

## DIGITAL E-COMMERCE SHOPPING

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### ABSTRACT

The primary goal of an e-commerce site is to sell goods and services online. This final year project deals with the ecommerce online sales of products from local place such as to reduce the delivery time. The system is implemented using a backend database and in front-end using HTML and CSS. In order to build an E-commerce website, a particular number of various technologies must be researched and studied. This include Front-end part, Server and Client side scripting techniques(such as php), relational databases (such as MySQL).

In this project, the main aim is to demonstrate that with better interaction features in laptops and smart phones web sites could improve sales over the net.

The shopping experience is more diverse than ever. Customer can search product in our website, add products to cart and at last they pay and buy the products. The team can collaborate with local marketing sellers to test the performance of website.

- Shopping is one of the essential part of our daily life
- Online shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser or a mobile app.

**Keywords:** Analysis, Investigation, Research.

### I. INTRODUCTION

E-Commerce (Electronic Commerce) is the process of buying and selling of goods and services, or the transmitting of funds or data, over an electronic network, primarily over the internet. Business transactions occur either as (business to business), (business to consumer), (consumer to consumer) and (consumer to business). E-Commerce shopping have become one of the most important part of our daily lives. Technological advancement has made it possible and convenient for people to sit in their homes and still shop online without visiting any physical shop. Africans have also joined the trend of e-commerce business, so this project is meant to design an ecommerce online shop so that the people in local area will able to purchase their goods and services online. The customer can search product, select the product, update the cart, remove products from the cart and check out from the online store. The customer is also able to update his information such as names, address and other data. The User is only able to browse the online shop and can add any product in the cart. The user is limited to the use of the shop. E-commerce is the process of buying and selling goods and services or the transmitting of the funds or data over and electronic network, primarily over the internet. These business transactions occur either as business to business(B2B), business to consumer (B2C), consumer to consumer or consumer to business(C2B).

**Business to Business (B2B)** E-commerce refers to the electronic exchange of products, services or information between Businesses. Examples include online directories and product supply exchange websites that allow businesses to search products, services and information.

**Business to Consumer (B2C)** is the retail of E-commerce on the internet. It occurs when businesses sell products, services or information directly to the consumers. Examples of these sites is Amazon, Flipkart which dominates the B2C market.

**Consumer to Consumer (C2C)** is the type of E-Commerce in which consumers can trade products, services and information with each other online. These transactions are generally conducted through a third party that provides an online platform over which these transactions are conducted. Example of C2C are online auctions and classified advertisements. eBay and Craigslist are being the two most popular platform.

**Consumer to Business (C2B)** is a type of E-Commerce in which consumers can make their own products and services available online for companies to bid and purchase. A popular example of C2B platform is a market that sells photographs, images, website templates and designing elements.

### I. METHODOLOGY

Method and analysis which is performed in your research work should be written in this section. A simple strategy to follow is to use keywords from your title in first few sentences.

#### SYSTEM DESIGN AND DESCRIPTION

➤ sign up

This refers to registering as a customer. The registered member has a lot of privileges associated with the shop when one becomes a customer.

➤ Login

After the user has registered, the user becomes a customer, and he or she can log in with their personal information.

➤ View

The customer can see all the products in the catalog and able to look at the products and some features on the homepage.

➤ Edit

The customer can make changes to their data displayed on the customer page.

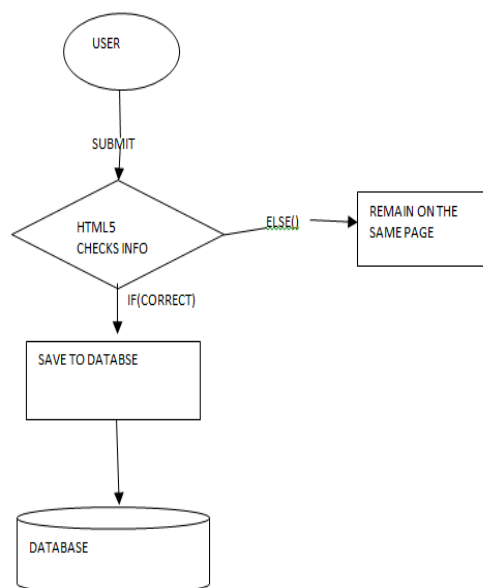
➤ Update Cart

This refers to putting or removing products from a shopping cart.

#### THE MANAGEMENT UNIT

➤ user registration

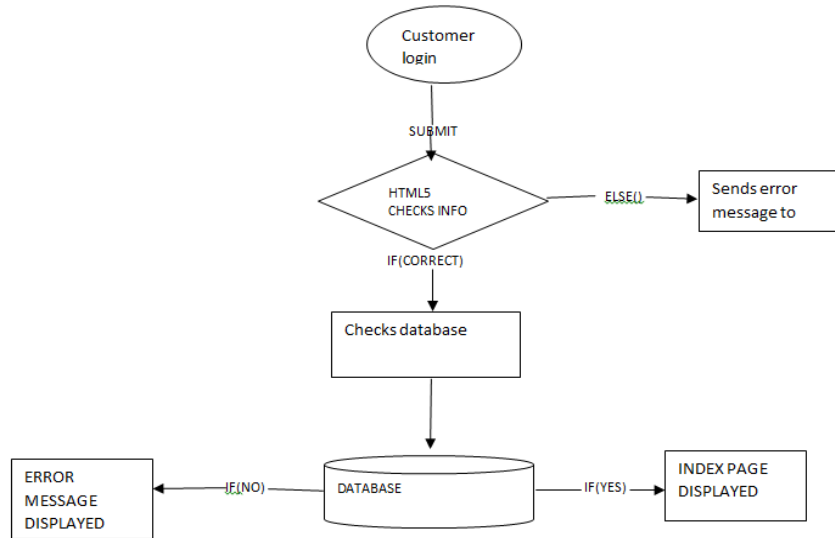
The Users will use their exclusive information to register. After filling the form and submitting it, the Html5 checks to see whether all the fields entered by the user are correct or not. If the area is not correctly filled the user remains on the same page but if the requirements are met the data goes to the database (table "admin\_users") and saves the information of the User. The User then becomes a customer, and he or she is then directed to the login webpage of the shop.



➤ Customer login

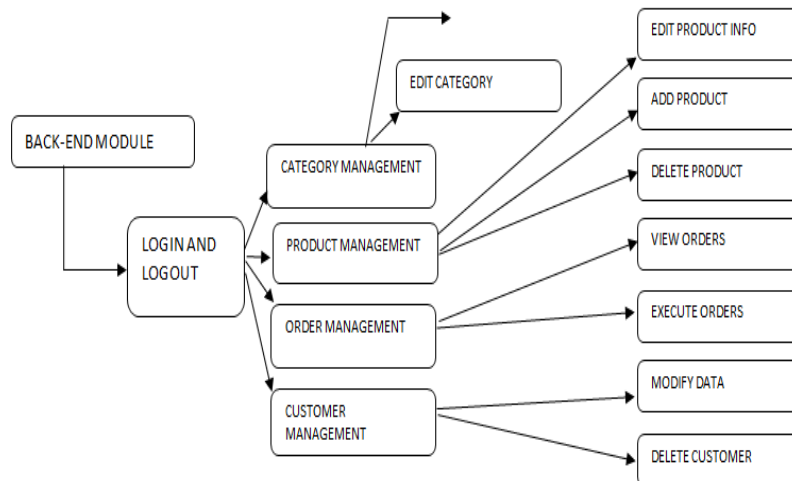
The customer will use his particular data e-mail and password to log into the shop. After submitting the form, the Html5 checks whether all the fields which have been filled by user is correct. If the condition is not met the customer remains on the same page but if the fields are correctly filled the customer login information is sent to

the database to check if the data entered into the areas are same as the ones used to register to the database. If it is correct, the customer is redirected to his homepage, and he can successfully pick products and check out if they are done shopping.



