" Sheep Culture in Inner Mongolia: The Lifeline of the Grassland "

Wed

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"Catalogue"

01

An overview of route planning

"Business story

Business story

"One of the initiator of our business is from Inner Mongolia, and having grown up in Inner Mongolia since childhood, she has a deep affection for the local grassland culture as well as the culture of sheep products.
Based on her love and reverence for sheep and her understanding of the importance of the sheep industry chain to local economic development, the founder has created a brand of sheep products with raw materials that belong to Inner Mongolia.Wool coats, blankets, wool felts and sheep's milk products are all specialities of Inner Mongolia with unique cultural and historical values. Our business is committed to promoting local sheep products to the whole country and even the world. Thus, the four founders set up the enterprise and began our own entrepreneurial path."

Values and Beliefs

Passing on the grassland culture

The company understands that sheep products from Inner Mongolia represent the essence of grassland culture, and they 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.

Caring for natural lambs

The company understands the importance of protecting the natural ecosystem, they are committed to choosing only high quality local wool to ensure that the sheep grow in a healthy environment and conditions, and also to promoting sustainable production methods to protect the ecological balance of the grassland.

Values and Beliefs

Innovation and Quanlity

The company understands the importance of protecting the natural ecosystem, they are committed to choosing only high quality local wool to ensure that the sheep grow in a healthy environment and conditions, and also to promoting sustainable production methods to protect the ecological balance of the grassland.

Cultural communication and exchange

The enterprise hopes to carry out cultural communication and sharing with domestic and foreign consumers through its products and services, so that more people can understand the sheep culture and grassland style of Inner Mongolia, and promote the exchange and integration of Chinese and foreign cultures.

Business Goals

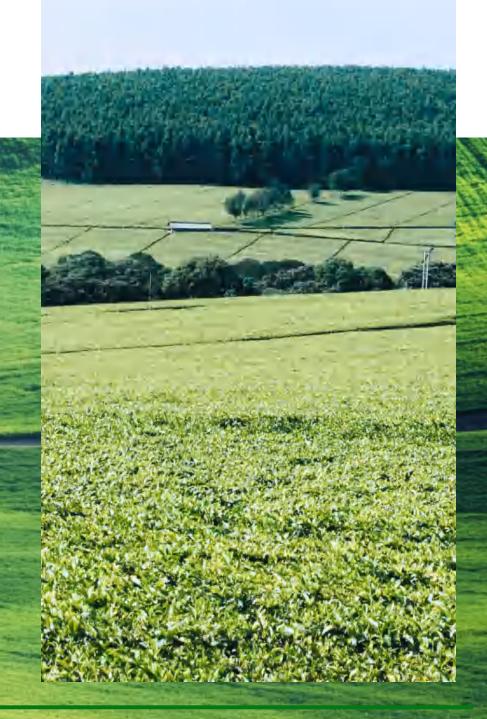Inheriting grassland culture and caring for natural lambs

Business Goals

Providing high quality Inner Mongolian sheep products

The enterprise is committed to providing high quality, all-natural Inner Mongolian sheep products, including mutton, wool and other sheep products. The products are manufactured under strict farming standards and quality control to meet consumer demand for quality and health.

Build brand influence

The company will endeavour to build a representative brand in the Inner Mongolia sheep products industry. We will enhance brand awareness and recognition through innovative marketing strategies, including advertising, promotional activities, social media and exhibitions.
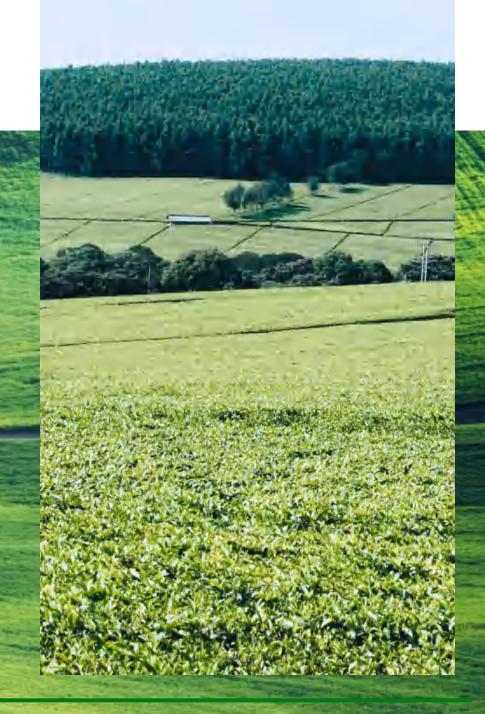
Business Goals

Expanding domestic and international markets

The enterprise is committed to expanding domestic and international markets, opening up new sales channels and markets by establishing long-term and stable relationships with domestic and international partners, and increasing the sales and market share of its products.

Strengthening sustainable development

The enterprise will focus on sustainable development and is 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.

Future Direction

01 Strengthen the corporate image and brand building

Strengthen the corporate image and brand building

The enterprise will be the website to 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.

Future Direction

02 Provide more comprehensive information

The enterprise business website will endeavour to provide more comprehensive, accurate and real-time information about the enterprise. So that employees, customers, suppliers and other parties can better understand the company's product information, background culture and development.

