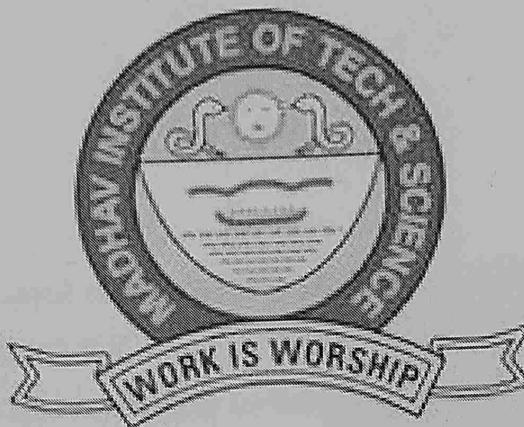


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Project Report on E-Commerce Website

Submitted By:

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Faculty Mentor:

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(Assistant Professor)

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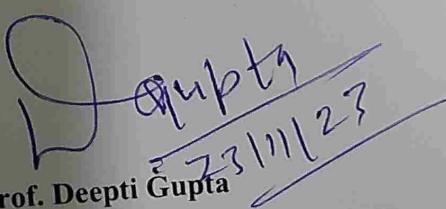
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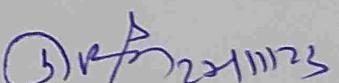
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CERTIFICATE

This is certified that **Bhumi Goyal** (0901AI211018) & **Divyansh Upadhyay** (0901AI211026) has submitted the project report titled **E-Commerce Website** under the mentorship of **Prof. Deepti Gupta**, in partial fulfilment of the requirement for the award of degree of Bachelor of Technology in **ITAIR** from Madhav Institute of Technology and Science, Gwalior.


Prof. Deepti Gupta
23/11/23

Faculty Mentor
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Dr. R. R. Singh

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DECLARATION

I hereby declare that the work being presented in this project report, for the partial fulfilment of requirement for the award of the degree of Bachelor of Technology in **ITAIR** at Madhav Institute of Technology & Science, Gwalior is an authenticated and original record of my work under the mentorship of **Prof. Deepti Gupta, Assistant Professor**, Centre for Artificial Intelligence.

I declare that I have not submitted the matter embodied in this report for the award of any degree or diploma anywhere else.

Bhumi Goyal (0901AI211018) *Goyal*

Divyansh Upadhyay (0901AI211026) *Divyansh*

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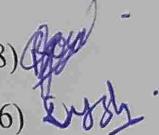
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ACKNOWLEDGEMENT

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Divyansh Upadhyay (0901AI211026) 

JULY-DEC. 2023

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ABSTRACT

We have embarked on a mammoth task of making an e-commerce website that will provide the customers a user friendly and technologically advanced platform to satiate their willingness to buy the watches, one of the most classic device one can have.

The Responsive Watches Website represents a culmination of innovative web development, design aesthetics, and user-centric features in the realm of e-commerce. In the fast-paced digital era, where online shopping has become an integral part of our lives, this minor project aims to deliver a seamless and visually captivating experience for users interested in exploring and purchasing high-quality watches.

This website is named as World of Watches and affords the customers several varieties of watches ranging from economical watches to classic antique luxury watches. We provide here a price range suitable for customers of every financial capacity. Several business scaling features like new arrivals & subscription have been added to make sure that customer don't miss a single update on his favourite product. Authentic Customer reviews also build a great sense of reliability and trust to our existing and future customers.

In this website, HTML5 provides a robust structural foundation for the content. CSS3 is employed for styling, ensuring a visually cohesive and appealing presentation. The inclusion of JavaScript introduces interactivity, enabling features such as dynamic sliders and responsive user interfaces. It is developed first with the Mobile First methodology, then for desktop compatible with all mobile devices and with a beautiful and pleasant user interface.

In a concluding note, our Responsive Watches Website is like a well-designed, easy-to-use online store for watches. We mixed technology, design, and a bit of creativity to make it a great place for you. It's not just about selling watches; it's about creating an enjoyable online experience. We hope you like it and find the perfect watch that makes you smile every time you check the time.