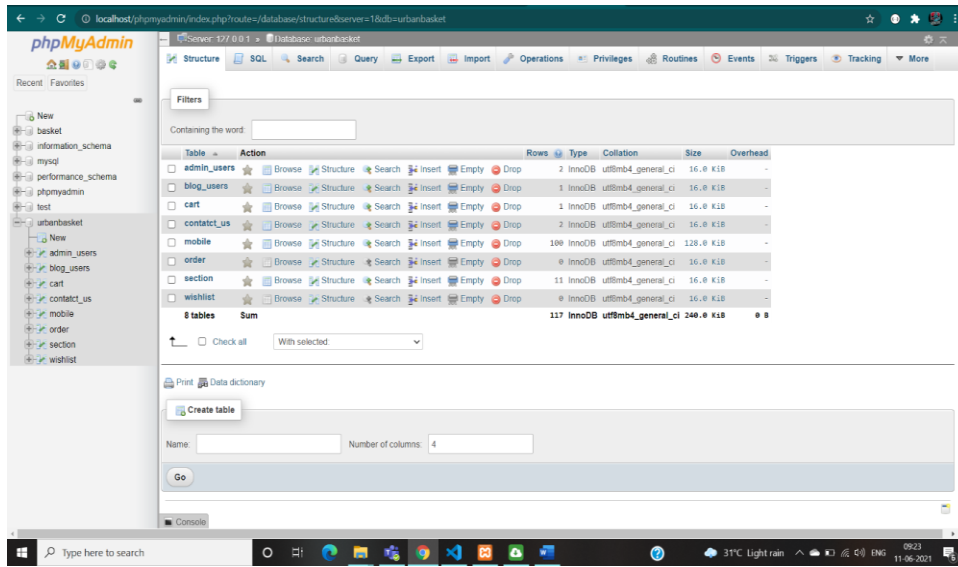
➤ BACKEND MODULE

This includes Units such as products, brand, category, orders and, customer management modules. The back-end module/Unit is used to manage the backend of the shop. This is only available to the administrators. They can manipulate the shop to suit the conditions they have set for the shop. They also make sure that customers have a good experience when visiting the shop by updating products, deleting products, executing orders to warehouses, and managing customers.



**DATABASE DESIGN**

MySQL database is used to save software data for this project. MySQL is relational database management, and it is free of charge. All of the information is kept in a selected table, and every table has particular range columns and rows. It has eight tables named as admin\_users, contact\_us, blog, section, mobile, cart, wish list, order, and payment.



Database figure table showing various brands :

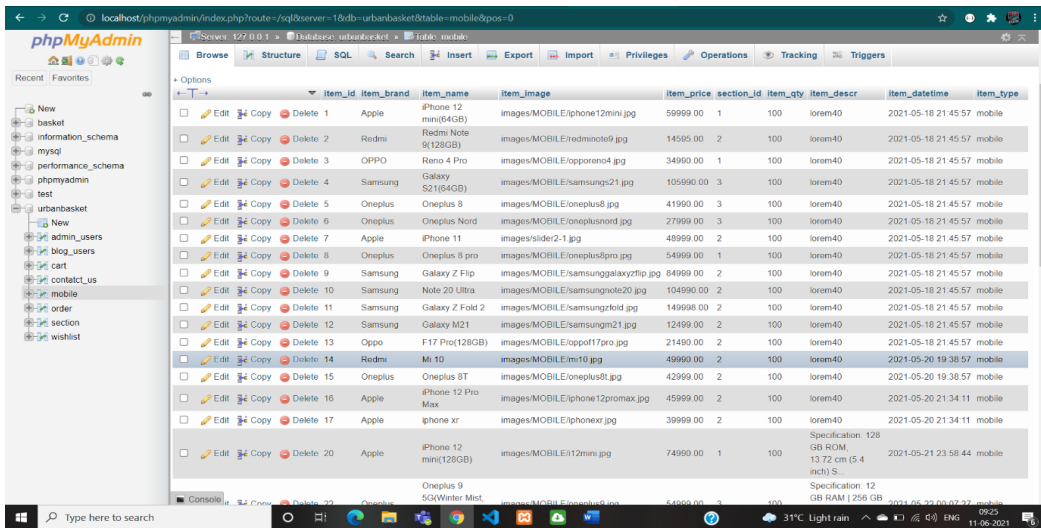
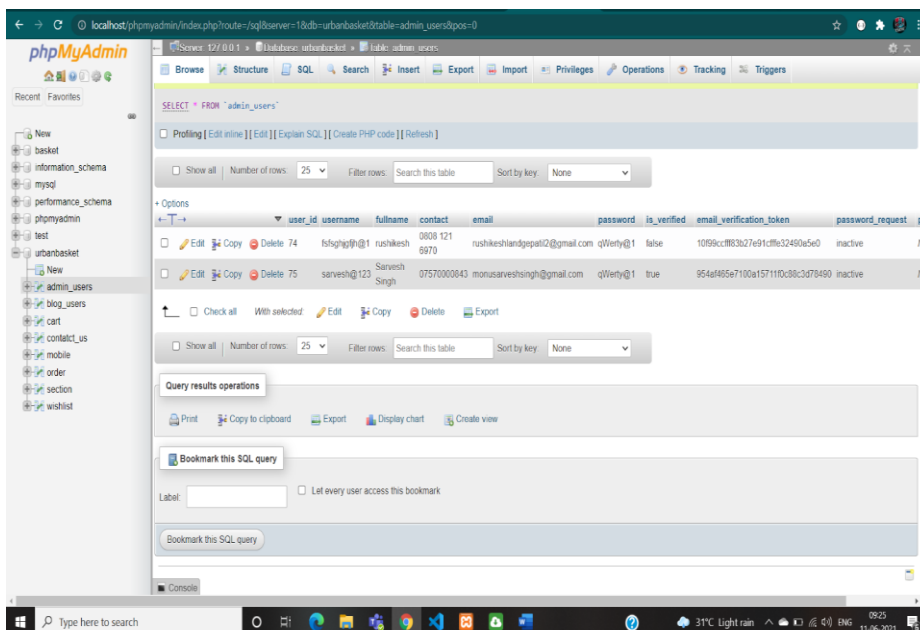


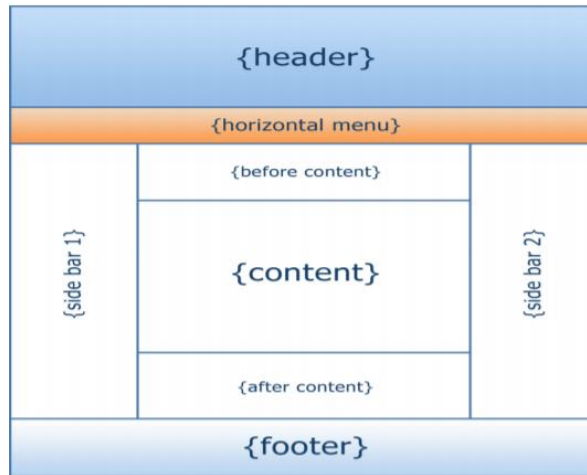
Figure shows registered customer's in the store:



## II. MODELING AND ANALYSIS

### HTML5

HTML means Hypertext Markup Language. This language is used in creating web pages. This language also supports other languages such as CSS, PHP, JAVASCRIPT, etc. in creating interactive and responsive pages on the pages. HTML5 is just an updated version of the HTML. It supports new features, new attributes, new HTML5 elements, full of CSS3, video that help users and also help web developers to create new features easily on the website.