03 Provide online customer service

The company will provide consumers with convenient online customer service functions, which are convenient for customers to make enquiries, order enquiries, complaints and feedback. Through the establishment of a customer service platform, timely answer customer questions, solve problems and enhance customer satisfaction and loyalty.
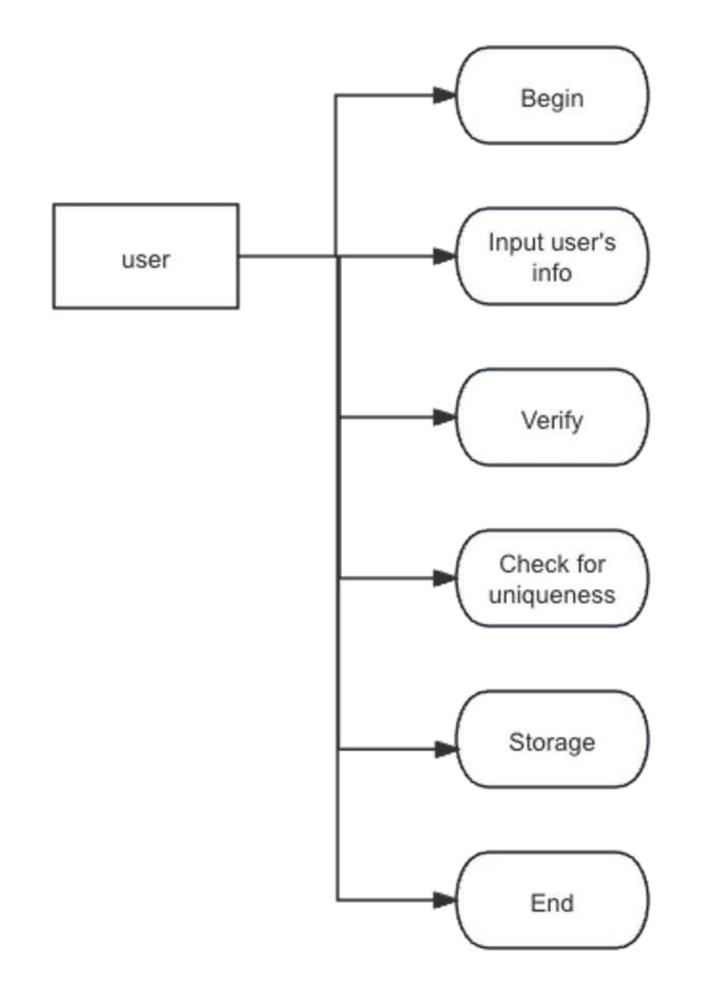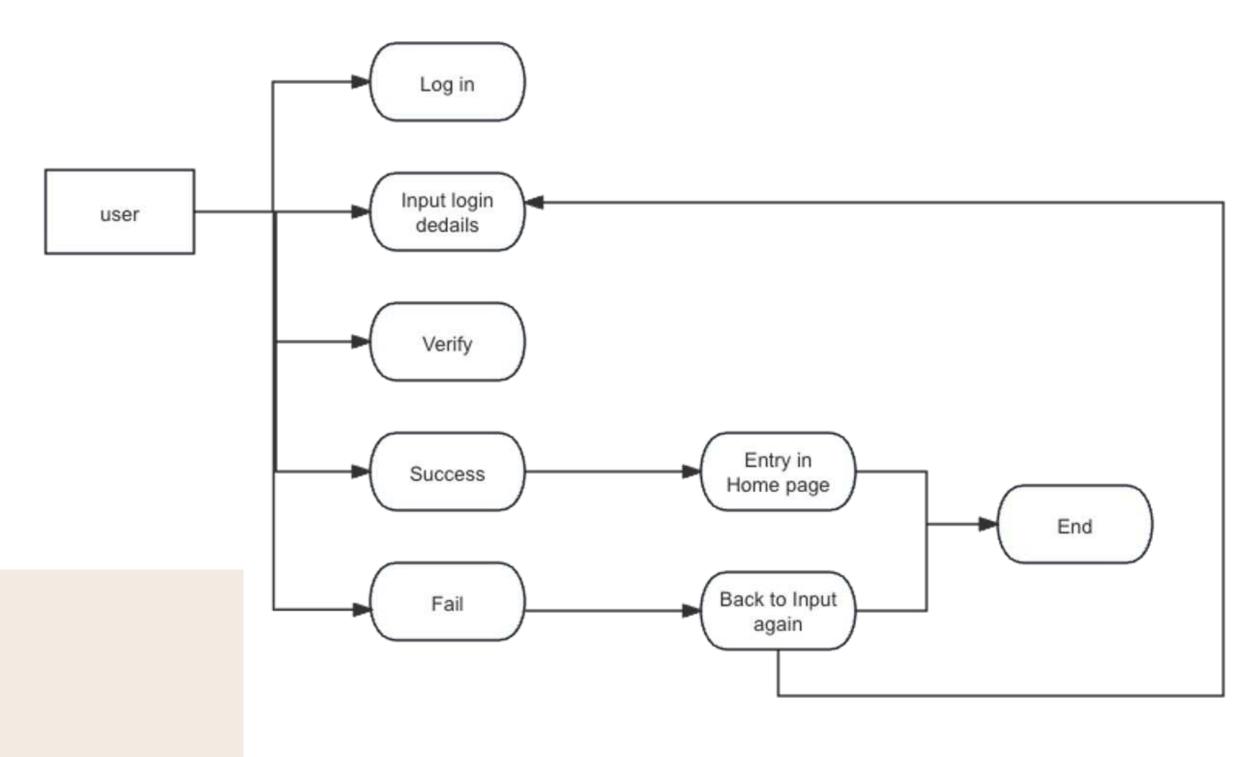
02

"Database"

This system aims to provide a comprehensive user information management platform, including user registration, login, profile editing and password reset functions. The backend of the system is developed based on PHP and uses MySQL database to store user data.

