**Project Report on**

**E-Commerce**



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**Submitted to**

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**Objective**

* To provide platform for customers and agency for selling and purchasing products online.
* Revenue generation. Revenue generation using advertisements, featured images like banner. Featured image is the image which is selected by photographer to display on homepage of website.
* Provide advance search facility to locate image quickly. Also included search product on the go.
* Cost of products is less compare to current market price.
* No payment only manual confirmation.

**Project Profile**

**Title**

UK Ecommerce is a web-based application and also a fast, easy-to-use marketplace for online quality selling. it offer largest collection of products around the globe, available for almost every category.

**Language and Development Tool**

For the development of frontend website layout and backend management system we have used ASP .Net 4.0 with C#, HTML, CSS, JQuery, Ajax and Visual Studio 2012,Photoshop CS5, Dreamweaver as a development tool.

**Backend**

To store data of the website we have used SQL Server 2012.

**Introduction to Tools**

**HTML**

To publish information for global distribution, one needs a universally understood language, a kind of publishing mother tongue that all computers may potentially understand. The publishing language used by the World Wide Web is HTML (from Hyper Text Markup Language).

HTML gives authors the means to:

* Publish online documents with headings, text, tables, lists, photos, etc.
* Retrieve online information via hypertext links, at the click of a button.
* Design forms for conducting transactions with remote services, for use in searching for information, making reservations, ordering products, etc.
* Include spread-sheets, video clips, sound clips, and other applications directly in their documents.

HTML was originally developed by Tim Berners-Lee while at CERN, and popularized by the Mosaic browser developed at NCSA. During the course of the 1990s it has blossomed with the explosive growth of the Web. During this time, HTML has been extended in a number of ways. The Web depends on Web page authors and vendors sharing the same conventions for HTML. This has motivated joint work on specifications for HTML.

It is a platform independent language that can be used on any platform such as Windows, Linux, Macintosh, and so on. To display a document in web it is essential to mark-up the different elements (headings, paragraphs, tables, and so on) of the document with the HTML tags. To view a mark-up document, user has to open the document in a browser. A browser understands and interpret the HTML tags, identifies the structure of the document (which part are which) and makes decision about presentation (how the parts look) of the document.

**Getting Started**

HTML (Hyper Text Markup Language) documents are written in plain text (ASCII) with special markup codes embedded right in the text. This means HTML files contain nothing but printable characters and HTML markup codes. This is unlike a word file which can contain special characters for formatting functions.

What distinguishes an HTML file from any other plain – text file is the presence of markup codes. Markup codes are typed into document and control the formatting and layout of our finished document. The markup codes that are typed into a document are enclosed within these angle brackets: “<>”. The angle brackets and the markup codes together constitute a tag. When we are talking about an HTML document we refer to it as a “source” document. Here is an example of the “source” of a simple HTML document:   
  
<HTML>

<HEAD>

<TITLE> Simple HTML document </TITLE>

</HEAD>

<BODY>

This is very simple html document.

</BODY>

</HTML>

**ASP.NET**

ASP.NET is a set of Web development tools offered by Microsoft. ASP.NET is a radical update of Microsoft’s *Active Server Pages* (*ASP*). ASP.NET is a powerful server based technology designed to create dynamic and interactive HTML pages on demand for our Web site or corporate intranet.

Programs like Visual Studio .NET and Visual Web Developer allow Web developers to create dynamic websites using a visual interface. Of course, programmers can write their own code and [scripts](http://www.techterms.com/definition/script) and incorporate it into ASP.NET websites as well. Though it often seen as a successor to Microsoft's [ASP](http://www.techterms.com/definition/asp) programming technology, ASP.NET also supports Visual Basic.NET, JScript .NET and open-source languages like Python and Perl. .NET development environment. It allows us to create Web applications in a new, flexible way by placing commonly used code into reusable controls of various kinds that can fire events initiated by the users of a site.

