

SYNOPSIS

1.TITLE OF PROJECT

THE FOOTPRINTS



2.INTRODUCTION

This project is about creating an online store for my shop. I want to make it easy for people to buy Shoe from my shop by creating a website where they can browse pictures of the products and add them to their shopping cart.

They can then make payments online and have the products delivered to their homes. This means that people can buy Shoes without leaving their houses.

The main goal of this project is to create a user-friendly web platform where customers can buy Shoe from my shop. The website will have pictures of different types of shoe so customers can choose what they like.

They will also have various payment options to make the process convenient for them. My aim to make this online shopping experience as easy and hassle-free as possible, ensuring customer satisfaction.

3. OBJECTIVE

E-commerce means buying and selling things on the Internet. It allows people to interact and manage data online when they want to make a purchase. As encryption technology gets better, more and more people will feel safe buying things online.

Electronic Commerce (e-commerce) applications support the interaction between different parties participating in a commerce transaction via the network, as well as the management of the data involved in the process, as more people gain confidence in current encryption technologies, more and more users can be expected to frequently purchase items online.

A good e-commerce site should present the following factors to the customers for better usability :-

- Categories that are easy to understand.
- The same layout for all products.
- Buttons that make it clear how to shop.
- Short and simple messages about security.

These things will make the site easier to use and make people feel more

confident about shopping online.

4.DATA MODEL DESCRIPTION

A data model is a conceptual representation of the data structures that are required by a database. It defines primary data objects, composition of each data object and attributes of the object, relationships between each object and between objects and the processes.

List of Tables:

- 1.** Login
- 2.** Customers
- 3.** Products
- 4.** Category
- 5.** Cart
- 6.** Order details
- 7.** Payment
- 8.** Feedback

Tables

Admin Tables

Field	Data Type	Constraint
ID	Int	Primary key
Email	Var Char (50)	Null
Full Name	Var Char (50)	Null
Password	Var Char (50)	Null

Customer Tables

Field	Data Type	Constraint
ID	Int (10)	Primary key
First_Name	Character (20)	Not Null
Last_Name	Character (20)	Not Null
Date_of_Birth	Date	Not Null
Address	Character (30)	Not Null
Mobile No.	Number	Not Null

Products Table

Field	Data Type	Constraint
Product_ID	Int (10)	Primary key
Product_Name	Character (20)	Not Null
Product_Price	Number (5)	Not Null
Product_Image	Var Char (100)	Not Null
Product_Size	Number (5)	Not Null
Product_Stock	Float	Not Null
Product_Category_ID	Number (10)	Not Null

Category Table

Field	Data Type	Constraint
Product ID	Int (10)	Primary key
Product _ Quantity	Int (10)	Not Null

Order Details Table

Field	Data Type	Constraint
Order_ID	Int (10)	Primary key
Order_Name	Character (20)	Not Null
Order_User_ID	Int (10)	Primary key
Order_User_Name	Character (20)	Not Null
Order_Amount	Float	Not Null
Order _ Quantity	Int (10)	Not Null
Order_Ship_Address	Var Char (100)	Not Null
Order_Date	Date	Not Null
Order_Tracking_No.	Var Char(80)	Not Null

Payment Table

Field	Data Type	Constraint
Payment_ID	Int (10)	Primary Key
User_ID	Int (10)	Primary Key
Order_ID	Int (10)	Primary Key
Payment_Type	Var Char (50)	Not Null
Amount	Int (10)	Not Null
Provider	Var Char (50)	Not Null
Status	Var Char (50)	Not Null

Feedback Table

Field	Data Type	Constraint
User_ID	Int (10)	Primary Key
Email	Var Char (50)	Not Null
Name	Var Char (30)	Not Null
Feedback	Var Char (500)	Not Null