सार

हमने एक ई-कॉमर्स वेबसाइट बनाने का एक बड़ा काम शुरू किया है जो ग्राहकों को घड़ियाँ खरीदने की उनकी इच्छा को पूरा करने के लिए एक उपयोगकर्ता के अनुकूल और तकनीकी रूप से उन्नत मंच प्रदान करेगा, जो कि सबसे क्लासिक डिवाइस में से एक हो सकता है।

रिस्पॉन्सिव वॉचेस वेबसाइट ई-कॉमर्स के क्षेत्र में नवीन वेब विकास, डिजाइन सौदर्यशास्त्र और उपयोगकर्ता-केंद्रित सुविधाओं की परिणति का प्रतिनिधित्व करती है। तेजी से भागते डिजिटल युग में, जहां ऑनलाइन शॉपिंग हमारे जीवन का एक अभिन्न अंग बन गई है, इस छोटी परियोजना का उद्देश्य उच्च गुणवत्ता वाली घड़ियों की खोज और खरीदारी में रुचि रखने वाले उपयोगकर्ताओं के लिए एक सहज और दृश्यमान मनोरम अनुभव प्रदान करना है।

इस वेबसाइट का नाम वर्ल्ड ऑफ वॉचेज है और यह ग्राहकों को किफायती घड़ियों से लेकर क्लासिक एंटीक लक्जरी घड़ियों तक कई प्रकार की घड़ियां उपलब्ध कराती हैं। हम यहां हर वित्तीय क्षमता के ग्राहकों के लिए उपयुक्त मूल्य सीमा प्रदान करते हैं। यह सुनिश्चित करने के लिए कि ग्राहक अपने पसंदीदा उत्पाद पर एक भी अपडेट न चूकें, नए आगमन और सदस्यता जैसी कई व्यावसायिक स्केलिंग सुविधाएँ जोड़ी गई हैं। प्रामाणिक ग्राहक समीक्षाएँ हमारे मौजूदा और भविष्य के ग्राहकों में विश्वसनीयता और विश्वास की एक बड़ी भावना भी पैदा करती हैं।

इस वेबसाइट में, HTML5 सामग्री के लिए एक मजबूत संरचनात्मक आधार प्रदान करता है। CSS3 को स्टाइलिंग के लिए नियोजित किया जाता है, जो एक दृश्य रूप से सामंजस्यपूर्ण और आकर्षक प्रस्तुति सुनिश्चित करता है। जावास्क्रिप्ट का समावेश अन्तर्रक्तियाशीलता का परिचय देता है, जिससे गतिशील स्लाइडर और उत्तरदायी उपयोगकर्ता इंटरफ़ेस जैसी सुविधाएँ सक्षम होती हैं। इसे पहले मोबाइल फर्स्ट पद्धति के साथ विकसित किया गया, फिर डेस्कटॉप के लिए सभी मोबाइल उपकरणों के साथ संगत और एक सुंदर और सुखद यूजर इंटरफ़ेस के साथ।

समापन नोट में, हमारी रिस्पॉन्सिव घड़ियाँ वेबसाइट घड़ियों के लिए एक अच्छी तरह से डिजाइन की गई, उपयोग में आसान ऑनलाइन स्टोर की तरह है। हमने इसे आपके लिए एक बेहतरीन जगह बनाने के लिए प्रौद्योगिकी, डिजाइन और थोड़ी रचनात्मकता का मिश्रण किया है। यह सिर्फ घड़ियाँ बेचने के बारे में नहीं है; यह एक आनंददायक ऑनलाइन अनुभव बनाने के बारे में है। हम आशा करते हैं कि आपको यह पसंद आएगी और आपको वह सही घड़ी मिलेगी जो हर बार समय देखने पर आपके चेहरे पर मुस्कान ला देगी।

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Fig 2	CSS source code
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Fig 4	Relationship between HTML, CSS and JS
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Chapter – 1

Introduction:

In a world where every moment counts, the essence of time is embodied in the artistry of a well-crafted watch. Welcome to World of Watches, your premier destination for exquisite timepieces that transcend mere functionality and become timeless statements of style and sophistication.

The World of Watches E-commerce Project is a venture that aims to redefine your watch-buying experience. As the digital realm intertwines seamlessly with our daily lives, our platform emerges as a haven for watch enthusiasts, connoisseurs, and those seeking the perfect timekeeping companion.

