

**BUSINESS DIRECTORY AND E-COMMERCE FOR
COMMUNICATION SYSTEM BETWEEN
CUSTOMER AND COMPANY**

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This Report Presented in Partial Fulfillment of the Requirements for the
Degree of Bachelor of Science in Computer Science and Engineering

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APPROVAL

This project titled “**Business Directory and E-commerce for Communication System between Customer and Company**” submitted by **Saurov Saha**, ID No: **163-15-8313** and **Md. Buytul Hossen Talukder**, ID No: **163-15-8298** to the Department of Computer Science and Engineering, Daffodil International University, has been accepted as satisfactory for the partial fulfillment of the requirements for the degree of B.Sc. in Computer Science and Engineering (BSc) and approved as to its style and contents. The presentation has been held on August 2019.

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DECLARATION

We hereby declare that, the work presented in this project paper based on development project is done by us under the supervision of Mr. Gazi Zahirul Islam, Assistant Professor of Department of Computer Science and Engineering, Daffodil International University, in partial fulfillment of the requirements for the degree of Bachelor of Science in Computer Science and Engineering. We are declaring this report is my original work. We confirm that neither this report nor any portion has been submitted elsewhere for any degree award.

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ABSTRACT

This paper aims to identify the strategic motivators and expected benefits related to the implementation of e-commerce infrastructures in traditional “brick and mortar” organizations. Despite the fact that the clearest benefit from e-commerce might be expected to come from contribution to corporate profits, either from an increase of sales or reduction of costs, but this may not be the case. The literature suggests that there are different ways in which the potential benefits can be assessed. These ways are directly related to the evolution of e-commerce. This research has chosen six representative organizations from different sectors to explore their rationales for their e-commerce strategies. One of the main benefits reported is to increase the focus on the customer and improving internal communications. Additionally, obtaining competitive advantage was found to be a powerful motivator, despite the fact that the recent academic literature suggests that this is very difficult to achieve.

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CHAPTER 1

INTRODUCTION

1.1 Introduction

Business Directory and e-commerce is a online website software. This web portal name is “**Sheera.co**”. This is virtual market place for all buyer and seller. It is a online selling site. This website is work for company product sell and customer product purchase and any company is create their account then company is automatically create their personal company’s website. In this web portal any user can register themselves either as buyer and seller. Then Seller is automatically create administration account then your account is controlled. The Web portal will act as a 3rd party when the seller will sell and the buyer will buy the product.

1.2 Motivation

Online shopping practices for shopping and other purposes are increasing rapidly to increase mobile and Internet usage. Owners of online stores are always interested in learning how to increase shoppers on their ecommerce sites and how to increase conversion rates to earn more. If you've read online tips for increasing ecommerce performance or increasing online sales, you've noticed that everyone recommends a thorough study of the target audience for specific ecommerce goals in online business. During the research of the target audience, very few or any team is emphasizing the motivations behind shopping or shopping motives, and very few people are trying to learn the different types of ecommerce shoppers and their buying behaviors in ecommerce stores. So, we've taken the challenge to create some deep insights into the issue. Gather small and big company with their all products in a platform. Customer can filter by choice & location to find best company with best product or business. Companies promote their promotional offers to customer easily & directly. The company will able to evaluate the position and the buyers will be able to take the decision that the company and product will be selected.

1.3 Objective

1. Our Business Directory and e-commerce business is a website or listing of information which lists business.

2. Our Business Directory can be categorized by company, product, location, activity or size. Business may be either manually or through an automated online search software.
3. We are include the company category, product category, company name, company website, address, location(including Google maps) telephone numbers, email, types of service, product name, image, product purchase, product view, contact information, communication system for customer and company that's mean message option, section for user reviews, comments and feedback.

1.4 Expected Outcome

Customer can be directly involved with the trader and free from fraud or harassment. As a result, companies can also do business well [1]. Before you opt for an e-Commerce business, have a look on its comprehensive benefits that you can enjoy:

1. Convenience & Easiness:

For many people in the world, e-Commerce becomes one of the preferred ways of shopping as they enjoy their online because of its easiness and convenience. They are allowed to buy products or services from their home at any time of day or night. The best thing about it is buying options that are quick, convenient and user-friendly with the ability to transfer funds online. Because of its convenience, consumers can save their lots of time as well as money by searching their products easily and making purchasing online [2].

2. Offer Product Datasheets:

For your customers, it is very much important to get information about the product no matter whether the time of day and day of the week. Through information, your customers and prospects are making decision to purchase your products or not [3].

3. Attract New Customers:

As we all know that physical retail is run by branding and relationships. But, online retail is also driving by traffic that comes from search engines [1].

4. Warranty Information:

No matter whether you are looking to choose including warranty information with product descriptions and datasheets or providing it from within an ecommerce

shopping cart, you need to make sure that customers must be aware of important terms and conditions that are associated with their purchase [1].

5. Cost decreasing of inventory Management:

With e-commerce business, the suppliers can decrease the cost of managing their inventory of goods that they can automate the inventory management using web-based management system. Indirectly, they can save their operational costs [2].

6. Competence:

For effective business transactions, e-commerce is an efficient and competence method. Setting-up cost is extremely low as compare to expanding your business with more brick and mortar locations. Very few licenses and permits are required to start-up an online business than physical store. You can save your lots of money by using fewer employees to perform operations like billing customers, managing inventory and more [3].

1.5 Report Layout

This Report is divided into six chapters. The chapters are summarized below:

- Chapter one covers an introduction of our project business directory and e-commerce site along with the motivation behind this work and objectives, expected output are also include here.
- Chapter two covers the background details and some previous related works with comparative studies and challenges of our project.
- Chapter three is mainly highlighted on the described business process model and use case design, logical data model with design requirement of the project.
- Chapter four is design specification of front-end, back-end design, interaction design and UX with our implementation requirement.
- Chapter five is based on the implementation of database, front-end design with
- the details of the testing of our project.
- Chapter six which is the last one consists of conclusion and scope for further developments of our project work.

CHAPTER 2

BACKGROUND

2.1 Introduction

“Sheera.co” is web portal for product selling and company information system. This is a virtual market place for all buyer and seller. In this web portal any user can register themselves either as customer and company. While registering he or she receives email with a valid login id and password to do the online business on this virtual market place. Seller gives the sell of their product but needs to login. While selling the product, the seller may add new advertisements or delete exiting ads. The add advertisements must make the owner able to take picture of different parts of the product for the upload. In the ad, the seller provides company address, company category/name, product category/name, number, products details, image upload and contact information. Finally the seller click the button post the product.

On the other hand, buyer book the products and also need to login, while cart product, the buyer may pay the carting money by the cash or by credit card. In case of payment by credit card, this must cheek the validity of the card to the bank. In the carting of the product, the buyer search by the category of the product and select the product to see details information of the product. If the buyer like the product he or she can click the button carting.

2.2 Related Works

Sheera.co is a Business Directory and E-Commerce site. So Some of our website has some similarities works with it. We have study on these website. Some of the important websites are discussed below:

Online selling Shopify:

Shopify is a complete commerce platform that lets you start, grow, and manage a business.

- Create and customize an online shop.
- Sell in multiple places, including web, mobile, social media, online marketplaces, brick-and-mortar locations, and pop-up shops
- Manage products, inventory, payments, and shipping

Shopify is completely cloud-based and hosted, which means you don't have to worry about upgrading or maintaining software or web servers. This gives you the flexibility to access and run your business from anywhere with an internet connection [2].



Figure 2.1: UI design for shopify

Can I use my own domain name with Shopify?

Yes, you can use your own domain name with Shopify. If you have an existing domain name, you can connect it to Shopify from your store's admin. Learn more about connecting an existing domain to a Shopify store [3].

If you don't have a domain name yet, you can either buy one through Shopify or a third-party provider [1].

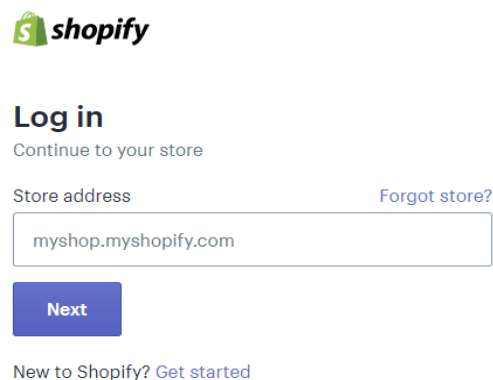


Figure 2.2: Shopify login system and create account

Sell on Amazon:

Amazon.com is an American multinational technology company based in Seattle, Washington that focuses on e-commerce, cloud computing, digital streaming, and artificial intelligence [3].

