

Webprojexus: A Website Builder Tool

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Abstract: The era of dynamic development demands faster, more cost-effective website development. This cloud-based B2B SaaS platform helps agencies build and manage websites quickly and affordably using a simple drag-and-drop website builder with integrated domain hosting. The platform allows users to customize website elements, preview designs in real time, manage media, and track projects with a to-do board. It supports secure authentication, role-based access, and seamless Stripe payment integration. Designed for speed, ease of use, and compatibility with major browsers, the platform ensures smooth performance even during peak use while being energy efficient. This solution enables agencies to work faster, take on more clients, and deliver better results, improving both their efficiency and customer satisfaction.

Keywords— Cloud-based, B2B SaaS platform, Drag-and Drop, Website builder, To-do board, Stripe.

INTRODUCTION

In the early internet days, creating websites was costly and complex, requiring developers. Website builders later simplified the process, making it easy and affordable for anyone to build a site without coding skills. Website builders simplify website creation with pre-designed templates and drag-and-drop tools. Users can customize templates, add content, and see real-time previews. Online builders require no installation, making the process easy and accessible for everyone. The system creates a cloud-based platform designed for agencies, offering a custom drag-and-drop website and funnel builder for quick and easy website creation. Built from scratch without third-party libraries, it's more flexible, faster, and easier to scale. It includes domain hosting, customizable templates, media management tools, secure logins, role-based access, and real-time design previews. Beyond website building, it helps agencies manage projects with to-do and kanban boards, custom dashboards for tracking project status, client interactions, and analytics, and simplified payment processing through Stripe integration. Another big advantage is the platform's focus on speed and efficiency, ensuring fast performance even with many active users. It works smoothly on all major browsers, providing a consistent experience for clients and agencies. By combining simplicity, affordability, and powerful features, the platform helps agencies take on more clients, create better websites faster, and improve customer satisfaction. In today's competitive online world, agencies need tools that help them stay productive and flexible. This platform addresses that need by offering everything required to build and manage websites, handle media, and track projects in one place, helping agencies streamline their work, grow their business, and deliver excellent results.

RELATED WORK

In paper Web 3.0 and SaaS Platform by Shenghui Cheng, "Web 3.0 and SaaS Platform", Springer, Singapore, 03 February 2024, has discussed the concept and application of the SaaS platform, as well as explore the potential synergies derived from its integration with Web 3.0 technology [1].

In paper Wix for Web Development and the Application of the Waterfall Model and Project Based Learning for Project Completion: A Case Study By Mawar Madiyah, Ng Kai Xuen, Tan Yew Wen, Tan Zhi Heng, Chong Zhi Tian, Chan Jia Xuan, "Wix for Web Development and the Application of the Waterfall Model and Project Based Learning for Project Completion: A Case Study", Journal of Informatics and Web Engineering, 3(2), 212–228, Jun 13, 2024, has discussed that the study of explore the use of Wix for web development, the PBL approach for course delivery, and the Waterfall model for completing the website project. The result shows that the students could complete the website development project in a timely manner by using Wix as their web design platform and adopting the Waterfall model as their project management approach. In addition, the students also benefitted from the PBL approach. The outcomes of this study will be of great benefit to educators, particularly in their role in helping students complete their website development projects [2].

In Book Squarespace from Signup to Launch: Build, customize, and launch robust and user-friendly Squarespace websites with a no-code approach By Kelsey Gilbert Kreiling, Mallory Ulaszek, "Book Squarespace from Signup to Launch: Build, customize, and launch robust and user friendly Squarespace websites with a no-code approach", Packt Publishing, 2023, has discussed the practical tools, and a library of resources, this book teaches everything you need to know to build design focused, professional websites that deliver inspiring user experiences from signup to launch. Also, Squarespace from Signup to Launch a comprehensive guide to customizing the most design-focused and user-friendly website builder in the no-code world [3].

