

GLA University, Mathura

SYNOPSIS

FLORASHOP(E-commerce Website)



Department of Computer Science & Applications

SUBMITTED TO :-

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Declaration

We hereby declare that the project work entitled “FLORASHOP” submitted to GLA University, Mathura is a record of an original work done by us under the guidance of Ms. Gurpreet Kaur(Technical Trainer) of Department of Computer Science and Engineering. This project is submitted in partial fulfilment of the requirements for the award of the degree of Bachelors in Technology in Computer Science and Engineering.

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Certificate

This is to certify that the Project Synopsis entitled “FLORASHOP” is submitted to SUPERVISOR Ms. Gurpreet Kaur(Technical Trainer) of the department of Computer Science and Engineering ,GLA University, Mathura in partial fulfilment for the award of the degree of Bachelor of Technology in Computer Science and Engineering is a record of Bonafide Certificate carried out by :

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INTRODUCTION

Abstract

It is only recently that technology has reached a level of stability, usability and affordability which permits its use in real life day to day scenarios rather than just research projects. The main advantages of online bookings are flexibility and accessibility. The purpose of this project is to automate the existing manual system by the help of computerized equipments and full-fledged computer software, so that the customers can be offered a wide range of floral arrangements and related products that can be conveniently purchased online. The website typically provides a user-friendly interface, product descriptions, and images, allowing customers to browse and choose from a variety of options. Features like search filters, customer reviews, and ratings make it easy for customers to find the perfect arrangement for any occasion. Many flower selling websites also offer delivery services, enabling customers to send flowers directly to their intended recipient. A strong customer service team is often available to provide assistance and resolve issues. Overall, a flower selling website is an ideal platform for anyone looking to purchase floral arrangements quickly and efficiently from the comfort of their own home and have it delivered to their desired location.

Motivation(Reasons for choosing this project)

The old manual system was suffering from a series of drawbacks. Since the whole of the system was to be maintained with hands, the process of keeping, maintaining and viewing was very tedious and lengthy. This could result in the flowers becoming soggy or dried. The main motivation behind the development of this website are as follows:

- **Improved customer experience:** This website can provide customers with a better experience by offering features like easy navigation, product reviews, and personalized recommendations. This can help increase customer satisfaction and loyalty.
- **Meeting customer demand:** People often like to buy flowers for various occasions like birthdays, weddings, anniversaries, or just to decorate their homes. This website for selling flowers can help meet this demand by providing a convenient and accessible platform for customers to purchase flowers.
- **Reach a wider audience:** This website can help reach a wider audience beyond the local market. With the internet, people can order flowers from anywhere and have them delivered to their loved ones. This can help increase sales and revenue for the business.
- **Convenience:** This website for selling flowers can provide customers with the convenience of shopping online, browsing a wide variety of options, and making payments from the comfort of their homes or offices.
- **Competitive advantage:** Having an e-commerce website can give a business a competitive advantage over others in the same industry that do not have an online presence. Customers are more likely to choose a business that has a website where they can browse and purchase products conveniently.

Problem Statement

The purpose of this project work is to develop a website to increase sales and improve customer satisfaction by providing a user-friendly and secure platform for customers to browse and purchase flowers. The website should offer a wide variety of flowers with detailed descriptions, pricing, and high-quality images. It also needs to ensure that the website is accessible on various devices and has a fast and reliable checkout process. Additionally, the website should provide customers with easy access to customer support .To achieve these goals, Florashop may need to address issues such as website design, product selection, payment processing, shipping logistics, and customer service.

