**THE DESIGN AND IMPLEMENTATION OF AN E-COMMERCE SITE FOR ONLINE BOOK SALES**

**BY**

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**Project Report Submitted to the faculty of the rmk Engeneering college,Gummudipundi.**

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**Abstract**

The business-to-consumer aspect of electronic commerce of (e-commerce) is the most visible business use of the World Wide Web. The primary goal of an e-commerce site is to sell goods and services online.This project deals with developing an e-commerce website for Online Book Sale. It provides the user with a catalog of different books available for purchase in the store. In order to facilitate online purchase a shopping cart is provided to the user, In order to develop an e-commerce website, a number of Technologies must be studied and understood.This is a project with the objective to develop a basic website where a consumeris provided with a shopping cart application and also to know about the technologies used to develop such an application.This document will discuss each of the underlying technologies to create and implement an e-commerce website.

**ACKNOWLEDGMENTS**

In completing this project I have been fortunate to have help, support

and encouragement from many people. I would like to acknowledge them for their cooperation. First, I would like to thank MISS,VIMALA mam to giving this wonderful opertunity , my

friends guiding me through each and every step of the process with knowledge and support. Thank you for that,

Finally, I would like to dedicate this project to my friends, Aromal, Mohan and my friends lalith and keshavardhan, for their love, encouragement and help throughout the project.

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**1. Introduction**

E-commerce is fast gaining ground as an accepted and used in business system.

More and more business houses are implementing web sites providing functionality for

performing commercial transactions over the web. It is reasonable to say that the process

of shopping on the web is becoming commonplace. The objective of this project is to develop a general purpose e-commerce store where any product (such as books, CDs, computers, mobile phones, electronic items, and home appliances) can be bought from the comfort of home through the Internet. However, for implementation purposes, this paper will deal with an online book store. An online store is a virtual store on the Internet where customers can browse the catalog and select products of interest. The selected items may be collected in a shopping cart. At checkout time, the items in the shopping cart will be presented as an order. At that time, more information will be needed to complete the transaction. Usually, the

customer will be asked to fill or select a billing address, a shipping address, a shipping

option, and payment information such as credit card number. An e- mail notification is

sent to the customer as soon as the order is placed.

**2. Literature Review**

Electronic Commerce (e-commerce) applications support the interaction between

different parties participating in a commerce transaction via the network, as well as the

management of the data involved in the process The increasing importance of e-commerce is apparent in the study conducted by researches at the GVU (Graphics, Visualization, and Usability) Center at the Georgia Institute of Technology. In their summary of the findings from the eighth survey, the researchers report that “e-commerce is taking off both in terms of the number of users shopping as well as the total amount people are spending via Internet based transactions”.

A good e-commerce site should present the following factors to the customers for

better usability:

· Knowing when an item was saved or not saved in the shopping cart.

· Returning to different parts of the site after adding an item to the shopping cart.

· Easy scanning and selecting items in a list.

· Effective categorical organization of products.

· Simple navigation from home page to information and order links for specific

products.

· Obvious shopping links or buttons.

· Minimal and effective security notifications or messages.

· Consistent layout of product information.

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Finally, feedback should not distract the user. Actions and reactions made by the

web site should be meaningful. Feedback should not draw the user's attention away from

the important tasks of gathering information, selecting products, and placing orders.

**3. Project Design**

In order to design a web site, the relational database must be designed first.

Conceptual design can be divided into two parts: The **data model** and the **process**

**model**. The data model focuses on what data should be stored in the database while the

process model deals with how the data is processed. To put this in the context of the

relational database, the data model is used to design the relational tables. The process

model is used to design the queries that will access and perform operations on those

tables.

**4.Data Model**

A data model is a conceptual representation of the data structures that are required

by a database. The first step in designing a database is to develop an Entity-Relation

Diagram (ERD). The ERD serves as a blue print from which a relational database maybe

deduced. Figure 1 shows the ERD for the project and later we will show the

transformation from ERD to the Re lational model.

**Figure 1 Entity Relationship Dia**

**Database Design**

In this section, the basic structure of the tables composing the database for the

project are shown along with information about primary and foreign keys.

