

TITLE: E-COMMERCE WEBSITE FOR ONLINE SHOPPING

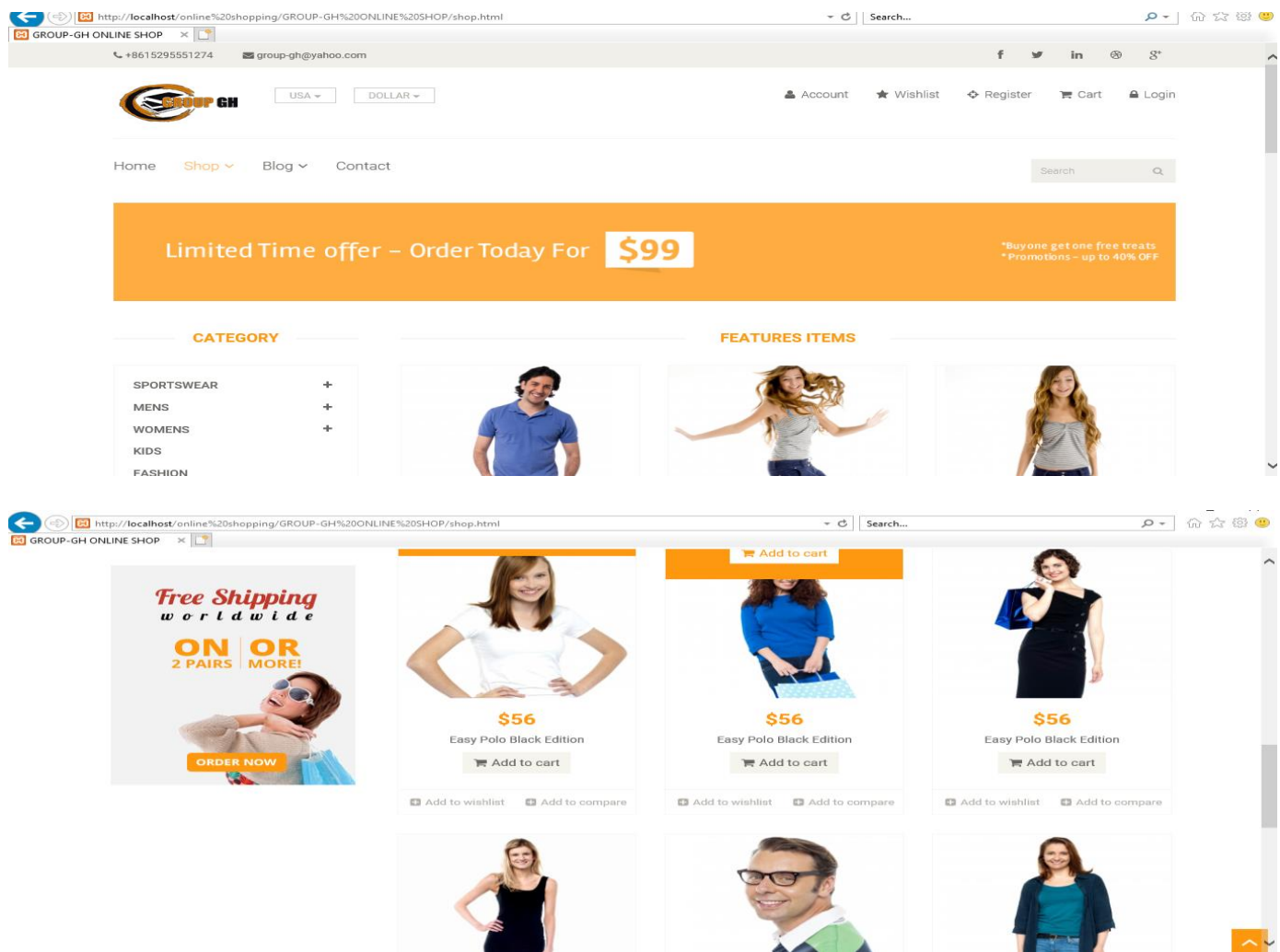
E-commerce, also known as electronic commerce or internet commerce, refers to the buying and selling of goods or services using the internet, and the transfer of money and data to execute these transactions. Ecommerce is often used to refer to the sale of physical products online, but it can also describe any kind of commercial transaction that is facilitated through the internet. Independent freelancers, small businesses, and large corporations have all benefited from ecommerce, which enables them to sell their goods and services at a scale that was not possible with traditional offline retail. Global retail ecommerce sales are projected to reach \$27 trillion by 2020.

