FASHION STYLE E-COMMERCE

1. Introduction

The emergence of fashion style e-commerce has revolutionized the way people shop for clothing, accessories, and lifestyle products. This innovative approach to retailing combines the allure of fashion with the convenience of online shopping, creating a seamless and personalized experience for consumers.

1.1 Advantage of Fashion Style E-commerce

> Global research:

Ecommerce allows fashion businesses to reach a global audience without the limitations of a physical storefront. This enables them to tap into markets beyond their local or regional boundaries.

> 24/7 Availability:

Online fashion stores are open 24/7, providing consumers with the flexibility to shop at any time that suits them. This constant accessibility can lead to increased sales and customer satisfaction.

> Cost Efficiency:

Running an online fashion store can be more cost-effective than maintaining a physical storefront. Businesses can save on expenses such as rent, utilities, and staffing, allowing for potentially higher profit margins.

> Personalization:

Ecommerce platforms can leverage data analytics to personalize the shopping experience. By understanding customer preferences, businesses can recommend relevant products, offer personalized discounts, and enhance overall customer satisfaction.

> Convenience:

Ecommerce eliminates the need for customers to travel to a physical store. They can browse and make purchases from the comfort of their homes, saving time and effort. This convenience is a significant driver for online fashion retail.

1.2 Objectivese

> Brand Building:

Establishing and enhancing the brand identity is crucial. The e-commerce platform should reflect the style, values, and personality of the fashion brand. Consistent branding helps build trust and recognition among consumers.

> Sales and Revenue Generation:

Primary objective is to drive sales and generate revenue by selling fashion products online. This involves attracting a wide audience, converting visitors into customers, and encouraging repeat purchases.

> User Experience:

Providing a seamless and enjoyable user experience is essential. This includes an easy-to-navigate website, high-quality product images, detailed product descriptions, and a smooth checkout process. A positive user experience encourages customer satisfaction and loyalty.

> Data Analytics:

Utilizing data analytics to gather insights into customer behavior, preferences, and trends. This information can be used to make data-driven decisions, optimize the website, and tailor marketing strategies to better meet customer needs.

> Fashion Trends and Inventory Management:

Keeping up with the latest fashion trends and managing inventory effectively are critical. The platform should offer a diverse and up-to-date product range to attract a broad customer base and meet the demands of fashion-conscious consumers.

1.3 Goals of Fashion Style E-commerce:

➢ Sales and Revenue Generation:

Primary among the goals is driving sales and generating revenue. E-commerce platforms aim to facilitate the buying process, making it easy for customers to browse, choose, and purchase fashion items.

➢ Users experience and Enhancement:

Providing a seamless and enjoyable user experience is crucial. This involves having an intuitive and visually appealing website or app, easy navigation, and a user-friendly checkout process.

➢ Brand Buildings and Awareness:

E-commerce platforms serve as an extension of a fashion brand's identity. These platforms aim to reinforce brand image, showcase the latest trends, and build brand awareness among a wider audience.

2. PHP:

PHP is a server-side scripting language designed for web development but also used as a general purpose programming language PHP is now installed on more than 244 million website and 2.1 million web servers Originally created by Rasmus Lerdorf in 1995, the reference implementation of PHP is now produced by The PHP Group While PHP originally stood for Personal Home Page, it now stands for PHP; Hypertext Preprocessor, a recursive acronym. PHP code is interpreted by a web server with a PHP processor module, which generates the resulting web page: PHP commands can be embedded directly into an HTML source document. It has also evolved to include a command-line interface capability and can be used in standalone graphical applications. PHP is free software released under the PHP License. PHP can be deployed on most web servers and also as a standalone shell on almost every operating system and platform, free of charge.

2.1 Php Syntax:

<?Php

Echo "hello world";

?>

2.2 Why we use PHP:

You have obviously head of a number of programming language out there you may be wondering why we should want to use PHP as our poison for the web programming Below are some of the compelling reasons
- PHP is open source and free.
- Large community document.
- It is regular update to keep abreast with the latest technology trends.

3. HTML

HTML stands for **Hypertext Markup Language** for creating web pages.
- HTML stand for Hypertext Markup Language.
- It describes structure of web pages.
- HTML elements are represented by tags.
- It consists series of elements.

3.1 HTML Example

```
<html>
    <head>
        <title>page title</title>
    </head>
        <body>
            <h1>My first heading</h1>
            <p>My first paragraph</p>
        </body>
    </html>
```

3.2 Advantage of HTML

1. The first advantage it is widely used.
2. Every browser support HTML language.
3. Easy to learn and use.
4. It is by default in every window so you don't need to purchase extra software.
5. We can integrate HTNL with CSS, JavaScript, and Php etc.

3.3 Disadvantage of HTML

1. It can create only static and plain pages so if we need dynamic pages then HTML.
2. Need to write a lot of codes for making simple webpage
3. Security features are not good in HTML

3.4 Why HTML is used in web pages:

Web developing includes two main section.

Backend: codes that are written by **Python**, **PHP**, **ASP.Net**, and **Go** language to name but a few by the developer

Frontend: which is makeup showed by clients or users browsers and for doing this we should use **HTML (Hypertext Markup Language)**, it just shows some elements for users and doesn't run any functions.

When we go to a specific **URL**, your request is sent to your desired server and it'll render for your **HTML** of the site in fact the server runs any server-side functions.

4. XAMPP

XAMPP is a free and open-source cross-platform web server solution stack package developed by **Apache Friends**, consisting mainly of the **Apache HTTP Server**, **Maria DB database**, and interpreters for scripts written in the **PHP** and **Perl programming** languages. Since most actual web server deployments use the same components as **XAMPP**, it makes transitioning from a local test server to a live server possible

XAMPP's ease of deployment means a **WAMP** or **LAMP** stack can be installed quickly and simply on an **operating system** by a developer, with the advantage that common add-in applications such as **Word Press** and **Joomla!** Can also be installed with similar ease using **Bitnami**.
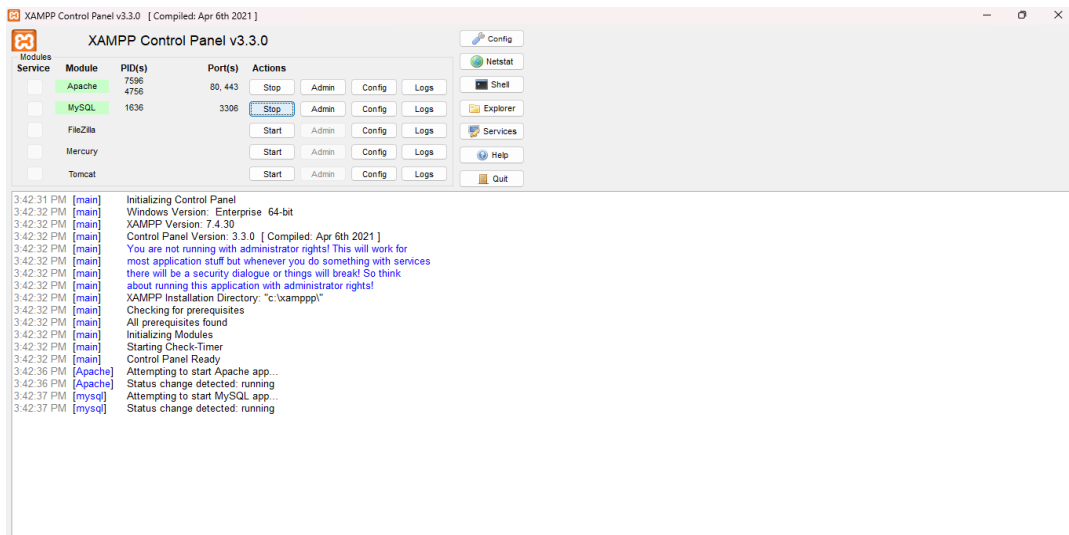
I   Fig: Xampp

SYSTEM ANALYSIS

5. SYSTEM ANALYSIS:

5.1 Main Problem with Existing System:

1. Time Consuming:

In our current system, all the process are carried out by human so naturally it Requires more time and, in that case, it will require more time to solve problem.

