

Shopify

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ABSTRACT

Shopify is basically an online store. To design a website, we need to think like user to attract the users towards our website and we have to arrange our content and products for effective display on the Internet. Shopify allows customers to directly buy products from a seller over the Internet using a web browser.

1. Introduction

Shopify is a website which allows user to buy and sell the products online. Consumers find a product of interest by visiting the website of the retailer directly. Customers can shop online using a range of different computers and devices, including desktop computers, laptops, tablet computers and smartphones. Cash on delivery is valid in online shopping for products. We can find the products category wise and add them to the cart.

2. Shopping Website

Shopify is an online store. That means it allows user to buy and sell the products online. Shopify has an attractive UI which attracts users and make them engage in our website more and more.



Chart -1

3. Literature review

As we all know, internet and e-commerce are entirely committed towards every developed country. But we think it can be accomplished and can make a remarkable benefit to developing countries also if an ideal business purpose can be made. A huge amount of research works has been done which is basically on online shopping. A large group of researchers has found out and also pointed out the necessity and possibilities of Online Shopping. On the other hand, limitation of ecommerce is found and at the same time, they provided essential suggestion and came to a

prediction to make Online Shopping more useful for the consumers. But the contribution of traditional marketing is also inescapable but compare to online shopping it is less effective we think.



Chart -2

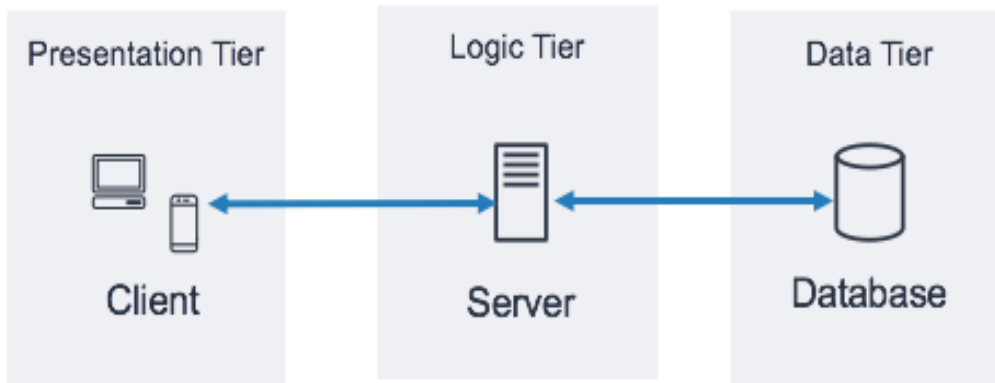
4. Requirements

- A User-Friendly Design.
- Description of the products.
- registration and login pages.
- User-friendly pop-up messages.
- A Streamlined Checkout Process.
- A valid Order Fulfillment Method.
- High-Resolution Photos.
- Special Offers.
- Enhanced Shopping Cart
- Make categories easy to navigate.
- Admin page.

5. PROPOSED SYSTEM ARCHITECTURE AND IMPLEMENTATION

❖ THREE-TIER ARCHITECTURE:

Sometimes, having two major tiers is not enough for the system to function well. Therefore, there is a need to have three tiers, one of them being the business side. Practically, the three-tier architecture consists of three layers, including the presentation layer, business layer, and data layer. These layers are independent and might run on different servers. Moreover, each layer is treated as a separate module, including independent development and maintenance. Below, each tier is going to be discussed in more detail.



- **PRESENTATION LAYER:**

The presentation layer is the entry point to the three-tier architecture. This part is often the part that is seen by the customer and therefore it is often referred to as a graphic user interface or GUI. The presentation layer consists of the frontend part and the backend part. Such frameworks and libraries as MVC Razor, Vue.js, React, and Angular are applied here. Practically, this layer includes the beginning and the end of the processing requests or data. This layer uses validation to make sure that all necessary data are retrieved when it comes to processing requests.

- **BUSINESS LAYER:**

The business layer is also often called a service layer. This layer uses business logic and business rules to save and process data. This layer, for example, tracks and saves user preferences when users log in to the website and make their purchases. At this point, the customer logs in to the website and is shown the previously chosen shipping method or previously browsed goods. Types of the payments done by this user also might be saved in the business layer and then used when the user logs in again. Practically, a lot of data processing requests are performed in this layer and might be used to gather data from the customer behavior to save it for preferences and further strategical use.

- **DATA LAYER**

The data layer is the final layer that is used to process final data requests. The data obtained in the business layer go here too. All these data are processed and stored in the database and usually kept using LINQ to SQL procedures. Thus, the data layer can be connected directly to the database or it can send the data to the data service to handle them.

- ❖ **Implementation:**

Implementing an e-commerce shopping cart gives your business the ability to sell your products online day and night, reach new clients, target your ideal market, establish a strong brand, and build closer relationships with your customers by improving their purchasing experience.

Whether you're setting up an online store for the first time or updating your current platform, platform implementation is one of the most complex aspects of launching an e-commerce site. Without the guidance of a consultant with years of experience, programming expertise and deep knowledge, your efforts to set up an e-commerce solution can become plagued by cost overruns, programming errors, and delays resulting in poor sales performance and reduced profits.

Simplicity has over 20 years of implementation experience. We have been helping businesses just like yours, big and small, build online shopping platforms to get their businesses up and running on the web. Contact us today to see how we can get your business store implemented and making money.

- ❖ **Advantages of eCommerce implementation:**

- Allows you to sell products 365 days a year, 24 hours a day.

- Lowers your costs and raises your sales margins
- Creates cost-saving efficiencies
- Creates an automated cycle of repeat business
- Connects you to new customers previously unavailable to you due to distance and operating hours
- Collects customer data, demographics, and produces marketing leads
- Gives your customers control over how and when they'd like to shop

Implementation gives you the tools to expand your client base and the control to run your business efficiently and cost effectively.

6. CONCLUSIONS

We learnt a lot of things while creating this website. We have also learnt new tools and technologies in the market. We use various software's and languages to make our website. We learn more about these software's and languages. Also, we learnt about front-end, back-end and how to create and use database. While creating a website we have experienced that if we keep updating our website it will be more useful for people as there are no such websites like us in market right now.

7. REFERENCES

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