CHAPTER – 1

INTRODUCTION

1.1 Web Technology

Web Technology refers to the various tools and techniques that are utilized in the process of communication between different types of devices over the internet. A web browser is used to access web pages. Web browsers can be defined as programs that display text, data, pictures, animation, and video on the Internet. Hyperlinked resources on the World Wide Web can be accessed using software interfaces provided by Web browsers.

Web development refers to the building, creating, and maintaining of websites. It includes aspects such as web design, web publishing, web programming, and database management. It is the creation of an application that works over the internet i.e. websites.

Web Development can be classified into two ways:

- Frontend Development: The part of a website that the user interacts directly is termed as front end. It is also referred to as the 'client side' of the application.
- Backend Development: Backend is the server side of a website. It is the part of the website that users cannot see and interact. It is the portion of software that does not come in direct contact with the users. It is used to store and arrange data.

In our project the Landing page is made in such a way that company's items, goods, merchandise and products that are ready to sell, along with the raw materials that are used to produce them are marketed in the website This could also be a computer-based system for tracking how popular is the website being reached. A Product Landing website which is developed with the use of procedural languages like PHP in the backend, MYSQL as the database language, frontend uses HTML, CSS, JAVASCRIPT.

Landing pages are often linked to social media, e-mail campaigns, search engine marketing campaigns, high quality articles or "affiliate account" in order to enhance the effectiveness of the advertisements. The general goal of a landing page is to convert site visitors into sales or leads. Hence in our project we are trying to build a completely responsive website which could be used in any kind of systems like laptops, Android phones, Tablets etc..,

1.2 Aims and Objectives

The main aim of the project is landing page must lead the visitor down a single lane attract them to perform one single action. If your visitor does not understand your offer or business then they will bounce. This is the benefit of using landing pages. Altogether, landing pages should provide the visitor with a clear reward and objective.

1.3 About HTML

HTML stands for HyperText Markup Language**.** It is used to design web pages using the markup language**.** HTML is the combination of Hypertext and Markup language**.** Hypertext defines the link between the web pages and markup language defines the text document within the tag that define the structure of web pages. HTML is used to create the structure of web pages that are displayed on the World Wide Web (www). It contains Tags and Attributes that are used to design the web pages. Also, we can link multiple pages using Hyperlinks.

1.4 About CSS

CSS (Cascading Style Sheets) is a stylesheet language used to design a webpage to make it attractive. The reason for using this is to simplify the process of making web pages presentable. It allows you to apply styles on web pages. More importantly, it enables you to do this independent of the HTML that makes up each web page.

There are three types of CSS which are given below:

- Inline: Inline CSS contains the CSS property in the body section attached with the element known as inline CSS.
- Internal or Embedded: The CSS ruleset should be within the HTML file in the head section i.e the CSS is embedded within the HTML file.
- External: External CSS contains a separate CSS file that contains only style property with the help of tag attributes.

The creation of large websites, where fonts and color information were added to each page, became a time-consuming and costly procedure.

1.5 About JavaScript

JavaScript is the world most popular lightweight, interpreted compiled programming language. It is also known as scripting language for web pages. It is well-known for the development of web pages,

many non-browser environments also use it. JavaScript can be used for Client-side developments as well as Server-side developments.

JavaScript is a high-level, often just-in-time compiled language that conforms to the ECMAScript standard. It has dynamic typing, prototype-based object-orientation, and first-class functions. It is multi-paradigm, supporting event-driven functional, and imperative programming styles. It has Application Programming Interfaces (APIs) for working with text, dates, regular expressions, standard data structures, and the Document Object Model (DOM). JavaScript engines were originally used only in web browsers, but are now core components of some servers and a variety of applications. The most popular runtime system for this usage is Node.js.

1.6 About PHP

PHP: Hypertext Pre-processor is a widely used, general-purpose scripting language that was originally designed for web development to produce dynamic web pages. For this purpose, PHP code is embedded into HTML source document and interpreted by a web server with a PHP processor module, which generates the web page document. As a general purpose programming language, PHP code is processed by an interpreter application in command-line mode performing desired operating system operations and producing program output on its standard output channel. It may also function as a graphical application. PHP is available as a processor for most modern web servers and as standalone interpreter on most operating systems and computing platforms. PHP is a free software released under the PHP License.

1.6.1 Connecting PHP Application to MySQL Database

1) Make a connection variable to the database:

$con = mysql_connect (“localhost”,”servername”,”password”);

Here $con is a connection variable to database.

2) Select a database over that connection variable:

$db = mysql_select_db(“databasename”,$con);

3) Prepare a sql query to execute:

$qry = Select * from abc;

4) Run the sql query:

```
$result = mysql_query($qry);
```

5) Iterate over the result:

```
while($row = mysql_fetch_array($result))
{
//some logic
}
```

1.7 About MySQL

MySQL is a Relational Database Management System (RDBMS) developed by Oracle that is based on Structured Query Language (SQL). It supports large databases, up to 50 million rows or more in a table. The default file size limit for a table is 4GB, but it can be increased (if the operating system can handle it) to a theoretical limit of 8 million terabytes (TB). SQL is a language programmers use to create, modify and extract data from the relational database, as well as control user access to the database. In addition to relational databases and SQL, an RDBMS like MySQL works with an operating system to implement a relational database in a computer's storage system, manages users, allows for network access and facilitates testing database integrity and creation of backups. MySQL is a component of the LAMP web application software stack (and others), which is an acronym for Linux, Apache, MySQL, PHP/Python. MySQL is also used by many popular websites, including Facebook, Flickr, MediaWiki, Twitter, and YouTube.

CHAPTER 2

SYSTEM SPECIFICATIONS

2.1 Hardware Requirements

The selection of hardware is very important in the existence and proper working of any software. In the selection of hardware, the size and the capacity requirements are also important. The Web Based Manufacturing System can be efficiently run on Pentium system with at least 128 MB RAM and Hard disk drive having 20 GB. Floppy disk drive of 1.44 MB and 14 inch color monitor suits the information system operation.(A Printer is required for hard copy output).

Processor	: Intel-Core i5,i7
Processor Speed	: 2.0 GHz
RAM	: 3GB or more
Hard Disk	: 40GB to 80GB

2.2 Software Requirements

The Product Landing Website is designed in such a way that the user can easily interact with the screen. The admin and the user are the two users who use the project. The admin inserts the details of all the other modules. Users can view the website via logging in and the permission would be provided by the admin. The website is built in a responsive manner using all this requirements.

Operating System	: Windows (7,10,11)
IDLE	: Visual Studio Code
Frontend	: HTML, CSS
Scripting language	: JAVA SCRIPT
Backend	: PHP
Browser	: Chrome
Server	: XAMPP

CHAPTER 3

SYSTEM DESIGN

The main objective of developing this project is to automate the Product details and management of the products. The Website will greatly simplify products available on the company. Product landing pages are made up of many different parts, each of which has its own function. Blocks follow one another in a logical order, culminating in a call to action. It's best to start creating a landing page on the paper block by block so you don't get distracted by little things like logo size or font color and instead focus on the structure. You can search for product landing page design inspiration to further broaden your mind.

3.1 Existing System

As we know Advertising about a product manually are time consuming and less efficient and are less accurate in comparison to the computerized system. They consists of Lot of paper work, Not such user friendly, and even Difficult to keep on marketing on each product. And companies Suffer from huge loss Because of not maintaining good records of the stocks and products and reports that they could update on monthly or yearly basis and lot of congestions are caused in maintaining the records manually.