2. Difficult in Implementing:

It is difficult to implement the solution because sometime the problem is big and cannot solve by any people. So we must have to prepare about this always to do what in this.

5.2 REQUIREMENT SPECIFICATION:

a) Software Requirements:

- Operating System: Window 8, Window 10, Window 11, Linux etc.
- Framework:- Laravel 5.8*
- Server: Xampp, Wamp, etc
- Database:- MySQL.(phpmyadmin)
- Text Editor: Vs. Code, Notepad++ etc.
- Other Software: - Git, Composer etc.

b) Hardware Requirements:

- Processor: Intel i3 or more
- Processor Speed:- 2.30GHz or more
- Hard Disk:- 100 GB or more
- RAM: 4GB or more
- Other: Keyboard, Mouse, etc.

6. FEASIBILITY STUDY:

a)   Project Description

- Define the purpose of the e-commerce websites
- Describe the products/services to be sold.
- Identify the target audience and market segment.

b)   Market Analysis:

- Conduct market research to understand the demand for your products/services
- Analyze the target market's size, growth potential, and trends.

c)   Technical Feasibility:

- Evaluate the technical requirements for website development.
- Assess the availability of necessary technology and infrastructure.

d)   Financial Feasibility:

- Create a detailed cost estimate for website development, including design, development, hosting, and maintenance.
- Estimate operational costs, including marketing, customer support, and payment gateway fees.

e)   Legal and Regulatory Compliance:

- Investigate legal requirements related to e-commerce businesses in your target market.
- Consider data protection laws, consumer rights, and online transaction regulations.

7. FEATURE OF E-COMMERCE:

a) User Registration and Authentication:

- User registration and login functionality for customers.
- Secure password storage and retrieval mechanisms.
- Social media login integration for convenience.

b) Product Catalog:

- Product categorization for easy navigation.
- Product search and filtering options.
- Detailed product pages with images, descriptions, prices, and customer reviews.

c) Shopping Cart:

- Add/remove products to/from the cart,
- Update quantity and view total price.
- Save items for later purchase.

d) Checkout Process:

- User-friendly checkout process with multiple payment options (credit/debit cards, digital wallets, PayPal, etc.).
- Guest checkout for users who don't want to create an account.
- Address validation and multiple shipping options.

SYSTEM DESIGN

8. SYSTEM DESIGN:

System Design implies a systematic approach to the design of a system. It may take a bottom-up or top-down approach, but either way the process is systematic where in it takes into account all related variables of the system that needs to be created from the architecture, to the required and hardware and software.

8.1 MODULE

Module is a diagrammatic representation of a functionality within a project. It may have one or many module in a software. In other words, module is an approach that subdivides a system into smaller parts called Module that independently created and then in Different Systems.
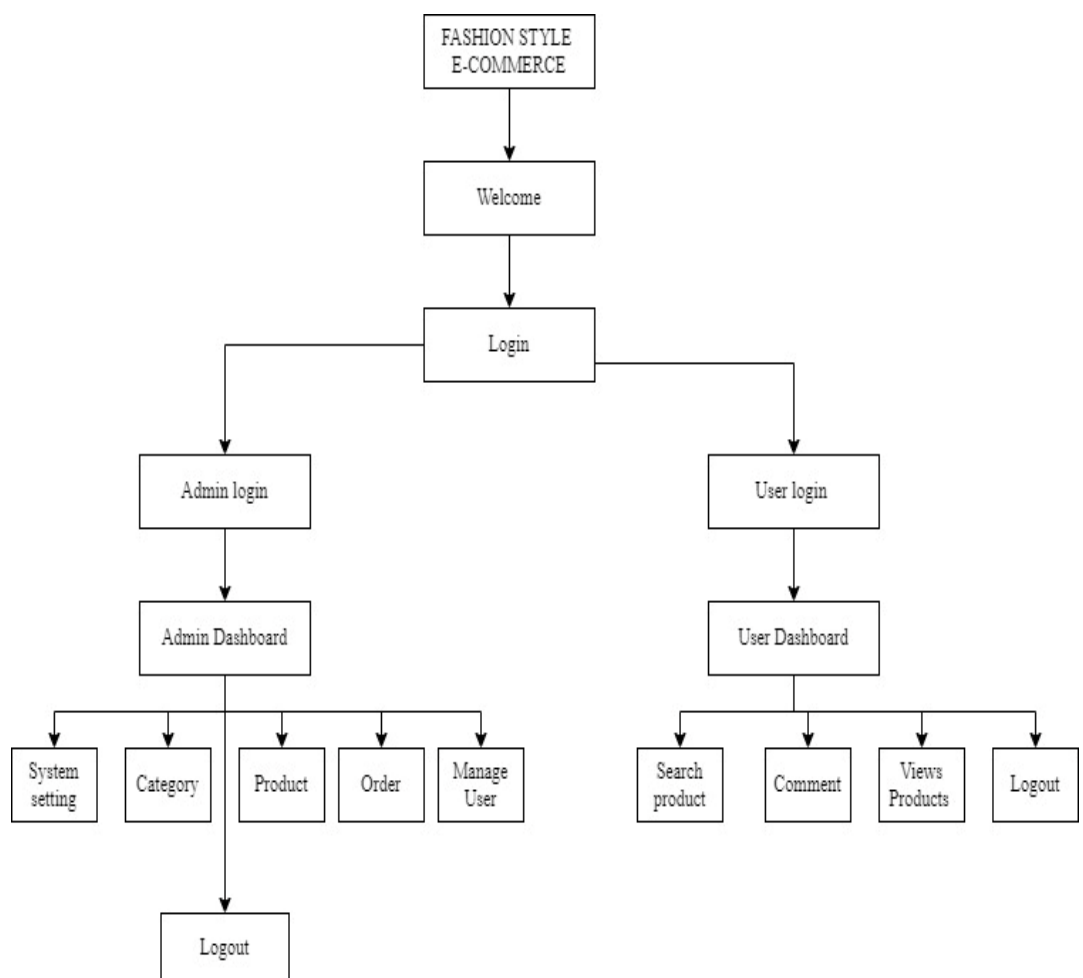
Fig : Module Daigram

8.2 INFORMATION ABOUT FORM:

HOME: This page is the main page through which new site visitor can save their detail and enter into the system.

ABOUT US: This page contain information about the site owner.

CONTACT US: This is page contain administrator email id, comment box to send message to the admin.

LOGIN/REGISTRATION: Login/Registration form is the page which allow authorized person to enter into site and restrict unauthorized person to enter into this site.

(ADMIN FORM)HOMEPAGE: This page is the main page through which admin can view some attraction able things to explore more.

USER POSTING: Administrator can enter information about packages through this page and also can modify.

SITE SETTING: Administrator can fill up the frontend page details like logo, site name, Social media handles, etc.

8.3 ER DIAGRAM:

ER diagram stands for Entity Relational Diagram. It is a High Level Data Diagram. This Diagram is used to define the data elements and relationship for a specified system. It develops a conceptual design for the database. It also develops a very simple and easy to design view of data. In ER diagram, the database structure is portrayed as a diagram called an entity relationship diagram. The components of ER diagram are explained below:-

a) **Entity:** An entity may be any object, class, person or place. In the ER diagram, an entity can be represented as Rectangles.

