

(Annexure-3)

TITLE OF PROJECT REPORT

Online Shopping Website

A PROJECT REPORT

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**CHANDIGARH
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Title of Project

Online Shopping Website

Introduction to the Project

The "Web based Shopping Framework" has been created to supersede the issues winning in the rehearsing manual framework. This product is upheld to take out and now and again diminish the difficulties looked by this current framework. Besides this framework is intended for the specific need of the organization to complete tasks in a smooth and powerful way. The application is decreased however much as could be expected to keep away from blunders while entering the data.

It likewise gives mistake message while entering invalid information. No conventional information is required for the client to utilize this framework. Hence by this all it demonstrates it is easy to understand. Internet Shopping Framework, as portrayed above, can prompt mistake free, secure, dependable and quick administration framework. It can help the client to focus on their different exercises rather to focus on the record keeping. In this way it will help association in better usage of assets. Each association, whether enormous or little, has difficulties to survive and dealing with the information's of Item, Shopping, Instalment, Conveyance, Client. Each Internet Shopping Framework has different Shopping needs, subsequently we plan select representative administration frameworks that are adjusted to your administrative prerequisites. This is intended to aid vital preparation, and will assist you with guaranteeing that your association is outfitted with the right degree of data and subtleties for your future

Objectives. Additionally, for those bustling leader who are generally in a hurry, our frameworks accompany remote access highlights, which will permit you to deal with your labour force whenever, consistently. These frameworks will eventually permit you to more readily oversee assets.

Functionalities given by Web based Shopping Framework are as per the following:

- Gives the looking through offices in light of different variables. Like Shopping, Web, Instalment, Client
- Internet Shopping Framework additionally deal with the Conveyance subtleties online for Instalment subtleties, Client subtleties, Shopping.
- It tracks all the data of Item, Conveyance, and Instalment and so on.

- Deal with the data of Item
- Shows the data and portrayal of the Shopping, Web
- To expand proficiency of dealing with the Shopping, Item
- It manages observing the data and exchanges of Instalment.
- Deal with the data of Shopping

Problem specification-

Shopping entry is fundamentally Gateway wherein we will follow the Client subtleties Name, Area, His Number and his Email-Id. Here, his buy design is recorded, in order to what he purchases, when he purchases, how every now and again he purchases, and the method of instalment is recorded. Method of instalment is put together is with respect to MasterCard, Money or Check card. Here, in the shopping entrance we will have every one of the merchandise, which are fundamental for the day to day use. In the event that a client, purchases a specific thing all the more much of the time he will be entitled with different offers. The webpage will be intended to make it simple for clients to look for items on the web and to offer them extensive variety of web based shopping to get the best arrangement, and save while shopping on the web. Here example will be perceived of our clients through information mining, and different offers and limits will be given to those clients who are regular purchasers. Here will recognize the client's decision of item, Recurrence of procurement, Change in the example of decisions with ascend in time and age Instalment strategy and To distinguish total shopping conduct. According to Business perspective, we will distinguish the different purchasing patterns, project the turnover, recognize the gamble, investigate new areas of business or item gauge the progression of client, gain steadfastness of the client, begin various plans for new and faithful clients both.

Client Identification and Recognition of Need

Client Needs Identification is the most common way of figuring out what and how a client believes an item should perform. Client Needs are non-specialized, and they mirror the clients' impression of the item, not the genuine plan particulars, albeit regularly they are firmly related.

Client Needs Identification has two significant objectives:

1. To keep the item cantered around client needs
2. To recognize the unequivocal necessities of the client, yet additionally the dormant requirements

These client prerequisites ought to be autonomous of a specific item or possible arrangement. All things considered, it's solely after recognizing Client Needs that one can start to meet them.

So considering that, the objective is to find out definitively what the client needs. Here is a four-step strategy for distinguishing Client Needs:

1. Assemble crude information from clients
2. Decipher the information as far as client needs
3. Coordinate the requirements
4. Ponder the Cycle

Client Needs: Why They Are Essential to Recognize:

Certain individuals could say that it doesn't make any difference what sort of requirements a client has, as long as they pay their solicitations on time.

While this might be false (and I'm certain you know the significance of getting compensated), there are a lot of other valid justifications why recognizing your clients' necessities is significant.

It's a method for showing that you give it a second thought and need your clients' business. At the point when it comes down to picking between organizations, we as a whole realize that incredible client care can separate one organization from another.

Recognition & knowledge of relevant contemporary issues

Shopping has seen sensational changes throughout the course of recent years. The method of shopping has been made advantageous for purchasers. On one side of the globe, individuals might in any case lean toward the nearby shops still there is countless buyers who favour web based shopping. The primary value of shopping on the web is that the shopper never needs to pass on his space to different spaces for shopping. Shopping choices can be made effectively in his/her own agreeable space. Costs can be effortlessly thought about in this cycle. Shopping on the web permits the buyer a chance to think about the items from various venders inside brief time frame length. Right now being positive for the two purchasers and dealers it makes a pathway for new venders and makes ideal incentive for the clients. The greater part of the bluechip organizations have taken the innovation close by and have begun to step in their Bigfoots in the field of web based shopping. Any business needs client steadfastness and trust to run them for a really long time. Devotion and trust can be gotten effectively in an actual retail location while it's a major migraine for online retailers. It is the need of great importance to concentrate on the issues looked by online buyers for any size of online retailer whether large or little.

Suggestions:-The web-based retailers have neglected to get the market circle of the age bunch which gets a noticeable pay on a typical occasional premise which could go to be a prevailing purchasing power of the future. A small piece of the respondents are from provincial regions followed by sub metropolitan regions which cautions us that despite the fact that in a general public with quick web association framework, it has neglected to arrive at the country regions. Online retailers ought to hope to extend their viewpoint to both sub metropolitan and rustic regions ought not to be restricted exclusively to metropolitan regions. A larger part of the respondents really take a look at the assurance of the item when contrasted with just a lesser level of respondents really take a look at the provider's name. The mindfulness about checking the entire data about an item ought to be made rehearsed by the customers.

Project Identification

Project identification is the first step of any project cycle . Entrepreneurs need to identify and zero in on a project that suits their requirements and can help them attain their goals before spending significant time and resources on a project . They also need to study in detail the feasibility of the proposed project well before they start planning the other steps of the project cycle . Usually various aspects are required to be studied before picking a project .

The purpose of project identification is to develop a preliminary proposal for the most appropriate set of interventions and course of action , within specific time and budget frames , to address a specific development goal in a particular region or setting . Investment ideas can arise from many sources and contexts . They can originate from a country's sector plan ,programme or strategy , as follow - up of an existing project or from priorities identified in a multi - stakeholder sector or local development dialogue . Identification involves :

- A review of alternative approaches or options for addressing a set of development problems and opportunities.
- The definition of project objectives and scope of work at the degree of detail necessary to justify commitment of the resources for detailed formulation and respective preparatory studies.
- The identification of the major issues that must be tackled and the questions to be addressed before a project based on the concept can be implemented.

Sufficient information on project options must be gathered to enable the government and financing agencies to select a priority project and reach agreements among stakeholders on arrangements for preparation work , including setting up steering committees or national preparation teams . The results of identification work should be summarized in a report , project brief or concept document , the format of which will depend upon the government's and / or financing agencies ' requirement.

Start of Initiating phase

Recognize need , problem , or opportunity

Various ways for identification

- Organizations strategic planning
- Response to unexpected events
- Group organized to address a need

Important to clearly identify need to determine if worth pursuing
Use decision making process to prioritize and select project with greatest need.

Meaningful indication for a successful project can be availed from the following one or more sources for project identification

(a) Five Year Plans For project identification , the Five Year Plans are indicative enough to reflect the government's intention , including the policy emphasis on the sectors and - within the sector - particular type of industries .

(b) Imports and Exports The industry - wise , and also product - wise , detailed statistics of imports and exports are regularly published by the government . These information indicates the possible venture area - What are the products , and the volume of such products as exported to which countries ? And similar information of imports as well . We can get enough idea from these statistics about the possible export industry or project to produce goods for import substitution.

(c) Financial Corporation and Industrial Development Corporation at State level sponsor project feasibility reports with the help of reliable and established consultants for promotion of industries in the State . Such reports can be a very helpful guide to generate ideas for the start of a project.

(d) Departments of SSI and ARI , as mentioned earlier , prepared about 200 project profiles to help and guide small industries for investment up to Rs . 5 crores in a project . These projects are industry - group - wise , and even provide source information of the required plant and machineries with costs updated.

(e) Council of Scientific and Industrial Research (CSIR) With their network of laboratories has developed new processes and technologies along with their commercial applications . These know - how are available at less cost and without any foreign exchange involved and can be useful in considering a suitable project The selection of the process / product know - how can be made in conjunction with information available from other sources For example , the CSIR , Jorhat , has the technical know - how for the manufacture of ' micro - crystalline wax It also appears from the import statistics that this product is regularly imported by many

organizations . Such information and the available know - how can give ideas of developing a project for the manufacture of this product provided the availability of the basic raw material - i.e .crude oil - tank - bottom - scrappings is ensured.

- (f) Analysis of industrial information such as capacity installed , actual productions , market sizes with its growth can be a source of information to indicate opportunities.
- (g) Trade Fairs and Industrial Exhibitions including both national and international exhibits , many new products and processes can be a source of information and ideas for a project.
- (h) Economic and social trend and the various statistics available in this regard can be analysed to find some opportunities The band of affluent middle class population with the changes in their pattern of living will indicates the growth of demand for specific range of consumer durables including domestic appliances - big and small.
- (i) BIFR can provide a list of endless sick units which are chained by enormous accumulated loss . With careful analysis , a large number of such units may be profitably revived by skilled management and infusion of necessary fund . We have noted earlier that in such cases financial helps can be availed from and banks as well.

Task Identification

The pandemic, which pushed numerous purchasers to change how they purchase fundamental things, hardware, and dress, has assisted with reshaping the fate of internet shopping and constrained organizations to advance to satisfy new necessities and needs. To profit by the valuable open doors introduced by online business, business experts should be knowledgeable in the most recent advancements and patterns.

In the realm of web based business, customers require a more customized insight. As indicated by Accenture, 91% of buyers are bound to shop with brands that perceive, recollect, and give significant gives and item proposals. As a matter of fact, when online stores customize the shopping experience, they can encounter a leap in deals change paces of 15% to 20%, as per McKinsey.

The retail business has been fundamentally influenced by the rising utilization of cell phones. Market information supplier Statist predicts that in 2021, online buys produced using cell phones will represent more than \$345 billion in retail deals. With versatile internet business, shopping happens all over, no physical customer facing facade or PC required. Anyway, what's the significance here for the fate of web based shopping?

Internet business applications should give the data, usefulness and route Structure that better conform to the business needs of an association. To create an Internet business application, a few choices should be taken: (1) which information of the items is more satisfactory to be shown and which system ought to be accommodated getting to this information (look, recorded records, and so on), (2) which usefulness can execute clients (add items to truck, reserve a spot, and so forth) and (3) which navigational construction fits the ease of use prerequisites that the buy interaction ought to consider to work on the business trade. These choices characterize the greater part of the prerequisites that a Web based business application should fulfil.

Notwithstanding, not many methodologies plainly state with how to inspire and address Internet business prerequisites, and how to go from the prerequisites particular to the reasonable diagram with a sound systemic premise. In this sense, while managing complex Web based business applications, it very well may be challenging to characterize the reasonable mapping that fulfils each necessity physically.

In this work, we present a way to deal with catch Web based business application necessities and methodically get the web applied model from them. To do this, we propose: (1) to distinguish the assignments that clients of the Web based business application should accomplish and (2) to portray these errands according to the perspective of the communication that the client expects of the web application. Furthermore, we show how the navigational model of the OOWS strategy can be deliberately gotten from an errand Depiction. This work is coordinated as follow: Segment 2 presents a concise outline of the entire cycle that we propose to foster Internet business applications. Area 3 presents an undertaking based strategy to catch Online business application prerequisites. Area 4 presents an outline of the OOWS technique and how its navigational model can be methodically characterized structure an undertaking depiction. Ends and further work are introduced in Segment 5. The Amazon site has been taken as a contextual investigation to Obviously map the new ideas and reflection systems and their execution In a genuine Web climate.

