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CUSTOMER FOCUSED PROCESS IN E-COMMERCE WEBSITE

A Report for the Evaluation 3 of Project 2

**Submitted by
NIKITA DUDEJA
(1613101449)**

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**Under the Supervision of
Dr. SANJEEV KUMAR PIPAL, M.Tech., Ph.D.,
Professor**

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**SCHOOL OF COMPUTING AND SCIENCE AND
ENGINEERING**

BONAFIDE CERTIFICATE

**Certified that this project report “CUSTOMER FOCUSED PROCESS IN
E-COMMERCE WEBSITE” is the bonafide work of “**NIKITA DUDEJA
(1613101449)**” who carried out the project work under my supervision.**

SIGNATURE OF HEAD

**Dr. MUNISH SHABARWAL,
PhD (Management), PhD (CS)
Professor & Dean,
School of Computing Science &
Engineering**

SIGNATURE OF SUPERVISOR

**Dr. SANJEEV KUMAR PIPAL, M.Tech.,
Ph.D.,
Professor
School of Computing Science &
Engineering**

ABSTRACT

Nowadays as the process of shopping on the web is becoming commonplace. The objective of this project is to develop a general purpose e-commerce store where product can be bought from the comfort of home through the Internet. Electronic commerce, commonly written as e-commerce, is the trading or facilitation of trading in products or services using computer networks, such as the Internet. Our project CONSUMER FOCUSED PROCESS IN E- COMMERCE WEBSITE is aimed mainly for start-ups, Small and Medium sized Enterprises mainly in India. Through this multiple start-ups and small enterprise can have a web site that is effectively designed and maintained at a minimal cost. As start-ups and small enterprise do not have much investment, this website will become a good option for their business to grow. The objective of this project is to create an online shopping system web portal with a content management system which would allow product information to be updated securely using a mobile device.

In this project, we will be doing both front end and back end programming to give an implementation of e-commerce website .

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CHAPTER 1

INTRODUCTION

This consumer focused process in e commerce will first conduct an online survey and read the mindsets of the customers. Based on that survey will give enhanced results as per wish to the customer. This website enables vendors to set up online shops, customers to browse through the shops, and a system administrator to approve and reject requests for new shops and maintain lists of shop categories. Also, we will be developing and designing an online shopping site to manage the items in the shop and also help customers purchase them online without having to visit the shop physically. The online shopping system will use the internet as the sole method for selling goods to its consumers. Online shopping system which will allow formal and informal sellers in developing countries like India to advertise and sell their goods on the internet. This would permit rural communities and start-ups to make their wares available to the rest of the world via World Wide Web.

The objective of this project is to create an online shopping system web portal with a content management system which would allow product information to be updated securely using a mobile device. The web portal will have an online interface in the form of an online shopping system website that will allow users to buy goods from the seller.



A look at the evolving E-commerce Landscape

Software Specification:-

OPERATING SYSTEM: Windows 7

FRONT END : JAVA

BACK END : MY-SQL

1.2 Motivations and Scope

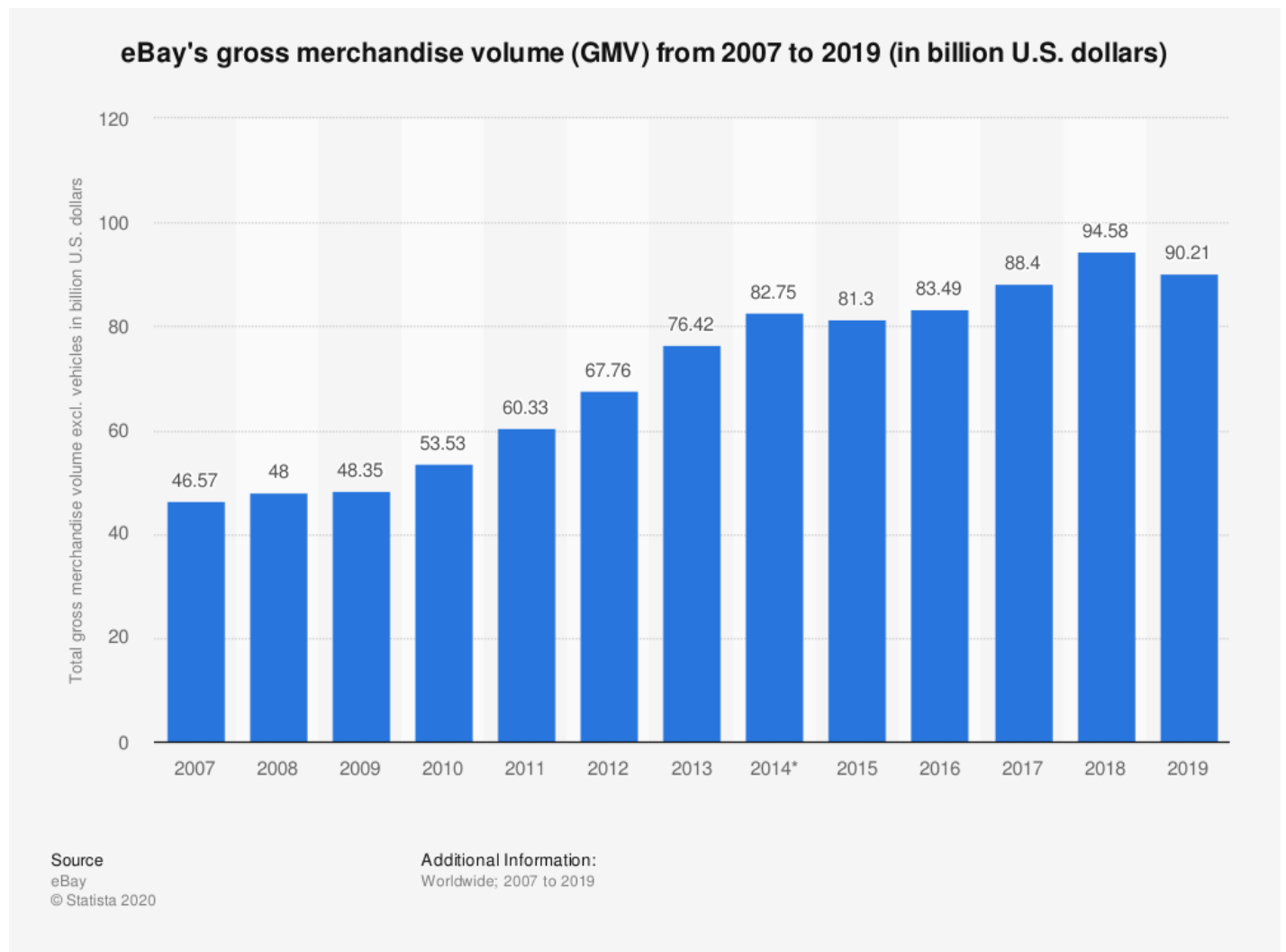
The Consumer focused process in E-Commerce website is intended to provide complete solutions for sellers as well as customers through a single get way using the internet. It will enable vendors to setup online shops, customer to browse through the shop and purchase them online without having to visit the shop physically. The administration module will enable a system administrator to approve and reject requests for new shops and maintain various lists of shop category.