3.2 Proposed System

The scope of the proposed system is to provide user efficient working environment and more output can be generated through this. This system provides user friendly interface resulting in knowing each and every usability features of the system. This system helps in tracking records so that past records can be verified through them and one can make decisions based on the past records. This system completes the work in a very less time resulting in less time consumption and high level of efficiency. This system is developed in such a way that even a naïve user can also operate the system easily. The calculations are made very quickly and the records are directly saved into databases and the databases can be maintained for a longer period of time. Each record can be retrieved and can be verified for the future transactions. Also this system provides high level of security for data leaking as only admin people can access the database no changes can be made in it until it verifies the user login id and password. We also have operator login through which operator can take orders but can’t make changes in the website. Limited access is available to the user.

CHAPTER 04

SYSTEM ARCHITECTURE

3.3 Data Flow Diagram

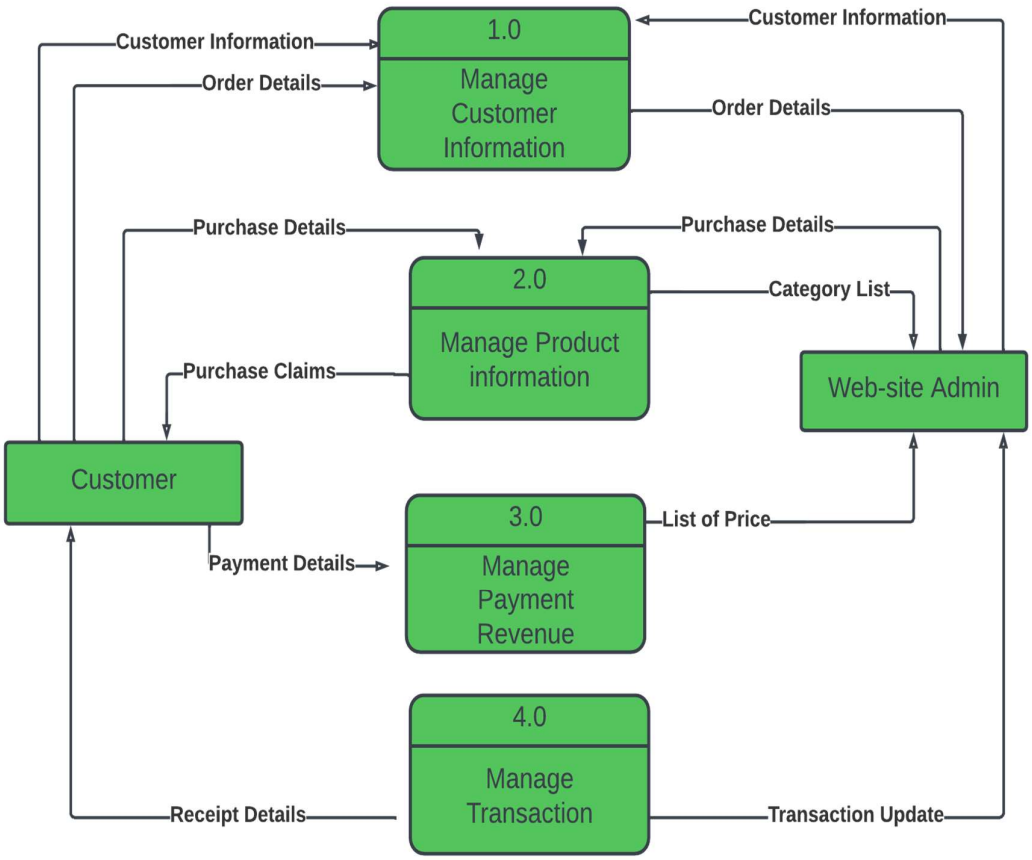
Data Flow Diagrams show the flow of data from external entities into the system, and from one process to another within the system. There are four symbols for drawing a DFD:

I. Rectangles representing external entities, which are sources or destinations of data.

II. Ellipses representing processes, which take data as input, validate and process it and output it.

III. Arrows representing the data flows, which can either, be electronic data or physical items.

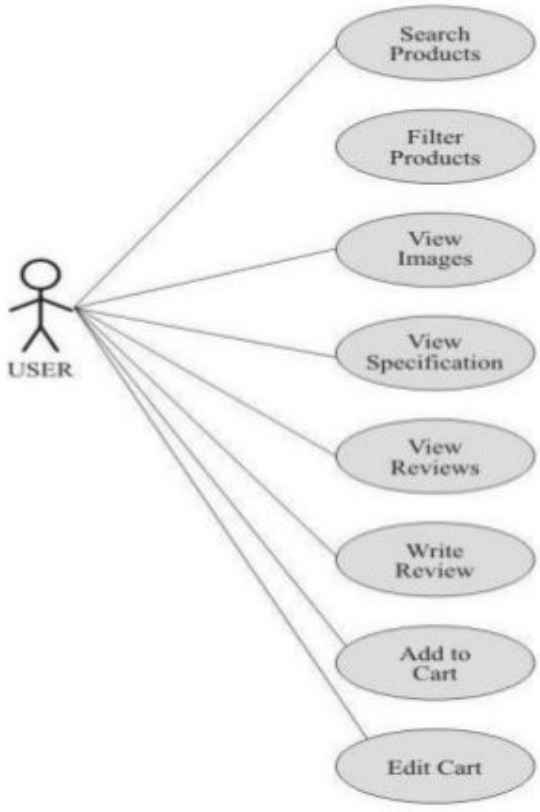
IV. Open-ended rectangles or a Disk symbol representing data stores, including electronic stores such as databases or XML files and physical stores such as filing cabinets or stacks of paper.



3.4 Use Case Diagram

Any real-world system has multiple users and representation of the system should consider the perspective of all users. UML (Unified Modelling Language) is a visual representation of a system. The system can be software as well as non-software application. The Use Case diagram gives overall view of the system functionalities. It also shows the relationship between different modules of the system. By use case diagram use of the system can be clearly demonstrated. The users of the system accesses the system modules according to the privileges provided to them by administrator

The main purpose is to present all functional requirements of the system diagrammatically with all the users who can access the functionality. The presentation is from the perspective of all users giving a high-level design and basic flow of events of the system.



CHAPTER 5

SYSTEM IMPLEMENTATION

JavaScript is a powerful language that makes everything possible. The beauty of the syntax makes all kinds of learners and developers understand the language with ease, and astounding pieces of technology are created. If you follow this blog religiously, you will be able to understand the concepts of JavaScript that will enable you to perform the undermentioned tasks like a pro:

- Adding interactivity to your web page with the click of a button
- Changing the text on your web page as per the user interaction
- Show and hide certain elements to your web page with JavaScript.

5.1. The HTML Page

This is a very simple page that would display a single question at a time. I have provided the content of the body for simplicity. So just write this code in the body section of your html page.

5.2. Understand the Styles

You already know that elements in a html page can have attributes like id, class, type etc. Now, let me briefly explain the classes to you.

- **quiz-wrapper**: this class specifies the styles that are applied to the entire quiz box
- **question**: this contains that styles applied to the question
- **options**: the four options for each question
- **score**: styles for the next button and the score-card
- **next**: applies to the next button
- **score-card**: applies to the score-card

5.3. The styles.css File

You need to create a file, styles.css. Place it in the same folder as your html file(index.html).Since this file contains many styles.

5.4. The Script File

This is where we have to do much of the work. So I really need you to pay attention to this part. Also watch the video if you for more detailed explanation.

