

**Project**

**on**

**"E-commerce Website"**

**Bachelor of Computer Science**

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"E-commerce Website"



# PREFACE

This project “Ecommerce Website” provides us a simple interface. It can be used by educational institutes or colleges to maintain the records of students easily. Achieving this objective is difficult using a manual system as the information is scattered, can be redundant and collecting relevant information may be very time consuming.

Throughout the project the focus has been on presenting information in an easy and intelligible manner. The project is very useful for those who want to know about “Ecommerce Website” and want to develop websites

The project provides facilities like online registration and profile creation of thus reducing paperwork and automating the record generation.

# ACKNOWLEDGEMENT

We take this opportunity to express our sincere gratitude to all those who helped us in various capacities in undertaking this project and devising the report.

We are privileged to express our sense of gratitude to our respected teachers Mrs. Shabeena khan whose unparalleled knowledge, moral fiber and judgement along with his know-how, was an immense support in completing the project.

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## INTRODUCTION :

E-commerce means using the Internet and the web for business transactions and/or commercial transactions, which typically involve the exchange of value (e.g., money) across organizational or individual boundaries in return for products and services. Here we focus on digitally enabled commercial transactions among organizations and individuals.

E-business applications turn into e-commerce precisely, when an exchange of value occurs. Digitally enabled transactions include all transactions mediated by digital technology and platform; that is, transactions that occur over the Internet and the web.

E-commerce (electronic commerce) is the buying and selling of goods and services, or the transmitting of funds or data, over an electronic network, primarily the internet. These business transactions occur either as business-to-business (B2B), business-to-consumer (B2C), consumer-to-consumer or consumer-to-business. The terms e-commerce and e-business are often used interchangeably. The term e-tail is also sometimes used in reference to the transactional processes that make up online retail shopping.



## NEEDS OF THE SYSTEM :

The objective of this project is to create an ecommerce web portal with a content management system which would allow product information to be updated securely using a mobile device. The web portal will have an online interface in the form of an e-commerce website that will allow users to buy goods from the merchants. The e-commerce portal will have the following key features:

- An online shop that will allow online shoppers to buy wares from formal and informal merchants.
- A search engine on the website to allow customers to find specific types of merchandise.
- A secure online transaction system that will allow shoppers to purchase goods safely using their credit cards.
- A database of merchandise with photos, product descriptions and stock information. This database will also contain all relevant merchant and customer information.
- A data security system that will ensure that all data that is transmitted between the various system.

## **Types of e-commerce :**

Business-to-business (B2B) e-commerce refers to the electronic exchange of products, services or information between businesses rather than between businesses and consumers. Examples include online directories and product and supply exchange websites that allow businesses to search for products, services and information and to initiate transactions through e-procurement interfaces.

Business-to-consumer (B2C) is the retail part of e-commerce on the internet. It is when businesses sell products, services or information directly to consumers. The term was popular during the dot-com boom of the late 1990s, when online retailers and sellers of goods were a novelty.

Today, there are innumerable virtual stores and malls on the internet selling all types of consumer goods. The most recognized example of these sites is Amazon, which dominates the B2C market.

Consumer-to-consumer (C2C) is a type of e-commerce in which consumers trade products, services and information with each other online. These transactions are generally conducted through a third party that provides an online platform on which the transactions are carried out.

Online auctions and classified advertisements are two examples of C2C platforms, with eBay and Craigslist being two of the most popular of these platforms. Because eBay is a business, this form of e-commerce could also be called C2B2C -- consumer-to-business-to-consumer.

Consumer-to-business (C2B) is a type of e-commerce in which consumers make their products and services available online for companies to bid on and purchase. This is the opposite of the traditional commerce model of B2C.

A popular example of a C2B platform is a market that sells royalty-free photographs, images, media and design elements, such as iStock. Another example would be a job board.

Business-to-administration (B2A) refers to transactions conducted online between companies and public administration or government bodies. Many branches of government are dependent on e-services or products in one way or another, especially when it comes to legal documents, registers, social security, fiscals and employment. Businesses can supply these electronically. B2A services have grown considerably in recent years as investments have been made in e-government capabilities.

Consumer-to-administration (C2A) refers to transactions conducted online between individual consumers and public administration or government bodies. The government rarely buys products or services from citizens, but individuals frequently use electronic means in the areas.

Mobile e-commerce (M-commerce) is a type of e-commerce on the rise that features online sales transactions made using mobile devices, such as smartphones and tablets. M-commerce includes mobile shopping, mobile banking and mobile payments. Mobile chat-bots also provide e-commerce opportunities to businesses, allowing consumers to complete transactions with companies via voice or text conversations.

## AN EXISTING SYSTEM :

Many customers go for purchasing offline so as to examine the product and hold the possession of the product just after the payment for the product. In this contemporary world customer's loyalty depends upon the consistent ability to deliver quality, value and satisfaction. Offline shopping has a sense of immediacy. You get to possess the item you've purchased the very moment.

If we can search and make a list of items that we would like to try while shopping, before actually going out. This way we can be more confident in our purchase and not missing out something... This can also help us to decide what areas to visit. And plan such an event with friends....

### Limitations of Existing System :

- Time Consuming
- Shipping Rates
- Refunds/Returns Disputes Lack of options
- Cash-Back offers not present
- Bad customer service

Also there are expenses for traveling from house to shop. More over the shop from where we would like to buy something may not be open 24\*7. In order to overcome these, we have e-commerce solution ,i.e. one place where we can get all required goods/products online.

## Proposed system :

The E-commerce has many advantages, compare to traditional store as one can compare the cost of a product with other e-commerce websites, and if a user dislikes any product he/she can return it. While we can make use of the current technology to overcome the problem with the existing system. The E-commerce companies can use a flying robot, so when a user places an order, the company will send the product through the robot. The robot will find the user by using the GPS, and in this way, we can reduce the time to deliver a product. While before sending a product the e-commerce company will check the product that it is same or not with the requested order.

## FUTURE SCOPE :

Purchasing and selling products and services over the internet without the need of going physically to the market is what online shopping all about. Online shopping is just like a retail store shopping that we do by going to the market, but it is done through the internet. Online shopping has made shopping painless and added more fun. Online stores offer product description, pictures, comparisons, price and much more. Few examples of these are Amazon.com, ebay.com, framt.com and the benefits of online shopping is that by having direct access to consumer the online stores can offer products that cater to the needs of consumer ,cookies can be used for tracking the customer selection over the internet or what is of their interest when they visit the site again . Online shopping makes use of digital technology for managing the flow of information, products, and payment between consumer, site owners and suppliers. Online shopping can be either B2B (business to business) or B2C (business to consumer)

Shopping cart is one of the important facility provided in online shopping, this lets customer to browse different goods and services and once they select an item to purchase they can place the item in shopping cart, and continue browsing till the final selection. Customers can even remove the items from shopping cart that were selected earlier before they place the final order. It reminds us of shopping basket that we carry in departmental store.

# Feasibility Study :

Feasibility study is the process of determination of whether or not a project is worth doing. Feasibility studies are undertaken within tight time constraints and normally culminate in a written and oral feasibility report. I have taken two weeks in feasibility study with my co-developer. The contents and recommendations of this feasibility study helped us as a sound basis for deciding how to proceed the project. It helped in taking decisions such as which software to use, hardware combinations, etc.

- Technical Feasibility
- Economical Feasibility
- Operational Feasibility

## ➤ TECHNICAL FEASIBILITY :

Technical feasibility determines whether the work for the project can be done with the existing equipment, software technology and available personnel. Technical feasibility is Concerned with specifying equipment and software that will satisfy the user requirement. This project is feasible on technical remarks also, as the proposed system is more beneficiary in terms of having a sound proof system with new technical components installed on the system. The proposed system can run on any machines supporting Windows and Internet services and works on the best software and hardware that had been used while designing the system so it would be feasible in all technical terms of feasibility.



### ➤ ECONOMICAL FEASIBILITY :

Economical feasibility determines whether there are sufficient benefits in creating to make the cost acceptable, or is the cost of the system too high. As this signifies cost-benefit analysis and savings . On the behalf of the cost-benefit analysis, the proposed system is feasible and is economical regarding its pre-assumed cost for making a system. We classified the costs of eSHOP according to the phase in which they occur. As we know that the system development costs are usually one-time costs that will not recur after the project has been completed. For calculating the development costs we evaluated certain cost categories viz

1. Personal costs.
2. Computer usage.
3. Supply and equipments costs.
4. Cost of any new computer equipments and software.

### ➤ OPERATIONAL FEASIBILITY :

It is mainly related to human organization and political aspects. The points to be considered are:

- What changes will be brought with the system?