a.   ER-Diagram

b) **Attribute:** The attribute is used to describe the property of an entity. Eclipse is used to represent an attribute.
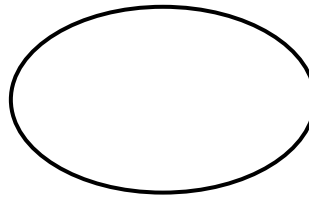
b.   Fig: Eclipse

c) **Relationship:** A Relationship is used to describe the relation between entities. Diamond or Rhombus is used to represent the relationship.
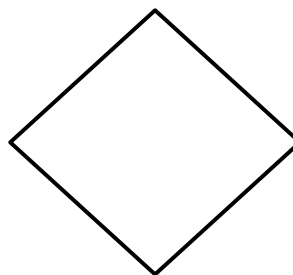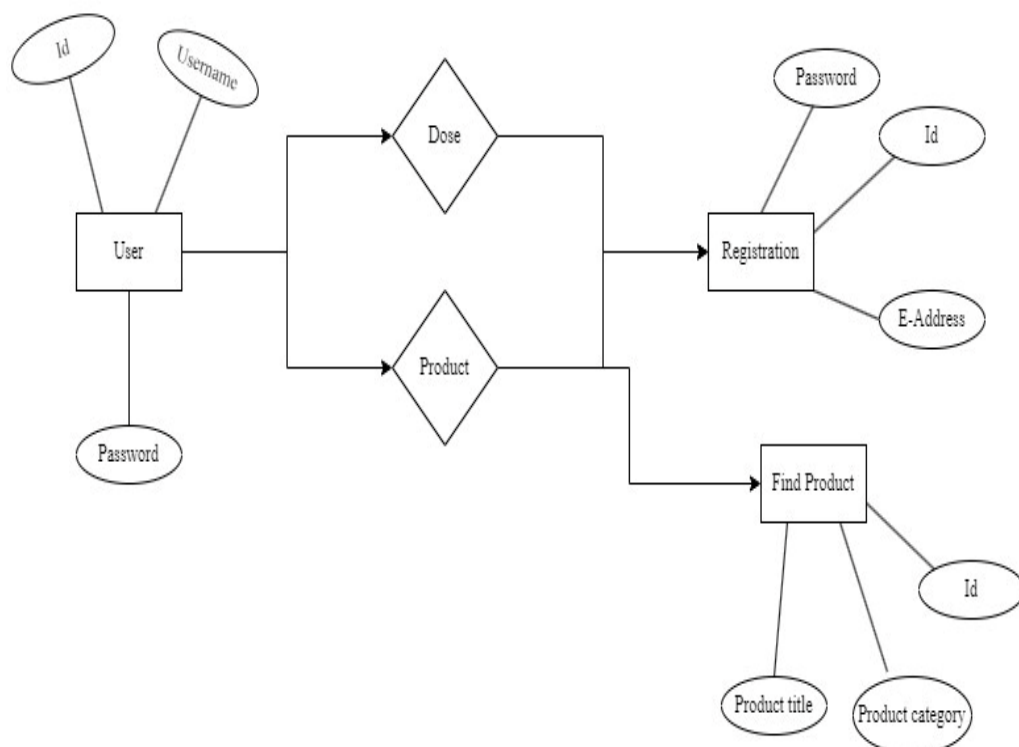
c.   Fig: Diamond

8.3.1 ER Diagram For Admin :
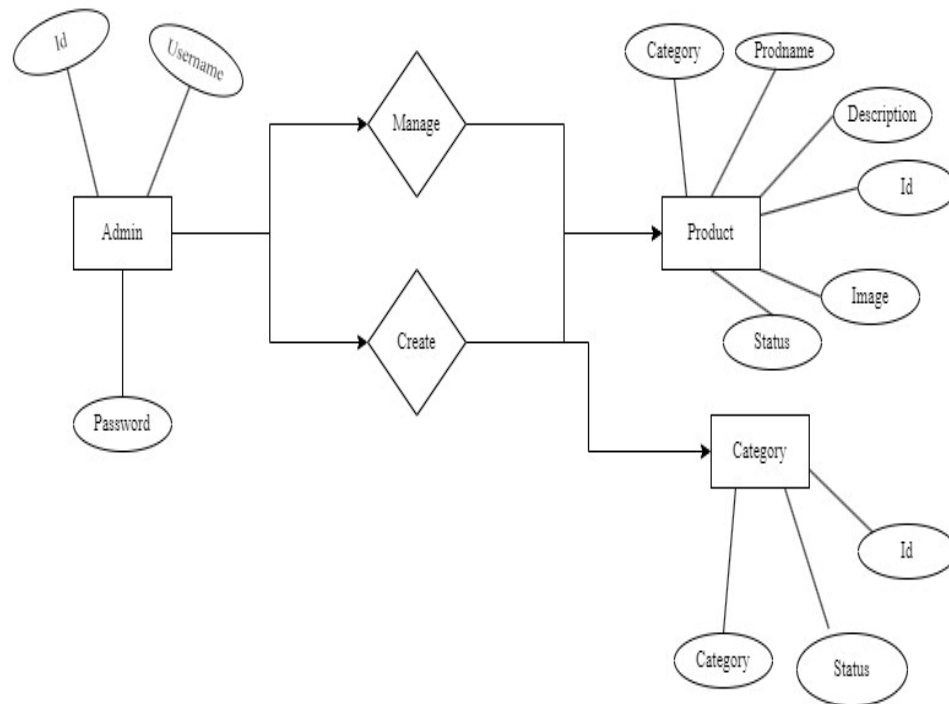

8.3.2 ER Diagram For User :

8.4 Flowchart Diagram:

A Flowchart is a visual representation of a process that makes it easy to understand the process at a glance. Flow Charts depict the nature and flow of steps in a process. Steps and decision points of a process are linked by connecting lines and directional arrows showing process flow direction. This makes it easy for anyone to rationally follow the process from beginning to end. It is important to note that each process step is represented by a different symbol showing different types of actions in a process. There are mainly four types of flowchart symbol which are given below:-
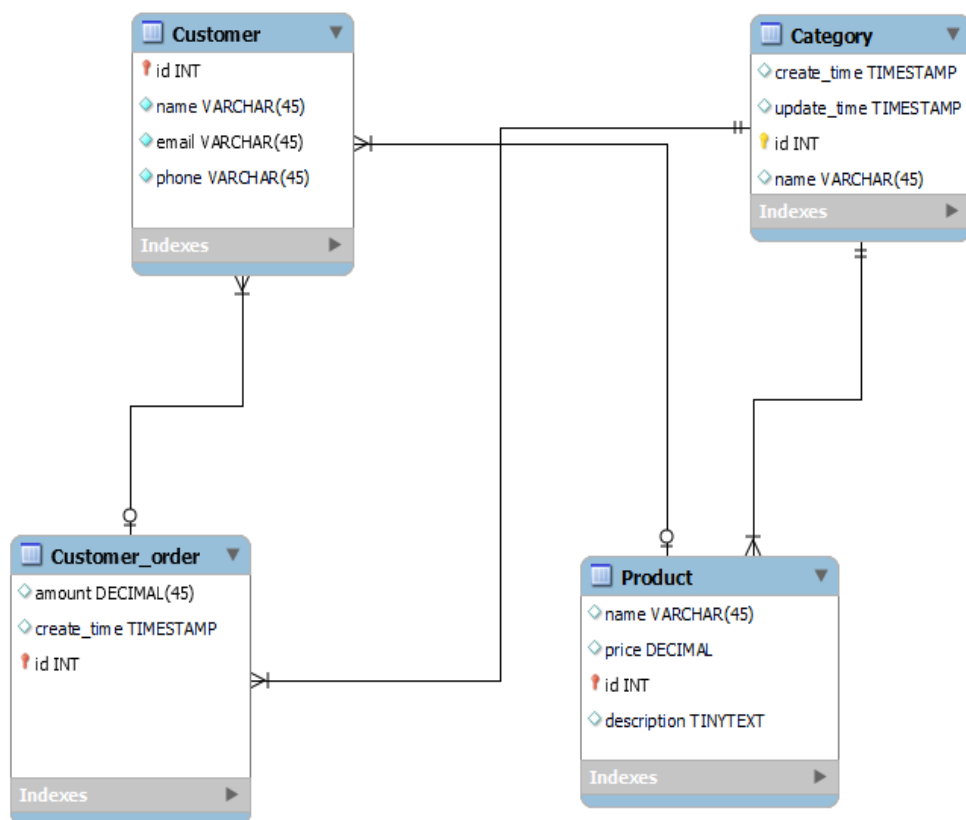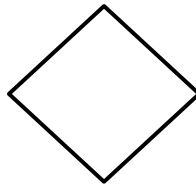

