

CHAPTER 1 INTRODUCTION

1.1 Introduction

In today's fast-paced, technology-driven world, e-commerce has emerged as a cornerstone of modern living, revolutionizing the way consumers shop and businesses operate. The convenience of browsing and purchasing products anytime, anywhere, has made online shopping an indispensable part of daily life. The exponential growth of e-commerce has brought countless opportunities for consumers, such as access to a wider range of products and services, competitive pricing, and the ability to shop from the comfort of their own homes. However, with the rise in the number of online retailers and the diversity of available products, consumers often face a significant challenge: identifying the best deals quickly and effectively. The vast amount of information spread across multiple platforms can be overwhelming, creating inefficiencies and leaving many users dissatisfied with the shopping experience [1][2].

One of the most critical aspects of the online shopping journey is price comparison. Price is often the deciding factor in purchasing decisions, especially for cost-conscious consumers who actively seek the best value for their money. Despite the growing importance of price comparison, there is a lack of efficient, user-friendly tools that allow consumers to easily compare prices across various e-shops. Current solutions are often fragmented, forcing users to navigate multiple websites or applications to gather the information they need. This cumbersome process not only wastes time but also reduces the likelihood of consumers making fully informed decisions.

The challenges of price comparison are not limited to consumers; small and medium-sized businesses (SMBs) also face difficulties in competing within the highly competitive digital marketplace. Larger retailers with significant resources often dominate the market, leaving SMBs struggling to attract attention and build a customer base. Without adequate visibility, these businesses miss opportunities to showcase their products and compete on an even playing field. This creates a gap in the e-commerce ecosystem, where both consumers and SMBs face barriers to achieving their goals.

The *E-Shop Prices Checker* project is designed to address these challenges comprehensively. At its core, the platform aims to provide a centralized, interactive web-based solution for price comparison. By allowing users to compare product prices across multiple registered e-shops, the platform empowers

consumers with transparency, convenience, and efficiency. This streamlined process eliminates the need for manual searches across various platforms, saving time and enhancing the overall shopping experience.

By bridging the gap between consumers and SMBs, the *E-Shop Prices Checker* promotes a more competitive and balanced e-commerce ecosystem. The project aligns with the broader goals of enhancing transparency, fostering inclusivity, and creating value for all participants. As the demand for efficient and reliable price comparison tools continues to grow, this platform has the potential to redefine the way people shop online, benefiting both individuals and businesses alike.

1.2 Background

E-commerce has transformed consumer behavior, providing unparalleled access to products and businesses globally. Despite this, price comparison remains a fragmented process due to the lack of centralized tools [3]. While some platforms exist, they fail to meet the growing demand for efficiency and inclusivity, especially for small businesses striving to compete with larger retailers [4].

1.3 Problem Statement

Consumers face significant challenges in comparing prices across numerous online stores, resulting in wasted time and suboptimal purchasing decisions. Simultaneously, SMBs struggle to gain visibility in crowded markets dominated by large retailers. The *E-Shop Prices Checker* seeks to resolve these issues by offering a centralized, user-friendly platform that simplifies price comparison and improves business exposure [5].

1.4 Contribution

This project contributes to the e-commerce ecosystem by:

1. Simplifying price comparison for consumers.
2. Empowering SMBs to showcase their products to broader audiences.
3. Enhancing transparency and fostering competition among sellers.
4. Creating an intuitive platform for seamless user interaction.

1.5 Objectives

1. Develop a centralized platform for comparing product prices across multiple e-shops.
2. Implement advanced filtering and sorting tools for tailored searches.
3. Provide businesses with tools to manage their listings efficiently.
4. Foster transparency and trust in the digital shopping experience.

1.6 Motivation

The motivation behind this project lies in the inefficiencies of current price comparison methods and the challenges faced by SMBs in gaining visibility. By addressing these issues, the platform aims to revolutionize how consumers and businesses interact in the digital shopping space [6].

1.7 Project Scope

This project targets online shoppers seeking efficient price comparison tools and SMBs looking to enhance their digital presence. It supports diverse product categories, ensuring broad applicability and relevance.

CHAPTER 2 BACKGROUND AND RELATED WORKS

2.1 Introduction

The rapid growth of e-commerce has brought significant changes to consumer behavior, market structures, and technological innovations. As online shopping continues to dominate global markets, tools that enhance consumer decision-making and support small and medium-sized businesses (SMBs) in achieving visibility are becoming increasingly important. This chapter explores the theoretical foundations of e-commerce, price comparison systems, and the challenges faced by SMBs, followed by an examination of related applications that address similar challenges. These insights establish the context for the E-Shop Prices Checker and highlight the gaps it aims to address.

2.2 Theoretical Background

E-commerce has reshaped global trade by enabling consumers to access a diverse array of products and services at their fingertips. It has eliminated geographical boundaries, offering convenience, variety, and competitive pricing. However, these benefits come with challenges, such as the complexity of navigating numerous online platforms to compare prices effectively. As the number of online retailers grows, the process of identifying the best deals becomes increasingly cumbersome for consumers [7]. Price comparison systems have been developed to mitigate these challenges by aggregating data from various retailers, allowing users to compare prices, features, and seller ratings. Despite their value, many existing systems are fragmented, offering limited coverage, poor user interfaces, and a lack of real-time updates. These shortcomings reduce their effectiveness in helping consumers make informed purchasing decisions [8]. Simultaneously, SMBs face significant challenges in competing with larger retailers in the digital marketplace. Issues such as limited marketing budgets, low visibility, and resource constraints make it difficult for these businesses to attract customers and build brand recognition. Without adequate exposure, SMBs are unable to leverage the full potential of e-commerce [9]. A centralized platform that combines seamless price comparison with features that promote SMB visibility can bridge the gap between consumers and smaller businesses, fostering inclusivity, efficiency, and trust within the e-commerce ecosystem.

