

WEBSITE DEVELOPMENT OF Goods n' Go Grocery Store

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ABSTRACT

In this research we have developed website of Goods n' go grocery store using various languages. The aim of this paper is to analyse through a systematic literature review the main topics studied on a relatively new concept: e-grocery.

1. INTRODUCTION

Web development is the work involved in developing a web site for the Internet (World Wide Web) or an intranet (a private network). Web development can range from developing a simple single static page of plain text to complex web-based internet applications (web apps), electronic businesses, and social network services. A more comprehensive list of tasks to which web development commonly refers, may include web engineering, web design, web content development, client liaison, client-side/server-side scripting, web server and network security configuration, and e-commerce development.

Among web professionals, "web development" usually refers to the main non-design aspects of building web sites: writing markup and coding. Web development may use content management systems (CMS) to make content changes easier and available with basic technical skills. There are three kinds of web developer specialization: front-end developer, back-end developer, and full-stack developer. Front-end developers are responsible for behavior and visuals that run in the user browser, while back-end developers deal with the servers.

1.1 HTML

First developed by Tim Berners lee in 1990, html is short for hypertext markup language. Html is used to create electronic documents (called pages) that are displayed on the World Wide Web. Each page contains a series of connections to other pages called hyperlinks. Every web page you see on the internet is written using one version of html code or another.

Html code ensures the proper formatting of text and images so that your intFurther development under the auspices of the IETF was stalled by competing interests. Since 1996, the HTML specifications have been maintained, with input from commercial software vendors, by the World Wide Web Consortium (W3C). However, in 2000, HTML also became an international standard (ISO/IEC 15445:2000). HTML 4.01 was published in late 1999, with further errata published through 2001. In 2004, development began on HTML5 in the Web Hypertext Application Technology Working Group (WHATWG), which became a joint deliverable with the W3C in 2008, and completed and standardized on 28 October 2014. Advantages of HTML:

1. HTML is easy to use and learn.
2. HTML is free and light weight.
3. HTML is supported by all browsers.
4. HTML is most friendly engine and is user friendly.
5. HTML can integrate easily with other languages.

HTML is basic of all Programming Languagesernet browser may display them as they are intended to look.

1.2 CSS

Cascading style sheets (css) is a style sheet language used for describing the presentation of a document written in a markup language like html. Css is a cornerstone technology of the World Wide Web, alongside html and JavaScript.

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. CSS is used to define styles for your web pages, including the design, layout and variations in display for different devices and screen sizes. When tags like , and color attributes were added to the HTML 3.2 specification, it started a nightmare for web developers. Development of large websites, where fonts and color information were added to every single page, became a long and expensive process.

To solve this problem, the World Wide Web Consortium (W3C) created CSS. More importantly, CSS enables you to do this independent of the HTML that makes up each webpage.CSS is easy to learn and understood but it provides powerful control over the presentation of an HTML document.CSS removed the style formatting from the HTML page!

CSS is the language for describing the presentation of Web pages, including colors, layout, and fonts. It allows one to adapt the presentation to different types of devices, such as large screens, small screens, or printers. CSS is independent of HTML and can be used with any XML-based markup language.

1.3 JavaScript

JavaScript often abbreviated as JS, is an interpreted programming language that conforms to the ECMA Script specification. JavaScript is high-level, often just-in-time compiled, and multi-paradigm. It has curly-bracket syntax, dynamic typing, prototype based object-orientation, and first-class functions .Alongside HTML and CSS, JavaScript is one of the core technologies of the World Wide Web.

JavaScript enables interactive web pages and is an essential part of web applications. The vast majority of websites use it for client-side page behavior, and all major web browsers have a dedicated JavaScript engine to execute it. As a multiparadigm language, JavaScript supports event-driven, functional, and imperative programming styles. It has application programming interfaces (APIs) for working with text, dates, regular expressions, standard data structures, and the Document Object Model . However, the language itself does not include any input/output , such as networking, storage, or graphics facilities, as the host environment (usually a web browser) provides those APIs. Originally used only in web browsers, JavaScript engines are also now embedded in server-side website deployments and non-browser applications.

Although there are similarities between JavaScript and Java, including language name, syntax, and respective standard libraries, the two languages are distinct and differ greatly in design. 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 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 generalpurpose core of the language has been embedded in Netscape, Internet Explorer, and other web browsers.

