

**Project Development Phase**  
**FEATURES INCLUDED IN THIS PROJECT**

Date	23 October2023
Team ID	NM2023TMID06472
Project Name	Project –Building A Website Using Canva

**FEATURES INCLUDED IN THIS PROJECT:**

**1. User Registration and Authentication:**

Allow users to create accounts and log in securely, including options for social media login.

**2. Product Catalog and Search:**

Display a catalog of fashion items for men, women, and kids with a search and filter functionality.

**3. Shopping Cart and Checkout:**

Enable users to add items to a cart, review, and proceed with secure online payments.

**4. User Profiles:**

Allow users to manage their profiles, including addresses, payment methods, and order history.

**5. Content Management:**

Create, edit, and organize content for your awareness campaign, including articles, images, and videos.

**6. Event Scheduling and Registration:**

For virtual fashion show events, provide a schedule and allow users to register or purchase tickets.

**7. Live Streaming and Video Playback:**

Stream live fashion shows and provide playback options for users who missed the live event.

8. Email Marketing:

Send newsletters and updates to subscribers, with options for email segmentation and personalization.

9. Analytics and Reporting:

Track user behavior, campaign performance, and ecommerce metrics using analytics tools.

10. Social Media Integration:

Allow users to share content, products, and event details on social media platforms.

11. Customer Support:

Provide customer support channels such as chat, email, or a ticket system.

12. Payment Processing:

Integrate multiple payment gateways, including credit card, PayPal, and more.

13. Search Functionality:

Implement advanced search features, including autosuggestions and filters for products or content.

14. Notification and Alerts:

Send notifications to users about new products, order updates, or event reminders.

15. Content Delivery Network (CDN):

Use a CDN to optimize content delivery speed, particularly for large media files.

16. Feedback and Reviews:

Enable users to leave reviews and ratings for products or events.

17. Admin Dashboard:

Provide an administrative interface to manage and oversee the project, including user management and content moderation.

18. User Permissions and Roles:

Implement rolebased access control for team members and administrators.

19. Security Measures:

Incorporate security features like SSL certificates, firewall protection, and data encryption.

20. Reporting and Data Export:

Allow administrators to generate reports and export data for analysis.