The process that we propose to develop an E-Commerce application is divided into three main stages: requirements elicitation, conceptual modelling and implementation. This process is graphically presented. In the requirements elicitation step, tasks that users must be able to achieve are identified and described. To do this, a hierarchy of tasks is first defined. Next, each leaf task of the hierarchy is described from the interaction that the user requires of the web application by means of activity diagrams. In the conceptual modelling stage, the web conceptual schema of the OOWS method is defined. The OOWS conceptual schema is made up of several models which describe the different aspects of an E-commerce application.

Timeline of the project (in weeks)

We're in need of a new ecommerce website, or a website redesign, you might be wondering how to begin this task. You're probably working closely with a web developer and it's important that you're on the same page. Provided is a step-by-step timeline for developing your ecommerce website.

Gather Information-

The main step of your site's advancement course of events is the initial step. Everybody dealing with the site should be very much educated regarding its messages and objectives.

Setting up a gathering to decide the motivation behind the site, what the site ought to achieve, the interest group, and the sort of data the ideal interest group is keen on will ensure everyone's in total agreement and zeroed in on the right undertaking.

Clarifying pressing issues, leading exploration, and defining boundaries are important strategies at this first phase of the site advancement timetable.

Plan-

Time to foster a site map. At this stage, you are going to spread out how your main interest group will explore through your site. Remembering what you believe your ideal interest group should do on your site, spread out your site appropriately. On the off chance that you believe they should visit a specific page, ensure it isn't covered up.

During the arranging system, the site advancement devices ought to be chosen. To make the site more straightforward and quicker to make, an adaptable layout might be really smart. This will likewise make the site simpler to refresh and keep up with whenever it's sent off.

Create your Content-

Before you begin planning your site, you really want the substance for it. In the event that you have your substance first, your plan will require less refreshing later on. Your substance is the core of your site, and one of the main web improvement apparatuses, so meticulousness is significant.

Very much like the past stage, you need to remember your main interest group and objectives while making content. Keep it engaged, intriguing, enlightening, and valuable. Utilize your substance to lead your ideal interest group to do what you need them to on your site.

This phase of the course of events can time-consume. You need the best quality substance, so investing a great deal of energy in it is OK. Ensure that your substance is streamlined, continuously contemplating working on your Search Engine Optimization (SEO).

Design-

Now that you have your site map and your website's content, it's time to start the design. This is where your company's logo and brand colours should be at the top of your mind to strengthen your organization's identity. Design the landing page first, because it's the jumping off point for the entire website.

Throughout the design process, everyone working on the website should be in constant communication. If you have a web developer, you should be consistently sharing mock-ups, giving feedback, and requesting changes.

Develop-

This is the point where your ecommerce shopping carts and interactive contact forms are developed. This is the creation of your website: taking your prototype and turning it into a functional website.

A thorough understanding of web development is important because adding the necessary interactive elements can be a difficult task. At this stage, the website developer must ensure that all of the code is valid, which means making sure it meets current website protocol.

Test-

Once your website is developed, there's one last stage before it's time to launch. The testing stage.

When testing your new ecommerce website, you need to test the functionality of all forms or scripts. It's also necessary to check for compatibility issues, making sure it works in every browser.

Once it's confirmed that your website works on every level, it's time to launch.

Launch-

A File Transfer Protocol (FTP) program is used to upload your website files onto the server. Once the site is up and running, it should be put through one final test. Make sure all plugins are installed correctly and your site has proper SEO in place.

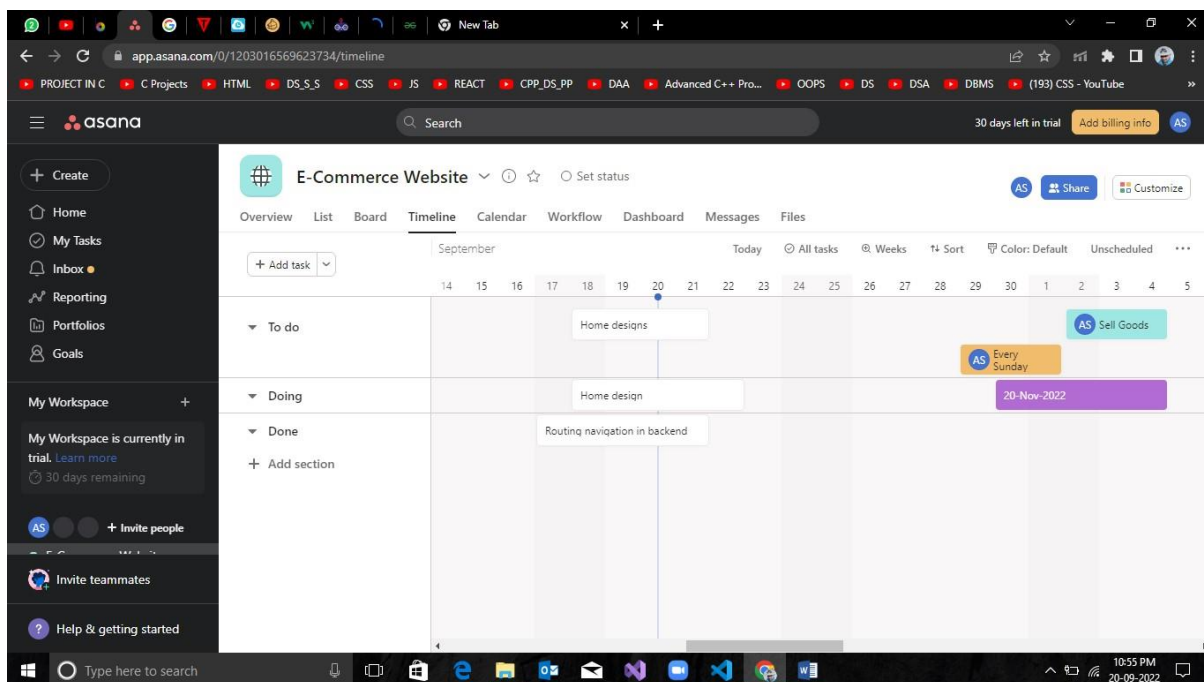
Gantt Chart/ Use of modern project planning tools

Gantt diagrams assist you with taking a gander at an undertaking's most significant parts, giving you a helpful method for getting a programmed outline of your ventures, errands, and cut-off times — and guaranteeing everything moves along as expected en route. Alongside Kanban sheets, Gantt graphs are one of the most pervasive administration apparatuses out there.

Gantt diagrams are helpful in light of the fact that they show the exercises and progress of a task. Gantt outlines demonstrate the way that work on an undertaking can start after another errand has been finished. Directors can utilize this information to more readily comprehend project snags and settle on key conclusions about how to take a venture ahead.

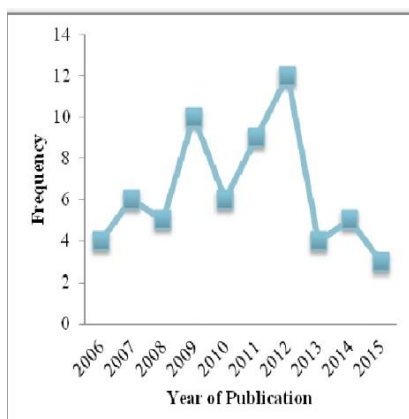
Advanced features to look for in a modern Gantt chart-

- Team collaboration.
- Multiple project views, including Kanban boards, task lists, and calendar views.
- Reporting.
- Time tracking and hourly estimation.
- Workload management.
- Mobile access.
- Integrations.



Relevant topics identified for literature review

Internet business execution is a urgent cycle for association to make it effective and useful. As a result, concentrated research works in the space of online business execution from a different scope of perspectives and discoveries have been concentrated on by numerous specialists. Nonetheless, the part of Business-to-Client (B2C) web based business execution has yet been embraced in a justifiable way with regards to a full life pattern of data frameworks improvement. This paper gives an orderly writing survey of existing examination concentrates on web based business execution to find the degree focal point of work in view of subject in the execution stages: pre-execution, during execution and post execution. 65 (65) chose essential examination studies have been broke down based on execution stage subject, research approach and exploration region. The outcomes show that greater part papers talked about B2C online business in the pre-execution stage (49%) and applied quantitative methodology (63%) as the most famous examination technique. Two other execution stages to be specific during execution stage and post execution stage has not been adequately tended to in the current writing. Moreover, existing writing have altogether addressed factors connected with web based business execution yet were not planned to the suitable execution stages. These variables list stays on surface without clear bearing in which web based business execution process is vital for associations. Hence, through an orderly writing survey this study recommends that more exploration is required for grasping the complicated course of web based business execution in a more all-encompassing way. Likewise, there is a requirement for study to execution screen these variables to a specific and all the more precisely "map" during the time spent internet business.



shows the development of distribution of exploration papers between years 2006 to 2015 in the space of web based business execution studies. The example had been expanding from one year to another, from 2006 to 2012 with the exception of a fall in 2010 and began to increment again for the next year coming to top in 2012 with 11 distributions. Then, there was a huge decline from the year 2013 until 2015. In year 2015, it is normal to be low as certain articles are not in full text access yet or in next distribution issues. It is normal to increment in the last option part of the year respectably.

Review of previous solutions or related materials, extent and relevance of the materials and reviewed to the project.

Private ventures that are thinking about buying or selling online will track down this a valuable asset to assist them with distinguishing and select fitting internet business choices. Tips and methodologies for it are likewise introduced to draw in and keeping on the web clients.

While the booklet centres around selling on the web by means of your own site, different choices for buying and selling on the web are featured like ecommercialcentres and online sales.

Selling on the web can assist your business with arriving at new business sectors and increment your deals and incomes. On the off chance that you are keen on offering to different organizations, you can utilize the Web to find potential customers, declare calls for delicate and offer items available to be purchased either through your own site or through an e-commercial centre site.

This paper gives an orderly writing survey of existing examination concentrates on web based business execution to find the degree focal point of work in view of subject in the execution stages: pre-execution, during execution and post execution. The outcomes show that greater part papers talked about B2C online business in the pre-execution stage (49%) and applied quantitative methodology (63%) as the most famous examination technique. Two other execution stages to be specific during execution stage and post execution stage has not been adequately tended to in the current writing. Moreover, existing writing have altogether addressed factors connected with web based business execution yet were not planned to the suitable execution stages. These variables list stays on surface without clear bearing in which web based business execution process is

vital for associations. Hence, through an orderly writing survey this study recommends that more exploration is required for grasping the complicated course of web based business execution in a more all-encompassing way.

Summary of how reviewed literature helped in defining problem statement.

Writing audit overviews books, academic articles, and some other sources pertinent to a specific issue, area of exploration, or hypothesis, and thusly, gives a portrayal, synopsis, and basic assessment of these works comparable to the examination issue being researched.

The issue articulation brings the peruse into your point by featuring how significant the subject is to social work and in general society. Signposting is a significant part of scholastic composing that assists your peruse with following the construction of your contention and writing survey.

Online Audits are Fundamental for Your Internet based Store. Online surveys can uncover a great deal about your internet based store. An abundance of positive words can quantifiably affect your deals, driving buys and making a base of purchasers who will remain behind you and your items.

Problem Definition

There are many articles, research papers, and reports out there where you can find state-of-the-art measurements on Internet business destinations. Yet, this isn't one of them, so here we may be zeroing in on a couple of general, key details that will assist with placing the most widely recognized web based shopping issues into setting.

First off, Forrester Exploration lets us know that around 50% of potential deals are lost basically in light of the fact that guests can't find what they are searching for on Online business locales. Likewise, no less than 45% of US clients will leave a buy in the event that they have an inquiry regarding the item or the shopping system and can only with significant effort track down the response.

Everything these numbers say to us is that it's fundamental for online customers to find everything rapidly and effectively to empower them to make a buy, and increment your deals and income.

We likewise know that, as indicated by Business2Community, around 86% of online customers will pay something else for a smoother, better shopping experience, and 49% of them are probably going to spur of the moment purchase when they get one.

There are a great deal of extremely straightforward ways of giving this, a large number of which we will discuss in this article.

We should begin by remembering these - and the way that a decent client and client, experience is presumably the main thing for online vendors.