### CSS3

CSS is simply referred to as Cascading Style Sheets. CSS is used to define styles for web pages, including the design, layout, and variations in the display for different devices and different screen sizes. The general structure of CSS

Basic Syntax:

selector {property : value}

HTML tag you want to modify

The property you want to change

The value you want to take the property

Example:

```
p {
text-align: center ;
color : blue;
font-family : poppins;
}
```

CSS can be used in a separate style sheet or used in the webpages.

```
1 <!doctype html>
2
3 <html lang="en">
4 <head>
5 <meta charset="utf-8">
6
7 <title>Title here</title>
8
9 <link rel="stylesheet" href="css/styles.css">
10
11 </head>
12
13 <body>
14 <script src="js/scripts.js"></script>
15 </body>
16 </html>
```

**JAVASCRIPT**

JavaScript is a high-level language which could be used independently or inculcated into the webpage. It is used to, handle requests and responses and also add dynamic behavior and also store information on a website.

```

1 <!doctype html>
2
3 <html lang="en">
4 <head>
5   <meta charset="utf-8">
6
7   <title>Title here</title>
8
9   <link rel="stylesheet" href="css/styles.css">
10
11 </head>
12
13 <body>
14   <script src="js/scripts.js"></script>
15 </body>
16 </html>

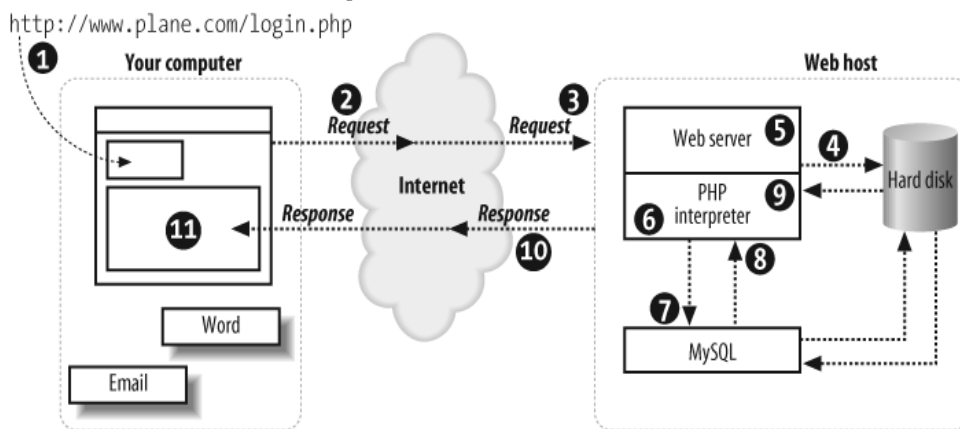
```

CSS can be used in a separate style sheet or used in the webpages

**PHP**

PHP is a server-side scripting language that is used to develop Static websites or Dynamic websites or Web applications. It is designed for web development to implement dynamic web pages and can be embedded into HTML.

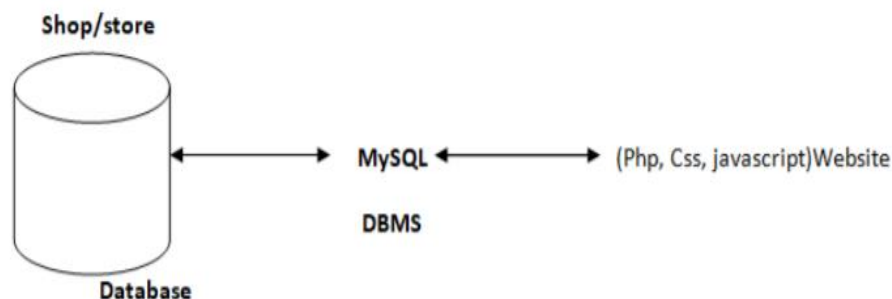
Figure demonstrates how the web server operates:



**MySQL**

MySQL is a free source database system, and it enables the cost-effective delivery of reliable and a high-performance and scalable Web-based and embedded database applications. It is a relational database system (RDBMS). It is a high performing program and scalable to meet the demands of users and data. MySQL is written in C and C++, so it is compatible with most of the operating systems available over the world.

A Figure showing the concept of MySQL:



### XAMPP

XAMPP is an integrated development surroundings, which includes Apache HTTP Server, MySQL Database, and PHP Mercury, PERL or Python on a home windows based computer. Apache is a web server available in MySQL. MySQL is an open source database management. XAMPP is used in collaboration with PHP, ySQL and Windows 8 operating system.

### PhpMyAdmin

PhpMyAdmin is a open and free source MySQL management program application written in PHP and was first launched in 1998 under a GNU operating system preferred public license. It is a cross-platform help for the essential working structures and helps the management of more than one servers. It supports most of the MySQL compatibilities and have an intuitive net interface. In addition it supports developing PDF graphics of database layout, importing information from CSV and SQL formats as well as exporting records to various codes such as SQL, XML, PDF and CSV.

### VS Code

Visual Studio Code is a source code editor made by Microsoft for windows, Linux and macOS. Features include support for debugging, syntax highlighting, intelligent code completion, snippets, and embedded Git.

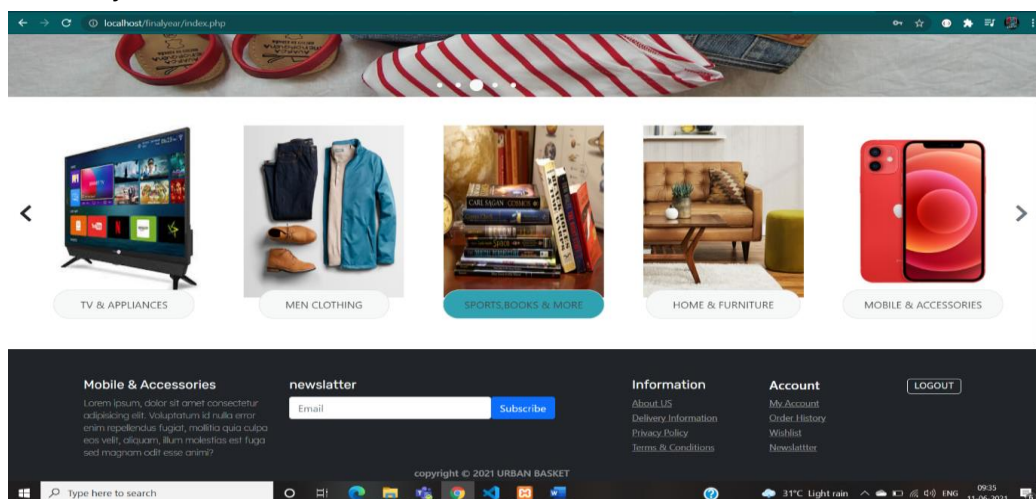
VS code is a source code editor that can be used with a variety of programming languages, including JAVA, JAVASCRIPT, NodeJS, Python and C++. It is based on the election framework, which is used to develop NodeJS Web Application that run on the Blink layout engine. VS Code employs the same editor component used in Azure DevOps( formerly called VS Online and VS Team Services).