Our project Consumer focused process in E-Commerce website, is aimed mainly for start-ups, Small and Medium sized Enterprises mainly in India. Through this multiple start-ups and small enterprise can have a web site that is effectively designed and maintained at a minimal cost. As start-ups and small enterprise do not have much investment, this website will become a good option for their business to grow.

1.3 Personal Shopper

An example is Personal Shopper at eBay. The private shopper feature of eBay allows customers to indicate items they're inquisitive about purchasing. Customers input a brief term and search on a collection of keywords of their choosing, including their price limit. On a periodic basis the positioning performs the customer's search over all auctions at the positioning and sends the customer an e-mail with the results of this search. Feedback Profile feature at eBay.com allows both of them to contribute to feedback profiles of other

customers, with whom they need done business. The feedback consists of a satisfaction rating in addition as a selected comment about the opposite customer. Feedback is employed to produce a recommender system for purchasers, who are ready to view the profile of sellers. When customers are furnished with a more extensive set of data before purchasing from a web site, they need a clearer idea of what they'll receive in terms of products and services. This decreases the extent of perceived uncertainty and risk, and increases customers' comfort levels with their purchasing decisions. Online shop must give e-customers reasons to settle on them over their competitors.



eBay's gross merchandise volume from 2007-2019

1.4 Objectives of study

- To find the factors that leads a website user to return to or recommend the website.
- To discover the key factors that influence online buying behavior of consumers in India.
- To identify who are the online shoppers in terms of demography.
- To understand the customer awareness.
- To determine the factors responsible for customer satisfaction.

Other Objectives: -

- User friendly interface.
- A central database holds the key to system.
- All forms are html templates driven
- Integration among all functional areas.
- The availability of the information is easy.
- Routine tasks are easily performed.
- It automates the redundant tasks.
- It will save time and money.
- In summary we can say that main objective of the project is to make the work easy and smooth.
- It will provide the better customer service and enhance the profit of the organization.
- It will provide the better customer service and enhance the profit of the organization.

CHAPTER 2

PROPOSED SYSTEM

This Consumer-focused process in e commerce will first conduct an online survey and skim the mindsets of the purchasers. Based on that survey will give enhanced results as per wish to the customer. This website enables vendors to line up online shops, customers to flick through the shops, and a supervisor to approve and reject requests for brand new shops and maintain lists of shop categories. Also, we'll be developing and designing a web shopping site to manage the things within the shop and also help customers purchase them online without having to go to the shop physically. The net shopping system will use the web and will serve as the sole method for selling goods to its consumers. Through the assistance of those sessions, we are able to get the feedback of the users while interacting and sympathizing with them. And, guarantee the customers that their subject has been safely transferred to the authorized team.

CRM should be implemented to extend customers' awareness and loyalty. Learning from business sites experiences, customer service strategies are very effective for companies to draw in customers and achieve online market. Social network and emotional strategy are important to reinforce customer loyalty. So as to make loyalty among customers, community involvement is critical. This involvement can increase trust and social relationship among customers, and as a result, allow them to have greater intent to create purchases. Example, when a customer selects a selected product, we'll offer the one-touch access to the FAQ section within the chat screen. Moreover, just in case a user wants specific information, then we'll take the input and present the asked information within seconds. Our e-commerce website offers FAQ, customer reviews, and a questions section.

B2B and B2C Experience is Converging: Must Focus on the Individual



APTTUS

Pivoting to the Customer: The power of E-commerce

2.1 : - Limitations of study

No research is complete without admitting the limitations that was faced while conducting a study which will contribute to present learning. This study too like the others have constrains which has been discussed below.

- The sample of the size will be limited to time and resources.
- The information will be collected valid until there is no any technical change or any innovation.
- The result is assuming that respondents have given accurate information.

CHAPTER 3

E-SERVICE QUALITY IN THE ONLINE SHOPPING

Customer satisfaction and trust are the indicators of profitability in e-commerce. A web site may be a key component of the net marketing strategy. Website is the start line for purchasers to realize confidence. Website design influences customers' perceived image of company, and attract customers to conduct purchasing online easily with good navigation and useful information within the website. Website design should meet the subsequent attributes so as to draw in customers to conduct purchasing online easily with good navigation and useful information on the website: appealing and well-organized website, consistent and standardized navigation, well-organized appearance of use interface, quickly downloading, and straightforward use.

It is vital for online retailers to form their sites simple, clear, and efficient. Shopping is believed to be pleasurable and satisfying to consumers when the e-commerce sites are fast, uncluttered, and straightforward to navigate. This suggests that care is required in designing it to serve the target market effectively and efficiently. This needs consideration of elements like easy navigation, aesthetics, content, accessibility, and features like personalization, customization, customer self-care, and communities. These sites economize on shopping time. These browsing benefits are likely to be exhibited in positive perceptions of e-satisfaction.



Customer experience statistics for 2020

CHAPTER 4

IMPLEMENTATION OR ARCHITECTURE DIAGRAMS

DFD'S: -The Data flow diagram can be explained as the separate levels indicating the individual complexity in each level of the system and gives a detailed explanation in the further levels that are following them.

0-levelDFD: -

It is also known as context diagram. It's designed to be an abstraction view, showing the system as a single process with its relationship to external entities.

