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ONLINE SHOPPING WEBSITE: havenfurniture.ddns.net

BY

SECTION 402 Group 3

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A Term Project Report for BDM3203: Cybersecurity

Semester 1/2024

September 22, 2024

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BUSINESS

Description

(Naritsa Jaroenwuttiwanaphan 6410628)

Haven Furniture, an online furniture shopping website is a platform that allows customers to browse, select, and purchase furniture and home decor items through the internet. The website can cater to various segments, including residential, commercial, or office furniture. It offers a wide range of products like desks, chairs, and shelves. The business typically focuses on providing a seamless online shopping experience by displaying high-quality images, detailed product descriptions, and customer reviews. The business model typically includes B2C (business-to-consumer) transactions, where the website acts as a virtual store for the company's products, and possibly B2B (business-to-business) options for bulk or wholesale buyers. The target market often includes homeowners, renters, businesses, and interior designers looking for modern, stylish, or budget-friendly furniture solutions. Pricing models may include traditional pay-per-item methods, subscriptions for recurring business needs, and financing options for larger purchases.

Needs for an Online Furniture Shopping Website

(Naritsa Jaroenwuttiwanaphan 6410628)

1. User-Friendly Website Design:
 - A clean, intuitive interface that allows easy navigation between categories.
 - Quick load times and mobile optimization for shoppers on smartphones and tablets.
 - High-quality images and detailed descriptions of furniture, including dimensions, materials, colors, and design features.
2. Search and Filtering Features:
 - Search functionality that allows users to easily find products by popularity, categories, or prices.
3. Product Catalog and Detailed Listings:
 - High-quality images, videos, and 3D views of products to help customers visualize items in their space.
 - Detailed descriptions, dimensions, materials, available finishes, and care instructions.
 - Customer reviews and ratings for trust-building and product feedback.

4. Secure Payment Gateways:
 - Multiple payment options, including direct bank transfer, check payments, and even cash on delivery.
 - Secure encryption for online transactions to protect customer information.
5. Customer Support:
 - Live chat, contact forms, and a comprehensive FAQ section for pre- and post-purchase queries.
 - Clear return policies, warranties, and customer service channels for assistance with orders.
6. Efficient Inventory Management:
 - Real-time inventory tracking to ensure availability and timely updating of stock status.
 - Automatic updates to reflect when items are out of stock or on sale.
7. Delivery and Logistics Integration:
 - Seamless integration with shipping services for real-time tracking and delivery scheduling.
 - Provide free shipping on every order.
8. Marketing and Promotion Tools:
 - Integrated email marketing, loyalty programs, and discount offers to retain customers and promote repeat purchases.

ONLINE SHOPPING WEBSITE FEATURES

Product Presentation

(Thanawan 6510002)

Haven furniture products are DIY items that focus on tables and chairs. Also, adding three more shelves of products. These are designed to complement each other easily and provide a hassle-free experience for customers. The collection includes a foldable computer table, a modern computer table with wooden legs, the Legkapten, a modern computer chair, a soft computer chair, and an office chair. The products cater to a broad range of customers, including office workers and gamers, as Haven Furniture offers versatile options that adapt to various needs. For example, the modern table can function as both a computer desk and a reading table.

Additionally, the store uses a zoom feature to showcase detailed images of the products on the website, along with brief descriptions to make the customer more understand the products. Customers can easily purchase items by adding them to their shopping cart, which is conveniently accessible on the website. The store also offers promotional discounts, which are clearly reflected in the product prices displayed. All of these features aim to ensure that customers can place orders quickly and easily through the Haven Furniture online store.