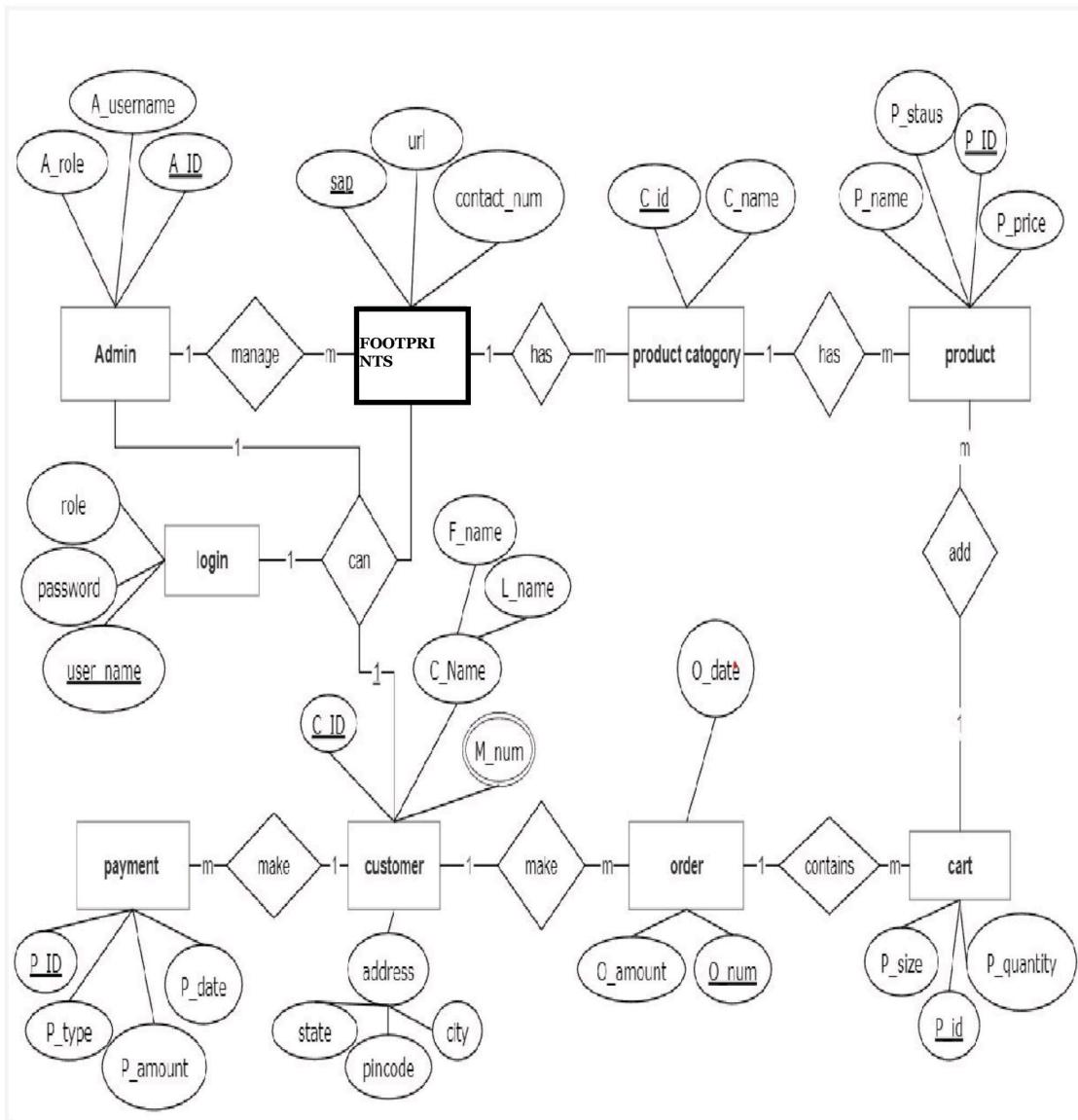
Main Description of the module :-

All the above-mentioned data are stored in the back end and can be retrieved reports with filtering options.

ER-Diagram :-

An entity-relationship model (ERM) is an abstract and conceptual representation of data. Entity-relationship modelling is a database modelling method used to provide a type of conceptual schema or semantic data model of a system.

An entity may be defined as a thing which is recognized as being capable of an independent existence and which can be uniquely identified.



