

Project-1

**Basic E-Commerce Website**

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## **Abstract:**

The main goal of the project is to create a basic e-commerce website. E-commerce is the activity of 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. Typical e-commerce transactions include the purchase of online books (such as Amazon) and music purchases (music download in the form of digital distribution such as iTunes Store), and to a less extent, customized/personalized online liquor store inventory services. There are three areas of e-commerce: online retailing, electric markets, and online auctions. E-commerce is supported by electronic business.

Unlike traditional commerce that is carried out physically with effort of a person to go & get products, ecommerce has made it easier for human to reduce physical work and to save time. E-Commerce which was started in early 1990's has taken a great leap in the world of computers, but the fact that has hindered the growth of e-commerce is security. Security is the challenge facing e-commerce today & there is still a lot of advancement made in the field of security.

The main advantage of e-commerce over traditional commerce is the user can browse online shops, compare prices and order merchandise sitting at home on their PC. For increasing the use of e-commerce in developing countries the B2B e-commerce is implemented for improving access to global markets for firms in developing countries. For a developing country advancement in the field of e-commerce is essential. The research strategy shows the importance of the e-commerce in developing countries for business applications.

Electronic commerce or ecommerce is a term for any type of business, or commercial transaction, that involves the transfer of information across the Internet. It covers a range of different types of businesses, from consumer based retail sites, through auction or music sites, to business exchanges trading goods and services between corporations. It is currently one of the most important aspects of the Internet to emerge.

Recently the e-commerce platform is playing an important role in some areas; its activities are a subset of e-business activities. The aim of this paper is to build and develop a reliable website based on the e-commerce theories, developing effective well designed web pages. This website will sell computer products include (hardware and software). For implement the selling online website, it needs to use current technologies to achieve this goal. As a first stage, it should setting up online ecommerce store with easy-to-use. Then improve the customer experience, and lastly implement the Direct Online Sale between business to consumer by implement electronic payment methods. All these techniques should be based on deliberated plan according to strategy of electronic commerce with implement the current technology to ensure a good revenue to the company.

## Objective:

According to the fast-changing of the business environment nowadays, we have to be more effective and fast in responding to customers' needs to make them able to access to our products instantly. This can be done by designing an E-commerce web application for online shopping, which sells variant fashions and goods to the customers either by instant payment or by payment on delivery. Many business houses carry out commercial transactions using websites. This makes the shopping process on the web familiar and makes E-commerce an accepted paradigm. To implement online shopping, a virtual store on the Internet is needed which allows customers to seek for products and select them from a catalogue. The customer needs to fill some fields to order a specific product. The purpose of this paper is designing and implementation of online shopping website of clothes. This E-commerce shopping website needs to be designed and developed by studying and understanding the server and client techniques, Adobe Dreamweaver application, relational databases and many programming languages such as HTML, CSS, JAVASCRIPT.

The objectives for this project are:

1. Create a set of requirements for a Website CMS for small businesses based on research
2. Build and test a prototype of a Website CMS for small businesses based on the requirements found
3. Knowing when an item was saved or not saved in the shopping cart.
4. Returning to different parts of the site after adding an item to the shopping cart.
5. Easy scanning and selecting items in a list
6. Effective categorical organization of products.
7. Simple navigation from home page to information and order links for specific products.
8. Obvious shopping links or buttons

## advantages of E-Commerce:

Looking at the brighter side however, e-commerce obviously has numerous advantages over traditional commerce, the number one advantage being convenience of use. The user can browse online stores, compare prices and order merchandise sitting at home on their PC. According to Forrester, 37 percent of online consumers use customer service more from Web retailers than traditional retailers because of its potential for ease of use and quick response times. "Once excellent proactive customer service is in place, merchants must build their brands around the promise of a satisfying experience," said Forrester's Christopher Kelley. "This means not only advertising a call center but also bragging about speedy response times and knowledgeable service reps". Dell, for example has adopted the same approach to selling their products both online and offline. This however, has proven beneficial for the company, since it helped them cut down on warehousing costs. One way in which the company has encouraged online ordering is by offering rebates on the products that are bought online. Other companies should follow Dell's example if they want to succeed in the online world.

## Introduction:

**HTML:** HTML is a language for describing web pages.

- HTML stands for Hyper Text Markup Language
- HTML is not a programming language, it is a markup language
- A markup language is a set of markup tags
- HTML uses markup tags to describe web pages

## HTML Documents

- All HTML documents must start with a document type declaration: `<!DOCTYPE html>`.
- The HTML document itself begins with `<html>` and ends with `</html>`.
- The visible part of the HTML document is between `<body>` and `</body>`.

## HTML Headings

- HTML headings are defined with the `<h1>` to `<h6>` tags.
- `<h1>` defines the most important heading. `<h6>`

## HTML Attributes

- All HTML elements can have attributes
- Attributes provide additional information about elements
- Attributes are always specified in the start tag
- Attributes usually come in name/value pairs like: `name="value"`

**CSS:** Cascading Style Sheets (CSS) is used to format the layout of a webpage. With CSS, you can control the colour, font, the size of text, the spacing between elements, how elements are positioned and laid out, what background images or background colours are to be used, different displays for different devices and screen sizes, and much more!

There are three parts to CSS: the styles, their placement, and the fact that they can cascade. When a browser reads a style sheet, it will format the document according to it. There are three ways of inserting a style sheet:

- External style sheet
- Internal style sheet
- Inline styles

## Inline CSS

An inline CSS is used to apply a unique style to a single HTML element.

An inline CSS uses the style attribute of an HTML element.

## **Internal CSS**

An internal CSS is used to define a style for a single HTML page.

An internal CSS is defined in the <head> section of an HTML page, within a <style> element.

## **External CSS**

An external style sheet is used to define the style for many HTML pages.

### **CSS Colors, Fonts and Sizes**

Here, we will demonstrate some commonly used CSS properties. You will learn more about them later.

The CSS color property defines the text color to be used.

The CSS font-family property defines the font to be used.

The CSS font-size property defines the text size to be used.

## **JAVASCRIPT:**

- JavaScript was designed to add interactivity to HTML pages
- JavaScript is a scripting language
- A scripting language is a lightweight programming language
- JavaScript is usually embedded directly into HTML pages
- JavaScript is an interpreted language (means that scripts execute without preliminary compilation)
- Everyone can use JavaScript without purchasing a license

## **Methodology:**

The created online store is based entirely on free source applications and with the intention to cut cost. All of the functionalities need to be carried out in an orderly manner. The customer or user interfaces are critical because the administrator interface will be used to manage the activities on the customer interface. The technologies used for the project is HTML5, CSS3, JavaScript. Interface and administrator interface are the main interfaces created in this project. With the customer and admins interface, I used HTML5 and CSS3. The HTML5 was used to create the structure of the page whiles the CSS was used to style the page.

