**Website Development**

Faculty: Hassham Yousuf

Semester: Summers 2023

Max Marks: 50

Due date: 9th September 2023

Group members: Maximum 2 members.

Submission via Black Board & Email to: Hassham.yousuf@iqra.edu.pk

Submission Type: Presentation & Detailed report with supporting documents (Word, Excel, Videos)

**Project Guideline**

**1. Project Overview:**

In this project, you will create a fully functional E-Commerce website using WordPress. The website will feature a variety of products with different sizes and colors, offering a seamless shopping experience to users. The project aims to enhance your skills in web design, development, and using WordPress, along with incorporating essential features such as contact forms, call to actions, and chat plugins.

**2. Project Description:**

Your task is to create an E-Commerce website from scratch using WordPress, with a focus on original design and functionality. The website should include the following components:

* **Homepage**: An attractive landing page showcasing featured products, a brief description of your store, and prominent call-to-action buttons.
* **Product Listings**: At least 20 unique products, each with 5 variations based on size and color. Use appropriate images, descriptions, and prices for each product.
* **Shopping Cart**: A functional cart where users can add, remove, and update their selected products before proceeding to checkout.
* **Checkout Process**: A seamless and secure checkout process with fields for user information and payment options.
* **Contact Form**: A working contact form that allows users to send inquiries or feedback to your store.
* **Chat Integration**: Integration of a chatbot, Facebook Messenger Chat, and WhatsApp chat plugins for instant customer support.

**3. Project Development Cycle:**

Follow these steps to complete the project successfully:

1. **Planning**: Decide on the overall design, color scheme, and layout of your website. Plan the product categories, product images, and descriptions.
2. **WordPress Installation**: Set up a WordPress instance on your hosting server.
3. **Theme Selection**: Choose a basic theme or create a simple custom theme to serve as the foundation for your website.
4. **Page and Product Creation**: Create the essential pages (Home, Products, Cart, Checkout, Contact) and add the products with their variations.
5. **Styling and Design**: Customize the appearance of your website using CSS to match the chosen design.
6. **Functionality Implementation**: Add shopping cart functionality, checkout process, and contact form.
7. **Chat Integration**: Integrate the chatbot, Facebook Messenger Chat, and WhatsApp chat plugins to provide customer support.
8. **Testing**: Thoroughly test your website for responsiveness, functionality, and usability.
9. **Debugging and Refinement**: Fix any issues, optimize the performance, and refine the design.
10. **Documentation**: Create a user guide or documentation explaining how to navigate and use your website.

**4. Assessment Rubric / Marks Distribution:**

|  |  |
| --- | --- |
| **Criteria** | **Points** |
| **Website Design & Layout** | **10** |
| - Originality and creativity | 5 |
| - Consistency of design across pages | 2 |
| - Responsive design | 3 |
| **Product Listings & Variations** | **10** |
| - Accurate product information | 5 |
| - Variation options (size, color) | 3 |
| - Clear images and descriptions | 2 |
| **Functionality & User Experience** | **10** |
| - Shopping cart & checkout process | 4 |
| - Contact form functionality | 2 |
| - User-friendly navigation | 2 |
| - Chatbot & chat plugin integration | 2 |
| **WordPress Usage & Customization** | **10** |
| - Proper theme selection/customization | 5 |
| - Effective use of plugins | 3 |
| - WordPress best practices | 2 |
| **Documentation & Presentation** | **10** |
| - Clear user guide or documentation | 5 |
| - Presentation of the final website | 5 |
| **Total** | **50** |

**Important Notes:**

* Your website should demonstrate a well-rounded understanding of WordPress, design principles, and e-commerce functionality.
* Plagiarism, including using pre-designed templates, will result in a significant penalty.
* Regular progress updates and meetings with the instructor are required for every development cycle,
* The project should be submitted as a live website hosted on the provided shared hosting.

**---------------------------------------**

**Good luck with your project!**