- WhyOnlineShoppersDon'tBuyFromaWebsite:The15MostCommon OnlineShoppingProblems

- 1.Unprofessional,DatedDesign
- 2.HavingaPoorOn-siteSearchEngine
- Nodata-basedproductsuggestions
- SearchAutocompleteisnottypotolerant
- Autocompleteistooslow

- Nocategorysuggestions,photosorpricesduringsalesevents
- Wronghandlingofsingular/pluralwords
- Nothandlingzeroresultspagesasopportunities
- 3.BadUserExperience
- 4.TheLackofPersonalization
- 5.MissingorUnclearProductInformation
- 6.Bad/Nopersuasivesalescopy
- 7.Missingorfakeproductreviews
- 8.TooComplexCheck-outprocess
- Paymentfailures(anduncertainty)
- 10.LackofSecurityandPrivacyLeaks
- 12.Additionalcharges
- 13.PoorTracking,LogisticsandLongDelivery
- 14.Nohavingaflexiblereturnpolicy
- 15.LackofSupportandNoLiveChatopportunity
- Conclusions:MakeitEasytoShopOnline

Goals and Objectives

The method involved with purchasing items and administrations through the channel of the web is called web based shopping. It enjoys extraordinary upper hands over genuine business sectors. Numerous internet based stores are giving their best administrations to individuals. The arrangement of web based shopping has expanded it so immense. By sitting at any side of the world you can benefit the administrations. Because of the web based shopping framework, you can search for any item from any spot and get the conveyance at your home. This web-based framework has made it conceivable to effectively move toward any world's market. You can go on the web or different nations effectively by means of the web. Behind the web based shopping framework there are numerous goals that you ought to be aware:

Manage the shopping details: The whole system of online shopping manage the detail of each shopping done by the customers. They extract the product details of what consumers shopped.

Manage the payment details: In online shopping, customers get many options for mode of payments. Websites give them the option of online payment through debit or credit cards. Customers have also the option of net banking or cash on delivery payment option. It is the objective of an online shopping system to manage all the payment details of each product.

Generate the information of customers and products: Online shopping system manages the whole information about the customers and the purchased products.

Reduce the cost of management: Online shopping or digital shopping help in reducing the management cost of products.

Conclusion:

Online shopping system is developed by using a proper channel. The objectives of online shopping are pre-defined on which the whole system work to achieve them by managing the details of all customers, payments, bills, products, shopping, and so on. This system helps in boosting efficient services.

People are becoming more selective about the time they spend online. With the average adult spending almost 6 hours per day on digital media, people are becoming wary of the internet's impact on their lives.

Today, companies compete for users who want to curb their time online. This means businesses must incorporate website features users want without sacrificing functionality.

Clutch surveyed 612 people to discover which website UX features are important to them and which they can live without.

We found that people prioritize access to content over trendy designs and features. Overall, people prefer design elements and website functions that help them discover relevant content.

Looking for a web design partner to implement top website features? Team up with a top-rated web design company on Clutch.

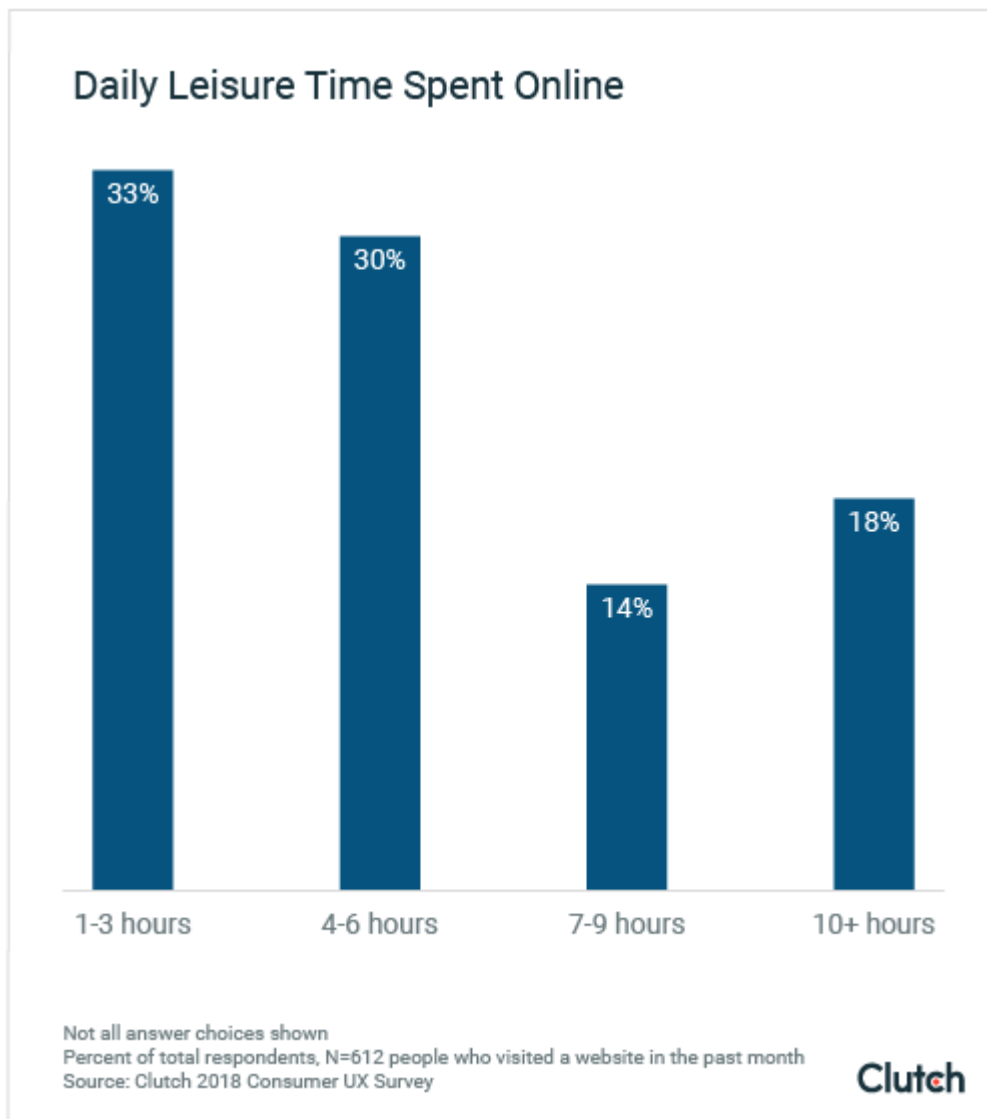
Our Findings

1. One-third of people (33%) only spend 1-3 hours online for leisure every day.
2. Almost everyone (94%) says easy navigation is the most important website feature.
3. Most people (83%) appreciate when a website looks attractive and up-to-date.
4. Half of website users (50%) will leave a website permanently if the content is irrelevant.
5. People value product descriptions and visuals equally. Nearly all (91%) find both features useful.
6. Two-thirds of people (67%) think websites with links to the company's social media account are extremely or somewhat useful.
7. Half of people (50%) think company blogs are useful.

People Want to Limit Their Time Online, Which Requires More Engaging Websites

People spend a significant amount of their work and leisure time browsing websites, and they're beginning to question the internet's impact on their lives. Because people may spend less time online, businesses must make the most of the limited time they have with their audience.

One in three people (33%) will spend 1-3 hours online every day for leisure.



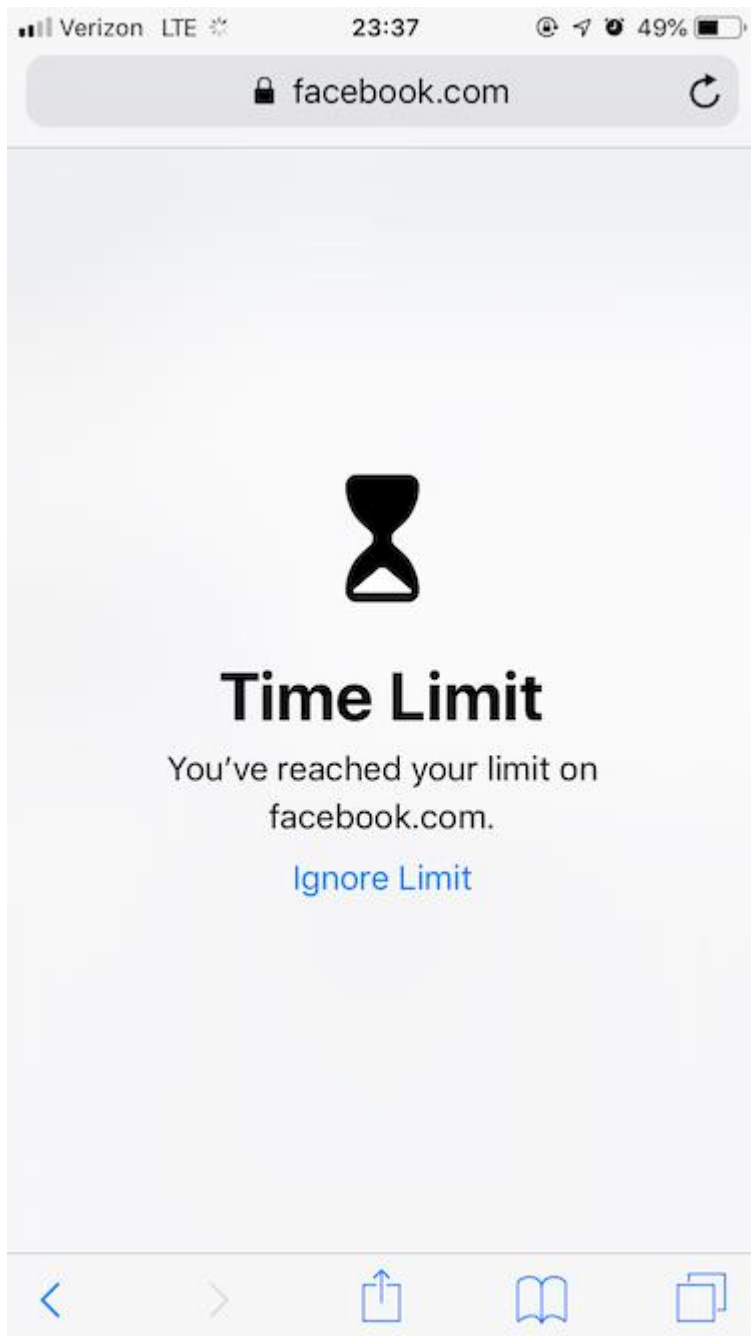
Almost two-thirds of people (63%) spend 4 or more hours a day browsing the internet for leisure. On the high end of the scale, approximately 1 in 5 people (18%) spend 10 hours or more browsing online. On the low end, 4% of people spend less than one hour of their free time browsing websites every day.

Between browsing the internet for leisure and using it at work, people spend most of their day online. Studies show that excessive screen time can be detrimental for adults. Social media websites, in particular, are facing backlash for their habit-forming design and disruption of quality, in-person social connections.

It's now commonplace for studies and mental health services to recommend reducing screen time to improve quality of life.

To pre-empt a wave of anti-screen sentiments among consumers, companies like Apple, Facebook, and Instagram are making it easier for users to break the addictive cycle of their apps and devices.

Apple's latest iOS update, for example, allows iPhone users to limit the time they spend on certain apps and websites. When users reach the time limit, the software blocks the app or site.



The backlash against the most popular websites and the rise of “digital wellness” may result in challenges for businesses looking to attract people to their websites.

Jordan DeVries is UX director at BraveUX, a UX design company in Washington D.C. He believes digital wellness could lead to a decline in website browsing.

“Customers who might have come across your website in passing may not be there anymore,” DeVries said.

Still, he sees the potential for digital wellness to benefit businesses.

“On the other hand, customers limiting their time on, say, Facebook may be hungry to fill that void, leading them to sites they may not have visited otherwise,” DeVries said.

Customers who want to limit their time on websites and social media platforms may direct their attention to other sites, opening an opportunity for businesses to expand their content’s reach.

