**Assignment # 1**

**Transactional Web Application:**

These kind of web applications have facility of modification by user. These applications are more interactive and support structured queries from database. The database system handle data consistently and efficiently.

**Example:**

Daraz.pk

<https://www.daraz.pk/wow/i/pk/mobile-week/mobile-week-coming-soon?gclid=EAIaIQobChMIpaeJs5r24gIVBs13Ch2ykQl0EAAYASAAEgLw1PD_BwE>

**Daraz.pk:**

It is an online retailer that provide high quality branded products that fulfills the fashion need of men and women regarding footwear and accessories. It contains over 300 brands. Daraz.pk is without any doubt the market leader. Over the years, it has made the right marketing and partnership decisions allowing it to maximize its reach and improve brand name recognition. Today, not only is it the most popular online retailer but also a household name.

**Daraz.pk Purchase life cycle:**

* Browse over 9500 products from 300+ brands
* Choose your product and then click ‘Buy now’
* Add another item or enter coupon code and click ‘Next step’
* Enter your details and choose a payment method to complete your order
* Set back and wait for your order
* Contact us option for questions and concerns

Thanks to a user-friendly and engaging website design, Daraz.pk claims average visit duration of 5 minutes 6 seconds. Each visitor, on average, views 4.48 product pages on the e-commerce store.

Daraz.pk manages to get more than one-third of its users through direct access to its website, another proof of brand awareness. Only a small amount of its user-base comes from Social media and search results. Majority of the people are either redirected from ads or referrals from other websites. A majority of visitors, who come to the website through a search engine, are looking for Daraz’s website link