III. Flowchart Diagram

a) **Terminator:** The Terminator symbol represents the starting or ending point of the system.
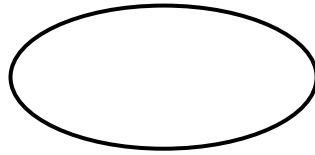
b) **Decision:** A diamond represents a decision or branching point Lines coming out from the diamond indicates different possible situations, leading to different sub processes.
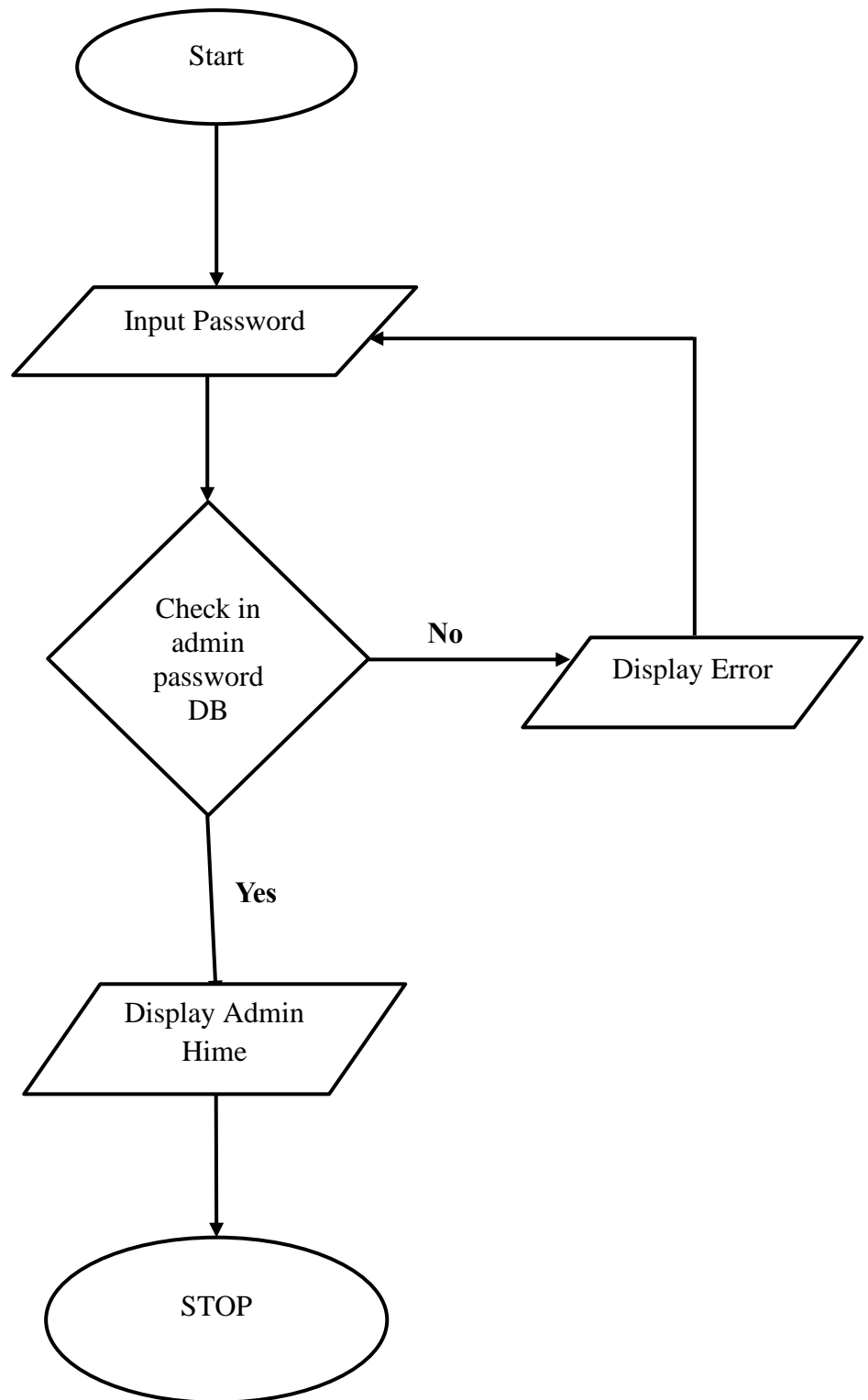
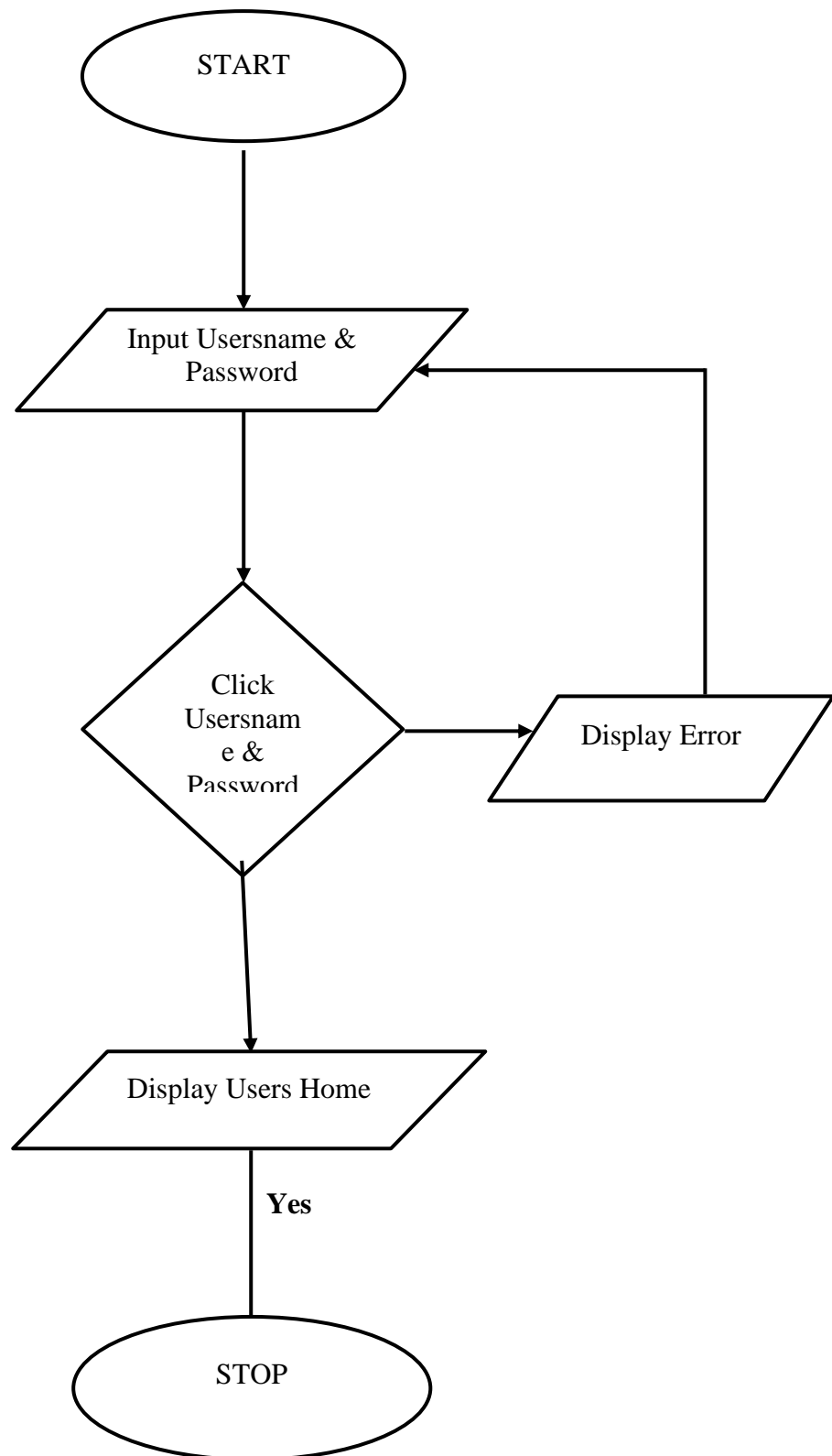c) **Flow:** Lines represent the flow of the sequence and direction of a process.
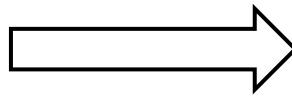
d) **Data:** It represents information entering or leaving the system. An input might be an order form the customer. Output can be a product to be delivered.
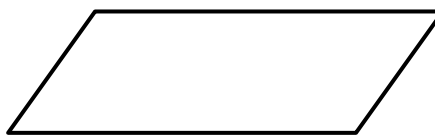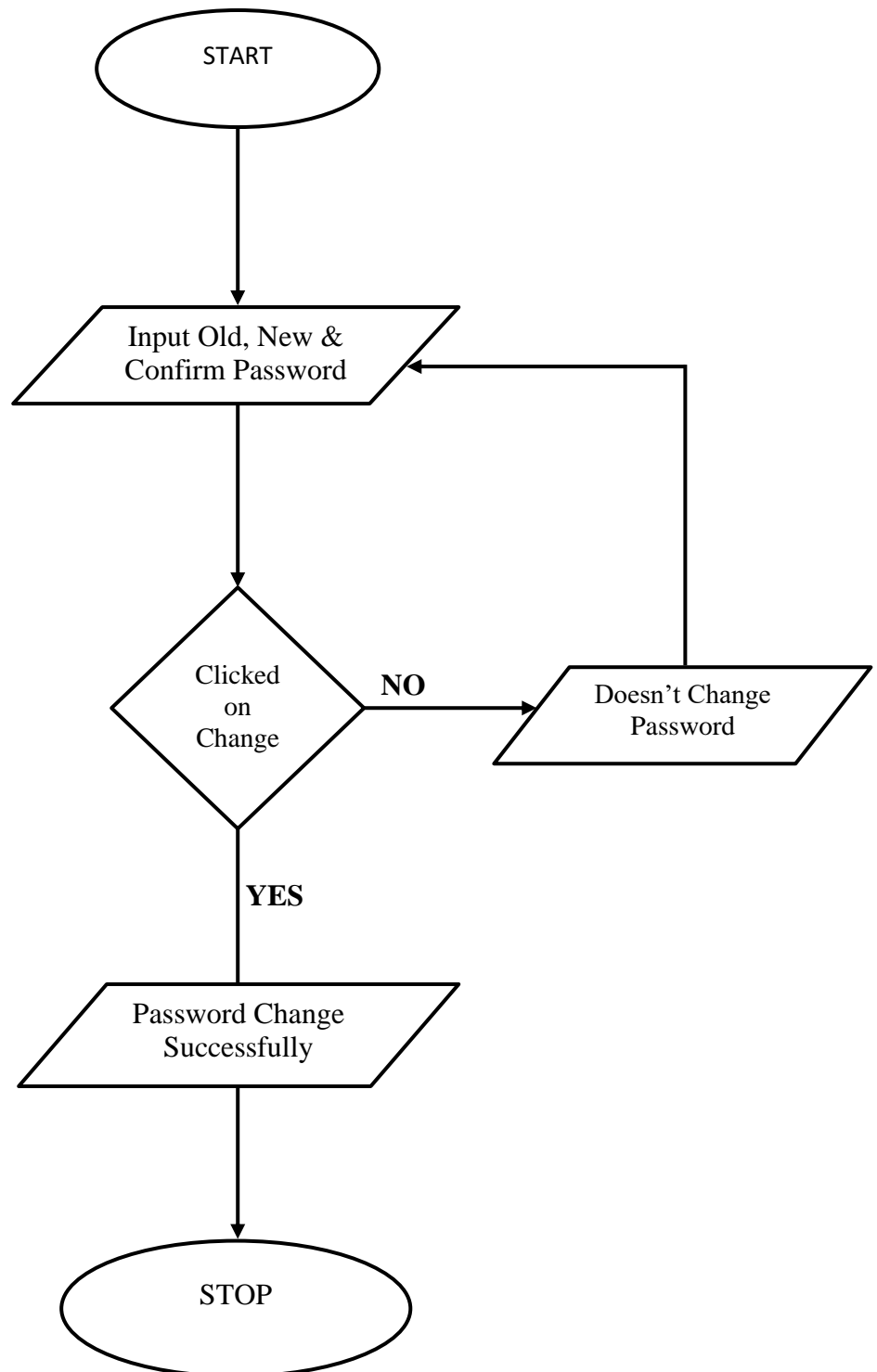
8.5   ADMIN LOGIN AND FLOWCHART

