### **Project Description**

### PROJECT: DEVELOPING A CLOTHING WEBSITE

#### PURPOSE OF THE WEB APPLICATION:

With fashion trends evolving rapidly, new online platforms are emerging to showcase and sell the latest styles. Keeping this in mind, the main purpose of this website is to provide an online platform to the consumers for purchasing clothing goods. Our team's objective is to deliver a user-friendly shopping experience by showcasing a vast collection of apparel, along side offering convenient browsing and purchasing options, while ensuring user satisfaction through a responsive design and secure payment system. We aim to make fashion accessible, offering quality products at competitive prices to meet the needs of a wide audience.

#### TARGET AUDIENCE:

The website is designed for individuals of all ages and genders interested in shopping for clothing online. The target audience includes fashion enthusiasts, budget-conscious shoppers, busy individuals, and gift buyers seeking the latest trends, quality clothing at affordable prices, and convenience in online shopping.

#### KFY FFATURES.

- 1. User-Friendly Interface: Easy navigation with a clean layout and categorized product listings.
- 2. Responsive Design: Optimized for desktop, tablet, and mobile devices.
- 3. Product Search and Filters: Advanced search functionality with filters for size, color, price range, and style.
- 4. Wish-list and Favorites: Option to save items for future purchase.
- 5. Reviews and Ratings: User reviews and star ratings for informed decision-making.
- 6. Secure Payment Options: Multiple payment methods, including credit/debit cards and cash on delivery.
- 7. Customer Support: An FAQ section to resolve queries.

#### MAIN USER ACTIONS:

- -->Browse product categories and search for specific items.
- -->Add or remove items from the shopping cart.
- -->Save items to a wishlist.
- -->Make purchases using secure checkout.
- -->View and manage account details, including order history.
- -->Leave product reviews and ratings.
- -->Contact customer support for assistance.

### A typical user journey might include the following steps:

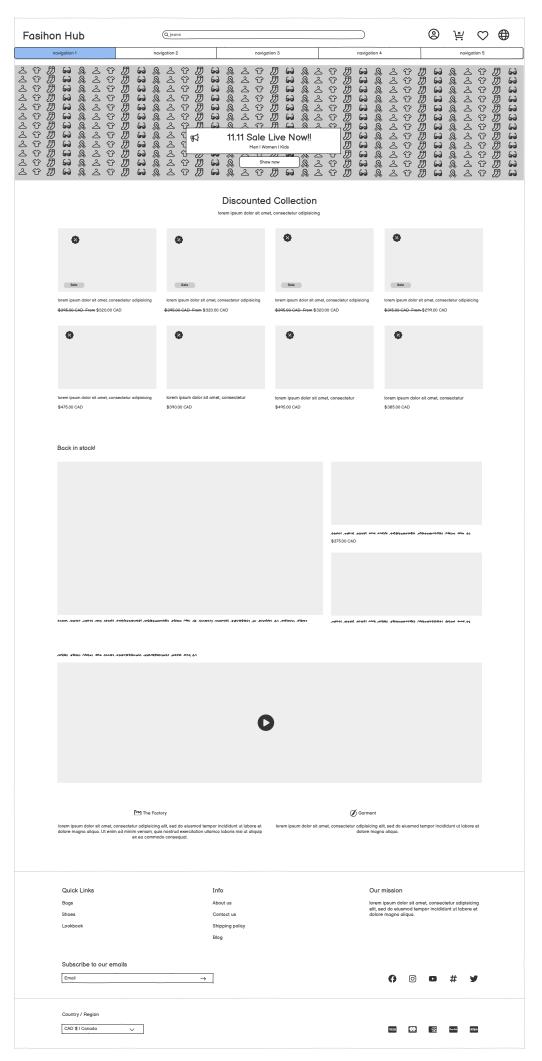
- 1. Visit the website and browse the homepage or categories.
- 2.Use the search bar or filters to find a specific item, such as "men's casual shirts."
- 3. View product details, including images, descriptions, size charts, and reviews.
- 4. Add the desired item(s) to the shopping cart.
- 5. Proceed to checkout, enter delivery details, and select a payment method.
- 6. Confirm the order and receive an order confirmation email.

