

## **Trendees**

### **1. Introduction**

Selling online has evolved as a new and fast-growing technique, which support small and medium scale traders. People who want to earn second income without losing their current job and for those who want to exhibit their ideas and talents; online mode of working has created a great platform to them. Online helps us to create blogs, informative and interactive websites, commercial websites, bots, etc.

#### **a. Overview**

Trendees is the proposed e-commerce website. The website contains Trendy sarees. As south Indians, saree tells us about our heritage, culture and traditions. The varieties will be based on material, design, source of origin. As south Indians, saree tells us about our heritage, culture and traditions. The varieties will be based on material, design, source of origin. Materials include pure cotton, poly cotton, Chettinad cotton, Pure silk, art silk, chiffon, poonam, georgette, marble, tissue, linen, Jute, etc. Embossed, border, non border, plain, flowery, strips, lines, boxes like-wise different designs are possible

#### **b. Purpose**

The purpose of Trendees is to make even the common people to get a feel, that he is not cheated in his purchase. Quality product with nominal profit is the motto behind Trendees. Trendees was constructed based on Customers choice of need, availability in market, cost and Quality.

### **2. Literature survey**

Max Browner [1] in his article on Website Design says that, a right tool, graphics and pictures has to be used for designing website. AbhimanyuMitra et al [2] says that content on the website should be useful to customers for a long time. Strategies on reinforcement is used to find the requirements of customer experimentally. Siddikjon Gaibullojonovich Abduganiev[3] speaks about website quality evaluation has to be taken care through various surveys with different criteria to support reliability of website. P.K.D.K. Kaushalya et al[4] elaborates different approaches for web interface designing. Kansei

Engineering approach was elaborated for the same. Eugene Jenn-Ning Bong et al[5] speaks about hosting event or website for senior citizens to help them to find answers for their problems in old age. Roland Schmuck [6] shared his knowledge on the strategies for website management

### **3. Flow chart**

The fig 1 shows the work flow in constructing Trendees website. The following points has to be taken care before start of online business.

- a. Type of business
- b. Target Audience
- c. Domain Name
- d. Hosting
- e. Knowledge on wordpress
- f. Knowledge on Use and chioce of Plugin
- g. Knowlegde on use of Elementor

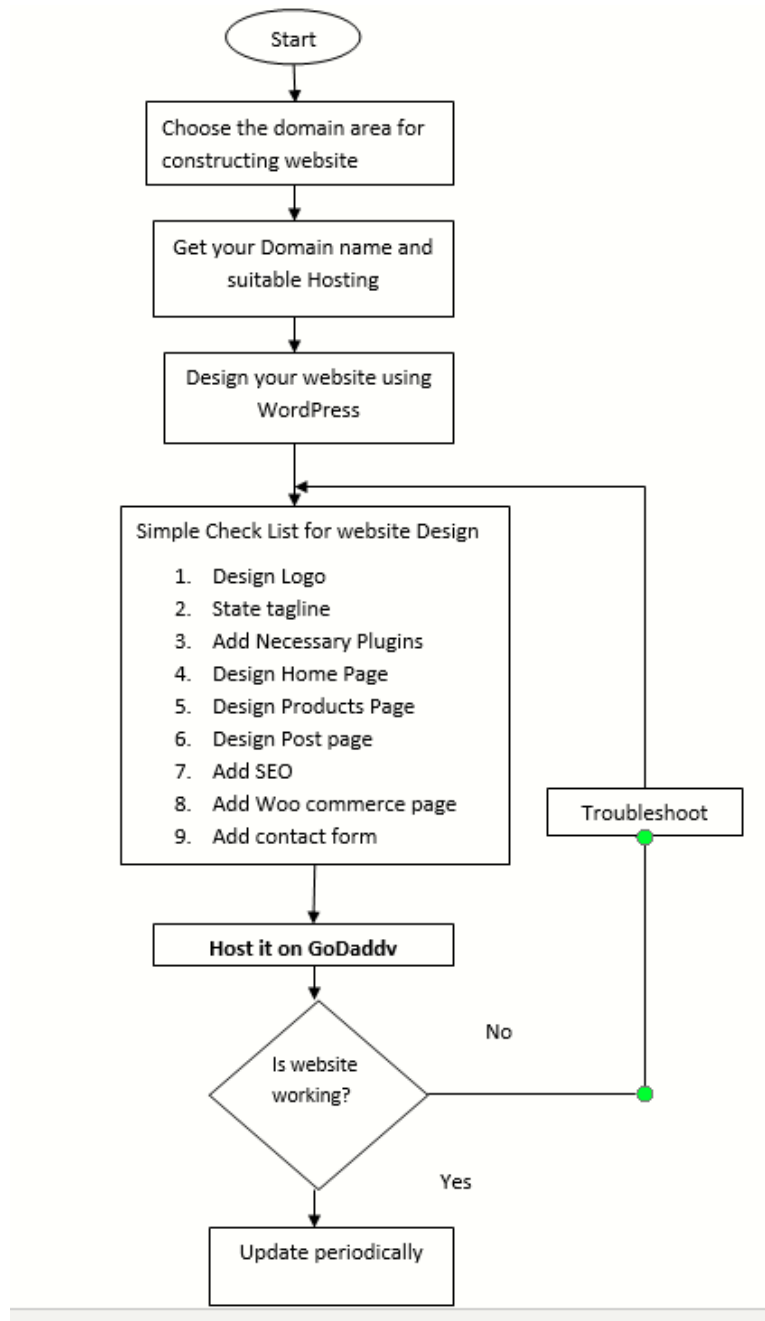


Fig.1 Work-Flow in construction of Trendees

#### 4. Results

The constructed website can be viewed through url “<https://58w.892.myftpupload.com>”. The screenshots of various pages and post are added here. The pages related to woo commerce is also added.

