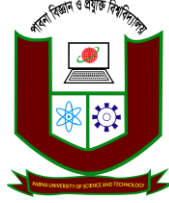


A Project Report on
Web Development based on Online Shopping System (Fashion-Shop)



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Shahanur Rahman

ABSTRACT

The business-to-consumer aspect of electronic commerce (e-commerce) is the most visible business use of the World Wide Web. The primary goal of an e-commerce site is to sell goods and services online. The project report presents a comprehensive overview of the development and launch of an e-commerce website, specializing in online shopping. The objective of this project was to create a user-friendly platform that offers a wide range of products, seamless shopping experiences, and robust security measures to ensure customer trust. This report outlines the project's planning, development, testing, launch, marketing, and ongoing maintenance phases. The website's development involved careful platform selection, appealing design, and a robust backend and frontend development process. Critical functionalities like product management, user registration, shopping cart, payment gateway integration, order processing, and inventory management were implemented. Security measures, including data encryption and firewall protection, were integrated to safeguard customer data. A rigorous testing and quality assurance phase was conducted to ensure a bug-free and user-friendly website. Functional, usability, security, and performance testing helped achieve high-quality standards. Upon successful testing, the website was launched after domain registration, hosting setup, and data migration. The marketing strategy included digital marketing, SEO, social media engagement, email marketing, PPC advertising, and influencer partnerships. Customer engagement strategies were also implemented to foster long-term relationships. Monitoring and analytics tools were used to track key performance indicators, enabling data-driven decisions and regular reporting. Post-launch, ongoing maintenance and support were provided to address issues, implement updates, and support customers. In conclusion, this project has successfully achieved its objectives by developing and launching an e-commerce website that caters to the needs of its target audience. Challenges were met with effective solutions, and the project sets the stage for future enhancements and growth.

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CHAPTER 1

INTRODUCTION

1.1 Overview

An E-commerce website requires appropriate strategy of successful design and implementation. Everything is required to plan from scratch to end of website. The e-commerce sector is seen the exponential growth thus a new option will easily part of this regatta of commercial website. The e-commerce website will feature the online shopping facility of various fashion products under a single web space. The proposed web application will allow business personnel to make their total business using it and increase their reachability thousands of times more than today they have, over the internet. It will allow multiple shopping vendors to sale their products online. The product management in the system will be done in the form of categories. The safety of information is the main requirement of the system and will be handling according to that. To formulate this project first task is to do is cost estimation. For probabilistic assessment of the project cost estimation is required. Cost estimation covers the accurate; estimations of cost and effort required for the project.

As a project manager and developer as well, it's is estimates are defined to early stage in the project. Cost estimation in application development project includes the set of procedures and techniques that will be utilized, required to produce by organization for development. The available resources of a company are also affecting the cost estimation. It will be very complex project. To demonstrate knowledge learnt in class, tech communities and online materials, I will undertake the entire project alone even though it requires a team of 6 or more. It will take time of 3 months to get the shape or get the basic structure. The environment variants depend on the further requirements of the ecommerce web application. [1]

1.2 Background of the Study

The traditional marketing and management of fashion industry is experiencing a revolution because of the emergence of e-commerce. Since the birth of e-commerce, businesses have been able to make use of the Internet in reducing costs associated with purchasing, managing supplier relationships, streamlining logistics and inventory, and developing strategic advantage and successful implementation of business re-engineering. E-commerce allows companies to improve communications within the supply chain and enhance service offering, thus providing chances for competitive differentiation.

Fashion is a distinctive and often habitual trend in the style in which a person dress. It is the prevailing styles in behavior and the newest creations of textile designers. Fashion design is influenced by cultural and social latitudes, and has varied over time and place. Fashion designers attempt to design clothes which are functional as well as aesthetically pleasing. They must consider who is likely to wear a garment and the situations in which it will be worn. Anthropology, the study of culture and human societies, studies fashion by asking why certain styles are deemed socially appropriate and others are not. A certain way is chosen and that becomes the fashion as

defined by a certain people as a whole, so if a particular style has a meaning in an already occurring set of beliefs that style will become fashion. According to Ted Polhemus and Lynn Procter (2008), fashion can be described as a beautification. Fashion changes very quickly and is not affiliated with one group or area of the world but is spread out throughout the world wherever people can communicate easily with each other.

The fashion industry is a product of the modern age. Historically, prior to the mid-19th century, most clothing was custom-made. It was handmade for individuals, either as home production or on order from dressmakers and tailors. By the beginning of the 20th century with the rise of new technologies such as the sewing machine, the rise of global capitalism and the development of the factory system of production, and the proliferation of retail outlets such as department stores clothing had increasingly come to be mass-produced in standard sizes and sold at fixed prices.

Although the fashion industry developed first in Europe and America, as of 2014 it is an international and highly globalized industry, with clothing often designed in one country, manufactured in another, and sold world-wide. For example, an American fashion company might source fabric in China and have the clothes manufactured in Vietnam, finished in Italy, and shipped to a warehouse in the United States for distribution to retail outlets internationally. The fashion industry has long been one of the largest employers in the Kenya, and it remains so in the 21st century (from Mitumba sellers to custom made tailors). However, Kenyan government declined considerably as production increasingly shipped from overseas, especially from China. Instead, they encourage people to buy Kenyan made fashion products under the slogan “Buy Kenya, Build Kenya.” Because data on the fashion industry typically are reported for national economies and expressed in terms of the industry’s many separate sectors, aggregate figures for world production of textiles and clothing are difficult to obtain. However, by any measure, the clothing industry accounts for a significant share of world economic output.

The fashion industry consists of four levels:

- The production of raw materials, principally fibres and textiles but also leather and fur.
- The production of fashion goods by designers, manufacturers, contractors, and others.
- Retail sales.
- Various forms of advertising and promotion.

