

## **MADHAV INSTITUTE OF TECHNOLOGY & SCIENCE**

**Deemed to be University**

**(Declared under Distinct Category by Ministry of Education, Govt. of India)**

**NAAC Accredited with A++ Grade**



### **Project Report**

**on**

### **Development of E-Commerce**

**Submitted By:**

**Ritu**

**0901CA221053**

**Industry Mentor:**

**Mr. Suman Kumar Sharma (Project Guide, Waspire Pvt. Ltd.)**

**Faculty Mentor:**

**Dr. Parul Saxena (Assistant Professor)**

## **DEPARTMENT OF COMPUTER SCIENCE AND ENGINEERING**

**MADHAV INSTITUTE OF TECHNOLOGY & SCIENCE**

**GWALIOR - 474005 (MP) Estd. 1957**

**January - June 2024**

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**Project Report**

*on*

**Development of E-Commerce**

**A Project report submitted in partial fulfilment of the requirement for the degree of**

**MASTER IN COMPUTER APPLICATION**

*in*

**COMPUTER SCIENCE AND ENGINEERING**

**Submitted By:**

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# CERTIFICATE

## PROJECT COMPLETION

THIS CERTIFICATE IS AWARDED TO

# Ritu

She has successfully completed the Industrial-based projects: E-Commerce Website at WAYSPIRE ED-TECH PRIVATE LIMITED from 2nd January, 2024 to 31st March, 2024

Vishal Bhati

01-04-2024

CEO

WS-0124-WD-009

DATE

Certificate ID

#startupindia



DIPP125770

UDYAM-HR-03-0057153



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**CERTIFICATE**

This is certified that Ritu (0901CA221053) has submitted the project report titled **Development of E-Commerce** under the mentorship of **Mr. Suman Kumar Sharma** (Director, Wayspire Tech Private Limited), in partial fulfilment of the requirement for the award of degree of **Master in Computer Application** of Computer Science and Engineering from **Madhav Institute of Technology and Science, Gwalior.**

*Saxena*  
25/4/24

Dr. Parul Saxena  
(Assistant professor)  
Computer Science and Engineering

*25/4/24*

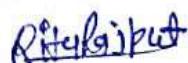
Dr. Manish Dixit  
(Professor and head)  
Computer Science and Engineering

*Dr. Manish Dixit*  
Professor & HOD  
Department of CSE  
M.I.T.S. Gwalior

**MADHAV INSTITUTE OF TECHNOLOGY & SCIENCE**  
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## **DECLARATION**

I hereby declare that the work being presented in this project report, for the partial fulfilment of requirement for the award the degree of Master in Computer Application in Computer Science and Engineering at **Madhav Institute of Technology & Science, Gwalior** is an authenticated a original record of my work under the mentorship of **Mr. Suman Kumar Sharma**.



Ritu

0901CA221053

2022-2024

Master of Computer Application  
Computer Science and Engineering

**MADHAV INSTITUTE OF TECHNOLOGY & SCIENCE**  
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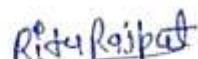
## **ACKNOWLEDGEMENT**

The full semester project has proved to be pivotal to my career. I am thankful to my institute, **Madhav Institute of Technology and Science** to allow me to continue my disciplinary project. I extend my gratitude to the Director of the institute, **Dr. R. K. Pandit** and Dean Academics, **Dr. Manjaree Pandit** for this.

I would sincerely like to thank my department, **Department of Computer Science and Engineering**, for allowing me to explore this project. I humbly thank **Dr. Manish Dixit**, Professor and Head, Department of Computer Science and Engineering, for his continued support during the course of this engagement, which eased the process and formalities involved.

I would like to extend my heartfelt appreciation to Mr. Suman Kumar Sharma (Director, Wayspire tech Private Limited) for his exceptional mentorship, guidance, and assistance throughout the project. His valuable input and feedback during the course of the project have helped me enhance my knowledge and skills. His constant encouragement and support have been instrumental in the successful completion of this project.

I am sincerely thankful to my faculty coordinator. I am grateful to the guidance of **Dr. Parul Saxena**, (Assistant Professor), Computer Science and Engineering, for her continued support and guidance throughout the project. I am also very thankful to the faculty and staff of the department.



Ritu

0901CA221053

2022-2024

Master of Computer Application  
Computer Science and Engineering

## ABSTRACT

In the digital age, E-commerce has reshaped the retail landscape, offering unparalleled convenience to consumers. Our project, an E-commerce platform named "E-Shopper," aims to provide a seamless and secure online shopping experience.

E-Shopper focuses on user simplicity, intuitive design, and security. It offers a wide array of products, ranging from electronics to fashion and home decor. With a user-friendly interface, robust security protocols, and real-time order tracking, E-Shopper provides a hassle-free and trustworthy shopping environment.

By prioritizing user experience and security, E-Shopper strives to become a preferred destination for online shoppers, enhancing the way people engage with E-commerce platforms. It signifies the epitome of modern convenience and accessibility. With a vast array of products at your fingertips, from gadgets to fashion, this digital marketplace is meticulously designed for effortless navigation. Its user-friendly interface ensures a seamless experience, especially on mobile devices.

Security is paramount, ensuring every transaction is encrypted and protected. Personalization takes center stage, offering tailored recommendations to users, enhancing their shopping experience. Customer support is available around the clock, and real-time order tracking adds transparency and trust. Apart from its commitment to sustainability, Eco-friendly products and packaging options align with environmental consciousness, appealing to the socially responsible consumer.

In essence, e shopping transforms shopping into an immersive, secure, and eco-conscious experience, where users can explore, engage, and indulge in a world of choices, all from the comfort of their screens.