IV. Fig: Admin login and flowchart

## 8.6 USERS LOGIN FLOW CHART:

V. User login flowchart diagram

8.7 CHANGE PASSWORD FLOWCHART DIAGRAM:

```
                    ┌──────────┐
                   (   START    )
                    └──────────┘
                         │
                         ▼
              ╱─────────────────────╲
             ╱  Input Old, New &      ╲ ◄─────────────┐
             ╲  Confirm Password      ╱               │
              ╲─────────────────────╱                │
                         │                            │
                         ▼                            │
                      ◇ Clicked                       │
                      ◇   on      ◇  NO    ╱──────────────╲
                      ◇ Change    ◇ ─────► ╱ Doesn't Change ╲
                      ◇                    ╲   Password     ╱
                         │                  ╲──────────────╱
                        YES
                         │
                         ▼
             ╱─────────────────────╲
            ╱  Password Change       ╲
            ╲  Successfully          ╱
             ╲─────────────────────╱
                         │
                         ▼
                    ┌──────────┐
                   (   STOP     )
                    └──────────┘
```

VI. Fig: Change password flowchart Diagram

9. DATA FLOW DIAGRAM:

Dataflow Diagram is a graphical representation of flow of data in an information system. It is capable of depicting incoming data flow, outgoing data flow and stored data.

The DFD does not mention anything about how data flows through the system. There is a prominent difference between the DFD and Flowchart. The Flowchart depicts flow of control in program modules. DFD depict flow of data in the system at various levels. DFD does not contain any control or branch elements. The different component of Dataflow Diagram is explained below:-

a) **Entities:** Entities are source and destination of information data Entities are represented by a rectangles with their respective names**.**

Entity
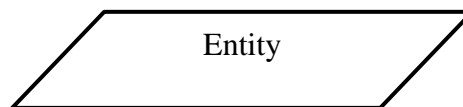
b) **Process**: Activities action taken on and the data are represented by Circle or oval Shapes.

Process
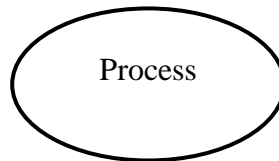
c) **Data Storage:** There are two variants of data storage- It can either be represented as a rectangle with absence of both smaller sides or as an open sided rectangle with only one side missing.
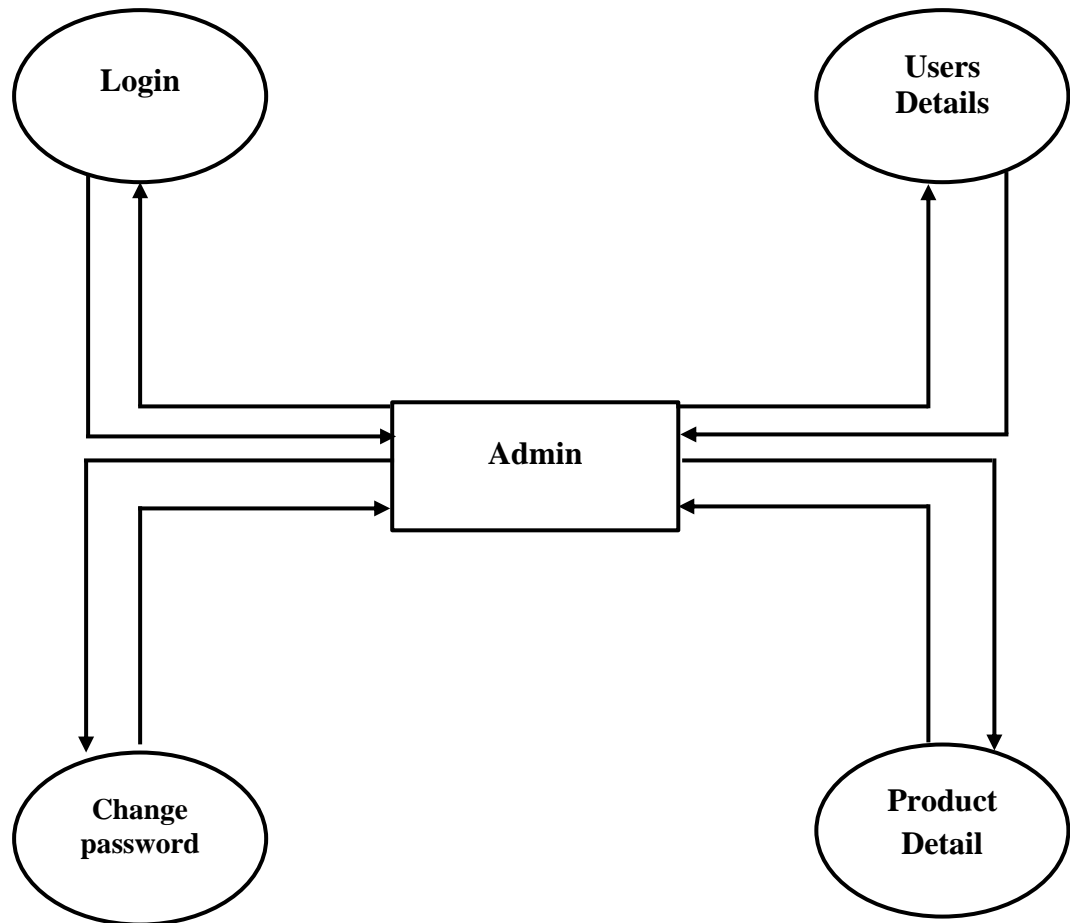
Data Source

