



**FEU DILIMAN**

**College of Computer Studies and Multimedia Arts**

**E-commerce and Digital Marketing Final Project**

**BA0093**

# **FINAL PROJECT**

**Studio Bau E-commerce**

## **Members:**

Bugayong, Charlyn B.

Cuadra, Ysabel Nicole V.

Manalo, Samantha Michaela R.

Pascual, James Renzo B.

San Pedro, Roshelyn Piper E.

DM31

## **SUBMITTED TO:**

**MR. CESAR VILLARTA**



## **Studio Bau - Modern Furniture and Design**

Studio Bau is an e-commerce platform specializing in handcrafted furniture and curated home décor pieces. The website presents a carefully selected collection of furnishings intended to enhance residential interiors through both functionality and visual appeal with each item designed to fit modern aesthetics topped off with various color selections, allowing customers to select items that complement and elevate the ambiance of their living spaces.

The platform is developed to showcase not only the available furniture selections but also the character and design identity behind every piece. Through detailed product images, descriptions, and specifications, users are able to understand the purpose, materials, and aesthetic value of each item prior to purchase ; supporting informed decision-making.

Studio Bau follows a clean and minimal interface to provide a clear and organized browsing experience to all users. Its intuitive navigation and categorized product displays allow users to easily explore the website. Subtle scrolling motion effects are incorporated to create an interactive yet unobtrusive experience to further engage users in creating traffic through the website.

### **Partners:**

Bugayong, Charlyn B. - UI/UX Designer

Cuadra, Ysabel Nicole V. - Website Developer

Manalo, Samantha Michaela R. - Project Manager

Pascual, James Renzo B. - Research Lead

San Pedro, Roshelyn Piper E. - Content Manager



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## 1. Storefront (Home Page)



[Shop](#) [Gallery](#) [About](#) [Contact](#) [Login](#)



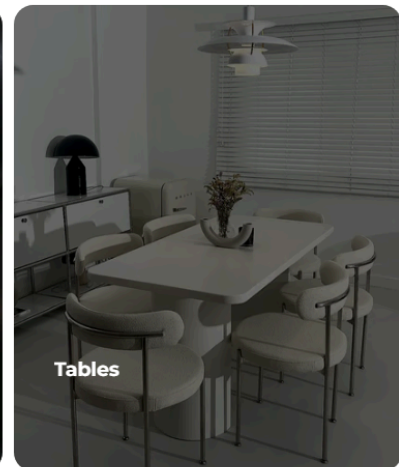
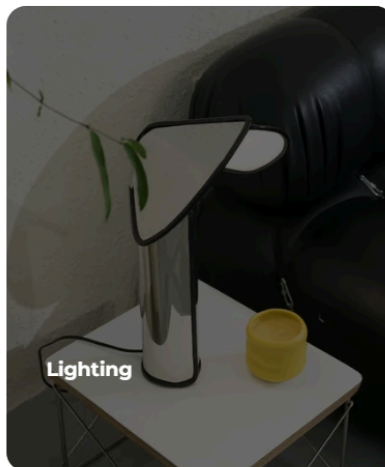
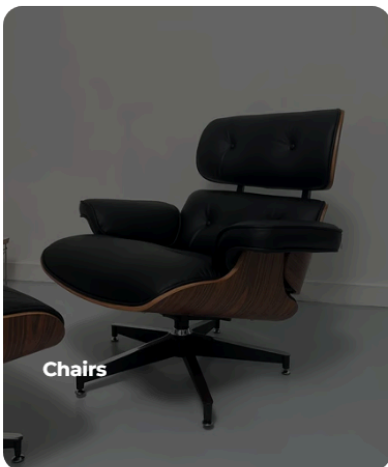
Search Products

# Modernism Made Livable.

Discover unique and modern decor for your home.

