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ABSTRACT

Imagine a special online shop called 'Safar.' It's all about travel and selling really nice bags, including ones that are handmade. But Safar is more than just that – it's an online store where you can buy all sorts of things, like other big brands do.

At Safar, we focus on bags that remind people of journeys and adventures. These bags are not only good-looking but also practical, perfect for people who love to travel and those who care about style. But Safar is not just about bags. We also have a wide range of products, just like other online stores, so you can find lots of different things you might want.

What makes Safar special is our attention to quality? We have bags that are made by skilled artists, showcasing their craftsmanship and preserving traditional methods. This mix of modern and old traditions shows how much we care about bringing you unique and meaningful items.

When you explore Safar's website, you'll find more than just bags. We offer a whole shopping experience with a wide variety of things to choose from. Whether you're into fashion or electronics, Safar is here to help you find what you're looking for. We want to be the place where you can find everything you need in one convenient online store.

In summary, Safar is not just an ordinary E-commerce platform. It's a place where you can discover travel-inspired bags, beautiful handmade items, and a huge range of other products. Whether you're going on a trip or just looking for something cool to buy, Safar is the place to explore a mix of travel-themed style and a big online store.

Keywords: *E-commerce, travel bags, handmade crafts, variety, convenience.*

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CHAPTER 1: INTRODUCTION

1.1 Background

In today's dynamic world of online shopping and ever-growing desires for exploration and travel, the demand for a unique and captivating e-commerce experience has reached new heights. "Safar," our innovative e-commerce platform, is the answer to this demand. Named after the word for "travel," Safar specializes in offering an exquisite collection of bags, both handmade and curated, that embody the spirit of journeys. However, Safar is not confined to this thematic focus alone; it also boasts an extensive range of products that align with the offerings of renowned e-commerce brands.

1.2 Problem Statement

In a world characterized by the allure of travel and the desire for distinctive fashion, a gap exists in the e-commerce landscape. While travel-themed products and artisanal craftsmanship are sought after, there's a lack of a unified platform that caters to both these passions. Existing e-commerce websites often fail to capture the essence of travel in their offerings and overlook the significance of handcrafted products. This disconnect leaves a void for individuals seeking a comprehensive shopping experience that blends travel-inspired aesthetics with artisanal excellence.

The absence of such a platform hinders customers from finding curated collections that encapsulate the spirit of journeys and offer high-quality, handcrafted items. Therefore, the development of Safar aims to bridge this gap and provide a one-stop destination where travelers, fashion enthusiasts, and those who appreciate craftsmanship can discover products that resonate with their passions.

1.3 Project Objectives

The primary objectives of the Safar E-commerce website project are as follows:

- **Curated Travel-Inspired Collection**: Develop a curated collection of bags and products that evoke the essence of travel. This collection will cater to the wanderlust of customers, offering them a range of items that symbolize the thrill of exploration.
- **Showcasing Handcrafted Excellence**: Highlight the value of artisanal craftsmanship by showcasing a selection of handmade products. These items will not only reflect traditional artistry but also contribute to the preservation of cultural techniques.
- **Seamless User Experience**: Design a user-friendly and intuitive interface that ensures a smooth and engaging online shopping journey. The website should be accessible to users of all technological backgrounds, making navigation and product discovery effortless.
- **Comprehensive Product Range**: Extend the offerings beyond travel-themed products to encompass a wide range of categories, similar to established e-commerce platforms. This diversification will provide customers with choices across various needs and interests.
- **Personalization and Recommendations**: Implement a recommendation engine that suggests products based on user preferences, enhancing the shopping experience and facilitating the discovery of new items aligned with individual tastes.
- **Secure and Efficient Transactions**: Ensure the security of user data and transactions by implementing robust encryption protocols. Provide a streamlined checkout process to enhance customer satisfaction and encourage repeat purchases.
- **Data-Driven Insights**: Incorporate analytics tools to gather insights into customer behavior, popular product categories, and purchasing patterns. This data will inform future decisions regarding product offerings and marketing strategies.

By addressing these objectives, the Safar E-commerce website seeks to provide an unparalleled online shopping experience that combines travel-themed aesthetics, handcrafted treasures, and a comprehensive range of products.

1.4 Scope of the Project

The scope of the Safar E-commerce website project encompasses the development of a dynamic online platform that offers a diverse range of products with a focus on travel-themed items and artisanal craftsmanship. The project includes the creation of an intuitive user interface, efficient product management, secure transactions, and personalized shopping experiences. Additionally, the project involves implementing analytics capabilities to gather insights into user behavior and preferences.

1.5 Features of the Project

The E-commerce website using will offer an array of features designed to provide a seamless and rewarding user experience. The key features of the project include:

- Product Categories
- Product Search
- Product Details
- User Accounts
- Shopping Cart
- Secure Checkout

1.6 Requirement Analysis

The success of the Safar E-commerce website project hinges on a thorough analysis of user needs, technical considerations, and business goals. The following requirements have been identified to ensure the project's successful implementation:

- **User Registration and Authentication**: Users should be able to create accounts and log in securely, enabling personalized experiences and order management.
- **Product Management**: The platform should support easy addition, editing, and removal of products. Each product should have a title, description, images, price, and relevant attributes.

- **Search and Navigation**: Implement a search feature that allows users to find products quickly. Also, enable intuitive navigation through categories and subcategories.
- **Shopping Cart**: Users should be able to add and remove products from their shopping cart, view the contents, and proceed to checkout.

1.7 Feasibility Study

Feasibility analysis is a critical aspect of project planning, aiming to assess the viability of the proposed project. It involves evaluating the technical, economic, operational, legal, and schedule-related aspects to determine whether the implementation of the Safar E-commerce website is advisable.

