TITLE: E-COMMERCE WEBSITE FOR ONLINE SHOPPING

BY GROUP-GH

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<u>TITLE: E-COMMERCE WEBSITE FOR ONLINE SHOPPING</u>

As elaborated in the software design specifications, E-commerce has become one of the most popular methods of making money online and an attractive opportunity for investors. 'E-commerce' and 'online shopping' are often used interchangeably but at its core e-commerce is much broader than this – it embodies a concept for doing business online, incorporating a multitude of different services e.g. making online payments, booking flights etc.

1. Documentation for users

i. Description of the project

As explained and illustrated in the software requirement, the e-commerce website has about 5 major features and they are explained below.

- The medium of business transaction is in US dollar.
- Login page for new and old users.
- User ordering and checkout page.
- Blog page displaying new and latest product.
- Slider at the homepage displaying new deals and offers.

For easy running of the software, you have to install WAMP or XAMP on your laptop as the host to run all html and PHP files on the platform. You begin by running the WAMP or XAMP, click on the local host, find the path location of your project and run as shown in figure 1.1 and 1.2. The website support all web browsers.
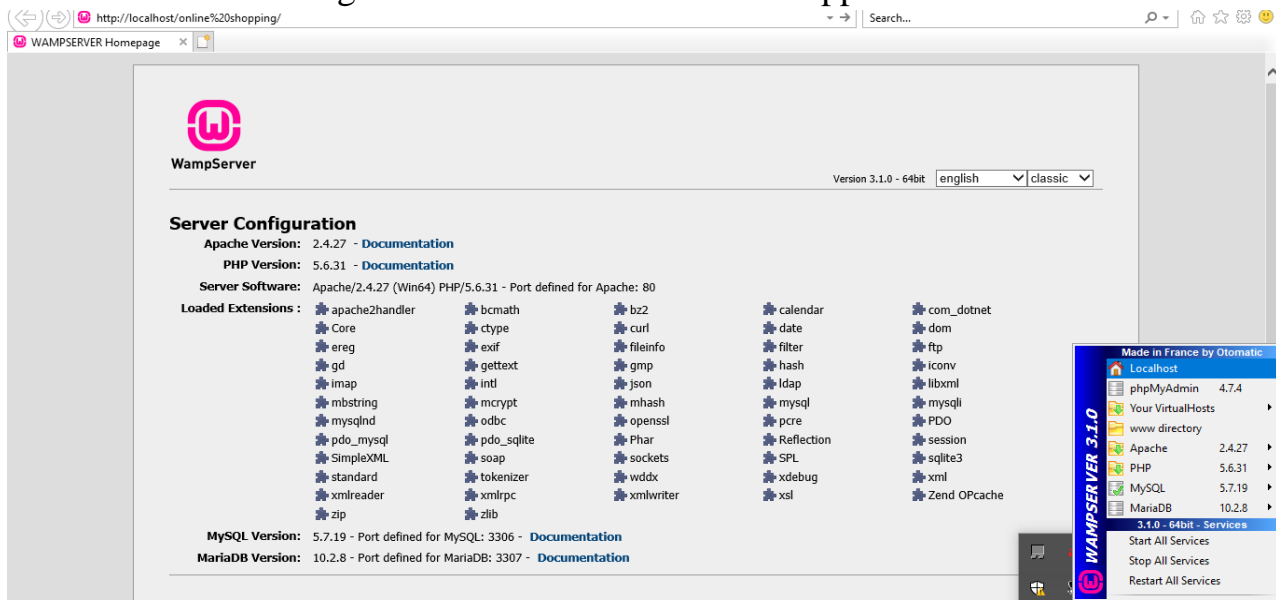

Figure 1.1 Local Host Page

Figure 1.2 Path Finding in Local Host

The e-commerce website allows easy buying and selling online. Libraries used are PHP and html.

