SHOPPING WEBSITE

MINI PROJECT – II

SYNOPSIS

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Acknowledgement

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ABSTRACT

Electronic Commerce is process of doing business through computer
Networks. A person sitting on his chair in front of a computer can
Access all the facilities of the Internet to buy or sell the products.
Unlike traditional commerce that is carried out physically with
Effort of a person to go & get products, ecommerce has made it easier
For human to reduce physical work and to save time.
E-Commerce which was started in early 1990's has taken a great
Leap in the world of computers, but the fact that has hindered the
Growth of e-commerce is security. Security is the challenge facing
E-commerce today & there is still a lot of advancement made in the
Field of security.
The main advantage of e-commerce over traditional commerce is the
User can browse online shops, compare prices and order merchandise
Sitting at home on their PC.
For increasing the use of e-commerce in developing countries the B2B
E-commerce is implemented for improving access to global markets
For firms in developing countries. For a developing country

Advancement in the field of e-commerce is essential. The research
Strategy shows the importance of the e-commerce in developing
Countries for business applications.

Contents

INTRODUCTION

E-Commerce, also known as electronic commerce or internet commerce,
is an activity of buying and selling goods or services over the internet or
Open networks. So, any kind of transaction (whether money, funds, or data)
is considered as E-commerce. So, E-commerce can be defined in many
Ways, some define E-Commerce as buying and selling goods and services
Over the Internet, others define E-Commerce as retail sales to consumers
For which the transaction takes place on open networks. The buying and
Selling of products, services, and digital products through the Internet all
Fall under the umbrella of e-commerce.

"All forms of transactions relating to commercial activities, including
Both organizations and individuals, which are based on the processing
And transmission of digitized data including text, sound, and
Visual images." According to this view, E-commerce does not necessarily
Require the use of the Internet. E-commerce includes all forms of
Transactions that process and transmit digitized data which includes
Text, sound and visual images.

E-commerce is the application of information technology and
Communication technology to three basic activities related to
Commercial business, the three basic activities are as follows:

Production and support- which includes assisting production,
Distribution, and maintenance of goods and services.

Transaction preparation- which includes getting product information
Into the market-place and bringing buyers and sellers into contract
With each other;

Transaction completion- which includes concluding transactions,
Transferring payments, and securing financial services.

IMPORTANT ISSUES IN GLOBAL E-COMMERCE

1.Issue relating to Privacy- The increase of electronic transactions Over the internet raises various concerns on the collection, storing And manipulation of personal information without the consent or knowledge of consumers. The functioning of E-Commerce is highly Connected and dependent upon the collection and storing of personal Information of consumers to provide them with the products and Services and maintain their data. Therefore, there is a chance that Without the consent or knowledge of consumers, personal information May be shared with or sold to others. Because of these concerns the Protection of privacy has become one of the most important policy Issues among policy-makers, businesses and consumers.

2.Issue relating to Security- E-Commerce security can be defined as "a protection of an information resource from the threats and risks In the confidentiality, authenticity and integrity of the electronic Transactions transmitted via a network". The e-commerce can only Grow if the system is capable of providing the same level of trust And security which is found in traditional methods of business. This can be achieved only if consumers of e-commerce are confident of the security provided by the concerned e-commerce.

SOFTWARE AND HARDWARE REQUIREMENTS

FRONTED END:- HTML,CSS,JAVASCRIPT,BOOTSTRAP

BACK END:- MY SQL,MARIADB,PHP

OPERATING SYSTEM:- WINDOW 10
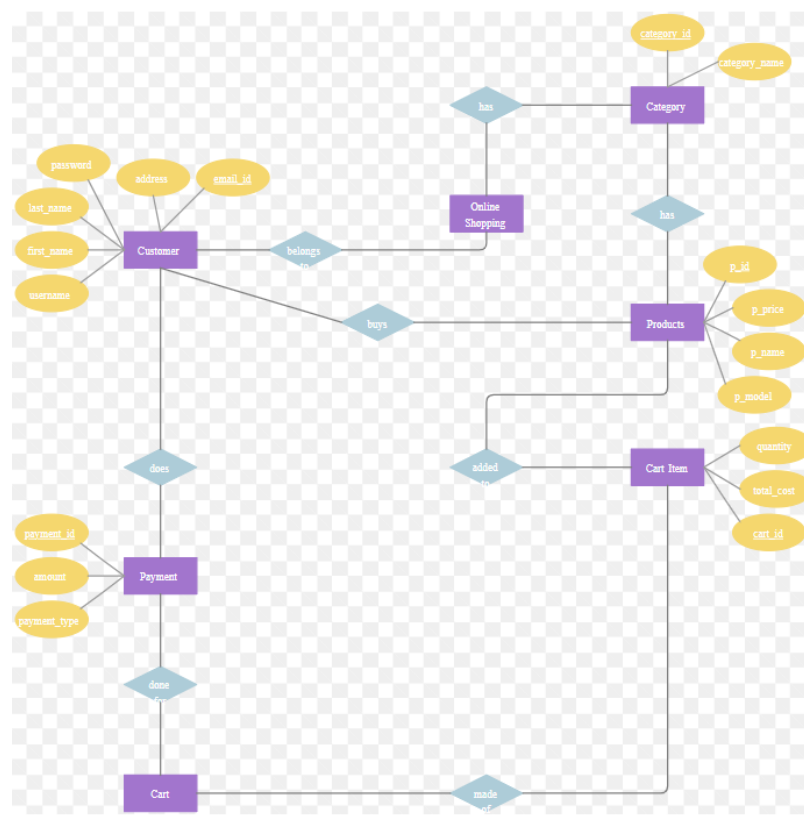
CPU:-PENTIUM(R) DUAL-CORE CPU 2.52GHz