1.7.1 Economic Feasibility

The Economic Feasibility of the Expense Tracker project is assessed based on the required resources and their associated costs. The key requirements for the project include a computer system, a web browser, and an internet connection. Since these components are commonly available, the project is economically feasible, requiring minimal additional investment.

1.7.2 Technical Feasibility

The Technical Feasibility of the E-commerce site is evaluated to ensure that it aligns with current technology standards and can be implemented using the chosen technology ‘HTML, CSS, and JavaScript’. This technology is widely supported and compatible with modern computers, meeting the minimum hardware and software requirements. Therefore, the project is technically feasible and capable of being developed and deployed.

1.7.3 Operational Feasibility

The Operational Feasibility of the E-commerce site is determined by analyzing its potential to address the problem identified in the project statement effectively. The application's objective is to streamline shopping experience, which directly addresses the needs of users seeking better user interface. By automating shopping

through a user-friendly web-based system, ‘Safar’ is operationally feasible and likely to save significant time and effort for users.

1.7.4 Legal Feasibility

The Legal Feasibility of ‘Safar’ is assessed to ensure compliance with local and international laws and regulations. The development team will ensure that the project adheres to data privacy laws, user data protection measures, and intellectual property rights. As long as the project is implemented in accordance with the applicable legal standards and principles, it remains legally feasible.

1.7.5 Schedule Feasibility

Schedule Feasibility of the E-commerce site project gauges the probability of completing the project within the planned timeframe. The proposed project plan and timeline have been thoroughly analyzed to ensure that the development process aligns with the expected schedule. The team is committed to meeting the scheduled milestones and delivering the final product on time, making the project schedule feasible.

Considering the positive assessments in terms of economic, technical, operational, legal, and schedule feasibility, the development of the ‘Safar E-Commerce’ is deemed to be a viable and beneficial project. The system's implementation will provide users with an effective and user-friendly tool for shopping, enhancing their overall experience.

CHAPTER 2: LITERATURE REVIEW

2.1 Introduction

In the world of online shopping, there's a growing interest in making shopping experiences unique and exciting. This review looks at how online stores have changed over time and how some have focused on specific themes to attract shoppers. We'll also explore similar projects that have helped shape the Safar E-commerce website.

2.2 History

Back in the 1990s, when the internet was just starting to become a part of people's lives, a new way of shopping began to emerge [1]. This was the beginning of online shopping, where people could buy things from their computers. Websites like Amazon and eBay were pioneers in this field.

At first, these online stores offered a wide range of products, similar to traditional retail stores. People could buy books, electronics, clothes, and more without leaving their homes. This was a big deal because it made shopping more convenient.

As technology continued to advance, these online stores improved their features. They made it easier for customers to browse through products, read reviews, and make purchases with just a few clicks. This made the online shopping experience smoother and more enjoyable.

Over time, people began to notice that they could find unique and interesting items on the internet that they couldn't easily find in physical stores. This gave rise to the idea of specialized online stores that focused on specific themes. These stores catered to people's passions and interests, whether it was eco-friendly products, handmade crafts, or travel-related items [2].

This shift towards specialized themes paved the way for a new type of online shopping experience. People started to appreciate shopping not just as a way to buy things they needed, but as a way to explore their interests and find items that resonated with them on a personal level.

In recent years, the popularity of online shopping has grown even more, with the advent of smartphones and mobile apps. Now, people can shop from anywhere at any time, making the process even more convenient [3]. Online stores continue to evolve, offering personalized recommendations, easy checkout options, and engaging interfaces to enhance the shopping journey.

This historical evolution of online shopping sets the stage for projects like the Safar E-commerce website. By combining the convenience of online shopping with thematic appeal and unique product offerings, Safar aims to provide a fresh and exciting shopping experience for users who seek products that align with their interests and passions.

2.3 Related Works

- **Amazon:** Amazon is one of the world's largest and most well-known e-commerce platforms. It started as an online bookstore but quickly expanded to offer a wide range of products, from electronics and clothing to groceries and digital services [4].
- **eBay**: eBay is known for its auction-style selling and buying. Users can both auction and sell items at fixed prices. It's a marketplace where individuals and businesses can sell new or used products to a global audience [5].
- **Etsy**: Etsy is a unique online marketplace that focuses on handmade, vintage, and craft supplies. It's a platform for artisans and crafters to sell their unique creations directly to buyers who appreciate handcrafted items.
- **Alibaba**: Alibaba is a major player in the e-commerce industry, particularly in China. It's a platform that connects buyers with suppliers, providing a wide range of products, including electronics, clothing, and more.
- **Zappos**: Zappos is known for its specialization in shoes and footwear. It's gained a reputation for its excellent customer service and hassle-free returns, making it a go-to destination for shoe enthusiasts.
- **ASOS:** ASOS is a popular fashion e-commerce platform that offers a wide variety of clothing, accessories, and beauty products. It's especially popular among younger audiences for its trendy and diverse offerings.

- **Wayfair:** Wayfair focuses on home goods and furniture. It provides an extensive selection of furniture, decor, and other items for homes and offices.
- **Sephora**: Sephora specializes in beauty and cosmetics. It offers a vast range of skincare, makeup, and fragrance products from various brands.
- **Walmart**: Walmart's online store complements its physical retail presence. It provides a wide range of products, from electronics and groceries to clothing and household items.
- Nordstrom: Nordstrom is known for its high-end fashion offerings. It combines an extensive selection of clothing, shoes, accessories, and beauty products with a focus on luxury brands.

CHAPTER 3: SYSTEM DEVELOPMENT

3.1 Project Management Strategy and Tools

A project can be any activity with a deadline. To be more specific, a project can be anything you want to undertake to achieve a specific result, including a goal, a resolution, a chore, or just anything you want to do. Project management can be defined as the process of applying knowledge, skills, tools as well as techniques to project activities to meet the project requirements. In project management, there are mainly 5 steps. They are: Initiation, Planning, Execution, Monitoring and Controlling and Closing.

