DESIGNER 4

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Abstract

 An online shopping system that permits a customer to submit online orders for items and/or services from a store that serves both walk-in customers and online customers. The online shopping system presents an online display of an order and an associated delivery window for items selected by the customer. The system accepts the customer's submission of a purchase order for the item in response to a time of submission being before the order cut off time. The online shopping system does not settle with a credit supplier of the customer until the item selected by the customer is picked from inventory but before it is delivered. Therefore, the customer can go online and make changes to the order. In addition, available service windows are presented to the customer as a function of customer selected order and service types and further, the order picking is assigned in accordance with a picker's preference. Successive items selected for purchase are placed into the shopping cart until a customer completes their shopping. Shopping carts may be examined at any time, and their contents can be edited or deleted at the option of the customer. Once the customer decides to submit a purchase order, the customer may print the contents of the virtual shopping basket in order to obtain a hard copy record of the transaction.

Introduction

Online shopping (sometimes known as e-tail from "electronic retail" or e shopping) is a form of electronic commerce, which allows consumers to directly buy goods or services from a seller over the Internet using a web browser. Alternative names are: e-web-store describes purchasing from an online retailer mobile optimized online site or app. An online shop evokes the physical analogy of buying products or services at a bricks-and-mortar retailer or shopping center and the process is called business-to-consumer online shopping.

Use of the Internet for retail shopping has expanded immensely in recent years and has had a profound influence on the shopping process for many consumers. Online buying behavior is a type of behavior, which is exhibited by customers while browsing websites of an e-trailer in order to search, select and purchase goods and services, in order to fulfill their needs and wants. The purchaser reflects a behavior during the process of buying through the internet.

While shopping online, every customer desires convenience, speed, price benefits, product comparison facility etc. It is not that these features are not available in traditional shopping methods. However, due to changes in life style, the notions of these features have changed among the buyers. Now individuals are finding it difficult to shop from traditional channels due to their changed lifestyle. Because of all these issues along with the technological advancements, a new mode of shopping i.e. online shopping also called as electronic shopping has emerged. The Internet, in the field of shopping, has brought sea changes in the mindset of customers with reference to convenience, speed, price, product information and services associated with online shopping. The internet has provided marketers with a completely new way to create value for customers and build relationships with them' in the form of online shopping. Online shopping is the process whereby consumers directly, without an intermediary service, buy goods or services from a seller in real-time over the Internet. One way of doing electronic commerce is online shopping. In online shopping, electronically the sale or purchase of transaction takes place 1. It is also referred to as e shopping where‘e’ stands for Electronic Shopping. Electronic shopping is defined as a computer activity/exchange performed by a consumer, via a computer-based interface, where the consumer's computer is connected to and can interact with, a retailer's digital storefront to purchase the products or services over the internet. An e-shop allows the customer to browse entire range of product or service offered by e-vendor, view pictures of the products, along with the complete description of the product specifications, including features and prices. On online stores with the help of “search” features e-shoppers can easily search out specific models, brands or items 2. An online shop is also referred to as, e-shop, e-store, internet shop, webshop, webstore, online store, or virtual store. In present time almost all, the big retailers are now offering their online shops. These are also known as e-trailers and their online retail shops are sometimes known as e-tail.

