**WEB DATA MANAGEMENT – GROUP 17**

Class: 2228-CSE-5335-002 (Web Data Management)

Semester: Fall’22

Project: Phase 5

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**FINAL REPORT**

**INTRODUCTION**

The Marketplace is an online business that caters to the needs of university students by providing them with e-commerce services. There are four types of users: Super Admins, who can manage all aspects of the site; School Admins, who oversee activities at their respective schools; Business Owners, who create and manage their business activities; and Students, who purchase items from stores on the site.

**SYSTEM WORKFLOW OVERVIEW**

The project system Marketplace is an e-commerce website that enables students to buy and sell tangible objects, services, and digital commodities without having to visit a physical store. A business can process orders, receive payments, handle shipping and logistics, and offer customer care service through the Marketplace website. Students who wish to utilize the features must first register because it is an e-commerce website. Once they register, each student will receive a unique ID, which will aid in maintaining the connection. Students who have logged in can view every item that is offered for purchase on the website. Additionally, they may view all promotions and offers made by business owners to shop at cheaper prices. One super admin will oversee all aspects of the website, including administrators from schools, business owners, and students. There can be one or more administrators at a school, but there can only be one per college or university.

**The Marketplace Sitemap:**

1. **Home Page** – This is the landing page of the Marketplace e-commerce site.

The home page has the following sections

* **category of products** - To give flexibility to the customer to search products by category-wise.
* **Featured products** – Products purchased by customers demandingly
* **Latest products –** Top recently added products by the Business Owners
* **Promotion section –** Top 1 sale product available in the Marketplace
* **User reviews –** Comments/Feedback about the website

1. **Login Page –** This page allows the Marketplace existing users such as Students, Business Owners, Super Admins, or School Admins to sign in to the Marketplace system for performing their transactions such as ordering products, maintaining clubs and posts, visualizing analytics, controlling users by admin, creating or adding products, etc.,
2. **Register Page –** If any customer is new to the Marketplace, they can create their virtual account with the Marketplace by inputting the required details such as Username, Contact information, and Password. Once registration is successful, the customer would be able to log in to the account created.
3. **Forgot Password Page** – Existing customers can be able to reset their password by inputting their Username. This generates an automated mail to the User communication mail to provide further instructions to reset the Password.
4. **Super Admin** **Page** – Super Admins are the persons who have the authority to manage all the aspects of the website which includes performing all functions of school admin, managing different schools, managing all the users who are using the website, resolving queries, and also look over all the reports and insights. Super admin can add/remove students, school admins, and business owners.

**Features of the Super Admin**:

* Moderate Profile Section
* Manage Business Owners
* Manage School Admins
* Manage Students
* Reports and Insights
* Chat functionality with Business owners

1. **School Admin** **Page** – School admins are responsible for all the student and business owner-related activities like adding/removing students, modifying their details, and managing business owners and their products. School admins can also manage posts and clubs created by students. Like super admin, school admin also can see reports and insights.

**Features of the School Admin**:

* Moderate Profile Section
* Manage Business Owners
* Manage Students
* Reports and Insights
* Moderate Clubs and Posts
* Chat functionality with Business owners

1. **Business Owner Page** – Business owners are the peoples who manage their business page on the website. The main responsibility of the business owner is to manage the respective products they are selling on the site, also the advertisement and promotions about their products and offers. The business owner also has to provide customer care service by chatting with students on the portal.

**Features of Business Owner:**

* Moderate Profile section
* Can add/edit/delete the product listing of the Business owners
* Can add products by category
* Moderate(edit/delete) posts
* Chat functionality with customers

1. **Student** **Page** - Students are the ones who will mainly use the website to buy/return the products. Students will have some on-site features like posting content, Adding/deleting clubs, and joining/leaving clubs. They can see all the businesses that are available, and they are allowed to chat with the business owner in case of any queries about the products.

**Features for the students**

* New user creation as a student to keep track of the profile with the marketplace
* Tracking of the orders by returning/replacing the received products
* Re-ordering the previously ordered products
* Can add the products to the cart to visit later for ordering any products
* Payment page for buying the products without any need to visit the physical store
* Can join or drop from clubs available
* Can create or delete clubs
* Can add/edit content through posts

1. **About us Page –** Provides the information and purpose of the Market Place. Shows some insights into the Market Place.
2. **Services Page** – Detailed lists of all the services available on the Market Place e-commerce site.

**Top services in the Market Place:**

* Exchange Information with your peers
* Check out the clubs on the campus
* Trade books and other things with your peers
* Get the best deals on the Books
* Get into the best student teams to learn
* Get to the Corporate ladder with ease

1. **Blog Page –** The blog page has additional information about the marketplace in all prospects with a detailed view of the services, challenges, and Improvement areas

**Features of the Blog page:**

* Blog Home page
* Advantages of the System
* Dis-advantages of the System
* Areas of improvement in the System
* Comment/Review section for user comments on the System

1. **Contact Us page –** Contact Us page provides a user with a form to submit any concerns/queries to the Super Administrator. This page requires the user to give information about the user and the concern to submit the form to the Super Administrator.

Additional entities of the Marketplace:

1. **Product** – Products are created by the Business owner and students/customers can order by adding them to their Cart
2. **Club** – Clubs are a group of students organized with a similar interest for a social, literary, athletic, political, or another common purpose. Clubs are mainly created by the students for students to gain knowledge, skills, and experience in leadership, communication, problem-solving, group development and management, finance, presentation, and public speaking. Some popular clubs are Academic clubs, Political clubs, Cultural clubs, sports clubs, etc.

1. **Student (Shopping) Cart** – A shopping cart is a place or a basket on the website where we can add/remove the products we want to buy. The main feature of a cart is one can temporarily add as many products as they want to buy and can purchase at once.
2. **Student Orders** – The main purpose of the Student Orders page is to keep track of the In-processing or delivery orders. This page allows customers to return/re-order/replace the products already purchased. The in-processing purchases can also have tracking information for learning about the product delivery details.

1. **Posts** – Posts are blogs or comments given by the students on the website regarding the products. Students will be able to moderate the posts they have posted in the Marketplace.

1. **Promotions** – Promotions on any special products would be added by the Business owner. The promotions section contains special discounts on special products for sale in any holiday season or occasion.
2. **Payment Page –** This shows up after customers checkouts products in the Student Cart for ordering the selected products. This provides a secured gateway to confirm the transaction and to place an order for the customer through the Marketplace.
3. **Profile –** All users who signed up for the Market place including Customers, Super admins, School admins, and Busyness owners will be able to moderate their personal information in the Profile section of their own pages
4. **Reports –** Super admins and School Admins have the authority to see the reports and insights about the Market for analyzing the website and the transactions being happened with this eCommerce application.
5. **Chat –** Medium between Students, Business owners, Super Admin and School Admins to quickly raise questions and respond to the queries or issues.