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1. **INTRODUCTION THE PROJECT**

**Objective**

Our project “Shopify” is a web oriented application allows us to buy the products online. Here we will get the information about the different products.

**SCOPE**

* Products information:A Product Information Management (PIM) solution provides a single place to collect, manage, and enrich your product information, create a product catalog, and distribute it to your sales and eCommerce channels.
* Information about Shopify:Shopify Internet Private Limited is an e-commerce company based in Bengaluru, India. Founded in 2017, the company initially focused on book sales, before expanding into other product categories such as consumer electronics, fashion, and lifestyle products.

**Modules Used**

The modules used in this project are:

* Home
* Contact
* Shop
* About
* Sign-in
* Sign-up
* Logout
* Clothes
* Bags
* Watches
* Shoes
* Cart

**VISION:** The vision is to provide the information about all the products available.This project gives complete guide to buy the products online.

* **Available Products**

Clothes

Watches

Shoes

Bags

* **CONTACT US :-**

This module gives the information about the details of the project designed.

**INTRODUCTION TO PROGRAMMING LANGUAGES**

**INTRODUCTION TO HTML**

**HTML** stands for ***Hypertext Markup Language***, and it is the language in which, until recently, virtually all Web pages were written. Now, don’t break out in hives when you hear the word “language.” You don’t need complex logical or mathematical formulas to work with HTML, and you don’t need to think like a programmer to use it.

Computer programmers must think through the tasks that they want their programs to perform, and then develop an elaborate (and usually complicated) series of instructions to tell the computer what to do. Although you do need to do some thinking and planning when you use HTML, it is not nearly that difficult. So, how *does* Hypertext Markup Language work?

*Hypertext* refers to the way in which Web pages (HTML documents) are linked together. When you click a link in a Web page, you are using hypertext. It is this system of linking documents that has made the World Wide Web the global phenomenon it has become.

*Markup Language* describes how HTML works. With a markup language, you simply “mark up” a text document with tags that tell a Web browser how to structure it. HTML originally was developed with the intent of defining the structure of documents (headings, paragraphs, lists, and so forth) to facilitate the sharing of scientific information between researchers. All you need to do to use HTML is to learn what type of markup to use to get the results you want

**INTRODUCTION TO CSS**

**Cascading Style Sheets** (**CSS**) is a style sheet language used for describing the look and formatting of a document written in a markup language. While most often used to change the style of web pages and user interfaces written in HTML and XHTML, the language can be applied to any kind of XML document, including plain XML, SVG and XUL. Along with HTML and JavaScript, CSS is a cornerstone technology used by most websites to create visually engaging WebPages, user interfaces for web applications, and user interfaces for many mobile applications.

CSS is designed primarily to enable the separation of document content from document presentation, including elements such as the layout, colors, and fonts. This separation can improve content accessibility, provide more flexibility and control in the specification of presentation characteristics, enable multiple HTML pages to share formatting by specifying the relevant CSS in a separate .css file, and reduce complexity and repetition in the structural content, such as semantically insignificant tables that were widely used to format pages before consistent CSS rendering was available in all major browsers.

CSS makes it possible to separate presentation instructions from the HTML content in a separate file or style section of the HTML file. For each matching HTML element, it provides a list of formatting instructions. For example, a CSS rule might specify that "all heading 1 elements should be bold," leaving pure semantic HTML markup that asserts "this text is a level 1 heading" without formatting code such as a <bold> tag indicating how such text should be displayed.

**INTRODUCTION TO PHP**

PHP started out as a small open source project that evolved as more and more people found out how useful it was. Rasmus Lerdorf unleashed the first version of PHP way back in 1994.

* PHP is a recursive acronym for "PHP: Hypertext Preprocessor".
* PHP is a server side scripting language that is embedded in HTML. It is used to manage dynamic content, databases, session tracking, even build entire e-commerce sites.
* It is integrated with a number of popular databases, including MySQL, PostgreSQL, Oracle, Sybase, Informix, and Microsoft SQL Server.
* PHP is pleasingly zippy in its execution, especially when compiled as an Apache module on the Unix side. The MySQL server, once started, executes even very complex queries with huge result sets in record-setting time.
* PHP supports a large number of major protocols such as POP3, IMAP, and LDAP. PHP4 added support for Java and distributed object architectures (COM and CORBA), making n-tier development a possibility for the first time.
* PHP is forgiving: PHP language tries to be as forgiving as possible.
* PHP Syntax is C-Like.

**INTRODUCTION TO MYSQL**

## MySQL Database

MySQL is a fast, easy-to-use RDBMS being used for many small and big businesses. MySQL is developed, marketed and supported by MySQL AB, which is a Swedish company. MySQL is becoming so popular because of many good reasons −

* MySQL is released under an open-source license. So you have nothing to pay to use it.
* MySQL is a very powerful program in its own right. It handles a large subset of the functionality of the most expensive and powerful database packages.
* MySQL uses a standard form of the well-known SQL data language.
* MySQL works on many operating systems and with many languages including PHP, PERL, C, C++, JAVA, etc.
* MySQL works very quickly and works well even with large data sets.
* MySQL is very friendly to PHP, the most appreciated language for web development.
* MySQL supports large databases, up to 50 million rows or more in a table. The default file size limit for a table is 4GB, but you can increase this (if your operating system can handle it) to a theoretical limit of 8 million terabytes (TB).
* MySQL is customizable. The open-source GPL license allows programmers to modify the MySQL software to fit their own specific environments.