Processing Chart

User registration page process

Processing Chart

User Login page process

Database structure

The user information management system uses a database named `user` which is designed to contain multiple key fields to store user details. The `id` field is an integer that serves as a unique identifier for the user and is set to auto-increment. The `name` field is a string that stores the user's name for display and query purposes. The `email` field is also a string and is used for user login authentication and as contact information. The `password_hash` field stores a hash of the user's password to ensure secure storage of the password. In addition, the database records the `age` (the user's age), `region` (the user's region), `gender` (the sex), `shipping_address` (the mailing address), `bio` (the biography), `birthday` (the date of birth), and `signature` (the personality), which together form the user's basic profile. Together, these fields form the basic user profile and support the core functions of the system, such as authentication, displaying and updating personal information.

	id	name	email	password_hash	age	region	gender 1	shipping_address	bio	birthday	signature
编辑 复制 删除	56	汤琪凤	tang@3.com	$2y$10$kUXHbddD8UnJ6nOYVmgppuTcklrOVmacSOmpH0Lfgn8...	6	Hunan province	male	Room 501	hello! every one!	2024-04-18	hi!
编辑 复制 删除	55	tang	tang@63.com	$2y$10$sCd7pyHSZXvAsVVMDJrXgOeXLvUarJ5SDFuObGo3Wy1...	NULL	NULL	NULL	NULL	NULL	NULL	NULL
编辑 复制 删除	58	1	12@12.com	$2y$10$TFHpNiR/Z0vSbnXKhVtyXu0d/qVRohXsqV9Jzd43D8c...	NULL	NULL	NULL	NULL	NULL	NULL	NULL
编辑 复制 删除	61	123	1234@ak.com	$2v$10$eBb1o/tfHObNsBrDE92Dx.eiuJsc/e69L0x/GcNvHZP...	NULL	NULL	NULL	NULL	NULL	NULL	NULL

Functional realization

```php
<?php

$host = "localhost";
$dbname = "login_db";
$username = "root";
$password = "tqf0000.";

$mysqli = new mysqli( $host,$username, $password, $dbname);

if ($mysqli->connect_errno) {
    die("Connection error: " . $mysqli->connect_error);
}

return $mysqli;
```

In the user information management system, the functions of user registration, login, password reset and profile editing are realized through specific PHP scripts. User registration is done through process-signup.php where the user has to enter his name, email and password for data validation and confirmation. The system also provides email and username checking to avoid data conflict. User login is realized by login.php, user must use email and password for authentication, once authentication is successful, the system will automatically jump to the main page. If you need to reset your password, you can do it via reset.php using the email address you registered with. Additionally, users can update their personal information such as name, age and location via profile.php to ensure that the profile is accurate and up-to-date. These features are implemented to ensure the user-friendliness and data security of the platform. The following is the code for connecting to a mySQL database via php.
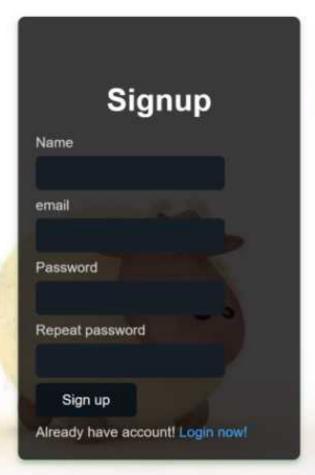
Account Security

In order to enhance the security of the system, two key technical measures have been taken. First, all user passwords are hashed by PHP's password_hash function before they are stored in the database. This step ensures that the password data is secure, and that the password information cannot be easily cracked even if the database is accessed without authorization. Second, to prevent SQL injection attacks, we use prepared statements in all database queries. This method effectively isolates the SQL code from the data input and ensures that the executed SQL commands will not be maliciously tampered with due to external input data, thus greatly enhancing the security of database operations. Together, these measures provide users with a more secure and reliable network environment.