## सार

डिजिटल युग में, ई-कॉर्मस ने उपभोक्ताओं को अद्वितीय सुविधा प्रदान करते हुए खुदरा परिवृश्य को नया आकार दिया है। हमारा प्रोजेक्ट, "ई-शॉपर" नाम का एक ई-कॉर्मस प्लोटफॉर्म है, जिसका उद्देश्य निर्बाध और प्रदान करना है।

ई-शॉपर उपयोगकर्ता की सादगी, सहज डिजाइन और सुरक्षा पर केंद्रित है। यह इलेक्ट्रॉनिक्स से लेकर फैशन और घरेलू सजावट तक उत्पादों की एक विस्तृत श्रृंखला पेश करता है। उपयोगकर्ता के अनुकूल इंटरफेस, मजबूत सुरक्षा प्रोटोकॉल और वास्तविक समय ऑर्डर ट्रैकिंग के साथ, ई-शॉपर एक परेशानी मुक्त और भरोसेमंद खरीदारी वातावरण सुनिश्चित करता है।

उपयोगकर्ता अनुभव और सुरक्षा को प्राथमिकता देकर, ई-शॉपर ऑनलाइन शॉपर्स के लिए एक पसंदीदा गंतव्य बनने का प्रयास करता है, जिससे लोगों के ई-कॉर्मस प्लोटफॉर्म के साथ जुड़ने के तरीके में सुधार होता है। प्रतीक को दर्शाता है।

सुरक्षा सर्वोपरि है, यह सुनिश्चित करना कि प्रत्येक लेनदेन एन्क्रिप्टेड और संरक्षित है। वैयक्तिकरण केंद्र स्तर पर है, उपयोगकर्ताओं को अनुरूप अनुशंसाएँ प्रदान करता है, उनके खरीदारी अनुभव को बढ़ाता है। ग्राहक सहायता चौबीस घंटे उपलब्ध है, और वास्तविक समय ऑर्डर ट्रैकिंग पारदर्शिता और विश्वास जोड़ती है। इसके अलावा स्थिरता के प्रति इसकी प्रतिबद्धता भी है। पर्यावरण-अनुकूल उत्पाद और पैकेजिंग विकल्प सरेखित हैं।

संक्षेप में, ई शॉपिंग खरीदारी को एक गहन, सुरक्षित और पर्यावरण के प्रति जागरूक अनुभव में बदल देती है, जहां उपयोगकर्ता अपने एससी के आराम से, विकल्पों की दुनिया का पता लगा सकते हैं, संलग्न हो सकते हैं और उसमें शामिल हो सकते हैं।

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# **Chapter:1 Introduction**

## **1.1 Problem Identification**

- A.** E-shopping makes portal prefer the shopping destination. E-Shopping have revolutionized the way we shop by providing unparalleled convenience and accessibility. These platforms operate 24/7, enabling users to browse, compare, and purchase products from anywhere in the world. With vast product variety, detailed information, and customer reviews, consumers can make informed choices swiftly
- B.** To make shopping easier for its dedication customers. . E-Shopping also offers exclusive discounts and contactless transactions, ensuring safety and savings. Moreover, these platforms contribute to environmental sustainability by reducing the ecological footprint associated with traditional retail.
- C.** To provide goods and product at your place. In essence, E-Shopping websites combine efficiency, variety, and eco-consciousness, making them an essential part of modern retail experiences .This is quite difficult to organize manually maintenance of all this information manually is very complex.
- E.** It is designed to computerized and automated the operation performed over the information about the customers. In today's digital age, having an E-Shopping site is essential to remain competitive. Businesses without an online presence may lose customers to competitor who offers convenience shopping.
- F.** The portal provide hustle free and enjoyable shopping experience to the customers. Qualities or remove items from the cart.

## **1.2 Parent Organization**

- A.** Customers face trouble when they have to physically visit stores to buy products and those stores have a limited reach, while an E-shopping website can serve customers globally. When product description lack comprehensive information , users may hesitate to make a purchase since they don't have all the necessary details about the product. We provide detailed product description that include specifications, features, materials and any other relevant information.
- B.** Users are concerned about the security of their personal and payment informstion when making online purchase, we provide rebust data security practices, including encryption of sensitive data such as credit card information and compliance with relevant data protection regulation. Records payment details for completed orders, including transaction ID, payment method, and payment status.

Facilitates refund processing and payment reconciliationConduct regular security audits to identify vulnerabilities and ensure compliance with industry standards. Payment information must be encrypted during transmission and stored to prevent unauthorized access.

**C.** Provide customers with the ability to add products to their virtual shopping carts display the content of the cart, including product name, quantities and total prices. Allow users to modify qualities or remove items from the cart. Enables users to add/remove items before finalizing the purchase, enhancing user experience. Identifies the user to whom the cart belongs, allowing personalized shopping experiences for registered users. Allows users to collect desired items for purchase without immediately committing to buying them, enabling comparison and thoughtful decision-making.

**D.** Provide feedback page for customer support and comments where customers can give their suggestions and review about the product its help for develop best quality product and get the knowledge about trend which type of product customers want. Restricts access to the Feedback Table to authorized personnel, preventing unauthorized modifications. Records the date and time when the feedback was submitted, allowing chronological analysis.

**E.** Create a responsive design that adapts seamlessly to various devices and screen sizes, enhancing the user experience on smartphones and tablets. The website layout, images, and text should be optimized for smaller screens, ensuring readability and easy navigation without zooming or horizontal scrolling. Mobile users expect fast-loading pages. Optimizing images and minimizing unnecessary elements can significantly improve loading times, enhancing the user experience.

### **1.3 Hardware and Software Specification**

**A.** Conducted surveys or questionnaires with potential users and team members to collect all the points and expectations. Conducted one-to-one interviews with the customers. Engage in one-on-one or group discussions with key stakeholders, clients, and potential users. Understand their vision, expectations, and pain points. These interviews provide qualitative data that shapes the project's direction.

**B.** Conducted online research to see what types of e-shopping platforms already exist for customers, what features they offer, and how successful they are. Visited websites like flipkart ([www.flipkart.com](http://www.flipkart.com)), Amazone ([www.amazone.in](http://www.amazone.in)), Myntra ([www.myntra.com](http://www.myntra.com)).

Study competitors e shopping platform to understand their strengths, weaknesses and features. Analyze their user experiences, product offerings, pricing model and customer reviews.

**C.** Observe real users interacting with prototypes or existing websites. Note their behavior, challenges faced, and feedback given. User testing identifies usability issues and helps refine the user experience. Conducted usability with real users to identify usability issues and gather feedback from Ram Rajawat, Akansha rajawat, Sakshi Singh. Utilize web analytics tools to study the current website's performance. Analyze user traffic, popular pages, bounce rates, and conversion rates. Data-driven insights guide decisions for the new website.

