

Ideation Report – E-commerce shopping site

SPIKE SHOES SHOPPING SITE

1. Introduction

- *Site will be made using Bootstrap4 plugins* . Project will contain a home page(details of products), About section (Organisation details) ,Single Category page, Cart details page and a Order placed detail page.
- *The values / benefits (tangible and intangible) this application can bring to a company/organization/end-user* - This Project will help the Spike Shoes Business to boost up their products demand and will increase reach of the business across a much larger audience size . This will also make their products easily available to their customers at just few clicks away from with delivery of the products at their door step.

2. Expected List of Features

- User-Friendly Cart/Order placed sytem -- so that the user can easily keep track of all its cart and order placed details.
- Option to Cancel Order placed
- Submit Query/Review Section – This will help the company to improve their services.
- Contact Us – This will help the customers to contact the company staffs in need.

3. Market Survey

- 5 web sites that have similar ideas –
 - amazon.com
 - snapdeal.com
 - flipkart.com
 - patanjali.com
 - shopclues.com
- On comparing above sites –
 - We can add search bar in navbar to help customers to find their products easily
 - We can also add a Notification section to notify users about all the sales on before it starts
 - Company focus more on review/comment/query section and make it user-friendly and transparent.

4. References

- <https://www.amazon.in/>
- <https://www.flipkart.com/>
- <https://www.snapdeal.com/>
- <https://www.patanjaliayurved.net/>
- <https://www.shopclues.com/>