



BIRMINGHAM CITY
University

Report Title: Korean Merchandise Store Final Report

Student Name: Riya Shrestha(BCU)

Date: 13th February 2025

Student ID: 24128448

Module Code: DIG5127

Wordcount: 1505

Page count: 10

Table of Contents

1. Introduction.....	1
2. ERD Discussion.....	1,2
3. Code organization structure.....	3
4. User Interface.....	4
5. User Experience.....	5
6. Completed Milestone and Reflections.....	5,6
7. Conclusion & Future Enhancements.....	6
8. References.....	7

INTRODUCTION

Arirang Nepal is an online platform which will serve as the ultimate e-commerce hub for Nepali fans, offering a wide selection of official K-pop merchandise from their favorite groups. While K-pop enjoys a large and passionate following in Nepal, access to official merchandise such as albums, light sticks, and other fan products remains limited. This platform aims to solve this issue by providing a secure and user-friendly e-commerce space, offering personalized shopping, group-specific merchandise, and updates on K-pop-themed events. By making these products and services easily available, **Arirang Nepal** enhances the fan experience and strengthens the connection within the Nepali K-pop community.

ERD DISCUSSION

Database Schema Overview

The database schema for Arirang Nepal is designed to efficiently store and manage data related to users, products, orders, events, and transactions. It focuses on creating a scalable structure that minimizes redundancy while ensuring smooth operations. Each entity in the schema represents a real-world component, and their relationships define how data is interconnected.

There have been a few changes to the initial Entity-Relationship (ER) model:

- A Banner entity has been added to display promotional or event-related information on the platform.
- The category specification for products has been removed. Instead, products are available for all groups, ranging from CDs and albums to keyrings and other merchandise.
- The Payment table has been removed as the platform exclusively uses the Cash on Delivery (COD) method for transactions.

These updates aim to simplify the system while maintaining flexibility to cater to the needs of K-pop fans in Nepal.

Entity Description

- User: Stores personal and account related details like name, email, phone number, address, password, and account creation date.
- Products: Holds information about K-pop merchandise, including name, description, price, and image_path for enhanced browsing.
- Orders: Tracks overall details of purchase made by user and products with giving total product price based on quantity.
- Cart: Captures products added by users for future purchases, including quantity and session data.
- Reviews: Stores user feedback, such as ratings and comments for products.
- Banner: Displays promotional or event-related banners on the platform.
- Events: Details upcoming K-pop-themed events, including name, description, date, location, and status.

Relationships & Cardinality

- User - Orders
Relationship: A user can place multiple orders.
Cardinality: One-to-Many
- Orders - Products
Relationship: Each order can include multiple products.
Cardinality: Many-to-Many
- User - Cart
Relationship: A user can maintain one cart, but a cart belongs to a single user.
Cardinality: One-to-One
- Cart - Product
Relationship: A cart can contain multiple products.
Cardinality: One-to-Many
- Product - Reviews
Relationship: A product can have multiple reviews.
Cardinality: One-to-Many
- Event
Relationship: Events are independent entities and do not have relationships to other tables based on the schema.
- Banner
Relationship: Banners are standalone entities and do not have relationships to other tables in the schema.

CODE ORGANIZATION STRUCTURE

Directory Structure

Arirang Nepal's code directory is as follows;

- Arirang
 - Admin
 - Banners
 - Event
 - Footer
 - Header
 - Index
 - Orders
 - Products
 - Reviews
 - CSS
 - Styles.css
 - Img
 - Bannerimg
 - Eventimg
 - Productimg
 - recimg
 - JS
 - Script.js
 - Cart
 - Closed_event
 - Connect
 - Footer
 - Homepage
 - Index
 - Logout_action
 - Navbar
 - Order
 - Product
 - Register
 - Review

Technologies and Framework Used

- PHP
- Mysql for database
- HTML
- JS
- Bootstrap for responsive
- CSS
- Md5 for password encryption

USER INTERFACE SECTION

Design Overview

The **Arirang Nepal** website uses a simple and clean design. The main color used is #73c6b6 (a soft teal), which gives the site a fresh and inviting look. For the headers, #aaa (grey) is used to provide contrast, making the text clear without being too strong. The background is mostly white (#fff), which keeps the site looking neat and easy to navigate. On the login and signup pages, when you hover over buttons, the background color changes from white to #73c6b6, making it interactive and user-friendly.

The fonts are also carefully chosen to enhance the design. The **Arirang** logo in the navigation bar uses Pacifico Bold, which gives the brand a unique and friendly feel. For the rest of the website, Poppins or Montserrat fonts are used because they are clean and easy to read.

The website is fully responsive, meaning it works well on both mobile devices and laptops. On smaller screens, the navigation bar changes into a hamburger menu, making it easier to navigate. The product grid and checkout pages also adjust to fit different screen sizes, so the website looks good and works well, no matter what device is used.

