architecture.
- **Scalability:**
 - Ability to handle future growth and increased demand.
- **Compatibility:**
 - Compatibility with different browsers and devices.

TABLE SPECIFICATIONS (DATABASE)

Admin

| Filed name | Data type | Description | Constraints |
|--------------|--------------|--------------|-------------|
| id | int(11) | id | Null |
| username | varchar(255) | username | Null |
| password | varchar(255) | password | Null |
| creationdate | timestamp | creationdate | Null |
| updationdate | varchar(255) | updationdate | Null |

Category

| Filed name | Data type | Description | Constraints |
|---------------------|--------------|---------------------|-------------|
| id | int(11) | id | Null |
| categoryname | varchar(255) | categoryname | Null |
| categorydescription | longtext | categorydescription | Null |
| creationdate | timestamp | creationdate | Null |
| updationdate | varchar(255) | updationdate | Null |

Orders

| Filed name | Data type | Description | Constraints |
|---------------|--------------|---------------|-------------|
| id | int(11) | id | Null |
| userid | int(11) | userid | Null |
| productid | varchar(255) | productid | Null |
| Quantity | Int(11) | Quantity | Null |
| orderdate | varchar(255) | orderdate | Null |
| paymentmethod | varchar(50) | paymentmethod | Null |
| orderstatus | varchar(55) | orderStatus | Null |

Ordertrackhistory

| Filed name | Data type | Description | Constraints |
|------------|--------------|-------------|-------------|
| id | int(11) | id | Null |
| orderid | int(11) | orderid | Null |
| status | varchar(255) | status | Null |
| remark | mediumtext | remark | Null |

| | | | |
|-------------|-----------|-------------|------|
| postingDate | timestamp | postingDate | Null |
|-------------|-----------|-------------|------|

Productreviews

| Filed name | Data type | Description | Constraints |
|------------|-----------|-------------|-------------|
| id | int(11) | id | Null |
| productId | int(11) | productId | Null |
| quality | int(11) | quality | Null |
| price | int(11) | price | Null |
| value | int(11) | value | Null |

Products

| Filed name | Data type | Description | Constraints |
|----------------------------|--------------|----------------------------|-------------|
| id | int(11) | id | Null |
| category | int(11) | category | Null |
| subcategory | int(11) | subcategory | Null |
| productname | varchar(255) | productname | Null |
| productcompany | varchar(255) | productcompany | Null |
| productPrice | int(11) | productPrice | Null |
| productPriceBeforeDiscount | int(11) | productPriceBeforeDiscount | Null |
| productDescription | longtext | productDescription | Null |
| productImage1 | varchar(255) | productImage1 | Null |
| productImage2 | varchar(255) | productImage2 | Null |
| productImage3 | varchar(255) | productImage3 | Null |
| shippingCharge | int(11) | shippingCharge | Null |
| productAvailability | varchar(255) | productAvailability | Null |
| postingDate | timestamp | postingDate | Null |
| updationDate | varchar(255) | updationDate | Null |

Subcategory

| Filed name | Data type | Description | Constraints |
|------------|-----------|-------------|-------------|
| id | int(11) | id | Null |
| categoryid | int(11) | categoryid | Null |

| | | | |
|--------------|--------------|--------------|------|
| subcategory | varchar(255) | subcategory | Null |
| creationdate | timestamp | creationdate | Null |
| updationdate | varchar(255) | updationdate | Null |

Userlog

| Filed name | Data type | Description | Constraints |
|------------|--------------|-------------|-------------|
| id | int(11) | id | null |
| useremail | varchar(255) | useremail | null |
| userip | binary(16) | userip | null |
| logintime | timestamp | logintime | null |
| logout | varchar(255) | logout | null |
| status | int(11) | status | null |

Users

| Filed name | Data type | Description | Constraints |
|-----------------|--------------|-----------------|-------------|
| id | int(11) | id | Null |
| name | int(11) | name | Null |
| email | varchar(255) | email | Null |
| contactno | Bigint(11) | contactno | Null |
| password | varchar(255) | password | Null |
| shippingAddress | longtext | shippingAddress | Null |
| shippingState | varchar(255) | shippingState | Null |
| shippingCity | varchar(255) | shippingCity | Null |
| shippingPincode | int(11) | shippingPincode | Null |
| billingAddress | longtext | billingAddress | Null |
| billingState | varchar(255) | billingState | Null |
| billingCity | varchar(255) | billingCity | Null |
| billingPincode | longtext | billingPincode | Null |
| regDate | timestamp | regDate | Null |
| updationDate | varchar(255) | updationDate | Null |

Wishlist

| Filed name | Data type | Description | Constraints |
|-------------|-----------|-------------|-------------|
| id | int(11) | id | Null |
| userid | int(11) | userid | Null |
| productid | int(11) | productid | Null |
| postingdate | timestamp | postingdate | Null |

ENTITY RELATIONSHIP DIAGRAM

An ER (Entity-Relationship) diagram is a graphical representation of data entities and their relationships within a database. Here's a basic ER diagram for a footwear website:

Entities

- **Customer:**

- CustomerID (PK)
- FirstName
- LastName
- Email
- Password
- Address
- PhoneNumber

