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FLORACONNECT

Ms. Arti Dinesh Birajdar*1, Ms. Nandini Kalyani Birajdar*2,
Ms. Jayshree Basavaraj Lagshetti*3, Ms. Kirti Ambadas Devsani*4

*1,2,3Student, Department Of Computer Engineering, Shri. Siddheshwar Women's Polytechnic, Solapur, Maharashtra, India.

*4Diploma Lecturer, Department Of Computer Engineering, Shri Siddheshwar Women's Polytechnic, Solapur, Maharashtra, India.

ABSTRACT

In recent years, gardening activities have gained popularity among people of all age groups. As a result, the buying and selling of gardening items such as plants, flowers, and fertilizers through online platforms is rapidly increasing. However, many nursery stores continue to rely on traditional physical sales methods, which limit their marketing reach. This restricts their ability to attract customers, particularly those who live far away, ultimately hindering sales growth. Additionally, many potential customers remain unaware of nursery stores that may offer valuable deals.

To address these challenges, the Nursery.com application serves as a comprehensive platform for both nursery owners and customers, facilitating the buying and selling of nursery goods. This application provides customers with a wider selection of nursery products from various registered stores, enhancing their purchasing options.

I. INTRODUCTION

A nursery shop is a specialized retail establishment that offers a diverse range of plants, trees, flowers, and various products related to gardening and horticulture. These shops typically cater to both amateur and professional gardeners, providing items such as seeds, soil, fertilizers, gardening tools, and decorative pots. Most nursery shops primarily rely on traditional sales methods, serving customers who visit the premises, where they can browse the selection and receive personalized assistance from knowledgeable staff.

In addition to face-to-face interactions, nursery owners often engage with their regular customers through phone calls or messages to inform them about special promotions, seasonal sales, or new arrivals. However, this conventional approach to customer outreach limits their potential to attract a larger and more diverse clientele, as it does not reach individuals who may prefer online shopping or reside too far from the physical store.

To supplement their traditional methods, many nursery shops have begun to explore marketing via social media platforms like Facebook and Instagram. These online channels allow for reaching a broader audience and showcasing products through engaging visuals and creative posts. However, many shop owners face challenges in achieving effective customer engagement due to inadequate copywriting skills, which can hinder their ability to craft persuasive messages that encourage purchases.

To address these limitations and enhance customer interaction, the Nursery.com application has been proposed. This innovative app integrates QR (Quick Response) code scanning technology, allowing users to access comprehensive information about the plants or products they encounter simply by scanning the associated QR codes. These codes can provide in-depth details, such as care instructions, growth tips, and even videos that illustrate various gardening techniques.

II. METHODOLOGY

1. Requirement Analysis: We identified key features for FloraConnect, including a plant catalog, search and filter options, plant recommendations, a shopping cart, order tracking, a community forum, expert advice, and QR code scanning for accessing plant details. To better understand user needs, we gathered feedback from gardening enthusiasts, plant sellers, and customers.

2. System Design: We designed a user-friendly home panel that allows users to browse plants, add items to their cart, track orders, participate in the forum, and receive gardening tips. The design also ensures secure authentication and easy navigation.

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3. Development & Implementation: Development was carried out using PHP, JavaScript, HTML, CSS, and MySQL. We incorporated free UI templates to enhance user experience and implemented a QR code feature that enables users to scan plants and access information instantly.

4. Testing & Deployment: The application was tested on localhost (XAMPP) to ensure smooth functionality. After debugging and optimization, we deployed it on a live server.

5. Evaluation & Future Enhancements: We collected user feedback to identify areas for improvement. Future enhancements may include AI-based plant care suggestions, voice and video consultations with experts, and automated email notifications for plant care reminders. This structured approach ensures that FloraConnect remains efficient, scalable, and user-friendly.

III. PROPOSED APPROACH

The FloraConnect platform is designed to connect plant enthusiasts, gardeners, and sellers in a structured manner, facilitating communication, plant purchases, and the sharing of gardening knowledge. The system includes the following core functionalities:

1.Admin Management: The admin is responsible for managing plant-related data, including names, prices, images, and video links.User registrations and order tracking fall under the admin's supervision.They also have the ability to modify plant details, monitor platform content, and share important updates.

