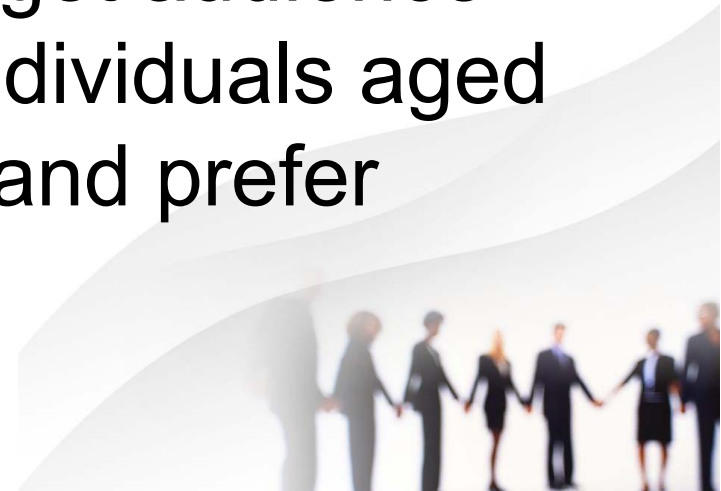# StyleSphere
(E - Clothing Website)

❖ **NAME :** THEEBIKA K

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Website Pitch

- **Purpose:** E-Clothing is an online store for fashion enthusiasts, providing a range of clothing items for different seasons and styles.

- **Target Audience:** Our target audience includes fashion-forward individuals aged 18-40 who are tech-savvy and prefer online shopping.

Accessibility & Ethics Considerations

- **Accessibility:** We ensure that the website is accessible to people with disabilities through WCAG standards.

- **Ethical considerations:** It includes privacy policies and data security practices.

Wireframes & UX Research

- **Homepage:** A simple layout with a nav bar, product categories, search bar, and footer.
- **Product Page:** Product images, descriptions, sizes, prices, and an "Add to Cart" button.
- **Cart Page:** A list of selected products, quantity adjustment, and checkout options.
- **Profile Page:** User info, order history, and settings.
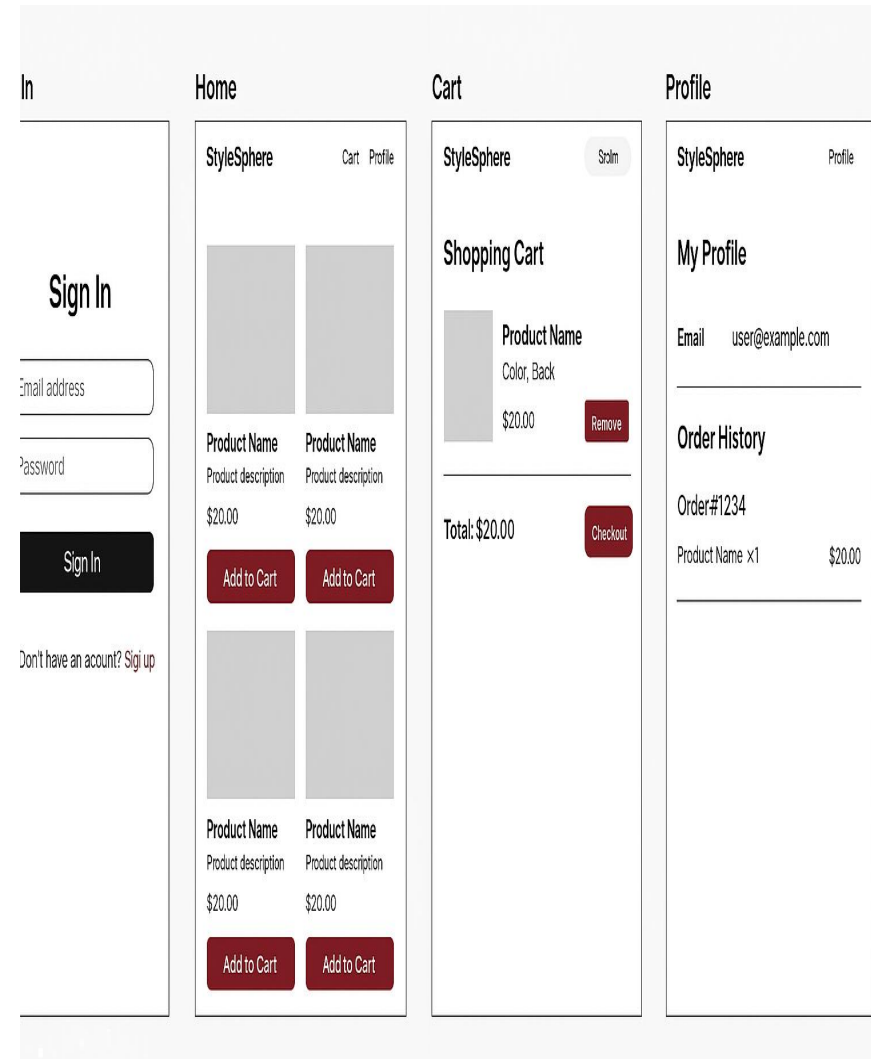
User Journey – Meet Arunika