- **Product:**

- ProductID (PK)
- Name
- Description
- Price
- CategoryID
- ImageURL

- **Order:**

- OrderID (PK)
- OrderDate

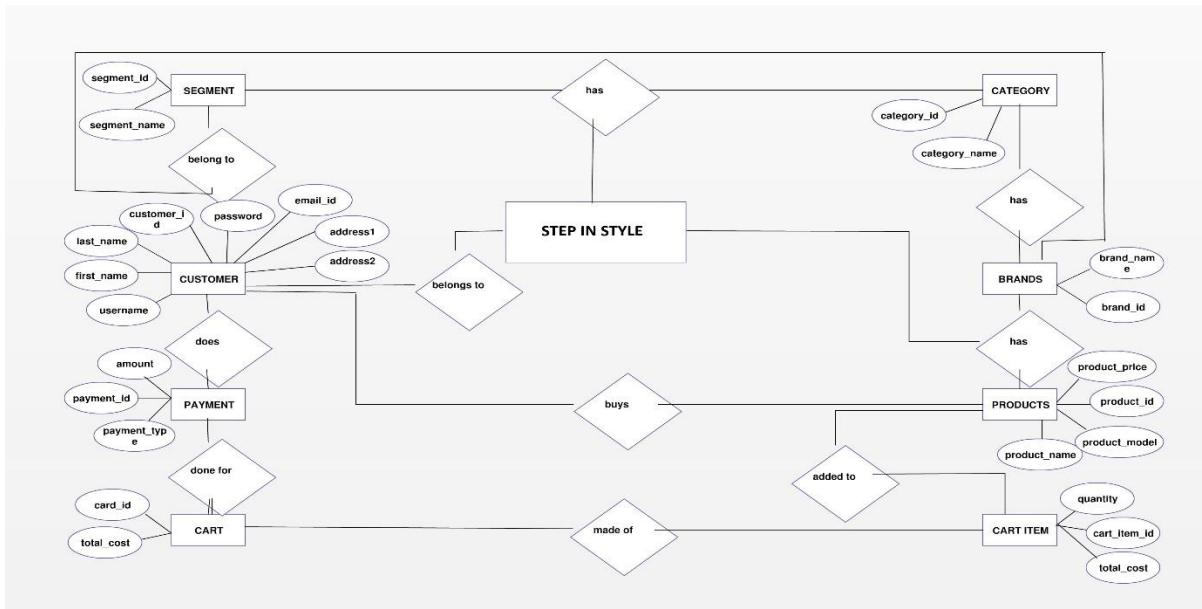
- TotalAmount
- CustomerID (FK)
- **OrderItem:**
 - OrderItemID (PK)
 - OrderID (FK)
 - ProductID (FK)
 - Quantity
 - Price

- **Category:**

- CategoryID (PK)
- Name
- Description

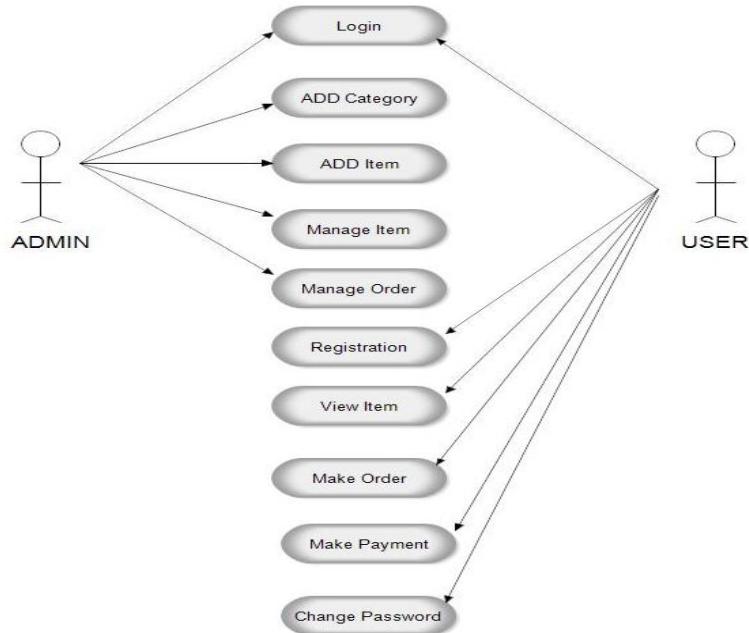
Relationships

- **Customer** can have **many Orders**.
- **Order** can have **many OrderItems**.
- **OrderItem** belongs to **one Order** and **one Product**.
- **Product** belongs to **one Category**.