ER-Diagram

5.Data Flow Diagram

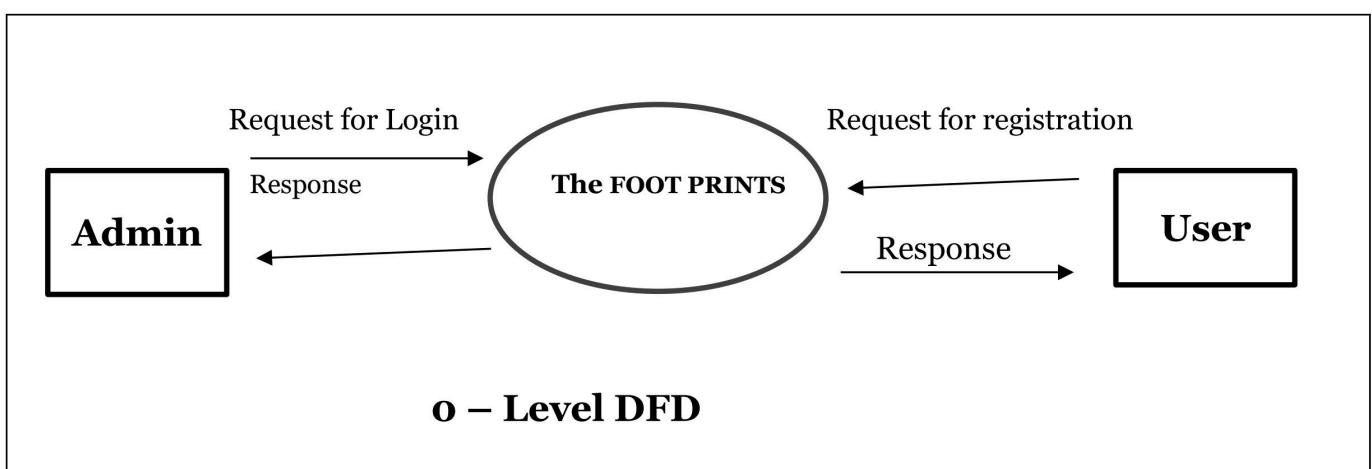
Data flow diagrams (DFD) are part of a structured model in the development of software. They are a graphical technique that depicts information flow and the transforms that are applied as data move from input to output. Basically, the function of DFDs is to show the user a graphical analysis of a software system. It is like a flowchart, except DFDs show the flow of data throughout the system.

Data Flow Diagram Symbol :-

-  : Data Flow
-  : Process
-  : Entity
-  : Data Store

1st Level Admin Side Data Flow Diagram

o Level Data Flow Diagram



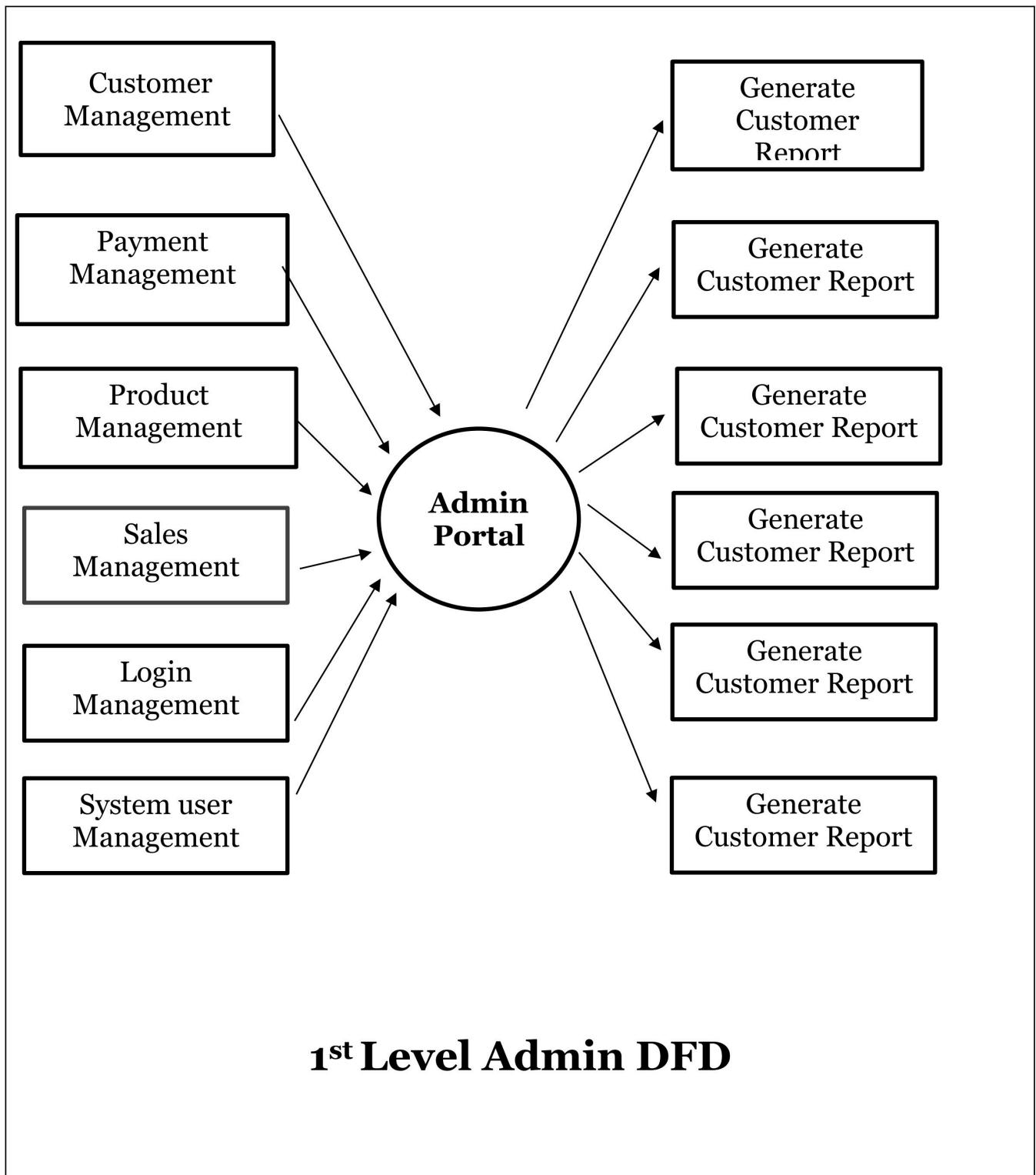
1st level DFD describe the functionality of Admin, who is an owner of the website. Admin can first add category of item, data stores of shipping, Bill, payment, Customer and Sales.