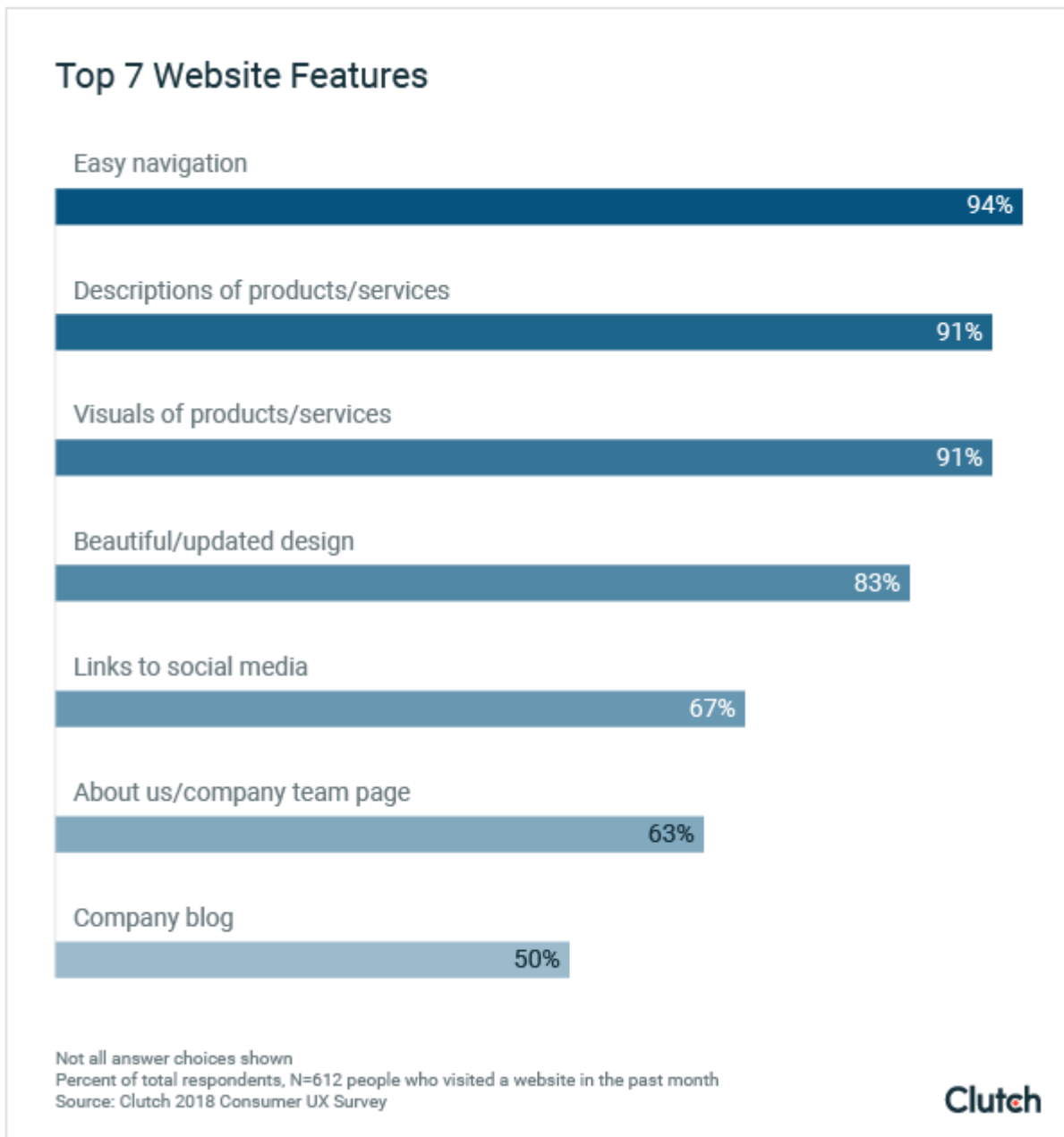
Incorporating the top website features people want will help companies stand out in the increasingly limited time they get with people browsing online.

Top 6 Website Features

Consumers surveyed stated that they look out for these website features most when surfing the web.

1. Easy navigation
2. Trendy, intuitive design and user experience<
3. Relevant, authoritative website content<
4. Product visuals and descriptions<
5. Social media as an extension of the business website<

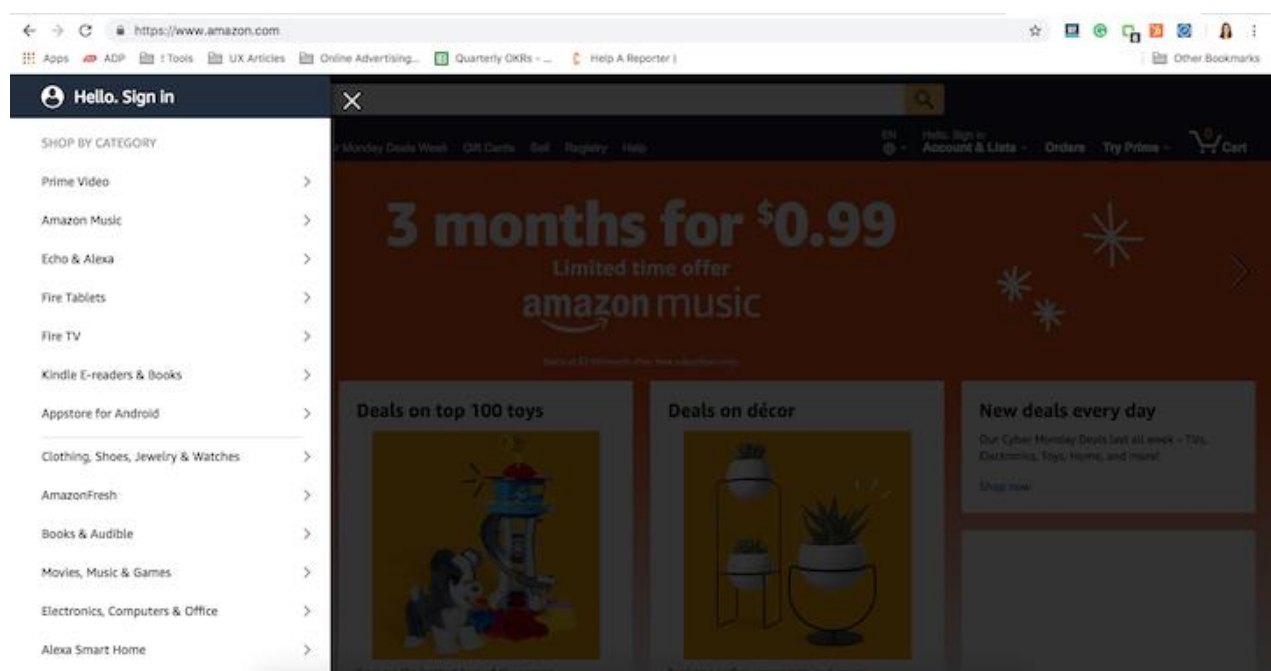
Feature/Characteristic selection



To determine which website features people consider useful, we combined responses for respondents who selected either “extremely” or “somewhat” useful. If survey respondents rated a feature as “slightly” or “not at all” useful, we did not consider their responses in our tally.

A website that's easy to navigate provides users with faster, more efficient access to content they want.

People prefer a website with a clear menu structure that makes it easy to maneuver between pages. Amazon is known for being easy to navigate, despite its high volume of content.



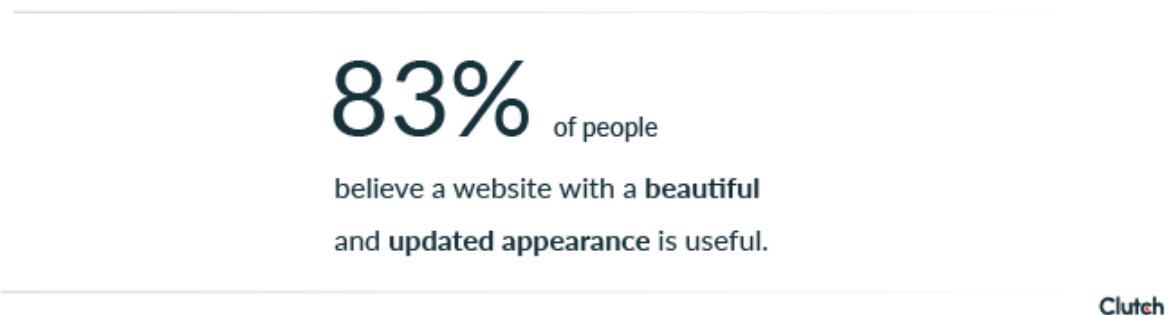
On its homepage, Amazon presents options for users to navigate and explore the site. By making menus easy to access and darkening the rest of the screen, people can focus on shopping categories and bypass the tempting offerings on the home screen.

Businesses should follow Amazon's example and prioritize functionality and navigation for their users. Not doing so could mean losing potential customers.

2. A Trendy Appearance Means Website Engagement

Trendy web design elements can attract your target audience to your site. Beautiful and appealing designs enhance website content and establish a good reputation for your brand.

Most people (83%) think that a beautiful and updated appearance on a website is useful.



It's important, however, for businesses to **prioritize the user** if they redesign their website. People appreciate beautiful and updated designs, but not when the trendy design interferes with their ability to use the website and access the content they need.

3 Popular Web Design Styles

Three of the most popular web design styles are:

- **Flat Design:** Removing drop shadows, gradients, and other textures to make objects appear two-dimensional

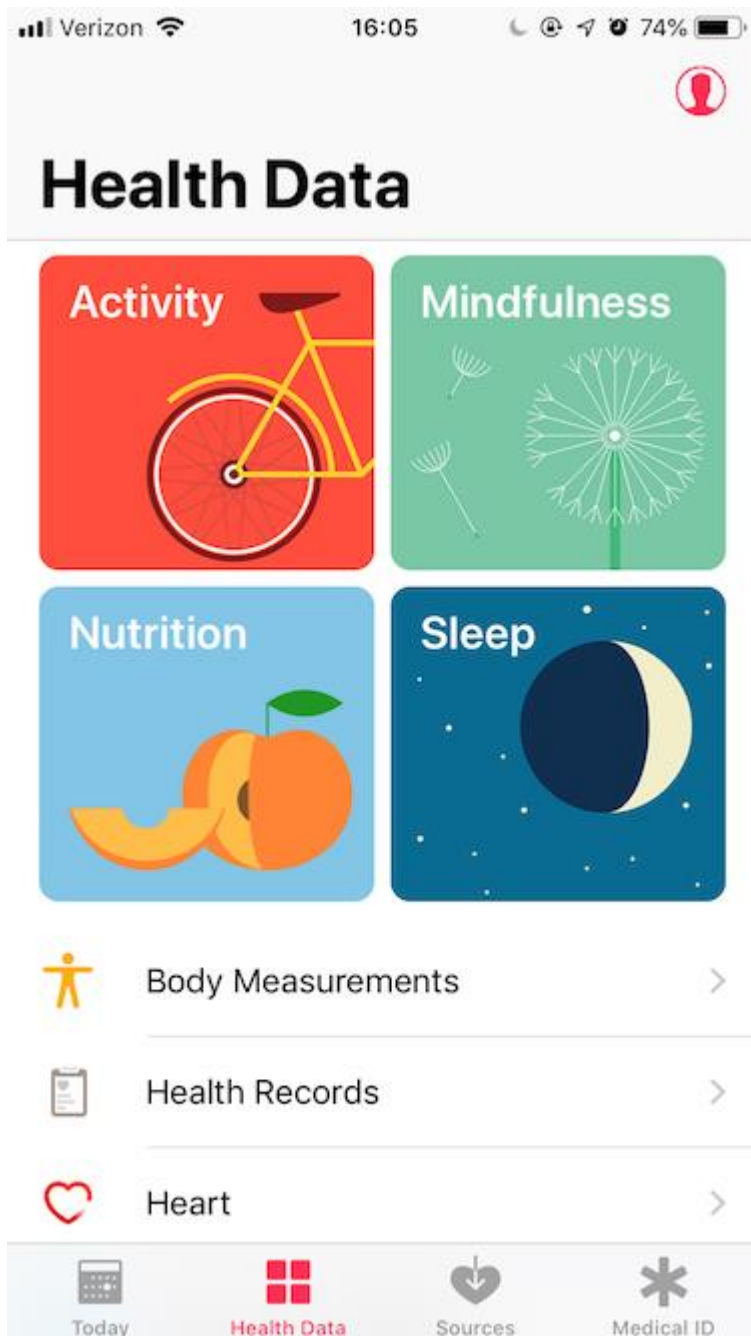
- **Skeumorphic Design:** Making digital elements resemble their counterparts in the physical world so they look more familiar
- **Rich Design:** Making elements feel more tactile, three-dimensional, and usable to people navigating a website

Website Features In Action: Apple's Flat Design Style

Ubiquitous platforms like Windows and Google make users expect updated and interesting designs that aren't overwhelming. Windows contributed to the minimalist, "flat" digital design trends that have been popular for the past decade.

Flat design uses two-dimensional elements and bright colors to draw the users' eye to content on the page.

