# Abstract

Online Shoes Shop is the process of doing business through computer networks. A person sitting on his chair in front of a computer can access all the facilities of the Internet to buy or sell the products. Unlike traditional commerce that is carried out physically with the effort of a person to go & get products, Online system has made it easier for humans to reduce physical work and to save time. Online system which was started in the early 1990's has taken a great leap in the world of computers, but the fact that has hindered the growth of Online system is security. Security is the challenge facing Online shops today & there is still a lot of advancement made in the field of security. The main advantage of Online shop 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 Online shops in developing countries, B2B Online shops are implemented for improving access to global markets for firms in developing countries. For a developing country advancement in the field of Online shops/e-commerce is essential. The research strategy shows the importance of e-commerce in developing countries for business applications.

The main objective of the Online shop's website is to manage the details of Products, Customer, Shipping, Payment, Category. It manages all the information about Products, Sales, Category, Products. The project is totally built at the administrative end and thus only the administrator is guaranteed the access. The purpose of the project is to build an application program to reduce the manual work for managing the Products, Customer, Sales, Shipping. It tracks all the details about the Shipping, Payment, Category.

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# CHAPTER 1: INTRODUCTION

## 1.1 Background

Online sites are fast gaining ground as an accepted and used business paradigm. More and more business houses are implementing websites in this pandemic. It is reasonable to say that the process of shopping on the web is becoming commonplace. The main goal of this website is to increase the point of customer choice, efficiency in buying products on the web, and reduce the time used in shopping(physically).

To develop an easy way to use a web-based interface where users can search for products, view the details of the product, and order it without going to market/shops in this pandemic. It minimizes the shopping time of customers, increasing the point of choice. It also facilitates the service provider to know the current stats of the market and make decisions about which products are selling more nowadays and must be kept in store.

## 1.2 Objectives.

Online platforms have become a popular method or medium for buying and selling products and items in this modern century. The online site will facilitate small-size businesses to transform from physical or traditional businesses to online businesses, especially in this epidemic. This will expand their periphery to sell their products in various cities. Through online businesses, small size businesses will get access to larger markets which will eventually increase their business threshold. And to make a collection of shoes, so that consumers can search and get their desired product.

### 1.3 Applicability

Pandemic has thrown innumerable challenges to businesses. The website will facilitate small-size businesses to do business online and help to scale-up business. This system provides an easy solution for customers to buy the product without going to the shop and also to shop owners to sell the product. This proposed system can be used by any unsophisticated users and it does not require any educational level, experience, or technical expertise in the computer field.

# CHAPTER 2: GAP ANALYSIS

Currently, medium-size businesses are going through formidable problems due to the pandemic. And some of them do not have an online platform to sell their products online, many of them are restricted to physical\traditional business only.

In the existing set-up, everyone walking down the street has some difficulties and consequences, especially in this epidemic, also some people are so much busy and not able to go out shopping, some don’t like to shop in a crowd. There is another reason that it’s not possible to see all the products of a store, also it's hazardous for both the customer and seller. And the problem is there are hardly any dedicated websites for a specific product.

# CHAPTER 3: REQUIREMENTS AND ANALYSIS

## 3.1 Problem Definition

Online stores provide an easy way to sell products to a large customer base. However, there is a lot of competition among multiple online sites. When users land on an online site, they expect to find what they are looking for quickly and easily. Also, users are not sure about the brands or the actual products they want to purchase. They have a very broad idea about what they want to buy. Many customers nowadays search for their products on Google rather than visiting specific online sites. They believe that Google will take them to the online sites that have their product. The purpose of any online website is to help customers narrow down their broad ideas and enable them to finalize the products.

Failure to understand customers, why they buy, and how they buy. Even a product with a sound value proposition can fall if the product and retailers do not understand customer habits, expectations, and motivation, online stores could potentially mitigate this potential problem with proactive and focused marketing research, just as traditional retailers may do.

## 3.2 Requirements Specification

**Various interfaces for the product could be**

- Login Page
- Registration Form
- There will be a section displaying a catalog of products that the shop has.
- If the customers select the buy button, then another screen of the shopping cart will be opened.
- After ordering the product, the system will display the bill to the customer.

**User-Interface:**

The interface has been specifically designed with their customers in mind, allowing customers to buy items without going shopping. The home screen offers a menu with a list of functions that the device performs. The user can select one of the options on the menu and is taken to the respective screen. Every screen displays the menu on the top. The user can click on any one of the options and is taken to the screen of their choice. In addition, clicking on the power button displays the home screen with the menu options.

**Functional Requirements:** This section provides a requirement overview of the system. Various functional modules that can be implemented by the system will be.

**Registration:** If the customer wants to buy the product then he/she must be registered, the unregistered user can't go to the shopping cart.

**Login Customer:** logins to the system by entering a valid user id and password for the shopping.

**Changes to Cart:** Changes to the cart mean the customer after login or registration can make an order or cancel the order of the product from the shopping cart.

**Payment:** In this system, we are dealing with the mode of payment by Cash. We will extend this to credit cards, debit cards, etc in the future.

**Non-Functional Requirements:** Define system properties and constraints.

**Non-Functional Requirements are:**

1. Security Reliability
2. Maintainability
3. Portability
4. Extensibility
5. Reusability
6. Compatibility
7. Resource Utilization

**Classified as follow:**

- **Performance constraints:** Reliability, security, response time, etc.
- **Operating constraints:** These include physical constraints (size, weight), personnel availability, skill level considerations, system accessibility for maintenance, etc.
- **Interface constraints:** These describe how the system is to interface with its environment, users, and other systems. For example, user interfaces and their qualities (e.g., user-friendliness).
- **Economic constraints:** Immediate and/or long-term costs.
- **Lifecycle requirements & Quality of the design:** These are measured in terms such as maintainability, enhanced ability, portability.

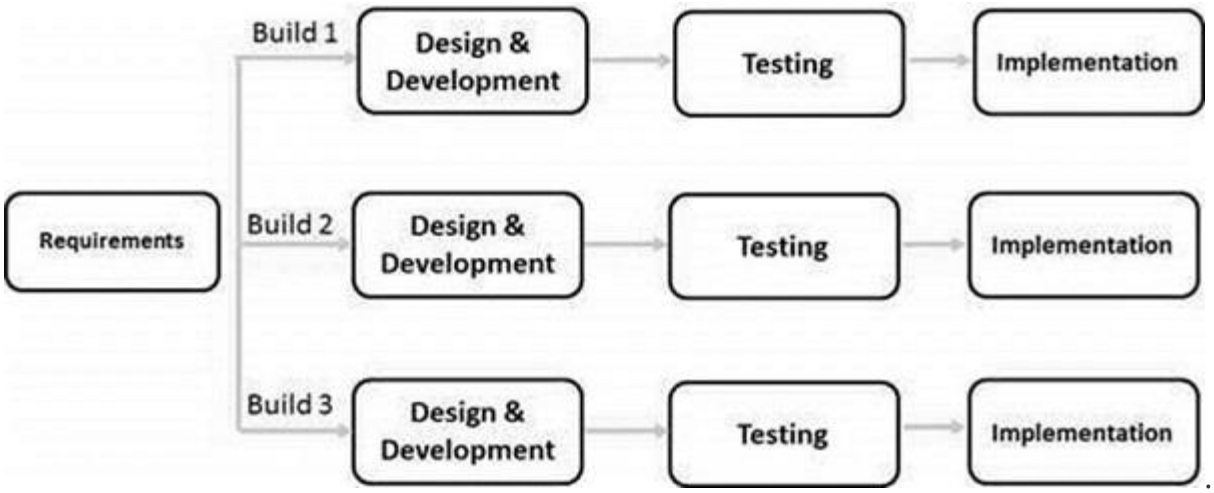
**Technical Issues:** This system will work on client-server architecture. It will require an internet server which will be able to run PHP applications. The system should support some commonly used browsers such as IE, Mozilla Firefox, Chrome, etc.

### 3.3 Planning and Scheduling

**Project Management:** To develop a web-based system there are some points that must be considered such as the system development approach, the software that is going to be used, and the system design. The software, system design, and the system development approach will be explained subsequently.

### Software Process Model

**Iterative Model:** Iterative process starts with a simple implementation of a subset of the software requirements and iteratively enhances the evolving versions until the full system is implemented. At each iteration, design modifications are made and new functional capabilities are added. The basic idea behind this method is to develop a system through repeated cycles (iterative) and in smaller portions at a time (incremental).




- **Requirement Gathering and analysis:** All possible requirements of the system to be developed are captured in this phase and documented in a requirement specification document.

- **System Design:** The requirement specifications from the first phase are studied in this phase and the system design is prepared. This system design helps in specifying hardware and system requirements and helps in defining the overall system architecture.

- **Implementation:** With inputs from the system design, the system is first developed in small programs called units, which are integrated in the next phase. Each unit is developed and tested for its functionality, which is referred to as Unit Testing.

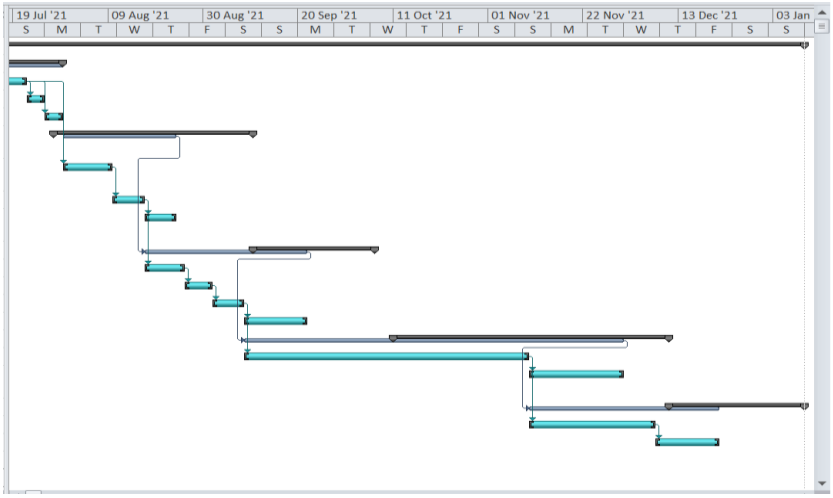
- **Integration and Testing:** All the units developed in the implementation phase are integrated into a system after testing each unit. Post integration the entire system is tested for any faults and failures.

- **Deployment of system:** Once the functional and non-functional testing is done; the product is deployed in the customer environment or released into the market.

- **Maintenance:** There are some issues that come up in the client environment. To fix those issues, patches are released. Also, to enhance the product some better versions are released. Maintenance is done to deliver these changes in the customer environment

## Gantt Chart:

| | Task Mode | Task Name | Duration | Start | Finish | Predecessc |
|---|---|---|---|---|---|---|
| 1 | | **project** | **125 days** | **Sat 17-07-21** | **Sun 09-01-22** | |
| 2 | | **Comprehending Topic** | **10 days** | **Sat 17-07-21** | **Thu 29-07-21** | |
| 3 | | Objective | 4 days | Sat 17-07-21 | Wed 21-07-21 | |
| 4 | | Applicability | 3 days | Thu 22-07-21 | Sun 25-07-21 | 3 |
| 5 | | Drawback and gap | 4 days | Mon 26-07-21 | Thu 29-07-21 | 3 |
| 6 | | **Requirement Gathering & Analysis** | **32 days** | **Wed 28-07-21** | **Thu 09-09-21** | |
| 7 | | requirement specification | 7 days | Fri 30-07-21 | Mon 09-08-21 | 3 |
| 8 | | Planning & scheduleing | 5 days | Tue 10-08-21 | Mon 16-08-21 | 7 |
| 9 | | software &hardware requirement | 5 days | Tue 17-08-21 | Mon 23-08-21 | 8 |
| 10 | | **Designing** | **19 days** | **Fri 10-09-21** | **Wed 06-10-21** | **6** |
| 11 | | Basic model | 7 days | Tue 17-08-21 | Wed 25-08-21 | 8 |
| 12 | | Schema Design | 4 days | Thu 26-08-21 | Tue 31-08-21 | 11 |
| 13 | | Uml/Block/diagram | 5 days | Wed 01-09-21 | Tue 07-09-21 | 12 |
| 14 | | User interface design | 10 days | Wed 08-09-21 | Tue 21-09-21 | 13 |
| 15 | | **Develpoment** | **45 days** | **Mon 11-10-21** | **Fri 10-12-21** | **10** |
| 16 | | UI design | 45 days | Wed 08-09-21 | Tue 09-11-21 | 13 |
| 17 | | Integration of modules | 15 days | Wed 10-11-21 | Tue 30-11-21 | 16 |
| 18 | | **implementation & testin** | **22 days** | **Sat 11-12-21** | **Sun 09-01-22** | **15** |
| 19 | | Code | 20 days | Wed 10-11-21 | Tue 07-12-21 | 16 |
| 20 | | Testing manul | 10 days | Wed 08-12-21 | Tue 21-12-21 | 19 |



### 3.4 Software and Hardware Requirements

| Number | Description |
|---|---|
| 1 | PC with 250 GB or more Hard disk. |
| 2 | PC with 2 GB RAM. |
| 3 | PC with Pentium 1 and Above. |

| Number | Description | Type |
|---|---|---|
| 1 | Operating System | Windows 11 |
| 2 | Language/Tool | Html/css/javascript/Wordpress /PHP/mysql |
| 3 | Database | MySQL |
| 4 | IDE | Visual Code |
| 5 | Browser | Google Chrome/microsoft edge |

### 3.5 Preliminary Product Description

**Feasibility**: It is an evaluation of a proposal designed to determine the difficulty in carrying out a designated task. Generally, a feasibility study precedes technical development and project implementation. In other words, a feasibility study is an evolution or analysis of the potential impact of a proposed project. It is the important part of the primary investigation because only feasible projects go to development stages.

**Economic Feasibility:** It deals with the economic impact of the system on the environment. It is used i.e. benefits in creating the system. We are assuming an economically feasible solution. The profit is dependent on the sale of vouchers. Therefore, the project is economically feasible.

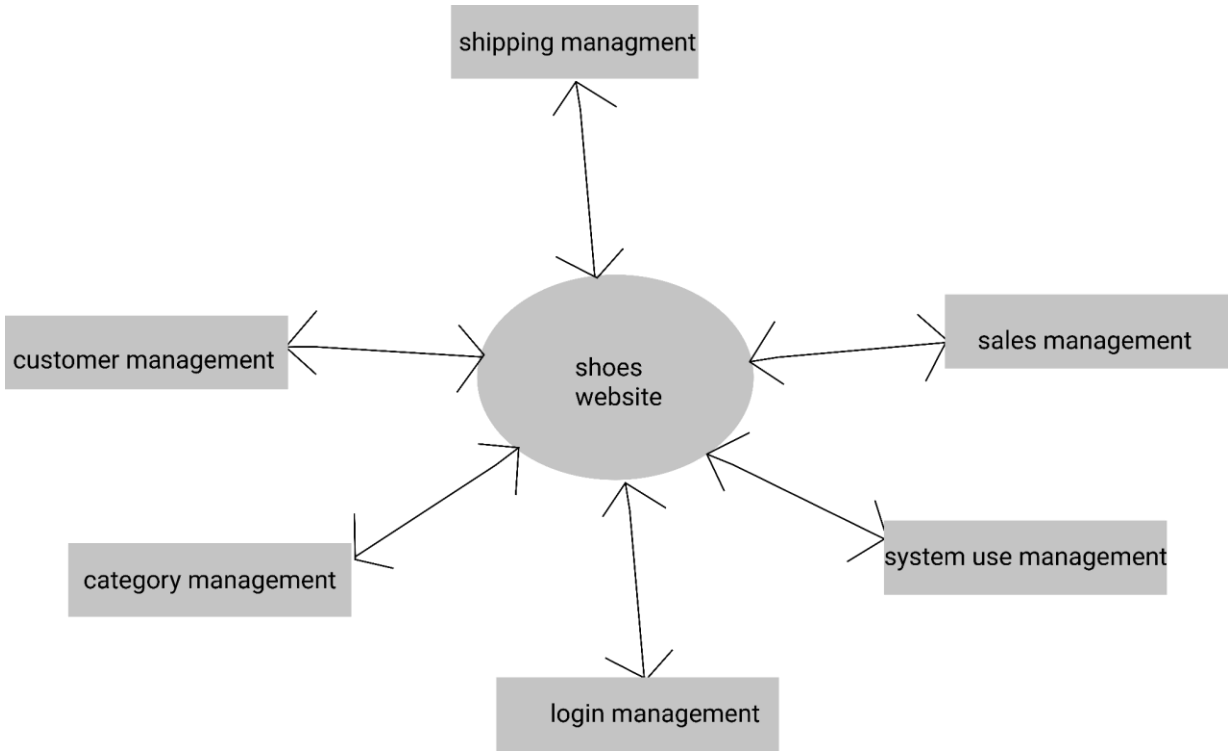
**Operational Feasibility:** It is a measure of how well a proposed system solves the problem and takes advantage of the opportunity identified during scope definition and how it satisfies the requirements identified in the requirements analysis phase of the system development.

**Schedule Feasibility:** It is a measure of how reasonable the project timetable is given by our technical expertise, are the project deadline reasonable? Some projects are initiated with specific deadlines. You need to determine whether the deadlines are mandatory or desirable.A project will fall if it takes too long to be completed before it is useful.Typically this means estimating how long the system will take to develop and if it can be completed in a given time period using some methods like payback period.

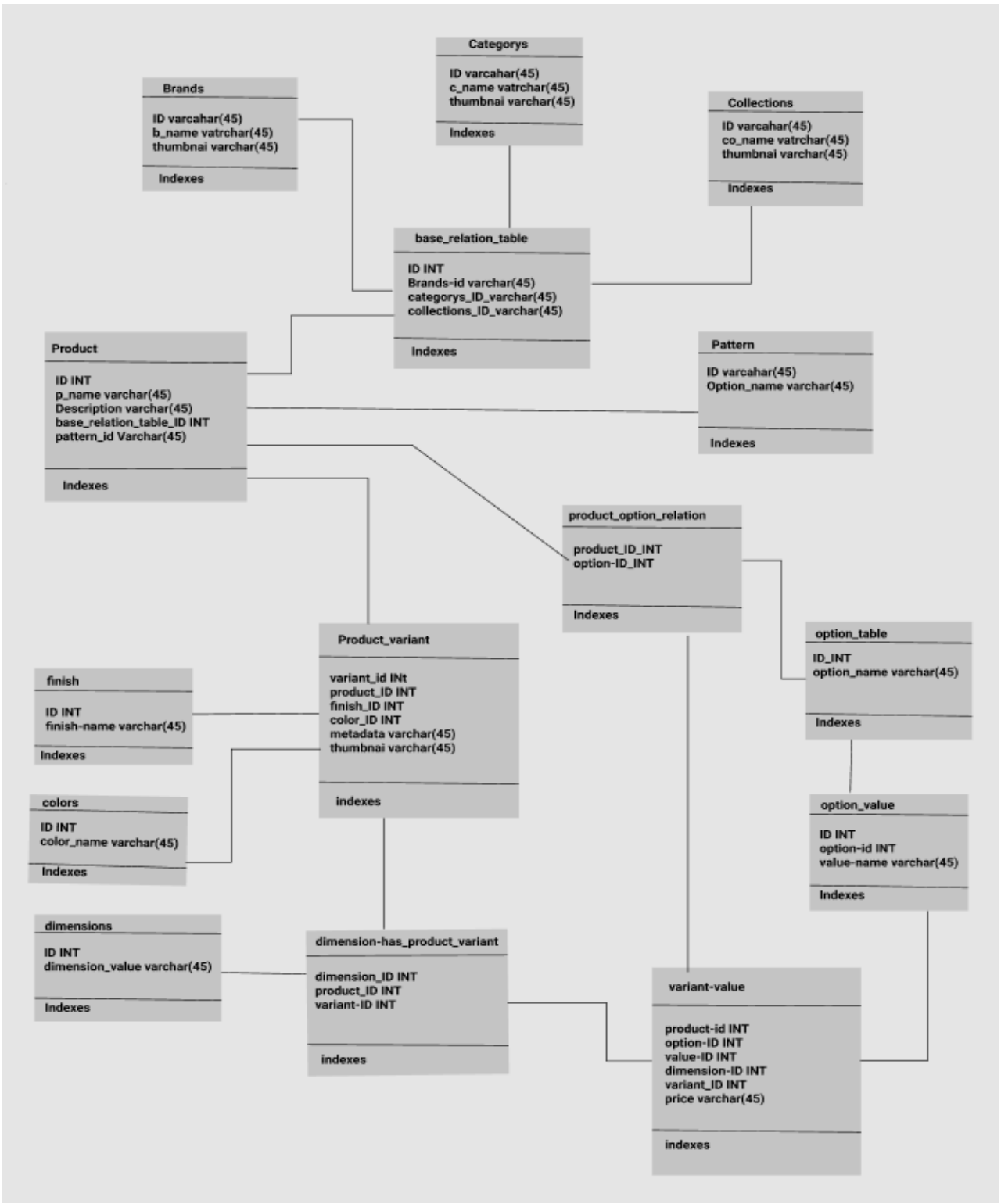
**Legal Feasibility:** Determine whether the proposed system conflicts with legal requirements.

