



## Learning of “How to build attractive and unique E-commerce websites”

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### ABSTRACT

Additional features of the website are now a days, e-commerce websites like Flip kart, snap deal, Amazon, etc have become a trend but the common thing in them is they show comparisons in products of various different companies. Whereas how it will be if a website similar to the concept of trivago is developed which allows the user to compare same products price between two or more than two (as per user choice) most trending websites which will provide users with the most user-friendly environment and will be time-saving. In today's world, mostly, people get confused about which product to buy? And they start comparing its reviews, popularity, prize quality by using various different websites in spite of comparing on each and every website how is it if a website like trivago is developed which cannot only sell its own products but also can even provide reviews, prize, and popularity, quality comparison of all other sites on one single website. A proper E-commerce website should contain cart, search engine, products menu, efficiently functioning login and registering system, fully functioning payment methods like COD, Paytm, Paypal, Online banking etc. In the field of software engineering E-commerce is trending way of commercial sales since the user can avoid long queues, saves queue time, provides refund or exchange options for the user, most important it provides the user-friendly environment, huge number of products and filters for getting the best product out of all, etc .E-commerce makes life easier by providing user-friendly GUI.

**Keywords:** product, Website, Paypal, Paytm, GUI.

### INTRODUCTION

E-commerce can be defined as the exchanging of products, business information using electronic data interchange (EDI), electronic mail (Email), electronic fund transfer and other network technologies without making use of paper.

E-commerce acts user-friendly by allowing e-commerce users to visit World Wide Web sites of multiple vendors 24 hours a day and seven days a week to make choice and purchase product as per their wish without leaving home or offices. For sellers, E-commerce provides a way to cut cost and expand a market. They do not maintain a store or print and distribute mail order catalogs. E-commerce follows principles same as traditional commerce follows which is buyers and sellers exchange and transfer goods and services from one place to another. Internet technology also allows sellers to track the interests and preferences of their customer with customer's permission and then use this information to build a coordinative relationship with a customer by customizing products and services to meet customer needs. Typical e-commerce a transaction contains the purchasing of online products, and with rare use, customized or personalized online liquor store inventory services.

Electronic commerce is mainly divided into following sections such as economic and technological. The importance of this system will show you how to get started in the interesting and exciting world of Electronic Commerce. New innovative technologies are constantly being evolved and their proper understanding plays a significant role in achieving the success of an operation, and especially for the one

who is given a duty to select, establish, and maintain the respective infrastructure.

### Building attractive and unique website

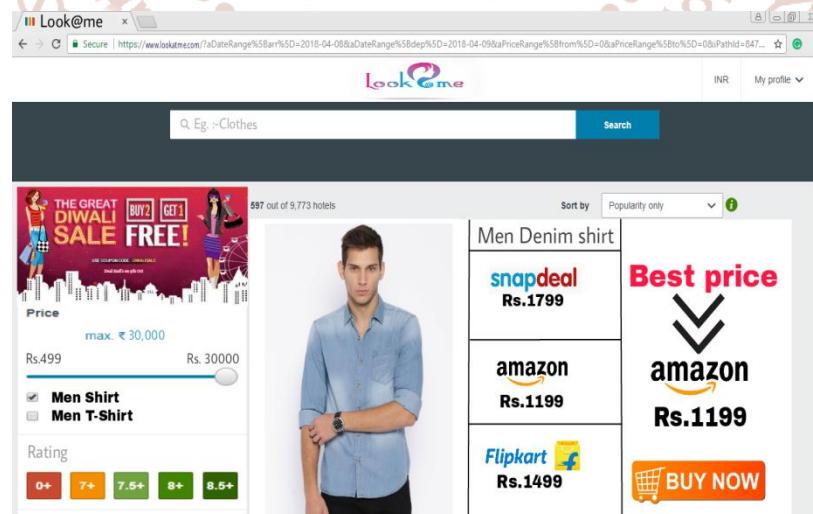
For increasing your profits and benefits out of huge number of ecommerce websites, no doubt it should be advertised on other sites but it should also such an attractive and fully user friendly system which will make it stand out of other Ecommerce systems. Such type of Ecommerce website should have features such as:-

- Allow comparison of two or more than two products of two or more than two trending Ecommerce sites.
- Even if your website is comparing two or more products on another site as an addition to it can sell its own product and can also allow consumers to sell their product which can increase its profit too much extent.
- Notify users whenever any new product is launched on site by either mailing them or by sending SMS.
- Providing maximum number of filters for user for purpose of satisfying user's choice.
- Providing maximum number of payment options of various trending payment applications such as PayPal, Paytm, etc for user convenience.
- Provide the user interface in such a way that even website visitors will get attract to purchase the products on Ecommerce site.

