



“FLOWERA” e-commerce web development

¹Amulya Bharadwaj S, ²Mansi R U, ³Ranjitha G, ⁴Sanjana M V, ⁵Harshitha M

¹Student, ²Student, ³Student, ⁴Student, ⁵Assistant Professor

¹Information Science,

¹Vidya Vikas Institute of engineering and technology, Mysore, India

Abstract: A project called "Flowera" is built on floriculture and its workforce. Whereas this is a site that customers can use to order flowers and other goods produced with the leftover flowers from events, our team will offer these items through this platform. By selling flowers to us directly, florists and other persons in the floral industry will be able to improve their financial situation. The major goal of this project is to create a user-friendly, appealing, and dynamic internet store. Through this platform, we can work with event management organizations to deliver flowers to large events. After events, flowers won't go to waste because our team will go collect used flowers and turn them into products like scented candles, fragrance oils, dried flowers for DIY art, and other things that will be sold on our website. The required factories might receive the collected flowers. The strategies, technology, and development tools that are utilized to build up an electronic commerce site will be examined in this study. At its conclusion, this project will put all the requirements into practice and evaluate the system's strengths and flaws. It is hoped that this initiative would help to address the main issues with the organization's present system.

Index Terms – e-commerce website, Times new romans.

I. INTRODUCTION

A project called "Flowera" is built on floriculture and its workforce. Whereas this is a site that customers can use to order flowers and other goods produced with the leftover flowers from events, our team will offer these items through this platform. By selling flowers to us directly, florists and other persons in the floral industry will be able to improve their financial situation. The major goal of this project is to create a user-friendly, appealing, and dynamic internet store. Through this platform, we can work with event management organizations to deliver flowers to large events. After events, flowers won't go to waste because our team will go collect used flowers and turn them into products like scented candles, fragrance oils, dried flowers for DIY art, and other things that will be sold on our website. The required factories might receive the collected flowers. The strategies, technology, and development tools that are utilized to build up an electronic commerce site will be examined in this study. At its conclusion, this project will put all the requirements into practice and evaluate the system's strengths and flaws. It is hoped that this initiative would help to address the main issues with the organization's present system.

II. RESEARCH METHODOLOGY

Planning and Analysis:

Identify your target audience and define your goals and objectives for the e-commerce website.

Conduct market research to understand the competitive landscape and customer preferences.

Create a detailed project plan outlining the features, functionality, and scope of the website.

Design:

Develop a visual design and layout for the website, considering user experience (UX) principles.

Design the information architecture and navigation structure.

Create wireframes and prototypes to demonstrate the website's functionality and flow.

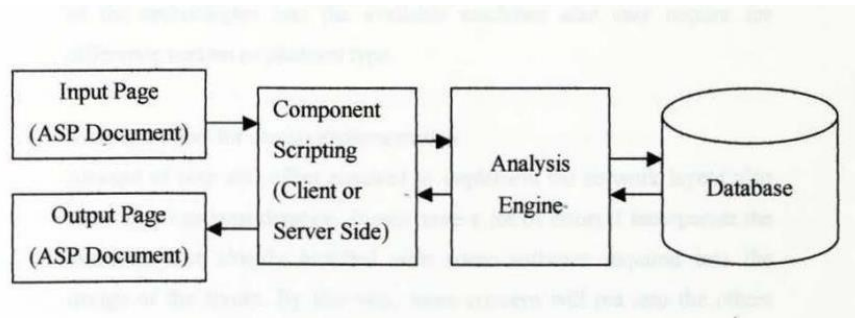
Development:

fig.1

Choose an appropriate e-commerce platform or framework (such as Magento, WooCommerce, Shopify, etc.) based on your requirements.

Set up the website infrastructure, including server configuration, domain registration, and SSL certificate installation.

Implement front-end development, including HTML/CSS coding, responsive design, and user interface (UI) development.

Implement back-end development, including database design, integration with payment gateways, inventory management systems, and order processing functionality.

Develop product catalog- management, shopping cart functionality, and secure user account systems.

Perform thorough testing to ensure functionality, usability, and security.

Content Creation:

Create high-quality product images and descriptions.

Develop compelling and persuasive content for product pages, category pages, and promotional materials.

Optimize content for search engine visibility (SEO).