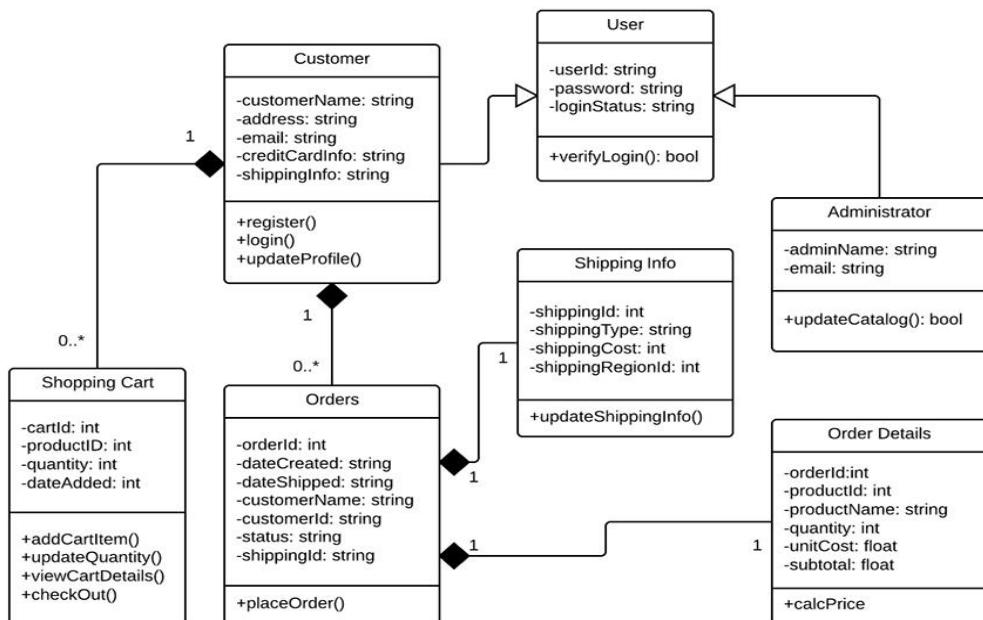
USE CASE DIAGRAM

A visual representation of the interactions between users and the system.

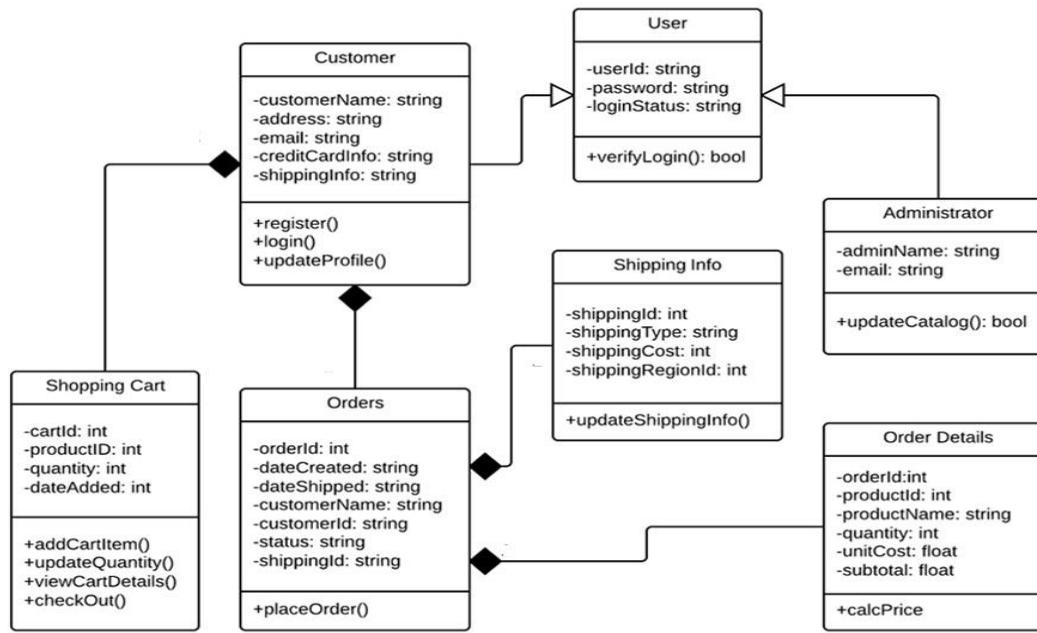


CLASS DIAGRAM

Class Diagram: A visual representation of the classes and their relationships in the system.