2.User Registration & Authentication: Users need to register on the platform before making any purchases.Secure login authentication ensures that only authorized users can access their accounts.

3.Plant Selection & Cart Functionality: The homepage displays all available plants for users to explore.Each plant listing provides its price, description, and an informative video on its care and benefits.Users can add desired plants to their cart using the 'Add to Cart' button.

4.Plant Purchase Process: Users can review the selected plants in their cart before proceeding to checkout.Secure payment processing is implemented to ensure smooth transactions.Once the payment is confirmed, the order is successfully placed, and users receive a confirmation.

This structured approach ensures that FloraConnect provides a user-friendly, engaging, and well-managed experience for plant lovers, making gardening accessible and interactive.

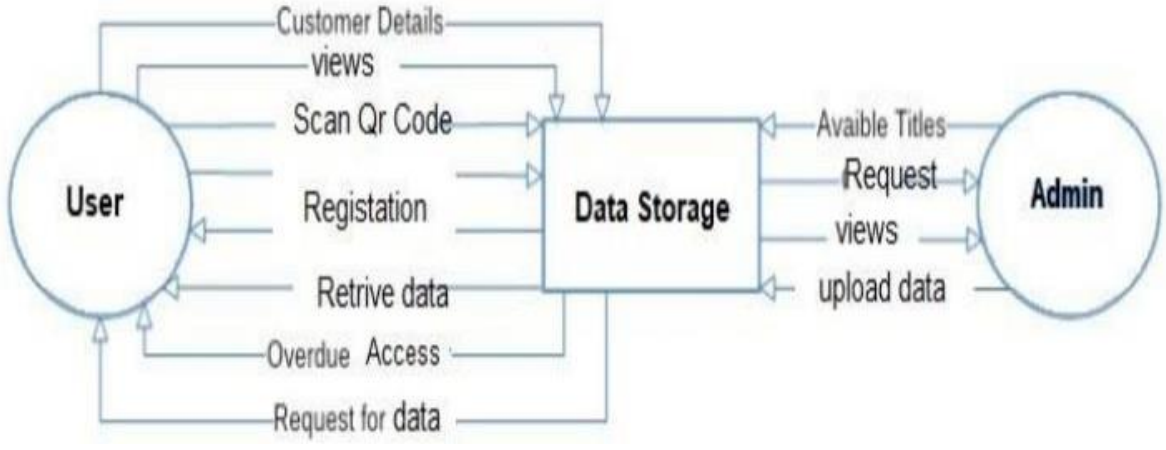

Figure 1: System DataFlow

IV. RESULTS AND DISCUSSION

FloraConnect has been successfully developed and implemented with all the planned features, offering a seamless online platform for plant enthusiasts, buyers, and experts. The system enables users to explore a diverse selection of plants, access detailed information through QR codes, and connect with a gardening community.

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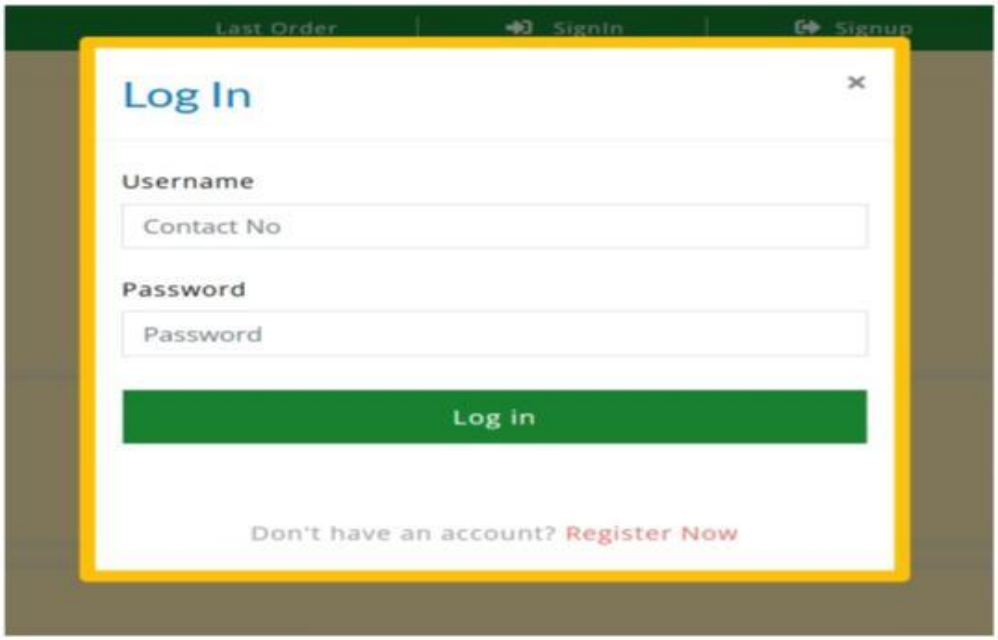

