

A Project Report

On

EJS NEW YORK

(Product Catalogue)

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PREFACE

First of all, we would like to say that project is very essential part of our educational quota. If we are going only for theory parts, it cannot give us perfect knowledge. Computer Technology has proved beneficial in many ways from visible to invisible spectacular to routine in every field computer system occupy special place. Computer makes possible smooth and efficient operation. This project report of “AIMIS- (College portal)” Project is present against you for Software Project as a subject in 4th semester in MCA. Your co-operation in form of suggestions and comments are most welcome, to improve any knowledge and project.

ACKNOWLEDGEMENT

Any project is incomplete without guidance and motivation. We are very much thankful to our mentor “Prof. Biral Gadhavi”, who has provided us the opportunity and motivation to gain knowledge throughout the course of this project. We are also thankful to for providing us the help of computer laboratory, which is a valuable input resource for this project. And last but not the least, we are thankful to all our friends, batch mates, and other people who have directly or indirectly helped us during the preparation of this project. Thank you.

Riya Katariya & Ritika Katariya

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1. Introduction

1.1. Existing System

The existing product management system relies on manual processes or outdated tools, making it inefficient for handling inventory and product listings. There is no dedicated online platform for showcasing or selling products, limiting customer access and engagement.

Inventory tracking is not streamlined, leading to potential mismanagement and stock discrepancies. Without automation, data entry and updates require significant manual effort, increasing the chances of errors. Additionally, the lack of proper categorization and search functionality makes it difficult for customers to find products easily.

Due to the absence of an online system, customer outreach remains limited. The company is unable to leverage digital marketing or SEO strategies to expand its reach. This restricts its ability to attract new customers and retain existing ones.

Administrators face challenges in maintaining product details, pricing, and availability. Since updates are manual, any changes take time to reflect, potentially affecting business operations. Moreover, without an integrated online transaction system, sales opportunities are reduced.

Overall, the current system is slow, error-prone, and not scalable. To improve efficiency and business growth, a modern, automated, and user-friendly product management system is necessary.

1.2. Need for the New System

The current system lacks efficiency, automation, and online accessibility, making it difficult to manage products and reach a wider audience. Without a digital presence, the company struggles to showcase its products effectively, limiting customer engagement and potential sales. A new system is necessary to streamline operations and improve overall business performance.

An online product management system will provide better organization, allowing administrators to easily add, update, and categorize products. With automated inventory tracking and search functionality, customers can quickly find the products they need, enhancing their shopping experience. This will also reduce human errors and save time for the company.

By implementing a WordPress-based system, the company can leverage SEO and digital marketing strategies to increase visibility and attract more customers. A well-designed website will improve the brand's credibility, making it easier to compete in the market. Additionally, a responsive and mobile-friendly interface will ensure accessibility across all devices.

Overall, adopting a new system will modernize the company's operations, improve customer satisfaction, and create new growth opportunities. With better management tools, automated processes, and enhanced online presence, the business can scale efficiently while reducing operational challenges.

1.3 Objective of the New System

The objective of the new system is to create an efficient and user-friendly platform for managing and displaying products. The system will allow customers to browse products easily with proper categorization and filtering options. By selecting specific categories, users can quickly find relevant products, improving their overall experience and reducing the time spent searching.

In addition to product management, the system will also showcase detailed product descriptions, specifications, and images. This will help customers make informed purchasing decisions by providing them with all necessary information in a structured manner. The clear presentation of product details will enhance trust and credibility for the business.

The system will also feature a dedicated section for projects where these products are utilized. This will demonstrate real-world applications, helping customers understand how the products function in practical scenarios. By integrating both product listings and project showcases, the system will provide a comprehensive view of the company's offerings.

Overall, the objective is to develop a scalable, SEO-friendly, and responsive WordPress-based system that improves product visibility, simplifies management, and enhances customer engagement. With automated functionalities and intuitive navigation, the new system will streamline business operations and contribute to long-term growth.

1.4 Problem Definition

The current system faces several challenges that hinder efficient product management and customer engagement. Without a structured online platform, product listings are unorganized, making it difficult for customers to find relevant items. The lack of filtering options and category-based navigation further complicates the browsing experience, leading to frustration and missed sales opportunities. Additionally, product details are not displayed effectively, limiting the customer's ability to make informed decisions.

Another major issue is the absence of a dedicated section for showcasing projects where the products are used. This prevents potential buyers from understanding the practical applications of the products, reducing their interest and trust in the company. Furthermore, the system does not leverage digital marketing strategies, such as SEO and online visibility, making it harder to attract new customers and expand the business.

To overcome these issues, a new system is required that organizes products efficiently, provides intuitive filtering options, and integrates project showcases. By addressing these problems, the company can improve its online presence, enhance customer satisfaction, and optimize product management for long-term success.

1.5 Core Components

The new system is designed with several key components to enhance product management and customer experience. These components ensure efficient operations, seamless navigation, and improved business performance.

Product Management Module

This module allows administrators to add, update, and categorize products efficiently. It includes fields for product details, specifications, images, and pricing, ensuring that all relevant information is displayed clearly to users.

Category & Filtering System

To improve user experience, the system provides category-based navigation and filtering options. Customers can easily find products by selecting specific categories, refining their search results, and quickly locating what they need.

Project Showcase Module

This section highlights projects where the company's products have been used. It helps potential buyers understand the practical applications of the products, adding credibility and trust to the brand.

User-Friendly Interface

The system is designed with an intuitive and responsive interface, making it accessible on desktops, tablets, and mobile devices. A clean layout and easy navigation improve user engagement and usability.

SEO & Digital Marketing Integration

To enhance visibility, the system includes SEO-friendly URLs, metadata management, and social media integration. This helps attract more customers through organic search and digital marketing efforts.

Admin Dashboard

A dedicated admin panel allows the company to manage product listings, monitor inventory, and update content without requiring technical expertise. This simplifies business operations and ensures real-time updates.

Scalability & Future Expansion

The system is designed to support future enhancements, such as integrating e-commerce functionality, customer reviews, and order tracking. This ensures long-term growth and adaptability to business needs.

1.6 Project Profile

Project Name	EJS New York
Developed By	Riya Katariya Ritika Katariya
Front End Tools	HTML, CSS, JavaScript, Divi Page Builder
Back End Tools	PHP, MySQL
Framework	Wordpress
Editor (IDE)	VS Code
Documentation Tool	Microsoft Word
Internal Guide By	Prof. Biral Gadhavi

1.7 Assumptions and Constraints

Assumptions:

□ **Limited Customization in WordPress** – While WordPress offers flexibility, some advanced customizations may require additional plugins or custom coding, which could increase development time and complexity.

Precautions: Choosing the right theme and plugins, along with using WordPress hooks and APIs, can help achieve the required customizations.

□ **Third-Party Plugin Dependency** – The system may rely on third-party plugins for functionalities like filtering and SEO, which could lead to compatibility issues or additional maintenance efforts.

Precautions: Using well-maintained, regularly updated plugins and testing them in a staging environment before implementation can minimize risks.

Constraints:

□ **Performance Limitations** – As the product database grows, the website's speed and performance may be affected if not optimized properly with caching and efficient queries.
Solution: Implementing caching, image optimization, and a Content Delivery Network (CDN) can help maintain performance and fast loading speeds.

□ **Security Concerns** – Since WordPress is a widely used platform, it is a common target for cyber threats. Regular updates, security patches, and authentication mechanisms are required to ensure data protection.

Solution: Using security plugins, SSL encryption, and regular updates will help strengthen website security and prevent vulnerabilities.

1.8 Advantages and Limitations of the Proposed System

Advantages

- **Enhanced Product Management** – The system provides an organized way to display and manage products with categories, filters, and detailed descriptions, making it easier for users to find relevant items.
- **Improved Customer Engagement** – With a user-friendly interface and project showcase, customers can better understand product applications, increasing their interest and trust in the company.
- **SEO & Digital Marketing Benefits** – The WordPress-based system is optimized for search engines, improving online visibility and attracting more potential customers.
- **Scalability & Flexibility** – The system can be expanded with additional features such as e-commerce functionality, customer reviews, and order tracking in the future.

Limitations

- **Dependency on Plugins** – Some advanced functionalities require third-party plugins, which may lead to compatibility issues or additional maintenance efforts.
- **Limited Offline Functionality** – Since it is an online system, users need an active internet connection to access and manage products.
- **Performance Challenges with Large Databases** – If not optimized properly, the website may experience slow loading times as the product database grows.
- **Security Risks** – Being a widely used platform, WordPress is more vulnerable to cyber threats, requiring regular updates and security measures.

2. Requirement Determination & Analysis

2.1 Requirement Determination

The system requirements are divided into **functional** and **non-functional** requirements to ensure smooth operation and usability.

Functional Requirements

1. **Product Management** – The system should allow admins to add, edit, delete, and categorize products with images and descriptions.
2. **Category & Filtering System** – Users should be able to search and filter products based on predefined categories.
3. **Project Showcase** – A dedicated section should display projects where products have been used, with images and details.
4. **User Authentication** – Admins should have login access with role-based permissions to manage the system securely.
5. **SEO Optimization** – The system should generate SEO-friendly URLs, metadata, and structured content for better visibility.
6. **Admin Dashboard** – A user-friendly backend should allow administrators to monitor and update products effortlessly.

Non-Functional Requirements

1. **Performance Optimization** – The system should load quickly, even with a large product database, using caching and image optimization.
2. **Security & Data Protection** – Secure authentication, SSL encryption, and regular security updates should be implemented.
3. **Scalability** – The system should support future enhancements like e-commerce integration without requiring a complete rebuild.
4. **Responsiveness** – The website should be accessible and fully functional across desktops, tablets, and mobile devices.
5. **Reliability** – The system should ensure uptime with minimal downtime for maintenance and updates.

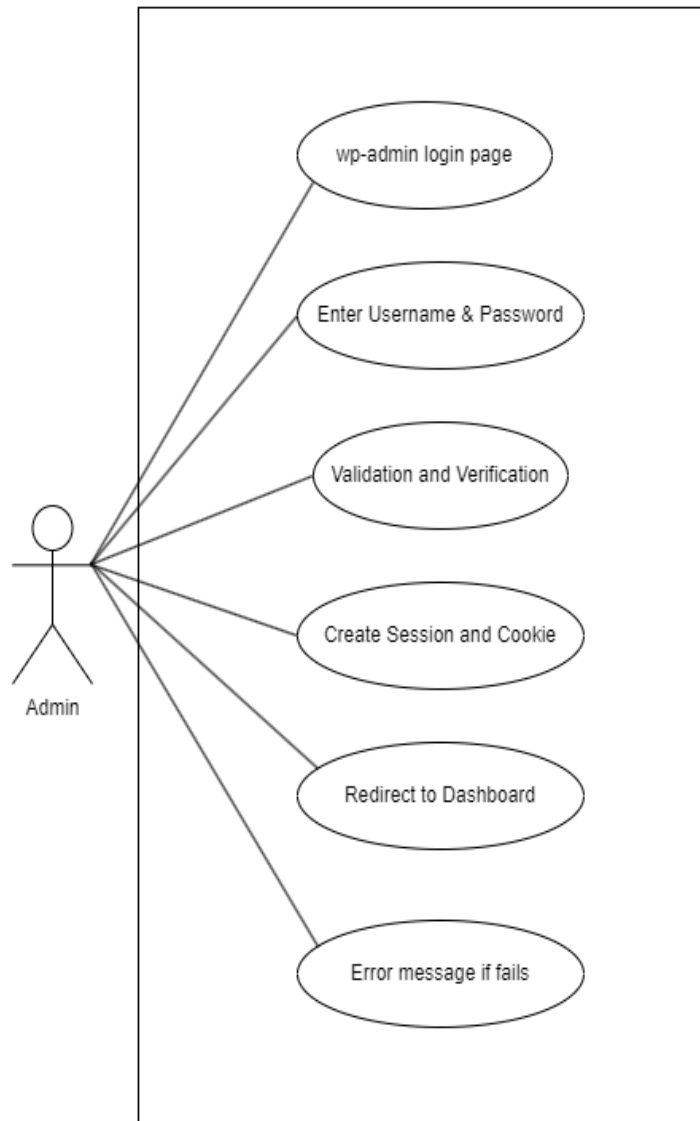
2.2 Targeted Users

- Business Owners & Administrators** – They manage product listings, update inventory, and oversee system operations through the admin dashboard.
- Customers & Clients** – End users who browse products, explore project applications, and make purchasing decisions based on product details.
- Suppliers & Distributors** – Partners who may use the system to check product availability, specifications, and potential business collaborations.