Apple released the iOS 7 software update in 2013, changing the appearance of icons and Apple apps. The update removed bevels and shadows from icons on the home screen, leaving flat buttons behind.



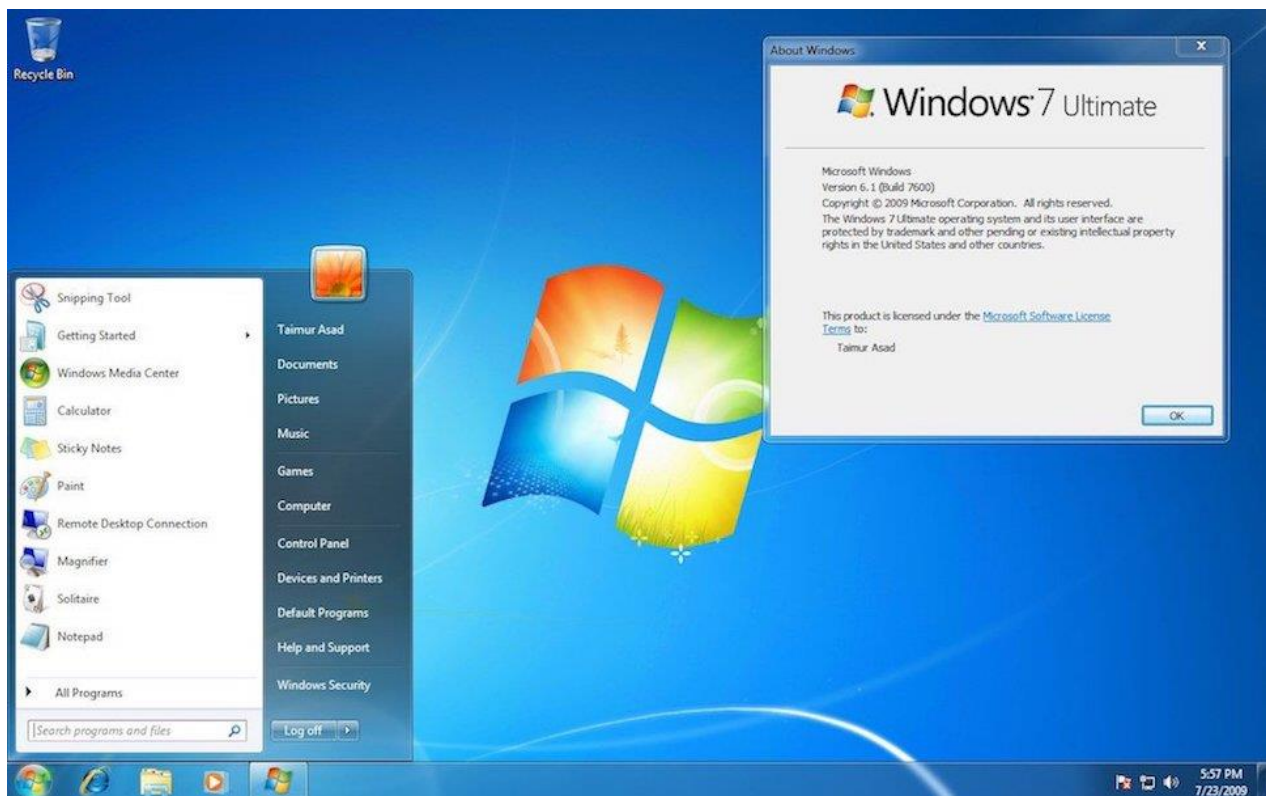
The new buttons, however, still have rounded corners – visually signaling that the shape is a button.

Some experts believe that flat design is on its way out. Adam Conrad is founder and principal of Anon Consulting, which works with marketplace and e-commerce businesses.

“I think we went a little overboard with a very flat design,” Conrad said. “It was originally popularized by the Windows 8 updates in 2012, but users were definitely confused by the stark contrast to the bevels, curved edges, and drop shadows.”

Website In Action: Windows Design Updates

Windows 7, shown below, had rounded corners and beveled buttons on the toolbar, including the round start button around the Windows logo.



Windows 8, pictured below, replaced the traditional Windows design with two-dimensional shapes that are sleek and colorful.



The design elements in Windows 8 are responsive but have a more modern feel than the previous iterations. “Tiles” replaced the traditional icons and menu items in the toolbar. Even the iconic logo became flat.

The abrupt departure from earlier design, however, caused confusion among some users.

“You can’t really tell if elements are clickable because they don’t have any bevel or shadow,” Conrad said.

Instead, Conrad recommends adhering to design conventions that have stood the test of time.

How Do You Blend Traditional and Modern Website Styles?

There are pros and cons to committing to a 100% flat design, even if consumers find the website feature trendy.

Dan Burke is a UX and product manager at Getfused, a full-service digital marketing agency in Boston. He agrees that we may soon see the end of truly flat design.

“Flat designs were missing well-established visual affordances for interactivity,” Burke said. “Sacrificing accessibility for attractiveness is never a good trade-off.”

Burke proposes an alternative – **a blend of flat design and the more traditional, rich design**, where digital design elements are more tactile and intuitive for users. He calls this combination “flat-ish” design.

“‘Flat-ish’ design makes use of subtle drop shadows, gradients, and animations to bring depth to the screen,” Burke said.

Flat-ish design offers an opportunity for businesses to improve their websites’ usability without confusing the user with drastic design shifts.

Combining the sleek, digital look of flat design with subtle gradients and shadows provides a timeless – but not invasive – design that companies can use for years.

3. Website Content Must Establish Brand Authority

People visit websites to access content. Accurate content tailored to a specific audience establishes brand authority for businesses.

Half of people (50%) will leave a website permanently if the content is irrelevant.

50% of people
will permanently leave a website
if it publishes irrelevant content.

Clutch

More website users will leave a site permanently because of irrelevant content than because of elements that interrupt content, such as advertisements (35%) or unintuitive design (28%).

3 Main Types of Website Content

There are three main types of content that you will find on a business website:

1. **Basic Company Information:** A company “About Us” page or external links to a company’s social media profiles
2. **Product Descriptions and Visuals:** Text or images that showcase a company’s main offerings
3. **Blogs:** Long-form written or video content that discusses current business trends, company news, or other insights

Why is Content Important to Web Design?

Because content is a priority for most people, companies must understand what people want to watch or read to understand their intent. User intent is a digital marketing term that refers to the purpose of people’s search queries online.

UX designers map “user journeys” to make sure the content on each page in the domain is relevant to the user and has a logical flow.

“A lot of the time, companies design without content,” said Rahul Kondi, a senior UX designer at Lollypop Design Studio, a design firm in Bangalore, India. He sees designers create wireframes, or mock-ups of web designs, without understanding what content the user will be looking for on that page.

“They’ll allocate space for blog posts, for example, but designers do that without really understanding the nature of that piece of content,” Kondi said.

Instead of designing around a blank space where content will be, help your UX team blend design and content by sharing a sample blog post or product page.

To hold users’ attention in 2022, UX designers need to map users’ journeys and incorporate content in a website's design phase. This will make sure content is relevant and useful for website visitors.

4. Product Visuals and Descriptions Are Equally Important

Consumers think product and services visuals and descriptions are equally useful when they visit a company’s website.

Nearly everyone (91%) believes both descriptions and images are useful when browsing a website.

91% of people

believe **product descriptions** and **visuals** are useful.

Clutch

This indicates that consumers are looking for both attractive and informative content when browsing company websites. Businesses should make sure to remember that visuals are a key website feature that shouldn't be ignored.

What Makes a Website More Attractive?

In order to find the right balance between informative and visual content, companies should contemplate how to create an attractive website design.

Steve Vest is the senior user experience designer at Small Footprint, a software development company in Winston-Salem, N.C. He finds that these simple features make websites more inviting to customers:

- **White space:** unmarked design space on a web page that remains blank or white when published
- **Large images:** combined with whitespace, large images naturally break a page up into skimmable parts
- **Mobile Considerations:** making sure that your website features are just as helpful to mobile users as they are for people browsing on desktops (ei. Add a menu bar for easy navigation on mobile versions of a site)

White Space & Large Images Create Natural Design Layouts

Vest says that using unmarked design space, or “white space,” can help companies present both written and visual content effectively.

“We use white space to help the user focus on what we need them to see,” Vest said. “We keep the images as large as the design allows and then use white space to separate things so that the layout is easily scanned.”

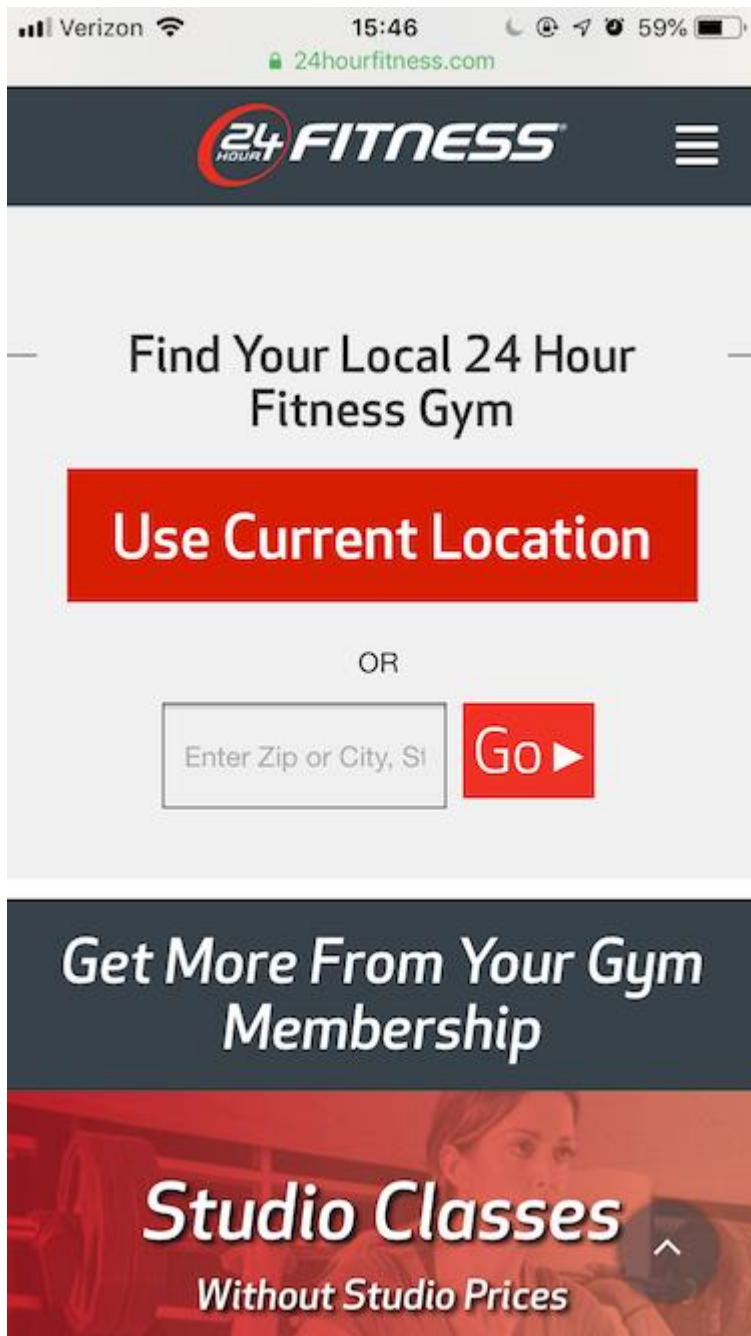
Companies should apply this approach to both the mobile and desktop versions of their websites.

Mobile Features Enhance a Website Experience

“On a mobile phone, we try to utilize a single image in a column,” Vest said. “On larger screens, we may expand this to three or four rows and columns. We try not to overtax the user’s senses.”

Most users are browsing on mobile, so it’s important for businesses to develop mobile-responsive websites that don’t overwhelm the user.

For example, 24 Hour Fitness’ home page on mobile only has one image, a menu bar in the top right corner for easy navigation, and a large form where users easily access the content they want on mobile – the location of the nearest gym.



24 Hour Fitness doesn't force users to enter information in multiple contact forms. Instead, it presents one contact form for people to enter their zip code and find the facility closest to them.

Because descriptions and visuals of products and services are equally important to users, companies must make both elements stand out on the page with clever web design.