As discussed in the software design specifications, the Customer Ordering (CO) Architecture is also the workflow diagram as shown in figure 1.3.
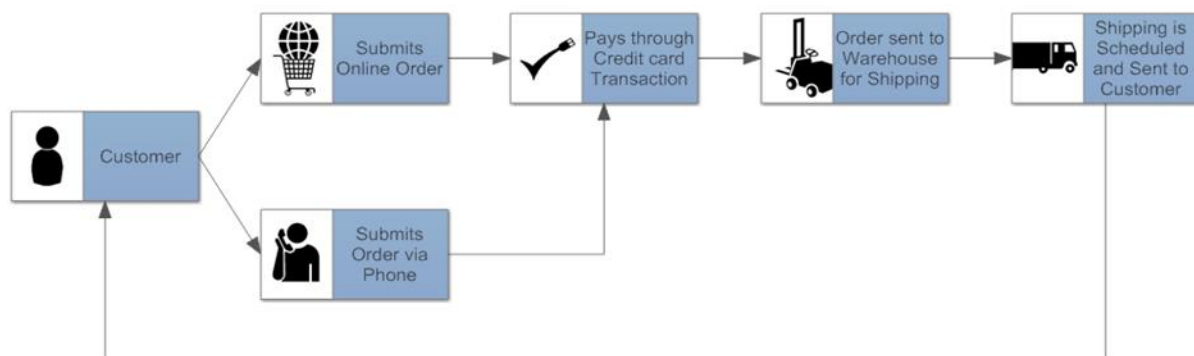

Figure 1.4 CO Architecture

2. Documentation for developers

A lot of source codes can be obtained from Github, udemy and others. A clean website architecture crafts a compelling user experience for potential customers who visit your e-commerce pages. The easier and more intuitive navigation is on your site, the more likely visitors are to stay longer, visit more pages and convert.

The file layout followed a model similar, with files stored in folders which are arranged in a hierarchical manner. For example, homepage images>women's shoes images>women's sandals images>specific brand product images. Additionally, file names were used as a great way to include extra SEO fodder for search engines within your e-commerce website and product pages.

Testing E-commerce Websites requires knowledge of web testing techniques and the e-commerce domain.

Most E-commerce Websites share a general common theme and structure, e.g:

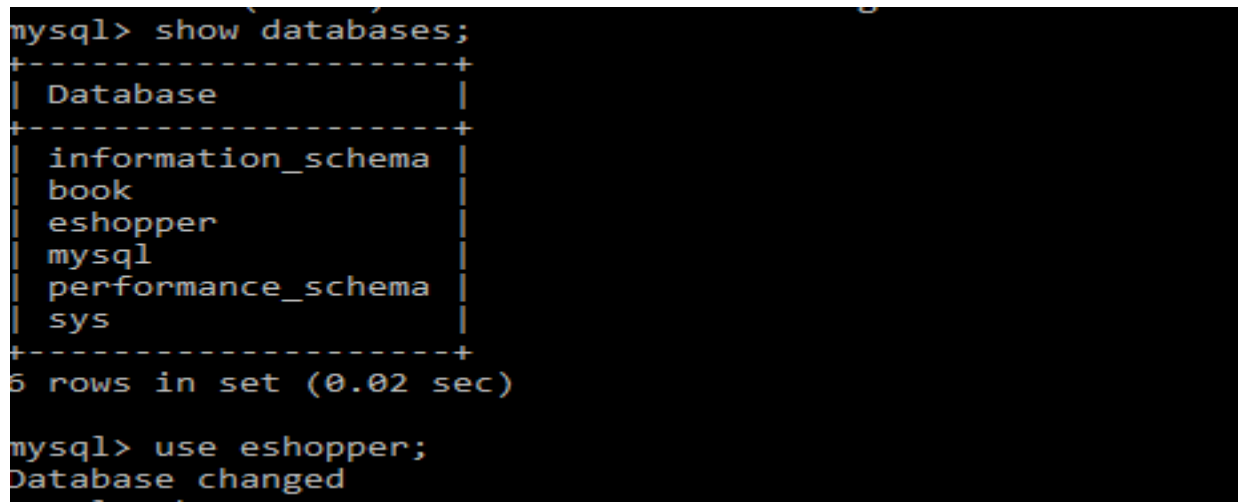**Homepage**

Search Results Page

Product Page

Product Details Page

Blog Page

Login Form Page and Accounts Pages

In order for the login and logout system to work correctly, you have to create a database in the MySQL server using Xamp or Wamp. We used WAMP for the creation of the database system as shown.

First, you have to create and use database "eshopper" as shown in figure 1.5 in MySQL server.

