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/>