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**Understanding Document for Amazon**

1. **Introduction:**

E-commerce is the activity of buying or selling of products on online services or over the internet. Electronic commerce draws on technologies such as mobile commerce, electronic funds transfer, supply chain management, Internet marketing, online transaction processing, electronic data interchange (EDI), inventory management systems, and automated data collection systems.

Modern electronic commerce typically uses the World Wide Web for at least one part of the transaction's life cycle although it may also use other technologies such as e-mail. Typical e-commerce transactions include the purchase of online books (such as Amazon) and music purchases (music download in the form of digital distribution such as iTunes Store), and to a less extent, customized/personalized online liquor store inventory services. There are three areas of e-commerce: online retailing, electric markets, and online auctions. E-commerce is supported by electronic business.

E-commerce businesses may also employ some or all of the followings:

* Online shopping for retail sales direct to consumers via Web sites and mobile apps, and conversational commerce via live chat, chatbots, and voice assistants
* Providing or participating in online marketplaces, which process third-party business-to-consumer or consumer-to-consumer sales
* Business-to-business buying and selling;
* Gathering and using demographic data through web contacts and social media
* Business-to-business (B2B) electronic data interchange
* Marketing to prospective and established customers by e-mail or fax (for example, with newsletters)
* Engaging in pretail for launching new products and services
* Online financial exchanges for currency exchanges or trading purposes.

1. **Overview:**

Consumer will find the interested product by visiting the website/ application of the retailer directly or by searching among alternative vendors using a search engine. Once a particular product has been found of the seller, most online retailers use shopping cart software to allow the consumer to accumulate multiple items and to adjust quantities, like filling a physical shopping cart or basket in a conventional store. A "checkout" process follows (continuing the physical-store analogy) in which payment and delivery information is collected, if necessary. Some stores allow consumers to sign up for a permanent online account so that some or all of this information only needs to be entered once. The consumer often receives an e-mail/SMS confirmation once the transaction is complete.

1. **As Is Functionality:**
2. **Registration:**

if the consumer is the first time user to the application, the consumer needs to register themselves. The consumer will filling in the details like: name, address, contact number, email id etc., after this verification is done by sending link to register emailed or an OTP is generated.

1. **Login:**

once the consumer is registered themselves, consumer can log in via email, mobile no or through social media.

1. **Home (dash board):**

it consists of list of functions, which navigate the consumer to the function page.

1. **Shop by Category:**

it will allow the consumer to shop by category (eg: Men’s Fashion, Women’s Fashion, Mobile & Computers etc.,).

1. **Search:**

allows the consumer to search the product by keyword.

1. **Today’s deal:**

It shows the deals on the various products.

1. **Order:**

this feature enables the user to see their order list.

1. **Order tracking:**

allows the consumer to track the product during the shipping process.

1. **List (wish list):**

Our customer can add as many items as they want to cart. They can edit, remove items too. If they do not want to keep it in cart they can however keep it in wish-list for their easy viewing in future.

1. **Account:**

allows the user to manage their account setting.

1. **Amazon Pay:**

allows the user to do the payments like

1. **Amazon Prime:**

user gets unlimited free, fast delivery on items, video streaming, ad- free & more.

1. **Product Details page:**

Every product is provided with details of its specifications, multiple images are provided showing how a product looks like in real time.

1. **Chart:**

Our customer can add as many items as they want to cart. They can edit, remove items too. If they do not want to keep it in cart they can however keep it in wish-list for their easy viewing in future.

1. **Filter:**

sort according to specification (e.g. discount, brand, rated etc.).

1. **Payment Option:**

Most customers prefer to pay by credit cards. Our shopping portal allows them to accept alternative payment options like Wallets, Net Banking, and Cash on Delivery, Scan and Pay and rewards points to make them more comfortable while making the payment.

1. **Work Flow Diagram:**



**WFD of Login & Registration Process**



**WFD of Order placement**



**WFD Order Tracking & Shipping**

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**Order cancelling, shipping & Tracking**