Data Store
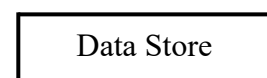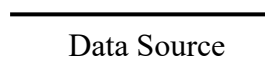
d) **Data Flow:** Movement of data is shown by pointed arrows. Data movement is shown from the base of arrow as its source towards head of the arrow as destination.
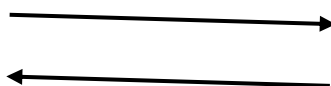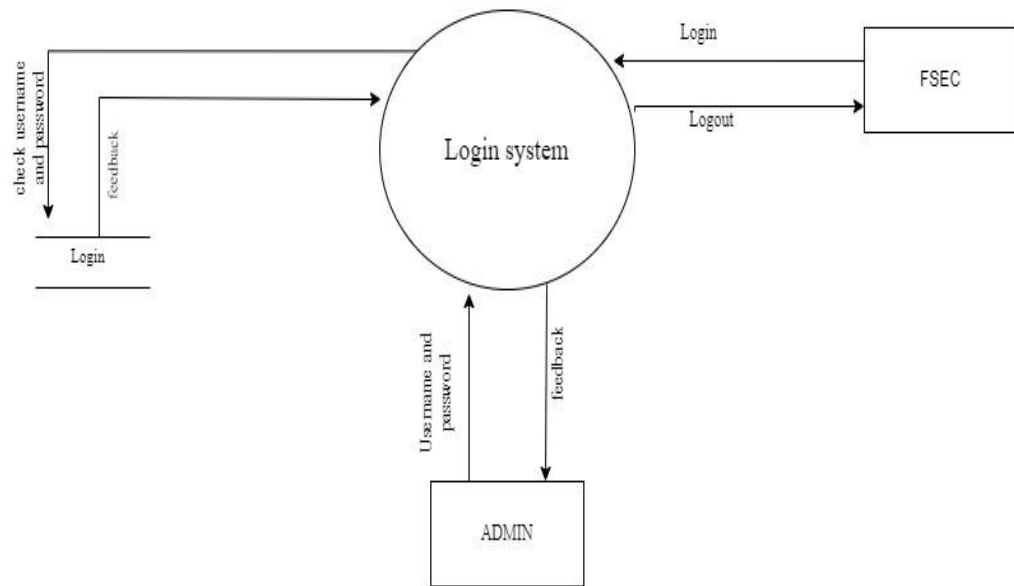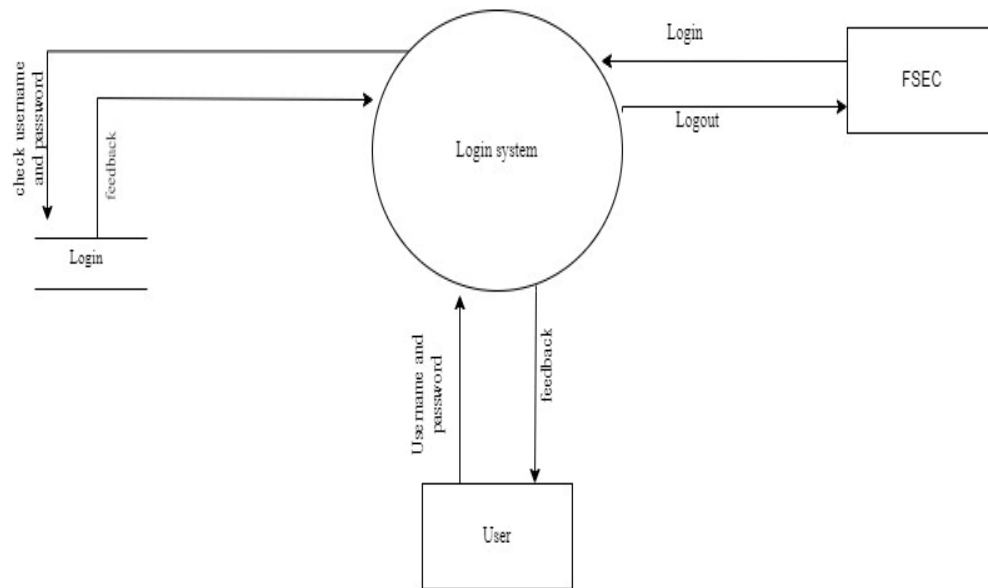
10. CONTEXT DIAGRAM
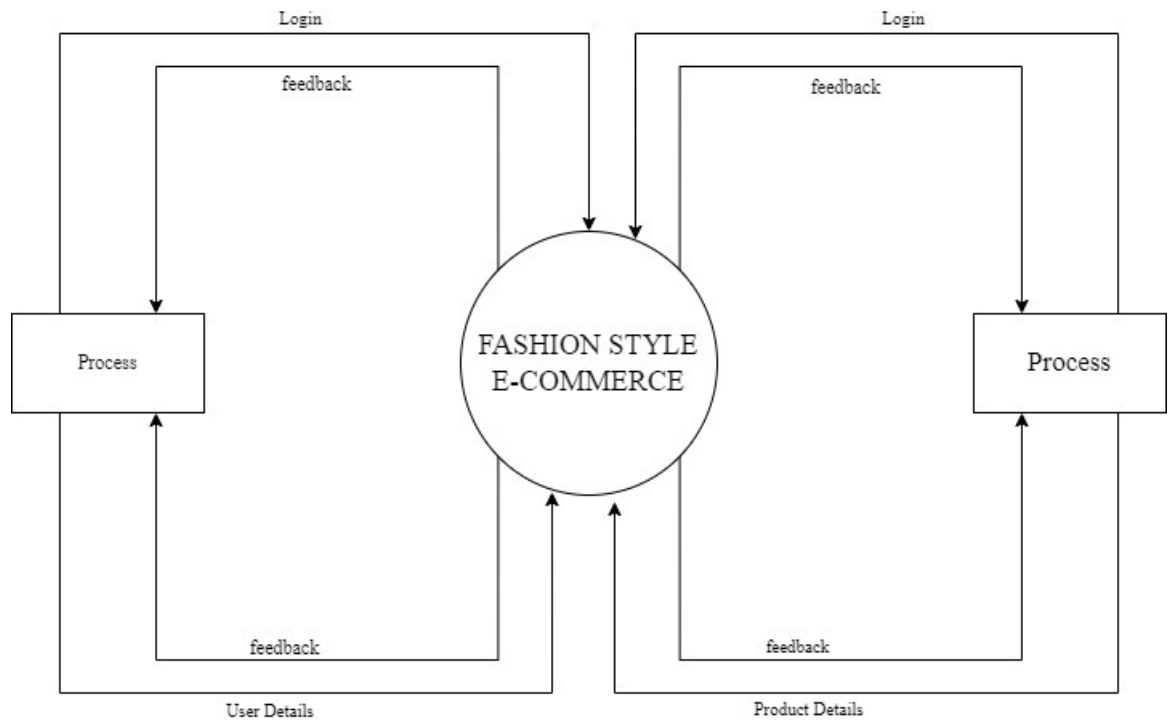
a) **DFD Level 0: Context Diagram**