The five phases of the project are as follows:

### **Scoping and planning**

This phase focuses on the planning of the project's overall direction, including the definition of the project's scope, objectives, and timelines. The deliverable from this phase is this Design Plan.

### **Conceptual design and research**

In this phase, the conceptual design of the methodology is developed and research on existing

methodologies is conducted. Research is performed from independent research firms, such as the Gartner Group, Forrester Research, and CIO.com. These research firms sometimes publish the methodologies that consulting firms use. Consulting firms' websites are another source for researching E-commerce strategy methodologies.

### **Development of methodology**

The actual methodology is developed in this phase. Detailed descriptions of each task in the methodology are documented, including the objectives, inputs, approach, relevant models, applicable tools and techniques, outputs, and any references. The methodology is to be documented in an appropriate format, be it a Word document or HTML pages.

### **Implementation of methodology**

The methodology will be implemented with a client. This phase includes the marketing of E-commerce strategy development services and the closing of the sale, followed by the actual implementation.

### **Revision of methodology**

Final touches and revisions to the methodology are made in this phase. The majority of these revisions come from experiences on the client project. Sample reports and any additional references are added to the methodology.

## **Code:**

```
<!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=1.0">
  <title>Document</title>
  <link rel="stylesheet" href="./ecommerce.css">
  <link href="https://unpkg.com/ionicons@4.5.10-0/dist/css/ionicons.min.css"
rel="stylesheet">
</head>
<body>
  <header>
    <div class="logo"><a href="#">ShoPperZ</a></div>
    <div class="menu">
      <a href=""><ion-icon name="close" class="close"></ion-icon></a>
      <ul>
        <li><a href="#" class="under">HOME</a></li>
        <li><a href="#" class="under">SHOP</a></li>
        <li><a href="#" class="under">OUR PRODUCTS</a></li>
        <li><a href="#" class="under">CONTACT US</a></li>
        <li><a href="#" class="under">ABOUT US</a></li>
      </ul>
    </div>
  </header>
```

```
<div class="search">
  <a href=""><input type="text" placeholder="search products" id="input">
    <ion-icon class="s" name="search"></ion-icon>
  </a>
</div>
<div class="heading">
  <ul>
    <li><a href="#" class="under">HOME</a></li>
    <li><a href="#" class="under">SHOP</a></li>
    <li><a href="#" class="under">OUR PRODUCTS</a></li>
    <li><a href="#" class="under">CONTACT US</a></li>
    <li><a href="#" class="under">ABOUT US</a></li>
  </ul>
</div>
<div class="heading1">
  <ion-icon name="menu" class="ham"></ion-icon>
</div>
</header>
<section>
  <div class="section">
    <div class="section1">
      <div class="img-slider">
        
        
        
        
        
      </div>
    </div>
    <div class="section2">
      <div class="container">
        <div class="items">
          <div class="img img1"></div>
          <div class="name">SHOES</div>
          <div class="price">$5</div>
        </div>
      </div>
    </div>
  </div>
</section>
</div>
```

```
<div class="info">Lorem ipsum dolor sit amet consectetur.</div>
</div>
<div class="items">
  <div class="img img2"></div>
  <div class="name">MEN's T-SHIRT</div>
  <div class="price">$6.34</div>
  <div class="info">Lorem ipsum dolor sit.</div>
</div>
<div class="items">
  <div class="img img3"></div>
  <div class="name">JEANS</div>
  <div class="price">$9</div>
  <div class="info">Lorem ipsum dolor sit amet.</div>
</div>
<div class="items">
  <div class="img img1"></div>
  <div class="name">WATCH</div>
  <div class="price">$9.1</div>
  <div class="info">Lorem ipsum dolor sit.</div>
</div>
<div class="items">
  <div class="img img1"></div>
  <div class="name">SMART PHONE</div>
  <div class="price">$20</div>
  <div class="info">Lorem ipsum dolor sit.</div>
</div>
<div class="items">
  <div class="img img1"></div>
  <div class="name">TELEVISION</div>
  <div class="price">$18</div>
  <div class="info">Lorem ipsum dolor sit amet consectetur.</div>
</div>
<div class="items">
```



```
<div class="img img1"></div>
<div class="name">HOODIES</div>
<div class="price">$6.7</div>
<div class="info">Lorem ipsum dolor sit.</div>
</div>
<div class="items">
  <div class="img img1"></div>
    <div class="name">DINNER SET</div>
    <div class="price">$10</div>
    <div class="info">Lorem ipsum dolor sit amet consectetur adipisicing elit.</div>
  </div>
  <div class="items">
    <div class="img img1"></div>
      <div class="name">BLANKETS</div>
      <div class="price">$9.9</div>
      <div class="info">Lorem ipsum dolor sit amet consectetur adipisicing.</div>
    </div>
    <div class="items">
      <div class="img img1"></div>
        <div class="name">LAPTOP</div>
        <div class="price">$99</div>
        <div class="info">Lorem ipsum dolor sit amet consectetur, adipisicing elit.</div>
      </div>
      <div class="items">
        <div class="img img1"></div>
          <div class="name">MICROWAVE</div>
          <div class="price">$30</div>
          <div class="info">Lorem ipsum dolor sit amet consectetur, adipisicing elit.</div>
        </div>
        <div class="items">
          <div class="img img1"></div>
    <div class="name">COFFEE MAKER</div>
    <div class="price">$29.7</div>
    <div class="info">Lorem ipsum dolor sit amet consectetur, adipisicing elit.</div>
</div>
<div class="items">
    <div class="img img1"></div>
    <div class="name">BED</div>
    <div class="price">$100</div>
    <div class="info">Lorem ipsum dolor sit amet consectetur, adipisicing elit.</div>
</div>
<div class="items">
    <div class="img img1"></div>
    <div class="name">AIR CONDITIONER</div>
    <div class="price">$78</div>
    <div class="info">Lorem ipsum dolor sit amet consectetur, adipisicing elit.</div>
</div>
<div class="items">
    <div class="img img1"></div>
    <div class="name">BOOK</div>
    <div class="price">$9</div>
    <div class="info">Lorem ipsum dolor sit amet consectetur, adipisicing elit.</div>
</div>
<div class="items">
    <div class="img img1"></div>
    <div class="name">BAG</div>
    <div class="price">$36.5</div>
    <div class="info">Lorem ipsum dolor sit amet consectetur, adipisicing elit.</div>
</div>
<div class="items">
    <div class="img img1"></div>
    <div class="name">SAREES</div>
    <div class="price">$25.6</div>
```

```

    <div class="info">Lorem ipsum dolor sit amet consectetur, adipisicing elit.</div>
  </div>
  <div class="items">
    <div class="img img1"></div>
    <div class="name">WASHING MACHINE</div>
    <div class="price">$56</div>
    <div class="info">Lorem ipsum dolor sit amet consectetur, adipisicing elit.</div>
  </div>
</div>
</div>
</section>
<footer>
  <div class="footer0">
    <h1>ShoPperZ</h1>
  </div>
  <div class="footer1">
    Connect with us at<div class="social-media">
      <a href="#">
        <ion-icon name="logo-facebook"></ion-icon>
      </a>
      <a href="#">
        <ion-icon name="logo-linkedin"></ion-icon>
      </a>
      <a href="#">
        <ion-icon name="logo-youtube"></ion-icon>
      </a>
      <a href="#">
        <ion-icon name="logo-instagram"></ion-icon>
      </a>
      <a href="#">
        <ion-icon name="logo-twitter"></ion-icon>
      </a>
    </div>
  </div>
  <div class="footer2">
    <div class="product">
      <div class="heading">Products</div>
      <div class="div">Sell your Products</div>
      <div class="div">Advertise</div>
      <div class="div">Pricing</div>
      <div class="div">Product Buisness</div>
    </div>
    <div class="services">
      <div class="heading">Services</div>