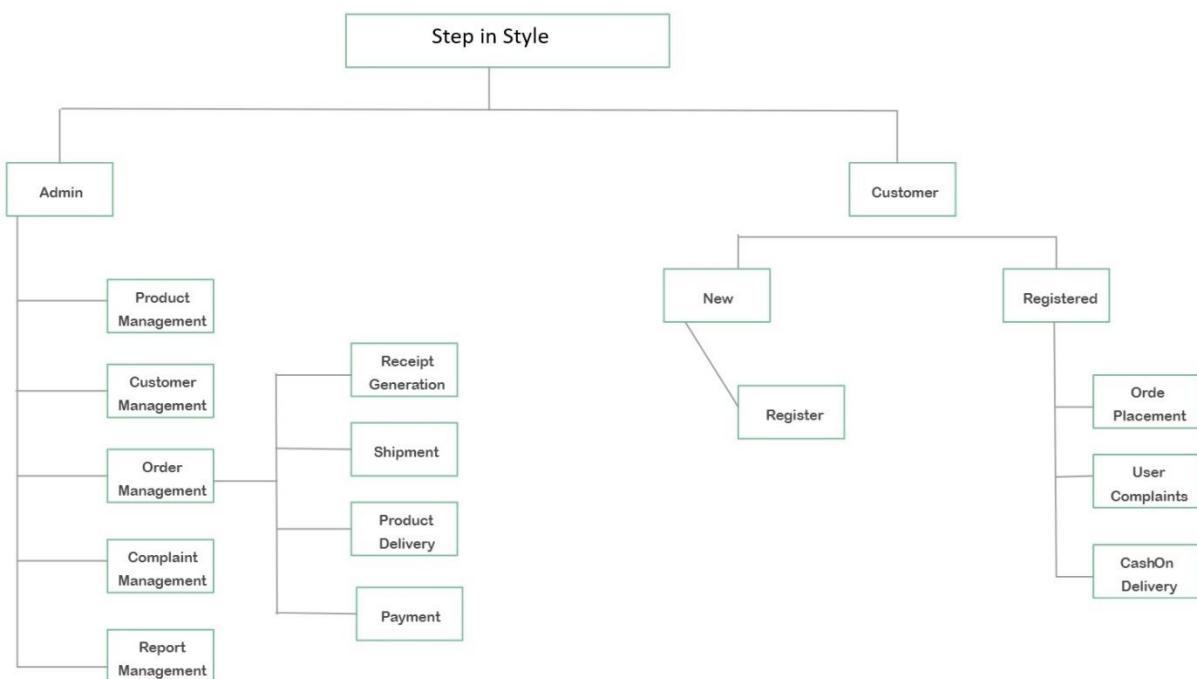


OBJECT DIAGRAM Object is an instance of a class in a particular moment in runtime that can have its own state and data values.



Web Site Map Diagram

Web site Map Diagram: A visual representation of the hierarchical structure of the modules or components within the system.

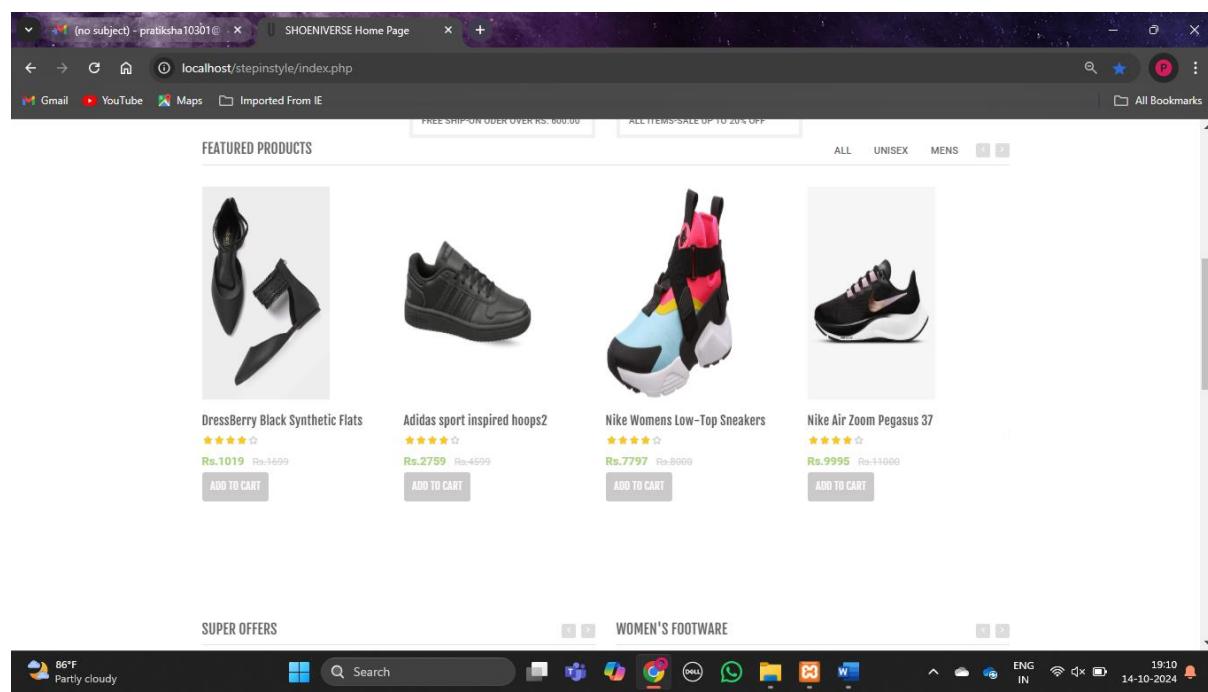
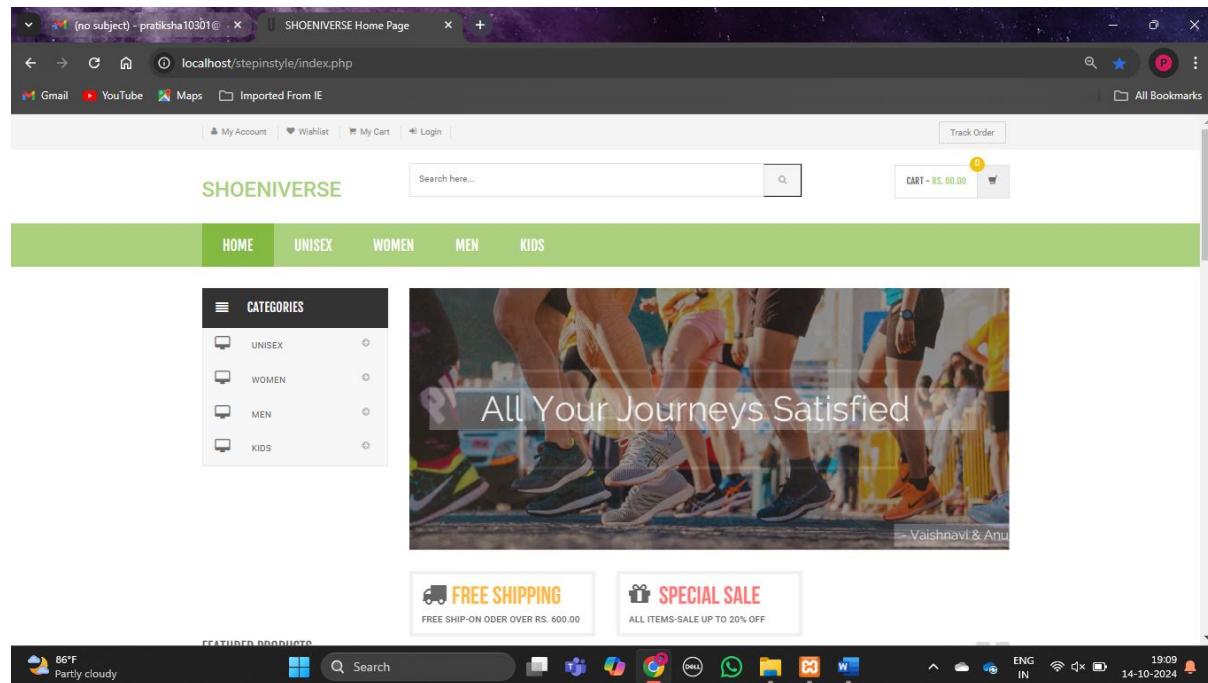