➤ Product Description

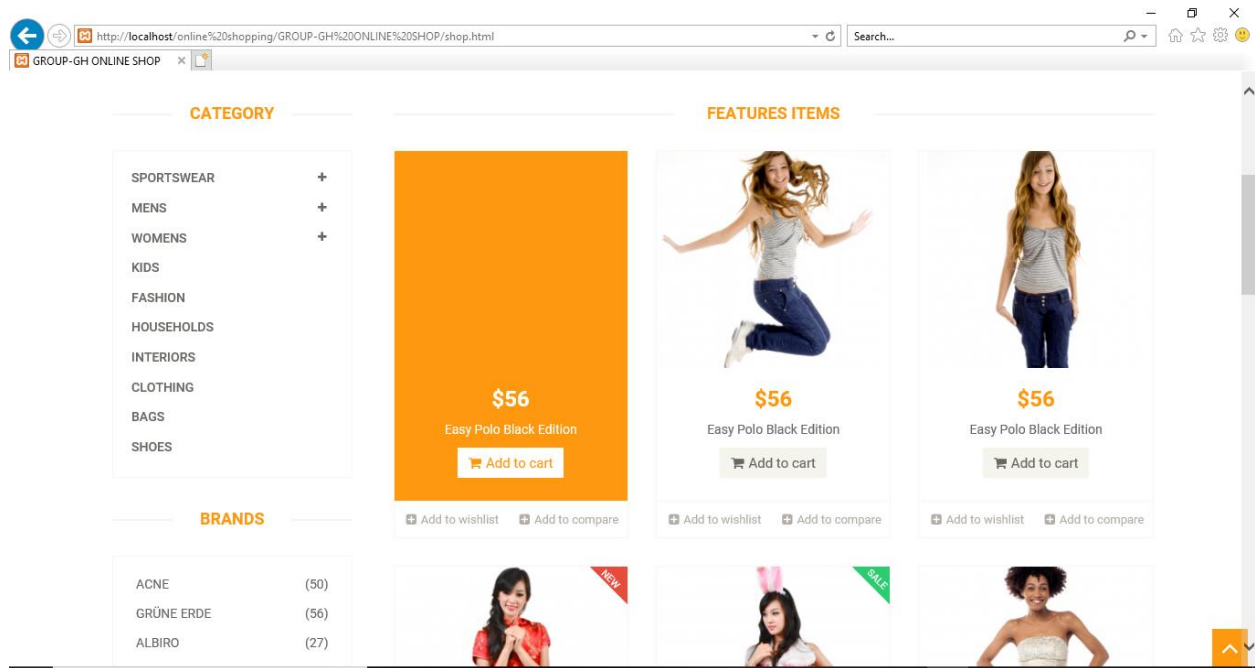
This project is a GROUP-GH e-commerce website and defining your target audience for an ecommerce store can assist your business strategies in many ways. It saves up your marketing energy that was previously being utilized to reach a bigger, but less interested audience. As a result, you can generate the same revenue with lesser resources if you know what your target audience is looking for. Although your products might appeal to a large group of people, it doesn't make sense to market to everyone. Understanding the strengths and weaknesses of e-business helps to create an Internet business plan that suits your company. The e-commerce website provides easy accessibility thus allows 24-hour access, seven days a week for customers. It also provides scalability thus your Internet business can become as big as you need it to be without costing you anything extra for office space, warehouse space or even personnel. Security is also one of the beneficial tool because while your data is much

more useful to you when it is accessible through your e-business portal, it is also exposed to hackers. A hacker cannot get into a locked filing cabinet to find your confidential business information, but if you have an e-business segment that offers real-time pricing, then your costs are exposed. An Internet business also exposes your servers to viruses and hackers. On the other hand, one of the weakness is products can't be experienced before purchased.