Figure 1: Login page

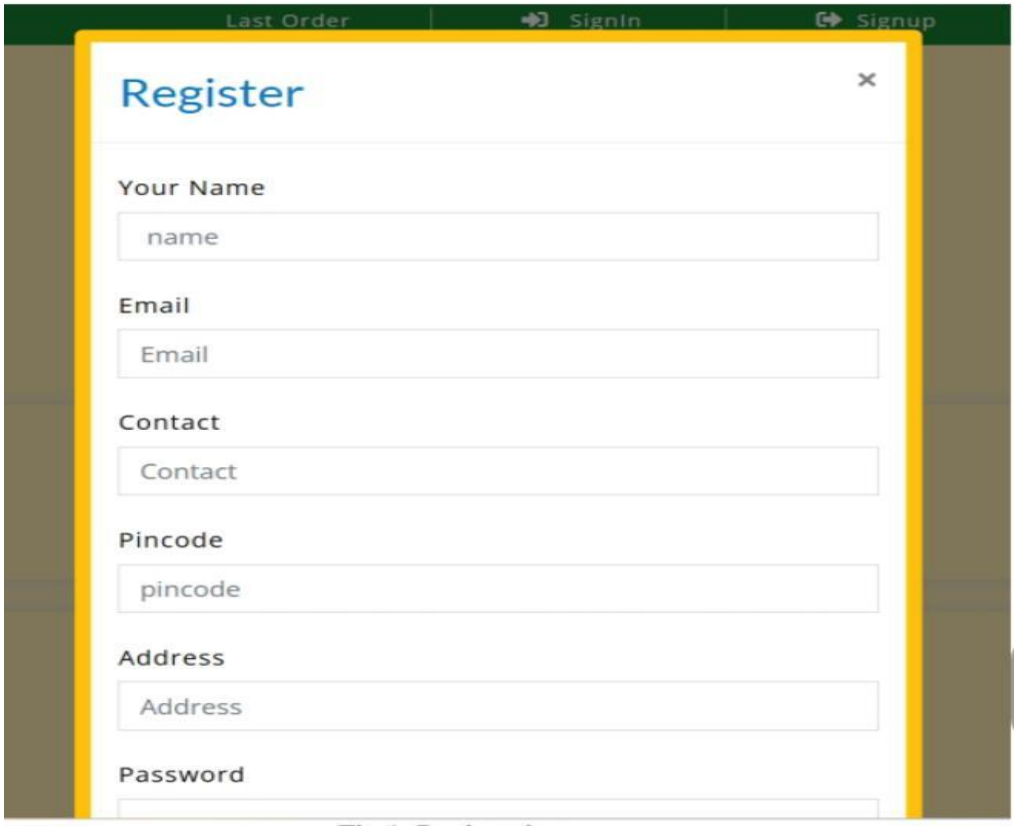

Figure 2: Registration page

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Figure 3: Home page

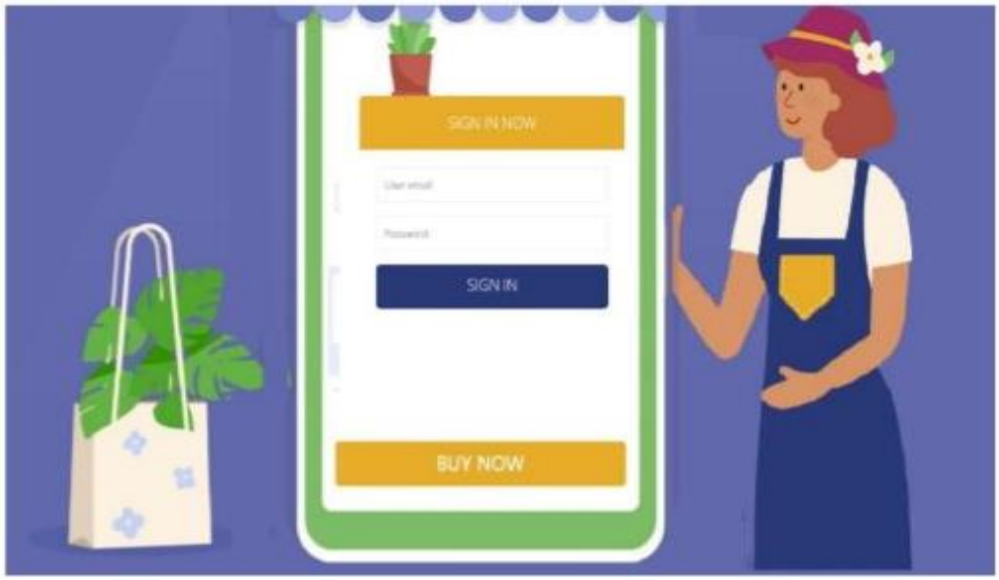