```

```

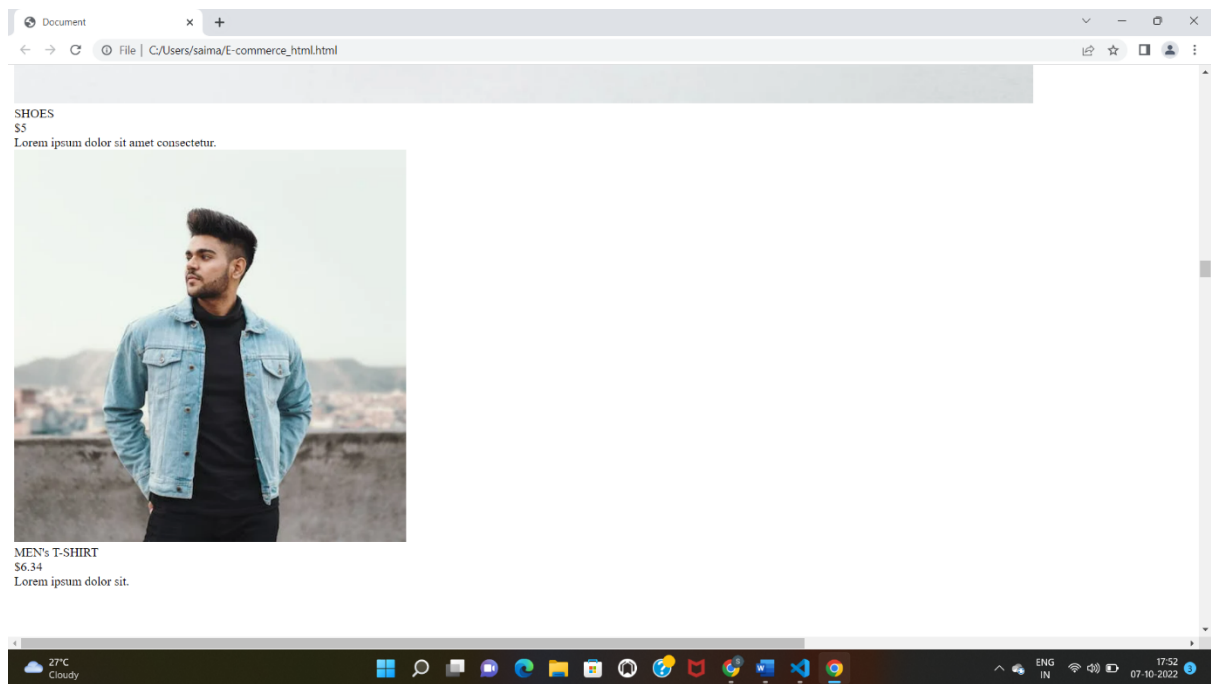
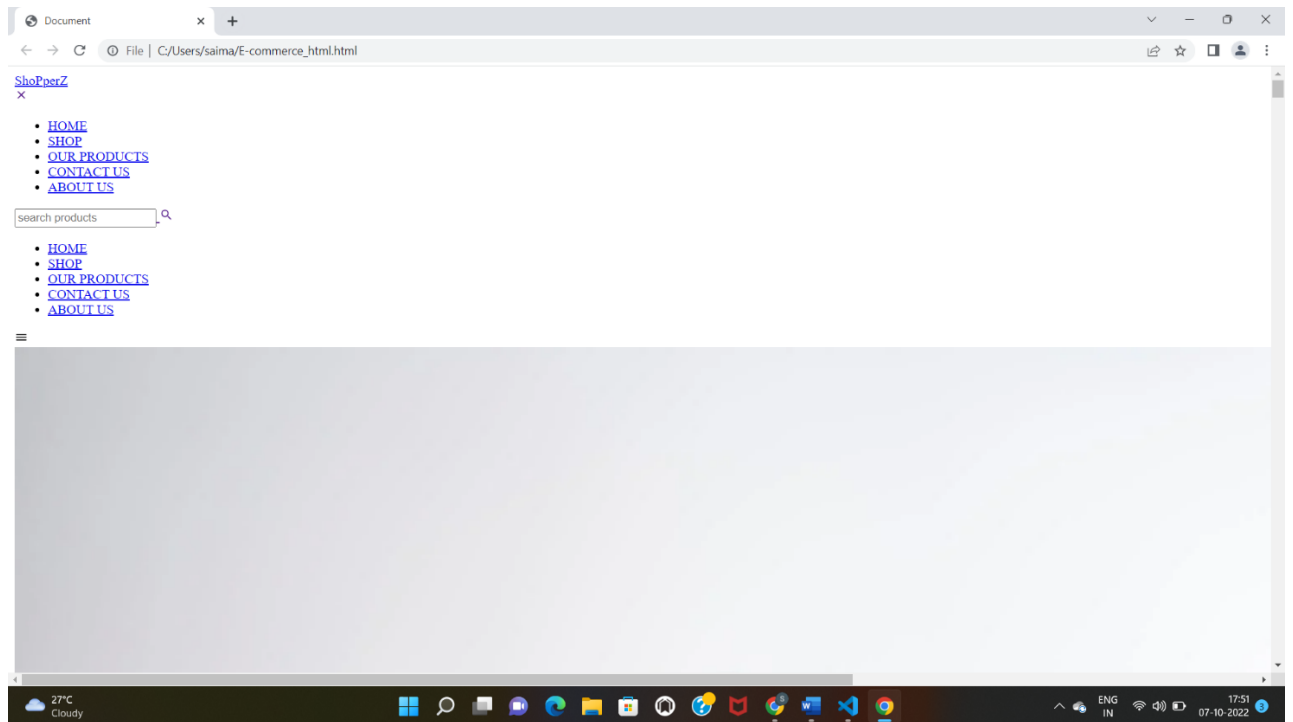
    <div class="div">Return</div>
    <div class="div">Cash Back</div>
    <div class="div">Affiliate Marketing</div>
    <div class="div">Others</div>
  </div>
  <div class="Company">
    <div class="heading">Company</div>
    <div class="div">Complaint</div>
    <div class="div">Careers</div>
    <div class="div">Affiliate Marketing</div>
    <div class="div">Support</div>
  </div>
  <div class="Get Help">
    <div class="heading">Get Help</div>
    <div class="div">Help Center</div>
    <div class="div">Privacy Policy</div>