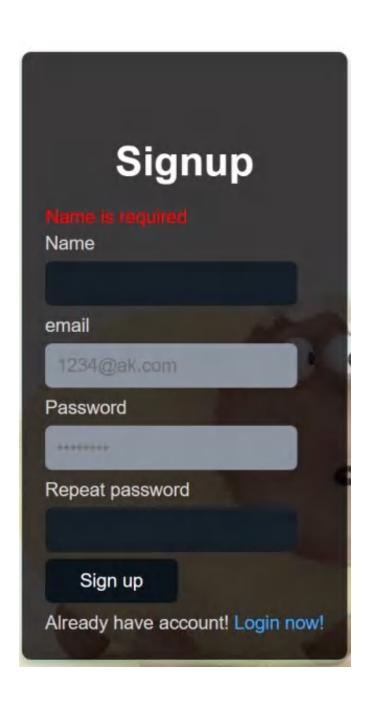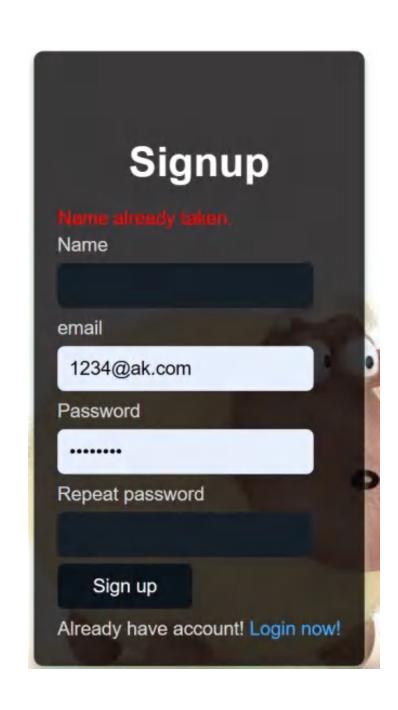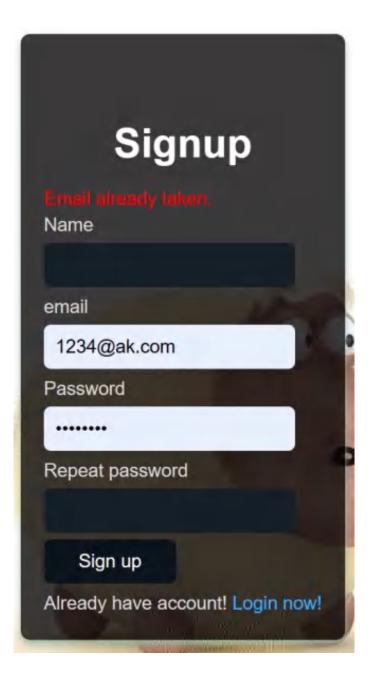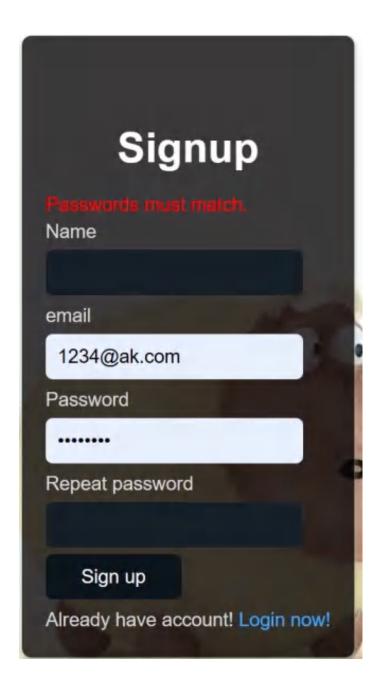| 名字	类型	长度/值	默认	排序规则	属性
password_hash	VARCHAR	255	无	utf8mb4_0900_a	

The page of Signup

The page of Signup--Alert message 1

Signup

Name is required
Name

email
1234@ak.com

Password
••••••••

Repeat password

Sign up

Already have account! Login now!

Signup

Name already taken.
Name

email
1234@ak.com

Password
••••••••

Repeat password

Sign up

Already have account! Login now!

Signup

Email already taken.
Name

email
1234@ak.com

Password
••••••••

Repeat password

Sign up

Already have account! Login now!

Signup

Passwords must match.
Name

email
1234@ak.com

Password
••••••••

Repeat password

Sign up

Already have account! Login now!

The page of Signup--Alert message 2

Signup

Password must be at least 8 characters.

Name

email

1234@ak.com

Password

••••••••

Repeat password

Sign up

Already have account! Login now!

Signup

Password must contain at least one letter.

Name

email

1234@ak.com

Password

••••••••

Repeat password

Sign up

Already have account! Login now!

Signup

Password must contain at least one number.

Name

email

1234@ak.com

Password

••••••••

Repeat password

Sign up

Already have account! Login now!

The page of Login

Login

email

Password

Log in

Forget your password? click here!
Don't have a account ? Register now!
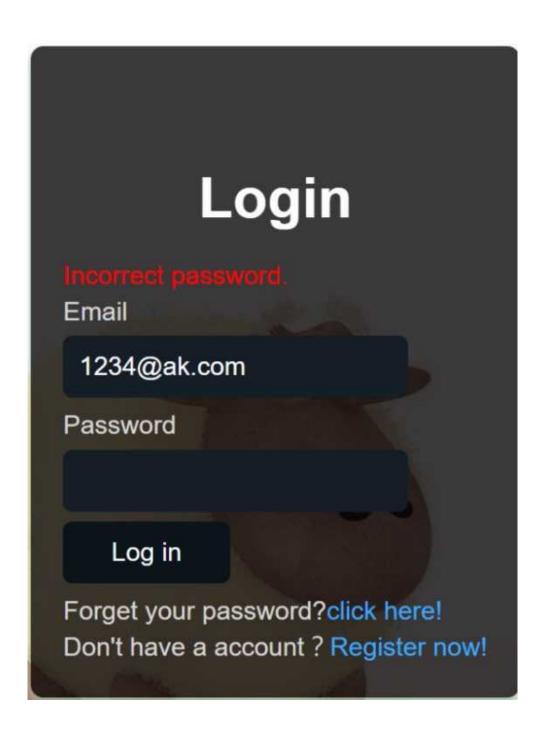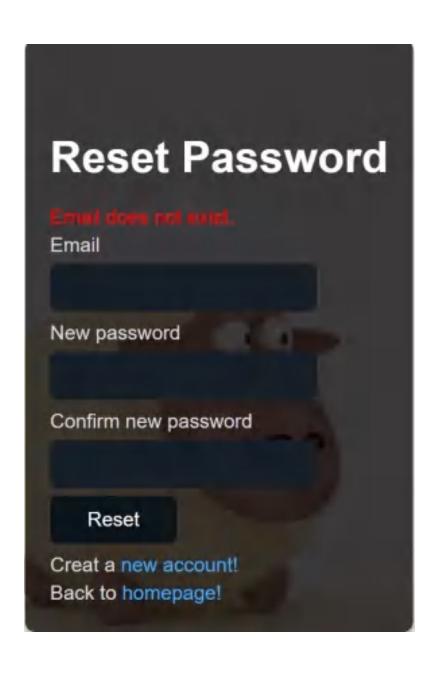
Welcome to Happy Goat!
Join us and explore now!