11.   APPLICATION PROCESS: ADMIN

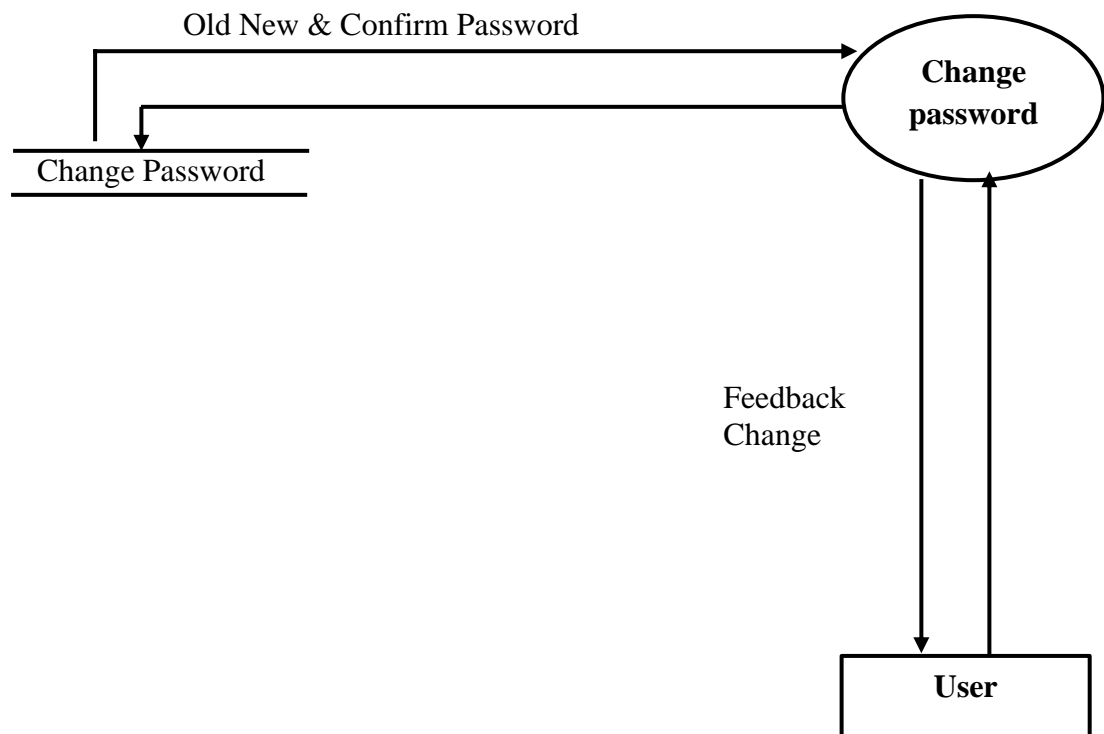**b) DFD Level 1.0 : Application process: Admin**

11.1 ADMIN LOGIN SYSTEM:

c) DFD Level 1.1: Function process: Admin Login System

12. USER LOGIN SYSTEM:

d) DFD Level 1.2 Funtion Process: User Logn System

12.1   CHANGE PASSWORD:

Old New & Confirm Password

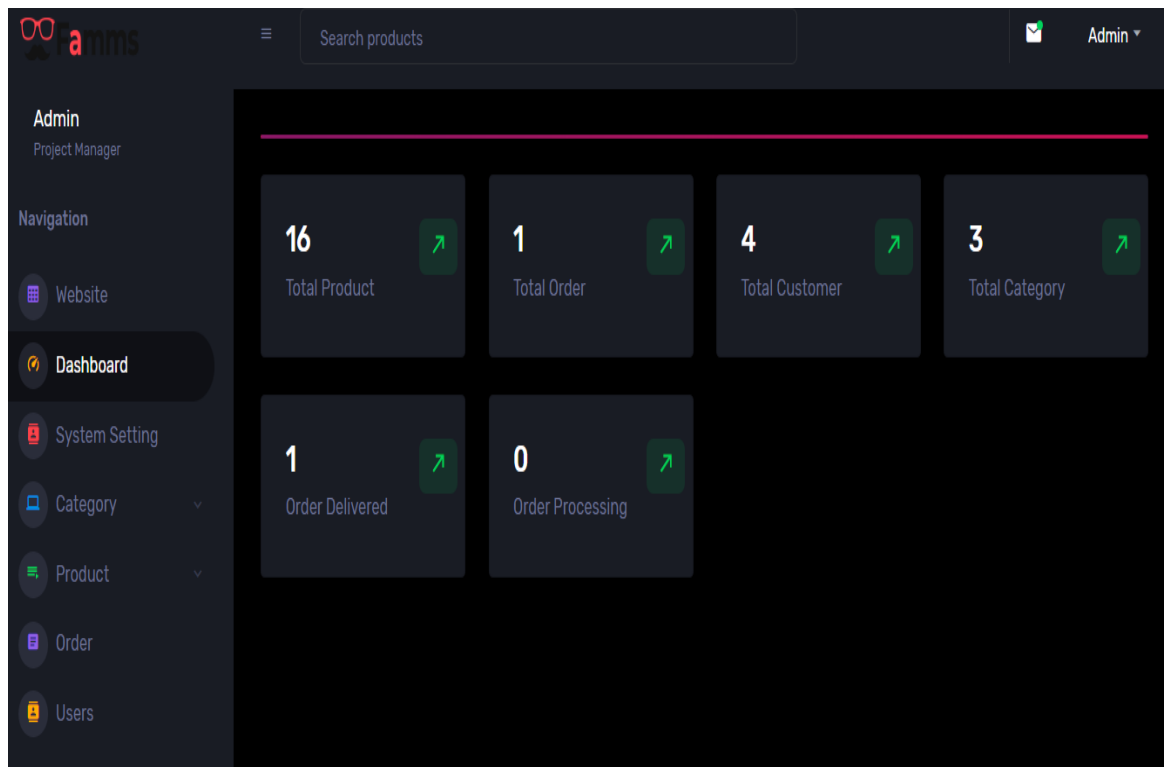**Change password**

Change Password

Feedback
Change

User

e)   **DFD Level 1.3 Funtion Process: Change Password**

PAGE DESIGN

13.   ADMIN DASHBOARD

14. USERS HOME PAGE:

14.1 USER REGISTER PAGE:

15.   ADMIN SITE SETTING

15.1   USER:

15.2   CUSTOMER ORDER:

16.   DATABASE SQL TABLE:

16.1   PRODUCT TABLE:

	#	Name	Type	Collation	Attributes	Null	Default	Comments	Extra	Action		
☐	1	id 🔑	bigint(20)		UNSIGNED	No	None		AUTO_INCREMENT	🖉 Change	⊖ Drop	More
☐	2	category_id 🔑	bigint(20)		UNSIGNED	No	None			🖉 Change	⊖ Drop	More
☐	3	name	varchar(255)	utf8mb4_unicode_ci		No	None			🖉 Change	⊖ Drop	More
☐	4	price	varchar(255)	utf8mb4_unicode_ci		No	None			🖉 Change	⊖ Drop	More
☐	5	description	text	utf8mb4_unicode_ci		No	None			🖉 Change	⊖ Drop	More
☐	6	image	varchar(255)	utf8mb4_unicode_ci		No	None			🖉 Change	⊖ Drop	More
☐	7	status	tinyint(4)			No	None			🖉 Change	⊖ Drop	More
☐	8	created_at	timestamp			Yes	NULL			🖉 Change	⊖ Drop	More
☐	9	updated_at	timestamp			Yes	NULL			🖉 Change	⊖ Drop	More