    <div class="div">Terms</div>
    <div class="div">Login</div>
  </div>
</div>
<div class="footer3">Copyright © <h4>ShoPperZ</h4> 2021-2028</div>
</footer>
<script type="module" src="https://unpkg.com/ionicons@4.5.10-
0/dist/ionicons/ionicons.esm.js"></script>

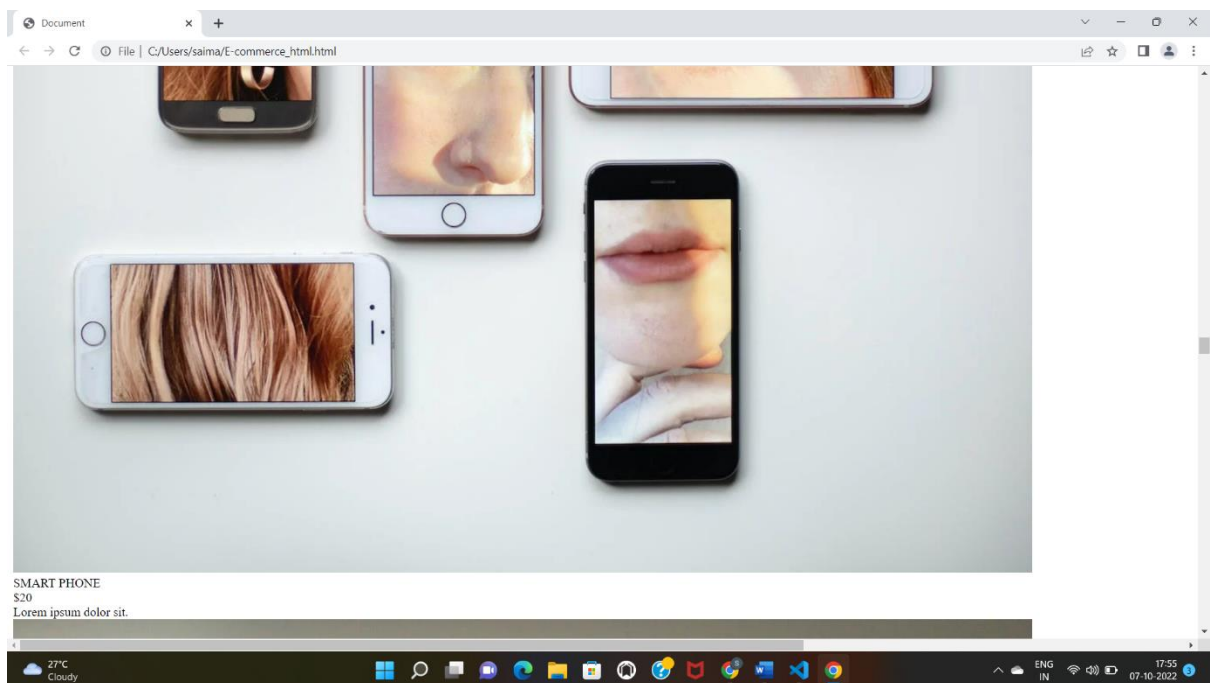
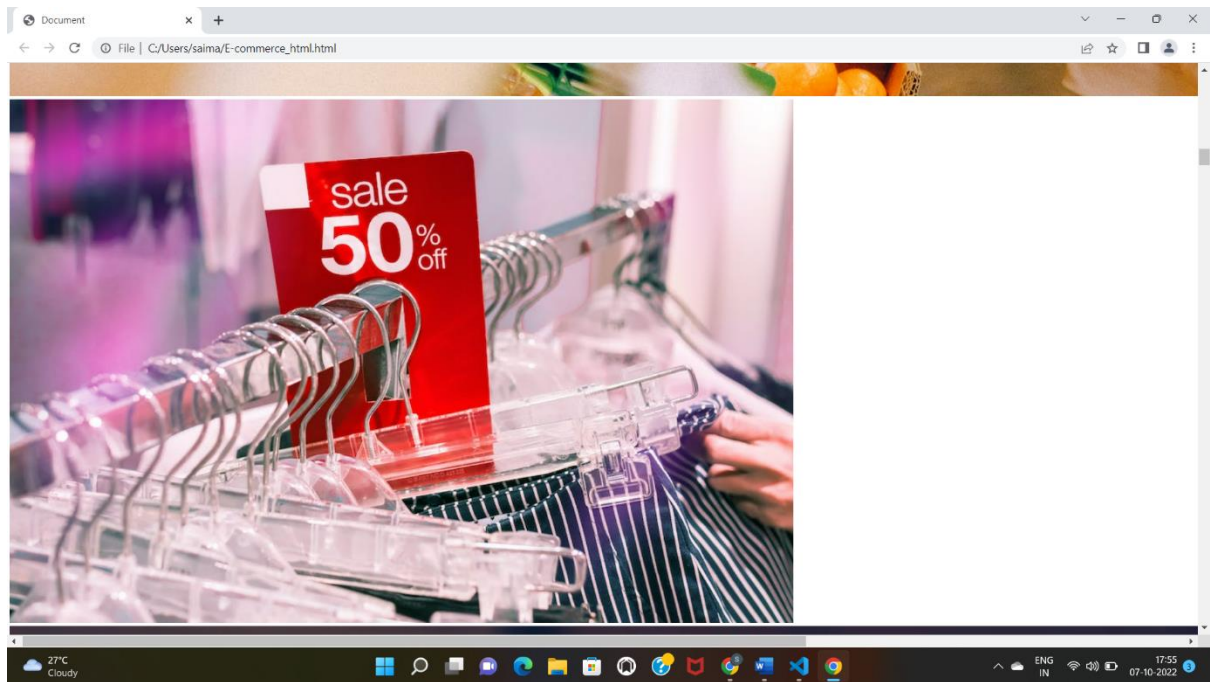
<script nomodule="" src="https://unpkg.com/ionicons@4.5.10-
0/dist/ionicons/ionicons.js"></script>
<script src="./ecommerce.js"></script>
</body>
</html>

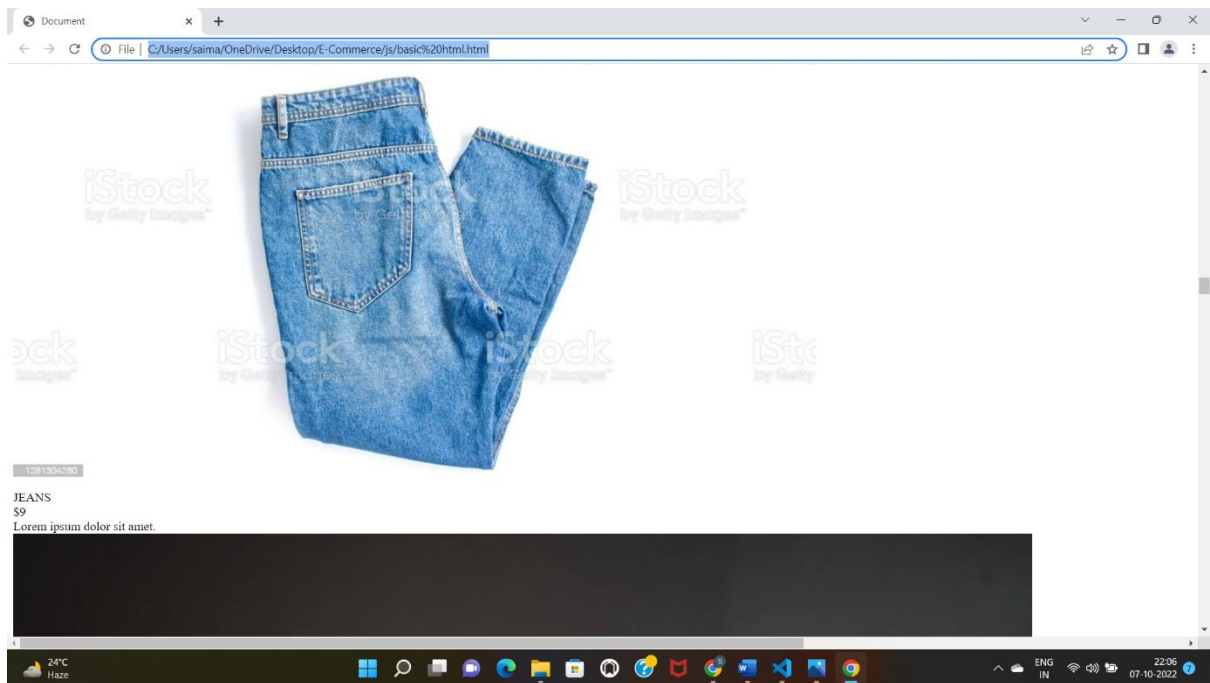
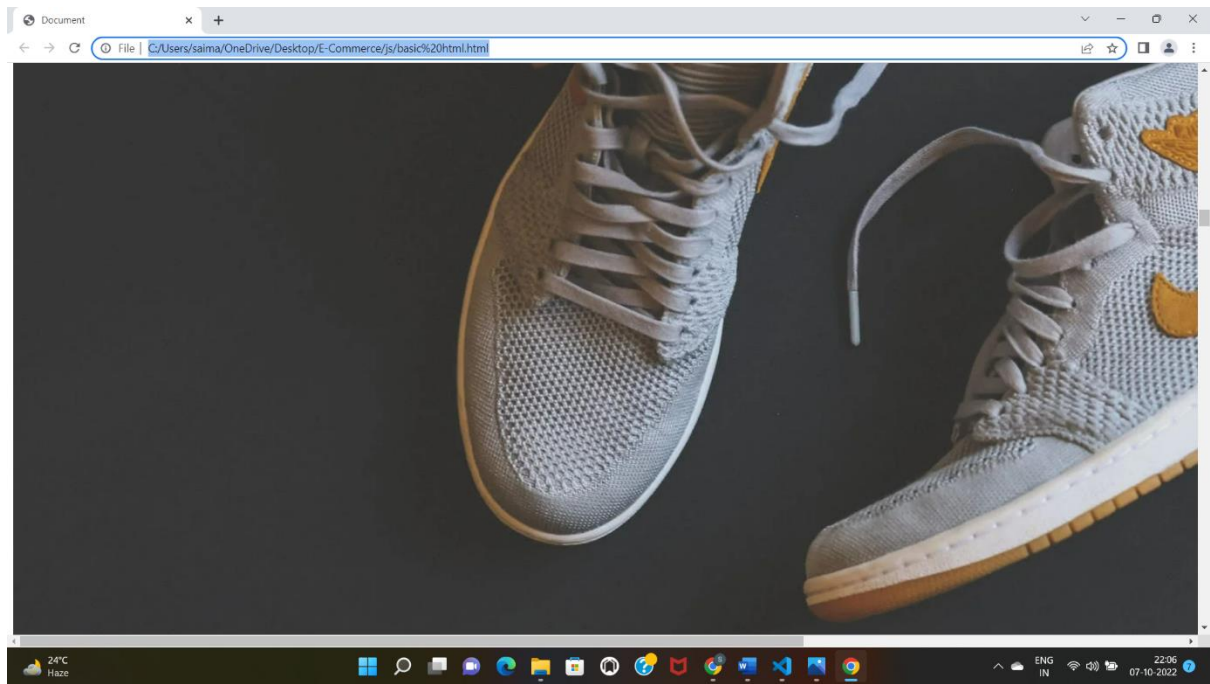
```