The page of Login--Alert message

Login

Incorrect password.
Email

1234@ak.com

Password

Log in

Forget your password?click here!
Don't have a account ? Register now!

Login

Email does not exist.
Email

12345@email.com

Password

Log in

Forget your password?click here!
Don't have a account ? Register now!

The page of Reset Password
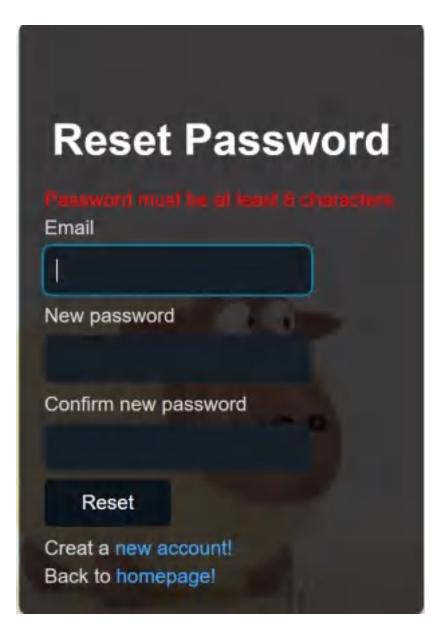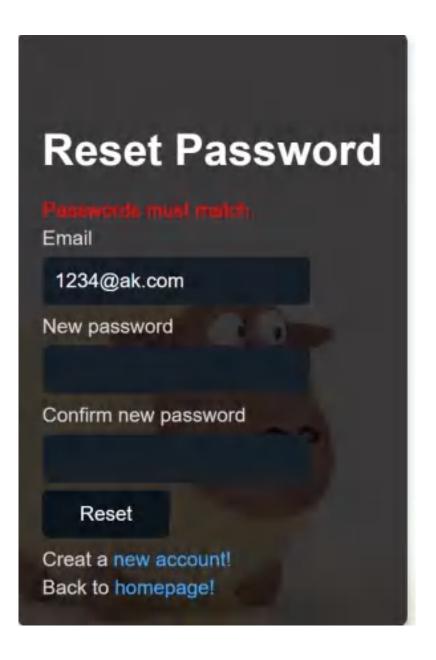
The page of Reset Password --Alert message

The page of Edit My Profile

03
" **Website Display** "

--Summer Offer--
Up To 40% Off All Product.

Promotional Offer Is Valid On 4.16.5, Welcome To Shop!