2.3 Related Applications

Numerous applications have attempted to address the challenges of price comparison and e-commerce facilitation. Below are four notable examples that provide insights into existing solutions:

2.3.1 Google Shopping

Google Shopping integrates with Google's ecosystem, enabling users to search for products and compare prices across multiple retailers. It offers a wide range of products and connects directly to seller websites. However, it primarily focuses on large retailers, limiting opportunities for SMBs to gain visibility [10].



Figure 1: Google Shopping Interface

2.3.2 PriceGrabber

PriceGrabber is a price comparison platform that aggregates product listings from various online retailers. It allows users to browse by category and compare prices directly, offering an intuitive way to find deals. Despite its utility, it lacks modern features like real-time updates and a sleek user interface, which can impact its effectiveness [11].



Figure 2: PriceGrabber Interface

2.3.3 CamelCamelCamel

CamelCamelCamel is a price tracking tool focused on Amazon products. It provides historical price charts and alerts for specific items, making it highly effective for Amazon shoppers. However, its limited scope restricts its utility for users seeking comparisons across other retailers [12].



Figure 3: camelcamelcamel Interface

2.3.4 Honey

Honey is a browser extension designed to enhance the shopping experience by finding discounts, tracking price histories, and applying coupon codes during checkout. While widely used, its primary focus is on finding discounts rather than providing comprehensive price comparisons across diverse platforms [13]. These platforms demonstrate the growing demand for tools that simplify price comparisons and

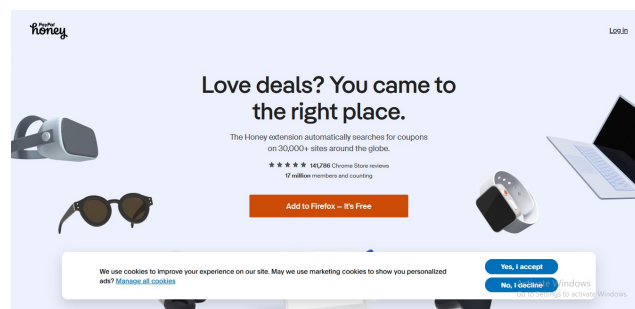


Figure 4: Honey Interface

enhance the online shopping experience. However, they also highlight limitations, such as restricted retailer coverage, lack of inclusivity for SMBs, and inefficiencies in real-time data aggregation. The E-Shop Prices Checker aims to address these gaps by providing a comprehensive, user-friendly platform that benefits both consumers and SMBs.

2.3.5 Comparison Table

The following table compares the key features of the E-Shop Prices Checker with other existing applications such as Google Shopping, PriceGrabber, CamelCamelCamel, and Honey. This comparison highlights the strengths of the E-Shop Prices Checker in supporting local markets and providing tailored features for Jordanian users while showcasing the scope and limitations of other platforms.

Feature	E-Shop Prices Checker	Google Shopping	Price Grabber	Camel	Honey
Focus on Local Markets	Yes (Jordan)	No	No	No	No
Price History Tracking	Planned	No	No	Yes	Yes
Advanced Filters and Sorting	Yes	Limited	Moderate	Limited	No
Browser Integration	No	No	No	No	Yes
Real-Time Updates	Yes	Yes	No	No	Yes
Coverage Scope	Jordan	Global	Global	Amazon	Global

Table 1: Comparison of E-Shop Prices Checker and Existing Applications

2.3.6 Conclusion

The E-Shop Prices Checker project offers significant advantages for Jordanian users and businesses by focusing on local markets and providing tailored features for the region. While it faces challenges related to its limited initial scope and infrastructure demands, its unique approach to empowering SMBs and supporting local products sets it apart from global platforms. As the project develops, it has the potential to become a cornerstone for e-commerce in Jordan, filling the gaps left by existing applications.

CHAPTER 3 PROJECT METHODOLOGY

3.1 Introduction

In this chapter, we describe the methodology used for the development of the E-Shop Prices Checker project. This includes analyzing system requirements, adopting an iterative and user-focused Agile methodology, and detailing the time and processes required to meet all system and user requirements. The Agile methodology allows for flexibility and adaptability, enabling the development team to respond effectively to user feedback and evolving requirements throughout the project's lifecycle. The chapter outlines key aspects of the software development process, including system planning, system analysis, and implementation strategies. These processes are supported by feasibility studies, user stories, and systematic requirement gathering to ensure that the platform delivers a comprehensive and user-friendly price comparison experience tailored to the Jordanian market.

3.2 Software Development Life Cycle (SDLC)

The development of the E-Shop Prices Checker follows the Agile methodology, which emphasizes collaboration, adaptability, and iterative development. Agile methodology ensures that the project remains responsive to user needs and market changes. By breaking the development process into manageable increments, it facilitates regular feedback, continuous testing, and progressive enhancement of features. Below, we describe the core components of the SDLC stages utilized in this project.

