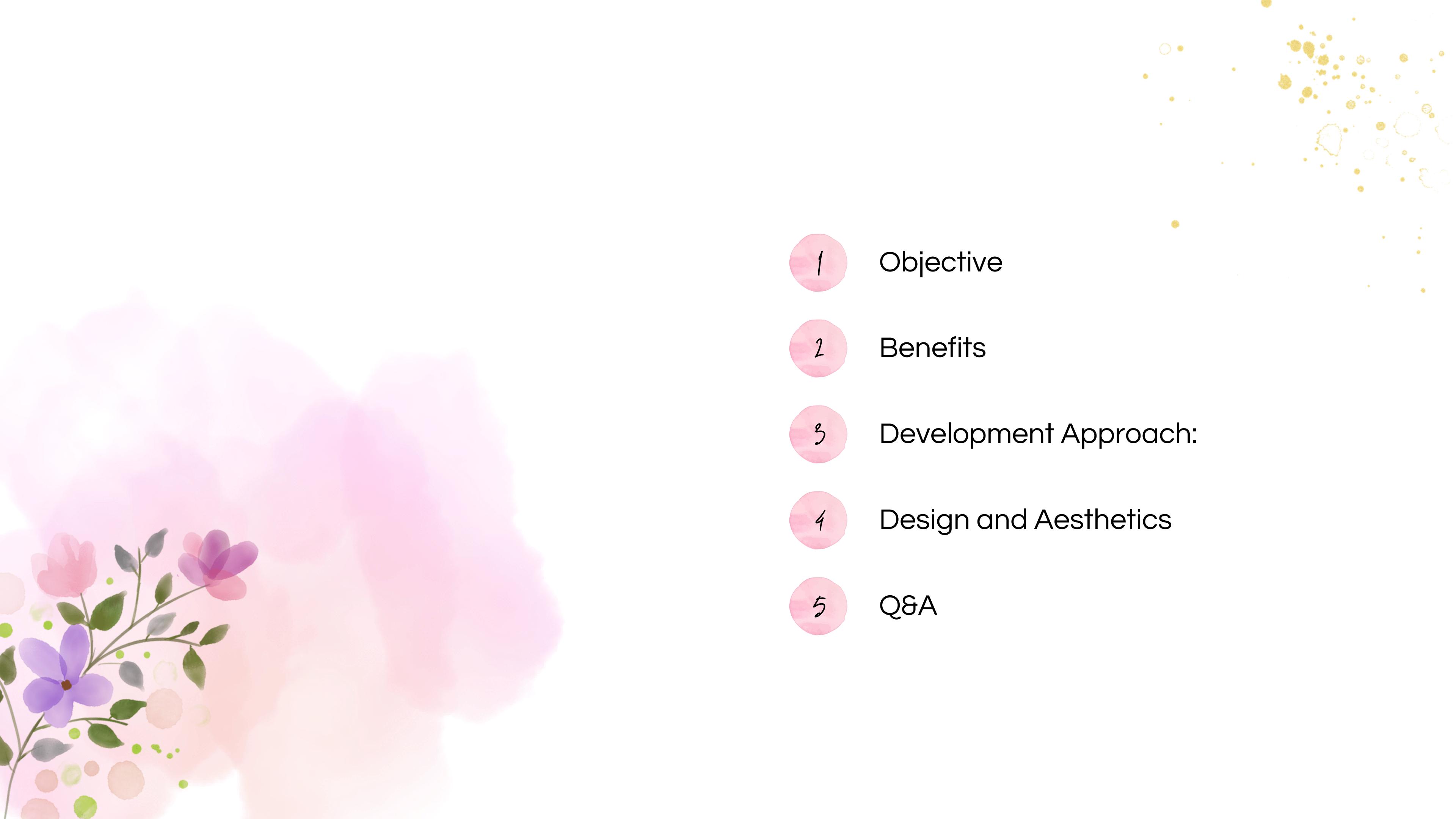


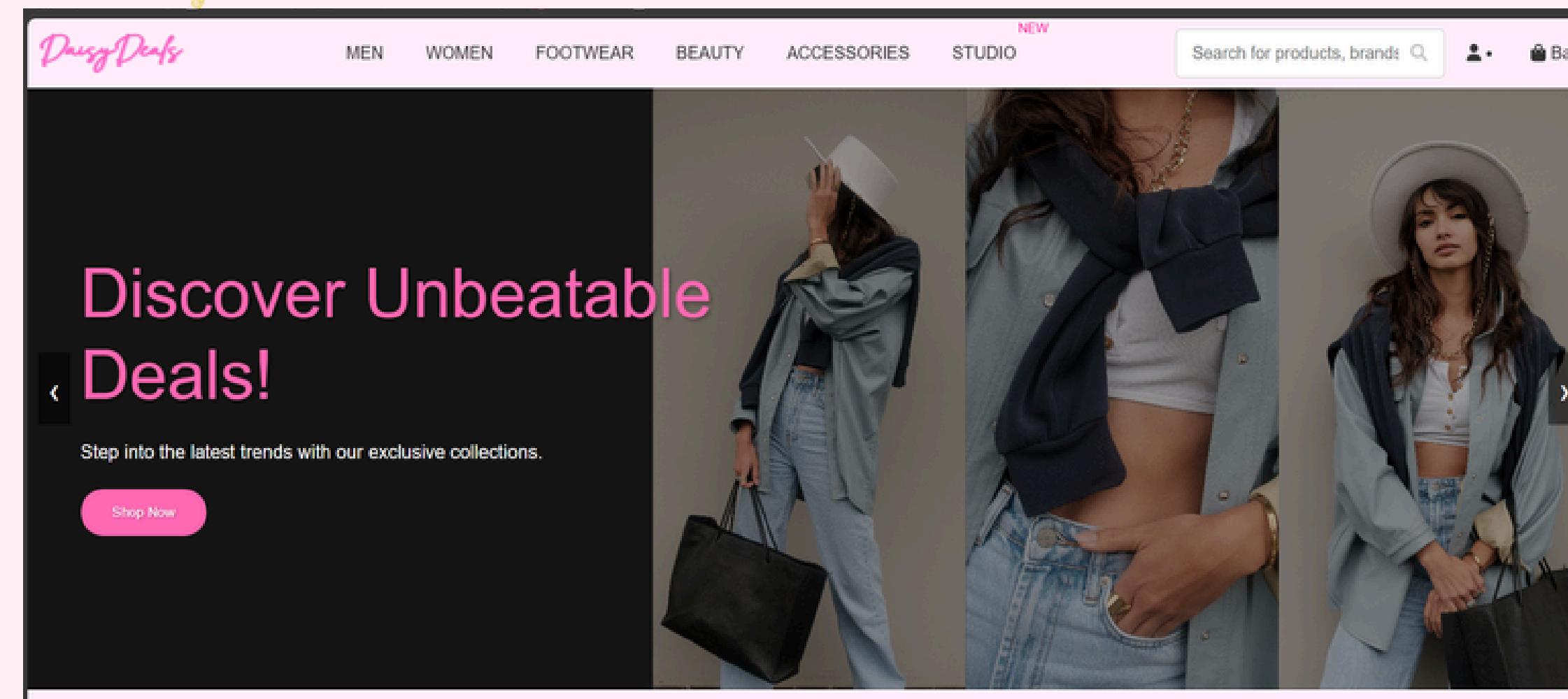
Daisy Days



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Objective

Development of a modern e-commerce platform inspired by the latest fashion trends. The platform aims to provide a seamless shopping experience with a focus on usability and aesthetics.



Benefits

- **User-Friendly Interface:** Ensures easy navigation and a smooth shopping experience, filter option.
- **Trend-Inspired Design:** Aesthetics and product selections are inspired by current fashion trends.
- **Scalable Architecture:** Built using React, enabling easy scalability and maintenance.