## Images:

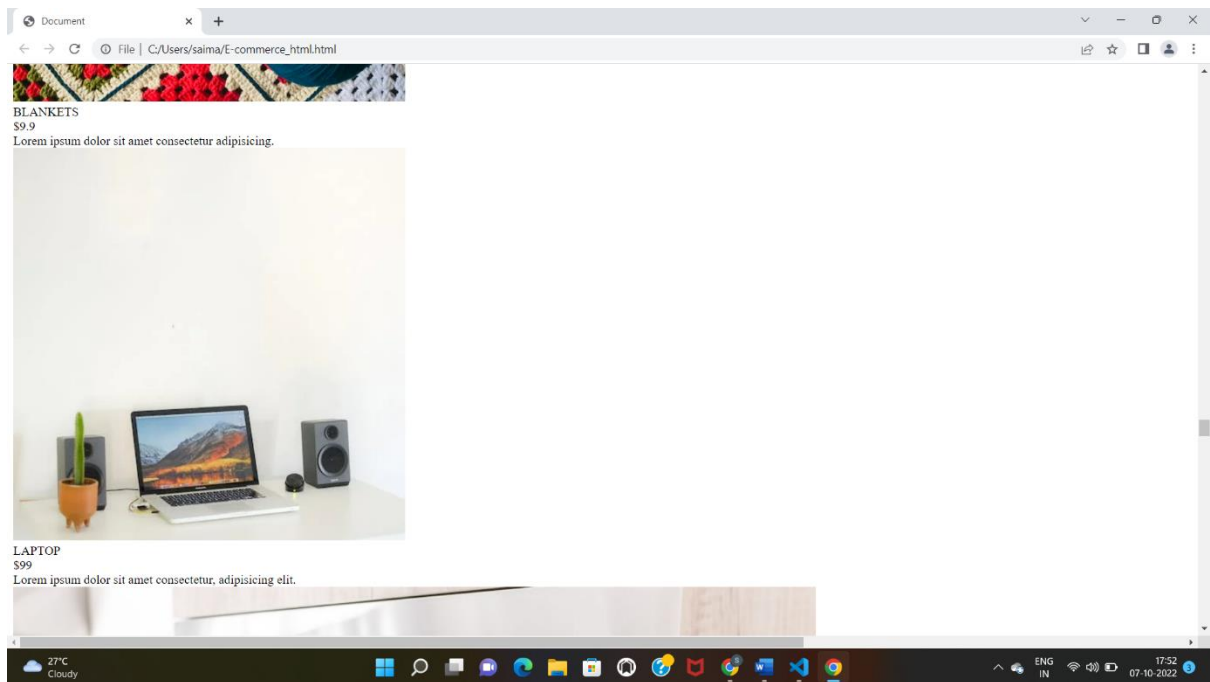
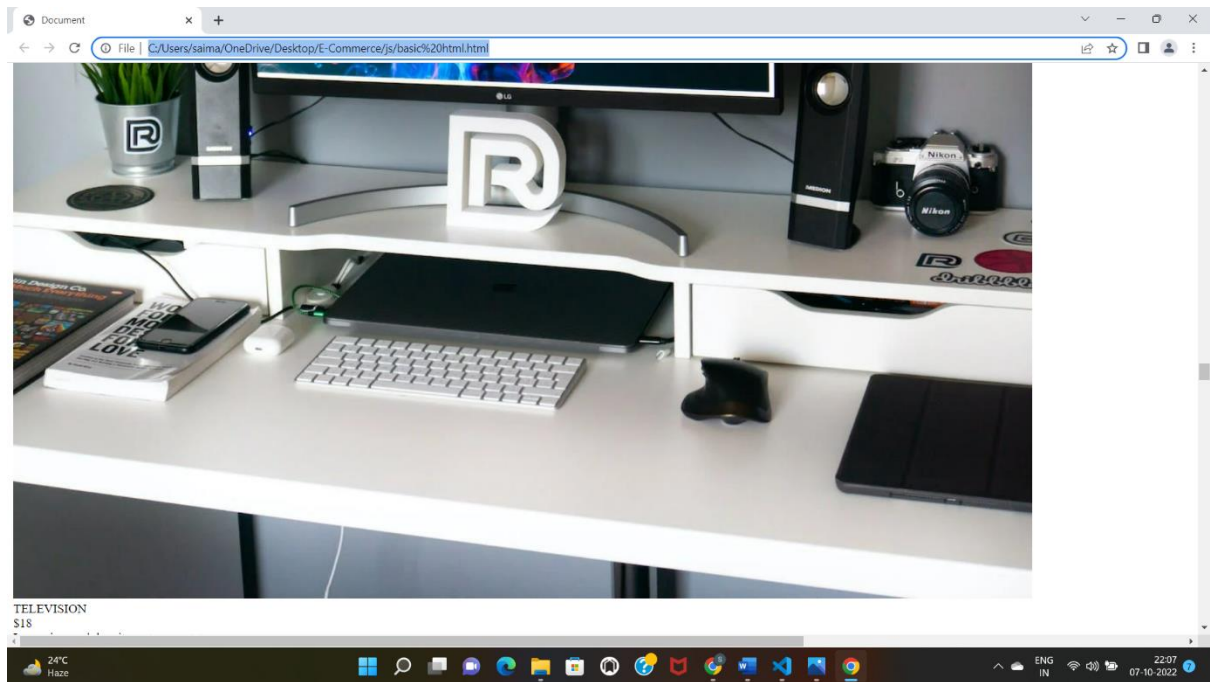