CHAPTER - 4

CODING

USER INTERFACE DESIGN

Homescreen-



The screenshot shows the SHOENIVERSE Home Page. At the top, there are two shoe products: a blue croc-style shoe and a teal and pink casual shoe. Below them is a section titled "OUR BRANDS" featuring logos for Reebok, Clarks, Adidas, Nike, Crocs, and Puma. Further down, there's a "Step in Style" section with social media links (Facebook, Twitter, LinkedIn, RSS) and opening time information for Monday-Friday (08.00 To 18.00), Saturday (09.00 To 20.00), and Sunday (10.00 To 20.00). The "INFORMATION" section provides address (Vishrantwadi, Pune - 411015), phone number (+91 7798787984), and email (pratiksha10301@gmail.com). The bottom of the page includes a weather widget (86°F, Partly cloudy), a search bar, and a navigation menu.

Login/SignUp Page

The screenshot shows the SHOENIVERSE Login/SignUp Page. It features two main forms: "SIGN IN" on the left and "CREATE A NEW ACCOUNT" on the right. The "SIGN IN" form asks for Email Address* (mayuri19@gmail.com) and Password*. The "CREATE A NEW ACCOUNT" form asks for Full Name*, Email Address* (mayuri19@gmail.com), Contact No.* (Forgot your Password?), and Password*. The page also includes a navigation menu with links for My Account, Wishlist, My Cart, and Login, along with a "Track Order" button. The bottom of the page includes a weather widget (86°F, Partly cloudy), a search bar, and a navigation menu.

MyCart Page

The screenshot shows a web browser window titled "My Cart" with the URL "localhost/stepinstyle/my-cart.php". The page header includes a logo for "SHOENIVERSE", a search bar, and a cart summary showing "CART - RS. 3000.00". A green navigation bar at the top has links for HOME, UNISEX, WOMEN, MEN, and KIDS. Below the navigation is a breadcrumb trail: Home / Shopping Cart. The main content area displays a table for the shopping cart. The table has columns: Remove, Image, Product Name, Quantity, Price Per unit, Shipping Charge, and Grandtotal. One item is listed: "PUMA UNISEX WIRED SLIPON WALKING SHOE" with a price of "RS 2950.00", "Shipping Charge" of "RS 50.00", and a "Grandtotal" of "3000.00". There are "CONTINUE SHOPPING" and "UPDATE SHOPPING CART" buttons. The bottom of the screen shows a Windows taskbar with various icons and system status.

This screenshot shows the same "My Cart" page after the user has entered shipping information. The page now includes sections for "SHIPPING ADDRESS" and "BILLING ADDRESS", each with fields for Billing Address*, Billing State*, Billing City*, and Billing Pincode*. Below these are "UPDATE" buttons. To the right, there is a summary table with columns: GRAND TOTAL and 3000.00, and a "PROCEED TO CHECKOUT" button. The bottom of the screen shows a Windows taskbar with various icons and system status.

Payment

The screenshot shows a web browser window for 'SHOENIVERSE | Payment Method'. The URL is 'localhost/stepinstyle/payment-method.php'. The page title is 'CHOOSE PAYMENT METHOD'. It features a 'SELECT YOUR PAYMENT METHOD' section with three radio buttons: 'COD' (selected), 'Internet Banking', and 'Debit / Credit card'. Below the radio buttons is a 'submit' button. At the top of the page, there's a navigation bar with links for 'HOME', 'UNISEX', 'WOMEN', 'MEN', and 'KIDS'. A search bar is also present. On the right side, there's a shopping cart icon labeled 'CART - ₹3,000.00'. The bottom of the screen shows a Windows taskbar with various icons and system status.

