

revolutionizing  
online shopping

• Veshalka

[www.veshalks.com](http://www.veshalks.com)

E-Commerce Web Application



# Veshalka

An interactive platform for seamless online shopping

# Our Team



**Smail Akbota**  
Lead Developer



**Aidarova Anel**  
Project Manager



**Aidarova Anel**  
UX/UI Designer

# Problem Statement

Our application solves the problem of poor e-commerce accessibility and engagement with a responsive, user-friendly platform.

## 1. Limited Accessibility and Convenience:

Many users face challenges when shopping for clothing and accessories online due to poorly optimized platforms. These issues include difficulty navigating catalogs, finding relevant products, and completing purchases smoothly across devices.

## 2. Lack of Engagement Features

Existing e-commerce platforms often fail to keep users engaged. They lack features like interactive product displays, customer reviews, and personalized recommendations, which are essential for enhancing the shopping experience.

## 3. High Cart Abandonment RatesDemographics:

Slow-loading pages, complicated checkout processes, and inadequate payment options contribute to cart abandonment, leading to significant revenue loss for businesses.

# Solution Overview

Our solution is a fully responsive, user-friendly e-commerce platform with interactive features like product sliders, reviews, daily deals, seasonal sales, and an optimized checkout process, designed to enhance engagement, accessibility, and conversion rates.

