

“ShopNow -E-commerce”

A PROJECT REPORT

Submitted in partial fulfillment for the CA Activity of
Web Development

Submitted to



***YSPM's Yashoda technical Campus, Department of Artificial
Intelligence and Data Science Engineering.***

Submitted By

Vedant Dipak Kumbhar (2267571263001)

of

Third Year

Under the Guidance of

Prof. H. O. Tapase



Department of AI &DS Engineering

YSPM's Yashoda Technical Campus

Faculty of Engineering

Wadhe, Satara-415011

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Yashoda Shiksha Prsarak Mandal's

Yashoda Technical Campus

Approved by AICTE Delhi/ Govt. of Maharashtra/ Accredited by NAAC

NH-4, Wadhe, Satara 415011

Email : principalengg_ytc@yes.edu.in Call: 02162-271238/39 Mob. 9172220775



Faculty of Engineering

CERTIFICATE

This is to certify that the Project Report entitled “ShopNow -E-commerce “ submitted by Vedant Kumbhar of Third Year is a record of the bonafide work carried out by him, under my guidance, and it is approved for the partial fulfillment of CA Activity of the Subject Web Development BTAIPE603D, for the award of the degree **Bachelor of Technology (Artificial Intelligence and Data Science)** for Academic Year 2024- 2025

Prof. H. O. Tapase

Guide

(AI & DS)

Dr. S. R. Nalawade

Head of Department

(AI & DS)

Place: Satara

Date:

CONTENTS

Chapter	Contents	Page No.
1	Introduction	1
2	Objective	2
3	Tools & Technologies Used	3
4	Screens Description (Give a brief explanation of each screen, what elements it contains, and its function.)	4
5	User Navigation Flow (Use diagrams or simple flowcharts to explain how a user navigates through the app (e.g., from login to dashboard to checkout))	11
6	Conclusion	14

INTRODUCTION

E-commerce platforms have revolutionized the way we shop, enabling users to browse, compare, and purchase products from the comfort of their homes. As part of our final year academic project, we have designed and developed “ShopNow”, a front-end e-commerce web application that simulates a modern online shopping experience.

This project was undertaken to demonstrate our proficiency in front-end web development, including UI/UX design, interactivity, and client-side data handling. The goal was to build a platform that provides a seamless, attractive, and functional user experience. ShopNow is developed using fundamental web technologies — HTML, CSS, and JavaScript — along with image assets and structured code organization to simulate a fully functional shopping environment.

The application is designed with a clear navigation structure and user interface inspired by leading e-commerce platforms like Amazon and Meesho. It includes pages such as Home, Product Listings, Product Details, Cart, Login, About, and Contact. Users can browse products, add items to a cart, and simulate a shopping process.

Though it does not include backend or payment processing features, the front-end functionality and logic emulate essential real-world e-commerce interactions, making it ideal for both learning and demonstrating web development capabilities.

OBJECTIVE

1. To design and develop a responsive front-end e-commerce website using HTML, CSS, and JavaScript.
2. To implement key functionalities such as product browsing, cart management, and login simulation using localStorage.
3. To provide a smooth and intuitive user interface as like real-world shopping applications.
4. To organize project structure and source code in a scalable, readable, and maintainable format.

TOOLS & TECHNOLOGIES USED

The development of the ShopNow e-commerce website involved the use of a combination of core web technologies and essential development tools to create a fully functional and visually appealing user interface.

HTML5 : served as the backbone of the entire project by providing the structural foundation for all web pages. It was used to define the layout and organize the content elements such as headings, buttons, forms, images, and navigation bars across pages like the Home, Product, Cart, and Login pages.

CSS3 : was used extensively for designing and styling the website. It enabled the use of colors, spacing, typography, hover effects, transitions, and responsive layout structures. The CSS ensured that the entire website maintained a consistent and modern aesthetic, aligned with common UI/UX standards for e-commerce platforms.

JavaScript : played a critical role in adding interactivity and dynamic functionality. It was used for implementing the logic behind adding items to the cart, removing items, updating total price, managing local storage for data persistence, and handling simple login validation. JavaScript made the website interactive, allowing users to engage with the UI elements smoothly.

To simulate persistent data storage and user actions without using a backend, LocalStorage was used. It allowed cart items to be stored and retrieved even after the page was refreshed, which helped mimic session-like behavior in a real shopping site.