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.

2. LITERATURE SURVEY

Online shopping is becoming increasingly popular for variety of reasons. There are certainly outside factors such as increasing gas prices, difficulty in getting to traditional stores and hassles often associated with shopping malls and other traditional stores to contribute to the increased interest in online shopping. Consumers can get full information about the product with its reviews being passed by the existing users. If one wants to buy a product he/she is no longer limited to asking the friends and families because there are many products reviews on the web which gives opinions of the existing users of the product. Online shopping sites contain wide variety of goods both high quality and mild quality keeping in mind the level of people.

2.1 THE DOs IN ONLINE SHOPPING:

If people want to be as savvy online shoppers, enjoy in finding great deals and avoid becoming a victim of cybercrime, customers want to follow a few basic Do's and

1. Before giving the credit card information, enough time must be taken to research the website. Contact the seller if this is the customer's first purchase. Most reputable sellers will have a toll-free customer service phone number.

2. If site had only an email address and no phone number, start an email or instant message dialogue with the people running the site before buying anything from them.
3. Pay by credit card or an online payment service. Online Payment service offer some protection as well. For extra degree of protection, credit card is the best.
4. Buy from a website that has encryption. "Encryption is a key to secure Internet purchases. It is a feature that automatically codes the customer's personal data when it is entered".
5. Check the website policies before placing the order. Read the website's return policy and other terms and conditions, as well as the site's privacy policy, before ordering anything.
6. Use comprehensive computer security software. Make sure the customers have up –to – date, Comprehensive security software such as, MCA fee Internet security or MCA fee Total protection before doing anything with online shopping. This will greatly reduce the risk of contracting virus and will help to avoid theft on dangerous websites.
7. Check the credit card statements, make sure that the customer charged the proper amount, and that no extras were added to their bill.

2.2 DON'Ts IN ONLINE SHOPPING

Do not buy from spammers. If the customer get an e-mail inviting them to buy something like "Discounted Rolex Watches" two things must be considered.

- i. Spam.
- ii. Possible Scam.

The most spammers will steal the credit card or financial information and use it fraudulently. If purchases are made from spammers, the customer will never get what they have ordered. It is a risky deal.

- 1 Do not pay by a debit card, cash or wire transfer. When the customer pay with debit cards, the money comes directly out of the customers amount. Getting the cash back can be difficult, if it not possible. When the people pay by cash or use a wire transfer, the money goes directly to the sellers account. So there is no recourse if something goes wrong.
- 2 Do not buy from a websites unless it is certified for safety. People need to feel confident that when people make an online purchase, personal and financial information will not be compromised.
- 3 Do not buy from a websites with which people are not totally comfortable.

Do not forget to inspect the new purchase as soon as it arrives. If the customer finds a problem, notify the seller as soon as possible.

Amazon Pantry Website

contend that e-retail encompasses three main activities:

- (1) a product search activity that provides detailed information on the products under evaluation, which is usually referred to as a product-evaluation or information-gathering (IG) facility
- (2) an online purchase function that facilitates consumer interaction by reducing the transaction costs
- (3) a product delivery capability that facilitates the final product's distribution to consumers.

Reliance Jio-Mart

present an overall review to understand to what extent the current marketing and consumer behaviour body of literature can be transferred to the analysis of online consumer behaviour and preferences. The paper uses the model proposed by Engel, Kollat and Blackwell as the analytical framework to synthesise the findings from the literature.

The Engel–Kollat–Blackwell (EKB) Model

model proposes five core stages of the decision-making process, as follows:

- (1) problem recognition; (2) search;
- (3) alternative evaluation purchase; (4) choice;
- (5) outcomes.

3. SYSTEM DEVELOPMENT

As the title of project is implementing Goods N' Go Grocery Store which is web application which runs over browsers. The aim of project is to take orders in very efficient and systematic manner and customers would get lots of products/items to discover. As system is based on online shopping therefore shopping will be easy and simple. This shopping system uses fewer resources and reduces the need for going out, physical shopping, cashless payments, door-to-door deliveries, etc.