ASP.NET is built on the .NET framework, which provides an application program interface ([API](http://www.techterms.com/definition/api)) for software programmers. The .NET development tools can be used to create applications for both the Windows operating system and the Web. Programs like Visual Studio .NET provide a visual interface for developers to create their applications, which makes .NET a reasonable choice for designing Web-based interfaces as well.

In order for an ASP.NET website to function correctly, it must be published to a Web server that supports ASP.NET applications. Microsoft's Internet Information Services (IIS) Web server is by far the most common platform for ASP.NET websites. While there are some open-source options available for Linux-based systems, these alternatives often provide less than full support for ASP.NET applications.

ASP.NET branches out into many other technologies, such as Web services, ADO.NET, custom controls, and security. We will briefly touch upon its relationship with these fields throughout to provide a solid, comprehensive understanding of how ASP.NET can benefit our work in a practical way.

ASP.NET 3.5 itself is a fairly light update to the complete wholesale changes that occurred in ASP.NET 3.0.

By the end of we will be familiar with the anatomy of ASP.NET 3.5 and be able to create powerful, secure, and robust Web sites that can collect and work with information in a multitude of ways to the benefit of both we and our users.

One of the most eye-catching things about ASP.NET is the way we can use any programming language based on the .NET Framework, such as C#, Jscript.NET, or VB.NET to create our Web applications.

ASP.NET makes storing information to a database or self-describing XML document faster and easier. We can alter the layout of the page using a free Web page editor – Web Matrix – designed to be used with ASP.NET, rather than positioning everything manually within code, and even alter the contents of files on your machine, if we have the correct permissions.

* **ASP:** A server-side technology for creating dynamic Web pages that only lets you use scripting languages.
* **ASP.NET:** A server-side technology for creating dynamic Web pages that lets you use any full-fledged programming language supported by .NET

**Web Server**

*Web servers* are software that manage Web pages and make them available to client browsers – via a local network or over the Internet. In the case of the Internet, the Web server and browser are usually on two different machines, possibly many miles apart. However, in a local situation we can set up a machine that runs the Web server software, and then use a browser on the same machine to look at its Web pages.

It makes no difference whether we access a remote Web server (a Web server on a different machine from our browser) or a local one (Web server and browser on the same machine), since the Web server’s function – to make Web pages available to all – remains unchanged. It may be that we are the only person with access to our own machine nevertheless the principles remain the same.

**Dynamic Web Page**

* **CLIENT SIDE DYNAMIC WEB PAGE**

In the client-side model, modules (or plug-ins) attached to the browser do all the work of creating dynamic pages. The HTML code is typically sent to the browser along with a separate file containing a set of instructions, which is referenced from within the HTML page. However, it is also quite common to find these instructions intermingled with HTML code. The browser then uses them to generate pure HTML for the page when the user requests the page – in other words, the page is generated *dynamically* on request. This produces an HTML page, which is sent back from the plug-in to the browser.

1. A Web author writes a set of instructions for creating HTML and saves it within an .htm file. The author also writes a set of instructions in a different language. This might be contained within the .htm file or within a separate file.

2. Sometime later, a user types a page request into the browser, and the request is passed from the browser to the Web server.

3. The Web server locates the .htm page and possibly a second file that contains the instructions.

4. The Web server sends both the newly created HTML stream and instructions back across the network to the browser.

5. A module within the browser processes the instructions and returns it as HTML within the .htm page – only one page is returned, even if two were requested.

**SQL Server 2012**

Microsoft SQL Server 2012 is a full-featured relational database management system (RDBMS) that offers a variety of administrative tools to ease the burdens of database development, maintenance and administration.