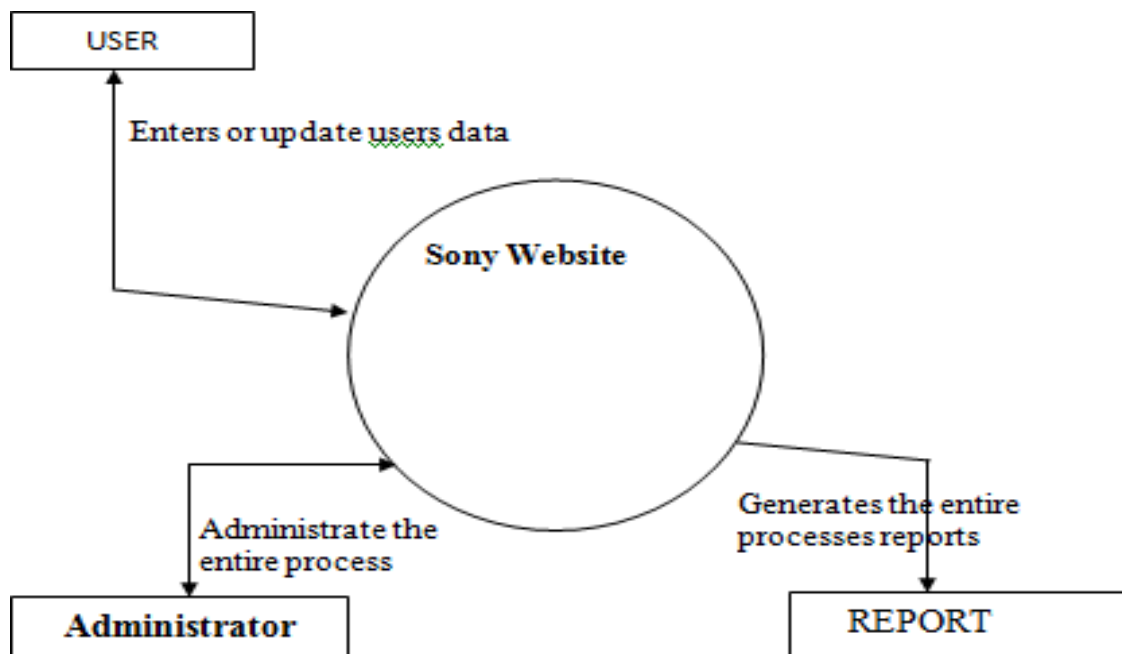
1-levelDFD: -

In 1-level DFD, context diagram is decomposed into multiple bubbles/processes.in this level we highlight the main functions of the system and breakdown the high-level process of 0-level DFD into subprocesses.

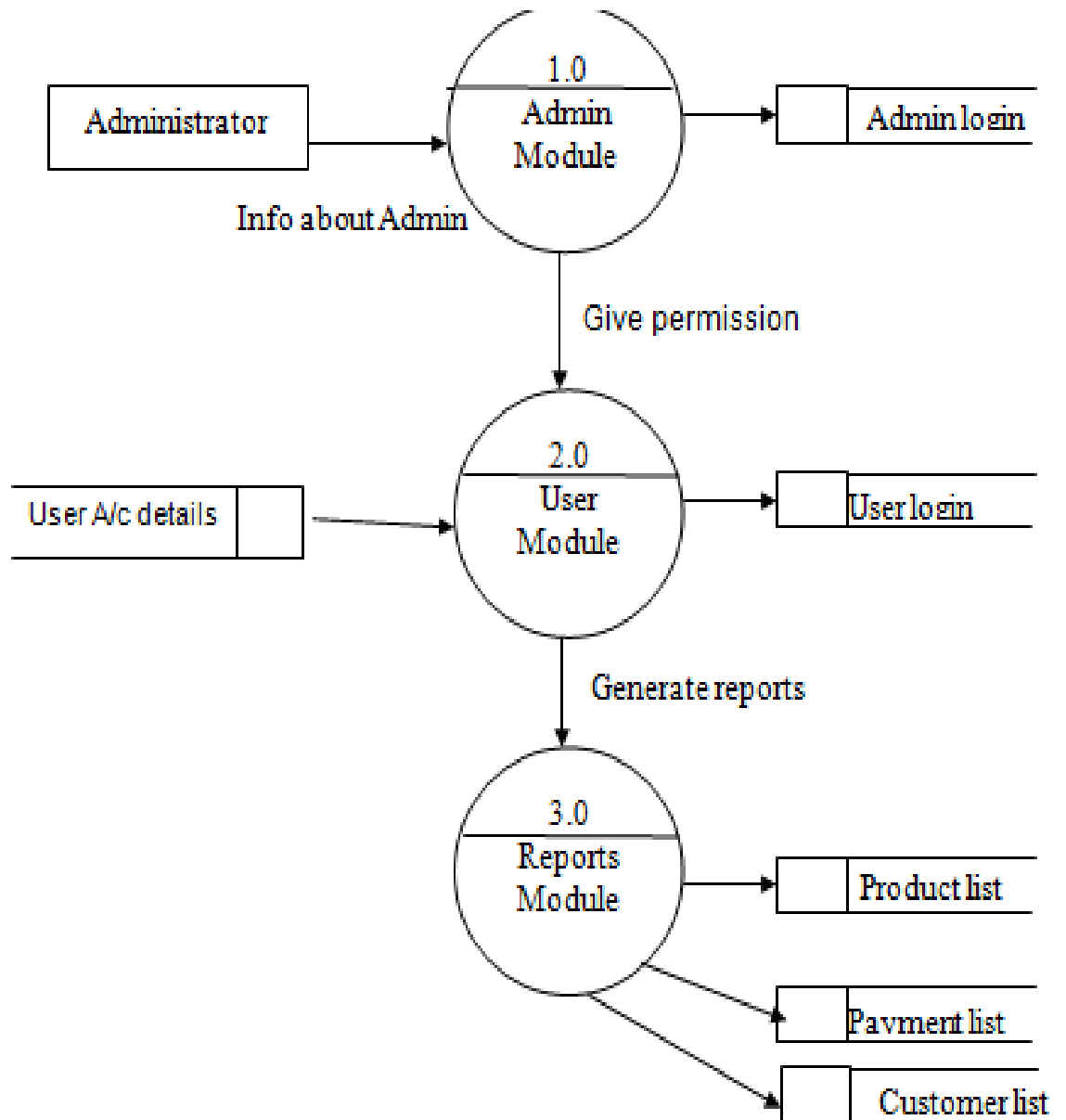
2-levelDFD: -

2-level DFD goes one step deeper into parts of 1-level DFD.It can be used to plan or record the specific/necessary detail about the system's functioning.