**2. LITERATURE SURVEY**

This chapter will mainly discuss on the study that are done by previous research of other authors in the similar area of the present study. Throughout this chapter, there will be comprehensive discussion on theoretical and practical views of previous studies done in online shopping and offline shopping for apparels. This study combines factors that other studies have done that will influence the consumer’s purchasing decision in online and offline stores for apparels. It includes the price attractiveness, time saving, perceived risk, enjoyment and excitement, tangibility and high interactivity. All of these factors will contribute to the study of customer’s purchasing intention for apparels on both stores which includes online and offline shopping. Pan, (2007) defined purchasing intention as the eagerness of purchasing the product. Similarly, Engel, Blackwell and Miniard, (1990) defines purchasing intention as a psychological process of decision-making. In online shopping, it is expected that shoppers are more likely to associate price attractiveness and time saving with their intention to shop while in offline shopping, consumers are more likely to associate tangibility, high interactivity and enjoyment with their intention to shop. As a result, online marketers or retailers should be aware of the problems faced by the consumers and their perceived risk to increase their intention to shop in online. Designers must take note of consumers’ needs because the usability is the starting point to get the confidence and support of the consumers (Alzola et. al., 2006).

Research Variables

In this part of the study, definition and citations from other authors of the dependent and independent variables in the similar area of research will be presented here.

Purchase Intention

From the study of Pan (2007, p.5), the author cited from Engel, Blackwell and Miniard (1990), that defines purchasing intention as a psychological process of decision-making. According to Pan (2007), “purchasing decision process” is when the relevant information is searched by the consumers that are motivated by the fulfillment of demands according to personal experience and the external environment; then after accumulating a certain amount of information, they begin to evaluate and consider; and finally after comparison and judgement, they make the decision on certain products.

**3. HARDWARE AND SOFTWARE REQUIREMENTS**

**Hardware Requirement for E-commerce** - Pentium II/III based Intel server running Linux can serve hundreds of unique customers each day. Low traffic sites can be easily served from a single machine depending on the needs of the business. High traffic sites require a backup of servers which automatically takes over operations in case of failure of primary ones.

**Software Requirements for E-commerce** – Several software are available free on the internet that can be used to build e-commerce exchanges. Ex:- Linux OS, mySQL database ,Apache web server etc.,

**4.SYSTEM DESIGN & REQUIREMENT**

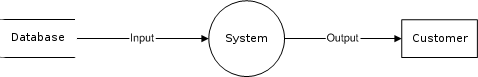
System design is the process of defining the elements of a system such as the architecture, modules and components, the different interfaces of those components and the data that goes through that system. It is meant to satisfy specific needs and requirements of a business or organization through the engineering of a coherent and well-running system.

Systems design is the process of defining the architecture, components, modules, interfaces, and data for a system to satisfy specified requirements. Systems design could be seen as the application of systems theory to product development. There is some overlap with the disciplines of systems analysis, systems architecture and systems engineering.

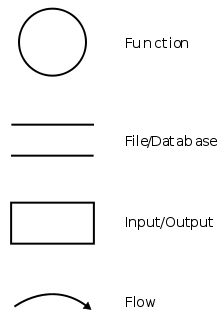
**DFD Diagram**

A **Data Flow Diagram (DFD)** is a graphical representation of the "flow" of data through an information system, modeling its process aspects. A DFD is often used as a preliminary step to create an overview of the system, which can later be elaborated. DFDs can also be used for the visualization of data processing (structured design).

A DFD shows what kind of information will be input to and output from the system, where the data will come from and go to, and where the data will be stored. It does not show information about the timing of process or information about whether processes will operate in sequence or in parallel (which is shown on a flowchart).



It is common practice to draw the context-level data flow diagram first, which shows the interaction between the system and external agents which act as data sources and data sinks. This helps to create an accurate drawing in the context diagram. The system's interactions with the outside world are modeled purely in terms of data flows across the *system boundary*. The context diagram shows the entire system as a single process, and gives no clues as to its internal organization.



**5.IMPLEMENTATION**

**index.html**

<!DOCTYPE html>

<html lang="en">

<head>

<title>Shopify</title>

<!-- Meta tag Keywords -->

<meta name="viewport" content="width=device-width, initial-scale=1">

<meta charset="UTF-8" />

<!-- //Meta tag Keywords -->

<!-- Custom-Files -->

<link rel="stylesheet" href="css/bootstrap.css">

<!-- Bootstrap-Core-CSS -->

<link rel="stylesheet" href="css/style.css" type="text/css" media="all" />

<!-- Style-CSS -->

<!-- font-awesome-icons -->

<link href="css/font-awesome.css" rel="stylesheet">

<!-- //font-awesome-icons -->

<!-- /Fonts -->

<link href="//fonts.googleapis.com/css?family=Hind:300,400,500,600,700" rel="stylesheet">

<!-- //Fonts -->

</head>

<body>

<div class="main-sec">

<!-- //header -->

<header class="py-sm-3 pt-3 pb-2" id="home">

<div class="container">

<!-- nav -->

<div class="top-w3pvt d-flex">

<div id="logo">

<h1><a href="index.html"><span class="log-w3pvt">S</span>hopify</a><label class="sub-des">Online Store</label></h1>

</div>

<div class="forms ml-auto">

<a href="login.html" class="btn"><span class="fa fa-user-circle-o"></span> Sign In</a>

<a href="register.html" class="btn"><span class="fa fa-pencil-square-o"></span> Sign Up</a>

</div>

</div>

<div class="nav-top-wthree">

<nav>

<label for="drop" class="toggle"><span class="fa fa-bars"></span></label>

<input type="checkbox" id="drop" />

<ul class="menu">

<li class="active"><a href="index.html">Home</a></li>

<li><a href="about.html">About Us</a></li>

<li><a href="shop.html">Shop</a></li>

<li><a href="contact.html">Contact</a></li>

</ul>

</nav>

<!-- //nav -->

<div class="search-form ml-auto">

<div class="form-w3layouts-grid">

<form action="#" method="post" class="newsletter">

<input class="search" type="search" placeholder="Search here..." required="">

<button class="form-control btn" value=""><span class="fa fa-search"></span></button>