5.5 Source Code

5.5.1 Frontend Section

```
<!DOCTYPE html>
<html lang="en">
  <head>
    <meta charset="utf-8">
    <meta http-equiv="X-UA-Compatible" content="IE=edge">
    <meta name="viewport" content="width=device-width, initial-scale=1">
    <title>Product Landing Website</title>


  <style>
    #navigation {
      background: #FF4E50;
        background: -webkit-linear-gradient(to right, #F9D423, #FF4E50);
        background: linear-gradient(to right, #F9D423, #FF4E50);
    }
    #header {
        background: #780206;  /* fallback for old browsers */
        background: -webkit-linear-gradient(to right, #061161, #780206);  /* Chrome 10-25, Safari 5.1-6 */
        background: linear-gradient(to right, #061161, #780206); /* W3C, IE 10+/ Edge, Firefox 16+, Chrome 26+, Opera 12+, Safari 7+ */
    }
    #top-header {
        background: #870000;  /* fallback for old browsers */
        background: -webkit-linear-gradient(to right, #190A05, #870000);  /* Chrome 10-25, Safari 5.1-6 */
        background: linear-gradient(112deg,#623324,#ffd600,#ff2929,#ffe600); /* W3C, IE 10+/ Edge, Firefox 16+, Chrome 26+, Opera 12+, Safari 7+ */
    }
    #footer {
        background: #7474BF;  /* fallback for old browsers */
        background: -webkit-linear-gradient(to right, #348AC7, #7474BF);  /* Chrome 10-25, Safari 5.1-6 */
        background: linear-gradient(52deg,#623324,#ffd600,#ff2929,#ffe600); /* W3C, IE 10+/ Edge, Firefox 16+, Chrome 26+, Opera 12+, Safari 7+ */
       color: #1E1F29;
```

```
    }
    #bottom-footer {
      background: #7474BF;  /* fallback for old browsers */
      background: -webkit-linear-gradient(to right, #348AC7, #7474BF);  /* Chrome 10-25, Safari 5.1-6 */
      background: linear-gradient(to right, #348AC7, #7474BF); /* W3C, IE 10+/ Edge, Firefox 16+, Chrome 26+, Opera 12+, Safari 7+ */
    }
    .footer-links li a {
     color: #1E1F29;
    }
    </style>
  </head>
  <body>
    <!-- HEADER -->
    <header>
      <!-- TOP HEADER -->
      <div id="top-header">
        <div class="container">
          <ul class="header-links pull-left">
            <li><a href="#"><i class="fa fa-phone"></i> +91-7411458867</a></li>
            <li><a href="#"><i class="fa fa-envelope-o"></i> madhanmj@gmail.com</a></li>
            <li><a href="#"><i class="fa fa-map-marker"></i>Hassan</a></li>
          </ul>
          <ul class="header-links pull-right">
            <li><a href="#"><i class="fa fa-inr"></i> INR</a></li>
            <li><?php
                include "db.php";
               if(isset($_SESSION["uid"])){
                  $sql = "SELECT first_name FROM user_info WHERE user_id='$_SESSION[uid]'";
                  $query = mysqli_query($con,$sql);
                  $row=mysqli_fetch_array($query);

                  echo '
                 <div class="dropdownn">
```

```
                        <a href="#" class="dropdownn" data-toggle="modal" data-target="#myModal" ><i class="fa fa-user-o"></i> HI '.$row["first_name"].'</a>
                        <div class="dropdownn-content">
                          <a href="" data-toggle="modal" data-target="#profile"><i class="fa fa-user-circle" aria-hidden="true" ></i>My Profile</a>
                          <a href="logout.php"  ><i class="fa fa-sign-in" aria-hidden="true"></i>Log out</a>

                        </div>
                      </div>';

                    }else{
                      echo '
                      <div class="dropdownn">
                        <a href="#" class="dropdownn" data-toggle="modal" data-target="#myModal" ><i class="fa fa-user-o"></i> My Account</a>
                        <div class="dropdownn-content">
                          <a href="" data-toggle="modal" data-target="#Modal_login"><i class="fa fa-sign-in" aria-hidden="true" ></i>Login</a>
                          <a href="" data-toggle="modal" data-target="#Modal_register"><i class="fa fa-user-plus" aria-hidden="true"></i>Register</a>

                        </div>
                      </div>
                    }
          ?>
            </li>
          </ul>
        </div>
      </div>
      <!-- /TOP HEADER -->
      <!-- MAIN HEADER -->
          <!-- SEARCH BAR -->
          <div class="col-md-6">
            <div class="header-search">
              <form>
```

```
                    <select class="input-select">
                        <option value="0">All Categories</option>
                        <option value="1">Men</option>
                        <option value="1">Women </option>
                    </select>
                    <input class="input" id="search" type="text" placeholder="Search here">
                    <button type="submit" id="search_btn" class="search-btn">Search</button>
                </form>
            </div>
        </div>
        <!-- /SEARCH BAR -->

        <!-- ACCOUNT -->
        <div class="col-md-3 clearfix">
            <div class="header-ctn">
                <!-- Wishlist -->
                <div>
                    <a href="https://github.com/madhan-mj">
                        <i class="fa fa-github"></i>
                        <span>Github</span>

                    </a>
                </div>
    <!-- /MAIN HEADER -->
</header>
<!-- /HEADER -->
<nav id='navigation'>
    <!-- container -->
    <div class="container" id="get_category_home">

    </div>
        <!-- responsive-nav -->
```

```
        <!-- /container -->
    </nav>
<!-- NAVIGATION -->

    <div class="modal fade" id="Modal_login" role="dialog">
            <div class="modal-dialog">

              <!-- Modal content-->
              <div class="modal-content">
                <div class="modal-header">
                  <button type="button" class="close" data-dismiss="modal">&times;</button>

                </div>
                <div class="modal-body">
                <?php
                   include "login_form.php";

                ?>

                </div>

              </div>

            </div>
          </div>
        <div class="modal fade" id="Modal_register" role="dialog">
            <div class="modal-dialog" style="">

              <!-- Modal content-->
              <div class="modal-content">
                <div class="modal-header">
                  <button type="button" class="close" data-dismiss="modal">&times;</button>
```

```
                    </div>
                    <div class="modal-body">
                    <?php
                        include "register_form.php";


                    ?>
                   </div>
                </div>
            </div>
    </div>
```

5.5.2 Backend Database Section

```
<?php

$servername = "localhost";
$username = "root";
$password = "";
$db = "onlineshop";

// Create connection
$con = mysqli_connect($servername, $username, $password,$db);

// Check connection
if (!$con) {
   die("Connection failed: " . mysqli_connect_error());
}


?>

SET SQL_MODE = "NO_AUTO_VALUE_ON_ZERO";
SET AUTOCOMMIT = 0;
START TRANSACTION;
SET time_zone = "+00:00";


-- Table structure for table `products`

CREATE TABLE `products` (
```

```
  `product_id` int(100) NOT NULL,
  `product_cat` int(100) NOT NULL,
  `product_brand` int(100) NOT NULL,
  `product_title` varchar(255) NOT NULL,
  `product_price` int(100) NOT NULL,
  `product_desc` text NOT NULL,
  `product_image` text NOT NULL,
  `product_keywords` text NOT NULL
)

-- Dumping data for table `products`

INSERT INTO `products` (`product_id`, `product_cat`, `product_brand`, `product_title`, `product_price`, `product_desc`, `product_image`, `product_keywords`) VALUES
(1, 1, 2, 'Samsung galaxy s7 edge', 5000, 'Samsung galaxy s7 edge', 'product07.png', 'samsung mobile electronics'),

CREATE TABLE `user_info` (
  `user_id` int(10) NOT NULL,
  `first_name` varchar(100) NOT NULL,
  `last_name` varchar(100) NOT NULL,
  `email` varchar(300) NOT NULL,
  `password` varchar(300) NOT NULL,
  `mobile` varchar(10) NOT NULL,
  `address1` varchar(300) NOT NULL,
  `address2` varchar(11) NOT NULL
)

-- Dumping data for table `user_info`

INSERT INTO `user_info` (`user_id`, `first_name`, `last_name`, `email`, `password`, `mobile`, `address1`, `address2`) VALUES

-- Triggers `user_info`
```

```
CREATE TRIGGER `after_user_info_insert` AFTER INSERT ON `user_info` FOR EACH ROW BEGIN


INSERT INTO user_info_backup
VALUES(new.user_id,new.first_name,new.last_name,new.email,new.password,new.mobile,new.address1,ne
w.address2);

END


-- Table structure for table `user_info_backup`


CREATE TABLE `user_info_backup` (

  `user_id` int(10) NOT NULL,

  `first_name` varchar(100) NOT NULL,

  `last_name` varchar(100) NOT NULL,

  `email` varchar(300) NOT NULL,

  `password` varchar(300) NOT NULL,

  `mobile` varchar(10) NOT NULL,

  `address1` varchar(300) NOT NULL,

  `address2` varchar(11) NOT NULL

) ENGINE=InnoDB DEFAULT CHARSET=latin1;


-- Dumping data for table `user_info_backup`


INSERT INTO `user_info_backup` (`user_id`, `first_name`, `last_name`, `email`, `password`, `mobile`,
`address1`, `address2`) VALUES
```