Admin login

The screenshot shows a web browser window for 'SHOENIVERSE | Admin login'. The URL is 'localhost/stepinstyle/admin/index.php'. The page title is 'Step in Style'. It features a 'Sign In' form with two input fields: one for 'admin' and one for 'password'. Below the form is a 'Login' button. At the bottom of the page, the text 'WELCOME TO STEP IN STYLE PORTAL' is displayed. The top of the screen shows a navigation bar with links for 'HOME', 'UNISEX', 'WOMEN', 'MEN', and 'KIDS'. A search bar is also present. On the right side, there's a shopping cart icon labeled 'CART - ₹3,000.00'. The bottom of the screen shows a Windows taskbar with various icons and system status.



Admin Dashboard

The screenshot shows a web browser window titled "Admin| Change Password". The URL is "localhost/stepinstyle/admin/change-password.php". The page has a header "Step in Style" and a user profile for "Admin". On the left is a sidebar menu with options: Order Management (selected), Manage users, Create Category, Sub Category, Insert Product, Manage Products, User Login Log, and Logout. The main content area is titled "Admin Change Password" and contains three input fields: "Current Password" (placeholder: "Enter your current Password"), "New Password" (placeholder: "Enter your new current Password"), and "Current Password" (placeholder: "Enter your new Password again"). A "Submit" button is at the bottom.



Order management

The screenshot shows a web browser window titled "Admin| Pending Orders". The URL is "localhost/stepinstyle/admin/pending-orders.php". The page has a header "Step in Style". The left sidebar menu includes "Order Management" (selected), Today's Orders (0), Pending Orders (0), Delivered Orders (0), Manage users, Create Category, and Sub Category. The main content area is titled "Pending Orders" and displays a table with columns: #, Name, Email /Contact no, Shipping Address, Product, and Qty. A message "No data available in table" is shown. Below the table, it says "Showing 0 to 0 of 0 entries". The taskbar at the bottom shows weather (25°C, Partly cloudy), system icons, and the date/time (14-10-2024, 23:04).

Manage Users

The screenshot shows a web browser window titled "Admin| Manage Users". The URL is "localhost/stepinstyle/admin/manage-users.php". The page has a sidebar on the left with links like Order Management, Manage users, Create Category, Sub Category, Insert Product, Manage Products, User Login Log, and Logout. The main content area is titled "Manage Users" and shows a table with columns: #, Name, Email, Contact no, Shipping Address/City/State/Zipcode, Billing Address/City/State/Zipcode, and Reg. Date. A message says "No data available in table". At the bottom, it says "Showing 0 to 0 of 0 entries". The status bar at the bottom shows weather (25°C, Partly cloudy), system icons, and the date/time (14-10-2024, 23:01).

Create category

The screenshot shows a web browser window titled "Admin| Category". The URL is "localhost/stepinstyle/admin/category.php". The sidebar is identical to the previous screenshot. The main content area is titled "Category" and contains a form with "Category Name" and "Description" fields, and a "Create" button. Below this is a table titled "Manage Categories" with columns: #, Category, Description, Creation date, Last Updated, and Action. The table data is as follows:

| # | Category | Description | Creation date | Last Updated | Action |
|---|----------|----------------|---------------------|------------------------|--------|
| 1 | UNISEX | Slip-ons | 2024-08-24 00:47:37 | 30-01-2020 12:22:24 AM | |
| 2 | WOMEN | Women Footware | 2024-08-24 00:49:32 | | |
| 3 | MEN | Men Footware | 2024-08-24 00:49:54 | | |
| 4 | KIDS | kids | 2024-08-24 00:48:52 | | |

The status bar at the bottom shows weather (25°C, Partly cloudy), system icons, and the date/time (14-10-2024, 23:01).

Create subcategory

The screenshot shows a web application interface titled "Step in Style". On the left, there is a sidebar menu with the following items: Order Management, Manage users, Create Category, Sub Category, Insert Product, Manage Products, User Login Log, and Logout. The main content area has a title "Sub Category". It contains a form with fields for "Category" (a dropdown menu) and "SubCategory Name" (an input field). Below the form is a table titled "Sub Category" with columns: #, Category, Description, Creation date, Last Updated, and Action. The table lists 7 entries:

| # | Category | Description | Creation date | Last Updated | Action |
|---|----------|---------------|---------------------|------------------------|--------|
| 1 | WOMEN | WOMEN BOOTS | 2024-07-25 00:00:00 | 26-01-2020 11:03:40 PM | |
| 2 | WOMEN | WOMEN FLATS | 2024-07-25 00:00:00 | | |
| 3 | WOMEN | WOMEN SPORTS | 2024-07-25 00:00:00 | | |
| 4 | WOMEN | HEELS | 2024-07-25 00:00:00 | | |
| 5 | WOMEN | WOMEN CASUALS | 2024-07-25 00:00:00 | | |
| 6 | WOMEN | BELLES | 2024-07-25 00:00:00 | | |
| 7 | UNISEX | SLIP-ONS | 2024-07-25 00:00:00 | | |

At the bottom of the screen, there is a Windows taskbar showing various icons and system status.