Amazon is known for its disruption of well-established industries through technological innovation and mass scale. It is the world's largest e-commerce marketplace, AI assistant provider, and cloud computing platform as measured by revenue and market capitalization. Amazon is the largest Internet company by revenue in the world. It is the second largest private employer in the United States and one of the world's most valuable companies. Amazon is the second largest technology company by revenue [3].

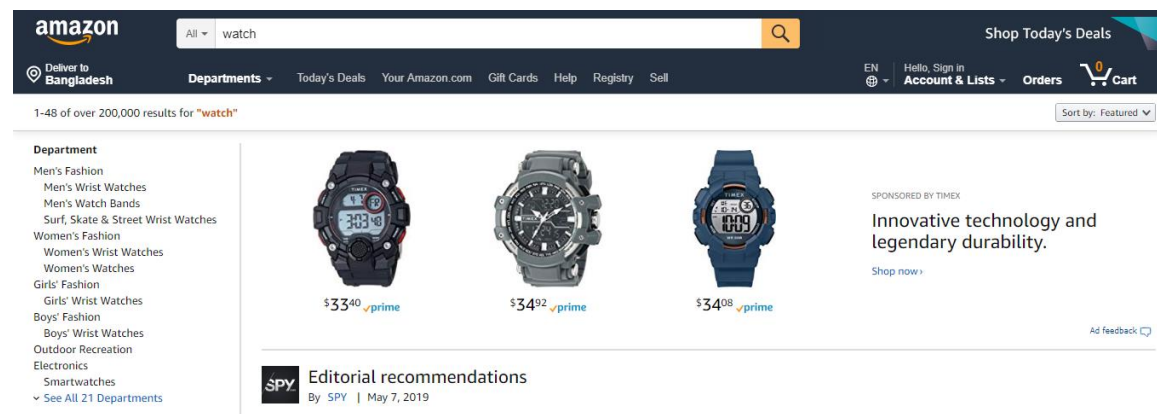


Figure 2.3: Front-end design for amazon.com

Seller login system for amazon.com. More than 20 product categories are open to all sellers, and at least 10 more are available only to Professional Sellers. With two selling plans, Amazon offers you the flexibility to sell one, or one thousand. The Professional plan gives you the opportunity to sell an unlimited number of products and pay a \$39.99 monthly subscription fee. Individuals pay no monthly fees, but instead pay \$0.99 per item sold. Both Professionals and Individuals pay other selling fees when an item sells.

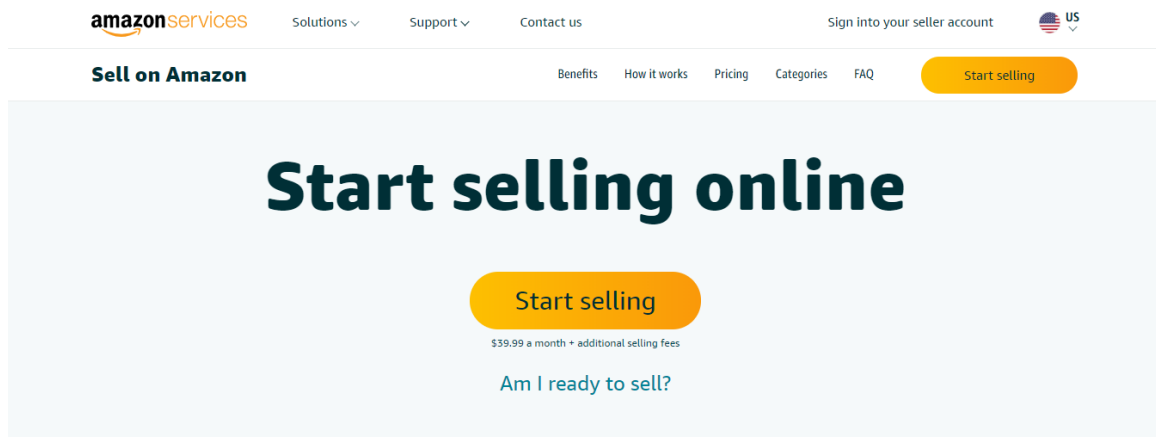


Figure 2.4: Start the business for amazon.com

2.3 Comparative Studies

In the days of the Business Directory and e-commerce, a business needed pieces of information to get found: company name, address, and company about us, product name, product details. With a range of search tools at their disposal, the issue for today's consumers isn't finding what they need, it's making a decision about which business and product to choose [5].

To be successful businesses need to stand out and engage consumers. Digital business listings across maps, apps, social networks, search engines & directories become substantially more effective when businesses move beyond company name, address, and company about us, product name, products details to create complete listings with information such as photos and details [5].

2.4 Scope of the problem

Like every website, our website has its own some features. Our users must be need to know the features. So the features are highlighted below:

- Company categories, company name, address, about us and product details adding.
- Buyer and seller can communication through message chatting.
- Buyers and sellers can view any seller's account and view the information on the company's website.
- All users must be registered for the website otherwise can't sell and buy the product.

- Each company will create an own website and user admin.
- User easily access the website.
- This website is fast loading and performance is high.

2.5 Challenges

We faced challenges at different stages of this project. We have been able to overcome those challenges successfully. We faced some of the challenges below :

- User friendly designing and implementing and interactive user interface using XML was also challenging for us.
- We also faced challenge to make the project for the business directory and e-commerce. Many e-commerce websites has to our country, but we have created e-commerce site which has been added to the business directory.
- Some other common challenges was deadline, requirements analysis, quality of code, performance and efficiency of system.
- We also face problem when we collect company information, categories, product and create user account.
- It is so difficult to manage all information about company and user registration. And we overcome this challenges.

CHAPTER 3

REQUIREMENT SPECIFICATION

3.1 Business Process Modeling:

Business process modeling (BPM) is an assimilation that is a process of business management & system engineering of an organization or enterprise. It describes the analytical representation of any organization and also enterprise. BPM helps to increase business quality and it also reduce business cost. Business process modeling can be changed or it can improved to get new business opportunities [4].

It must be need to register user account then see the necessary information. Store database in mysql . After login the account and see the profile.

When any users open the website, they view the product, company of information. Home page you see the product list or product category, they have to click the product and see the product details. Then they can see the option of product menu. Then they chose the group of company have to click and see the company profile and company's all product. And then they can see all of information about that website. Buyer and seller can easily communication from our website [4].

Only user admin can contact the buyer and sheera.co or buyer can contact the seller and administration. If any people face to the problem they can contact by message, support mail, or phone call with the administration [4].