Screenshot of the DaisyDeals website interface. The top navigation bar includes links for MEN, WOMEN, FOOTWEAR, BEAUTY, ACCESSORIES, and STUDIO, along with a search bar and user account icons. On the left, there's a sidebar with filtering options: 'Filter by Price' (dropdown set to 'All'), 'Filter by Color' (radio buttons for red, blue, green, yellow, pink, purple), 'Filter by Size' (dropdown set to 'All'), and 'Filter by Pattern' (dropdown set to 'All'). Below these is a large pink button labeled 'Apply Filters'. The main content area displays four beauty products: 1) 'Natural High Gloss Lipstick Long Lasting Moisturizing Nourishing Lip Gloss Reduce Lips Lines Plumping Serum Lip Oil Care - 04' for ₹800, 2) '9 Colors Eyeshadow Palette Matte Shiny Eye Shadow Palette Eye Shadow Long Lasting Daily Beauty Makeup Set Women Cosmetics NPC, Beige' for ₹1500, 3) 'Eyeshadow Palette Shiny Diamond Pigmented Makeup Palette Cosmetic - 2' for ₹1125, and 4) 'Heartshaped Lipstick' for ₹2250. Each product card includes an 'Add to Cart' button.

Platform Features:

- **Product Browsing:** Users can browse through diverse product categories effortlessly.
- **Cart Functionality:** Add products to the cart for easy checkout.
- **Checkout Process:** Streamlined checkout experience with secure payment options.
- **Newsletter Subscription:** Users can subscribe to newsletters for updates on new products and promotions.



A screenshot of a shopping cart page from a website named "DaisyDeals". The page has a light blue header with the logo "DaisyDeals" and navigation links for MEN, WOMEN, FOOTWEAR, BEAUTY, ACCESSORIES, and STUDIO. There is also a search bar and a user profile icon. The main content area is titled "Cart" and shows an "Item List" with one item: a hand holding a small bottle of red liquid. To the right is an "Order Summary" table:

Products (2)	₹1600	
Shipping	₹30	
Total amount	₹1630	

Go to checkout

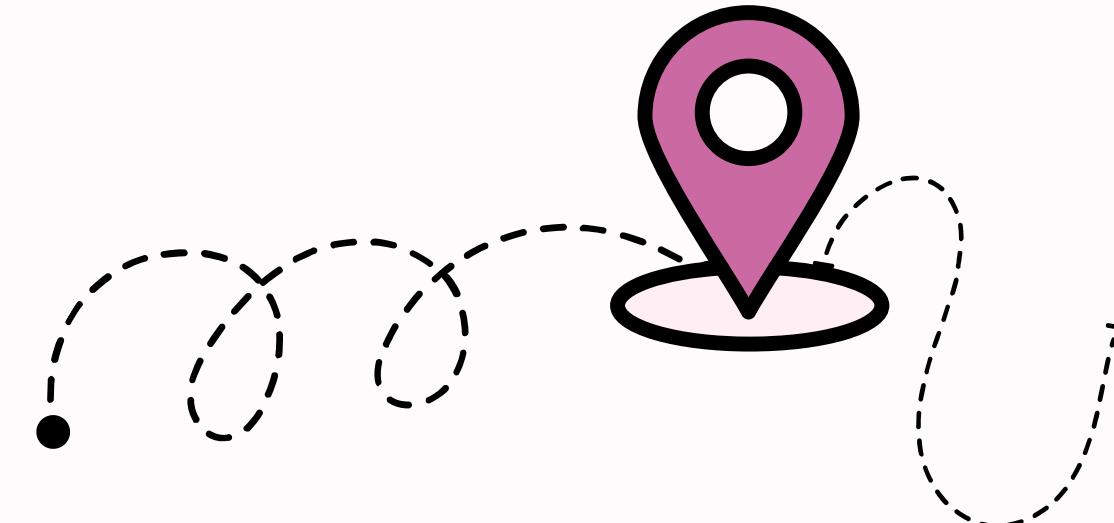
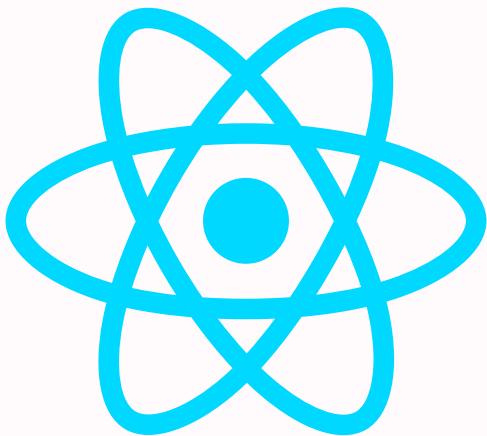




