



FEU DILIMAN

Sampaguita Ave., Mapayapa Village III, Pasong Tamo, Quezon City

BA0093

E-Commerce with Digital Marketing

LARA

Group	Group 5
Student Name	Eia Samantha Ramos Hannah Michelle Gabion Kyla Nicole Santos Lea Siringan Vanna Chelsea Pedaliso
Section	DM31
Professor	Sir Cesar Villarta Jr.



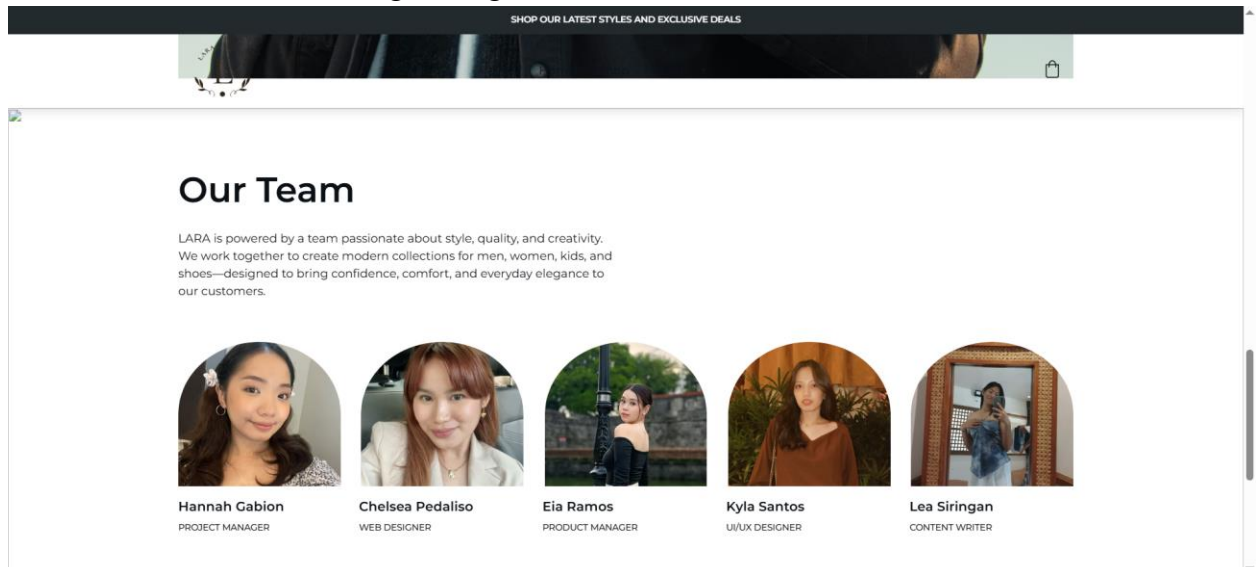
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<https://lara.figma.site/>

Roles and Tasking

- **Eia Samantha Ramos:** Reporter
- **Hannah Michelle Gabion:** Web designer
- **Kyla Nicole Santos:** Compilation of merch to display
- **Lea Siringan:** Documentation and reporter
- **Vanna Chelsea Pedaliso:** Logo Design



Introduction

Lara is a contemporary clothing brand that celebrates understated elegance and timeless design. Thoughtfully created for clients who appreciate refined style, Lara offers a seamless shopping experience that allows you to explore looks ranging from edgy sophistication to modern glamour from the comfort of your home. Each collection is carefully curated to balance bold expression with effortless wearability, empowering individuals to dress with confidence, grace, and individuality—without pressure, only inspiration.

Vision



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We aspire to create a world where fashion is accessible and empowers individuals to express their true selves without compromise. Our dedication lies in understanding our customers' desires, ensuring each piece reflects their unique story.

Mission

We're dedicated to revolutionizing the fashion industry by offering innovative apparel that empowers individuals to express their unique style. Through our commitment to sustainability and quality, we aim to provide our customers with timeless pieces that enhance their confidence and celebrate their individuality.