Figure 1.5 "eshopper" Database

After customer use the login page on the website to sign up and sign in, the database stores all information used at the website.as shown in figure 1.6.

```
mysql> select * from reg;
+-----------+----------------+----------------+-----------+-------------+
| username  | password       | email          | mobile    | address     |
+-----------+----------------+----------------+-----------+-------------+
| Emma      | 12345          | qq@mm.com      | 123456789 | 122yu3576   |
| richmond  | 12345          | qq@mm.com      |    123445 | weerrt      |
| Schneider | 123            | 122@yy.com     | 123456789 | kdgfdf,hvkj |
| Solo      | *Priscila1234989) | 1234@yahoo.com |     12334 | hvkjhkj     |
+-----------+----------------+----------------+-----------+-------------+
4 rows in set (0.00 sec)
```

Figure 1.6 Customer Database Information

The information is again stored in phpmyadmin as shown in Figure 1.7.

SELECT * FROM `reg`

☐ Show all │ Number of rows: 25 ∨ Filter rows: Search this table

+ Options

username	password	email	mobile	address
Emma	12345	qq@mm.com	123456789	122yu3576
richmond	12345	qq@mm.com	123445	weerrt
Schneider	123	122@yy.com	123456789	kdgfdf,hvkj
Solo	*Priscila1234989)	1234@yahoo.com	12334	hvkjhkj

Figure 1.7. phpmyadmin

After sign-up, the user or customer can login and the webpage will welcome the user, For example, the username "Emma" was welcome at webpage when he logged in as shown in figure 1.8.

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➤ 👤 Welcome Emma   🔒 Logout

Home   Shop ∨   Blog ∨   Contact

Search   🔍

Figure 1.8 Welcome Emma

Bugs can be pure poison to e-commerce sites. Layout bugs and flawed interactive features not only leaves a poor impression on users but can in some cases even lead them to think the site has been hacked. Page errors and site maintenance are even more disruptive as they can outright prevent users from proceeding.

During our usability studies we repeatedly get to observe just how impatient and unforgiving users are of such layout bugs, faulty interactive features, page errors and site maintenance. In fact, when faced with page errors and site maintenance, nearly all of the test subjects during our checkout studies abandoned their purchase.

We've similarly observed how seemingly innocent layout bugs and quirky interactive features have caused test subjects to believe the site had been hacked or wasn't currently working properly, causing them to abandon their purchase due to a lack of trust in the site.

3. Requirements and schedule postmortem

A postmortem addresses the following points;

> **Features and Cuts**

The five major functionalities discussed in the software requirement has all been accomplished with new added functionalities. The new added features are slider in most of the pages, contact page, blog list page and some other functions.

> **Task assignments**

As discussed in software design specifications, below is the team structure;

> TEAM STRUCTURE

MILESTONE	TEAM MEMBER RESPONSIBLE
Initial Planning	All team members
Wireframes and Mockup	All team members
Content	Antwi Frimpong Solomon F16040110 Stephen Duodu Atobrah F16040104
Development	Adusei Peprah Emmanuel F15040107

Testing	Godfred Adjei Asante F16040101
	Richmond Adu Gyamfi F16040108
Deployment	All team members

Again as elaborated in software requirement, below is the main task of each group member;

Adusei Peprah Emmanuel F15040107 - Project Manager (Developer)

Stephen Duodu Atobrah   F16040104 – Graphics Designer

Antwi Frimpong Solomon F16040110 – Content Specialist

Godfred Adjei Asante   F16040101 – Editor

Richmond Adu Gyamfi F16040108 - Marketing Strategist/Error Detector

4. Conclusion

There are several factors and variables that need to be considered and decided upon when starting an e-commerce business. Some of these include: types of e-commerce, marketing strategies, and countless more. If the correct methods and practices are followed, a business will prosper in an e-commerce setting with much success and profitability. After careful observation, it has come to my conclusion that e-commerce has undeniably become an important part of our society. The World Wide Web is and will have a large part in our daily lives. It is therefore critical that small businesses have their own to keep in competition with the larger websites. Since web developers have lowered down the prices for their services, it has become more affordable for small businesses to use the World Wide Web to sell their products. Although there are negative aspects of e-commerce, small businesses have tried to accommodate to the needs of the consumers. For example, one of the negative aspects of e-commerce is that consumers lack the advice and guidance of sellers, to accommodate that, they have customer service through the phone of online to answer any questions. It is also important to note that e-commerce does not benefit all small companies equally.