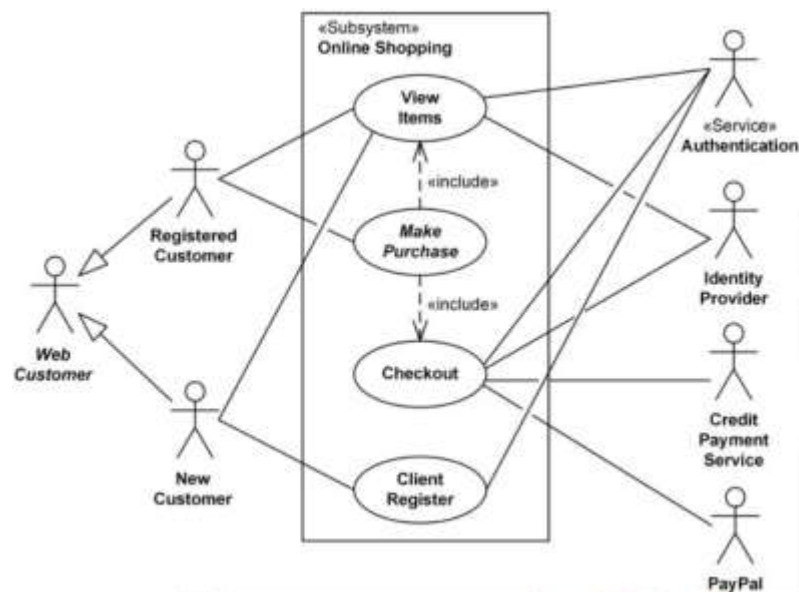
We developed our project on a research done by us as following The research was in two stages. First, we conducted exploratory qualitative research, (Study 1), with the purpose of gaining an in-depth understanding of what motivates consumers to start shopping online for groceries and the extent to which their online shopping experience encourages them to continue or to stop online grocery shopping. Following the qualitative research, we designed and implemented a large-scale quantitative survey (Study 2), in order to extend the findings of the qualitative research and to validate the role of situational factors in instigating the commencement or discontinuation of online grocery buying. Cluster analysis was used to uncover specific triggers for particular groups of consumers

3.1 USE CASE DIAGRAM

A UML use case diagram is the primary form of system/software requirements for a new software program underdeveloped. Use cases specify the expected behavior (what), and not the exact method of making it happen (how). Use cases once specified can be denoted both textual and visual representation (i.e. use case diagram). A key concept of use case modelling is that it helps us design a system from the end user's perspective. It is an effective technique for communicating system behavior in the user's terms by specifying all externally visible system behavior.

A use case diagram is usually simple. It does not show the detail of the use cases:

- It only summarizes some of the relationships between use cases, actors, and systems.
- It does not show the order in which steps are performed to achieve the goals of each use case.



3.2 MODULES

What we have to made application or web designing. We have decided a website development of "Goods N' Go Grocery Store" with the help of latest trends in web designing. After this we got an idea about requirements collection of "Goods N' Go Grocery Store" from our guide.

We have searched for different scripting languages and later we decided to use JavaScript as scripting language, Bootstrap, CSS and JQuery for designing.

We have created two main module:

1. Login Module.
2. Checkout Module

3.2.1 LOGIN MODULE:

Login consist of customer sign in page which in scripted using html, css and login dashboard where customer can view the details they have filled for signing up or signing in to the website. After logging in the customers can navigate from one department of website to other to search for the products/items they are looking for in different sections of the website.