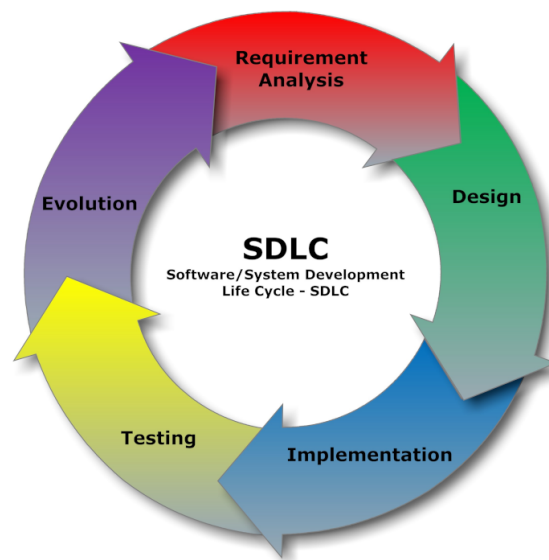


Figure 5: Agile SDLC

3.2.1 System Planning

System planning is a crucial stage in the development of the E-Shop Prices Checker. It defines the project's goals, identifies key areas of focus, and lays the groundwork for achieving these goals effectively. This section outlines several important aspects of system planning, including feasibility studies, target audience analysis, technology evaluation, and timeline management through a Gantt chart.

Feasibility Studies Feasibility studies assess the practicality and value of the platform for its intended audience. For the E-Shop Prices Checker, the following aspects were considered:

- **Target Audience:** The project primarily targets Jordanian online shoppers who seek efficient price comparison tools. It also aims to support small and medium-sized businesses (SMBs) in gaining visibility within the e-commerce ecosystem.
- **Market Demand:** Studies were conducted to analyze the competitive landscape of price comparison tools and identify gaps that the E-Shop Prices Checker can fill, such as focusing on Jordan-specific products.
- **Resource Availability:** Technical resources, team expertise, and available funding were evaluated to ensure the project's viability and success.

Target Group The platform targets Jordanian university students and a broader audience of online shoppers. Jordan's growing e-commerce market makes this platform particularly relevant. According to statistics, Jordan has a substantial number of university students and young professionals who actively engage in online shopping. By focusing on this group, the platform aims to address the specific needs of these users, including access to localized price comparison tools.

Technology and Development The development of the E-Shop Prices Checker relies on modern technologies to ensure a robust and scalable platform:

- **Backend Development:** The platform is built using ASP.NET Core and C for efficient and reliable server-side development.
- **Database Management:** SQL Server is used for managing and storing large amounts of product and user data.

- **User Interface:** A responsive and intuitive interface ensures that users of all technical skill levels can navigate the platform easily.

Gantt Chart A Gantt chart was created to manage and visualize the project timeline. It outlines the various stages of the project, including planning, analysis, design, development, testing, and deployment. The chart helps the development team track progress and allocate resources effectively.



Figure 6: Gantt Chart

3.2.2 System Analysis

After conducting interviews and discussions with shoppers, small business owners, and e-commerce experts, we analyzed the information gathered to identify key challenges and needs in the online shopping ecosystem in Jordan. It became evident that users face difficulty in finding the best prices efficiently, while small and medium-sized businesses (SMBs) struggle with visibility in a competitive market dominated by larger retailers. Additionally, there is a lack of tools that focus on Jordanian products and marketplaces. This analysis helped us determine the scope and requirements for the E-Shop Prices Checker project. By addressing these challenges, the platform aims to provide users with a better way to compare prices, discover new deals, and support local businesses.

User Requirements The system requirements were divided into two main categories: functional and non-functional requirements. These were derived from user feedback and market analysis.

Functional Requirements

- Users should be able to register and log in to the platform.
- The system should allow users to search and compare product prices across multiple e-shops.
- Users should be able to filter and sort products by price, category, and seller ratings.
- Businesses should be able to upload and manage their product listings efficiently.

Non-Functional Requirements

- **Performance:** The system should provide fast search results and smooth navigation for users.
- **Scalability:** The platform should be able to handle a growing number of users and businesses as the e-commerce market expands.
- **Usability:** The interface should be intuitive and user-friendly, requiring minimal training or technical skills.
- **Reliability:** The system must be highly reliable with minimal downtime and consistent performance.

System Requirements The following system requirements outline the technical needs for the platform:

- The platform should be compatible with common operating systems, including Windows, macOS, and Linux.
- It should support popular web browsers such as Chrome, Firefox, and Safari.
- The system must be accessible over a range of internet connection speeds.

3.2.3 *System Design*

The system design phase focuses on creating the architecture and flow of the platform. This includes diagrams and models to visualize user interactions, data flows, and system processes. For example:

- **Use Case Diagrams:** To represent user interactions with key system functionalities.
- **Sequence Diagrams:** To illustrate the flow of activities, such as a user searching for and comparing products.
- **Database Design:** To define how product and user data are stored and accessed efficiently.

These diagrams will be explained in detail in Chapter 4.

3.2.4 *System Implementation*

The implementation of the E-Shop Prices Checker leverages modern technologies and tools to ensure robust functionality and scalability:

- ASP.NET Core and C Sharp: For building a reliable and efficient backen
- SQL Server: For managing the database and storing user and product information.
- Visual Studio: As the primary development environment.

3.2.5 *Testing*

Testing is an integral part of the development process to ensure the platform functions as intended and meets user requirements. The testing phase involves:

- Unit Testing: To validate individual components and features of the platform.
- Integration Testing: To ensure seamless interaction between different modules.
- Performance Testing: To evaluate the system's response times and scalability under various conditions.
- User Testing: To gather feedback from real users and make necessary adjustments.

Details of the testing process will be elaborated in Chapter 5.

3.2.6 *System Maintenance*

System maintenance ensures the platform remains functional and relevant over time. This involves:

- Regular updates to improve performance and add new features.
- Monitoring the platform for bugs, security vulnerabilities, and performance issues.
- Addressing user feedback to enhance usability and satisfaction.