The project was developed using Visual Studio Code (VS Code), a powerful and lightweight code editor that provided syntax highlighting, file management, and live server previewing. Google Chrome was used as the primary browser for testing and debugging the application due to its robust developer tools and compatibility with modern web standards.

Together, these tools and technologies enabled the successful creation of a fully interactive front-end e-commerce website, showcasing essential client-side functionality and responsive design.

SCREENS DESCRIPTION

1. Log In Page:



Figure.1

The Login Page serves as the starting point of the ShopNow e-commerce platform. Although it does not use a real authentication system, it simulates the login process using JavaScript and localStorage. The page includes a clean, centered login form with fields for username and password, styled using CSS to match the site's theme with soft shadows, rounded borders, and brand colors.

Upon entering the credentials and clicking the “Login” button, JavaScript checks them against preset values. If valid, the user sees an alert saying “You are logged in!” and is redirected to the Home Page (index.html). If the credentials are incorrect, an error alert is shown.

This page demonstrates how client-side logic can mimic authentication in a front-end-only project. It enhances the overall structure and flow of the application while giving users a sense of a secured entry point, similar to real-world e-commerce websites.

2. Home Page:

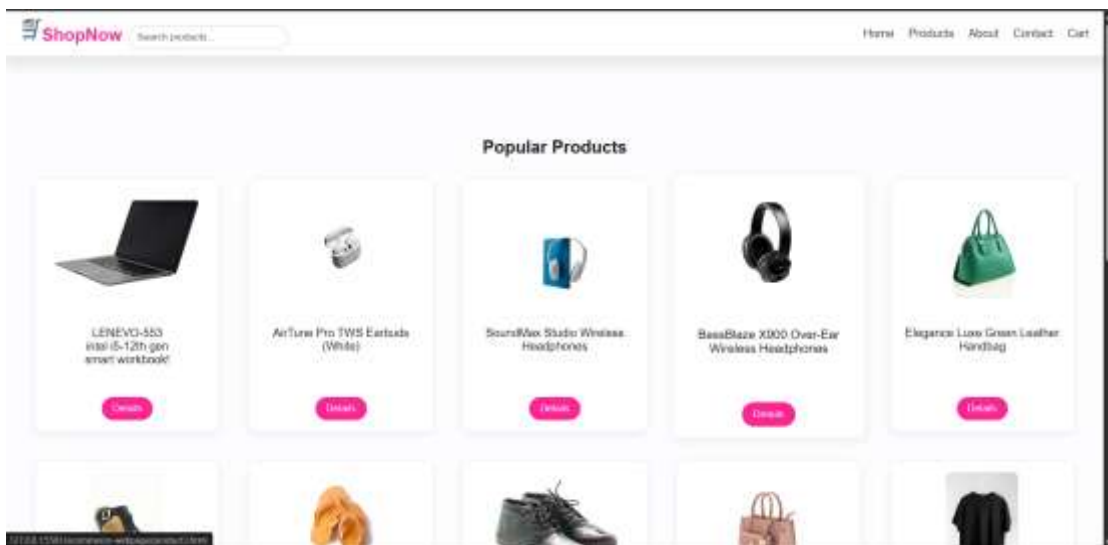


Figure.2

The Home Page is the central hub of the ShopNow e-commerce website. It serves as the main landing page where users can browse featured products and navigate to other parts of the site. The page is designed with a clean and responsive layout, ensuring usability across various devices.

At the top, a navigation bar includes the ShopNow logo, a product search bar, and links to essential sections: Home, Products, About, Contact, Cart, and Login. This provides quick and intuitive navigation throughout the website.

The main section showcases a Product Section featuring product cards arranged in a grid layout. Each card displays a product image, name, brief description, and two buttons — “Add to Cart” and “Buy Now”. Clicking "Add to Cart" stores the item in localStorage, while "Buy Now" shows an alert message that the feature isn't currently functional (as part of the simulation).

At the bottom of the page, a footer contains contact icons for Instagram, Gmail, and Phone, along with copyright information.

This page sets the tone for the user experience, combining visual appeal and core shopping functionality, while allowing users to interact with products in a way similar to real online stores.