**D. Focus Groups: Online Forums:** Participate in or observe discussions related to the project topic on platforms like reddit or specialized forums. Identify the target demographic or stakeholder group relevant to your project. Recruit participants who represent diverse backgrounds and perspectives related to the topic of discussion. Use various channels such as social media, community centers, or professional networks to recruit participants.

**Collaboration Tools:** Slack or Microsoft Teams can be used to create virtual focus groups for discussions and idea sharing. Choose a skilled and impartial moderator who can guide the discussion effectively. The moderator should have good communication skills, be neutral, and capable of managing group dynamics.

**E.** Using pilot testing in the research or project planning process where a small-scale version of the study or project is tested before implementing it on a larger scale. This testing helps in identifying and addressing potential issues, refining research methods, survey questions, or project strategies. By selecting a representative sample, administering the test, collecting feedback, and analyzing results, researchers and project managers can make necessary modifications and improvements. The ultimate goal of pilot testing is to enhance the validity and reliability of the research or project, ensuring its effectiveness and efficiency when implemented on a larger scale.

## Chapter : 2 System Analysis

### 2.1 Feasibility Study

#### 2.1.1 Economic feasibility study

S. no.	Title	Amount/Time
1.	Backend Developer	₹ 3000/-
2.	Database Administrator	₹ 2,500/-
3.	Frontend Designer	₹ 2,000/-
4.	Hardware Cost	₹ 1,500/-
5.	Software Cost	₹ 2,000/-
6.	Utilities Cost	₹ 2,000/-
7.	Miscellaneous Expenses	₹ 1,000/-
<b>Total</b>		₹ 14,000/-

Completion time: 60 working days.

#### 2.1.2 Technical feasibility

##### 2.1.2.1 Programming Languages

S. No.	Specifications	Details
1	Frontend	HTML, CSS, JavaScript, JSON
2	Backend	PHP, MySQL
3	Database	SQL lite 3

### **2.1.2.2 Hardware Requirements**

<b>S. No.</b>	<b>Specifications</b>	<b>Description</b>
1	CPU	I5-11 <sup>th</sup> gen and above
2	RAM	8GB and above
3	Storage	512GB SSD and above

### **2.1.2.3 Software Requirements**

<b>S. No.</b>	<b>Title</b>	<b>Details</b>
1	OS	Windows 10(Professional) and above or MAC
2	Browser	Chrome, Edge
3	SQL Server	SQL Lite3
4	IDE	Visual Studio

### **2.1.3 Behavioral feasibility study**

The project aims at maximizing the customers friendliness. The application does not require special guidance and all opinions contained in the application are descriptive in nature.

The users are well guided with warning and failure messages for all the action taken. Regularly analyze user behavior through web analytics. Identify trends, monitor user engagement metrics, and adapt the website based on user preferences and behaviors.

**A.** The platform will be as much as easy to use as possible, convenient and provide value to users and will be solve addressing any concerns that have about security, privacy and trust. Evaluate users' perception of the value they receive from the products or services offered. This includes factors like pricing, discounts, quality, and unique selling propositions. Address users' concerns about online security and privacy. Display trust badges, use secure payment gateways, and clearly communicate the website's security protocols.

**B.** Provide detailed product information, customer reviews, and transparent return/refund policies to build trust with potential buyers. Offer efficient customer support through live chat, email, or phone to assist users with their queries or issues. Implement clear communication.

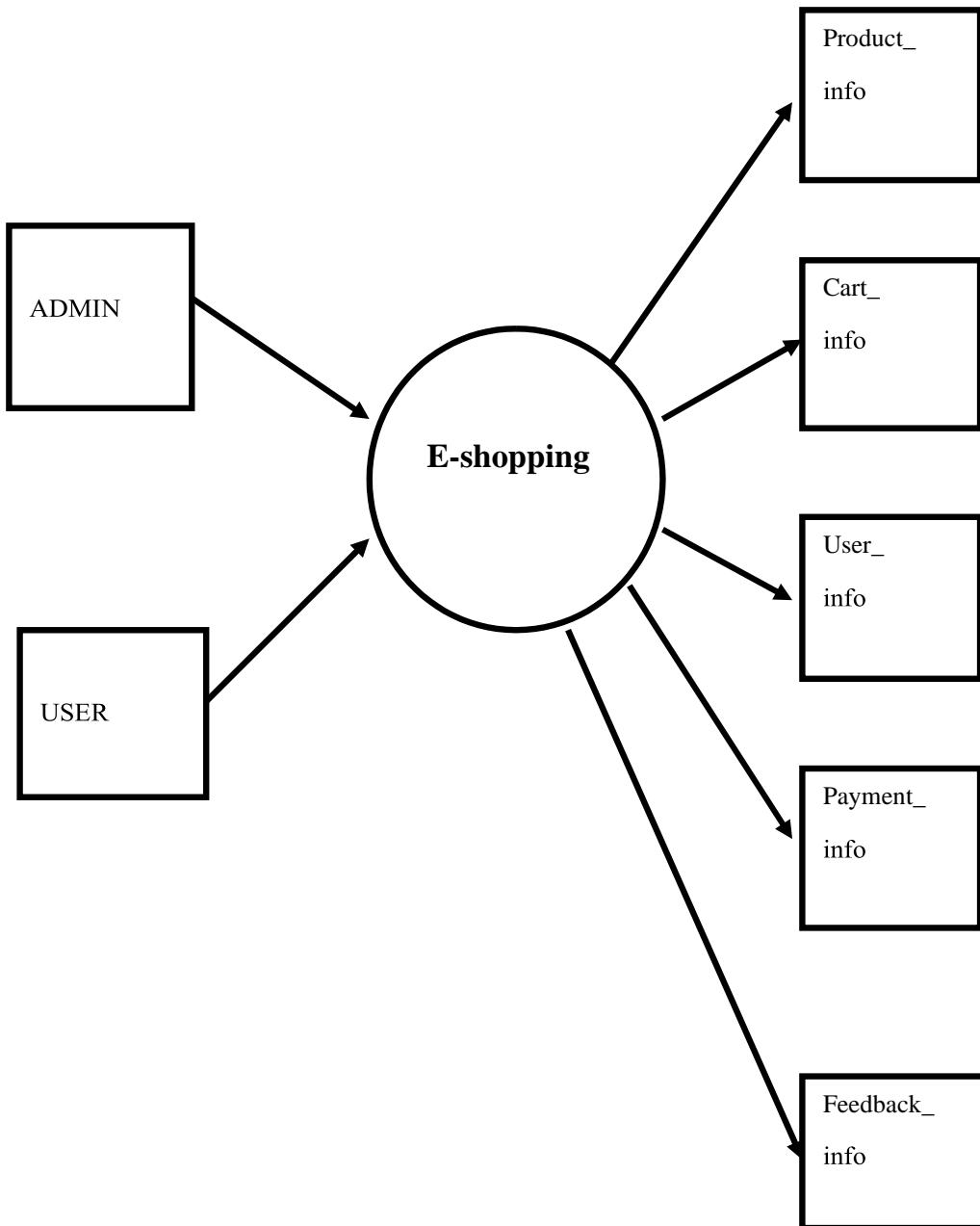
**C.** We would be providing users training modules/session so as to facilitate easier adaption of the E-shopping website. Determine if the website provides convenience in terms of browsing products, adding items to the cart, and completing transactions. A seamless shopping experience influences users positively.