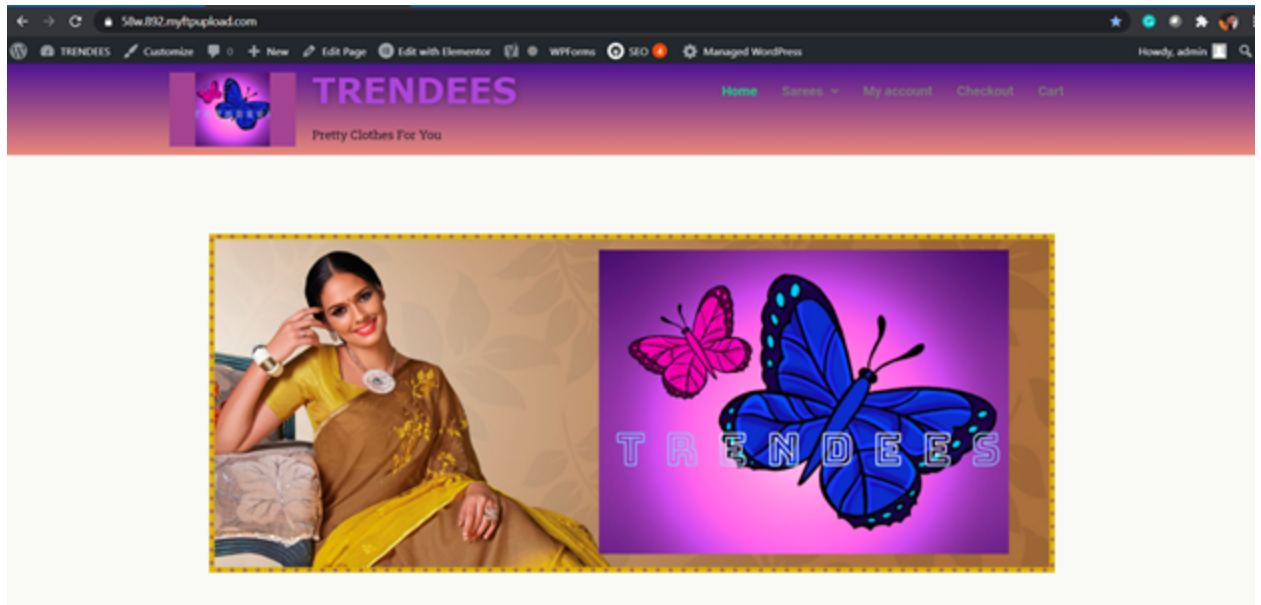


Fig. 2 – Snapshot 1 of Home page

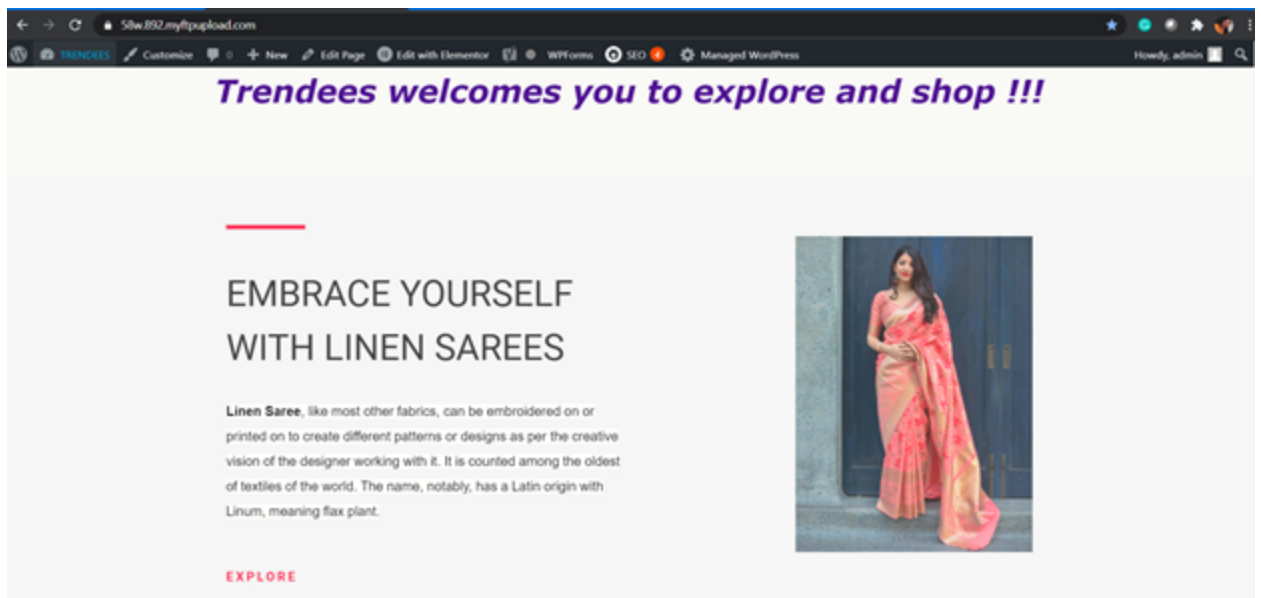


Fig. 3 – Snapshot 2 of Home page

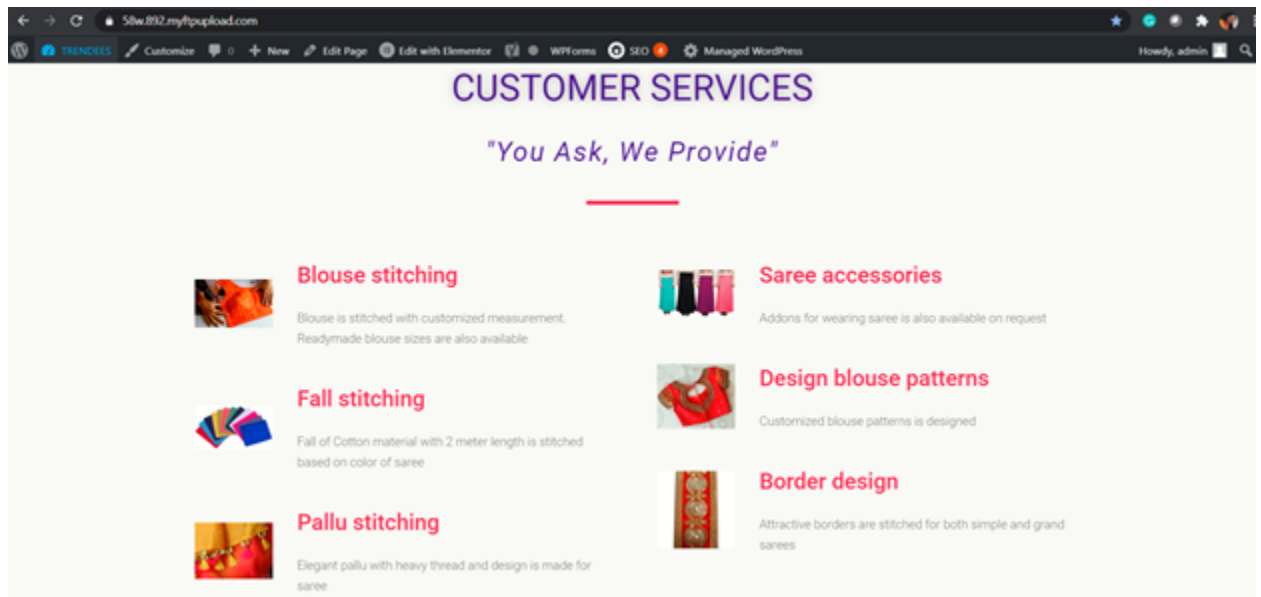


Fig. 4 – Snapshot 3 of Home page

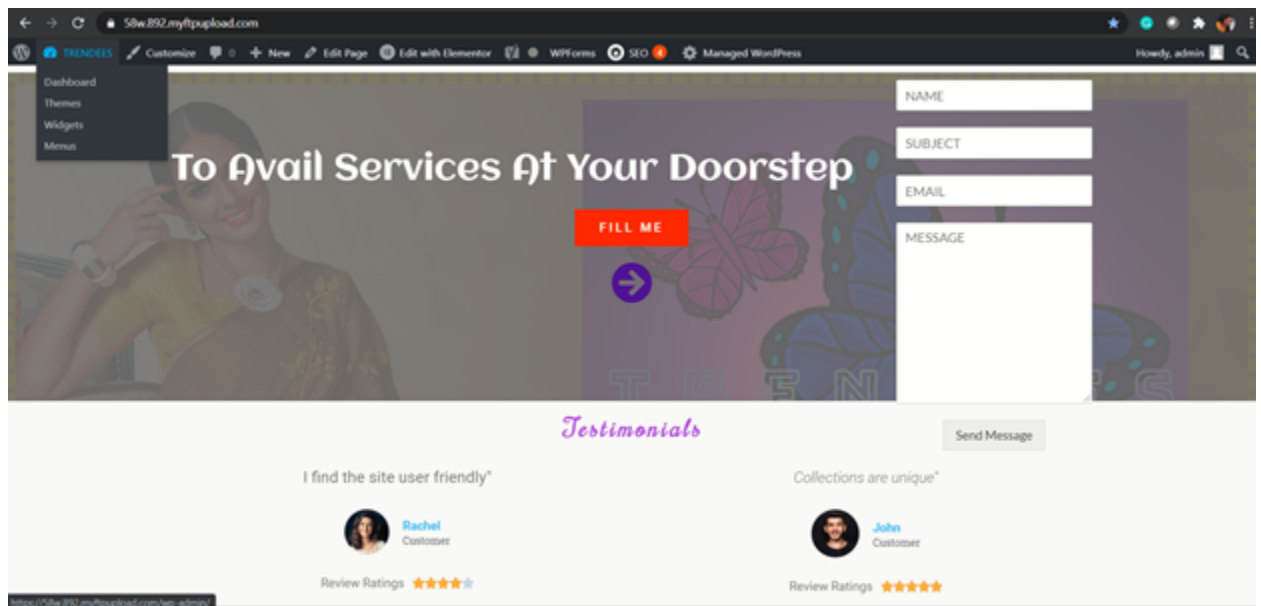


Fig. 5 – Snapshot 4 of Home page

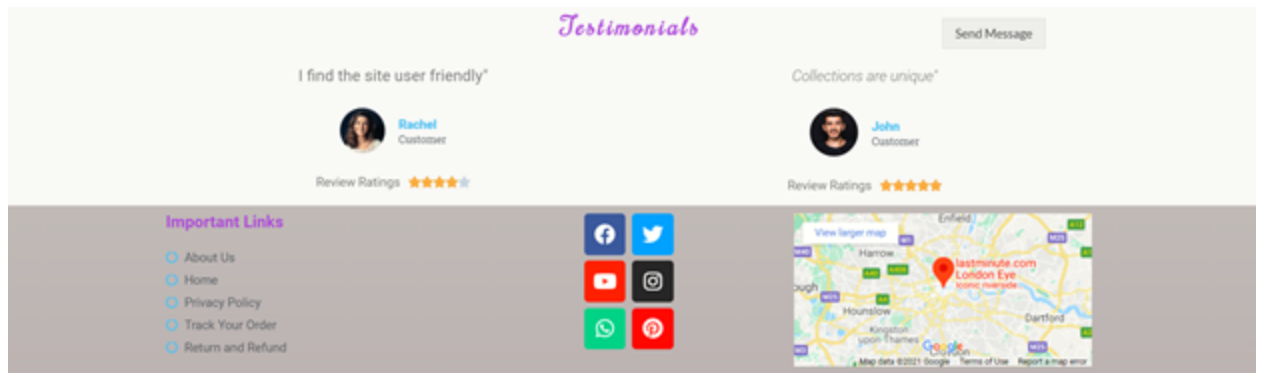


Fig. 6 – Snapshot 5 of Home page

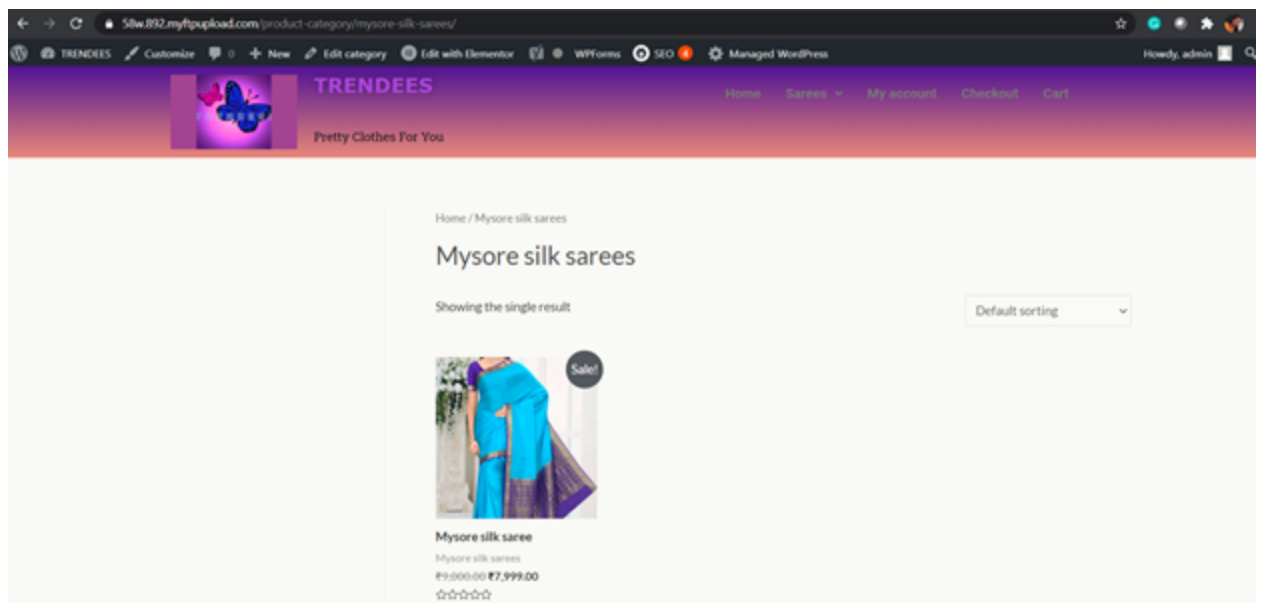


Fig. 7 – Snapshot of Product page