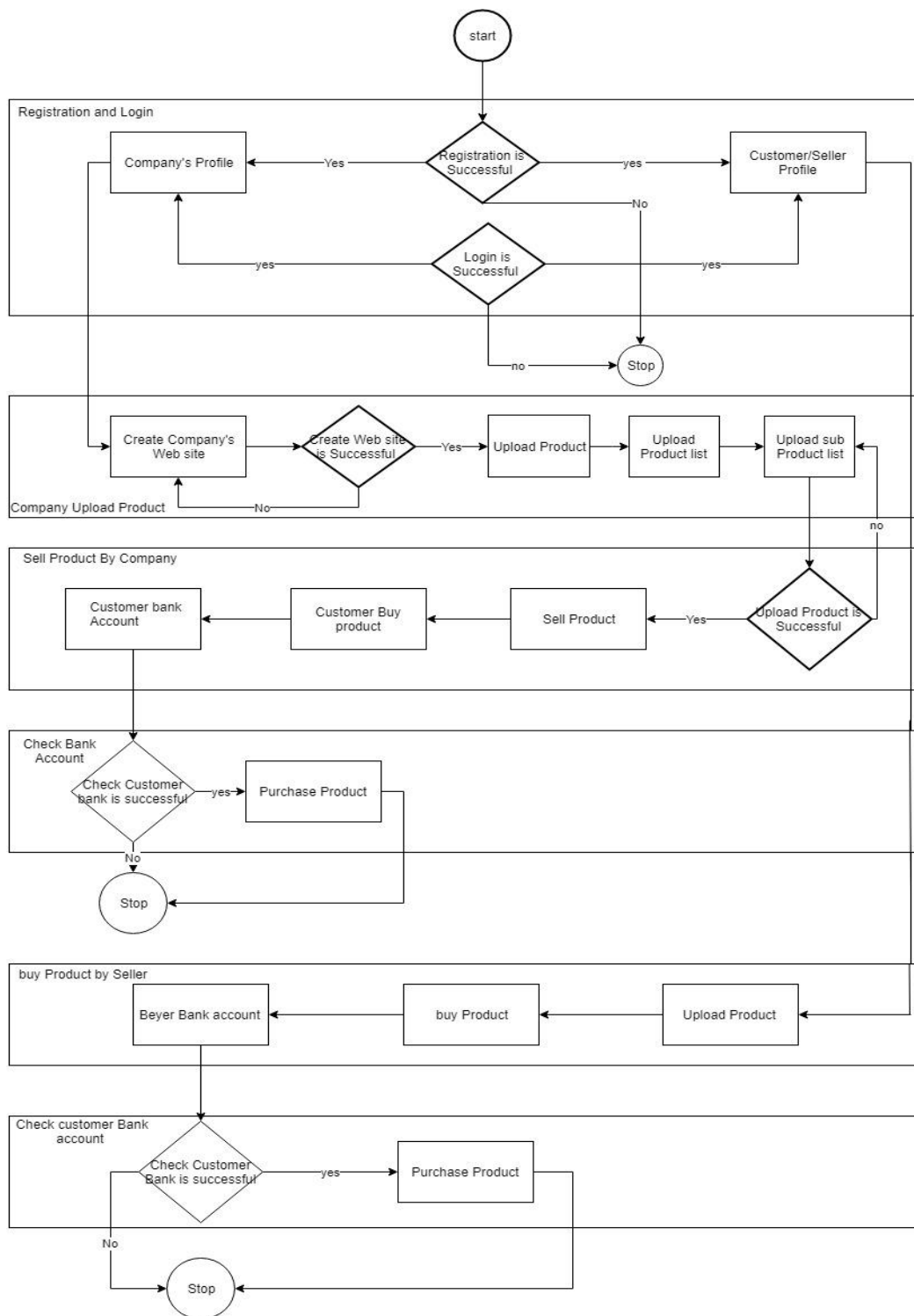


Figure 3.1: Business process model for Sheera.co

3.2 Requirement Collection and Analysis:

Brief discussion of software requirement engineering and analysis that are related to the proposed method are as follows: The broad spectrum of tasks and techniques that lead to an understanding of requirements is called requirements engineering. Requirements engineering, which is a major process in software engineering, provides the appropriate mechanism for understanding what the customer wants, analyzing need, assessing feasibility, specifying the solution unambiguously, and so on. It encompasses seven distinct tasks, which are inception, elicitation, elaboration, negotiation, specification, validation, and Management. Some of these tasks occur in parallel and all are adapted to the needs of the project.[7] At project inception, among other things, system analysts establish a basic understanding of the Problem, the people who want a solution and the nature of the solution that is desired. The Activity includes establishing product vision and project scope. At the requirement elicitation, activities are performed to formulate the objectives for the system, what is to be accomplished, how the system or product fits into the needs of the business, and how the system is to be used. Requirements elicitation combines elements of problem solving, elaboration, negotiation, and specification. Requirements analysis is the activity of elaborating basic requirements established during the inception, elicitation and negotiation tasks [7].

Requirements:

Based on their functions, requirements can be classified into:

- (A) Functional requirements, Which describe system functionalities or services;
- (B) Non-functional requirements,

3.2.1 Functional requirements:

Registration: If Customer wants to the product details then he/she must not be registered, but customer wants buy the product then he/she must be registered. If he/she can submit just E-mail for second time order product then it will not be address but admin must be registered for add or remove some product or manage system.

Login: User logs in to the system by entering valid user id and password for customize system.

Changes to Cart: Changes to cart means the customer can make order or cancel order of the product from the product cart.

Payment: For customer there are many type of secure billing will be prepaid as debit or credit card, postpaid as after shipping, check or bank draft. The security will provide by the third party like Pay-Pal etc.

Logout: After the payment or surf the product the customer will logged out.

Business policy: Our business policy will be in such a way that a group of company can be linked to our web site. As soon as they login to our site as a seller, a site will be created for their company. Then they can add, delete, and modify themselves. They have to change their own profile. Our web site will be categorized for each product. If a buyer clicks on a product, a list of those specific products will appear. Buyers will then be able to purchase the product of their choice. Even if I search for a product, then all related company will show the product.

Refund: We will have a position where buyers will be able to change it within seven days if they do not like it after purchasing a product. If a product does not get the buyer within the specified time, he / she can get full refund.

Choice button: If a buyer likes a product after entering our web site but does not have sufficient balance, then there will be a choice button next to the product on our web site, then clicking on it, when the price of that product decreases, then a notification will go to him. Upon notification, the buyer will be able to buy the product of his choice.

Discount: We will have a term where there is a monthly or weekly discount system or a discount on each product. So that buyers can buy products very easily.

Business requirements: Represent high-level objectives of the organization or customer who requests the system. They describe why the organization is implementing the system.

User requirements: Describe user goals or tasks that the users must be able to perform with the product.

Business rules: The rules in the organization that affect the system, which include corporate policies, government regulations, industry standards, accounting practices, and computational algorithms.

3.2.2 Non-Functional requirements:

When a customer enters our web site and searches for different products, the loading time is reduced. So that the customer can easily move from one page to another very quickly and after purchasing any product online easily.

Reliability: The system provides storage of all databases on redundant computers with automatic switch over. The main pillar of reliability of the system is the backup of the database which is continuously maintained and updated to reflect the most recent changes. Thus the overall stability of the system depends on the stability of container and its underlying operating system [6].

Security:

- The system use Gmail security in all transactions that include any confidential customer information.
- The system must automatically log out all customers after a period of inactivity.
- The system should not leave any cookies on the customer's computer containing the user's password.
- The system's back-end servers shall only be accessible to authenticated administrators.
- Sensitive data will be encrypted before being sent over insecure connections like the internet.

Top-list product: We have to make a choice so that when we enter the e-commerce web site, our web site is on the top list and when entering a product name, our product comes first. For this, the correct name of the product must be entered first so that the product can be identified easily.

Reduce loading time: When a customer enters our web site and searches for different products, the loading time is reduced. So that the customer can easily move from one page to another very quickly and after purchasing any product online easily.

The vision and scope document collects the business requirements into a single document that sets the stage for the subsequent development work. It typically contains:

- Business requirements, which includes background, business opportunity, business objectives and success criteria, customer or market needs and business risks;
- Vision of the solution, which includes vision statement, major features, assumptions and dependencies;
- Scope and limitations, which includes scope of initial release, scope of subsequent releases, limitations and exclusions;
- Business context, which includes stakeholder profiles, project priorities, operating environment.

3.3 Use case Modeling and Description:

In any application development system it is necessary to show the relationship between the user and the system. This user's interaction with the system can be shown easily by a Use Case Diagram. It has the ability to identify different types of users and company category of the system and the different use cases as well. In other word it is a Unified Modeling Language (UML) that generally describes the set of actions that a system or systems should or can conduct in collaboration with one or more external users of the system, here the actions called as 'use case' and the system called actor. In this diagram four types of Actor Company, customer, seller and e-commerce admin [8].

Table 3.1: Description of Use Case of Working with Business directory and E-Commerce:

Use case name	Working with website
Primary Actor	User
Secondary Actor	Authorization of website

Third Actor	Seller/Customer
Pre-condition	User must Registered website and login profile
Description	User can access the page, User panel, Product, Login and logout
Post-Condition	If the actor is successful then user will be enter the system user can see the all product and Group of company and multiple brand. Any user can registered then sell and purchase the product. Gain knowledge about the sheera.co

