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Faculty of science and technologies

Department of computer science

Supplementary research for bachelor degree in computer science:

M-Commerce shopping cart

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Introduction:

In online marketing, a shopping cart is a piece of e-commerce or m-commerce software on a web server that allows visitors to an online store to select items for eventual purchase, The software allows online shopping customers to accumulate a list of items for purchase, described metaphorically as “placing items in the shopping cart” or “add to cart”. Upon checkout, the software typically calculates a total for the order, including shipping and handling charges and the associated taxes, as applicable.

Mobile Commerce (M-Commerce) primary goal is to simplify online shopping and make it quick and secured. Effective software helps in processing the order placement much quicker, safer, and easier.

According to BI Intelligence in January 2013, 29% of mobile users have now made a purchase with their phones. Walmart estimated that 40% of all visits to their internet shopping site in December 2012 were from a mobile device.

According to technology research firm, Gartner, mobile commerce will see a 44 percent increase globally, reaching $235 billion this year. These increases will only continue, forecasting a $721 billion market with 450 million mobile commerce users by 2017. This figure includes transactions such as bill payments, money transfers and consumer payments.

This project aims to create complete M-Commerce shopping cart software consisting of the following components:

* Android application (Shopping cart client app used by consumers).
* Desktop application (Shopping cart Administration used by owners).
* Web service (To deliver content to the android application).

Problems with traditional commerce:

* No way of delivering electronic commerce capabilities directly into the consumer’s hand.
* Individuals are involved in all stages of business transactions.
* Manual processing of traditional business transactions.
* Much time is wasted by individuals.
* Time and place restriction.

Objectives:

* The delivery of electronic commerce capabilities directly into the consumer’s hand, anywhere, via wireless technology.
* Automated processing of business transactions.
* Minimal individual involvement in business transactions.
* Provide merchandising trends - such as mobile catalogs and coupons

Methodology:

Agile software development, extreme programming approach is used for analysis.

Tools

* Eclipse as an Integrated Development Environment (IDE).
* Enterprise Architect as a UML modeling tool.