These levels consist of many separate but interdependent sectors. These sectors are Textile Design and Production, Fashion Design and Manufacturing, Fashion Retailing, Marketing and Merchandising, Fashion Shows, and Media and Marketing. Each sector is devoted to the goal of satisfying consumer demand for apparel under conditions that enable participants in the industry to operate at a profit. FASHION-SHOP falls under the retail category and truly need an ecommerce website to market and sell their products. The ecommerce system will make their daily operations and customer service efficient, error free and effective. [1]

1.3 Statement of the Problem

Traditionally, customers are used to buying the products at the real, in other words, factual shops or supermarkets. It needs the customers to show up in the shops in person, and walk around

different shopping shelves, and it also needs the owners of shops to stock, exhibit, and transfer the products required by customers. It takes labor, time and space to process these operations.

Furthermore, the spread of the Covid-19 pandemic has caused a lot of changes in our lifestyle, people fearing to get outside their homes, transportation almost shut down and social distancing becoming all the more important. Big to small scale business that relied on the traditional incur a lot of consequence due to the lockdown issues. Some tend to more towards using social media platforms like Facebook to sell their product. However, the social media platforms have been beneficial for marketing purposes alone but leaves the whole task of customer and massive order management via direct messaging (DM), which takes a lot of time to respond to all customers. In addition, everyone tends to use social media, posing a great challenge to differentiate between scammers (fraudsters) and legit sellers. [1]

1.4 The Solution

FASHION-SHOP is an online shopping system provides a solution to reduce and optimize these expenses. Authorized Customers do not need to go to the factual shops to choose, and bring the products they need by hands. They simply browse their Personal computers or cell phones to access shops, and evaluate the products description, pictures on the screen to choose products. In addition, the owners of the shop do not need to arrange or exhibit their stocks products. They just input the description, prices of products, and upload their pictures. Simply, both customers and shop owners do not need to touch the real products in the whole process of shopping, and management. In the end the logistic centre will distribute the products required by customers, or products ordered by shop owners to their locations. The customers are able to track the status of their orders until delivery, after which they can leave a review of the type of service they received. The payment and products' quantity will be saved in database through the data flow. These shopping, management and distribution processes greatly simplify and optimize the retail business. [2]

1.5 Aims and Objectives

The main objective of the study is to develop an online fashion brochure system. The system aims to achieve the following objectives:

- To design an online fashion system.
- To provides a solution to reduce and optimize the expenses of customer order management
- To create an avenue where people can shop for fashion products online.
- To develop a database to store information on fashion products and services.

1.6 Scope and Limitation

Every project is done to achieve a set of goals with some conditions keeping in mind that it should be easy to use, feasible and user friendly. As the goal of this project is to develop an online fashion brochure system, this system will be designed keeping in mind the conditions (easy to use, feasibility and user friendly) stated above. It may help in effective and efficient order management. In every shot time, the collection will be obvious, simple and sensible. It is very possible to observe

the customer potentials and purchase patterns because all the ordering history is store in the database. It is efficient managing all the operations of an online store within a single platform. The project aims to automate the business process of FASHION-SHOP. The proposed project would cover:

Customer Side:

- Customer can view/search products without login.
- Customer can also add/remove product to cart without login (if customer try to add same product in cart. It will add only one)
- When customer try to purchase product, then he/she must login to system.
- After creating account and login to system, he/she can place order.
- If customer click on pay button, then their payment will be successful and their order will be placed.
- Customer can check their ordered details by clicking on orders button.
- Customer can see the order status (Pending, Confirmed, Delivered) for each order
- Customer can Download their order invoice for each order
- Customer can send feedback to admin (without login)

Administrator Side:

- Admin can provide username, email, password and your admin account will be created.
- After login, there is a dashboard where admin can see how many customers is registered, how many products are there for sale, how many orders placed.
- Admin can add/delete/view/edit the products.
- Admin can view/edit/delete customer details.
- Admin can view/delete orders.
- Admin can change status of order (order is pending, confirmed, out for delivery, delivered)
- Admin can view the feedbacks sent by customers

Additionally, if customer places order and admin deleted that user (fraud detection), then their orders will automatically be deleted. Suppose one (1) customer places four (4) products order and admin deleted two (2) product from website, then that two-product order will also be deleted and other two will be there. Also, if user click on purchase button without having products in their cart, then website will ask to add product in cart first.

On the contrary, designing web applications is characterized by some constraints and limitations. Developers are limited to a small set of graphical widgets for use in presenting a user interface. Web-based applications require high investment in software, as well as maintenance costs for the software and personnel for software administration. In this study, verification of credentials for membership cannot be done. Besides, there is a payment page although just for demo. Customers are advised to fill in pseudo details (DONT FILL YOUR ORIGINAL CARD DETAILS THERE). By the way, website do not save these details. [1]

1.7 Research Methodology

The research method used for this project work is quantitative research reviews the current system, provide its description, identifying the discrepancies and eventually giving a suitable solution. Therefore, the method used in the design and collections of information from various sources are as follows:

- Studying the present system in detail and the organizational style.
- Knowing and understanding the input and output processes of the existing system.
- A qualitative form of interview was conducted in the organization to understand the mode of operation of the old system. [2]

1.8 Significance of the Study

With the aid of an efficient information system, fashion associations can be able to react quickly by giving out information about changes in the market and latest trends to the public. An online application not only saves time and money, but also minimizes administrative efforts and cost. It provides an avenue to market products to a whole new audience. Here are benefits of having a FASHION-SHOP brochure system;

- Easy advertisement of new products and services
- Saves time on the part of the buyer due to the fact that they can do transactions for any product or make enquiries about any product or services provided by a company anytime and anywhere.
- It creates an avenue for expansion to national and international markets.
- An online fashion brochure system improves the brand image of a company.
- It aids a fashion company in providing better customer service.
- It helps to simplify business processes and make them faster and more efficient.