## TECHNOLOGIES USED :

- PHP
- MySQL
- HTML
- CSS
- JAVASCRIPT

## SOFTWARE AND HARDWARE REQUIREMENTS :

### ❖ SOFTWARE REQUIREMENTS :

- WEB SERVER (APACHE).
- BROWSERS: Chrome, Firefox, Microsoft Edge, etc.
- OPERATING SYSTEM: WINDOWS 7,8,8.1,10, LINUX

### ❖ HARDWARE REQUIREMENTS :

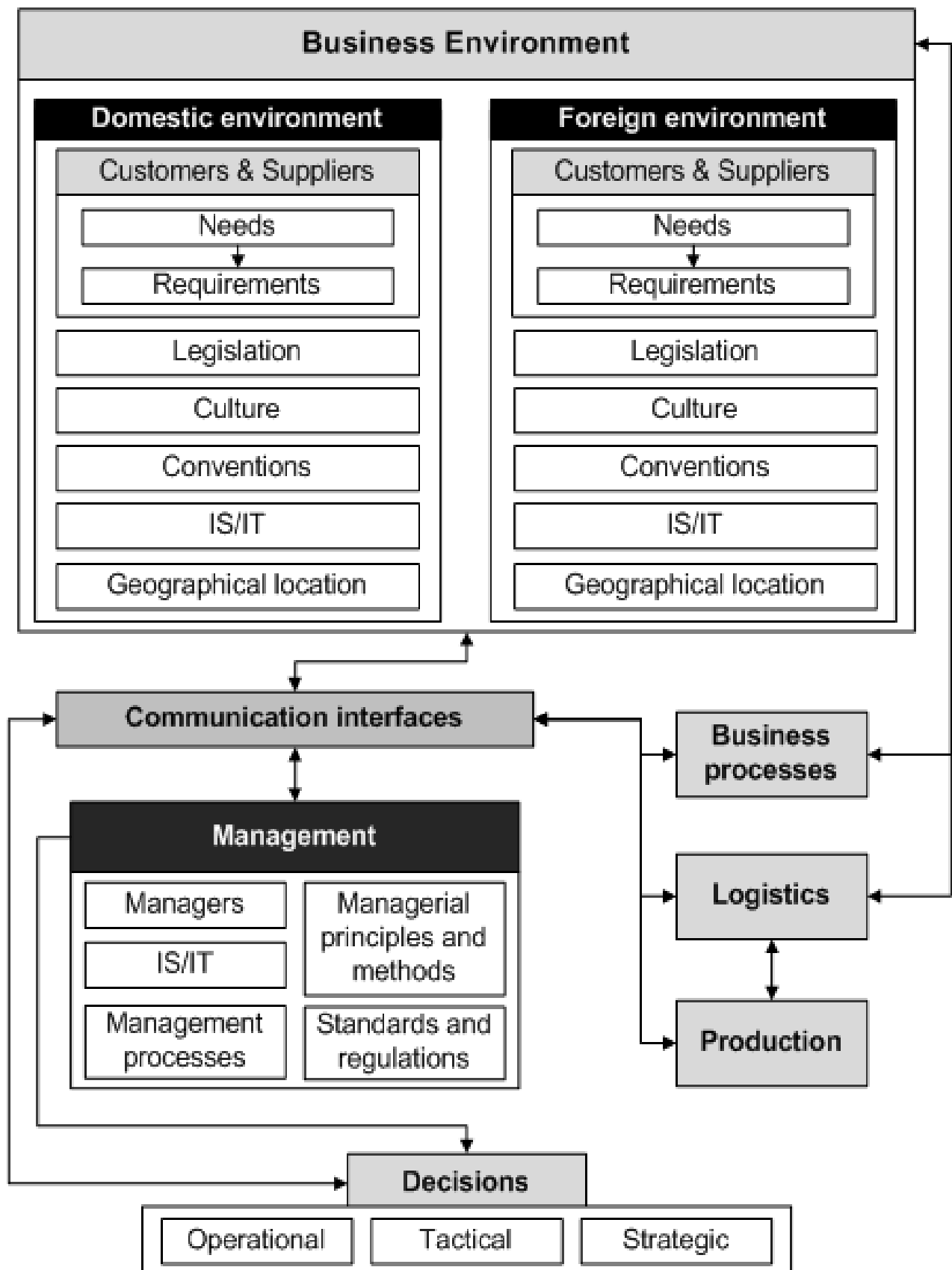
- Processor: Any Processor.
- RAM: 2GB and Above.
- HARD DISK: 20GB.
- MONITOR: 15 color monitor.

## DECISION TOOLS :

Managers' decisions should lead to make the customers' decision-making process easier. All decision making processes have to be targeted to the customers and their needs and requirements.

Customers' needs and requirements are usually different in a number of countries. This fact is always a cause of unsuccessfully cross-border online selling transactions. Only the way leading to reduce the number of unsuccessfully cross-border online selling transactions is an optimal management system making use of all necessary source information. To obtain an efficient decision-making, there are used mathematical models of allocation processes. More about mathematical model of e-commerce simulation example is written at the end of this chapter.

Supranational character of e-commerce systems evokes the need to process an extensive set of information and urges the managers to look for the new methods leading to maintenance and improvement of position in domestic and especially foreign markets. This is possible only with the aid of modern information technologies. Current trend is oriented to the development and usage of systems with business intelligence tools.

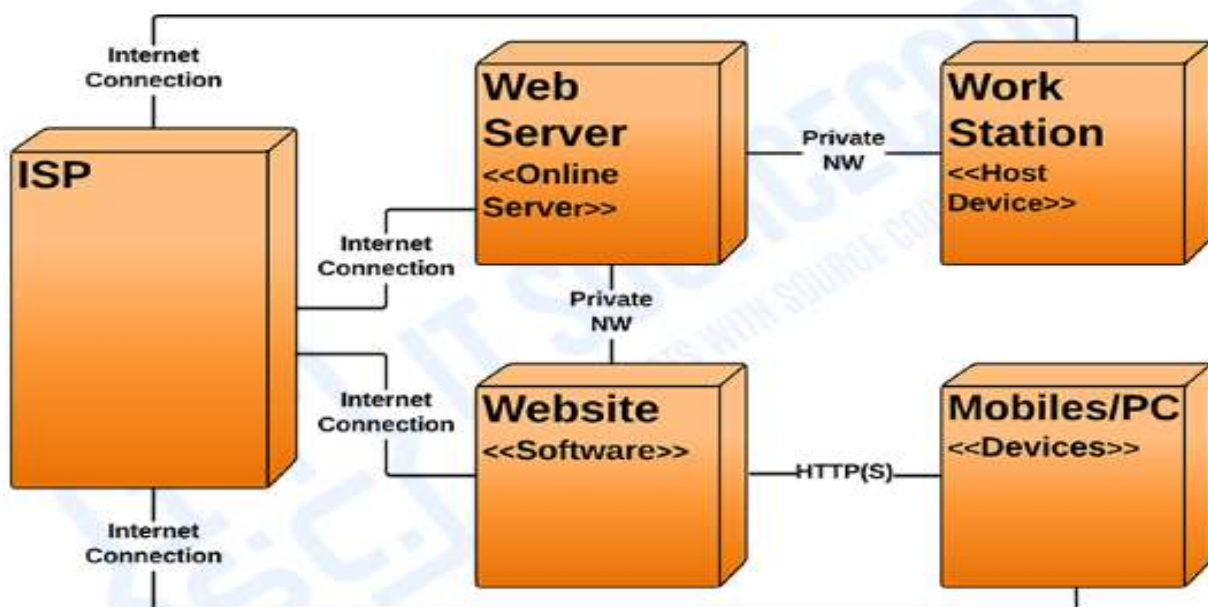


## DEPLOYMENT DIAGRAM :

The deployment diagram for e-commerce websites in UML is used to illustrate its' physical architecture. In UML, deployment diagrams can show you how the software and hardware of an e-commerce website work together and where the processing takes place.

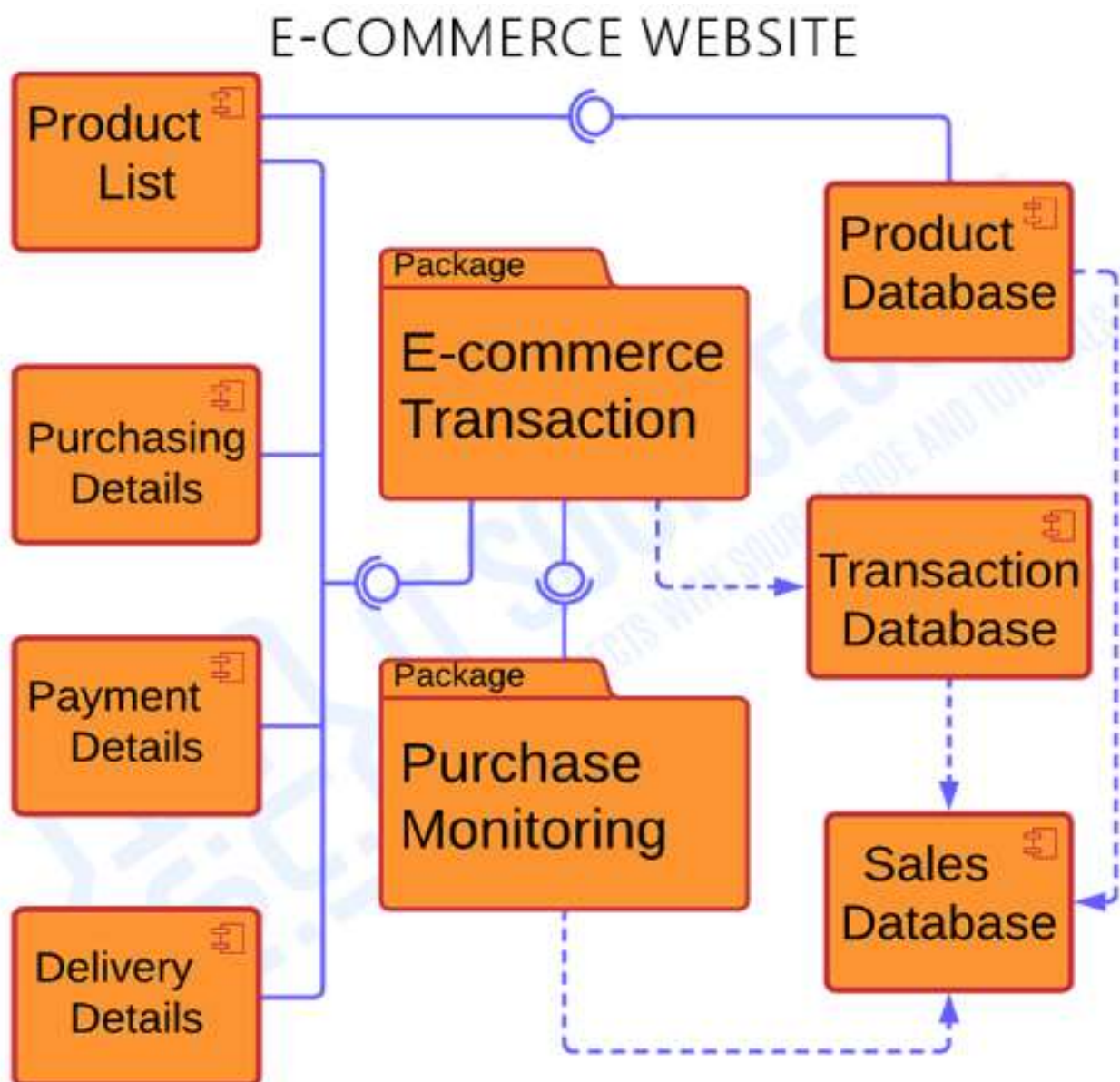
An E-commerce Website uses a UML deployment diagram to show how should the developed websites be deployed. It clarifies the communications between links (nodes) which helps the project to work according to the design given to it.