**SQL Server Management Studio (SSMS)** is the main administrative console for SQL Server installations. It provides you with a graphical "birds-eye" view of all of the SQL Server installations on your network. You can perform high-level administrative functions that affect one or more servers, schedule common maintenance tasks or create and modify the structure of individual databases. You may also use SSMS to issue quick and dirty queries directly against any of your SQL Server databases. Users of earlier versions of SQL Server will recognize that SSMS incorporates the functions previously found in Query Analyser, Enterprise Manager and Analysis Manager. Here are some examples of tasks you can perform with SSMS:

* [Create a SQL Server database table](http://databases.about.com/od/sqlserver/ss/sqlservertables.htm)
* [Tune SQL Server performance with the Database Engine Tuning Advisor](http://databases.about.com/od/sqlserver/a/Database-Engine-Tuning-Advisor-In-Sql-Server-2012.htm)
* [Configure SQL Server database auditing](http://databases.about.com/od/sqlserver/a/sql_server_auditing.htm)
* [Set up SQL Server database replication](http://databases.about.com/od/sqlserver/ht/distribution.htm)

SQL Profiler provides a window into the inner workings of your database. You can monitor many different event types and observe database performance in real time. SQL Profiler allows you to capture and replay system "traces" that log various activities. It's a great tool for optimizing databases with performance issues or troubleshooting particular problems.

SQL Server Agent allows you to automate many of the routine administrative tasks that consume database administrator time. You can use SQL Server agent to create jobs that run on a periodic basis, jobs that are triggered by alerts and jobs that are initiated by stored procedures. These jobs may include steps that perform almost any administrative function, including backing up databases, executing operating system commands, running SSIS packages and more

SQL Server Configuration Manager is a snap-in for the Microsoft Management Console (MMC) that allows you to manage the SQL Server services running on your servers. The functions of SQL Server Configuration Manager include starting and stopping services, editing service properties and configuring database network connectivity options. Some examples of SQL Server Configuration Manager Tasks include:

[Starting the SQL Server Agent Service (or other SQL Server services) with Configuration Manager](http://databases.about.com/od/sqlserver/ss/sql_server_agent.htm)

[Encrypting SQL Server database connections with SQL Server Configuration Manager](http://databases.about.com/od/sqlserver/ht/encrypting_mssql_connections.htm)

SQL Server Integration Services (SSIS) provide an extremely flexible method for importing and exporting data between a Microsoft SQL Server installation and a large variety of other formats. It replaces the Data Transformation Services (DTS) found in earlier versions of SQL Server.

**System requirement**

|  |  |
| --- | --- |
| **Operating System** | **Windows** |
| **Monitor Resolution** | 1024 or higher resolution |
| **Browser** | IE 8.0, Safari, Chrome or Mozilla Firefox 6.02 above |
| **Hosting Server Support** | ASP DotNet 4.0 with C# |
| **Database Support** | SQL Server 2012 |
| **Extra Support** | Ajax, JQuery, JavaScript |

**Feasibility Study**

A feasibility analysis usually involves a thorough assessment of the operational (need), financial and technical aspects of a proposal. Feasibility study is the test of the system proposal made to identify whether the user needs may be satisfied using the current software and hardware technologies, whether the system will be cost effective from a business point of view and whether it can be developed with the given budgetary constraints. A feasibility study should be relatively cheap and done at the earliest possible time. Depending on the study, the decision is made whether to go ahead with a more detailed analysis.

When a new project is proposed, it normally goes through feasibility assessment. Feasibility study is carried out to determine whether the proposed system is possible to develop with available resources and what should be the cost consideration. Facts considered in the feasibility analysis were.

**Technical Feasibility**

Technical Feasibility deals with the hardware as well as software requirements. Technology is not a constraint to type Application development. It is a study of resource availability that may affect the ability to achieve an acceptable system. This evaluation determines whether the technology needed for the proposed project is available or not.

The technical feasibility issues usually raised during the feasibility stage of investigation includes these. Can the work for the project be done with current equipment existing software technology & available personnel?

The answer is yes. This system can be developed in Windows 8, MAC and the current operating system used by the developers.

Can the system be upgraded if developed? And if new technology is needed then what can be developed?

Yes. The system can be expanded.

This is concerned with specifying equipment and software that will successfully satisfy the user requirement. The technical needs of the system may include:

**Front-end and back-end selection**

An important issue for the development of a project is the selection of suitable front-end and back-end. When we decided to develop the project we went through an extensive study to determine the most suitable platform that suits the needs of the organization as well as helps in development of the project.