**Customer**

**SNO NAME TYPE DESCRIPTION**

1 UserID Varchar Primary key for Customer identification

2 Password Varchar Security for Customer

3 First\_Name Varchar

4 Last\_Name Varchar

5 Address Varchar

6 City Varchar

7 Zip Integer

8 State Varchar

9 Email Address Varchar

10 Phone\_Number Varchar

**Books**

**SNO NAME TYPE DESCRIPTION**

1 InventoryID Integer Primary key for Inventory Identification,

ISBN of a book

2 Book\_Name Varchar

3 Author Varchar

5 Nr\_books Integer

6 Price Double

7

**State\_Tax**

**SNO NAME TYPE DESCRIPTION**

1 State Name Varchar Primary key for State Identification

2 Sales Tax Rate Double Sales tax for each state

**Shopping\_Cart\_Items**

**SNO NAME TYPE DESCRIPTION**

1 ShoppingCartID Integer Primary key for Shopping Cart

Identification

2 InventoryID Varchar Foreign key to Inventory

3 Price Double

4 Date Date

5 UserID Varchar Foreign key to Customer

6 Quantity Integer

**Order\_Details**

**SNO NAME TYPE DESCRIPTION**

1 OrderID Integer Primary key for Order identification

1 UserID Char Foreign key to Customer

2 Receiver’s Name Char If order is to be sent to other address rather

than to the customer, we need that address

3 Address Char

4 City Char

5 Zip Integer

6 State Char Foreign key to State Tax

7 Type of Shipping Char Foreign key to Shipping Type

8 Date of Purchase Date

**Shipping\_Type**

**SNO NAME TYPE DESCRIPTION**

1 Type of Shipping Varchar Primary key to define type of shipping

2 Price Double

3 Approximate days

for delivery

Integer

**Credit\_Card\_Details**

**SNO NAME TYPE DESCRIPTION**

1 Credit Username Varchar Primary key for Customer Identification

2 Credit Card

Number

Varchar

3 Card Type Varchar Master Card, Visa, Discover

4 CVV Number Integer Number present on the back of the card for

extra security

5 Expiry Date Date

**Book\_Review**

**SNO NAME TYPE DESCRIPTION**

1 InventoryID Varchar ISBN of the book on which the review is

written

2 Reviews Varchar Review on the book

3 Rating Varchar Rating given to the book in a scale of 5

4 Review Date Date

5 User Name Varchar Name of the user providing the review

**Purchase\_History**

**SNO NAME TYPE DESCRIPTION**

1 UserID Varchar Primary key for Customer Identification

2 InventoryID Varchar Book purchased by the user

3 Date of Purchase Date

4 OrderID Integer Foreign key to Order\_details

5 Quantity Integer**Figure 13 Administrator Context DFD**

Admior Detail**dministrator Detailed DFD**

**5.User Interface Design**

Before implementing the actual design of the project, a few user interface designs

were constructed to visualize the user interaction with the system as they browse for

books, create a shopping cart and purchase books. The user interface design will closely

follow our Functional Decomposition Diagram (Figure 2). Figures 15 – 20 show the

initial designs of the web pages.

**6.Implementation Technologies**

The objective of this project is to develop an online book store. When the user

types in the URL of the Book Store in the address field of the browser, a Web Server is

contacted to get the requested information. In the .NET Framework, IIS (Internet

Information Service) acts as the Web Server. The sole task of a Web Server is to accept

incoming HTTP requests and to return the requested resource in an HTTP response. Thefirst thing IIS does when a request comes in is to decide how to handle the request.

**7.Internet Information Services (IIS)**

**IIS** is a set of Internet based services for Windows machines. Originally supplied

as part of the Option Pack for Windows NT, they were subsequently integrated with

Windows 2000 and Windows Server 2003). The current (Windows 2003) version is IIS

6.0 and includes servers for **FTP** (a software standard for transferring computer files

between machines with widely different operating systems), **SMTP** (Simple Mail

**Features:** The web server itself cannot directly perform server side processing

but can delegate the task to ISAPI (Application Programming Interface of IIS)

applications on the server. Microsoft provides a number of these including ones for

Active Server Page and ASP.NET.

**Compatibility:** Internet Information Services is designed to run on Windows

server operating systems. A restricted version that supports one web site and a limited

number of connections is also supplied with Windows XP Professional.

Microsoft has also changed the server account that IIS runs on. In versions of IIS

before 6.0, all the features were run on the System account, allowing exploits to run wild

on the system. Under 6.0 many of the processes have been brought under a Network

Services account that has fewer privileges. In particular this means that if there were an

exploit on that feature, it would not necessarily compromise the entire system.

a) **Powerful database-driven functionality:** ASP.NET allows programmers to

develop web applications that interface with a database. The advantage of

ASP.NET is that it is object-oriented and has many programming tools that

allow for faster development and more functionality.

b) **Faster web applications:** Two aspects of ASP.NET make it fast -- compiled

code and caching. In ASP.NET the code is compiled into "machine language"

*before* a visitor ever comes to the website. Caching is the storage of

information in memory for faster access in the future.

c) **Memory leak and crash protection:** ASP.NET automatically recovers from

memory leaks and errors to make sure that the website is always available to

the visitors.