Project management tools are a set of software designed to help project teams to plan a project, track & manage the projects to achieve the defined project goals within the time. It also helps team members to collaborate effectively and accelerate the projects to meet the specified constraints. The key features of web-based project management tools, apart from basic task management are: Project estimation, Budgeting, Resource allocation, Collaboration, Quality management, Project administration, and Risk management [6].

3.1.1 Work breakdown structure

The Work Breakdown Structure is the first and most important tool in project planning. It's a hierarchical breakdown of project goal into actionable work items. It follows a hierarchy where the end goal is split into stages that can be further divided into tasks or sub-tasks. This helps in planning every single aspect of your project without leaving anything to chance.

The breakdown gives clarity on the time and resources that would be needed and hence helps in setting the planned constraints for a project. This helps not only in planning but also in the execution phase of your project. Work is executed in parts that make up a whole. Managing these parts is easier not only in terms of tracking the work but also in case of setbacks [7].

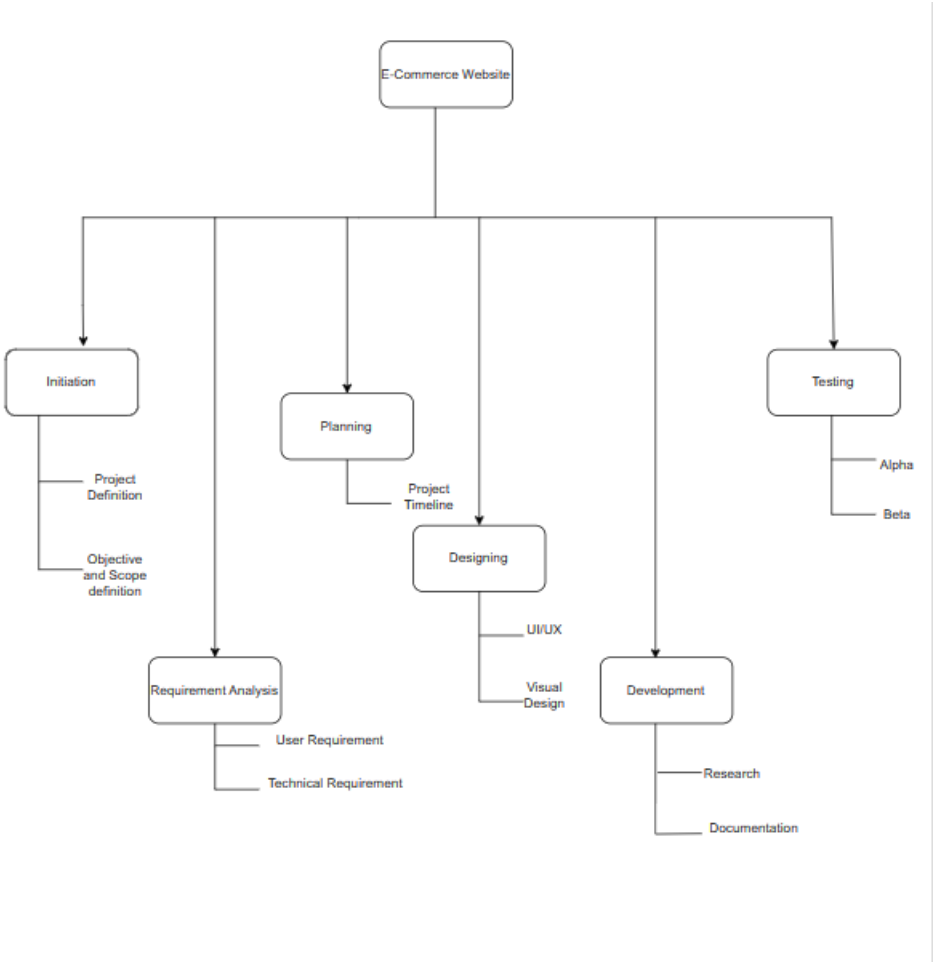

Figure 1: Work breakdown structure of project

The diagram shown in Figure 1 shows the work breakdown structure of the "Safar" project. This project has been broken down into six stages such as initiation, requirement analysis, planning, designing, development and testing. In the initial study, research papers have been studied. Similarly, in the requirement analysis phase, the feasibility of the project such as user requirement and technical requirement has been studied and analyzed [8]. During the planning phase, an estimation of project timeline has been made. In the designing phase, system designs that define the components of the project have been made. The system design includes UI/UX, Visual Design. Similarly, in the development phase, database designing as well as documentation and report writing have been done simultaneously. All the testing takes place under the testing phase.

3.1.2 Technology Used

The tools used for the development of "Safar" project are:

HTML

HTML (Hypertext Markup Language) is a text-based approach to describing how content contained within an HTML file is structured. This markup tells a web browser how to display text, images and other forms of multimedia on a webpage. HTML is a formal recommendation by the World Wide Web Consortium (W3C) and is generally adhered to by all major web browsers, including both desktop and mobile web browsers. HTML5 is the latest version of the specification [9].

One of the useful aspects of HTML is, it can embed programs written in a scripting language like JavaScript, C#, which is responsible for affecting the behavior and content of web pages. HTML is used to design the website. It is used to add the contents throughout the site. The basic structure of the whole website is constructed using various HTML tags embedded with C# programming language.

CSS

Cascading Style Sheets, fondly referred to as CSS, is a simple design language intended to simplify the process of making web pages presentable. CSS handles the look and feel part of a web page. Using CSS, you can control the color of the text, the style of fonts, the spacing between paragraphs, how columns are sized and laid out, what background images or colors are used, layout designs, variations in display for different devices and screen sizes as well as a variety of other effects. CSS is easy to learn and understand but it provides powerful control over the presentation of an HTML document. Most commonly, CSS is combined with the markup languages HTML or XHTML [10].