UI Features

The Arirang Nepal website includes important pages and features that make the user experience smooth and straightforward:

- **Navigation Bar:** Provides easy access to key sections like Cart, Orders, Reviews, and Logout.
- **Product Pages:** Users can easily browse products, view details, and add items to the cart or proceed to checkout with all product details as card.
- **Checkout:** Displays ordered products, allows quantity changes, and confirms the total price with an easy-to-complete form.
- **Admin Dashboard:** Allows admins to manage products, view orders, and respond to reviews.
- **Interactive Hover Effects:** Buttons and clickable elements change color when hovered over, indicating interactivity.
- **Mobile-Friendly Layout:** The site automatically adjusts its layout to ensure a seamless experience on all devices.

These features aim to make the website easy for users to shop and interact with, while also providing the admin with simple tools to manage the site.

USER EXPERIENCE SECTION

User Flow and Navigation

The user flow is designed to be intuitive and easy to follow. From the Home Page, users can:

1. Browse Featured Products.
2. Select products to Add to Cart & Buy.
3. Review the cart and proceed to the Checkout page.
4. Fill in personal details and complete the order.
5. Make reviews of Products.

The navigation bar allows quick access to key sections like Cart, Orders, Reviews, and Logout, creating a smooth journey from browsing products to completing a purchase.

Accessibility Considerations

To ensure inclusivity, several accessibility features were implemented:

- **Color Contrast:** The site uses sufficient contrast between text and background to ensure readability for users with clean visual.
- **Mobile Optimization:** The site adapts to various screen sizes, ensuring a smooth experience on both desktop and mobile.

COMPLETED MILESTONE AND REFLECTION

Completed Milestone

Throughout this course, I have successfully completed the milestone of developing a fully functional **Arirang Nepal** website, which includes key features such as product page, cart, review, an admin dashboard for product and order management, and a seamless database integration using **PHP** and **MySQL**. The website is designed to be user-friendly and visually appealing, with a minimalistic layout featuring a modern color scheme and intuitive navigation. All core functionalities, including product addition to the cart, order processing, and user account management, were implemented. However, I was unable to create a category system for grouping idol merchandise products, which would have helped in organizing the products more efficiently. Despite this, the project is fully functional with all other features completed and integrated.

Reflections

This course has provided me with invaluable hands-on experience in web development, particularly in building an e-commerce platform with PHP and MySQL. I have learned how to design a responsive and user-friendly interface, integrate a dynamic database, and implement various features like checkout systems and admin panels. One of the key skills I gained was understanding how to manage and organize data effectively and CRUD, ensuring the website functions smoothly for both users and administrators. Additionally, I learned the importance of creating an intuitive user flow to enhance the overall experience.

Throughout this project, I tackled the challenge of integrating both the front-end and back-end seamlessly as I felt difficulty in making admin panels however I did it to provide a smooth experience for users. Moving forward, I plan to use the skills I gained in web development and database management for future projects, both academic and professional. The experience of creating a dynamic e-commerce site has strengthened my foundation.

CONCLUSION AND FUTURE ENHANCEMENTS

In conclusion, the **Arirang Nepal** project has successfully addressed the gap in the availability of official K-pop merchandise for Nepalese fans. The project has not only created a seamless shopping experience but also contributed to building a stronger community for K-pop fans in Nepal. The platform features user-friendly pages, a responsive design, and a fully integrated database, offering functionalities such as product browsing, order processing, and user account management.

For future enhancements, adding a category system for better product organization, introducing more payment options beyond Cash on Delivery, and enhancing the admin panel for easier management could further improve the platform's functionality. Additionally, expanding the website's range of merchandise and adding event notifications would strengthen its appeal to the K-pop community in Nepal. The project has allowed me to gain valuable web development and database management skills, which I plan to apply to future academic and professional endeavors.

REFERENCES

<https://shop.weverse.io/en/home>

<https://krmerchs.com/products/lucky-draw-event-aespa-whiplash-applemusic-lucky-draw-pob-photocard>

https://krmerchs.com/products/blackpink-rose-rosie-kr-exclusive?_pos=1&_sid=046edfd87&_ss=r

https://krmerchs.com/products/blackpink-lisa-alter-ego-jewel-case?_pos=34&_sid=88924a6b8&_ss=r

https://krmerchs.com/products/blackpink-official-lightstick-version-2?_pos=42&_sid=88924a6b8&_ss=r

https://krmerchs.com/products/blackpink-the-album-vinyl?_pos=48&_sid=88924a6b8&_ss=r

<https://kpopmerch.com/blogs/event/0820-video-call-event-unis-1st-single-album-curious>

<https://kpopmerch.com/blogs/event/video-call-event-nct-dream-dream-scape-photobook-ver>

<https://kpopmerch.com/blogs/event>

<https://kpopmerch.com/collections/all>

<https://shop.weverse.io/en/shop/USD/artists/32/notices/7062>

<https://shop.weverse.io/en/shop/USD/artists/32/sales/14572>



