Project Synopsis For E-Commerce Website

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1. Introduction

We will build an E-Commerce Website using HTML, CSS and JAVASCRIPT for frontend & NodeJS and MongoDB for the backend. Ecommerce, also known as electronic, online or **internet commerce** is a business model that refers to **buying** and **selling** the products or services using the Internet. Simply, it is a way of doing business over the internet without having to visit the physical store.

The most popular example of ecommerce is online shopping, but there are also other types of activities such as payment gateways, online auctions, online ticketing, and internet banking. There is even a precaution for safe use. In this case, you need a VPN option for Android users, IOS, Mac, or Windows.

Also, when thinking about the past of ecommerce, it has definitely evolved through the years. Examples are seen in **improved payment options**, **faster shipping**, more **developed UIs**, **automatic** order processing, and more. These changes had a significant impact on customer understanding of the usefulness of ecommerce.

Earlier businessmen used to only rely on traditional marketing techniques by creating a physical presence and marketing their products & services through brick-and-mortar stores. But for the past few decades the visions of business owners have changed and besides traditional marketing, they have started marketing their products online. Here, the term Ecommerce and objective of ecommerce comes into the picture.

Ecommerce can be referred to as the process of exchanging goods and services in the form of online or digital mode where the payment for the goods and services are done in electronic form.

2. Objective

The Objective of Ecommerce might differ based on the business, but generally they comprise lower costs, increasing sales, and improving customer satisfaction.

Sales can be increased by attracting more customers through improved marketing strategies or by lowering the cost of products sold. Costs can be lowered by determining ways to reduce manufacturing and distribution expenses or by developing new products that are cheaper to produce. Customer satisfaction can be improved by offering a quality product that is easy to use and fulfills customer needs.

Now, before going into the depth of the objective of ecommerce, first we need to understand why it is important to lay down the objective of ecommerce before starting any business.

First and foremost, businesses set aims and the objective of ecommerce to aid in decision making. This allows the companies to comprehend what their main focus should be on. The objective of ecommerce helps in defining goals, guiding elements of the decision-making process, identifying conflicting activities, and ensuring accountability of an individual within an company.

The objective of ecommerce will provide you with guidance and direction to drive growth and achieve success in the ecommerce industry. When developing the objective of ecommerce, it is imperative to be clear and concise. It is also important for the objective of ecommerce to be specific and measurable.

3. Proposed Methodology

Scoping and planning
This phase focuses on the planning of the project's overall direction, including the definition of the project's scope, objectives, and timelines. The deliverable from this phase is this Design Plan.

Conceptual design and research
In this phase, the conceptual design of the methodology is developed and research on existing methodologies is conducted. Research is performed from independent research firms, such as the Gartner Group, Forrester Research, and CIO.com. These research firms sometimes publish the methodologies that consulting firms use. Consulting firms' websites are another source for researching E-commerce strategy methodologies.

Development of methodology
The actual methodology is developed in this phase. Detailed descriptions of each task in the methodology are documented, including the objectives, inputs, approach, relevant models, applicable tools and techniques, outputs, and any references. The methodology is to be documented in an appropriate format, be it a Word document or HTML pages.

Implementation of methodology
The methodology will be implemented with a client. This phase includes the marketing of E-commerce strategy development services and the closing of the sale, followed by the actual implementation.

Revision of methodology
Final touches and revisions to the methodology are made in this phase. The majority of these revisions come from experiences on the client project. Sample reports and any additional references are added to the methodology.

4.Tools and Technologies

HTML

HTML is a language for describing web pages.

HTML stands for
Hyper **T**ext **M**arkup **L**anguage

HTML is not a programming language, it is a **markup language**

A markup language is a set of markup **tags**

HTML uses **markup tags** to describe web pages

CSS

Cascading Style Sheets (CSS) is a programming design language that includes all relevant information relating to the display of a webpage. CSS defines the style and formatting of a website or page, including the layout, colours, fonts, padding (the space around each element) and more.