Output will be as:



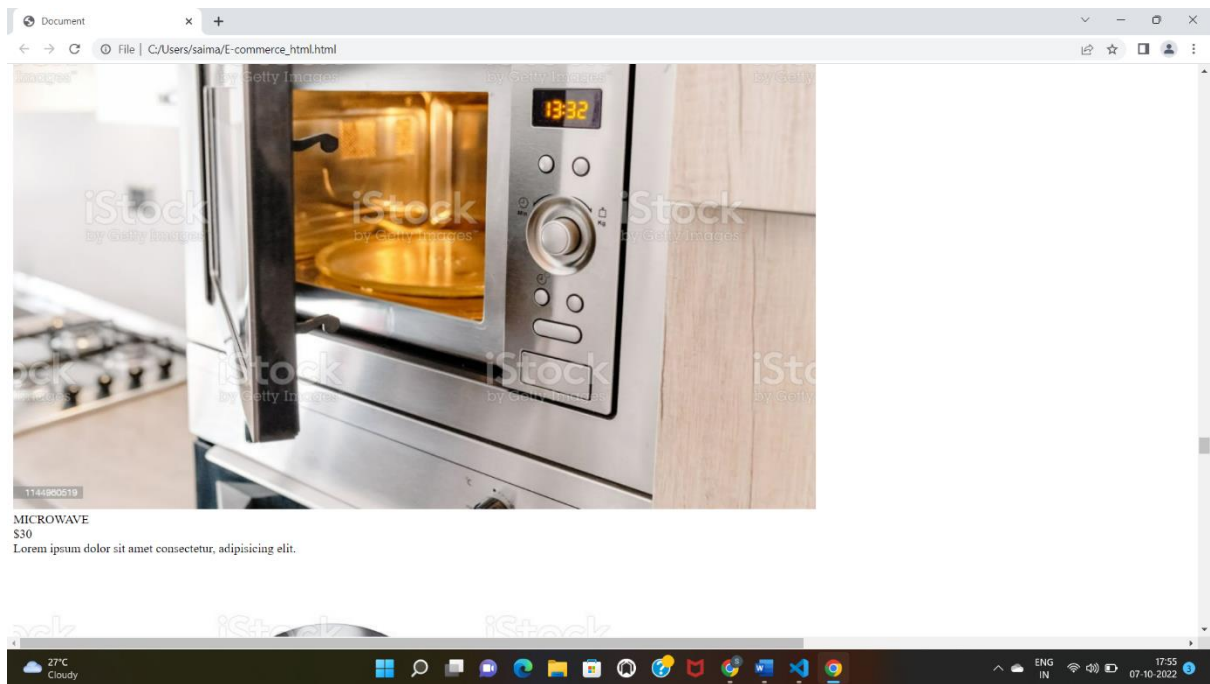
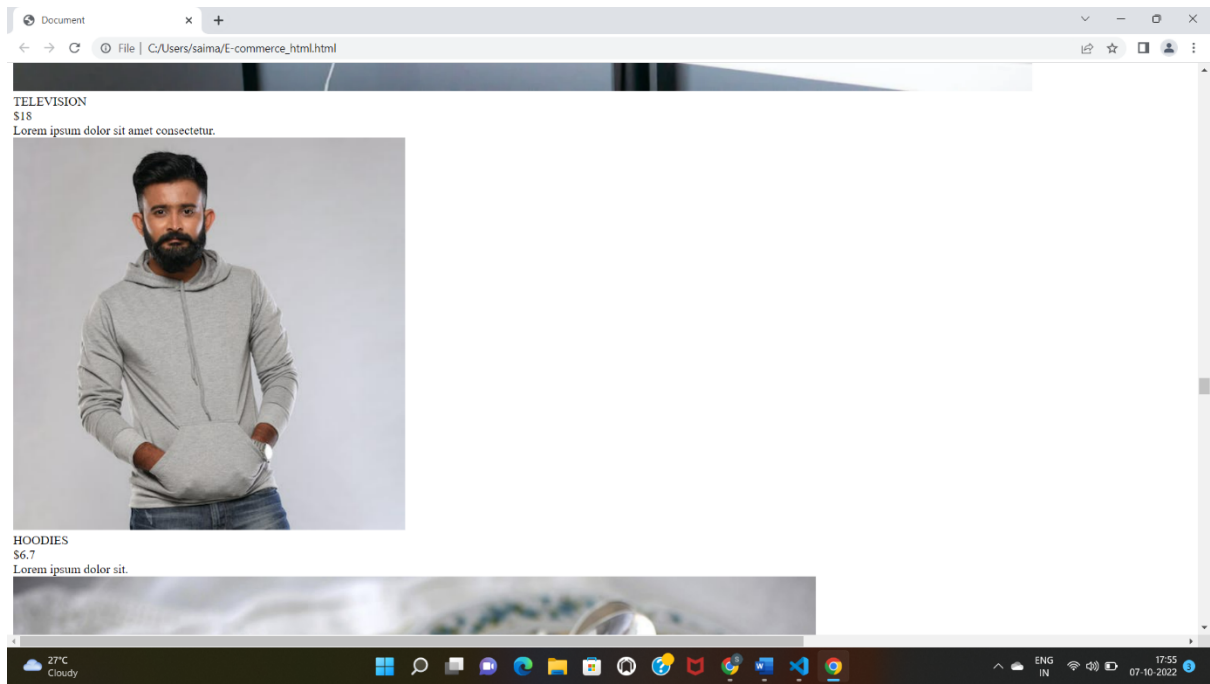