### E-COMMERCE WEBSITE



### DEPLOYMENT DIAGRAM

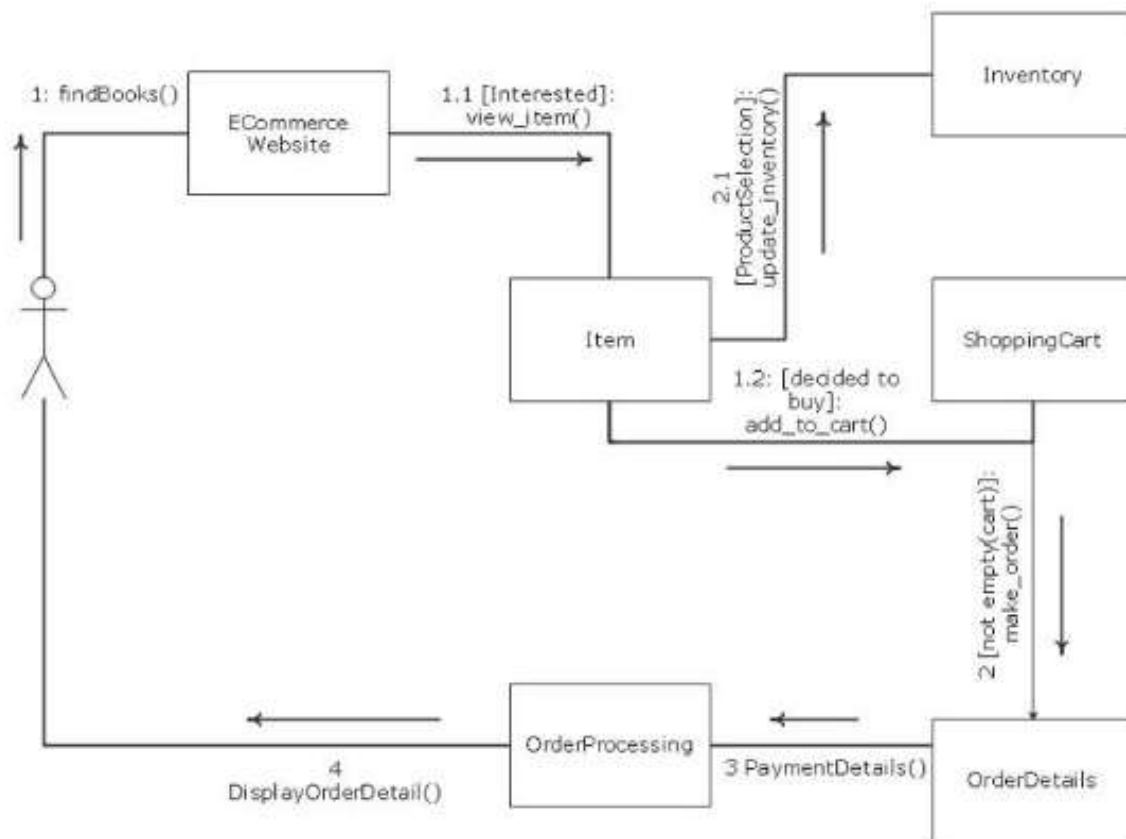
## COMPONENT DIAGRAM :



COMPONENT DIAGRAM

# COLLABORATION DIAGRAM :

**Collaboration Diagram  
For Purchase Journey on Ecommerce Wesite**



**MODULES :** This project contains 3 modules, those are

**Admin**

**Products**

**User**

### **MODULES DESCRIPTION:**

#### **Admin:-**

When admin login, he saw the customer's database, means how many users are authenticated to this website and how many users are transact everyday, and newly items are inserting into products.

#### **Products:-**

This module contains product name, and related image, and cost of its. Like toys, books, furniture, gold items, etc.. Whatever customer wants from the shopping cart.



User:-

User entered into with his username and password, when he entered into this, he saw what items are available today, this facility is available for this site. Chosen different items from website get those through door delivery.

Database Tables:

Admin Table:

Column Name	Type	Computed	Length
uname	varchar	No	20
password	varchar	No	20

Products Table:

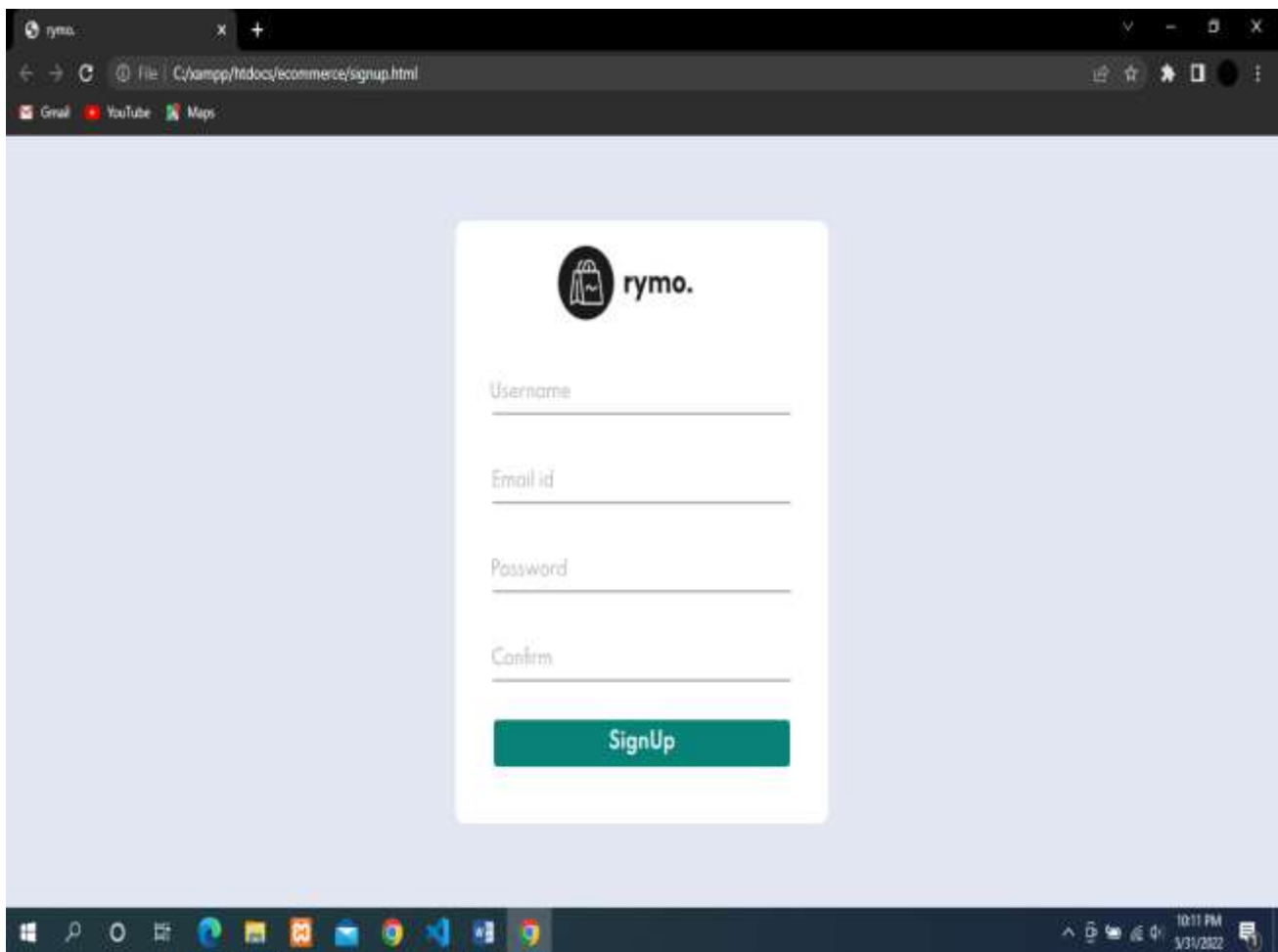
Column Name	Type	Computed	Length
Pid	int	no	4
ProductName	varchar	no	100

ProductType	varchar	no	50
image	varchar	no	100
price	int	no	4

## INPUT/OUTPUT SCREENS :

### SIGNUP PAGE :

The administrators can signup in with their email and password. If there is no match for the information provided he or she will remain on the same page until the correct data are inserted into the login space.



The screenshot shows a web browser window with the address bar displaying 'File | C:/xampp/htdocs/e-commerce/signup.html'. The page features a central white card with the 'rymo.' logo at the top. Below the logo are four input fields labeled 'Username', 'Email id', 'Password', and 'Confirm'. A green 'SignUp' button is positioned at the bottom of the card. The browser's taskbar at the bottom shows various application icons and the system clock indicating 10:11 PM on 5/31/2022.

rymo.