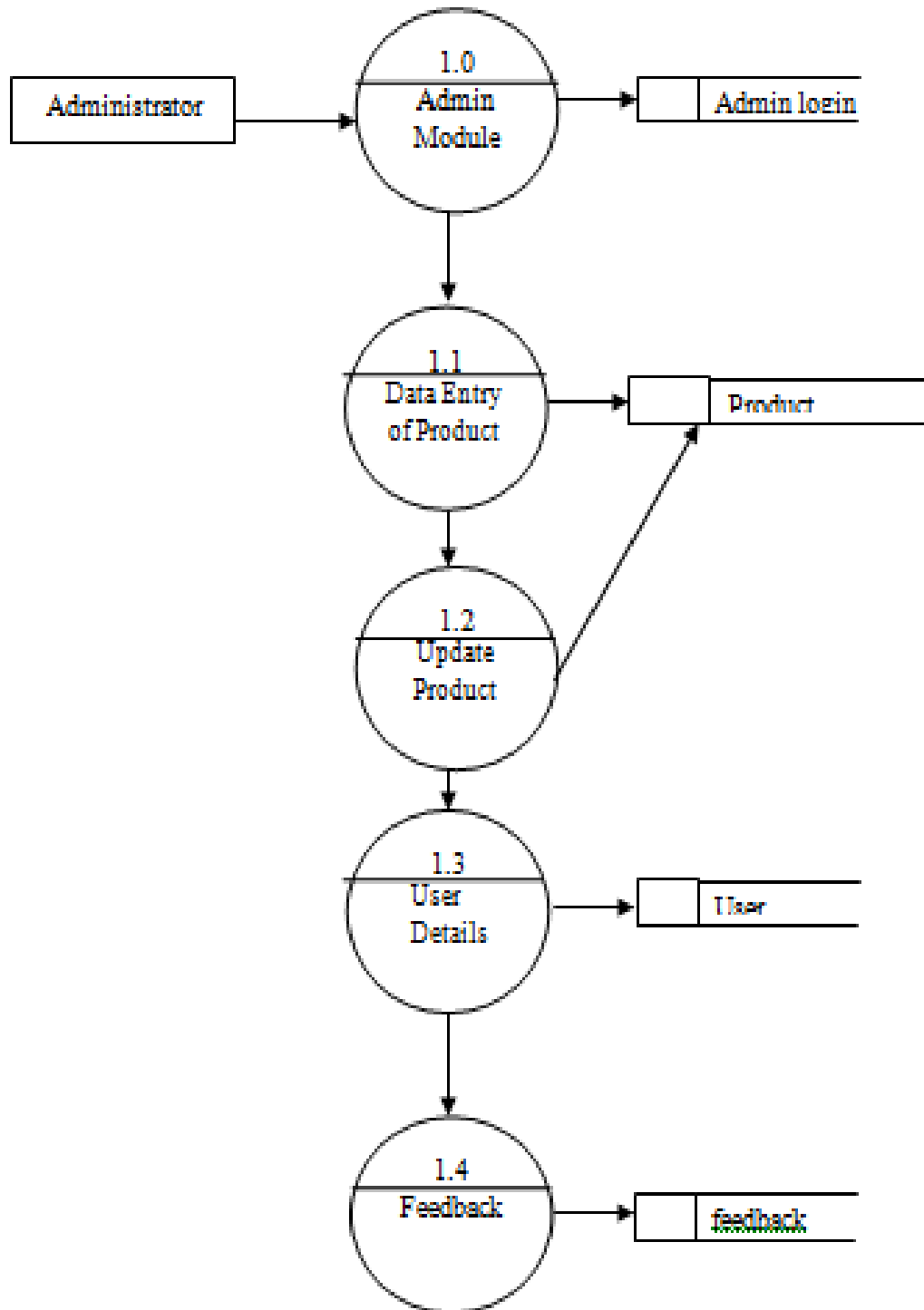
4.1 : - Context Level DFD



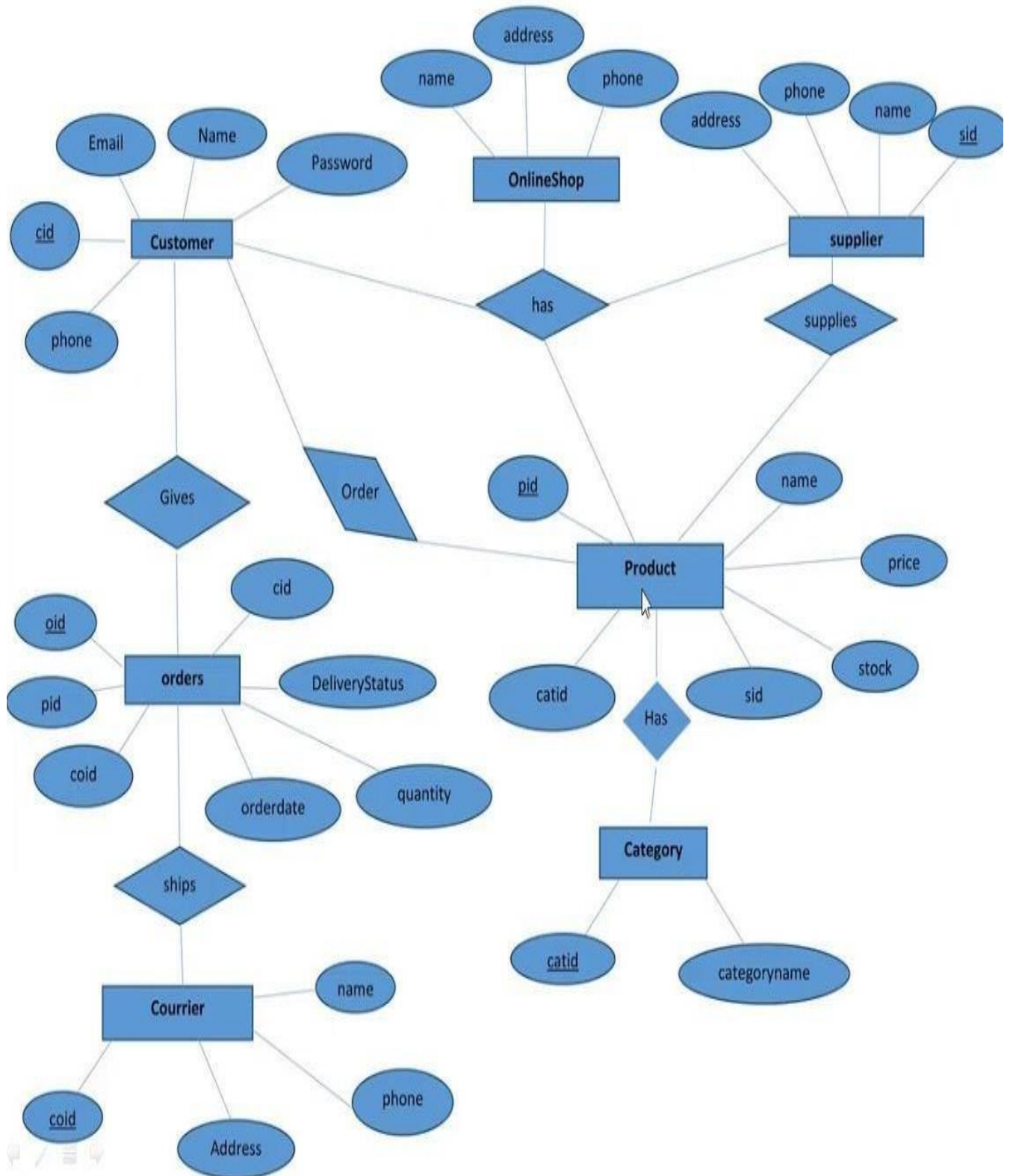
4.2: - First Level DFD



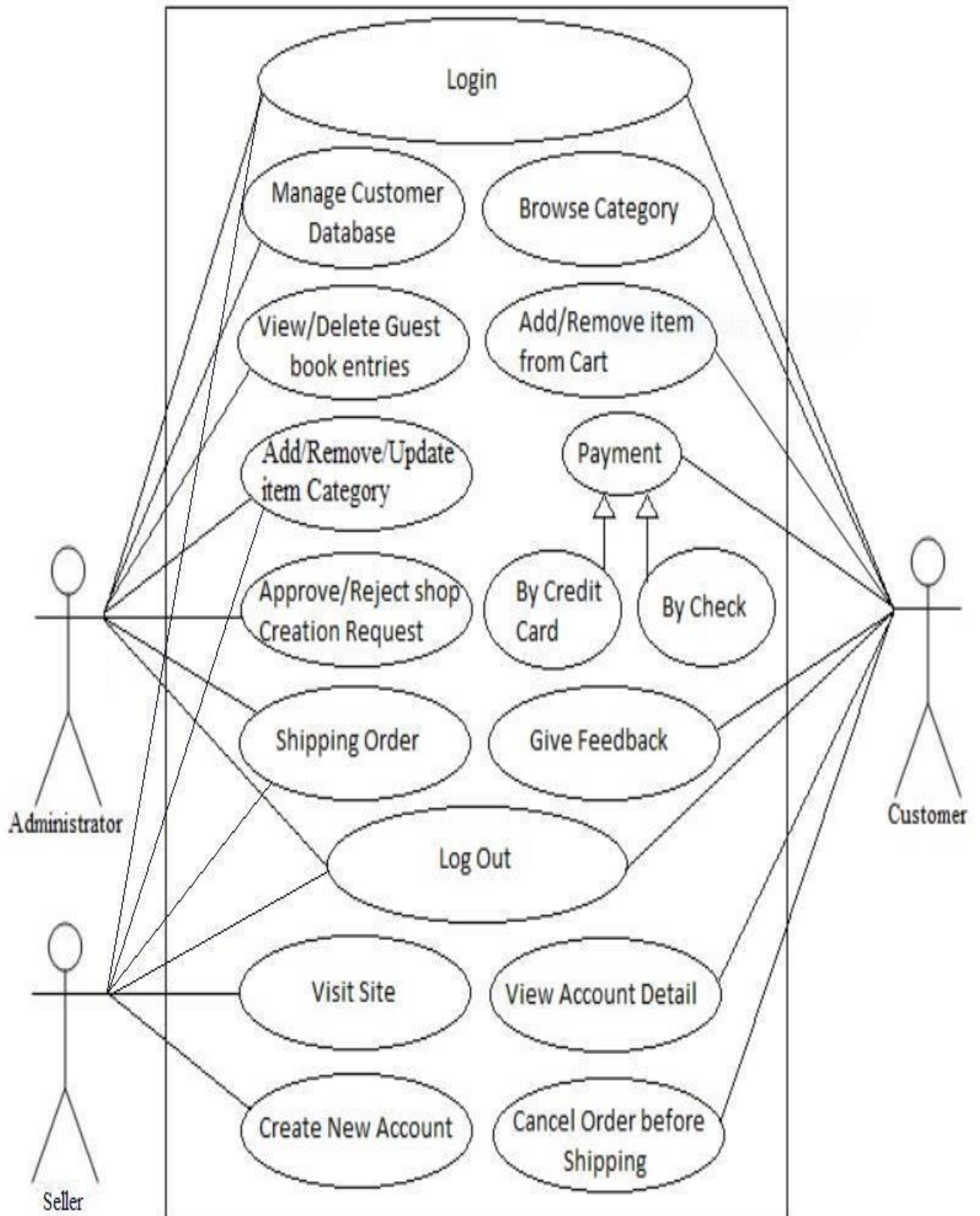
4.3: - Second Level DFD



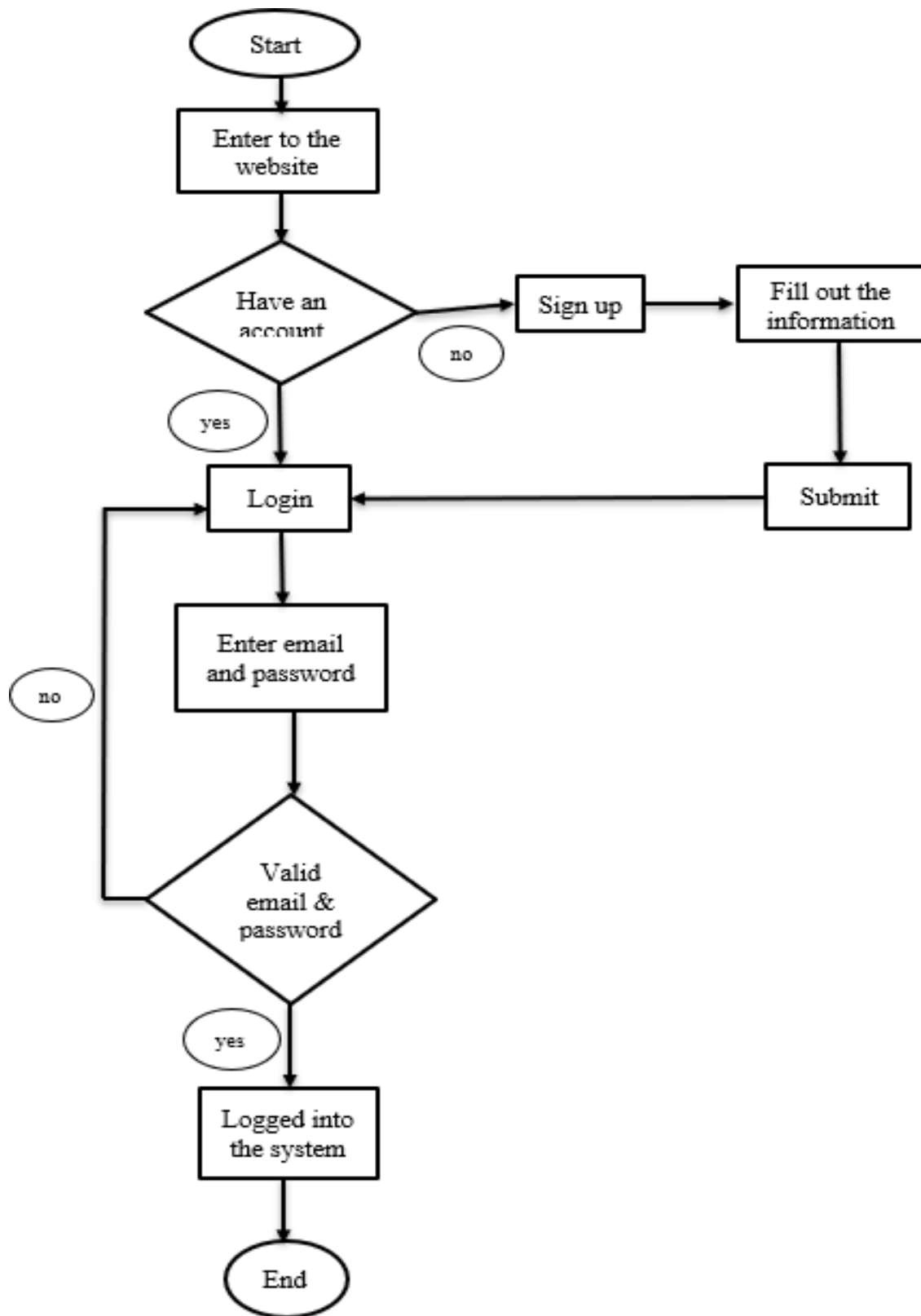
4.4: - E-R Diagram



4.5: - Usecase Diagram



