



FEU DILIMAN

BA0093

E-COMMERCE WITH DIGITAL MARKETING

NatureCraft

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Section:	DF31/DO31
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Manalac, Ron Gabrielle - Creatives, Documentation and Powerpoint

Micawayan, Zainal - Creatives and Powerpoint

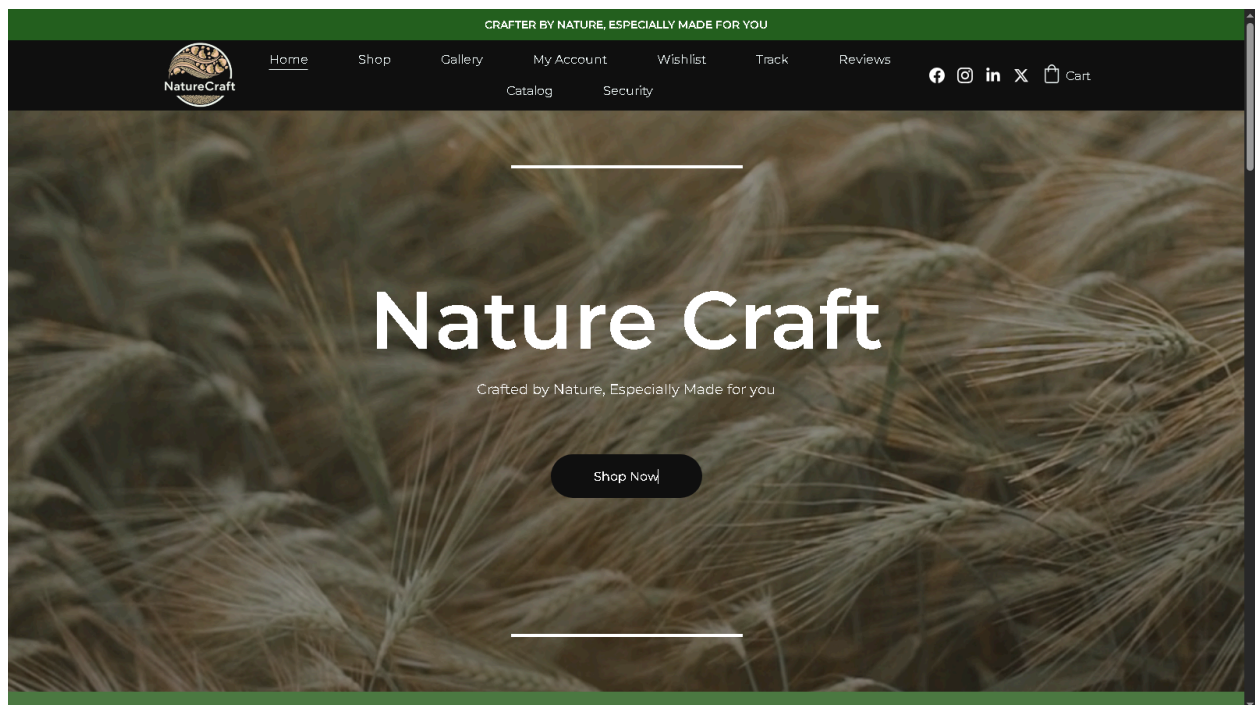
Ponce, Tyrone Jeryk - Web Development, Web Design and Powerpoint

Quilon, Christian Kenneth - Creatives, Documentation and Powerpoint

Smith, Aleczander Cesar - Creatives and Powerpoint

Storefront (Home Page)

The main online portal of the brand is the NatureCraft Storefront, which is well-considered and beautifully styled in a natural and sustainable look in order to convey the brand mission of eco-friendly craftsmanship. It achieves instant recognition to the brand by placing the NatureCraft logo strategically and creating high impact on the hero section where the philosophy of being Crafted by Nature is displayed. The storefront is well organized with a search engine that is easy to use and the navigation is seamless so that a user can easily view collections or locate certain handcrafted products. Directed content of product promotion and seasonal features will lead visitors further into the site and remind visitors of the visual quality of the brand.