Components

1. Logo



2. Storefront

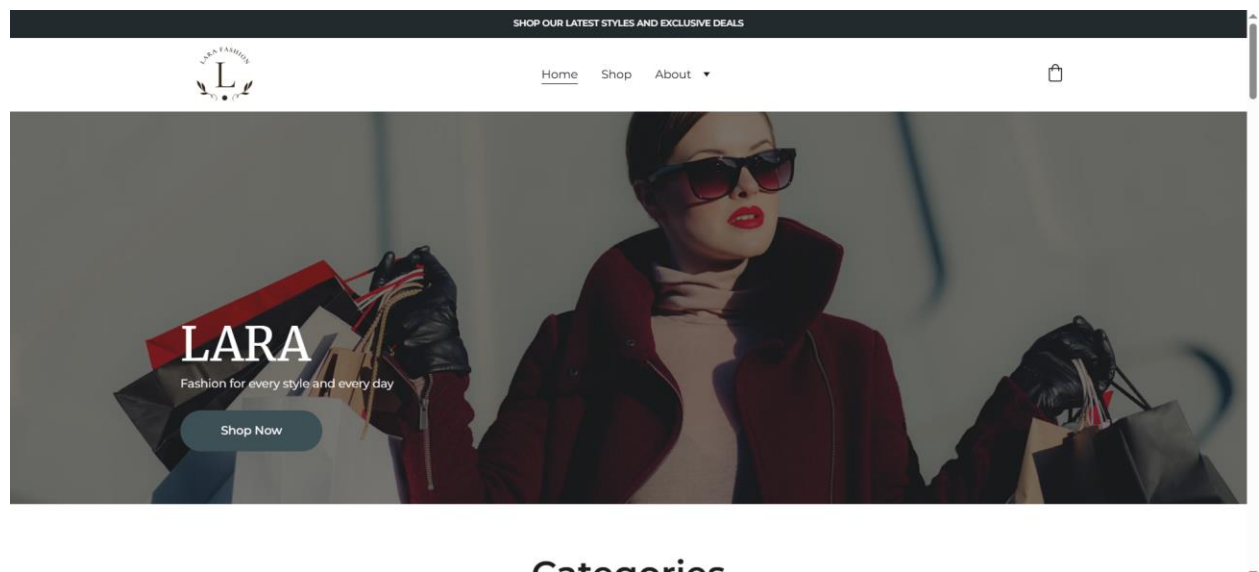
The Lara storefront presents a sophisticated and visually refined shopping experience that reflects the brand's dedication to understated elegance and timeless design. Customers are welcomed by a clean and stylish homepage featuring an eye-catching banner that highlights the latest collections, new releases, and featured fashion pieces for men and



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women. The layout is thoughtfully designed to create a seamless browsing journey while showcasing Lara's signature balance of edgy sophistication and modern glamour.



Below the featured banner, customers can explore a well-organized product display that presents a **variety of clothing pieces** accompanied by high-quality images, concise descriptions, and pricing details. The storefront allows visitors to conveniently browse through different categories, explore curated collections, and access individual product pages that provide **detailed information** about each design, including styling inspiration and size availability.



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Categories



Designed for the rhythm of city life, each piece balances quality and fresh design.

Women's
Embrace elegance while exploring the urban landscape.

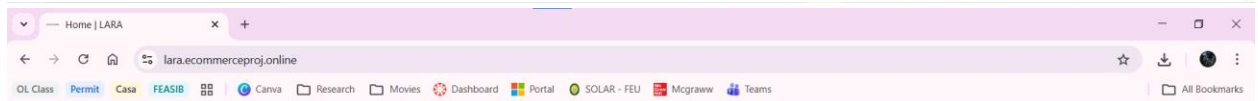
Shop

Men's
Dress boldly with versatile styles for every man.

Shop

Kids
Fun and stylish clothes for kids.

Shop



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Home Shop About



Sort by Default

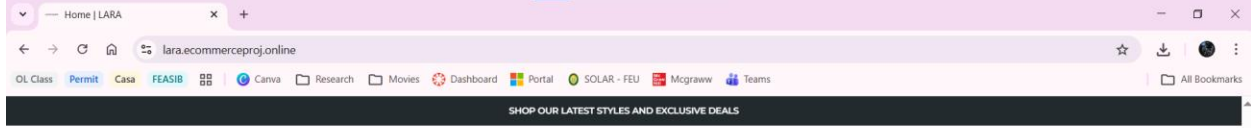
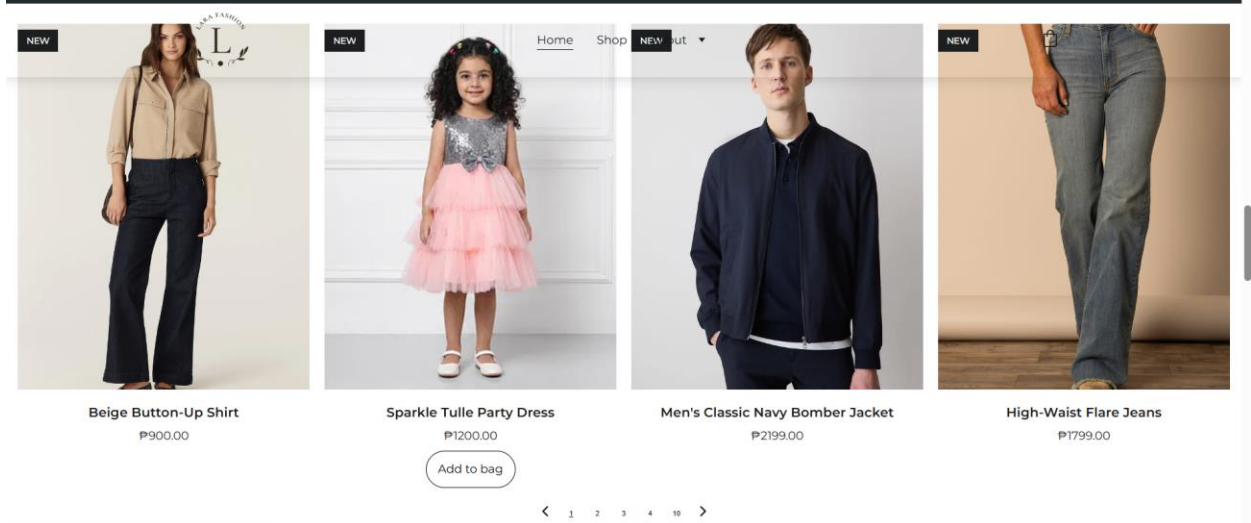
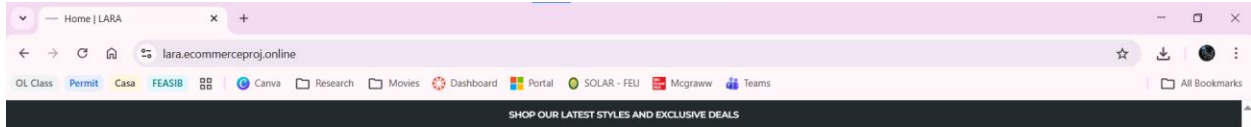
<p>NEW</p>	<p>NEW</p>	<p>NEW</p>	<p>NEW</p>
<p>Checkered Sleeveless Top P699.00</p>	<p>Classic Grey Knit Sweater P1200.00</p>	<p>Turquoise Asymmetric Scarf Top P1090.00</p>	<p>Tropical Kids' Outfit Set P799.00</p>





