A major project proposal on

**Online Marketing: Nep-mart**

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**Online Marketing: Nep-mart**

# 1. INTRODUCTION

Nepmart is a web based application which provides a platform for the Nepalese people to shop and receive online products on other websites throughout the world. This document provides the scope and context of the project to be undertaken. It also provides a schedule for the completion of the project, including a list of all the deliverables and presentations required.

### 1.1 Problem Statement

Online shopping through different web application is a very efficient and important to save time as people should not visit various markets to search the products available in various websites. It is also important to use web application frequently for modern advancement.

Some observations have concluded that not many people in Nepal are using web application for shopping and not many production companies are associated with web application for their selling purpose due to which it is difficult for some people to manage their time to shop by visiting various markets to search the products.

### 1.2 Project Overview

This project focuses for web-based application which acts as a platform and a medium for Nepalese people to buy various products on various websites. It connects various customer and companies or production house through online conversations too.

### 1.2 Project Objectives

After the investigation of the data collection process, objectives of our project Nepmart has been drawn out. The core objectives of our application are:

1. To provide one platform for all the people to buy online products.
2. To connect customer and various online production companies on various websites.
3. To advertise different new products among the customer through the web application.
4. To provide modern advancement for all people.
5. To develop an interactive web application with user friendly interface.

### 1.4 Project Scope and Limitations

The scope of this project is to provide local Nepali people a suitable medium to buy online products on various websites. Our application, Nepmart, provides following scope:

* + 1. Provide a platform to buy various products online which connects the customers in a very advanced manner.
    2. Be updated/notified with the new products in demand.

Although our projects seem to solve the arising problems regarding the suitable medium for efficient shopping, it has certain limitations that might be quite crucial at times. Some of the limitations of our project are:

1. All the varieties of goods are not included like medical equipment and other machineries.
2. Home delivery system is not available.

### 1.5 Significance of the Study

The study suggests the need of a platform, i.e. a web platform that provides Nepalese people to receive the products via online on various websites. The customers will find it easy to go through various web sites through the web application to search various required products.

# 2. LITERATURE REVIEW

This section consists the literature study on the web-based communities of people around the world.

### 2.1 Review

Shopping through different online websites by using a suitable medium is important for the advancement and to make the buying steps efficient and reliable. This process also helps to maintain the communication between the various online production companies and the customers to be updated about the new and demanded products.

### 2.2 Existing Solutions

The website serves as a platform for users to order goods and receive choices, and, through active participation, to ask goods and answers up or down and edit the selection. Users can verify and change the order for online shopping. .

This website will provide the medium for Nepalese people to shop and receive online products on other websites throughout the world. The products will be added whenever needed or available that the customers can browse through and shop directly from our website. Customers will provide with the description and details of each product listed in our website. The product categories will be included ranging from Electronics and Accessories to clothing and others.

A shopping cart feature will be added for the customers that users can utilize especially when they have multiple orders. This feature will help customers put each product that they select to buy in the cart as they browse through different products. After the customer will do putting selected items in their cart, they may then checkout out with all the items at once. They will also be able to edit and or remove items from their cart anytime they want before checkout.

### 2.3 Solution Offered to the Existing Deficiencies

Nepmart is looking forward to provide a suitable platform for Nepali customers to come together in a way where they could choose goods, order for purchase and pay with acknowledgement.

The delete/cancel feature will be added so that our customers can take advantage of when they are not satisfied with their purchases for certain reasons. Customers will be allowed to cancel their purchases anytime even after all the payments have been processed. However, any product that has already been shipped cannot be canceled. Customers will be able to delete their whole order or delete certain items only from their orders. Once the orders have been shipped, customers will be notified and this option will no longer be available for those orders.

Furthermore, this application will have friendly user interface so that the customers can communicate with ease for purchasing goods all over the world.

# 3. METHODOLOGY

We have planned to work following methodologies for the application of different techniques to a broad range of activities in order to meet the requirements of our project, Nepmart. This section presents a detailed information about the software development process, project approach and the tool that we used for our project.