JavaScript

JavaScript is a high-level, often just-in-time compiled language that conforms to the ECMAScript standard. It has dynamic typing, prototype-based object-orientation, and first-class functions. It is multi-paradigm, supporting event-driven, functional, and imperative

programming styles. Its syntax is based on Java and C languages. Used in both the front-end and back-end of many platforms, JavaScript has become a standard [11].

For every animated or interactive objects, you see online, chances are JavaScript is involved. JavaScript's language is widely used to create a more interactive front-end. Still, it is used in competition with other languages to create web scrapers, servers, and many other tools. This is because of the language and design decisions made when creating the language.

3.1.3 System Development Tools

System development tools are the tools used for the completion of this project. Some of the tools are described as follows:

Visual Studio Code

Visual Studio Code is a code editor redefined and optimized for building and debugging modern web and cloud applications. It's free, build on open source and available on your favorite platform - Linux, macOS, and Windows [12].

3.2 System Analysis

The proposed system that we developed has: Each activity done by a user will be recorded in the database such as the information of the users, contact information and address, email, password.

In General, our proposed system is made from VS Code and client scripting languages such as HTML, CSS and JavaScript. The proposed system is simple, interactive and has a user-friendly interface.

3.2.1 System Requirements

The basic requirements of the database system are categorized below:

a. Hardware Requirements

- 4 GB RAM or higher.
- 1 GHz or fast processor.
- Input devices: Keyboard, Mouse.

- Output Device: Monitor.

b. Software Requirements

- OS Windows 10/11
- Code Editor: Visual Studio Code
- Web Browser: Chrome/Brave/Edge/Mozilla, etc.

3.3 System Design

The process of defining a system's modules, components, interfaces, and data in order to meet predetermined requirements is known as system design. It can also be described as the process of developing or changing systems, as well as the approaches, strategies, and models that can be utilized to do so [13]. The process of system design entails determining the availability, nature, and sources of data. Additionally, it makes sure that the system is developed in a way that satisfies the requirements of the users. The intention behind system design is to create a system that may be dynamic in nature and sensitive to adjustments when necessary [16].

3.3.1 Agile Method

The Agile methodology is a project management approach that involves breaking the project into phases and emphasizes continuous collaboration and improvement. Teams follow a cycle of planning, executing, and evaluating [14].

Our project is based on the agile model. Each development process has been done iteratively. The meaning of Agile is swift or versatile. “Agile process model” refers to a software development approach based on iterative development. Agile methods break tasks into smaller iterations, or parts do not directly involve long term planning. The project scope and requirements are laid down at the beginning of the development process. Plans regarding the number of iterations, the duration and the scope of each iteration are clearly defined in advance [15].

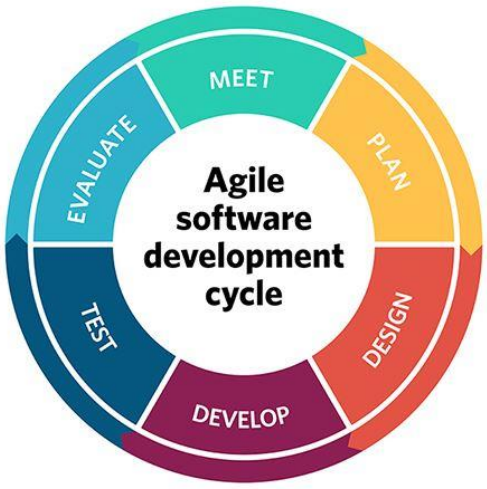

Figure 2: Agile Model.

3.3.2 Use Case Diagram

A use case diagram is a type of UML dynamic or activity diagram. employ case diagrams employ actors and use cases to represent the functionality of a system. Use cases are a collection of tasks, offerings, and operations the system must handle. A "system" in this context is something that is being created or run, like a website. The "actors" are individuals or groups acting in certain capacities inside the system.

The roles, activities, and services required for our project are illustrated in the use case diagram below.