A data flow diagram is a picture that shows how information moves through a computer program. It's like a map that helps people understand how the program works. It shows how the program changes the information as it goes from one place to another.

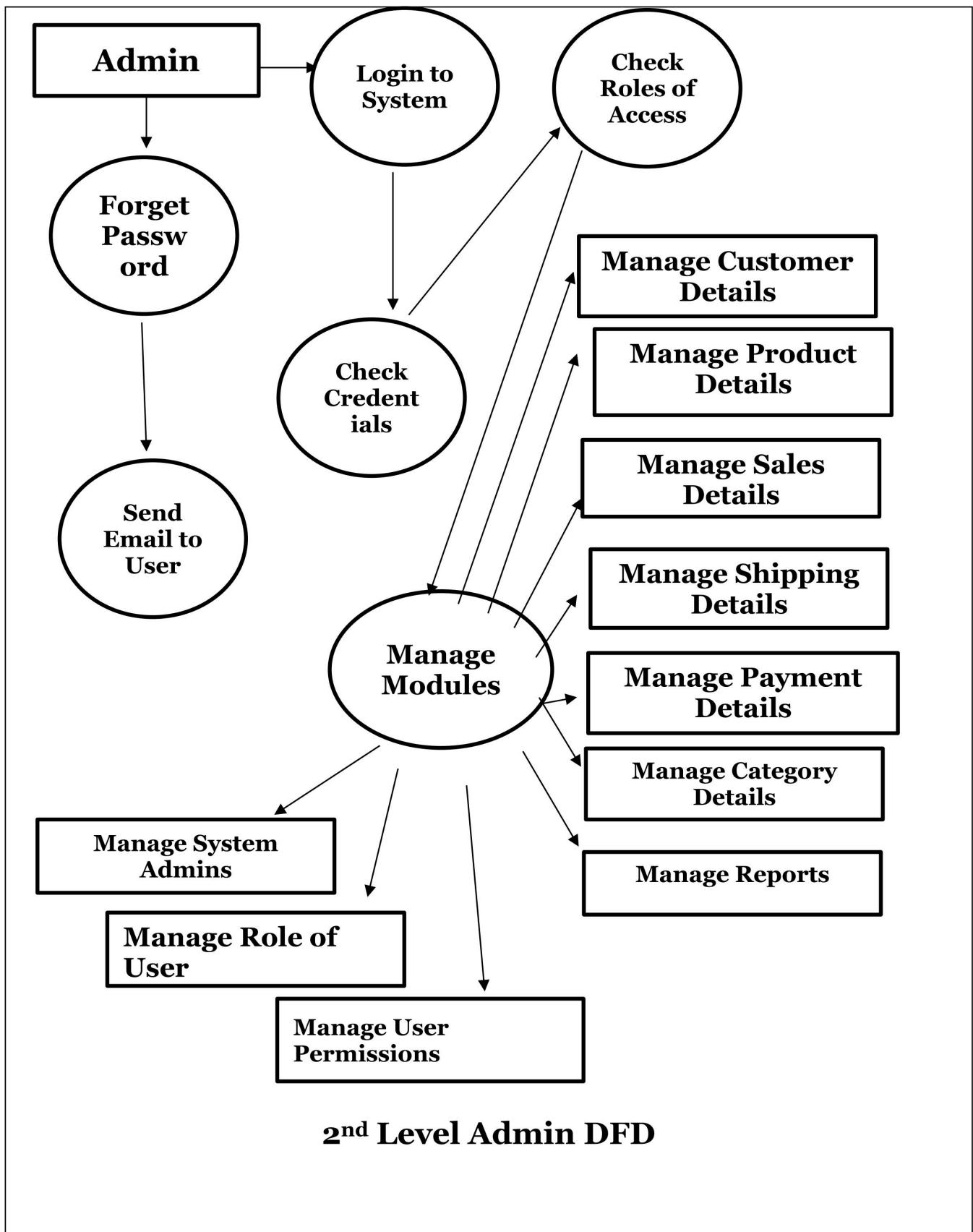
DFDs are important because they help people design and explain computer programs to others. They show everyone how the program works and what it does with the information. So, DFDs are like a big picture that helps everyone understand how a program works.

