E-commerce -Online Shopping cart system

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Abstract: The Online Shopping is a web based application intended for online retailers. The main objective of this application is to make it interactive and its ease of use. It would make searching, viewing and selection of a product easier. It contains a sophisticated search engine for user's to search for products specific to their needs. The search engine provides an easy and convenient way to search for products where a user can Search for a product interactively and the search engine would refine the products available based on the user's input. The user can then view the complete specification of each product. They can also view the product reviews and also write their own reviews. The application also provides a drag and drop feature so that a user can add a product to the shopping cart by dragging the item in to the shopping cart. The main emphasis lies in providing a user friendly search engine for effectively showing the desired results and its drag and drop behavior.

I. INTRODUCTION

An Ecommerce website is an information technology method in which trader, businesses/distributor/marketers can sell products/services and the customer can purchase on that website electronically by using internet on the mobile and computer. It means an e-commerce website is an online shop. E means electronic. Commerce means business. Website means the assembly of HTML web pages and that is fashioned to market/sell information/product/services. In a superior perspective, every website on the internet is the Ecommerce Website. It can be the podium, it can be a marketplace, it can be portal, it can be apps, it can be an entertaining website, shopping website, online courses website and online gradation college.

II. LITERATURE REVIEW

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.

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.

In the recent study of Chen, Ching and Tsou (2007), the authors cited from Azjen (1988); Azjen and Fishbein (1980), that the theory of reasoned action (TRA) states that behavioral intentions formed through the attitude toward a behavior and subjective norms lead to actual behavior given the availability of resources and opportunities. A person's interest in performing a particular behavior is reflected by the attitude toward a behavior and it is determined through behavioral beliefs; these beliefs are obtained through a cognitive evaluation of outcomes associated with performing the behavior and the strength of the association between outcomes and behavior; while the evaluation produces either a favorable or unfavorable response to the object, person, thing or event (Chen, Ching and Tsou, 2007).

According to Monsuwe, Delleart and Ruyter (2004), there are five external factors to understand consumer's intention to purchase in the internet which is the consumer personality, situational factors, product characteristics, previous online shopping experiences and the trust in online shopping. Consumer's trait includes their demographic factors such as age, income, gender and educational level will lead them to have the intention to shop online. For age factor, consumers that are aged under 25 has more potential to shop in online because of their interest in using new technologies to search for product information and compare and evaluate alternatives (Wood, 2002). For educational level, higher educated consumers are more likely to use the internet for their shopping medium because they are more computer literate (Burke, 2002).

III. PROPOSED SYSTEM

In the proposed system customer need not go to the shop for buying the products. He can order the product he wish to buy through the application in his Smartphone. The shop owner will be admin of the system. Shop owner can appoint moderators who will help owner in managing the customers and product orders. The system also recommends a home delivery system for the purchased products.

System analysis is the process of gathering and interpreting facts, diagnosing problems and using the information to recommend improvements on the system. System analysis is a problem solving activity that requires intensive communication between the system users and system developers. System analysis or study is an important phase of any system development process. The system is viewed as a whole, the inputs are identified and the system is subjected to close study to identify the problem areas. The solutions are given as a proposal. The proposal is reviewed on user request and suitable changes are made. This loop ends as soon as the user is satisfied with the proposal.

The current system for shopping is to visit the shop manually and from the available product choose the item customer want and buying the item by payment of the price of the item . 1. It is less user-friendly. 2. User must go to shop and select products. 3. It is difficult to identify the required product. 4. Description of the product limited. 5. It is a time consuming process 6. Not in reach of distant users.

IV. Requirement Analysis

requirements are expressed in a software requirement document. The Software requirement specification (SRS) is the official statement of what is required of the system developers. This requirement document includes the requirements definition and the requirement specification. The software requirement document is not a design document. It should set out what the system should do without specifying how it should be done. The requirement set out in this document is complete and consistent. The software specification document satisfies the following:- 1 It specifies the external system behaviors. 2 It specifies constraints on the implementation. 3 It is easy to change. 4 It serves as reference tool for system maintainers. 5 It record forethought about the life cycle of the system. 6 It characterizes acceptable response to undesired events

User Class and Characteristics: There are 3 types of user of this software- 1.General public 2. Customers 3.Administrator

1. General public can use the system to see the product, their prices and quantity available. General user can not buy the products.

2. Customers are using for viewing and buying the products. Customer can also write feedbacks for products and services

3. Administrators can add,edit & delete products. and provide services to the customer. Administrator can see the daily sell. Can also see the feedback given by the customer. Administrator maintaining the deliveries.

Functional Requirements:

• The System must provide following functionalities—

• Keeping records of admission of customers.

• keeping the records of products.

• keeping the daily sell .

• Storing the feedback given by the customer.