In paper Analysing the Impact of Next.JS on Site Performance and SEO By Vishal Patel, "Analyzing the Impact of Next.JS on Site Performance and SEO" International Journal of Computer Applications Technology and Research, Volume 12–Issue 10, 24– 27, 2023, has discussed that the Next.JS framework and the implementation of Incremental Static Regeneration (ISR) have proven to be effective solutions for improving the performance and SEO of the site. Overall, the use of Next.JS and the implementation of ISR

have been invaluable in improving the site's performance, SEO, and functionality [4].

In paper Web designer for developing sites without using code By Shkuratiuk, Kyrylo Ihorovych," Web designer for developing sites without using code", National Aviation University. - Kyiv, 2023, has discussed that to develop a web application that will allow the end user to solve the task of creating a website using only the interface of this web application (without writing code) [5].

In paper Getting Started Modern Web Development with Next.js: An Indispensable React Framework By Venkata Koteswara Rao Ballamudi, Harshith Desamsetti," Getting Started Modern Web Development with Next.js: An Indispensable React Framework", March 2021, has discussed that the framework such as next.js comes with many helpful features and optimizations built right in, and optimization is not a one-time effort but rather an ongoing process constantly being improved upon. The Vercel team developed Next.js, as several developers have stated, to simplify the process of developing web applications and assist in deploying the product more quickly. However, in this paper, we attempted to convey our experience with next.js while developing online apps [6].

In paper EcommerceWebsite Using Stripe Payment Gateway By Ms. R. Latha Priyadharshini, Mr. S. Satheesh, Mr. S. Sugavanam, Mr. M. Kharmega Sundararaj," Ecommerce Website Using Stripe Payment Gateway", International Journal of Applied Science Engineering and Management, Vol 15, Issue 1, 2021, has discussed that the steps taken to create a state-of-the-art e-commerce site that integrates the Stripe payment gateway and uses modern technologies like HTML, CSS, JavaScript, and React.js. This study presents a thorough strategy for creating a reliable and user-friendly e-commerce platform by painstakingly investigating the complexities of UI design, interaction, security standards, and mobile responsiveness. This article highlights the need of modern web development approaches in today's world of online transactions [7].

In paper Web Application Development By Denis, Kuivainen," Web Application Development", Theseus-university of applied sciences theses, 2021, has discussed that the knowledge required for the development of a web application and the study of JavaScript, React, Next.js, PostgreSQL and other frameworks and technologies. And, also to apply the knowledge gained during the research for creating a full stack web application. The thesis includes a description of the research carried out and a description of the practical solutions taken during the development of the application [8].

In book Webflow by Example: Design, build, and publish modern websites without writing code By Ali Rushdan Tariq," Webflow by Example: Design, build, and publish modern websites without writing code", Packt Publishing, 2021, has discussed that the Webflow is a modern no-code website-builder that enables you to rapidly design and build production-scale responsive websites. Webflow by Example is a practical, project-based, and beginner-friendly guide to understanding and using Webflow to efficiently build and launch responsive websites from scratch [9].

In paper Application Development Approach to Transform Traditional Web Application into a SaaS Model By Ruth Baptista, Deven Shah," Application Development Approach to Transform Traditional Web Application into a SaaS Model", International Research Journal of Engineering and Technology (IRJET) Volume: 07, Feb 2020, has discussed that a approach for the multi-tenant SaaS application implementation it also describes the procedure for the implementation of multitenant SaaS application [10].

In paper Web Design Fundamentals: Web Builder Software By Tem Nguyen, "Web Design Fundamentals: Web Builder Software", Australian Law Librarian, Vol. 28, No. 3, Sep 2020, 165-167, has discussed that the web builder platforms are quickly closing this gap with new plug-ins and advanced features such as built-in content management systems, search engine optimization techniques and streamlined processes for online payments, event bookings and other e-commerce additions brief introduction to web builders, their benefits, disadvantages and costs [11].

In paper A Framework for Selection of Software-as-a-Service Products for Small and Medium Sized Enterprises By Roy, Pradipta Kumar, Theseus-university of applied sciences theses, 2020, has discussed that the standard procedure (Framework) for using AHP method to solve the MCDM problem and to help SMEs to choose a suitable SaaS product satisfying most of the criteria and alternatives. The procedure guarantees stakeholder participation, increases end user satisfaction and makes SaaS selection a quick, transparent process for the SMEs to adopt. SMEs could take advantage of the approach for the selection of SaaS products by means of prioritizing the product features and by expert-led ranking of the SaaS products [12].

