

# THE WEB BASED APPLICATION FOR E-COMMERCE ONLINE SHOPPING

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**Abstract:** E-commerce refers to the process of buying or selling products or services over the Internet. Online shopping is becoming increasingly popular because of speed and ease of use for customers.

The consumer moves through the internet to the merchant's web site. From there, he decides that he wants to purchase something, so he is moved to the online transaction server, where all of the information he gives is encrypted. Once he has placed his order, the information moves through a private gateway to a Processing Network, where the issuing and acquiring banks complete or deny the transaction. This generally takes place in no more than 5-7seconds.

There are many different payment systems available to accommodate the varied processing needs of merchants, from those who have a few orders a day to those who process thousands of transactions daily.

With the addition of Secure Layer Technology,E-Commerce is also a very safe way to complete transactions. The business to consumer aspect of electronic commerce (e-commerce) is the most visible business use of the World Wide Web.The primary goal of an e-commerce site is to sell goods and services online. This project is a web based shopping system for an existing shop.

**Keywords:-** E-commerce, World wide web, Purchase, Place order, Delivery on time.

## I. INTRODUCTION

This project is a web based shopping system for an existing shop. The project objective is to deliver the online shopping to the customers so that they can conveniently shop from their home.

Online shopping is the process whereby consumers directly buy goods or services from a seller in real-time, without an intermediary service, over the Internet. It is a form of electronic commerce. This project is an attempt to provide the advantages of online shopping to customers of a real shop. It helps buying the products in the shop anywhere through internet by using an android device. Thus the customer will get the service of online shopping and home

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delivery from his favorite shop.

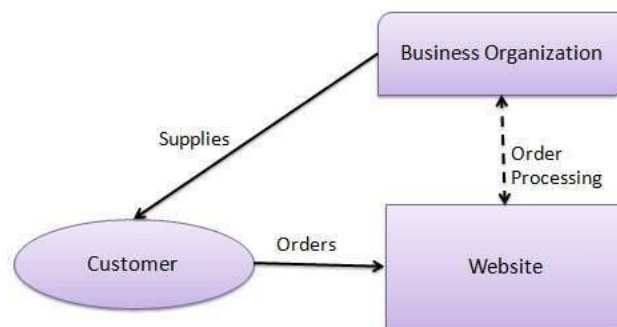


Fig: Basic E-Commerce model

## II. PROBLEM STATEMENT

Any shopping website that is concerned will be able to attract more customers only if the items purchased will be delivered on time. The user interface should be simple and easy to understand even by the common people.

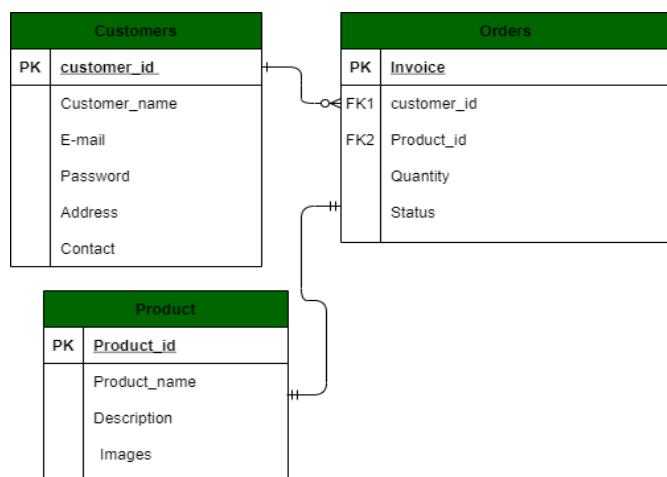


Fig: ER Diagram for Customer

## IV. REQUIRED TOOLS

- Visual Studio Code
- Sqlite3
- Python
- Django
- Html, css, javascript

## V. METHODOLOGY

### 1. Define the Objectives:

- The primary objective is to improve on-time delivery for items purchased on the shopping website.
- The secondary objective is to enhance the user interface to be simple and easy to understand, catering to a wide range of users, including common people.

### 2. Understand Customer Expectations:

- Conduct market research and customer surveys to gather insights on customer expectations regarding on-time delivery and user interface preferences.
- Analyze customer feedback, reviews, and support queries related to delivery issues and user interface difficulties to identify common points.

### 3. Simplify User Interface Design:

- Simplify the website's navigation structure, ensuring that key features and information are easily accessible and clearly labeled.
- Ensure responsive design to provide a consistent and optimized user interface across different devices and screen sizes.