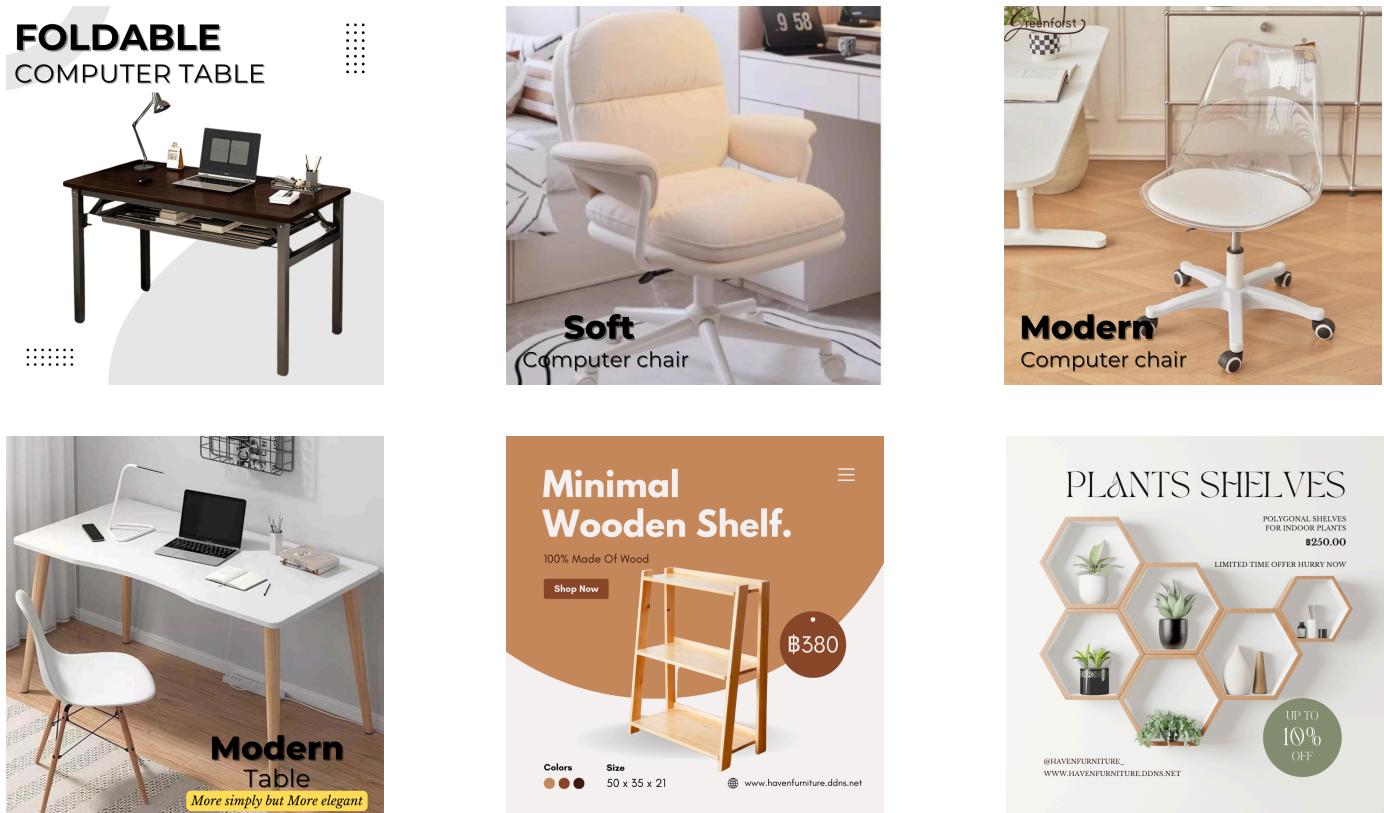


Figure (1.1) Haven Furniture Products

Customer Engagement and Interaction

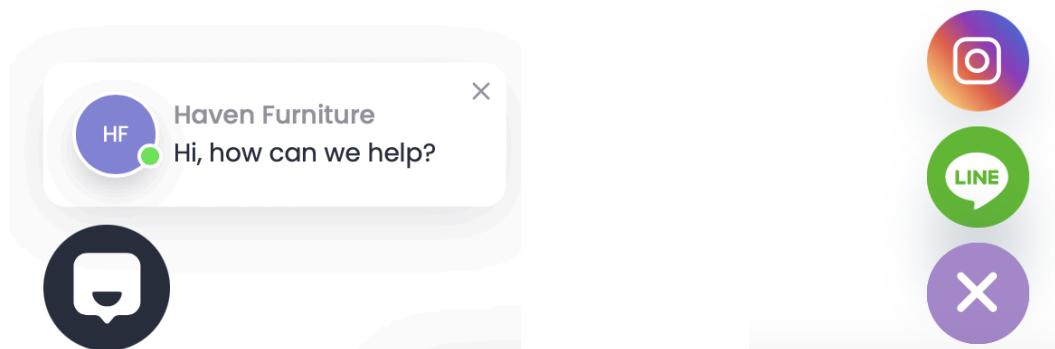
(Thanawan 6510002)

On the Haven Furniture website, customers can engage by adding products to their wishlist to save items they are interested in. Additionally, if customers have questions or concerns, they can use the live chat, which is available 24/7 for their convenience. For instance, if customers do not understand how to assemble a chair, they can ask for assistance through the

live chat to clarify the assembly process or if the customers are doubtful with the products, they can ask by feeling free.

Customers are required to provide personal information, such as their address to deliver the product to the right place, during the checkout process. The website is user-friendly, with clear navigation headers like Cart, Checkout, My Account, Sample Page, Shop, and Wishlist, allowing customers to easily find what they need to visit on the website. Additionally, the website provides links to the store's social media accounts—Line, Instagram, and X—so customers can follow the store and stay updated through their preferred social media. Moreover, the customers can share the product on social media that the customer prefers as well.