3. Product (Details) Page:

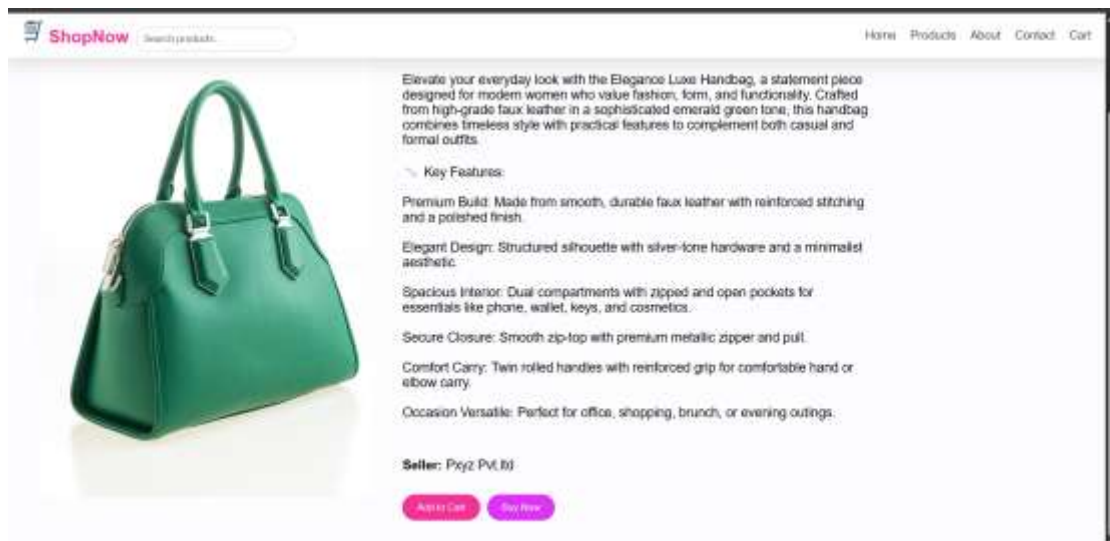


Figure.3

The Product Details Page provides users with an in-depth view of a selected product. It is accessed by clicking on a product card from the Home Page. Each product has its own dedicated HTML page (product.html, product1.html, etc.), allowing users to explore more detailed information about the item.

The layout features a large product image on the left, with key product information on the right. This includes the product name, price, a detailed description, and the seller's name. The description is formatted to highlight the product's specifications and features such as processor, RAM, display, battery life, and design (in the case of electronics).

Beneath the product details, two interactive buttons are provided:

- **“Add to Cart”**: Adds the product to the cart using localStorage, with an alert confirming the action and optional redirection to the cart page.
- **“Buy Now”**: Triggers an alert saying, *"Oops! This option doesn't work at this moment."* – simulating an unavailable feature.

This page enhances the shopping experience by mimicking a real product landing page found on platforms like Amazon or Flipkart. It helps users make informed decisions before adding items to their cart and contributes to the realistic functionality of the website.

4. Cart Page:



Figure.4

The Cart Page is one of the most interactive and functional parts of the ShopNow e-commerce website. It allows users to view, manage, and simulate purchasing the items they have added to their cart from the product or home pages. All cart data is stored and retrieved using JavaScript and localStorage, enabling data persistence without the need for a backend.

Each product added to the cart is displayed in a cart item block, which contains:

- A **thumbnail image** of the product
- The **product name**
- The **price**
- The **seller's name**
- A **“Remove”** button to delete that specific item from the cart

At the bottom of the page, a **cart summary section** displays:

- The **total price** of all items in the cart
- A **“Clear Cart”** button that removes all items with confirmation
- A **“Buy Now”** button which, when clicked, displays the alert:

"Oops! This option doesn't work at this moment."

These functions are all handled client-side using JavaScript. The page automatically re-renders its contents after every update — whether it's removing a single item, clearing the entire cart, or reloading the page — providing a dynamic, user-friendly experience.

Visually, the Cart Page is consistent with the rest of the website in terms of colors, fonts, and layout. It ensures that users can review their selections before (simulated) checkout, thereby completing the typical flow of an e-commerce application.