### Implementation of Ecommerce Website

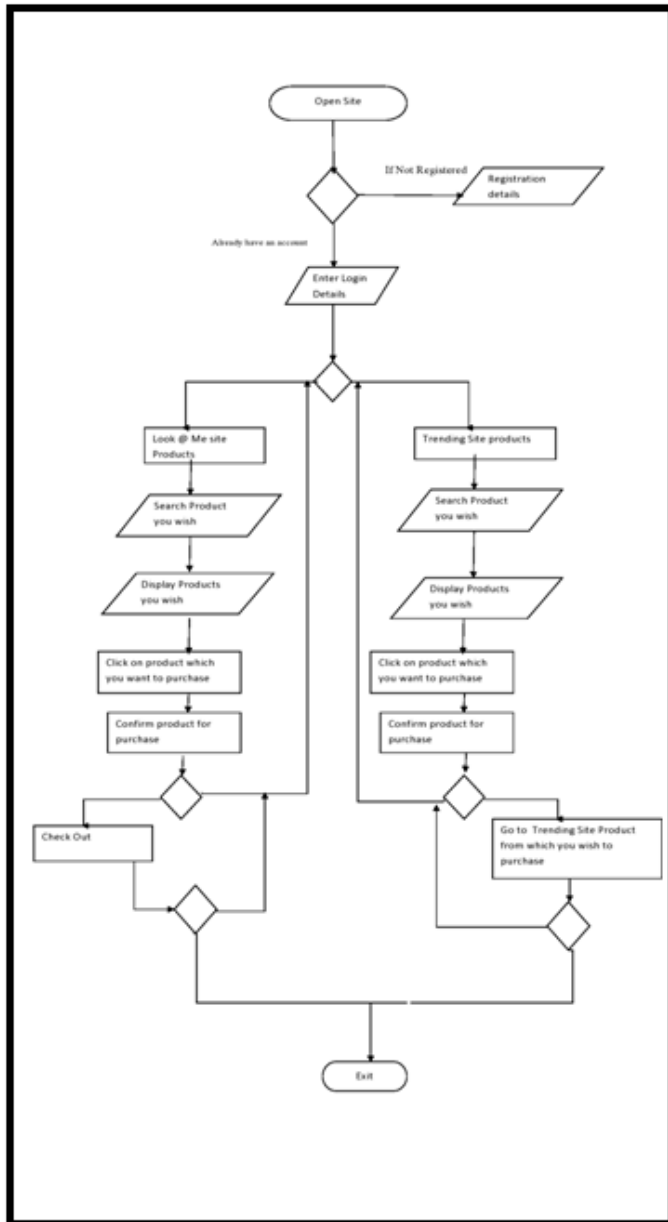
We began implementation of our project with HTML language but only making use of HTML doesn't make website fully functional i.e. Using HTML now a days can make a website functional but only up to some extent not full because it can neither store user account details nor product details and neither search engine can work just by only HTML. A website can look most attractive by using CSS (Cascading Style Sheet).CSS provides you user-friendly environment and user-friendly Interface which helps a website to function more efficiently and adds an attractiveness to a site. Further, we made use of PHP (Personal Home Page) which is an HTML embedded language that helps in making site functional to much extent.PHP is used mostly in Login, Signup, Search engine, etc. PHP plays a significant role in establish connectivity with database.

But, still our website doesn't become fully functional because still it doesn't stores user account details or product details, Therefore, To overcome this problem we should use database software like My SQL etc My SQL database allows storing user account details, User purchased product details, User credential Details, and also allows admin to manage database, provides password protection, which in turn actually contributes making website fully functional in an efficient way.



**Fig 1:** Attractive & Unique Ecommerce Website,<sup>[1]</sup>

## Working of Ecommerce



**Fig. 2: Flowchart of Unique an attractive Ecommerce**

### Algorithm:-

Step 1: If already have an account go to [step 2] else enter Registration details.

Step 2: Enter Log in details

Step 3: select from two options whether to proceed to buy products from our own website or from our product comparison website.

Step 4: Products menu and search bar is displayed. Enter the product name you want to search.

Step 5: Click on product you wish to purchase. Confirm purchase.

Step 6: Proceed to Check out or Go to [Step 8].

Step 7: If you want to Shop Further Go to[Step3] or Go to[Step 8].

Step 8: Log out

## CONCLUSION

After creating the website for our project, we learnt Ecommerce development approaches and fundamentals, as well as how to use and code for e-commerce systems. This helped us understand languages and knowledge required for developing an ecommerce website. Our project is creating the attractive website which entails users about executing business by describing products with a specification, customer intentioned delivering products electronically. The main aim of this project is to make people aware of trending E-commerce business and even some trending e-commerce websites.

- The knowledge that we could gain from this project is about
- Learning languages such as HTML, CSS, JAVA, MYSQL, etc.
- Business management
- Time Management

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