Username

Email id

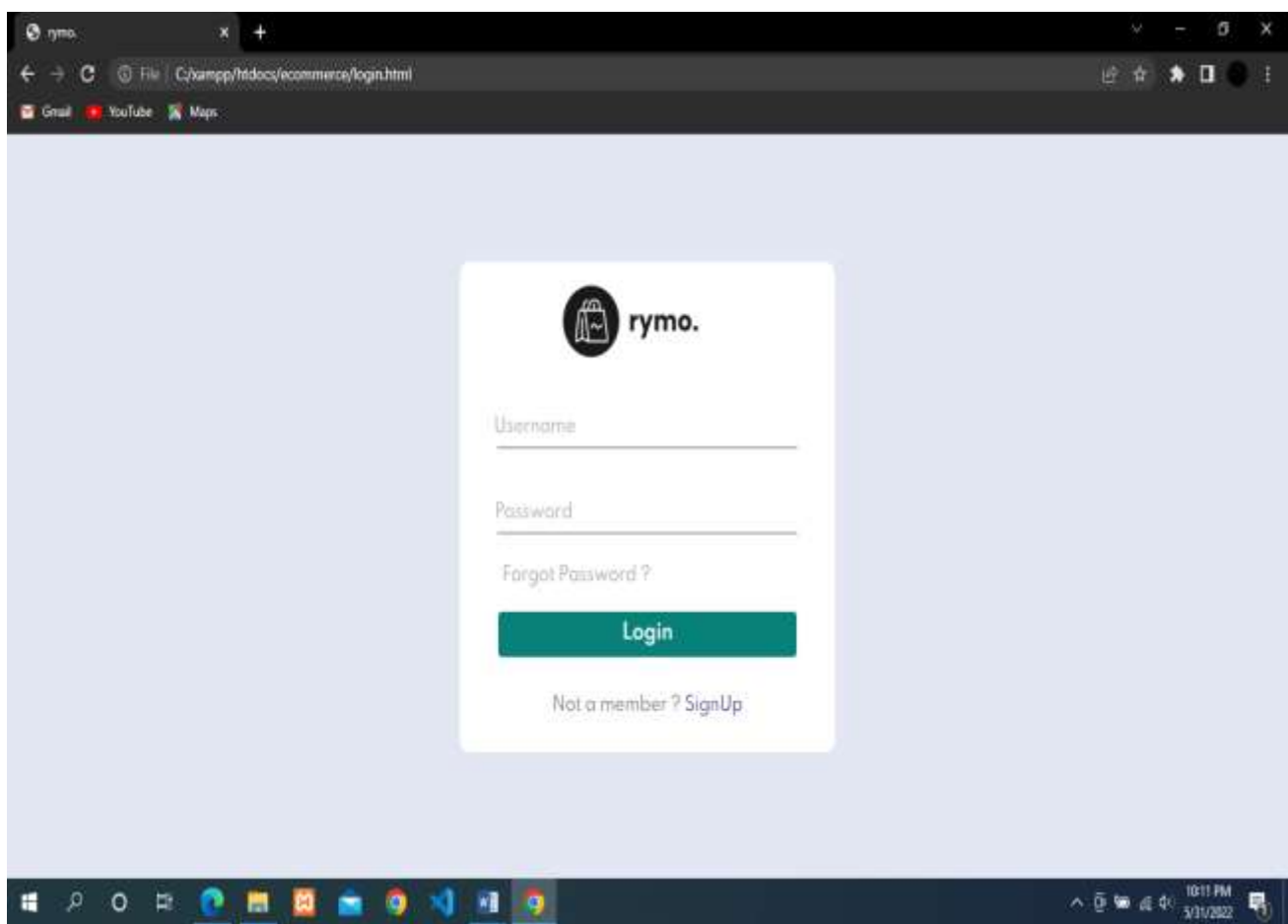
Password

Confirm

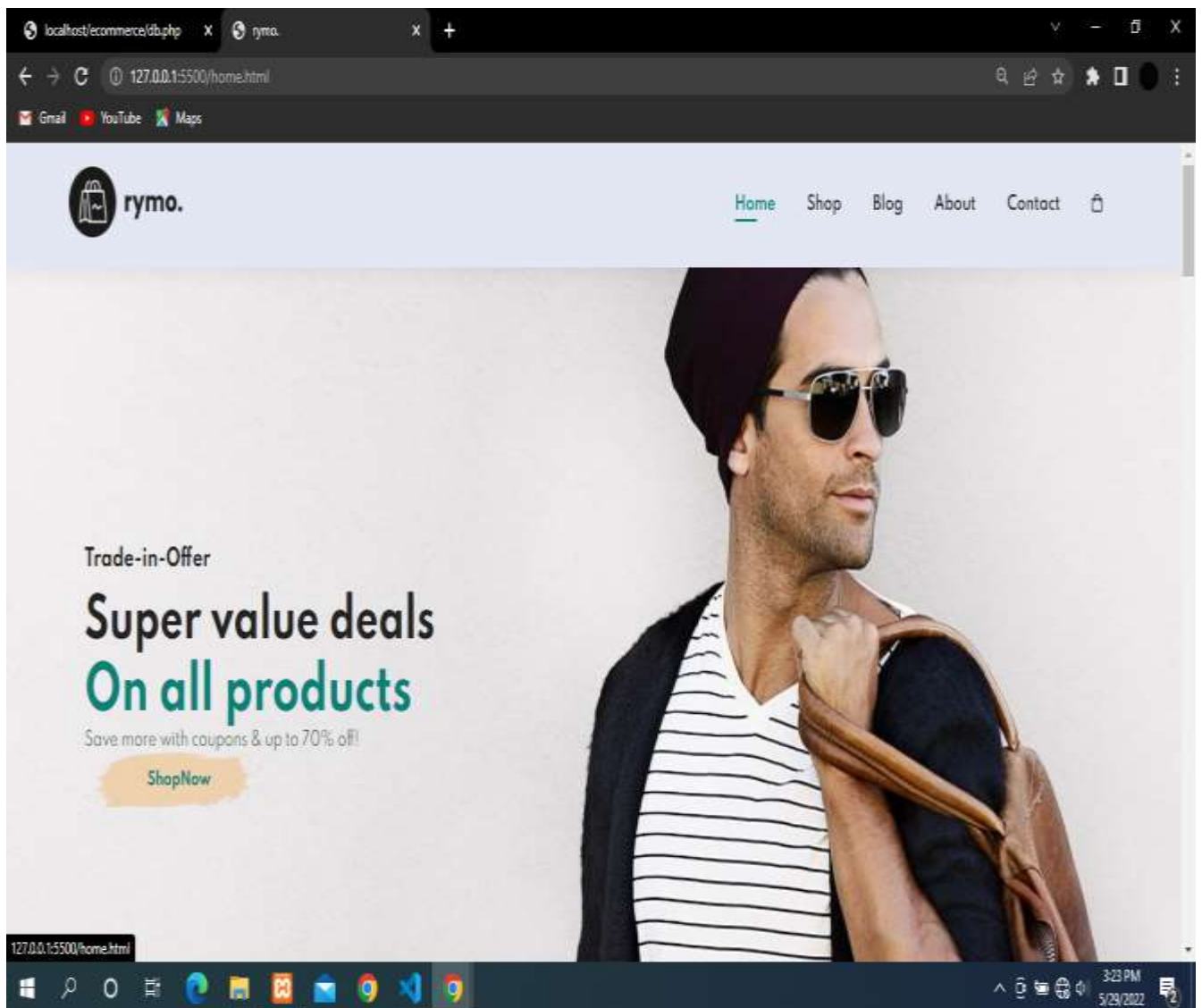
SignUp

## LOGIN PAGE :

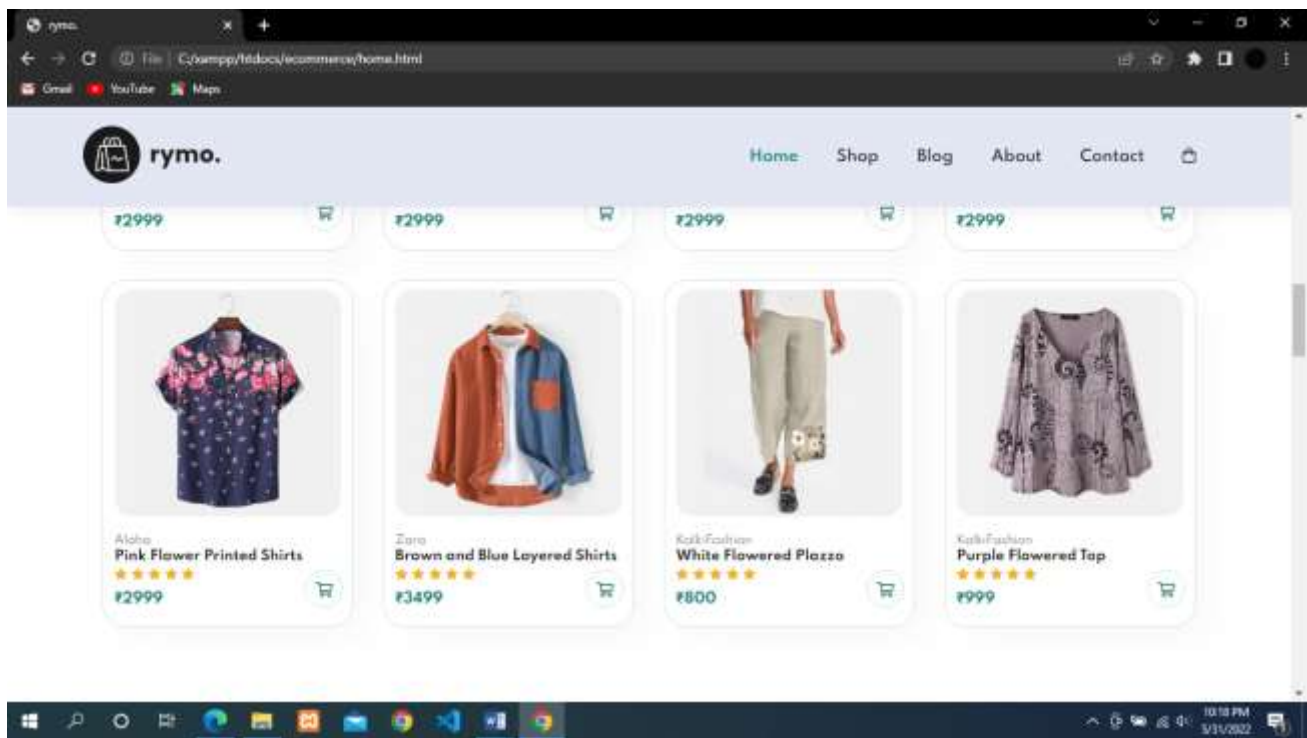
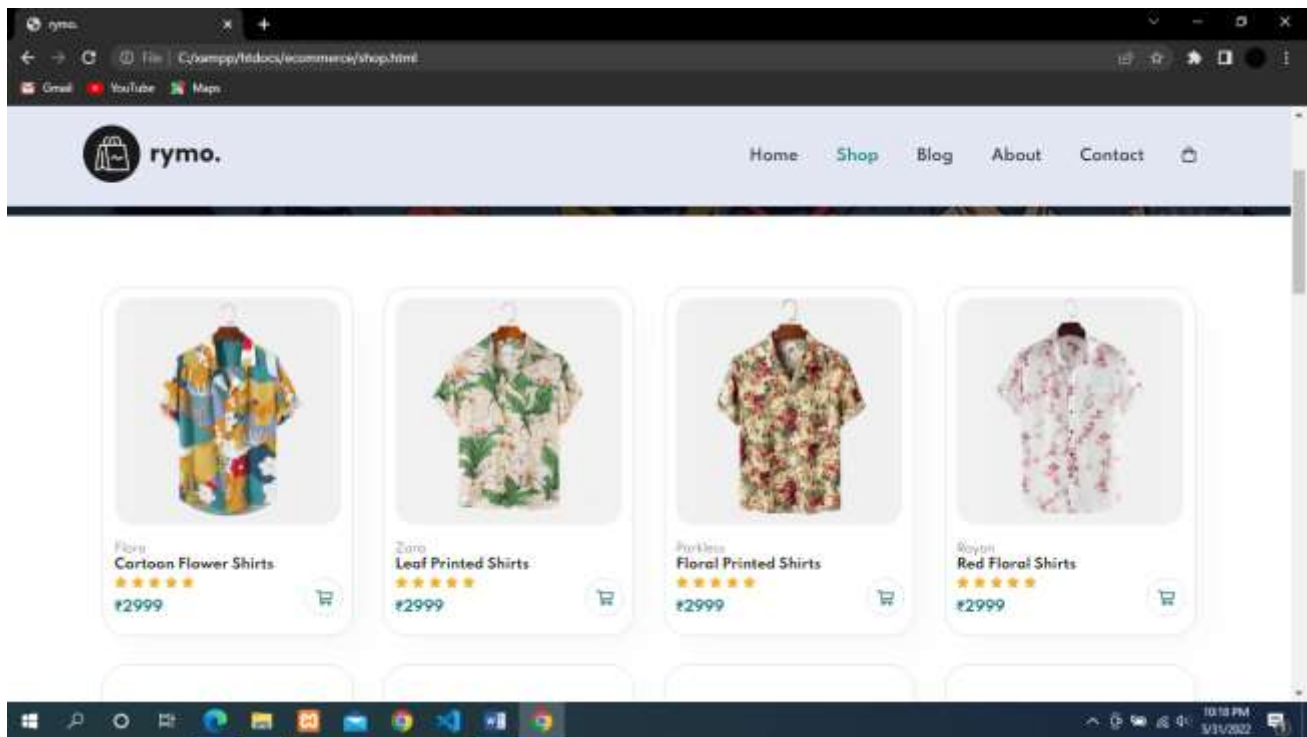