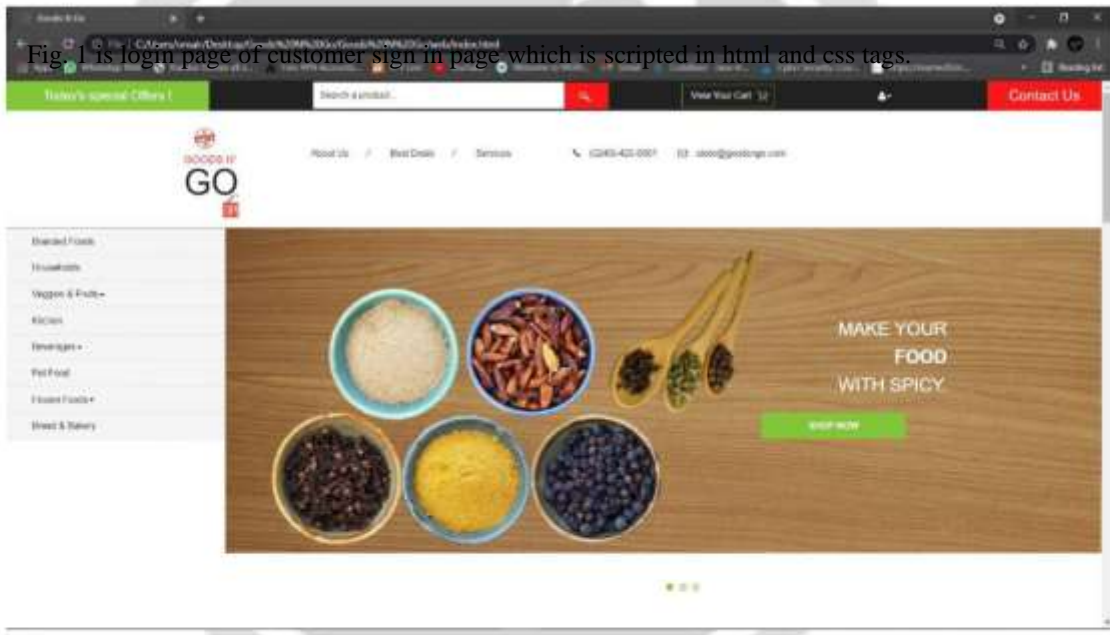
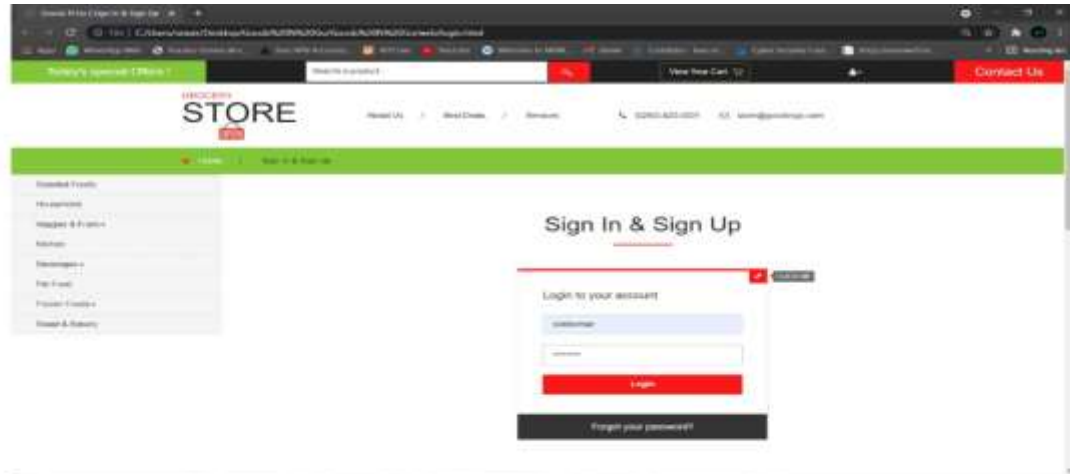


Fig. 2 is the home page in which the customers are directed to after logging in to the website where he can see slides and some departments where they can find the product in their respective departments.

3.3.2 CHECKOUT MODULE:

Unlike login module our second important entity in project module is checkout module. Here checkout module consist of billing and payment in page where customers have to enter their address where the order needs to be delivered and the payment is done by clicking on the make a payment button, if customer is not registered they have to signup registration form with all necessary and valid details. After login web will direct you to checkout dashboard where customer can see their products/items with the total amount and payment option. And the customer at least have to add 3 products/items in their cart in order to check out.