5. About Page:

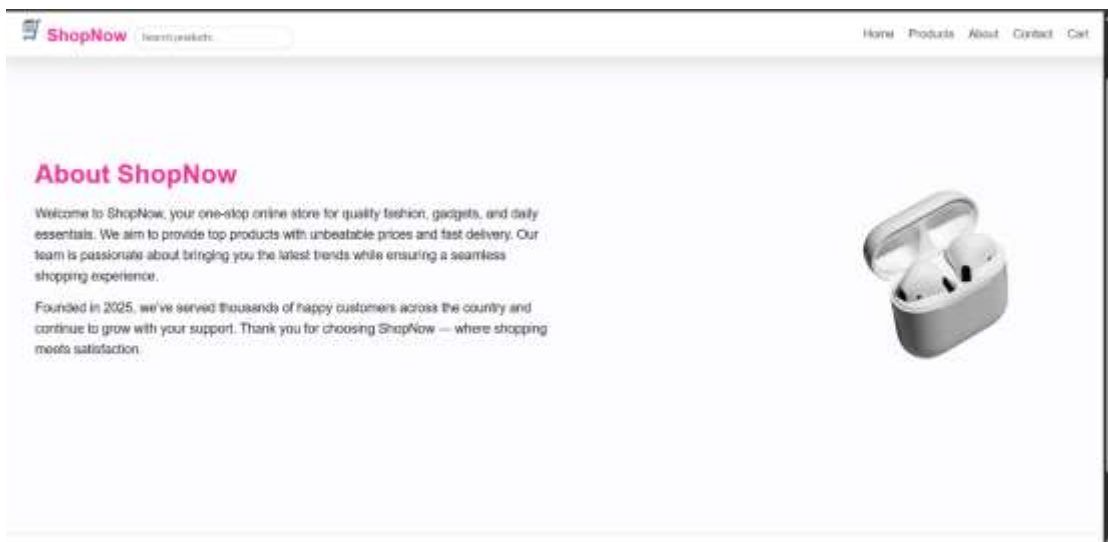


Figure.5

The About Page offers users a brief introduction to the purpose and background of the ShopNow e-commerce website. It serves as an informational screen that explains what the site is, why it was created, and what users can expect from it.

The page is designed with a clean, minimalist layout that maintains the visual theme of the overall site — using the same fonts, colors, and responsive styling. It typically begins with a main heading or banner like “About Us” followed by a descriptive paragraph or two that outlines the site’s mission and goals.

In this project, the About Page highlights that ShopNow is a simulated e-commerce platform developed as part of a college mini project, showcasing how users can browse

products, add them to a cart, and interact with a shopping system — all using only front-end technologies. It emphasizes the learning outcomes, such as practicing real-world design and development skills, and mimicking essential shopping behaviors like browsing, cart operations, and user interface interaction.

Although the page does not contain advanced features or interactivity, it plays an important role in giving the site personality and credibility, much like an About section on real e-commerce platforms. It also reflects professionalism and completeness, ensuring users understand the purpose behind the application.

6. Contact Page:

The screenshot shows the 'Contact' page of the ShopNow e-commerce application. At the top, there is a navigation bar with the ShopNow logo, a search bar, and links for Home, Products, About, Contact, and Cart. The main content area has a heading 'Get in Touch' in pink, followed by the text 'Have questions, suggestions, or feedback? We'd love to hear from you!'. Below this is a contact form with three input fields: 'Your Name', 'Your Email', and 'Your Message...'. A pink 'Send Message' button is at the bottom of the form. To the right of the form is a large pink icon of a telephone handset with a plus sign inside the receiver.

Figure.6

The Contact Page serves as the communication gateway between the user and the ShopNow platform. Though this front-end project does not include a working backend to process submissions, the Contact Page is fully functional in terms of design and user interaction, providing a realistic and professional user interface.

At the center of the page is a feedback form that includes the following input fields:

- **Name** – to collect the user's full name
- **Email** – to gather the user's contact information

- **Message** – a textarea field where users can write their queries, feedback, or support requests

All form elements are styled to align with the website's theme, using rounded borders, appropriate spacing, and responsive design. The form also includes a Submit button, which when clicked, may either reset the form or show a basic alert message (depending on the implementation), simulating a form submission.

The page layout also contains a header and footer, consistent with other pages. The footer includes contact icons (Instagram, Gmail, and Phone) with clickable links or icons for aesthetic completeness. These visual cues not only enhance the design but also simulate real-world customer support links.

The purpose of this page is to demonstrate how users might contact customer service in a real e-commerce application. Even without server-side integration, it effectively shows how form handling and user interface design are implemented in modern web development.

USER NAVIGATION FLOW

The user navigation flow for the “ShopNow” e-commerce website outlines the systematic journey a user takes while interacting with the application. The process is designed to ensure a smooth and intuitive user experience while simulating key features of a functional e-commerce platform.

1. Start :

The user initiates the session by opening the website.

2. Login Page :

The user is directed to the login page where they are prompted to enter their username and password. Upon clicking the "Login" button, the system evaluates the entered credentials.

3. Login Verification :

A decision point is triggered to verify if the login is successful.

