GROWMMERCE

Balusa Sai Sathwik[1], C.S Lokesh[2], Hrithik Kaul[3], Rajesh S[4], Ramandeep Kaur[5]

[1,2,3,4]*Department of Computer Science and Technology, Dayananda Sagar University, Bangalore, Karnataka, India*
[5]*Guide, Department of Computer Science and Technology, Dayananda Sagar University, Bangalore, Karnataka, India*

---***---

Abstract - *Many small business owners, housewives, and other entrepreneurs use social media platforms like Instagram to sell their products online. These products include clothing, man-made jewelry, handicrafts, home decorations, health care products and merchandise, etc. Although these small business owners have their great products to sell, they can't take advantage of using an e-commerce site to sell their products as they are expensive to produce with developer help, learning curve Training for platforms like Shopify & Wix is quite high. Also, most current drag-and-drop website builders need access to a laptop, which most Indian households don't have. Today, however, most Indian households have a smartphone and an internet connection. At Growmmerce, we aim to make the process of building e-commerce websites easier for these entrepreneurs and small business owners. These entrepreneurs can create their own e-commerce website in minutes, not weeks, and right from their smartphones without a laptop.*

*Key Words***: Growmmerce, Ecommerce, websites, application, internet.**

1. INTRODUCTION

The start of Growmmerce was by using the existing open source WordPress platform, which provides many built-in e-commerce features that we can use to build websites. With a few tweaks here and there, we were able to shorten the development process by using front-end templates. However, the learning curve is still quite high and a laptop is still needed to build websites. After securing a small number of customers, we switched to a smartphone-based approach. The goal is to use. Android and iOS apps for the entire store building process. All essential e-commerce features like adding company logo, products, categories, marketing coupons, order display, inventory management, store analytics, add pages, accept Online payments, automated deliveries can all be done with a smartphone based app without ever having to use a laptop. Plus, the whole offer is completely FREE!

Once these business owners start receiving sales, they can then upgrade their free plan to a paid plan with additional features that will also be based entirely on Growmmerce Android/iOS apps. When they need more features than the app can handle, we upgrade them to other paid plans based on WordPress/Woo Commerce platform. The features of these platforms are very powerful and are used by thousands of websites around the world.

2. THE PROBLEM

There are a lot of small business owners who are skilled at making amazing products like crafts, designer clothes, jewellery and other unique and personalized products and trying to sell on platforms. Platforms like Instagram and Facebook. Even if they sell unique and niche products, they cannot attract enough customers or grow their business. Existing platforms like Amazon and Flipkart help these small business owners list their products on their marketplace. However, there is a lot of competition on these platforms and it is also difficult for their products to get more exposure to a wider audience. Other platforms like Meesho and Shop101 make it quick for business owners to build stores, but again businesses don't have a single website of their own with capabilities like audience tracking with Google Analytics & amp; retargeting with Facebook Pixel. Platforms like these that focus more on resellers will generate good revenue but will never be able to build their own brands.

3. THE NEED

India and the world need as many sustainable small businesses as possible. With technology, it is difficult for small businesses to establish their online presence because they lack enough knowledge, money and skills compared to large corporations. This makes it very difficult for them to start selling online. Even if they do, there are countless challenges they face. At Growmmerce, we want to make it easier for these small businesses and individual entrepreneurs to start and grow their e-commerce websites.