1.9 Definition of Terms

- **Fashion:** fashion is a distinctive and often habitual trend in the style in which a person dress.
- **Fashion design:** fashion design is the art of the application of design and natural beauty to clothing and accessories.
- **Fashion designer:** a fashion designer is someone who loves to study fashion trends, sketch designs, select materials, and have a part in all the production aspects of their designs. They contribute to the creation of millions, if not billions of pieces of clothing and accessories purchased by consumers on a yearly basis. Fashion designers create women's, men's and children's apparel. This might include sportswear, maternity wear, outerwear, underwear, formalwear, eyewear and footwear. There are also accessory designers who design belts, scarves, hats, handbags and hosiery. Association: an association is an organized body of people who have an interest, activity, or purpose in common; a society.

- **Web based application:** a web-based application is a software package that can be accessed through the web browser. The software and database reside on a central server rather than being installed on the desktop system and is accessed over a network.
- **Web browser:** a web browser is a software application used to enable computer users locate and access web pages.
- **Brochure:** a brochure is an advertising piece mainly used to introduce a company or an organization and inform about products or services to a target audience.
- **E-commerce:** electronic commerce is the buying and selling of goods and services, or the transmission of funds or data, over an electronic network, primarily the internet.
- **Catalogue:** a product catalogue is a file that contains a list of all the products you want to advertise. Each line of the product catalogue contains a description of each product, including an id, name, category, availability, product URL, image URL and other product attributes. [1]

CHAPTER 2

SYSTEM ENVIRONMENT

2.1 Hardware Configuration

- AMD As-7410 APU
- 4 GB RAM
- 500 GB HDD

2.2 Software Configuration

- OS: Microsoft Windows 10
- Visual Studio Code
- Xampp

2.2.1 OS: Microsoft Windows 10

Windows 10 is a Microsoft operating system for personal computers, tablets, embedded devices and internet of things devices.

Microsoft released Windows 10 in July 2015 as a follow-up to Windows 8. Windows 10 has an official end of support date of October, 2025, with Windows 11 as its successor.

Anyone adopting Windows 10 can upgrade legacy machines directly from Windows 7 or Windows 8 to Windows 10 without re-imaging or performing intrusive and time-consuming system wipes and upgrade procedures. To upgrade from a previous version of Windows 10, IT or users run the Windows 10 OS installer, which transfers any applications and software on the previous OS, as well as settings and preferences over to Windows 10.

Organizations and users can pick and choose how they will patch and update Windows 10. IT or users can access a Windows 10 upgrade through the Windows Update Assistant to manually begin an upgrade or wait for Windows Update to offer an upgrade when it is set to run.

Windows 10 features built-in capabilities that allow corporate IT departments to use mobile device management (MDM) software to secure and control devices running the operating system. In addition, organizations can use traditional desktop management software such as Microsoft System Center Configuration Manager.

2.2.2 Visual Studio Code

Visual Studio Code (famously known as VS Code) is a free open source text editor by Microsoft. VS Code is available for Windows, Linux, and macOS. Although the editor is relatively lightweight, it includes some powerful features that have made VS Code one of the most popular development environment tools in recent times.

Features:

VS Code supports a wide array of programming languages from Java, C++, and Python to CSS, Go, and Dockerfile. Moreover, VS Code allows you to add on and even creating new extensions including code linters, debuggers, and cloud and web development support.

The VS Code user interface allows for a lot of interaction compared to other text editors. To simplify user experience, VS Code is divided into five main regions:

- The activity bar
- The side bar
- Editor groups
- The panel
- The status bar

2.2.3 Xampp

XAMPP is an abbreviation where X stands for Cross-Platform, A stands for Apache, M stands for MYSQL, and the Ps stand for PHP and Perl, respectively. It is an open-source package of web solutions that includes Apache distribution for many servers and command-line executables along with modules such as Apache server, MariaDB, PHP, and Perl.

XAMPP helps a local host or server to test its website and clients via computers and laptops before releasing it to the main server. It is a platform that furnishes a suitable environment to test and verify the working of projects based on Apache, Perl, MySQL database, and PHP through the system of the host itself. Among these technologies, Perl is a programming language used for web development, PHP is a backend scripting language, and MariaDB is the most vividly used database developed by MySQL.

CHAPTER 3

USED LANGUAGES

3.1 HTML (Hypertext Markup Language)

Hypertext Markup Language (HTML) is the standard markup language for documents designed to be displayed in a web browser. It can be assisted by technologies such as Cascading style sheet (CSS) and scripting languages such as JavaScript. Web browsers receive HTML documents from a web server or from local storage and render the documents into multimedia web pages. HTML describes the structure of a web page semantically and originally included cues for the appearance of the document. HTML elements are the building blocks of HTML pages. With HTML constructs, images and other objects such as interactive forms may be embedded into the rendered page. HTML provides a means to create structured documents by denoting structural semantics for text such as headings, paragraphs, lists, links, quotes and other items. HTML elements are delineated by tags, written using angle brackets. Tags such as `` and `<input />` directly introduce content into the page. Other tags such as `<p>` surrounds and provides information about document text and may include other tags as sub-elements. Browsers do not display the HTML tags, but use them to interpret the content of the page.