Continuous maintenance is critical to the platform's success in the long run.

3.3 Summary

This chapter outlined the project methodology for developing the E-Shop Prices Checker, emphasizing the adoption of the Agile methodology. Agile allows for flexibility and iterative improvements, ensuring the platform remains responsive to user needs and market changes. From planning and system analysis to design, implementation, and maintenance, each stage is focused on delivering a high-quality, scalable, and user-friendly solution tailored to the Jordanian e-commerce market.

CHAPTER 4 SOFTWARE DESIGN AND IMPLEMENTATION

4.1 Introduction

Software design is a crucial aspect of the software development process, where the blueprint for creating a high-quality software system is established. It encompasses the process of transforming requirements and specifications into a well-structured and efficient design that meets the desired functionality, performance, and usability goals. In this chapter, we will present the fundamental diagrams used to design the *E-Shop Prices Checker* system and discuss the implementation of its development process [14].

4.2 Database Design

For the *E-Shop Prices Checker* project, the database design plays a vital role in managing data efficiently. We chose SQL Server as the database management system due to its robust features and ability to handle the demands of the platform effectively. This decision ensures the *E-Shop Prices Checker* functions seamlessly, providing users with a reliable and user-friendly experience. The following factors support this decision:

Relational Data Model: SQL Server is a relational database management system (RDBMS), meaning it organizes data into tables with defined relationships. This structure is ideal for applications like the *E-Shop Prices Checker*, which involves complex relationships between users, products, categories, and roles [15].

Integration with ASP.NET Core: ASP.NET Core and SQL Server work seamlessly together. ASP.NET Core provides built-in support for Entity Framework, an object-relational mapping (ORM) framework that simplifies database interactions. Entity Framework allows developers to work with databases using .NET objects, making development more straightforward and maintainable [16].

Security: SQL Server offers robust security features, including authentication, authorization, and encryption. These are critical for protecting sensitive data related to users and businesses, ensuring that only authorized individuals have access to specific information [17].

Backup and Recovery: SQL Server includes tools for efficient backup and recovery, protecting against data loss. Regular backups are essential for maintaining the integrity and reliability of the *E-Shop Prices Checker* platform [18].

The database design for this project provides a solid foundation for storing and retrieving user and product data, ensuring the platform operates efficiently. Figure 7 illustrates the database design diagram

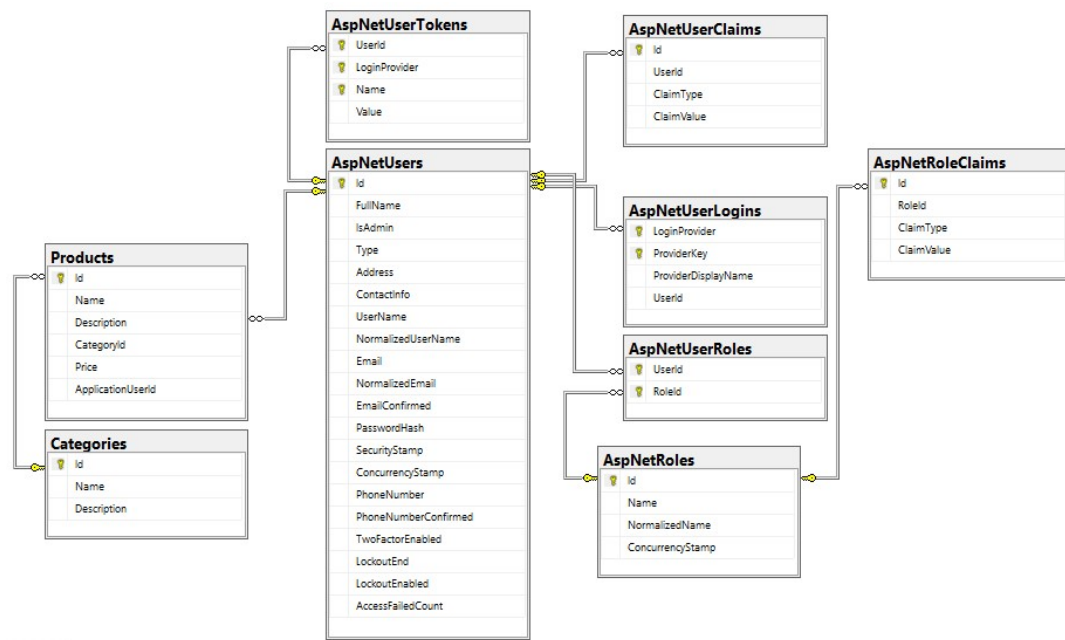


Figure 7: Database Design Diagram for the E-Shop Prices Checker

4.3 Use Case Diagram

The use case diagram illustrates the interactions between the **User** and **Admin** within the price comparison system. Users can perform actions such as registering, logging in, searching for products, and viewing product details. Admins manage the product catalog by uploading, updating, deleting, and viewing the product list.

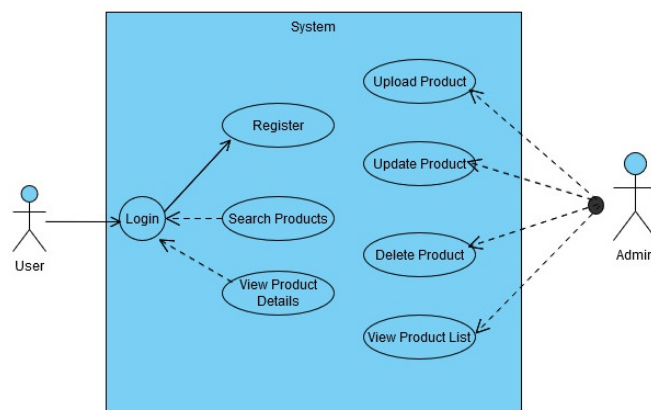


Figure 8: Use Case Diagram for the Price Comparison System

4.4 Sequence Diagrams

Sequence diagrams represent the interactions between various components of the system, showing the flow of control and data during specific processes. Below are three key processes illustrated with sequence diagrams .