EXPLORE NOW

## Pieces as unique as you are.





# FEU DILIMAN

About us



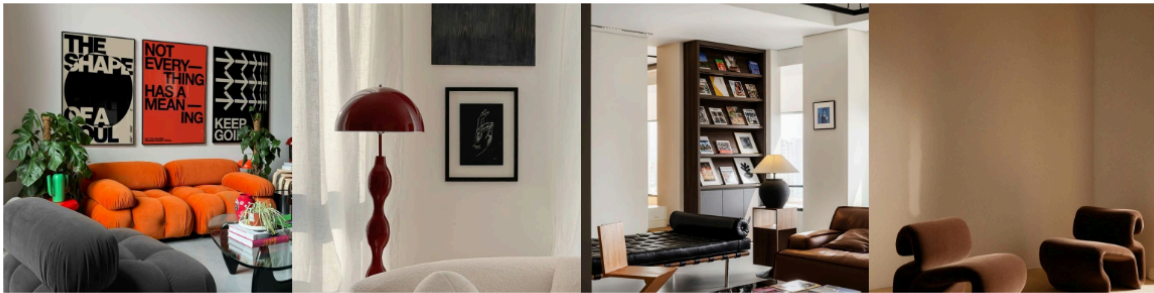
## Our Story

Emerging during the recent pandemic measures, an array of curiosity and a newfound interest in shaping personal living spaces have taken center stage.

Recognizing this opportune moment, **StudioBau** seized the chance to integrate their passion for interiors and design.

[Read more](#)

Let's be social — @StudioBau



## Studio Bau

**Sampaguita Avenue**  
Mapayapa Village III  
Quezon City, 1101

**Contacts**  
0918 341 5792  
studiobau@email.com

[f](#) [@](#) [in](#) [X](#)

[Terms and Conditions](#)  
[Privacy Policy](#)



The homepage is the main landing page of Studio Bau. It gives visitors their first impression of the brand. At the top section, users can see the Studio Bau logo, navigation menu, search bar, and shopping cart icon for easy access to different parts of the website.

The main banner features the headline “Modernism Made Livable”, which reflects the brand’s identity—modern furniture that is stylish, functional, and comfortable for everyday living. Below the headline is the “Explore Now” button that directs users to the product collections.

**The homepage also includes:**

- **About Studio Bau (Our Commitment)** – A short introduction about the company and its story.
- **Our Collections** – A featured section that highlights selected furniture pieces or collections to encourage browsing.
- **Social Media Accounts**
- **Footer Section** – Contains navigation links, policies, contact information, and social media accounts for easy access.



## 2. Product Catalog



### Browse by

[All products](#)

[Chairs](#)

[Lamps](#)

[Sofa](#)

[Table](#)

## All products

28 products

Search products

Sort by: Price (low to high)



**Panthella mini portable LED lamp**

₱2950.00

Add to bag



**Washi UF4-L10 Floor Lamp**

₱3500.00

Add to bag



**DCW Chair**

₱4500.00

Add to bag



**Tecta M4R Trolley**

₱4700.00

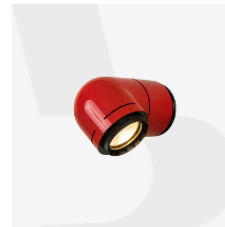
Add to bag



**Haller Office Desk**



**Reverse Table Lamp**



**Tatu Wall Lamp**



**Panton S Chair**



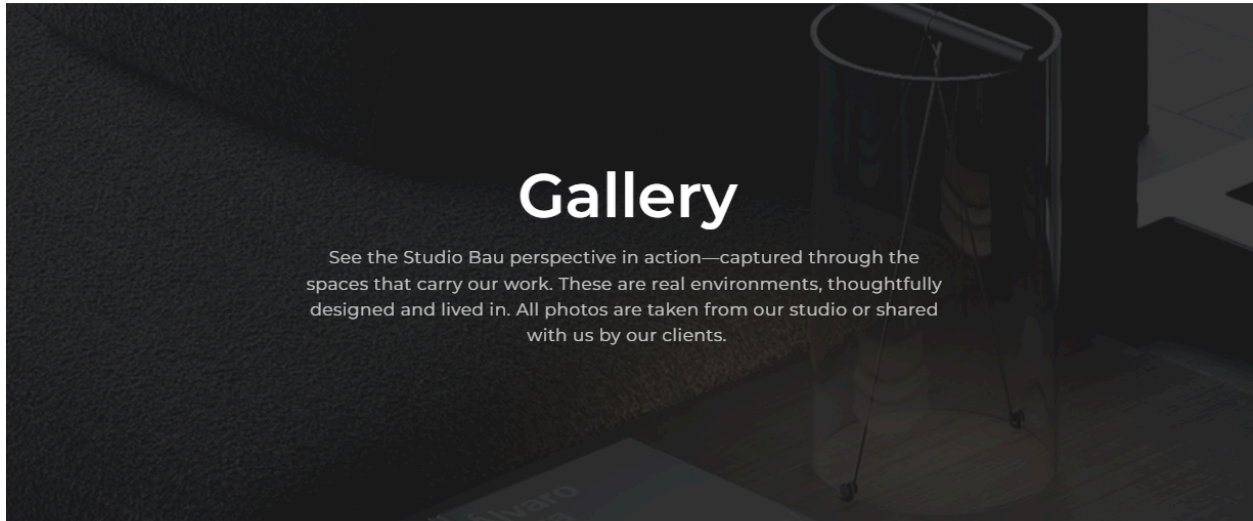
# FEU DILIMAN



[Shop](#) [Gallery](#) [About](#) [Contact](#) [Login](#)