**D.** Our website make 24\*7 with proper accessibility to user without any inconvenience it is quite scalable scalability doesn't affect overall functionality. Implement feedback forms and surveys to gather user opinions and suggestions. Act on this feedback to enhance the user experience continually. Implement personalization features such as user account dashboards, personalized product recommendations, and targeted marketing emails to enhance user engagement.

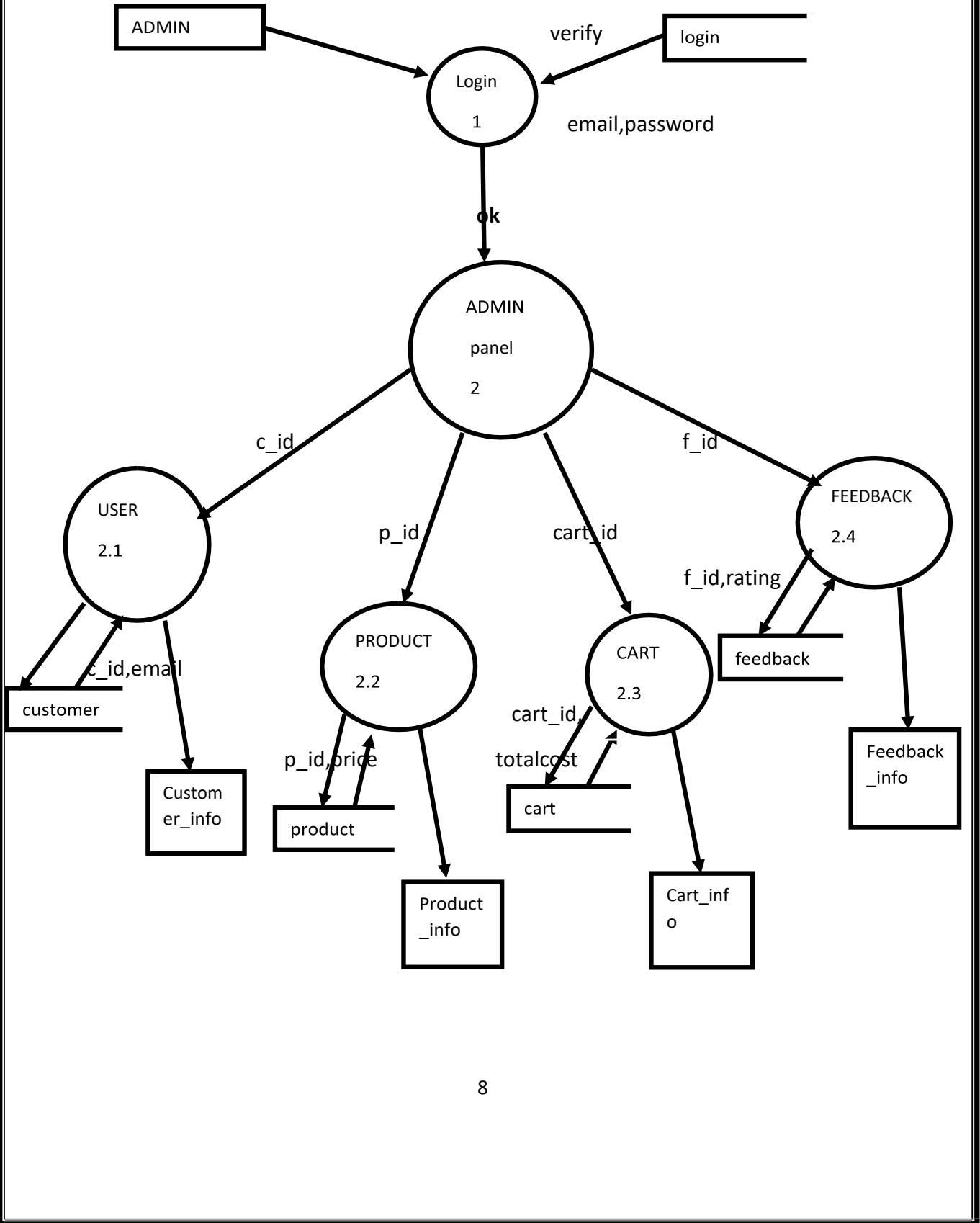
**E.** Users need to trust the e-commerce platform. Evaluate security measures, data protection protocols, and the presence of trust signals like SSL certificates and customer testimonials. Trustworthy websites encourage users to make purchases. Ensure that the website's design doesn't overwhelm users with excessive information or complicated processes. Simplify the decision-making process for users. Given the prevalence of smart phones, assess whether the website is mobile-friendly. A responsive design ensures a consistent and engaging experience across various devices. Consider the impact of social media and user reviews. Positive reviews, social proof, and influencers can significantly influence users' decisions to shop on the website.