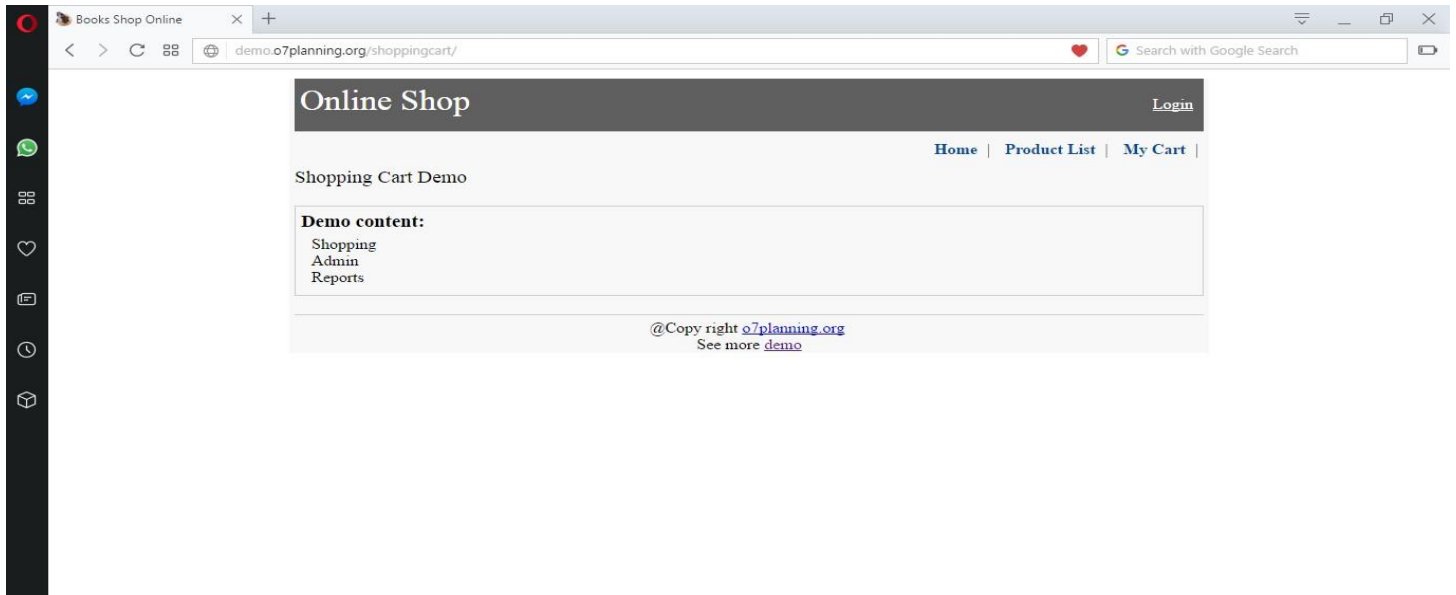
4.6: - Login Flow



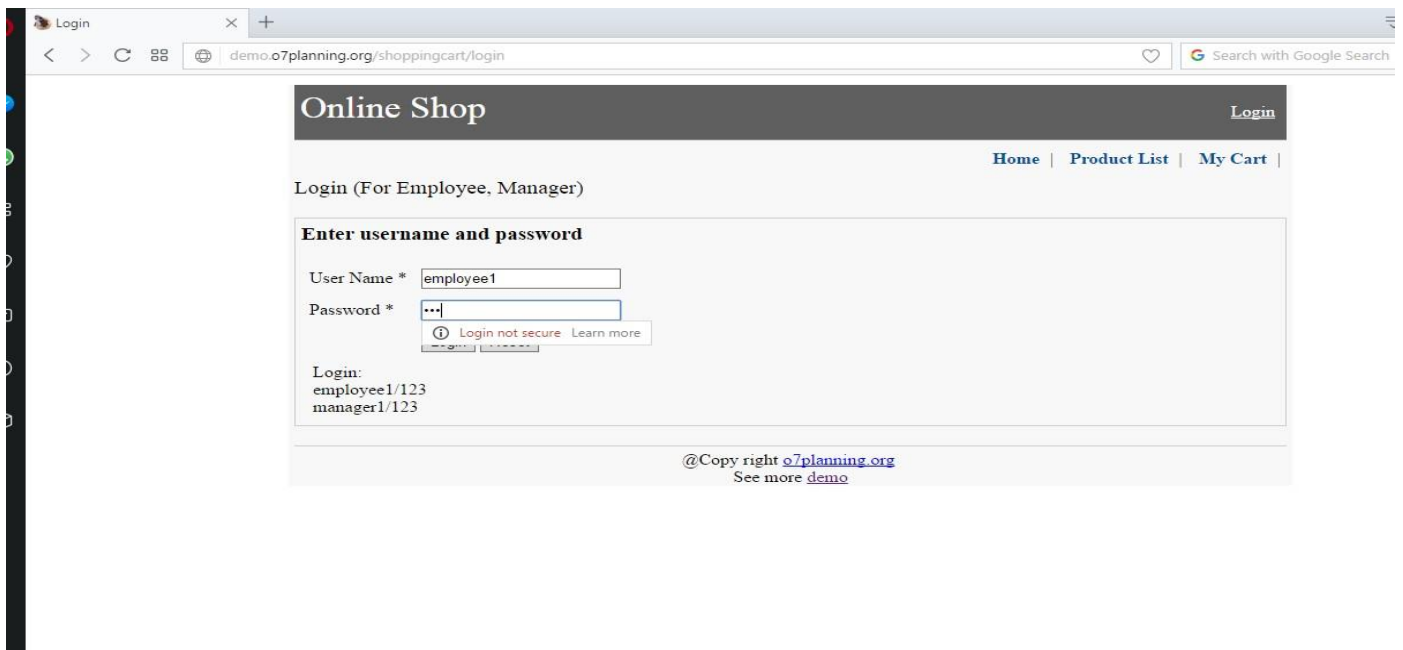
CHAPTER 5

OUTPUT

5.1: - Home Page



5.2: - Employee Login



5.3: - Product List

Product List

Code: fasd
Name: asdfasdf
Price: \$321,132.00
[Buy Now](#)

Code: ert
Name: wertwert
