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# **GENERAL INFORMATIONS**

Online shopping is a practice more and more popular in the modern world because of commodity, variety and less time consuming. A process that some time ago took over an hour now can take only a few minutes behind a computer that is connected to the internet.

In this document will be presented all the advantages and disadvantages of this modern shopping way and also the steps to create and use an online shop.

**Chapter 1 – Introduction.** This chapter will describe in short words what you are going to find in this document, how it works and what should be done.

**Chapter 2 – Detailed informatios**. Here will be presented the positive and negative aspects of online shopping. Also, in this chapter will be presented many other technical details like payment options, development recommendations, economy tips and tricks, SEO and many others.

**Chapter 3 – Used technologies**. The example application uses multiple different languages and technologies. Here each technology will be described and explains why it was chosen for this project and how it helped the development.

**Chapter 4 – Implementation of the application.** Describes how the technologies were used, all the back logic and implementation tips and tricks.

**Chapter 5 – Application specifications and features.** In this chapter you will find explanations about how the application works, how to manipulate the data and how to use the application at a 100% efficiency.

**Chapter 6 – Conclusions.** This is my personal opinion about the application and the possibility to be develop new features.

# **CHAPTER 1 - INTRODUCTION**

Is a known fact that we live in the speed century, accessing information was never easier and faster and this is essential. Right now, the fastest communication way is the internet, accessed by computer, phone, tablet and any other device that have a valid connection. Everything is digital now, no matter the domain or the activity. Almost everyone uses a computer and somehow it depends on it.

If we try to see the evolution of the world from the point when the computer was created until now, we can observe that the technology is growing exponential and the end user have more and more access to information. Also the technology helps them to easy reach objectives that in the past were very hard to be accomplished.

The paper was changed with digital storage which is much safer, the mathematical effort was replaced with great computing skills of a computer which are much faster than a normal human mind and the time spent by walking to a physical shop was replaced with a few minutes spent behind a computer and a minimal effort to move and click a mouse.

## **Project subject**

When personal computers appeared on market it costs a fortune and there were not so many alternatives. Today everybody have at least one computing system and it may be a computer, a phone, a tablet or other gadget. They come in all sizes and shapes. We have phones just as powerful as computers and computers that are over twenty years old and are still doing their job. Every company uses a computing device for different tasks such as security, customer interaction, data storage.

In present, any company uses a computer that have installed different software applications useful for its business. These software applications helps the administrators and users to save time, and when time means money, that’s a lot. Also, a computer is a modern way to store and search for needed data. The data acquired in 50 years can be easily stored on a 2.5” hard drive or a tiny memory card.

My application represent an ideal solution of a modern shopping style: an online shop. In this way an user can order anything in less than five minutes using only a few mouse clicks and the administrator can easily track the orders, check the stocks and update the prices and availability status of any product.

It is structured for three kind of users:

* *Administrator* – Has full control over website and can access all the pages, some of them inaccessible to the rest of the users.
* *Anonymous user* – Is an user that doesn’t have a registered account on the website. He has the most limited access to the features.
* *Registered user* – Is an user with more access than an anonymous one. All of his history and data are stored in local database and can be read when needed.

Every user have different privileges and each user can change only the data assigned to it. This mean that a person can only update his profile, not any profile. All the information is confident and the data can’t be accessed by anybody. The administrator is the only person that can access users data.

The application is very useful for shoppers, they can find a large diversity of products and easily search what they want. Also, the shop administrators can easily manage the orders, receive the payments and check the stocks. In this way both kind of users save lot of time and are not limited by time, online shops being opened all the time and not only for a limited time a day.

# **CHAPTER 2 – ONLINE BUSINESS**

The internet is a great place to open a company but its potential isn’t used yet at 100%. Anybody can make money on internet without even knowing too much programming and without having a huge amount of funds to start.

A company that have an online page has a few more advantages than a company that has only physical centers. Those advantages can be for the owner or for the customer.

## **2.1 Online business types**

Electronic commerce (or e-commerce) is the process of selling, buying or exchange of products or services through the internet. An e-commerce business is based on:

* Online presence
* Online orders
* Online payments

The virtual market is the place where sellers and customers meet for selling, buying or exchanging products, services or information.

Electronic business are divided in multiple categories.

**Business to business (B2B)**

B2B represents a kind of e-commerce where all participants are companies or organizations. This kind of business uses a special channel of communication between seller and customer. The customer uses the sellers extranet by usernames and passwords.

