**PROJECT NAME: E-Checkout**

**SYNOPSIS**

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**INTRODUCTION**

This project is for marketing of designer shawls and carpets using electronic media for better sale of these products.

The main objective of the E-checkout System(Shawl-Qaaleen.com) is to manage the details of Products, Customer, Payment. It manages all the information about Products, Sales, designers and customers. The project is totally built at administrative end and thus only the administrator is guaranteed the full access. The purpose of the project is to build an application program to reduce the manual work for managing the Products, Customer, Sales. It tracks all the details about the Product, Customers and Payment. Mailing and feedback system is also supported.

Shawl-qaaleen.com is a user friendly web-portal which provide optimum solution to all the above stated domains. It can very well serve as one stop destination for the purchase of such designer stuff.

**MOTIVATION:**

1. The motivation for this project comes from daily household, where people who are interested too, cannot reach to such designer stuff because of limited time, unavailability of appropriate transport facility and lack of advertisements.
2. The designer shawls and carpets which were till now available in expensive exhibitions only are now in reach of users in every corner.
3. This system has reduced the overall effective cost of sale and purchase as designer and customer can now directly interact without paying any additional charges to mediators.
4. Designers can easily get customers who value their designs which in turn will motivate the designer to launch better designs in future.
5. Making the products 24\*7 available to the customers at their doorstep is one of the major motivation behind the attempt.

**OBJECTIVE & SCOPE:**

Objectives of the system are:

* + 1. The new user must register with the portal in order to enjoy the services offered by the portal.
    2. For each registration of any actor in our system, a record is maintained the database.
    3. For each new registration a profile is created which will contain information about the user such as his name, address, phone number, email id, delivery address.
    4. We are maintaining the information and the designs of various designers who are willing to sell their designer stuff through our portal. The designer can communicate to the admin via mail for getting their designs uploaded on the portal.
    5. The admin is concerned with maintaining the portal and performing all the CRUD operations on the back end. He also monitors the overall sale and purchase of the stock and thus regulating it.
    6. Customer can view all the products, load and unload the product of interest into his cart and then can check out the product by making easy payments through our various payment gateways.
    7. Through this project we intend to provide quality and desirable products to the customers & quality buyers to the designers as well.
    8. The web portal supports on time delivery, 24\*7 customer support, timely sale and best deal offers which can make our customers happy and satisfied.
    9. This portal helps in establishing social popularity for the designers as unless and until you are not famous and popular among people you cannot establish your brand and convince the customers. Social presence is essential for marketing.
    10. We do not require large storage space for maintaining the stock as the shop remains virtual and the product can directly be delivered from designer’s place to the customer’s place.

**Modules in the System:-**

Our E check out system can be divided into four modules:

**Module 1: Site Administrator**

This module is responsible for maintaining the overall system based on defined business rules and it perform the following functions:

1. It can delete user.
2. It can modify the user details.
3. It can update website details.
4. It can upload online materials.
5. It can add details to:

* Designer board
* Offers & Updates

7. Respond to e-mail request.

8. It can receive payments.

9. It can moderate the comments.

10. Finalizing designer for products.

**Module 2: Customers**

This is one of the major module of our project. Customer will perform the following jobs:

1. He can buy the product.
2. He can avail the offers and discounts.
3. He can contact the customer care 24\*7.
4. He can put any query and feedback via the mailing and feedback system.
5. Customers can leave comments which will assist other customers in making decision and also it will help designers to improve the products and admin for addressing any drawbacks in the project.

**Module 3: Designer:**

This module is accompained by the following functionalities:

1. This portal will help the designers for advertising their products in a world wide market.
2. They can directly send their designers to the admin via mail without facing the travel expense with bulk products like shawls and carpets only sending the snaps will solve the purpose.
3. They can get quality customers.
4. The overhead for showing the product physically to the customers is greatly resolved.

**Module 4: Staff:**

Staff will manage the following actions:

1. It can update website details.
2. It can upload products finalized by the admin.
3. Respond to e-mail request of customers.
4. Serve as the problem solver for any ordering issues on customer’s end.
5. Serve as 24\*7 help support system for all other modules.

**TARGET USERS:**

Designers:

This E checkout project will help the designers for making their product available to remote customers as well.

Will help the designers build better brand.

Customers:

This project will help the customers to purchase all the designer stuff online.

**TECHNICAL PLATFORM:**

|  |  |
| --- | --- |
| **Operating System:** | Windows10 |
| **Language Requirements**: | Java |
| **Web Browser:** | Google Chrome, Mozilla Firefox, IE ver. 7 and above |
| **Database Technology:** | Oracle 10g XE |
| **Tools & Development:** | Eclipse IDE , HTML, JSP, CSS |