The store further demonstrates reliability by offering a privacy policy that guarantees customers' information will not be shared with third parties. These features contribute to a convenient and secure shopping experience for customers on the Haven Furniture website.



Figure(1.2) Live Chat Support (Left) , Social Media Chat (Right)

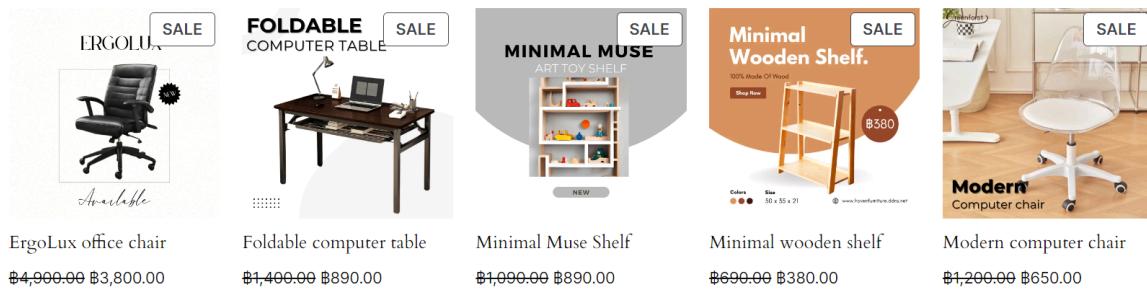
Sales Process and Promotion

(Nan Moe May Me Myint Than 6540203)

Sales Process

The sales process of Haven Furniture highlights delivering a stress-free and fun shopping experience to customers. The site provides easy usability due to properly organized categories such as 'Desks' and 'Chairs' where customers can access the items they wish to buy. Products that are best sellers and new products are displayed on the front page in order to catch the sight of consumers.

Shop new arrivals



In order to enhance the understanding of each product, the product pages feature up-to-date pictures and informative texts on the product's content. The ratings and comments made by customers are also presented for consumer confidence and easy decision making. The long process of purchasing items is simplified with the help of various methods including debit/credit cards payments, PayPal and bank transfers in which the overall price, the client is expected to pay is indicated before the client purchases the items.

