

# EDUREKA INTERNSHIP

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## PROJECT 2



Topic chosen: E-commerce website (ADIDAS official)

### Description

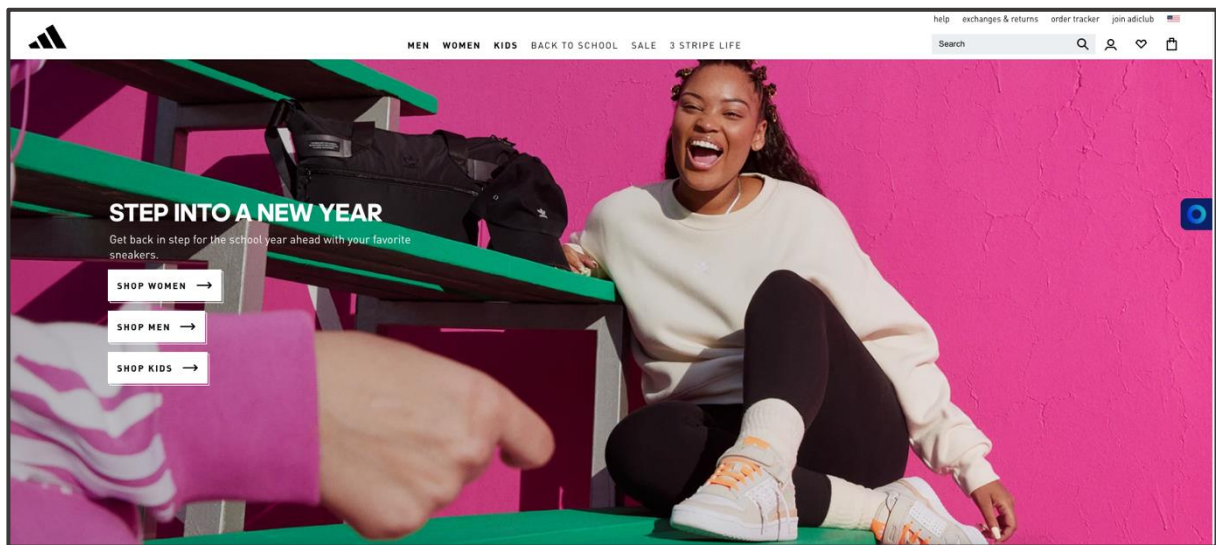
Adidas is a German multinational corporation, founded and headquartered in Herzogenaurach, Bavaria, that designs and manufactures shoes, clothing and accessories. It is the largest sportswear manufacturer in Europe, and the second largest in the world, after Nike. It is the holding company for the Adidas Group, which consists 8.33% stake of the football club Bayern München and Runtastic, an Austrian fitness technology company. Adidas's revenue for 2018 was listed at €21.915 billion.

The main aim is to recreate the official website with certain changes and additions from a design and functionality perspective.