In paper Web Page Builder By Ms. Mitali Nilkanth Meshram, Ms. Sayali Narayan Bendale, Prof. Akshata Laddha," Web Page Builder", International Research Journal of Engineering and Technology (IRJET), Volume: 06, 03 Mar 2019, has discussed that the web page builder is a template-based e-commerce website building solution for SMEs. Templates can be easily and quickly constructed. New business function requirements can be met by extending tags without rebuilding the template engine. Website building tasks are distributed by TEB to different actors to perform in a simultaneous way. Therefore, web page builder showed great efficiency and good effectiveness in the test case [13].

In paper Stripe Payment In Web Applications By Thang Ho," Stripe Payment In Web Applications", Oulu University of Applied Sciences, Autumn 2019, has discussed that the Stripe is a good choice for companies because of its simple use and integration when it comes to payment. With the support for Strong Customer Authentication (SCA) since September 2019, European countries can assure that payments made with Stripe are secure and safe. The Stripe API is easily understandable, it supports multiple programming languages and it has step-by-step introduction so that developers will not find it difficult to get used to [14].

METHODOLOGY

Proposed System

We are developing a modern website builder for agencies using advanced technologies like Next.js. The platform will feature a drag-and-drop interface, allowing users to easily create and customize websites. It will also include personalized domain hosting and secure payment integration with Stripe for smooth, safe transactions. For front-end development, we're using Tailwind CSS, which provides a utility first approach to building responsive and visually appealing designs quickly. On the back end, Prisma ORM helps us manage data more efficiently, while PostgreSQL serves as our flexible database to store agency owner, web-designer, and website information. For authentication, we've integrated Clerk APIs, ensuring secure login and account management. Additionally, we're using Shadcn/ui, a component library, to create reusable and consistent UI elements across the platform. With these technologies, we aim to provide agencies with a powerful and user-friendly tool to build and manage websites seamlessly.

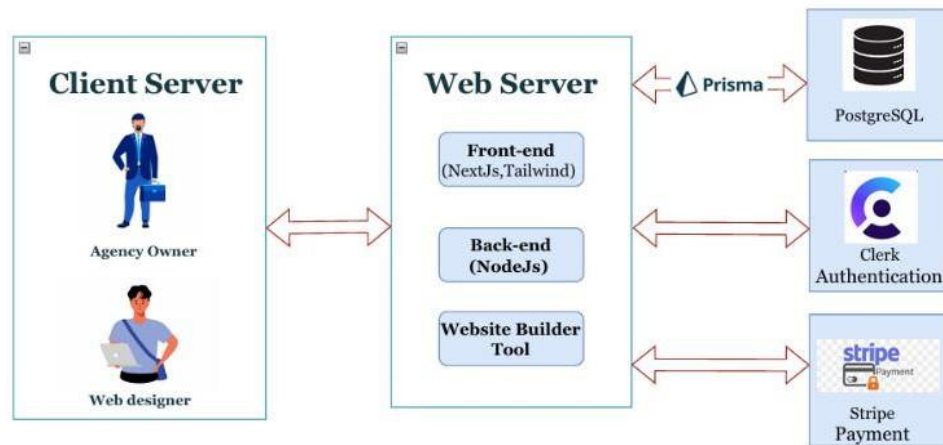


Fig. 1 System Architecture

As shown in Figure 1, at the client side, Web Designer

/ Agency Owner are the users who interact with the system through a web browser to design or manage websites using the platform's built-in tools. This interaction takes place via a client-side interface developed with Next.js and styled using Tailwind CSS, ensuring a modern, responsive, and user-friendly experience. The frontend is responsible for rendering the user interface, handling user input, and communicating with the backend server.