**8. Web Page Programming Options**

An e-commerce organization can create data-based Web pages by using serverside

and client-side processing technologies or a hybrid of the two. With server-side

processing, the Web server receives the dynamic Web page request, performs all

processing necessary to create the page, and then sends it to the client for display in the

client’s browser. Client-side processing is done on the client workstation by having the

client browser execute a program that interacts directly with the database.

Figure 22 (reproduced from [3]) outlines commonly used server-side, client-side,

and hybrid Web and data processing technologies; client-side scripts are in dashed lines

to indicate they are unable to interact directly with a database or file but are used to

validate user input on the client, then send the validated inputs to the server for further

processing.

**9. The Shopping Cart Application**

The objective of this application is to provide the user an online website where

they can buy books from the comfort of their home. A shopping cart is used for the

purpose. The user can select the desired books, place them in the shopping cart and

purchase them using a Credit Card. The user’s order will be shipped according to the type

of shipping selected at the time of placing the order.

Website consists of the following web pages:

1. AddBook.aspx

2. BookDetails.aspx

3. BookReview.aspx

4. Books.aspx

5. ChangePassword.aspx

6. CheckOut.aspx

7. FinalOrder.aspx

8. Footer.ascx

9. ForgotPassword.aspx

10. Login.aspx

11. LogOff.aspx

12. Menu.ascx

13. Order.aspx

14. PurchaseHistory.aspx

15. Registration.aspx

16. Search.aspx

17. ShoppingCart.aspx

18. UserDetails.aspx

Below figures show some screenshots taken from running the application. All the

functionalities are explained accordingly.

When the user types the web address in the browser, the main page of the

application is displayed which has the list of the top ten popular books available in the

store, as shown in Figure 25.

**Book Details**

The information about books is stored in “Books” table. The user can know the

ISBN of the book, book title, author of the book, number of copies available at the store,

price of the book. A link to add the book to the shopping cart and also a link to write a

review for the book are also provided. The user does not have to login to add a book to

the cart or to read/write a review.

**10. Search for Books**

Books can be searched based on the ISBN, Title or the Author of the book. When

searching for books by author “Jesse Liberty”, two books are displayed as shown in

**Registration**

A new user can register on the site by clicking on the registration button on the

menu at the top of the page, as shown in Figure 27.

**New user registration**

The “\*” beside the label indicates the required field for successful registration on

the site. If the value if not entered, an appropriate message is displayed. If a user with

same UserID already exists, the message is displayed. Clicking on Reset will clear all the

fields and Submit will submit the information for registration. Upon successful

completion, the user is directed to the Books page.

**12.User Details**

On clicking “User Details”, the detailed profile information of the user who is

currently logged in are displayed as shown in Figure 28.

**User details**

Here the users can change their profile except for the UserID and these details

will be reflected in the database only when the Update button is clicked. If the user has

placed any order previously, those details can be viewed by clicking on the Purchase

History button.

**13.Shopping Cart**

When “Add to Cart” is clicked for any book, it is added to the shopping cart

illustrated in Figure 29. If that particular book is already present in the shopping cart, the

quantity is increased by 1 and the price is changed accordingly; if not, a new entry is

made into the table. All the information in the shopping cart is stored in

“shopping\_cart\_items” table. Adding a book into the shopping cart does not decrease the

quantity of books in the Books table. It is decreased only after an order is placed for the

book. So, placing the book in the shopping cart does not guarantee the availability of the

book at the time of placing the order.

**14.Place an Order**

When “Place an Order” button is clicked which is located on the bottom of the

shopping cart, the application will ask the user to login if he has not already done so.

**Order Details**

If the user is placing an order with the web site for the first time, they will be

asked to enter the credit card details as shown in the above figure; if not, only the Card

Verification Value (CVV) number of the credit card is asked for verification, as shown in

At this point, the user can check the shipping address box if shipping address is

same as billing address, otherwise the user has to enter the new shipping address as

**Shipping details**

If the check box provided is checked, the shipping address is obtained from the

*Customer* table. The user also has to select the desired type of shipping for the order.

When all the information is entered, the user can “Proceed to the Checkout”.