Main Objectives of the project

The main objectives of an e-commerce website for selling flowers would typically include:

- Attracting and retaining customers: The website should be designed to attract potential customers and retain existing ones by showcasing the variety of flowers available, providing an easy-to-use interface, and ensuring a seamless shopping experience.
- Offering a wide selection of flowers: The website should offer a wide variety of flowers, including popular options like roses, lilies, and orchids, as well as seasonal blooms, to cater to different tastes and preferences.
- Providing detailed product information: Customers should be able to access detailed information about each flower, including its origin, care instructions, and potential uses.
- Ensuring convenience and ease of use: The website should be user-friendly and offer multiple payment and delivery options to provide a seamless shopping experience for customers.
- Providing exceptional customer service: Customer service is crucial in the e-commerce industry, and the website should offer a responsive customer support team that can help customers with any queries or concerns.
- Offering competitive pricing and promotions: The website should offer competitive pricing for its products and provide regular promotions and discounts to incentivize customers to make purchases.
- Ensuring security and privacy: The website should prioritize the security and privacy of customer data, including personal and payment information, to build trust and credibility with customers.

Scope of the Project

An e-commerce website can be an excellent platform for selling flowers online. Here are some reasons why:

- **Convenient Shopping:** With an e-commerce website, customers can conveniently browse through different types of flowers, select the ones they want, and make purchases from the comfort of their homes or offices.
- **Increased Reach:** An e-commerce website can help you reach a wider audience beyond your local area. Customers from different parts of the country or even the world can place orders on your website.
- **24/7 Availability:** An e-commerce website allows you to keep your store open 24/7, even outside of regular business hours. This way, you can cater to customers who prefer to shop at odd hours or have busy schedules.
- **Customer Data Collection:** With an e-commerce website, you can collect valuable customer data, such as their email addresses and order history. This data can be used to personalize marketing campaigns, offer discounts, and improve customer loyalty (on the consent of the customer).
- **Cost-Effective:** Setting up an e-commerce website can be cost-effective compared to setting up a physical store. You won't need to rent a storefront or hire as many staff members, which can save you money in the long run.

Overall, an e-commerce website can provide a convenient and accessible way for customers to purchase flowers while providing you with the opportunity to reach a broader audience and collect valuable customer data.

Feasibility Study

Feasibility study includes consideration of all the possible ways to provide a solution to the given problem. The proposed solution should satisfy all the user requirements and should be flexible enough so that future changes can be easily done based on the future upcoming requirements.

Economical Feasibility

This is a very important aspect to be considered while developing a project. We decide the technology based on minimum possible cost factor

All hardware and software components has to be borne by the developer organization.

Technical Feasibility

This includes the study of function, performance and constraints that may affect the ability to achieve an acceptable system. For this feasibility study, we studied complete functionality to be provided in the system, as described in the system requirements and checked if everything was possible using the different types of frontend and backend platforms.

Operational Feasibility

No doubt the proposed system is fully GUI based that is very user friendly and all inputs to be taken all self-explanatory even to a layman. Besides, a proper testing and training has been conducted to let the users know the essence of the system.

Working methodology of the project

The working methodology of an e-commerce website for selling flowers typically involves the following steps:

- Website Design and Development: The website must be designed and developed with an appealing layout, user-friendly interface, and a seamless checkout process. The website should also include product catalogues, high-quality product images, and detailed descriptions.
- Inventory Management: The e-commerce website should have a system in place to manage inventory, including tracking product availability, managing stock levels, and updating product information.
- Payment Processing: A secure and reliable payment gateway must be integrated with the website to enable customers to make payments online. This involves ensuring that the website is secure and has an SSL certificate installed.
- Order Fulfilment: Once an order is placed, the website should have a system to track the order, notify the customer of the status of their order, and arrange for delivery.
- Shipping and Delivery: The e-commerce website must have an efficient delivery system in place to ensure that the flowers are delivered to the customer's address on time and in good condition.
- Customer Support: A customer support system must be in place to handle customer inquiries, complaints, and returns. This can include a customer service hotline, email support, or live chat support.
- Marketing and Promotion: To attract customers to the website, a marketing and promotion strategy must be developed, including social media marketing, email marketing, and advertising campaigns.

Overall, the success of an e-commerce website for selling flowers depends on the quality of its design, the efficiency of its processes, and the effectiveness of its marketing strategy.