When a user logs in or performs any operation on the platform, the clerk authentication comes into play. It ensures that only authorized users gain access to protected features. Once authenticated, users can access the Website Builder Tool, which allows them to create and manage websites through an intuitive design interface. This tool is integrated into the frontend but relies on backend support for saving and managing configurations.

The backend, built using Next.js API routes and Server Actions running on the Node.js runtime, handles business logic, database interactions via Prisma with PostgreSQL, authentication verification with Clerk, and for payment processing through Stripe, all deployed as serverless functions on Vercel. The backend ensures data integrity, handles complex work flows, and sends appropriate responses back to the frontend.

As figure 2(Activity Diagram), describes the operational process of a Webprojexus (drag-and-drop website builder) system used by agency owners and web designers to create or edit web pages through a user-friendly interface. The process begins when a user selects a project, after which the system verifies access permissions. If the user has access, they can proceed to create a new page by entering a domain and page name, which is then checked for availability. If the domain is valid, the user is allowed to proceed; otherwise, an error message is displayed. Diagram created using draw.io [15].

For existing pages, users can view details and enter edit mode. Once inside the website builder tool, the user is guided through several customization options, including dragging and dropping predesigned elements, editing content like text and images, and adjusting design elements such as fonts and layout. After making the desired changes, the user can preview the webpage in real time and save it once satisfied, completing the web page creation or editing process.

IMPLEMENTATION

The system was implemented as a web-based platform using a modular architecture.

Frontend

Next.js: Next.js is used in our website builder tool to build fast and scalable user interfaces. It supports both Server-Side Rendering (SSR) and Static Site Generation (SSG), which improves performance and SEO. Its automatic code- splitting ensures that only the

required code for each page is loaded, speeding up the initial load time. By using Next.js, we ensure our platform follows modern web development standards and remains efficient, maintainable, and future-proof, as discussed in documentation of Next.js by GeeksforGeeks[16].