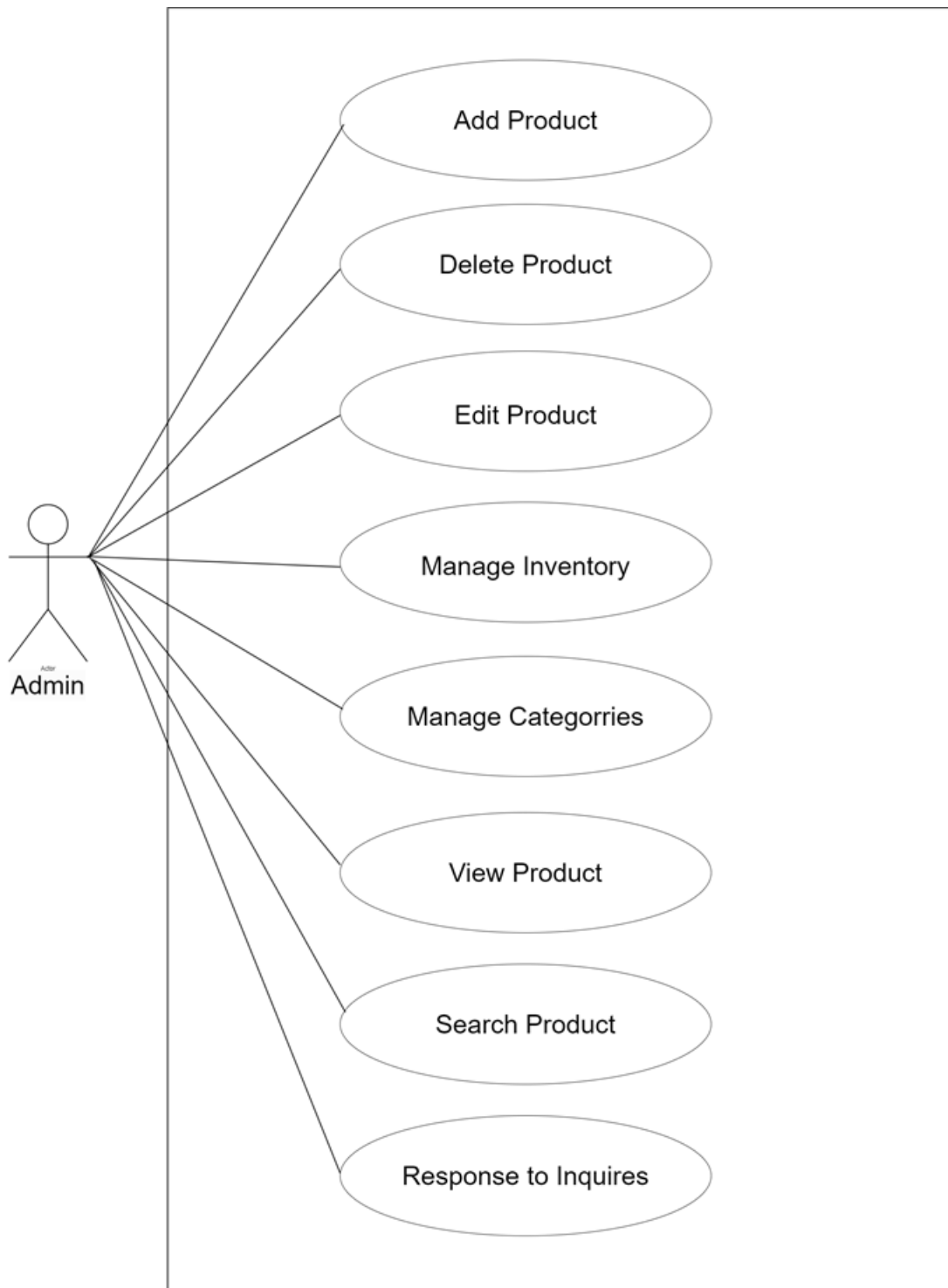
3. System Design

3.1 Use Case Diagram:

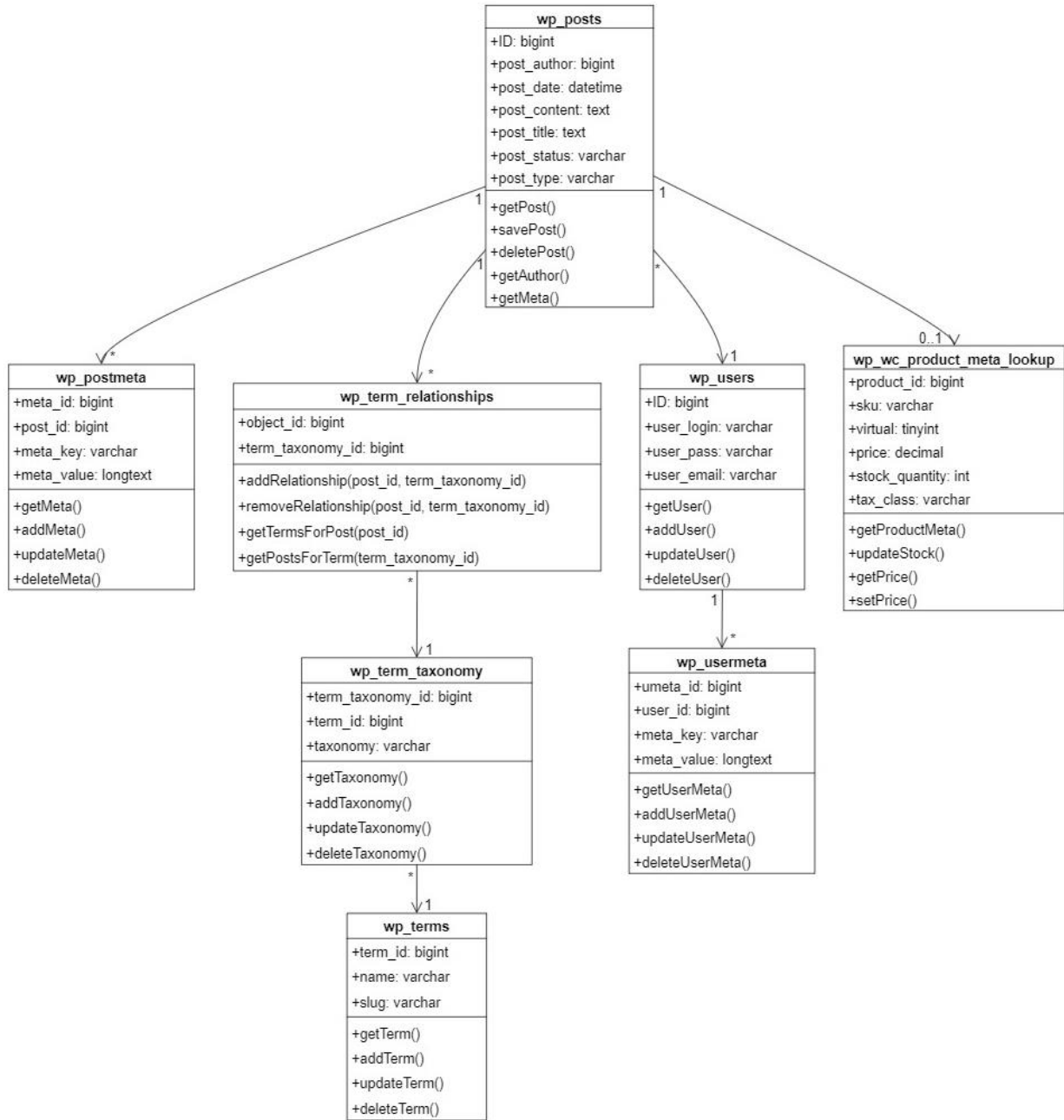
Login Admin:



Admin Access:

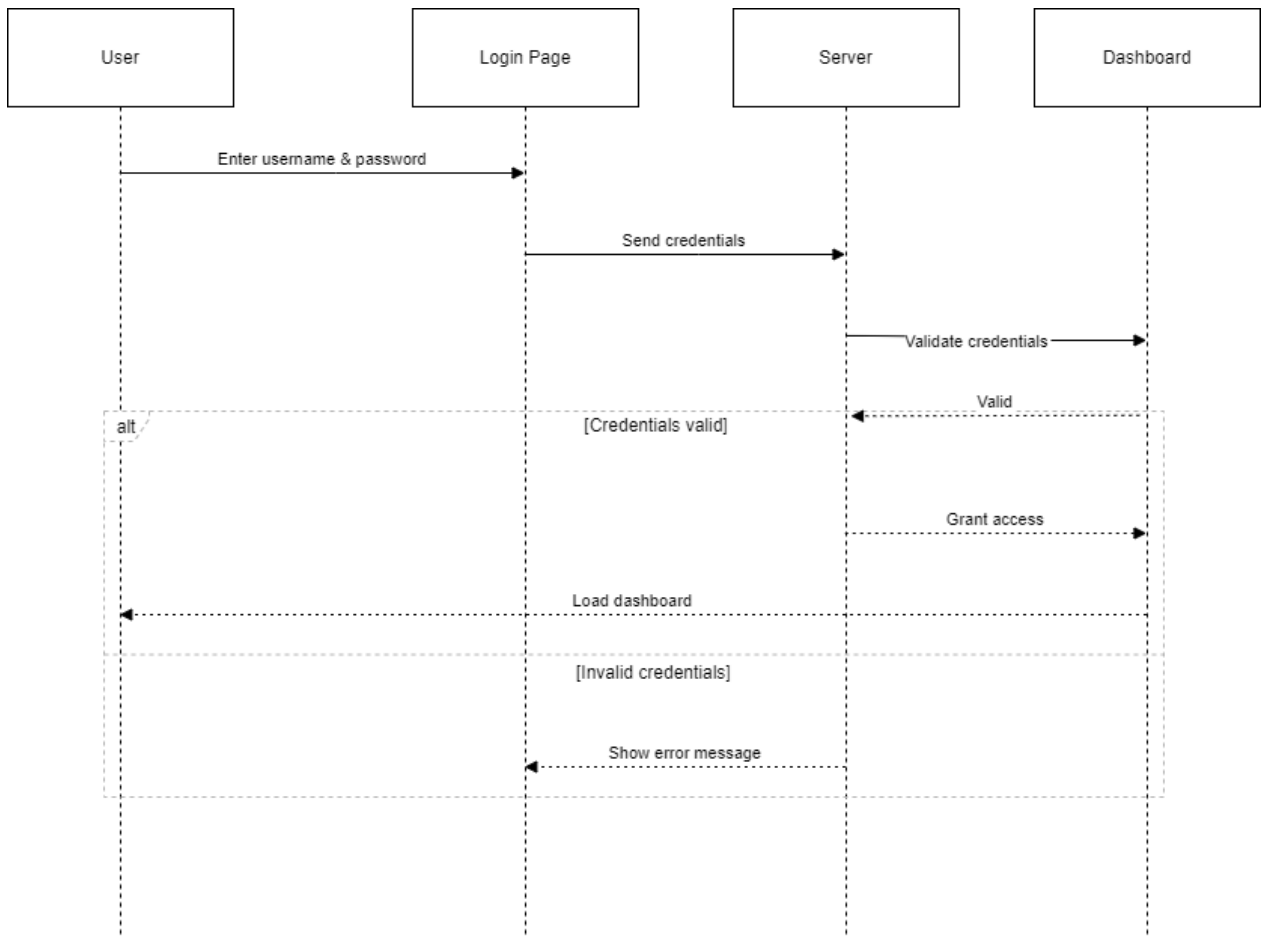


3.2 Class Diagram

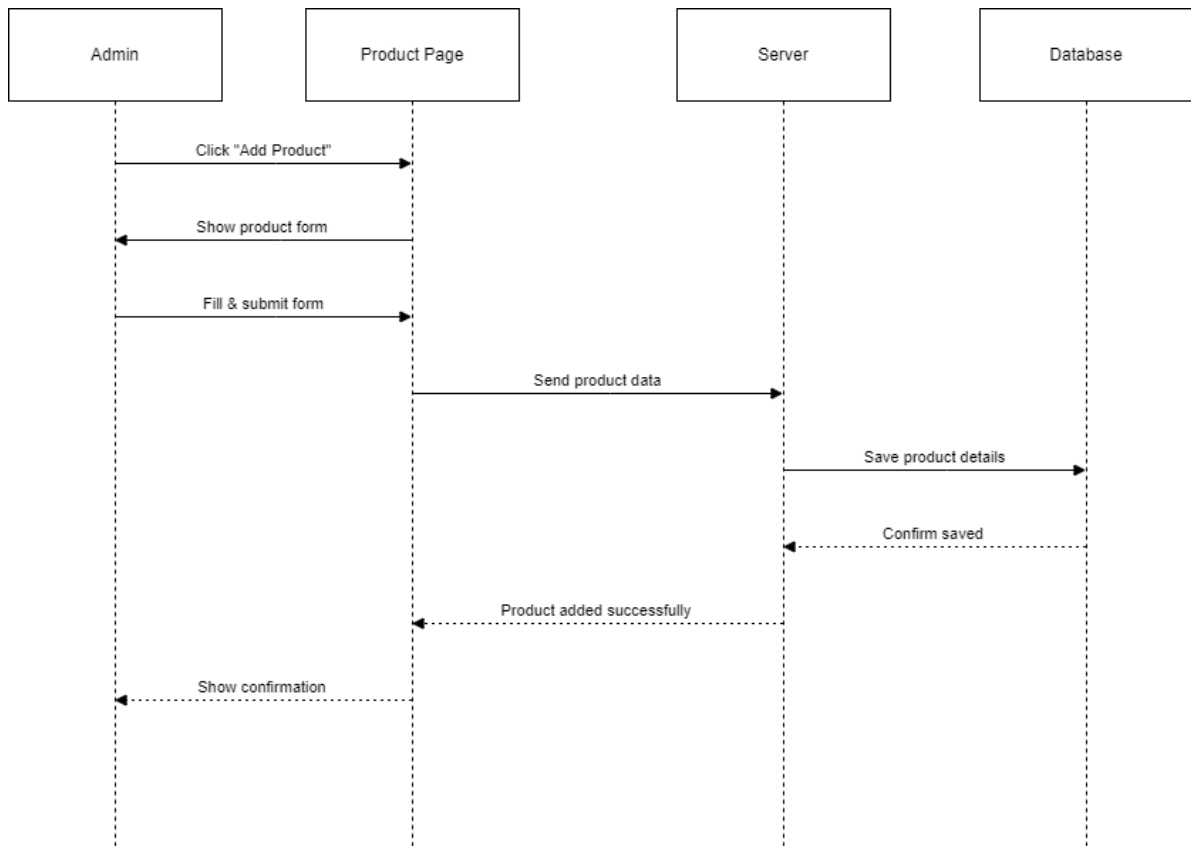


3.3 Interaction Diagram:

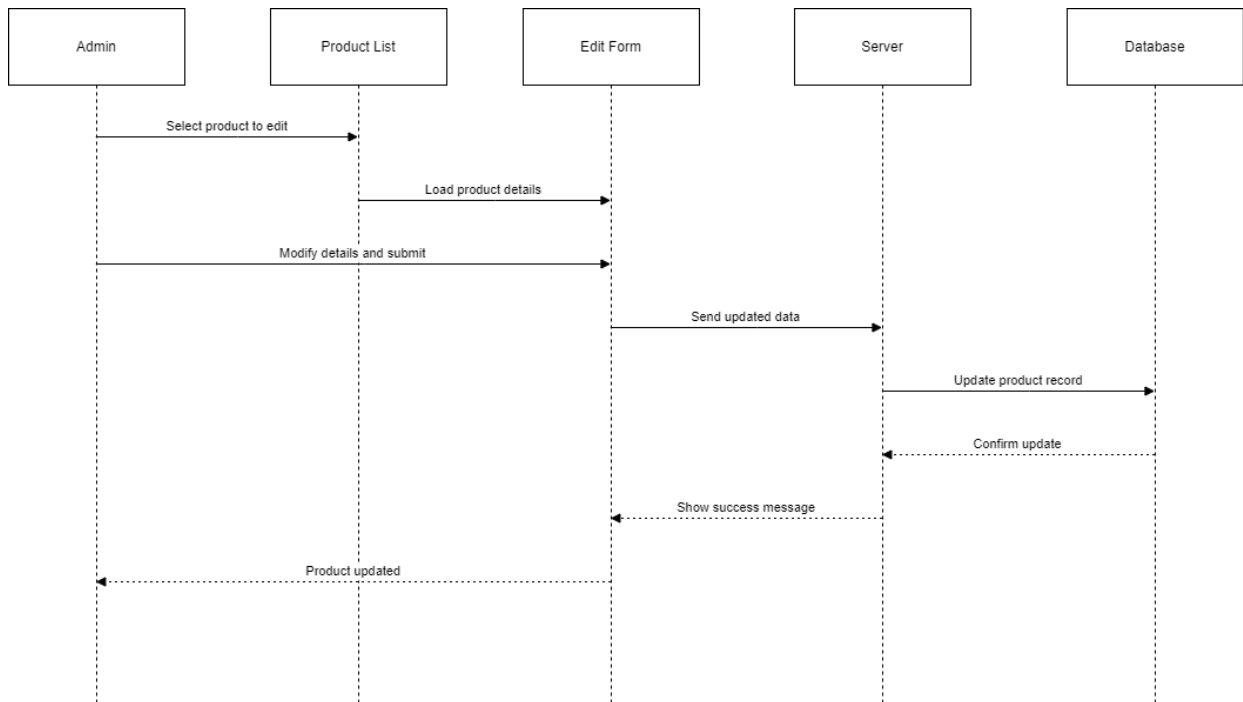
1. User Login:



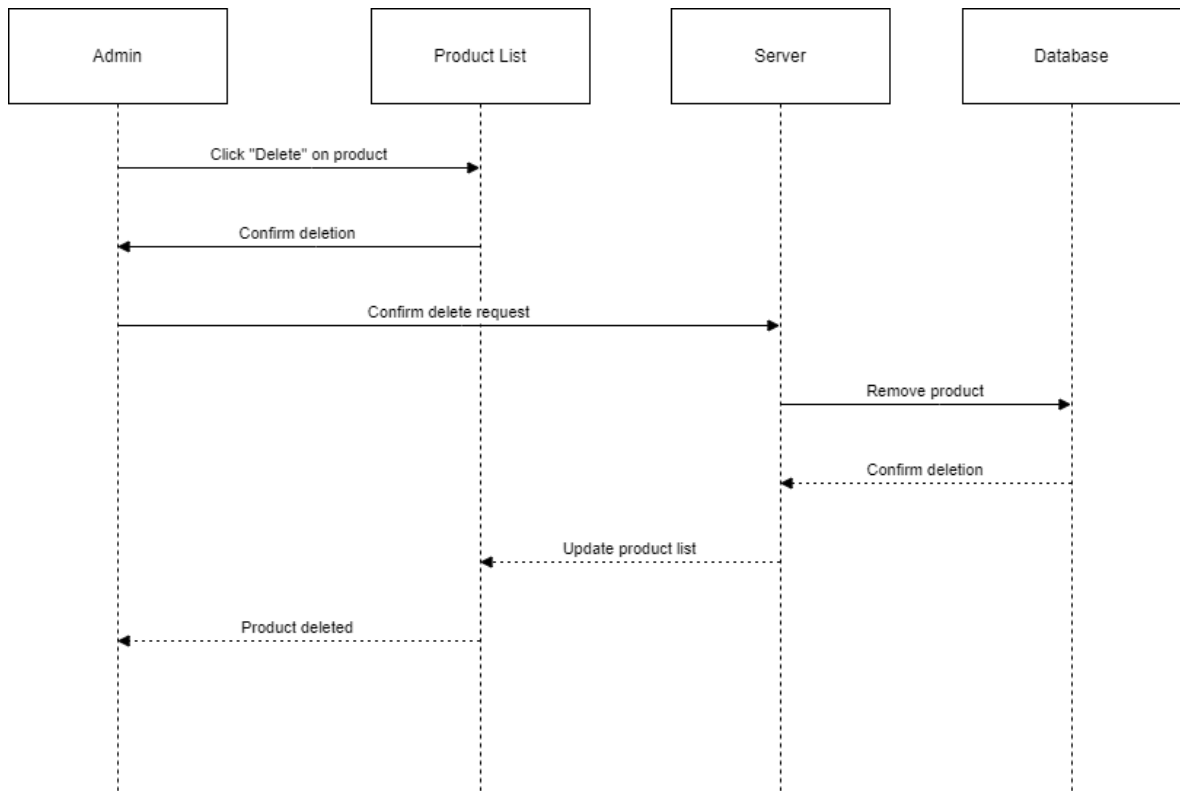
2. Add Product:



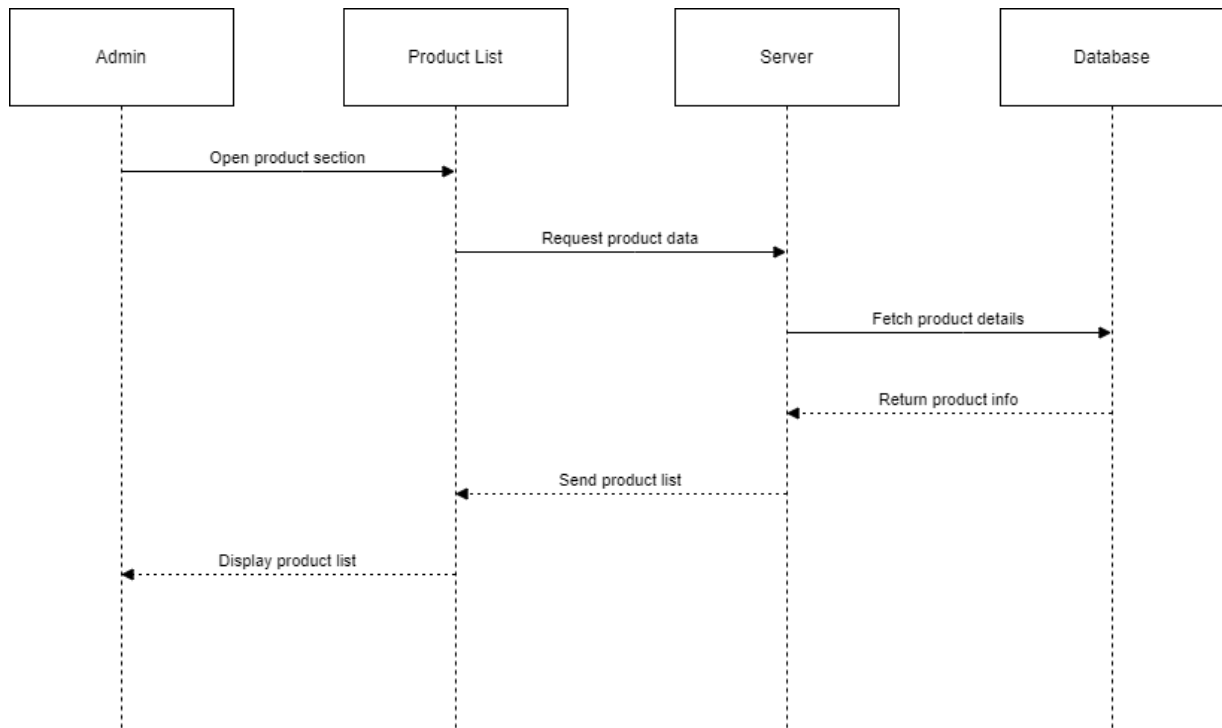
3. Edit Product:



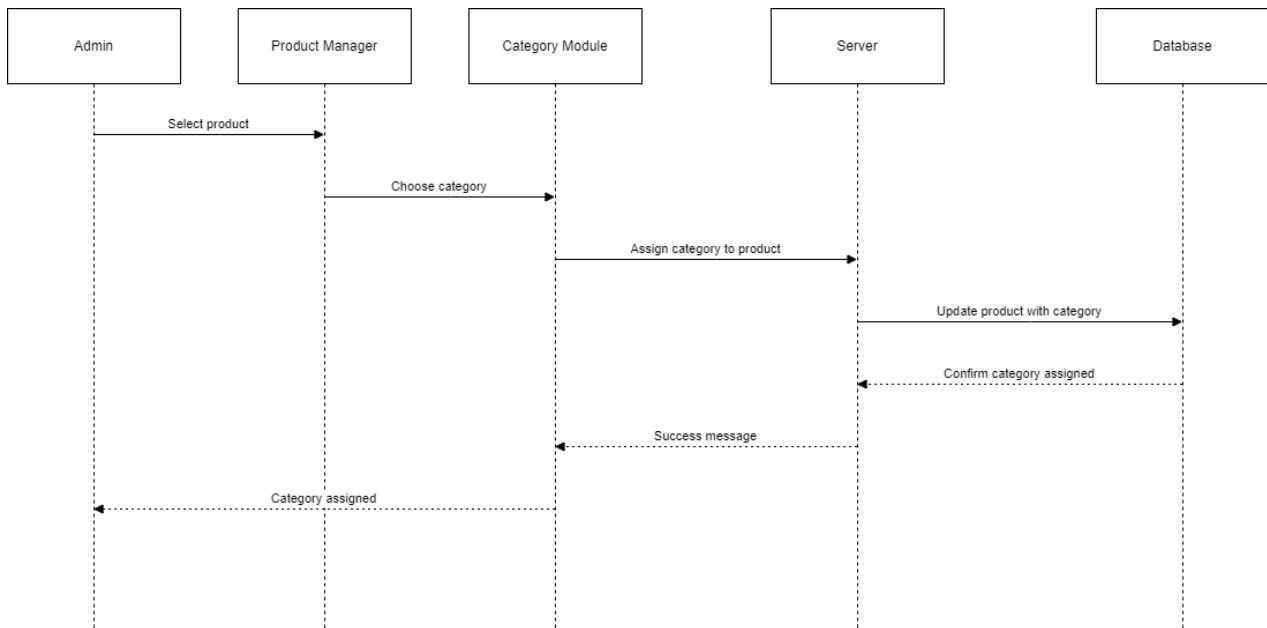
4. Delete Product:



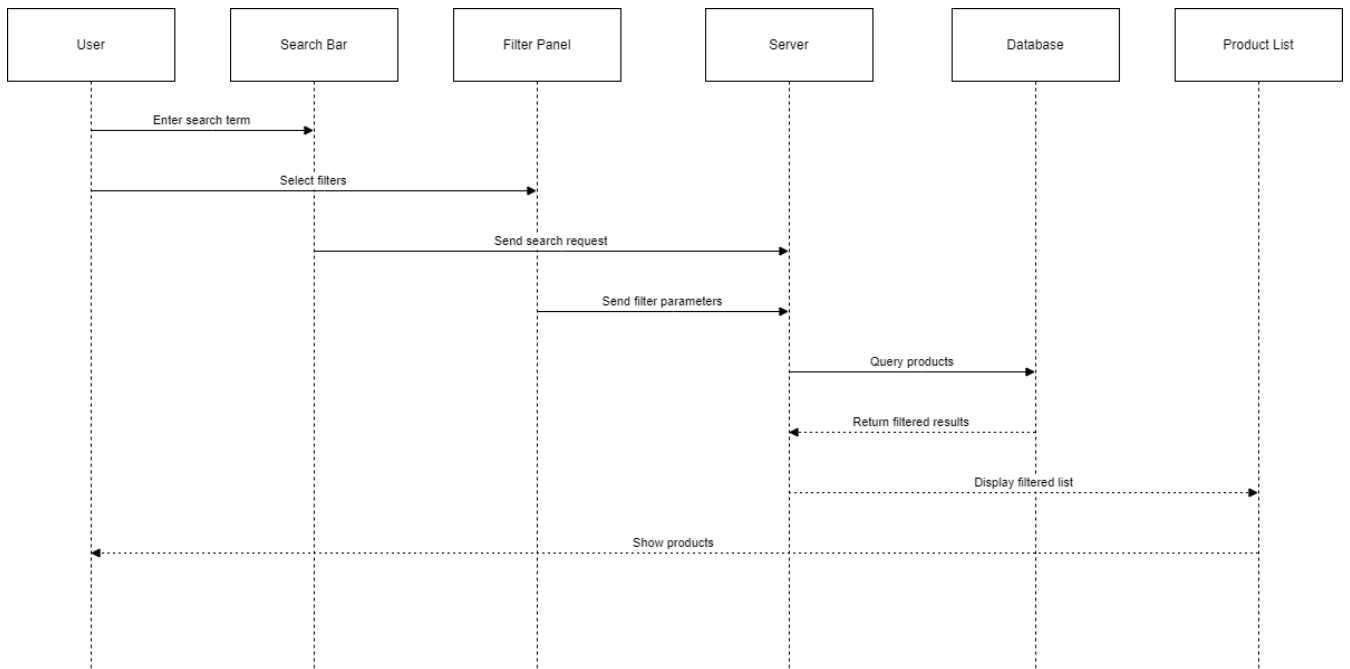
5. View Product:



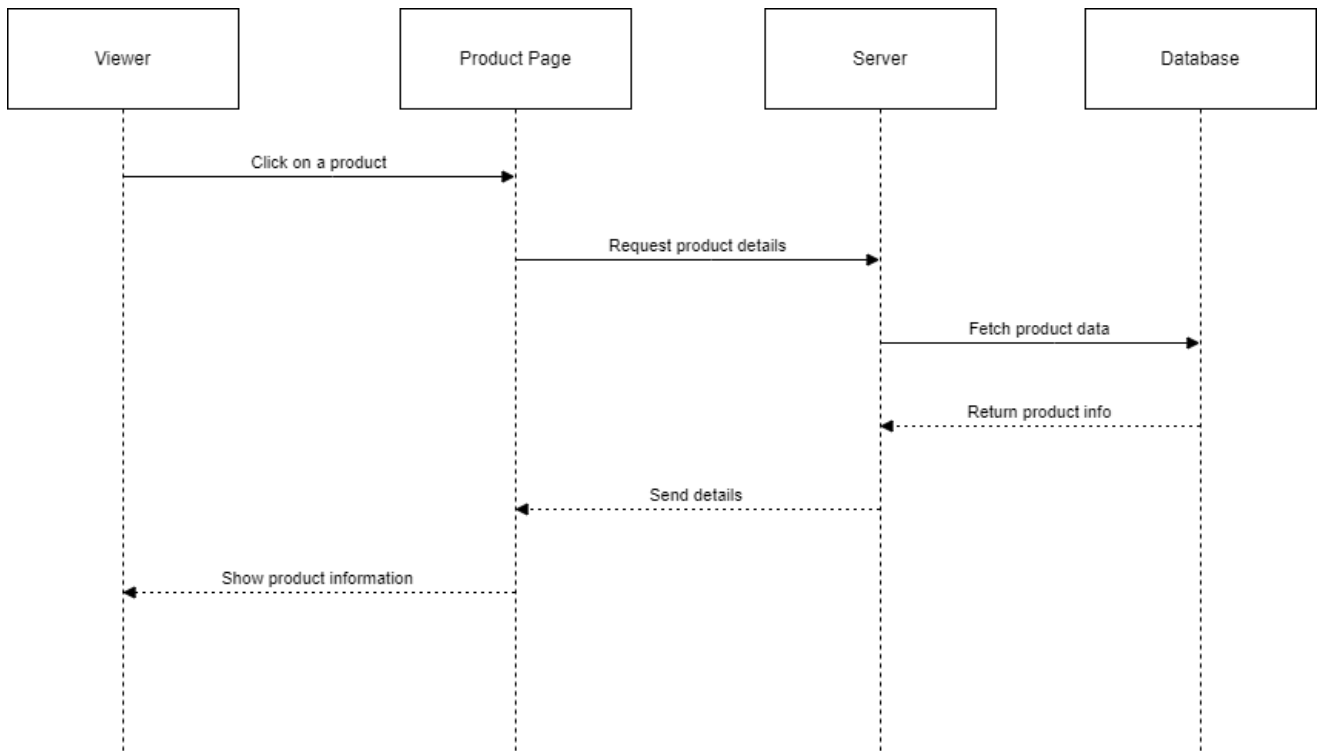
6. Assign Category:



7. Search & Filter:

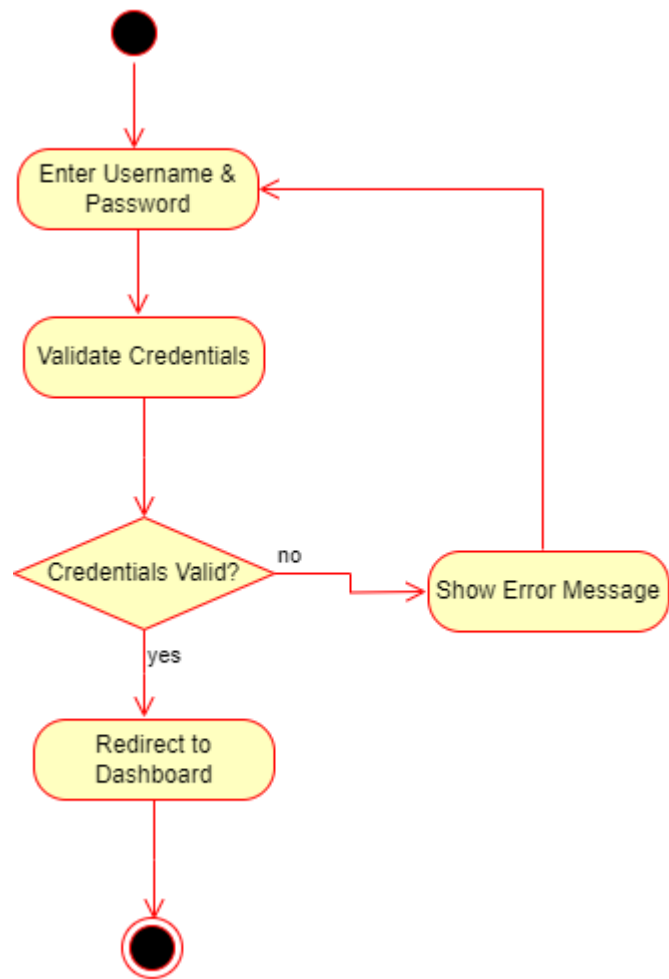


8. View Product Details (User Side):

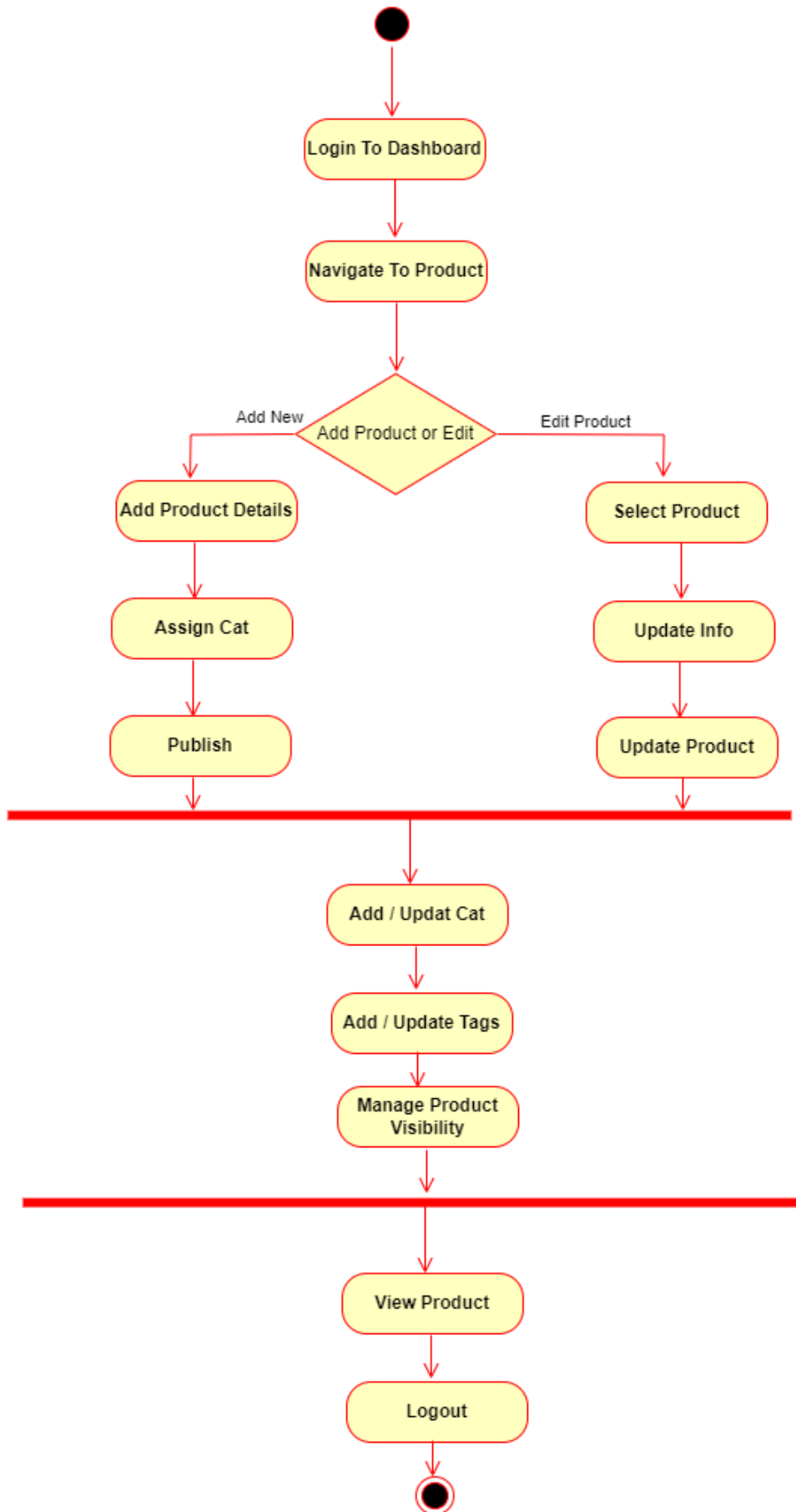


3.4 Activity Diagram:

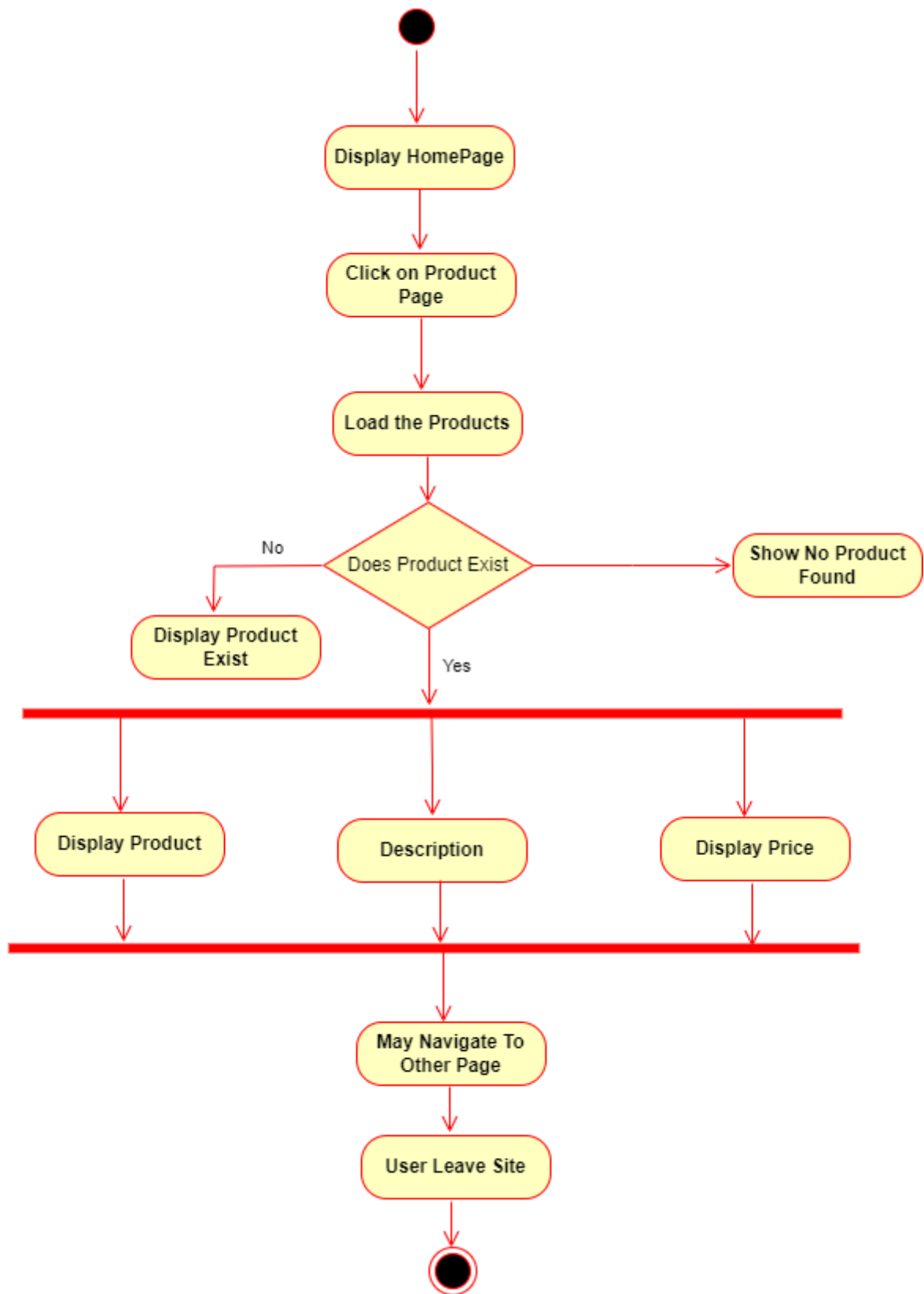
1. Admin Login:



2. Product:



3. Product Frontend:



3.5 Data

1.wp_posts

Field	Type	Null	Key	Default	Extra
ID	bigint(20) unsigned		PRI & IND Pt4		auto_increment
post_author	bigint(20) unsigned		IND	0	
post_date	datetime		IND Pt3	0000-00-00 00:00:00	
post_date_gmt	datetime			0000-00-00 00:00:00	
post_content	longtext				
post_title	text				
post_excerpt	text				
post_status	varchar(20)		IND PT2	publish	
comment_status	varchar(20)			open	
ping_status	varchar(20)			open	
post_password	varchar(20)				
post_name	varchar(200)		IND		
to_ping	text				
pinged	text				
post_modified	datetime			0000-00-00 00:00:00	
post_modified_gmt	datetime			0000-00-00 00:00:00	
post_content_filtered	longtext				
post_parent	bigint(20) unsigned		IND	0	
guid	varchar(255)				
menu_order	int(11)			0	
post_type	varchar(20)		IND Pt1	post	
post_mime_type	varchar(100)				
comment_count	bigint(20)			0	

2.wc_product_meta_lookup

Field	Type	Null	Key	Default	Extra
product_id	bigint(20)		Primary		
sku	varchar(100)	Yes		Empty string	
virtual	tinyint(1)	Yes	virtual	0	
downloadable	tinyint(1)	Yes	downloadable	0	
min_price	decimal(10,2)	Yes	min_max_price	Null	
max_price	decimal(10,2)	Yes	min_max_price	Null	
onsale	tinyint(1)	Yes	onsale	0	
stock_quantity	double	Yes	stock_quantity	Null	
stock_status	varchar(100)	Yes	stock_status	'instock'	
rating_count	bigint(20)	Yes		0	
average_rating	decimal(3,2)	Yes		0.00	
total_sales	bigint(20)	Yes		0	

3.wp_user

Field	Type	Null	Key	Default	Extra
ID	bigint(20) unsigned		PRI		auto_increment
user_login	varchar(60)		IND		
user_pass	varchar(64)				
user_nicename	varchar(50)		IND		
user_email	varchar(100)				
user_url	varchar(100)				
user_registered	datetime			0000-00-00 00:00:00	
user_activation_key	varchar(60)				
user_status	int(11)			0	
display_name	varchar(250)				

Field	Type	Null	Key	Default	Extra
term_taxonomy_id	bigint(20) unsigned		PRI		auto_increment
term_id	bigint(20) unsigned		UNI Pt1	0	
taxonomy	varchar(32)		UNI Pt2 & IND		
description	longtext				
parent	bigint(20) unsigned			0	
count	bigint(20)			0	

Indexes

Keyname	Type	Field
PRIMARY	PRIMARY	term_taxonomy_id
term_id_taxonomy	UNIQUE	term_id taxonomy
taxonomy	INDEX	taxonomy

Table: wp_termmeta

Field	Type	Null	Key	Default	Extra
meta_id	bigint(20) unsigned		PRI		auto_increment
term_id	bigint(20) unsigned		IND	0	
meta_key	varchar(255)	YES	IND	NULL	
meta_value	longtext	YES		NULL	

Indexes

Keyname	Type	Field
PRIMARY	PRIMARY	meta_id
term_id	INDEX	term_id
meta_key	INDEX	meta_key

Table: wp_terms

Field	Type	Null	Key	Default	Extra
term_id	bigint(20) unsigned		PRI		auto_increment
name	varchar(200)		IND		
slug	varchar(200)		MUL		
term_group	bigint(10)			0	

Indexes

Keyname	Type	Field
PRIMARY	PRIMARY	term_id
slug	UNIQUE	slug
name	INDEX	name

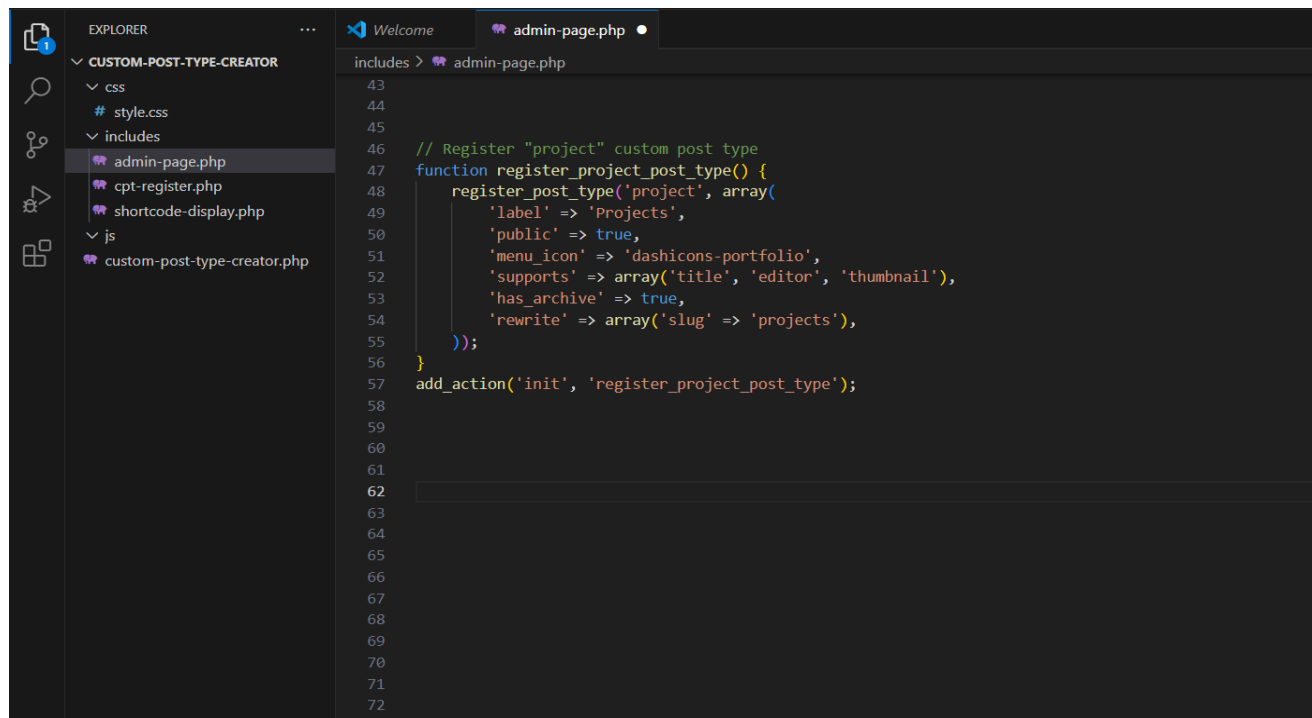
Keyname	Type	Field
PRIMARY	PRIMARY	ID
post_name	INDEX	post_name
type_status_date	INDEX	post_type post_status post_date ID
post_parent	INDEX	post_parent
post_author	INDEX	post_author

4. Development

4.1 Coding Standards

1. Register Custom Post Type

Add this in your theme's functions.php:

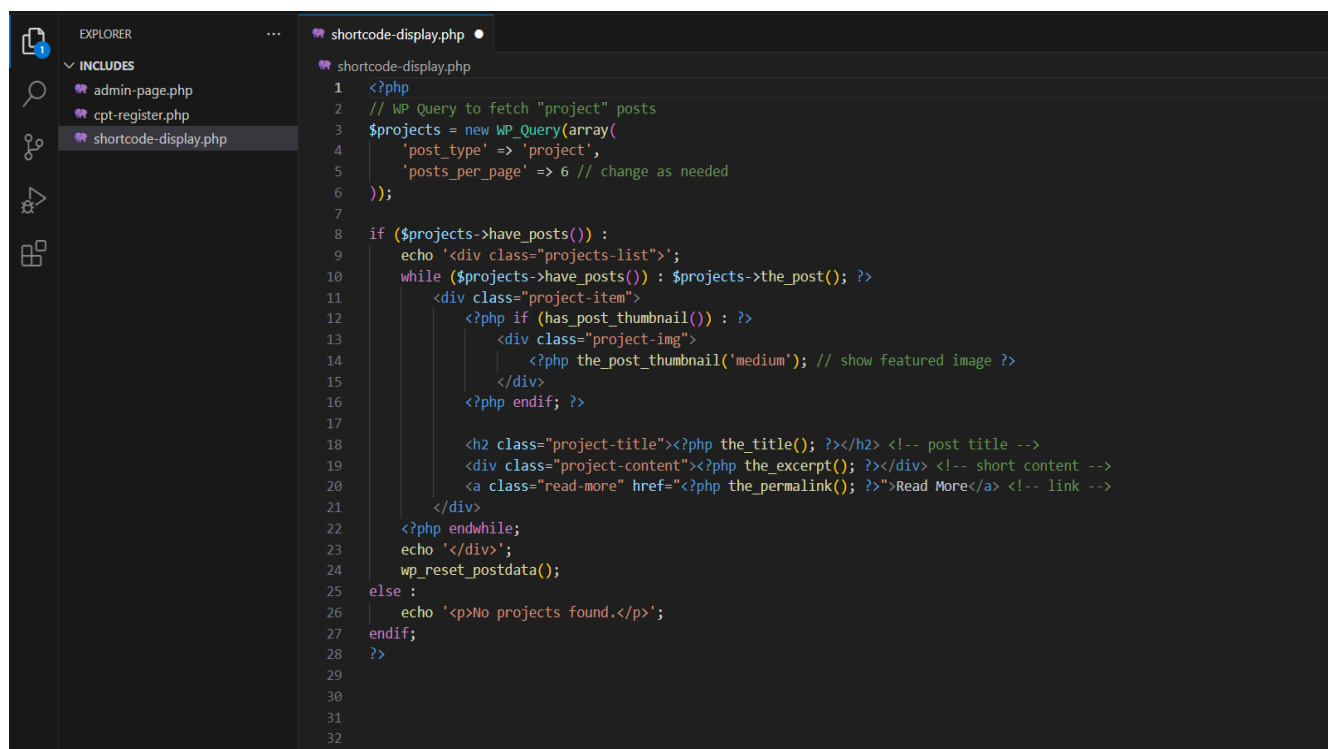


```
EXPLORER
  CUSTOM-POST-TYPE-CREATOR
    css
      style.css
    includes
      admin-page.php
      cpt-register.php
      shortcode-display.php
    js
      custom-post-type-creator.php

includes > admin-page.php
43
44
45
46 // Register "project" custom post type
47 function register_project_post_type() {
48     register_post_type('project', array(
49         'label' => 'Projects',
50         'public' => true,
51         'menu_icon' => 'dashicons-portfolio',
52         'supports' => array('title', 'editor', 'thumbnail'),
53         'has_archive' => true,
54         'rewrite' => array('slug' => 'projects'),
55     ));
56 }
57 add_action('init', 'register_project_post_type');
58
59
60
61
62
63
64
65
66
67
68
69
70
71
72
73
```

2. Display Projects on Frontend (Inside Template File or Shortcode)

Page template or use a shortcode wrapper if needed:



```
EXPLORER
  INCLUDES
    admin-page.php
    cpt-register.php
    shortcode-display.php

shortcode-display.php
1 <?php
2 // WP Query to fetch "project" posts
3 $projects = new WP_Query(array(
4     'post_type' => 'project',
5     'posts_per_page' => 6 // change as needed
6 ));
7
8 if ($projects->have_posts()) :
9     echo '<div class="projects-list">';
10    while ($projects->have_posts()) : $projects->the_post(); ?>
11        <div class="project-item">
12            <?php if (has_post_thumbnail()) : ?>
13                <div class="project-img">
14                    <?php the_post_thumbnail('medium'); // show featured image ?>
15                </div>
16            <?php endif; ?>
17
18            <h2 class="project-title"><?php the_title(); ?></h2> <!-- post title -->
19            <div class="project-content"><?php the_excerpt(); ?></div> <!-- short content -->
20            <a class="read-more" href="<?php the_permalink(); ?>">Read More</a> <!-- link -->
21        </div>
22    <?php endwhile;
23    echo '</div>';
24    wp_reset_postdata();
25 else :
26     echo '<p>No projects found.</p>';
27 endif;
28 ?>
29
30
31
32
33
```

3. How to Create a WordPress Theme

After setting up the staging area, follow these steps to create a WordPress theme from scratch using PHP, HTML5, and CSS3.