Insert product

The screenshot shows a web application interface titled "Step in Style". On the left, there is a sidebar menu with the following items: Order Management, Manage users, Create Category, Sub Category, Insert Product, Manage Products, User Login Log, and Logout. The main content area has a title "Insert Product". It contains a form with fields for "Category" (a dropdown menu), "Sub Category" (a dropdown menu), "Product Name" (an input field), "Product Company" (an input field), "Product Price Before Discount" (an input field), "Product Price After Discount(Selling Price)" (an input field), and "Product Description" (a rich text editor with a toolbar). At the bottom of the screen, there is a Windows taskbar showing various icons and system status.

localhost / 127.0.0.1 / shopping X localhost/stepinstyle/admin/insert-product.php Admin| Insert Product

Discount(Selling Price)

Product Description

Product Shipping Charge Enter Product Shipping Charge

Product Availability Select

Product Image1 Choose File No file chosen

Product Image2 Choose File No file chosen

Product Image3 Choose File No file chosen

Insert

Manage products

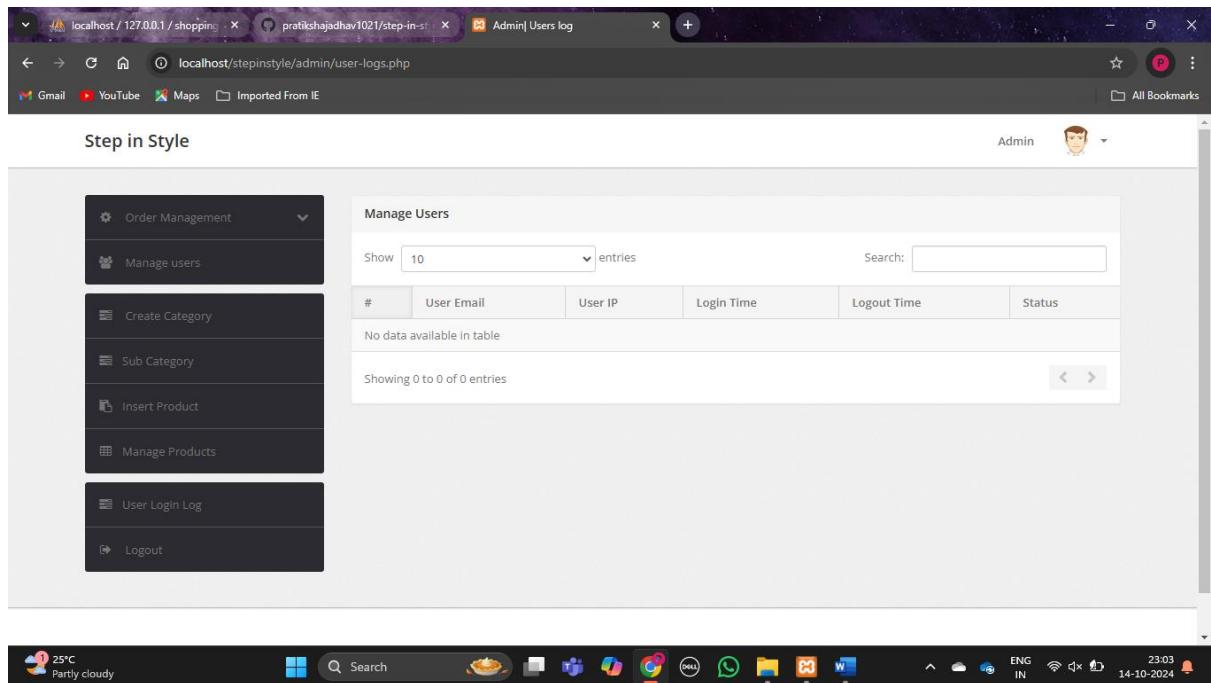
localhost / 127.0.0.1 / shopping X localhost/stepinstyle/admin/manage-products.php Admin| Manage Products

Step in Style

Admin

| # | Product Name | Category | Subcategory | Company Name | Product Creation Date | Action |
|---|--|----------|--------------|--------------|-----------------------|--------|
| 1 | Puma Unisex Wired Slipon Walking Shoe | UNISEX | SLIP-ONS | PUMA | 2024-07-25 00:00:00 | |
| 2 | Kenkoh Japanese Massage/Reflexology Sandal Nagomi Black Slider - for Acupressure Therapy | UNISEX | SLIP-ONS | Kenkoh | 2024-07-25 00:00:00 | |
| 3 | DressBerry Black Synthetic Flats | WOMEN | WOMEN FLATS | DressBerry | 2024-07-25 00:00:00 | |
| 4 | Adidas sport inspired hoops2 | WOMEN | WOMEN SPORTS | ADIDAS | 2024-07-25 00:00:00 | |
| 5 | Nike Womens Low-Top Sneakers | WOMEN | WOMEN SPORTS | NIKE | 2024-07-25 00:00:00 | |
| 6 | Nike Air Zoom Pegasus 37 | WOMEN | WOMEN | NIKE | 2024-07-25 00:00:00 | |

User login log



LIMITATIONS OF PROPOSED SYSTEM

While websites offer numerous benefits, they also have certain limitations:

1. Lack of Physical Try-On:

- **Sizing Issues:** Customers cannot physically try on shoes before purchasing, leading to potential sizing problems.
- **Fit and Comfort:** The fit and comfort of shoes can vary greatly, and online shopping doesn't allow for personal experience.