</form>

</div>

</div>

<div class="clearfix"></div>

</div>

</div>

</header>

<!-- //header -->

<!--/banner-->

<div class="banner-wthree-info container">

<div class="row">

<div class="col-lg-5 banner-left-info">

<h3>The Largest Range <span>of Products</span></h3>

<a href="shop.html" class="btn shop">Shop Now</a>

</div>

<div class="col-lg-7 banner-img">

<img src="images/bag.png" alt="part image" class="img-fluid">

</div>

</div>

</div>

</div>

<!-- //banner-->

<!--/banner-bottom -->

<section class="banner-bottom py-5">

<div class="container py-md-3">

<div class="row grids-wthree-info text-center">

<div class="col-lg-4 ab-content">

<div class="ab-info-con">

<h4>Fast & Free Delivery</h4>

<p>Lorem ipsum dolor sit,Nulla pellentesque dolor ipsum laoreet eleifend integer,Pellentesque maximus libero.</p>

</div>

</div>

<div class="col-lg-4 ab-content">

<div class="ab-info-con">

<h4>Safe & Secure Payments</h4>

<p>Lorem ipsum dolor sit,Nulla pellentesque dolor ipsum laoreet eleifend integer,Pellentesque maximus libero.</p>

</div>

</div>

<div class="col-lg-4 ab-content">

<div class="ab-info-con">

<h4>100% Money Back Guarantee</h4>

<p>Lorem ipsum dolor sit,Nulla pellentesque dolor ipsum laoreet eleifend integer,Pellentesque maximus libero.</p>

</div>

</div>

</div>

</div>

</section>

<!-- /banner-bottom -->

<!--/banner-bottom -->

<section class="collections">

<div class="container-fluid">

<div class="row">

<div class="col-md-8 ab-content-img">

</div>

<div class="col-md-4 ab-content text-center p-lg-5 p-3 my-lg-5">

<h4>Travel Must Haves</h4>

<p>Lorem ipsum dolor sit,Nulla pellentesque dolor ipsum laoreet eleifend integer,Pellentesque maximus libero.</p>

<a href="shop.html" class="btn shop mt-3">Shop Now</a>

**Bags.php**

<?php

if(isset($\_COOKIE["name"])){

$\_COOKIE["name"];

}

else

{

header('location:login.html');

}

?>

<!DOCTYPE html>

<html lang="en">

<head>

<title>Shopify</title>

<!-- Meta tag Keywords -->

<meta name="viewport" content="width=device-width, initial-scale=1">

<meta charset="UTF-8" />

<!-- //Meta tag Keywords -->

<!-- Custom-Files -->

<link rel="stylesheet" href="css/bootstrap.css">

<!-- Bootstrap-Core-CSS -->

<link rel="stylesheet" href="css/style.css" type="text/css" media="all" />

<!-- Style-CSS -->

<!-- font-awesome-icons -->

<link href="css/font-awesome.css" rel="stylesheet">

<!-- //font-awesome-icons -->

<!-- /Fonts -->

<link href="//fonts.googleapis.com/css?family=Hind:300,400,500,600,700" rel="stylesheet">

<!-- //Fonts -->

</head>

<body>

<div class="main-sec inner-page">

<!-- //header -->

<header class="py-sm-3 pt-3 pb-2" id="home">

<div class="container">

<!-- nav -->

<div class="top-w3pvt d-flex">

<div id="logo">

<h1><a href="index.html"><span class="log-w3pvt">S</span>hopify</a><label class="sub-des">Online Store</label></h1>

</div>

<div class="forms ml-auto">

<a href="orders.php" class="btn"><span class="fa fa-user-circle-o"></span><?php echo ucfirst($\_COOKIE["name"]);?></a>

<a href="logout.php" class="btn"><span class="fa fa-sign-out"></span> Logout</a>

</div>

</div>

<div class="nav-top-wthree">

<nav>

<label for="drop" class="toggle"><span class="fa fa-bars"></span></label>

<input type="checkbox" id="drop" />

<ul class="menu">

<li><a href="cloths.php">Clothes</a></li>

<li><a href="bags.php">Bags</a></li>

<li><a href="shoes.php">Shoes</a></li>

<li><a href="watches.php">Watches</a></li>

</ul>

</nav>

<!-- //nav -->

<div class="search-form ml-auto">

<div class="form-w3layouts-grid">

<form action="#" method="post" class="newsletter">

<input class="search" type="search" placeholder="Search here..." required="">

<button class="form-control btn" value=""><span class="fa fa-search"></span></button>

</form>

</div>

</div>

<div class="clearfix"></div>

</div>

</div>

</header>

<!-- //header -->

</div>

<!-- //banner-->

<!--/banner-bottom -->

<section class="banner-bottom py-5">

<div class="container py-5">

**Cart.php**

<?php

session\_start();

$name = $\_POST['name'];

$price = $\_POST['price'];

$product = array($name,$price);

$\_SESSION[$name] = $product;

header('location:viewcart.php');

?>

**Cloths.php**

<?php

if(isset($\_COOKIE["name"])){

$\_COOKIE["name"];

}

else

{

header('location:login.html');

}

?>

<!DOCTYPE html>

<html lang="en">

<head>

<title>Shopify</title>

<!-- Meta tag Keywords -->

<meta name="viewport" content="width=device-width, initial-scale=1">

<meta charset="UTF-8" />

<!-- //Meta tag Keywords -->

<!-- Custom-Files -->

<link rel="stylesheet" href="css/bootstrap.css">

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<!-- /Fonts -->

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<!-- //Fonts -->

</head>

<body>

<div class="main-sec inner-page">

<!-- //header -->

<header class="py-sm-3 pt-3 pb-2" id="home">

<div class="container">

<!-- nav -->

<div class="top-w3pvt d-flex">

<div id="logo">

<h1><a href="index.html"><span class="log-w3pvt">S</span>hopify</a><label class="sub-des">Online Store</label></h1>

</div>

<div class="forms ml-auto">

<a href="orders.php" class="btn"><span class="fa fa-user-circle-o"></span><?php echo ucfirst($\_COOKIE["name"]);?></a>