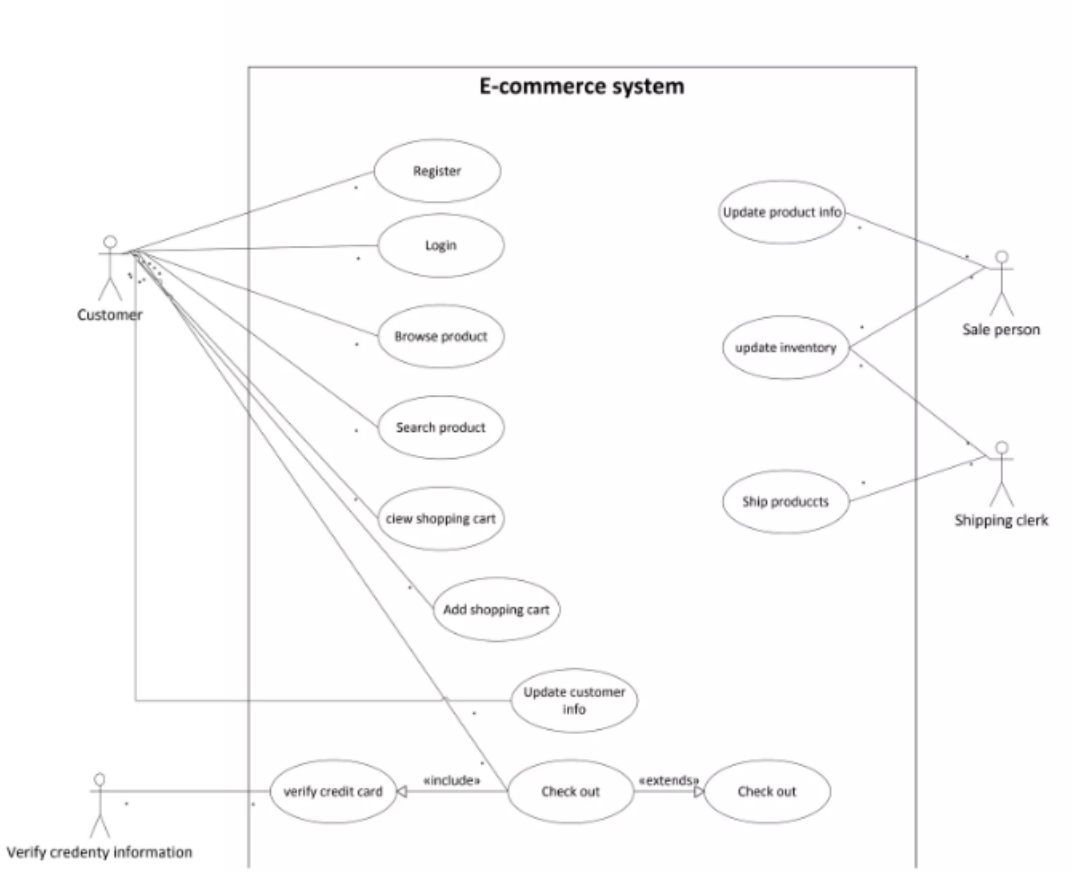

Figure 3: Use Case Diagram.

In above figure 3, we can see actor and their roles and functions connected by bunch of relationships (associations) to define interaction between them. Let's breakdown the system described in the above figure:

1. The system has four actors: Customer, Sale Person, Shipping Clerk, and Credential Verifier
2. Customer can register or login through the Login Page that can store cookies to remember the user information
3. Customer can search/browse products.
4. Customer can add item to the cart.
5. The Shipping Clerk can update the inventory.
6. The Shipping Clerk can send items for delivery.

3.3.3 Data Flow Diagram

Data flow diagrams are used to graphically represent the flow of data in a business information system. DFD describes the processes that are involved in a system to transfer data from the input to the file storage and reports generation.

A. DFD Level 0 (Context Diagram)

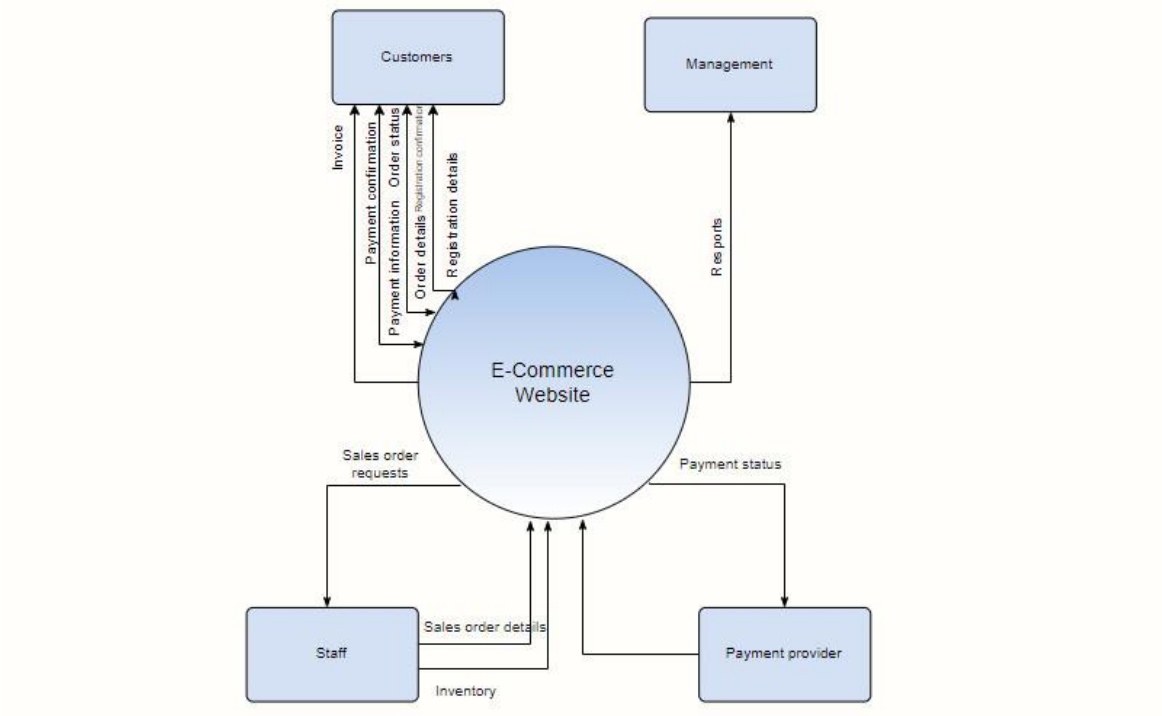

Figure 4: DFD Level 0 Diagram.

At this level, the context of the system is shown. It shows the input and output of the system.

E-commerce website has the following input:

- User Personal details.
- Expense details.
- User preference

E-commerce website has the following output:

- Validation of User Information.
- Shipping Set Budget.