Shop Now

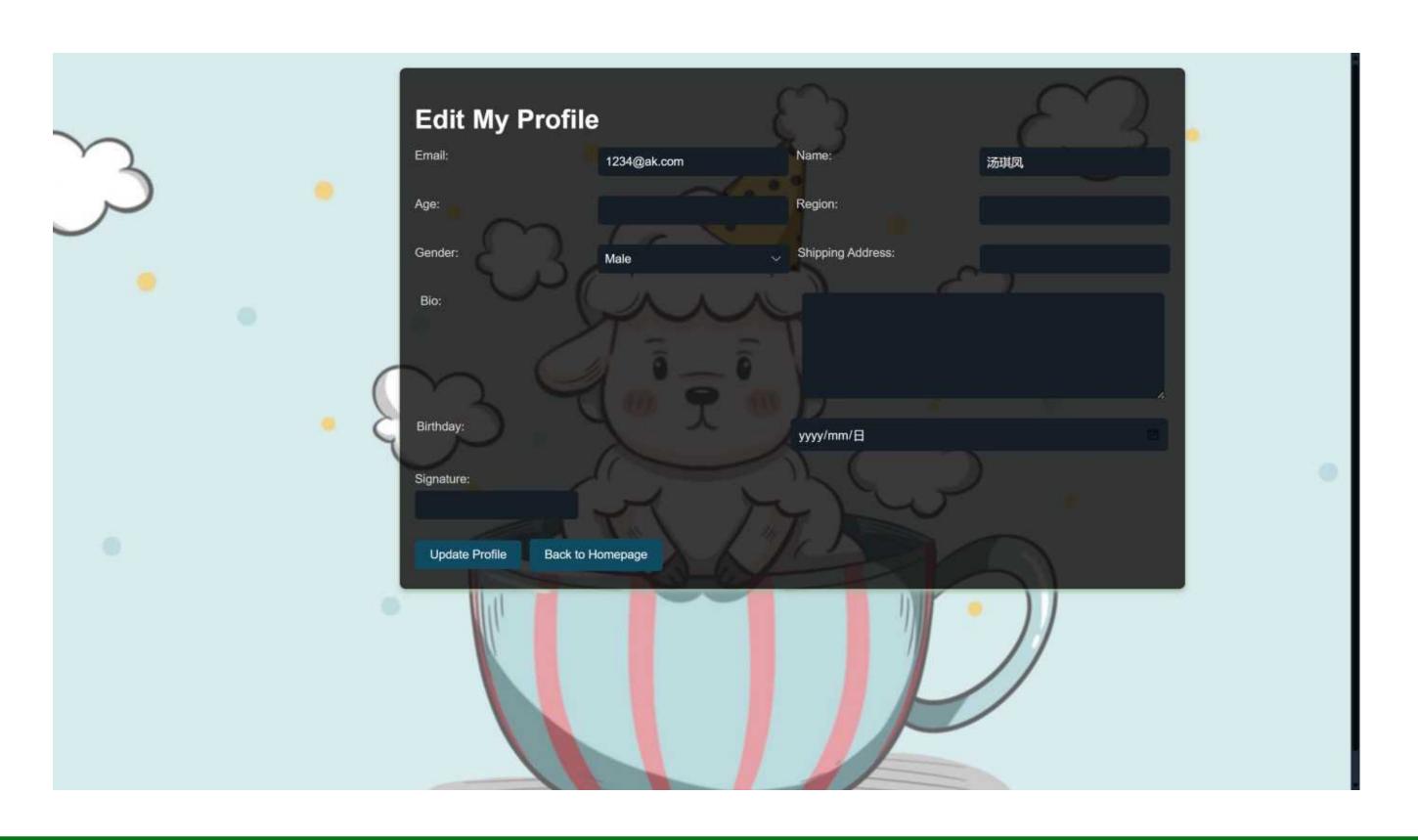All   Coat   Scarf   Cardigan   Blanket

Clothes Pages
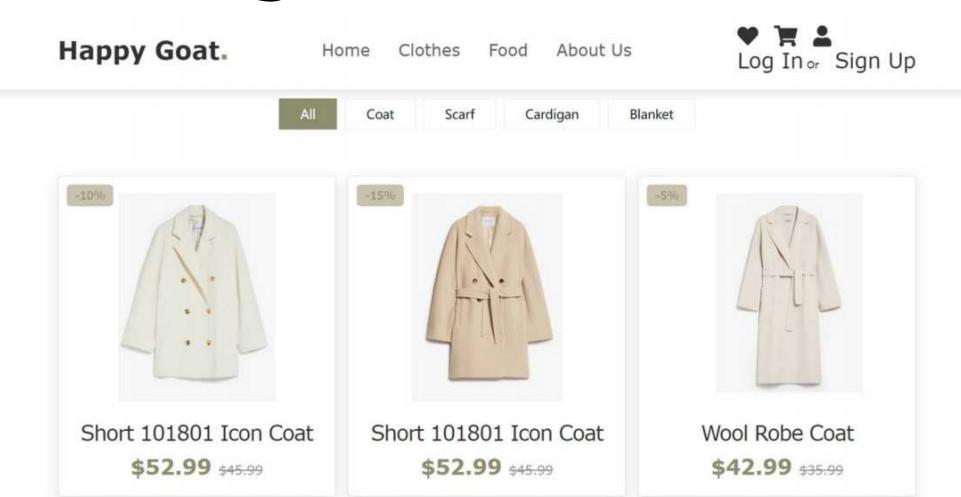
In the main part of the page, multiple wool coat thumbnails are displayed in a grid or list format. Each product usually contains basic information such as pictures, prices, colors, sizes, and is equipped with a buy button or add to cart button.

When a user clicks on a product thumbnail or product information, he or she will be taken to the detailed page of the product.

-10%

-15%

-5%

Short 101801 Icon Coat
$52.99 $45.99

Short 101801 Icon Coat
$52.99 $45.99

Wool Robe Coat
$42.99 $35.99

Clothes Details Page

Happy Goat.

Home   Clothes   Food   About Us

Log In or Sign Up

Short 101801 Icon Coat

52.99 USD

Iconic Coat 101801 In Wool And Cashmere Beaver, Available In A New Short Version Above The Knee. The Oversize Fit And Details, Including The Lapel Collar, Fold-Up Kimono Sleeves, Welt Pockets And Sartorial Pick Stitch Finish, Are Taken From The Classic Style. Double-Breasted Lined Garment, Fastened With H Buttons.

Colour :   WHITE   BLACK   CAMEL   MORE

1   **Add To Cart**

The detail page will show more product pictures, detailed description, size chart, material, delivery information, etc. Users can choose size and color.

Happy Goat.

