Build an Online Shop Website Using Html Programming LanguageSophia Filipovic

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With the Internet becoming more popular by the second, more people have gone towards online shopping. With this in mind, more stores are setting up online stores in order to increase their revenue. According to the article, the website’s quality is one of the biggest factors that drives the business online, but many businesses do not have the funds or knowledge to create their online shop. The research conducted in this article is to see what the best layout for certain pages would be using Hypertext Markup Language Programming, highlighting the process, the designs, and the code itself. It explores two different situations, one with a technology-oriented process and one with a trust-oriented process. This study had 228 online shoppers testing different websites based on trust or technology, recording their intentions and attitudes regarding online shopping.

One of the major ideas that is discussed in the article is that perceptions related to the online store is one of the biggest influences in a person purchasing from said store. What helps influence a person’s choice is branding, quality of the website, involvement with clothing, and patronage offline. The article has also established that the major idea that business to consumer relationship is important to online shops, but the relationship contains factors that are outside of the company’s hands; this is where trust is being highlighted. The use of HTML is meant to be easier for programmers creating these sites due to it being plain; the structures of pages we can create using HTML will give a basic layout that still provides a storefront for the business that allows them to gain a reputation online and to create revenue to help them expand.

The main method used to research further into this topic is observing different processes of building a storefront using HTML, interviewing business owners of said store, and studying different types of literature to discuss topics involved within the study. Research first begins with the discussion of the waterfall method that is performed in the following order: planning, designing, coding, testing, and maintenance. Researchers have discovered that the biggest portions of the waterfall method include planning and designing both include framing a layout and create the front-end design that the costumers will engage in. Many customers will follow the same process when interacting with websites related to shopping: users will type in the URL, wait for the page to load, pick a category of items through a menu, display the item they’ve chose to view, and prepare the purchasing of the item by putting the item in their shopping cart. Customers can also continue this process if they were to purchase another product, but in the end, the customer will purchase the items they’ve put in their shopping cart. To maximize the user experience and maintain a consistent flow of purchasing items, researchers discovered that they needed to create a framework that could be done using HTML to achieve this goal. Online stores will also need to include an admin portion to their website for the company to access, and the process will be similar for those logging into the website as well. The process is as follows: admin inputs the website’s URL, wait for the page to load, entering a username and password, check if the credentials are correct, and allow the user to access the administration system if correct. From there, admins can make any system changes and log out afterwards. It is revealed that HTML can also help create the layout of the series of pages related to administration using certain features and help create that feeling of consentience as well.

After reviewing different processes, layouts, and more through the use of the waterfall method, it has been discovered that an online store can be successful with the create of a user process and a administration process, all with their respective pages. While the article mentions the use of MySQL databases to help create layouts to the page, it highlights HTML as being the most important part to the creation of the pages. Due to the simplicity of HTML, layouts for webpages are easy to create and websites themselves can be made entirely out of HTML.

I believe that the impacts of the study are massive. It illustrates how HTML is universal and convenient to use, especially in tight circumstances. Even with a lack of experience and funds to create a full-blown website, having a proper layout of an online store using HTML can allow a business to gain a reputation and revenue that will allow them to grow into something bigger. The article highlights that HTML will always be the most important language when it comes to the creation to webpages and websites; HTML gives pages the necessary structure to function, as well as setting the grounds for CSS, JavaScript, and other languages incorporated into web development. Research conducted by the study also shows that all online stores follow the same model and processes, especially with logging in and purchasing a product through the website. It’s the idea that within internet programming, we want to create webpages and websites that produce a good user experience by giving users and administration a sense of familiarity and convivence; that’s why we’ve discovered certain layouts for webpages that work due to information gathered from user testing. Overall, HTML is required for those wanting to create a webpage, and it can help store owners who don’t have the funds or knowledge to create an online store. With thinking about bought the technology and the trust customers bestow on the company, these online stores can present stores to a new market and grow as a brand.

Work Cited

Soegoto, E. S., and H. R. Pasaribu. “Build an Online Shop Website Using HTML Programming Language.” *IOP Conference Series: Materials Science and Engineering*, vol. 407, 26 Sept. 2018, https://doi.org/10.1088/1757-899x/407/1/012064.