Family Haven Shopify Store

IEEE-Style Project Documentation and Case Study

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Figure 1. Project visual identity used in the portfolio website.

Abstract

Family Haven Shopify Store is documented as a professional portfolio case study by Muhammad Haider Abbas. The project demonstrates practical capability in E-commerce / Business through a structured problem-solution design, implementation direction, testing plan and future development roadmap. The report explains the business or academic motivation, system requirements, architecture, workflow, quality considerations and expected professional value of the project. It is prepared for use as downloadable portfolio evidence for recruiters, clients and academic reviewers.

Keywords: E-commerce / Business, Business Project, Store Builder & Marketer, Shopify, CJ Dropshipping, Meta Ads, SEO

I. Project Profile

Field	Details
Project Title	Family Haven Shopify Store
Category	E-commerce / Business
Year	2026
Role	Store Builder & Marketer
Status	Business Project
Tools	Shopify, CJ Dropshipping, Meta Ads, Pinterest, SEO blogs
Portfolio Slug	family-haven-shopify-store

II. Introduction and Problem Context

This document presents the technical and professional documentation for Family Haven Shopify Store. The project is positioned as a business project in the E-commerce / Business category. The work highlights the author's ability to combine technical implementation, documentation discipline and outcome-focused project thinking. The project summary is: A UK-focused Shopify pet supplies store with product research, CJ Dropshipping, SEO blogs and paid ad testing.

A. Problem Statement

New stores need niche selection, product research, conversion-focused pages and traffic testing.

B. Proposed Solution

The store uses Shopify, CJ Dropshipping, UK-focused delivery messaging, blogs and paid ad experiments.

III. Aim and Objectives

To build and market a UK-focused Shopify pet supplies store using product research, dropshipping fulfilment and conversion-focused content.

- Create a branded pet-products storefront.
- Organise products and collections for easy browsing.
- Use CJdropshipping-style fulfilment direction.
- Develop blog/SEO and advertising content.
- Test traffic and conversion messaging for UK customers.

IV. Requirements Analysis

ID	Requirement	Type	Priority
FR-01	Shopify storefront	Functional / project requirement	Required
FR-02	Product pages	Functional / project requirement	Required
FR-03	Collections	Functional / project requirement	Required
FR-04	Policy pages	Functional / project requirement	Required
FR-05	Supplier/fulfilment workflow	Functional / project requirement	Required
FR-06	Blog content	Functional / project requirement	Required
FR-07	Meta/Pinterest/TikTok ad direction	Functional / project requirement	Required
NFR-01	Usability and clear portfolio presentation	Non-functional	Required
NFR-02	Maintainability and future extensibility	Non-functional	Required
NFR-03	Professional documentation and evidence quality	Non-functional	Required