Main entities and output of First level DFD

- Processing Product records and generate report of all products.
- Processing Category records and generate report of all category.
- Processing Sales records and generate report of all sales.
- Processing Customer records and generate report of all Customer.
- Processing Payment records and generate report of all Payment.
- Processing Bill records and generate report of all Bill.
- Processing Shipping records and generate report of all Shipping.

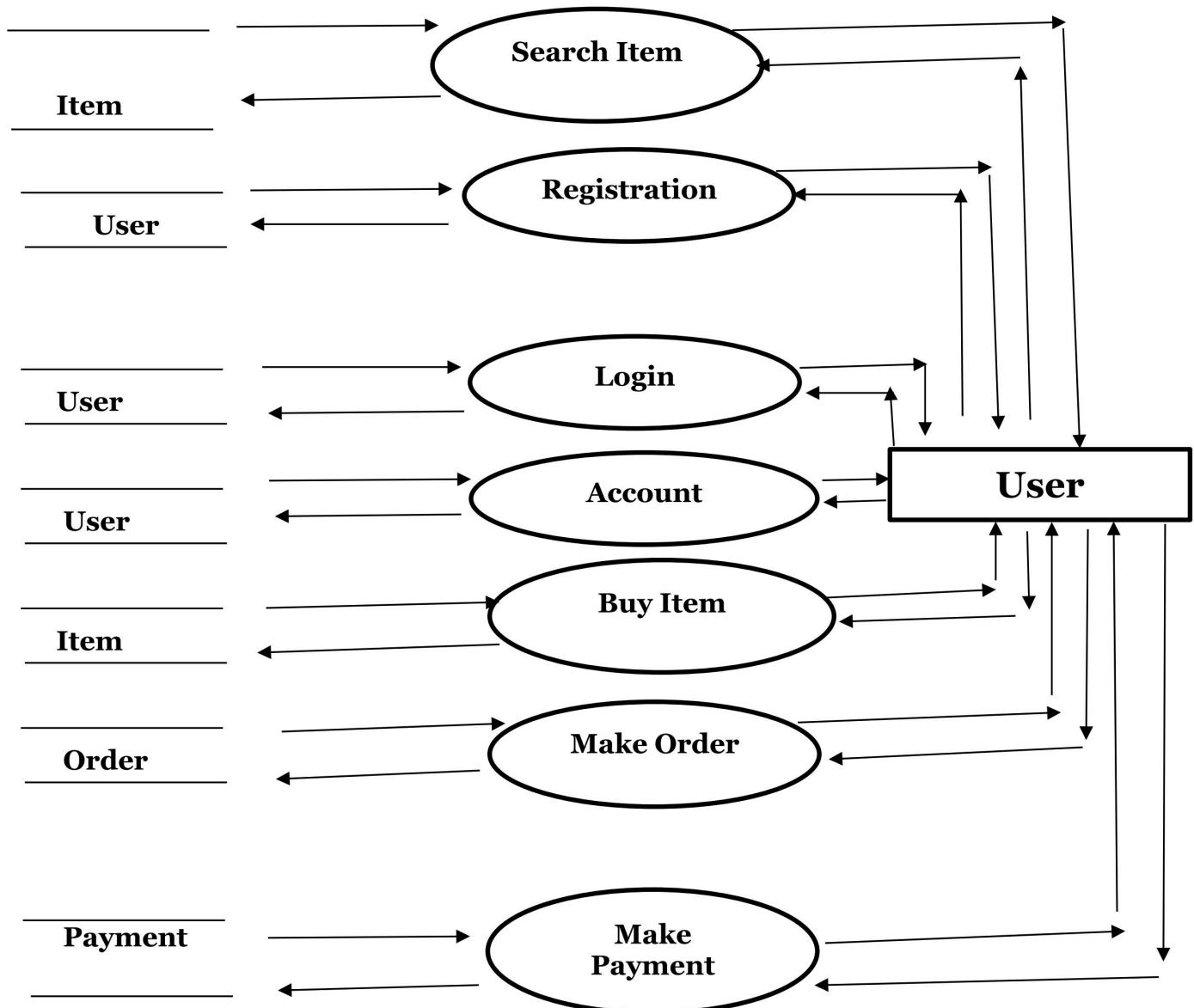


2nd Level Admin Side Data Flow Diagram



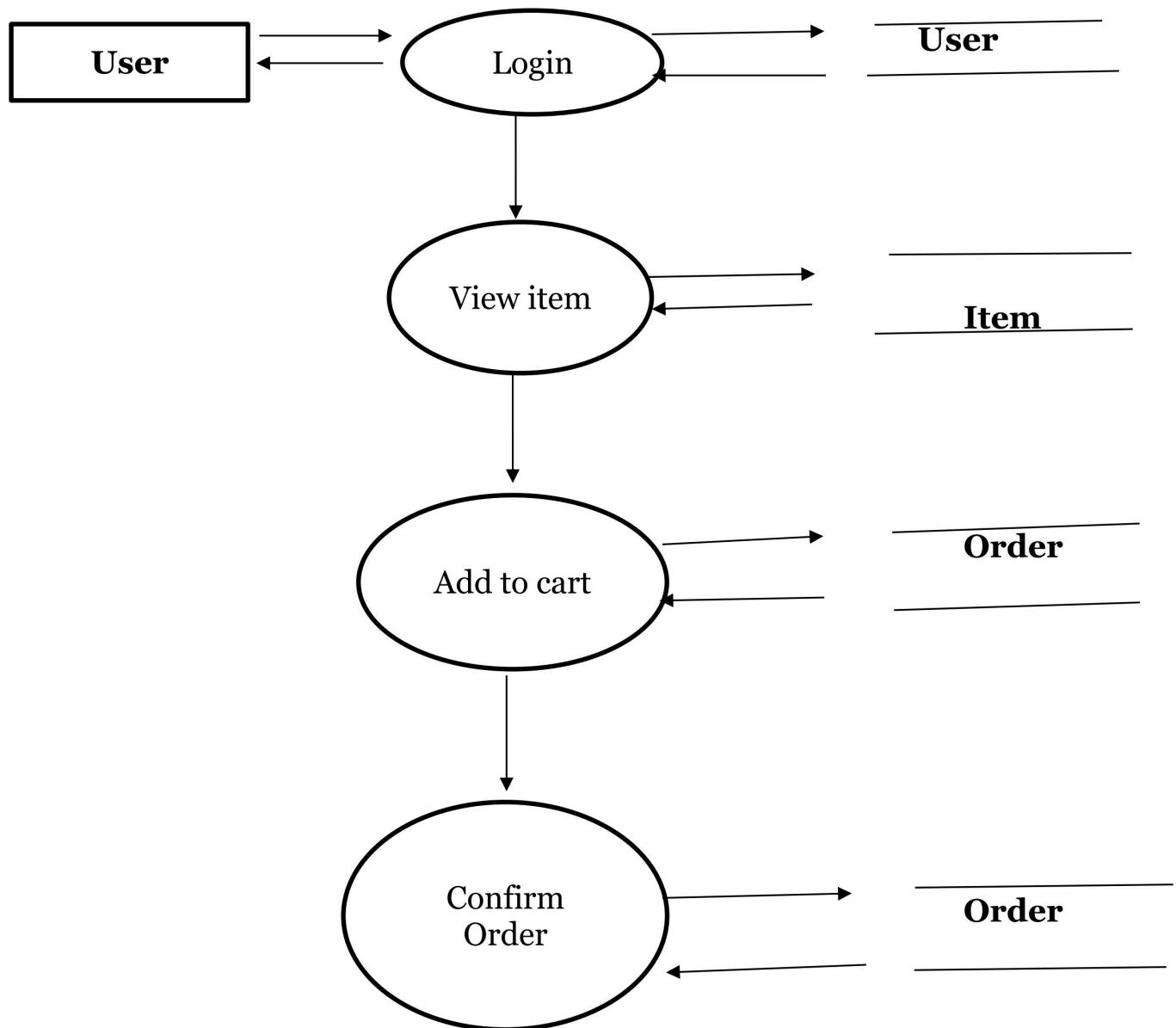
1st Level Admin Side Data Flow Diagram

The user is all people who operate or visit our website. User is a customer of a website. User is a customer of a website. User can first select product for but, user must have to register in our system for purchase any item from our website. After register he can login to site and buy item by making online payment through any bank debit card.