## III. RESULTS AND DISCUSSION

### CUSTOMER INTERFACE LAYOUT

The customer can browse a product, add that product in the cart, change personal information, check shopping history and checkout or log out. The User, on the other hand, can only browse and add that product in the cart. The homepage or interface is the index page of the shop so can be accessed when the address is typed into a browser. The webpage has products images, names, prices, product categories and product brands. The webpage has a registration link, login link, cart, company contact information.

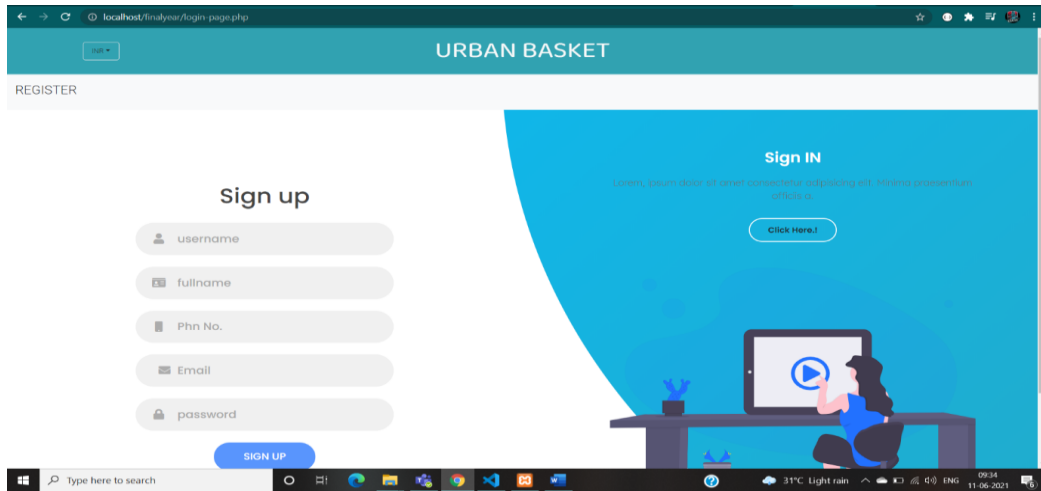
Figure shows the layout of HOMEPAGE :



### ➤ Registration web page

This registration page is only for users who wish to become customers. They have to meet the required filled standard for them to register successfully otherwise they will remain on the same page. When they register, their information is saved directly to the "admin\_users". This registration file "login-page.php" is run with a code editor.

The Figure shows the layout of the customer registration form :



➤ Email Verification

Email is sent to the user register email id before user credentials created for login. When user verifies the email provided then only user can able to login. The communication software used is SMTP(Simple Mail Transfer Protocol).

Figure shows mail sent:

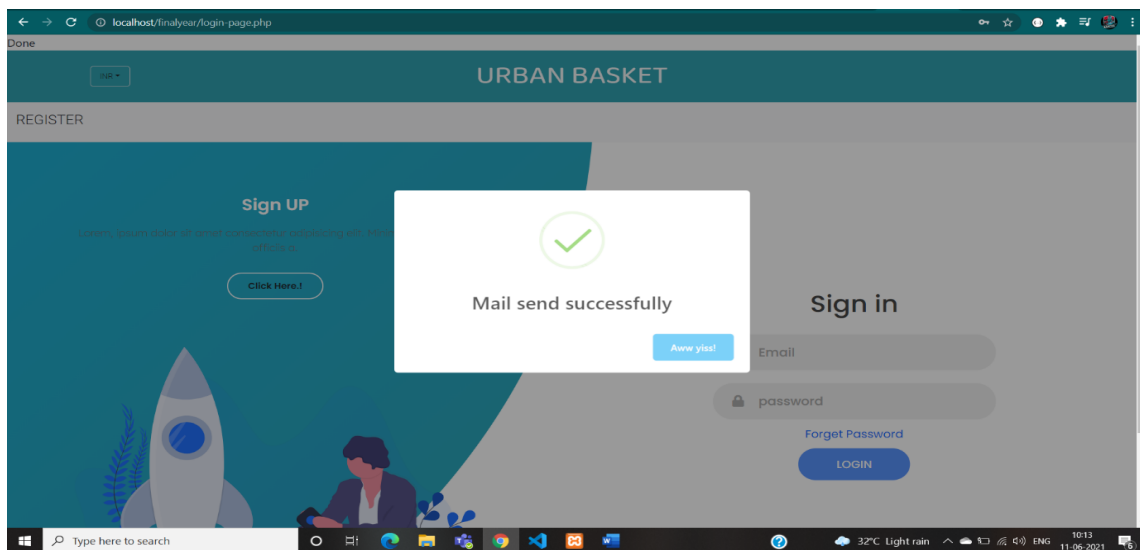


Figure shows mail received:

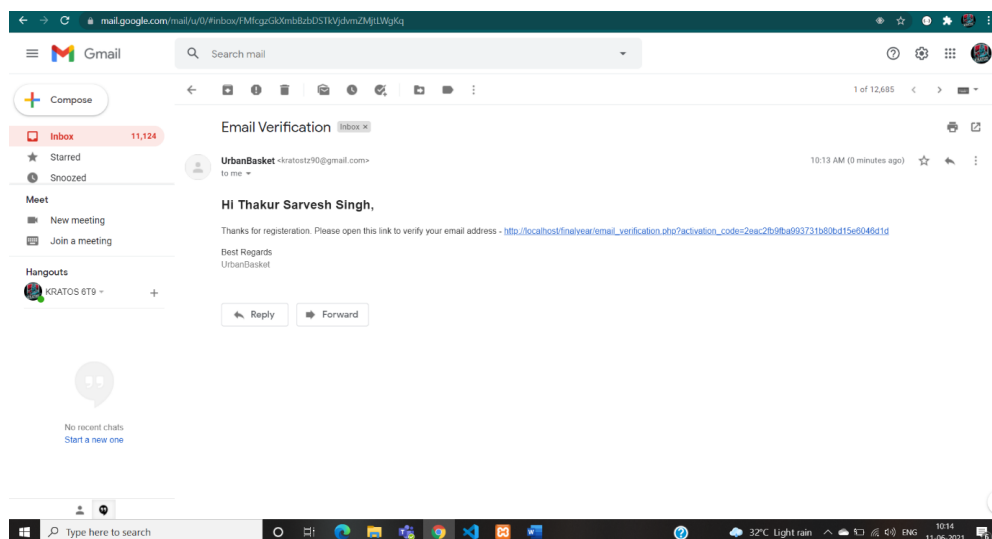
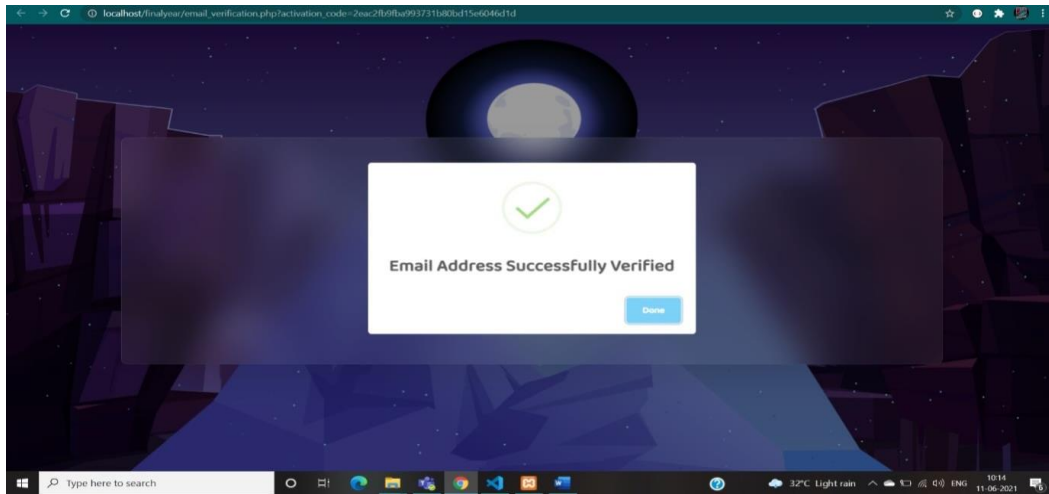




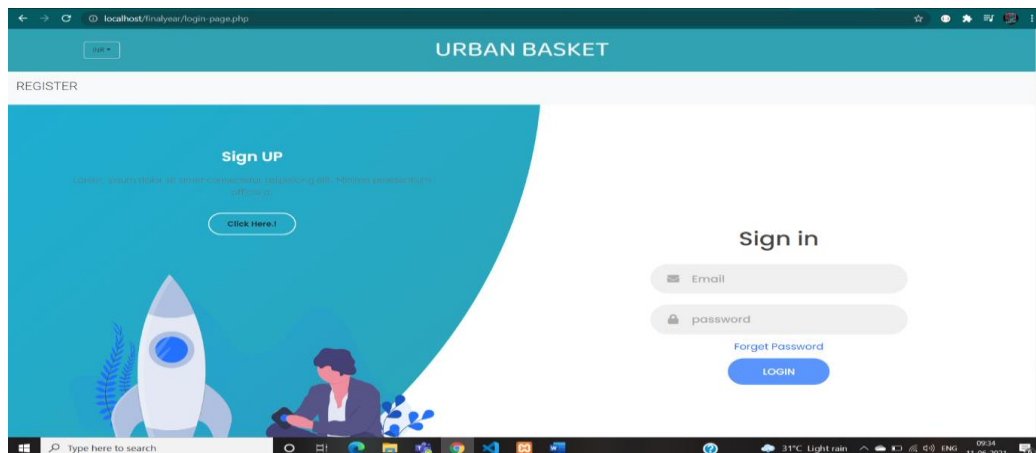
Figure shows mail id has been verified:



### ➤ Login web page

Customers will have the right to log in with their information such as e-mail and password. The information is sent to the database to check for a match. If no match is found the customer will remain on the same webpage, otherwise he is directed to the index page. This can be accessed by running "login-page.php" file with an editor.

Figure shows the layout of customer login page snippet.:



### ➤ Customer Forgets Password

If customer forgets his/her password they can simply send mail to their register email address and change password. Password will get updated in database table too.

Figure shows that user has forgets his/her password:

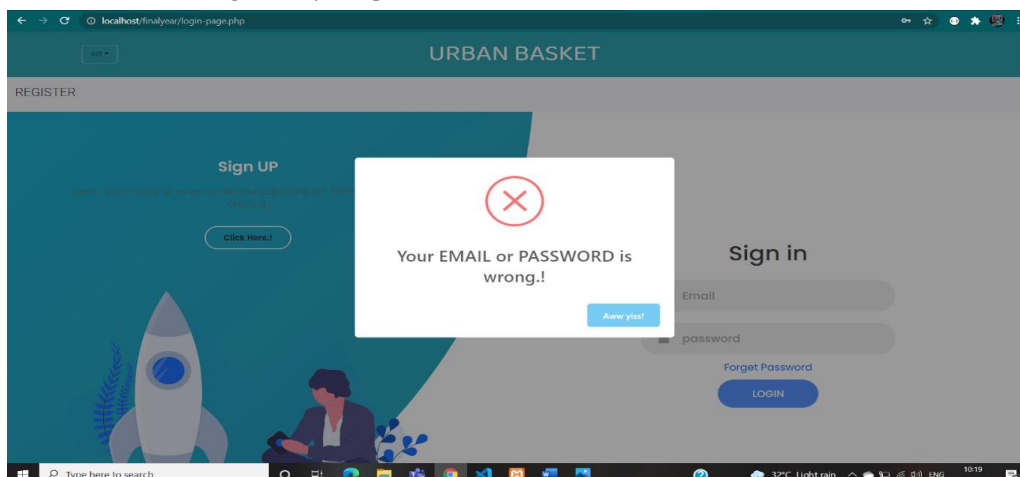


Figure shows that user can enter registered mail id and generate change password mail:

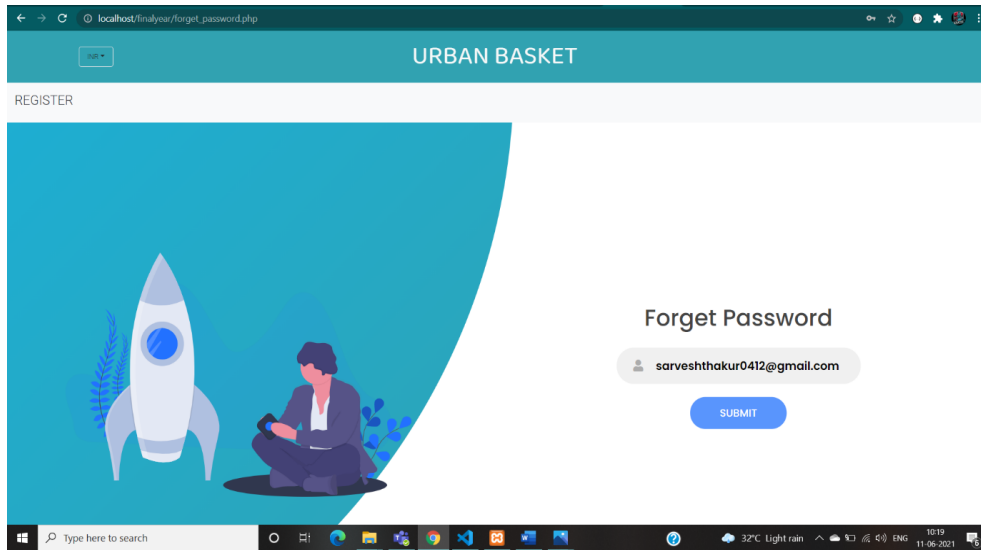


Figure shows that password reset mail received successfully :