• keeping details about the product it is delivered or not. Etc

. • Storing the items selected by the customer in the temporary storage.

Performance Requirements:

        In order to maintain an acceptable speed at maximum number of uploads allowed from a particular customer will be any number of users can access the system at any time. Also connections to the servers will be based on the criteria of attributes of the user like his location, and server will be working whole 24X 7 times.

PROJECT DESIGN

        The design of the web application involves the design of the forms for listing the products, search for products, display the complete specification for the product, and design a shopping cart that is easy to use.

• Design of an interactive application that enables the user to filter the products based on different parameters

• Design of an application that has features like drag and drop etc.

• Design of application that decreases data transfers between the client and the server.

        Any member can register and view available products. Only registered member can purchase multiple products regardless of quantity. ContactUs page is available to contact Admin for queries. There are three roles available: Visitor, User and Admin.

 • Visitor can view available products.

• User can view and purchase products.

• An Admin has some extra privilege including all privilege of visitor and user. Admin can add products, edit product information and add/remove product. Admin can add user, edit user information and can remove user.

Admin can ship order to user based on order placed by sending confirmation mail.

Using the code:
1. Attach the database in your "SQL Server Management Studio Express".
2. Run the application on Microsoft Visual Studio as web site.

3. Locate the database.

MasterPage details: OnlineShopping Master Page (Similar MasterPage for Visitor, User and Admin)

Web Pages details: Home Page
     AboutUs Page
     Clothing Page
       OrderUs Page
       ContactUs Page
       Admin Page
       Login Page
       Register Page
       Track