<a href="logout.php" class="btn"><span class="fa fa-sign-out"></span> Logout</a>

</div>

</div>

<div class="nav-top-wthree">

<nav>

<label for="drop" class="toggle"><span class="fa fa-bars"></span></label>

<input type="checkbox" id="drop" />

<ul class="menu">

<li><a href="cloths.php">Clothes</a></li>

<li><a href="bags.php">Bags</a></li>

<li><a href="shoes.php">Shoes</a></li>

<li><a href="watches.php">Watches</a></li>

</ul>

</nav>

<!-- //nav -->

<div class="search-form ml-auto">

<div class="form-w3layouts-grid">

<form action="#" method="post" class="newsletter">

<input class="search" type="search" placeholder="Search here..." required="">

**Shoes.php**

<?php

if(isset($\_COOKIE["name"])){

$\_COOKIE["name"];

}

else

{

header('location:login.html');

}

?>

<!DOCTYPE html>

<html lang="en">

<head>

<title>Shopify</title>

<!-- Meta tag Keywords -->

<meta name="viewport" content="width=device-width, initial-scale=1">

<meta charset="UTF-8" />

<!-- //Meta tag Keywords -->

<!-- Custom-Files -->

<link rel="stylesheet" href="css/bootstrap.css">

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<!-- Style-CSS -->

<!-- font-awesome-icons -->

<link href="css/font-awesome.css" rel="stylesheet">

<!-- //font-awesome-icons -->

<!-- /Fonts -->

<link href="//fonts.googleapis.com/css?family=Hind:300,400,500,600,700" rel="stylesheet">

<!-- //Fonts -->

</head>

<body>

<div class="main-sec inner-page">

<!-- //header -->

<header class="py-sm-3 pt-3 pb-2" id="home">

<div class="container">

<!-- nav -->

<div class="top-w3pvt d-flex">

<div id="logo">

<h1><a href="index.html"><span class="log-w3pvt">S</span>hopify</a><label class="sub-des">Online Store</label></h1>

</div>

<div class="forms ml-auto">

<a href="orders.php" class="btn"><span class="fa fa-user-circle-o"></span><?php echo ucfirst($\_COOKIE["name"]);?></a>

<a href="logout.php" class="btn"><span class="fa fa-sign-out"></span> Logout</a>

</div>

</div>

<div class="nav-top-wthree">

<nav>

<label for="drop" class="toggle"><span class="fa fa-bars"></span></label>

<input type="checkbox" id="drop" />

<ul class="menu">

<li><a href="cloths.php">Clothes</a></li>

<li><a href="bags.php">Bags</a></li>

<li><a href="shoes.php">Shoes</a></li>

<li><a href="watches.php">Watches</a></li>

</ul>

</nav>

<!-- //nav -->

<div class="search-form ml-auto">

<div class="form-w3layouts-grid">

<form action="#" method="post" class="newsletter">

<input class="search" type="search" placeholder="Search here..." required="">

<button class="form-control btn" value=""><span class="fa fa-search"></span></button>

</form>

</div>

</div>

<div class="clearfix"></div>

</div>

</div>

</header>

<!-- //header -->

</div>

<!-- //banner-->

<!--/banner-bottom -->

<section class="banner-bottom py-5">

<div class="container py-5">

**Watches.php**

<?php

if(isset($\_COOKIE["name"])){

$\_COOKIE["name"];

}

else

{

header('location:login.html');

}

?>

<!DOCTYPE html>

<html lang="en">

<head>

<title>Shopify</title>

<!-- Meta tag Keywords -->

<meta name="viewport" content="width=device-width, initial-scale=1">

<meta charset="UTF-8" />

<!-- //Meta tag Keywords -->

<!-- Custom-Files -->

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<!-- Bootstrap-Core-CSS -->

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<!-- Style-CSS -->

<!-- font-awesome-icons -->

<link href="css/font-awesome.css" rel="stylesheet">

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<!-- /Fonts -->

<link href="//fonts.googleapis.com/css?family=Hind:300,400,500,600,700" rel="stylesheet">

<!-- //Fonts -->

</head>

<body>

<div class="main-sec inner-page">

<!-- //header -->

<header class="py-sm-3 pt-3 pb-2" id="home">

<div class="container">

<!-- nav -->

<div class="top-w3pvt d-flex">

<div id="logo">

<h1><a href="index.html"><span class="log-w3pvt">S</span>hopify</a><label class="sub-des">Online Store</label></h1>

</div>

<div class="forms ml-auto">

<a href="cart.php" class="btn"><span class="fa fa-user-circle-o"></span><?php echo ucfirst($\_COOKIE["name"]);?></a>

<a href="logout.php" class="btn"><span class="fa fa-sign-out"></span> Logout</a>

</div>

</div>

<div class="nav-top-wthree">

<nav>

<label for="drop" class="toggle"><span class="fa fa-bars"></span></label>

<input type="checkbox" id="drop" />

<ul class="menu">

<li><a href="cloths.php">Clothes</a></li>

<li><a href="bags.php">Bags</a></li>

<li><a href="shoes.php">Shoes</a></li>

<li><a href="watches.php">Watches</a></li>

</ul>

</nav>

<!-- //nav -->

<div class="search-form ml-auto">

<div class="form-w3layouts-grid">

<form action="#" method="post" class="newsletter">

<input class="search" type="search" placeholder="Search here..." required="">

<button class="form-control btn" value=""><span class="fa fa-search"></span></button>

</form>

</div>

</div>

**Signup.php**

<?php

$con = new mysqli("localhost", "root", "","shopify");

$uname = $\_POST['uname'];

$password = $\_POST['password'];

session\_start();

$q = "select \* from register where uname='$uname' && password='$password'";

$res = mysqli\_query($con, $q);

$num = mysqli\_num\_rows($res);

if($num == 1){

setcookie("name","$uname",time()+3600,"/");

header('location:orders.php');

}

else{

echo "<script>alert('Username or Password is Incorrect..!')</script>";

echo "<script>location.href='login.html'</script>";