Vision and Mission: Our vision at World of Watches is to curate an unparalleled collection of watches that mirrors the diverse tastes and preferences of our customers. We believe in providing a seamless online shopping experience, where every click leads to the discovery of a new unique watch.

Our mission is to foster a community of watch aficionados who appreciate the artistry, precision, and craftsmanship embedded in every tick and tock. By offering a carefully curated selection, we aim to cater to both seasoned collectors and those embarking on their journey into the world of horology.

Key Features:

- **Diverse Catalog:** Explore an extensive range of watches, encompassing various styles, brands, and functionalities. World of Watches ensures a watch for every wrist.
- **User-Friendly Interface:** Our website is designed with the customer in mind, ensuring a user-friendly interface that simplifies navigation, allowing you to effortlessly discover the perfect timepiece.
- **Educational Resources (Reviews):** Immerse yourself in the world of watches through our educational resources, helping you make informed decisions about your purchases.

As we embark on this journey, World of Watches invites you to witness the fusion of technology and tradition, where the timeless elegance of watches meets the convenience of online shopping. Join us in celebrating the art of timekeeping, one tick at a time.

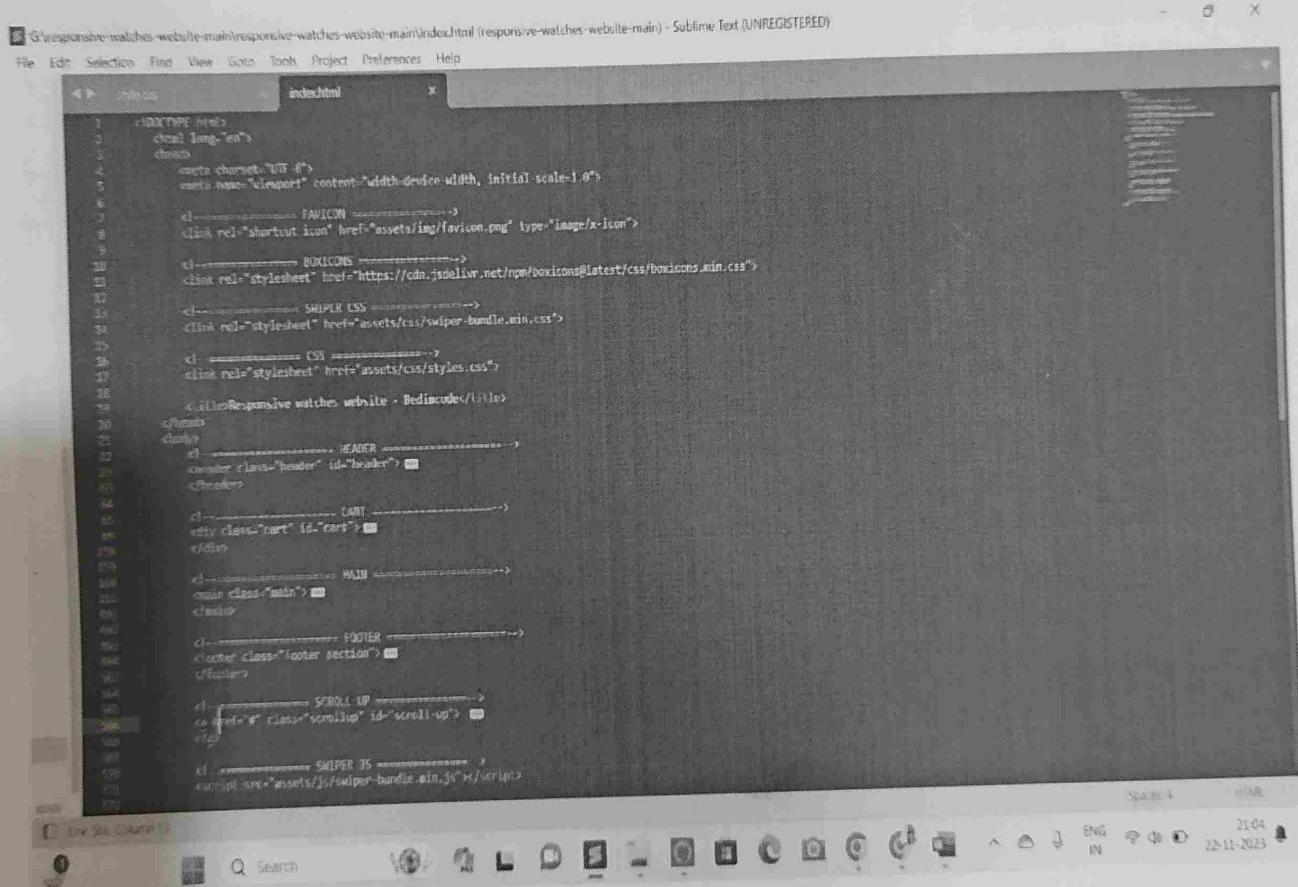
Discover. Explore. Experience World of Watches – Where Every Moment Counts!