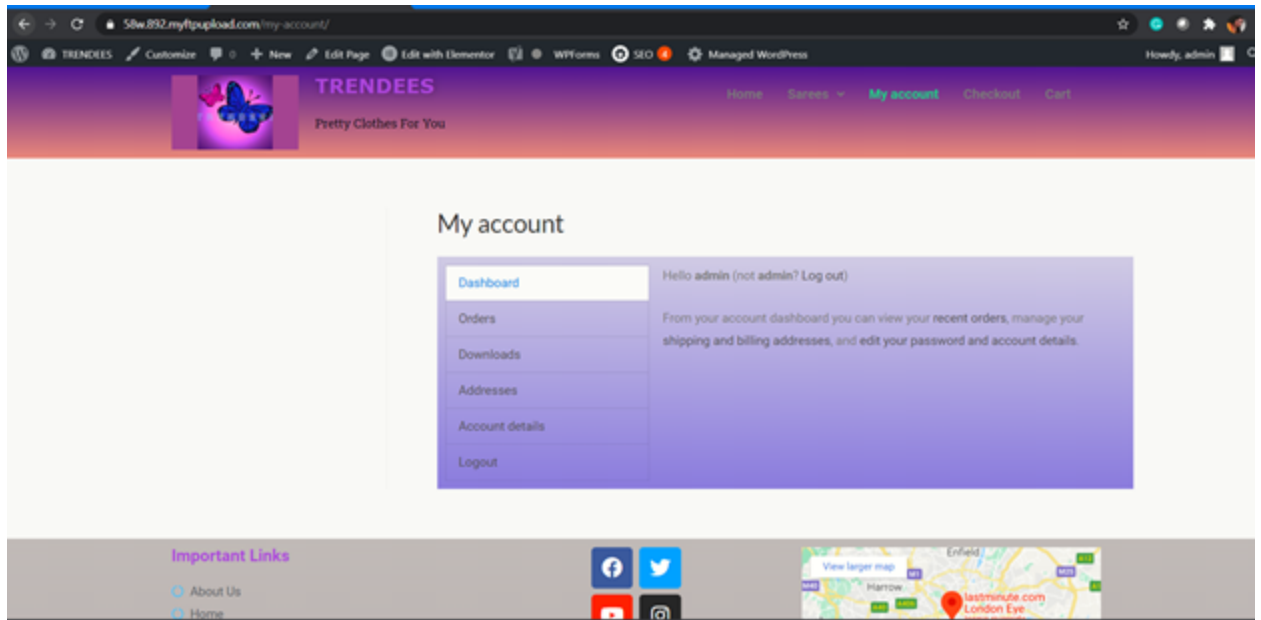


Fig. 8 – Snapshot of My Account page

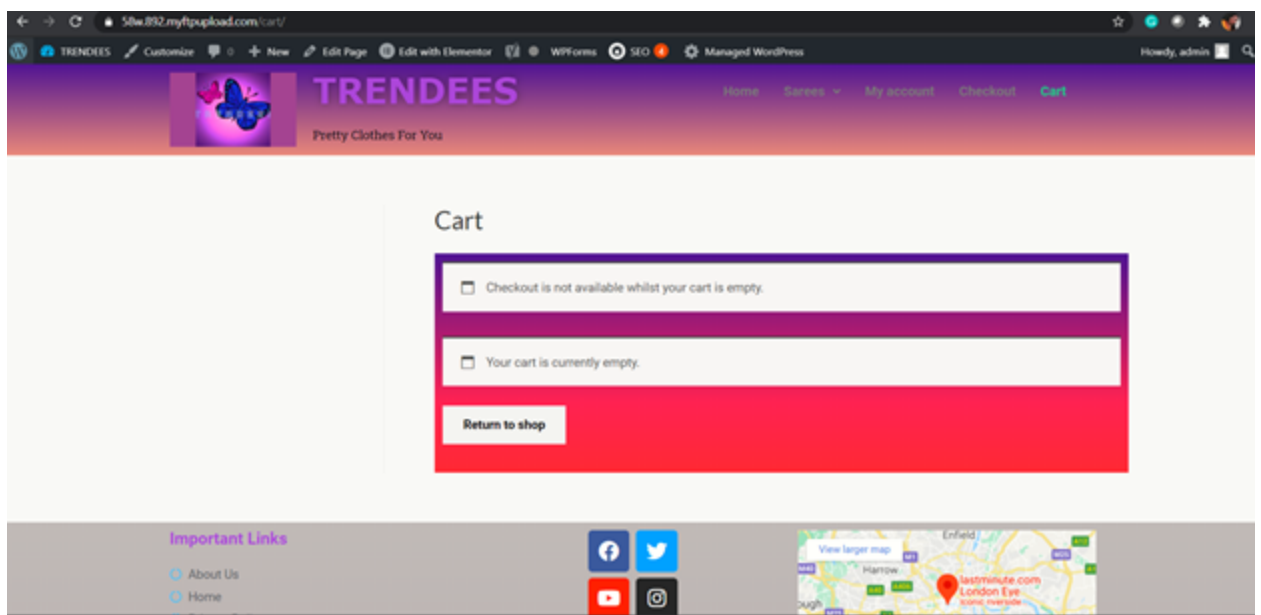


Fig. 9 – Snapshot of My Cart page

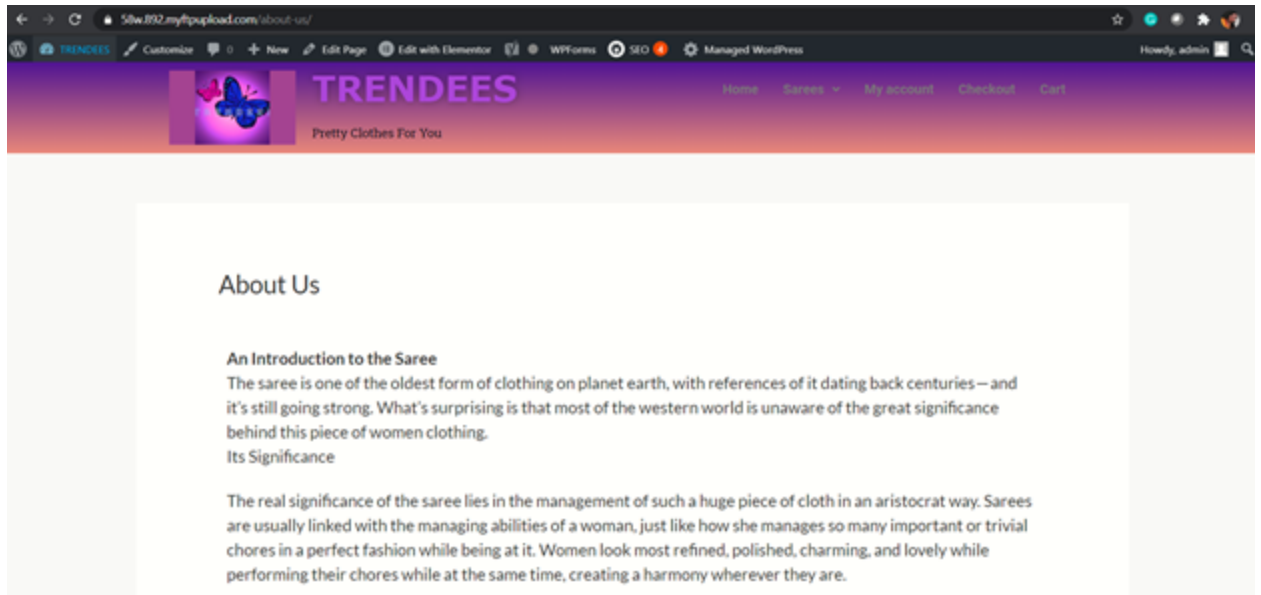


Fig. 10 – Snapshot of About Us page

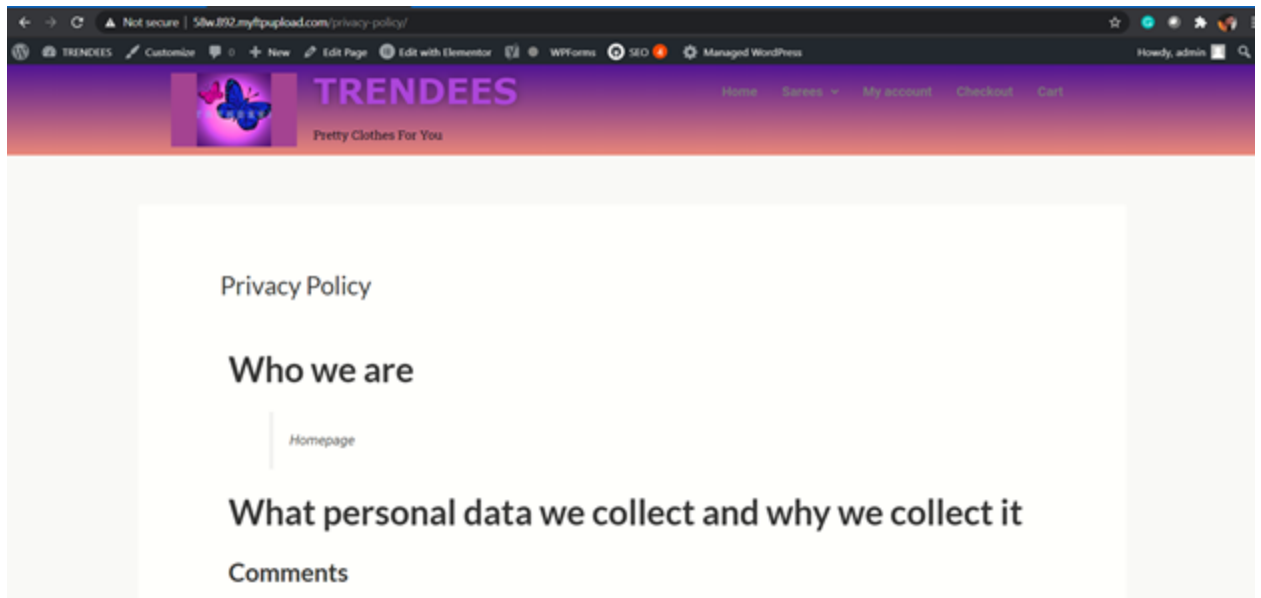


Fig. 11 – Snapshot of Privacy Policy page



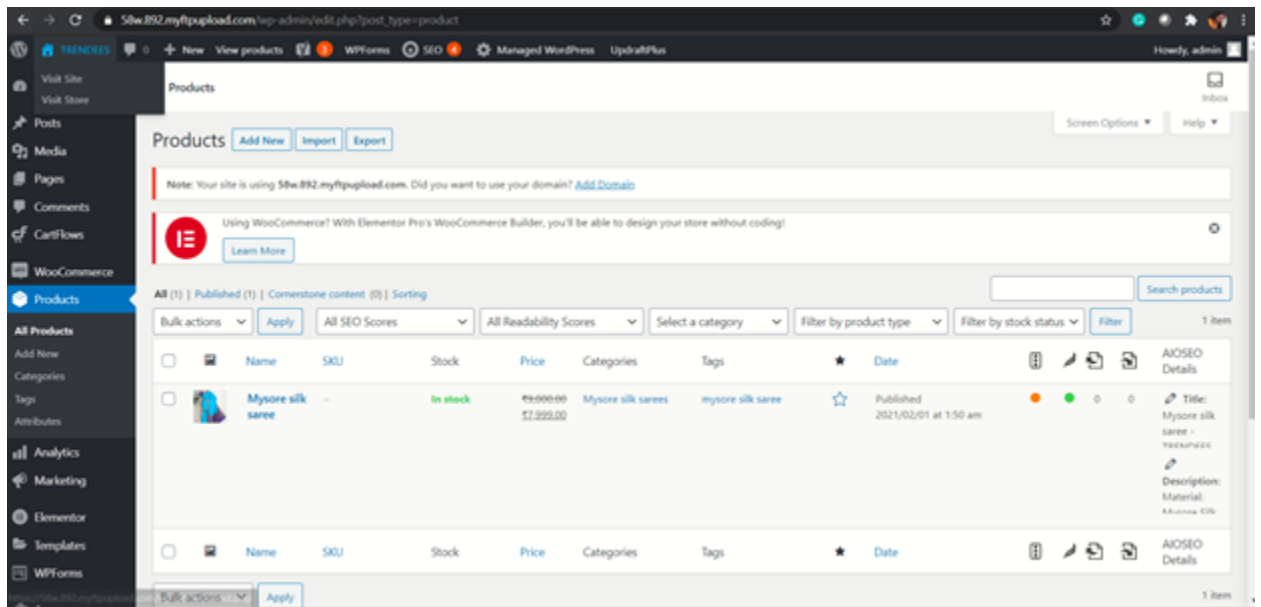


Fig. 12 – Snapshot of List of Product page in Woo Commerce

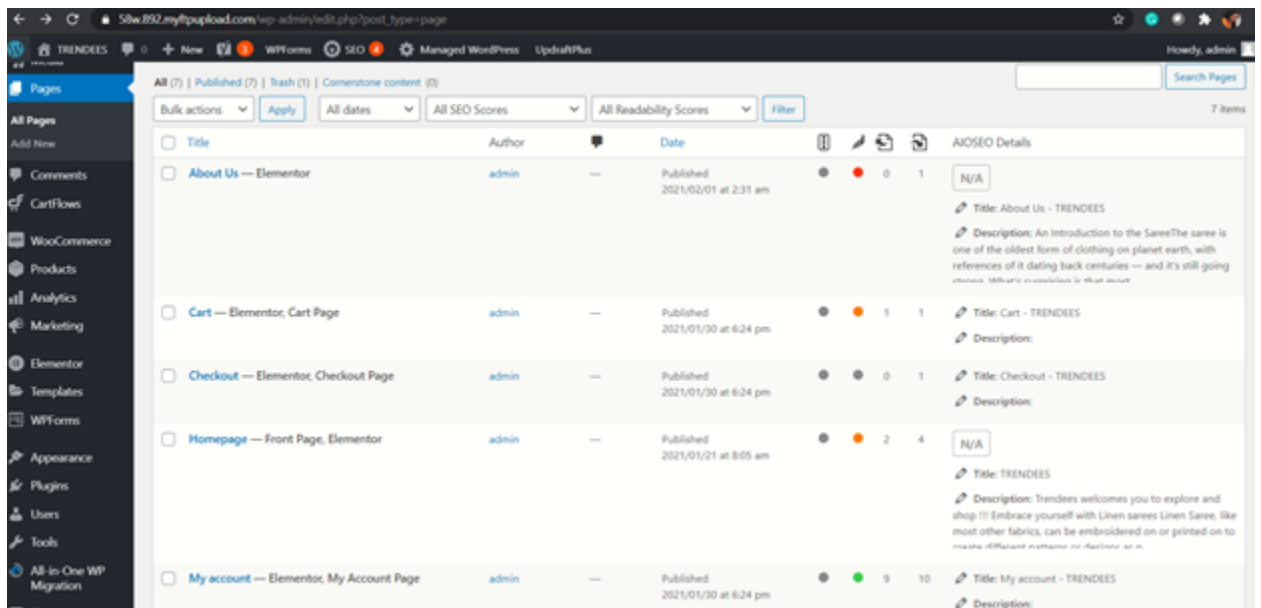