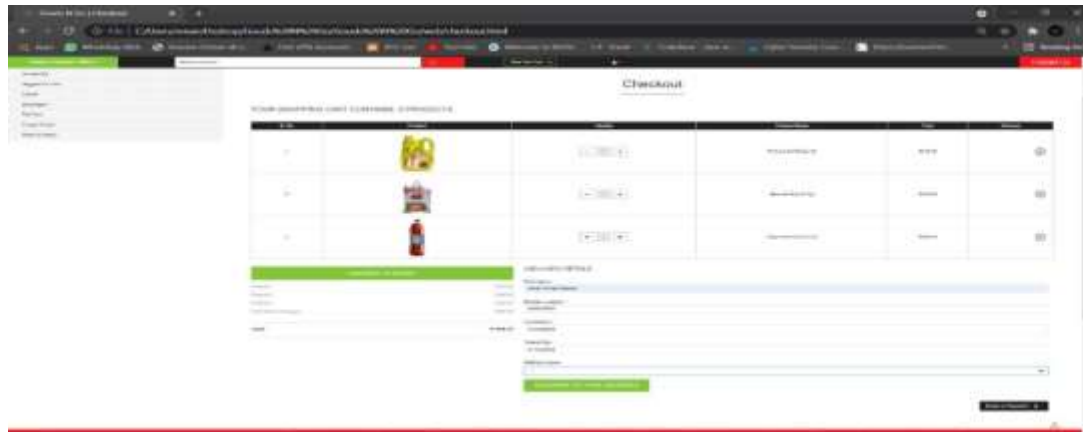


Fig. 3 is the checkout page where the customers will find the total amount they have to pay and fill in their address to get their order delivered.

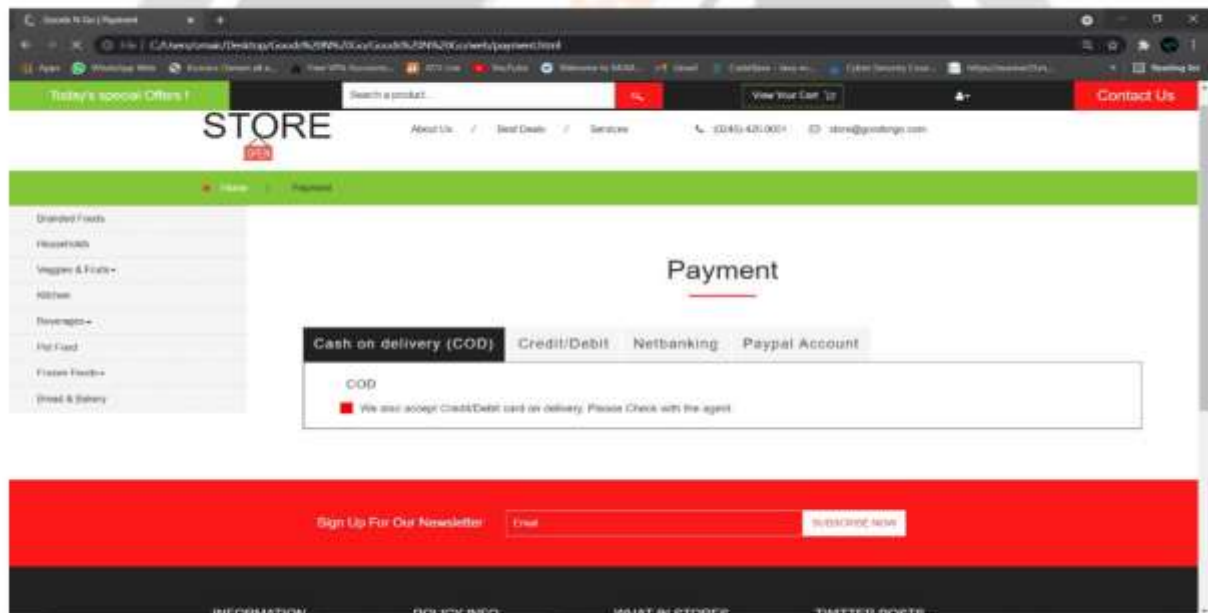


Fig. 4 is the Cash on Delivery (COD) method which is the most trusted method in Online Shopping because the customers get to pay only after receiving their order that makes the website trustworthy for the customer to believe in.