- If the credentials are valid, the user is granted access and redirected to the Home Page.
- If the login fails, the session is terminated, and the user is not permitted to proceed.

4. Home Page :

Upon successful login, the user arrives at the Home Page. This page includes a navigation bar with the following menu options:

- Products
- About
- Contact
- Cart

5. Product Navigation :

By selecting the "Products" option, the user is redirected to the Product Page.

6. Product Page :

On the Product Page, the user can view detailed information about the available

products. Two main actions are available :

- “Add to Cart” : Adds the selected product to the cart and redirects the user to the Cart Page.
- “Buy Now” : A simulated action that represents direct purchase functionality (non-functional for simulation purposes).

7. Cart Page :

The Cart Page displays the items added by the user. It provides the following options:

- “Remove” : Allows the user to delete items from the cart.
- “Buy Now” A simulated action to represent the purchase process.

8. End :

The navigation flow continues based on user interaction or ends when the user completes their activity or exits the site.

This user navigation flow ensures a structured interaction pattern, emulating a real-time e-commerce experience with essential components implemented for front-end simulation.

DIAGRAM:

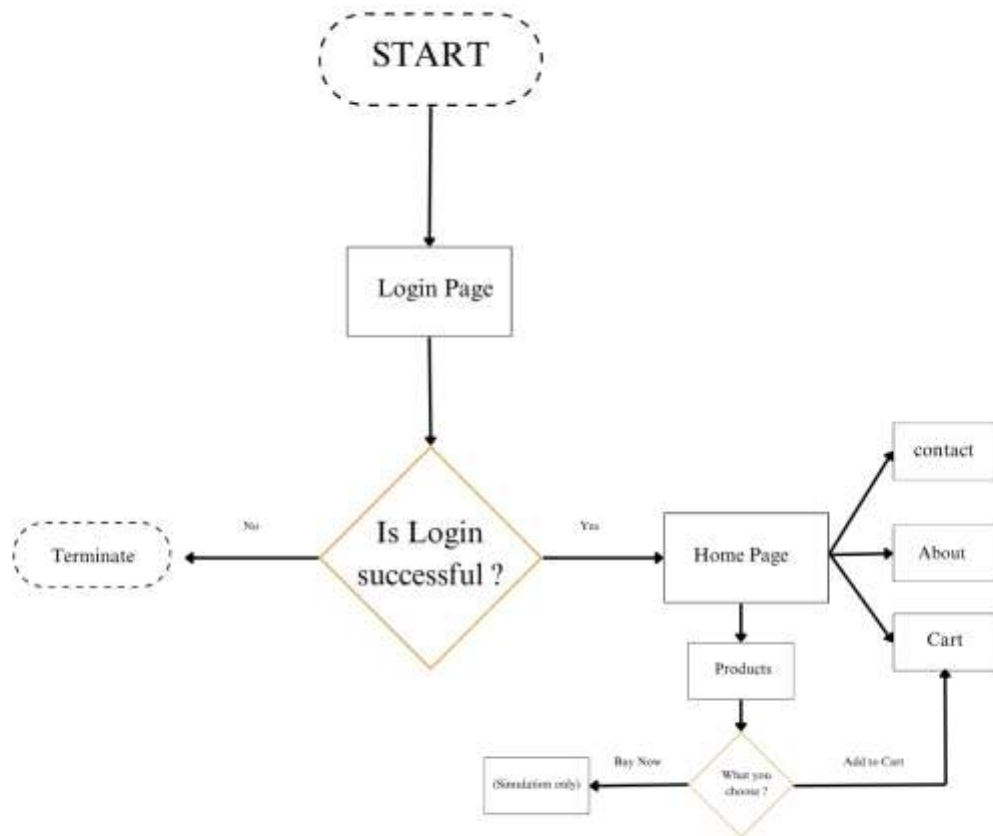


Figure.7

CONCLUSION

The ShopNow e-commerce web project successfully demonstrates a fully interactive, front-end-only shopping experience using core web development tools. The website includes all major views seen in real e-commerce platforms, structured navigation, client-side data persistence, and modular code. By completing this project, we gained practical experience in building responsive layouts, structuring code files across HTML/CSS/JavaScript, simulating e-commerce logic, and understanding user-centered design. Although limited to front-end implementation, this project provides a strong foundation for future development with backend technologies and APIs. The project not only fulfills the academic requirements of a mini project but also serves as a solid portfolio piece for internships, jobs, or further development work.