Fig. 13 – Snapshot of List of Pages in Woo Commerce

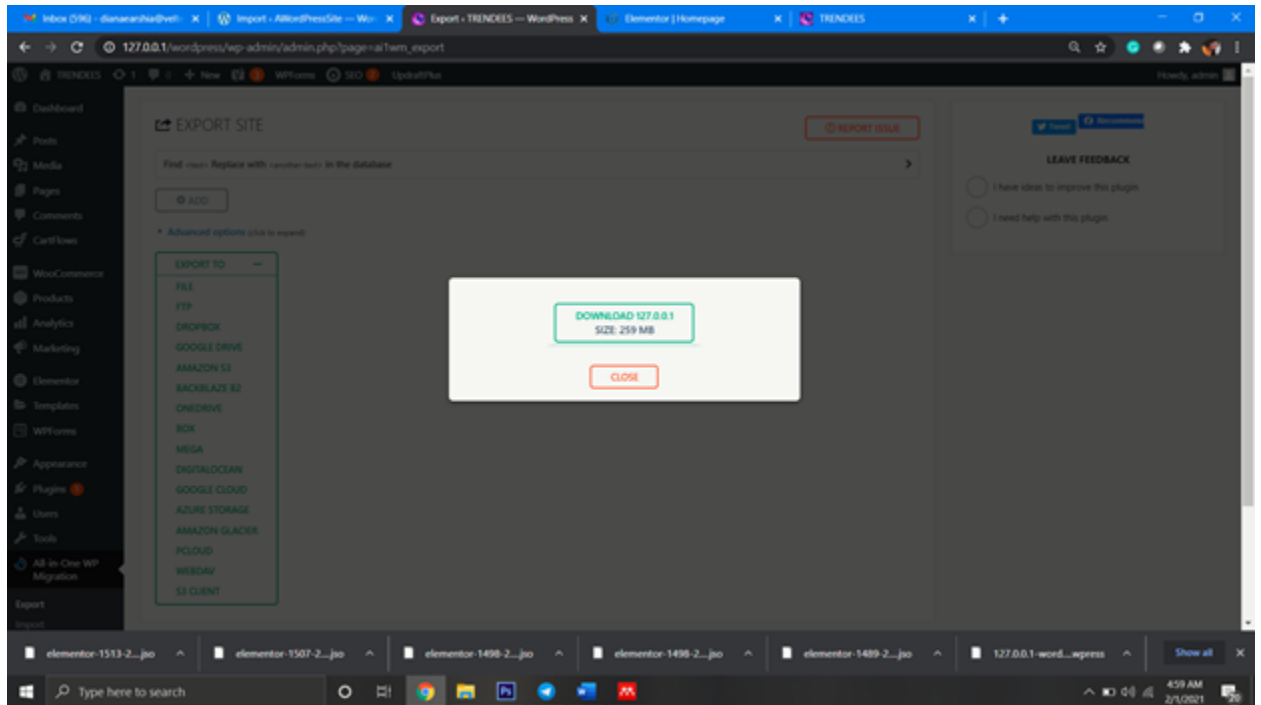


Fig. 14 – Snapshot of Downloading the site content for hosting

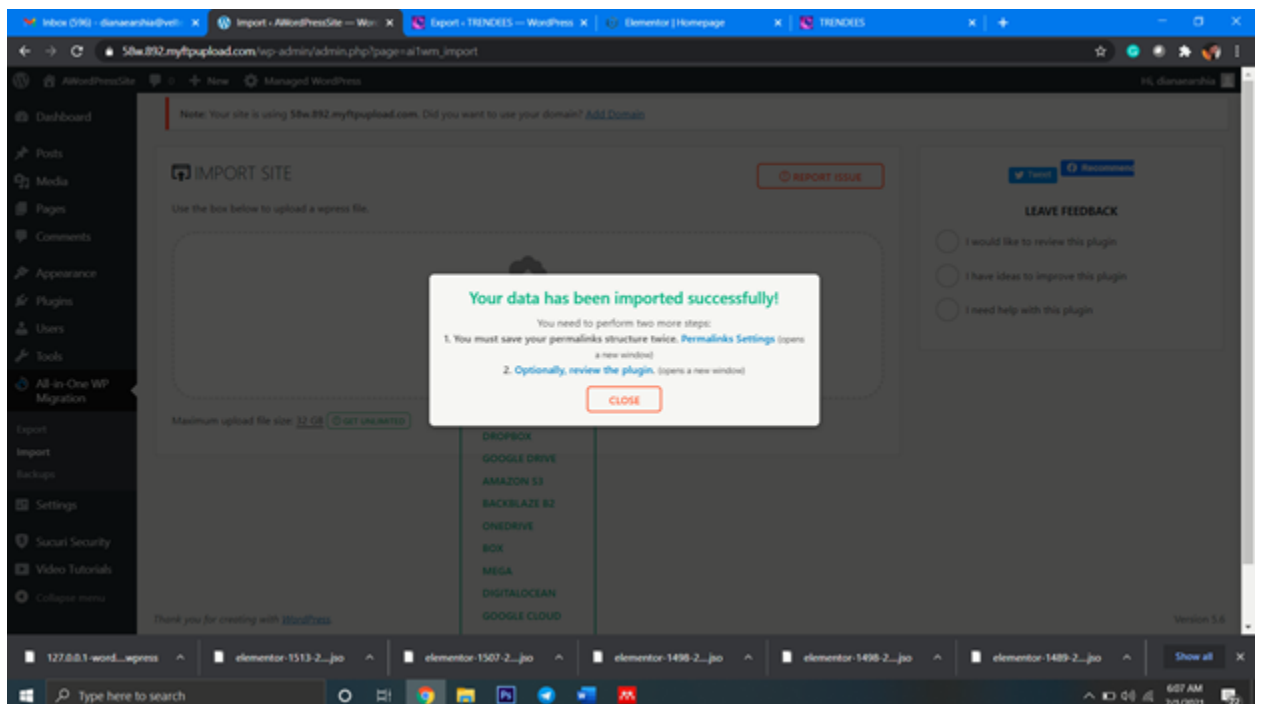


Fig. 15 – Snapshot of successful Downloading of site content for hosting

## 5. Advantages and Disadvantages

Accessing to website is easy, SEO – Search Engine Optimization make it visible on google search. The cost of hosting and pro version of