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Style for every generation

Quality Matters

At LARA, we blend quality fabrics with designs made for your active urban days.

Designed for You

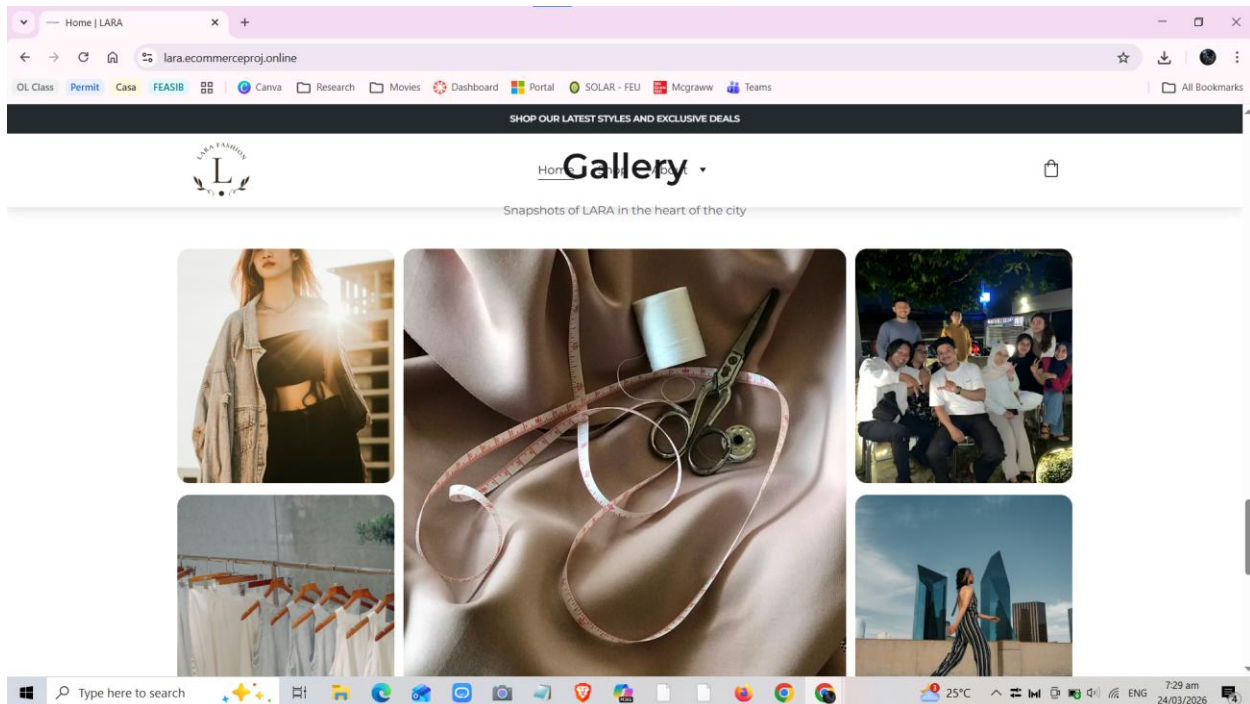
Every piece is thoughtfully crafted to keep you comfortable and stylish, whether at work or out on the town.





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3. Shopping cart

A clean and well-structured overview of selected clothing items is presented in Lara’s shopping bag section, designed to provide customers with a seamless and organized purchasing experience. The page clearly informs customers when their cart is empty, accompanied by a simple and inviting message encouraging them to continue browsing the collection. A prominently displayed “Continue Shopping” button allows users to easily return to the storefront and explore available styles.