CHAPTER 6

RESULT

6.1 Home Page

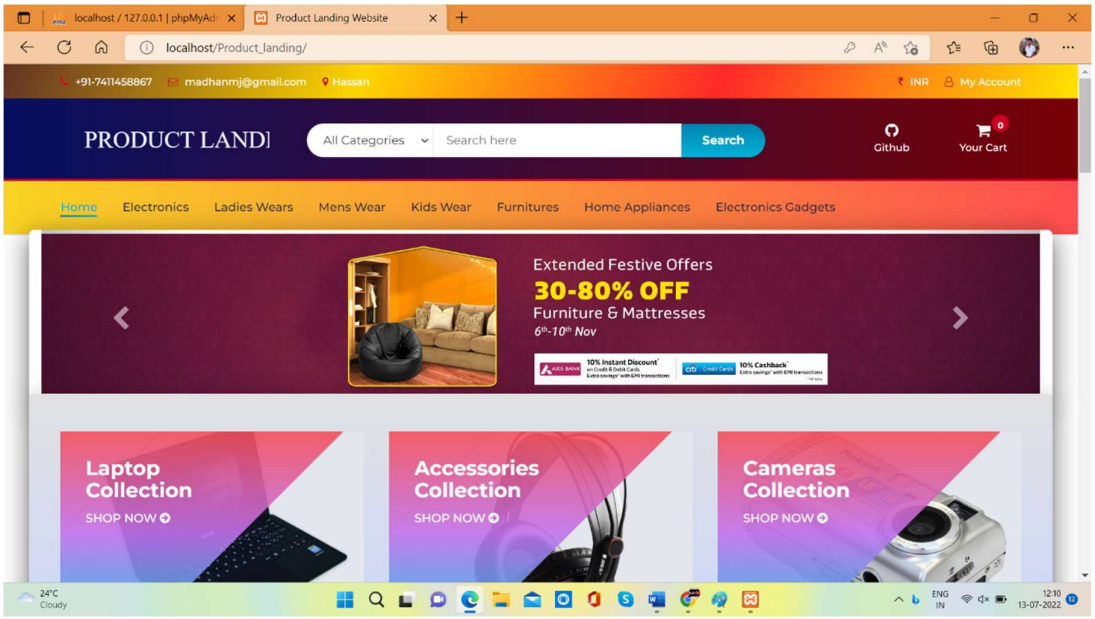


Fig 6.1 Home Page

6.2 Login Page

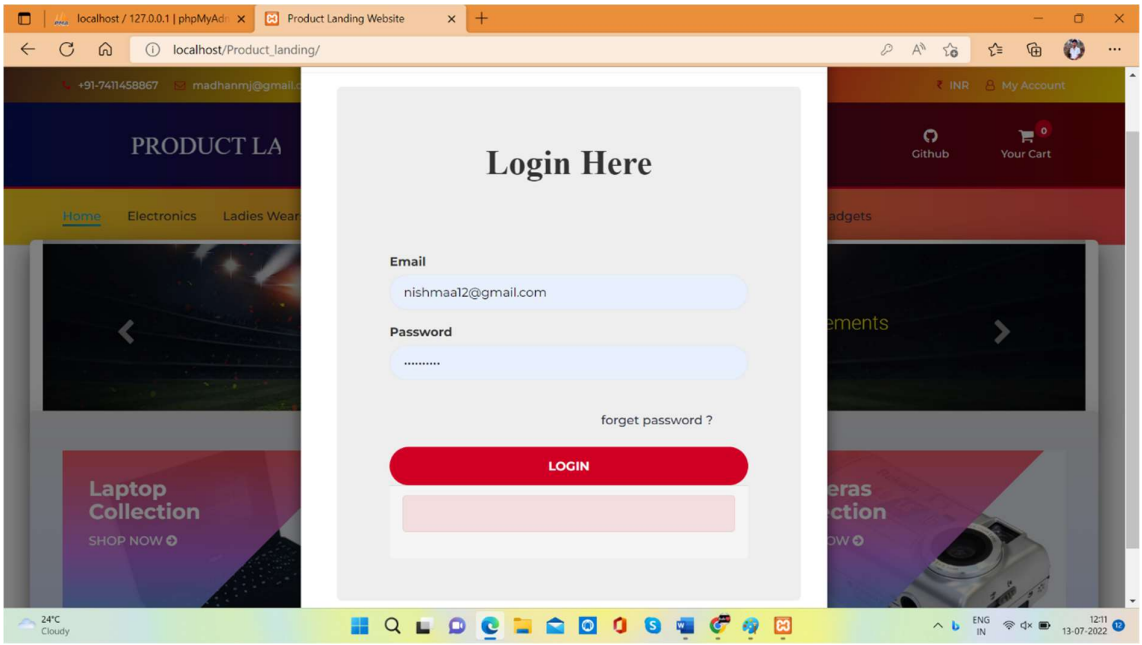


Fig 6.2 Login Page

6.3 Electronic Items Page

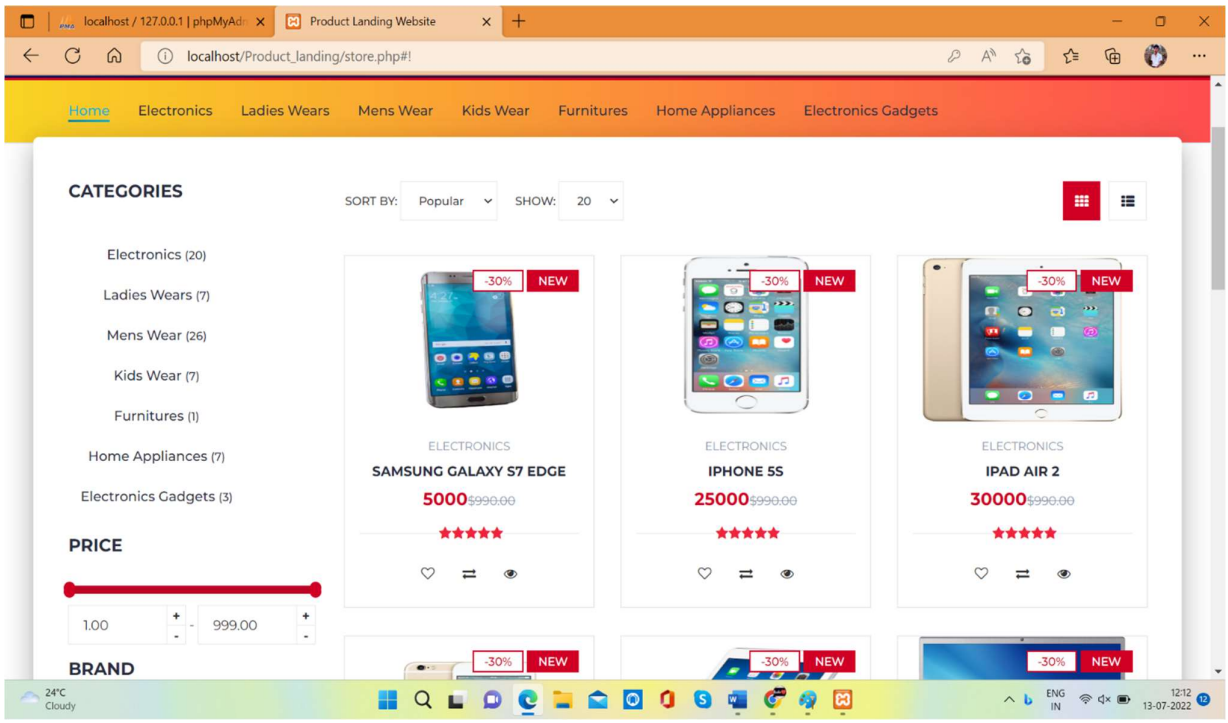


Fig 6.3 Electronic Items Page

6.4 Ladies Ware Page

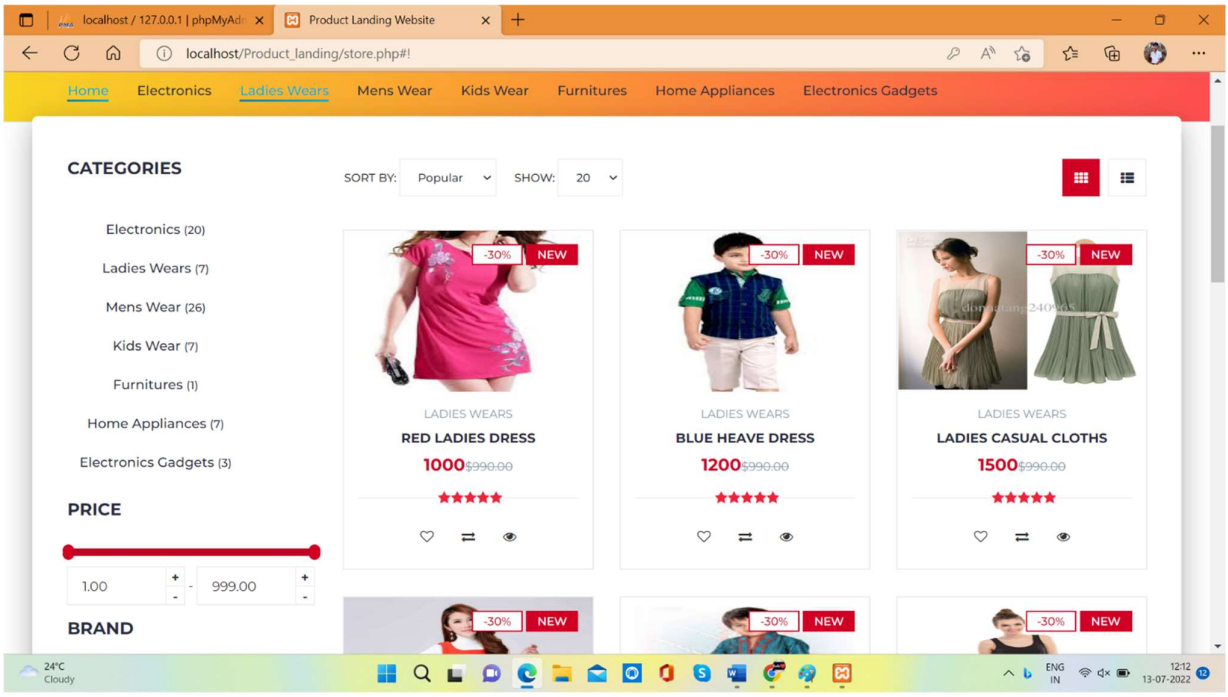


Fig 6.4 Ladies Ware Page

6.5 Mens Ware Page

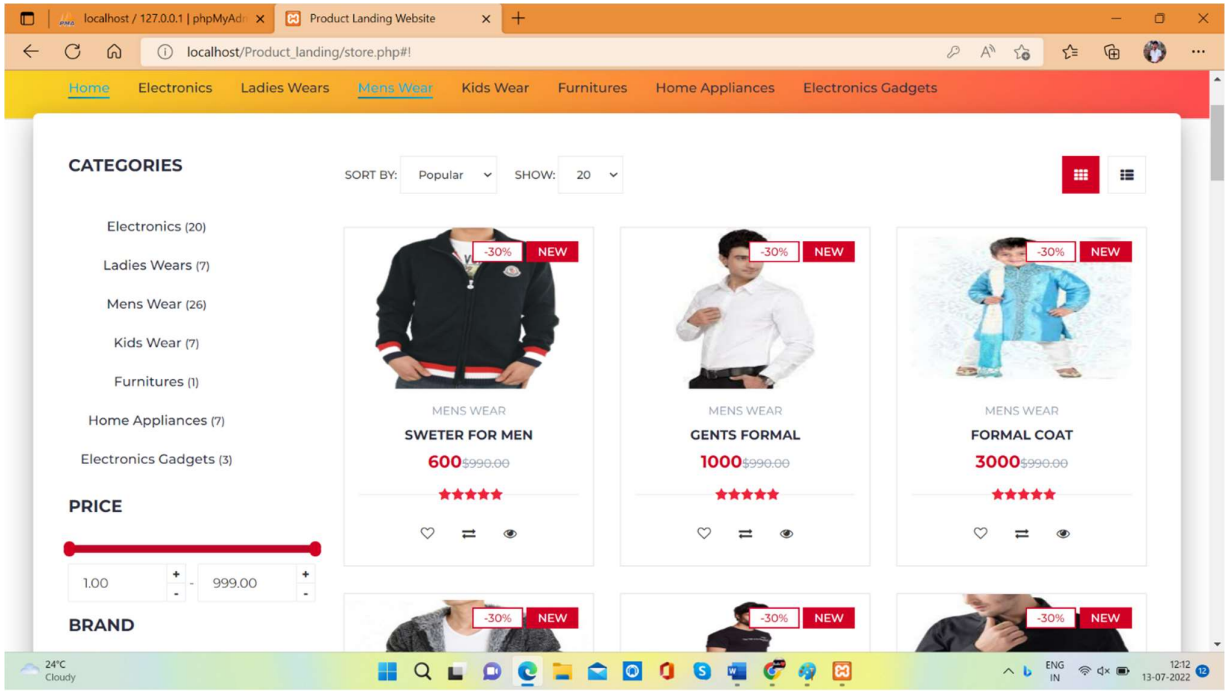


