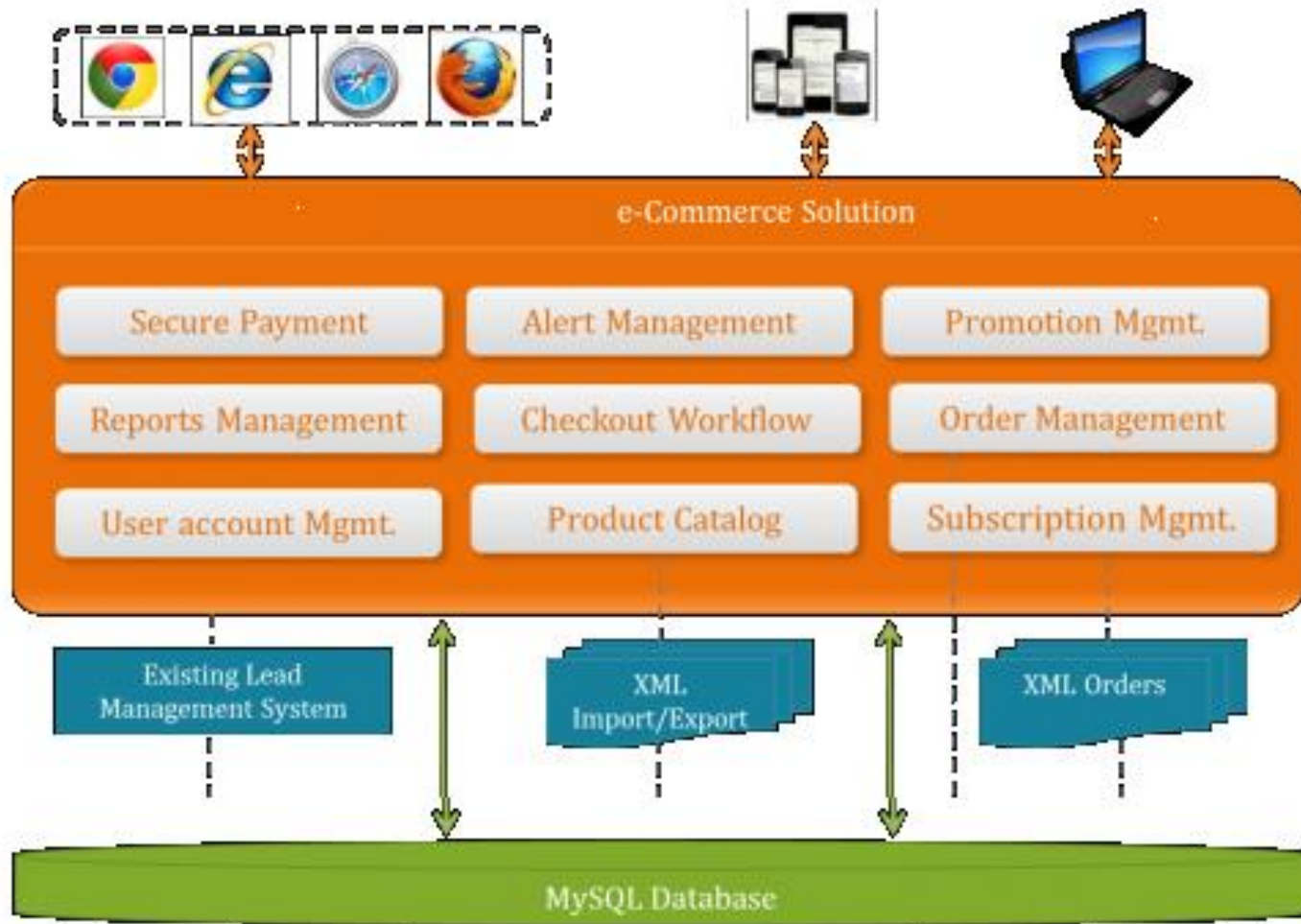


# eCommerce Platform Design Proposal

Elite / Neeta Tech

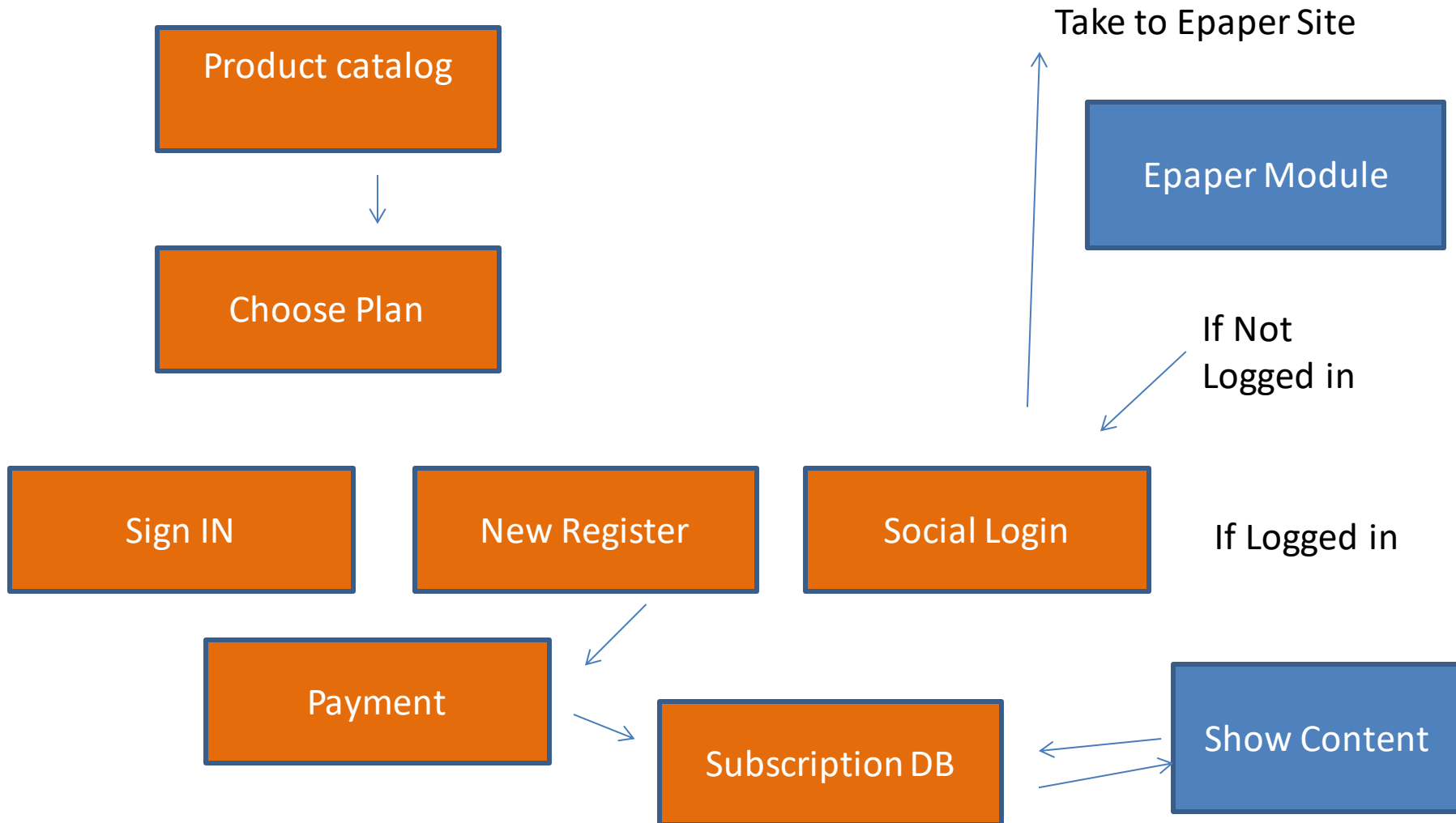
Sakal Papers

# Modules



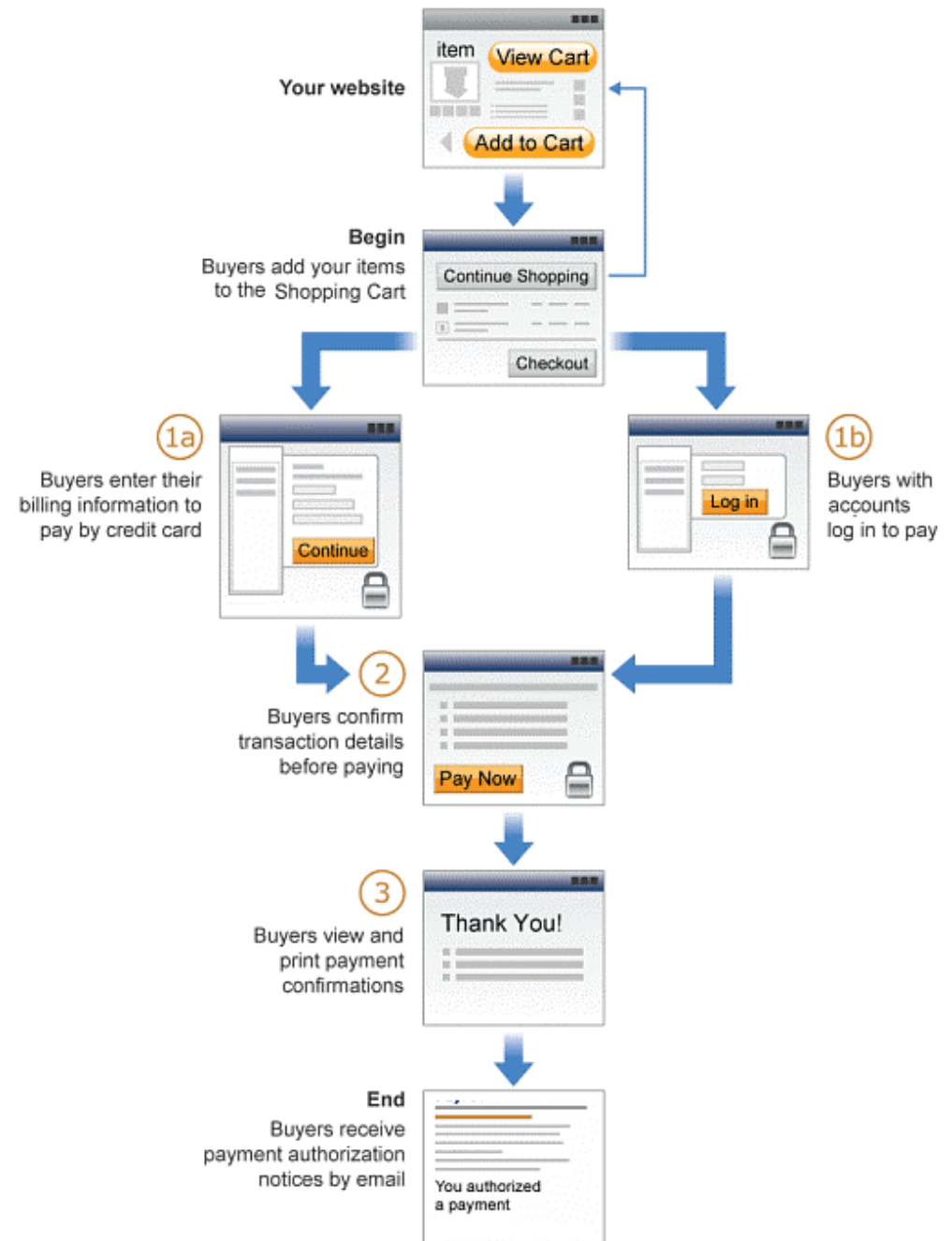
Alert Management, Promotion Management, reports Management are OPTIONAL MODULES

# workflow



# Checkout workflow

Typical eCommerce Checkout workflow



# My Orders

User should be able to view their  
ordrers at any given point of time from  
the order history table.

## My Orders

| Order #   | Date     | Ship To           | Order Total | Status     |                      |
|-----------|----------|-------------------|-------------|------------|----------------------|