Homepage	Browse	Product View	Add to Cart	Sign Up	Checkout	Confirm-ation	Profile
• Lands via Google	• Filters by category	• Views dress, selects size	• Reviews cart	• Registers account	• Enters info	• Order summary	• Tracks past orders

Key Features

- User Authentication (Firebase)

- Product Catalog (dynamic)

- Cart Management

- Razorpay Payment Gateway (test mode)

- Order History Tracking

- Personalized User Profiles

Technical Stack

- **Frontend:** React.js, HTML, Tailwind CSS
- **Backend:** Node.js, Express
- **Libraries/Tools:** React Router, Axios for API requests, Formik for form handling, etc.
- **Version Control:** Git, GitHub for collaboration and version tracking

Component Architecture

- **Modular Approach:** We designed the project with reusable components like Product Card, Navbar, Footer, and Product Details to ensure scalability and maintainability.

- **Reusability:** Components are reusable across different pages, which allows easier updates and consistency across the website.

Data Handling & API Usage

- **APIs Used:** For retrieving product information, user data, or payments etc.. For example, "We use a **REST API** to fetch product data from the server."

- **Data Processing:** We handle data asynchronously with Axios to ensure smooth UI updates without page reloads.
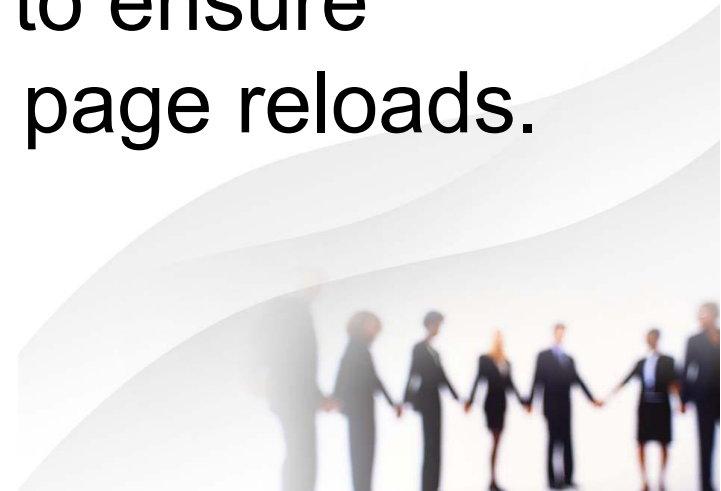
Performance Optimization

- **Speed:** Optimized images and used lazy loading for improved page load times.

- **Security:** Implemented SSL encryption and secure storage for sensitive user data.

- **SEO:** Optimized meta tags and used React Helmet for dynamic SEO management.

Accessibility & Compliance

- **WCAG (Web Content Accessibility Guidelines):** Ensured descriptive alt text for images, used proper heading tags, and maintained high contrast for better readability.

- **GDPR (General Data Protection Regulation):** Included a privacy policy and clear consent forms for data collection and cookies.

Challenges & Learnings

- **Challenges:** One of the key challenges was ensuring smooth API integration and managing state across the app using React. We used Redux for better state management.

- **Learnings:** I learned how to improve web accessibility and how to optimize performance for large-scale web applications.

Future Improvements

- Real-time stock availability.

- Add admin dashboard.

- Recommendation engine using AI.

- Responsive animations and transitions.

Conclusion

- StyleSphere offers a clean, modern shopping experience.

- Combines Firebase backend, React frontend, Razorpay integration.

- Ready for real-world deployment with further enhancements.

Live Demo

https://eclothing-5f52e.web.app/profile

Github Link

❿

https://github.com/theebika28/eclothing.git

THANK YOU ....