1. Create and Store the Template Files

Creating your own custom theme requires at least two templates. The `index.php` file displays content, while `style.css` manages the visual theme elements, like fonts.

However, most WordPress themes have additional template files defining the layout of specific website areas, like posts and pages. Here are some of the most common ones:

header.php – contains HTML displayed on top of your WordPress website.

footer.php – stores HTML that goes at the bottom of your website.

sidebar.php – generates sidebar elements.

functions.php – adds functionality to the theme, like WordPress widgets.

single.php – displays a single post, including custom types.

page.php – shows static content of a single page.

How to Create a WordPress Theme

Step 1. Create and Store the Template Files

Step 2. Set Up the Initial CSS Stylesheet

Step 3. Make the WordPress Theme Functional

Step 4. Build a Layout for Your Custom Theme

Step 5. Improve Your Design on the CSS Stylesheet



your-site.tld

Website created on: 2023-09-07

Upgrade

Admin Panel



Cloud Startup

Active

See details



Domain

Active

Manage



Shared Hostinger
Premium

Active

Manage



Daily backups

Enabled

Manage

Performance score

File manager

Databases

WordPress overview

Home > ... > wp-content > themes > My-Theme

Name ↑

Size

Last modified

Name ↑	Size	Last modified	
Images	—	in a few seconds	drwxr-xr-x
footer.php	0 B	2 minutes ago	-rwxr-xr-x
functions.php	0 B	a minute ago	-rwxr-xr-x
header.php	0 B	2 minutes ago	-rwxr-xr-x
index.php	0 B	2 minutes ago	-rwxr-xr-x
page.php	0 B	a few seconds ago	-rwxr-xr-x
sidebar.php	0 B	a minute ago	-rwxr-xr-x
single.php	0 B	a minute ago	-rwxr-xr-x

```
/*
```

```
Theme Name: My Theme
```

```
Author: Hostinger
```

```
Author URI: http://www.hostinger.com/tutorials
```

```
Description: My first responsive HTML5 theme
```

```
Version: 1.0
```

```
License: GNU General Public License v3 or later
```

```
License URI: http://www.gnu.org/licenses/gpl-3.0.html
```

```
*/
```

Themes 5

Add New

Search installed themes...

Help

Active: Blog Explorer

Customise

My Theme

Twenty Twenty-One

```

<?php
// This function enqueues the Normalize.css for use. The first parameter is a name for
the stylesheet, the second is the URL. Here we
// use an online version of the css file.
function add_normalize_CSS() {
    wp_enqueue_style( 'normalize-styles',
"https://cdnjs.cloudflare.com/ajax/libs/normalize/7.0.0/normalize.min.css");
}

add_action('wp_enqueue_scripts', 'add_normalize_CSS');

```

```

// Register a new sidebar simply named 'sidebar'
function add_widget_support() {
    register_sidebar( array(
        'name'          => 'Sidebar',
        'id'            => 'sidebar',
        'before_widget' => '<div>',
        'after_widget'  => '</div>',
        'before_title'  => '<h2>',
        'after_title'   => '</h2>',
    ) );
}

// Hook the widget initiation and run our function
add_action( 'widgets_init', 'add_widget_support' );

```

The screenshot displays the WordPress admin dashboard's 'Appearance' section. On the left, the 'Appearance' menu is expanded, and 'Widgets' is highlighted with a red box. The main content area is titled 'Themes' and shows 5 installed themes. A search bar is present with the text 'Search installed themes...'. Below the search bar, there is a large grid area for theme thumbnails. At the bottom of this grid, it says 'Active: My Theme' with a 'Customise' button. To the right, a preview of the 'Blog Explorer' theme is shown, featuring a blog post titled 'Brain Power Blueberry Smoothie' with a photo of a smoothie and a sandwich.

4. How to Customize WordPress Plugins

Create a Plugin Folder and File: greeting-plugin.php

```
<?php
/*
Plugin Name: Greeting Plugin
Plugin URI: http://yourwebsite.com/
Description: This is a simple plugin to display a greeting message
Version: 1.0
Author: Your Name
Author URI: http://yourwebsite.com/
License: GPL2
*/
```

```
function greeting_shortcode($atts) {
    $message = "Hello, welcome to my WordPress site!";
    return $message;
}
add_shortcode('greeting', 'greeting_shortcode');
```

Adding Functionality to Your Plugin. Add the following code to your 'greeting-plugin.php' file:



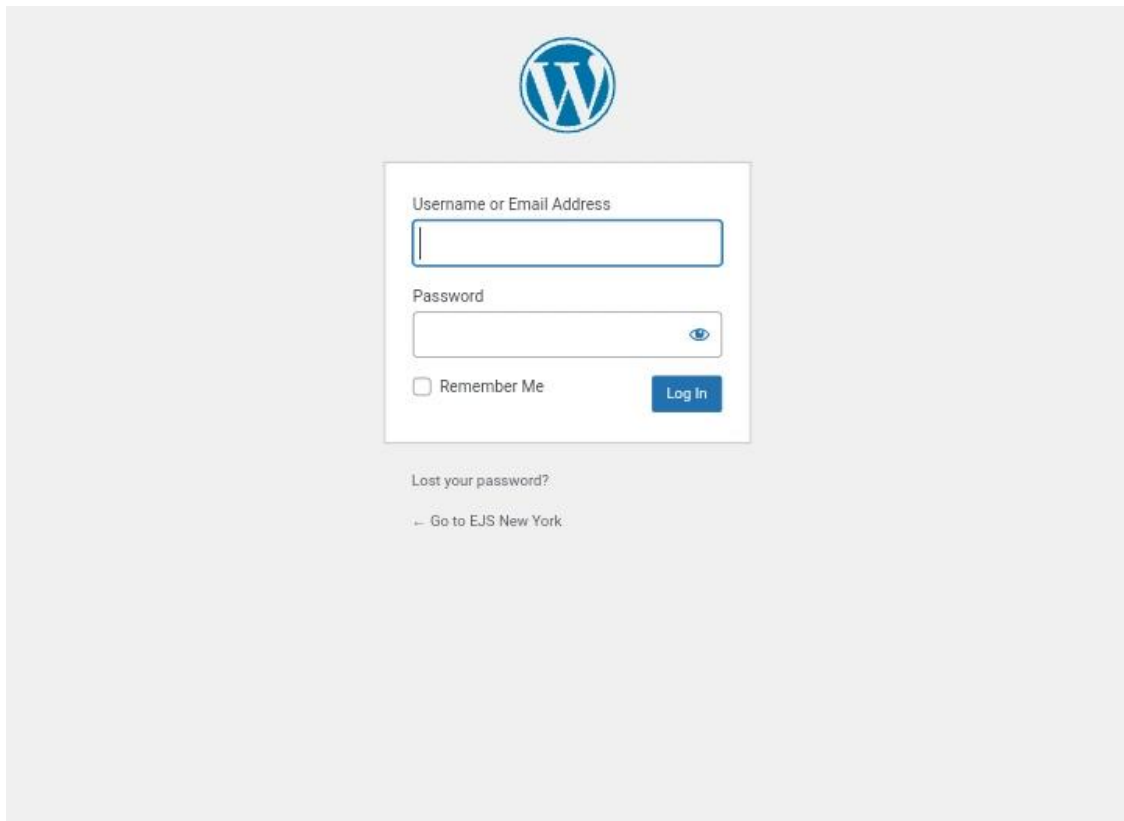
If you have a plugin in a .zip format, you may install or update it by uploading it here.

Choose File No file chosen

Install Now

4.2 Screen Shots

1. Login Page : Admin <https://ejsnewyork.com>



2. Assign Category In Post:

The screenshot shows the WordPress admin interface for adding a new project. The main content area is titled "Add New Projects" and contains a large text input field. Below the input field is an "Add Media" button and "Visual" and "Text" tabs. The right sidebar contains several panels: "Divi Page Settings", "Publish", "Content AI", and "Markets". The "Markets" panel is highlighted with a red box and contains a list of market categories with checkboxes:

- Commercial Office
- Education K-12
- Government & Public
- Healthcare
- High-rise Residential
- Higher Education & Research
- Hospitality & Retail
- Industrial

The left sidebar contains a navigation menu with the following items: WP Engine, Dashboard, WP Activity Log, Posts, Media, Pages, Comments, NitroPack, Projects (highlighted), All Projects, Add New Projects, Markets, Categories, Tags, Popup Maker, Leadership, Locations, Content Views, Rank Math SEO, WooCommerce, Products, Payments, Analytics, Marketing, Appearance, and Plugins.

3. Categories:

The screenshot shows the WordPress admin interface for managing 'Markets'. On the left, the sidebar menu includes 'WP Engine', 'Dashboard', 'WP Activity Log', 'Posts', 'Media', 'Pages', 'Comments', 'NitroPack', 'Projects', 'All Projects', 'Add New Projects', 'Markets', 'Categories', 'Tags', 'Popup Maker', 'Leadership', 'Locations', 'Content Views', 'Rank Math SEO', 'WooCommerce', 'Products', 'Payments', 'Analytics', 'Marketing', and 'Appearance'. The 'Markets' menu item is highlighted with a red box.

The main content area is titled 'Markets' and includes a search bar and a 'Search Market' button. Below this is a table with 12 items. The table has columns for 'Name', 'Description', 'Slug', and 'Count'. A red box highlights the table content.

Name	Description	Slug	Count
Commercial Office	—	commercial-office	17
Education K-12	—	education-k-12	8
Government & Public	—	government-public	3
Healthcare	—	healthcare	26
High-rise Residential	—	high-rise-residential	59
Higher Education & Research	—	higher-education-research	14
Hospitality & Retail	—	hospitality-retail	33
Industrial	—	industrial	1
Laboratories & Biopharmaceutical	—	laboratories-biopharmaceutical	12
Leisure	—	leisure	8
Liturgical	—	liturgical	0
Mission Critical	—	mission-critical	4

4. CRUD:

The screenshot shows a WordPress admin dashboard for 'EIS New York'. The main content area displays a list of projects under the heading 'Projects'. The list includes columns for Title, Author, Markets, Project Categories, Project Tags, Date, and SEO Details. A red box highlights the 'West End Labs' project row, which has a score of 72/100. The highlighted row includes a menu of actions: 'Edit | Quick Edit | Trash | View | Duplicate This | Instant Indexing | Submit Page | Instant Indexing | Google Update | Instant Indexing | Google Get Status | Instant Indexing | Submit to IndexNow | Update image attributes'. Other projects listed include 'Rose Hill', 'Continuum55', 'One Blue Slip', and 'Astoria West'.

Bulk actions	Apply	All dates	Rank Math	Filter								
<input type="checkbox"/>	Title	Author	Markets	Project Categories	Project Tags	Date	SEO Details					
<input type="checkbox"/>	Rose Hill — Divi	Jeff Huang	High-rise Residential	—	—	Published 2025/03/06 at 10:10 am	69 / 100 Keyword: Rose Hill Schema: Off Links: 0 0 0 0					
<input type="checkbox"/>	West End Labs — Divi	Jeff Huang	Laboratories & Biopharmaceutical	—	—	Published 2025/03/05 at 10:13 am	72 / 100 Keyword: west end labs Schema: Off Links: 0 0 0 0					
<input type="checkbox"/>	Continuum55 — Draft, Divi	Jeff Huang	High-rise Residential	—	—	Last Modified 2025/03/04 at 9:07 am	53 / 100 Keyword: One blue slip Schema: Off Links: 0 0 0 0					
<input type="checkbox"/>	One Blue Slip — Divi	Jeff Huang	High-rise Residential	—	—	Published 2025/02/27 at 3:14 pm	53 / 100 Keyword: One blue slip Schema: Off Links: 0 0 0 0					
<input type="checkbox"/>	Astoria West — Divi	Jeff Huang	High-rise Residential	—	—	Published 2025/02/12 at 8:45 am	54 / 100 Keyword: astoria west					

5. Custom Content:

The screenshot shows the WordPress admin interface for a user named 'Howdy, Astonizic Dev team'. The main content area displays a list of projects under the heading 'Projects'. The table has the following columns: Title, Author, Markets, Project Categories, Project Tags, Date, and SEO Details. Five columns are highlighted with red boxes: Title, Author, Markets, Project Categories, and Project Tags. The table contains five rows of project data. The left sidebar shows the 'Projects' menu item highlighted in blue, and the 'Add New Projects' link is also highlighted in red. The 'Markets' link in the sidebar is also highlighted in red.