# CHAPTER 4: SYSTEM DESIGN

## 4.1 Basic Modules

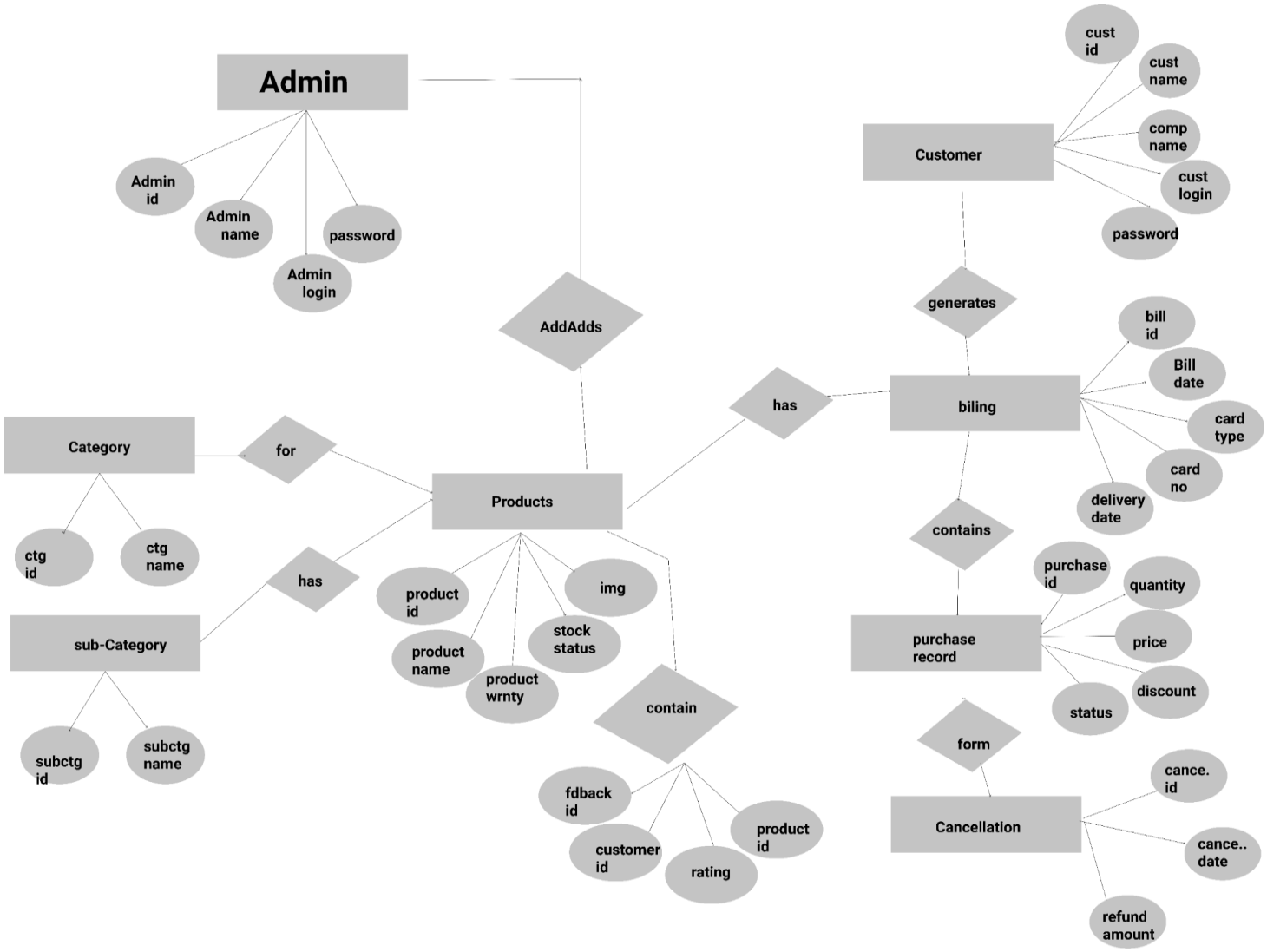


## 4.2 Schema Design

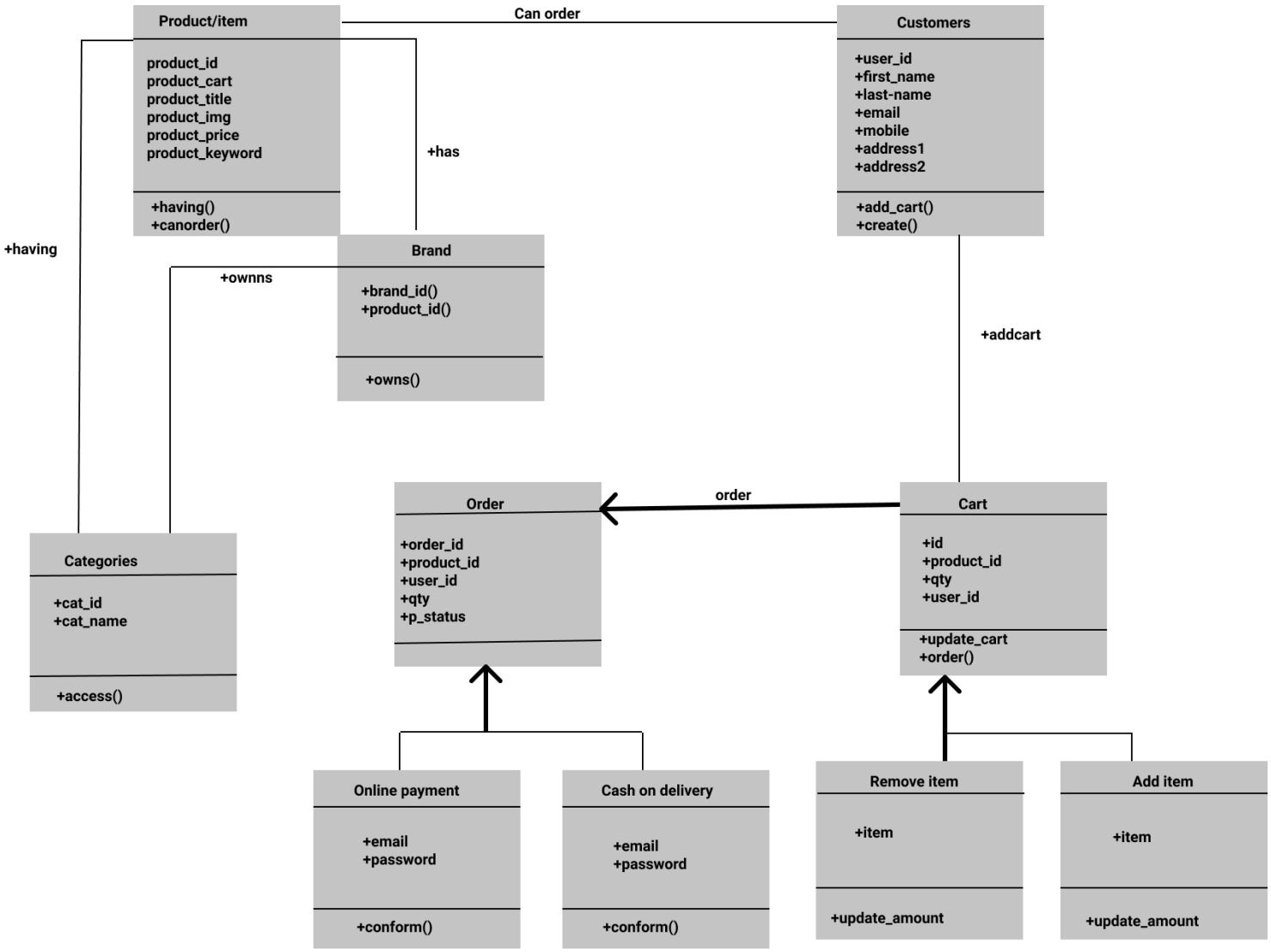


## 4.3 UML Diagrams / Block Diagram/User Diagram

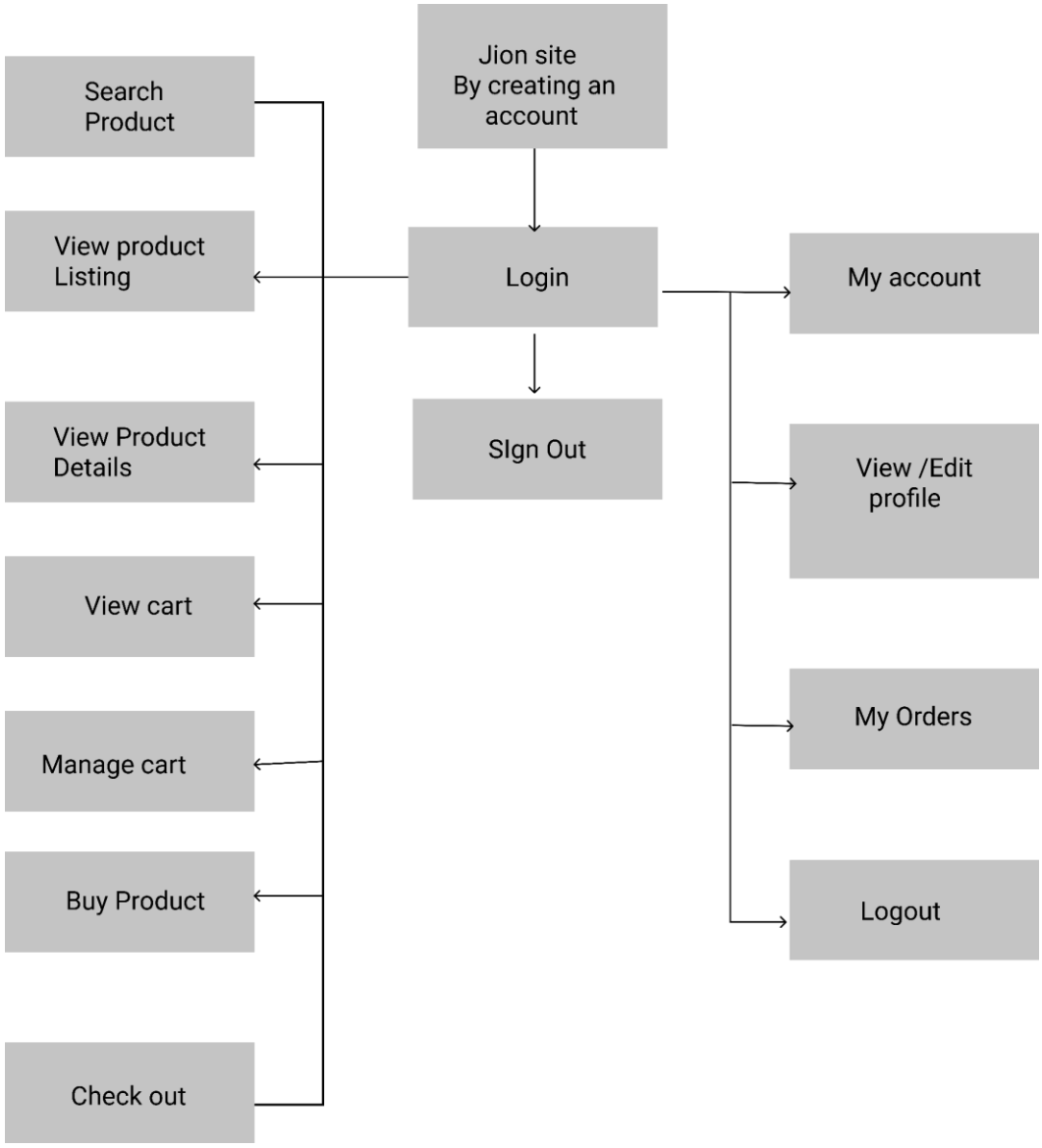
### ER Diagram:



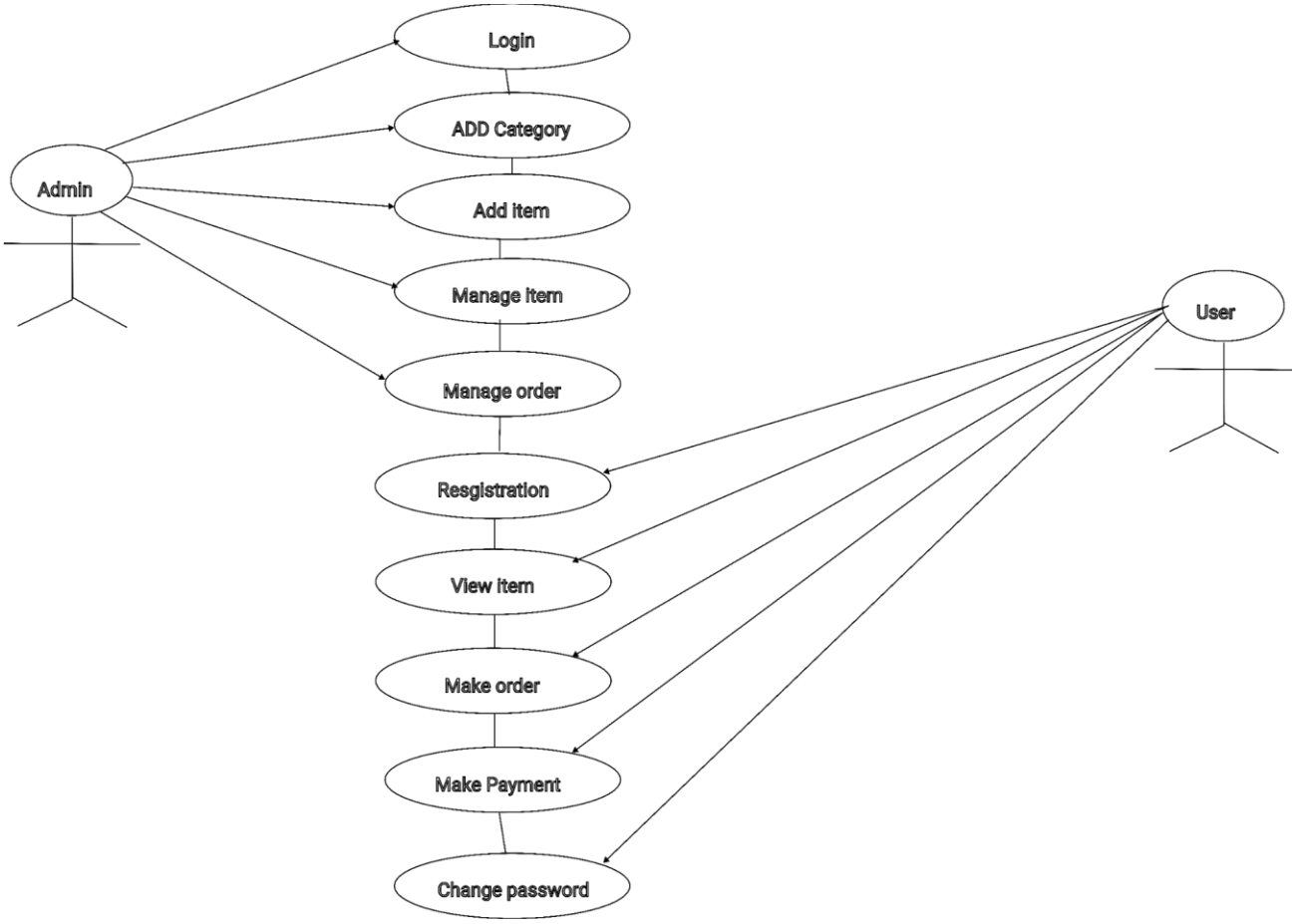
## Class Diagram:



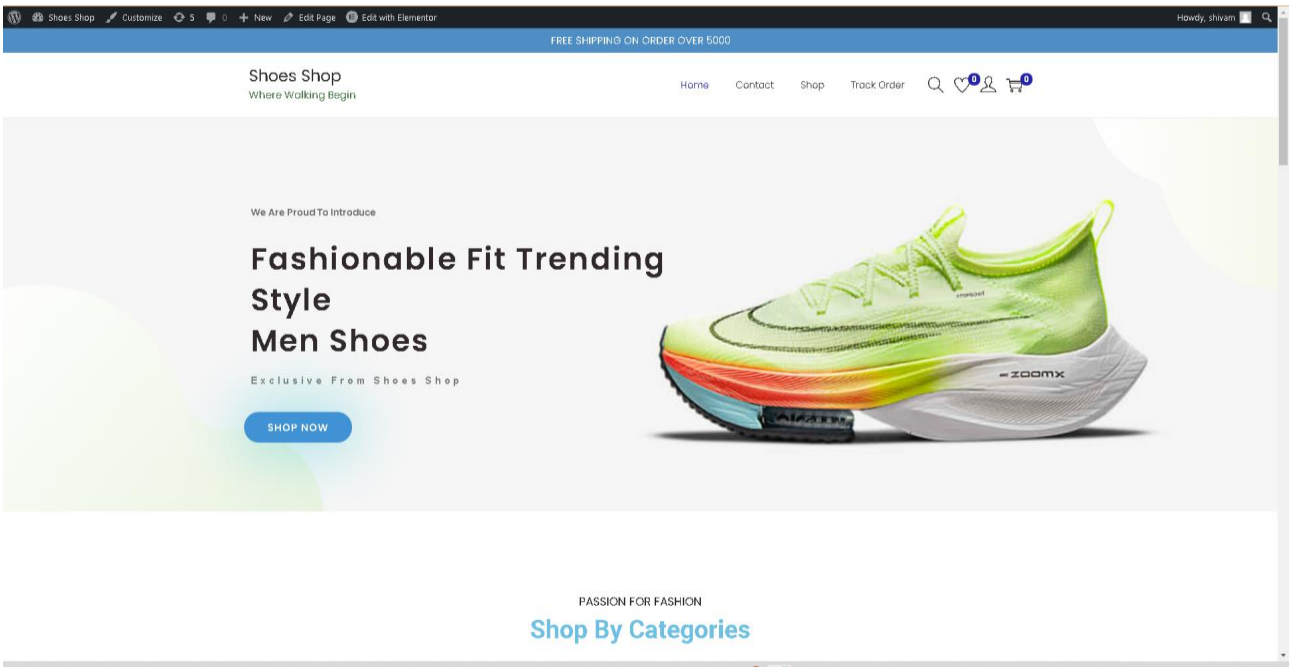
**Block Diagram:**

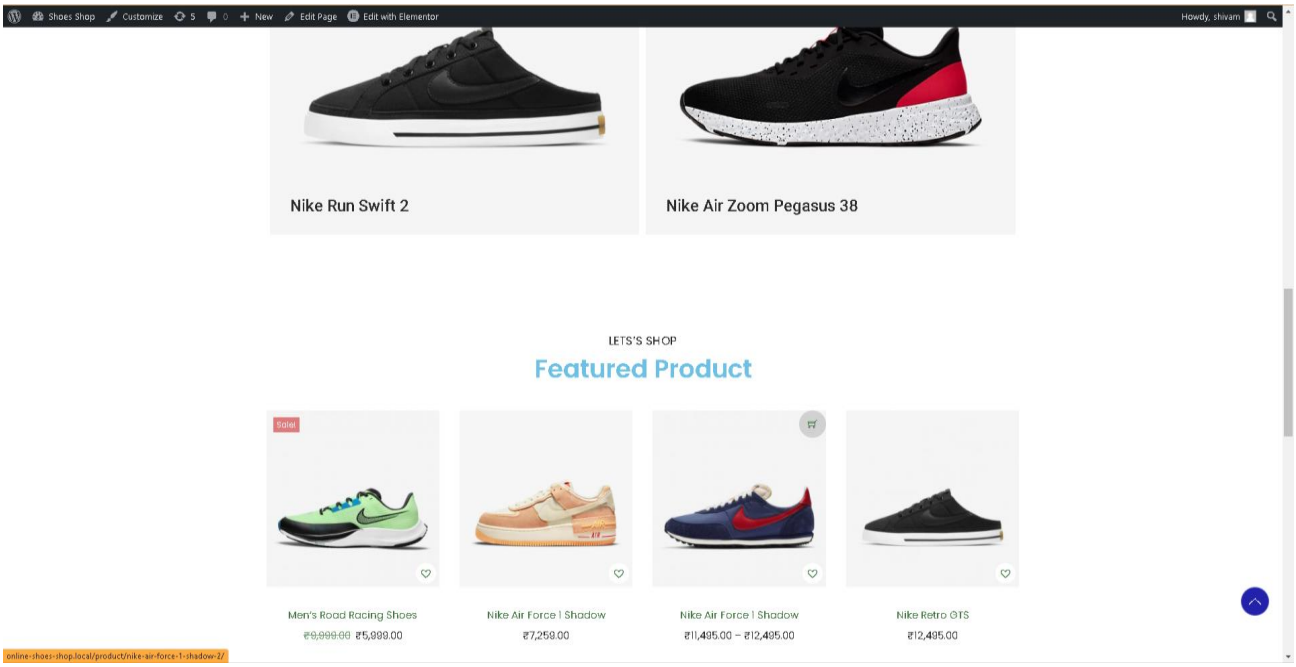


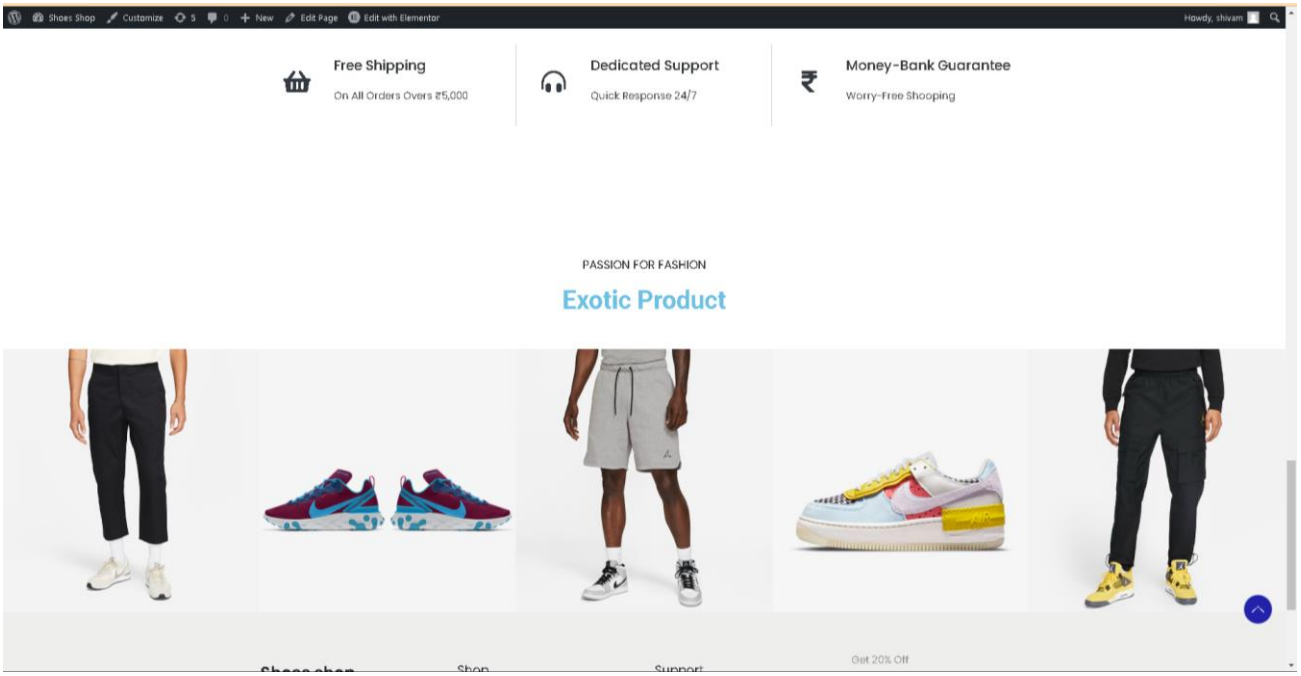
**User Diagram:**



## 4.4 User interface design






## 4.5 Security Issues

An online store is a type of business model for a small or larger business that enables a firm or individual to conduct business using electronic media such as the internet. It can be divided into four major areas based on type of business and the parties involved in business. They are business to business, business to consumer, consumer to consumer and consumer to business.