HDD:- 160GB

RAM:- 2GB

EDITOR:- VISUAL STUDIO CODE

WEB SERVER:- XAMPP

ER-MODEL for E-commerce

PROJECT DESCRIPTION

1. Customer:- This module will maintain the detail of the customer who have order something. it will store their personal details, their income detail etc.

2.Order :- It will store the details of the order that has been sold to the customers. It will maintain feedbacks of Customer

3. Payment:- order can be sold in cash or financed by banks. hence this module will maintain both the types of payment details.

WORKING

HIGH QUALITY CLOTHES PHOTOS :

Look for a high content of natural fibers. High quality clothes
Are often made with natural fibers. This is because natural
Fibers are not only more expensive, but sometimes hold up
Better over time. Ultimately, the fibers a product is made will
Tell you a lot about the product itself.
High quality clothing is often made of wool, cotton, cashmere,
And silk.

Remember that a high content of natural fiber does not necessarily
Mean a piece of clothing is high quality. You'll also have to look
At the construction of the clothing, feel it to make sure it is soft,
And make sure that thread work is secure.
Natural fiber and synthetic blends are okay, if most of the material
Is natural. Blended fabric may tend to last long and hold shape a
Lot better than cloths just made of natural fiber.

WHAT CUSTOMERS VALUE IN FASHION E-COMMERCE

My speculations on the topic of clothing website design and a
Successful apparel e-business invariably start at the analysis
of customer expectations and fears. Upon a closer look, I
Conclude that a single aspect affects strongly a customer's
Shopping behavior in a fashion e-store:

When online, customers can't assess the quality and try on
The clothes, which complicates the choice and leads to much
Hesitation over risky spending.
That's the fear you need to deal with when designing a clothing
Ecommerce site. Here is the list of our tricks to help customers
With the product choice and reduce their doubts.

SUPERIOR VISUALIZATION

Buying clothes online should be meaningful and enjoyable, just like
The experience a customer gets in a brick-and-mortar store. Besides
Meeting standard quality requirements for visuals, you should create
The best possible presentation of apparel items for customers to feel
Confident about their choice.

On the product images and video, show models wearing the clothes
To give customers a sense of how different fashions and styles look
On real people.
If you create apparel for different body types, state this in the product
Description and add to filters.
Use 360-degree rotatable product images.
Stress some interesting details on feature callout images.

ADVANCED SEARCH CAPABILITIES

Online shopping may be a kind of entertainment. Most frequently
Consumers browse through online catalogs purposefully, and their
Enthusiasm grows if they get search results matching their needs.
This is where faceted navigation and search come handy. To tailor
A large apparel catalog to their interests, customers may:
Apply various filters and labels.

Use a search bar that will autocorrect and autocomplete a search query.
Turn to an image search to find a similar item.
As one of the search scenarios, a customer enters a favorite brand
Name in a search bar and sees its whole collection in search results.
The customer can further apply necessary filters – an apparel type,
A price range, a color or a size – to narrow down the search. The less
Friction customers face during their digital journey, the more likely
They buy.

SOCIAL MEDIA INTEGRATION

Essentially, social media is where you build the personality of your
Brand and a community of interested customers. Adding social
Buttons to your ecommerce pages, you encourage prospects to
Move to social channels and get to know your brand and team
Before purchasing. Also, you can integrate user-generated content
 (customer reviews and comments) from your social channels to
The website – it will serve as an excellent trust builder for new
Shoppers.

REFERENCES

Websites:

- www.w3school.com
- www.google.com
- www.mdn.com
- www.javatpoint.com
- www.youtube.com

Faculty Guidance

Mrs. Ruchi Gupta (Senior Technical Trainer in GLA University)