4. FEATURES AND CHARACTERISTICS

Growmmerce app has 3 parts**:**

1. Merchant Dashboard (Android/iOS App)
2. Customer Ordering Website (User Interface)
3. Main dashboard (where the Growmmerce team oversees the different stores created on the Growmmerce app).
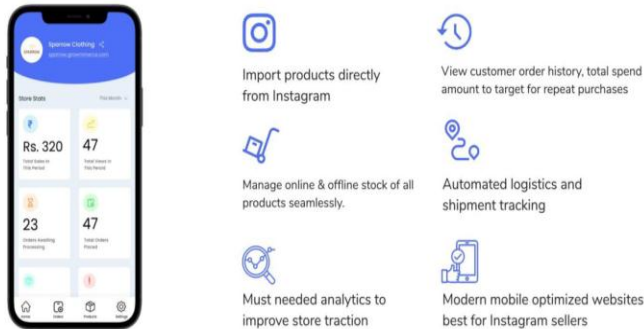

Fig 1 : Key features of the app

Other features include –

 - Payment gateway integration Details

- Extra charges addition (Taxes, delivery fees etc)

- View customers by purchase amount

- Update logo, About Us, Store theme, Banners

- Add Pages, Add Coupon Codes

5. CUSTOMER ORDER SITE (FRONT-END FEATURE)

The second aspect of the Growmmerce platform is the browser-based websites that will be consumed by the customers/visitors of the store owners who create their websites on the Growmmerce app. The browser-based user interface e-commerce website includes all the essential features an e-commerce website must have. Including:

Brand Store URL: For example, store name is ACME, store owners can choose their store URL as acme.growmmerce.com which makes it easier for their customers to customize. Latest banners, categories, and products: On the homepage of a merchant's website, customers can see banners added by store owners, categories added by them, and best-selling products. Add to Cart: Customers can add all the products they want to buy to their cart. They can then proceed to pay to place an order. Online Payment: Website buyers can pay online using our Razor pay payment gateway. Payment is sent directly to the store owner's bank or UPI ID. My Account: Customers have an account feature where they can log in and view their address, past orders, request information from store owners, and more.

6. OBJECTIVE

6.1 Simplify digital Entrepreneurship : With a very clean to use app to create an E-Commerce net web page in minutes, & now not weeks, we motive to simplify digital alternate for clients who aren`t that familiar with selling products online

6.2 Reduce danger for industrial business enterprise owners: As the economic business enterprise owners is probably able to create their non-public ecommerce net web page without spending a single rupee, our app honestly reduces their danger.

6.3 Increase orders & productivity of keep owners: Selling through an app is a lot extra time saving & extra organized compared to selling through chats. This elevated orders & their productivity.

6.4 Manage complete alternate from 1 app: The sellers can manage the complete gadget from displaying their cat log to accepting payments & then managing orders from 1 easy to use app.

6.5 Increase digital entrepreneurship among various fields of society: A lot of human beings assume that to start an e-commerce industrial business enterprise, they could first must each spend money on or observe making an e-commerce net web page. When this gadget is so simplified, we motive to increase the variety of human beings trying entrepreneurship.

7. DESIGN METHODS

 To create an app that the end customer will actually use, we at Growmmerce have been extremely focused on design, user interface and user experience from day one.

Along with the design improvements, we have greatly improved the user experience in the app development phase by letting a small group of our friends (mainly from IT tech) test the app and find where users merge. We then implemented these improvements in the app.
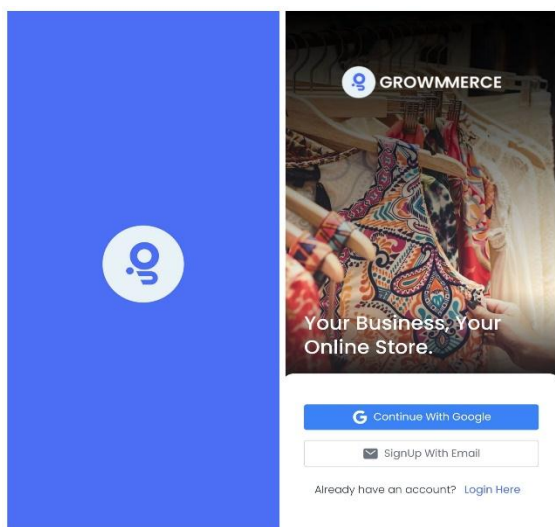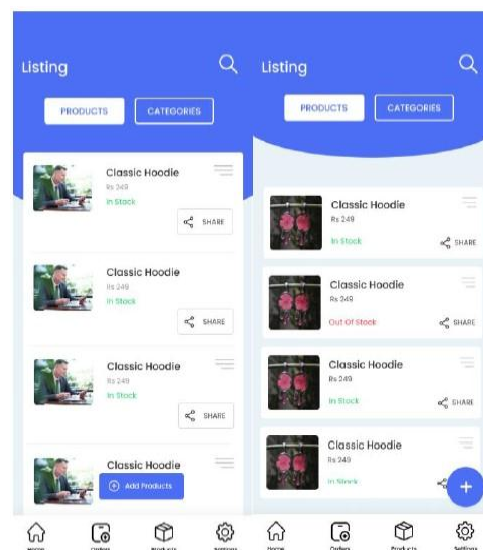
Fig 2**:** Display page and login page