Chapter – 2

Preliminary design:

Below the technologies employed in the creation of this website are listed for the explanation.

HTML : HTML, or Hypertext Markup Language, is the standard language used to create and design webpages. It serves as the fundamental building block for structuring content on the World Wide Web. HTML uses a system of markup tags to define elements, such as headings, paragraphs, links, images, and more, allowing web browsers to interpret and display content correctly.



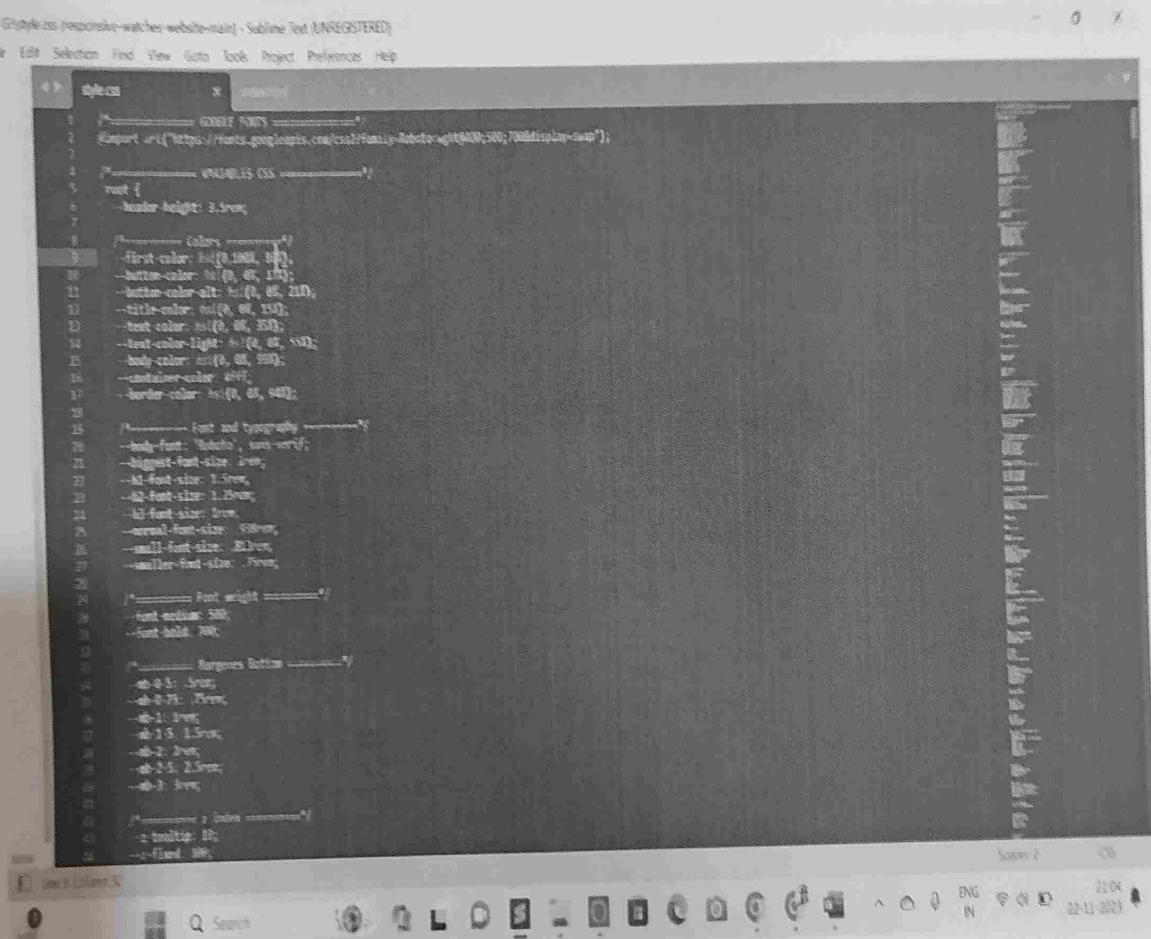
The screenshot shows the Sublime Text editor with the file 'index.html' open. The code is a well-structured HTML document. It starts with the DOCTYPE declaration and meta tags for charset and viewport. It includes links to a favicon and a CSS file for boxicons. The main content area is organized into sections: HEADER, MAIN, and FOOTER. The HEADER section contains a header with a logo and a cart icon. The MAIN section contains the main content. The FOOTER section contains a footer with social media links and a scroll-up button. The code uses semantic HTML tags and includes comments indicating the use of responsive design techniques. The Sublime Text interface shows the file path 'G:\responsive-watches-website-main\responsive-watches-website-main\index.html' in the title bar, and the status bar at the bottom shows the file size as 98.0 KB, the word count as 111, and the date as 22-11-2023.