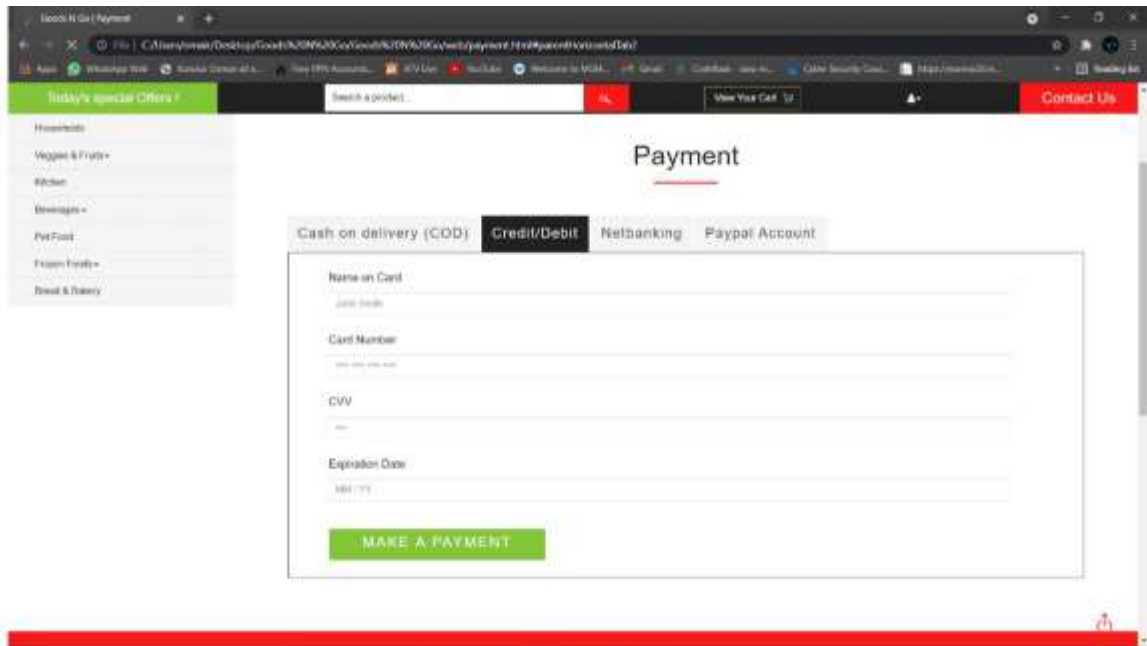


Fig. 5 is the Credit/Debit payment method where the customers can fill in their card details to pay online for their order to be delivered.

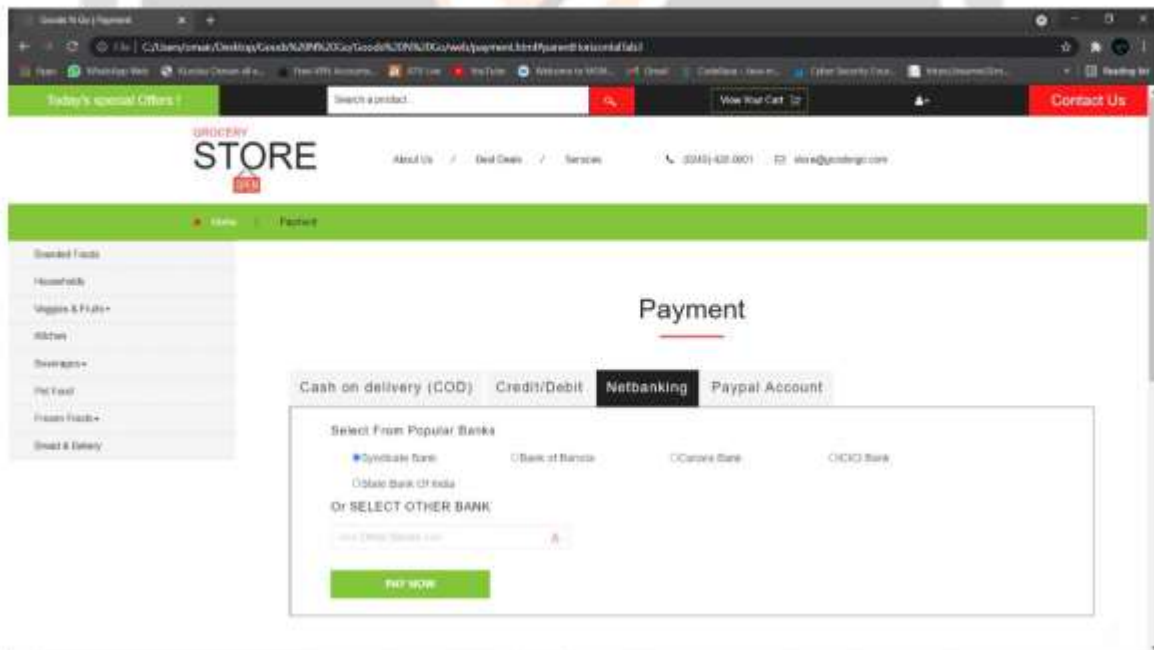


Fig.6 is the Net Banking payment method where customer can pay for their order using the Net Banking method if they have the bank account that supports net banking.

