

Project Deliverable 3 – User Manual

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3.1 Introduction

3.1.1 Background

The COVID-19 pandemic accelerated the growth of e-commerce in Africa as a whole. While formal retailers like Checkers and Woolworths have online platforms, many South Africans in informal sectors are turning to customer-to-customer (c-2-c) e-commerce platforms like Facebook Marketplace to buy and sell goods directly to other individuals, but these platforms are not tailored to local needs and send profits abroad. South Africa is also known for its generally expensive mobile data. These problems present the potential for a local, mobile data friendly, c-2-c platform to help boost the informal economy in South Africa.

3.1.2 About this website

The UsedMarket c-2-c e-commerce website uses a PHP framework to handle logic for its dynamic pages that are written in HTML, JavaScript and CSS, with the help of bootstrap. It also connects to mySQL services to store and use data throughout the website. UsedMarket is being hosted for free on InfinityFree's hosting services.

PHP provides the necessary functions for security, data sanitation and validation, and compressing image quality to minimize mobile data usage. Further the HTML, JavaScript, CSS and Bootstrap is used to style the website, make it responsive, adapt it to work as intended on mobile devices, and create a positive user experience overall.

The UsedMarket website allows for user creation that is split into customers and admins. Customers can view, create, edit, delete and buy listings, while the admins' functions are to manage users and generate reports from the website statistics.

3.2 Basics: Accessing your website and Admin

3.2.1 Accessing the website

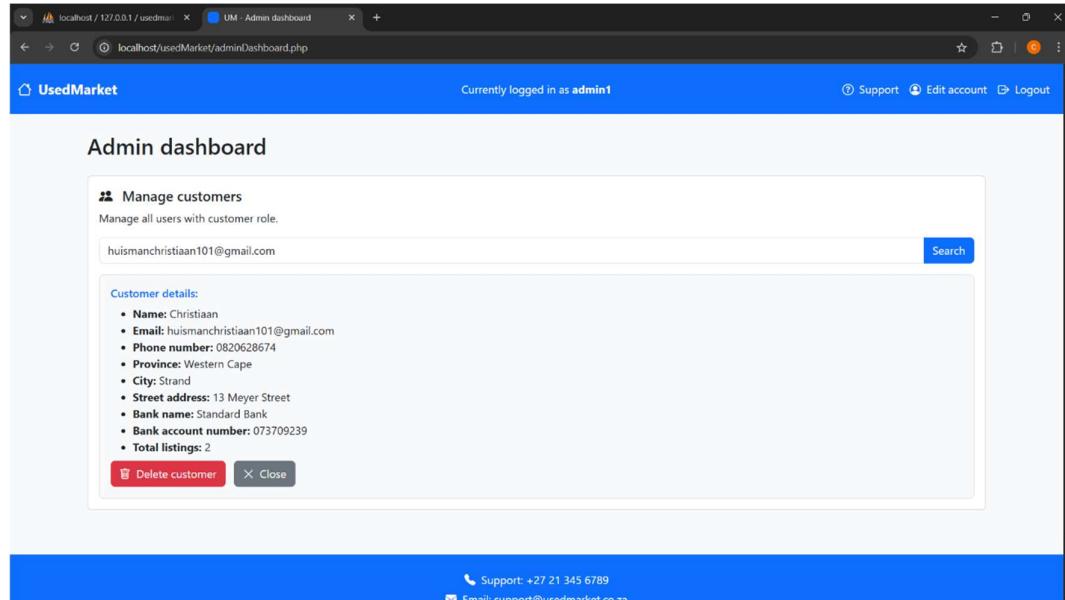
InfinityFree provides free hosting of websites. If the desired domain name is not taken yet, it can be used for free on InfinityFree and then .free.nf is added to the end of the URL for the website. This means that to access UsedMarket's c-2-c e-commerce website the following URL needs to be used: <https://usedmarket.free.nf/>.

To keep the logic simple, customers and admins use the same URL where they find UsedMarket's home page, from there accounts can be registered or customers can log in as customers and admins can log in as admins and go to their respective dashboards.