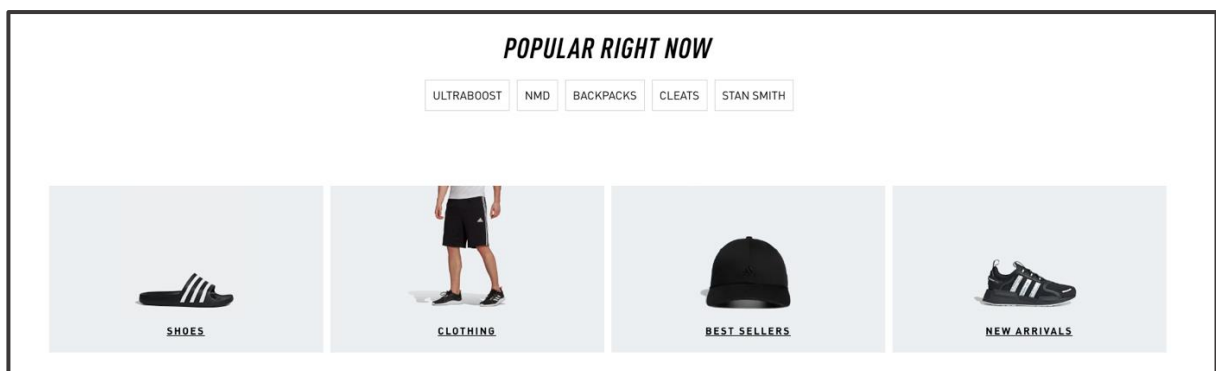
# Website Components

- **HOMEPAGE**

The homepage will consist of sections for the users to choose from.

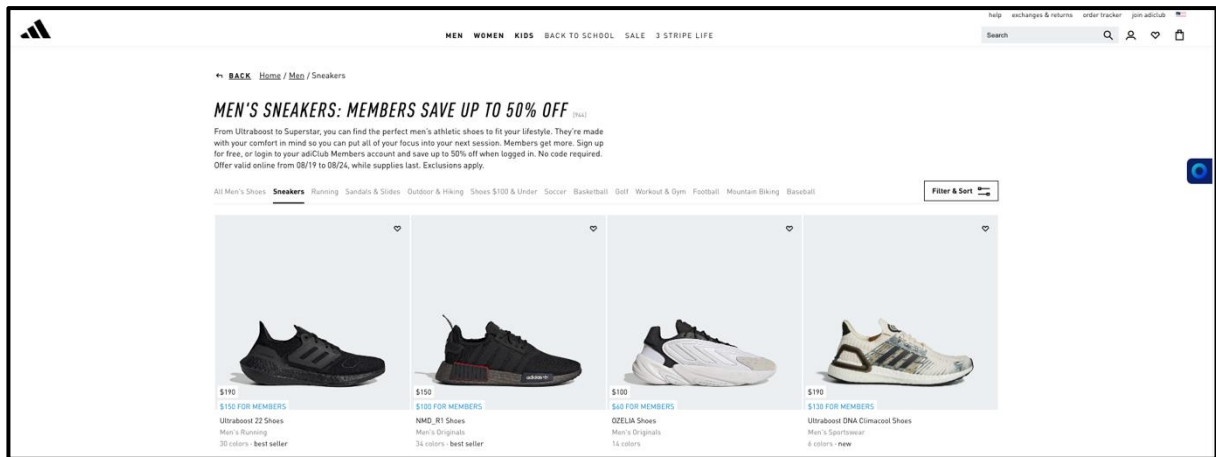


Below this section the trending products section and the latest arrivals will be available.



- PRODUCTS LISTING PAGE

This page will show the different products available in each category.



The page also has a search bar to filter out products.