### 4. Test and Iterate:

- Conduct regular testing and monitoring to evaluate the impact of the changes and identify any new issues that arise.
- Continuously gather customer feedback and make iterative improvements based on user suggestions and needs.

### 5. Analyze Performance and Feedback:

- Collect and analyze user feedback and reviews regarding the improved user interface, identifying areas for further enhancement.
- Use data-driven insights to make data-backed decisions for further improvements.

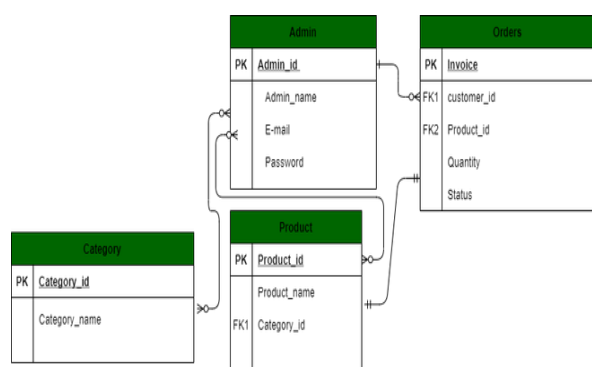


Fig : ER Diagram for User

## III. LITERATURE REVIEW

E-commerce websites have gained immense popularity as a platform for online buying and selling. The key factors that contribute to the success of an e-commerce website, focusing on customer satisfaction, website design and usability, trust and security.

### Customer Satisfaction:

Customer satisfaction is crucial for the success of an e-commerce website. Providing a seamless user experience, easy navigation, and secure payment options are essential for enhancing customer satisfaction.

### Website Design and Usability:

The design and usability of an e-commerce website greatly impact user engagement and conversion rates. Studies suggest that a visually appealing and user-friendly design, simplicity, clear navigation, fast loading speed, and mobile responsiveness are key elements for optimizing user experience and increasing website performance.

### Trust and Security:

Establishing trust and ensuring the security of online transactions are vital for e-commerce success. Research highlights the role of trust in influencing online purchase intentions.

