

NORTH SOUTH UNIVERSITY



CSE299.14

Project Proposal

Project Name: App-Based E-Commerce System for Android

Group Number: 04

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- | | |
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1. Introduction

This document provides a project plan for the development of an app-based E-Commerce System for android. The intended readers of this document are current and future developers working on this project and the sponsors of the project. It includes the problem statement, our goal and the software requirement.

1.1 Problem Statement

E-commerce (electronic commerce) is a platform of business which is buying and selling products or providing services over an electronic network. The ability to made transaction for personal or professional use over the internet is known as electronic commerce or e-commerce. [1] From governments to multinational companies to one-person start-ups, e-commerce is increasingly viewed as a key business modality of the future.

Bangladesh has a large population with great chances of big economy. With the rapid growth of population, it is creating good opportunities as well as great obstacles. For example, people often don't want to go for shopping in markets like New Market, Chadni Chawk, Gulistan etc. for exceeding amount of crowd. Some wants to do shopping at ease with no times to spend. For this, different super shops are built. Again, the present situation in our country, specially in big cities like Dhaka, Chittagong, Rajshahi and others have huge traffic jam which cost a great deal in our economy.

Also, there are challenges like customer satisfaction, misrepresentation of features, availability and so on. We have to ensure that each category will have a different set of facets to be displayed.

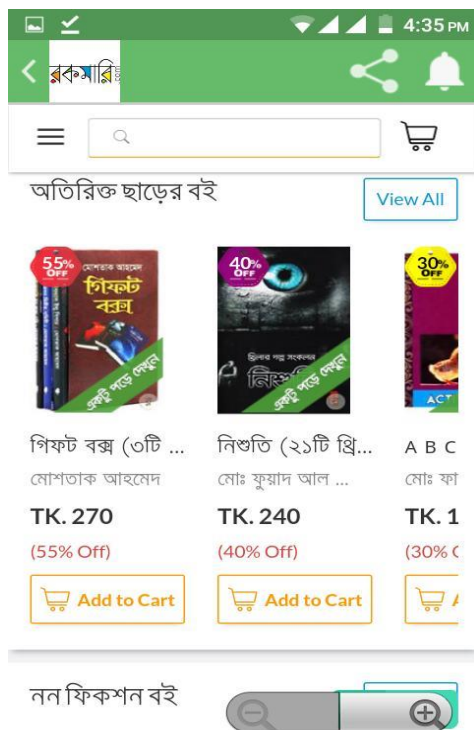
Another problem is that we do not know what product the customer is searching for. An app that displays a huge list of products from different categories, such as electronics, mobiles, clothes, or books, needs to be able to identify what the customer is searching for.

1.2 Scenario:

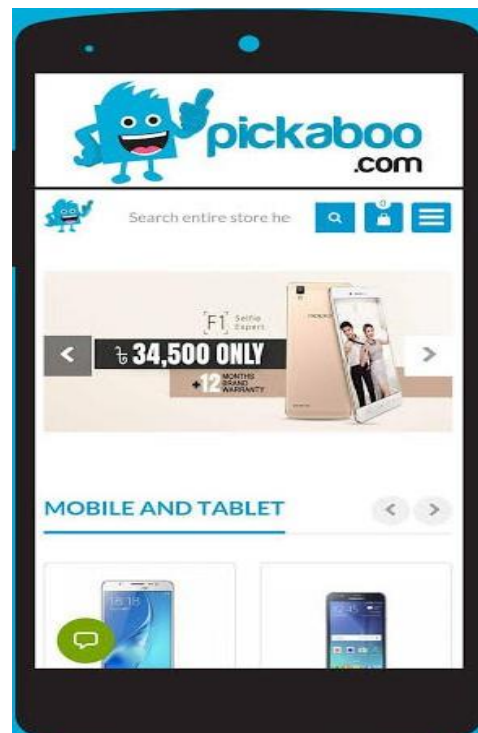
Scope of E-commerce is increasing day by day all over in the world as well as Bangladesh. There are multiple applications for both android and IOS intriguing E-commerce in our society. Currently, there are 4 types of E-commerce popular in Bangladesh:

- Business-to-Business(B2B)
- Business-to-Consumers(B2C)
- Consumer-to-Consumer(C2C)
- Business-to-Employees(B2E)