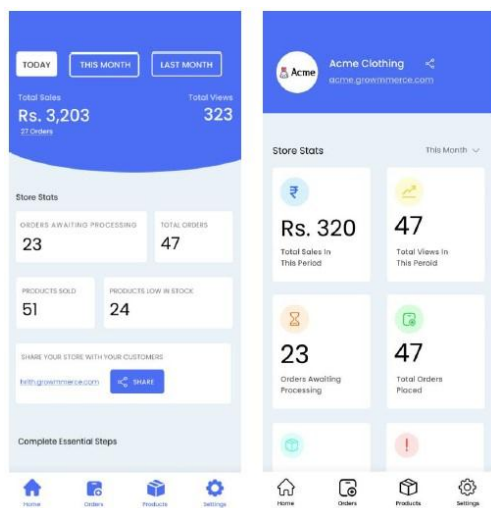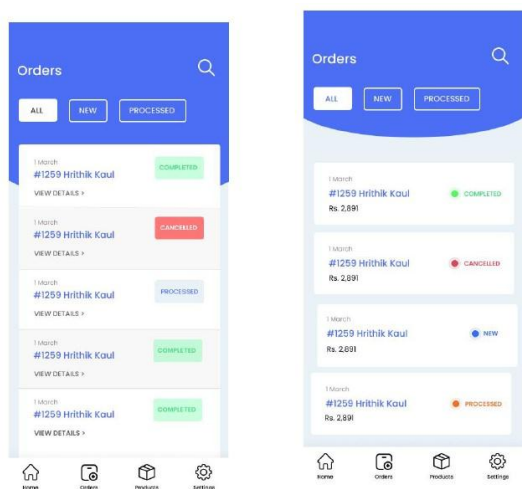Fig 3 : Home page and discription page

Fig 4 : Orders page

Fig 5: Orders listing page

8. LEARNINGS

From the beginning, Growmmerce has put a great deal of emphasis on design, user interface, and user experience to build apps that end users will actually use. In addition to improving the design, during the app development phase, testing the app to a small group of friends, to find places where users are confused will significantly improve the user experience. Then implemented these improvements in the app. As the complete improvement changed into finished with the aid of using a bigger crew, right here is what we even have learnt and skilled-up during the development phase all through the complete improvement segments of the Growmmerce App.

8.1 Product / Project Management: Managing the app building, DevOps and the aid of using leveraging gear like Notion. Working on building app and making it less difficult to carry what's to be built, how it's miles to be built, conveying person troubles, insects etc.

Interacting with target market and understanding their ache points. Taking a look at for small set of customers to recognize User Experience troubles of the app.

Working on those factors have advanced the Software Development of Product / Project Management.

8.2 User Interface / User Experience:

Learning gear like Figma & Zeplin along with several iterations within side the UI of the app.

To upload to the above, operating at once with the cease customers have made the team recognize User Experience troubles in a miles higher way.