## 2.2 Data Flow Diagram

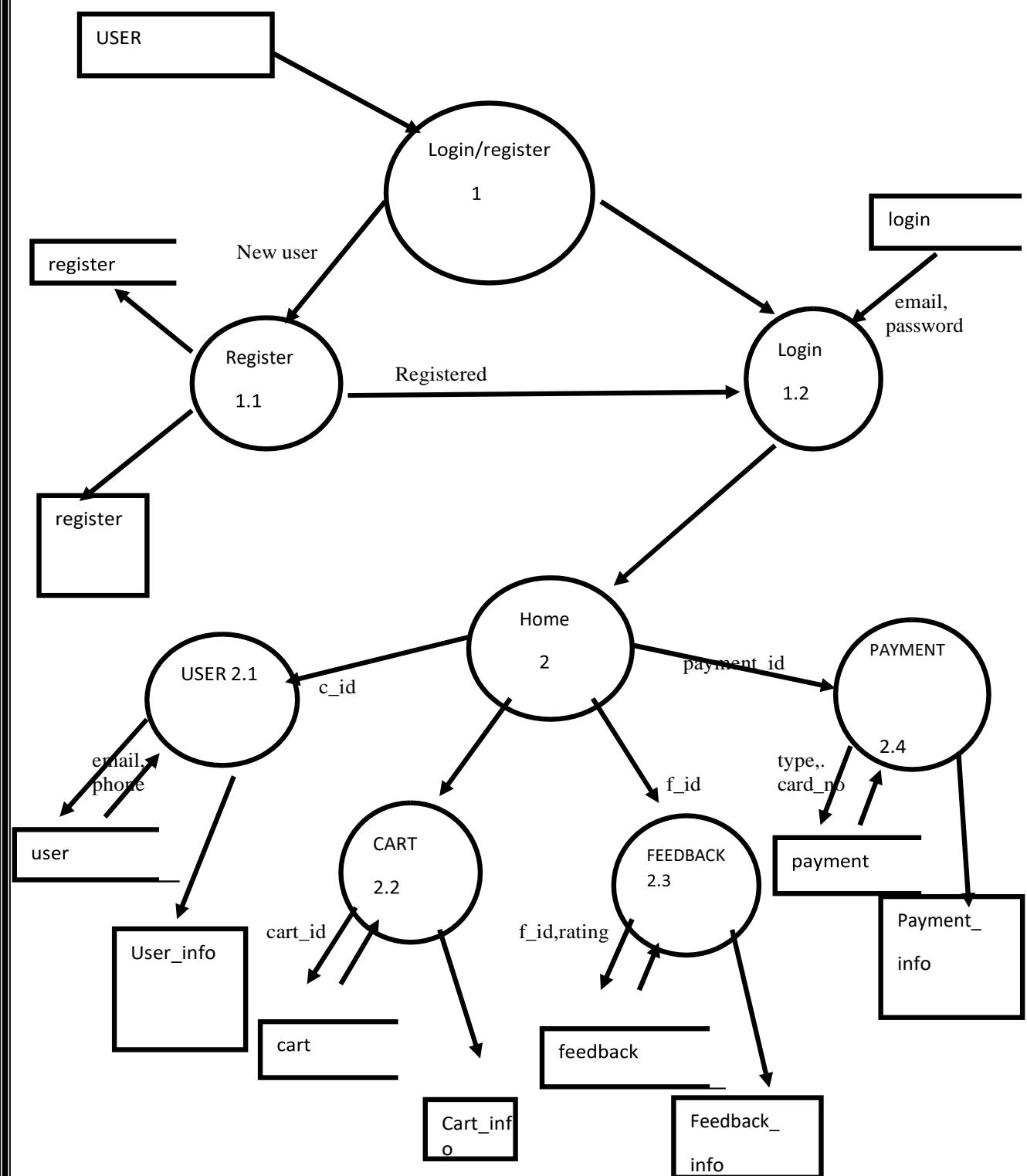
### Level – 0 DFD



## Level-1 DFD ADMIN



### Level-1 DFD User



# Chapter:3 System Design

## 3.1 Table Structure

### 3.1.1 Product table

Field	Data Type	Null	Key	Extra
p_id	int	no	primary	auto-increment
title	Varchar (120)	no	null	null
selling_price	float	no	null	null
discount_price	float	no	null	null
description	text	no	null	null
brand	Varchar (225)	no	null	null
category	char	no	null	null
product_image	image	no	null	null

### 3.1.2 User table

Field	Data Type	Null	Key	Extra
user_id	Int	no	primary	Auto-increment
name	Varchar (20)	no	null	null
locality	Varchar (20)	no	null	null
city	Varchar (10)	no	null	null
Zip code	int	no	null	null
State	Varchar (20)	no	null	null

### 3.1.3 Cart table

Field	Data type	Null	key	Extra
Cart_id	int	no	primary	auto-increment
User_id	int	no	foreign	null
p_id	int	no	foreign	null
quantity	int	no	null	null

### 3.1.4 Payment table

Field	Data type	Null	Key	Extra
Payment-id	int	no	primary	auto-increment
user_id	int	No	foreign	null
amount	float	No	null	null
order_id	Varchar (20)	No	null	null
status	Varchar (10)	No	null	null
id	Varchar (20)	No	null	null
paid	Boolean	no	null	null