}

?>

**Logout.php**

<?php

session\_start();

if(isset($\_COOKIE["name"])){

setcookie("name", "", time() - 3600,"/");

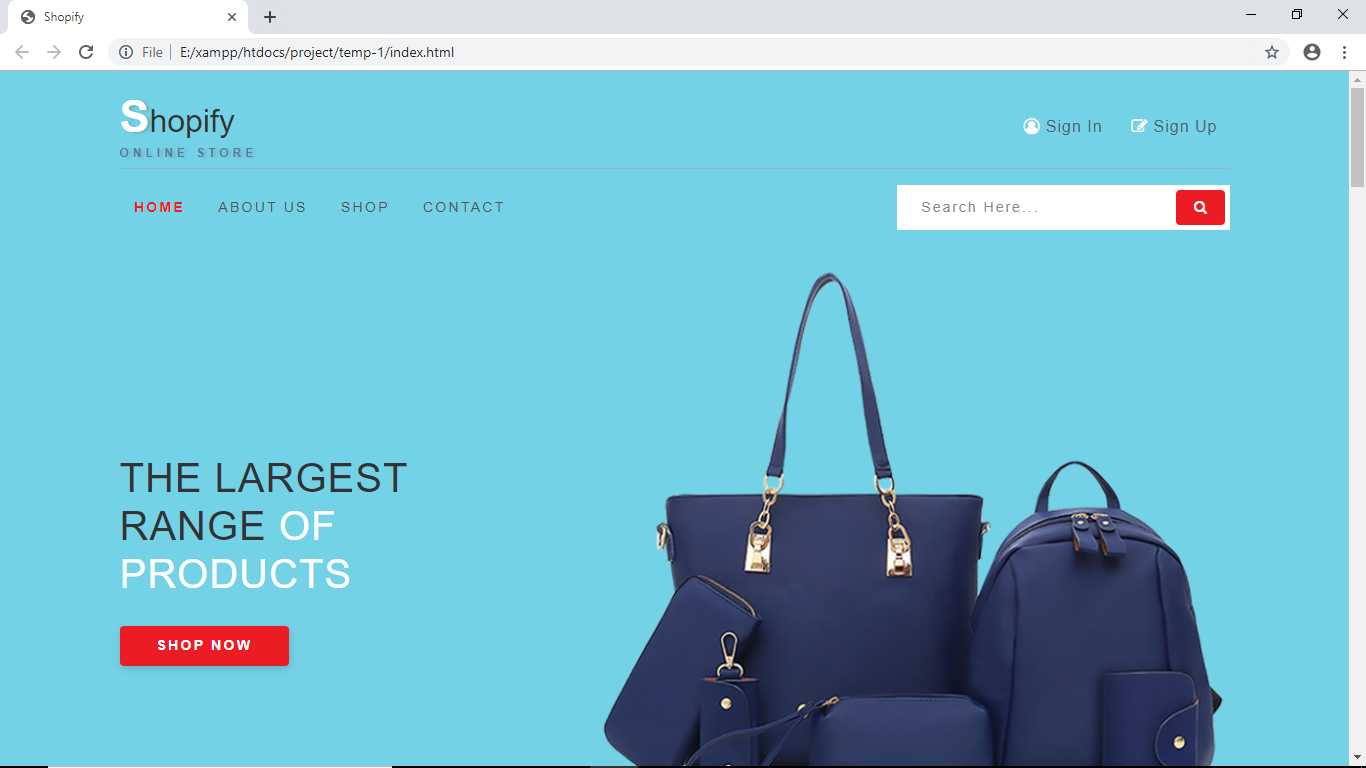
header('location:login.html');