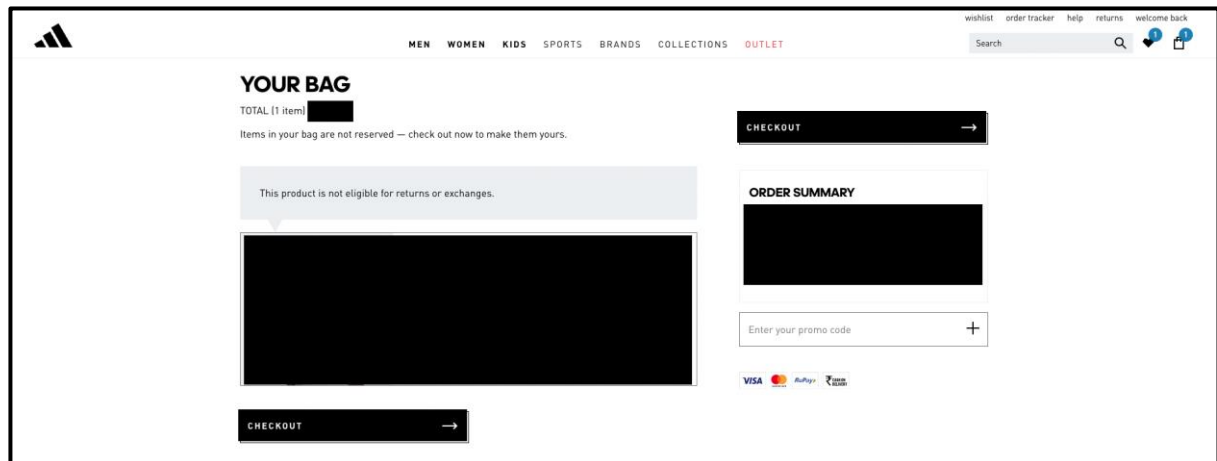
- ACCOUNT CREATION/LOGIN PAGE

Users can choose to browse products without creating an account or can create a free account and access their wish lists, cart, and other offers.

A screenshot of the Adidas account creation/login page. The page has a clean, white background with a black border. At the top, it says 'YOUR ADICLUB BENEFITS AWAIT!'. Below this, it lists benefits: 'Get free shipping, discount vouchers and members only products when you're in adiClub'. The main heading is 'LOG IN OR SIGN UP (IT'S FREE)'. Below this, it says 'Enter your email to access or create your account'. There is a text input field for 'Email \*'. Below the input field, there is a checkbox labeled 'Keep me logged in - applies to all log in options below.' with a link 'More info'. At the bottom, there is a large black button with the text 'CONTINUE' and a right-pointing arrow. Below the button, there are three social media login options: Facebook, Google, and Yahoo.

- BAG

Items in your cart will be visible in the bag and from there checkout process can be initiated.



- PAYMENT GATEWAY

Users can go to a payment gateway after adding items into their cart. This page will then lead to an order confirmation page.

The screenshot shows the Adidas checkout process. At the top, there's a progress bar with four steps: 1. BAG, 2. DELIVERY (active), 3. PAYMENT, and 4. ORDER COMPLETE. The Adidas logo is on the left, and contact information (QUESTIONS? 1800-120-3300, 8AM - 8PM, 7 days a week) is on the right.

**DELIVERY ADDRESS**

There's a section for adding a new address, labeled "New Address" with a "+" icon. To the right is the **ORDER SUMMARY** section, which includes a field to "Enter your promo code" with a "+" icon.

**ARRIVING ?**

Under this heading, there's a box for "STANDARD DELIVERY" with a truck icon, stating "within 3-9 business days" and "FREE". Below this is an "Email:" field with a masked address. There are two checkboxes: one checked, stating "My billing and delivery information are the same.", and one unchecked, stating "I would like to stay up to date with adidas. [Read more](#)".

**ORDER DETAILS**

At the bottom right, there are logos for payment methods: VISA, Mastercard, RuPay, and CASH ON DELIVERY.

Essential site features like search option for filtering out products, product description, zoom option on images, related products etc. will be provided.

More payment options will be added for Indian users as the official website has lesser payment options.

## Technologies used on the Website

### Site Info - Adidas.co.in

Overview of web technologies used by Adidas.co.in.

### Website Background

adidas India Official Website | Sportswear

Shop for adidas shoes, clothing, collections, adidas Originals, Running, Football, Training and more on the official adidas IN website.

Description on Homepage

Number 11,043 of all websites according to Alexa

Popularity rank

Country	Visitors	Country Rank
India	97.8%	15,552

Main visitors locations

### Client-side Programming Language

JavaScript is a lightweight, object-oriented, cross-platform scripting language, often used within web pages.  
JavaScript

### Web Hosting Provider

Noris network is a German IT and cloud services provider.  
Noris network  
hosting info partly based on data from ipinfo.io

### Data Center Provider

Noris network is a German IT and cloud services provider.  
Noris network

### Reverse Proxy Service

Akamai is a content delivery network. This includes the former brand Instart Logic.  
Akamai

### Email Server Provider

Microsoft is a multinational technology company headquartered in USA, also offering email services.  
Microsoft

### SSL Certificate Authority

DigiCert is an SSL certificate authority. This includes Verizon, whose Enterprise SSL Business has been acquired by DigiCert.  
DigiCert

### Traffic Analysis Tools

Google Analytics is a free service to get detailed statistics about the visitors of a website, provided by Google. This includes the Ads conversion tracking and the Floodlight services.

