SNAPSHOP

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Abstract

SnapShop is an e-commerce platform that is revolutionizing online shopping by adding short-form video content (similar to Instagram Reels and TikTok). The platform allows users to search for and purchase a variety of products, such as clothes and shoes, through interactive shopping videos. Key features include embedding "Buy Now" and "Add to Cart" options within video clips to simplify the purchasing process and increase user engagement when purchasing. The platform provides effective integration without affecting website performance using a variety of video displays, including autoplay carousels and product-specific video guides. SnapShop's video widget has been speed-tested using tools like Google Insights and GT-Metrix to ensure optimal page load times. Integration of user-generated content (UGC) videos from Instagram and TikTok. This allows retailers to deliver a genuine customer experience. With built-in support for Shopify's various currencies and geographic features, SnapShop delivers customized products to users around the world. SnapShop also helps improve SEO by increasing user engagement and interaction time, making it a go-to solution for today's eCommerce business.

Keywords -Ecommerce Intergration, Social media content, modern Ecommerce solution

INTRODUCTION

In the quickly advancing scene of e-commerce, shopper engagement plays a significant part within the victory of online retail stages. SnapShop is an inventive e- commerce site planned to improve the shopping encounter by joining short-form, intelligently recordings comparative to those popularized by stages like Instagram Reels and TikTok. This novel approach not as it were captures the consideration of clients but moreover consistently combines amusement with commerce.

SnapShop offers a smooth and instinctive interface, empowering clients to investigate a wide run of items, counting clothing, shoes, and adornments, through locks in, shoppable video substance. The platform's one of a kind plan highlights intuitively components such as Purchase Presently and Include to Cart buttons implanted within videos, permitting clients to create buys straightforwardly from the substance they see. This integration of video and commerce streamlines the shopping prepare and increments client engagement, making it a capable apparatus for advancements and conversions.

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The stage moreover bolsters the simple moment of Client-Produced Substance (UGC) from social media channels,

cultivating realness and believe among buyers. Moreover, SnapShop is optimized for execution, guaranteeing that video widgets don't influence page stack speeds, as

verified by apparatuses like Google Experiences and GT-Metrix. The compatibility with Shopify multi-currency and Geolocation highlights advance improves the platform's worldwide openness and client experience.

Through this combination of video substance and ecommerce, SnapShop not as it were increments the time clients spend on the location but moreover boosts SEO execution, making it a comprehensive arrangement for cutting edge online retailers looking to grow their reach and upgrade client interaction.

Objectives

This paper points to:

Integrate short-form video substance from stages like TikTok and Instagram into an e-commerce site for consistent item disclosure and purchasing.

Develop a user-friendly interface with intelligently highlights such as clickable video carousels, "Include to Cart," and "Purchase Presently" choices straightforwardly implanted inside the recordings to upgrade the online shopping experience.

Evaluate the affect of shoppable recordings on customer engagement and transformation rates by following client interaction with recordings and observing measurements like sees, likes, and buy actions.

Review past ponders that have investigated the utilize of video substance in e-commerce, particularly centering on shoppable recordings, user-generated substance (UGC), and execution optimization strategies.

Provide a establishment for future inquire about on the integration of video-driven commerce, multi-currency bolster, geolocation, and SEO optimization to make strides worldwide reach and online retail success.

In this segment, the paper portrays earlier investigate works on the advancement of e-commerce stages, especially those joining video components and social media substance, and their affect on client engagement and deals.

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LITERATURE SURVEY

The integration of short-form video content into e-commerce platforms represents a major change in online sales. Recent studies show the effectiveness of visual content in driving user engagement and increasing conversions. According to [1], platforms like Instagram and TikTok have made shortform videos popular, providing a good way to showcase products and capture consumers' attention. Trusted brands and authenticity are important in online shopping. Research by [2] shows that consumers are more likely to engage with and purchase products recommended by real users through UGC because it is relevant and trustworthy. SnapShop has capitalized on this by integrating UGC directly into the shopping experience, increasing customer loyalty. As noted in [3], websites with video content will have more engagement, which will have a positive impact on SEO rankings. SnapShop's strategy of embedding autoplay videos is designed to increase the time users spend on the platform, thus improving SEO performance. According to [4], maintaining page speed is important for user retention and conversion rate. SnapShop has addressed this issue by ensuring that video widgets are optimized for speed, while also ensuring that the impact on the work page is minimal. . [5] and other studies have shown that providing local information through features such as multi-values and geolocation can increase user satisfaction and expand commerce on the platform. SnapShop integrates with many of Shopify's benefits and campaigns, making it easy to market to different audiences ..