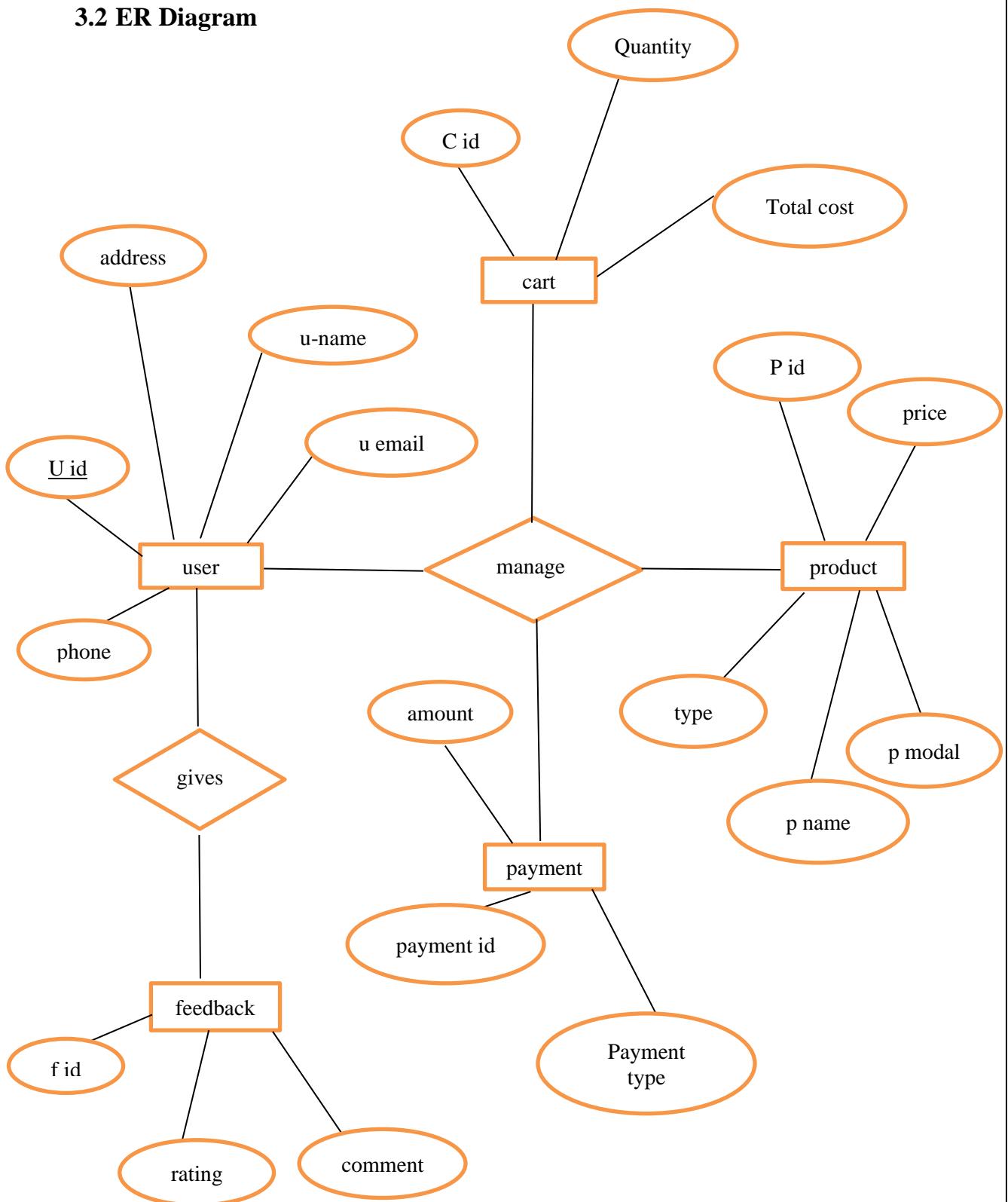
### 3.1.5 Order placed table

Field	Data type	Null	Key	Extra
Id	int	no	primary	auto-increment
user_id	Int	no	foreign	null
p_id	Int	no	foreign	null
quantity	Int	no	null	null
order_date	datetime	null	null	null
status	varchar(20)	null	null	null
payment_id	int	no	foreign	null

### 3.1.6 Feedback table

Field	Data type	Null	Key	Extra
f_id	int	no	primary	auto-increment
p_id	int	no	foreign	null
user_id	int	No	foreign	null
subject	varchar(50)	No	null	null
comments	text(30)	no	null	null
rating	float	no	null	null
status	boolean	no	null	null
created_at	date time	no	null	null
update_at	date time	no	null	null

### 3.2 ER Diagram



## Chapter :4 Testing

**4.1 Unit Testing:** We perform unit testing on each and every smallest unit of the developed website individually to check its working. We used different test data to perform the testing. We try possibly each and every type of inputs to check their corresponding outputs, and its related working. We performed these tests on admin login, customer sign up, customer login, add listing and feedback form. We also tested the two modules individually viz. admin module and customer module.

<u>Test Case id</u>	<u>Section</u>	<u>Element name</u>	<u>Test data</u>	<u>Expected result</u>	<u>Actual Result</u>
001	admin Login	email, password	No Data	Please fill out this field.	Test case passed.
		email, password	Sahilrajput12@gmail.com/****	Error Occurred.	Test case passed.
		email, password	Sahilrajput12@gmail.com/*****	Successfully logged in.	Test case passed.
002	customer Login	email, password	No Data	Please fill out this field.	Test case passed.
		email, password	Ritu25@gmail.com/*****	Error Occurred.	Test case passed.
		email, password	Ritu21@gmail.com/*****	Successfully logged in.	Test case passed.
003	customer Registration	name, email, address, phone	No Data	Please fill out this field.	Test case passed.
		name, email, address, phone	Ritu Rajput Ritu25@gmail.com	Error Occurred.	Test case passed.
		name, email, address, phone	Ritu Rajput <a href="mailto:Ritu25@gmail.com">Ritu25@gmail.com</a> ,*****	Successfully Registered.	Test case passed.

**4.2 Integration Testing:** We performed integration testing on this website. For this testing we integrated all the individual units, and then checked the working of each module with every other module. We integrated the admin module, customer module, and other homepage functionalities as a complete web app to check its overall working.

**4.3 System Testing:** In this testing we have tested our project on the different platforms on different operating systems and found that all the functions of the project are working properly software system meets its specified requirements and functions correctly in its intended environment

# Chapter 5: Implementation

## 5.1 Visual Studio Code

### 5.1.1 Download:

Visit the official VS Code website: Visual Studio Code.

Click on the "Download for Windows" button to download the installer.

### 5.1.2 Run the Installer:

Once the download is complete, locate the downloaded file (usually in the Downloads folder) and double-click on it. Follow the on-screen instructions in the installer. You can leave all the default options selected unless you have specific preferences.

### 5.1.3 Launch VS Code:

After the installation is complete, you can launch VS Code by searching for "Visual Studio Code" in the Start menu or by double-clicking the VS Code shortcut on your desktop (if created during installation).

## 5.2 SQLite3

### 5.2.1 Download SQL Lite

Visit the official SQL Lite website (<https://www.sqlite.org/download.html>).

Scroll down to the "Precompiled Binaries for Windows" section

Download the "sqlite-shell-win32-.zip" file (SQLite command-line shell) and the "sqlite-dll-win32-.zip" file (SQLite DLL library).

### 5.2.2 Extract the Files

Create a folder on your computer where you want to install SQLite.

Extract the downloaded ZIP files (sqlite-shell-win32-.zip and sqlite-dll-win32-.zip) into the folder you created.

### Add to System PATH (Optional, but recommended for easier usage)

Right-click on "This PC" or "My Computer" and select "Properties."

Click on "Advanced system settings" on the left sidebar.

In the System Properties window, click the "Environment Variables" button.