- Bill

3.3.4 Activity Diagram

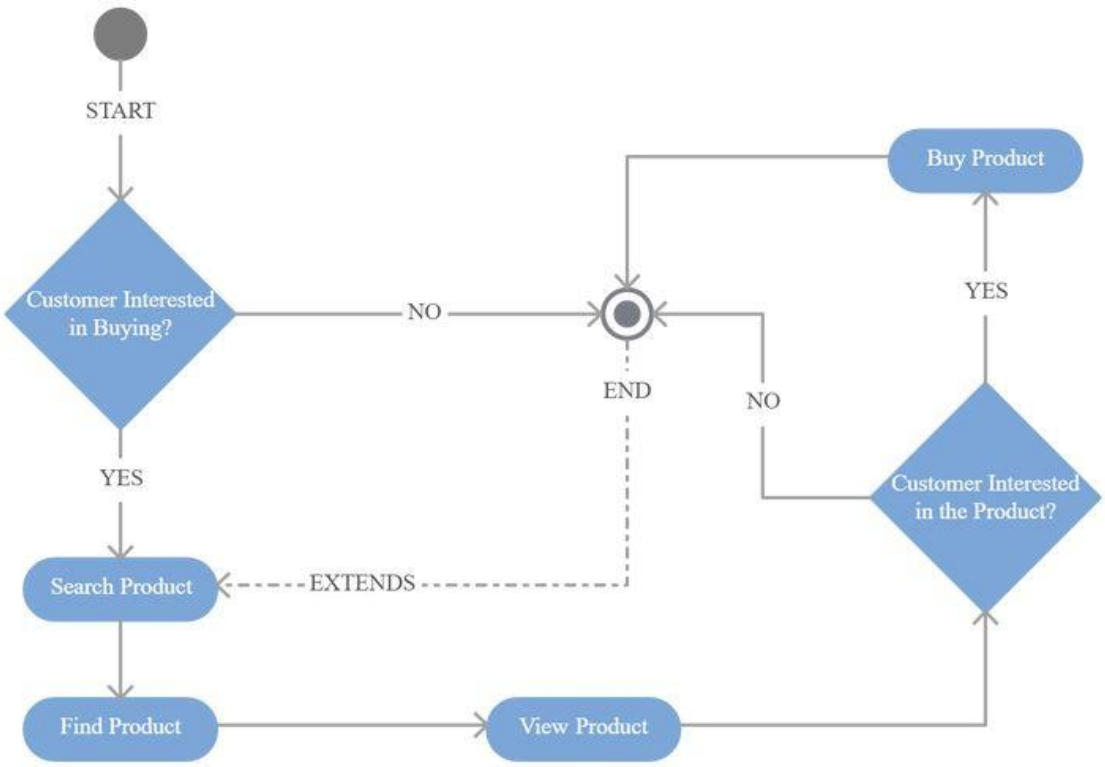

Figure 5: Activity Diagram.

This is the activity diagram of "Safar E-commerce" Website which shows the flow between the activity of login credentials, records and updates.

The main features of activity diagram are:

- Admin can check for login credentials and validate user login information.
- Users can search for and view the product.
- The system generates the bill by accessing the information from the user.

3.3.5 Sequence Diagram

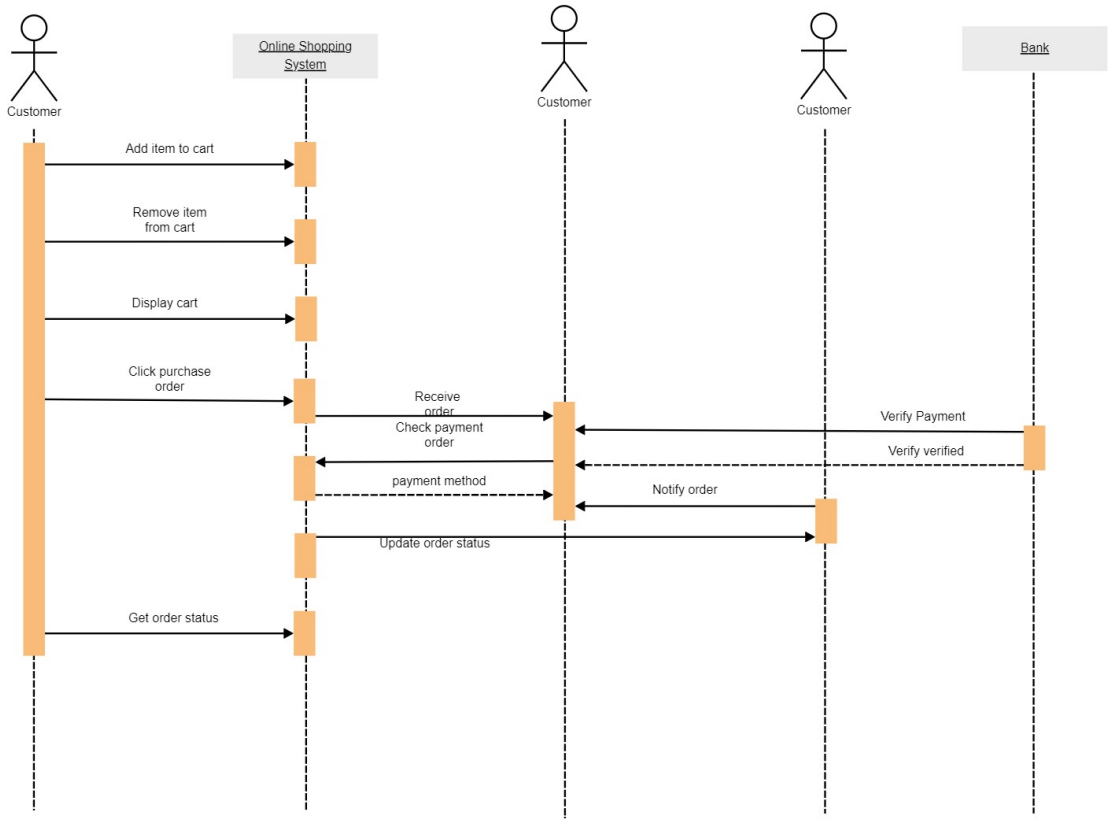

Figure 6: Sequence Diagram

The above figure represents the sequence diagram for the given project that shows Customer interacts with the dashboard initially. The users then add product to the cart. The total cost is calculated to generate a bill. After completing the checkout, the user will get a confirmation message.