4.4.1 User Registration Process

When a user submits the registration form, the *AccountController* validates the input. If the input is valid, it uses *UserManager* to create the user in the database and *SignInManager* to log them in. Finally, the user is redirected to the home page.

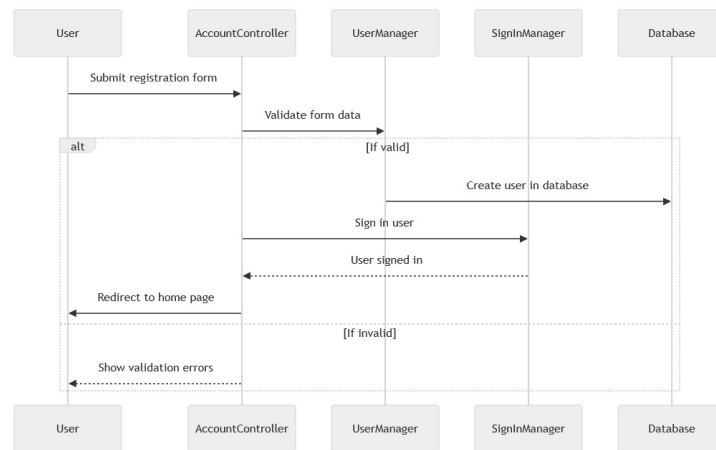


Figure 9: Sequence Diagram for User Registration Process

4.4.2 Product Creation Process

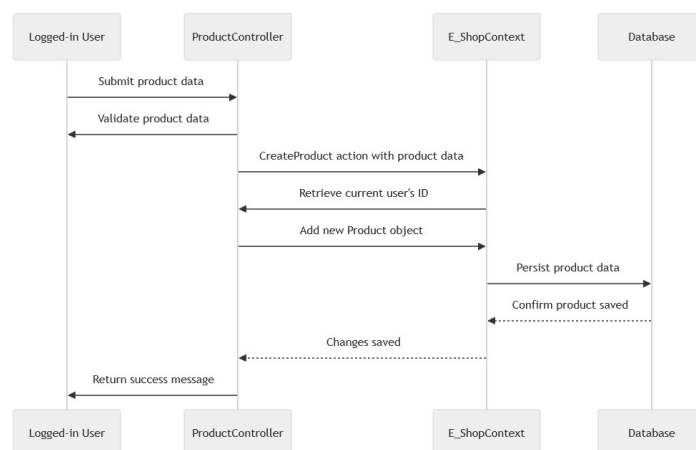


Figure 10: Sequence Diagram for Product Creation Process

A logged-in user submits a product creation form. The *ProductController* processes the data, retrieves the user's ID, and creates a new product. The product is added to the database using *_context.Products.Add* and saved with *_context.SaveChanges*. A success message is then returned to the user.

4.4.3 Fetching Product Data Process

The user selects a product or searches on the dashboard. The *DashboardController* retrieves product details, including category and owner data, from the database via *_context.Products*. The data is returned as JSON, and the frontend dynamically updates the table.

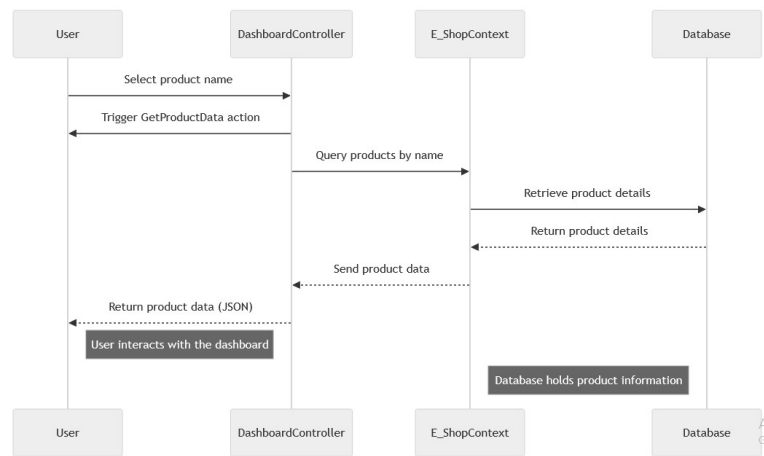


Figure 11: Sequence Diagram for Fetching Product Data Process

4.5 Activity Diagram

An activity diagram is a type of UML (Unified Modeling Language) diagram that illustrates the dynamic aspects of a system by modeling the flow of activities and actions within a process or workflow. It is particularly useful for representing business processes, use cases, and the sequential steps involved in a particular functionality.

In the context of the *E-Shop Prices Checker* project, an activity diagram can be used to depict the user's interaction with the system. This includes processes such as user registration, product search, and price comparison, highlighting the sequential flow of activities and decision points.