## VI. EXPERIMENT RESULTS

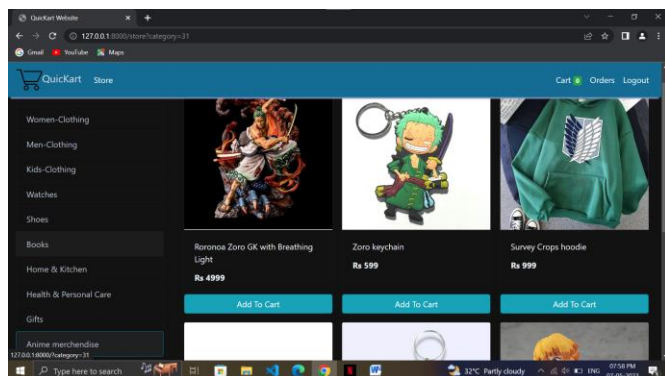


Fig: User Interface

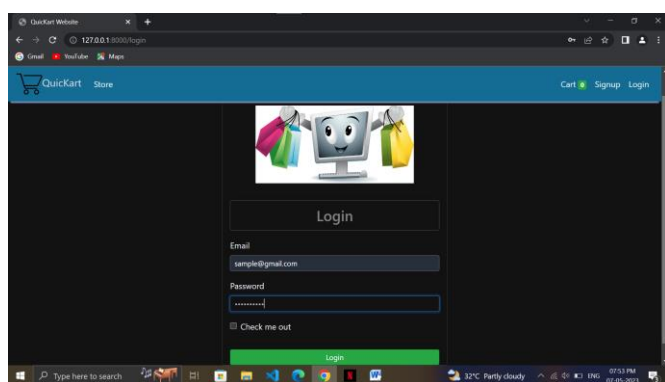


Fig: Login Page

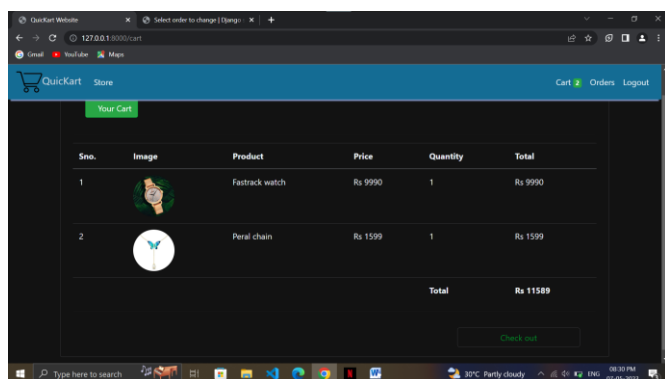


Fig: Orders page

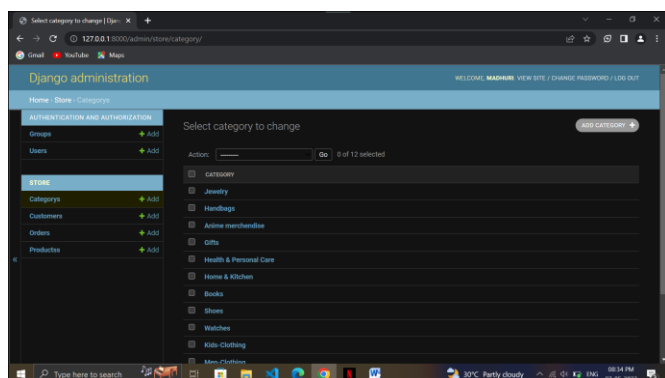


Fig: Admin page

## VII. MERITS OF PROPOSED SYSTEM

**Enhanced Customer Satisfaction:** By prioritizing timely delivery, the proposed system ensures that customers receive their purchased items within the expected timeframe. This leads to increased customer satisfaction and a positive shopping experience, encouraging customers to return for future purchases.

**Improved Customer Retention:** A shopping website that consistently delivers items on time builds trust and loyalty among its customer base. Satisfied customers are more likely to remain loyal to the platform, resulting in higher customer retention rates.

**Wider Customer Reach:** A user-friendly interface that is intuitive and easy to understand attracts not only tech-savvy individuals but also a broader audience, including those who may have limited technological proficiency. By catering to users with varying levels of digital literacy, the proposed system opens up the website to a wider customer base.

## VIII. ARCHITECTURE DIAGRAM FOR PROPOSED METHOD

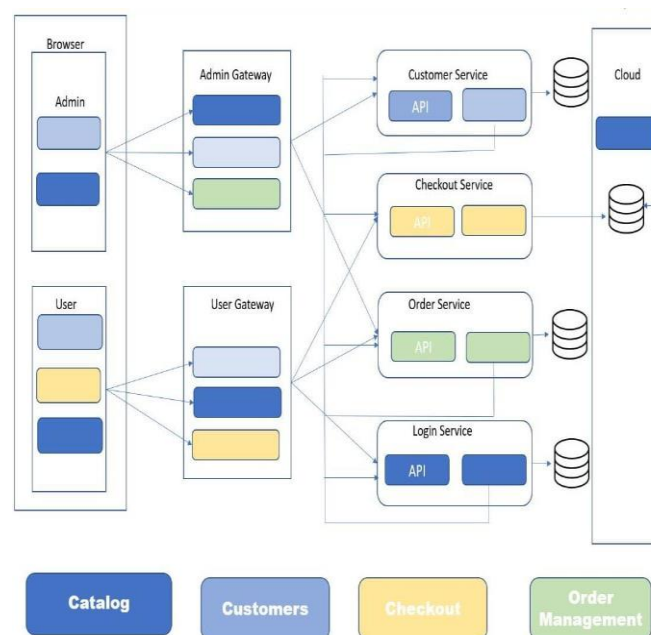


Fig: Architecture

## IX. CONCLUSION:

The E-Commerce website entitled QuicKart was completed successfully.

This ecommerce project built using Django has been successful in achieving its objectives of creating a robust and scalable platform for buying goods online. The use of Django, a powerful web framework, has enabled developers to create a responsive and user-friendly platform that meets the needs of both customers and sellers.

This project helped us in gaining valuable information and practical knowledge on several topics like designing web pages using html & css, usage of responsive templates, Django framework. Also the project helped us understanding about the development phases of a project and software development life cycle. We learned how to test different features of a project.

## X. Future Enhancement:

There is a scope for further development in our project to a great extent. A number of features can be added to this system in future like providing tracking of the shipment, and a safe payment gateway. Another feature we wished to implement was providing classes for customers so that different offers can be given to each class. System may keep track of history of purchases of each customer and provide suggestions based on their history. These features could have been implemented unless the time did not limit us.

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