Development Approach:

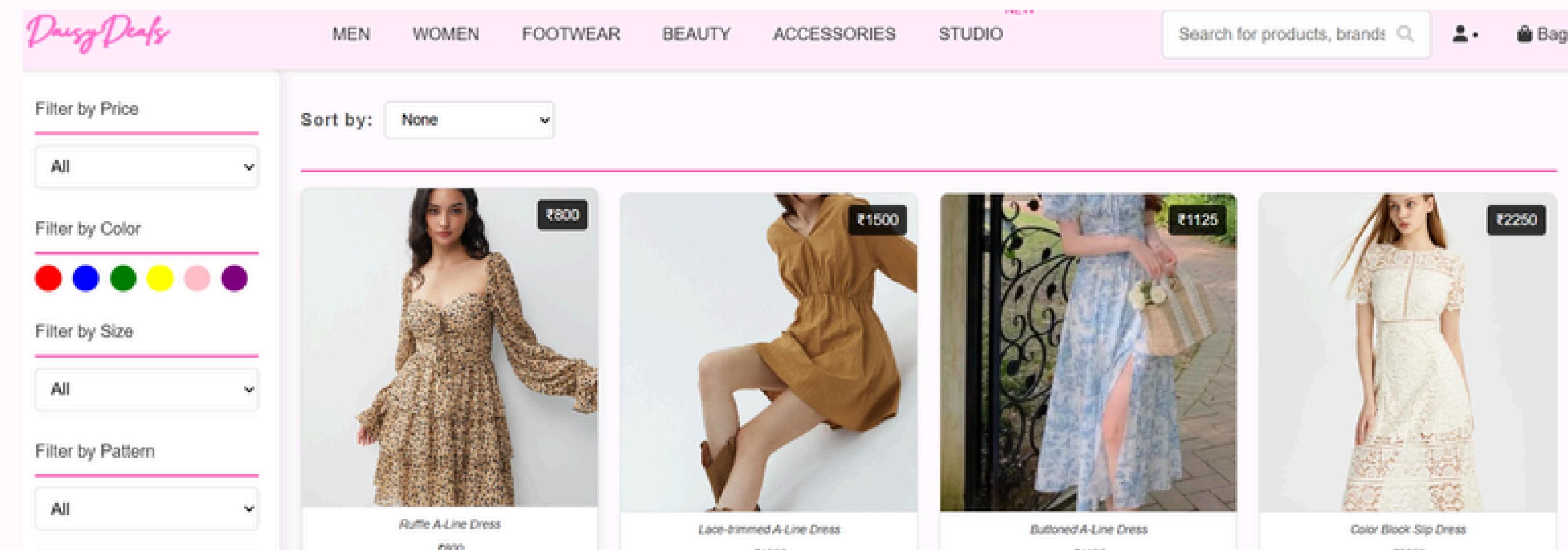
Front-End Development:

- **React Components:** Utilization of React for building a component-based architecture.
- **Routing:** Implemented using React Router for seamless navigation between pages.
- **State Management:** Managed using React's state and context API for efficient data handling.



Content and Aesthetics

- **Product Data:** Images and descriptions inspired by leading platforms such as Urbanic and Pinterest.
- **Modern UI/UX:** Clean, attractive interface inspired by the latest trends.
- **Visual Content:** High-quality images and multimedia content for products.



Q/A



Q1) What's the source of product data?

The product data, including images and descriptions, is inspired by leading fashion platforms such as Urbanic and Pinterest.

Q2) What type of data is used in the platform?

The platform uses a combination of product details (e.g., images, descriptions, prices), user information (e.g., profiles, purchase history), and transaction records.

Q3) How is the user experience optimized?

User experience is optimized through responsive design, intuitive navigation, and Filter option implementation.

Thank You



<https://daisy-deals.vercel.app/>



<https://github.com/sneha-4-22>

https://github.com/sneha-4-22/daisy_deals



<https://github.com/sneha-4-22>

by Sneha Kumari