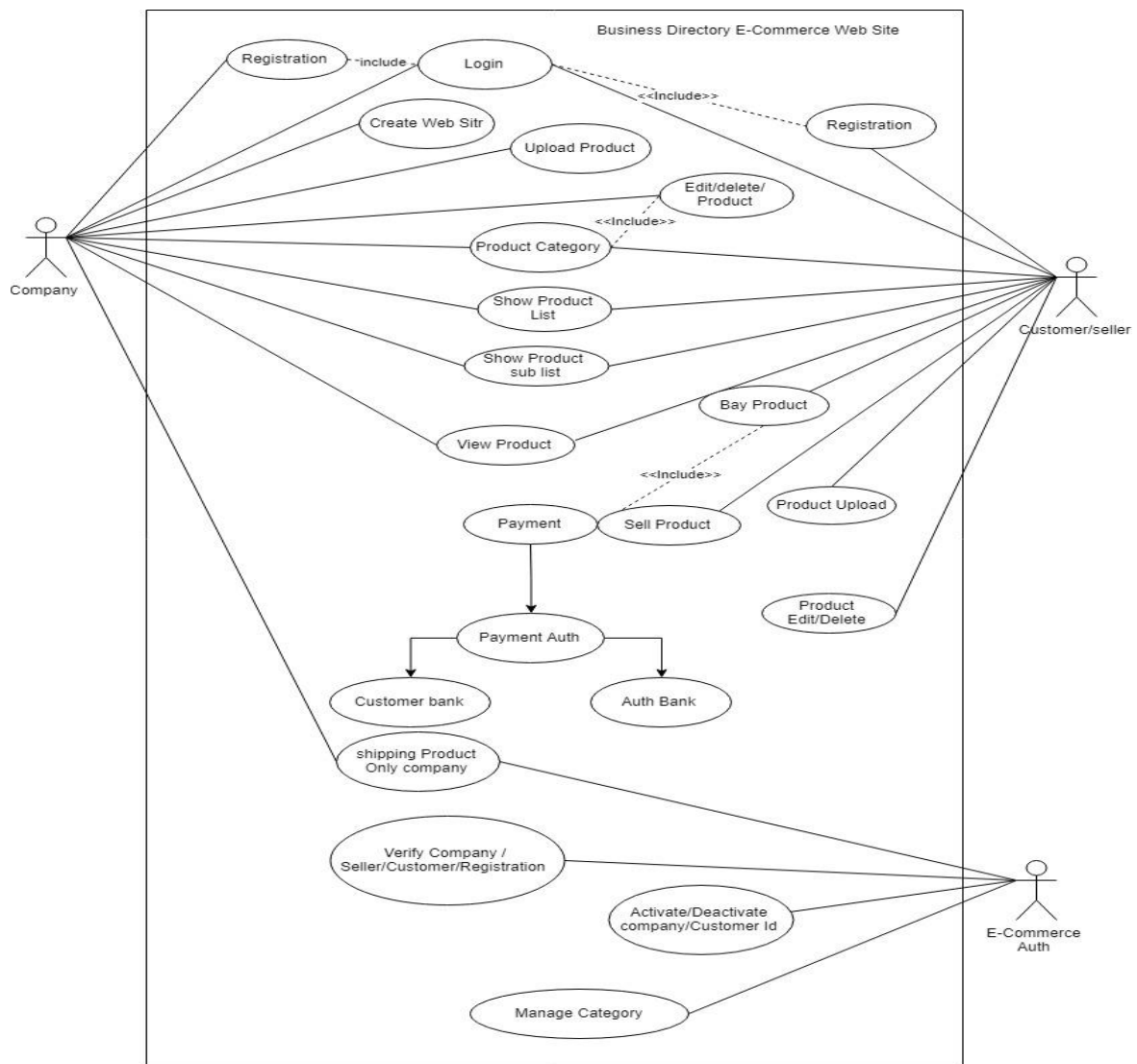


Figure 3.2: Use case diagram of Business directory and E-commerce

Table 3.2: Description of Use Case of Developing Business directory and E-Commerce:

Use Case Name	Developing E-Commerce Feature
Primary Actor	Developer of website
Secondary Actor	Seller/Customer
Third Actor	Authors of E-Commerce

Pre-Condition	The Developer should be creative and good at developing hole system
Description	The developer take care website and website make more dynamic.

3.4 Design Requirement:

Design requirement for user

- Search the website “Sheera.co”.
- Then you have to register.
- Then login with username, email, and password.
- User can see the website full view.
- View front page.
- Able to see all the option of product by scrolling.
- Able to see all product.
- Any type of product can be found by clicking on the search option.
- Clicking on the product category can show any type of product.
- Clicking on the company category will bring up all the company category after choosing any company from there.
- Clicking on all products will show all brand products.
- Click the menu bar and see all product category.
- Click The Add to button then create product list.
- Click the buy now button then purchase the product.
- Clicking on the latest product will show all exclusive products.
- Clicking on the product will show the product details.
- Users can message between themselves.
- The user will be able to view the review and rating of all products.
- Color Option: The color option will be given from where the buyer will be able to choose the preferred color and the quantity will be chosen by himself.

Design requirement for contact:

- Open message panel for contact.
- Able to contact with phone number.
- User can use e-mail for contact.
- User can use What Sapp, Face book and twitter.

CHAPTER 4

DESIGN SPECIFICATION

4.1 Front-end Design:

- Login page design.
- Registration page design.
- Home page design.
- Menu bar design.
- Dropdown button design.
- Product list design.
- Contact panel interface design.
- Message option design.
- User review and rating design.
- Add to card and Buy now button design.
- Product image size/resize and design.
- Image slider design.
- Image color option design.
- Footer section design.
- Product details design.
- Search button design.
- Company banner and image slider design.
- Add banner design.
- Problem solving interface design.
- Mobile version and PC version design.

Our project front-end has mainly designed by HTML, CSS, J-query script and java script

HTML:

- HTML(Hypertext Markup Language)
- HTML is basically page design. Any type of page is designed with HTML.
- It is possible to design any web with HTML.

- HTML is the main building structure of a web page. The primary function of the website is to do with HTML.
- To work with HTML you need to install the visual studio code for the sublime text editor.
- The website design with html creates a beautiful environment.
- Any web template is created with HTML.
- The basic structure of the website is created with HTML.

CSS:

- CSS(Cascading Style Sheets)
- Any web site is beautifully designed with CSS. The website is made with it.
- Any website and template can be created using CSS.
- Creating a beautiful environment for web site design using CSS.

J-query script:

Any web site can be dynamic with j-query. This is done by doing mathematical calculation. All kinds of logical tasks are done, starting from the different image slider. J-query makes web page much smoother. Makes things a lot easier. A lot of work can be done at one go.

4.2 Back-end Design:

The back-end design is basically how the server, application and database works, update and maintain. It is the not visible to the end-user. But it works to support the front-end of the application. Back-end design is most important part of a project.

- User admin panel design.
- Administration panel design.
- All rating design.
- Table of product list.
- About Us page design.
- Add product page design.
- Delivery product page design.
- Order request page design.

We have use PHP in our back-end design of our project. We also used mysql database for real time data passing.

User Admin Panel: There will be a user panel for the buyer and seller from where the buyer or seller will be able to update their profile. That is, if they need to update, delete, insert the product, they can do so from the user panel. This is a back-end page that only registered buyers or sellers can use.

The image shows a web interface for 'Sheera' with a dark sidebar on the left containing navigation links: Dashboard, Our Product, Latest Product, Our Company, All Review, Message, Order Request, Deliver Complete, About As, and Logout. The main content area is light gray and contains two sections. The first section has a 'Vision:' label, a text input field with placeholder 'Enter text here...', and three buttons: 'Delete', 'Edit', and 'Save'. The second section has a 'Mission:' label, a text input field with placeholder 'Enter text here...', and a 'Save' button. Below these is a 'Value:' section with a text input field with placeholder 'Enter text here...' and a 'Save' button. The final section is 'Founder & Chairman:', featuring a text input field with placeholder 'Enter text here...', a 'choose picture' button, and an 'Upload Photo' button.

Figure 4.1: User admin panel

Administration Panel: There will be a administration panel for the Sheera.co, buyer and seller from where the buyer or seller will be able to update their profile. That is, if they need to content for sheera.co, update, delete, insert the product, they can do so from the administration panel. This is a back-end page that only uses sheera.co admin.

