MCS-205 Project Report

Peacefully

Aim: To make a E-Commerce website from scratch as a part of academic assignment

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Name : PeaceLily.ml

Refering

[*NurseryLive*](NurseryLive), [*Amazon India*](Amazon India)

Main theme for PeaceLily.ml:

- To sell plants, with and without pots.
- To sell pots, containers, used wine and whisky bottles, pebbles.
- To sell manure and fertilizers like NPK 20-20-20.
- To provide a demographic sepcific plant recommendation for a more loyal customer base build-up.
- To provide a notifications about new stocks etc.

Vision

From my perspective mainstream plants website lacks in

- To have a discussion corner, with no sign-up required(but with ads, for premium customers it's ad free), to attract more traffic on the website(as most of the plants lovers get obsessed with plants just by looking at them, increases the chance of purchase).
- To have an inter customer messaging portal for premium members for fast and easy query processing.
- To provide decorative materials corner for plants, such as *empty whisky bottles* 🍾, pebbles etc for purchased plants.
- To provide a list of plants and season specific nutrition chart of purchased plants or seeds.
- To provide a share guide along with the purchased plants.

Types Of accounts on PeaceLily.ml

More features in premium than regular and check-out.

1. Premium account
2. Regular account
3. Check-Out account

Framework and Technologies to be used

- Server-Side : PHP(generate dynamic page content, sends and receives cookies, well documented and tested code readily available)
- Proper session management to provide hastle free experience for the seller and VIP users on the website.

- ~~For UI - Bootstrap(ease of use, well documented code readily available)~~

Security measures

- This site has HTTPS.
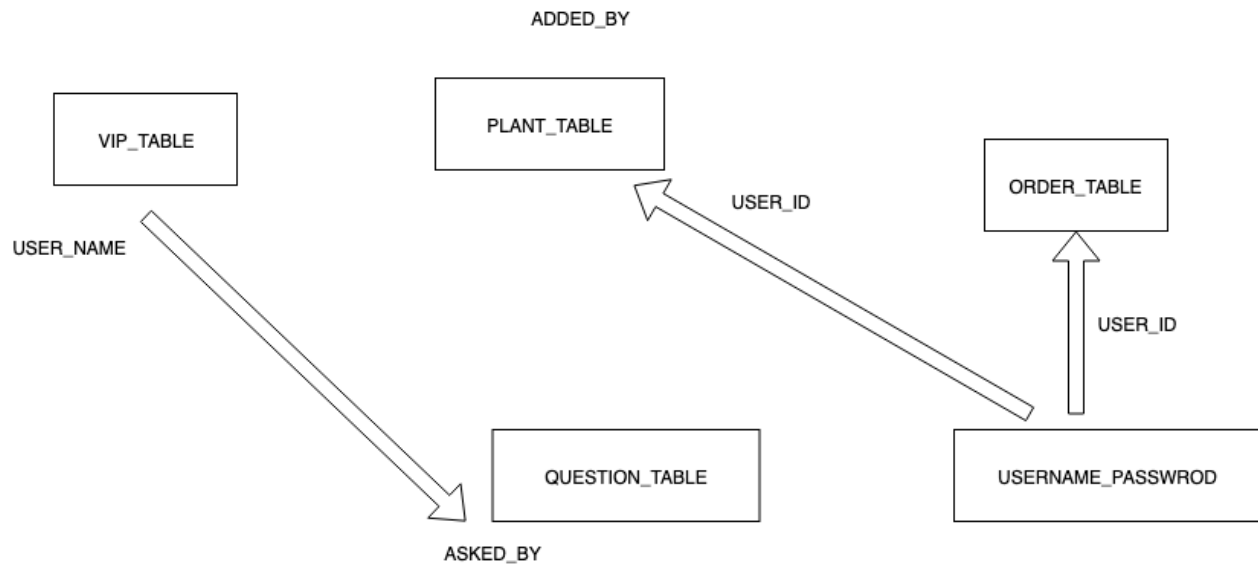- Runs through tunneling provided through cloudfare.

Tables relation

ADDED_BY

| VIP_TABLE | | PLANT_TABLE | | ORDER_TABLE |

USER_NAME

USER_ID

USER_ID

| QUESTION_TABLE | | USERNAME_PASSWROD |

ASKED_BY

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Executive Summary

Objective

To make a E-Commerce website from scratch as a part of academic assignment with functional components that are required for and E-commerce website.

Mission and vision

Vision started as a thought to develop a website for plant lovers that has the required plant lover wants so we took some points from plant lovers and tried to make those features available on our website.

Products and services

Our website aims to provide a portal for seller to sell the product that they want to sell, a portal for customers to buy plants, as such our website do not provide any service but are are planning to provide restful API on our portal soon.

Market

We are aiming for new plant lovers since they are more prone to pay more for the plants that looks great. And for pro customers we are providing fertilisers manure etc.

Products and services

Business Model

Since we kept 2 different account type on the website therefore we can call our business model to B2C (Business to customer)

Competitive Landscape

We consider our biggest rivals to be amazon.in and nurserylive.com we have gone through these websites quite thoroughly and we have found few potholes in there implementation in some features, for example discussion corner on amazon is too vague and unclear to be used by a normal customer, nurserylive does not have any premium account provision so we have tried to make those features available on our website in an easy to use manner.

There are also something on those that are implemented quite well for example amazon's API feature, customer review portal etc we are planning to make those features available on our website very shortly

Revenue Model

We are using E-Commerce model, since we hardly invested any money deploying our portal for the web we can use that saved funds for maintenance and for adding features, we will aims for funds from outside only when we have no option, we will first try make money from our beloved customers only.

Strategy And Implementation

SWOIT analysis

Strengths

- Our website is quite secure to use which is a beneficial thing for customer as well as seller.
- We have got SLA from the tunnelling merchant.
- Available world wide
- Keeps track of all the user visited, geographically.

Weaknesses

- Can not handle more than 4000 requests a day.

- Session is provided for at most 24 minutes.

Opportunities

- Mobile compatibility will be added soon, it's creating some issues so we have decided not to merge it.

Threats

- Most of the threats will be handled by middle merchant, not specifically by me or the server.

- Our database and hosting service are on different, service may be affected in some cases.

Marketing Strategy

For marketing we sharing information about the availability of the portal in our class and providing a low pricing for all the products at the beginning then tantalize customers with lucrative offers and services.

Long-term plans

To provide a better GUI soon

To provide cookies feature

To provide restful API

Technical specifications

Uses PHP Version - 7

Database - My SQL - 8

Performance grade : 92 (according to https://tools.pingdom.com/)

Page size : 418KB
Load Time: 1.11 Sec
SSL - Present
For SEO - Title present (meta will be added soon)