Software and Hardware Requirements

Software Requirements:

- HTML
- CSS
- JavaScript
- Tailwind CSS
- M.E.R.N.
- VS Code

Hardware Requirements:

- Windows 10 and above
- 512 mb RAM
- I3 processor and above

Module Description

The roles of the modules are as follows:

- User Authentication Module: This module handles the user authentication process, including login and registration. It ensures that only authenticated users have access to the website's features and functionalities.
- Product Catalog Module: This module manages the product catalog, including flowers, bouquets, and arrangements. It allows users to search for products based on different criteria such as type, color, occasion, and price range.
- Shopping Cart Module: This module enables users to add products to their cart and proceed with the checkout process. It handles the calculation of the total price, shipping costs, and taxes, and provides different payment options.
- Order Management Module: This module manages the orders received from users. It tracks the order status, sends notifications to users, and generates invoices for completed orders.
- Customer Service Module: This module provides customer support services, including live chat, email, and phone support. It helps users with any questions or issues they may have while using the website.
- Content Management Module: This module manages the website's content, including text, images, videos, and blog posts. It allows administrators to create, edit, and delete content, and ensures that the website's information is accurate and up-to-date.
- Analytics Module: This module provides insights into the website's performance, including user behaviour, sales trends, and marketing effectiveness. It helps administrators make data-driven decisions to optimize the website's performance and improve the user experience.

These modules work together to provide a seamless and user-friendly experience for users while allowing administrators to manage the website's operations efficiently.