<input type="checkbox"/>	Title	Author	Markets	Project Categories	Project Tags	Date	SEO Details
<input type="checkbox"/>	Rose Hill — Divi	Jeff Huang	High-rise Residential	—	—	Published 2025/03/06 at 10:10 am	69 / 100 Keyword: Rose Hill Schema: Off Links: 0 0 0
<input type="checkbox"/>	West End Labs — Divi	Jeff Huang	Laboratories & Biopharmaceutical	—	—	Published 2025/03/05 at 10:13 am	72 / 100 Keyword: west end labs Schema: Off Links: 0 0 0
<input type="checkbox"/>	Continuum55 — Draft, Divi	Jeff Huang	High-rise Residential	—	—	Last Modified 2025/03/04 at 9:07 am	53 / 100 Keyword: One blue slip Schema: Off Links: 0 0 0
<input type="checkbox"/>	One Blue Slip — Divi	Jeff Huang	High-rise Residential	—	—	Published 2025/02/27 at 3:14 pm	53 / 100 Keyword: One blue slip Schema: Off Links: 0 0 0
<input type="checkbox"/>	Astoria West — Divi	Jeff Huang	High-rise Residential	—	—	Published 2025/02/12 at 8:45 am	54 / 100 Keyword: astoria west

6. Dashboard:

The screenshot displays the WordPress dashboard for the user 'ejsnewyork.com/wp-admin/'. The dashboard includes a sidebar with navigation options such as Home, Updates, WP Activity Log, Posts, Media, Pages, Comments, NitroPack, Projects, Popup Maker, Leadership, Locations, Content Views, Rank Math SEO, WooCommerce, Products, Payments, Analytics, Marketing, Appearance, Plugins, Users, and Tools.

The main content area features several widgets:

- Rank Math Overview:** A summary widget showing analytics for the last 30 days. It includes a 'Total Impressions' widget with a value of 0 and a 'Total Clicks' widget with a value of 0. Below these are 'Total Keywords' (0) and 'Average Position' (0).
- Redirections:** A widget showing a 'Redirection Count' of 1 and 'Redirection Hits' of 2.
- Latest Blog Posts from Rank Math:** A list of three posts:
 - Content AI 2.0: Introducing AI SEO Inside WordPress
 - Win a Free iPhone 16 Pro Max (Rank Math Giveaway)
 - 5 Best Rewording Tools for Flawless Content
- Quick Draft:** A form for creating a new draft, with fields for 'Title' and 'Content' (containing the placeholder text 'What's on your mind?'). A 'Save Draft' button is located below the content field.

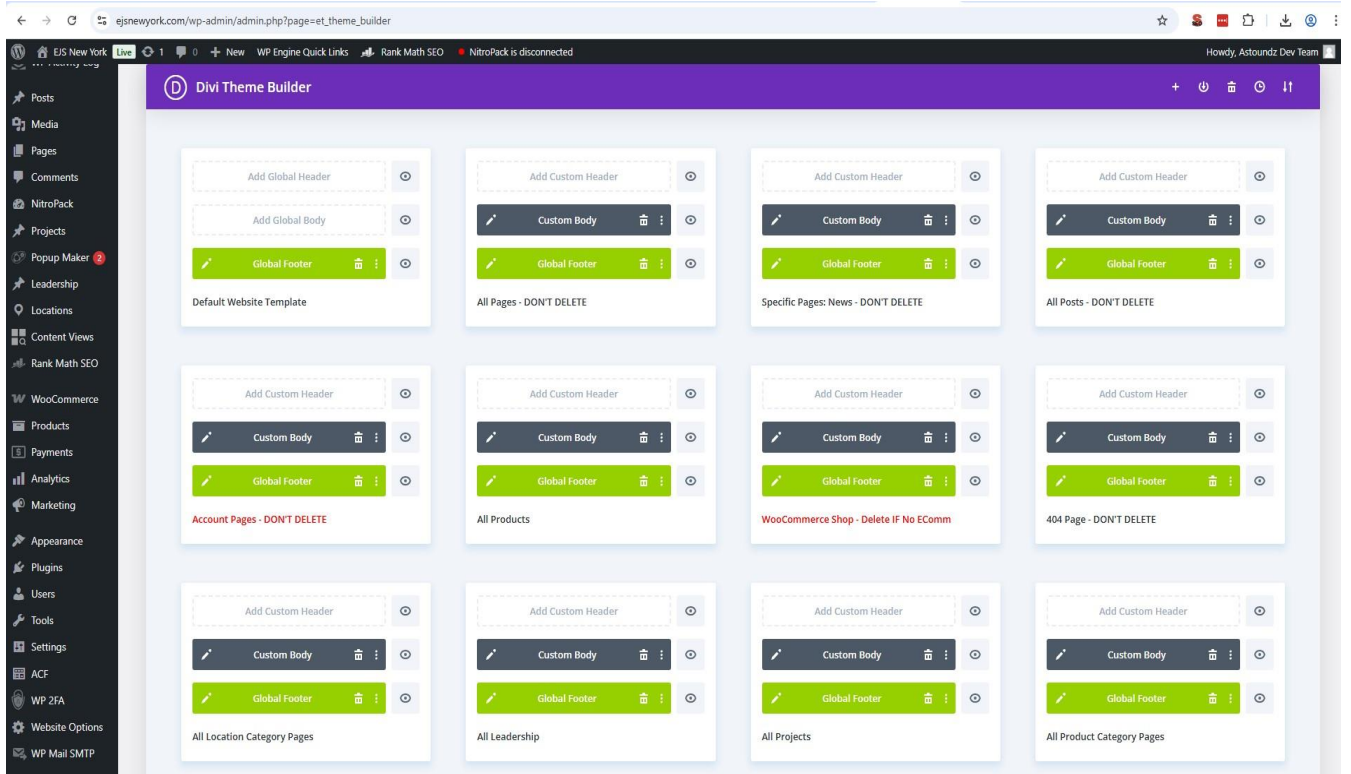
At the bottom of the dashboard, there is a 'WP Mail SMTP' widget.

7. Pages:

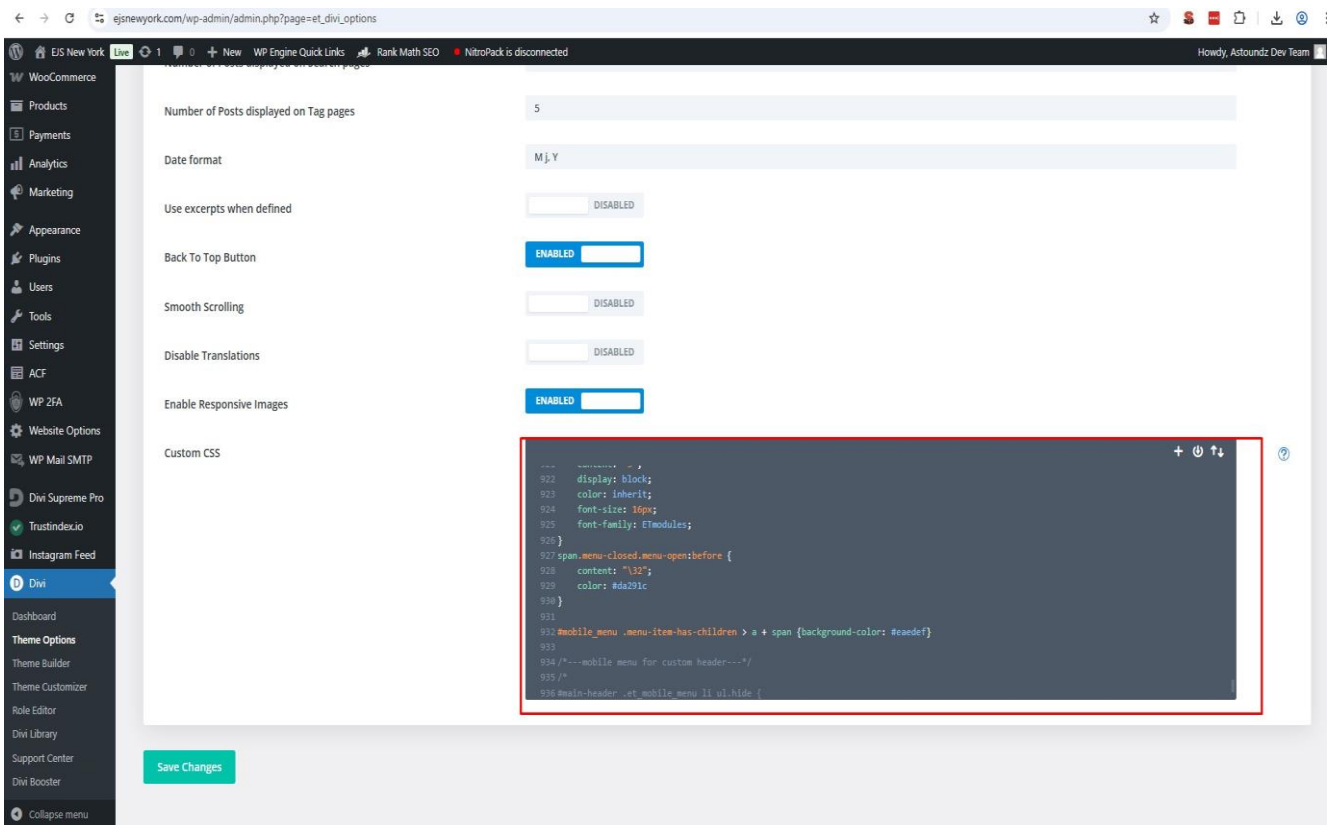
The screenshot displays the WordPress Pages management interface. The left sidebar contains navigation options such as WP Engine, Dashboard, WP Activity Log, Posts, Media, Pages (highlighted), All Pages, Comments, NitroPack, Projects, Popup Maker, Leadership, Locations, Content Views, Rank Math SEO, WooCommerce, Products, Payments, Analytics, Marketing, Appearance, Plugins, Users, and Tools. The main content area shows a list of pages with columns for Title, Author, Date, and SEO Details. The pages listed are:

Title	Author	Date	SEO Details
A Premier HVAC Equipment Integrator in the New York Region — Divi	Astoundz	Published 2020/06/03 at 6:17 pm	85 / 100 Keyword: ejs Schema: Off Links: 10 0 4
Building Automation New York City — Divi	Astoundz Dev Team	Published 2024/07/04 at 10:53 pm	71 / 100 Keyword: Building Automation New York Schema: Article Links: 1 1 0
Building Energy Management Systems New York City — Divi	Astoundz Dev Team	Published 2024/07/05 at 3:57 am	N/A Keyword: Not Set Schema: Article Links: 2 1 0
Commercial HVAC Installation New York City — Divi	Astoundz Dev Team	Published 2024/07/05 at 1:16 am	64 / 100 Keyword: HVAC Installation New York Schema: Article Links: 1 1 0
Contact — Divi	Astoundz	Published 2020/06/05 at 5:33 pm	67 / 100 Keyword: contact Schema: Off Links: 0 2 24
Custom Air Handling Units — Divi	Astoundz Dev Team	Published 2024/07/05 at 2:00 am	N/A Keyword: Not Set Schema: Article

9. Theme Template



10. Custom CSS



The screenshot shows the Divi theme options page in a browser. The left sidebar contains various settings categories, with 'Divi' selected. The main content area lists several options, including 'Number of Posts displayed on Tag pages' (set to 5), 'Date format' (set to M, J, Y), 'Use excerpts when defined' (DISABLED), 'Back To Top Button' (ENABLED), 'Smooth Scrolling' (DISABLED), 'Disable Translations' (DISABLED), and 'Enable Responsive Images' (ENABLED). The 'Custom CSS' field is highlighted with a red border and contains the following CSS code:

```
922 display: block;
923 color: inherit;
924 font-size: 16px;
925 font-family: Etmodes;
926 }
927 span.menu-closed.menu-open:before {
928 content: "\32";
929 color: #da291c;
930 }
931
932 #mobile_menu .menu-item-has-children > a + span {background-color: #eaeef;
933
934 /*---mobile menu for custom header---*/
935 /*
936 #main-header .et-mobile-menu li ul li a {
```

A 'Save Changes' button is located at the bottom left of the options panel.

5. Agile Documentation

5.1 Agile Project Charter

The Agile Project Charter defines the core aspects of the project, outlining its objectives, stakeholders, and execution plan using Agile methodologies.

1. Project Name

Product & Project Management System

2. Project Vision & Goals

- To develop an efficient product display and project showcase system using WordPress.
- To provide a user-friendly interface for customers to explore products based on categories and filters.
- To ensure scalability and future expansion with additional functionalities like e-commerce integration.