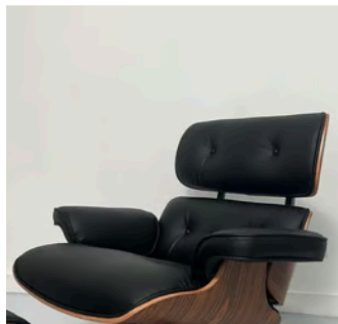


Search Products



## Gallery

See the Studio Bau perspective in action—captured through the spaces that carry our work. These are real environments, thoughtfully designed and lived in. All photos are taken from our studio or shared with us by our clients.



The Product Catalog page displays all available furniture and design products in an organized layout. It helps customers easily browse and find items they are interested in.

### Key features include:


- **Categories Section** – Customers can browse products by categories such as chairs, tables, sofas, lighting, and storage.
- **Filter by Price** – Allows users to select a price range that matches their budget.




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- **Sorting Options** – Customers can sort items by price (low to high or high to low), newest arrivals, or featured products.
- **Product Listings** – Each product is displayed with an image, name, and price for quick viewing.
- **Gallery View** – A clean and modern layout that presents collections in an aesthetic and organized way.

### 3. Product Details Page

Shop Gallery About Contact Login🛒



## Tecta M4R Trolley

₱4700.00

Color  
Yellow

- 1 + 4 in stock

Add to bag

**Shipping Date**  
1-2 Weeks (NCR)  
2-4 Weeks (Outside NCR)

The Tecta M4R Trolley is a Bauhaus-inspired mobile cart that combines functionality with striking modernist design. Featuring tubular steel framing and sleek trays, it offers flexible storage and effortless mobility. Whether used as a bar cart, side table, or serving station, it's ideal for interiors that appreciate clean lines and purposeful form.

**Material**  
Stainless steel, MDF wood



The Product Details Page provides complete information about a selected product.