Once the customer places an order, an e-mail comprehension and a detailed several orders tracker in real time are sent. The help of live chat supports availability for any inquiry concerning the fixing of the products or their usability is also provided to guarantee customer satisfaction after buying the products.

Promotion Strategies

Haven Furniture does engage in several promotional activities aimed at increasing the customer base and sales revenue:

Coupons and Discounts:

Buyer gets a 7% discount with min spend 3,500THB and 5% discount with min spend 1,500THB at purchase. This is designed to encourage them to purchase. To encourage visitors and thus increase sales, seasonal sales promotions for example summer promotions with specific code like “SUMMER20” to active customers can be used. Bundle deals are also available where customers can buy a set of desk and chair at a fraction of the total price.

Loyalty and Referral Programs:

The consumers that are in this program earn points per purchase that they make and under certain rules, they can redeem them for discounts on their next purchases. Discounts of 100 baht are

given to customers who refer their friends through a referral program and also the referred friend gets a discount of 100 baht off their first purchase.

Email Marketing:

Abandoned cart emails are automated messages sent to visitors who leave without checking out encouraging them to come back and finish the purchase by giving them an offer such as a discount. Customers are kept engaged via regular email campaigns, some of which announce special offers, other new arrivals and in some cases, offer some discounts.

Social Media and Flash Sales:

Special discount codes are specifically given for dissemination through social media, with an aim of enhancing traffic to the main website. There are good offers which only last for a short period, these types of sales are referred to as flash sales.

Free Shipping and Easy Returns:

To encourage more buys, a free shipping policy is set on a minimum order amount for the clients.

Order Management and Analytics

(Viristha 6330029)

An order management system organizes and automates everything that needs to happen to get customers what they ordered on time

The order management process for our shop will begin when an order is placed and end when the customer receives their products. There are several steps involved, including order entry, processing, fulfillment, and after-sale service. We use this feature to view and manage all customer orders in one place. We can track the entire journey of a customer order from the buy button to delivery and even returns.

Our order management cycle

1. Order received

Once the orders are placed by customers from different places, at different times, WooCommerce will automatically push the relevant information from the page's store to the order management system. We can capture customer details like

name, address, contact information, items, price and quantity ordered. In addition, we can see the note when a customer needs specific things. When the order is placed, the information is passed to the fulfillment center where the processing of the order begins.

2. Order processing

We ensure the accuracy of order details including product availability and pricing, in this process the order management's page will show as "processing" (the green button) if the customer chosen cash on delivery, for the order where customer prefer BAC or direct bank transfer method, it will show as "on hold" (the orange button) until we get the evidence of the completed transaction and the status will change to "processing" which we can move to the next steps.

3. Order fulfillment

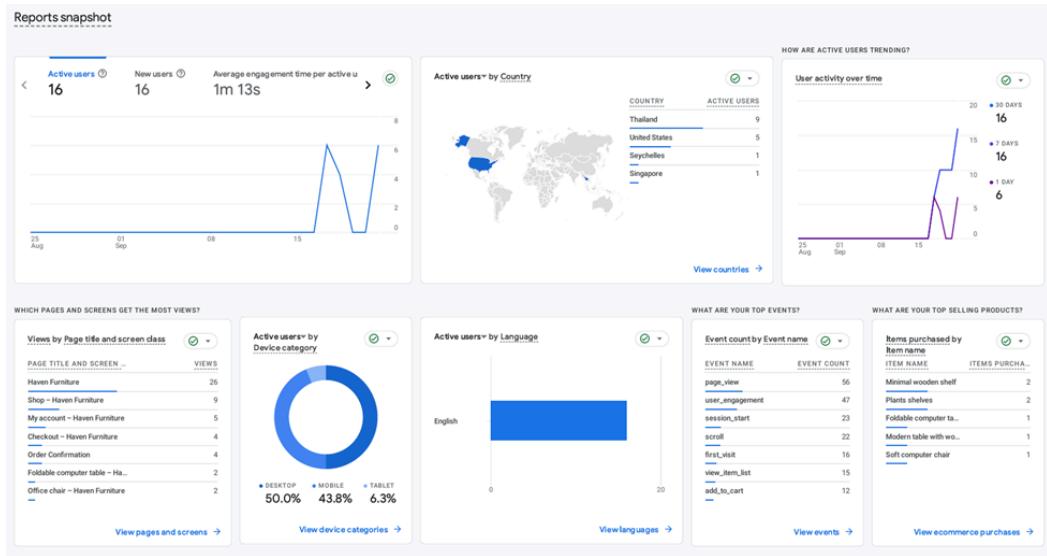
We pick ordered items refer to the list by retrieving products from the inventory and prepare items for shipment, including packaging and labeling.