Fig1: HTML source code

HTML provides the foundational structure for a website. HTML is supported by all major web browsers, ensuring consistent rendering and accessibility of content across different platforms. The proper use of HTML semantic elements and tags contributes to better SEO. HTML, in conjunction with CSS (Cascading Style Sheets) and JavaScript, plays a crucial role in creating responsive designs that adapt to different devices and screen sizes.

CSS:

CSS, or Cascading Style Sheets, is a stylesheet language used to describe the presentation and layout of a document written in HTML or XML. CSS defines how elements on a webpage should be displayed, including their styling, positioning, spacing, and responsiveness. It allows web developers to separate the *structure and content* of a document from its visual presentation, facilitating easier maintenance and more flexible design.



The screenshot shows the Sublime Text editor with an open CSS file named 'style.css'. The code is organized into several sections with comments:

```
1 /*----- GOOGLE FONTS -----*/
2 @import url("https://fonts.googleapis.com/css?family=Roboto:wght@400;700&display=swap");
3
4 /*----- VARIABLES CSS -----*/
5 root {
6   --header-height: 2.5rem;
7
8   /*----- Colors -----*/
9   --first-color: hsl(0, 100, 50);
10  --button-color: hsl(0, 45, 15);
11  --button-color-alt: hsl(0, 60, 20);
12  --title-color: hsl(0, 90, 50);
13  --text-color: hsl(0, 90, 50);
14  --text-color-light: hsl(0, 0, 50);
15  --body-color: hsl(0, 0, 50);
16  --container-color: #fff;
17  --border-color: hsl(0, 0, 50);
18
19  /*----- Font and typography -----*/
20  --body-font: 'Rubik', sans-serif;
21  --biggest-font-size: 2rem;
22  --h1-font-size: 2.5rem;
23  --h2-font-size: 2.25rem;
24  --h3-font-size: 2rem;
25  --h4-font-size: 1.8rem;
26  --h5-font-size: 1.6rem;
27  --h6-font-size: 1.4rem;
28
29  /*----- Font weight -----*/
30  --font-medium: 500;
31  --font-bold: 700;
32
33  /*----- Responses Below -----*/
34  --ab-0-5: 35px;
35  --ab-0-75: 25px;
36  --ab-1: 20px;
37  --ab-1-5: 15px;
38  --ab-2: 10px;
39  --ab-2-5: 7.5px;
40  --ab-3: 5px;
41
42  /*----- z-index -----*/
43  --z-tooltip: 10;
44  --z-fixed: 999;
```

Fig 2: CSS source code

CSS is primarily used for styling HTML elements. It enables the customization of text, colors, fonts, backgrounds, borders, and other visual aspects. CSS plays a crucial role in defining the layout of a webpage. It allows developers to position elements, create responsive designs for different screen sizes. CSS enables the creation of responsive designs that adapt to various devices and screen sizes. CSS supports animations and transitions, allowing developers to create dynamic and engaging user interfaces. By separating style concerns from HTML, CSS promotes cleaner and more maintainable code.