Online stores have some practical security issues. Online stores security is nothing but preventing loss and protecting the areas financially and informational from unauthorized access, use or destruction. Due to the rapid developments in science and technology, risks involved in use of technology and the security measures to avoid organizational and individual losses are changing day to day.

To provide maximum security using cryptography by targeting the following areas:

- Integrity
- Authenticity
- Confidentiality

**Integrity**

Integrity is nothing but a message must not be altered or tampered with. There are several chances for damage to data integrity in the online shopping area. Errors could take place when entering data manually. Errors may occur when data is being transmitted from one computer to another. Data could be modified or stolen because of software bugs or viruses. Data could be lost due to the unexpected hardware damages like server or disk crashes. There is a possibility of data loss due to natural disasters like fire accidents.

There are many ways to minimize these threats to data integrity. We can maintain the Backup of our data efficiently by updating regularly. Modern technology provides us with various security mechanisms to control access to data. We can improve the data integrity through designing user interfaces that prevent the input of invalid data, for example menu driven applications which allow users to choose the particular they are looking for. We can use the error detection and correction software when transmitting data to develop integrity.

**Authentication**

In online stores, authentication is a process through which the seller validates the information provided by the buyer like credit card information. In this process verification of both the cardholder's identity and the payment card's details are checked. In online store transactions sellers must be very careful and responsible to provide good payment authentication services. A well developed and implemented transaction authentication process will decrease the number of customer disputes and charged-back transactions. If the online store website does not have a good authentication system could lead to a great loss of both data and money.

**Confidentiality**

Confidentiality is protecting our data from unauthorized users. That means whatever the data or information shared by the merchant and the customers should be accessed by those two parties only. No other should be able to access such data. To maximize the confidentiality, we must follow good encryption and decryption methods, proper authentication and authorization procedures. We must use a good antivirus or software error detections system.

**Implementation of security mechanisms at various levels**

**Online Transaction Security system:**

The Online transaction security will provide a safe and secure method for online shoppers to make credit card purchases on the online store website. When a credit purchase is made using the website, the credit card information will be encrypted using a secure socket layer(SSL) and transmitted to the bank for processing. The security system will also provide access control for website visitors, which will allow only registered users to make purchases. The registered customers account information will be stored in the customer information database.

**Data Security System:**

The data security system will allow data to be securely transmitted between the various components of the online store website. This includes transmission of product, merchant and customer information from the content management system to the website, and also the transmission of data from the website to the content management system.

# CHAPTER 5: IMPLEMENTATION AND TESTING

## 5.1 Code

```php
<?php
/**
 * The header for our theme.
 *
 * @package woostify
 */

?>

<!DOCTYPE html>
<html <?php language_attributes(); ?>>
    <head><?php wp_head(); ?></head>

    <body <?php body_class(); ?>>
        <?php
        wp_body_open();

        do_action( 'woostify_theme_header' );
```

```php
<?php
/**
 * The main template file.
 *
 * This is the most generic template file in a WordPress theme
 * and one of the two required files for a theme (the other being style.css).
 * It is used to display a page when nothing more specific matches a query.
 * E.g., it puts together the home page when no home.php file exists.
 * Learn more: https://developer.wordpress.org/themes/basics/template-hierarchy/
 *
 * @package woostify
 */

get_header();

$is_elementor_theme_exist = function_exists( 'elementor_theme_do_location' );

if ( is_singular() ) {
    if ( ! $is_elementor_theme_exist || ! elementor_theme_do_location( 'single' ) ) {
        get_template_part( 'template-parts/single' );
    }
} elseif ( is_archive() || is_home() || is_search() ) {
    if ( ! $is_elementor_theme_exist || ! elementor_theme_do_location( 'archive' ) ) {
```

```php
get_header();

$is_elementor_theme_exist = function_exists( 'elementor_theme_do_location' );

if ( is_singular() ) {
    if ( ! $is_elementor_theme_exist || ! elementor_theme_do_location( 'single' ) ) {
        get_template_part( 'template-parts/single' );
    }
} elseif ( is_archive() || is_home() || is_search() ) {
    if ( ! $is_elementor_theme_exist || ! elementor_theme_do_location( 'archive' ) ) {
        get_template_part( 'template-parts/archive' );
    }
} else {
    if ( ! $is_elementor_theme_exist || ! elementor_theme_do_location( 'single' ) ) {
        get_template_part( 'template-parts/404' );
    }
}

get_footer();

```

```php
<?php
/**
 * The template for displaying all pages.
 *
 * This is the template that displays all pages by default.
 * Please note that this is the WordPress construct of pages
 * and that other 'pages' on your WordPress site will use a
 * different template.
 *
 * @package woostify
 */

get_header();

if ( function_exists( 'elementor_theme_do_location' ) && elementor_theme_do_location( 'single' ) && woostify_elementor_has_location( 'single' ) ) {
    $frontend = new \Elementor\Frontend();
    echo $frontend->get_builder_content_for_display( get_the_ID(), true ); // phpcs:ignore
    wp_reset_postdata();
} else {
    ?>
        <div id="primary" class="content-area">
            <main id="main" class="site-main">
                <?php
```

```php
if ( function_exists( 'elementor_theme_do_location' ) && elementor_theme_do_location( 'single' ) && woostify_elementor_has_location( 'single' ) ) {
    $frontend = new \Elementor\Frontend();
    echo $frontend->get_builder_content_for_display( get_the_ID(), true ); // phpcs:ignore
    wp_reset_postdata();
} else {
    ?>
        <div id="primary" class="content-area">
            <main id="main" class="site-main">
                <?php
                while ( have_posts() ) :
                    the_post();

                    do_action( 'woostify_page_before' );

                    get_template_part( 'template-parts/content', 'page' );

                    /**
                     * Functions hooked in to woostify_page_after action
                     *
                     * @hooked woostify_display_comments - 10
                     */
                    do_action( 'woostify_page_after' );
```

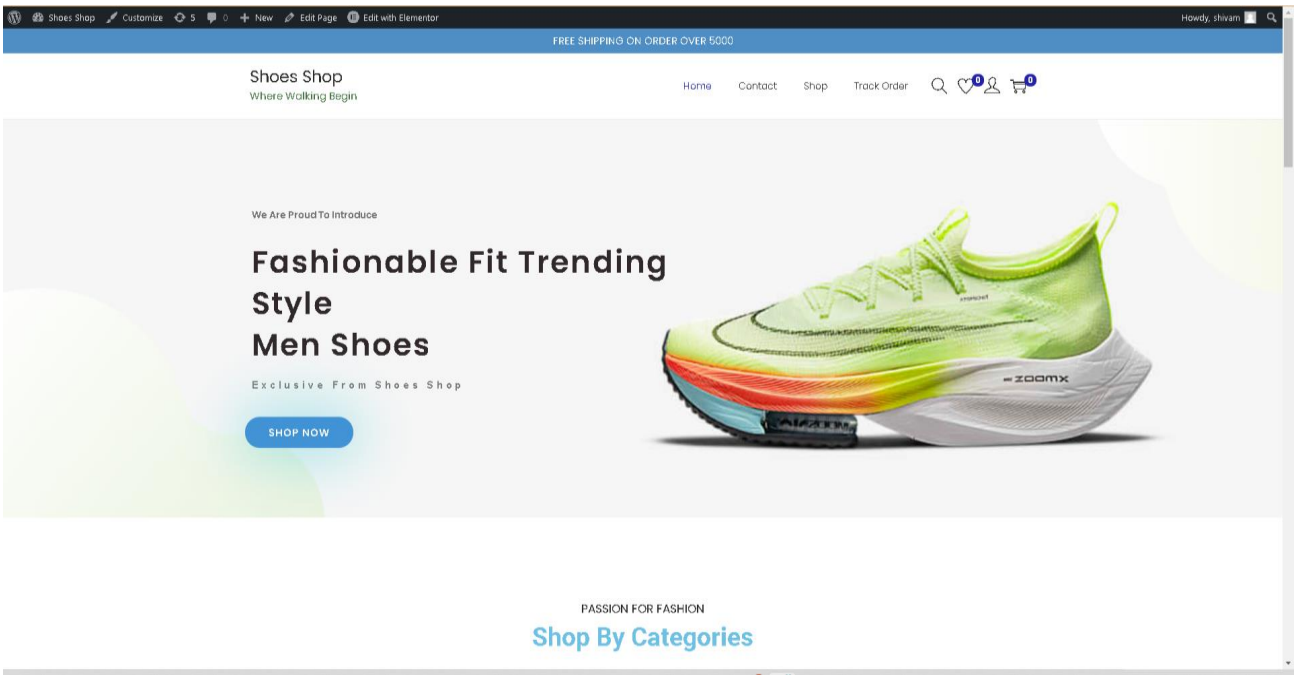
```php
                    do_action( 'woostify_page_before' );

                    get_template_part( 'template-parts/content', 'page' );

                    /**
                     * Functions hooked in to woostify_page_after action
                     *
                     * @hooked woostify_display_comments - 10
                     */
                    do_action( 'woostify_page_after' );

                endwhile;
                ?>
            </main>
        </div>
    <?php

    do_action( 'woostify_sidebar' );
}

get_footer();
```

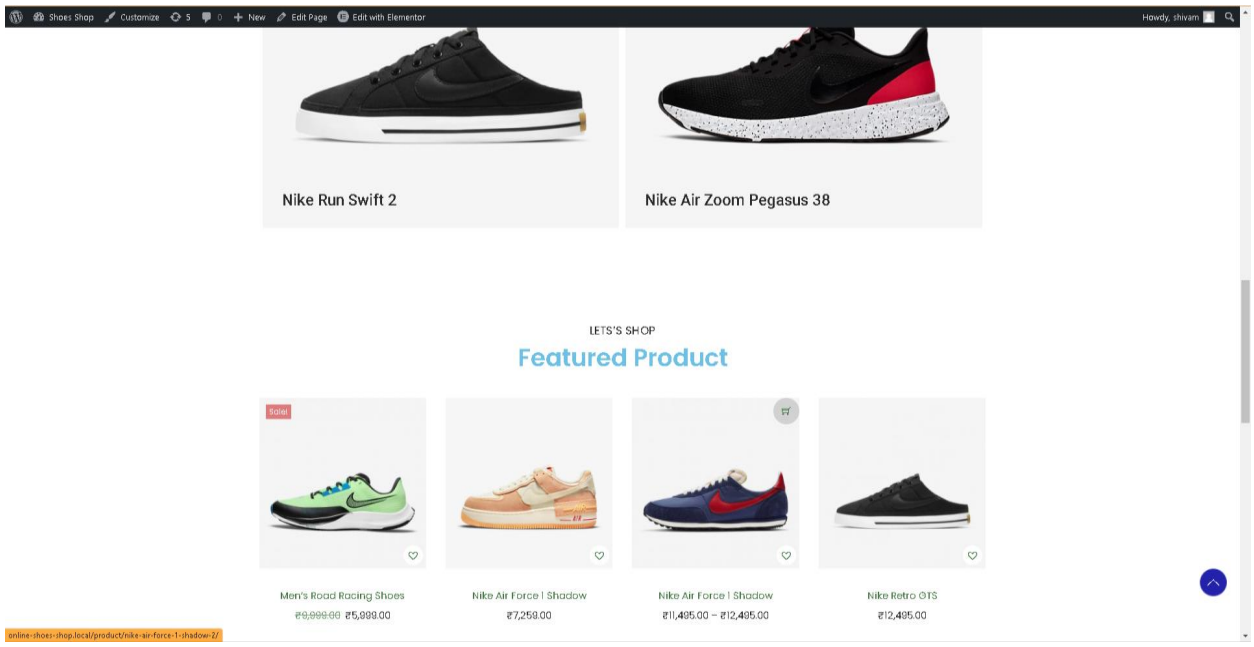
```php
<?php
/**
 * The template for displaying search results pages.
 *
 * @package woostify
 */

get_header(); ?>

    <div id="primary" class="content-area">
        <main id="main" class="site-main">

        <?php if ( have_posts() ) : ?>

            <header class="page-header">
                <h1 class="page-title entry-title">
                    <?php
                        /* translators: %s: search term */
                        printf( esc_html__( 'Search Results for: %s', 'woostify' ), '<span>' . get_search_query() . '</span>' );
                    ?>
                </h1>
            </header><!-- .page-header -->
```

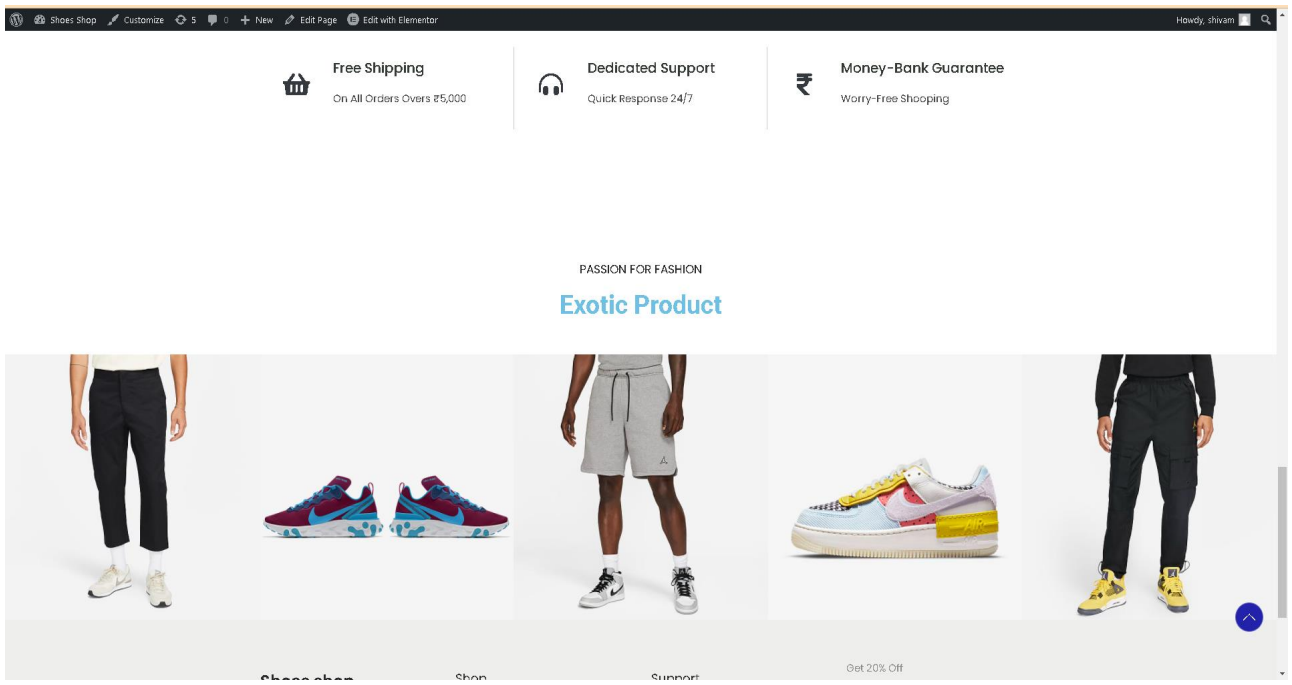
```
                    /* translators: %s: search term */
                    printf( esc_html__( 'Search Results for: %s', 'woostify' ), '<span>' . get_search_query() . '</span>' );
                ?>
            </h1>
        </header><!-- .page-header -->

        <?php
        get_template_part( 'template-parts/loop' );

    else :

        get_template_part( 'template-parts/content', 'none' );

    endif;
    ?>

    </main><!-- #main -->
</div><!-- #primary -->

<?php
do_action( 'woostify_sidebar' );
get_footer();
```

## IMPLEMENTATION

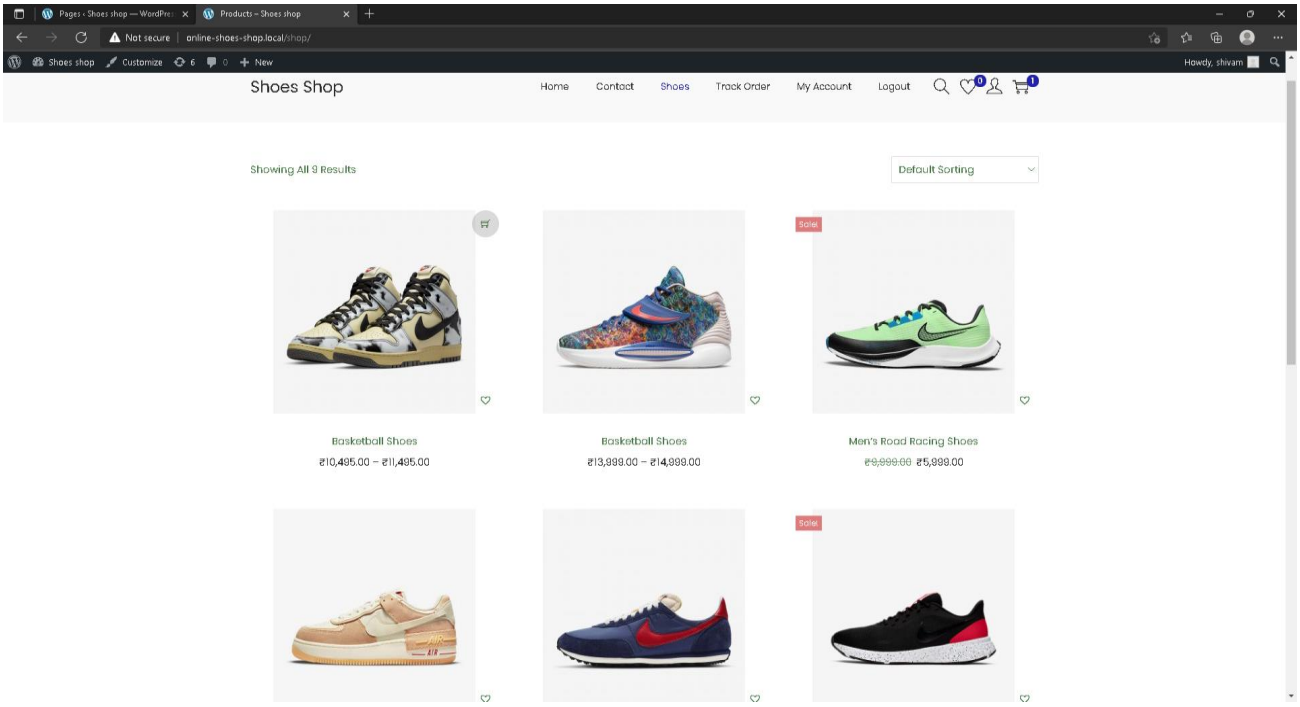
## HOME PAGE



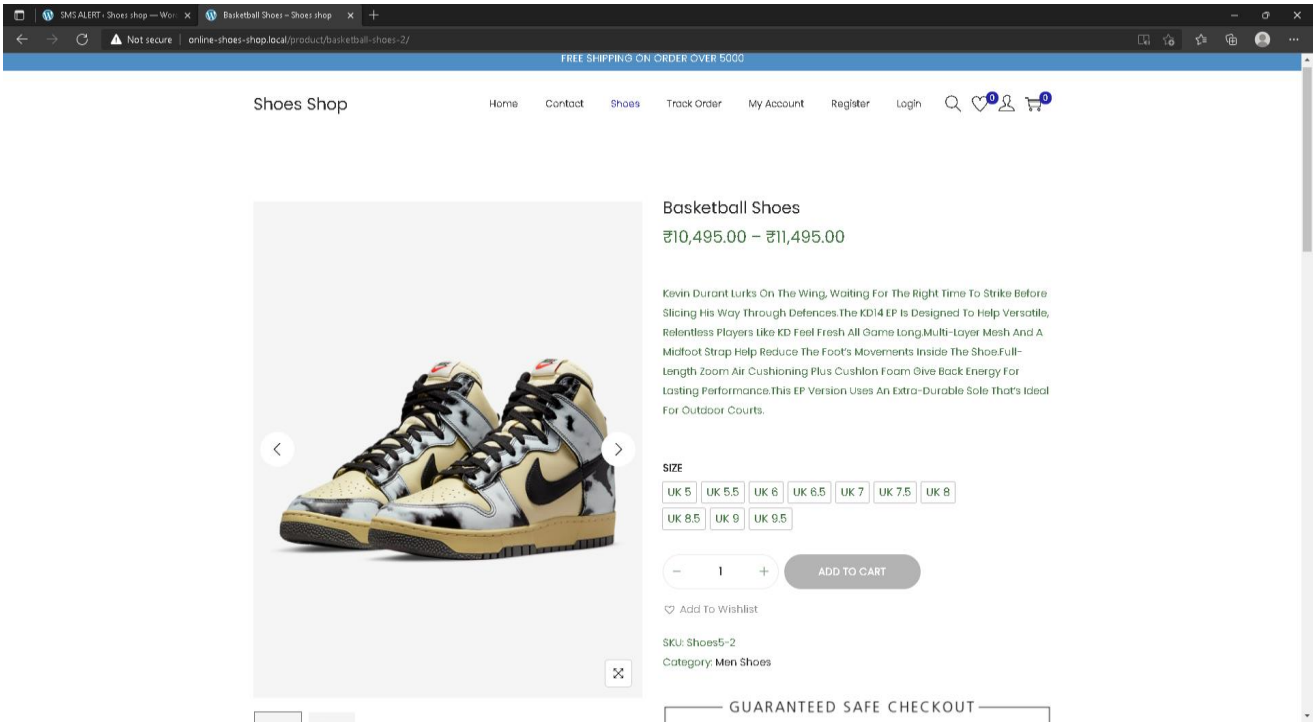

Shoes Shop
Customize
New
Edit Page
Edit with Elementor
Howdy, shivam
Nike Run Swift 2
Nike Air Zoom Pegasus 38
LETS'S SHOP
Featured Product
Sale!
Men's Road Racing Shoes
₹9,999.00 ₹5,999.00
Nike Air Force 1 Shadow
₹7,259.00
Nike Air Force 1 Shadow
₹11,495.00 – ₹12,495.00
Nike Retro GTS
₹12,495.00