## Home page

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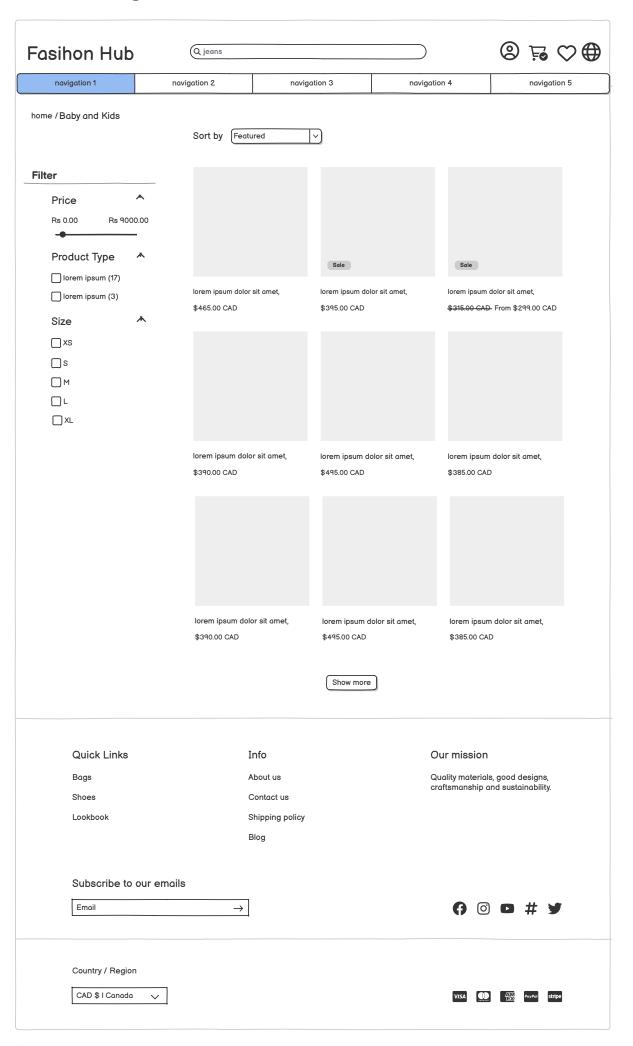
This is the default home page visible to all users when they access the website.

### Sale Home page



This is the alternate home page displayed during the sale season, featuring active sales or offers.

### **Product listing**



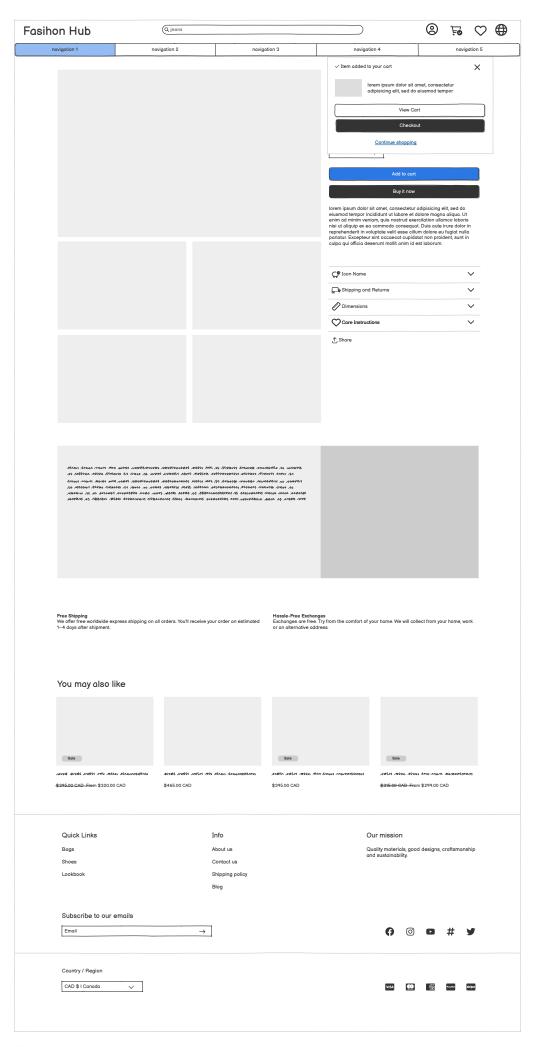
This is the product list page, displaying all products matching the user's search criteria. Users can filter and sort the list as needed.