Once the item is packaged and each order is assigned a tracking number, carriers will pick the order up and deliver it to the customer's specified address. We will monitor the status of orders and provide updates for tracking numbers with the customers, allowing them to see the status of their order every step of the way.

4. After-sale service

We provide customer service and support after the order is delivered including handling returns and inquiries.

Google analytics integration



From google analytics we can get the report about our business like how many users visit our website, how long and when they engage on our website, customer demographic details like gender, country and city. We can use this data to launch the marketing campaign on our target customer at the specific time. Moreover, google analytics reports us about the sales overview in which we can see the revenue we made, which product was sold the most. Therefore, we can simply manage and adjust our stock.

Website Setup

(Myat K., 6420055)

To host the website, there are several steps. First set up amazon EC2 instance, install the web server and database server, then secure the connections, implement WordPress to navigate the web interface, lastly install WooCommerce plugin to optimize the website and add more plugins to enhance the user experience.

Amazon EC2

(Myat K., 6420055)

The website is hosted on an **Amazon EC2 instance**, a virtual cloud service that provides the user with computing power like CPU and Memory to host servers remotely. For launching an EC2 instance, **t2.micro** is selected and the **Ubuntu Server 22.04 LTS** is used and sets up the instance to meet the free tier so the business can manage the cost effectively. **SSH** is selected for secure connection between the user computer and the remote server. In this case, an **SSH key pair** is generated and downloaded in the user's local machine. SSH key pair consists of a public key and private key to authenticate the user access to the server.

Once an EC2 instance is launched, the user needs to connect the EC2 instance from the local machine via SSH (default port 22).

Web and Database

(Myat K., 6420055)

1. Apache HTTP Server

Apache HTTP server helps to handle HTTP/HTTPS requests. It is necessary for web hosting since the server needs to deliver web pages when the end user accesses the website via browser. When Apache receives a request from the end user, it delivers the appropriate web page back via port 80 (HTTP) and port 443 (HTTPS). Apache can handle both static and dynamic contents.

2. MySQL Database

Since WordPress is going to be used as a web content management system, WordPress used MySQL as its default database. So, it is necessary to install a MySQL database. In this case, WordPress stores its website content in a MySQL database as structured tables. And when the user accesses the website, WordPress runs SQL queries at the back and sends them to MySQL server to retrieve the information stored. Then, return the content to the end user.

Apache handles the frontends of the HTTP request specifically when the user browses the website, Apache returns the web interface that should show up on the users' web browsers. Then MySQL handles the queries of the backends data, such as user specified content like post, comment and user information.

WordPress

(Su N, 6511338)

1. Installation of MySQL and PHP

Firstly, MySQL , the database management system, is installed to store all the data required for the website including the customer information and the product details. PHP was also installed to make the function of dynamic contact smooth on the website

2. Wordpress installation

After setting up the server, Wordpress is installed using the official Wordpress package, serving as the content management system(CMS) for managing the website content, from furniture product listings to blog posts.