Activity Diagram

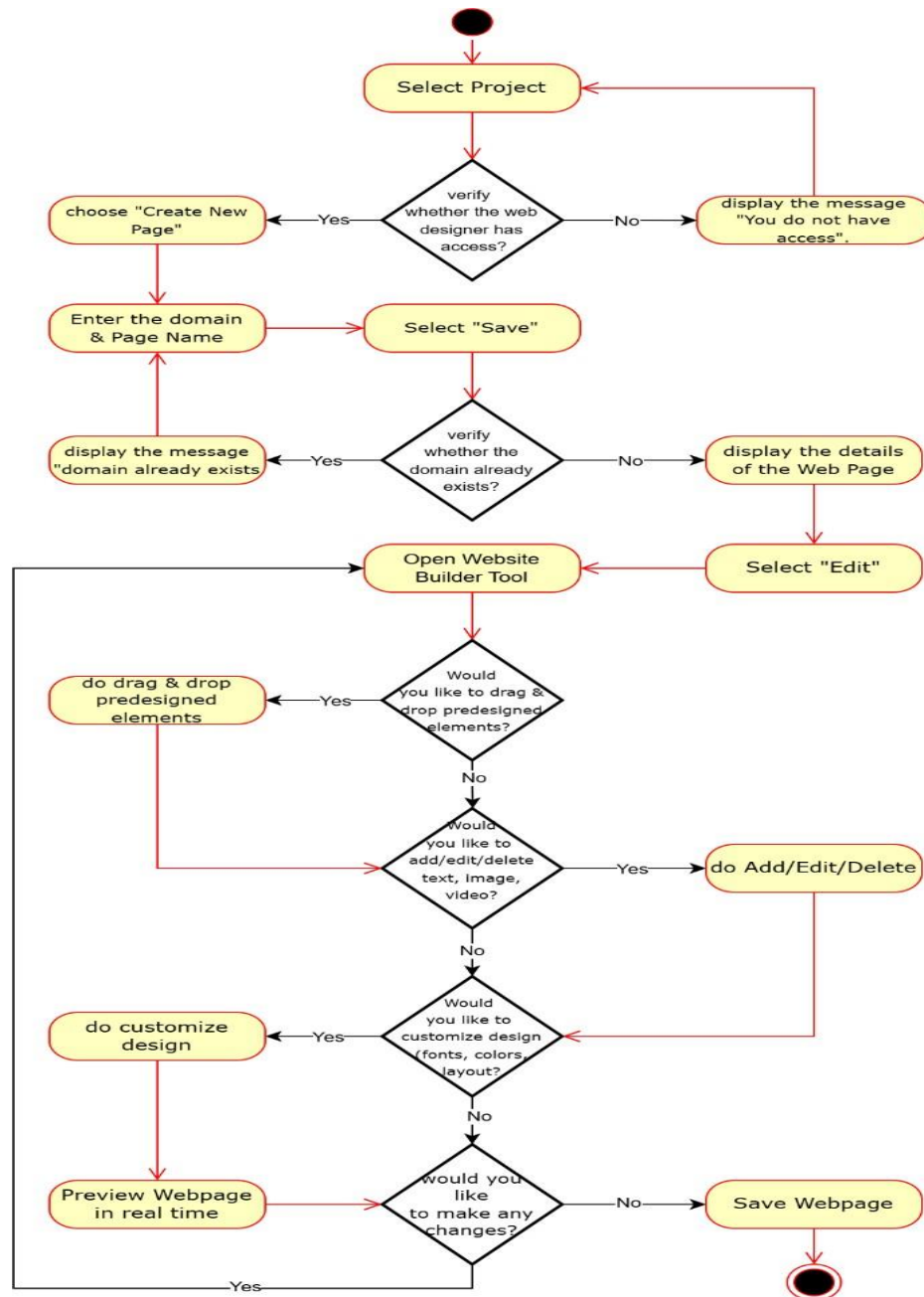


Fig. 2 Activity Diagram

Type-Script: TypeScript is used in our website builder tool to enhance the development process by adding static typing to JavaScript. It improves code quality, catches errors early, and provides better tooling support through features like autocompletion and type checking. Since our frontend is built with frameworks like Next.js, TypeScript helps maintain clean, scalable, and error-resistant code, making the application more reliable and easier to maintain as it grows[17].

Tailwind CSS: In our website builder project, we use a utility-first CSS framework to style components efficiently without relying on traditional HTML and separate CSS files. Instead of writing custom CSS classes, we apply pre-defined utility classes directly within our JSX components (used in frameworks like Next.js). This approach speeds up development, ensures design consistency, and keeps our codebase clean and maintainable. Common utility classes like flex, items-center, and rounded-full allow us to quickly implement layout, alignment, and styling features directly within the component markup, making the styling process more intuitive and flexible [18].

Clerk: In our project, Clerk is used to handle user authentication and account management. It provides ready-to-use login, sign-up, and user profile components that integrate seamlessly with our Next.js frontend. Clerk supports multiple authentication methods, including email/password and social logins, allowing us to offer a secure and user-friendly login experience. On the backend, Clerk verifies user sessions and restricts access to protected routes, ensuring only authorized users—like agency owners or web designers—can access specific features of the platform. This integration simplifies our development process while ensuring robust user identity management [19].

Backend

In our project, the backend is built using Next.js API routes and Server Actions, which run on the Node.js runtime [20]. These API routes handle the server-side logic, such as processing form submissions, managing user data, handling authentication with Clerk, and integrating payments with Stripe. Since Next.js supports building full-stack applications, this setup allows us to manage both frontend and backend within the same framework, making development faster and more efficient. Running on Node.js ensures that the backend can handle asynchronous operations smoothly and scale effectively as the application grows.

Stripe: Another important part of our project is the Stripe payment system, which helps us manage user payments, subscriptions, and platform fees. When a user decides to pay, we first create a Stripe customer using their information. Then, based on what plan or product they choose, a checkout session is started using the seller's Stripe account. This can be for a one-time payment or a recurring subscription and also includes our platform fees. After the payment is successful, Stripe sends event notifications (called webhooks) that our server checks and uses to update the user's subscription details in the database. This whole process helps us manage payments smoothly and keeps everything up to date for each user and account[21], [22].