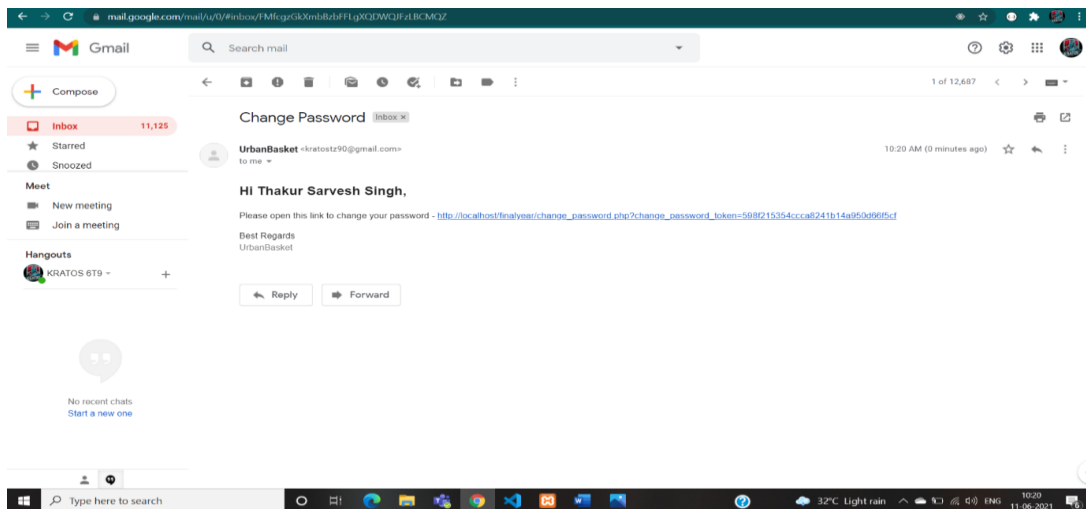
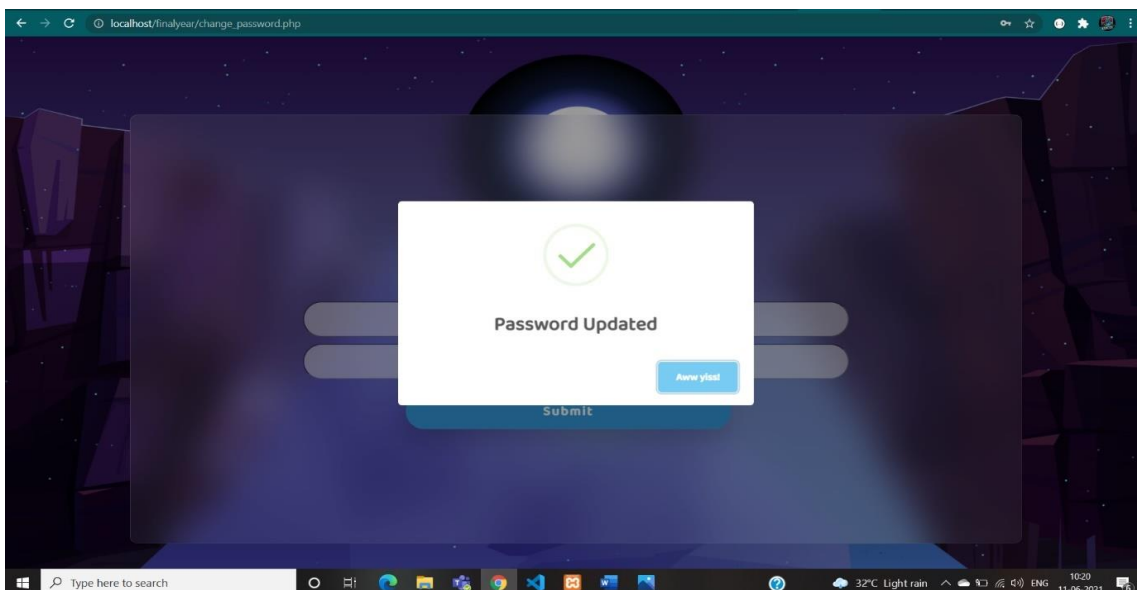
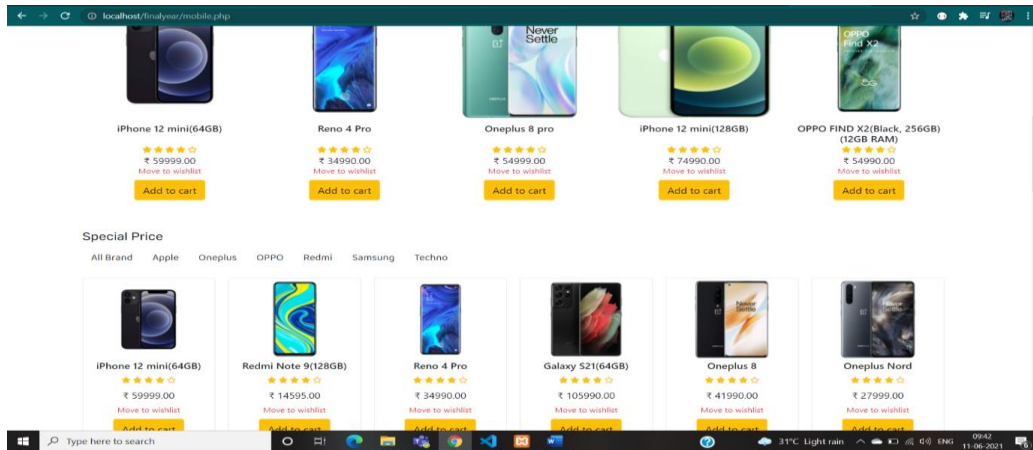


Figure shows that password is updated successfully:



### ➤ Customer purchasing product

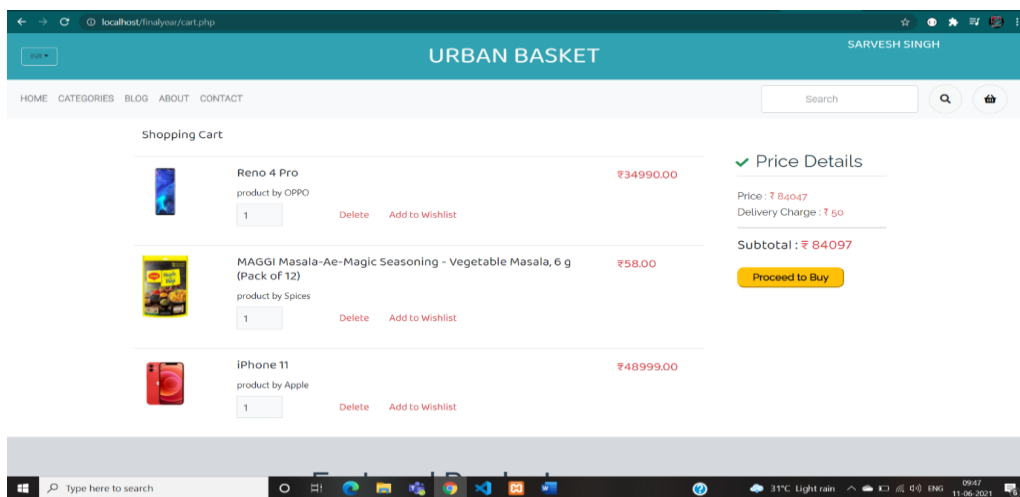
Figure shows the layout of shopping section :



➤ Shopping Cart

The consumer can add the products in the cart. They can also update the shopping cart, time to time until they are done shopping. After that, they can check out by clicking on the checkout button.

