

# POORNIMA

## COLLEGE OF ENGINEERING

### DETAILED LECTURE NOTES

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### Cookies

Cookies (also referred to as HTTP cookies or browser cookies) are small text files stored in a web user's browser directory or data folder.

Cookies are simple piece of data sent by a web server to a browser and then sent back unchanged by the browser every time it accesses the server. The stored information may be encrypted for data security and privacy purposes.

#### What cookies do:

Secure websites use cookies to validate a user's identity as they browse from page to page; without cookies, login credentials would have to be entered between before every product added to cart or wish list.

Cookies enable and improve:

- Customer log-in
- Persistent shopping cart
- wish lists
- Product recommendations
- Custom user ~~red~~ interface
- Retaining customer address and payment information

→ Cookies can be divided into two major categories:

- Session cookies: stay on browser and retain your information until it closes. When a new browser window is opened, the same user is treated as a new visitor and must input their login credentials.
- Persistent cookies: have a designated lifespan and remain in a browser until the period elapses or the cookies is manually deleted. Websites that uses persistent cookies will ~~also~~ remember users even after they close a browser.

→ cookies can be used for:

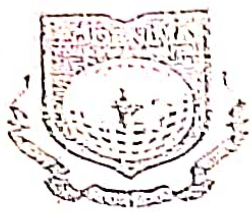
- User authentication: Cookies can be used to remember or repeat customer's log-in information about the user, so that the log-in fields are filled in when the customer returns to the website.
- Session Management: Cookies can be used to store data about a user's navigation patterns, including across multiple visits.
- Tracking browser habits: Tracking cookies enable merchants to store information about visitor's browsing habits. Such data allow e-commerce merchants to produce usage statistics.

Advertising companies use tracking across websites to produce user profile, which are then used to determine what advertisements should be shown to the user.

→ Consider adopting the following procedures when using browser cookies with your e-commerce website:

- Use permanent browser cookies to ~~also~~ record and store non-sensitive cardholder information and preferences.





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- Use browser cookies to maintain active user session.

When a user lands on an e-commerce website for the first time, the webpage makes a record of the activity on its remote server and it places a cookie in the user's browser files. The cookie is only a short line of text. It contains no info<sup>n</sup> about user's machine. It typically contains the URL of the website that placed the cookie, a unique generated number and an expiration date for the cookie.

As the user browses the website, each new page the user visits queries the browser, looking for the cookie. If the cookie's URL matches the website's URL, the website retrieves the user information from its server by utilizing the unique generated number. In this way, the website adjusts the user's experience to reflect her browsing history.

The single most important job of a cookie is to keep a user logged in as they browse from page to page. A user's browsing history becomes part of a database which the website then ~~use~~ uses to improve the customer experience.



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### Shopping Cart

E-commerce wouldn't be possible without online shopping cart. Shopping carts allow consumers to shop virtually by selecting products from online shelves and checking out with a simple click of a button.

An online shopping cart is software that makes it possible for customers to select products and buy them online.

→ How does an online shopping cart work:

#### The customer's side:

- Adding products
- Reviewing the cart
- Completing the purchase
- Continuing the shopping process

#### The merchant's side:

- Inventory
- Product descriptions and metadata
- Price information, including promotional codes,

## Discounts and tax calculations

- Shipping options
- Payment options
- Required customer information to complete a purchase
- Order confirmation
- Identifying returning customers