4.6 Class Diagram

The class diagram illustrates the main classes and their dependencies within the system. Each class contains attributes for storing data and functions for operations. The diagram also includes primary keys,

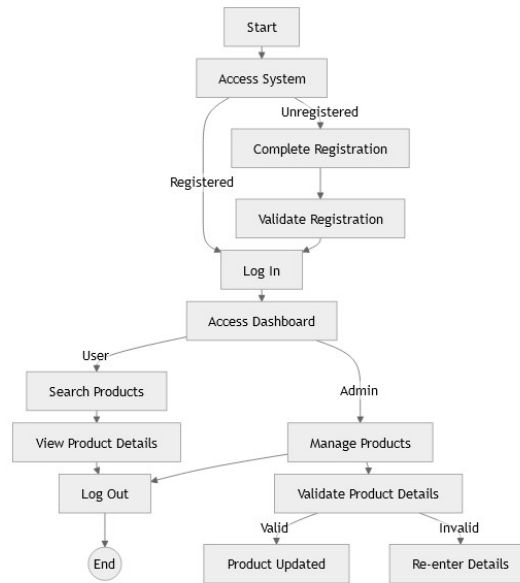


Figure 12: Activity Diagram for the E-Shop Prices Checker

foreign keys, and the relationships between the entities in the system. For the *E-Shop Prices Checker* project, the class diagram represents the core components, such as users, products, categories, and their interactions. It provides a structural overview of the system, detailing how data is managed and linked across different entities. .

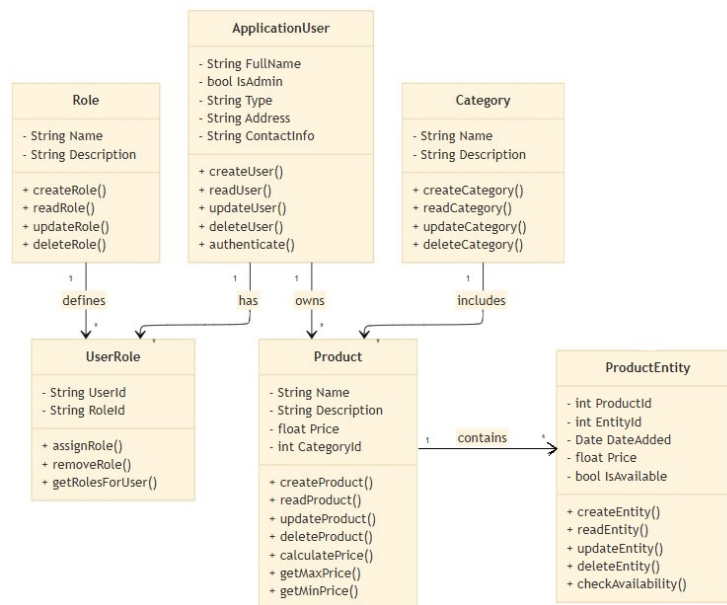


Figure 13: Class Diagram for the E-Shop Prices Checker

CHAPTER 5 RESULTS AND DISCUSSION

5.1 Home Page

The home page of the *E-Shop Prices Checker* provides users with essential information, including a contact phone number and email address for support. It features a prominent "Join Us" button that allows users to log in or register on the platform. The home page serves as the entry point for users to access the system and explore its functionalities.

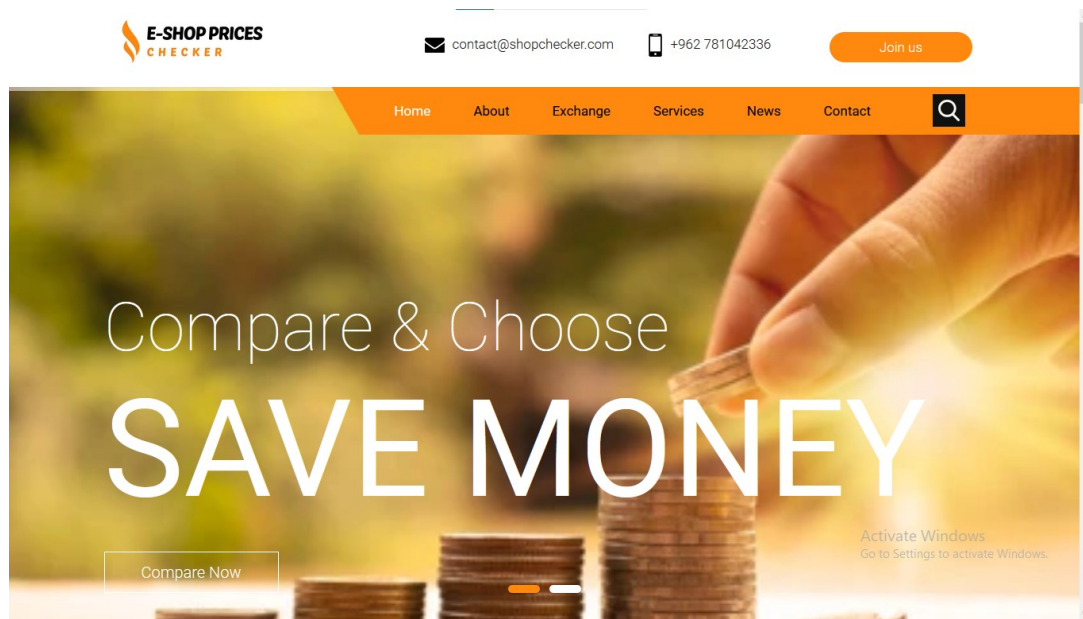
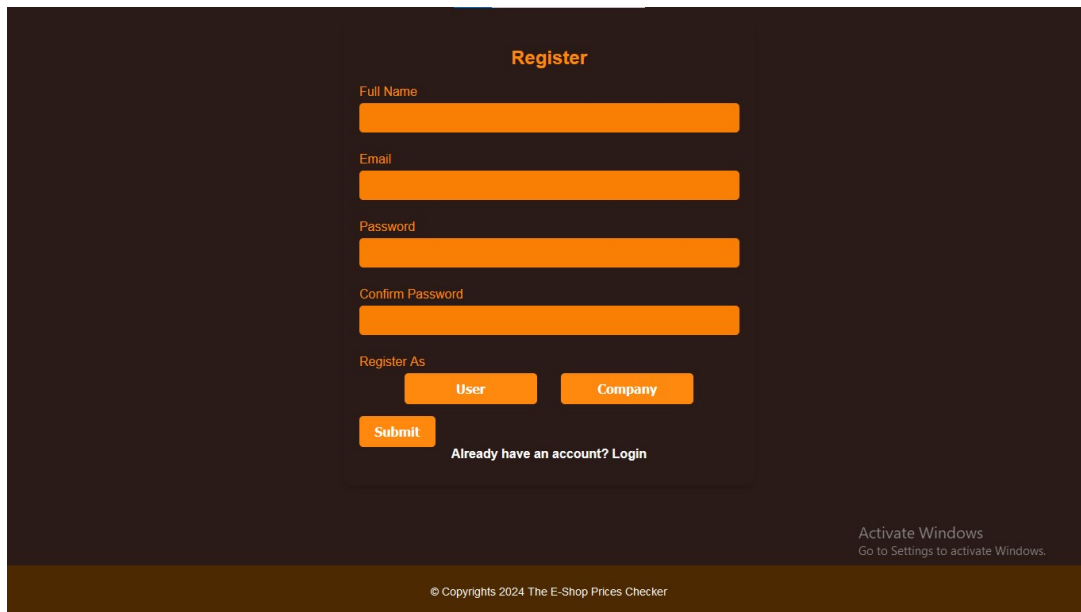