Price: \$123,123.00
[Buy Now](#)

Code: 1531
Name: ldttfyg
Price: \$222.30
[Buy Now](#)

Code: Desert01
Name: Desert Painting
Price: \$2,000.00
[Buy Now](#)

Code: J001
Name: ADV JAVA
Price: \$199.00
[Buy Now](#)

1 2 3 4 5 6 7 ... 33

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See more [demo](#)

5.4: - My Cart

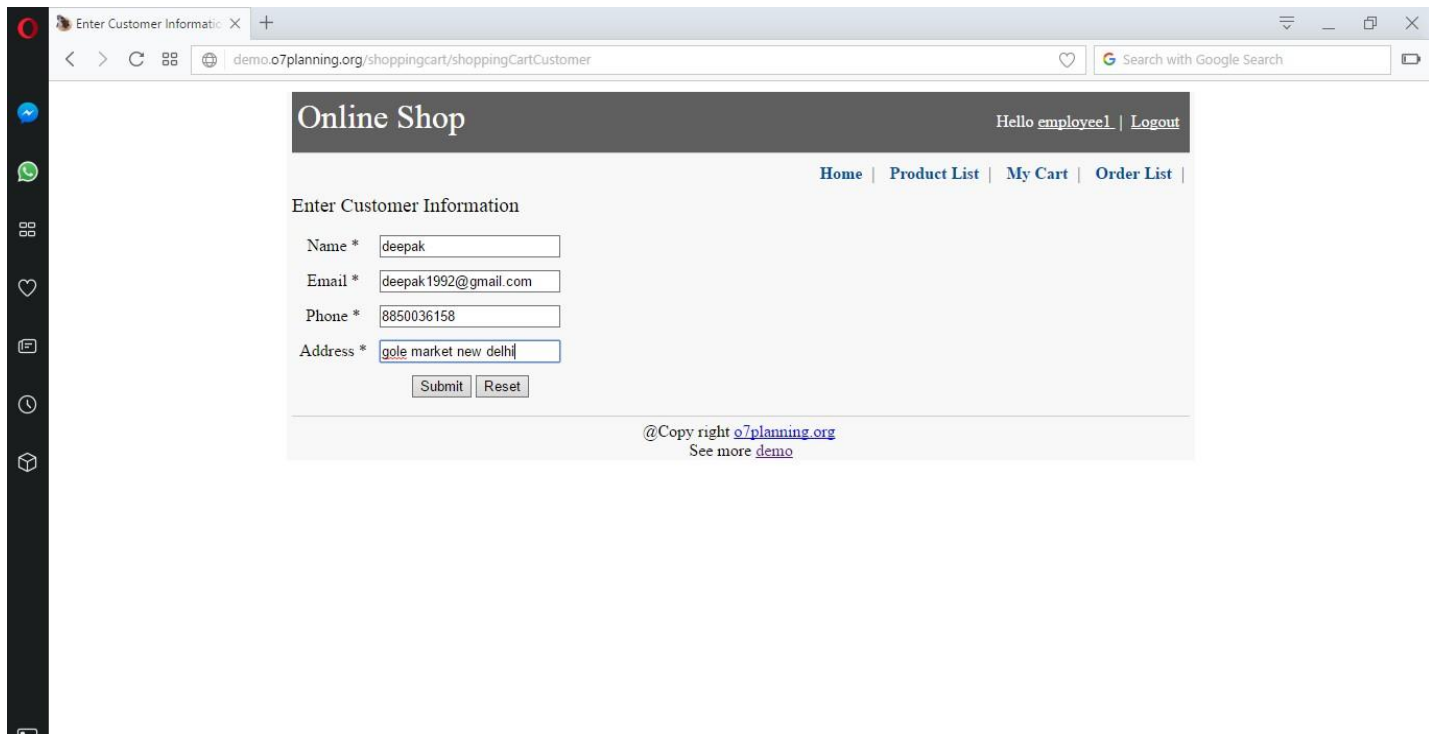
My Cart

Code: J001
Name: ADV JAVA
Price: \$199.00
Quantity:
Subtotal: \$199.00
[Delete](#)

[Update Quantity](#) [Enter Customer Info](#) [Continue Buy](#)

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See more [demo](#)