**15.Check Out**

Before placing the final order, the user is shown the total price of the order, which

includes total price of books selected, shipping rate and state tax as illustrated in Figure

32. If the user is not satisfied with the order, the order can be cancelled at that point. The

information in the shopping cart remains intact, so the user can go back to it and make

any changes if necessary. When the “Place Order” button is clicked, the order is placed

and the following screen appears which informs the user about the approximate number

of days in which the order will be delivered.

**Check out**

Once the order is placed, the quantity of the books is reduced in the *Books* table.

The shopping cart for the user cleared and an appropriate message is displayed, as shown

in Figure 33.

**Order confirmation**

The inventory is updated as shown in Figure 34 after the order is placed.

**Updated inventory after order placement**

**16.Purchase History**

Figure 35 details the purchase history of the user “skodali”. Purchase history can

be reached by clicking on the “Purchase History” tab on “User Details” screen as shown

**Purchase history**

When viewing the purchase history, the user can view the details of each book by

clicking on the book name. The details are displayed as shown in Figure 36.

**Book details**

Book information can only be changed by the Administrator of the site. All other

users can only view the details of the books. The administrator of the site can also “Add

Book” or “Remove Book” to/from the *Books* table. Figure 37 allows a book modification

form accessible to the administrator.

**Administrator - Modify books**

In order to add a book, the administrator will enter the ISBN of the book. If the

ISBN is already present in the Books table, the administrator is asked to enter the

quantity of the books.

**Details about new book**

If the entered ISBN book is not present in the Inventory, the administrator is

asked to enter the details about the book as shown in Figure 38 to add the book to the

inventory.

shows the updated inventory after the book details in Figure 38 are

entered.

**Updated Inventory**

When a user logs off the website, the items in their Shopping Cart are cleared.

When the user enters a password during the registration, it is encrypted before it is

stored in the database. It is a one-way encryption and the original form cannot be

retrieved again. Similar encryption method is used for Credit Card Number.

Suppose there are only three “Programming C#” books available in the store. One

user adds all of them to the shopping cart, and by the time he chooses other books and

places the order, another user has already placed an order for two of those books. In that

case, the first user comes to know about this at the time of placing the order and he is

directed to the shopping cart to make the appropriate changes.

As explained earlier, the user need not be logged in to add books to the shopping

cart. When the user adds books without logging in, a GUID (Globally Unique Identifier)

is obtained from the system and stored in Session["loginid”] variable. This GUID is

stored in the shopping\_cart\_items table along with the selected books by the user. If the

user logs in, the GUID in the table is replaced with the actual UserID of the user.

Session variables are used to transfer data from one page to another. As soon as

the user closes the window, the session variables are cleared.

**17.Transactions in the Application**

A transaction is a group of database commands that are treated as a single unit.

Transaction must pass what is known as the ACID test:

**Atomic:** All operations in the transaction are executed properly or none. In other words,

they make up a single unit of work. For example, if a customer moves and a transaction is

used to reflect that change in the database, all parts of the address (street, city, state, etc)

must be changed as an atomic action, rather than changing street, then city, then state,

and so on.

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**Consistent** : The execution of a single transaction preserves the consistency of the

database. All the relationships between data in a database are maintained correctly. For

example, if customer information uses a tax rate from a state tax table, the state entered

for the customer must exist in the state tax table.

**Isolation:** Each transaction is unaware of the other transactions occurring

concurrently. Changes made by other clients cannot affect the current changes. For

example, if two data entry operators try to make a change to the same customer at the

same time, one of two things occurs: either one operator's changes are accepted and the

other is notified that the changes were not made, or both operators are notified that their

changes were not made. In either case, the customer data is not left in an indeterminate

state.

**Durability:** Changes the transaction has performed persist in the database. Once a

change is made, it is permanent. If a system error or power failure occurs before a set of

commands is complete, those commands are undone and the data is restored to its

original state once the system begins running again.

Transaction processing is particularly important for Web applications that use

data access, since Web applications are distributed among many different clients. In a

Web application, databases are a shared resource, and having many different clients

distributed over a wide area can present these key problems:

· Contention for resources. Several clients might try to change the same record at

the same time. This problem gets worse the more clients you have.

· Unexpected failures. The Internet is not the most reliable network, even if your

Web application and Web server are 100 percent reliable. Clients can be

unexpectedly disconnected by their service providers, by their modems, or by

power failures.