2. Visual Limitations:

- **Colour Accuracy:** Screen displays can vary, affecting the perception of colors and textures.
- **Material Quality:** It's difficult to accurately judge the quality of materials like leather or suede through images.

3. Return and Exchange Policies:

- **Shipping Costs:** Customers may incur additional shipping costs for returns or exchanges.
- **Inconvenience:** The return process can be time-consuming and inconvenient.

4. Security Concerns:

- **Data Breaches:** Online transactions involve sharing personal and financial information, which can pose security risks.
- **Phishing Attacks:** Customers may be susceptible to phishing scams and fraudulent websites.

5. Limited Customer Service:

- **Lack of Personal Interaction:** Online customer service may not be as personalized or immediate as in-store interactions.
- **Language Barriers:** Communication challenges can arise in international online marketplaces.

6. Environmental Impact:

- **Packaging and Shipping:** E-commerce can contribute to increased packaging waste and carbon emissions from shipping.

7. Lack of Physical Shopping Experience:

- **Social Aspect:** Online shopping may not offer the same social experience as visiting a physical store.
- **Browsing and Discovery:** Customers may miss out on discovering new styles or brands while browsing in a physical store.

To mitigate these limitations, website can implement strategies such as:

- **Detailed product descriptions and high-quality images**
- **Clear return and exchange policies**

- **Secure payment gateways**
- **Live chat or phone support**
- **Sustainable packaging and shipping practices**
- **Virtual try-on tools (if available)**

FUTURE ENHANCEMENTS

To enhance the user experience and competitiveness of a website, consider implementing the following enhancements:

1. Virtual Try-On Technology

- **3D Foot Scanning:** Allow users to scan their feet to get more accurate size recommendations.
- **Augmented Reality (AR):** Enable users to virtually try on shoes using their smartphone cameras.

2. Personalized Recommendations

- **AI-Powered Algorithms:** Use advanced algorithms to recommend products based on individual preferences, purchase history, and browsing behaviour.
- **Style Quizzes:** Offer personalized quizzes to help users discover their unique style and preferences.

3. Social Proof and User-Generated Content

- **Customer Reviews and Ratings:** Encourage customers to leave reviews and ratings to help others make informed decisions.
- **User-Generated Content:** Allow users to share their footwear looks on social media, fostering a community and increasing brand visibility.

4. Enhanced Search Functionality

- **Visual Search:** Enable users to search for products based on images.

- **Voice Search:** Allow users to search for products using voice commands.

5. Omnichannel Integration

- **Buy Online, Pick Up In-Store:** Offer customers the option to purchase online and pick up their orders at a physical store.
- **Click and Collect:** Allow customers to place online orders and collect them from a convenient location.

6. Sustainability Initiatives

- **Ethical Sourcing:** Highlight the use of sustainable materials and ethical sourcing practices.
- **Carbon Offset Programs:** Offer carbon offset options to customers who want to reduce their environmental impact.

7. Gamification and Rewards

- **Loyalty Programs:** Implement loyalty programs with rewards and incentives for repeat customers.
- **Gamified Experiences:** Incorporate gamification elements, such as challenges or leaderboards, to make the shopping experience more engaging.

8. Improved Mobile Experience

- **Mobile-First Design:** Ensure the website is optimized for mobile devices.
- **One-Tap Checkout:** Streamline the checkout process for mobile users.

9. Enhanced Customer Support

- **Live Chat Support:** Offer 24/7 live chat support for immediate assistance.
- **Virtual Fitting Assistance:** Provide virtual fitting assistance through video calls or chat.

10. Accessibility Features

- **Accessibility Compliance:** Ensure the website is accessible to users with disabilities, adhering to standards.

- **Alternative Text:** Provide alternative text for images to assist visually impaired users.

CODING SNIPPETS

HTML

```
<!DOCTYPE html>
<html>
<head>
  <title>Step in Style</title>
  <link rel="stylesheet" href="style.css">
</head>
<body>
  <header>
    </header>
  <main>
    </main>
  <footer>
    </footer>
</body>
</html>
```

CSS Styling

```
body {
  font-family: Arial, sans-serif;
}
```

```
header {
  background-color: #333;
  color: #fff;
}
```

```
main {
  padding: 20px;
}
```

```
footer {
  text-align: center;
  margin-top: 20px;
}
```

JavaScript Functionality

```
function addToCart(productId) {
  updateCartDisplay();
}

function updateCartDisplay() {
}
```

Server-Side Logic

PHP

```
<?php  
if (isset($_GET['search'])) {  
    $searchQuery = $_GET['search'];  
}  
}
```

Database Interaction

```
<?php  
$servername = "localhost";  
$username = "your_username";  
$password = "your_password";  
$dbname = "footwear_db";  
  
$conn = new mysqli($servername, $username, $password, $dbname);  
  
if ($conn->connect_error) {  
    die("Connection failed: " . $conn->connect_error);  
}  
  
$sql = "SELECT * FROM products";  
$result = $conn->query($sql);  
  
if ($result->num_rows > 0) {  
    while($row = $result->fetch_assoc()) {  
        echo "Product ID: " . $row["product_id"]. " - Name: " . $row["name"]. "<br>";  
    }  
} else {  
    echo "0 results";  
}  
$conn->close();
```