The aspects of our study included the following factors.

**Front-end selection:**

1. It must have a graphical user interface that assists users that are not from IT background.

2. Scalability and extensibility.

3. Flexibility.

4. Robustness.

5. According to the organization requirement and the culture.

6. Must provide excellent reporting features with good printing support.

7. Platform independent.

8. Easy to debug and maintain.

9. Front end must support some popular back end.

**Back-end Selection:**

1. Multiple user support.

2. Efficient data handling.

3. Provide inherent features for security.

4. Efficient data retrieval and maintenance.

5. Stored procedures.

6. Popularity.

7. Operating System compatible.

8. Easy to install.

9. Various drivers must be available.

10. Easy to implant with the Front-end.

**Economic Feasibility**

This feasibility study presents tangible and intangible benefits from the prefect by comparing the development and operational cost. The technique of cost benefit analysis is often used as a basis for assessing economic feasibility. This system needs some more initial investment than the existing system, but it can be justifiable that it will improve quality of service.

Thus feasibility study should center along the following points:

* Improvement resulting over the existing method in terms of accuracy, timeliness.
* Cost comparison.
* Estimate on the life expectancy of the hardware
* Overall objective

Our project is economically feasible. It does not require much cost to be involved in the overall process. The overall objectives are in easing out the requirement processes.

### Operational Feasibility

* It is mainly related to human organizations and political aspects. The points to be considered are:
  + What changes will be brought with the Application?
  + What organization structures are disturbed?
  + What new skills will be required? Do the existing project members have these skills? If not, can they be trained in due course of time?
* The application is operationally feasible as it very easy for the End users to operate it.
* Besides, the new proposed system is very much useful to the users and therefore it will be readily accepted by its targeted users.

**System Requirement Specification (SRS)**

**Scope**

UK E-commerceisawebbased online platform for selling different types of products.it contains large collectionof products categorised professionally and easily for customers who visit the website.

**System Modules**

* Products management
* Order Enquiry management
* Search management
* Cart Management
* Banner management
* Ads management
* FAQs management
* Content management

**Description**

Product Management

In product management administrator can enter details of product like price, image, product name and product description, that will be displayed on the backend listing as well as on front website in well designed format.

This products can be deleted, edited and can be sorted by the position given in the backend list.

Order Enquiry management

In this section we will receive the order enquiry orders placed by our customers online, by which we can measure the product requirement, customer address, contact details and total payout which customer needs to pay.

Search management

In Search management, user can serach by product name as well as product category name from the front end, and after that they will be redirected to the product details pages in website

Cart Management

If the customer wants to buy more than one product the customer stores all those products in to the cart. This cart contains all the products that customer has selected for.

A customer has to checkout enquiry after he adds products to cart. After that the will get an enquiry form for filling required informations and contact details with email and phone number.

And finally they will be redirected to the thank you page.

Banner Management

In banner management, admin can upload different types of images called banner as we have designed home page having multiple banner scrolling with same speed, gives user aware of the current offers and discounts, gives website a new look also, by clicking on banner user can redirected to another page as well as product, link also can be given by admin.

Ads Management

Ads Management is the same as banner management but it will be display in all pages with different sizes and on different places, ads of other websites and of anything that will uploaded by admin and also permitted by admin, admin can earn little bit more by the help of Ads module. By giving ads on his website of different other businesses taking money from them.

FAQ Management

This module manages the frequently asked questions.In the frontend customer can view FAQs by clicking on the FAQ category on the site.In faq page all the question answer are display which are added by a admin and which are visible. User can do enquiry if he/she is having some queries or doubts. All these FAQs are been generated based on the queries received from the customers.

Content management

Content management is the module to manage textual content of the website pages like terms and conditions, privacy policy, about us and contact us.

For using content management in our website requires some knowledge of html tags, as out website is designed in these language, Html tags will be there between these textual content, for this we have used external plugin of CK editor to edit the text of the particular page from backend.





