Shoes Shop
Customize
New
Edit Page
Edit with Elementor
Howdy, shivam
Free Shipping
On All Orders Overs ₹5,000
Dedicated Support
Quick Response 24/7
Money-Bank Guarantee
Worry-Free Shooping
PASSION FOR FASHION
Exotic Product
Get 20% Off

## SHOES PRODUCT PAGE




## PRODUCT DETAIL PAGE



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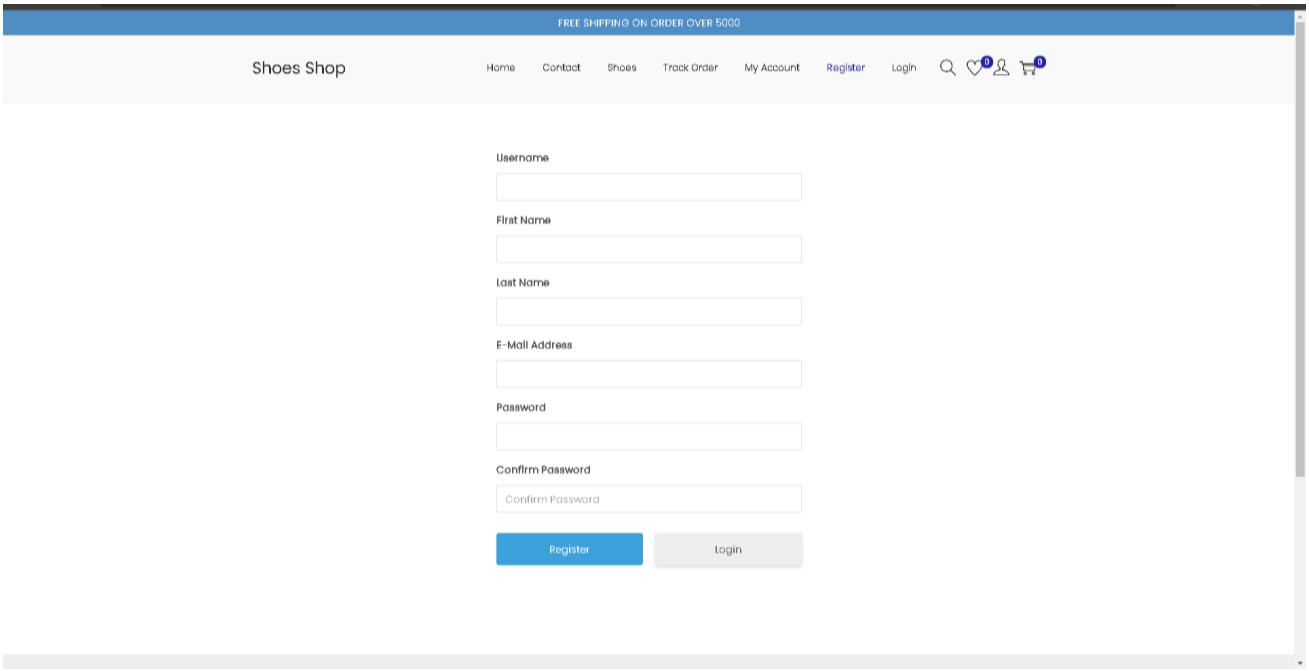


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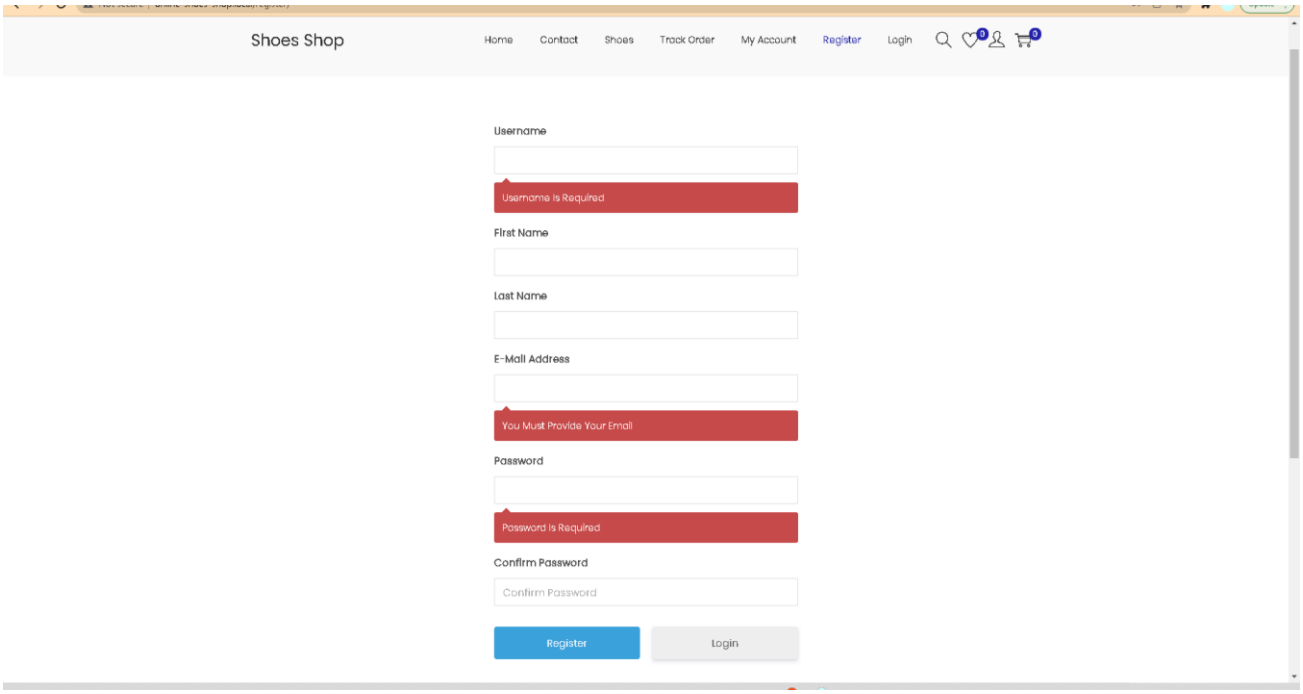
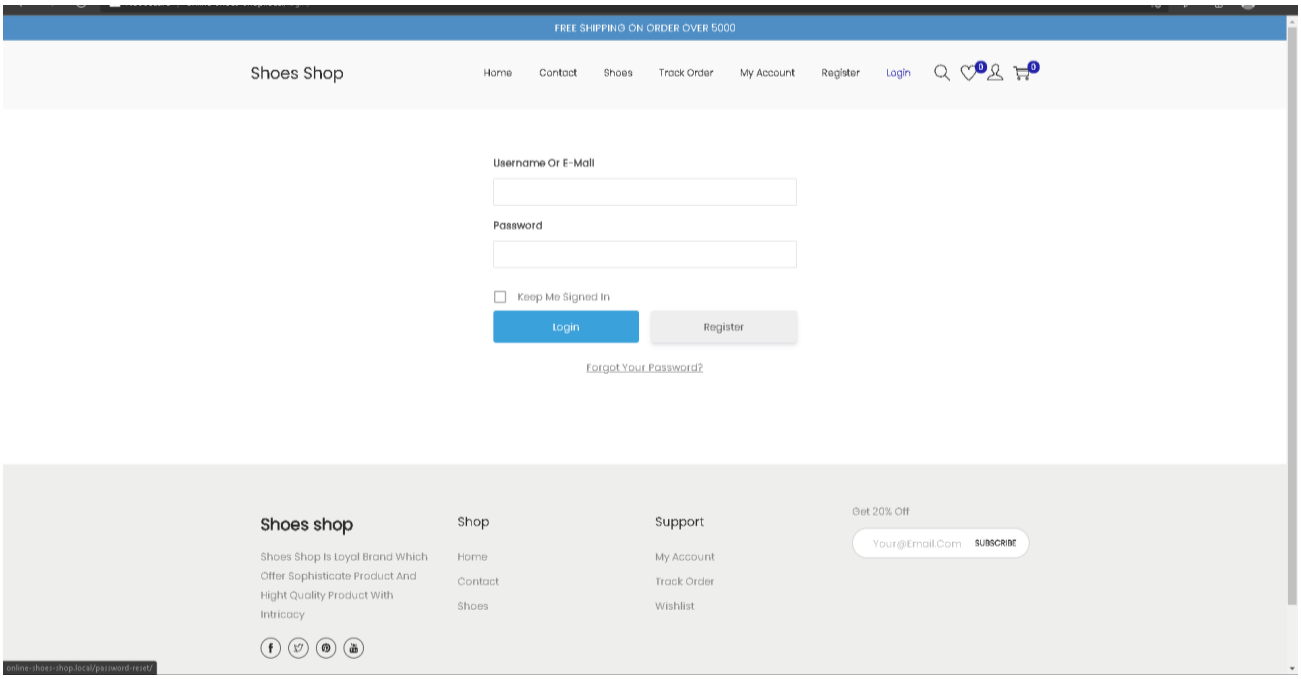
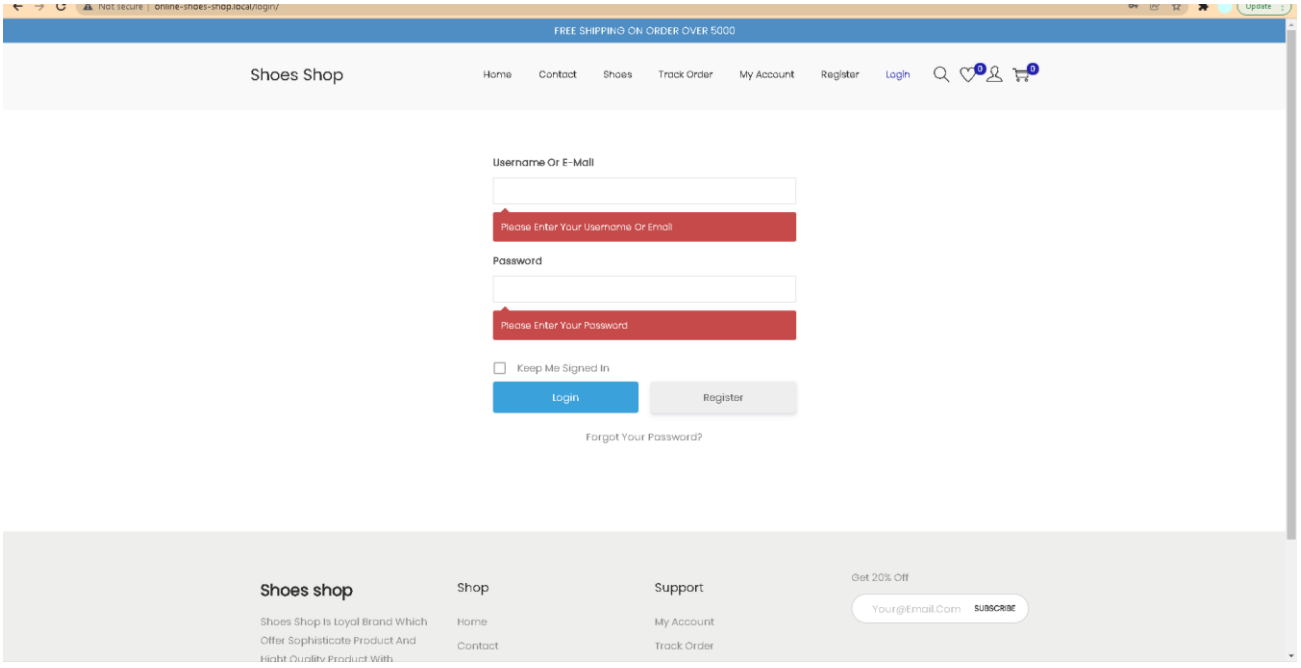