Database

The project uses a relational database model, where data is organized into structured tables with rows and columns. This approach supports efficient storage, retrieval, and management of information using SQL (Structured Query Language), allowing clear relationships between different data types like users, agencies, subaccounts, and webpages.

For this project, we use PostgreSQL, a powerful open-source relational database. It is well known for its reliability, flexibility, and support for advanced features such as complex queries, indexing, and JSON data types making it highly suitable for modern web applications like a drag-and-drop website builder[23].

The database is hosted on Neon, a serverless cloud platform for PostgreSQL[24]. This setup eliminates the need for manual server management, automatically scales with usage, and pauses when inactive to save costs. This allows our team to focus on building features without worrying about infrastructure or scaling challenges.

PostgreSQL was chosen because it aligns well with our app's data needs. Its support for JSON and JSONB is especially useful for storing semi-structured data like component layouts in a drag-and-drop environment. It also integrates smoothly with ORMs like Prisma, helping us write safer, more maintainable backend code as the platform evolves[25].

overview of the platform's capabilities and allows users to compare its features against competitors. This helps users understand the unique value WebProjexus brings and make informed decisions about its tools and services.

Agency Dashboard– Real-Time Business Overview

RESULTS

Landing Page– Entry Point and Platform Overview

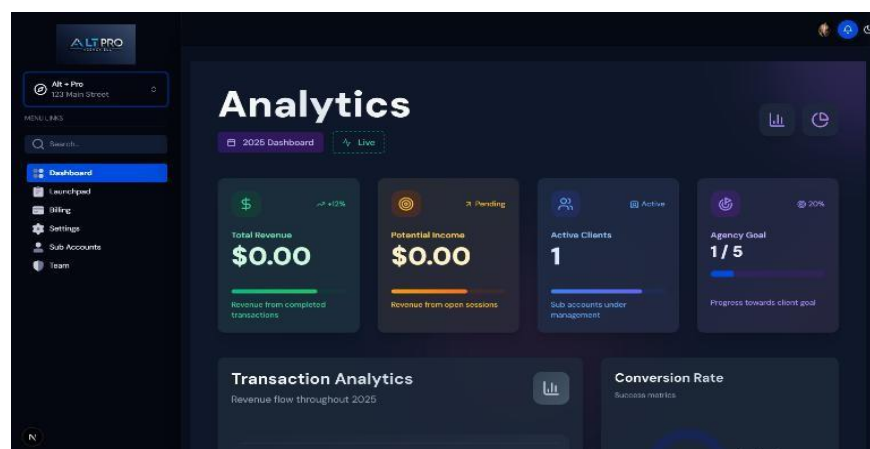


Fig. 3 Landing Page

Above Figure 3, illustrates the Landing Page of our platform, serving as the main entry point for both agency owners and web designers. From here, users can log in or sign up to access the full set of platform features. The landing page also provides essential information about the platform, including core features, client testimonials, and pricing plans. Additionally, users can navigate to other key sections such as About, Pricing, Documentation, and Features, offering a complete overview and smooth user onboarding experience.

Features Module– Platform Overview and Competitive Comparison

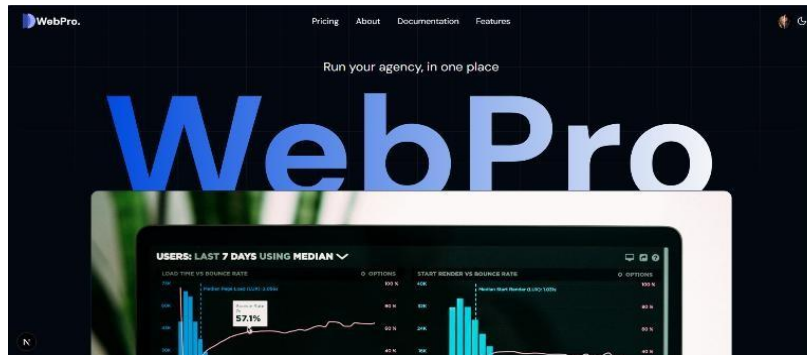


Fig. 4 Main Dashboard (Features Module)