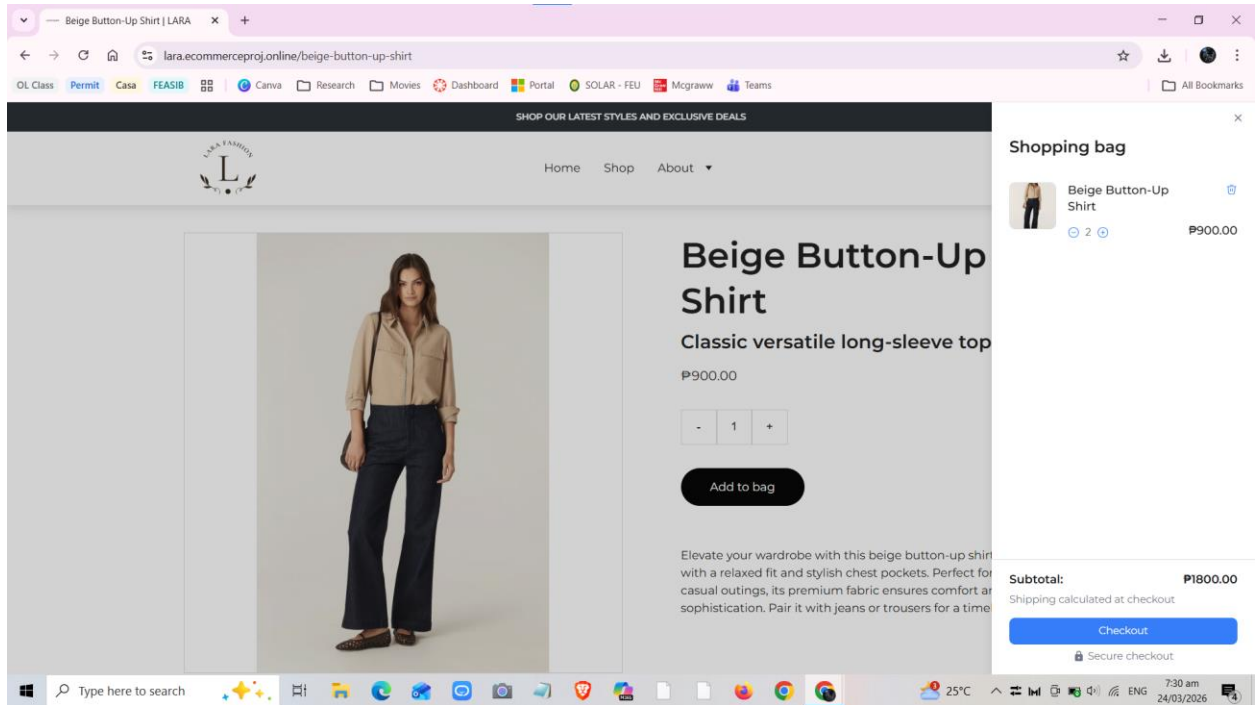
The shopping bag interface maintains Lara’s signature minimalist and sophisticated aesthetic, featuring a refined layout, easy navigation icons, and clear category access such as Women, Men, New Arrivals, and Sale. Customers can conveniently manage their selections, review product details, and proceed through their shopping journey with ease.

Additionally, the page includes a subscription section inviting visitors to “Join Our Story,” where customers can sign up to receive exclusive offers, editorial updates, and new collection releases. With its modern design, intuitive functionality, and elegant branding, Lara’s shopping bag section ensures a comfortable, efficient, and enjoyable shopping experience for every customer.



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4. Payment Options

Lara offers a secure and convenient payment options section designed to provide customers with flexibility and ease during checkout. The page presents multiple trusted payment methods, including credit card payments, PayPal, and Apple Pay, allowing customers to choose the option that best suits their preference. The payment interface is clean, organized, and easy to navigate, ensuring a smooth and hassle-free transaction process.

Customers paying through **credit or debit cards** are required to enter essential payment details such as card number, cardholder name, expiration date, and security code. These fields are clearly labeled and structured to help customers complete their transactions quickly and accurately. The platform ensures that all payment information is processed through secure encryption systems to protect customer data.

