A

PROJECT

ON

**E-CHECKOUT**

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**Bachelor of Technology**

In

ELECTRONICS AND COMMUNICATION ENGINEERING



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**Introduction**

* Checkout process represents a fully customizable mechanism that the [customers](https://docs.kentico.com/k9/e-commerce-features/managing-your-store/customers) need to go through to purchase [products](https://docs.kentico.com/k9/e-commerce-features/managing-your-store/products) offered in your on-line store. Although the checkout process is automatic and no direct involvement by your staff is needed, you have full control over the process.
* When a customer wants to check out the items in the shopping cart, the following process must be completed.
* The checkout process starts when the customer clicks Checkout button in the Shopping Cart or the Shopping Cart Summary, or the Buy Now button.
* If you do not allow anonymous shopping, a user who is not logged in will be taken to the specified login page.  
  For more information about configuring anonymous shopping and login page, see [Checkout widget](http://docs.sitefinity.com/checkout-widget).
* The widget also displays the Order summary.  
  Displays the current order, the [Overview: Taxes and tax classes](http://docs.sitefinity.com/overview-taxes-and-tax-classes) and the [Overview: Discounts and Coupons](http://docs.sitefinity.com/overview-discounts-and-coupons) that apply to the subtotal.

**MOTIVATION**

**Build up their motivation**

Building up customers’ motivation is really key, because what we want to do here is to ensure that we’re making the most of this opportunity. This motivation means that we have to engage them and reducing all the barriers of conversion. The more we can engage, the more we can be compelling and sell to them.

**Make it easy to do so**

This is the reduction to the barriers of conversion. This is making the journey on your e-commerce site as easy as possible and frictionless.

**Ask for it at the right time**

This is asking for the conversion at the right time: using the right copy, using the right call to action, etc.

**Objective and scopes**

**Types and content of checkout processes**

We can create a one-step checkout process on a single page or a multi-step checkout process on multiple pages. The content of the checkout process pages, is facilitated by a set of dedicated web parts, and includes, for example:

Inserting [product](https://docs.kentico.com/k9/e-commerce-features/managing-your-store/products) items to the shopping cart

Entering the billing address

Entering the shipping address

Selecting the [payment method](https://docs.kentico.com/k9/e-commerce-features/configuring-your-store/configuring-payment-methods)

Reviewing the [order](https://docs.kentico.com/k9/e-commerce-features/managing-your-store/orders)

**Features of checkout processes**

Besides the possibility of having a one-step or a multi-step checkout process, the E-commerce Solution also offers:

The option to checkout as an anonymous customer, as a registered customer or both

a clear indication of the steps/progress throughout the entire checkout process

using information that the customer entered in the previous steps.

**Module 1**

**Admin**

1. Admin can view his profile.
2. Change password.
3. Update profile detail of customer and staff.
4. Admin can add, update, delete and view product detail.
5. Admin can also delete and view who were register with our system
6. Admin can view and update order detail.
7. E- Mail service

**Module 2**

**Staff**

1. Staff can view his profile
2. Change password
3. Check the products
4. View Order details

**Module 3**

**Customers**

1. Browse
2. Order
3. Add on the cart
4. Delete from the cart
5. Can compare similar products
6. Can read Reviews
7. Profile update

**Module 1: Admin**

The administrator plays a vital role in online shopping system. The administrator controls the entire database. The report of product is generated by the administrator itself. The main role of administrator is to safeguard the database and add/delete the products from the database.

**Module 2: Staff**

The staff plays second important role after administrator. The Staff can also change the profile of his/her. The Staff can view the order detail and manages the order. The users can contact to them for the further detail of the their products.

**Module 3: Customer**

The user can login/logout from the system. He/she can view his/her products details and buy their products. The user can just view the information where he/she could not make changes in the database.

**TARGET USERS/Customers**

The following users are identified as the targeted user of the system:-

**WHAT THEY USE:**Whether you are offering a product or service, you need to know what your customers are using today

**WHAT THEY CONSUME:**Here we need to understand what types of ***information and media*** they are consuming; what do they read, watch, listen to in their spare time. Which social media do they use, what websites do they consult on a regular basis?

**WHERE THEY CONSUME:** Is the category consumed in home, in work, on vacation? With friends, with their partner, with friends? Are there certain surroundings more ***conducive to consumption***? What makes it so?

**WHERE THEY BUY:** Do your target customers have certain places and times they buy.

**WHERE THEY READ:**Today “read” covers not just traditional media but new media as well. From where do they get information about products? From manufacturers, friends, family, colleagues? Do they access it online, in print, on radio or TV, at home or on the road? What websites and people do they follow, listen to and value the opinion of?

**WHY EMOTIONS:**What is the emotional state of your customers when they are considering a purchase or use, both of the category and the brand? You are more likely to propose a solution that will satisfy their need or desire when their emotional state is precisely identified.

**WHY MOTIVATIONS:**What motivates the customer to consider, buy and use their category and brand choice? Emotions and motivations are closely linked both to each other and to the ***customer’s need state***.

**TECHNICAL PLATFORM:**

|  |  |
| --- | --- |
| **Operating System:** | Windows 10,Ubuntu |
| **Language Requirements**: | Java, SQL |
| **Web Browser:** | Google Chrome, Mozilla Firefox, and above |
| **Database Technology:** | Oracle 10g |
| **Tools & Development:** | ECLIPSE NEON |