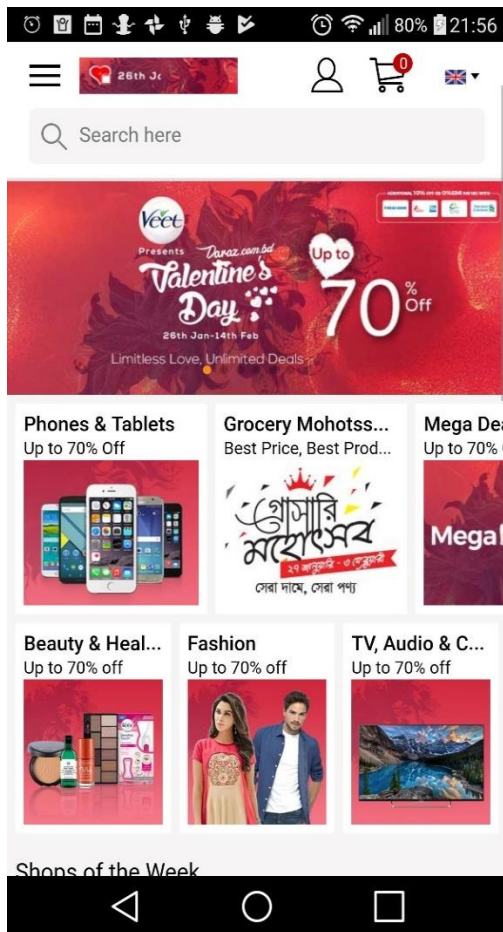
The E-commerce Association of Bangladesh (e-Cab), the trade body for eCommerce in Bangladesh, estimates there are 700 eCommerce sites and around 8,000 eCommerce pages on Facebook. The leading E-commerce applications are: Rokomari, daraz, ajkerdeal, chaldal, pickaboo and so on.



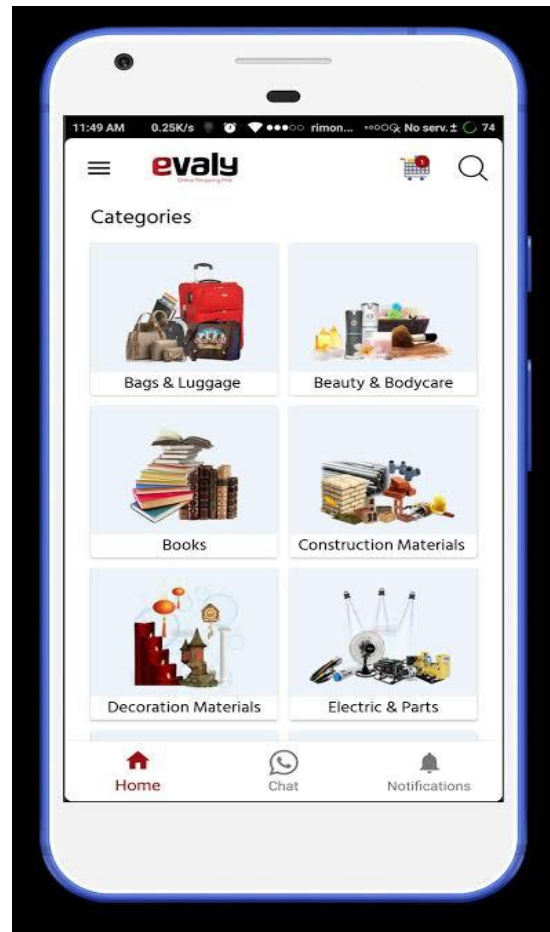
Rokomari [2]



Pickaboo [3]



Daraz [4]



Evaly [5]

Although there are great applications like these, there are still a great deal of options for further improvement. E-commerce has to be made more easily accessible and satisfactory providing more useful features and interactive user interface.

1.3 Solution:

Modern days are the age of technology and communication. People wants to save their time and make life easy. Nowadays, almost everyone has a mobile phone and easy access to internet. So, If it is possible to create a system that can not only save our valuable time but also reduce our urge to go out for shopping ensuring the product

quality and reasonable cost, it will solve a lot of our daily life problems as well as help our economy to grow much faster and bigger.