3. Database configuration

Then a specific database (wp_database) and a user (wp_user) with sufficient privileges to manage the WordPress site data is created, ensuring data security and access control.

4. Website Design

After the installation of Wordpress, access to the admin dashboard is allowed where the design and theme for the “heaven furniture” is created, making the site visually appealing and user-friendly.

Woocommerce

(Su N, 6511338)

WooCommerce is designed to work seamlessly with WordPress, making it easier for the store to manage and customize while leveraging the content management system(CMS) functionalities of WordPress. Since WordPress is user friendly, the online store “Heaven Furniture” can be managed without any need for extensive technical expertise.

It offers a variety of themes and plugins that can customize the brand, allowing Heaven Furniture to have a unique and professional online presence that aligns with the brand's aesthetic, ensuring an attractive website to show DIY chairs and Tables.

Moreover, it also simplifies the product listing management process, allowing to add detailed descriptions, product images, variations (tables and chairs) which is crucial to effectively showcase the custom furniture and engage the customers.

WooCommerce,a powerful tool for DIY furniture businesses, offers built-in inventory and order management tools, secure payments, scalability, SEO-friendliness, and cost-effectiveness. It integrates with various payment gateways, allowing customers to make secure transactions directly on the website.

WooCommerce is also SEO-friendly, allowing Heaven Furniture to rank higher in search engines and attract more organic traffic. With minimal investment, it provides a flexible, scalable, and easy-to-manage online store, enhancing customer experience and business growth.

Woocommerce Plugin

(Su N, 6511338)

1. Installing woocommerce plugin

After setting up the Wordpress platform for Heaven Furniture, Woocommerce, the essential plugin for e-commerce, is added. Using the WordPress admin panel, the “Plug in” section is navigated and searched for “Woocommerce”. Then click the “Install Now” button. Once it has been installed, we can activate the plugin to enable e-commerce functionality.

2. Store Information

We enter specific information of Heaven Furniture ,for example, business address, the product we would sell and the pricing details.

3. Enabling essential features

In order to facilitate furniture sales, we have chosen a number of plugins and features, including product variations such as chairs and tables, shipping options, and tax configurations. Additionally, WooCommerce enabled us to integrate different payment gateways for safe transactions.

4. Jetpack installation

We also installed Jetpack to enhance the site’ security and functionality. Jetpack provides additional tools like automated backups, performance boosts, and security monitoring for the Heaven Furniture store.

5. Testing and Launch

We tested the store after setup to make sure everything worked properly. Product listings, the checkout procedure, and payment gateways were all tested during this process. After confirmation, we opened the store and allowed customers to purchase Heaven Furniture's products online.

After the installation of the Woocommerce plugin on the Heaven Furniture Wordpress website, some of the other plugins relating to woocommerce were added in order to increase the functionality.

Google Analytics Integration for WooCommerce

We then added the Google Analytics for Woocommerce plugin, allowing us to track detailed customer behaviors on the Heaven Furniture website, including page views, product clicks and purchasing teaching.

Firstly, Google Analytics for WooCommerce is added from the plugins. Once located, we installed the plugin and activated it.

We linked the WooCommerce store to a Google Analytics account by entering the required tracking ID found on the Google Analytics dashboard through the plugin's settings. After we have enabled it , it enhanced ecommerce tracking, giving insights to the customer journey through the website.

We also integrated Google for Woocommerce, connecting the store with Google Analytics. This allowed Heaven Furniture to sync product data with Google platforms, making it easier to run Google Shopping ads and retarget potential customers.

After setting up the Google analytics for Woocommerce, Heaven Furniture gained valuable insights into customer behavior and the effectiveness of marketing efforts, enabling data-driven decisions to optimize sales and marketing strategies.

Security Report

Qualys SSL Report

Pentest Tools

HostedScan

WebPerformance

Google PageSpeed Insights