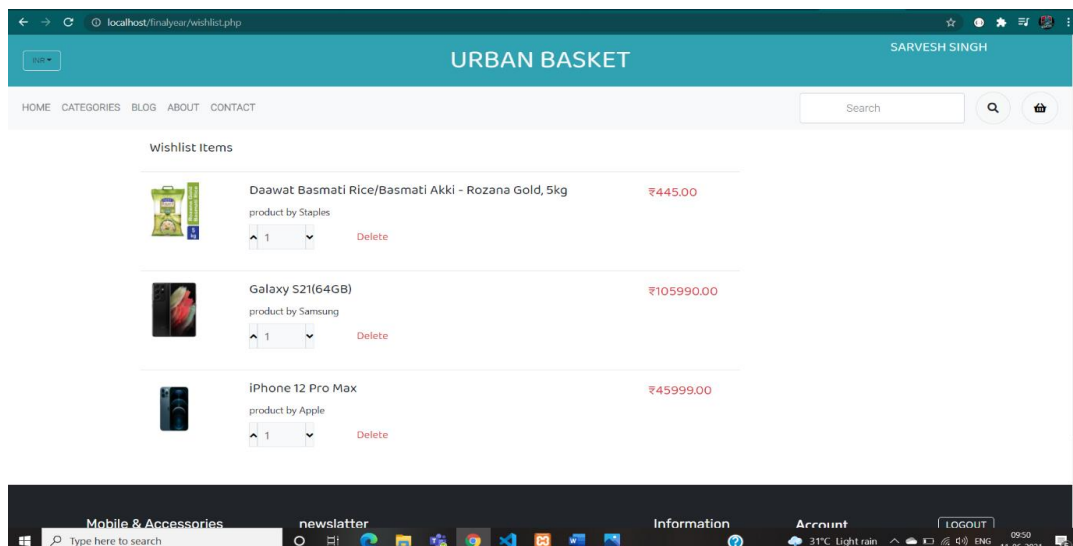
Figure shows that the product is added into cart :



➤ Wish List

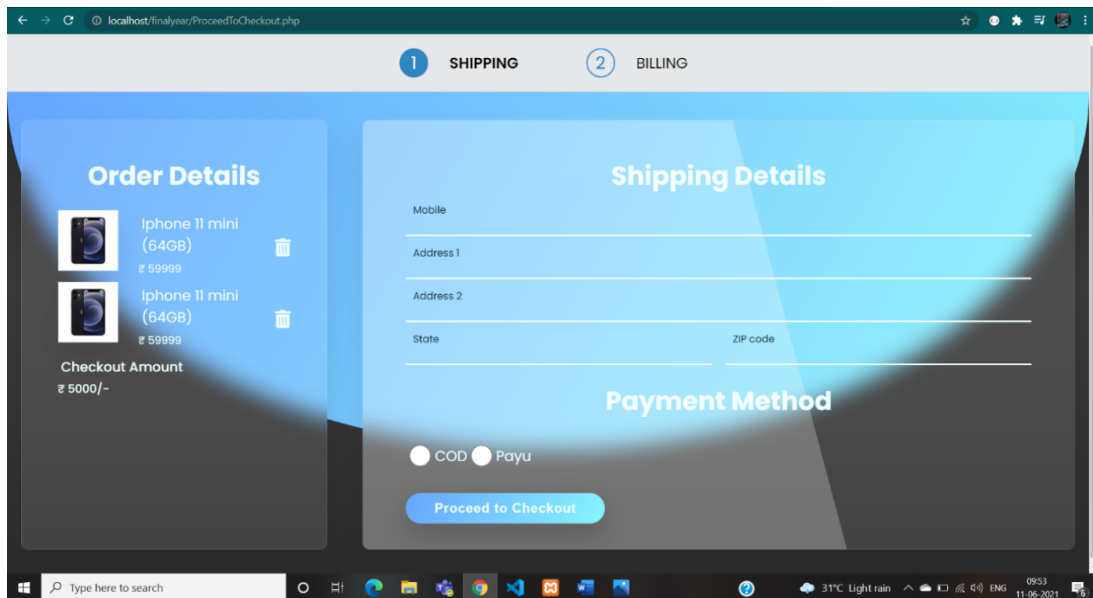
The consumer can add the products into the wish list. They can also update the shopping cart from time to time when they want that product later. After that, they can check out by clicking on the checkout button.

Figure shows the wish list portion :



➤ **Proceed to Checkout**

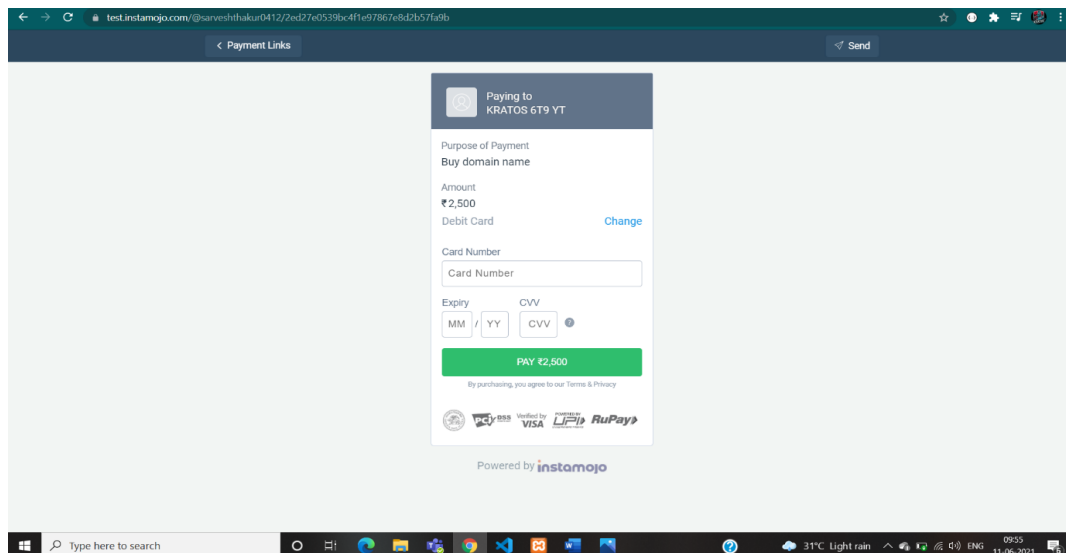
Figure shows the portion of shipping address :



➤ **Payment**

This is the final stage of any shopping website. The customer who is satisfied with their choice of product and price can now pay with

Figure shows the final payment page :



**IMPLEMENTATION OF RESULTS**

Customer interface are the main interfaces created in this project. With the customer, I used HTML5 and CSS3. The HTML5 was used to create the structure of the page while the CSS was used to style the page. PHP is a dynamic language, so I used it to automatically fetch information from the database into the web pages without rewriting every data by hand.