| 000000005 | 12/14/15 | Veronica Costello | \$87.94     | Complete   | <a href="#">View</a> |
| 000000004 | 12/5/15  | Veronica Costello | \$107.43    | Complete   | <a href="#">View</a> |
| 000000003 | 12/5/15  | Veronica Costello | \$107.43    | Complete   | <a href="#">View</a> |
| 000000002 | 12/4/15  | Veronica Costello | \$37.00     | Complete   | <a href="#">View</a> |
| 000000001 | 12/4/15  | Veronica Costello | \$34.00     | Processing | <a href="#">View</a> |

5 Item(s)

## Database Design

Various tables that will be used to track and record all the transactions for historic use

- Products
  - Id, name, thumbnail, desc
- Subscribers
  - Name, email, telephone etc..
- Subscriptions (mapping)
  - SubscriberID, productID

# User Registration (both)

- User comes to Epaper / Emagazine Site
- He can Register as a Subscriber or Login if already subscribed.
- We need to decide whether eSakal Website & Epaper/Emagazine portal should share User Registration info? So that user can use his id on both the sites?
- SSO Design document to be prepared if this is required.

# User Login (NT / SAKAL)

- Registered User logs in to the system
- Chooses a Plan – Single / Monthly / Six Months / Yearly
- Adds the product and plan to his Shopping Cart



# Shopping Cart (NT / SAKAL)

- User reviews all items in the shopping Cart
- Chooses to checkout
- On Checkout the control will be passed to the Checkout Page passing (Order ID, Amount, customer id etc..)