1st Level User DFD

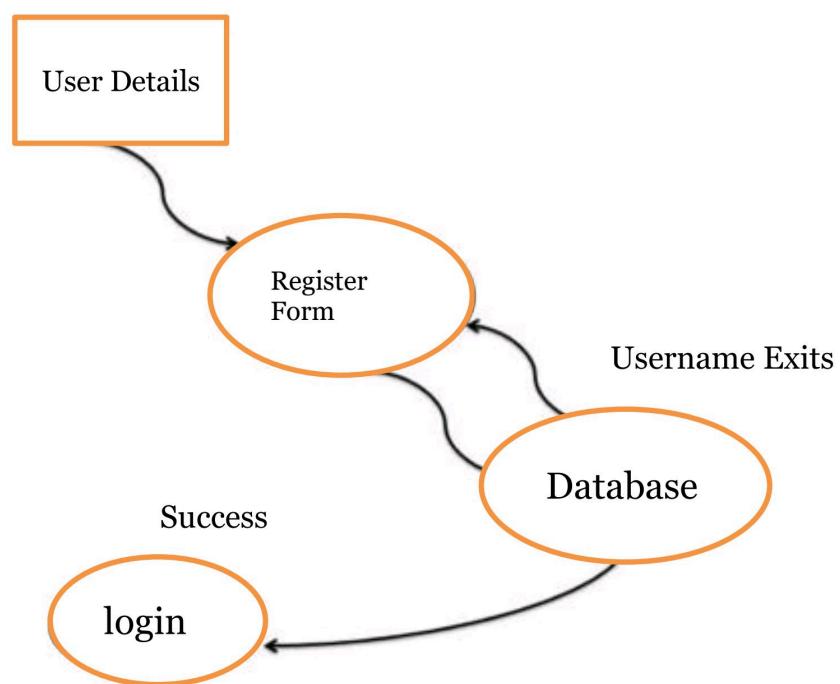
2nd Level User Side Data Flow Diagram



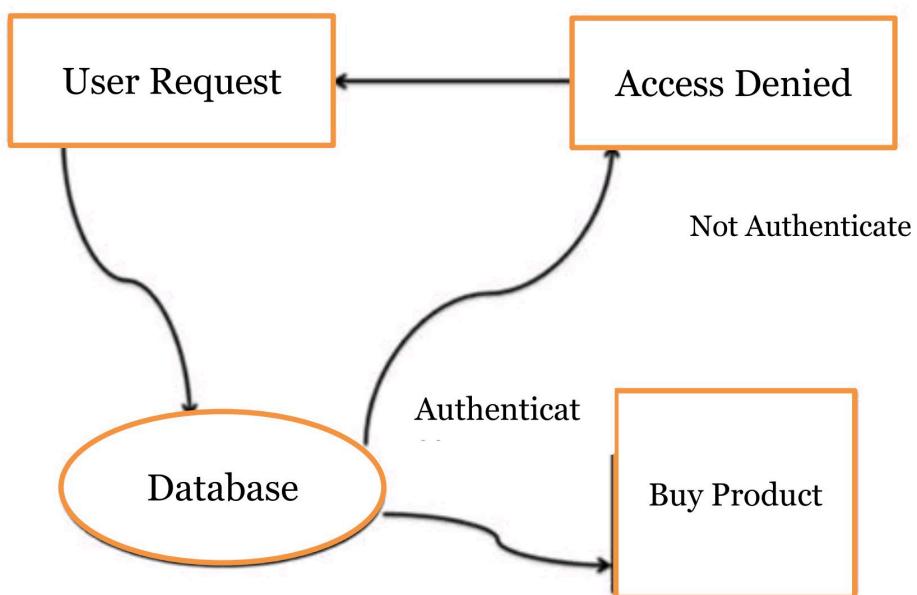
2nd Level User DFD

Level – 0 DFD

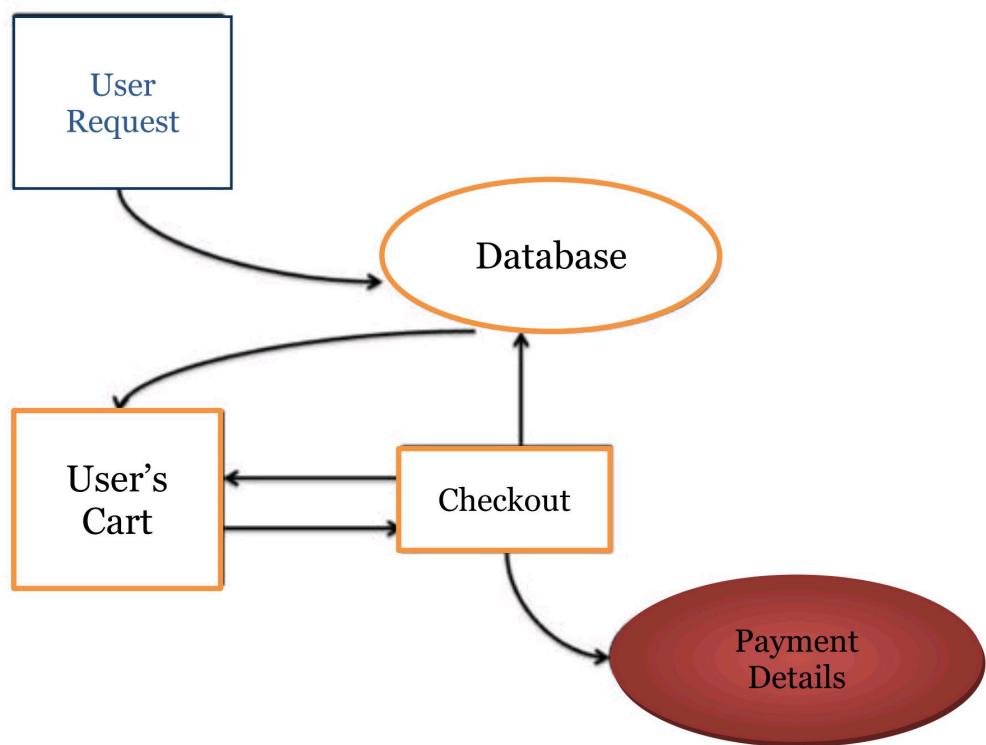
For Registration



For Login



For Buying Product



6.Report Generation

❖ List of report that are likely to be generated –:

- **Customer reports:** These reports display specific information to track order and reward point for each customer using the store.
 - i. **Customer satisfaction metrics:** These reports provide insights into customer feedback and satisfaction levels, aiding in understanding their experiences with the store.
 - ii. **Purchase history analysis:** These reports offer detailed breakdowns of each customer's purchase history, enabling businesses to identify patterns and trends in their buying behavior.
 - iii. **Loyalty program effectiveness:** These reports evaluate the performance of the store's loyalty program by tracking the accumulation and redemption of reward points by customers.
 - iv. **Customer segmentation analysis:** These reports categorize customers into different segments based on various criteria such as demographics, purchase behavior, and preferences, allowing for targeted marketing and personalized experiences.

- v. **Lifetime value assessment:** These reports calculate the lifetime value of each customer by analyzing their past purchases, helping businesses prioritize high-value customers and tailor marketing strategies accordingly.

- **Order reports:** The following will be displayed about customer order:
 - Customer Name
 - E-mail
 - Total number of orders made by this customer.
 - Total number of products purchased by this customer.
- **Products viewed report:** The product view report gives you an idea of what are being viewed the most, or least in the shop.
