

## Chapter 1

# INTRODUCTION

Web Store System is a web-based application. Web Store System is developed for the purpose of E-commerce by businesses. It provides a user- friendly, interactive interface based on ReactJS, CSS, and HTML5 elements. This application makes use of FireBase for hosting and Authentication purposes. The main reason for choosing the ReactJS framework for this application is to render a very interactive and fast website.

### 1.1 Background

Online appearance has become the need of the hour for all companies and having a user-friendly, interactive website is utmost important. E-commerce is the activity of electronically buying or selling of products on online services or over the Internet. Electronic commerce draws on technologies such as mobile commerce, electronic funds transfer, supply chain management, Internet marketing, online transaction processing, electronic data interchange (EDI), inventory management systems, and automated data collection systems.

Modern electronic commerce typically uses the World Wide Web for at least one part of the transaction's life cycle although it may also use other technologies such as e-mail. There are three areas of e-commerce: online retailing, electronic markets, and online auctions. E-commerce is supported by electronic business.

Our application focuses mainly on the Business to Consumer (B2C) model. The term business-to-consumer (B2C) refers to the process of selling products and services directly between a business and consumers who are the end-users of its products or services.

We have made this application completely user friendly and interactive using WEB technologies which helps the consumer to make a purchase online. The user authentication has been automated using FireBase and the payments through Stripe.

## 1.2 About the mini project

Online shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser or a mobile app. Consumers find a product of interest by visiting the website of the retailer directly or by searching among alternative vendors using a shopping search engine, which displays the same product's availability and pricing at different e-retailers. As of 2020, customers can shop online using a range of different computers and devices, including desktop computers, laptops, tablet computers and smartphones.

Online stores usually enable shoppers to use "search" features to find specific models, brands or items. Online customers must have access to the Internet and a valid method of payment in order to complete a transaction, such as a credit card, debit card, or a service such as PayPal.

A user can first login to our website if they have already registered or they can sign up and make their account which comprises of their email and password. They can then view the items available on the site and proceed to add them to the cart in case they want to buy it. The amount and quantities of the items are updated dynamically so that the user can always see how much they will be spending. The user can then proceed to go the cart and find the list of items they want to purchase.

The next step would be to checkout and verify the contents of the cart. User is provided with the option to remove items from the cart as well. There is also Payments Gateway integration through which the user can proceed to pay and confirm the order. The mode of payment is either through credit card or a debit card. The options for other modes can be implemented using Stripe APIs.

This website is currently designed for bakers who want to sell chocolates online and improve their sales and customer reach, Users are also provided with ratings for all items and description. This is based on the React single page application convention. Single page applications are more responsive as compared to multipage applications. There is also an option provided for hosting through upgrading the FireBase to Blaze plan. This is a pay-as-you-use service.

The payment processing through Stripe is also provided so that clients can enter their business details and start receiving payments. The Payments gateway can be changed easily to other service providers such as PayPal with ease based on the Customers' preferences.