

The aim of the project is to provide students with the necessary technical knowledge for the design and implementation of e-stores that support e-marketing techniques beyond the typical functionality of processing purchases.

Project

You are asked to implement an online store using the open-source WordPress platform (www.wordpress.org) and the free WooCommerce extension (www.woocommerce.com). The online store should provide all the basic functionality supported by the platform for the presentation of the product catalogue and the ordering process.

The store you will implement is a cosmetics department store - gift shop should have cosmetics, facial, body care, makeup, gifts and branded clothing for everyone. You can choose to create a store with more specialization in any of the above, or a store with a wide variety of products.

More specifically:

- Install Wordpress via XAMPP and the WooCommerce extension.
- Create a categorization of products in at least 2 levels (basic categories and their subcategories).
- Create a static store homepage.
- Apply a theme that fits the store's profile and build a logo for the store.
- Create a new banner with a slideshow to be displayed on the store's homepage. The banner should contain a link to the featured item or category.
- Import a total of at least 30 products evenly distributed in the above categories. For each product you will enter name, description, price, stock, image, dimension and any other information that makes sense depending on the type of product.
- At least half of these products should be products with variation (variable) and at least 2 attributes (e.g. colour, size, material of construction). Be sure to assign some of them a different image depending on the variant.
- On the home page, display the best-selling products (at least 4 products).
- Ensure that on the first visit to the online store users are informed about the GDPR regulation. You choose the way (pop up, plugin, plain text, etc.).
- On the product catalogue page add the possibility for visitors to filter the displayed products according to at least 2 different criteria (e.g. colour, size, price range etc.). Hint: Product Filtering.
- Create a dynamic page containing articles on topics related to your products or news about your business (at least 5) in the form of posts and display for each one: thumbnail, title and date. Hint: You can either use filtering and categorization through a plugin (e.g. The Post Grid), or edit the corresponding theme files (css and php) yourself
- Create a static contact page that includes the business details and a map with the address of the physical store. Hint: choose a random address and use a plugin, e.g. using the Google Maps API (e.g. WP Google Maps)
- For the payment process, please note that the store only supports cash on delivery and bank deposit in the traditional way (not electronically). The cost of cash on delivery is 3.5 euros for Greece and 10 euros for other countries. Please note that the cost of cash on delivery should not be confused with the cost of transport

- Create 3 different coupons of your choice (e.g. free shipping, discount on the total, discount on a specific product or product category, etc.) with different (one or more uses only). Make sure 2 of them can be used in the same order (with appropriate product selection).
- Place at least 5 orders and update 2 of them as "completed". At least 3 of them must have successfully used one of the available coupons and 1 order must have used 2 coupons at the same time.
- Create at least 10 reviews for 3 different products (reviews and ratings).
- Display on the homepage (at least) 3 products with the highest ratings (according to customer reviews).
- Edit the footer to include: 1). The logo, physical address of the store and contact details, 2). Links to the business's social media, 3). Links to 3-5 important pages within the online store (e.g. Terms of Use, Shipping & Payment Methods, Frequently Asked Questions, Contact Us, etc.).
- Locate and install a plugin that supports the accessibility of your online store to people with disabilities (visually impaired).
- Take any measures related to the security of your online store (e.g. Install a plugin with firewall or ip blocking, change admin panel address, etc). Explain exactly what you did (or what the plugin you chose does).
- Install at least two additional wordpress plugins to add some functionality to the frontend or backend of the store, (e.g. Yoast SEO, WooCommerce Variation Swatches, Ninja Forms, Jetpack, etc.)
- **The goal is for the final store to be complete and professional.**
- **Documentation:** compile a report with up to 15 representative screenshots containing the requested customizations.