**Basic HTML of the shop**

This is the basic HTML of the shop. PHP is used to enclose the file because the project will use PHP in most of the project otherwise the system will fail to work with the database. The DOCTYPE declaration is a simple indication that the page is written in HTML5. The content of the page shows the title, links, logos, and the CSS used in styling the webpage.

Figure shows the sample code for product section :

```

1 <?php
2 require('product.php');
3 $product = new Product($con);
4
5 <main id="main-site">
6
7
8
9
10 <!-- Owl Carousel -->
11
12 <section id="banner-area">
13
14 </section>
15
16 <!-- Top Sale -->
17
18 <section id="top-sale">
19
20 <div class="container py-5">
21
22 <h4 class="font-rubik font-size-20">Top Sale</h4>
23
24 <div class="owl-carousel owl-theme">
25
26 <div class="item py-2">
27
28 <div class="product font-rale">
29
30 <a href="itempage.php?id=1" ?>
33
34 <h4 style="height: 40px; margin-bottom:auto">?</h4>
35
36 <div class="rating text-warning font-size-12">
37
38 <span>< class="fas fa-star"></span>
39
40 <span>< class="fas fa-star"></span>
41
42 <span>< class="fas fa-star"></span>
43
44 <span>< class="fas fa-star"></span>
45
46 </div>
47
48 <div class="price">
49
50 </div>
51
52 </div class="item">
53
54 </div>
55
56 </div>
57
58 </section>
59
60 </main-site>
61

```

### Basic CSS of the shop

The basic CSS used for the project. It has the body, banner, main and sidebars frames. They are also padded while the headers font size are sized to be 1.8em(29px).

Figure shows the code for designing using CSS :

```

1
2 @import url('https://fonts.googleapis.com/css?family=Anton&display=swap');
3 @import url('https://fonts.googleapis.com/css?family=Arvo&display=swap');
4 @import url('https://fonts.googleapis.com/css?family=Baloo+Thambi+2,+cursive');
5 @import url('https://fonts.googleapis.com/css?family=Bevan&display=swap');
6 @import url('https://fonts.googleapis.com/css?family=Brok&display=swap');
7 @import url('https://fonts.googleapis.com/css?family=Cherry&display=swap');
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83 @import url('https://fonts.googleapis.com/css?family=Cherry&display=swap');
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85 @import url('https://fonts.googleapis.com/css?family=Cherry&display=swap');
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99 @import url('https://fonts.googleapis.com/css?family=Cherry&display=swap');
100 @import url('https://fonts.googleapis.com/css?family=Cherry&display=swap');

```

### User Registration

Figure shows the code for user registration:

```

1
2 $SESSION['password_error'] = "";
3 // Registration Page Commands
4
5 if (isset($_POST['submit'])) {
6
7     $is_verified = 'false';
8     $password_request = 'inactive';
9     $username = $_POST['username'];
10    $fullname = $_POST['full_name'];
11    $phone = $_POST['phone'];
12    $email = $_POST['email'];
13    $password = $_POST['password'];
14    $uppercase = preg_match('@[A-Z]@', $password);
15    $lowercase = preg_match('@[a-z]@', $password);
16    $number = preg_match('@[0-9]@', $password);
17    $specialChars = preg_match('@^[\w]@', $password);
18
19    if (!$uppercase || !$lowercase || !$number || !$specialChars || strlen($password) < 8) {
20        $SESSION['password_error'] = "could be! Password should be at least 8 characters in length. </li> should include at least one upper case le";
21    } else {
22        $sql = "select * from admin_users where username='username' and email='email'";
23        $result = mysql_query($con, $sql);
24        $num = mysql_num_rows($result);
25        if ($num > 0) {
26            $SESSION['status'] = "Email already taken";
27            $SESSION['status_code'] = "success";
28        } else {
29            $reg = "insert into admin_users(username,fullname,contact,email,password,is_verified,email_verification_token,password_request) values ('
30            $base_url = "http://localhost/finalyear/email_verification.php";
31            $mail_body = "
32            <div style="border: 1px solid #ccc; padding: 10px; text-align: center; font-family: sans-serif;">
33                <div style="font-size: 2em; font-weight: bold; margin-bottom: 10px;>Verify Your Email</div>
34                <div style="font-weight: bold; margin-bottom: 5px;>Hi , </div>
35                <div style="font-weight: bold; margin-bottom: 5px;>Welcome to our website!
36                <div style="font-weight: bold; margin-bottom: 5px;>You are a new member of our website. Please verify your email address by clicking the link below.
37                <div style="font-weight: bold; margin-bottom: 5px;>Thank you for registration. Please open this link to verify your email address - " . $base_url . "?activation_code=" . $activation_code . "
38                <div style="font-weight: bold; margin-bottom: 5px;>Best Regards </div>
39                <div style="font-weight: bold; margin-bottom: 5px;>UrbanTasker </div>
40            </div>
41            $mail->sendMail($mail_body, $email, $fullname, "Email Verification");
42        }
43    }
44
45 }
46
47
48
49
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51
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```

Figure shows the code for Login process :

```

// Login Page Commands
if (isset($_POST['submit_login'])) {
    $email = $_POST['email'];
    $password = $_POST['password'];
    $sql = "select * from admin_users where email='$email' && password='$password'";
    $result = mysql_query($con, $sql);
    $num = mysql_num_rows($result);
    if ($num == 1) {
        $row = mysql_fetch_array($result);
        if ($row['is_verified'] == "true") {
            $_SESSION['fullname'] = $row['fullname'];
            $_SESSION['user_id'] = $row['user_id'];
            header("location:index.php");
        } else {
            $response['email_verification_error'] = "Please verify your mail id";
            echo $response['email_verification_error'];
        }
    } else {
        $_SESSION['status'] = "Your EMAIL or PASSWORD is wrong!";
        $_SESSION['status_code'] = "error";
    }
}

// Forget Password Page Commands
if (isset($_POST['submit_password'])) {
    $email = $_POST['email'];
    $password_token = md5(rand());
    $sql = "select * from admin_users where email='$email'";
    $result = mysql_query($con, $sql);
    $num = mysql_num_rows($result);
    if ($num == 1) {
        $row = mysql_fetch_array($result);
        if ($row['password_request'] == "inactive" || ($row['password_request'] == null)) {
            $sql = "update admin_users set password_request = 'active', password_token = '$password_token' where email='$email'";
        }
    }
}
    
```

#### IV. CONCLUSION

The electronic shop was developed using PHP, MySQL, HTML5 and CSS3 technology. Any consumer can browse products, add, replace or delete a product from the cart. The consumer can log in, with his information such as his email and password. If the login does not go through, the user can re-register or ask to change the password. After login, the user can see the products inside the cart and proceed onwards. The product can be paid with Instamojo. However the consumer can still look at the orders in his or her account. The ordered price is saved in the database.

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