This figure 4, illustrates the Features module within the Main dashboard, where both agency owners and web designers can explore key functionalities offered by the WebProjexus platform. The module provides a detailed

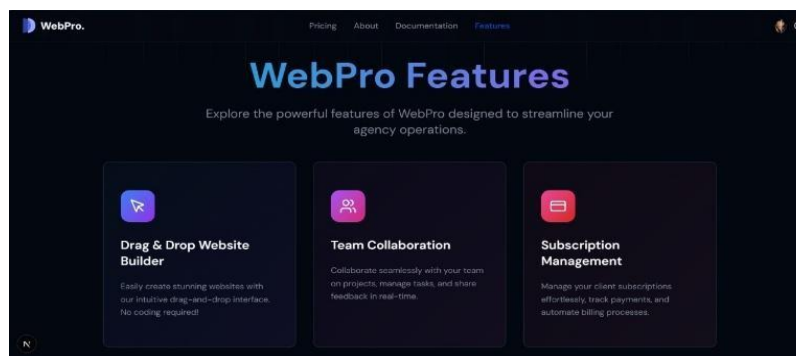


Fig. 5 Agency Dashboard

Above figure 5, shows the Agency Dashboard, a central place where agency owners can easily track their business performance. It displays important information like total revenue from completed projects, expected income from ongoing work, and trends in transactions throughout the year. Owners can also see how many clients are active, how well they're reaching their business goals, and track conversion rates. With all key data in one easy-to-understand view, this dashboard helps agency owners make smart decisions, spot growth opportunities, and improve how they run their business.

Team Module– Centralized Role and Access Management

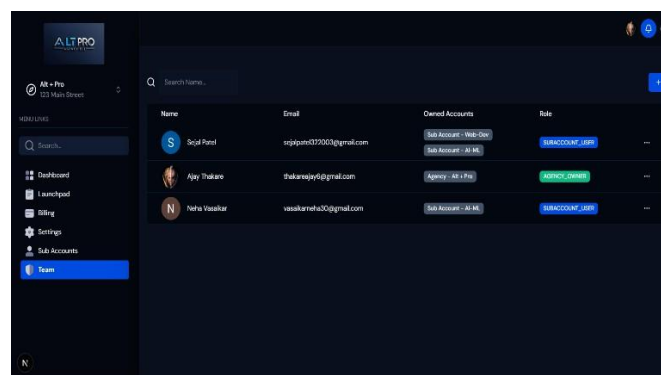


Fig. 6 Team Module

This Figure 6, illustrates the Team module within the agency owner dashboard, built to facilitate efficient team management through a Role-Based Access Control (RBAC) system. Agency owners can invite web designers via email to join their organization, assign them roles like SUBACCOUNT USER, and control access to specific sub-accounts (e.g., Web- Dev, AI ML) based on project

needs. The system supports dynamic permission handling, allowing the agency owner to update user details, manage access levels, or remove team members entirely. This centralized and scalable approach enhances To-Do Board– Task Assignment collaboration, maintains project-level security, and ensures operational agility as the agency expands.

Team Module– Centralized Role and Access Management

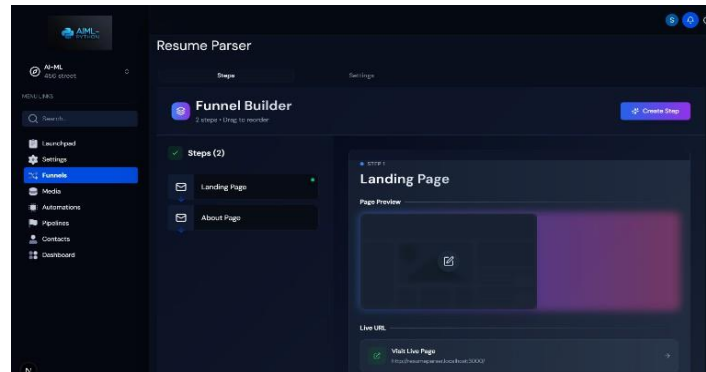


Fig. 7 Funnels

This Figure 7, illustrates the Funnels section within the Subaccount dashboard, where both the agency owner and web designer can manage websites built under the agency. Each entry represents a webpage or funnel created by the designer. Users can access the live version of any page via the provided URL or enter the editor to make changes or build new content. This module streamlines website management and allows seamless collaboration between agency owners and designers in building and maintaining client-facing pages.