This kind of business include search of potential providers, product catalogs and the possibility of ordering products of services.

**Business to customer (B2C)**

B2C is a kind of e-commerce where companies sell products or services to regular customers through online shops (virtual shops). Online shops are based on a website of a company created for promoting and selling of products or services. An online store contains a product/service catalog which is managed using a database management system where all the data are stored. Online shops have features for searching, viewing, ordering and paying for products. This kind of business had a very slow evolution because of security.

**Consumer to business (C2B)**

C2B is a category of business where consumers uses the internet to sell their products or services to the companies.

**Consumer to consumer (C2C)**

C2C is type where consumers are selling products and services to another consumer (like ebay.com).

**M-commerce**

M-commerce is based on transactions made using mobile phone. Most common M-commerce business are information delivery, tickets selling, etc.

**E-banking**

This business is related to online banking transactions: money transfer, electronic payments, banking consultation.

**E-directories**

Those are websites that contains huge amounts of data. They are organized by categories and the data finding is made based on searching trees.

**E-engineering**

Is made for distributed electronic development.

**E-gambling**

Is based on online gambling games, like blackjack, poker, etc.

**E-learning**

Represent learning platform and is mostly used by schools and universities.

**E-Procurement**

Known as electronic supply. Is used for product or services supply by big companies and public authorities. An offer specifications are posted on the Web and companies place bids. This system create competition and lower the price.

**E-trading/e-brokering**

Those are virtual stocks systems used for online selling and buying.

**Government to business (G2B)**

Represents a business model where a governmental institution buy or sell products or services from/to companies.

**Government to consumer (G2C)**

Those are online relationship between govern and citizens. It is used for information and public services like duty payments.

## **2.2 Payment methods**

A very important aspect of e-commerce is the payment method. Digital business needs digital payments too. There are a lot of digital payment methods but most used are:

* Credit Cards
* PayPal
* Electronic checks (e-checks)
* CyberCash
* E-charge
* Gift cards

**Credit cards**

The most used digital payment method is using credit cards. The customer needs to fill an online form with details about his credit card. Due to multiple security layers (like 3D Secure), this kind of payments are more secure than few years ago.

**PayPal**

PayPal is a software solution for digital payments. Both, seller and customer, needs to have a paypal account. There are multiple types of paypal accounts. It acts like a gateway between customer’s card or bank account and sellers account. For example, the customer can link its credit card with his paypal account. When he will make a transaction with his paypal account, the paypal service will make a transaction between the card and its service and then will transfer the funds from customers account to sellers account. This practice is very useful because paypal is a secure layer for your transactions.

**E-checks**

E-checks represents a very used payment method in electronic business. The online shop will give the customer the possibility to fill a form, his data will be send to the seller who will print them on a regular check.

A group of banks has created a model of electronic check which is very close to classic checks. The payer use a processor to generate and sign a digital check which will be sent through email or web. After the check is filled it will be sent to the customers bank which will make the transaction after the verification of the digital signature.

**CyberCash**

This is a method where the customer needs to have installed a software that simulates a wallet, encrypt the messages and store the transactions. This software let the customer to use more payment methods: digital money, credit card or checks. When the software is installed, a public key and a private key are generated. The public key is sent to CyberCash which save it in a database next to all public keys generated by sellers and customers. The seller uses a similar software. The customer and the seller must exchange keys in order to know which key will be used to encrypt the messages.

**Gift cards**

Using different payment methods, a person can buy a gift card that has an exact value. The gift card can be sent to another person (as a gift) and can be used to buy products or services representing the value of that gift card.

## 2.3 Online frauds

Because a lot of money is made online it’s no wonder that there are multiple kind of frauds. A few of them are:

1. Online job offer – Some people pretend that they can make you rich without working had. They lie you with simple tasks like manual activities or writing texts. But for this tasks they want you to buy first some books or materials that can train you for your “future” tasks. Or maybe to pay an admission fee.
2. Multi Level Marketing plans – the customer needs to bring new members to the “business” in order to grow up the business and increase the visitors.
3. Pyramidal schemes – This kind of thing is known online and offline. The earnings are received form another recruited members.
4. Copyright frauds – A scam website will pretend that it will host a contest of content. The victims are lied that the contest will have generous prizes but at the and all the content will be stolen by the hosts and considered their personal work.
5. Imaginary acquisition – The users is announced via email that he will received something he ordered some time ago.
6. Fake pages – Some pages request users details (like credit card information) in order to do something. Some of them are just copying the visual style of some serious websites and users are easily fooled.