HTML can embed programs written in a scripting language such as JavaScript, which affects the behavior and content of web pages. Inclusion of CSS defines the look and layout of content. The World Wide Web Consortium (W3C), former maintainer of the HTML and current maintainer of the CSS standards, has encouraged the use of CSS over explicit presentational HTML since 1997. [5]

A Simple HTML Syntax:

```
<!DOCTYPE html>
<html>
<head>
<title> Type here the title </title>
</head>
<body>
<h1> Basic Example of HTML </h1>
<p> Hello HTML! </p>
</body>
</html>
```

Explanation of some HTML tags:

- The `<!DOCTYPE html>` declaration defines this document to be HTML5
- The `<html>` element is the root element of an HTML page
- The `<head>` element contains meta information about the document
- The `<title>` element specifies a title for the document

- The <body> element contains the visible page content
- The <h1> element defines a large heading
- The <p> element defines a paragraph

3.2 CSS (Cascading Style Sheets)

Cascading Style Sheets is a simple mechanism for adding styles (e.g., fonts, colors, spacing) to Web documents. CSS defines how HTML elements are to be presented on screen, paper, or in other media. CSS saves a lot of work. It can control the layout of multiple web pages all at once.

CSS is designed to enable the separation of presentation and content, including layout, colors, and fonts. This separation can improve content accessibility, provide more flexibility and control in the specification of presentation characteristics, enable multiple web pages to share formatting by specifying the relevant CSS in a separate .css file, and reduce complexity and repetition in the structural content. [6]

CSS Syntax:

A CSS rule set consists of a selector and a declaration block:



The selector points to the HTML element you want to style.

The declaration block contains one or more declarations separated by semicolons.

Each declaration includes a property name and a value, separated by a colon.

3.3 Bootstrap

- Bootstrap is the most popular HTML, CSS and JavaScript framework for developing a responsive and mobile friendly website.
- It is absolutely free to download and use.
- It is a front-end framework used for easier and faster web development.
- It includes HTML and CSS based design templates for typography, forms, buttons, tables, navigation, modals, image carousels and many others.
- It facilitates you to create responsive designs.

Following are the main advantage of Bootstrap:

- It is very easy to use. Anybody having basic knowledge of HTML and CSS can use Bootstrap.
- It facilitates users to develop a responsive website.
- It is compatible on most of browsers like Chrome, Firefox, Internet Explorer, Safari and Opera etc.

3.4 JavaScript

JavaScript is a dynamic computer programming language. It is lightweight and most commonly used as a part of web pages, whose implementations allow client-side script to interact with the user and make dynamic pages. It is an interpreted programming language with object-oriented capabilities.

JavaScript was first known as **LiveScript**, but Netscape changed its name to JavaScript, possibly because of the excitement being generated by Java. JavaScript made its first appearance in Netscape 2.0 in 1995 with the name **LiveScript**. The general-purpose core of the language has been embedded in Netscape, Internet Explorer, and other web browsers. [7]

The ECMA-262 Specification defined a standard version of the core JavaScript language.

- JavaScript is a lightweight, interpreted programming language.
- Designed for creating network-centric applications.
- Complementary to and integrated with Java.
- Complementary to and integrated with HTML.
- Open and cross-platform

3.5 jQuery

jQuery is a small, light-weight and fast JavaScript library. It is cross-platform and supports different types of browsers. It takes a lot of common tasks that requires many lines of JavaScript code to accomplish, and binds them into methods that can be called with a single line of code whenever needed. It is also very useful to simplify a lot of the complicated things from JavaScript, like AJAX calls and DOM manipulation.

- jQuery is a small, fast and lightweight JavaScript library.
- jQuery is platform-independent.
- jQuery means "write less do more".
- jQuery simplifies AJAX call and DOM manipulation.

jQuery Features:

Following are the important features of jQuery:

- HTML manipulation
- DOM manipulation
- DOM element selection

- CSS manipulation
- Effects and Animations
- Utilities
- AJAX
- HTML event methods
- JSON Parsing
- Extensibility through plug-ins

Necessity of jQuery:

Sometimes, a question can arise that what is the need of jQuery or what difference it makes on bringing jQuery instead of AJAX/ JavaScript? If jQuery is the replacement of AJAX and JavaScript? For all these questions, you can state the following answers.

- It is very fast and extensible.
- It facilitates the users to write UI related function codes in minimum possible lines.
- It improves the performance of an application.
- Browser's compatible web applications can be developed.
- It uses mostly new features of new browsers.

3.6 PHP (Hypertext Preprocessor)

The term PHP is an acronym for *PHP: Hypertext Preprocessor*. PHP is a server-side scripting language designed specifically for web development. It is open-source which means it is free to download and use. It is very simple to learn and use. The files have the extension “.php”.

Rasmus Lerdorf inspired the first version of PHP and participated in the later versions. It is an interpreted language and it does not require a compiler.

- PHP code is executed in the server.
- It can be integrated with many databases such as Oracle, Microsoft SQL Server, MySQL, PostgreSQL, Sybase, and Informix.
- It is powerful to hold a content management system like WordPress and can be used to control user access.
- It supports main protocols like HTTP Basic, HTTP Digest, IMAP, FTP, and others.
- Websites like www.facebook.com and www.yahoo.com are also built on PHP.
- One of the main reasons behind this is that PHP can be easily embedded in HTML files and HTML codes can also be written in a PHP file.
- The thing that differentiates PHP from the client-side language like HTML is, that PHP codes are executed on the server whereas HTML codes are directly rendered on the browser. PHP codes are first executed on the server and then the result is returned to the browser.