Figure 14: Home Page of the E-Shop Prices Checker

5.2 Registration Page

The registration page enables new users to sign up on the platform. Users can register as:

- **User:** A regular user looking to find the best prices offered by companies, malls, or supermarkets. Registered users can compare prices and identify the cheapest options for products of interest.
- **Company:** A company representative registering to showcase their products. Companies can provide additional information such as address, contact details, and type (e.g., mall, supermarket, etc.) to ensure customers can easily identify their offerings.

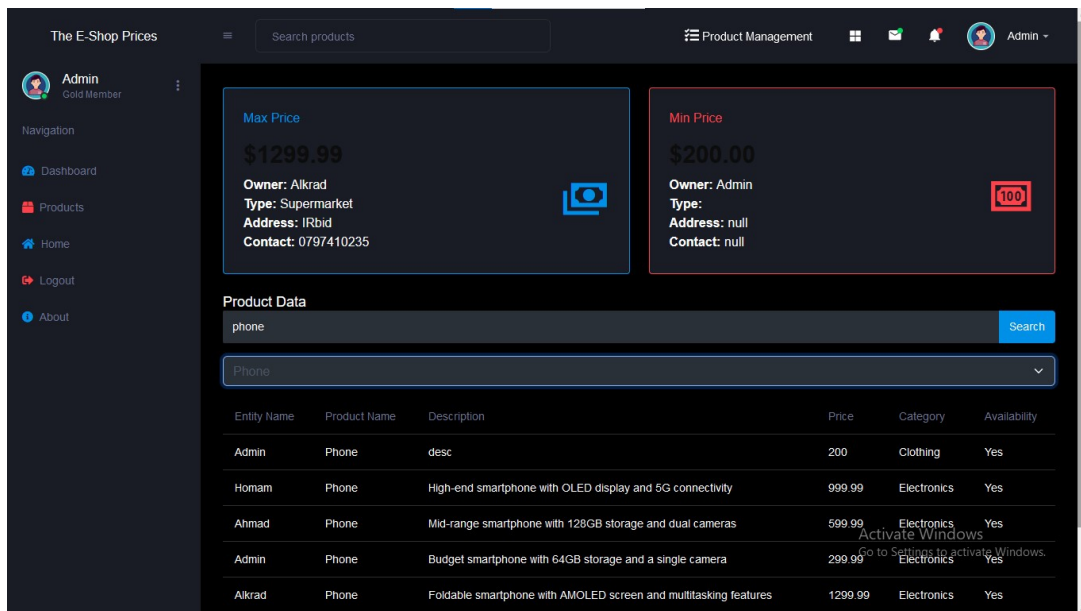


The registration page features a dark blue background with a central white registration form. The form includes fields for Full Name, Email, Password, and Confirm Password, each with a blue input box. Below these fields are two buttons: 'User' and 'Company', and a 'Submit' button. A link for 'Already have an account? Login' is positioned below the Submit button. The page footer contains a copyright notice for 2024 and a Windows activation watermark.

Figure 15: Registration Page of the E-Shop Prices Checker

5.3 Dashboard for Users

Once logged in, users can access the dashboard to search for products. The system displays a list of companies offering the searched product, along with relevant statistics such as the maximum and minimum prices. This enables users to make informed purchasing decisions by comparing prices across multiple vendors.



The user dashboard is a dark-themed interface. It features a sidebar with navigation links (Dashboard, Products, Home, Logout, About) and a main content area. The main area displays a search bar, a 'Max Price' card showing \$1299.99, and a 'Min Price' card showing \$200.00. Below these is a 'Product Data' section with a search bar and a table of products.