V. System Architecture

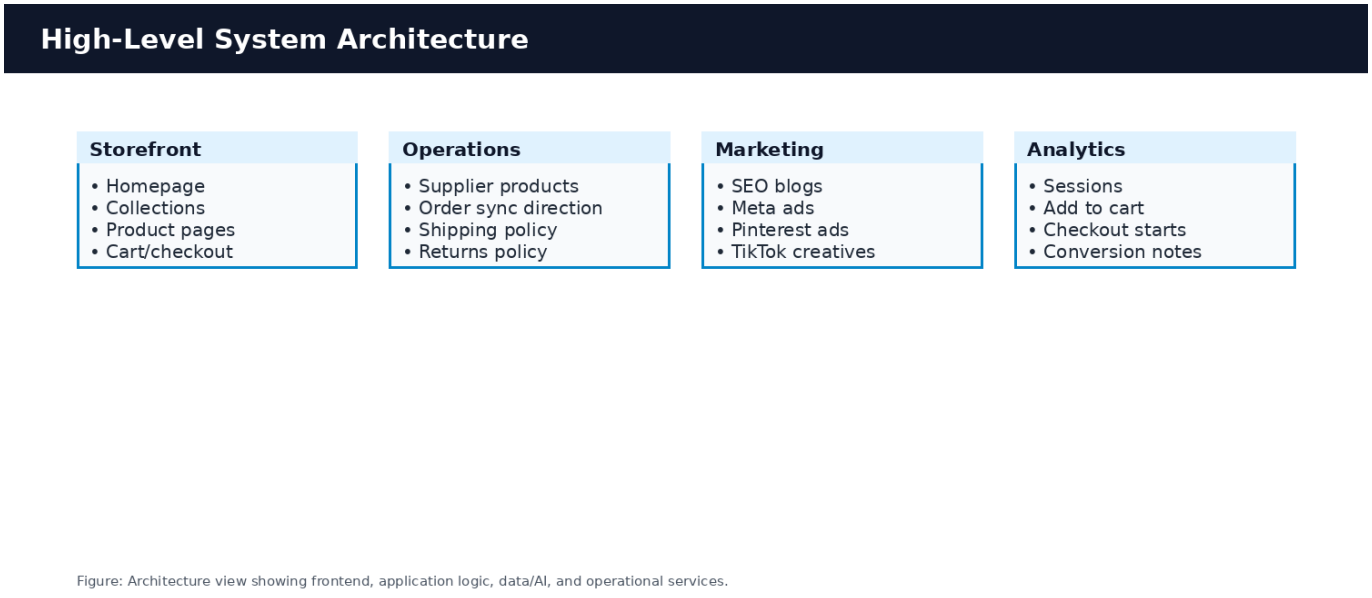


Figure 2. High-level architecture or production pipeline for the project.

The architecture separates user-facing presentation, project logic, data or model processing, and operational output. This structure makes the project easier to explain, test and extend inside a professional portfolio environment.

VI. Workflow Design



Figure: Generated project workflow / architecture artefact for portfolio documentation.

Figure 3. Project workflow from input or user action to final output.

VII. Data, Components and Implementation View

Component	Layer	Responsibilities	Notes
C-01	Storefront	Homepage, Collections, Product pages, Cart/checkout	Core component group
C-02	Operations	Supplier products, Order sync direction, Shipping policy, Returns policy	Core component group
C-03	Marketing	SEO blogs, Meta ads, Pinterest ads, TikTok creatives	Core component group
C-04	Analytics	Sessions, Add to cart, Checkout starts, Conversion notes	Core component group

Implementation should be documented through screenshots, code snippets, database schema extracts, test outputs or demonstration media when available. For deployed or live systems, screenshots and logs should be attached as appendices to increase evidence strength.

VIII. Testing and Validation Strategy

Test Area	Test Method	Expected Result
Store navigation	Open homepage/collections	Pages load clearly
Product page	Review copy/images	Trust information visible
Checkout test	Run test order direction	Checkout journey works
Ad campaign review	Track sessions/actions	Learning recorded

The testing strategy focuses on validating the main user or system journey, confirming that core requirements behave as expected, and recording limitations clearly. This supports honest portfolio evidence and avoids overclaiming features that are still prototypes.

IX. Security, Ethics and Professional Considerations

- Validate user input and uploads.
- Use secure payment flows and avoid storing card data directly.
- Follow privacy principles and minimise personal data collection.

X. Results, Outcome and Future Work

A. Outcome

A practical e-commerce business project showing product, marketing and store-building skills.

B. Future Enhancements

Add winning product funnel, email automation, reviews and conversion optimisation.

Roadmap Stage	Enhancement Direction
Short term	Add missing screenshots, demo links and downloadable supporting files.
Medium term	Connect live/source URLs and replace placeholder evidence with real artefacts.
Long term	Use analytics, user feedback or formal evaluation results to strengthen the project case study.

XI. References

[1] Shopify, "Theme architecture," https://shopify.dev/docs/storefronts/themes

[2] CJdropshipping, "CJdropshipping," https://www.cjdropshipping.com/

Appendix A. Portfolio Download Mapping

Item	Value
Recommended PDF path	docs/family-haven-shopify-store-project-documentation.pdf
Recommended Word path	docs/family-haven-shopify-store-project-documentation.docx
Admin field: Documentation	docs/family-haven-shopify-store-project-documentation.pdf
Admin field: Extra Project File	docs/family-haven-shopify-store-project-documentation.docx