CISC7105 INTERNET PROGRAMMING AND

JAVA TECHNOLOGY

Sheep Culture in Inner Mongolia: The Lifeline of the Grassland

Proposal

TEAM 5

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1 Project Background

Inner Mongolia is located in the northern hinterland of China, with a dry climate, mild summers and cold winters, which is very suitable for the growth of sheep. Inner Mongolia has a vast grassland area, which is the largest natural grassland in China, providing rich feed resources for sheep. Inner Mongolia has a rich variety of sheep products, not only high-quality mutton, but also cashmere, sheep's milk and other high value-added products. In addition, Inner Mongolia also produces famous dairy products, such as yoghurt, cheese and so on.Although Inner Mongolia has a wide range of sheep products, it faces fierce competition from other regions in meat and wool products. For example, Xinjiang, Ningxia and other places of lamb products in the national market share, to Inner Mongolia meat sheep products to bring some impact. In recent years, the dairy industry has developed rapidly, with dairy products such as milk and yoghurt gradually taking up a major share of consumers' expenditure, compared with sheep products such as mutton, goat's milk and other non-dairy products, which have declined in proportion to consumption and are facing greater competitive pressure in the market.Due to the limited scale of enterprises, Inner Mongolia sheep products in brand promotion and advertising and publicity investment is limited, awareness is not high. Consumers' awareness and recognition of Inner Mongolia sheep products have to be further improved.Our business is committed to quality first and customer first. We are constantly innovating and improving the quality of our products to provide consumers with high quality wool products and goat milk products. Whether it's enjoying personalised service, managing orders, or participating in the user community, the registration and login features are key to getting more value and convenience for customers.

2 Objectives and expected accomplishments

We hope to pass on this valuable culture through their efforts, so that more people can understand and respect the grassland way of life and traditional handicrafts in Inner Mongolia, and committed to providing high quality, all-natural Inner

Mongolian sheep products, including mutton, wool and other sheep products. We will focus on sustainable development and committed to promoting environmental awareness, adopting sustainable farming methods to reduce the impact on the environment, and actively participating in community building and public welfare to give back to society.Our enterprise will show the corporate image and brand value of the window. Through the vivid and interesting sheep image of the website interface, to attract consumers and show the core values, mission and vision of the enterprise. Enhance brand recognition and reputation by showcasing the enterprise's achievements in social responsibility, environmental protection, and innovation capability.And we also provide more comprehensive, accurate and real-time information about the enterprise. We hope to build some online customer service functions, which are convenient for customers to make enquiries, order enquiries, and feedback. The services we hope to provide include:User login,Product Browsing and Purchase,Pre-sale Consultation , Payment service ,After-sales customer service and so on.

3 Functions and features
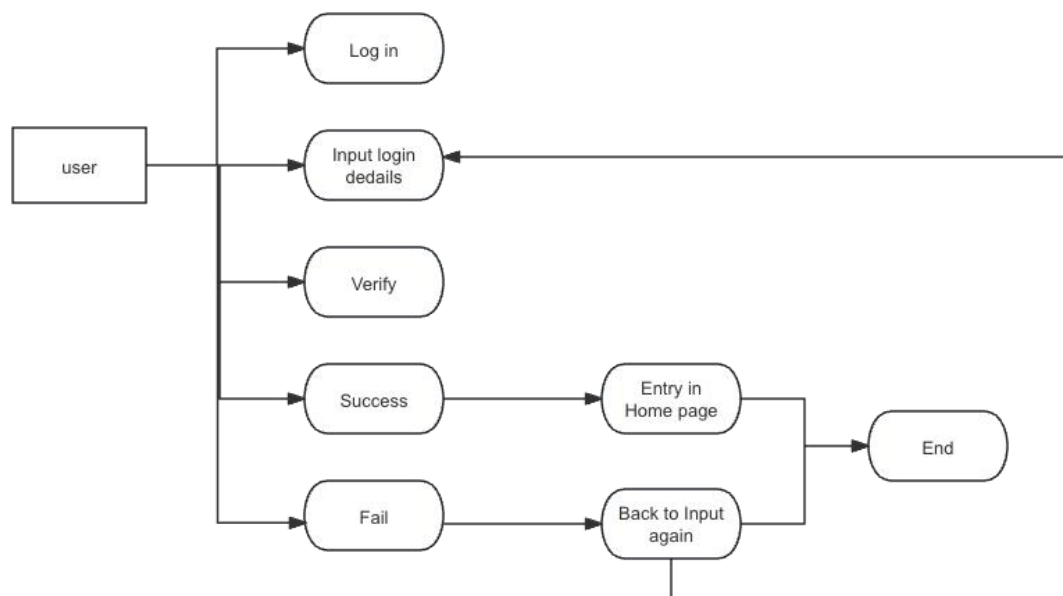
We have a quick and easy login interface，The platform allows users to register for an account and log into the system by providing the necessary information to create an account and logging in with the username and password provided. After logging in, users can access their personal information, shopping cart, order history and other information.Users can browse various products on the platform's homepage or

related category pages. They can click on a product to learn more about it, such as price, description, specifications, reviews, etc.Besides that, they can communicate and consult with customer service personnel through online chat, e-mail or telephone.Our payment service providers may be banks, third-party payment platforms and so on. After submitting the payment information, the user is usually required to authorize and confirm the payment and wait for the payment result.the platform will provide after-sales customer service support. After-sales customer service can answer users' questions about order status, logistics tracking, return and exchange policies, quality issues, etc.

4 Technical implementation and division

TangQifeng: Responsible for the development of database and user authentication features, including registration, login, password updates, and profile editing.

Luchang:Responsible for the structural layout of the framework of the web framework, CSS web design rendering, layout control, responsive design.

Huangjiaqi:Responsible for the design of product dynamic page effects and detailed product information display for food and clothing detail pages.

Liangzixin: Responsible for the about me page and have agreed to the overall layout and design of the page.