Home   Profile   Summary   Showcase   Qualification

-- Trendy Products --

Cashmere Robe Coat
$75.00 $85.00

Strappy Coat
$75.00 $65.00

Cashmere Short Jumper
$62.00 $55.00

Short Cashmere Coat
$56.00 $50.00
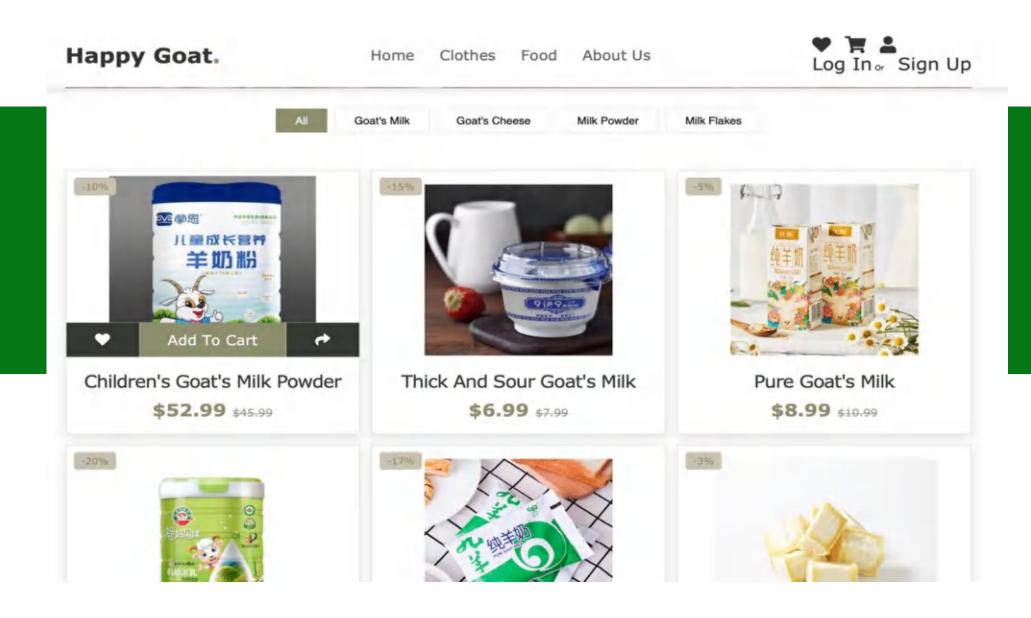
Oversize Wool
$25.00 $20.00
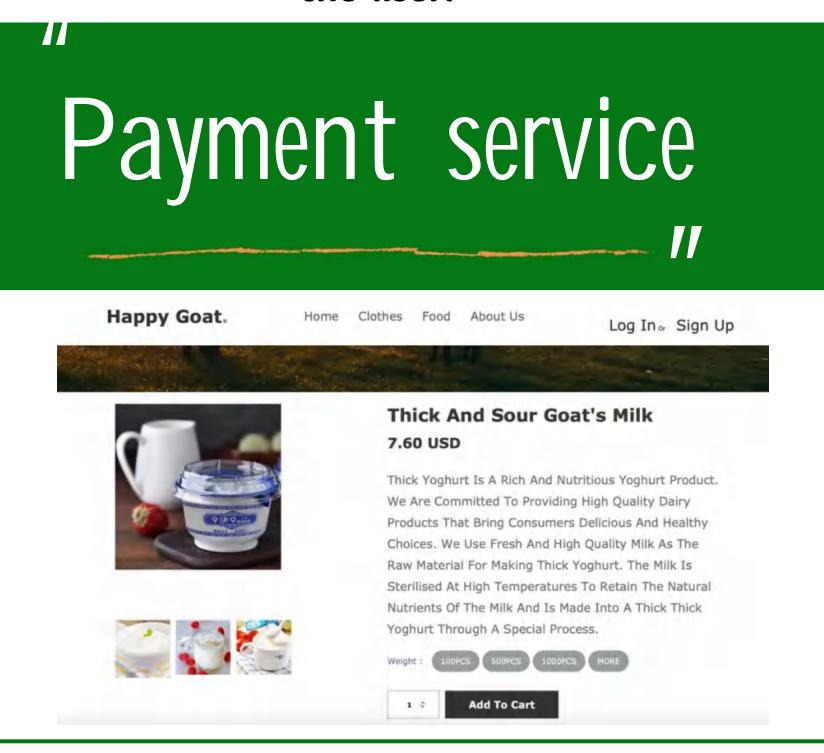
Silk Floral Brooch
$42.00 $35.00

Food Page

Once the payment is successful, an order confirmation notification is provided to the user.

" Payment service "

Happy Goat. Home Clothes Food About Us ♡ 🛒 👤 Log In or Sign Up

All Goat's Milk Goat's Cheese Milk Powder Milk Flakes

-10%
♥ Add To Cart ➤
Children's Goat's Milk Powder
$52.99 $45.99

-15%
Thick And Sour Goat's Milk
$6.99 $7.99

-5%
Pure Goat's Milk
$8.99 $10.99

-20%

-17%

-3%

After-sales customer service

Happy Goat. Home Clothes Food About Us Log In or Sign Up

Thick And Sour Goat's Milk

7.60 USD

Thick Yoghurt Is A Rich And Nutritious Yoghurt Product. We Are Committed To Providing High Quality Dairy Products That Bring Consumers Delicious And Healthy Choices. We Use Fresh And High Quality Milk As The Raw Material For Making Thick Yoghurt. The Milk Is Sterilised At High Temperatures To Retain The Natural Nutrients Of The Milk And Is Made Into A Thick Thick Yoghurt Through A Special Process.

Weight : 100PCS 500PCS 1000PCS MORE

1 ◇ Add To Cart

About Me - Page

04

"
Division
"

Takeawarys & Reflections

Database Connection and Management

•I learned how to use the object-oriented approach of 'mysqli' to initialize a connection with the MySQL database. This involved setting up connection parameters such as hostname, database name, username, and password.

•I implemented an error-handling mechanism to capture errors and stop script execution when the connection fails, while displaying an error message.