tools is to be bore by the website owner. Web designers has to be involved if the owner does not know about website designing and hosting. Periodic updating of plugins are necessary, else it may jeopardize the working of website.

## **6. Applications**

This proposed site is an e-commerce website. The same can be used for other products also.

## **7. Conclusion**

A little knowledge of choosing domain name, hosting and designing is necessary for successful construction of website. WordPress and goDaddy has helped in design of website and hosting, to bring the website alive.

## **8. Future scope**

Website and blogs play an important role in deciding the future of e-commerce.

### **Bibliography**

- [1] B. M. Browner, "Website Design Advice Provided By Professional Webmasters."
- [2] A. Mitra, A. Ali, K. Wang, and K. Achan, "Automated Mechanism to Choose Between Reinforcement Learning and Contextual Bandit in Website Personalization," 2020.
- [3] S. G. Abduganiev, "Website Quality Evaluation Methodology Universal Star: 1st point – 'Content,'" *Informatics*, vol. 17, no. 3, pp. 95–112, 2020.
- [4] P. K. D. K. Kaushalya and J. Charles, "Kansei Engineering Approaches for Web Interface Designing : A Systematic Literature Review," no. November, pp. 100–102, 2020.
- [5] E. J. N. Bong and C. S. Lee, "Developing a community event sharing/ hosting website to improve quality of life among Malaysia's senior citizens," *Int. J. Adv. Trends Comput. Sci. Eng.*, vol. 9, no. 1.3 Special Issue, pp. 71–77, 2020.
- [6] R. Schmuck, "Website Management Strategies," no. January 2010, 2020.

## **Appendix**

### **A. Source Code(json format)**

- elementor-1627-2021-02-01.json
- elementor-1623-2021-02-01.json
- elementor-1607-2021-02-01.json
- elementor-1604-2021-02-01.json
- elementor-1616-2021-02-01.json
- elementor-1610-2021-02-01.json