The administrators can login in with their email and password. If there is no match for the information provided he or she will remain on the same page until the correct data are inserted into the login space.

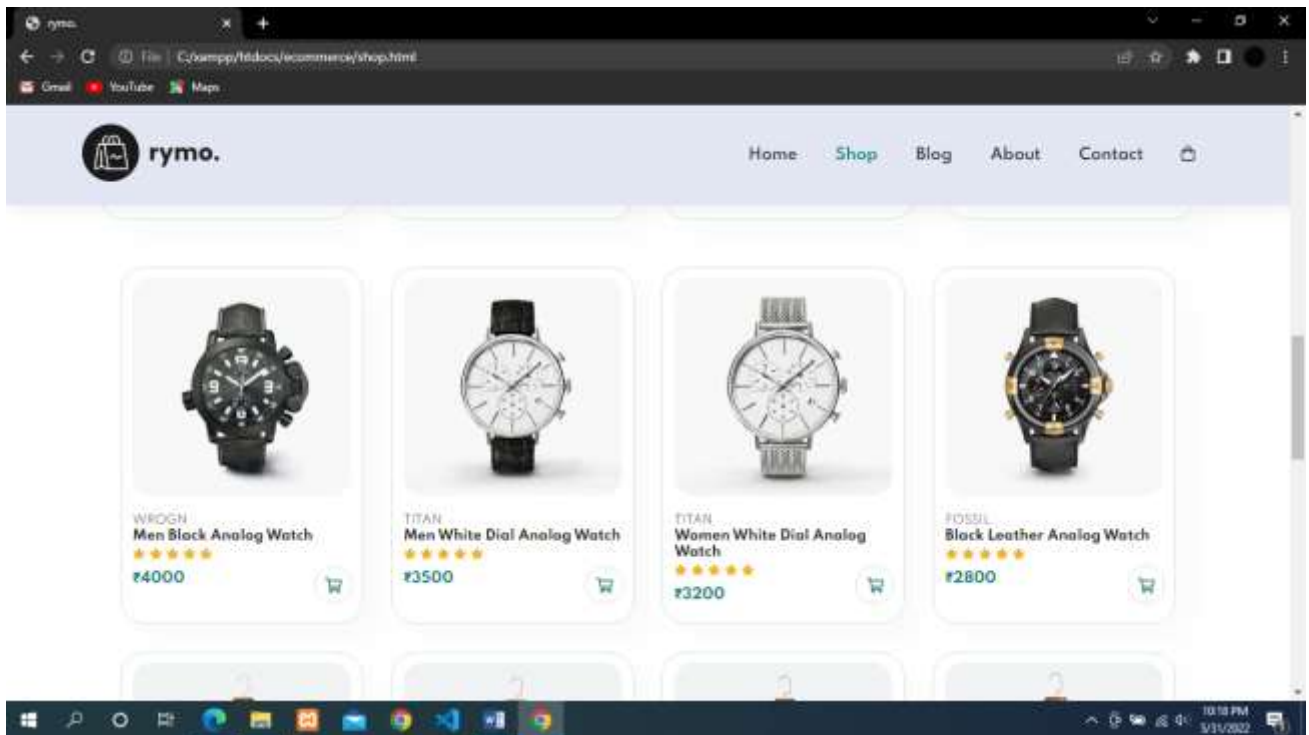
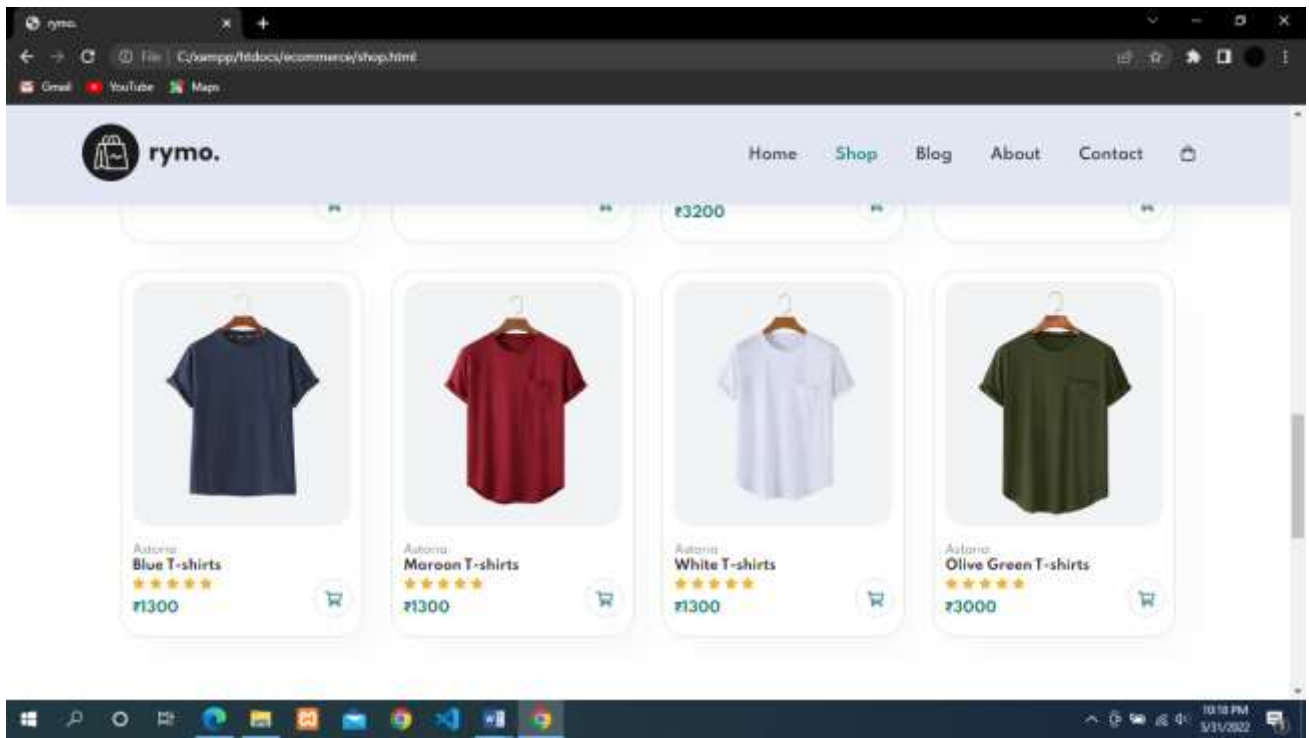