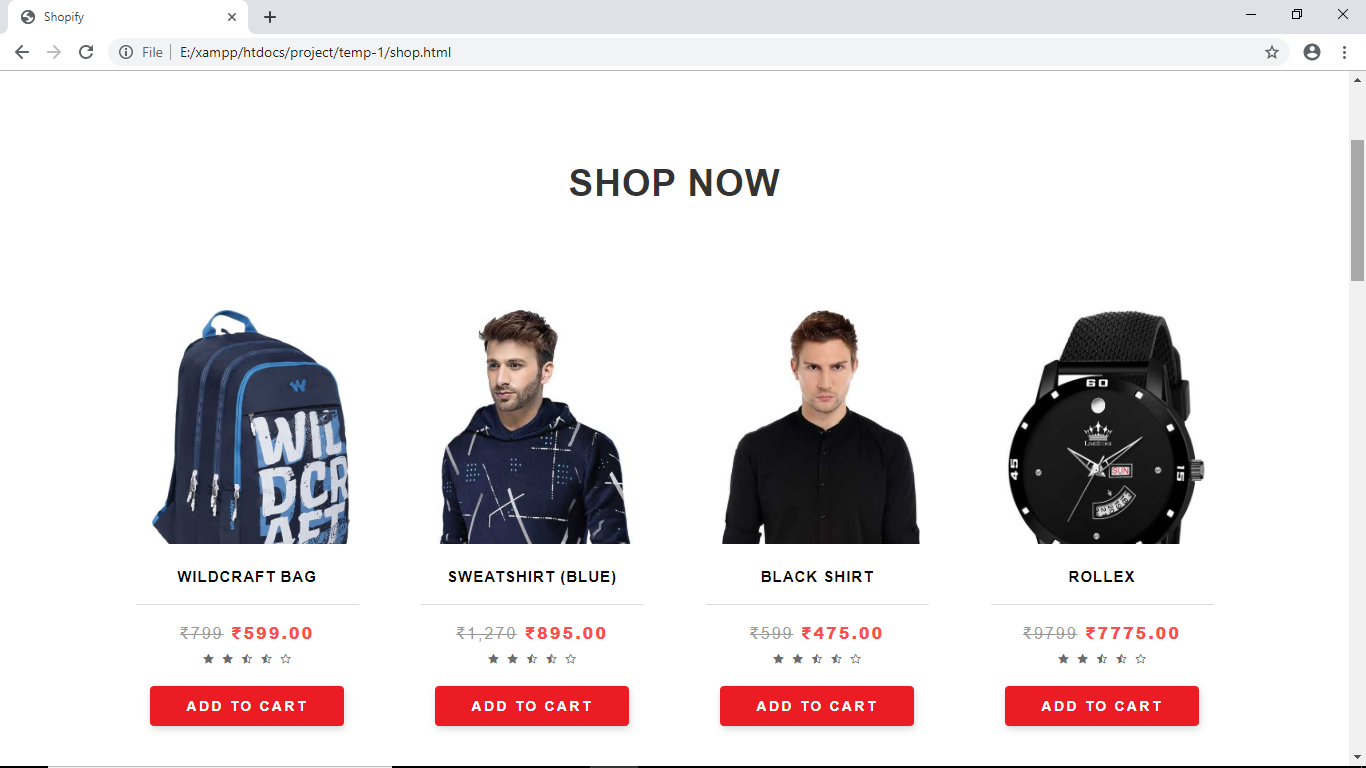
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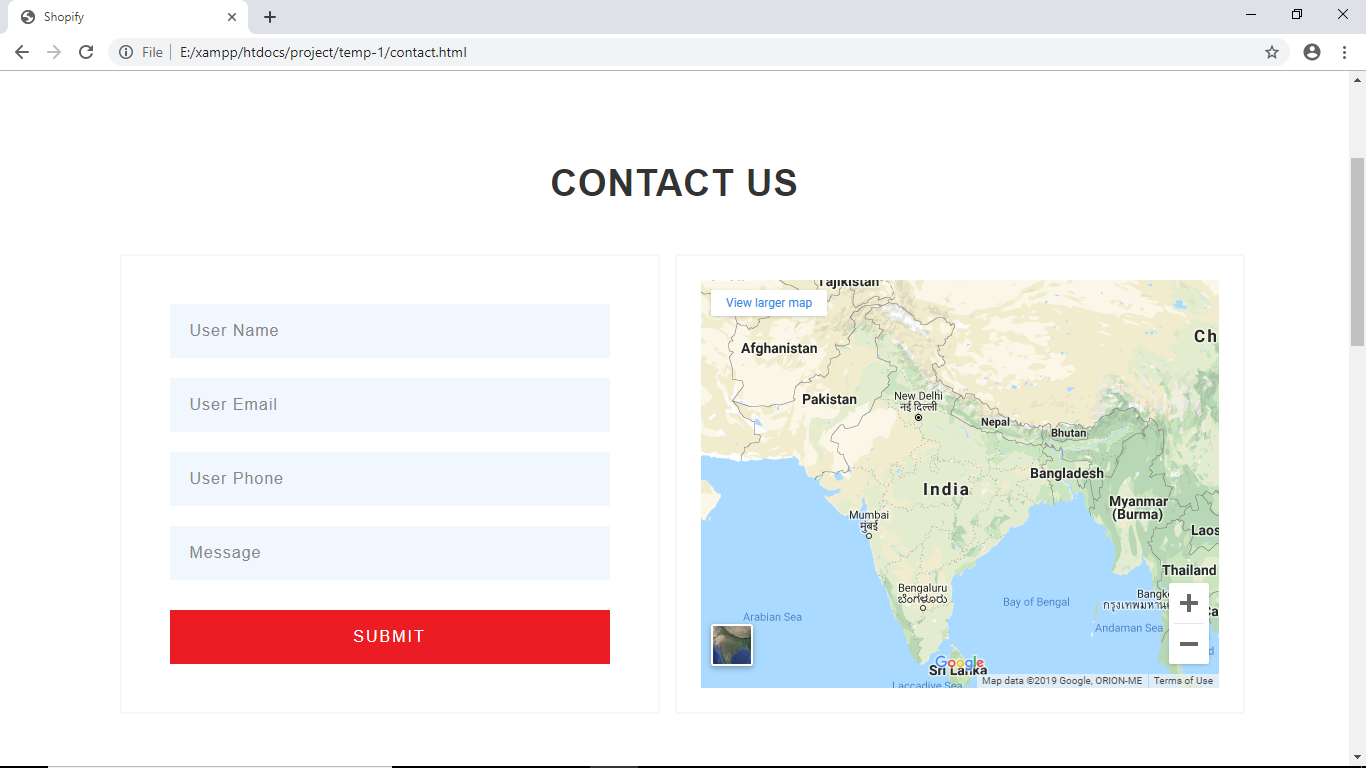
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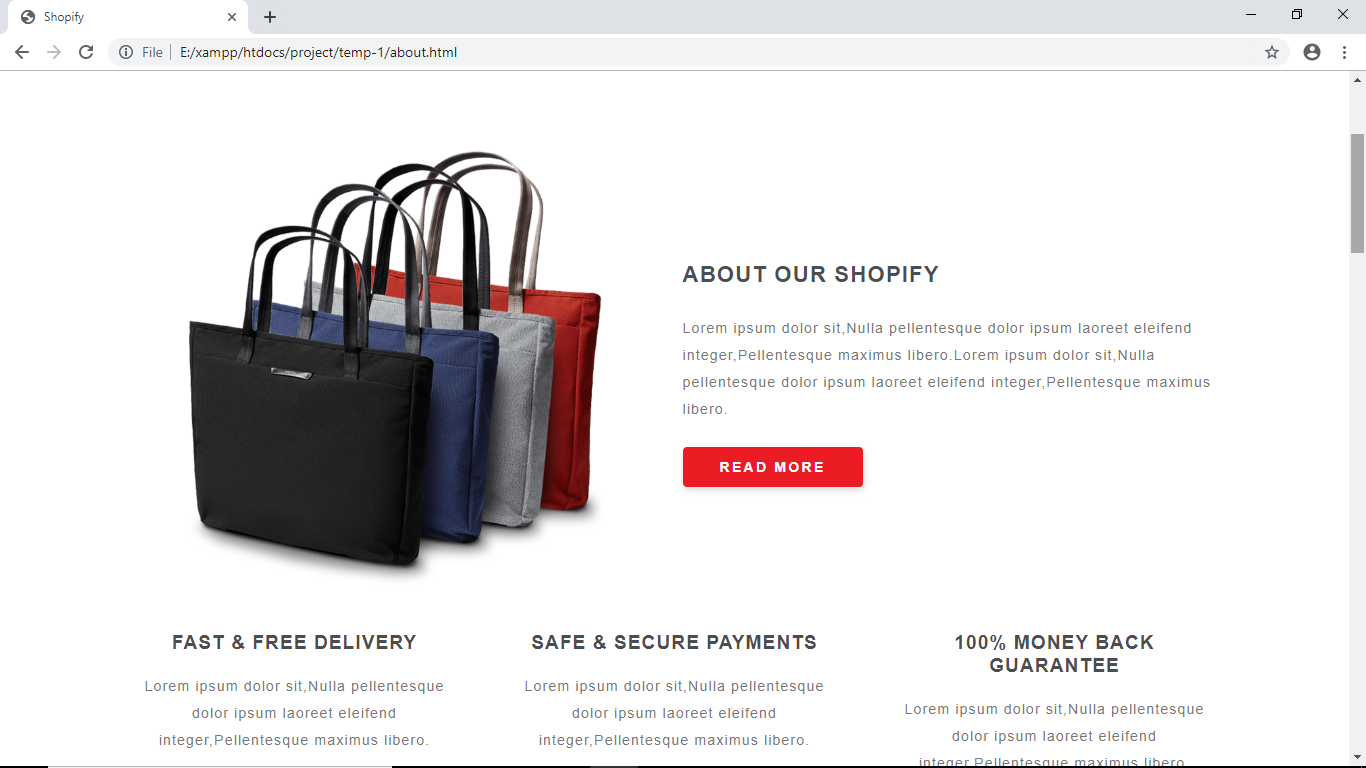
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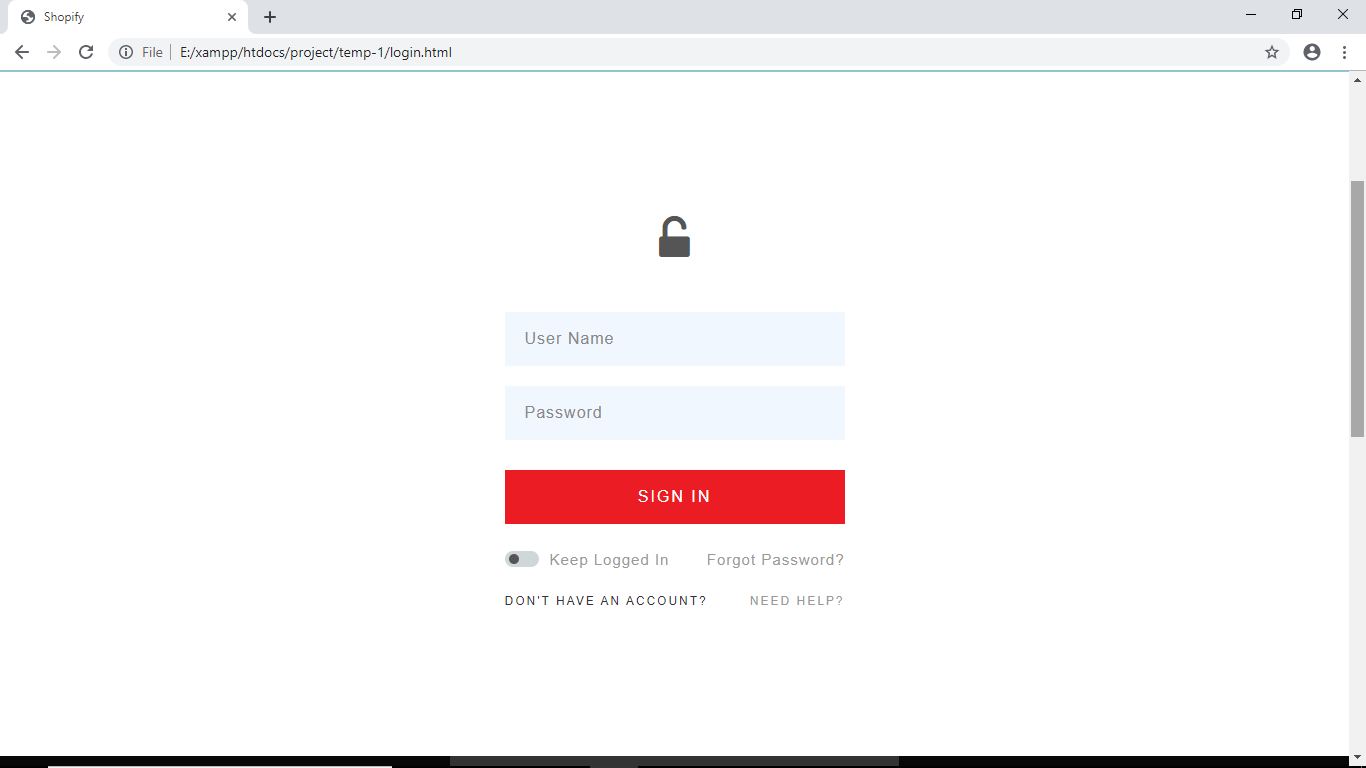
**SNAPSHOTS**