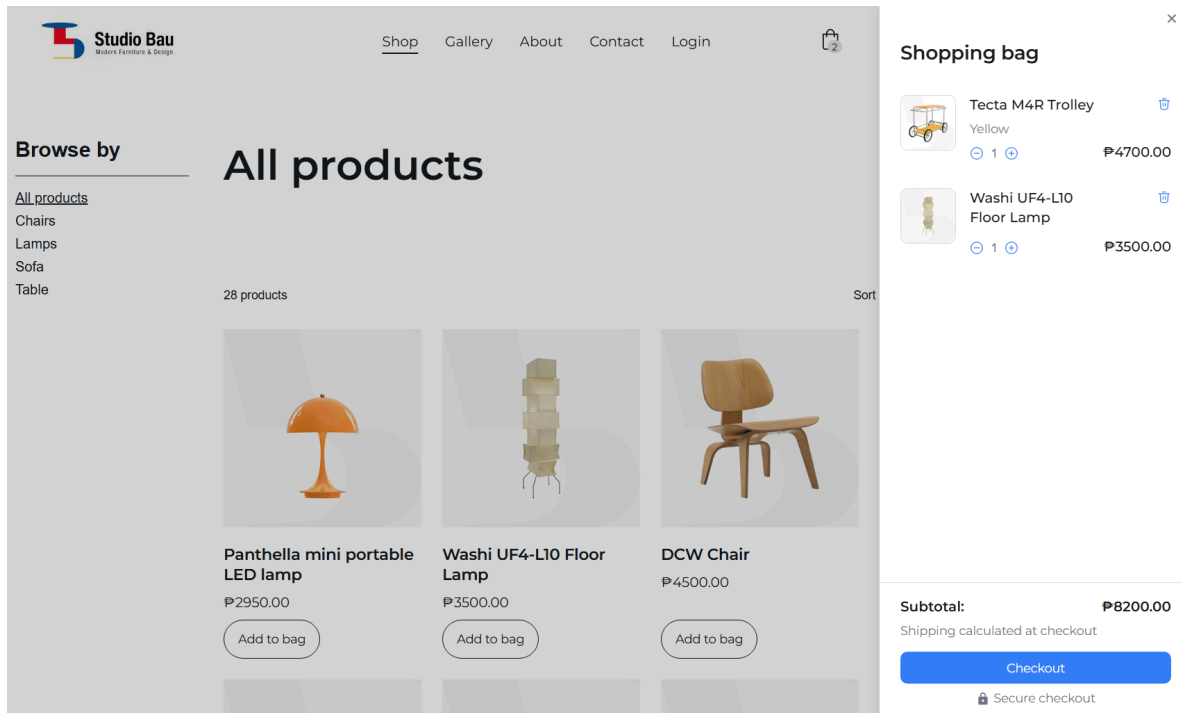
**It includes:**

- **High-quality product images.**
- **Detailed description** explaining the design, materials used, and purpose of the item.
- **Specifications** such as dimensions, color options, and material type.
- **Price and availability status.**
- **Add-to-Cart button** for easy purchasing.
- **Customer Reviews**
- **Alternative Selections**
- **Estimated Delivery Time** – Shows when the order is expected to arrive.



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## 4. Shopping Cart



The Shopping Cart page shows all selected items before checkout.

### Features include:

- A list of selected products with images and prices.
- Quantity adjustment option to increase or decrease the number of items.
- Automatic subtotal price computation.
- A clear “Proceed to Checkout” button to continue the purchase process.
- View cart for expanded/full screen view ng selected items.



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## 5. Checkout, Payment Flow, and Shipping Method



### Contact



  
 Send me exclusive deals, product news, and discounts by email. I can unsubscribe anytime. [More in Privacy policy.](#)

### Delivery

  
 ▼  
  
   
 🇵🇭 ▼

### Shipping method

---

 <b>Tecta M4R Trolley</b> Yellow	<b>₱4700.00</b>
 <b>Washi UF4-L10 Floor Lamp</b>	<b>₱3500.00</b>

Subtotal	₱8200.00
Shipping	Free
<b>Total</b>	<b>₱8200.00</b>





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## Shipping method

<input checked="" type="radio"/> Free Delivery for Orders above ₱15,000	Free
<input type="radio"/> Pickup	Free

## Payment

<input checked="" type="radio"/> PayPal
<b>Pay via PayPal</b>
To complete your order, please send the total amount to our PayPal account:
PayPal Email: <a href="mailto:payments@studiobau.co">payments@studiobau.co</a>
PayPal.Me: <a href="https://paypal.me/studiobau">https://paypal.me/studiobau</a>
<ol style="list-style-type: none"><li>1. Log in to your PayPal account</li><li>2. Send the exact amount shown at checkout</li><li>3. Select "Friends and Family" (if available) or "Goods and Services"</li><li>4. Complete the payment</li></ol>
Once payment is made:
✓ Take a screenshot of your payment confirmation
✓ Send proof to: <a href="mailto:support@studiobau.co">support@studiobau.co</a>
⚠ Orders will only be processed after payment is verified
You will get a copy of these instructions to your email after placing an order
<input type="radio"/> GoTyme
<input type="radio"/> Cash on Delivery

 1 Tecta M4R Trolley	₱4700.00
Yellow	
 1 Washi UF4-L10 Floor Lamp	₱3500.00
<input type="text" value="Enter discount code"/> <input type="button" value="Apply"/>	
Subtotal	₱8200.00
Shipping	Free
<b>Total</b>	<b>₱8200.00</b>

The Checkout page finalizes the purchase.