- The only information that the client or browser knows is the result returned after executing the PHP script on the server and not the actual PHP codes present in the PHP file. Also, PHP files can support other client-side scripting languages like CSS and JavaScript. [8]

Other characteristics of PHP are as follows:

- Simple and fast
- Efficient
- Secured
- Flexible
- Cross-platform, it works with major operating systems like Windows, Linux, and macOS.
- Open Source
- Powerful Library Support
- Database Connectivity

Syntax:

```
<?php
    PHP code goes here
?>
```

Example:

```
<html>
<head>
    <title>PHP Example</title>
</head>
<body>
    <?php echo "Hello, World! This is PHP code";?>
</body>
</html>
```

Output:

Hello, World! This is PHP code

3.7 MySQL

MySQL is the world's most popular open source database. According to DB-Engines, MySQL ranks as the second-most-popular database, behind Oracle Database. MySQL powers many of the most accessed applications, including Facebook, Twitter, Netflix, Uber, Airbnb, Shopify, and Booking.com.

Since MySQL is open source, it includes numerous features developed in close cooperation with users over more than 25 years. So it's very likely that your favorite application or programming language is supported by MySQL Database. [9]

MySQL is a relational database management system:

Databases are the essential data repository for all software applications. For example, whenever someone conducts a web search, logs in to an account, or completes a transaction, a database system is storing the information so it can be accessed in the future.

A relational database stores data in separate tables rather than putting all the data in one big storeroom. The database structure is organized into physical files optimized for speed. The logical data model, with objects such as data tables, views, rows, and columns, offers a flexible programming environment. You set up rules governing the relationships between different data fields, such as one to one, one to many, unique, required, or optional, and “pointers” between different tables. The database enforces these rules so that with a well-designed database your application never sees data that’s inconsistent, duplicated, orphaned, out of date, or missing.

The “SQL” part of “MySQL” stands for “Structured Query Language.” SQL is the most common standardized language used to access databases. Depending on your programming environment, you might enter SQL directly (for example, to generate reports), embed SQL statements into code written in another language, or use a language-specific API that hides the SQL syntax.

MySQL is open source:

Open source means it’s possible for anyone to use and modify the software. Anybody can download MySQL software from the internet and use it without paying for it. You can also change its source code to suit your needs. MySQL software uses the GNU General Public License (GPL) to define what you may and may not do with the software in different situations.

If you feel uncomfortable with the GNU GPL or need to embed MySQL code into a commercial application, you can buy a commercially licensed version from Oracle. See the MySQL Licensing Information section for more information.

CHAPTER 4

PROJECT OVERVIEW

4.1 System Design

4.1.1 Flow chart diagram

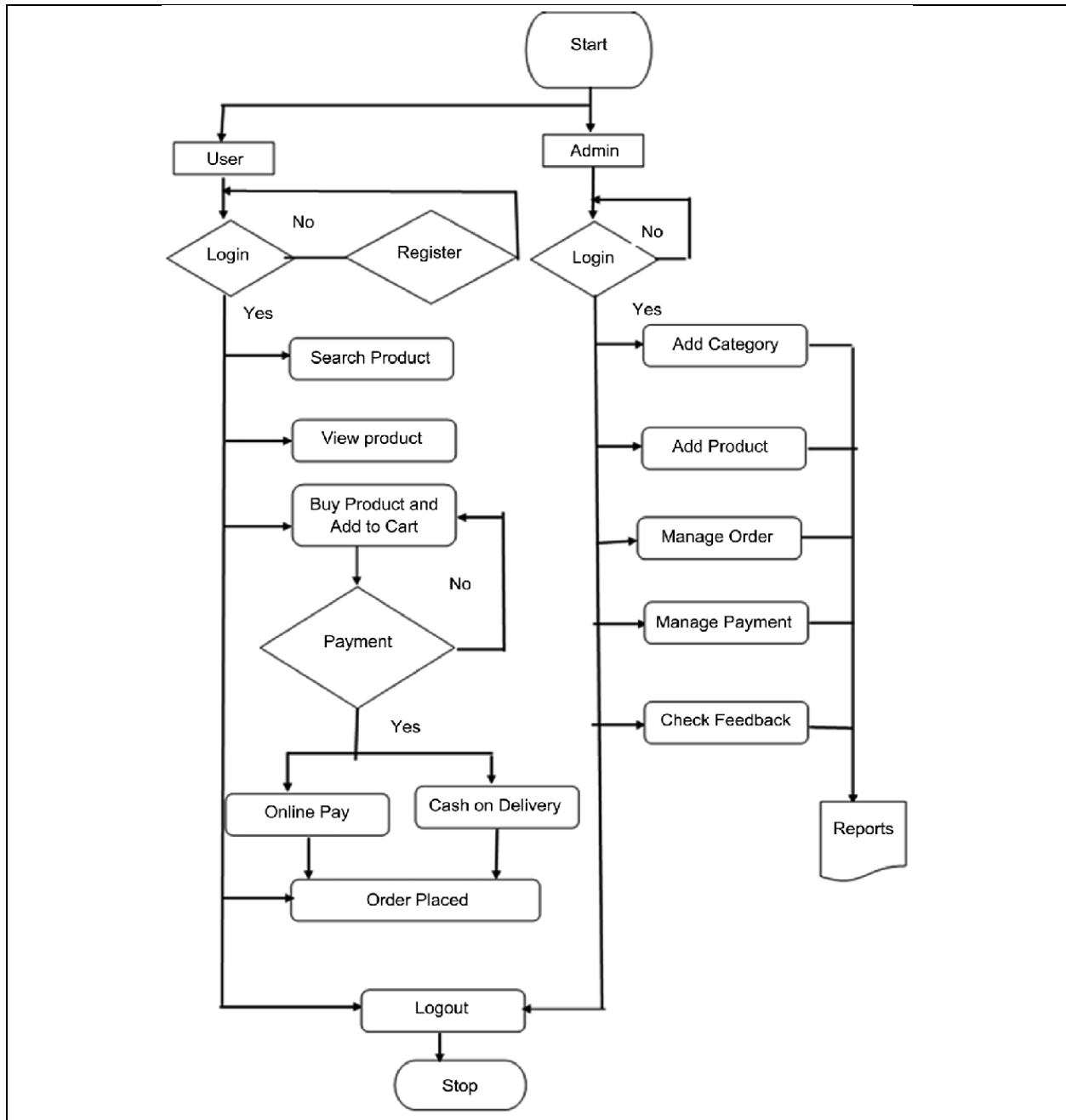


Figure 4.1: Flow chart diagram (Online e-commerce shopping web app)

4.1.2 Data Flow Diagram



Figure 4.2: Data Flow Diagram

4.2 Home Page

The home page is the first page of a website. The home page is known as the initial page. It is also known as the start page. The term home page can also refer to one or more pages always shown in a web browser when the application starts up.