JavaScript:

JavaScript is a high-level, interpreted programming language primarily used for client-side web development. It enables the creation of dynamic, interactive, and responsive web pages by adding behavior and interactivity to HTML and CSS. JavaScript is a versatile language that runs in web browsers, allowing developers to manipulate the Document Object Model (DOM), handle events, and communicate with servers to create feature-rich web applications.

□ **Web Page Interactivity:** JavaScript is extensively used to add interactivity to web pages. It enables the creation of dynamic content, responsive user interfaces, and interactive features that respond to user actions.

□ **Event Handling:** JavaScript facilitates the handling of user-generated events such as clicks, keypresses, and mouse movements. This enables the creation of responsive and interactive user interfaces.

□ **Browser Compatibility:** JavaScript is supported by all major web browsers, making it a cross-browser scripting language. This ensures that web applications built with JavaScript can run consistently across different browsers and platforms.

Dynamic Content: JavaScript allows developers to create and update content dynamically. This includes adding or removing elements, updating text, and changing styles based on user interactions.

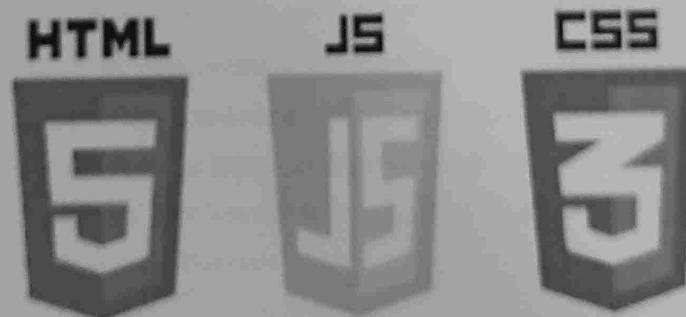


Fig 3: Logo

The relationship between JavaScript (JS), Cascading Style Sheets (CSS), and Hypertext Markup Language (HTML) is essential in web development, as each plays a distinct role in creating interactive and visually appealing websites.

□ HTML (HyperText Markup Language):

- **Role:** HTML serves as the *backbone or structure* of a web page. It defines the elements on the page, such as headings, paragraphs, images, links, forms, and more.
- **Purpose:** HTML provides the *content* and the basic structure that is presented to users. It is responsible for organizing information on the page in a *semantically meaningful way*.

□ CSS (Cascading Style Sheets):

- **Role:** CSS is responsible for *styling* and *presenting* the HTML content. It defines the *visual appearance, layout, and formatting* of elements on the page.
- **Purpose:** CSS separates the *presentation layer* from the *content layer*. It allows developers to control the colors, fonts, spacing, positioning, and other visual aspects of the page, providing a *consistent and aesthetically pleasing user interface*.

JavaScript (JS):

- **Role:** JavaScript is a *scripting language* that adds *interactivity, dynamic behavior, and manipulation capabilities* to web pages. It enables developers to respond to user actions, modify content in real-time, and interact with the Document Object Model (DOM).
- **Purpose:** JavaScript enhances the *user experience* by allowing the creation of interactive features like handling user events (such as clicks and keypresses).
- **HTML** provides the *structure and content*, **CSS** enhances the *presentation and styling*, and **JavaScript** adds *interactivity and dynamic behavior*. Together, these technologies empower developers to create *modern, feature-rich, and user-friendly web applications*. This combination is often referred to as the *"front-end stack"* in web development.



Fig 4: Relationship between HTML, CSS and JS

Chapter – 3

Design:

Cart: A crucial element of any e-commerce website, the cart is designed to be both functional and visually appealing. It displays product details, including images, titles, prices, and quantities. Users can easily adjust quantities or remove items. The total price and item count are prominently displayed for user convenience.

Main Sections:

Home: The home section introduces users to the B720 series watches. It combines striking visuals with concise text, creating a compelling narrative. Social media links for Facebook, Twitter, and Instagram are strategically placed, facilitating user engagement beyond the website.

Featured: In this section, featured watches take center stage, each adorned with sale tags. The display includes captivating images, titles, and prices, enticing users to explore these highlighted products.

Story: The story section provides insight into the company's narrative. Through a harmonious blend of text and imagery, users are invited to connect with the brand on a personal level. A call-to-action button encourages further exploration.

Products: This section showcases the diverse range of watches in a grid layout. Each product is accompanied by an image, title, and price, facilitating easy exploration. The layout is designed to be both visually appealing and user-friendly.



