

E-Commerce Website Using Web Development

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ABSTRACT

E-commerce provides an easy way to sell products to a large customer base. However, there is a lot of competition among multiple e-commerce sites. When users land on an e-commerce site, they expect to find what they are looking for quickly and easily. Also, users are not sure about the brands or the actual products they want to purchase. They have a very broad idea about what they want to buy. Many customers nowadays search for their products on Google rather than visiting specific e-commerce sites. They believe that Google will take them to the e-commerce sites that have their product. In this era of internet, e-commerce is growing by leaps and bounds keeping the growth of brick-and-mortar businesses in the dust. In many cases, brick-and-mortar businesses are resorting to having a counterpart which is internet or e-commerce driven. People in the developed world and a growing number of people in the developing world now use e-commerce websites on a daily basis to make their everyday purchases. Still the proliferation of e-commerce in the under-developed world is not that great and there is a lot to desire for. This paper outlines different aspects of developing an e-commerce website and the optimum solution to the challenges involved in developing one. It consists of the planning process, which starts with determining the use case, domain modeling and architectural pattern of the web application. The entire development process is primarily divided into two parts: the front-end development and the back end development. The database design is also discussed with an emphasis on its relational connectivity. This no-nonsense method of developing an e-commerce website can be easily replicated and followed in developing e-commerce websites in the developing and under-developed countries where computing resources are scarce and expensive because of their socio-economic condition.

Keyword: - E-commerce, Internet, Technology, etc....

1. Introduction

Online Shopping is the process whereby consumers directly buy goods and services without any intermediary service over the internet. The goal of this website is to develop a web based interface to reach new customers across area, the website would be easy to use and hence the shopping experience Pleasant for the users. The main goal of this website is: To develop an easy to use web based interface where customer can book door to door bike service appointment and buy accessories.

Web based moving can likewise widen your client base, as you can pitch to individuals who are interstate or abroad. It enables you to work without fundamentally requiring a conventional shop front and gives your clients greater adaptability since they can purchase your items whenever of the day. Internet shopping doesn't speak to everybody, so ensure your objective market is OK with purchasing on the web before you begin. You may discover you can achieve more clients by offering web based shopping close by a customary shop. Web based shopping makes utilization of advanced innovation for dealing with the stream of data, items, and installment between shopper, website proprietors and providers.

2. RESEARCH METHODOLOGY

The proposed application is implemented using HTML5, CSS, Java script and PHP. The currently working e-commerce shopping websites provide the features of a sophisticated shopping cart, on-site wish list. This paper proposed an e-commerce shopping website to sell and promote only the Indian products.

2.1 Modular Design

The functionality of the proposed application is divided into number of sub modules. The modules to be taken into account are customer shopping cart module, orders, payment and product module. These modules are integrated together give the functionality desired out of the application.

2.2 Customer

This information includes giving username and password to login to this site. This is required to verify the user. In this module the client information is processed. The email id of the customer is used to confirm the customer's orders and also to send promotional emails.

2.3 Order

In this module customer order is processed. The user can place the order for the items they wants to buy. It verifies the pin code and it confirms the order to delivered place. At the shipping address the product should be delivered.

2.4 SERVICE

In this module customer can book bike service online. Biker's Zone would help each and every person to book bike service appointment for door to door service.

3. DEVELOPMENT TOOLS

The entire development process has been subdivided into two: the front end development and the backend development. The front end comprises of the visually visible parts such as the home page, contact page, admin panel, shopping cart page. The back end contains the database and its interaction with the front-end.

3.1 Front End Development

The front end was initially raw coded using JavaScript. JavaScript is a client side scripting language which is a dedicated language for web development. JavaScript code was simply mixed with the Hypertext Mark-up Language (HTML5) code. A static page is an HTML5 document that is stored on the web server and does not change. Hypertext mark-up language is the language used to design the web pages of an application. Cascading Style Sheet (CSS) is a style sheet language used for describing the look and formatting a document written in a mark-up language. These CSS files are linked with the class files with .php extensions to put the panels in order, the text with correct font, size and color. JavaScript is a client side scripting language most commonly used as part of web browsers and its implementations allow client side scripts to interact with the user, control the browser and alter the document content which is displayed. For example, in website for the clients registration, the system ask to provide their details which contains their name, email address, mobile number, etc. If they missed any of the details then immediately the browser asks them to fill the particular field. This is implemented & handled by a JavaScript.

3.2 Backend Development

The Database Management System (DBMS) provides support for the back end. The database management system is essentially software where admin can create the database, add, drop, alter and update tables. The tables can hold different types of data for example: integer, variable characters etc. in our application we have chosen the MySQL DBMS to hold the database. MySQL is a relational database management system. The main reason is MySQL development project has made its source code available under the terms of the General Public License (GNU) which is an open source web application.

3.1 Database Design

The information provided by the customer while registering in the website is stored in the database. The products with their identification, description and image is stored in the database. Moreover, if admin update any of the featured products then update takes place in the database. So the program has a lot to do with the database. Any query is run on the database by Structured Query Language (SQL). As stated earlier that PHP has some useful features one of them is the support to connect the database and run queries. The following diagram explains the details the database design

4. CONCLUSIONS

The research works on E-commerce propose good number of variables to be taken care of if marketers need to be successful in this newly business model. The factors which will significantly contribute to the success of the E-Commerce industry and focused upon should be consistency of transaction steps, consistency of Web site design, replacement guarantee, M-Commerce services, consistency of promotions, consistency of in-stock indications, consistency of product variety, location based services, multiple payment option, right content, shipment option, legal requirement of generating invoices for online transactions, quick Service, T & C should be clear & realistic, the product quality should be same as shown on the portal. The 11 important feature in e-commerce is privacy which not only increases competitive advantage but confidence level of the customers. The researches also suggest 18-35 as the good customer age to be promising and to be targeted irrespective of gender for better results.

The e-commerce industry participants must also understand and address the cultural issues that are unique to the target country and relate to off-site transactional process, the large scale diffusion and success of such endeavors will be greatly impeded. E-Commerce firms must also find most effective ways to combine the online relationship with the offline relationship, with the idea that the full relationship with the customer is not complete without considering both online and offline, as well as how they interact.

E-Commerce is a boon for any country- if given right impetus and good environmental framework to prosper can significantly lead to country's progress and development.

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