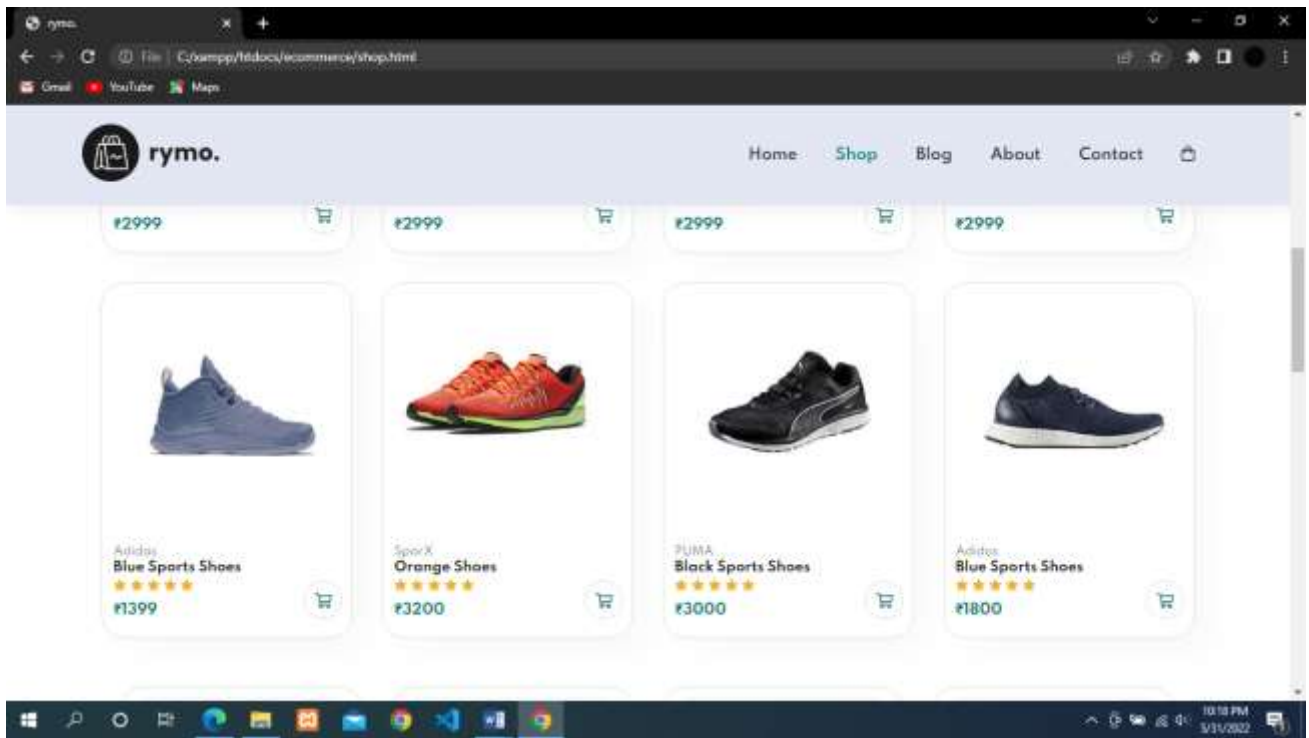
## HOME PAGE :



## SHOP :

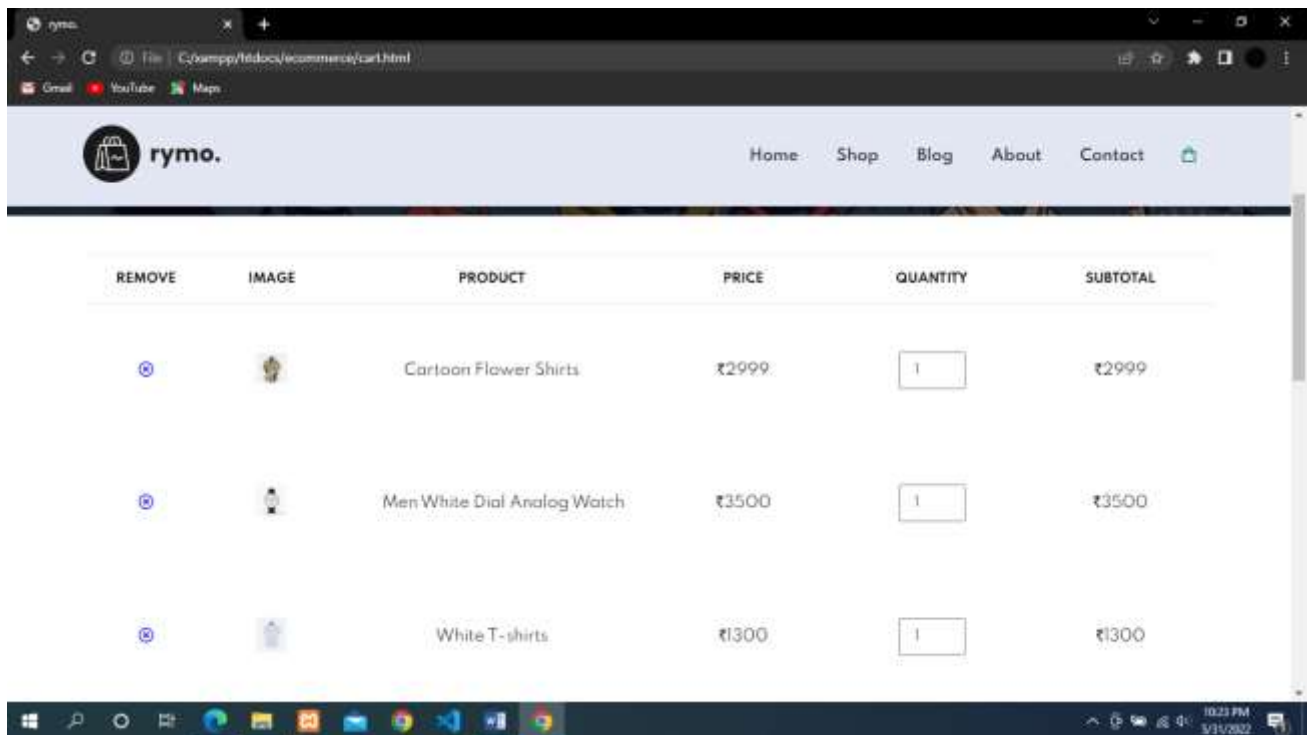







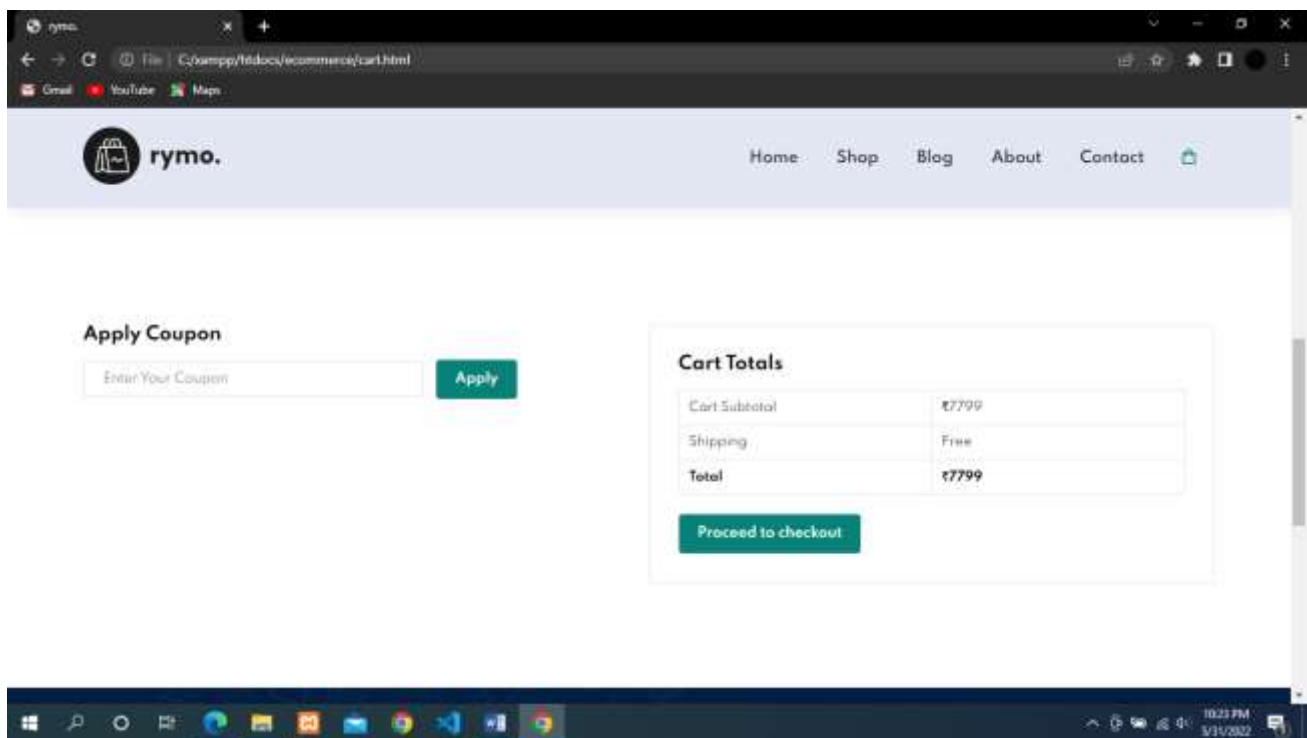




## CART :



REMOVE	IMAGE	PRODUCT	PRICE	QUANTITY	SUBTOTAL
<a href="#">✕</a>		Cartoon Flower Shirts	₹2999	<input type="text" value="1"/>	₹2999
<a href="#">✕</a>		Men White Dial Analog Watch	₹3500	<input type="text" value="1"/>	₹3500
<a href="#">✕</a>		White T-shirts	₹1300	<input type="text" value="1"/>	₹1300