-TANGQIFENG

Database Connection and Management

• I created a login system that retrieves user information from the database using the email provided by the user and verifies the hashed password using 'password_verify()'. Upon successful login, I start and regenerate the session to securely store user information
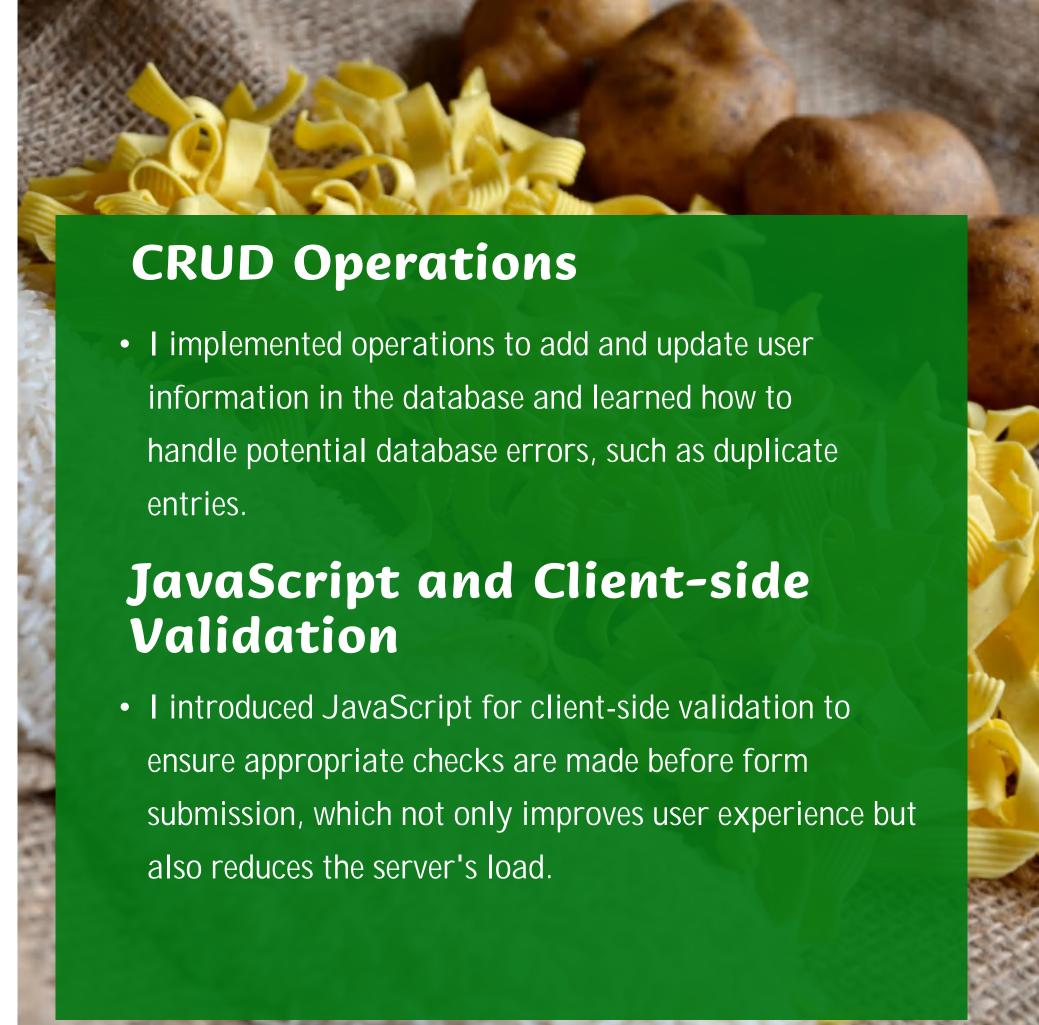
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Takeawarys & Reflections

Form Processing and Data Validation

•I adopted various methods to validate user inputs, including using PHP's built-in function 'filter_var' to verify email addresses and using regular expressions to check the complexity of passwords.

•I used 'mysqli' 's prepared statements to avoid SQL injection attacks and learned how to safely bind parameters to my SQL queries.

-TANGQIFENG

CRUD Operations

• I implemented operations to add and update user information in the database and learned how to handle potential database errors, such as duplicate entries.

JavaScript and Client-side Validation

• I introduced JavaScript for client-side validation to ensure appropriate checks are made before form submission, which not only improves user experience but also reduces the server's load.

Takeawarys & Reflections

Improve user experience and navigation efficiency

•I learned that use HTML to build a website framework can help users better understand and navigate the content of the website. Reasonable layout can improve the user experience and navigation efficiency, allowing them to quickly find the information they need.

Attract users' visual attention

•I unified the use of color blocks, which can attract users' visual attention and help highlight important content or functional areas. By choosing colors, sizes, and arrangements, created a web page appearance that matches our product features.

-LUCHANG

Layout Control

• I used CSS's box and positioning properties,such as relative positioning, absolute positioning and fixed positioning. By setting these positioning attributes and related offset values (top, bottom, left, right), can position the element in our web page and create floating elements and stacking effects,and control their size, spacing.I also used alignment,creating multi-column layouts, grid systems, to realize variousweb page layout and arrangement effects.

Takeawarys & Reflections

Responsive design

•I used media queries to adjust the style and layout of web pages according to the screen size and characteristics of the device. Use CSS techniques such as Flexbox or Grid Layout to create a grid system so that elements on the web page automatically adjust their size and position to adapt to different screen sizes.

-HUANGJIAQI

Designing the skeleton of the web content

• I use html to effectively organise and present information about wool clothing and sheep's milk food. Ensure that the content of the website is logical and easy to read through a sound structure using appropriate headings, paragraphs and lists.

• I use CSS to beautify the website interface and create a web interface that reflects the cultural characteristics of the Inner Mongolia region.

Takeawarys & Reflections

Enhancing the interactivity of the website

•By writing scripts to process user input and feedback, I increased the functionality of the site, for example, implementing a dynamic product filter that allows users to quickly find the right wool clothing or goat milk food according to their needs.

•With customised layouts, colour schemes and font choices to enhanced the user's visual experience.

-LIANGZIXIN

- With the help of HTML and CSS, I gained the ability to create and design user-friendly web interfaces. These technologies are the cornerstones of web development and allow me to translate web page layout and aesthetic ideas into reality.
- Finally, the JavaScript course greatly enhanced my understanding of front-end programming. By learning JavaScript, I was able to add interactivity to web pages, from simple user input forms to complex dynamic elements.

Travel
" Thankr for Listening "

Group No.05