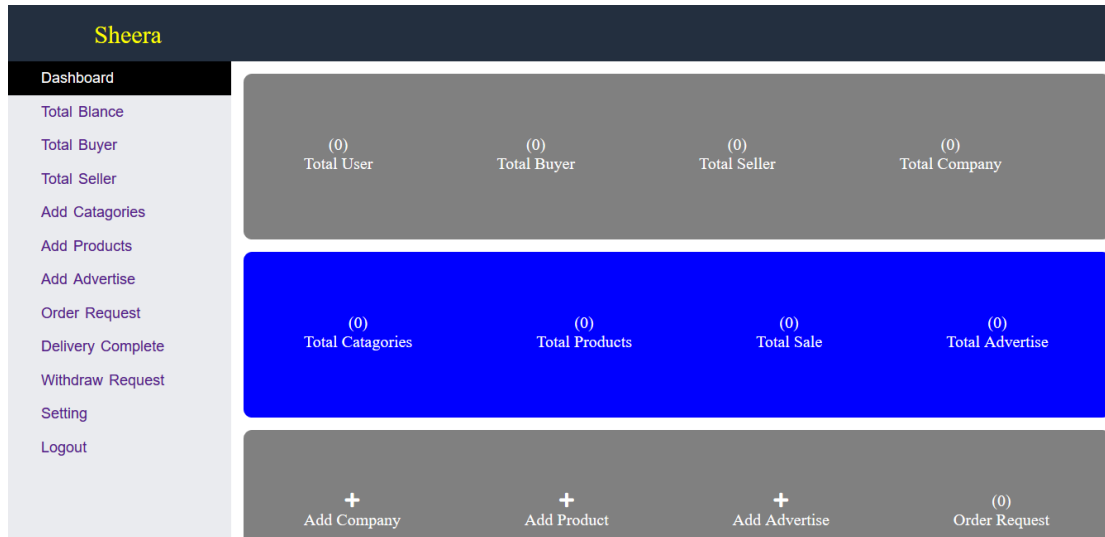


Figure 4.2 Administration dashboard

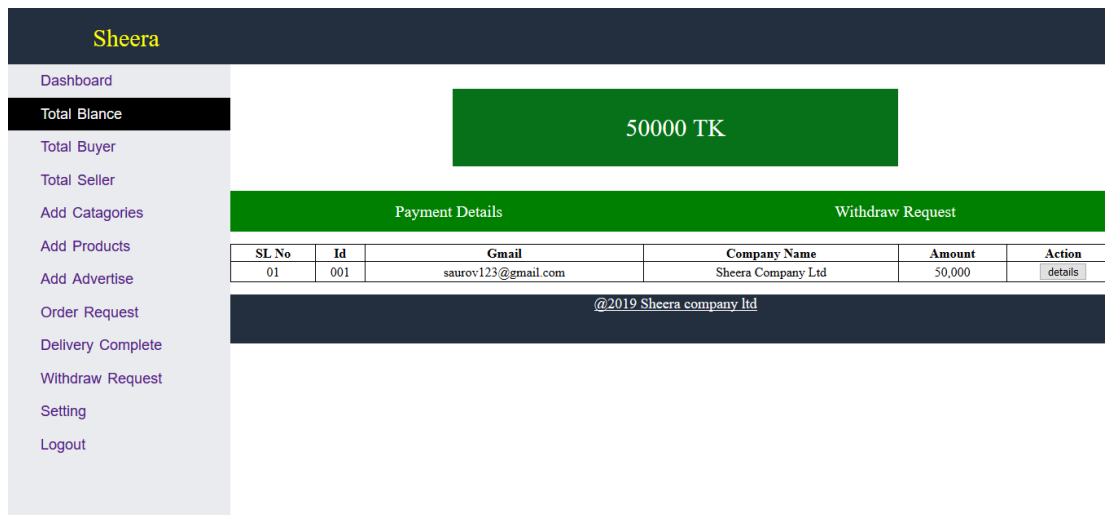


Figure 4.3: Administration Total Balance

Sheera

- Dashboard
- Total Balance
- Total Buyer**
- Total Seller
- Add Categories
- Add Products
- Add Advertise
- Order Request
- Delivery Complete
- Withdraw Request
- Setting
- Logout

Total Buyer
100

Buyer Information

ID	Gmail	Buyer Name	Phone No	Address	Password	Action
0001	saurov178@gmail.com	Name	01756505566	Address	*****	Edit
0002	saurov178@gmail.com	Name	01756505566	Address	*****	Edit
0003	saurov178@gmail.com	Name	01756505566	Address	*****	Edit
0004	saurov178@gmail.com	Name	01756505566	Address	*****	Edit

@2019 Sheera company ltd

Figure 4.4: Administration Total Buyer

Sheera

- Dashboard
- Total Balance
- Total Buyer
- Total Seller
- Add Categories**
- Add Products
- Add Advertise
- Order Request
- Delivery Complete
- Withdraw Request
- Setting
- Logout

Company Categories
Product Categories

Company Categories List
[Add New](#)

SL No	Category	Action
1	Software Company	edit
2	Software Company	edit
3	Software Company	edit
4	Software Company	edit

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Figure 4.5: Administration add categories

Sheera

- Dashboard
- Total Balance
- Total Buyer
- Total Seller
- Add Categories
- Add Products**
- Add Advertise
- Order Request
- Delivery Complete
- Withdraw Request
- Setting
- Logout

Please Upload your products

Product Heading:

Brand Name:

Select Category:

Size: Small Medium Large or Width: inch & Height: inch

Color:

Product Details:

Font image upload here: No file selected.

Others Angle: No file selected. No file selected.

Figure 4.6: Administration add Product form

PHP:

Website design is done with php. This is a website development language. Connects to mysql database using php. That is to use static websites or dynamic websites or web applications. Php stands for hypertext pre-processor. All logical tasks of a web site are done with php. This security system is much stronger.

4.3 Interaction Design and UX:

Interaction Design is an important component which is the giant umbrella of User Experience (UX) design and interaction design. (UX) User Experience is specifically which examines the interaction between a system and its user via an interface and it is a discipline [9]. User experience (UX) design is provide meaningful and the process of creating products. And it also personally relevant experiences. It may also incorporate design focused on how information should be presented. It is such a system that is to enable the user for best understand of information. This is considered to be the discipline of “information design” too. Our application is very user interactive. We have tried to make this application’s user interface very easy to understand and use. User Experience most important in our project. The application of User Experience in these project [9].

4.4 Implementation Requirements:

To implement our web base project, we used text editor software and development language which are help us to develop our e-commerce project successfully. In implementation requirement area, we discuss all those language and components that we have used to develop our e-commerce project and making activities for the user.

Visual Studio Code:

Visual studio is source code editor that can be used with a variety of programming language. This allows it to operate as a language. Visual studio code can be extended via plug-in available those a central repository. This includes additions to the editor and language support. A notable feature is the availability to create extension that add support new language themes, debuggers perform static code analysis. Visual studio code has support for almost very major programming language [10]. Several are included by default for example, JavaScript, Type Script, CSS and HTML-5 but other

language extension can be found and download for free from the visual studio code. The Visual Studio Code Editor is the source code editor. It is a language editor software where a website is designed using different types of tags. Visual studio code editor is enough to create a website. It supports many types of programming language. This is a platform that uses a fully responsive website. It works as any language editor. It creates an environment in which to do any job beautifully. To create a website, we can use a different text editor [10].

Adobe Photo Shop:

Website sketch is designed using adobe Photoshop. The design of the website is created using the various tools of adobe Photoshop. Its unique tools feature is different. Which are used to create user interface designs. It takes the right size of the website. That is, the size of the header, content and footer. Determines Even the height and width of each place is taken.

CHAPTER 5

IMPLIMENTATION AND TESTING

5.1 Implementation of Database:

We use database in our project. We complete our project design and development use any code editor. Mysql database provides a relational database management system. Mysql database that is open source and store data to a data table on a server. The database table is created using mysql database. All types of product list, product id and other details are submitted by visiting mysql. We store the database using mysql. Starting from the login and logout database, all information about the website is submitted to mysql server.

5.2 Implementation of Front-end Design:

Homepage: You can enter the Sheera.co web site and everyone will be able to search the product or view the product. The web site has categories for products. All company categories and manufactured categories. Everyone can see the product of his choice but he cannot buy or sell. They can buy products as long as they account

```
<a class="search-btn" href="#">
  <i class="fas fa-search"></i>
</a>
</div>
<h1> Welcome to Sheera.co</h1>
</div>
<div class="manu-bg">
  <div class="manu-bar">
    <ul>
      <li><a href="company_pro.html"> <span><i class="fas fa-list-ul"></i></span>Company Catagories</a>
      </li>
      <li><a href=""><span><i class="fas fa-building"></i></span>Product Catagories</a></li>
      <li><a href="allproduct.html"><span><i class="fab fa-product-hunt"></i></span>All Products</a></li>
      <li><a href=""><span><i class="fas fa-plane-arrival"></i></span>Letest Products</a></li>
      <li><a href=""><span><i class="fas fa-mug-hot"></i></span>Hot Products</a></li>
      <li><a href=""><span><i class="fas fa-random"></i></span>Random</a></li>
    </ul>
  </div>
</div>
<div class="content">
  <div class="content-2">
    <div class="left-content">
      <h2>About Us</h2>
    </div>
    <div class="right-content">
      <h2>How it Works?</h2>
    </div>
  </div>
</div>
```