**Apply Coupon**

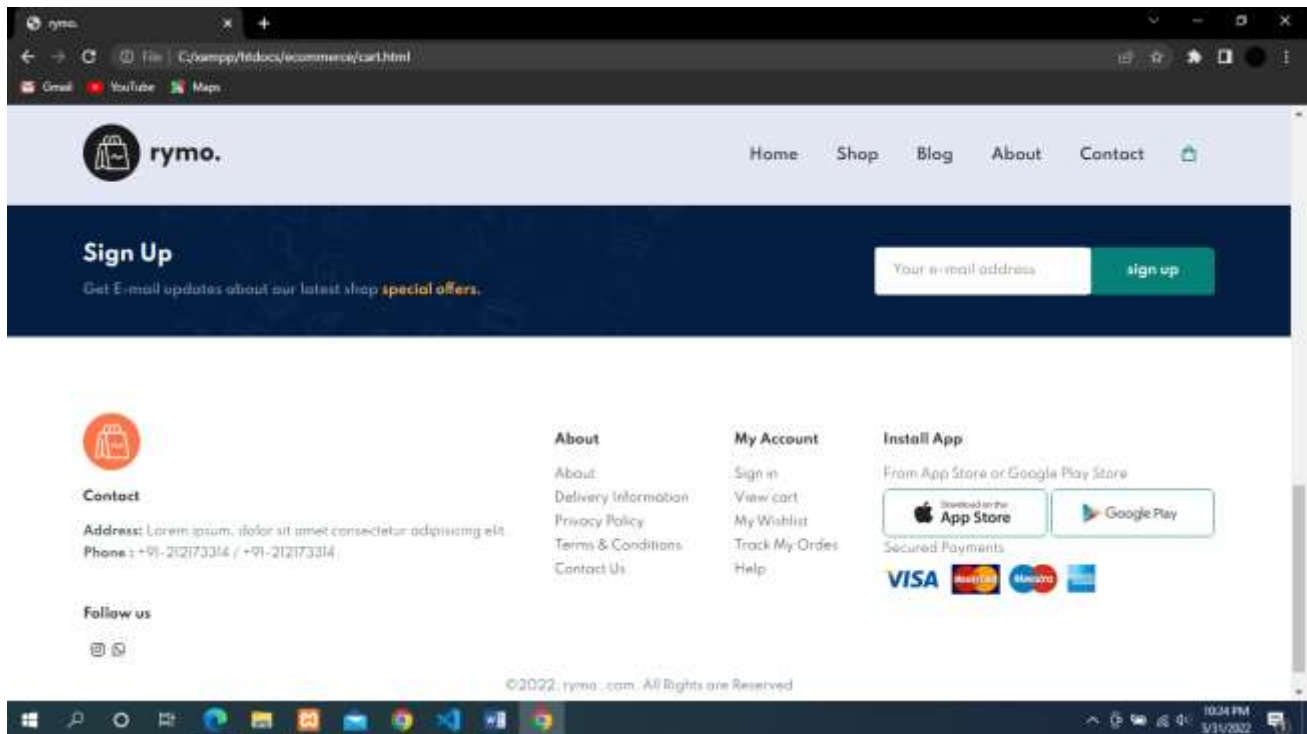
[Apply](#)

**Cart Totals**

Cart Subtotal	₹7799
Shipping	Free
<b>Total</b>	<b>₹7799</b>

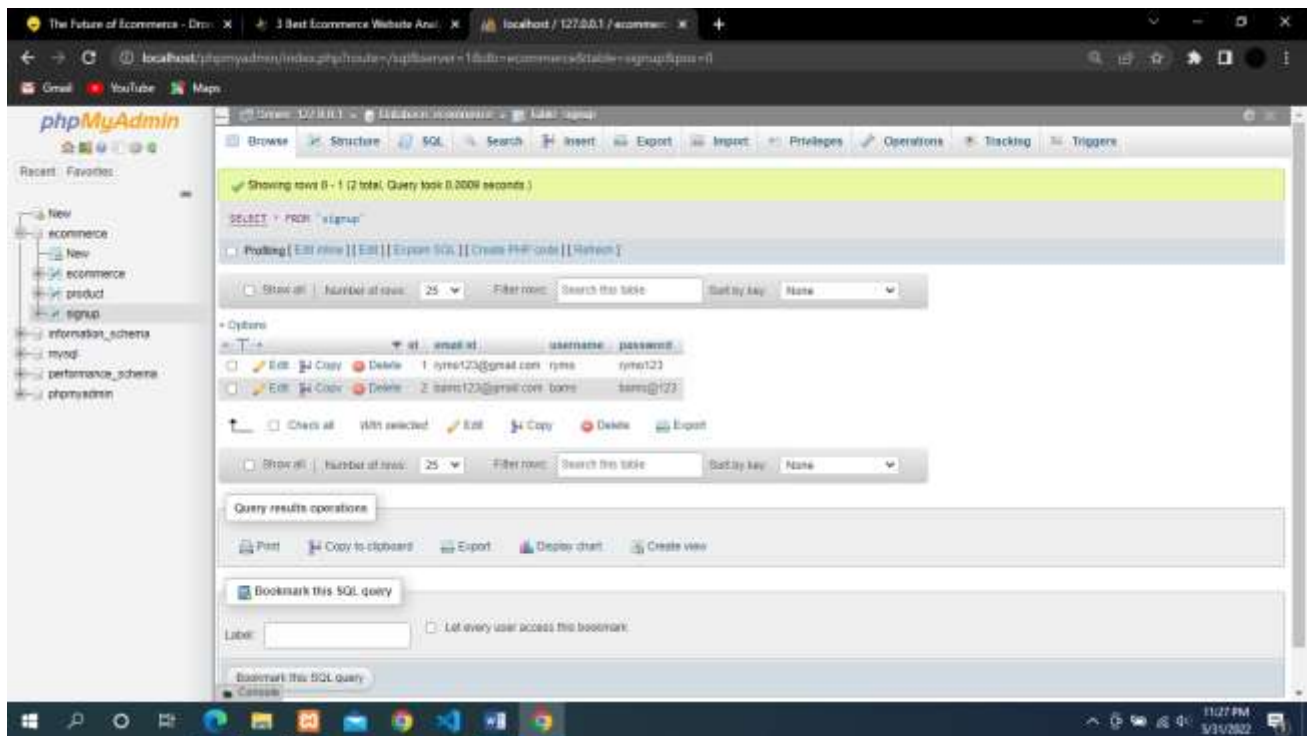
[Proceed to checkout](#)