Pixel Perfect layout approach, which we've done with the cease product, changed into simplest possible due to a clean imaginative and prescient of the UI / UX of the app from day 1.

8.3 Digital Marketing & SEO:

Working with Facebook commercials and Search Engine Optimization strategies have advanced the team expertise within side the advertising and marketing aspect.

8.4 Testing / Troubleshooting:

Manually trying out the app and locating insects which can be feasible in simplest very uncommon instances to locating insects that had been extraordinarily common, trying out for troubles throughout devices, trying out the app for insects in diverse use instances have advanced the team abilities.

9. MARKETING AND GROWTH

Created social media posts in apps like Facebook, Instagram and twitter to increase brand awareness on social media. WhatsApp share marketing also has helped us in increasing brand reach to a larger audience.

Fig 6 : Marketing and Growth

10. FUTURE WORK

1) Release the iOS model of the app primarily based totally at the already present React Native code base

2) Market the app the use of diverse advertising and marketing strategies to boom app downloads & patron base.

3) Work in the direction of growing capability in particular for paid plan customers (As this will be the sales driving force for us at Growmmerce).

11. RESULT

11.1 Usability: The Android app, front end website, and main dashboard are now usable, and both store owners and their customers can use these features. It's extremely user-friendly and easy to understand.

11.2 Functionality: Most of the functions like the registration process, adding products, displaying orders, setting up the website and front-end features of the whole ordering process are functional.

11.3 Durability: Our platform will stay durable for a long time. To solve the problems of tech-savvy Indians, many of whom don't own laptops, we created a mass-market product that will then be used by a wide range of consumers. More iconic. That is, by customers of our customers.

11.4 Test cases: Rolling back and testing various test cases from the development phase, the entire application flow works as expected. Here is the approach

Shop owners download the Growmmerce app > Sign up with Google/Email > Enter basic store details > Complete a simple 4-step referral process > Stores are LIVE!

The result: successful development of a fully functional and commercially usable application that can be used by the general public.
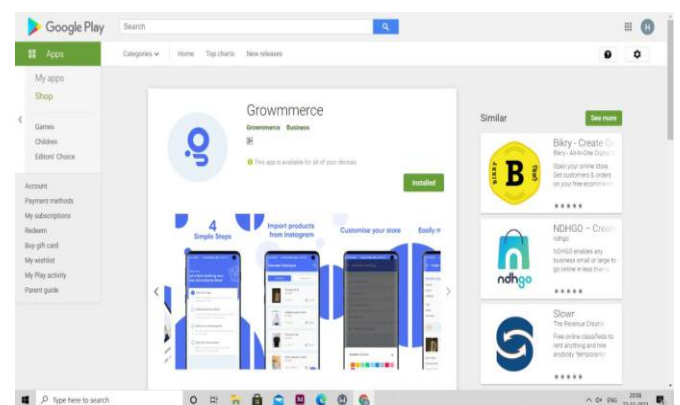

Fig 7 : Google Play Store Screenshot

12. CONCLUSIONS

Successfully developed and published the Growmmerce application in Google play store. Looking forward to take the application to reach bigger market and to expand the work of the application.

13. REFERENCES

[1]https://www.figma.com/proto/sQGzZrFb0X4tDFFshN7 hOR/Growmmerce?node-id=474%3A144&scaling=scale-down&page-id=0%3A1

[2] https://wpfy.org/

[3] https://growmmerce.com/

[4] https://wordpress.com/

[5] https://en.wikipedia.org/wiki/WooCommerce

[6] https://reactjs.org/docs/getting-started.html

[7]https://play.google.com/store/apps/details?id=com.gr owmmerce.growmmerce

[8]https://elementor.com/pricing/?gspk=ZWxtNjA2NTA& gsxid=5PRBVkB2gklA&utm_campaign=elm60650&utm_co ntent=default&utm_medium=affiliate&utm_source=elemen tor