**Purpose of project**

1. **Convenience.** Convenience is the biggest benefit. Where else can you comfortably shop at midnight. There are no lines to wait in or cashiers to track down to help you with your purchases and you can do your shopping in minutes. Online shops give us the opportunity to shop 24/7, and reward us with a ‘no pollution’ shopping experience. There is no better place to buy informational products like e-books, which are available to you instantly, as soon as the payment goes through. Downloadable items purchased online eliminate the need for any kind of physical material at all, as well, which helps the environment!
2. **Better prices.** Cheap deals and better prices are available online, because products come to you direct from the manufacturer or seller without involving middlemen. Moreover, it is easier to compare prices and find a better deal. Many online sites offer discount coupons and rebates, as well**.** Not only are prices better, but you can save on tax as well, since online shops are only required to collect a sales tax if they have a physical location in your state. Factor in the saved expense of gas and parking and you have saved yourself a lot of money!
3. **More variety.** The choices online are amazing. You can find almost any brand or item you are looking for. You can get in on the latest international trends without spending money on airfare. You can shop from retailers in other parts of the state, country, or even world instead of being limited to your own geography. A far greater selection of colors and sizes than you will find locally are at your disposal. In addition, the stock is much more plentiful, so you will always be able to find your size and color. Some online shops even accept orders for out-of-stock items and ship when they come in.
4. **You can send gifts more easily.** Sending gifts to relatives and friends is easy, no matter where they are. All the packaging and shipping is done for you. Oftentimes, they will even gift wrap it for you! Now, there is no need to make distance an excuse for not sending a gift on occasions like birthdays, weddings, anniversaries, Valentine's Day, Mother's Day, Father's Day, and so forth.
5. **More control.** Many times, when we opt for conventional shopping, we tend to spend a lot more than planned and end up buying items that are not exactly what we wanted (but we cannot find anything better in the store). Online, you do not have to let the store's inventory dictate what you buy, and you can get exactly what you want and need.
6. **Easy price comparisons.** Comparing and researching products and their prices is so much easier online. If you are shopping for appliances, for example, you can find consumer reviews and product comparisons for all the options on the market, with links to the best prices. We can research firsthand experience, ratings, and reviews for most products and retailers.
7. **No crowds.** If you are like me, you hate crowds when you are shopping. Especially during holidays, festivals, or on weekends, they can be such a huge headache. In addition, being crushed in the crowds of shoppers sometimes makes us feel rushed or hurried. You do not have to battle for a parking place. All of these problems can be avoided when you shop online.
8. **No pressure.** Oftentimes when we are out shopping, we end up buying things that we do not really need, all because shopkeepers pressure us or use their selling skills to compel us to make these purchases.
9. **Discreet purchases are easier.** Some things are better done in the privacy of your home. Online shops are best for discreet purchases for things like adult toys, sexy lingerie, and so on. This enables me to purchase undergarments and lingerie without embarrassment or any paranoia that there are people watching or judging me.

Scope of online shopping

Shopping online is about to explode. Retailers of all types are expanding product offerings, adding in-store pickup, free shipping and experimenting with social media. It is getting harder to tell pure play Internet retailers from the bricks and mortar shops with online portals, and all of them are reinventing how we will shop online in the future.

Be it via a mobile device, tablet computer, in-store kiosk or computer, the lines are blurring and the result will be both good and bad for consumers.

First the bad. Much of the activity and expansion is the indirect result of new legislation requiring Internet retailers to collect sales tax. There already are [12 states](http://dealnews.com/features/12-States-Where-Amazon-Is-at-War-Over-Sales-Tax/444150.html" \t "_blank) with laws either enacted or awaiting approval, and now [Senator Dick Durbin](http://news.cnet.com/8301-31921_3-20052999-281.html?tag=mncol;txt" \t "_blank) of Illinois is hoping to pass such a law at the national level.

There’s no telling when, or even if the legislation will pass, but there is also no turning back the tide. It will happen and online shoppers will be required to pay sales tax, eventually.

However, the prospect of an even playing field has emboldened traditional retailers, many of whom are becoming more aggressive in capturing online sales. We’re seeing retailers like L.L Bean launch free shipping on all items, Macy’s on purchases of $99 or more, Walmart buying social media platform [Kosmix](http://kara.allthingsd.com/20110418/exclusive-wal-mart-paid-300-million-plus-for-kosmix/" \t "_blank) for $300 million and opening up @Walmartlabs to further build its online business, and [Toys R Us](http://toysrus.com/" \t "_blank) announcing a new 300,000 sq. ft. distribution center to support internet sales.

Because if traditional retailers are to compete with sites like [Amazon](http://www.amazon.com/" \t "_blank) – which flourished in the absence of regulation -- they must implement some of the same benefits like free shipping, liberal return policies, varied product selection and customer reviews.