Fig 6.5 Mens Ware Page

6.6 Kids Ware Page

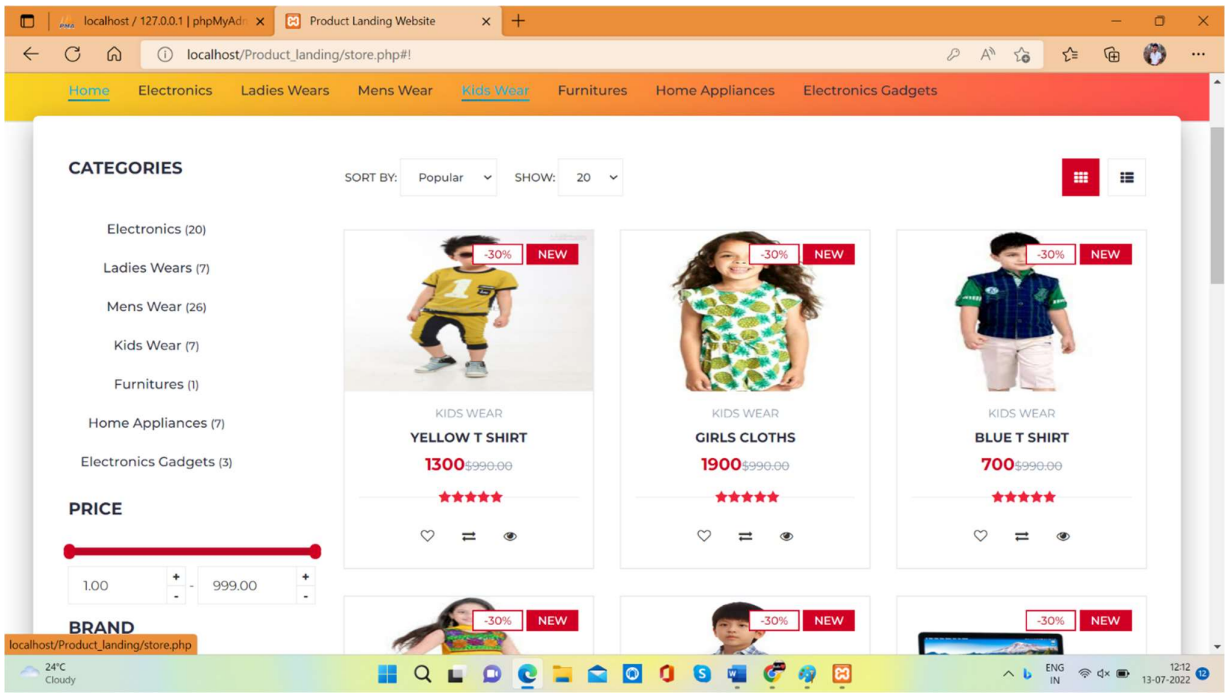


Fig 6.6 Kids Ware Page

6.7 Furniture's Page

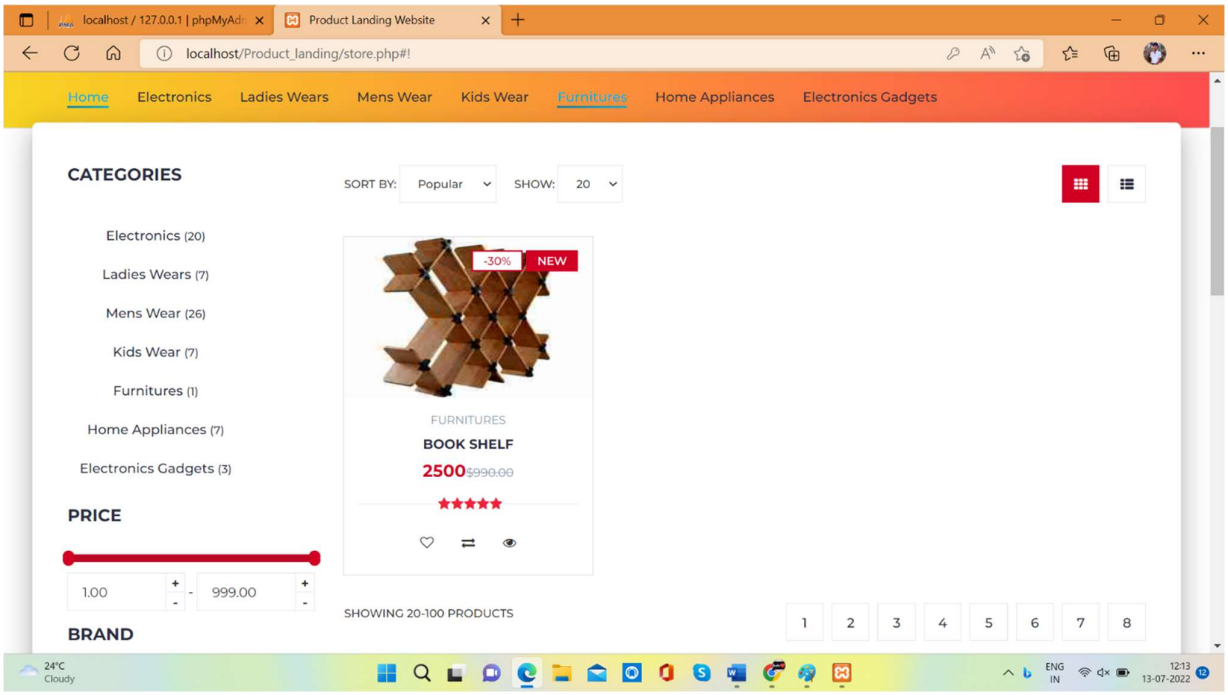


Fig 6.7 Furniture's Page

6.8 Home Appliances Page

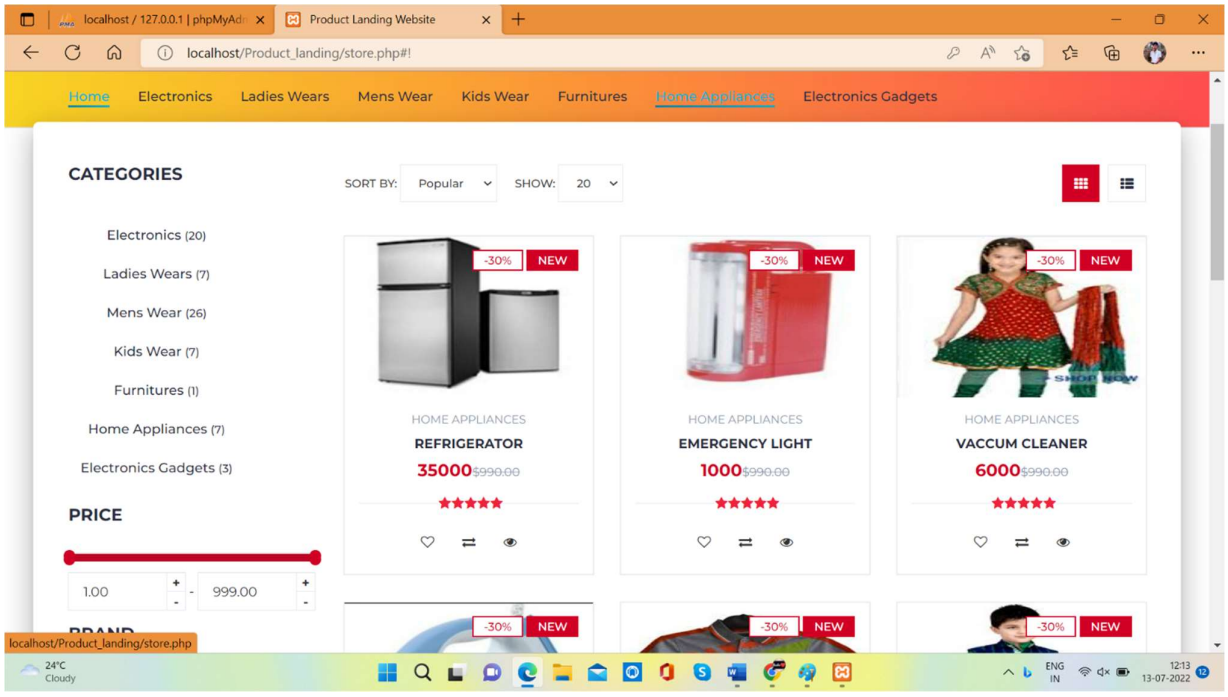


Fig 6.8 Home Appliances Page

6.9 Electronics Gadgets Page

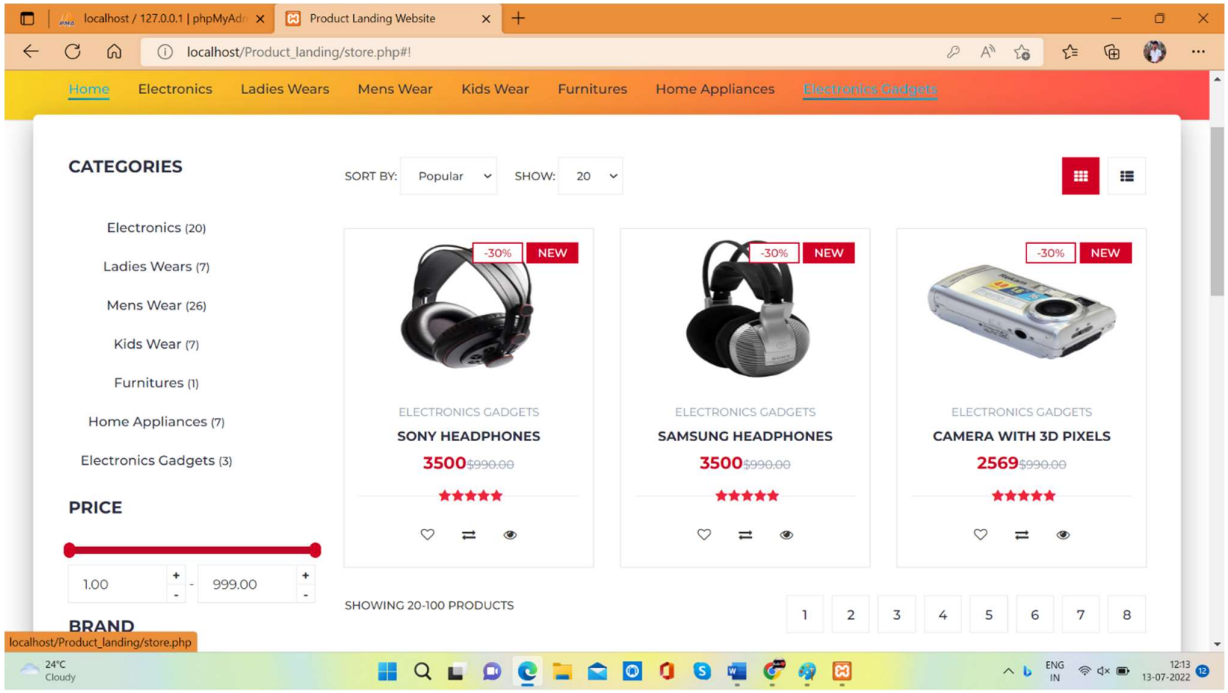


Fig 6.9 Electronics Gadgets Page

6.10 Brands and Add to cart popup