**dynamic product  
sliders**

**responsive design for  
mobile access**

**seamless checkout  
process**



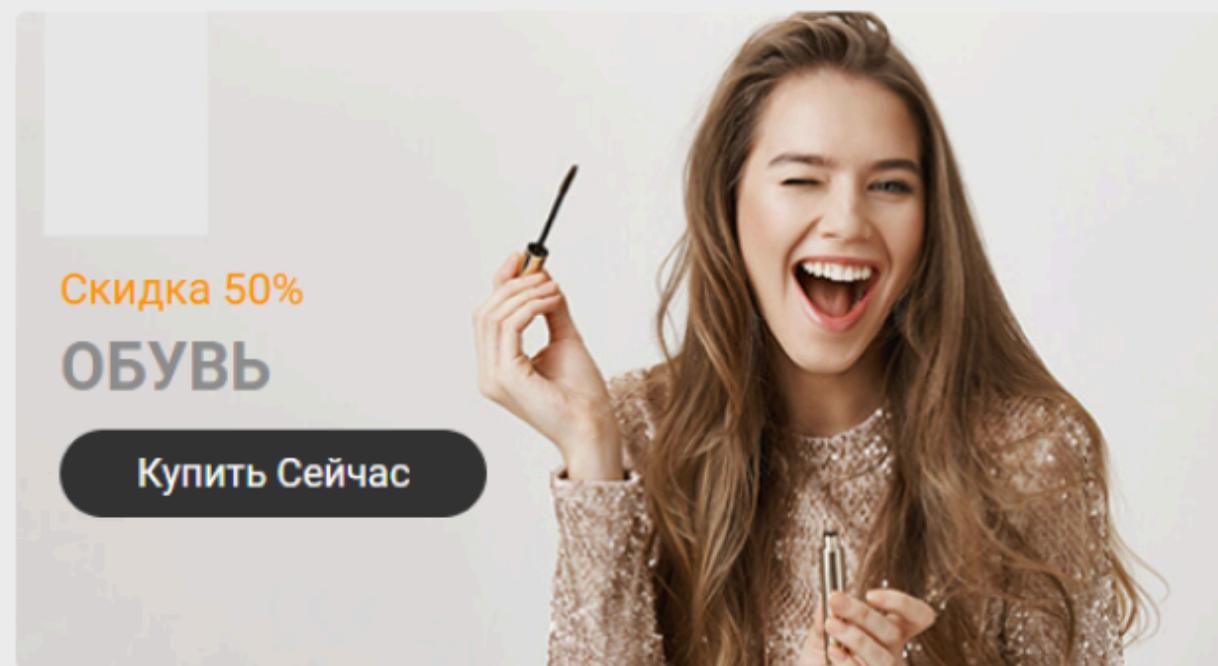


# Demonstration: Veshalka

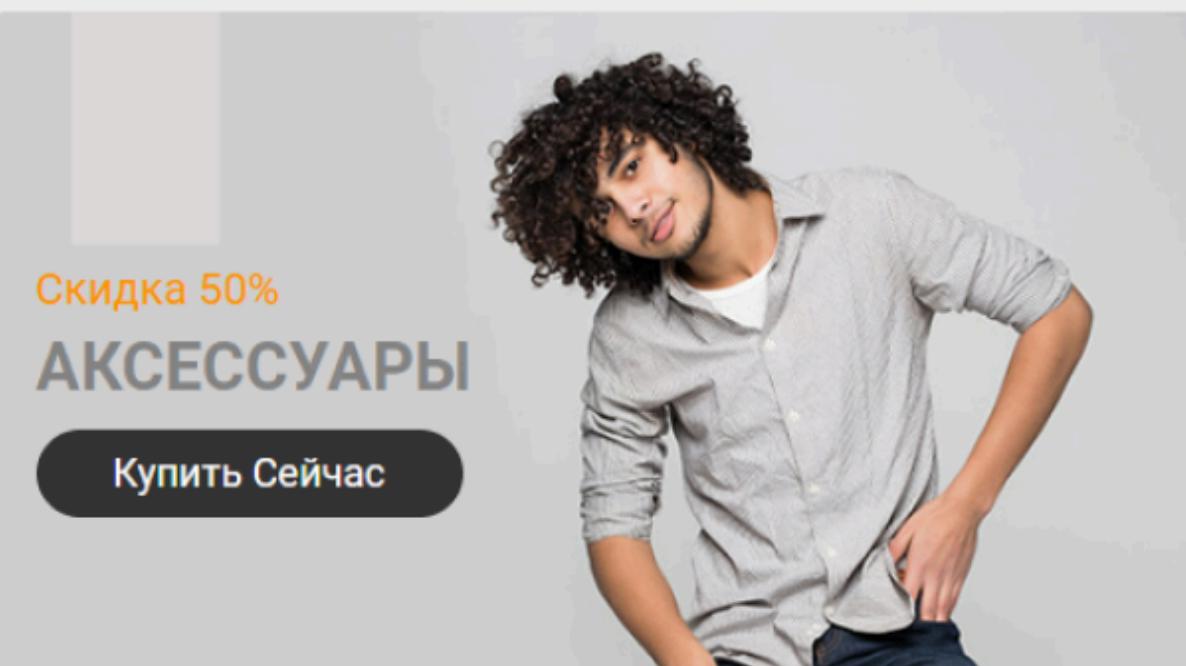
VESHALKA.



## КАТЕГОРИИ



Купить Сейчас



Купить Сейчас

## КАТАЛОГ



### Deal Of The Day

215 19 13 41

Days Hours Minutes Seconds

Shop Now

# VESHALKA.

## БЕСТСЕЛЛЕРЫ



### Двойка Серая

★★★★★ ( 250 Reviews )

Lore Ipsum Dolor Sit Amet, Consectetur  
Adipisicing Elit. Tempora Quasi Nesciunt, Error  
Fuga Facilis Autem Rerum Cumque Animi Rem  
Natus.

14,990тг ~~16,990тг~~

В Корзину

# Technical Approach

## CSS

brings the platform to life with clean layouts, vibrant colors, and smooth typography. It ensures the site looks great on any device with responsive design magic. Plus, animations and transitions add a touch of flair, making the experience dynamic and engaging.



## JavaScript

enables the platform's interactivity, ensuring smooth user experiences by handling actions like menu toggling and product browsing. It supports dynamic features that make navigation seamless and intuitive. By enhancing functionality, JavaScript brings the platform to life with responsive and engaging elements.



# Challenges. How overcome it

**Responsiveness** > Ensuring the site works well on all devices.

**Scalability** > Ensuring the platform can grow with future demands.

**Performance** > Maintaining fast load times with interactive features

**User Engagement** > Keeping users interested and returning to the site.

**Security** > Protecting user data and transactions

**Maintenance** > Ensuring the application is easy to update

# Potential Impact and Future Scope

The project will improve customer retention through a user-friendly platform, boosting sales and revenue. With mobile optimization and scalability, it has the potential for global expansion. Future features like AI recommendations and advanced analytics can be easily integrated, ensuring the platform adapts to evolving market trends.

**Veshalka is about seamless experiences that keep customers coming back**



“Together, my team and I created this platform with one goal in mind: delivering a seamless, enjoyable shopping experience. As we look ahead, we see endless possibilities to enhance it, from personalized features to adapting with new technologies. We're excited about the potential for growth, and we believe this website will continue to evolve, making a meaningful impact on both our users and the future of e-commerce.””