## **2.4 Advantages of e-commerce**

Online business have advantages for both sides: sellers and customers.

**For sellers**:

* Almost any kind of product can be sold on internet.
* It’s fast and cheap way to inform and promote your offers.
* An online shop does not require as much money on start like a traditional one.
* It eliminates some physical communication restrictions between partners.
* Costs are reduced by reducing the time needed for supply.
* Administrative costs are reduced by efficiency on economical processes for finding new suppliers and payment.
* A better data storage about clients and market.
* Fast feedback response from clients regarding services and products, statistics of searches, periods and trends.
* Reduced costs of redesigning.
* Much cheaper advertising.

**For customers**:

* Online shops are opened 24/24 and can be accessed by anyone that have an internet connection.
* The customer save time searching for products, reviews and comparing prices.
* This kind of commerce lets the customer to study the market in order to decide which is the best price, the best product or service for him and can compare its characteristics with multiple other products.

## **2.5 Disadvantages of e-commerce**

1. **Insecurity**

In this moment many customers are still sceptic when buying something using internet. This insecurity may be related to the first e-commerce websites that had a lot of security issues.

1. **Infrastructure**

The internet was first created to be an opened environment based on communication but not really safe. That’s why security systems are getting stricter and complicated. This is a base element of e-commerce.

1. **Customers mentality**

This is a big disadvantage of e-commerce and it depends by the professionalism of companies. Seller’s attitude can make the customers to be suspicious and avoid their products.

1. **Ignorance**

A lot of people are ignorant and refuse to accept technologies or technical progress but also the limited telecommunication infrastructure can cause a disadvantage for e-commerce. This can change in the next years since the price for internet access is getting lower and the areas that can support internet connection is growing fast.

1. **Other disadvantages**
   * Users can’t test or touch the products.
   * There is no seller that can recommend products. Also, sometimes there’s no one that can reply to user’s questions.
   * Products can be damaged during shipment.

# CHAPTER 3 – USED TECHONOLGIES

The computer is an universal instrument that easily adapts for different projects. It can be used for multimedia, games, information but also it can transport any user to any part of the world.

The internet access can be compared to a dream without an end, a holiday in any corner of the world but taking place in user’s room. The internet gives us freedom of communication, a collection on libraries, study groups, information and pictures around the world but also many other useful data. In internet, the distance is measured in speed and the effort is measured in clicks.

The internet is actually a computer network containing machines all over the world. Specialist say that the internet is a sum of communication protocols that allow data transfer between different network placed randomly around the world and giving access to information that is stored in computers that are part of those networks.

Basically, the internet is a huge network, a network of networks.

The internet evolution was incredible, it was growing exponentially. In 1985 about 2000 computers were connected to internet. Today there are hundreds of millions of computers connected around the world and their number is increasing very fast.

In our country the internet connection was considered a lux for a long time. From the point of view if infrastructure, it evolved very fast and now Romania is having one of the fastest internet connections in the world.

Now, the internet represents the easiest way of informing. There are a lot of resources available in many languages and for absolutely any domain of activity.

Specialist are trying to make the internet even easier to access and utilize. Internet is getting better and better on all of its attributes: design, speed, security. To understand that we must enumerate the technologies used.

* **Collaboration**

There are huge progresses for long distance conferences. A lot of changes and improvements were made for video conferences and VoIp calls.

For example, there were developed technologies which allow to share documents all over the network for being modified by multiple persons from different place. Also we can initialize video or audio calls and more than that, we can share projects and documents for being changed by any participant of the conference.

* **Objects**

Unlike few years ago, web pages are not limited to texts and graphic design. Today the designers can use their imagination and develop almost anything they want inside of a web page.

For example, there are a lot of software applications that are able to run online from server or directly in browser without needing a installation of the software first.

* **Online complex messaging**

Just like web pages, neither emails are not limited to texts anymore. Now almost all email clients use HTML markup language that allows the content to be well designed with a variety of font, colors and multimedia content. More than that, we can attach documents, multimedia files or any other type of digital files.

* **Security**

Security was always a problem for internet and all the time new security policies appeared. Sadly, everything that is secured raises curiosity and hackers search any security breaches. They exploits those breaches in order to access the data they want. In present, the connections and transactions are becoming much safer and in the future probably the security won’t represent a problem anymore.

Specialists are creating a safer environment for users of the web but also for those who make transactions, ensuring the security needed using different types of authentications and a very well optimized code.

## **3.1 Web pages and web servers**