Fig 5: Home Page

Testimonial: Testimonials, presented in a slider format, offer user feedback and endorsements. Each testimonial includes a quote, description, date, and user profile, contributing to the credibility and trustworthiness of the brand.

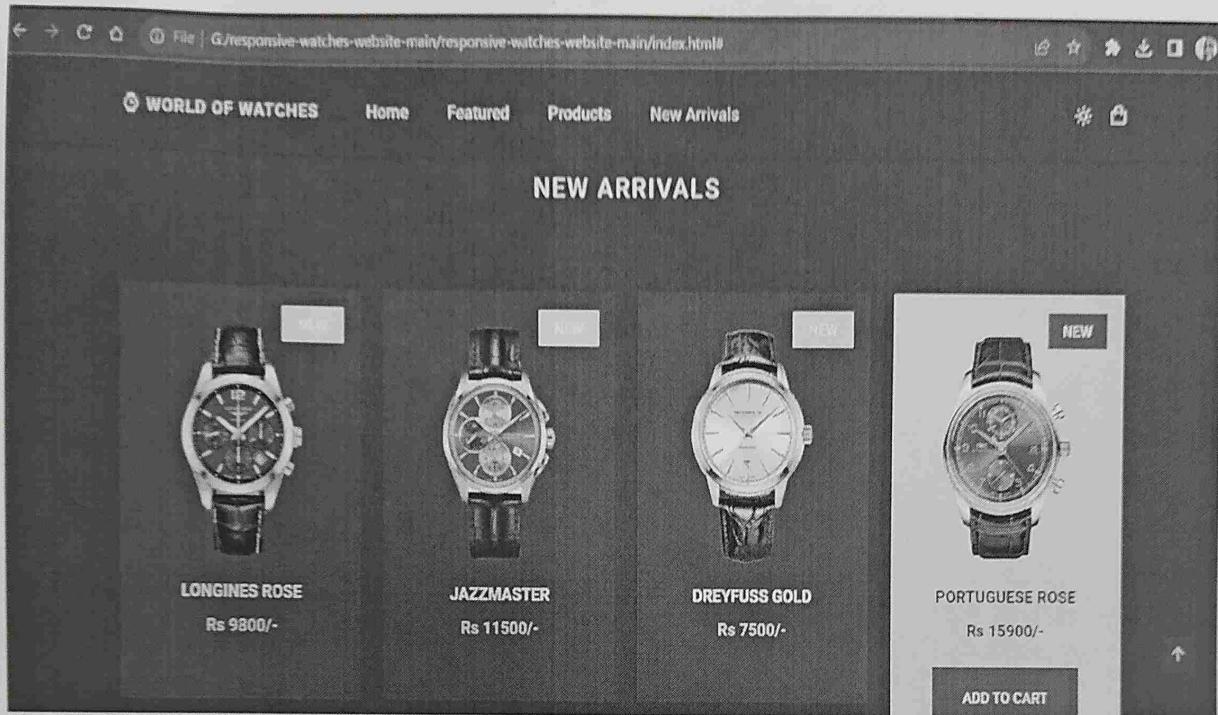


Fig 6: Features of our website

New Arrivals: New arrivals are presented dynamically with sale tags, images, titles, prices, and "Add to Cart" buttons. This section entices users with the latest additions to the collection.

Newsletter: The newsletter section provides a platform for users to subscribe. A well-designed form with an email input and a subscribe button encourages users to stay informed about discounts and offers.

Conclusion

In conclusion, the Responsive Watches Website is a testament to the harmonious integration of technology, design, and user experience. By embracing modern web development principles, the project has created a platform that not only meets the functional requirements of an e-commerce site but also elevates the user experience through thoughtful design choices and engaging content.

The primary purpose of the project is to create an immersive and engaging online platform specifically tailored for showcasing a diverse collection of watches. By leveraging modern web technologies, the website aspires to provide users with not only a seamless browsing experience but also an aesthetically pleasing visual journey through the world of timepieces.

As the digital landscape continues to evolve, the project lays the groundwork for potential future enhancements. These may include the integration of a backend system for user authentication and transactions, the implementation of a robust search functionality, expansion of product categories, and ongoing optimization for performance and accessibility.

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