16.2   LOGIN:

	#	Name	Type	Collation	Attributes	Null	Default	Comments	Extra	Action	
☐	1	id 🔑	bigint(20)		UNSIGNED	No	None		AUTO_INCREMENT	🖉 Change	⊖ Drop
☐	2	name	varchar(255)	utf8mb4_unicode_ci		No	None			🖉 Change	⊖ Drop
☐	3	email 🔑	varchar(255)	utf8mb4_unicode_ci		No	None			🖉 Change	⊖ Drop
☐	4	email_verified_at	timestamp			Yes	current_timestamp()			🖉 Change	⊖ Drop
☐	5	password	varchar(255)	utf8mb4_unicode_ci		No	None			🖉 Change	⊖ Drop
☐	6	mobile	int(11)			Yes	NULL			🖉 Change	⊖ Drop
☐	7	image	varchar(255)	utf8mb4_unicode_ci		Yes	NULL			🖉 Change	⊖ Drop
☐	8	remember_token	varchar(100)	utf8mb4_unicode_ci		Yes	current_timestamp()			🖉 Change	⊖ Drop
☐	9	created_at	timestamp			Yes	current_timestamp()			🖉 Change	⊖ Drop
☐	10	updated_at	timestamp			Yes	current_timestamp()			🖉 Change	⊖ Drop
☐	11	role	varchar(255)	utf8mb4_unicode_ci		No	user			🖉 Change	⊖ Drop

Console

16.3 SITE SETTING TABLE:

#	Name	Type	Collation	Attributes	Null	Default	Comments	Extra	Action		
1	id 🔑	bigint(20)		UNSIGNED	No	None		AUTO_INCREMENT	Change	Drop	More
2	name	varchar(255)	utf8mb4_unicode_ci		Yes	NULL			Change	Drop	More
3	slogan	varchar(255)	utf8mb4_unicode_ci		Yes	NULL			Change	Drop	More
4	phone	varchar(255)	utf8mb4_unicode_ci		Yes	NULL			Change	Drop	More
5	email	varchar(255)	utf8mb4_unicode_ci		Yes	NULL			Change	Drop	More
6	address	varchar(255)	utf8mb4_unicode_ci		Yes	NULL			Change	Drop	More
7	logo	varchar(255)	utf8mb4_unicode_ci		Yes	NULL			Change	Drop	More
8	created_at	timestamp			Yes	NULL			Change	Drop	More
9	updated_at	timestamp			Yes	NULL			Change	Drop	More

16.4 ORDER TABLE:

#	Name	Type	Collation	Attributes	Null	Default	Comments	Extra	Action	
1	id 🔑	bigint(20)		UNSIGNED	No	None		AUTO_INCREMENT	Change	Drop
2	product_id	bigint(20)		UNSIGNED	No	None			Change	Drop
3	user_id	bigint(20)		UNSIGNED	No	None			Change	Drop
4	quantity	int(11)			No	1			Change	Drop
5	name	varchar(255)	utf8mb4_unicode_ci		Yes	NULL			Change	Drop
6	price	varchar(255)	utf8mb4_unicode_ci		Yes	NULL			Change	Drop
7	description	text	utf8mb4_unicode_ci		Yes	NULL			Change	Drop
8	image	varchar(255)	utf8mb4_unicode_ci		Yes	NULL			Change	Drop
9	payment_status	varchar(255)	utf8mb4_unicode_ci		No	None			Change	Drop
10	delivery_status	varchar(255)	utf8mb4_unicode_ci		No	None			Change	Drop
11	created_at	timestamp			Yes	current_timestamp()			Change	Drop

Console

CODING

17. CODE

17.1 Footer:

```html
<footer class="footer">
        <div class="d-sm-flex justify-content-center justify-content-sm-between">
          <span class="text-muted d-block text-center text-sm-left d-sm-inline-block">Copyright ©
E-commerce</span>

        </div>
      </footer>
```

17.2 LOGOUT:

```php
public function logout(){
        if(Auth::check()){
            Auth::logout();
            return redirect()->route('login');
        }
        return redirect()->route('login');
    }
```

17.3   SIGN UP:

```php
public function signup (Request $request){

        $request->validate([
            'fullname' => 'required',
            'email' => 'required|email',
            'password'=>'required|min:6',

        ]);

        $data=[
            'name'=>$request->fullname,
            'email'=>$request->email,
            'password'=>bcrypt($request->password),
        ];

        user::insert($data);
        return redirect()->back();


    }
```

17.4   SIGN IN:

```php
public function signin(Request $request){

        $request->validate([
                'email' =>'required|email',
                'password' =>'required|min:6'
        ]);

        //find user
        $user = User::where('email',$request->email)->first();
        if($user){
            if($user->password){
                if(Hash::check($request->password, $user->password)){
                    Auth::login($user);
                    if($user->role =='admin'){
                        return redirect()->route('userdashboard');
                    }
                     else if ($user->role =='user'){
                        return redirect()->route('userdashboard');
                    }
                else{
                        return redirect()->back()->with('error', 'Check Email , Password!');
                    }
                }
                $request->session()->flash('error', 'Please check Password');
                return redirect()->back();
            }
        }
        $request->session()->flash('error', 'User Not found');
        return redirect()->back();
    }
```

17.5 UPDATE CATEGORY:

```php
public function update(Request $request,$id)
    {
     if(!$id){
          return redirect()->back();
     }
     $cat_data= category::find($id);
    if($cat_data){
     $data=[
          'category_name' =>$request->catename,
          'status' => $request->status,
     ];
     $cat_data->update($data);
    return redirect()->route('admin.display');


     }
     return redirect()->back();
  }
```

17.6 DELETE:

```php
public function delete($id){
    if(!$id){
          return redirect()->back();
     }

    $cat_data= category::find($id);
    if($cat_data){
     $cat_data->delete();
    }
    return redirect()->back();
    }
```

17.7 PRODUCT CREATE:

```
public function productcreate(Request $request){
 $image_url = '';
 if($request->has('image') && $request->file('image')){
     $file  = $request->file('image');
     $name  = time().'.'.$file->getClientOriginalExtension();
     $path = public_path().'/productimg'.'/';
     $file->move($path,$name);
     $image_url = asset('/productimg').'/'.$name;
 }
 $data = [
     'name'=>$request->name,
     'price'=>$request->price,
     'description'=>$request->description,
     'status'=> $request->status,
     'image'=>$image_url,
     'category_id'=>$request->category_id

 ];

 product::insert($data);
 return redirect()->back();
}
```

17.8 PRODUCT DISPLAY:

```
public function displayproduct(){
    $data= product::all();
     return view('backend.product.display',compact('data'));
}
```

17.9 EDIT DATA:

```php
public function edit($id)
  {
   if(!$id){
       return redirect()->back();
   }
   $cat_data= category::find($id);
   if($cat_data){
    return view('backend.category.edit',compact('cat_data'));
   }
   return redirect()->back();
   }
```

17.10 EDIT PRODUCT:

```php
public function editproduct($id)
    {
     if(!$id){
         return redirect()->back();
     }
     $cat_data= product::find($id);
     $categories = Category::all();
    if($cat_data){

   return view('backend.product.edit', compact('cat_data', 'categories'));

    }
    return redirect()->back();
    }
```

17.11 DISPLAY DATA:

```php
public function displayData(){
    $data['categories']= category::where('status',1)->get();
     return view('backend.product.create',$data);
}
```

17   CONCLUSION:

Fashion interacts with several economic, financial, psychological, and sociological factors, which reinforce the importance and need for fashion companies to understand their customers' behaviors. Fashion participates in, find inspiration from, and adapts to the evolution of societies as it manages the relationships between eager fashion shoppers and competitive fashion firms.

Today's fashion shoppers are more informed and, aware of companies' practices—and more demanding too. Facing this challenging demand, fashion managers use different elements in their marketing mix to stimulate these shoppers' appetites and convince them to purchase the items produced by their fashion brands.

18 REFERENCE:

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