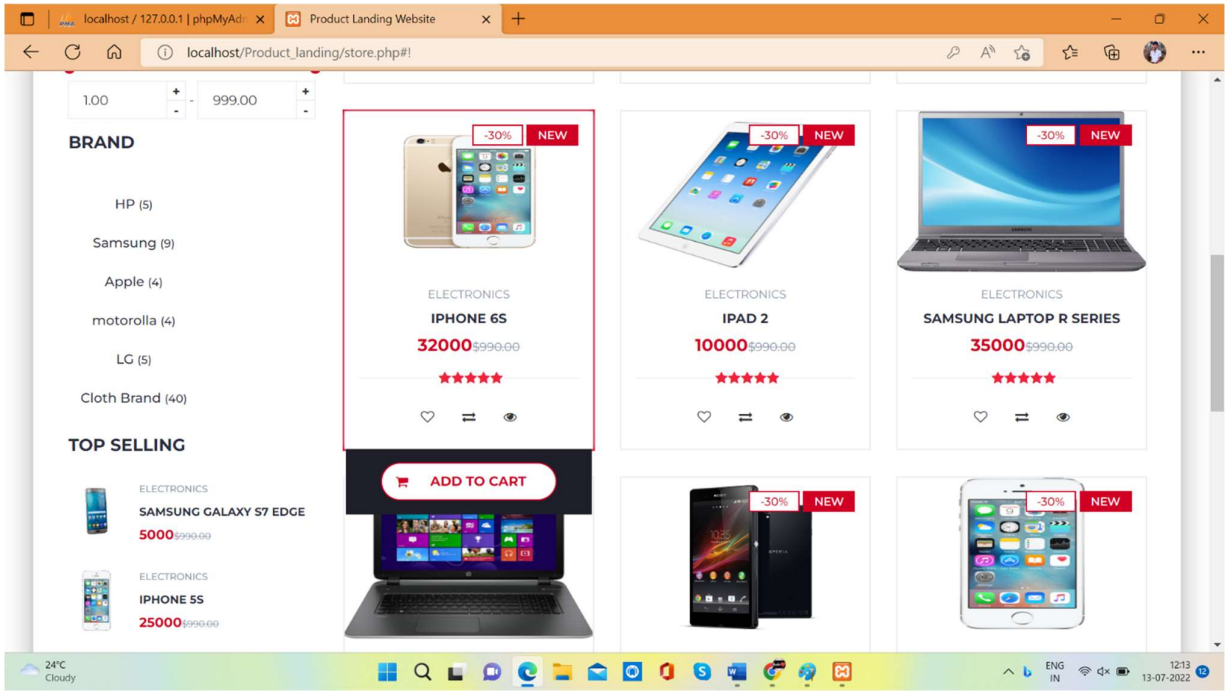


Fig 6.10 Brands and Add to cart popup

6.11 My Cart Page

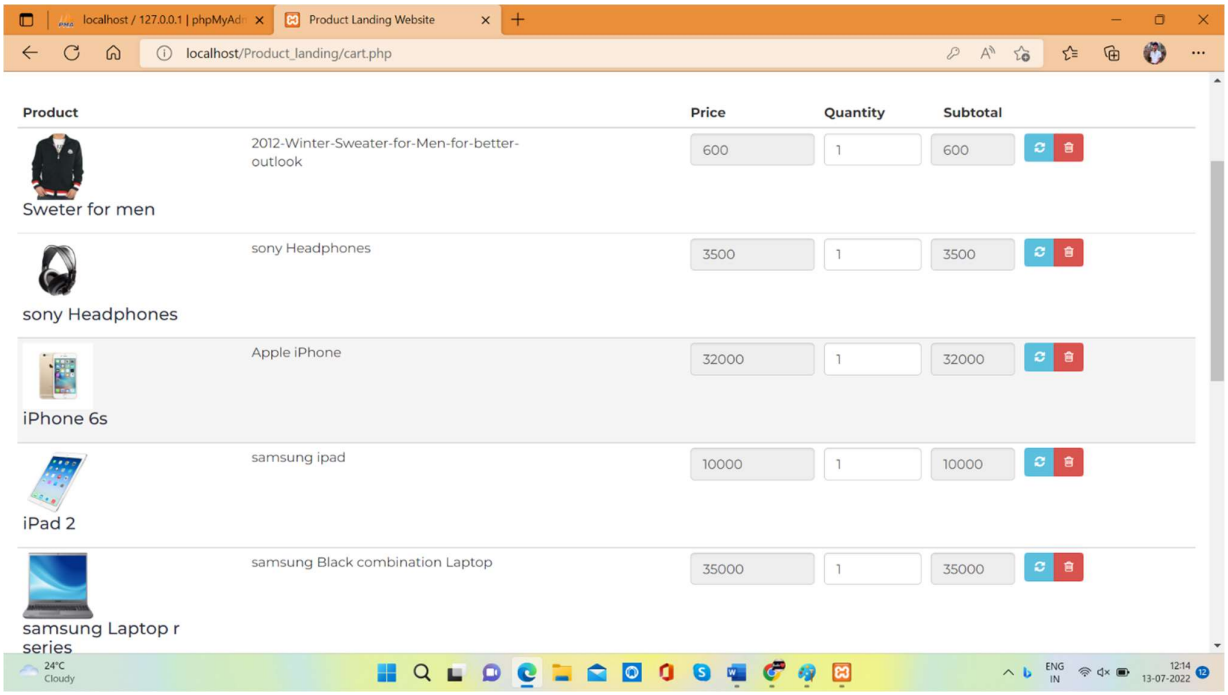


Fig 6.11 My Cart Page

6.12 Footer Page

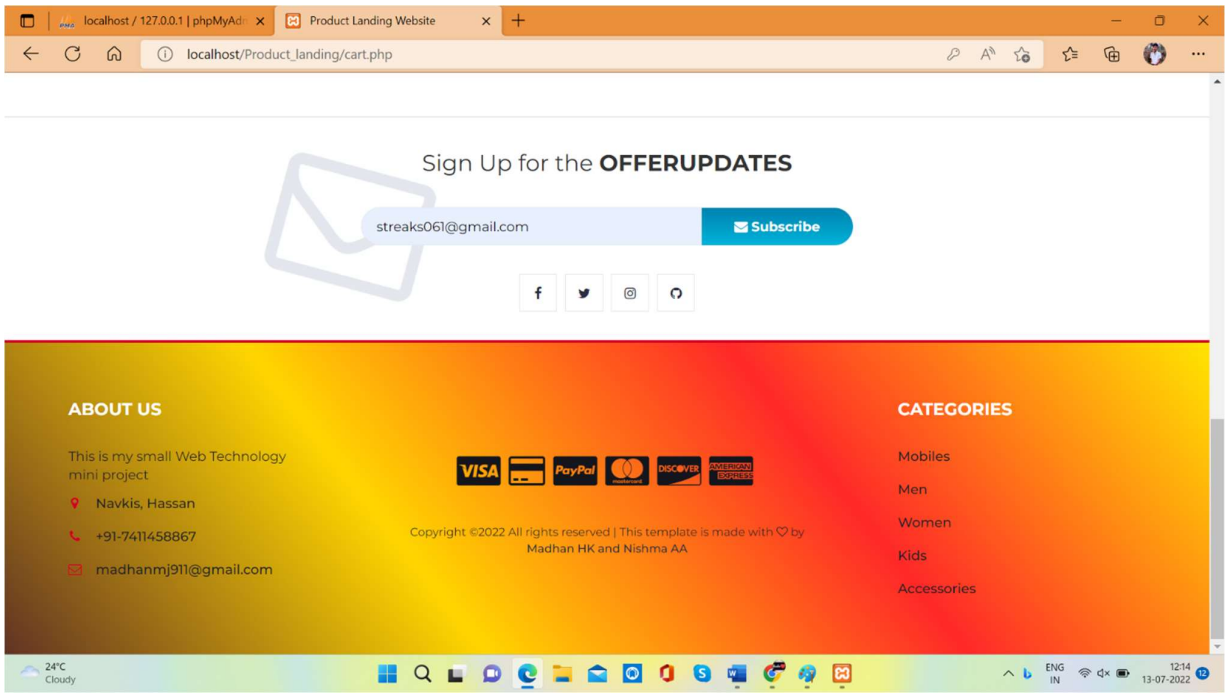


Fig 6.12 Footer Page

6.13 Reviews Page

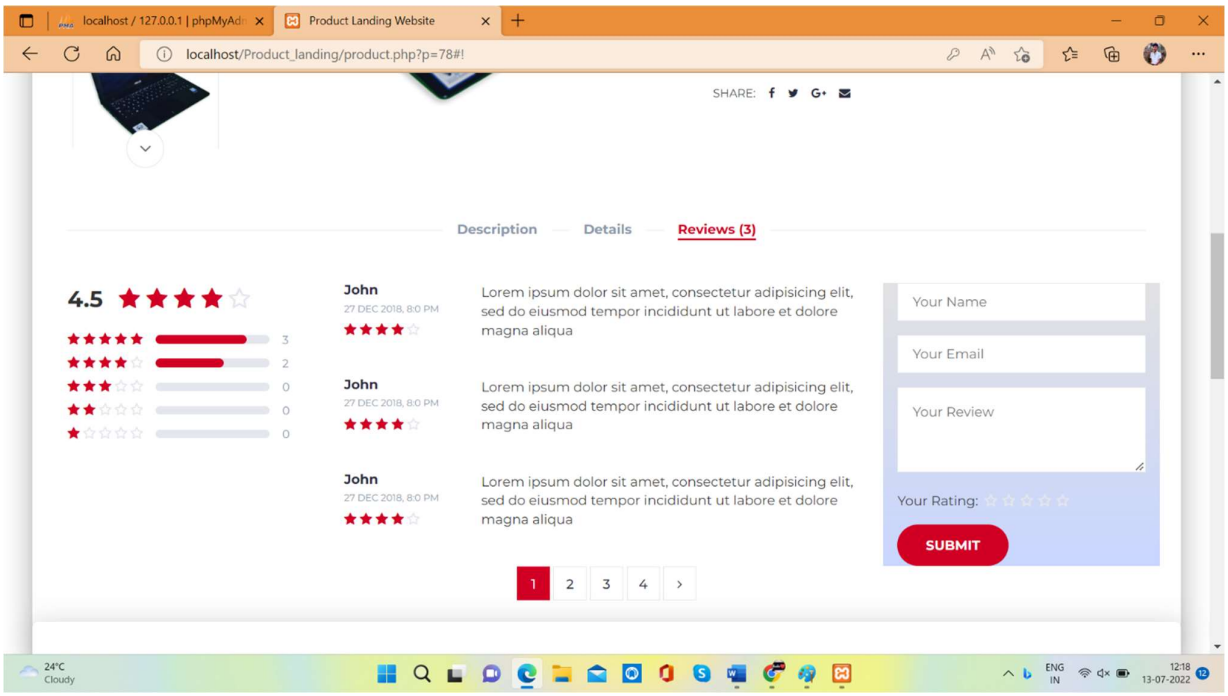


Fig 6.13 Reviews Page

CONCLUSION

The projects clearly depicts that the Product Landing Website is very efficient. It shows how the concepts of File Handling can be used in databases like Oracle, MYSQL etc., Although, this software can be further modified to be used as multitasking and bigger software, but it efficiently works under the condition of limited resources and time .In this the view has been made very beautiful the will attract the users. The software is meant to address the Collection of variety of products. The Website is developed using HTML, CSS, JAVASCRIPT, PHP, MYSQL, and was hosted locally with Apache web server. Functional decomposition of the system and its key modules are provided to explain the major functionalities proffered by the system. Also, use case diagram is presented to show the different categories of the system users and the various functionalities associated the different system user.

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