Deployment and Launch:

Set up hosting and configure the server environment for the website.

Migrate the website to the production server.

Conduct extensive testing, including functionality, performance, and security testing.

Configure payment gateways, shipping options, and any additional integrations.

Implement analytics tools to track website performance and user behaviour.

Plan and execute a marketing strategy for the website launch.

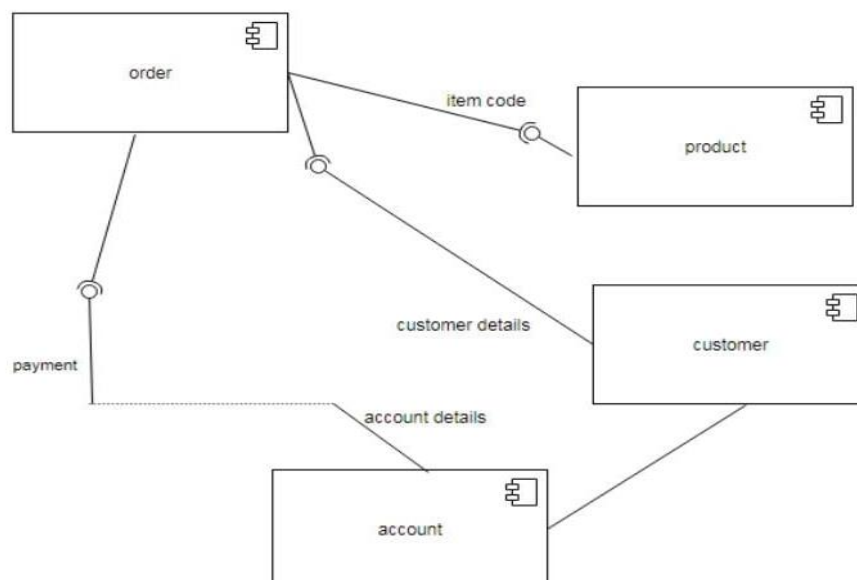


fig.2

III. RESULTS AND DISCUSSION

This project is of the e-commerce website where there are three logins i.e. customer login, admin login, seller login. The system would provide the flowers to the customers at the affordable price and on time of their choices. Flowers after the use won't be wasted and would further be used as the raw material for various small-scale industries. In addition, a flowera website can help differentiate a florist from their competitors by offering unique and hard-to-find flower arrangements. With the rise of e-commerce and online shopping, it's more important than ever for florists to have a strong online presence, and a flower selling website is a key part of that strategy. By providing exceptional customer service and a user-friendly experience, a flower selling website can help florists build lasting relationships with their customers and create beautiful memories with their flowers.

Figures:

Table 1

FIG.NO	FIGURE NAME
Fig.1	Architecture diagram
Fig.2	Deployment diagram

III. ACKNOWLEDGMENT

I would like to thank and express my heartfelt gratitude to God almighty for the abundant blessings without which this seminar would not have been successful. I would also thank our seminar coordinator Prof. Harshitha M, Assistant Professor, Department of Information Science And Engineering for the excellent support in terms of inspiration and resources provided.

IV. REFERENCES

- [1]. Joe J. Hanan Winfred D. Holley Kenneth L. Goldsberry January 2019 Greenhouse Management https://www.researchgate.net/publication/300163872_Marketing
- [2]. Kapoor R (2013),The World of Indian Flower Industry: A Sector untapped http://shodh.inflibnet.ac.in:8080/jspui/bitstream/123456789/5729/1/10_synopsis.pdf
- [3]. McKnight, D. H. Choudary and Kacmar. C,(2022) , Developing and validating for e-commerce: an integrative topology http://shodh.inflibnet.ac.in:8080/jspui/bitstream/123456789/5729/1/10_synopsis.pdf
- [4]. Nian Li and Bo Zhang (2020) , The Design and Implementation of Responsive WebPage Based on HTML5 and CSS3 <https://ieeexplore.ieee.org/document/8945729>
- [5]. Jerry Cashin. E-Commerce Success. Building a Global Business Architecture.Computer Technology research Corp. 1st edition. 1999.
- [5].Mike West and Eric Purchase. Electronic Commerce Platforms and Applications. Gartner Group, 1999. <http://www.Ecommerceadvisor.com>