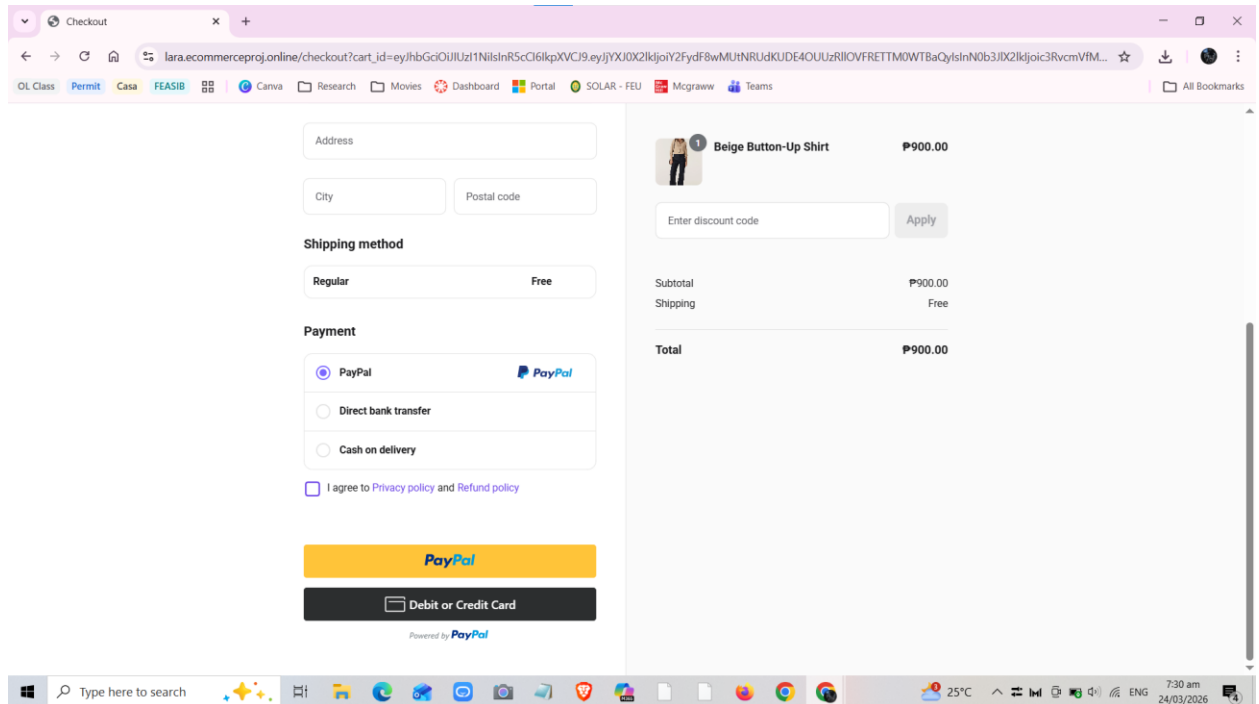
Alongside the payment section, an order summary is displayed to give customers a clear overview of their purchase. This includes product images, item names, quantities, pricing details, shipping costs, tax, and the total amount payable. By providing a transparent and well-organized



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checkout experience, Lara ensures customers can confidently review their orders and complete their purchases with comfort and security.



5. Wishlist

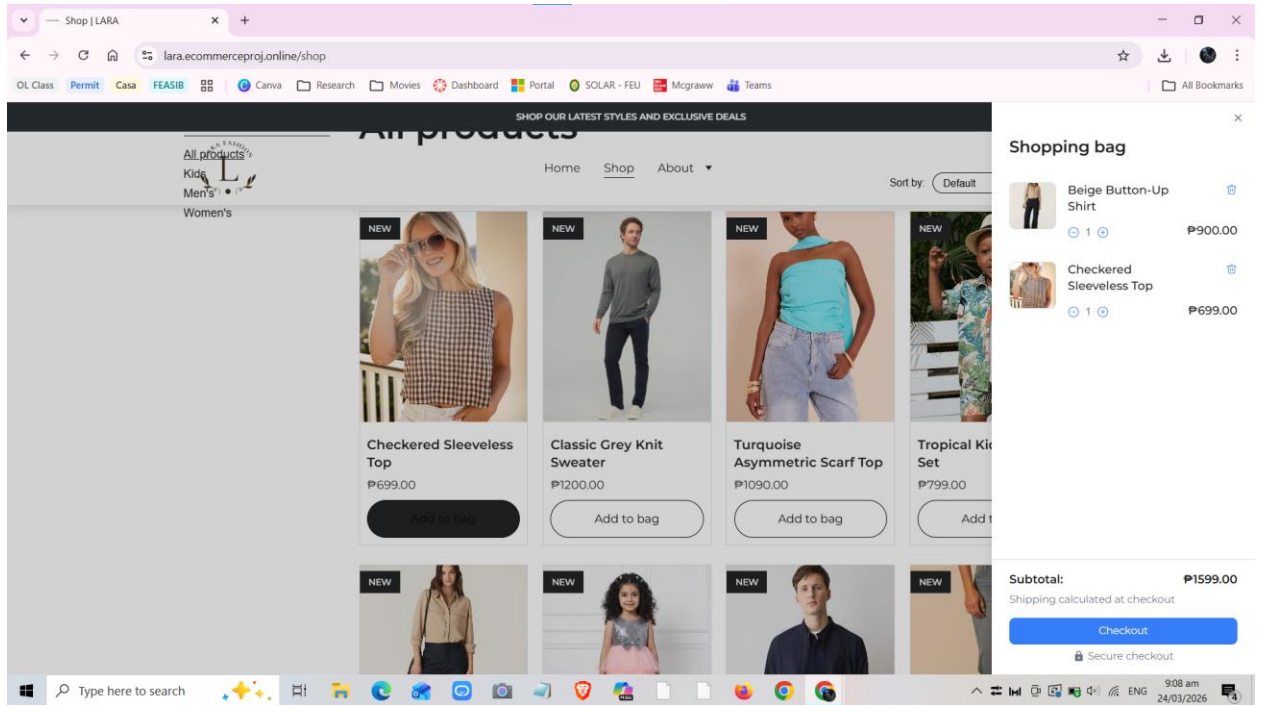
The wishlist page at LARA allows customers to save their favorite items for future reference. This feature helps users keep track of products they are interested in, making it easier to plan purchases or wait for promotions and sales. Items added to the wishlist can be viewed anytime once the user is signed in.