Figure 4: Admin page

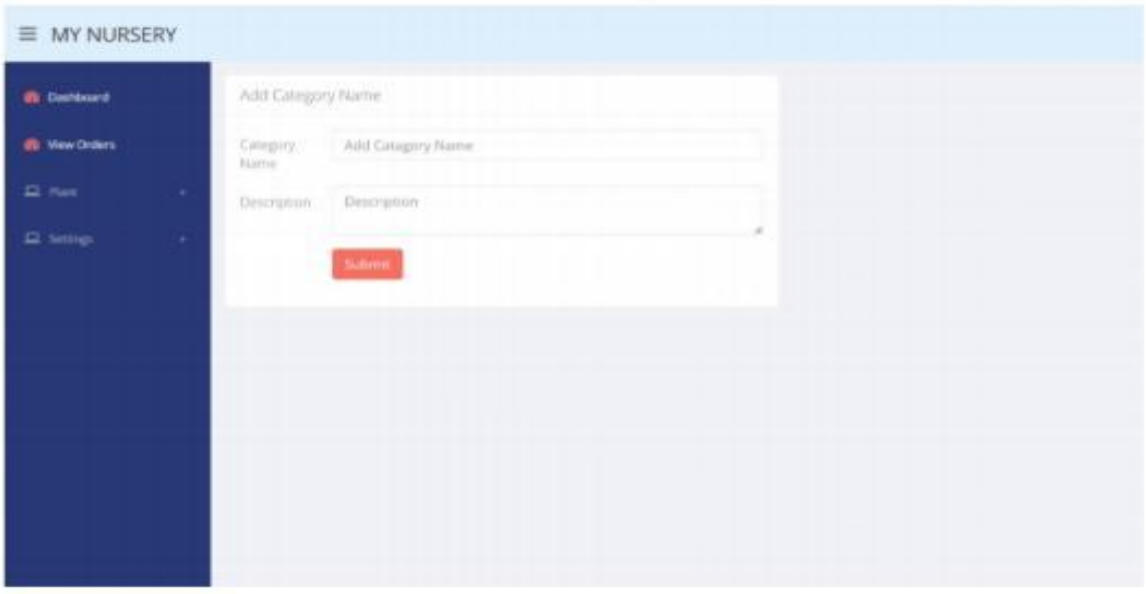

Figure 5: Category Add Page

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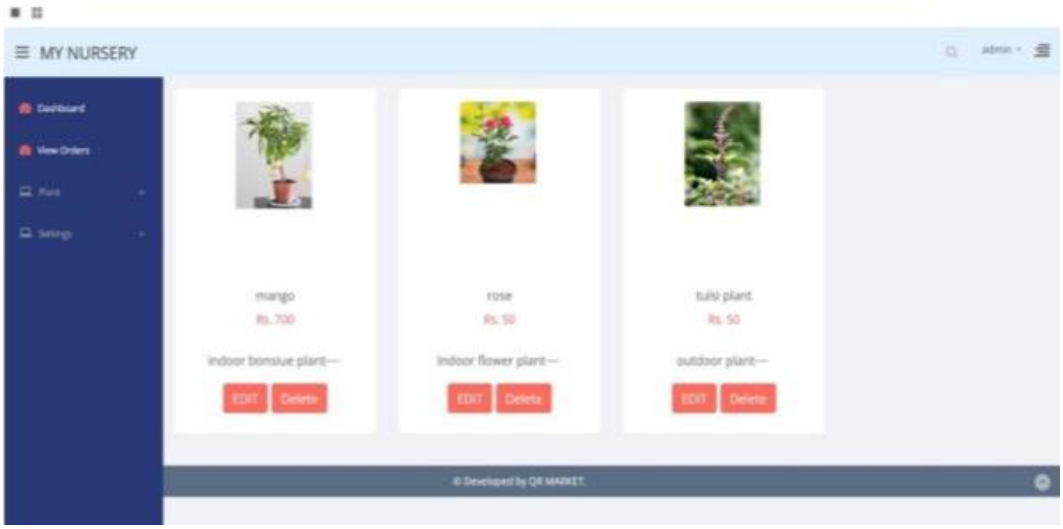