Goals

1. Increase relevant traffic.

Increasing traffic is probably a familiar goal for you. For every website, accomplishing whatever it is meant to do requires people visiting the site.  However,[not all traffic is created equal](https://www.hostgator.com/blog/traffic-created-equal/). If your marketing is bringing in traffic, but it is mostly made up of people who will never have a need for your products or services, then it is not doing you much good. For instance, a B2B software company probably would not benefit from a huge amount of traffic if most of it were coming from teenagers

In addition to continuing your marketing efforts for raising traffic, this year take some time to analyze if the traffic you are getting seems to match up with the target audience you are trying to reach. In the Audience section of[Google Analytics](https://www.hostgator.com/blog/why-use-google-analytics/), you can find a lot of information about the kinds of people visiting your website, including:

## 2. Grow your email list.

Getting people to your website is a big part of being successful, but getting them to come back so you can form an ongoing relationship is even more important. One of the best tools you have to do that is your email list. When someone opts into your email list, they are opening the door to ongoing communication with your brand – which is a big deal! It is no surprise that email marketing has one of the[highest conversion rates](https://blogs.constantcontact.com/email-marketing-stats/" \t "_blank) of the main online marketing activities.

That means that one of the best ways to improve your website’s success in the coming year is to put more of an emphasis on growing your email list. You can do that by offering deals to your customers for signing up,[promoting it on social media](https://www.hostgator.com/blog/grow-email-list-social-media/), and including CTAs throughout your website urging people to subscribe.

In addition, make sure you keep the emails you send relevant and useful so you keep those subscribers once you get them. They are too valuable to lose lightly.

## 3. Provide visitors a personalized experience.

Each of your visitors is a unique person who interacts with your website in their own way. Technology now makes it possible for you to track how people interact with your website and customize their experience on the site as they go. You can suggest items that are similar or complementary to what they are looking at, or deliver up content on topics that are related to the piece they clicked on.

[One study found](http://www1.janrain.com/rs/janrain/images/Janrain-Greatest-Love-Story-Ever-Told.pdf" \t "_blank) that providing a personalized web experience for visitors could cause an 18% uptick in sales. When you make it easier for people to see the parts of your website that are most relevant to them, it increases their chances of having a good experience and continuing their relationship with your brand.

## 4. Make your website responsive.

By this point, the reasons to[make your website mobile friendly](https://www.hostgator.com/blog/6-steps-to-making-your-wordpress-site-mobile-friendly/) are well known and if you are reading this, you have probably already taken that step (you have, right?). In the coming year, Google is planning to roll out[mobile-first indexing](https://searchengineland.com/googles-mobile-first-index-likely-not-coming-2018-earliest-277074" \t "_blank), meaning that their algorithm will give greater priority to your mobile website in determining rankings.

That means you want your mobile website to have the same content and information on it as your desktop website, just visually optimized for a mobile screen. Making your website responsive is one of the best and easiest ways to do that. In general, make it a goal to make an effort to pay attention to your mobile experience and make sure your website is easy and intuitive for people on mobile to use. Mobile is not going away and is likely to continue to become more important with every passing year, so you have to treat it like the priority it is.

## 5. Increase sales.

For e-commerce businesses, this goal will remain consistent in all years. For your website and business to thrive, you have to be making sales. Everything else on this list is designed to help make that happen, but you should also look to your own analytics from past years. Figure out what tactics have worked the best for getting you sales – not just traffic or email signups (which matter too), but marketing activities specifically led to sales.

While there are general trends each year that should guide what you try, the most important thing you should look to is what’s working best for your particular business. At the end of the day, your business is unique. Only you can work out what makes the most sense for you and your audience. Analyze your metrics and design your marketing plan to optimize doing more of whatever is getting you sales now.

#####System design

The design phase focuses on the detail implementation of the system

Recommended in feasibility study. Emphasis is on translating performance

Specification into design specification. The design phase is a transition from

User oriented document to document oriented to programmers or database

Personal.