· Web application life cycle. Web applications do not follow the same life cycle as

Windows applications—Web forms live for only an instant, and a client can leave

your application at any point by simply typing a new address in their browser

Transaction processing follows these steps:

1. Begin a transaction.

2. Process database commands.

3. Check for errors.

4. If errors occurred, restore the database to its state at the beginning of the

transaction. If no errors occurred, commit the transaction to the database.

Suppose two users try to add the same book to the shopping cart and try to place

an order at the exact same time. An update should be done to the Books table after the

order is placed, but if only the latest transaction is noted down, the book quantity will

differ in the real world. This situation has to be handled as in a “Transaction”. As detailed

earlier, a transaction is an operation or set of operations that succeeds or fails as a logical

unit. That is, either both the updates are not done, or both the updates are done

consecutively.

Transactions are normally managed by declaring boundaries around a set of

operations. Operations that execute in the context of the transaction boundary then

succeed or fail as a unit. For ASP.NET, the transaction boundary is the execution of a

single request to a page, which might contain nested components that participate in the

same transaction. While the page is executing, if an operation on the page itself or a

nested component in the same transaction fails, it can call **ContextUtil.SetAbort**. This is

then picked up by the current transaction context, the entire transaction fails, and any

operations that were already completed are undone. If nothing fails, the transaction is

committed.

the supported transaction attributes. The absence of a transaction

directive is the same as an explicit directive to "Disabled".

**Table 2 Transaction attributes**

**Attribute Description**

**Required** The page requires a transaction. It runs in the context of an

existing transaction, if one exists. If not, it starts one.

**RequiresNew** T he page requires a transaction and a new transaction is

started for each request.

**Supported** The page runs in the context of an existing transaction, if

one exists. If not, it runs without a transaction.

**NotSupported**

The page does not run within the scope of transactions.

When a request is processed, its object context is created

without a transaction, regardless of whether there is an

active transaction.

A transaction can be explicitly committed or aborted using static methods of the

**System.EnterpriseServices.ContextUtil** class. You can explicitly call the **SetComplete**

or **SetAbort** method to commit or abort an ongo ing transaction.

A transaction will commit or abort at the end of the page's lifetime depending on

whether SetComplete or SetAbort was called last, provided there is no other object to join

the same transaction.

**18.Limitations and Future Development**

There are some limitations for the current system to which solutions can be

provided as a future development:

1. The system is not configured for multi- users at this time. The concept of

*transaction* can be used to achieve this.

2. The Website is not accessible to everyone. It can be deployed on a web

server so that everybody who is connected to the Internet can use it.

3. Credit Card validation is not done. Third party proprietary software can be

used for validation check.

As for other future developments, the following can be done:

1. The Administrator of the web site can be given more functionalities, like

looking at a specific customer’s profile, the books that have to be

reordered, etc.

2. Multiple Shopping carts can be allowed.

**19.Conclusion**

The Internet has become a major resource in modern business, thus electronic

shopping has gained significance not only from the entrepreneur’s but also from the

customer’s point of view. For the entrepreneur, electronic shopping generates new

business opportunities and for the customer, it makes comparative shopping possible. As

per a survey, most consumers of online stores are impulsive and usually make a decision

to stay on a site within the first few seconds. “Website design is like a shop interior. If the

shop looks poor or like hundreds of other shops the customer is most likely to skip to the

other site”[16]. Hence we have designed the project to provide the user with easy

navigation, retrieval of data and necessary feedback as much as possible.

In this project, the user is provided with an e-commerce web site that can be used

to buy books online. To implement this as a web application we used ASP.NET as the

Technology. ASP.NET has several advantages such as enhanced performance,

scalability, built- in security and simplicity. To build any web application using ASP.NET

we need a programming language such as C#, VB.NET, J# and so on. C# was the

language used to build this application. For the client browser to connect to the ASP.NET

engine we used Microsoft’s Internet Information Services (IIS) as the Web Server.

ASP.NET uses ADO.NET to interact with the database as it provides in-memory caching

that eliminates the need to contact the database server frequently and it can easily deploy

and maintain an ASP.NET application. MySQL was used as back-end database since it is

one of the most popular open source databases, and it provides fast data access, easy

installation and simplicity.A good shopping cart design must be accompanied with user-friendly shoppingcart application logic. It should be convenient for the customer to view the contents oftheir cart and to be able to remove or add items to their cart. The shopping cart

application described in this project provides a number of features that are designed to

make the customer more comfortable.This project helps in understanding the creation of an interactive web page andthe technologies used to implement it. The design of the project which includes DataModel and Process Model illustrates how the database is built with different tables, howthe data is accessed and processed from the tables.

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