Entity Name	Product Name	Description	Price	Category	Availability
Admin	Phone	desc	200	Clothing	Yes
Homam	Phone	High-end smartphone with OLED display and 5G connectivity	999.99	Electronics	Yes
Ahmad	Phone	Mid-range smartphone with 128GB storage and dual cameras	599.99	Electronics	Yes
Admin	Phone	Budget smartphone with 64GB storage and a single camera	299.99	Electronics	Yes
Alkrad	Phone	Foldable smartphone with AMOLED screen and multitasking features	1299.99	Electronics	Yes

Figure 16: User Dashboard for Searching and Comparing Products

5.4 Dashboard for Companies

Companies that log into the platform can access a dedicated dashboard for managing their products.

They can:

- Upload new products with details such as name, description, price, and category.
- Edit existing product information to keep their offerings up-to-date.
- Delete products that are no longer available.

This dashboard empowers companies to efficiently manage their product catalog and ensure customers always have access to accurate and reliable information.

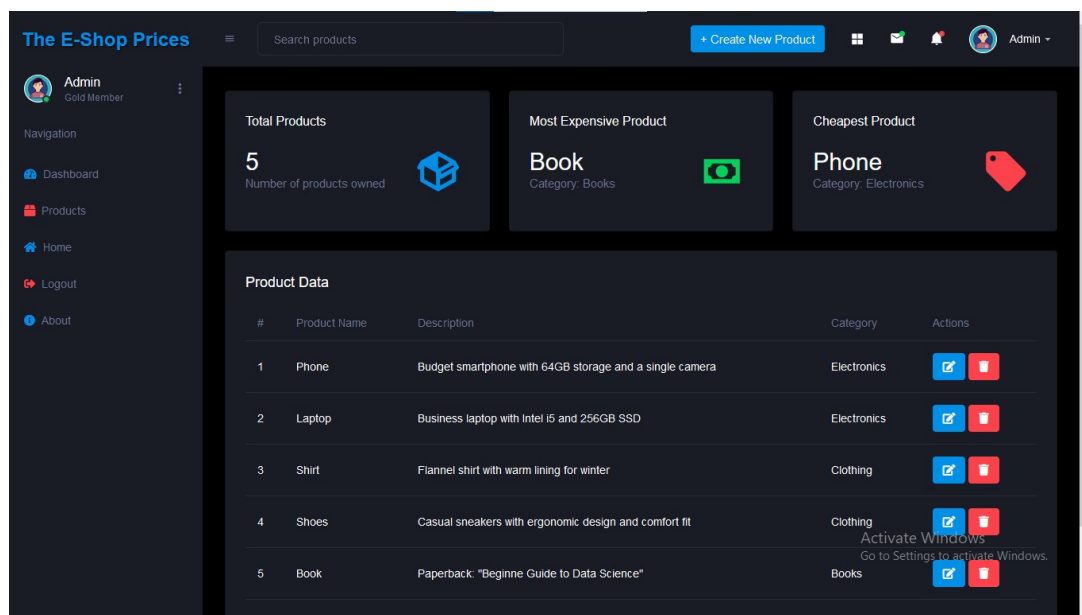


Figure 17: Company Dashboard for Managing Products

CHAPTER 6 CONCLUSION AND FUTURE WORKS

6.1 Introduction

This chapter summarizes the results of the *E-Shop Prices Checker* system, highlighting its benefits to users and its overall impact. Additionally, the chapter discusses the system's limitations and provides suggestions for features that can be added to enhance its functionality and usability in the future.

6.2 Project Conclusion

In conclusion, this work has resulted in the development and implementation of a comprehensive price comparison system tailored to the Jordanian market. The system provides users with an efficient way to find the best prices for products from various companies, malls, and supermarkets. It also enables companies to manage their product catalogs effectively, ensuring transparency and better communication with their customers.

6.3 Contributions of the Project

The *E-Shop Prices Checker* project has made significant contributions by addressing key needs in the Jordanian market. It provides a user-friendly interface that simplifies the process for both users and companies, making it accessible to a wide audience. The system focuses on the local market, catering specifically to Jordanian users and supporting the growth of local businesses. By enhancing price transparency, the platform empowers users to make informed purchasing decisions while allowing small and medium-sized businesses to compete effectively by showcasing their products.

6.4 The Benefits of This Project

The benefits of the *E-Shop Prices Checker* include:

1. **Convenience:** Users can easily find the best prices for products without the need to visit multiple websites or stores.
2. **Transparency:** The system promotes price transparency, allowing users to make informed purchasing decisions.
3. **Business Support:** Companies can efficiently manage their product listings, keeping them up-to-date and accessible to customers.

4. **Local Market Growth:** By focusing on Jordan, the system supports the growth of local businesses and improves customer access to their products.

6.5 Summary of Results

The implementation of the *E-Shop Prices Checker* has yielded the following results:

- A functional and user-friendly platform for price comparison and product management.
- Seamless user registration and login processes for both individuals and companies.
- Dashboards for users and companies that simplify product search, comparison, and management.
- Enhanced support for small and medium-sized businesses by increasing their visibility in the digital market.

6.6 Recommendations and Future Work

To further improve the *E-Shop Prices Checker*, the following recommendations are proposed:

- **Real-Time Updates:** Integrate real-time price updates to provide users with the most accurate and up-to-date information.
- **Full Online Shopping Features:** Transform the system into a full-fledged e-commerce platform by adding payment gateways, delivery tracking, and customer reviews.
- **Mobile Application:** Develop a mobile application to improve accessibility and user experience on the go.
- **AI Integration:** Incorporate artificial intelligence for personalized product recommendations and smarter search capabilities.
- **Regional Expansion:** Expand the system's coverage to include markets beyond Jordan, catering to a wider audience.

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