In this project's home page user can be seen different section:

4.2.1 Header Section

A header is a term given to a main strip or icon that sits towards the top of your website. Its purpose is to introduce your branding and send out a message. Headers usually appear on every single page of your website, though they can vary in placement if required.

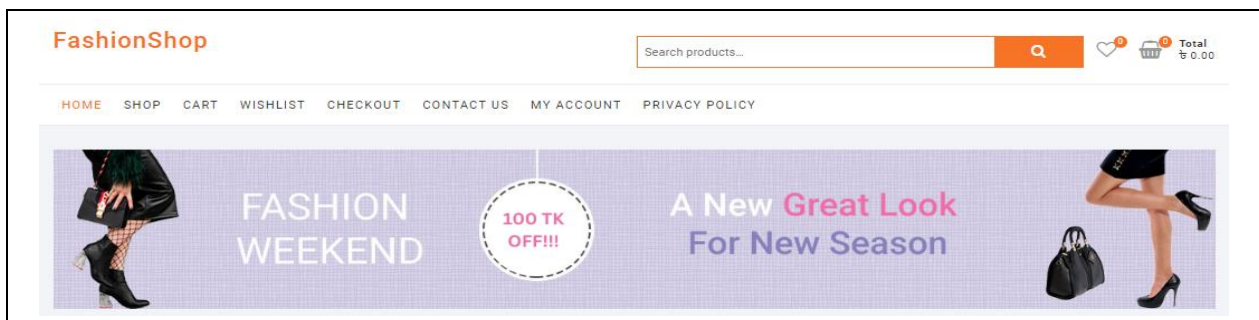


Figure 4.3: Header Section

4.2.2 Main Section

The main section of a website, often referred to as the "content area" or "main content," is the central part of a web page where the primary information and content of the page is displayed. It is the area where users can find the most important and relevant content, such as text, images, videos, and other media, based on the purpose and topic of the website.