3.2.2 The Admin Area

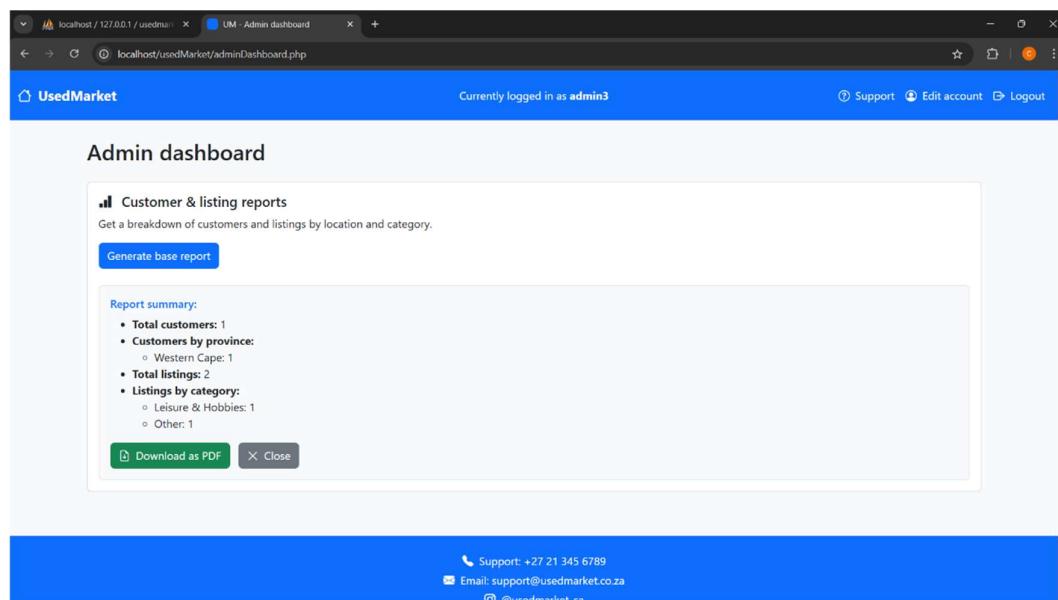
The admins of UsedMarket have access to their own different dashboards. Each admin is divided into an admin level; these levels will determine what functionality the admin has on the website.

The main difference of these different levels are that some admins can manage users:



A screenshot of a web browser displaying the UsedMarket Admin Dashboard. The title bar shows 'localhost / 127.0.0.1 / usedmarket' and 'UM - Admin dashboard'. The top navigation bar includes 'UsedMarket', 'Currently logged in as admin1', 'Support', 'Edit account', and 'Logout'. The main content area is titled 'Admin dashboard' and features a section for 'Manage customers'. It shows a list of users with one entry: 'huismanchristiaan101@gmail.com'. Below this is a 'Customer details' panel containing a list of user information, including Name: Christian, Email: huismanchristiaan101@gmail.com, Phone number: 0820628674, Province: Western Cape, City: Strand, Street address: 13 Meyer Street, Bank name: Standard Bank, Bank account number: 073709239, and Total listings: 2. At the bottom of this panel are 'Delete customer' and 'Close' buttons. The footer contains support contact information: Support: +27 21 345 6789, Email: support@usedmarket.co.za, and a social media handle @usedmarket_sa.

And some admins can generate reports from the website data:

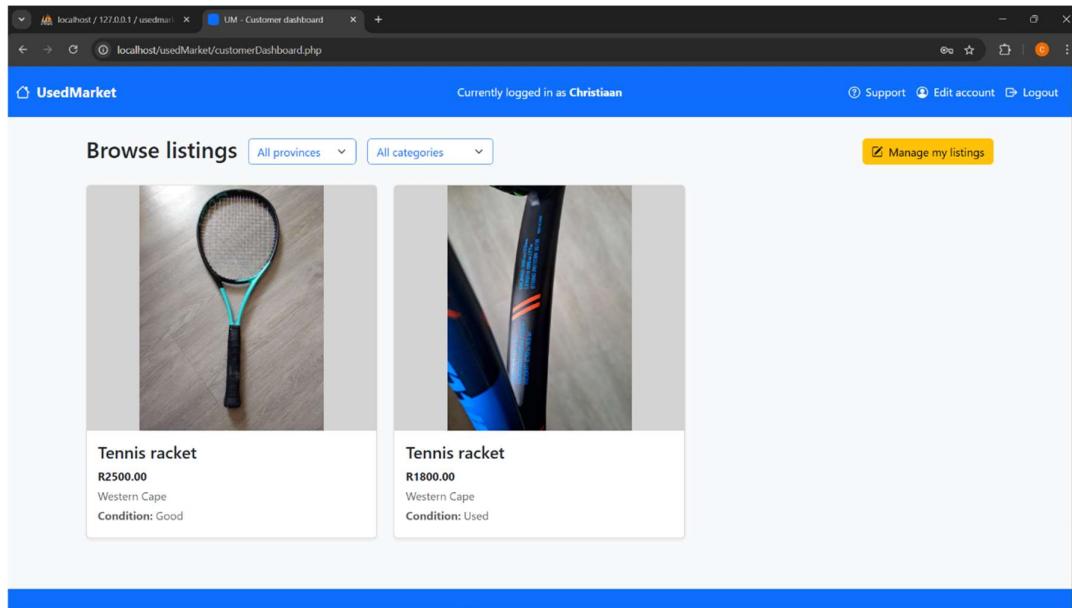


A screenshot of a web browser displaying the UsedMarket Admin Dashboard. The title bar shows 'localhost / 127.0.0.1 / usedmarket' and 'UM - Admin dashboard'. The top navigation bar includes 'UsedMarket', 'Currently logged in as admin3', 'Support', 'Edit account', and 'Logout'. The main content area is titled 'Admin dashboard' and features a section for 'Customer & listing reports'. It shows a summary: Total customers: 1, Customers by province: Western Cape: 1, Total listings: 2, Listings by category: Leisure & Hobbies: 1, Other: 1. Below this is a 'Generate base report' button and a 'Report summary' panel. At the bottom of this panel are 'Download as PDF' and 'Close' buttons. The footer contains support contact information: Support: +27 21 345 6789, Email: support@usedmarket.co.za, and a social media handle @usedmarket_sa.

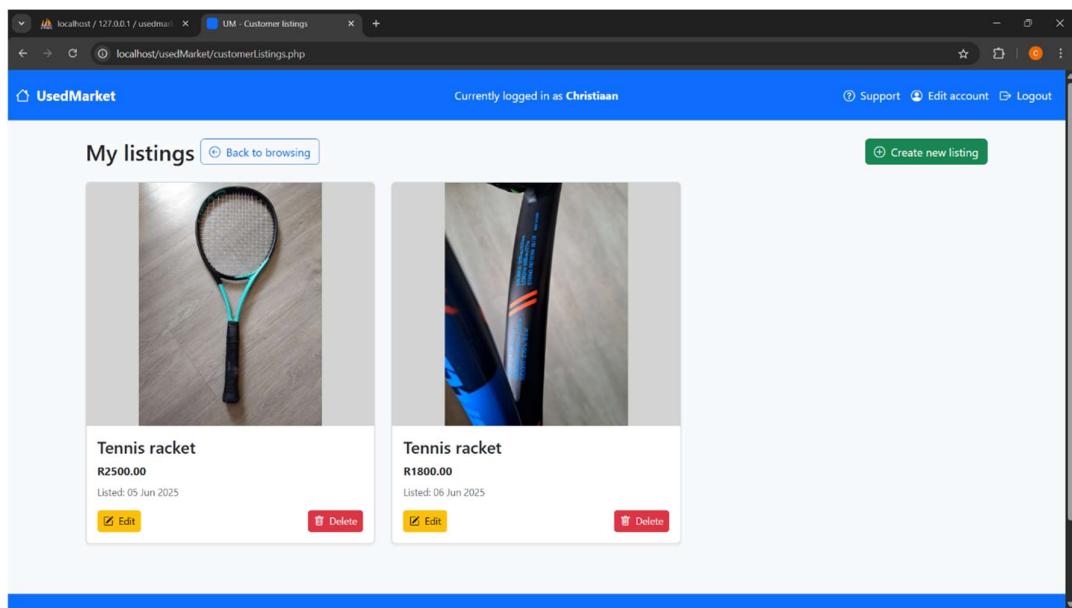
3.3 Products: Adding, removing, and updating products

3.3.1 Adding and Removing Products

Customers can add and remove listings that they want by logging into their account on the UsedMarket website that will take them to their customer dashboard, then they can click the top right ‘Manage my listings’ button to access their listings dashboard, as shown below:



When a customer is on their listings dashboard, they will have the option in the top right to click ‘Create new listing’ where they can add listings and publish it. They will also have the option to click ‘Delete’ on a specific listing that they published to remove the listing from the website database. Both options are shown below:



3.3.2 Updating Products

Similar to how customers can add and remove listings, they follow the same steps to access their listings dashboard and then click the ‘Edit’ button on a specific listing they published to edit the listing and publish the edited information. Screenshots for reference can be seen in 3.3.1.

3.4 Changing menus

The closest the UsedMarket website comes to changing menus are when users can toggle between logging in with an existing account or registering a new account when they access the login page. These two options have different fields that need to be filled in and submitted. Further a few different menus are for the different roles a user can have (customer or admin), and the different levels of admins also have different menus for the functions they can perform (managing users or generating reports).