In the Environment Variables window, under the "System Variables" section, find and select the "Path" variable, then click "Edit."

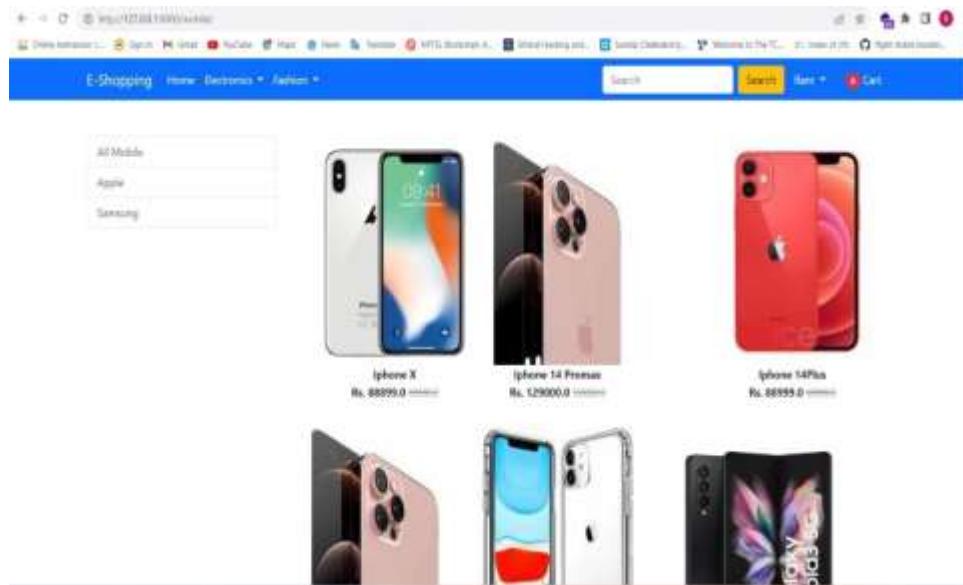
Add the path to the folder where you extracted SQLite (e.g., C:\path\to\sqlite) to the end of the "Variable Value" field. Separate it from the existing paths with a semicolon (;).

# Chapter 6: Sample Forms and Reports

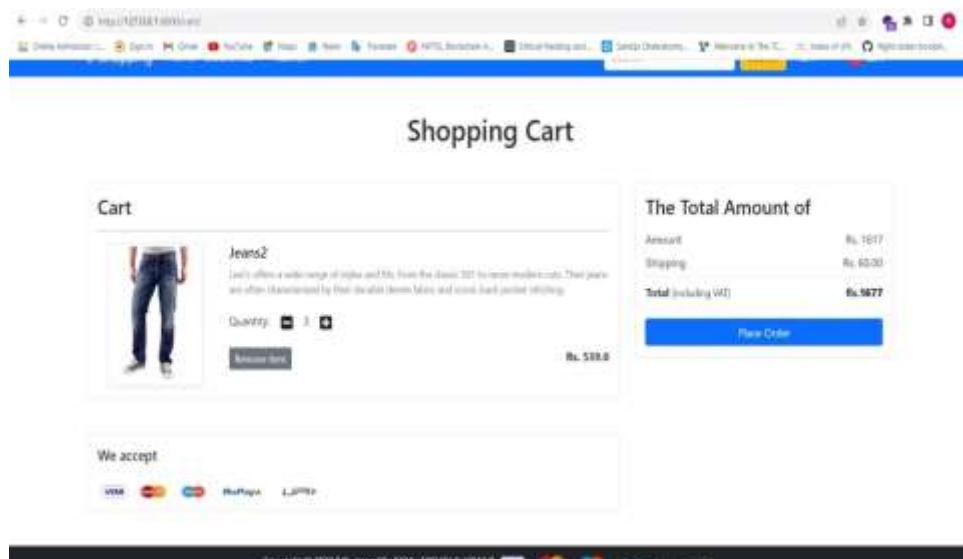
## 6.1 Home page



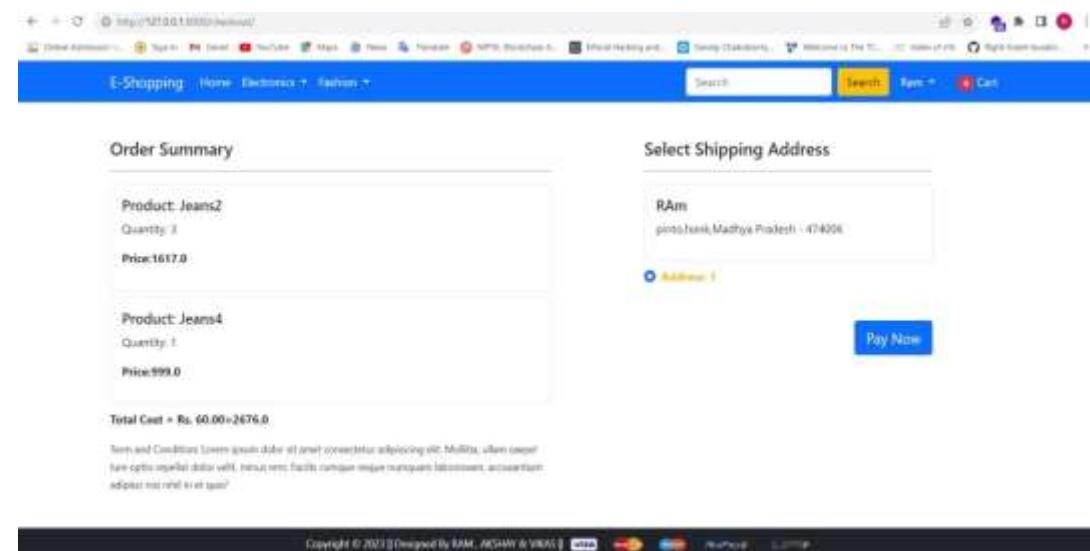
## 6.2 Products



## 6.3 Cart



## 6.4 Checkout



The screenshot shows the E-Shopping website's checkout page. At the top, there is a navigation bar with links for Home, Electronics, and Fashion. Below the navigation bar is a search bar with a yellow 'Search' button. To the right of the search bar is a 'Sync' button and a 'Cart' button. The main content area is divided into two sections: 'Order Summary' on the left and 'Select Shipping Address' on the right. The 'Order Summary' section lists two items: 'Product: Jeans2' with 'Quantity: 1' and 'Price: 1617.0', and 'Product: Jeans4' with 'Quantity: 1' and 'Price: 999.0'. Below these items, the text 'Total Cost = Rs. 60.00 - 2676.0' is displayed. The 'Select Shipping Address' section shows a single address entry: 'RAm' and 'pinto tank, Madhya Pradesh - 474006'. Below this entry is a radio button labeled 'Address 1'. To the right of the address is a blue 'Pay Now' button. At the bottom of the page, there is a footer bar with the text 'Copyright © 2023 | Designed By RAM, AGAMI & VIKAS |' and icons for Visa, MasterCard, and American Express.