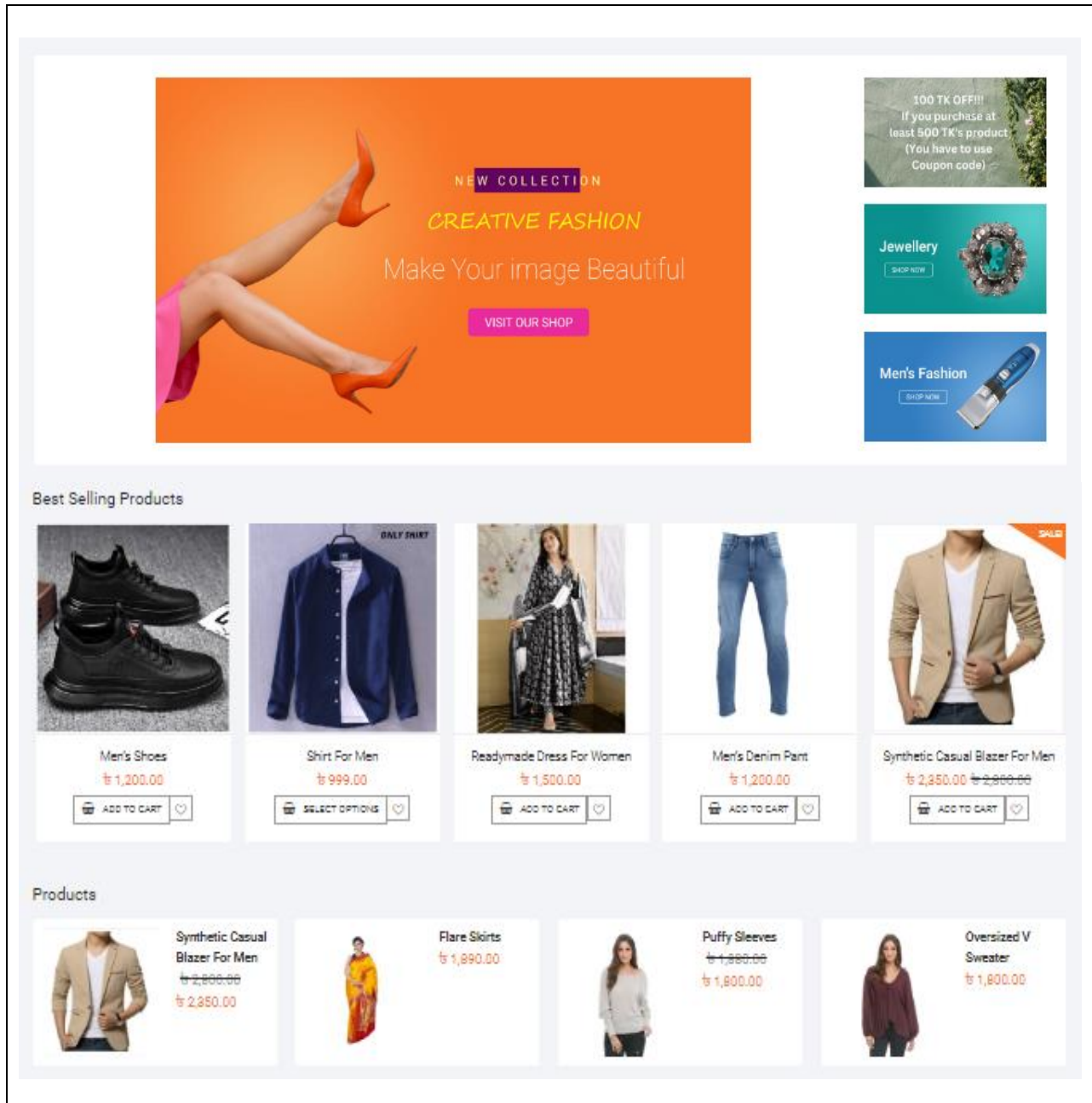


Figure 4.4: Main Section

4.2.3 Footer Section

The website footer is the section of content at the very bottom of a web page. It typically contains a copyright notice, link to a privacy policy, sitemap, logo, contact information, social media icons, and an email sign-up form.



Figure 4.5: Footer Section

4.3 Shop Page

The "Shop" page on an e-commerce website is a fundamental part of the site where visitors can browse and shop for products that the online store offers. The Shop page typically serves as the central hub for displaying the products available for purchase.

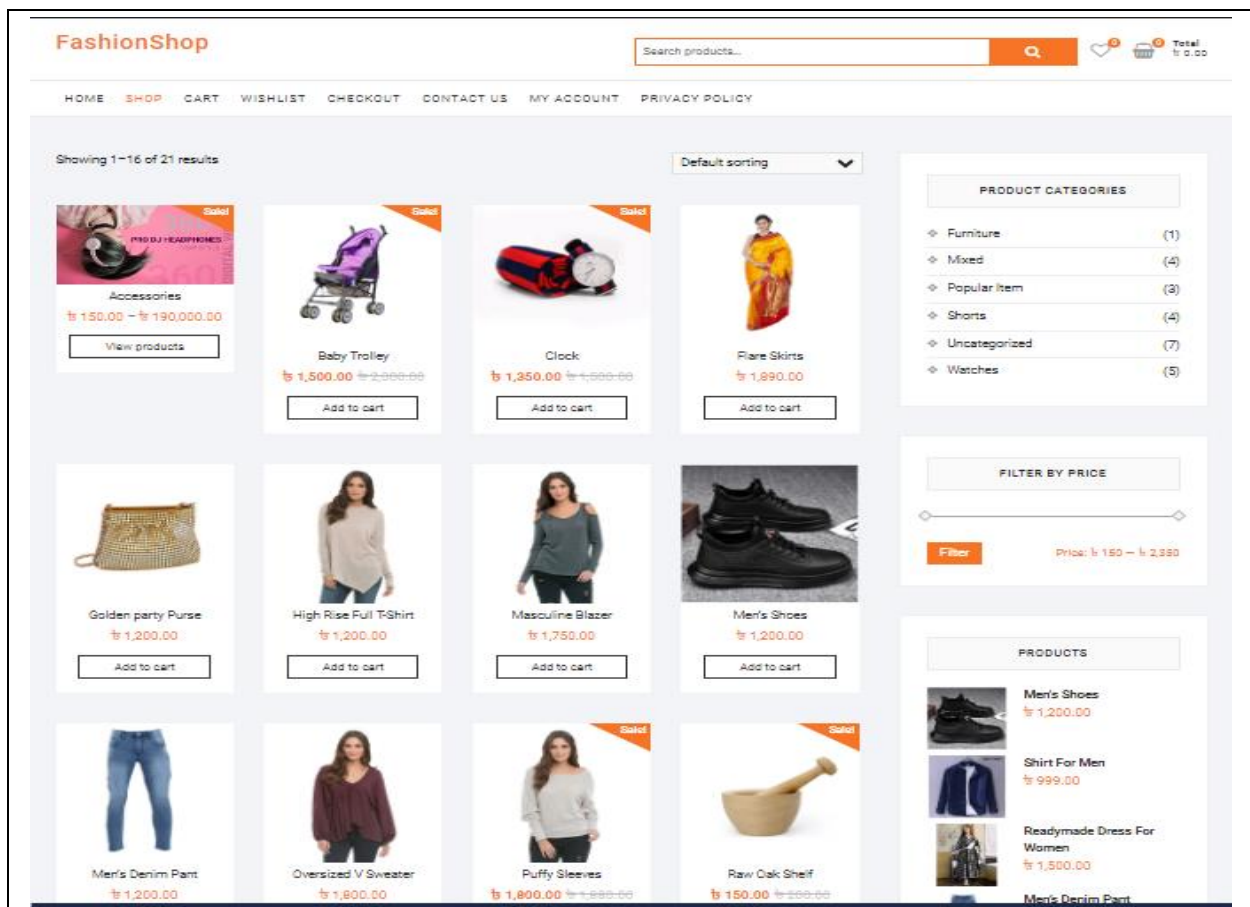


Figure 4.6: Shop Page

4.4 Cart Page

A cart page is an essential part of an e-Commerce website. It is the page where users can pile up what they want to buy from the website and then check out by paying online.