Figure 5.1: Front-end design for Sheera.co html code

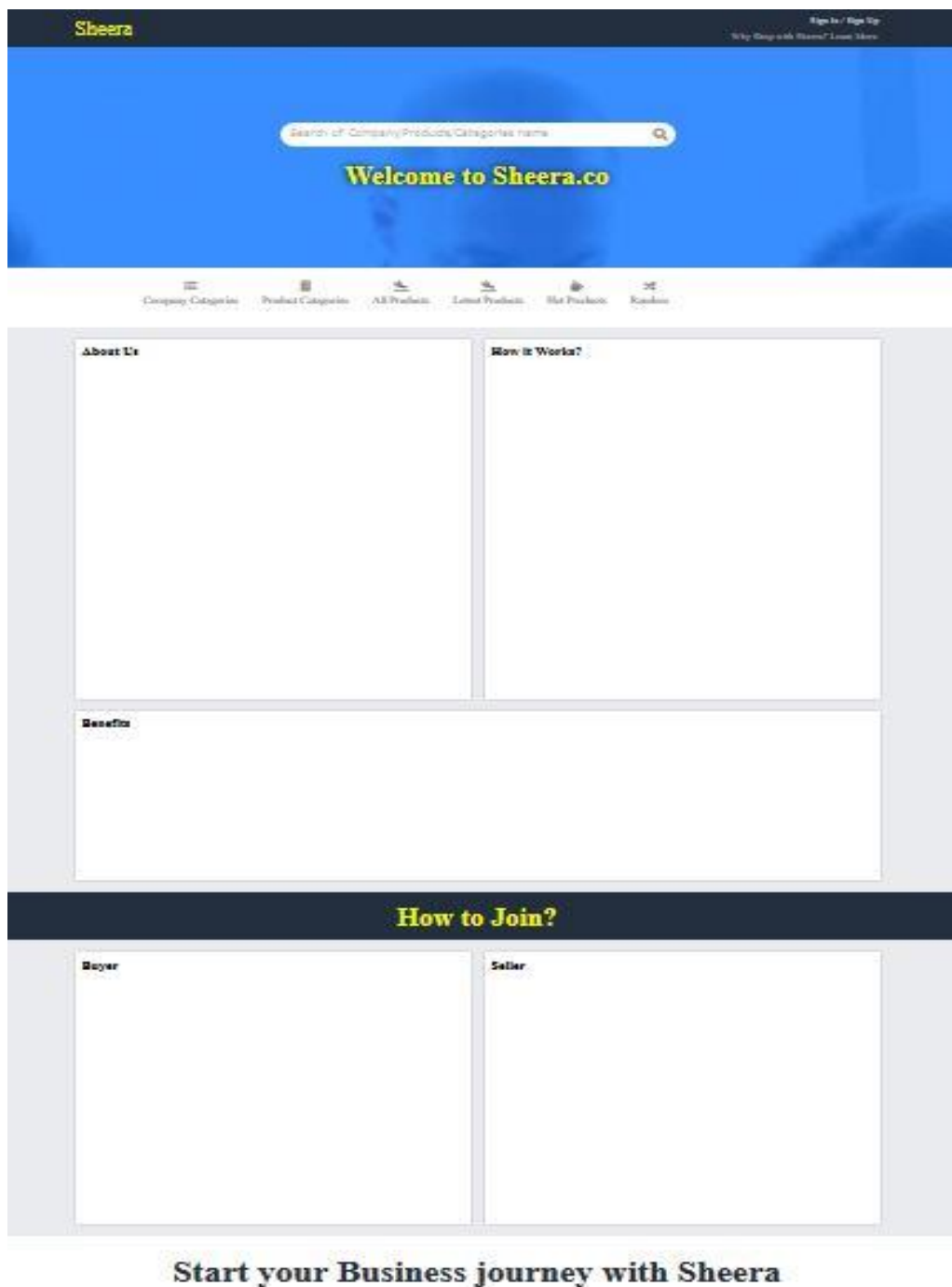


Figure 5.1: Front-end design for Sheera.co

All Product page: When a seller registers on the sheera.co website, there is a web page for them. When created, they can add, delete, and modify products on that page. That is, they have to control their pages.

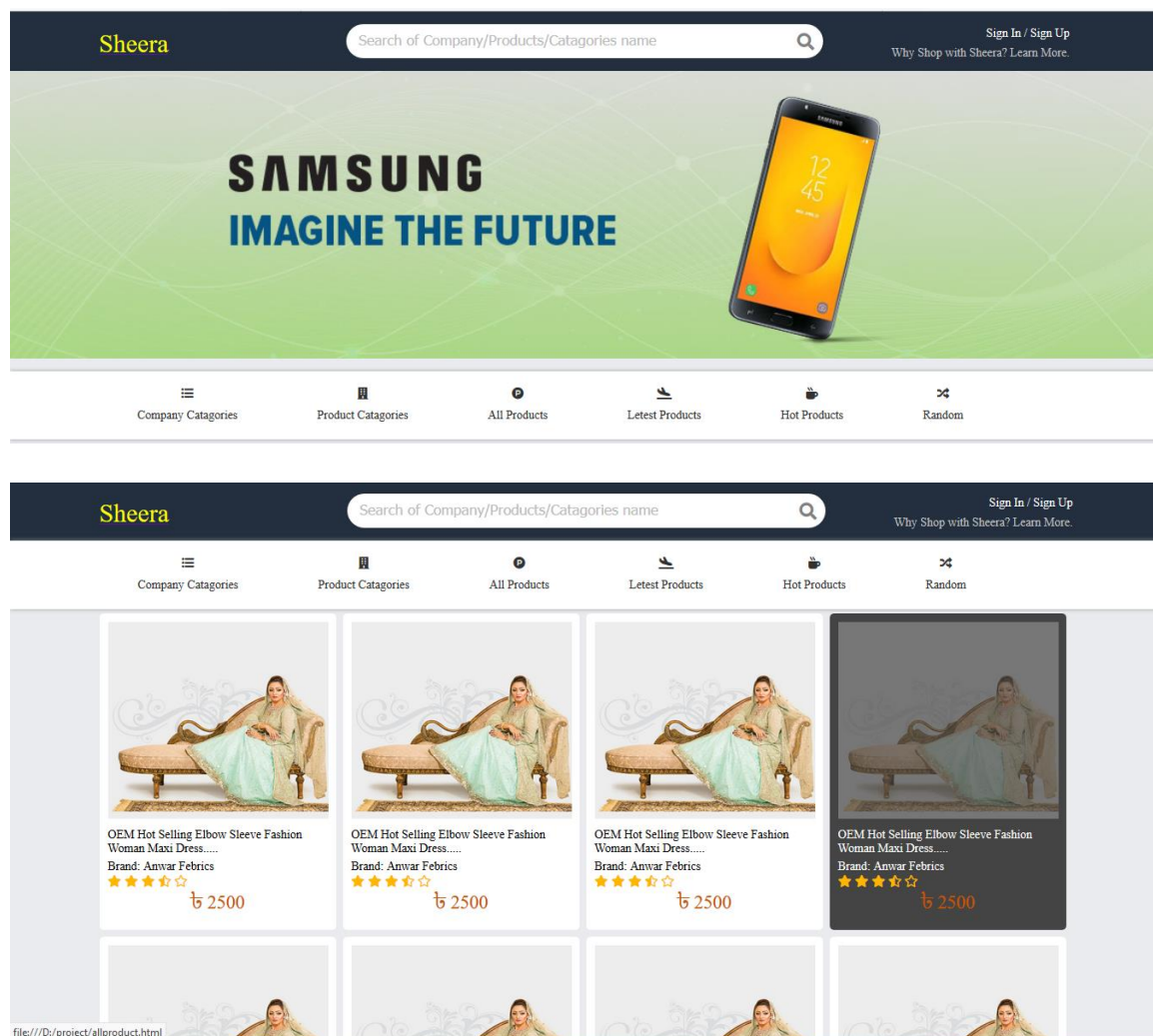
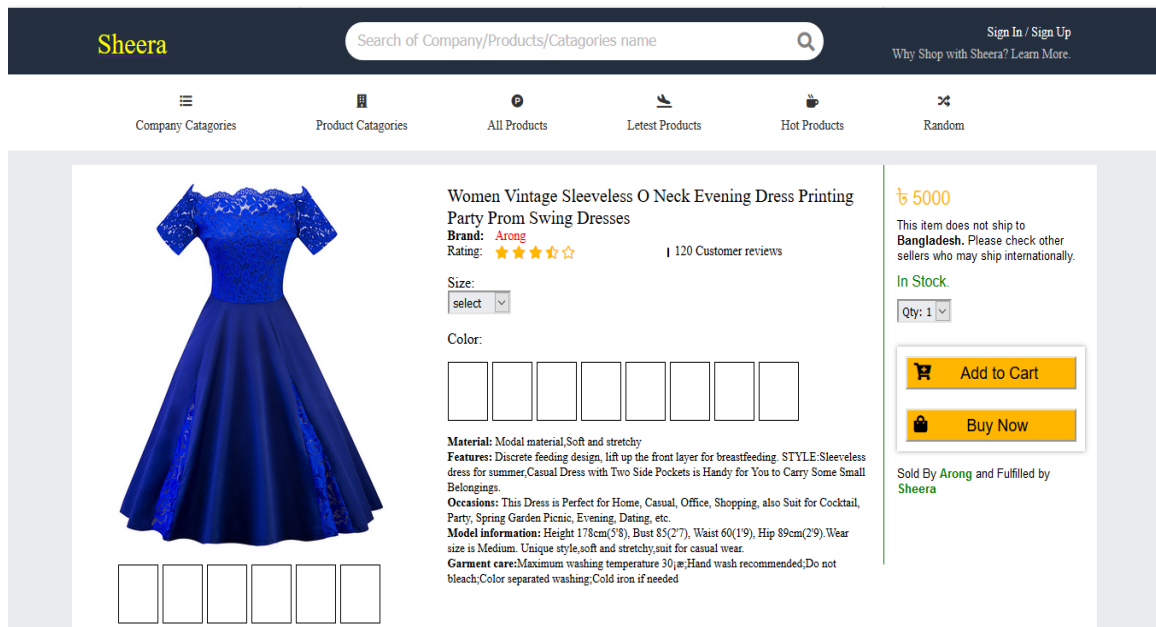