5. Social Media is an Extension of a Company's Website

Links to social media accounts are important for people browsing a company's website.

More than two-thirds of people (67%) think that links to social media accounts are extremely or somewhat useful

67% of people
believe website links to a company's
social media accounts are useful.

Clutch

Almost 40% of website users (37%) think social media profile links are extremely useful. Only 13% think they are not useful at all.

Social media account links fall below descriptions and visuals among users' favorite website features but above "About Us" pages and company blogs.

This preference for social media may be due to the immediacy offered by platforms like Facebook and Twitter. Company social media profiles typically offer the same information as an "About Us" page on a more accessible medium.

Social Media Conveniently Drives Engagement

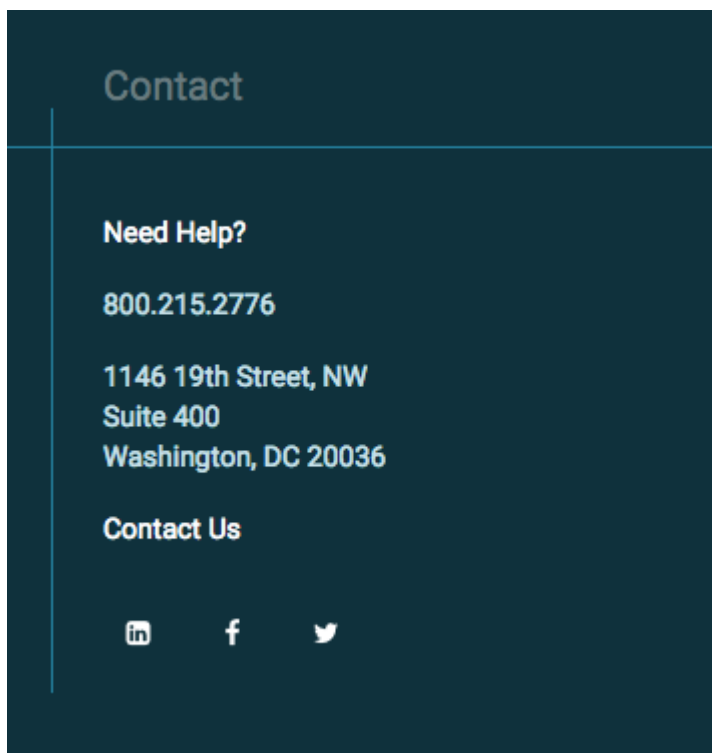
Especially for busy small businesses, social media may be a more convenient way to appeal to their audience than other website features more demanding of time.

Conrad believes that website users gravitate toward social media out of convenience.

“It’s more convenient for users to learn about companies and products on social media,” Conrad said. “Companies are only going to use a social media platform if it’ll help their business grow. Their presence on social media depends on the industry and if the platform converts.”

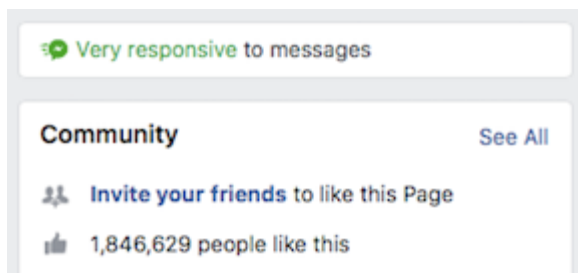
Businesses should use social media to connect informally with their users. Content on a company’s social media page should be just as current and useful as the main website.

Social media integrations also provide valuable social proof, allowing users to verify a company’s legitimacy across platforms. Icons for Facebook, LinkedIn, Twitter, or Instagram tell people where they can find the company on social media.



Companies can even customize the social media icons to match their branding and seamlessly blend into their website.

People want more personal interactions with companies, so companies should repurpose content for social media. Companies can also use interactive features like direct messages to answer users' questions or direct them back to the main company website.



Facebook, for example, includes colorful text showing how quickly a business responds to messages on their page.

Social media also generates word-of-mouth leads. Nearly three-quarters of people (72%) would recommend a company if they have a positive experience with that company on social media.

People spend a lot of time on social media, making it a good place for companies to connect with potential customers. It's important for businesses to extend their online presence on the social media platforms that best meet their needs.

6. Company Blogs Are Still Valuable

When it comes to website content, people prefer product descriptions and visualizations over company blogs – but that doesn't mean businesses shouldn't invest in creating blog content.

Overall, website users are split equally on whether company blogs are useful – half think they are valuable and half think they are not.

50% of people
believe **company blogs** are useful.

Clutch

Nearly one-quarter of people (23%) find company blogs extremely useful, but 21% of people don't find company blogs useful at all.

This ambivalence toward company blogs can be attributed to the rise of social media and other external outlets for company content, according to Brian Lacey, CEO of Mobomo, a web design company near Washington D.C.

“Facebook, LinkedIn, and Twitter are now the main aggregators for companies' long-form content,” Lacey said. “Rarely do you go to a site and get their stuff directly. You're just going to one source like Facebook, and it's pulling all that information for you.”

Website Features in Action: Medium's Blog Content

Companies can also now host their blogs on external platforms like Medium. Medium had 60 million monthly readers in 2017, so businesses use the platform to reach a wider audience and associate their brand with high-quality content.



Though Medium is an easy way to get content in front of more people, it's a crowded field with a competitive algorithm that prioritizes articles based on quality, topic relevance, and user interaction.

Companies that host their blog content on Medium miss out on important SEO benefits. Company blogs hosted on a company's website help SEO by targeting long-tail keywords and providing opportunities for both external and internal linking. Backlinks improve a site's ranking in Google search engine results.

To create successful blog content with strong SEO benefits, blog posts must be thoughtful and well researched. Blog posts that provide specific, actionable takeaways for a business audience enhance a company's brand authority and keep a company website fresh and current.

Constraint Identification

The Theory of Constraints applies to the practice of uncovering bottlenecks and road bumps that restrict a business from hitting goals.

In other words, identifying exactly where a constraint lives within a business that prevents the flow of production and cash.

Consequently, the Theory of Constraints (TOC) can be applied to basically any business or industry.

For example, companies that make a product or provide a service all suffer constraints and bottlenecks of some type. Especially with manufacturing.

Yet, the Theory of Constraints is also applicable to the service sector such as the medical field, a doctor's office, restaurants, as well as entertainment.

Ever stand in a long line at the airport or while waiting for concessions at the theater or a sporting event? Those are certainly irritating constraints.

To take it one step further, let's discuss applying the Theory of Constraints to your website and eCommerce strategy.

Self Inflicted Wounds



The key with the Theory of Constraints is identifying those dreaded constraints.

Exploiting the negative activities or processes within an organization that denies a company goal from being met.

Yet, discovering the sources of roadblocks and hurdles can be extremely challenging.

In many cases, inefficiencies and constraints are self inflicted.

In particular, when the constraint is a “sacred cow”.

You know the type, “this is how we have always done it”.

Profits and positive cash flow are absolutely essential to achieving sustainability and company success.

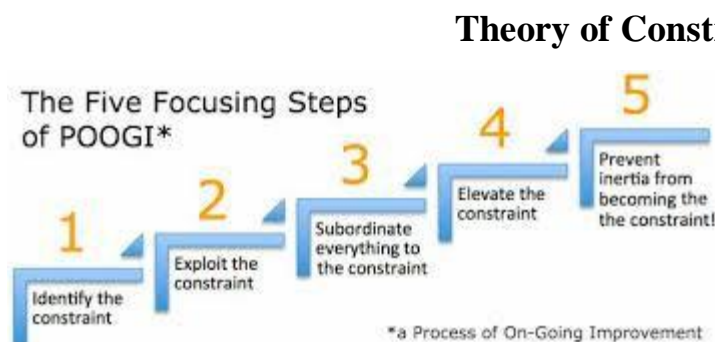
Yet, many companies fail to achieve these goals. What gets in the way?

Lack of knowledge, lack of understanding, incompetence, fear of change or possibly ego?

Could it be a deeper commitment to “this is how we have always done it” versus a relentless commitment to continuous improvement and finding a better way?

The authors use “The Goal” to describe how to “explain their understanding of manufacturing” and why maximizing throughput is essential.

“The Goal” is about new global principles of manufacturing. Even though the book was written 34 years ago, this concept is still new for many people.



The Theory of Constraints offers practical and highly effective solutions to systematic problems.

Five Focusing Steps = POOGI = Process of On-Going Improvement:

1. Identify the Constraint
2. Exploit the Constraint
3. Subordinate Everything to the Constraint

4. Elevate the Constraint

5. Prevent Inertia from Becoming the Constraint

In particular, think about your sales lead process. Your web presence. Your internet marketing strategy.

Are there constraints that prevent you from maximizing your business opportunities?

What hurdles and road blocks do you and your company face with attracting new business?

If you are a digital immigrant (born before 1980), your constraint may simply be being completely overwhelmed by the whole process of eCommerce, Social Media and Inbound Marketing.

- Do you lack the knowledge?
- Do you lack the experience?
- Not sure where to turn for help?
- Additionally, who to trust for help?
- Is it lack of funds for your marketing budget?

Applying Theory of Constraints to Your Website



The Theory of Constraints can be applied to your website as well.

Does your website make a great first impression or as I like to call it, “Webpression”?

For example, do you make it easy for a customer to navigate your website?

In addition, do you provide relevant and necessary information for a buyer?

Can a client easily submit a drawing or RFQ?

In other words, does your website provide enough information that a customer could make a buying decision at midnight on a Friday night?

Especially for those obsessed entrepreneurs that just will not wait until Monday morning when you open. They need an answer NOW!

They are trying to solve a problem and are looking for a solution at that very moment.

Is the information on your website clear and concise explaining your core competency?

Instead of trying to be everything to everyone, deliver a focused message and explanation on what you do best.

For example, I had a client who worked tirelessly on creating a high level website for her manufacturing business.

Soon after launching her new website, she landed a brand new account. This new customer discovered her through her new website.

Her new customer lives in Europe. The story goes, while sitting with his spouse, pretending to be interested in the romantic comedy that she had selected for the entertainment that particular evening, he started discretely searching for a new vendor while on his phone (he is quite the multitasker).

He stumbled on my client's website that she had recently launched.

A \$400,000 order followed by being available late on a Friday night while "watching" a romantic comedy.

Eliminate those dreaded website constraints that make it difficult to do business with you.

Applying the Theory of Constraints to Your eCommerce Strategy



Finally, let's look at Theory of Constraints from an eCommerce stand point.

Questions to ask yourself to help identify constraints when it comes to eCommerce (especially for those just starting out):

- Is your current web designer a good fit and delivering results?
- Does your website make it easy as possible for customers to purchase from you?
- Do you offer easy access on your website to connect with you? (Phone, Email, Social Media)
- Are you hanging out online where your buyers are hanging out?
- Do you offer finished goods that can easily be purchased through an efficient eCommerce store?

- Is your website built on responsive design?
- Do you have your SSL certificate?
- Do you offer multiple payment options?
- Does your eCommerce store show a clear and concise Call to Action on landing pages?
- Does your eCommerce store offer a quick and simplistic check out process?

These are just a few factors to explore with your eCommerce strategy.

Make a commitment to enable your customer to engage with you as easily as possible.

Work diligently to eliminate those dreaded constraints.

E-Commerce – Features Electronic commerce, or e-Commerce, refers to the purchasing and selling of goods or services via electronic means, such as the Internet or mobile phone applications. It may also refer to the process of creating, marketing, servicing and paying for services and goods. Businesses, governments and the public can participate in e-Commerce transactions. The following discussion will elicit the unique features of e-commerce. The unique features of e-commerce technology include:

Ubiquity: e-Commerce is ubiquitous, It is available just about everywhere and at all times by using internet and Wi-Fi hotspot such as airport, coffee cafe and hill station places.. Consumer can connect it to the Internet at any time, including at

their homes, their offices, on their video game systems with an Internet connection and mobile phone devices. E-Commerce is ubiquitous technology which is available everywhere. Moreover, individuals who have cell phones with data capabilities can access the Internet without a Wi-Fi connection.

Global reach: The potential market size is roughly equal to the size of the online population of the world. E-Commerce Technology seamlessly stretches across traditional cultural and national boundaries and enables worldwide access to the client. E-Commerce website has ability to translate the multilingual websites as well as allow the access to visitors all over the world, purchase products and make business interactions.