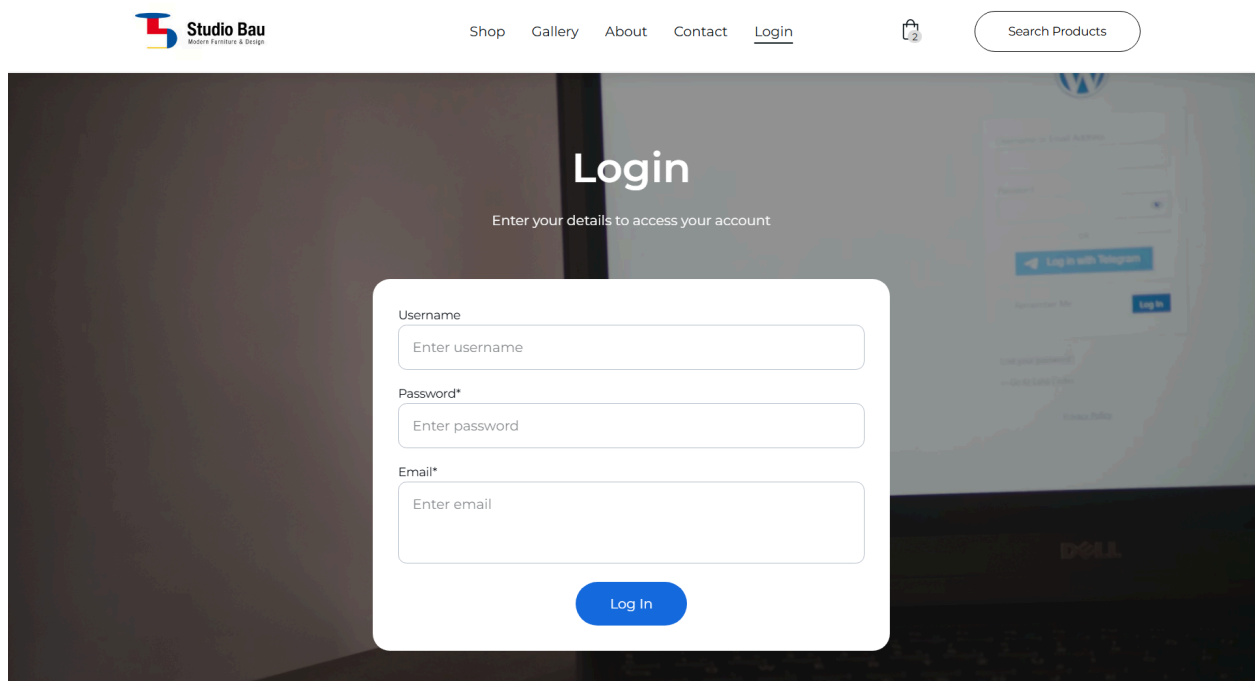
## It includes:

- **Customer Information Form** – Customers enter their name, address, contact number, and email.
- **Delivery Information Section** – Ensures accurate shipping details.
- **Shipping Options** – Customers can choose available delivery methods.



- **Payment Method Selection** – Options include Cash on Delivery (COD), e-wallet, or online payment.
- **Order Summary and Confirmation Screen** – Displays the final breakdown of items, shipping fee, and total cost before confirming the order.

## 6. Security & User Access





# FEU DILIMAN



[Shop](#) [Gallery](#) [About](#) [Contact](#) [Login](#)



Search Products

## Terms and Conditions

Welcome to Studio Bau!

These terms and conditions outline the rules and regulations for the use of Studio Bau's Website, located at <https://studiobau.ecommerceproj.online>.

By accessing this website, we assume you accept these terms and conditions. Do not continue to use Studio Bau if you do not agree to take all of the terms and conditions stated on this page.

### Cookies:

The website uses cookies to help personalize your online experience. By accessing Studio Bau, you agreed to use the required cookies.

A cookie is a text file that is placed on your hard disk by a web page server. Cookies cannot be used to run programs or deliver viruses to your computer. Cookies are uniquely assigned to you and can only be read by a web server in the domain that issued the cookie to you.

We may use cookies to collect, store, and track information for statistical or marketing purposes to operate our website. You have the ability to accept or decline optional Cookies. There are some required Cookies that are necessary for the operation of our website. These cookies do not require your consent as they always work. Please keep in mind that by accepting required Cookies, you also accept third-party Cookies, which might be used via third-party provided services if you use such services on our website, for example, a video display window provided by third parties and integrated into our website.

### License:



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Search Products

## Privacy Policy

StudioBau website is owned by Studio Bau, which is a data controller of your personal data.

We have adopted this Privacy Policy, which determines how we are processing the information collected by StudioBau, which also provides the reasons why we must collect certain personal data about you. Therefore, you must read this Privacy Policy before using StudioBau website.

We take care of your personal data and undertake to guarantee its confidentiality and security.