### 3.1 Software Development Lifecycle

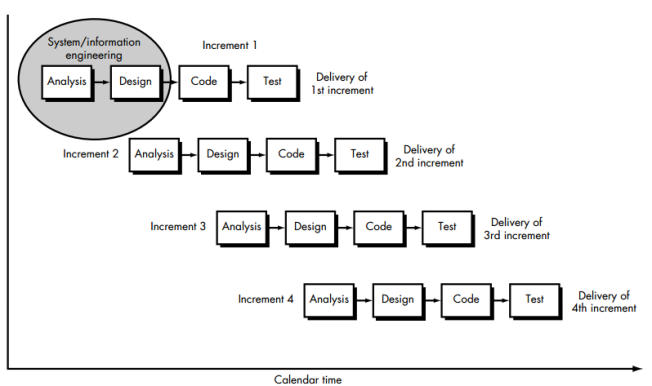
The framework that we planned to incorporate for developing this project is **Incremental model**. This model combines linear sequential model with the iterative prototype model. New functionalities will be added as each increment is developed. The phases of the linear sequential model are: Analysis, Design, Coding and Testing. The software repeatedly passes through these phases in iteration and an increment is delivered with progressive changes. [11]

Figure 1: Incremental Model

#### 3.1.1 Analysis Phase

In this phase, analysis was performed in order to find out the requirements of the system. The outcome of this phase would be a SRS which is an acronym for “System Requirement Specifications”.

#### 3.1.2 Design Phase

In this phase the SRS would be translated into the system’s design. Context Diagram, DFD, ER – Diagram, Use Case Diagram and Class Diagram will be developed.

#### 3.1.3 Coding Phase

In this phase, coding would be done according to the design and a working system is achieved/ developed by the end of this process.

#### 3.1.4 Testing Phase

In this phase, the system would be tested. With each testing a list of changes to the system developed, is suggested and the changes will be applied to the software and the software would be delivered as a successive increment until a satisfying system is achieved.

#### 3.1.5 Managing Increments

Each stage of incremental model adds some functionality to the product and passes it on to the next stage. The first increment (generally known as a **core product)** was used for a detailed evaluation. This process resulted in creation of a plan for the next increment. The iteration process, which includes the delivery of the increments to the user, continues until the software is completely developed, i.e. iteratively enhance the requirements until the final software is implemented.

### 3.2 Reason for Choosing Incremental Model

The following are the reasons for selecting incremental model for this project.

1. The requirements of the complete system were clearly defined and understood.
2. Major requirements were defined (however, some details could evolve with time).
3. Various backend APIs needed to be integrated and implemented.

### 3.3 Tools and Technologies to Be Used

The tools used for documentation, designing and developing UI/UX, testing is listed below in table:

Table 1: Tools and Technologies to be used

|  |  |
| --- | --- |
| **Tools & Technologies** | **Purpose** |
| Visual Studio Code | Official IDE for Web App Development |
| PHP, MYSQL | Programming Language |

# 4. PROPOSED RESULTS

Nepmart Developers Hub Nepal at its final phase will be able to provide the application users with the functional web-based application for connecting the online production houses and customers/people. The end product will have the following end results:

1. Platform for all the people to receive and shop required products on different websites.
2. Interface to connect and communicate different online production companies and customers.
3. Notify people to be updated about new products.
4. Provide modern advancement for efficient shopping.
5. An interactive web based application with user friendly interface.

# 5. PROJECT TASK AND TIME SCHEDULE

The project schedule has been designed as per requirements and constraints involved. This project is scheduled to be completed in about two months. Requirement analysis have been given more emphasis. Research and database management is to be done first and well documented. Debugging and Testing is to be done prior to the completion of the project.

Table 1: Project Task and Schedule

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **TASK** | **First Increment Period** | **Second Increment Period** | **Third Increment Period** | **APPROX DURATION**  **(in days)** |
| Requirement Analysis and  Specification | 3 | 2 | 3 | 8 |
| Undertake Analysis of the System | 5 | 5 | 3 | 13 |
| Design System | 3 | 3 | 7 | 13 |
| Produce Requirement Specifications | 4 | 3 | 4 | 11 |
| Testing and Debugging | 2 | 3 | 3 | 8 |
| Overall System Test | 3 | 4 | 4 | 11 |
| Develop Documentation | 3 | 4 | 2 | 9 |
| Total days | 23 | 24 | 26 | 73 |

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