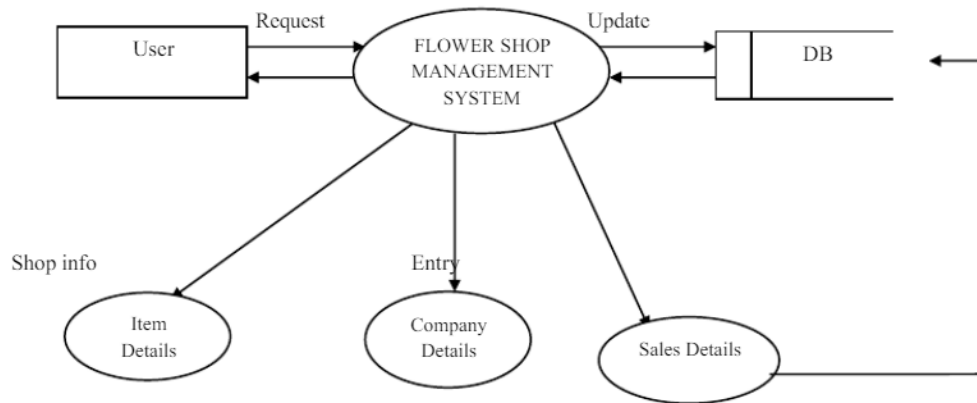
Data Flow Diagrams

Level 0



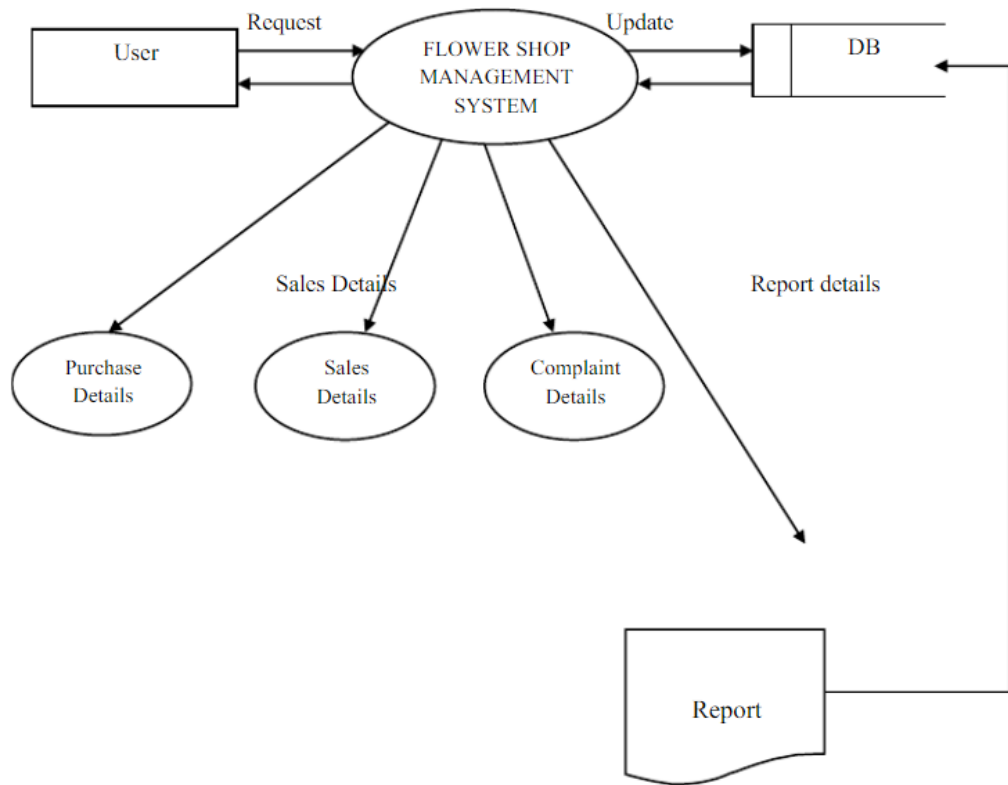
Level 0 DFD For FLoraShop

Level 1



Level 1 DFD For FLoraShop

Level 2



Level 2 DFD For FLoraShop

Future Scope of the Project

Undeniably, the Flower Industry has become a new bandwagon in the business industry around the globe. Providing absolute flexibility and comfort of buying flowers online, flower delivery apps have revolutionized the buying-selling paradigm completely.

In a nutshell, it can be summarized that the future scope of the project circles around maintaining the following information :

- Undeniably, the Flower Industry has become a new bandwagon in the business industry around the globe. Providing absolute flexibility and comfort of buying flowers online, flower delivery apps have revolutionized the buying-selling paradigm completely.
- There is a comprehensive scope for floral businesses in all countries. Flowers are predominantly becoming one of the fastest-growing commodities in society because of their emotional and religious significance.
- As per the reports, USA's retail market of flowers contributes \$18billion, which is increasing at a CAGR of 6%, from the year 2017–2020.
- Some of the leading flower delivery apps such as UrbanStems, Farmgirl flowers, and Bouqs are the top-notch of flower delivery business and are generating a decent amount of revenue to scale up their online flower delivery services.
- The industrial capital of Bouqs is \$43.1million, whereas UrbanStems is \$27.2million in the USA alone. That's the reason people are investing significantly in the flower delivery business because it affirms more profits and is a boon for startups.
- With the increase in demand, the flower delivery service providers have upgraded their methodology and also have introduced new strategies like same-day delivery and instant delivery of fresh flowers to strengthen its position in this market.

Conclusion

Our project is a very humble venture to satisfy the needs to manage the flower ordering system more efficiently and easily for both the customers and the florists. This platform can prove to be a powerful platform in handling the requirements of various types of users who wish on cutting time in buying flowers. This website will provide a hassle free experience to all users provided that it is managed and updated from time to time according to the needs of the users. At the end, it is concluded that, we understand the problem domain and are able to create a model of the system which fulfils the operations required by the system. We included features and operations in detail and designed the user interfaces and solved security issues related to the system efficiently. Finally, the system is implemented and tested according to test cases.

Reference Websites:

1. <https://code.visualstudio.com>
2. <https://nodejs.org/en/>
3. <https://developers.google.com>
4. <https://github.com>
5. <https://reactjs.org/>

GitHub Repository link:

<https://github.com/shivani-singh28/FloraShop.git>