# Payment Gateway Page (NT / SAKAL)

- Payment gateway page of ccAvenue is loaded
- It processes the payment and acknowledge back with transaction id
- Once the payment is received, order status is updated in Orders table
- If payment is declined, order status is updated as Failed with Reason

# Front End Changes (NT / ELITE)

- Front End reader to allow user to only access newspaper / magazines that they have subscribed for
- New API call to get this information the Orders table to be devised and integrated with the current ePaper / Emagazine Front end
- Google Analytics / Reports for Most Popular Editions / magazines bought / viewed etc.. To be generated

# Product Catalog Management (SAKAL)

- Interface to manage Product catalog
- Price plans
- Packages
- Festive Offers etc..

# Alerts / Promotions (SAKAL)

- Interface to send alerts to existing subscribers on email / app
- For Renewal if current subscription is expired
- Mailers / Campaigns for New subscription etc..  
To be planned and devised
- Either using third party lead generation software or Email newsletter software (e.g Mailchimp)

# Sample reference- Hindu

Sent Mail - yusuf@eliteinfosoft.c x Newspapers & Magazines Portal x ePaper Subscription You are screen sharing Stop Share

epaper.thehindu.com

## THE HINDU e-Paper

PLANS BENEFITS ABOUT US CONTACT US FAQs

Enter promocode Apply

|  |  |  |   |   |
|--|--|--|---|---|
| <b>ULTIMATE +</b><br>24 Months<br><del>₹4776</del><br><b>₹2299</b><br>Save 51%<br>730 days<br>CHOOSE NOW | <b>UPSC Special</b><br>12 Months<br><del>₹2388</del><br><b>₹1599</b><br>Save 33%<br>TH e-paper +<br>Frontline for 1 year<br>CHOOSE NOW | <b>ULTIMATE</b><br>12 Months<br><del>₹2388</del><br><b>₹1299</b><br>Save 45%<br>365 days<br>CHOOSE NOW | <b>PREMIUM</b><br>6 Months<br><del>₹1194</del><br><b>₹799</b><br>Save 33%<br>180 days<br>CHOOSE NOW | <b>STARTER</b><br>1 Month<br><b>₹199</b><br>30 days<br>CHOOSE NOW |
|--|--|--|---|---|

eCommerce\_Plattf....pptx Show all x

# Product combos

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epaper.thehindu.com

## THE HINDU e-Paper

PLANS BENEFITS ABOUT US CONTACT US FAQs

|                            |  |                            |                            |                            |
|----------------------------|--|----------------------------|----------------------------|----------------------------|
| Save 51%                   | Save 33%                                     | Save 45%                   | Save 33%                   |                            |
| <b>730 days</b>            | <b>TH e-paper +<br/>Frontline for 1 year</b> | <b>365 days</b>            | <b>180 days</b>            |                            |
| <a href="#">CHOOSE NOW</a> | <a href="#">CHOOSE NOW</a>                   | <a href="#">CHOOSE NOW</a> | <a href="#">CHOOSE NOW</a> | <a href="#">CHOOSE NOW</a> |

Email ID \*

Mobile Number \*

State \*

ULTIMATE + ,730 days ,₹2299 + GST 18% extra

[Pay ₹2713](#)

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# Malayala manorama

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epaper.manoramaonline.com/MMPortalUI/portal.html

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മലയാളത്തിലെ ഏറ്റവും പ്രചാരമുള്ള ഇ-ദിനപത്രം

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- ☐ 1 Year Rs.999/- Rs-1200
- ☐ 6 Months Rs.540/- Rs-600
- ☐ 1 Month Rs.100/-

**Total Amount - Rs. 0** **SUBSCRIBE NOW** **RENEW**

**എഡിഷനുകൾ/ജില്ലകൾ**

Chennai Bangalore Mumbai

**ഫീച്ചർ പേജുകൾ/സപ്ലിമെന്റുകൾ**

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# Rate card - telephone / OTP

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← → ↻ subscribe.manoramaonline.com/content/subscription/epaperlogin.html

**manoramaONLINE**

**Billing Address**

Title v Name

Landmark Se

Pincode E-r

Address/Location

Continue Cancel

Email/Mobile Number  
Enter your email/mobile number

Please enter a valid email/mobile number

Password  
Enter your password

Please enter a valid password

**LOGIN**

Forgot Password?

Or

Login with

**FACEBOOK** **GOOGLE**

Don't have an account? [Create an Account](#)

eCommerce\_Platform.pptx ^

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# Sakal Catalog with Price for each product / package

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