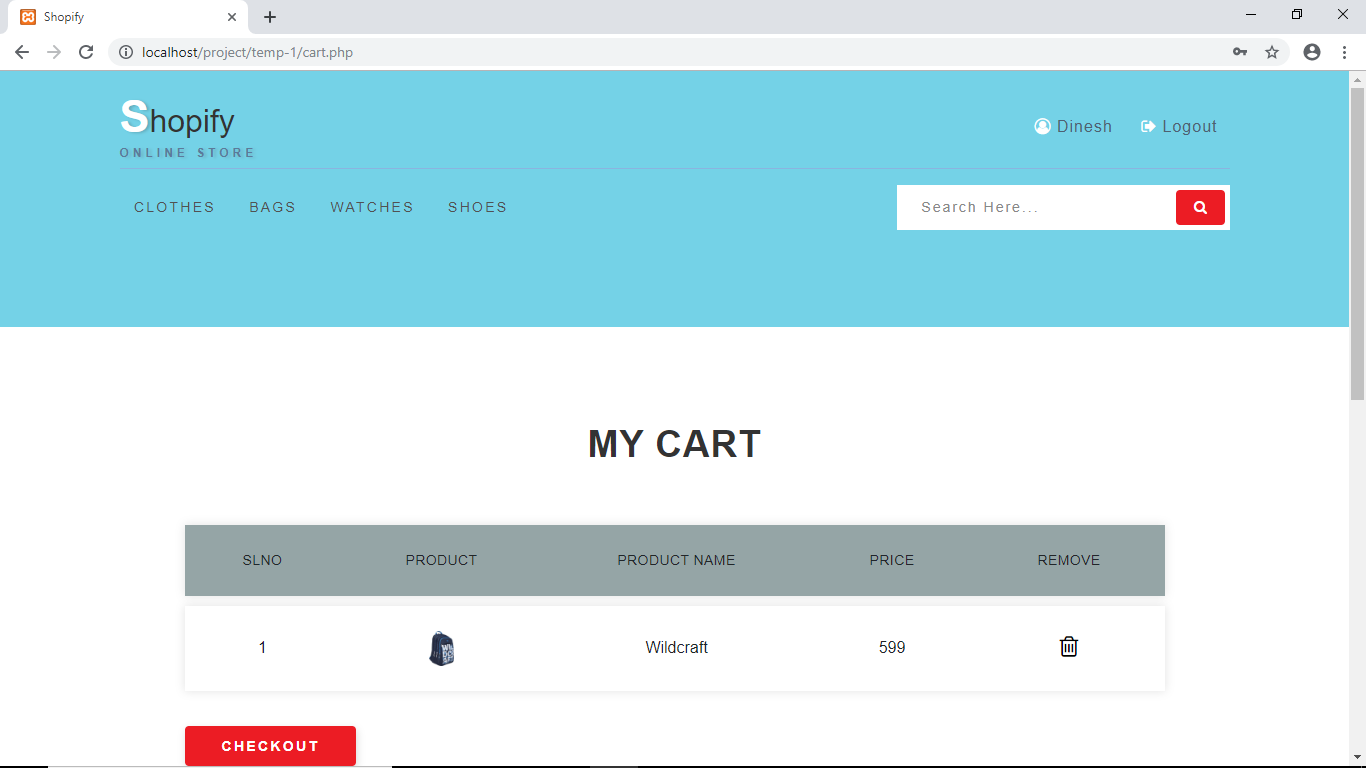
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**6.SYSTEM TESTING**