Figure 5.2: Front-end design for product view

Product details: If anyone wants to buy the product, then click on the product. Clicking on the product will show the details of the product. The customer can monitor all product sites and buy the product of their choice by looking at the product's brand name, product rating and customer. A well-written product description has the power to move your customers through your sales funnel. By injecting creativity and product benefits into your product description, your store becomes more likely to convert the casual browser. While most customers make their purchase decision on the product photo, the product description helps fill in the gaps to determine whether or not the product is the right fit for the customer. By educating customers on the key benefits, unique value proposition, and offering a solution to a frustrating problem, your product description can help get more sales, lower refund rates, and build customer trust. In this article,

you'll learn how to write product descriptions and find a product description writer, learn from product description examples, and we'll introduce an easy to follow product description template.



```

<div class="left-side">
  <div class="wm-zoom-container my-zoom-1">
    <div class="wm-zoom-box">
      
    </div>
  </div>
  <script src="jquery-1.9.1.min.js"></script>
  <script src="jquery.wm-zoom-1.0.min.js"></script>
  <script type="text/javascript">
    $(document).ready(function(){
      $('.my-zoom-1').WMZoom();
      $('.my-zoom-2').WMZoom({
        config : {inner : true}
      });
    });
  </script>
  <div class="modeling">
    <div class="box9"></div>
    <div class="box10"></div>
    <div class="box11"></div>
    <div class="box12"></div>
    <div class="box13"></div>
    <div class="box14"></div>
  </div>

```

Figure 5.3: Sheera.co product details

Related product: When the buyer clicks on a product, the brand related products of that product will show the following page. So that he can see all the brand products or is interested in buying all kinds of products.



```

<div class="content2">
  <div class="same-brand">
    <h1 class="same_brand">This item is same Brand</h1>
    <a href="">
      <div class="product-img">
        
        <p>Use 50% to create a half page background image. Then use the following background</p>
        <div class="star2">
          <i class="fas fa-star"></i>
          <i class="fas fa-star"></i>
          <i class="fas fa-star"></i>
          <i class="fas fa-star-half-alt"></i>
          <i class="far fa-star"></i>
          <i class="koto-star">34</i>
        </div>
        <p class="price">₺ 2500 - ₺ 3000</p>
      </div>
    </a>
    <a href="">
      <div class="product-img">
        
        <p>Use 50% to create a half page background image. Then use the following background</p>
        <div class="star2">
          <i class="fas fa-star"></i>
          <i class="fas fa-star"></i>
          <i class="fas fa-star"></i>
          <i class="fas fa-star-half-alt"></i>
          <i class="far fa-star"></i>
          <i class="koto-star">34</i>
        </div>
      </div>
    </a>
  </div>
</div>

```

Figure 5.4: All product View

Buyer Registration Page: If a buyer wants to buy goods or sell products, then he has to make a buyer account. In that case, you have to select the buyer option and submit it. After registering, an account will be created in the name of the buyer. From there he will be able to purchase the product. Right off the bat, explain why a visitor should register with your site, like Mint.com does below. Notice how little copy they use to describe the benefits -- a large, clear heading with a few bullet points laying out the

value of registering with the website is all that's needed to quickly explain to a visitor what registered users can do.

Figure 5.5: Sheera.co site buyer registration form

Seller Registration Page: If a seller wants to join the Sheera.co web site then the seller option has to be selected. Then you have to register as a seller. Then submit a site will be created in the name of the seller. There he can add, delete and modify products as he likes.

```

<form>
  <div class="container">
    <label for="uname"><b>Email</b></label>
    <input type="text" placeholder="Enter Email" name="uname" required>

    <label for="uname"><b>Company Name</b></label>
    <input type="text" placeholder="Company Name" name="uname" required>

    <label for="uname"><b>License No:</b></label>
    <input type="text" placeholder="Number" name="uname" required >

    <label for="uname"><b>Contact First Name</b></label>
    <input type="text" placeholder="First Name" name="uname" required>

    <label for="uname"><b>Contact Last Name</b></label>
    <input type="text" placeholder="Last Name" name="uname" required>

    <label for="uname"><b>Phone Number</b></label>
    <input type="text" placeholder="Phone Number" name="uname" required>

    <label for="uname"><b>Office Phone</b></label>
    <input type="text" placeholder="Office Phone" name="uname" required>

    <label for="uname"><b>Address</b></label>
    <input type="text" placeholder="Please add Your Company Location" name="uname" required>

    <label for="uname"><b>Business Type</b></label>
    <select class="business_type" name="option">

```


Figure 5.6: Sheera.co seller/company registration form html code

Seller Registration

Email

Company Name

License No:

Contact First Name

Contact Last Name

Phone Number

Office Phone

Address

Address

Business Type

Company Structure

Password

Confirm Password

I am a Customer
 I am a Seller
 Both

Sign Up

Remember me [Forgot password?](#)

Figure 5.6: Sheera.co seller/company registration form

```

<div class="container">
  <label for="uname"><b>Email</b></label>
  <input type="text" placeholder="Enter Email" name="uname" required>

  <label for="uname"><b>Company Name</b></label>
  <input type="text" placeholder="Company Name" name="uname" required>

  <label for="uname"><b>License No:</b></label>
  <input type="text" placeholder="Number" name="uname" required >

  <label for="uname"><b>Contact First Name</b></label>
  <input type="text" placeholder="First Name" name="uname" required>

  <label for="uname"><b>Contact Last Name</b></label>
  <input type="text" placeholder="Last Name" name="uname" required>

  <label for="uname"><b>Phone Number</b></label>
  <input type="text" placeholder="Phone Number" name="uname" required>

```

Figure 5.7: HTML code for Registration form

Buyer/Seller Login Page: If anyone wants to login to the Sheera.co Web site, he has to decide if he / she is a seller / buyer then click on the seller button. Or if there is a buyer then you have to click on the buyer button. If anyone wants to be both buyer and seller by clicking both buttons.

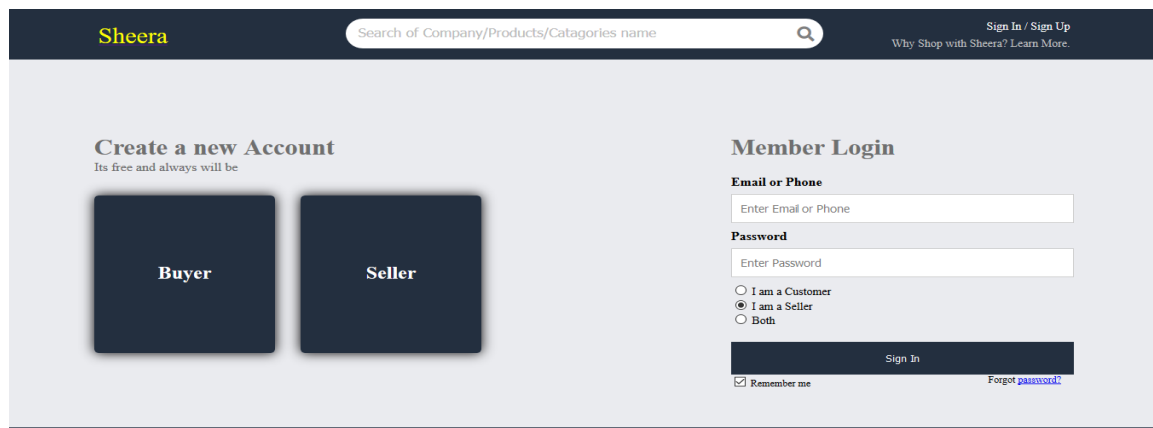


Figure 5.8: Buyer and seller create account design

Rating: If consumers want to connect with themselves, there is a message option for them. By clicking there they will be able to talk to all the buyer sellers together. The option to message will be on both front-end and back-end pages.



```

<div class="column-80">
  <div class="all-rating">
    <span class="heading">User Rating</span>
    <span class="fa fa-star checked"></span>
    <span class="fa fa-star checked"></span>
    <span class="fa fa-star checked"></span>
    <span class="fa fa-star checked"></span>
    <span class="fa fa-star"></span>
    <p>4.1 average based on 254 reviews.</p>
    <hr style="border:3px solid #f1f1f1">

    <div class="row">
      <div class="side">
        <div>5 star</div>
      </div>
      <div class="middle">
        <div class="bar-container">
          <div class="bar-5"></div>
        </div>
      </div>
      <div class="side right">
        <div>150</div>
      </div>
      <div class="side">
        <div>4 star</div>
      </div>
      <div class="middle">
        <div class="bar-container">
          <div class="bar-4"></div>
        </div>
      </div>
    </div>
  </div>
</div>