If the wishlist is empty, customers are encouraged to continue browsing and explore the store's wide range of products. The wishlist feature improves convenience and organization, making the shopping experience more enjoyable and efficient for customers.



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Shipping Method & Return Policy



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lara.ecommerceproj.online/refund-policy

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Returns & Refunds policy

You are entitled to cancel your order within 30 days without giving any reason for doing so.

The deadline for canceling an order is 30 days from the date you received the goods or on which a third party you have appointed, who is not the carrier, takes possession of the product delivered.

In order to exercise your right of cancellation, you must inform us of your decision by means of a clear statement.

You can inform us of your decision by e-mail lara@email.com

We will reimburse you no later than 30 days from the day on which we receive the returned goods. We will use the same means of payment as you used for the order, and you will not incur any fees for such reimbursement.

Conditions for returns:

In order for the goods to be eligible for a return, please make sure that:

- The goods were purchased in the last 30 days
- The goods are in the original packaging

The following goods cannot be returned:

- The supply of goods made to your specifications or clearly personalized.

Type here to search

26°C

9:51 am 24/03/2026

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LARA FASHIONS

Home Shop About

Conditions for returns:

In order for the goods to be eligible for a return, please make sure that:

- The goods were purchased in the last 30 days
- The goods are in the original packaging

The following goods cannot be returned:

- The supply of goods made to your specifications or clearly personalized.
- The supply of goods which according to their nature are not suitable to be returned, for example goods which deteriorate rapidly or where the date of expiry is over.
- The supply of goods which are not suitable for return due to health protection or hygiene reasons and were unsealed after delivery.
- The supply of goods which are, after delivery, according to their nature, inseparably mixed with other items.

We reserve the right to refuse returns of any merchandise that does not meet the above return conditions at our sole discretion.

Returning Goods

You are responsible for the cost and risk of returning the goods to us. You should send the goods to the following address:

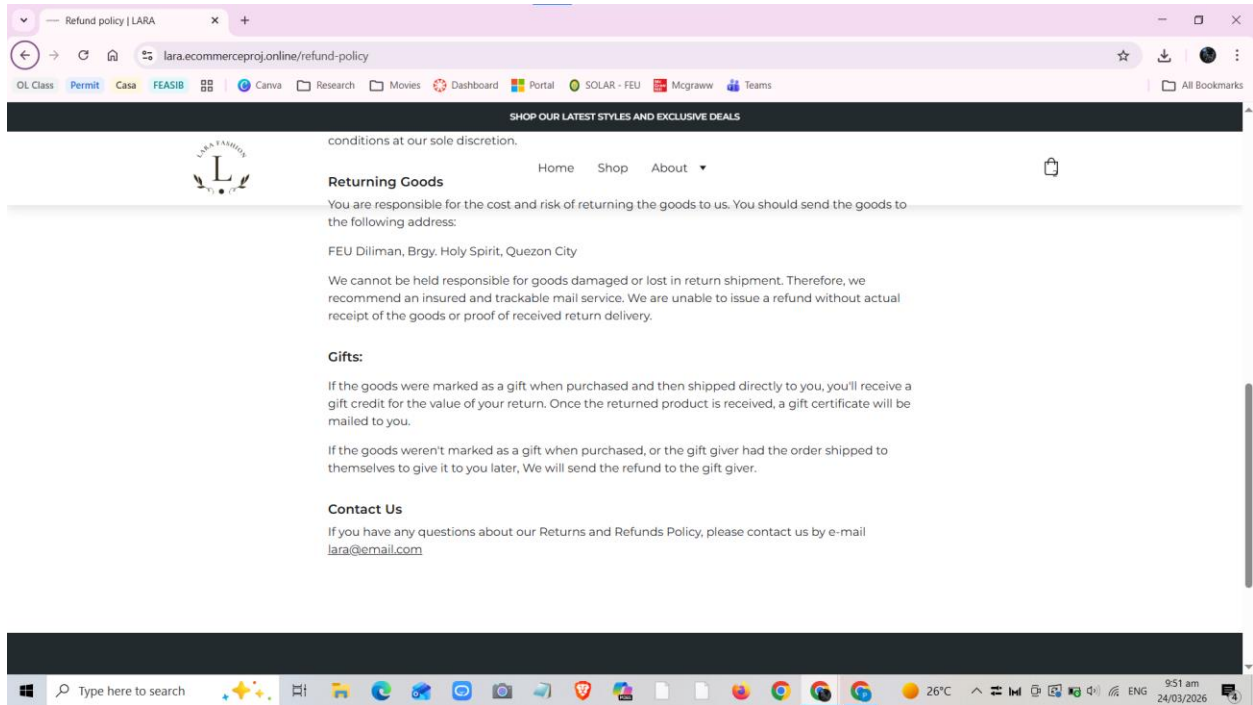
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We cannot be held responsible for goods damaged or lost in return shipment. Therefore, we recommend an insured and trackable mail service. We are unable to issue a refund without actual receipt of the goods or proof of received return delivery.