Shopping Cart

The Shopping Cart gives an open overview of chosen nature-based products, and the user can go through to check and adjust their chosen products before checkout. It shows an extensive list of products with pictures and a quantity change device that allows real-time changes. Subtotals and totals are automatically calculated to ensure that the user knows their financial obligation in a clear manner. This page is the last gatekeeper with trust being preserved by proper labeling and good arrangement and after this the customers are redirected to the safe check out process.

CRAFTED BY NATURE. ESPECIALLY MADE FOR YOU

Home Shop About Catalog Track Security

Reviews Wishlist

Facebook Instagram LinkedIn X Cart

Shopping bag X

Nature Craft Eco Cup ₱299.00

1

You may also like

NatureCraft Purple Cup ₱299.00 Add to bag

NatureCraft Red Cup ₱299.00 Add to bag

NatureCraft Yellow Cup ₱299.00 Add to bag

Subtotal: ₱299.00

Shipping calculated at checkout

Checkout

Secure checkout

You may also like

ceramic cup designed for hot and cold beverages. It features a minimalist, eco-inspired design and offers durability and thermal resistance suitable for cafés and household.

₱299.00

- 1 + 5+ in stock

Add to bag


NatureCraft's ceramic cup is a reusable ceramic cup designed for hot and cold beverages. It features a minimalist, eco-inspired design and offers durability and thermal resistance suitable for cafés and household use.

Payment Options

Checkout makes NatureCraft a secure, transparent and hassle free transaction process. The details that customers enter include their name, contact and delivery address and specifications on the products required. In case of ordinary retail purchases, the customers are redirected to the official stores of NatureCraft in Shopee, Lazada, or Tik Tok Shop, where they can pay with the help of credit/debit cards, online banks, e-wallets, or cash-on-delivery. In case of custom or bulk order via Custom Order Hub, quotations on pricing, time of production, and delivery are offered by the system. An order summary page will show an estimated price of shipping and payment to minimize mistakes.


[← Return to contact information](#)

Pay
₱324.00

 **Nature Craft Eco Cup** **₱299.00**

Subtotal	₱299.00
Shipping	₱25.00
Total	₱324.00

Payment method

PayPal 

Goash


Cash on delivery

Shipping methods

NatureCraft provides for easy transportation of their products depending on the urgency and the preference of the customer. When using Shopee, Lazada, or Tik Tok Shop orders the couriers in each case do the shipping, and automated order confirmation and tracking number are offered. There are custom or bulk orders, which will adhere to the agreed delivery scheme in the quotation. Determined communication of shipping prices and approximate delivery time brings about transparency and customer satisfaction.

[← Return to store](#)