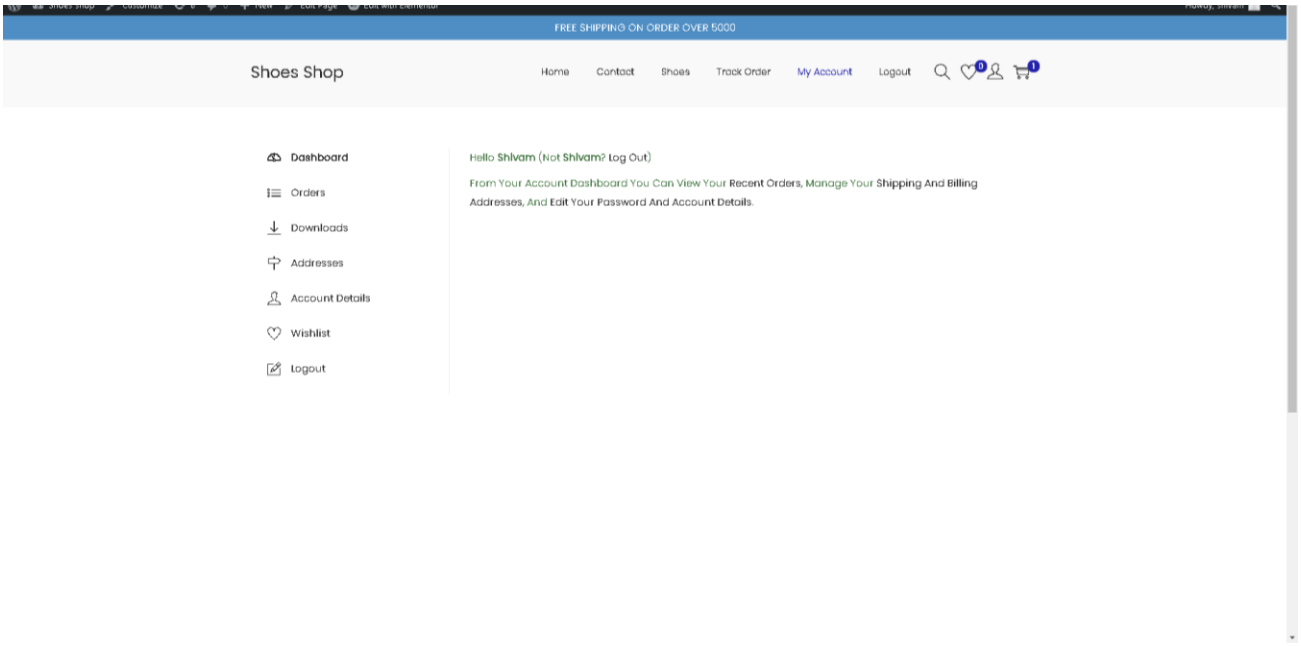
## LOGIN PAGE



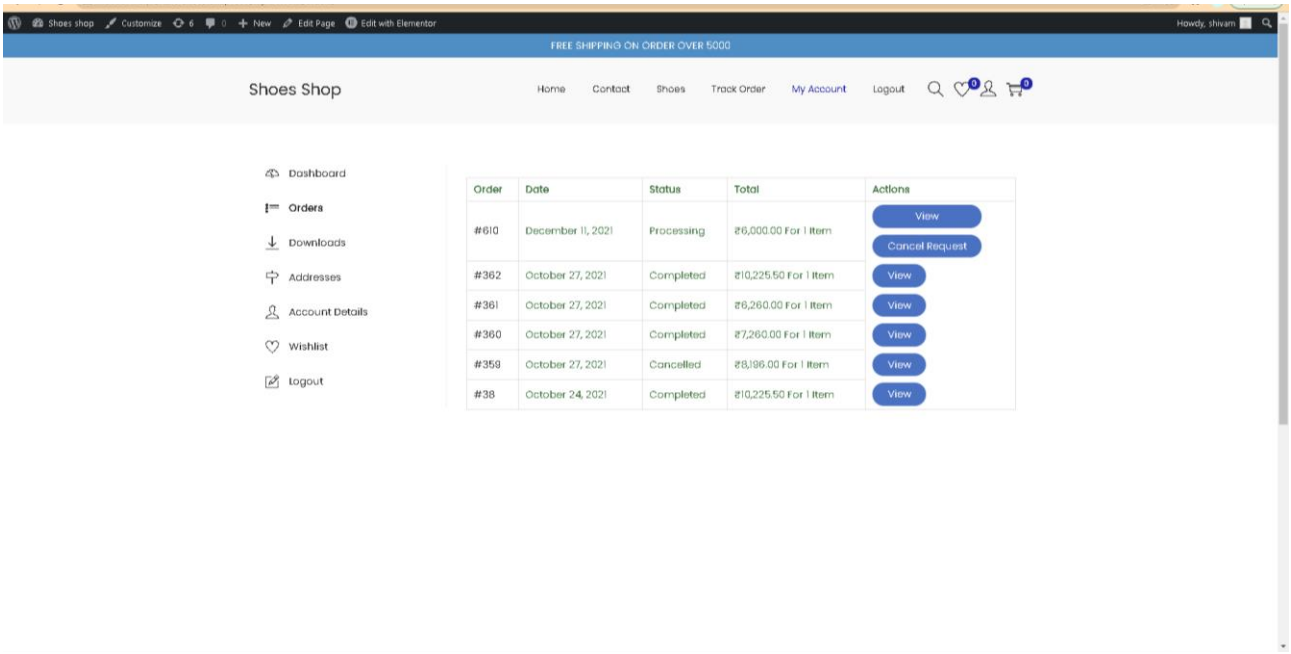

## LOGIN PAGE VALIDATION



## MY ACCOUNT PAGE




## MY ODERE PAGE



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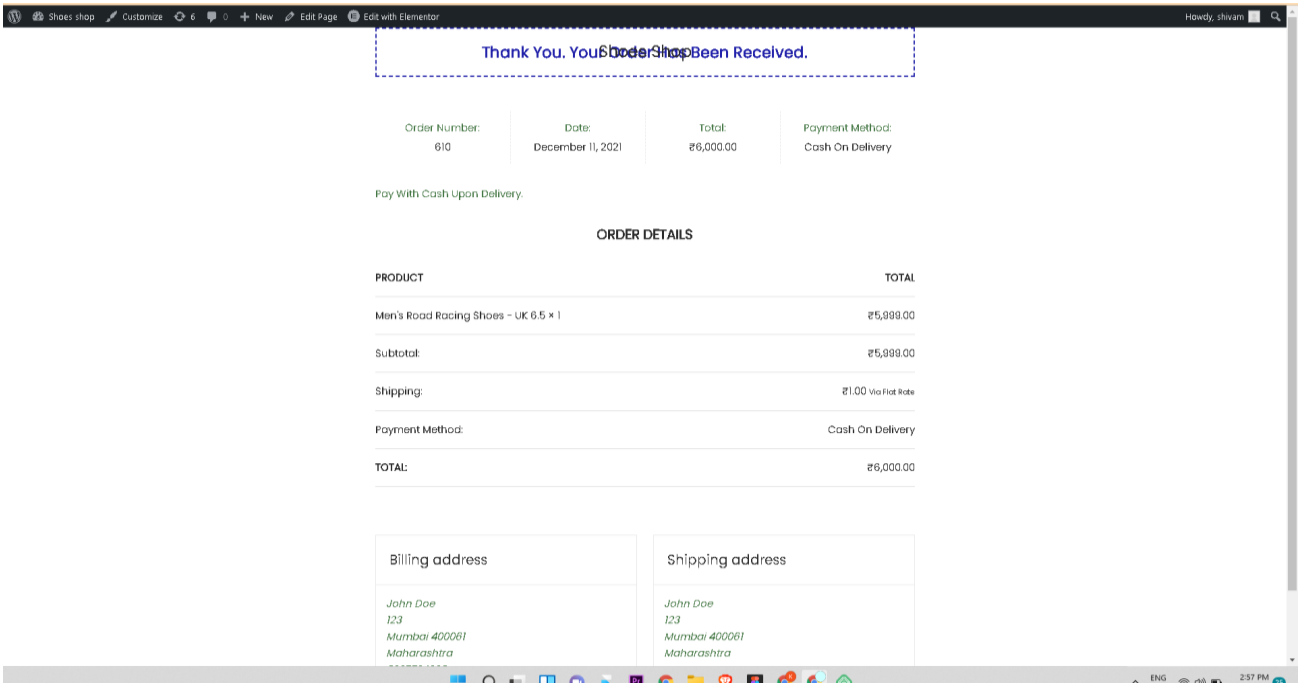
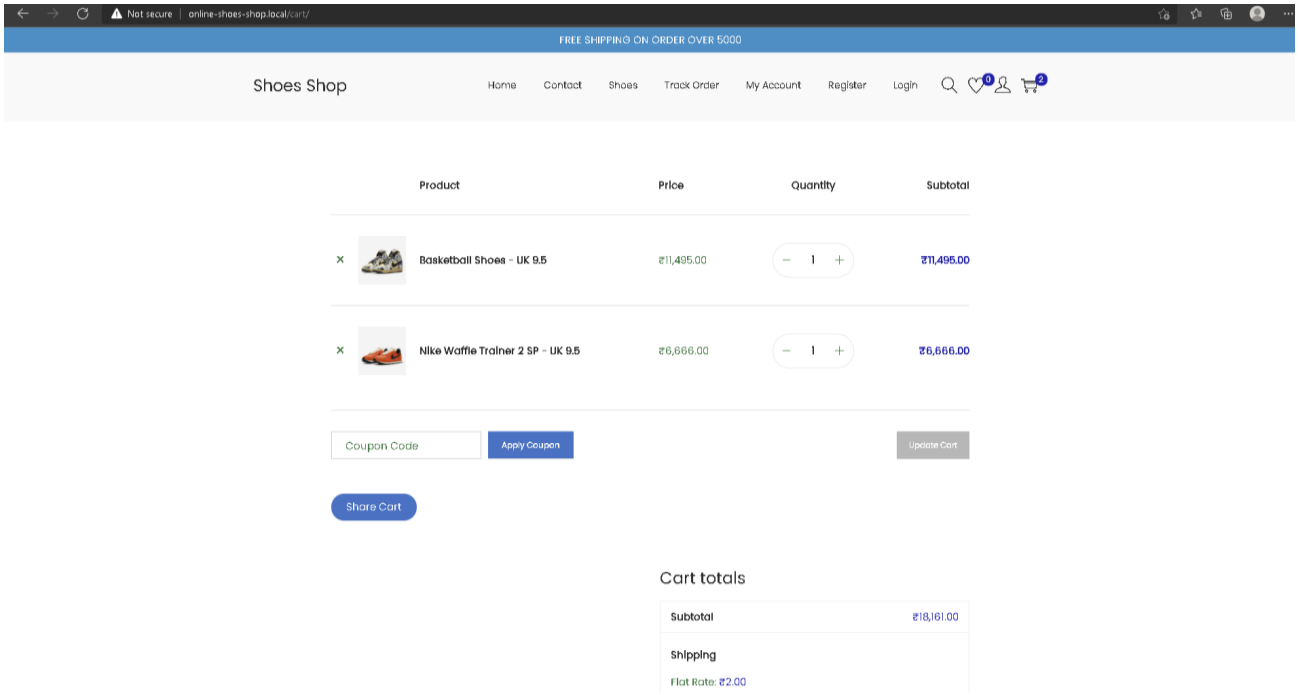
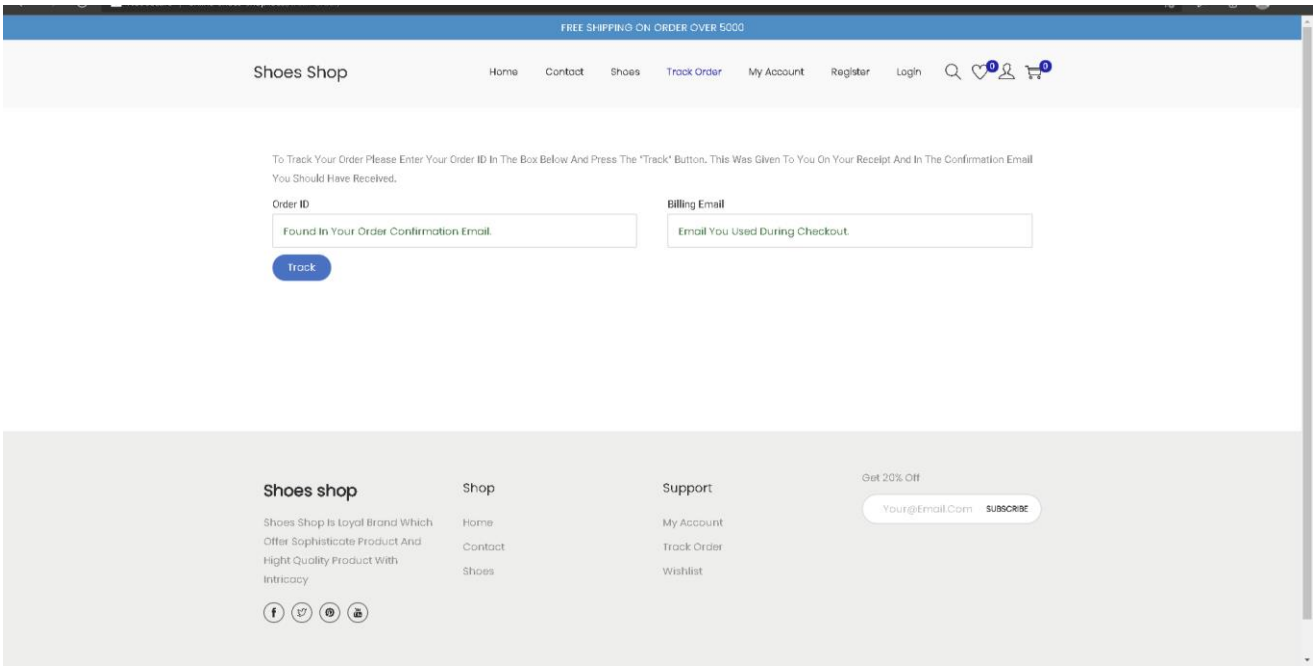


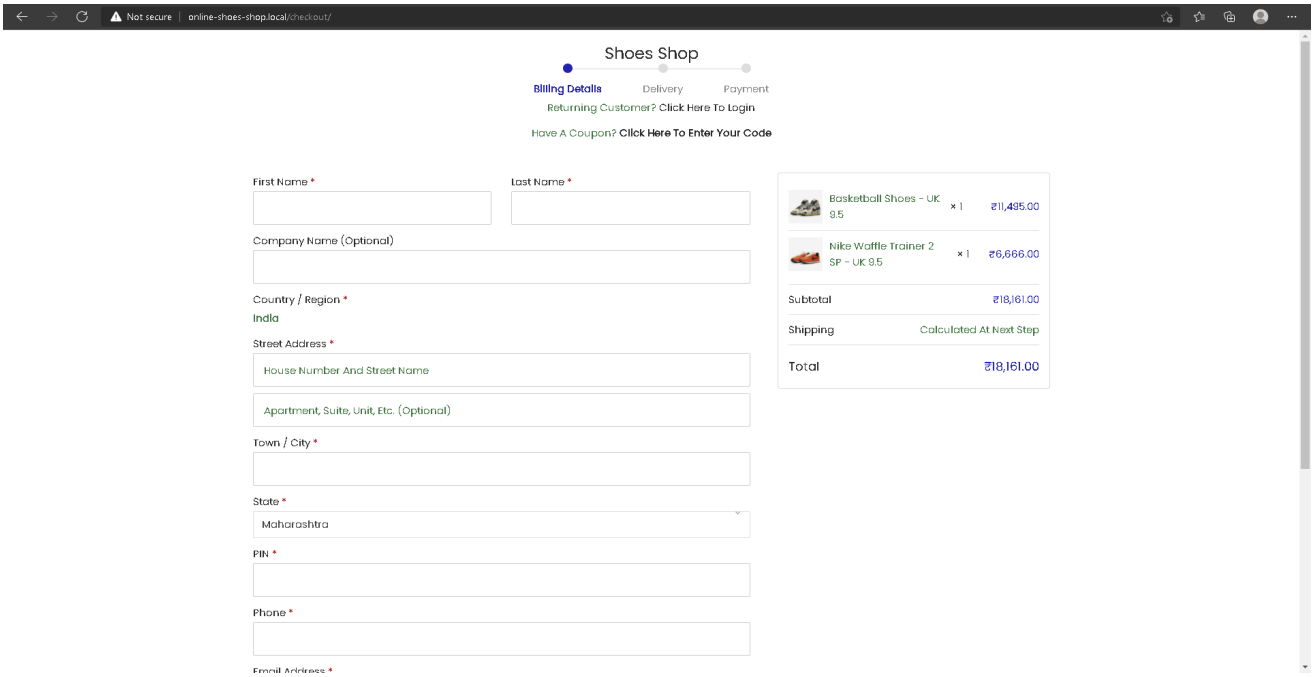

## SHOPPING CART PAGE



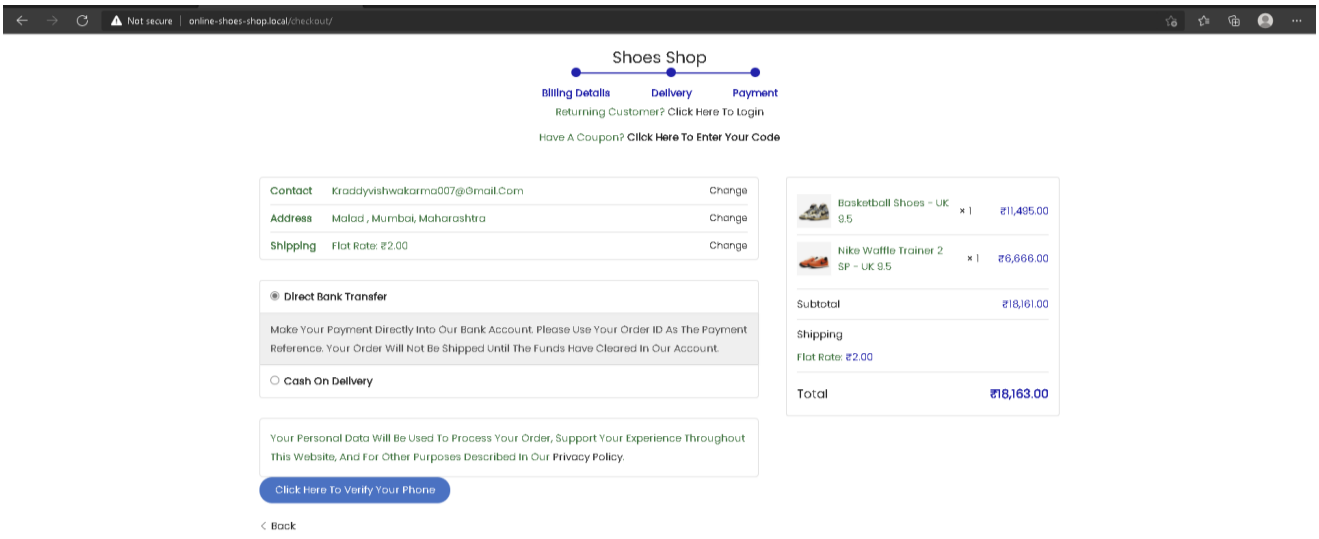
## TRACK ORDER PAGE




## BILLING PAGE



## PAYMENT PAGE




### 5.2 Testing Approach and Test Cases

Software testing has dual functions; it is used to establish the presence of defects in a program and it is used to help judge whether or not the program is usable in practice. Software testing is used for validation and verification, which ensures that software conforms to its specification and meets the needs of the customer. Software is a critical element of software quality assurance and represents the ultimate review of specification, designs and code generation. Once the source code has been generated, the Software must be tested to uncover as many errors as possible before delivery to the customer.

### TESTING METHODS

**Unit Testing:** Unit testing focuses verification effort on the smallest unit of software, design the software, component or module. In this type of testing, the individual modules are tested and verified whether the accurate output is available or not. It can be done in two ways: Bottom-up or Top-down. In the Bottom-up approach, the last module is tested first and then moving towards the first module. Top-down integration testing is an incremental approach to the construction of

program structure. Modules are integrated by moving downward through the control hierarchy, beginning with the main control module.

**Integration Testing:** When the unit testing is over, all the modules are integrated and tested as a whole. It might be possible that all modules may work individually, but they may not work when we put them together. Data can be lost across the interface, one module can have an adverse affect on other or sub functions of another, when combined may not produce desired major functions, individual acceptable, imprecision may be magnified to unacceptable levels; global data structure can present problems. So any system has to be tested this way so that the final output is the desired one.

**Validation Testing:** After the integration Testing software is completely assembled as a package, interfacing errors have been uncovered and corrected, validation testing may begin. Validation can be defined in many ways but in a simple definition is what a validation succeeds when software function is mannered that can be reasonably accepted by the company.

**System Testing:** Any software is only one element of a larger computer-based system. Ultimately the software is incorporated with other system elements like hardware, people, information and a series of system integration and validation tests are conducted. System testing is actually a series of different tests whose primary purpose is to fully exercise the computer-based system. Although each test has a different purpose, all work to verify that system. Elements have been properly integrated and performed allocated functions.

The primary objective for test case design is to derive a set of tests that has the highest livelihood for uncovering defects in software. To accomplish this objective two different categories of test case design techniques are used. They are White box testing, Black box testing.

- **White-box testing:** White box testing focuses on the program control structure. Test cases are derived to ensure that all statements in the program have been executed at least once during testing and that all logical conditions have been executed.

- **Black-box testing:** Black box testing is designed to validate functional requirements without regard to the internal workings of a program. Black box testing mainly focuses on the information

domain of the software, deriving test cases by partitioning input and output in a manner that provides thorough test coverage. Incorrect and missing functions, interface errors.

**Black Box Testing**

| TEST CASE | FEATURES | DESCRIPTION | STEP TO EXECUTE | RESULT |
|---|---|---|---|---|
| TC-1 | USER LOGIN | CHECK WHEN PASS CORRECT EMAIL AND PASSWORD | ENTER VALID EMAIL AND PASSWORD | POSITIVE |
| TC-2 | USER LOGIN | CHECK WHEN PASSING A CORRECT USERNAME AND INVALID PASSWORD | ENTER VALID USERNAME AND INCORRECT PASSWORD | NEGATIVE |
| TC-3 | REQUIRED FIELDS | CHECK REQUIRED FIELDS BY NOT FILLING ANY DATA | EMPTY CREDENTIAL | NEGATIVE |
| TC-4 | USER LOGIN | CHECK WHEN PASSING A INVALID EMAIL AND USERNAME AND CORRECT PASSWORD | ENTER INCORRECT USERNAME OR EMAIL AND CORRECT PASSWORD | NEGATIVE |

| TEST CASE | FEATURES | DESCRIPTION | STEP TO EXECUTE | RESULT |
|---|---|---|---|---|
| TC-1 | REQUIRED FIELD | CHECK REQUIRED FIELDS BY NOT FILLING ANY DATA | EMPTY CREDENTIAL | NEGATIVE |
| TC-2 | REGISTRATION | CHECK RANDOM DATA IN FIELD | FILLING RANDOM DATA | NEGATIVE |
| TC-3 | FULL NAME | CHECK NOT FILLING FULL NAME AND FILLING REST OF DATA | FILLING HALF CREDENTIAL | NEGATIVE |
| TC-4 | FULL NAME | CHECK ADDING NUMBER INSTEAD OF STRING IN FULL NAME TEXT | FILLING NUMBER INSTEAD OF STRING | NEGATIVE |
| TC-5 | EMAIL | CHECK EMAIL WITHOUT @SYMBOL | FILLING EMAIL WITHOUT @ | NEGATIVE |
| TC-6 | EMAIL | CHECK “NAME@GMAIL..COM” | FILLING “NAME@GMAIL.COM” | NEGATIVE |
| TC-7 | EMAIL | CHECK “NAME@GMAIL.COM” | FILLING “NAME@GMAIL.COM’ | POSITIVE |

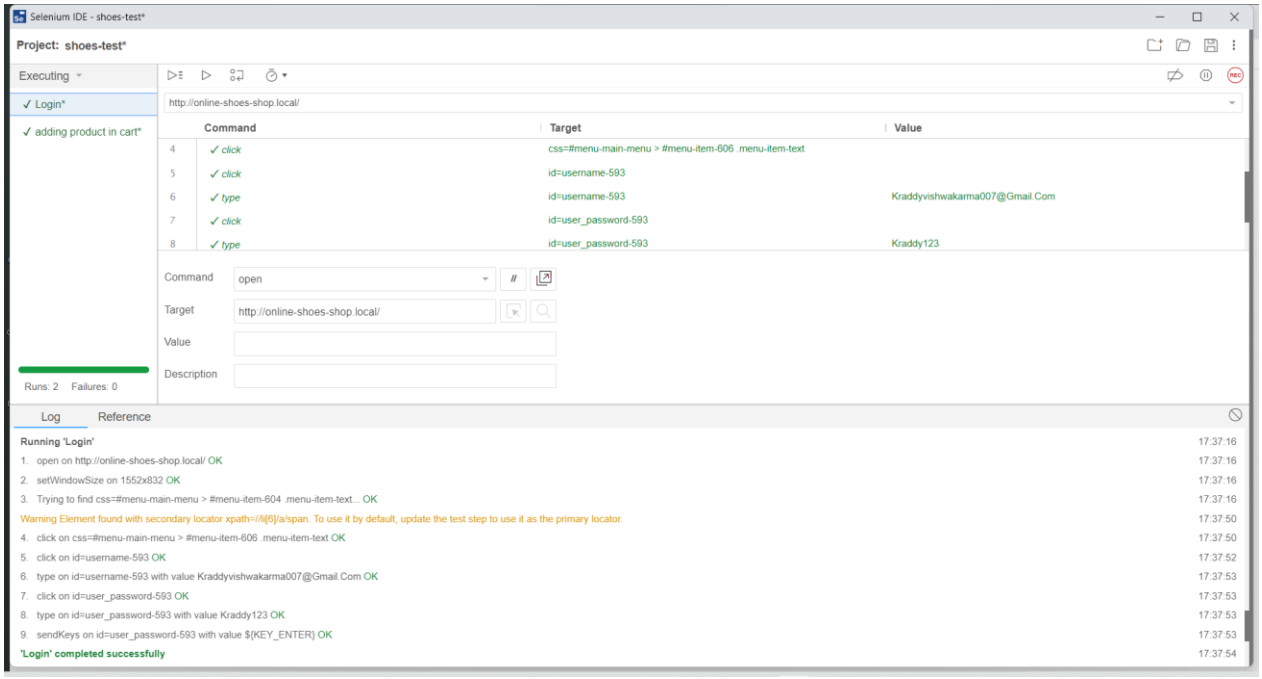
| | | | | |
|---|---|---|---|---|
| TC-8 | PASSWORD | CHECK PASSWORD | FILLING PASSWORD | POSITIVE |
| TC-9 | CONFIRM PASSWORD | CHECK CONFIRM PASSWORD | FILLING SAME PASSWORD IN CONFIRM FIELD | POSITIVE |
| TC-10 | CONFIRM PASSWORD | CHECK CONFIRM PASSWORD | FILLING WRONG CONFIRM PASSWORD | NEGATIVE |
| TC-11 | REGISTRATION | CHECK REGISTRATION | FILLING CORRECT DATA | POSITIVE |

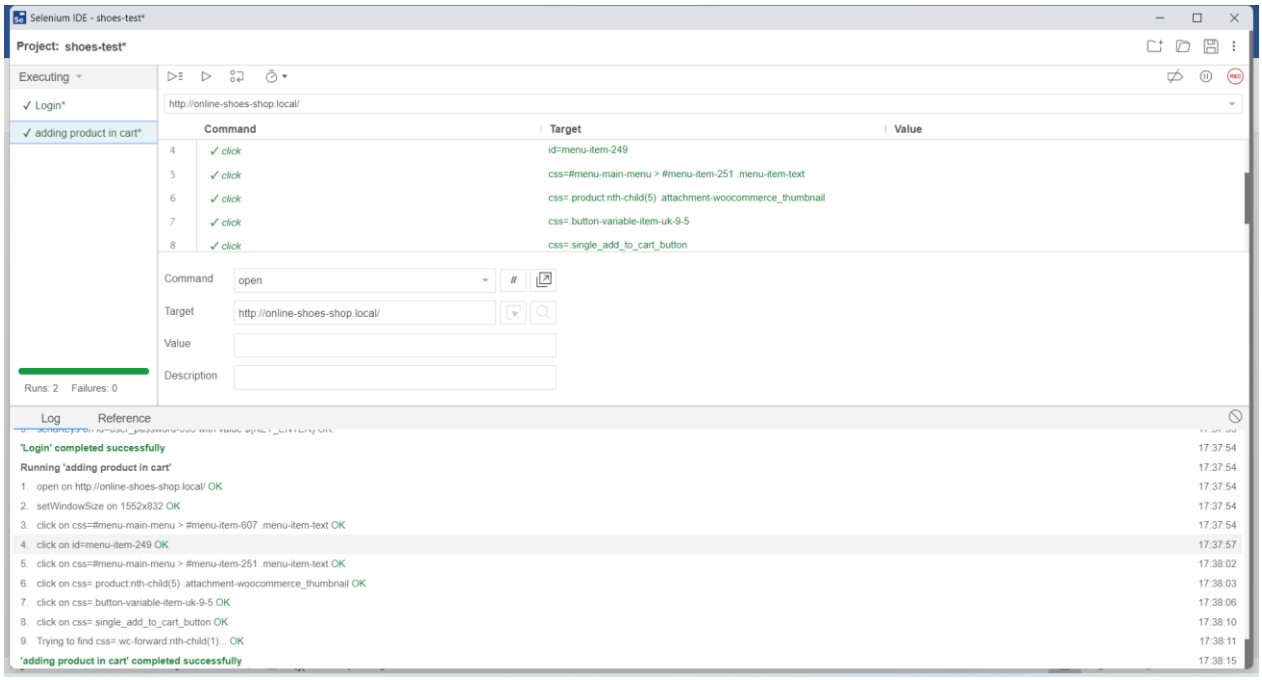
# CHAPTER 6: RESULTS AND DISCUSSION

## 6.1 Test Reports

Test Using Selenium

Selenium is a free (open-source) automated testing framework used to validate web applications across different browsers and platforms. You can use multiple programming languages like Java, C#, Python etc to create Selenium Test Scripts. Testing done using the Selenium testing tool is usually referred to as Selenium Testing.