Figure 6: Edit page

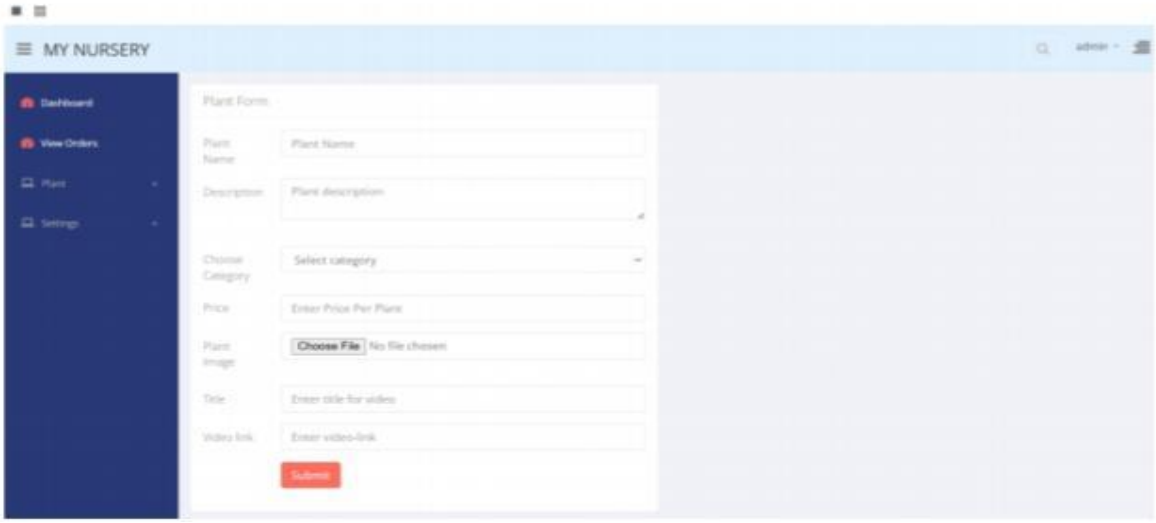

Figure 7: Plant form page

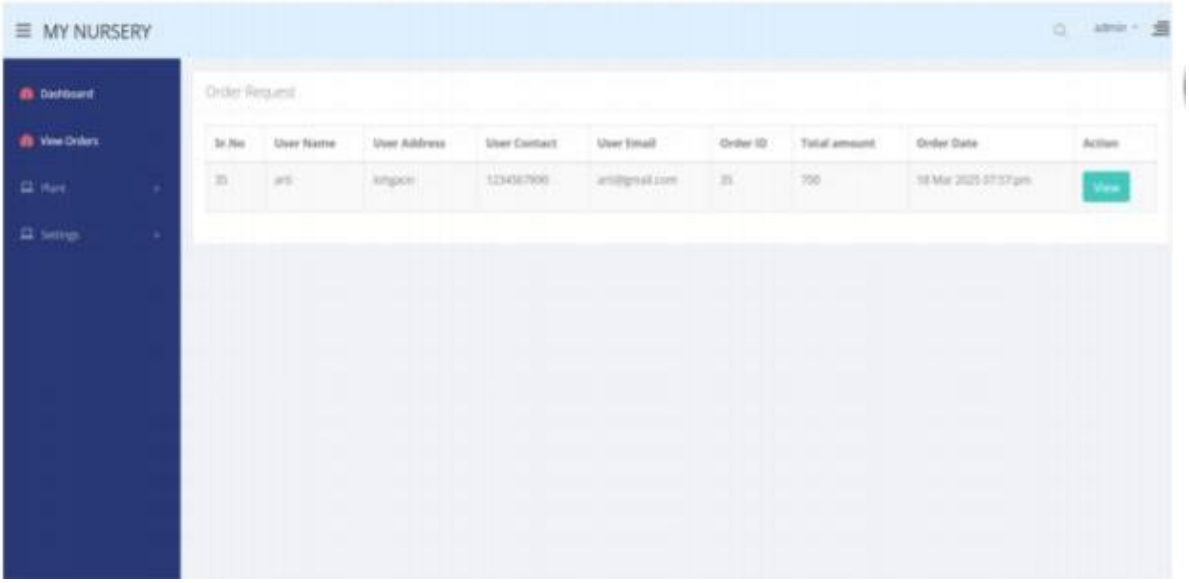