SYSTEM IMPLEMENTATION

SnapShop is designed to use a variety of modern technologies to create an integrated eCommerce platform. The front-end is built with React.js along with HTML5, CSS3, and JavaScript to provide responsive user interaction. This technology enables seamless content like auto-play video carousels and seamless navigation, enabling effective marketing. The back-end uses Node.js and Express.js to manage external processing and data management, while MongoDB is used to store product data, user data, and video metadata to ensure usability and reliability. Integration is at the heart of SnapShop, supporting the delivery of usergenerated content (UGC) from platforms like Instagram and TikTok via its APIs. The platform embeds these videos using HTML5 video content, ensuring they play well across devices. ECommerce is enhanced with Shopify's API for managing product listings, inventory, and orders. The goal is to create a template for the vectorized vectorizer (count vectorizer vs tfidf vectorizer) and choose which format to use (title vs full text). Now, the next step is to extract the best features for the count vectorizer or tfidf vectorizer. This is done using n number of words and/or phrases (low number or not), usually skipping pauses in the use of a common word. Using words like "the", "when" and "there" and using only words that occur in at least one term given in the text. Our project, which can be easily accessed from the internet, is not very difficult compared to the previous available software and can be used even by people who do not know how to use computers.

It also shows bugs that are embedded in the information and take less time to record for a particular course. or organization. Its design is attractive, takes up little space and is very easy to use.

DATASET DESIGN

The SnapShop platform is supported by various datasets that handle essential aspects such as product details, user information, and video content. The Product Dataset includes details like product ID, name, category, price, stock quantity, and media links (images and videos). This dataset ensures smooth management of the products available on the platform and supports functionalities like the Buy Now and Add to Cart options. The User Dataset stores customer-specific data, such as user ID, email, order history, location, and wishlist, to enable personalized shopping experiences and facilitate customer interaction. Additionally, the Video Dataset manages User-Generated Content (UGC) imported from platforms like Instagram and TikTok, linking videos to products and tracking user engagement metrics. To ensure optimal performance and security, SnapShop collects data related to Page Load Times, Security Logs, and Transaction Data. These datasets help monitor the platform's performance across various devices, track potential security issues like failed login attempts, and securely store transaction details for payment processing and shipping. By effectively managing these datasets, SnapShop provides a secure, responsive, and personalized shopping experience, while also enabling the integration of video content and enhancing user engagement.

ACCURACY

SnapShop authenticity is crucial to ensuring business consistency and trust. To ensure the system is working properly, we use a variety of performance indicators to measure its effectiveness in areas such as video sharing and marketing. Look for the following metrics: views, clicks, and actual purchases resulting from video content. Authenticity is determined by comparing engagement data with conversion statistics to ensure videos are successfully engaging users and leading to purchases. Related products. The accuracy of these recommendations is measured by metrics such as clickthrough rate (CTR), conversion rate, and user recommendations to ensure recommendations are consistent with customers and to improve their shopping experience. User trust is important. SnapShop integrates a secure payment solution and workflow to ensure a seamless checkout process by cross-referencing transaction records with order confirmation and shipping information text to check authenticity. and work without work. Page load times are regularly monitored to ensure that differences do not affect user experience and optimization techniques are used to maintain high performance. The system provides users with an uninterrupted and reliable trading platform.

ADVANTAGES

SnapShop has many benefits that increase user experience and sales. It increases user engagement by integrating interactive videos that allow users to interact directly with the product. The platform also adds authenticity and trust by providing easy access to user-generated content (UGC) from platforms like Instagram and TikTok. SnapShop simplifies the purchasing process by embedding "Buy Now" and "Add to Cart" options in videos, thus increasing conversion rates. With personalized recommendations based on behavioral tracking, users can receive product recommendations that will enhance their shopping experience. The platform has many benefits and areas that can cater to the global market and enable local businesses. Additionally, optimizations such as lazy loading and the use of a content delivery network (CDN) provide fast load times and performance.

DIS-ADVANTAGES

SnapShop has many drawbacks in addition to its many advantages. It depends on user-generated content (UGC) from sites like TikTok and Instagram, which may lead to problems with content overlap or access. Additionally, using a lot of video content will slow down page time, particularly for people with slow connections. Not every buyer will find the platform's emphasis on photography appealing, particularly those who like conventional goods. When investing online, security issues must also be taken into account. Additionally, maintaining up-to-date external advertisements will assist you draw more attention.

CONCLUSION & FUTURE WORKS

In summary, SnapShop offers a new e-commerce business model through interactive video shopping that enhances people's collaboration and business knowledge. By integrating user-generated content (UGC) from social media platforms such as Instagram and TikTok, SnapShop effectively works with online retailers to create more personal and business-friendly relationships. However, issues such as dependency on other platforms, poor performance from video content, security issues need more attention and improvement., strengthen security measures to protect user data, and use artificial intelligence to make more personalized recommendations. In addition, expanding payment options, improving geographic capabilities, and developing multiple benefits allow SnapShop to reach a global audience. In order for SnapShop to continue to be a leader in innovation in the online business world, continuous updates based on user feedback and developments in ecommerce and social media are essential.

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