Together with HTML and JavaScript, CSS makes up the foundation of how the internet works. The standards and specifications for all three are maintained by the World Wide Web Consortium (W3C).

JAVASCRIPT
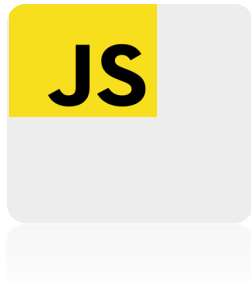
JavaScript is used by programmers across the world **to create dynamic and interactive web content like applications and browsers**. JavaScript is so popular that it's the most used programming language in the world, used as a client-side programming language by 97.0% of all websites.

Node JS

Node.js is a cross-platform, open-source server environment that can run on Windows, Linux, Unix, macOS, and more. Node.js is a back-end JavaScript runtime environment, runs on the V8 JavaScript Engine, and executes JavaScript code outside a web browser.

Node.js lets developers use JavaScript to write command line tools and for server-side scripting. The functionality of running scripts server-side produces dynamic web page content before the page is sent to the user's web browser. Consequently, Node.js represents a "JavaScript everywhere" paradigm,[6] unifying web-application development around a single programming language, rather than different languages for server-side and client-side scripts.

MongoDB

MongoDB is a source-available cross-platform document-oriented database program. Classified as a NoSQL database program, MongoDB uses JSON-like documents with optional schemas. MongoDB is developed by MongoDB Inc. and licensed under the Server Side Public License (SSPL) which is deemed non-free by several distributions. MongoDB is a member of the MACH Alliance.

5. Problem Definition

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6. Timeline(Gantt Chart)
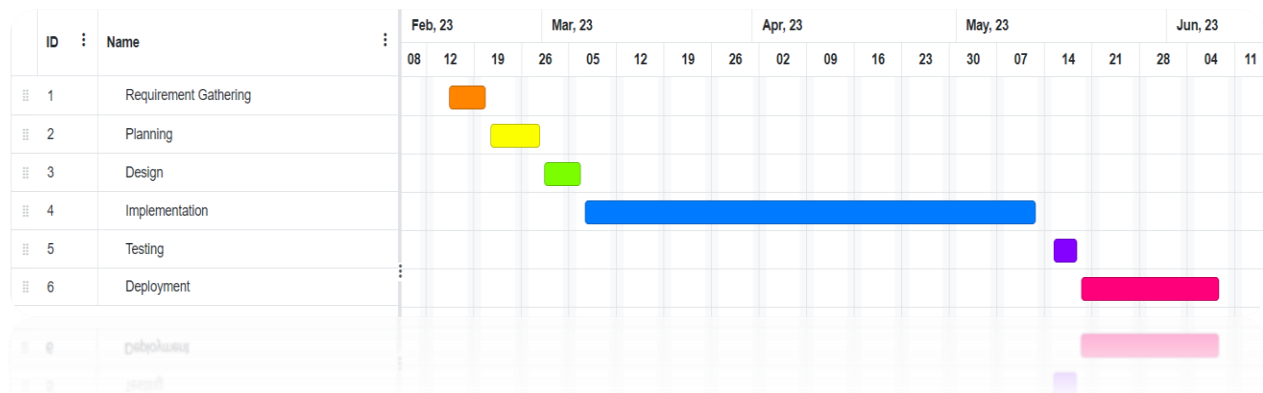
7. <u>Conclusion</u>

E-commerce still represents one of the business methods that take advantage if done the right way, even if the stock market and commodities fell, but E-Commerce still able to survive and receive high transaction. E-commerce has a tremendous opportunity during or business. In addition, it is also to introducing new techniques and styles in a transaction. Use the extensive E-Commerce in the Internet world is actually much better to bring the goodness of the individual or the state.

Ecommerce is an industry that's ever-changing and ever-growing. Trends are shifting constantly in an attempt to shape the way people purchase products in every corner of the globe. Ecommerce giants like Alibaba, Amazon, Flipkart and eBay have changed the way the retail industry works, compelling major traditional retailers to alternate the way they do business.

8.<u>References with Citation</u>

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