Pay
₱324.00

 **Nature Craft Eco Cup** **₱299.00**

Enter discount code

Subtotal	₱299.00
Shipping	₱25.00
Total	₱324.00

Shipping information

Shipping destination
Philippines

Shipping option

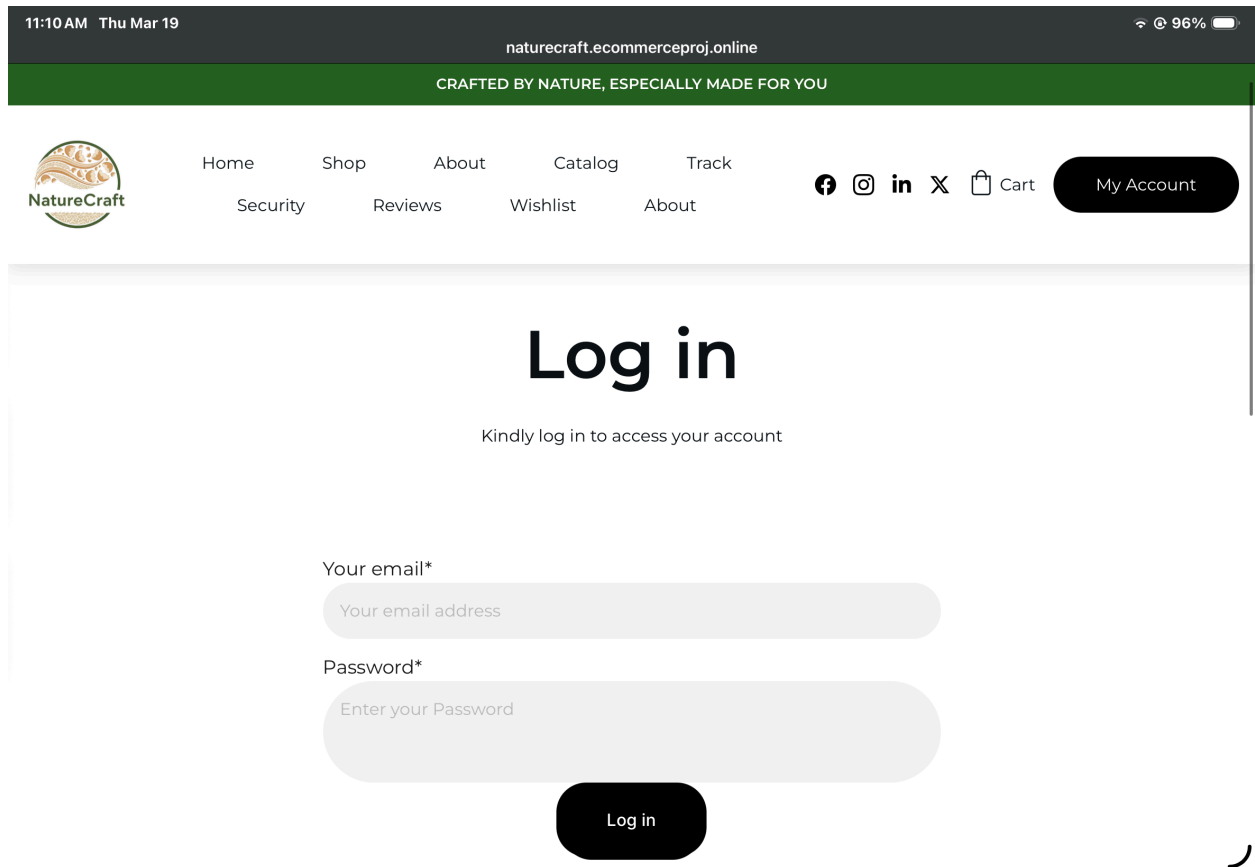
<input checked="" type="radio"/> Saver	₱25.00
<input type="radio"/> Regular	₱50.00
<input type="radio"/> Priority	₱100.00

Security Measures and Mechanisms

NatureCraft implements basic security practices to protect customer information and ensure safe transactions. The website uses a secure HTTPS connection, which encrypts data submitted through forms and protects communication between users and the website.

Form validation is also applied to ensure that users provide complete and accurate information before submitting their orders. This helps prevent errors and ensures proper order processing.

User authentication (such as login and registration) is not implemented due to platform limitations. However, user identification is simulated through required form inputs such as name and email address during the ordering process. All collected data is used solely for order processing and is not shared with unauthorized parties.



The screenshot shows the mobile interface of the NatureCraft website. At the top, the status bar displays the time as 11:10 AM on Thursday, March 19, and the battery level at 96%. The website's URL is naturecraft.ecommerceproj.online. Below the status bar is a green navigation bar with the text "CRAFTED BY NATURE, ESPECIALLY MADE FOR YOU". The main navigation menu includes links for Home, Shop, About, Catalog, Track, Security, Reviews, Wishlist, and About. There are also social media icons for Facebook, Instagram, LinkedIn, and X, along with a Cart icon and a "My Account" button. The central content area features a large "Log in" heading and the text "Kindly log in to access your account". Below this, there are two input fields: "Your email*" with a placeholder "Your email address" and "Password*" with a placeholder "Enter your Password". A "Log in" button is positioned at the bottom of the form.

[Home](#)[Shop](#)[About](#)[Catalog](#)[Track](#)[Security](#)[Reviews](#)[Wishlist](#)[About](#)

Cart

[My Account](#)

My Last Purchase

Last NatureCraft product you bought


[Buy Again](#)

Cataloging

The product catalog of NatureCraft is organized within the Shop page, which serves as the main catalog interface of the website. Products are clearly displayed and categorized, allowing users to easily browse available items.

Each product includes essential information such as its name, description, and purpose, helping customers make informed purchasing decisions. The catalog highlights eco-friendly products such as reusable cups, plates, and bulk order sets, all designed to promote sustainability.