# **Item View Page**

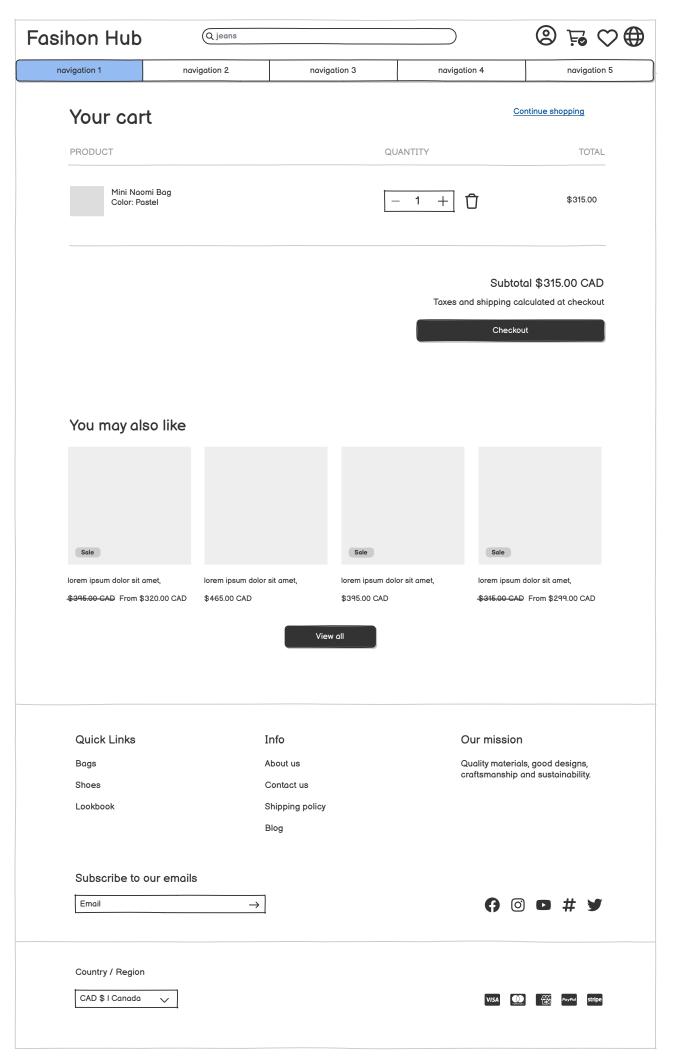
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This is the display page for a single product selected by the user.