System testing of software or hardware is a testing conducted on complete, integrated system, to evaluation the system’s compliance with its specified requirements. System testing falls within the scope of black-box , testing and as such required no knowledge of the inner design of the code or logic.

Unit testing:

This unit testing focused on the internal processing logic. All statement in the module have been exercised at least once. The interface module was tested to ensure that information properly followed into and out of the program unit under test.

Integration testing :

Integration testing is a technique for constructing the software architecture and conducting tests to uncover errors with interface. The objective of testing was to crosscheck for components fully functional or not according to design. Thus I integrated all my unit components and saw if the system worked as a whole properly or not. The information flows between the components were checked once again.

**7.CONCLUSION**

Technology has made significant progress over the years to provide consumers a better online shopping experience and will continue to do so for years to come.

With the rapid growth of products and brands, people have speculated that online shopping will overtake in-store shopping.  While this has been the case in some areas, there is still demand for brick and mortar stores in market areas where the consumer feels more comfortable seeing and touching the product being bought.

However, the availability of online shopping has produced a more educated consumer that can shop around with relative ease without having to spend a large amount of time.

In exchange, online shopping has opened up doors to many small retailers that would never be in business if they had to incur the high cost of owning a brick and mortar store.  At the end, it has been a win-win situation for both consumer and sellers.

**8.FUTURE ENHANCEMENTS**

Access to the internet is almost becoming omnipresent from being ubiquitous. Yes, apart from a handful of remote and inaccessible regions all over the globe. Since most people have an Internet-ready device in their pocket, they can now browse and buy products and services instantly right on their handheld device screens. The United States, which has been the leading country in the e-commerce scene for years, also experienced a steep hike in demands in recent years.

The exponential growth of e-commerce shopping not only changed the way customers buy products but also the way brands promote their products and target their audience. In the overall measure, the impact of e-commerce on the retail sector is huge. Here we are going to explain some of the ways e-commerce trends are continuing to shape retail.

**Increase In Direct Sales From Manufacturing Brands To Consumers**

With the kind of rapid growth in demands online stores are experiencing in recent years, it was expected that online sales will at least account for 16.1% of entire retail sales. But as the Covid-19 pandemic and resulting lockdown helped e-commerce stores to appear as saviors for people's essential needs, presently this projection can be a few times more

**The Rise of Small, Local and Private Label Brands**

The increasing popularity of online stores and mobile stores also gave rise to another trend. Now, a lot of small, local, and often personally owned or household products are making the rounds of sales across stores. Widely dubbed as private label brands, they constitute a significant portion of online sales across major e-commerce stores.

**Data-Driven Marketing and Analytics-Based Strategy**

Online stores in many markets are facing stiff competition since major players such as Amazon and Walmart are still holding the biggest market share while the rest competes for the share of the leftover market pie.

**Personalized Shopping Experience Facilitated By Machine Learning**

Since most consumers now access the online stores and services right from their smartphone devices, the sheer personal nature of the mobile devices creates their expectations for the more personalized shopping experience.

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