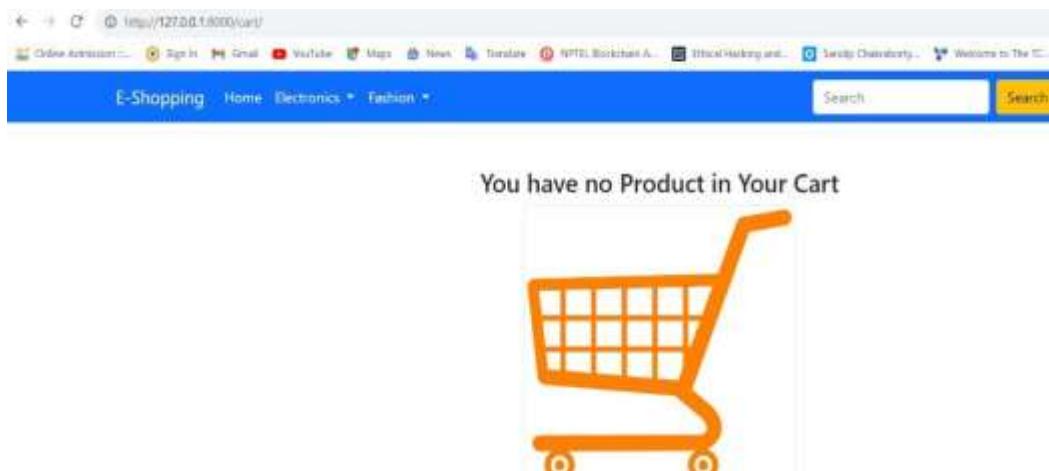
## 6.5 Payment



The screenshot shows the E-shopping website's payment methods page. The page has a blue header with the text 'E-shopping'. Below the header, there is a section titled 'Preferred Payment Methods' which lists 'Wallet - Mobikwik' and 'Pay using UPI'. Underneath this, there is a section titled 'Cards, UPI & More' which lists five payment methods: 'Card', 'UPI / QR', 'Netbanking', 'Wallet', and 'Pay Later'. Each method is accompanied by a small icon and a list of supported logos.

Payment Method	Supported Logos
Card	VIS, MASTERCARD, AMEX
UPI / QR	Paytm, PhonePe, BHIM UPI
Netbanking	ICICI, SBI, HDFC, Axis, Kotak, State Bank of India
Wallet	Mobikwik, Paytm, PhonePe
Pay Later	Paytm, PhonePe, BHIM UPI

## 6.6 Empty cart



## 6.7 Payment done



## 6.8 Feedback



Offer Price ₹499 with ₹100 off (Price inclusive of discount)

- No cost EMI ₹1,667/month. Standard EMI also available
- Partner Offer T2000 Flipkart Gift Card on Every 10000+ Transaction with a new Visa Debit/Credit Card

**Write Your Reviews**

How do you rate this product?

5 stars

Review Title: jeans

Review: very fitted, dynamics style

**Submit Review**

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## Chapter: 7 Conclusion And Future Scope

Certainly! E-shopping have fundamentally reshaped the retail landscape, revolutionizing how people shop and how businesses operate. These platforms have democratized access to goods and services, enabling consumers from all walks of life to explore products, compare prices, and make purchases with unprecedented ease.

For businesses, e-commerce offers a gateway to a global market, breaking down geographical barriers and opening doors to diverse customer bases. This expansion potential translates to increased sales and revenue streams. Moreover, e-shopping websites allow businesses to analyze customer behavior, personalize marketing strategies, and offer tailored recommendations, fostering stronger customer relationships.

In addition, the continuous evolution of technology has led to innovations such as mobile shopping apps and secure payment gateways, further enhancing the online shopping experience. With the rise of social media integration and digital marketing, e-commerce platforms enable businesses to engage with customers in real-time, creating brand loyalty and driving sales. Furthermore, the convenience of online shopping has become especially pertinent in recent times, where factors like busy lifestyles and the ongoing global situation have accelerated the shift towards digital transactions. E-shopping websites provide a safe and contactless shopping environment, aligning with the changing preferences and concerns of modern consumers.

In essence, e-shopping websites represent more than just a transactional platform; they embody a dynamic and evolving ecosystem where businesses connect with consumers on a personal level. This digital revolution continues to shape the future of retail, fostering innovation, efficiency, and unparalleled convenience for both buyers and sellers. One of the most remarkable aspects of e-commerce is its ability to cater to diverse consumer needs. Whether someone is looking for everyday essentials, rare collectibles, or unique handmade items, e-shopping platforms offer an extensive array of choices. This vast selection empowers consumers, allowing them to make well-informed decisions based on their preferences, budget, and requirements.

Moreover, e-shopping websites have spurred entrepreneurship and innovation. Small businesses and individual artisans can now showcase their products to a global audience without the need for a physical storefront. This accessibility has democratized entrepreneurship, enabling creative minds and skilled artisans to thrive in the digital marketplace. From a societal perspective, e-shopping websites have fostered a culture of convenience

saving time and effort. This convenience factor has become especially crucial in today's fast-paced world, where time is a precious commodity.

Additionally, e-commerce has contributed to environmental sustainability. By reducing the need for extensive physical infrastructure and optimizing supply chains, e-shopping websites have the potential to decrease the overall carbon footprint associated with traditional retail practices. In summary, e-shopping websites represent more than just commercial platforms; they reflect a digital revolution that has reshaped commerce, empowered entrepreneurs, simplified consumers' lives, and contributed to sustainable practices. As technology continues to advance, the future of e-commerce holds the promise of even more seamless, personalized, and environmentally conscious shopping experiences.

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Summary