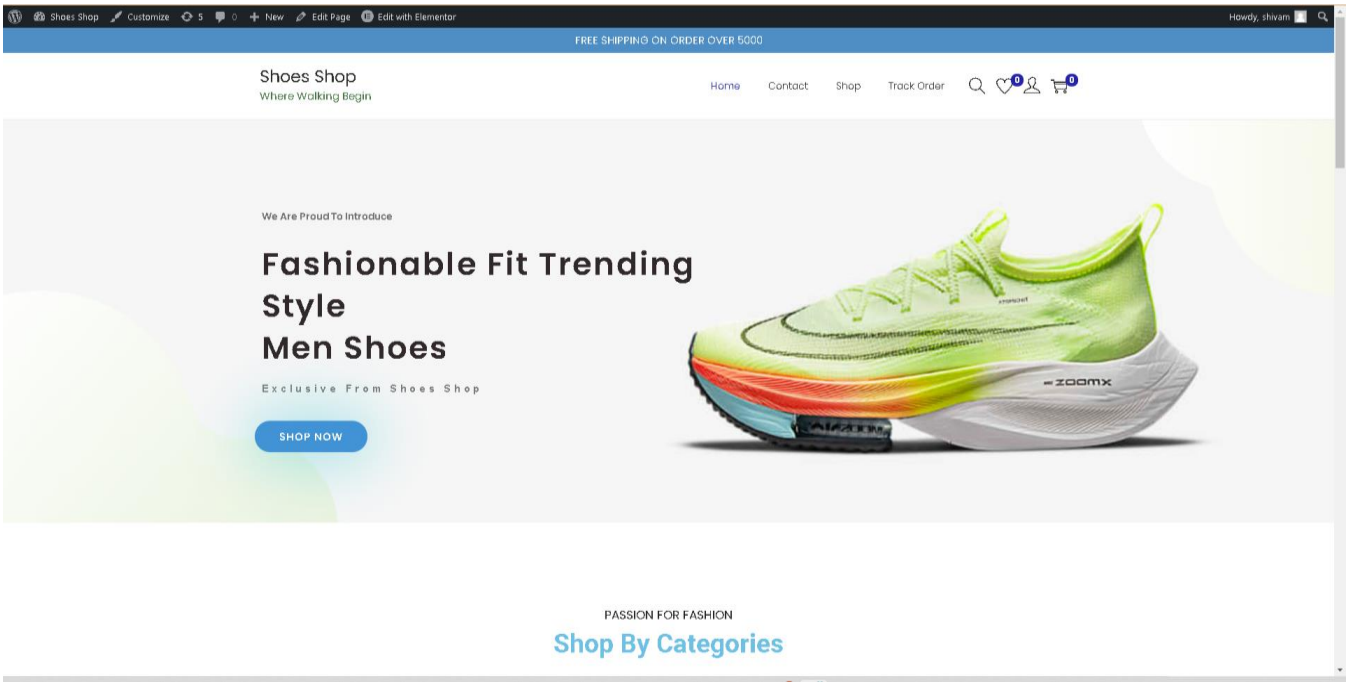


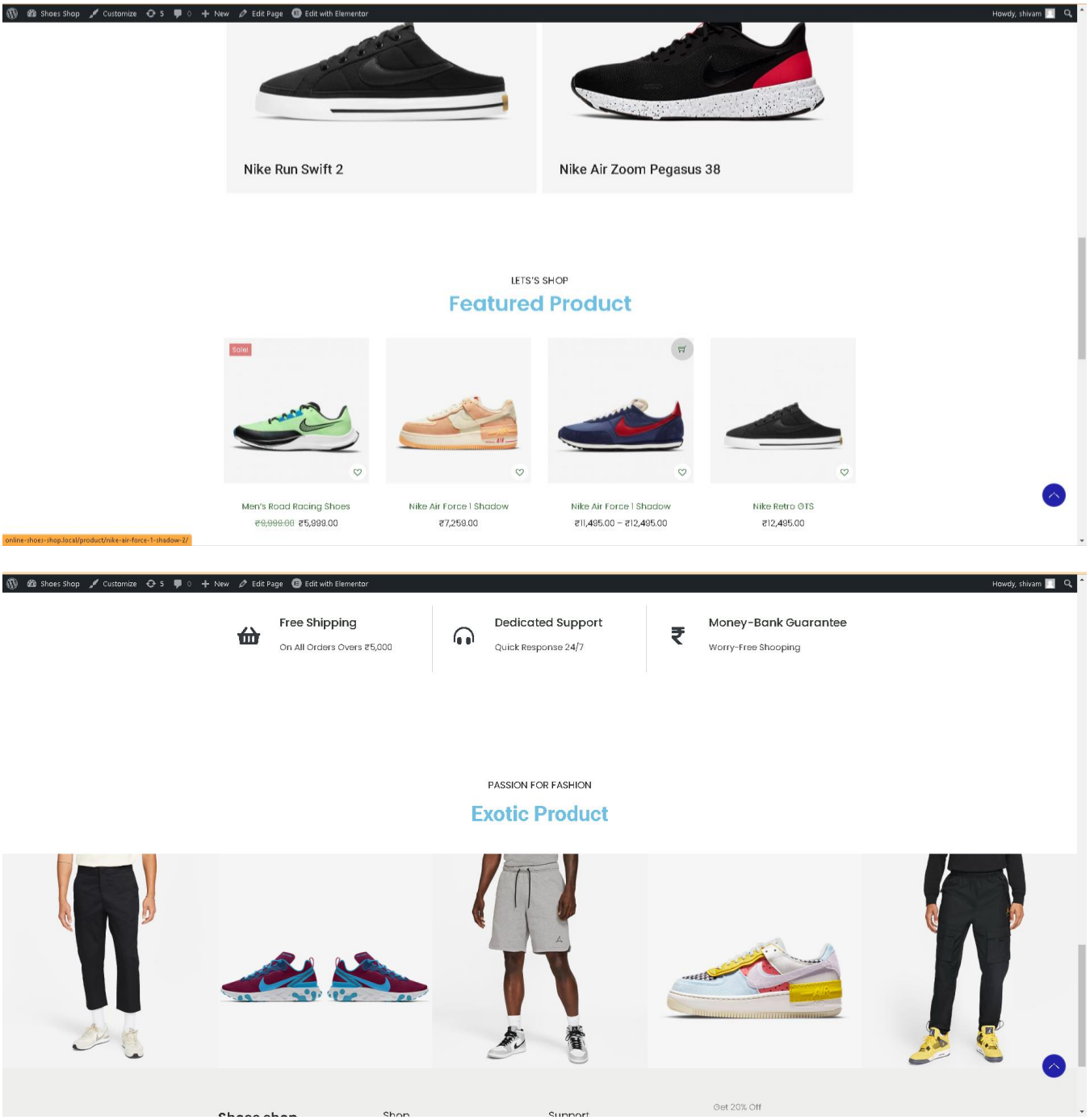

## 6.2 User Documentation

### Steps 0: Step-by-step guides to use shoes-shop on web

### Step 1: Type the web name to open the site.

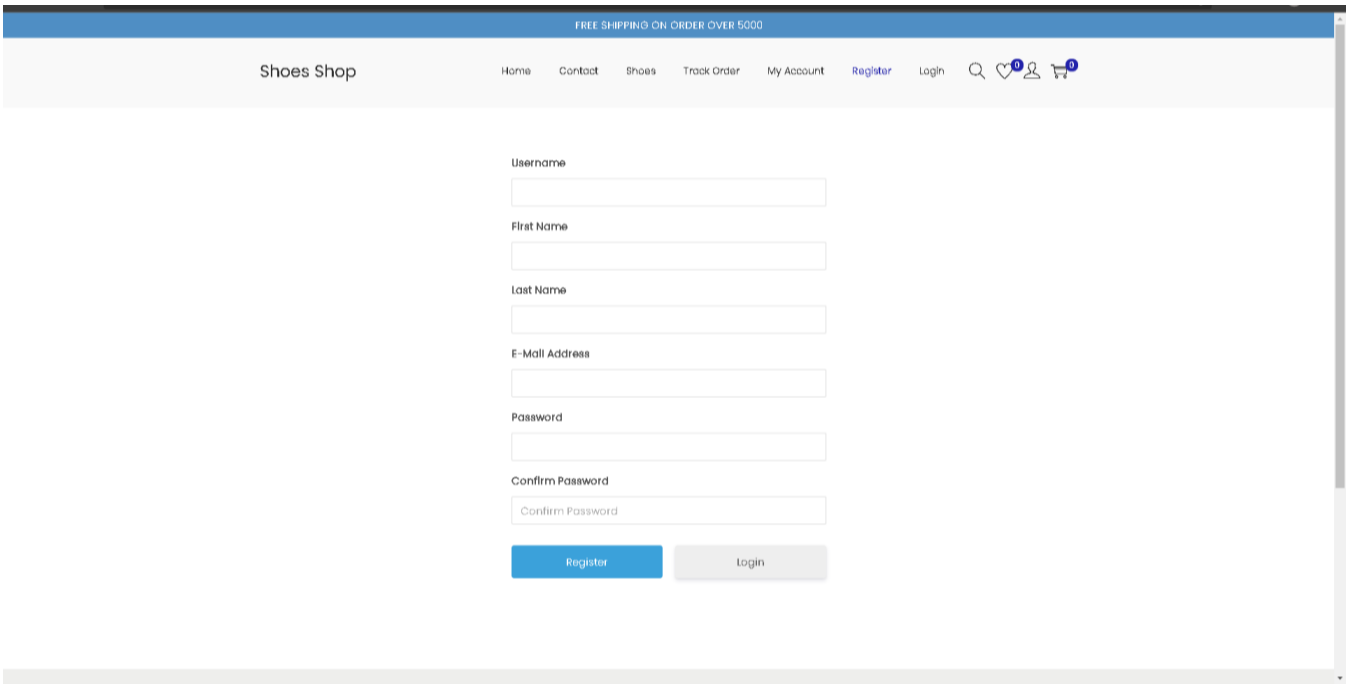
**HOME PAGE**





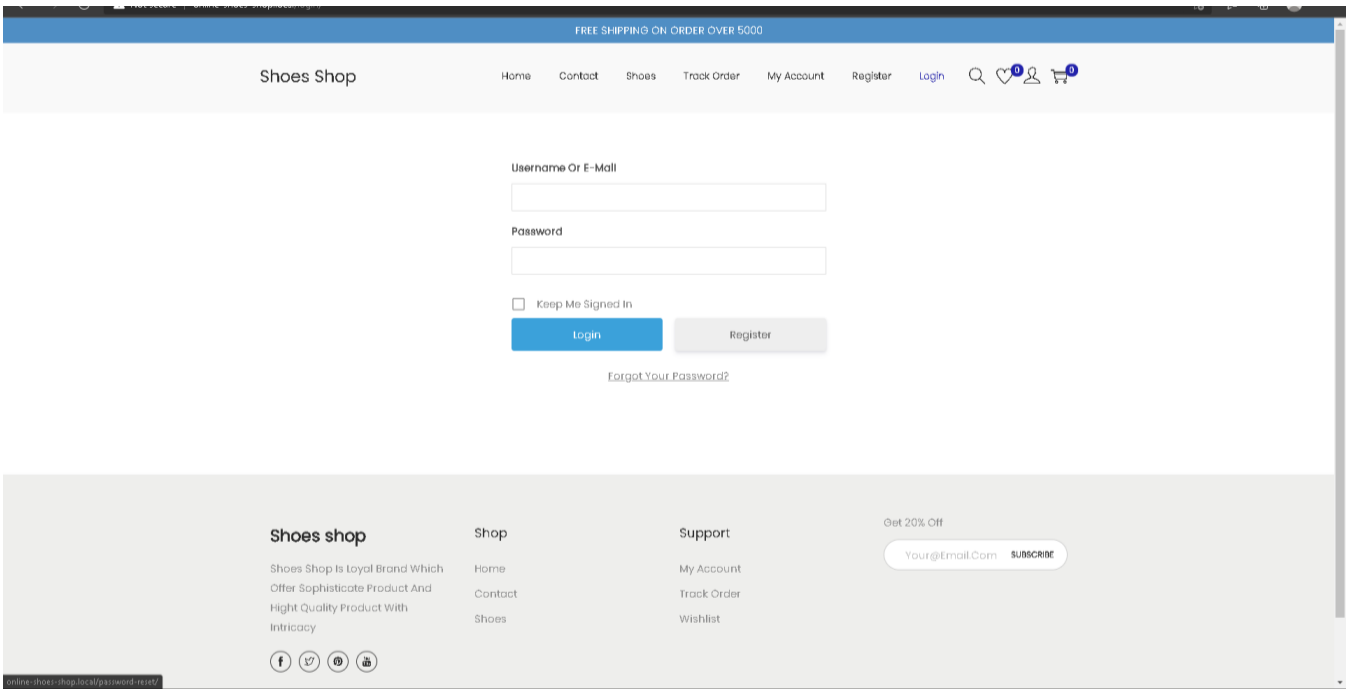

**Step 2: Click on the register in the navigation bar for registeration.**

## REGISTRATION PAGE



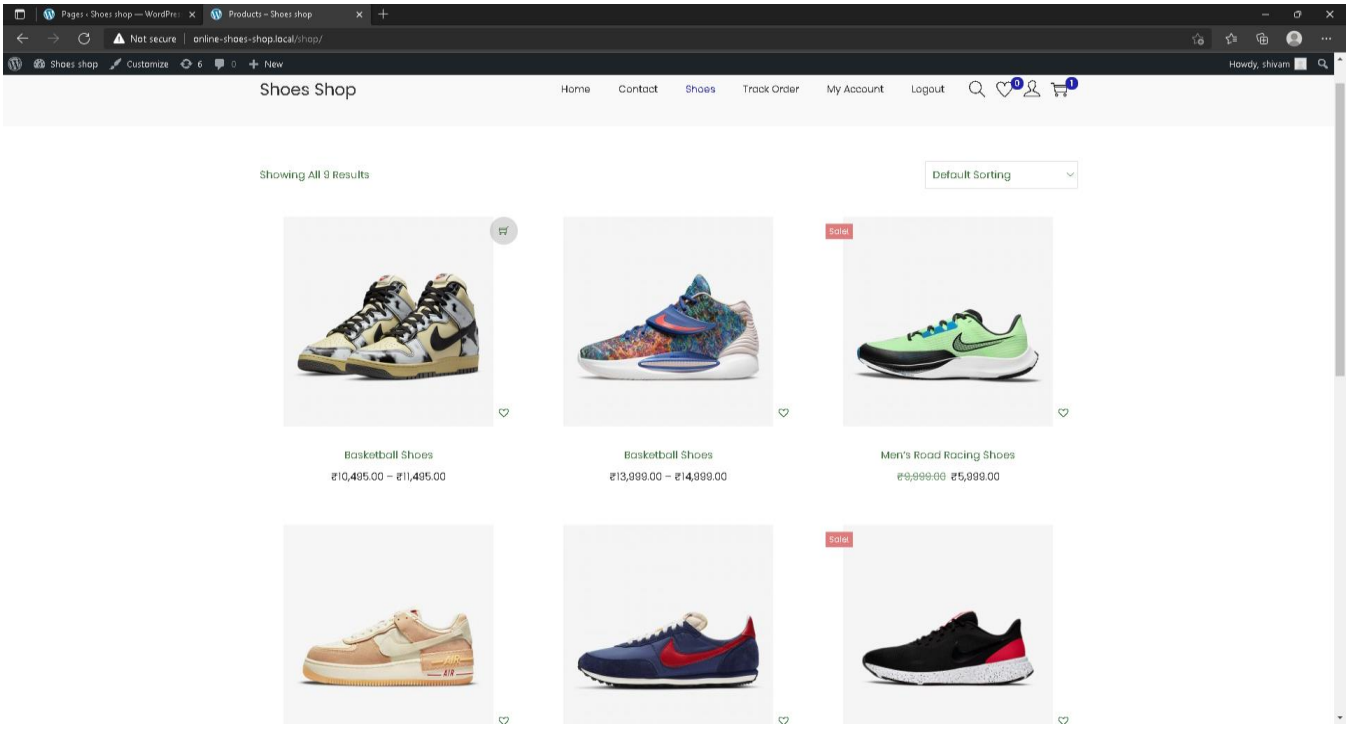

**Step 2: Click on the login in the navigation bar to login.**

## LOGIN PAGE

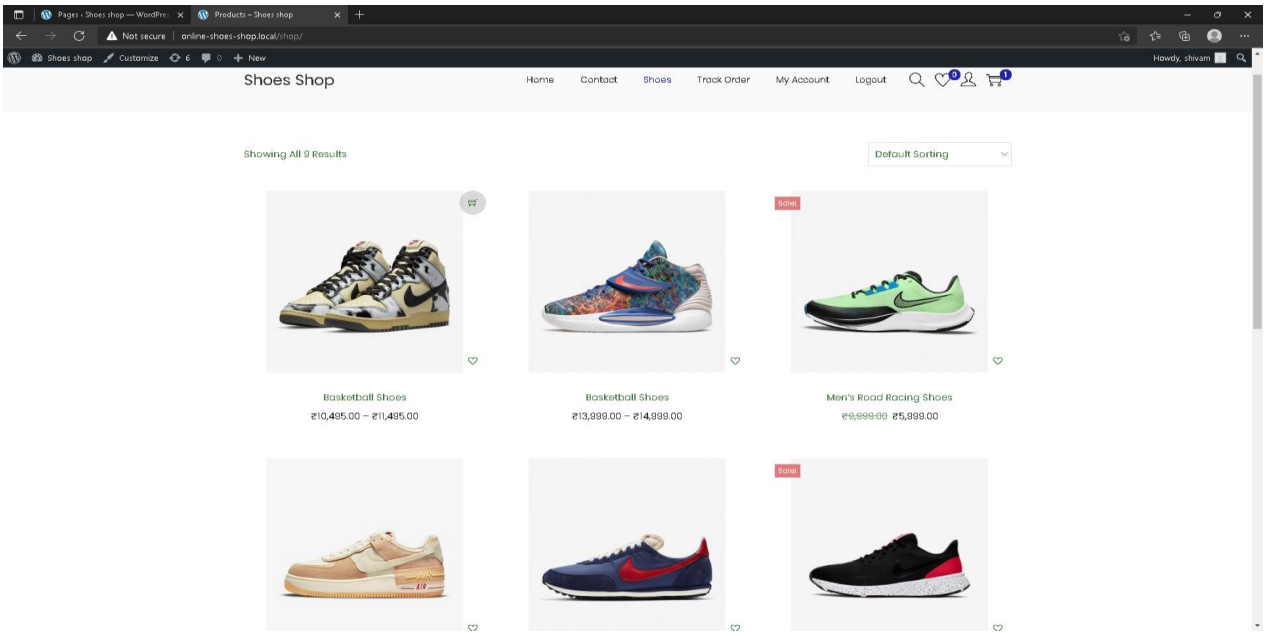



**Step 3: Click on shoes in the navigation bar to see a catalog of shoes.**

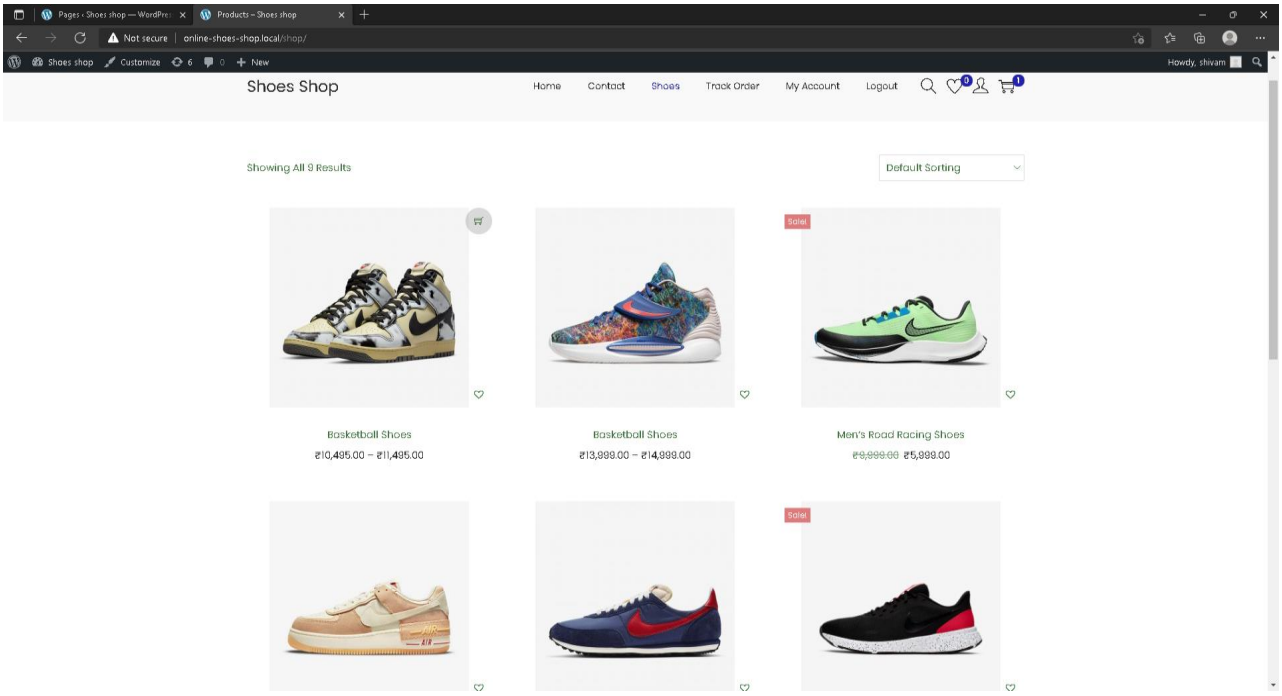
## SHOES PRODUCT PAGE



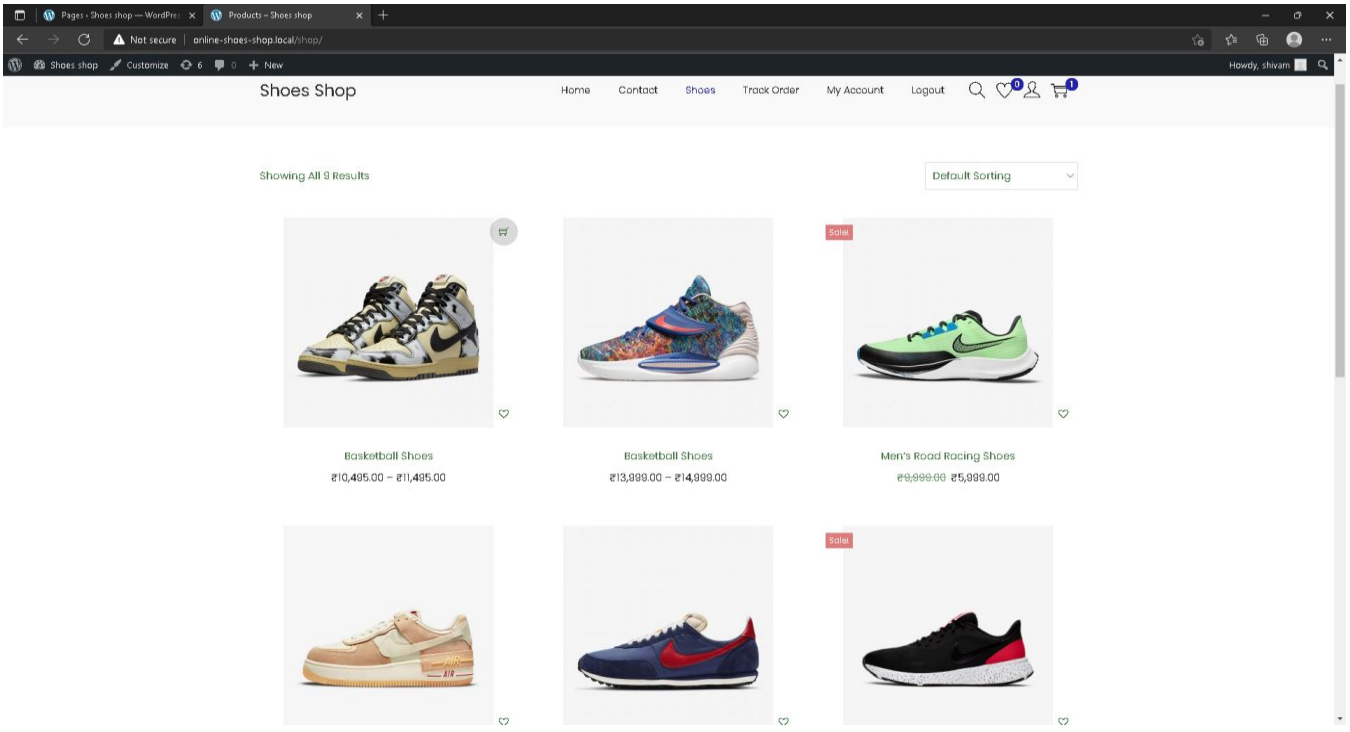

**Step 4: Click on the search icon on the right side of the navigation bar to search for desired shoes and underneath sort the product as per your choices.**



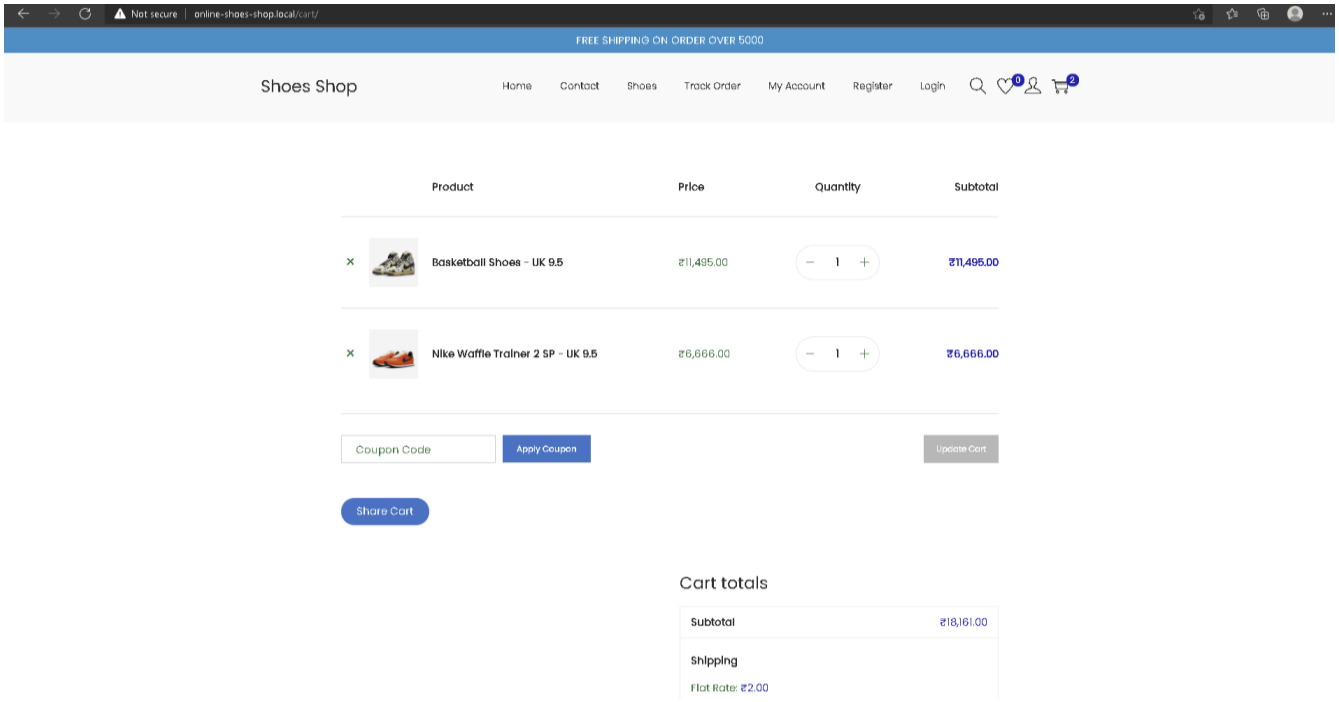
**Step 5: Click on the heart shape icon right bottom of the product to add in your favorite or like list and to see liked products go to the navigation bar click heart icon to see your liked shoes .**




**Step 6: Click on the top right of the product to add to cart icon to add shoes in the cart and to view cart go to navigation bar top right side to see cart list.**