3.3.6 Project Schedule

The project schedule is essentially a communication tool that outlines the tasks that must be completed, the resources who will carry out each task, and the deadlines for completing each task. It demonstrates all of the effort put in to complete the project on schedule [16].

3.3.6.1 Gantt Chart

A Gantt chart is a visualization that helps in scheduling, managing, and monitoring specific tasks and resources in a project. It consists of a list of tasks and bars depicting each task's progress. The horizontal bars of different lengths represent the project timeline, which can include task sequences, duration, and the start and end dates for each task.

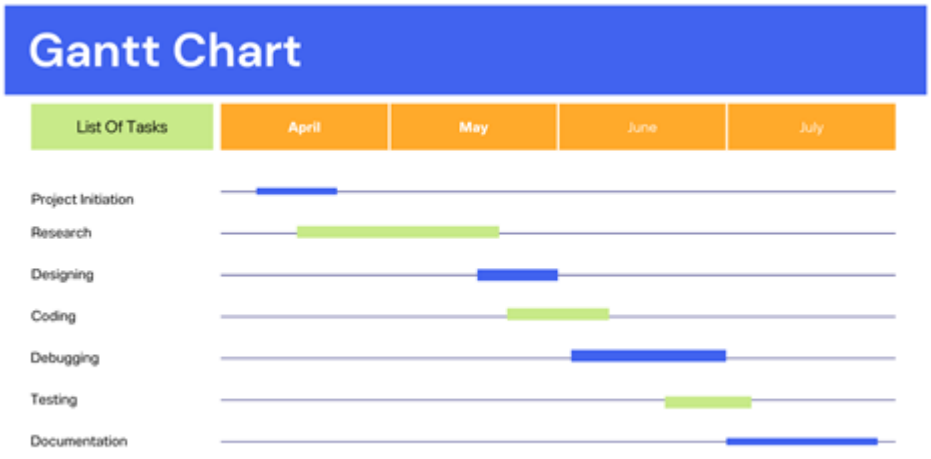

Figure 7: Gantt Chart.

CHAPTER 4: RESULT ANALYSIS

The result of the project is a well-functioning E-commerce website.

4.1 Screenshots

The screenshots of various parts of the project are placed and explained as below:

4.1.1 Login Page

This Login Page provides a form which allows to log into the system.

Figure 8: Login Page for the user.

4.1.2 Home Page

This page is directed after the successful logging in of the user.

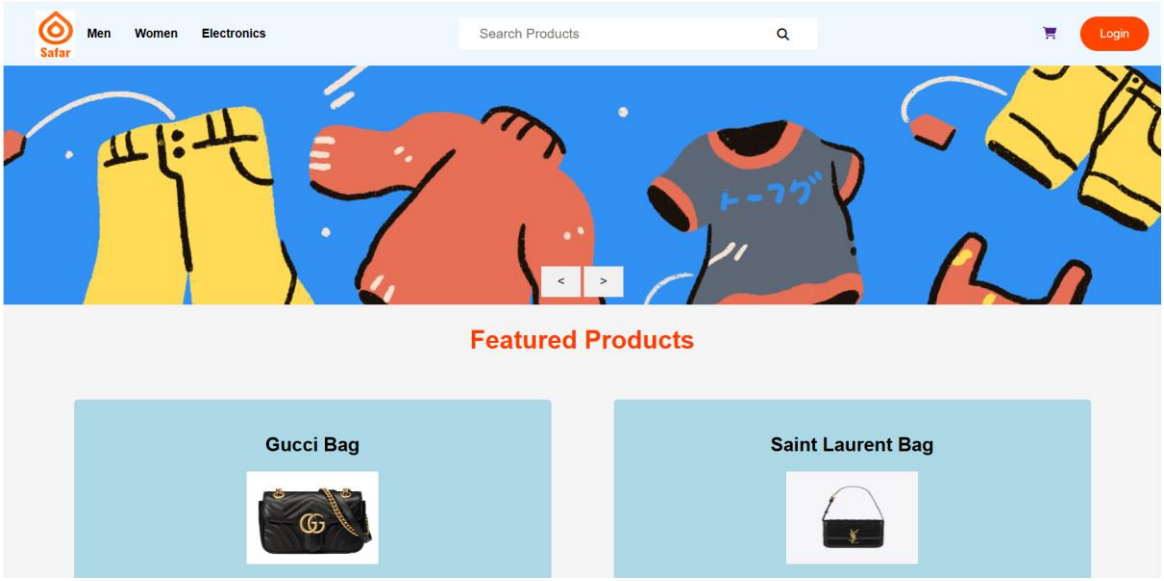

Figure 9: Home Page

4.1.3 Featured Products

This part of the homepage showcases Featured Products.