This structured organization ensures that the product discovery process is simple, clear, and user-friendly.


[Home](#)
[Shop](#)
[About](#)
[Catalog](#)
[My Account](#)
[Track](#)
[Security](#)
Facebook
Instagram
LinkedIn
X
Shopping Cart

[Reviews](#)
[Wishlist](#)


Sort by: Default

HANDMADE




NatureCraft Purple Cup
₱299.00

NEW




NatureCraft Red Cup
₱299.00

NEW





NatureCraft Yellow Cup
₱299.00

HANDMADE



NatureCraft Eco Plate
₱299.00


[Reviews](#)
[Wishlist](#)



Nature Craft Eco Cup

NatureCraft's ceramic cup is a reusable ceramic cup designed for hot and cold beverages. It features a minimalist, eco-inspired design and offers durability and thermal resistance suitable for cafés and household.

₱299.00

- 1 + 5+ in stock

[Add to bag](#)

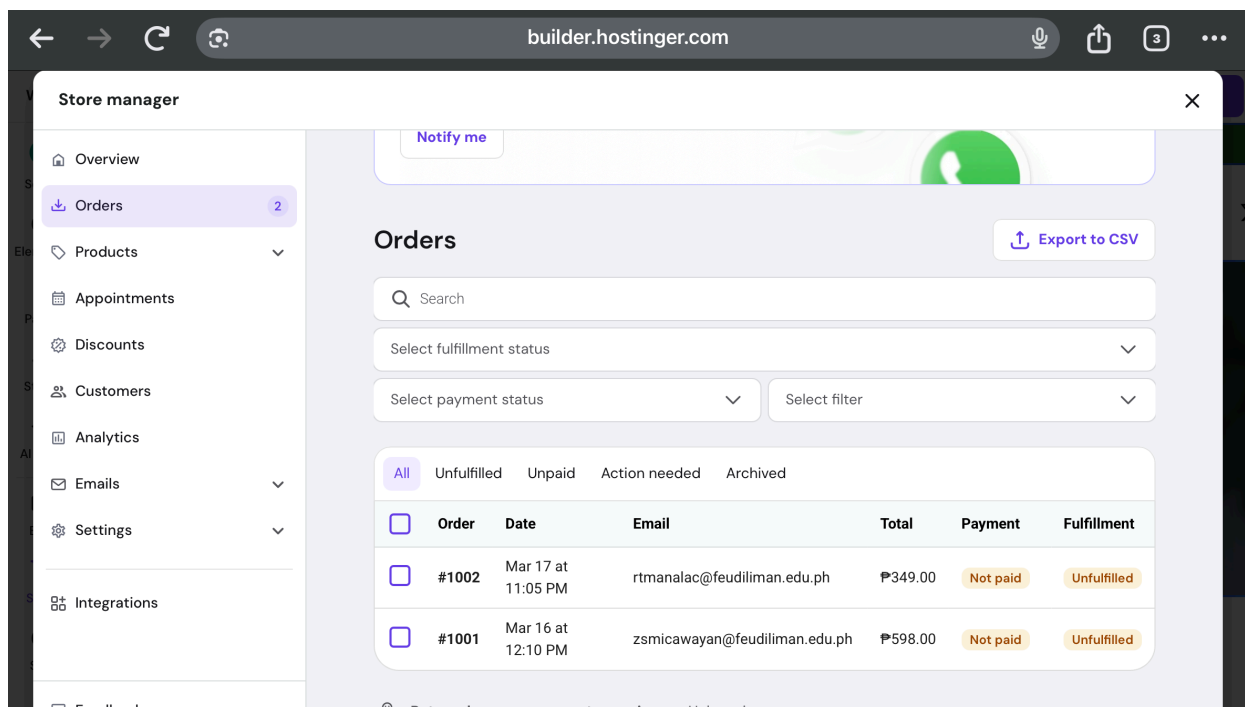
NatureCraft's ceramic cup is a reusable ceramic cup designed

Site Management (Admin Features)

The NatureCraft website demonstrates basic site management features through the use of the Hostinger website builder platform. Administrators can manage the website content by adding, editing, and organizing product listings and pages.