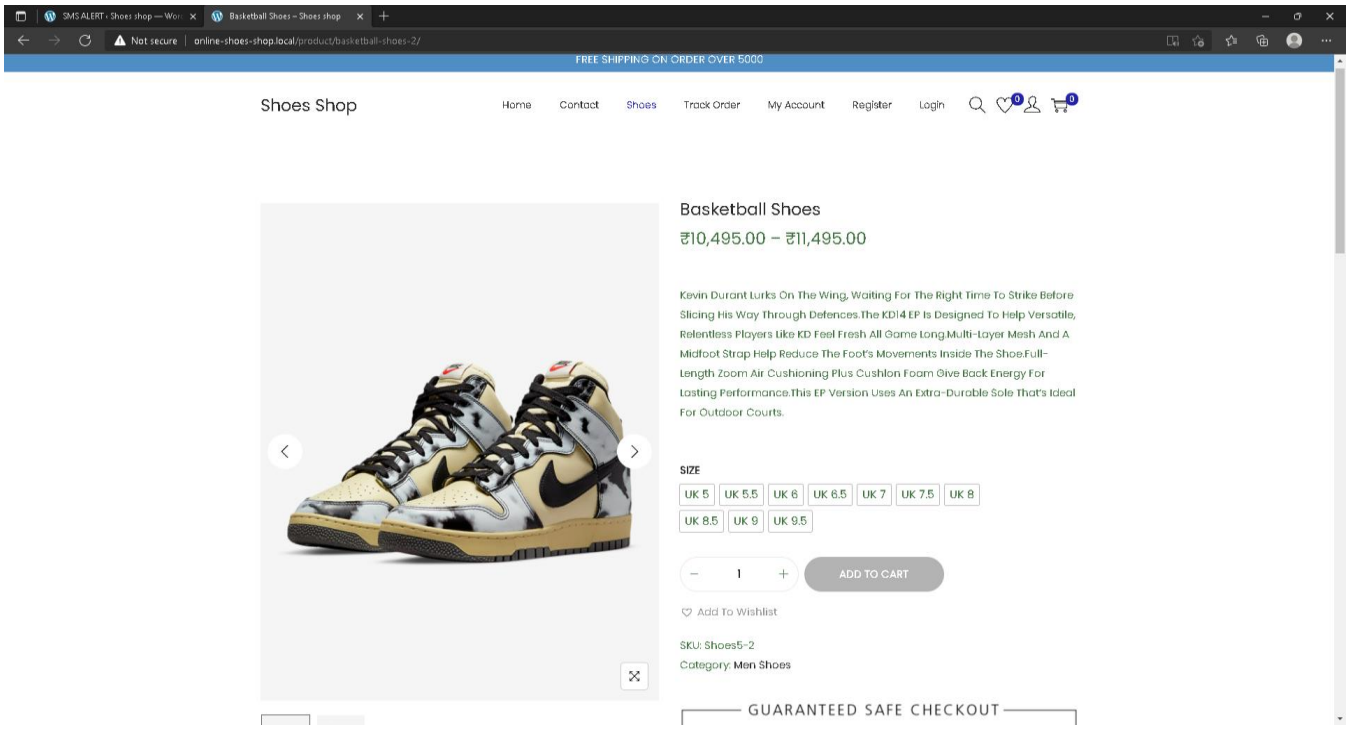


## SHOPPING CART PAGE

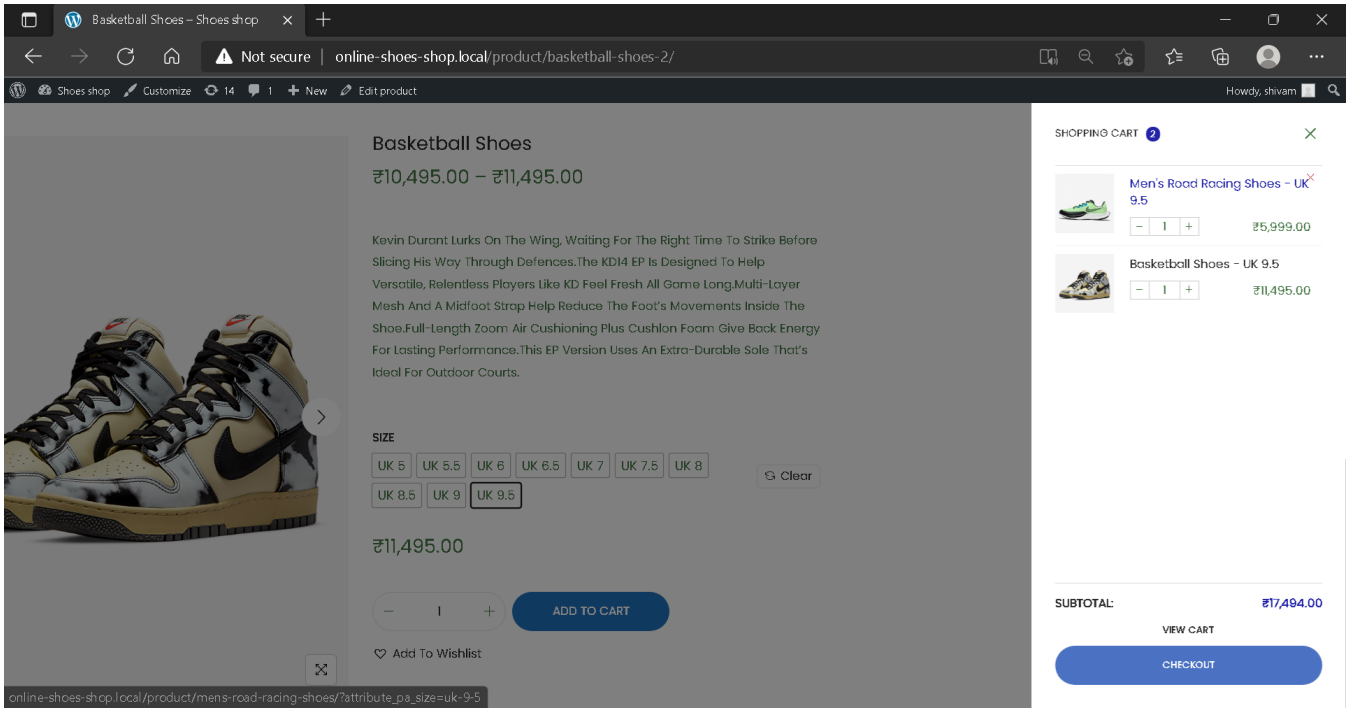



**Step 7: Click on product to get a full descriptive view of the product.**

## PRODUCT DETAIL PAGE

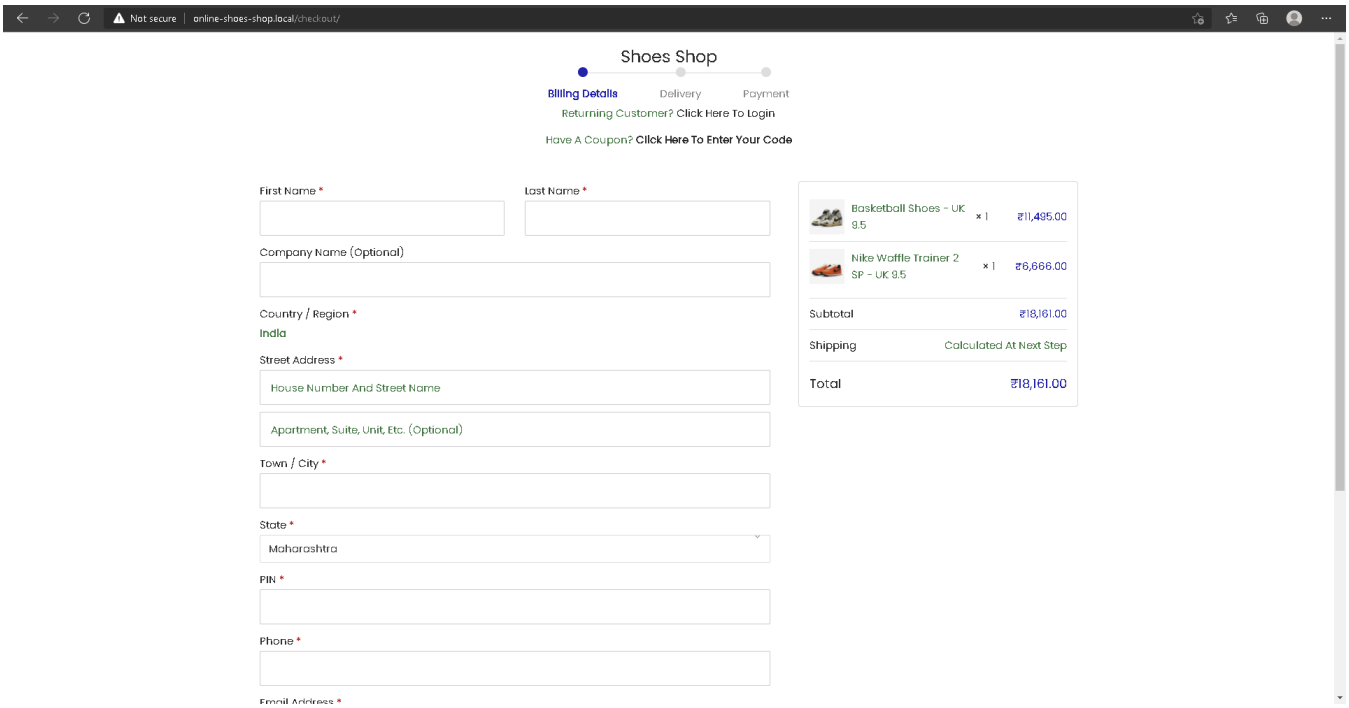


## Step 8: Click on check out to buy a product.



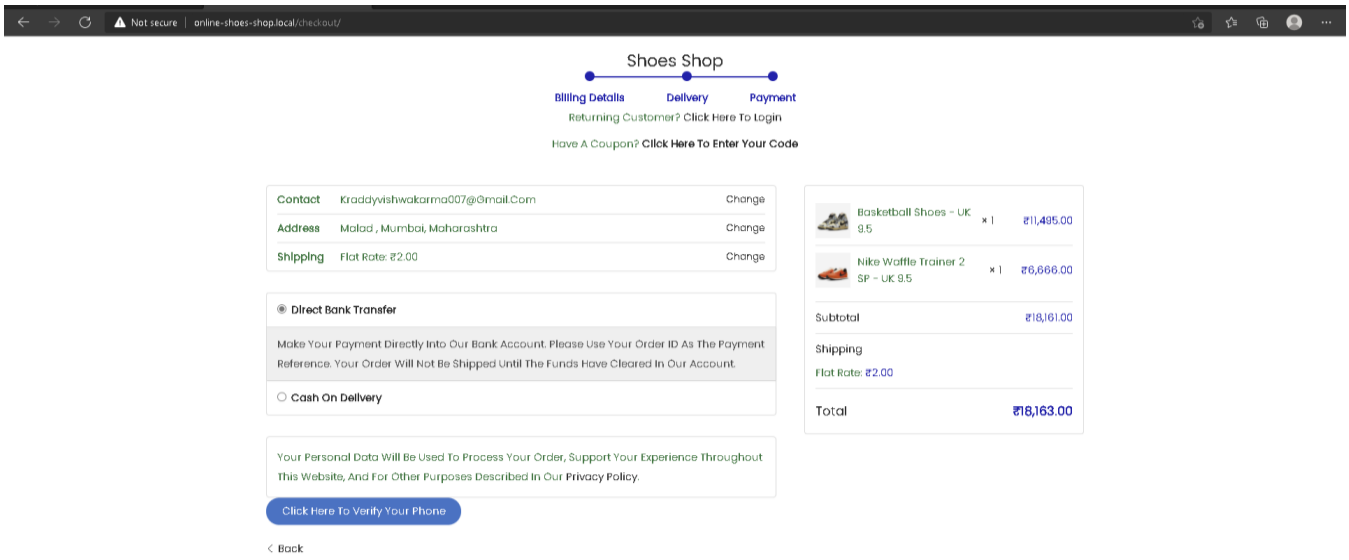

## Step 9: After checkout, you land on the billing page.

## BILLING PAGE

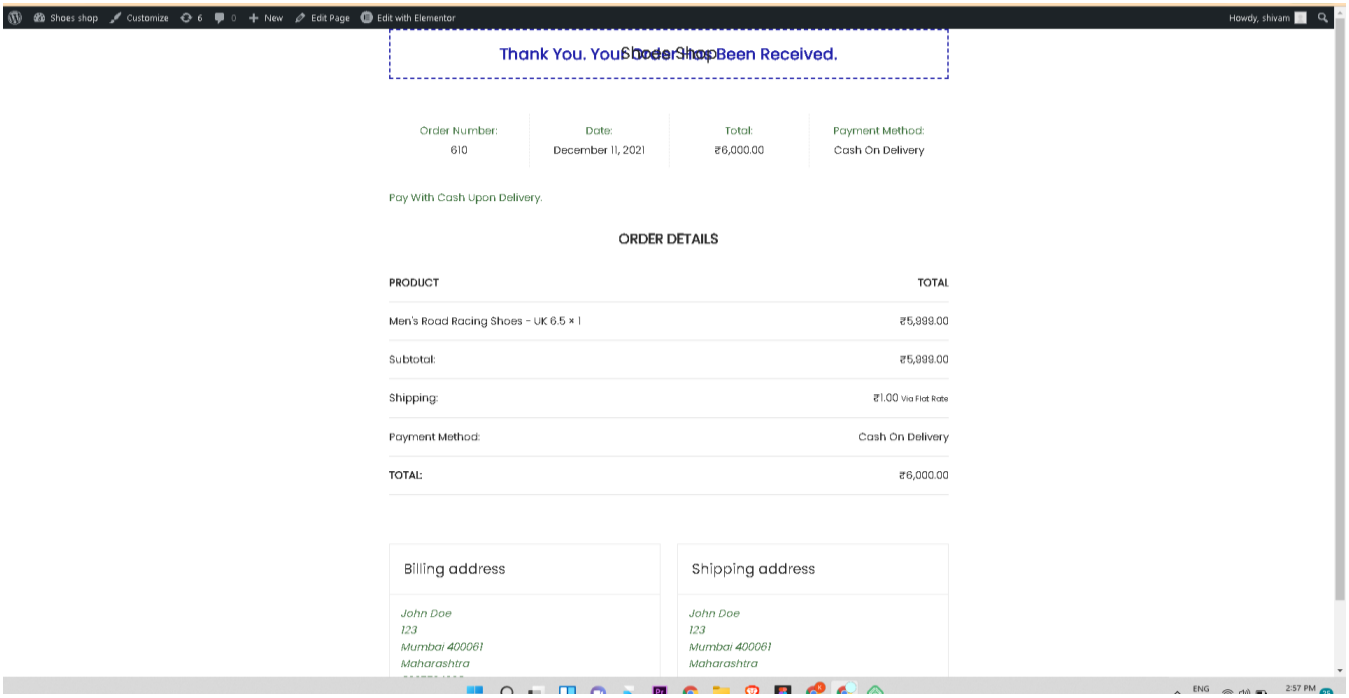


**Step 10: Click on the payment method that you want to choose, subsequently you see the order placed page.**

## PAYMENT PAGE

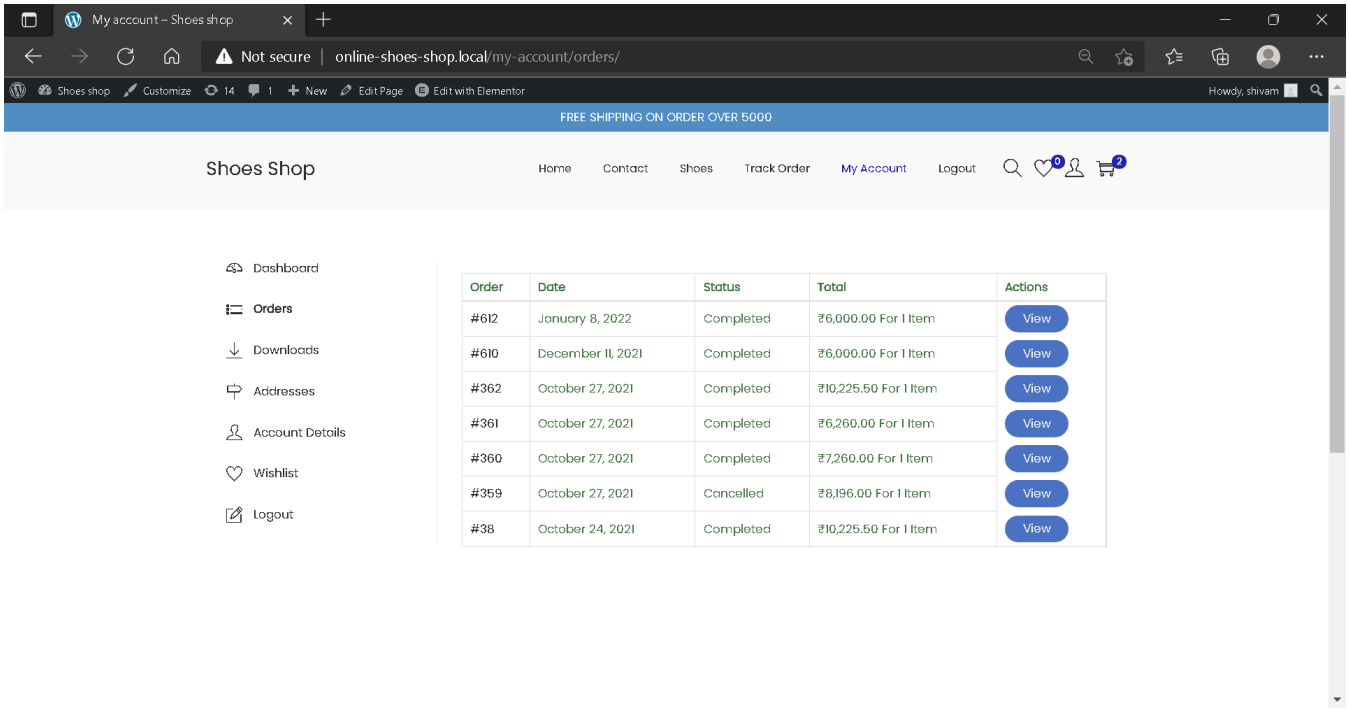



## PLACED PAGE

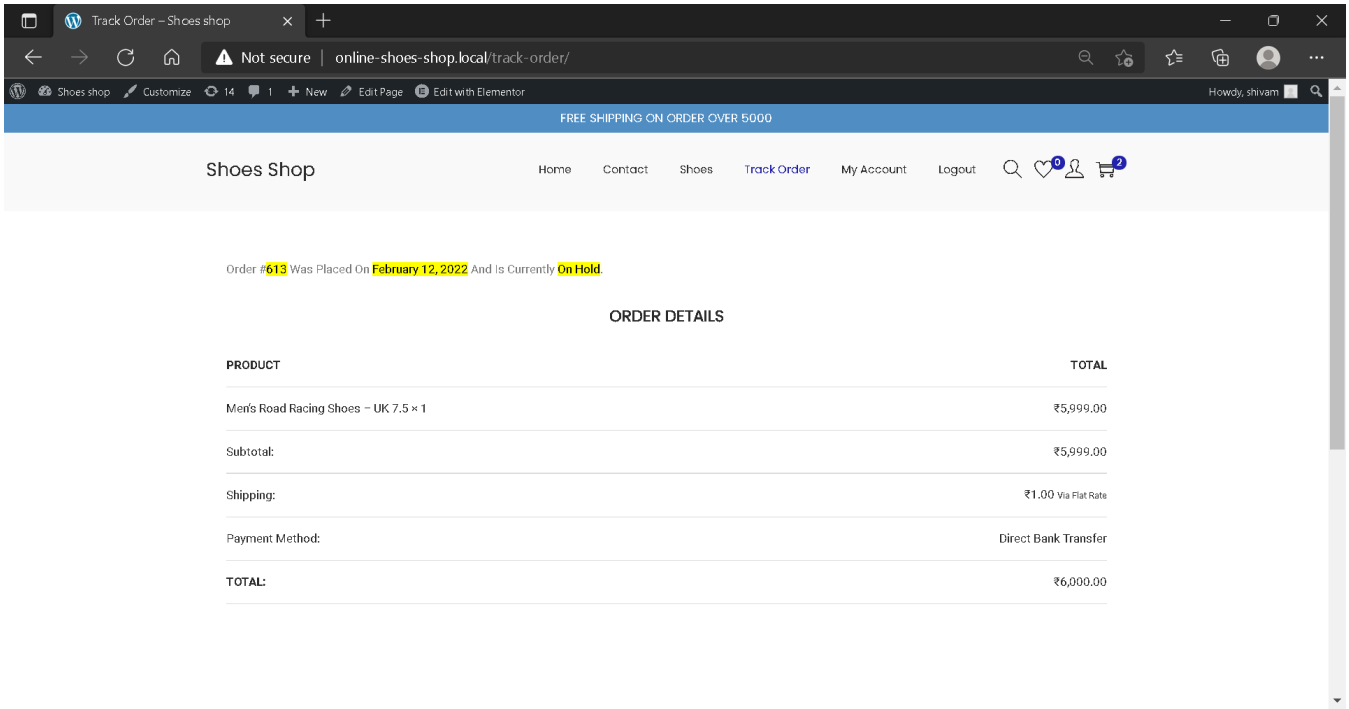



**Step 11: Click on my account in the navigation bar to view the order and other details.**

## MY ACCOUNT PAGE




**Step 12: Click on track order in the navigation bar to track your order just put your order id and email.**



# CHAPTER 7: CONCLUSIONS

## 7.1 Conclusion

It has been a great pleasure for me to work on this exciting and challenging project. This project provided me practical knowledge of not only various programming but also many other tools to make websites and to some extent windows applications about all handling procedures related with "SALESPOINT SHOPPING".

### 7.1.1 Significance of the System

Give customers an easy way to buy a product in a few clicks. It's easy to navigate the page, and the product can be filtered according to its price from low to high. The option of cash on delivery is also available.

## 7.2 Limitations of the System

- High loading time
- Having a text tracking view not a graph tracking view.

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## 7.3 Future Scope of the Project

Additional functionality can be implemented, like SMS facilities. All crucial messages, orders, and updates can be sent via SMS. Further, email functionality can be integrated to send messages, subscriptions, coupons, and offers messages. Coupons can be displayed below discount products for direct application.

**REFERENCES**


**1) http://www.tutorialpoint.com**

**2)https://www.w3schools.com**

**3)https://drive.google.com/file/d/1Wi2OvfvWEwnOMrAoYB-Zxs2L4AuDivXo/view?usp=sharing**

**4)https://classroom.google.com/c/MjQ5NDgyNDUzMjU0/m/MzEwMzI0 MTgyMjUz/details**

**5) https://www.google.co.in/**

# Appendix

## Literature Review

### Osmud Rahman paper titled" Online consumer choice Footwear design and visual demonstration"

Apeagyei, 2008; Rahman, 2012. Apeagyei and Rahman pointed out that buying shoes are not the same as shopping for clothes. Consumers do not want to buy any shoes that may cause bodily pain or suffering, regardless of how appealing the shoes are. The following factors contribute to many shoppers' lack of confidence in judging the fit of shoes online, the visual representation and text descriptions do not provide enough information about the fit, footwear sizing systems vary across brand names, and some consumers' foot sizes are outside the norm (e.g., too small, too wide, or too narrow). (Apeagyei, 2008; Rahman, 2012). Apeagyei and Rahman suggest some solutions to improve consumer confidence and online shopping experience, shoe retailers should address the aforementioned issues. For example, a detailed size chart to depict the height and width of the shoes would be helpful, realistic 3D images (with rotate, flip, zoom and interact functions) allow checking details, and virtual fit or ' try on technology.Collazzo (1988) points out that the most common shoe fit issues include shoe width, narrow toes, arches, and a loose fit. However, typical shoe sizing systems are based on length rather than width. It would be useful if the visual image can be rotated to show the top view and also indicate the measurements of shoe width to accommodate and satisfy diverse consumers' physical needs and aspirations. Other than the footwear design and visual presentation, footwear designers and engineers should work collectively and collaboratively to develop a standard sizing system for the industry in order to reduce or minimize consumers' frustration and confusion. (Zolfagharifard, 2015) further explored and suggested way. For example, footwear retailers could develop an affordable handheld scanner for their shoppers to pre-scan their feet at home and upload the data online for product matching and virtual fitting. Conclusion According to the quantitative and qualitative results of this study, fit and comfort are the two most important factors for footwear evaluation fit, comfort, and style are closely related.

**Jhanghiz Syahrivar and paper titled "The Impact of Electronic Word of Mouth (E-WoM) on Brand Equity of Imported Shoes: Does a Good Online Brand Equity Result in High Customers' Involvements in Purchasing Decisions?"**

(Kumar & Gupta, 2016) Underlines Over the beyond ninety years, there had been major modifications in shoemaking as a result of technological improvements in machinery, raw materials, manufacturing, and checking out techniques. The design and manufacturing of comfortable, long-lasting, and well-made shoes had been the purpose of shoemakers across the world; nevertheless, little was modified in the manner footwear and boots were made till the approaching of the industrial revolution. (Yasav, 2015) According to yasav, retailers have applied new techniques to draw and keep their multi-channel clients through a mixture of offline and online marketing efforts. (Girma, 2017) In addition, information and communication technologies have reduced distances and homogenized values, influencing the fashion preferences and attitudes of the world's population. As a result, consumers buy foreign brands more frequently than local brands and are proud to buy imported products. Dua, Chalal, and Sharma (2013) highlighted Bata, Nike and Adidas were the three highest in the Top Brand Index (TBI) 2017. There were some changes in the TBI's percentage in 2016, with Converse being used to outperform Fladeo, but Bata, Nike, and Adidas remained the top three sports shoe brands in Indonesia. The growing competition in the footwear industry both online and offline has made shoe brands an important aspect of customers' decision to buy. (Severi, et al., 2014) Severi points out that electronic word of mouth is an attempt to transfer opinions (for example about a company's products and services) on the internet or a social media platform from one person to another. EWM is a means of expressing customers and is an effective tool for influencing purchasing decisions. (Reza Jalilvand and Samiei, 2012) stated that negative online reviews related to certain products or services can influence brand value and buying decisions. Similarly, Khammash and Griffiths (2011) suggested that brand managers should be concerned about the volume of negative reviews on online platforms as it will harm brand equity. (Severi, et al., 2014) severi expressed Electronic Word of Mouth is an effort to maneuver opinions on a couple of company's merchandise and services across the net or social media platforms from one person to the next. EWM could be a mode of customers' expressions and is a good tool to influence shopping for decisions. Furthermore, Digital technology, social media platforms, and online forums especially have a significant role in influencing customers' choice towards certain brands based on the customers' reviews that appeared online, such as on websites or