### **Add To Cart**

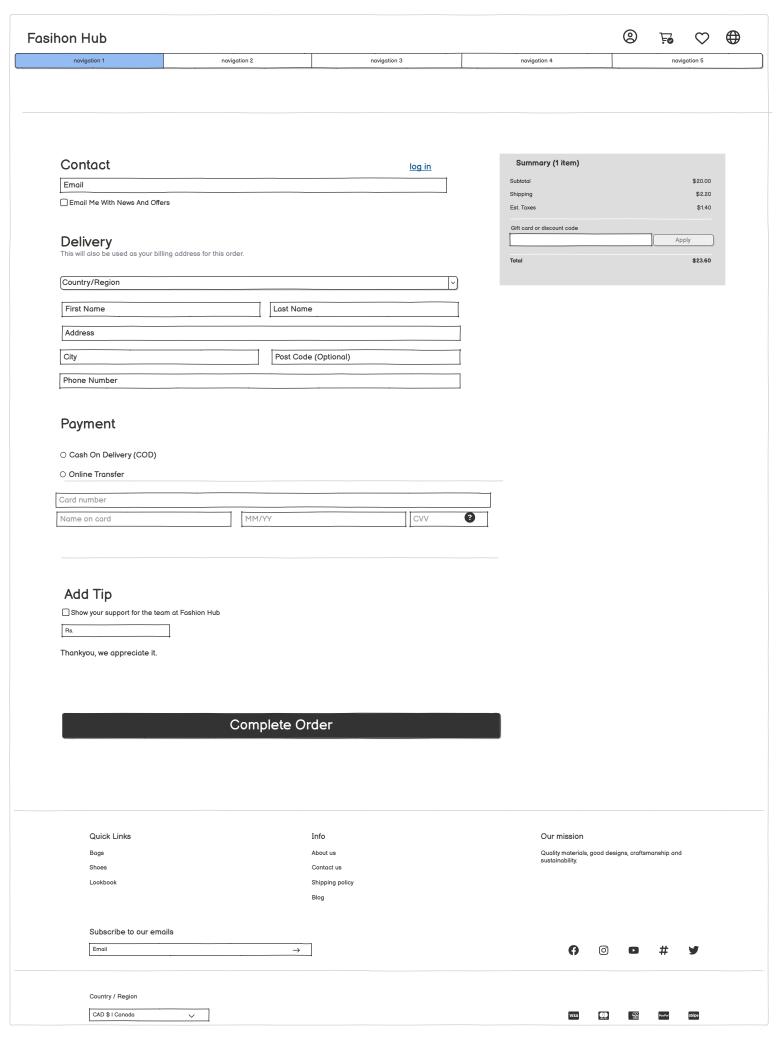


This is the display page state when the user adds a product to the cart. A dialog box appears confirming that the item has been added to the cart.



This is the page where users can view the items in their cart.

### **Checkout (Non logged in user)**



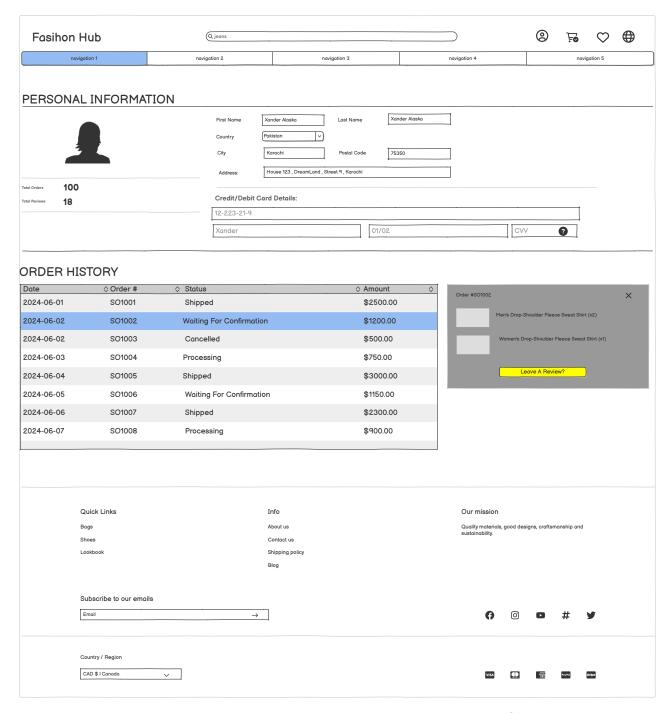
This is the checkout page for non-logged-in users, where they must fill in their personal and billing information to place the order.

## Checkout (Logged in user)

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This is the checkout page for logged-in users, where their personal and billing information is automatically filled from the database for them to review and verify.

### Personal + Order Details



This is the account page where users can view and edit their personal information, check their previous order history, and leave reviews for completed orders.

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	FAQ FREQUENTLY ASKED QUESTIONS:								
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This is the FAQ page where users can find answers to frequently asked questions and submit their own questions to our team.