Product management is handled through the platform's editor, allowing updates to product information and layout as needed. Order management is simulated through form submissions, where customer data is collected and can be reviewed for processing.

User management is limited due to platform constraints, as the system does not include account-based login functionality. However, user-related information is captured through forms to simulate how customer data is handled in a real e-commerce system.



Additional Features

The NatureCraft website includes additional features that enhance user experience and simulate a complete e-commerce environment.

The Order Tracking feature allows users to enter an order ID and view a sample tracking status. This feature is simulated to demonstrate how customers can monitor their orders in a real e-commerce system.

The Wishlist feature enables users to save products they are interested in for future reference, improving convenience and engagement.

The Customer Reviews section allows users to view feedback and ratings, helping build trust and provide insights into product quality.

Additionally, the website is designed to be responsive and mobile-friendly, ensuring that users can access and navigate the site effectively across different devices such as smartphones, tablets, and desktops.

naturecraft.ecommerceproj.online

CRAFTED BY NATURE, ESPECIALLY MADE FOR YOU

NatureCraft Home Shop My Account Wishlist Track Reviews
Catalog Security

Facebook Instagram LinkedIn X Cart

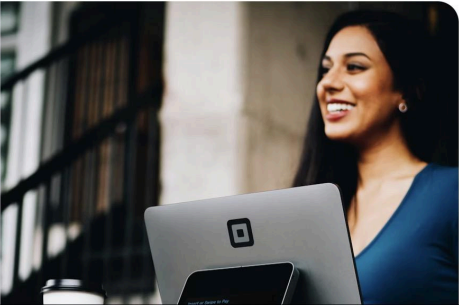
Track Your Order

Check your order status quickly and easily below.

Email Address*

Order ID*

Track Order




naturecraft.ecommerceproj.online


CRAFTED BY NATURE, ESPECIALLY MADE FOR YOU

NatureCraft Home Shop About Catalog My Account Track Security
Reviews Wishlist


Facebook Instagram LinkedIn X Cart




Cups
[Add](#)



Plates
[Add](#)



Sets
[View](#)



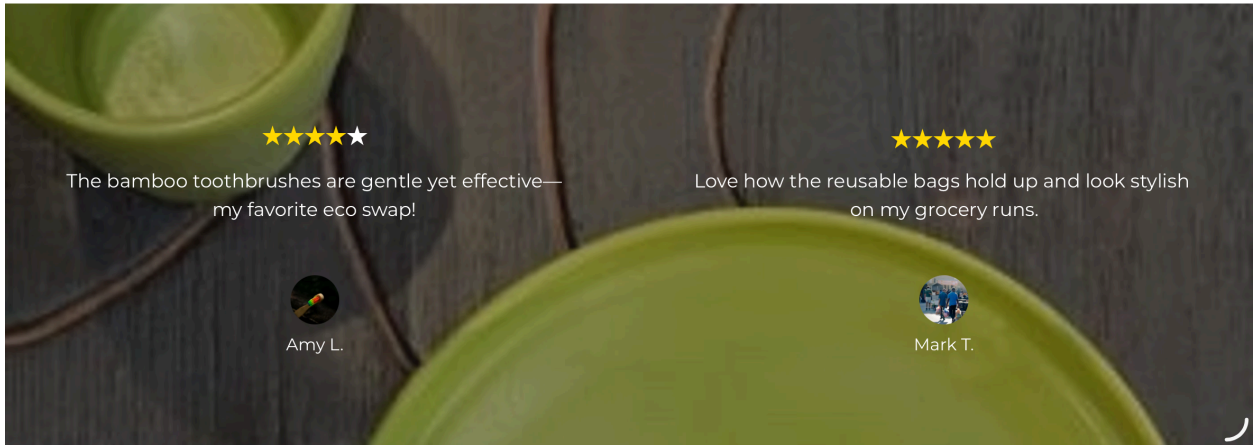
All
[View](#)

Wishlist

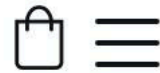


Customer Reviews

Hear from those who care about nature as much as we do.



CRAFTED BY NATURE, ESPECIALLY MADE
FOR YOU



Nature Craft

Crafted by Nature, Especially Made
for you

Shop Now