Universal standards: The technical standards of the Internet are shared by all of the nations in the world. The whole online tradition are growing and expanding their features in the world. To development any kind of business need Internet and communication application which make the business relationship more lovingly and attractive for secure business and successful business.

Richness: Users can access and utilize text messages and visual and audio components to send and receive information. An individual may see information richness on a company's blog if a post contains a video related to a product and hyperlinks that allow him to look at or purchase the product and send information about the post via text message or email.

Interactivity: E-commerce technologies allow two-way communication between the merchant and the consumer. As a result, e-Commerce technologies can adjust to each individual's experience. For example, while shopping online, an individual is able to view different angles of some items, add products into a virtual shopping cart, checkout by inputting his payment information and then submit the order.

Personalization: Technologies within e-Commerce allow for the personalization and customization of marketing messages that groups or individuals receive. An example of personalization includes product recommendations based on a user's search history on a Web site that allows individuals to create an account.

Information density: The use of e-Commerce reduces the cost to store, process and communicate information, At the same time, accuracy and timeliness increase; thus, making information accurate, inexpensive and plentiful. For example, the online shopping process allows a company to receive personal, shipping, billing and payment information from a customer all at once and sends the customer's information to the appropriate departments in a matter of seconds.

Social technology: E-Commerce technology has tie up the social media networking application to provide the best source of content sharing technology and e-Marketing systems. You can share your content or data easily in just one click.

User-Generated Content: Social networks use e-Commerce technologies to allow members, the general public, to share content with the worldwide community. Consumers with accounts can share personal and commercial information to promote a product or service. When a company has a professional social networking account, a member of the same social network has the option of associating himself with the company or a product by saying he likes or recommends it. When an individual updates his status on a social networking account, he may also mention a product or company by name, which creates word-of-mouth advertising.

Analysis and feature finalization subject to constraint

It is all around perceived that little medium ventures (SMEs) are vital for the worldwidesocio-financial turn of events. It is even seen that SMEs are the foundation of the economy.SMEs have likewise contributed altogether in higher development of business, yield, advancement ofexports, and encouraging business [5, 7]. In Indonesia, SMEs have been becoming such thatthey add to 56 percent of Gross domestic product and assimilate around 97% of the labor supply

Alongside the development of the Web, it is noticed that since online business was brought into the world in 1995 boththe B2C (business to buyer) and B2B (business to business) internet business have been growingexponentially. The multiplication happens in the created nations, yet additionally indeveloping nations. The B2C deal in Asia-Pacific district in 2011 was 27.9% of world-widesales, and is anticipated to grow up to 39.7% by 2016. In China, online business has developed by 120%per year starting around 2003. It is additionally anticipated that online business in China, India and Indonesia will growthe quickest in 2013

LITERATURE STUDY

- 1. Software Requirement**
- 2. Development of e-Commerce Website Methods**
- 3. Eight Key Elements of e-Commerce Business Model**

(a) Incentive: Examination of why clients will buy items/administrations from the enterprise. Worldwide Diary of Programming and Applications (IJSEA), Vol.5, No.2, Walk 201415

(b) Income model: Model of how the undertaking will procure income or create benefits. Majortypes of online business income model are: Promoting, membership, exchange expense, deals andaffiliation.

(c) Market an open door: The market space chose, where market space is an area of real or potential business esteem in which organization means to operate.

(d) Cutthroat climate: Immediate and backhanded contenders who sells/produces similar products in a similar market space.

(e) Upper hand: The extraordinary benefits conveyed by the endeavor to the market space (contrasted with its competitors).

(f) Market technique: Plans of how the firm expects to enter market and draw in customers.

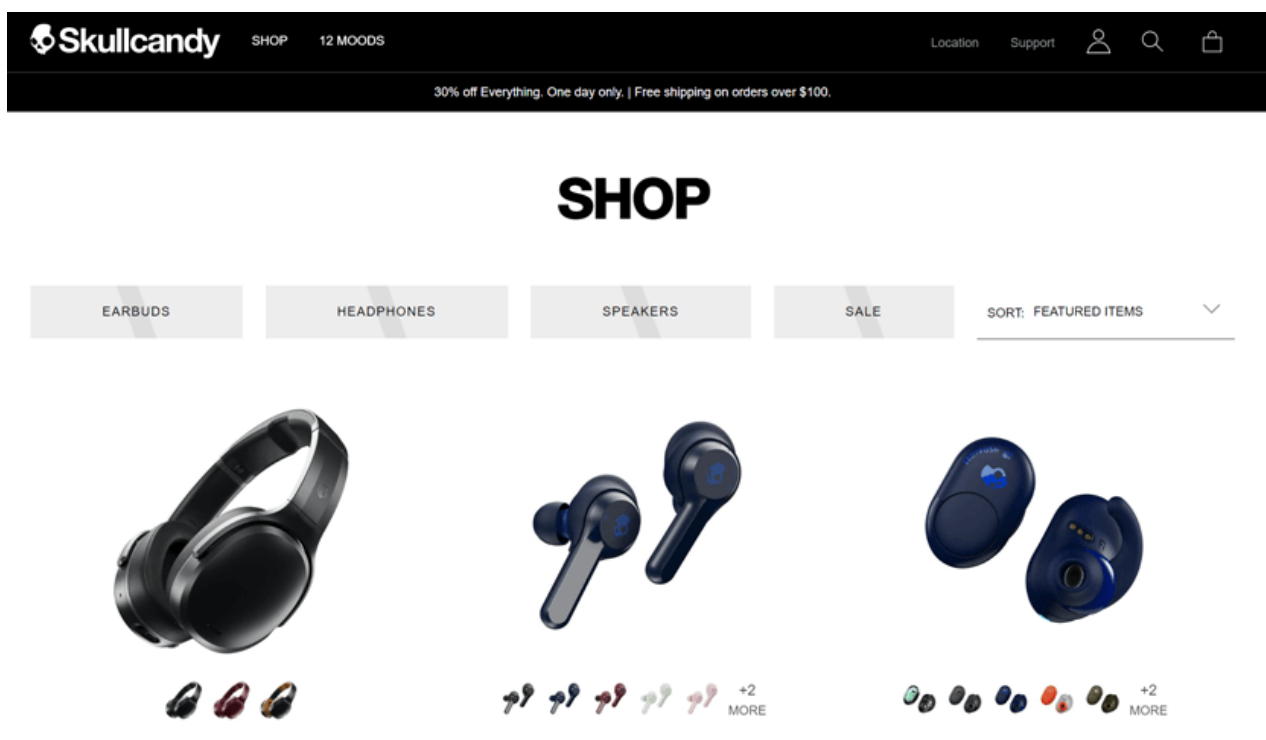
(g) Hierarchical turn of events: The hierarchical designs and work association that will carry out the business plan.

(h) Supervisory group: Colleague capability and how the group will be created to build strong supervisory crew.

Generate multiple design alternates

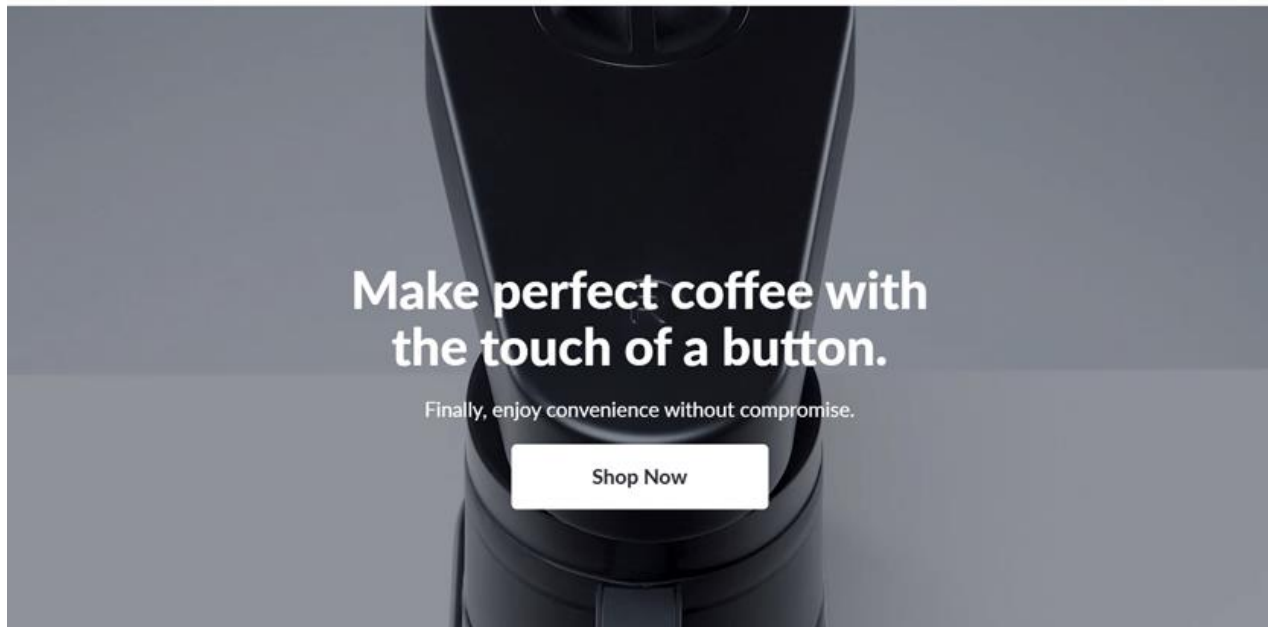
1. Mahabis.com

Mahabis sell slippers, that much is very clear. The site itself is clear too, with lots of negative white space with well spread and organized product photos. There is nothing flashy, it's simple and comfortable to view – presumably like the slippers should be, a nice example of site reflecting product. The product pages are quick to upload and have instant changes in photo angle and color choice. Nothing not to like. Job done.



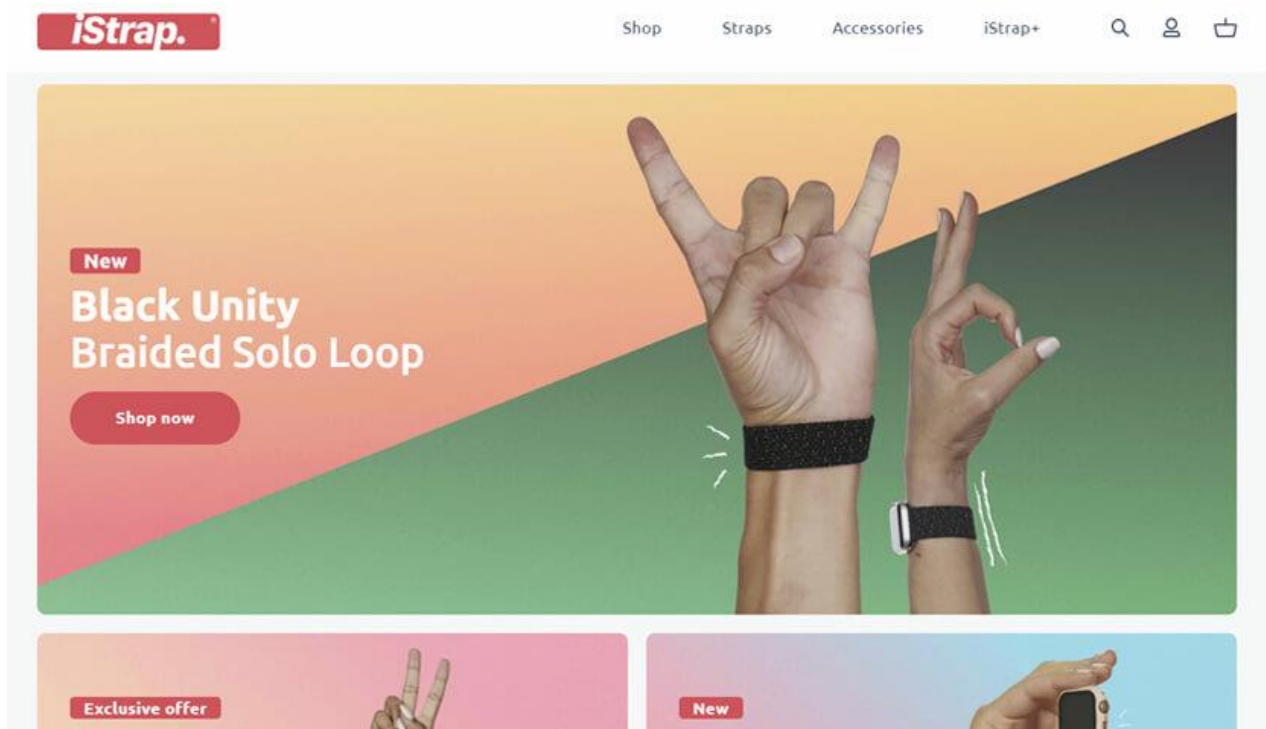
2. SkullCandy.com

Skullcandy's online store is part of their overall website but is an essential part. The products are individually displayed floating in negative space with great color photographs and just a slight movement of magnification when hovered over. Clicking on a product instantly opens a larger more detailed, yet still, minimalist shot – plus a headline and a price, the product image takes center stage, of that there is no doubt. Minimal but cool site with little fuss, easy to find any information, and crucially easy to buy.