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LARA is committed to providing a reliable and convenient shipping experience for its customers. Orders are processed efficiently to ensure timely delivery, with free shipping offered on orders that meet the minimum purchase requirement. Customers are able to review and confirm their order details, delivery address, and payment method during checkout to ensure accuracy and a smooth transaction.

In addition to efficient shipping, LARA offers a customer-friendly returns and exchanges policy designed to ensure satisfaction. Customers may return or exchange items within a 30-day return window, provided that the products are in their original condition. Return shipping is covered by the store, and the process is made simple through an easy online return request system. With clear guidelines and a straightforward process, LARA ensures that returns and exchanges are handled quickly, securely, and with minimal inconvenience to the customer.

Security Measures and Mechanisms



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Home Shop About ▾



Log in

Log in

Email Address*

Password*

Remember me

Log in

Don't have an account? [Sign Up](#)

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Log in

Sign Up

First Name*

First Name

Last Name*

Last Name

Email Address*

Email Address

Contact Number*

eg. 09678945637

Password*

Password

Confirm Password*

Confirm Password

I agree to the Terms and Conditions and Privacy Policy

Sign Up

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LARA implements essential security measures and mechanisms to protect customer information and ensure safe online transactions. User accounts are secured through a sign-up and sign-in system that requires valid email addresses and passwords, helping prevent unauthorized access to personal accounts.



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To protect sensitive data, the website uses secure encryption technology during login and checkout processes. This ensures that personal details such as contact information and order data are kept confidential. Payment transactions are handled through secure and trusted payment gateways, reducing the risk of data breaches and fraud.

Additionally, LARA limits access to customer information and follows data protection practices to maintain privacy and security. These security measures help build customer trust and provide a safe, reliable, and confident online shopping experience.

Cataloging

The Lara storefront presents a sophisticated and visually refined shopping experience that reflects the brand's dedication to understated elegance and timeless design. Customers are welcomed by a clean and stylish homepage featuring an eye-catching banner that highlights the latest collections, new releases, and featured fashion pieces for men and women. The layout is thoughtfully designed to create a seamless browsing journey while showcasing Lara's signature balance of edgy sophistication and modern glamour.

Serving as the core of the e-commerce website, the LARA catalog allows customers to explore a wide range of clothing and accessories through a well-organized and easy-to-navigate interface. Products are displayed in a structured grid format, enabling users to browse by category, view detailed product information, and discover ongoing promotions or featured items. The clear navigation menu and visually consistent design enhance usability, making it convenient for customers to find items that match their style preferences while enjoying a smooth and engaging shopping experience.