3.5 Shipping Options

Customers have the option of having orders delivered via a courier company or by meeting the seller in person to take possession of the order. For the delivery option on the website, Bob Go still needs to be integrated so that orders will use the relevant customers’ address details to create an automatic courier waybill on the Bob Go platform where the cheapest courier for that specific delivery is selected. Most of the courier options on Bob Go use price-based shipping rates and these prices will be included in the order amount on UsedMarket automatically.

3.6 The front page: adding and changing images

Currently there are no images displayed on the front page of the UsedMarket website. If any images are to be displayed on the website, they can be put in an images folder in the file directory for uniform accessing in the HTML code. These images can then be placed and shown on the page using divs and Bootstrap elements to achieve the desired look and structure of the page.

3.7 Changing the logo

Currently there is no logo for the website. The website is recognized via the UsedMarket name in the navigation bar on each page on the e-commerce website that also acts as a link to the home page. Should the name be changed, or a logo be added to the website, it can be done in the following snippet of HTML on each page’s navigation bar:

```
</head>
<body class="d-flex flex-column min-vh-100 bg-light">

    <!-- Fixed navbar -->
    <nav class="navbar navbar-expand-lg navbar-dark bg-primary fixed-top py-lg-3">
        <div class="container-fluid">
            <!-- Website Name on the Left -->
            <a class="navbar-brand" href="index.php"><i class="bi bi-house me-1"></i> UsedMarket</a>
```

A logo image can be added in place of the icon (<i>) tag.

3.8 Orders

A customer places an order by paying for a listing on the UsedMarket website. The customer will have the option of selecting the order to be delivered or collecting it themselves, if delivery is selected, the price for shipping will be included in the order amount. When payment for the order is made, the payment system directs the payment to the seller, the shipping integration will create the courier details, the buyer receives confirmation of the order, the seller will receive a notification that their listing has been sold and that a courier will come and collect it, and the listing will be marked as sold and be removed from the browsable listings. In the event where a buyer decides to collect the order themselves, contact details of the seller will be made available for further arrangements between the customers.

3.9 Updating a page on your site

To update a page of the website, you need the page's .php file where you can edit the PHP, HTML, CSS or JavaScript in a code editor. If you do not have access to the file, it can be downloaded from the file manager on InfinityFree from where the UsedMarket website is hosted. After editing the file's code to update the page, test if it works and looks like intended locally before updating it on the hosting service. After testing is done, the updated page or a new page can be transferred to the hosting service by using an FTP client application. The details to connect your FTP client to InfinityFree's file manager are on UsedMarket's InfinityFree account.

3.10 Payments

For now, there are two payment options when paying for an order on the UsedMarket e-commerce platform. A customer can choose to pay by card or to pay with cash but paying with cash is only an option when the buyer chooses to collect the order themselves, cash payments will not be an option when couriers are involved in the ordering process.

An EFT payment option still needs to be implemented where buyers will be able to upload a POP document after payment so that the system can confirm that a valid EFT payment has been made for the order, whereafter the ordering process will continue.

3.11 Checking Web Traffic and Statistics

For admins to generate reports from the data that is stored through UsedMarket's website on mySQL, simple SQL queries are used through PHP to extract that data and display it in easy-to-understand information via HTML.

Google Analytics can be used to track all web traffic related statistics by creating a Google Analytics account, doing the necessary setup on the account, and getting the measurement ID (G-XXXXXXX format). The following code snippet should then be placed in the HTML <head> tag for each page that the website uses:

```
<script async src="https://www.googletagmanager.com/gtag/js?id=G-XXXXXXX"></script>
<script>
    window.dataLayer = window.dataLayer || [];
    function gtag(){dataLayer.push(arguments);}
    gtag('js', new Date());
    gtag('config', 'G-XXXXXXX');
</script>
```

Remember to replace G-XXXXXXX with the account's measurement ID. After this is done, Google Analytics will start tracking web traffic statistics for the UsedMarket website and these statistics can be viewed through logging into Google Analytics.

3.12 Appendix

To set up the site from start to finish the following needs to be done:

1. Plan out the website with diagrams of how the structure and logic will work, and how it should look.
2. Create the website structure in a PHP framework to handle logic.
3. Create a database in mySQL to store data and connect it to the website structure using a PHP database connection.

4. Use HTML, CSS, JavaScript and Bootstrap to style the website pages and make it responsive.
5. Integrate any APIs or external tools that are needed for functions the website should perform.
6. Test the website's functionality in a local environment and fix any errors that might occur.
7. Create an account with a hosting provider and choose an available domain name.
8. Import the necessary database tables to the database service that the hosting provider uses.
9. Change the database connection in the website files to connect to your database on the hosting service.
10. Upload the website files to hosting service provider's file manager using FTP.
11. Test the website live to see if any unforeseen errors occur and fix it if necessary.