5.5: - Customer Information

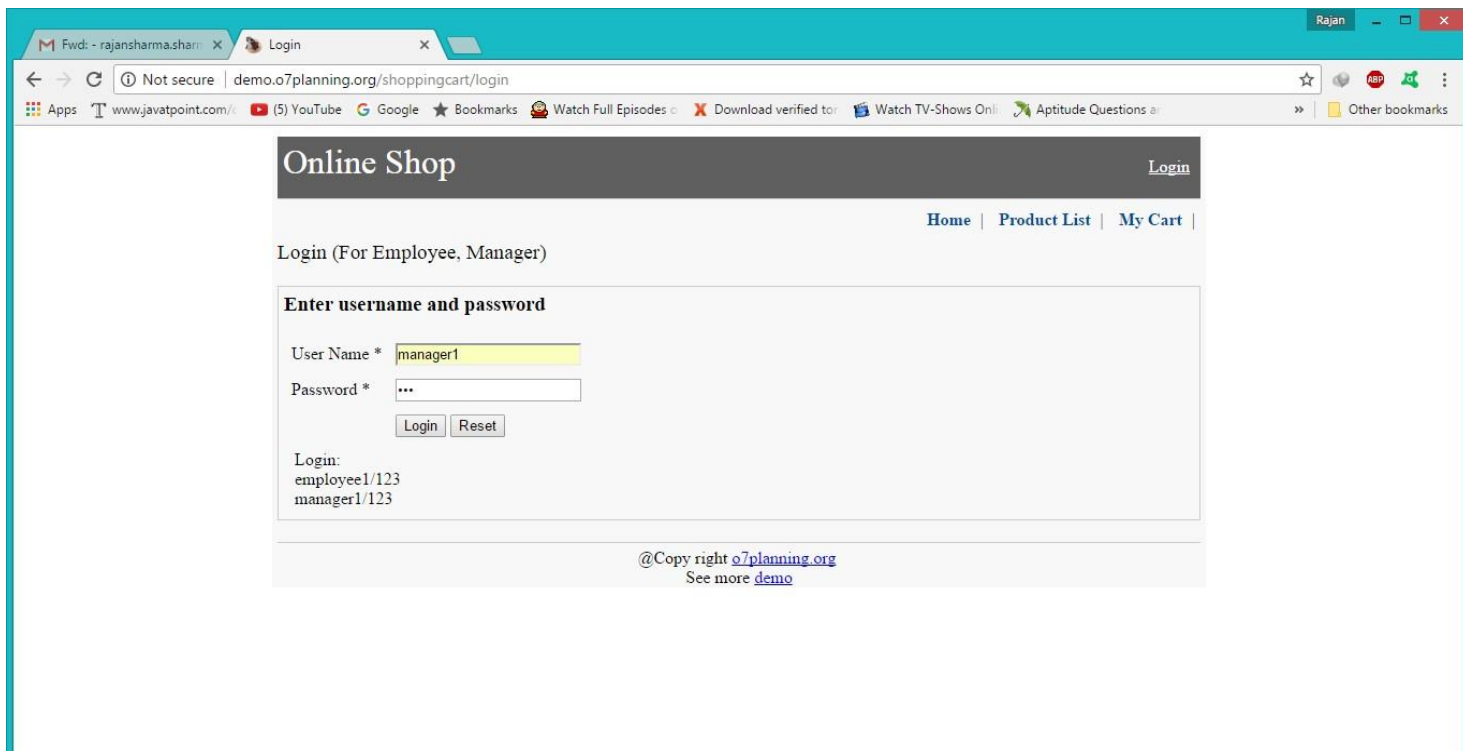


The screenshot shows a web browser window with the URL `demo.o7planning.org/shoppingcart/shoppingCartCustomer`. The page title is "Online Shop" and it includes a navigation menu with links for "Home", "Product List", "My Cart", and "Order List". The main content area is titled "Enter Customer Information" and contains a form with the following fields:

- Name *
- Email *
- Phone *
- Address *

Below the form are "Submit" and "Reset" buttons. At the bottom of the page, there is a copyright notice: "@Copy right o7planning.org See more demo".

5.6: - Manager Login



The screenshot shows a web browser window with the URL `demo.o7planning.org/shoppingcart/login`. The page title is "Online Shop" and it includes a navigation menu with links for "Home", "Product List", and "My Cart". The main content area is titled "Login (For Employee, Manager)" and contains a form with the following fields:

- User Name *
- Password *

Below the form are "Login" and "Reset" buttons. At the bottom of the page, there is a copyright notice: "@Copy right o7planning.org See more demo".

5.7: - Account Information

Online Shop Hello [manager1](#) | [Logout](#)

[Home](#) | [Product List](#) | [My Cart](#) | [Order List](#) | [Create Product](#)

Account Info

User Name: manager1
 Role:
 ROLE_MANAGER

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 See more [demo](#)

5.8: - Order List

Online Shop Hello [manager1](#) | [Logout](#)

[Home](#) | [Product List](#) | [My Cart](#) | [Order List](#) | [Create Product](#)

Order List

Total Order Count: 471

Order Num	Order Date	Customer Name	Customer Address	Customer Email	Amount	View
471	05-06-2017 08:20	r	dfhdfh	gg@gmail.com	\$24.00	View
470	05-06-2017 07:31	m	1	k@gmail.com	\$216.00	View
469	05-06-2017 07:22	ankit Uniyal	dasd, dasd, dasd, dasd	ankit@gmail.com	\$345.00	View
468	05-06-2017 02:51	huy nguyen	302 hùng vương, thanh hà, hội an	tuwnguyen@gmail.com	\$3,452.00	View
467	04-06-2017 13:42	Shruti	ddfdg	JCLDKKJDL@SDKSDFJLSF.COM	\$417.00	View

[1](#) [2](#) [3](#) [4](#) [5](#) ... [95](#)

CHAPTER 6

CONCLUSION

New business models themselves have been born on the idea of online services. Many of these services are based on bridging the real world with the online world. To understand consumer perception, we've to grasp what the perception to people is when and what they require to buy online. Since perception may be a subjective matter, we want to deduce what are the chance factors, what people search for when classifying products what are the uncertainties and the way these uncertainties can influence decisions when it involves trust. the larger challenge is that when people cannot view or feel the products, they'll be awe struck by ascertain product but their decision to buy will solely depend upon other factors like reputation of an internet retailer, the perceived risks involved in transactions, their own previous encounters with buying something online, the frequency of their purchases, etc.

It did not touch on the subject of social media while it did mention that a business presence was growing more and more important. Social media was an unfortunate shortcoming to the regards provided. However, the focus was consumer behavior not the end product.

CHAPTER 7

FUTURE ENHANCEMENTS

- Still, we found out that the project can be done in a better way. Primarily, when we request information about a particular product it just shows the company, product id, product name and no. of quantities available. So, after getting the information we can get access to the product company website just by a click on the product name.
- The next enhancement that we can add the searching option. We can directly search to the particular product company from this site. These are the two enhancements that we could think of at present.
- This is the basic version/idea of our portal which has lesser categories to offer as compared to other e-commerce platforms. And that will be our future goal.
- This will include more sub-categories, more filters, and better payment options including the option of EMI.
- The further improvement in this project will be to make a better UI/UX, which will make the portal further more dynamic.
- In future, we can have the SMS facility for the employees and employee search engine that can provide the result on the basis of different criteria to search.

CHAPTER 8

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