### Personal information we collect:

When you visit the StudioBau, we automatically collect certain information about your device, including information about your web browser, IP address, time zone, and some of the installed cookies on your device. Additionally, as you browse the Site, we collect information about the individual web pages or products you view, what websites or search terms referred you to the Site, and how you interact with the Site. We refer to this automatically-collected information as "Device Information." Moreover, we might collect the personal data you provide to us (including but not limited to Name, Surname, Address, payment information, etc.) during registration to be able to fulfill the agreement.

### Why do we process your data?

Our top priority is customer data security, and, as such, we may process only minimal user data, only as much as it is absolutely necessary to maintain the website. Information collected automatically is used only to identify potential cases of abuse and establish statistical information regarding website usage. This statistical information is not otherwise aggregated in such a way that it would identify



The website prioritizes user safety and data protection.

**Features include:**

- **Login and Registration Screens** – Users create accounts to access services.
- **Password and Account Management Layout** – Users can update personal information and change passwords.
- **Secure Transaction Indicators** – Lock icons and security notices appear during checkout to assure safe payments.
- **Policies and Terms & Conditions** – Includes Privacy Policy, Shipping Policy, Refund Policy, and Terms & Conditions for transparency and trust.



## 7. Admin / Site Management

- Overview
- Orders 3
- Products ▼
- Appointments
- Discounts
- Customers
- Analytics
- Emails ▼
- Settings ▼
- Integrations
- Feedback
- Help and resources

### Sales

1 Mar 2026 – 23 Mar 2026 [View sales analytics](#)

TOTAL SALES **₱19200.00**

TOTAL ORDERS **1**

AVERAGE ORDER VALUE **₱19200.00**

#### Recent orders

[View all orders](#)

Order	Date	Email	Total	Payment	Fulfillment
#1005	Mar 22, 5:57 PM	nctmark@gmail.com	₱9200.00	Not paid	Unfulfilled
#1004	Mar 22, 5:56 PM	jisungpark@gmail.com	₱48650.00	Not paid	Unfulfilled
#1003	Mar 22, 5:54 PM	pipersanpedro@gmail.com	₱18500.00	Not paid	Unfulfilled
#1002	Mar 19, 9:30 PM	mikabrgs@gmail.com	₱68200.00	Not paid	Unfulfilled
#1001	Mar 19, 8:04 PM	materesa@gmail.com	₱19200.00	Paid	Fulfilled

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







<https://ecommerce.hostinger.com/X2nkPpQA8VdpdTfQ/orders>

- Overview
- Orders 3
- Products ▲
- Product list
- Categories
- Product reviews
- Appointments
- Discounts
- Customers
- Analytics
- Emails ▼
- Settings ▼
- Integrations
- Feedback
- Help and resources

### Products (28 products)

[Import products](#) [Add product](#)

Category:  Product:  Sort by:

<input type="checkbox"/>	Product	Price	Variants	Inventory	SKU	Status
<input type="checkbox"/>	 S1200 Desk	₱12500.00	6 <span>▼</span>	19	—	Active <span>⋮</span>
<input type="checkbox"/>	 Tecta M4R Trolley	₱4700.00	5 <span>▼</span>	20	—	Active <span>⋮</span>
<input type="checkbox"/>	 Togo - 1-Seater	₱14000.00	3 <span>▼</span>	21	—	Active <span>⋮</span>
<input type="checkbox"/>	 MAGS 2.5 Sofa Set	₱18999.00	3 <span>▼</span>	In stock	—	Active <span>⋮</span>
<input type="checkbox"/>	 Tan Sofa	₱45000.00	—	2	—	Active <span>⋮</span>
<input type="checkbox"/>	 Wiggle Chair	₱15000.00	—	5	—	Active <span>⋮</span>



- Overview
- Orders 3
- Products** ^
  - Product list
  - Categories**
  - Product reviews
- Appointments
- Discounts
- Customers
- Analytics
- Emails v
- Settings v
- Integrations
- Feedback
- Help and resources

## Categories

[+ Add category](#)

To show products by category on your website, add eCommerce section in the editor and adjust its settings. [Learn more.](#)

<b>All products</b> ...	<b>Chairs</b> ...	<b>Lamps</b> ...
28 products	11 products	6 products
<b>Sofa</b> ...	<b>Table</b> ...	
4 products	4 products	

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

- Overview
- Orders 3
- Products** ^
  - Product list
  - Categories
  - Product reviews**
- Appointments
- Discounts
- Customers
- Analytics
- Emails v
- Settings v
- Integrations
- Feedback
- Help and resources

## Product reviews

[Settings](#)

Customers are less likely to trust products with only perfect reviews. Showing all feedback helps build trust and credibility

Search by product

[All](#) [Published](#) [Pending](#) [Rejected](#) | Rating: [All](#)

<input type="checkbox"/>	Product	Review	Date	AI scan	Status
<p><b>There are no product reviews yet</b></p> <p>As soon as a customer leaves one, it'll appear here.</p>					

[Rate reviews experience.](#) Help us improve.