Thinking of it as a commercial website, the user interface was designed to attract more customers. Fig 1.1(a) and fig 1.1(b) displays the user interface.



(a)



(b)


Fig 1.1 User Interface

The e-commerce website has about 5 major features and they are explained below with pictures. Fig 1.2 displays all the listed major feature 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.

We hope to implement some user subscriptions to alert user subscribers of new products and deals. Providing a 24/7 customers online service is also one of the implementations in the future.

Fig 1.2 Five Major Features of E-commerce Website.



USA ▾

DOLLAR ▾

The medium of business transaction is in US dollar.

Login to your account

Login

OR

New User Signup!

Signup

Login page for new and old users.

Shopper Information

Get Quotes

Continue

Bill To

Zip / Postal Code *

~ Country ~ ▾

~ State / Province / Region ~ ▾

Shipping Order

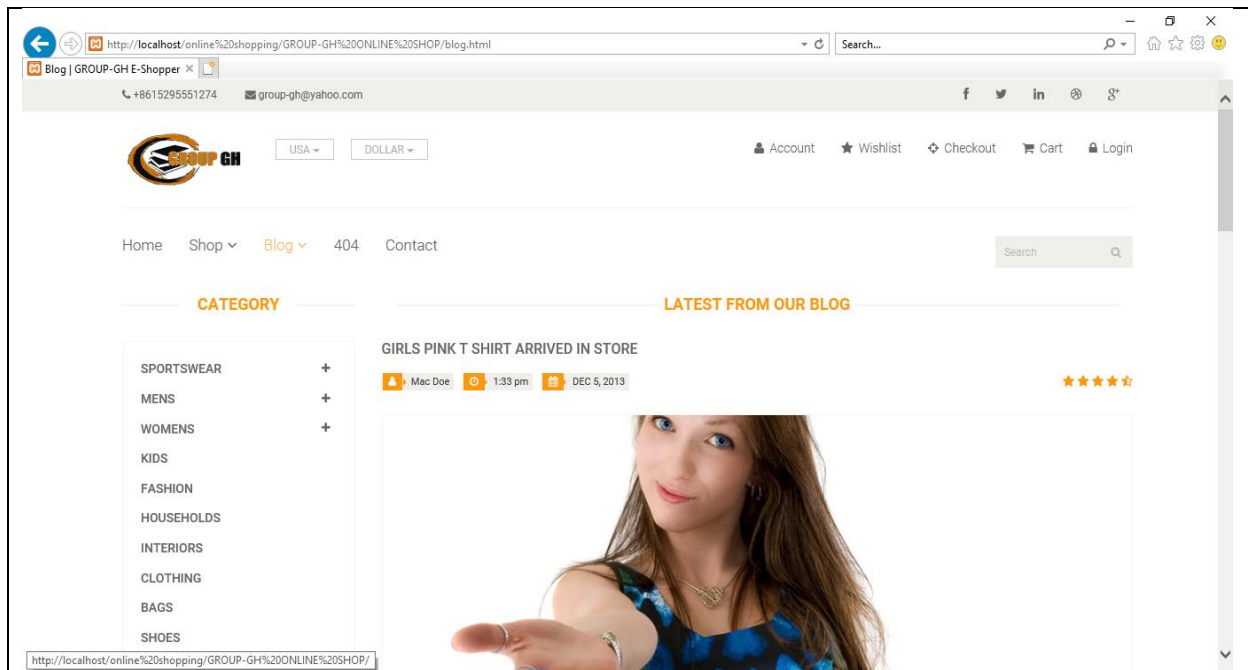
Notes about your order, Special Notes for Delivery

☐ Shipping to bill address

Review & Payment

Item	Price	Quantity	Total
------	-------	----------	-------

User ordering and checkout page.