# PAYMENT :

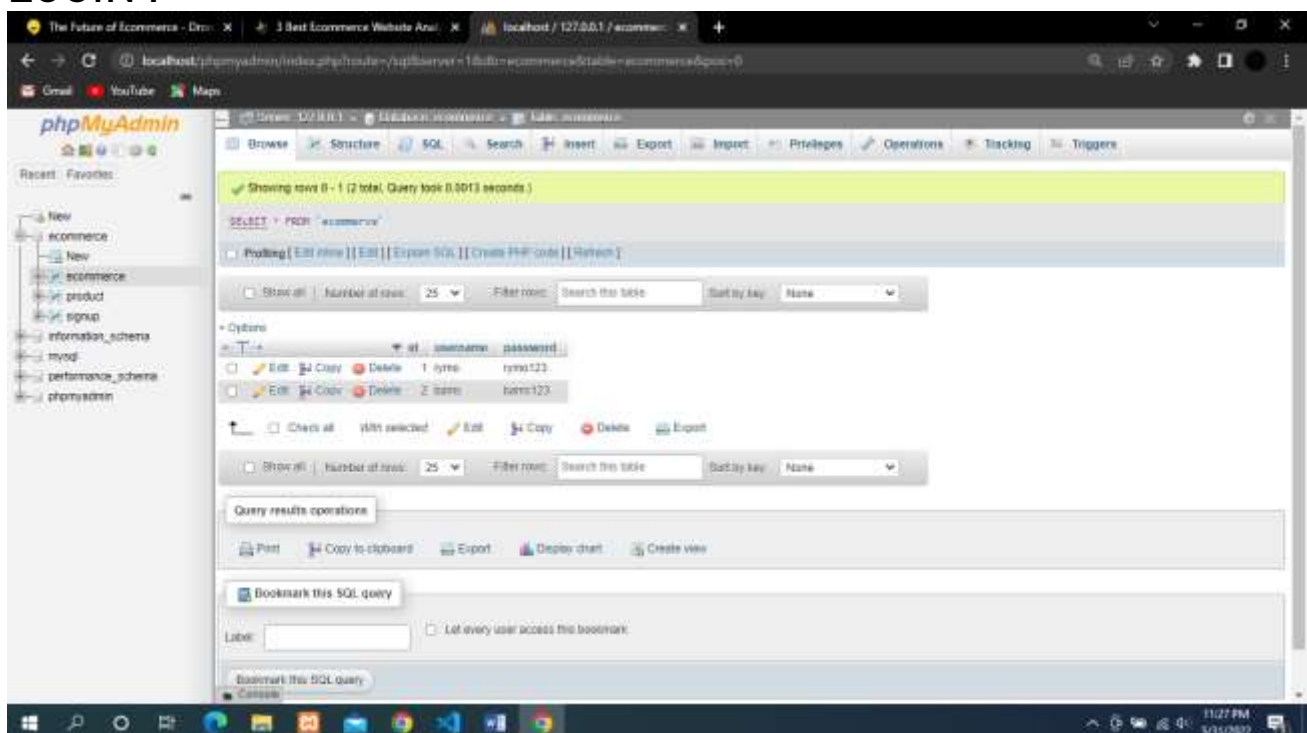


## DATABASES :

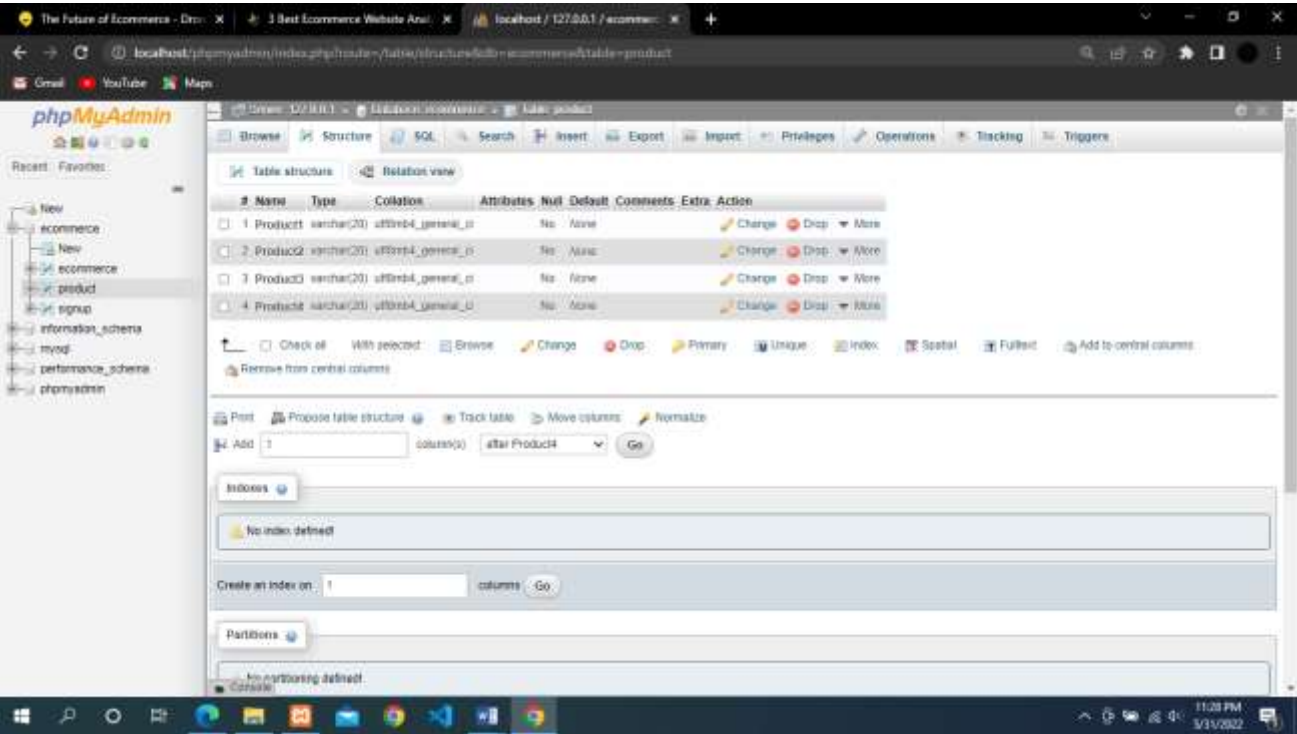
## SIGNUP:



## LOGIN :



CART:



## **LIMITATIONS :**

Though e-commerce offers many advantages to customers, business, society and nation, there are still some areas of concern that need to be addressed. The following are some of the limitations or disadvantages of e-commerce.

### **1. Security**

The biggest drawback of e-commerce is the issue of security. People fear to provide personal and financial information, even though several improvements have been made in relation to data encryption. Certain websites do not have capabilities to conduct authentic transactions. Fear of providing credit card information and risk of identity limit the growth of e-commerce.

### **2. Lack of privacy**

Many websites do not have high encryption for secure online transaction or to protect online identity. Some websites illegally collect statistics on consumers without their permission. Lack of privacy discourages people to use internet for conducting commercial transactions.

### **3. Tax issue**

Sales tax is another bigger issue when the buyer and seller are situated in different locations. Computation of sales tax poses problems when the buyer and seller are in different states. Another factor is that physical stores will lose business if web purchases are free from tax.

## **4. Fear**

People fear to operate in a paperless and faceless electronic world. Some of the business organizations do not have physical existence, People do not know with whom they are conducting commercial transactions. This aspect makes people to opt physical stores for purchases.

## **5. Product suitability**

People have to rely on electronic images to purchase products. Sometimes, when the products are delivered, the product may not match with electronic images. Finally, it may not suit the needs of the buyers. The lack of 'touch and feel' prevent people from online shopping.

## **6. Cultural obstacles**

E-commerce attracts customers from all over the world. Habits and culture of the people differ from nation to nation. They also pose linguistic problems. Thus, differences in culture create obstacles to both the business and the consumers.

## **7. High Labour cost**

Highly talented and technically qualified workforce are required to develop and manage the websites of the organization. Since internet provides a lot of job opportunities, business organizations have to incur a lot of expenses to retain a talented pool of employees.

## **8. Legal issues**

The cyber laws that govern the e-commerce transactions are not very clear and vary from country to country. These legal issues prevent people from entering into electronic contracts.

## **9. Technical limitations**

Some protocol is not standardized around the world. Certain software used by vendor to show electronic images may not be a common one. It may not be possible to browse through a particular page due to lack of standardized software. Insufficient telecommunication bandwidth may also pose technical problems.

## **10. Huge technological cost**

It is difficult to merge [electronic business with traditional business](#). Technological infrastructure may be expensive and huge cost has to be incurred to keep pace with ever changing technology. It is necessary to allocate more funds for technological advancement to remain competitive in the electronic world.

## FUTURE ENHANCEMENT :

Ecommerce is an environment that's constantly changing and upgrading as technologies improve and companies battle against each other to win a greater share of the pie.

If you've been keeping up with ecommerce analytics, you know that the trends show that growth and change takes place every year. Regardless of what kind of ecommerce business you are about to start, it's safe to say that the future of ecommerce looks [bright and promising](#).

What this guide can do is help you in two ways:

1. you'll learn what the future of ecommerce will look like;
2. you'll learn about the trends that are likely to take place so you can implement them before they become too mainstream.

Although the future of ecommerce can't be predicted in full, there is [enough evidence](#) to predict that MCommerce will flourish, and various social media platforms like Instagram and Facebook will become even more crucial in the ecommerce world.

So, here are the most anticipated changes regarding the future of ecommerce.

### Ecommerce personalization predictions :

Humans crave physical contact with other people, so it's no surprise that ecommerce is deemed as slightly less intimate and slightly less about personal experience than retail shopping. Ecommerce shops don't



have someone who can help with our browsing and recommend products to us face-to-face.

This is why certain ecommerce businesses will try to imitate this experience by making websites more personal and appealing to the eye. One of the ways ecommerce shops can become more personal for customers is by keeping track of customers' preferences and tailoring their ecommerce experience based on the things they like and are interested in. You're already familiar with a similar feature, which is the 'recommended products' section in most online stores that give customers recommendations based on their search history.

### Ecommerce delivery drones :

Drones are essentially flying robots that can be either manually controlled or programmed to fly on their own. So how exactly do flying robots correlate to ecommerce, you might ask?

Well, some people predict that, in the future, drones will be able to replace order clerks by delivering orders to customers. As you can imagine, drones are definitely faster than humans. This will significantly cut the delivery time, so orders will be delivered faster than ever before. This will certainly help businesses and customers alike, which is why many ecommerce businesses are excited about this development. The costs will be much lower for companies and people will get what they need in a shorter time.

Next-day delivery services are already looking pale in comparison.

## Ecommerce social media shopping :

Social media platforms play a large role in our lives today. Many brands are aware of this fact, so they shift their marketing towards social media sites in order to reach a larger number of people. In fact, the number of sponsored Instagram posts is [increasing every year](#).

So how can these statistics influence ecommerce? Knowing that millions of people use these apps every year is an advantage for ecommerce business owners. People are buying via social media every day, so there's no better time to invest in social media marketing and selling than now.

## Ecommerce tracking

Since retail ecommerce sales are expected to [reach \\$4.8 trillion by next year](#), now is the time to think of ways you can transfer the face-to-face retail experience to ecommerce. We've already discussed how you can customize the customer's experience, but this step also entails perfecting your online tracking experience.

## Ecommerce AI Systems :

We covered the role of drones in the future of ecommerce, but what about AI?

AI seems to be a hot topic nowadays. It's no secret that many different kinds of businesses can profit from integrating AI, whether it results in

helping the employees manage their tasks and time better or simply by making the customer's experience a lot smoother.

Potential future AI assistants will be able to do many tasks, like taking care of any questions and concerns the customers have or simply dealing with the inventory and orders. As AI systems advance, the assistants will have the ability to take on different tasks, which is why certain people assume that [AI will start dominating the ecommerce space](#).

Integrating AI in ecommerce sounds like a smart and profitable idea at first, but at what cost? Although this could result in a smoother and faster experience for the customers, a bigger issue arises: will AI replace humans to the point of resulting in fewer job opportunities? But this is a discussion for another time.

## CONCLUSION :

The central concept of the application is to allow the customer to shop virtually using the Internet and allow customers to buy the items and articles of their desire from the store. The information pertaining to the products are stores on an RDBMS at the server side (store).The Server process the customers and the items are shipped to the address submitted by them.

The application was designed into two modules first Os for the customers who wish to buy the articles. Second is for the storekeepers who maintains and updates the information pertaining to the articles and those of the customers. The end user of this product is a departmental store where the application is hosted on the web and the administrator maintains the database. The application which is deployed at the customer database, the details of the items are brought forward from the database for the customer view based on the selection through the menu and the database of all the products are updated at the end of each transaction.

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[http://www.webopedia.com/DidYouKnow/Internet/2007/Affiliate\\_Marketing.asp](http://www.webopedia.com/DidYouKnow/Internet/2007/Affiliate_Marketing.asp)

[http://www.webopedia.com/TERM/E/electronic\\_commerce.html](http://www.webopedia.com/TERM/E/electronic_commerce.html)

<http://www.amazon.com>

## REPORT :

An Ecommerce website report is a tool with many functionalities that helps you learn what is going on in your ecommerce site and how to improve your user experience in order to gain new customers, and improve the conversion rate of your ecommerce store.

You can track your online store's with multiple different reports, a Google report , an ecommerce report and much more.....

An ecommerce website report shows all the KPI's you need for optimizing your store's performance.