3. Business Need & Justification

- The current system lacks an organized way to display products and their applications.
- A structured WordPress-based system will enhance product visibility, improve customer engagement, and streamline management.

4. Key Stakeholders

- **Product Owners** – Business owners and administrators managing product details.
- **Development Team** – WordPress developers, designers, and content managers.
- **End Users** – Customers and clients looking for machine tools and parts.
- **Marketing & SEO Team** – Responsible for optimizing product visibility.

5.2 Agile Product Roadmap

Month	Planned Tasks	Detailed Breakdown
December 2024 (Starting 16th)	Project Setup & Environment Configuration	<ul style="list-style-type: none"> - Requirement Gathering & Analysis - Local WordPress Environment Setup - Install WooCommerce Plugin - Create Project Folder Structure - Initial DB Structure Planning
January 2025	Product Dashboard Development	<ul style="list-style-type: none"> - Design Template Setup - Create Product List Page (Backend) - Add Product Edit Page (Admin) - Integrate Custom Fields for Products - Setup Roles (Admin Only) - Test Dashboard Layout
February 2025	Product Category & Tag Management	<ul style="list-style-type: none"> - Create Category Listing UI - Add/Edit/Delete Category Backend Logic - Link Categories to Products - Add WooCommerce Tag Support - Validate Category Filters - Integrate with Dashboard - Testing & Review
March 2025	Custom Plugin Development	<p>CPT Manager Plugin:</p> <ul style="list-style-type: none"> - Plugin Structure Setup - Media Upload UI - Plugin Shortcode Creation - Testing
April 2025	Testing, Review & Finalization	<ul style="list-style-type: none"> - End-to-End Functional Testing - Plugin Compatibility Checks - Minor UI Fixes & Adjustments - Documentation Drafting - Prepare Demo for Submission - Deployment & Backup - Final Review with Mentor/Guide

5.3 Agile Project Plan

Task Name	Responsible Team Member	Start Date	End Date	Duration (Days)	Status
Requirement Gathering	Team	Dec 16, 2024	Dec 20, 2024	5	Completed
WordPress & WooCommerce Setup	Riya	Dec 21, 2024	Dec 29, 2024	9	Completed
Dashboard Page Design	Riya	Dec 30, 2024	Jan 5, 2025	7	Completed
Admin Dashboard Template Setup	Team	Jan 6, 2025	Jan 10, 2025	5	Completed
Custom Post Types (Project & System)	Team	Jan 11, 2025	Jan 15, 2025	5	Completed
Product Data Entry (100+ Products)	Team	Jan 16, 2025	Jan 25, 2025	10	Completed
Product Images & Descriptions Setup	Riya	Jan 26, 2025	Jan 31, 2025	6	Completed
Category Management Setup	Riya	Feb 1, 2025	Feb 5, 2025	5	Completed
Custom Plugin: CPT Manager	Team	Feb 6, 2025	Feb 25, 2025	10	Completed
Product Testing & Review	Team	Feb 26, 2025	Mar 2, 2025	5	Completed
UI & UX Improvements	Ritika	Mar 3, 2025	Mar 7, 2025	5	Completed
Final Testing & Bug Fixes	Team	Mar 8, 2025	Mar 15, 2025	8	Completed
Documentation	Team	Mar 16, 2025	Mar 20, 2025	5	Completed
Deployment & Backup	Riya	Apr 7, 2025	Apr 10, 2025	4	Completed
Final Review	Team	Apr 11, 2025	Apr 14, 2025	4	Completed
Project Closure	Team	Apr 15, 2025	Apr 18, 2025	4	Completed

5.4 Agile User Stories

User Story ID	User Type	Desired Action	Goal or Benefit
US01	Admin	Add a new product to the product catalog	Ensure new products are available for customers to view
US02	Admin	Update details of an existing product	Maintain accurate, up-to-date product information for customers
US03	Site Visitor	Search for a product using filters or categories	Quickly find and inquire the desired product
US04	Site Visitor	Browse through product manufacturers	Explore the products by their manufacturers

5.5 Agile Release Plan

Task Name	Start Date	End Date	Duration (Days)	Status	Release Date
Requirement Gathering	Dec 16, 2024	Dec 20, 2024	5	Completed	Dec 20, 2024
WordPress & WooCommerce Setup	Dec 21, 2024	Dec 29, 2024	9	Completed	Dec 29, 2024
Dashboard Page Design	Dec 30, 2024	Jan 5, 2025	7	Completed	Jan 5, 2025
Admin Dashboard Template Setup	Jan 6, 2025	Jan 10, 2025	5	Completed	Jan 10, 2025
Custom Post Types (Project & System)	Jan 11, 2025	Jan 15, 2025	5	Completed	Jan 15, 2025
Product Data Entry (100+ Products)	Jan 16, 2025	Jan 25, 2025	10	Completed	Jan 25, 2025
Product Images & Descriptions Setup	Jan 26, 2025	Jan 31, 2025	6	Completed	Jan 31, 2025
Category Management Setup	Feb 1, 2025	Feb 5, 2025	5	Completed	Feb 5, 2025
Custom Plugin: CPT Manager	Feb 6, 2025	Feb 15, 2025	10	Completed	Feb 15, 2025
Product Testing & Review	Feb 26, 2025	Mar 2, 2025	5	Completed	Mar 2, 2025
UI & UX Improvements	Mar 3, 2025	Mar 7, 2025	5	Completed	Mar 7, 2025
Final Testing & Bug Fixes	Mar 8, 2025	Mar 15, 2025	8	Completed	Mar 15, 2025
Documentation	Mar 16, 2025	Mar 20, 2025	5	Completed	Mar 20, 2025
Deployment & Backup	Apr 7, 2025	Apr 10, 2025	4	Completed	Apr 10, 2025
Final Review with Stakeholder	Apr 11, 2025	Apr 14, 2025	4	Completed	Apr 14, 2025
Project Closure & Handover	Apr 15, 2025	Apr 18, 2025	4	Completed	Apr 18, 2025

5.6 Agile Test Plan

Project Name: HR Management System

Tested By: Riya , Ritika Katariya

Browser: Google Chrome/Fire fox

Serial Number	Date Tested	Task Name (What was tested)	Status (Completed Successfully)	Yes/No
1	Dec 21, 2024	WordPress & WooCommerce Setup	Completed Successfully	Yes
2	Jan 5, 2025	Dashboard Page Design	Completed Successfully	Yes
3	Jan 15, 2025	Custom Post Types (Project & System)	Completed Successfully	Yes
4	Jan 25, 2025	Product Data Entry (100+ Products)	Completed Successfully	Yes
5	Jan 31, 2025	Product Images & Descriptions Setup	Completed Successfully	Yes
6	Feb 5, 2025	Category Management Setup	Completed Successfully	Yes
7	Feb 15, 2025	Custom Plugin: CPT Manager	Completed Successfully	Yes
9	Mar 2, 2025	Product Testing & Review	Completed Successfully	Yes
10	Mar 7, 2025	UI & UX Improvements	Completed Successfully	Yes
11	Mar 15, 2025	Final Testing & Bug Fixes	Completed Successfully	Yes
12	Mar 20, 2025	Documentation	Completed Successfully	Yes
13	Apr 10, 2025	Deployment & Backup	Completed Successfully	Yes
14	Apr 14, 2025	Final Review with Stakeholder	Completed Successfully	Yes
15	Apr 18, 2025	Project Closure & Handover	Completed Successfully	Yes

5.7 Agile Sprint backlog

The Sprint Backlog a list of tasks identified by the Scrum team to be completed during Sprint. During the sprint planning meeting, the team selects some number of product backlog items, usually in the form of user stories and identifies the tasks necessary each user story.

Task Name	Story (Yes/No)	Sprint Ready (Yes/No)	Priority	Status	Assigned To	Sprint
WordPress & WooCommerce Setup	Yes	Yes	High	Complete	Team	Sprint 1
Dashboard Page Design	Yes	Yes	High	Complete	Team	Sprint 1
Custom Post Types (Project & System)	Yes	Yes	Medium	Complete	Team	Sprint 1
Add Product Data (100+ Products)	Yes	Yes	High	Complete	Team	Sprint 2
UI & UX Improvements	Yes	Yes	Medium	Complete	Team	Sprint 2
Product Testing & Review	Yes	Yes	High	Complete	Team	Sprint 3
Final Testing & Bug Fixes	Yes	Yes	High	Complete	Team	Sprint 3
Documentation	Yes	Yes	Low	Complete	Team	Sprint 3

5.8 Value and Burn Charts

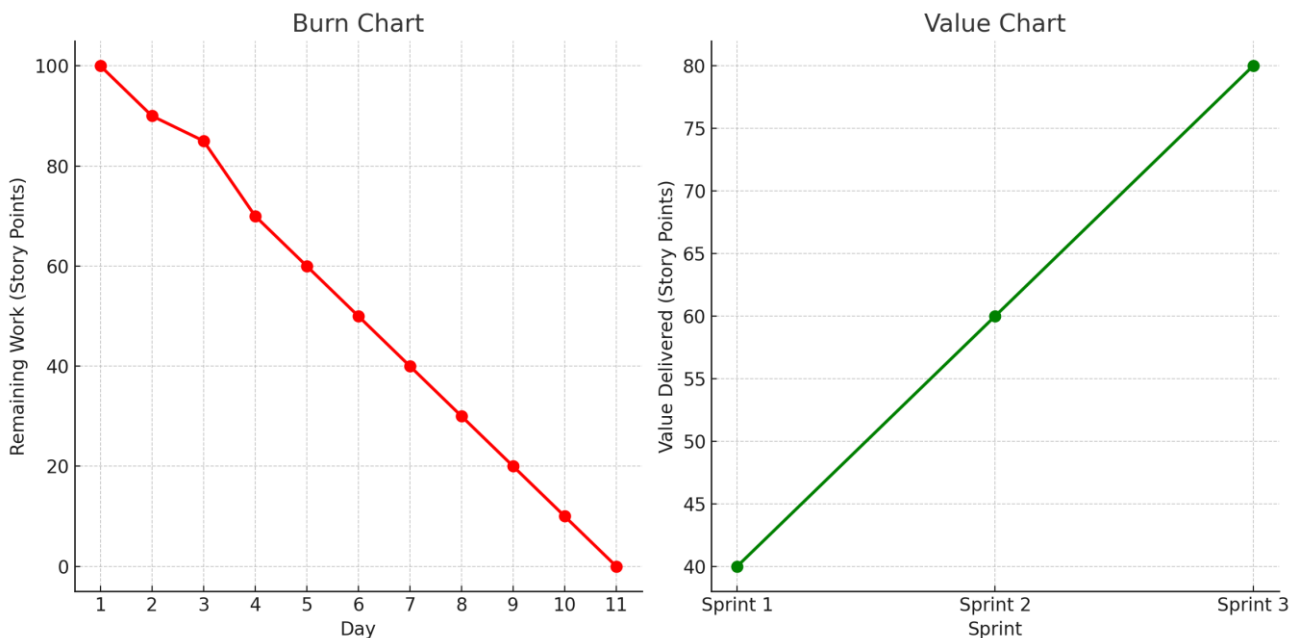
1. Burn Chart

A **Burn Chart** (often referred to as a **Burndown Chart**) shows the work completed (burned) versus the total work that remains during the course of a sprint or project. It helps teams visualize their progress and see if they're on track to complete the project within the allotted time.

Burn Chart Components:

- **X-axis:** Time (usually in days of the sprint or project timeline).
- **Y-axis:** Remaining work (this could be in hours, story points, or tasks).

The chart shows a line that represents the total amount of work remaining, with the line ideally trending downward as work is completed.



6. Proposed Enhancements

- **Advanced User Dashboard Integration**

Implement a customized user dashboard with access to profile management, saved products, plugin features, and personalized notifications to improve user experience and engagement.

- **Enhanced Plugin Features with Analytics**

Upgrade existing custom plugins (Media Pro Manager and Social Media Manager) to include real-time analytics, usage reports, and content scheduling features to offer more control to admins.

- **Full WooCommerce Checkout System with Payment Integration**

Extend WooCommerce functionality by adding secure checkout, user login restriction before purchase, and integrating PayPal sandbox and Cash on Delivery (COD) options for a complete e-commerce experience.

7. Conclusion

The eJs New York WordPress project demonstrates a practical implementation of a dynamic content-driven site using custom plugins and WooCommerce. By focusing on modular development, clean UI, and extensible architecture, the project effectively showcases how WordPress can be transformed into a powerful CMS platform tailored to specific client needs. With the proposed enhancements, the website can evolve into a fully functional commercial platform with better user experience, performance, and interactivity.

A Final Message

"A powerful website doesn't have to be complex. With the right tools, we built something future-proof and effective!"



9. Bibliography

- WordPress Developer Handbook – <https://developer.wordpress.org/>
- WooCommerce Documentation – <https://woocommerce.com/documentation/>
- PHP Manual – <https://www.php.net/manual/en/>
- Stack Overflow – <https://stackoverflow.com/>
- PayPal Developer Docs – <https://developer.paypal.com/>