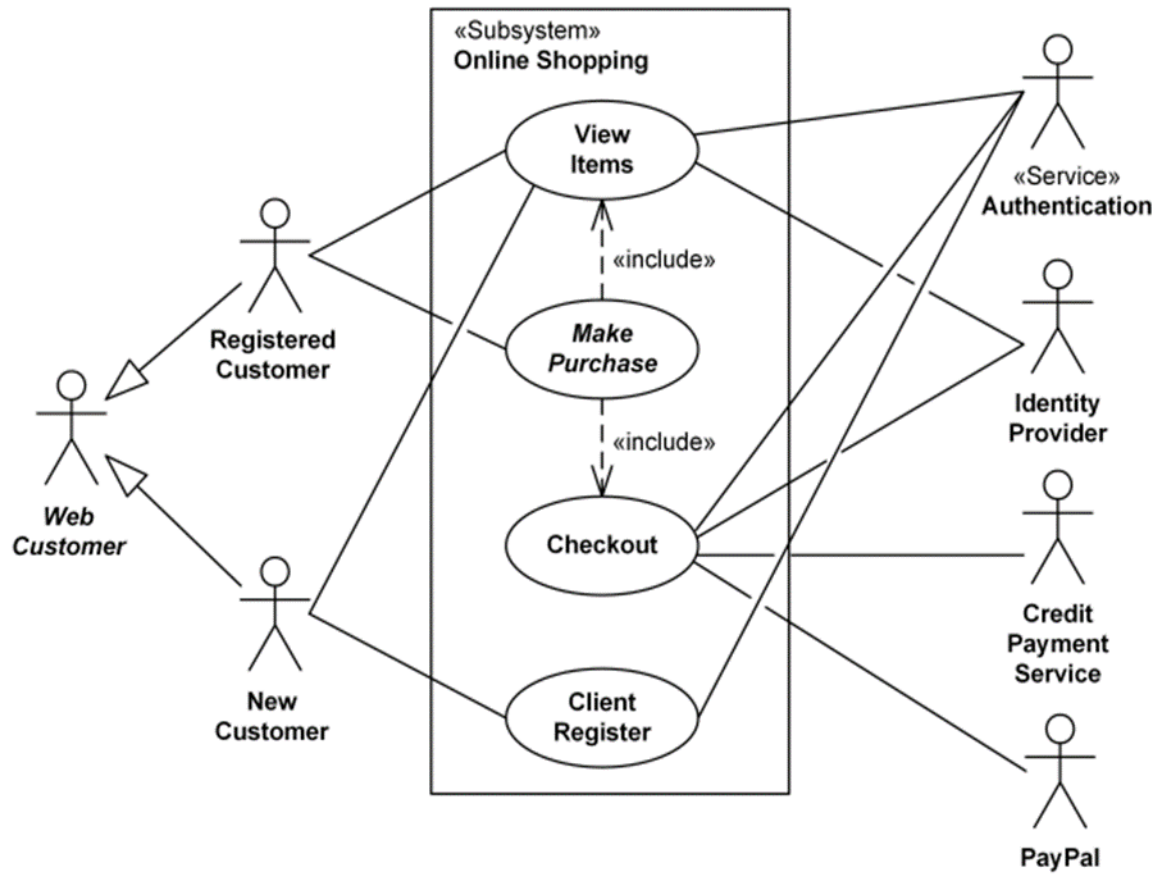


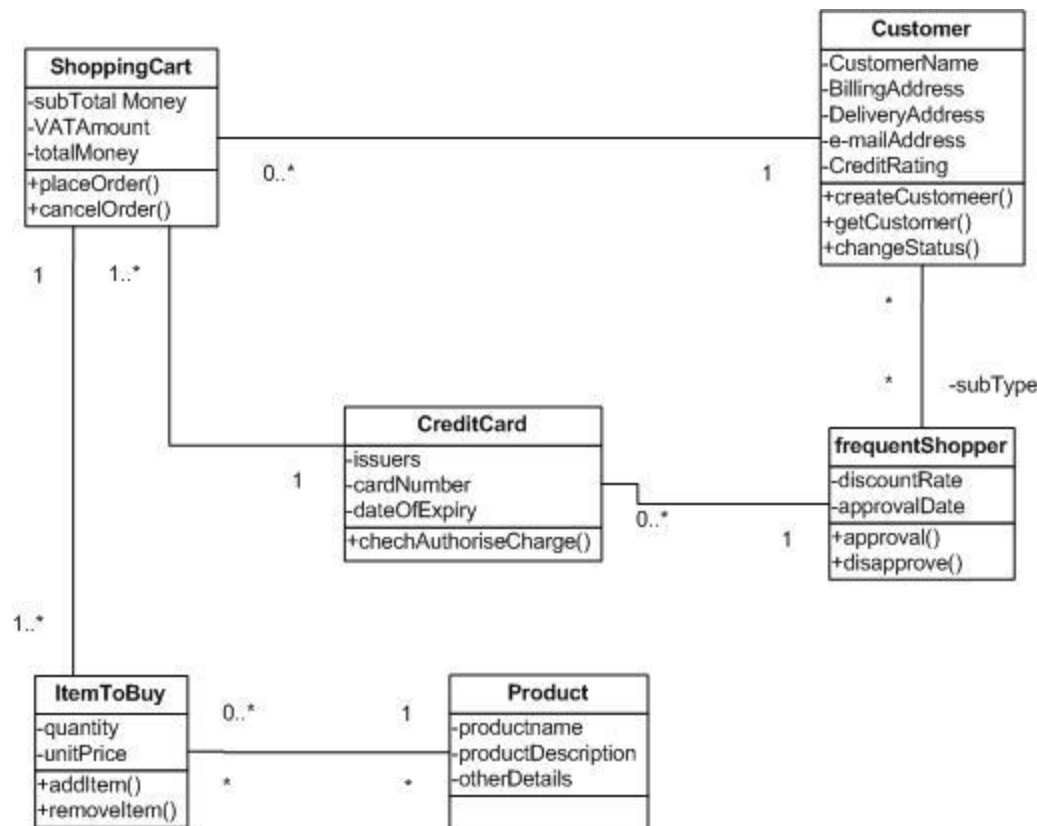
Blog page displaying new and latest product.



Slider at the homepage displaying new deals and offers.

