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Ans 1:- The internet & other technological advance have certainly changed the way we to thing today. Even the most mundane tings can now be accomplished through various ways and means, which have a lot to to with technology Just look at customer behaviour, particularly on how they shop and where they shop. The increasing usage of mobile & telecommunication devices acted as another Precursor to change & thend the change led to the rise of mobile commerce, also know as m-commerce.

m-commerce — the simple way to describe mobile commerce would be the buying & selling of products — or the conduct of commercial of products — or the transitions and activities through telecommunication & other mobile devices that run or operate on wireless network technologies. It is safe to say

that m-commerce is an upgraded version of e-commerce. In fact, m-commerce has been defined as the conduct of e-commerce activities using mobile or cellular devices.

## Process of designing a secure M-Commerce

* **Decide where to Sell :** Before you sell your products or services via m-commerce, you need to decide what type of outlets or stores suit your business best. Let us suppose you have created ringtones - you can sell them either at specific third-party outlets or to independent aggregators who change you a commission for the services. You can also sell your ringtones on mobile stores or app stores such as Android marketplace or App store (Apple). These stores are frequently visited by many buyers and hence ideal for making sales easily and efficiently. Finally, you can also sell via your own mobile store by creating a mobile website specifically for sales or as by setting-up an m-commerce page on your main website.

* **Security :** If you are setting up your own portal instead of using existing ones then you should always makes sure that the content is secure. Connection to users is encrypted with at least 128 bit security. SSL certificate is
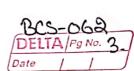
must to obtain the trust of user and secure the connection. If you are going to build an app make sure the data stored on server is safe with security keys and only authorized users get access to it.

Set up Mobile Billing : Once you decided where to sell and set up the security, the next step is to set up your merchant account. For instance, you can use third-party services such as PayPal. This is ideal for small businesses or also large companies. A third party application makes it really easy for you as well as your customers to make the payments, but then they do charge commission on the transaction. You can also set-up your own billing and payment gateway. Mobile users do not use keyboards or a mouse so make us sure that the design of your m-commerce site $ intuitive, with easy navigation tools and the right display sizes. Basically, make your m-commerce site optimized for Smartphone users.

Difference in Designing Secure E-Commerce and M-Commerce Portal :

E-commerce and M-commerce have different meanings, though both aim at making customers lives
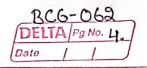
easier. Simply put, ecommerce is an umbrella term for selling and buying online, while mobile commerce, or Mcommerce, is a subcategory of ecommerse that focus on purchaseng via mobile devices. Despite their similar goals of buying and selling with the help of the internet, there are many glaring differences between ecommerce and M-commerce.

Issues in Online Transaction for E-Commerce

* Authentication : In authentication, username and password of the users are matdes with entries in the database and if the detail matches then he is authenticated as a genuine user and is given the rights to access the infermation. Authentication is a process of giving the authority to the indinidual to change the information accerding to the situation. It verfies that the person is an authentic user and wishes to access his account and only once the authentication is approved the system lets the user to login.

* Authorization : After authentication, the person can make the necessary changes to the data. Authentication and authorization goes parallel. If you have the authentic username and password, then you are an authoriced person and you are allowed to make the essinticel modification with the data.

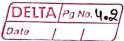* **Encryption :** Encryption provides the means of securing the information using an encryption key in order to protect the confidentially of the individual. Using this technique the data is encoded and encrypted from and only an authentic person having the decryption key is able to access the secured information.

M-Commerce Security Concers

* **Confidentiality :** Today data is one of the major assets for any organization. To make it secure and confidential, bank account, government documents, credit card and number etc. For privacy reason, we need to keep data safe and secure.

* **Itegrity :** Data Integrity is used to save informeation from being modified by unauthorized users. Data has value only if it is correct. If data is altered, it might lead to heavy losses. For example, if our account information is tempered with while transferring money to another account, the money might be lost into unknown accounts.

* **Availability :** A user authorised can access data only when data is available. Data holds value only if the right user can access

at the correct time. Hence, to access data, the user needs to have permission to avail the data.

**Ans 2.** Getting food delivered right at your doorstep anytime anywhere is easier than ever. Thanks to all the incredible on-demand delivery apps available nowadays. All you need to do is download one of the best food delivery apps, make a selection, place an orde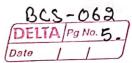r, and make payment via your smartphone, or pay on delivery. Not only the consumers but the sellers too benifit from these apps. The latter can invest in food ordering app development to reap higher sales. Also, these apps help sellers in many ways like cost-cutting, online presence, and customer satisfaction. So, food ordering and delivery are going to be an incredible disrupter in the food industry. In fact, it has begun already and most companies are opting for mobile app development for food delivery.

Zomato :-
Zomato, an online restaurant search platform, was founded under the name 'Foodiebay' in 2008. The company expanded the features by including food ordering and delivery in the top cities of

the world. Zomato is now available in nearly 25 countries all over the world including India, Australia, and the United States.

Zomato food delivery app offers the list of best restaurants to its users. Not only does it offer the best restaurant choices, but it also works as a social network like Twitter or Facebook for foodies.

Zomato, one of the best food ordering apps, received the latest updates, which is built on the foundation of their new design system- Sushi. It brings the following features to the app. The Zomato experience is driven by the discovery of all things food – where to order from, where to eat out, getting the most out of your gold membership and overall, making the right food decisions. Our engineering and design teams have worked closely over the past weeks to elevate these experience.

*  **One search fits all :** The search bar is now placed at the top and will help you begin discovery at any point in time. Also, when you initiate a search, you'll get contextual search options. Going forward, wherever you are on the app, you are just a click away from starting a new search all over again.

* Sorted and how : Expect more visibility as far as search is concerned. You can not only toggle easily (read : faster) but also customize your search to get more accurate search results. Moreover, the number of filters have gone up, thus smoothing the whole process - we've introduced the most commonly used filters right above your search results for easy access.

* All answers under one umbrella : Earlier, different versions of a restaurant page used to exist for delivery and dine out - the app used to reflect our organisational structure more than what a user truly needs. In this release, we have merged all your different information needs (Rating, Reviews, Menus, Delivery, Gold, Table Reservation) under a single easy to use restaurant storefront page on the Zomato app. You can initiate any and every user action from this single page, without having to play ping pong.

* Fastest way to review : Reviews play a major part in ensuring the neutrality of the Zomato platform. With this update, you can now write about food, service, ambience, cost and crowd in less than 30 seconds. You

will now be able to write more nuanced reviews, thanks to the introduction of tags which will not only help compose a more informative review but will also help in deciding which restaurant to dine at or order from. Needless to add, writing a review has never been easier on our app. The information that we glean from such structured reviews will also help us create a more wholesome search and discovery experience for you.

* Brand New Profile : Similarly, the profile page has gone completely clutter-free with an all new look to boot. Your profile will now reflect everything about you and gives you an option to add a cover - based on your personality and mood - from a wide variety of images provided by Zomato.

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