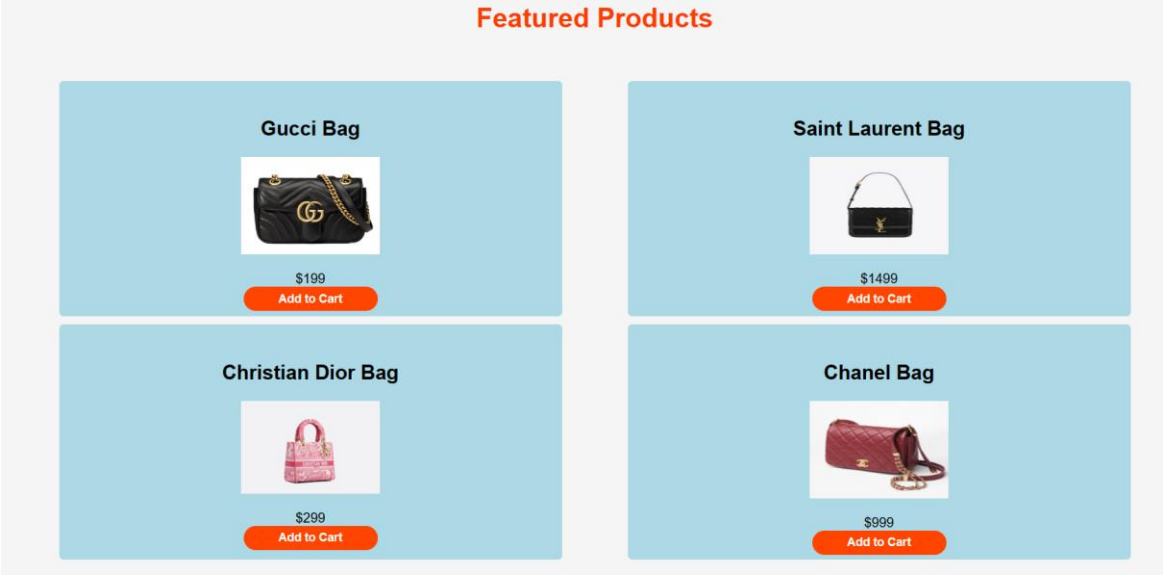

Figure 10: Featured Products

4.1.4 Description

This part of the homepage contains the description about the website.

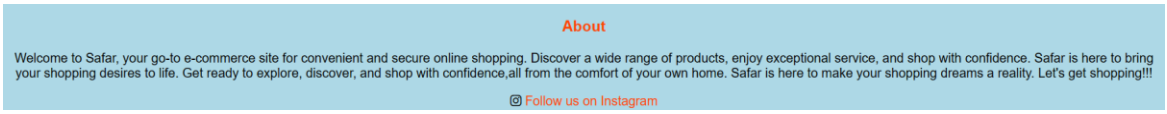

Figure 11: About Section

4.1.5 Cart

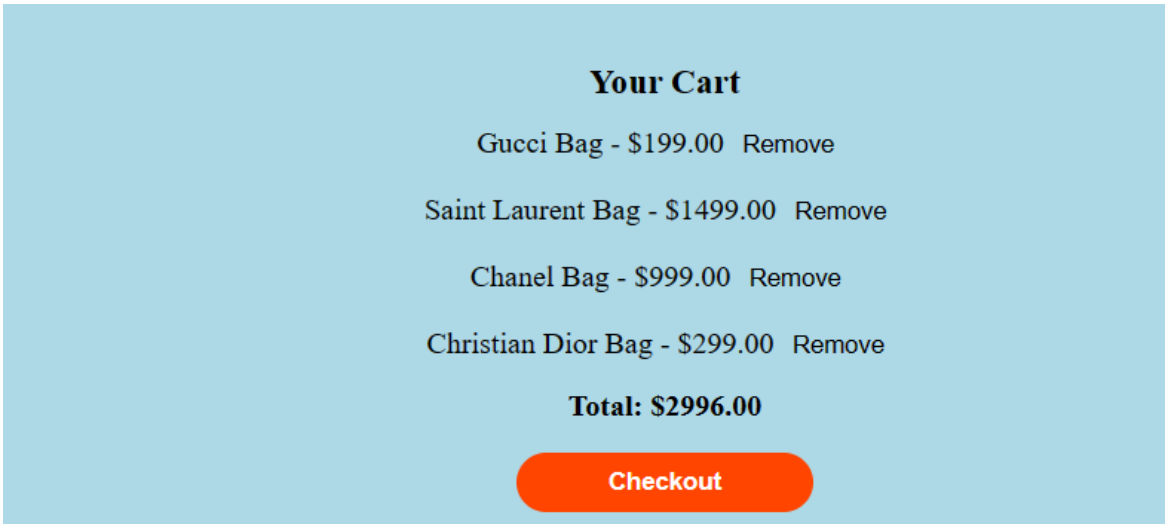

Figure 12: Cart

4.1.6 Post Checkout

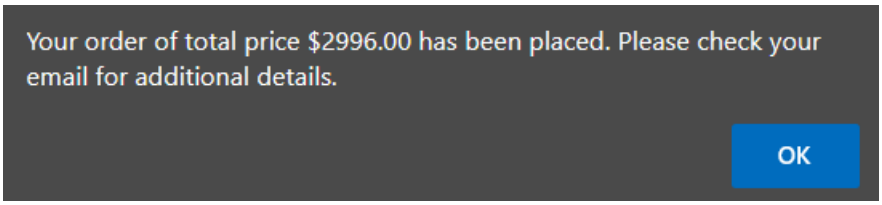

Figure 13: Order Confirmation

Figure 14: Post Checkout Cart

4.2 Critical Analysis

Developing an e-commerce site like Safar requires a critical analysis of various aspects to ensure its success:

- **Security**: Implementing robust security measures for user data and online transactions is critical. Failing to provide a secure environment can erode trust and deter users from making purchases.
- **Maintenance**: Ongoing maintenance, bug fixes, and performance optimization are necessary to provide a smooth user experience. Neglecting regular updates can lead to technical issues and decreased user engagement.

4.3 Applications

- This E-commerce website is very user-friendly and easy to application so anyone with simple knowledge can use this application.
- It helps streamline the shopping experience.
- Safar provides a platform for users looking to purchase meaningful and thoughtful gifts, whether for friends, family, or colleagues.

4.4 Limitations and Future Enhancements

There are some limitations to our application. They are listed below:

- There is no purchase history.
- There is no link between the bank or online payment methods.

The limitations can be improved in the future with constant effort.

CHAPTER 5: CONCLUSION

In today's world where everything is digitalized and everyone is looking for an efficient service in every field, our project helps users shop from their home. This project removes the hassle of travelling long distance to buy things you love. This provides an easy and safe shopping experience.

Our project adapts where the world now is. Our application readily makes shopping easier for people of all age groups.

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