The purpose of any e-commerce application is to help customers narrow down their broad ideas and enable them to finalize the products they want to purchase. For example, suppose a customer is interested in purchasing a mobile. His or her search for a mobile should list mobile brands, operating systems on mobiles, screen size of mobiles, and all other features as facets. As the customer selects more and more features or options from the facets provided, the search narrows down to a small list of mobiles that suit his or her choice. If the list is small enough and the customer likes one of the mobiles listed, he or she will make the purchase.

2. Overall Description

2.1 Users:

The system is developed for everyone. Anyone can use this application ranging from a child to an old-age person. Our intended customers can be classified in two sections: Business user and General user.

People who will provide the goods and try to sell their products through our app are business user. There will be a different account for them to login and upload the picture of their goods followed by the approval of the admin.

The common people who will eventually buy goods or have the intended services through the app are the general user. Mostly aged from 16+ of both male and female will be our targeted audience.

2.2 Goals & Scope:

Main goal of all projects is the satisfaction of the users. Without the usability and reliability, a project has no value. So, for the project to be successful the software

has to be well designed, responsive and should contain uniqueness. Beside this it has to have good contents, and the course designers and providers also have to be very skillful. The system should help its user to learn and gain skills.

3. System Features and Requirements

3.1 Functional Requirements:

- The application should have responsive interface
- Users should be able to register for an account
- Users can login and logout.
- Business users can upload the information of their goods.
- A cart system for general user to have products and checkout through specific ID
- General users will have multiple options for payment.
- General user give review of their used products.
- Use Augmented Reality to let customer to take a trial of the goods.
- Implement a chatbot for better user experience.
- Review options as well as videos from youtube.

3.2 Technical Process

Following are the languages that would be used to develop the application:

Front-end development: XML, Android Programming

Back-end development: PHP, Core Java, Firebase

4. Budget

To develop an E-Commerce Android app it will cost around 4-5 lakhs BDT. But that totally depends on the feature that is asked by the client and the platform.

Our project member will cover front-end, backend, database, server management. We will need approximately 10-12 weeks to complete this project.

Expenses	Cost
Front-end	150000/-
Backend	200000/-
Domain	5000/-
Server Management	15000/-
Hosting (annual)	20000/-
Marketing and SEO	20000/-
Designing	20000/-
Testing	30000/-
Total Cost (Annual)	450000/-

5. Work Breakdown:

Task ID	Tasks	Date
Scenario Phase		
1.1	Analyzing or Prototyping	04-02-2020
1.2	Create User Story and Planning	07-02-2020
1.3	Create UI Design	09-02-2020
1.4	Create General Model and Resource Allocation	13-02-2020
1.5	Distribution all tasks between team members	15-02-2020
Coding Phase		
2.1.1	Connect Firebase	16-02-2020
2.1.2	Connect Database	17-02-2020
2.2.1	UI/UX design for frontend	25-02-2020
2.2.2	Registration, Login, Logout (frontend and backend)	02-03-2020
2.3	Homepage	08-03-2020
2.4	Admin Page for backend	12-03-2020
2.5.1	My profile for backend	15-03-2020
2.5.2	My profile for frontend	16-03-2020
2.6.1	Add Search Option	22-03-2020
2.6.2	Add Cart	25-03-2020
2.6.3	Add Category	27-03-2020
2.6.4	Add Payment Option	02-04-2020
2.7.1	Add Chat Option	09-04-2020
2.7.2	Add Review Option	10-04-2020
2.8	Add FAQ	11-04-2020
2.9	Add Discount Calculator	13-04-2020
Expansion		
3.1	Testing	16-04-2020

3.2	Use MVC	18-04-2020
3.3	Upload App in Play Store	19-04-2020
3.4	Maintenance	20-04-2020
3.5	Elicitation	21-04-2020

6. Gantt Chart



7. Conclusion

E-commerce is getting more common nowadays. But the necessity has never been so higher. We can use it in any departmental store, pharmacy or book shop. There are scopes to create new features and make the experience much better. Initially we'll try to make it as daraz or evaly like app. But later on, we want to use it specially for NSU students so that they can easily buy and sell things and also NSU book shop, canteen and others can operate through this app easily and efficiently.

8. References

- [1] Coursaris, "M-Commerce in Canada: An Interaction Framework for Wireless Privacy," *Canadian Journal of Administrative Science*, 2003.
- [2] www.rokomari.com. [Online].
- [3] "Pickaboo," [Online].
- [4] "Daraz," [Online].
- [5] "Evaly," [Online].