## Google Analytics

Microsoft UET (Universal Event Tracking) records what visitors do on a website after they click on an ad.

Microsoft UET

Adobe Analytics is a web site traffic analysis service formerly called Omniture. Its products include SiteCatalyst, WebSideStory and Hitbox.

Adobe Analytics

## Advertising Network

The Google Advertising network consists of AdSense, DoubleClick and other services.

Google Ads

## Tag Managers

The Google Tag Manager is a Google service to support webmasters to manage tags on their websites.

Google Tag Manager

Tealium offers a website tag management system.

Tealium

## Social Widgets

Facebook Social Plugins provide a way for Facebook users to share web pages with their friends.

Facebook

used on inner pages

A Twitter Button allows a Twitter user to post a tweet from the visited site.

Twitter

used on inner pages

The Pinterest Pin-It button allows website visitors to pin images onto Pinterest.

Pinterest

used on inner pages

## Site Elements

External Cascading Style Sheets define style rules in a separate CSS file.  
External CSS

Embedded Cascading Style Sheets define a set of style rules in a <style> element within a web page.  
Embedded CSS

Inline Cascading Style Sheets define style rules directly within an (X)HTML element using the style attribute.  
Inline CSS

Session cookies are temporary cookies, which are deleted when the user closes the browser.  
Session Cookies  
used on inner pages

Persistent cookies with an expiration time of up to 1 day.  
Cookies expiring in hours  
used on inner pages

Persistent cookies with an expiration time between 1 day and 1 month.  
Cookies expiring in days  
used on inner pages

HttpOnly cookies are used only in the HTTP protocol and not in client side scripts, which may increase security.  
HttpOnly Cookies  
used on inner pages

Non-HttpOnly cookies are used in the HTTP protocol and also in client side scripts, which may be a security threat.  
Non-HttpOnly Cookies  
used on inner pages

Secure cookies are used only via an encrypted connections, which may increase security.  
Secure Cookies  
used on inner pages



Non-secure cookies may be used via an unencrypted connections, which may be a security threat.

Non-Secure Cookies  
used on inner pages

Gzip (GNU zip) is a file compression algorithm.  
Gzip Compression

HTTP/2 is the second major version of the HTTP network protocol.  
HTTP/2

HTTP Strict Transport Security (HSTS) defines a mechanism enabling web sites to declare themselves accessible only via secure connections.  
HTTP Strict Transport Security

The websites redirects visitors to its www subdomain, e.g. from example.com to www.example.com.  
Default subdomain www

The websites redirects visitors to use SSL encryption, e.g. from http://example.com/ to https://example.com/.  
Default protocol https

## **Structured Data Formats**

The Open Graph protocol, originally developed by Facebook, is an RDFa-based format that enables any web page to become a rich object in a social graph.  
Open Graph

JSON-LD (JavaScript Object Notation for Linked Data) is a method of encoding Linked Data using JSON.  
JSON-LD

Generic RDFa (Resource Description Framework in attributes) is RDFa without further specialization.  
Generic RDFa

## **Markup Language**

HTML5 is the fifth revision of the HTML standard.

HTML5

### **Character Encoding**

UTF-8 (8-bit Unicode Transformation Format) is a variable-length character encoding for Unicode, which is backwards compatible with ASCII.

UTF-8

### **Image File Formats**

Scalable Vector Graphics (SVG) is an XML-based vector image format.  
SVG

JPEG (Joint Photographic Experts Group) is a lossy compression method suitable to store photographic images.

JPEG

used on inner pages

### **Top Level Domain**

India

.in

### **Server Location**

Germany