➤ UI diagrams

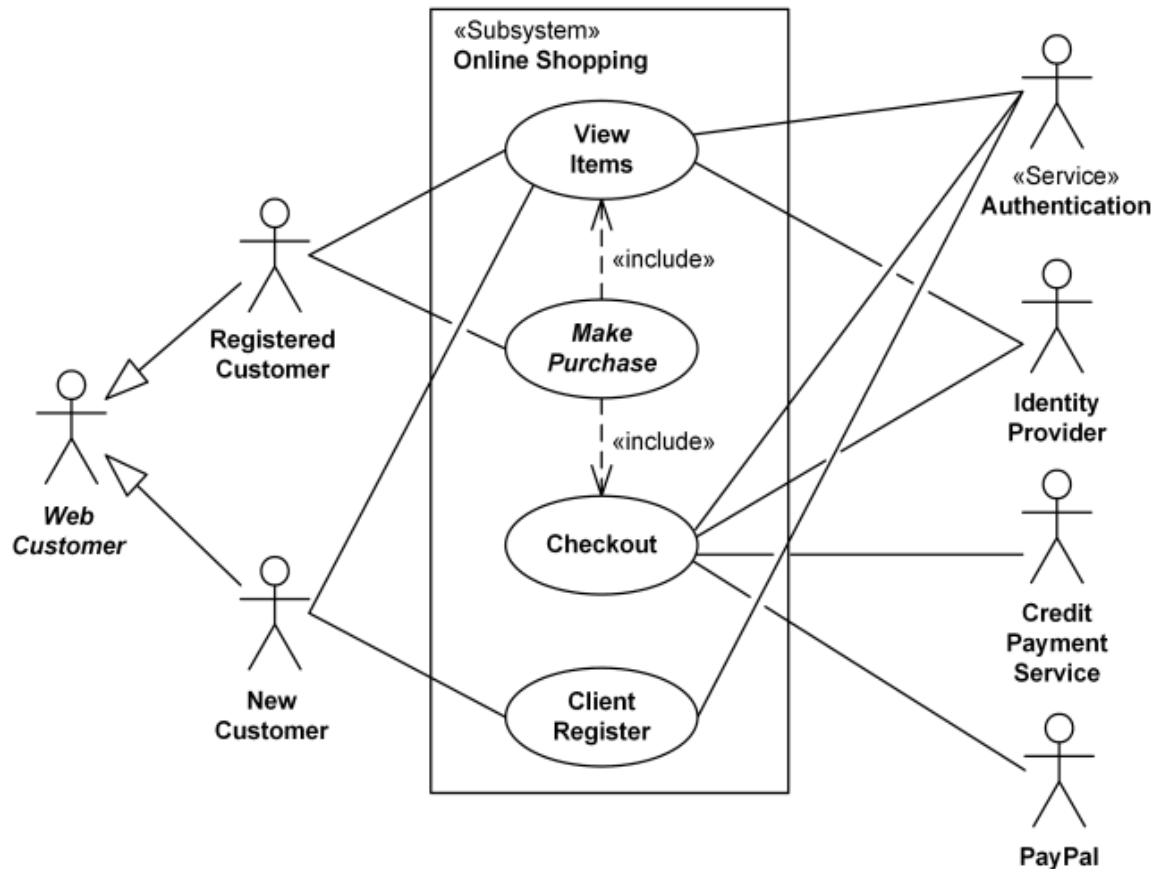




Comparing the figures above with UI diagram matches as the customer or user is connected to the account created and payment system to order and shop online.

➤ Use Cases

E-commerce customer actor uses some web site to make purchases online. Top level use cases are *View Items*, *Make Purchase* and *Client Register*. *View Items* use case could be used by customer as top level use case if customer only wants to find and see some products. This use case could also be used as a part of **Make Purchase (Shop)** use case. **Client Register** use case allows customer to register on the web site, for example to get some coupons or be invited to private sales. Note, that **Checkout** use case is part of making purchase. Several other actors which will be described below with detailed use cases.



Customer may search for items, browse, view items recommended for him/her, and add items to shopping cart or wish list. All these use cases are extending use cases because they provide some optional functions allowing customer to find item.

➤ Process

Software Toolset: Planning to get an ecommerce website, the first thing that needs to be considered is to choose the programming language for your ecommerce website to be highly functional and visually attractive.

Below are the programming languages used for developing GROUP-GH ecommerce website.

- ✚ **JavaScript:** JavaScript was used because of its dynamic capabilities. It is one of the very few languages that is accepted and supported by almost all top web browsers. JavaScript enables us to build an interactive e-commerce websites. It is an essential programming language that works with HTML and CSS.
- ✚ **PHP:** It can be used as functional oriented and object oriented. It's coding is different and needs little time to get acquainted with the coding style.
- ✚ **HTML:** Through HTML, the look and appearance of images, links, headings, text, page layout and just about every element of a web page can be formatted.
- ✚ **CSS:** The key benefit of CSS is faster page loads and enhanced performance. This is because the browser will only download the rules once. After that, it's just cached and used for each new page load in the future.
- ✚ **XAMP/WAMP:** Is used to host the whole project on a normal laptop as a server. It make it possible to see the user interface.

Group Dynamics:

Adusei Peprah Emmanuel F15040107 - Project Manager (Developer)

Stephen Duodu Atobrah F16040104 – Graphics Designer

Antwi Frimpong Solomon F16040110 – Content Specialist

Godfred Adjei Asante F16040101 – Editor

Risk Summary

Three major risk on completion of the e-commerce website are;

- ✚ **Online security:** There is a whole lot of security threats out there to beware of including malware, phishing attacks, hacking and spamming but we planned to prevent these by application some network security technologies like SSL and cryptography.
- ✚ **System Reliability:** The Internet service provider (ISP) server could crash, your online payment system could show errors and the ecommerce plugin could have bugs. We planned to keep all operating systems and APIs updated.
- ✚ **Credit Card Fraud:** Someone could use a stolen credit card to make an online purchase, or a hacker could use stolen credit data from other customers in your system. Strong authentication will be invented to prevent this risk.