# FEU DILIMAN

Overview

Orders 3

Products

Appointments

Discounts

**Customers**

Analytics

Emails

Settings

Integrations

Feedback

Help and resources

## 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 ↓	
jisungpark@gmail.com	1	-	⊗	-	⋮
materesa@gmail.com	1	P19200.00	⊗	-	⋮
mikabrgs@gmail.com	1	-	⊙	Mar 19, 2026	⋮
nctmark@gmail.com	1	-	⊗	-	⋮
pipersanpedro@gmail.com	1	-	⊗	-	⋮

Page size: 10 1 to 5 of 5 < Page 1 of 1 >

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

<https://ecommerce.hostinger.com/22n8PrOABWtdpITfO/dashboard>

Overview

Orders 3

Products

Appointments

Discounts

Customers

**Analytics**

Emails

Settings

Integrations

Feedback

Help and resources

## Analytics

22 Feb 2026 – 23 Mar 2026

22 Feb 2026 – 23 Mar 2026 No comparison

### Total Sales

**P19200.00**

### Total Orders

**1**

### Average order value

**P19200.00**

The Admin Panel is designed for business management and monitoring.



# FEU DILIMAN

## **Store Manager shows:**

- Monthly income and sales performance
- Product listings
- User accounts based on subscription packages
- Overall store performance overview

## **Admin management sections include:**

- **Product Management** – Add, edit, or remove products and categories.
- **Customer and User Management** – Monitor user accounts.
- **Earnings and Statistics** – Track revenue and sales data.
- **Activity Logs** – Monitor website activity.
- **Order Management** – View order status, payment details, and shipping information.
- **Total Sales**
- **Product Reviews**



# FEU DILIMAN

## 8. Contact Page



[Shop](#) [Gallery](#) [About](#) [Contact](#) [Login](#)



Search Products

# Find Your Perfect Decor Pieces

Looking for the ideal decor pieces to elevate your space? Studio Bau is here to help. Whether you have inquiries about our collections or need personalized recommendations, our team is dedicated to assisting you in creating a home you'll love.

First Name\*

Last name

Your last name

Your email\*

Your email address

Message\*

The Contact Page allows customers to communicate directly with Studio Bau.



# FEU DILIMAN

## 9. Responsive Version



[Shop](#) [Gallery](#) [About](#) [Contact](#) [Login](#)



Search Products

# Modernism Made Livable.

Discover unique and modern decor for your home.

EXPLORE NOW

Pieces as unique as you are.



# Modernism Made Livable.

Discover unique and modern decor  
for your home.

EXPLORE NOW

Pieces as unique  
as you are.





# FEU DILIMAN

The Studio Bau website is fully responsive. It works smoothly on mobile phones, tablets, laptops, and desktop computers.

The layout automatically adjusts to different screen sizes while maintaining a clean, modern, and user-friendly design. This ensures accessibility and convenience for all users.

## 11. About Studio Bau



[Shop](#) [Gallery](#) [About](#) [Contact](#) [Login](#)



Search Products

### About Studio Bau

Explore Studio Bau's Collection

Studio Bau is an online store that offers a unique and carefully curated selection of modern and minimalist home décor items. Our exclusive limited-edition pieces are designed to elevate living spaces with a blend of timeless elegance and contemporary style. With a focus on neutral tones and bold accents, our collection inspires creativity and individuality, providing our customers with stylish options to transform their homes.



## Meet Our Team

Creative Minds at Studio Bau



# FEU DILIMAN



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## Meet Our Team

Creative Minds at Studio Bau



Ysabel Nicole V. Cuadra  
Website Developer



Samantha Michaela R. Manalo  
Project Manager



James Renzo B. Pascual  
Research Lead



Roshelyn Piper E. San Pedro  
Content Manager



Charlyn B. Bugayong  
UI/UX Designer

## Studio Bau

The About Page introduces the brand and its people.

### It includes:

- About Studio Bau
- “Meet the Team” section introducing designers and members behind the brand

This page strengthens brand identity and builds customer trust.