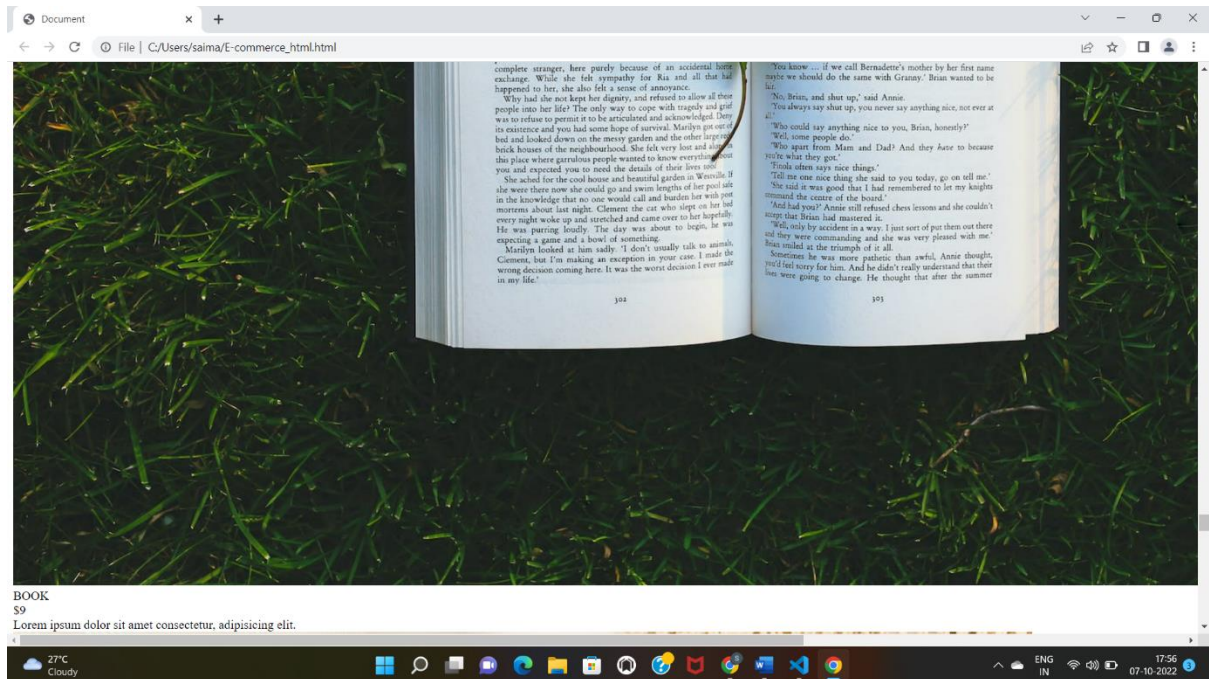
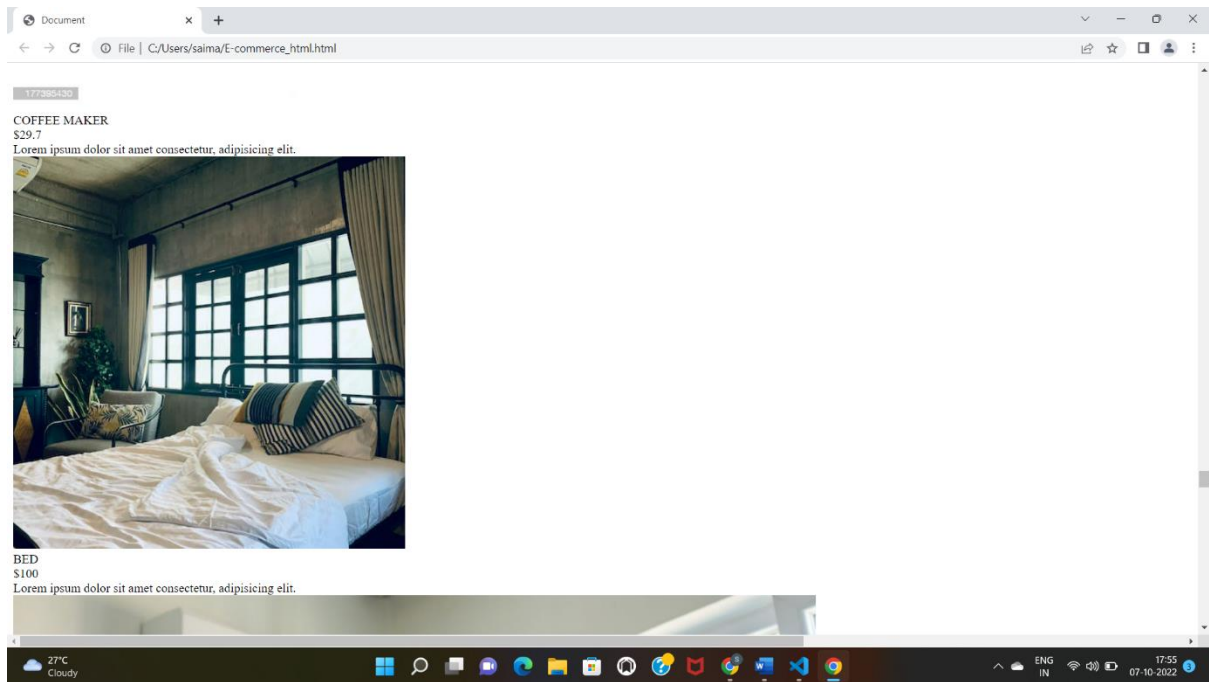