Figure 8: View order page

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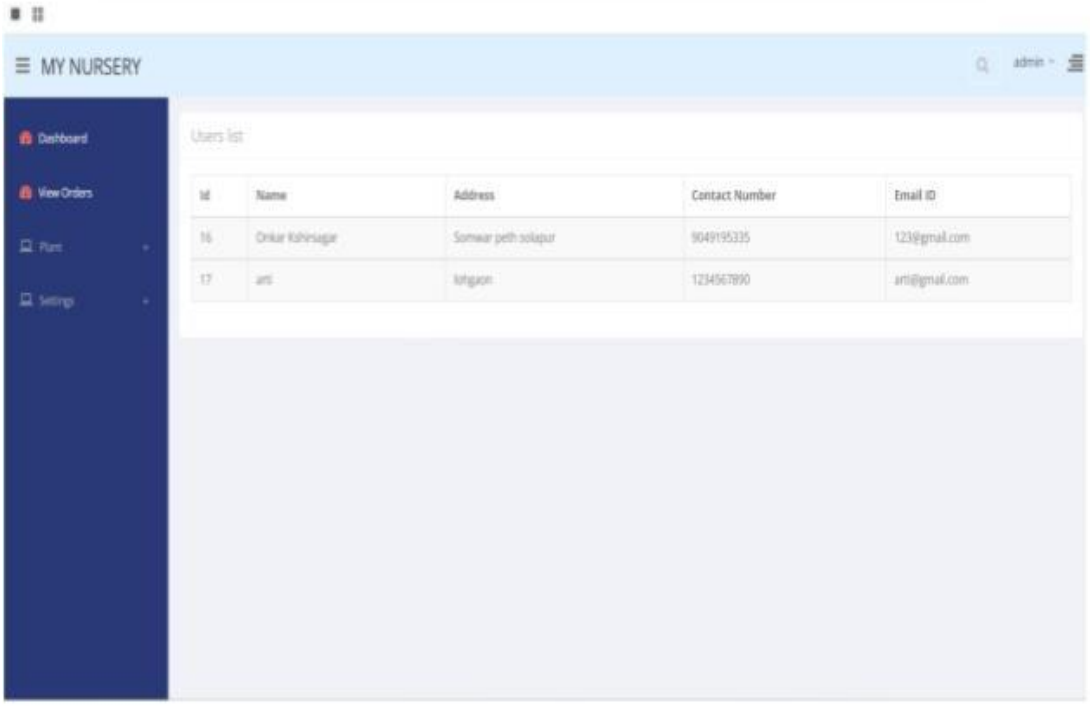