Funnel Editor– Drag and Drop Website Builder



Fig. 8 Funnels Editor (Drag and Drop Website Builder)

Above Figure 8, illustrates the Editor within the Funnel module, where web designers can visually build and customize websites using a drag-and-drop interface. Designers can place pre-built elements or custom components onto the canvas, with support for undo, redo, and save actions for efficient workflow. The editor also features a media bucket for uploading and managing assets like images and videos. Additionally, users can preview the website to see how it will appear live, making the design process smooth, intuitive, and fully interactive.

To-Do Board– Task Assignment

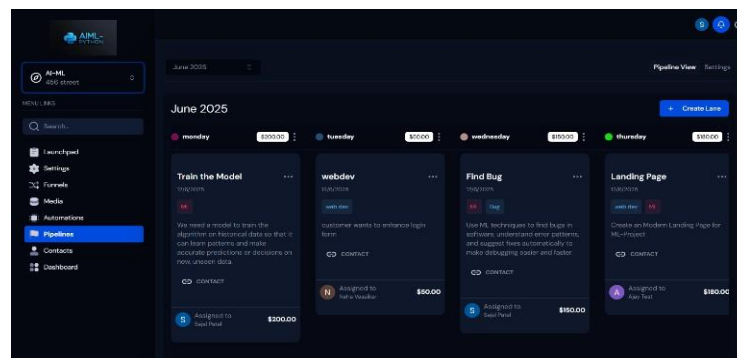


Fig. 9 To-Do Board

Above figure 9, illustrates the To-Do Board within the Subaccount dashboard, where agency owners can manage and assign tasks to their web designers. Each task can have a specific description and an associated price set by the agency owner. Web designers can access this board to view their assigned tasks along with the corresponding pricing, ensuring clear expectations and streamlined communication. This module helps both parties stay organized, track deliverables, and maintain transparency in task responsibilities and compensation.

PROS, CONS AND APPLICATIONS

Pros

Faster and cost-effective development: Speeds up website creation reducing costs.

User-friendly Drag-and-Drop builder: Simplifies the process for users without coding expertise.

Cloud-based platform: Accessible from anywhere with no installation required.

Customization and real-time previews: Allows instant feedback and design control.

Helps business save time, increase profits and deliver better results: Boosts overall efficiency and customer satisfaction.

Cons

Internet Dependency: Requires a stable connection, not ideal in low-connectivity areas.

Limited Customization: May lack advanced flexibility for professional developers.

Third-Party Reliance: Issues with services like Stripe can affect reliability.

Generic Templates: Overuse may result in less distinctive, repetitive designs.

Applications

Real Estate Agents/Agencies: Easily create and update property listings, helping agents stay current and attract buyers.

Consultants/Coaches: Showcase services, testimonials and contact info to build credibility and attract clients.

Health and Wellness Professionals: Share service details, enable appointment booking and build trust with clients.

Event Planners/Organizers: Create event sites with schedules, ticket integration and attendee communication tools.

Food Businesses: Display menus, accept orders and offer online ordering for convenience and customer engagement.

E-commerce Business: Ideal for small to medium online stores needing a simple, quick setup without complex infrastructure.

CONCLUSION

This system aims to simplify and speed up website development for businesses by offering a user-friendly, cloud-based platform. With a drag-and-drop website builder and integrated domain hosting, businesses can create and manage websites easily and affordably. The system allows web designers to customize and preview websites in real-time, making the process quicker and more efficient. It also includes features like payment integration, profile management, and a to-do board for better project tracking. The system is designed to be secure, responsive, and compatible with major browsers, ensuring a smooth user experience. Ultimately, this tool will help businesses save time, increase profits, and deliver better results to their customers.

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