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Home Shop About

Search products

Browse by

- All products
- Kids
- Men's
- Women's

All products

Sort by: Default

NEW

Checkered Sleeveless Top

NEW

Classic Grey Knit Sweater

NEW

Turquoise Asymmetric Scarf Top

NEW

Tropical Kids' Outfit Set

Type here to search

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NEW

Beige Button-Up Shirt

₱900.00

Add to bag

NEW

Sparkle Tulle Party Dress

₱1200.00

Add to bag

NEW

Men's Classic Navy Bomber Jacket

₱2199.00

Add to bag

NEW

High-Waist Flare Jeans

₱1799.00

Add to bag

NEW

NEW

NEW ARRIVAL

NEW

https://lara.ecommerceproj.online/beige-button-up-shirt

Type here to search

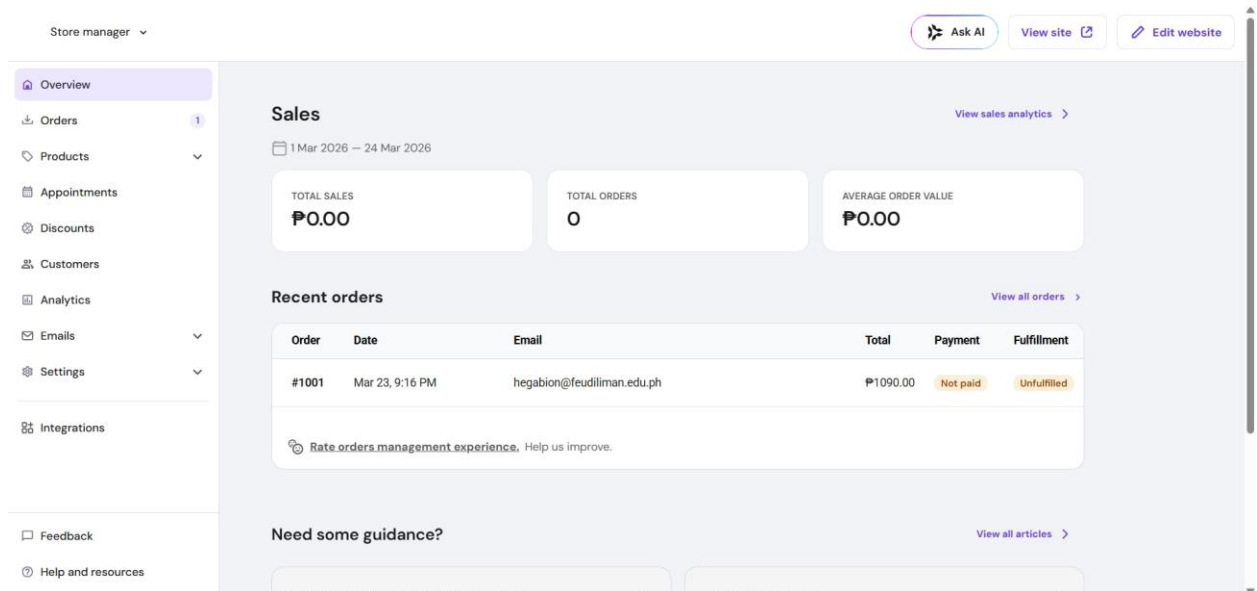


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7. Admin / Site Management (Wireframe Only)

Admin dashboard layout



Admin Dashboard Layout

The Admin Dashboard layout provides a centralized interface where administrators can monitor overall system performance and manage key operations efficiently. The design features a left sidebar navigation panel for easy access to different modules such as Overview, Orders, Products, Customers, Analytics, and Settings.

At the top of the main panel, there are quick action buttons (e.g., “Add,” “View Site,” and “Edit Website”) that allow administrators to perform common tasks instantly.

The main dashboard area displays essential business insights, including:

Sales Summary Section: Shows key metrics such as total sales, total orders, and average order value within a selected date range

Recent Orders Table: Lists the latest transactions with details like order ID, date, customer email, total amount, and payment status

Analytics Access: A link or shortcut to view more detailed reports and performance data



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This layout is designed to give administrators a quick, real-time overview of operations while ensuring smooth navigation across all management tools.

Product management screens

Store manager ▾

Ask AI View site Edit website

Overview

Orders 1

Products

Product list

Categories

Product reviews

Appointments

Discounts

Customers

Analytics

Emails ▾

Settings ▾

Feedback

Help and resources

Products (78 products)

Import products Add product

Category Product Sort by

Select category Select filter Created: Newest first

Search for product

Product	Price	Variants	Inventory	SKU	Status
Kids Printed Shirt and Denim Shorts Set	₱599.00	—	In stock	—	Active
Boys' Blue Short Sleeve Shirt & Khaki Shorts Set	₱699.00	—	In stock	—	Active
Sparkle Tulle Party Dress	₱1200.00	—	In stock	—	Active
Boys' Summer Casual Set	₱799.00	—	In stock	—	Active
Kids Gray Hoodie Set	₱850.00	—	In stock	—	Active

Order management screens

Store manager ▾

Ask AI View site Edit website

Overview

Orders 1

Products ▾

Appointments

Discounts

Customers

Analytics

Emails ▾

Settings ▾

Integrations

Feedback

Help and resources

Orders

Export to CSV

Search for order Fulfillment Payment Product

Search Select fulfillment status Select payment status Select filter

All Unfulfilled Unpaid Action needed Archived

Order	Date	Email	Total	Payment	Fulfillment
#1001	Mar 23, 9:16 PM	hegabion@feudiliman.edu.ph	₱1090.00	Not paid	Unfulfilled

Rate orders management experience. Help us improve.

The Product Management screen allows administrators to efficiently organize, update, and monitor all products within the system. It maintains the same sidebar navigation for consistency, ensuring seamless movement between different admin functions.



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At the top of the page, administrators can access action buttons such as:

Import Products: Upload products in bulk

Add Product: Manually create a new product listing

Below this, filtering and sorting tools are provided, including:

Category Filter Dropdown to organize products by type

Sorting Options (e.g., newest first)

Search Bar for quickly locating specific products

The main section contains a product table displaying:

Product name and image

Price

Variants (if applicable)

Inventory status

SKU

Product status (e.g., Active)

Each product entry includes options for editing or managing additional details. This layout ensures that administrators can easily control inventory, update listings, and manage product availability in a structured and user-friendly way.

8. *Additional Pages (Optional but Encouraged)*

Order history



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Store manager ▾

Ask AI View site Edit website

- Overview
- Orders 1
- Products ▾
- Appointments
- Discounts
- Customers**
- Analytics
- Emails ▾
- Settings ▾
- Integrations

Customers

A list of all customers who have made purchases from your store. [Export to CSV](#)

Marketing consent: All ▾

Email ↓	Orders ↓	Total spent	Marketing consent ↓	Subscriber since ↓
hegabion@feudiliman.edu.ph	1	-	⊗	-

Page size: 10 ▾ 1 to 1 of 1 Page 1 of 1

[Rate customers management experience](#). Help us improve.

Help / Contact page

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Gifts:

If the goods were marked as a gift when purchased and then shipped directly to you, you'll receive a gift credit for the value of your return. Once the returned product is received, a gift certificate will be mailed to you.

If the goods weren't marked as a gift when purchased, or the gift giver had the order shipped to themselves to give it to you later, We will send the refund to the gift giver.

Contact Us

If you have any questions about our Returns and Refunds Policy, please contact us by e-mail lara@email.com

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Mobile or responsive wireframe version



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