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| **INTRODUCTION**  **1.1 Overview**  E-commerce is fast gaining ground as an accepted and used business paradigm. More and more business houses are implementing web sites providing functionality for performing commercial transactions over the web. It is reasonable to say that online shopping system project report the process of shopping on the web is becoming commonplace.  The objective of this online shopping system project project is to develop a general purpose e-commerce store where any product (such as watches, shirts ,and other fashionable items) can be bought from the comfort of home through the Internet..  An online store is a virtual store on the Internet where customers can browse the catalog and select products of interest. The selected items may be collected in a shopping cart. At checkout time, the items in the shopping cart will be presented as an order. At that online shopping system project report time, more information will be needed to complete the transaction. Usually, the customer will be asked to fill or select a billing address, a shipping address, a shipping option, and payment information such as credit card number. An e- mail notification is sent to the customer as soon as the order is placed.  **1.2 Purpose**  Our solution aims to solve the following problems in a unique and innovative manner:    .**1 *User-Friendly******:-***  Simplicity should be a goal in good design and you don’t have to sacrifice elegance to achieve it.  As a matter of fact, studies show that [76%](https://blog.hubspot.com/blog/tabid/6307/bid/14953/What-Do-76-of-Consumers-Want-From-Your-Website-New-Data.aspx) of consumers say the most important characteristic of a website is ease of use.The objective is to help shoppers get to what they want faster and without running into unnecessary complexity that can clog up to the path to purchase. Online sellers have minutes, if not seconds, to make a sale. Focus on the user experience by providing shopping categories, filters, and comparison capabilities.  To make your ecommerce site more user-friendly, consider the following:   * Improve search functonality * Create effective, visual navigation * Ecommerce sites should be a competitive advantage instead of a troublesome experience * Screenshot (355)(1).png:  2. High-Resolution Photos & Video Gone are the days of posting one photo with a few bullet points and a price tag.  Shoppers want to see multiple angles and people using the product in different environments. They want to be able to zoom in and get a feel for the product.Technical considerations for images are crucial. Images that don’t load or take too long to load will see a consumer drop-off rate of [39%](https://blogs.adobe.com/creative/files/2015/12/Adobe-State-of-Content-Report.pdf), according to Adobe.  And, we’re not talking about just professional photos. Vanity Planet found that adding Instagram photos to their product pages increased checkouts by [24%](https://www.yotpo.com/blog/instagram-photos-increase-checkouts/)   3 Find-in-Store Not all ecommerce sites have brick-and-mortar stores. However, those that do must have a find-in-store feature.  Sometimes you don’t want to wait for an item to ship. You want instant gratification.  Shoppers are going online just to research and then complete the purchase in person. This is especially true for millennials, as they [tend to research online](https://www.retaildive.com/news/why-researching-online-shopping-offline-is-the-new-norm/442754/) before purchasing in a store.  This makes it incredibly helpful to see which local stores have products in stock.  Screenshot (357).png     1. **LITERATURE SURVEY** | | | |
| **2.1  Existing problem**  Finding the right item for use is like finding a “needle in a haystack”. Apart from being a tedious and time-consuming process, it is marred by a number of challenges such as:   * No user-friendly frontend * No proper filtering of products * No multiple sort | | |  |
| **2.2  Proposed solution**  We propose a solution by presenting a user friendly website which can be easily accessible by keeping in mind different points:- High-Resolution Photos & VideoUser-Generated ReviewsFind-in-StoreRelated ItemsSocial ProofSecurity FeaturesAdvanced Payment OptionsDetailed Shipping Information | | |  |
| **THEORITICAL ANALYSIS** | | | |
| **3.1  Block diagram**                        Basic flow chart  indexm.png  DFD Zero Level_163.jpeg  Portal Dataflow diagram | | | |
| **3.2  Hardware / Software designing** | | |  |
| **EXPERIMENTAL INVESTIGATIONS** | | |  |
| ***Front-end***   * HTML * CSS * Bootstrap * Embedded Javascript (EJS)     ***Back-end***   * Python * Django * Javascript     *Work of Applications*   * ***Js-JavaScript***:- Often abbreviated as JS, is a programming language that conforms to the ECMAScript specification. JavaScript is high-level, often just-in-time compiled, and multi-paradigm. * ***BOOTSTRAP***- Bootstrap is the most popular CSS Framework for developing responsive and mobile-first websites. * ***Django***- Django is a high-level Python Web framework that encourages rapid development and clean, pragmatic design. Built by experienced developers, it takes care of much of the hassle of Web development, so you can focus on writing your app without needing to reinvent the wheel. * ***MYSQL***- MySQL is a freely available open source Relational Database Management System (RDBMS) that uses Structured Query Language (SQL). SQL is the most popular language for adding, accessing and managing content in a database   **FLOWCHART**  indeximg.png | | | |
| **RESULT** |  | | |
| * A Web application for E-commerce * visually interactive & responsive frontend design * filter products based on different categories. * multiple sort features based on rating, price, etc.     **ADVANTAGES & DISADVANTAGES**  ***ADVANTAGES*** | | |  |
| Ecommerce saves time for a customerDetailed proProduct informationPersonalize the shopping experienceYou can retarget the customersRetail with no geographical or time limitsLower costs of store maintenanceMore affordable and effective marketingAutomation minimizes human errorAbility to handle multiple purchases ***DISADVANTAGES*** Uncertainty about the product qualityWaiting for a product to be deliveredSome items are hard to purchase onlineCompulsory registration   **APPLICATIONS** | | | |
| E-commerce has a number of applications in retail and wholesale.  E-retailing or on-line retailing is the selling of goods from Business-to-Consumer through electronic stores that are designed using the electronic catalog and shopping cart model.  Cybermall is a single Website that offers different products and services at one Internet location. It attracts the customer and the seller into one virtual space through a Web browser.        **CONCLUSION** | | | |
| We present a web application for E-commerce which is basically based on django framework of python. This website contains lists products and categories which makes it user-friendly and also feature of searching different products and filtering of different products on the basis of different categories (size and price etc). This website contains visually interactive & responsive frontend design which provides comfort interface to user with all essential facilities like related items of searched items and ease payment service for complete shopping **.**    **FUTURE SCOPE:**  Converting the web-application to a native application as well is the future scope of our application. Having said that, our web-application is fully web-responsive and supports all browsers**.** | | | |
| **BIBILOGRAPHY** | | | |
| **APPENDIX** | | | |
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