Screenshots:
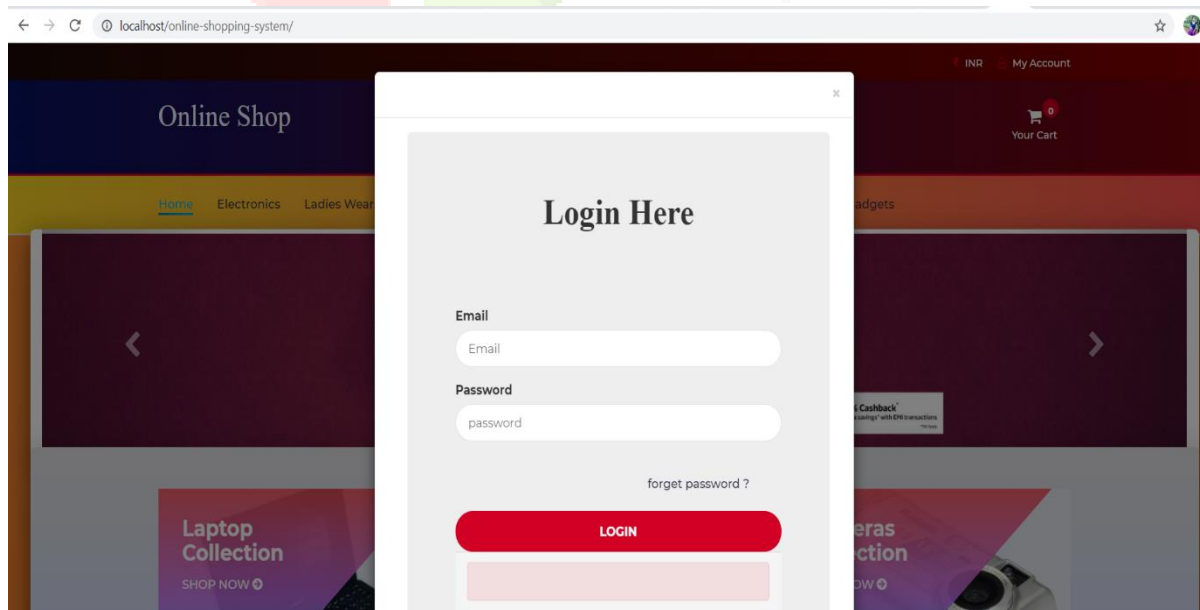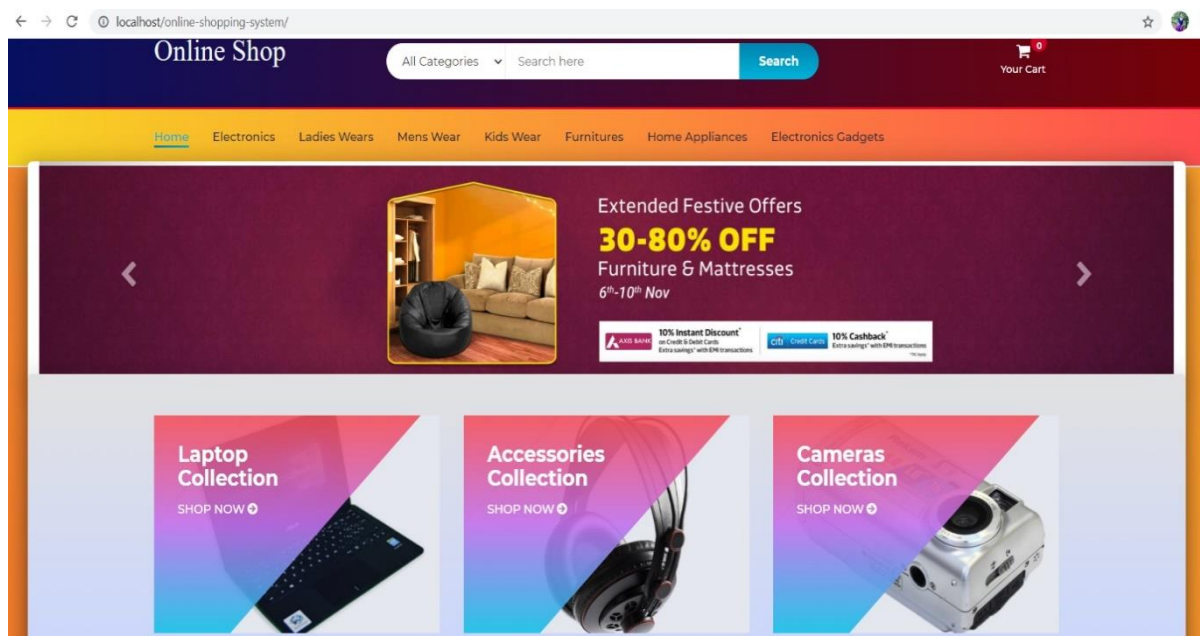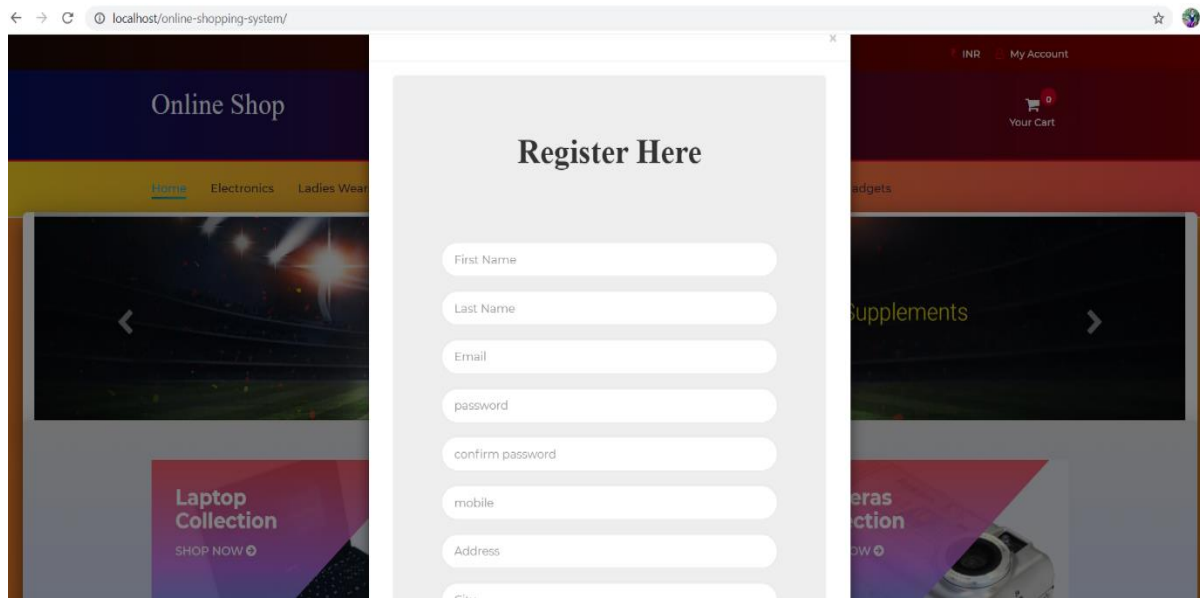
CONCLUSION

The 'Online Shopping' is designed to provide a web based application that would make searching, viewing and selection of a product easier. The search engine provides an easy and convenient way to search for products where a user can Search for a product interactively and the search engine would refine the products availablebased on the user's input. The user can then view the complete specification of each product. They can also view the product reviews and also write their own reviews. Use of Ajax components would make the application interactive and prevents annoying post backs. Its drag and drop feature would make it easy to use.

FUTURE WORK:

The project made here is just to ensure that this product could be valid in today real challenging world. Here all the facilities are made and tested. Currently the system works for limited number of administrators to work. In near future it will be extended for many types of insurance policies so that efficiency can be improved. Also we Want to Increase facilities of this project, add printing option, to develop graphical design, to publish this website in online, remove all the limitation.

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