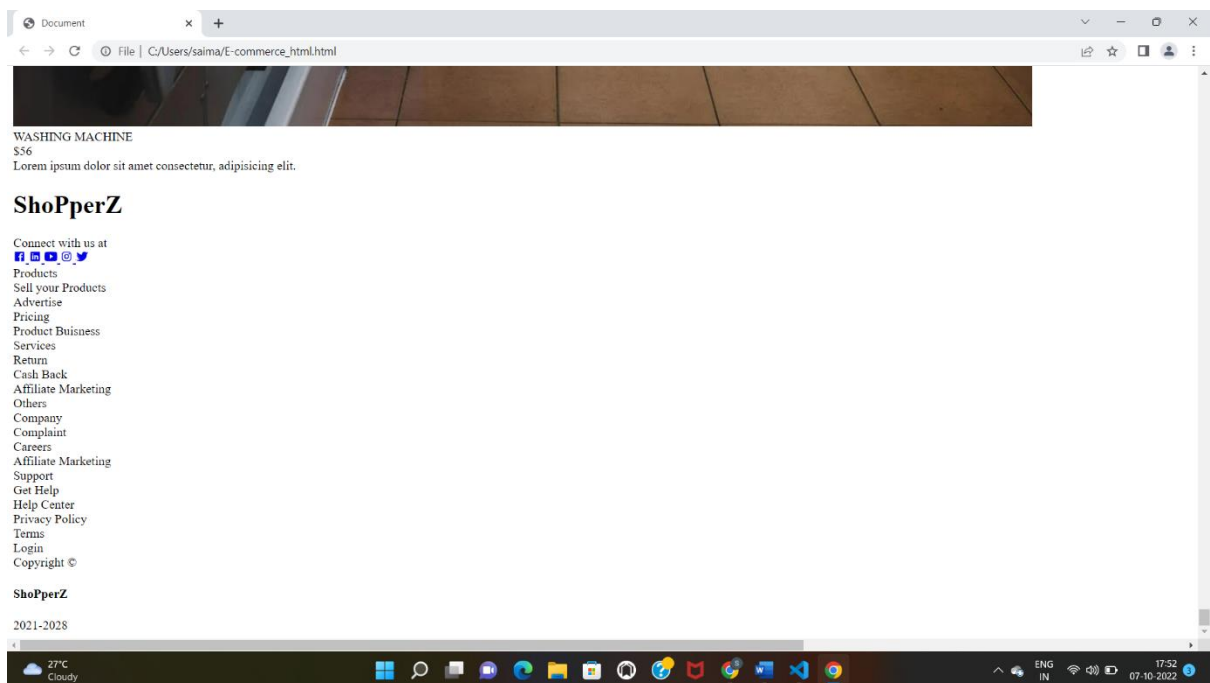
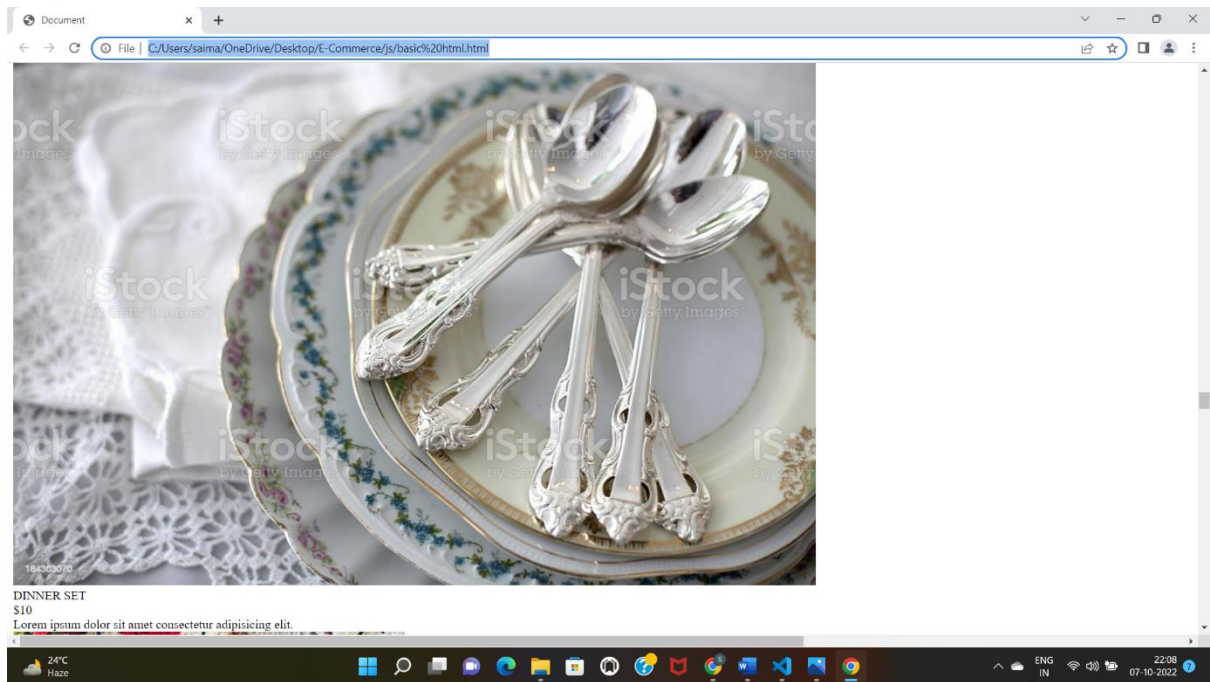












**Conclusion:**

Hence, I have created a basic E-Commerce Website using HTML, CSS & JAVASCRIPT. E-Commerce refers to all forms of business activities across the internet. This can include E-tailing, B2B, intranets and extranets, online advertising, and simply online presence of any form that are used for some type of communication. E-Commerce has several advantages and disadvantages as indicated in these papers.