online forums. Khammash and Griffiths (2011) suggested that brand managers should be concerned about the number of negative reviews on
online platforms as it will ruin brand equity. (Kabiraj & Shanmugan, 2011). Brand loyalty is elucidated because the integration of attitude, emotions, and behavior to regularly purchase a brand based on previous knowledge as a result of the brand offers the proper image, price, quality, and attributes.

**Yun Wang1 paper titled, "Consumers' Purchase Intentions of Shoes: Theory of Planned Behavior and Desired Attributes "**

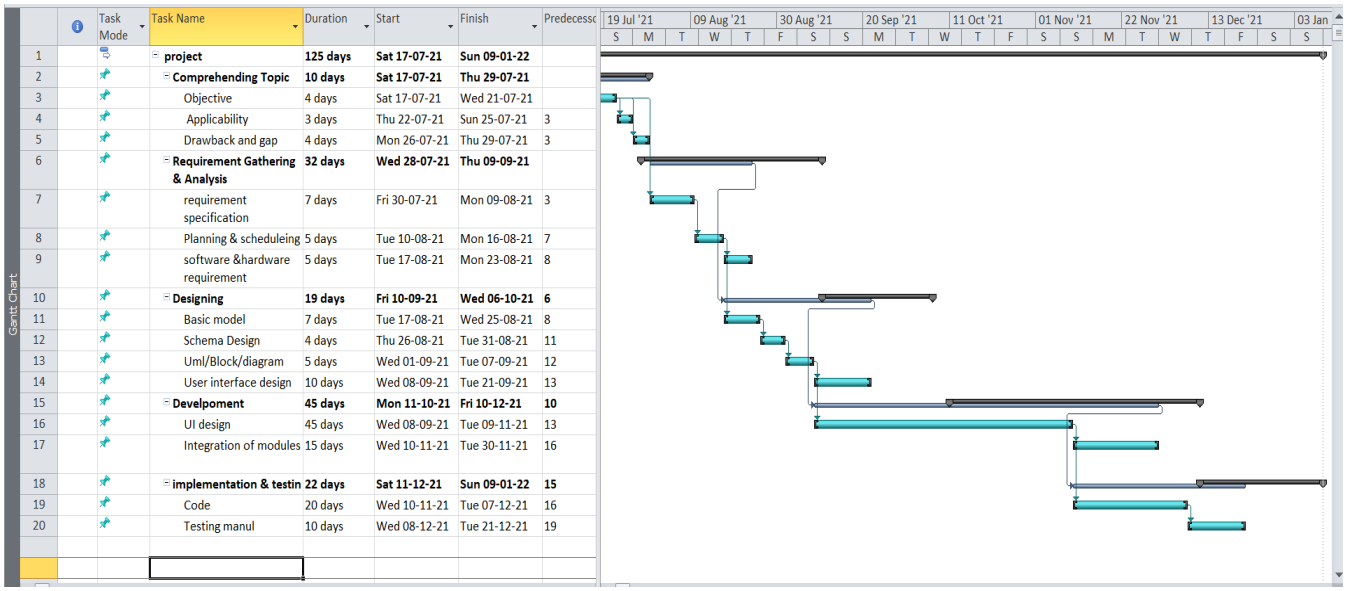
Nowadays, females viewed shoes are not considered just footwear to protect and comfort foot, but a fashion product for decoration and expressing self-image. Lancaster's theory of consumer choice (1966) postulates that consumption decisions are determined by the utility that is derived from the attributes of a good. Because consumers often link attributes to consequences of purchasing or consuming products. Research by Forney, Park, and Brandon (2005) found that image, quality, color/style, and design/beauty of fashion products are important criteria when purchasing extended brands of casual apparel and home furnishings. Planned Behavior Theory (TPB) is one of the most widely studied models for predicting behavior. The intention of social psychologists (Armitage & Conner, 2001) is that beliefs and corresponding Attitudes, subjective norms, and perceived behavioral controls influence intentions that determine actual behavior. Attitudes (ATT) are defined as psychological feelings and positive or negative evaluations that occur when individuals adopt certain behaviors (Eagly & Chaiken, 1993). Subjective norms (SNs) are perceptions opinions of significant other people who are close/important and influential to a person's decision-making (Ajzen, 1991). Cognitive-behavioral control (BC) refers to an individual's perception of possible difficulties when performing a particular behavior (Ajzen, 1991).

The purpose of this research was to investigate what factors make the difference in female shoes purchase intentions? Factors included (1) shoes attributes: style, color, material, brand, collocability, comfort, durability, and service; (2) attitude, subjective norm, and perceived behavioral control based on TPB; and (3) demographic and shopping behavior variables: age, income, education level, occupation, marital status, a number of shoes own, shoes purchased frequency, average purchased

price of shoes, purchased locations, and shopping frequency. According to the results, the shoes' comfort, style, color, material, and color matching attributes are the most. Desire attributes of female consumers in Taiwan. Meanwhile, although "comfort, durability and service" are important attributes in the footwear market from the point of view of most footwear consumers and manufacturers, these factors are minimal essential attributes of footwear; "styles, colors, roommates, materials and brand names" are real things.The findings of this study suggest that creating a positive attitude toward purchasing fashion shoes may be a significant consideration for retailers to increase consumers' purchase intentions of fashion shoes. In order to cultivate favorable attitudes, footwear retailers should invest resources in shopping circumstances and atmosphere to create shopping value of excitement and pleasure which would eventually enhance consumers' attitudes. Finally, since findings indicated that shoes distribution in different locations has significant differences in consumers' appraise in style, material, collocability, comfort, and service. Consumers tend to give higher appraise in department stores related to material, collocability, comfort, and service, but not the style. Shoes retailers need to launch their merchandise carefully according to their target market.

**Swot Analysis**

# Gantt Chart



| | Task Mode | Task Name | Duration | Start | Finish | Predecessc |
|---|---|---|---|---|---|---|
| 1 | | **project** | **125 days** | **Sat 17-07-21** | **Sun 09-01-22** | |
| 2 | | **Comprehending Topic** | **10 days** | **Sat 17-07-21** | **Thu 29-07-21** | |
| 3 | | Objective | 4 days | Sat 17-07-21 | Wed 21-07-21 | |
| 4 | | Applicability | 3 days | Thu 22-07-21 | Sun 25-07-21 | 3 |
| 5 | | Drawback and gap | 4 days | Mon 26-07-21 | Thu 29-07-21 | 3 |
| 6 | | **Requirement Gathering & Analysis** | **32 days** | **Wed 28-07-21** | **Thu 09-09-21** | |
| 7 | | requirement specification | 7 days | Fri 30-07-21 | Mon 09-08-21 | 3 |
| 8 | | Planning & scheduleing | 5 days | Tue 10-08-21 | Mon 16-08-21 | 7 |
| 9 | | software &hardware requirement | 5 days | Tue 17-08-21 | Mon 23-08-21 | 8 |
| 10 | | **Designing** | **19 days** | **Fri 10-09-21** | **Wed 06-10-21** | **6** |
| 11 | | Basic model | 7 days | Tue 17-08-21 | Wed 25-08-21 | 8 |
| 12 | | Schema Design | 4 days | Thu 26-08-21 | Tue 31-08-21 | 11 |
| 13 | | Uml/Block/diagram | 5 days | Wed 01-09-21 | Tue 07-09-21 | 12 |
| 14 | | User interface design | 10 days | Wed 08-09-21 | Tue 21-09-21 | 13 |
| 15 | | **Develpoment** | **45 days** | **Mon 11-10-21** | **Fri 10-12-21** | **10** |
| 16 | | UI design | 45 days | Wed 08-09-21 | Tue 09-11-21 | 13 |
| 17 | | Integration of modules | 15 days | Wed 10-11-21 | Tue 30-11-21 | 16 |
| 18 | | **implementation & testin** | **22 days** | **Sat 11-12-21** | **Sun 09-01-22** | **15** |
| 19 | | Code | 20 days | Wed 10-11-21 | Tue 07-12-21 | 16 |
| 20 | | Testing manul | 10 days | Wed 08-12-21 | Tue 21-12-21 | 19 |