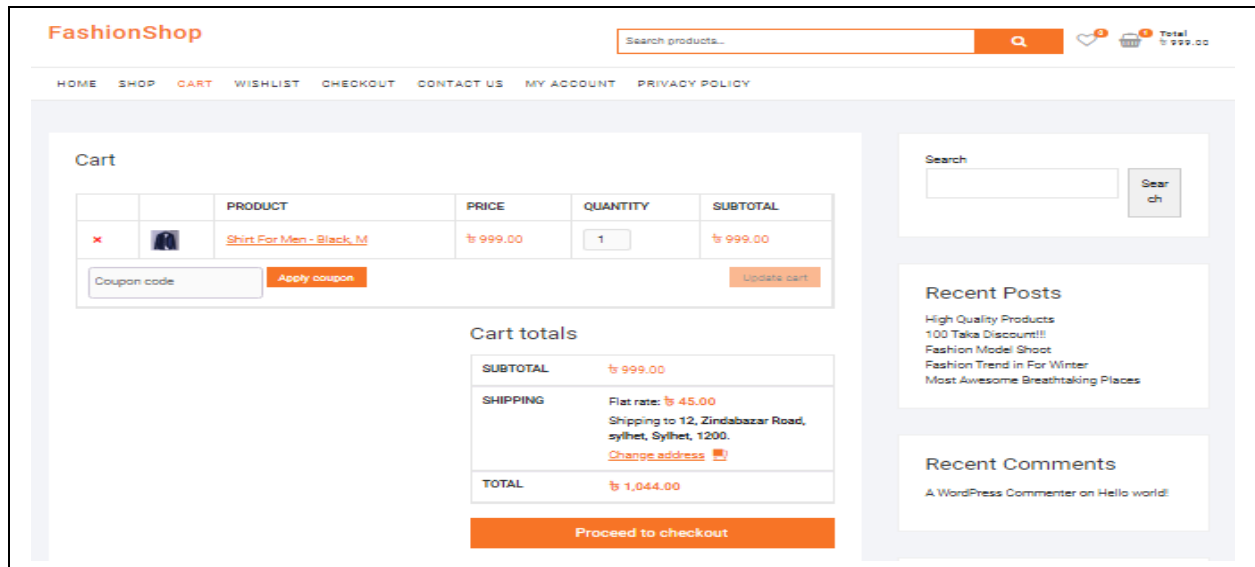
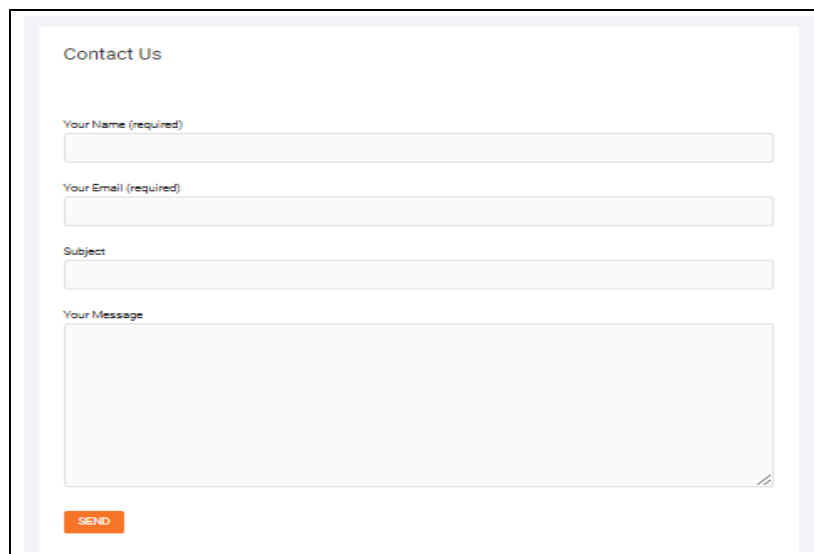


Figure 4.7: Cart Page

4.5 Contact Us Page

The definition of a contact us page is the page designed specifically for visitors to find ways to contact the business.



The screenshot shows a 'Contact Us' form. It includes input fields for 'Your Name (required)', 'Your Email (required)', and 'Subject'. Below these is a large text area for 'Your Message'. A 'SEND' button is located at the bottom left of the form.

Figure 4.8: Contact Us Page

4.6 Account Page

An account page on a website is a dedicated section or page where registered users or customers can access and manage their personal information, preferences, and account-related activities.

The image shows a web form titled "My account" with two main sections: "Login" and "Register".

Login Section:

- Field: "Username or email address *" with a text input box.
- Field: "Password *" with a text input box and a toggle icon (eye) to show/hide the password.
- Buttons: "Log in" (orange) and "Remember me" (checkbox).
- Link: "[Lost your password?](#)" (orange text).

Register Section:

- Field: "Email address *" with a text input box.
- Text: "A link to set a new password will be sent to your email address."
- Button: "Register" (orange).

Figure 4.9: Account Page

CHAPTER 5

CONCLUSION AND FUTURE PLAN

5.1 Conclusion

This system has been developed successfully incorporate all the requirements. Appropriate care has been taken during database design, maintain database integrity and to avoid redundancy of data and duplicate data. Finally, in Online Shopping system, we have developed secure, user friendly Online Shopping Management System. This System can take care of each member whether it is an Administrator or Customer. In Online Shopping system over the internet, shoppers can visit web stores from the comfort of their home and shop as by sitting in front of the computer. So, using this system will help in reducing the labor and provide more facility for customer to like the services. This designed project is customer friendly and can be used efficiently for storing the customer details, orders, payment options, etc.

5.2 Future Plan

As we move into the future, technology is playing an increasingly important role in our lives. With the rise of e-commerce, online shopping has become a ubiquitous part of our daily routine. According to recent statistics, the global e-commerce market is expected to reach a staggering more than \$4.9 trillion by 2022. As the future of online shopping is bright, with a number of emerging trends set to transform the way we shop.

Online shopping has been a game-changer in the retail industry, making it possible to buy products from anywhere, anytime.

Here are some elements to include in my future development plans:

- New Features and Functionalities
- Mobile Application Development
- International Expansion
- Enhanced User Experience

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