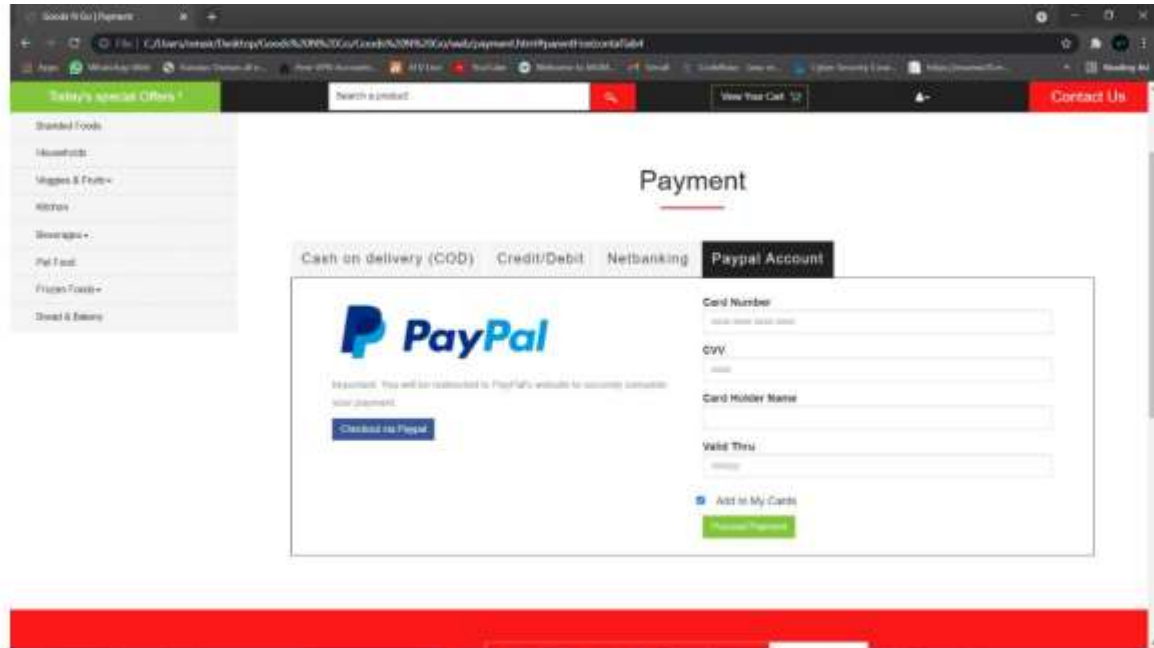


Fig. 7 is the PayPal gateway method if the customers are having a PayPal they can pay through PayPal as it's the most common payment gateway used worldwide.

4. CONCLUSIONS

This Web Application provides facility to shop online worldwide. It saves the time as it allows number of customers to shop online at a time and displays the total amount with different payment gateways, so no need to calculate the total amount. It is automatically generated by the server. Customer & Seller has a privilege to interact using with each other using the contact us and newsletter method. User can register online, successfully login and start shopping if he have some problem then they can contact the team to solve their problem.

The main purpose of our project is to develop an application that offers online shopping and making the payment a lot easier. Most of the available apps are entertainment-based, which mostly do not contribute to the shopping enhancement of the customers. The theme of our shopping website is to provide user friendly interface for shopping that becomes easier, so in this web app we focus on different types of products as well as delivery process. This online shopping is useful for the customer to buy any product available online.

This Goods N' Go Grocery Store includes some main modules, namely login dashboard and the checkout dashboard. The login module contains login credentials that needs to be entered in order to gain access for shopping and payment. Also customer can reach the supportive team via email or by calling on the given number. In the other hand the checkout module contains products/items that the customer ordered with their total amount and they can even select a payment method which is easy for them. We have learned a lot about JavaScript base by using JQuery, CSS, HTML and Bootstrap. We have found that the development process is hard and time-consuming, but it can be managed by a team work. We hope that other developers will take advantage from our experience/from our development.

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