Figure 9: User list page

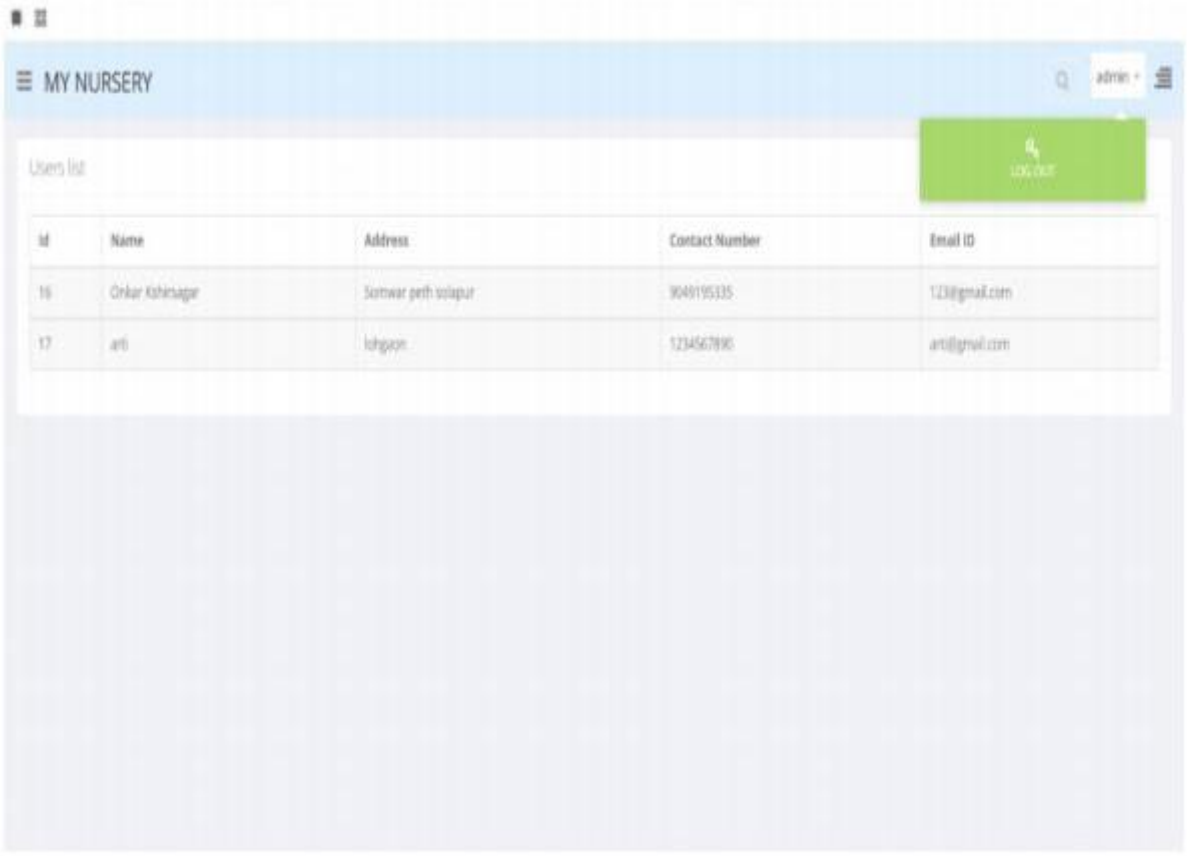

Figure 10: Logout page

V. CONCLUSION

This paper outlines the design and development of a mobile application Specifically for nursery owners, enabling them to market their products through A new platform.7

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