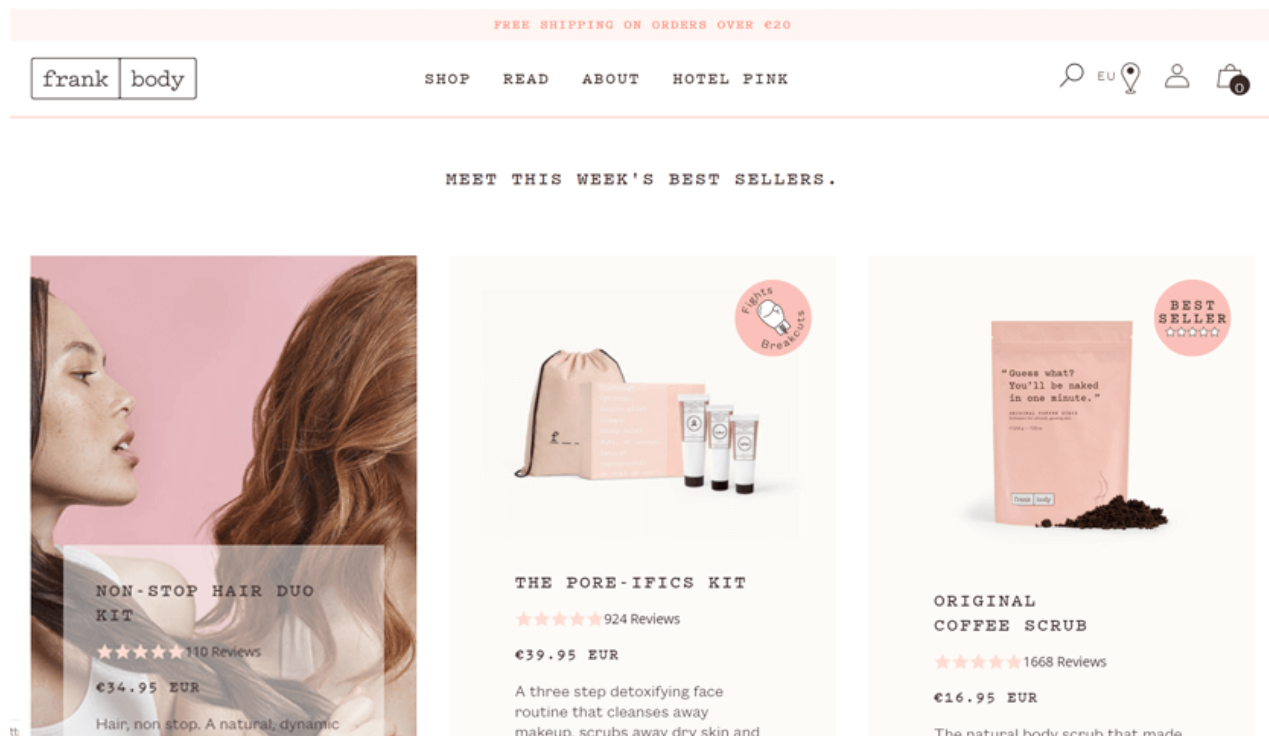
3. [RatioCoffee.com](#)

A grey and black minimalist video clip of a coffee machine is the opening to the Ratio website with a shop now button front and center. It sets the tone, before you even get to the product page you have the feeling that these machines are the ultimate lifestyle choice. The product page continues the black/grey theme with just a pop of gold. Clicking on a product links to an enlarged photo with clearly written details and filters for color etc and scroll down to plenty of additional technical info including photos and videos. Masses of information but well spaced with lots of breathing space, a functional, elegant, and stylish web store.



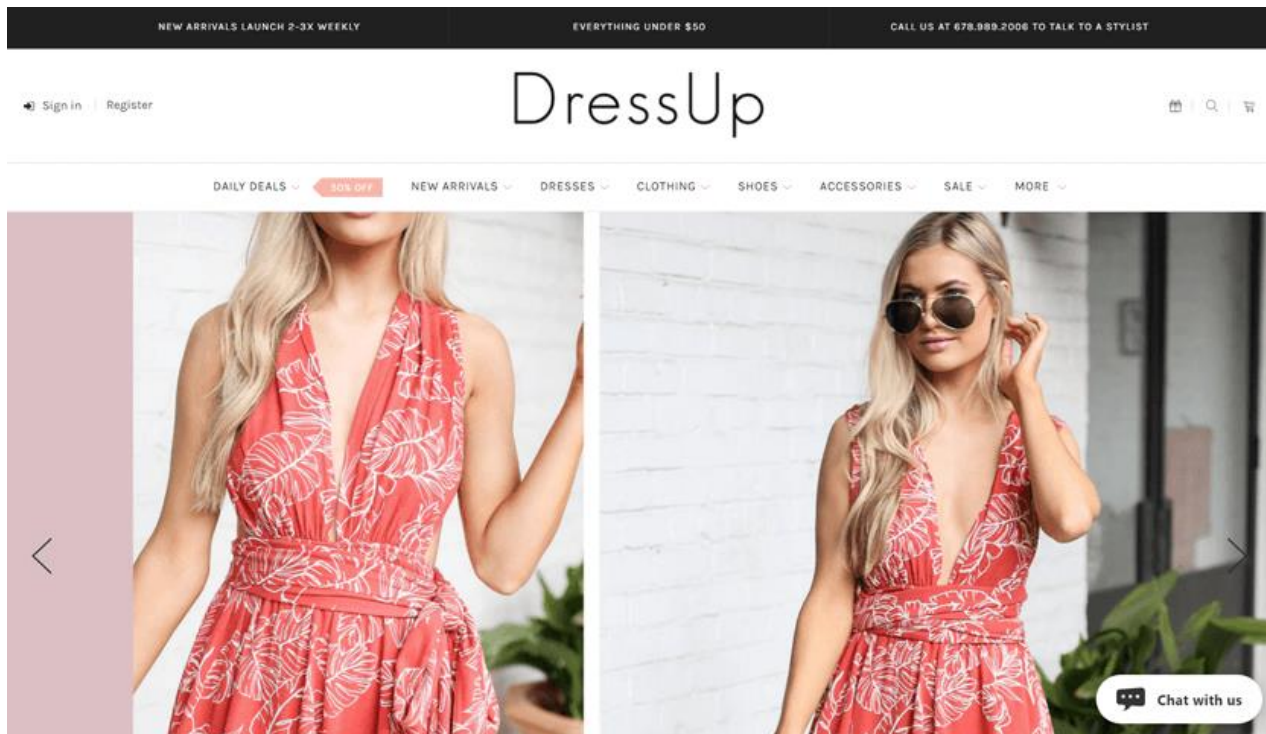
4. iStrap

A really modern online shop with a young, high-tech audience. They understand that and use modern, fresh colors in their color scheme, they've also added a big social media section on the bottom of the homepage to make people share their products and make them more popular. What better way to use your target group? When you browse the store, you automatically want to put their products on your wrist!



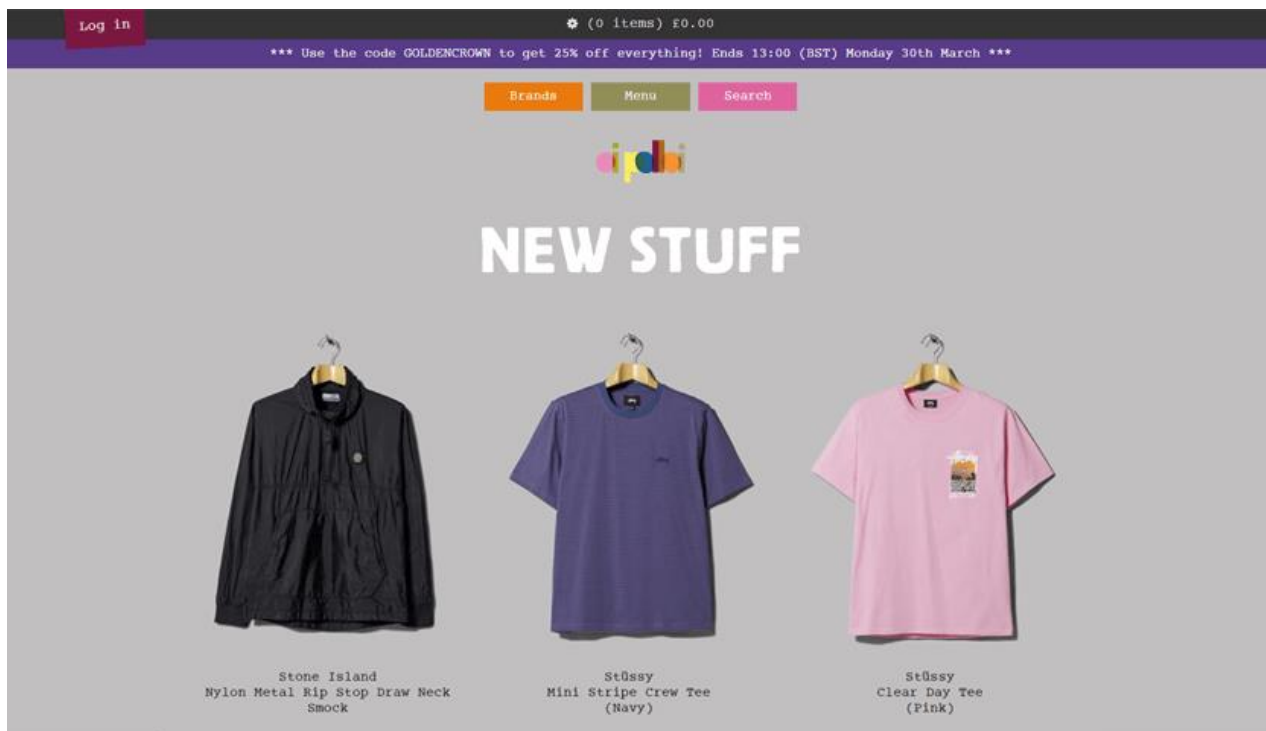
5. FrankBody.com

An opening of options of European or American store immediately gets you clicking something, clever move to break the ice. The web store mixes techniques; excellent photographic images, icons, images transitions, and text boxes, keeping everything lively and interesting. Professional and credible but still lots of fun. Also, note how it keeps on a theme by adding to the bag, not the cart – it's the details that matter.



6. ShopDressup.com

An extensive site with many, many women's clothes and shoe products. Clear navigation from the top bar plus model shots of clothes being worn show off the products. Excellent use of filters to select products; size, color, style, sleeves, price, and length as appropriate. The detailed product information gives everything you could possibly wish for (especially exact measurements), without actually trying it on. A great example of comprehensive coverage.



Selection of best design and implementation plan

Cart shopping system is an online system that enables any customer to order his product from internet without going to any place. The system is very easy to use. The user can select his product in easy way. And the administrator can manipulate the product and customer order by easy way. Most of the work is doing by mouse. Administrator can change the price at any time and this will not affect the previous order. System has one page for orders and many pages for administration. The system categorized all products under main category and each category is divided into another category to facilitate the dealing with the system. This system can be used for any shopping.

CART SHOPPING

This shows the product list of the selected category and customer can select the required quantity and add the product to shopping cart by clicking on the button 'Add to Cart'.

PRODUCT DETAIL:

It will show the product information to the administration and enable user to add, modify and delete any product from the system and enable user to add, modify and delete any product from the system and enable user to update product price.

Add New Product:

It will be used to add new product to the system and upload the product photo.

Payment Type:

It will be used to enter or delete or modify the payment.

Main Category:

It will be used to create new category or update old main category name.

Category:

It will be used to create new category or update old category name.

Brand Name:

It will be used to create new brand name or update old brand name.

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