INPUT DESIGN AND OUTPUT DESIGN

It is the process of converting user-oriented input to a computer based

Format. Input design is a part of overall system design, which requires

Careful attention .Often the collection of input data is the most expensive

Part of system. The main objective of input design is:

1. Product of cost effective method of input.

2. Achieve highest possible level of accuracy.

INPUT DESIGN:

Goal of designing input data is to make entry easy, logical and free from

Error. The format in which data fields are entered should be in input form.

OUTPUT DESIGN:

Outputs from computer system are required primarily to communicate the

Results of processing to users. Computer output is the most important and

Direct source of information to the users. Designing computer output should

Proceed in an organized well throughout the manner.

4.1 DESIGN PRINCIPLES &amp; EXPLANATION

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MODULES

The main goal of this project is to store bug information by giving unique id

For each bug in the database. This will be used for future reference while the

Same bug arises. The project has the following modules:

 Project Manager

 Developer

 Tester

MODULE DESCRIPTION

Project Manager:-

The project manager has the options to add users, access user information,

Project information, assign information, report, self-details.

User Information:-

The project manager will access the user information. In this the, the project

Manager can

 Add user details into the database.

 Delete user from the database.

 modifying the existing user.

Project Information:-

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The project manager will access the project information. In this, the project

Manager can-

 Add the project into the database by gathering the information like

Project name, status, project id, description.

 Delete project from the database by specifying the project name.

 Modify the project details by specifying the project name.

Assign Information:-

This can be accessed by the project manager to assign the projects to the

Other users like developer, tester. Assign information has the following

Options like view assign and project. The project manager can

 View all the projects.

 Assign the projects to the developer and tester by gathering the

Information like user name, project id, assigned date, date of

Completion.

Report:-

This is used to view the bug report after specifying the project id.

Self:-

This option is used to view the self-details. It has option to change password.

This gathers the information like old password, new password. This makes

To store the changed password to the database.

Developer:-

The developer has an option to view projects and self-details.

View Project:-

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This option will make the developer to view all his assigned projects. It

Displays the project name, project id, assigned date, expected date of

Completion.

Self:-

This option is used to view the self-details. It has option to change

Password. This gathers the information like old password, new password.

This makes to store the changed password to the database.

Tester:-

The tester has to track bugs in the assigned projects and to view his projects,

Self-details.

Assigned Projects:-

This makes the tester to view the assigned projects and track bugs in the

Assigned projects. In this option, the tester can

 View the assigned projects.

 Add the bug information along with bug id, project id, bug type,

Location.

Testing.

Software Testing is an empirical investigation conducted to provide

Stakeholders with information about the quality of the product or service

Under test, with respect to the context in which it is intended to operate.

Software Testing also provides an objective, independent view of the

Software to allow the business to appreciate and understand the risks at

Implementation of the software. Test techniques include, but are not limited

To, the process of executing a program or application with the intent of

Finding software bugs.

10.1 Unit Testing

The primary goal of unit testing is to take the smallest piece of testable

Software in the application, isolate it from the remainder of the code, and

Determine whether it behaves exactly as you expect. Unit testing is a

Software verification and validation method where the programmer gains

Confidence that individual units of source code are fit for use.

10.2 Integration Testing

Integration testing, also known as integration and testing (I&amp;T), is a

Software development process which program units are combined and tested

As groups in multiple ways.

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10.3 Validation testing

At the validation level, testing focuses on user visible actions and user

Recognizable output from the system. Validations testing is said to be

Successful when software functions in a manner that can be reasonably

Expected by the customer. Two types of validation testing

Alpha testing is simulated or actual operational testing by potential

Users/customers or an independent test team at the developers&#39; site .Alpha

Testing is often employed for off-the-shelf software as a form of internal

Acceptance testing, before the software goes to beta testing.

Beta testing comes after alpha testing. Versions of the software, known as

Beta version, are released to a limited audience outside of the programming

Team. The software is released to groups of people so that further testing can

Ensure the product has few faults or bugs. Sometimes, beta versions are

Made available to the open public to increase the feedback field to a

Maximal number of future users.

Grey box testing is the combination of black box and white box testing.

Intention of this testing is to find out defects related to bad design or bad

Implementation of the system. It is used for web application.