```

Figure 5.9: Product rating details/code

Add to cart: The buyer can buy many products at once. It does not have to be paid every time you make a purchase. If the buyer wants, they can buy many of the products at once by clicking on the Add to card button. Clicking on the Add to card will create a list of products and then you will have to pay together. A product description is the marketing copy used to describe a product’s value proposition to potential customers. A compelling product description provides customers with details around features, problems it solves and other benefits to help generate a sale. It’s no wonder they are worried — the quality of a product description can make or break a sale, especially if it doesn’t include the information a shopper needs to make a purchase decision. Providing key product details is critical if you want the shopper to click “Add to Cart” and differentiate your ecommerce website from the competition.



```

<div class="pro_details">
  <h1>Women Vintage Sleeveless O Neck Evening
  Dress Printing Party Prom Swing Dresses</h1>

  <div class="brand">
    <p class="brand_name">Brand:</p>
    <p class="name">Arong | More Cloth from Smart</p>
  </div>

  <div class="rev">
    <div class="rating">
      <p>Rating:</p>
    </div>
    <div class="star">
      <a href=""><i class="fas fa-star"></i></a>
      <a href=""><i class="fas fa-star"></i></a>
      <a href=""><i class="fas fa-star"></i></a>
      <a href=""><i class="fas fa-star-half-alt"></i></a>
      <a href=""><i class="far fa-star"></i></a>
    </div>
    <div class="review">
      <p class="bar"></p>
      <p>| 120 Customer reviews</p>
    </div>
  </div>
  <div class="money">
    <p class="minus">5000</p>
  </div>

```

Figure 5.10: Product cart and buy design

Message option: If consumers want to connect with themselves, there is a message option for them. By clicking there they will be able to talk to all the buyer sellers together. The option to message will be on both front-end and back-end pages. Text is a very popular form of communication and businesses who offer it as an alternative to email and phone calls are having positive responses. Customers can choose SMS as a preferable method of contact for customer support issues. Music store Bohemian Guitars added an SMS customer and sales support feature that allowed customers who started a live chat on their website to then text a representative at their store. Customers

clearly preferred texting to live chat. In fact, this Omni channel integration using SMS helped boost their sales by 98 percent over a six-month period.

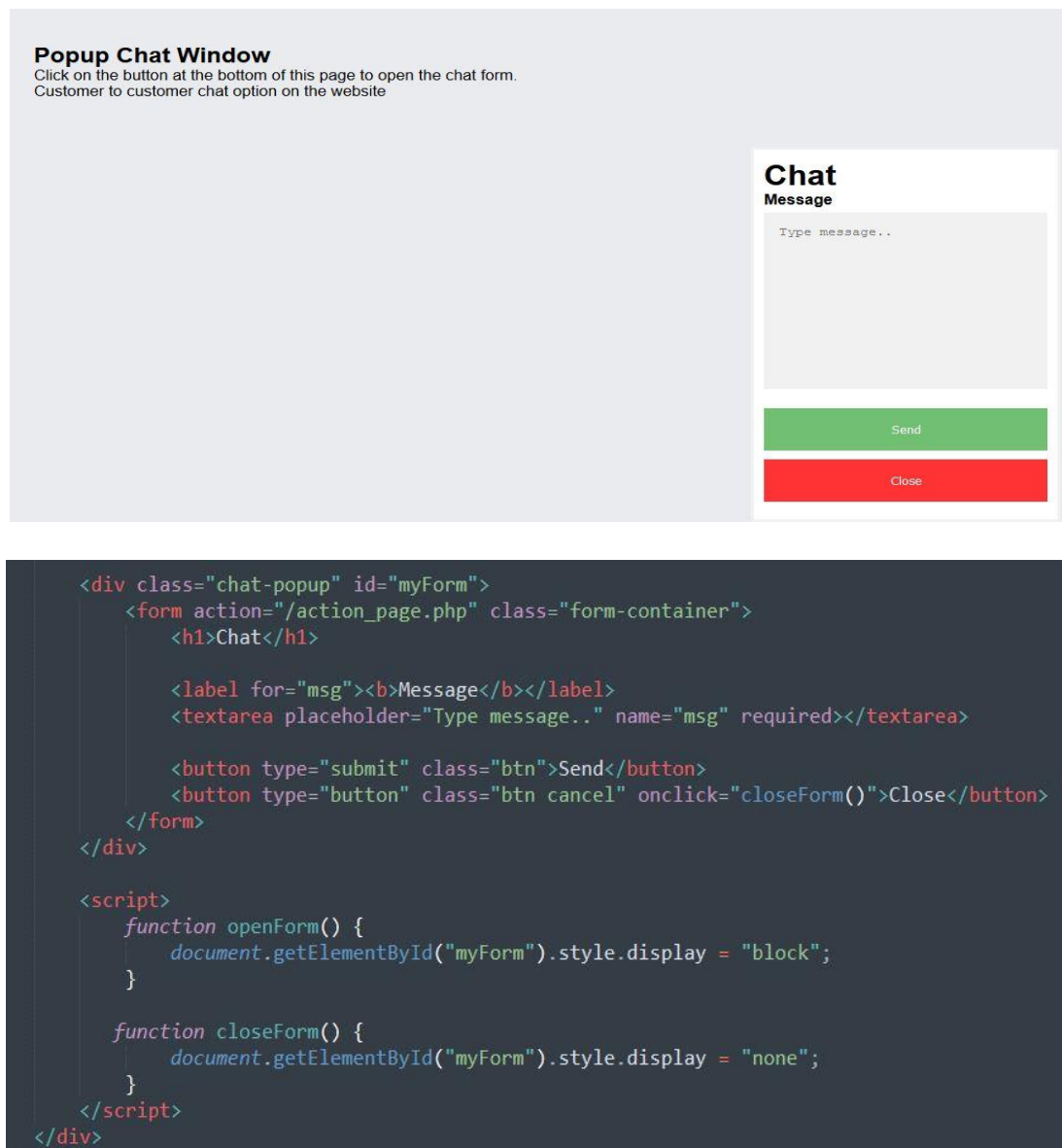


Figure 5.11: Buyer and seller communication system

5.3 Implementation of Interaction

We are very different from other online websites. We have made this website an easy way to open it up. It is very easy to manipulate and user interface. Some of the key feature of our web site is to follow some instruction to enter our web site. To get access to our web site, first you have to register, then the login page will come, then the logout option will be logged from there. If you forget the password, you will have the forgot

password option and you must confirm the password. To use our web site, internet connection will be required. Currently everyone is connected with online so our website will get popularity. Because everyone is useful to use online shopping

5.4 Testing Implementation

Testing of our project has been implemented. While developing each functions are working fine. For this case we can say unit testing is done. While some part of project developed we have tested the interactions between pages to pages. Intent to intent. As we don't have professional tester and all the requirements are arranged by us. So we know very well about the user requirements and we have write down the arrow points of user expectation and tested the expectation of users. So we can say each type of testing like unit testing, integration testing and acceptance testing done by our side.

5.5 Test Results and Reports

Every project needs an output as a result. As per our testing experience we have found all expected results. Every user can use it and can communicate with admin by using phone number or Email or Message. User can collect all information. They can watch video of cultivation that we add our app. People can use it in any place and any time without internet. It's all option will worked. So every user's requirement has been full filled.

CHAPTER 6

CONCLUSION AND FUTURE SCOPES

6.1 Conclusion

Business directory and e-commerce website is one of the largest site in Bangladesh. The internet has lead to the birth and evolution E-commerce. E-commerce has now become a key component of many organizations in the daily running of their business.

As the internet and in turn E-commerce has developed, and continues to evolve and grow, it is vital that any organization, in any particular industry, must base its strategic planning around such a rapidly growing medium.

6.2 Future Scope

E-commerce will become primary need to everyone in upcoming age

Reasons

- Add notification system so that this website can alert buyer order request time to time for seller id.
- E-commerce is useful to developing country entrepreneurs
- E-commerce is helpful to women sector
- E-commerce SMEs is useful in electronic commerce solutions which will successfully across the organization means building reliable.
- E-commerce is useful in scalable systems for security
 - E-commerce payments,
 - Supply-chain management
 - Sales force, data warehousing, customer relations
 - Integrating all of this with existing back-end operations.

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BUSINESS DIRECTORY AND E-COMMERCE FOR COMMUNICATION SYSTEM BETWEEN CUSTOMER AND COMPANY

ORIGINALITY REPORT

29%	27%	1%	25%
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS

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2	ijarcse.com Internet Source	3%
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