- **Returns Report:** The returns report shows how many returns were requested within a given time frame.

7.Tools/Platform, Hardware and Software Requirements

Hardware Required :-

- Processor : Pentium IV or Above
- Ram : 2 GB or Above
- Hard Disk : 50 GB or Above
- Cache Memory : 128 KB or Above
- Input Devices : Keyboard, Mouse
- Output Devices : Monitor

Software Required :-

- Operating System : Linux, Mac, Window XP, Window7,8,8.1,10
- Front End : HTML, CSS, JAVASCRIPT, PHP
- Back End : MySQL
- Local Host : XAMPP

8.SCOPE OF THE PROJECT

E-commerce had bloomed over the years and is one of the fastest growing domains in the world. Though it took some time for this to be accepted by the end-user, today we are at point where the majority of the people love to shop online.

The system we've created is super flexible and can easily adapt to meet the needs of our clients. Our top priority is making sure that all the data is safe and secure, especially since our project operates online, where information travels over the internet. We want things to happen quickly and accurately, so everyone can rely on the system.

In India our platforms will integrate seamlessly with physical retail stores, offering omnichannel experiences where customers can shop online and offline interchangeably.

There were numerous concerns revolving around online Shoe at its launch, but over year people tend to have started trusting e-commerce for all their shopping needs.

In India, people prefer shopping online these days rather than having to visit the physical store. The payment features that are smart and secure as well as the cash on delivery (COD), which makes the payment, even more, safer with hassle-free shipping, easy returns and reach out.